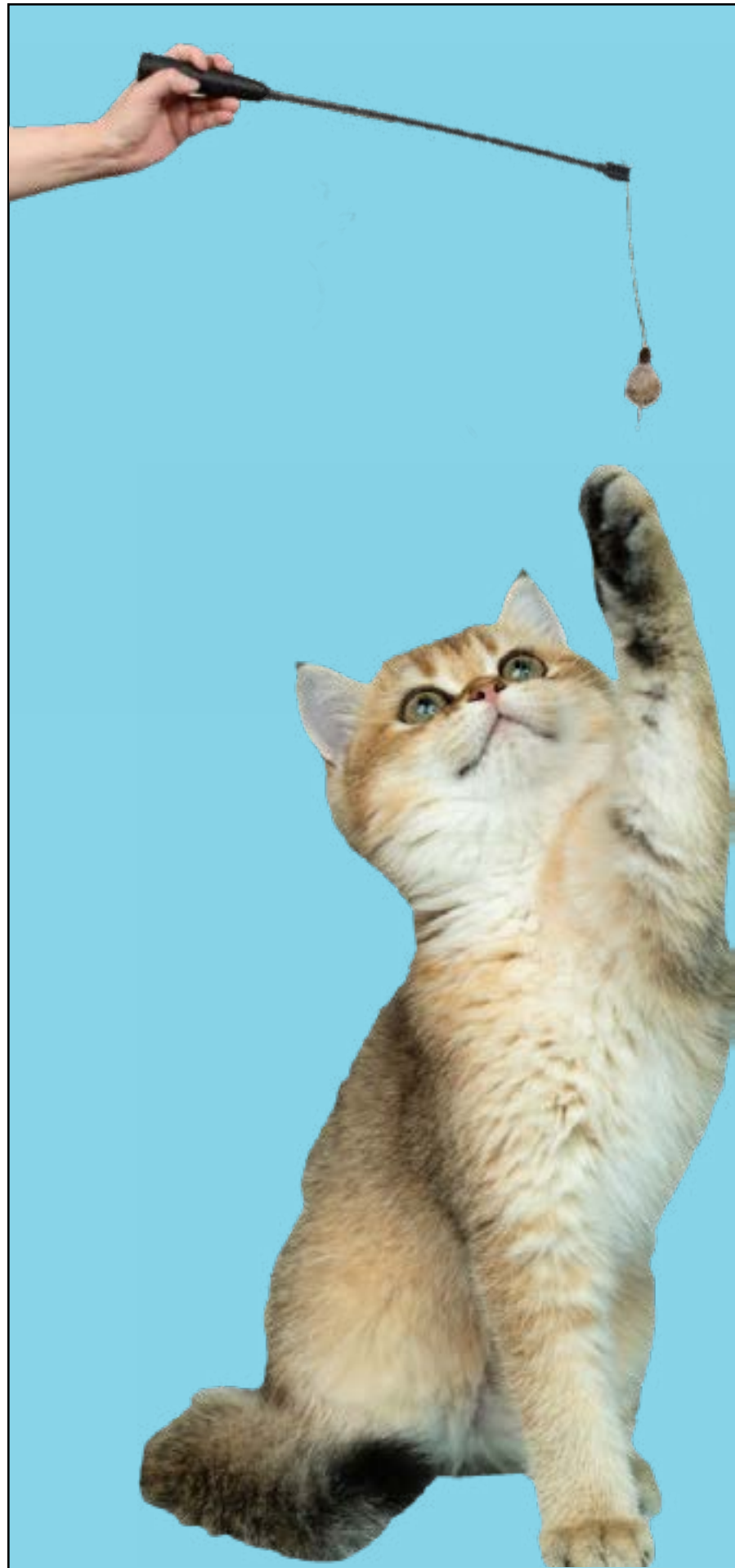




CAN YOU PLEASE
ADOPT ME





Cat Facts

According to the ASPCA animal shelters around the country receive around three million stray cats every year. It is also noted that a lot of these cats are also getting adopted at a faster rate than their canine counterparts.

Adopting a kitten or older cat can save these animals from being euthanized. Approximately 530,000 cats are euthanized each year here in the United States. This process is done to try and control the cat population which is estimated to be between 60 and 100 million.

