

## PetPoint Report: November 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 November PetPoint Report aggregates data from 1,188 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 November 2013 and November 2014 have been included.

The report includes data on 136,994 cats and dogs that entered AWOs during the month (referred to as Intakes) and 150,698 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 63,719 during November 2014, which represents a 2.6% decrease from November 2013.
- Owner surrenders of cats totaled 19,565, a decrease of 4.3% from November 2013.
- Cats returned by owners previously adopting from the same organization totaled 2,474, an increase of 9.1% from the previous year.
- Intakes of stray cats totaled 30,106, which represents a 3.6% decrease from November 2013.
- In November 2014, 7,117 cats were transferred in from other AWOs, an increase of 3.5% over the previous year.
- Seizures of cats conducted by law enforcement agencies decreased 3.0% during November 2014 to 4,457.

#### *Dogs*

- Total intakes of all dogs equaled 73,275 during November 2014, a decrease of 5.9% from November 2013.
- Owner surrenders totaled 19,015, a decrease of 5.1% from November 2013.
- Returns of dogs previously adopted from the same organizations totaled 4,070, an increase of 4.3% from the previous year.
- Intakes of stray dogs totaled 25,145, a decrease of 8.1% from November 2013.
- Transfers of dogs into AWOs totaled 17,203 in November 2014, a decrease of 5.4% over the previous year.
- Seizures of dogs conducted by law enforcement agencies decreased 6.3% during November 2014 to 7,842.

## Outcomes

### *Cats*

- In November 2014, 73,545 cats left AWOs, a 1.4% decrease from November 2013.
- 42,380 cats were adopted in November 2014, which represents a 7.4% increase year over year.
- Euthanasia totaled 22,137, a decline of 14.4% from November of last year.
- Transfers of cats out of reporting AWOs to other organizations decreased 4.3% to 5,053.
- 1,903 cats were returned to their owners, an increase of 6.4% compared to November 2013.
- The number of cats that died while in AWOs totaled 2,072 (excluding euthanasia), which represents a 4.0% decrease from November 2013 to November 2014.

### *Dogs*

- In November 2014, 77,153 dogs left AWOs, a decrease of 2.8% from November 2013.
- 42,487 dogs were adopted in November 2014, which represents a 2.5% increase from the previous year.
- Euthanasia totaled 15,175, a decrease of 11.5% from November of last year.
- Transfers of dogs from reporting AWOs to other organizations decreased 10.5% to 9,181.
- Dogs returned to owners totaled 9,667, which represents a 1.4% decrease compared to November 2013.
- The number of dogs that died while in AWOs totaled 643 (excluding euthanasia), which represents a 7.6% decrease year over year.

## Adoptions Completed in Third-Party & Offsite Locations

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

- Overall third-party adoptions, which represented 13.7% of the total adoptions in November 2013 and 14.1% of the total adoptions in November 2014, increased 7.4% year over year.
- 250 or 35.9% of the AWOs conducting third-party adoptions did so at PetSmart in November 2014. Their 5,237 adoptions represent 43.9% of third-party adoptions for November 2014.
- 149 or 21.4% of the AWOs conducting third-party adoptions did so at Petco in November 2014. Their 1,739 adoptions represent 14.6% of third-party adoptions for November 2014.
- 297 or 42.7% of the AWOs conducting third-party adoptions did so at other offsite events or facilities in November 2014. Their 4,966 adoptions represent 41.6% of third-party adoptions for November 2014.

## Adoption Fees

- Adoption fees for cats younger than 1 year of age averaged \$64 in November 2014, which represents a 3.0% decrease from November 2013.
- Adoption fees for cats older than 1 year of age averaged \$38, which represents a 5.0% decrease compared to November of last year.

- For dogs less than 1 year of age, adoption fees averaged \$128, which represents no change from November 2013.
- For dogs older than 1 year of age, adoption fees averaged \$91, which represents a 1.1% decrease compared to November 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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