



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. Was your current pet (were any of your current pets) [INSERT ITEM], or not?

POST CODING OTHERS

	Yes	No	Don't Know	Refused
Purchased from a pet store	14	85	1	-
Purchased from a breeder	31	68	1	-
Adopted from an animal shelter	30	69	1	-
Given to you by friends or family	43	58	*	-
A stray that you took into your home	34	67	*	-
Obtained from somewhere else [SPECIFY]	25	74	1	*

Based on:

N=1,118

[IF DID NOT ADOPT CURRENT PET FROM A SHELTER IN PET3]:

PET4. Have you ever adopted a pet from an animal shelter or pet rescue center, or haven't you done that before?

	10/13/11-10/17/11
Yes, have adopted a pet from an animal shelter	32
No, have never adopted a pet from a shelter	68
Don't know [VOL]	*
Refused [VOL]	-

Based on:

N=754

[IF DID ADOPT ANY PETS FROM A SHELTER IN PET3 OR PET4]

PET5. And thinking about the most recent time that you adopted a pet from a shelter, how important were each of the following factors in your decision to adopt a pet from a shelter? First/Next, [ITEM], was that an extremely important factor in your decision to adopt a pet from a shelter, very important, moderately important, not too important, or not an important factor at all?

[ITEMS TO INSERT, RANDOMIZE]

	Extremely/Very Important	Extremely important factor	Very important factor	Moderately important factor	Not too/Not an important factor at all	Not too important factor	Not an important factor at all	Don't know [VOL]	Refused [VOL]
I felt it was more socially responsible to adopt a pet from a shelter	58	28	29	24	18	5	13	*	-
The cost was lower than buying a pet from a store or breeder	23	11	12	15	60	13	48	2	-
I had more confidence in the staff at pet shelters than I did in the staff at pet stores or breeders	36	17	19	16	46	11	35	2	-
I wanted to get an older pet that was already housebroken	15	6	9	11	72	13	59	2	*
I felt more confident that a pet from a shelter would have had recent veterinary care	36	16	20	21	41	11	31	2	-

Based on: N=626

(IF DID ADOPT A PET FROM A SHELTER IN PET3 OR PET4)

PET6. And thinking about the most recent time that you adopted a pet from a shelter, would you say that your overall experience in adopting a pet was mostly positive, mostly negative, or neither positive nor negative? [IF POSITIVE/NEGATIVE:] Was that a very (positive/negative) experience, or just a moderately (positive/negative) experience?

	10/13/11-10/17/11
Total Positive	84
Very positive	64
Moderately positive	20
Neither positive nor negative	12
Total Negative	3
Moderately negative	1
Very negative	2
Don't know [VOL]	1
Refused [VOL]	*

Based on:

N=626

PET7. **[ASK IF POSITIVE/NEGATIVE EXPERIENCE:]** And why do you say that your experience was [FILL RESPONSE FROM ABOVE] [Open-ended response coded]

Multiple responses possible, percentages sum to greater than 100%.

**Note: responses were coded into positive or negative categories based on the comment, not based on their answer in PET6.*

	10/13/11-10/17/11
ALL POSITIVE MENTIONS	89
Staff positive -- NET	36
Staff friendly	10
Staff helpful	8
Staff caring	7
Staff knowledgeable	6
Staff thorough	3
Staff trustworthy	2
Staff honest	1
Staff professional	1
Staff positive -- other	*
Process positive -- NET	33
They had good animals/got good animal(s)	24
No hassles/easy/simple/convenient	4
Staff allowed people to spend time with pets	2

PET7. (continued)

They took care of everything	1
Good price	1
Animal positive -- NET	20
Animal healthy	4
They had/I got pet I wanted	3
Already had shots	3
Animal loving	2
Animal was age I wanted	2
Animal already spayed/neutered	2
Animal trained/can be trained	2
Animal socialized	1
Animal housebroken	1
Animal positive -- other	1
Personal positive -- NET	19
I like saving animals/Needed a home	10
Felt like I was doing something positive/felt good	4
Socially responsible thing to do	2
Made me/family happy	2
Don't like seeing animals confined	1
I like sheltered pets	1
Shelter positive -- Net	16
Good shelter -- general	6
Provide homes for animals	5
They took good care of animals	4
Kennel/Shelter clean	1
Shelter positive -- other	*
General positive - NET	9
General positive	5
Good transaction/experience	4
Positive other	5
ALL NEGATIVE MENTIONS	7
Animal negative -- NET	5
Animal was sick	1
Poorly treated by previous owner	1
Cost of treating sick animal after we received	1
Animal acted bad	1
Animal died	1
Animal negative -- other	*
Staff negative -- NET	2
Staff lost paperwork	1

PET7. (continued)

Staff unfriendly	1
Animal negative -- other	1
General shelter negative -- NET	2
Sad environment	1
General shelter negative -- other	1
Shelter performance negative -- NET	1
Non-disclosure of physical injuries/past care	1
Took a long time	1
Shelter performance negative -- other	*
Negative other	2
Other -- neither positive nor negative	3
Don't know	3

Based on:

N=861

PET8. If you were looking to bring a new pet into your home, how likely is it that you would get your pet from an animal shelter or pet rescue center?

	10/13/11- 10/17/11	4/7/10- 4/12/10
Extremely/very likely	51	54
Extremely likely	28	28
Very likely	22	26
Somewhat likely	27	28
Not too likely/not at all likely	22	18
Not too likely	7	5
Not at all likely	15	13
Don't know [VOL]	1	1
Refused [VOL]	*	*

Based on:

N=1,118

N=1,112

PET9. If you did get a pet from a shelter, how concerned would you be that [INSERT ITEM]?

