

Survey of the Profession

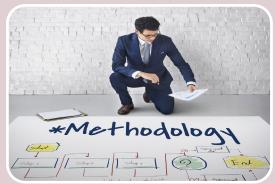


June 2019

Objectives, methodology & eligibility criteria









Objectives

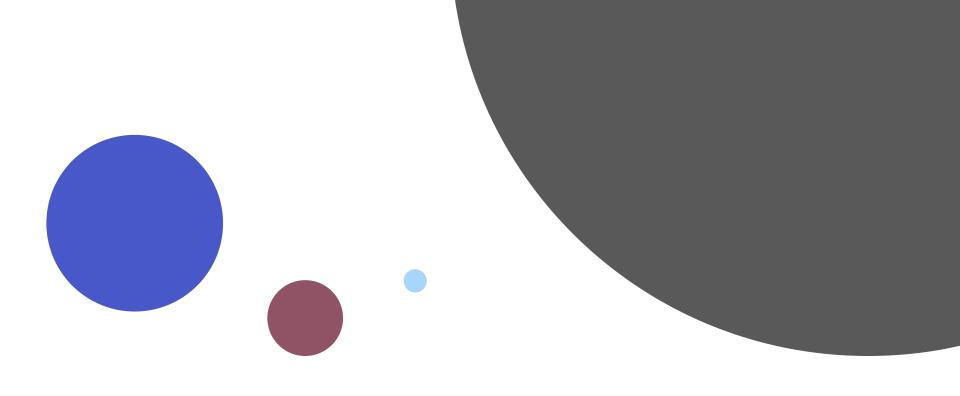
 As part of its on-going commitment to meeting the needs of its members, the British Cattle Veterinary Association, BCVA, wishes to understand the opinions of all cattle vets in clinical practice in UK (whether currently a member or not) on various topics

Methodology

- Part 1 Internet survey
 - Fieldwork took place in May and June 2019
 - Three respondents were selected at random to win £100 each
- Part 2 8 follow-up telephoneinterviews in July 2019

Eligibility criteria

- Must not be a current BCVA Board member
- Must be a vet in clinical practice in UK
- Must spend >25% of their professional time on cattle work



SUMMARY

Terminology



> The following phrases have been used to summarise these data:

> 75%+ of respondents "most"

> 50% - 75% of respondents "many"

> 25% - <50% of respondents "some"

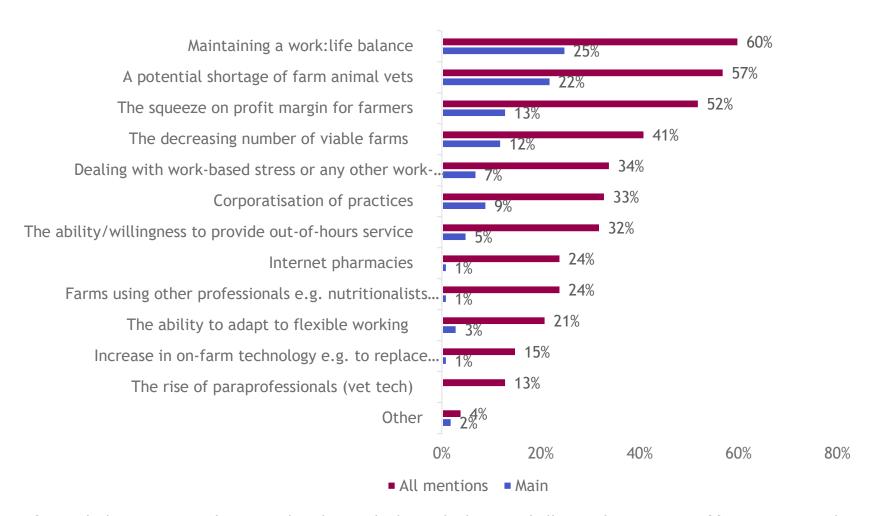
> <25% of respondents "a few"



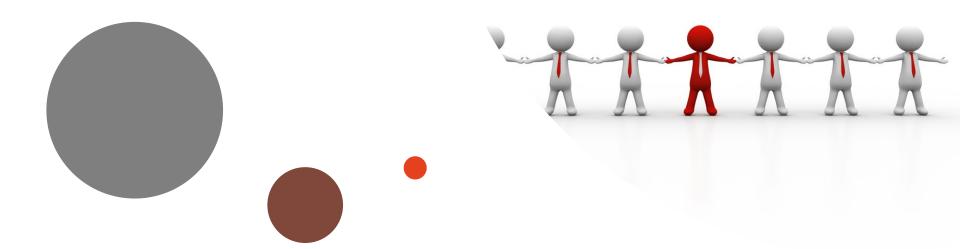
MAIN SURVEY

Challenges facing cattle vets in UK: Work: life balance (60%) & shortage of farm vets (57%)





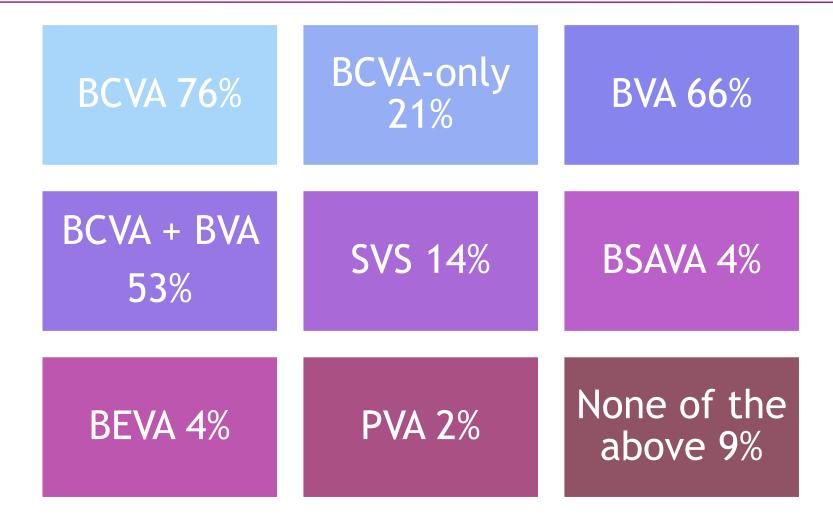
Q1. With the exception of Brexit, what do you think are the biggest challenges facing you PERSONALLY as a cattle vet in UK? Base All (n=341)



MEMBERSHIP STATUS

Membership: Three quarters (76%) of respondents were members of BCVA; 21% of the total were only members of BCVA





Q2. To which, if any, of the following professional organisations do you currently belong? Base All (n=341)

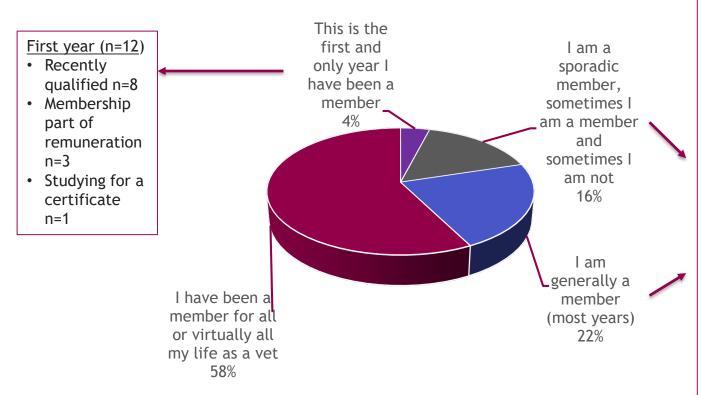
Membership of BCVA: High % cattle work, work in the south, male



- BCVA current membership
 - ➤ Highest amongst those who spend 75%+ of time on cattle (86%) vs 50%+ of time (67%)
 - ➤ Highest in south (90%) and lowest in north (64%)
 - ➤ Highest amongst males 85% vs females 68%
- Of the remaining vets (n=82) who were not current members, 44% had previously been a member i.e. 13% of the sample has never been members

Membership of BCVA: High loyalty: Most (80%) had always been or were generally a member of BCVA





Sporadic or generally a member (n=114).

Responses 10%+

- Cost / depends if someone else pays for my membership or not (41%)
- Depends which practice I am working for (12%)
- Without attending BCVA Congress, there is insufficient value in a membership (11%)
- I took a career break
 e.g. to have a
 family, to travel,
 work overseas, to
 study etc (11%)
- I do not feel it adds value / enough value to me so I make a decision at the time (10%)
- Other (14%)

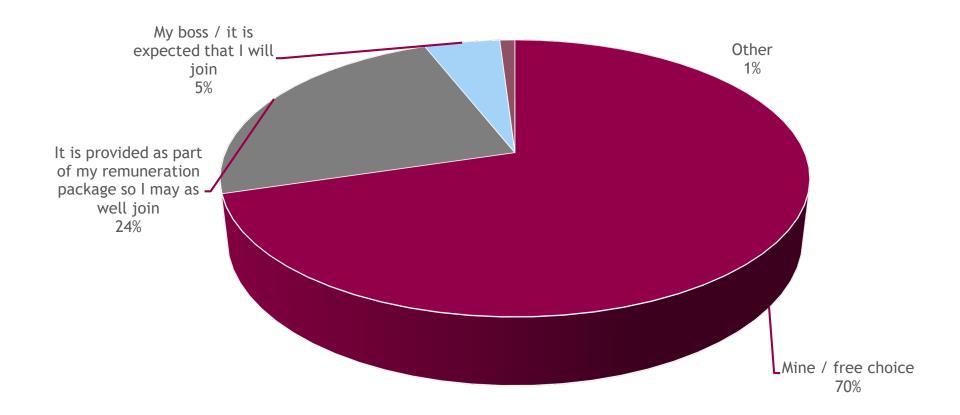
Q5. Which of the following best applies...

Base: All respondents who currently belong to or have been a member of BCVA (n=295)

Decision to join:

MG&A

Most (70%) had free choice. Part of remuneration package for a quarter (24%)

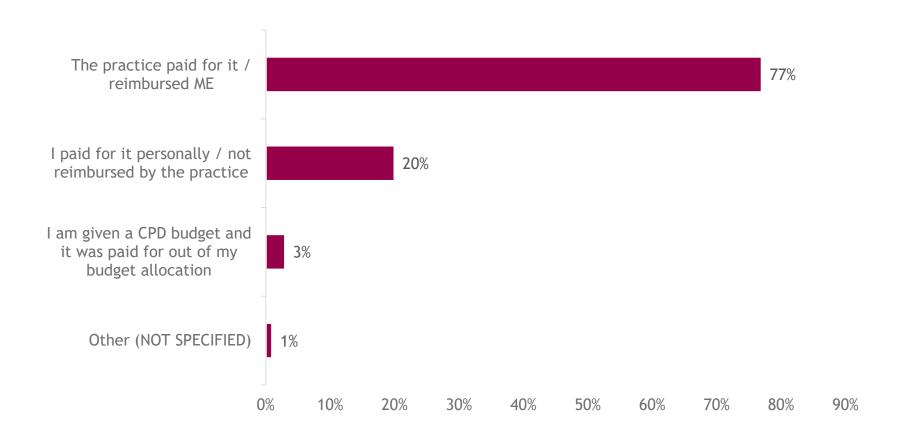


Q7b. Whose decision was it to join BCVA? Base All who currently belong to BCVA (n=259)

Who paid for membership:



Membership to BCVA was mostly (77%) paid for / reimbursed by the practice

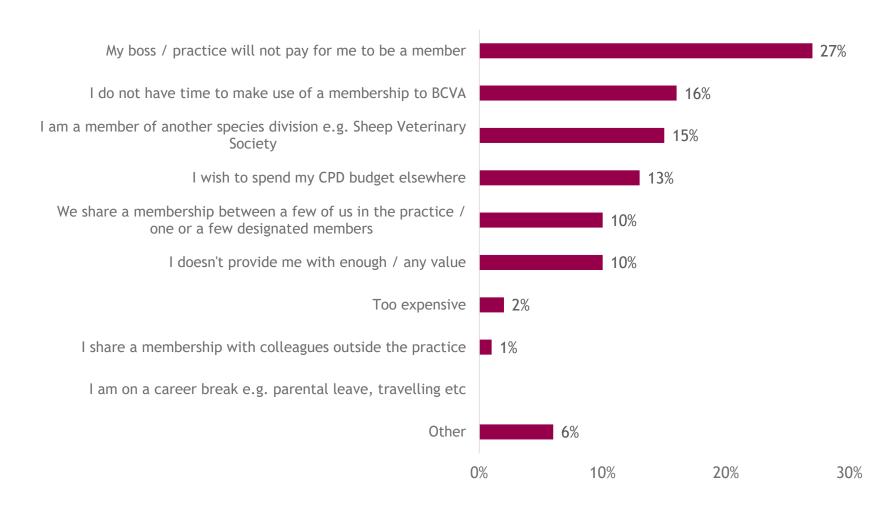


Q8. Who paid for your membership to BCVA? Base All who currently belong to BCVA (n=259)

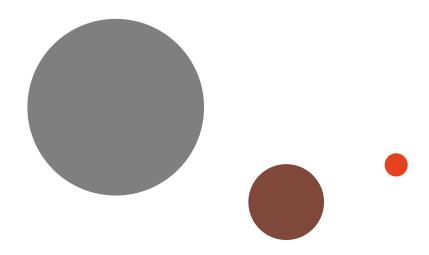
Why not currently a member:



Not paid for (27%), no time (16%), member of other associations (15%)



Q9. What is the main reason why you are currently NOT a member of BCVA? Base All who do not currently belong to BCVA (n=82)





Perceptions of BCVA



Membership category

Experience

Practice structure

Members

• Useful, informative

Lapsed members

• **Useful**, progressive, informative

Never members

• Useful, informative, community

Recently qualified

• **Useful**, progressive, informative

Experienced

• Useful, informative

Advanced / master

• Cliquey, **useful**, relevant

Independent

• Useful, informative

Non-independent

• Useful, informative

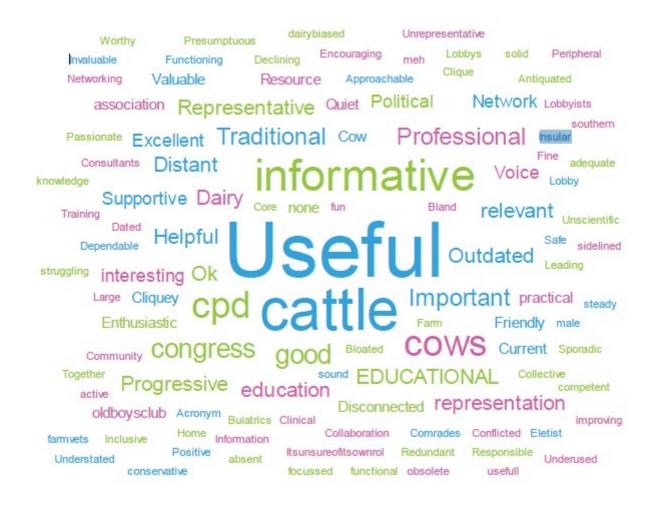


By membership category...

