



INSECT REPELLENT PRODUCT LABELING FOCUS GROUP FINDINGS PRESENTATION



OVERVIEW

Phase 1

- ◆ A series of 10 consumer focus groups to test various versions of pesticide efficacy marks

Phase 2

- ◆ A national online consumer survey to determine consumer preferences

RESEARCH OBJECTIVES

Understand insect repellent purchase behaviors

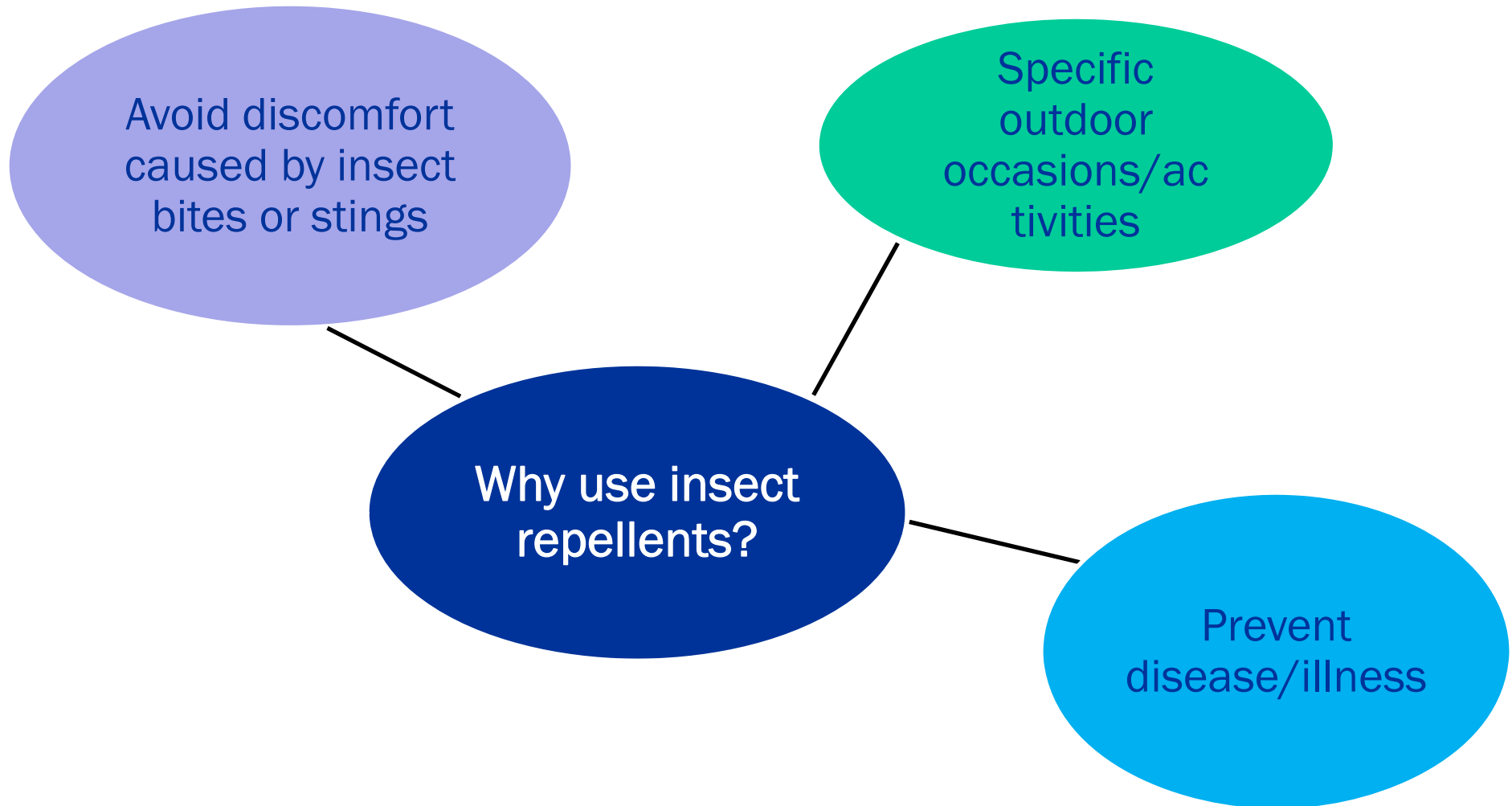
Determine insect repellent information needs

