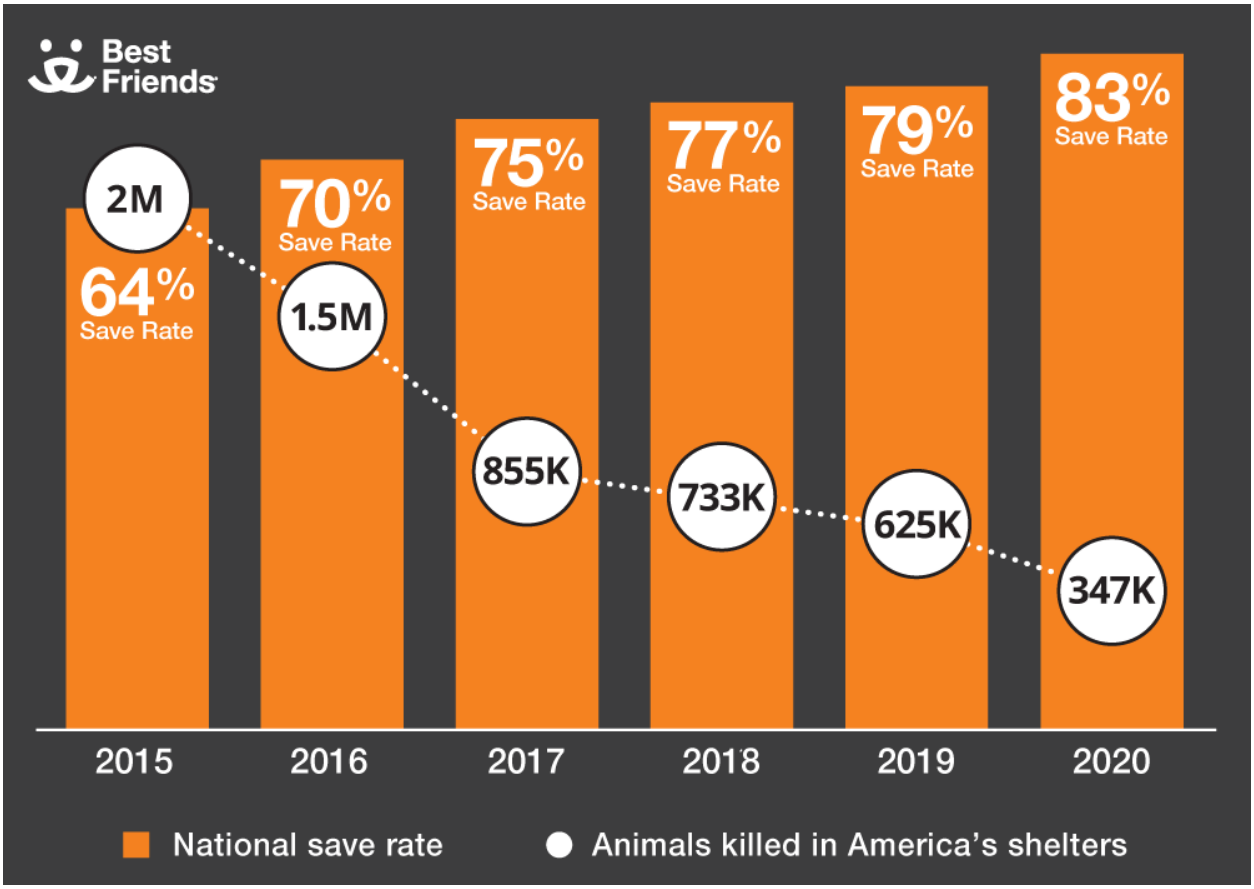
https://bestfriends.org/no-kill-2025/our-impact



This is a bad graphic because it is both misleading and unclear. When paired with the descriptive caption, I assume that Best Friends is trying to use this graphic to persuade people how their collaboration with 1200 animal shelters has saved many animal lives.

The graphic follows the below set of bad rules, as referenced from Wainer's paper:

- Rule 1: Minimize the Data Density
    - There are only 10 relevant data points and to avoid having an empty looking plot, the save rate bar charts take up a lot of space with only 1 save rate per year. It would be more interesting to see the save rates over different seasons of the year which may correspond to adoption trends.
- Rule 5: Graph Data Out of Context
    - We are only looking at the years 2015 to 2020 and not enough context was provided. Note that the Covid epidemic took place from 2019 to 2020 which may have affected how many more pets were adopted and kept due to quarantine policies.
    - There is not a good sense of what kinds of animals are being saved and if this has any effect on the save rate. Perhaps dogs are more popular than cats and Best Friends exclusively works with shelters that have more dogs.
- Rule 10: Label Ambiguously

- There are no scales to refer to on the y-axis and so I can't help but suspect the time series trend line for the number of animals killed.
- It is also unclear whether we should associate the "national save rate" to the "animals killed in America's shelters"
- It is misleading to have the label "Animals killed in America's shelters" when only 1200 animal shelters were involved.

In addition, the graphic violates the following of Tufte's Principles:

1) The save rate percentages are represented by bar charts. However, our brains aren't great at interpreting the relevant size of different heights of the bar. If the bar heights are similar, we can't easily tell which save rate is bigger immediately. It may be that the representation of numbers as physically measured on the surface of the graphic itself isn't directly proportional to the numerical quantities represented.

2) The labeling is unclear and there aren't very many explanations written out on the data on the graphic itself. Important events that may have impacted save rates, such as the Covid epidemic, wasn't labeled.