

Britain's Pets are Human Too - new 'Pet Humanisation research revealed

Submitted by: Pegasus Public Relations (Worthing)

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Almost half (45 per cent) of British pet owners believe their four legged friends share their human emotions and can sense when they are upset or unwell.

The 'Pets are Human Too' study of 3,000 British dog and cat owners commissioned to celebrate Drontal's www.mypetsuperstar.com competition, highlights the common traits we share with our four legged family members and revealed that 32 per cent of cat and dog owners say their pet is a much better listener than their partner.

15 per cent of those questioned admit they love their pet so much that they have their dog or cat's image as their own Facebook profile picture, and a quarter (25 per cent) have a picture of their pet as their office PC screensaver.

Forget traditional names like Spot and Scrappy, 33 per cent of the nation would rather give their animal a human name such as Dave, Alan or Sharon.

One in five pet owners (19 per cent) always sign greetings cards with their pet's paw print, and one in 10 (8 per cent) even throw their dog or cat an annual birthday party, inviting their pets' best friends over for their favourite pet food cake.

9 per cent confess to telling their pet a personal secret that they would not have dared to share with their closest human confidants, whilst one in 10 pet owners believes their pet has psychic powers or shares the personality traits of a deceased loved one.

41 per cent of dog owners feel that their pet loves them more than their partner, whilst 24 per cent admit they would rather spend quality time with their animal companion over their husband or wife.

To celebrate our love for our pets, Drontal has launched My Pet Superstar, a nationwide search to find the nation's Top Dog and Top Cat.

TV vet and My Pet Superstar Judge Emma Milne, explains: "The joy and companionship our pets bring to our lives is unquestionable and it is no wonder that many consider them to be 'man's best friend'. Britain is a nation of proud pet owners and now, with the launch of My Pet Superstar, we all have a chance to show them off!"

"My Pet Superstar celebrates the unique traits and talents that make us love and take pride in our pets. With four very different categories, this competition will be wide open to all cat and dog owners"

"Pets are Human Too" case studies – available for interview.

About My Pet Superstar

Drontal, Britain's No.1 Pet wormer, has launched 'My Pet Superstar', a nationwide search for the UK's Top Dog and Top Cat. The winning pets, as judged by the 'My Pet Superstar' panel of experts including TV vet Emma Milne, will win over £2,000 worth of prizes including holidays, digital cameras, love2shop vouchers and, for the pet featured, free Drontal for one year! Entrants need to submit photos and videos of their dogs and cats to www.mypetsuperstar.co.uk and explain in less than 100 words why they think their pet should win.

Dogs and cats with the most votes will go through to the final. The closing date for entries is 31 December 2010.

About Drontal

To have a happy, healthy pet Drontal recommends that adult cats and dogs should be wormed at least every three months. Puppies and kittens should be wormed more frequently, ideally every two weeks up to three months of age and then every three months thereafter. For more information and to sign up to a free worming reminder service visit www.drontal.com.

ENDS

About Bayer:

Bayer Animal Health, the parasitology experts have a comprehensive 'Protecting Against Parasites' portfolio of worm, flea and other parasite treatments including Britain's No. 1 wormer Drontal. Drontal is the only wormer that kills every type of intestinal worms commonly found in the UK.

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Notes to Editors:Expert interviews, images, case studies and product samples available on request

