

Sporting Group		2020 Mid-Year (through July 2020)													
Metric	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Notes	
	Registered Litters	67,982	59,916	54,037	49,600	47,736	47,262	48,008	50,214	55,114	60,034	62,493	64,261	41,842	# AKC litters registered each year
Litter Complement	468,162	411,513	369,614	340,301	327,098	324,344	328,992	344,556	383,416	422,242	439,376	455,319	298,780	# Pups in each year's litters (known as the "Complement")	
Average Complement	6.89	6.87	6.84	6.86	6.85	6.86	6.85	6.86	6.96	7.03	7.03	7.09	7.14	Average # of pups per litter	
Individually Registered Pups (to date)	174,851	151,503	137,111	132,677	128,047	131,147	136,886	144,079	161,615	170,825	166,788	155,579	70,480	# Pups from each year's litters individually registered (to date)	
Actual Return Rate (to date)	37.3%	36.8%	37.1%	39.0%	39.1%	40.4%	41.6%	41.8%	42.2%	40.5%	38.0%	34.2%	23.6%	% Pups from each year's litters individually registered (to date)	
Limited Registrations (to date)	22,763	22,254	21,693	23,129	24,220	26,599	28,913	32,902	39,093	42,738	45,139	48,591	27,071	# Limited Registrations from each year's litters (to date)	
% Complement Registered Limited (to date)	4.9%	5.4%	5.9%	6.8%	7.4%	8.2%	8.8%	9.5%	10.2%	10.1%	10.3%	10.7%	9.1%	% Pups from each year's litters Registered as Limited (to date)	
Revoked Limited (to date)	544	591	488	535	597	696	755	893	936	760	526	283	39	# Revoked Limited Dogs from each year's litters (to date)	
Litters from Revoked Limited (to date)	499	538	438	474	541	640	696	814	865	707	503	272	39	Litters involving each year's Revoked Limited (to date)	
Complement Bitches Bred	20,559	18,790	17,828	17,245	18,002	18,965	19,843	20,656	21,102	18,473	10,222	2,500	161	Bitches from each year's litters that have been bred (to date)	
Complement Dogs Bred	12,967	11,228	10,184	9,811	9,618	9,556	10,091	10,005	10,191	9,295	6,560	2,254	104	Males from each year's litters that have been bred (to date)	
Total Complement Bred (to date)	33,526	30,018	28,012	27,056	27,620	28,521	29,934	30,661	31,293	27,768	16,782	4,754	265	Total from each year's litters that have been bred (to date)	
% Complement Bred (to date)	7.2%	7.3%	7.6%	8.0%	8.4%	8.8%	9.1%	8.9%	8.2%	6.6%	3.8%	1.0%	0.1%	% of each year's litters that have been bred (to date)	
Complement Bitches in Conformation	4,302	4,050	3,978	3,914	3,892	3,644	3,644	3,690	3,590	3,561	3,274	2,121	96	# Bitches from each year's litters in Conformation (to date)	
Complement Dogs in Conformation	3,504	3,184	3,142	3,142	3,081	2,736	2,888	2,677	2,729	2,560	2,292	1,573	66	# Males from each year's litters in Conformation (to date)	
Total Complement in Conformation (to date)	7,806	7,234	7,120	7,056	6,973	6,380	6,532	6,367	6,319	6,121	5,566	3,694	162	Total from each year's litters in Conformation (to date)	
% Complement in Conformation (to date)	1.7%	1.8%	1.9%	2.1%	2.1%	2.0%	2.0%	1.8%	1.6%	1.4%	1.3%	0.8%	0.1%	% of each year's litters in Conformation (to date)	
Total Complement in Companion (to date)	2,432	2,346	2,284	2,316	2,242	2,065	2,065	1,965	1,873	1,530	959	301	2	Total from each year's litters in Companion (to date)	
% Complement in Companion (to date)	0.52%	0.57%	0.62%	0.68%	0.69%	0.64%	0.63%	0.57%	0.49%	0.36%	0.22%	0.07%	0.00%	% of each year's litters in Companion (to date)	
Total Complement Placing in Performance (to date)	5,414	5,156	5,222	5,463	5,596	5,449	5,801	5,754	5,804	5,457	4,029	1,392	30	Total from each year's litters placing in Performance (to date)	
% Complement Placing in Performance (to date)	1.2%	1.3%	1.4%	1.6%	1.7%	1.7%	1.8%	1.7%	1.5%	1.3%	0.9%	0.3%	0.0%	% of each year's litters placing in Performance (to date)	

