

Background & Methodology

Conducted approximately 200 surveys per state

- Fielding took place April 12, 2016 – April 28, 2016
- Utilized a proprietary online research panel

Key Measures

- Frequency of Driving with Pet in Vehicle
- Pet Restraint Device Usage
- Driving Habits with Pet in Vehicle

1. Do you ever drive with your pet in your vehicle?

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	259	273	258	268	262	261	241	266	285	258
Yes	77%	73%	78%	75%	76%	77%	81%	75%	70%	78%
No	23%	27%	22%	25%	24%	23%	19%	25%	30%	22%

2. How often do you use a pet restraint device or pet crate when your pet is in your vehicle? [Q1 = Yes]

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	199	200	200	200	200	200	196	200	200	201
Always (100% of the time)	27%	20%	17%	15%	18%	18%	15%	21%	16%	14%
Frequently (50% - 99% of the time)	13%	10%	11%	7%	10%	10%	7%	12%	14%	10%
Sometimes (25% - 49% of the time)	7%	12%	8%	12%	8%	8%	9%	10%	9%	10%
Rarely (1% - 24% of the time)	18%	14%	14%	16%	16%	17%	18%	15%	15%	16%
Never (0% of the time)	35%	44%	50%	50%	48%	47%	51%	42%	46%	50%

3. What are reasons you have not used a pet restraint device or crate in the past? (Select all that apply) [Q2 ≠ Always]

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	145	161	166	169	165	164	166	159	168	172
We only take short trips	37%	46%	46%	41%	38%	46%	51%	41%	47%	47%
My pet does not need it	36%	35%	36%	41%	36%	44%	30%	39%	35%	31%
Pet is not happy when restrained/in a crate	21%	27%	20%	23%	21%	27%	22%	22%	24%	28%
Pet wants to put head out of window	19%	19%	23%	22%	21%	16%	19%	21%	17%	23%
My pet sits on my lap / hold in arm	13%	12%	13%	17%	16%	24%	20%	17%	18%	18%
Pet restraints are too complicated	6%	6%	10%	4%	5%	5%	7%	4%	6%	6%
Pet wants to play	1%	6%	2%	2%	3%	2%	2%	2%	1%	1%
Other	9%	7%	10%	9%	13%	5%	7%	11%	4%	8%

4. What means of restraint do you use with your pet(s) when in a vehicle? (Select all that apply) [Q2 ≠ Never]

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	130	111	99	101	104	106	97	115	108	100
Hard-sided pet travel crate	39%	40%	38%	49%	34%	48%	33%	57%	36%	40%
Soft-sided pet travel crate	24%	15%	16%	7%	12%	21%	11%	10%	19%	22%
Pet harness/safety belt	21%	21%	29%	17%	26%	21%	31%	14%	28%	23%
Passenger holds pet on lap	21%	18%	24%	18%	19%	27%	27%	23%	22%	27%
Vehicle pet barrier	14%	19%	9%	7%	15%	13%	12%	9%	10%	9%
I/driver holds pet on lap	7%	6%	9%	14%	6%	8%	9%	3%	7%	17%
Pet car seat	5%	11%	11%	5%	7%	6%	7%	7%	6%	2%
Other	1%	4%	6%	11%	12%	3%	5%	7%	6%	3%

5. What activities have you done with your pet(s) while driving? (Select all that apply) [Q1 = Yes]

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	199	200	200	200	200	200	196	200	200	201
Pet or give affection	42%	46%	50%	46%	49%	51%	46%	49%	53%	51%
Allow pet to freely move from seat to seat	26%	22%	32%	41%	32%	37%	37%	38%	26%	38%
Allow pet to sit on lap / hold in arm	26%	23%	22%	29%	25%	32%	30%	27%	24%	24%
Allow pet to hang head out of car window	22%	31%	40%	33%	39%	28%	35%	37%	32%	40%
Give food or water	16%	19%	14%	15%	15%	13%	14%	20%	13%	10%
Take a picture of my pet	11%	11%	13%	11%	15%	8%	7%	7%	10%	9%
Play with pet	7%	10%	10%	7%	6%	7%	7%	5%	6%	4%
Allow pet to ride in the back of a pick-up truck	3%	6%	5%	4%	3%	4%	6%	9%	8%	2%
Other	2%	1%	3%	1%	3%	1%	2%	1%	3%	2%
None of the above	28%	28%	20%	18%	23%	22%	21%	24%	19%	24%

6. Has your pet ever caused you to become distracted while driving, such as causing you to look away while driving or at a red light/stop sign? [Q1 = Yes]

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	199	200	200	199	200	200	196	200	200	200
Yes	16%	15%	22%	20%	18%	16%	18%	20%	20%	20%
No	84%	85%	78%	80%	82%	84%	82%	80%	80%	80%

Statistical Statement:

The AAA Consumer Pulse™ Survey was conducted online among dog or cat owners living in The Auto Club Group territory, who drive with their pet in a vehicle, from April 12, 2016 – April 28, 2016. Approximately 200 residents in each state completed the survey. State results have a margin of error of ± 6.9 percentage points.