

Survey Says Better Choices for Pets a Priority

People intent on maintaining quality of life for cats and dogs.

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Pet owners remain committed to maintaining their cat's and dog's quality of life, according to a recent survey. While pet owners might be pinching pennies in their everyday lives, they remain committed to maintaining their cat's and dog's quality of life, according to a recent survey.

Making better choices for the well-being of pets is a priority, according to the new survey results. For example, one out of four people said they wouldn't cut anything from their pets' lives.

Additionally, two-thirds of cat and dog owners don't check the price first when selecting their pets' food. Instead, they're scrutinizing recipes and ingredients like they do their own:

- * One in three respondents agreed their personal health habits influence what they feed their pets.
- * Nearly 60 percent of pet owners said natural ingredients and flavors are most important for pets.
- * Two in three people agreed that natural and fresh ingredients were most important for pets and people. However, natural ingredients ranked number one for pets while fresh ingredients ranked number one for people.

Those pet owners making cuts are least likely to give up the following for their furry friends:

- * Health remains a priority with nearly 50 percent indicating they wouldn't reduce spending on vet visits.
- * Four out of five people agreed skimping on pet food wouldn't be the first thing cut if the budget is tight.

The June 2008 survey was conducted on behalf of The Goodlife Recipe to assess the attitudes and lifestyle preferences of pet owners.