



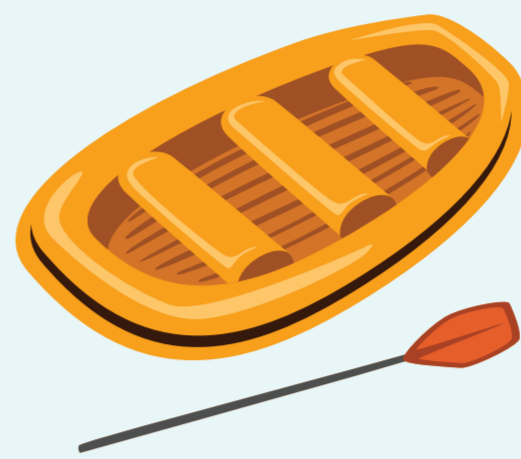
# OUTDOOR PERSPECTIVES

## Exploring Barriers to Getting Outside



**3 IN 5**

Americans are spending more time outdoors—and as a result, half of them are experiencing an increase in mosquito bites.



**52%**

of Americans say the potential itch from insect bites prevents them from enjoying themselves at the beach, lake, or pool as often as they would like.



**58%**

of people reveal the itch from mosquito bites prevents them from enjoying picnics and outdoor dining at their preferred frequency.



**1/2**

of Americans report the anticipation of itchiness caused by mosquito bites prevents them from exercising outdoors as often as they'd like.

### TOP PLACES PEOPLE ENCOUNTER BUG BITES



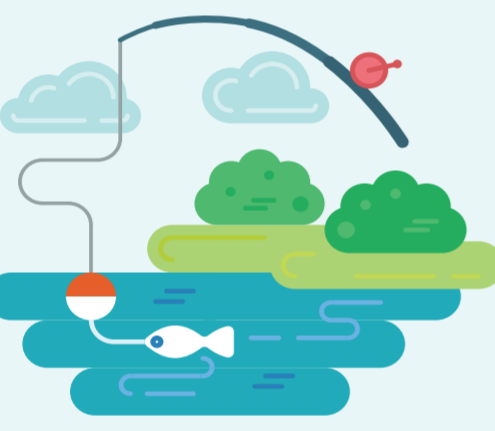
**59%**

of Americans say they encounter the most insect disturbances in their backyards.



**32%**

of Americans reveal frustrations with insect bites and stings while hiking.



**32%**

of Americans say they get eaten up by insects while at the lake.

