Understand and connect with **veterinarians**

Veterinarians play an integral role in the animal healthcare journey, seeing many companion animal patients, making brand recommendations, and influencing purchase decisions in their practice. **M3 MI's Veterinary Study** provides essential data for understanding the motivations and behaviors of these HCPs and how to effectively reach them, empowering informed marketing plans and decisions.

Identify and profile the veterinary audiences important to your communication plan

- Demographics (gender, age, region)
- Type of practice (solo, group, corporate)
- Years in practice
- Companion animal patients treated
- Percentage of cases treated by type of animal
- Professional activities & association membership
- Professional social media connections & impact on job-related decisions
- Actions taken after reading veterinary-related social media posts
- Purchasing influence on veterinary devices
- Specific brands of pet food sold or recommended
- Use of technology for work
- Usefulness of pet education/disease maintenance information
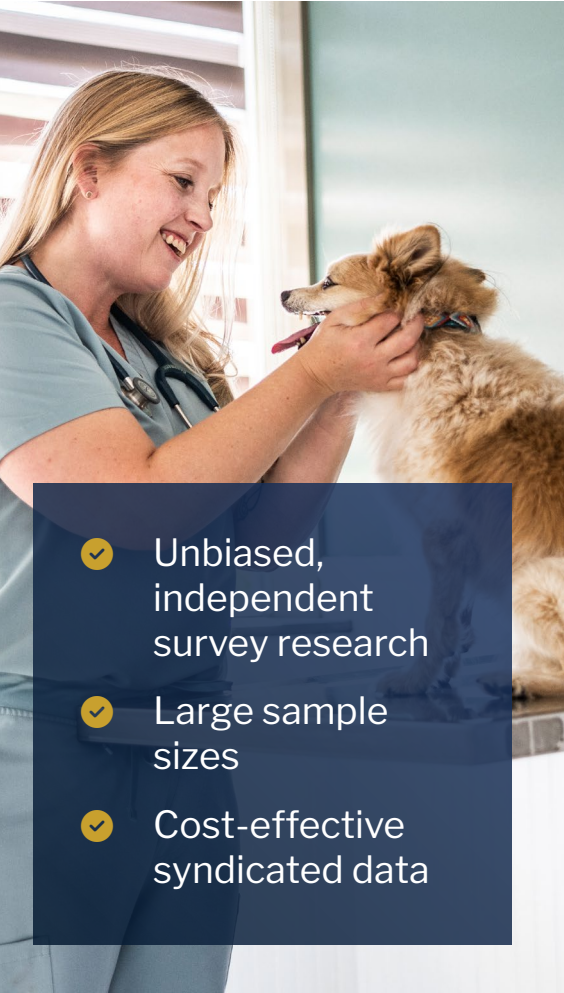
Support omnichannel marketing strategy

Veterinarians' channel preferences and usage across key information sources:

- Conferences & meetings (remote & in-person)
- Professional Associations
- Online Veterinary Videos
- Newsletters & Promotional Marketing Emails
- Professional Journals (print/websites)
- Social Media (professional & consumer)
- Webinars
- Podcasts
- Distributor & Manufacturer Websites
- Sales Reps
- EMR/EHR Platforms
- + much more

Develop media plans for your target audiences

Trusted media measurement data across 43 media properties:

- Veterinary journals
- Veterinary-specific and professional-focused websites
- Reference websites
- Professional and consumer social media
- Mobile apps
- Email & print newsletters
- + media attitudes & opinions

Pro Health Resources

Download the latest Professional Health content directory here or visit our website for other relevant materials.

Veterinary Study details

Latest release:	June 2025
Survey respondents:	250+
Sample source:	Mix of online panels and databases
Methodology:	Online veterinary interviews, weighted based on the size of the universe of the age and gender group to which they belong
Data access options:	Dashboard, charts & tables, crosstabulation & planning tools

Counts by key areas

Veterinarians	N=283
Practice type:	
Solo	*N=51*
Group	*N=161*
Corporate	*N=53*

- Unbiased, independent survey research
- Large sample sizes
- Cost-effective syndicated data

M3 MI Professional Health

Other Syndicated Offers

Ad Intelligence

The market's leading competitive ad intelligence platform, used by brands, agencies and media to understand advertising share of voice, competitive strategies and spend across media channels. Data is collected, classified and updated daily.

HCP Specialties & Health Verticals

Media measurement and strategic omnichannel insights for 20+ medical/surgical physician specialties, and other health verticals including: dentistry, managed care, PA/NP, veterinary, and more.

View the full list on our website.

MARS Consumer Health

MARS is the industry's most comprehensive dataset of health consumers, connecting 100+ conditions with treatments, Rx brands, media usage, health behaviors, attitudes, and more. Developed from a nationally representative data set of 40K U.S. adults, M3 MI's annual bilingual survey provides robust samples sizes and coverage of low incidence conditions.

M3 MI

For more information contact us or visit our website:

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M3 MI provides media insights and marketing intelligence to the healthcare market's advertisers, agencies and media companies.