

Animal Magnetism

Consumers increasingly consider Fido and Fifi part of the family — even when "family" doesn't mean husband, wife and 2.2 kids. Today, pet ownership cuts across demographic groups, and Americans are willing to spend big bucks to make their pets feel at home. Even when they're traveling.



Ketchum research finds that most Americans are bringing their pets along on their vacations.

Sixty-eight percent of pet owners traveled with their animal sometime in 2001, an increase from 58 percent in 1995.

In the latest survey, nearly one in 10 pet owners said they stayed in a hotel or motel with a furry friend. The American Hotel and Lodging Association reports that 41 percent of hotels and motels now allow pets, up from 31 percent in 1998.