

Vet users survey – draft questionnaire

Note – square brackets are instructions for the research agency and will not be shown on screen. Instructions will be added for respondents to select as many options as apply to them for multi-code questions and detailed routing instructions for programming will be added once the questionnaire is finalised.

Screener and profiling questions

q1 How old are you?

[SINGLE CODE]

- 1 Less than 18 [THANK AND CLOSE]
- 2 18-24
- 3 25-34
- 4 35-44
- 5 45-54
- 6 55-64
- 7 65-74
- 8 75 or over
- 9 Prefer not to say

We will now ask some questions about household pets. By household pets we mean small animals such as dogs, cats, rabbits, guinea pigs, hamsters etc. and not large animals such as horses, ponies, cows, sheep and goats.

q2 Can you tell me which, if any, household pets you currently own or have owned within the past 2 years [add in ('since month/year')]?

[MULTI CODE]

- 1 Cat(s)
- 2 Dog(s)
- 3 Rabbit(s)
- 4 Guinea pig(s)
- 5 Gerbil(s)
- 6 Hamster(s)
- 7 Rat(s)
- 8 Mouse/mice
- 9 Fish (kept in a bowl or tank in your home)
- 10 Birds (kept in a cage or aviary in your home)
- 11 Reptile eg snake, lizard, tortoise
- 12 Chinchilla(s)
- 13 Ferret(s)
- 14 Other [please specify]

15 I haven't owned any pets in the past 2 years [thank and close]

[IF ONLY CODE 9, THANK AND CLOSE]

q3 And how many of each of these pets have you had in the past 2 years [add in ('since month/year')]?

[SHOW LIST OF THOSE SELECTED FROM Q2 WITH DROP DOWN NUMBER]

q4 As an adult, how many years **in total** have you been a pet owner?

[SINGLE CODE]

- 1 1-3 years
- 2 4-10 years
- 3 11-20 years
- 4 21-30 years
- 5 Over 30 years
- 6 Don't know

The following questions relate to your use of vets. We are looking to hear your own personal experience, there are no wrong or right answers. As a reminder, all responses are kept anonymous.

q5 When, if at all, was the last time you **personally** took your pet(s) to the vet?

[SINGLE CODE, ROTATE SCALE]

1. Never
- ~~2.~~ More than 5 years ago
- ~~3.~~ Between 3 and 5 years ago
4. Between 2 and 3 years ago
5. Between 1 and 2 years ago
6. 6-12 months ago
7. Less than 6 months ago
8. Don't know/prefer not to say [THANK AND CLOSE]

[IF NOT TAKEN PET TO VET IN LAST 2 YEARS (CODES 1-4)]

q6 Why have you decided not to go to the vet in the last few years? Select all that apply

[MULTI-CODE, RANDOMISE RESPONSES]

- 1 I did not feel that my pet needed it during this period
- 2 I don't trust the veterinary sector
- 3 I have had bad experiences with vets previously, and now I prefer not visiting the vet where possible
- 4 Visiting the vet is too expensive and I prefer not going or I try to minimise my visits
- 5 My pet finds visits to the vets too stressful
- 6 I contacted my vets and didn't need to visit in person

- 7 Animals are able to recuperate naturally, without much human intervention
- 8 Other [please specify]
- 9 Don't know/prefer not to say

[THANK AND CLOSE ALL THOSE WHO HAVE NOT USED VET IN LAST 2 YEARS]

q7 Since [insert month for last 24 months] which of these pets [PULL IN PETS FROM Q2] have you used a vet for?

- 1 Cat(s)
- 2 Dog(s)
- 3 Rabbit(s)
- 4 Guinea pig(s)
- 5 Gerbil(s)
- 6 Hamster(s)
- 7 Rat(s)
- 8 Mouse/mice
- 9 Fish (kept in a bowl or tank in your home)
- 10 Birds (kept in a cage or aviary in your home)
- 11 Reptile eg snake, lizard, tortoise
- 12 Chinchilla(s)
- 13 Ferret(s)
- 14 Other [please specify]

[IF ONLY 9 THANK AND CLOSE]

q8 And since [insert month for last 24 months], how many times has your pet(s) been taken to the vets? Please mention all the times you took your pet(s) to the vet even if it was for the same issue. Please type in the total number of vets visits next to each pet type.

[ONLY SHOW PETS SELECTED AT Q7]

- 1 Cat(s)
- 2 Dog(s)
- 3 Rabbit(s)
- 4 Guinea pig(s)
- 5 Gerbil(s)
- 6 Hamster(s)
- 7 Rat(s)
- 8 Mouse/mice
- 9 Fish (kept in a bowl or tank in your home)
- 10 Birds (kept in a cage or aviary in your home)
- 11 Reptile eg snake, lizard, tortoise
- 12 Chinchilla(s)

- 13 Ferret(s)
- 14 Other [please specify]

FOP used and Choice of FOP

The following questions will ask you about your current vet practice. If you currently use more than one vet practice, for example for different animals, please answer in relation to the vet practice you use most frequently. If you no longer have a pet, please answer in relation to the vet practice you used most recently when you had a pet.

- q9 What is the name, location and (if known) postcode of your current vet practice? If you use more than one vet practice for example for different pets, please choose the one you use most frequently. If you no longer have a pet, please refer to the practice you used most recently when you had a pet.

Your practice will have no knowledge of your participation in this survey

- 1 Name of vet practice _____
- 2 Location (please be as specific as you can eg local area if within a large town or city) _____
- 3 Postcode (if known) _____

- q10 And is this a charity vet practice, for example run by an organisation such as the PDSA or RSPCA which help with the full or partial prices of treatment?

- 1 Yes [THANK AND CLOSE]
- 2 No
- 3 Don't know

- q11 How long have you been with this vet practice?

- 1 Less than 1 year
- 2 Between 1 and 2 years
- 3 Between 2 and 5 years
- 4 Between 5 and 10 years
- 5 Over 10 years

- q12 And which of the following best describes the circumstances around which you originally chose this vet practice? [SINGLE CODE, ROTATE RESPONSES 1 TO 3]

- 1 I chose my vet in advance of my pet needing any particular treatment
- 2 I chose my vet at the time I needed/was looking for a treatment or service for my pet that wasn't an emergency (for example vaccinations, neutering, general health check etc)
- 3 I chose my vet at the time I needed urgent or emergency treatment (for example my pet was unwell or injured)
- 4 I can't remember
- 5 Don't know

q13 Still thinking about your current vet practice (that you use or used the most) [or pipe in Vet name from q8], thinking back to when you registered with them, why did you choose this vet practice?

Please select **all** that you considered when making your decision. If none of these was important in your decision please select 'none of these'

[MULTI CODE, RANDOMISE, FIX 20-22]

- 1 Location (close to where you live)
- 2 Convenience of car parking and/or public transport
- 3 Word of mouth recommendation (e.g. friends, family etc)
- 4 Online Reviews from other pet owners
- 5 Offered access facilities for people with a disability
- 6 Because a particular vet worked there
- 7 Opening hours (e.g. open in the evenings, weekends) and / or out of hours (emergency) cover offered
- 8 Availability of an appointment (e.g. wanted pet to be seen quickly)
- 9 Lower / good prices
- 10 The variety of services it offered (e.g. more complex treatments, x-rays on site)
- 11 A special offer (e.g. was offering discounted treatment, such as dental work)
- 12 Because it was part of a larger group or chain with many practices and/or referral centres
- 13 Because it was an independent vet practice that was not part of a group or chain
- 14 Because it was part of the RCVS practice standards scheme
- 15 The practice looked nice or had a good 'feel' to it
- 16 The website looked good
- 17 The staff made a good impression
- 18 The breeder / shelter / previous owner had already had my pet treated there
- 19 They specialise in my type/breed of pet
- 20 I can't remember
- 21 Other (specify)
- 22 None of these

q14 And what was the **main** reason you chose that vet practice?

