

BY

# basepaws

APRIL  
2020

Feline  
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ON...

## Beyond genetics — what is an «average» cat?

FELINE  
BEHAVIOR &  
TEMPERAMENT

FELINE  
HEALTH

*Feline  
nutrition*

PHYSICAL  
CHARACTERISTICS



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# Introduction

At Basepaws, our mission is to advance pet health. Our main focus is using genetics to understand feline breed ancestry and predisposition to certain diseases. However, we understand that genes do not act in isolation and are just parts of the puzzle. Therefore, our continued goal has been to collect diverse information on cats that goes beyond genetics, so that we can refine and improve our understanding of the interplay between genetics, lifestyle and environment in driving pet health and behavioral outcomes.

We asked our customers to fill out a 92-question survey focusing on their cat's health, litter box habits, nutrition, physical characteristics, temperament, and behavior. Most questions used a multiple choice structure with the option 'other' also provided for the opportunity to add freeform text. Participation in the survey was voluntary. The analyzed data is based on the answers provided by a small sample of our customers (3341 cat owners).

This report presents the results of our analysis and discusses the implications of some of the key findings. When reading through the text, please keep in mind that wherever percentages do not add up to 100%, this is either because respondents were allowed to select multiple answers to a question or due to rounding error.

We hope you enjoy reading this report as much as we enjoyed putting it together.

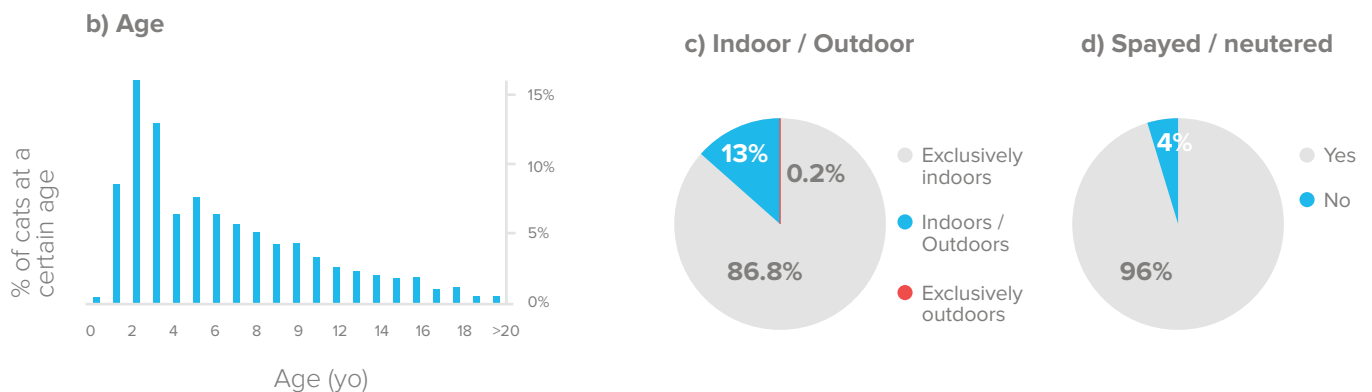




# General cat characteristics

This section presents general demographics data of the cats represented in our survey. While there is an almost even split between males and females, our data indicates a slight over-representation of male cats (**Figure 1a**). The most prevalent age group is 2-3 years old (**Figure 1b**), although all ages from 0 to 25 are represented. The overwhelming majority of cats reside exclusively indoors (**Figure 1c**) and have been spayed or neutered (**Figure 1d**).

**Figure 1. General characteristics of cats represented in the Basepaws survey:** (a) gender, (b) age, (c) primary residence (indoor/outdoor cats), (d) spayed/neutered status.



Most cat owners got their feline companions from a local pet rescue organization (37%), while 22% and 20% got them either as stray cats or from Humane Society, respectively. Only 4.6% of cat owners obtained their cat from a breeder. This being the case, over 70% of cat owners have no knowledge of whether their pet has any living family members. Twenty percent of owners report that their cat has siblings known to them and 8% have cats that are known to be littermates.

When cats reside in multi-pet households, most of them cohabit with other cats in their owner's home (55%), with the second most common cat companion being dogs (20%). Other pets mentioned were fish, rabbits, reptiles, tortoises, and turtles.

# Feline health

## Owner approach to feline health

Most cat owners (72%) report having visited the veterinarian for a cat wellness checkup in the past 6 months, 19% had a vet visit within the last year, and only 9% of cat owners say their last vet visit was more than a year ago. Therefore, the majority of cat owners are up to date with their visits to the vet, despite the fact that veterinary care constitutes a substantial expense.

Thirty-five percent of respondents report spending over \$300/year per cat, 31% spend on average \$100-\$199/year per cat, and 21% spend \$200-\$299/year per cat. Just under 15% spend less than \$100/year per cat. Despite the high cost of veterinary care, when they think their cat is getting sick, 58% of pet parents make an appointment with the veterinarian and 11% go immediately to the ER. Sixteen percent rely on google search to understand what might be wrong with their cat, while 12% are inclined to wait for a day and observe the cat's condition at home before taking any measures.

A small minority reaches out to a friend for advice. Over half of all cat owners (57%) rely only on conventional medicine when it comes to the health of their pet, while 42% prefer a mixture of conventional and alternative medicine therapies (integrative approach) and ~1% trust holistic medicine exclusively.

