



GfK Custom Research  
North America



# The AP-Petside.com Poll

Conducted by GfK Roper Public Affairs & Media

*Interview dates: April 7 – April 12, 2010*

*Interviews: 1,112 pet owners*

*Margin of error: +/- 3.3 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]

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

*Based on:*

*N=1,112*

*N=1,166*

*N=1,110*

*PET2a to PET18 held for later release.*

PET21. How often would you say (your pet/any of your pets) display unexplained mood swings? Would you say...

	4/7/10-4/12/10
<b>Extremely/very often</b>	<b>5</b>
Extremely often	2
Very often	3
<b>Somewhat often</b>	<b>9</b>
<b>Not too often/not often at all</b>	<b>85</b>
Not too often	22
Not often at all	64
Don't know	1
Refused	*

Based on:

N=1,112

PET22. Have you ever taken one of your pets to see a vet or pet psychologist because your pet seems down or depressed, or because of mood swings, or haven't you done that?

	4/7/10-4/12/10
Yes, have done this	5
No, have not done this	95
Don't know [VOL]	-
Refused [VOL]	*

Based on:

N=1,112

PET23. Have you ever given any of your pets an anti-depressant or other mood-altering drug, or haven't you done that?

	4/7/10-4/12/10
Yes, have done this	4
No, have not done this	96
Don't know [VOL]	*
Refused [VOL]	*

Based on:

N=1,112

PET24. If you did notice that a pet seemed down or depressed or seemed to have unusual mood swings, how likely is it that you would take your pet to see a pet psychologist? Would you say...

	4/7/10-4/12/10
<b>Extremely/very likely</b>	<b>8</b>
Extremely likely	4
Very likely	4
<b>Somewhat likely</b>	<b>11</b>
<b>Not too likely/not at all likely</b>	<b>81</b>
Not too likely	17
Not at all likely	64
Don't know	1
Refused	*

*Based on:*

*N=1,112*

PET25. Do you ever find yourself talking to your pet(s) about your personal troubles? Would you say this happens...

	4/7/10-4/12/10
<b>Extremely/very often</b>	<b>8</b>
Extremely often	4
Very often	4
<b>Somewhat often</b>	<b>13</b>
<b>Not too often/not often at all</b>	<b>79</b>
Not too often	18
Not often at all	61
Don't know	*
Refused	*

*Based on:*

*N=1,112*

[ASK IF MARRIED OR LIVING AS COHABITATING: DM1 PUNCH 1]

PET26. Who would you say is a better listener... (ROTATE) your pet, or your spouse?

[Rotate Responses:]	4/7/10- 4/12/10
Your pet	25
Your spouse	71
Don't know [VOL]	3
Refused [VOL]	1

*Based on:*

*N=700*

## AP-Petside.com Poll Methodology

The **Associated Press-Petside.com Poll** was conducted April 7<sup>th</sup> – April 12<sup>th</sup>, 2010, 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 1,112 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 non-response differences on age, sex, education and race, using targets from the March 2008 supplement of the Current Population Survey.

The margin of sampling error is plus or minus 3.3 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>.