

Survey results to hopeful adoptive parents

Initial Re

Last Modified: 05/09/2014

1. Where are you in the adoption process?

#	Answer	Response	%
1	I/We are hoping to adopt a baby and actively searching	47	30%
2	I/We have adopted a baby through private domestic adoption WITHIN the past five years	85	53%
3	I/We have adopted a baby through private domestic adoption MORE THAN five years ago	27	17%
Total		159	100%

Statistic	Value
Min Value	1
Max Value	3
Mean	1.87
Variance	0.45
Standard Deviation	0.67
Total Responses	159

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

Text Response

2010

2011

2014

2011

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Statistic	Value
Total Responses	92

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

#	Answer	Response	%
1	An adoption attorney	82	67%
2	An adoption agency	61	50%
3	A facilitator	13	11%

Statistic	Value
Min Value	1
Max Value	3
Total Responses	123

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	33	26%
2	6 months to one year	29	23%
3	One year to two years	20	16%
4	Two years to three years	10	8%
5	More than three years	3	2%
6	I'm still in the process of adopting	30	24%
	Total	125	100%

Statistic	Value
Min Value	1
Max Value	6
Mean	3.09
Variance	3.65
Standard Deviation	1.91
Total Responses	125

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

#	Answer	Response	%
1	A print newspaper ad	10	12%
2	Networking	9	11%
3	Via the Internet	16	19%
4	Through an attorney	8	10%
5	Through a facilitator	2	2%
6	Through an agency	28	34%
7	Other	10	12%
	Total	83	100%

Other

An online newspaper ad
 cafemom.com chat room
 Pass along situation from another couple
 Kinship adoption
 newspaper ad online
 Through a friend.
 started as an open adoption, we knew the birth mother
 We knew the birth family
 both a newspaper ad and a periodical ad

Statistic	Value
Min Value	1
Max Value	7
Mean	4.29
Variance	4.13
Standard Deviation	2.03
Total Responses	83

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

#	Answer	Response	%
1	Daily Newspapers	41	67%
2	Free weekly papers (Thrifty Nickels, penny savers, etc)	38	62%
4	Other	20	33%
3	Nationwide magazines	7	11%

Other
only profile through agency
none
none
Parent profiles online
None
Billboard
none
we are not allowed to advertise in our Canadian province
none
phone books
Agency website
N/a
none
Blog, Facebook
We didn't advertise
Business cards

Statistic	Value
Min Value	1
Max Value	4
Total Responses	61

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	%
1	Created an adoption website	55	55%
2	Signed up for online adoption sites where hopeful adoptive parents link to their website (e.g. Adoptimist.com)	50	50%
7	Created a Facebook page just for adoption	41	41%
8	Posted my/our desire to adopt on Internet groups or forums	32	32%
3	Posted ads in Craigslist or other free classifieds sites	28	28%
9	Blogged about my/our wish to adopt	26	26%
12	Other	24	24%
6	Used Facebook Ads	21	21%
4	Set up a Google AdWords campaign	17	17%
10	Used Twitter	15	15%
11	Search Engine Optimization (SEO)	11	11%
5	Created a video and posted it on YouTube	8	8%

Other
only profile with agency
did not promote
were listed on adoption agency website
none
Let friends& family know through Facebook.
tumblr, Instagram, google+, Pinterest
Just print
The agency we are with posted our letter to the birthmother on their website
none
NONE
We adopted 15+ years ago, so internet was not yet really being used.
word of mouth
Letter to friends
Our adoption efforts took place in 1998... did not use Internet
Agency website profile book
none
Pinterest
Networked through family and friends
Places profile on attorney's website
Our profile was on our agency's site

Statistic	Value
Min Value	1
Max Value	12
Total Responses	100

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

#	Answer	Response	%
1	\$0-500 per month	70	69%
2	\$501-\$1,000 per month	14	14%
3	\$1,001-\$1,500 per month	10	10%
4	\$1,501 to \$2,500 per month	4	4%
5	More than \$2,501 per month	3	3%
	Total	101	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	1.57
Variance	1.05
Standard Deviation	1.02
Total Responses	101

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	0.00	100.00	42.67	38.66	52
2	Print ads	0.00	100.00	55.56	36.88	50

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

#	Answer	Response	%
6	Through your adoption agency	40	36%
1	Internet/Social Media	26	23%
2	Print ads	19	17%
3	Through networking	10	9%
4	Through your attorney	8	7%
5	Through your facilitator	8	7%
	Total	111	100%

Statistic	Value
Min Value	1
Max Value	6
Mean	3.66
Variance	4.32
Standard Deviation	2.08
Total Responses	111

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

I am sorry, this may not be very helpful as we only worked with our agency and did not use any other form of advertising for our adoption. Best of luck with your survey!