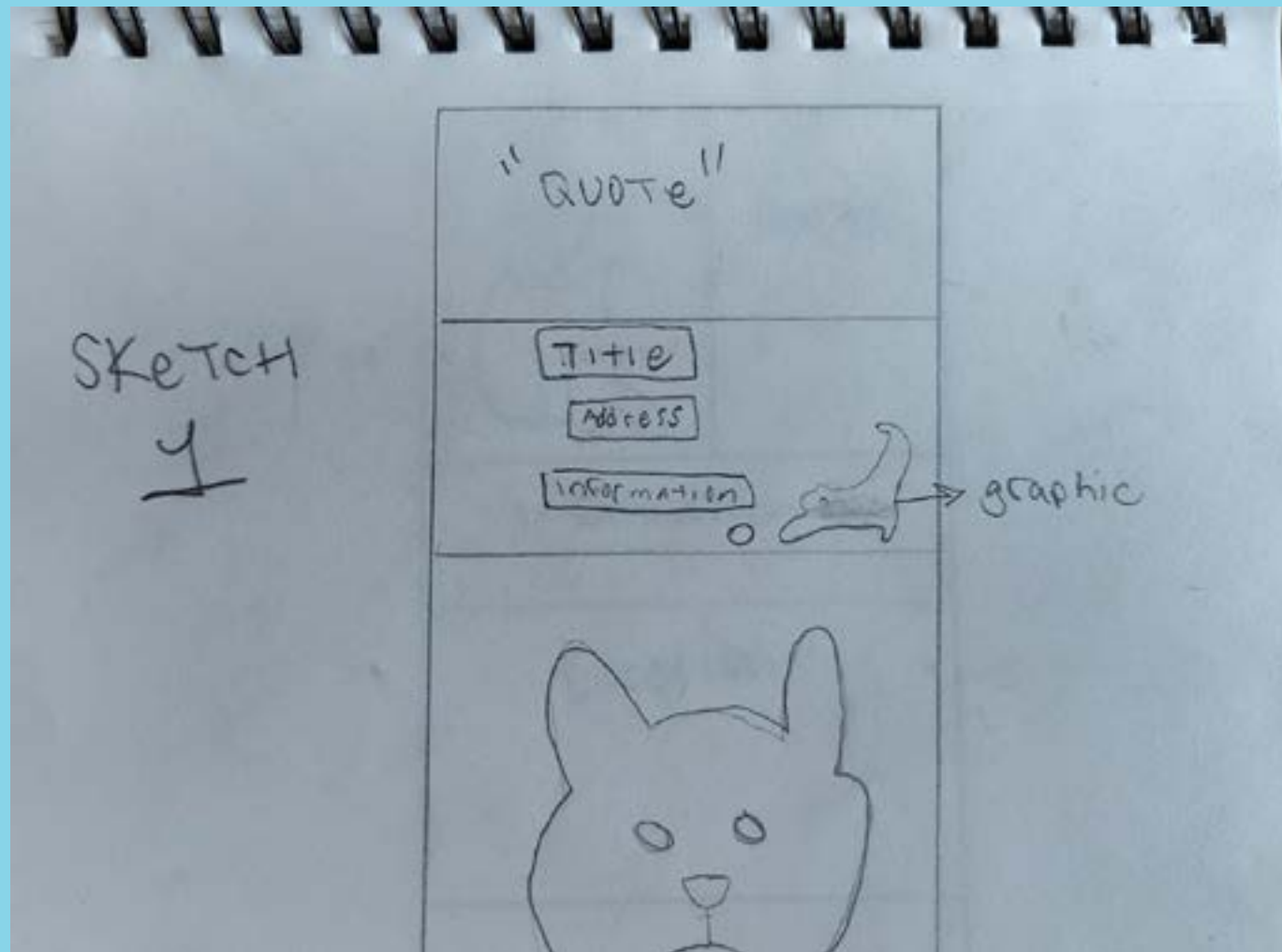
To adopt you must be at least 18 years old and then the adoption process can begin. With the paperwork and medical treatment including spaying or neutering all for a total of \$150 dollars.

How to find PSA'S

You can find all kinds of PSA flyers everywhere in this day and age. Bulletin boards in schools, going online, newspapers, or by using social media. My target audience is 18-35 and to reach my mark I would post between 10 AM to 7PM M-F and adjusting on weekends and holidays. If your going to use social media you might want wanna make sure your target audience is available. If your using [Instagram](#), [Manychat.com](#) will give you the best times and tools to find your target audience and when to post. This way your PSA will reach a large number people within your target audience according to the site's algorithm.



Sketches of Poster Ideas



I wanted the cat to stand out to show hierarchy in my poster. With the font being the second most prominent thing. In my second poster, I felt adding another cat the poster would make the poster visually more understanding according to the captions that I used.

