

**VET**FUTURES



**PUBLIC TRUST IN THE  
VETERINARY PROFESSION**

**May 2015**

[www.vetfutures.org.uk](http://www.vetfutures.org.uk)

## ABOUT THE PROJECT



The **British Veterinary Association (BVA)** and the **Royal College of Veterinary Surgeons (RCVS)** have joined forces to consider the big issues facing the veterinary profession today, and into the future.

Through a programme of research, engagement with the profession and the public, and a consideration of strategic issues already having an impact on the profession, the aim is to develop a **plan for action** that will help deliver the best – for animal health and welfare, the public and everyone with a role within the veterinary profession.

This report presents the findings from an online public omnibus survey, designed to explore levels of trust in the veterinary profession. A total of 2,002 adults from across Great Britain participated in the survey, which was conducted by market research agency ICM Unlimited between the 18 and 20 March 2015. The sample is weighted to be representative of the population of Great Britain.

# KEY MESSAGES



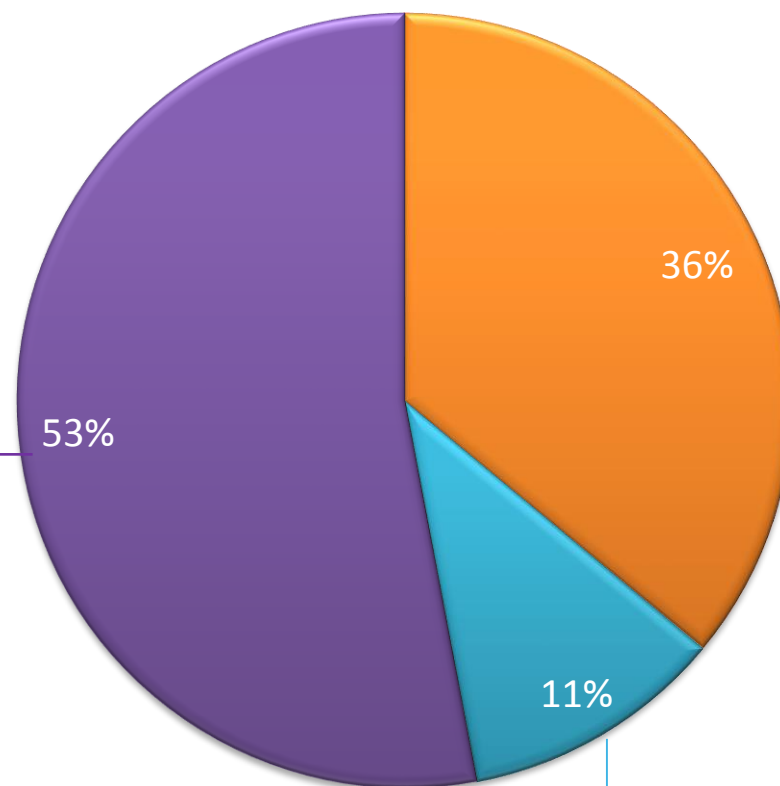
- ✿ There is untapped potential for veterinary services – 11% of people who responded to this survey said that they own an animal but do not currently use veterinary services
- ✿ Levels of satisfaction with veterinary services are high – 78% are satisfied or very satisfied with the service they receive from vets
- ✿ Levels of trust in the veterinary profession are also high – 94% trust the veterinary profession ‘generally’ or ‘completely’
- ✿ 70% of the general public rate their vet positively for value for money – however, this leaves almost a third of respondents rating this poor or very poor
- ✿ This survey suggests that animal owners place a good deal of value on the service provided by vets. At very least, there is a solid base on which to develop veterinary services for the future

# MOST BUT NOT ALL ANIMAL OWNERS USE VETERINARY SERVICES

Base: 2002 respondents

**% who use veterinary services**

- Do not own an animal
- Animal owner – don't use vet services
- Animal owner – do use vet services



More likely to be:

- \* Female
- \* Under 34yrs OR 45-54yrs old (with children)
- \* Above average earnings