When it comes to pet nutritional supplements, 75% of cat owners do not give any to their pet. Probiotics are the most common supplement, used by 10% of cats, followed by fish oil or fatty acid supplements (7%). Joint supplements are another popular option, used by 5.6% of cats.



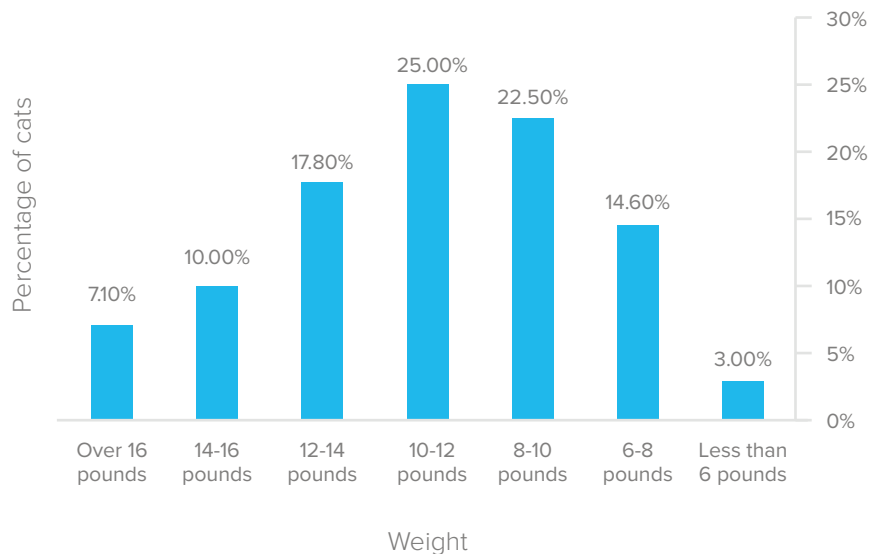
# General feline health

## Weight and body shape

The most commonly reported cat weight range by Basepaws customers is 10-12 lbs (25% of cats), followed by the 8-10 lbs range (**Figure 2**). According to the Association for Pet Obesity Prevention, the ideal weight for most domestic cats is 8-10 lbs, with the specific ranges for Persian, Siamese and Maine Coon being 7-12 lbs, 5-10 lbs, and 10-25 lbs, respectively<sup>1</sup>.

**Figure 2.** Weight distribution of cats represented in the Basepaws survey.

### Average cat weight

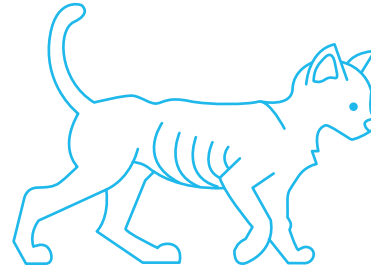


When pet owners were asked to judge the body shape of their cat using an image for guidance, 45% classified their cat as overweight or obese (**Figure 3**). These statistics are largely in agreement with previous data indicating that over half of all cats in the USA (59.5%) suffer from overweight or obesity<sup>2</sup>. A potential explanation for the discrepancy in percentages is that pet owners interested in DNA testing for their animal tend to be more conscious of the negative effects obesity and overweight can have on the pet's life and are thus more careful in controlling their weight.

**Figure 3. Image stimulus used for body shape assessment of cats represented in the Basepaws survey.** The image was developed by the American Veterinary Medical Association (AVMA). (a) Underweight, (b) Normal weight, (c) Overweight, (d) Obese. Percentages represent the proportion of cats falling into each group according to our survey.

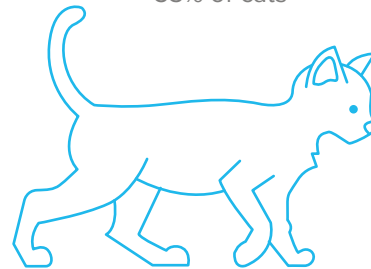
**a) Underweight**

2% of cats



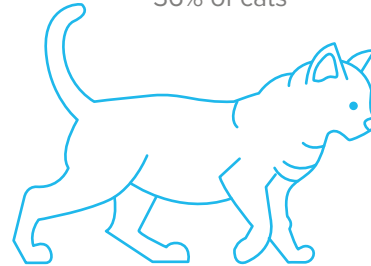
**b) Normal weight**

53% of cats



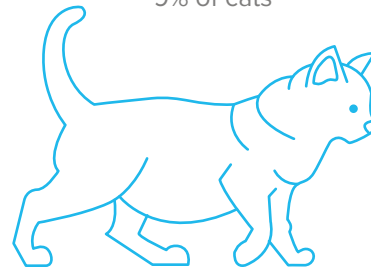
**c) Overweight**

36% of cats



**d) Obese**

9% of cats





## Litter box behavior

Apart from weight, abnormal litter box behavior can indicate potential health problems, such as urinary tract inflammation and pain during urination or defecation<sup>3</sup>. The vast majority of cat owners represented in our survey (92%) report that their cat always uses the litter box for elimination, with the remaining respondents reporting that their cat uses it occasionally, only for urination or defecation, or never.

Seventy-eight percent of cats that do not always use the litter box, prefer using other areas of the house (i.e., carpet, etc.), while 22% prefer the outdoors. On average, the domestic cat's normal urination pattern is considered to be twice a day, although there are variations<sup>4</sup>.

