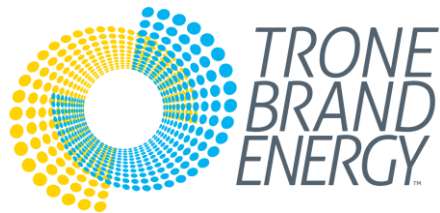


2014 AAHA Pet Owner Study

American Animal Hospital Association



A partnership with



The Study

823 US Cat and Dog Owners

Margin of error +/-3.41

Learning:

- Awareness and perceptions of AAHA (follow-up to 2008 study)
- Prime audience(s) for AAHA hospitals
- Testing the concept of AAHA
 - Motivating, differentiating
- Best vehicles for spreading awareness and interest



Current Pet Owner Demand and Awareness



28% Awareness

35% Visual Logo Recognition



Need to go Beyond Awareness



Increase
Relevance



58% of all pet owners believed
their current hospital was
accredited

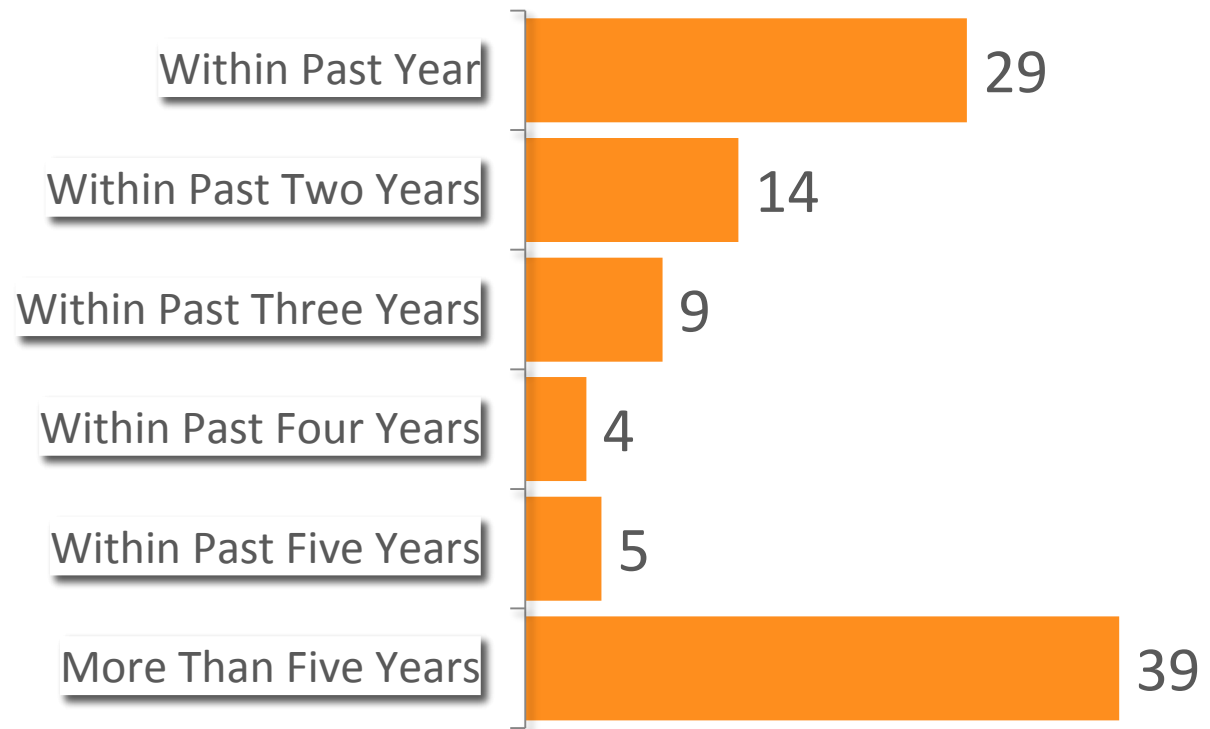
("I think so" or "I'm certain")



Prime Audience: Pet Owners "On the Move"