AKC Dog Registrations	186,523	166,059	144,568	138,294	131,090	131,376	135,683	141,409	157,287	170,359	173,805	173,169	127,591	# Registered from AKC Litters during each year
FSS Registrations	319	166	138	299	214	229	199	128	76	76	2	1	-	# of FSS Dog Registrations each year
Conditional Registrations	346	377	362	336	344	304	408	433	569	796	823	815	710	# of Conditional Registrations each year
Open Registrations	274	238	284	255	342	295	300	296	310	333	344	323	178	# of Open Registrations each year
Foreign Registrations	1,142	1,004	962	918	1,030	972	1,092	1,107	1,142	1,340	1,342	1,443	659	# of Foreign-born Registrations each year
Total Dogs Registered	188,604	167,844	146,314	140,102	133,020	133,176	137,682	143,373	159,384	172,904	176,316	175,751	129,138	Total Dog Registrations each year
Unique Bitches Bred (each year)	60,215	53,455	48,415	44,475	42,200	41,531	42,000	43,851	47,616	51,798	54,070	55,372	40,526	Unique # bitches bred each year
Unique Dogs Bred (each year)	42,347	37,549	33,633	30,485	27,965	27,079	26,751	27,288	28,970	31,167	32,705	33,686	26,179	Unique # males bred each year
Total Bred (each year)	102,562	91,004	82,048	74,960	70,165	68,610	68,751	71,139	76,586	82,965	86,775	89,058	66,705	Unique # bred each year
Unique Bitches in Conformation (each year)	14,341	13,508	13,143	13,033	12,605	12,370	12,020	11,763	11,637	11,462	11,293	11,163	5,911	Unique # of bitches in Conformation each year
Unique Dogs in Conformation (each year)	12,065	11,612	11,077	10,839	10,650	10,346	9,939	9,707	9,349	9,215	8,927	8,749	4,797	Unique # of males in Conformation each year
Total Unique in Conformation (each year)	26,406	25,120	24,220	23,872	23,255	22,716	21,959	21,470	20,986	20,677	20,220	19,912	10,708	Unique # in Conformation each year
% Change Conformation		-4.9%	-3.6%	-1.4%	-2.6%	-2.3%	-3.3%	-2.2%	-2.3%	-1.5%	-2.2%	-1.5%	-46.2%	YOY % Change Conformation total dogs
Unique Bitches in Companion (each year)	5,609	5,464	5,383	5,451	5,507	5,502	5,463	5,270	5,198	5,100	5,061	5,061	3,012	Unique # of bitches in Companion each year
Unique Dogs in Companion (each year)	4,743	4,569	4,563	4,639	4,653	4,621	4,608	4,480	4,452	4,375	4,283	4,202	2,549	Unique # of males in Companion each year
Total Unique in Companion (each year)	10,352	10,033	9,946	10,090	10,160	10,123	10,071	9,750	9,650	9,475	9,344	9,263	5,561	Unique # in Companion each year
% Change Companion		-3.1%	-0.9%	1.4%	0.7%	-0.4%	-0.5%	-3.2%	-1.0%	-1.8%	-1.4%	-0.9%	-40.0%	YOY % Change Companion total dogs
Unique Bitches Placing in Performance (each year)	6,752	6,849	6,549	6,503	6,672	6,746	6,877	6,771	7,140	7,672	8,120	8,713	3,966	Unique # of bitches placing in Performance each year
Unique Dogs Placing in Performance (each year)	7,456	7,513	7,217	7,159	7,285	7,332	7,432	7,427	7,611	7,957	8,284	8,539	3,994	Unique # of males placing in Performance each year
Total Unique Placing in Performance (each year)	14,208	14,362	13,766	13,662	13,957	14,078	14,309	14,198	14,751	15,629	16,404	17,252	7,960	Unique # placing in Performance each year
% Change Performance		1.1%	-4.1%	-0.8%	2.2%	0.9%	1.6%	-0.8%	3.9%	6.0%	5.0%	5.2%	-53.9%	YOY % Change Performance total dogs placing

