

# Annual Pet Loss Profession Survey

*conducted by*



# 2013

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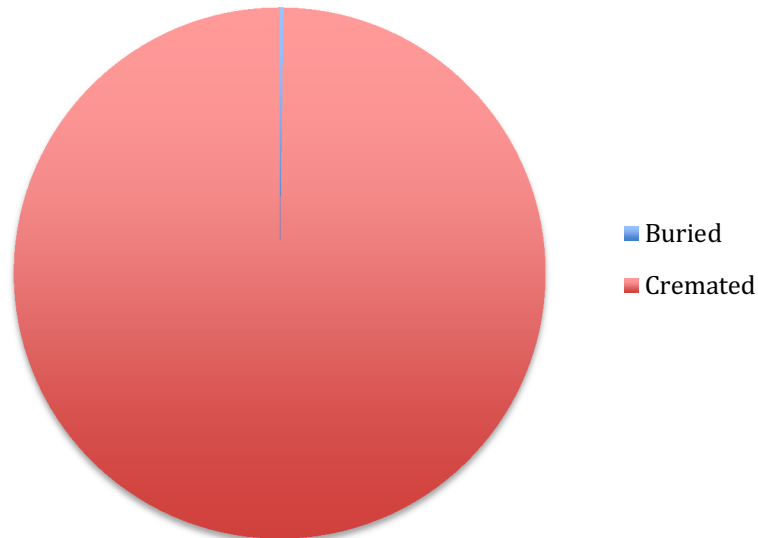
## RESPONSE

Number of respondents: 69

820,132 pets were clients of the 69 respondents.

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## WORLDWIDE



Of these 820,132 pets, 1,843 (or 0.2%) were buried

- 7 respondents (or 11%) answered 0 or did not respond

Of these 820,132 pets, 799,683 (or 99%) were cremated

- Of those cremated:
  - 119,169 (or 14%) were partitioned cremations
  - 628,963 (or 77%) were group cremations
  - 77,554 (or 9%) were private cremations

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## UNITED STATES

Respondents from the United States reported:

- 183,378 pets/clients
- 1,843 pets were buried (1%)
- 182,932 pets were cremated (99%)
  - 12,927 (or 7%) were partitioned cremations
  - 114,451 (or 63%) were group cremations
  - 55,554 (or 30%) were private cremations

Based on the above results, we estimate that the U.S. nationwide figures for 2013 to be:

- 1,467,024 pets/clients
- 14,774 pets were buried (or 1%)
- 1,463,456 pets were cremated (or 99%)
  - 103,412 (or 7%) were partitioned cremations
  - 915,608 (or 63%) were group cremations
  - 444,432 (or 30%) were private cremations

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## REVENUE, STAFF & BUSINESS TYPES

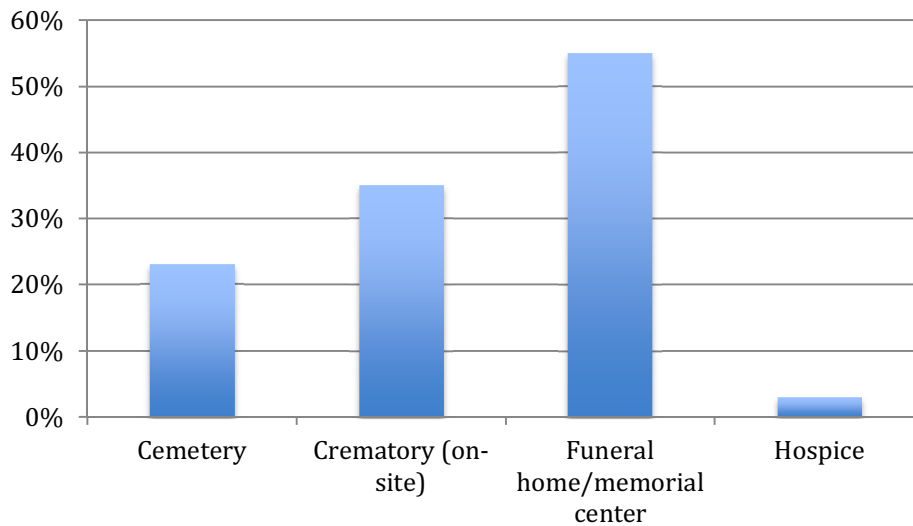
Of the 69 respondents, 43 provided their 2013 revenue.

- Total revenue for these 43 companies is \$36,999,969
- The average revenue is \$860,464
- The lowest amount of revenue is \$500
- The highest amount of revenue is \$25,000,000

The total number of staff employed by respondents is 481 (each part-time employee is valued at 0.5).

- The average number of staff is 7
- The least number of staff is 1
- The highest number of staff is 207

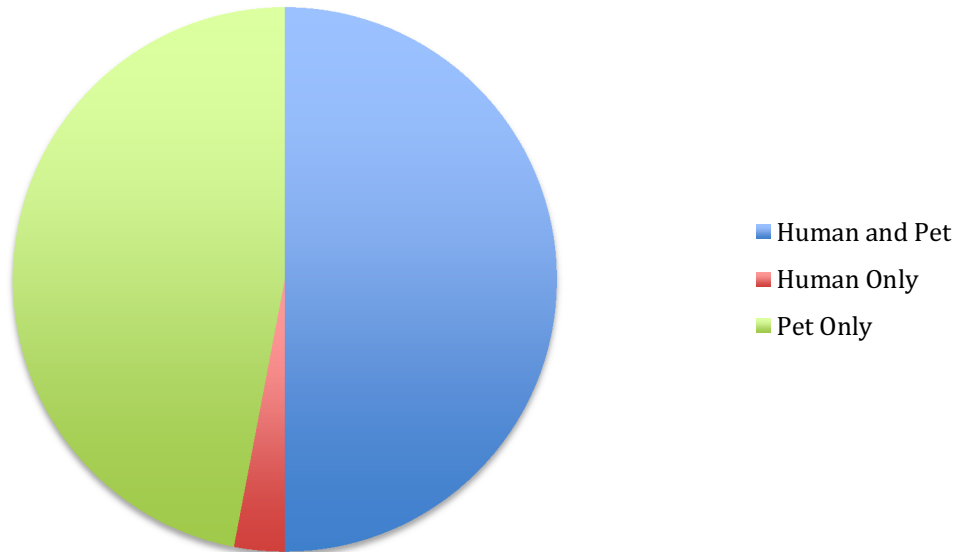
### What type of property is your business? (Check all that apply)



- 23% of companies operate a cemetery
- 35% of companies operate an on-site crematory
- 55% of companies operate a funeral home/memorial center
- 3% of companies operate a hospice

47% of companies operate more than one type of business

### What type of business do you operate?



50% of respondents operate a business that provides both human and pet loss services.

47% of respondents operate a business that provides only pet loss services.

3% of respondents operate a business that provides only human loss services.