



University of Glasgow | School of Veterinary Medicine



## **Aim of the survey**

We are investigating dog body shape and pet food labels.

## **About the survey**

- This survey contains 4 sections. It should take 5 minutes to complete.
- It asks for details about you and your dog.
- All data will be anonymous so we can't identify individuals
- Consent to take part in this study will be inferred through completion of the questionnaire

**THANK YOU**

[Type text]



## Section 1: Details about you and your dog

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<b>About your dog</b>	
Age of your dog	_____ Years _____ Months
Sex of your dog	<input type="checkbox"/> Entire Male <input type="checkbox"/> Entire Female <input type="checkbox"/> Neutered Male <input type="checkbox"/> Neutered Female
Breed	<input type="checkbox"/> Pedigree <input type="checkbox"/> Crossbreed
If your dog is a pedigree, please write the breed in the box	
Please estimate how much your dog weighs (either in stone/lbs/kgs)?	_____ stone/lbs Or _____ kg
Which of the word descriptions best describes your dog's body shape?	<input type="checkbox"/> Thin <input type="checkbox"/> Slightly thin <input type="checkbox"/> Just right <input type="checkbox"/> Slightly overweight <input type="checkbox"/> Overweight
When you walk your dog on the average day, is he/she on or off the lead most of time?	<input type="checkbox"/> He/she is on the lead most of time <input type="checkbox"/> He/she is off the lead most of the time
How much time on average does your dog spend running off lead/after toys ?	<input type="checkbox"/> Less than 10 minutes <input type="checkbox"/> 10 - 30 minutes <input type="checkbox"/> 30 - 60 minutes <input type="checkbox"/> 60 minutes or more <input type="checkbox"/> Don't know
Do you feed your dog table scraps?	<input type="checkbox"/> Never <input type="checkbox"/> Every day <input type="checkbox"/> A few times a week <input type="checkbox"/> Less than weekly <input type="checkbox"/> Never



[Type text]



<b>About you</b>	
Your age (Years)	<input type="checkbox"/> 18-35 <input type="checkbox"/> 36-50 <input type="checkbox"/> 51-65 <input type="checkbox"/> > 65
Your gender	<input type="checkbox"/> Male <input type="checkbox"/> Female
What is your personal annual income?	<input type="checkbox"/> Less than £10,000 <input type="checkbox"/> £10,000-£20,000 <input type="checkbox"/> £20,000-£40,000 <input type="checkbox"/> > £40,000 <input type="checkbox"/> Don't know / Would rather not say
What description best fits your education?	<input type="checkbox"/> No formal qualifications <input type="checkbox"/> Standard grades/GCSE <input type="checkbox"/> Higher grades/A levels <input type="checkbox"/> Degree <input type="checkbox"/> Postgraduate qualification <input type="checkbox"/> Don't know / Would rather not say
What are the first 4 letters of your postcode?	

## Section 2: Your dog's body shape

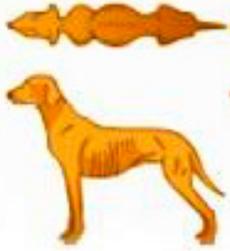
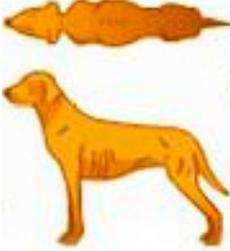
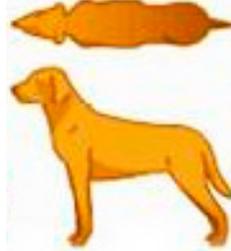
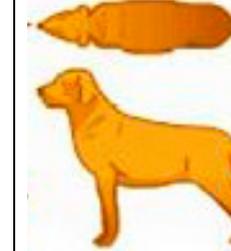
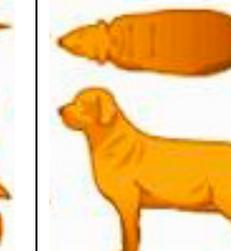
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On the next page, there are some pictures of different body shapes of dogs.

Please tick the box next to the picture that best describes your dog.

[Type text]



					
Q1: Please tick the body shape that is closest to your dog?					
Q2: Please tick the body shape that you would most like your dog to be?					
Q3: Please tick the body shape that most dogs you see regularly look like?					

[Type text]



### Section 3: Pet food labels

Below is a label from a dog food can.

**DAILY FEEDING GUIDE:** Every dog is different. You know if your dog runs about or simply snoozes in the corner so please adjust your dog's food accordingly. (Up to 50% more for active dogs or up to 20% less for less active dogs). Just like you, your dog will enjoy a drink with his dinner, so please always make sure there is some fresh water available. If you want to feed dry dog food as well, you can mix half the recommended portions of PEDIGREE® Adult can and PEDIGREE® Complete dry food to make sure your dog's nutritional requirements are still met. Serve at room temperature.

Complete pet food for adult dogs. **Ingredients:** meat and animal derivatives (including min. 4% meats, min. 4% fresh meat), cereals, vegetable protein extracts, derivatives of vegetable origin, oils and fats, minerals.

**Analysis (%):** protein: 7 / oil: 6.3 / ash: 2 / fibre: 0.8 / moisture: 80. Vitamin D3: 150 IU/kg / Vitamin E: 50 mg/kg / Vitamin levels guaranteed until best before date. / Total copper as copper sulphate: 4 mg/kg / With colourants (permitted EC additives). Best before date, batch number, factory identification number: see bottom of can.

The pyramid diagram shows feeding amounts for different dog weights:

- 5kg: 1 tin
- 10kg: 2 tins
- 20kg: 4 tins
- 30kg: 5 tins

Other labels on the can include: RECYCLABLE STEEL, a circular logo, the Royal Coat of Arms, and the text "By appointment to Her Majesty the Queen Manufacturers of Dog Food." A barcode on the right side has the number 5 000166 014793.

If you were feeding **just** this food to your dog (i.e. no mixer or table scraps), how many tins would you give in total each day?

- ½ tin
- 1 tin
- 1 ½ tins
- 2 tins
- 2 ½ tins
- 3 tins
- 3 ½ tins
- 4 tins
- 4 ½ tins
- 5 tins
  
- Other (please write in amount) \_\_\_\_\_ tins

[Type text]



Below is a label from dry dog food.

Visit our website  
[www.purina-bakers.co.uk](http://www.purina-bakers.co.uk)  
for mouth-watering news,  
games, competitions  
and prizes!



### DAILY FEEDING GUIDE

SIZE OF DOG		DAILY FEED (grams per day)
 Toy Dog	1 - 5 kg	35 - 120
 Small Dog	5 - 10 kg	120 - 200
 Medium	10 - 25 kg	200 - 405
 Large	25 - 45 kg	405 - 630
 Giant	45 - 70 kg	630 - 880



One half pint mug holds  
approximately **100 g of Bakers  
Complete® Meaty Meals™**.  
The recommended daily amounts  
should be adjusted according  
to weather conditions, the animal's  
level of activity and its physical condition.  
Individual needs vary and feeding should be  
adjusted as required to help maintain your dog  
at a lean, healthy body weight.

If you were feeding just this food to your dog (i.e. no mixer or table scraps), how many grams would you give **in total** each day?

\_\_\_\_\_ grams

[Type text]



## Section 4: Your dog's measurements

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We will body condition score and weigh your dog. The results will be recorded on this sheet.

If you do not want to take part in this part of the study, please leave your questionnaire in the box provided.

<b>Your dog's measurements</b>	
Your dogs body condition score is	1 2 3 4 5
Your dog's weight is (kg)	
Advice given to owner	