

Almost Three Quarters Of Dog Owners Prefer Buying Presents for Pets Over Partners

Submitted by: K9 Media Ltd
Tuesday, 18 December 2012

Embargoed Until 18th December 00:00
PRESS RELEASE

PETS NOT PARTNERS BRING MOST CHRISTMAS CHEER

- ALMOST THREE QUARTERS OF PET OWNERS GET MORE JOY GIVING FESTIVE GIFTS TO ANIMALS OVER FRIENDS

Preparations for Christmas can go on for months, even starting just as the year begins for bargain hunters. But as we all hope to get friends and family the perfect gift and can spend many hours choosing one we hope they'll love, Britain's pet owners have revealed that they get more enjoyment buying gifts for their dogs, over friends and family, according to a new survey.

Seven in ten (70%) dog owners claimed they not only get far more enjoyment buying gifts for their pets, but they also feel their pet understands when they're given a gift on a special occasion.

However according to the recent survey carried out on behalf of Direct Line Pet Insurance (www.directline.com/pet-insurance/), 17% of the 1,132 dog owners questioned, revealed that their dogs always enjoy playing with the wrapping more than the gift, and 31% admitted that their pet sometimes chooses to play with the wrapping first.

Almost half (47%) are planning to make a special Christmas meal for their dogs and 63% are planning extra special treats over the festive period. With over half (54%) planning special family walks with their dog, they'll be battling against those extra Christmas calories!

Adam Whiteley, head of pet insurance at Direct Line, offered this advice to dog owners: "Spoiling our pets is a Christmas tradition for many of us and it's great to watch your dog enjoy a new toy, or even have a tussle with the wrapping paper. Dogs need a careful diet to maintain their health all year round, so the occasional puppy treat is ok but never allow a dog to eat chocolate or raisins, as these can be toxic even in very small amounts."

According to the survey, 72% of Britain's dogs can expect a delivery from Santa left under the tree for them to spend the holidays enjoying.

Half of Britain's dogs will have an average of £15 (pounds sterling) spent on them this year with a lucky 3% having gifts worth more than £100 (pounds sterling) awaiting them!

Toys are the most favoured present of choice, but pampering with new clothes such as warm winter coats, and snuggly new beds top the list of most desired presents.

K9 Magazine (<http://www.k9magazine.com>) editor Ryan O'Meara offered his thoughts on the findings, "One of the great joys of giving a pet a Christmas gift is the absolute certainty that they will adore it. If

the essence of gift giving is found in watching the reaction as the receiver's eyes light up and observing the sheer joy on their face, this is never more apparent than watching a dog open a £3.99 (pounds sterling) festive stocking filled with treats and toys. Dogs are the ultimate Christmas party animal. Happy to be the centre of attention, delighted to receive any gift – regardless of cost – and it is little wonder owners enjoy seeing their reactions on Christmas morning.”

- ENDS –

** NOTES TO EDITORS **

Survey conducted by specialist pet research firm petbuzz/K9 Media Ltd (<http://www.totalpetpublishing.com>), on behalf of Direct Line Pet Insurance speaking with 1,132 recipients. For further details and to arrange accompanying images and interviews, please contact Kim O'Meara on 0845 163 1238 / 07903 410 421 or email kim@totalpetpublishing.com

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