



The AP-Petside.com Poll

Conducted by GfK Roper Public Affairs & Corporate Communications

Interview dates: October 13 – October 20, 2010:

Interviews: 1,000 pet owners

Margin of error: +/- 4.0 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]

	10/13/10- 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

PET38. Did you take any vacation trips in the past two years, or didn't you take any vacation trips during the past two years?

	10/13/10-10/20/10
Yes, took a vacation trip	64
No, did not take a vacation trip	36
Don't know [VOL]	*
Refused [VOL]	*

Based on: N=1,000

[ASKED IF TOOK VACATION TRIP:]

PET39. At any time in the past two years, did you take a pet with you on a vacation trip, or didn't you take a pet on vacation trip during the past two years?

	10/13/10-10/20/10
Yes, took a pet on vacation	23
No, did not take a pet on vacation	77
Don't know [VOL]	-
Refused [VOL]	-

Based on: N=659

[ASKED IF TOOK PET ON VACATION:]

PET40. Where did you stay when you took your pet with you on vacation? Again, we're asking about just the past two years.

[Did you ever stay at (insert item)...]

RANDOMIZE	Yes	No	DK	REF
In a hotel	52	48	-	-
In a campground	40	60	-	-
In a recreational vehicle	34	66	-	-
With friends	55	45	-	-
With relatives	70	31	-	-
<i>Based on: N=161</i>				

[ASKED IF TOOK PET ON VACATION:]

PET41. On balance, do you think it was (ROTATE: more enjoyable) to bring your pet with you on vacation, OR (do you think it was more stressful)?

	10/13/10-10/20/10
More enjoyable	75
More stressful	23
Don't know [VOL]	2
Refused [VOL]	-

Based on: N=161

PET42. How likely would you be to take your pet with you on a future vacation trip? Would you say that would be...

	10/13/10-10/20/10
Extremely/very likely	22
Extremely likely	14
Very likely	8
Moderately likely	14
Not too likely/not likely at all	64
Not too likely	16
Not likely at all	48
Don't know [VOL]	-
Refused [VOL]	*

Based on: N=1,000

[ASKED OF PET OWNERS WITH CHILDREN:]

PET43. And at any time during the past two years, did you take any children on vacation with you, or didn't you take any children on vacation with you during the past two years?

	10/13/10-10/20/10
Yes	70
No	30
Don't know [VOL]	-
Refused [VOL]	-

Based on: N=343

PET44. Have you ever purchased a gift or souvenir for a pet while you were on a vacation trip, or have you never done that?

	10/13/10-10/20/10
Yes, have purchased a gift or souvenir for a pet while on a vacation trip	25
No, have never purchased a gift or souvenir for a pet while on a vacation trip	75
Don't know [VOL]	*
Refused [VOL]	*

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 1,000 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 4.0 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>.