



PLMA Kitchenware & Cookware Consumers Survey

Overview

Private label and mass merchandisers are the big winners in a new, nationwide survey from PLMA of consumer attitudes towards kitchenware and cookware products.

Kitchenware and cookware sold by mass merchandisers, club stores and supermarkets under their own store brands have built a strong following among American consumers. Among the top 12 brands of kitchenware and cookware, 6 were retailers' store brands.

The survey also reveals that consumers are far more likely to buy kitchenware and cookware in mass merchandisers than they are in channels that specialize in the products, such as home décor, home goods and home improvement stores; or in any other type of store.

The results were contained in a new study completed for PLMA by Surveylab, a global leader in customized online research. The study, which was done in March 2019, analyzed the preferences and attitudes of consumers towards the purchase of kitchenware and cookware products; the retail channels that sell them, both bricks and mortar and online; brands, including store brands; product features and attributes; innovation, and price. More than 1,000 shoppers (612 women, 446 men) participated in the survey.

Highlights of the study

- 1. Consumer awareness of private label is high.** When consumers were asked how aware they are of the availability of private label or store brand products in a variety of channels, mass merchandisers drew the highest response: 68% said they are “very aware/aware” of the presence of store brands in that type of store. Next are supermarkets (cited by 51%) and Amazon (51%); home décor or home goods stores (48%), club stores (47%), department stores (47%), drug stores (43%), home improvement stores (41%), online specialty stores (41%), dollar stores (36%), discount stores (35%), hardware stores (33%), local stores and boutiques (32%), and convenience stores (21%).
- 2. Private label kitchenware and cookware are popular with consumers.** Among the twelve most popular kitchenware and cookware brands consumers said they recently purchased, six were store brands. Walmart’s Mainstays store brand received the second highest number of responses overall (cited by 37%), trailing only industry icon Rubbermaid (51%), but ahead of big brands Farberware, Tupperware, Corning Ware, and OXO (18%). Other store brands among the top 12 were Costco’s Kirkland, Target’s Made by Design, Kroger’s Everyday Living, Williams-Sonoma’s Open Kitchen, and Walgreens’ Living Solutions.
- 3. Mass merchandisers dominate.** An overwhelming number of consumers buy kitchenware and cookware at mass merchandisers, such as Walmart and Target, compared to other types of stores. Some 82% buy the products at mass merchandisers, followed by home décor and home goods stores (54%), Amazon (54%), and department stores (50%). Supermarkets (35%) and club stores (31%) are next.
- 4. Consumers are looking for performance and durability.** In large numbers, shoppers say performance (68%) and durability (65%) are “very important” factors in their decision to buy a particular item. Sustainability follows at 40%, then dishwasher friendly/easy to clean (37%), easy assembly of

the product (33%), the ability to handle the product before purchase (28%), it is on sale or I have a coupon (27%), design (27%), new technology or innovation (24%), convenient delivery (23%), online rating or review (21%) and it fits with my other products (20%).

5. **Price is major consideration.** For nearly half of the respondents, price is “very important” when they consider the purchase of any kitchenware and cookware product; another one quarter say price is “somewhat important.” But they offer a caveat: 57% say their price sensitivity depends on the particular product. One quarter are willing to pay more for a product they need.
6. **Product innovation is important.** Fully 77% would like to see more innovation in kitchenware and cookware; 82% say innovation of kitchenware and cookware has been consistent in recent years, and 75% say it is easy for them to find innovative kitchenware and cookware. For three in ten, innovation usually means higher prices, but they are willing to pay for it. As for where innovation will come from, half say specialty stores are more likely to offer innovative products, and one-third say they can be found in every type of store. Cooking is important: more than half in the study cook or prepare food at home five or more times a week for themselves or their household.
7. **Most consumers buy kitchenware and cookware products once or twice a year.** Seven in ten purchase products once or twice a year. Of that group, 6% buy them every week and another 7% buy them more than once a month. The main reason consumers buy is to replace products that get old or lose their effectiveness (cited by 74%), while 51% have a use or need for a specific product. Other reasons: I find new products, I find that products I want are on sale or I have a coupon, I find improved versions of existing products, and I find innovative products.
8. **Consumers know kitchenware and cookware products are available in their supermarket.** Three-fourths in the survey are aware their supermarket offers kitchenware and cookware, and 63% of them say they buy the products there. Respondents provided a road map on what they want to see from their supermarkets in kitchenware and cookware: 47% want a greater variety,

40% want more lower priced items, 33% want more higher quality products, 29% want more innovative products, 19% want more products not available elsewhere, 15% want more store brands kitchenware and cookware, and 14% want more higher end products.