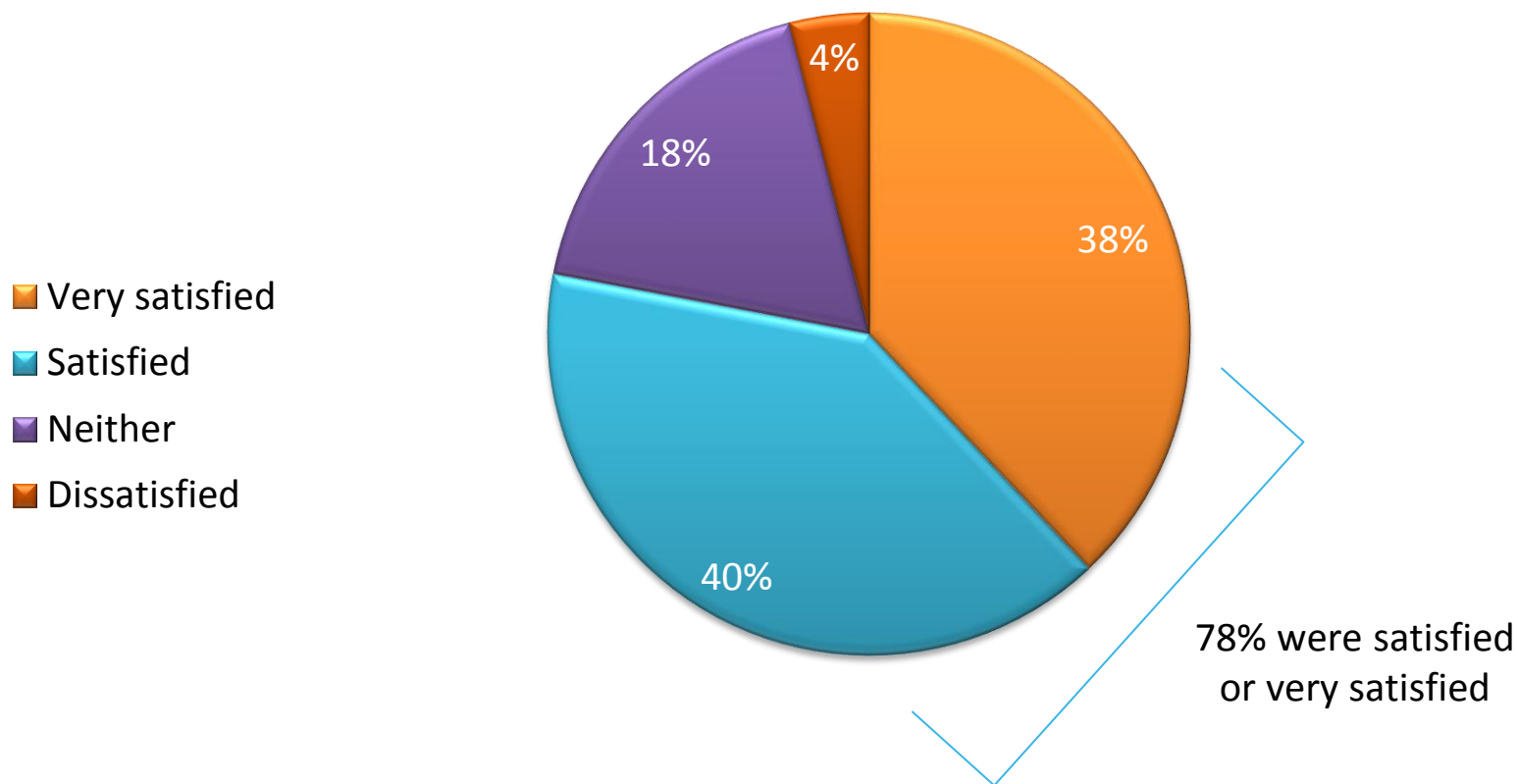
More likely to be:

- \* Older (55+)/Retired
- \* Male
- \* Lower income
- \* Living in London region

# MOST USERS OF VET SERVICES ARE SATISFIED OR VERY SATISFIED

Base: 1,014 (weighted)

How satisfied are you with the service that you receive from vets?

