

Human-Animal Bond Finds That Pets Are Seen as Part of the Family by Three in Four Pet Owners

Warning: mysql_fetch_array(): supplied argument is not a valid MySQL result resource in /home/mmgroth/public_html/banners.inc.php on line 49

Warning: mysql_fetch_array(): supplied argument is not a valid MySQL result resource in /home/mmgroth/public_html/banners.inc.php on line 61

Survey Reveals a Particularly Strong Bond between Women and Their Pets

SECAUCUS, N.J., May 3 /PRNewswire/ -- From our love life to eating, from our children to our friends and neighbors, from planning vacations to watching TV, a recent survey shows that pets have great influence and impact on many of their owner's lives. According to Hartz's Human-Animal Bond Survey being released for National Pet Month (May), three quarters (75 percent) of [pet owners](#)(1) say that their pet is their loyal companion and part of the family. Almost half (45 percent) would now consider taking their pet on the family vacation with them. Nearly one in three dog owners (31 percent) say that they would take their pet to work if they could.

The nationwide survey of 1,518 U.S. men and women pet owners was conducted by Harris Interactive(R) on behalf of Hartz, the leading manufacturer and marketer of pet supply products in the U.S. Hartz offers a wide variety of innovative toys, chews, food, treats and other products, for the well-being, care and enjoyment of most [household](#) pets. The survey is part of Hartz's recognition of National Pet Month and to celebrate the unique bond that owners share with their pets.

The survey found that women pet owners show a particularly strong bond with their pets. Nearly a third of women (31 percent) say they spend more time with their pet than their spouse/ significant other versus only 15 percent of men. Bonds with our pets can also impact dating patterns. According to the survey, women (16 percent) are nearly three times more likely than men (6 percent) to say that they would dump their boyfriend/girlfriend that their pet didn't like.

Further demonstrating the human-animal bond are the human-like habits that pets exhibit. About one in three [cat](#) and/or dog owners (32 percent) say their pet watches TV. Nearly a half (48 percent) say that their pet sleeps on the bed and hogs the covers and the pillow.

"We understand that pets represent an important place in our families and our first annual survey examines the complex emotional connection between people and their loyal pet companions," said Hartz Corporate Vice President of Marketing Alan Kerzner. "Pets give unconditional love to their owners. In return we want to help people reciprocate by providing the best products for the health and well-being of their animals."

Survey Results

Bond we share with our pets

According to the national Hartz Human-Animal Bond Survey, many pet owners see their pets as part of the family. Here's what the survey reveals about pet owners.

- * 76 percent say their pet is their loyal companion and part of the family
- * 56 percent of women and 41 percent of men talk about their pet to their friends and family as if he/she is a member of the family
- * Only 12 percent say they have no special relationship with their pet

Women and special bond with pets

According to the survey, women pet owners show a particularly strong bond with their pets. Here's what we found out.

- * Women (16 percent) are nearly three times more likely than men (6 percent) to say they would dump their boyfriend/girlfriend that their pet didn't like
- * Nearly a third of women (31 percent) say they spend more time with their pet than their spouse/significant other vs. only 15 percent of men
- * 29 percent of women ages 18-34 say they notice celebrities pets in the news now more so than before

Pets and their place in society

Here are some of the things that pet owners say they would do with and for their pets according to the Hartz Human-Animal Bond Survey:

- * Almost half (45 percent) would consider taking their pet on vacation with them
- * Nearly one in three dog owners (31 percent) would take their pet to work if they could
- * 33 percent would take their pet to a pet allergist or pet dentist
- * 32 percent say money is no concern when it comes to their pet's health
- * 19% say they own a pet despite the fact that they're allergic to them

Pets and dating

Never underestimate the powerful bond pet owners have with their pets when dating.

- * 14 percent of dog owners and 11 percent of cat owners would dump their boyfriend/girlfriend that their pet didn't like
- * Women (16 percent) are nearly three times more likely than men (6

percent) to say they would dump their boyfriend/girlfriend that their pet didn't like

Why we love our pets

When asked what the best part of owning a pet was, the three most common responses from pet owners:

- * My pet provides unconditional love (34 percent)
- * My pet is always happy to see me (21 percent)
- * My pet keeps me company (20 percent)

Human-like habits of pets

Whether getting under the covers or the dining room [table](#), our pets are becoming more like us or maybe we becoming more like our pets? Among those who own [dogs](#) and/or cats:

- * About one in three (32 percent) say their pet watches TV; dog/cat owners in the Northeast are more likely to say their pet watches the tube (41 percent) than those in the West (30 percent), south (29 percent) and Midwest (29 percent)
- * Nearly a half (48 percent) say that their pet sleeps on the bed and hogs the covers and the pillow
- * 51 percent of dog owners and 40 percent of cat owners say their pet sits by the dinner table and begs for human food

About The Hartz Mountain Corporation

The Hartz Mountain Corporation is the leading manufacturer and marketer of pet care products in the United States and Canada. For 79 years Hartz has provided pet owners with the highest quality products - innovative solutions developed with proven science and love for companion animals. The company offers more than 1500 products for dogs, cats, [birds](#), small animals, reptiles and fish, each dedicated to the health and well-being of household pets. The Hartz Mountain Corporation is owned by Sumitomo Corporation of America (SCOA), together with its parent, Sumitomo Corporation, Japan (SC), an integrated global trading company. For more information please visit <http://www.hartz.com/>.

About Harris Interactive(R)

Harris Interactive Inc. (<http://www.harrisinteractive.com/>), the 15th largest and fastest-growing market research firm in the world, is a Rochester, N.Y.-based global research company that blends premier strategic consulting with innovative and efficient methods of investigation, analysis and application. Known for The Harris Poll(R) and for pioneering Internet-based research methods, Harris Interactive conducts proprietary and public research to help its clients achieve clear, material and enduring results.

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Survey Methodology

Harris Interactive(R) conducted the study on behalf of The Hartz Mountain Corporation via its QuickQuery online omnibus(SM) from April 6-8, 2005 among 2,323 U.S. adults aged 18 and over, of whom 1,518 own a pet(s) and 1,374 own a dog and/or cat. Data were weighted to be representative of the total U.S. adult population on the basis of region, age within gender, education, household income, and race/ethnicity. Propensity score weighting was also used for respondents' propensity to be online.

Though this online sample is not a probability sample, in theory, with samples of this size, Harris Interactive estimates with 95 percent certainty that the results for the overall sample is plus or minus 3 percentage points and for the various sub-sample results is higher and varies.

(1) Pet owners defined as U.S. adults aged 18 and over who own a pet.