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

N=823 US Cat and Dog Owners, Margin of error +/-3.41

28% Awareness
35% Visual Logo Recognition
Need to go Beyond Awareness

58% of all pet owners believed their current hospital was accredited
(“I think so” or “I’m certain”)

N=823 US Cat and Dog Owners, Margin of error +/-3.41
Prime Audience: Pet Owners “On the Move”

Last time pet owners chose new veterinary hospital

Within Past Year: 29
Within Past Two Years: 14
Within Past Three Years: 9
Within Past Four Years: 4
Within Past Five Years: 5
More Than Five Years: 39

61% over next 5 years!

N=823 US Cat and Dog Owners, Margin of error +/-3.41
Prime Audience: Pet Owners “On the Move”

Reasons for Choosing New Hospital:

- First Cat or Dog: 15
- Moved: 14
- New Pet: 16
- Wanted One Closer: 24
- Was not Satisfied With Previous Vet: 11
- Pet Health Concern Better Fitted for a New Vet: 9
- Other: 11

N=823 US Cat and Dog Owners, Margin of error +/-3.41
Most Important Info Source When Selecting Hospital

- Word of Mouth (friends, family, coworkers) - 62
- Veterinary Professional Association - 11
- Pet Stores - 4
- Animal or Pet Rescue Shelters - 3
- Breeders - 0
- Internet Searches - 8
- Yellow Pages - 2
- Other Advertising - 1
- Driving by or Seeing the Hospital - 6
- Other - 3
The AAHA Difference

Choose AAHA
81%

Drive Farther for AAHA
51%

Pay More for AAHA
44%

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)

15% 28% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

72% of pet owners still haven’t heard of AAHA.

+ 13 percentage points since 2008

N=823 US Cat and Dog Owners, Margin of error +/-3.41
Pet Owners Overestimate Accredited Hospitals

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

51%

% of clinics that actually are accredited by AAHA

15%
The Story

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.