



Smarter Pet Health

Pet Holiday Survey: Majority of Dogs Belong on Santa's "Nice List"

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Pet Owners Prove Love for Furry Friends in Festive "Happy Pawlidays" Survey

EAGLE, ID--(Marketwire - December 07, 2016) - PetIQ, a leading manufacturer of vet recommended pet health products, has released the results of its 2016 "Happy Pawlidays" nationwide survey of more than 900 pet owners.

The survey gives some fun insight about their pets during the "most wonderful time of the year." Pet owners say that the holiday character their dog most resembles is Buddy, the friendly elf from the movie "Elf" (65%). Other famous characters, Frosty (25%) and Dr. Seuss' The Grinch (10%), trailed behind.

Who's that under the mistletoe? Apparently, dog owners hope it's their favorite canine. The majority of survey respondents would rather smooch their pooch (61%), than their significant other (39%) if caught under the mistletoe.

Other highlights from the "Happy Pawlidays" survey:

- When it comes to a favorite holiday activity, 35% of respondents say their dog's favorite pastime is spending time with loved ones, followed by curling up by the fireplace (25%), dashing through the snow (23%) and chowing down on turkey and pie (17%).
- 76% of pet owners believe their dog made it on Santa Claus' "Nice List" this year, while only 24% think their dog is on the "Naughty List."
- "All I Want for Christmas is Bacon" would be their dog's favorite festive song, followed by "Barkin' Around the Christmas Tree" and "Joy to the World."

"Here at PetIQ, we know that the holidays wouldn't be complete without our pets," Glen Moore, PetIQ's vice president of marketing said. "We love hearing from our consumers and how they plan to spend the holidays with their loved ones. The "Happy Pawlidays" survey is a fun way to celebrate what's important about this season: love, laughter, and family."

About PetIQ

PetIQ offers veterinarian recommended pet prescription medications, over-the-counter flea & tick preventives, health & wellness supplements, and dog & cat treats -- at savings to other brand name alternatives. The company's portfolio includes Minties® Dental Treats; PetAction®, Advecta™, and PetLock® flea & tick control; VetIQ® health & wellness; Delightibles® cat treats; and Betsy Farms® and Vera® dog treats. For more information, visit www.PetIQ.com.

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