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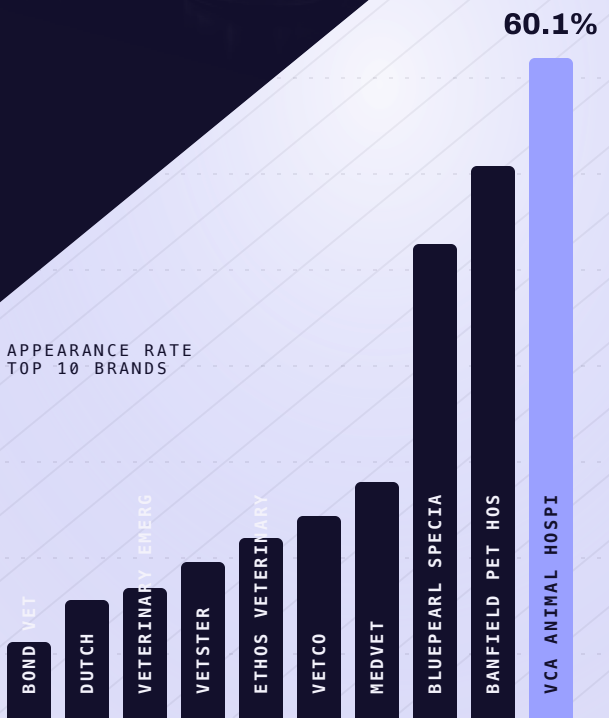
VETERINARY CARE INDEX 2.0

Which veterinary brands AI engines name
288 AI answers · November 4, 2026

Measured :
November 4, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 41 Google AI Overviews

Prepared by :
5W Public Relations
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AT A GLANCE

VCA Animal Hospitals and Banfield Pet Hospital lead. Too close to separate.

VCA Animal Hospitals: 173/288 (60.1%; 95% interval 54.3–65.6%). Banfield Pet Hospital: 145/288 (50.3%; 95% interval 44.6–56.1%). Their 95% intervals overlap; no sole leader is established.

Version 2. This version replaces the first version of this study, first published June 22, 2026. It uses measured counts, so the two versions are not comparable.

288
AI answers analyzed across ChatGPT, Claude, Gemini and Perplexity

60.1%
of answers named VCA Animal Hospitals, the most-named (173 of 288)

16
tracked brands named at least once (of 18)

73.2%
of Google searches showed an AI Overview (41 of 56)

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KEY FINDINGS

01 What the data shows

MEASURED LEADERS

VCA Animal Hospitals and Banfield Pet Hospital

VCA Animal Hospitals and Banfield Pet Hospital lead this measured set. VCA Animal Hospitals: 173/288 (60.1%; 95% interval 54.3–65.6%). Banfield Pet Hospital: 145/288 (50.3%; 95% interval 44.6–56.1%). Their 95% intervals overlap; no sole leader is established.

NAMED FIRST

92/288 (31.9%)

Banfield Pet Hospital was the first tracked brand named in 92 of 288 answers, more than any other. Its average first position was 1.5. VCA Animal Hospitals was named first in 45 of 288.

OWN-SITE CITATIONS

91/285 (31.9%)

VCA Animal Hospitals' own domains were cited in 91 of 285 grounded answers, more than any other tracked brand. Banfield Pet Hospital followed at 50 of 285. 4 of 18 tracked brands had 0 of 285.

AIO TRIGGER

41/56 (73.2%)

Google AI Overviews appeared on 41 of 56 searches (CI 60.4–83%). On the other 15, no overview was shown.

AIO LEADER

15/41 (36.6%)

Banfield Pet Hospital was named in 15 of 41 AI Overviews, more than any other tracked brand, followed by VCA Animal Hospitals at 11 of 41 (26.8%). In the four-engine set, Banfield Pet Hospital was named in 145 of 288 answers (50.3%).

TOP DOMAIN

91/285 (31.9%)

vcahospitals.com was cited in 91 of 285 grounded four-engine answers, with 107 of 2,488 citations (4.3%). banfield.com came second with 102 citations in 49 answers (17.2%).

THE LEADERBOARD

02 Which brands AI engines name

Appearance rate across 288 four-engine answers. The bar is the 95% confidence interval; overlapping bars cannot be told apart at this sample size.

