

Data Collection Survey Results



February 2016



**Maddie's
Institute**

A program of Maddie's Fund®

6150 Stoneridge Mall Road, Suite 125 | Pleasanton, CA 94588
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About the Survey

In Fall of 2015, Maddie's Fund conducted a short online survey with the purpose of: 1) understanding how the organizations we work with are tracking their animal data, and 2) the ease or effort required to generate data reports.

Invitations to participate in this survey were distributed via direct, targeted emails. To receive an invitation, organizations must have been reporting their shelter statistics to Maddie's Fund at the time of survey distribution (Fall 2015) and be based in the United States.

Individual respondents represented various roles, including administrators, staff members and volunteers, at a variety of organizational structures, including animal shelters, rescue organizations or municipal animal services. We requested that the survey be completed by only one respondent from each organization – the individual most familiar with their organization's policies regarding data collection processes and systems.

The data included in this report was not statistically analyzed, but does provide a snapshot of how a range of organizations we surveyed operate. It is unknown whether our sample is statistically representative of the larger population of animal care organizations in the United States; however, it is representative of organizations to which we provided funding.

Executive Summary

At Maddie's Fund, we believe that tracking numbers is the key to success. No matter what you are tracking, your data will tell you where you are, where you've been and what you need to do to get to where you want to go. Moreover, we believe that common definitions and a standard way of reporting shelter statistics can bolster lifesaving and accountability. To that end, we collect data from many of our grantees.

This online survey was created with the purpose of gaining a better understanding of what data our grantees currently collect, the effort involved in that collection and what additional data they might be interested in tracking in the future. While it is unknown whether our sample is statistically representative of the larger population of animal care organizations in the United States, it is representative of the organizations that we have funded.

Results indicate that little more than half of the grantees surveyed use animal shelter management software. Of management software users, approximately 70% were satisfied with their system, indicating an opportunity for continued development and improvement of those resources.

The majority of respondents, 75%, track the health status of dogs and/or cats in their care using Asilomar Accords terminology. Notably, most track health status at intake (77%), but fewer track health status at outcome (59%).

Most grant recipients reported taking one day or less (72%), and most commonly only a few hours (35%), to produce the Animal Statistics Table, a requirement of their grant contract. Half of grantees surveyed felt that our data collection requirements, while complex, were helpful to their organization's operations and the majority, 60%, are likely continue to track their data in a similar fashion once the grant funding period has ended.

As a result of this survey, we have learned that our grantees are interested in tracking data, but they might not have the necessary resources to report data in various formats. Additionally, grantees showed an interest in learning more about data tracking initiatives, including the Million Cat Challenge, Shelter Animals Count and the Basic Data Matrix.

The pages that follow detail the comprehensive results of our Data Collection Survey, including analysis across organization types and animal intake types.

“By publishing good statistics, [leaders of our movement] will spur lifesaving efforts nationwide, as shelters across the country strive to reach the bar they have established.”

**–Rich Avanzino,
Past President Maddie's Fund**



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Demographics

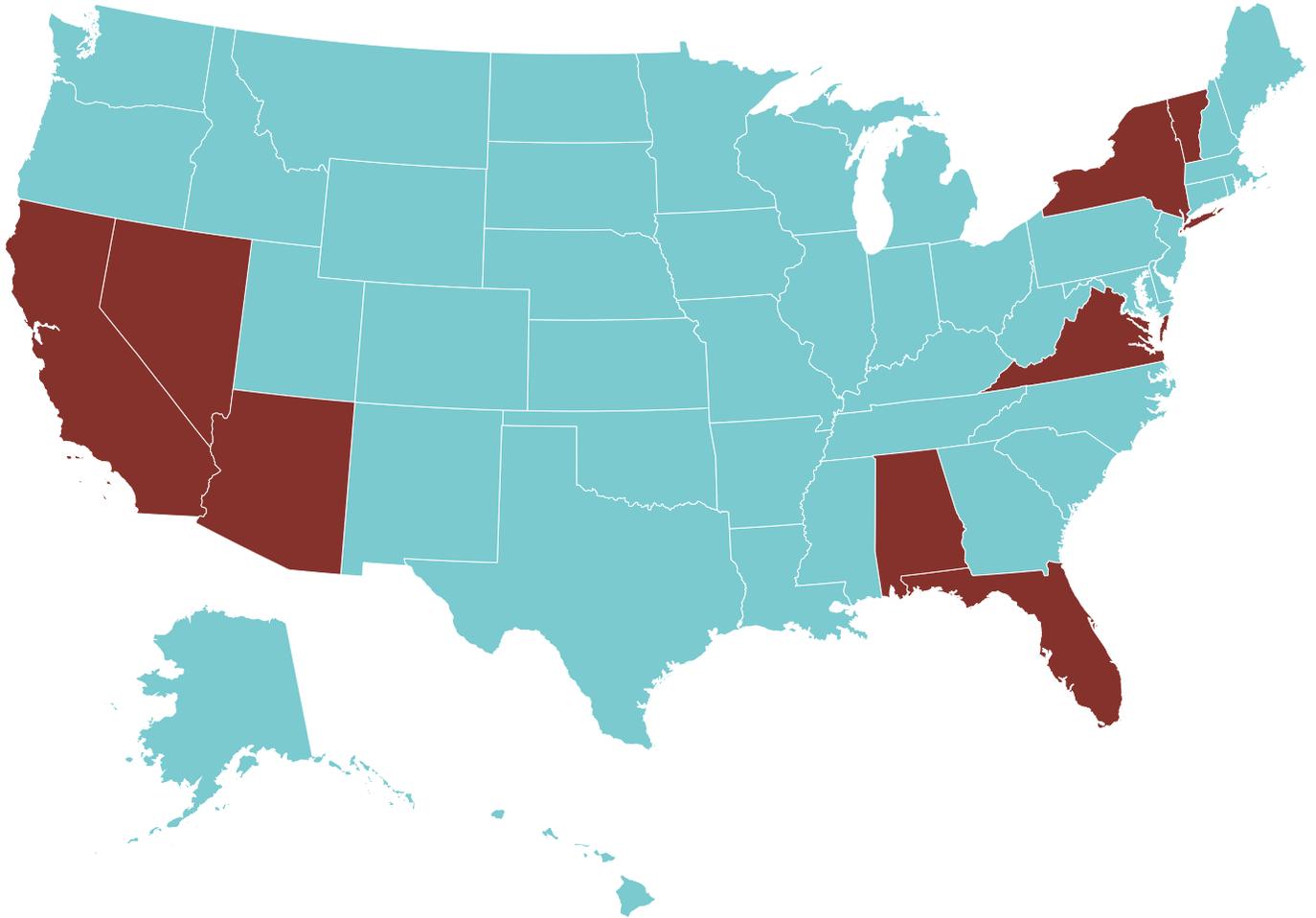
Aggregate Respondent Data

National Representation:

- Our data includes responses from 145 individual respondents representing one organization each.
- Organizations spanned across 8 states, including Alabama, Arizona, California, Florida, Nevada, New York, Vermont and Virginia. (see map below)

Familiarity with Data Tracking:

- 100% of respondents reported to be familiar with their organization's operations, specifically data tracking.



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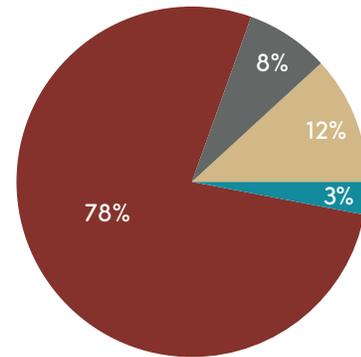
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Demographics

Aggregate Respondent Data

A Organizational Type:

- 78% of organizations represented were categorized as an animal shelter/rescue without a government contract
- 8% as an animal shelter/rescue with a government contract (i.e., animal control or housing services)
- 12% as a municipal animal services
- 3% responded 'other'



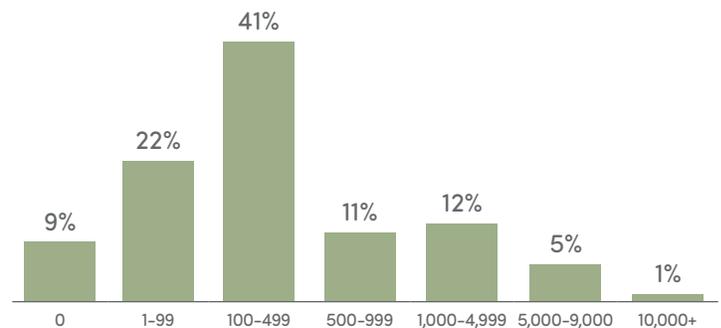
A Organizational Type

Animal Intake Type:

- 84% take in both dogs and cats
- 14% take in dogs only
- 9% take in cats only

B Annual Intake of Dogs:

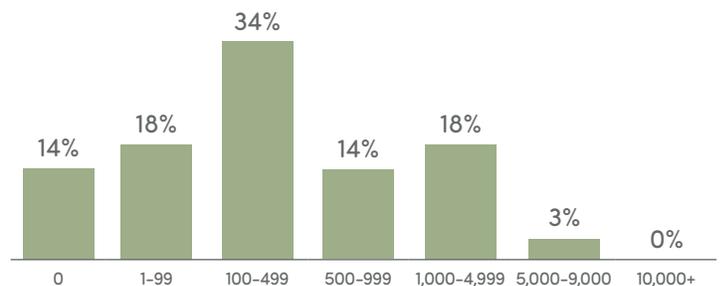
- 9% take in zero (0)
- 22% take in 1 - 99
- 41% take in 100 - 499
- 11% take in 500 - 999
- 12% take in 1,000 - 4,999
- 5% take in 5,000 - 9,999
- 1% take in 10,000+



B Annual Intake of Dogs

C Annual Intake of Cats:

- 14% take in zero (0)
- 18% take in 1 - 99
- 34% take in 100 - 499
- 14% take in 500 - 999
- 18% take in 1,000 - 4,999
- 3% take in 5,000 - 9,999
- 0% take in 10,000+



C Annual Intake of Cats

Housing:

- 3% of organizations represented only house animals in a physical facility or shelter (no foster care)
- 43% primarily house animals in a physical facility or shelter (some foster care)
- 13% primarily house animals in foster homes (some traditional sheltering)
- 40% only house animals in foster homes (no traditional sheltering)
- 1% responded 'other'



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Data Profiles by Organizational Type

	Municipal Animal Services (n=17)	Shelter/Rescue with a Municipal Contract (n=11)	Shelter/Rescue without a Municipal Contract (n=111)
Animal Intake Type:	<ul style="list-style-type: none"> 100% take in both cats and dogs 	<ul style="list-style-type: none"> 100% take in both cats and dogs 	<ul style="list-style-type: none"> 71% take in both cats and dogs 18% take in dogs only 11% take in cats only
Annual Intake of Dogs:	<ul style="list-style-type: none"> 0% take in zero (0) 0% take in 1 - 99 6% take in 100 - 499 18% take in 500 - 999 47% take in 1,000 - 4,999 24% take in 5,000 - 9,999 6% take in 10,000+ 	<ul style="list-style-type: none"> 0% take in zero (0) 0% take in 1 - 99 45% take in 100 - 499 36% take in 500 - 999 9% take in 1,000 - 4,999 9% take in 5,000 - 9,999 0% take in 10,000+ 	<ul style="list-style-type: none"> 11% take in zero (0) 26% take in 1 - 99 47% take in 100 - 499 8% take in 500 - 999 7% take in 1,000 - 4,999 1% take in 5,000 - 9,999 0% take in 10,000+
Annual Intake of Cats:	<ul style="list-style-type: none"> 0% take in zero (0) 0% take in 1 - 99 12% take in 100 - 499 18% take in 500 - 999 53% take in 1,000 - 4,999 18% take in 5,000 - 9,999 0% take in 10,000+ 	<ul style="list-style-type: none"> 0% take in zero (0) 0% take in 1 - 99 18% take in 100 - 499 45% take in 500 - 999 27% take in 1,000 - 4,999 9% take in 5,000 - 9,999 0% take in 10,000+ 	<ul style="list-style-type: none"> 18% take in zero (0) 22% take in 1 - 99 39% take in 100 - 499 10% take in 500 - 999 10% take in 1,000 - 4,999 0% take in 5,000 - 9,999 0% take in 10,000+
Housing:	<ul style="list-style-type: none"> 6% of organizations represented only house animals in a physical facility or shelter (no foster care) 94% primarily house animals in a physical facility or shelter (some foster care) 	<ul style="list-style-type: none"> 9% of organizations represented only house animals in a physical facility or shelter (no foster care) 91% primarily house animals in a physical facility or shelter (some foster care) 	<ul style="list-style-type: none"> 3% of organizations represented only house animals in a physical facility or shelter (no foster care) 32% primarily house animals in a physical facility or shelter (some foster care) 15% primarily house animals in foster homes (some traditional sheltering) 49% only house animals in foster homes (no traditional sheltering) 1% responded 'other'



