**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: April 7 – April 12, 2010
Interviews: 1,112 pet owners
Margin of error: +/- 3.3 percentage points at the 95% confidence level*

*NOTE: All results show percentages among all pet owners interviewed 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.

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]

	4/7/10-4/12/10	10/1/09-10/5/09	5/28/09-6/1/09
Dog	73	74	72
Cat	49	47	47
Fish (tropical fish, goldfish etc.)	13	14	12
Birds (canaries, parrots, parakeets—any type of bird)	6	7	6
Gerbils, hamsters, mice, rats (etc.)	2	3	3
Horse; pony	2	2	2
Turtles/tortoises	1	2	1
Rabbit	2	1	3
Lizards, iguanas, komodo dragons, etc. (All reptiles OTHER than SNAKES)	1	1	1
Pig	*	1	*
Snake/(s)	1	*	1
Frogs, toads, geckos, (other small amphibians)	1	*	1
Goat	1	*	*
Other (specify	3	2	2
Don't know [VOL]	-	-	*
Refused [VOL]	*	-	-
Based on:	*N=1,112*	*N=1,166*	*N=1,110*

PET2a held for later release.

PET3. Was your current pet (were any of your current pets)…

[RANDOMIZE, ACCEPT MULTIPLE RESPONSES]	Yes
Purchased from a pet store	13
Purchased from a breeder	26
Adopted from an animal shelter	30
Obtained from somewhere else (Specify)	53
Don't know [VOL]	1
Refused [VOL]	*

Based on: N=1,112

PET4. If you were looking to bring a new pet into your home, how likely is it that you would get your pet from a pet store?

	4/7/10- 4/12/10
Extremely/very likely	**8**
Extremely likely	5
Very likely	3
Somewhat likely	**10**
Not too likely/not at all likely	**82**
Not too likely	13
Not at all likely	69
Don't know	*
Refused	*

Based on: *N=1,112*

PET5. If you were looking to bring a new pet into your home, how likely is it that you would get your pet directly from a breeder?

	4/7/10-4/12/10
Extremely/very likely	**23**
Extremely likely	12
Very likely	11
Somewhat likely	**19**
Not too likely/not at all likely	**58**
Not too likely	11
Not at all likely	47
Don't know	1
Refused	*

Based on: N=1,112

PET6. If you were looking to bring a new pet into your home, how likely is it that you would get your pet from an animal shelter or pet rescue center?

	4/7/10-4/12/10
Extremely/very likely	**54**
Extremely likely	28
Very likely	26
Somewhat likely	**28**
Not too likely/not at all likely	**18**
Not too likely	5
Not at all likely	13
Don't know	1
Refused	*

Based on: N=1,112

PET7-PET9 RANDOMIZED

PET7.   If you did get a pet from a shelter, how concerned would you be that (INSERT ITEM)?

[RANDOMIZE]	Extremely concerned	Very concerned	Somewhat concerned	Not too concerned	Not at all concerned	Don't know	Refused
a. The pet would have medical problems that you wouldn't know about	16	16	36	15	17	1	*
b. The pet would have psychological problems that you wouldn't know about	17	16	34	14	18	1	*
c. The pet wouldn't fit in well with your family	15	15	30	16	22	1	*

Based on: N=1,112

PET8.   If you did get a pet from a pet store, how concerned would you be that (INSERT ITEM)?

[RANDOMIZE]	Extremely concerned	Very concerned	Somewhat concerned	Not too concerned	Not at all concerned	Don't know	Refused
a. The pet would have medical problems that you wouldn't know about	23	24	26	12	14	2	*
b. The pet would have psychological problems that you wouldn't know about	22	22	23	12	18	2	*
c. The pet wouldn't fit in well with your family	17	16	26	14	24	2	1

Based on: N=1,112

PET9.   If you did get a pet from a breeder, how concerned would you be that (INSERT ITEM)?

[RANDOMIZE]	Extremely concerned	Very concerned	Somewhat concerned	Not too concerned	Not at all concerned	Don't know	Refused
a. The pet would have medical problems that you wouldn't know about	19	19	27	15	18	2	*
b. The pet would have psychological problems that you wouldn't know about	18	15	27	16	23	2	*
c. The pet wouldn't fit in well with your family	14	14	25	18	27	2	1

Based on: N=1,112

Pet10 to Pet18 held for later release.

Pet21 to Pet26 previously released

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AP-Petside.com Poll Methodology

The **Associated Press-Petside.com Poll** was conducted April 7th – April 12th, 2010, 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 1,112 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 3.3 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.