Supplementary Figure S1 – SAS code used for analysis of quantitative data

```
/* Data for Public entomology survey 2025 USA and UK CloudResearch
participants responses*/

FILENAME REFFILE 'Insert path;

PROC IMPORT DATAFILE=REFFILE
     DBMS=CSV
     OUT=can_raw;
     GETNAMES=YES;
RUN;

proc print data=can_raw (obs=100);*use the obs option to get this to
print quickly!;
run;

data clean;
     set can_raw;
     if progress=100; *52 dropped, didn't finish survey;
     if duplicate_score=0; *7 dropped, participant already completed
survey;
     if consent=1; *28 dropped, participant did not consent to
participate in survey;
     if dem_quota_full=0; *95 dropped, demographic category filled;
     if attention_pass=1; *12 dropped, failed attention check;
*    if duration<618; *drop extreme values (95%+) to get a better
estimate of duration;
     if duration>98; *136 dropped, values less than half of the median
following Gesas rule;
     if quality_data=1; *67 dropped, didn't provide qualitative
opinion "no" "N/A" random letters or similar;
run;

proc print data=clean; *use the obs option to get this to print
quickly!;
run;

*rearange data to see omnivore or non-omnivore;

data OV; *omnivore;
     set clean;
     if uk_diet=3 or usa_diet=3;
     diet_group=1;
run;
```

```
data VG; *vegitarian;
      set clean;
      if uk_diet=1 or usa_diet=1;
      diet_group=0;
run;

data VE; *vegan;
      set clean;
      if uk_diet=2 or usa_diet=2;
      diet_group=0;
run;

data diet_combo;
      set OV VG VE;
run;

proc sort data=diet_combo;
      by diet_group;

proc print data=diet_combo (obs=100);
run;

*rearrange data to see gender as woman or other;

data GW; *gender woman;
      set diet_combo;
      if uk_gender=1 or usa_gender=1;
      gender_group=1;
run;

data GM; *gender male;
      set diet_combo;
      if uk_gender=0 or usa_gender=0;
      gender_group=0;
run;

data GNS; *gender prefer not say;
      set diet_combo;
      if uk_gender=2 or usa_gender=2;
      gender_group=0;
run;

data gender_combo;
      set GW GM GNS;
run;
```

```
proc sort data=gender_combo;
      by gender_group;

proc print data=gender_combo (obs=100);
run;

*rearrange data to bring do you have children under 1 label;

data C1; *Yes;
      set gender_combo;
      if uk_children=1 or usa_children=1;
      children=1;
run;

data C2; *No;
      set gender_combo;
      if uk_children=0 or usa_children=0;
      children=0;
run;

data children_combo;
      set C1 C2;
run;

proc sort data=children_combo;
      by children;

proc print data=children_combo (obs=100);
run;

*rearrange data to bring do you have pets under 1 label;

data P1; *Yes;
      set children_combo;
      if uk_pets=1 or usa_pets=1;
      pets=1;
run;

data P2; *No;
      set children_combo;
      if uk_pets=0 or usa_pets=0;
      pets=0;
run;

data pets_combo;
      set P1 P2;
```

```
run;

proc sort data=pets_combo;
     by pets;

proc print data=pets_combo (obs=100);
run;

*rearrange data to see income in 4 groups;

data I1; *less than $15,000 USD or 12,000 GBP;
     set pets_combo;
     if uk_income=1 or usa_income=1;
     income_group=1;
run;

data I2; *$15,000-$24,999 USD or 12,000-19,999 GBP;
     set pets_combo;
     if uk_income=2 or usa_income=2;
     income_group=1;
run;

data I3; *$25,000-$34,999 USD or 20,000-27,999 GBP;
     set pets_combo;
     if uk_income=3 or usa_income=3;
     income_group=2;
run;

data I4; *$35,000-$49,999 USD or 28,000-39,999 GBP;
     set pets_combo;
     if uk_income=4 or usa_income=4;
     income_group=2;
run;

data I5; *$50,000-$74,999 USD or 40,000-59,999 GBP;
     set pets_combo;
     if uk_income=5 or usa_income=5;
     income_group=3;
run;

data I6; *$75,000-$99,999 USD or 60,000-79,999 GBP;
     set pets_combo;
     if uk_income=6 or usa_income=6;
     income_group=3;
run;
```

```
data I7; *$100,000-$149,999 USD or 80,000-119,999 GBP;
      set pets_combo;
      if uk_income=7 or usa_income=7;
      income_group=4;
run;

data I8; *$150,000-$199,999 USD or 120,000-159,999 GBP;
      set pets_combo;
      if uk_income=8 or usa_income=8;
      income_group=4;
run;

data I9; *$200,000 USD or 160,000 GBP and above;
      set pets_combo;
      if uk_income=9 or usa_income=9;
      income_group=4;
run;