Data Profiles by Animal Intake Type

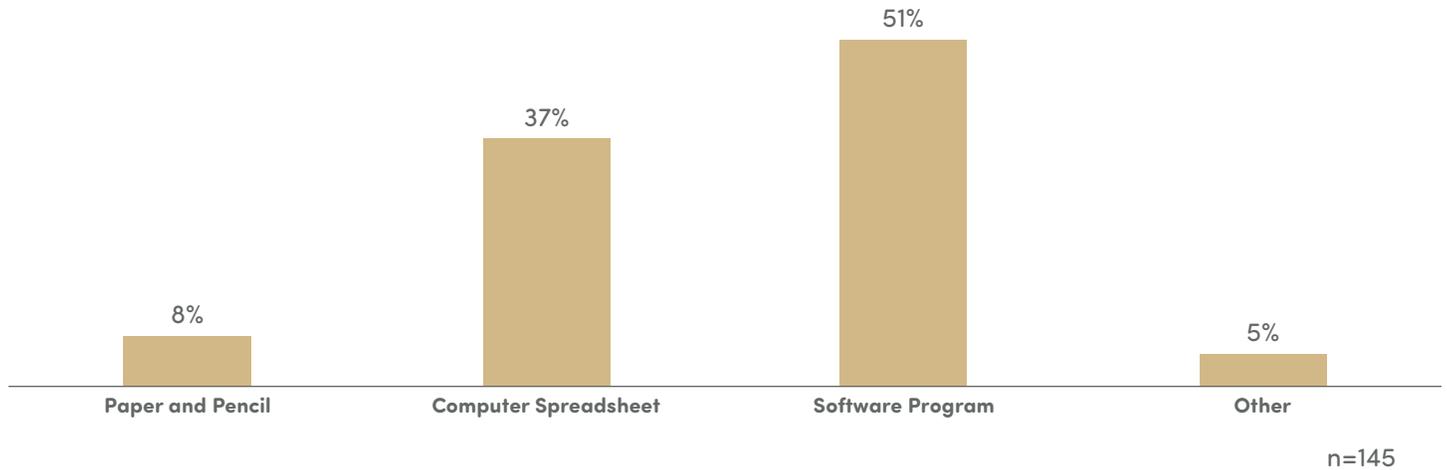
	Organizations Serving Both Dogs and Cats (n=96)	Organizations Serving Dogs Only (n=30)	Organizations Serving Cats Only (n=17)
Organizational Type:	<ul style="list-style-type: none"> • 18% Municipal animal services • 11% Shelter/rescue with a government contract • 67% Shelter/rescue without a government contract 	<ul style="list-style-type: none"> • 100% Shelter/rescue without a government contract 	<ul style="list-style-type: none"> • 100% Shelter/rescue without a government contract
Annual Intake of Dogs:	<ul style="list-style-type: none"> • 0% take in zero (0) • 18% take in 1 - 99 • 43% take in 100 - 499 • 14% take in 500 - 999 • 18% take in 1,000 - 4,999 • 7% take in 5,000 - 9,999 • 1% take in 10,000+ 	<ul style="list-style-type: none"> • 0% take in zero (0) • 43% take in 1 - 99 • 50% take in 100 - 499 • 7% take in 500 - 999 • 0% take in 1,000 - 4,999 • 0% take in 5,000 - 9,999 • 0% take in 10,000+ 	n/a
Annual Intake of Cats:	<ul style="list-style-type: none"> • 0% take in zero (0) • 20% take in 1 - 99 • 40% take in 100 - 499 • 15% take in 500 - 999 • 22% take in 1,000 - 4,999 • 4% take in 5,000 - 9,999 • 0% take in 10,000+ 	n/a	<ul style="list-style-type: none"> • 0% take in zero (0) • 24% take in 1 - 99 • 41% take in 100 - 499 • 24% take in 500 - 999 • 12% take in 1,000 - 4,999 • 0% take in 5,000 - 9,999 • 0% take in 10,000+
Housing:	<ul style="list-style-type: none"> • 4% of organizations represented only house animals in a physical facility or shelter (no foster care) • 58% primarily house animals in a physical facility or shelter (some foster care) • 7% primarily house animals in foster homes (some traditional sheltering) • 29% only house animals in foster homes (no traditional sheltering) • 1% responded 'other' 	<ul style="list-style-type: none"> • 7% primarily house animals in a physical facility or shelter (some foster care) • 27% primarily house animals in foster homes (some traditional sheltering) • 67% only house animals in foster homes (no traditional sheltering) 	<ul style="list-style-type: none"> • 6% of organizations represented only house animals in a physical facility or shelter (no foster care) • 24% primarily house animals in a physical facility or shelter (some foster care) • 18% primarily house animals in foster homes (some traditional sheltering) • 53% only house animals in foster homes (no traditional sheltering)



Results

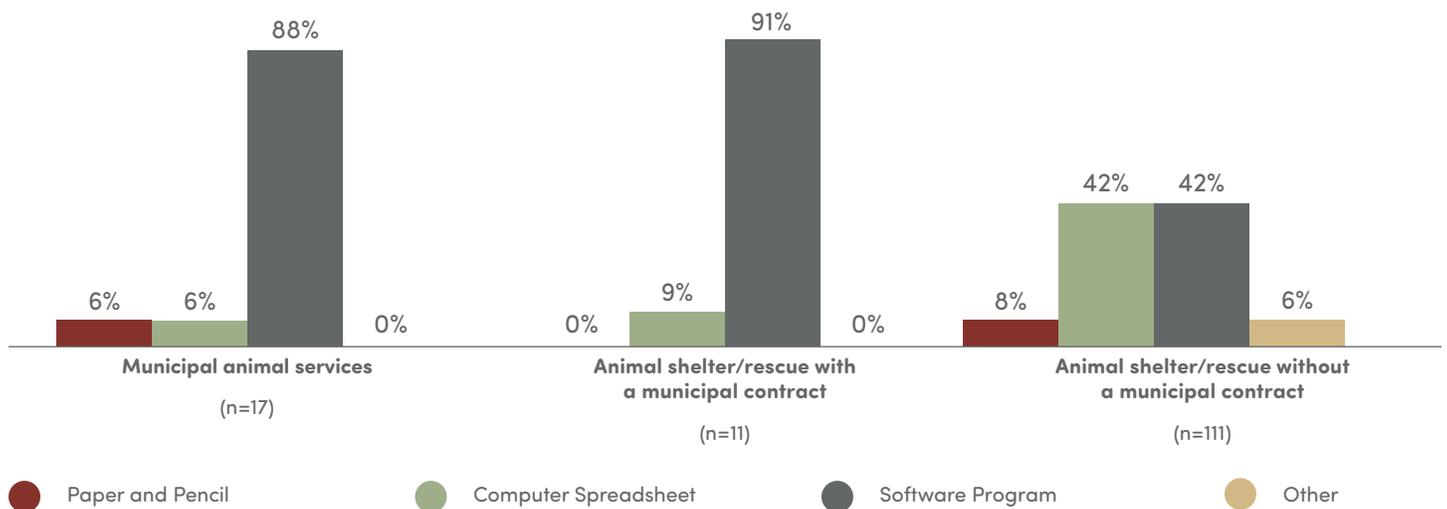
Q1. How does your organization primarily track dog and/or cat data?

- 51% of respondents reported their organization uses a software program (i.e., animal shelter management software) to track dog and/or cat data.
 - 37% use a computer spreadsheet (for example, Microsoft Excel or Google Sheets).
 - 8% use paper and pencil.
 - An additional 5% responded 'other' (to include Microsoft Access as a database).



- Animal shelters/rescues without a government contract may be less likely to use a software program to track dog and/or cat data. Please note the small sample size; more data is required.

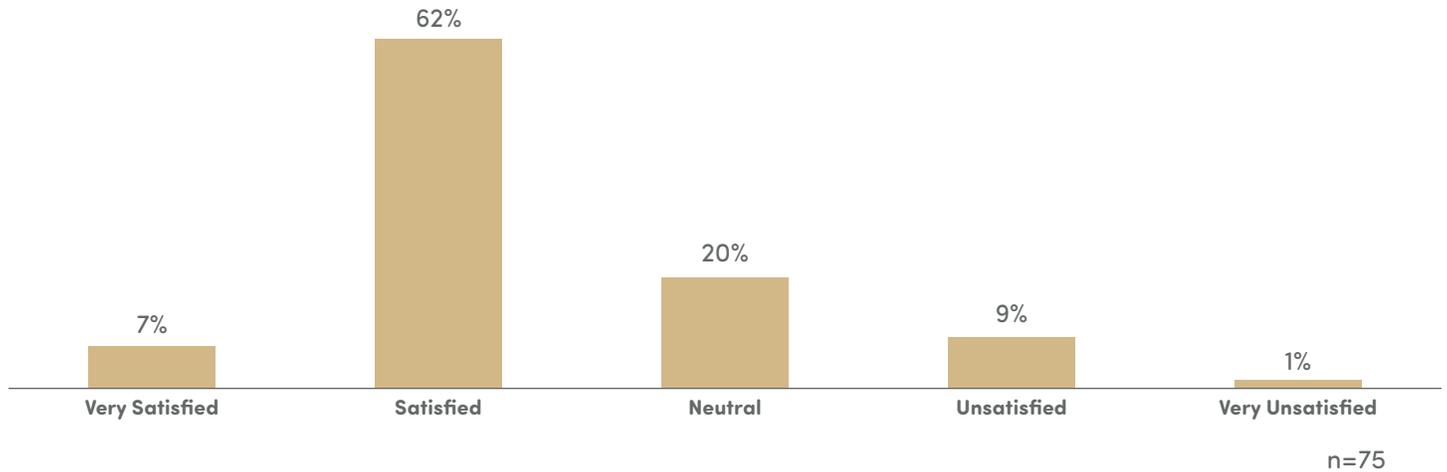
Organizational Type



Results

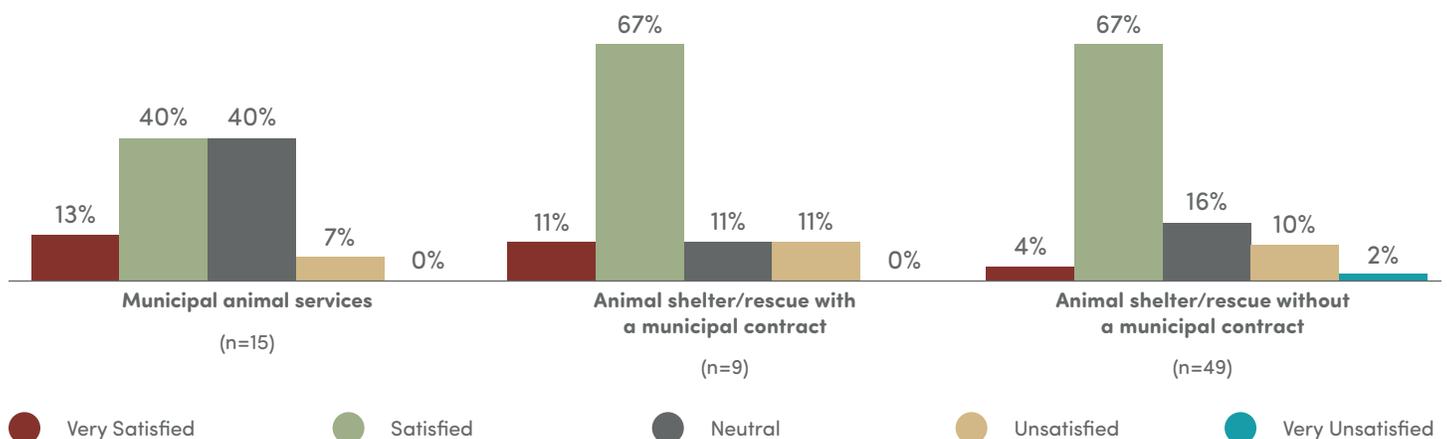
Q2. Please rate whether your organization is satisfied or unsatisfied with the current software program.

- 69% were either 'very satisfied' or 'satisfied' with their software program.
 - Of respondents who reported that their organization uses a software program to track dog and/or cat data, 20% felt a 'neutral' sense of satisfaction with the program.
 - 9% were 'unsatisfied'.
 - 1% were 'very unsatisfied'.



- Municipal animal services may be more likely to have a reportedly 'neutral' feeling toward satisfaction with their animal-tracking software program. Please note the small sample size; more data is required.

Organizational Type



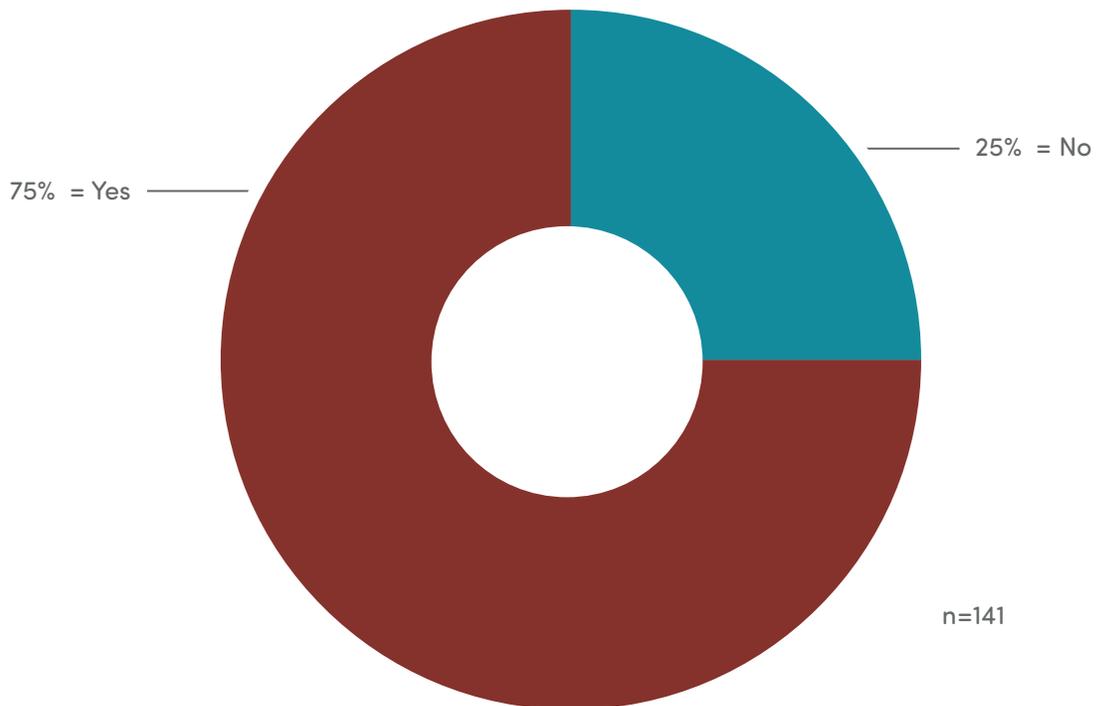


We need to find common ground, put aside our differences and work collaboratively to reach the ultimate goal of ending the euthanasia of healthy and treatable companion animals.

