

Category (% missing data)		n	Proportion	
<b>Gender (41%)</b>	<b>Female</b>	56	92%	
	Male	5	8%	
	Non-binary	0	0%	
<b>Age group (41%)</b>	<b>30-</b>	20	33%	
	31-40	9	15%	
	41-50	15	25%	
	51-60	12	20%	
	61+	5	8%	
<b>Pets owned (39%)</b>	<b>Dog(s) only</b>	28	44%	
	Cat(s) only	14	22%	
	Dog(s) and cat(s)	17	27%	
	Past pets only	4	6%	
<b>Australian state of residence (51%)</b>	<b>VIC</b>	34	67%	
	NSW	12	24%	
	QLD	1	2%	
	All other states/territories (total)	33	6%	
<b>Residential area description (41%)</b>	<b>Capital city, inner urban</b>	29	48%	
	Capital city, outer urban	14	19%	
	Regional city or large town	12	20%	
	Small town	6	12%	
<b>SEIFA quintile of residential area (49%)</b>	1 - least advantaged	1	2%	
	2	5	9%	
	3	12	23%	
	4	6	11%	
	<b>5 - most advantaged</b>	29	55%	
<b>Highest education (41%)</b>	School	6	10%	
	Diploma or Certificate	19	31%	
	<b>Bachelor degree</b>	23	38%	
	Postgraduate qualification	13	21%	
<b>Fields of university study or work (0%)</b>	Animal production or agriculture	3	3%	
	Animal health	9	9%	
	<b>Human health</b>	20	19%	
	Scientific research	1	1%	
	Science education	1	1%	
	None of the above	70	67%	

**Figure S1:** Demographics of respondents excluded from analysis