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Insights Report  
**Membership Wage Survey**

April 2024

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**BCVTA**



***“To be a good leader,  
you have to be a great listener.”***

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*– Richard Branson*

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# Survey methodology

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## Distribution

A survey was distributed to 1475 BCVTA members. A soft launch to 95 members occurred February 16, 2024, and a full launch to the remaining members on February 17. Reminders were sent on February 21 and 29.

## Response

895 members clicked to the link to open the survey. Of that, 784 members completed the survey:

- Response rate is 53%
- Completion rate is 88%

This is a fantastic response rate!

Average completion time was 15 minutes.

## Notes

- The n per question is 784 unless otherwise specified.
- If a satisfaction segmentation is not reported, it means it's not different enough to report on.
- **Green text** (positive difference) and **red text** (negative difference) mean statistically significant.



# Employers can have a profound impact on the quality of life of an RVT, primarily through offering sufficient wages and extended benefits

## Key measures

Satisfaction as BCVTA member



Membership satisfaction is driven by BCVTA’s industry advocacy, and the Board’s performance & communications; satisfaction is not correlated at all with employer paying membership dues.

Satisfaction with current employer



Satisfaction with employer is correlated with wage, number of extended benefits offered, amount of CE funding provided, quality of life and by segment.

Satisfaction with current wage



Satisfaction with current wage is correlated with quality of life and likelihood of remaining in the industry, and highly correlated with level of earnings.

### BCVTA member benefits

A lot of uncertainty and dissatisfaction around “Other skills development” and “Member savings benefits”

### Employer satisfaction

Accommodations for family obligations and overall sense of welcoming lead the way, but still only at 70% satisfaction; career advancement, training and mental health support appear to be severely lacking for RVTs

### Wages

About half of RVTs make a reasonable income (half of hourly RVTs make over \$30 an hour; half of salaried RVTs make over \$70K/year)



# There are 5 clear needs-based segments with some clear differences that will help guide BCVTA's membership engagement going forward

## Needs-based segments

Steppers	26%	Average or below average level of satisfaction; looking for more development
Settlers	25%	Among the most satisfied
Undecided	22%	Consistently the least satisfied
Careerists	16%	Among the most satisfied
Gig workers	9%	Inconsistent levels of satisfaction
Career launchers	2%	An insignificant segment to remove in future studies; too small to evaluate

## Key learnings

Overall good quality of life_____	48%	RVTs working 40+ hours a week_____	51%
Have secondary income_____	32%	RVTs likely to apply for management role_____	26%
Average # of years as RVT_____	14 years	Percent of practices with non-RVT staff performing RVT duties_____	44%





## Be it wages, CE, role clarity or member relations, BCVTA can make significant improvements for its members' employment experiences.

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1. Advocate for younger, newer RVTs to start at a higher wage to reduce the risk of RVTs leaving the industry before they reach a wage sufficient for sustaining a reasonable quality of life
2. Improve engagement and communication with members to reduce the uncertainty members have with what BCVTA offers and the Board does / is responsible for
3. Improve BCVTA's website experience, including CE documenting and record keeping
4. Next time, rather than calling it a "wage survey"; call it something bigger / broader (e.g., Wage+ survey, Industry advocacy survey, RVT role improvement survey)
5. Learn more about non-RVTs performing RVT duties (e.g., RVNs or former vets from other countries, students not yet accredited) – some seem to be VTs but not RVTs – what are the expectations with VTs? Are RVTs, VTs and employers all equally aware of the differences and are they all in agreement of these differences?
  - a) *E.g., "Not all techs are registered but all have gone to school."* – RVT from 2024 BCVTA wage survey
  - b) *E.g., "They are performing the same duties as the RVT's. They have all been registered at one time or another, but have let their registration lapse."* – RVT from 2024 BCVTA wage survey



# There are many opportunities for BCVTA to improve RVT-Employer relationships and to leverage the new needs-based segments

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## Employer-related

6. Work collaboratively with employers and RVTs to help employers offer career advancement opportunities that are meaningful to RVTs
7. Consider an employer awareness campaign to make it easy for employers to implement and/or share DEI policies and an anti-racism toolkit
8. Consider surveying employers to understand their perspectives of RVTs, VTs and other roles in the clinic, other issues and opportunities surrounding RVTs, and to learn how RVTs and employers can become stronger partners
9. Make sure RVTs and employers have a clear definition of what RVTs' roles are supposed to be, and what tasks RVTs are supposed to be the only ones performing in clinics. There seems to be a lack of clarity here.

## Needs-based segments

10. Provide Gig workers and Steppers with targeted continuing education
11. Investigate what makes Careerists more satisfied than others
12. Focus on delivering better for Steppers; this is where BCVTA can have the greatest impact
13. Learn more about the Undecided; it's likely a good portion are a lost cause, but also a good portion are likely moveable into other segments if they can find more purpose / satisfaction in the role







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# BCVTA's current membership story



# RVTs are struggling to remain in the industry and live comfortably...

**52%** of RVTs do not have a good quality of life.



With about half of RVTs working fewer than 40 hours per week and making less than \$30/hour.



*“My hourly wage of \$25 is considered good in this career. The economy we live in now is highly difficult to survive in with \$25 an hour, especially if an individual is on a single income.”*

**...and yet nearly half of RVTs report non-RVT staff are performing RVT duties in their clinics.**



# This is leading to moderate-to-low satisfaction in the industry.

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RVTs who are least satisfied generally are in the middle of their industry tenure (11-15 years) and are Undecided about their RVT career path.



RVTs who are most satisfied generally have the most tenure, more than one additional certification, love the field and are not planning on leaving, have the highest wages and receive the most extended benefits from their employers.

The passion among RVTs for the role they play for vets, pet owners and pets themselves is strong, which is seen in the dedication to the field and frustration with employers.



# This clarifies the important role of the BCVTA...

...as the broker between employers and RVTs to demonstrate to employers what successful, long-term RVT-Vet partnerships can look like and how employers can benefit, while advocating for better employment conditions for RVTs, leading to better quality lives.



Wages for RVTs making less than \$28/hour



The number of RVTs who have a poor quality of life



The number of RVTs who get paid sick days



Improve the clarity of the RVT career path and options within it



The number employers with proper DEI policies in place



Improve the communication of BCVTA value proposition





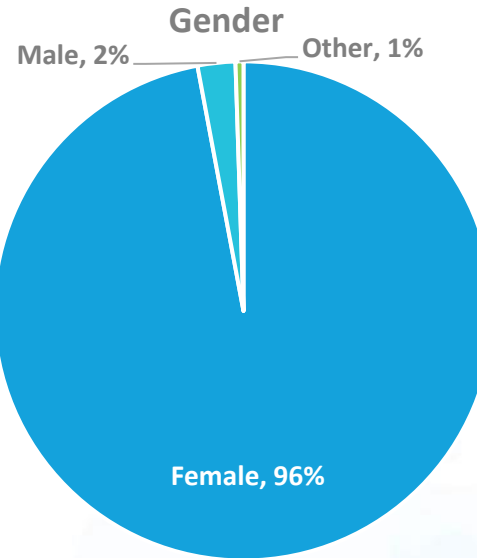
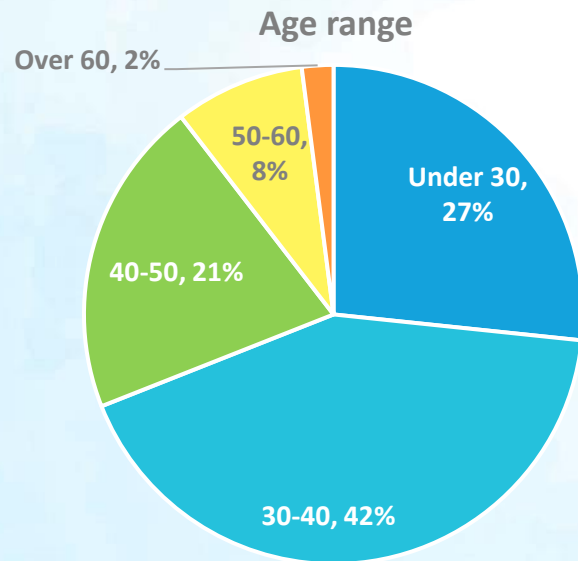


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# Respondent personal profile: Getting to know the membership



# 2/3 of RVTs are under 40 years old and nearly the entire membership is female



**Implications**

We won't be able to learn about any differences between genders.

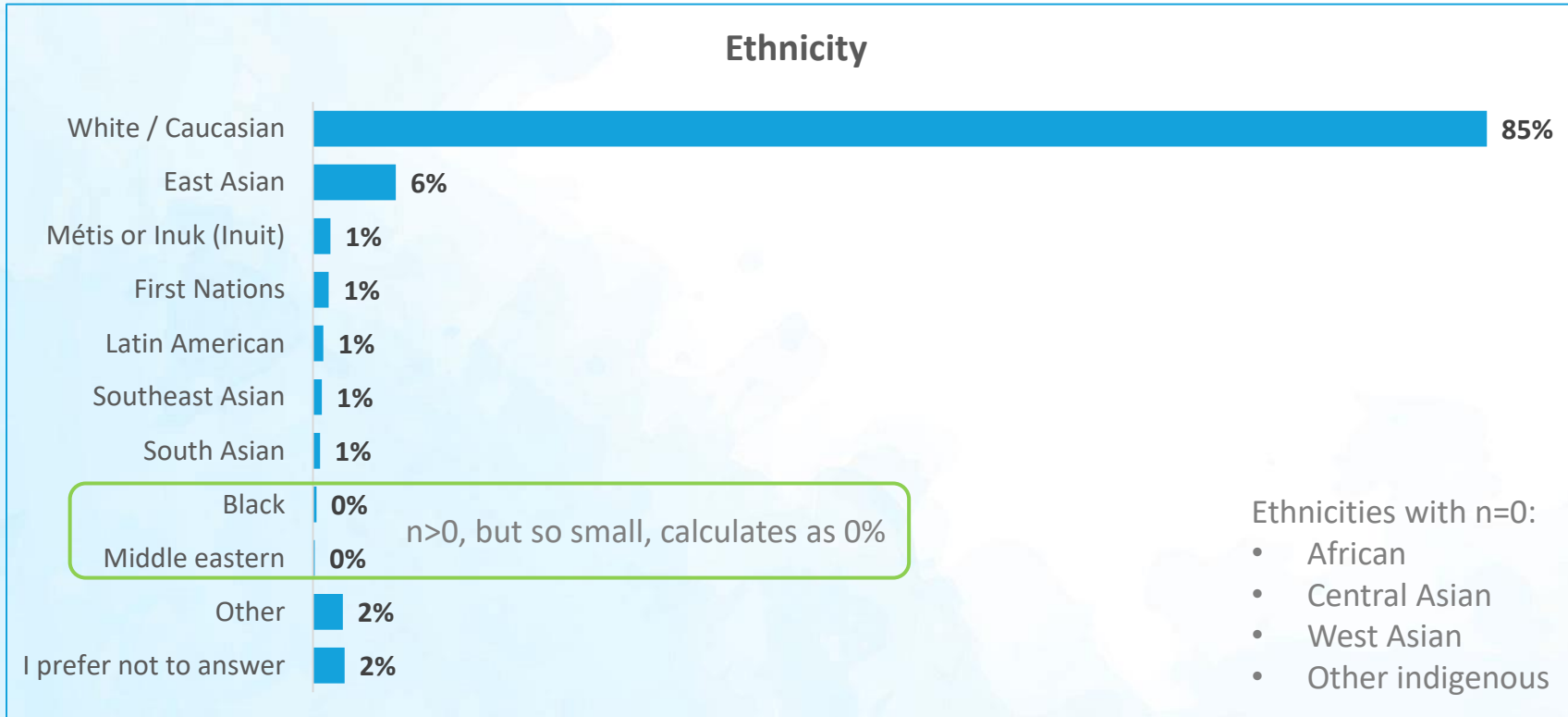
With such a young population dominating the RVT profession, ensuring sustainable longevity in the field is critical for BCVTA.

Q35: How old are you?  
Q36: What is your gender?





# There is very limited ethnic diversity among RVTs



## Implication

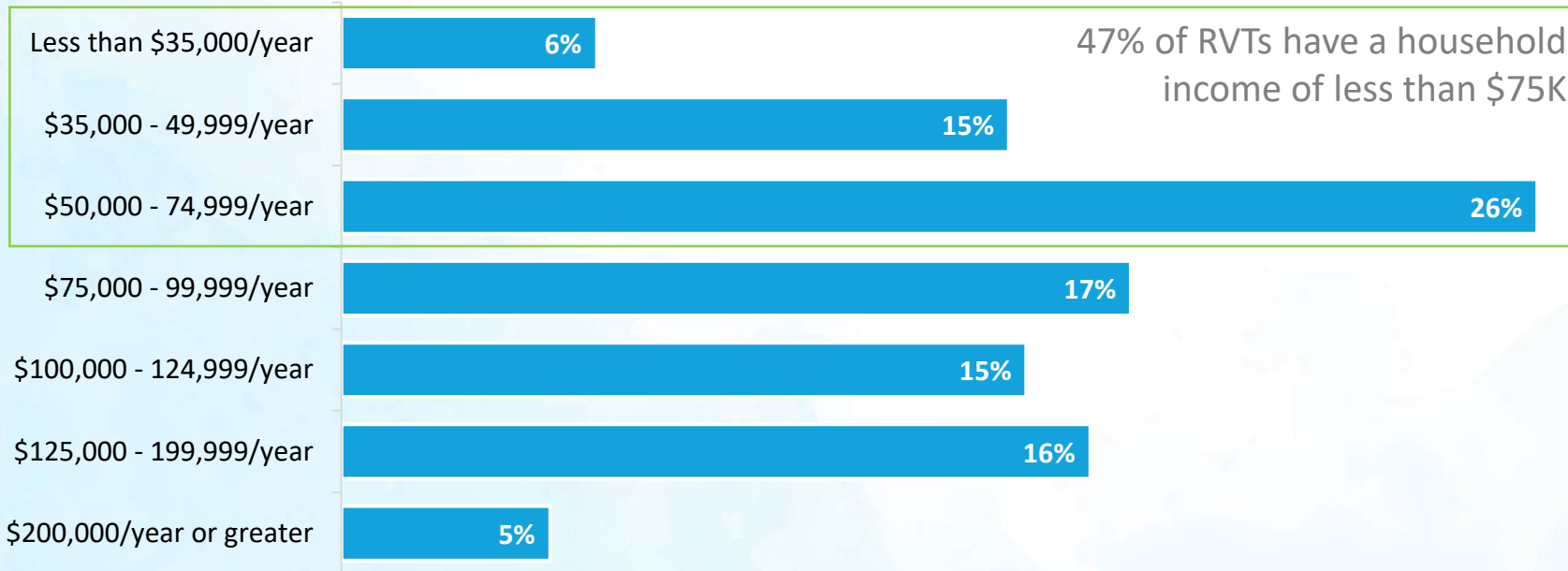
We won't be able to learn about any differences between various ethnicities, other than perhaps "White / Caucasian" vs. all others combined.

Q38: Which of the following best describes your race or ethnicity?



