

## PetPoint Report: February 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 February PetPoint Report aggregates data from 1,179 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 February 2013 and February 2014 have been included.

The report includes data on 118,665 cats and dogs that entered AWOs during the month (referred to as Intakes) and 121,959 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 49 states, as well as Washington D.C. and the U.S. Virgin Islands are represented in this report; AWOs from North Dakota are excluded.

### Intakes

#### *Cats*

- Total intakes of all cats into AWOs equaled 43,653 during February 2014, which represents a 8.5% decrease from February 2013.
- Owner surrenders of cats totaled 15,040, a decrease of 6.7% from February 2013.
- Cats returned by owners previously adopting from the same organization totaled 2,056, an increase of 1.6% from the previous year.
- Intakes of stray cats totaled 16,813, which represents a 12.2% decrease from February 2013.
- In February 2014, 6,407 cats were transferred in from other AWOs, an increase of 1.2% over the previous year.
- Seizures of cats conducted by law enforcement agencies decreased 18.6% during February 2014 to 3,337.

#### *Dogs*

- Total intakes of all dogs equaled 75,012 during February 2014, a decrease of 6.3% from February 2013.
- Owner surrenders totaled 21,153, a decrease of 7.0% from February 2013.
- Returns of dogs previously adopted from the same organizations totaled 3,891, a decrease of 4.2% from the previous year.
- Intakes of stray dogs totaled 24,268, a decrease of 11.6% from February 2013.
- Transfers of dogs into AWOs totaled 17,738 in February 2014, an increase of 1.7% over the previous year.
- Seizures of dogs conducted by law enforcement agencies decreased 4.5% during February 2014 to 7,962.

## Outcomes

### *Cats*

- In February 2014, 47,789 cats left AWOs, a 5.6% decrease from February 2013.
- 29,168 cats were adopted in February 2014, which represents a 3.0% increase year over year.
- Euthanasia totaled 12,357, a decline of 22.7% from February of last year.
- Transfers of cats out of reporting AWOs to other organizations increased 2.9% to 4,166.
- 1,427 cats were returned to their owners, a decrease of 1.5% compared to February 2013.
- The number of cats that died while in AWOs totaled 671 (excluding euthanasia), which represents a 21.7% decrease from February 2013 to February 2014.

### *Dogs*

- In February 2014, 74,170 dogs left AWOs, a decrease of 7.5% from February 2013.
- 40,548 dogs were adopted in February 2014, which represents a 3.1% decrease from the previous year.
- Euthanasia totaled 13,668, a decrease of 24.0% from February of last year.
- Transfers of dogs from reporting AWOs to other organizations increased 3.8% to 10,762.
- Dogs returned to owners totaled 8,475, which represents a 6.8% decrease compared to February 2013.
- The number of dogs that died while in AWOs totaled 717 (excluding euthanasia), which represents a 19.8% decrease year over year.

## Third-Party & Offsite Adoptions

582 AWOs conducted third-party adoptions at PetSmart, Petco, or other offsite events or facilities during February 2013 and February 2014.

- Overall third-party adoptions, which represented 13.0% of the total adoptions in February 2013 and 13.4% of the total adoptions in February 2014, increased 2.0% year over year.
- 234 or 40.2% of the AWOs conducting third-party adoptions did so at PetSmart in February 2014. Their 5,420 adoptions represent 58.2% of third-party adoptions for February 2014.
- 139 or 23.9% of the AWOs conducting third-party adoptions did so at Petco in February 2014. Their 1,385 adoptions represent 14.9% of third-party adoptions for February 2014.
- 209 or 35.9% of the AWOs conducting third-party adoptions did so at other offsite events or facilities in February 2014. Their 2,515 adoptions represent 27.0% of third-party adoptions for February 2014.

## Adoption Fees

- Adoption fees for cats younger than 1 year of age averaged \$60 in February 2014, which represents no change from February 2013.
- Adoption fees for cats older than 1 year of age averaged \$42, which represents a 4.5% decrease compared to February of last year.

- For dogs less than 1 year of age, adoption fees averaged \$129, a 5.7% increase from February 2013.
- For dogs older than 1 year of age, adoption fees averaged \$91, an increase of 1.1% compared to February 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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