Most cats in our survey were reported to urinate 2-4 times/day (54%) and 18% – at least once/day. A significant amount of cat owners (28%) reported that they were not sure how frequently their cat urinates. Not being aware of their cat's urination behavior can be detrimental for owners, since observing a drastic change in the cat's normal urination frequency can often indicate problems such as diabetes, kidney, liver or bladder infections<sup>4</sup>. In addition to frequency of urination, the size of urine clumps in the litter box can also indicate a urinary tract problem, such as cystitis, infection or a partial urethral blockage<sup>5</sup>. Small urine litter clumps can be a sign of one of these problems. Provided with the image in **Figure 4**, 70% of pet owners in the Basepaws survey reported that their cat's urine clumps are most like the largest clump in the image, while 14% chose the medium sized clump and 1% selected the smallest clump. The remaining cat owners (15%) stated they were not sure what the average size of urine clumps was for their cat.



**Figure 4.** Image stimulus provided in the Basepaws survey to aid assessment of feline urine clump size (taken from: <https://catinfo.org/feline-urinary-tract-diseases/>)<sup>5</sup>.

When it comes to feline defecation frequency and consistency, knowing your cat's habits and noticing any changes can also help in the diagnosis of gastrointestinal diseases or parasites<sup>6,7</sup>. As a general rule, cats are expected to pass a bowel movement at least once a day, although frequency can vary depending on diet, water consumption and exercise<sup>7</sup>. Most cats represented in our phenotype survey (58%) were reported to have a bowel movement at least once a day, while 16% defecate 2-4 times/day.

Twenty-six percent of cat owners stated they were not sure what their cat's defecation frequency was. When provided with the image prompt shown in **Figure 5**, only 68% of cat owners reported that their cat's stool consistency was most similar to 'Score 2', which is considered optimal. The second most common selection was 'Score 3' (18%). The remaining 14% gravitated towards scores 1, 4, and 5, with very few people selecting scores 6 and 7.

## Fecal Scoring



### Score 1

Very hard and dry; often expelled as individual pellets; requires much effort to expel from body; no residue left on ground when picked.



### Score 2

Firm, but not hard; pliable; segmented in appearance; little or no residue on ground when picked up.



### Score 3

Log-shaped; little or no visible segmentation; moist surface; leaves residue on ground, but holds form when picked up.



### Score 5

Very moist, but has a distinct shape; piles rather than distinct logs; leaves residue and loses form when picked up.



### Score 6

Has texture, but no defined shape; present as piles or spots; leaves residue when picked up.



### Score 7

Watery; no texture; flat puddles.



### Score 4

Very moist, soggy; log-shaped; leaves residue and loses form when picked up.

Fecal consistency is primarily a function of the amount of moisture in the stool and can be used to identify changes in colonic health and other problems. Ideally, in a healthy animal, stools should be firm but not hard, pliable and segmented, and easy to pick up (**Score 2**).

**Figure 5. Image stimulus provided in the Basepaws survey to aid assessment of feline fecal characteristics** (taken from: Purina's quick resource guide: Diagnosis and dietary management of gastrointestinal disease)<sup>6</sup>.

## Common feline health problems

We asked our cat owners whether their cat experiences some common feline health problems. Sneezing is experienced by 16% of the cats represented in our survey, running eyes - by 13% and itchy skin - by 9%. These symptoms are typically associated with allergies, suggesting that a substantial amount of cats suffer from some form of allergy. Vomiting and coughing are also relatively common, experienced by 9% and 6% of cats, respectively. Blindness/vision problems and hearing loss are encountered at a similar frequency, affecting 1-2% of domestic cats. Around half of all cats were reported to experience none of these symptoms.



