

Parasite Protection Survey

April 30, 2014

by Ceva Animal Health, LLC

Results based on online survey conducted by

DogChannel.com

on behalf of Ceva Animal Health, LLC from
April 24 - April 28, 2014.

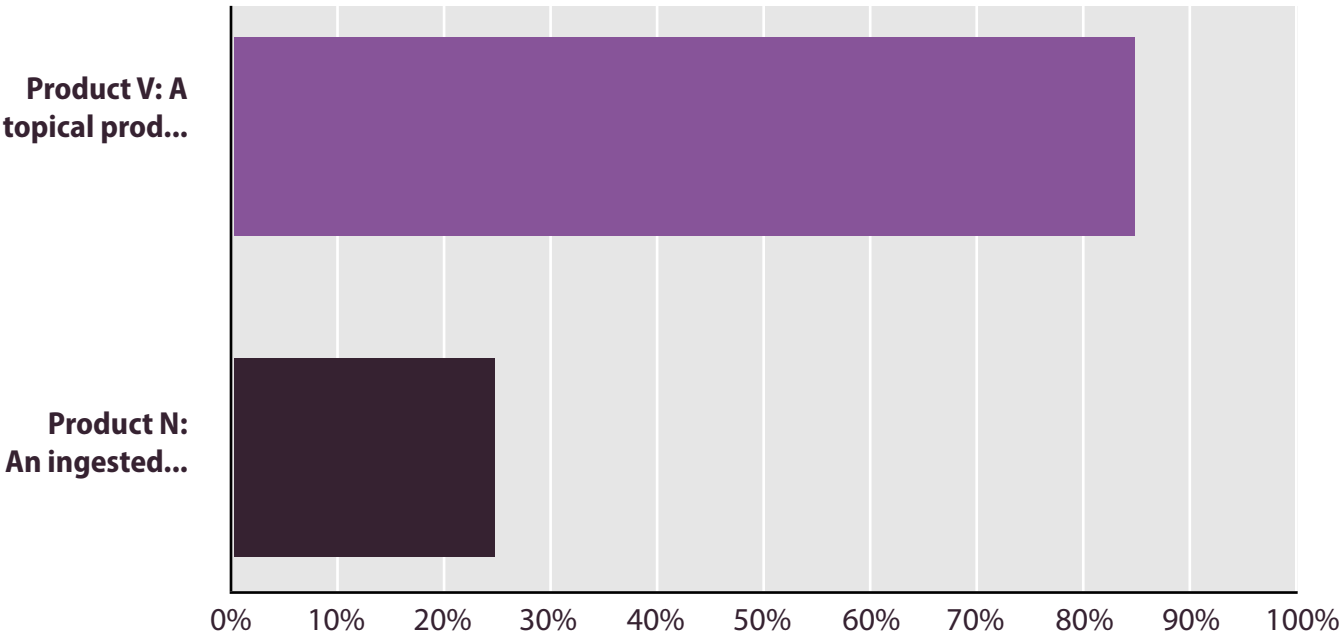


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Q1 When thinking about flea and tick protection for your dog, which of the two products described below would you prefer to use with your dog?

