

1 cat	Medium Sized	2 Meals Per Day Wet Food	Price Availability Minimal use of fillers, etc. Nutrition Weight Control	Vet Recommendation	Buy Monthly	Buy Online Convenience	No Treats	Lazy Don't Want To Buy Them (Treats)	Real Meat No ___ (specific Ingredient)	We feed him one meal of wet food that's real meat, for his main nutrition. And then half a bowl of grainless kibbles so he isn't hungry.	Doesn't scrutinize back label	Not entirely sure but I mostly trust them	Nothing to add to label
2 cats	Large Sized	8oz Per Day Wet Food	Price Nutrition Pet preference Quality Sustainable/Ethical/etc.	I like the cats to be healthy and not eat too many garbage ingredients	Buy Monthly	Local Pet Store Support local	Yes Treats	I've been training them to sit on command	Made in USA No ___ (specific Ingredient)	I'm trying to avoid too many by-products	Does scrutinize back label	Usually the labels are fairly accurate	Nothing to add to label
3+ cats	Large Sized	Since they share a food bowl, hard to say. Dry Kibble	Dietary restrictions Recommendation Minimal use of fillers, etc. Nutrition Pet Preference	I want to balance what they like to eat with what is healthy for them	Buy Monthly	Grocery Store Convenience	Yes Treats	I like to reward them with something special when they feel down	High Quality Balanced Vet-recommended	I want the best for my kitties!	Doesn't scrutinize back label	I believe the vet recommendation to be enough for me.	Nothing to add to label
1 cat	Small Sized	2 Meals Per Day Dry Kibble	Recommendation Nutrition Pet Preference Quality Sustainable/Ethical/etc.	The health of my cat.	Buy Monthly	Pet Chain Store We have dogs, cats and fish, one stop	No Treats	She doesn't like them	Real Meat Made in USA All-Natural Vet-recommended No ___ (specific Ingredient)	Health reasons	Does scrutinize back label	To make sure that it is what it says	Nothing to add to label
2 cats	Large Sized	5oz wet food and 1/6 cup dry food	Price Availability Minimal use of fillers, etc. Sustainable/Ethical/etc. Cruelty-free	I like supporting the family-owned pet store a block from my house. I also love that I can walk there, which cuts down on car usage. So, I choose from their selection. I avoid Iams and Purina which aren't cruelty-free. I like buying brands that care about ingredients and don't add random fillers and by-products.	Buy Monthly	Buy Local walking distance, small local business	No Treats	They don't like any treats, it's so weird! Except they do eat canned pumpkin sometimes, which I think of more as a dietary supplement.	High Quality All-Natural No ___ (specific Ingredient)	Seems more thoughtful and healthier	Does scrutinize back label	They don't contain information about cruelty-free status. I had to search for that online.	animal testing practices / cruelty-free. I exclusively buy my cats seafood-only and look for "wild caught" since it seems less cruel than industrial fish feedlots. And then hence a concern for bycatch, so I look for "dolphin safe". Although I'm not sure how it's all regulated...
3+ cats	Medium Sized	However much they can handle and con out of us. Wet Food	Price Availability Dietary restrictions Recommendation Pet preference	Because ultimately, we have one cat who will ONLY eat what he wants. Anything that is not immediately approved of is disregarded entirely to the point that he becomes malnourished. He'd rather not eat at all than eat something not up to his standards. The other two don't really care.	Buy Weekly	Buy Local We would probably order online, but we have to travel farther to get delivered packages than we do to go to the local pet store which is right down the street.	No Treats	They are mostly disregarded.	Easy to Digest	Some of those labels do not apply to me at all as they are specific to the US	Doesn't scrutinize back label	I assume that if it were otherwise important that the federal government would require that it be listed.	Nothing to add to label
3+ cats	Large Sized	2 Meals Per Day Wet Food	Dietary restrictions Minimal use of fillers, etc. Nutrition Pet preference Quality	So my babies can be their healthiest	Buy Weekly	Buy Pet chain Good selection and prices, rewards program	Yes Treats	She loves them - and some have health benefits	Real Meat No ___ (specific Ingredient)	My kitties have diet restrictions and feel better when I find these types of foods	Does scrutinize back label	I do it for me, why not for my cats? I'm sure there's plenty I don't know, but I feel like I have enough info to make a choice.	Nothing to add to label
Canned food is better than kibble	47.1 million households have cats in the US 30.4% of households	Food: \$235 annually Treats: \$56 annually	94.2 million cats for pets in the US 2.1 avg cats per household	Home delivered pet food on the rise	Pet parents looking for preventative benefits	micro-targeted and functional pet foods on the rise	DIY pet food on the rise	New proteins and other ingredients on the rise	Adults having pets instead of kids	Increase in convenience over cost	Pet parents buy food that fits their belief systems	Shopping online in increasing	premium specialty brands are increasing

Purchasing Considerations

- Price Availability: Minimal use of fillers, etc. Nutrition: Weight Control
- Price Nutrition: Pet preference Quality: Sustainable/Ethical/etc.
- Dietary restrictions Recommendation: Minimal use of fillers, etc. Nutrition: Pet Preference
- Recommendation Nutrition: Pet Preference Quality: Sustainable/Ethical/etc.
- Price Availability: Minimal use of fillers, etc. Sustainable/Ethical/etc. Cruelty-free
- Price Availability: Dietary restrictions Recommendation: Pet preference
- Dietary restrictions Recommendation: Minimal use of fillers, etc. Nutrition: Pet preference Quality