Results

Q3. Does your organization track the health status of dogs and/or cats by Asilomar Accords terminology?

- 75% of respondents reported that their organization tracks the health status of dogs and/or cats by Asilomar Accord terminology (i.e., healthy, treatable-rehabilitatable, treatable-manageable, unhealthy & untreatable).
- 25% did not track health status by Asilomar Accords terminology.



“Our only criticism would be that the breakdown of healthy and treatable – rehabilitatable/manageable is subjective and takes a lot of time.”

–Anonymous Respondent



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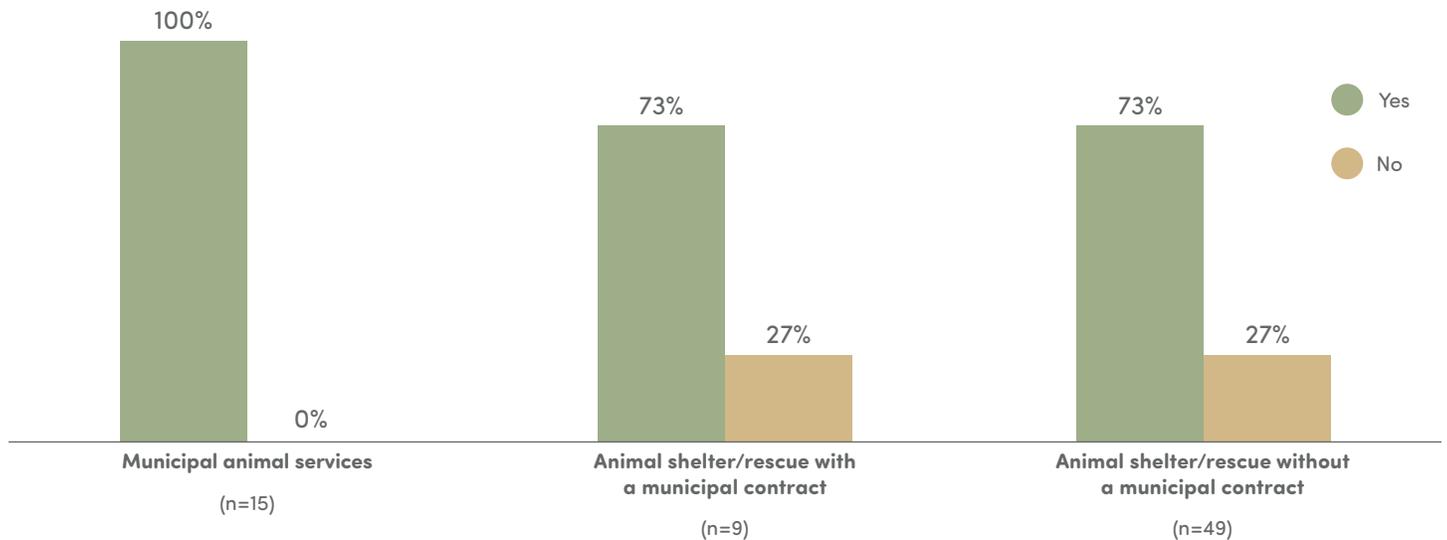
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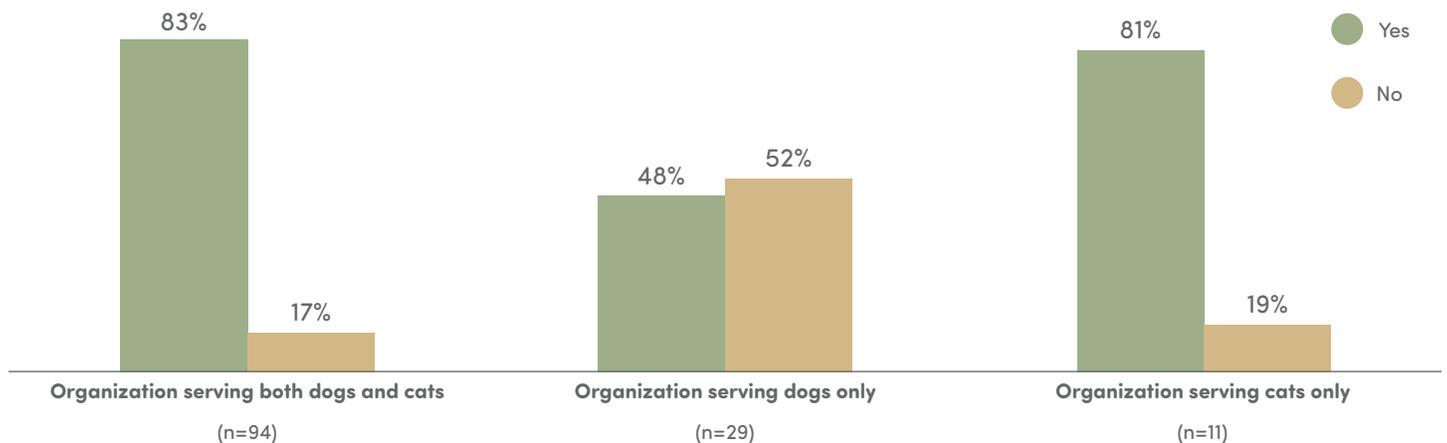
Q3. Continued.

- Municipal animal services may be more likely than shelters or rescues to track the health status of dogs and/or cats by Asilomar Accords terminology. Please note the small sample size; more data is required.
- Interestingly, organizations that serve dogs only may be less likely than organizations that only serve cats, or serve both dogs and cats, to track health status by Asilomar Accords terminology. Please note the small sample size; more data is required.

Organizational Type



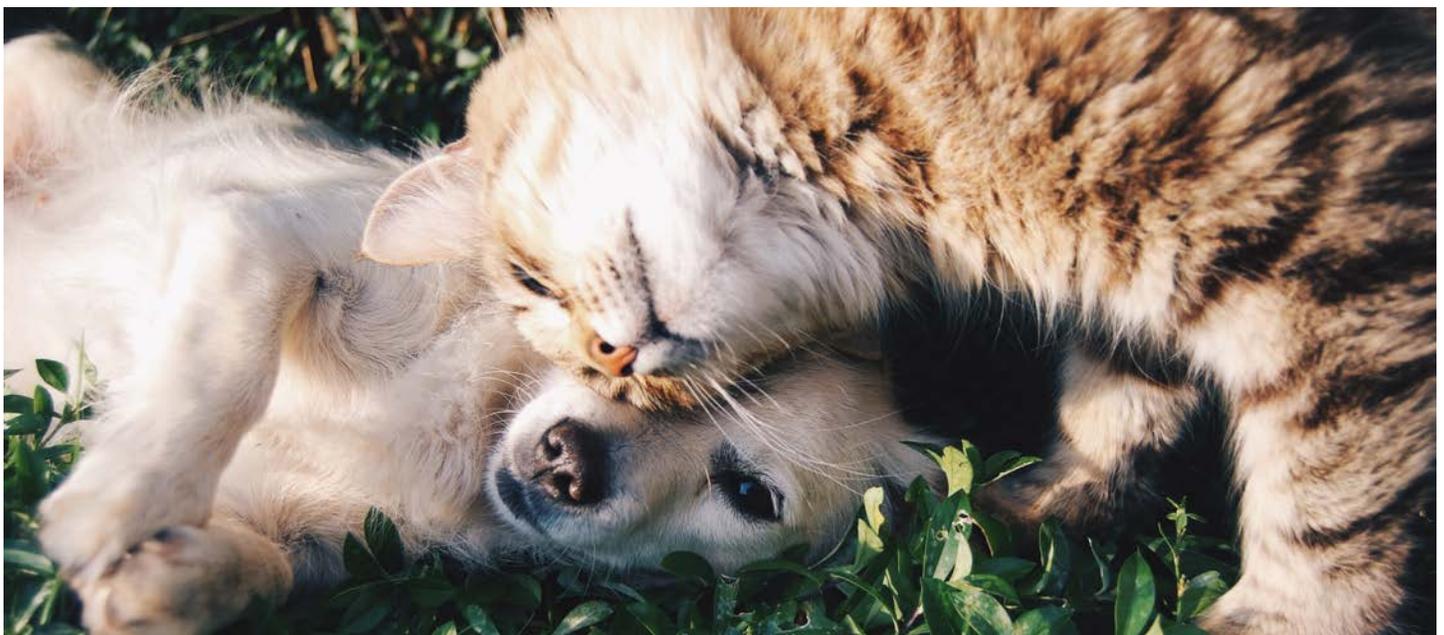
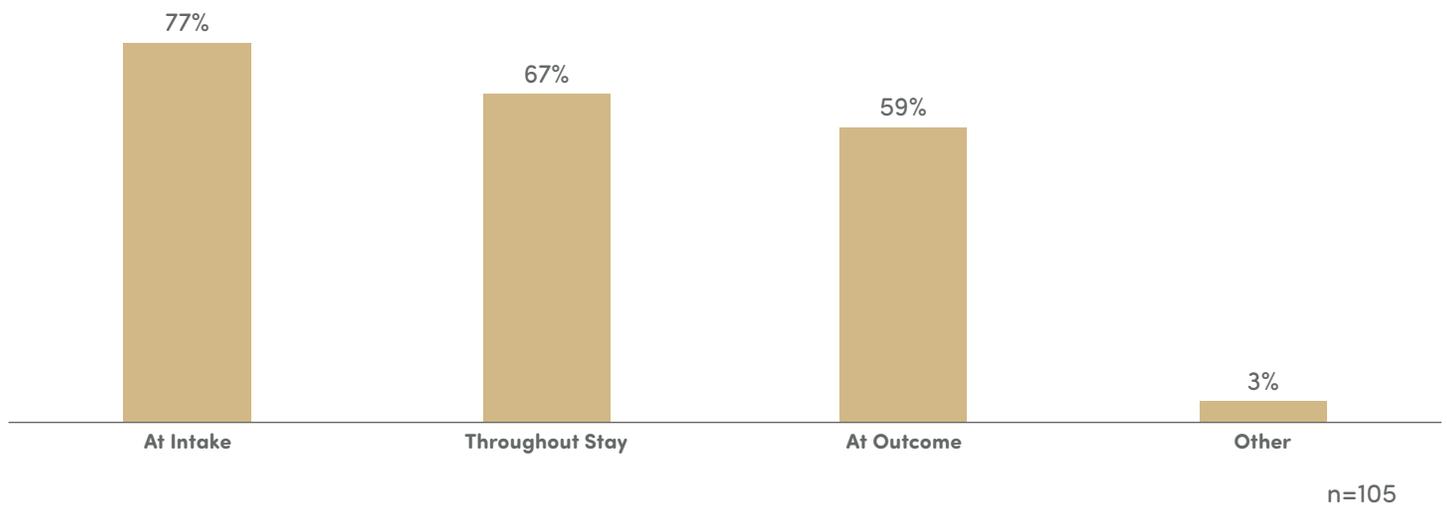
Animal Intake Type



Results

Q4. At which point(s) does your organization track health status? Check all that apply.

- 77% of respondents reported that their organization tracks animal health status at intake.
 - 67% track health through the animal's stay.
 - 59% track health at outcome.
 - 3% noted tracking health status of their animals at specified points in time, other than those listed (including 'after adoption,' 'when processed and spayed/neutered for adoption,' and 'after legal hold period').



