



# 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

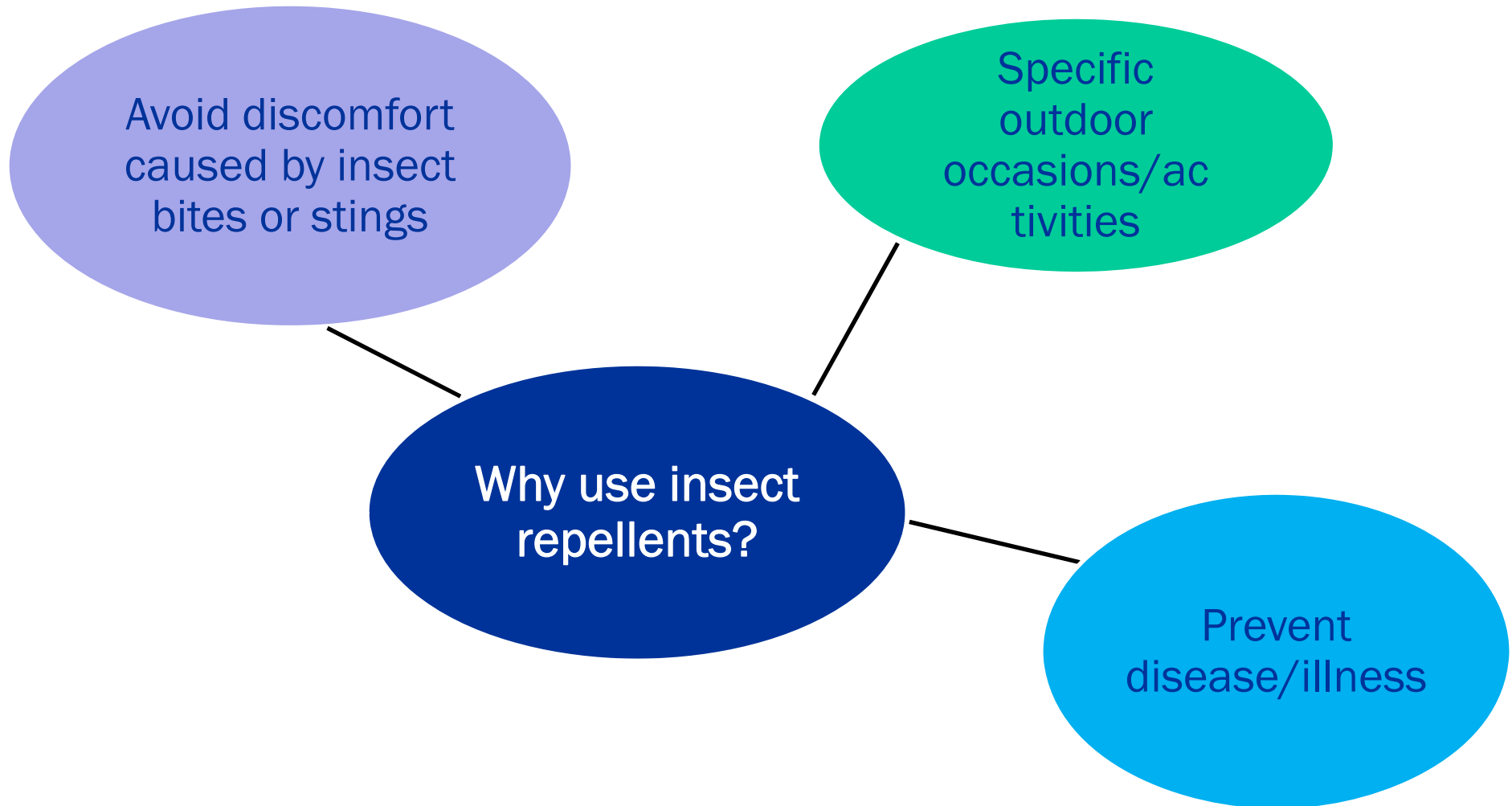
Determine insect repellent information needs