Healthy Kitties

- Pet parents looking for preventative benefits
- She loves them - and some have health benefits
- Health reasons
- Seems more thoughtful and healthier
- I like the cats to be healthy and not eat too many garbage ingredients
- micro-targeted and functional pet foods on the rise
- We feed him one meal of wet food that's real meat, for his main nutrition. And then half a bowl of grainless kibbles so he isn't hungry.
- My kitties have diet restrictions and feel better when I find these types of foods
- I want to balance what they like to eat with what is healthy for them
- The health of my cat.
- I'm trying to avoid too many by-products
- Adults having pets instead of kids
- Because ultimately, we have one cat who will ONLY eat what he wants. Anything that is not immediately approved of is disregarded entirely to the point that he becomes malnourished. He'd rather not eat at all than eat something not up to his standards. The other two don't really care.
- So my babies can be their healthiest
- I want the best for my kitties!

Outside USA

- Some of those labels do not apply to me at all as they are specific to the US

Matching Belief Systems

- They don't contain information about cruelty-free status. I had to search for that online.
- animal testing practices / cruelty-free. I exclusively buy my cats seafood-only and look for "wild caught" since it seems less cruel than industrial fish feedlots. And then hence a concern for bycatch, so I look for "olphin safe". Although I'm not sure how it's all regulated...
- Pet parents buy food that fits their belief systems
- I like supporting the family-owned pet store a block from my house. I also love that I can walk there, which cuts down on car usage. So I choose from their selection. I avoid Iams and Purina which aren't cruelty-free. I like buying brands that care about ingredients and don't add random fillers and by-products.

Label Info

- Nothing to add to label
- Nothing to add to label
- Nothing to add to label
- Doesn't scrutinize back label
- Does scrutinize back label
- Doesn't scrutinize back label
- Doesn't scrutinize back label
- Nothing to add to label
- Nothing to add to label
- Nothing to add to label
- Doesn't scrutinize back label
- Does scrutinize back label
- Does scrutinize back label
- Label Info

Trust

- Not entirely sure but I mostly trust them
- Usually the labels are fairly accurate
- I do it for me, why not for my cats? I'm sure there's plenty I don't know, but I feel like I have enough info to make a choice.
- I assume that if it were otherwise important that the federal government would require that it be listed.
- To make sure that it is what it says

Purchase Schedule

- Buy Monthly
- Buy Monthly
- Buy Monthly
- Buy Weekly
- Buy Monthly
- Buy Monthly
- Buy Weekly

Cat Numbers

- 3+ cats
- 1 cat
- 2 cats
- 2 cats
- 47.1 million households have cats in the US 30.4% of households
- 94.2 million cats for pets in the US 2.1 avg cats per household
- 3+ cats
- 1 cat
- 3+ cats

Vet Recommendation

- I believe the vet recommendation to be enough for me.
- Vet Recommendation
- High Quality Balanced Vet-recommended
- Real Meat Made in USA All-Natural Vet-recommended No ___ (specific Ingredient)

Purchasing

- Buy Online Convenience
- Local Pet Store Support local
- Buy Local walking distance, small local business
- Food: \$235 annually Treats: \$56 annually
- Home delivered pet food on the rise
- Shopping online in increasing
- Grocery Store Convenience
- Pet Chain Store We have dogs, cats and fish, one stop
- Buy Local We would probably order online, but we have to travel farther to get delivered packages than we do to go to the local pet store which is right down the street.
- Buy Pet chain Good selection and prices, rewards program
- Increase in convenience over cost
- I like supporting the family-owned pet store a block from my house. I also love that I can walk there, which cuts down on car usage. So I choose from their selection. I avoid Iams and Purina which aren't cruelty-free. I like buying brands that care about ingredients and don't add random fillers and by-products.
- DIY pet food on the rise

Food Specifics

- Real Meat No ___ (specific Ingredient)
- High Quality All-Natural No ___ (specific Ingredient)
- Real Meat No ___ (specific Ingredient)
- Made in USA No ___ (specific Ingredient)
- premium specialty brands are increasing
- New proteins and other ingredients on the rise
- Easy to Digest
- High Quality Balanced Vet-recommended
- Real Meat Made in USA All-Natural Vet-recommended No ___ (specific Ingredient)
- Canned food is better than kibble

Treats

- No Treats
- Yes Treats
- No Treats
- Yes Treats
- Lazy Don't Want To Buy Them (Treats)
- I've been training them to sit on command
- They are mostly disregarded.
- Yes Treats
- No Treats
- No Treats
- Food: \$235 annually Treats: \$56 annually
- I like to reward them with something special when they feel down
- She doesn't like them
- They don't like any treats, it's so weird! Except they do eat canned pumpkin sometimes, which I think of more as a dietary supplement.

Feeding

- 2 Meals Per Day Wet Food
- 8oz Per Day Wet Food
- Since they share a food bowl, hard to say. Dry Kibble
- 2 Meals Per Day Dry Kibble
- 5oz wet food and 1/6 cup dry food
- However much they can handle and con out of us. Wet Food
- 2 Meals Per Day Wet Food
- Medium Sized
- Large Sized
- Large Sized
- Small Sized
- Large Sized
- Medium Sized
- Large Sized