

Dog Owners Opt for Canine Valentines

Survey says 61 percent of owners plan to include their pet during the holiday.

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According to a new survey of American pet owners, 61 percent of people surveyed plan to include their pet in their Valentine's Day celebration. In fact, 30 percent of women said they prefer to spend the holiday with just their pet, saying their pet is more in tune with their feelings than anyone else.

Of the men who said they prefer to have a pet date for Valentine's Day, 43 percent said it's because their furry friend lowers their stress rather than adds to it.

"Valentine's Day is one day when we embrace love whole-heartedly and spend time with those we care for. What better way to spend Valentine's Day than with your pet, who almost always provides you with unconditional love and attention," said Dan Christian, executive director of the Purina Pet Institute, the organization conducting the survey.

Although some pet owners are opting for a quiet Valentine's Day this year – 57 percent said they'll spend time snuggling on the couch with their pet – others said they'll show their love in a more public way.

The survey also revealed that 41 percent of women with pets said they engage in public displays of affection with their pet more than their significant other.

The survey interviewed 1,000 adults, ages 18 and over, living in the United States during a one-week period in early December 2006. Results have a margin of error of plus or minus five percent, according to Purina.