Last time pet owners chose new veterinary hospital



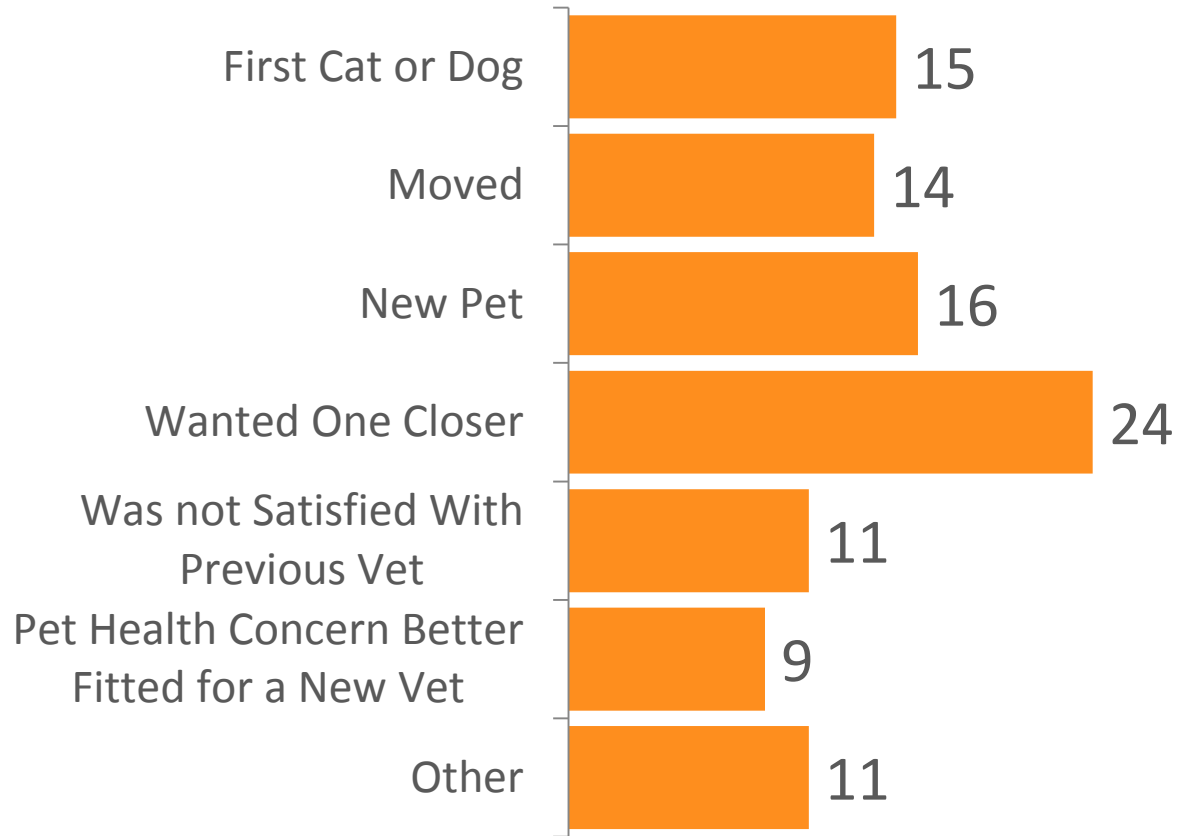
61% over next 5 years!