[SINGLE CODE, SHOW ALL THOSE SELECTED AT Q13]

- 1 Don't remember
- 2 Don't know

[ASK ALL, EXCEPT IF 'LOWER/GOOD PRICES AT Q13]

q15 Did you find out information about the prices of your current vet practice when deciding whether to choose it?

- 1 Yes
- 2 No

3 Don't know / can't recall

[IF Q15 = 1, YES]

q16 How did you find out information about the prices of your current vet practice when deciding whether to choose it? [SINGLE CODE, RANDOMISE 1-4]

- 1 On the vet practice website
- 2 Word of mouth/recommendation
- 3 By phoning the vet practice
- 4 In-person visit to the vet practice
- 5 Don't know / can't recall
- 6 Other, please specify

[IF 'LOWER/GOOD PRICES AT Q13]

q17 You said that you considered lower / good prices, how did you find out information about the prices of your current vet practice when deciding whether to choose it?

[SINGLE CODE, RANDOMISE 1-4]

- 1 On the vet practice website
- 2 Word of mouth/recommendation
- 3 By phoning the vet practice
- 4 In-person visit to the vet practice
- 5 I didn't find out the prices when deciding
- 6 Don't know / can't recall
- 7 Other, please specify

[IF Q15 = 1, OR Q17 = 1,2,3,4,6,7]

q18 What type of price information did you found out about when choosing your practice? Please select all that apply. [MULTICODE, RANDOMISE 1-5]

- 1 The price of a routine consultation
- 2 The price of vaccinations
- 3 The price of neutering
- 4 The price of an emergency consultation
- 5 The price of a prescription
- 6 Other (specify)
- 7 Don't know / Can't recall

[IF Q15 = 1, OR Q17 = 1,2,3,4,6,7]

q19 When looking at prices of your vet practice, did you compare these to other practices?

[SINGLE CODE]

- 1 Yes – I compared with at least one other practice

- 2 No – I didn't feel I needed to
- 3 No – I wanted to but I found it difficult to find information
- 4 No – I meant to, but didn't get round to it
- 5 Don't know / Can't recall

[IF Q19 = 1, YES – DID COMPARE WITH AT LEAST ONE OTHER PRACTICE]

q20 How easy or difficult was it to find comparable information on pricing for different practices?
[SINGLE CODE, ROTATE SCALE 1-4]

- 1 Very easy
- 2 Fairly easy
- 3 Fairly difficult
- 4 Very difficult
- 5 Don't know / Can't recall

[IF 'THE VARIETY OF SERVICES IT OFFERED AT Q13]

q21 You said one of the reasons you chose your current vet practice was the variety of services it offered, how did you find out information about the variety of services offered by your current vet practice when deciding whether to choose it?

[RANDOMISE 1-4, MULTI-CODE]

- 1 On the vet practice website
- 2 Word of mouth/recommendation
- 3 By phoning the vet practice
- 4 In-person visit to the vet practice
- 5 Other, please specify
- 6 Don't know / can't recall

[IF 'BECAUSE IT WAS AN INDEPENDENT VETS PRACTICE THAT WAS NOT PART OF A GROUP Q13]

q22 You said one of the reasons you chose your current vet practice was due to it being an independent vet practice that was not part of a group or chain. Why was this important to you?

[RANDOMISE 1-7, MULTI-CODE]

- 1 I am more likely to see the same vet whenever I visit
- 2 No particular reason, I just prefer to be with an independent practice rather than one that is part of a group
- 3 I trust their advice more
- 4 They take into account more what is right for me and my pet
- 5 Easier to get appointments
- 6 Higher overall quality of service
- 7 Wider range of services
- 8 Other, please specify

9 Don't know / can't recall

[IF 'BECAUSE IT WAS PART OF A GROUP Q13]

q23 You said one of the reasons you chose your current vet practice was because it was part of a group or chain with many practices and/or referral centres. Why was this important to you?

[RANDOMISE 1-7, MULTI-CODE]

- 1 I am more likely to see the same vet whenever I visit
- 2 No particular reason, I just prefer to be with a practice that is part of a group than an independent practice
- 3 I trust their advice more
- 4 They take into account more what is right for me and my pet
- 5 Easier to get appointments
- 6 Higher overall quality of service
- 7 Wider range of services
- 8 Other, please specify
- 9 Don't know / can't recall

[ASK ALL]

q24 And which of the following best describes how you chose your current vet practice?

[SINGLE CODE, ROTATE ORDER 1-3]

- 1 I considered three or more vet practices when deciding what practice to use
- 2 I considered two vet practices when deciding what practice to use
- 3 I only considered one vet practice
- 4 Don't know / can't recall

[IF Q24= 3, ONLY CONSIDERED ONE VET PRACTICE]

q25 You said that you only considered one vet practice. Did you feel you had a choice of vet practices to compare?

[SINGLE CODE, ROTATE ORDER 1-2]

- 1 Yes, I felt I had a choice but did not compare vet practices
- 2 No, I didn't feel I had a choice in vet practice
- 3 Don't know/can't remember

[IF Q25= 2, FELT DIDN'T HAVE A CHOICE]

q26 You said you didn't feel like you had a choice of vet practice when you were originally choosing one. Why was this? Please choose all that apply

[MULTICODE, RANDOMISE 1-3]

- 1 There was only one vet practice in my area
- 2 I was unhappy with or had heard negative things about the alternative vet practice(s) in my area

- 3 There was only one practice that offered the type of treatment or services I needed (for example if your pet needed specialist treatment or you had a type of pet that other vets didn't treat)
- 4 Other (specify)
- 5 Don't know / can't recall

[IF Q25= 1, FELT THEY HAD A CHOICE BUT DID NOT COMPARE]

q27 You said you didn't compare practices when you were originally choosing one. Why was this?
Please choose all that apply

[MULTICODE, RANDOMISE 1-5]

- 1 I could not find enough information about different vet practices available to me
- 2 I didn't think there would be much difference between practices
- 3 I thought most practices charged very similar prices
- 4 Difficult to compare practices/Unsure which information to use to compare
- 5 I didn't have time to compare
- 6 I just didn't think about comparing
- 7 Other (specify)
- 8 Don't know / can't recall

[ASK ALL]

q28 Did you move from another practice before choosing your current practice? [SINGLE CODE]

- 1 Yes
- 2 No
- 3 Don't know / can't recall

[IF Q28=2, NO]

q29 If you wanted to change vet practices, do you feel that you would be able to do so? [SINGLE CODE]

