**GfK Custom Research
North America**

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GfK Roper Public Affairs & Media

THE AP-Petside.com POLL

Conducted by GfK Roper Public Affairs & Media

Interview dates: December 3-8, 2008
Interviews: 1,000 adults; 1,129 pet owners
Margin of error: +/- 3.1 for adults; +/- 2.9 for pet owners

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

All results shown are percentages unless otherwise labeled.

OBA1. As you may know, the Obama family have announced their intention to get a pet dog sometime after they move into the White House. Do you think the Obama family's "First Dog" should be a mutt or a purebred?

	All Adults	Pet Owners
Mutt	33	44
Purebred	23	19
[VOL] Doesn't matter	38	33
Don't know	5	3
Refused	2	1
Based on:	*N=1,000*	*N=1,129*

OBA2. How important is it to you that the Obama family adopts their new dog from an animal shelter?

	All Adults	Pet Owners
Very important	26	30
Somewhat important	17	21
Not too important	10	11
Not at all important	30	30
[VOL] Doesn't matter	14	7
Don't know	1	1
Refused	2	*
Based on:	*N=1,000*	*N=1,129*

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AP-Petside.com Poll Methodology

The **Associated Press-Petside.com Poll** was conducted December 3rd – 8th, 2008, 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 1,129 pet owners 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 probabilities of selection, as well as age, sex, education and race, using targets from the March 2008 supplement of the Current Population Survey. In addition to these factors, the weighting takes into account the patterns of land and cell phone usage by region from the 2008 Spring estimates provided by Mediamark Research Inc.

The margin of sampling error is plus or minus 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-gfkpoll.com.