



InSites Consulting

AISE

Global icon understanding

Keep away from children

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Background & Objectives



- Following up on the efforts to **improve safety regulation**, A.I.S.E. wants to **introduce** the European **'Keep away from children'** icon **globally**.
- Therefore, A.I.S.E. would like to study the **current understanding of this icon** in countries **outside of Europe**.



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Research methodology

- **Research Method**
 - icon understanding tested with GHS Comprehensibility Testing Methodology (UN GHS, 2015) - using open-ended questions and coding of the answers for correctness.
 - survey
 - Fieldwork period: 08-11-2017 – 19-11-2017
 - Length interview = 5 minutes
 - Countries: South Africa, United States, Brazil, China
- **Sample screening**
 - Responsible for purchase **and/or** user of chemical household products such as detergents, maintenance products, glues, paints or insecticides.
- **Sampling**
 - Sample size:
 - n = 424 in total, n = minimum 102 per country
 - Quota & weighting:
 - Hard quota on Gender and age (within gender)
 - Gender: 30% male, 70% female
 - Age: Nat. rep. spread per country

Used symbols throughout the report

-  Significant difference (95%)
-  South Africa
-  United States
-  Brazil
-  China



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KEY *Take aways*

1 

ALMOST ALL RESPONDENTS CLAIM TO UNDERSTAND THE MEANING OF THE ICON (94%)

Almost all respondents claimed they understood the meaning of the icon (94%), and a large majority actually provided a correct description. Among those with a wrong description, there were no cases of critical confusion - most of these associated the icon with a more generic warning.

2 

THE MAJORITY (85%) FINDS IT EASY TO UNDERSTAND

59% even finds it **very** easy to understand.

3 

THE ICON HAS NO SECRETS FOR BRAZILIAN CONSUMERS

99% of them claim to understand the icon and 93% was actually correct.

4 

IT'S HARDER FOR CHINESE CONSUMERS TO UNDERSTAND THE ICON

86% thinks they know the meaning of the icon, but a quarter of them gave a wrong explanation.



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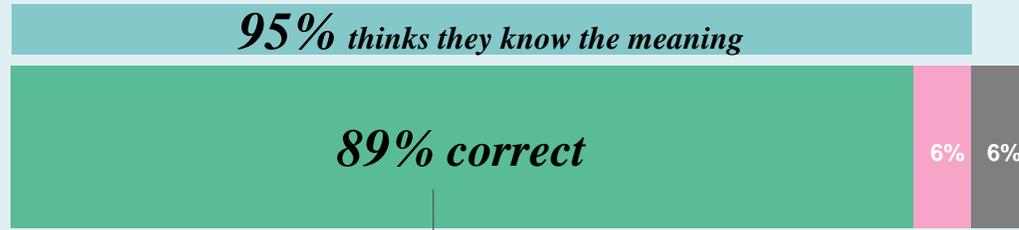
Icon understanding South Africa

In South Africa, 9 out of 10 consumers understand the meaning of this icon when seeing it the first time. Only a minority (6%) didn't get the right interpretation. 88% feels the icon is (very) easy to understand.



What does it mean?

- Correct
- Incorrect
- Opposite
- No idea



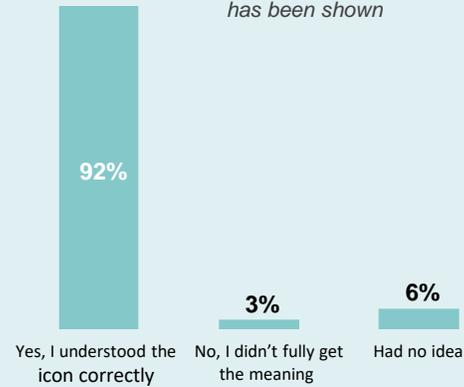
Open-ended question: description of icon meaning

Q: In the future, this icon may be placed on hazardous household chemical products such as detergents, etc. According to you, what is the meaning of the following icon? | n= 107 | Filter: According to you, what is the meaning of the following icon?



Did you get that right?

Y/N question asked after the correct explanation has been shown

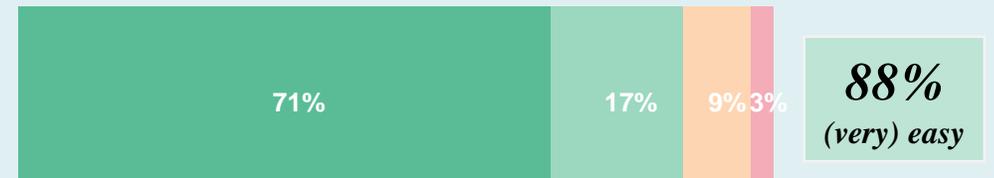


Q: The icon tells you that you should keep the product out of reach of children. Did you get that right? | n= 107 | Filter: According to you, what is the meaning of the following icon?



Is it easy to understand?

