

Getting Catty on Valentine's Day

Survey says 61 percent of owners plan to include their cat or other pet during the holiday.

Posted: January 31, 2007, 5 a.m. EST

According to a new poll of American pet owners, 61 percent of people surveyed plan to include their cat or other pet in their Valentine's Day celebration. In fact, 30 percent of women said they prefer to spend the holiday with just their pet, saying their pet's more in tune with their feelings than anyone else.

Of the male respondents, 43 percent said they prefer to spend Valentine's Day with their pets because their pets lower their stress rather than add to it.

"Valentine's Day is one day when we embrace love whole-heartedly and spend time with those we care for. What better way to spend Valentine's Day than with your pet, who almost always provides you with unconditional love and attention," said Dan Christian, executive director of the Purina Pet Institute, the organization conducting the survey.

Although some owners indicated they're opting for a quiet Valentine's Day this year – 57 percent said they'll spend time snuggling on the couch with their pets – others said they'll show their love in a more public way.

Also according to the poll, 41 percent of women with pets said they engage in public displays of affection with their pet more than their significant other.

The survey interviewed 1,000 adults, ages 18 and older, living in the United States during a one-week period in early December 2006. Results have a margin of error of plus or minus five percent, according to Purina.