Considering the quite young average age of RVTs, it's not entirely surprising that nearly 50% of RVTs' households have incomes of less than \$75K

Household Income

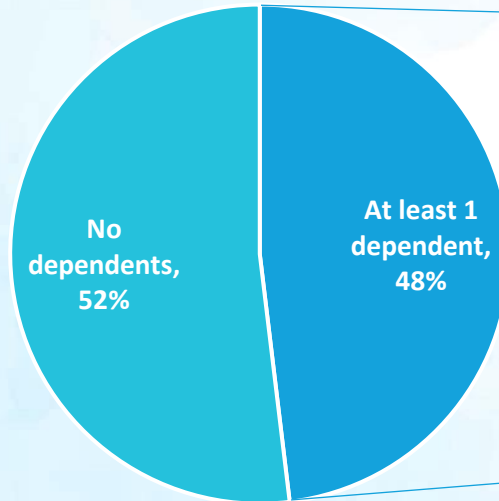


Q39: What is your household annual income before taxes?

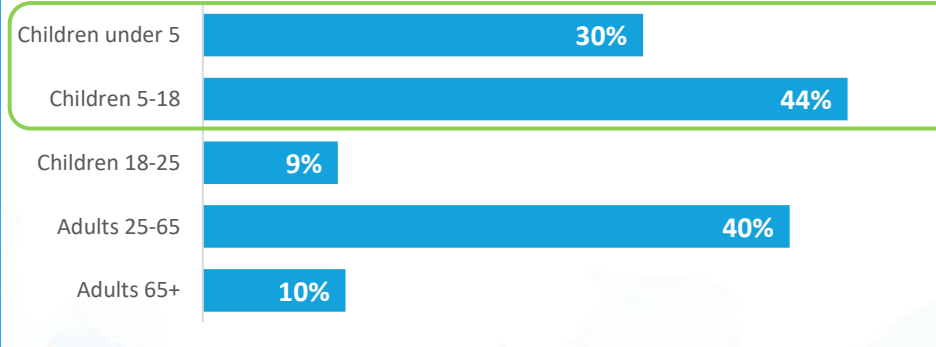


# Half of RVTs have dependents and half do not; interestingly, there is a slight improvement in satisfaction measures for those with dependents

## Dependents?



## Those who have at least one dependent



36% of respondents have kids under 19

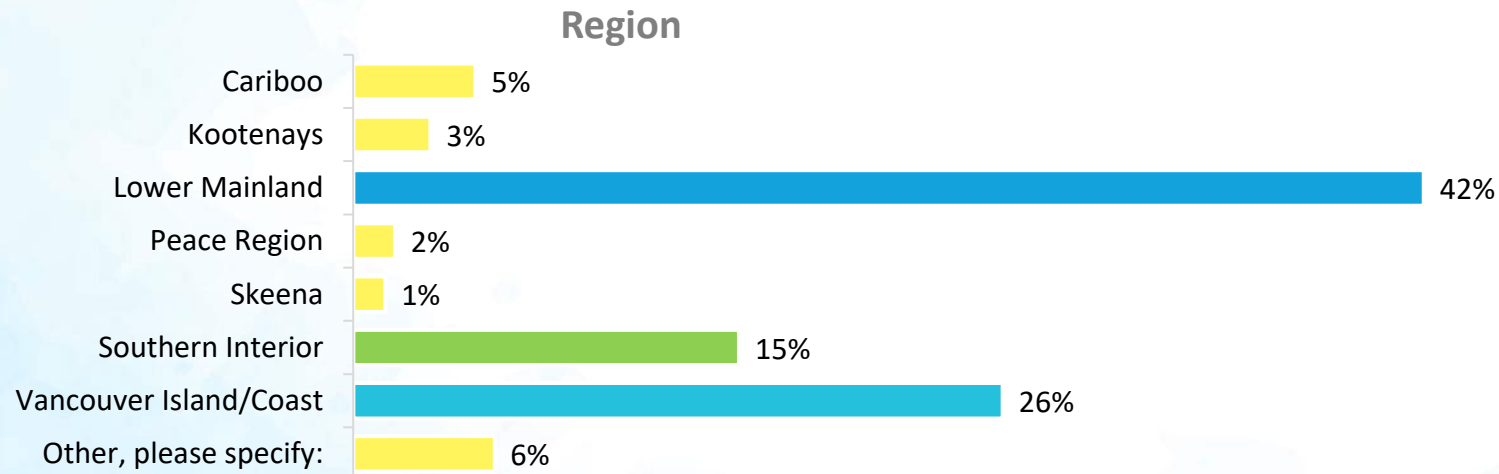
Satisfaction as BCVTA member	68%	73%
Satisfaction w/ employer	67%	72%

Those with dependents are somewhat more satisfied than those who do not, with both their employer and as a BCTVA member, but the difference is not statistically significant.

Q40: Enter the number of dependents (people you care for and/or support financially) in each of the following categories?



# 83% of members come from either Lower Mainland, Vancouver Island/Coast or Southern Interior



Region	Lower Mainland, 42%	Vancouver Island/Coast, 26%	Southern Interior, 15%	Other, 16%	Provincial average
	Least satisfied with employer and wage.	Most satisfied with wage.	Most satisfied with employer and BCVTA.	Least satisfied with employer and wage.	
Average hourly wage	\$31.10	\$32.53	\$29.40	\$28.74	\$30.82
Average salary	\$63,500	\$67,294*	\$60,462*	\$53,615*	\$62,253

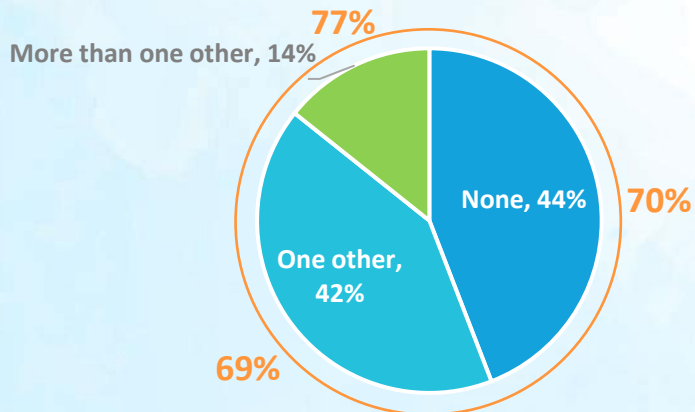
Q37: Geographically, where are you located?

\*Low sample size (n=13-17); interpret with caution.



# Just over half of respondents have additional credentials / certifications, with “Fear Free Certified Level 1-3” being by far the most popular

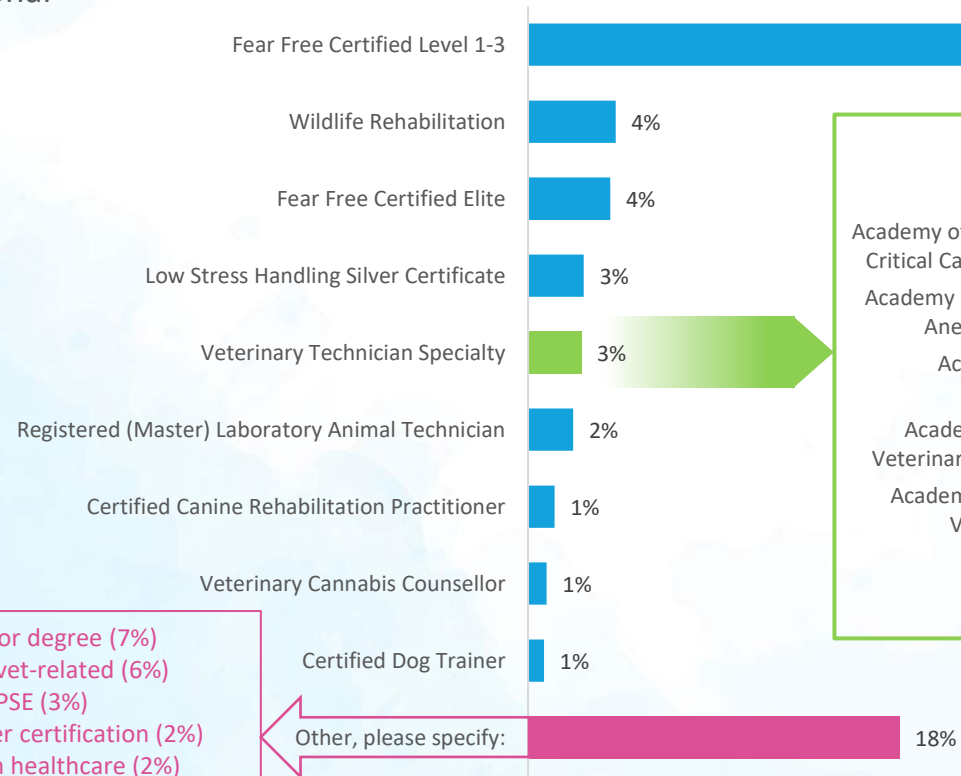
Percent of those with / without additional credentials / certifications



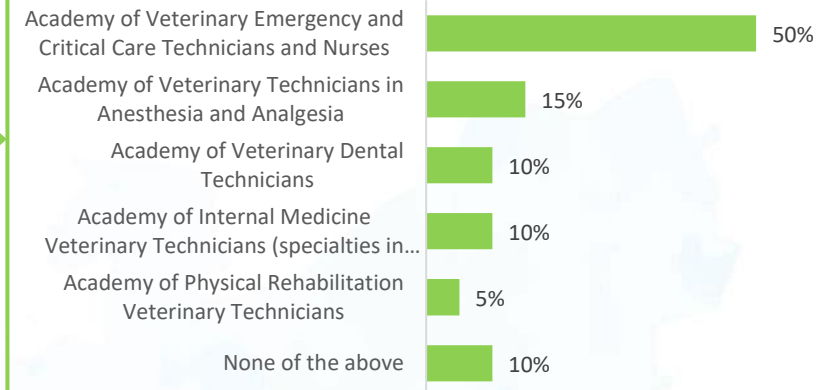
General satisfaction as a BCVTA member is higher among those with more than one additional credential or certification.

- Bachelor degree (7%)
- Other vet-related (6%)
- Other PSE (3%)
- Recover certification (2%)
- Human healthcare (2%)
- Other (misc.) (1%)

Other credentials / certifications (n=438)



Area of study for VTS (n=20)



The following received 0% and therefore were excluded from the chart:

- Certified Canine Massage Therapist
- Certified Equine Massage Therapist
- Certified Veterinary Practice Manager
- Veterinary Social Worker
- Certified Veterinary Pain Practitioner

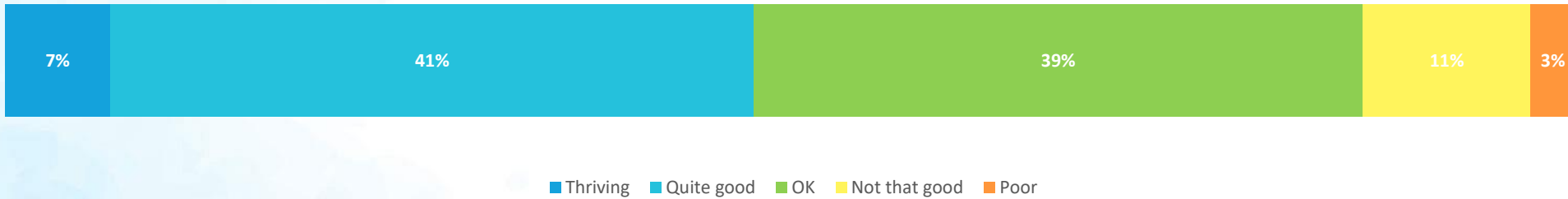
Q6: Other than your Veterinary Technology diploma, do you have any other credentials or certifications? Select all that apply.

Q7: In what area did you study for your Veterinary Technician Specialty?

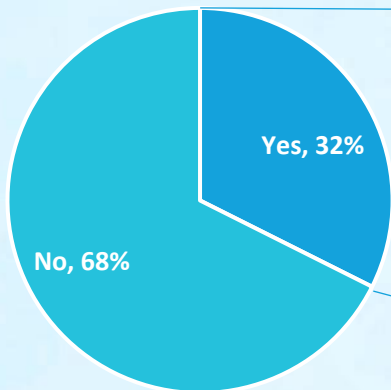


# Almost half of all RVTs have a good quality of life; however, about a quarter of all RVTs have a second income because they need it

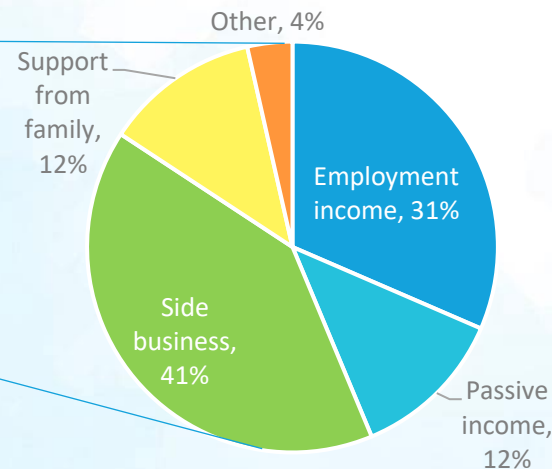
Overall wellbeing / quality of life



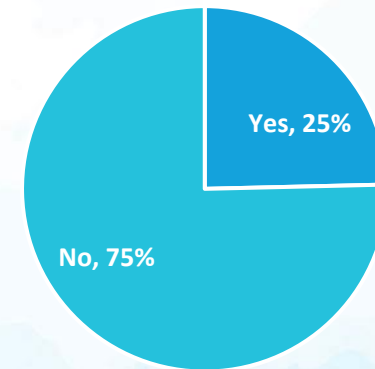
Secondary income?



Types of secondary income (n=254)



RVT wage is sufficient; do not rely on secondary income (n=254)



75% of RVTs with a secondary income indicate it's necessary because their primary RVT income is insufficient to maintain a satisfactory standard of living.

Q33: How would you rate your overall wellbeing / quality of life?

Q26: Do you, personally, have a secondary form of income?

Q27: Do you feel that your current wage with your veterinary employer is sufficient to maintain a satisfactory standard of living without relying on secondary income?





# Satisfaction with current employer and wage are overwhelmingly correlated with overall wellbeing / quality of life

## Overall wellbeing / quality of life

■ Good/Thriving ■ OK ■ Not good



% satisfied:

	Good/Thriving	OK	Not good
With employer	86%	60%	36%
As BCVTA member	76%	69%	55%
With current wage	69%	50%	29%
Work 40+hrs/wk	50%	51%	54%
Worked for 4+ employers	41%	41%	38%
11+ years as RVT	59%	53%	41%
% paid a salary	13%	9%	8%

Q26: Do you, personally, have a secondary form of income?