	BRAND	RATE	NAMED IN
1	VCA Animal Hospitals	60.1%	173/288
2	Banfield Pet Hospital	50.3%	145/288
3	BluePearl Specialty and Emergency	43.1%	124/288
4	MedVet	21.5%	62/288
5	Vetco	18.4%	53/288
6	Ethos Veterinary Health	16.3%	47/288
7	Vetster	14.2%	41/288
8	Veterinary Emergency Group	11.8%	34/288
9	Dutch	10.8%	31/288
10	Bond Vet	6.9%	20/288
11	Pawp	6.6%	19/288
12	Airvet	5.9%	17/288
13	PetIQ	4.9%	14/288
14	Modern Animal	1.7%	5/288
15	Small Door Veterinary	1.0%	3/288

02 THE LEADERBOARD

The full list

Own-domain citation is the share of 285 grounded answers that cited the tracked name's own domains (subdomains included). Citation share is of all 2,488 citations.

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	VCA Animal Hospitals	173/288	60.1%	54.3–65.6%	1.9	31.9% (91/285)	4.3%
2	Banfield Pet Hospital	145/288	50.3%	44.6–56.1%	1.5	17.5% (50/285)	4.2%
3	BluePearl Specialty and Emergency	124/288	43.1%	37.5–48.8%	2.4	11.2% (32/285)	1.3%
4	MedVet	62/288	21.5%	17.2–26.6%	3.3	13.3% (38/285)	1.5%
5	Vetco	53/288	18.4%	14.4–23.3%	2	2.5% (7/285)	0.3%
6	Ethos Veterinary Health	47/288	16.3%	12.5–21%	3.9	7.7% (22/285)	0.9%
7	Vetster	41/288	14.2%	10.7–18.7%	1.6	10.2% (29/285)	1.2%
8	Veterinary Emergency Group	34/288	11.8%	8.6–16%	3.4	3.5% (10/285)	0.6%
9	Dutch	31/288	10.8%	7.7–14.9%	2.1	10.9% (31/285)	1.2%
10	Bond Vet	20/288	6.9%	4.5–10.5%	3.1	5.3% (15/285)	0.6%
11	Pawp	19/288	6.6%	4.3–10.1%	2.9	1.8% (5/285)	0.2%
12	Airvet	17/288	5.9%	3.7–9.2%	2.5	0.7% (2/285)	0.1%
13	PetIQ	14/288	4.9%	2.9–8%	2.5	0% (0/285)	0%
14	Modern Animal	5/288	1.7%	0.7–4%	4	0.4% (1/285)	0%
15	Small Door Veterinary	3/288	1%	0.4–3%	6	0.7% (2/285)	0.1%
16	Petfolk	1/288	0.3%	0.1–1.9%	6	0% (0/285)	0%
17	BetterVet	0/288	0%	0–1.3%	–	0% (0/285)	0%
18	Heart + Paw	0/288	0%	0–1.3%	–	0% (0/285)	0%

PROFILES

03 The top eight, side by side



RANK 1

VCA Animal Hospitals

173/288 answers · 95% CI 54.3–65.6%

1.9	31.9%	4.3%
first-mention position	owned-domain citation (91/285)	citation share



RANK 2

Banfield Pet Hospital

145/288 answers · 95% CI 44.6–56.1%

1.5	17.5%	4.2%
first-mention position	owned-domain citation (50/285)	citation share

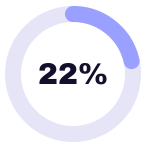


RANK 3

BluePearl Specialty and Emergency

124/288 answers · 95% CI 37.5–48.8%

2.4	11.2%	1.3%
first-mention position	owned-domain citation (32/285)	citation share

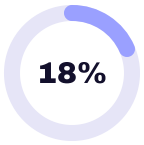


RANK 4

MedVet

62/288 answers · 95% CI 17.2–26.6%

3.3	13.3%	1.5%
first-mention position	owned-domain citation (38/285)	citation share

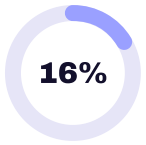


RANK 5

Vetco

53/288 answers · 95% CI 14.4–23.3%

2	2.5%	0.3%
first-mention position	owned-domain citation (7/285)	citation share

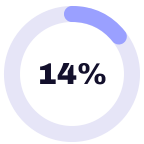


RANK 6

Ethos Veterinary Health

47/288 answers · 95% CI 12.5–21%

3.9	7.7%	0.9%
first-mention position	owned-domain citation (22/285)	citation share



RANK 7

Vetster

41/288 answers · 95% CI 10.7–18.7%

1.6	10.2%	1.2%
first-mention position	owned-domain citation (29/285)	citation share



RANK 8

Veterinary Emergency Group

34/288 answers · 95% CI 8.6–16%

3.4	3.5%	0.6%
first-mention position	owned-domain citation (10/285)	citation share

04 HOW THE ENGINES DIFFER

Same questions, different answers

The four engines named the leading names at similar rates.