Obtain reactions to current insect repellent product labels and claims

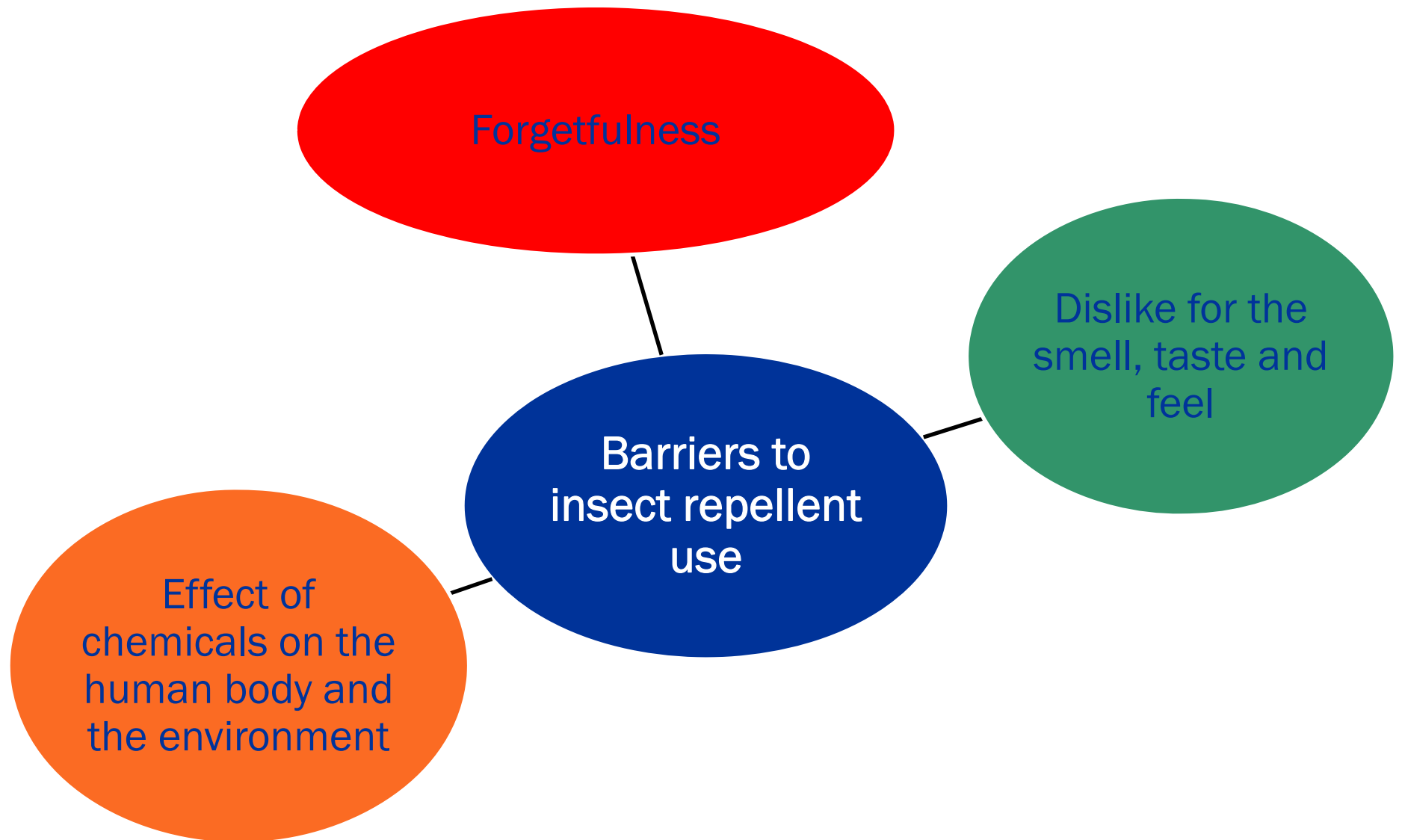
Obtain reactions to EPA sample efficacy marks

