

Survey: Most Pets Will Receive Holiday Gifts

Ninety-six percent of respondents said their pets will receive presents.

Posted: November 28, 2006, 5 a.m. EST

Even high gas prices haven't dampened the holiday spirit when it comes to pets, according to a recent survey by a national pet product retailer.

Eighty-four percent of surveyed pet owners said that they won't cut back on buying gifts for their pets this year despite high gas prices, worries about the economy or other concerns, according to the unscientific survey, conducted by the Pet Supplies Plus chain in September.

Pet Supplies Plus polled 724 pet owners, 96 percent of whom said they'll be buying gifts for their four-footed friends this holiday season. An average of 5.1 gifts will be bought per pet this year, at a cost of about \$55.12 per animal, according to the survey.

Also, more than half the respondents, 57 percent, said that they get their pets in the holiday spirit by putting special bows, antlers or other holiday apparel accessories on them. Almost one in five respondents, 17 percent, said they'd be offended if they received a holiday card without their pet's name included on it.

However, only 44 percent of the surveyed owners said they expect to get signed holiday gifts from their pets this year.

Looking at holiday trends, many pet owners surveyed said "talking" and interactive toys are high on their list. Other top choices included scratching posts, pet drinking fountains and fancy collars.