

Additional file 4.

Comparison of Generation Pup owner-reported demographic data with data reported in two other studies.

	Generation Pup	Murray et al. 2010 ^a	Westgarth et al. ^b
Household – single adult, no children	597/3722 16.0% (95%CI 14.8-17.2)	129/784 16.5% (95%CI 13.9-19.1)	39/261 14.9% (95%CI 10.6-19.2)
Cat(s) in household	1034/3722 27.8% (95%CI 26.4-29.2)	191/784 24.4% (95%CI 21.4-27.4)	
Urban/semi-urban location	1577/3704 42.6% (95%CI 41.0-44.2)	519/784 66.2% (95%CI 62.9-69.5)	
Highest level of qualification achieved within household: A level or less	880/3722 23.6% (95%CI 22.2-25.0)	483/784 61.6% (95%CI 58.2-65.0)	
Age of respondent: ≥55 years	876/3715 23.6% (95%CI 22.2-25.0)	285/784 36.4% (95%CI 33.0-39.8)	
Retired	Respondent: 447/3649 12.2% (95%CI 11.1-13.3)		Person within household: 67/260 25.8% (95% CI 20.5-31.1)
Unemployed	155/3649 4.2% (95% CI 3.6-4.9)		Person within household: 8/260 3.1% (95% CI 1.0-5.2)

^a Murray J, Browne W, Roberts M, Whitmarsh A, Gruffydd-Jones T. Number and ownership profiles of cats and dogs in the UK. Vet Rec 2010; 166:163-8.

^b Westgarth C, Pinchbeck GL, Bradshaw JWS, Dawson S, Gaskell RM, Christley RM. Factors associated with dog ownership and contact with dogs in a UK community. BMC Vet Res, 2007; doi: 10.1186/1746-6148-3-5.