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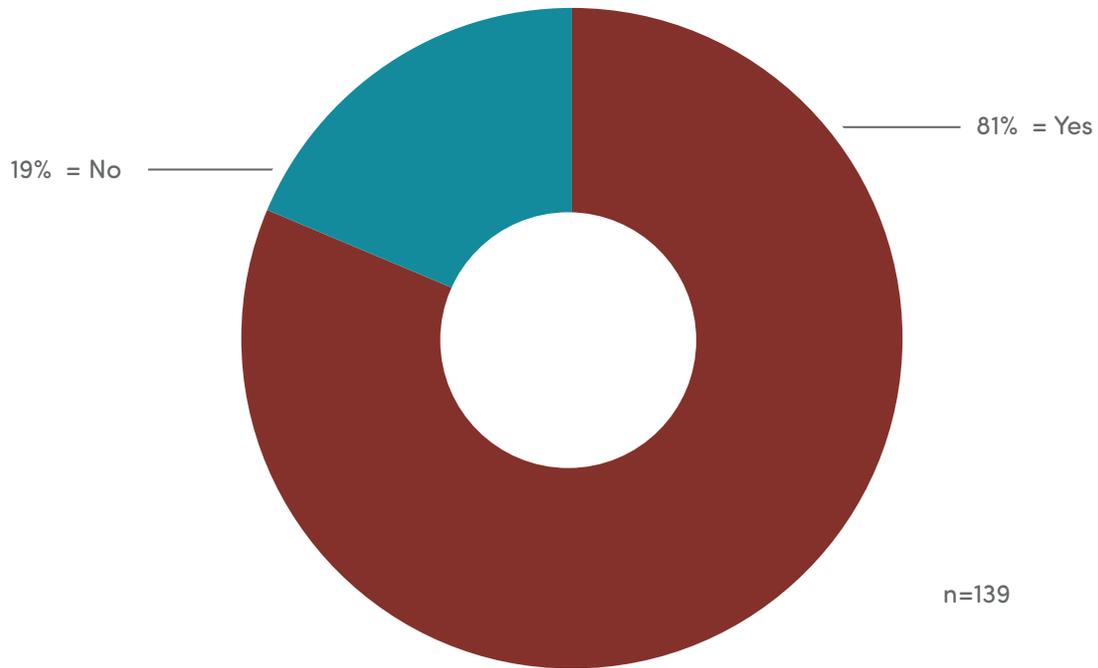
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Results

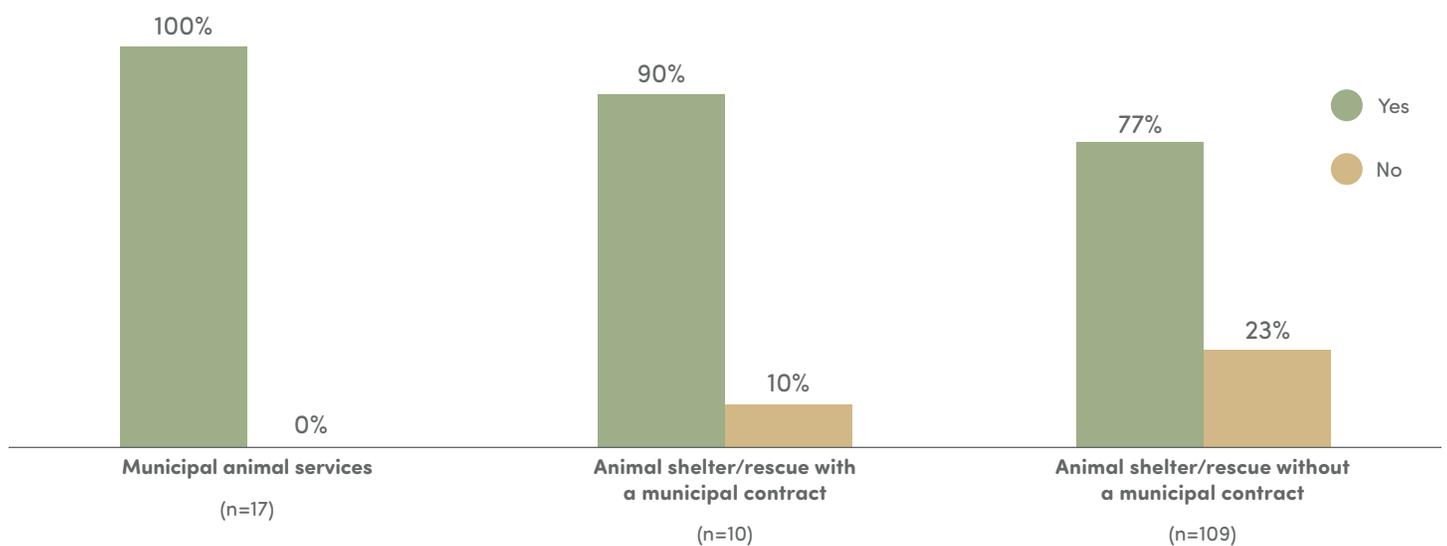
Q5. Does your organization track breed and/or appearance of dogs and/or cats?

- 81% of respondents reported that their organization tracks breed and/or appearance of their dogs and/or cats.
- 19% did not track breed and/or appearance.



- Animal shelters/rescues without a government contract may be less likely to track breed and/or appearance. Please note the small sample size; more data is required.

Organizational Type



Results

Q6. Approximately, how long does it take to create the Annual Animal Statistic Table for Maddie's Fund?

- The time it takes for organizations to create the Annual Animal Statistics Table for Maddie's Fund was reported to be highly variable, though the majority (72%) take 1 day or less.
 - 35% reported less than 2 hours.
 - 22% reported half a day.
 - 20% reported several days.
 - 15% reported 1 day.
 - 6% reported more than 1 week.
 - and 1% reported 1 week.

Less than 2 hours	35%
Half a day	22%
One day	15%
Several days	20%
One week	1%
More than one week	6%

n=140

“We will continue to track our animals, their health status, etc., but we would love to find a less time consuming way to do so.”

–Anonymous Respondent



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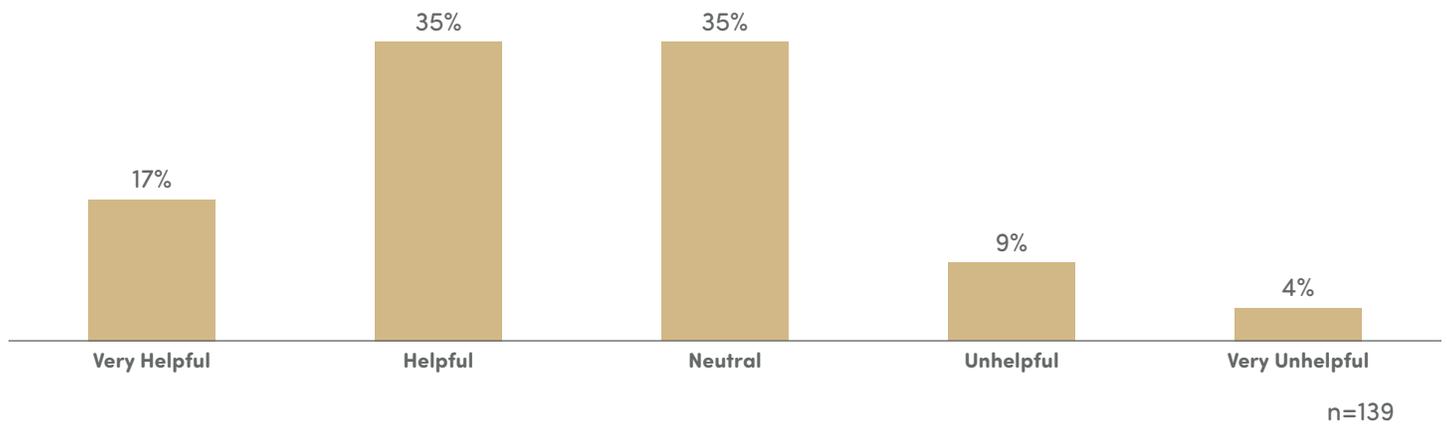
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Results

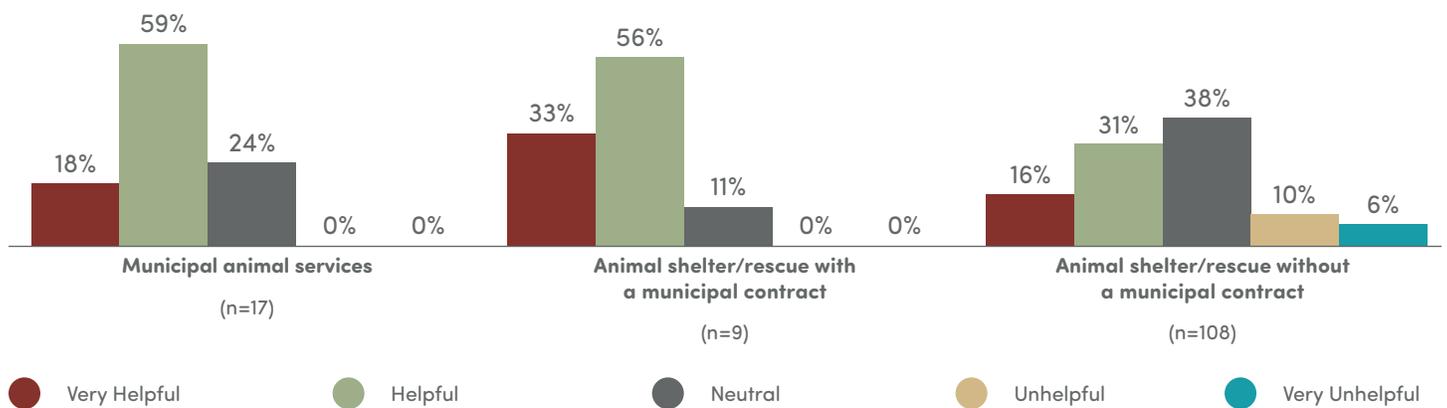
Q7. Please rate whether the Animal Statistics Table is helpful or unhelpful for your organization's operations?

- 52% of respondents reported that the Animal Statistics Table is either 'very helpful' or 'helpful' for their organization's operations.
 - 35% rated the helpfulness of the Animal Statistics Table as 'neutral'.
 - 9% rated it 'unhelpful'.
 - 4% rated it 'very unhelpful'.



- Animal shelters/rescues without a government contract may be less likely to report that the Animal Statistics Table is 'helpful' for their organization's operations. Please note the small sample size; more data is required.

Organizational Type

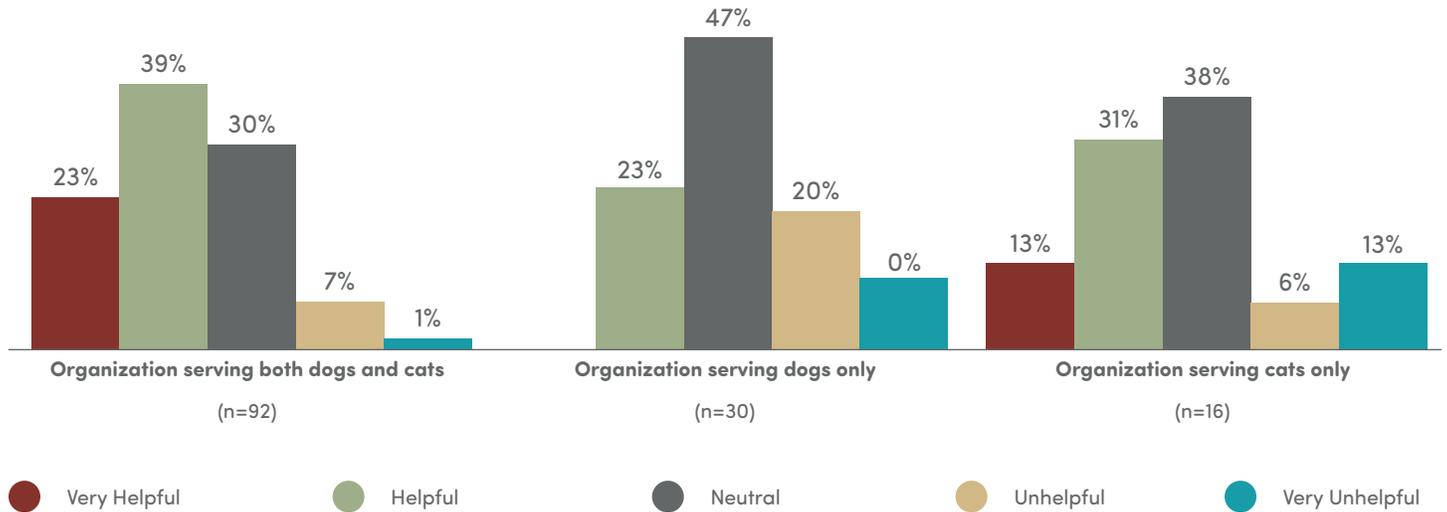


Results

Q7. Continued.

- Organizations that serve dogs only may be less likely than organizations that only serve cats, or serve both dogs and cats, to report that the Animal Statistics Table is 'helpful' for their organization's operations. Please note the small sample size; more data is required.

Animal Intake Type



“The [Animal Statistics Table] is useful for measuring our progress. This is the first year we have put on our website.”

