



GfK Custom Research  
North America



# 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 to Pet9 previously released.*

*Pet10 to Pet16 held for later release.*

[ASK IF PARENT]

PET17. Do you currently carry any pictures of your children around with you, in your wallet or purse, or on your cell phone or mobile device or some other way, or don't you carry any pictures of your children with you right now?

	4/7/10- 4/12/10
Yes, carry pictures of children	85
No, do not carry pictures of children	15
Don't know [VOL]	1
Refused [VOL]	*

*Based on:*

*N=324*

PET18. Do you currently carry any pictures of your pet(s) around with you, in your wallet or purse, or on your cell phone or mobile device or some other way, or don't you carry any pictures of your pets with you right now?

	4/7/10- 4/12/10
Yes, carry pictures of your pet(s)	45
No, do not carry pictures of your pet(s)	55
Don't know [VOL]	*
Refused [VOL]	*

*Based on:*

*N=1,112*

*Pet21 to Pet26 previously released*

## AP-Petside.com Poll Methodology

The **Associated Press-Petside.com Poll** was conducted April 7<sup>th</sup> – April 12<sup>th</sup>, 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-gfkipoll.com>.