Answered: 2,723

Skipped: 0

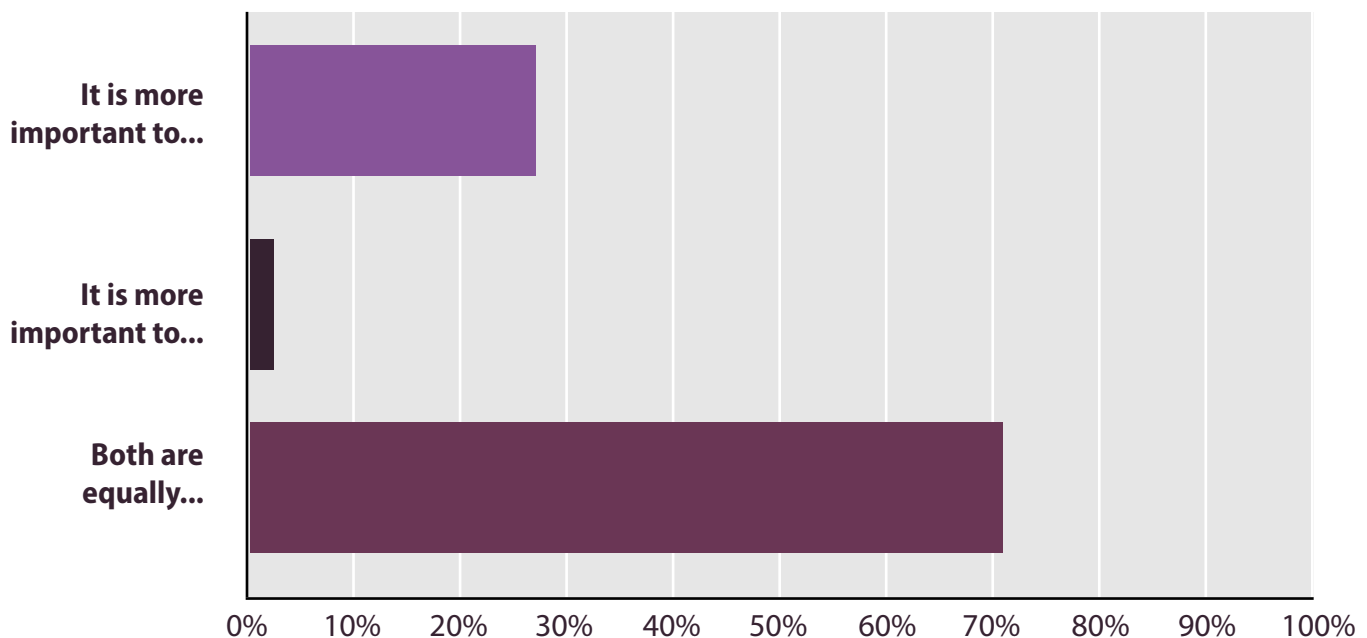


Answer Choices	Responses	
Product V: A topical product that is applied on the skin of the back of your dog once a month that repels and kills fleas and ticks through contact before they have a chance to bite your dog.	84.25%	2,294
Product N: An ingested, beef flavored oral chew given to your dog once a month that only kills fleas and ticks after they bite your dog.	15.75%	429
Total	2,723	

Q2 Do you believe it is more important to “prevent” fleas and ticks from biting your dog or to “kill” fleas and ticks?

Answered: 2,723

Skipped: 0

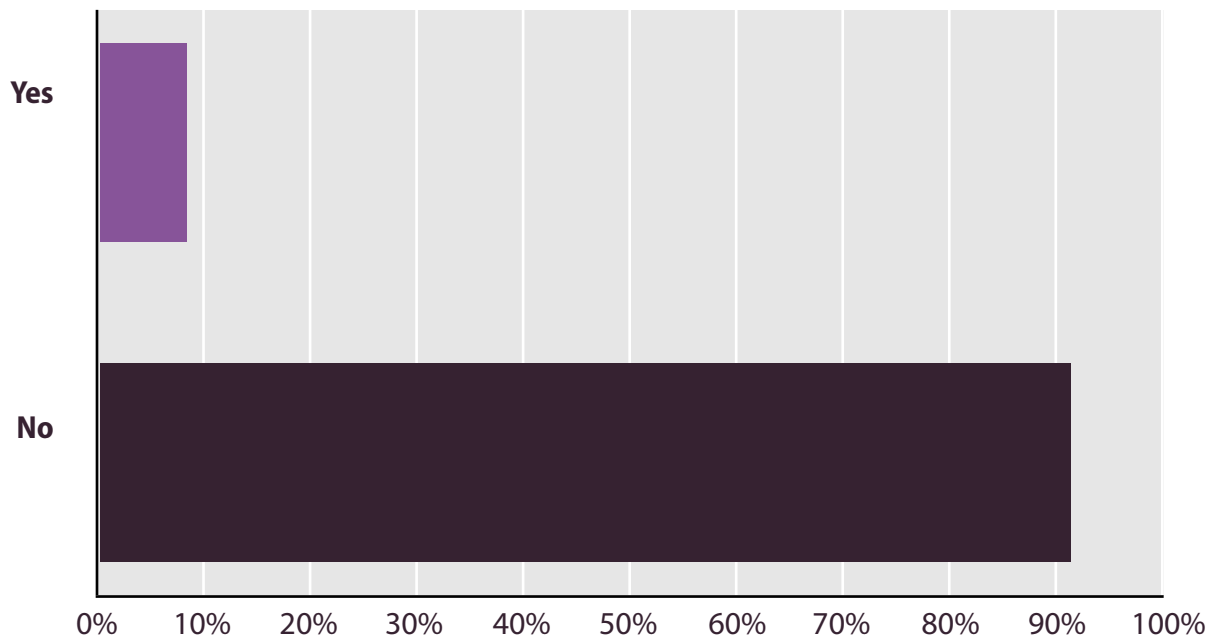


Answer Choices	Responses	
It is more important to prevent flea and tick bites.	27.10%	738
It is more important to kill fleas and ticks.	2.42%	66
Both are equally important.	70.47%	1,919
Total	2,723	

Q3 Would you buy a flea and tick control product that was effective at killing fleas and ticks but required the fleas and ticks to bite your dog in order to die?

