

CONSUMER INSIGHT **BITES**

TOPIC: Choose Your Words

METHOD

1175 Canadian consumers answered a survey on pest management practices

RESEARCH PROGRAM

The Customer Comes First: Putting Consumer Intelligence to Work for Horticulture



KEY FINDINGS

Statements of risk-reduction are less effective than benefit statements



Words like **environmentally friendly** rather than **lower use of pesticides** are more impactful

TAKEAWAY

It's believed that statements of risk-reduction draw consumers' attention to the problem rather than focusing on the benefit. Choose your words wisely.