



GfK Custom Research
North America



THE AP-Petside.com POLL

Conducted by GfK Roper Public Affairs & Media

Interview dates: May 28-June 1, 2009

Interviews: 1,110 pet owners

Margin of error: +/- 2.9 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless 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.

[ASK PET2 ONLY IF YES IN PET1:]

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]

	5/28/09-6/1/09
Dog	72
Cat	47
Horse; pony	2
Birds (canaries, parrots, parakeets—any type of bird)	6
Fish (tropical fish, goldfish etc.)	12
Rabbit	3
Gerbils, hamsters, mice, rats (etc.)	3
Snake/(s)	1
Turtles/Tortoises	1
Frogs, toads, geckos, (other small amphibians)	1
Lizards, iguanas, komodo dragons, etc. (All reptiles OTHER than SNAKES)	1
Pig	*
Goat	*
Other (specify	2
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	-

Based on:

N=1,110

PET3 Which comes closest to the way you feel about how your pet fits into your family?

[RANDOMIZE]

	5/28/09-6/1/09
My Pet is part of my household but not part of my family	13
My pet is part of the family, but not as much as the people in the household	36
My pet is just as much a part of the family as any other person in the household	50
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	-

Based on:

N=1,110

PET4 (CODED) What is/are your pet's name? CODED INTO HUMAN NAMES AND NON-HUMAN NAMES

	5/28/09-6/1/09
Human name(s)	49
Human names only	25
Multiple pets, human & non-human names	24
Non-human name(s) only	46
Refused	6
<i>Based on:</i>	<i>N=1,110</i>

PET5 Where does your pet sleep? Does your pet sleep...

	5/28/09-6/1/09
In your bed	30
In its own bed or cage	33
Outdoors	13
Somewhere else (SPECIFY)	23
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	*
<i>Based on:</i>	<i>N=1,110</i>

[ASK ALL]

PET6 Have you ever bought an outfit for your pet, or not?

	5/28/09-6/1/09
Yes	19
No	81
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	-
<i>Based on:</i>	<i>N=1,110</i>

[ASK ALL]

PET7 Would you say your pet has its own sense of style, or don't you feel that way?

	5/28/09-6/1/09
Yes, own sense of style	43
No, don't feel that way	54
Don't know (DO NOT READ)	2
Refused (DO NOT READ)	*

Based on:

N=1,110

[ASK ALL]

PET8 Do you celebrate your pet's birthday, or the day it came to live with you or not?

	5/28/09-6/1/09
Yes	27
No	72
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	-

Based on:

N=1,110

PET9 Please say whether you have ever done any of the following. How about...

	5/28/09-6/1/09
Included your pet in a family portrait	35
Included your pet in your holiday card	33
Taken a pet on vacation with you	42
Taken a pet to work	17
Taken a pet somewhere it isn't allowed, like a hotel or store	16

Based on:

N=1,110

PET10 How often does your pet eat "human food" instead of special pet food?

	5/28/09-6/1/09
Always	12
Sometimes	31
Rarely	30
Never	27
Doesn't Matter (DO NOT READ)	*
Refused (DO NOT READ)	*

Based on:

N=1,110

AP-Petside.com Poll Methodology

The **Associated Press-Petside.com Poll** was conducted May 28th – June 1st, 2009, by GfK Roper Public Affairs & Media – a division of GfK Custom Research North America. This telephone poll is based on a nationally-representative probability sample of 1,110 pet owners age 18 or older. The interviews were conducted with respondents on landlines and cellular telephones. Both the landline and cell phone samples were provided by Survey Sampling International. The survey sample included the contiguous 48 states, Alaska and Hawaii. Interviews were conducted in both English and Spanish.

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 2008 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 2008 Spring estimates provided by Mediamark Research Inc.

The margin of sampling error is plus or minus 2.9 percentage points, for results based on the entire sample of 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.

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