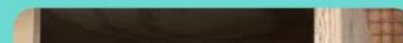
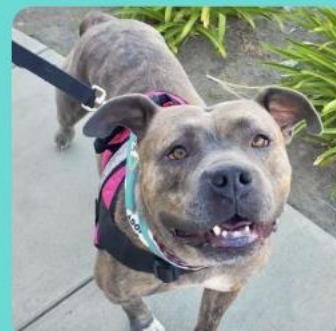
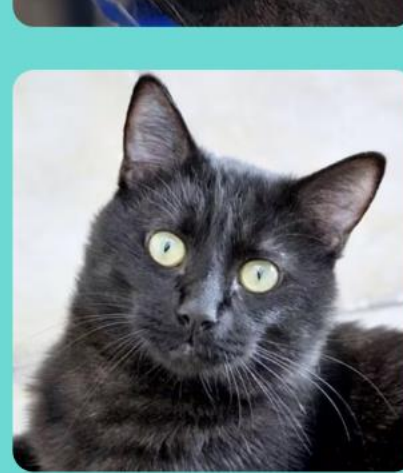


Love at First Click:

The Science Behind Pet Photos and Adoption Fees

Adopt a Pet

TailTalks Webinar September 2025



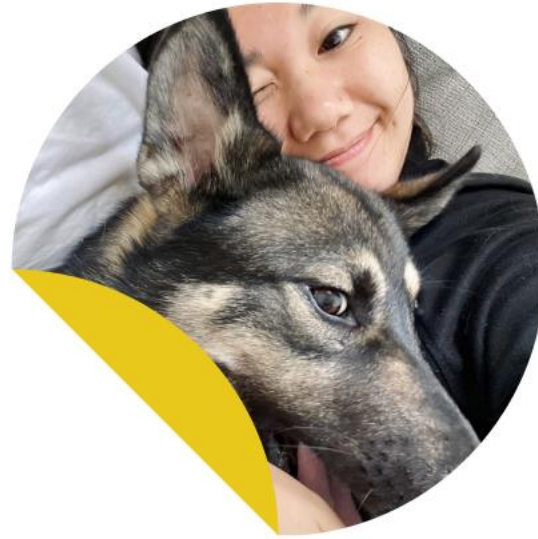
Today's Speakers



April Huntsman

Sr. Director of Animal Welfare

With over 20 years of experience, April Huntsman, CAWA, is a seasoned animal welfare leader driving innovative solutions to save lives. At Adopt a Pet, she leverages technology and data to optimize animal welfare operations, maximize adoptions, and improve the adoption experience.



Jen Zhao

Principal Product Designer

Jen is a multidisciplinary designer with over a decade of experience in various industries. For the past seven years, she has specialized in digital experiences for pet adoption at Adopt a Pet, where she is able to combine her passions for animal welfare and intuitive, human-centered design.

A Special Thanks To The San Francisco SPCA

And all the other shelters, rescues, and organizations that are willing to partner with Adopt a Pet to make research projects like this possible – and help drive adoptions for all.



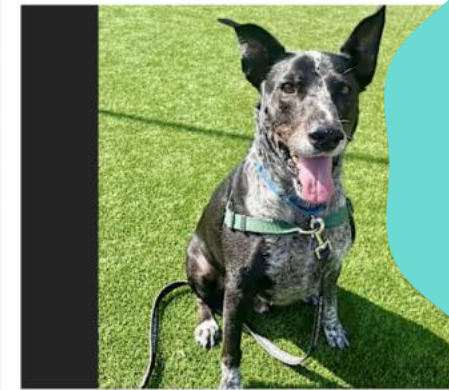
A screenshot of an Adopt a Pet listing for a dog named Boba Fetch. The listing is on a mobile device. At the top, there's a teal header with the 'Adopt a Pet' logo, a 'Sign up' button, and a menu icon. Below the header, there's a back arrow and the text '< Back to Shelter / Rescue'. The main title is 'My name is Boba Fetch!' with a 'Long Timer' badge. Below the title, it says 'Posted over 7 months ago | Updated 2 days ago'. There's a photo of a grey and black dog sitting on grass. A large teal speech bubble with the word 'Adopted' is overlaid on the right side of the photo. Below the photo, there's a section titled 'Cared for by The San Francisco SPCA' and another section titled 'Adoption process' with two steps: '1 Visit the facility and find a pet' and '2 Meet the pet'. There's also a 'Read More' link.

Adopted

My name is
Boba Fetch!

Long
Timer

Posted over 7 months ago | Updated 2 days ago



He has some things he has to say
about me:

This dog's adoption fee has been generously
sponsored!

Boba Fetch is a 6.5-year-old Australian Cattle
Dog mix with a big heart and an even bigger
personality. True to his Star Wars-inspired name...

Read More

Cared for by The San
Francisco SPCA

Adoption process

- 1 Visit the facility and find a pet
- 2 Meet the pet

The Research: Designing the Study



What Question Were We Trying To Answer?



Is there a correct “formula” for what kinds of photos are most effective in helping a pet get noticed and adopted?



What Were Our Goals In Conducting The Study?

1. **Examine and understand** factors such as inclusion of people, the optimal amount of pet visibility, accessories, setting, text overlays, photo quantity and quality, and variety in how people perceive and rate adoptable pet photos
2. Are there **nuances** based on the geographical, socioeconomic, and/or ethnic diversity of adopters?
3. **Collect a set of learnings** with actionable takeaways for shelter and rescue staff to maximize the impact of their pet photos.
4. **As a bonus:** share insights into the public's perception of adoption fees and associated impact on pets.



How Did We Choose Who Could Participate?

Quantitative

- **Alida survey platform + panel company**
- **587 responses** – sent out to 2,700 research panelists
 - a. Gen pop adults organized by the panel company; panelists opt in to give their opinions, take surveys, and do other research activities for monetary incentives or a reward program
- **Screening criteria:** 18 years or older, live in the US, and planning to acquire a new dog or cat in the next 12 months

Qualitative

- **Ustesting.com** platform
- **9 participants** evenly spread across age range of 21-50
 - a. Gen pop adults recruited by Ustesting.com; participants opt in to give their opinions, take surveys, and do other research activities for monetary incentives or a reward program
- **Screening criteria:** 21-50, live in the US, all levels of income, looking to adopt a dog or cat from a shelter/rescue, and likes dogs and cats fairly equally



How Did We Collect The Data?

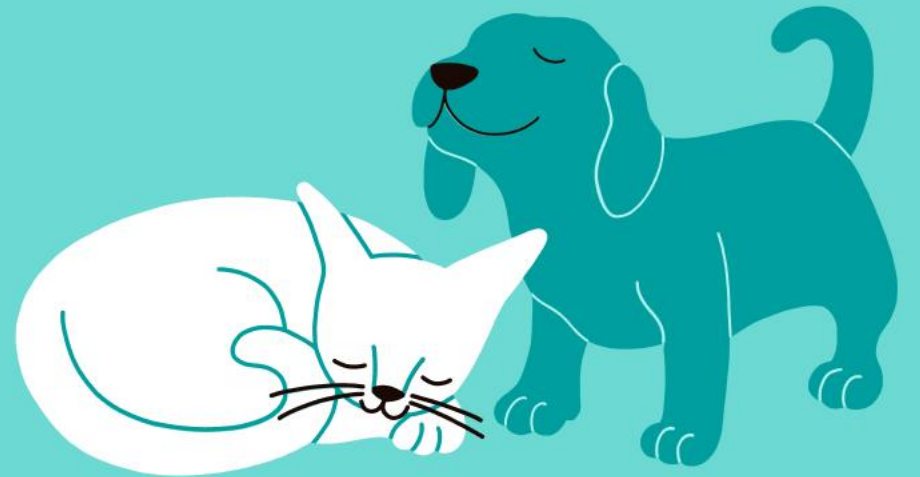
Quantitative: Unmoderated Survey

1. Task 1 – Paired Comparison with Implicit Reaction Timing
 - a. “Which photo more drives adoption interest for you?” (timed)
2. Task 2 – MaxDiff Photo Ranking
 - a. 55 dog photos; 42 cat photos
 - b. We showed 8 photos at a time (in random orders, over 15 pages) and asked respondents to pick the one photo that makes them **most** want to adopt the dog or cat and one photo that makes them **least** want to adopt them

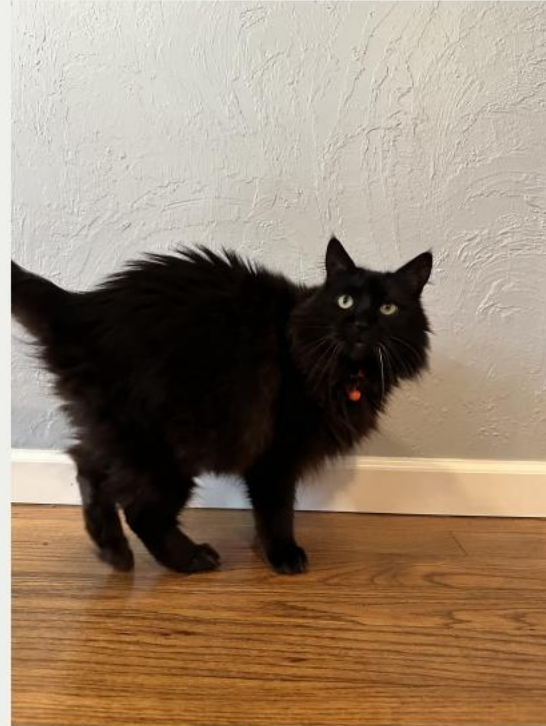
Qualitative: Live, Moderated Interviews

1. Exercise 1 – Paired Comparison
 - a. “Select the photo out of a pair that more piques your adoption interest for this pet.”
2. Exercise 2 – Photo Ranking
 - a. “Rank a selection of photos in the order that you feel is the best photo of the pet to the most undesirable.”
3. Exercise 3 – Photo Selection
 - a. “Respond within a few seconds of which photo you noticed the fastest; and then (on your own time), which photo you think was the best photo.”

