

Veterinary Services for Household Pets Market Investigation

Invitation to comment on consumer survey invitation letter

1. As part of its investigation into veterinary services for household pets, the Competition and Markets Authority (CMA) has appointed Accent to conduct a quantitative survey of UK household pet owners who use veterinary services.
2. The central objective of the survey is to understand consumer experiences of using veterinary services for their household pets, with a particular focus on understanding the drivers for their choice of veterinary practice and the services they receive.
3. We previously consulted on the draft questionnaire for our consumer survey. This consultation has closed and we have taken into consideration the comments we have received.
4. We now welcome comments on the draft survey invitation letter to be used to invite pet owners to participate in the survey. The draft letter may be found on the Veterinary Services for Household Pets Market Investigation case page.
5. The letter may be revised ahead of usage, to reflect comments received.
6. In accordance with the tight timetable, which is necessary for this work, the deadline for comments is **midday on Tuesday 22 October 2024**. All comments should be addressed to vetsMI@cma.gov.uk.