According to the 2017-2018 AVMA Pet Ownership and Demographics Sourcebook, over 48 million pets don’t see a veterinarian at least once a year. That’s nearly 30% of pet-owning households. The issue is often affordability, with finances keeping the owner away—not value. Convenience and price drive owners who don’t have a regular veterinarian. Knowledge, quality of care, and compassion are key for owners who do have a regular veterinarian.

HOW MANY PETS LACK VETERINARY CARE?

Over 48 million pets don’t see a veterinarian at least once a year. That’s nearly 30% of pet-owning households.

WHY DON’T PETS SEE A VETERINARIAN?

56% of all dog owners don’t understand the need for preventive care by a veterinarian. Affordability is the issue when finances keep the owner away—not value. 35% feel vaccines weren’t needed, or care given at home.

HOW DO PET OWNERS PICK A VETERINARIAN?

Convenience & price drive animal owners who don’t have a regular veterinarian. Knowledge, quality of care, and compassion are key for owners who do.

HOW CAN WE GET MORE PETS TO THE VET?

Educate owners about the value of preventive care. Build strong relationships to become the regular veterinarian.