Cross-sectional survey of pet ownership, veterinary service utilisation, and pet-related expenditures in New Zealand

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Supplementary Table 1. Data fields and categories used for the analysis of responses to an cross-sectional survey of companion animal owners in New Zealand.

ID	Type	Name	Levels
L#	Numeric	A1. Area	{1, Auckland}...
M#	Numeric	A2. Type of location	{1, Urban/City}...
N#	Numeric	A3. Age	{1, 17 years or under}...
O#	Numeric	A4. Sex	{1, Male}...
P#A	Numeric	A5. Ethnic group - New Zealand European	{0, NO}...
P#B	Numeric	A5. Ethnic group - Maori	{0, NO}...
P#C	Numeric	A5. Ethnic group - Asian	{0, NO}...
P#D	Numeric	A5. Ethnic group - Pacific Island	{0, NO}...
P#E	Numeric	A5. Ethnic group - Other	{0, NO}...
Q#	String	OA5. Other ethnic group	None
R#A	Numeric	A6. Pets in household - Bird	{0, NO}...
R#B	Numeric	A6. Pets in household - Cat	{0, NO}...
R#C	Numeric	A6. Pets in household - Dog	{0, NO}...
R#D	Numeric	A6. Pets in household - Fish	{0, NO}...
R#E	Numeric	A6. Pets in household - Pony/ Horse	{0, NO}...
R#F	Numeric	A6. Pets in household - Rabbit	{0, NO}...
R#G	Numeric	A6. Pets in household - Other small mammal (e.g. rat or mouse)	{0, NO}...
R#H	Numeric	A6. Pets in household - Reptile	{0, NO}...
R#I	Numeric	A6. Pets in household - Other	{0, NO}...
R#J	Numeric	A6. Pets in household - None	{0, NO}...
S#	String	OA6. Other pets in household	None
T#	Numeric	A7. Would like to have a pet	{1, Yes}...
U#A	Numeric	A8. Type of pet would like to have - Bird	{0, NO}...
U#B	Numeric	A8. Type of pet would like to have - Cat	{0, NO}...
U#C	Numeric	A8. Type of pet would like to have - Dog	{0, NO}...
U#D	Numeric	A8. Type of pet would like to have - Fish	{0, NO}...
U#E	Numeric	A8. Type of pet would like to have - Pony/ Horse	{0, NO}...
U#F	Numeric	A8. Type of pet would like to have - Rabbit	{0, NO}...
U#G	Numeric	A8. Type of pet would like to have - Other small mammal (e.g. rat or mouse)	{0, NO}...
U#H	Numeric	A8. Type of pet would like to have - Reptile	{0, NO}...
U#I	Numeric	A8. Type of pet would like to have - Other	{0, NO}...
U#J	Numeric	A8. Type of pet would like to have - Dont know	{0, NO}...
V#	String	OA8. Other type of pet would like to have	None
W#A	Numeric	A9. Reasons dont currently have a pet - The landlord/ property where I live doesnt allow pets	{0, NO}...
W#B	Numeric	A9. Reasons dont currently have a pet - Cost	{0, NO}...
W#C	Numeric	A9. Reasons dont currently have a pet - Responsibility	{0, NO}...
W#D	Numeric	A9. Reasons dont currently have a pet - Allergies	{0, NO}...
W#E	Numeric	A9. Reasons dont currently have a pet - Home/ Lifestyle not suitable	{0, NO}...

W#F	Numeric	A9. Reasons dont currently have a pet - Other household member doesnt want one	{0, NO}...
W#G	Numeric	A9. Reasons dont currently have a pet - Other reason	{0, NO}...
X#	String	OA9. Other reasons dont currently have a pet	None
Y#	Numeric	A10. Number of pets have in total	{1, 1}...
OM#A	Numeric	B1. Number of pets - Bird	{1, 1}...
OM#B	Numeric	B1. Number of pets - Cat	{1, 1}...
OM#C	Numeric	B1. Number of pets - Dog	{1, 1}...
OM#D	Numeric	B1. Number of pets - Fish	{1, 1}...
OM#E	Numeric	B1. Number of pets - Pony/ Horse	{1, 1}...
OM#F	Numeric	B1. Number of pets - Rabbit	{1, 1}...
ON#A	Numeric	B2. Main carer for the pet(s) in home - Bird	{1, Yes}...
ON#B	Numeric	B2. Main carer for the pet(s) in home - Cat	{1, Yes}...
ON#C	Numeric	B2. Main carer for the pet(s) in home - Dog	{1, Yes}...
ON#D	Numeric	B2. Main carer for the pet(s) in home - Fish	{1, Yes}...
ON#E	Numeric	B2. Main carer for the pet(s) in home - Pony/ Horse	{1, Yes}...
ON#F	Numeric	B2. Main carer for the pet(s) in home - Rabbit	{1, Yes}...
OS#A	Numeric	B3. Where got pet(s) - Bird - Pet shop	{0, NO}...
OS#B	Numeric	B3. Where got pet(s) - Bird - Breeder	{0, NO}...
OS#C	Numeric	B3. Where got pet(s) - Bird - SPCA/Animal shelter	{0, NO}...
OS#D	Numeric	B3. Where got pet(s) - Bird - Family member	{0, NO}...
OS#E	Numeric	B3. Where got pet(s) - Bird - Neighbour	{0, NO}...
OS#F	Numeric	B3. Where got pet(s) - Bird - Friend	{0, NO}...
OS#G	Numeric	B3. Where got pet(s) - Bird - Found/ Stray	{0, NO}...
OS#H	Numeric	B3. Where got pet(s) - Bird - Vet	{0, NO}...
OS#I	Numeric	B3. Where got pet(s) - Bird - Hobbyist/ Enthusiast	{0, NO}...
OS#J	Numeric	B3. Where got pet(s) - Bird - Other	{0, NO}...
OS#K	Numeric	B3. Where got pet(s) - Fish - Pet shop	{0, NO}...
OS#L	Numeric	B3. Where got pet(s) - Fish - Breeder	{0, NO}...
OS#M	Numeric	B3. Where got pet(s) - Fish - SPCA/Animal shelter	{0, NO}...
OS#N	Numeric	B3. Where got pet(s) - Fish - Family member	{0, NO}...
OS#O	Numeric	B3. Where got pet(s) - Fish - Neighbour	{0, NO}...
OS#P	Numeric	B3. Where got pet(s) - Fish - Friend	{0, NO}...
OS#Q	Numeric	B3. Where got pet(s) - Fish - Found/ Stray	{0, NO}...
OS#R	Numeric	B3. Where got pet(s) - Fish - Vet	{0, NO}...
OS#S	Numeric	B3. Where got pet(s) - Fish - Hobbyist/ Enthusiast	{0, NO}...
OS#T	Numeric	B3. Where got pet(s) - Fish - Other	{0, NO}...
OS#U	Numeric	B3. Where got pet(s) - Pony/ Horse - Pet shop	{0, NO}...

OS#V	Numeric	B3. Where got pet(s) - Pony/ Horse - Breeder	{0, NO}...
OS#W	Numeric	B3. Where got pet(s) - Pony/ Horse - SPCA/Animal shelter	{0, NO}...
OS#X	Numeric	B3. Where got pet(s) - Pony/ Horse - Family member	{0, NO}...
OS#Y	Numeric	B3. Where got pet(s) - Pony/ Horse - Neighbour	{0, NO}...
OS#Z	Numeric	B3. Where got pet(s) - Pony/ Horse - Friend	{0, NO}...
OS#AA	Numeric	B3. Where got pet(s) - Pony/ Horse - Found/ Stray	{0, NO}...
OS#AB	Numeric	B3. Where got pet(s) - Pony/ Horse - Vet	{0, NO}...
OS#AC	Numeric	B3. Where got pet(s) - Pony/ Horse - Hobbyist/ Enthusiast	{0, NO}...
OS#AD	Numeric	B3. Where got pet(s) - Pony/ Horse - Other	{0, NO}...
OS#AE	Numeric	B3. Where got pet(s) - Rabbit - Pet shop	{0, NO}...
OS#AF	Numeric	B3. Where got pet(s) - Rabbit - Breeder	{0, NO}...
OS#AG	Numeric	B3. Where got pet(s) - Rabbit - SPCA/Animal shelter	{0, NO}...
OS#AH	Numeric	B3. Where got pet(s) - Rabbit - Family member	{0, NO}...
OS#AI	Numeric	B3. Where got pet(s) - Rabbit - Neighbour	{0, NO}...
OS#AJ	Numeric	B3. Where got pet(s) - Rabbit - Friend	{0, NO}...
OS#AK	Numeric	B3. Where got pet(s) - Rabbit - Found/ Stray	{0, NO}...
OS#AL	Numeric	B3. Where got pet(s) - Rabbit - Vet	{0, NO}...
OS#AM	Numeric	B3. Where got pet(s) - Rabbit - Hobbyist/ Enthusiast	{0, NO}...
OS#AN	Numeric	B3. Where got pet(s) - Rabbit - Other	{0, NO}...
AR#	String	OB3a. Where else got bird(s)	None
AS#	String	OB3b. Where else got fish	None
AT#	String	OB3c. Where else got pony/horse(s)	None
AU#	String	OB3d. Where else got rabbit(s)	None
OO#A	Numeric	B4. Main reason decided to get pet(s) - Bird	{1, Companionship}...
OO#B	Numeric	B4. Main reason decided to get pet(s) - Cat	{1, Companionship}...
OO#C	Numeric	B4. Main reason decided to get pet(s) - Dog	{1, Companionship}...
OO#D	Numeric	B4. Main reason decided to get pet(s) - Fish	{1, Companionship}...
OO#E	Numeric	B4. Main reason decided to get pet(s) - Pony/ Horse	{1, Companionship}...
OO#F	Numeric	B4. Main reason decided to get pet(s) - Rabbit	{1, Companionship}...
BB#	String	OB4a. Other reason decided to get a bird	None
BC#	String	OB4b. Other reason decided to get a cat	None
BD#	String	OB4c. Other reason decided to get a dog	None
BE#	String	OB4d. Other reason decided to get a fish	None
BF#	String	OB4e. Other reason decided to get a pony/horse	None
BG#	String	OB4f. Other reason decided to get a rabbit	None