% Change YOY	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Registered Litters	N/A	-11.9%	-9.8%	-8.2%	-3.8%	-1.0%	1.6%	4.6%	9.8%	8.9%	4.1%	2.8%
Litter Complement	N/A	-12.1%	-10.2%	-7.9%	-3.9%	-0.8%	1.4%	4.7%	11.3%	10.1%	4.1%	3.6%
Registered Dogs	N/A	-11.0%	-12.8%	-4.2%	-5.1%	0.1%	0.0%	4.1%	11.2%	8.5%	2.0%	-0.3%

These %'s are calculated to show the change each year from the previous year.

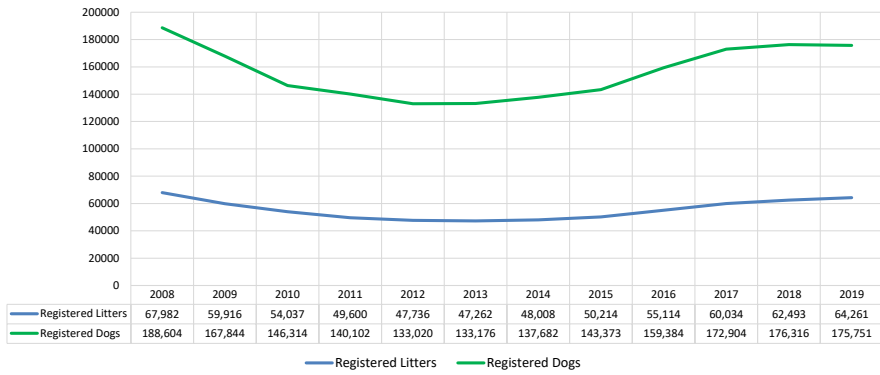
% Change Relative 2008	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Registered Litters	0.0%	-11.9%	-20.5%	-27.0%	-29.8%	-30.5%	-29.4%	-26.1%	-18.9%	-11.7%	-8.1%	-5.5%
Litter Complement	0.0%	-12.1%	-21.0%	-27.3%	-30.1%	-30.7%	-29.7%	-26.4%	-18.1%	-9.8%	-6.1%	-2.7%
Registered Dogs	0.0%	-11.0%	-22.4%	-25.7%	-29.5%	-29.4%	-27.0%	-24.0%	-15.5%	-8.3%	-6.5%	-6.8%

These %'s are calculated to show the change each year compared to 2008.

