Ontario pet owners have very positive opinions of the province’s veterinarians - they regularly take their pets for check-ups, trust in their veterinarian’s expertise and opinions, and feel their regular clinic communicates well. They also believe their veterinarian is thorough, does not send for unnecessary tests or procedures, and genuinely has their pet’s best interests at heart.

97% of owners surveyed described themselves as “satisfied” with their last veterinary visit (including not only check-ups, but emergency and illness-related appointments).

Most owners believe they understood their veterinarian’s explanations well during their most recent visit, and most received both a treatment and cost breakdown.

Although they believe veterinarians are trustworthy experts when it comes to animal health, when pet owners have questions about food and nutrition they go to their veterinarian and the internet in equal measure.

The majority of owners do not have pet insurance, largely because of the perceived cost. Very few report receiving a recommendation to purchase such insurance from their veterinarian, although nearly half of those who hold a pet insurance policy say their veterinarian recommended it.