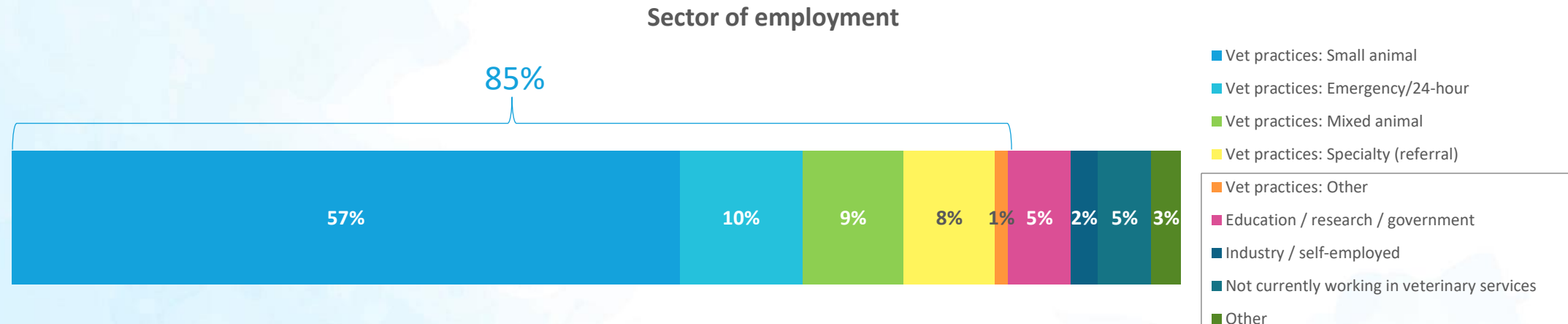


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# Respondent work profile: The membership & employers



# A majority of RVTs are in “Vet practices: Small animal” with another large amount of RVTs working in the other Vet practices



**Implication:** Segmentation and further learning ability is quite limited with some of these small numbers.

**Recommendation:** Future survey work should consider use cases for this data and whether drilling down to this level of specificity is helpful; and if it is, find ways to increase response rate.

Education / research / government  
 Post-secondary education (2.4%) + Research facility (2.0%) + Public health (0.9%)

Not currently working in veterinary services  
 Working in a different field (1.9%) + Retired (0.4%) + Other (0.9%)

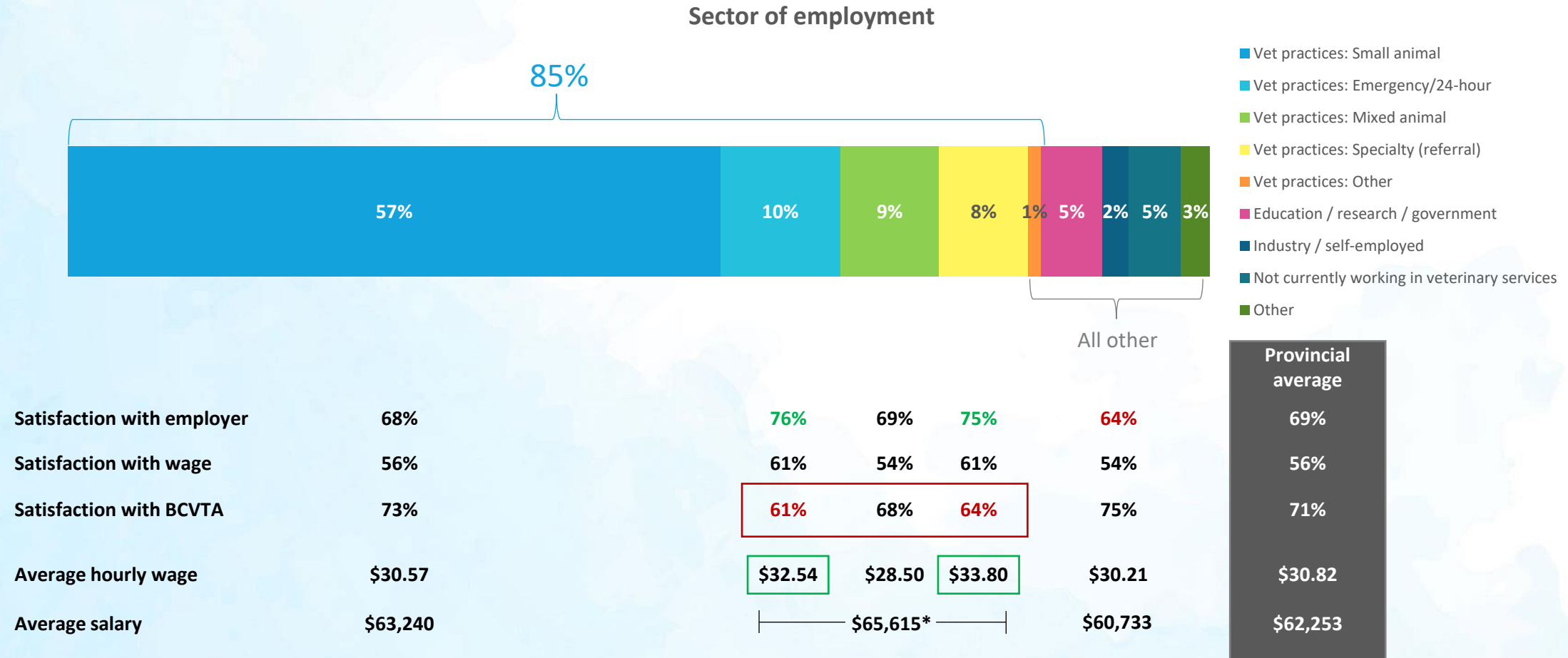
Vet practices: Other  
 Large animal (0.6%) + Exotics (0.5%)

Other  
 Other sector (0.9%) + Other animal care (1.7%)

Q3: In which "Sector" and "Subsector" do you currently work? Choose a sector and then a subsector.



## Satisfaction as a BCVTA member is much lower among 3 vet practices: Emergency, Mixed and Specialty; focus efforts here to understand what these groups are looking for from BCVTA

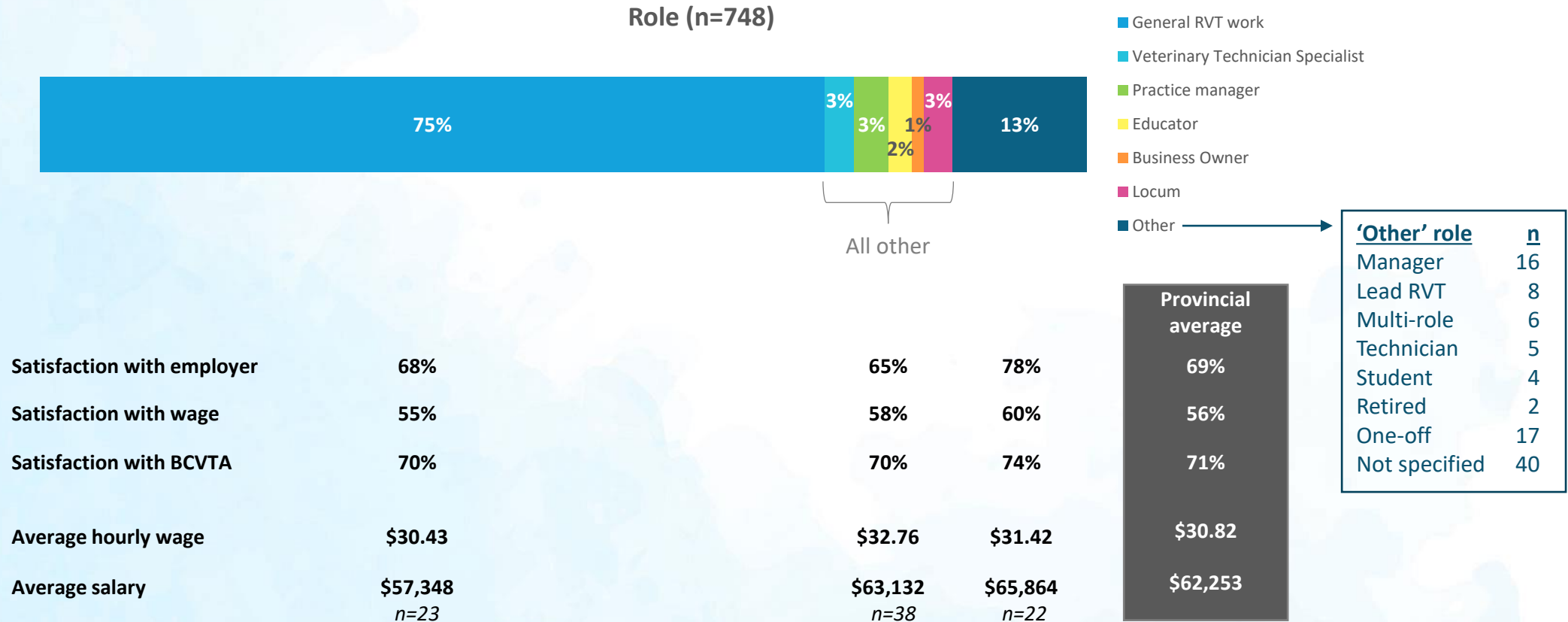


Q3: In which "Sector" and "Subsector" do you currently work? Choose a sector and then a subsector.

\*Low sample size (n=13); interpret with caution.



3/4 RVTs do “General RVT work”, which is the role with the lowest wages; like in many industries, those in specialty, manager, etc. roles are paid more



Q4: What is your current role?



# A variety of experience with different numbers of employers, but this variety doesn't appear to impact the general satisfaction measures that much

Number of employers RVTs have worked for	RVT satisfaction with:		
	Employer	BCVTA	Their wage
5+, 25%	71%	66%	63%
4, 15%	71%	67%	56%
3, 22%	68%	73%	52%
2, 24%	67%	75%	53%
1, 13%	69%	73%	57%
<b>Average</b>	<b>69%</b>	<b>71%</b>	<b>56%</b>

**Employer** While there is a slight trend toward increased satisfaction as the number of employers respondents have had increases, this is not statistically significant. Generally, having a more varied experience with different employers doesn't impact satisfaction with one's current employer.

**BCVTA** The general trend is that the more employers a member has, the less satisfaction they have as a BCVTA member.

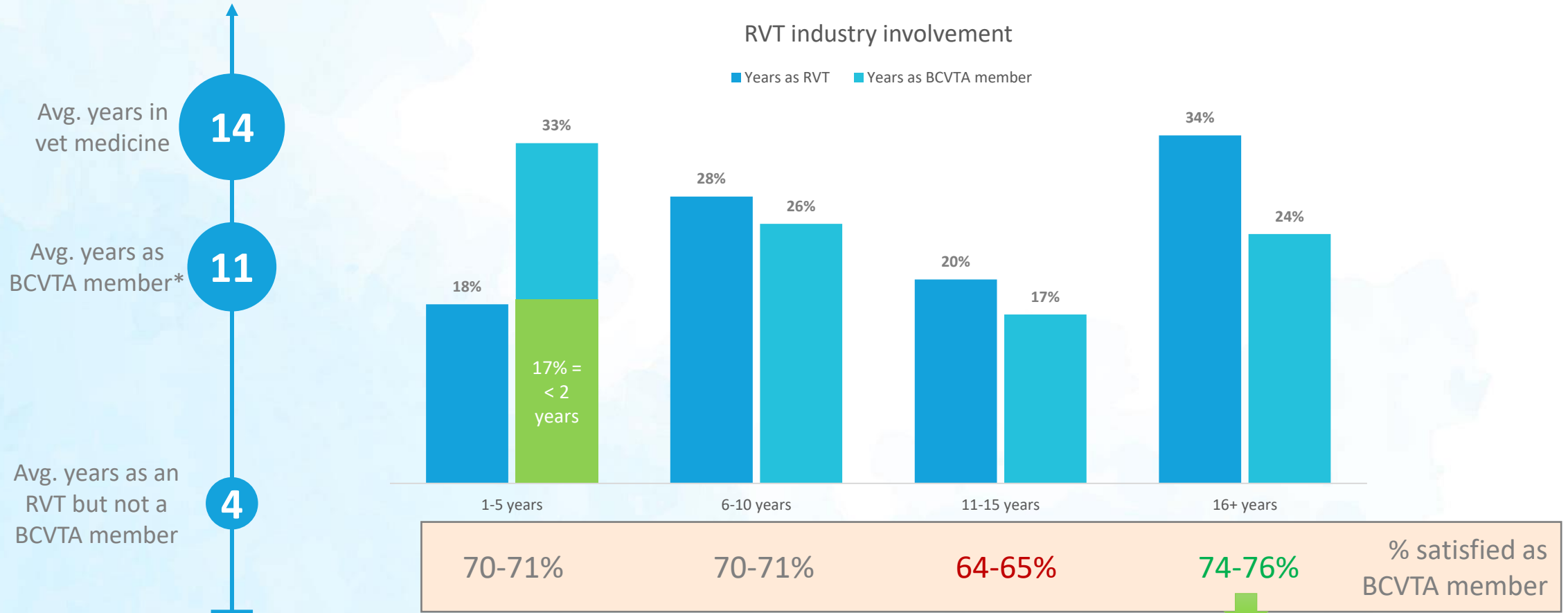
**Their wage** While still not overly satisfied (at 63%), those with 5+ employers are more satisfied than those with fewer than 5 employers.

Q5: How many different employers have you had over the course of your career in veterinary medicine? Business owner or locum RVT are considered one (1) employer.





# BC RVTs have a healthy variety of new and tenured experience



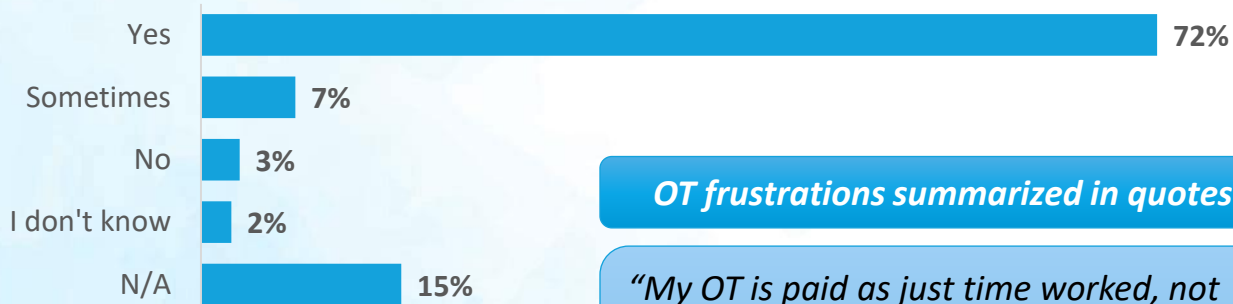
Q1: How many years have you been working in Veterinary medicine?  
 Q2: How many years have you been a Registered Veterinary Technologist?  
 \*28 respondents have been a member longer than they have been in their career.

**Opportunity** Determine what drives satisfaction among more tenured members.



# Question requires a restructuring for next time; for this year, interpret “Yes” results as “Yes, I do” or “I would get paid OT if it’s earned”

Distribution of receiving overtime pay



**OT frustrations summarized in quotes**

*“Owners do not like to pay overtime and will sometimes not if they do not think why we worked overtime was a proper reason.” ~ 7-year RVT, 40hr/wk, dissatisfied with employer*

*“My OT is paid as just time worked, not time and a half.” ~ 35-year RVT, 42hr/wk, very satisfied with employer*

*“The fight for proper pay isn't worth the stress/weeks it takes to get it.” ~ 11-year RVT, 37hr/wk, dissatisfied with employer*

*“We have to account in detail for every minute of overtime paid to us;...it gets tedious and then we get pressured to leave on time, but the work environment doesn't easily allow for it.” ~ 4-year RVT, 32hr/wk, neutral satisfaction with employer*

Few RVTs don't get paid OT when they really should.

