THE PET ESTIMATION TOOL:
FINDING THE NUMBERS YOU NEED TO USE IT

To use the Pet Estimation Tool you will need to have the following bits of data:

- Total population of your target area (whether by zip code, city, or county),
- Total number or percent of that population considered IN POVERTY, and
- Total number or percent of population defined as LOW INCOME.

"WHY DO I NEED IN POVERTY AND LOW INCOME SEPARATED OUT? THE OLD VERSION DIDN'T NEED THAT!"

As originally designed by PetSmart Charities, the *PetSmart Pet Estimation Tool* is used to identify the number of unaltered pets IN POVERTY. Based on their research and development of the tool, PetSmart Charities determined that the following could be assumed:

- 80% of the pets owned by people IN POVERTY were unaltered, and
- 20% of the remaining population's pets (of LOW INCOME through HIGH INCOME) were unaltered.

The tool then gives you the rough estimate of unaltered pets throughout the target area. From that you can determine how many of those pets were IN POVERTY in a specific population. It is an easy tool to give you a starting place… if your question is ***HOW MANY UNALTERED PETS ARE IN MY TARGET AREA AND HOW MANY BELONG TO OWNERS LIVING IN POVERTY?***

But for our Program your question is really ***HOW MANY UNALTERED PETS ARE IN MY TARGET AREA AND HOW MANY BELONG TO LOW INCOME OWNERS?***

REMEMBER: Low Income ≠ In Poverty. Low Income > In Poverty.
Low Income Includes In Poverty.

You need IN POVERTY separate from LOW INCOME for here because the tool has different multipliers for those 2 categories, based on the assumptions mentioned above.

REMEMBER: LOW INCOME is any income less than 200% of the Poverty Threshold. If a site gives you a number or percent of a population classified as LOW INCOME, that number will include those in poverty, unless otherwise specified.

For this tool only, we need to separate them out to:

- Those IN POVERTY, and
- THOSE at the LOW INCOME Threshold down to but not including those in poverty.

REMEMBER: This tool gives you only a rough starting point to start your discussion of your target area and you should discuss this number as it relates to other factors about your target area that may further influence this number.

GOOD NEWS: The REVISED Tool will still do most of the work. You just need to find a bit more information.

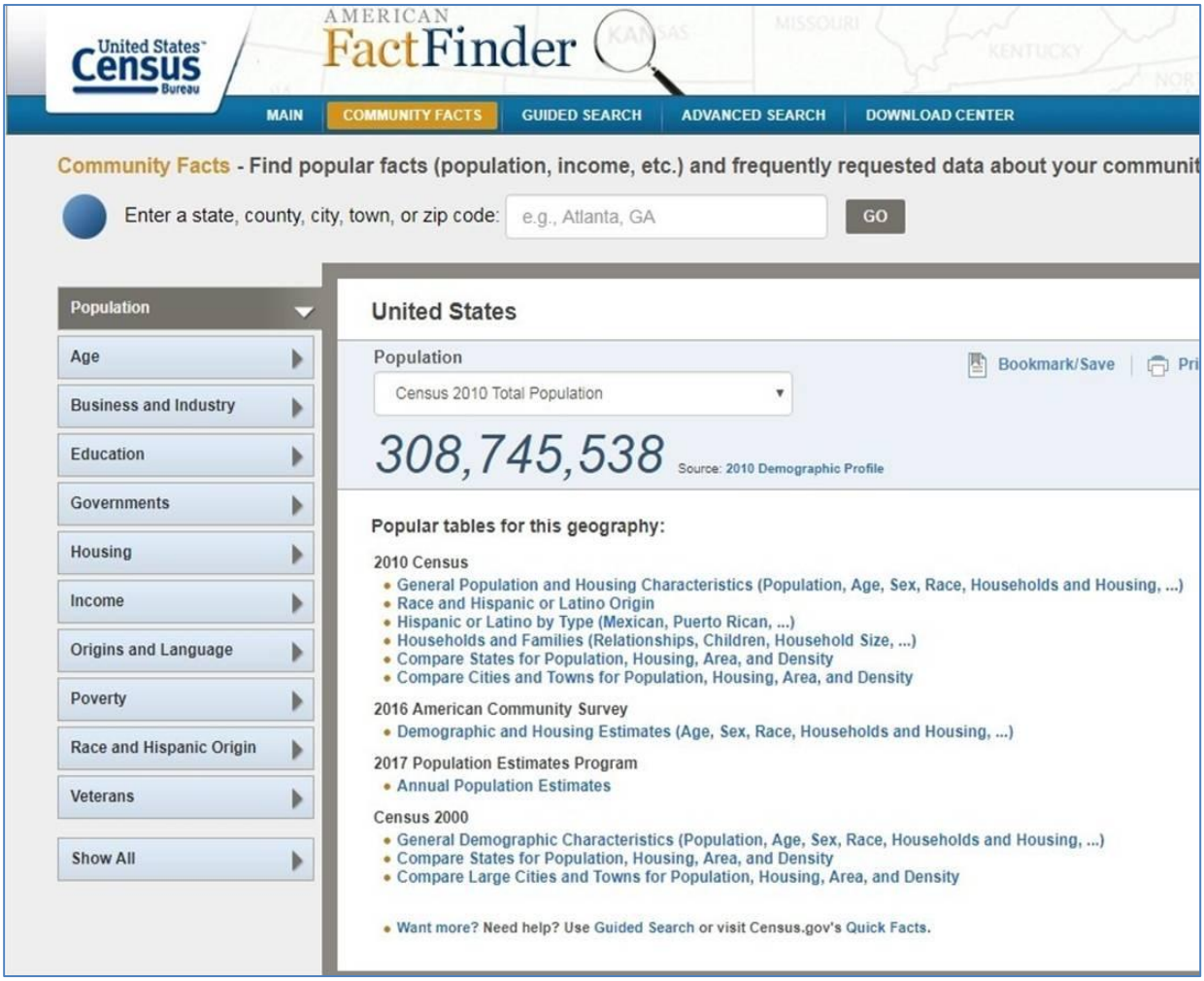
MORE GOOD NEWS: It's actually easy to find!