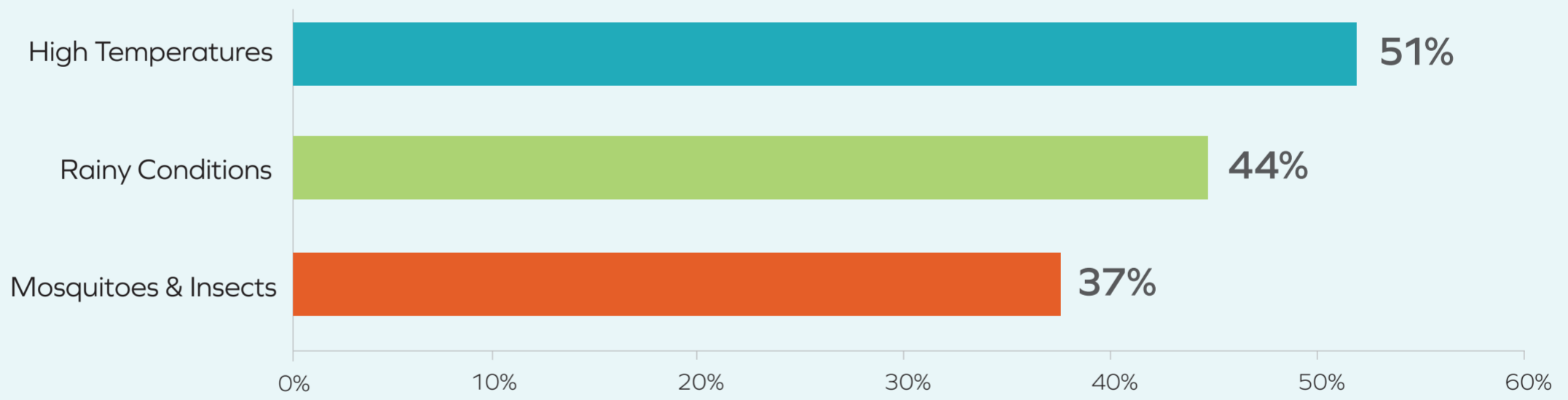


**14%**

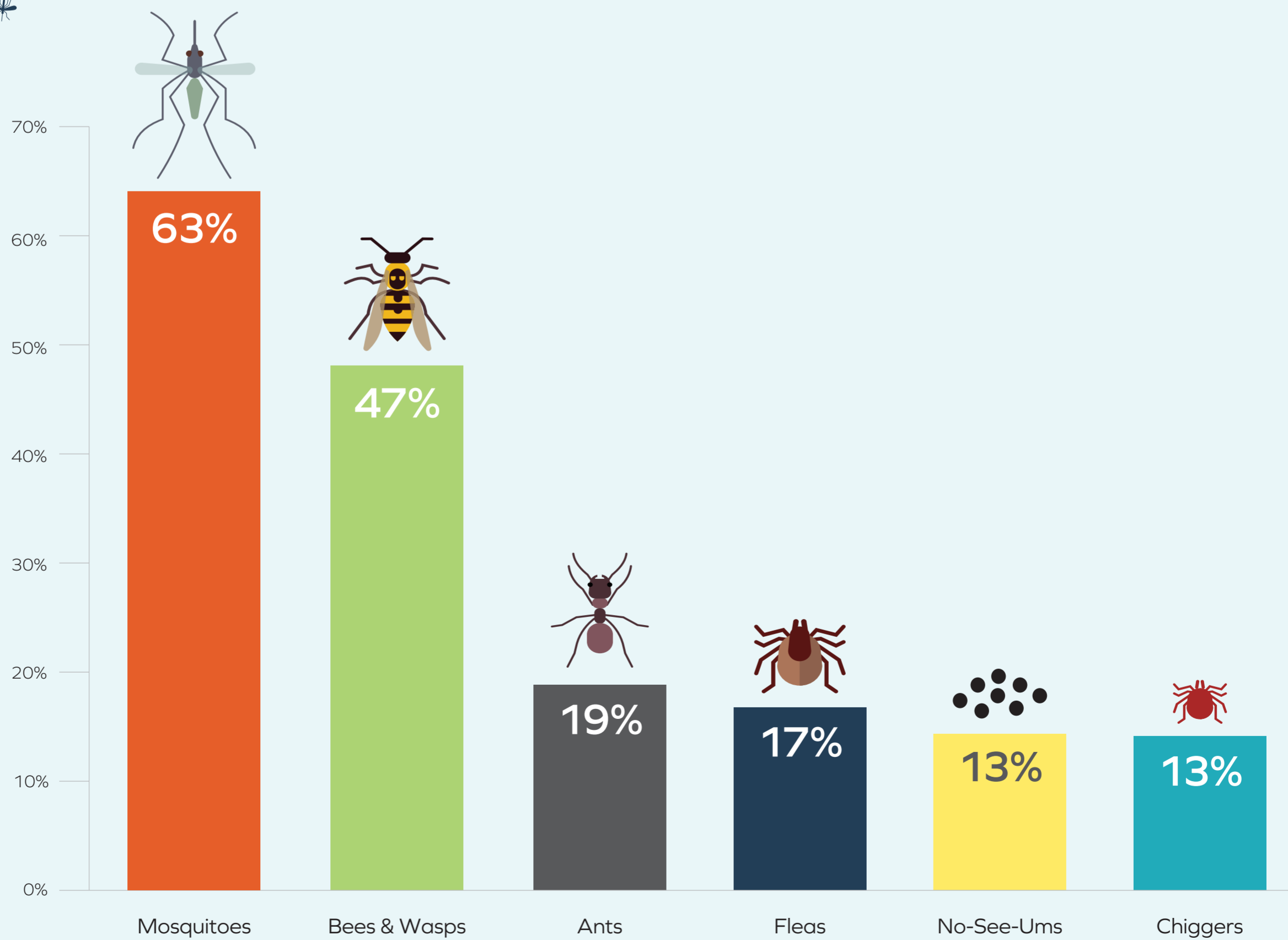
of Americans say insect bites and stings create apprehension around going to the beach.

### TOP OBSTACLES TO GETTING OUTSIDE

*Mosquitoes & insects are the greatest non-weather related barrier to the outdoors!*



### STING AND BITE RANKINGS



# TYPES OF MOSQUITO PEOPLE

How much do mosquitoes bug you?



14%

## Human Mosquito Repeller

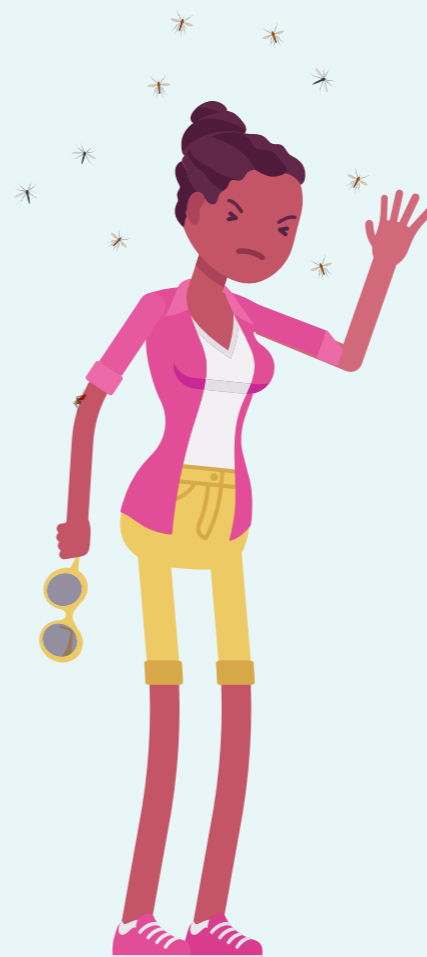
*Mosquitoes always bite other people. I have no fear of bites, even during mosquito season.*



16%

## Avid Indoor Person

*Mosquito bites are the bane of my existence, they prevent me from enjoying time outside, especially during mosquito season.*



47%

## Slightly Annoyed

*I can deal with a few bites, but they don't prevent me from enjoying time outside, even during mosquito season.*



23%

## Mosquito Magnet

*Mosquitoes love me! But I still love the outdoors.*