

STATE OF THE INDUSTRY

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
Specific Expenses for Pet Products	Q334/Q438	Subscription Based Online Purchases	QS6b
Influence of the Economy of Pet Spending in the Past 12 Months	QS12a1	Change in the Number of Online Purchases in the Past Year	QS6c
How a Pet Owner Becomes Aware of New Products	QS5a	Types of Pet Food Purchases in the Past 12 Months	Q318a/Q416a
How a Pet Owner Learns About Pet Products on the Internet	QS5b	Importance of Brand Name When Purchasing Pet Products	Q333d/Q437d
How Pet Owners Typically Shop for Pet Products	QS6g		
Pet Care Items Purchased Online Within in the Past 12 Months	QS6a		

HUMAN ANIMAL BOND

TOPIC	VARIABLE CODE	TOPIC	VARIABLE CODE
Human Animal Bond Attitudes	Q339a1/Q443a	Purchase Separate Gifts for Each Pet	Q340c/Q445c
Health Benefits of Pet Ownership	QS7	Average Money Spent on Gifts	Q340d/Q445d
Workplaces Allows Pets	QS13	Holiday/Birthday Parties for Dog/Cat	Q340e/Q446
Visited Pet Friendly Places	Q317c	Purchased Pet-Themed Merchandise	Q348/Q449
When Gifts are Purchased for Dogs/Cats	Q340a/Q445a	Search Online to Find Pet Care Services	Q317i1/Q415e
Average Number of Gifts/Year	Q340b/Q445b	Use an Online Service to Find Pet Care Services	Q317i2/Q415f

VETERINARY CARE

TOPIC	VARIABLE CODE	TOPIC	VARIABLE CODE
Where Information Is Usually Obtained About Pets	Q332/Q436	Reasons for Concern for Accessible Veterinarian Care	QS12n
Most Often Used Source of Pet Health Care	QS12s	Waiting Period for Pet Wellness Visit Appointment	QS12o
Number of Veterinarian Visits in the Past 12 Months	Q310/Q408	Waiting Period for Pet Illness/Injury Visit Appointment	QS12p
Main Reason For Not Going to the Veterinarian More Often	QS12u	Purchased Flea and Tick Medication in the Past 12 Months	Q324/Q421
Services and Products Obtained from the Veterinarian	Q311a/Q409	Dogs/Cats Spayed/Neutered	Q312/Q410
Concern About Accessible Vet Care	QS12m		

VETERINARY CARE CONTINUED

TOPIC	VARIABLE CODE
Ideal Source for Pet Health Care	QS12t
Impact of Current Economy on Employment	QS12g
Current Employment Status	QS12h
Consider Pets When Deciding What Property to Purchase/ Rent	QS15a

PRODUCTS AND SERVICES

TOPIC	VARIABLE CODE	TOPIC	VARIABLE CODE
Types Treats Purchased in the Past 12 Months	Q319c/Q417c	Services Used in the Past 12 Months	Q316a
Calming Products Used for Dogs/Cats	Q323d/Q420e	Level of Concern for Accessibility to Pet Care Services	QS12q
CBD Products Purchased in the Past 12 Months	Q323d1/Q420e1_1	Reasons for Concern for Accessibility to Pet Care Services	QS12r
Currently Give Dog/Cat Vitamins and/or Supplements	Q315a/Q413a	Will Buy Something Upon Dog's/Cat's Death	Q341c/Q447c

BARRIERS TO PET OWNERSHIP

TOPIC

VARIABLE CODE

Reasons for Not Currently Owning a Pet Among Non Pet Owners

QS12t

PET LOSS

TOPIC	VARIABLE CODE
Ever Had a Pet That Passed Away	Q341c1/Q447c1
Obtained Another Pet After the Previous One Passed Away	Q341c2/Q447c2
Waiting Period Until Obtained Another Pet	Q341e/Q447e