



GfK Custom Research
North America



THE AP-Petside.com POLL

Conducted by GfK Roper Public Affairs & Media

Interview dates: December 3-8, 2008

Interviews: 1,129 pet owners

Margin of error: +/- 2.9 for pet owners

NOTE: All results show percentages unless otherwise labeled. Please refer to the exact sample size 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]

Dog	74
Cat	46
Horse; pony	2
Birds (canaries, parrots, parakeets—any type of bird)	7
Fish (tropical fish, goldfish etc.)	12
Rabbit	1
Gerbils, hamsters, mice, rats (etc.)	2
Snake/(s)	1
Turtles/Tortoises	1
Frogs, toads, geckos, (other small amphibians)	1
Lizards, iguanas, Komodo dragons, etc. (All Reptiles OTHER than SNAKES punched 8 above)	1
Pig	*
Goat	*
Other (Specify)	2

Based on pet owners:

N=1,129

PET3. Do you plan to buy a holiday gift (your pet/any of your pets) this year, or not?

Yes	43
No	55
Don't know	1
Refused	-

Based on pet owners:

N=1,129

PET4. Did you buy a holiday gift for (your pet/any of your pets) last year, or not?

Yes	46
No	52
Did not have a pet last year	2
Don't know	*
Refused	-

Based on pet owners: N=1,129

PET5. Have you found it necessary to cut back on the money you spend caring for your (pet/pets) over the past year or haven't you had to do that?

Yes, have had to cut back on care	15
No, have not had to cut back on care	85
Don't know	*
Refused	-

Based on pet owners: N=1,129

[ASK PET6 ONLY IF YES IN PET5:]

PET6. Have you had to seriously consider making the following cutbacks when it comes to your (pet/pets) this year or not? How about...

[ITEMS TO INSERT, RANDOMIZE EXCEPT FINAL ITEM IS ALWAYS LAST]

	YES	NO
Switching to a cheaper type of food	60	40
Cutting back on grooming	48	49
Putting off visits to the veterinarian for routine care	54	47
Putting off visits to the veterinarian for serious health problems	21	78
Buying fewer toys or clothes	71	29
Cutting back on day care or walking services	17	76
Seriously considered having to give up a pet	27	74

Based on pet owners who have had to cut back on care: N=170

PET7. When you speak to any of your pets, to what extent do you think they understand and comprehend you?

Completely	19
Mostly	43
Only a little	28
Not at all	8
Don't know (DO NOT READ)	2
Refused (DO NOT READ)	-

Based on pet owners:

N=1,129

PET8 When any of your pets attempt to communicate with you, by barking meowing, or other means, how much do you feel you understand and comprehend what they are saying?

Completely	18
Mostly	49
Only a little	26
Not at all	6
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	*

Based on pet owners:

N=1,129

AP-Petside.com Poll Methodology

The **Associated Press-Petside.com Poll** was conducted December 3rd – 8th, 2008, 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 1,129 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>.