

## Dog Owners Buy Plenty During Holidays

**The typical family pet receives between six and seven gifts during the holidays, a new survey shows.**

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Dogs may find their holiday stockings stuffed and piles of presents under the tree this season as the average pet can expect to receive 6.7 gifts, according to a recent survey by pet retailer Pet Supplies Plus.

One reason they may receive multiple gifts is because the overwhelming majority of respondents – 93 percent – said it's more fun to shop for pets than people.

As respondents hustle and bustle through the stores this season, 95 percent of them said it's easier to pick out gifts for their pets than their relatives. However, when shoppers find the perfect presents for all on their lists, results show that 78 percent of them dig deeper into their bank accounts when buying gifts for people than pets.

In addition, just over three-fourths of pet owners choose to include their pets in family holiday greeting cards.

The Pet Supplies Plus survey was conducted online, and was based on the responses of 250 participants.