–Anonymous Respondent



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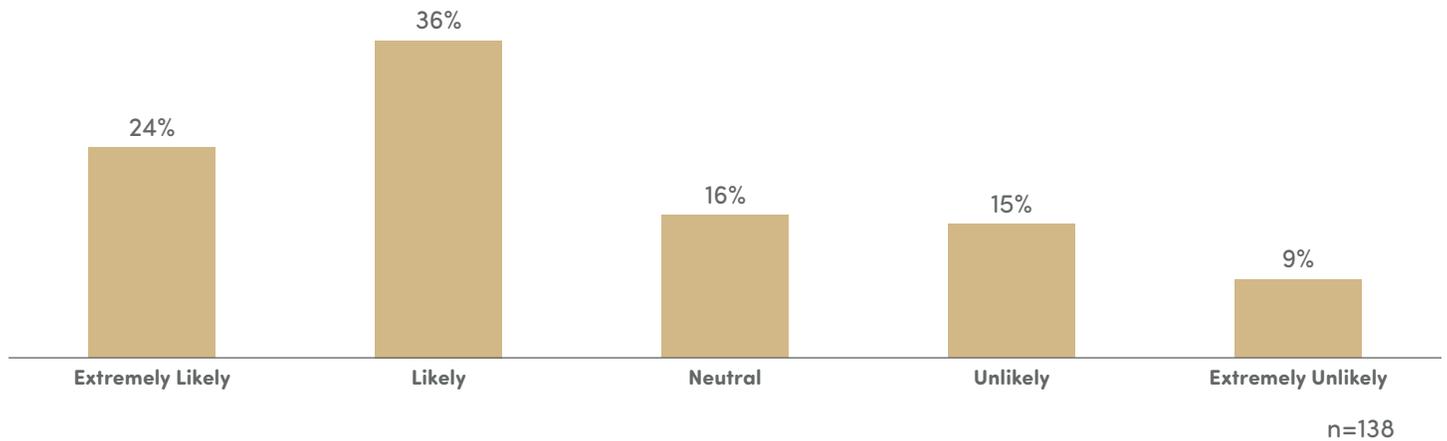
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Results

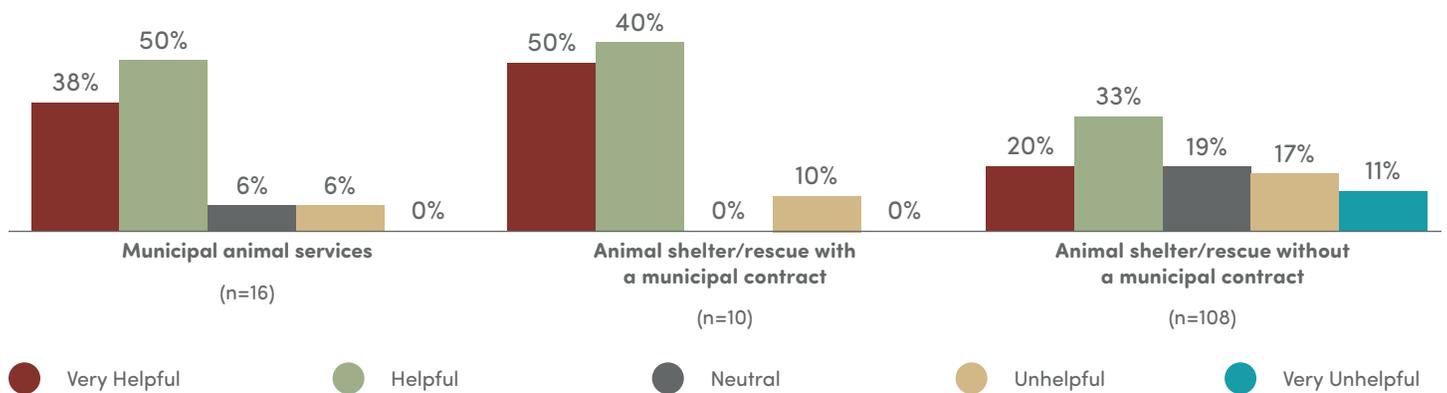
Q8. Please rate the likelihood that your organization will continue to track data using the Animal Statistics Table, after grant funding ends.

- 60% of respondents reported that their organization is either 'extremely likely' or 'likely' to continue to track data using the Animal Statistics Table after grant funding ends.
 - 16% rated likelihood of continued use of the Animal Statistics Table after funding ends as 'neutral'.
 - 15% reported 'unlikely'.
 - 9% reported 'very unlikely'.



- Animal shelters/rescues without a government contract may be less likely to report that their organization is either 'extremely likely' or 'likely' to continue to track data using the Animal Statistics Table after grant funding ends. Please note the small sample size; more data is required.

Organizational Type

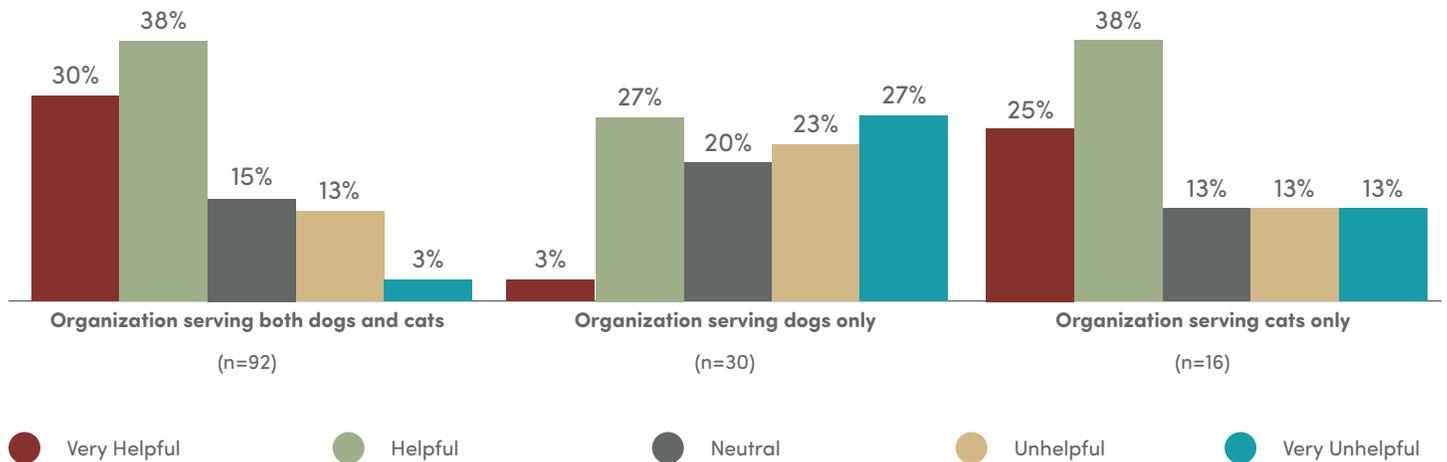


Results

Q8. Continued.

- Organizations that serve dogs only may be less likely than organizations that only serve cats, or serve both dogs and cats, to report that their organization is either 'extremely likely' or 'likely' to continue to track data using the Animal Statistics Table after grant funding ends. Please note the small sample size; more data is required.

Animal Intake Type



“[We are] currently investigating a process that would provide finer detail than the four-level Asilomar system.”

–Anonymous Respondent



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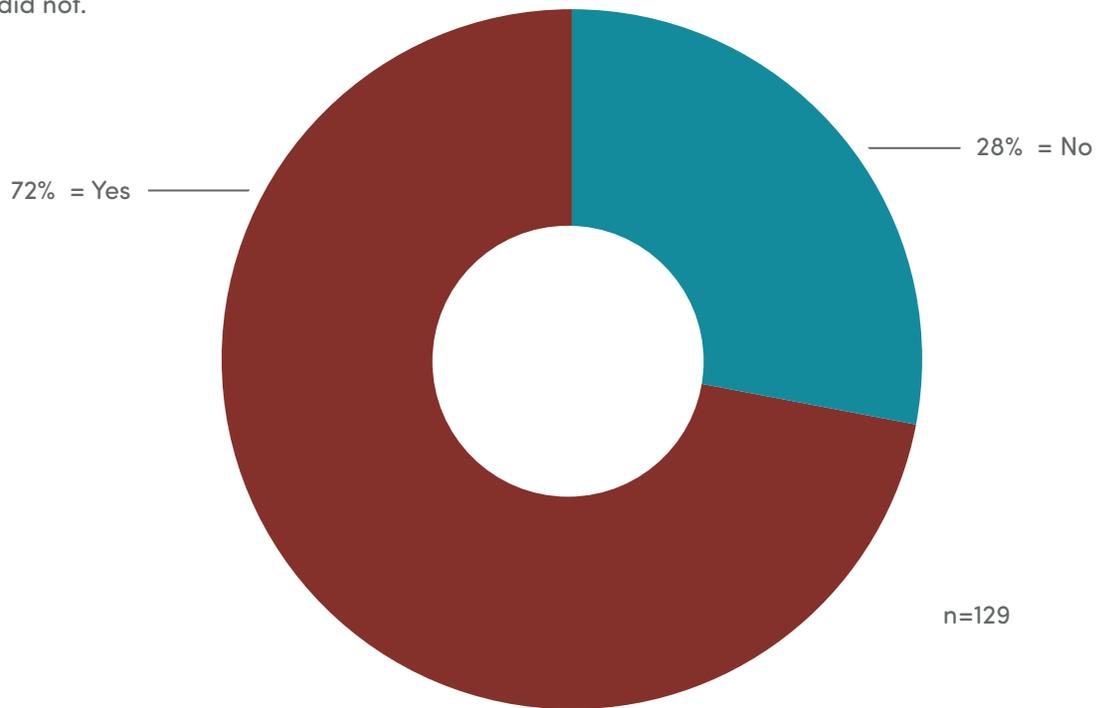
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Results

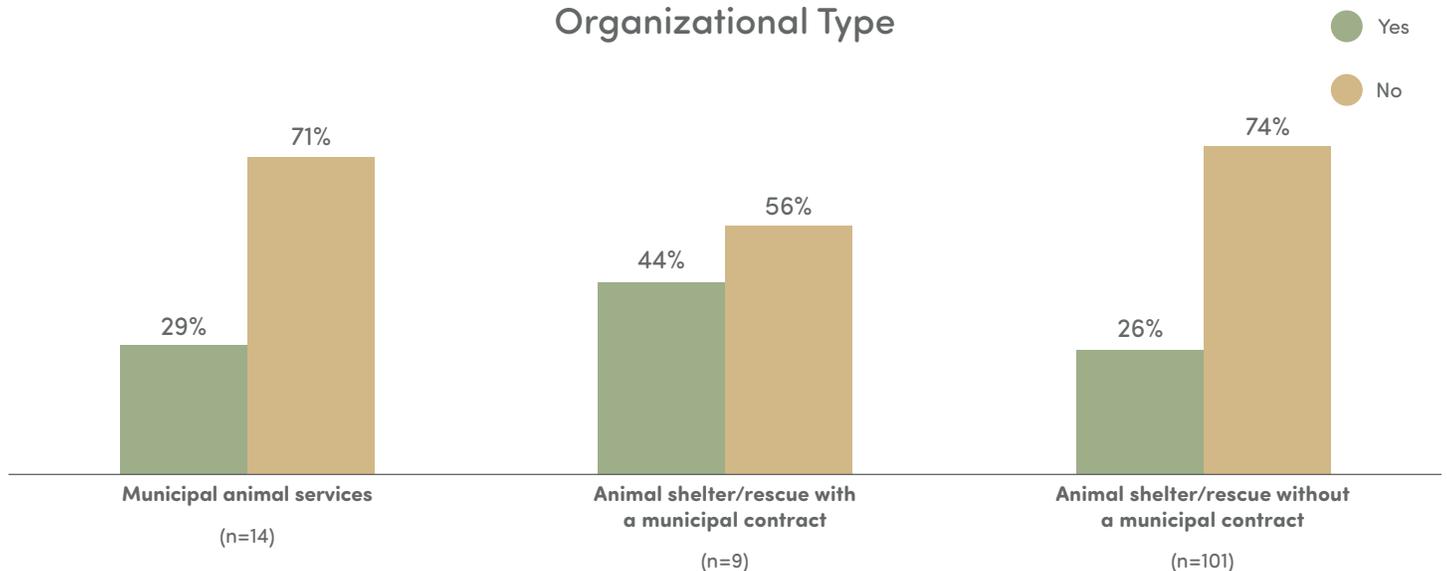
Q9. Does your organization track and/or report data in the Basic Data Matrix format?

- 72% of respondents reported that their organization tracks and/or reports data in the Basic Data Matrix format.
- 28% did not.



- Interestingly, animal shelters/rescues with a government contract may be more likely than municipal animal services or organizations without a government contract to report tracking or reporting data in the Basic Data Matrix. Please note the small sample size; more data is required.
- There did not appear to be a difference in responses by animal intake type.

