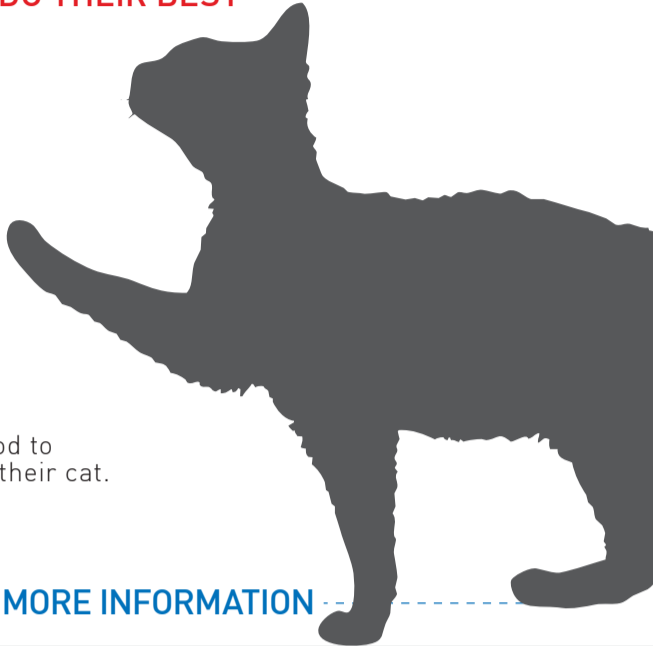
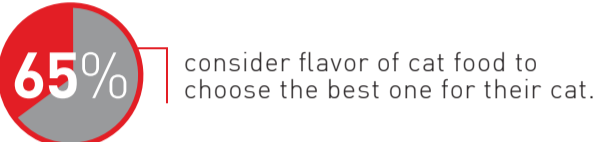


THE CURIOUS LIVES OF CATS REVEALED

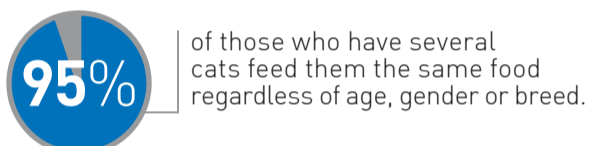
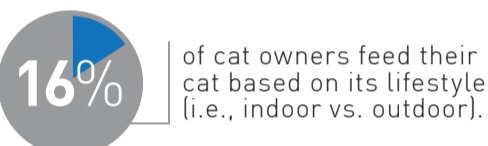
Household pet cats outnumber dogs by **12 million** in the United States, but how much do cat owners really know about their furry feline companions? The results of a national survey work to dispel myths and allow for a better understanding between felines and their owners.

CAT OWNERS ALWAYS TRY TO DO THEIR BEST



CAT OWNERS NEED ACCESS TO MORE INFORMATION

Almost half (**49%**) of cat owners did not gather any information or research before they brought their cat home.



Only **50%** of cat owners think about their cat's health every day.



Nearly two in three (**65%**) cat owners consider flavor when choosing food for their pet.

3 COMMON FELINE MISCONCEPTIONS

01 CATS: LOW-MAINTENANCE, NOT LOW-ENERGY.



A majority of cat owners selected a cat because they easily adapt to their **owner's lifestyle (61%)**—they don't have to be walked or taken outside to go the bathroom (**60%**) and can be left alone for long periods of time (**55%**). However, many cat owners are uninformed of the typical **cat lifestyle**.

While many are aware that their feline rests frequently (up to 16 hours a day), many are unaware that cats spend time each day marking their territory (**73%**), hunting (**68%**) and hiding (**62%**).

02 HEALTH IS NOT A CONSIDERATION WHEN CHOOSING A FOOD.



Close to **three-quarters** of cat owners (**72%**) don't consider their cat's health when selecting food for their pet. Others don't factor their cat's breed (**93%**), weight (**65%**) or age (**52%**) into their pet-food decision-making process—all important considerations that contribute to the overall health and well-being of cats.

03 CAT OWNERS FAVOR FLAVOR.



When it comes to cat owners, taste plays a big role in cat food selection. Nearly two in five cat owners believe that cats have a strong sense of taste (**38%**), which is likely why so many consider flavor (**42%**) when it comes to what they feed their cat. In truth, cats have a weak sense of taste; aroma and texture play a much bigger role in how cats choose their food.

THE SECRET LIVES OF CATS

Cats are very curious pets with unique characteristics. **Did you know?**

They are on the hunt!
Cats treat their **toys as prey**.



When you get a rub from a **friendly feline**, she's releasing her pheromones onto you.



Cats can make up to **100 sounds**.
Dogs only make 10.



Cats use their **claws** to mark their territory.



To learn more about the curious lives of cats and to save **\$7** on any **FELINE HEALTH NUTRITION** formula, visit www.facebook.com/royalcanin.us.