

REPTILE

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

REPTILE



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HUMAN ANIMAL BOND (REPTILE)

TOPIC	VARIABLE CODE
Human Animal Bond Attitudes	Q714a

OWNERSHIP

TOPIC	VARIABLE CODE	TOPIC	VARIABLE CODE
Length of Time As A Reptile Owner	Q702	Where Reptile is Kept	Q704b
Number and Types of Reptiles Owned	Q701	Specific Expenses for Reptiles	Q705
Types of Reptiles Owned	Q701	Information Sources About Reptile	Q710b
Where Reptiles Are Obtained	Q703a	Arrangements Made While Traveling Away for 2+ Nights/Accommodate	Q708b
Preferred Sources to Obtain Pet	Q703a1		
Where Reptile Owners Learned of the Availability of Their Reptile	Q703b		
Average Amount Spent To Purchase Reptile	Q704a		

FOOD

TOPIC	VARIABLE CODE
Types of Reptile Food Purchased In The Past 12 Months	Q706a
Location of Food in the Past 12 Months	Q706b
Number Packages of Each Reptile Food Type Purchased in a Typical Month	Q706b1
Number Packages of Food Treats Purchased	Q706c
Location of Food Treats Purchase	Q706d

MEDS, VITAMINS AND SUPPLEMENTS

TOPIC	VARIABLE CODE
Given Meds to Reptile in Past 12 Months	Q708a
Currently Give Reptile Vitamins and/or Other Supplements	Q707a
Number of Doses Given	Q707b
Forms of Vitamins/Other Supplements Given to Reptile	Q707c

GIFTS, PARTIES, SWAG

TOPIC	VARIABLE CODE
When Gifts Are Purchased for Reptiles	Q717a
Number of Gifts Bought in the Past 12 Months	Q717a
Money Typically Spend on Gifts	Q717c
Purchased Pet Themed Merchandise	Q720

CARE ITEMS

TOPIC	VARIABLE CODE
Reptile Accessories Own, Purchased in Past 12 month and Plan to Purchase	Q709a
Where Reptile Accessories Were Purchased	Q709c
Preferred Method of Purchasing Accessories	Q709d
Importance of Brand Name When Purchasing Products	Q710a

PLANNING & LOSS

TOPIC	VARIABLE CODE
Provisions For Reptile in Owner's Will	Q718f
Arrangements Made If Owner Can No Longer Care for Reptile	Q718a
Ever Have A Reptile Pass Away	Q718c1
Got Another Reptile After One Passed Away	Q718c2
Drawbacks to Owning Reptiles	Q715
Memorial Items Likelihood to Buy Upon Reptile's Death	Q715
Length of Time After Pet's Death to Get Another Reptile	Q718b
Bought New Supplies for New Reptile	Q718e