Dog Owner Perceptions

Hello! Our names are Alysia Empert-Gallegos and Sally Poole and we are veterinary students at the University of Glasgow in the United Kingdom. We would like to invite you to take our questionnaire. It will take you approximately 10-15 minutes.

We are undertaking a research project looking into dog owner perceptions about canine feeding and dog food. There are no known risks associated with this questionnaire. Taking part in this study is completely voluntary, and you may terminate your participation and exit the survey at any time, without penalty. You may skip any questions you do not wish to answer. Your participation in this research will be completely confidential, and data will be analyzed anonymously.

By consenting to complete this survey, you agree with the above terms, are over 18 years of age and are the primary caregiver or owner to at least one pet dog.

For further information please contact Philippa.Yam@glasgow.ac.uk

Thank you for participating in this study!

1. Do you consent to the above terms
   *Mark only one oval.*

   [ ] Yes
   [ ] No   *Skip to "Thank you for completing this survey!"*

About You
2. In what country do you currently reside?  
Mark only one oval.

- Afghanistan
- Akrotiri
- Albania
- Algeria
- American Samoa
- Andorra
- Angola
- Anguilla
- Antarctica
- Antigua and Barbuda
- Argentina
- Armenia
- Aruba
- Ashmore and Cartier Islands
- Australia
- Austria
- Azerbaijan
- Bahamas, The
- Bahrain
- Bangladesh
- Barbados
- Bassas da India
- Belarus
- Belgium
- Belize
- Benin
- Bermuda
- Bhutan
- Bolivia
- Bosnia and Herzegovina
- Botswana
- Bouvet Island
- Brazil
- British Indian Ocean Territory
- British Virgin Islands
- Brunei
- Bulgaria
- Burkina Faso
- Burma
- Burundi
- Cambodia
3. What is your gender?
Mark only one oval.
- Female
- Male
- Prefer not to say
- Other: __________________________

4. Are you part of the pet animal industry?
Mark only one oval.
- No. Other profession not related to the animal industry
- Veterinarian or Vet Nurse
- Student of veterinary medicine, veterinary science or veterinary nursing
- Breeder
- Animal Services (groomer, farrier, animal acupuncturist, kennel staff, etc.)
- Animal Industry (pet food, pet toys, pet products)

5. Pick your age group.
Mark only one oval.
- 18-24
- 25-35
- 36-45
- 46-55
- 56-65
- Over 65

6. What is your approximate annual household income? (Please include currency and amount)
_______________________________

7. What are your personal dietary preferences?
Mark only one oval.
- Omnivore (meat and plant based diet)
- Vegetarian
- Vegan
- Other: __________________________
8. Are there children under 10 years of age in your household?
   *Mark only one oval.*
   - Yes
   - No

9. Are you or someone in your household immunocompromised?
   *Mark only one oval.*
   - Yes
   - No
   - I don't know

10. Are you or someone in your household pregnant?
    *Mark only one oval.*
    - Yes
    - No
    - I don't know

11. Have you spoken about your dog's nutrition with your veterinarian?
    *Mark only one oval.*
    - Yes
    - No

12. On a scale from 1 to 5, how knowledgeable do you feel your veterinarian is about animal nutrition?
    *Mark only one oval.*
    
    | 1 | 2 | 3 | 4 | 5 |
    |---|---|---|---|---|
    | Least | | | | Most |

13. On a scale from 1 to 5, how knowledgeable do YOU feel about your dog's nutrition?
    *Mark only one oval.*
    
    | 1 | 2 | 3 | 4 | 5 |
    |---|---|---|---|---|
    | Least | | | | Most |

**About your dog's diet**

Please answer the following questions about your dog(s).