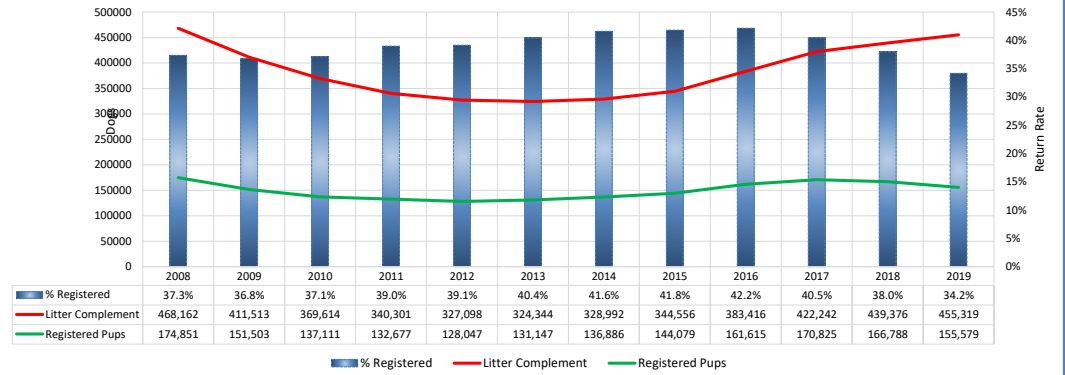
Sporting Group

2020 Mid-Year (through July 2020)

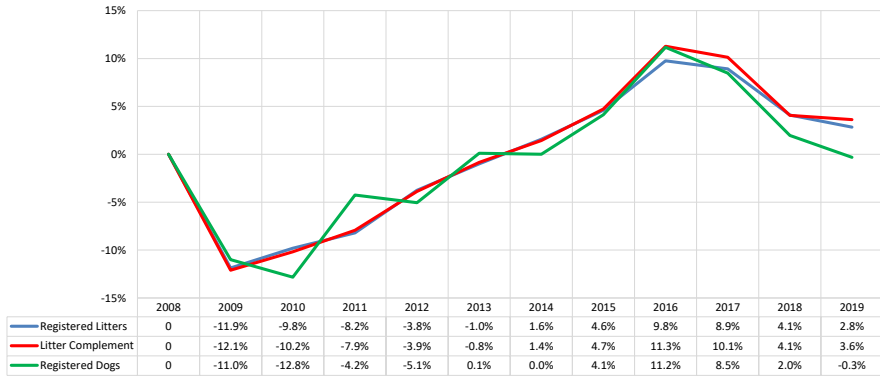
AKC Dog & Litter Registrations



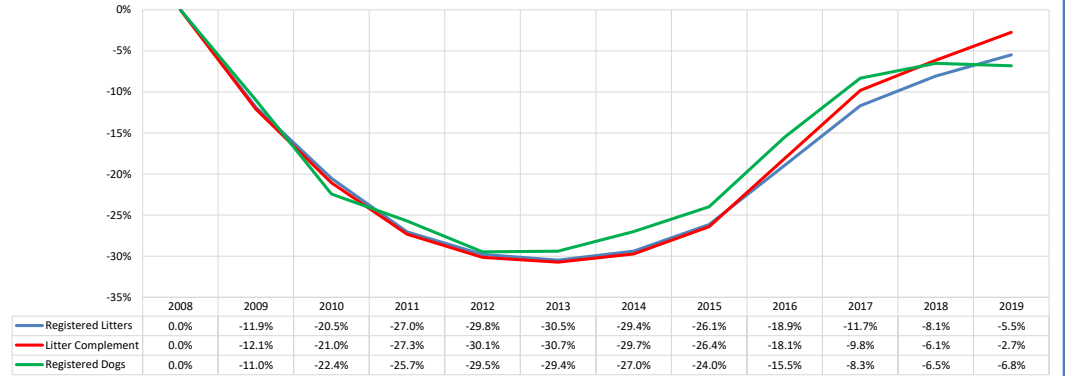
% of Each Year's Litter Complement that were Eventually Registered



% Change from Previous Year (YOY)