9. **Kitchenware and cookware are frequently bought online.** Among a variety of goods and services purchased online, kitchenware and cookware were ranked highly. Some 41% said they have bought such products online during the past year. More widely purchased were clothing and footwear (63% of respondents), health and beauty products (45%), and electronics (44%). Home décor was bought online by 31% and home improvement products by 25%. Food and beverages came in at 26%.
10. **Consumers say that the Internet is the best source for product information.** When they consider buying kitchenware and cookware, two thirds say searching the Internet is among the best sources of information about the product. Next most often cited is the recommendation of family or a friend (41%) and “while they are shopping in the store” (40%). The package of the product is informative for 21% and in-store demonstrations is cited by 18%. Looking at mass media, about one in five said ads and promos; magazines and newspapers; and TV. Other than You Tube (18%), social media is ranked lower: Facebook and Instagram (both 12%), followed by Pinterest (10%).

Questionnaire and Survey Results

1. Do you have kitchenware and cookware products in your home?

	Answer	%
Yes		100.0
No		0
Don't know		0
Total		1058

2. Who in your household is primarily responsible for the purchase of kitchenware and cookware products?

	Answer	%
I am		72.8
I share the primary responsibility with another adult member of my household		27.2
Someone else		0
Total		1058

3. On average, how often do you use the kitchenware and cookware products you have in your home?

	Answer	%
Daily		68.6
Several times a week		27.3
Several times a month		3.0
Several times a year		0.6
Rarely		0.5
Never		0
Don't know		0
Total		1055

4. On average, how often do you buy kitchenware and

cookware products?

Answer	%
Every week	5.8
More than once a month	7.4
Once every 2-3 months	25.9
Once or twice a year	30.6
Every few years	16.5
Rarely	13.8
Never	0
Don't know	0
Total	1058

5. When you buy kitchenware and cookware products, what are some of the reasons you buy them?

Answer	%
I have a use or need for a specific product	51
I replace products that get old or lose their effectiveness	73.7
I tend to discard products after a period of time	17.2
I find a new store in my area that sells them	5.4
I find improved versions of existing products	30.7
I find products I want are on sale or I have a coupon	30.9
I find new products	35.4
I find innovative products	25.9
I find products I never bought before	23.1
I am cooking more meals at home	18.9
Total	1057

6. On average, how often do you buy new kitchenware and cookware products that you have never bought before?

Answer	%
Every week	5.0
More than once a month	4.7
Once every 2-3 months	13.3
Once or twice a year	30.3
Every few years	19.3
Rarely	24.1
Never	1.9
Don't know	1.5
Total	1057

7. How important is price when you consider the purchase of any kitchenware and cookware product?

	Answer	%
	Price is very important	45.2
	Price is somewhat important	22.7
	I do not look at prices	1.6
	It depends on the type of product	56.9
	I am willing to pay more for a new product	14.0
	I am willing to pay more for a product I need	25.0
	I am willing to pay more for an innovative product	16.5
	I am willing to pay more for a product from a specific brand or manufacturer	11.8
	Total	1028

8. How important are the following attributes when you consider the purchase of any kitchenware and cookware product?

a. Its design

	Answer	%
	Very Important	27.1
	Important	36.4
	Somewhat Important	27.5
	Not Important	8.2
	Don't Know	0.9
	Total	1041

b. Its packaging

	Answer	%
	Very Important	12.1
	Important	14.7
	Somewhat Important	20.9
	Not Important	50.7
	Don't Know	1.5
	Total	1041

c. Its performance

	Answer	%
Very Important		68.0
Important		25.4
Somewhat Important		4.9
Not Important		1.2
Don't Know		0.6
Total		1040

d. Its color

	Answer	%
Very Important		14.7
Important		22.1
Somewhat Important		32.5
Not Important		30.1
Don't Know		0.6
Total		1034

e. It fits in with my other products

	Answer	%
Very Important		20.4
Important		30.3
Somewhat Important		27.0
Not Important		21.0
Don't Know		1.2
Total		1050

f. Its durability

	Answer	%
Very Important		65.1
Important		28.2
Somewhat Important		5.1
Not Important		1.1
Don't Know		0.6
Total		1045

g. It's dishwasher-friendly or easy to clean

Answer	%
Very Important	37.1
Important	33.4
Somewhat Important	16.6
Not Important	11.9
Don't Know	1.1
Total	1043

h. It offers new technology or innovation

Answer	%
Very Important	24.2
Important	30.5
Somewhat Important	30.0
Not Important	13.2
Don't Know	2.1
Total	1044