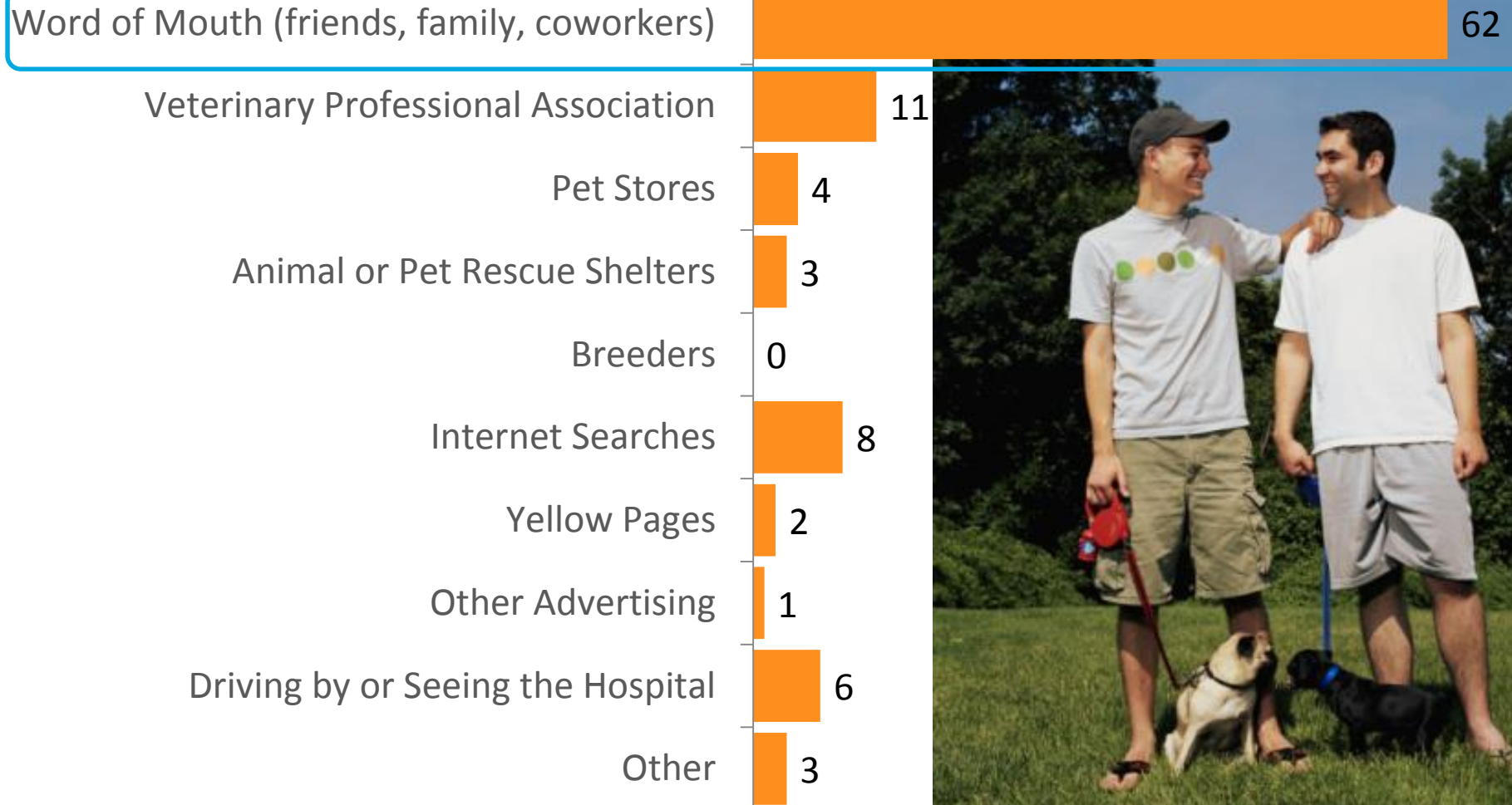
Prime Audience: Pet Owners “On the Move”