OP#A	Numeric	B5. Role pet(s) plays in household - Bird	{1, Member of the family}...
OP#B	Numeric	B5. Role pet(s) plays in household - Cat	{1, Member of the family}...
OP#C	Numeric	B5. Role pet(s) plays in household - Dog	{1, Member of the family}...
OP#D	Numeric	B5. Role pet(s) plays in household - Fish	{1, Member of the family}...
OP#E	Numeric	B5. Role pet(s) plays in household - Pony/ Horse	{1, Member of the family}...
OP#F	Numeric	B5. Role pet(s) plays in household - Rabbit	{1, Member of the family}...
BN#	String	OB5a. Other role bird plays in household	None
BO#	String	OB5b. Other role cat plays in household	None
BP#	String	OB5c. Other role dog plays in household	None
BQ#	String	OB5d. Other role fish plays in household	None
BR#	String	OB5e. Other role pony/horse plays in household	None
BS#	String	OB5f. Other role rabbit plays in household	None
OQ#A	Numeric	B6. Number of times pet(s) seen by a vet in the past year - Bird	{1, None}...
OQ#B	Numeric	B6. Number of times pet(s) seen by a vet in the past year - Cat	{1, None}...
OQ#C	Numeric	B6. Number of times pet(s) seen by a vet in the past year - Dog	{1, None}...
OQ#D	Numeric	B6. Number of times pet(s) seen by a vet in the past year - Fish	{1, None}...
OQ#E	Numeric	B6. Number of times pet(s) seen by a vet in the past year - Pony/ Horse	{1, None}...
OQ#F	Numeric	B6. Number of times pet(s) seen by a vet in the past year - Rabbit	{1, None}...
OU#A	Numeric	B7. Reasons pet(s) taken to the vet in the past year - Bird - Vaccinations/Annual check-up	{0, NO}...
OU#B	Numeric	B7. Reasons pet(s) taken to the vet in the past year - Bird - Specific health issue/Needed to consult vet	{0, NO}...
OU#C	Numeric	B7. Reasons pet(s) taken to the vet in the past year - Bird - De-sexing	{0, NO}...
OU#D	Numeric	B7. Reasons pet(s) taken to the vet in the past year - Bird - Microchipping	{0, NO}...
OU#E	Numeric	B7. Reasons pet(s) taken to the vet in the past year - Bird - Emergency/ Accident	{0, NO}...
OU#F	Numeric	B7. Reasons pet(s) taken to the vet in the past year - Bird - Some other reason	{0, NO}...
OU#G	Numeric	B7. Reasons pet(s) taken to the vet in the past year - Cat - Vaccinations/Annual check-up	{0, NO}...
OU#H	Numeric	B7. Reasons pet(s) taken to the vet in the past year - Cat - Specific health issue/Needed to consult vet	{0, NO}...
OU#I	Numeric	B7. Reasons pet(s) taken to the vet in the past year - Cat - De-sexing	{0, NO}...
OU#J	Numeric	B7. Reasons pet(s) taken to the vet in the past year - Cat - Microchipping	{0, NO}...

OU#K	Numeric	B7. Reasons pet(s) taken to the vet in the past year - Cat - Emergency/ Accident	{0, NO}...
OU#L	Numeric	B7. Reasons pet(s) taken to the vet in the past year - Cat - Some other reason	{0, NO}...
OU#M	Numeric	B7. Reasons pet(s) taken to the vet in the past year - Dog - Vaccinations/Annual check-up	{0, NO}...
OU#N	Numeric	B7. Reasons pet(s) taken to the vet in the past year - Dog - Specific health issue/Needed to consult vet	{0, NO}...
OU#O	Numeric	B7. Reasons pet(s) taken to the vet in the past year - Dog - De-sexing	{0, NO}...
OU#P	Numeric	B7. Reasons pet(s) taken to the vet in the past year - Dog - Microchipping	{0, NO}...
OU#Q	Numeric	B7. Reasons pet(s) taken to the vet in the past year - Dog - Emergency/ Accident	{0, NO}...
OU#R	Numeric	B7. Reasons pet(s) taken to the vet in the past year - Dog - Some other reason	{0, NO}...
OU#S	Numeric	B7. Reasons pet(s) taken to the vet in the past year - Fish - Vaccinations/Annual check-up	{0, NO}...
OU#T	Numeric	B7. Reasons pet(s) taken to the vet in the past year - Fish - Specific health issue/Needed to consult vet	{0, NO}...
OU#U	Numeric	B7. Reasons pet(s) taken to the vet in the past year - Fish - De-sexing	{0, NO}...
OU#V	Numeric	B7. Reasons pet(s) taken to the vet in the past year - Fish - Microchipping	{0, NO}...
OU#W	Numeric	B7. Reasons pet(s) taken to the vet in the past year - Fish - Emergency/ Accident	{0, NO}...
OU#X	Numeric	B7. Reasons pet(s) taken to the vet in the past year - Fish - Some other reason	{0, NO}...
OU#Y	Numeric	B7. Reasons pet(s) taken to the vet in the past year - Pony/ Horse - Vaccinations/Annual check-up	{0, NO}...
OU#Z	Numeric	B7. Reasons pet(s) taken to the vet in the past year - Pony/ Horse - Specific health issue/Needed to consult vet	{0, NO}...
OU#AA	Numeric	B7. Reasons pet(s) taken to the vet in the past year - Pony/ Horse - De-sexing	{0, NO}...
OU#AB	Numeric	B7. Reasons pet(s) taken to the vet in the past year - Pony/ Horse - Microchipping	{0, NO}...
OU#AC	Numeric	B7. Reasons pet(s) taken to the vet in the past year - Pony/ Horse - Emergency/ Accident	{0, NO}...
OU#AD	Numeric	B7. Reasons pet(s) taken to the vet in the past year - Pony/ Horse - Some other reason	{0, NO}...

OU#AE	Numeric	B7. Reasons pet(s) taken to the vet in the past year - Rabbit - Vaccinations/Annual check-up	{0, NO}...
OU#AF	Numeric	B7. Reasons pet(s) taken to the vet in the past year - Rabbit - Specific health issue/Needed to consult vet	{0, NO}...
OU#AG	Numeric	B7. Reasons pet(s) taken to the vet in the past year - Rabbit - De-sexing	{0, NO}...
OU#AH	Numeric	B7. Reasons pet(s) taken to the vet in the past year - Rabbit - Microchipping	{0, NO}...
OU#AI	Numeric	B7. Reasons pet(s) taken to the vet in the past year - Rabbit - Emergency/ Accident	{0, NO}...
OU#AJ	Numeric	B7. Reasons pet(s) taken to the vet in the past year - Rabbit - Some other reason	{0, NO}...
CF#	String	OB7a. Other reason bird taken to vet	None
CG#	String	OB7b. Other reason cat taken to vet	None
CH#	String	OB7c. Other reason dog taken to vet	None
CI#	String	OB7d. Other reason fish taken to vet	None
CJ#	String	OB7e. Other reason pony/horse taken to vet	None
CK#	String	OB7f. Other reason rabbit taken to vet	None
OW#A	Numeric	B8. Reasons not taken pet(s) to the vet in the past year - Bird - Wasnt sick/not necessary	{0, NO}...
OW#B	Numeric	B8. Reasons not taken pet(s) to the vet in the past year - Bird - Cost/ Too expensive	{0, NO}...
OW#C	Numeric	B8. Reasons not taken pet(s) to the vet in the past year - Bird - Isnt a vet near where I live	{0, NO}...
OW#D	Numeric	B8. Reasons not taken pet(s) to the vet in the past year - Bird - Accessibility/ its difficult for me to take my pet to the vet	{0, NO}...
OW#E	Numeric	B8. Reasons not taken pet(s) to the vet in the past year - Bird - Some other reason	{0, NO}...
OW#F	Numeric	B8. Reasons not taken pet(s) to the vet in the past year - Cat - Wasnt sick/not necessary	{0, NO}...
OW#G	Numeric	B8. Reasons not taken pet(s) to the vet in the past year - Cat - Cost/ Too expensive	{0, NO}...
OW#H	Numeric	B8. Reasons not taken pet(s) to the vet in the past year - Cat - Isnt a vet near where I live	{0, NO}...
OW#I	Numeric	B8. Reasons not taken pet(s) to the vet in the past year - Cat - Accessibility/ its difficult for me to take my pet to the vet	{0, NO}...
OW#J	Numeric	B8. Reasons not taken pet(s) to the vet in the past year - Cat - Some other reason	{0, NO}...
OW#K	Numeric	B8. Reasons not taken pet(s) to the vet in the past year - Dog - Wasnt sick/not necessary	{0, NO}...

OW#L	Numeric	B8. Reasons not taken pet(s) to the vet in the past year - Dog - Cost/ Too expensive	{0, NO}...
OW#M	Numeric	B8. Reasons not taken pet(s) to the vet in the past year - Dog - Isnt a vet near where I live	{0, NO}...
OW#N	Numeric	B8. Reasons not taken pet(s) to the vet in the past year - Dog - Accessibility/ its difficult for me to take my pet to the vet	{0, NO}...
OW#O	Numeric	B8. Reasons not taken pet(s) to the vet in the past year - Dog - Some other reason	{0, NO}...
OW#P	Numeric	B8. Reasons not taken pet(s) to the vet in the past year - Fish - Wasnt sick/not necessary	{0, NO}...
OW#Q	Numeric	B8. Reasons not taken pet(s) to the vet in the past year - Fish - Cost/ Too expensive	{0, NO}...
OW#R	Numeric	B8. Reasons not taken pet(s) to the vet in the past year - Fish - Isnt a vet near where I live	{0, NO}...
OW#S	Numeric	B8. Reasons not taken pet(s) to the vet in the past year - Fish - Accessibility/ its difficult for me to take my pet to the vet	{0, NO}...
OW#T	Numeric	B8. Reasons not taken pet(s) to the vet in the past year - Fish - Some other reason	{0, NO}...
OW#U	Numeric	B8. Reasons not taken pet(s) to the vet in the past year - Pony/ Horse - Wasnt sick/not necessary	{0, NO}...
OW#V	Numeric	B8. Reasons not taken pet(s) to the vet in the past year - Pony/ Horse - Cost/ Too expensive	{0, NO}...
OW#W	Numeric	B8. Reasons not taken pet(s) to the vet in the past year - Pony/ Horse - Isnt a vet near where I live	{0, NO}...
OW#X	Numeric	B8. Reasons not taken pet(s) to the vet in the past year - Pony/ Horse - Accessibility/ its difficult for me to take my pet to the vet	{0, NO}...
OW#Y	Numeric	B8. Reasons not taken pet(s) to the vet in the past year - Pony/ Horse - Some other reason	{0, NO}...
OW#Z	Numeric	B8. Reasons not taken pet(s) to the vet in the past year - Rabbit - Wasnt sick/not necessary	{0, NO}...
OW#AA	Numeric	B8. Reasons not taken pet(s) to the vet in the past year - Rabbit - Cost/ Too expensive	{0, NO}...
OW#AB	Numeric	B8. Reasons not taken pet(s) to the vet in the past year - Rabbit - Isnt a vet near where I live	{0, NO}...