BCVA members:

"Useful" "Informative"





Q10. If you had to describe BCVA in one word, what would it be? Base All who currently belong to BCVA (n=259)

BCVA lapsed members:

"Useful" "Progressive" "Informative"



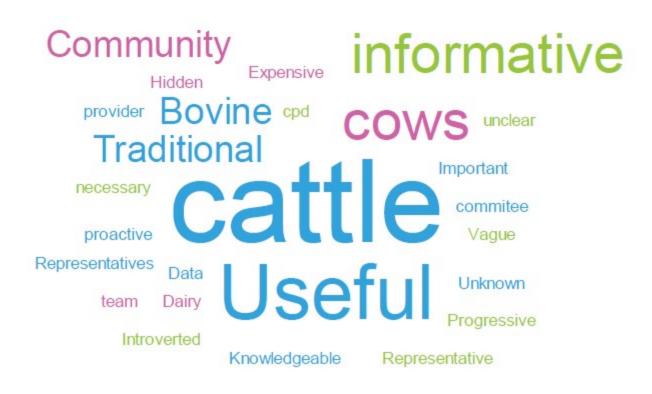


Q10. If you had to describe BCVA in one word, what would it be? Base All Lapsed members (n=36)

BCVA never members:

"Useful" "Informative" "community"





Q10. If you had to describe BCVA in one word, what would it be? Base Never members (n=46)

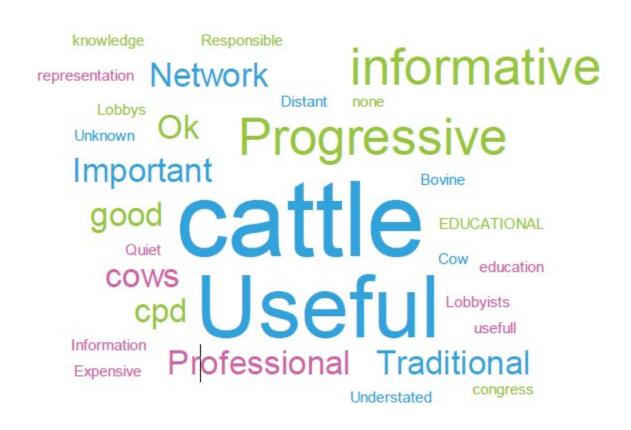


By level of experience

BCVA Recently qualified / learning:

"Useful" "Progressive" "informative"



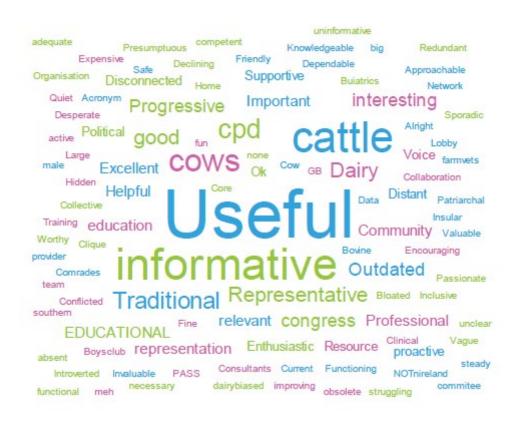


Q10. If you had to describe BCVA in one word, what would it be? Base Recently qualified / learning (n=54)

BCVA experienced:

"Useful" "informative"

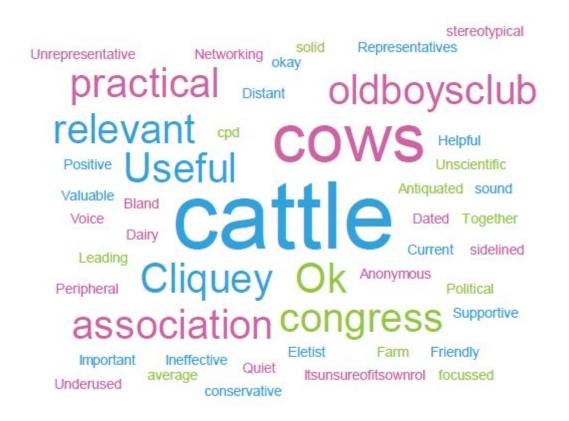




Q10. If you had to describe BCVA in one word, what would it be? Base Experienced (n=227)

BCVA advanced / masters: "Cliquey" "Useful" "Relevant"





Q10. If you had to describe BCVA in one word, what would it be? Base Advanced / master (n=60)



By practice structure

BCVA Independent vs non-independent:

Useful, informative for both



Peripheral

proactive

Independent knowledge Representatives Encouraging Boysclub relevant Representative Consultants Excellent active conservative Declining Distant COWS Bloated Underused Professional Large Patriarchal Progressive good GB Traditional Lobbyists none EDUCATIONAL Antiquated Collaboration Collective Desperate commitee unclear proactive representation

Non- independent obsolete Responsible Sporadio Important representation Representative Clinical average Dated Political Bland Functioning stereotypical Distant Cliquey Community focussed relevant Safe **EDUCATIONAL** oldboysclub team Supportive Traditional

education

NOTnireland Passionate Redundant Valuable

sidelined southern uninformative

Q10. If you had to describe BCVA in one word, what would it be? Base Independent (n=170) vs Non-independent (n=171)



ABOUT BCVA

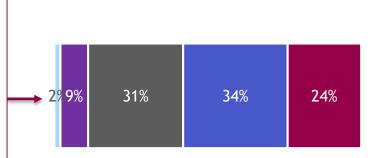
Importance of BCVA to the industry: Between a half and two thirds (58%) felt BCVA would be important for the UK industry over the next 5



Not important/not at all important (n=36 / 11%)

years

- Enough other providers of CPD (50%)
- Other organisations / associations can / will represent the views of cattle vets to government etc (47%)
- More practices are providing cattlespecific CPD in-house / in-group / within the practice so less or no need (44%)
- There are other relevant Congresses one can attend e.g. LVS (28%)
- Other (17%)



Important / essential	Mean
58%	3.7

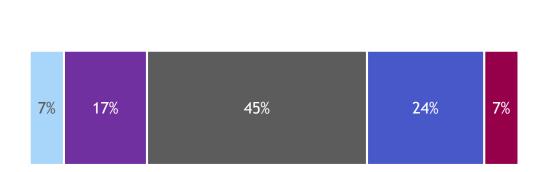
- Not at all important
- Not important
- Neither important nor unimportant
- Important
- Essential

Q11. How important do you feel the existence of BCVA will be for the UK INDUSTRY over the next 5 years? Base All (n=341)

Importance of BCVA (personally): Less important to

MG&A

individuals (31%) than to the UK Industry (58%)



Important / essential	Mean
31%	3.1

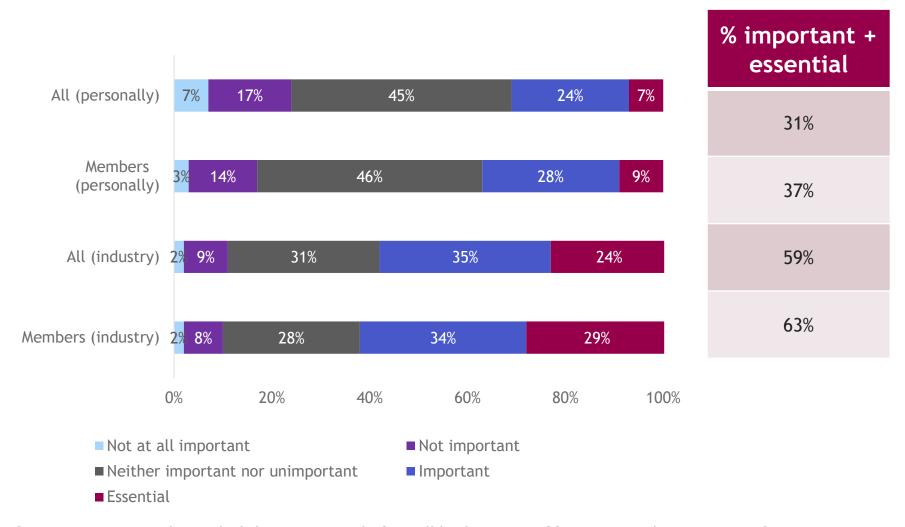
- Not at all important
- Not important
- Neither important nor unimportant
- Important
- Essential

Q11. How important do you feel the existence of BCVA will be for you PERSONALLY over the next 5 years? Base All (n=341)

Importance of BCVA:

Members vs non-members. Industry vs personally





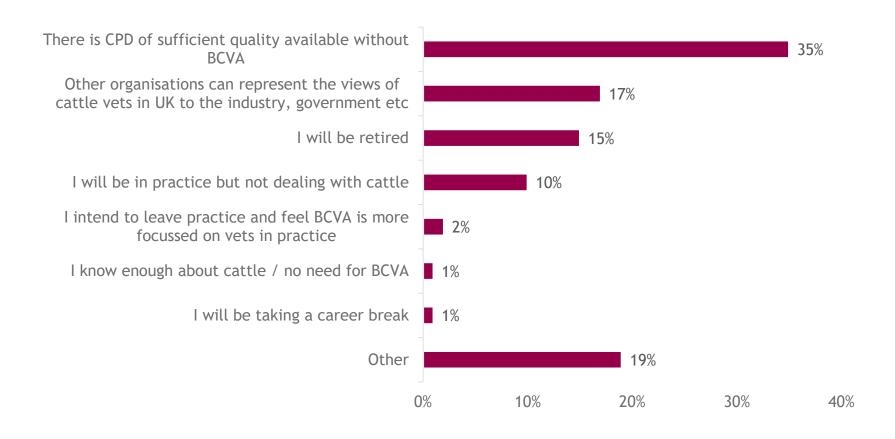
Q11. How important do you feel the existence of BCVA will be for you PERSONALLY over the next 5 years? Base All (n=341), members (n=259)

GV002. Survey of the Profession. June 2019

Why is BCVA not important personally:



A third (35%) feel there is sufficient CPD available without BCVA



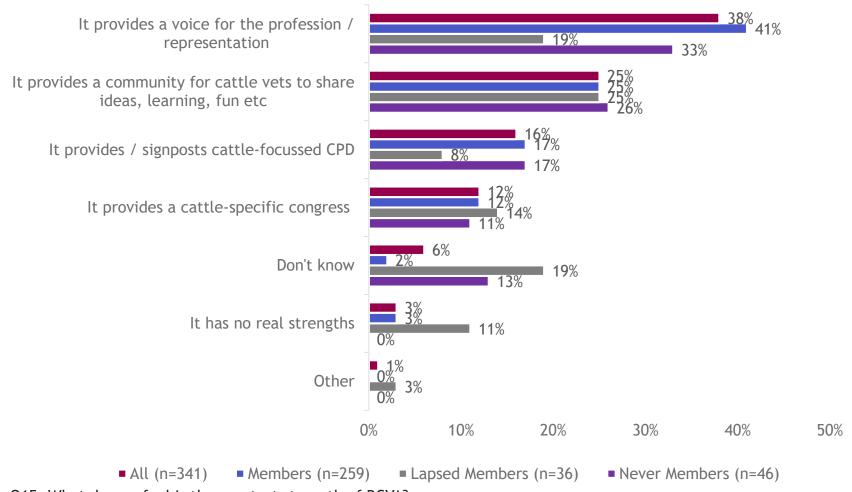
Q14. What is the MAIN reason why you do not feel that the existence of BCVA will be important to you personally over the next 5 years?

