



Thermometer Slogan Focus Group Study

Presented to US Department of Agriculture
Food Safety and Inspection
Service

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Presented by Sheryl C. Cates
Donald W. Anderson

Research Triangle Institute
P.O. Box 12194 · 3040 Cornwallis Road
Research Triangle Park, NC 27709



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

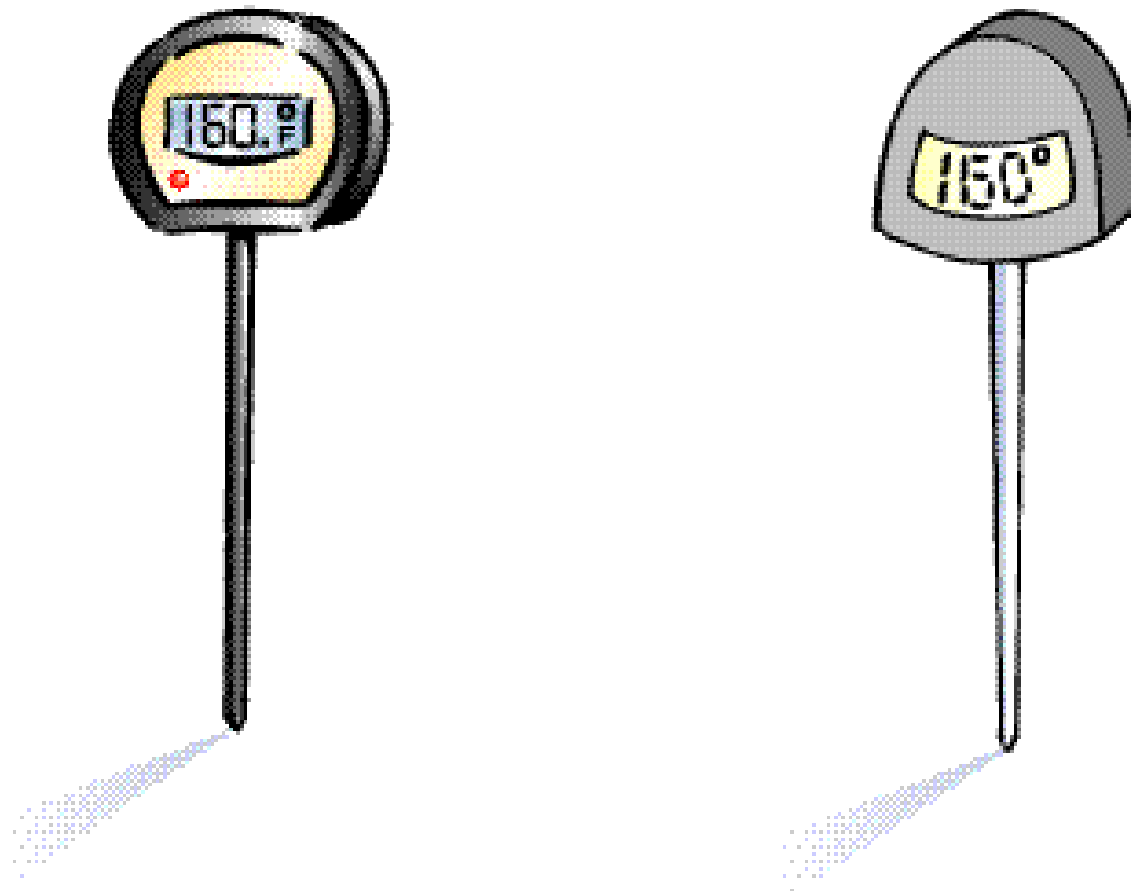
Participant Profile: Food Safety Behaviors