OW#AC	Numeric	B8. Reasons not taken pet(s) to the vet in the past year - Rabbit - Accessibility/ its difficult for me to take my pet to the vet	{0, NO}...
OW#AD	Numeric	B8. Reasons not taken pet(s) to the vet in the past year - Rabbit - Some other reason	{0, NO}...
CR#	String	OB8a. Other reason bird not taken to vet	None
CS#	String	OB8b. Other reason cat not taken to vet	None
CT#	String	OB8c. Other reason dog not taken to vet	None
CU#	String	OB8d. Other reason fish not taken to vet	None
CV#	String	OB8e. Other reason pony/horse not taken to vet	None
CW#	String	OB8f. Other reason rabbit not taken to vet	None
PN#A	Numeric	C1. Type of cat - 1	{1, Registered Pedigree}...
PN#B	Numeric	C1. Type of cat - 2	{1, Registered Pedigree}...
PN#C	Numeric	C1. Type of cat - 3	{1, Registered Pedigree}...
PN#D	Numeric	C1. Type of cat - 4	{1, Registered Pedigree}...
PN#E	Numeric	C1. Type of cat - 5	{1, Registered Pedigree}...
PN#F	Numeric	C1. Type of cat - 6	{1, Registered Pedigree}...
PO#A	Numeric	C2. Where got cat - 1	{1, Pet shop}...
PO#B	Numeric	C2. Where got cat - 2	{1, Pet shop}...
PO#C	Numeric	C2. Where got cat - 3	{1, Pet shop}...
PO#D	Numeric	C2. Where got cat - 4	{1, Pet shop}...
PO#E	Numeric	C2. Where got cat - 5	{1, Pet shop}...
PO#F	Numeric	C2. Where got cat - 6	{1, Pet shop}...
DP#	String	OC2a. Where else got Cat1	None
DQ#	String	OC2b. Where else got Cat2	None
DR#	String	OC2c. Where else got Cat3	None
DS#	String	OC2d. Where else got Cat4	None
DT#	String	OC2e. Where else got Cat5	None
DU#	String	OC2f. Where else got Cat6	None
PP#A	Numeric	C3. Cat is an indoor cat, outdoor cat or both - 1	{1, Indoor cat only}...
PP#B	Numeric	C3. Cat is an indoor cat, outdoor cat or both - 2	{1, Indoor cat only}...
PP#C	Numeric	C3. Cat is an indoor cat, outdoor cat or both - 3	{1, Indoor cat only}...
PP#D	Numeric	C3. Cat is an indoor cat, outdoor cat or both - 4	{1, Indoor cat only}...
PP#E	Numeric	C3. Cat is an indoor cat, outdoor cat or both - 5	{1, Indoor cat only}...
PP#F	Numeric	C3. Cat is an indoor cat, outdoor cat or both - 6	{1, Indoor cat only}...
PQ#A	Numeric	C4. Cat wears a collar - 1	{1, Yes - with a bell or other anti-predation device}...
PQ#B	Numeric	C4. Cat wears a collar - 2	{1, Yes - with a bell or other anti-predation device}...
PQ#C	Numeric	C4. Cat wears a collar - 3	{1, Yes - with a bell or other anti-predation device}...
PQ#D	Numeric	C4. Cat wears a collar - 4	{1, Yes - with a bell or other anti-predation device}...

PQ#E	Numeric	C4. Cat wears a collar - 5	{1, Yes - with a bell or other anti-predation device}...
PQ#F	Numeric	C4. Cat wears a collar - 6	{1, Yes - with a bell or other anti-predation device}...
PR#A	Numeric	C5. Cat has been de-sexed - 1	{1, Yes}...
PR#B	Numeric	C5. Cat has been de-sexed - 2	{1, Yes}...
PR#C	Numeric	C5. Cat has been de-sexed - 3	{1, Yes}...
PR#D	Numeric	C5. Cat has been de-sexed - 4	{1, Yes}...
PR#E	Numeric	C5. Cat has been de-sexed - 5	{1, Yes}...
PR#F	Numeric	C5. Cat has been de-sexed - 6	{1, Yes}...
PS#A	Numeric	C6. Cat has been microchipped - 1	{1, Yes}...
PS#B	Numeric	C6. Cat has been microchipped - 2	{1, Yes}...
PS#C	Numeric	C6. Cat has been microchipped - 3	{1, Yes}...
PS#D	Numeric	C6. Cat has been microchipped - 4	{1, Yes}...
PS#E	Numeric	C6. Cat has been microchipped - 5	{1, Yes}...
PS#F	Numeric	C6. Cat has been microchipped - 6	{1, Yes}...
PU#A	Numeric	C7. Cat microchip registered on the New Zealand Companion Animal Register - 1	{1, Yes}...
PU#B	Numeric	C7. Cat microchip registered on the New Zealand Companion Animal Register - 2	{1, Yes}...
PU#C	Numeric	C7. Cat microchip registered on the New Zealand Companion Animal Register - 3	{1, Yes}...
PU#D	Numeric	C7. Cat microchip registered on the New Zealand Companion Animal Register - 4	{1, Yes}...
PU#E	Numeric	C7. Cat microchip registered on the New Zealand Companion Animal Register - 5	{1, Yes}...
PU#F	Numeric	C7. Cat microchip registered on the New Zealand Companion Animal Register - 6	{1, Yes}...
EZ#A	Numeric	C8. Reasons cat(s) has not been de-sexed - Cost	{0, NO}...
EZ#B	Numeric	C8. Reasons cat(s) has not been de-sexed - Kept for breeding	{0, NO}...
EZ#C	Numeric	C8. Reasons cat(s) has not been de-sexed - Concerned about the process	{0, NO}...
EZ#D	Numeric	C8. Reasons cat(s) has not been de-sexed - Feel its unnecessary/ Dont think its important	{0, NO}...
EZ#E	Numeric	C8. Reasons cat(s) has not been de-sexed - Think its important for an animal to have offspring/at least one litter	{0, NO}...
EZ#F	Numeric	C8. Reasons cat(s) has not been de-sexed - It wasnt de-sexed when we acquired and its too old now	{0, NO}...
EZ#G	Numeric	C8. Reasons cat(s) has not been de-sexed - Some other reason	{0, NO}...
EZ#H	Numeric	C8. Reasons cat(s) has not been de-sexed - Too young	{0, NO}...
FA#	String	OC8. Other reasons cat(s) has not been de-sexed	None

FB#A	Numeric	C9. Reasons cat(s) has not been microchipped - Cost	{0, NO}...
FB#B	Numeric	C9. Reasons cat(s) has not been microchipped - Feel its unnecessary/ Dont think its important	{0, NO}...
FB#C	Numeric	C9. Reasons cat(s) has not been microchipped - Havent got around to it	{0, NO}...
FB#D	Numeric	C9. Reasons cat(s) has not been microchipped - Concerned about the process	{0, NO}...
FB#E	Numeric	C9. Reasons cat(s) has not been microchipped - Some other reason	{0, NO}...
FC#	String	OC9. Other reasons cat(s) has not been microchipped	None
FD#A	Numeric	C10. Food fed to cat(s) in the past month - Commercial dry cat food (kibble, biscuits in bag/ box)	{0, NO}...
FD#B	Numeric	C10. Food fed to cat(s) in the past month - Commercial wet cat food (cans, trays, tubs)	{0, NO}...
FD#C	Numeric	C10. Food fed to cat(s) in the past month - Commercial chilled cat food (rolls/ packets)	{0, NO}...
FD#D	Numeric	C10. Food fed to cat(s) in the past month - Fresh/ Raw meat or chicken	{0, NO}...
FD#E	Numeric	C10. Food fed to cat(s) in the past month - Table scraps/ leftover human food	{0, NO}...
FD#F	Numeric	C10. Food fed to cat(s) in the past month - Homemade food made specifically for the cat	{0, NO}...
FD#G	Numeric	C10. Food fed to cat(s) in the past month - None of the above	{0, NO}...
FE#A	Numeric	C11. Where buy dry cat food - Supermarket	{0, NO}...
FE#B	Numeric	C11. Where buy dry cat food - Variety store (eg Kmart, The Warehouse)	{0, NO}...
FE#C	Numeric	C11. Where buy dry cat food - Rural Merchandiser (eg PGG, CRT, RD1 etc)	{0, NO}...
FE#D	Numeric	C11. Where buy dry cat food - Pet store	{0, NO}...
FE#E	Numeric	C11. Where buy dry cat food - Veterinarian	{0, NO}...
FE#F	Numeric	C11. Where buy dry cat food - Internet/ Online	{0, NO}...
FE#G	Numeric	C11. Where buy dry cat food - Someplace else	{0, NO}...
FE#H	Numeric	C11. Where buy dry cat food - None/ Dont know	{0, NO}...
FF#	String	OC11. Other place where buy dry cat food	None
FG#A	Numeric	C12. Where buy wet cat food - Supermarket	{0, NO}...
FG#B	Numeric	C12. Where buy wet cat food - Variety store (eg Kmart, The Warehouse)	{0, NO}...

FG#C	Numeric	C12. Where buy wet cat food - Rural Merchandiser (eg PGG, CRT, RD1 etc)	{0, NO}...
FG#D	Numeric	C12. Where buy wet cat food - Pet store	{0, NO}...
FG#E	Numeric	C12. Where buy wet cat food - Veterinarian	{0, NO}...
FG#F	Numeric	C12. Where buy wet cat food - Internet/ Online	{0, NO}...
FG#G	Numeric	C12. Where buy wet cat food - Someplace else	{0, NO}...
FG#H	Numeric	C12. Where buy wet cat food - None/ Dont know	{0, NO}...
FH#	String	OC12. Other place where buy wet cat food	None
PW#A	Numeric	D1. Type of dog - 1	{1, Registered Pedigree}...
PW#B	Numeric	D1. Type of dog - 2	{1, Registered Pedigree}...
PW#C	Numeric	D1. Type of dog - 3	{1, Registered Pedigree}...
PW#D	Numeric	D1. Type of dog - 4	{1, Registered Pedigree}...
PW#E	Numeric	D1. Type of dog - 5	{1, Registered Pedigree}...
PW#F	Numeric	D1. Type of dog - 6	{1, Registered Pedigree}...
PX#A	Numeric	D2. Where got dog - 1	{1, Pet shop}...
PX#B	Numeric	D2. Where got dog - 2	{1, Pet shop}...
PX#C	Numeric	D2. Where got dog - 3	{1, Pet shop}...
PX#D	Numeric	D2. Where got dog - 4	{1, Pet shop}...
PX#E	Numeric	D2. Where got dog - 5	{1, Pet shop}...
PX#F	Numeric	D2. Where got dog - 6	{1, Pet shop}...
GA#	String	OD2a. Where else got dog1	None
GB#	String	OD2b. Where else got dog2	None
GC#	String	OD2c. Where else got dog3	None
GD#	String	OD2d. Where else got dog4	None
GE#	String	OD2e. Where else got dog5	None
GF#	String	OD2f. Where else got dog6	None
PY#A	Numeric	D3. Dog is an indoor dog, outdoor dog or both - 1	{1, Indoor dog only}...
PY#B	Numeric	D3. Dog is an indoor dog, outdoor dog or both - 2	{1, Indoor dog only}...
PY#C	Numeric	D3. Dog is an indoor dog, outdoor dog or both - 3	{1, Indoor dog only}...
PY#D	Numeric	D3. Dog is an indoor dog, outdoor dog or both - 4	{1, Indoor dog only}...
PY#E	Numeric	D3. Dog is an indoor dog, outdoor dog or both - 5	{1, Indoor dog only}...
PY#F	Numeric	D3. Dog is an indoor dog, outdoor dog or both - 6	{1, Indoor dog only}...
PZ#A	Numeric	D4. Dog has been de-sexed - 1	{1, Yes}...
PZ#B	Numeric	D4. Dog has been de-sexed - 2	{1, Yes}...
PZ#C	Numeric	D4. Dog has been de-sexed - 3	{1, Yes}...
PZ#D	Numeric	D4. Dog has been de-sexed - 4	{1, Yes}...
PZ#E	Numeric	D4. Dog has been de-sexed - 5	{1, Yes}...
PZ#F	Numeric	D4. Dog has been de-sexed - 6	{1, Yes}...
QA#A	Numeric	D5. Dog has been microchipped - 1	{1, Yes}...
QA#B	Numeric	D5. Dog has been microchipped - 2	{1, Yes}...