- 1 Yes, easily
- 2 Yes, but it would be difficult
- 3 No
- 4 Don't know

[IF Q29 = 2 or 3 DIFFICULT OR NO]

q30 Why do you think it would be difficult or not possible for you to change vet practices?
[MULTICODE, RANDOMISE 1-6]

- 1 There are no alternative vet practices in my area
- 2 My pet health care plan requires me to remain with my current vet practice
- 3 I would need to build a new relationship with different individuals (vets, practice managers, nurses)
- 4 It would be difficult to switch medical records between vet practices
- 5 The only other alternatives would be a group or chain practice, and I prefer an independent practice

- 6 The only other alternatives would be an independent practice, and I prefer a group or chain practice
- 7 Other, please specify
- 8 Don't know

[IF Q28 = 1, YES, CHANGED PRACTICE]

q31 Do you remember roughly when you changed to your current vet practice? [SINGLE CODE]

- 1 Less than 6 months ago
- 2 Between 6 months and 1 year ago
- 3 1-2 years ago
- 4 2-5 years ago
- 5 5-10 years ago
- 6 More than 10 years ago
- 7 I can't recall

[IF Q28 = 1, YES, CHANGED PRACTICE]

q32 Why did you decide to change to your current vet practice from your previous one?

[MULTICODE, RANDOMISE 1-11]

- 1 I moved home
- 2 I was unhappy with the quality of care or advice of my previous vet practice or individual vet
- 3 My preferred vet was no longer available/no longer worked there
- 4 I wanted a wider range of services
- 5 Previous vet practice closed down
- 6 I wanted cheaper prices
- 7 I wanted to take advantage of an offer (e.g. another vet practice was offering discounted treatment such as teeth cleaning)
- 8 My pet had specific needs that my previous vet practice couldn't meet (e.g. complex treatment requirements)
- 9 The ownership of the practice changed
- 10 I wanted to move to an independent vet practice (rather than a practice that was part of a large group with many practices)
- 11 I wanted to move to a vet practice that was part of a large chain (rather than an independent practice)
- 12 Another reason (specify)
- 13 Don't know / can't recall

[IF Q32 = 9 OWNERSHIP OF THE PRACTICE CHANGED]

q33 In what way did the ownership of the practice change? [SINGLE CODE, RANDOMISE 1-4]

- 1 Changed from an independent practice to being part of a group with many practices
- 2 Changed from being part of a group with many practices to an independent practice
- 3 Practice remained independent but with a new owner

- 4 Practice remained part of a group with many practices but with a new owner
- 5 Don't know / can't recall

Awareness of practice ownership

[ASK ALL]

- q34 Do you know whether your current vet practice is part of a chain / group of many practices or whether it is an independent vet practice? [SINGLE CODE]
- 1 It is part of a large chain / group of vet practices (IVC Evidensia, CVS Group, Pets at Home, Vets4Pets, Companion Care, Linnaeus, Medivet or VetPartners)
- 2 It is an independent vet practice or part of a small group of practices
- 3 Don't know / can't recall

[IF Q34 = 1, PART OF A LARGE CHAIN]

- q35 And do you know what the name of the chain is? [SINGLE CODE, RANDOMISE 1-8]
- 1 IVC Evidensia
- 2 CVS Group
- 3 Pets at Home
- 4 Vets4Pets
- 5 Companion Care
- 6 Linnaeus
- 7 Medivet
- 8 VetPartners
- 9 Other (please specify)
- 10 Don't know / can't recall

Relationship between pet owner and vet

[ASK ALL]

Please indicate the extent to which you agree or disagree with the following statements.

- q36 I trust my vet to offer the best treatment options for my pet.
 - q37 I trust my vet practice to offer the fairest prices for pet treatment.
 - q38 My vet considers my own personal circumstances when deciding which treatment options to offer me (e.g. any factors affecting my financial circumstances, personal health, ability to travel)
 - q39 My vet knows the best course of action for my pet's health
 - q40 My vet takes the time to clearly explain various treatment options to me
 - q41 I clearly understand the options presented to me by my vet and I can make informed decisions
- 1 Completely disagree
 - 2 Somewhat disagree
 - 3 Neither agree nor disagree
 - 4 Somewhat agree

5 Completely agree

Treatments in reference period lead questions

q42 You said you had used a vet [X] times since [insert month for last 24 months], thinking about **all** of the times you have used a vet in this period, what treatments and or services have you used? Please select all that apply. [MULTICODE, RANDOMISE 1-17]

- 1 Regular/routine health check (nothing specifically wrong with my pet, just a regular health check)
- 2 Consultation to diagnose or treat a condition (for example if your pet was unwell or injured)
- 3 Routine medication (flea, lungworm, ticks and worming treatment)
- 4 Other medication
- 5 First vaccinations (e.g. for puppies and kittens)
- 6 Annual booster vaccinations
- 7 Microchipping
- 8 Surgery
- 9 Diagnostic tests (such as x-rays and blood tests)
- 10 Emergency care out of regular practice hours
- 11 End of life services/my pet was put to sleep (euthanasia)
- 12 Prescriptions (no medication given, just the prescription)
- 13 Neutering [note overlap with surgery]
- 14 Dental work
- 15 Nail clipping
- 16 Pet weight management advice
- 17 Pet healthcare certificate (previously called pet passport)
- 18 Other, please explain:
- 19 Don't know / Can't recall

[IF Q42 = 1 – 17]

q43 How many times you have used each of these treatments or services since [insert month for last 24 months]?

[SHOW RESPONSES FROM Q42 AND INCLUDE NUMERIC DROP DOWN FOR HOW MANY TIMES USED EACH]

[IF Q42 = 1 – 17]

q44 For any of the treatments and/or services you used, did you have to ... [MULTICODE]

- 1 Go somewhere other than your regular practice?
- 2 Wait for a separate appointment at your practice to be seen by a vet other than your usual vet to get this treatment or service?
- 3 None of the above

4 Don't know / Can't recall

[IF Q44 = 1, 2]

q45 Please indicate which of the following you had to [PULL IN RESPONSE FOR Q44]
[SHOW RESPONSES FROM Q42 AND INCLUDE TICK BOXES FOR WHICH OF THE TREATMENTS THEY HAD TO GO ELSEWHERE/WAIT FOR TREATMENT]

Treatment options – most recent treatment journey

[NOTE: AFTER RESPONDENTS HAVE ANSWERED QUESTIONS ABOUT THEIR MOST RECENT TREATMENT JOURNEY WE WILL ASK THOSE WHOSE MOST RECENT TREATMENT JOURNEY WASN'T REFERRALS, DIAGNOSTICS OR OOH BUT WHO HAVE USED THOSE SERVICES IN PAST 2 YEARS WHETHER THEY WOULD ALSO COMPLETE ANY OF THOSE QUESTION MODULES FOR SERVICES THEY HAVE USED FOR AN ADDITIONAL INCENTIVE]

[IF Q42 = 1 – 18]

q46 You said you had visited the vet for the following reasons since [insert month for last 24 months]. Thinking about the most recent visit to the vets, what was this for?

