

DOG 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	QS12a1	Pet Care Items Purchased Online Within 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

Q S7

Workplaces Allow Pets

Q S13

VETERINARY CARE

TOPIC	VARIABLE CODE	TOPIC	VARIABLE CODE
Most Often Used Source of Pet Health Care	Q S12s	Waiting Period for Pet Illness/Injury Visit Appointment	Q S12p
Main Reason For Not Going to the Veterinarian More Often	Q S12u	Ideal Source for Pet Health Care	Q S12t
Concern About Accessible Vet Care	Q S12m	Impact of Current Economy on Employment	Q S12g
Reasons for Concern for Accessible Veterinarian Care	Q S12n	Current Employment Status	Q S12h
Waiting Period for Pet Wellness Visit Appointment	Q S12o	Consider Pets When Deciding What Property to Purchase/Rent	Q S15a

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

DOG MODULE

A silhouette of a man in athletic wear (red long-sleeved shirt, black shorts, blue socks, and blue sneakers) and a black dog jumping on a grassy hill. The background is a bright sunset with orange and yellow light, and distant mountains are visible under a cloudy sky. The man is reaching up with his right hand, and the dog is jumping towards it.

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HUMAN ANIMAL BOND (DOG)

TOPIC

Human Animal Bond Attitudes

VARIABLE CODE

Q339a1

OWNERSHIP



TOPIC	VARIABLE CODE	TOPIC	VARIABLE CODE
Length of Time As A Dog Owner	Q 305	Where Owner Learned of the Availability of Their Dog	Q 304
Number of Dogs Owned	Q 301	Breed of Dog, Pure or Mixed	Q 306a
Number of Dogs Owned Within Each Size	Q 302	Where Dog is Kept During The Day and During The Night	Q 308
Age of Dog	Q 307a	Where Dog Sleeps At Night	Q 309
Length Of Time Own Current Dog (s)	Q 307b	Where Information Usually Obtained About Pets	Q 332
Where Dogs Are Obtained	Q 303	Money Spent To Purchase Your Dog	Q 306b
Preferred Sources To Obtain A Pet (New 2023)	Q 303a	Specific Expenses for Pet Products	Q 334
Dogs/Cats Spayed/Neutered	Q 312	Dogs/Cats Spayed/Neutered	

ACCOMPANIES OWNER OUT

TOPIC	VARIABLE CODE
Frequency Of Taking Dog To The Dog Park	Q 316b
Frequency Of Walking Dog (Edited in 2023)	Q 316c
Frequency Of Dog Accompanies Owner on Daily Routine/Errands	Q 317d
Use A Restraint To Secure Pet In Car	Q 317e
Likelihood To Bring Pet To Work (New 2023)	317h1

ARRANGEMENTS MADE WHEN AWAY

TOPIC	VARIABLE CODE
Arrangements Made While Traveling Away for 2+ Nights/Accommodate	Q 317a
Arrangements Made When At Work	Q 317f
Search Online To Find Pet Care Services	Q 317i1
Use An Online Service To Find Pet Care Services	Q 317i2
Tailored Your Travel Plans To Accommodate Dog	Q 317a1
Number Of Trips Taken With Dog In The Past Year	Q 317b
Visited Pet-Friendly Places	Q 317c

FOOD



TOPIC	VARIABLE CODE	TOPIC	VARIABLE CODE
Types of Pet Food Purchased In The Past 12 Months	Q 318a	Size of Dry Dog Food Package	Q 318f
Type of Food Used Most Often	Q 318b	Types of Specially Formulated Foods Purchased	Q 318g
Purchased Food with Attributes	Q 318c	Frequency of Purchase of Dog Food	Q 318g1
Types of Novel/Exotic Proteins Purchased	Q 318c1	Location of Food Purchase	Q 318g2
Plan To Purchase Food With Attributes	Q 318d		
Form of Food Fed	Q 318e		

TREATS & CHEW S

TOPIC	VARIABLE CODE
Types of Food Treats Purchased In The Past 12 Months	Q 319 c
Food Treat Packages Purchased In Past 12 Months	Q 319 a
How buy food treats	Q 319 b
Purchase Location of Food Treats in the Past 12 Months	Q 319 c1
Purchased Any Types Of Chew s In The Past 12 Months	Q 320 a
W hy give dog chew s	Q 320 a1
Types of Chew s Purchased in Past 12 Months	Q 320 b
Num berO f Packages O f Chew s Purchased In The Past 12 Months	Q 320 c
K inds of Chew s Purchased in the Past 12 Months	Q 320 d
Location of Chew Purchase	Q 320 d1

