



The AP-Petside.com Poll

Conducted by GfK Roper Public Affairs & Corporate Communications

Interview dates: October 13 – October 20, 2010:

Interviews: 1,501 adults, including 1,000 current pet owners

Margin of error: +/- 3.3 percentage points at the 95% confidence level for all adults

+/-4.0 percentage points for pet owners

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: QUESTIONS ASKED OF PET OWNERS ONLY EXCEPT WHERE NOTED.

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]

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

Based on:

N=1,000

N=1,112

N=1,166

N=1,110

[NOTE: PET3 and PET4 based on a sample of 1,501 adults; results for the full sample have a margin of sampling error of plus or minus 3.3 percentage points.]

PET3. Have you ever had to give up a pet for any reason, by putting it down, giving it away or otherwise letting it go, or haven't you had to give up a pet before?

	10/13/10-10/20/10
Yes, have had to give up a pet	57
No, have not had to give up a pet	43
Don't know [VOL]	*
Refused [VOL]	*

Based on: N=1,501

[ASKED IF HAVE HAD TO GIVE UP A PET BEFORE]

PET4. The following are some common reasons why people have had to give up a pet. For each reason, please tell me if this was a reason why you have had to give up a pet in the past.

RANDOMIZE	Yes	No	DK	REF
You had to move and your new residence didn't allow pets	14	86	-	*
You had to move and it was too difficult to relocate with the pet	12	88	-	-
You couldn't afford to continue to care for the pet	9	91	-	*
You moved in with a roommate, spouse or significant other who didn't like your pet	2	98	-	*
You moved in with a roommate, spouse or significant other who was allergic to your pet	2	98	-	*
You or a family member became allergic to the pet	5	95	-	*
Your pet was too dangerous to keep in your home	9	91	-	-
The pet was too sick to live on	69	30	*	*
The pet was too sick to be cared for at home	52	48	*	*
Some other reason (SPECIFY)	21	79	*	*
<i>Based on: N=860</i>				

PET5. Please imagine for a moment that you were faced with possibly having to give up your pet because a family member, spouse, or significant other was allergic to the pet. How difficult a decision would it be for you to choose between your pet and your family member, spouse or significant other? Would that decision be...

	10/13/10-10/20/10
Extremely/very difficult	34
Extremely difficult	16
Very difficult	18
Moderately difficult	20
Not too difficult/not difficult at all	46
Not too difficult	15
Not difficult at all	31
Don't know	1
Refused	*

Based on: N=1,000

PET6. And, just hypothetically, if you had to choose between a spouse or significant other, and your pet, which do you think you would choose?

	10/13/10-10/20/10
Spouse/significant other	84
Pet	14
Don't know [VOL]	1
Refused [VOL]	1

Based on: N=1,000

AP-Petside.com Poll Methodology

The **Associated Press-Petside.com Poll** was conducted October 13th – October 20^h, 2010, 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 1,000 pet owners age 18 or older.

Interviews were conducted with 1,501 adults and 1,000 current pet owners 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 3.3 percentage points at the 95% confidence level, for results based on the entire sample of adults and plus or minus 4.0 percentage points for 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.

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-gfkpoll.com>.