



BIO'SAT
vet market research

2019

USAGES & ATTITUDES BAROMETER SURVEYS

AMONG SMALL ANIMAL VETERINARIANS




**U&A barometer
surveys**



EUROPE & NORTH AMERICA



Our quantitative U&A barometer surveys...

- gather **qualitative** information on the **behaviors and opinions** of small animal vets by assessing KPIs
- are conducted every year
- enable comparisons with previous measurements
- are available in 5 European countries (France, the UK, Germany, Italy & Spain) as well as in the USA & Canada
- are offered also in **LATAM** and **Asia** for the "Ectoparasiticides-endectocides" and "**Vaccines**" studies
- give you the opportunity to add your own specific questions
- make it possible to buy only some parts of the study
- can be conducted among pet owners 



KPIs assessed in our barometer surveys among small animal veterinarians

- Spontaneous & aided awareness of products
- Advertising recall
- Focus on new products
- Product benchmarking
- Penetration rate of main products
- Most often prescribed products by type of animal and/or by disease
- Pharmaceutical company image
- Prescription development drivers

NEW

In our **2019 schedule** you will find **2 kinds of surveys**:

1 Barometer surveys covering therapeutic fields that we have been assessing for more than 10 years

➔ 1 ST HALF 2019	➔ 2 ND HALF 2019
Joint Management Supplements	Dermatology
Behavioral Disorders	Vaccines
Cats: behaviors & vet opinions	Cardiac Insufficiency
Antibiotics	Wormers
Ectoparasiticides-endectocides	Anesthetics
NSAIDs	

2 Barometer surveys assessing the field of your choice

If you **don't find** the field you are interested in among the 11 "standard" surveys listed above, we can assess the therapeutic field of your choice using our standard questionnaire.

We will **assess the main KPIs** and adapt the framework of our barometer studies to your issues.



Rates

➔ EUROPE

➔ 1 COUNTRY IN EUROPE

➔ 5 COUNTRIES IN EUROPE

➔ NORTH AMERICA

➔ THE USA

➔ CANADA

Per study (except Ecto & Vaccines)	on request	on request
Per Ecto or Vaccines study	on request	on request

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Sample sizes: **120 small animal vets** per country in Europe | **250 small animal vets** in the USA | **80 small animal vets** in Canada

For the purchase of 5 countries in Europe...

- delivery of a **European comparison report**
- you can ask for:
 - ➔ a **customized report**
 - ➔ a **presentation of the results** online or on your premises

➔ FOR FURTHER INFORMATION, PLEASE CONTACT:
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