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## **PETSAFE® SURVEY REVEALS PET 'FEEL GOOD FACTOR' WIDE-SPREAD ACROSS AUSTRALIA**

The Australian love affair with pets shows no signs of slowing down. A recent survey\* of 540 Australian cat and dog owners conducted by global pet product expert, PetSafe®, has highlighted that the strong bond between pet owners and four legged friends is stronger than ever.

Firmly placed at the heart of family life, the survey found that pets are widely regarded as family members - particularly by women - with 85% of women saying they are “one of the family”; for men, the figure was 76%. When asked, “How much do you love your pet?” three quarters of the women quizzed gave the maximum scores (9/10 and 10 /10) and 64% of men gave the same responses.

9 out of 10 people frequently chat to their pets and (92%) and almost a quarter (23%) celebrate their birthday. A fifth of people choose to take their pet on holiday whilst 1 in 10 specifically plan holidays around their pet.

Pet owners are also keen to make sure their pets have their fair share of creature comforts - even sharing their bed with them to make them cosy. Over half (53%) of the people surveyed allow their pet to sleep on the bed with them, whilst 29% said they sleep with their pet every night.

Trust and unconditional love for pets prompted a quarter of pet owners to describe them as “my best friend”. The figure was even higher for young people, with almost a third of 18 to 25 year olds surveyed admitting that their pets are their best buddies.

Making time to play with pets was also felt to be important. Despite busy lifestyles, pet owners are very generous with their time – often spending longer with pets than other family members. One in 10 people spent at least three to five hours a day playing with their cats or dogs. Almost half the people (45%) spent between one to three hours playing with them. Only 5% of people have little time for play and spend less than 15 minutes a day.



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Angela Critchley, International Marketing Director at PetSafe said: “It’s heartening to see how pets continue to enrich our lives and how, as a nation, we are devoted to them and enjoy spending our free time with them. The survey shows overwhelmingly that our love for them is unconditional and it’s important that we continue to value them and care for them to strengthen the bond.”

\*Survey conducted in June 2014 with 270 cat owners and 270 dog owners interviewed.

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**For more information about PetSafe products visit: [www.petsafe.net](http://www.petsafe.net) or contact Paul Whelan; Marketing Specialist: [paul@petsafeaustralia.com.au](mailto:paul@petsafeaustralia.com.au)**

#### **About PetSafe®**

PetSafe® is a global pet product expert with its headquarters in Knoxville, Tennessee. Wide-ranging innovative products are available across the PetSafe portfolio including training, containment, lifestyle and wellbeing product solutions. Visit [www.petsafe.net](http://www.petsafe.net) for further details or connect on Facebook or Twitter.