

Hopeful Adoptive Parents

Initial Re

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Filter By: Report Subgroup

1. Where are you in the adoption process?

#	Answer	Response	%
1	I/We are hoping to adopt a baby and actively searching	47	100%
2	I/We have adopted a baby through private domestic adoption WITHIN the past five years	0	0%
3	I/We have adopted a baby through private domestic adoption MORE THAN five years ago	0	0%
Total		47	100%

Statistic	Value
Min Value	1
Max Value	1
Mean	1.00
Variance	0.00
Standard Deviation	0.00
Total Responses	47

2. Please write in what year your baby was born (e.g. 2007)

Text Response

Statistic	Value
Total Responses	0

3. Are you working or did you work with: (indicate all that apply)

#	Answer	Response	%
1	An adoption attorney	20	67%
2	An adoption agency	16	53%
3	A facilitator	2	7%

Statistic	Value
Min Value	1
Max Value	3
Total Responses	30

4. How long did it take you from the time you were home study approved until the time your baby was born?

#	Answer	Response	%
1	Less than 6 months	2	6%
2	6 months to one year	0	0%
3	One year to two years	0	0%
4	Two years to three years	0	0%
5	More than three years	0	0%
6	I'm still in the process of adopting	30	94%
	Total	32	100%

Statistic	Value
Min Value	1
Max Value	6
Mean	5.69
Variance	1.51
Standard Deviation	1.23
Total Responses	32

5. If you have successfully adopted, how were you matched with your baby?

#	Answer	Response	%
1	A print newspaper ad	0	0%
2	Networking	0	0%
3	Via the Internet	0	0%
4	Through an attorney	0	0%
5	Through a facilitator	0	0%
6	Through an agency	0	0%
7	Other	0	0%
	Total	0	0%

Other

Statistic	Value
Min Value	-
Max Value	-
Mean	0.00
Variance	0.00
Standard Deviation	0.00
Total Responses	0

6. When advertising in print, please indicate all types of print media you advertising in/advertised in:

#	Answer	Response	%
1	Daily Newspapers	11	61%
2	Free weekly papers (Thrifty Nickels, penny savers, etc)	8	44%
4	Other	7	39%
3	Nationwide magazines	1	6%

Other

none

None

we are not allowed to advertise in our Canadian province

Blog, Facebook

Statistic	Value
Min Value	1
Max Value	4
Total Responses	18

7. When promoting your wish to adopt via the Internet, what methods did you use or are you using? Please indicate all that apply.

#	Answer	Response	%
7	Created a Facebook page just for adoption	19	66%
1	Created an adoption website	18	62%
2	Signed up for online adoption sites where hopeful adoptive parents link to their website (e.g. Adoptimist.com)	15	52%
6	Used Facebook Ads	13	45%
8	Posted my/our desire to adopt on Internet groups or forums	11	38%
3	Posted ads in Craigslist or other free classifieds sites	9	31%
10	Used Twitter	8	28%
4	Set up a Google AdWords campaign	8	28%
9	Blogged about my/our wish to adopt	8	28%
12	Other	6	21%
11	Search Engine Optimization (SEO)	5	17%
5	Created a video and posted it on YouTube	3	10%

Other
none
tumblr, Instagram, google+, Pinterest
The agency we are with posted our letter to the birthmother on their website
Pinterest

Statistic	Value
Min Value	1
Max Value	12
Total Responses	29

8. How much was/is your MONTHLY budget for advertising? (this includes all advertising-print, online, etc.)

#	Answer	Response	%
1	\$0-500 per month	21	72%
3	\$1,001-\$1,500 per month	4	14%
2	\$501-\$1,000 per month	3	10%
4	\$1,501 to \$2,500 per month	1	3%
5	More than \$2,501 per month	0	0%
	Total	29	100%

Statistic	Value
Min Value	1
Max Value	4
Mean	1.48
Variance	0.76
Standard Deviation	0.87
Total Responses	29

9. How was/is your advertising money being spent? What percent of your total budget was spent on Internet/Social Media and what percent was spent on print ads? (Please be sure the total adds up to 100%)

#	Answer	Min Value	Max Value	Average Value	Standard Deviation	Responses
1	Internet/Social Media	10.00	100.00	60.15	34.29	13
2	Print ads	0.00	100.00	47.82	33.69	11

10. Where did you receive THE MOST contacts from regarding potential situations?

#	Answer	Response	%
6	Through your adoption agency	10	36%
1	Internet/Social Media	8	29%
3	Through networking	4	14%
2	Print ads	3	11%
4	Through your attorney	2	7%
5	Through your facilitator	1	4%
	Total	28	100%

Statistic	Value
Min Value	1
Max Value	6
Mean	3.54
Variance	4.55
Standard Deviation	2.13
Total Responses	28

11. Please share any comments you wish to. I would love to hear anything you are willing to share about your adoption experience in the hopes of this data helping others in the process now. I'm particularly interested in how you used the Internet, Social Media and print advertising during the adoption process.

Text Response

we are not advertising at al, we are waiting for our names on the list to come up and hopefully get a phone call/ we are also foster parents so will most likely adopt a foster child
Still chugging along. Hopefully, soon!

I received the most website hits from www.patch.com so far but I'm pretty new to all of this.
Good luck

Thanks, Joanne! We are still trying to figure this process out as we go. It's so hard to assess what works best, but hopefully your research will help take some of the mystery out of it. We have used Parent Profiles, Adoptimist and created both a website and a facebook page. All of our small advertising budget is spent on Parent Profiles. We have received 4 contacts through Parent Profiles. We have used both print and electronic pass along cards to try to draw traffic to our website. I have found that aside from trying to sort out scammers from legitimate contacts, the biggest hurdle has been trying to convince friends and family members to share our information with others. They are all eager to like our statuses, but not so willing to share them. We have had a lot of interest by joining the yahoo group Special Angels Adoption. They work to help place special needs babies and they do all of their contacts through the private yahoo group.

When we started the adoption process, we were working with an agency that focused nearly 100% on placements through the county; children that were removed from their homes. However, we received a call one day informing us that there was a newborn at the hospital whose mother didn't have an adoption plan and asking if we would be interested in adopting this child. We met the birthmother. She seemed great & resolved with her decision. Several days later we brought the baby home with us to learn several days after that the birthfather wished to raise her. Beacause of this experience, we've shyed away from doing any outreach outside of a professional agency. I would have too much fear that we'd experience disappointment and pain again. We value the layer of cushion the counselor provides & haven't set up a website of our own.

It's clear from your survey you are targeting PRIVATE adoption process. Families going through the foster care system would not really be able to answer any of these questions as they basically don't apply. There are many avenues to adopting; even domestically.
our facilitator doesn't tell us if someone is interested until they want to talk. I don't know how much interest we had through them. We are currently matched through our facilitator and we have to use an agency to pay her expenses. We had three non-serious contacts and one serious contact through our family/ friends networking and our adoption cards
Just created a Facebook adoption page in sept. But haven't received any connections thus far. I did drop off a copy of our profile at my gynecologists office, but no connections yet.

Statistic	Value
Total Responses	9