QA#C	Numeric	D5. Dog has been microchipped - 3	{1, Yes}...
QA#D	Numeric	D5. Dog has been microchipped - 4	{1, Yes}...
QA#E	Numeric	D5. Dog has been microchipped - 5	{1, Yes}...
QA#F	Numeric	D5. Dog has been microchipped - 6	{1, Yes}...
QD#A	Numeric	D6. Dog microchip registered on the New Zealand Companion Animal Register - 1	{1, Yes}...
QD#B	Numeric	D6. Dog microchip registered on the New Zealand Companion Animal Register - 2	{1, Yes}...
QD#C	Numeric	D6. Dog microchip registered on the New Zealand Companion Animal Register - 3	{1, Yes}...
QD#D	Numeric	D6. Dog microchip registered on the New Zealand Companion Animal Register - 4	{1, Yes}...
QD#E	Numeric	D6. Dog microchip registered on the New Zealand Companion Animal Register - 5	{1, Yes}...
QD#F	Numeric	D6. Dog microchip registered on the New Zealand Companion Animal Register - 6	{1, Yes}...
QB#A	Numeric	D7. Dog registered with the local council - 1	{1, Yes}...
QB#B	Numeric	D7. Dog registered with the local council - 2	{1, Yes}...
QB#C	Numeric	D7. Dog registered with the local council - 3	{1, Yes}...
QB#D	Numeric	D7. Dog registered with the local council - 4	{1, Yes}...
QB#E	Numeric	D7. Dog registered with the local council - 5	{1, Yes}...
QB#F	Numeric	D7. Dog registered with the local council - 6	{1, Yes}...
HK#A	Numeric	D8. Reasons dog(s) has not been de-sexed - Cost	{0, NO}...
HK#B	Numeric	D8. Reasons dog(s) has not been de-sexed - Kept for breeding	{0, NO}...
HK#C	Numeric	D8. Reasons dog(s) has not been de-sexed - Concerned about the process	{0, NO}...
HK#D	Numeric	D8. Reasons dog(s) has not been de-sexed - Feel its unnecessary/ Dont think its important	{0, NO}...
HK#E	Numeric	D8. Reasons dog(s) has not been de-sexed - Think its important for an animal to have offspring/at least one litter	{0, NO}...
HK#F	Numeric	D8. Reasons dog(s) has not been de-sexed - Some other reason	{0, NO}...
HK#G	Numeric	D8. Reasons dog(s) has not been de-sexed - Too young	{0, NO}...
HL#	String	OD8. Other reasons dog(s) has not been de-sexed	None
HM#A	Numeric	D9. Reasons dog(s) has not been microchipped - Cost	{0, NO}...

HM#B	Numeric	D9. Reasons dog(s) has not been microchipped - Feel its unnecessary/ Dont think its important	{0, NO}...
HM#C	Numeric	D9. Reasons dog(s) has not been microchipped - Havent got around to it	{0, NO}...
HM#D	Numeric	D9. Reasons dog(s) has not been microchipped - Concerned about the process	{0, NO}...
HM#E	Numeric	D9. Reasons dog(s) has not been microchipped - Some other reason	{0, NO}...
HN#	String	OD9. Other reasons dog(s) has not been microchipped	None
HO#A	Numeric	D10. Reasons dog(s) has not been registered with local council - Cost	{0, NO}...
HO#B	Numeric	D10. Reasons dog(s) has not been registered with local council - Feel its unnecessary/ Dont think its important	{0, NO}...
HO#C	Numeric	D10. Reasons dog(s) has not been registered with local council - Havent got around to it	{0, NO}...
HO#D	Numeric	D10. Reasons dog(s) has not been registered with local council - I didnt know I needed to do this	{0, NO}...
HO#E	Numeric	D10. Reasons dog(s) has not been registered with local council - Some other reason	{0, NO}...
HP#	String	OD10. Other reasons dog(s) has not been registered with local council	None
HQ#A	Numeric	D11. Food fed to dog(s) in the past month - Commercial dry dog food (kibble, biscuits in bag/ box)	{0, NO}...
HQ#B	Numeric	D11. Food fed to dog(s) in the past month - Commercial wet dog food (cans, trays, tubs)	{0, NO}...
HQ#C	Numeric	D11. Food fed to dog(s) in the past month - Commercial chilled dog food (rolls/ packets)	{0, NO}...
HQ#D	Numeric	D11. Food fed to dog(s) in the past month - Fresh/ Raw meat or chicken	{0, NO}...
HQ#E	Numeric	D11. Food fed to dog(s) in the past month - Table scraps/ leftover human food	{0, NO}...
HQ#F	Numeric	D11. Food fed to dog(s) in the past month - Homemade food made specifically for the dog	{0, NO}...
HQ#G	Numeric	D11. Food fed to dog(s) in the past month - None of the above	{0, NO}...
HR#A	Numeric	D12. Where buy dry dog food - Supermarket	{0, NO}...
HR#B	Numeric	D12. Where buy dry dog food - Variety store (eg Kmart, The Warehouse)	{0, NO}...

HR#C	Numeric	D12. Where buy dry dog food - Rural Merchandiser (eg PGG, CRT, RD1 etc)	{0, NO}...
HR#D	Numeric	D12. Where buy dry dog food - Pet store	{0, NO}...
HR#E	Numeric	D12. Where buy dry dog food - Veterinarian	{0, NO}...
HR#F	Numeric	D12. Where buy dry dog food - Internet/ Online	{0, NO}...
HR#G	Numeric	D12. Where buy dry dog food - Someplace else	{0, NO}...
HR#H	Numeric	D12. Where buy dry dog food - None/ Dont know	{0, NO}...
HS#	String	OD12. Other place where buy dry dog food	None
HT#A	Numeric	D13. Where buy wet dog food - Supermarket	{0, NO}...
HT#B	Numeric	D13. Where buy wet dog food - Variety store (eg Kmart, The Warehouse)	{0, NO}...
HT#C	Numeric	D13. Where buy wet dog food - Rural Merchandiser (eg PGG, CRT, RD1 etc)	{0, NO}...
HT#D	Numeric	D13. Where buy wet dog food - Pet store	{0, NO}...
HT#E	Numeric	D13. Where buy wet dog food - Veterinarian	{0, NO}...
HT#F	Numeric	D13. Where buy wet dog food - Internet/ Online	{0, NO}...
HT#G	Numeric	D13. Where buy wet dog food - Someplace else	{0, NO}...
HT#H	Numeric	D13. Where buy wet dog food - None/ Dont know	{0, NO}...
HU#	String	OD13. Other place where buy wet dog food	None
OY#A	Numeric	E1C. Amount spent on items for cat(s) over past year - Food	{1, Nothing}...
OY#B	Numeric	E1C. Amount spent on items for cat(s) over past year - Veterinary services	{1, Nothing}...
OY#C	Numeric	E1C. Amount spent on items for cat(s) over past year - Clipping/ Grooming	{1, Nothing}...
OY#D	Numeric	E1C. Amount spent on items for cat(s) over past year - Training	{1, Nothing}...
OY#E	Numeric	E1C. Amount spent on items for cat(s) over past year - Clothing/ Leads Bowls/ Toys/ Accessories	{1, Nothing}...
OY#F	Numeric	E1C. Amount spent on items for cat(s) over past year - Boarding/ Day Care/ Minding/ Walking	{1, Nothing}...
OY#G	Numeric	E1C. Amount spent on items for cat(s) over past year - Insurance	{1, Nothing}...
OY#H	Numeric	E1C. Amount spent on items for cat(s) over past year - Registration Membership	{1, Nothing}...
OY#I	Numeric	E1C. Amount spent on items for cat(s) over past year - Cat litter	{1, Nothing}...

OY#J	Numeric	E1C. Amount spent on items for cat(s) over past year - Healthcare products (eg vitamin supplements)	{1, Nothing}...
OY#K	Numeric	E1C. Amount spent on items for cat(s) over past year - Any other expenses	{1, Nothing}...
IG#A	Numeric	E2C. Reasons do not have insurance for cat(s) - Dont see the value	{0, NO}...
IG#B	Numeric	E2C. Reasons do not have insurance for cat(s) - Too expensive	{0, NO}...
IG#C	Numeric	E2C. Reasons do not have insurance for cat(s) - Dont know much about it/ not looked into it	{0, NO}...
IG#D	Numeric	E2C. Reasons do not have insurance for cat(s) - Didnt know it was available	{0, NO}...
IG#E	Numeric	E2C. Reasons do not have insurance for cat(s) - Some other reason	{0, NO}...
IH#	String	OE2. Other reasons do not have insurance for cat(s)	None
PA#A	Numeric	E1D. Amount spent on items for dog(s) over past year - Food	{1, Nothing}...
PA#B	Numeric	E1D. Amount spent on items for dog(s) over past year - Veterinary services	{1, Nothing}...
PA#C	Numeric	E1D. Amount spent on items for dog(s) over past year - Clipping/ Grooming	{1, Nothing}...
PA#D	Numeric	E1D. Amount spent on items for dog(s) over past year - Training	{1, Nothing}...
PA#E	Numeric	E1D. Amount spent on items for dog(s) over past year - Clothing/ Leads Bowls/ Toys/ Accessories	{1, Nothing}...
PA#F	Numeric	E1D. Amount spent on items for dog(s) over past year - Boarding/ Day Care/ Minding/ Walking	{1, Nothing}...
PA#G	Numeric	E1D. Amount spent on items for dog(s) over past year - Insurance	{1, Nothing}...
PA#H	Numeric	E1D. Amount spent on items for dog(s) over past year - Registration Membership	{1, Nothing}...
PA#I	Numeric	E1D. Amount spent on items for dog(s) over past year - Healthcare products (eg vitamin supplements)	{1, Nothing}...
PA#J	Numeric	E1D. Amount spent on items for dog(s) over past year - Any other expenses	{1, Nothing}...
IS#A	Numeric	E2D. Reasons do not have insurance for dog(s) - Dont see the value	{0, NO}...
IS#B	Numeric	E2D. Reasons do not have insurance for dog(s) - Too expensive	{0, NO}...
IS#C	Numeric	E2D. Reasons do not have insurance for dog(s) - Dont know much about it/ not looked into it	{0, NO}...
IS#D	Numeric	E2D. Reasons do not have insurance for dog(s) - Didnt know it was available	{0, NO}...

