



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*

*Margin of error: +/- 2.9 percentage points at the 95% confidence level*

*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.*

**NOTE: ALL QUESTIONS ASKED OF PET OWNERS ONLY.**

PET3. For each of the following, please tell me if this has or has not happened to (one of your) pets. How about...

[RANDOMIZE]	Yes, has happened	No, not happened	DK	REF
You have had to take a pet to the vet for an emergency	41	59	*	*
Your pet was bit or attacked by another animal	17	83	*	*
Your pet had an allergic reaction to something	16	83	*	*
Your pet ate or got into some of your holiday decorations	14	85	*	*
Your pet was hit by a car	11	89	-	*
Your pet bit or attacked another animal	9	91	*	*
Your pet ate something poisonous	7	93	*	-
Your pet bit or attacked a person	5	95	-	*

*Based on: N=1,166*

PET5. When you plan your holiday decorations for your home, how much do you consider whether the decorations will be safe for your pet? Would you say that is a...

	10/1/09-10/5/09
Top consideration	22
A big consideration, but not a top consideration	19
A minor consideration	26
No consideration at all	33
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	*

*Based on:*

*N=1,166*

PET6. Do you ever take your pet for a ride in a car or a truck, or not?

	10/1/09-10/5/09
Yes	69
No	30
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	*

Based on:

N=1,166

[ASK IF "YES" in PET6]

PET7. When you take your pet in your car or truck, do you put it in a pet carrier, or do you usually leave it unrestrained?

	10/1/09-10/5/09
Pet carrier	28
Unrestrained	68
Don't know (DO NOT READ)	4
Refused (DO NOT READ)	*

Based on:

N=827

[ASK IF "YES" in PET6]

PET8. Do you sometimes leave a pet unattended in your car or truck, or do you never do that?

	10/1/09-10/5/09
Yes, sometimes leave a pet unattended in a car or truck	16
No, never leave a pet unattended in a car or truck	84
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	-

Based on:

N=827

PET9. How often do you feed any of your pets bones from table scraps? Would you say...

	10/1/09-10/5/09
Often	10
Sometimes	15
Rarely	20
Never	54
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	*

Based on:

N=1,166

PET10. Do you have... [RANDOMIZE]

	10/1/09-10/5/09
A plan for how to evacuate your pets in case of a natural disaster, or not?	46
A fire evacuation plan for your pets, or not?	46
A pet first aid kit, or not?	20

*Based on:*

*N=1,166*

PET11. How likely do you think you would be to perform CPR on your pet, in case of a medical emergency?

	10/1/09-10/5/09
<b>Very/Somewhat likely</b>	<b>58</b>
Very likely	37
Somewhat likely	21
<b>Not too/Not at all likely</b>	<b>42</b>
Not too likely	17
Not at all likely	24
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	*

*Based on:*

*N=1,166*

## 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 1,166 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 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 2.9 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>.