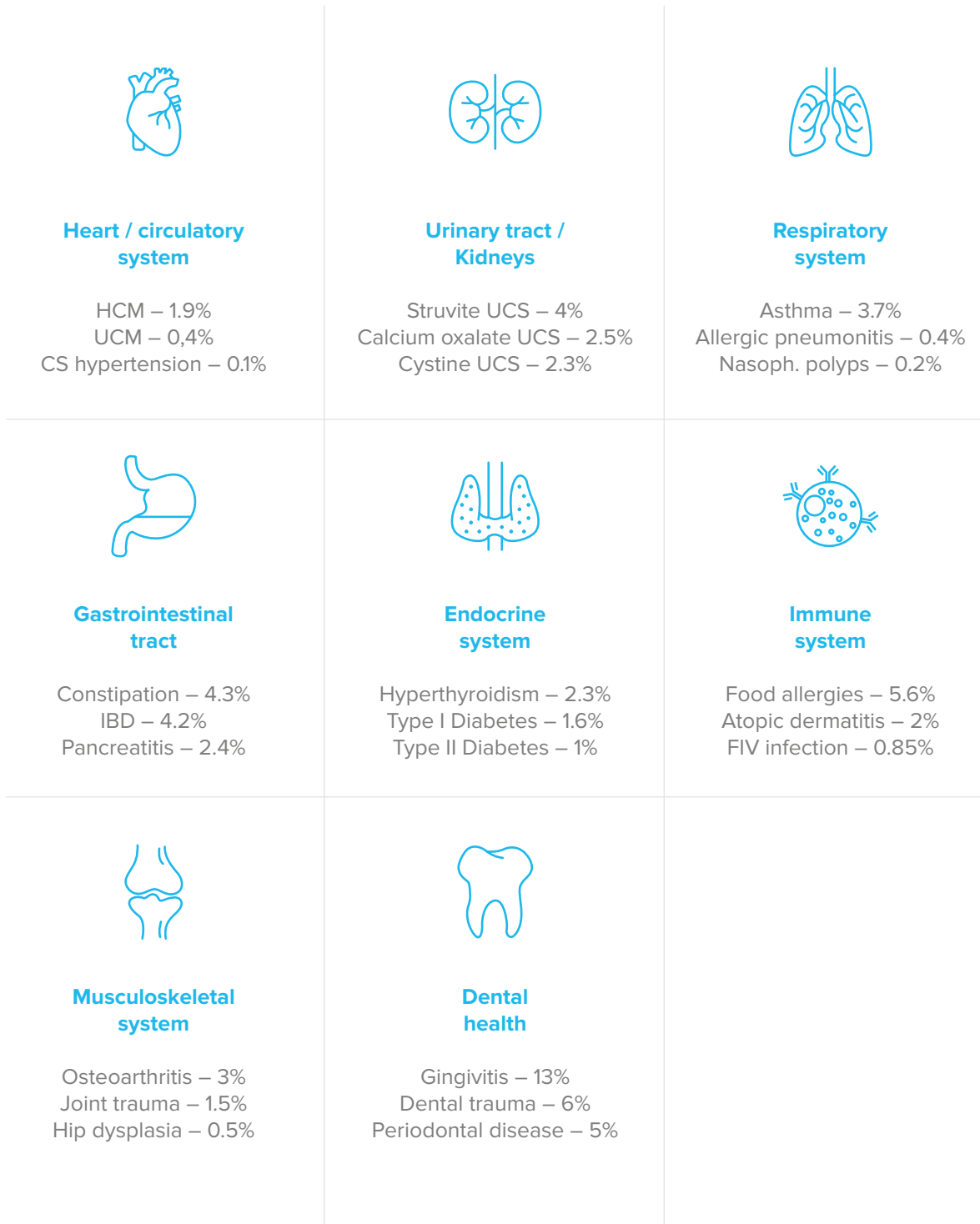


## Prevalence of complex feline disorders

Complex (multifactorial) disorders are defined as diseases caused by an often poorly understood relationship between genetics, environment and lifestyle factors<sup>8</sup>. Our study investigated the prevalence of clinically diagnosed complex diseases in the feline general population. We looked at diseases affecting the heart/circulatory system, the urinary tract, respiratory system, gastrointestinal tract, endocrine system, immune system, musculoskeletal system, and dental health (**Figure 6**). In agreement with previous findings<sup>9</sup>, the Basepaws survey results indicate that the most common cardiovascular disease in cats is hypertrophic cardiomyopathy (HCM). When it comes to complex urinary tract diseases, urinary crystals and stones are the most prevalent, with the struvite and calcium oxalate type being the most common in cats, as also shown by previous research<sup>10</sup>. Our survey's results suggest that the most prevalent respiratory disease is feline asthma, affecting close to 4% of cats. Interestingly, previously published statistics from 2015 indicate that asthma affects 1% of cats<sup>11</sup>. This discrepancy could potentially indicate an increasing prevalence of this disease in cats, as has been the case in humans in recent years<sup>12</sup>.

Since asthma is often seen as an allergic disease<sup>11</sup>, its high prevalence is not surprising, given the high frequency of allergy-related symptoms described in the previous section of this report. Food allergies are also frequently observed in our cat population (5.6%). While the focus has always been on humans when allergies and pets are discussed, our findings suggest that allergies are a significant, potentially growing problem for pets as well.

In the gastrointestinal group of diseases, the most commonly found ones in our cat population are constipation and inflammatory bowel disease. When it comes to musculoskeletal problems, osteoarthritis is the most prevalent condition, affecting 3% of cats.



**Figure 6. Top 3 most prevalent diseases within each category based on responses to the Basepaws survey.** HCM - Hypertrophic cardiomyopathy, UCM - Unclassified cardiomyopathy, UCS - Urinary crystals or stones, CS - Chronic systemic, IBD - Inflammatory bowel disease, FIV - Feline immunodeficiency virus.

It is well known that dental health is a serious problem for cats. Some estimates suggest that 50%-90% of cats older than 4 years of age suffer from some kind of dental disease<sup>13</sup>. The most prevalent dental disease identified in our cat population is gingivitis, affecting 13% of cats. In addition, 18% of cat owners report bad breath being a problem for their cat, with 3% of people selecting the description 'combo smell of death and decay' for it. Strikingly, 64% of cat owners in our survey do not use any preventative dental care routine for their pet, which is likely contributing to the high prevalence of dental health problems. Of those that have a preventative dental care routine, 19% opt for a dental toy, 16% - for brushing their cat's teeth, 9% select a drinking water additive, and 1.6% - an oral rinse (some pet owners select a combination of these).



