Overview

➤ Study design
➤ Participant profile
➤ Concept testing for thermometer characters
➤ Concept testing for slogans
➤ New characters and slogans
Study Design

- **Raleigh, NC**
  1. Parents (ages 21–35) of young children (≤ 6 years)
  2. General population (ages 21–65)
     - Semi-rural representation (only recruited outside of city limits)

- **New Orleans, LA**
  3. Seniors (ages 60–75)
  4. Parents (ages 21–35) of young children (≤ 6 years)
     - Urban representation
Recruiting Criteria

- Primary (or shared) responsibility for preparing meals
- Prepares food and cooks at home at least 3 times a week
- Saves or eats leftovers
- Non-vegetarian
- Recruited 1 or 2 English-speaking Hispanics for each group
- Recruited 1 or 2 pregnant women for each young parents group
Participant Profile: Demographics

- 38 participants (17 young parents, 11 seniors, 10 general population)
- 66% female
- Average age
  - Young parents: 30
  - Seniors: 63
  - General population: 42
- 62% Caucasian, 19% African-American, 19% Hispanic
- Average years of education: 15
- Average income: $43,712
Participant Profile: Food Safety Behaviors

- 68% wash hands with soap after handling raw meat or poultry
- 84% wash cutting board with soap and/or bleach after cutting raw meat or poultry
- 13% put leftovers with meat or poultry in refrigerator immediately
- 22% have experienced foodborne illness in the past 12 months (themselves or household member)
- 66% are aware of Safe-Handling labels
Participant Profile: Thermometer Usage

- 42% own a food thermometer
- 21% always or often use a food thermometer when cooking *beef or pork roasts*
- 24% always or often use a food thermometer when cooking *turkeys or whole chickens*
- 5% always or often use a food thermometer when cooking *hamburgers*
Concept Testing for Characters: Plain Thermometers
Round-Shaped Thermometer Preferred

- Digital display (numbers) easier to read
- Liked the “F” indicating Fahrenheit
- Liked the red button
- More realistic — looks like a thermometer you would use
Concept Testing for Characters: Dressed Thermometers
Round-Shaped Thermometer Preferred

- Digital display (numbers) easier to read
- Most participants liked the sweat beads, hat, and handkerchief
- Liked facial features — happy and friendly
- Liked position of hand pointing to temperature
- Did not like the scarf on the bell-shaped thermometer
Rating of Thermometer Characters

Write a “1” below the character you like the most, a “2” below your second-most preferred character, and a “3” below your third-most preferred character.

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<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
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<td>75.9</td>
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Number of #1 votes

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Suggested Changes for Round-Shaped Thermometer

- Make dots on handkerchief yellow
- Make lines of hat more defined
- Make shadow red (instead of blue)
- Make face (cheeks) redder
- Keep smile, but make numbers easier to read (straighten out 160°)
- Make numbers black on white background, not blue — easier to read
- Drop decimal point from 160°, keep “F”
- Add red button like on plain thermometer
- Instead of handkerchief, hand makes thumbs-up or okay sign
New Thermometer Characters (I)
New Thermometer Characters (II)
Suggested Names for Thermometer Character

- Thermy (Thermie)
- Tempy (Tempie)
- Chef Thurmond
- Hot Shot
- Theo
- Thermo
- Temperman

- He, She, or It? ⇒ The majority of participants said “he”
Thermometers in Hamburger

- Most liked the thermometer being shown in meat

- Preferred thermometer inserted in the top rather than the side of the burger
  - Easier to read
  - Side insert awkward — burn yourself

- Some said the burger should look more realistic

- Some suggested showing a grill beneath the burger

- Some said thermometers shown in meat should be straight up and down like the stand-alone thermometers (did not like angle of head)
Thermometers in Roasts and Turkeys

- Some said the turkey needed to be browner (looks raw)
- One participant thought the thermometer was not inserted far enough into the turkey
Thermometer in Leftover Beef Stew

- Participants did not identify the food shown as leftovers
- Leftovers should appear in a plastic dish or with a microwave because that is how most consumers reheat leftovers
Thermometer Slogans Tested

Raleigh, NC

A  COOK TO THE “T”emperature
B  COOK TO THE T’s
   for Temperature and Taste
C  Cook to a “T”
   for Temperature and Taste
D  Cook it to a “T”
   for Temperature and Taste
E  Cook It Safely
   Temperature Rules!
F  Thermie says:
   Temperature Rules!
G  Use a Thermometer
   ...it’s a Safe Measure
H  Is it Safe Yet?
I  Show Me the Temperature
J  Thermie says: “COOKITSAFE!”
K  Use Thermie!

New Orleans, LA

A  Cook to a “T”
   for Temperature and Taste
B  Cook it to a “T”
   for Temperature and Taste
C  Cook It Safely
   Temperature Rules!
D  Use a Thermometer ...
   it’s a Safe Measure
E  Is it Safe Yet?
F  Show Me the Temperature
G  _________________ says:
   “COOKITSAFE!”
H  When the Temperature is Right,
   It’s Safe to Bite
I  Safety to the Max ...
   Know Your Temperature Facts
Favorite Slogans from Rating Sheets

- Use a Thermometer … It’s a Safe Measure (10)
- When the Temperature is Right, It’s Safe to Bite* (8)
- ______________ says: “COOKITS SAFE!” (7)
- Is it Safe Yet? (7)
- Show Me the Temperature (7)

( ) = total number of #1 and #2 votes for the four groups

* Suggested by a Raleigh participant, tested in New Orleans only
Slogans Suggested by Participants

- Cooking it Right for Your Delight
- Cook it to Here to Avoid any Fear
- Be Safe, Be Sure, Cook to the Right Temperature
- Cook with Confidence
- _____________ Gets it Done
New Characters and Slogans (I)

Use a Thermometer...

It's a Safe Measure

It's Safe to Bite

When the Temperature is Right
New Characters and Slogans (II)

Thermy says: 'COOKITSAFE!'
Thinking of your usual habits over the past year, how often do you use a thermometer when you prepare …

**Beef or Pork Roasts**
- Always: 3
- Sometimes: 5
- Often: 5
- Never: 22
- Did not cook: 2
- Do not own food thermometer: 2

**Turkeys or Whole Chickens**
- Always: 5
- Sometimes: 4
- Often: 4
- Never: 22
- Did not cook: 1
- Do not own food thermometer: 1

**Hamburgers**
- Always: 2
- Sometimes: 2
- Often: 11
- Never: 22
- Did not cook: 1
- Do not own food thermometer: 1