The pet would have medical problems that you wouldn't know about	10/13/11-10/17/11	4/7/10-4/12/10
Extremely/very concerned	36	32
Extremely concerned	17	16
Very concerned	19	16
Somewhat concerned	31	36
Not too likely/not at all concerned	33	32
Not too concerned	17	15
Not at all concerned	16	17
Don't know [VOL]	1	1
Refused [VOL]	*	*

Based on:

N=1,118

N=1,112

The pet would have psychological problems that you wouldn't know about	10/13/11-10/17/11	4/7/10-4/12/10
Extremely/very concerned	29	33
Extremely concerned	14	17
Very concerned	15	16
Somewhat concerned	32	34
Not too likely/not at all concerned	38	32
Not too concerned	16	14
Not at all concerned	22	18
Don't know [VOL]	1	1
Refused [VOL]	*	*

Based on:

N=1,118

N=1,112

Continues...

PET9. If you did get a pet from a shelter, how concerned would you be that [INSERT ITEM]?

The pet wouldn't fit in well with your family	10/13/11-10/17/11	4/7/10-4/12/10
Extremely/very concerned	33	30
Extremely concerned	16	15
Very concerned	17	15
Somewhat concerned	25	30
Not too likely/not at all concerned	41	38
Not too concerned	16	16
Not at all concerned	25	22
Don't know [VOL]	1	1
Refused [VOL]	*	*

Based on:

N=1,118

N=1,112

PET12. Have you ever taken an animal to an animal shelter or pet rescue center, or haven't you done that?

	10/13/11-10/17/11
Yes, have taken an animal to a shelter	23
No, have not taken an animal to a shelter	77
Don't know [VOL]	-
Refused [VOL]	-

Based on:

N=1,118

[IF HAVE TAKEN AN ANIMAL TO A SHELTER IN PET12]

PET13. Thinking of the most recent time you took an animal to a shelter, was this your own animal or was it someone else's animal?

	10/13/11-10/17/11
My own animal	35
Someone else's	59
Don't know [VOL]	5
Refused [VOL]	1

Based on:

N=261

[IF HAVE TAKEN AN ANIMAL TO A SHELTER IN PET12]

PET14. And again thinking of the most recent time you took an animal to a shelter, what was the reason that you took this animal to a shelter? [Open-ended response coded]

Multiple responses possible, percentages sum to greater than 100%.

	10/13/11-10/17/11
Not mine/pet abandoned -- NET	36
It was a stray/found it	32
Animal was not mine	1
It was a wild animal	1
Owner did not want	1
Not mine/pet abandoned -- other	1
Could not care for new pets -- NET	34
Too many	8
I/we could not care for	6
Could not afford to keep	5
Could not find another home for animal	4
Our pet had babies and could not find home for them/no room for them.	4
We could not keep -- general	4
No room for pet/pets	2
Not sure how to properly care for animal	1
Dangerous	1
Could not care for new pets -- other	1
Did not fit in/animal behavior -- NET	18
Behavior problems -- general	4
Incompatible with family	3
Animal did not get along with my other animal	2
Emotional problems	2
Animal was violent	2
Too aggressive	2
Animal bit someone	2
Could not contain -- wouldn't fit/stay in yard	1
Unsafe	1
Uncontrollable	1
Untrained/Could not train	1
Did not fit in/animal behavior -- other	1

PET14. (continued)

Needed care/protection -- NET	17
Animal had health concerns	6
Animal was injured	5
Animal better off at a shelter	2
Animal was dead	1
Could not afford medical attention it needed	1
Animal was old	1
To get animal spayed/neutered	1
Needed care/protection -- other	1
Relocation issues -- NET	4
Relocation -- general	2
Building/apartment would not allow pets	2
Relocation -- other	1
Other	7
Don't know	3

Based on:

N=313

[ASK ALL PET OWNERS]

PET15. Do you favor, oppose or neither favor nor oppose a law that would require all pets adopted from shelters to be spayed or neutered?

[IF FAVOR] Is that strongly favor or moderately favor

[IF OPPOSE] Is that strongly oppose or moderately oppose?

	10/13/11- 10/17/11
Total Favor	69
Strongly favor	52
Moderately favor	17
Neither favor nor oppose	12
Total Oppose	17
Moderately oppose	10
Strongly oppose	7
Don't know [VOL]	2
Refused [VOL]	*

Based on:

N=1,118

PET16. Do you favor, oppose or neither favor nor oppose a law that would require all pets adopted from shelters to have a microchip implanted under their skin, so that they can be identified?

[IF FAVOR] Is that strongly favor or moderately favor
 [IF OPPOSE] Is that strongly oppose or moderately oppose?

	10/13/11-10/17/11
Total Favor	54
Strongly favor	33
Moderately favor	21
Neither favor nor oppose	14
Total Oppose	30
Moderately oppose	14
Strongly oppose	17
Don't know [VOL]	2
Refused [VOL]	*

Based on:

N=1,118

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. If there were a twenty five dollar fee involved in surrendering a pet to a shelter, would that make you more likely, less likely, or neither more nor less likely to surrender a pet to a shelter?

[IF MORE LIKELY:] Would that be much more likely or only a little more likely?
 [IF LESS LIKELY:] Would that be much less likely or only a little less likely?

	10/13/11- 10/17/11
Total More Likely	11
Much more likely	6
A little more likely	5
Neither more nor less likely	52
Total Less Likely	34
A little less likely	13
Much less likely	21
Don't know [VOL]	3
Refused [VOL]	*

Based on:

N=1,118

Some questions held for later release

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-gfkpoll.com>.