ChatGPT

72 ASKED | 72 RETURNED | 72 GROUNDED

VCA Animal Hospitals	**70.8%**
Banfield Pet Hospital	**56.9%**
BluePearl Specialty and ...	**55.6%**
MedVet	**25%**
Vetco	**19.4%**
Vetster	**16.7%**

Claude

72 ASKED | 72 RETURNED | 69 GROUNDED

Banfield Pet Hospital	**56.9%**
VCA Animal Hospitals	**54.2%**
BluePearl Specialty and ...	**40.3%**
Vetco	**19.4%**
Veterinary Emergency Gr...	**19.4%**
Ethos Veterinary Health	**16.7%**

Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

VCA Animal Hospitals	**66.7%**
BluePearl Specialty and ...	**51.4%**
Banfield Pet Hospital	**45.8%**
MedVet	**31.9%**
Ethos Veterinary Health	**27.8%**
Vetco	**25%**

Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

VCA Animal Hospitals	**48.6%**
Banfield Pet Hospital	**41.7%**
BluePearl Specialty and ...	**25%**
MedVet	**15.3%**
Vetco	**9.7%**
Veterinary Emergency Gr...	**9.7%**

GOOGLE AI OVERVIEWS

05 The fifth engine

Google AI Overviews were captured through 56 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 41 = 329 answers.



TRIGGER RATE

Google AI Overviews appeared on 41 of 56 searches (73.2%, CI 60.4–83%). The other 15 searches showed no overview. Within the 41 overviews, Banfield Pet Hospital was named in 15 (36.6%), VCA Animal Hospitals was named in 11 (26.8%), Vetster was named in 11 (26.8%), BluePearl Specialty and Emergency was named in 7 (17.1%). facebook.com was the most-cited source, with 8 citations and an appearance in 6 of 41 overviews.

FIVE-ENGINE RANK (FOUR-ENGINE RANK IN ARROWS)

1	VCA Animal Hospitals	55.9%	=
2	Banfield Pet Hospital	48.6%	=
3	BluePearl Specialty and Emergency	39.8%	=
4	MedVet	19.5%	=
5	Vetco	17.0%	=
6	Vetster	15.8%	▲ 1
7	Ethos Veterinary Health	15.2%	▼ 1
8	Veterinary Emergency Group	10.9%	=
9	Dutch	10.9%	=
10	Pawp	7.0%	▲ 1

LEADERS BY QUESTION

06 Who each question surfaces first

Six questions from the set. Each tile uses that question's own four-engine answers as the denominator.

Q01 · 12 ANSWERS

VCA Animal Hospitals — 100%

TIED WITH BANFIELD PET HOSPITAL, BLUEPEARL SPECIALTY AND EMERGENCY

Banfield Pet Hospital	100%
BluePearl Specialty and Emergency	100%

AI Overview shown on 2 of 2 searches

Q02 · 12 ANSWERS

Banfield Pet Hospital — 100%

VCA Animal Hospitals	41.7%
BluePearl Specialty and Emergency	8.3%

AI Overview shown on 3 of 3 searches

Q03 · 12 ANSWERS

VCA Animal Hospitals — 100%

Banfield Pet Hospital	83.3%
BluePearl Specialty and Emergency	50%

AI Overview shown on 2 of 3 searches

Q04 · 12 ANSWERS

Veterinary Emergency Group — 75%

TIED WITH VCA ANIMAL HOSPITALS, BLUEPEARL SPECIALTY AND EMERGENCY

VCA Animal Hospitals	75%
BluePearl Specialty and Emergency	75%

AI Overview shown on 0 of 2 searches

Q05 · 12 ANSWERS

BluePearl Specialty and Emergency — 100%

VCA Animal Hospitals	83.3%
MedVet	83.3%

AI Overview shown on 2 of 2 searches

Q06 · 12 ANSWERS

Vetster — 100%

Pawp	91.7%
Dutch	75%

AI Overview shown on 3 of 3 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,488 citations in total. vcahospitals.com was cited most often, with 107 citations (4.3%) across 91 answers. Next came banfield.com (102), en.wikipedia.org (56), chewy.com (49), aaha.org (44), avma.org (43).

