



2014 Adopter Survey Summary

May 2015

About Maddie's® Pet Adoption Days

Maddie's® Pet Adoption Days has supported the adoptions of more than 31,000 homeless dogs and cats since the program's inception in 2010. For each pet adopted, Maddie's Fund® gave participating shelters from \$500 to \$2,000. This funding enables the shelters and rescue groups to save and treat more animals throughout the year.

Dates: May 31 – June 1, 2014

Participating Organizations: 200+ in 9 States

Total Adoptions: 16,665

Total Funding: \$13,318,000

About the Survey

In December 2014, Maddie's Fund conducted an online survey that asked adopters who participated in the 2014 Maddie's® Pet Adoption Days Event about the pet they adopted, the organization they adopted from and their event experience. Only adopters 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 about the first pet they adopted.

Respondents: 914

"We named our kitty Maddie, after the Maddie's® Pet Adoption Days. We love her so much and she is an amazing member of our family!"



**Maddie's
Fund**

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2014 Results

Check Out My New Pet(s)

- 85% of respondents adopted one pet during the event, while 15% adopted more than one pet.
- 98% of respondents still have the pet they adopted from the event.

Attachment

- On a scale from 1 to 10 – “not attached at all” to “the same level of attachment as to any family member” - 81% of adopters surveyed reported their attachment level to their new pet as “10;” another 9% reported their attachment level as “9.”

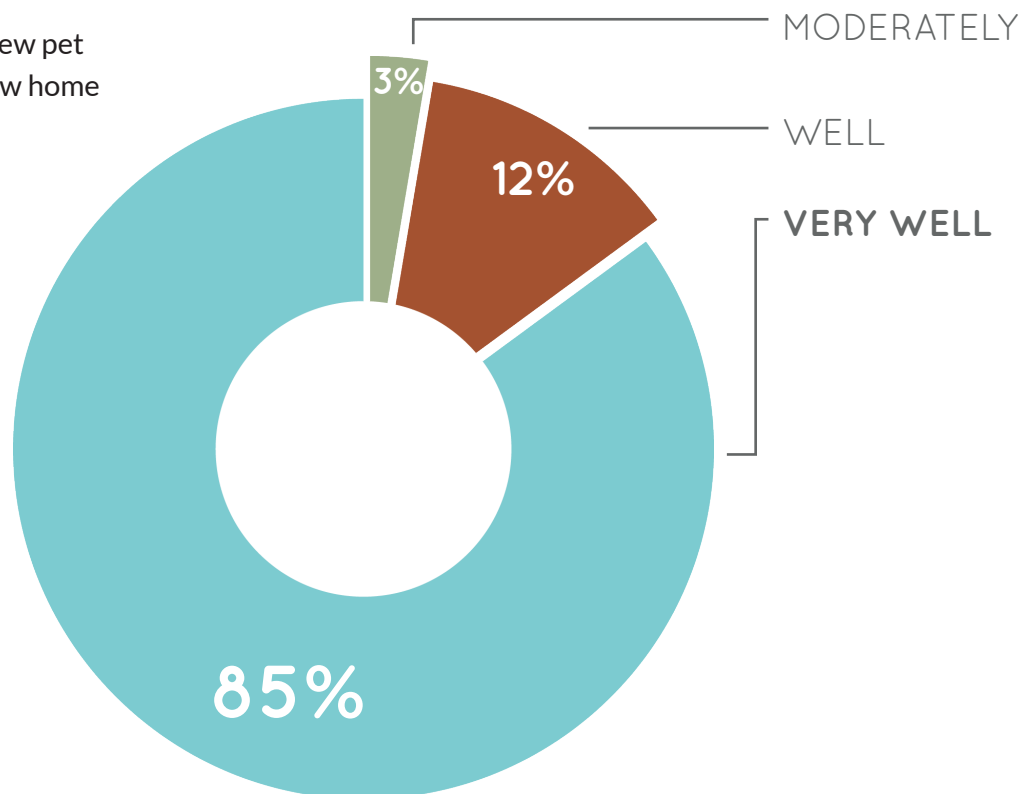
“This dog has truly saved my life. Not even a moment’s hesitation. We bonded together to be an inseparable team. He’s the best friend I ever could’ve hoped for and then some. I’m so grateful to have found him at Maddie’s free adoption day when I did.”



Adjustment

- 85% reported that their new pet has adjusted to his/her new home “very well.”
- An additional 12% reported “well.”

“He was a bit timid at 8 weeks, but he has adapted super well with our older dog & now they are true companions!”



2014 Results

Fee-Waived

- The adoption fee waiver was cited as the most important reason why respondents decided to adopt a pet during Maddie's® Pet Adoption Days event, as opposed to another time.

