

# 2021

## SYNDICATED SURVEYS SMALL ANIMAL

### WESTERN EUROPE – NORTH AMERICA 2021

NEW

#### NEW SURVEYS

##### Parasites control (Q2 2021)

Global usage and attitudes. When and why, veterinarians prescribe endectocides rather than ectoparasiticide + wormer (and vice versa)?

##### Innovations in pain management for arthrosis (Q2 2021>Q1 2022)

Tracking of the impact of Librela® and Solensia® on the behaviour of vets regarding pain management in arthrosis. Two waves among a panel of vets.

##### Brand value benchmark (Q2 & Q4 2021)

Each semester we will assess the awareness and NPS of the key brands for parasiticides, vaccines, AINS, IEC and dermatology.

You can subscribe to the therapeutical classes of your choice.

##### Oncology (Q4 2021)

Assessment of the main usages and attitudes of the veterinarians.

#### BAROMETER SURVEYS

Veterinarians usages and attitudes regarding **behavioral disorders** (Q1 2021)

Veterinarians usages and attitudes regarding **dermatology** (Q3 2021)

Veterinarians usages and attitudes regarding **feline clientele** (Q1 2021)

**Companies image assessment** among veterinarians (Q3 2021)



**Cat owners attitudes** regarding the care of their cats and perception of their vets (Q1 2021)

Veterinarians usages and attitudes regarding **vaccines** (Q4 2021)

Veterinarians usages and attitudes regarding **antibiotics** (Q2 2021)

Veterinarians usages and attitudes regarding **cardiology** (Q4 2021)

## Rates and sample profiles

### EUROPE

1 COUNTRY IN EUROPE

5 COUNTRIES IN EUROPE

Per study (except Ecto & Vaccines)

On demand

On demand

Per Ecto or Vaccines study

On demand

On demand

Brand value per therapeutical class for one year

On demand

On demand

### NORTH AMERICA

THE USA

CANADA

Per study (except Ecto & Vaccines)

On demand

On demand

Per Ecto or Vaccines study

On demand

On demand

Brand value per therapeutical class for one year

On demand

#### 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

#### Sample sizes:

- 120 small animal vets per country in Europe
- 200 small animal vets in the USA
- 80 small animal vets in Canada

**Cat owners:** 400 people in each country