# Feline nutrition

## Nutritional preferences

Many cat owners feed their cat more than one type of food. In our survey, the most popular type of food, used as either a single food source or in combination with others, was dry commercial food (71% of responses). The second most popular food option was wet commercial food, preferred by 58% of respondents. Interestingly, the popularity trend was reversed when pet owners were asked to judge what type of food is welcomed by an excited reaction from their pet - 68% of cats are excited when presented with canned (i.e., wet) food, compared to 52% of cats who are excited when presented with dry food.

Seventeen percent of cats were reported to be on a special veterinary prescribed diet. Raw food (either commercial or homemade) was preferred by just over 8%.

When asked where they receive their pet food recommendations, 75% of respondents mentioned their veterinarian, while 42% mentioned online searches. Only 11% got their recommendations from a brick and mortar pet store. Most of the respondents in our survey reported using more than one source of information for food recommendations.

When it comes to cat food selection, the market is inundated with options. Asked about their cat food brand preference, pet owners in the Basepaws survey gave a variety of different responses, mentioning well-established brands such as Purina, Hill's and Royal Canin, as well as newer brands, putting emphasis on sustainability, food customization and using organic ingredients. The most popular brands can be found in **Table 1**. Brands not included in this table were preferred by <1% of respondents each.



Brand	Percentage of cat owners buying brand
Purina	29.7%
Hill's	14.5%
Royal Canin	12.7%
Blue Buffalo	7.3%
IAMS	4.7%
Wellness	4.3%
Weruva	4.2%
Tiki cat	2.4%
Rachael Ray	1.9%
Meow mix	1.6%
Natural balance	1.4%

**Table 1. The most popular cat food brands based on responses to the Basepaws survey.**

The most popular food flavor was reported to be chicken (29% of responses), followed by salmon, turkey, tuna, and beef.

## Feeding schedule and behavior

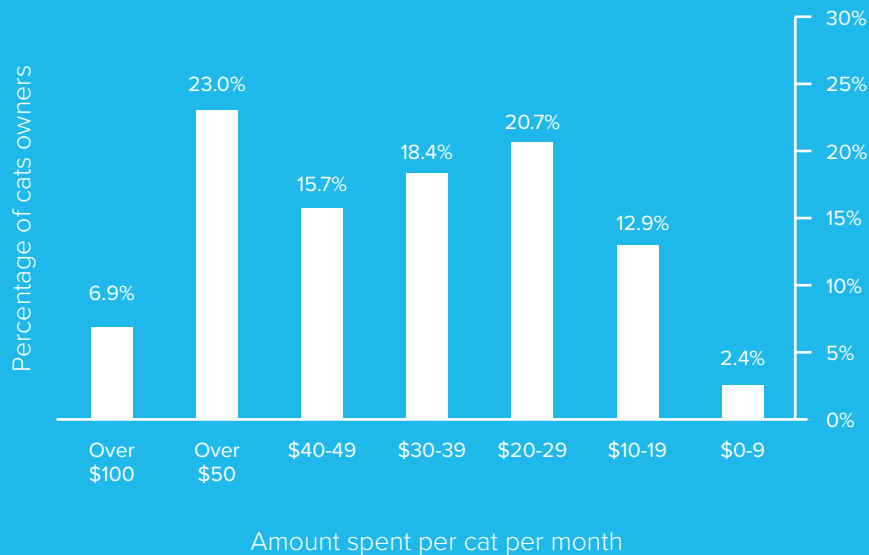
Most cats represented in our survey (62%) are fed at specific meal times during the day. The second most popular feeding option is leaving food out and available at all times (51%). Timed feeders are preferred by 7% and interactive feeders - by 6%. Many pet owners reported using more than one of these approaches for feeding their cat.

Begging for food is a common feline behavior and 65% of cat owners in our survey reported that their cat begs for food. Of those who beg, 62% do it 1-2 times a day, 20% beg 3-4 times a day, and 18% engage in begging behavior 5-6 times a day or more than the owner can count. For the vast majority of cats who beg (79%), this behavior occurs around meal time (within 1 hour of feeding).

## Nutrition-associated expenses

Around half of cat owners represented in the Basepaws survey spend over \$20 per month per cat on food. Most people spend over \$50/month (**Figure 7**).

Average monthly spend on cat food



**Figure 7. Average monthly spend on cat food per cat based on responses to the Basepaws survey.**

# Most prevalent feline physical characteristics

## Head

The majority of cats represented in the Basepaws survey have square faces (76%), while 18% have a triangular face and 6% have a round face. The image stimulus that aided pet owners in assessing their cat's face shape can be seen in **Figure 8**.

When asked to assess the structure of the face of their cat, 98% of owners reported their cats' faces have normal structure, while 2% own a brachycephalic cat (i.e., flat-faced cat).

## Legs and feet

Polydactyly (the presence of extra toes) is seen at a rate of 4% in our survey. Another feature associated with leg/foot appearance that our survey investigated was white coloration of those areas. Twenty-two percent of cats have predominantly white legs, 19% have white feet, and 16% have legs half-colored in white. However, the most predominant group of cats (43%) have no white coloration on their legs or feet.