IS#E	Numeric	E2D. Reasons do not have insurance for dog(s) - Some other reason	{0, NO}...
IT#	String	OE2. Other reasons do not have insurance for dog(s)	None
PC#A	Numeric	E1P. Amount spent on items for pony/horse(s) over past year - Food	{1, Nothing}...
PC#B	Numeric	E1P. Amount spent on items for pony/horse(s) over past year - Veterinary services	{1, Nothing}...
PC#C	Numeric	E1P. Amount spent on items for pony/horse(s) over past year - Clipping/ Grooming	{1, Nothing}...
PC#D	Numeric	E1P. Amount spent on items for pony/horse(s) over past year - Training	{1, Nothing}...
PC#E	Numeric	E1P. Amount spent on items for pony/horse(s) over past year - Clothing/ Leads Bowls/ Toys/ Accessories	{1, Nothing}...
PC#F	Numeric	E1P. Amount spent on items for pony/horse(s) over past year - Boarding/ Day Care/ Minding/ Walking	{1, Nothing}...
PC#G	Numeric	E1P. Amount spent on items for pony/horse(s) over past year - Insurance	{1, Nothing}...
PC#H	Numeric	E1P. Amount spent on items for pony/horse(s) over past year - Registration Membership	{1, Nothing}...
PC#I	Numeric	E1P. Amount spent on items for pony/horse(s) over past year - Healthcare products (eg vitamin supplements)	{1, Nothing}...
PC#J	Numeric	E1P. Amount spent on items for pony/horse(s) over past year - Any other expenses	{1, Nothing}...
JE#A	Numeric	E2P. Reasons do not have insurance for pony/horse(s) - Dont see the value	{0, NO}...
JE#B	Numeric	E2P. Reasons do not have insurance for pony/horse(s) - Too expensive	{0, NO}...
JE#C	Numeric	E2P. Reasons do not have insurance for pony/horse(s) - Dont know much about it/ not looked into it	{0, NO}...
JE#D	Numeric	E2P. Reasons do not have insurance for pony/horse(s) - Didnt know it was available	{0, NO}...
JE#E	Numeric	E2P. Reasons do not have insurance for pony/horse(s) - Some other reason	{0, NO}...
JF#	String	OE2. Other reasons do not have insurance for pony/horse(s)	None
PE#A	Numeric	F1B. Amount spent on items for bird(s) over past year - Food	{1, Nothing}...
PE#B	Numeric	F1B. Amount spent on items for bird(s) over past year - Cages/ Housing	{1, Nothing}...

PE#C	Numeric	F1B. Amount spent on items for bird(s) over past year - Consumables (eg water pH tester, litter etc)	{1, Nothing}...
PE#D	Numeric	F1B. Amount spent on items for bird(s) over past year - Veterinary services	{1, Nothing}...
PE#E	Numeric	F1B. Amount spent on items for bird(s) over past year - Any other expenses	{1, Nothing}...
JL#A	Numeric	F2. Type of birds keep - Caged birds in your home	{0, NO}...
JL#B	Numeric	F2. Type of birds keep - Birds in an outdoor aviary	{0, NO}...
JL#C	Numeric	F2. Type of birds keep - Chickens in a hen house/ garden	{0, NO}...
JL#D	Numeric	F2. Type of birds keep - Other	{0, NO}...
JM#	String	OF2. Other type of birds keep	None
PG#A	Numeric	F1F. Amount spent on items for fish over past year - Food	{1, Nothing}...
PG#B	Numeric	F1F. Amount spent on items for fish over past year - Aquarium and associated equipment	{1, Nothing}...
PG#C	Numeric	F1F. Amount spent on items for fish over past year - Consumables (eg water pH tester, litter etc)	{1, Nothing}...
PG#D	Numeric	F1F. Amount spent on items for fish over past year - Veterinary services	{1, Nothing}...
PG#E	Numeric	F1F. Amount spent on items for fish over past year - Any other expenses	{1, Nothing}...
JS#A	Numeric	F3. Type of fish keep - Pondfish	{0, NO}...
JS#B	Numeric	F3. Type of fish keep - Goldfish in an aquarium	{0, NO}...
JS#C	Numeric	F3. Type of fish keep - Tropical freshwater aquarium	{0, NO}...
JS#D	Numeric	F3. Type of fish keep - Marine aquarium	{0, NO}...
JS#E	Numeric	F3. Type of fish keep - Other	{0, NO}...
JT#	String	OF3. Other type of fish keep	None
PI#A	Numeric	F1R. Amount spent on items for rabbit(s) over past year - Food	{1, Nothing}...
PI#B	Numeric	F1R. Amount spent on items for rabbit(s) over past year - Cages/ Housing	{1, Nothing}...
PI#C	Numeric	F1R. Amount spent on items for rabbit(s) over past year - Consumables (eg water pH tester, litter etc)	{1, Nothing}...
PI#D	Numeric	F1R. Amount spent on items for rabbit(s) over past year - Veterinary services	{1, Nothing}...
PI#E	Numeric	F1R. Amount spent on items for rabbit(s) over past year - Any other expenses	{1, Nothing}...
JZ#A	Numeric	G1. Items bought online - Pet	{0, NO}...
JZ#B	Numeric	G1. Items bought online - Pet food - Same quality as sold by vets	{0, NO}...

JZ#C	Numeric	G1. Items bought online - Pet food - Same quality as sold in supermarkets	{0, NO}...
JZ#D	Numeric	G1. Items bought online - Consumables (e.g. litter, water pH tester for fish)	{0, NO}...
JZ#E	Numeric	G1. Items bought online - Equipment (e.g. food bowls, water bubbler, aquarium decoration)	{0, NO}...
JZ#F	Numeric	G1. Items bought online - Toys and accessories	{0, NO}...
JZ#G	Numeric	G1. Items bought online - Grooming products	{0, NO}...
JZ#H	Numeric	G1. Items bought online - Healthcare products for my pet	{0, NO}...
JZ#I	Numeric	G1. Items bought online - None of the above	{0, NO}...
KA#	String	OG1. Types of pet bought online	None
KB#	Numeric	G2. Number of other pets have	{1, 1}...
KC#A	Numeric	H1. Best sources of information for pet related issues - Pet shops	{0, NO}...
KC#B	Numeric	H1. Best sources of information for pet related issues - Breeders	{0, NO}...
KC#C	Numeric	H1. Best sources of information for pet related issues - SPCA	{0, NO}...
KC#D	Numeric	H1. Best sources of information for pet related issues - NZCAC (New Zealand Companion Animal Council)	{0, NO}...
KC#E	Numeric	H1. Best sources of information for pet related issues - Vets	{0, NO}...
KC#F	Numeric	H1. Best sources of information for pet related issues - Family members	{0, NO}...
KC#G	Numeric	H1. Best sources of information for pet related issues - Neighbours/ Friends	{0, NO}...
KC#H	Numeric	H1. Best sources of information for pet related issues - The internet	{0, NO}...
KC#I	Numeric	H1. Best sources of information for pet related issues - Books/ The library	{0, NO}...
KC#J	Numeric	H1. Best sources of information for pet related issues - Animal shows on television	{0, NO}...
KC#K	Numeric	H1. Best sources of information for pet related issues - None of the above	{0, NO}...
KD#	Numeric	H2. Feel easily able to access enough quality information about responsible pet ownership	{1, Yes, but only verbally from an expert like a vet}...
PK#A	Numeric	J1. Rating of importance of items for cats and dogs - De-sexing	{1, Not important}...
PK#B	Numeric	J1. Rating of importance of items for cats and dogs - Preventing predation	{1, Not important}...
PK#C	Numeric	J1. Rating of importance of items for cats and dogs - Exercise	{1, Not important}...

PK#D	Numeric	J1. Rating of importance of items for cats and dogs - Microchipping	{1, Not important}...
PK#E	Numeric	J1. Rating of importance of items for cats and dogs - Registration	{1, Not important}...
PK#F	Numeric	J1. Rating of importance of items for cats and dogs - Annual vet checks and visits if required	{1, Not important}...
PK#G	Numeric	J1. Rating of importance of items for cats and dogs - Veterinary visits if the animal is hurt/ injured/ sick	{1, Not important}...
PK#H	Numeric	J1. Rating of importance of items for cats and dogs - Providing adequate shelter	{1, Not important}...
PK#I	Numeric	J1. Rating of importance of items for cats and dogs - Providing nutritious diet and access to water	{1, Not important}...
KN#	Numeric	J2. Aware of any stray cats in local community	{1, Yes}...
KO#	Numeric	J3. Ever feed any of the local stray cats	{1, Regularly}...
KP#	Numeric	J4. Who should be responsible for looking after the stray cats in local community	{1, They are self-sufficient and look after themselves}...
KQ#	Numeric	J5. How issue of stray cats should be handled	{1, Left alone}...
KR#	String	OJ5. Other way issue of stray cats should be handled	None
KS#	Numeric	J6. Thoughts about predation by cats	{1, This is a significant issue}...
KT#	Numeric	J7. Statement most agree with	{1, Cats should be confined to the owners property}...
KU#	Numeric	J8. Keeping cats indoors at night is something that should be enforced	{1, No, this is unnecessary}...
KV#	String	OJ8. Other body that should enforce keeping cats indoors at night	None
KW#A	Numeric	J9. Been bitten by a dog in past 12 months - Yes - Me	{0, NO}...
KW#B	Numeric	J9. Been bitten by a dog in past 12 months - Yes - Other household member	{0, NO}...
KW#C	Numeric	J9. Been bitten by a dog in past 12 months - No- one has been bitten	{0, NO}...
KX#	Numeric	J10. Have a dog or other companion animal that has been bitten by a dog in the past 12 months	{1, Yes}...
KY#A	Numeric	J11. Strategies would support - Education programs for children on how to be safe around dogs	{0, NO}...
KY#B	Numeric	J11. Strategies would support - Education programs for teenagers and adults about how to interpret basic dog behaviour and interact with dogs safely	{0, NO}...

