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## Multiple Pet Ownership Offers Growth Potential

Retailers who promote and support multi-pet households can reap the benefits in sales and customer loyalty.

By Kathleen M. Mangan

Multiple pet ownership is holding steady in this tight economy, according to recent studies, but there's a slight shift away from owning a variety of pets to more multi-dog and multi-cat households. Some pet experts believe this offers opportunities for the industry to capitalize on.

The American Pet Products Association (APPA) 2009-2010 National Pet Owners Survey showed that in 2008, 40 percent of pet households had multiple pets (mixed pets or same species), which was consistent with earlier surveys. *A Packaged Facts study based*

*Pet Ownership, page 30*



**Kurgo** unveils its **Cargo Cape**. Designed to protect vehicle interiors, it also protects bumpers from scratches and clothing from dirt, the manufacturer reports. The machine washable cape features a pocket for such items as leashes, wet towels and trash; water bowl holder; and piped edging to retain water and dirt. The extra bumper flap blocks residue on the outside of the car and guards bumpers from canine nails, according to the company.

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## Canine Passengers Promote Driver Distraction, According to Survey

Dog owners who drive with their pet in tow often engage in risky behavior while behind the wheel, according to a survey released in mid-August by AAA automotive club and Kurgo pet products.

The online survey polled 1,000 dog owners who had driven with their dog in the past 12 months. It found that more than half of the respondents participated in at least one distracting activity while driving with their dog. Specifically, 55 percent said they have pet their dogs while driving, and one in five (21 percent) allowed their dogs to sit in their laps. Seven percent admitted to giving food and water to their dogs and five percent said they have played with their dogs.

Eighty percent of respondents said they have driven with their pets on a variety of car trips, with 17 percent saying they used a pet safety restraint.

Driving with an unrestrained dog poses a danger to not only the pet, but also to the driver and passenger, said AAA National, Traffic Safety Programs manager



SOURCE: AAA/Kurgo

Jennifer Huebner-Davidson.

"An unrestrained 10-pound dog in a crash at 50 mph will exert roughly 500 pounds of pressure, while an unrestrained 80-pound dog in a crash at only 30 mph will exert 2,400 pounds of pressure," she said. "Imagine the devastation that can cause to your pet and anyone in the vehicle in its path."

Of the 17 percent of drivers who use a pet restraint, the survey found the most frequently used products are pet harness/safety belts (52 percent), hard-sided pet travel crates (28 percent), pet vehicle seats (18 percent), soft-sided pet travel crates (13 percent) and vehicle pet barriers (9 percent).