



OUTDOOR PERSPECTIVES

Exploring Barriers to Getting Outside

JUNE 2020

EXECUTIVE SUMMARY

In the U.S., Spring and Summer are the most ideal months of each year to spend time outdoors. However, deterrents such as the threat of itchy insect bites present obstacles for Americans venturing outside. With stay-at-home orders in place nationwide, spending time in nature is of utmost importance as it offers an escape from home isolation, and in many cases plays a crucial role in supporting mental health by promoting positive wellbeing outcomes (Science Reports, 2019). Understanding the reasons that individuals avoid the outdoors is essential in order to mitigate these barriers and increase time spent outside.

To better understand the obstacles of spending time outdoors, **bite away®**, from MibeTec U.S., Inc., commissioned a national survey of 2,000 U.S. residents to explore which key obstacles prevent people from spending time outside. This study, conducted in collaboration with Bloom Communications, a market research and communications firm, and Regina Corso Consulting, also investigated the role that social distancing orders play in affecting both outdoor activities, as well as the frequency of time spent outdoors.

Results from the study reveal the nation-wide fear of the potential itch and irritation caused by mosquito and insect bites and stings. Further, the study findings shed light on additional barriers that cause heightened aversion to the outdoors, as well as those that are less bothersome.

The survey results show that, while 14% of Americans self identify as Human Mosquito Repellers, a full 86% of people reported that mosquitoes impacted their outdoor experience, with 47% reporting them as a slight annoyance, 23% deeming themselves Mosquito Magnets, and 16% identifying as Avid Indoor people.

Mosquitoes play a significant role in deterring people from spending time outdoors. Ranking as the third largest barrier to spending time outdoors behind uncontrollable events such as temperature and precipitation, ultimately mosquitoes and other insects prevent 37% of Americans from spending time outside.

It's not just the presence of mosquitoes, but the itch caused by mosquito bites that largely contributes to keeping individuals huddled indoors. 58% of Americans say the itch from mosquito bites prevents them from enjoying picnics and outdoor dining activities, while

over half of Americans (52%) report that the itch from mosquito bites prevents them from spending time outside for recreational activities.

Despite the cited barriers to spending time outdoors, in this age of social distancing, three in five Americans (59%) report that stay-at-home orders have caused them to spend more time outdoors, specifically in their yard or neighborhood, than they would have otherwise. Among those turning to the great outdoors during social distancing orders, almost half (49%) say they have experienced more insect bites than they had before stay-at-home orders were put in place.

With the need to spend time outdoors during social distancing orders at an all-time high, it's pertinent that we stymie the fear of insect bites, one of the leading barriers to the outdoors among Americans.

3 in 5 Americans encounter insect bites *most* in their backyards.



Citation reference: Science Reports: <https://doi.org/10.1038/s41598-019-44097-3>



