

## PetPoint Report: October 2014

The PetPoint Report is a monthly gauge of U.S. pet owner demand for cats and dogs available for adoption. Data is aggregated via the PetPoint Animal Management Software, a cloud-based application developed and launched in 2005. PetPoint is the most widely used animal management application in North American animal welfare.

The October PetPoint Report aggregates data from 1,192 animal welfare organizations (“AWOs”) in the United States and compares it to data from the same month in 2013. For the purposes here, AWOs are defined as animal control agencies, SPCAs, humane societies, and rescue groups. Only data from AWOs operating PetPoint during both October 2013 and October 2014 have been included.

The report includes data on 171,692 cats and dogs that entered AWOs during the month (referred to as Intakes) and 171,418 cats and dogs that left AWOs over the same period (referred to as Outcomes). Only data for cats and dogs is reported here. AWOs from 48 states, as well as Washington D.C. and the U.S. Virgin Islands are represented in this report; AWOs from Alaska and North Dakota are excluded.

### Intakes

#### *Cats*

- Total intakes of all cats into AWOs equaled 86,253 during October 2014, which represents a 4.2% decrease from October 2013.
- Owner surrenders of cats totaled 25,438, a decrease of 2.9% from October 2013.
- Cats returned by owners previously adopting from the same organization totaled 2,808, an increase of 8.8% from the previous year.
- Intakes of stray cats totaled 42,075, which represents a 6.6% decrease from October 2013.
- In October 2014, 9,497 cats were transferred in from other AWOs, an increase of 4.4% over the previous year.
- Seizures of cats conducted by law enforcement agencies decreased 9.0% during October 2014 to 6,435.

#### *Dogs*

- Total intakes of all dogs equaled 85,439 during October 2014, a decrease of 2.5% from October 2013.
- Owner surrenders totaled 21,756, a decrease of 3.7% from October 2013.
- Returns of dogs previously adopted from the same organizations totaled 4,462, an increase of 1.2% from the previous year.
- Intakes of stray dogs totaled 29,458, a decrease of 4.4% from October 2013.
- Transfers of dogs into AWOs totaled 19,544 in October 2014, a decrease of 0.1% over the previous year.
- Seizures of dogs conducted by law enforcement agencies decreased 0.6% during October 2014 to 10,219.

## Outcomes

### *Cats*

- In October 2014, 85,747 cats left AWOs, a 3.8% decrease from October 2013.
- 43,322 cats were adopted in October 2014, which represents a 7.7% increase year over year.
- Euthanasia totaled 30,219, a decline of 18.7% from October of last year.
- Transfers of cats out of reporting AWOs to other organizations increased 3.2% to 6,735.
- 2,454 cats were returned to their owners, an increase of 18.7% compared to October 2013.
- The number of cats that died while in AWOs totaled 3,017 (excluding euthanasia), which represents a 3.4% decrease from October 2013 to October 2014.

### *Dogs*

- In October 2014, 85,671 dogs left AWOs, a decrease of 1.1% from October 2013.
- 44,610 dogs were adopted in October 2014, which represents a 4.4% increase from the previous year.
- Euthanasia totaled 17,405, a decrease of 14.8% from October of last year.
- Transfers of dogs from reporting AWOs to other organizations increased 0.2% to 11,138.
- Dogs returned to owners totaled 11,694, which represents a 2.1% increase compared to October 2013.
- The number of dogs that died while in AWOs totaled 824 (excluding euthanasia), which represents a 10.3% decrease year over year.

## Adoptions Completed in Third-Party & Offsite Locations

683 AWOs completed adoptions at PetSmart, Petco, or other third-party or offsite events or facilities during October 2013 and October 2014.

- Overall third-party adoptions, which represented 12.6% of the total adoptions in October 2013 and 13.3% of the total adoptions in October 2014, increased 12.0% year over year.
- 231 or 33.8% of the AWOs conducting third-party adoptions did so at PetSmart in October 2014. Their 4,883 adoptions represent 41.9% of third-party adoptions for October 2014.
- 158 or 23.1% of the AWOs conducting third-party adoptions did so at Petco in October 2014. Their 1,730 adoptions represent 14.8% of third-party adoptions for October 2014.
- 294 or 43.0% of the AWOs conducting third-party adoptions did so at other offsite events or facilities in October 2014. Their 5,050 adoptions represent 43.3% of third-party adoptions for October 2014.

## Adoption Fees

- Adoption fees for cats younger than 1 year of age averaged \$63 in October 2014, which represents a 1.6% decrease from October 2013.
- Adoption fees for cats older than 1 year of age averaged \$39, which represents a 2.5% decrease compared to October of last year.

- For dogs less than 1 year of age, adoption fees averaged \$125, a 2.5% increase from October 2013.
- For dogs older than 1 year of age, adoption fees averaged \$89, which represents a 1.1% increase compared to October of last year.

PetPoint reports are published monthly on the third Monday of each month, excluding holidays, in which case they are published the following business day.

For more information, or to find out how you can subscribe for regional, state, quarterly or annual data, please contact:

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