Notes:

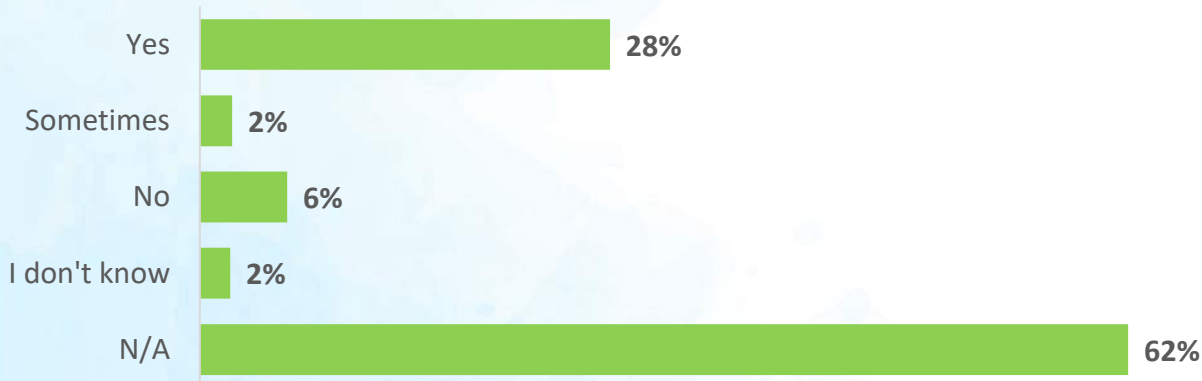
- The purpose of this question was to measure how many RVTs are not getting paid OT when they should be; however, due to question structure, it didn't accurately capture this.
- We should first remove retirees, students and salaried workers from this line of questioning. Then we should ask what frequency they work OT (some are not allowed to or never have to). We should also ask if they are on an averaging agreement.
- Then we should ask if only those who actually work OT, “when you work OT, do you get paid OT appropriately”.
- Many of the “sometimes” and “no” responses are because of: averaging agreements, time in lieu or manager must approve.
- Many of the N/A are because they are salary, they don't qualify for OT for another reason
- Some RVTs work at more than one clinic or as a locum, so generally don't work enough hours to qualify for OT

Q15: Do you receive overtime pay as per the province of British Columbia regulations (see below for details on the regulations)?



# Question requires a restructuring for next time; for this year, interpret “No” results as “No, I don’t and should” or “No. I get paid when I come in”

Distribution of receiving on-call pay



Few RVTs are required to be on-call without being paid for it.

Notes:

- The purpose of this question was to measure how many RVTs are not getting paid for being on call when they should be; however, due to question structure, it didn’t accurately capture this.
- We should first remove retirees from this line of questioning. Then we should ask if where they work even offers on-call (some never request it), and then ask if they ever are asked to be on-call / if they ever work on-call.
- Then we should ask to only those who actually work on call, “when you are on call, do you get paid for being on call appropriately”.
- Many of the “sometimes” and “no” responses are because of: salaried / owner, only paid if called into work, but unclear if they are waiting on-call and not getting paid or just called in on a day off.

On-call challenges summarized in quotes

*“I am paid a minimum of 2 hours OT if I am called in.” ~ 3-year RVT, 40hr/wk, satisfied with employer*

*“If I am on-call I am paid if I come in to help with an emergency.” ~ 8-year RVT, 56hr/wk, very satisfied with employer*

*“We are expected to be on standby with no pay. Its not okay.” ~ 7-year RVT, 30hr/wk, dissatisfied with employer*

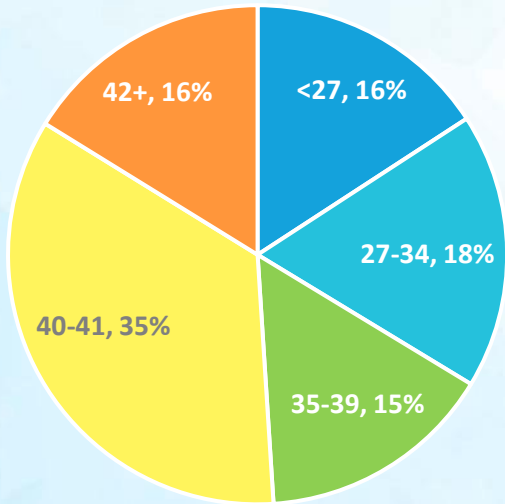
*“Because I am a locum, employer says I am not eligible to on-call pay like their full-time employees are.” ~ 10-year RVT, 55hr/wk, satisfied with employer*

Q18: Do you receive on-call pay?



# RVTs most likely to apply for management: work 40+ hrs/wk, worked at 4+ different employers, have 11+ years of RVT experience & are paid a salary

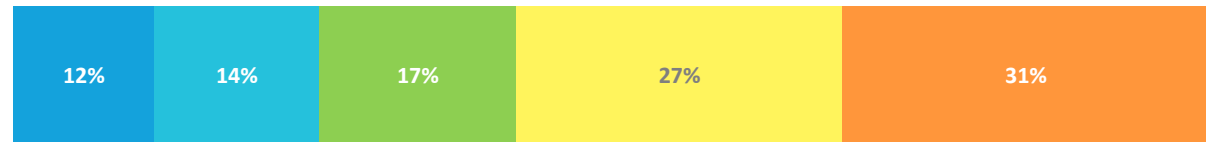
Hours worked per week



**How to read this table:**  
Of those who are likely to apply for a management role, 60% work more than 40 hours a week.

Likelihood of applying for a management position (n=720)

Very likely   Likely   Somewhat likely   Not that likely   Not at all likely



% satisfied:	👍	?	👎
With employer	74%	76%	65%
As BCVTA member	66%	70%	71%
With current wage	57%	61%	54%
Work 40+hrs/wk	60%	47%	48%
Worked for 4+ employers	46%	35%	39%
11+ years as RVT	59%	55%	49%
% paid a salary	19%	9%	4%

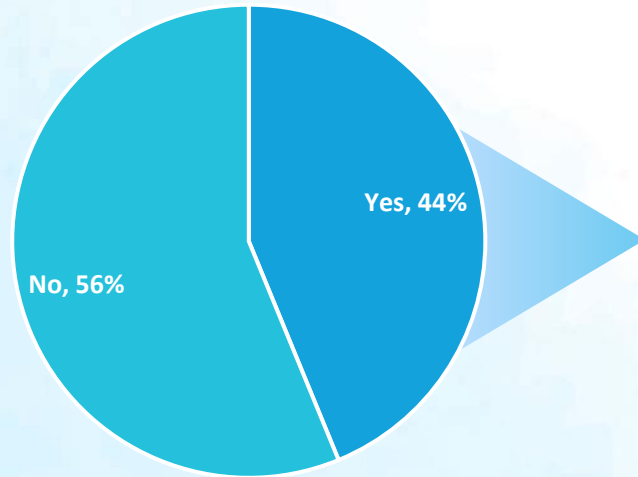
Q8: On average, how many hours do you work in the veterinary industry per week?

Q32: If the opportunity were to arise, how likely are you to apply for a management-level position within your current place of employment?



# Nearly half of RVTs report that non-RVT staff perform RVT duties, some occasionally and some frequently

Percent of RVT's practices with non-RVT staff performing RVT duties (n=726)



Of those who said yes and provided a number, the average per clinic is about 2.4 non-RVTs performing non-RVT duties, ranging from 1 to over 10, depending on clinic size and other factors.

RVT duties performed by non-RVT staff include:

- AG expressions
- Performing anesthesia
- Administering sedation
- Dental scaling and polishing
- Provide a variety of treatments
- Dental radiographs
- Patient monitoring
- NG tube placement
- Surgical monitoring
- Client communication
- Prescription filling
- SQ fluids
- Placing IV
- IM injections
- Lab work
- IV catheters
- Intubating
- Discharge
- Inducing
- Wound care
- Drawing blood
- Radiographs

Many quotes indicating non-RVT staff are performing all or most of the tasks that should be performed by RVTs.

*"We have 2 unlicensed techs who perform the same role as RVTs."*

*"2-4 staff members act as RVTs (usually techs/veterinary nurses from overseas that are not licensed here) - perform all the tasks an RVT would. We do have some assistants who also do things like SQF, arthritis injections, cytologies."*

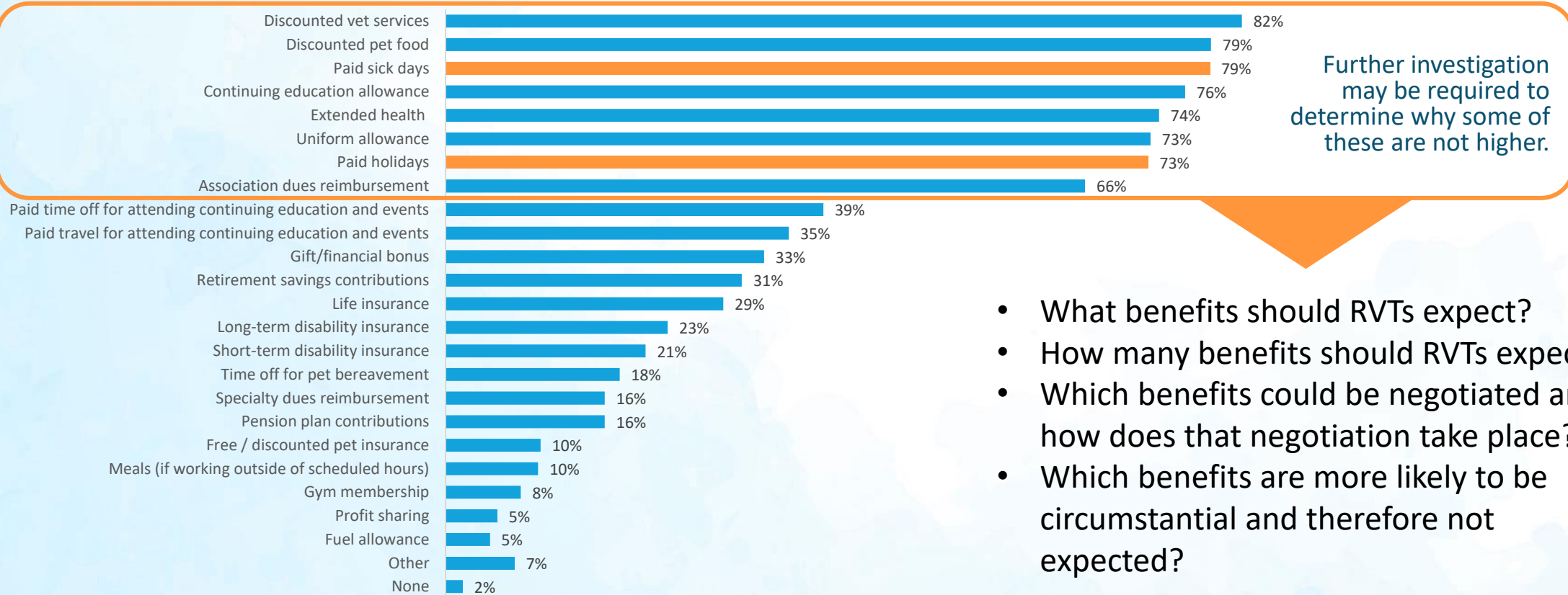
Q28: Does your practice currently have non-RVT staff performing RVT duties?  
 Q29: [IF Q28 = YES] Please tell us how many non-RVT staff are performing RVT duties and the roles they are performing.





# There is a great divide between the top 8 benefits offered and the rest; BCVTA could help members understand expectations and their options

Benefits offered by employer



Further investigation may be required to determine why some of these are not higher.

- What benefits should RVTs expect?
- How many benefits should RVTs expect?
- Which benefits could be negotiated and how does that negotiation take place?
- Which benefits are more likely to be circumstantial and therefore not expected?

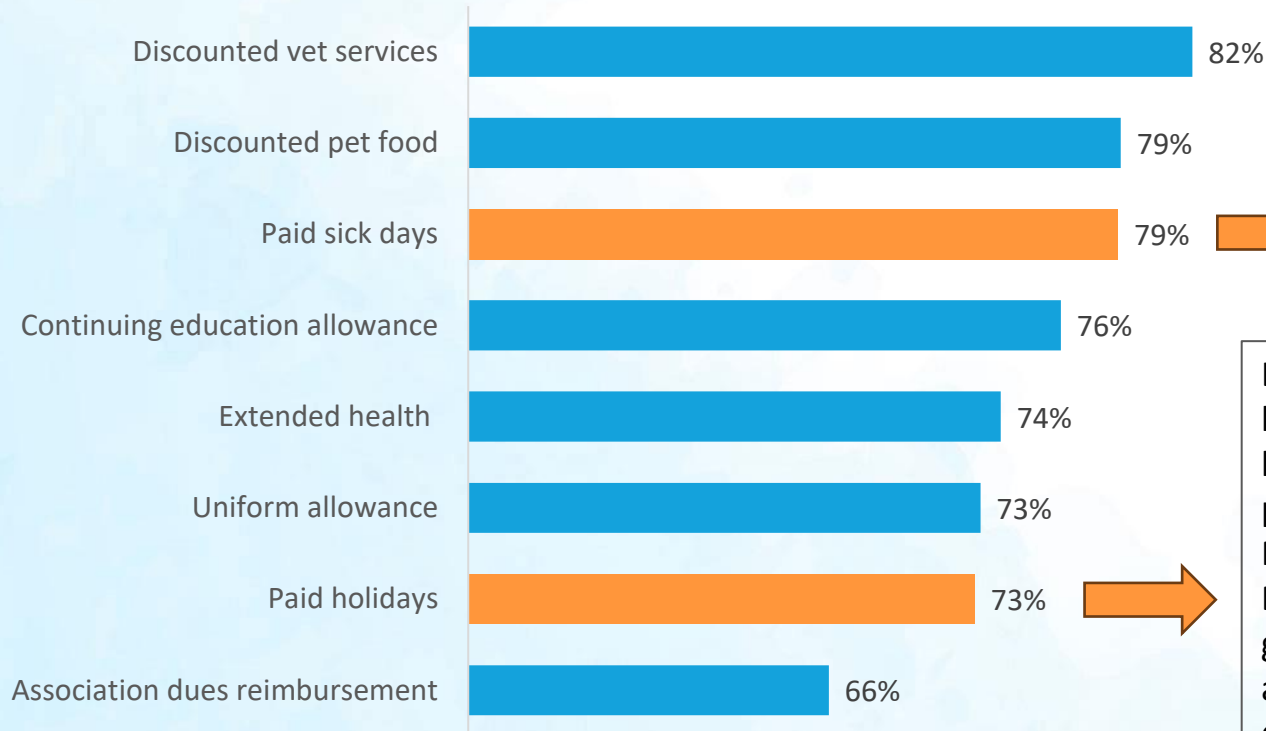
Q23: Does your employer offer any of the following benefits? Select all that apply.





# The benefits question was a large cognitive load for respondents; to ensure accuracy, suggest changing the approach to this question for next time

Benefits offered by employer (top 8/25)



Most RVT roles report between 76% to 92% receiving paid sick days; only business owners and locum report lower, which combined is below 50% receiving paid sick days.