KY#C	Numeric	J11. Strategies would support - Registration of owners rather than dogs so that education about responsible pet ownership can be provided directly to owners	{0, NO}...
KY#D	Numeric	J11. Strategies would support - Additional enforcement powers given to local councils to address specific issues on a case by case basis	{0, NO}...
KY#E	Numeric	J11. Strategies would support - None of the above	{0, NO}...
KZ#	Numeric	J12. Most appropriate course of action when a dog has bitten or injured a person	{1, The dog should be destroyed}...
LA#	String	OJ12. Other most appropriate course of action when a dog has bitten or injured a person	None
LB#A	Numeric	J13. What should happen to owner of a dog that has bitten a person - The owner should be fined	{0, NO}...
LB#B	Numeric	J13. What should happen to owner of a dog that has bitten a person - The owner should attend mandated education program on responsible dog ownership and behaviour management	{0, NO}...
LB#C	Numeric	J13. What should happen to owner of a dog that has bitten a person - If the dog has had to be destroyed, the owner should be banned from keeping dogs for a fixed period of time	{0, NO}...
LB#D	Numeric	J13. What should happen to owner of a dog that has bitten a person - None of the above	{0, NO}...
LC#	Numeric	J14. Most appropriate course of action when a dog has bitten or injured another dog	{1, The dog should be destroyed}...
LD#	String	OJ14. Other most appropriate course of action when a dog has bitten or injured another dog	None
LE#A	Numeric	J15. What should happen to owner of a dog that has bitten another dog or other companion animal - The owner should be fined	{0, NO}...
LE#B	Numeric	J15. What should happen to owner of a dog that has bitten another dog or other companion animal - The owner should attend mandated education program on responsible dog ownership and behaviour management	{0, NO}...

LE#C	Numeric	J15. What should happen to owner of a dog that has bitten another dog or other companion animal - If the dog has had to be destroyed, the owner should be banned from keeping dogs for a fixed period of time	{0, NO}...
LE#D	Numeric	J15. What should happen to owner of a dog that has bitten another dog or other companion animal - None of the above	{0, NO}...
LF#	Numeric	K1. Work status	{1, Full time}...
LG#	Numeric	K2. Number of adults aged 18 years and over live in household	{1, 1}...
LH#	Numeric	K3. Number of children aged 17 years or younger live in household	{1, None}...
PL#A	Numeric	K4. Age of the children in household - 0-4 years	{0, NO}...
PL#B	Numeric	K4. Age of the children in household - 5-8 years	{0, NO}...
PL#C	Numeric	K4. Age of the children in household - 9-12 years	{0, NO}...
PL#D	Numeric	K4. Age of the children in household - 13-17 years	{0, NO}...
LK#	Numeric	K5. Amount of grocery shopping for household personally do	{1, All of it}...
LL#	Numeric	K6. Marital status	{1, Single/ Never married}...
LM#	Numeric	K7. Total household income before tax	{1, Under $40,000}...
LN#	Numeric	K8. Highest level of schooling completed	{1, Below Year 13}...
OF#	Numeric	W1. Household Target weight	None

Supplementary Table *2*. Demographic characteristics of 1,572 survey respondents in New Zealand stratified by species of pet owned.

Variable	Dogs		Cats		Horses		Birds		Rabbits		Fish		None	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Number of Owners	443		696		32		103		55		159		559	
Region														
Auckland	149	33.6%	211	30.3%	4	12.5%	31	30.1%	21	38.2%	69	43.4%	211	37.7%
Wellington	43	9.7%	69	9.9%	11	34.4%	7	6.8%	2	3.6%	16	10.1%	71	12.7%
Other North Island	142	32.1%	241	34.6%	10	31.3%	36	35.0%	13	23.6%	43	27.0%	154	27.5%
Christchurch	62	14.0%	91	13.1%	9	28.1%	18	17.5%	11	20.0%	18	11.3%	57	10.2%
Other South Island	47	10.6%	84	12.1%	8	25.0%	11	10.7%	8	14.5%	13	8.2%	66	11.8%
Location Type														
Urban	166	37.5%	262	37.6%	4	12.5%	47	45.6%	19	34.5%	69	43.4%	223	39.9%
Suburban	168	37.9%	270	38.8%	8	25.0%	32	31.1%	22	40.0%	63	39.6%	260	46.5%
Regional Centre	26	5.9%	54	7.8%	1	3.1%	2	1.9%	5	9.1%	7	4.4%	36	6.4%
Rural	28	6.3%	110	15.8%	19	59.4%	22	21.4%	9	16.4%	20	12.6%	40	7.2%
Age														
18-24	67	15.1%	95	13.6%	10	31.3%	14	13.6%	12	21.8%	28	17.6%	81	14.5%
25-29	45	10.2%	44	6.3%	1	3.1%	9	8.7%	6	10.9%	15	9.4%	38	6.8%
30-34	50	11.3%	62	8.9%	2	6.3%	11	10.7%	5	9.1%	15	9.4%	56	10.0%
35-39	47	10.6%	77	11.1%	4	12.5%	15	14.6%	10	18.2%	21	13.2%	38	6.8%
40-44	30	6.8%	61	8.8%	3	9.4%	11	10.7%	11	20.0%	20	12.6%	42	7.5%
45-49	42	9.5%	74	10.6%	2	6.3%	6	5.8%	5	9.1%	17	10.7%	35	6.3%
50-54	40	9.0%	55	7.9%	2	6.3%	9	8.7%	3	5.5%	8	5.0%	25	4.5%
55-59	40	9.0%	59	8.5%	2	6.3%	9	8.7%	1	1.8%	16	10.1%	36	6.4%
60-64	28	6.3%	64	9.2%	4	12.5%	4	3.9%	1	1.8%	6	3.8%	64	11.4%
65-69	24	5.4%	50	7.2%	2	6.3%	8	7.8%	1	1.8%	6	3.8%	45	8.1%
70 and older	30	6.8%	55	7.9%	0	0.0%	7	6.8%	0	0.0%	7	4.4%	99	17.7%
Gender														
Male	210	47.4%	314	45.1%	14	43.8%	58	56.3%	21	38.2%	73	45.9%	292	52.2%
Female	233	52.6%	382	54.9%	18	56.3%	45	43.7%	34	61.8%	86	54.1%	267	47.8%
Ethnic Group														
NZ European	349	78.8%	588	84.5%	24	75.0%	77	74.8%	32	58.2%	110	69.2%	407	72.8%

	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Maori	12	2.7%	17	2.4%	2	6.3%	5	4.9%	3	5.5%	6	3.8%	13	2.3%
Other	82	18.5%	91	13.1%	6	18.8%	21	20.4%	20	36.4%	43	27.0%	139	24.9%
Work Status														
Full time	229	51.7%	340	48.9%	18	56.3%	54	52.4%	28	50.9%	80	50.3%	208	37.2%
Part time	108	24.4%	185	26.6%	6	18.8%	24	23.3%	20	36.4%	39	24.5%	124	22.2%
Not working	106	23.9%	171	24.6%	8	25.0%	25	24.3%	7	12.7%	40	25.2%	227	40.6%
Highest Education														
Below Year 13	67	15.1%	110	15.8%	6	18.8%	16	15.5%	5	9.1%	19	11.9%	75	13.4%
Completed Year 13	70	15.8%	103	14.8%	4	12.5%	16	15.5%	7	12.7%	27	17.0%	79	14.1%
Technical or Further Education	112	25.3%	209	30.0%	10	31.3%	28	27.2%	15	27.3%	50	31.4%	140	25.0%
University	178	40.2%	245	35.2%	12	37.5%	41	39.8%	26	47.3%	61	38.4%	251	44.9%
Prefer not to say	16	3.6%	29	4.2%	0	0.0%	2	1.9%	2	3.6%	2	1.3%	14	2.5%
Household Income														
Under $40k	72	16.3%	141	20.3%	6	18.8%	17	16.5%	7	12.7%	14	8.8%	155	27.7%
$40k - $70k	94	21.2%	166	23.9%	6	18.8%	37	35.9%	12	21.8%	41	25.8%	139	24.9%
$71k - $90k	63	14.2%	82	11.8%	4	12.5%	19	18.4%	8	14.5%	22	13.8%	41	7.3%
More than $90k	146	33.0%	201	28.9%	13	40.6%	25	24.3%	21	38.2%	52	32.7%	122	21.8%
Prefer not to say	68	15.3%	106	15.2%	3	9.4%	5	4.9%	7	12.7%	30	18.9%	102	18.2%
Marital Status														
Single or Never Married	105	23.7%	156	22.4%	10	31.3%	23	22.3%	13	23.6%	35	22.0%	137	24.5%
Living Together	91	20.5%	134	19.3%	6	18.8%	19	18.4%	6	10.9%	29	18.2%	58	10.4%
Married	215	48.5%	313	45.0%	13	40.6%	51	49.5%	32	58.2%	81	50.9%	278	49.7%
Divorced or Widowed	32	7.2%	93	13.4%	3	9.4%	10	9.7%	4	7.3%	14	8.8%	86	15.4%
Number of Adults														
1	45	10.2%	116	16.7%	5	15.6%	15	14.6%	6	10.9%	16	10.1%	115	20.6%
2	269	60.7%	391	56.2%	15	46.9%	53	51.5%	32	58.2%	91	57.2%	294	52.6%
3	73	16.5%	118	17.0%	7	21.9%	21	20.4%	7	12.7%	34	21.4%	76	13.6%
4	31	7.0%	41	5.9%	4	12.5%	11	10.7%	6	10.9%	11	6.9%	41	7.3%

5	14	3.2%	16	2.3%	0	0.0%	0	0.0%	2	3.6%	2	1.3%	18	3.2%
6 or more	11	2.5%	14	2.0%	1	3.1%	3	2.9%	2	3.6%	5	3.1%	15	2.7%
Number of Children														
None	264	59.6%	418	60.1%	21	65.6%	58	56.3%	16	29.1%	70	44.0%	406	72.6%
1	85	19.2%	119	17.1%	7	21.9%	17	16.5%	11	20.0%	34	21.4%	76	13.6%
2	64	14.4%	104	14.9%	2	6.3%	17	16.5%	14	25.5%	37	23.3%	56	10.0%
3	22	5.0%	38	5.5%	1	3.1%	9	8.7%	8	14.5%	13	8.2%	11	2.0%
4	5	1.1%	13	1.9%	1	3.1%	2	1.9%	4	7.3%	3	1.9%	8	1.4%
5	1	0.2%	2	0.3%	0	0.0%	0	0.0%	1	1.8%	0	0.0%	2	0.4%
6 or more	2	0.5%	2	0.3%	0	0.0%	0	0.0%	1	1.8%	2	1.3%	0	0.0%

Supplementary Table 3: Univariable analysis of predictors for owning at least one pet among 1,572 survey respondents in New Zealand.