data income_combo;
      set I1 I2 I3 I4 I5 I6 I7 I8 I9;
      run;
proc sort data=income_combo;
      by income_group;

proc print data=income_combo (obs=100);
run;

*rearrange data to see age in 3 groups;

data A1; *18-34 years - UK here and USA in data A5 below;
      set income_combo;
      if uk_age>17 and uk_age<35;
      age_group=1;
run;

data A2; *35-64 years UK;
      set income_combo;
      if uk_age>34 and uk_age<65;
      age_group=2;
run;

data A3; *35-64 years USA;
      set income_combo;
      if usa_age>34 and usa_age<65;
      age_group=2;
run;
```

```
data A4; *65 years and over;
      set income_combo;
      if uk_age>64 or usa_age>64;
      age_group=3;
run;

data A5; *18-34 years USA;
      set income_combo;
      if usa_age>17 and usa_age<35;
      age_group=1;
run;
data age_combo;
      set A1 A2 A3 A4 A5;
      run;
proc sort data=age_combo;
      by age_group;
proc print data=age_combo (obs=100);
run;

data AT1; * bringing UK and USA age as a continuous variable under
one;
      set age_combo;
      age=uk_age;
run;

data AT2;
      set age_combo;
      age=usa_age;
run;

data age_both_together;
      set AT1 AT2;
      if age <=.Z then delete;
run;

proc sort data=age_both_together;
      by age;
proc print data=age_both_together (obs=100);
run;

data R1; * bringing UK and USA region into one variable;
      set age_both_together;
      region=uk_region;
run;

data R2;
```

```
      set age_both_together;
      region=usa_region;
run;

data region_combo;
      set R1 R2;
      if region <=.Z then delete;
run;

proc sort data=region_combo;
      by region;
proc print data=region_combo (obs=100);
run;

*bringing UK and USA where lived as child into one variable;
data LC1; *urban;
      set region_combo;
      if uk_lived_child=1 or usa_lived_child=1;
      lived_child=1;
run;

data LC2; *suburban;
      set region_combo;
      if uk_lived_child=2 or usa_lived_child=2;
      lived_child=2;
run;

data LC3; *rural;
      set region_combo;
      if uk_lived_child=3 or usa_lived_child=3;
      lived_child=3;
run;

data LC_combo;
      set LC1 LC2 LC3;
run;

proc sort data=LC_combo;
      by lived_child;

proc print data=LC_combo (obs=100);
run;

*bringing UK and USA where live now into one variable;
data LN1; *urban;
      set LC_combo;
```

```
      if uk_currently_live=1 or usa_currently_live=1;
      currently_live=1;
run;

data LN2; *suburban;
      set LC_combo;
      if uk_currently_live=2 or usa_currently_live=2;
      currently_live=2;
run;

data LN3; *rural;
      set LC_combo;
      if uk_currently_live=3 or usa_currently_live=3;
      currently_live=3;
run;

data LN_combo;
      set LN1 LN2 LN3;
run;

proc sort data=LN_combo;
      by currently_live;

proc print data=LN_combo (obs=100);
run;

*bringing UK and USA familiar with research into one variable;
data FR1; *not at all;
      set LN_combo;
      if uk_familiar_research=1 or usa_familiar_research=1;
      familiar_research=1;
run;

data FR2; *slightly;
      set LN_combo;
      if uk_familiar_research=2 or usa_familiar_research=2;
      familiar_research=2;
run;

data FR3; *moderately;
      set LN_combo;
      if uk_familiar_research=3 or usa_familiar_research=3;
      familiar_research=3;
run;

data FR4; *very;
```

```
      set LN_combo;
      if uk_familiar_research=4 or usa_familiar_research=4;
      familiar_research=4;
run;

data FR5; *extremely;
      set LN_combo;
      if uk_familiar_research=5 or usa_familiar_research=5;
      familiar_research=5;
run;
data FR_combo;
      set FR1 FR2 FR3 FR4 FR5;
run;

proc sort data=FR_combo;
      by familiar_research;

proc print data=FR_combo (obs=100);
run;

*bringing UK and USA politics into one variable;
data P1; *labour;
      set FR_combo;
      if uk_politics=1;
      politics=1;
run;

data P2; *Conservative;
      set FR_combo;
      if uk_politics=2;
      politics=2;
run;

data P3; *liberal democrat;
      set FR_combo;
      if uk_politics=3;
      politics=3;
run;

data P4; *independent;
      set FR_combo;
      if uk_politics=4 or usa_politics=4;
      politics=4;
run;

data P5; *none of the above;
```

```
      set FR_combo;
      if uk_politics=5 or usa_politics=5;
      politics=5;
run;

data P6; *no opinion;
      set FR_combo;