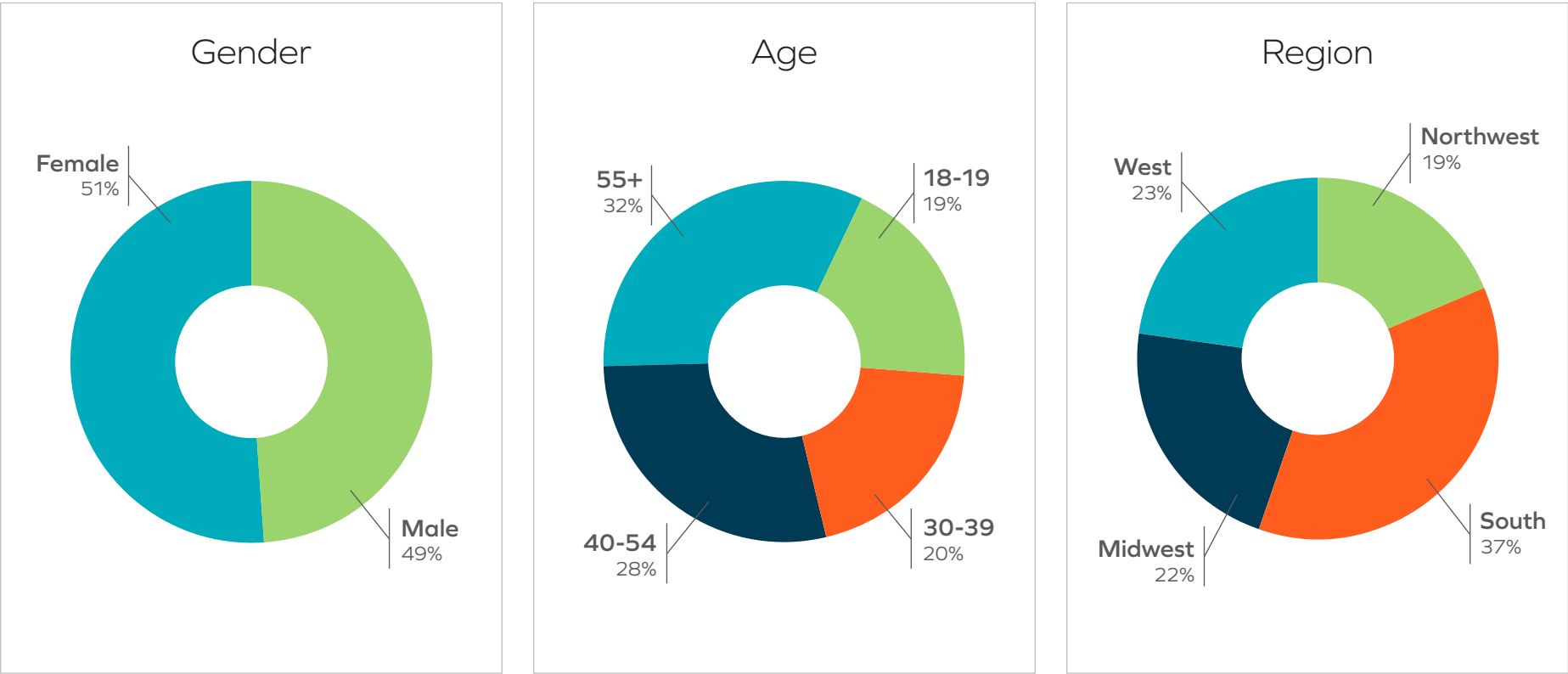
ADDITIONAL KEY FINDINGS

- **3 in 5** Americans cited spending more time outdoors due to social distancing orders, and as a result, half of them reported experiencing an increase in mosquito bites.
- Almost **2/3** of Americans say that mosquito bites are the most aggravating type of insect bite or sting.
- Almost **1/2** of Americans reported the anticipation of itchiness caused by mosquito bites prevents them from exercising outdoors as often as they'd like.
- Over **1/2** of Americans say they encounter the most insect disturbances in their backyards (59%) followed by encounters while hiking (32%), at the lake (32%), and at the beach (14%).
- **52%** of Americans report that they are only somewhat satisfied with current insect bite treatment options, while **51%** of Americans report feeling unsatisfied with current insect bite treatment options.

METHODOLOGY

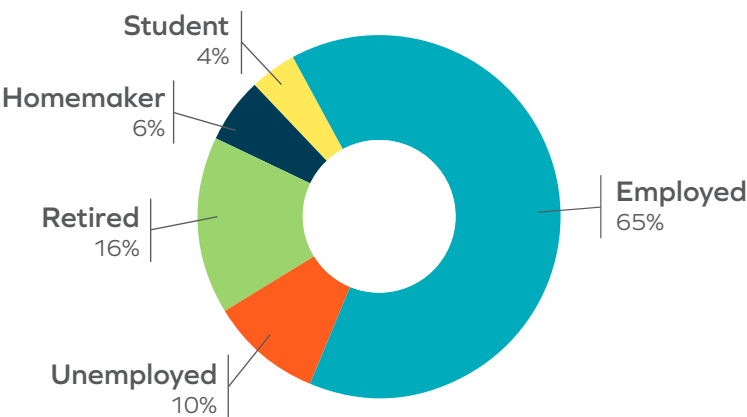
This online survey was conducted by Bloom Communications in collaboration with Regina Corso Consulting on behalf of MibeTec between May 15-18, 2020 among 2,005 U.S. residents, age 18 and older. Figures for age, gender, education, and income were weighted to represent the U.S. population in its entirety. For more information on the survey methodology, please contact brianna@bloomcommunications.com.