SHOW ALL OF THOSE SELECTED AT Q42 [MULTICODE]

- 1 [copy from Q42]
- 2 Other, please explain:
- 3 Don't know / Can't recall

[IF Q42 = 1 – 18]

q47 And when was this most recent visit to the vets? (if you can't remember exactly please estimate to the closest month) [SINGLECODE]

- 1 [INCLUDE DROP DOWN LIST OF MONTHS AND YEARS]
- 2 Don't remember

[IF Q42 = 1 – 18]

q48 And which of these best describes the age of the pet you took to the vet for this most recent visit to the vets? [SINGLE CODE]

- 1 My pet was very young/young
- 2 My pet was a mature pet but I wouldn't class as old/elderly
- 3 My pet was old/elderly
- 4 Don't know/can't remember

[IF Q42 = 1 – 18]

q49 And was your most recent trip to the vets a one-off visit or was it part of a number of visits to the vet, for example to treat an illness or injury your pet had?

- 1 A one-off visit
- 2 Part of a series of visits to diagnose particular illness or injury
- 3 Part of a series of visits to treat a particular illness of injury
- 4 Both of the above

5 Don't know / Can't remember

Most recent vet visit

[IF Q42 = 1 – 18]

q50 Do you remember whether the vet practice provided you with any information about the price of the [TEXT FILL FROM Q42] in advance?

- 1 Yes – provided with an estimate
- 2 Yes – provided with a final price
- 3 No
- 4 Don't know / Can't remember

[IF Q50 = 1,2 PROVIDED WITH AN ESTIMATE OR A FINAL PRICE]

q51 Please indicate if you received the information on the price in advance in each of the following ways?

[MATRIX STYLE QUESTION, SINGLE CODE FOR EACH]

- 1 Written down (eg online, via email/text, on an invoice)
- 2 Spoken verbally (eg during the consultation or on the phone)
 - i. Yes
 - ii. No
 - iii. Can't Remember

[IF Q50 = 1,2 PROVIDED WITH AN ESTIMATE OR A FINAL PRICE]

q52 How did the actual price you were presented with compare to the price you were presented with in advance of the treatment? [SINGLE CODE, ROTATE SCALE ORDER]

- 1 The actual price was much less
- 2 The actual price was a little less
- 3 The actual price was exactly the same
- 4 The actual price was a little more
- 5 The actual price was much more
- 6 Don't know / Can't remember

[IF Q50 = 1,2 PROVIDED WITH AN ESTIMATE OR A FINAL PRICE]

q53 And overall, which of the following best describes what you thought about the price you paid for [TEXT FILL FROM Q42] compared to what you expected (before receiving any price estimate or information)? [SINGLE CODE, ROTATE SCALE ORDER]

- 1 The price was a lot less than I was expecting
- 2 The price was a little less than I was expecting
- 3 The price was about what I was expecting
- 4 The price was a little more than I was expecting
- 5 The price was a lot more than I was expecting

6 Don't know / Can't remember

[IF Q50 = 1,2 PROVIDED WITH AN ESTIMATE OR A FINAL PRICE]

q54 Once you knew the price, did you feel like you could decline the treatment and consider alternative options? [SINGLE CODE, ROTATE ORDER]

- 1 No, part of the treatment or diagnosis had already occurred so it would have been impossible to go with a different option
- 2 No, I was already in the clinic and it would have been difficult to go with a different option (eg due to time being needed to search for alternatives)
- 3 No, because I would have needed to change vets / have another consultation to get an alternative diagnosis or treatment option
- 4 Yes, and I went with a different option
- 5 Yes, but I did not feel the need to go with an alternative option
- 6 Don't know / can't remember

[IF Q50 = 1,2 PROVIDED WITH AN ESTIMATE OR A FINAL PRICE]

q55 When it came to the price or estimate, how was this provided? Please select all that apply
[MULTICODE, RANDOMISE 1-4]

- 1 A written overall price was provided
- 2 A written list of the services / treatments was provided
- 3 An itemised pricing list of the services / treatments was provided
- 4 The services / treatments were discussed verbally
- 5 Other [Please specify]
- 6 None of the above
- 7 Don't know / can't remember

Regular check up

[IF Q42 = 1, HAVE HAD A REGULAR HEALTH CHECK]

q56 You said you taken [at least one of] your pet [s] to the vet for a regular / routine health check. In general, how often do you attend regular check-ups? [SINGLE CODE, ROTATE SCALE ORDER]

- 1 Once per month or more
- 2 Once every 1-3 months
- 3 Once every 4-6 months
- 4 Once every 7-12 months
- 5 Less than once per year
- 6 About once a year
- 7 About once every two years
- 8 About every 3 years or less
- 9 Don't know / can't remember

[IF Q42 = 1, HAVE HAD A REGULAR HEALTH CHECK]

q57 Please indicate the extent to which you agree with the following statements regarding your decision to take your pet to regular / routine health checks. [SINGLE CODE FOR EACH, RANDOMISE STATEMENTS]

I attend regular health checks because...

- 1 I have a strong ongoing relationship with my individual vet
- 2 I get reminders from my vet practice to attend regularly
- 3 My insurance covers the (full or partial) price of regular check-ups
- 4 It's part of my pet plan
- 5 Of financial considerations (ie regular check-ups may pick up on potential issues earlier and save money on complex treatments)
 - i. Completely disagree
 - ii. Somewhat disagree
 - iii. Neither agree nor disagree
 - iv. Somewhat agree
 - v. Completely agree

Referrals

[IF Q44 = 1 or 2]

q58 You said you went to the vet for [TEXT FILL FROM Q46 OR Q42 IF NOT MOST RECENT TREATMENT JOURNEY AND COMPLETING AS AN ADDITIONAL MODULE] and that this was [either not in regular practice or had to wait for appointment not with regular vet]. When did this event take place? (if you can't remember exactly, please estimate to the closest month) [SINGLE CODE]

- 1 [INCLUDE DROP DOWN LIST OF MONTHS AND YEARS]
- 2 Don't remember

q59 Think about the first time you went to the vet for [TEXT FILL FROM Q46 OR Q42 IF NOT MOST RECENT TREATMENT JOURNEY AND COMPLETING AS AN ADDITIONAL MODULE]. Please indicate whether each of the following occurred [MATRIX STYLE QUESTION, SINGLE CODE EACH]:

- 1 Your vet indicated there was a range of treatment options possible, and did not suggest one in particular
- 2 Your vet indicated there was a range of treatment options possible, and recommended one in particular
- 3 Your vet suggested a treatment option, without giving other options
- 4 Your vet suggested your pet did not need further care / to monitor the pet before further action
 - i. Yes
 - ii. No
 - iii. Don't remember

[IF Q59 1,2,3 = YES]

q60 Please indicate which of the below information your vet gave you during the discussion of diagnosis or treatment options [MATRIX STYLE QUESTION, SINGLE CODE EACH]:

- 1 The potential outcomes (eg likelihood of success, risks of side effects, any implication for you on aftercare)
- 2 The price of each treatment/diagnostic option including any follow-ups
- 3 A range of options, including more complex (eg using specialist equipment or complex surgery) and more simple options (eg simple surgery such as amputation) including doing nothing
- 4 Information on what may be covered by your insurance policy
- 5 How quickly you could be referred and seen at the location for each option
 - i. Yes
 - ii. No
 - iii. Don't remember

[IF Q60, 2= i YES - PROVIDED WITH PRICE]

q61 Please indicate whether you received the information on the price in each of the following ways? [MATRIX STYLE QUESTION, SINGLE CODE EACH]

