



## Strategies For Success

### June "Adopt a Cat Month" is still in progress!

Research shows that almost 25% of all cats suffer from some form of anxiety. Help your clients and friends and their feline friends by telling them about **ThunderShirt's for Cats!**

The patented design applies a gentle, constant pressure that has a dramatic calming effect for most cats.

- ◆ Great for vet visits, traveling and grooming
- ◆ Drug-free and easy to use

[Click here](#) to visit their website and learn more.



## The Research Behind The Anxiety Issue: The 2012 ThunderShirt Cat Anxiety Survey

### The Cat Anxiety Problem: Size, Scope, and Solutions

Anxiety and fear are widely recognized issues for cats when traveling and during vet visits; however, little research has been done regarding how widespread these issues are or what other fears and anxieties cats have. The purpose of this survey is to investigate what causes anxiety in cats, how common anxiety is, along with the solutions, if any, cat owners are using to combat the problem.

### Sources of Anxiety

Thundershirt Company has sponsored this survey, which was conducted and analyzed by independent third parties.

This survey was of the general cat population in the United States. Conducted in June 2012, 1000 cat owners with 1727 cats were surveyed. The respondents were spread across the United States geographically and covered a very wide variety of cat breeds. This large sample is statistically representative of the overall cat population in the United States.

The Survey was conducted by GMI Inc, a Washington based Survey Company. Founded in 1999, GMI is a global market research company providing services to many of the largest business enterprises and researches around the world.

The survey data was analyzed by Kirsten Doehler, an Assistant Professor of Statistics at Elon University. Mrs. Doehler earned her Ph.D. in Statistics from North Carolina State University.

The key findings from the survey are summarized below. The related tables are provided in the Appendix.

### Key Findings from the General Cat Population Survey

The following findings are based on the general cat population survey of 1000 cat owners and 1727 cats, along with data from the 2009-2010 APPA National Pet Owners Survey.

The APPA survey data was used to determine the number of cats and cat owning households in the United States.

24% of all cats suffer from at least one anxiety or fear issue, around 22.5 million cats in the United States alone. Over 20% of all cats suffer from multiple anxiety and/or fear issues.

67% of all cats suffering from anxiety, or around 15 million cats in the United States, are not treated in any way for their anxiety or fear.

39% of cat owners do not feel that treating the problem is necessary

34% of owners do not think that there are any viable solutions for their cat's anxiety

11% of cat owners felt the available solutions are too expensive

### In conclusion:

With almost 25% of cats suffering from some form of anxiety you can offer a solution for your clients. Use this information to help your feline clients and their pets. Increasing your feline business is just one strategy VEN offers as a way to increase your bottom line.