

### Background & Methodology

Conducted 714 surveys among Florida, Georgia, and Tennessee dog and cat owners

- Fielding took place April 15, 2015 – April 26, 2015
- Utilized proprietary online research panel
- Total is weighted by age and gender within state

### Key Measure

- Driving Habits with Pets
- Pet Restraint Device Usage

#### 1. For which of these reasons, if any, do you drive with your pet(s) in your vehicle? (Select all that apply)

	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	235	238	241	714
Trips to the vet	76%	77%	79%	77%
Road trips/Vacation	38%	38%	36%	38%
Errands	24%	22%	26%	24%
Take to work	3%	5%	4%	4%
Other	7%	6%	8%	7%
None, never drive with pet in my vehicle	16%	13%	16%	15%

#### 2. How often do you use a pet restraint device or pet crate when your pet is in your vehicle?

	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	200	205	199	604
Always (100% of the time)	26%	26%	24%	26%
Frequently (50% - 99% of the time)	12%	17%	15%	14%
Sometimes (25% - 49% of the time)	10%	11%	9%	10%
Rarely (1% - 24% of the time)	11%	13%	19%	13%
Never (0% of the time)	41%	33%	33%	37%

#### 3. What are reasons you have not used a pet restraint device or crate in the past? (Select all that apply)

	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	145	150	146	441
We only take short trips	47%	41%	46%	45%
My pet does not need it	39%	42%	41%	40%
Pet is not happy when restrained/in a crate	23%	26%	20%	23%
Pet wants to put head out of window	22%	22%	17%	21%
My pet sits on my lap	14%	12%	19%	14%
Pet restraints are too complicated	5%	9%	3%	6%
Pet wants to play	4%	2%	2%	3%
Other	5%	9%	12%	7%

#### 4. What means of restraint do you use with your pet(s) when in a vehicle? (Select all that apply)

	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	118	136	134	388
Hard-sided pet travel crate	37%	43%	41%	40%
Pet harness/safety belt	21%	23%	25%	22%
Soft-sided pet travel crate	26%	21%	13%	22%
Passenger holds pet on lap	14%	24%	32%	21%
Vehicle pet barrier	9%	13%	11%	10%
Pet car seat	11%	14%	4%	10%
I/driver holds pet on lap	4%	6%	14%	7%
Other	6%	5%	7%	6%

**5. What activities have you done with your pet(s) while driving? (Select all that apply)**

	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	200	205	199	604
Pet or give affection	40%	40%	48%	42%
Allow pet to hang head out of car window	30%	27%	32%	29%
Allow pet to freely move from seat to seat	24%	27%	31%	26%
Allow pet to sit on lap	23%	19%	24%	22%
Give food or water	18%	17%	17%	17%
Take a picture of my pet	11%	12%	13%	12%
Play with pet	9%	9%	8%	9%
Allow pet to ride in the back of a pick-up truck	5%	6%	6%	5%
Other	1%	1%	4%	2%
None of the above	32%	30%	25%	30%

**6. Has your pet ever caused you to become distracted while driving?**

	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	200	205	199	604
Yes	11%	14%	15%	13%
No	89%	86%	85%	87%

**7. Has your pet ever caused you to get in a car crash while driving?**

	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	200	205	199	604
Yes	3%	3%	1%	3%
No	97%	97%	99%	97%

**8. What is the likelihood that you would use a pet prescription discount program that covers prescription medications, if available?**

	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	200	205	199	604
Very likely	25%	19%	21%	23%
Somewhat likely	23%	31%	29%	27%
Neither likely nor unlikely	21%	21%	17%	20%
Somewhat unlikely	8%	8%	15%	9%
Very unlikely	23%	20%	18%	21%

**Respondent Profile**

**What is your gender?**

	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	235	238	241	714
Male	45%	50%	46%	47%
Female	55%	50%	54%	53%

**Into which of these age groups do you fall?**

	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	235	238	241	714
18-34	32%	34%	32%	32%
35-44	17%	17%	18%	18%
45-54	19%	19%	21%	19%
55-64	15%	17%	16%	16%
65 or older	17%	13%	13%	15%

**Statistical Statement:**

The AAA Consumer Pulse™ Survey was conducted online among dog and cat owners living in the Southern Region of The Auto Club Group (Florida, Georgia, and Tennessee) from April 15 - 26, 2015. A total of 714 residents completed the survey. Overall survey responses are weighted by gender and age within state to ensure reliable and accurate representation of the adult population (18+) in Florida, Georgia, and Tennessee.

	Base (N=)	Maximum Margin of Error
Florida	235	± 6.4 percentage points
Georgia	238	± 6.4 percentage points
Tennessee	241	± 6.3 percentage points
TOTAL	714	± 3.7 percentage points