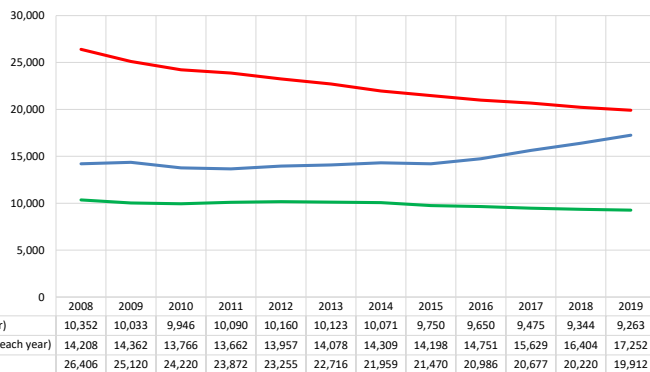
% Change Relative to 2008



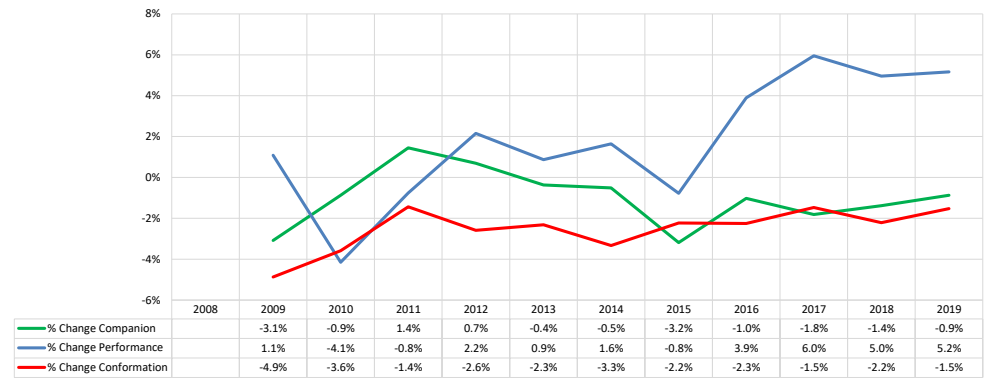
**Sporting Group**

**2020 Mid-Year (through July 2020)**

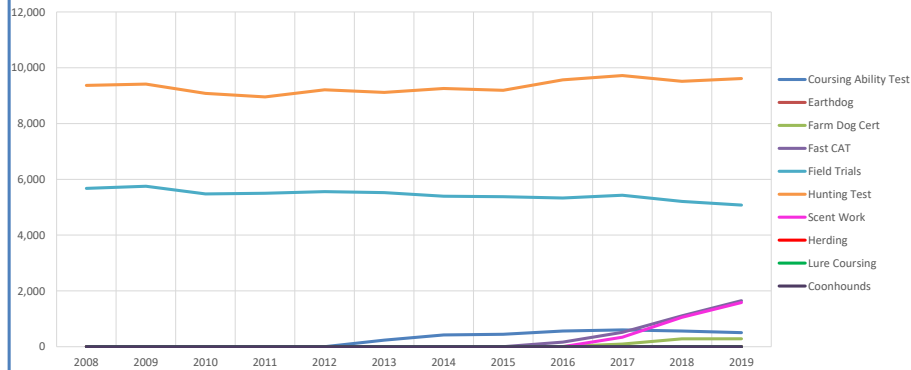
Competing: Total Unique Dogs by Sport Each Year



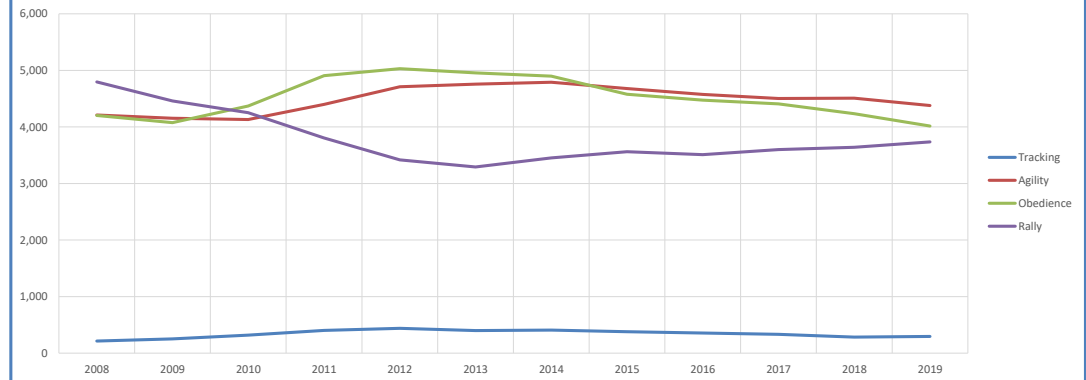
Competing: % Change Unique Total Dogs Year over Year by Sport



