

Pet Insurance Research Survey Template

All questions are optional. Follow each question's directions.

Write your answers to the open questions in the space provided.

Please answer about your current understanding of pet insurance. Do not include pet names, policy numbers, medical details, claim information, or payment details. Every question is optional.

1. Before today, how familiar were you with pet insurance?

- ☐ Very familiar
- ☐ Familiar
- ☐ Somewhat familiar
- ☐ Slightly familiar
- ☐ Not at all familiar

2. Which statement best describes your current situation?

- ☐ I currently have pet insurance
- ☐ I had pet insurance in the past
- ☐ I have compared options but never purchased
- ☐ I have considered it without comparing options
- ☐ I have not considered it
- ☐ Prefer not to say

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3. Which coverage topic would you want explained first?

- ☐ Accidents and injuries
- ☐ Illnesses
- ☐ Diagnostic tests
- ☐ Surgery and hospital care
- ☐ Medication
- ☐ Routine or preventive care
- ☐ Dental care
- ☐ Another topic
- ☐ Not sure

4. What is your biggest question or barrier when considering pet insurance?

- ☐ Price or ongoing cost
- ☐ What is included
- ☐ Exclusions or waiting periods
- ☐ Pre-existing-condition rules
- ☐ Claim and reimbursement process
- ☐ Whether it offers value for my situation
- ☐ I do not need or want it
- ☐ Another question
- ☐ Not sure

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5. How clear are common terms such as deductible, limit, reimbursement, and exclusion to you?

- ☐ Very clear
- ☐ Clear
- ☐ Neither clear nor unclear
- ☐ Unclear
- ☐ Very unclear
- ☐ I have not encountered these terms

6. Which comparison format would help you most?

- ☐ Plain-language coverage summary
- ☐ Side-by-side feature table
- ☐ Worked cost example
- ☐ Claims-process walkthrough
- ☐ Questions to ask a provider
- ☐ Conversation with a licensed adviser
- ☐ No comparison help needed
- ☐ Another format

7. What is one pet-insurance term or question you would like explained in plain language?
