

BACKGROUND & PURPOSE

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The American Pet Products Association (APPA) was established to promote, develop and advance responsible pet ownership and the pet products industry. To this end, APPA supports industry-related market research, monitors and responds to industry legislation and regulation, and sponsors educational seminars, networking and PR opportunities, giving members the tools they need to make important business decisions. APPA also works closely with other major organizations dedicated to similar goals to accomplish these and other important objectives.

In 1988, APPA began gathering information about pet ownership, pet care practices, purchasing behavior of pet-related products and sources of pet-related goods and services. APPA’s objective is to monitor consumer habits on an ongoing basis to identify short- and long-term trends, as well as new opportunities in pet ownership and pet product and service consumption. In order to maximize the full value of the report, it is recommended that all readers go beyond the Executive Summary and thoroughly read each of the species sections.

METHODOLOGY

The 2021-2022 National Pet Owners Survey was conducted by The Engine Group. Invitations to the online survey were sent to a nationally representative sample.

The Survey is traditionally conducted in two phases—a screener and detailed pet owner module (questionnaire). There were eight different modules (questionnaires), each corresponding to a different type of pet—dog, cat, bird, small animal, reptile, freshwater fish, saltwater fish and horse. Upon completing the screener, pet owners selected for one of the eight follow-up modules (questionnaires) were then directed to complete the appropriate module (questionnaire) based on the type of pet they own. A total of 9,206 completed pet owner surveys are included in the tabulations. The table below shows the number of completed surveys for each pet type.

Module	# of Completed Surveys
Screener	2,999
Dog	3,310
Cat	3,022
Bird	521
Small Animal	510
Reptile	473
Freshwater Fish	711
Saltwater Fish	354
Horse	305

To ensure that the data presented in the National Pet Owners Survey was the most accurate and timely, APPA delayed fielding the initial study until December 2020. Given the evolving nature of the COVID-19 pandemic, APPA also chose to field an additional screener in March 2021. This allowed APPA to provide members and other users of this report the most up-to-date information on pet ownership in the U.S.

The second screener did not require as large a sample size as the traditional full survey, so readers will note a smaller sample size wherever the screener data is specifically mentioned.

SAMPLE

The sample was balanced using U.S. Census targets for gender, age, region, race/ethnicity, income and household size. The following table details the U.S. Census targets for each demographic used to balance the sample compared to the actual data collected.

Demographic	Target (from U.S. Census)	Actual (from total sample)	Difference to Target
	%	%	%
Gender:			
Male	48	48	0
Female	52	52	0
Age:			
18-24	12	12	0
25-34	18	18	0
35-44	16	16	0
45-54	16	17	1
55-64	17	17	0
65+	22	21	-1
Region:			
Northeast	17	17	0
Midwest	21	21	0
South	38	39	1
West	24	22	-2
Race/Ethnicity:			
Hispanic	17	17	0
Non-Hispanic White Alone	63	62	-1
Non-Hispanic Black Alone	12	12	0
Non-Hispanic Other	9	9	0
Income:			
Under \$25K	12	12	0
\$25K-\$44.9K	14	14	0
\$45K-\$74.9K	20	20	0
\$75K-\$99.9K	13	13	0
\$100K-\$124.9K	11	11	0
\$125K-\$149.9K	7	7	0
\$150K-\$199.9K	10	10	0
\$200K+	13	13	0
Household Size:			
1 member	24	24	0
2 members	32	32	0
3-4 members	32	32	0
5+ members	12	12	0

MARGIN OF ERROR

The margin of error is based on the rate of response for each questionnaire version. It should be used only for binomial or yes/no responses. These margins cannot be used for questions with means, as they have a confidence interval, which depends upon both the variance and sample size. Within the report, the percentages shown might vary by the margins (or number of percentage points) noted below if all pet owners in the U.S. were interviewed.

