

PURR-FECT HOUSEMATES

FUN FACTS ABOUT CATS

MGIC



3 CATS
THE NUMBER YOU
CAN OWN BEFORE
BECOMING A
CRAZY CAT LADY²

15%
PORTION OF THE DAY
SPENT GROOMING⁷



30%
OWNERS WHO SWEAR
THEIR CATS CAN
READ THEIR MINDS³



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2 MILLION
CAT VIDEOS
ON YOUTUBE⁸

7,000

SURVEYED PEOPLE WHO
FELT MORE ENERGETIC
AND POSITIVE AFTER
WATCHING CAT VIDEOS⁶



75%
PORTION OF
DAY SPENT
CATNAPPING⁷



\$200

AMOUNT SPENT ON
CAT LITTER ANNUALLY⁵



Oregon



Maine



Vermont

76%
MILLENNIALS
WHO SPLURGE MORE
ON THEIR CAT THAN
THEMSELVES⁹

NUMBER 1 STATE
WITH THE HIGHEST
CAT OWNERSHIP:
VERMONT¹



6X
HOW MUCH BETTER
CATS CAN SEE IN LOW
LIGHT THAN HUMANS⁴



CLICK!

51%
MILLENNIALS
WHO OWN CATS⁹

87%
OWNERS BELIEVING
THEIR CATS
IMPROVE THEIR
WELL-BEING⁴



SOURCE: 1. AMERICAN VETERINARY MEDICAL ASSOCIATION-AVMA.ORG, 2. CATSTER MAGAZINE - CATSTER.COM, 3. FACTRETRIEVER.COM, 4. MENTAL HEALTH FOUNDATION-MENTALHEALTH.ORG., 5. MONEY UNDER 30 - MONEYUNDER30.COM, 6. PEOPLE MAGAZINE - PEOPLE.COM, 7. PURINA - PURINA.COM.AU, 8. THE CONVERSATION STUDY HTTP://THECONVERSATION.COM/STUDY, 9. WASHINGTONPOST.COM

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