- 1 Written down (eg online, via email/text, on an invoice)
- 2 Spoken verbally (eg during the consultation or on the phone)
 - i. Yes
 - ii. No
 - iii. Can't Remember

[IF Q61 1 or 2 = i, YES]

q62 How did the actual price you paid compare to the price that you were given in advance? [SINGLE CODE, ROTATE SCALE ORDER]

- 1 The actual price was much less
- 2 The actual price was a little less
- 3 The actual price was exactly the same
- 4 The actual price was a little more
- 5 The actual price was much more
- 6 Don't know / Can't remember

[IF Q61 1 or 2 = i, YES]

q63 Overall, which of the following best describes what you thought about the price you paid, compared to what you expected (before receiving any price estimate or information)? [ROTATE SCALE ORDER]

- 1 The price was a lot less than I was expecting
- 2 The price was a little less than I was expecting
- 3 The price was about what I was expecting
- 4 The price was a little more than I was expecting

- 5 The price was a lot more than I was expecting
- 6 I didn't have any expectations
- 7 Don't know / Can't remember

[IF Q60, 2= i YES - PROVIDED WITH PRICE]

- q64 Once you knew the price, did you feel like you could decline the treatment and consider alternative options? [SINGLE CODE, ROTATE 1-2]
- 1 No
 - 2 Yes
 - 3 Don't know / can't remember

[IF Q59, 3 = i YES, YOUR VET SUGGESTED A TREATMENT OPTION]

- q65 Did you accept the vet's recommendation and proceed with the treatment? [SINGLE CODE]
- 1 Yes
 - 2 No
 - 3 Don't know / Can't remember

[IF Q65 = 1]

- q66 Why did you accept the vet's recommendation? [MULTICODE, RANDOMISE 1-4]
- 1 I trusted the vet's judgement
 - 2 I did not have reason to not go with the vet's recommendation
 - 3 I did not have any options to get a second opinion
 - 4 I did not feel confident in challenging the recommendation
 - 5 Don't know / Can't remember

[IF Q59, 3 = i YES, YOUR VET SUGGESTED A TREATMENT OPTION]

- q67 Did the vet give you any options over where your pet could have their treatment? [SINGLE CODE, ROTATE SCALE]
- 1 No, this was done within the practice and I wasn't given any options to have it done elsewhere
 - 2 No, the vet referred me to a specific other vet/location/clinic without mentioning any alternative options
 - 3 Yes, the vet mentioned at least two vets/locations I could go to and let me decide
 - 4 Yes, the vet mentioned at least two vets/locations and suggested I go to one of them in particular
 - 5 Don't know / Can't remember

[IF Q67= 3 - DECIDED WHERE TO GO FROM OPTIONS]

- q68 How did you decide where to go to get your pet treated? Please select all that apply [MULTICODE, RANDOMISE 1-8]
- 1 Location (close to where you live)

- 2 Word of mouth recommendation (e.g. friends, family etc)
- 3 Based on the advice of my vet
- 4 Online Reviews from other pet owners
- 5 Opening hours (e.g. open in the evenings, weekends) and / or out of hours (emergency) cover offered
- 6 Availability of an appointment
- 7 They specialise in my type/breed of pet
- 8 Considering price
- 9 Other (specify)
- 10 Don't know / Can't remember

[IF Q44 = 2-4 - TREATED SOMEWHERE OTHER THAN MAIN PRACTICE]

q69 Did the vet give you any information about the experience or specialism of the vet you were referred to? [SINGLE CODE]

- 1 Yes
- 2 No and I would have liked further information
- 3 No but I did not want or need further information
- 4 Don't know / Can't remember

[IF Q44 = 2-4 - TREATED SOMEWHERE OTHER THAN MAIN PRACTICE]

q70 Do you know who owns the practice you were referred to? [SINGLE CODE]

- 1 Yes, it belongs to the same company as the practice I was in
- 2 Yes, it belongs to a different company from the practice I was in
- 3 No, I do not know who owns the practice I was referred to

[IF Q44 = 2-4 - TREATED SOMEWHERE OTHER THAN MAIN PRACTICE]

q71 Did you get any information about the treatment options available in written form from your vet? [SINGLE CODE]

- 1 Yes
- 2 No, I did not get any information either written or verbally
- 3 No, but I did get information verbally
- 4 Don't know / Can't remember

[IF Q44 = 2-4 - TREATED SOMEWHERE OTHER THAN MAIN PRACTICE]

q72 Did you do any of your own research on the treatments offered and/or look for alternatives which your vet did not suggest? [SINGLE CODE, RANDOMISE 1-5]

- 1 Yes, and found a better alternative for me/my pet
- 2 Yes, but did not find a better alternative
- 3 No, because I did not realise I could
- 4 No because I trusted my vet to make the right decision for my pet

- 5 No, because I was unable to do so (eg limited time available, lack of knowledge of what to search)
- 6 Don't know / Can't remember

[IF Q59 = 2 or 3 VET GAVE A RECOMMENDATION]

q73 What did you decide to do following your vet's recommendation?

- 1 I went to the vet/location that the vet recommended to me (either it was the only option presented or it was the recommended option out of a range)
- 2 I went to a vet/location that was given to me as an option amongst others by my vet
- 3 I went to a vet/location that I found myself that wasn't given as an option to me by the vet
- 4 I decided not to go to a vet
- 5 Don't know/can't remember

Diagnostics

[IF Q42 = 9 DIAGNOSTICS or Q49 = 2 PART OF A SERIES OF VISITS TO DIAGNOSE AND Q44 = 1 or 2 EITHER NOT IN REGULAR PRACTICE OR HAD TO WAIT FOR APPOINTMENT NOT WITH REGULAR VET]

q74 **Intro text:** You said you went to the vet for [REASON – LINK FROM TREATMENT ANCHOR Q ON DIAGNOSIS] and that this was [EITHER NOT IN REGULAR PRACTICE OR HAD TO WAIT FOR APPOINTMENT NOT WITH REGULAR VET]

For these questions, by diagnosis we mean the identification of an illness or condition, based on the symptoms of your pet.

q75 When did this take place? (if you can't remember exactly please estimate to the closest month) [SINGLE CODE]

- 1 [INCLUDE DROP DOWN LIST OF MONTHS AND YEARS]
- 2 Don't remember

q76 Think about the first time you went to the vet for the most recent diagnosis you had. Please indicate whether each of the following occurred [MATRIX STYLE QUESTION, SINGLE CODE EACH]:

- 1 Your vet indicated there were a range of possible diagnosis options, and did not suggest one in particular
- 2 Your vet indicated there were a range of possible diagnosis options, and suggested one in particular
- 3 Your vet gave a diagnosis, without giving other options
- 4 Your vet suggested your pet did not need further care / to monitor the pet before further action
 - i. Yes
 - ii. No
 - iii. Don't recall

[IF Q76 1, 2 or 3 = i YES]

q77 Please indicate which of the below information your vet gave you during the discussion of the diagnosis [MATRIX STYLE QUESTION, SINGLE CODE EACH]:

- 1 The potential outcomes (eg likelihood of success, risks of side effects, any implication for you on aftercare)
- 2 The price of each diagnostic option including any follow-ups
- 3 A range of options, including more complex (eg using specialist equipment or complex surgery) and more simple options (eg simple surgery such as amputation) including doing nothing
- 4 Information on what may be covered by your insurance policy
- 5 How quickly you could be referred and seen at the location for each option
 - i. Yes
 - ii. No
 - iii. Can't Recall