      if uk_politics=6 or usa_politics=6;
      politics=6;
run;

data P7; *republican;
      set FR_combo;
      if usa_politics=7;
      politics=7;
run;

data P8; *democrat;
      set FR_combo;
      if usa_politics=8;
      politics=8;
run;

data politics_combo;
      set P1 P2 P3 P4 P5 P6 P7 P8;
run;

proc sort data=politics_combo;
*     by politics;
      by tx;
proc print data=politics_combo (obs=100);
run;

*need to re-arrange the data to have aware of entomology practice
labelled identically for all treatments;

data AP1;
      set politics_combo;
      if tx=1;
      aware_practice = aware_practice_1;
run;

data AP2;
      set politics_combo;
      if tx=2;
      aware_practice = aware_practice_2;
```

```
run;

data AP3;
      set politics_combo;
      if tx=3;
      aware_practice = aware_practice_3;
run;

data AP4;
      set politics_combo;
      if tx=4;
      aware_practice = aware_practice_4;
run;

data AP5;
      set politics_combo;
      if tx=5;
      aware_practice = aware_practice_5;
run;

data knowledge_combo;
      set AP1 AP2 AP3 AP4 AP5;
run;

proc sort data=knowledge_combo;
      by aware_practice;

proc print data=knowledge_combo (obs=100);
run;

*need to re-arrange the data to have support for original entomology
practice labelled identically for all treatments;

data SO1;
      set knowledge_combo;
      if tx=1;
      support_original = support_original_1;
run;

data SO2;
      set knowledge_combo;
      if tx=2;
      support_original = support_original_2;
run;

data SO3;
```

```
      set knowledge_combo;
      if tx=3;
      support_original = support_original_3;
run;

data SO4;
      set knowledge_combo;
      if tx=4;
      support_original = support_original_4;
run;

data SO5;
      set knowledge_combo;
      if tx=5;
      support_original = support_original_5;
run;

data SO_combo;
      set SO1 SO2 SO3 SO4 SO5;
run;

proc sort data=SO_combo;
      by support_original;

proc print data=SO_combo (obs=100);
run;

*need to re-arrange the data to have support for neutral change
entomology practice labelled identically for all treatments;

data SN1;
      set SO_combo;
      if tx=1;
      support_neutral = support_neutral_1;
run;

data SN2;
      set SO_combo;
      if tx=2;
      support_neutral = support_neutral_2;
run;

data SN3;
      set SO_combo;
      if tx=3;
      support_neutral = support_neutral_3;
```

```
run;

data SN4;
      set SO_combo;
      if tx=4;
      support_neutral = support_neutral_4;
run;

data SN5;
      set SO_combo;
      if tx=5;
      support_neutral = support_neutral_5;
run;

data SN_combo;
      set SN1 SN2 SN3 SN4 SN5;
run;

proc sort data=SN_combo;
      by support_neutral;

proc print data=SN_combo (obs=100);
run;

*need to re-arrange the data to have support for refined change
entomology practice labelled identically for all treatments;

data SR1;
      set SN_combo;
      if tx=1;
      support_refined = support_refined_1;
run;

data SR2;
      set SN_combo;
      if tx=2;
      support_refined = support_refined_2;
run;

data SR3;
      set SN_combo;
      if tx=3;
      support_refined = support_refined_3;
run;

data SR4;
```

```
      set SN_combo;
      if tx=4;
      support_refined = support_refined_4;
run;

data SR5;
      set SN_combo;
      if tx=5;
      support_refined = support_refined_5;
run;

data SR_combo;
      set SR1 SR2 SR3 SR4 SR5;
run;

proc sort data=SR_combo;
      by support_refined;

proc print data=SR_combo (obs=100);
run;

*need to re-arrange the data with attitude construct labelled
identically for all treatments;
*one intuitive way of of doing this is just through a series of data
statements as shown below;

data T1;
      set SR_combo;
      if tx=1;
      attitude_a = attitude_1_a;
      attitude_b = attitude_1_b;
      attitude_c = attitude_1_c;
run;

data T2;
      set SR_combo;
      if tx=2;
      attitude_a = attitude_2_a;
      attitude_b = attitude_2_b;
      attitude_c = attitude_2_c;
run;

data T3;
      set SR_combo;
      if tx=3;
      attitude_a = attitude_3_a;
```

```
      attitude_b = attitude_3_b;
      attitude_c = attitude_3_c;
run;

data T4;
      set SR_combo;
      if tx=4;
      attitude_a = attitude_4_a;
      attitude_b = attitude_4_b;
      attitude_c = attitude_4_c;