RESPONDENT DEMOGRAPHICS

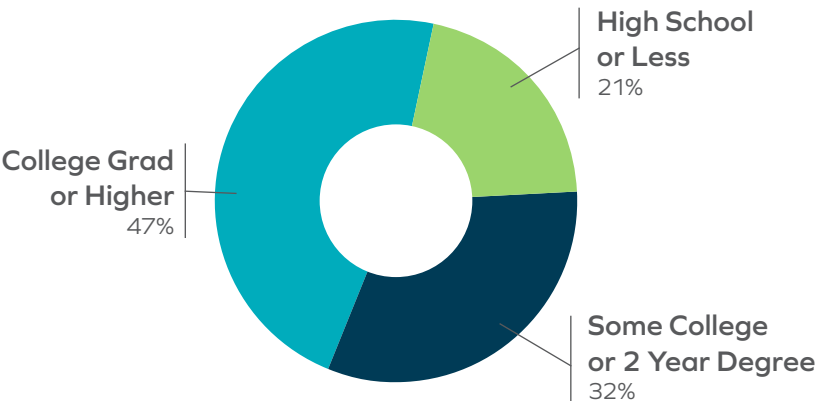


DEMOGRAPHICS

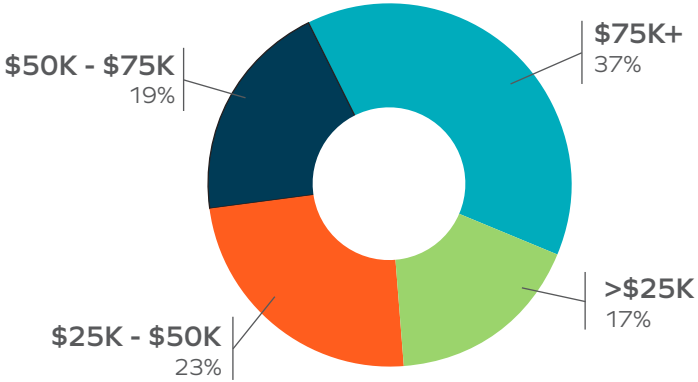
Employment



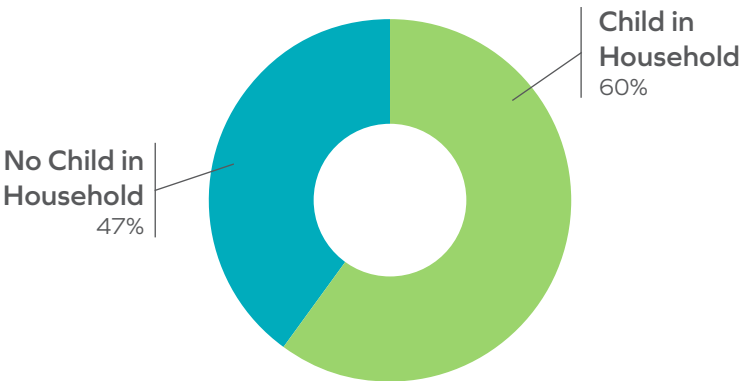
Education



Income



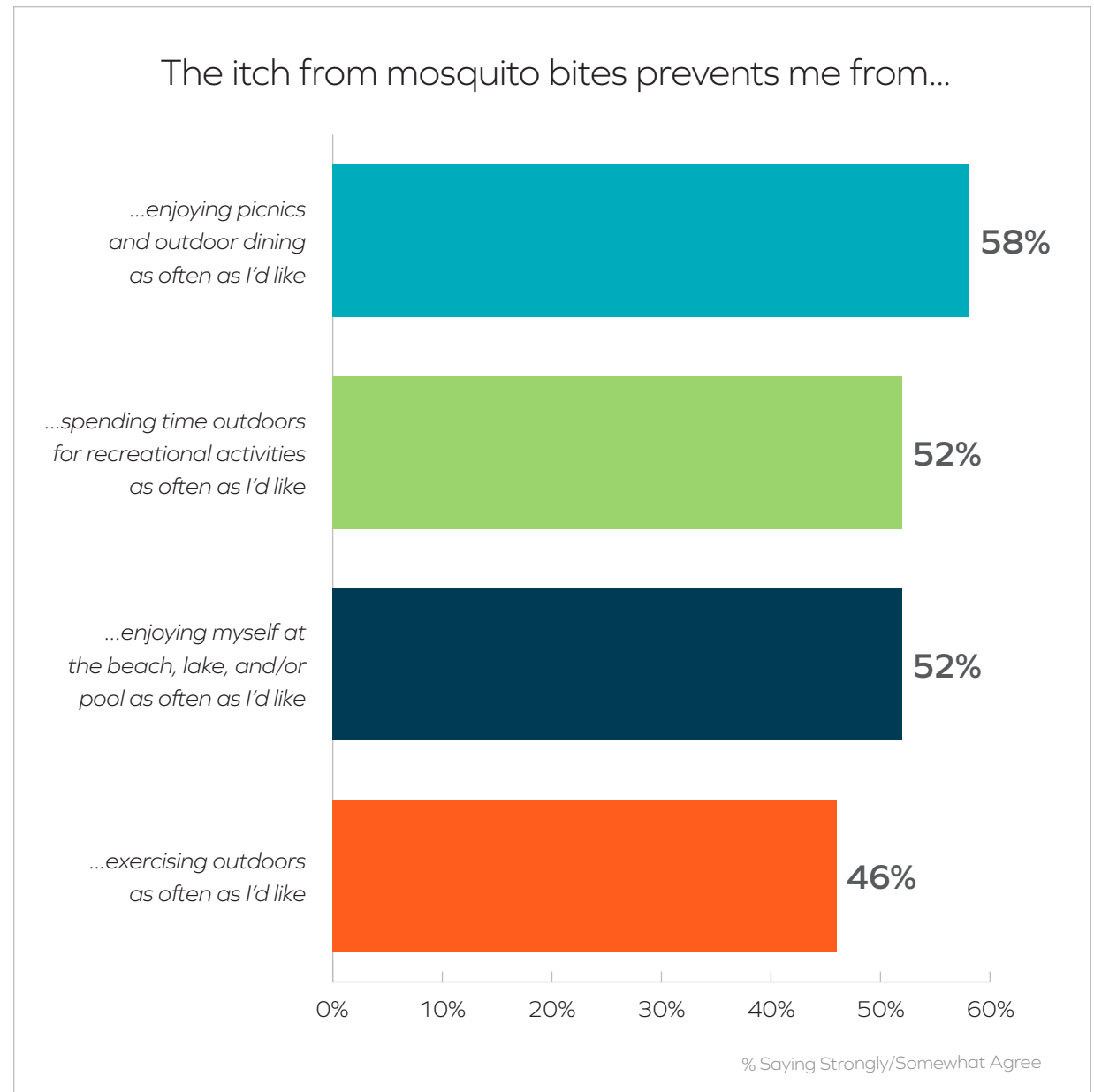
Child in Household



CAN'T TAKE THE ITCH

The threat of itchy mosquito bites are enough to keep people from participating in the outdoor activities that they enjoy most.

Almost three in five Americans (58%) say the itch from mosquito bites prevents them from enjoying picnics and outdoor dining as often as they would like. It's not just eating outside—over half of Americans say the itch from mosquito bites prevents them from spending time outside for recreational activities as often as they would like (52%), and it prevents them from enjoying themselves at the beach, lake, and/or pool as often as they would like (52%). Additionally, almost half of Americans (46%) say the itch from mosquito bites prevents them from exercising outdoors as often as they would like.



