

CAT 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/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	Q S1	Person Most Responsible for Pet	Q S3
How Pet Ownership Been Affected by the Current Economy	Q S12e	Acquired Pets Due to COVID -19	Q S3g
Previous Pet Ownership	Q S2a	Gave Up Pet Acquired During COVID -19	Q S3h
Last Owned a Pet	Q S2b	Type of Pet Gave Away	Q S3i
Types of Pets Owned	Q S3a	Have Foster Pets	Q S3b1_2
Number of Pets Owned	Q S3b	Number of Fosters Currently Owned	Q S3b1_3
Consider Pets When Deciding Property to Purchase/Rent	Q S15a	Fostered Pets Due to COVID -19	Q S3j
Reasons of Owning Multiple Pets	Q 347c_Q 448c	Number of COVID -19 Fosters	Q S3b1_4a
Reasons of Not Owning Multiple Pets	Q S3a1	Outcome of Fosters	Q S3k
Biggest Reason for Not Owning Multiple Pets	Q S3a2		

PET OWNER SHOPPING BEHAVIOR

TOPIC	VARIABLE CODE	TOPIC	VARIABLE CODE
Influence of the Economy of Pet Spending in the Past 12 Months	Q S12a1	Pet Care Items Purchased Online Within in the Past 12 Months	Q S6a
How a Pet Owner Becomes Aware of New Products	Q S5a	Subscription Based Online Purchases	Q S6b
How a Pet Owner Learns About Pet Products on the Internet	Q S5b	Change in the Number of Online Purchases in the Past Year	Q S6c
How Pet Owners Typically Shop for Pet Products	Q S6g		

HUMAN ANIMAL BOND

TOPIC	VARIABLE CODE
Health Benefits of Pet Ownership	Q S7
Workplaces Allow Pets	Q S13

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

Q S12q

Reasons for Concern for
Accessibility to Pet Care Services

Q S12r

BARRIERS TO PET OWNERSHIP

TOPIC

VARIABLE CODE

Reasons for Not Currently Owning a Pet Among Non Pet Owners

Q S11

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HUMAN ANIMAL BOND (CAT)

TOPIC

VARIABLE CODE

Human Animal Bond Attitudes

Q443a

OWNERSHIP



TOPIC	VARIABLE CODE	TOPIC	VARIABLE CODE
Length of Time As A Cat Owner	Q 4 0 3	Where Owner Learned of the Availability of Their Cat	Q 4 0 2 b
Number of Cats Owned	Q 4 0 1	Breed of Cat, Pure or Mixed	Q 4 0 4 a
Age of Cat	Q 4 0 5 a	Where Cat is Kept During The Day and During The Night	Q 4 0 6
Length Of Time Own Current Cat(s)	Q 4 0 3	Where Cat Sleeps At Night	Q 4 0 7
Where Cats Are Obtained	Q 4 0 2 a	Number of Trips Taken with Cat in the Past Year	Q 4 1 5 c
Preferred Sources To Obtain A Pet (New 2023)	Q 4 0 2 a 1	Where Information Usually Obtained About Pets	Q 4 3 6
Cats Spayed/Neutered	Q 4 1 0	Money Spent To Purchase Your cat	Q 4 0 4 b
		Specific Expenses for Pet Products	Q 4 3 8

ARRANGEMENTS MADE WHEN AWAY

TOPIC	VARIABLE CODE
Arrangements Made While Traveling Away for 2+ Nights/Accommodate	Q 4 15b
Arrangements Made When At Work	Q 4 15d
Search Online To Find Pet Care Services	Q 4 15e
Use An Online Service To Find Pet Care Services	Q 4 15f
Tailored Your Travel Plans To Accommodate Cat	Q 4 15b1

FOOD



TOPIC	VARIABLE CODE	TOPIC	VARIABLE CODE
Types of Pet Food Purchased In The Past 12 Months	Q 4 16 a	Size of Dry Dog Food Package	Q 4 16 f
Type of Food Used Most Often	Q 4 16 b	Types of Specially Formulated Foods Purchased	Q 4 16 g
Purchased Food with Attributes	Q 4 16 c	Frequency of Purchase of Cat Food	Q 4 16 g1
Types of Novel/Exotic Proteins Purchased	Q 4 16 c1	Location of Food Purchase	Q 4 16 g2
Plan To Purchase Food With Attributes	Q 4 16 d		
Form of Food Fed	Q 4 16 e		

TREATS & CHEW S

TOPIC	VARIABLE CODE
Types of Food Treats Purchased In The Past 12 Months	Q 417c
Food Treat Packages Purchased In Past 12 Months	Q 417a
Purchase Location of Food Treats in the Past 12 Months	Q 417e
Type of Packaging of Treats	Q 417b