Answered: 2,723

Skipped: 0



Answer Choices

Responses

Yes

8.96%

244

No

91.04%

2,479

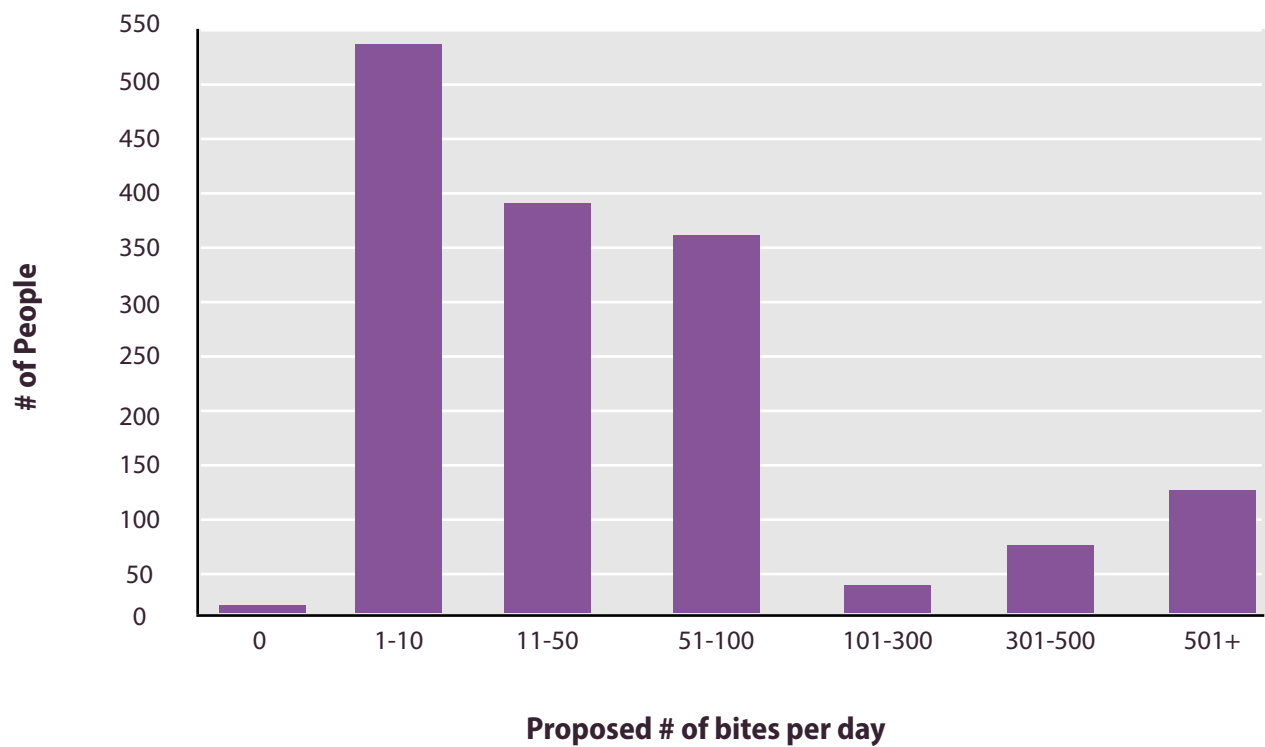
Total

2,723

Q4 How many times do you believe one flea can bite your dog in a single day?