CAN'T TAKE THE ITCH

The majority of Americans say mosquito bites prevent them from spending time outdoors for recreation and enjoying beaches, lakes, and/or pools as often as they would like.

The itch from mosquito bites prevents me from...

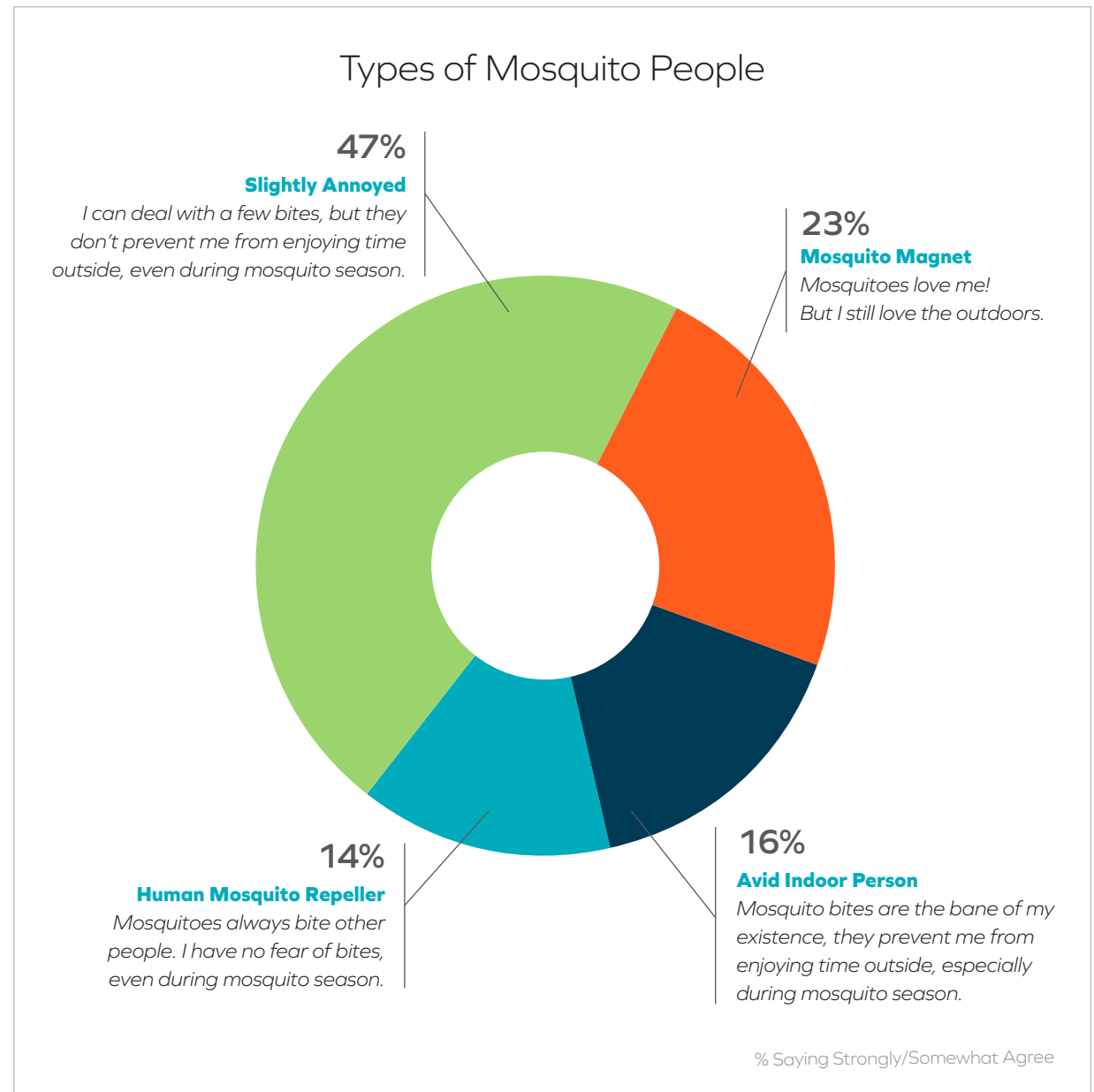
	Agree (Net)	Strongly Agree	Somewhat Agree	Disagree (Net)	Somewhat Disagree	Strongly Disagree
<i>...enjoying picnics and outdoor dining as often as I'd like</i>	58%	24%	34%	42%	22%	19%
<i>...spending time outdoors for recreational activities (taking walks, hiking, camping, going to parks) as often as I'd like</i>	52%	22%	30%	48%	25%	23%
<i>...enjoying myself at the beach, lake, and/or pool as often as I'd like</i>	52%	21%	31%	48%	25%	23%
<i>...exercising outdoors as often as I'd like</i>	46%	19%	27%	54%	28%	26%