run;

data T5;
      set SR_combo;
      if tx=5;
      attitude_a = attitude_5_a;
      attitude_b = attitude_5_b;
      attitude_c = attitude_5_c;
run;

data tx_combo;
      set T1 T2 T3 T4 T5;
      run;
proc sort data=tx_combo;
      by tx;

proc print data=tx_combo (obs=100);
run;

*due to attention check need to reverse scores in attitude_b (forgot
before survey launch);

data rev_combo;
      set tx_combo;
      if attitude_b=1 then attitude_b_r=7;
      if attitude_b=2 then attitude_b_r=6;
      if attitude_b=3 then attitude_b_r=5;
      if attitude_b=4 then attitude_b_r=4;
      if attitude_b=5 then attitude_b_r=3;
      if attitude_b=6 then attitude_b_r=2;
      if attitude_b=7 then attitude_b_r=1;
*     keep id attitude_b attitude_b_r;
run;

proc sort data=rev_combo;
      by id;
```

```
proc print data=rev_combo (obs=100);
run;

*create attitude construct and keep relevant variables;

data final;
      set rev_combo;
      attitude_score = (attitude_a+attitude_b_r+attitude_c)/3;
      keep id tx attitude_score aware_practice support_original
support_neutral support_refined
      country region age age_group gender_group income_group children
pets diet_group lived_child
      currently_live politics familiar_research attitude_a attitude_b_r
attitude_c;
run;
proc sort data=final;
      by id;

proc print data=final (obs=100);
run;

*Now we need to combine support_original support_neutral
support_refined into one variable;
*will use this data set with 4083 observations (repeated measures) in
funding support regression model;
data FS1;
      set final;
      funding_support = support_original;
      group = 1;
run;

data FS2;
      set final;
      funding_support = support_neutral;
      group = 2;
run;

data FS3;
      set final;
      funding_support = support_refined;
      group = 3;
run;

data funding_combo;
      set FS1 FS2 FS3;
```

```
      run;
proc sort data=funding_combo;
      by group;

proc print data=funding_combo (obs=100);
run;

proc boxplot data=funding_combo;
      plot funding_support*group;
run;

*below Cronbach's coeffiecent alpha to estimate reliability of
attitude construct (use standardized);

proc corr data=final nomiss alpha plots(maxpoints=10000)=matrix;
      var attitude_a attitude_b_r attitude_c;
run;

*Factor Analysis checking unidimensionality of
constructs(eigenvalues>1);

*-attitude construct;
proc factor data=final corr scree ev rotate = varimax method=prinit
priors=smc;
      var attitude_a attitude_b_r attitude_c;
run;

***Aware of practice*** - frequency data for reporting in manuscript;

Proc freq data=final;
            table aware_practice*tx /  plots=all;
run;

*Graphing;

proc sgplot data=final;
      vbar tx /  group=aware_practice groupdisplay=cluster;
run;

***ATTITUDE SCORE MODEL*** Not include income or politics since not
equal between UK&USA;

proc anova data=final; *post hoc analysis of demographic factors;
      class tx age_group country gender_group children pets lived_child
currently_live diet_group familiar_research;
```

```
      model attitude_score = tx age_group country gender_group children
pets lived_child currently_live diet_group familiar_research;
      means tx age_group country gender_group children pets lived_child
currently_live diet_group familiar_research / tukey;
run;

*ANNOVA cautioned proc GLM might be more appropriate;

proc glm data=final plots=all; *check to see what to include in model;
      class tx country gender_group children pets lived_child
currently_live diet_group familiar_research;
      model attitude_score = tx age country gender_group children pets
lived_child currently_live diet_group familiar_research;
run;

*Checking corrilation of sig demographics at p<0.20;
proc corr data=final;
      Var country gender_group children diet_group familiar_research;
run;
*Checking distribution of participants of significant demographics
acrossall 5 treatments*;

      /*Distribution of attitude score by system*/
      Proc freq data=final;
            table gender_group*tx / expected chisq out=gender_group
plots=all;
      run; /*-->Confirmed that not unexpected (uneven) distribution
between tx*/
      Proc freq data=final;
            table children*tx / expected chisq out=children plots=all;