Less than 50% of business owners and locum report getting paid holidays. 88% of Practice Managers and Educators report getting paid holidays and between 67%-75% of the other roles report getting paid holidays.

Suggestion for question improvement:

1. Split benefits options into chunks (pet-related, insurance, regulated, etc.)
2. Make it clear that respondents don't need to click "Other" to explain they are "Locum" or "Self-employed"

Q23: Does your employer offer any of the following benefits? Select all that apply.



# Half of RVTs who receive CE funding from their employer don't know how much they can access; of those who do, half receive more than \$800 a year

RVTs indicating if they receive CE funding from their employer or not (n=784)

Receive CE \$, 76%

Do not receive CE \$, 24%

Whether RVTs who receive CE funding know the amount (n=599)

Know CE amount, 49%

Don't know CE amount, 51%

CE amount ranges (n=293)

Under \$500, 23%

\$500-\$799, 29%

\$800-\$1099, 27%

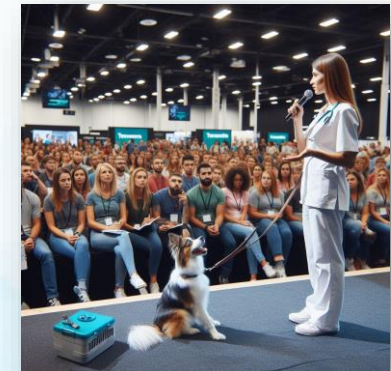
\$1100+, 22%

All RVTs who provided CE \$

				% satisfied:	
Under \$500	\$500-\$799	\$800-\$1099	\$1100+	All RVTs who provided CE \$	
63%	62%	70%	87%	70%	With employer
78%	71%	72%	69%	73%	As BCVTA member
52%	61%	57%	81%	62%	With current wage

Satisfaction with current employer is correlated with amount of CE funding that is provided.

- Segments:** Fewer Settlers and slightly more Steppers.
- Sectors:** Fewer Vet Practices and more all other sectors
- Roles:** Fewer General RVT workers and more all others
- Age:** More likely to be older
- Wage:** Less likely to make \$30-\$35/hour
- Salary:** Slightly more likely to earn salary

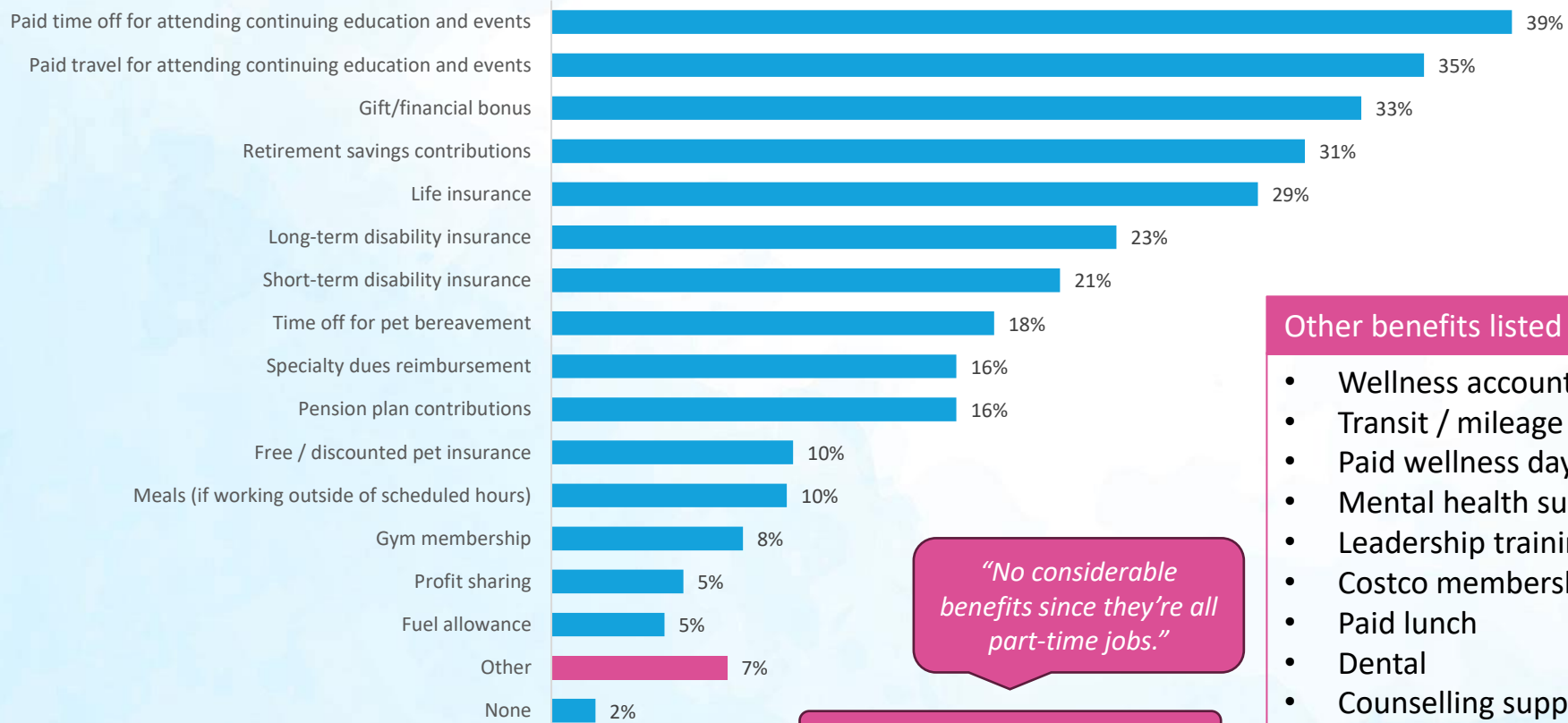


Q24: What is your annual continuing education allowance? \$ per year



# For next survey, add “Wellness account”; most RVTs who selected “none” are either self-employed or locum

Benefits offered by employer (bottom 17/25)



*“Wellness allowance \$500 per yr, can be used for gym memberships, fitness equipment, travel, spa and more.”*

*“No considerable benefits since they’re all part-time jobs.”*

*“As a locum, I am not eligible.”*

### Other benefits listed

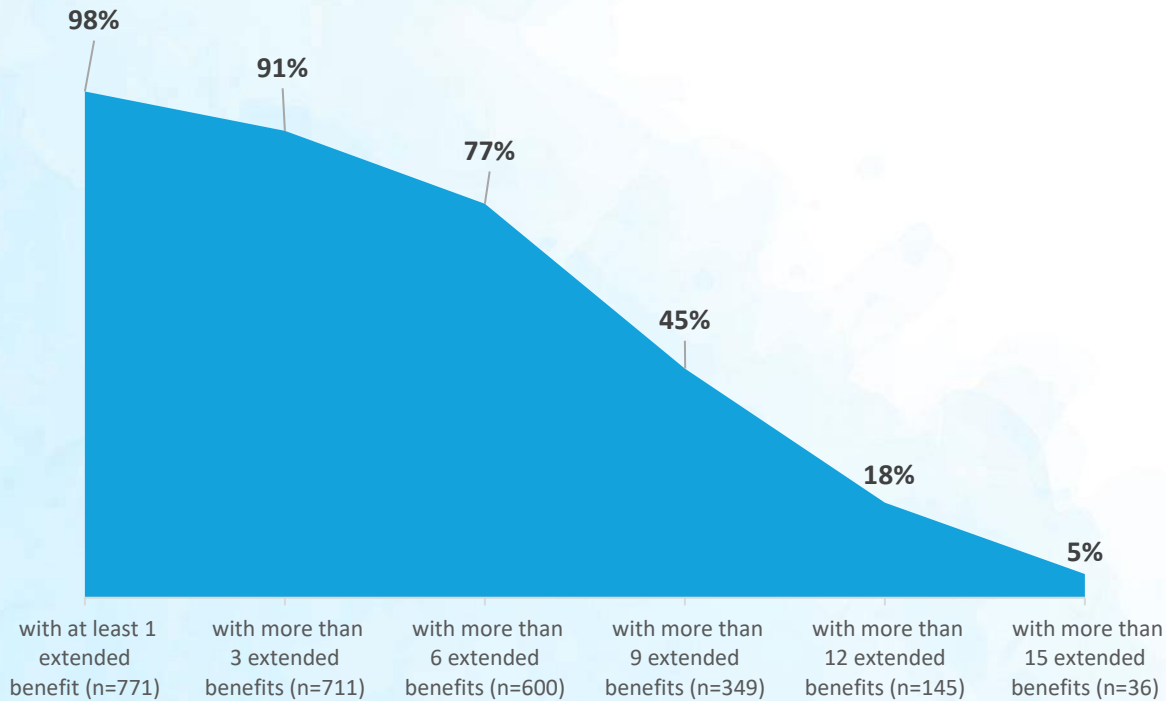
- Wellness account (x11)
- Transit / mileage commuter costs (x3)
- Paid wellness days (in addition to sick days)
- Mental health support
- Leadership training
- Costco membership
- Paid lunch
- Dental
- Counselling support line
- Lifeworks
- Headspace

Q23: Does your employer offer any of the following benefits? Select all that apply.



# The number of benefits offered by employers take a steeper dive after 6-7 benefits; segments receiving more benefits are generally more satisfied

Employer-provided benefits: Number of RVTs with...



	>6 employer benefits	Satisfaction with employer	Satisfaction with wage	% good wellbeing
Settlers	89%	89%	76%	65%
Careerists	79%	80%	60%	58%
Steppers	73%	67%	54%	44%
Gig workers	72%	63%	50%	49%
Undecided	68%	45%	39%	25%
<b>Average</b>	<b>77%</b>	<b>69%</b>	<b>61%</b>	<b>48%</b>

Satisfaction with current employer and wage, as well as self-reported quality of life, are highly correlated with the number of benefits employers offer.

Q23: Does your employer offer any of the following benefits? Select all that apply.



# Career growth opportunities for RVTs is a formidable sore spot with employers; other large areas of opportunities include training and mental health support

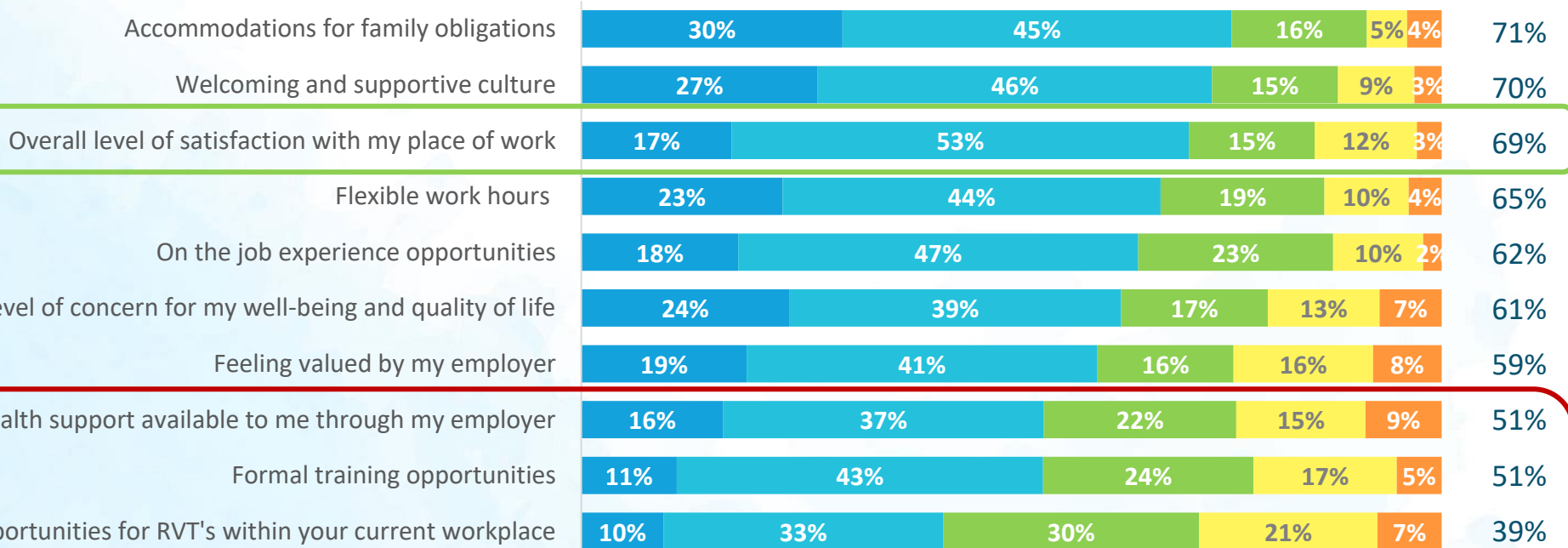
## Satisfaction with aspects of current workplace

■ Very satisfied ■ Satisfied ■ Neither ■ Dissatisfied ■ Very dissatisfied

**Top 2**

General satisfaction is moderate

Opportunity for BCVTA to work with employers to do more for RVTs in these areas.



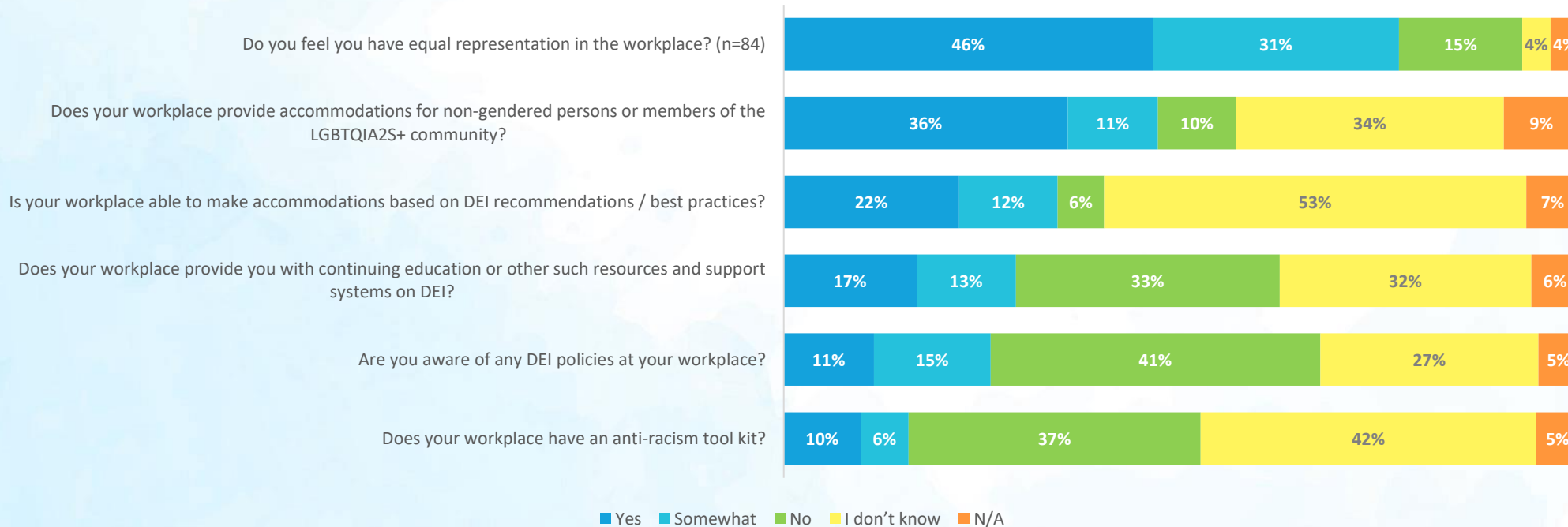
Q30: How satisfied are you with each of the following aspects of your current workplace?





