



KING OF

Kitty Litter

Fresh Step, Purina or Arm + Hammer?

No one likes kitty litter.

But it's essential for 100 cat owners who just walked out of Walmart.

Find out 10 insights and see which brand they chose to buy.



76%
adopted their cat.



63%
hate cleaning litter.



But, **39%**
do clean it daily.



65%
buy their litter at big-box.



69%
bought food + litter at Walmart.



37%
buy Tidy Cats.



30%
buy A+H.



26%
buy Fresh Step.



43%
heard of the brand from family.

Oh yes, and **71%** watch cat videos – a purrfect way to be entertained.

NEED RESEARCH?

Contact us now: solutions@mfour.com or call 714-754-1234.

LEARN MORE

METHODOLOGY: The Surveys on the Go® (SOTG) app was used to trigger surveys based on observed brick + mortar behavior. Sent to adult cat owners 18+ leaving Walmart. N=100.