Base All respondents who feel the MAIN reason for existence of BCVA is not important or not important at all (n=81) GV002. Survey of the Profession. June 2019

BCVA greatest strengths:

A voice (38%) & a community (25%)



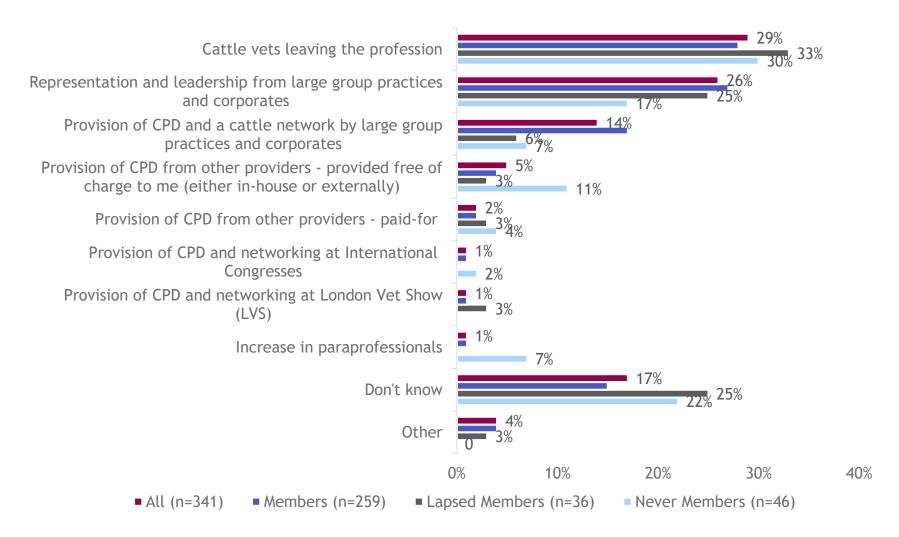


Q15. What do you feel is the greatest strength of BCVA? Base All (n=341), Members (n=259), Lapsed members (n=36), Never members (n=46)

BCVA biggest challenges

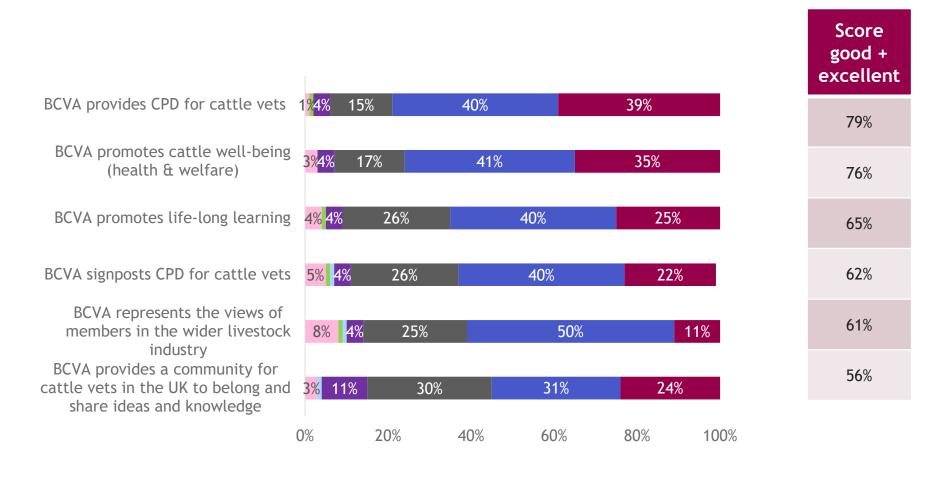


Cattle vets leaving the profession (29%) & larger groups / corporates (26%)



Q16. And what is the biggest challenge that BCVA faces?
Base All (n=341), Members (n=259), Lapsed members (n=36), Never members (n=46)
GV002. Survey of the Profession. June 2019

BCVA Mission: Strongest at CPD (79%) and promoting cattle well-being (76%). Relatively weak in terms of community (56%)



Q17. Regardless of whether your currently a member of BCVA, we would like to know to what extent you feel that BCVA meets its stated mission?

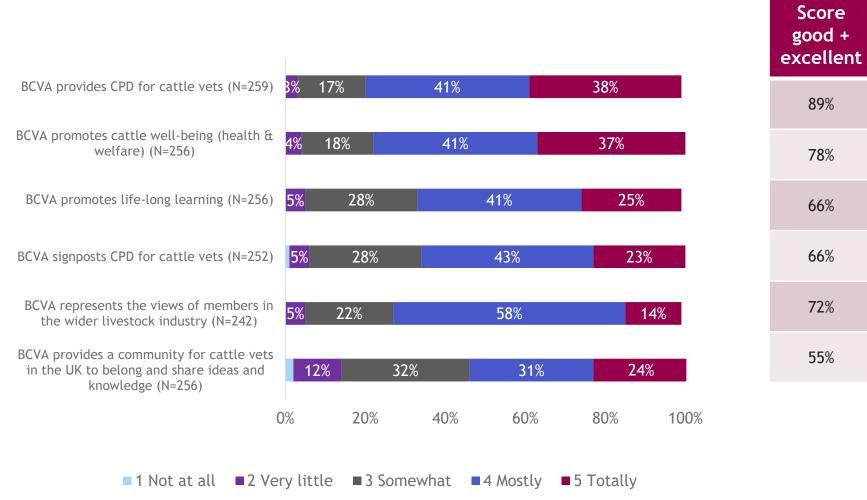
■ Don't know ■ Not applicable ■ 1 Not at all ■ 2 Very little ■ 3 Somewhat ■ 4 Mostly ■ 5 Totally

Base All including DK / NA (n=341)

GV002. Survey of the Profession. June 2019

BCVA Mission (members): Strongest at CPD (89%) and promoting cattle well-being (78%). Relatively weak in terms of community (55%)





Q17. Regardless of whether your currently a member of BCVA, we would like to know to what extent you feel that BCVA meets its stated mission?

Base All members excluding DK/ NA (n=252) GV002. Survey of the Profession. June 2019

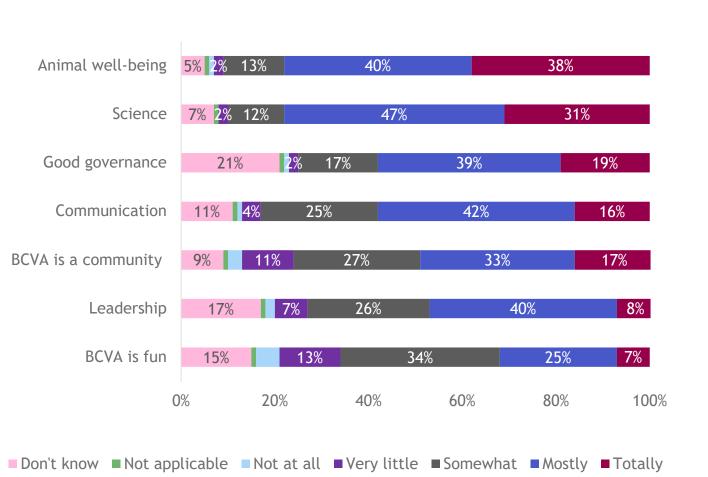
BCVA Values

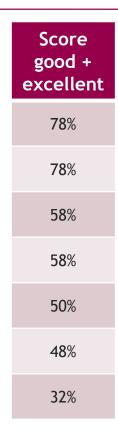




BCVA Values: Meeting values in terms of animal well-being (78%) & science (78%). Lacking in leadership (48%) and fun (32%)





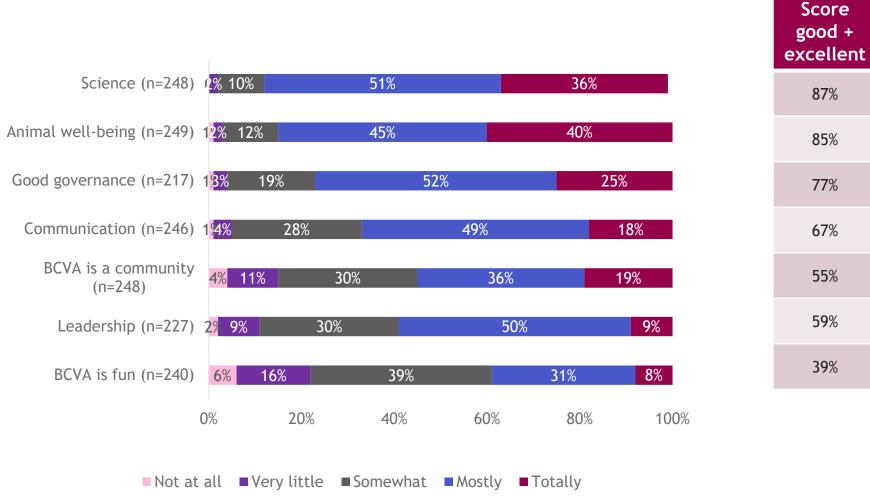


Q18. And to what extent do you feel that BCVA meets its values? Base All including DK / NA (n=341)

GV002. Survey of the Profession. June 2019

BCVA Values (members): Meeting values on science (87%) & animal well-being (85%). Lacking in fun (39%)





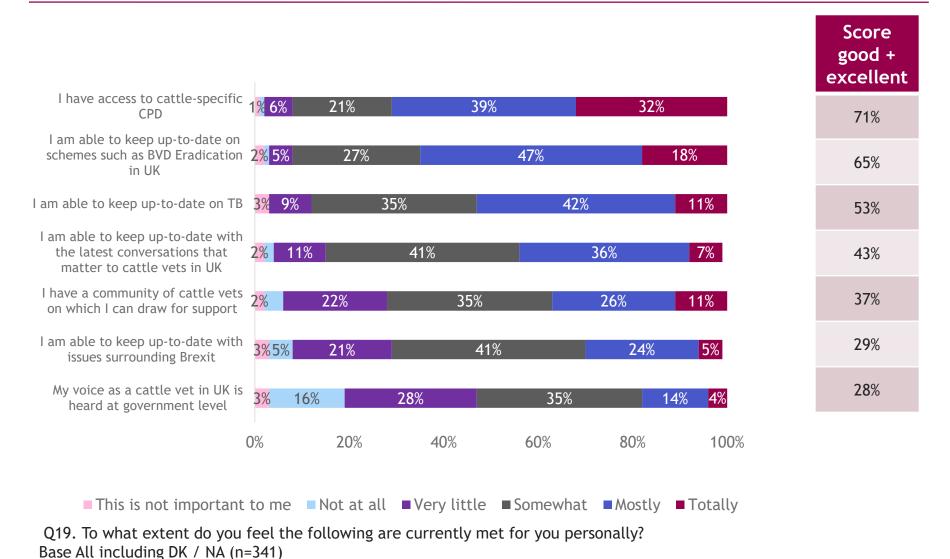
Q18. And to what extent do you feel that BCVA meets its values? Base All members excluding DK / NA



KEEPING UP-TO-DATE

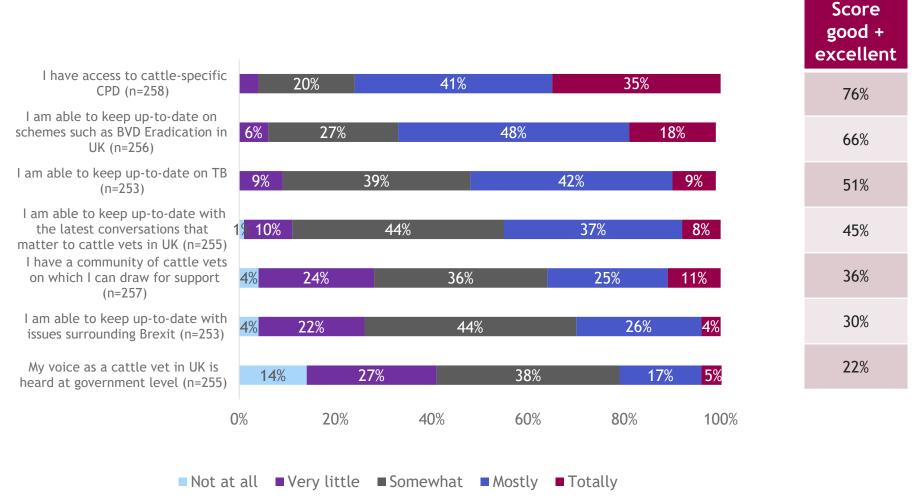
Needs: Many important professional needs not being met for most





Needs (members): Many important professional needs not being met for BCVA members



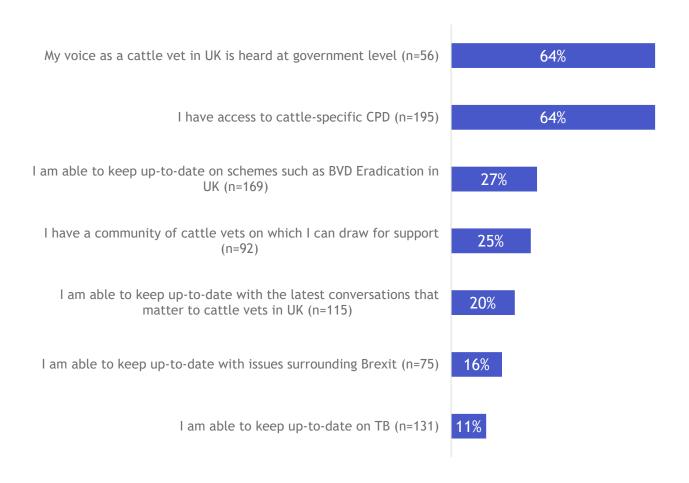


Q19. To what extent do you feel the following are currently met for you personally? Base All members excluding this is not important to me