      run; /*-->Confirmed that not unexpected (uneven) distribution
between tx*/;
      Proc freq data=final;
            table diet_group*tx / expected chisq out=diet_group
plots=all;
      run;  *Unexpected (uneven) distribution between tx so variable
removed;
      Proc freq data=final;
            table familiar_research*tx / expected chisq
out=familiar_research plots=all;
      run;  *Confirmed that not unexpected (uneven) distribution between
tx;
      Proc freq data=final;
            table country*tx / expected chisq out=country plots=all;
      run;  *Confirmed that not unexpected (uneven) distribution between
tx;
```

```
proc glm data=final plots=all; *check for tx_attitude interation with
sig variables;
      class tx country gender_group children familiar_research;
      model attitude_score = tx country gender_group children
familiar_research tx*country tx*gender_group tx*children
tx*familiar_research;
      run;
* tx*country, tx*gender_group interactions significant p<0.20;

*FINAL Attitude Model without all P<0.20 variables and interactions*;

proc glm data=final plots=all; *could not use actucal sample
demographics for LMS calculations (obsmargins);
      class tx country gender_group children familiar_research;
      model attitude_score = tx country gender_group children
familiar_research tx*country tx*gender_group;
      lsmeans gender_group / stderr cl pdiff diff;
      lsmeans children / stderr cl pdiff diff;
      lsmeans country*tx / stderr cl pdiff diff;
      lsmeans familiar_research / stderr cl pdiff diff;
run;

proc means n mean std stderr max min data=final; *this allows you to
see response means and other basic stats;
      var attitude_score;
run;

proc sort data=final;
      by tx;

proc means n mean std stderr max min data=final; *this allows you to
see response means and other basic stats;
      by tx;
      var attitude_score;
run;
proc means n mean std stderr max min data=final; *this allows you to
see response means and other basic stats;
      by tx;
      class country;
      var attitude_score;
run;

proc sort data=final;
      by gender_group;
```

```
proc means n mean std stderr max min data=final; *this allows you to
see response means and other basic stats;
      by gender_group;
      var attitude_score;

proc sort data=final;
      by children;

proc means n mean std stderr max min data=final; *this allows you to
see response means and other basic stats;
      by children;
      var attitude_score;

proc sort data=final;
      by familiar_research;

proc means n mean std stderr max min data=final; *this allows you to
see response means and other basic stats;
      by familiar_research;
      var attitude_score;


/*Graphing*/;

proc sgplot data=final;
      vbox attitude_score / group=tx;
run;
proc sgplot data=final;
      vbox attitude_score / group=gender_group;
run;
proc sgplot data=final;
      vbox attitude_score / category=tx group=country;
run;
proc sgplot data=final;
      vbox attitude_score / group=children;
run;
proc sgplot data=final;
      vbox attitude_score / group=familiar_research;
run;


*FUNDING SUPPORT MODEL** Not include income or politics since not
equal between UK&USA;
```

```
proc anova data=funding_combo; *post hoc analysis of demographic
factors;
      class tx age_group country gender_group children pets lived_child
currently_live diet_group familiar_research;
      model funding_support = tx age_group country gender_group
children pets lived_child currently_live diet_group familiar_research;
      means tx age_group country gender_group children pets lived_child
currently_live diet_group familiar_research / tukey;
run;

*Using proc mixed due to repeated measures in funding_support;

proc mixed data=funding_combo plots=all; *check to see what to include
in model;
      class group id tx country gender_group children pets lived_child
currently_live diet_group familiar_research;
      model funding_support = group tx age country gender_group
children pets lived_child currently_live diet_group familiar_research;
      repeated / type=cs sub=ID;
      lsmeans group / pdiff=all;
run;

*Checking distribution of participants of significant demographics at
p<0.20*;
      *Distribution of demographic var by treatment* only one not
