
Enhanced Chicken

Consumer Research

November 2004

(SAI Project #04177)

Sorensen | **the in-store**
Associates | **research company™**

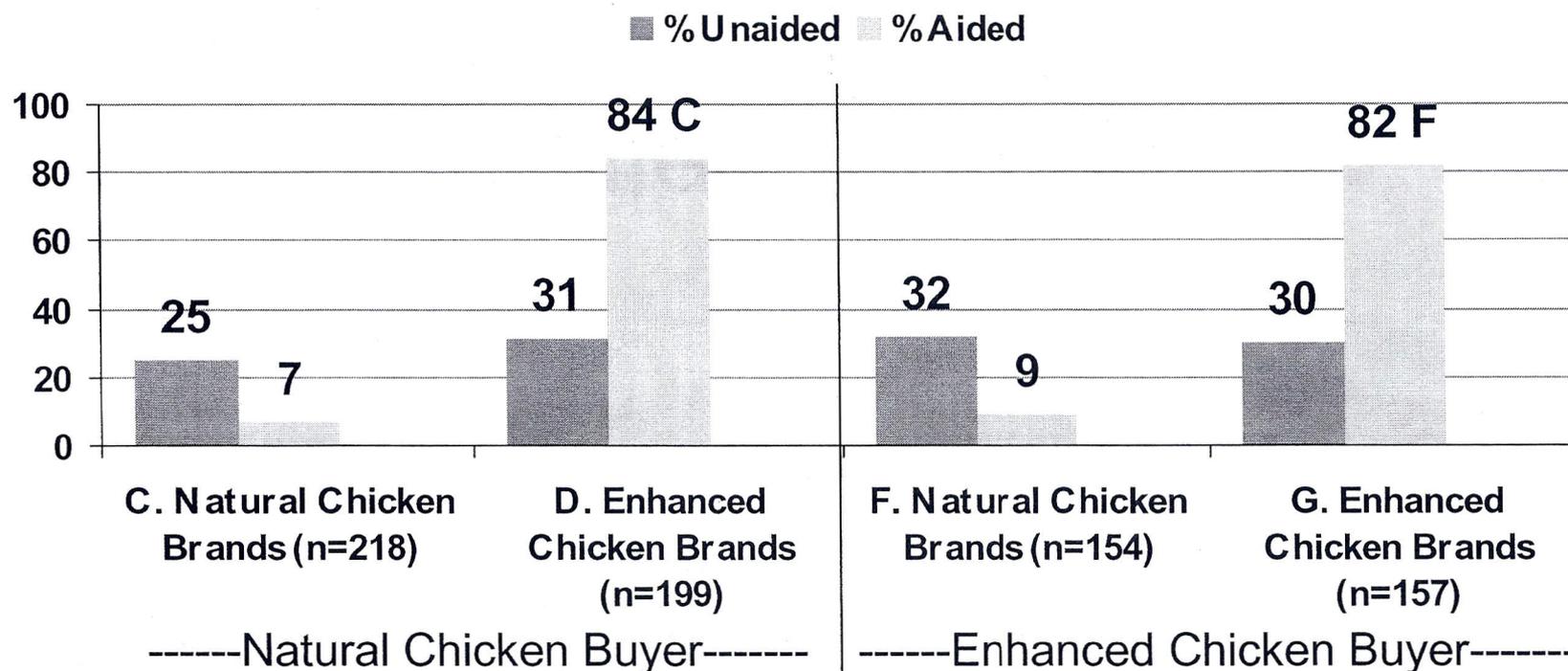
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Methodology

- This project was conducted as an in-store on-shelf package evaluation study. Consumer eligibility was determined based on primary shopper, past participation, security, age 25 – 70, and purchase of fresh, boneless, skinless chicken breasts three or more times in the past month from a grocery store. One-half of consumers purchased a Natural chicken brand most often, while one-half purchased an Enhanced chicken brand most often.
- On a monadic basis, awareness of both a Natural and Enhanced brand of chicken currently available within that store was assessed at the shelf, purchase interest if the chicken contained additives and reaction to learning that some chicken contained additives. Consumers also evaluated several options for wording on additive labels, as well as two different sizes for labels for additives in chicken. The interview concluded with demographic questions.
- The research was conducted among 372 consumers in Atlanta, Chicago, San Francisco, Kansas City, Dallas and Seattle on November 12 – 14, 2004.

Awareness of Additives

- Most users of enhanced chicken are not aware that it contains additives (unaided), until specifically directed to look at the label (aided). Even after looking at the label, nearly 1 out of 5 enhanced chicken buyers don't realize that the chicken contains additives.



A1. Without looking at the package on the shelf, does [Brand] fresh chicken contain additives such as salt water, sodium phosphates or chicken broth?

A2. Now that you have looked at the [Brand] fresh chicken package, does it contain additives?

Statistical significance at 90%