# There is a significant amount of uncertainty when it comes to understanding what, if anything, employers have in place for DE&I

## Diversity, equity & inclusion in the workplace



Q41: These last few questions are about DEI in your workplace.

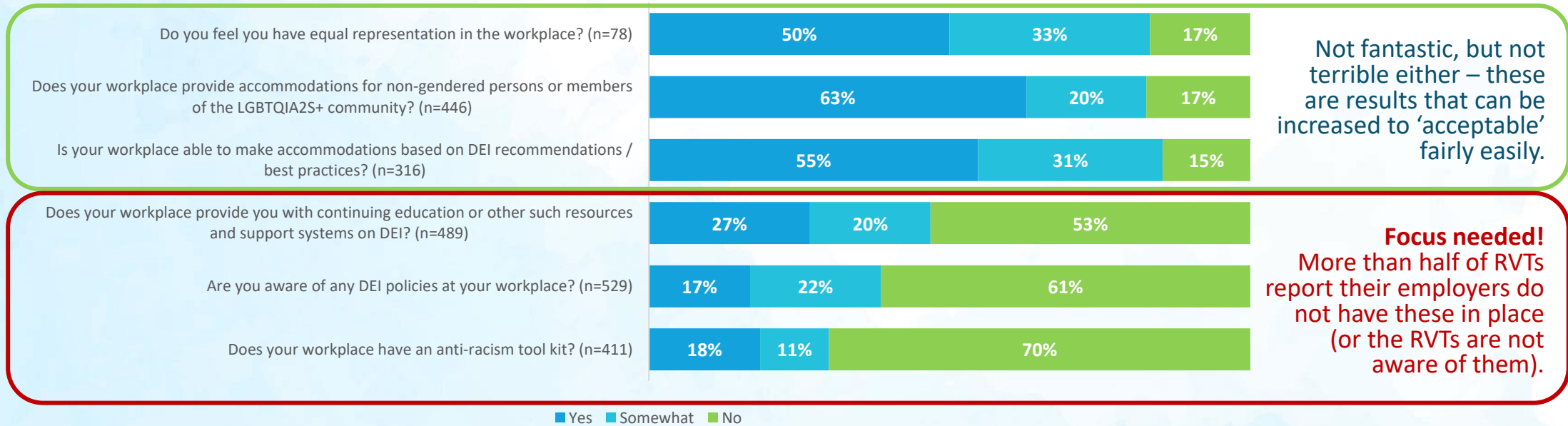




BCVTA should consider an employer awareness campaign to make it easy for employers to implement and/or share DEI policies and an anti-racism toolkit; it's likely many simply don't know they should be doing these things

By removing those who said "N/A" and "I don't know" from the graph, we suddenly see a clear divide between the top 3 and bottom 3 DE&I-related topics.

Diversity, equity & inclusion in the workplace



Q41: These last few questions are about DEI in your workplace.





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# Wage analysis



# 44% of RVTs are not satisfied with their wage; comments as to why largely centre around being able to afford a basic living

Satisfaction with your hourly wage / salary / base salary + commission

Very satisfied Satisfied Neither Dissatisfied Very dissatisfied



*"I do not currently work in the field. I think RVTs should be paid more."  
 "Due to inflation and living costs our wage isn't even enough to live comfortably or save money."  
 "For the knowledge and experience, a wage that is enough for a comfortable home life. It is a hard working career choice which must be kept continuously updated with CE, we should make enough to feel proud and be able to stick with this career long term."*

*"A living wage would be nice. Prices for services for clients continue to increase exponentially, but the staff wage does not."  
 "My hourly wage of \$25. Is considered good in this career. The economy we live in now is highly difficult to survive in with \$25 an hour especially if an individual is on a single income."*

*"I am currently not working in the veterinary field because the wage was too low to survive on."  
 "Left the field due to working conditions and low wage. "  
 "I make what my clinic now offers some techs as starting even though I have gone through GA training, and work in multiple specialties ie oncology internal medicine and Neuro"*

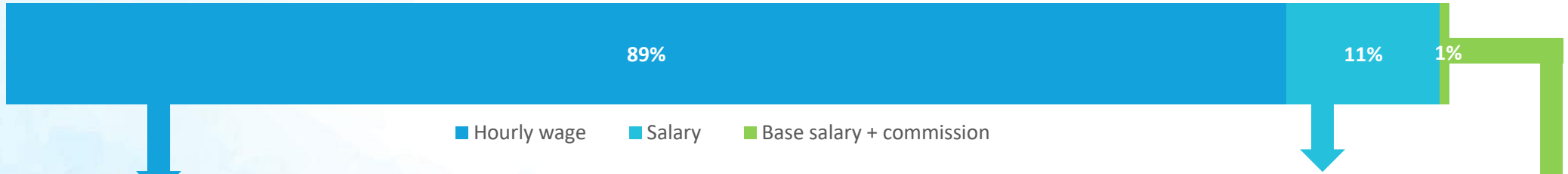
Q21: How satisfied are you with your hourly wage / salary / base salary + commission?

Q22: [IF NOT SATISFIED] What do you think would be a more appropriate hourly wage / salary / base salary + commission for your current role, experience and skill level?

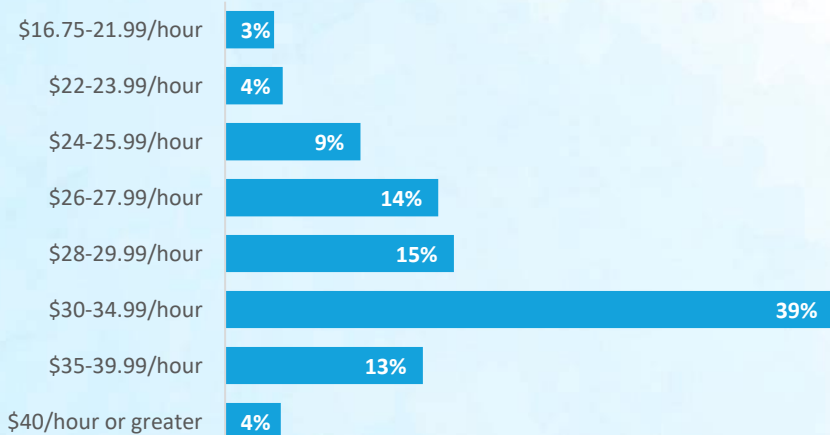


# Just over half of hourly RVTs make over \$30 an hour, and about half of salaried RVTs make over \$70K/year; implying half of RVTs make a reasonable income

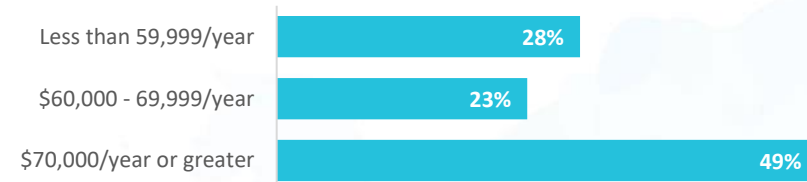
## Wage structures



Hourly wage distribution (n=696)



Salary distribution (n=83)



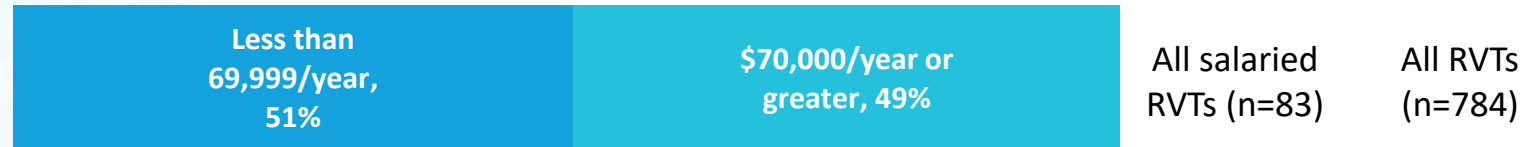
Salary	Commission explanation
Less than \$28,000/year	Not currently working as an rvt
\$32,000 - 35,999/year	% of YTD growth + market share goal bonus. Does change q. 6mos
\$70,000/year or greater	I receive a percentage of each ultrasound imaging study I do for the clinic.
\$70,000/year or greater	annual bonus based on performance
\$70,000/year or greater	Goal based bonus up to 15 % or salary.

Q10: What is your wage structure? Q11: What is your current hourly wage?  
 Q12: What is your current annual salary? Q13: What is your base salary (excluding commission)? Q14: Describe your commission plan.



It isn't surprising that salaried RVTs work more hours and have more experience; they are also more satisfied and have a better quality of life

Annual salary (n=83)



% satisfied:

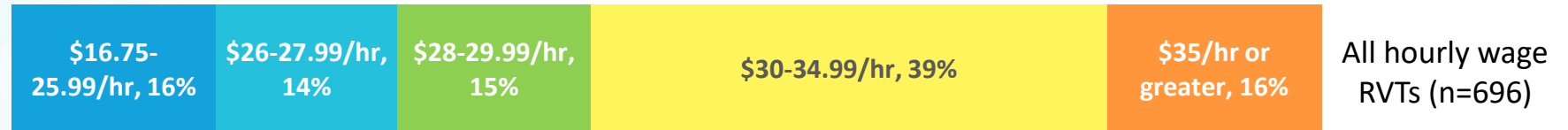
	Less than 69,999/year, 51%	\$70,000/year or greater, 49%	All salaried RVTs (n=83)	All RVTs (n=784)
With employer	74%	85%	80%	69%
As BCVTA member	71%	78%	75%	71%
With current wage	52%	83%	67%	56%
Work 40+hrs/wk	64%	83%	73%	51%
Work 35+hrs/wk	83%	93%	88%	66%
11+ years as RVT	62%	80%	71%	54%
Good quality of life	45%	68%	57%	48%

Q12: What is your current annual salary?



# BCVTA member satisfaction generally higher among those earning less; interestingly, increases in employer satisfaction as a result of higher wages halt after 28\$/hour

Hourly wage (n=696)



All hourly wage RVTs (n=696)

% satisfied:

	\$16.75-25.99/hr, 16%	\$26-27.99/hr, 14%	\$28-29.99/hr, 15%	\$30-34.99/hr, 39%	\$35/hr or greater, 16%	All hourly wage RVTs (n=696)
With employer	52%	66%	72%	72%	72%	68%
As BCVTA member	71%	74%	74%	69%	67%	70%
With current wage	21%	33%	53%	66%	81%	55%
Work 40+hrs/wk	37%	53%	50%	53%	44%	49%
Work 35+hrs/wk	51%	64%	61%	70%	62%	64%
11+ years as RVT	29%	39%	49%	55%	81%	52%
Good quality of life	43%	39%	54%	45%	52%	46%

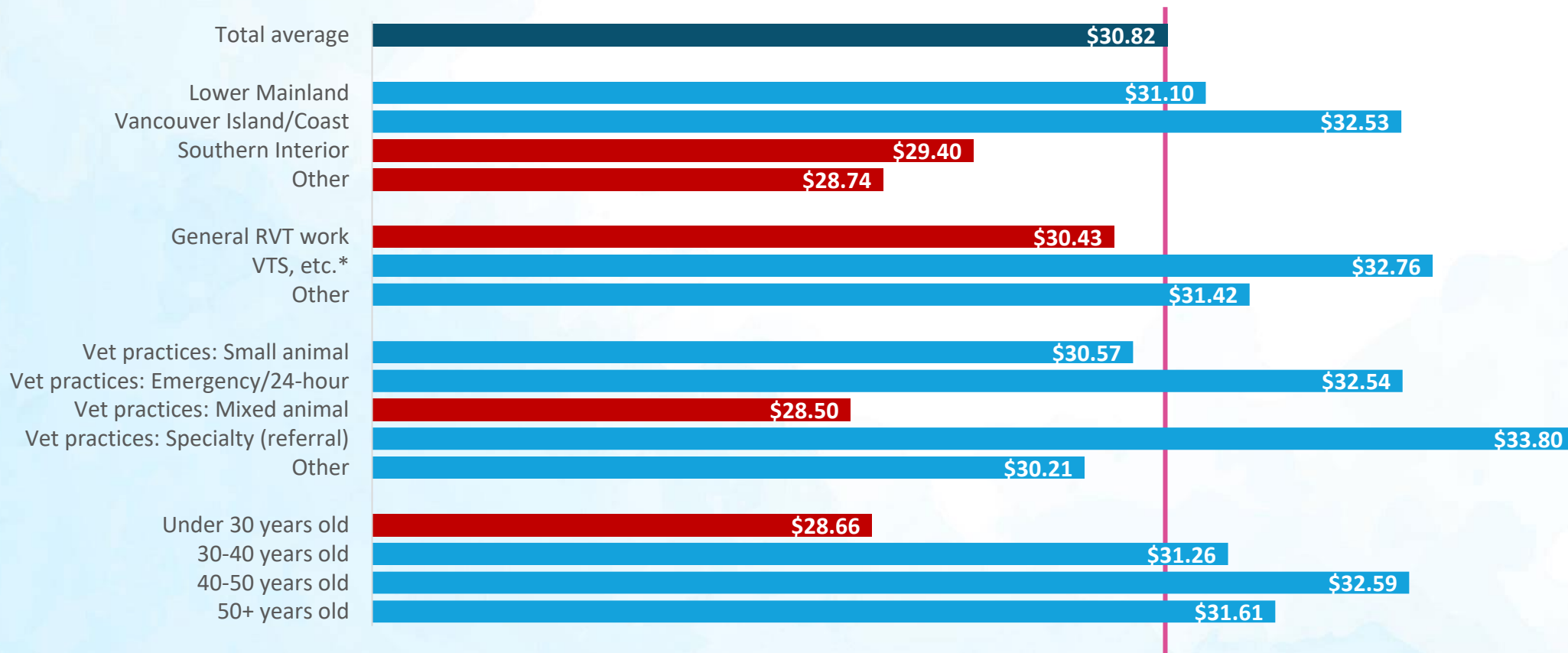
Q11: What is your current hourly wage?





# RVTs with the lowest hourly wages are generally under 30, living outside major city centres, doing general RVT work and/or in mixed animal practices

Average hourly wage (n=696)



Q11: What is your current hourly wage?

