



America's Biggest Free Pet Adoption Event

## Maddie's<sup>®</sup> Pet Adoption Days 2013 Adopter Survey Summary February 2014

### About Maddie's<sup>®</sup> Pet Adoption Days

Maddie's<sup>®</sup> Pet Adoption Days is the nation's biggest free pet adoption event. Its purpose is to increase awareness of shelter animals, shed light on the tireless efforts of shelters and rescue organizations and find new families for homeless dogs and cats. The adoption event honors the memory of the foundation's namesake, a Miniature Schnauzer named Maddie.

- **Dates:** June 1 - 2, 2013
- **Participating Organizations:** 177
- **Total Adoptions:** 8,432

### About the Survey

The objective of the survey was to obtain information from the adopters who participated in Maddie's<sup>®</sup> Pet Adoption Days about the pet they adopted, the organization they adopted from and the event in general. Only adopters from Bay Area groups who provided email addresses were asked to participate. For those who may have adopted several pets from more than one organization during the event, we asked them to give us feedback on one pet from just one of the participating organizations.

- **Respondents:** 357
- **Represented Organizations:** 71



*"I love how they instantly became a part of the family.  
It feels like they always have been and I can't  
imagine another day without them."*

## Results

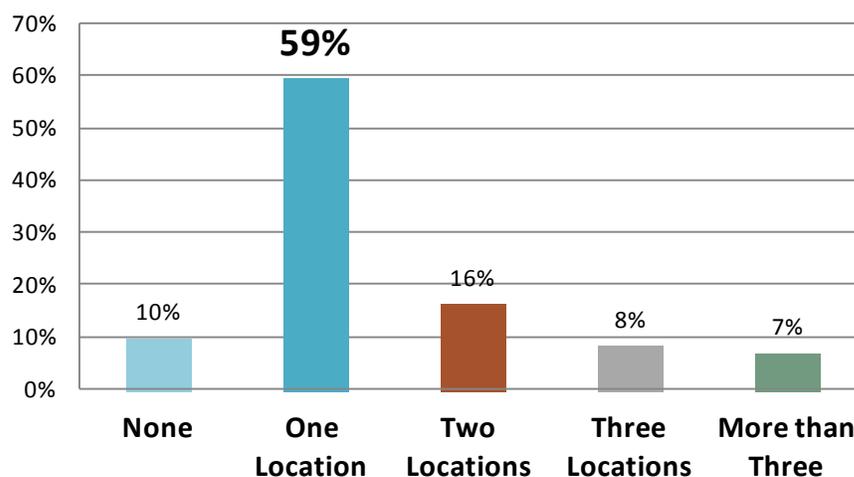
### Online Adoption Searches

- 48% of respondents searched websites looking for a pet that was right for them.
- 29% searched websites for information about the adoption event.
- 30% adopted a pet they saw on a website.
- 39% did not go on-line while searching for a pet.

### Adoption Location Visits

- 59% of adopters found their new pet after visiting only one location.

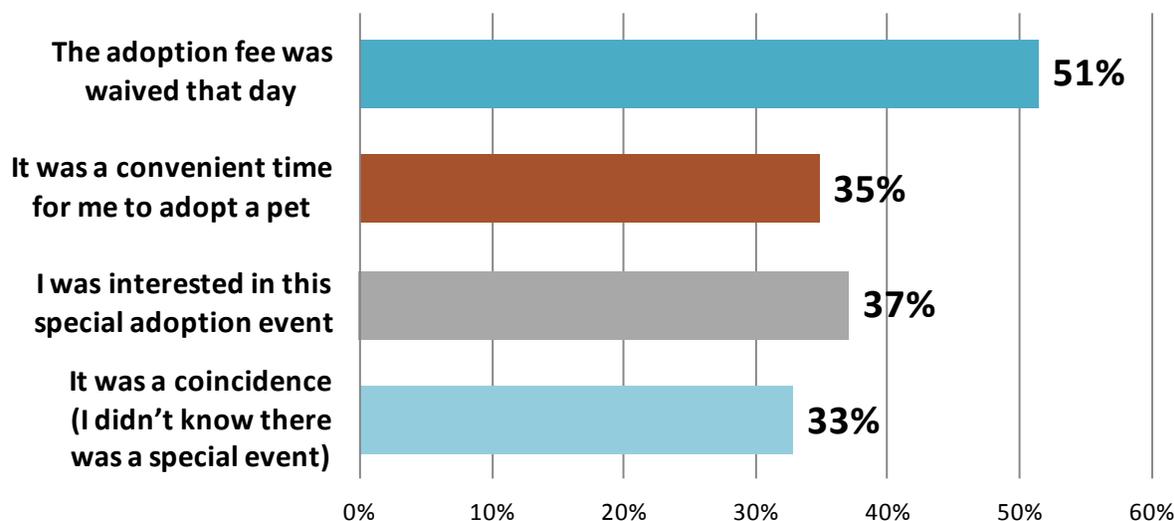
### How many adoption locations did you visit during the June 1 - 2 event while selecting a new pet?