- Very easy
- Easy
- Neutral
- Difficult
- Very difficult



Q: How easy is it for you to understand the meaning of this icon? | n= 107

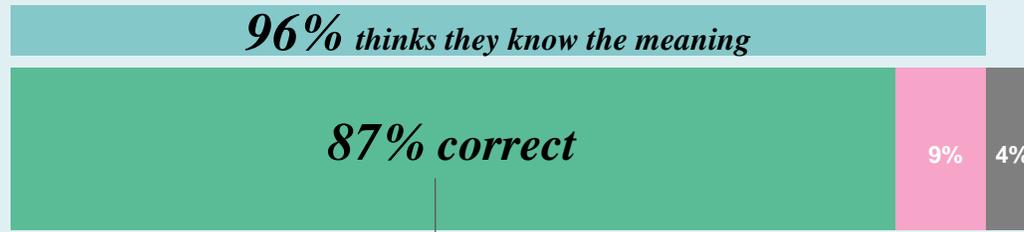
Icon understanding United States

The majority (87%) of US consumers understand the meaning of this icon when seeing it the first time. Almost 10% didn't get the right interpretation. The majority (85%) feels the icon is (very) easy to understand.



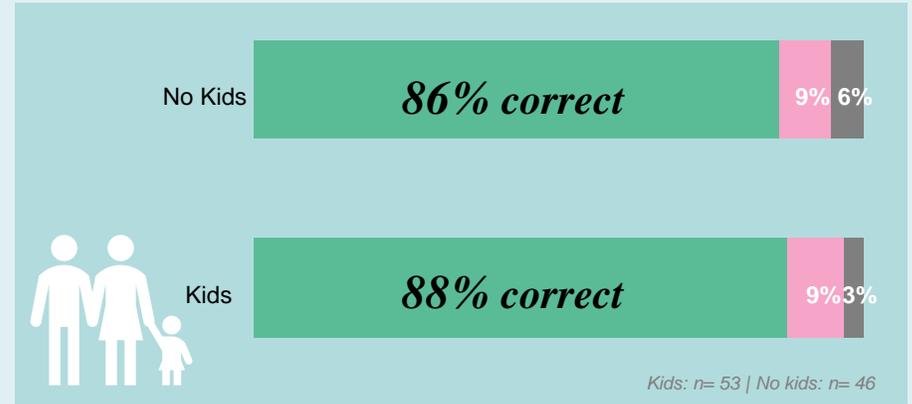
What does it mean?

- Correct
- Incorrect
- Opposite
- No idea



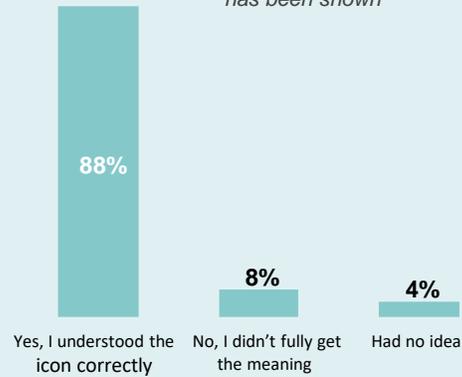
Open-ended question: description of icon meaning

Q: In the future, this icon may be placed on hazardous household chemical products such as detergents, etc. According to you, what is the meaning of the following icon? | n= 99 | Filter: According to you, what is the meaning of the following icon?



Did you get that right?

Y/N question asked after the correct explanation has been shown

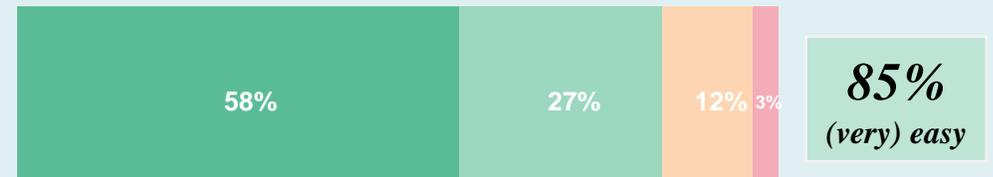


Q: The icon tells you that you should keep the product out of reach of children. Did you get that right? | n= 99 | Filter: According to you, what is the meaning of the following icon?



Is it easy to understand?

- Very easy
- Easy
- Neutral
- Difficult
- Very difficult



Q: How easy is it for you to understand the meaning of this icon? | n= 102

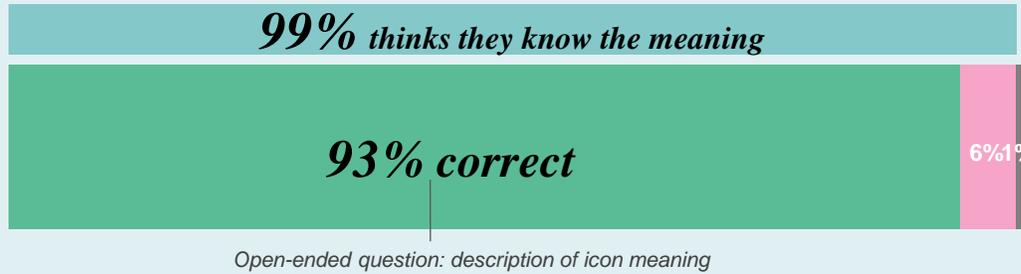
Icon understanding Brazil

The icon has no secrets for Brazilian consumers. 99% think it's clear what the icon means and almost all consumers (93%) got it right.



What does it mean?