New Recruits

- 91% of respondents reported that their newly adopted pet was not their first dog or cat; however, 31% reported that this was in fact the first time they had adopted a dog or cat from a shelter or rescue organization!

“He is just the absolute best dog I could have asked for; he was 2 years old, housebroken and had training. Anyone who has met him can’t believe I got him out of the shelter.”

Is this your first dog or cat?	9% : YES	91% : NO
Is this the first time you have adopted a dog or cat from a shelter or rescue?	31% : YES	69% : NO
Would you adopt a dog or cat from a shelter or rescue organization again?	4% : NO	96% : YES
Would you recommend adopting a shelter or rescue pet to your friends, family, coworkers or neighbors?	2% : NO	98% : YES

Retaining Adopters

- 96% stated that they would adopt a dog or cat from a shelter or rescue organization again.

“By far the best decision I have ever made, and I can’t wait to adopt another one in the future!”

Building Champions

- 98% would recommend adopting a shelter or rescue pet to their friends, family, co-workers or neighbors!

“[The rescue] was amazing and I send my friends to them now. Great staff and they truly love the animals.”

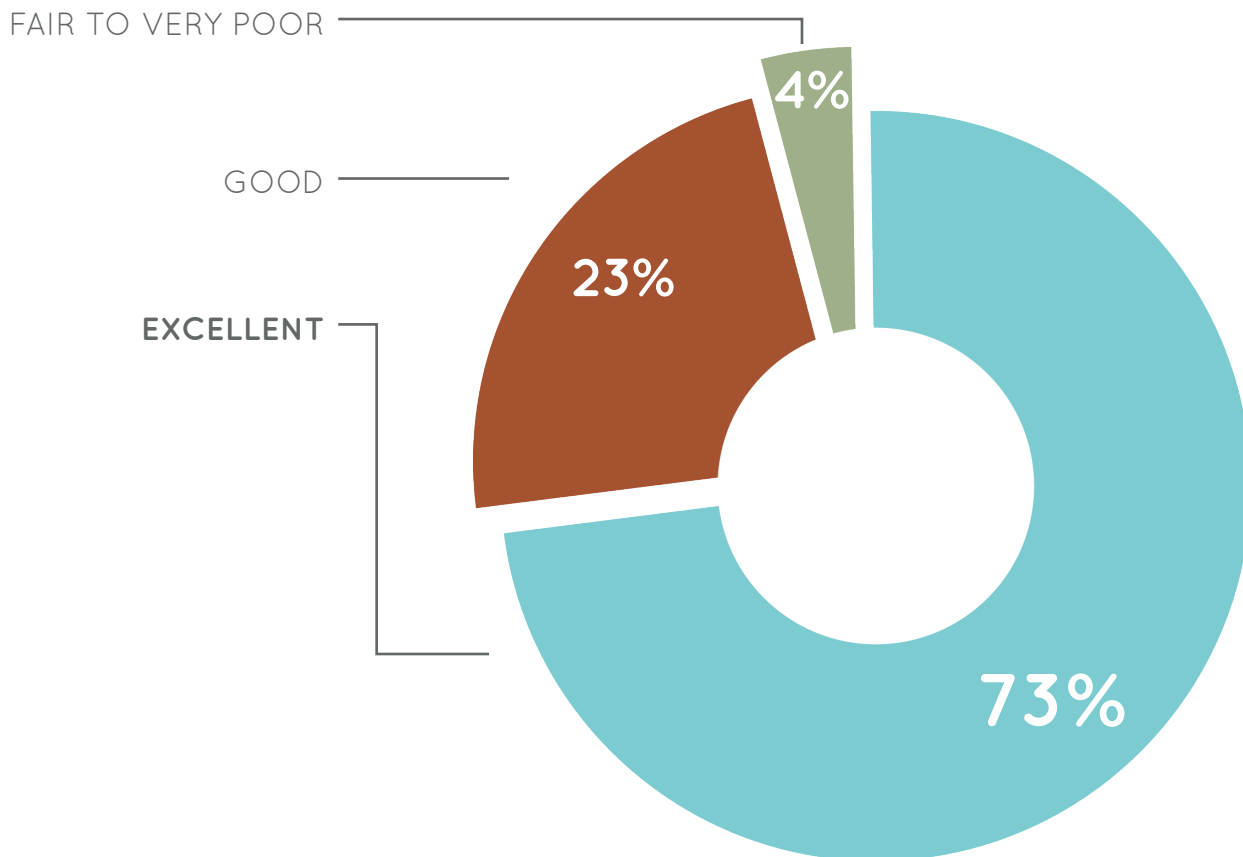