"WHAT DO I DO? GIVE ME THE STEPS!"

The **US Census Bureau** website has all the information you need and it is easy to find, whether your target is a zip code, a city or a county. You just need to know where to look. Here are 4 easy steps to that information.

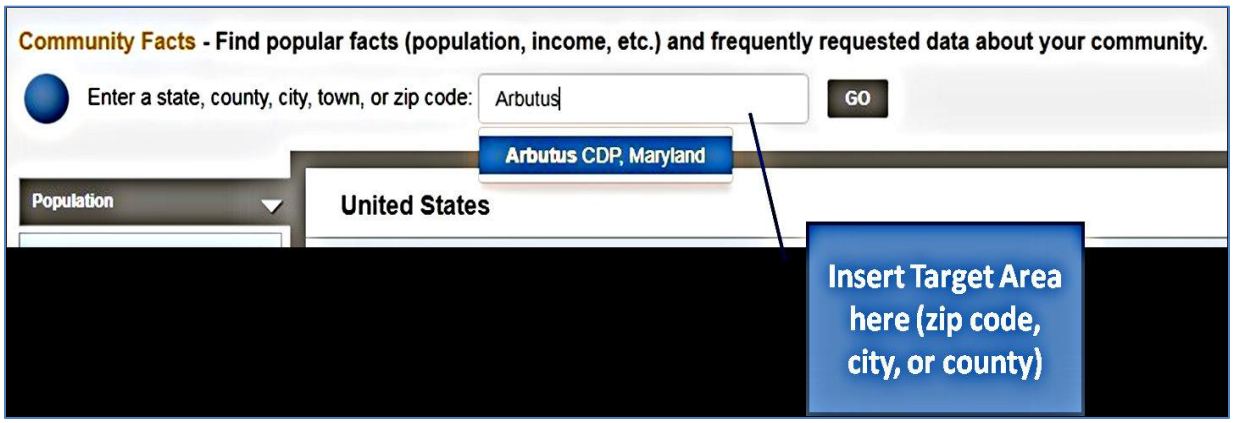
STEP 1: GO TO THE COMMUNITY FACTS TOOL ON THE SITE.