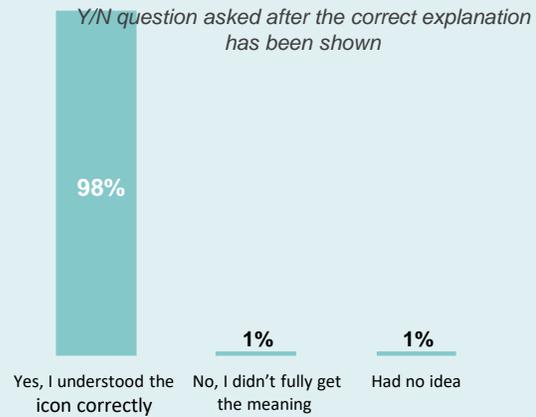
- Correct
- Incorrect
- Opposite
- No idea



Q: In the future, this icon may be placed on hazardous household chemical products such as detergents, etc. According to you, what is the meaning of the following icon? | n= 104 | Filter: According to you, what is the meaning of the following icon?



Did you get that right?

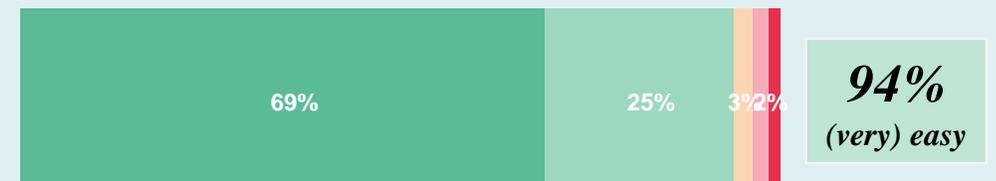


Q: The icon tells you that you should keep the product out of reach of children. Did you get that right? | n= 104 | Filter: According to you, what is the meaning of the following icon?



Is it easy to understand?

- Very easy
- Easy
- Neutral
- Difficult
- Very difficult



Q: How easy is it for you to understand the meaning of this icon? | n= 106

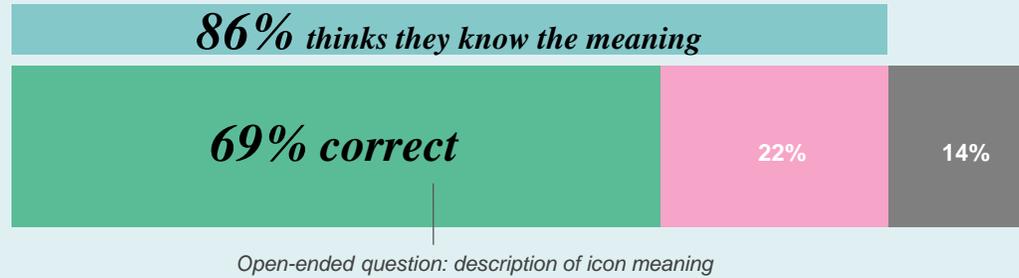
Icon understanding China

Understanding the icon was harder in China. About a quarter of the consumers who claimed they know the meaning, nevertheless gave an incorrect explanation. It's striking that families with kids were wrong more often.

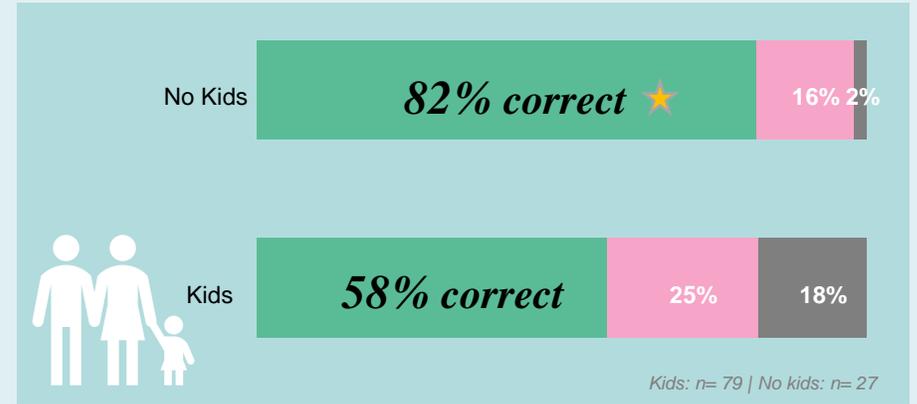


What does it mean?

- Correct
- Incorrect
- Opposite
- No idea

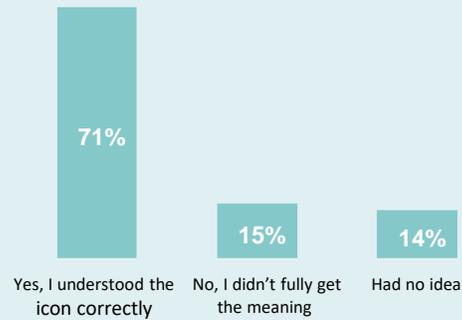


Q: In the future, this icon may be placed on hazardous household chemical products such as detergents, etc. According to you, what is the meaning of the following icon? | n= 106



Did you get that right?

Y/N question asked after the correct explanation has been shown

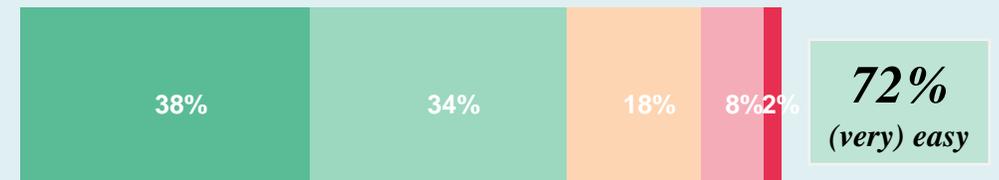


Q: The icon tells you that you should keep the product out of reach of children. Did you get that right? | n= 106 | Filter: According to you, what is the meaning of the following icon?