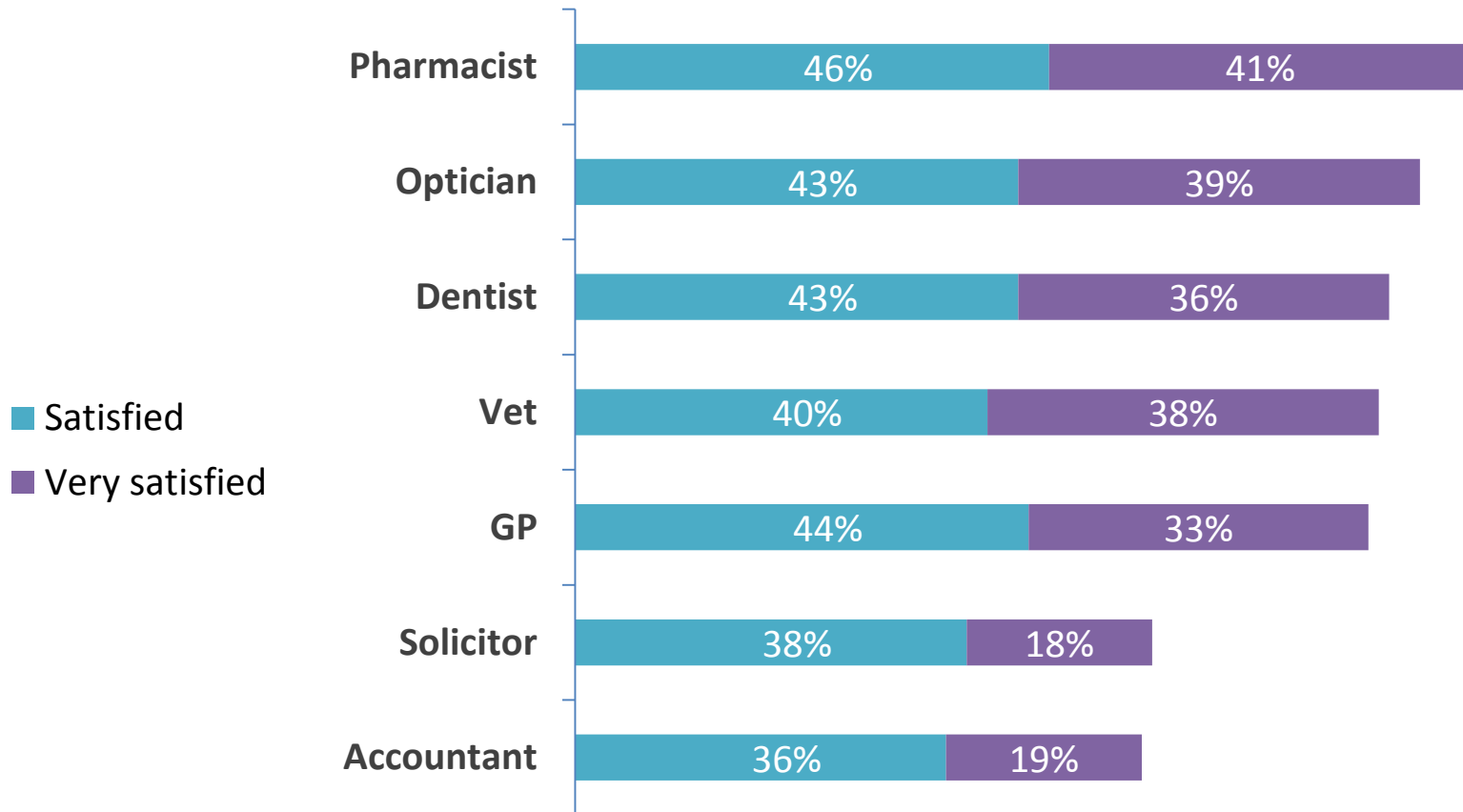


# SATISFACTION WITH VETS IS HIGHER THAN FOR SOME OTHER PROFESSIONS



Base: Respondents using each service = from 583 for Accountants to 1,941 for GPs (weighted)