[IF Q77 2 = i YES]

q78 Please indicate whether you received the information on the price in each of the following ways:
[MATRIX STYLE QUESTION, SINGLE CODE EACH]

- 1 Written down (eg online, via email/text, on an invoice)
- 2 Spoken verbally (eg during the consultation or on the phone)
 - i. Yes
 - ii. No
 - iii. Can't Recall

[IF Q78 1 or 2 = i YES]

q79 How did the actual cost you were presented with compare to the indicated cost? [SINGLE CODE, ROTATE SCALE ORDER]

- 1 The actual cost was much less
- 2 The actual cost was a little less
- 3 The actual cost was exactly the same
- 4 The actual cost was a little more
- 5 The actual cost was much more
- 6 Don't know / Can't recall

[IF Q78 1 or 2 = i YES]

q80 And overall, which of the following best describes what you thought about the price you paid, compared to what you expected (before receiving any price estimate or information)? [SINGLE CODE, ROTATE SCALE ORDER]

- 1 The cost was a lot less than I was expecting
- 2 The cost was a little less than I was expecting
- 3 The cost was about what I was expecting
- 4 The cost was a little more than I was expecting
- 5 The cost was a lot more than I was expecting
- 6 I didn't have any expectations

7 Don't know / Can't recall

[IF Q77 2 = i YES]

q81 Once you knew the price, did you feel like you could decline the diagnostic and consider alternative options? [SINGLE CODE, ROTATE 1-2]

1 No

2 Yes

3 Don't know / can't recall

[IF 76 = 2, 3= YOUR VET SUGGESTED A DIAGNOSTIC OPTION]

q82 Did you accept the vet's recommendation and proceed with the diagnosis?

1 Yes

2 No

Don't know / Can't recall

[IF Q82 = 1 YES]

q83 Why did you accept the vet's recommendation? [SINGLE CODE, ROTATE 1-4]

1 I trusted the vet's judgement

2 I did not have reason to not go with the vet's recommendation

3 I did not have any options to get a second opinion

4 I did not feel confident in challenging the recommendation

5 Don't know / Can't recall

[IF Q82 = 1 YES]

q84 Did the vet give you options for where to undertake the diagnostic ?

1 No, this was done within the practice and I wasn't given any options to have it done elsewhere

2 No, the vet referred me to a specific other vet/location/clinic without mentioning any alternative options

3 Yes, the vet mentioned at least two vets/locations I could go to and let me decide

4 Yes, the vet mentioned at least two vets/locations and suggested I go to one of them in particular

5 Don't remember

6 Don't know

[IF Q84 =3 decided where to go from options]

q85 How did you decide where to go to get your pet treated? [select all that apply] [MULTICODE , RANDOMISE]

1 Location (close to where you live)

2 Word of mouth recommendation (e.g. friends, family, etc)

3 Based on the advice of my vet

- 4 Online Reviews from other pet owners
- 5 Opening hours (e.g. open in the evenings, weekends) and / or out of hours (emergency) cover offered
- 6 Availability of an appointment
- 7 They specialise in my type/breed of pet
- 8 Considering cost
- 9 I can't remember
- 10 Other (specify)
- 11 None of these

[IF Q84 = 2-4 - treated somewhere other than main practice]

q86 Did the vet give you any information about the experience or specialism of the vet you were referred to?

- 1 Yes
- 2 No and I would have liked further information
- 3 No but I did not want or need further information
- 4 Don't know / Can't recall

[IF Q84 = 2-4 - treated somewhere other than main practice]

q87 Do you know who owns the practice you were referred to?

- 1 Yes, it belongs to the same company as the practice I was in
- 2 Yes, it belongs to a different company to the practice I was in
- 3 No, I do not know who owns the practice I was referred to

q88 Did you get any information about the diagnostic options available in written form from your vet?

- 1 Yes
- 2 No, I did not get any information either written or verbally
- 3 No, but I did get information verbally
- 4 Don't remember
- 5 Don't know

q89 Did you do any of your own research on the diagnostic offered and alternatives which your vet did not suggest?

- 1 Yes, and found a better alternative for me/my pet
- 2 Yes, but did not find a better alternative
- 3 No, because I did not realise I could
- 4 No, because I was unable to do so (eg limited time available, lack of knowledge of what to search)

Out of hours

[Ask All]

- q90 Has your pet needed out-of-hours care in the past two years? By out-of-hours care we mean where your pet needed emergency or urgent treatment outside of the opening hours of your usual vet practice?
- 1 Yes
 - 2 No [close on this section]
 - 3 Don't know [close on this section]
- q91 Thinking about your last use of out-of-hours pet care, which of the below best describes where you went for this?
- 1 I used my regular vet practice, which provides out-of-hours services
 - 2 I was referred to a different out-of-hours provider by my regular vet practice
 - 3 I searched online and used the closest provider
 - 4 I searched online and used the provider with the best mix of location, price and services based on my research
 - 5 A mobile vet came to my home
 - 6 Don't know / Can't recall
- q92 When did you receive information about the price of the out-of-hours services you used?
- 1 I was told the price of the service/s before attending the practice
 - 2 I was told the price of the service/s after arriving at the practice, but before agreeing to the service/s
 - 3 I was told the price of the service/s only after receiving the service/s
 - 4 Don't know / Can't recall
- q93 How did the following aspects of your visit compare between the out-of-hours veterinary service and your regular vet practice? [matrix style question]
- 1 The care received by my pet
 - 2 The quality of the information given to me about the treatment
 - 3 The stress I experienced during my visit
 - 4 The pressure I felt during my visit
 - 5 The confidence about any decisions I had to make
 - i. Better at the out-of-hours service
 - ii. Worse at the out-of-hours service
 - iii. The same as at my regular vet practice
 - iv. Not applicable
 - v. Don't know

Medicines

[ALL who used vet practice in past 2 years AND used vets for routine medication, prescription medication, or other medication]

q94 Which of the following statements best describes you? Please select one of the following.

- 1 I can only get prescribed medication from my vet practice
- 2 I can ask my vet practice for a prescription so that I can get the prescribed medication elsewhere
- 3 Not sure/ don't know

q95 You said earlier your pet(s) had been prescribed medication in the past 2 years? Was the medication one-off or ongoing?

[Multicode]

- 1 One-off
- 2 On-going
- 3 Don't remember

q96 [If the medication is on-going] How frequently do/did you pay for a renewed prescription for the on-going medication?

- 1 Weekly
- 2 Fortnightly
- 3 Monthly
- 4 Every 3 months
- 5 Every 6 months
- 6 Other, please specify
- 7 Don't know

[IF the medication is a one-off]

q97 And when was the most recent time you bought a one-off pet medication? (if you can't remember exactly, please estimate to the closest month)

[INCLUDE DROP DOWN LIST OF MONTHS AND YEARS]

Don't remember

[IF the medication is a one-off]

q98 Where did you buy this one-off pet medication from?

- 1 Directly from my vets practice
- 2 From a different retailer
- 3 Don't remember

[if the medication is on-going]

q99 Where do you usually buy your on-going pet medication from?

