

SALTWATER & FRESHWATER FISH 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

FISH MODULE



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HUMAN ANIMAL BOND (FISH)

TOPIC	VARIABLE CODE
Human Animal Bond Attitudes	Q119a1/Q219a1

OWNERSHIP

TOPIC	VARIABLE CODE	TOPIC	VARIABLE CODE
Number of Fish Owners Owned	Q101/Q201	Preferred Sources to Obtain a Pet (New 2023)	Q102a1/Q202a
Length of Time As A Fish Owner	Q103/Q204	New Equipment Bought with New/Replacement Fish	Q106/Q207a
Likelihood of Still Owning Fish Next 12 Months	Q120/Q220	Consider Garden Pond Fish Pets	QSf
Number of Saltwater/Freshwater Fish Purchased in the Past 12 Months	Q101a_1/Q201a_1	Arrangements Made While Traveling Away for 2+ Nights/Accommodate	Q112/Q211F
Number of Saltwater/Freshwater Fish Plan to Purchase in the Next 12 Months	Q101a_2/Q201a_2	Where Information Usually Obtained About Fish	Q115/Q215
Where Owner Learned of the Availability of Fish	Q102b/Q203	Money Spent for New/Replacement Fish	Q105/Q206
Where Fish are Obtained	Q102a/Q203	Preferred Method of Purchase for Fish Items	Q113d/Q213d
		Specific Expenses for Pet Products	Q104/Q205

FOOD

TOPIC	VARIABLE CODE
Types of Pet Food Purchased In The Past 12 Months	Q110a/Q210a
Location of Food Purchase	Q110b/Q210b
Frequency of Purchase of Food	Q110c/Q210c

MEDS, ADDITIVES/SUPPLEMENTS AND WATER CONDITIONERS

TOPIC	VARIABLE CODE
Purchased Meds/ Additive/Supplements and Water Conditioners in the Past 12 Months	Q111a/Q211a
Forms of Medications, Supplements & Conditioners Purchased	Q111b/Q211b
Where Purchase Medications, Supplements & Conditioners	Q111c/Q211c
Types of Medications Purchased and Most Often	Q111d/Q211d
Types of Medications Purchased Most Often	Q111e/Q211e

BOWLS AQUARIUMS AND TANKS

TOPIC	VARIABLE CODE
Types Of Bowls/Aquariums/Tanks Owned	Q107a/Q207b
Have A Stand for Aquarium/Tank	Q107b/Q207c
Material Of Bowl(s)/Aquarium(s)/Tank(s)	Q107c/Q207d
Are Bowl(s)/Aquarium(s)/Tank(s) Custom Made or Readymade (Q107d/207e)	Q107d/Q207e
Where Bought Bowl(s)/Aquarium(s)/Tank(s)	Q108/Q208
Have Fish Tank Maintenance Service	Q109/Q209
Frequency of Fish Routine Tank Maintenance	Q109a/Q209a
Frequency of Fish Tank Filter Cleaning	Q109b/Q209b

GIFTS, PARTIES, SWAG

TOPIC	VARIABLE CODE
When Gifts Are Purchased for Fish	Q121a/Q221a
Number of Gifts Bought in the Past 12 Months	Q121b/Q221b
Money Typically Spend on Gifts	Q121c/Q221c
Purchased Pet Themed Merchandise	Q124/Q224

CARE ITEMS

TOPIC

VARIABLE CODE

Fish Accessories Own, Purchased in Past 12 month and Plan to Purchase

Q113a/Q212

Where Fish Accessories Were Purchased

Q113c/Q213b

Preferred Method of Purchasing Accessories

Q113d/Q213c

Importance of Brand Name When Purchasing Products

Q114/Q214

PLANNING & LOSS

TOPIC	VARIABLE CODE
Provisions for Fish in Owner's Will	Q122/Q222d
Arrangements Made If Owner Can No Longer Care for Fish	Q122a/Q222a
Ever Have A Fish Pass Away	Q122b1/222b1
Got Another Fish After One Passed Away	Q122b2/Q222b2
Drawbacks to Owning Fish	Q119b/219b
Length of Time After Pet's Death to Get Another Fish	Q122c/222c