Is it easy to understand?

- Very easy
- Easy
- Neutral
- Difficult
- Very difficult

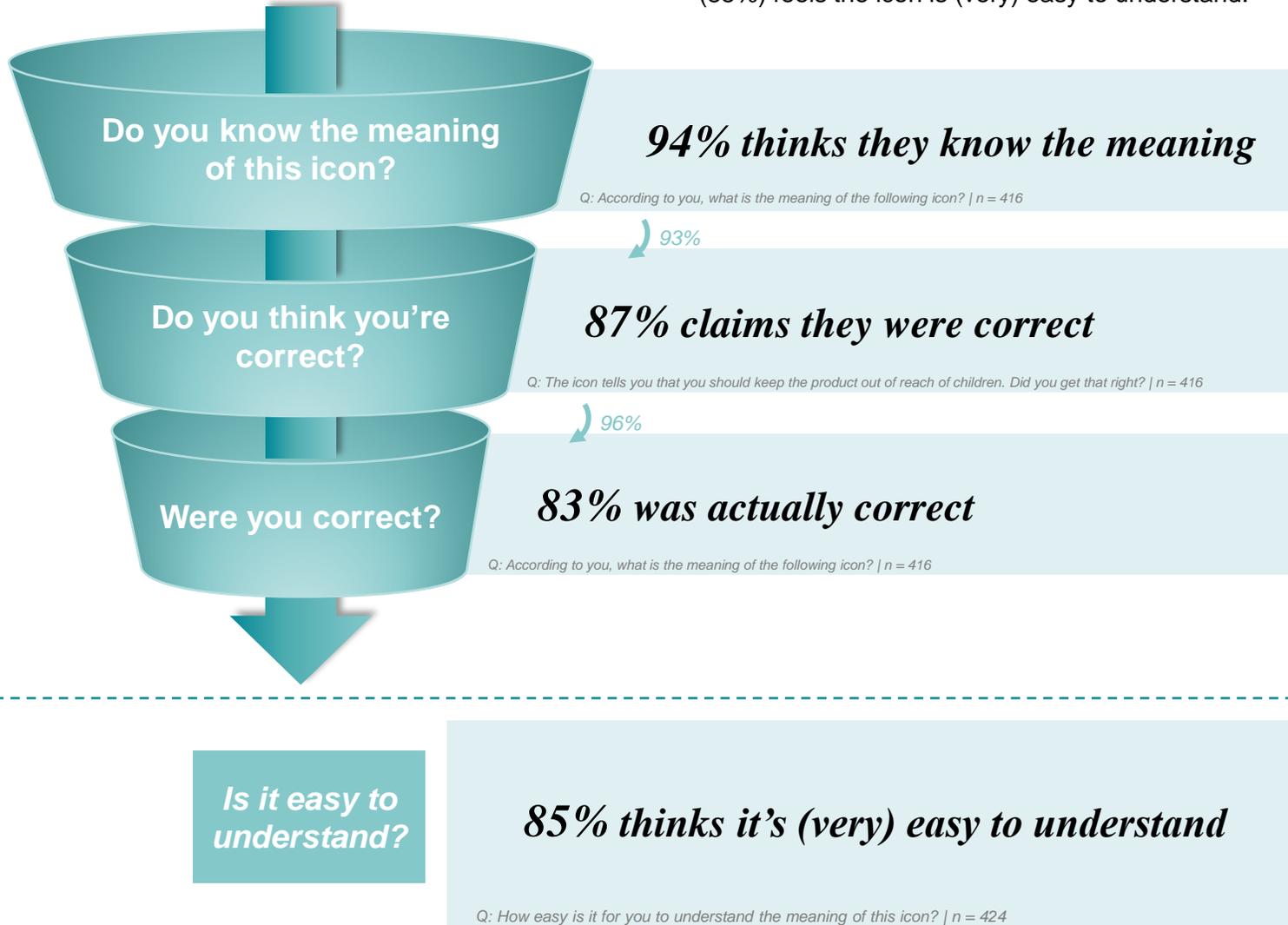


Q: How easy is it for you to understand the meaning of this icon? | n= 109

Significant difference (95%) ★

Icon understanding *overview*

In general, almost all consumers think they know what the icon means when seeing it the first time (94%) . The majority was actually correct (83%), but about 10% didn't get it right. They think it means it's a hazardous product or some respondents said that you should not store it on a high shelf because it could fall down. The majority (85%) feels the icon is (very) easy to understand.



Icon understanding all countries

More than 4 out of 5 consumers understand the meaning of this icon when seeing it the first time. About 10% didn't get the right interpretation. The majority (85%) feels the icon is (very) easy to understand.



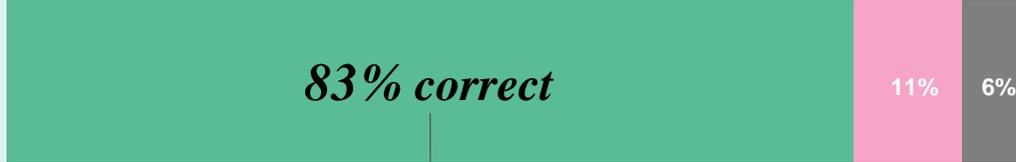
What does it mean?