Variable	Respondents Owning ≥1 Pet		Respondents Owning No Pets		Univariable analysis		
	N	%	N	%	OR	95% CI	p-value
Region							
Auckland	329	32.5%	211	37.7%	1.00	-	-
Wellington	103	10.2%	71	12.7%	0.93	0.65 – 1.32	0.685
Other North Island	324	32.0%	154	27.5%	1.35	1.04 – 1.75	0.023
Christchurch	145	14.3%	57	10.2%	1.63	1.15 – 2.33	0.006
Other South Island	112	11.1%	66	11.8%	1.09	0.77 – 1.55	0.635
Location Type							
Urban	381	37.6%	223	39.9%	1.00	-	-
Suburban	417	41.2%	260	46.5%	0.94	0.75 – 1.18	0.584
Regional Centre	69	6.8%	36	6.4%	1.12	0.73 – 1.74	0.605
Rural	146	14.4%	40	7.2%	2.14	1.46 – 3.18	0.000
Age							
18-24	131	12.9%	81	14.5%	1.00	-	-
25-29	82	8.1%	38	6.8%	1.33	0.83 – 2.16	0.233
30-34	99	9.8%	56	10.0%	1.09	0.71 – 1.68	0.684
35-39	106	10.5%	38	6.8%	1.72	1.09 – 2.76	0.021
40-44	87	8.6%	42	7.5%	1.28	0.81 – 2.04	0.293
45-49	104	10.3%	35	6.3%	1.83	1.15 – 2.97	0.012
50-54	84	8.3%	25	4.5%	2.07	1.24 – 3.56	0.006
55-59	88	8.7%	36	6.4%	1.51	0.94 – 2.45	0.089
60-64	82	8.1%	64	11.4%	0.79	0.51 – 1.22	0.287
65-69	73	7.2%	45	8.1%	1.00	0.63 – 1.60	0.990
70 and older	77	7.6%	99	17.7%	0.48	0.31 – 0.72	0.000
Gender							
Male	292	28.8%	480	85.9%	1.00	-	-
Female	267	26.4%	533	95.3%	1.21	0.99 – 1.49	0.066
Ethnic Group							
NZ European	826	81.5%	407	72.8%	1.00	-	-
Maori	25	2.5%	13	2.3%	0.95	0.49 – 1.93	0.877
Other	162	16.0%	162	29.0%	0.57	0.44 – 0.74	0.000
Work Status							
Full time	498	49.2%	208	37.2%	1.00	-	-

Part time	264	26.1%	124	22.2%	0.88	0.68 – 1.16	0.390
Not working	251	24.8%	227	40.6%	0.46	0.36 – 0.59	0.000
Highest Education							
Below Year 13	151	14.9%	75	13.4%	1.00	-	-
Completed Year 13	153	15.1%	79	14.1%	0.96	0.65 – 1.42	0.845
Technical or Further Education	289	28.5%	140	25.0%	1.02	0.72 – 1.44	0.886
University	383	37.8%	251	44.9%	0.75	0.55 – 1.04	0.089
Prefer not to say	37	3.7%	14	2.5%	1.31	0.68 – 2.64	0.429
Household Income							
Under $40k	193	19.1%	155	27.7%	1.00	-	-
$40k - $70k	226	22.3%	139	24.9%	1.31	0.97 – 1.76	0.080
$71k - $90k	132	13.0%	41	7.3%	2.58	1.72 – 3.92	0.000
More than $90k	308	30.4%	122	21.8%	2.03	1.51 – 2.73	0.000
Prefer not to say	154	15.2%	154	27.5%	1.21	0.87 – 1.68	0.249
Marital Status							
Single or Never Married	228	22.5%	137	24.5%	1.00	-	-
Living Together	192	19.0%	58	10.4%	1.98	1.39 – 2.87	0.000
Married	478	47.2%	278	49.7%	1.03	0.80 – 1.34	0.805
Divorced or Widowed	115	11.4%	86	15.4%	0.80	0.56 – 1.14	0.221
Number of Adults							
1	150	14.8%	115	20.6%	1.00	-	-
2	583	57.6%	294	52.6%	1.52	1.15 – 2.01	0.003
3	170	16.8%	76	13.6%	1.71	1.19 – 2.47	0.004
4	66	6.5%	41	7.3%	1.23	0.78 – 1.96	0.369
5	25	2.5%	18	3.2%	1.06	0.56 – 2.07	0.850
6 or more	19	1.9%	15	2.7%	0.97	0.47 – 2.02	0.936
Number of Children							
None	622	61.4%	406	72.6%	1.00	-	-
1	174	17.2%	76	13.6%	1.49	1.11 – 2.02	0.008
2	147	14.5%	56	10.0%	1.71	1.24 – 2.40	0.001
3	50	4.9%	11	2.0%	2.96	1.59 – 6.07	0.001
4	16	1.6%	8	1.4%	1.31	0.57 – 3.24	0.543
5 or more	4	0.4%	2	0.4%	1.31	0.25 – 9.45	0.759

Supplementary Table 4. Univariable analysis of predictors for taking a pet to the veterinarian at least once per year amongst 1,013 pet-owning survey respondents in New Zealand.

Variable	≥1 Veterinary Visit		No Veterinary Visits		Univariable analysis		
	N	%	N	%	OR	95% CI	p-value
Owned Dog							
No	333	46.8%	237	78.5%	1.00	-	-
Yes	378	53.2%	65	21.5%	4.14	3.04 – 5.69	< 0.001
Owned Cat							
No	212	29.8%	105	34.8%	1.00	-	-
Yes	499	70.2%	197	65.2%	1.25	0.94 – 1.67	0.120
Owned Horse							
No	687	96.6%	294	97.4%	1.00	-	-
Yes	24	3.4%	8	2.6%	1.28	0.59 – 3.08	0.546
Owned Bird							
No	649	91.3%	261	86.4%	1.00	-	-
Yes	62	8.7%	41	13.6%	0.61	0.40 – 0.93	0.020
Owned Rabbit							
No	675	94.9%	283	93.7%	1.00	-	-
Yes	36	5.1%	19	6.3%	0.79	0.45 – 1.44	0.431
Owned Fish							
No	608	85.5%	246	81.5%	1.00	-	-
Yes	103	14.5%	56	18.5%	0.74	0.52 – 1.07	0.105
Total Number of Pets Owned							
1	303	42.6%	161	53.3%	1.00	-	-
2	173	24.3%	49	16.2%	1.87	1.30 – 2.73	0.001
3	74	10.4%	30	9.9%	1.31	0.83 – 2.11	0.254
4	40	5.6%	13	4.3%	1.63	0.87 – 3.26	0.141
5	23	3.2%	9	3.0%	1.36	0.63 – 3.16	0.450
6 or greater	98	13.8%	40	13.2%	1.30	0.87 – 1.99	0.212
Role of Pet in Household							
Other	29	4.1%	54	17.9%	1.00	-	-
Trusted Companion	83	11.7%	35	11.6%	4.41	2.45 – 8.14	< 0.001
Family Member	599	84.2%	213	70.5%	5.24	3.27 – 8.54	< 0.001
Region							
Auckland	235	33.1%	94	31.1%	1.00	-	-
Wellington	73	10.3%	30	9.9%	0.97	0.60 – 1.60	0.914

Other North Island	213	30.0%	111	36.8%	0.77	0.55 – 1.06	0.118
Christchurch	113	15.9%	32	10.6%	1.41	0.90 – 2.26	0.141
Other South Island	77	10.8%	35	11.6%	0.88	0.56 – 1.41	0.591
Location Type							
Urban	265	37.3%	116	38.4%	1.00	-	-
Suburban	296	41.6%	121	40.1%	1.07	0.79 – 1.45	0.659
Regional Centre	44	6.2%	25	8.3%	0.77	0.45 – 1.33	0.341
Rural	106	14.9%	40	13.2%	1.16	0.76 – 1.79	0.493
Age							
18-24	92	12.9%	39	12.9%	1.00	-	-
25-29	65	9.1%	17	5.6%	1.62	0.86 – 3.17	0.147
30-34	62	8.7%	37	12.3%	0.71	0.41 – 1.24	0.226
35-39	82	11.5%	24	7.9%	1.45	0.81 – 2.64	0.218
40-44	62	8.7%	25	8.3%	1.05	0.58 – 1.92	0.869
45-49	69	9.7%	35	11.6%	0.84	0.48 – 1.46	0.525
50-54	59	8.3%	25	8.3%	1.00	0.55 – 1.83	0.999
55-59	66	9.3%	22	7.3%	1.27	0.69 – 2.37	0.440
60-64	54	7.6%	28	9.3%	0.82	0.45 – 1.48	0.504
65-69	44	6.2%	29	9.6%	0.64	0.35 – 1.17	0.149
70 and older	56	7.9%	21	7.0%	1.13	0.61 – 2.14	0.701
Gender							
Male	334	47.0%	146	48.3%	1.00	-	-
Female	377	53.0%	156	51.7%	1.06	0.81 – 1.38	0.690
Ethnic Group							
NZ European	584	82.1%	242	80.1%	1.00	-	-
Maori	16	2.3%	9	3.0%	0.74	0.33 – 1.76	0.471
Other	111	15.6%	51	16.9%	0.90	0.63 – 1.31	0.578
Work Status							
Full time	365	51.3%	133	44.0%	1.00	-	-
Part time	181	25.5%	83	27.5%	0.79	0.57 – 1.10	0.168
Not working	165	23.2%	86	28.5%	0.70	0.50 – 0.97	0.032
Highest Education							
Below Year 13	104	14.6%	47	15.6%	1.00	-	-
Completed Year 13	106	14.9%	47	15.6%	1.02	0.63 – 1.66	0.939
Technical or Further Education	197	27.7%	92	30.5%	0.96	0.63 – 1.47	0.879
University	282	39.7%	101	33.4%	1.26	0.83 – 1.90	0.269
Prefer not to say	22	3.1%	15	5.0%	0.66	0.32 – 1.41	0.277

Household Income							
Under $40k	123	17.3%	70	23.2%	1.00	-	-
$40k - $70k	144	20.3%	82	27.2%	0.99	0.67 – 1.49	0.998
$71k - $90k	99	13.9%	33	10.9%	1.71	1.05 – 2.81	0.033
More than $90k	238	33.5%	70	23.2%	1.93	1.30 – 2.87	0.001
Prefer not to say	107	15.0%	47	15.6%	1.30	0.83 – 2.04	0.261
Marital Status							
Single or Never Married	157	22.1%	71	23.5%	1.00	-	-
Living Together	141	19.8%	51	16.9%	1.25	0.82 – 1.92	0.304
Married	340	47.8%	138	45.7%	1.11	0.79 – 1.57	0.537
Divorced or Widowed	73	10.3%	42	13.9%	0.78	0.49 – 1.26	0.317
Number of Adults							
1	94	13.2%	56	18.5%	1.00	-	-
2	425	59.8%	158	52.3%	1.60	1.09 – 2.33	0.014
3	114	16.0%	56	18.5%	1.21	0.76 – 1.92	0.411
4	47	6.6%	19	6.3%	1.47	0.80 – 2.80	0.226
5	20	2.8%	5	1.7%	2.38	0.91 – 7.48	0.100
6 or more	11	1.5%	8	2.6%	0.82	0.31 – 2.23	0.687
Number of Children							
None	434	61.0%	188	62.3%	1.00	-	-
1	130	18.3%	44	14.6%	1.28	0.88 – 1.89	0.206
2	102	14.3%	45	14.9%	0.98	0.67 – 1.46	0.927
3	34	4.8%	16	5.3%	0.92	0.50 – 1.74	0.793
4	9	1.3%	7	2.3%	0.56	0.20 – 1.57	0.252
5 or more	2	0.3%	2	0.7%	0.43	0.05 – 3.63	0.405

Supplementary Table 5. Amount spent on different pet-related items by owners of dogs, cats, and horses in New Zealand. The median category is shown bolded.