### Reasons for Event Attendance

- 51% of adopters reported they attended the adoption event on June 1 - 2, 2013 as opposed to adopting another time because the adoption fee was waived that day.

### What was the primary reason you went to the adoption event on June 1 - 2, 2013 as opposed to another time? Mark all that apply.

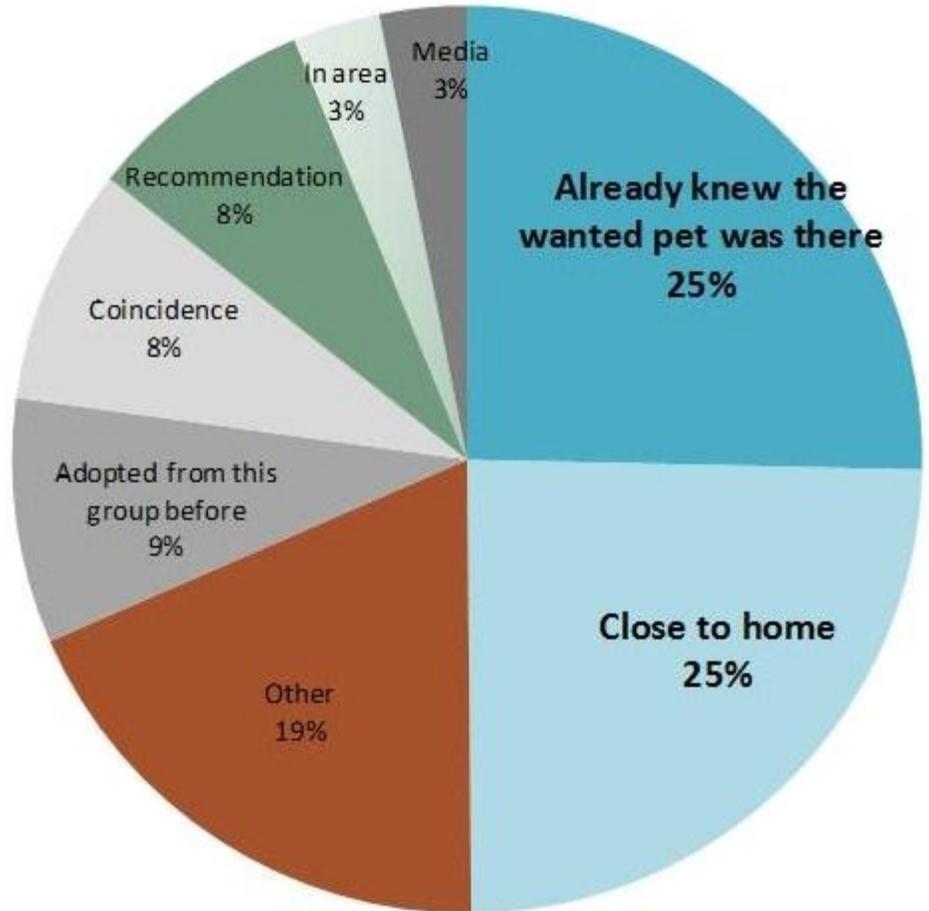


### Reasons for Location Choice

- 25% of respondents reported they chose their adoptive organization – out of the 91 participating organizations in almost 100 locations – because they already knew the pet they wanted was there.
- Another 25% said it was close to their home.



### What was the primary reason you picked that location from which to adopt your pet?



*“I already knew I was ready for another dog and the adoption fee being waived was a great incentive!”*

## The Adoption Experience

- 80% of respondents rated their adoption experience as “outstanding.”

## New Recruits

- 33% of the respondents reported this was their first time ever adopting a pet from a shelter or rescue group.
- 82% of respondents reported this was their first time adopting from that particular organization.

## Retaining Adopters

- 97% of the adopters surveyed said they would return to the same group to adopt another pet in the future.