The Research: Photo Sampling



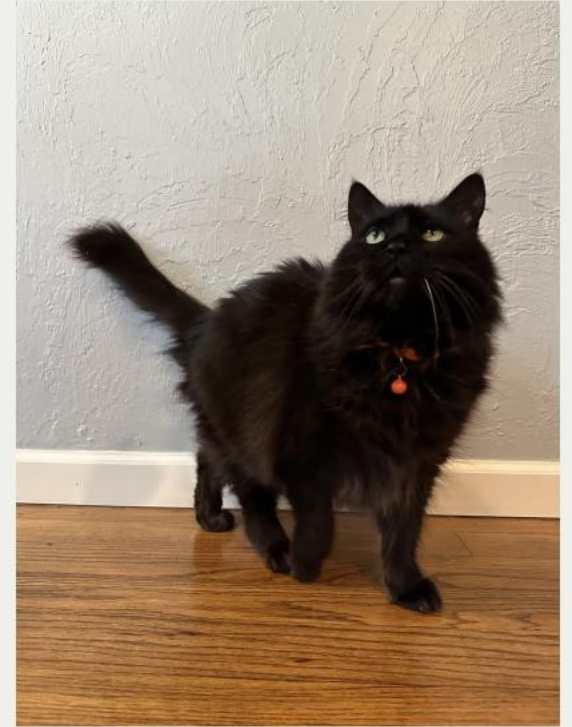
Full Body



Portrait/Close-Up



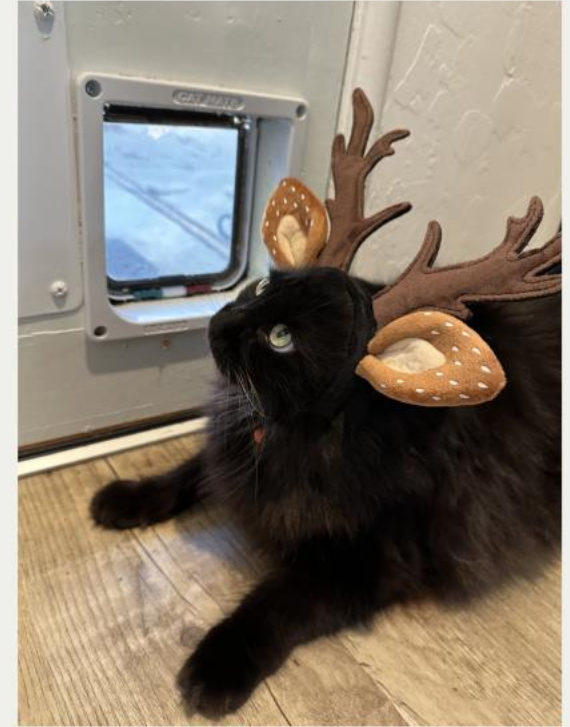
Action



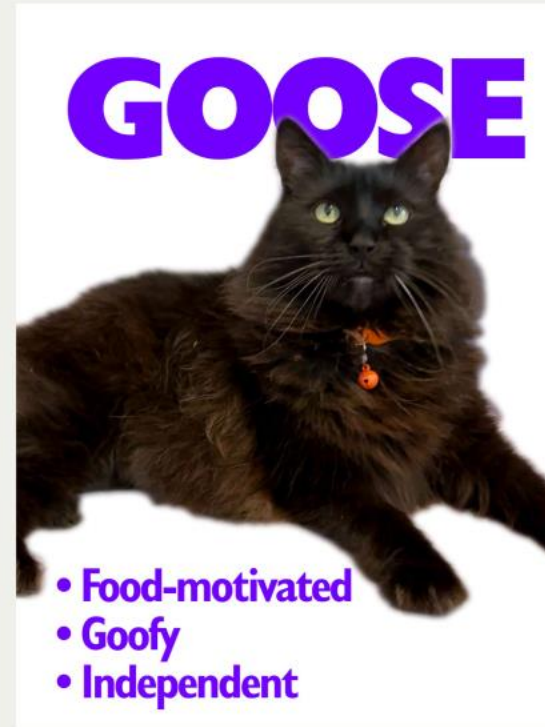
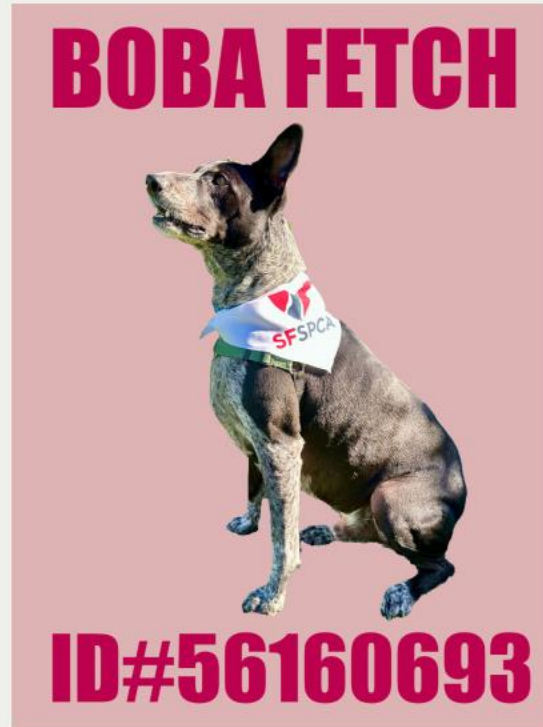
Outside/Inside



Staged/With Props



Digitally/Graphically Altered



With Human or Other Animals



The Results: Overarching Themes



People Want To See The Pet Clearly!

Good lighting, quality (photo resolution), composition, and a balanced focal point makes a big difference.

- Several interviewees mentioned that it's important to them to be able to see the pet's features and physical characteristics right off the bat, i.e. facial details and/or special markings.
- The quality of the photo itself (lighting, composition, resolution) often translates to the organization itself (how professional is this shelter or rescue?).

““ The most important thing to me is being able to visibly see [the pets'] faces and then body.

““ The lighting and composition and quality of a photo indicates to me that it's a respectable shelter/rescue [that cares about its pets].

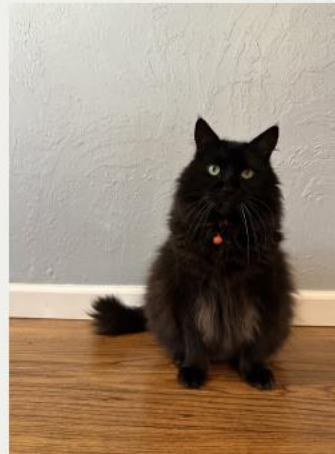
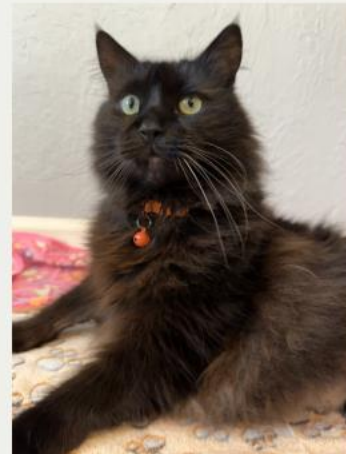
““ I automatically look for distinctive markers – something that makes the pet memorable. [I want the] ability to see the pets' faces.

““ The quality of the photo speaks to the professionalism of the shelter. That's high up there for me, but *right* behind that, I want to be able to tell the details of the animal – size, markings, etc.

First Photo: Close-Up, Portrait-Style

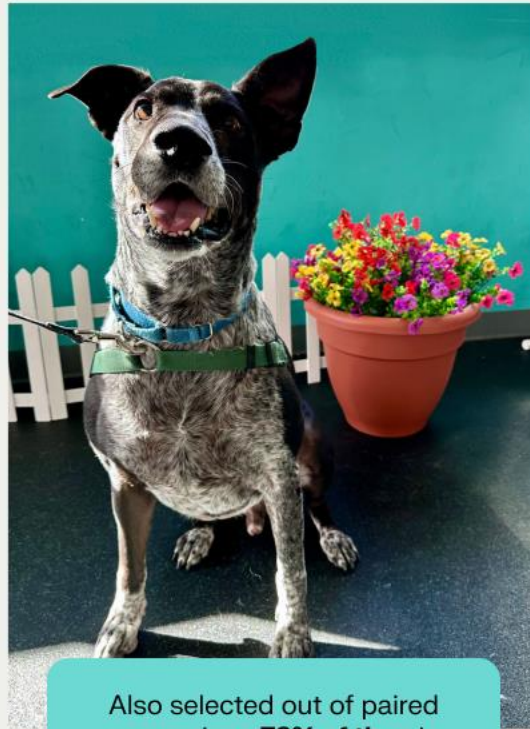
The “first” photo, or featured photo (photo shown on search results and default large photo on the pet’s listing page) should encompass the head down to the lower shoulders and chest – and ideally a 3/4 view.

- For dogs, interviewees responded more positively to the photos where Boba Fetch looked like he’s “smiling” or happy.
- Composition-wise, it’s important that the pet fills most of the frame so that their details and characteristics can be clearly seen.
- Close-ups from a dog’s eye level is less helpful.



Photos Mostly Likely To Drive Interest (Dog)

With maxdiff scores .21 to .12, these photos obtained the highest rankings from the quantitative survey.



Also selected out of paired comparison **72% of time** in significantly fast time (4.48s) (indicating high conviction)



Photos Mostly Likely To Drive Interest (Cat)

With maxdiff scores .14 to .10, these photos obtained the highest rankings from the quantitative survey.



Also selected out of paired comparison **74% of time** in significantly fast time (4.82s) (indicating high conviction)



Full Body View(s)

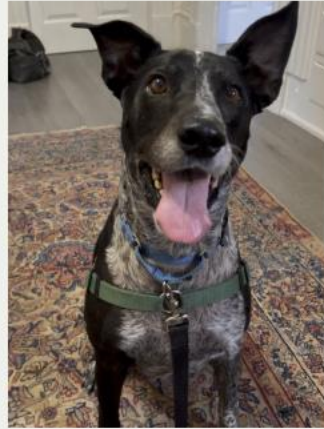
Following the first photo – for dogs slightly more so than cats – people wanted to see one or more full-body views of the pet, so that they can understand the size of the dog.



“ I like the ones that you can really see the dog’s face and expressions. I also like the ones that you can get a good idea of the general body type/size/build of the dog.



Likable Photos (Dog) (Maxdiff scores .09 to .04)



Likable Photos (Cat) (Maxdiff scores .06 to .04)

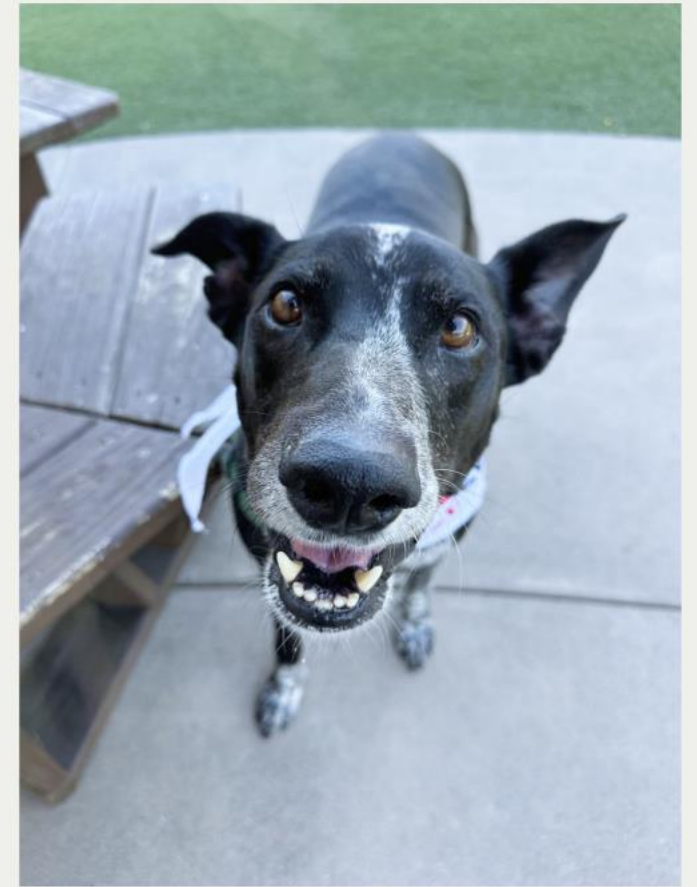


Visual Evidence Of “Personality”

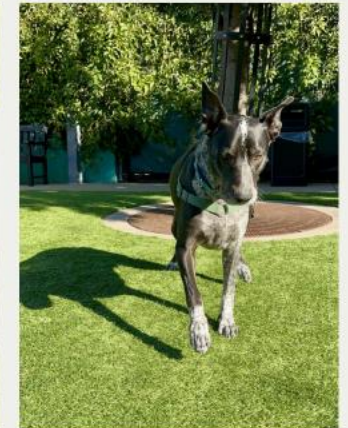
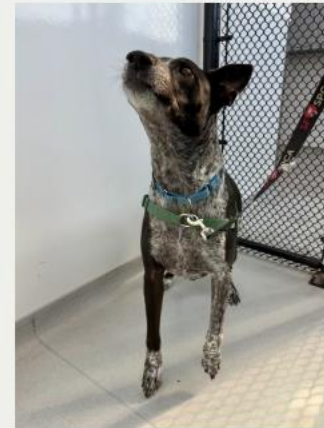
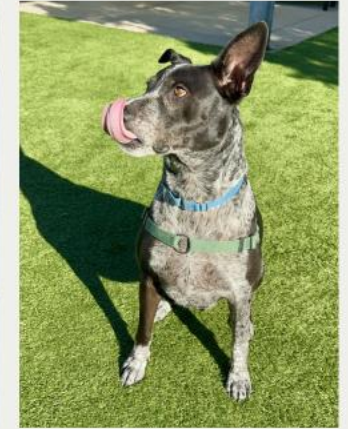
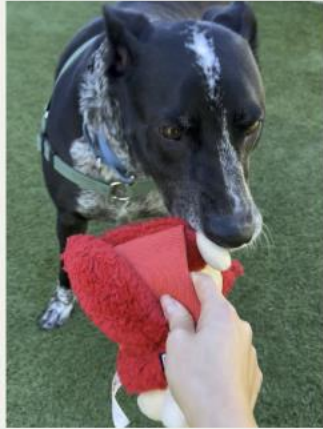
Following the all-angles-of-the-pet photos, people prioritized seeing photos that showcase some aspect of the pet’s personality – or that provide more information about the pet.

“ I like the photo of the cat with the dog in the background – it visually proves something is true versus having to rely on the About section and you’re not sure if it’s actually true.

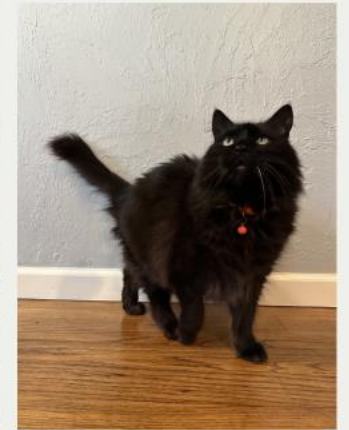
“ [Along with being able to see the pet well], it’s also important to show the characteristics and personality of the pet.