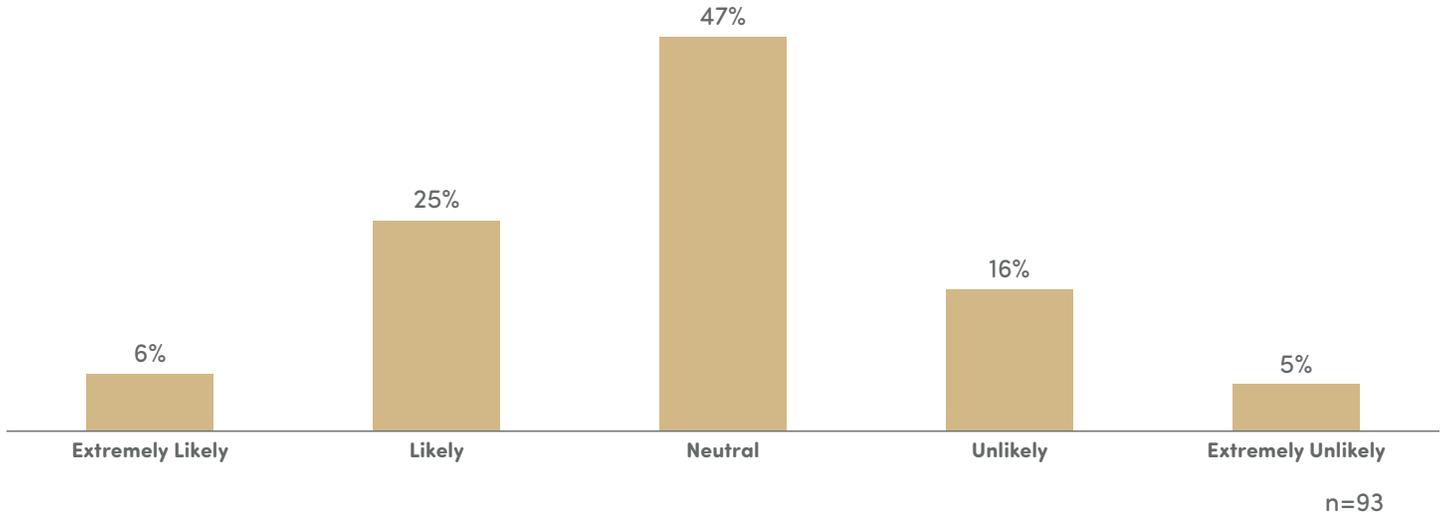
Organizational Type



Results

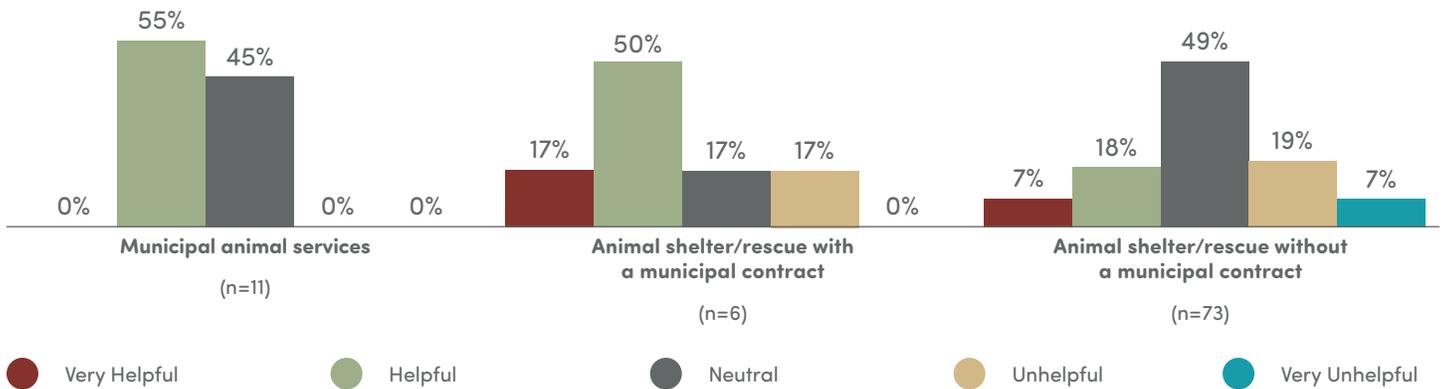
Q10. Please rate the likelihood that your organization would be willing to track Basic Data Matrix information.

- Respondents' assessment of their organization's willingness to track Basic Data Matrix information is varied, with the highest percentage reporting likelihood as 'neutral.'
- 6% reported "extremely likely".
- 25% reported 'likely'.
- 16% reported 'unlikely'.
- 5% reported 'very unlikely'.



- Animal shelters/rescues without a government contract may be less 'likely' to be willing to track Basic Data Matrix information. Please note the small sample size; more data is required.

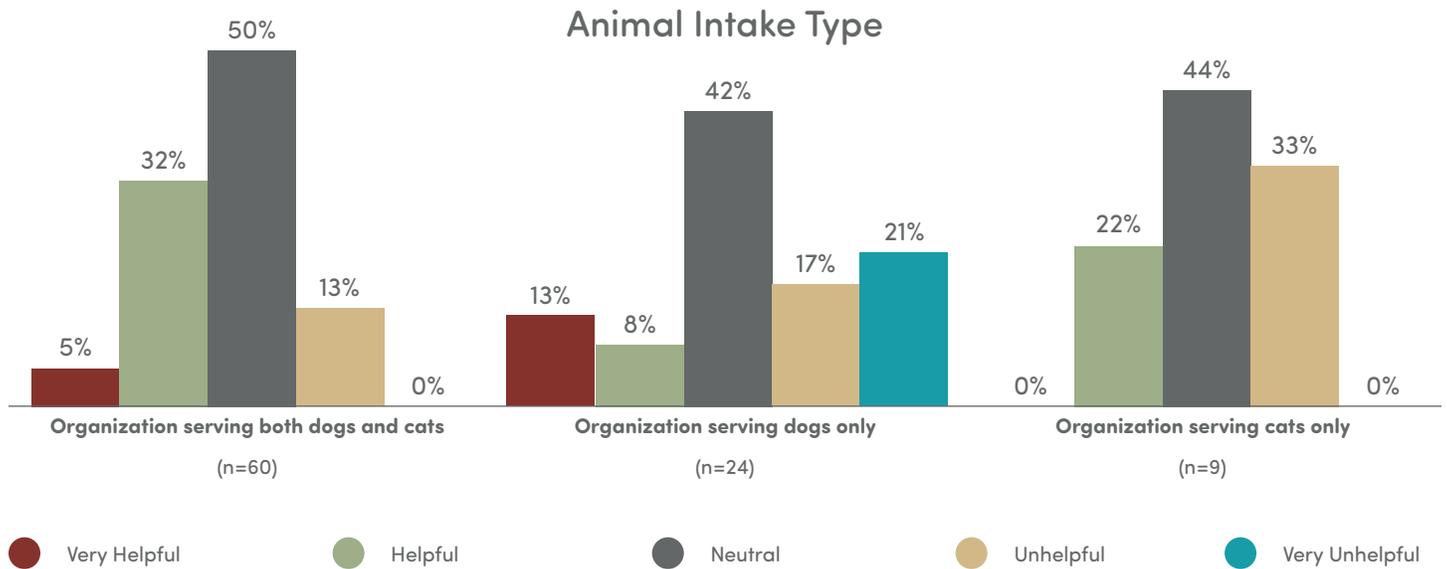
Organizational Type



Results

Q10. Continued.

- Organizations that serve dogs only or organizations that serve cats only may be less 'likely' than organizations that serve both dogs and cats to be willing to track Basic Data Matrix information. Please note the small sample size; more data is required.



“We keep track of much of the information in this Basic Data Matrix with our Maddie’s and other internal reporting (we just don’t use this particular format)”
–Anonymous Respondent



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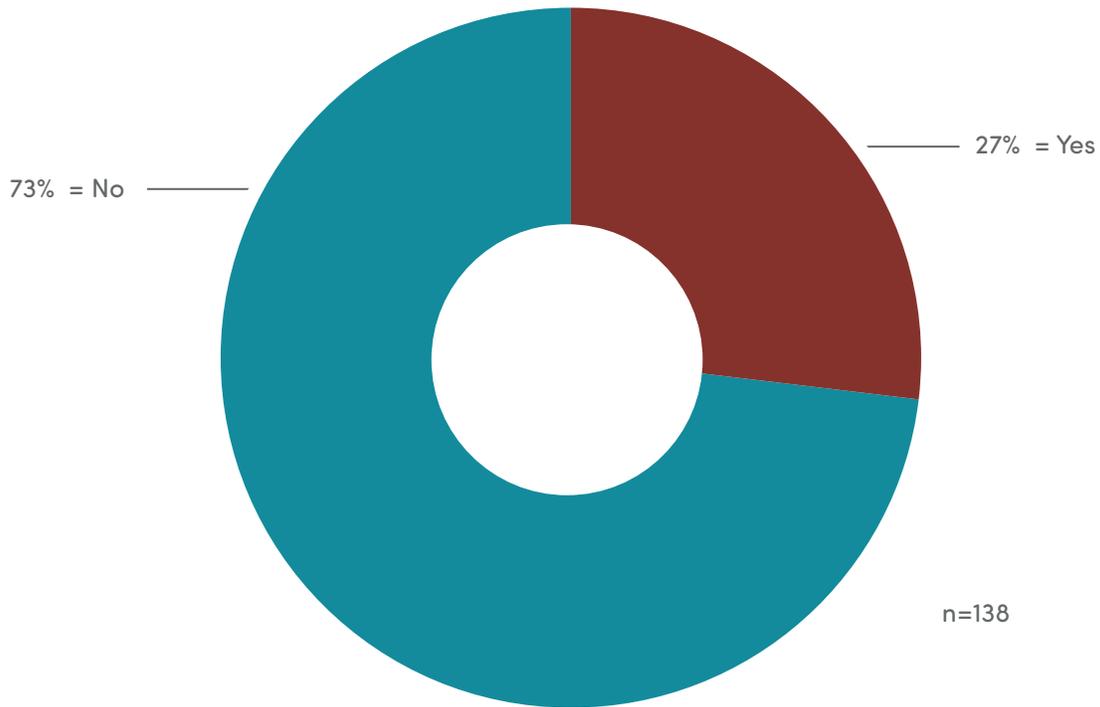


Shelter Animals Count is a collaborative effort with broad representation from the animal welfare community. By creating standardized reporting and definitions for shelter statistics including intake, adoptions, return-to-owner, transfers, euthanasia and shelter deaths, we will increase live outcomes. The board is dedicated to furthering more transparency with anonymity through sharing of shelter data to increase lifesaving opportunities.

Results

Q11. Are you familiar with Shelter Animals Count?

- 73% of respondents were not familiar with Shelter Animals Count.
- 27% were familiar.



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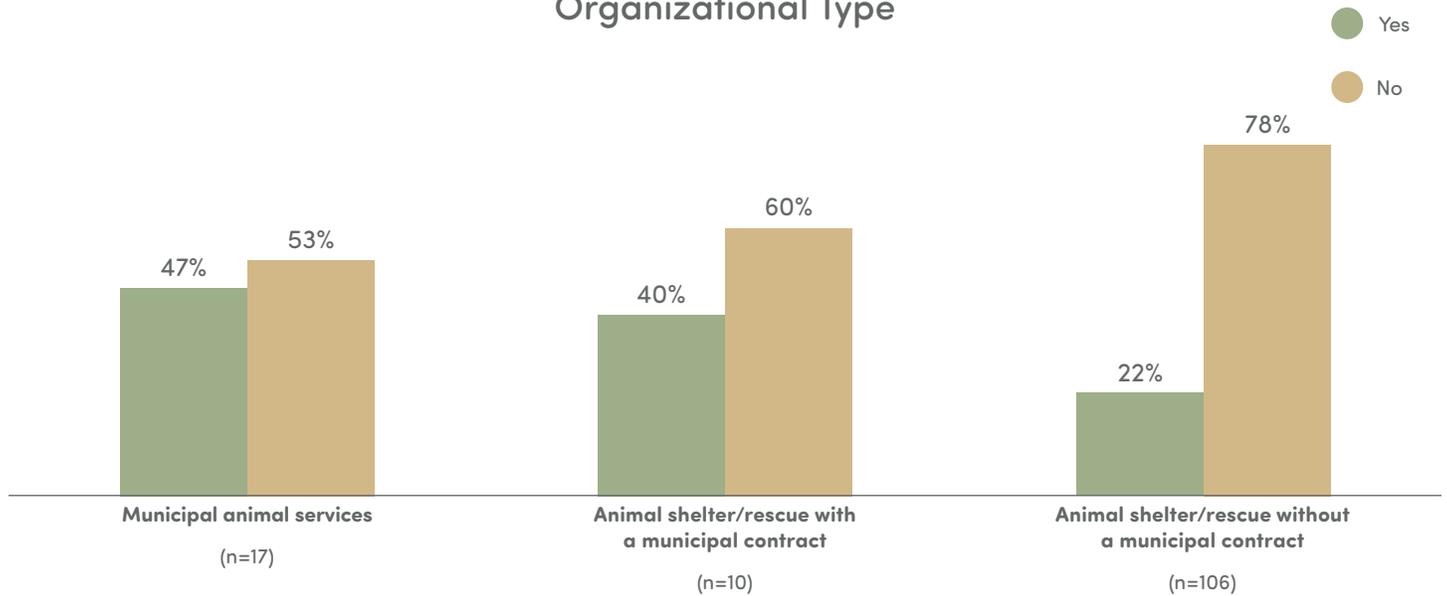
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Results

Q11. Continued.

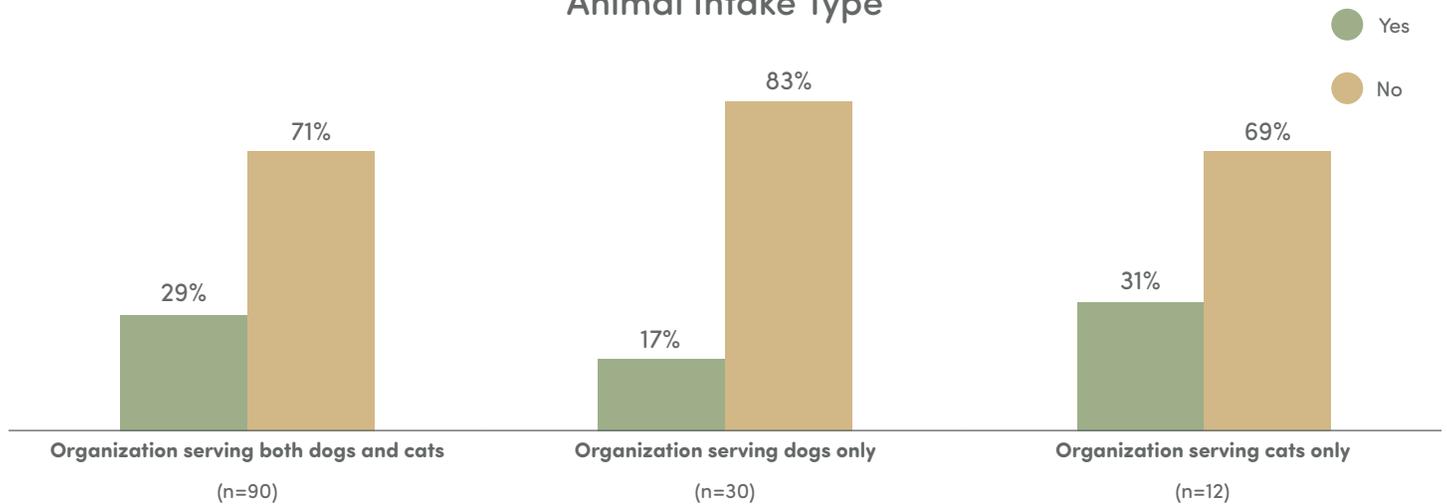
- Animal shelters/rescues without a government contract may be less likely to be familiar with Shelter Animals Count than municipal animal services or shelters/rescues with a government contract. Please note the small sample size; more data is required.

