

PetPoint Report: March 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 March PetPoint Report aggregates data from 1,193 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 March 2013 and March 2014 have been included.

The report includes data on 139,165 cats and dogs that entered AWOs during the month (referred to as Intakes) and 134,378 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 54,521 during March 2014, which represents a 2.8% decrease from March 2013.
- Owner surrenders of cats totaled 18,158, a decrease of 3.6% from March 2013.
- Cats returned by owners previously adopting from the same organization totaled 2,311, an increase of 4.1% from the previous year.
- Intakes of stray cats totaled 21,868, which represents a 4.8% decrease from March 2013.
- In March 2014, 7,879 cats were transferred in from other AWOs, an increase of 8.2% over the previous year.
- Seizures of cats conducted by law enforcement agencies decreased 10.6% during March 2014 to 4,305.

Dogs

- Total intakes of all dogs equaled 84,644 during March 2014, a decrease of 3.5% from March 2013.
- Owner surrenders totaled 23,284, a decrease of 6.1% from March 2013.
- Returns of dogs previously adopted from the same organizations totaled 4,609, an increase of 1.3% from the previous year.
- Intakes of stray dogs totaled 28,215, a decrease of 4.2% from March 2013.
- Transfers of dogs into AWOs totaled 19,124 in March 2014, a decrease of 3.0% over the previous year.
- Seizures of dogs conducted by law enforcement agencies increased 2.6% during March 2014 to 9,412.

Outcomes

Cats

- In March 2014, 50,326 cats left AWOs, a 3.1% decrease from March 2013.
- 27,890 cats were adopted in March 2014, which represents a 2.9% increase year over year.
- Euthanasia totaled 14,777, a decline of 13.9% from March of last year.
- Transfers of cats out of reporting AWOs to other organizations increased 3.8% to 5,231.
- 1,527 cats were returned to their owners, a decrease of 2.0% compared to March 2013.
- The number of cats that died while in AWOs totaled 901 (excluding euthanasia), which represents a 14.3% decrease from March 2013 to March 2014.

Dogs

- In March 2014, 84,052 dogs left AWOs, a decrease of 2.5% from March 2013.
- 45,860 dogs were adopted in March 2014, which represents a 2.1% increase from the previous year.
- Euthanasia totaled 15,900, a decrease of 14.0% from March of last year.
- Transfers of dogs from reporting AWOs to other organizations decreased 4.5% to 10,749.
- Dogs returned to owners totaled 10,738, which represents a 0.6% increase compared to March 2013.
- The number of dogs that died while in AWOs totaled 805 (excluding euthanasia), which represents a 10.9% decrease year over year.

Third-Party & Offsite Adoptions

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

- Overall third-party adoptions, which represented 12.8% of the total adoptions in March 2013 and 12.9% of the total adoptions in March 2014, increased 2.6% year over year.
- 241 or 39.8% of the AWOs conducting third-party adoptions did so at PetSmart in March 2014. Their 4,950 adoptions represent 52.2% of third-party adoptions for March 2014.
- 141 or 23.3% of the AWOs conducting third-party adoptions did so at Petco in March 2014. Their 1,581 adoptions represent 16.7% of third-party adoptions for March 2014.
- 224 or 37.0% of the AWOs conducting third-party adoptions did so at other offsite events or facilities in March 2014. Their 2,953 adoptions represent 31.1% of third-party adoptions for March 2014.

Adoption Fees

- Adoption fees for cats younger than 1 year of age averaged \$61 in March 2014, which represents a 1.6% decrease from March 2013.
- Adoption fees for cats older than 1 year of age averaged \$43, which represents a 4.4% decrease compared to March of last year.

- For dogs less than 1 year of age, adoption fees averaged \$132, a 6.5% increase from March 2013.
- For dogs older than 1 year of age, adoption fees averaged \$96, an increase of 4.3% compared to March 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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