



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 PET17A previously released

PET18. Did you take (your pet/any of your pets) to a vet during the past year, that is since October of 2010, or not?

	10/13/11- 10/17/11
Yes	80
No	20
Don't know [VOL]	1
Refused [VOL]	-

Based on:

N=1,118

[IF DID TAKE PETS TO A VET THIS YEAR IN PET18]

PET19. And approximately how much money did you spend this year on veterinary bills for your pets? Just your best estimate is fine.

	10/13/11- 10/17/11
None	1
\$1-\$100	21
\$101-\$200	25
\$201-\$300	14
\$301-\$400	8
\$401-\$500	9
\$501 or more	20
Mean	\$505
Median	\$250
Don't know [VOL]	2
Refused [VOL]	*

Based on:

N=927

[ASK ALL PET OWNERS]

PET20. Did any of your pets have a significant illness during the past 12 months, that is since October of 2010, or did that not happen during the past 12 months?

	10/13/11- 10/17/11
Yes, pet(s) had a significant illness	16
No, pet(s) did not have a significant illness	83
Don't know [VOL]	1
Refused [VOL]	*

Based on:

N=1,118

[IF DID NOT TAKE PETS TO A VET THIS YEAR IN PET18]

PET21. I'm going to read a list of possible reasons that people say they don't take their pets to the vet. As we go through each one, please let me know if this applies to you or not. How about...

[ITEMS TO INSERT, RANDOMIZE]

	Applies to me	Does not apply to me	Don't know [VOL]	Refused [VOL]
I only take my pets to the vet when they're really sick	52	46	2	-
I can't really afford to take my pets to the vet	34	65	*	-
It takes too much time to take my pets to the vet	4	95	1	-
I have a type of pet that doesn't need much veterinary care	58	40	3	-

Based on:

N=188

[ASK ALL PET OWNERS]

PET22. Based on your own experience, how often do you feel that vets suggest treatments that go beyond what is reasonable and necessary treatment for a pet? Would you say this happens...

	10/13/11- 10/17/11
Extremely/Very Often	17
Extremely often	8
Very often	9
Moderately often	26
Not Too/Not At All Often	52
Not too often	32
Not often at all	21
Don't know [VOL]	4
Refused [VOL]	*

Based on:

N=1,118

PET23 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-gfkipoll.com>.