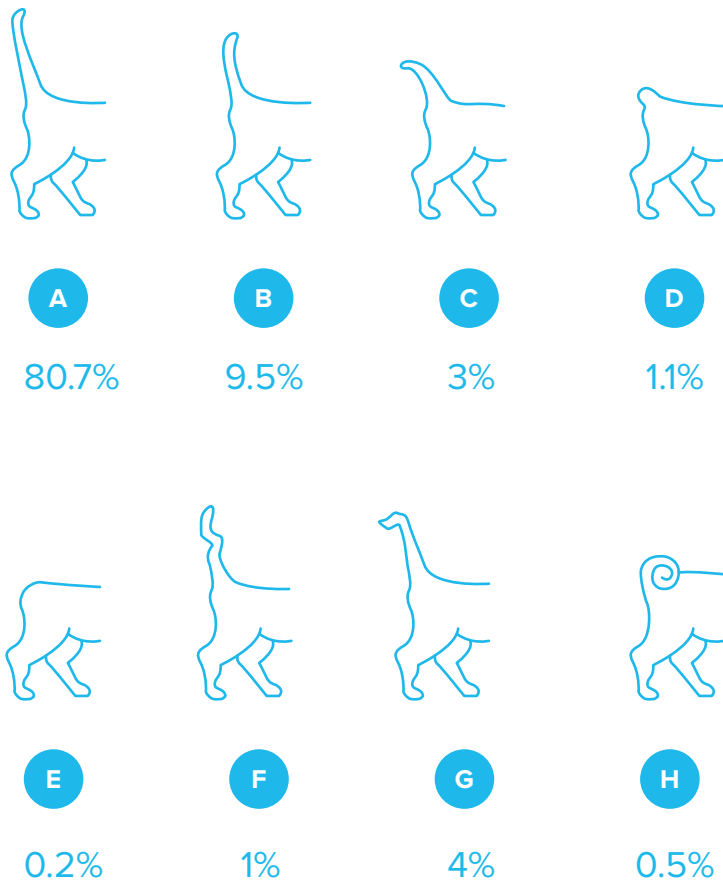


**Figure 8. Image stimulus provided in the Basepaws survey to aid assessment of feline face shape.** (1) square, (2) round, (3) triangular

## Tail

The majority of cats represented in our survey have a long and straight tail, with small sub-populations having a short, kinked or curled tail (**Figure 9**).

**Figure 9. Image stimulus provided in the Basepaws survey to aid assessment of feline tail conformation.** Percentages under each drawing indicate proportion of cats with this particular tail conformation.





## Coat

Short-haired cats are most widely represented in the Basepaws survey, accounting for 43.3% of all cats. The second most abundant group is long-haired cats (37.4%), followed by semi-long-haired ones (18.4%). Hairless, sparse-haired and curly-coated cats combined represent just under 1% of all cats.

When asked what coat color best describes their cat's coat, 19.6% of respondents chose black/ebony.

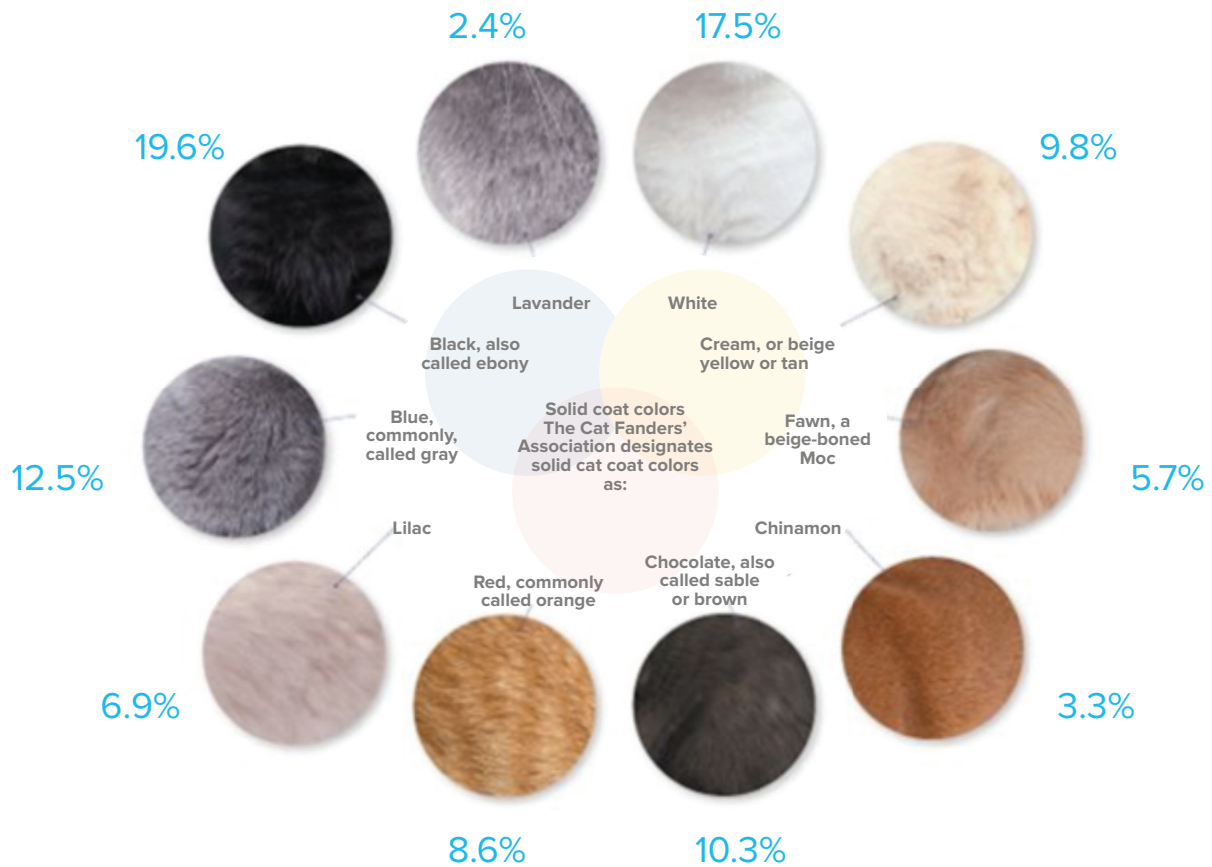
The second and third most common colors are white (17.5%) and blue/gray (12.5%). A full breakdown of all responses, together with the image stimulus provided to participants for this question, can be seen in **Figure 10**. Respondents were allowed to choose more than one color to describe their cat's coat.

