

## Survey Indicates Cat Owners Consider Pets Part of Family, Concerned with Litter Odor

**Nationwide telephone interviews show 50 percent give their cats Christmas stockings; 88 percent concerned with litterbox maintenance.**

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In a nationwide telephone survey, cat owners were asked about their feelings toward their cats as well as their cats' litterboxes. The overall results show odor control is a priority, and the majority of cat owners treat their pets like family. The results show: 92 percent of cat owners consider their cat to be part of the family 50 percent say they give their cats a Christmas stocking 53 percent have carried their cat in a carriage 13 percent carry a photo of their cat in their wallet

Cat owners also answered questions regarding litterboxes. The results indicate: 88 percent state that they are concerned with their cat's litterbox and overall maintenance 44 percent say their biggest concern is how the litterbox affects their home's general hygiene 70 percent shop for clumping litter 85 percent make sure the litter they purchase will adequately control odor 61 percent of females state that they clean the litterbox more than once a week versus 34 percent of males 25 percent place the litterbox in the bathroom; 23 percent put it in the basement; and 8 percent put it in a closet 20 percent have been embarrassed by the smell of their cat's litterbox

Arm & Hammer commissioned market-research firm StrategyOne to randomly poll households in April 2007. A total of 1,046 people were surveyed, 29 percent of whom were cat owners.