

# Veterinary Readership Survey VRS 2011



*Journals provide a thorough read for vets.*

## **THE SURVEY IN BRIEF**

The Veterinary Readership Survey (VRS 2011) provides readership of journals and other information for a universe of 17,618 Veterinary Surgeons and 10,062 Veterinary Nurses, a total of 27,680 Qualified Veterinary Practitioners working in the UK. A postal method was used providing an analysis sample of 487. This is the second in the survey series. Results can be obtained from any of the survey sponsors listed at the end of this summary.

## **SURVEY METHODOLOGY**

A postal questionnaire was sent to a representative sample of Veterinary Surgeons and Nurses drawn from the Royal College of Veterinary Practitioners Register. Reminders were sent to those who did not respond to the first request resulting in a 36% response rate.

Fieldwork was conducted in September, October and November 2011. Data has been weighted to the estimated number of registered Vet Surgeons and Nurses. All work was conducted in accordance with the Code of Conduct of the Market Research Society.

## **INFORMATION AVAILABLE**

The questionnaire collected standard measures of Average Issue Readership/AIR (the estimated number of readers of a typical issue), together with frequency of reading to allow schedule evaluation, for 13 veterinary journals. Mode of reading was also collected for these journals.

In addition to this use of web sites (in the past 4 weeks) and sources used for different types of information was asked.

This data can be analysed by various sample sub-groups including:

- All Veterinary Surgeons
- Veterinary Surgeons working in Practice (excludes those in government, industry, academia)
- Veterinary Nurses
- Individuals working with specific species (e.g. equine, cats and dogs etc)
- Other variables (including principal/partner, region, year registered and gender).

## KEY FINDINGS

Journals are widely and deeply read:

- For most target groups a typical issue of the top individual journals are read by between 40 and 70%
- 85% of readers of a typical issue read or scan through all or most pages of the journals they read.

Over half of Vet Surgeons use web sites for work purposes daily/almost daily, half using it for CPD in the last 4 weeks (both of these figures have increased since last year).

The top web sites are used (in the last 4 weeks) by just under 50% of some target groups (lower for others).

## FURTHER INFORMATION

Further information can be obtained from any of the survey sponsors listed below:

BMJ Group, Kevan Bowen, <a href="mailto:KBowen@bmigroup.com">KBowen@bmigroup.com</a> JCA Media Group, John Alborough, <a href="mailto:John@icagroup.com">John@icagroup.com</a> Veterinary Business Development, Lance Hoppe, <a href="mailto:lancehoppe@vetsonline.com">lancehoppe@vetsonline.com</a> Wiley Blackwell, Claire Rogers, <a href="mailto:crogers@wiley.com">crogers@wiley.com</a>
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MG Communications, Matthew Morton, <a href="mailto:matthew@mgcomms.co.uk">matthew@mgcomms.co.uk</a> MSA Market Media, Katy Parker, <a href="mailto:katy@msamarketmedia.co.uk">katy@msamarketmedia.co.uk</a> PC Media, Pascale Ollerhead, <a href="mailto:pascalle@pcmediauk.com">pascalle@pcmediauk.com</a> RLH, Christine Jones, <a href="mailto:Christine@rlh.co.uk">Christine@rlh.co.uk</a> Wrigley Foster Media Direct, Amanda Greenwood, <a href="mailto:Amanda@wrigleyfoster.co.uk">Amanda@wrigleyfoster.co.uk</a>
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Media buyers wishing to purchase access to the data should contact [Nigel.Jacklin@ThinkMediaConsultancy.com](mailto:Nigel.Jacklin@ThinkMediaConsultancy.com)