WHAT TYPE OF MOSQUITO PERSON ARE YOU?

The extent of which mosquitoes impact our experiences is unique, and American's fall all over the spectrum.

Almost half of Americans say they are Slightly Annoyed by Bites (47%) while almost one-quarter identify as Mosquito Magnets (23%). 16% of Americans consider themselves Avid Indoor People as a result of the threat of itchy mosquito bites, while a lucky 14% feel they are Human Mosquito Repellers.

Women are more likely than men to say they are Mosquito Magnets (27% vs. 19%) while men are more likely than women to say they are Human Mosquito Repellers (18% vs. 10%).



GENERATIONAL DIFFERENCES

Of note, the age breaks for the generations used are: Gen Z, ages 18-25; Millennials, ages 26-40; Gen X, ages 41-56; and, Baby Boomers/Greatest Generation, ages 57+.

When it comes to comparing barriers to spending time outside among generations, the difference of experience with insect bites and stings is broad.

- Millennials are more likely than Gen Z, Gen X, and Boomers/Greatest Generationers to say the itch from mosquito bites prevents them from spending time outdoors for recreational activities as often as they would like (64% vs. 50%, 54%, & 39%).
- Gen Z and Millennials are more likely than Gen X and Boomers/Greatest Generationers to say social distancing orders have caused them to spend more time outdoors, in their yard or neighborhood, than they would otherwise (66% & 67% vs. 57% & 49%).
 - » Among those who are spending more time outdoors, Millennials are more likely than Gen Z, Gen X, and Boomers/Greatest Generationers to say they have experienced more insect bites than before social distancing orders (68% vs. 53%, 48%, & 21%).
- Baby Boomers/Greatest Generationers are more likely than Gen Z, Millennials, and Gen X to say they encounter the most bug bites and/or stings in their own backyard (71% vs. 51%, 48% & 61%).
 - » Gen Z and Millennials are more likely than Gen X and Baby Boomers/Greatest Generationers to say they encounter the most bug bites and/or stings while playing outdoor sports (23% & 24% vs. 16% & 8%).