investigated was currently_live;

      Proc freq data=final;*use data=final so no psudo-replication;
            table currently_live*tx / expected chisq out=currently_live
plots=all;
      run; *-->Confirmed that not unexpected (uneven) distribution
between tx*;

proc mixed data=funding_combo plots=all; *explore group interactions;
      class group id tx country gender_group children currently_live
familiar_research;
      model funding_support = group tx country gender_group children
currently_live familiar_research tx*group country*group
gender_group*group children*group currently_live*group
familiar_research*group;
      repeated / type=cs sub=ID;
      lsmeans group / pdiff=all;
run;
*tx*group, country*group, gender_group*group interactions sign at
p<0.20;
```

```
*FINAL Funding Support Model without all P<0.20 variables and
interactions*;
ods graphics on / discretemax=1400;

proc mixed data=funding_combo plots=all ; *obsmargins to use actucal
sample demographics for LMS calculations;
     class group id tx country gender_group children currently_live
familiar_research;
     model funding_support = group tx country gender_group children
currently_live familiar_research tx*group country*group
gender_group*group;
     repeated / type=cs sub=ID;
     lsmeans group / cl obsmargins pdiff diff ;
     lsmeans tx / cl obsmargins pdiff diff;
     lsmeans country / cl obsmargins pdiff diff;
     lsmeans gender_group / cl obsmargins pdiff diff;
     lsmeans children / cl obsmargins pdiff diff;
     lsmeans familiar_research / cl obsmargins pdiff diff;
     lsmeans group*tx / cl obsmargins pdiff diff;
     lsmeans group*country / cl obsmargins pdiff diff;
     lsmeans group*gender_group / cl obsmargins pdiff diff;
run;

proc means n mean std stderr max min data=final; *this allows you to
see response means and other basic stats;
     var support_original support_neutral support_refined;
run;

proc sort data=final;
     by tx;

proc means n mean std stderr max min data=final; *this allows you to
see response means and other basic stats;
     by tx;
     var support_original support_neutral support_refined;
run;

proc sort data=funding_combo;
     by country;

proc means n mean std stderr max min data=funding_combo; *this allows
you to see response means and other basic stats;
     by country;
     var funding_support;
run;
```

```
proc sort data=final;
      by country;

proc means n mean std stderr max min data=final; *this allows you to
see response means and other basic stats;
      by country;
      var support_original support_neutral support_refined;
run;

proc sort data=funding_combo;
      by gender_group;

proc means n mean std stderr max min data=funding_combo; *this allows
you to see response means and other basic stats;
      by gender_group;
      var funding_support;
run;

proc sort data=final;
      by gender_group;

proc means n mean std stderr max min data=final; *this allows you to
see response means and other basic stats;
      by gender_group;
      var support_original support_neutral support_refined;
run;

proc sort data=funding_combo;
      by children;

proc means n mean std stderr max min data=funding_combo; *this allows
you to see response means and other basic stats;
      by children;
      var funding_support;
run;

proc sort data=final;
      by children;

proc means n mean std stderr max min data=final; *this allows you to
see response means and other basic stats;
      by children;
      var support_original support_neutral support_refined;
run;

proc sort data=funding_combo;
```

```
      by familiar_research;

proc means n mean std stderr max min data=funding_combo; *this allows
you to see response means and other basic stats;
      by familiar_research;
      var funding_support;
run;

proc sort data=final;
      by familiar_research;

proc means n mean std stderr max min data=final; *this allows you to
see response means and other basic stats;
      by familiar_research;
      var support_original support_neutral support_refined;
run;

/*Graphing*/

proc sgplot data=funding_combo;
      vbox funding_support / group=group;
run;

proc sgplot data=funding_combo;
      vbox funding_support / category=tx group=group;
run;
```

