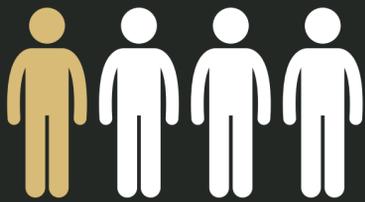


THE IMPACT OF CAT ALLERGENS

Recently the Human Animal Bond Research Institute (HABRI) and Purina Pro Plan surveyed cat owners to find out how cat allergens impact all aspects of life, both functional and emotional, in allergen-sensitive households. From the owner and cat bond, to human relationships, to the amount of time spent cleaning, the following data reveals the need for a new way to manage cat allergens.

Approximately **1 out of 4** U.S. cat owners are, or have someone in their household who is, sensitive to cat allergens.



37% of households with sensitivities to cat allergens have had to change their lifestyle to accommodate their cat.



25% of households with cat allergen sensitivities say their personal relationships have been strained due to cat allergens.



- 13% have had to choose between their cat and a relationship.
- 12% have considered not living with a partner due to cat allergen sensitivities.
- 11% have had to end a relationship or friendship due to the strain of cat allergen sensitivities.
- 25% wish they could spend more time hosting get-togethers in their home and have guests sleep over.

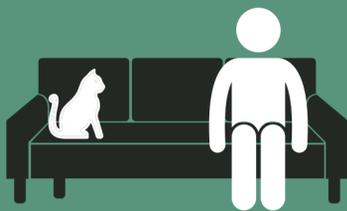
50% of cat owners with allergen sensitivities wish they could spend more time playing with, snuggling, and petting their cat.



75% of cat owners say their relationship with their cat is a core part of their health and well-being.



Nearly **1 out of 4** say allergens limit the time they get to snuggle with their cat.



90% of cat owners feel their cats are members of the family.



84% of cat owners with cat allergen sensitivities said they would dismiss their doctor's advice if told to give up their cat.



20% even said they would keep the cat and get a new doctor.

Cat owners with cat allergen sensitivities do **41%** more household cleaning than those without sensitivities.

They also spend **26%** more money per month on purchases related to managing cat allergens.



62% of households with sensitivities to cat allergens say their current methods of managing allergens are only somewhat effective or not effective.



32% of people in the U.S. that have relinquished a cat in the past cited cat allergen sensitivities as the reason why.



There is a better way to live with cats. Purina Pro Plan LiveClear is the first and only cat food to reduce allergens in cat hair and dander. Learn more at ProPlanLiveClear.com.

SOURCE: Human Animal Bond Research Institute/Purina Pro Plan online survey of 2,062 cat owners age 22 or older, fielded Dec. 2019 by data and analytics consultancy, LRW.