



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. And about how old would that pet be?

[DO NOT READ LIST ONLY IF NECESSARY. MARK ALL THAT APPLY]

	4/7/10-4/12/10	
	# of cases	Mean Age
Dog	1057	6
Cat	709	7
Fish (tropical fish, goldfish etc.)	171	2
Birds (canaries, parrots, parakeets—any type of bird)	69	8
Gerbils, hamsters, mice, rats (etc.)	25	2
Horse; pony	35	12
Turtles/tortoises	10	4
Rabbit	24	2
Lizards, iguanas, komodo dragons, etc. (All reptiles OTHER than SNAKES)	14	5
Pig	6	1
Snake/(s)	10	5
Frogs, toads, geckos, (other small amphibians)	5	2
Goat	10	3
Other (specify)	39	4
Don't know [VOL]	-	-
Refused [VOL]	-	-

Based on:

N=1,112

Pet3 to Pet9 previously released.

PET10. Do you currently have insurance that covers medical or veterinary costs for any of your pets, or do you not currently have insurance that would cover those costs for any of your pets?

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

Based on:

N=1,112

PET14. Do you think that medical insurance for pets is a good way to save on medical or veterinary costs for pets, or do you think it isn't really worth what it costs?

	4/7/10- 4/12/10
Good way to save	27
Isn't really worth what it costs	60
Don't know [VOL]	12
Refused [VOL]	*

Based on:

N=1,112

PET15. How worried are you that you wouldn't be able to pay the cost of veterinary care for your pet(s) if (it/one of them) were to become sick today?

	4/7/10-4/12/10
Extremely/very worried	20
Extremely worried	12
Very worried	8
Somewhat worried	21
Not too worried/not at all worried	59
Not too worried	23
Not at all worried	37
Don't know	*
Refused	*

Based on:

N=1,112

PET16. If (your pet/one of your pets) were seriously ill and required medical treatment that would cost (\$INSERT AMOUNT), how likely would you be to go ahead with the treatment and pay the cost?

<i>Amounts randomly to one quarter of the sample</i>	\$500	\$1,000	\$2,000	\$5,000
Extremely/very likely	62	42	35	22
Extremely likely	44	24	20	10
Very likely	19	18	14	12
Somewhat likely	18	20	28	20
Not too likely/not at all likely	18	36	36	55
Not too likely	8	11	13	16
Not at all likely	11	25	23	39
Don't know	1	2	1	3
Refused	*	-	*	-

Based on:

N=300

N=266

N=282

N=264

Pet17 to Pet26 previously released

AP-Petside.com Poll Methodology

The **Associated Press-Petside.com Poll** was conducted April 7th – April 12th, 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-gfkipoll.com>.