Module	Margin of Error
Screeners	+/- 1.8%
Dog	+/- 1.7%
Cat	+/- 1.8%
Bird	+/- 4.3%
Small Animal	+/- 4.3%
Reptile	+/- 4.5%
Freshwater Fish	+/- 3.7%
Saltwater Fish	+/- 5.2%
Horse	+/- 5.6%

QUESTIONNAIRE

As in previous years, a questionnaire revision process was conducted for the 2021-2022 Survey. Given the changes in methodology, considerable effort was made to maintain consistency across the questionnaires wherever possible.

Copies of the questionnaires for each pet type can be found at the end of each species section of this report. (Please note that the questionnaires appear in text-only format and not as they would be seen in an actual online survey.)

GENERATION DEFINITIONS

The 2021-2022 Survey employs the following definitions for each generation:

Generation	Year Range	Respondent Age
Gen Z	1995-2002	18-25
Millennial	1980-1994	26-40
Gen X	1965-1979	41-55
Baby Boomer	1946-1964	56-74
Builder	1925-1945	75+

FOOTNOTES

Several footnotes appear at the bottom of certain tables and pages.

- An asterisk (*) denotes that the percent is less than 0.5%.
- Data that is “0” or “0%” is represented in all tables with a dash “-”.
- Certain columns will add up to more than 100% due to multiple responses.
- Where averages are included, a footnote will address whether that averages includes or excludes “0.”
- New items for the 2020 Survey are marked with a (^) and footnoted as such.

OUTLET TYPE DEFINITIONS

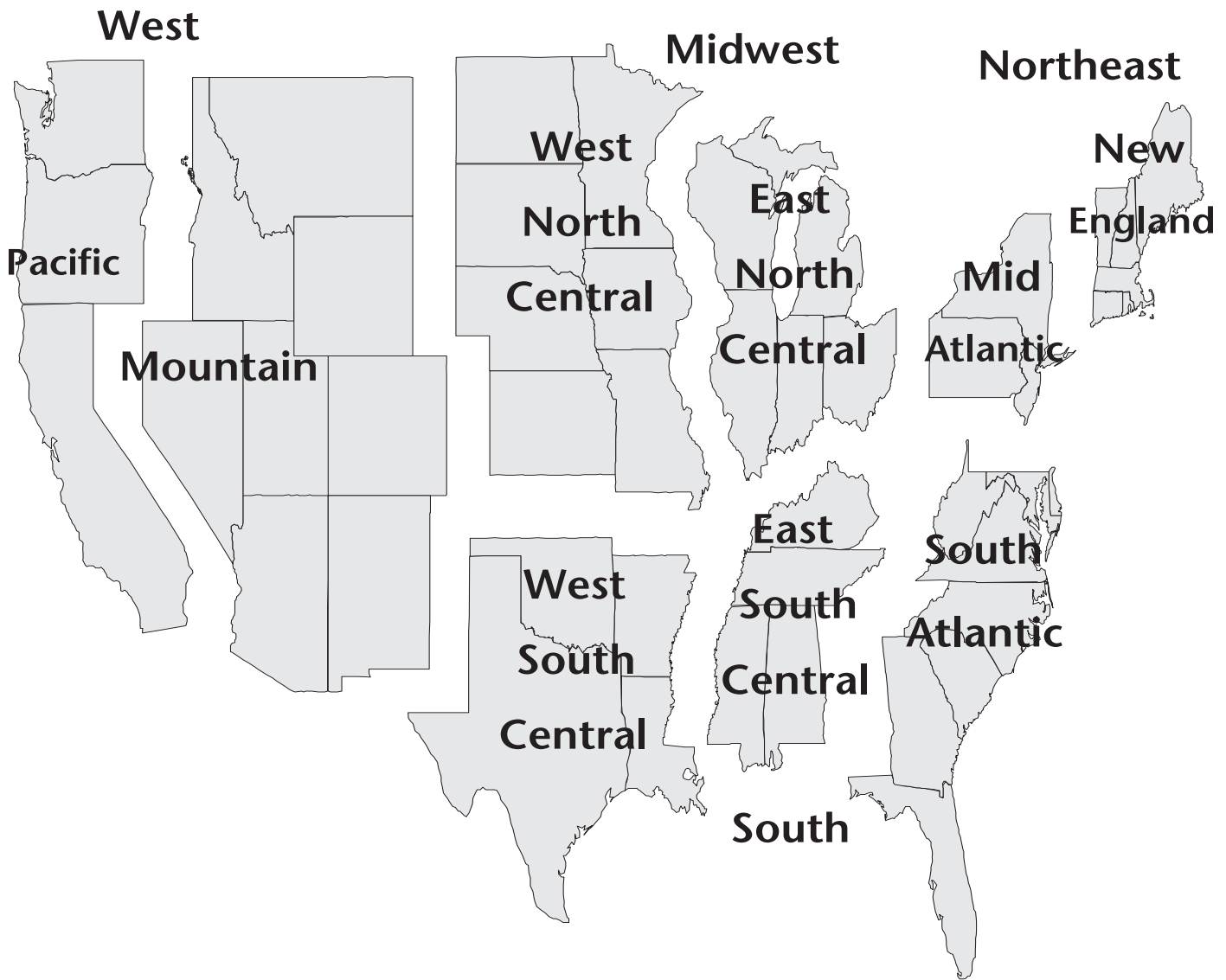
The following list of outlets was included in each questionnaire to ensure a common understanding of the definition of each store type. This list is representative of current outlets at the time the Survey fielded.