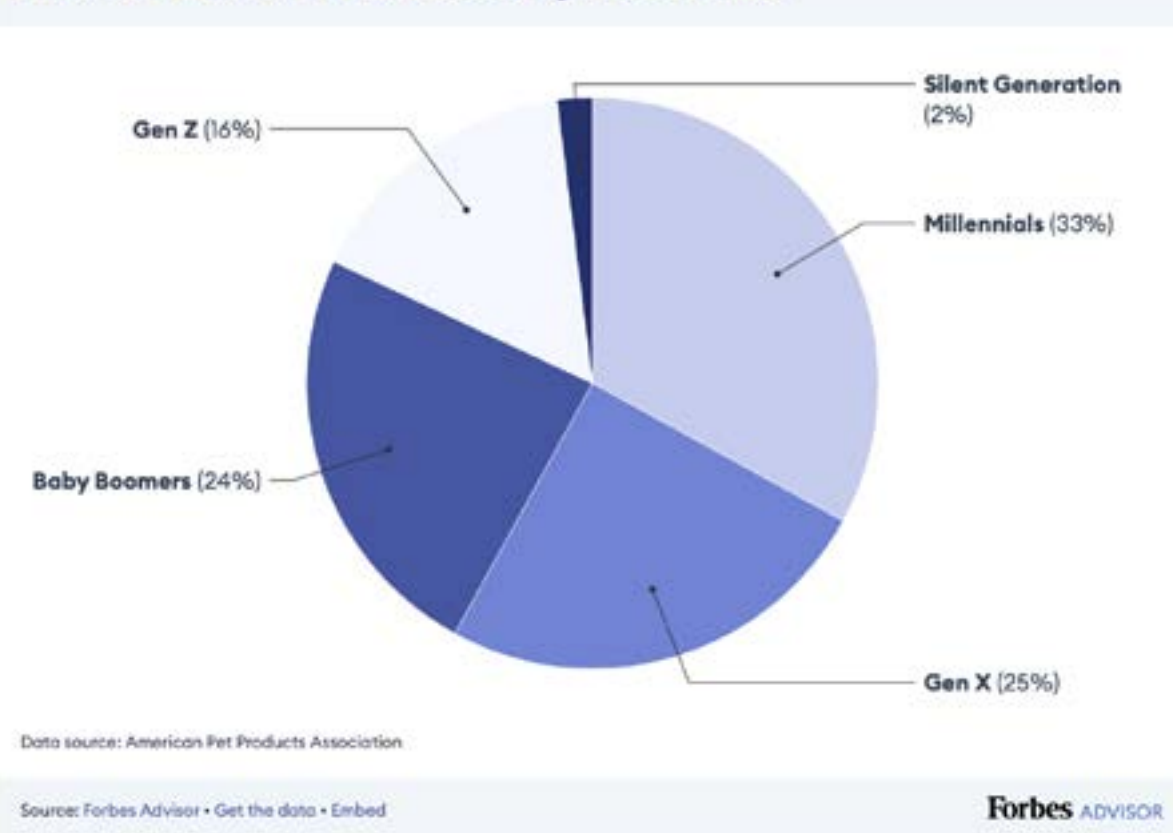


My Posters



Cat Owner Stats

Share of Current Pet Owners by Generation



When looking at my target audience which range between the ages of 18-35. Gen-Z and Millennials combined make up a total of 49% of pet owners.

According to a survey by Joybird.com in the United States 49% of women are cat owners, while men are just 39% of cat owners.

Uncustomary.org, stated in their latest survey that the hobbies commonly enjoyed by cat owners consist of reading, gaming, dancing and engaging in karaoke.

Statista.com tells us that the average income for cat owners in the United States hovers just around \$86,900 US dollars.

When it comes to education the National Institute of Health had conducted a study that states the percentage of cat owners who are college educated is around 31.3%.

A survey by Reliableplant.com stated that cat owners typically are part of the middle class in terms of their occupation.

According to Pewresearch.org 60% of cat owners are married with 22% being divorced and with 17.5% never being married.

Text Sources

Cat Facts:

<https://www.aspca.org/helping-people-pets/shelter-intake-and-surrender/pet-statistics#:~:text=Approximately%206.3%20million%20companion%20animals,and%203.2%20million%20are%20cats.>

How to find PSA flyers:

<https://manychat.com/blog/best-times-to-post-on-instagram-2/>

Hobbies of a cat owner:

<http://uncustomary.org/how-to-choose-a-hobby-dependongon-whether-youre-a-cat-or-dog-person>

Married or single cat owners:

<https://www.pewresearch.org/short-reads/2023/07/07/about-half-us-of-pet-owners-say-their-pets-are-as-much-a-part-of-their-family-as-a-human-member/>

Who makes more money as cat owner:

<https://www.statista.com/statistics/699132/mean-household-income-cat-owners-us/>

Education of cat owners:

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6912669/>

Career path of cat owners:

<https://www.reliableplant.com/Read/27515/Pet-owners-career-paths>

Who owns more cats men or women:

<https://joybird.com/blog/pet-ownership-statistics/>



My Adopted Cat “Pepper”