CAT HEALTH



TOPIC	VARIABLE CODE	TOPIC	VARIABLE CODE
Cat Weight	Q 411	Calming Products Used for Cats	Q 420e
Cat Diet	Q 412	CBD Products Purchased In The Past Year	Q 420e1_1
Who Takes Care Of Dental Health	Q 409a	Types of Conditions Treated with CBD	Q 420e2
Number of Veterinarian Visits	Q 408	Purchased Flea and Tick Medication in the Past 12 Months	Q 421
Services & Products Obtained From The Vet	Q 409	Flea/Tick Products Purchased in Past Year	Q 422a
Types Of Prescription Medication Given	Q 420a	Where Purchased Flea/Tick Products In Past 12 Months	Q 422a1
Prescription Medication Place Of Purchase	Q 420b	Purchased An All-Natural, Chemical-Free Flea/Tick Product In The Past 12 Months	Q 422b
Currently Give Cat Vitamins and/or Supplements	Q 413a		
Types Of Cat Vitamins/Supplements Given	Q 413b		
Give Pet Holistic Remedies, Flavored Oral Medication, Pill Treats	Q 420c		

WELLNESS AND INSURANCE PLANS

TOPIC	VARIABLE CODE
Purchased A Pet Wellness Plan	Q 4 18 a1
Who Pet Wellness Plan Policy Is With	Q 4 18 a2
Have Pet Health Insurance	Q 4 18 b
Cost of Pet Health Insurance	Q 4 18 c
How Long Have You Had Pet Health Insurance for Your Dog (s)	Q 4 18 d
Financed Your Pet Care	Q 4 18 e
Types of Financing Used for Pet Care	Q 4 18 f

SERVICES USED

TOPIC

VARIABLE CODE

Training Aids Used

Q 418a

Has An Electronic Tracking Device

Q 420d

CONDOS, SCRATCHERS, BEDS AND BOWLS



TOPIC	VARIABLE CODE
Own a Kitty Condo (Structure/Hideout) for Cat	Q 427
Kitty Condo Features	Q 427a
Types of Cat Scratchers Owned	Q 435c
Material of Cat Scratcher	Q 435d
Use Cat Scratch Deterrent Products	Q 435e
Number of Cat Beds Owned	Q 428a
Cat bed features	Q 428b
Frequency of Purchasing New Cat Bed	Q 428c
Types of Water/Food Bowls Purchased	Q 429a
Material of Water/Food Bowls	Q 429b
Cat Bowl Features	Q 429c

LITTER AND LITTER BOXES

TOPIC	VARIABLE CODE
What Types of Litter Boxes Do You Own?	Q 431a
How Many Litter Boxes Do You Currently Own For Your Cat(s)?	Q 431b
In General, How Often Do You Purchase A New Litter Box?	Q 431d
How Often Do You Purchase Litter?	Q 431c
What Size Container/Package of Litter Do You Purchase Most Often?	Q 433a
What Types of Litter Do You Usually Purchase?	Q 433b
Which of The Following Accessories Do You Have For Your Litter Box?	Q 433c
Type of Deodorizer Used	Q 433d
Types of Odor Neutralizers Used	Q 439

TOYS



TOPIC	VARIABLE CODE
Purchased Toy In The Past 12 Months	Q 423a
Purchased Separate Toys For Each Cat	Q 423c
Types of Toys Purchased	Q 423b
Outlets Where Toys Are Purchased	Q 423b1

GROOMING & CARE ITEMS

TOPIC	VARIABLE CODE
Currently Own Grooming Tools	Q 430 a
Types of Grooming Tools Owned	Q 430 b
Grooming Items Place of Purchase	Q 430 c
Grooming Methods Used	Q 414
Own Designer Label Dog Items	Q 429 e
Care Items Currently Own, Purchased and Plan to Purchase	Q 437 a
Where Care Item Was Purchased	Q 437 c
Preferred Method of Shopping For Care Items	Q 437 cc
Importance of Brand Name When Purchasing Products	Q 437 d
Purchased A DNA Test	Q 437 c1

GIFTS



TO P I C	V A R I A B L E C O D E
W h e n G i f t s a r e P u r c h a s e d f o r C a t s	Q 4 4 5 a
A v e r a g e N u m b e r o f G i f t s / Y e a r	Q 4 4 5 b
A v e r a g e M o n e y S p e n t o n G i f t s / Y e a r	Q 4 4 5 d
P u r c h a s e S e p a r a t e G i f t s f o r E a c h P e t	Q 4 4 5 c
H o l i d a y / B i r t h d a y P a r t i e s f o r D o g / C a t	Q 4 4 6
P u r c h a s e d P e t - T h e m e d M e r c h a n d i s e	Q 4 4 9

PLANNING & LOSS

TOPIC	VARIABLE CODE
Arrangements Made If Owner Can No Longer Look After Cat	Q 447a
Provisions For Cat In Will	Q 447g
Ever Had A Pet That Passed Away	Q 447c1
Drawbacks To Cat Ownership	Q 444
Memorial Items Likelihood To Buy Upon Cat's Death	Q 447c
Obtained Another Pet After The Previous One Passed Away	Q 447c2
Waiting Period Until Obtained Another Pet	Q 447e
Bought New Supplies for New Cat	Q 447f