A Google search of **"US Census Community Facts"** or following this link: US CENSUS COMMUNITY FACTS lands you at the right tool for all the info you need: The American FactFinder: Community Facts**.**



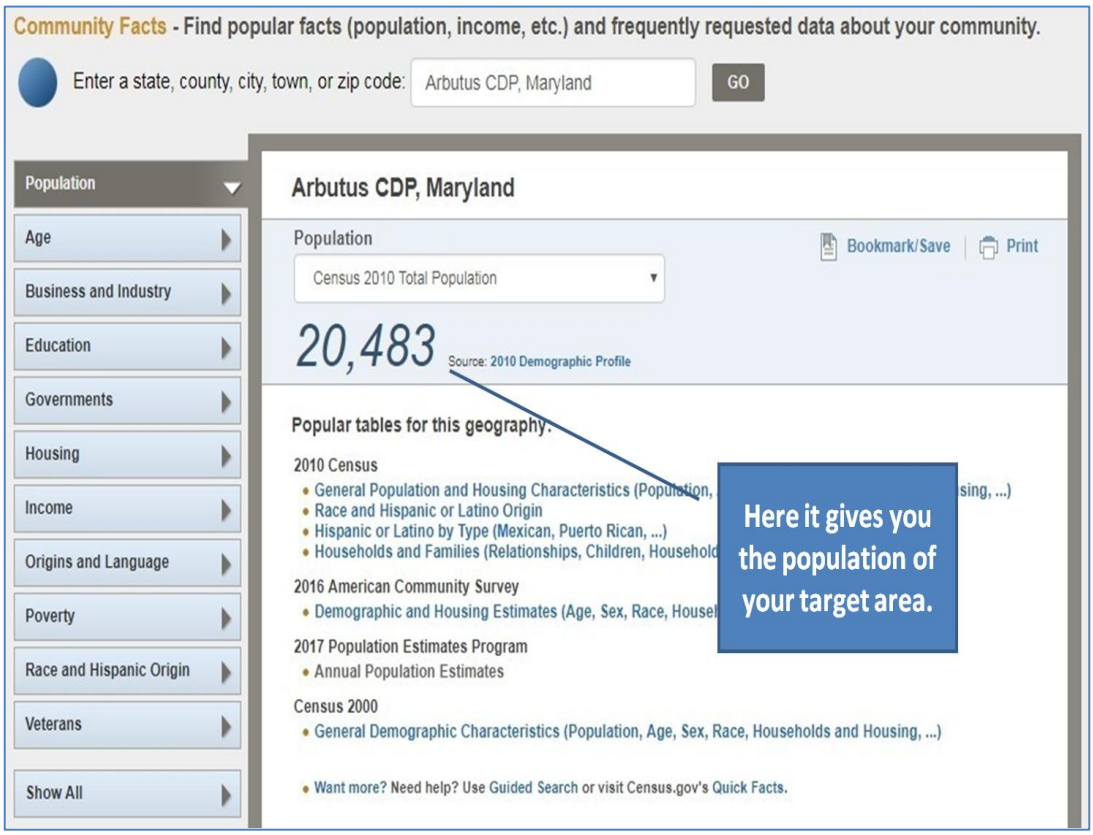
STEP 2: ENTER YOUR TARGET AREA.

For example: We entered **Arbutus MD** and choose from the list that pops up. In this case, only one choice is given, but depending on what you ask, there may be several to choose from.