Less Appealing Photos (Dog) (Maxdiff scores .03 to -.01z)



Less Appealing Photos (Cat) (Maxdiff scores .03 to -.02)



Activity:

Let's Vote on Your Photos!



Dog



Cat

The Results: On Specific Themes



On Staging

Whether with props, backdrops, clothing, or toys, interviewees agreed that – overall – they prefer natural photos of an adoptable pet over staged photos, or what could be perceived as an obvious photoshoot.

““ The outdoors looks more natural to me – I associate the outdoors with the dog being treated a bit better.

““ The blankets make me think the photo is trying to hide something. They’re messy and distracting.

““ The leash makes me think the dog is not very well behaved or trained.

““ The [backdrop and blankets] look like the cat’s been kidnapped.

““ The [closeup photo of Boba Fetch] feels very “real life” – like what it would feel like to hang out with him.

““ Staging the pet just doesn’t feel authentic and representative of what the pet’s real personality is like.



Calm/Relaxed/Happy

But more than anything, what seems to be important is that the pet looks calm, relaxed, or happy.

“ You can see the entire dog, he looks happy, and tame and well-behaved.

“ I liked the photos that showed the cat was relaxed and comfortable in its surroundings.

“ Clear and close up but the whole cat. Looked happy, friendly and goofy.

“ I like the dog looking more natural than staged, and when he's happier or playful.



On Digital Alterations: Solid Backgrounds

In qualitative testing, interviewees were split on Boba Fetch against a yellow background, but in general, most respondents (including quantitative) again preferred the pet to just be on a natural background.

“ The yellow background looks vibrant and provides good contrast. I can see his eyes, teeth, and ears very clearly.

“ The photoshopped pictures with the absence of a real background didn't give me an idea of the cat's personality or how it interacts with its environment. It's also harder to tell how big they are without anything for scale.

“ I disliked the photos without a setting (the original background removed).



On Digital Alterations: Graphic Elements

In qualitative testing, 15 out of 18 interviewees noticed the digitally altered photos with graphic elements the fastest, in a grid of photos.

- However, most said that these photos would have simply caught their eye – more because of their distracting quality – and they would have moved on
- This is corroborated by quantitative testing, where these photos consistently ranked in the bottom for user preference



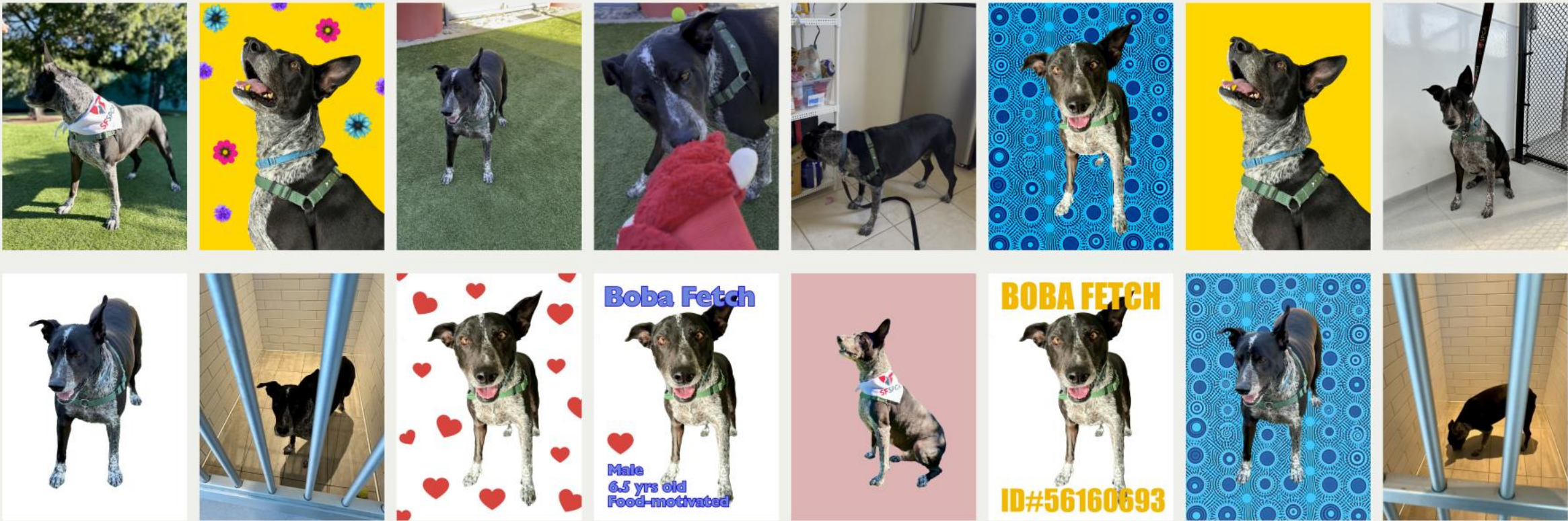
On Digital Alterations: Text On Photos

Similarly, the photos with examples of text – from name to pet ID to attributes – scored consistently low in quantitative testing.

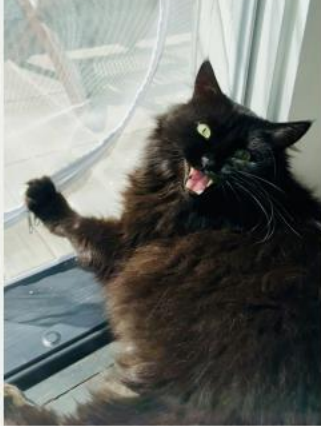
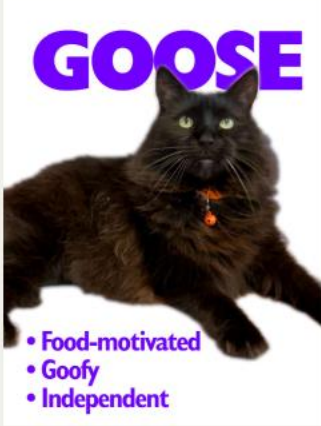
- A few interviewees in qualitative testing said that with goofy pet names, it's cute to show on one photo, but they would still prefer it on a natural background.
- A couple of other interviewees thought that the attributes were useful for “at a glance”:
 - a. Not needed if this information is on the pet profile or pet listing card
 - b. More appropriate on social media – reels, stories, etc.



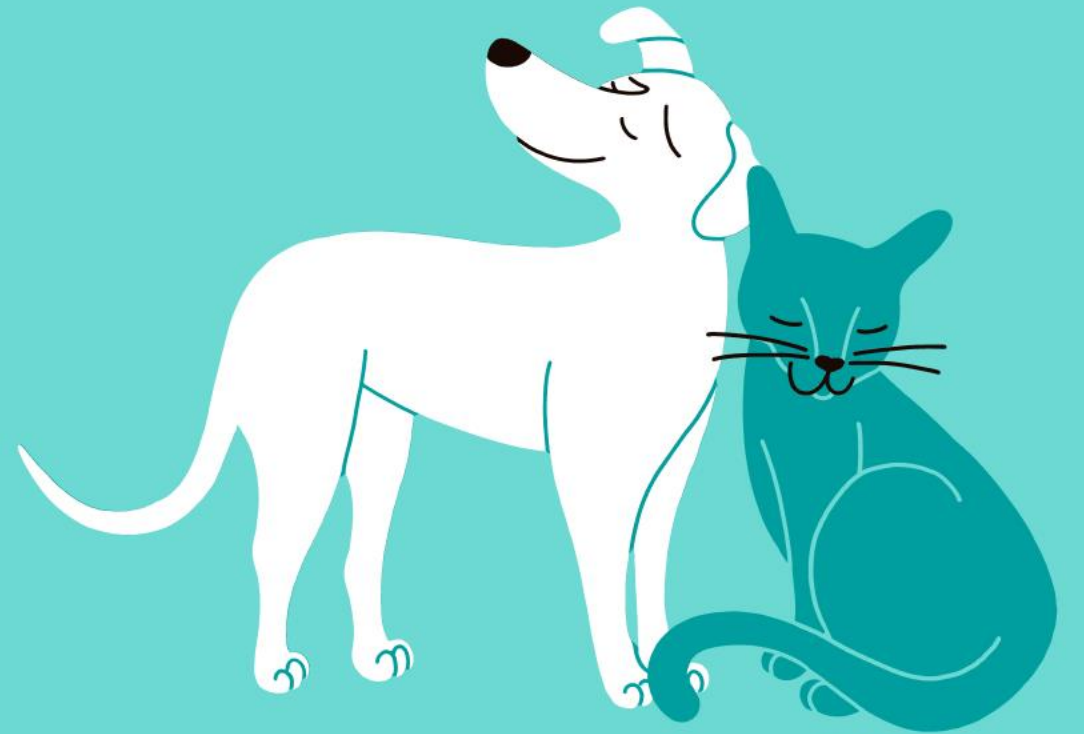
Least Appealing (Dog) (Maxdiff scores -.03 to -0.18, lowest rankings)



Least Appealing (Cat) (Maxdiff scores -.03 to -0.13, lowest rankings)



The Results: Conclusion(s)



Demographic Diversity

There were no notable (statistically significant) differences in photo preferences based on segmentation by ethnicity, sex/gender, or financial income.

The only segment with any variation was actually in age group. The average time to select a preferred photo was:

Dog	Cat
5.03s	5.21s

Combined, Gen Z + Millennials (18-45 year olds) make a first impression/decision

1.4x faster

than GenX and Boomers (46+ year olds)

Gen Z (18-28 year olds) alone make a first impression/decision

1.7x faster

than Boomers (61+ year olds)

Ideal Number Of Photos

For most adopters, a good range of photos in both number and subject variation is important to help them assess a pet to the point of developing high intent interest (to meet the pet and/or adopt).

- All agreed that a video is even more ideal
- However, *even with a video*, interviewees agreed that some number of photos are **still necessary**, although reduced by 1-2

Lowest Minimum

2

Average Range

4 - 7

Highest Maximum

10

““ The ideal number is 7 photos: 1 cover photo, 1 closeup, 1 full body, 1 action shot, 1 personality shot, and one or two other ones corresponding to something else (like inside a house).

““ The first one should either be a really good focal point on their face, *or* show their whole body/ their coloring; there should be one that shows personality, and an extra one to show another angle.

““ 5-6 is a good amount [of photos]. They should be varying types – natural environments, outside, inside, sitting, stangind.”



Ideal Number Of Photos

For most adopters, a good range of photos in both number and subject variation is important to help them assess a pet to the point of developing high intent interest (to meet the pet and/or adopt).

- All agreed that a video is even more ideal
- However, *even with a video*, interviewees agreed that some number of photos are still necessary, although reduced by 1-2

Profiles on Adopt a Pet
with 4 photos

3x

more likely to receive
adoption interest



Summary Of Takeaways

1 If you can only get 1-2 photos, make sure it's zoomed in on the pet portrait-style – getting everything from a clear shot of their face and head, down to their shoulders and chest.

2 Ideally, take a range of 4-7 photos, including at least one full body frame and at least one photo showing a little “personality”.

3 Try to capture the pet with happy/ relaxed/natural expressions and poses. Joy in the animals' faces and bodies translates to joy for potential adopters!

4 Props and staging aren't a hard no – but keep the visual noise to a minimum. And make sure any props used are ones that the pet feels comfortable with.

5 Avoid digitally or graphically altering the background. Natural backgrounds help potential adopters relate to and envision their pet better.

6 Similarly, use text on photos very sparingly – consider that words slows down a viewer's processing time, and most potential adopters consider them distracting.



In the Wild: Memphis, TN



Articia

Mixed Breed (Medium)

Female, 1 yr
Memphis, TN



Tionne

Mixed Breed (Large)

Female, 3 yrs
Memphis, TN



Holiday

Mixed Breed (Medium)

Male, 10 mos
Memphis, TN



Pod

Ocicat

Female, 6 yrs 1 mo
Memphis, TN



Ronnie

Ocicat

Male, 5 mos
Memphis, TN



Tebby Bear

Ocicat

Male, 3 yrs 1 mo
Memphis, TN



Tiger

Mixed Breed (Medium)

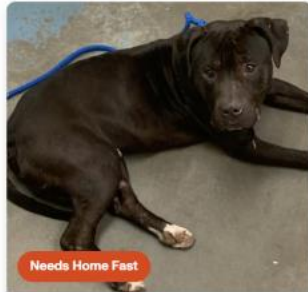
Male, 1 yr 2 mos
Memphis, TN



Sienna

Mixed Breed (Small)

Female, 6 yrs
Memphis, TN



Phoenix

Mixed Breed (Large)

Female 3 yrs
Memphis, TN



Santa Claus is Com...

