



Meet...

Chloe

25 year old, cat owner



I live in Brighton, with my 1 year old cat Bert in a houseshare with 3 other people. I work part-time in a coffee-shop whilst studying for a Masters in Journalism.

I got Bert as a kitten from a friend's mum. I'd never had a cat before but was spending more time at home studying when I happened to visit my friend's house after their cat had a litter and couldn't resist taking one home, I thought it would help ground me a bit.

I liked the idea of a cat as they don't require much effort and I still want to go out and travel when I can.



Hopes and dreams

- Becoming a journalist.
- Travelling the world.
- Not having to worry about money



Online behaviours



Twitter

Frequent user of Twitter, tweeting her own take on current affairs and to keep up with world events and follow prominent journalists for inspiration.



Facebook

She follows and engages with pages and groups dedicated to issues she is interested in.



Deals and cool experiences

Searches online for coupons and good deals for unique experiences she can enjoy with her friends.



Preparation for pet ownership

Getting Bert was very spontaneous. Hannah went to a Pets at Home to buy the basic equipment that her friend's mum had told her about. It wasn't until she'd had him for a few days that she did some research online about how to look after kittens and ended up following Cats Protection on Facebook.

She doesn't have a lot of spare money so she searches online for good deals on food and borrowed money from her parents to get Bert's Vaccinations, she hasn't had him microchipped or neutered to save money.



I hadn't really considered that cats can live to 20 years! I really don't know where I'm going to be in the next couple of years, I'm hoping if I decide to travel my parents will take Bert for a while.





Challenges

Chloe's housemates change fairly regularly and every time a new person moves in Bert disappears for a few days

She is going to have to move soon and worries about finding another place with a garden that will also allow pets.

She is concerned about any large vet bills if Bert falls ill.



Bert was off his food for a couple of days recently and vomited a few times, I just kept an eye on him to make sure it didn't get worse, I only want to call the vet in an absolute emergency.



Views on animal welfare

Chloe has higher awareness of issues related to poverty, politics and the environment. Animal welfare issues would be secondary to these, though she does think animals have the right to a good life.

She is vegetarian for a combination of reasons and makes an effort to avoid animal related products.

How she supports charities

Due to her financial situation she doesn't currently make monetary donations to charities.

She wants to help people by taking action. She signs online petitions and has joined a couple of protests about climate change.

She takes items to her local charity shops and buys what she can second hand.



What influences her

- People she follows on Twitter.
- People or organisations she see's as experts.

