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One in five (21%) Global Citizens Would Rather Spend Day with Pet than Spouse or Partner

But Likely Defying Stereotype, Desire to Spurn Partner for Pet Is More about Age than Gender—and Even There, Older Least Likely To Choose Pet Over Partner

Toronto, Canada— A new Reuters News poll conducted by Ipsos and released today indicates that if given a choice, one in five (21%) adults surveyed in 23 countries (representing 75% of the worlds GDP) would rather spend the day with a pet than with their spouse or partner. Alternatively, 79% indicate of adults surveyed disagreed -- choosing to spend the day with their spouse or partner instead of a pet.

The survey of over 24,000 adults—1000+ respondents per country -- shows that those residing in the Turkey (49%) ***are the most likely*** to want to spend a day with a pet rather than their spouse or partner followed by those in India (41%), Japan (30%), China (29%) of the United States (27%) and Australia (25%).

In the alternate, those nations where residents ***are the least likely*** to want to spend the day with a pet instead of their spouse or partner are found in France (10%), Mexico (11%), the Netherlands (12%) and Hungary (12%).

But likely defying stereotype, the desire to spurn a partner for a pet is apparently not rooted in gender but in age --and even there it seems the older you are the least likely it is you'd choose pet over partner. While there are country differences, it would appear to be more of a personal choice made by younger and less affluent individuals.

The following list of findings **begin with** the countries where citizens are ***most likely to agree*** that they have "would rather spend the day with a pet than with my spouse or partner" and ascends to those countries where citizens are ***least likely to agree*** with the proposition:

Turkey	49% agree/51% disagree
India	41% agree/59% disagree
Japan	30% agree/70% disagree
China	29% agree/71% disagree

United States	27% agree/73% disagree
Australia	25% agree/75% disagree
South Korea	23% agree/77% disagree
Poland	23% agree/77% disagree
Italy	22% agree/78% disagree
Czech Republic	20% agree/80% disagree
Canada	20% agree/80% disagree
Spain	19% agree/81% disagree
Argentina	19% agree/81% disagree
Brazil	18% agree/82% disagree
Great Britain	18% agree/82% disagree
Russia	17% agree/83% disagree
Belgium	15% agree/85% disagree
Sweden	15% agree/85% disagree
Germany	14% agree/86% disagree
Hungry	12% agree/88% disagree
Netherlands	12% agree/88% disagree

Mexico	11% agree/89% disagree
France	10% agree/90% disagree

With respect to demographic findings for the total sample, it would appear that those ***most likely to agree*** that they would "rather spend a day with a pet than with my spouse or partner" are equally male (21%) and female (22%), under 35 years of age (25%) compared to those aged 35-54 (18%) or those aged 55+ (14%), and those who have a lower income (24%) compared to those who are equally either middle (20%) and higher (20%) income earners.

In the alternate, those ***most likely to disagree*** that they would "rather spend a day with a pet them with my spouse or partner" are equally male (79%) and female (70%), older-aged 55+ (86%) -- followed by those aged 35-54 (82%) and those under the age of 35 (75%), and those who are middle (80%) and higher (80%) income and lower income (76%) earners.

These are the findings of an Ipsos poll conducted between November 4th, 2009 and January 13th, 2010, on behalf of Thompson Reuters News Service. For this survey an international sample of 24,077 adults aged 18+ were interviewed in a total of 23 countries representing 75% of the world's GDP. The countries included Argentina, Australia, Belgium, Brazil, Canada, China, France, Germany, Hungary, India, Italy, Japan, Mexico, Poland, Russia, and South Korea, Spain, Sweden, the Czech Republic, the Netherlands, Great Britain, the United States and Turkey. Approximately 1000+ individuals participated on a country by country basis via the Ipsos online panel. Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points 19 times out of 20 per country of what the results would have been had the entire population of adults in that country had been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error. G@6O3_2.

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