9. Now, how important are the following factors when you consider the purchase of any kitchenware and cookware product?**a. My ability to handle the product before buying it**

Answer	%
Very Important	28.1
Important	30.2
Somewhat Important	27.1
Not Important	12.9
Don't Know	1.7
Total	1048

b. Its sustainability

Answer	%
Very Important	40.0
Important	35.4
Somewhat Important	15.3
Not Important	7.4
Don't Know	1.9
Total	1041

c. An in-store demonstration of the product

	Answer	%
Very Important		11.3
Important		17.0
Somewhat Important		23.3
Not Important		46.7
Don't Know		1.7
Total		1046

d. Previous satisfaction with the product

	Answer	%
Very Important		30.7
Important		42.7
Somewhat Important		19.3
Not Important		5.9
Don't Know		1.4
Total		1049

e. Satisfaction with a similar product

	Answer	%
Very Important		28.4
Important		43.4
Somewhat Important		21
Not Important		6.1
Don't Know		1.1
Total		1043

f. Service and guarantee of the store

	Answer	%
Very Important		30.2
Important		38.0
Somewhat Important		21.9
Not Important		8.6
Don't Know		1.2
Total		1049

g. Familiarity with the brand or manufacturer

	Answer	%
Very Important		22.0
Important		37.1
Somewhat Important		29.8
Not Important		9.8
Don't Know		1.2
Total		1049

h. Trust in the store that sells it

	Answer	%
Very Important		27.5
Important		38.6
Somewhat Important		24.2
Not Important		8.3
Don't Know		1.3
Total		1049

i. Minimal packaging

	Answer	%
Very Important		13.7
Important		23.2
Somewhat Important		28.7
Not Important		32.6
Don't Know		1.9
Total		1040

j. Recommendation of family or friend

	Answer	%
Very Important		16.3
Important		28.8
Somewhat Important		32.6
Not Important		21
Don't Know		1.3
Total		1050

k. Online rating or review

Answer	%
Very Important	21.4
Important	33.7
Somewhat Important	25.1
Not Important	18.4
Don't Know	1.4
Total	1043

l. TV ad or infomercial

Answer	%
Very Important	9.5
Important	14.6
Somewhat Important	19.9
Not Important	54.6
Don't Know	1.4
Total	1037

m. It offers a new experience

Answer	%
Very Important	17.8
Important	27.5
Somewhat Important	30
Not Important	22.5
Don't Know	2.2
Total	1049

n. Convenient delivery of the product

Answer	%
Very Important	22.7
Important	32.4
Somewhat Important	26.8
Not Important	16.4
Don't Know	1.7
Total	1045

o. Easy assembly of the product

	Answer	%
Answer		%
Very Important		32.5
Important		38.4
Somewhat Important		22.7
Not Important		4.9
Don't Know		1.5
Total		1041

p. It is on sale or I have a coupon

	Answer	%
Very Important		26.5
Important		32.5
Somewhat Important		28.8
Not Important		11.3
Don't Know		0.9
Total		1048

q. It complements my lifestyle and décor

	Answer	%
Very Important		17.5
Important		27.4
Somewhat Important		29.8
Not Important		24.2
Don't Know		1.0
Total		1049

10. How do you feel about innovation in kitchenware and cookware products?

Answer	%
I would welcome more innovation in kitchenware and cookware products	76.7
I don't see the need for innovation in kitchenware and cookware products	21.8
Innovation usually means higher prices and I am willing to pay for it	28.9
Innovation usually means higher prices, but I am not willing to pay for it	40.8
Innovation does not usually mean higher prices	27.6
Specialty stores are more likely to offer innovative kitchenware and cookware products	47.9
Supermarkets are more likely to offer innovative kitchenware and cookware products	12.4
Innovative kitchenware and cookware products can be found in every type of store	36.4
It is easy for me to find innovative kitchenware and cookware products	75.4
Innovative kitchenware and cookware products are hard for me to find	20.5
Innovation of kitchenware and cookware products has been consistent in recent years	81.8
Innovation of kitchenware and cookware products has not occurred in recent years	14.1
Total	1058