FOUR AI ENGINES · SHARE OF 285 GROUNDED ANSWERS

vcahospitals.com	**31.9%**
banfield.com	**17.2%**
en.wikipedia.org	**15.4%**
avma.org	**14%**
medvet.com	**13.3%**
aaha.org	**13%**
chewy.com	**10.9%**
bluepearlvet.com	**10.9%**
dutch.com	**10.5%**
marsveterinary.com	**9.8%**

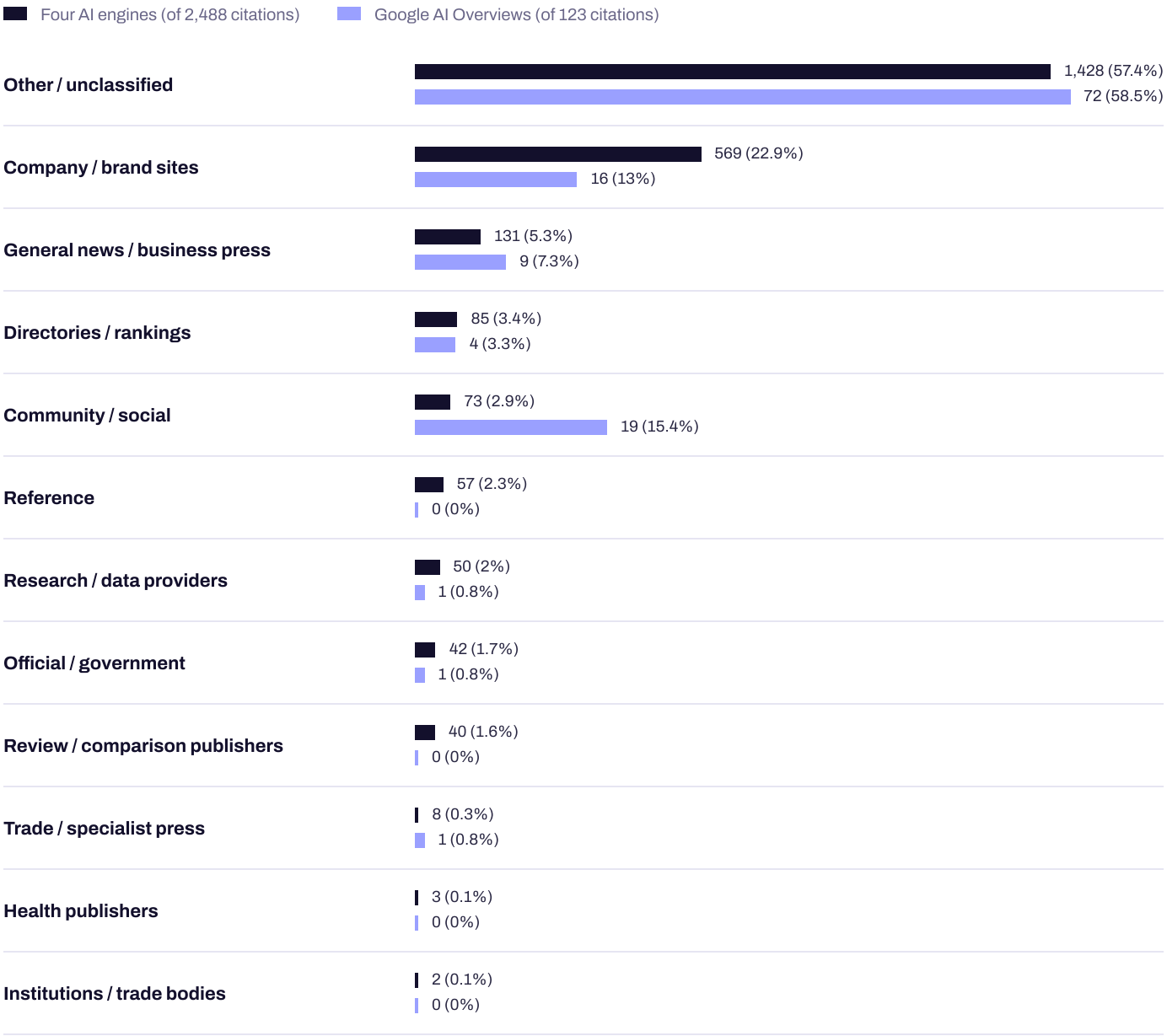
GOOGLE AI OVERVIEWS · SHARE OF 41 OVERVIEWS

chewy.com	**17.1%**
facebook.com	**14.6%**
telavets.com	**12.2%**
vcahospitals.com	**9.8%**
youtube.com	**7.3%**
aaha.org	**7.3%**
businessinsider.com	**7.3%**
rankings.newsweek.com	**7.3%**
reddit.com	**7.3%**
rexvet.org	**7.3%**

WHO THE ENGINES CITE

08 Citation share by source type

Share of all citations by the type of site cited.



