

Comcast publishes results of pet-adoption trends survey

By [Jacques Von Lunen, Special to The Oregon...](#)

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Philadelphia -- Comcast announced the findings of its annual animal-shelter survey today. Among its cable-TV offerings, the company airs [Pet Adoptions On Demand](#), where viewers can access video profiles of adoptable animals in local shelters with a click of their remote. Comcast surveyed directors of participating shelters in 25 cities to find overall trends in adoption, particularly around the holiday season.

Not surprisingly, the recession has been found to have affected adoption rates; it also tightened standards of shelters on who gets to take home animals.

- Shelters are making sure potential adopters have the means to care for animals. Half of shelters said they exercise higher standards when it comes to approving adoptions during the holiday season, due to the on-going recession.
- Shelters are hit hard in two ways: more supply, less demand. Nearly all of the shelters had seen a higher intake of animals; two-thirds reported a drop in adoptions.
- Fewer people are adopting this holiday season. Nearly two-thirds of shelters saw holiday adoptions decrease by 20 percent.
- Felines didn't cash in their lower upkeep. Although they're the less expensive pet of the two, cats are still harder to place than dogs, said nearly all of the shelters.
- Factors shelters reportedly look for in adopters are: lifelong commitment to pet care (44 percent), followed by responsibility and lifestyle match (both 28 percent).
- People don't just want the cute baby animals: 60 percent of animals placed were adults, 40 percent puppies or kittens.
- Best predictor of who's going to adopt? Previous experience. Three-quarters of people who adopt have taken home shelter animals before.
- Mommy knows best: A little over half of all adoptions are a family decision, moms alone decide just over a third, and kids and dads both get to have a say about 5 percent of the time.

Comcast Pet Adoptions On Demand airs up to 30 profiles of adoptable animals every month in 27 cities. The short videos include each animal's name, tag number, history and temperament. The series has profiled more than 17,000 dogs and cats at shelters nationwide.

You can view the channel by going to the OnDemand menu, selecting "Get Local," then "Pet Adoptions."

[Jacques Von Lunen](#)