



# DEMOGRAPHIC PROFILE

## CAT PROGRAM

GENDER:

Female	89.3%
Male	10.7%

AGE:

Average **43.3 years**

29 or younger	24.6%
30-39	20.7%
40-49	19.7%
50-59	16.5%
60-69	12.3%
70+	6.2%

HOUSEHOLD INCOME:

Average **\$41,600**

\$30,000+	59.4%
\$40,000+	43.0%
\$50,000+	30.5%

NO. OF CATS IN HOUSEHOLD:

One	77.4%
Two	17.6%
Three+	5.0%