DOG HEALTH



TOPIC	VARIABLE CODE	TOPIC	VARIABLE CODE
Dog Weight	Q 313	Calming Products Used for Dogs/Cats	Q 323d
Dog Diet	Q 314	CBD Products Purchased In The Past Year	Q 323d1
Who Takes Care Of Dental Health	Q 311b	Types of Conditions Treated with CBD	Q 323d2
Number of Veterinarian Visits	Q 310	Purchased Flea and Tick Medication in the Past 12 Months	Q 324
Services & Products Obtained From The Vet	Q 311a	Flea/Tick Products Purchased in Past Year	Q 325a
Types Of Medication Given	Q 323a	Where Purchased Flea/Tick Products In Past 12 Months	Q 325a1
Prescription Medication Place Of Purchase	Q 323b	Purchased An All-Natural, Chemical-Free Flea/Tick Product In The Past 12 Months	Q 325b
Currently Give Dog/Cat Vitamins and/or Supplements	Q 315a	Types Of Prescription Medication Given	Q 323a1
Types Of Dog Vitamins/Supplements Given	Q 315b		
Give Pet Holistic Remedies, Flavored Oral Medication, Pill Treats	Q 323c		

WELLNESS AND INSURANCE PLANS



TOPIC

VARIABLE CODE

Purchased A Pet Wellness Plan

Q 321d

Who Pet Wellness Plan Policy Is With

Q 321e

Have Pet Health Insurance

Q 322a

Cost of Pet Health Insurance

Q 322b

How Long Have You Had Pet Health Insurance for Your Dog (s)

Q 322c

Financed Your Pet Care

Q 322d

Types of Financing Used for Pet Care

Q 322e

SERVICES USED

TOPIC	VARIABLE CODE
Types of Services Used for dog in the Past 12 Months	Q 316a
Take Dog To Obedience Training	Q 321a
Training Aids Used	Q 321b
Has an electronic tracking device	Q 321c

LEASHES, HARNESSSES, COLLARS AND CRATES/CARRIERS

TOPIC	VARIABLE CODE
Types of Leashes Owned	Q 327a
Material of Owned	Q 327b
Frequency of Purchasing A Leash	Q 327c
Currently Own a Harness/Halter or a No-Pull Collar	Q 327d
Currently Own a Flea and Tick Collar	Q 328a
Material of Non-Flea and Tick Collar	Q 328b
Frequency of Purchase of Non-Flea and Tick Collar	Q 328c
Types of Carrier Owned	Q 329a
Material of Carrier Owned	Q 329b
Carrier Used Is Collapsible	Q 329c

BEDS & BOWLS

TOPIC	VARIABLE CODE
Number of Dog Beds Owned	Q 329 c1
Dog Bed Features	Q 329 c2
Frequency of Purchasing New Dog Bed	Q 329 c3
Types of Water/Food Bowls Purchased	Q 330 a
Material of Water/Food Bowls	Q 330 b
Dog Bowl Features	Q 330 c

TOYS



TO P I C	V A R I A B L E C O D E
Purchased Toy In The Past 12 M onths	Q 3 2 6 a
Purchased Separate Toys For Each Dog	Q 3 2 6 d
Types of Toys Purchased	Q 3 2 6 b
M aterial of Toys Purchased	Q 3 2 6 c
O utlets W here Toys A re Purchased	Q 3 2 6 c1

GROOMING & CARE



TOPIC	VARIABLE CODE
Currently Own Grooming Tools	Q 331a
Types of Grooming Tools Owned	Q 331b
Grooming Items Place of Purchase	Q 331c
Grooming Methods Used	Q 331d
Average Number of Times Used a Full Service Salon/Retailer/Mobile Service	Q 331e
Own Designer Label Dog Items	Q 330d
Care Items Currently Own, Purchased and Plan to Purchase	Q 333a
Where Care Item was Purchased	Q 333c
Types of Odor Neutralizers Used	Q 335
Importance of Brand Name When Purchasing Pet Products	Q 333d
Purchased A DNA Test	Q 333cc

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 D o g s / C a t s	Q 3 4 0 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 3 4 0 a 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 3 4 0 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 3 4 0 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 3 4 0 e
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 3 4 8

PLANNING & LOSS

TOPIC	VARIABLE CODE
Arrangements Made If Owner Can No Longer Look After Dog	Q 34 1a
Provisions For Dog In Will	Q 34 1g
Ever Had A Pet That Passed Away	Q 34 1c1
Drawbacks To Dog Ownership	Q 339b
Memorial Items Likelihood To Buy Upon Dog's Death	Q 34 1c
Obtained Another Pet After The Previous One Passed Away	Q 34 1c2
Waiting Period Until Obtained Another Pet	Q 34 1e
Bought New Supplies for New Dog	Q 34 1f