- 1 Directly from my vets practice
- 2 From a different retailer
- 3 Don't remember

[IF bought from a different retailer OR I can ask my vet practice for a prescription]

q100 How did you learn that you could obtain a prescription from your vet practice and get the medication elsewhere? Please select all that apply.

- 1 Vet practice told me
- 2 Word of mouth (friends, family, other pet owners)
- 3 Website advice (e.g. animal charities, rehoming centres)
- 4 Social media forums/posts
- 5 Social media advertising
- 6 I just assumed/guessed that was the case
- 7 Others, please specify
- 8 Don't remember

[If bought from a different retailer OR I can ask my vet practice for a prescription]

q101 Which ONE of the following statements best describes you?

- 1 I have compared the price of medication from retailers other than my vet practice
- 2 I have tried to compare the price of medication from other retailers but couldn't find information
- 3 I have not tried to compare the price of medication from other retailers

[If I can ask my vet practice for a prescription]

q102 Why did you choose to buy your medication from your vet practice?

- 1 I needed to purchase it quickly
- 2 It was the simplest option
- 3 I didn't know how to order from a different retailer
- 4 I trust that the medication from my vet practice is the most reliable / best quality
- 5 I don't feel comfortable telling my vet practice that I will purchase medication from elsewhere
- 6 Specific prescribed medicine brand not available from other retailers
- 7 My vet practice was cheaper overall than other retailers when combined with the consultation/prescription fee
- 8 I don't feel comfortable administering medication bought from a different retailer
- 9 Don't know

Cremations

[ASK ALL]

q103 The following questions are about the death of a pet. We understand that this may be very upsetting to answer questions about. If you would prefer not to answer these please select 'skip to next section'.

- 1 Proceed with these questions
- 2 Skip to next section

[IF Q103 PROCEED WITH THESE QUESTIONS]

q104 Have you had a pet that died within the last three years?

- 1 Yes
- 2 No [Skip to next section]

[IF Q104 - YES]

q105 We are sorry for your loss and appreciate that thinking about a pet that has died can be very upsetting. If you have experienced more than one loss in the last two years, please think about the most recent experience.

When did your pet die? (if you can't remember exactly please estimate to the closest month)

[INCLUDE DROP DOWN LIST OF MONTHS AND YEARS COVERING THE PAST 3 YEARS]

q106 When your pet died, which of the following did you do?

- 1 My pet was buried at home (by ourselves/friends/family)
- 2 My pet was buried elsewhere through a company that delivered pet burial services
- 3 My pet was cremated
- 4 Other, please specify
- 5 Don't remember

[IF Q106 = 3,MY PET WAS CREMATED]

q107 How did you choose a cremation service?

[SINGLE CODE]

- 1 I bought the cremation service from my usual vet practice and they chose the crematorium
- 2 I bought the cremation service from the out-of-hours vet service and they chose the crematorium
- 3 I chose it based on word of mouth (friends, family, other pet owners)
- 4 I chose it based on an online search
- 5 I chose it based on information on the crematorium website
- 6 Other, please specify
- 7 Don't remember

q108 What, if any, information did you receive from the cremation service?

[MULTI-CODE]

- 1 A range of options, including more premium packages (eg individual, memorials) and more simple options (eg, communal) , including doing nothing and opting for home burial
- 2 The price of the service and any different packages
- 3 Logistical differences (such as timings and location) for any different packages
- 4 Information on what may be covered by your insurance policy

5 Other [please specify]

q109 Which statement best describes what you did when choosing a cremation service?

[SINGLE CODE]

- 1 I compared different providers of cremation services based on information such as prices and services offered
- 2 I compared different providers of cremation services, but didn't have access to information on prices and services offered
- 3 I would have liked to compare different providers of cremation services but didn't get a chance to do so
- 4 I didn't want / need to compare different providers of cremation services because I followed my vet's recommendation
- 5 I didn't want / need to compare different providers of cremation services for other reasons
- 6 I don't remember

IF Q109 = CODES 1-3]

q110 What factors were important to you when selecting a cremation service? Please select all that apply.

[MULTI CODE]

- 1 Location
- 2 Types of cremation services offered i.e, private, semi-private, or communal cremations
- 3 Price
- 4 The pet crematory had a good reputation and positive reviews.
- 5 The pet crematory offered memorialization and certification options.
- 6 Other (specify)

Pet health plans

This section is about buying a pet healthcare plan from your vet practice in the last 3 years. A pet healthcare plan is where you pay your vet practice a monthly or annual fee for a package of routine treatment and services. These plans vary as to what they include, but typically include, for example, annual booster vaccinations and flea and worm preventative treatment and may include discounts for other treatment and services if needed.

[ASK ALL]

q111 Do you currently have a pet healthcare plan, or have you had one in the past three years?

- 1 Yes, currently have one
- 2 I don't currently have one, but I have in the past three years
- 3 No, I haven't had one in the past three years
- 4 Don't know

[IF Q111 = 1 OR 2]

q112 What were your reasons for buying a pet healthcare plan? Please select all that apply

[MULTI-CODE]

- 1 It offers value for money
- 2 It helps with financial planning
- 3 It gives me reassurance
- 4 It was recommended by my vet practice
- 5 It was recommended by word of mouth (family, friends, other pet owners)
- 6 Other, please specify
- 7 Don't know

q113 How did you become aware of the pet healthcare plan? Please select all that apply

[MULTI-CODE]

- 1 The vet practice mentioned it to me
- 2 It was advertised in a poster/ leaflet in the vet practice
- 3 It was advertised on the vet practice's website
- 4 Word of mouth (friends, family, other pet owners etc)
- 5 Social media
- 6 Website advice (e.g. animal charities, rehoming centres)
- 7 Other, please specify
- 8 Don't know

q114 [IF Q111 = 2 (don't have but used to)]: Why did you cancel your pet healthcare plan?

[MULTI-CODE]

- 1 It wasn't value for money
- 2 I didn't use it
- 3 I couldn't afford it
- 4 Other, please specify
- 5 Don't remember

Insurance

[ASK ALL]

q115 Do you have insurance for one or more of your pets?

- 1 Yes
- 2 No
- 3 Don't know

[IF Q115 = NO]

q116 Is there a particular reason you do not have insurance for your pet(s)?

[MULTI-CODE]

- 1 I felt it was not good value for money / was too expensive
- 2 It doesn't cover enough for my needs
- 3 I put aside money to make sure I can pay for my pet treatments
- 4 I am confident I can pay for treatments needed as they are needed
- 5 I don't know enough about it
- 6 I haven't considered it
- 7 Other, please specify
- 8 Don't know

[IF Q115 = NO]

q117 What were your reasons for having pet insurance? Please select all that apply

[MULTI-CODE]

- 1 It put my mind at ease
- 2 It was recommended by my vet practice
- 3 I got free cover for a short period of time (eg a few months) or other benefits when I originally got my pet and I continued with the insurance cover after this
- 4 It was recommended by word of mouth (family, friends, other pet owners)
- 5 Other, please specify
- 6 Don't know

q118 How did you find the insurance plan that you took out?

