

# 2011 Thundershirt Dog Anxiety Survey

## Veterinarian Experience and Ratings

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In March, 2011, 149 active veterinarians were surveyed about their experiences with dog anxiety and fear issues, and the solutions they have tried in their practices. To recruit the veterinarians for this survey, a random sample of veterinarians in the Thundershirt database were contacted regardless of their purchase history.

The survey was conducted by the independent company GMI Inc, a Washington based survey company. Founded in 1999, GMI is a global market research company providing services to many of the largest business enterprises and researchers around the world.

### Key Findings from Veterinarian Survey:

1. Veterinarians see an average of 180 dogs per month at their individual practices.
2. During a typical year, veterinarians see the following number of anxiety cases on average:
  - 96 Noise Anxiety Cases
  - 62 Separation Anxiety Cases
  - 47 Travel Anxiety Cases
  - 32 Crating Anxiety Cases
  - 135 Fear of Veterinarian Cases
3. When treating an anxiety or fear case, Veterinarians prescribe the following solutions on average. The percentages total to more than 100% because most cases try more than one solution:
  - a. Drugs 35%
  - b. Thundershirt 38%
  - c. Pheromones 30%
  - d. Behavior Modification Training 79%
4. Over 98% of the veterinarians surveyed have seen success using Thundershirts with their clients.
5. For treating anxiety and fear issues, veterinarians gave Thundershirt the highest satisfaction rating for overall satisfaction, efficacy, expense, ease of implementation, and side effects. See Table 1.
6. Versus drugs, veterinarians rated the success of Thundershirt for treating each anxiety and fear type as equal or better. And given that Thundershirt is less expensive, easier to use, and poses no side effect risks, Thundershirt is often the first choice of veterinarians. See Table 2.

7. For overall success with treating anxiety and fear issues, Thundershirt received the most “Excellent” ratings of any solution, 25% for Thundershirt versus 14% for training and 11% for drugs. See Table 3.

**Table 1.**

**For Treatment of Anxiety and Fear Issues, Veterinarian Satisfaction Rating for Each Solution**

	Thundershirts	Drugs	Training	Pheromones
Overall Satisfaction	1.75	2.08	1.96	2.28
Efficacy	1.88	2.02	2.03	2.35
Treating severe signs of fear or anxiety	2.33	2.21	2.35	2.95
Treating moderate signs of fear or anxiety	1.90	2.02	2.01	2.61
Treating mild signs of fear or anxiety	1.65	1.99	1.88	2.12
Expense of Treatment	1.53	2.28	1.98	2.53
Ease of Implementation / Compliance	1.42	2.21	2.88	1.93
Side effects	1.15	2.47		1.58

1 = Very Satisfied, 2 = Satisfied, 3 = Dissatisfied, 4 = Unacceptable

“Rate each solution for the treatment of anxiety or fear issues using a 4 point scale.”

**Table 2.**

**For each anxiety type, Veterinarian Rating of Success with using each solution:**

	Thundershirts	Drugs
Fear of Noises (e.g. Thunder, Fireworks, Vacuum)	1.83	2.05
Separation Anxiety	2.06	1.93
Car/Travel Anxiety	1.98	1.92
Anxiety when confined to a crate	2.10	2.38
Fear / anxiety with unfamiliar people	2.18	2.47
Fear / anxiety with unfamiliar dogs	2.28	2.52
Fear of Veterinarians	2.26	2.60
General Anxiety	1.88	2.09
Repetitive / Compulsive Behavior (e.g. Licking, Spinning)	2.58	2.28

Excessive / Uncontrollable Barking	2.59	2.71
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1 = Excellent, 2 = Moderate, 3 = Mild, 4 = Zero

### Table 3.

#### Veterinarian Ratings of Results for Each Solution for Anxiety and Fear Issues

Success Level	Thundershirts	Drugs	Training	Pheromones	Sound Desensitization	Static Reduction	Sound Reduction
Excellent	25%	11%	14%	3%	1%	6%	6%
Moderate	55%	74%	63%	32%	12%	18%	12%
Mild	19%	15%	23%	60%	77%	53%	64%
Zero	2%	0%	0%	5%	9%	24%	18%
Memo: Total Responses	126	137	142	101	75	17	33