Domestic Shorthair

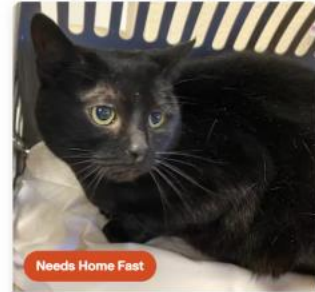
Female, 1 yr 2 mos
Memphis, TN



Pajama Jones (PJ)

Ocicat

Female, 4 yrs 5 mos
Memphis, TN



Lola Noelle

Ocicat

Female, 6 yrs 2 mos
Memphis, TN



In the Wild: Detroit, MI



Asuka

Mixed Breed (Medium)

Female, 8 mos
Detroit, MI



Canuto

Mixed Breed (Medium)

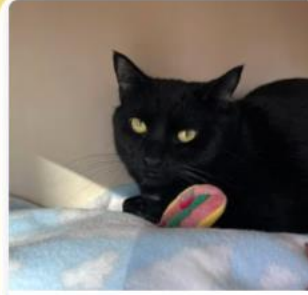
Male, 3 yrs 2 mos
Detroit, MI



Hagan

Mixed Breed (Medium)

Male, 2 yrs
Detroit, MI



Salem

Domestic Shorthair

Female, 2 yrs
Detroit, MI



Jasper

Domestic Shorthair

Male, 9 mos
Detroit, MI



Clementine

Domestic Mediumhair

Female, 3 yrs
Detroit, MI



Goblin

Mixed Breed (Medium)

Male, 15 yrs 6 mos
Detroit, MI



Kitty Osullivan

Mixed Breed (Medium)

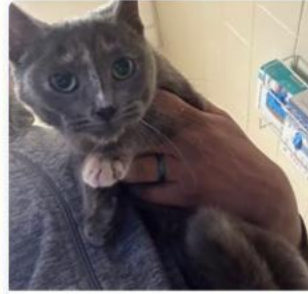
Female, 5 yrs
Detroit, MI



Carlos Krinklebine

Mixed Breed (Medium)

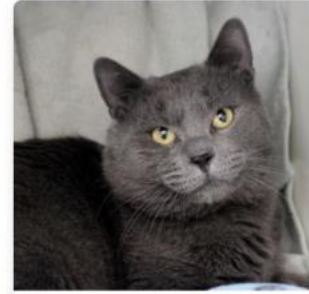
Male, 4 yrs
Detroit, MI



Chipmunk

Domestic Shorthair

Female, 1 yr
Detroit, MI



Yorick

Domestic Shorthair

Male, 3 yrs
Detroit, MI



Jessica

Domestic Shorthair

Female, 7 yrs 5 mos
Detroit, MI



In the Wild: Providence, RI



Butter

Mixed Breed (Large)

Male, 2 yrs 1 mo
Providence, RI



Max

Black and Tan Coonhound ...

Male, 7 yrs
Providence, RI



Dyna

American Pit Bull Terrier

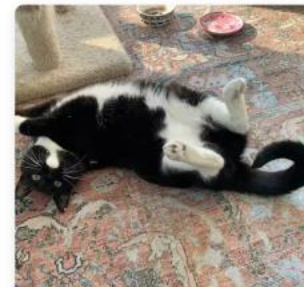
Female, 2 yrs
Providence, RI



Ocho

Domestic Shorthair

Male, 6 mos
Pawtucket, RI



One-Way

Domestic Shorthair

Female, 2 yrs
Pawtucket, RI



Graysie

Domestic Shorthair

Female, 7 yrs 10 mos
Pawtucket, RI



Dream

Mixed Breed (Large)

Female, 7 mos
Providence, RI



Buddy

Schnauzer (Giant)

Male, 11 yrs 9 mos
Providence, RI



Lovey

American Bulldog English P...

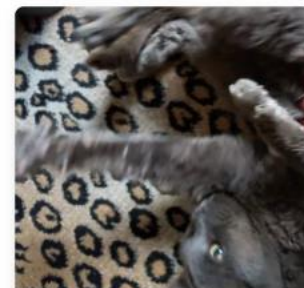
Male, Young
Providence, RI



Scrimmage

Domestic Shorthair

Female, 10 yrs 5 mos
Pawtucket, RI



Bishop

Domestic Shorthair

Male, 4 yrs 4 mos
Pawtucket, RI



Lulubelle

Domestic Shorthair

Female, 9 mos
Pawtucket, RI



Bonus: Adoption Fee Research



Some Historical Context

In 2024, Adopt a Pet did some strategy work to help inform our product innovation – for adopters, the adoption cost of the pet ranked fairly highly in the top attributes list of what adopters consider a “rich” pet profile.

Top desired pet profile attributes

- Health status
- Behavior/personality indicators
- Range of photos and/or video
- **Adoption cost**
- Thorough pet story
- Clarity of adoption process
- Accuracy of basic info
- Accuracy of availability
- Information about the AWO

Adoption fee

- \$0
- \$1-25

Cared for by

- Shelter
- Rescue
- Private owner

Search shelters/rescues
Any

Quantitative Testing

Live site Hotjar survey

- **558 respondents** on Adoptapet.com
- **Page targeting:** any user on a Pet Search Results page – immediate popup (lower right hand corner on Desktop, bottom on Mobile)
- **What I wanted to learn:**
 - a. Impression of our adoption fee filter
 - b. Sentiment toward pets with a \$0 adoption fee
 - c. Impact on potential adoption between a \$0 and \$25 adoption fee; and between a \$0 and \$100 adoption fee
 - d. Threshold at which the adopter perceives an adoption fee to be too costly

What would you rate the value of being able to filter your pet search results by adoption fee?

1 2 3

No value

Adopt a Pet

This is a Hotjar survey popup with a close button in the top right. It asks for a rating from 1 to 3, with an option for 'No value'. The Adopt a Pet logo is at the bottom.

What is your reaction toward pets that have a \$0 adoption fee?

Very negative sentiment

Negative sentiment

Neutral sentiment

Positive sentiment

Very positive sentiment

Adopt a Pet Next

This is a Hotjar survey popup with a close button in the top right. It asks for a reaction to \$0 adoption fees, with five radio button options ranging from 'Very negative' to 'Very positive'. The Adopt a Pet logo and a 'Next' button are at the bottom.



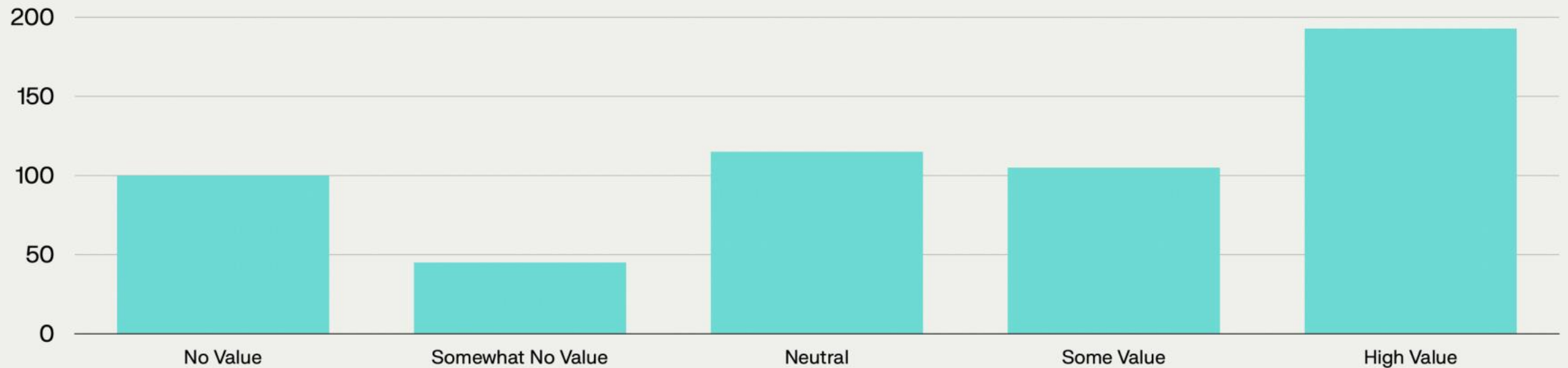
Value Of Filtering By Adoption Fee

“How would you rate the value of being able to filter adoptable pets by adoption fee?”

Average rating

3.4

out of 5

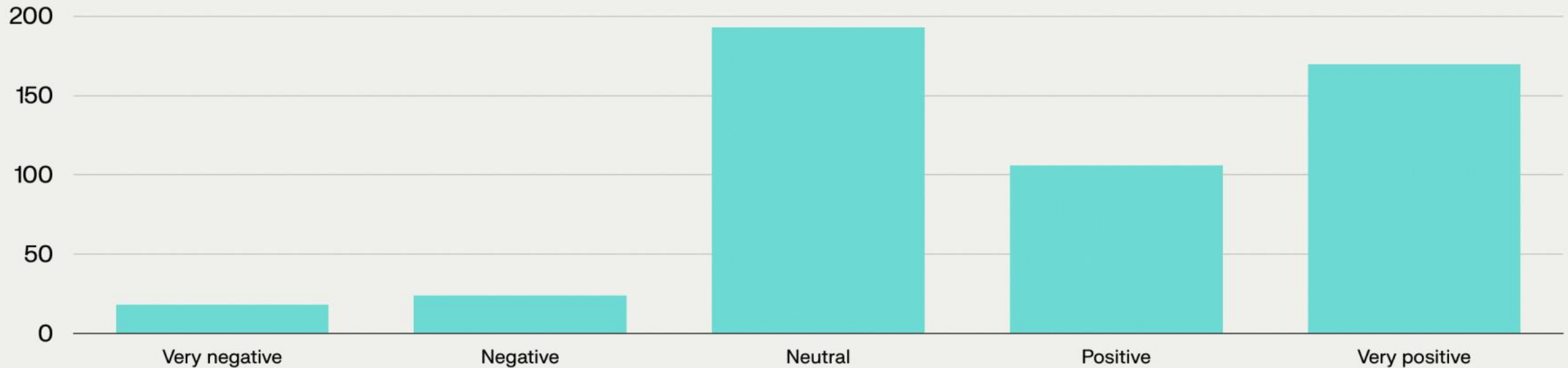


Data source: “Adoption Fee Survey”, Hotjar, June 2024

Sentiment Toward Seeing A \$0 Adoption Fee

“What is your reaction toward adoptable pets with a \$0 adoption fee?”

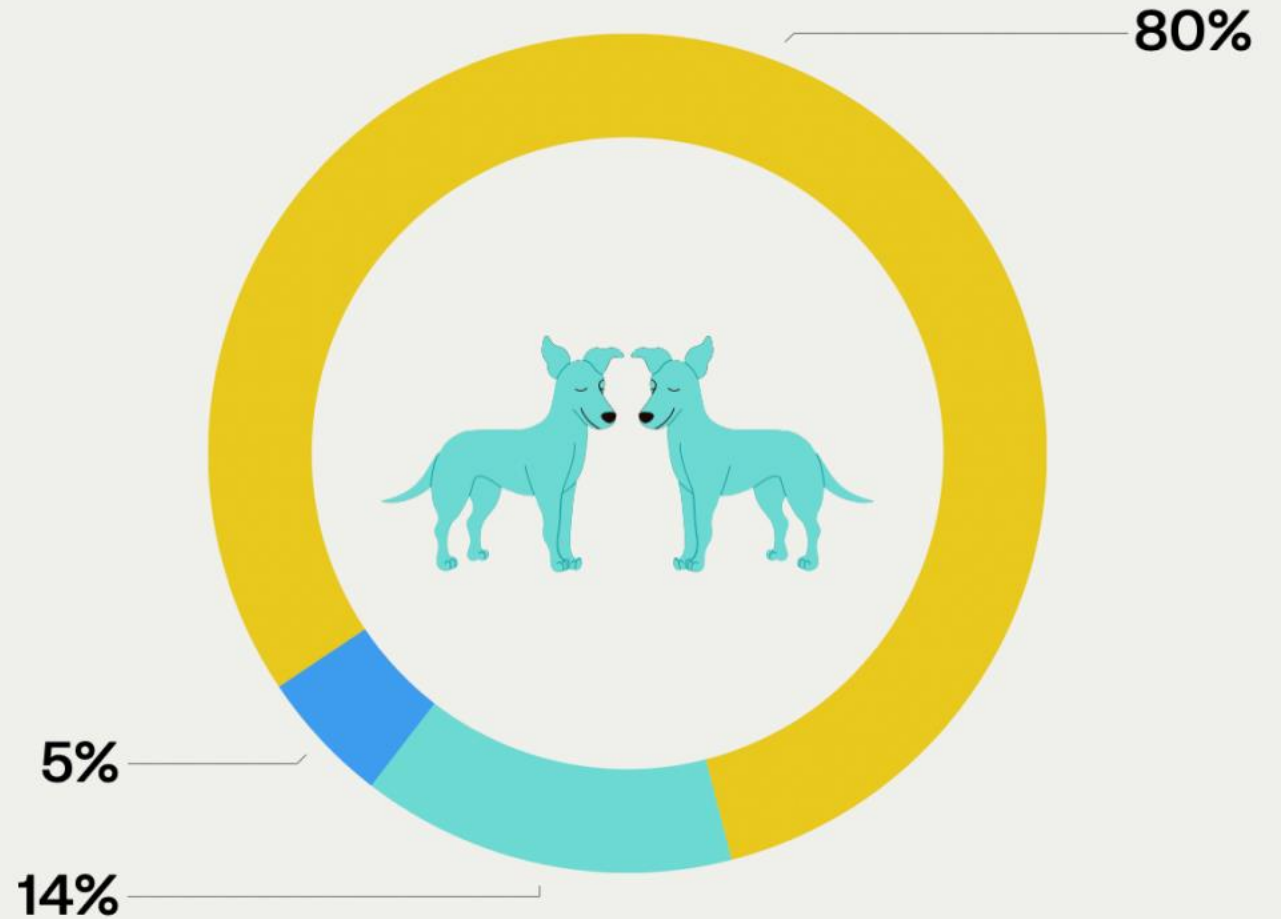
Average rating
Positive
on a 5 point scale