Performance: Total Unique Dogs Placing



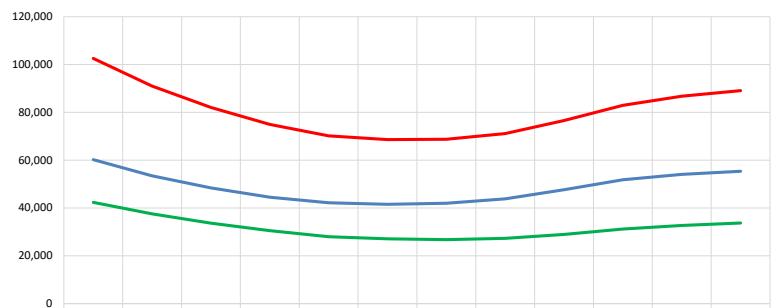
Companion: Total Unique Dogs Entered



**Sporting Group**

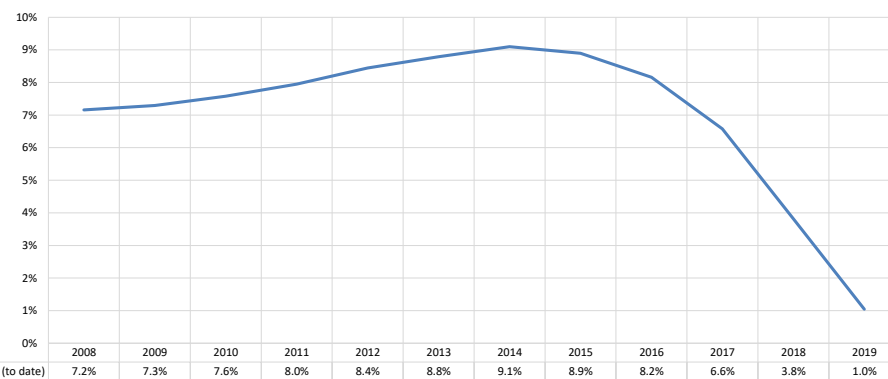
**2020 Mid-Year (through July 2020)**

**Breeding: Unique Individual Dogs & Bitches Bred Each Year**



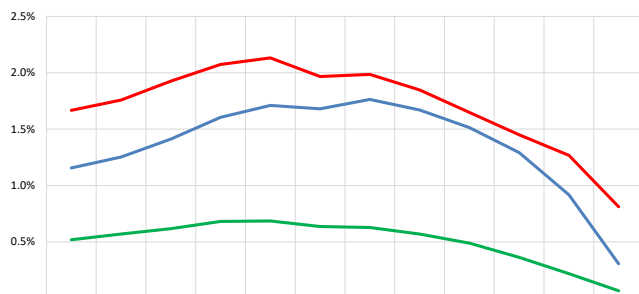
	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Unique Dogs (each year)	42,347	37,549	33,633	30,485	27,965	27,079	26,751	27,288	28,970	31,167	32,705	33,686
Unique Bitches (each year)	60,215	53,455	48,415	44,475	42,200	41,531	42,000	43,851	47,616	51,798	54,070	55,372
Total Bred (each year)	102,562	91,004	82,048	74,960	70,165	68,610	68,751	71,139	76,586	82,965	86,775	89,058

**% of Each Year's Litter Complement that have been Bred (to date)**



	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
% Complement Bred (to date)	7.2%	7.3%	7.6%	8.0%	8.4%	8.8%	9.1%	8.9%	8.2%	6.6%	3.8%	1.0%

**Competing: % of Each Year's Litter Complement in Competition**



	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
% Complement in Companion (to date)	0.52%	0.57%	0.62%	0.68%	0.69%	0.64%	0.63%	0.57%	0.49%	0.36%	0.22%	0.07%
% Complement Placing in Performance (to date)	1.2%	1.3%	1.4%	1.6%	1.7%	1.7%	1.8%	1.7%	1.5%	1.3%	0.9%	0.3%
% Complement in Conformation (to date)	1.7%	1.8%	1.9%	2.1%	2.1%	2.0%	2.0%	1.8%	1.6%	1.4%	1.3%	0.8%