BCVA is the main sources of information (members):



BCVA: Voice of cattle vets and cattle-specific CPD



Main source of information Base All members of BCVA who said totally or mostly met for them personally



I am able to keep up-to-date with the latest conversations that matter to cattle vets in UK



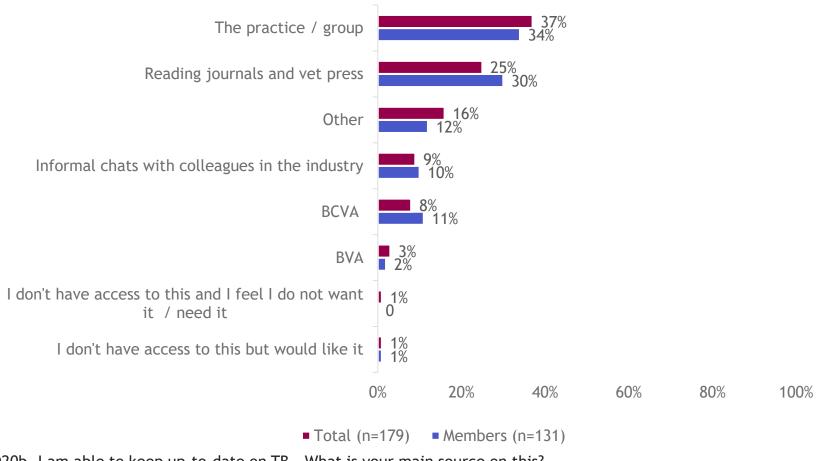
Q20a. I am able to keep up-to-date with the latest conversations that matter to cattle vets in UK - What is your main source of this?

Base All who said totally or mostly All (n=146), members (n=115) GV002. Survey of the Profession. June 2019





I am able to keep up-to-date on TB

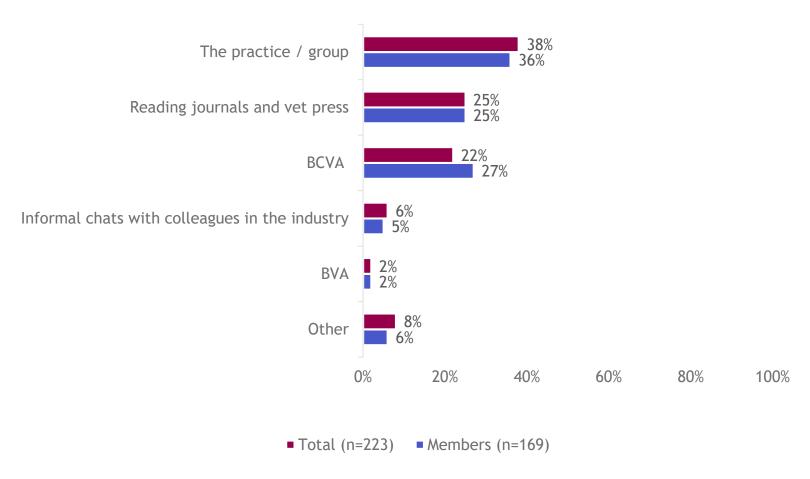


Q20b. I am able to keep up-to-date on TB - What is your main source on this? Base All who said totally or mostly All (n=179), members (n=131)

Main sources of information: Practice (38%) and journals & vet press (25%). Less than a quarter (22%) state BCVA



I am able to keep up-to-date on schemes such as BVD Eradication in UK

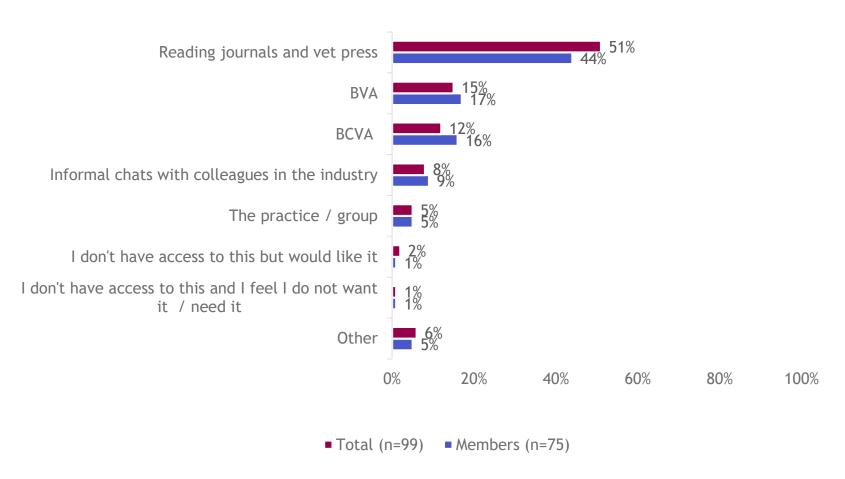


Q20c. I am able to keep up-to-date on schemes such as BVD Eradication in UK - What is your main source on this? Base All who said totally or mostly All (n=223), members (n=169)



For half, Journals & vet press (51%). BCVA 12%.

I am able to keep up-to-date with issues surrounding Brexit

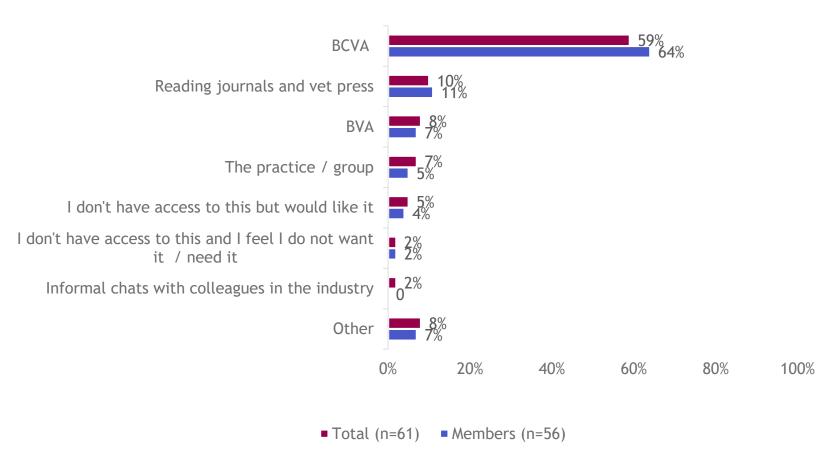


Q20d. I am able to keep up-to-date with issues surrounding Brexit - What is your main source on this? Base All who said totally or mostly All (n=99), members (n=75)

BCVA main source for between half and two thirds (59%)



My voice as a cattle vet in UK is heard at government level

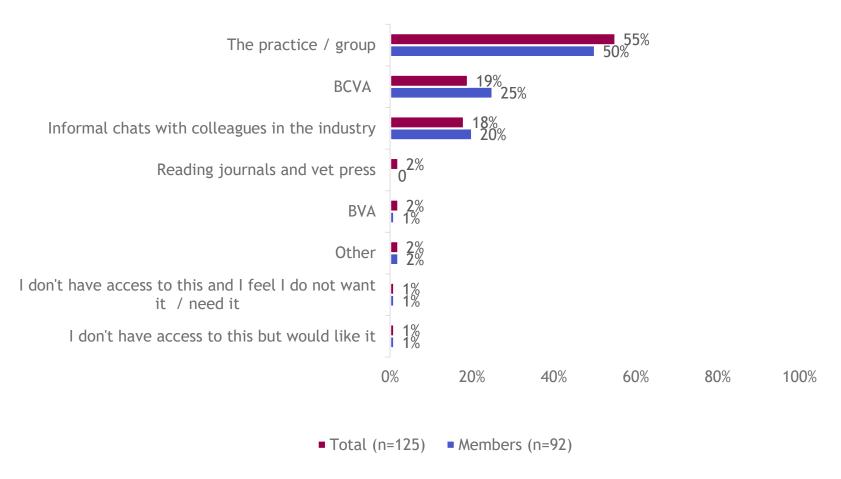


Q20e. My voice as a cattle vet in UK is heard at government level - What is your main source on this? Base All who said totally or mostly All (n=61), members (n=56)

For half (55%) it was the practice, for a fifth (19%), BCVA



I have a community of cattle vets on which I can draw for support

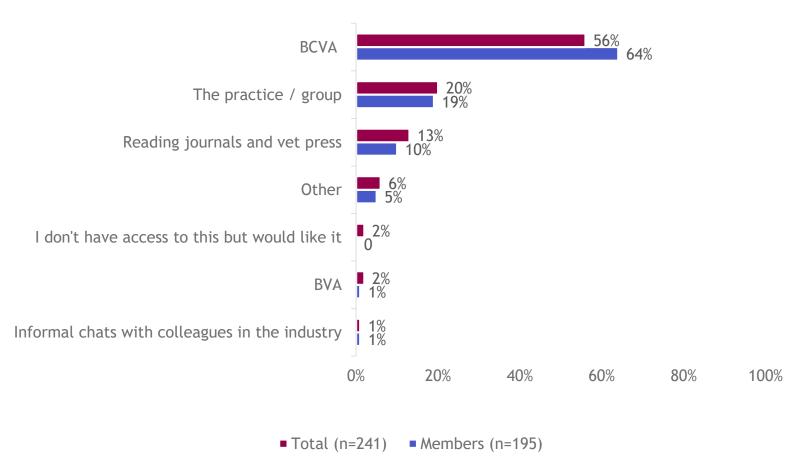


Q20f. I have a community of cattle vets on which I can draw for support - What is your main source on this? Base All who said totally or mostly All (n=125), members (n=92)

For over a half (56%), BCVA was the main source



I have access to cattle-specific CPD



Q20g. I have access to cattle-specific CPD - What is your main source on this? Base All who said totally or mostly All (n=241), members (n=195) GV002. Survey of the Profession. June 2019

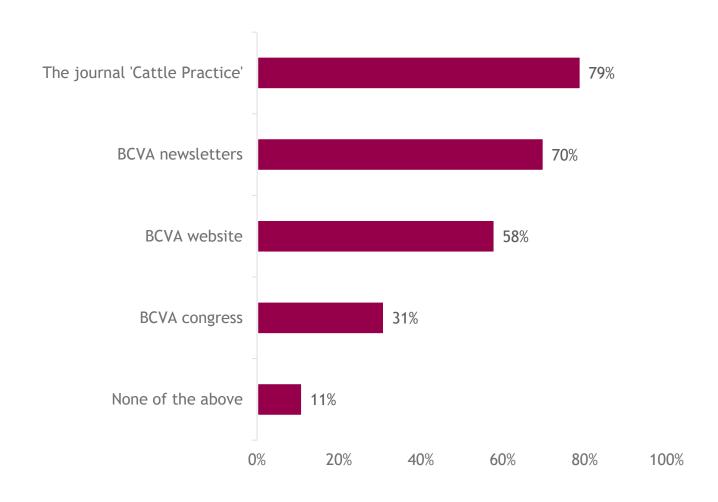


Member benefits

Services:

Few (11%) had not experienced a BCVA service in the last 2 years





Q21. Which of the following have you personally experienced in the last 2 years? Base All (n=341)

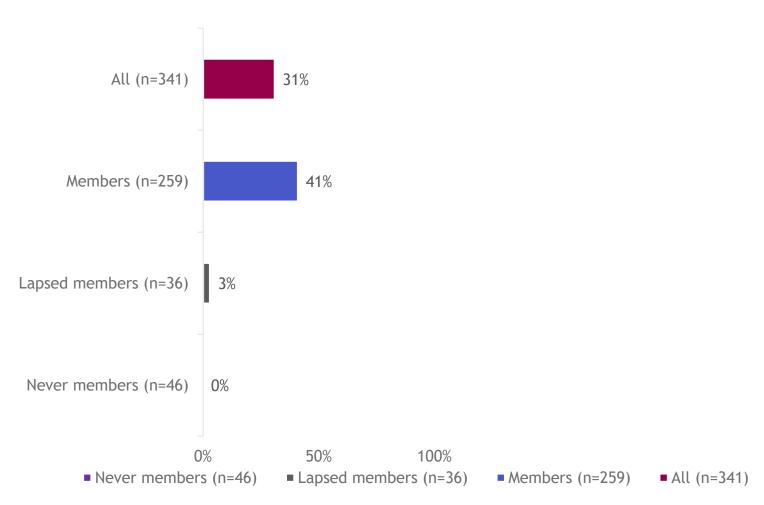
BCVA Congress 2019 Southport Theatre and Convention Centre 17th – 19th October

BCVA Congress

BCVA Congress:

A third (31%) had been to Congress in the last 2y



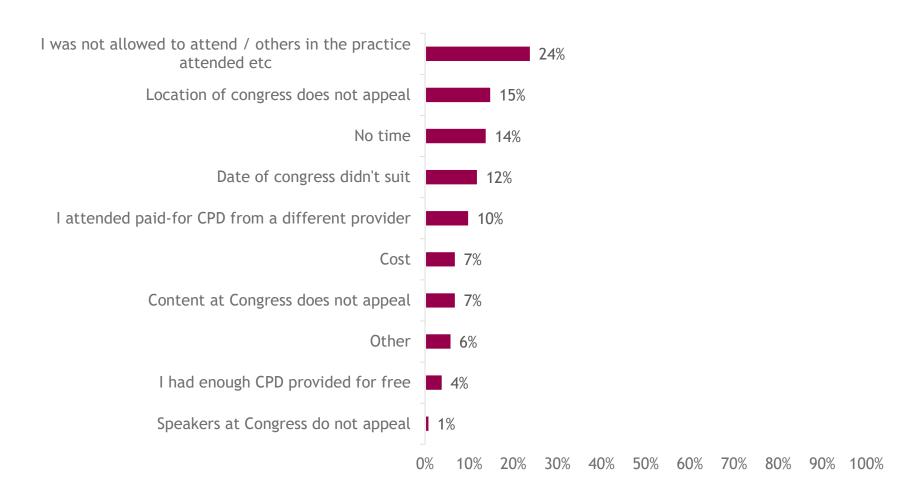


Q21. Which of the following have you personally experienced in the last 2 years?

