In 2014, OVMA retained Leger to execute a survey to evaluate the attitudes of Ontario pet owners and their perceptions of the veterinary profession. That survey showed that Ontario pet owners had positive opinions of the province’s veterinarians. OVMA committed to re-perform the Leger survey to once again examine the public’s opinion of the veterinary profession to see if sentiment has changed. The 2018 survey was delivered online to 1,000 pet owners across Ontario.

THE SURVEY SAYS:
Ontario pet owners have very positive opinions of the province’s veterinarians. They regularly take their pets for check-ups, trust their veterinarian’s expertise, believe their veterinarian genuinely has their pet’s best interest at heart and are satisfied with their experience at the veterinarian.

KEY FINDINGS

PET OWNERS TRUST THEIR VETERINARIAN
95% say they trust that their veterinarian has their pet’s best interest at heart.

PET OWNERS HAVE A POSITIVE EXPERIENCE AT THE VETERINARIAN
96% were satisfied with their last visit to the veterinarian.

PET OWNERS ARE LIKELY TO RECOMMEND THEIR VETERINARIAN
90% are likely to recommend their current veterinarian.

PET OWNERS UNDERSTAND THEIR VETERINARIAN
97% say they understood their veterinarian’s explanation of their pet’s diagnosis.

PET OWNERS WANT TO KNOW MORE ABOUT THEIR PET’S CARE
58% would like more recommendations from their veterinarian on nutrition, everyday health or preventive care.

PET OWNERS AREN’T BEING TOLD ABOUT PET INSURANCE
2/3 say their veterinarian has not recommended purchasing pet insurance.

MORE INTERESTING STATS

Younger clients visit the veterinarian more often than older clients.
On average, pet owners aged 18-34 visit their veterinarian three times a year, while owners 35 years and older only visit twice a year.

Pet owners want to be reminded of appointments and vaccinations.
83% say offering a reminder service is an important attribute of a veterinary clinic.