

DuPont™ TEFLON® Brand Omnibus Research Key Findings

DuPont is helping to define awareness in the kitchen as more than someone's prowess in the kitchen. Science and common sense tells us that cooking and healthy eating go hand in hand and can save money, regardless of cooking skills and life demands. It embodies the joys of good food, prepared and consumed with pleasure, in the company of family and friends.

These truths were realized by the "Be Cook Aware" Omnibus Survey that asked a national sample of 1,000 American adults about their cooking habits, including their opinions on the nonstick cookware category:

- The majority of consumers agree that using nonstick cookware is an easier way to cook (90%), and they are aware there are different types of nonstick cookware (80%).
- In fact, two-thirds of consumers (66%) use nonstick pots and pans the most when cooking at home.
- However, many consumers do not know which type of cookware is the healthiest way to cook: nearly a third (32%) admit they don't know which type of cookware is the healthiest way to cook and only one in five (18%) believe nonstick is the healthiest way to cook.
- Still, consumers agree that the best quality nonstick coating carries the TEFLON® brand (71%), and they believe TEFLON® brand nonstick coatings are the best available in market (65%).

The full survey results follow. Please feel free to reach out with any questions or how you might use these for your own purpose.



Top-line Summary

Compared to a year ago:

- Price is a driving factor, be it when purchasing food or cookware. More and more consumers are participating in sales or using discounts (including in-store sales, coupons, online deals).
- With over a third of consumers reporting that they are cooking more often, many are focused on fresh ingredients when purchasing food for their home.
- Consumers are also using recipes to help with their cooking (including online recipes, cookbooks, recipes from family and friends, and cooking shows).
- New recipes have also helped make cooking and eating more fun.
- However, there are challenges in the kitchen, especially when having to clean up after cooking.
- While price is a driving factor for cookware, most Americans are purchasing and using nonstick cookware.



The following questions were asked of 1,000 adults (487 men and 513 women). The independent consumer research study was completed by telephone by TNS March 7-11, 2012, on behalf of DuPont. The survey has a margin of error of 3.1% at the 95% confidence level.

Compared to a year ago, which of the following, if any do you pay more attention to, when purchasing food for your home?

- **Price (73%)**
- Ingredients (48%)
- Nutritional information/labels (46%)
- Quantity (35%)
- Shelf-Life (27%)
- Brand (24%)
- Food source (e.g. local merchants) (20%)
- Organic or natural foods (20%)
- Packaging (e.g. recycled materials, etc.) (16%)
- None of these (10%)

In which of the following ways, if any, has cooking or eating in your home changed over the past year?

- **I cook more often (37%)**
- **I experiment more with food (26%)**
- **I eat more natural or organic foods (23%)**
- **I eat with friends/family more often (19%)**
- I eat more frozen foods (19%)
- I eat more local foods (18%)
- I buy semi-prepared food (13%)
- I order take-out from restaurants more often (7%)
- I eat more processed foods (5%)
- None of these (26%)



Which of the following, if any, are most important to you when it comes to your food choices?

- Fresh ingredients (52%)
- Less fat (49%)
- Less sugar (44%)
- Less salt (44%)
- Nutrients (41%)
- No trans fat (38%)
- Calorie count (35%)
- Degree of processing (25%)
- Organic or natural foods (19%)
- None of these (12%)

Compared to a year ago, which of the following best describes your food purchasing behavior?

- Taking advantage of in-store sales more often (50%)
- Buying only what I need more often (45%)
- Using coupons more often (43%)
- Buying fresh ingredients more often (35%)
- Participating in more store loyalty programs (25%)
- Buying smaller quantities more often (22%)
- Buying in bulk more often (19%)
- Buying from local merchants more often (18%)
- Using online deals more often (10%)
- None of these (16%)



Over the past year, which of the following resource, if any, have you used to help with your cooking?

- Online recipes (46%)
- Cookbooks (27%)
- Recipes from family and friends (26%)
- Cooking shows (17%)
- New cookware (16%)
- New cooking utensils (14%)
- Cooking apps (6%)
- None of these (30%)

Over the past year, which of the following ways, if any, have helped make cooking or eating in your home more fun?

- New recipes (47%)
- Eating with friends/family (30%)
- Cooking with friends/family (20%)
- Different cooking techniques (e.g. fondue, grilling) (19%)
- Making more homemade desserts (16%)
- Experimenting with international cuisines (14%)
- Premium or uncommon ingredients (12%)
- Potluck dinners (10%)



Which of the following, if any, do you consider to be your biggest challenge in the kitchen?

- Cleaning up after cooking (40%)
- Preparation time (26%)
- Preparing foods that everyone likes to eat (24%)
- Washing dishes (24%)
- Not enough time to cook (21%)
- Food spoilage (18%)
- Shopping for ingredients (16%)
- Removing food off pots and pans (14%)
- Not having the right appliances or cooking tools (10%)
- None of these (17%)

Which of the following behaviors, if any, are you more likely to do over the next year?

- Eat leftovers (42%)
- Recycle (36%)
- Cook smaller portions (30%)
- Buy local foods (23%)
- Wash dishes by hand (21%)
- Buy cheaper ingredients (20%)
- Buy food in bulk (17%)
- Substitute ingredients (14%)
- Compost (11%)
- None of these (20%)



Which of the following, if any, do you consider when purchasing cookware?

- Price (70%)
- Durability (63%)
- Quality (62%)
- Materials (e.g. stainless steel, nonstick) (59%)
- Performance (49%)
- Appearance/style (25%)
- Warranty (23%)
- Brand (22%)
- None of these (4%)

Which of the following types of pots and pans, if any, do you use most when cooking at home?

- Nonstick (66%)
- Stainless steel (48%)
- Cast iron (23%)
- Glass (22%)
- Aluminum (16%)
- Ceramic coated (9%)
- Copper (5%)
- Clay (2%)



Which of the following types of cookware do you believe is the healthiest way to cook?

- Stainless steel (31%)
- Glass (26%)
- Cast iron (23%)
- Nonstick (18%)
- Ceramic coated (10%)
- Aluminum (4%)
- Copper (4%)
- Clay (4%)
- None of these (2%)

Please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements.

- 90% strongly or somewhat agree that using nonstick cookware is an easier way to cook.
- 71% strongly or somewhat agree the best quality nonstick coating carries the TEFLON® brand.
- 25% strongly or somewhat agree cookware with nonstick coatings are all the same.
- 43% strongly or somewhat agree that they know the difference between TEFLON® nonstick coatings and other nonstick coatings.
- 80% strongly or somewhat agree that they are aware there are different types of nonstick cookware.
- 65% strongly or somewhat agree TEFLON® nonstick coatings are the best available in the market.

