



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

Some questions held for later release

HOLIDAY GIFTS

PET23. Do you plan to buy a holiday gift for your (your pet/any of your pets) this year, or not?

	10/13/11- 10/17/11	10/13/10- 10/20/10	10/1/09- 10/5/09	12/3/08- 12/8/08
Yes	51	53	52	43
No	48	47	48	55
Don't know [VOL]	1	1	1	1
Refused [VOL]	*	*	*	--
<i>Based on:</i>	<i>N=1,118</i>	<i>N=1,000</i>	<i>N=1,166</i>	<i>N=1,129</i>

PET24. Did you buy a holiday gift for (your pet/any of your pets) last year, or not?

	10/13/11- 10/17/11	10/13/10- 10/20/10	10/1/09- 10/5/09	12/3/08- 12/8/08
Yes	50	53	49	46
No	48	45	49	52
Did not have a pet last year [VOL]	2	2	2	2
Don't know [VOL]	*	1	*	*
Refused [VOL]	*	*	*	-
<i>Based on:</i>	<i>N=1,118</i>	<i>N=1,000</i>	<i>N=1,166</i>	<i>N=1,129</i>

[ASK IF YES TO PET24]

PET25. What kind of gift (or gifts) did you buy for your pet(s) last year?

[OPEN-END, PRECODE]

[INTERVIEWER CODE: DO NOT READ LIST]

	10/13/11- 10/17/11
Toy	69
Food or other treat	48
Clothing	10
Grooming products	2
Bedding	6
Leash/Harness/Collar	3
Other [SPECIFY]	3
Don't know [VOL]	1
Refused [VOL]	-

Based on:

N=532

[ASK IF YES TO PET24]

PET26. About how much did you spend on gifts for your pets LAST holiday season? Just your best estimate is fine.

	10/13/11- 10/17/11
0	-
\$1-\$10	24
\$11-\$20	27
\$21 - \$30	22
\$31 - \$40	6
\$41 - \$50	8
\$51 or more	12
Mean	\$41
Don't know [VOL]	1
Refused [VOL]	-

Based on:

N=532

[ASK IF YES TO PET23]

PET27. About how much will you spend on gifts for your pets THIS holiday season? Just your best estimate is fine.

	10/13/11-10/17/11
0	*
\$1-\$10	24
\$11-\$20	27
\$21 - \$30	21
\$31 - \$40	5
\$41 - \$50	9
\$51 or more	12
Mean	\$46
Don't know [VOL]	2
Refused [VOL]	-

Based on:

N=538

[ASK IF YES TO PET23]

PET28. What kind of gift (or gifts) do you expect to buy for your pet(s) THIS year? Just your best guess is fine.

[OPEN-END, PRECODE]

[INTERVIEWER CODE: DO NOT READ LIST]

	10/13/11-10/17/11
Toy	68
Food or other treat	45
Clothing	6
Grooming products	3
Bedding	8
Leash/Harness/Collar	3
Other [SPECIFY]	2
Don't know [VOL]	5
Refused [VOL]	*

Based on:

N=538

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-gfkipoll.com>.