



GfK Custom Research  
North America



# The AP-Petside.com Poll

Conducted by GfK Roper Public Affairs & Media

*Interview dates: October 1-October 5, 2009*

*Interviews: 1,166 pet owners; 1,967 adults*

*Margin of error: +/- 2.9 percentage points at the 95% confidence level for pet owners and  
+/- 2.2 percentage points at the 95% confidence level for all adults*

*NOTE: All results show percentages among all respondents, unless otherwise labeled.  
Please refer to the exact sample number at the bottom of each table.*

*All results shown are percentages unless otherwise labeled.*

PET2. Please tell me what pets you have in your household, like dogs, cats, birds, fish, and other kinds of animals.

[DO NOT READ LIST ONLY IF NECESSARY. MARK ALL THAT APPLY]

<i>Asked of pet owners only</i>	10/1/09- 10/5/09	5/28/09- 6/1/09
Dog	74	72
Cat	47	47
Fish (tropical fish, goldfish etc.)	14	12
Birds (canaries, parrots, parakeets—any type of bird)	7	6
Gerbils, hamsters, mice, rats (etc.)	3	3
Horse; pony	2	2
Turtles/tortoises	2	1
Rabbit	1	3
Lizards, iguanas, komodo dragons, etc. (All reptiles OTHER than SNAKES)	1	1
Pig	1	*
Snake/(s)	*	1
Frogs, toads, geckos, (other small amphibians)	*	1
Goat	*	*
Other (specify	2	2
Don't know (DO NOT READ)	-	*
Refused (DO NOT READ)	-	-

*Based on:*

*N=1,166*

*N=1,110*

PET3 thru PET11 previously released

PET12. Overall, do you like, dislike or neither like nor dislike... (INSERT ITEM)? A lot or a little?  
[RANDOMIZE]

		Like a lot	Like a little	Neither like nor dislike	Dislike a little	Dislike a lot	DK	REF
Dogs	Pet owners	84	10	4	1	1	*	*
	All adults	74	14	7	2	2	1	1
Cats	Pet owners	49	23	7	10	10	*	*
	All adults	41	22	10	11	15	*	*

*Pet owners: N=1,166*

*All adults: N=1,967*

	Pet Owners	All Adults
Those who like both dogs and cats	68	60
Those who like only dogs	26	29
Those who like only cats	3	4
Neither like nor dislike dogs, but dislike cats	1	1
Neither like nor dislike both cats and dogs	1	4
Dislike both cats and dogs	*	2
Neither like nor dislike cats, but dislike dogs	--	*

*Pet owners: N=1,166*

*All adults: N=1,967*

## AP-Petside.com Poll Methodology

The **Associated Press-Petside.com Poll** was conducted October 1<sup>st</sup> – October 5<sup>th</sup>, 2009, by GfK Roper Public Affairs & Media – a division of GfK Custom Research North America. This telephone poll is based on a nationally-representative probability sample of 1,967 adults age 18 or older. The interviews were conducted with respondents on landlines and cellular telephones. Both the landline and cell phone samples were provided by Survey Sampling International. The survey sample included the contiguous 48 states, Alaska and Hawaii. Interviews were conducted in both English and Spanish.

The combined landline and cell phone data were weighted to account for non-response differences on age, sex, education and race, using targets from the March 2008 supplement of the Current Population Survey.

The margin of sampling error is plus or minus 2.2 percentage points for all adults and 2.9 percentage points for results based on the entire sample of pet owners. The margin of sampling error is higher and varies for results based on sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total significantly more than 100%, depending on the number of different responses offered by each respondent.

Details about all AP-GfK Polls are available at <http://www.ap-gfkipoll.com>.