

Dog Owners Won't Skimp on Gifts, Survey Says

New poll says owners will buy an average of 5.1 holiday gifts per pet.

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High fuel prices haven't dampened the holiday spirit when it comes to pets, according to an unscientific survey conducted by the Pet Supplies "Plus" retail chain in September.

Eighty-four percent of pet owners surveyed said they will not cut back on buying gifts for their pets this year despite worries about the economy and other concerns.

Pet Supplies "Plus" polled 724 pet owners, 96 percent of whom said they will buy gifts for their four-legged friends this holiday season. Survey respondents will pick up an average of 5.1 gifts for each of their pets this year, spending \$55.12 per animal.