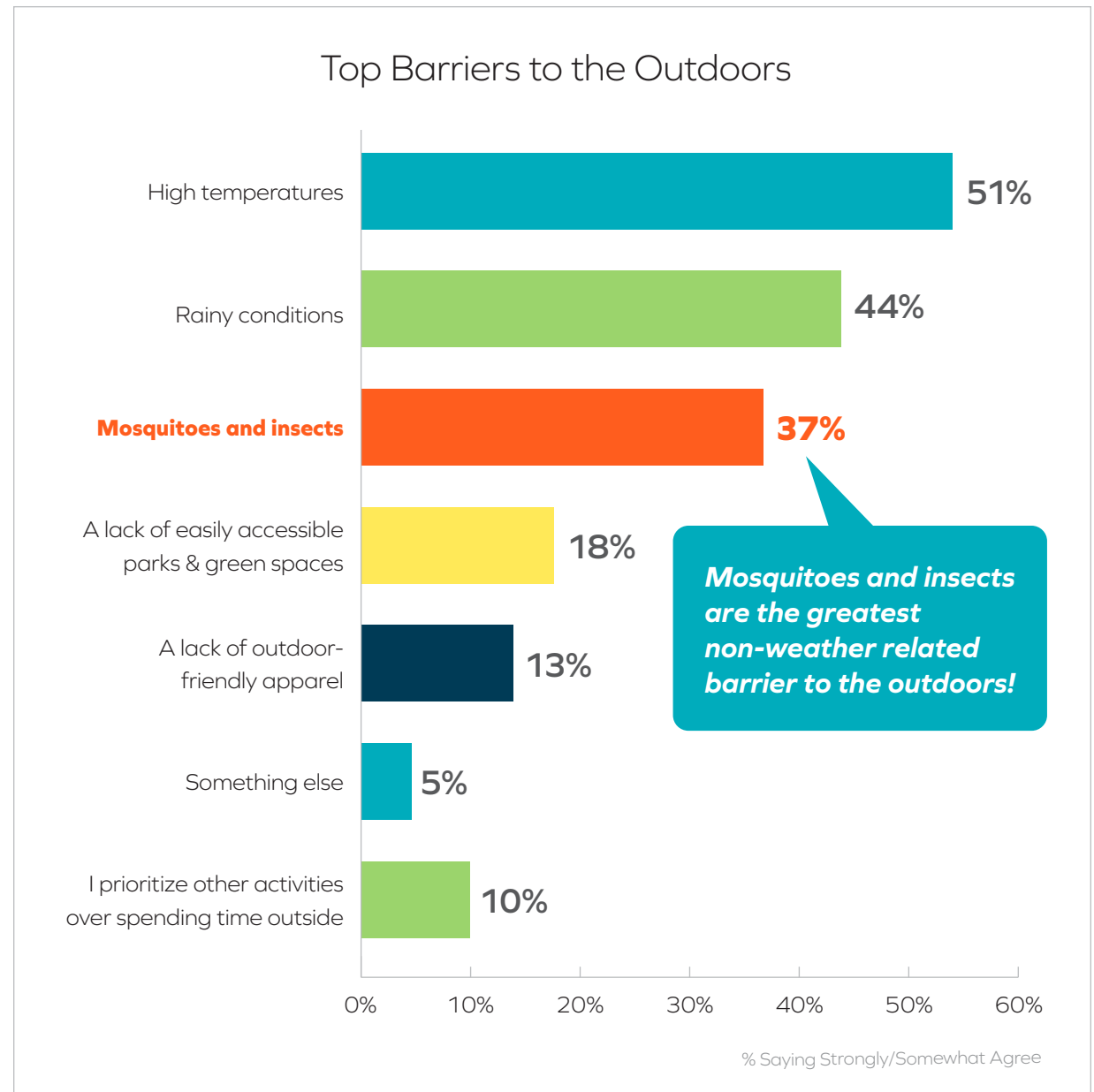


TOP OUTDOOR BARRIERS FOR AMERICANS

The fear of itchy, painful insect bites and stings is the highest ranked, non-weather related obstacle for Americans to spend more time outdoors.

High temperatures and rainy conditions rank as the largest barriers to people spending time outdoors (51% and 44%). Following closely after, mosquitoes and other insects are the top controllable barrier to people getting outside at 37%. A lack of easily accessible parks and green spaces creates an obstacle for 18% of Americans, while 13% of people reported that a lack of outdoor-friendly apparel poses as a barrier between them and the outdoors. The remaining 15% are split between prioritizing other activities over spending time outside (10%) and those who noted the main obstacle was not listed (5%).

Those who have a child in the household are more likely than those who do not to say mosquitoes and other insects (46% vs. 31%), a lack of easily accessible parks and green spaces (26% vs. 13%), and a lack of outdoor friendly apparel (21% vs. 8%) are barriers to spending time outdoors.