\$0 Vs \$25 Adoption Fee

“If you found two dogs that matched all of your search criteria, but they had two different adoption costs, which dog would you be more interested in?”

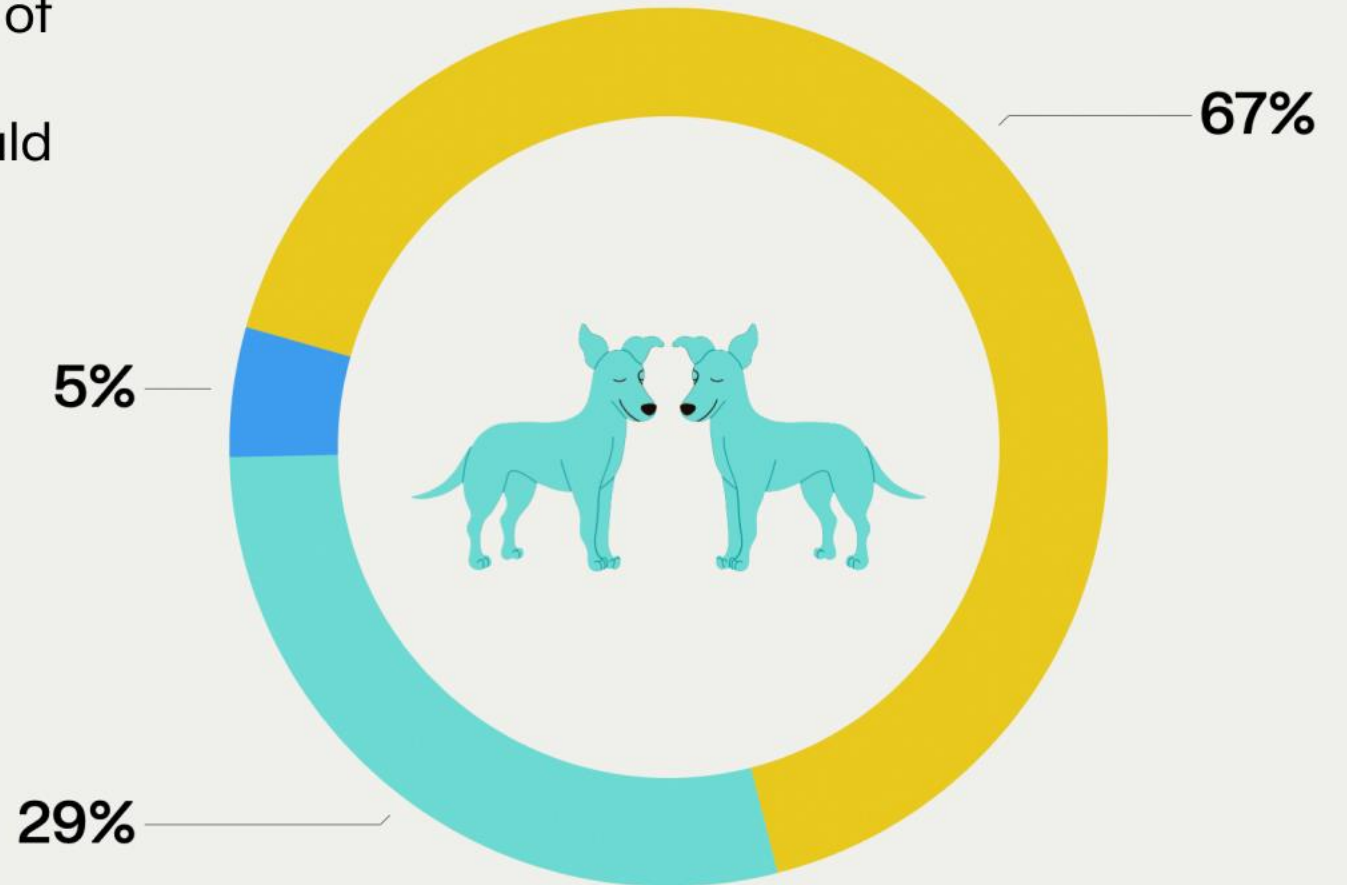
- There's no difference for me
- \$0 adoption fee
- \$25 adoption fee



\$0 Vs \$100 Adoption Fee

“If you found two dogs that matched all of your search criteria, but they had two different adoption costs, which dog would you be more interested in?”

- There's no difference for me
- \$0 adoption fee
- \$100 adoption fee



Threshold Of Adoption Fee

“At what cost is an adoption fee too high?”*

(Removed outliers of \$0 and \$1,000,000)



Qualitative Testing

2024 Unmoderated Test

- **10 participants** on Ustesting.com
- **Screening criteria:** GenZ and Millennial age range (21-45), intent to adopt a dog
- **What I wanted to learn:**
 - a. Impression of our adoption fee filter
 - b. Perception of pets with a \$0 adoption fee
 - c. Impact on potential adoption between a \$0 and \$25 adoption fee; and between a \$0 and \$100 adoption fee
 - d. Threshold at which the adopter perceives an adoption fee to be too costly

2025 Moderated Interviews

- **9 participants** on Ustesting.com
- **Screening criteria:** GenZ and Millennial age range (21-45), intent to adopt a dog
- **What I wanted to learn:**
 - a. Impression of our adoption fee filter
 - b. Perception of pets with a \$0 adoption fee
 - c. Impact on potential adoption between a \$0 and \$25 adoption fee; and between a \$0 and \$100 adoption fee
 - d. Threshold at which the adopter perceives an adoption fee to be too costly



Threshold Of Adoption Fee

“At what cost is an adoption fee too high?”*



On High Fees

Most interviewees indicated understanding about the shelter's costs, especially when it comes to transported pets – but almost all agreed that on the higher end of the fee range (\$400-\$1000) they would want to see and understand all the services that the pet received (neuter/spay surgery, vaccines, etc.)

“ It depends on the breed of the dog and how invested I am, but if it's a mutt and it's cute and adorable, nothing over \$250.

“ Umm... I don't have a set number that is “too high”; \$1000 would be a lot, but if their medical bills made sense, that would be fine.

“ So many pets need a home, so super high adoption fees are off-putting.

“ Depends on what I'm getting – if the pet is fixed and has its shots, etc., I'd be willing to spend \$500. Any higher than \$500, I'd want to see an itemized receipt.

“ \$400-500 is getting too high – I know shelters have real costs, but it is a shelter pet, so after [\$400-500] it feels like “buying a pet”.

On \$0 Adoption Fees

Adopters and pet owners have fairly mixed perceptions on the \$0 adoption fee. While attractive to some, respondents' opinions of a pet with a waived cost seem to depend on the context of why there is no fee – whether it is a fee for a singular pet, or if it's an organization-wide event (i.e. Bissell Empty the Shelters).

“ It wouldn't be a red flag, but I would really want to see the medical history and thorough evaluation of the pet – if it has behavior issues or ongoing costs.

“ I would question the morality of the owner – why is someone giving away a free pet?

“ I might not trust that the shelter cares if the pet is going to a good home.

“ I would hope the shelter or rescue does a thorough inspection of the applicant and ensures they can financially care for the pet.

“ I think zero adoption fees are probably dogs that are old, etc.

“ Maybe the shelter is having a special event.

“ I'm surprised I don't see \$0 more!

Summary: Adoption Fee Takeaways

1

Be transparent about what adoption fees cover at your organization.

In your “About Us” section in your Adopt a Pet profile, list out all of the services your adoptable pets receive that factor into the adoption fee.

2

Clearly list the adoption fee associated with each pet or species.

Fill out the adoption fee field for each pet, or – if you have blanket fees for species or age – we now have a new field for that!

3

Explain any fee anomalies, like \$0 on individual pets.

If it's not a shelter-wide fee-waived event, state in the pet's story (or kennel card) why this particular pet's fees are waived.



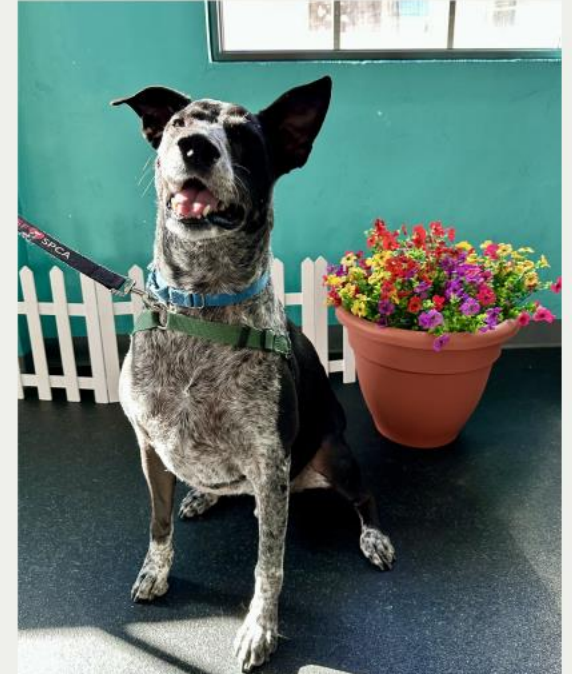


Thank you!

Any questions?

Appendix I: Quantitative

Which Photo Makes You Want To Adopt Them More?



Dog Pair 1

7 selected vs 2 selected

Dog Pair 2

5 selected vs 4 selected



Which Photo Makes You Want To Adopt Them More?



Dog Pair 3

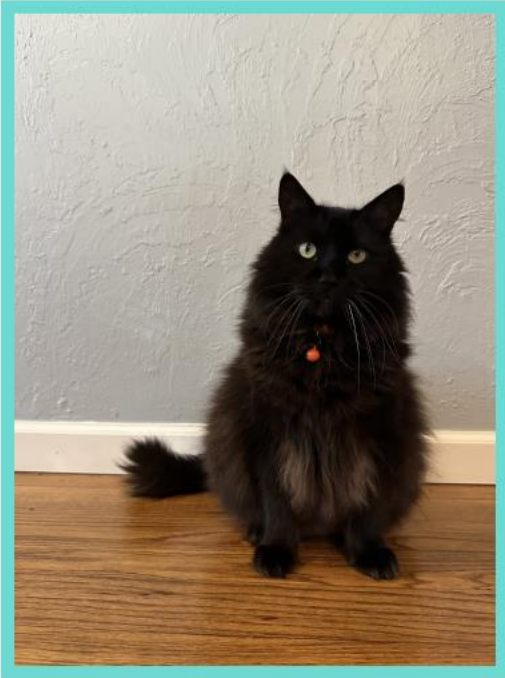
4 selected vs 5 selected



Dog Pair 4

4 selected vs 5 selected

Which Photo Makes You Want To Adopt Them More?