Our 2011 adoption was more quiet (we really didn't tell the general public that we were considering) and we used the Internet to pursue possible situations and reach out to agencies/attorneys. We did not advertise online. We also adopted in 2003, which was prior to the social media frenzy. During 2002/2003 we DID post a website (free) indicating our desire to adopt and did a LOT of research online. In addition, agencies and opportunities were pursued using the Internet at that time.

We were contacted twice in a month by only using our Facebook and Craigslist. The first brought us our son. The second was passed along and should be born any day

I find advertising for expectant parents to be distasteful at best and offensive/unethical at worst. We did no advertising on our own for this reason and relied on the agency to match us with expectant parents who were well informed about their options and receiving noncoercive counseling and resources.

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

We live in Ohio and are unable to advertise, so no money was spent on advertising.

I made post cards and mailed them to planned parenthoods and pregnancy help centers. I had a car magnet made and tshirts for my family. I received many prospective answers from parent profiles and matched with one. Our adoption was facilitated out of lifetime adoption California and I would not use a facilitator again. You have to hire your own attorney anyway. Now that we've adopted we occasionally receive referrals of sorts from people who know birth parents wanting to know if we're interested in adopting.

the internet wasn't a factor when we were adopting. when we tried again a second time 3 years later, it was a big factor, and made the process much more difficult. We were not succesful the second time around.

Our daughter's birthmother found our ad in a local daily paper and she was born a little over three weeks later. We had 23 contacts from potential birthmothers in total, only 6 of those 23 were from print ads, in spite of spending \$1300 or so a month on print ads. Most contacts were via the internet.

We started out placing many ads in newspapers but toward the end we did more social networking.

Ours was an out of the ordinary experience. We advertised only on social media and adoption internet groups and sites. Our contact came from Craigslist. I only advertised in about 8-10 states over the coarse of about 6 weeks and we got the "hit" we needed. The call came in on a Friday from the aunt of a 14 year old girl who they just discovered had been hiding a pregnancy and was already about 36 weeks along. They were taking her to the doctor the next day (Saturday) to find out more and asked that we call them back that next day when they got home from doctor so they could fill us in and plan to meet with us and talk to our attorney. The girl gave birth that Friday night and we were in their state by Monday, met them on Tuesday and took the baby home from the hospital (to a hotel for four days). The rest is history.....he's perfect, all court work is complete now and he's a happy 8 month old baby that we adore!

Still chugging along. Hopefully, soon!

We sent out letters to OB-GYNs. That is eventually how we met my son's birthfamily
I received the most website hits from www.patch.com so far but I'm pretty new to all of this.
Good luck

I found that the large majority of the phone calls I received throughout the process came from Internet exposure. Many people mentioned finding us after typing something into Google, so I believe our Google Adwords campaign was very effective.

Print advertising is hit or miss. Thinking out of the box is clearly the way to go. We tried a billboard and although it was expensive (\$2,500) for one month, it yielded us the greatest number of impressions and got us PR coverage and made our phone ring.

We did not feel comfortable with pursuing our adoption via the internet or social media at that time- we relied solely on the adoption agency we worked with to find us potential matches. We were uncomfortable with potential scams via the internet and appreciated the handling by our agency. We did have one failed match prior to our son coming to us even through the agency. But we felt that process was more to our comfort level at that time.

Sorry Joann I don't remember how much was on print ads and how much on the internet. I personally think you have to do everything put your self out there and it will happen. Having you helped me immensely because you took the stress out of advertising and you were a good listener. I would never of been able to organize everything you did. I hope you and your family are doing great and maybe someday we will meet.

I am single so I don't know if that played a role or not but of the few calls/contacts I got as a result of internet/social media most were scams or people specifically looking for money in exchange

I posted a link to my website and asked Facebook friends to share. I had ads posted weekly from May through September. My birth mom did a google search for adoption/New York and found my website.

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. When we started the process in 2006, we explicitly did not want to involve social media because we thought it treated children as commodities. We were offended by what we saw as "one-upmanship" in prospective adoptive parent profiles. We remain concerned about the greater potential for unethical conduct online. That said, we've encouraged our agency to have a greater presence in social media to promote education and support of all members of the adoption triad.

With my domestic adoption I did NOT use internet, social media or print advertising to SELL myself or my husband. Neither did we during the time of our international adoption. Yes, there are fees for home studies, fingerprinting, forms for travel, etc; but not to sell ones-self or buy a match thru networking for the child. Each family's (couple) and child takes a different amount of time. The wait is stressful at best. But waiting to get pregnant & birth of a child takes time, a differing amount of time for each family & each child. Either born under the Mother's heart or from within the Mother's heart each child is a gift from God; and is placed in the Mother's arms in precisely the perfect time. 4/16/2014: Barbara L Lyman, Mother & Wife of 4: one gift born from under my heart, one gift shared, one gift from within my heart placed in my arms as an infant in WA, one gift from within my heart placed in my arms at almost 11 years old in Fuzhou, Fujian Province, PRC. Thanks Be To God!