MOST AGGRAVATING ITCH

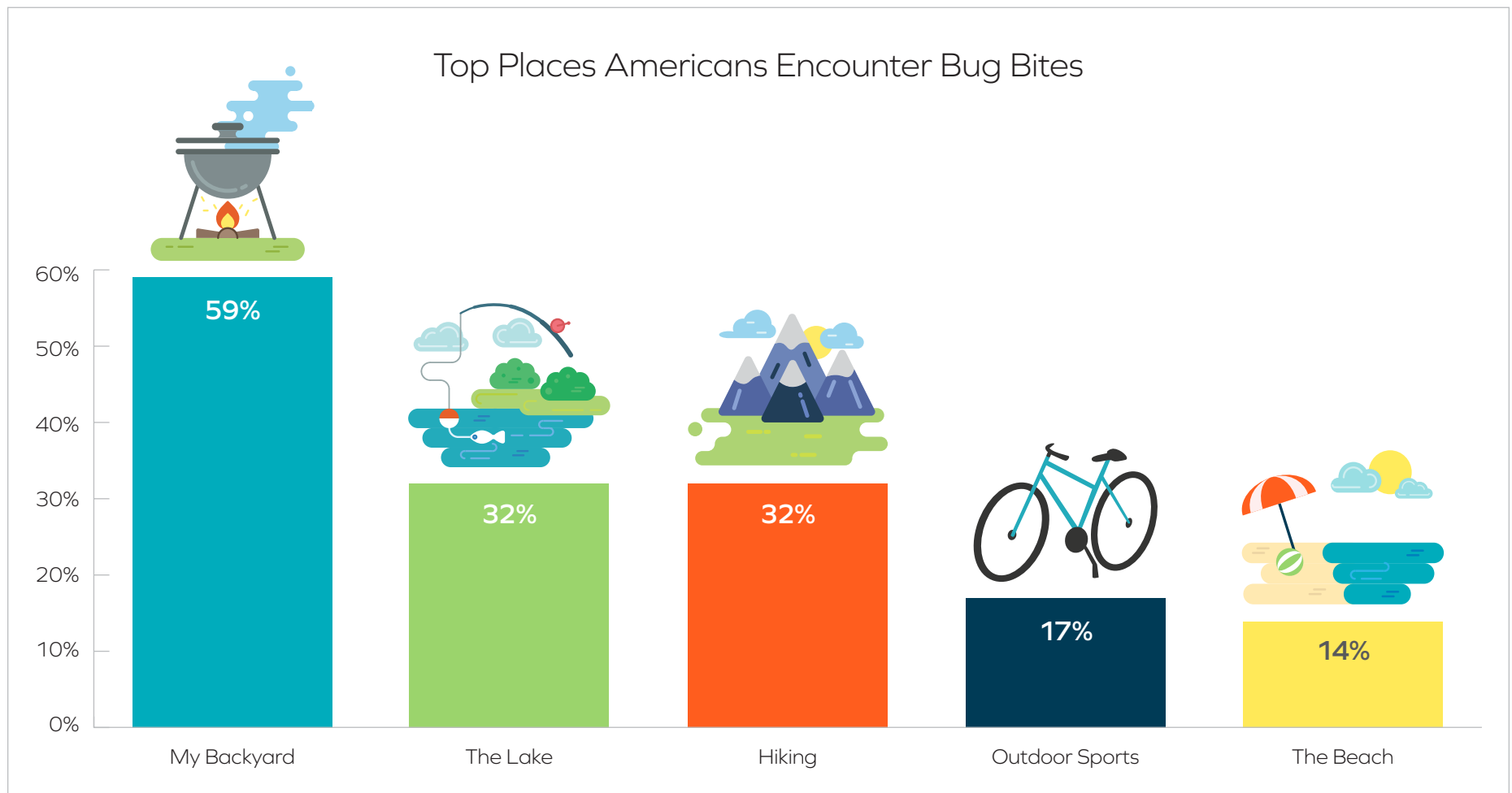
There's no doubt that all insect bites and stings are aggravating, however the majority of Americans agree that mosquito bites rank as the insect bite with the worst potential symptoms.

Almost two thirds of Americans feel that mosquito bites have the most aggravating itch (63%), followed by Bees/ Wasps (47%). Ant bites were ranked next as the third most aggravating bite (19%), followed closely by Fleas (17%). No-see-ums aggravate 13% of the American population the most, ranked the same as chigger bites (13%).

- Avid Indoor People and Mosquito Magnets are more likely than Slightly Annoyed and Repellers to say bites/stings from mosquitoes are the most aggravating (71% & 72% vs. 61% & 45%).
- Those who are Slightly Annoyed and Repellers are more likely than those who are Avid Indoor People and Mosquito Magnets to say bites/stings from bees and/or wasps are most aggravating (50% & 52% vs. 42% & 42%).

BUG BITE ENCOUNTERS

The majority of Americans (59%) report encountering the most bug bites or stings in their backyards. On the hiking trail (32%) and at the lake (32%) both rank as the second most common places to encounter bug bites or stings, followed by playing outdoors (17%) and spending time at the beach (14%).



OUTDOOR OBSTACLES FOR PARENTS

Compared to people without a child in the household, those who do have a child in their home report more obstacles to spending time outdoors due to the potential itch caused by mosquito bites.