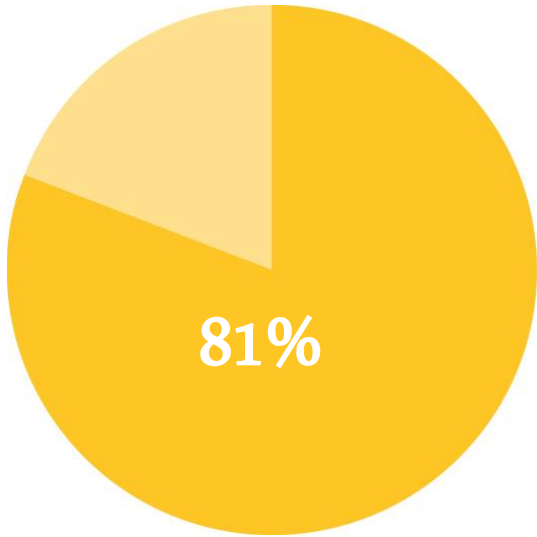
Reasons for Choosing New Hospital



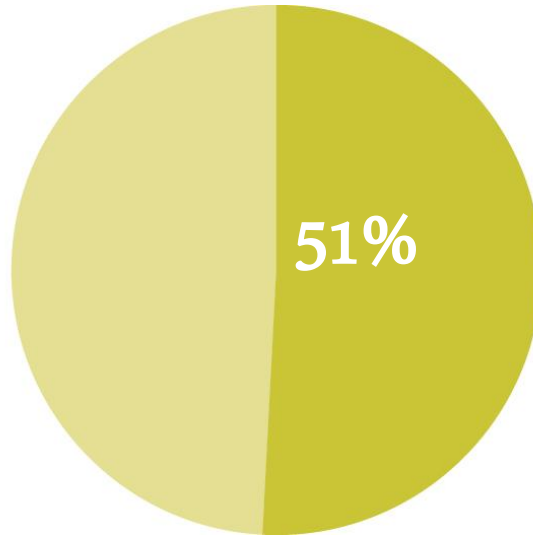
Most Important Info Source When Selecting Hospital



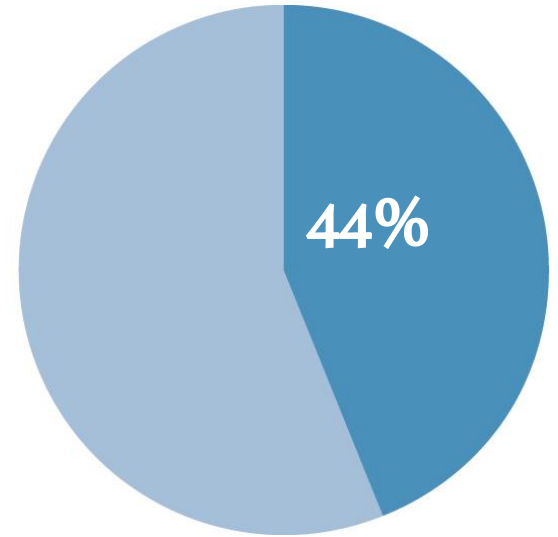
The AAHA Difference



**Choose
AAHA**



**Drive Farther
for AAHA**



**Pay More
for AAHA**

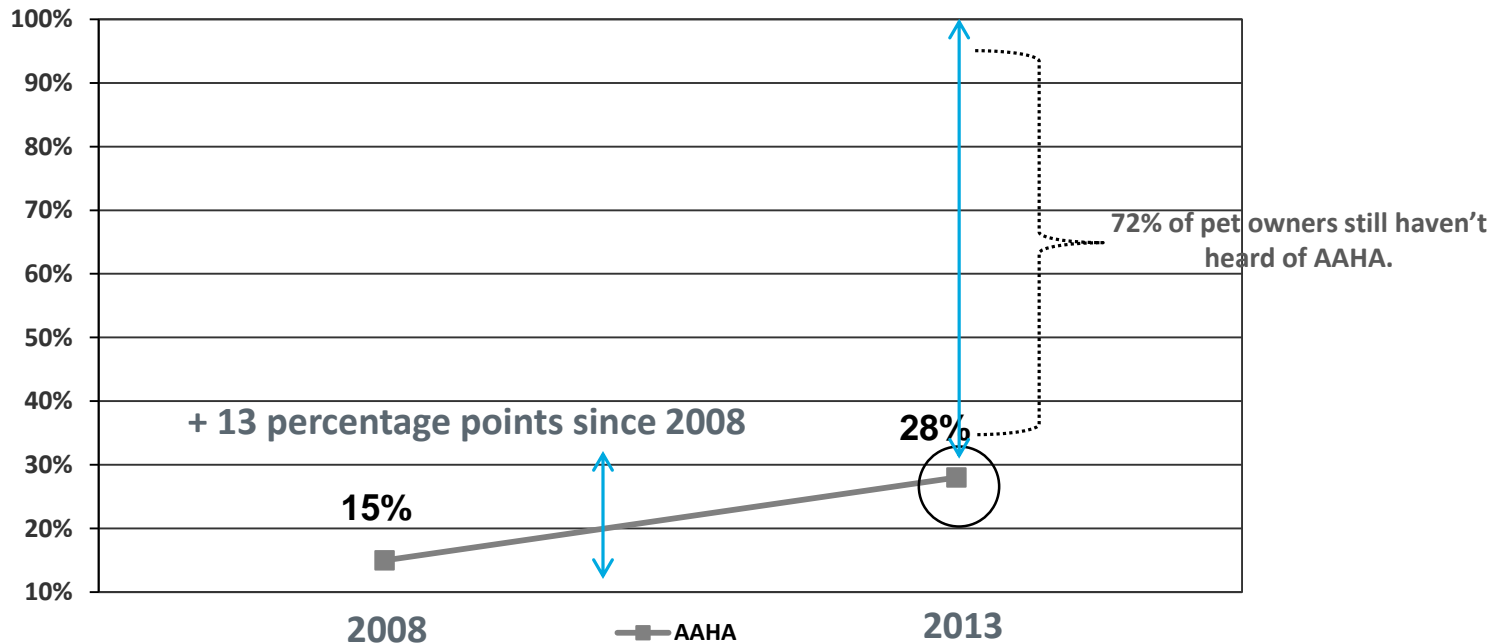
Source: AAHA Pet Owner Study, Trone Brand Energy, 2013
n=823 US Cat and Dog Owners



