



# The AP-Petside.com Poll

Conducted by GfK Roper Public Affairs & Corporate Communications

*Interview dates: October 13 – October 17, 2011:*

*Interviews: 1,118 pet owners*

*Margin of error: +/- 3.6 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]

	10/13/11- 10/17/11	10/13/10- 10/20/10	4/7/10- 4/12/10	10/1/09- 10/5/09	5/28/09- 6/1/09
Dog	77	75	73	74	72
Cat	43	48	49	47	47
Fish (tropical fish, goldfish etc.)	9	12	13	14	12
Birds (canaries, parrots, parakeets—any type of bird)	6	4	6	7	6
Gerbils, hamsters, mice, rats (etc.)	3	2	2	3	3
Horse; pony	2	2	2	2	2
Turtles/tortoises	2	2	1	2	1
Rabbit	1	2	2	1	3
Lizards, iguanas, komodo dragons, etc. (All reptiles OTHER than SNAKES)	1	1	1	1	1
Pig	1	1	*	1	*
Snake/(s)	1	1	1	*	1
Frogs, toads, geckos, (other small amphibians)	1	1	1	*	1
Goat	1	1	1	*	*
Other [SPECIFY]	2	4	3	2	2
Don't know [VOL]	-	-	-	-	*
Refused [VOL]	-	-	*	-	-

Based on:

N=1,118

N=1,000

N=1,112

N=1,166

N=1,110

*PET3 through PET16 previously released*

*PET17 previously released on November 15<sup>th</sup>*

PET17. Which comes closest to your view?

[RANDOMIZE]

	10/13/11- 10/17/11
Animal shelters should only be allowed to euthanize animals when they are too sick to be treated or too aggressive to be adopted	71
Sometimes animal shelters should be allowed to euthanize animals as a necessary way of controlling the population of animals	25
Don't know [VOL]	3
Refused [VOL]	1

*Based on:*

*N=1,118*

*PET17A through PET28 previously released*

## AP-Petside.com Poll Methodology

The **Associated Press-Petside.com Poll** was conducted October 13-17, 2011, by GfK Roper Public Affairs & Corporate Communications – a division of GfK Custom Research North America. This telephone poll is based on a nationally-representative probability sample of 1,118 pet owners age 18 or older.

The interviews were conducted with respondents on landlines and on cellular telephones. Both the landline and cell phone samples were provided by Survey Sampling International. The sample included the contiguous 48 states, Alaska, and Hawaii. Interviews were conducted in both English and Spanish, depending on respondent preference.

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 2009 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 2009 Fall estimates provided by Mediamark Research Inc.

The margin of sampling error is plus or minus 3.6 percentage points at the 95% confidence level, for results based on the entire sample of adults. 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.

Trend data are displayed for selected questions from previous AP-Petside.com Polls that also consisted of telephone interviews with nationally-representative probability samples of pet owners age 18 or older.

Details about all AP-GfK Polls are available at <http://www.ap-gfcpoll.com>.