\*Includes Educator, Practice Manager, Locum & Business Owner

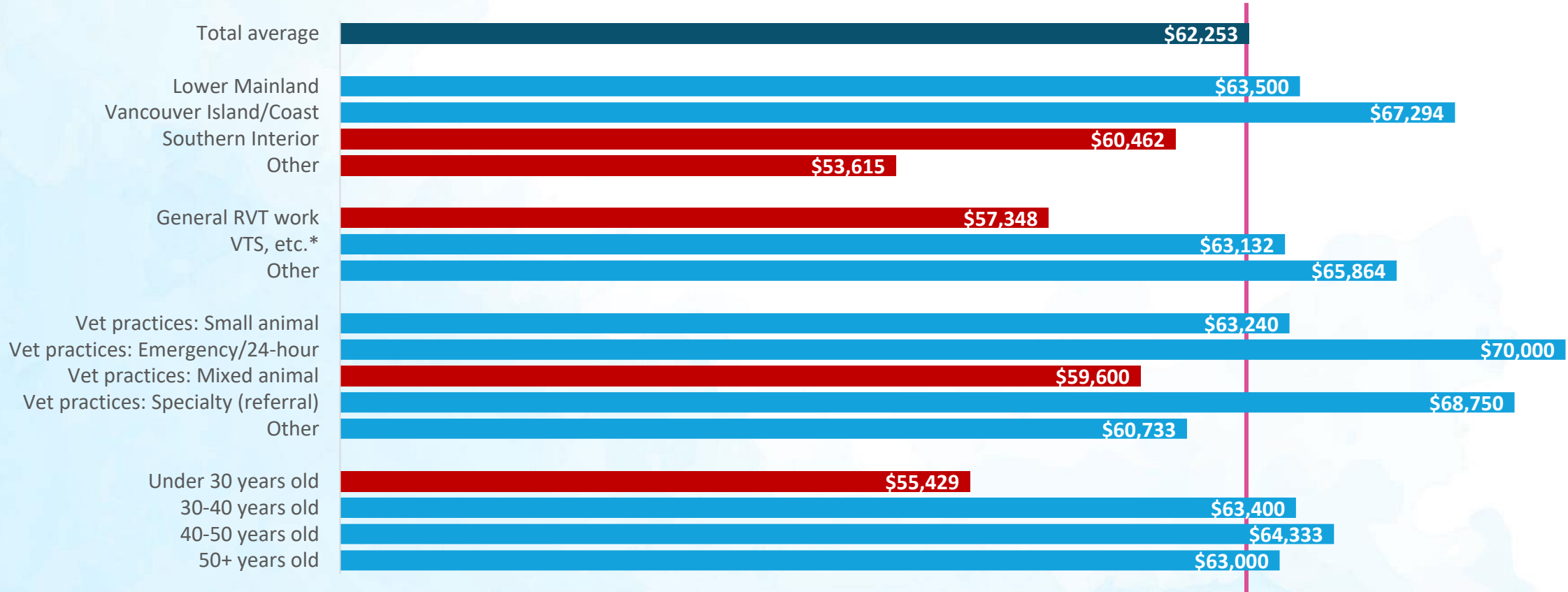
Data disclaimer: When asking for wage information, respondents could select from salary / hourly ranges. As such, to calculate averages, a few assumptions had to be made. For all the middle ranges, the midpoint was used for the average calculation.

• For the "\$40/hour or greater" end hourly wage range, \$42.50 was used as the mid-point.



Likewise, RVTs with the lowest salaries are generally under 30, living outside major city centres, doing general RVT work and/or in mixed animal practices

Average salaries (n=83)



Q12: What is your current annual salary?

\*Includes Educator, Practice Manager, Locum & Business Owner

Data disclaimer: When asking for wage information, respondents could select from salary / hourly ranges. As such, to calculate averages, a few assumptions had to be made. For all the middle ranges, the midpoint was used for the average calculation.

- For the "Less than \$28,000/year" beginning salary range, \$28,000 was used as the mid-point
- For the "\$70,000/year or greater" end salary range, \$70,000 was used as the mid-point





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# BCVTA & Needs-based segmentation

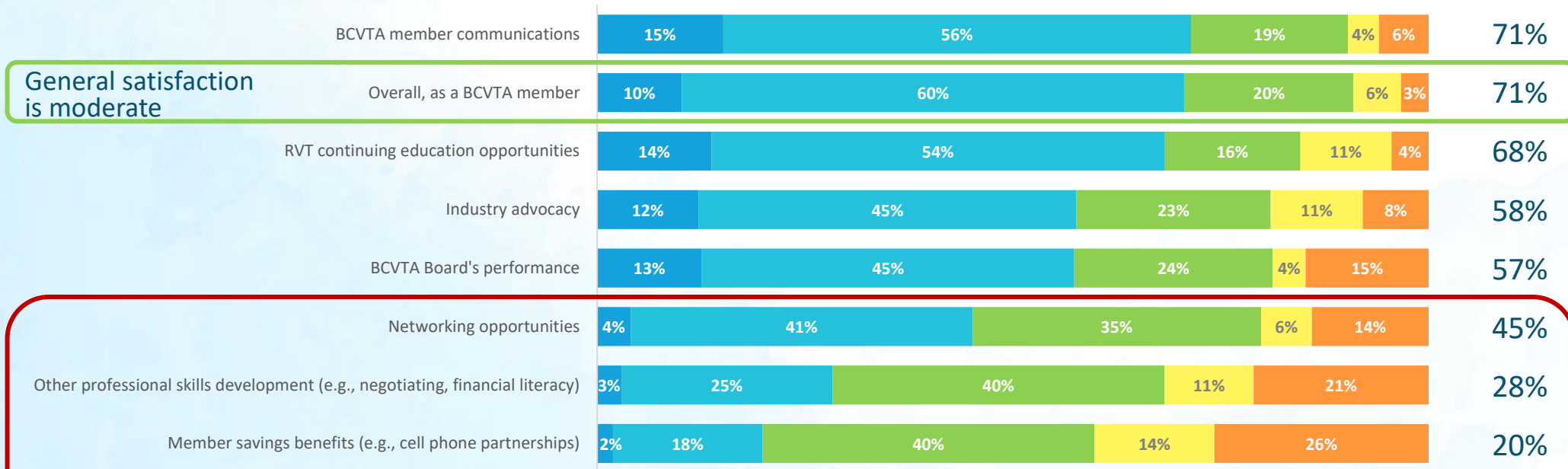


# Satisfaction as a BCVTA member is moderate and with BCVTA performance is low; high numbers of “I do not know” responses suggest an opportunity for communication & member engagement improvements

## Satisfaction with various aspects of BCVTA

Top 2

Very satisfied Satisfied Neither Dissatisfied I do not know



General satisfaction is moderate

BCVTA should determine the level of awareness and importance of these benefits before shifting limited resources here.

Q34: How satisfied are you with the following aspects of BCVTA?  
 Improvement note: Next time consider adding “N/A” to reduce number of “Neither” and “I don’t know”



# A good distribution of needs-based segments enables many options for analysis, omitting Career Launchers as this is not a sizeable segment

Name	Description	n	%
Steppers	I like the field, but I am open to other ways to develop and use new skills in other areas	201	26%
Settlers	I like the certainty of what I do and where I do it - any change I'd make would be quite a while from now	193	25%
Undecided	I'm not sure about my long-term prospects in this field	176	22%
Careerists	I love the field and I have a plan for how I'd like to grow	129	16%
Gig Workers	I like variety in what I do and am always open to changing employment	72	9%
Career launchers	I'm excited to be joining this industry	13	2%
<b>TOTAL</b>		<b>784</b>	<b>100%</b>

Q31: Which of these statements best describes your current view of your career?



# Satisfaction levels with current employer, current wage and as a BCVTA member are all correlated with RTV's outlook on their careers as an RVT

Settlers and Careerists are by far the most satisfied with all three general satisfaction measures, and Undecided is the least satisfied, as would be expected.

% satisfied:	Average (n=784)	Steppers (n=201)	Settlers (n=193)	Undecided (n=176)	Careerists (n=129)	Gig workers (n=72)
With employer	69%	67%	89%	45%	80%	63%
As BCVTA member	71%	67%	77%	59%	83%	76%
With current wage	56%	54%	76%	39%	60%	50%
Work 40+hrs/wk	51%	57%	54%	52%	30%	35%
Worked for 4+ employers	40%	46%	35%	39%	43%	47%
11+ years as RVT	54%	55%	66%	51%	48%	49%
ER pays association dues	66%	63%	82%	61%	61%	58%

It's not surprising to see Gig workers less likely to be working 40+ hours; it is more surprising to see so many Careerists working fewer than 40 hours.

Focusing on needs will help deliver meaningful value...why?

Employers paying dues is not correlated with satisfaction.

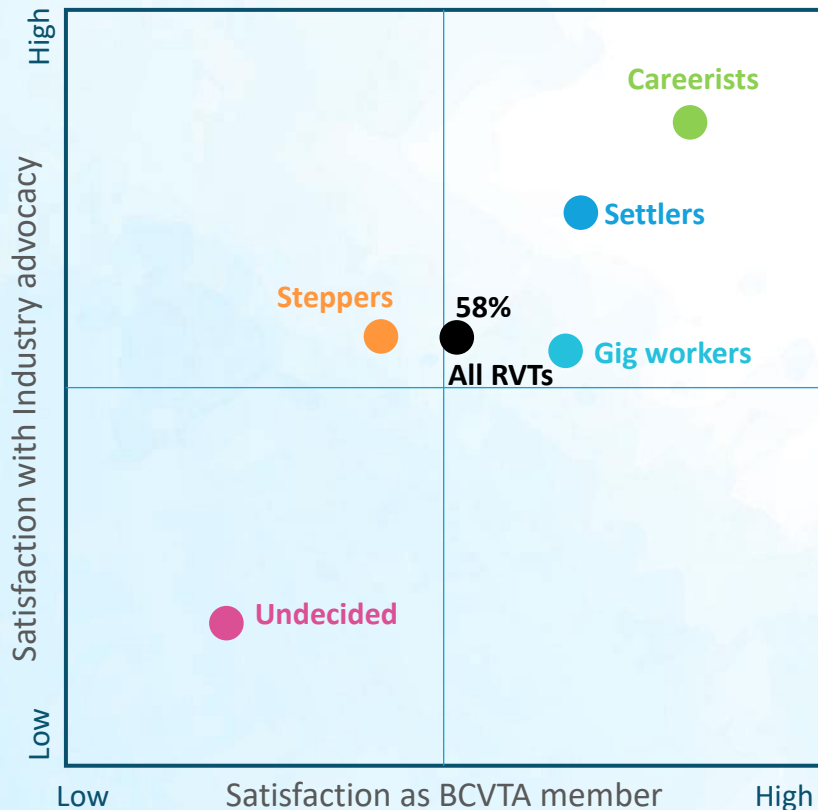
The moderate disparity between segments regarding tenure & employer number is evidence that such characteristics can be limiting in segmentation exercises.

Q31: Which of these statements best describes your current view of your career?  
 Career launchers omitted from table because their n is too small.  
 Gig workers' n is on the small side for segmentation; interpret results with caution.





# Given the prominence of advocacy in BCVTA’s mandate, better understanding the outcomes members expect is advised



How satisfied are you with the following aspects of BCVTA?

X-axis: Overall, as a BCVTA member

Vs.

Y-axis: **Industry advocacy**

### Observations

Steppers with an unusually average level of satisfaction when it comes to BCVTA’s advocacy work.

Settlers and Careerists have resorted to being in the field a while, this is likely regardless of the advocacy work that goes on.

### Implications

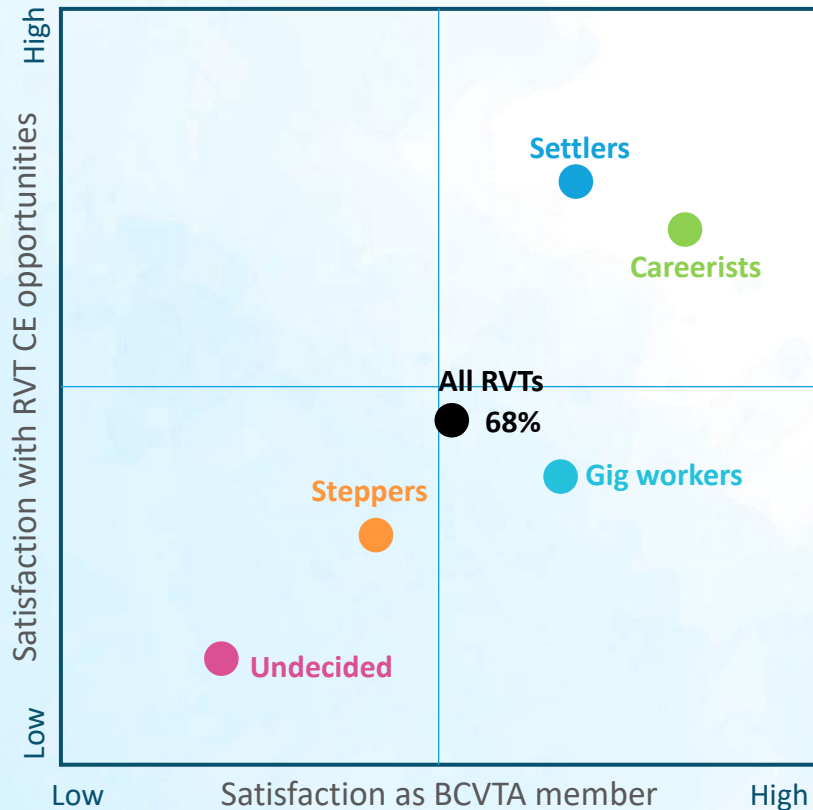
What is it BCVTA is doing that speaks (relatively) well to Steppers compared to all other aspects measured?

From comments, wages and role clarity / regulation are the most important topics for which members want BCVTA to advocate.

*Charts are designed to demonstrate relative positions of segments. Per cent satisfaction for all RVTs on the Y-axis is shown for context.*



# Gig workers and Steppers are looking for better CE, which could significantly improve Steppers' satisfaction as a BCVTA member



How satisfied are you with the following aspects of BCVTA?

X-axis: Overall, as a BCVTA member

Vs.

Y-axis: **RVT continuing education opportunities**

### Observations

Steppers and Gig workers are both looking to improve their skills as they look for new opportunities that suit their goals.

From comments, requests for large animal CE and to have the conference in more cities were common.

### Implications

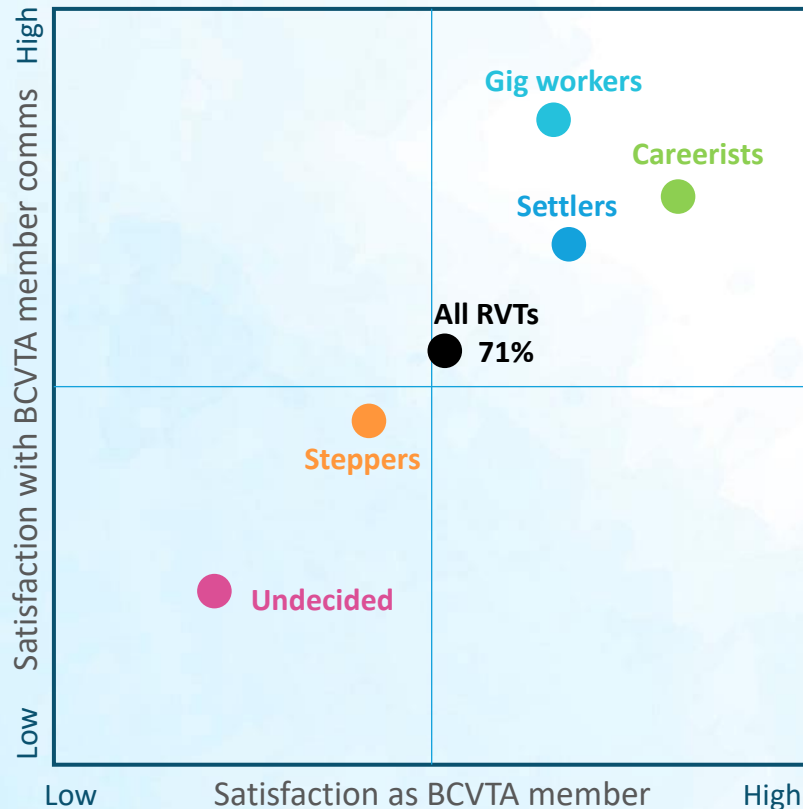
Focus on providing CE tailored to growing a balance of skills that grow RVT marketability as well as career development.

