On behalf of DuPont Teijin Films™, KOR Food Innovation, a full-service culinary and marketing agency, launched a 12 question online survey to test consumer response to the MYLAR® STEAM cooking pouch. The first two questions qualified respondents, allowing only those that frequently purchased vegetables to complete the rest of the survey. Before moving on, consumers were introduced to the MYLAR® STEAM concept through a detailed product description and a picture. The following graphs summarize consumer response to these 10 survey questions. On the last page, complete demographic information is available for respondents. A total of 2,066 completed responses were captured in this survey.
What is the biggest consideration or influence when deciding which vegetables to purchase? (Pick up to three)

- Price: 40.32%
- Convenience: 19.46%
- Ease of Preparation: 35.58%
- In-Season: 40.46%
- Family Preferences: 6%
- Cooking Skills: 45.21%
- Health / Nutrition: 45.21%

Will this concept allow you to expand the variety of vegetables you serve, considering they will come with instructions?

- Definitely Likely: 18.34%
- Very Likely: 34.72%
- Moderately Likely: 26.21%
- Slightly Likely: 12.42%
- Not At All Likely: 8.31%

Would a product that offered no preparation, a short cook time and no clean up increase the number of times you eat and / or serve vegetables each week?

- Definitely Likely: 22.16%
- Very Likely: 33.12%
- Moderately Likely: 24.89%
- Slightly Likely: 13.01%
- Not At All Likely: 6.82%

8% likely to serve more vegetables

How much do you agree / disagree with the statement of: “I perceive fresh steamed vegetables to have a higher nutritional value than those that have been boiled or canned.”

- Strongly Agree: 50.19%
- Agree: 39.24%
- Undecided: 8.18%
- Disagree: 1.9%
- Not At All Likely: 0.49%
Internet Survey Summary

What is the primary reason you would purchase this product?

- Convenience: 32.85%
- Taste & Texture: 33.43%
- Ease of Preparation: 13.32%
- Nutrition: 14.01%
- Safety / Tamper Evidence: 0.83%
- Price: 5.56%

How important is it for you to be able to season to your own taste vs. having your vegetables pre-seasoned for you?

- Extremely Important: 32.47%
- Important: 36.81%
- Moderately Important: 17.38%
- Somewhat Important: 7.21%
- Not Very Important: 6.13%

Comparing this product to vegetables that are already washed, cut up and in a non-microwaveable package, how much more would you be willing to pay for this product?

- $0.00: 13.32%
- $0.50: 14.01%
- $1.00: 0.83%
- $1.50: 5.56%
- $2.00: 32.85%
- $2.50: 33.43%

How concerned are you about cooking in an FDA approved, microwave-safe, plastic package?

- Unconcerned: 13.39%
- Slightly Concerned: 14.01%
- Concerned: 40.98%
- Slightly Unconcerned: 11.81%
- Neither: 38.21%

87% feel it’s important to be able to season to taste.
How often do you purchase fresh vegetables?

At least once per week: (77.01%)
At least once every 2 weeks: (18.93%)
At least once every 3 weeks: (4.07%)