

Supplementary Materials

The survey was designed as an online questionnaire (Survey Monkey®, San Mateo, CA, USA) with a mixture of Likert scale questions consisting of six options: 1. Not at all important 2. Somewhat important 3. Important 4. Very important 5. Extremely important and 6. Don't know/ Unsure; multiple choice responses for demographic information where participants could choose from pre-defined response categories with a select number of options (such as age range or sex) and open-ended responses where participants could provide free text answers with no restrictions provided in Table S1 below.

Participant Consent Please read the following statements carefully:

- I agree to participate in the above research project and give my consent freely.
- I understand that the project will be conducted as described in the Participant Invitation.
- I understand that the survey is voluntary, and all participants will remain anonymous.
- I understand I can withdraw from the project at any time and do not have to give any reason for withdrawing.
- I have had the opportunity to have questions answered to my satisfaction.

Table S1: Survey questions.

Question	Question type	Question text	Answer choices
1	Eligibility	Are you 18 years of age or over?	Yes No
2	Eligibility	Do you reside in Australia?	Yes No
3	MCQ	In which age group are you?	18-25 26-33 34-41 42-49 50-57 58-65 Over 65
4	MCQ	What is your gender?	Female Male Other Non-specific Prefer not to say
5	Open ended	What is the title of your main job (in three words or less)?	
6	Open ended	What is your residential postcode?	
7	MCQ	Do you own or work with horses, or are you involved in the equine industry?	Yes No

8	MCQ multi-selection & open-ended (only available if you select yes for Q7)	Please indicate your involvement with horses and/or the equine industry: (Please select all that apply)	Student Academic (Tutor, Lecturer) Researcher Breeder Trainer Livestock business manager Stock agent Animal facility manager / Worker (sale yards, abattoir) Veterinarian Veterinary Nurse Farrier / Trimmer (hoof care) Ancillary animal industry (supplies, pharmaceuticals, shop owner or manager) Nutrition (consultant, feed mill) Competitor Leisure rider Instructor Non-rider Other (please specify)
9	MCQ	Do you work in the animal production or animal livestock industry?	Yes No
10	MCQ multi-selection & open-ended (only available if you select yes for Q9)	Please indicate your involvement in the animal production or livestock industry: (Please select all that apply)	Student Academic (tutor, lecturer) Researcher Breeder Producer Livestock Business Manager Stock agent Animal facility manager/worker (sale yards, abattoir) Veterinarian Vet nurse

			Hoof care (farrier, trimmer) Ancillary animal industry (supplies, pharmaceuticals, shop owner, shop manager) Nutrition (consultant, feed mill) Other (please specify)
11	MCQ	Have you ever worked in an animal feedlot?	Yes No
12	MCQ multi-selection & open-ended (only available if you select yes for Q11)	In what capacity did/do you work in an animal feedlot? (Please select all that apply)	Pen rider Feedlot manager Animal health supervisor Animal health worker Animal induction supervisor Animal induction worker Feed mill manager Feed mill worker Commodity manager Buyer of animals Buyer of feed Loadout supervisor Other (please specify)
13	Likert scale	Please rate the following words for how important you think they are within the animal production/livestock industry: Animal welfare Animal well-being Animal quality of life Animal nutrition Animal's natural behaviour Animal's emotions Animal's environment Animal's physical health Animal's mental health	Not at all important Somewhat important Important Very important Extremely important Don't know / Unsure

14	Likert scale	How important do you think animal agency/choice is? (This means the animal's ability to choose between situations, e.g., a dog choosing between a bone or dry food)	Not at all important Somewhat important Important Very important Extremely important Don't know / Unsure
15	MCQ	Are you aware that horses are sometimes used for work in cattle feedlots?	Yes No
16	MCQ multi-selection & open-ended (only available if you select yes for Q15)	How did you become aware that horses are used for work in cattle feedlots?	Family Friends Workplace Internet (e.g. news articles, Google or other searches) Media (TV, newspapers, magazines, etc) Social media (e.g. Facebook, Instagram, Twitter) Other (please specify)
17	Open ended	Why do you think horses are used for work in a cattle feedlot?	
18	MCQ	Do you think using horses has the potential to improve cattle well-being in a feedlot?	Yes No Not sure
19	MCQ	Do you think horses should work on cattle feedlots?	Yes No Not sure
20	Open ended	Please enter any further comments you would like to add	