2014 Results

The Adoption Experience

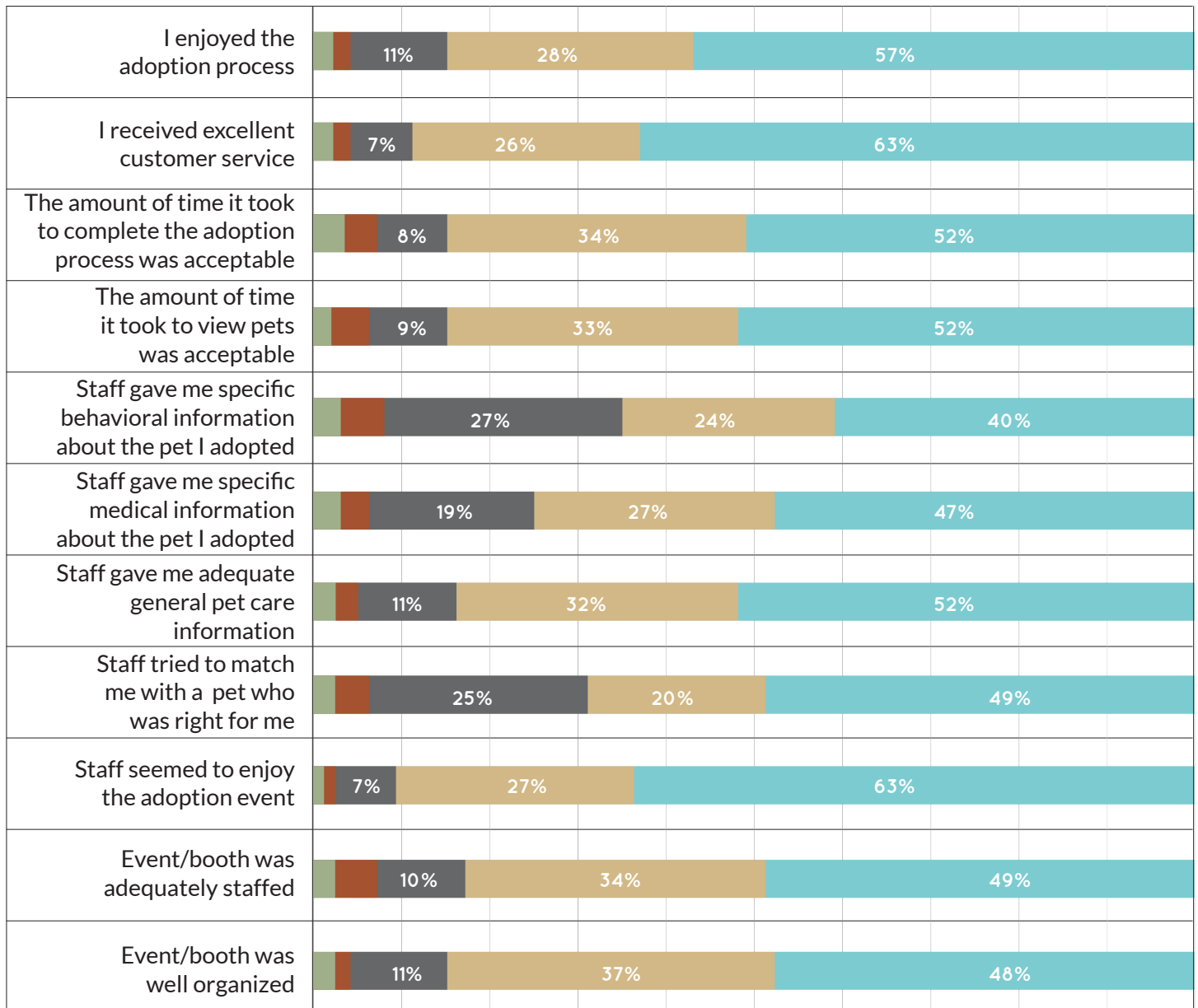
- 73% of respondents rated their overall adoption experience as “excellent.”
- 23% of respondents rated their overall adoption experience as “good.”

“I wish I had adopted two cats instead of one because the experience was the best I’d ever had and we absolutely love our cat!”



2014 Results

The Adoption Experience continued



2014 Results

Adoption Follow-Up

- 66% of adopters surveyed received a follow-up phone call or email from the shelter or rescue organization after the adoption was completed.
- Of those who have contacted the adoption agency for post-adoption assistance, 90% reported that the organization was either “very helpful” (72%) or “helpful” (18%).



“It went very smoothly and the staff was excellent, caring and responsive to my needs as to the best fit for our family.”



“This experience exceeded my expectations and set such a lovely tone for my transition to new pets, after having loved two other cats for 18+ years, from kitten hood through their elder years.”



“It was easy and the staff were eager to find the animals a good home. We were very lucky to have found Margot. She’s incredibly smart and full of energy.”