The most common coat pattern is tabby, seen in 33.3% of all cats. The tabby pattern can be further broken down into mackerel (58% of tabbies), ticked (17%), classic (15%), and spotted (10%). The second most prevalent coat pattern is tuxedo (i.e., having a small white bib-like feature), accounting for 21.2% of responses, followed by solid color (i.e., no pattern) - 17.3%.

The colorpoint pattern is observed in 7.3% of cats, while tortoiseshell and calico are seen in 5.6% of cats each. A bicolored van pattern (almost entirely white body with color only on the tail and a spot or two on the head or body) is present in 4.7%, while solid white is seen in only 1% of cats. Approximately 4% of cats demonstrate a shaded coat pattern.

The majority of cat owners (55%) reported that their cat has a medium (classified as easy to manage) level of coat shedding. Twenty-four percent reported seeing excessive shedding, while 21% see almost no shedding.

**Figure 10. Image stimulus provided in the Basepaws survey to aid assessment of feline coat color.** The image was developed by the Cat Fanciers' Association. Percentages next to each circle indicate the proportion of cats with this particular color in their coat, according to our survey. 3.4% of respondents chose 'other' as a response.



## Eyes

Most cats have eye color that falls somewhere on the green-yellow continuum - 35% of cats in our survey have green eyes, 25% have yellow eyes, and 20% have 'greenish-yellow' eye color. Gold eye color is observed in 10% of cats and blue - in 7%. Copper, red, orange and heterochromatic (different colored) eyes were each seen at a prevalence <2%.

## Ears

Not surprisingly, the overwhelming majority of cats represented in the Basepaws survey (98.9%) have straight ears. The remaining 1.1% have either curled, folded, loosely folded or floppy ears.

## Nose

Almost half of all cats (47%) have a pink nose. The second most prevalent cat nose is black (29%), followed by color classified as the same as the cat's fur (13%) and liver-colored nose (11%).

## What does the average cat look like?

Based on the Basepaws survey results, the average cat looks like the image in **Figure 11**.

### The average cat:

- Square face
- No white on legs / feet
- Long and straight tail
- Short-haired
- Tabby (mackerel)
- Green eyes
- Straight ears
- Pink nose



**Figure 11.** A representation of the average cat based on the most common cat features identified in the Basepaws survey results.

# Feline behavior and temperament

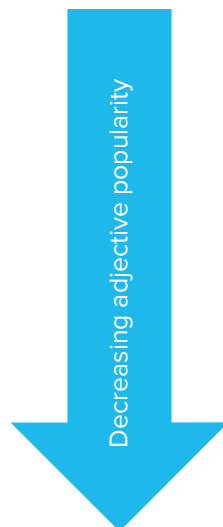
## General disposition, likes and dislikes

Cat owners were asked to choose as many adjectives as they liked to describe their cat's temperament. Contrary to popular belief, the majority of people (87.4%) characterized their cat as affectionate and only 22% used the word 'aloof' to describe their feline companion. The ranked popularity of adjectives used to answer this question can be seen in **Figure 12**.

In addition, 98% of cats were reported to react with excitement, happiness and love when being petted/stroked on the head and neck area, while petting/stroking of the back or tail area produces a positive response in 82% of cats. Being hugged or kissed is well-received by 60% of cats and belly rubs - by 52%. These results strongly suggest that the common pop culture representation of cats as aloof, distant, and failing to show or receive affection is erroneous.

Which of the following best describes your cat's temperament?

**Figure 12. Ranked popularity of adjectives used to describe the temperament of domestic cats in the Basepaws survey.**



Affectionate  
Calm  
Hyperactive  
Anxious / nervous  
Aloof  
Shy  
Timid

When it comes to objects that elicit excitement and happiness in cats, the top response was toys (72% of cats), followed by scratching posts/pads (59%), perch towers and high places (57%), and laser light (55%). Visitors to the owner's home and familiar cats in the home are associated with friendly and playful behavior in 67% and 63% of cats, respectively. The most common activities that were named as things cats dislike are playing fetch, rough-housing, and going outdoors. In addition, car rides elicit fear or aggression in 64% of cats and so do thunderstorms and fireworks (41% of cats).

While the above paragraph describes general trends, it is important to note that not all cats have universal responses to the same stimuli. **Table 2** provides more details on the data.