Organizational Type



- Organizations that serve dogs only may be less likely than organizations that only serve cats to report being familiar with Shelter Animals Count. Please note the small sample size; more data is required.

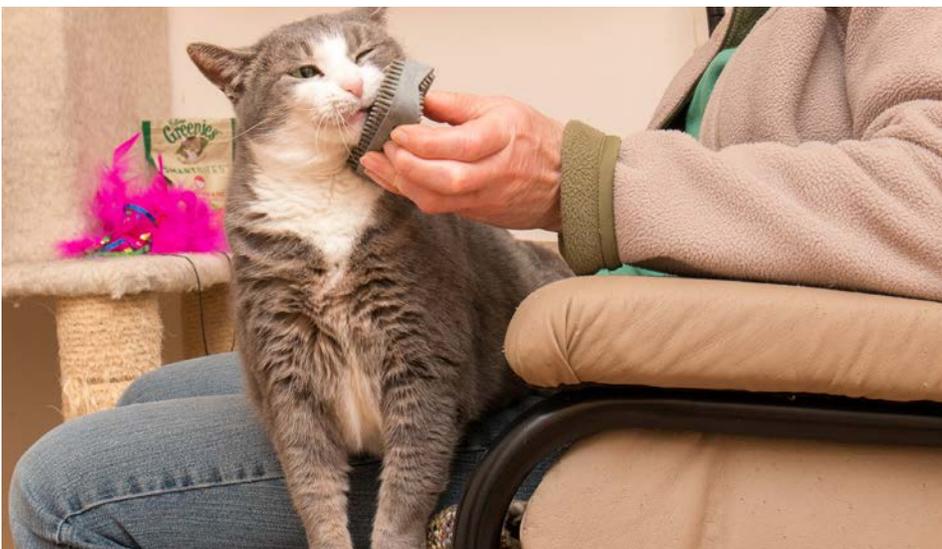
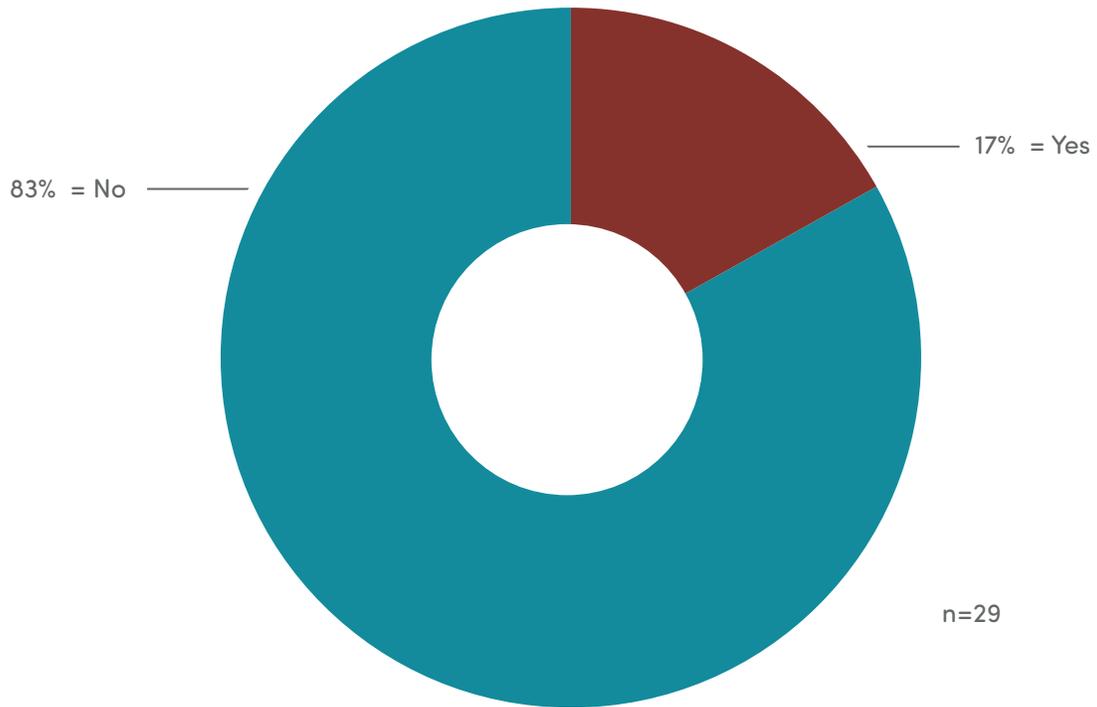
Animal Intake Type



Results

Q12. Has your organization signed up to participate in Shelter Animals Count once the database is available?

- Of respondents who were familiar with Shelter Animals Count, only 17% reported that their organization signed up to participate once the database is available.
- 83% of respondents reported that their organization had not signed up for Shelter Animals Count.



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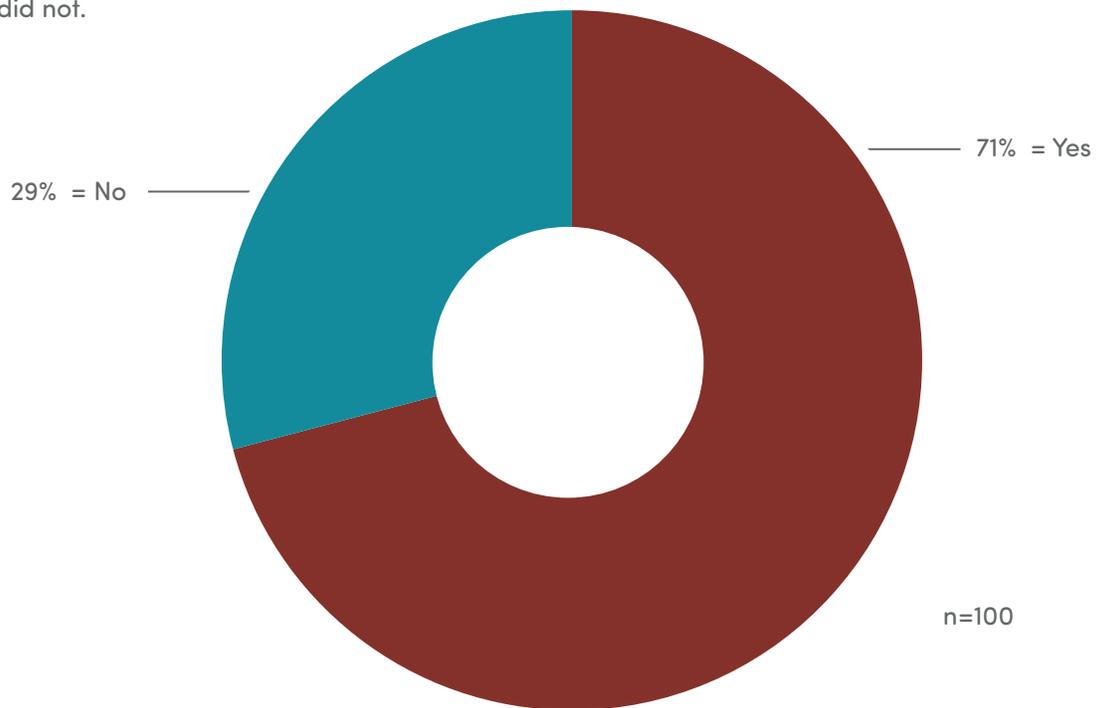
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Results

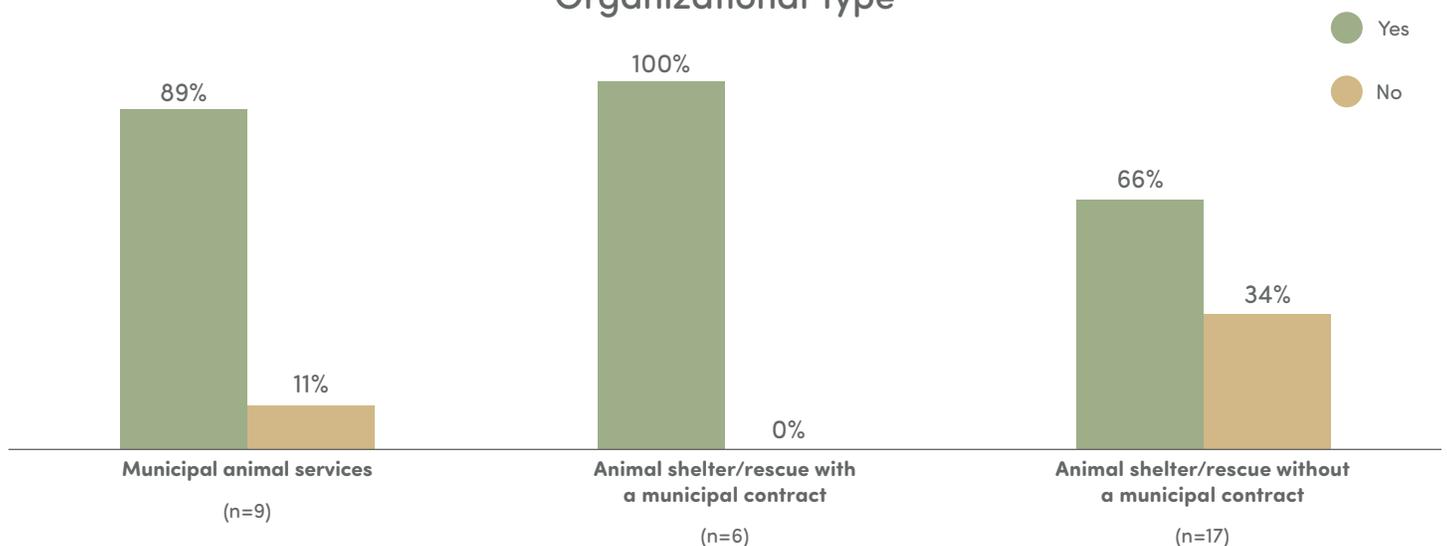
Q13. Would you like more information about Shelter Animals Count?

- Of respondents who were NOT familiar with Shelter Animals Count, 71% requested more information on the initiative.
- 29% did not.



- Animal shelters/rescues without a government contract were least likely to request information regarding Shelter Animals Count, when compared to municipal animal services or shelters/rescues with a government contract. Please note the small sample size; more data is required.

Organizational Type





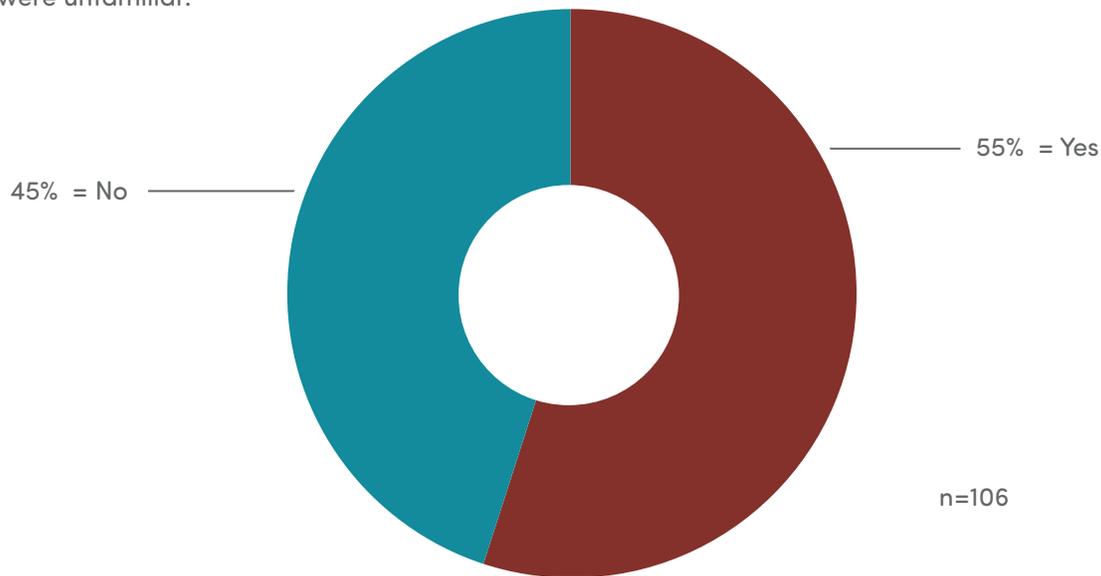
The Million Cat Challenge is a shelter-based campaign to save the lives of one million cats in North America over the next five years. The core strategy of the campaign will focus on five key initiatives that offer every shelter, in every community, practical choices to reduce euthanasia and increase live outcomes for shelter cats.

