

BIRD MODULE

2025

DATA PLATFORM GUIDE



APPA[®]

American Pet Products Association

DEMOGRAPHICS

TOPIC	VARIABLE CODE	TOPIC	VARIABLE CODE
Age	CB1	Education	CB5
Generations	CB1	Household Income	SS7
Gender	CB2	Employment Status	QS17
Region	CB3	Hispanic/Latino/a Origin	SS8
State Live In	CB3	Race	SS9
Household Size	SS1	Living Situation	QS14
Presence of Children	SS2	Reason for Living with Parents	QS14a
Marital Status	S16		

PET OWNERSHIP

TOPIC	VARIABLE CODE	TOPIC	VARIABLE CODE
Current Pet Ownership	QS1	Person Most Responsible for Pet	QS3
How Pet Ownership Been Affected by the Current Economy	QS12e	Acquired Pets Due to COVID-19	QS3g
Previous Pet Ownership	QS2a	Gave Up Pet Acquired During COVID-19	QS3h
Last Owned a Pet	QS2b	Type of Pet Gave Away	QS3i
Types of Pets Owned	QS3a	Have Foster Pets	QS3b1_2
Number of Pets Owned	QS3b	Number of Fosters Currently Owned	QS3b1_3
Consider Pets When Deciding Property to Purchase/Rent	QS15a	Fostered Pets Due to COVID-19	QS3j
Reasons of Owning Multiple Pets	Q347c_Q448c	Number of COVID-19 Fosters	QS3b1_4a
Reasons of Not Owning Multiple Pets	QS3a1	Outcome of Fosters	QS3k
Biggest Reason for Not Owning Multiple Pets	QS3a2		

PET OWNER SHOPPING BEHAVIOR

TOPIC	VARIABLE CODE	TOPIC	VARIABLE CODE
Influence of the Economy of Pet Spending in the Past 12 Months	QS12a1	Pet Care Items Purchased Online Within in the Past 12 Months	QS6a
How a Pet Owner Becomes Aware of New Products	QS5a	Subscription Based Online Purchases	QS6b
How a Pet Owner Learns About Pet Products on the Internet	QS5b	Change in the Number of Online Purchases in the Past Year	QS6c
How Pet Owners Typically Shop for Pet Products	QS6g		

HUMAN ANIMAL BOND

TOPIC	VARIABLE CODE
Health Benefits of Pet Ownership	QS7
Workplaces Allows Pets	QS13

VETERINARY CARE

TOPIC	VARIABLE CODE	TOPIC	VARIABLE CODE
Most Often Used Source of Pet Health Care	QS12s	Waiting Period for Pet Illness/Injury Visit Appointment	QS12p
Main Reason For Not Going to the Veterinarian More Often	QS12u	Ideal Source for Pet Health Care	QS12t
Concern About Accessible Vet Care	QS12m	Impact of Current Economy on Employment	QS12g
Reasons for Concern for Accessible Veterinarian Care	QS12n	Current Employment Status	QS12h
Waiting Period for Pet Wellness Visit Appointment	QS12o	Consider Pets When Deciding What Property to Purchase/Rent	QS15a

PRODUCTS AND SERVICES

TOPIC

VARIABLE CODE

Level of Concern for Accessibility to Pet Care Services

QS12q

Reasons for Concern for Accessibility to Pet Care Services

QS12r

BARRIERS TO PET OWNERSHIP

TOPIC	VARIABLE CODE
Reasons for Not Currently Owning a Pet Among Non Pet Owners	QS11

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HUMAN ANIMAL BOND (BIRD)

TOPIC	VARIABLE CODE
Human Animal Bond Attitudes	Q528a

OWNERSHIP

TOPIC	VARIABLE CODE	TOPIC	VARIABLE CODE
Length of Time As A Bird Owner	Q504	Information Sources About Bird	Q520
Number of Different Sizes of Bird Owned	Q502	Money Spent To Purchase Bird	Q507
Species of Bird Owned	Q505	Specific Expenses For Bird In Past 12 Months	Q524
Age Of Bird	Q506	Beak/Nails Trimmed and/or Wings Clipped Professionally In Past 6 Months	Q513
Where Owner Learned About The Availability Of Bird	Q503b	Arrangements Made When Travelling Away From Home	Q514
Where Birds Are Obtained	Q503a	Tailored Travel Plans To Accommodate Bird	Q514a <i>A New For 2023</i>
Preferred Sources to Obtain Pet	Q503a1		

FOOD

TOPIC	VARIABLE CODE
Types of Food Purchased in the Past 12 months	Q515a
Types of Food Packages Purchased in Past 12 Months	Q515a1
Where Food Was Purchased	Q515b
Size Of Food Package	Q515c
Frequency Of Purchase	Q515f
Number Packages of Food Treats Purchased	Q516a
Types of Food Treats Purchased In Past 12 Months	Q516a1
Location of Food Treats Purchase	Q516b

VET SERVICES, MEDS, VITAMINS AND SUPPLEMENTS

TOPIC	VARIABLE CODE
Number of Times Taken Bird To Vet	Q508
Products And Services Obtained From Vet	Q509
Bird On Special Vet Prescribed/Recommend Diet	Q511
Currently Give Bird Medications	Q517
Currently Give Bird Vitamins and/or Supplements	Q512a
Forms of Vitamins/Other Supplements Given To Bird	Q512c

CAGES

TOPIC	VARIABLE CODE
Number Of Cages Owned	Q518a
Types Of Cages Owned	Q518b
Material Of Cage By Type Of Cage	Q518b_1, Q518b_2, Q518b_3
Types Of Liners Used For Cage	Q519c
Frequency Of Replacing Cage	Q519a
Where Typically Purchase Cage	Q519a1
Frequency Of Cleaning/Sanitizing Cage	Q519b_1, Q519b_2

GIFTS, PARTIES, SWAG

TOPIC	VARIABLE CODE
When Gifts Are Purchased for Birds	Q530
Number of Gifts Bought in the Past 12 Months	Q530b
How Much Typically Spend On Gifts	Q530c
Purchased Pet Themed Merchandise	Q534

CARE ITEMS

TOPIC	VARIABLE CODE
Accessories Own, Purchased in Past 12 month and Plan to Purchase	Q521
Where Accessories Were Purchased	Q522b
Preferred Method of Purchasing Accessories	Q522c
Importance of Brand Name When Purchasing Products	Q523

PLANNING & LOSS

TOPIC	VARIABLE CODE
Provisions For Bird in Owner's Will	Q531f
Arrangements Made If Owner Can No Longer Care for Bird	Q531a
Ever Have A Bird Pass Away	Q513c1
Got Another Bird After One Passed Away	Q513c2
Drawbacks to Owning Bird	Q529
Memorial Items Likelihood to Buy Upon Reptile's Death	Q531b
Length of Time After Pet's Death to Get Another Bird	Q531d
Bought New Supplies for New Bird	Q531e