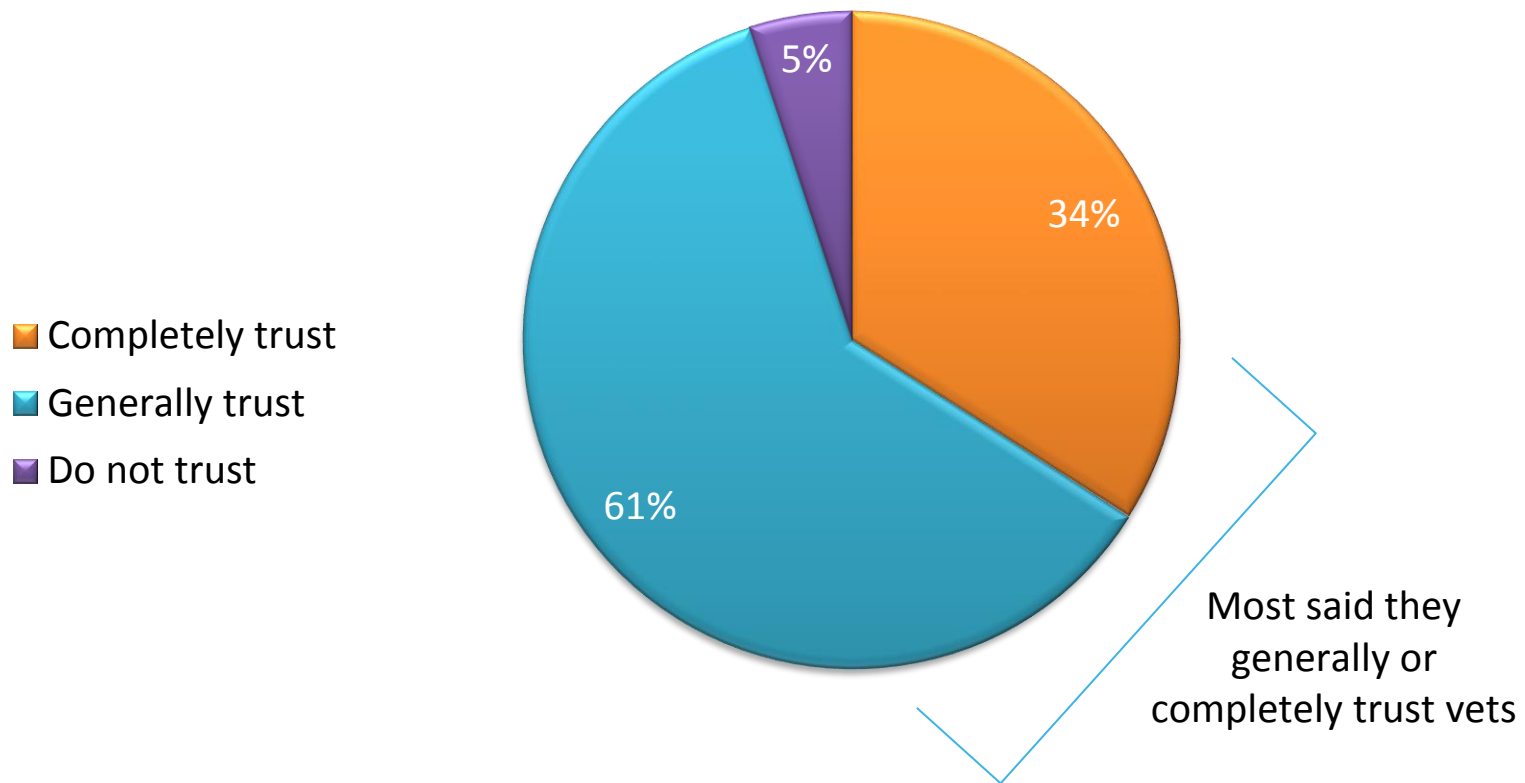
How satisfied are you with the service that you receive from these professions?



# LEVELS OF TRUST IN VETS IS HIGH AMONGST THE PUBLIC

Base: 1,473 (weighted)

How much do you trust vets?