- 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

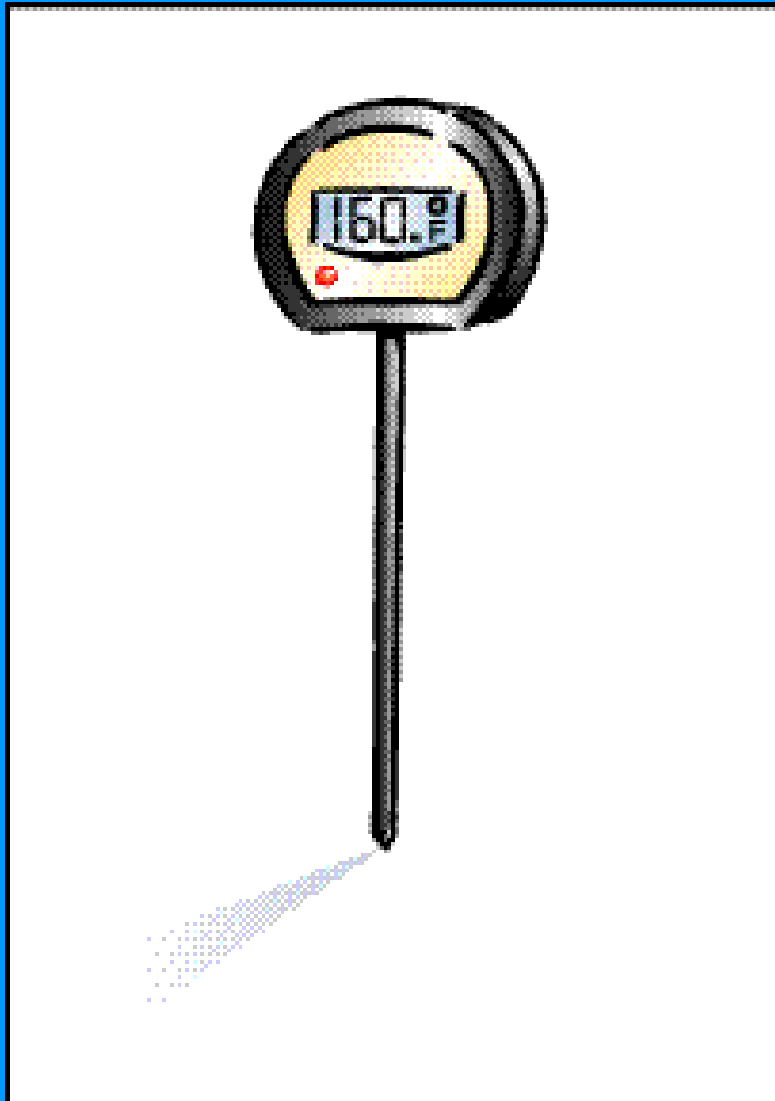
Participant Profile: Thermometer Usage

- 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

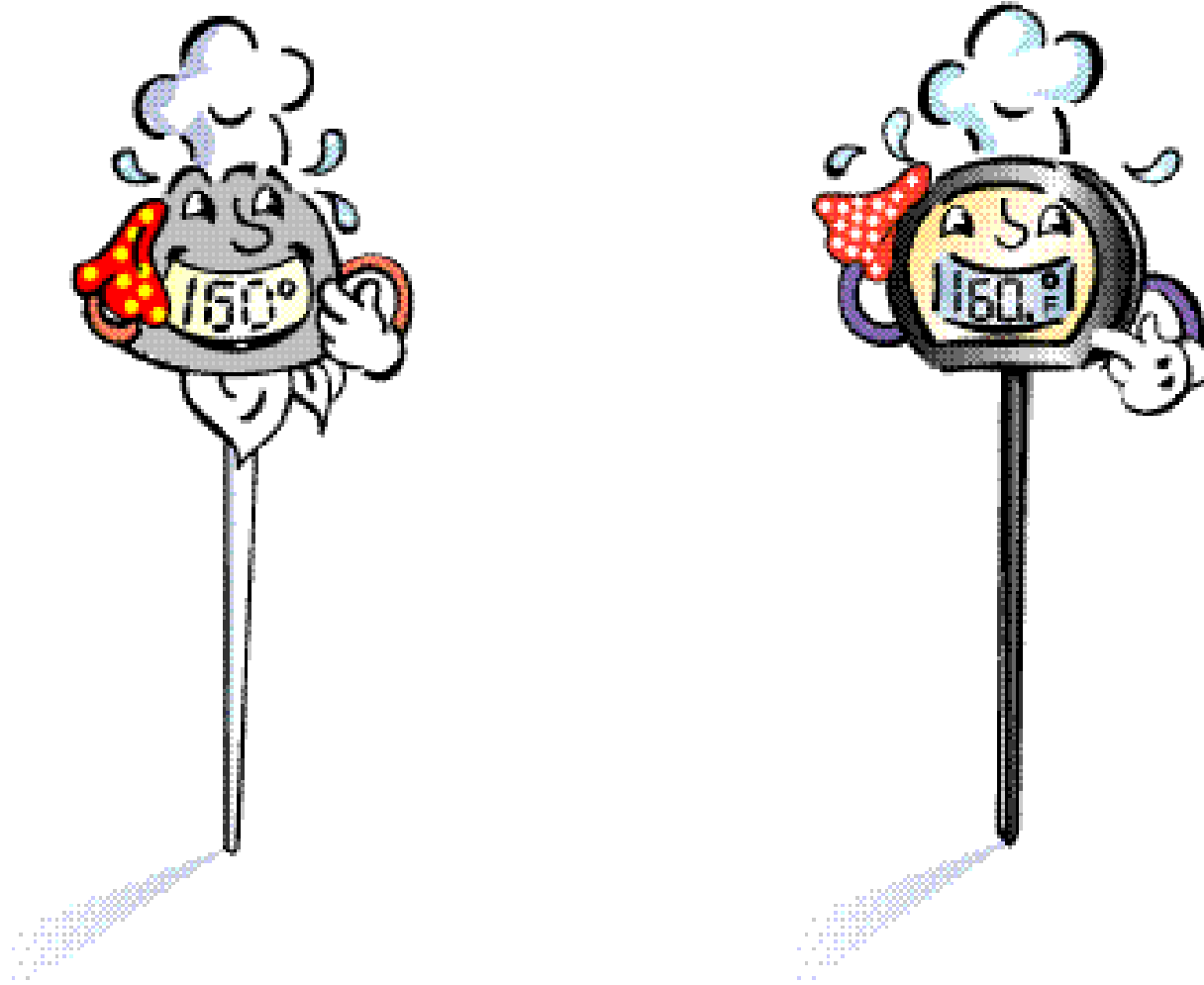


Round-Shaped Thermometer Preferred