14. What does your dog eat most of the time (their main diet)?
    *Mark only one oval.*
    - Commercial dry/kibble or wet/canned/tinned/sachet
    - Prescription diet for a medical condition
    - Commercially prepared raw food
    - Homemade cooked diet
    - Homemade raw diet
15. **How did you establish your dog’s current diet?**  
*Mark only one oval.*

- Recommendation of a veterinarian or vet nurse/technician
- Recommendation of the breeder or rescue/shelter
- Recommendation in breed specific literature
- Recommendation of friends or family
- Information published by a veterinarian or veterinary nutritionist
- Information published online from a non-veterinary source
- Tradition (always what you have fed)
- Other: __________________________

16. **What specifically made you choose that diet?** Rank in order of importance where 1 is the most important and 8 is the least important.  
*Mark only one oval per row.*

<table>
<thead>
<tr>
<th>Ingredient</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
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<tr>
<td>Ingredients</td>
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<td>Recommendation</td>
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<td>Convenience</td>
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<td>Environmental factors (sustainability)</td>
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<td>Nutrients</td>
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<td>Health of my dog</td>
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<tr>
<td>Cost</td>
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<tr>
<td>How much my dog likes the food</td>
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17. **Does your vet approve of your dog’s diet?**  
*Mark only one oval.*

- Yes
- No
- I don't know

18. **Has your veterinarian ever discussed raw diets with you?**  
*Mark only one oval.*

- Yes
- No

19. **What benefits are you aware of associated with feeding a raw diet?**

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
20. What risks are you aware of associated with feeding a raw diet?

21. On a scale of 1 to 5, where do you rank raw commercial diets in terms of nutrition?  
   *Mark only one oval.*

   1  2  3  4  5  

   Least nutritious □ □ □ □ □  Most nutritious □ □ □ □ □  

22. On a scale of 1 to 5, where do you rank raw commercial diets in terms of risk to human health?  
   *Mark only one oval.*

   1  2  3  4  5  

   Least risk □ □ □ □ □  Most risk □ □ □ □ □  

23. On a scale of 1 to 5, where do you rank raw commercial diets in terms of risk to dog health?  
   *Mark only one oval.*

   1  2  3  4  5  

   Least risk □ □ □ □ □  Most risk □ □ □ □ □  

24. On a scale of 1 to 5, where do you rank homemade raw diets in terms of nutrition?  
   *Mark only one oval.*

   1  2  3  4  5  

   Least nutritious □ □ □ □ □  Most nutritious □ □ □ □ □  

25. On a scale of 1 to 5, where do you rank homemade raw diets in terms of risk to human health?  
   *Mark only one oval.*

   1  2  3  4  5  

   Least risk □ □ □ □ □  Most risk □ □ □ □ □  

   □ □ □ □ □  Most risk □ □ □ □ □  

   □ □ □ □ □  Most risk □ □ □ □ □  

https://docs.google.com/forms/d/1w-dTYFa24Sdq-MolHOYiibjm3TA3nbj-8p6C-IJ2EmW30/edit
26. **On a scale of 1 to 5, where do you rank homemade raw diets in terms of risk to dog health?**  
*Mark only one oval.*

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<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
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</thead>
<tbody>
<tr>
<td>Least risk</td>
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</table>

**Commercial Dry or Wet**

Please answer the following questions about commercially prepared dry or wet diets.

27. **On a scale of 1 to 5, where do you rank commercially prepared dry or wet diets in terms of nutrition?**  
*Mark only one oval.*

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<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
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</thead>
<tbody>
<tr>
<td>Least nutritious</td>
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</tbody>
</table>

28. **On a scale of 1 to 5, where do you rank commercially prepared dry or wet diets in terms of risk to human health?**  
*Mark only one oval.*

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
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</thead>
<tbody>
<tr>
<td>Least risk</td>
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</tbody>
</table>

29. **On a scale of 1 to 5, where do you rank commercially prepared dry or wet diets in terms of risk to dog health?**  
*Mark only one oval.*

<table>
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<th>1</th>
<th>2</th>
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<th>4</th>
<th>5</th>
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</thead>
<tbody>
<tr>
<td>Least risk</td>
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</tbody>
</table>

30. **Select all the statements that you believe to be true.**  
*Check all that apply.*

- [ ] My dog has the same nutritional needs as a wolf  
- [ ] My dog's body has not evolved to digest carbohydrates  
- [ ] My dog is a carnivore  
- [ ] Processed food is unhealthy  
- [ ] Dogs on a raw diet live longer  
- [ ] None of these statements are true

Please write NA if any of the following questions do not apply to you.

31. **If you feed your dog a raw diet, why?**

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
32. If you do not feed your dog a raw diet, why not?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

33. If you don't feed a raw diet to your dog, have you ever considered it?  
Mark only one oval.

☐ Yes

☐ No

☐ Not applicable; I feed raw.

34. Why or why not?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

Thank you for completing this survey!