



**PURINA**

*The Adoption Journey:  
Understanding the Joys and Challenges  
of Recent Adopters' Experience  
Post-Adoption*

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Treat Smarter. Care Smarter.

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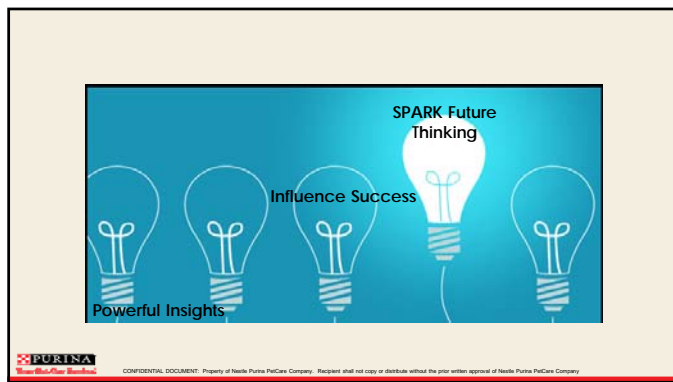
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**SPARK Future Thinking**

**Influence Success**

**Powerful Insights**

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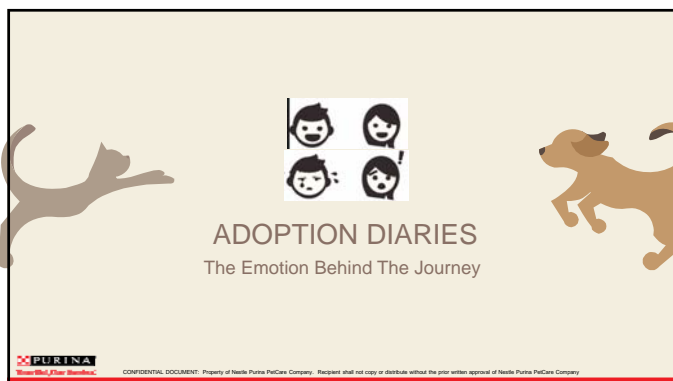
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**ADOPTION DIARIES**  
The Emotion Behind The Journey

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### 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



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### Dichotomy of emotions



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**The Emotional Roller Coaster - CAT**




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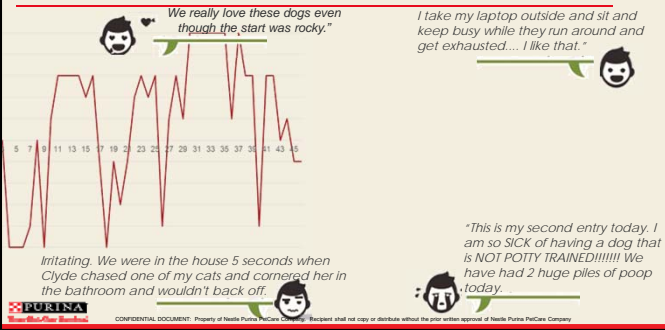
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**The Emotional Roller Coaster - DOG**




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**Emotions Effect Confidence**




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

Four major categories of emotional high points for adopters.



Assimilation



Obedience



LOVE



Discovery

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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."*



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



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."*



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



LOVE

*" 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."*



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



Discovery

*"We recently discovered that she loves feet!"*



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



Training Issues

Behavioral Issues



*"I feel less optimistic today about the progress I've made with houstraining 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 pretty 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."*



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



Experience



Understanding



Results

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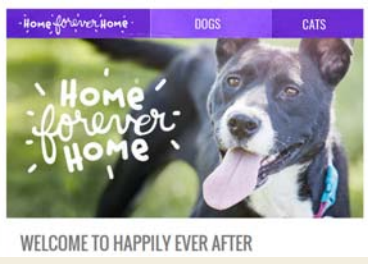
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### Custom Content to Welcome a New Pet Home



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### Correcting Your Cat's Bad Habits



**Jumping on counters. Lying on freshly-washed laundry. Sometimes, soiling your carpets. Avoiding some other pros.** Although helpful, habits. Some of these are just in their nature, but with the right approach, you may be able to redirect your cat's energy to develop better habits you both enjoy.

[READ MORE](#)

### Master the Basics of Litter Box Training



**As your cat settles in to her new environment, make the transition as stress-free (and make that, as possible by making it easy to find and use the litter box. From set up to placement to maintenance, avoid errors that will help you both live at ease and enjoy the best of both worlds.**

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