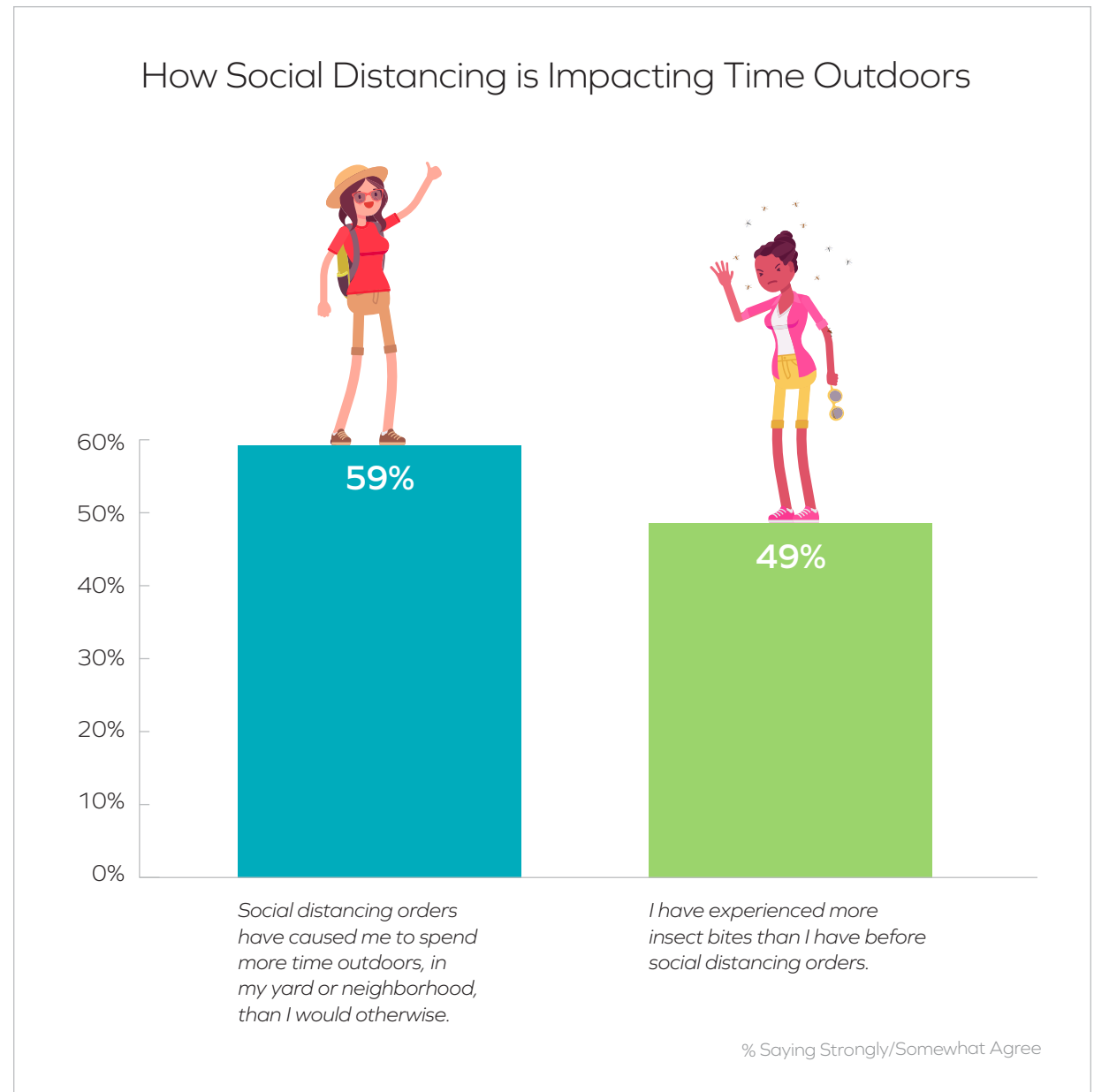
- Those who have a child in the household are more likely than those who do not to say the itch from mosquito bites prevents them from enjoying picnics and outdoor dining (71% vs. 50%), spending time outdoors for recreational activities (63% vs. 44%), enjoying themselves at the beach, lake, and/or pool (64% vs. 44%), and exercising outdoors as often as they would like (60% vs. 36%).
- Those who have a child in the household are more likely than those who do not to say social distancing orders have caused them to spend more time outdoors, in their yard or neighborhood, than they would otherwise (70% vs. 52%).
- Among those who are spending more time outdoors, those with a child in the household are more likely than those without one to say they have experienced more insect bites than they had before social distancing orders (67% vs. 32%).



ROLE OF SOCIAL DISTANCING

Half of Americans report spending more time outdoors due to social distancing orders, and in doing so have experienced more insect bites than before social distancing.

59% of people report that social distancing orders have caused them to spend more time outdoors, in their yard or neighborhood, than they otherwise would. With social distancing orders, 49% have experienced more insect bites than before.





About MibeTec & Bite Away

MibeTec Germany is an independent member of the Dermapharm Group, a leading manufacturer of patent-free branded pharmaceuticals for select markets in Germany since 1991. MibeTec was founded to research, develop, manufacture, and sell a variety of products including medical technologies. In 2018, MibeTec U.S. was formed in preparation for the launch of the company's first U.S. product, **bite away**®, a medical device leveraging patented¹ safety technology designed to treat insect bites. For more information visit: take-the-bite-away.com.