Obtain reactions to current insect repellent product labels and claims

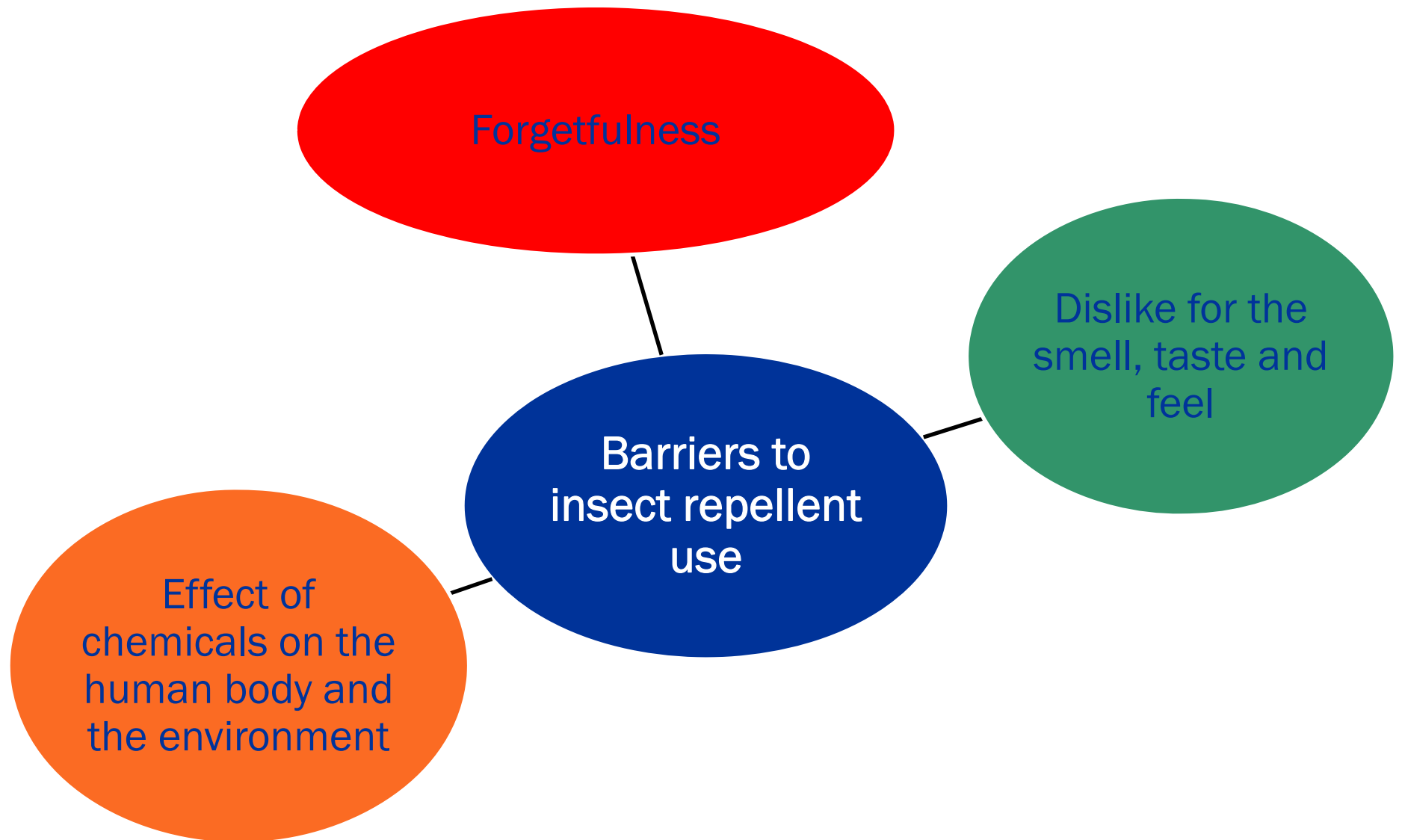
Obtain reactions to EPA sample efficacy marks

