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PURINA CAT CHOW CONNECTED FOR THE CAUSE SURVEY FACT SHEET

In April 2009, Purina® Cat Chow® surveyed breast cancer survivors with cats nationwide. The study results underscored the important emotional connection and relationship owners have with their cats, a relationship that inspired Purina Cat Chow to raise funds for Susan G. Komen for the Cure®, the world's largest breast cancer advocacy organization. Following are some unique facts on breast cancer survivors' relationships with their cats:

- **Calming Influence:** 84.3 percent of women battling breast cancer said their cat had a calming affect on them during their treatment. Cats were similar to spouse (85.2 percent).
- **Daily Support:** 75.6 percent of women with breast cancer said that their cat gave them the daily support they needed. Cats were on par with parent (78.5 percent), sibling (73.9 percent) and best friend (68.3 percent).
- **Constant Companion:** 78.4 percent of women battling breast cancer reported that their cat was there when they needed them.
- **Forever Beautiful:** 95.3 percent of breast cancer survivors surveyed said they were comfortable being around their cat without their hair.
- **Comforting Presence:** 67.8 percent of women with breast cancer said that their cats helped provide comfort while battling the disease.
- **Empowering:** 73.1 percent of women reported that caring for their cat made them feel useful during treatment from breast cancer.
- **Welcome Home Hug:** 82.1 percent of respondents credited their cat with being there to greet them when they came home for treatment. Cats were second only to spouse (86.9 percent).
- **Always There:** 75.3 percent of respondents said that when the humans in their life were not available, their cat provided them with the comfort they needed.

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