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.

We did not advertise, nor did we network. We did sign up with several referral services. We ended up adopting through a situation I found online with a local facilitator. We used an attorney in the expectant mom's home state.

We made our match through Facebook! I made a Facebook page (adopting in Seattle) and advertised targeting mostly local females between 18 and 42. Our birth moms sister saw the page (I think she was targeted after a friend of hers liked the page) and she told her sister about us. Five weeks after contacting us we brought home a little girl!

I found out about the situation that led to the adoption of our daughter through a friend, but the situation/case was through an adoption attorney who had recently decided to become/create an adoption agency.

When I chose to use adoption websites to advertise I made sure to select the additional options they had. For example if you paid a little more they would put my ad on the front page or in the banner. I found even with spending that little bit more it still was less expensive then the paper ads and you were more in the spot light when there were SO many hopeful adoptive parents to choose from. We also chose to have someone make our website for us and I think it was important to have a strong website. It was the easiest tool to advertise with. And it's SO important the website tells your story and shows who you truly are. One last thing...many people had told us most birth mothers use printed ads because they couldn't afford the internet. Our birth mother didn't pay a single bill including heat for herself when it was ridiculously cold outside however her cable/internet /phone bill was paid every month. I think we are working with a new generation who needs/wants internet therefore will make the effort to have it or has other ways to access it whether through a friend, family, or library.

I did g use social networking or internet. I did a one two week ad blitz for \$12k not Monthly and I had about ten potential birth moms. I wanted it done and didn't want to wait a year. Plus I was 42. Of the ten. I found the one and had a baby in a week. I don't think internet is perfect yet for adoption. Many of these women may not have internet on their cell phones and might not be the most sophisticated audience. I spoke to an ex con and some W some mental health issues. I feel like are in crisis mode and not know where to look online to give up a baby. Maybe I just got lucky. I don't know.

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. Because 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.

we only used print ads in various newspapers across the country to find a birthmother.

We ultimately adopted our niece's newborn, but we were initially matched with an infant through our agency. Our agency did not do internet advertising, only did matches through adoption profiles in office. The agency received many referrals through Planned Parenthood. We had some information available on FB, but did not heavily advertise.

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.

The internet and social media were not available when we adopted in late 1998. People used print advertising in those days, but we did not. We hired a facilitator. We were matched almost

immediately after completing our paperwork. And because it was a private adoption, the home study took place after we were matched.

We adopted twice. I used info from second child here. Will try to submit again with info from first. Good luck! Thanks for doing this!!

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

We Did Not Use Media. It Is A Scary Process And Felt More Protected Using An Agency, Attorney And/Or Facilitator.

I feel unfortunatley like there were too many scams stemming from my adoption website. Finally, the agency/lawyer route seemed best.

We used a local, non-profit adoption agency. Their main focus was on women in need. They helped get them whatever assistance was available to them, and only after they had given what help them could, and the pregnant woman still wanted to pursue adoption did they begin the process to match her with a family for her child. We found that to be the most ethical way to conduct an adoption. We spent no money to advertise, as we weren't looking for a product. We were anxiously waiting to grow our family.

We got set up for our 2nd adoption through an agency, but also promoted ourselves through facebook and pass-along cards. We had 2 potential birth mothers contact us through our agency, and 2 contact us through our facebook adoption page. Ultimately the birth mother that chose us was one of the ones that used our facebook page. I don't think people put enough credit into promoting your wish to adopt through social media. Good luck on your study!

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.

We connected with our sons BM via word of mouth on Facebook.

Advertising is not legal in all states and ethically it is frowned upon. We used a Facebook page to keep our friends and family updated, but it did result in 2 matches. (1 failed and 1 placement) Adoption agency handled all of this for us.

I adopted 3 boys in last 14 years...2 through print and 1 through word of mouth...adoption works if you just don't give up!

We did our home study through the agency and decided to take 1 year to advertise ourselves. We blogged, wrote in groups, set up a facebook page, website and told everyone who we could. We heard a lot back from all areas but matched through Adoptimist. Our goal was to advertise everywhere free. Only paying \$15 for three months at adoption-share. So worth the time invested instead of money but must be prepared to be cautious of fraud. Good luck with your project! Go pace, my sister graduated from there a few years ago.

Agency handled everything; no advertising or social media.

We set up a FB adoption page but never checked it. We shared a link to our adoption page on our regular FB page. But, we relied on the agencies to do the advertising. We weren't comfortable advertising on our own and handling the match itself. So, we opted to use an agency instead.

We were selected twice....but only adopted one child. We were selected by a birthmom who saw our profile on the attorney website but ended up declining this selection. We were selected again by the process of our attorney handing out our print profile to a potential birthmom and this is how we got our son as she chose us.

Statistic	Value
Total Responses	49