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Veterinarian Recommendation - Nylabone Chew Toys Products

Nylabone surveyed 129 vets at the North American Vet Conference (NAVC). Vets came from 33 states in US, and 4 foreign countries (Figure 1). 116 out of 129 vets that completed survey recommend Nylabone Chew Toys Products (89.9%). To prove the surveys are statistically sound, the data was analyzed with chi-square test (Table 1). The Veterinarian recommendation survey is scored yearly for each veterinarian and the counts are listed below. A Chi² test compares the yearly counts for Veterinarians recommending Nylabone Products and Veterinarians not recommending Nylabone Products to the counts that might have been expected if there was no preference for the veterinarian choice. In this case that would be a 1:1 ratio or judged equally. As a result, there is a significant difference between the two responses at a probability level of 0.01%. A significant number of veterinarians recommended Nylabone Chew Toys Products.

Table 1: Veterinarian Recommended Nylabone Chew Toys Products Counts

Category	Yes, recommended	No, not recommended	Unsure (Not familiar with products, etc.)	Ratio of recommendation	Chi ² value	Significant difference
Chew Toys	116	6	7	89.9%	82.24	YES!

In conclusion, the survey from the national vet conference were very informative and they give us supporting evidence about the strength of the Nylabone brand as well as a professional evaluation about the improvement we can make for our customers.

Figure 1: NAVC 2020 Survey - National Distribution of Veterinarians