Main reason for not attending BCVA Congress:

Others in the practice attended (24%)





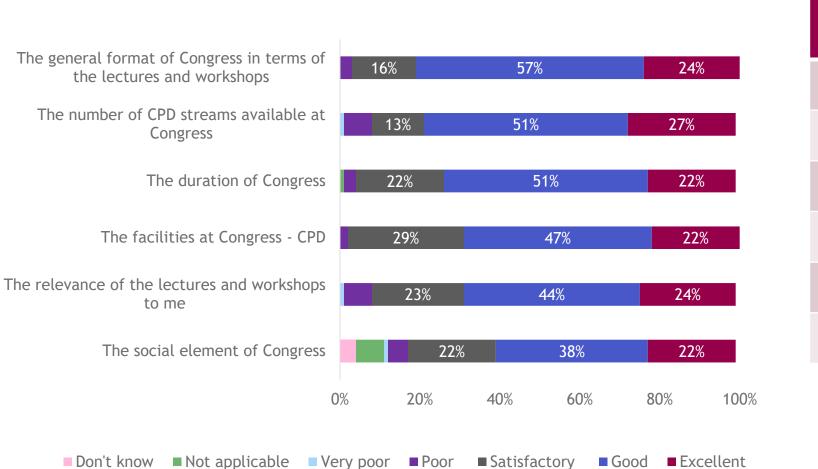
Q22. What is your main reason for not attending BCVA Congress?

Base All who have not attended BCVA Congress in the last 2 years (n=153)

BCVA Congress content:

All elements of Congress were positive for most





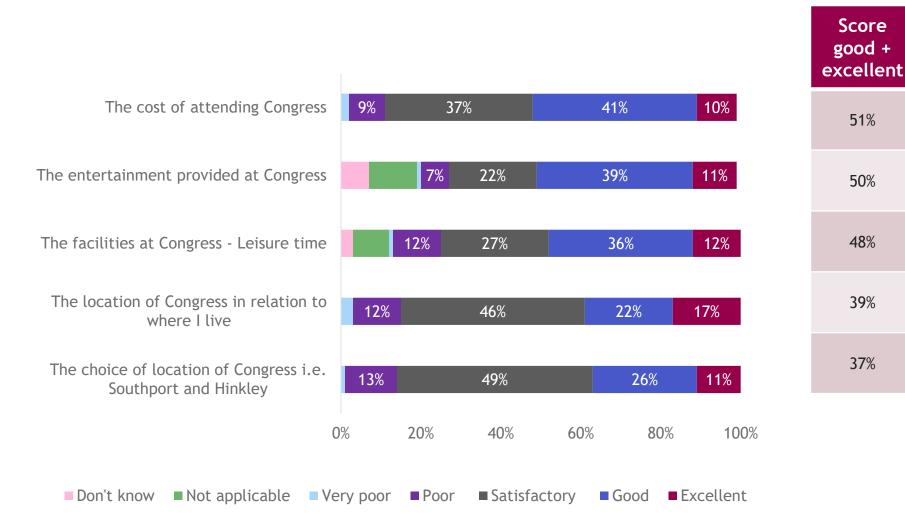
Score good + excellent 81% 78% 73% 69% 68% 60%

Q23. Please rate BCVA Congress on each of the following...
Base All who have attended BCVA Congress in the last 2 years (n=107)

BCVA Congress peripherals:



The non-work elements of Congress tended to be less-well appreciated

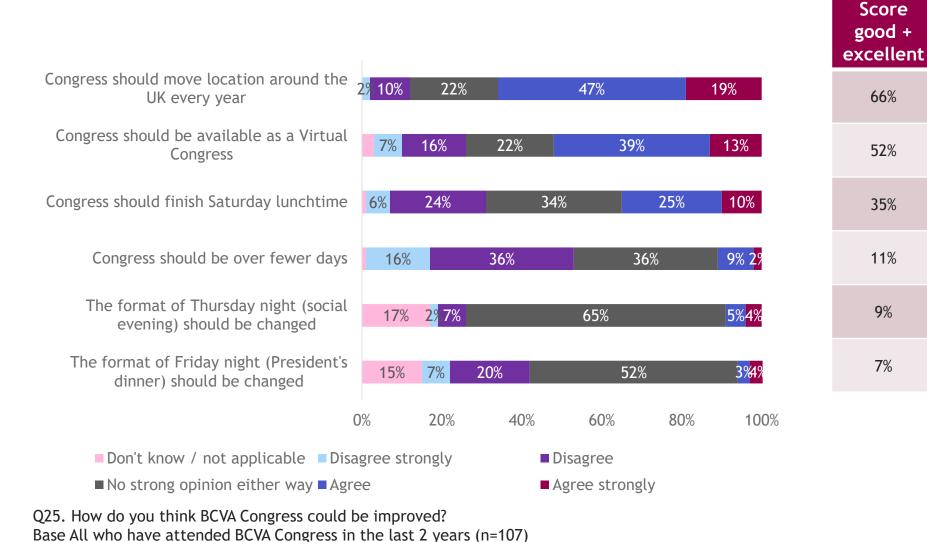


Q23. Please rate BCVA Congress on each of the following...
Base All who have attended BCVA Congress in the last 2 years (n=107)

Improvements to BCVA Congress:

Agreement by two thirds that Congress should go on-tour (66%) and by half that their should be a Virtual Congress option (52%)

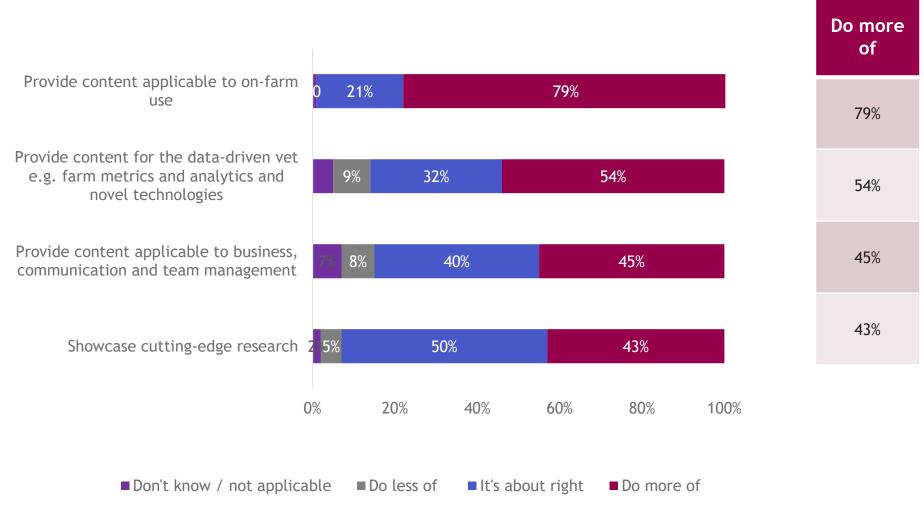




Improvements to BCVA Congress:



Most (79%) would like more content applicable to on-farm use, with around a half being open to more of the other initiatives

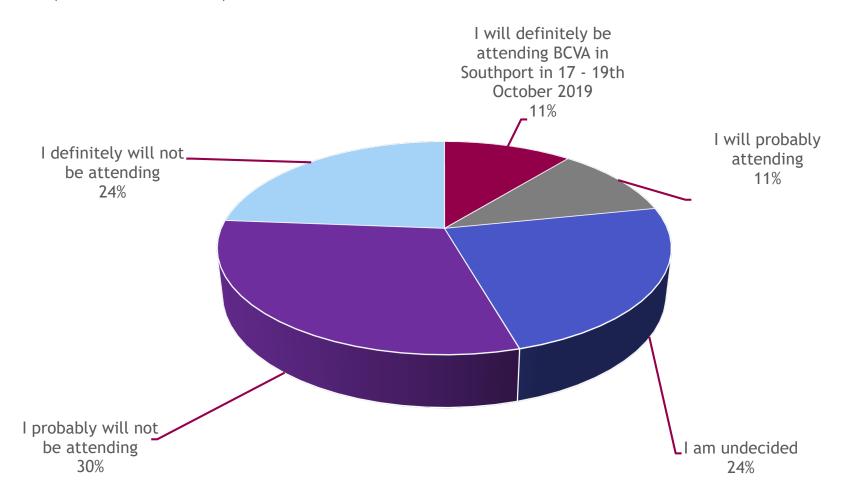


Q28. And what would you like BCVA Congress to do more of or less of? Base All who have attended BCVA Congress in the last 2 years (n=107)

Intention to attend BCVA Congress 2019:





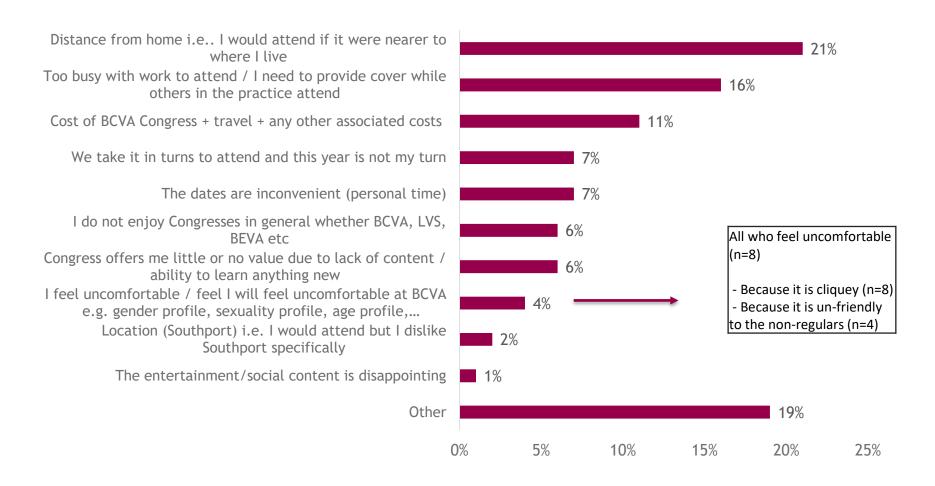


Q28. Which of the following best applies... Base All (n=341)

Main barriers to attending BCVA Congress 2019

Distance (21%) & time (16%)





Q29. What is the MAIN reason why you are undecided or unlikely to attend the next BCVA Congress? Base All who will probably not or definitely not attend Congress in 2019 (n=187)

BCVA Cattle Practice



Cattle Practice:

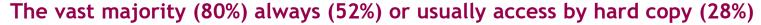
Most (79%) had seen cattle Practice within the last 2y



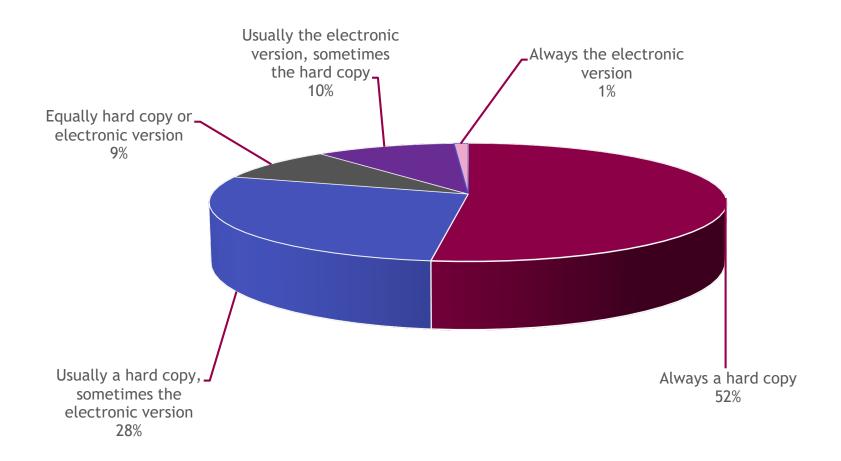


Q21. Which of the following have you personally experienced in the last 2 years? Base All (n=341)

How Cattle Practice is accessed:





