

# Decoding the Pet Owner Path to Care

The 2021 Path to Care study, conducted for CareCredit, revealed insights into the emotions and attitudes that influence pet owners when deciding on veterinary care. Understanding their decision-making journey can help you build stronger relationships and ensure more pets get the care they need. Here are some essential findings.



## Cost First, Then Care

61%

of consumers surveyed researched cost/fees on their path to care



Almost 1/4

start their journey researching cost/fees

Pet owners want to provide the best care for their pet, but cost is a major consideration—one that often comes before researching a provider.

## Word of Mouth Matters

#1



Friends, family and others are the top source when choosing a provider

52%

of consumers say offering financing options is important when choosing a petcare provider

Pet owners value the opinions of people in their social circle. Everything from the quality of care to payment options could be up for discussion. Making sure current and potential clients know you accept the CareCredit health and pet care credit card can help you make a lasting impression.



## Online & On-The-Go

1/3

of pet owners said it's important their provider accepts contactless, digital payment



They also said it's important to have access to:

Electronic health records

Patient portal

Online scheduling



In a mobile-first world, consumers appreciate the convenience of being able to stay informed about their pet's health and pay for veterinary care anytime, anywhere.

## Financial Peace of Mind

Cardholders say paying with CareCredit makes them feel:

Relieved



57%

Confident



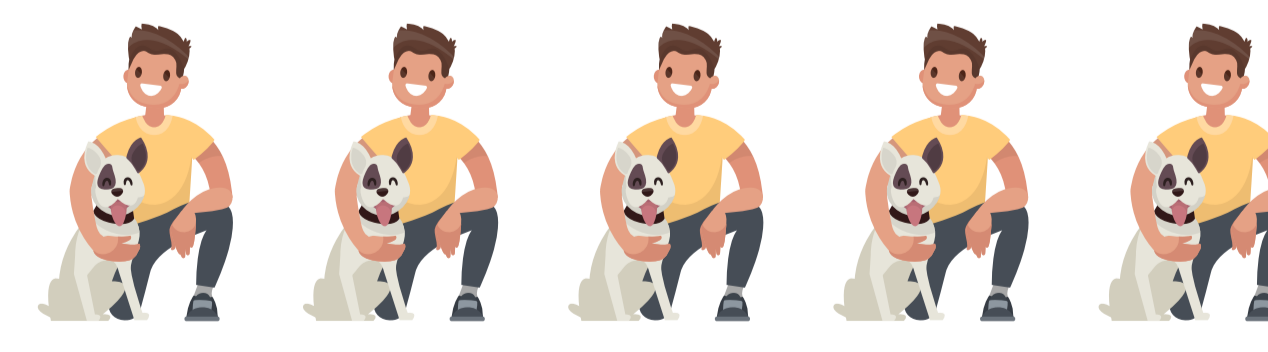
40%

Offering budget-friendly financing can help give pet owners peace of mind that they can pay for their pet's care, from the routine to the unexpected.

## Average Spend on Care

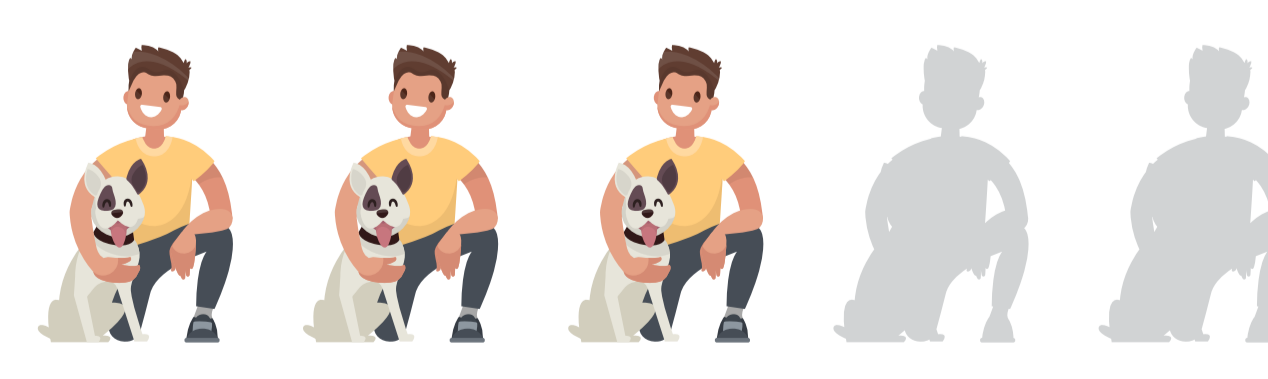


Cardholders  
\$1,920



Non-Cardholders  
\$564

8 out of 10



cardholders surveyed agree that a pet care credit card enables them to be responsive to their family's needs and not delay care.

With the ability to pay over time, more pet owners can confidently accept recommendations for their pet's care whenever it's needed.

Find more resources and usable data at [carecredit.com/vetinsights](https://carecredit.com/vetinsights)

Source: CareCredit Path to Care, conducted by Chadwick Martin Bailey on behalf of CareCredit, October 2021