



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.

PET4. Do you plan to dress up any of your pets for Halloween this year, or do you not plan to dress up any of your pets for Halloween this year?

	10/1/09- 10/5/09
Yes, plan to dress up a pet for Halloween	8
No, do not plan to dress up a pet for Halloween	91
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 1st – October 5th, 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-gfcpoll.com>.