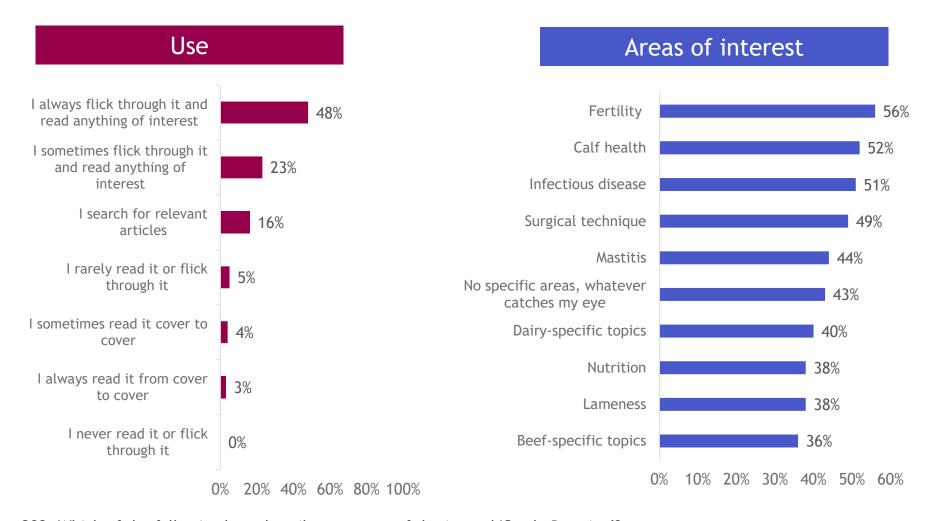


Q31. How do you usually access Cattle Practice?
Base All who had accessed Cattle Practice within the last 2 years (n=269)

Cattle Practice use & interest: Most (71%) always or sometimes

"flick through" and read anything of interest. Fertility, calf health, infectious disease and surgical technique of interest to half



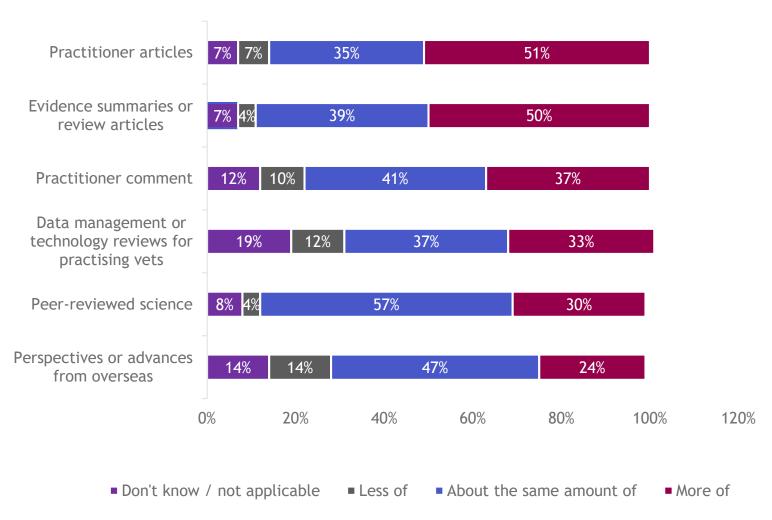


Q32. Which of the following best describes your use of the journal 'Cattle Practice'? Q33. And what areas are you generally reading / looking at in Cattle Practice? Base All who had accessed Cattle Practice within the last 2 years (n=269) GV002. Survey of the Profession. June 2019

Cattle Practice improvements:

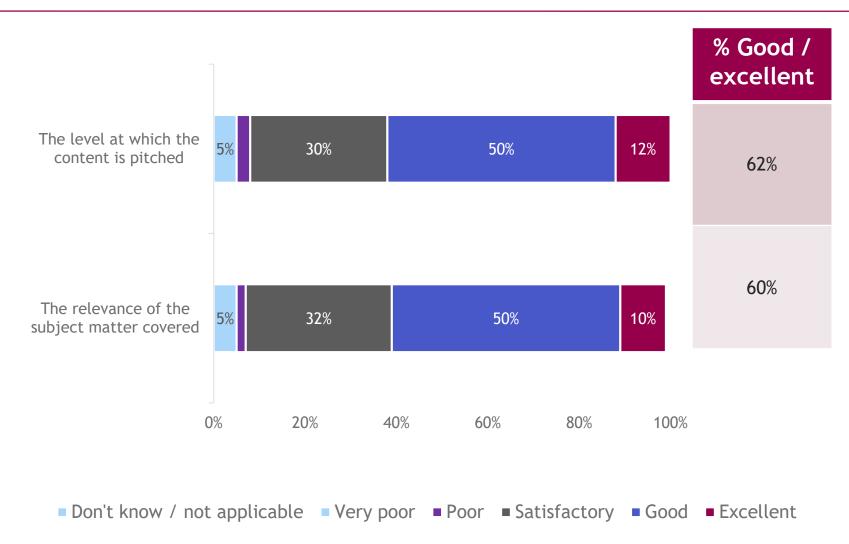
Half would like more practitioner articles (51%), evidence summaries / review articles (50%)





Q34. Thinking about the content in Cattle Practice, would you like more of, less or about the same of... Base All who had accessed Cattle Practice within the last 2 years (n=269)

Cattle Practice rating: Level (62%) and relevance (60%) was at least good for between half and two thirds



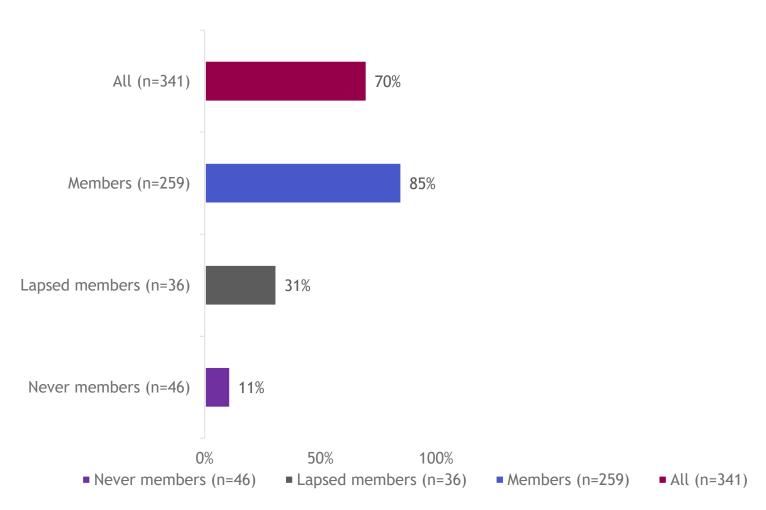
Q35. In terms of Cattle Practice, how would you rate...
Base All who had accessed Cattle Practice within the last 2 years (n=269)



BCVA Newsletters:

Most (70%) had seen cattle Practice within the last 2y



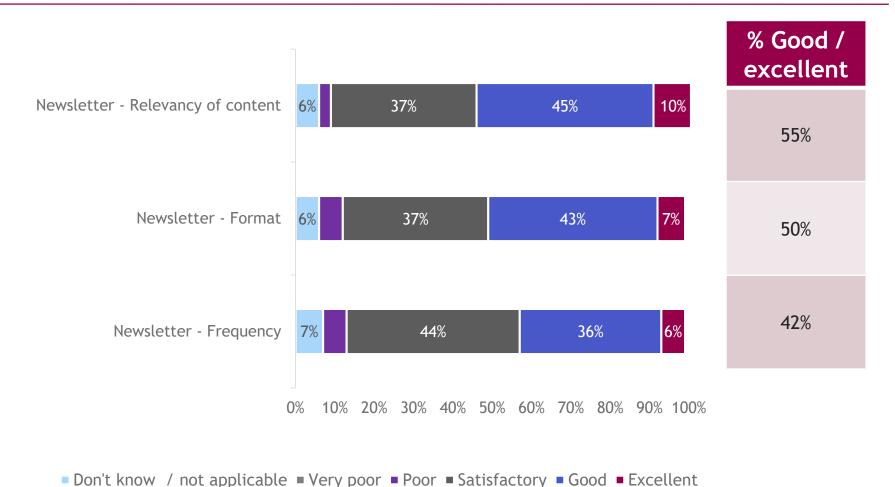


Q21. Which of the following have you personally experienced in the last 2 years? Base All (n=341)

BCVA Newsletter rating:

Relevance (55%) & format (50%) were at least good for half



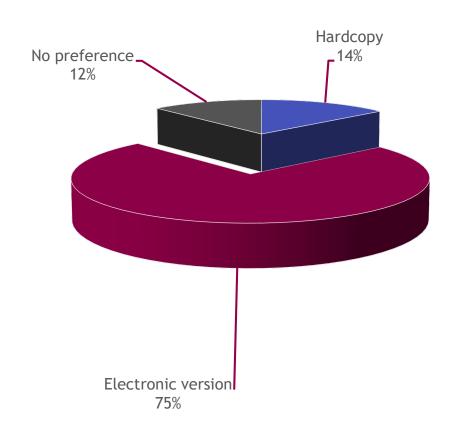


Q36. Thinking now about the NEWSLETTERS you receive from BCVA, how do you rate... Base All who had accessed BCVA newsletters within the last 2 years (n=237)

BCVA Newsletter access:

Three quarters (75%) would prefer a BCVA e-newsletter

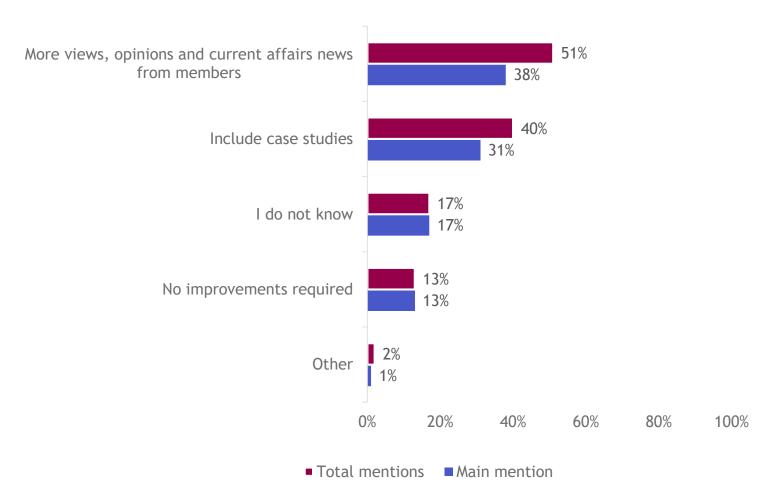




Q37. Bearing in mind cost and the environment, how would YOU prefer to receive the BCVA newsletter... Base All who had accessed BCVA newsletters within the last 2 years (n=237)

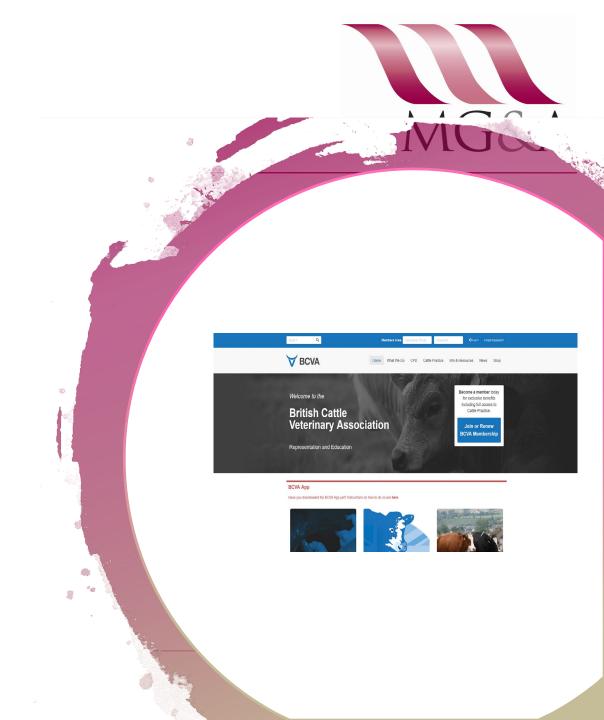
BCVA Newsletter improvements: Half (51%) would welcome more views, opinions & current affairs from members





Q38. How could the BCVA Newsletter be improved? Base All who had accessed BCVA newsletters within the last 2 years (n=237)

BCVA Website



BCVA Website:

Over half (58%) had visited BCVA website within the last 2y

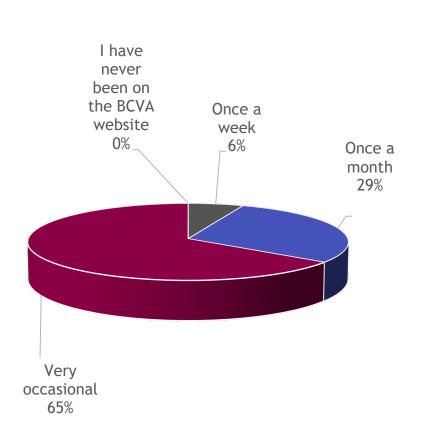


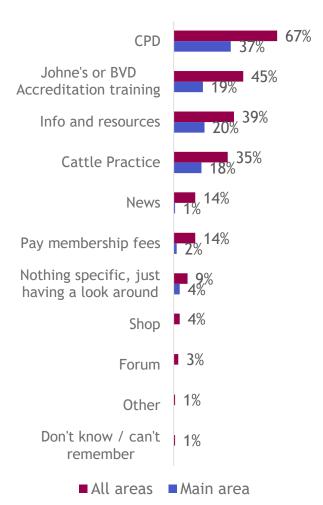


Q21. Which of the following have you personally experienced in the last 2 years? Base All (n=341)

BCVA website access:

Two thirds (65%) accessed the BCVA website very occasionally; usually for CPD MG&A





Q39. In a typical month, how often do you generally access the BCVA website?