11. Looking at these types of stores, in which would you say you buy kitchenware and cookware products?

Answer	%
Department stores, such as JCPenney, Nordstrom	50.1
Home décor and home goods stores, such as Bed, Bath & Beyond; Williams-Sonoma	53.9
Home improvement stores, such as Home Depot, Lowe's	27.9
Hardware stores, such as Ace	8.5
My local stores or boutiques	21.6
TV shopping channels or infomercials	12.2
Secondhand or consignment stores	10.4
Online at Amazon.com	53.5
Online at other websites	19.4
Total	1049

12. Now, looking at these other types of stores, in which would you say you buy kitchenware and cookware products?

Answer	%
Supermarkets, such as Kroger, Safeway	35.3
Drug stores, such as Walgreens, CVS	12.9
Mass merchandisers, such as Wal-Mart, Target	82
Discount stores, such as Aldi, Save-A-Lot	17.7
Club stores, such as Costco, Sam's	31.3
Dollar stores, such as Dollar General, Dollar Tree	20.5
Convenience stores, such as 7-Eleven	1.7
Total	1043

13. In which type of store do you prefer to buy kitchenware and cookware products?

Answer	%
In my favorite supermarket	21.2
In a store that specializes in them	22.8
In many different types of stores	56.1
Total	1043

14. Regarding the frequency of your purchase of kitchenware and cookware products in the following types of stores, how often would you say you buy them?

a. Department stores, such as JCPenney, Nordstrom

	Answer	%
Weekly		7
Monthly		6.5
Semi-annually		14.7
Yearly		14.4
Less often than yearly		52.1
Don't Know		5.3
Total		1046

b. Home décor and home goods stores, such as Bed, Bath & Beyond; Williams-Sonoma

	Answer	%
Weekly		4.1
Monthly		11.5
Semi-annually		17.8
Yearly		17.5
Less often than yearly		42.0
Don't Know		7.0
Total		1049

c. Home improvement stores, such as Home Depot, Lowe's

	Answer	%
Weekly		4.7
Monthly		9.6
Semi-annually		13.9
Yearly		10.6
Less often than yearly		50.9
Don't Know		10.3
Total		1045

d. Hardware stores, such as Ace

Answer	%
Weekly	3.4
Monthly	7.8
Semi-annually	9.9
Yearly	8.1
Less often than yearly	54
Don't Know	16.8
Total	1035

e. Online at Amazon.com

Answer	%
Weekly	6.9
Monthly	13.8
Semi-annually	20.4
Yearly	16.3
Less often than yearly	33.6
Don't Know	9.0
Total	1039

f. Online at specialty store websites

Answer	%
Weekly	4.6
Monthly	9.4
Semi-annually	12.3
Yearly	11.1
Less often than yearly	47.5
Don't Know	15.1
Total	1035

g. My local stores or boutiques

Answer	%
Weekly	5
Monthly	9.1
Semi-annually	12.5
Yearly	10.5
Less often than yearly	47.8
Don't Know	15.1
Total	1043

h. TV shopping channels or infomercials

	Answer	%
Weekly		3.6
Monthly		6.6
Semi-annually		7.9
Yearly		7
Less often than yearly		51.6
Don't Know		23.4
Total		1035

i. Secondhand or consignment stores

	Answer	%
Weekly		4.1
Monthly		5.8
Semi-annually		10.7
Yearly		7.6
Less often than yearly		50
Don't Know		21.8
Total		1031

j. Supermarkets, such as Kroger, Safeway

	Answer	%
Weekly		8.2
Monthly		9.2
Semi-annually		13.8
Yearly		11.3
Less often than yearly		46.9
Don't Know		10.7
Total		1047

15. Now, regarding the frequency of your purchase of kitchenware and cookware products in the following types of stores, how often would you say you buy them?