Answered: 1,554

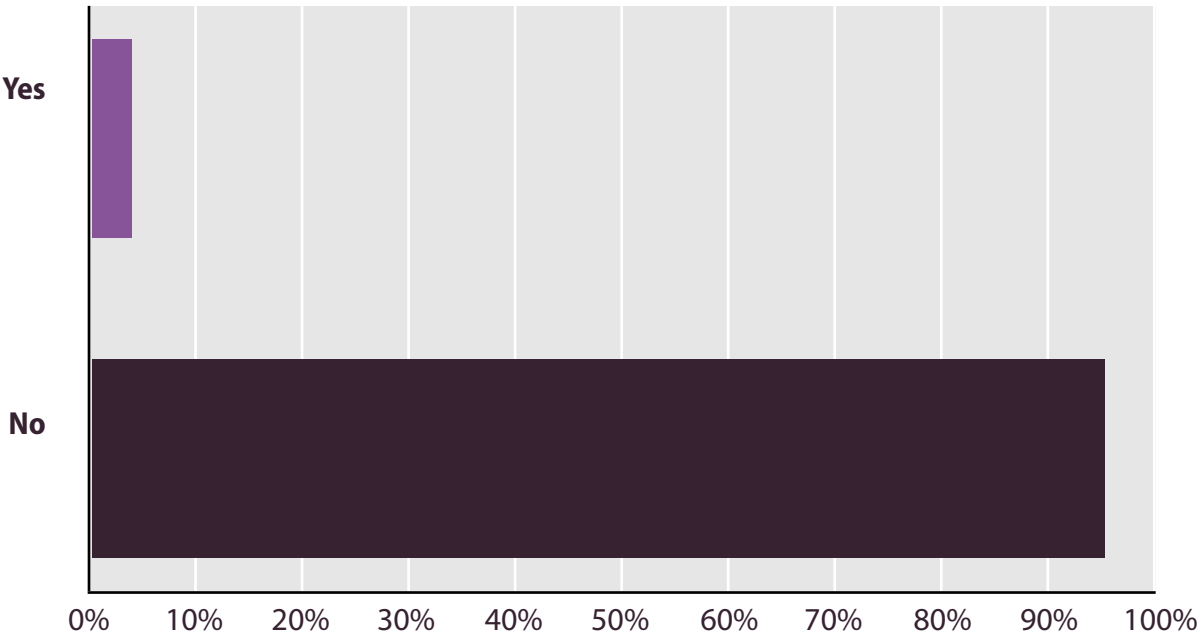
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Q5 Would you personally use a human tick and mosquito protection product that required the bug to bite you before it worked?