This life-saving campaign is a joint project of the UC Davis Koret Shelter Medicine Program and the Maddie's Shelter Medicine Program at the University of Florida, led by Drs. Kate Hurley and Julie Levy.

Results

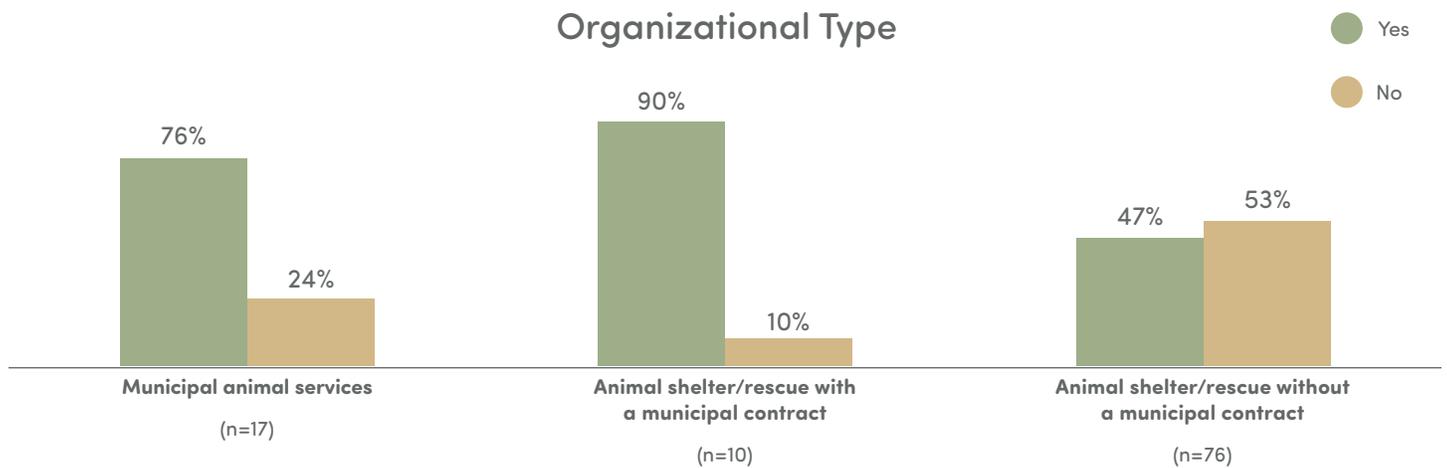
Q14. Are you familiar with the Million Cat Challenge?

- Of organizations serving cats, 55% of respondents reported to be familiar with the Million Cat Challenge, while 45% were unfamiliar.



- Animal shelters/rescues without a government contract may be less likely to be familiar with the Million Cat Challenge than municipal animal services or shelters/rescues with a government contract. Please note the small sample size; more data is required.
- This question did not apply to organizations that serve dogs only.

Organizational Type



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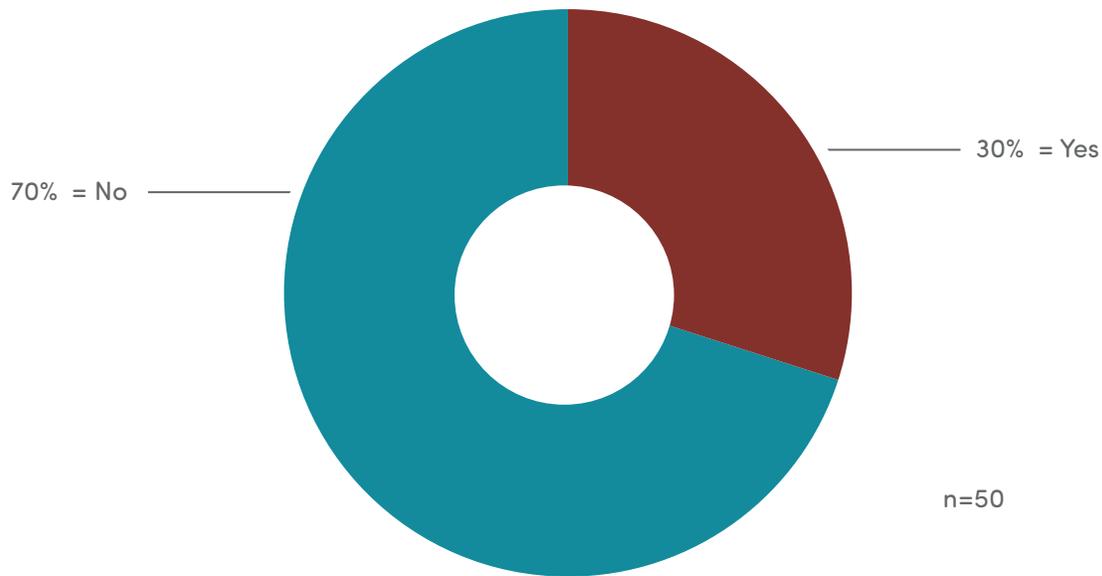
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Results

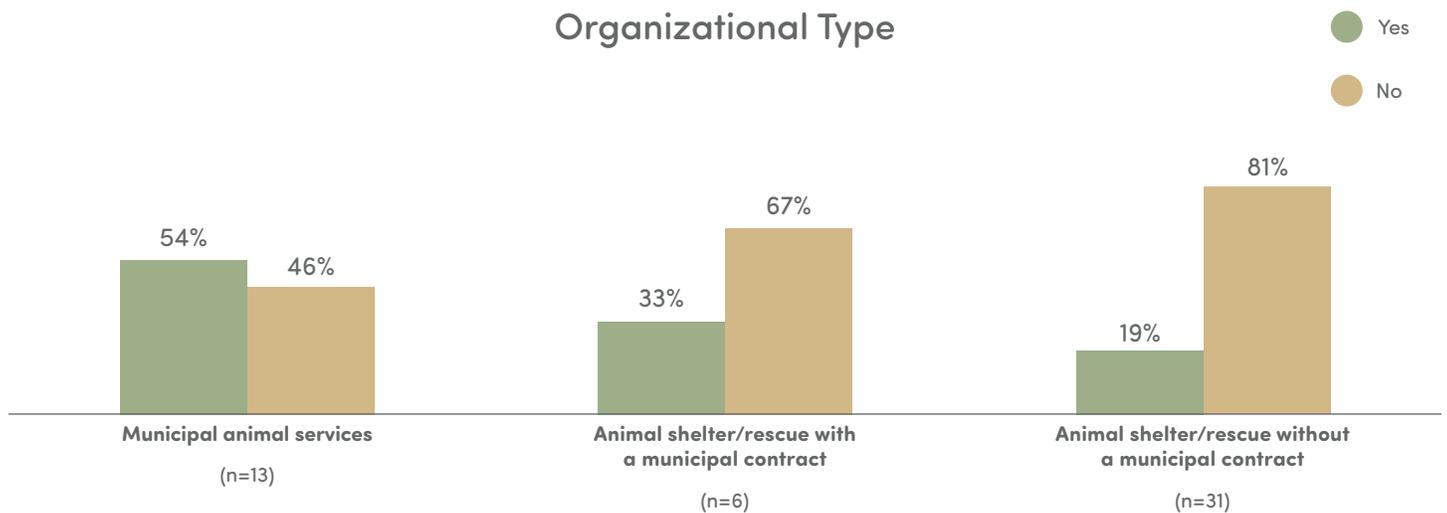
Q15. Has your organization officially signed up to participate in the Million Cat Challenge (either as a challenger or supporting organization)?

- Of respondents who were familiar with the Million Cat Challenge, 30% reported that their organization signed up to participate (either as a challenger or supporting organization).
- 70% of respondents reported that their organization had not signed up to participate in the Million Cat Challenge.
- This question did not apply to organization that serve dogs only.



- Animal shelters/rescues without a government contract were the least likely to signed up to report participation in the Million Cat Challenge, when compared to municipal animal services or shelters/rescues with a government contract. Please note the small sample size; more data is required.
- This question did not apply to organizations that serve dogs only.

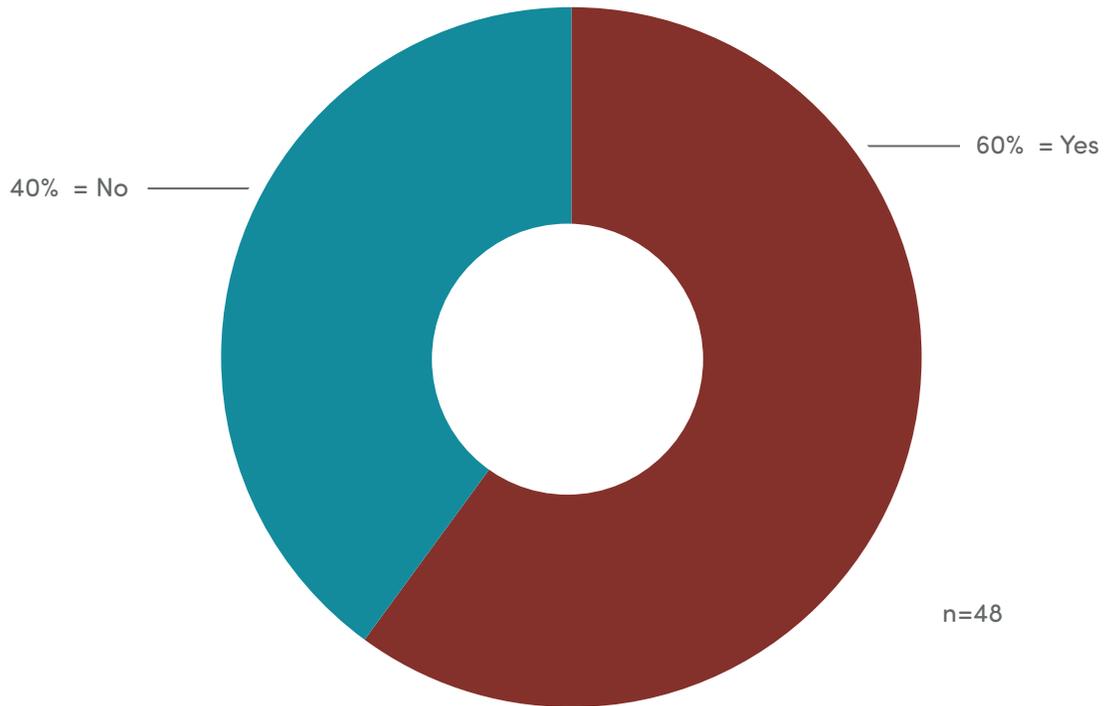
Organizational Type



Results

Q16. Would you like more information about the Million Cat Challenge?

- Of respondents who were NOT familiar with the Million Cat Challenge, 60% requested more information on the initiative.
 - 40% did not.
 - This question did not apply to organization that serve dogs only.



Appendices

Maddie's Fund: Gathering Shelter Intakes & Outcomes

<http://www.maddiesfund.org/gathering-shelter-data.htm>

Annual Animal Statistics Table

<http://www.maddiesfund.org/documents/Grant%20Giving/Animal%20Statistics%20Table%20Annual%20Reporting%20Form.xls>

Glossary of Terms

<http://www.maddiesfund.org/glossary-of-terms.htm>

Health and Behavior Categories

<http://www.maddiesfund.org/health-and-behavior-categories.htm>

Asilomar Accords

<http://www.asilomaraccords.org>

Shelter Animals Count

<http://shelteranimalscount.org/>

(Webcast) Turning Data into Lives Saved, ASPCA Pro

<http://shelteranimalscount.org/who-we-are/news-updates/aspcapro-webinar-turning-data-into-lives-saved>

Basic Data Matrix

Basic Animal Stats Matrix

http://shelteranimalscount.org/docs/default-source/DataResources/sac_basicdatamatrix.pdf?sfvrsn=0

<http://aspcapro.org/resource/saving-lives-research-data/basic-animal-stats-matrix>

(Webcast) Basic Data Matrix Introduction, ASPCA Pro

<http://aspcapro.org/resource/saving-lives-research-data/basic-data-matrix-introduction>

Million Cat Challenge

<http://www.millioncatchallenge.org/>

Maddie's Institute Education Content

(Conference Recording) Data: Why It Is Critical to Success and How To Keep Up with It

February 2015 By Lindsay O'Gan

<http://www.maddiesfund.org/data-why-it-is-critical-to-success.htm?p=topic105>

(Article) Using Data to Make Austin a No-Kill City

March 2012 By Ellen Jefferson, DVM

<http://www.maddiesfund.org/using-data-to-make-austin-a-no-kill-city.htm?p=topic105>

(Article) Data-Smata, Who Cares About Data?

February 2012 By Barbara Carr, Executive Director, SPCA Serving Erie County, NY

<http://www.maddiesfund.org/data-smata-who-cares-about-data.htm?p=topic105>

(Conference Recording) Using Shelter Metrics to Measure and Set Goals

August 2011 By Janet M. Scarlett, DVM, MPH, PhD

<http://www.maddiesfund.org/using-shelter-metrics-to-measure-and-set-goals.htm?p=topic105>

(Short Video) Maddie's Fund on Statistics

June 2011 By Rich Avanzino

<http://www.maddiesfund.org/maddies-fund-on-statistics.htm?p=topic105>

(Article) Honesty and Transparency in Animal Control: A Formula for Lifesaving

2006 By Tara Derby

<http://www.maddiesfund.org/honesty-and-transparency-in-animal-control.htm>

(Article) Why Transparency Editorial

2006 By Richard Avanzino

<http://www.maddiesfund.org/why-transparency-editorial.htm>



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