a. Drug stores, such as Walgreens, CVS

	Answer	%
Weekly		5.4
Monthly		9.7
Semi-annually		9.7
Yearly		7.0
Less often than yearly		53.1
Don't Know		15.1
Total		1033

b. Mass merchandisers, such as Wal-Mart, Target

	Answer	%
Weekly		7.8
Monthly		16
Semi-annually		26.4
Yearly		19.9
Less often than yearly		25.9
Don't Know		4.0
Total		1040

c. Discount stores, such as Aldi, Save-A-Lot

	Answer	%
Weekly		4.2
Monthly		10
Semi-annually		9.5
Yearly		9.1
Less often than yearly		51
Don't Know		16.2
Total		1038

d. Club stores, such as Costco, Sam's

	Answer	%
Weekly		5.1
Monthly		9.8
Semi-annually		12.3
Yearly		10.0
Less often than yearly		48.5
Don't Know		14.4
Total		1045

e. Dollar stores, such as Dollar General, Dollar Tree

	Answer	%
Weekly		6.6
Monthly		9.6
Semi-annually		11.2
Yearly		9.8
Less often than yearly		47.6
Don't Know		15.2
Total		1040

f. Convenience stores, such as 7-Eleven

	Answer	%
Weekly		5.3
Monthly		7.8
Semi-annually		5.7
Yearly		3.3
Less often than yearly		54.2
Don't Know		23.7
Total		1034

16. Do you know if your favorite supermarket offers kitchenware and cookware products?

	Answer	%
Yes		75.3
No		13.3
Don't know		11.4
Total		1057

17. Do you buy kitchenware and cookware products in your favorite supermarket?

	Answer	%
Yes		62.7
No		37.3
Total		781

18. Would you buy kitchenware and cookware from your favorite supermarket if they were to offer such products?

	Answer	%
Definitely Would		5.7
Probably Would		25.5
Might or Might Not		44.7
Probably Would Not		18.4
Definitely Would Not		5.7
Total		141

19. Would you like your favorite supermarket to offer any of the following?

	Answer	%
A greater variety of kitchenware and cookware products		46.6
More innovative kitchenware and cookware products		28.7
More higher quality kitchenware and cookware products		33.3
More kitchenware and cookware products that are not available elsewhere		18.7
More lower-priced kitchenware and cookware products		39.8
More higher-end kitchenware and cookware products		13.6
More store brands kitchenware and cookware products		14.9
Other		7.3
Total		1024

20. What kinds of products and services did you buy online during the past year?

Answer	%
Kitchenware and cookware products	41.4
Home improvement products	24.8
Home décor products	30.7
Food & beverages	26.2
Vitamins & supplements	35.0
Health & beauty products	44.7
Over-the-counter medications	15.2
Electronics	44.4
Books	37.6
Music	23.4
Travel arrangements	27.4
Clothing & footwear	63.3
Office supplies	23.6
Pet care products	31.3
Total	1023

21. When you consider buying kitchenware and cookware products, what would you say are the best sources of information about the products?

Answer	%
Searching on the Internet	64.2
Magazines and newspapers	18.0
TV and radio programs	16.7
Blogs	7.0
Ads and promotions	21.2
The package of the product	21.2
In-store demonstrations	17.9
Facebook	11.6
Instagram	11.8
Pinterest	10.0
Twitter	7.1
You Tube	17.5
Recommendation of a family member or friend	41.2
Recommendation found on social media	8.6
While I am shopping in the store	39.5
Total	1051

22. About how much do you spend annually on kitchenware and cookware products?

	Answer	%
Under \$100		42.6
\$100-\$500		36.0
\$501-\$1,000		10.7
More than \$1,000		5.7
Don't know		5.1
Total		1041

23. When you buy kitchenware and cookware products, how important is the country of origin of the manufacturer of the product?

	Answer	%
Very Important		18.5
Important		27.4
I Have No Opinion		29.6
Not Important		14.4
Not Very Important		10.1
Total		1053

24. If necessary, what percent more are you willing to pay for kitchenware and cookware products labeled "Made in the USA" versus kitchenware and cookware products that are made elsewhere?