Explore expectation for protection time and variability issues

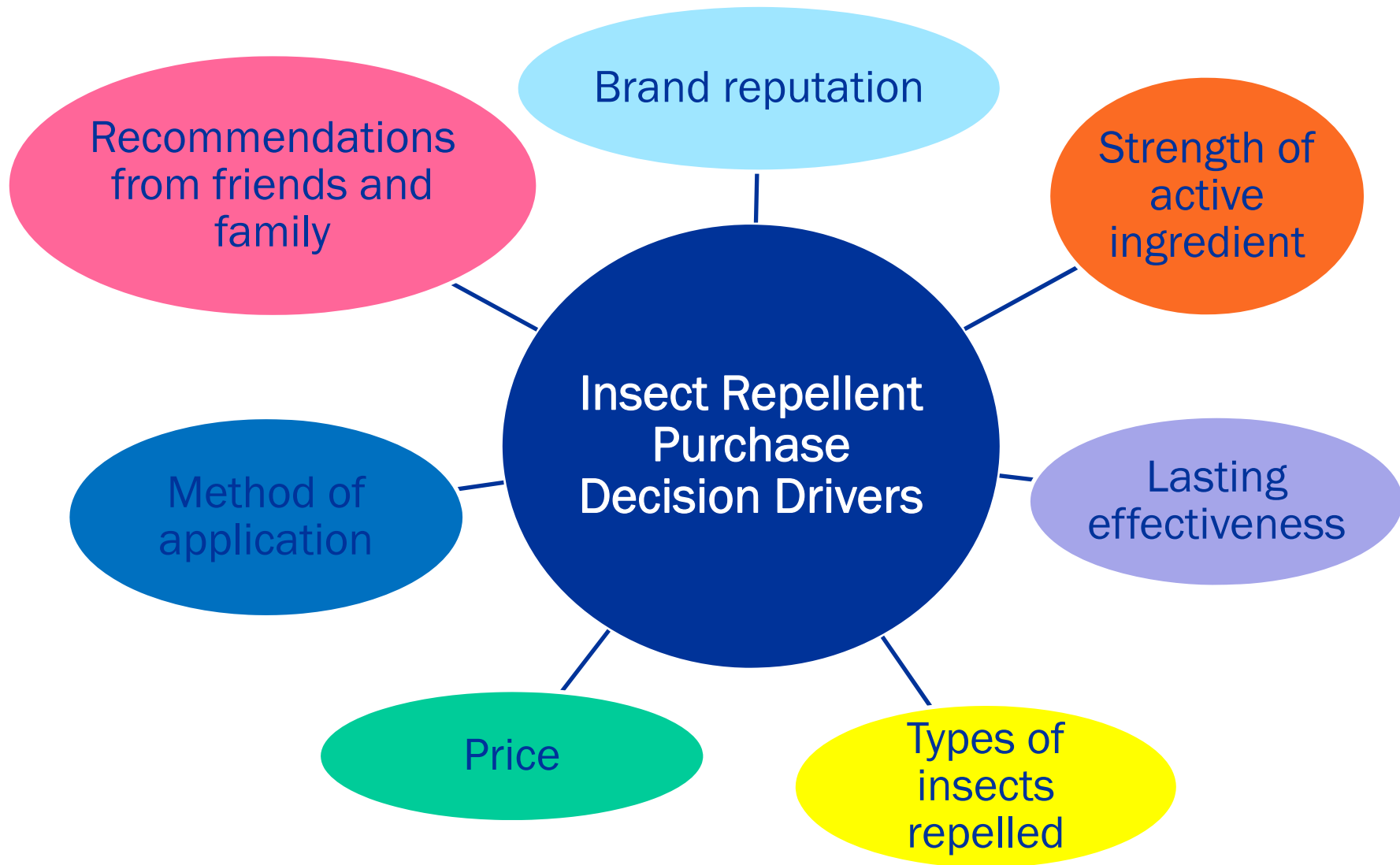
REASONS FOR USING INSECT REPELLENT



BARRIERS TO INSECT REPELLENT



INSECT REPELLENT PURCHASE BEHAVIORS



MOST IMPORTANT LABELING INFORMATION

Primary

- Type of bugs protected against
- Hours of protection
- Active ingredient

Secondary, but still important

- Scented/unscented
- Waterproof
- Reapply after “x” hours
- Expiration date
- Safety warnings

SAMPLE PRODUCTS



REACTIONS TO CURRENT PRODUCT LABELS

Likes

- Simple, uncluttered labels that present the key information on the front in large/readable text
- Clear communication of the number of hours of protection
- Information about the specific insects repelled
- Identify the type and strength of active ingredients
- Visuals
- Communication of “appropriate for families”

Dislikes

- There is no consistency in labeling
- Cannot easily compare across products
- Confusing because claims vary or consumers do not know enough about the active ingredients
- Too much fine print

REACTIONS TO CURRENT PRODUCT CLAIMS

Likes

- Claims that use actions words such as “protect” and “repel” and then state the specific type of insect
- Includes for up to “x” hours