Stimulus	Reaction (% of cats with an active reaction)	
	Excitement, happiness	Dislike
hunting (indoor toys or outdoor live animals)	50.78%	6.45%
cat toys	71.87%	7.12%
laser light	54.56%	14.25%
perch tower/high places	56.80%	8.82%
scratching posts/pads	59.13%	9.73%
going outdoors	26.44%	39.69%
rough-housing	33.81%	42.26%
fetch	27.21%	46.62%
	Friendiness, playfulness	Fear, aggression
visitors to home	66.89%	34.14%
thunderstorms / fireworks	22.05%	41.00%
familiar cats in home	63.08%	13.62%
cats visible outside home	17.17%	32.50%
car rides	18.98%	63.64%
other noises	20.31%	44.60%

**Table 2. Stimuli that elicit an active response in cats according to cat owners' responses to the Basepaws survey.** Percentages of cats that have an active positive (green) or negative (red) response to a stimulus are shown. Percentages in green and red indicate whether the stimulus evokes a positive or negative response in most cats, as judged by the higher percentage values.

## Licking and grooming behavior

Grooming is one of the most commonly observed feline behaviors. According to our survey results, 93% of cats groom themselves, with 42% also grooming other pets in the household and 48% grooming people in the home. Fourteen percent lick/groom objects.

## Hunting behavior

Half of all cats represented in our survey enjoy hunting objects and animals. However, only 13% of cats hunt live animals outside of the house. From those that do, 22% hunt birds and 15% hunt mice. Other animals that make an attractive prey include rodents, bugs, and lizards.

## Kneading behavior

Kneading is considered a leftover behavior from kittenhood, when kittens would engage in kneading/massaging of the mother to stimulate milk production<sup>14</sup>. Most cats in our survey (84%) engage in kneading behavior. Common surfaces for kneading are blankets (preferred by 25% of cats), beds (23% of cats), and the owner's lap (4%). Cats tend to knead when they are being petted (11%), when they are happy (6%) and when they are cuddling with their owner (5%).

Reports of kneading behavior varied substantially between respondents, with no easily observable general trends other than the ones already mentioned here.

## Gifting behavior

It is often thought that when a cat brings one of their toys to their owner, they want to engage in play<sup>15</sup>. However, when they bring their owners prey as a 'gift', they are considered to be showing mothering/caring behavior, similar to the behavior exhibited by a mother bringing food to her kittens. Half of all cats in our survey bring objects or animals as gifts to their owners. From the cats that engage in gifting behavior, 49% bring toys, 15% bring objects suitable for playing fetch with the owner, and only 2.2% bring hunted toys or animals. The remaining almost 34% of cats bring a plethora of other objects.

## Catnip behavior

Catnip has a reputation for eliciting unpredictable reactions from cats. Most cats in our survey (70%) respond to catnip, while 30% do not show any change in behavior. The most common cat response is rolling around in it (63%), being playful (61%), and rubbing their face in it (57%). Other reactions include becoming hyperactive (29%), mellow (17%) or calm (13%). Ten percent of cats exhibit increased salivation, 9.5% - excessive vocalization, 9% - aggression, and 7% - sleepiness. It is important to note that the same cat can exhibit more than one of the mentioned responses.

Cat owners give catnip to their cats with variable frequency - 57% give it once a month or less, 26% give it once a week or daily, and 17% never give catnip to their cats. The majority of owners are not sure about the type of catnip that they buy for their pet. Owners that pay attention to the catnip type typically prefer catmint (14%), silver vine (11%) and valerian root (5%).



# Conclusion

To the best of our knowledge, this report provides the most comprehensive analysis of feline health, litter box habits, nutrition, physical characteristics, temperament, and behavior from a citizen scientist perspective. At Basepaws, we strongly believe that pet owners are a unique source of valuable information related to their pet's health and behavior. While clinical studies, peer-reviewed scientific papers and veterinary records are immensely helpful in advancing our understanding of pets, pet owners are usually the ones who can provide the most detailed observations over the longest periods of time. Our report highlights the value that a citizen scientist approach can bring to increasing our knowledge of pets. Some key findings from the Basepaws report include:

- Most pet owners are keeping up with their vet visits and have seen their vet at least once in the last year
- Just under half of all cats in our survey are overweight or obese
- Over one-fourth of cat owners are not familiar with their pet's litter box routine
- Asthma and allergies could be a potentially growing problem for cats
- Over 60% of pet owners do not use preventative dental care for their cat
- Purina is the most frequently bought cat food brand (~30% of cat owners)
- The most prevalent type of cat is a short-haired tabby
- Contrary to popular belief, the overwhelming majority of cats are loving and affectionate towards their owners, rather than cold and aloof

## Acknowledgements

We would like to acknowledge all 3341 cat owners who took time out of their busy schedules to fill out our questionnaire and helped us learn more about their cats. Thank you for supporting feline research. Your contribution is deeply appreciated and we look forward to bringing more insights into feline health and well-being together in the future. Our mission is to improve the health and well-being of every pet.

## About Basepaws

Basepaws is an animal health company specializing in genetics. In 2018, we launched the world's first at-home consumer DNA test for cats focused on delivering health and breed-related actionable insights. We want to accelerate discovery in feline health research and are actively involved in the field through both internal projects and collaborations with animal pharmaceutical companies. Our mission is to improve the health and well-being of every pet.



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Be safe.  
Stay Home.  
Home is where  
the cats are.