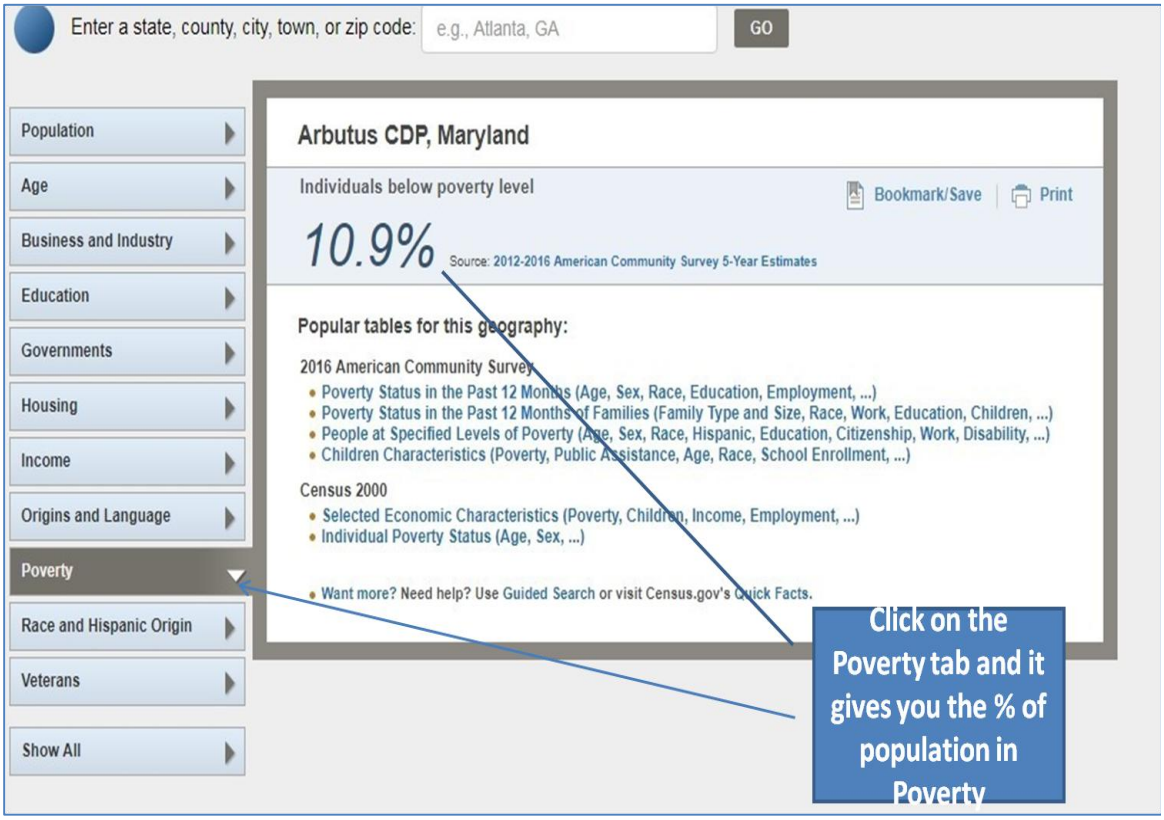
The result screen takes you to the exact screen you need to get the total population in your target area and this is the number to **enter in Line 3 of the tool**.

In our example: 20, 483 people make up the population of Arbutus.



STEP 3: FIND THE % OF TARGET LIVING IN POVERTY.

From this screen, go to the left set of topics and click on "Poverty" tab.



This will take you to a screen that gives you the poverty rate for your target area. This is the number to **enter in Line 4 of the tool.** For our example the poverty rate for Arbutus is 10.9%.

STEP 4: FIND THE % OF PEOPLE THAT ARE LOW INCOME.

From this screen, you click on the very first table link in the center box under the subheading: **American Community Survey.** Click the first link called: **Poverty Status in the past 12 months (Age, Sex, Race…)**.

This brings you to a long table of data sets. Scroll approximately 2/3 down from the top and you will find this data set: **All Individuals with Income Ratio below the Following Poverty Ratios.**

ALL INDIVIDUALS WITH INCOME BELOW THE FOLLOWING POVERTY RATIOS						
50 percent of poverty level	649	+/-250	(X)	(X)	(X)	(X)
125 percent of poverty level	3,084	+/-742	(X)	(X)	(X)	(X)
150 percent of poverty level	3,776	+/-777	(X)	(X)	(X)	(X)
185 percent of poverty level	4,970	+/-851	(X)	(X)	(X)	(X)
200 percent of poverty level	5,686	+/-963	(X)	(X)	(X)	(X)
300 percent of poverty level	9,357	+/-1,036	(X)	(X)	(X)	(X)
400 percent of poverty level	12,093	+/-982	(X)	(X)	(X)	(X)
500 percent of poverty level	15,017	+/-980	(X)	(X)	(X)	(X)

In the middle of this data set is the number of people in your target population that are below 200% of the Poverty Rate; also defined as Low Income.