Supplementary Figure S2 – Codebook used for analysis of qualitative data

Codebook 1 – Attitude towards practices used during entomology research

Theme – Focused on the animals
1. Animal impacts – rational provided by participant asserts animals will experience or not experience pain, suffering, distress, harm or similar
2. Value of life – rational provided by participant asserts life, animal life, insect life, or similar has or does not have value

Theme – Focused on ethics
3. Cruelty – rational provided by participant asserts that the practice is cruel
4. Normative values – rational provided by participant asserts that practices are broadly acceptable or not acceptable animal treatment
5. Utilitarian reasoning – rational provided by participant asserts a conscious weighing of harms to insects (animal impacts) and benefits to society (scientific progress)

Theme – Focused on science
6. Scientific progress – rational provided by participant asserts that practices are required or not required to advance scientific progress or similar
7. Alternatives – rational provided by participant asserts there is, isn't, or should find alternatives to the procedures described

Theme – Focused on participants
8. Ambivalence – rational provided by participant asserts no opinion, doesn't matter, doesn't know, no comment, or that they don't care
9. Confused – rational provided by participant asserts they didn't understand the question asked
10. Unable to describe – rational provided by participant asserts they are unsure why, describes a belief, feeling or existing opinion
11. Lack information – rational provided by participant asserts they need more information to justify opinion
12. Unfamiliar – participant states they are unaware or unfamiliar about the topic

Theme – Other – rational provided by participant does not fit into prevailing themes or is unclear

Codebook 2 – Likelihood to support public funding of future entomology research

Theme – Focused on the research procedures
1. Change in procedure – rational provided by participant asserts refinements improve or did not change willingness to fund research or that additional refinements to procedures are required
2. Never support – rational provided by participant asserts they are against animal research, will not support, or the research as cruel
3. Disregard for insects – rational provided by participant asserts a disregard, unpleasantness, or a lack of concern for insects or their experiences

Theme – Focused on the scientific merit
4. Necessity – rational provided by participant asserts described research is needed or unnecessary for scientific advancement
5. Trust scientists – rational provided by participant asserts they trust scientists and their decisions

Theme – Focused on the societal benefit
6. Public value – rational provided by participant asserts decision was based on importance of research to broader society
7. Financial cost – rational provided by participant asserts financial cost to society influenced their decision
8. Alternative benefits – rational provided by participant asserts the public interest would be better served by not funding insect research or funding other types of research

Theme – Focused on the participant
9. Ambivalence – rational provided by participant asserts no opinion, doesn't matter, no comment, or that they don't care
10. Unable to describe – rational provided by participant asserts they are unsure why, don't know, describes a belief, feeling or existing opinion
11. Lack information – rational provided by participant asserts they need more information to justify opinion
12. Unfamiliar – participant states they are unaware or unfamiliar about the topic

Theme – Other – rational provided by participant does not fit into prevailing themes or is unclear