

HORSE 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

Reasons for Not Currently Owning a Pet Among Non Pet Owners

VARIABLE CODE

QS11

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HUMAN ANIMAL BOND (BIRD)

TOPIC	VARIABLE CODE
Human Animal Bond Attitudes	Q814a

OWNERSHIP

TOPIC	VARIABLE CODE	TOPIC	VARIABLE CODE
Length Of Time Owned Or Leased A Horse	Q802	Where Horse Is Kept	Q804a
Number Of Horses Own, Lease, Share A Lease	Q801	Primary Rider Of Horse	Q804b
Information Sources About Horse	Q813	Money Spent On Items For Horse In Past 12 Months	Q812c
Money Spent To Purchase Horse	Q803a	Money Spent For Services For Horse In Past 12 Months	Q812d
Money Spent To Lease Horse	Q803b		

FOOD



TOPIC	VARIABLE CODE
Types of Feed Purchased In The Past 12 Months	Q805a
Kind of Feed Given Most Often	Q810

MEDICATIONS AND SUPPLEMENTS

TOPIC	VARIABLE CODE
Types Of Medications Given To Horse In Past 12 Months	Q807a
Where Prescription Medications Are Obtained	Q807b
Types Of Supplements Given	Q807c
Forms Of Supplements Usually Used	Q808
Where Supplements Are Obtained	Q808a

GIFTS, PARTIES, SWAG

TOPIC

VARIABLE CODE

When Gifts Are Purchased For Small Animals

Q609g

How Many Gifts Did You Buy In The Past 12 Months (Avg)/ How Much Typically Spend On Gifts (Avg)

Q609h

Purchased Pet Themed Merchandise

Q822a

GROOMING AND CARE ITEMS

TOPIC	VARIABLE CODE
Own grooming tools for horse	Q811a
Grooming items currently own	Q811b
Accessories own, purchased in past 12 months and plan to purchase	Q812a
Where accessories were personally purchased	Q812b
Preferred Method of Purchasing Accessories	Q812d1
Importance of Brand Name When Purchasing Products	Q812e

PLANNING & LOSS

TOPIC	VARIABLE CODE
Arrangements Made If Owner Can No Longer Care For Horse	Q818
Provisions Made In Owners Will	Q820b
Ever Have A Horse Pass Away Or Got Another One After The Previous One Passed Away	Q819c/Q819d
Got Another Horse After the Previous One Passed Away	Q819c/Q819d
Drawbacks to Owning a Horse	Q815
Memorial Items Bought	Q819a
When After Passing Of Horse Did You Get A New One?	Q820a