94% thinks they know the meaning

83% correct

Open-ended question: description of icon meaning

- Correct
- Incorrect
- Opposite
- No idea

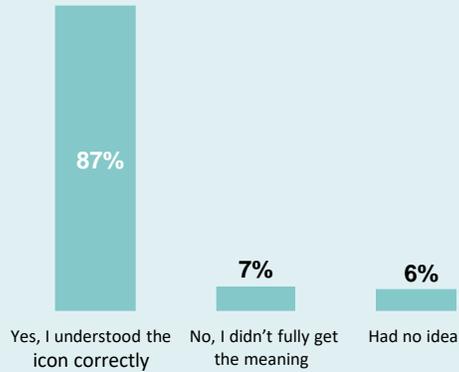


Q: In the future, this icon may be placed on hazardous household chemical products such as detergents, etc. According to you, what is the meaning of the following icon? | n= 416 | Filter: According to you, what is the meaning of the following icon?



Did you get that right?

Y/N question asked after the correct explanation has been shown



Q: The icon tells you that you should keep the product out of reach of children. Did you get that right? | n= 416 | Filter: According to you, what is the meaning of the following icon?

Is it easy to understand?

- Very easy
- Easy
- Neutral
- Difficult
- Very difficult



Q: How easy is it for you to understand the meaning of this icon? | n= 424



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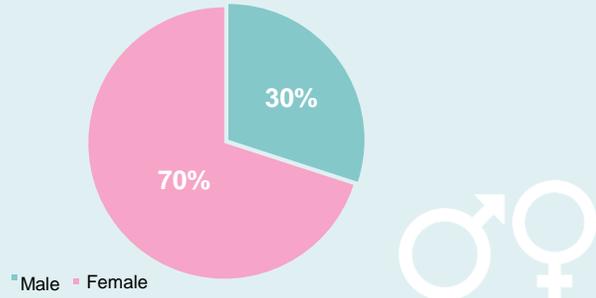
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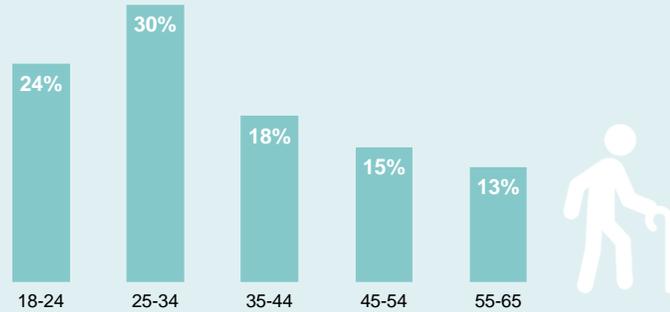
Socio demographics South Africa