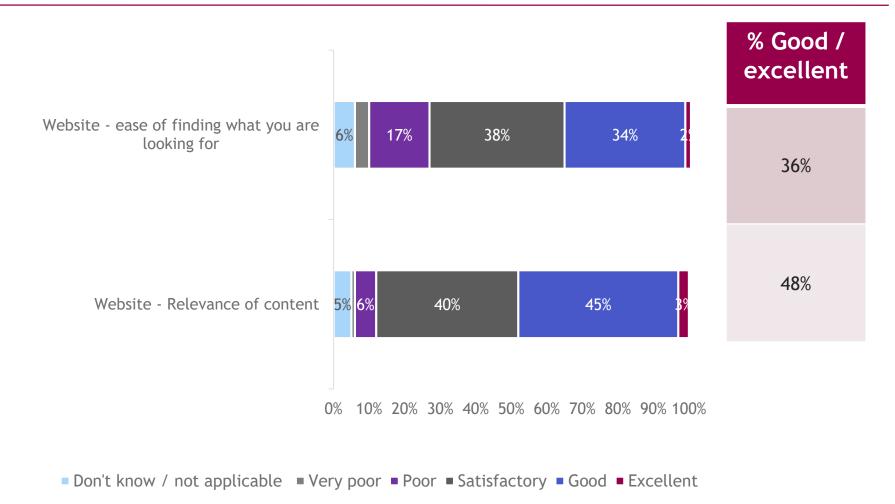
Q40. And what are you generally looking for when you access the BCVA website? ALL AREAS (n=198), MAIN AREA (n=194) Base All who had accessed BCVA website within the last 2 years (n=198)

GV002. Survey of the Profession. June 2019

BCVA website ratings:

Website could be improved both in terms of navigation and content

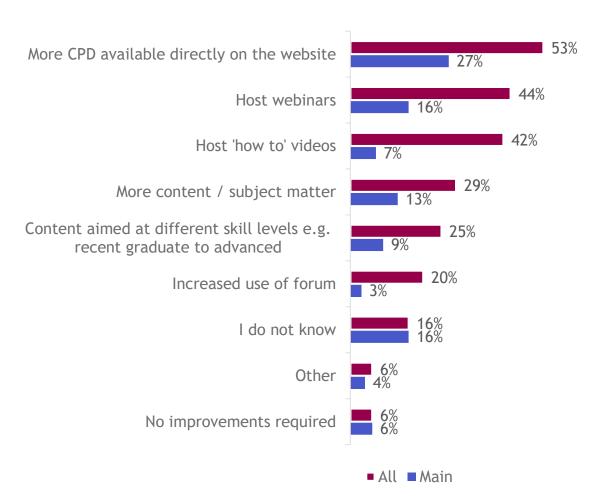




Q41. Thinking now about the BCVA WEBSITE, how would you rate... Base All who had accessed BCVA website within the last 2 years (n=198)

BCVA website improvements: Approximately half (53%) would welcome more CPD, also webinars (44%) and "how to" videos (42%)





Q42. How could the BCVA website be improved? Base All who had accessed BCVA website within the last 2 years (n=198)

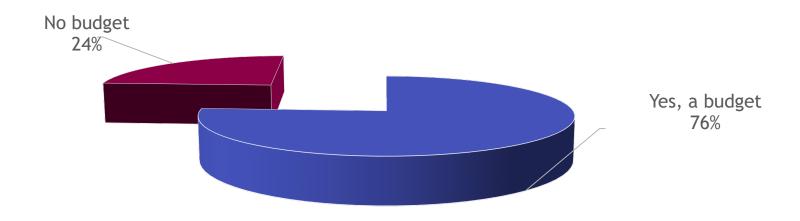


CPD

CPD budget:

Three quarters (76%) have a CPD budget as part of their remuneration package MG & A

Mean discretionary spend for CPD p.a. £1,096



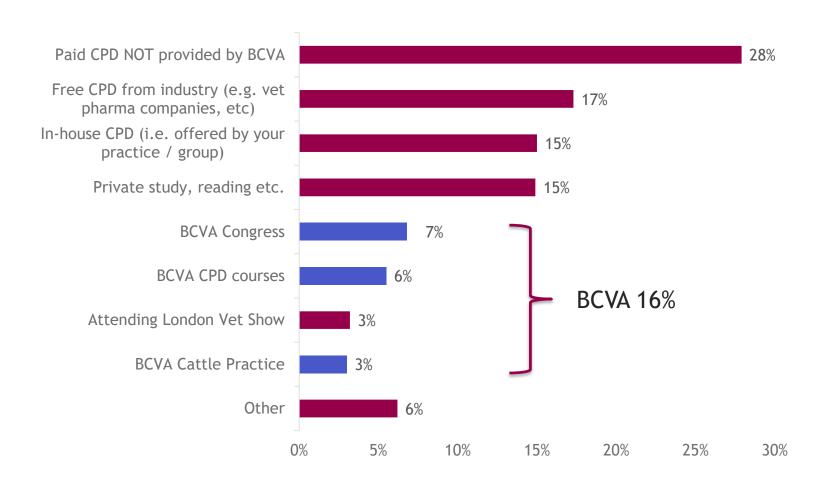
Q43. Do you receive a CPD budget as part of your remuneration package? Base All (n=341)

Q43a. How much DISCRETIONARY spend do you have for CPD each year i.e. after anything you are REQUIRED to pay for out of it?

Base All with a budget

CPD source: Most CPD not sourced from BCVA





Q44. In your last full CPD year, what % of your total cattle CPD came from each of the following? MEAN Base all (n=341)

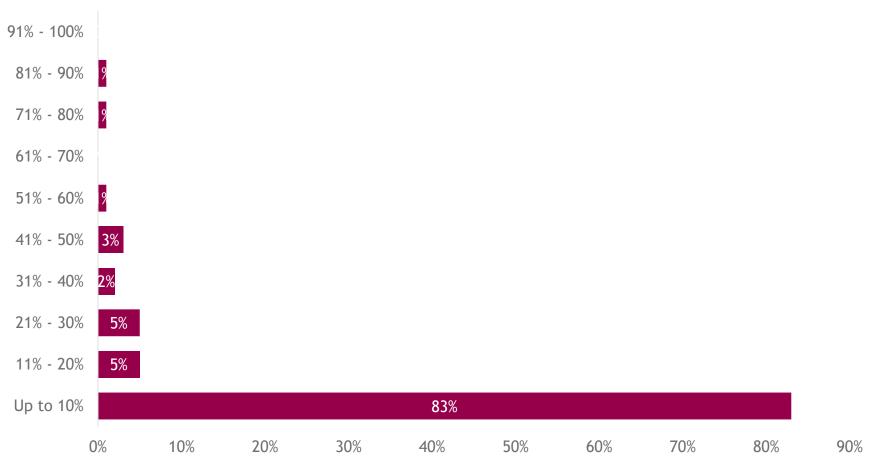
GV002. Survey of the Profession. June 2019

SOURCE:

Most spend up to 10% of CPD time at BCVA Congress







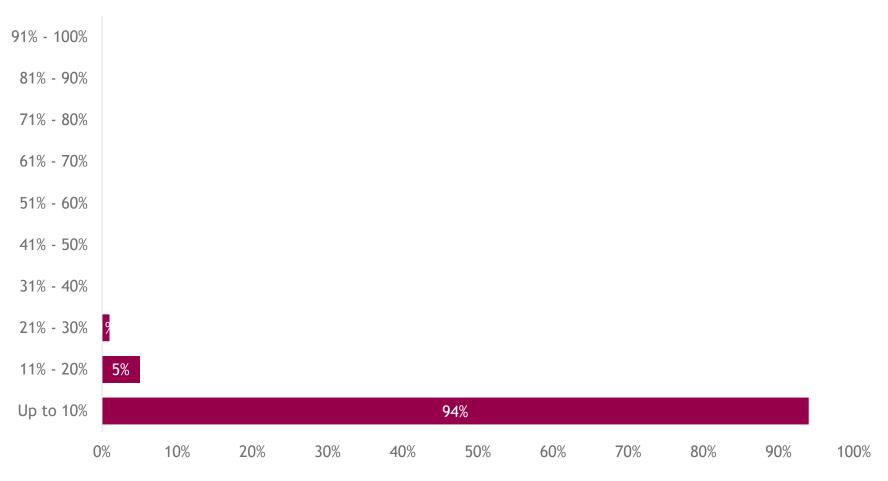
Q44. In your last full CPD year, what % of your total cattle CPD came from each of the following? Base all (n=341)

SOURCE:

Most spend up to 10% of CPD time on BCVA Cattle Practice







Q44. In your last full CPD year, what % of your total cattle CPD came from each of the following? Base all (n=341)

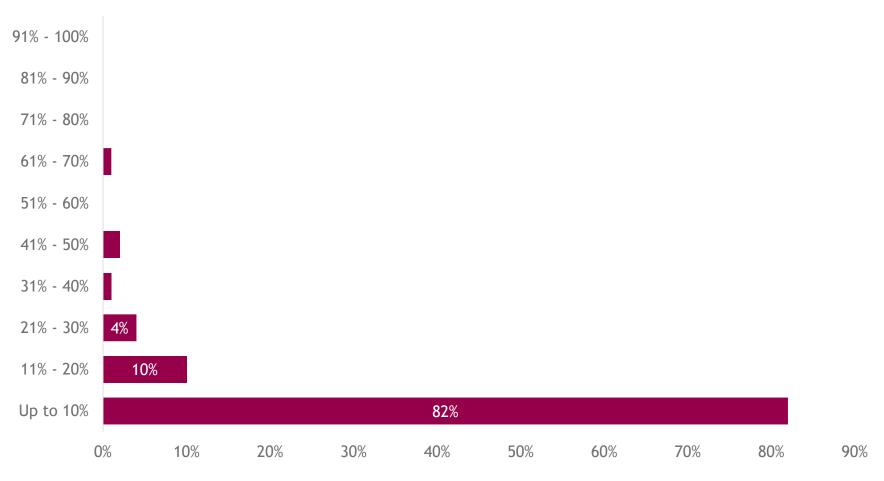
GV002. Survey of the Profession. June 2019

SOURCE:

Most spend up to 10% of CPD time on BCVA CPD Courses



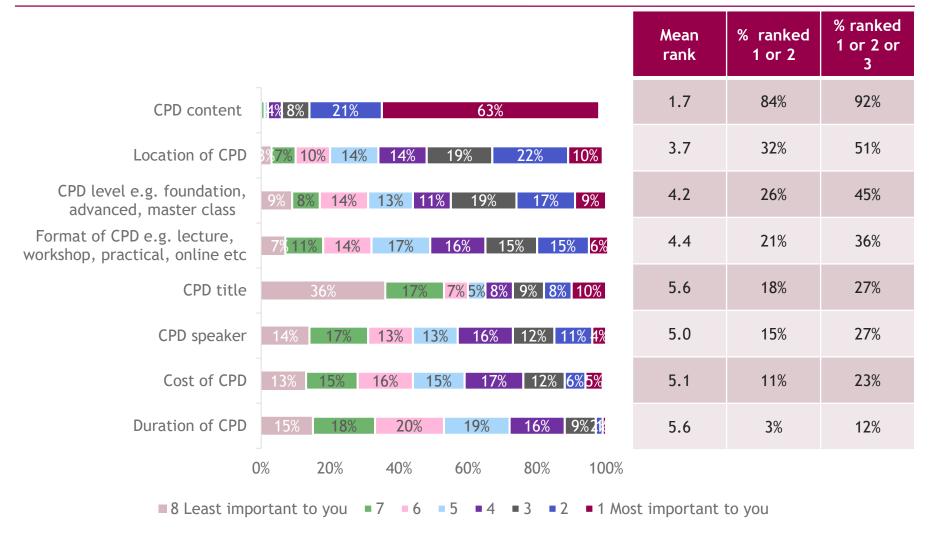




Q44. In your last full CPD year, what % of your total cattle CPD came from each of the following? Base all (n=341)

CPD drivers: CPD content was one of the key drivers for most (92%). Location also of importance (51%)

