

SMALL ANIMAL MODULE

2025

DATA PLATFORM GUIDE



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

Q616a

OWNERSHIP

TOPIC	VARIABLE CODE	TOPIC	VARIABLE CODE
Length of Time As A Small Animal Owner	Q602	Information Sources About Small Animal	Q612b
Number of Small Animals Owned	Q601	Money Spent To Purchase Small Animal	Q604a
Where Owner Learned About The Availability Of Small Animal	Q603b	Buy New/Additional Equipment When Buy New/Additional Small Animal	Q609f
Where Small Animals Are Obtained	Q603a	Where Small Animal Is Kept At Night	Q604b
Preferred Sources To Obtain Small Animals	Q603a1	Specific Expenses For Small Animal In Past 12 Months	Q604c
		Arrangements Made When Travelling Away From Home	Q608b

FOOD



TOPIC	VARIABLE CODE
Types of Food Purchased in the Past 12 months	Q605a
Where Each Type Of Food Was Purchased	Q605b
Number Of Food Packages Of Each Type Of Food Purchased In Typical Month	Q605c
Number Of Food Treat Packages Purchased In Past 12 Months	Q606a
Where Purchased Food Treats In Past 12 Months	Q606b

MEDS, VITAMINS AND SUPPLEMENTS

TOPIC

VARIABLE CODE

Currently Give Small Animal Medications

Q608a

Currently Give Small Animal Vitamins and/or Supplements

Q607a

BEDS



TOPIC	VARIABLE CODE
Types Of Bedding Purchased In Past 12 Months	Q609g
Important Features When Selecting Bedding	Q609h

CAGES

TOPIC	VARIABLE CODE
Own A Cage For Small Animal	Q609a
Number Of Cages Owned	Q609b
Material Of Cage	Q609c
Frequency Of Replacing Cage	Q609d
Where Typically Purchase Cage	Q609d1
Frequency Of Cleaning/Sanitizing Cage	Q609e

GIFTS, PARTIES, SWAG

TOPIC	VARIABLE CODE
When Gifts Are Purchased	Q618a
Number of Gifts Bought in the Past 12 Months	Q618b
How Much Typically Spend On Gifts	Q618c
Purchased Pet Themed Merchandise	Q622

CARE ITEMS

TOPIC	VARIABLE CODE
Accessories Own, Purchased in Past 12 month and Plan to Purchase	Q610
Where Accessories Were Purchased	Q611b
Preferred Method of Purchasing Accessories	Q611bb
Importance of Brand Name When Purchasing Products	Q612a

PLANNING & LOSS

TOPIC	VARIABLE CODE
Provisions For Small Animal in Owner's Will	Q619f
Arrangements Made If Owner Can No Longer Care for Small Animal	Q619a
Ever Have A Small Animal Pass Away	Q619c1
Got Another Small Animal After One Passed Away	Q619c2
Drawbacks to Owning Small Animal	Q617
Memorial Items Likelihood to Buy Upon Small Animal's Death	Q619b
Length of Time After Pet's Death to Get Another Small Animal	Q619d
Bought New Supplies for New Bird	Q619e