[MULTI-CODE, RANDOMISE]

- 1 My vet practice mentioned it to me
- 2 Insurance price comparison website (eg Compare the market or GoCompare)
- 3 It was advertised in a poster/ leaflet at the vet practice
- 4 It was advertised on the vet practice's website
- 5 Word of mouth (friends, family, other pet owners etc)
- 6 Social media
- 7 Website advice (e.g. animal charities, rehoming centres)
- 8 Other, please specify
- 9 Don't remember

Complaints

q119 Have you tried to complain about your vet or vet's practice in the past two years?

- 1 Yes
- 2 No
- 3 Don't know

[IF Q119 = YES]

q120 What was your complaint about?

- 1 I was unhappy with the treatment of my pet
- 2 Behaviour of a vet or other member of staff
- 3 Prices
- 4 An issue with other customers
- 5 Other specify
- 6 Don't remember

q121 And who did you raise your complaint with?

MULTICODE

- 1 The vet practice
- 2 The group who owned the vet practice
- 3 RCVS (Royal College of Veterinary Surgeons)
- 4 The VCSM (Veterinary Client Mediation Service)
- 5 Citizen's Advice
- 6 My MP or local councillor
- 7 I left a negative review online
- 8 Other (specify)
- 9 Don't remember

[IF Q119 = NO or don't know]

q122 If there was an issue where you felt you wanted to raise a complaint, what would you be likely to do?

MULTICODE

- 1 Raise the complaint with the vets practice directly
- 2 Contact the group who owns the practices, to raise the complaint through their system
- 3 Contact RCVS (Royal College of Veterinary Surgeons)
- 4 Contact the VCSM (The Veterinary Client Mediation Service)
- 5 Research online for the process to raise a complaint
- 6 It would depend on the nature of the complaint
- 7 Not sure
- 8 Other, please specify

[ALL]

q123 Before this survey, were you familiar with the VCSM (The Veterinary Client Mediation Service)?

- 1 Yes
- 2 No

3 Don't know

[IF Q123 = YES – Have heard of VCSM]

q124 Which of the following relates to your familiarity with VCSM (please select any that apply)

- 1 I have contacted the organisation directly
- 2 I have accessed / read VCSM materials
- 3 I have referred complaints to the VCSM
- 4 None of the above
- 5 Don't know

q125 Before this survey, were you familiar with the RCVS' (Royal College of Veterinary Surgeons) Practice Standard Scheme?

- 1 Yes
- 2 No
- 3 Don't know

[IF YES – Have heard of the RCVS]

q126 Which of the following relates to your familiarity with the RCVS' Practice Standard Scheme?

- 1 I have heard of the RCVS' Practice Standard Scheme but it has never affected my choice of veterinary practice
- 2 I have a preference for veterinary practices that sign up for the accreditation
- 3 I only go to practices that have signed up to the scheme (also known as RCVS-accredited practices).

Views on in-home consultations/ mobile vets/ remote consultations/ telemedicine

[ASK ALL]

q127 Have you used remote consultations / telemedicine in in the last 3 years? [Multiple choice]

- 1 Yes, and still using them
- 2 Yes, used in the last 3 years but no longer use this service
- 3 Yes, used in the last 3 years and am likely to use them again in future
- 4 No [close this section]
- 5 Don't know [close this section]

[IF Q127 = 1,2 OR 3]

q128 What made you decide to use these services? [Multiple choice]

- 1 They suited my work and personal time commitments
- 2 As a solution to the Covid-19 lockdown restrictions

- 3 They were more affordable than in-person consultations
- 4 Due to personal disabilities or health related circumstances
- 5 Due to the location of my in-person practice
- 6 Bad experience in previously using the in-person practice
- 7 Other, please specify
- 8 Don't know

[If Q128 = 2 - used in past but no longer use]

q129 What factors made you stop using remote consultations and/or telemedicine? [Multiple choice]

- 1 I only used this service for a temporary need (eg my pet needed urgent care, could not reach my usual veterinary practice)
- 2 I utilised these services during the Covid-19 lockdown but I now prefer to use in person services
- 3 Prices associated with the service
- 4 Bad experience in previously using the service (eg poor customer service)
- 5 Other, please specify
- 6 Don't know

q130 Have you used in-home consultations / mobile vets (where a vet visits your pet at home) in the last 3 years? [Multiple choice]

- 1 Yes, and still using them
- 2 Yes, used in last 3 years but not currently using them
- 3 No [Close this section]
- 4 Don't know [close this section]

[IF Q131 = 1 OR 2]

q131 What made you decide to use these services? [Multiple choice]

- 1 They suited my work and personal time commitments
- 2 As a solution to the Covid-19 lockdown restrictions
- 3 They were more affordable than in-person consultations
- 4 Due to personal disabilities or health related circumstances
- 5 Due to location of my in-person practice
- 6 Bad experience in previously using the service
- 7 Other, please specify

[If Q131 = 2- used in past but not currently]

q132 What factors made you stop using in home or mobile vets? [Multiple choice]

- 1 I only used this service for a temporary need (eg my pet needed urgent care, could not reach my usual veterinary practice)
- 2 I utilised these services during the Covid-19 lockdown but I now prefer to use in person services.
- 3 Prices associated with the service

- 4 Bad experience in previously using the service (eg poor customer service)
- 5 Other, please specify

Costs and perceptions of costs

q133 Thinking again about the most recent visit to the vets, how did you pay for the treatment that your pet received?

[MULTI-CODE]

- 1 The treatment was covered partly or fully by insurance
- 2 From personal savings
- 3 From personal savings of another family member
- 4 Using your credit card
- 5 Using the credit card of another family member
- 6 Using a bank/building society/credit union loan in your name
- 7 Using a bank/building society/credit union loan in the name of another family member
- 8 Using a Payday loan in your name
- 9 Using a Payday loan in the name of another family member
- 10 Pet charity support
- 11 Another way
- 12 Prefer not to say

[ASK ALL]

q134 Compared to three years ago, to what extent do you think vet prices have changed?

[SINGLE CODE, ROTATE SCALE]

- 1 They are much less expensive now
- 2 They are a little less expensive now
- 3 There has been no change
- 4 They are a little more expensive now
- 5 They are much more expensive now

q135 Compared to three years ago, to what extent do you think the quality of vet services have changed?

[SINGLE CODE, ROTATE SCALE]

- 1 They are much better now
- 2 They are a little better now
- 3 There has been no change
- 4 They are a little worse now
- 5 They are much worse now

q136 How much do you estimate you have spent on vet services over the last two years? [Free text]

q137 When it comes to receiving medical care, to what extent should pets be treated similarly or differently to humans?

[SINGLE CODE]

- 1 Pets should be treated completely the same as humans
- 2 Pets should be treated somewhat the same as humans
- 3 Pets should be treated somewhat differently to humans
- 4 Pets should be treated completely differently to humans

q138 Pet owners make choices about how to spend household finances on pet care. Which of the following statements do you most agree with?

[SINGLE CODE]

- 1 Pet care costs should always be prioritised, even if this means deprioritising other important household expenses
- 2 Pet care costs should usually be prioritised, but not over other important household expenses
- 3 Pet care costs should sometimes be prioritised, but not over many other household expenses
- 4 Pet care costs should never be prioritised over most other household expenses

q139 Finally, is there any additional information you would like to tell us about in relation to your experiences with vets before we finish the survey? [Free text]

Respondent and household demographics to be added