Gender



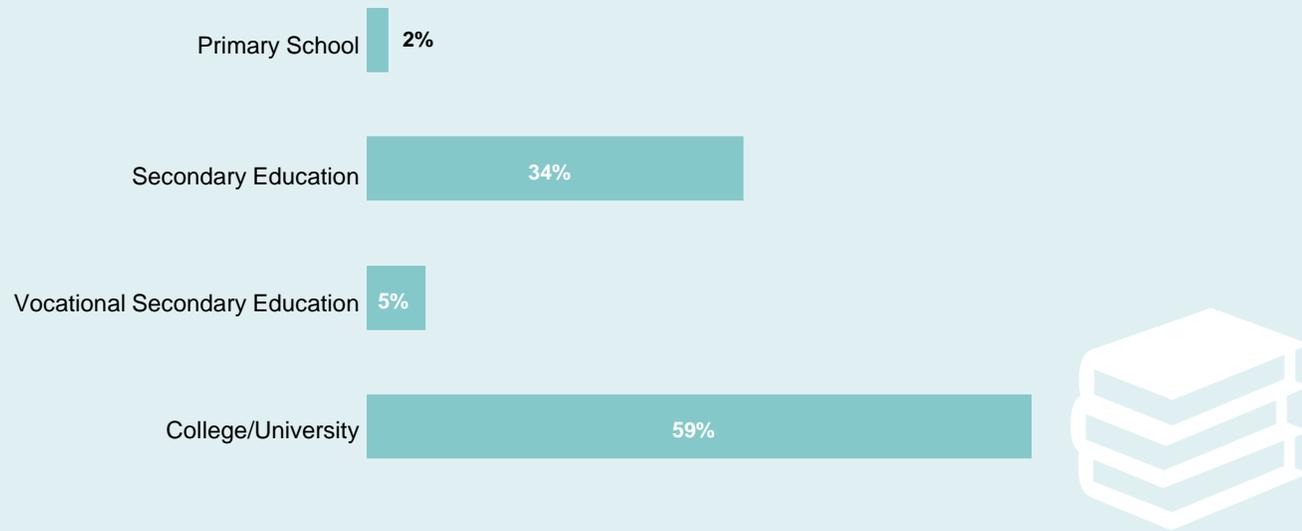
Age



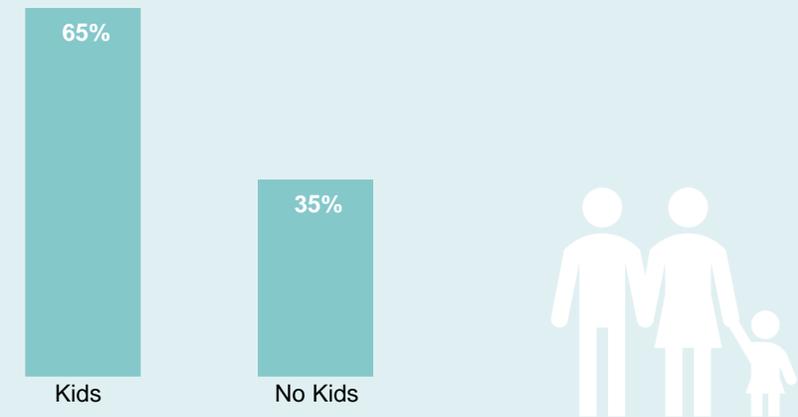
Income



Education



Family composition

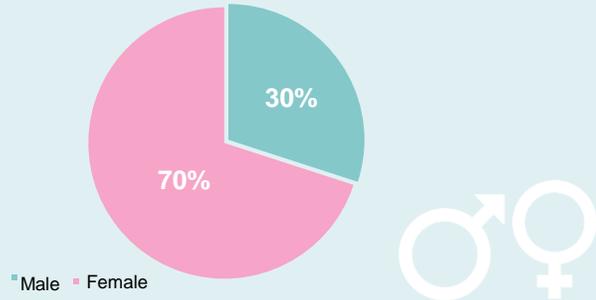


n=107

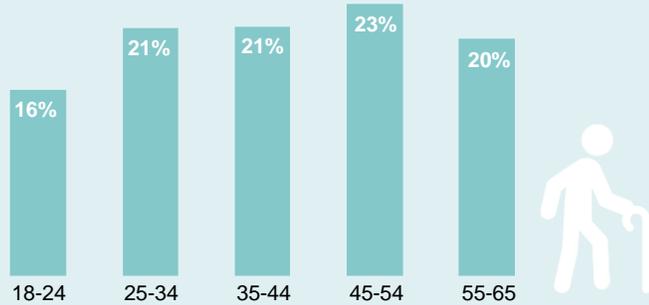
Socio demographics United States



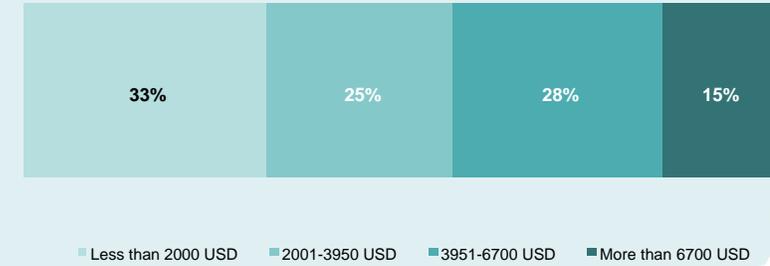
Gender



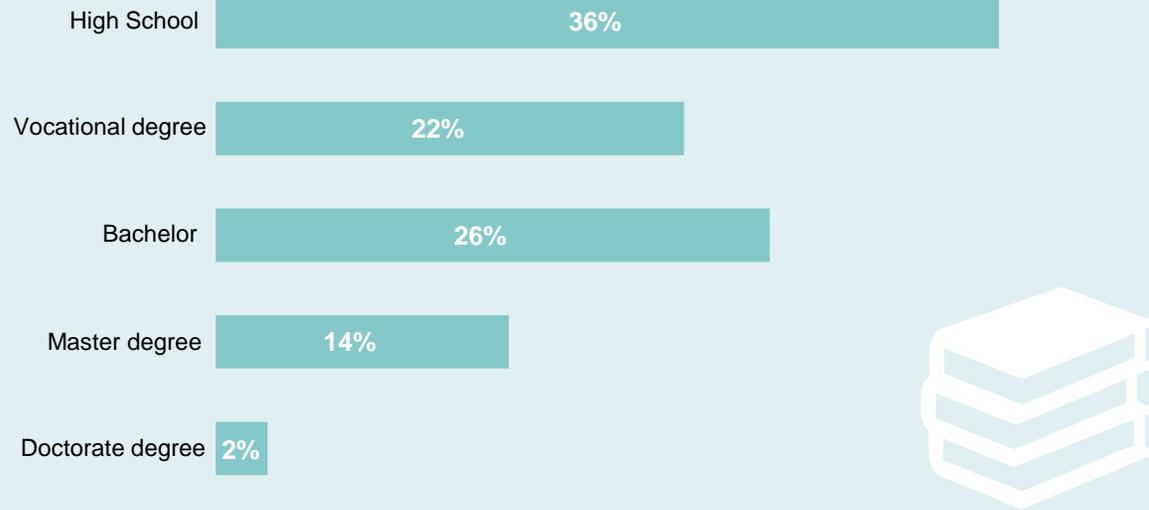
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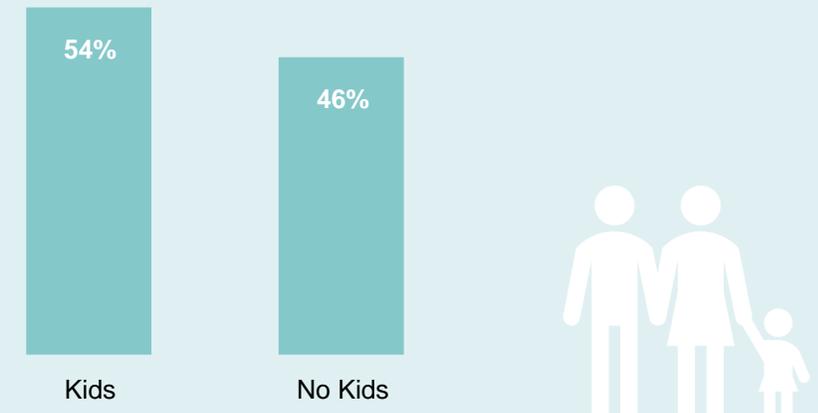
Income