Dislikes

- Claims that are vague, general and non-specific
- Claims that are wordy
- Claims that focus on a reapplication message
- Claims that use subjective words or unsubstantiated claims

APPEAL OF CURRENT INSECT REPELLENT PRODUCT CLAIMS

Most Helpful/Informative Claims

- ◆ Repels ____
- ◆ Repels ___ for up to ___ hours
- ◆ Protects against ___(insert name)
- ◆ Protects against ___ for up to ___ hours
- ◆ ___ hour protection

Least Helpful/Informative Claims

- ◆ Repels bloodsucking insect pests
- ◆ Effective dependable protection
- ◆ Pleasant protections, effective for ___ hours
- ◆ Hours of protection
- ◆ Repeat application as necessary
- ◆ Frequent re-application is unnecessary

Neutral Claims

- ◆ All day protection
- ◆ Over ___ hours of maximum protection
- ◆ Reapply after ___ hours
- ◆ Repels biting insects for ___ hours
- ◆ Up to ___ hours of protection
- ◆ Provides up to ___ hours of protection
- ◆ Avoid over-application
- ◆ Re-apply after ___ hours

MOST PREFERRED EFFICACY MARKS



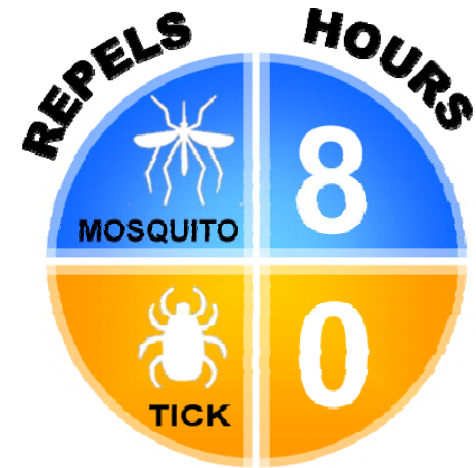
TICK

2 hr.



MOSQUITO

6 hr.



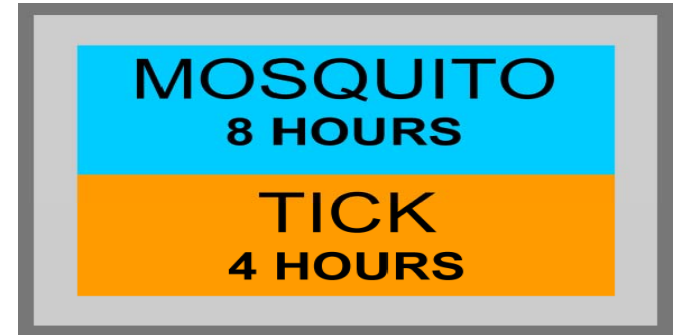
Bugs

- ◆ Most communicative because it is easy to read and straightforward to interpret
- ◆ Conveys important information in both words and visuals

Alternate Circle

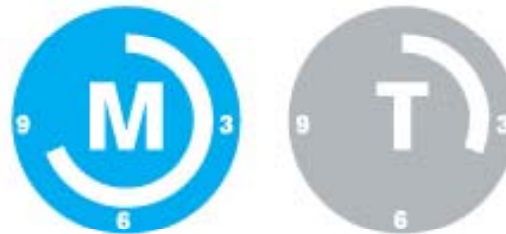
- ◆ Most visually appealing
- ◆ Like the shape and colors
- ◆ It is neat looking and organized

LEAST PREFERRED EFFICACY MARKS



Lines/Bars

- ◆ Too difficult to interpret
- ◆ 0-8 scale is not labeled



Circle Pairs

- ◆ Least preferred because it is too difficult to read and interpret

Square

- ◆ Easy to understand
- ◆ Design is old fashioned, boring and dull
- ◆ There are no visuals

REACTIONS TO RF FACTOR



Preference for type of insect and hours of protection

Assume higher RF number means greater protection

Initially confusing

PROTECTION TIME AND VARIABILITY ISSUES

Protection Time Expectations

- Based on personal experiences, understand protection time will vary
- Stated hours of protection serve as a guideline, not an absolute

Variability Factors

- Human Factors:
 - Sensitivity to bites
 - Personal chemistry
- Situational Factors
 - Location
 - Weather conditions
 - Time of day

NEXT STEPS

NATIONAL CONSUMER ONLINE SURVEY

Identify motivators
and barriers to
insect repellent
use

Obtain reactions
and preferences
to alternative
efficacy marks

Determine
consumer
receptivity to RF
rating system