

MEDIA RELEASE

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Love me? Love my pet!

Could it be that singles of both sexes are choosing to put their love for their pets ahead of finding a partner? The vast majority of single women (83%) and well over half of single men (64%) would not start a relationship with someone who didn't like their pet, according to the latest research into the love affair Australians have with pets.¹

Despite this, according to the 2010 research, pets are helping both single men and women to make friends; with 36% saying they have met someone who became a friend as a result of owning their pet.

And pets are not just important in creating friendships; the research clearly shows single Australians consider their pets to be their friends. For 67% of single women and 51% of single men, the most important characteristic in a pet is that it is a friend who is always there for you.

In fact, the majority of single pet owners, 72%, think their pets understand them as well or better than their friends do (70% of men and 73% of women), with 61% of single women saying that they talk things over with their pet.

The research also indicated a difference in where the pets of single men and single women sleep. 37% of single women allow their pet to sleep on their bed whereas only 22% of single men do. 28% of single men, but only 14% of single women, put their pet outside at night.

And in a final word to anyone who wants to know more about a single pet owner: take note of the personality of the pet ahead of what the pet looks like. 63% of single men and 54% of single women think that people pick pets with similar personalities to themselves. The pet's looks were not a high priority in selecting a pet for either single men or women, with just 3% saying it was important.

(ENDS)

1 Newspoll, Pets and Single People, July 2010. Research conducted for the Petcare Information and Advisory Service