## Spreading the Word!

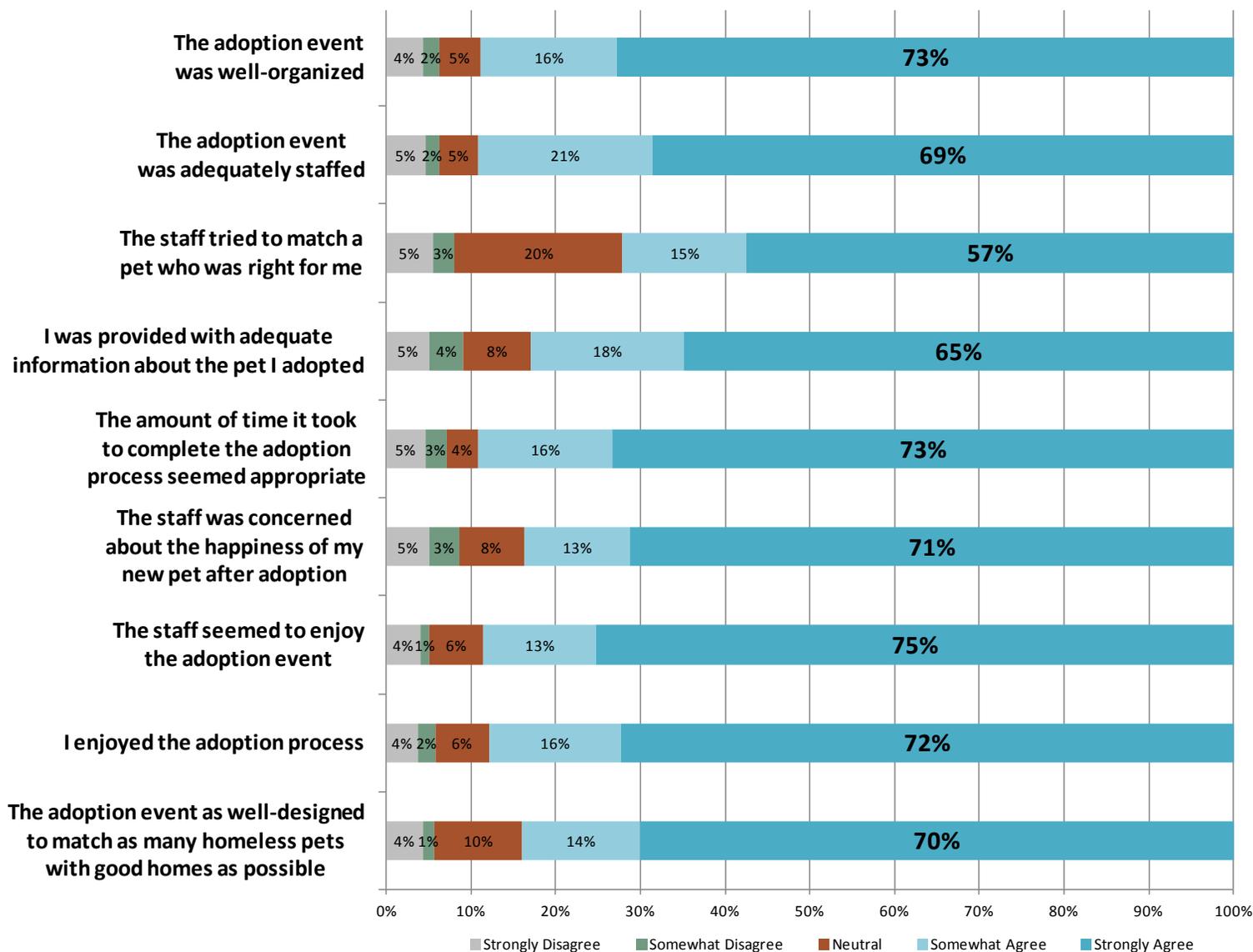
- 99% would recommend adopting a shelter pet to their friends, family, co-workers and neighbors.



*“I would absolutely recommend adopting an animal from a shelter to any responsible person. Because of Maddie’s and being able to adopt, I even started volunteering at my local animal shelter.”*

## Adoption Experience Ratings

Please rate the following statements.



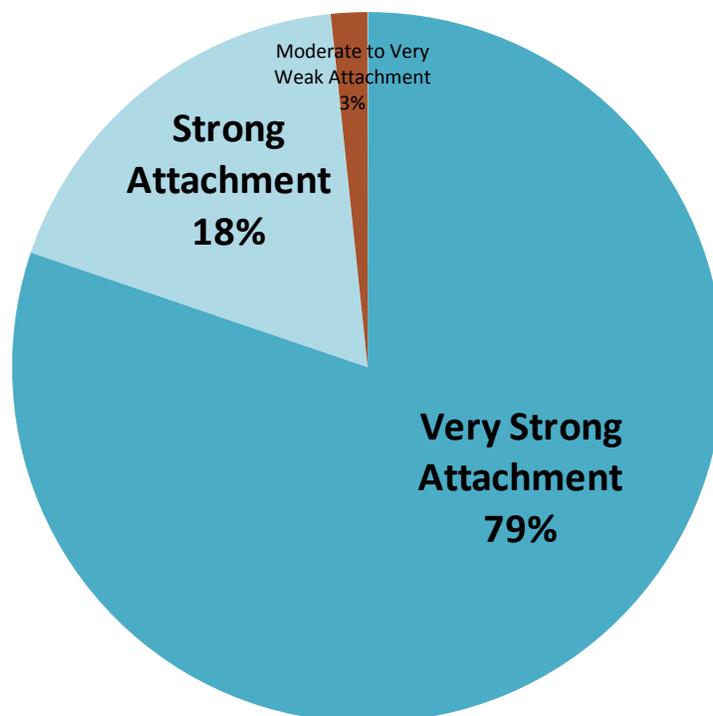
*“I was taken with the level of care and love that all of the people involved showed the pets.”*

## Attachment

- 79% of surveyed adopters indicated that they feel a “very strong attachment” toward their new pet and 18% responded that they feel a “strong attachment.”

## Adjustment

- 98% reported that their pet has adjusted to his or her new home.
- Only 23% have had any problems with their pet since the adoption, and a number of them wrote that the organization they adopted from was very helpful in regards to solving or dealing with the problem.



*“We love everything about him and are so happy that with Maddie’s help we were able to save his life; he has changed our lives forever.”*