	Answer	%
0-5%		13.7
6-10%		18.6
11-15%		9.7
16-20%		8.3
More than 20%		8.2
It depends on the product		27.1
I am not willing to pay a premium for any product		14.4
Total		1050

25. How aware are you of brands, in general, when it comes to the kitchenware and cookware products that you buy?

	Answer	%
Very Aware		16.3
Aware		27.5
Somewhat Aware		37.1
Not Aware		3.7
I don't think about brands when I shop for housewares		13.9
Don't know		1.5
Total		986

26. Which, if any, of the following kitchenware and cookware brands have you purchased within the past few years?

	Answer	%
Smart Living (Ahold)		5.8
Everyday Living (Kroger)		9.5
Made by Design (Target)		13.2
Mainstays (Wal-Mart)		37.3
Living Solutions (Walgreens)		6.6
Open Kitchen (Williams-Sonoma)		9.0
Kirkland Signature (Costco)		14.9
Sur la Table (Sur la Table)		6.5
Le Creuset		10.5
Lekue		3.6
Staub		2.6
Farberware		33.7
Corning Ware		25.2
OXO		18.3
Tupperware		32.9
Rubbermaid		51.0
Other		9.5
None of the above		10.8
Total		1057

27. How aware are you of the availability of store brands products in the following types of stores?

a. Supermarkets, such as Kroger, Safeway

Answer	%
Very Aware	25.9
Aware	25.2
Somewhat Aware	21.1
Not Aware	10.7
I don't think about brands when I shop in this type of store	12.2
Don't know	4.9
Total	1056

b. Drug stores, such as Walgreens, CVS

Answer	%
Very Aware	19.1
Aware	23.4
Somewhat Aware	20.5
Not Aware	17.2
I don't think about brands when I shop in this type of store	14.4
Don't know	5.4
Total	1045

c. Mass merchandisers, such as Wal-Mart, Target

Answer	%
Very Aware	35.9
Aware	31.7
Somewhat Aware	18.9
Not Aware	4.3
I don't think about brands when I shop in this type of store	6.2
Don't know	3.0
Total	1047

d. Discount stores, such as Aldi, Save-A-Lot

	Answer	%
Very Aware		14.7
Aware		20
Somewhat Aware		18.7
Not Aware		20.8
I don't think about brands when I shop in this type of store		15.7
Don't know		10.1
Total		1049

e. Club stores, such as Costco, Sam's

	Answer	%
Very Aware		20.2
Aware		27.1
Somewhat Aware		17.9
Not Aware		14.3
I don't think about brands when I shop in this type of store		11.5
Don't know		8.9
Total		1048

f. Dollar stores, such as Dollar General, Dollar Tree

	Answer	%
Very Aware		14.8
Aware		20.9
Somewhat Aware		18.2
Not Aware		20.3
I don't think about brands when I shop in this type of store		17.1
Don't know		8.6
Total		1047

g. Convenience stores, such as 7-Eleven

	Answer	%
Very Aware		9.1
Aware		12.1
Somewhat Aware		11.2
Not Aware		31.4
I don't think about brands when I shop in this type of store		22.5
Don't know		13.6
Total		1041

28. Now, how aware are you of the availability of store brands products in the following types of stores?

a. Department stores, such as JCPenney, Nordstrom

	Answer	%
Very Aware		20
Aware		26.7
Somewhat Aware		21.7
Not Aware		16.1
I don't think about brands when I shop in this type of store		9.4
Don't know		6.1
Total		1051

b. Home décor and home goods stores, such as Bed, Bath & Beyond; Williams-Sonoma

	Answer	%
Very Aware		19.3
Aware		28.8
Somewhat Aware		21.7
Not Aware		14.9
I don't think about brands when I shop in this type of store		9.4
Don't know		5.9
Total		1049

c. Home improvement stores, such as Home Depot, Lowe's

	Answer	%
Very Aware		17
Aware		24.1
Somewhat Aware		21.8
Not Aware		19.5
I don't think about brands when I shop in this type of store		11.7
Don't know		5.9
Total		1054

d. Hardware stores, such as Ace

Answer	%
Very Aware	11.3
Aware	21.8
Somewhat Aware	20.2
Not Aware	23.9
I don't think about brands when I shop in this type of store	14.1
Don't know	8.7
Total	1047

e. Online at Amazon.com

Answer	%
Very Aware	22.6
Aware	28.1
Somewhat Aware	17.1
Not Aware	15.0
I don't think about brands when I shop in this type of store	10.5
Don't know	6.7
Total	1048

f. Online at specialty store websites

Answer	%
Very Aware	14.8
Aware	25.9
Somewhat Aware	17.7
Not Aware	19.4
I don't think about brands when I shop in this type of store	12.6
Don't know	9.5
Total	1039

g. My local stores or boutiques

Answer	%
Very Aware	11.4
Aware	21.0
Somewhat Aware	19.5
Not Aware	22.9
I don't think about brands when I shop in this type of store	15.4
Don't know	9.8
Total	1047