Outlet Type	Examples
Deep Discounter/Dollar Store:	Family Dollar, Dollar Tree, Dollar General
Discount/Mass Merchandiser:	Fred Meyer, Kmart, Meijer, Target, Walmart
Feed Store/Agricultural Supplies:	Agway, Rural King, Southern States Cooperative, Tractor Supply Company
Home Improvement/Hardware/Garden:	Ace Hardware, The Home Depot, Lowe’s, ServiStar, True Value
Off-Price:	HomeGoods, Marshalls, Ross, TJ Maxx, Burlington
Online Only Outlet:	Chewy, Amazon, Wayfair, Overstock
Pet Specialty–Independent/Local:	An independent, locally-owned or neighborhood store selling pets and/or pet supplies
Pet Specialty Chain:	Bentley’s Pet Stuff, Hollywood Feed, Kriser’s Natural Pet, Pet Supermarket, Pet Valu, Petland, Pet Sense, Hollywood Feed, Wolfgang Bakery
Pet Superstore:	Petco, PetSmart, Pet Supplies Plus
Supermarket:	Food Lion, Kroger, Publix, Safeway, SuperValu, Stop & Shop, Vons, Winn-Dixie
Veterinarian:	Retail/over-the-counter products offered at your veterinarian’s practice or through your veterinarian’s online store
Warehouse club/store:	BJs, Costco, Sam’s Club
Other:	Any outlet type not named above

CUSTOM REPORTS

Additional proprietary custom reports are available based on the 2021-2022 Survey. Please call APPA’s Member Relations department for information about the types of reports that are available.

United States Census Regions



Pacific	Mountain	West North Central	West South Central	East North Central	East South Central	South Atlantic	Mid Atlantic	New England
California	Arizona	Iowa	Arkansas	Illinois	Alabama	District of Columbia	New York	Connecticut
Oregon	Colorado	Kansas	Louisiana	Indiana	Kentucky	Delaware	New Jersey	Maine
Washington	Idaho	Minnesota	Oklahoma	Michigan	Mississippi	Florida	Pennsylvania	Massachusetts
	Montana	Missouri	Texas	Ohio	Tennessee	Georgia		New Hampshire
	New Mexico	North Dakota		Wisconsin		Maryland		Rhode Island
	Nevada	Nebraska				North Carolina		Vermont
	Utah	South Dakota				South Carolina		
	Wyoming					Virginia		
						West Virginia		