Cat Pair 2

9 selected vs 0 selected

Cat Pair 3

8 selected vs 1 selected

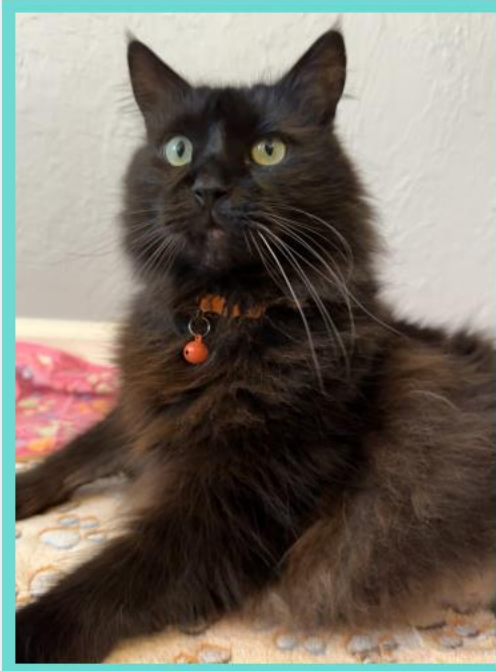


Which Photo Makes You Want To Adopt Them More?



Dog Pair 5

5 selected vs 4 selected

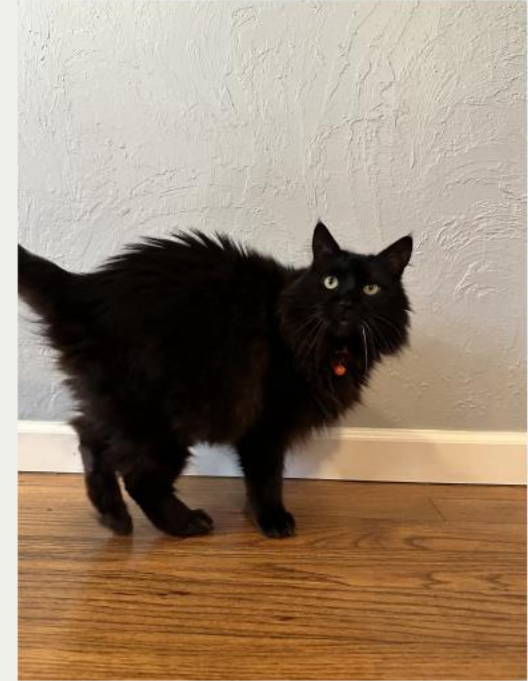


Cat Pair 1

8 selected vs 1 selected



Which Photo Makes You Want To Adopt Them More?



Cat Pair 4

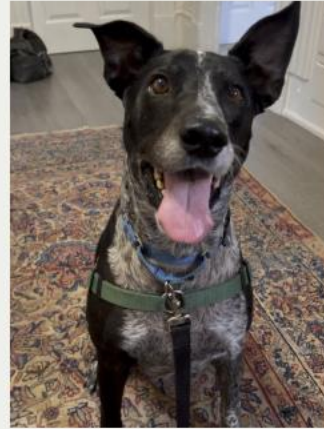
3 selected vs 6 selected

Cat Pair 5

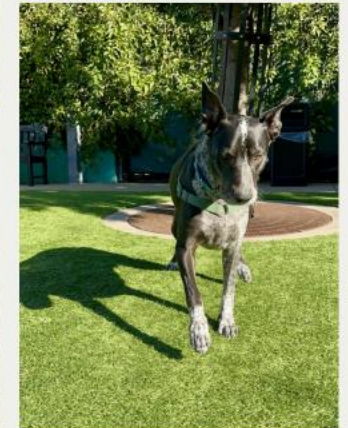
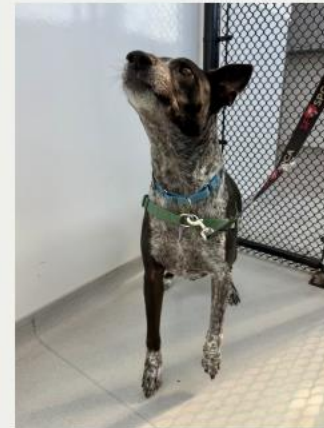
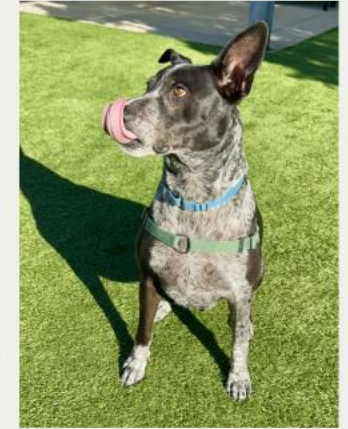
7 selected vs 2 selected



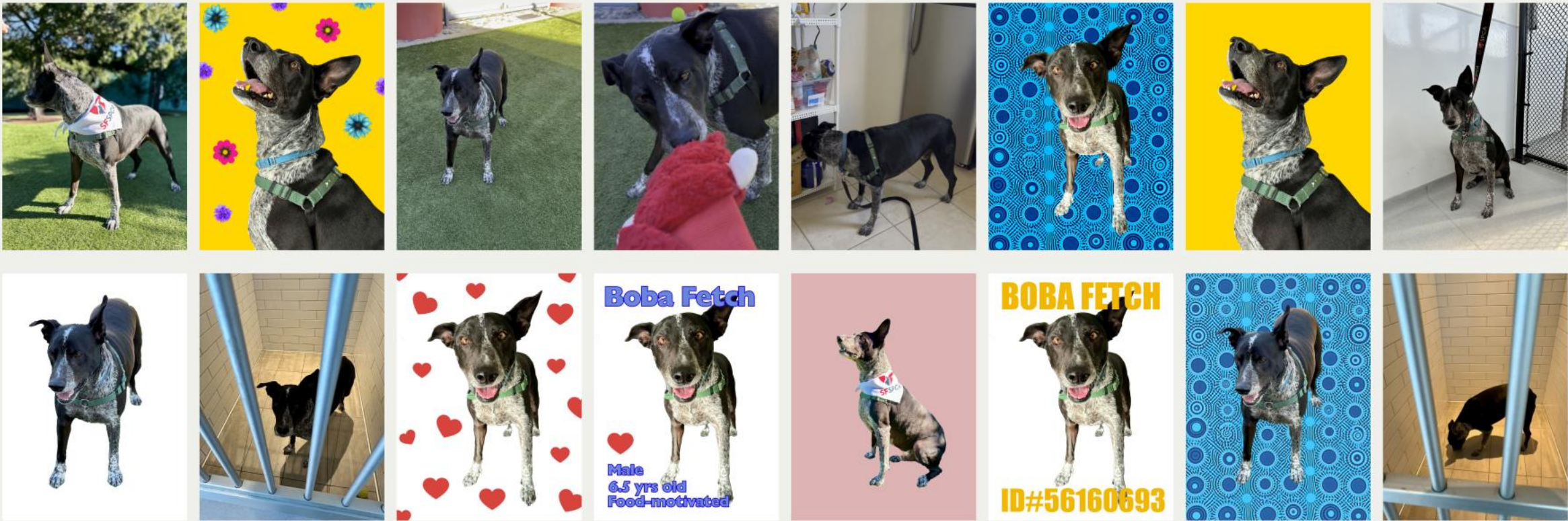
Likable Photos (Dog) (Maxdiff scores .09 to .04)



Less Appealing Photos (Dog) (Maxdiff scores .03 to -.01)



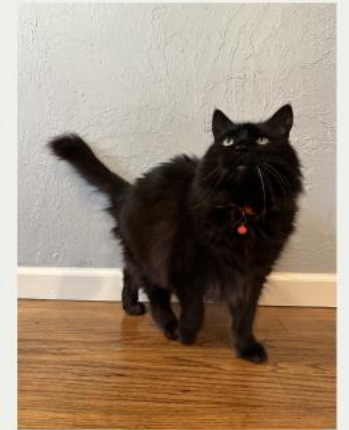
Least Appealing (Dog) (Maxdiff scores -.03 to -0.18, lowest rankings)



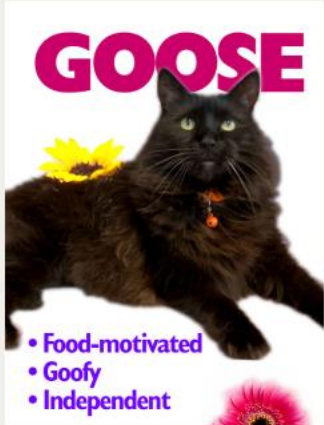
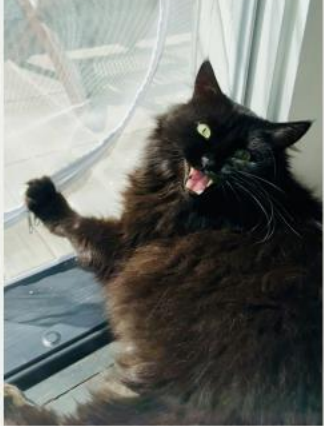
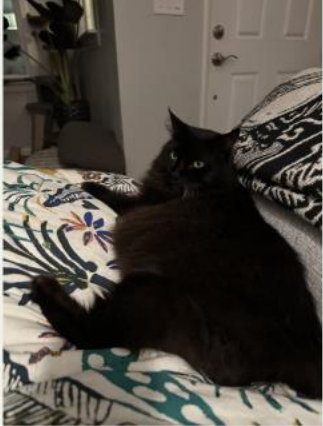
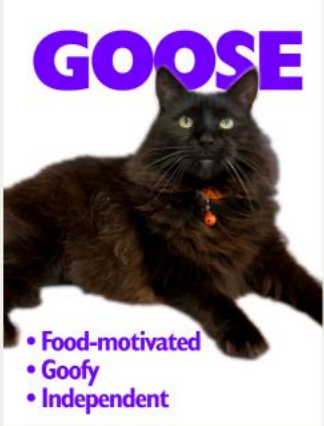
Likable Photos (Cat) (Maxdiff scores .06 to .04)



Less Appealing Photos (Cat) (Maxdiff scores .03 to -.02)



Least Appealing (Cat) (Maxdiff scores -.03 to -0.13, lowest rankings)



Appendix II: Qualitative

Photo Ranking: Interviewee 1

Female | 24 | \$175-200K | Los Angeles, CA

Dog



Cat



Photo Ranking: Interviewee 2

Female | 23 | \$40-60K | Mississippi

Dog



Cat



Photo Ranking: Interviewee 3

Male | 28 | \$60-79K | Kansas City, MO

Dog



Cat



Photo Ranking: Interviewee 4

Male | 34 | \$100-149K | Oakland, CA

Dog



Cat



Photo Ranking: Interviewee 6

Female | 32 | \$40-59K | Elk Lake, MN

Dog



Cat



Photo Ranking: Interviewee 7

Female | 37 | \$40-59K | Kentucky

Dog



Cat



Photo Ranking: Interviewee 8

Female | 43 | \$60-79K | Chicago, IL

Dog



Cat



Photo Ranking: Interviewee 5

Female | 39 | \$60-79K | San Diego, CA

Dog



Cat



Photo Ranking: Interviewee 9

Male | 49 | \$60-79K | Las Vegas, NV

Dog



Cat

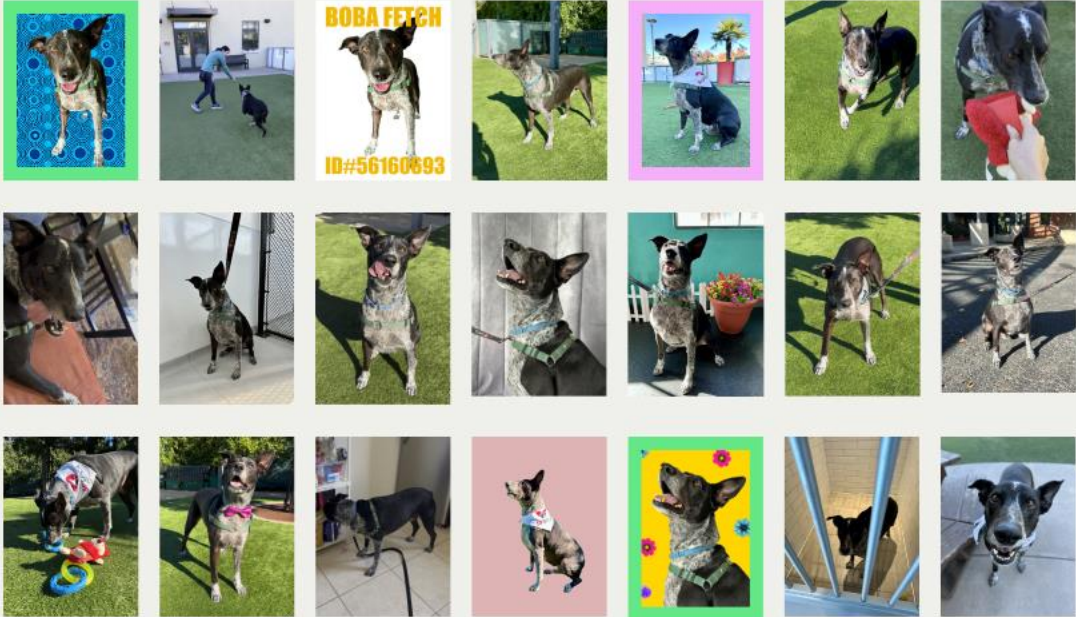


Photo Ranking: Interviewee 3

Male | 28 | \$60-79K | Kansas City, MO

“Which photo do you notice the fastest? Which photo is the most appealing to you or would pique the most adoption interest?”