ALL INDIVIDUALS WITH INCOME BELOW THE FOLLOWING POVERTY RATIOS						
200 percent of poverty level	5,686	+/-963	(X)	(X)	(X)	(X)
300 percent of poverty level	9,357	+/-1,036	(X)	(X)	(X)	(X)

For our example Arbutus, 5,686 people qualify as Low Income. Because this number includes those In Poverty, you need to enter this number in the **Calculation Help Tab 5-A**. This will take the number and calculate the % of Low Income minus the In POVERTY number. Enter that percent into Line 5.

MDA SPAY NEUTER GRANTS PROGRAM

PET ESTIMATION TOOL

This tool is based on the *PetSmart Charities Spay/Neuter Grant Program* tool that calculates *Pets In Poverty*. It has been modified here to include LOW INCOME pets (pets of those people whose income is below 200% of poverty) in a specific target area: zip code, city, or county. Caveat: This estimate is based only on a few parameters and does not take into factors that also influence numbers, such as habitat and demographics. The results should be considered a rough estimate only. Applicants may then wish discuss the results in the space below regarding how this estimate relates to and may be affected by additional data and first hand knowledge of the Target Area.

This tool requires the total number of people in the Target Area; the % of that population that is on or below poverty, and the % of the population that is Low Income but Not including At or below the poverty level. Helpful information as to where to find this information is detailed on the companion document ***Using the Pet***

ASSUMPTIONS:

→In Results Section-Number of Pets: calculation assumes about 4 people for every dog and about 3 people for every cat.

→In Results Section- Number of Unaltered Pets: calculation assumes that 80% of pets in poverty and 20% of other pets are unaltered.

1. ENTER Name of Organization submitting application→	Maryland Cat and Dog Society		
2. ENTER Target Area (City, County or Zip Code) →	Arbutus MD	ENTER NUMBERS↓	
3. ENTER human population number of target area →		20,483	

Steps 4 and 5 require percentages. Some sites will have the percent needed for Line 4. But if you only have a population number use the calculation help line provided to calculate the percent you need. For Line 5, Calculation Help is provided for if you have LOW INCOME information as a percent or as a population number. Use either A or B only. And only use the result from the choice you made.

	4. ENTER % of human population living AT OR BELOW POVERTY threshold →		10.9%	
Calculation Help (if needed)	If you have the number of people living AT OR BELOW the POVERY threshold and need to calculate the % for Step 4 above, enter population number here →		0	0.0 Enter this number ←in #4 above ⮌
	5. ENTER % of human population living at LOW INCOME (below 200% of poverty) TO POVERTY threshold →		16.9%	
Calculation Help: Use Only One and use the result only from that choice (ignore results in unused option)	A-If you have the NUMBER of people living at LOW INCOME to POVERTY threshold and need to calculate the % for Step 5 above, enter population number here →		5,686	16.9% Enter this number ←in #5 above ONLY if you used this step⮌
	OR			OR
	B-If you have the PERCENT of people living at LOW INCOME or below , and you need the percent in poverty removed so you can fill in Step 5, enter that percent here→		0.0	-0.1 Enter this number ←in #5 above ONLY if you used this step ⮌
	% of human population ABOVE LOW INCOME threshold →		83.1%	

RESULTS

RESULTS	DOGS	OWNED CATS
Pets owned by people living on or below POVERTY threshold:	558	744
Pets owned by people on or below LOW INCOME threshold to POVERTY threshold:	865	1,154
Pets owned by people above LOW INCOME threshold:	4,255	5,674
EST. TOTAL PETS IN TARGET AREA:	**5,679**	**7,572**
EST. UNALTERED PETS IN TARGET AREA:	**1,471**	**1,961**
EST. UNALTERED PETS OF LOW INCOME & IN POVERTY IN TARGET AREA:	**620**	**826**

If you feel that this rough estimate calculated does not adequately reflect the actual conditions in your target area, you may discuss it here. You may have additional information to layer over these estimates as to why you feel it is too low or too high. Attach extra pages if needed.

If you are using information from a source that provides a percent of the population that is low income, (such as the Maryland Poverty Profiles document), you will use Calculation Help Tab B instead, and enter that result into Line 5. Once line 3, 4, and 5 of the tool is filled in, it will calculate the estimated numbers you will need to discuss in your application.