Explore expectation for protection time and variability issues

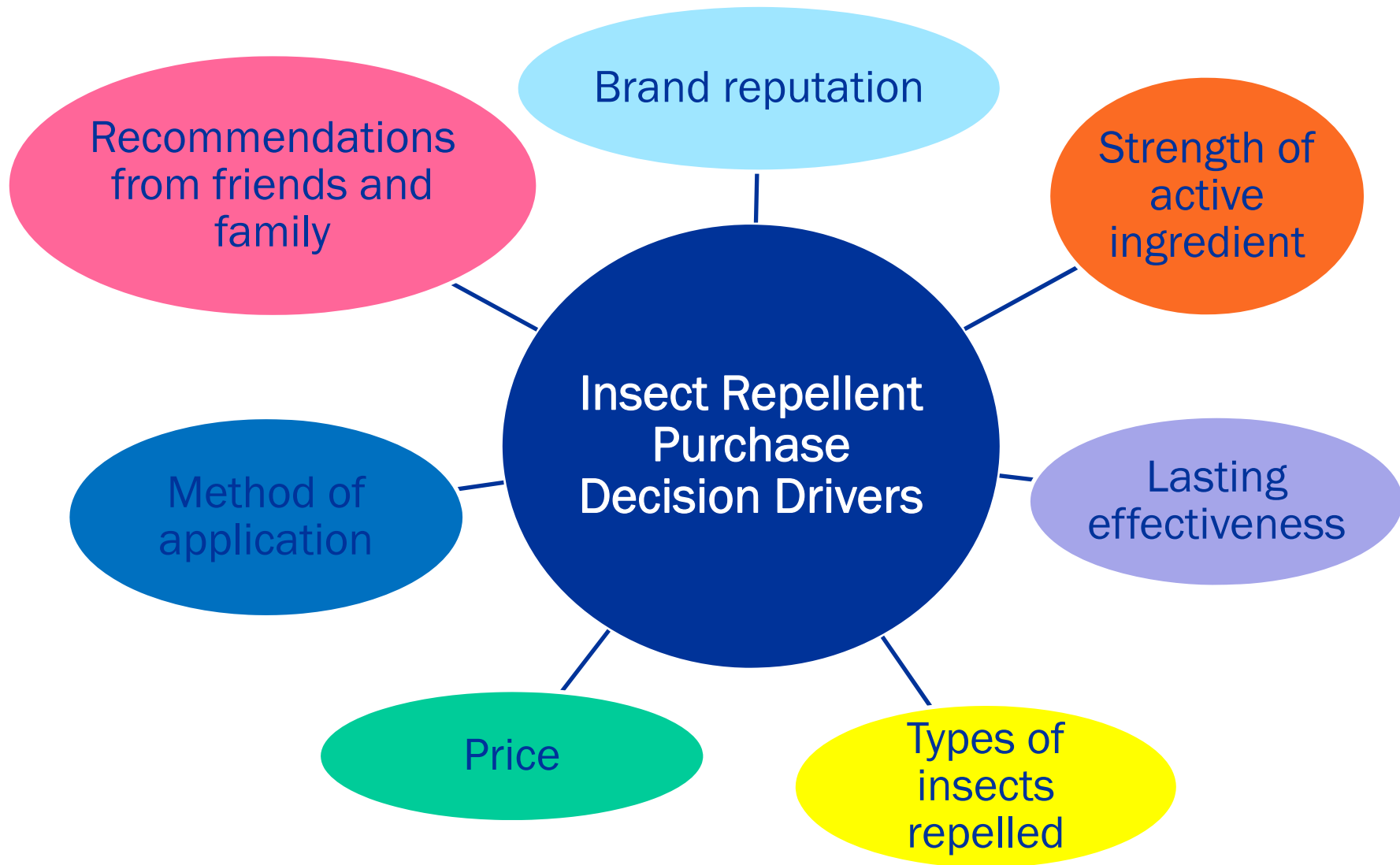
# REASONS FOR USING INSECT REPELLENT



# 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



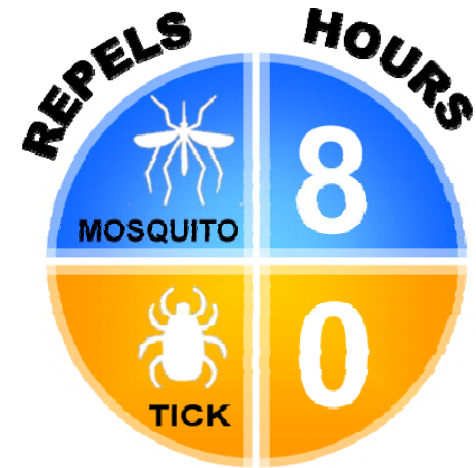
**TICK**

**2 hr.**



**MOSQUITO**

**6 hr.**



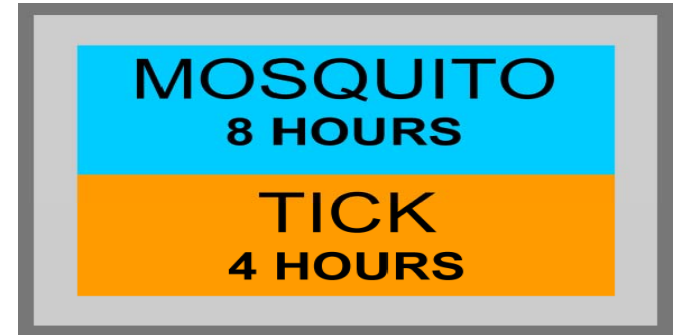
## Bugs

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

## Alternate Circle

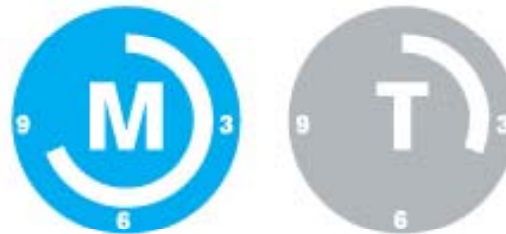
- ◆ Most visually appealing
- ◆ Like the shape and colors
- ◆ It is neat looking and organized

# 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