



Optimizing The Pet Parent Experience

Survey insights to help optimize clinic services

Survey insights show:

Post-pandemic + inflation constraints



Time



Discretionary spending

Generational differences



Preferred modes of communication



Consumer behaviour

Pet Parent Needs Are Changing



Refer to their pet as "my baby"

Millennials/Gen Z

41.3%

Cat + dog parents

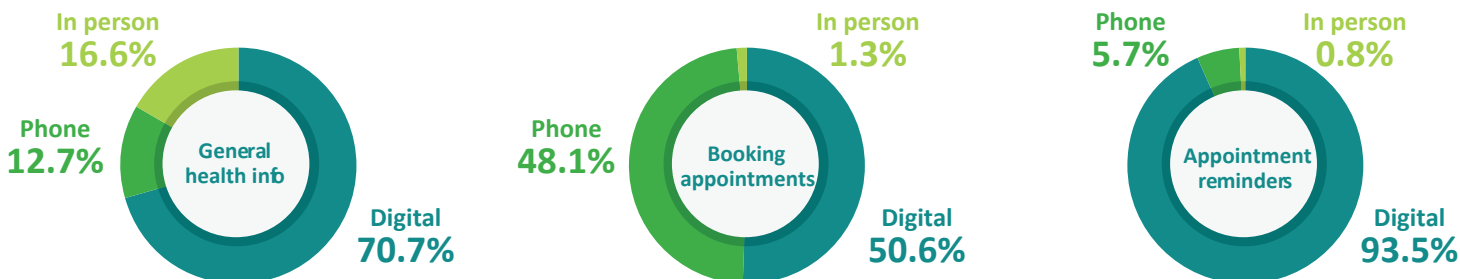
31.6%

How do pet owners like to communicate?

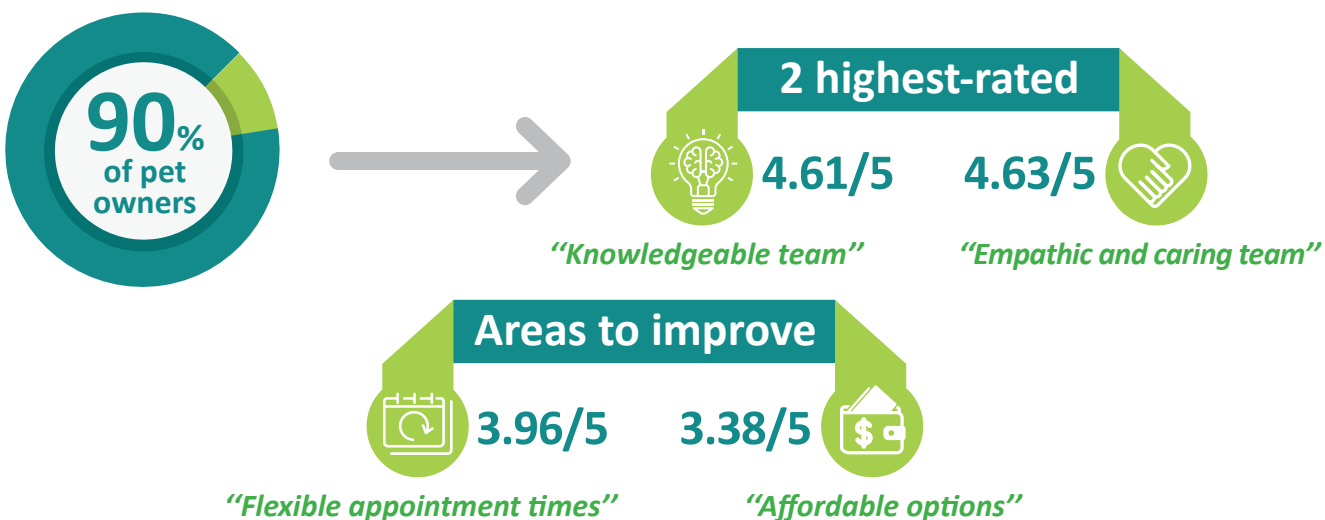
Digital modes of communication were preferred for:



Favoured methods



What services do clients want?



Pet parents want **empathy + caring** but would also like greater **flexibility + affordable options**



Younger pet parents especially seek **new options**

Where and how do your pet parents like to buy pet food?

Preferred pet food location



95% of pet parents expect vets to discuss nutrition, at least occasionally

Millennials/Gen Z have changing preferences:



Online **from** a veterinary clinic **or** pet store



In-person **from** a veterinary clinic

Main reasons why pet parents do not buy pet food online from the clinic



Who’s into pet wellness plans?

Millennials/Gen Z

- All life stages

Cat + dog parents

- Puppy/kitten + Adult (2–6 yrs)

Owners of:

- Adult pets (2–6 yrs) + senior pets (7+ yrs)

Research methodology

Pet parent demographics

Generation/age group

Millennials/Gen Z

- <42 yrs
- 25.5%

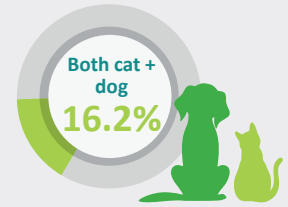
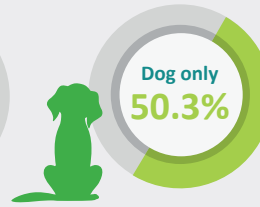
Baby Boomers

- >59 yrs
- 36.7%

Gen X

- 43–58 yrs
- 32.1%

Pet ownership



Clinic locations

7 clinics from Ontario

1 clinic from British Columbia

1,359 surveys: clients of 8 veterinary clinics

Completed survey range: 85–289 surveys / clinic Average: 170 respondents / clinic

Summary

- 1** Pet parents continue to **trust their veterinary teams** and seeking out empathetic, knowledgeable and caring teams first and foremost.
- 2** Increasingly, **younger generations** refer to their pets as not just a family member, but **their “baby”**.
- 3** Increasingly, pet parents are **seeking more options**, including ways to **improve affordability** of veterinary care and **flexibility** in appointment scheduling.
- 4** **Communication needs are changing** with younger generations wanting much **more digital touchpoints** such as text-based reminders, ecommerce, wellness plans, and online booking. In fact, almost all pet parents prefer appointment reminders by text or email.