29. In general, how often would you say you buy store brands products?

Answer	%
Always / Almost always	10.0
Frequently	30.6
Sometimes	47.7
Rarely	9.0
Never	0.9
Don't know	1.7
Total	966

30. Compared to five years ago, do you think you are now more or less aware of store brands products?

Answer	%
More	41.4
Less	5.7
Same	50.0
Don't know	2.9
Total	1058

31. Compared to five years ago, would you say you are now buying more or fewer store brands products?

Answer	%
I am buying fewer store brands now	14.1
I am buying about the same	57.8
I am buying more store brands now	23.2
Don't know	4.9
Total	1057

- 32. How do you feel about the following statement:
'In general, store brands products I have bought are just as good if not better than the national brand version of the same product.'?**

	Answer	%
I agree		67.3
I disagree		13.8
I have no opinion		18.9
Total		1053

- 33. In the year ahead, do you think you will buy more or fewer store brands products?**

	Answer	%
I will buy more store brand products in the year ahead		25.1
I will buy fewer store brand products in the year ahead		9.3
I will buy about the same		53.1
I am not sure		12.5
Total		1055

- 34. In the year ahead, which of the following factors, if any, would encourage you to buy a larger number of store brands products?**

	Answer	%
My overall satisfaction with store brand products in the past		59.5
More variety of store brand products		37.2
Better quality of store brand products		55.6
New and innovative store brand products		34.2
More advertising and promotion of store brand products		10.8
Better packaging of store brand products		10.8
Greater availability of store brand products		23.2
Better price of store brand products		46.5
Other		0.6
None of the above		8.2
Total		1057

SURVEY DEMOGRAPHICS

1. Are you?

	Answer	%
Male		42.2
Female		57.8
Total		1058

2. How old are you?

	Answer	%
Under 21		1.6
21 - 29		8.6
30 - 39		23.6
40 - 49		22.1
50 - 59		21.2
60 - 69		11.3
70 & over		11.5
Total		1058

3. What best describes your current employment status?

	Answer	%
I have a full-time job		43.3
I have a part-time job		13.5
I have multiple jobs		0.8
I'm a full-time student		1.5
I'm a part-time student		0.2
I'm currently unemployed		23.7
I'm currently looking for work		2.7
I work in the home		10.9
I'd rather not say		3.4
Total		1051

4. Approximately, what is the total annual income of your entire household?

	Answer	%
Less than \$25,000		17.8
\$25,000-\$49,000		23.8
\$50,000-\$99,000		36.3
\$100,000 or more		18.8
Prefer not to answer		3.4
Total		1056

5. What is your current level of education?

	Answer	%
Some high school		2.5
High school diploma or equivalency		17.7
Vocational school		4.1
Some college		22.9
2-year college degree		11.4
4-year college degree		22.2
Some graduate study		4.0
Graduate degree		15.3
Total		1056

6. What is your marital status?

	Answer	%
Married		57.5
Single		29.0
Separated		2.0
Divorced		10.8
Prefer not to answer		0.8
Total		1056

7. Did either or both of your parents emigrate to the U.S.?

	Answer	%
Yes		12.4
No		86.8
I'd rather not say		0.8
Total		1056

8. How many languages were spoken in your home when you were growing up?

	Answer	%
One		87.6
Two		11.4
Three or more		1.0
Total		1056

9. What is your primary source for general news and information?

Answer	%
Printed newspaper	33.3
Online sources on a computer or laptop	55.3
Apps on a smart phone or tablet	22.2
Television	72.3
Radio	31.2
Word of mouth from family, friends or colleagues	29.0
Printed magazine	15.2
Blogs	6.0
Podcasts	4.8
Social media, such as Facebook	28.2
Other	0.9
Total	1057

Publication Credits

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PLMA gratefully acknowledges the cooperation of Surveylab Limited, Wimbledon, London, United Kingdom in development and execution of the survey and processing of survey results.