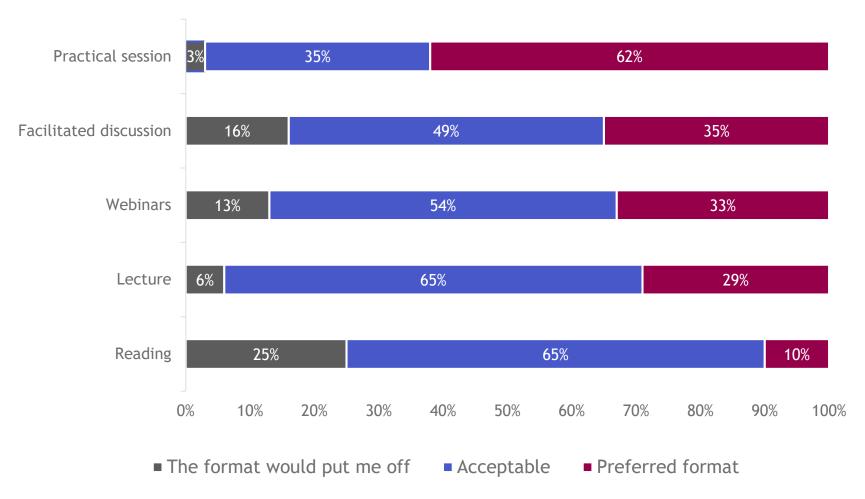




Q46. When selecting CPD, how important are the following to you when choosing your CPD? Base all (n=341)

CPD format:

Practicals are the format preferred by most (62%) with reading the least (10%) MG&A

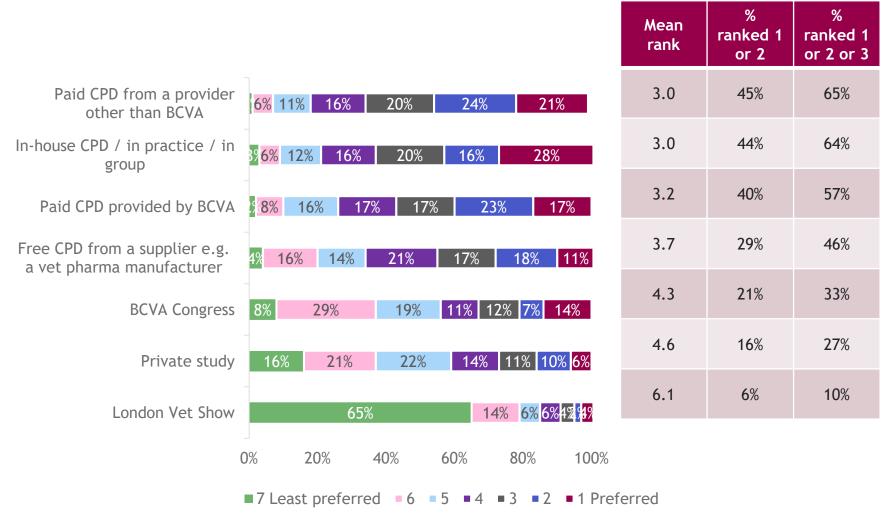


Q47. Assuming that the CPD could be taught in any of the format/s below, what format appeal/s to you? Base All (n=341)

GV002. Survey of the Profession. June 2019

Preferred source of CPD: Preference paid-for CPD (not BCVA) 65% or in-house CPD (64%) preferred by most. Least preferred, LVS (10%)





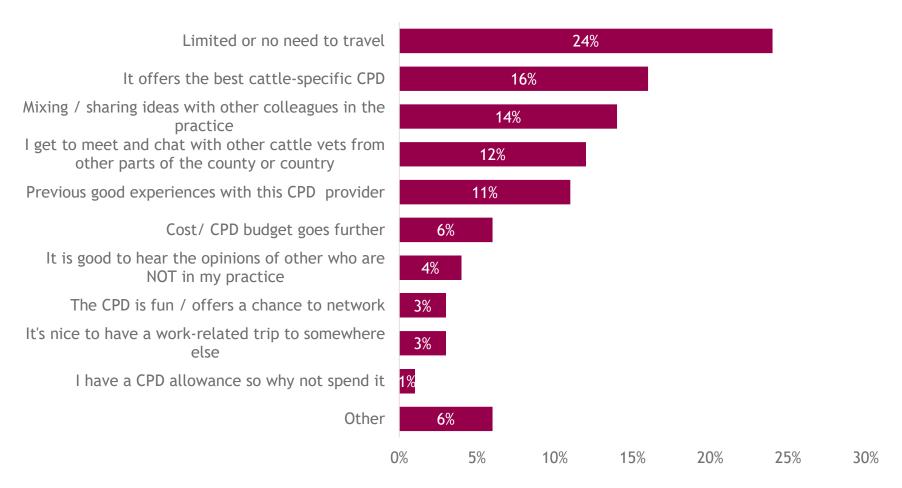
Q48. Assuming the topic, speaker etc are all equal, which of the following do you generally prefer for the MAJORITY of your CPD needs?

Base all (n=341)

Reason for CPD preference:



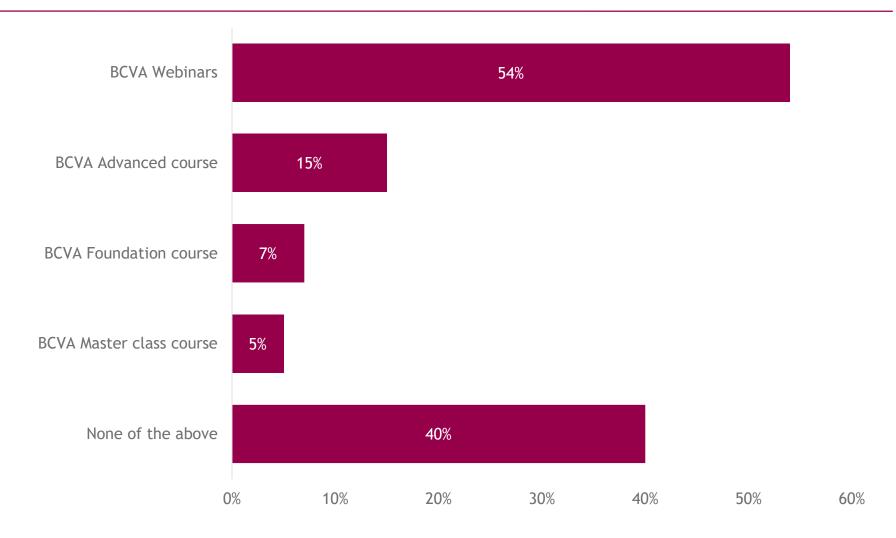




Q49. What is the main reason for your preference? Base all (n=341)

BCVA CPD participation: Half (54%) had taken part in a BCVA webinar, but just under half (40%) had not taken part in any BCVA CPD



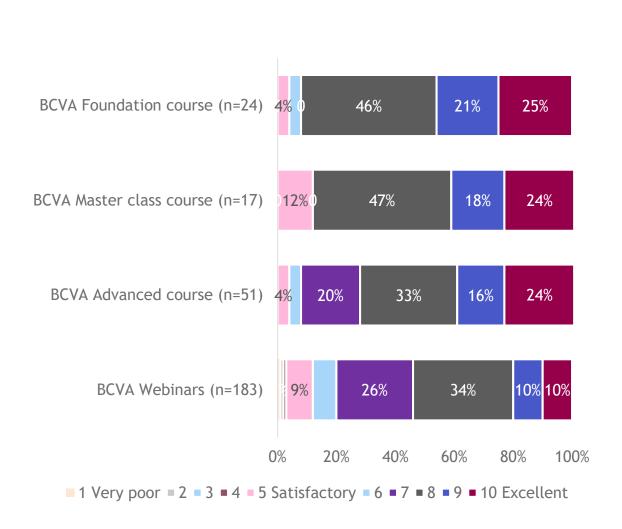


Q50. Which, if any, of the following have you attended in the last 2 years? Base all (n=341)

BCVA CPD satisfaction:

Room for improvement, particularly with the webinars



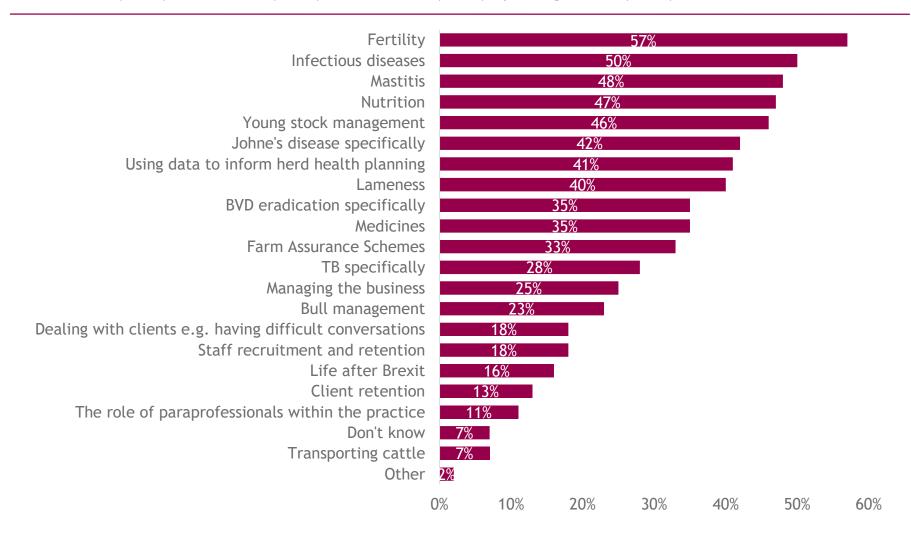


Mean	% 9 + 10	% 8+9+10
8.5	46%	92%
8.3	42%	89%
8.2	40%	73%
7.5	20%	54%

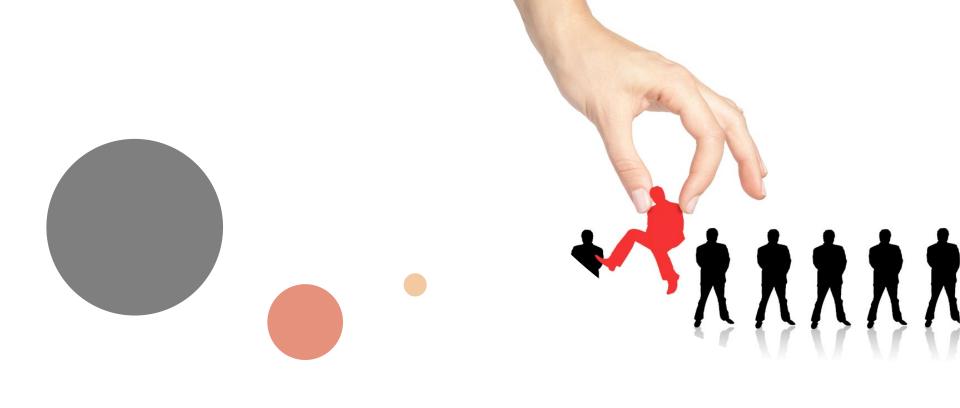
Q51. How would you rate your satisfaction with the CPD provided on the...? GV002. Survey of the Profession. June 2019

CPD INTENTION: Most popular future topics: Fertility (57%) infectious diseases (50%), mastitis (48%), nutrition (47%), youngstock (46%)





Q52. And on which topics, if any, are you likely to attend CPD in the next 2 years? Base all (n=341)

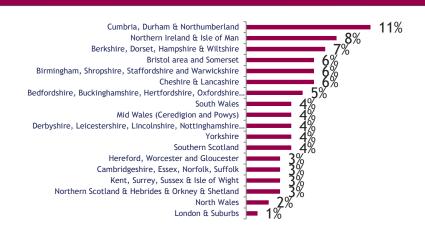


DEMOGRAPHICS

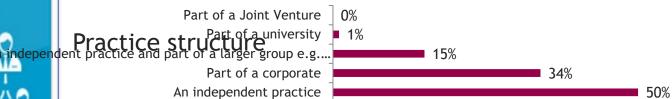




Region profile



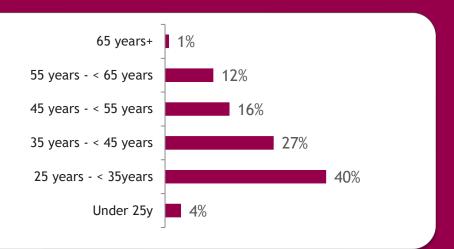






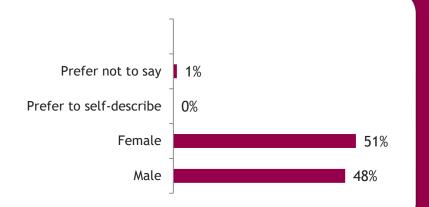


Age





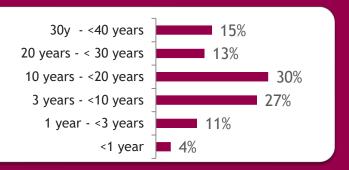
Gender





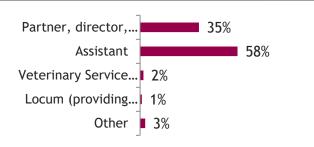


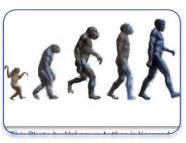
Years qualified



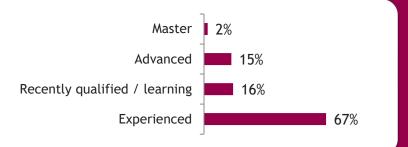


Role profile





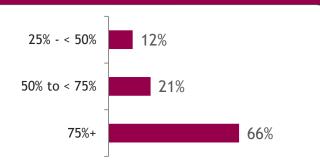
Skills







% time on cattle





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