

# Why People Care More About Pets Than Other Humans

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***Wired:***

WE LOVE OUR pets. Two thirds of Americans live with an animal, and according to a 2011 Harris poll, 90 percent of pet owners think of their dogs and cats as members of the family. These relationships have benefits. For example, in a survey by the American Animal Hospital Association, 40 percent of married female dog owners reported they received more emotional support from their pet than from their husband or their kids. The pet products industry calls this “the humanization of pets.” One of my colleagues recently spent \$12,000 on cancer treatments for her best friend Asha, a Labrador retriever.

Newspaper editors tell me stories about animal abuse often generate more responses from upset readers than articles about violence directed toward humans. But do Americans really care more about pets than people?

Read the whole story: [\*Wired\*](#)