Education



Family composition

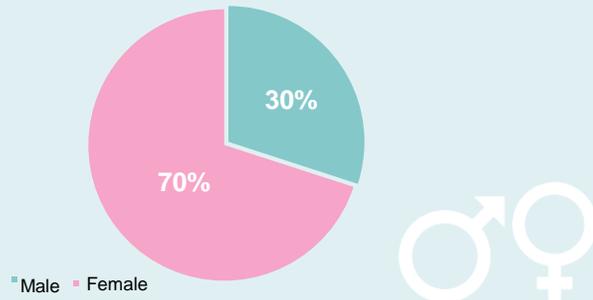


n=106

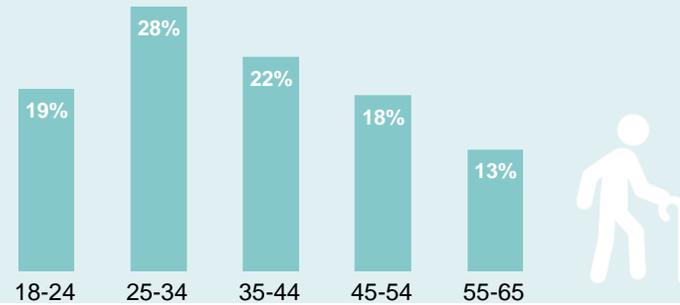
Socio demographics Brazil



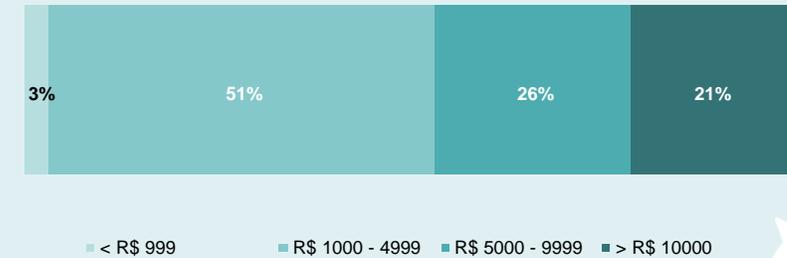
Gender



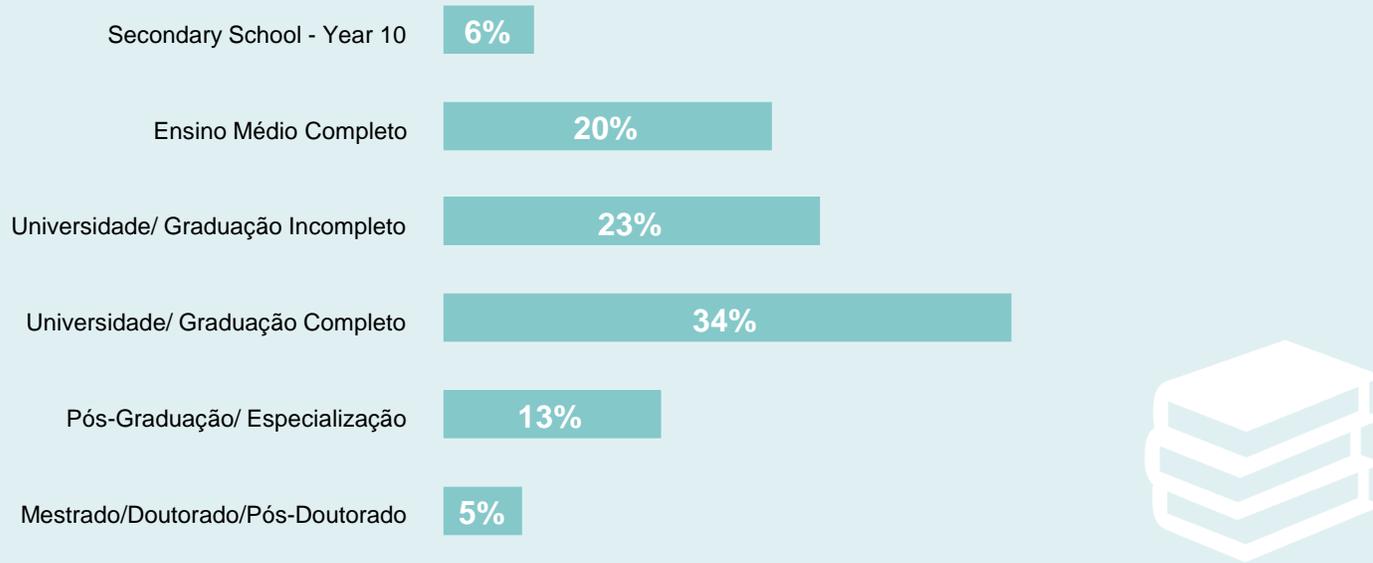
Age



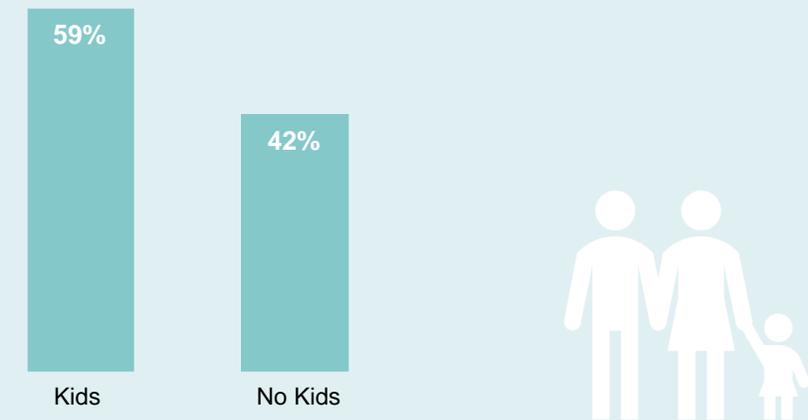
Income



Education



Family composition

