Methodology

• 48 recent pet adopters recruited to complete a six-week online study
  
• 32 dog adopters and 16 cat adopters participated in the study
  - 22 respondents adopted from rescue organizations and 26 adopted from shelters
  
• Respondents completed 6 online activities and an ongoing diary
  - Respondents submitted 1,200+ individual diary entries over the course of the study

Dichotomy of emotions
**The Emotional Roller Coaster - CAT**

"Today was good... we locked him in the bedroom by accident. We came home about 3 hours later, and to my great excitement, he did not use our beds for anything other than sleeping. No mess! That definitely made my day!"

"Not a good day... found out he peed on the mattress. I did not have positive feelings toward my cat at that moment."

**The Emotional Roller Coaster - DOG**

"This is my second entry today. I am so sick of having a dog that is NOT POTTY TRAINED!!!! We have had 2 huge piles of poop today."

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**Emotions Effect Confidence**

"We could see progress... like what we have been doing is actually sinking in a little..."

"We are still learning and improving... so it's just a matter of time before all the kinks are worked out."

"Knowledge? Obviously I know nothing. Nothing is working... I wished I would have waited and shopped around more."

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Roller Coaster results in high points...

Assimilation

“Zippy really showed that she was warming up to our son. She sat in the chair with him most of the day and followed him around as he went through the house.”

Obedience

“She did everything right today so far :) she went the bathroom outside and when I had to leave her in my room for an hour she didn’t cut her nose! She is being normal and cuddly and she seems to be coming when I call her name really well. I am loving her more and more each day.”
**Roller Coaster results in high points...**

"I love waking up and seeing her face and all she does is meow because she missed us overnight. She’s doing good adjusting and absolutely loves her room. Makes me feel good inside that we could give her this type of home."

**Roller Coaster results in high points...**

"We recently discovered that she loves feet!"

**Roller Coaster also brings Lows...**

"I feel less optimistic today about the progress I've made with house training her. She has started peeing on the floor again instead of using her pad or going outside. I had thought that was behind us."

"My emotions were not very good today. She was really badly behaved this morning. I felt like I had no control and she completely ignored us and kept biting us and jumping up on the couch. I had to put her outside twice in a matter of minutes."
Knowledge high points in respondent diaries were content analyzed and grouped into categories. These three categories were the most consistently mentioned high points across both dog and cat adopters.

What Do We Do? - We Boost Confidence Of New Owners

Custom Content to Welcome a New Pet Home