

## PetPoint Report: July 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 July PetPoint Report aggregates data from 1,186 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 July 2013 and July 2014 have been included.

The report includes data on 189,606 cats and dogs that entered AWOs during the month (referred to as Intakes) and 184,615 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 96,602 during July 2014, which represents a 4.5% decrease from July 2013.
- Owner surrenders of cats totaled 28,422, a decrease of 10.4% from July 2013.
- Cats returned by owners previously adopting from the same organization totaled 2,754, an increase of 5.8% from the previous year.
- Intakes of stray cats totaled 47,808, which represents a 4.1% decrease from July 2013.
- In July 2014, 10,175 cats were transferred in from other AWOs, an increase of 13.7% over the previous year.
- Seizures of cats conducted by law enforcement agencies decreased 7.0% during July 2014 to 7,443.

#### *Dogs*

- Total intakes of all dogs equaled 93,004 during July 2014, a decrease of 5.2% from July 2013.
- Owner surrenders totaled 24,271, a decrease of 4.7% from July 2013.
- Returns of dogs previously adopted from the same organizations totaled 4,443, a decrease of 3.9% from the previous year.
- Intakes of stray dogs totaled 32,865, a decrease of 8.2% from July 2013.
- Transfers of dogs into AWOs totaled 20,691 in July 2014, an increase of 3.4% over the previous year.
- Seizures of dogs conducted by law enforcement agencies decreased 12.0% during July 2014 to 10,734.

## Outcomes

### *Cats*

- In July 2014, 94,292 cats left AWOs, a 4.1% decrease from July 2013.
- 44,961 cats were adopted in July 2014, which represents a 8.9% increase year over year.
- Euthanasia totaled 36,783, a decline of 18.7% from July of last year.
- Transfers of cats out of reporting AWOs to other organizations increased 11.8% to 7,303.
- 1,903 cats were returned to their owners, an increase of 5.3% compared to July 2013.
- The number of cats that died while in AWOs totaled 3,342 (excluding euthanasia), which represents a 2.5% decrease from July 2013 to July 2014.

### *Dogs*

- In July 2014, 90,323 dogs left AWOs, a decrease of 3.6% from July 2013.
- 44,334 dogs were adopted in July 2014, which represents a 4.8% increase from the previous year.
- Euthanasia totaled 21,152, a decrease of 19.1% from July of last year.
- Transfers of dogs from reporting AWOs to other organizations decreased 2.0% to 11,204.
- Dogs returned to owners totaled 12,651, which represents a 2.3% decrease compared to July 2013.
- The number of dogs that died while in AWOs totaled 982 (excluding euthanasia), which represents a 10.1% increase year over year.

## Adoptions Completed in Third-Party & Offsite Locations

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

- Overall third-party adoptions, which represented 12.0% of the total adoptions in July 2013 and 13.1% of the total adoptions in July 2014, increased 16.6% year over year.
- 233 or 35.4% of the AWOs conducting third-party adoptions did so at PetSmart in July 2014. Their 5,195 adoptions represent 44.3% of third-party adoptions for July 2014.
- 163 or 24.7% of the AWOs conducting third-party adoptions did so at Petco in July 2014. Their 2,015 adoptions represent 17.2% of third-party adoptions for July 2014.
- 263 or 39.9% of the AWOs conducting third-party adoptions did so at other offsite events or facilities in July 2014. Their 4,511 adoptions represent 38.5% of third-party adoptions for July 2014.

## Adoption Fees

- Adoption fees for cats younger than 1 year of age averaged \$62 in July 2014, which represents a 1.6% increase from July 2013.
- Adoption fees for cats older than 1 year of age averaged \$38, which represents a 5.6% increase compared to July of last year.

- For dogs less than 1 year of age, adoption fees averaged \$121, a 4.3% increase from July 2013.
- For dogs older than 1 year of age, adoption fees averaged \$86, which represents no change compared to July 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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