DID YOU KNOW?

Only 40% of cats are medicalized compared to 60% of dogs

Only 50% of owners take their new kitten to the vet after acquisition

Source: Study of 4,437 cat primary caregivers globally on cat owners’ relationship with their vets [SKY Agency, 2018]
WHY ARE OWNERS POSTPONING THEIR CAT’S VISIT TO THE VET?

- **38%** Thinking that the cat has a minor problem that will resolve by itself
- **17%** Financial burden
- **22%** Finding visiting the veterinarian stressful
- **14%** Not wanting to be pressured to do unnecessary treatments

Source: Study of 4,437 cat primary caregivers globally on cat owners’ relationship with their vets (SKY Agency, 2018)
CAT FRIENDLY CLINICS CAN HELP TO CHANGE THIS REALITY

CHECK 8 TIPS TO CREATE POSITIVE experiences for cats on your practice
1. Create a cozy and a reserved space for cats

2. Connect a **diffuser for controlled pheromone release** in the reserved space
3. Avoid contact with other pets in the waiting room, especially dogs

4. Display dedicated magazines in the room targeting cat owners
5. Use relaxing music in the background and pleasant lighting

6. Establish a day and specific times for cat consultations
7 Reserve elevated locations for cat carriers

8 Choose comfortable chairs and soft colors on the walls
HAPPY INTERNATIONAL CAT DAY!