Dog



Cat

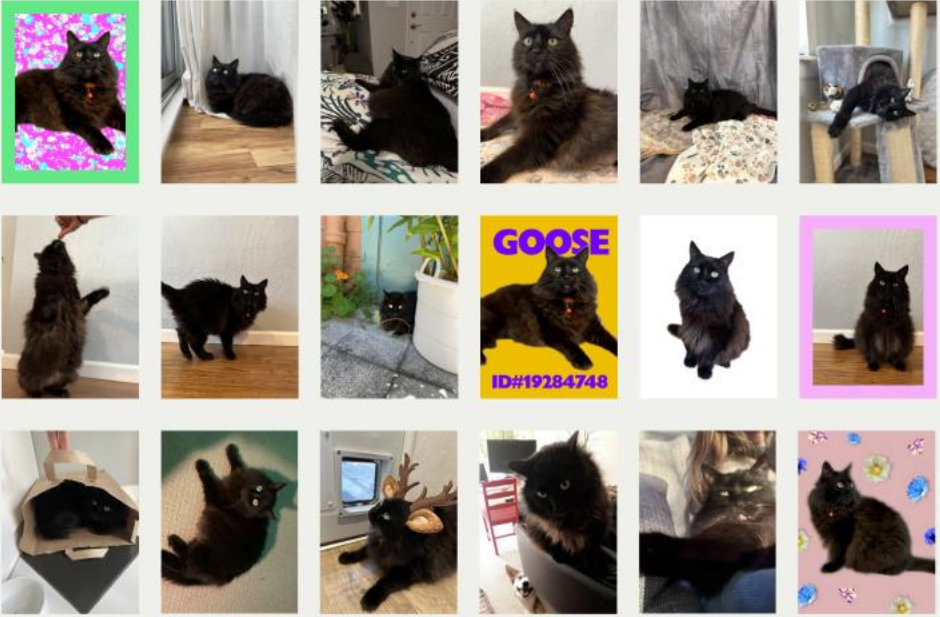
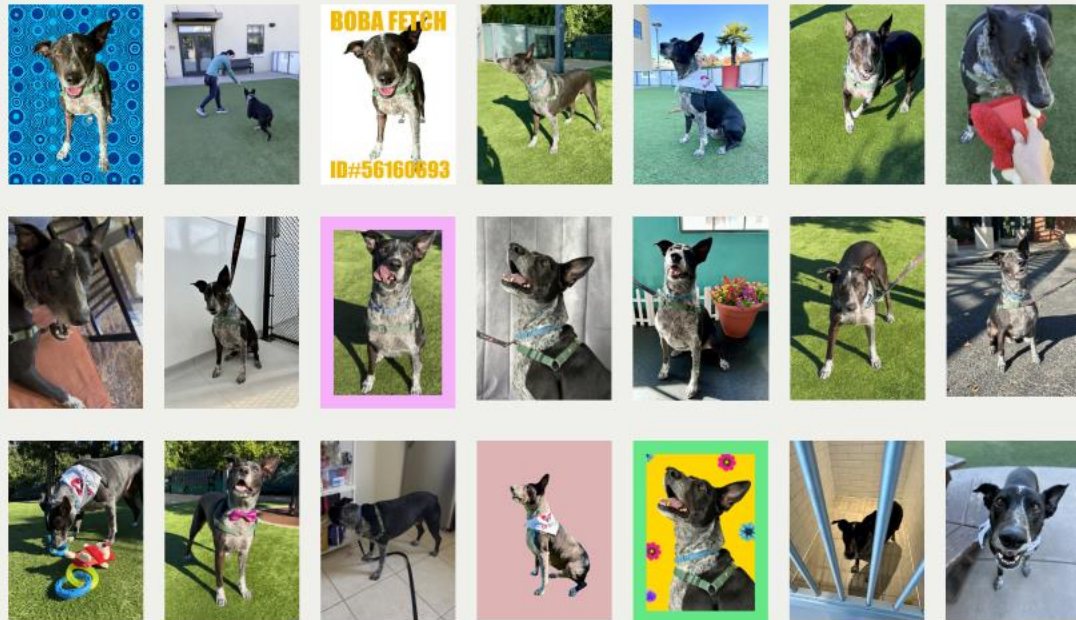


Photo Ranking: Interviewee 4

Male | 34 | \$100-149K | Oakland, CA

“Which photo do you notice the fastest? Which photo is the most appealing to you or would pique the most adoption interest?”

Dog



Cat

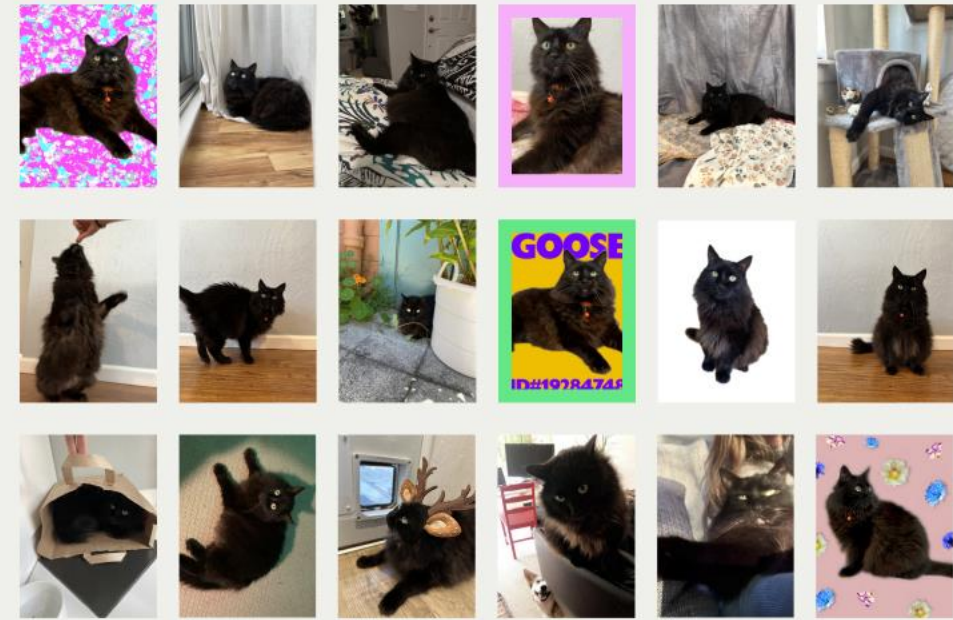
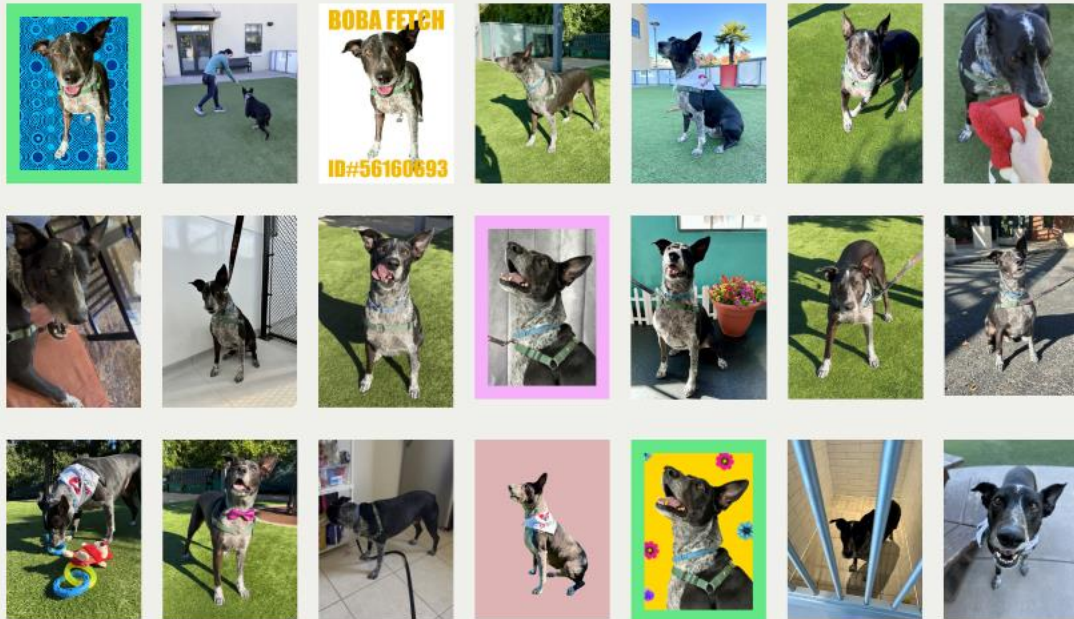


Photo Ranking: Interviewee 5

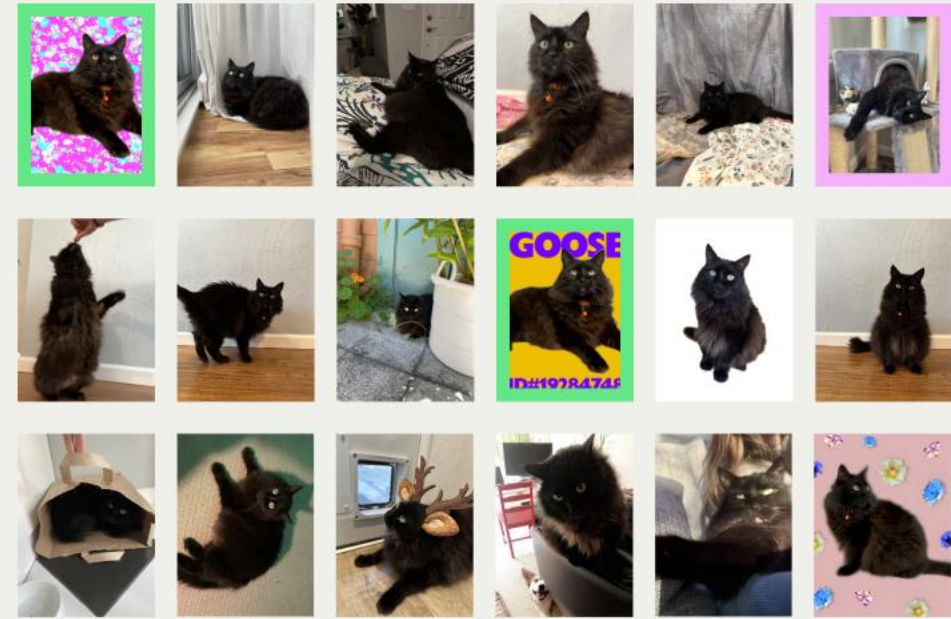
Female | 39 | \$60-79K | San Diego, CA

“Which photo do you notice the fastest? Which photo is the most appealing to you or would pique the most adoption interest?”