09

WHAT THE DATA SUGGESTS

How can veterinary brands improve their AI visibility?

These steps follow from the measured results above. They describe what the engines cited in this study and are not a guarantee of results.

STEP	WHAT THIS STUDY MEASURED
Put your facts on your own domain.	VCA Animal Hospitals' own domains were cited in 31.9% of grounded answers, Banfield Pet Hospital's in 17.5% and MedVet's in 13.3%. Dutch was named in only 10.8% of answers, yet its own domains were cited in 10.9%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were en.wikipedia.org (in 15.4% of grounded answers), avma.org (14.0%), aaha.org (13.0%), chewy.com (10.9%) and marsveterinary.com (9.8%). General news and business press supplied 5.3% of citations and directories and rankings 3.4%.
Check each engine separately.	ChatGPT named BluePearl Specialty and Emergency in 55.6% of answers against 25.0% on Perplexity. Gemini named Ethos Veterinary Health in 27.8% of answers against 5.6% on Perplexity.
Watch names outside the tracked list.	National Veterinary Associates (64 answers), Thrive Pet Healthcare (49 answers), Mars Veterinary Health (37 answers), PetVet Care Centers (31 answers), Petco (22 answers) were named often but were not tracked.
Re-run the same questions every month.	Compare counts and intervals, not ranks. The 24 questions are in the appendix.

QUESTIONS PEOPLE ASK

10 What AI answers

Q1 Which veterinary brands lead these AI answers?

VCA Animal Hospitals and Banfield Pet Hospital lead this measured set. VCA Animal Hospitals: 173/288 (60.1%; 95% interval 54.3–65.6%). Banfield Pet Hospital: 145/288 (50.3%; 95% interval 44.6–56.1%). Their 95% intervals overlap; no sole leader is established.

Q2 Which brand is named first most often?

Banfield Pet Hospital was the first brand named in 92 of 288 answers, with an average first position of 1.5.

Q3 How often do Google AI Overviews appear for these questions?

An overview appeared on 41 of 56 searches (73.2%, CI 60.4–83%). Within those 41 overviews, Banfield Pet Hospital was named most often, in 15 (36.6%).

Q4 Which sources do the engines cite?

Across 2,488 four-engine citations, vcahospitals.com was cited most (107 citations, in 91 of 285 grounded answers), followed by banfield.com (102 citations).

Q5 Do the four engines agree?

Largely. No tracked name differed by more than 12 points between engines.

METHODOLOGY

11 How this study was measured

24	×	3	×	4	=	288	+	56
questions		runs each		AI engines		answers		Google searches · 41 AI Overviews

24 questions asked three times on each of ChatGPT, Claude, Gemini and Perplexity, measured November 4, 2026. United States, English; Google retrieval uses desktop results. Models: gpt-5-mini, claude-sonnet-5-5, gemini-3.6-flash only, sonar-pro. Google AI Overviews come from DataForSEO, not inferred chat answers. Appearance counts returned text, including ungrounded answers; citation rates use grounded answers. Longer overlapping names suppress shorter ones; First mention is the earliest eligible name order. Own-domain rates include declared domains and subdomains; shared parent scopes may count for multiple names and cannot be summed as unique citations.

ENGINE	MODEL IDS CALLED	ASKED	RETURNED	GROUNDED
ChatGPT	gpt-5-mini	72	72	72
Claude	claude-sonnet-5-5	72	72	69
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	56	41 shown	41

Own-domain citations count a domain plus all its subdomains, with the same rule in every table.

METRIC DEFINITIONS

- Appearance rate: answers naming the tracked name ÷ answers returned, with Wilson 95% intervals.
- First mention: average order in which the tracked name first appears (1 = first).
- Own-domain citation: grounded answers citing the tracked name's domains ÷ grounded answers.
- Citation share: citations to the tracked name's domains ÷ all citations.