Answered: 2,723

Skipped: 0

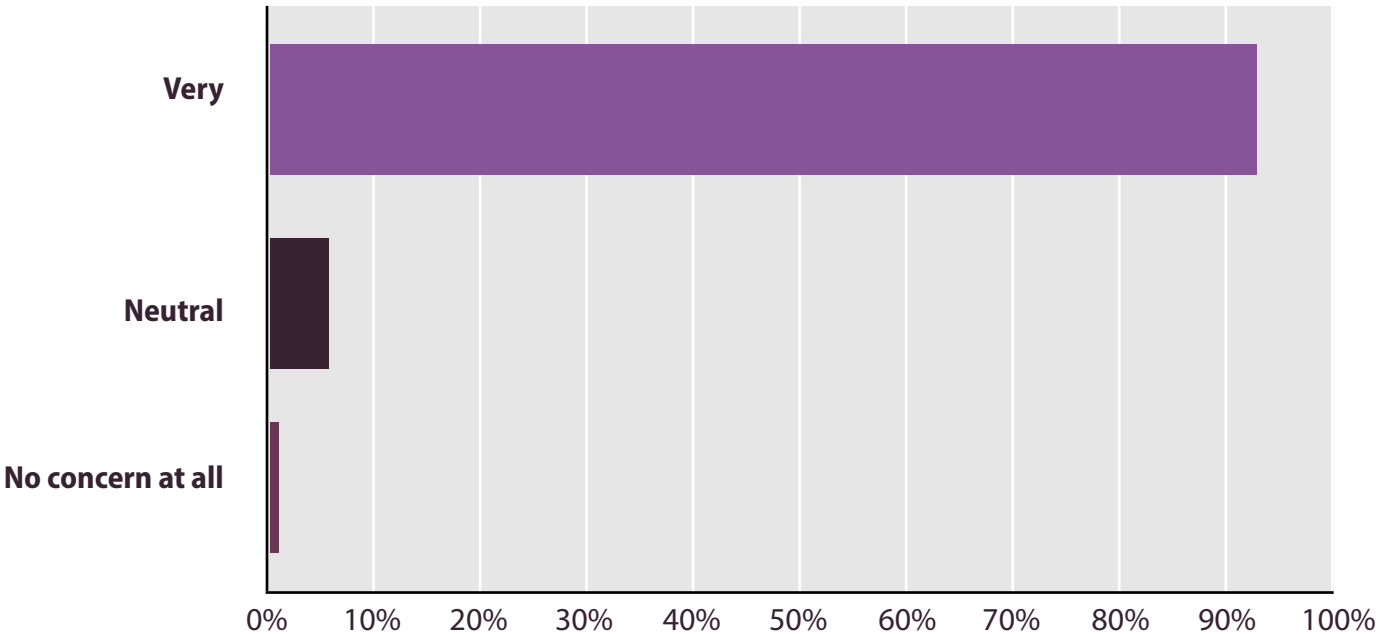


Answer Choices	Responses	
Yes	4.30%	117
No	95.70%	2,606
Total	2,723	

Q6 How concerned are you about preventing the pain or discomfort your pet feels when it's bitten by a flea, tick or mosquito?

Answered: 2,723

Skipped: 0

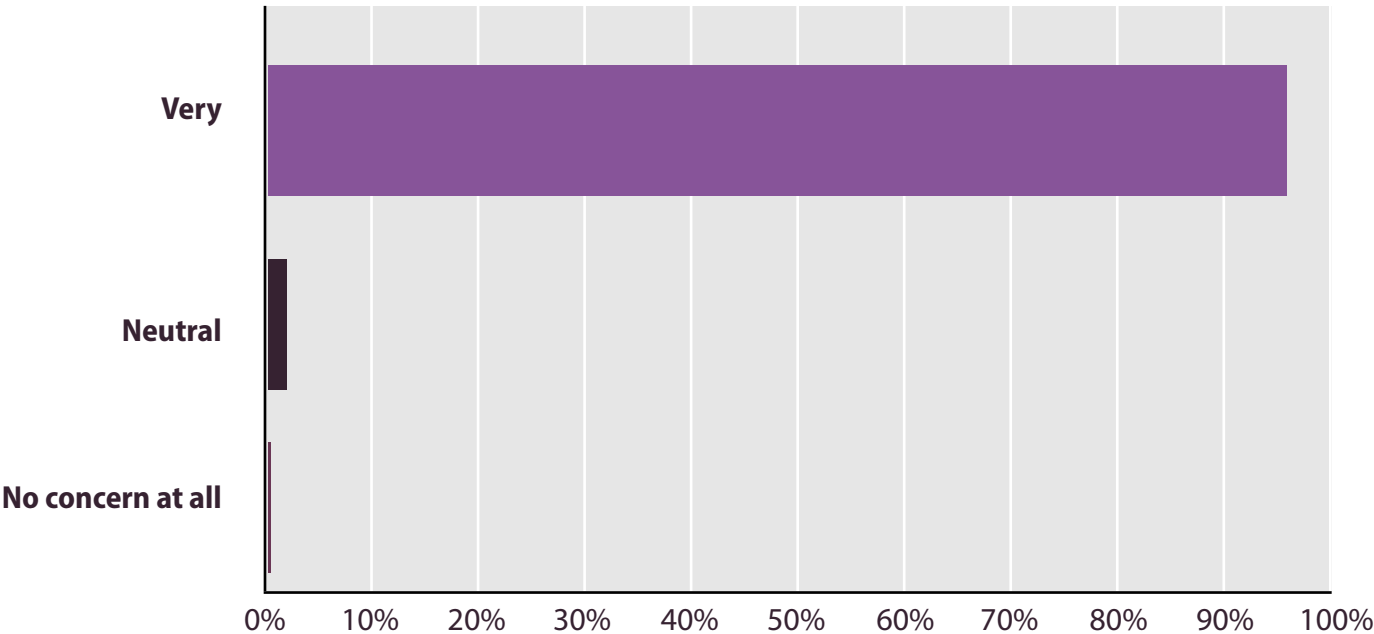


Answer Choices	Responses	
Very	93.32%	2,541
Neutral	6.13%	167
No concern at all	0.55%	15
Total	2,723	

Q7 How concerned are you about the potential for disease transmission when a flea, tick or mosquito bites your pet?

Answered: 2,714

Skipped: 9



Answer Choices	Responses	
Very	96.90%	2,630
Neutral	2.76%	75
No concern at all	0.33%	9
Total	2,714	