

## PetPoint Report: March 2015

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 1,230 animal welfare organizations (“AWOs”) in the United States and compares it to data from the same month in 2014. 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 2014 and March 2015 have been included.

The report includes data on 145,282 cats and dogs that entered AWOs during the month (referred to as Intakes) and 137,004 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 North Dakota and West Virginia are excluded.

### Intakes

#### *Cats*

- Total intakes of all cats into AWOs equaled 55,770 during March 2015, which represents a 2.3% decrease from March 2014.
- Owner surrenders of cats totaled 19,576, an increase of 2.5% from March 2014.
- Cats returned by owners previously adopting from the same organization totaled 2,443, an increase of 3.7% from the previous year.
- Intakes of stray cats totaled 21,319, which represents a 7.4% decrease from March 2014.
- In March 2015, 8,044 cats were transferred in from other AWOs, a decrease of 1.1% over the previous year.
- Seizures of cats conducted by law enforcement agencies decreased 2.0% during March 2015 to 4,388.

#### *Dogs*

- Total intakes of all dogs equaled 89,512 during March 2015, an increase of 1.0% from March 2014.
- Owner surrenders totaled 24,397, an increase of 0.3% from March 2014.
- Returns of dogs previously adopted from the same organizations totaled 5,068, an increase of 5.7% from the previous year.
- Intakes of stray dogs totaled 28,847, a decrease of 1.3% from March 2014.
- Transfers of dogs into AWOs totaled 21,572 in March 2015, an increase of 7.1% over the previous year.
- Seizures of dogs conducted by law enforcement agencies decreased 4.9% during March 2015 to 9,628.

## Outcomes

### *Cats*

- In March 2015, 50,621 cats left AWOs, a 2.8% decrease from March 2014.
- 29,269 cats were adopted in March 2015, which represents a 2.4% increase year over year.
- Euthanasia totaled 13,059, a decline of 14.4% from March of last year.
- Transfers of cats out of reporting AWOs to other organizations decreased 2.4% to 5,582.
- 1,720 cats were returned to their owners, an increase of 9.5% compared to March 2014.
- The number of cats that died while in AWOs totaled 991 (excluding euthanasia), which represents a 5.4% increase from March 2014 to March 2015.

### *Dogs*

- In March 2015, 86,383 dogs left AWOs, a decrease of 1.1% from March 2014.
- 47,603 dogs were adopted in March 2015, which represents a 0.1% decrease from the previous year.
- Euthanasia totaled 14,381, a decrease of 11.2% from March of last year.
- Transfers of dogs from reporting AWOs to other organizations increased 8.2% to 12,248.
- Dogs returned to owners totaled 11,458, which represents a 1.5% increase compared to March 2014.
- The number of dogs that died while in AWOs totaled 693 (excluding euthanasia), which represents a 16.1% decrease year over year.

## Adoptions Completed in Third-Party & Offsite Locations

719 AWOs completed adoptions at PetSmart, Petco, or other third-party or offsite events or facilities during March 2014 and March 2015.

- Overall third-party adoptions, which represented 14.1% of the total adoptions in March 2014 and 14.7% of the total adoptions in March 2015, increased 5.1% year over year.
- 250 or 34.8% of the AWOs conducting third-party adoptions did so at PetSmart in March 2015. Their 5,250 adoptions represent 46.6% of third-party adoptions for March 2015.
- 151 or 21.0% of the AWOs conducting third-party adoptions did so at Petco in March 2015. Their 1,521 adoptions represent 13.5% of third-party adoptions for March 2015.
- 318 or 44.2% of the AWOs conducting third-party adoptions did so at other offsite events or facilities in March 2015. Their 4,505 adoptions represent 40.0% of third-party adoptions for March 2015.

## Adoption Fees

- Adoption fees for cats younger than 1 year of age averaged \$62 in March 2015, which represents a 1.6% increase from March 2014.
- Adoption fees for cats older than 1 year of age averaged \$43, which represents a 2.3% decrease compared to March of last year.

- For dogs less than 1 year of age, adoption fees averaged \$137, which represents a 3.0% increase from March 2014.
- For dogs older than 1 year of age, adoption fees averaged \$95, which represents a 1.0% decrease 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.

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Brad Grucelski  
Vice President, Software Solutions  
Pethealth Inc.  
Brad.Grucelski@Pethealthinc.com  
(866) 630.7387 ext. 284