Item and amount	Dogs		Cats		Horses	
	N	%	N	%	N	%
	443		696		32	
Food						
Nothing	3	0.70%	5	0.70%	3	9.40%
< $100	21	4.70%	45	6.50%	3	9.40%
$100 - $199	43	9.70%	124	17.80%	6	18.80%
$200 - $499	122	27.50%	202	**29.00%**	3	9.40%
$500 - $999	110	**24.80%**	135	19.40%	5	**15.60%**
$1000 - $1999	49	11.10%	40	5.70%	4	12.50%
>$2000	19	4.30%	13	1.90%	4	12.50%
Don't know	76	17.20%	132	19.00%	4	12.50%
Veterinarian						
Nothing	59	13.30%	227	32.60%	14	43.80%
< $100	56	12.60%	106	15.20%	4	**12.50%**
$100 - $199	99	22.30%	134	**19.30%**	4	12.50%
$200 - $499	92	**20.80%**	93	13.40%	2	6.30%
$500 - $999	59	13.30%	58	8.30%	1	3.10%
$1000 - $1999	16	3.60%	13	1.90%	2	6.30%
>$2000	17	3.80%	14	2.00%	1	3.10%
Don't know	45	10.20%	51	7.30%	4	12.50%
Grooming						
Nothing	235	**53.00%**	587	**84.30%**	14	43.80%
< $100	69	15.60%	45	6.50%	5	**15.60%**
$100 - $199	56	12.60%	15	2.20%	3	9.40%
$200 - $499	36	8.10%	5	0.70%	3	9.40%
$500 - $999	11	2.50%	3	0.40%	2	6.30%
$1000 - $1999	1	0.20%	2	0.30%	0	0.00%
>$2000	2	0.50%	0	0.00%	1	3.10%
Don't know	33	7.40%	39	5.60%	4	12.50%
Training						
Nothing	358	**80.80%**	645	**92.70%**	21	**65.60%**
< $100	29	6.50%	11	1.60%	3	9.40%
$100 - $199	15	3.40%	3	0.40%	2	6.30%
$200 - $499	8	1.80%	2	0.30%	0	0.00%

$500 - $999	3	0.70%	2	0.30%	2	6.30%
$1000 - $1999	1	0.20%	0	0.00%	1	3.10%
>$2000	0	0.00%	0	0.00%	1	3.10%
Don't know	29	6.50%	31	4.50%	2	6.30%
Accessories						
Nothing	104	23.50%	346	49.70%	11	34.40%
< $100	208	**47.00%**	261	**37.50%**	5	15.60%
$100 - $199	72	16.30%	27	3.90%	5	**15.60%**
$200 - $499	13	2.90%	19	2.70%	4	12.50%
$500 - $999	13	2.90%	2	0.30%	4	12.50%
$1000 - $1999	2	0.50%	0	0.00%	0	0.00%
>$2000	1	0.20%	0	0.00%	1	3.10%
Don't know	30	6.80%	41	5.90%	2	6.30%
Boarding						
Nothing	300	**67.70%**	564	**81.00%**	22	**68.80%**
< $100	33	7.40%	28	4.00%	1	3.10%
$100 - $199	22	5.00%	25	3.60%	2	6.30%
$200 - $499	33	7.40%	29	4.20%	1	3.10%
$500 - $999	15	3.40%	9	1.30%	2	6.30%
$1000 - $1999	7	1.60%	4	0.60%	1	3.10%
>$2000	2	0.50%	1	0.10%	1	3.10%
Don't know	31	7.00%	36	5.20%	2	6.30%
Supplements						
Nothing	236	**53.30%**	449	**64.50%**	12	37.50%
< $100	101	22.80%	151	21.70%	6	**18.80%**
$100 - $199	45	10.20%	35	5.00%	2	6.30%
$200 - $499	18	4.10%	17	2.40%	3	9.40%
$500 - $999	6	1.40%	3	0.40%	1	3.10%
$1000 - $1999	0	0.00%	1	0.10%	2	6.30%
>$2000	1	0.20%	0	0.00%	1	3.10%
Don't know	36	8.10%	40	5.70%	5	15.60%
Insurance						
Nothing	357	**80.60%**	623	**89.50%**	27	**84.40%**
< $100	12	2.70%	10	1.40%	0	0.00%
$100 - $199	22	5.00%	12	1.70%	0	0.00%

$200 - $499	11	2.50%	12	1.70%	2	6.30%	
$500 - $999	7	1.60%	1	0.10%	1	3.10%	
$1000 - $1999	1	0.20%	1	0.10%	0	0.00%	
>$2000	1	0.20%	2	0.30%	0	0.00%	
Don't know	32	7.20%	35	5.00%	2	6.30%	
Registration							
Nothing	77	17.40%	591	**84.90%**	22	**68.80%**	
< $100	188	**42.40%**	35	5.00%	3	9.40%	
$100 - $199	102	23.00%	20	2.90%	1	3.10%	
$200 - $499	23	5.20%	6	0.90%	2	6.30%	
$500 - $999	7	1.60%	1	0.10%	0	0.00%	
$1000 - $1999	4	0.90%	1	0.10%	1	3.10%	
>$2000	0	0.00%	0	0.00%	0	0.00%	
Don't know	42	9.50%	42	6.00%	3	9.40%	
Other							
Nothing	274	**61.90%**	503	**72.30%**	14	43.80%	
< $100	61	13.80%	81	11.60%	5	**15.60%**	
$100 - $199	23	5.20%	28	4.00%	2	6.30%	
$200 - $499	12	2.70%	2	0.30%	2	6.30%	
$500 - $999	4	0.90%	7	1.00%	1	3.10%	
$1000 - $1999	1	0.20%	1	0.10%	1	3.10%	
>$2000	2	0.50%	1	0.10%	2	6.30%	
Don't know	66	14.90%	73	10.50%	5	43.80%	
Litter							
Nothing			395	**56.80%**			
< $100			154	22.10%			
$100 - $199			71	10.20%			
$200 - $499			24	3.40%			
$500 - $999			5	0.70%			
$1000 - $1999			1	0.10%			
>$2000			1	0.10%			
Don't know			45	6.50%			

Supplementary Table 6. Amount spent on different pet-related items by owners of birds, rabbits, and fish in New Zealand. The median category is shown bolded.

Item & amount	Bird		Rabbit		Fish	
	N	%	N	%	N	%
	103		55		159	
Food						
Nothing	2	1.9%	1	1.8%	8	5.0%
< $100	32	31.1%	23	41.8%	106	**66.7%**
$100 - $199	30	**29.1%**	15	**27.3%**	20	12.6%
$200 - $499	14	13.6%	8	14.5%	5	3.1%
$500 - $999	4	3.9%	1	1.8%	5	3.1%
$1000 - $1999	3	2.9%	1	1.8%	1	0.6%
>$2000	1	1.0%	0	0.0%	1	0.6%
Don't know	17	16.5%	6	10.9%	13	8.2%
Cage or Aquarium						
Nothing	45	43.7%	19	34.5%	43	27.0%
< $100	26	**25.2%**	14	**25.5%**	55	**34.6%**
$100 - $199	9	8.7%	7	12.7%	27	17.0%
$200 - $499	7	6.8%	7	12.7%	11	6.9%
$500 - $999	2	1.9%	3	5.5%	9	5.7%
$1000 - $1999	2	1.9%	1	1.8%	2	1.3%
>$2000	0	0.0%	0	0.0%	1	0.6%
Don't know	12	11.7%	4	7.3%	11	6.9%
Consumables						
Nothing	43	41.7%	22	40.0%	65	40.9%
< $100	39	**37.9%**	18	**32.7%**	62	**39.0%**
$100 - $199	7	6.8%	7	12.7%	12	7.5%
$200 - $499	2	1.9%	2	3.6%	4	2.5%
$500 - $999	1	1.0%	2	3.6%	5	3.1%
$1000 - $1999	0	0.0%	0	0.0%	0	0.0%
>$2000	0	0.0%	0	0.0%	0	0.0%
Don't know	11	10.7%	4	7.3%	11	6.9%
Veterinarian						
Nothing	78	**75.7%**	33	**60.0%**	135	**84.9%**
< $100	8	7.8%	8	14.5%	9	5.7%
$100 - $199	4	3.9%	6	10.9%	4	2.5%
$200 - $499	3	2.9%	2	3.6%	2	1.3%

$500 - $999	1	1.0%	1	1.8%	0	0.0%
$1000 - $1999	0	0.0%	1	1.8%	0	0.0%
>$2000	0	0.0%	0	0.0%	0	0.0%
Don't know	9	8.7%	4	7.3%	9	5.7%
Other						
Nothing	70	**68.0%**	32	**58.2%**	116	**73.0%**
< $100	14	13.6%	13	23.6%	15	9.4%
$100 - $199	3	2.9%	3	5.5%	7	4.4%
$200 - $499	0	0.0%	0	0.0%	2	1.3%
$500 - $999	2	1.9%	0	0.0%	1	0.6%
$1000 - $1999	1	1.0%	0	0.0%	0	0.0%
>$2000	1	1.0%	2	3.6%	1	0.6%
Don't know	12	11.7%	5	1.8%	17	10.7%