Awareness Increase Since 2008



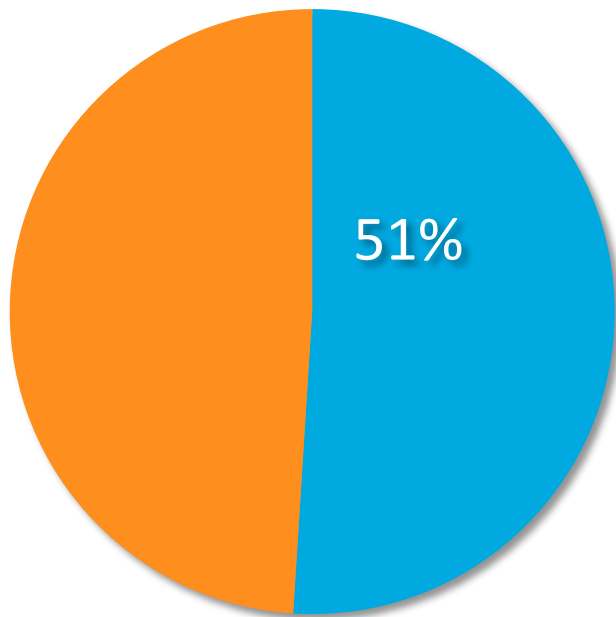
Have you ever read or seen anything about any of the following veterinary professional associations listed below?
(Data for AAHA awareness below)



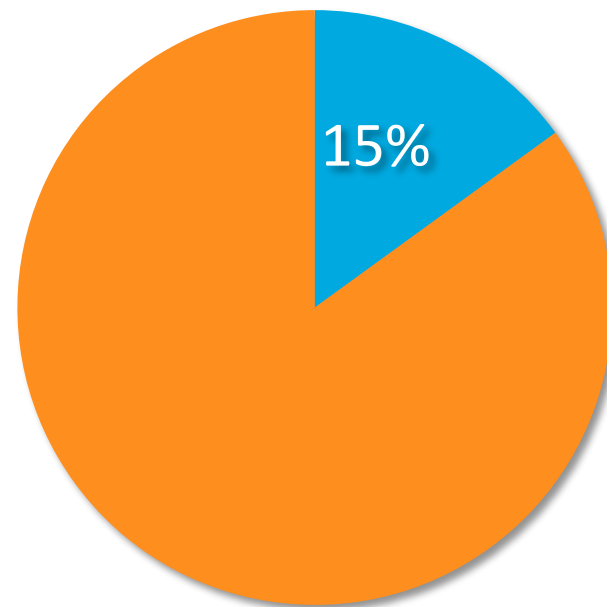
Pet Owners Overestimate Accredited Hospitals



**% of clinics people believe
are accredited by a major industry
organization**



**% of clinics that actually
are accredited by AAHA**





Champions for Excellent Care

We are AAHA-accredited veterinary hospitals. That means we hold ourselves to a higher standard. Pets are our passion. And keeping them healthy is our #1 priority. Here, we strive to deliver excellent care for pets. Because your pets deserve nothing less.