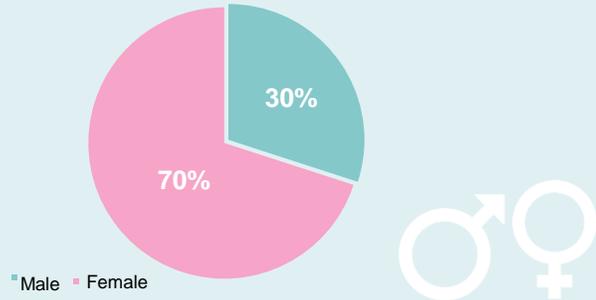


Brazil: n= 102

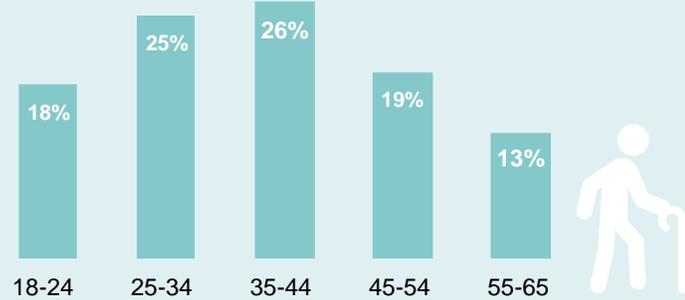
Socio demographics China



Gender



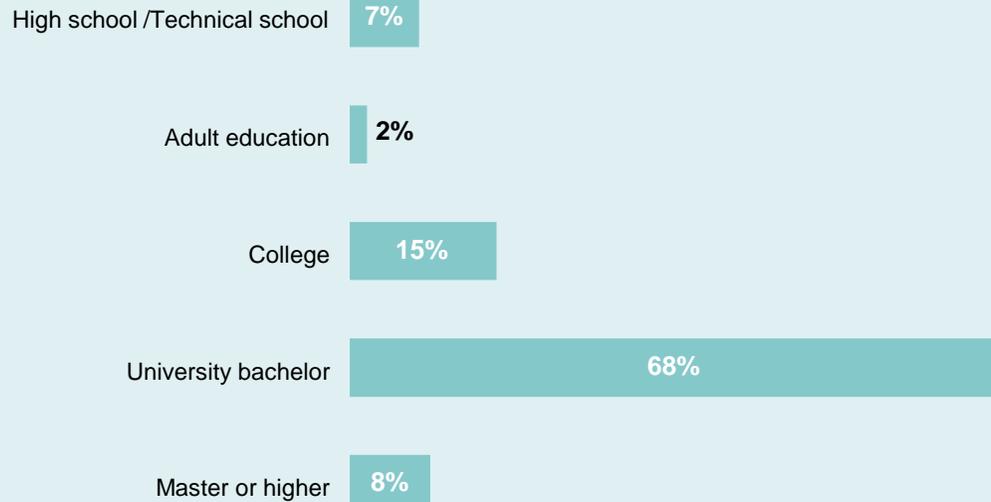
Age



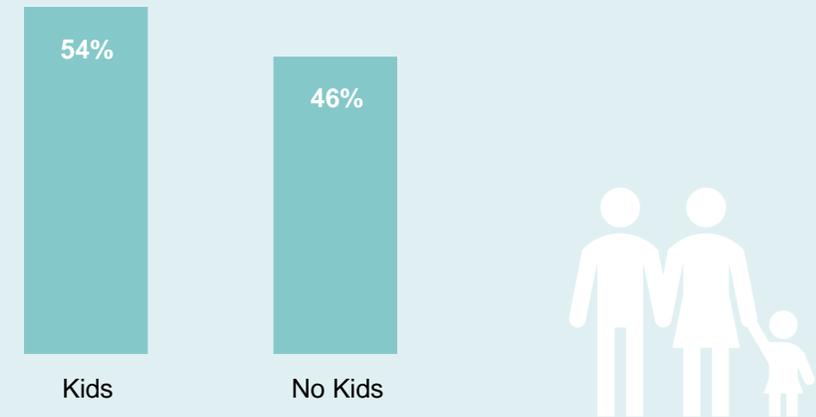
Income



Education



Family composition



n=109

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