Find ways to engage more RVTs in person, especially those outside major centres.

*Charts are designed to demonstrate relative positions of segments. Per cent satisfaction for all RVTs on the Y-axis is shown for context.*



# Understanding the Undecided might start with communicating with them directly, making them feel heard, understood and important



How satisfied are you with the following aspects of BCVTA?

X-axis: Overall, as a BCVTA member

Vs.

Y-axis: **BCVTA member communications**

### Observations

Gig workers really seem to like how BCVTA is communicating and/or what they communicate – this could be because as Gig workers, they need to keep tabs on what’s going on more so than others.

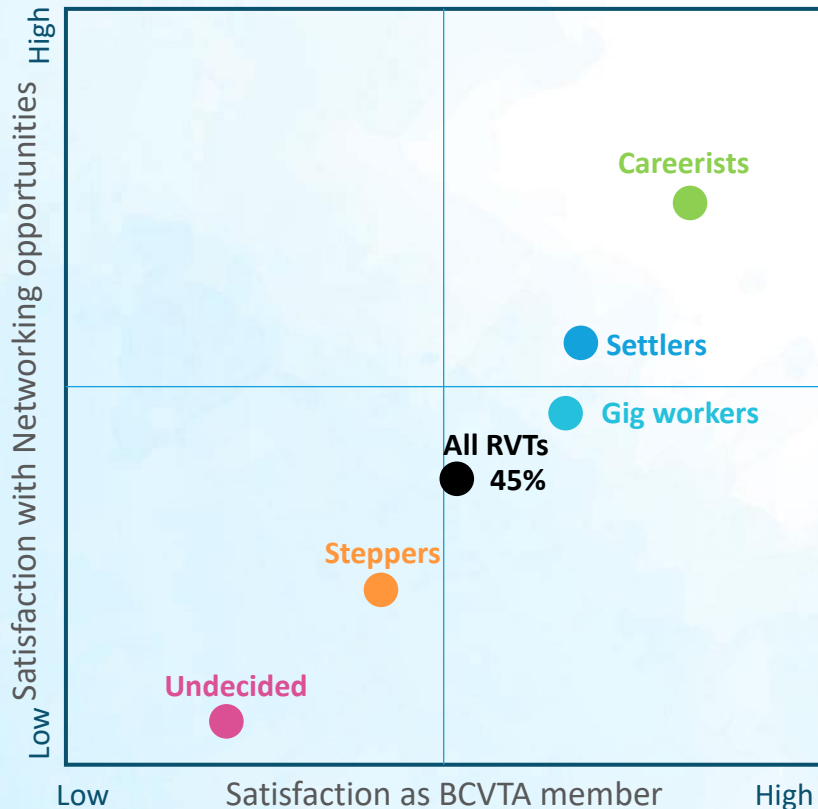
### Implications

Are all segments getting the information they need and in the way they want to receive it?  
 Targeting Undecided RVTs, consider a virtual Q&A session to increase engagement and better understanding their needs.

*Charts are designed to demonstrate relative positions of segments. Per cent satisfaction for all RVTs on the Y-axis is shown for context.*



# Networking opportunities for provincial associations are notoriously challenging to deliver, especially in non-business-related industries



How satisfied are you with the following aspects of BCVTA?

X-axis: Overall, as a BCVTA member

Vs.

Y-axis: **Networking opportunities**

### Observations

A familiar pattern where Careerists are leading the way, Settlers and Gig workers have similar feelings and Steppers and Undecided are generally dissatisfied.

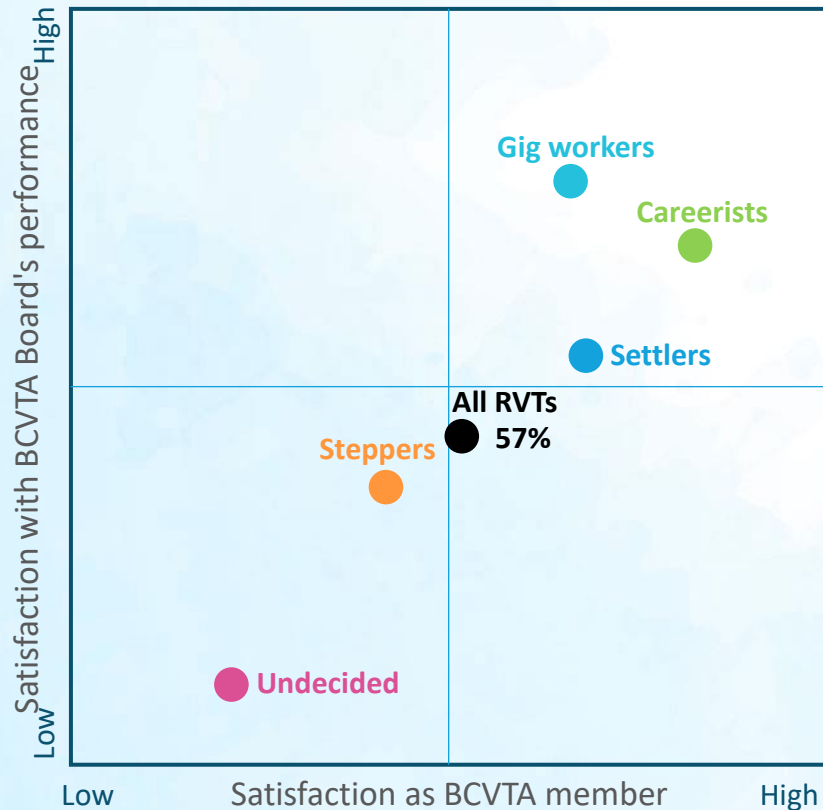
### Implications

Look into how this differs between larger and smaller geographical areas.  
Learn what networking opportunities members would like – is this with fellow RVTs, with Vets, with organizations other than clinics?

*Charts are designed to demonstrate relative positions of segments. Per cent satisfaction for all RVTs on the Y-axis is shown for context.*



Generally, for associations, this question can be hard for members to answer – many don't know what Boards do



How satisfied are you with the following aspects of BCVTA?

X-axis: Overall, as a BCVTA member

Vs.

Y-axis: **BCVTA Board's performance**

**Observations**

Settlers having significantly lower satisfaction than Gig workers for the Board's performance could be related to their long-term vested interest in the success of the industry.

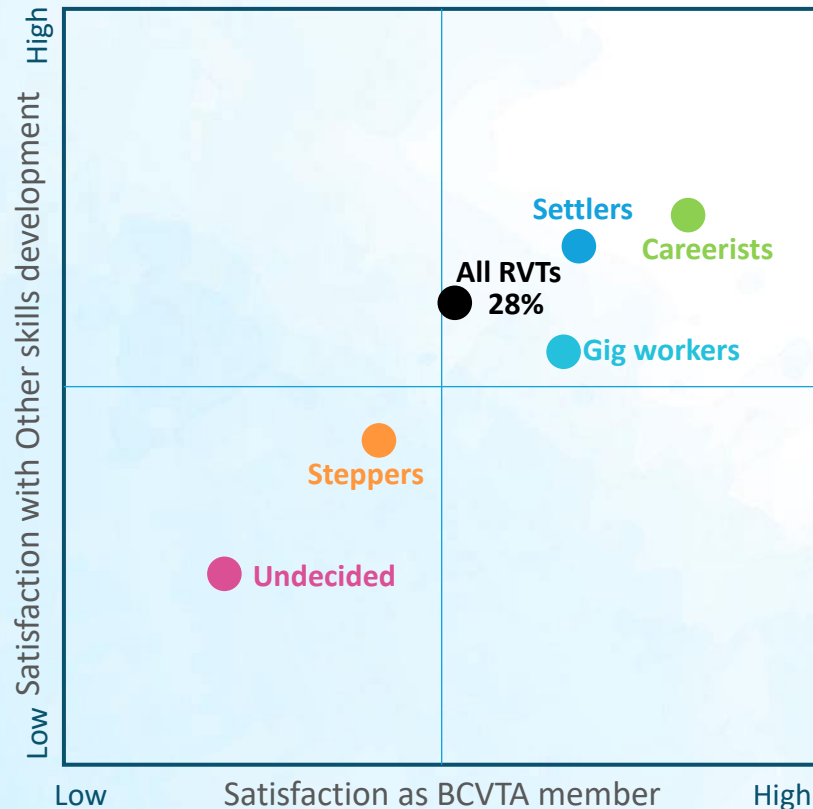
**Implications**

Determine to what extent members understand what the Board does or assume they don't know much and subtly layer in Board roles and responsibilities into member communications.

*Charts are designed to demonstrate relative positions of segments. Per cent satisfaction for all RVTs on the Y-axis is shown for context.*



# Satisfaction with other professional skills development is low across the board, but there could be multiple reasons for this



How satisfied are you with the following aspects of BCVTA?

X-axis: Overall, as a BCVTA member

Vs.

Y-axis: **Other professional skills development (e.g., negotiating, financial literacy)**

### Observations

No group is satisfied with this offering; however, the vagueness of the statement could play into this.

Also, to what extent are these skills part of the BCVTA member value proposition?

### Implications

Determine awareness level and importance of BCVTA's offerings of these other skills.

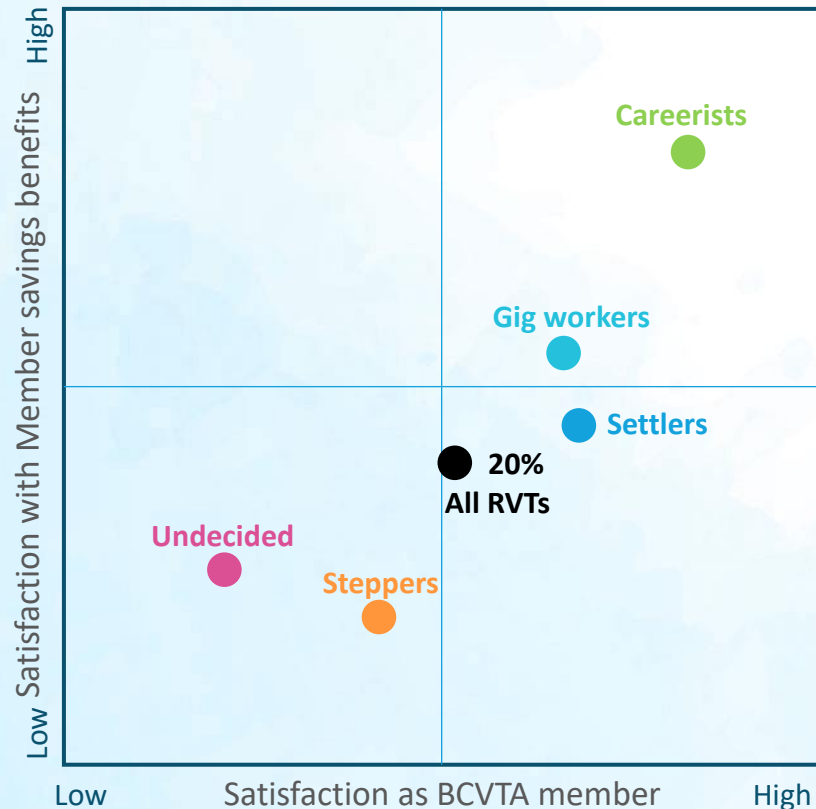
Be specific in what skills development BCVTA offers and how they fit into the BCVTA mandate and value proposition.

*Charts are designed to demonstrate relative positions of segments. Per cent satisfaction for all RVTs on the Y-axis is shown for context.*





# Similar to other skills development, satisfaction with member savings benefits is low and there could be multiple reasons for this



How satisfied are you with the following aspects of BCVTA?

X-axis: Overall, as a BCVTA member

Vs.

Y-axis: **Member savings benefits (e.g., cell phone partnerships)**

### Observations

A rare situation where Undecided are a little more satisfied than Steppers. Ultimately, satisfaction is very low with member savings benefits. Is this related to awareness and/or overall ability to use these benefits?

### Implications

Determine awareness level and importance of BCVTA's member savings benefits. Be specific in what benefits BCVTA offers and how they fit into the BCVTA mandate and value proposition.

*Charts are designed to demonstrate relative positions of segments. Per cent satisfaction for all RVTs on the Y-axis is shown for context.*



## Conclusions from needs-based segment satisfaction exercise

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1. **Gig workers and Steppers are most likely to value targeted continuing education** to fuel their growth within the industry and their careers.
2. **Careerists** show variation in satisfaction between all the measures like the other segments; however, this is **the most satisfied segment**, coming in as the most or second most satisfied group for all measures.
3. **Steppers would be the largest concern** – they like the field and are ambitious in growing their career but are generally among the least satisfied with anything BCVTA is doing. Working to do more for this segment would likely improve satisfaction for all segments too.
4. **Undecided are just not happy** with anything that BCVTA is doing; however, given they don't have strong convictions about staying in the field, BCVTA will need to decide how much attention this group gets going forward – it's possible a sizeable proportion of this group would stay if their issues were resolved.





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# Appendix



# Acknowledgements to members about the survey

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- This year the BCVTA increased the quality of the survey in many facets, which has led to many new and valuable insights and many survey-related learnings (thanks to your participation as well as your input and feedback, be it in the comments or via email) that we will employ next time, so thank you!
- **Learnings for next time:**
  - Some of the questions were tough to answer (CE allowances) or were not structured properly, thus not garnering clean data (on-call and OT pay).
  - Some respondents need more tailored experiences in the survey (e.g., those on a leave of absence, business owners, students and retirees)
  - Document more specific wages rather than the ranges used this time
- We said you could earn CE credits for completing the survey but we didn't make it clear how to do that.
- It is common for research projects of this magnitude to experience imperfections with its first attempt; committing to learning from this experience while employing the insights gained is an exciting opportunity for growth within the BCVTA and for you, our members.

*Next survey will be spring of 2026.*

Remember for 2026, the higher the response rate, the more powerful the results!



# Considerations for BCVTA leadership

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- **Regulation** is a big topic (title protection, unionizing, etc.) – Do you include more on this in the next survey?
- **Post-survey communications:** There are many RVTs who love their jobs and the industry – suggest in your message that you strike a balance between the positives and negatives, so as to not sour them while still demonstrating the need for change / improvements
- Next survey:
  - Consider the need for / benefits from pre- or post-survey **qualitative interviews** (before the survey, they can be used to craft the survey and hypotheses; after the survey they can be used to clarify insights and/or test new hypotheses with different segments, etc.)
  - **Survey reminders:** With future surveys, consider targeting members with messaging like “Do you earn a salary? We need your input!”

