

Supplementary materials

Table 1. Sampling frame for veterinary surgeon interviewees

Sampling attribute	Variety sought
Business model of practice in which veterinary surgeon works	Corporate, joint venture partnership and independent practices
Type of animals seen by the practice	Small animal only and mixed practices
Number of branches the practice has	Single site and multi-branch
Main location within the practice where the veterinary surgeon works	Branch practice or main clinic site
Experience level of veterinary surgeon	Range of years of graduation
Sex of veterinary surgeon	Male and female
Institution from which the veterinary surgeon graduated	Range of veterinary schools
Job title of veterinary surgeon	Assistant, joint venture partner, partner and clinical director
Postgraduate qualification level of veterinary surgeon	None, working towards practice-based certificate, certificate holder

Table 2. Sampling frame for pet owner interviewees and their pets

Sampling attribute	Variety sought
Sex of owner	Male and female
Presence of co-habiting children	Owners with and without children
Owner educational and work background	Owners with a range of educational attainments and job types
Practice type attended	Corporate, joint venture partnership and independent practices
Previous dog or cat owning experience	First ever dog or cat, first dog or cat as an adult, more than one previous dog or cat owned as an adult.
Species owned	Cat and/or dog owners
Number of dogs or cats currently owned	Mix of single and multiple pets
Breed of dog(s) and/or cat(s)	Mix of pedigree and cross-breeds
Age of pet(s)	Range of ages
Neuter status of pet(s)	Neutered and entire pets
Purpose of pet ownership	Range of pet only and other purposes e.g. agility, working, breeding.