LIMITATIONS

- Only 18 tracked brands are ranked; results are not an exhaustive market ranking.
- Only the tracked brands were scored. Untracked names that appeared often were not scored, including National Veterinary Associates (64 answers), Thrive Pet Healthcare (49 answers), Mars Veterinary Health (37 answers), PetVet Care Centers (31 answers), Petco (22 answers).
- 344 of 360 planned results were returned. 16 AI Overview lookups were excluded after at most three total attempts.
- 56 successful Google searches: 41 overviews shown; 15 without an overview. Failures are excluded, not scored as zero.
- 3 chat answers had no search sources and are left out of the citation figures.
- Question 2 names Banfield, so its count includes up to 12 answers to that question.
- Removing 1 Core question naming tracked subjects leaves 276 eligible answers. The top two are VCA Animal Hospitals (168/276) and Banfield Pet Hospital (133/276); their order does not change.
- Unverified own domains are not available, never zero or guessed. Source types use Company / brand sites only for verified official organisations; other unresolved sites are Other / unclassified.
- Wilson 95% intervals are descriptive; overlapping leading intervals do not establish a sole leader. Measurements do not endorse medical, legal, financial or product claims.
- The ranking covers veterinary brands that pet owners use directly. Parent companies and corporate groups are not ranked.
- Mission Pet Health is counted together with Southern Veterinary Partners and Mission Veterinary Partners, which combined under that name in July 2025. The short forms Mission, SVP and MVP on their own were not counted.
- Short or common-word names (such as Thrive, Mars, Dutch, Small Door, Modern Animal, VCA, NVA and VEG) were counted only with exact capitals or in their full form, and samples of matching answers were read by eye. No matches were removed.
- Brands are not combined with their parent companies; for example, Vetco is not counted as Petco.

APPENDIX

12 The 24 questions

Questions marked "Core question" are the original study questions, asked word for word. The others are added neutral questions.

#	QUESTION	GROUP	SOURCE
01	What are the best veterinary hospital chains in the US?	Veterinary Care Index 2.0	CORE QUESTION
02	Is Banfield worth it for routine pet care?	Veterinary Care Index 2.0	CORE QUESTION
03	What is the best pet wellness plan from a vet chain?	Veterinary Care Index 2.0	CORE QUESTION
04	Where should I take my pet for emergency care at night?	Veterinary Care Index 2.0	CORE QUESTION
05	What are the best specialty and emergency animal hospitals?	Veterinary Care Index 2.0	CORE QUESTION
06	What is the best online vet or vet telehealth service?	Veterinary Care Index 2.0	CORE QUESTION
07	Can I see a vet by video for my dog?	Veterinary Care Index 2.0	CORE QUESTION
08	Are corporate vet clinics or independent vets better?	Veterinary Care Index 2.0	CORE QUESTION
09	What vet chains offer low-cost vaccines?	Veterinary Care Index 2.0	CORE QUESTION
10	Which vet clinics are good for cats only?	Veterinary Care Index 2.0	CORE QUESTION
11	What is the best veterinary oncology care for dogs?	Veterinary Care Index 2.0	CORE QUESTION
12	How do I choose a good veterinarian?	Veterinary Care Index 2.0	CORE QUESTION
13	Which veterinary networks operate hospitals in multiple US states?	Veterinary Care Index 2.0	ADDED QUESTION
14	Which veterinary groups operate referral hospitals for complex cases?	Veterinary Care Index 2.0	ADDED QUESTION
15	Which veterinary companies own general practice and specialty hospitals?	Veterinary Care Index 2.0	ADDED QUESTION
16	What is the difference between online veterinary advice and a veterinary prescription?	Veterinary Care Index 2.0	ADDED QUESTION
17	Which retailers have veterinary clinics inside their stores?	Veterinary Care Index 2.0	ADDED QUESTION
18	Which veterinary chains offer dental care for dogs and cats?	Veterinary Care Index 2.0	ADDED QUESTION
19	Which veterinary hospitals offer overnight intensive care?	Veterinary Care Index 2.0	ADDED QUESTION
20	What is included in veterinary wellness plans?	Veterinary Care Index 2.0	ADDED QUESTION
21	Which veterinary networks provide rehabilitation services for pets?	Veterinary Care Index 2.0	ADDED QUESTION
22	Which online veterinary services offer scheduled appointments?	Veterinary Care Index 2.0	ADDED QUESTION
23	Which veterinary groups operate practices with locally retained names?	Veterinary Care Index 2.0	ADDED QUESTION
24	Which veterinary providers offer vaccination-only appointments?	Veterinary Care Index 2.0	ADDED QUESTION

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Veterinary Care Index 2.0

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