Dog



Cat



Data source: “AAP Adoption Photos Research”, UserTesting.com, 2025



First noticed



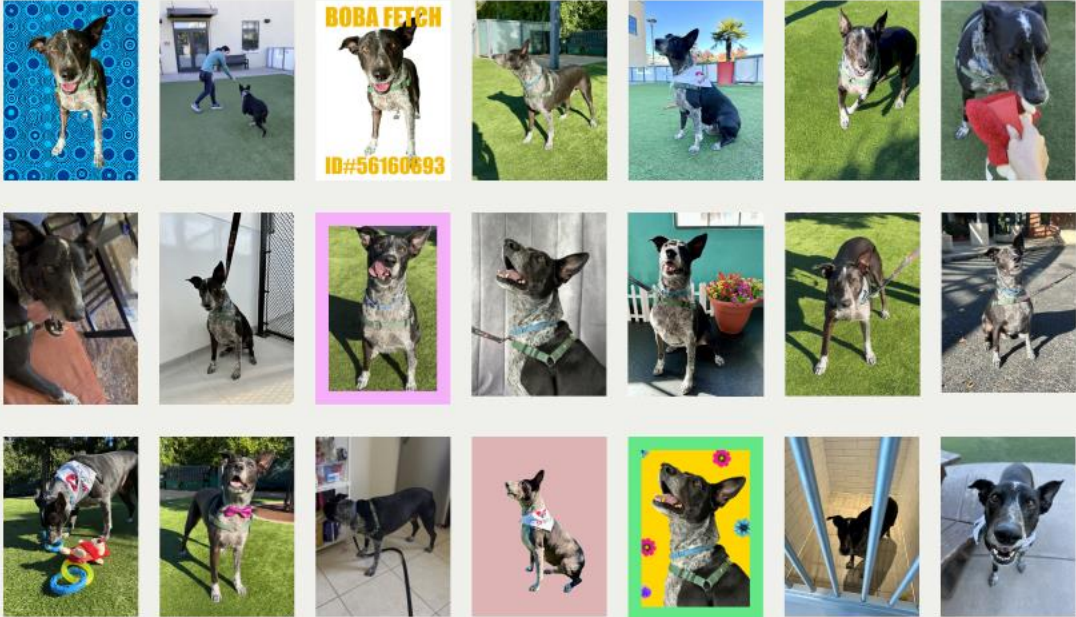
Most appealing

Photo Ranking: Interviewee 6

Female | 32 | \$40-59K | Elk Lake, MN

“Which photo do you notice the fastest? Which photo is the most appealing to you or would pique the most adoption interest?”

Dog



Cat

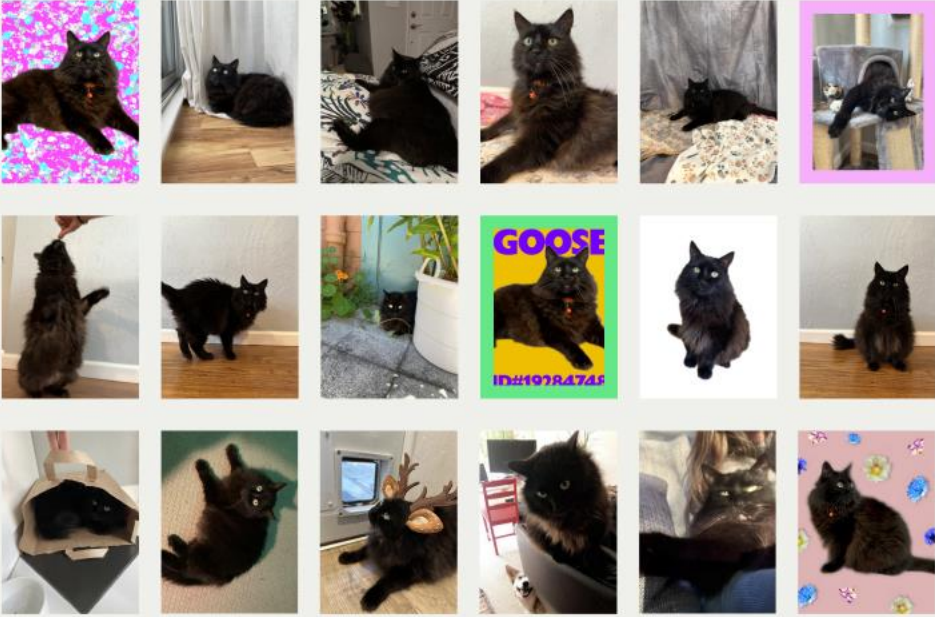
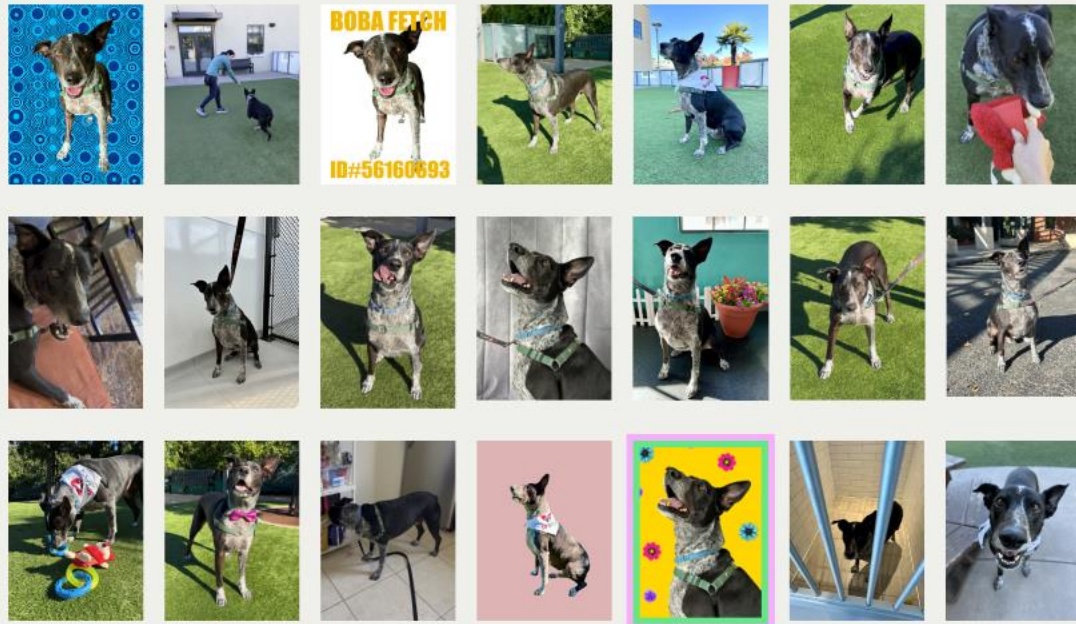


Photo Ranking: Interviewee 7

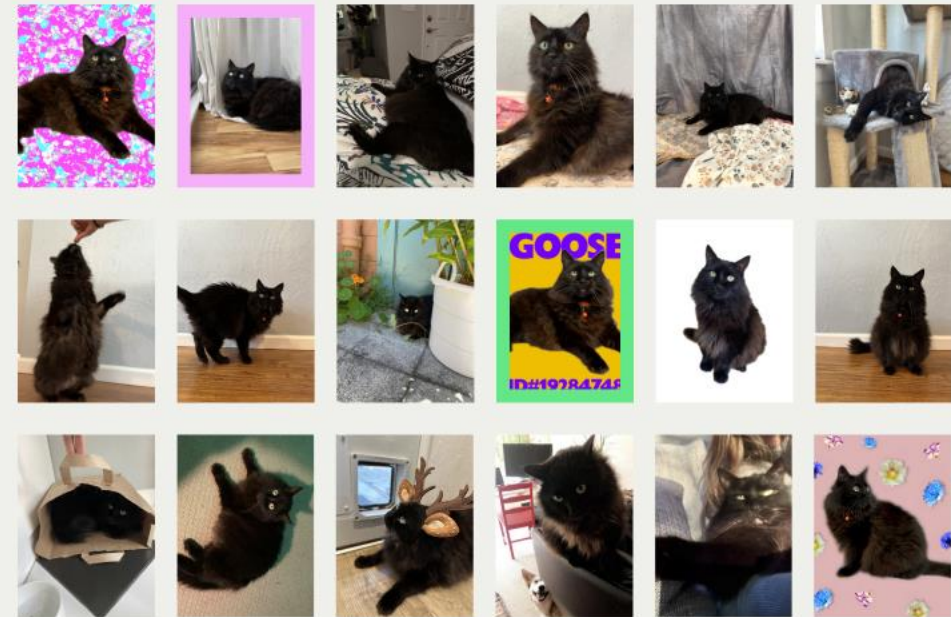
Female | 37 | \$40-59K | Kentucky

“Which photo do you notice the fastest? Which photo is the most appealing to you or would pique the most adoption interest?”

Dog



Cat



Data source: “AAP Adoption Photos Research”, UserTesting.com, 2025



First noticed



Most appealing

Photo Ranking: Interviewee 8

Female | 43 | \$60-79K | Chicago, IL

“Which photo do you notice the fastest? Which photo is the most appealing to you or would pique the most adoption interest?”

Dog



Cat

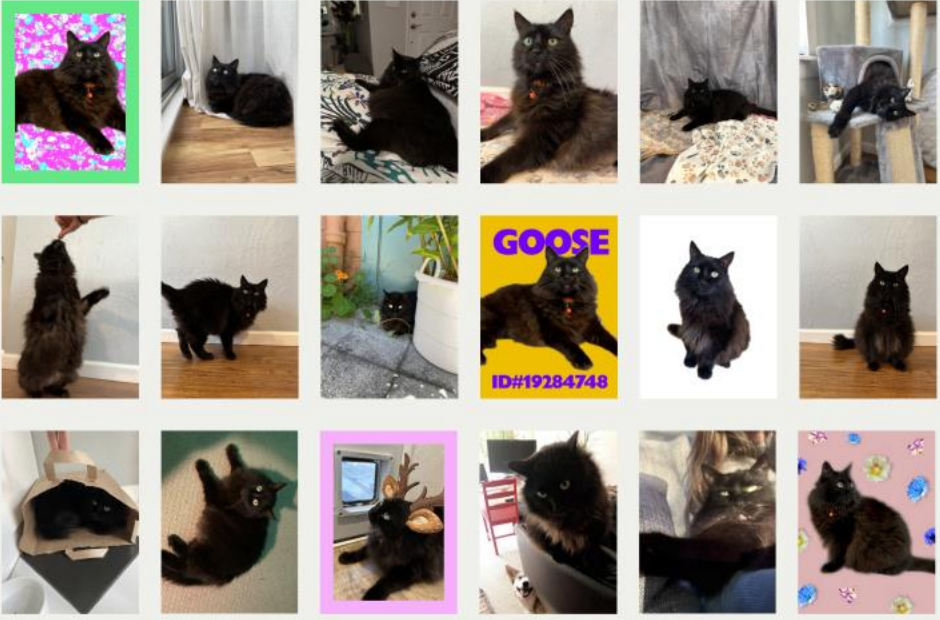
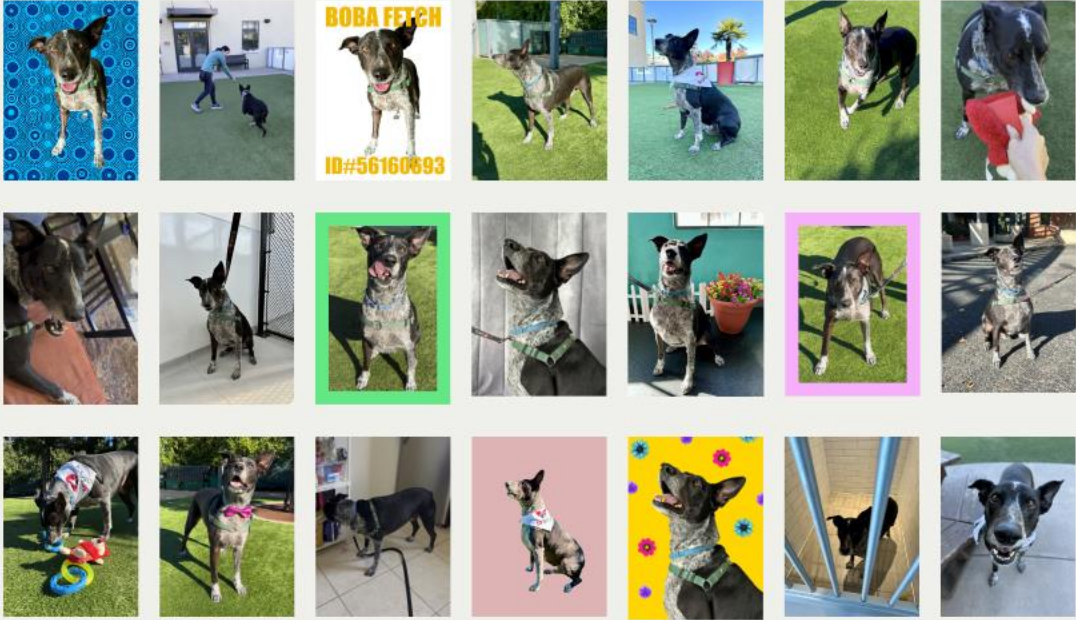


Photo Ranking: Interviewee 9

Male | 49 | \$60-79K | Las Vegas, NV

“Which photo do you notice the fastest? Which photo is the most appealing to you or would pique the most adoption interest?”

Dog



Cat