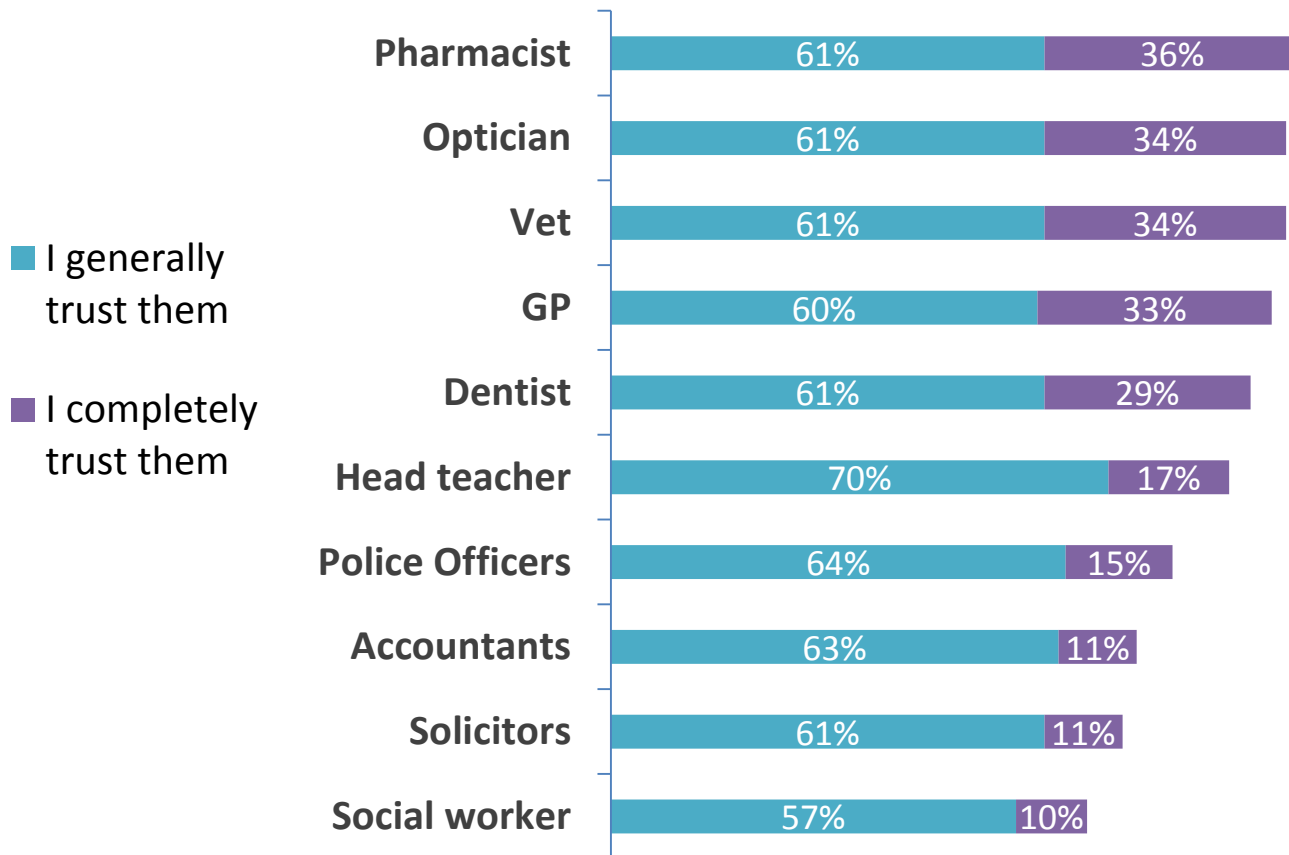


# TRUST IN VETS IS HIGHER THAN FOR MANY OTHER PROFESSIONS



Base: Respondents rating each service = from 1,340 for Accountants to 1,946 for GPs (weighted)

How much do you trust each of the following professions?





# MOST CONSIDER VET SERVICES TO REPRESENT VALUE FOR MONEY



Base: 1,058 (weighted)

How do you rate your veterinary practice for value for money?

