

## Supplementary material

### *Interview Guide and Vignettes*

#### **Interview questions**

**Q1** I am interested in all aspects of how and why you do what you do to care for, train and ride <horse's name>. Tell me everything.

**Q2.** <If they mentioned they trained with a coach> You mentioned you have a coach. Tell me about your coach.

**Q3.** Tell me about a time where you changed the way you did something with your horses.

**Q4.** I'm curious, you ride <horse's name> with/without a bit. Tell me about choosing to ride with/without a bit.

**Q5.** Other people have told me that owning and riding horses is very challenging. Tell me about your challenges with your riding.

**Q6.** I recently read an article in a horse magazine that said: 'Future of equestrian sport under threat due to community concern about horse welfare'. What are your thoughts on the welfare of ridden horses?

**Q7.** Is there anything else that you feel is important regarding any aspect of horses and riding that we haven't covered that you would like to share with me?

**Q8.** Do you have time to run through four common scenarios, I would like to get your opinion.

#### **Scenario 1**

Sally is an experienced horse person and has just bought a very promising two-year-old he is very mature looking, and Sally thinks he will make a talented riding horse. The most sought-after local horse breaker that is difficult to get into has told her he has a place available for her gelding in two weeks. The breaker has told her if she doesn't take this place, his next available place is not for another 12 months.

In your opinion, what would most people in Sally's position do?

#### **Scenario 2**

Sally's horse is really lazy and she's having trouble getting him going. She is getting frustrated and is worried that she won't enjoy riding if she can't fix him.

In your opinion, what would most people in Sally's position do?

#### **Scenario 3**

When Sally goes to catch her horse, he puts his ears back and turns away from her. He is getting harder and harder to catch. Taking him a carrot used to work, but not anymore.

In your opinion, what would most people in Sally's position do?

**Scenario 4**

Sally got her first horse about three months ago and when she rides him, he jig-jogs and is evading the bit (running through her hands and opening his mouth).

In your opinion, what would most people in Sally's position do?