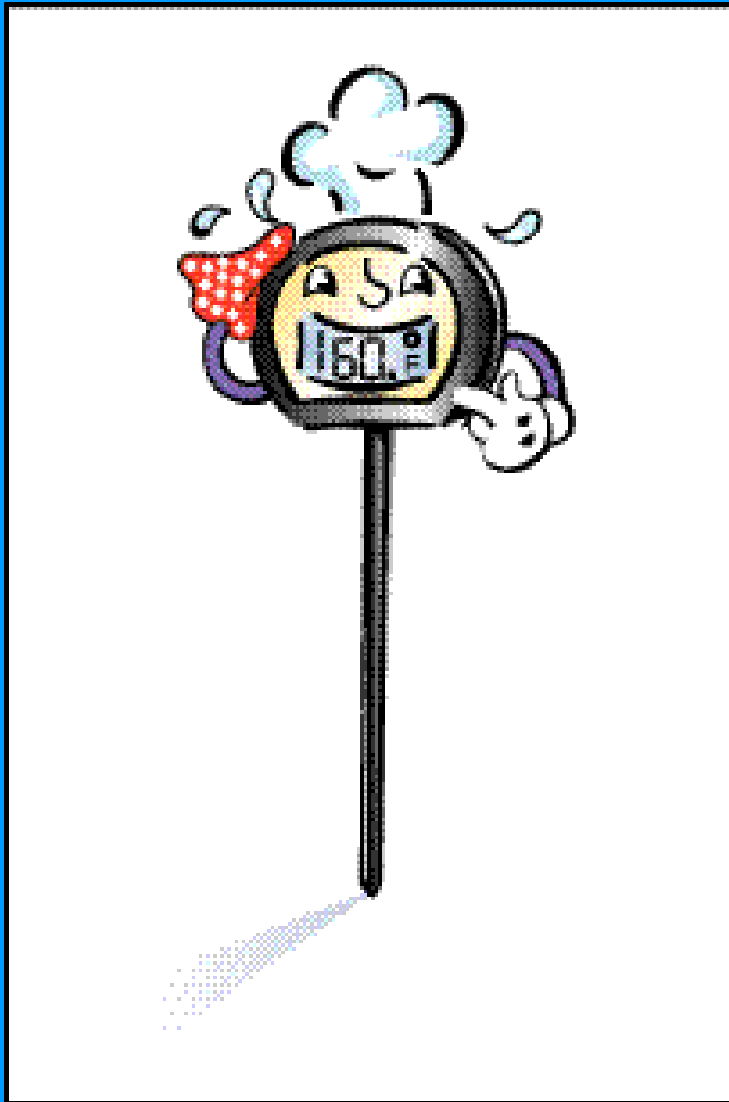


- Digital display (numbers) easier to read
- Liked the “F” indicating Fahrenheit
- Liked the red button
- More realistic — looks like a thermometer you would use

Concept Testing for Characters: Dressed Thermometers



Round-Shaped Thermometer Preferred

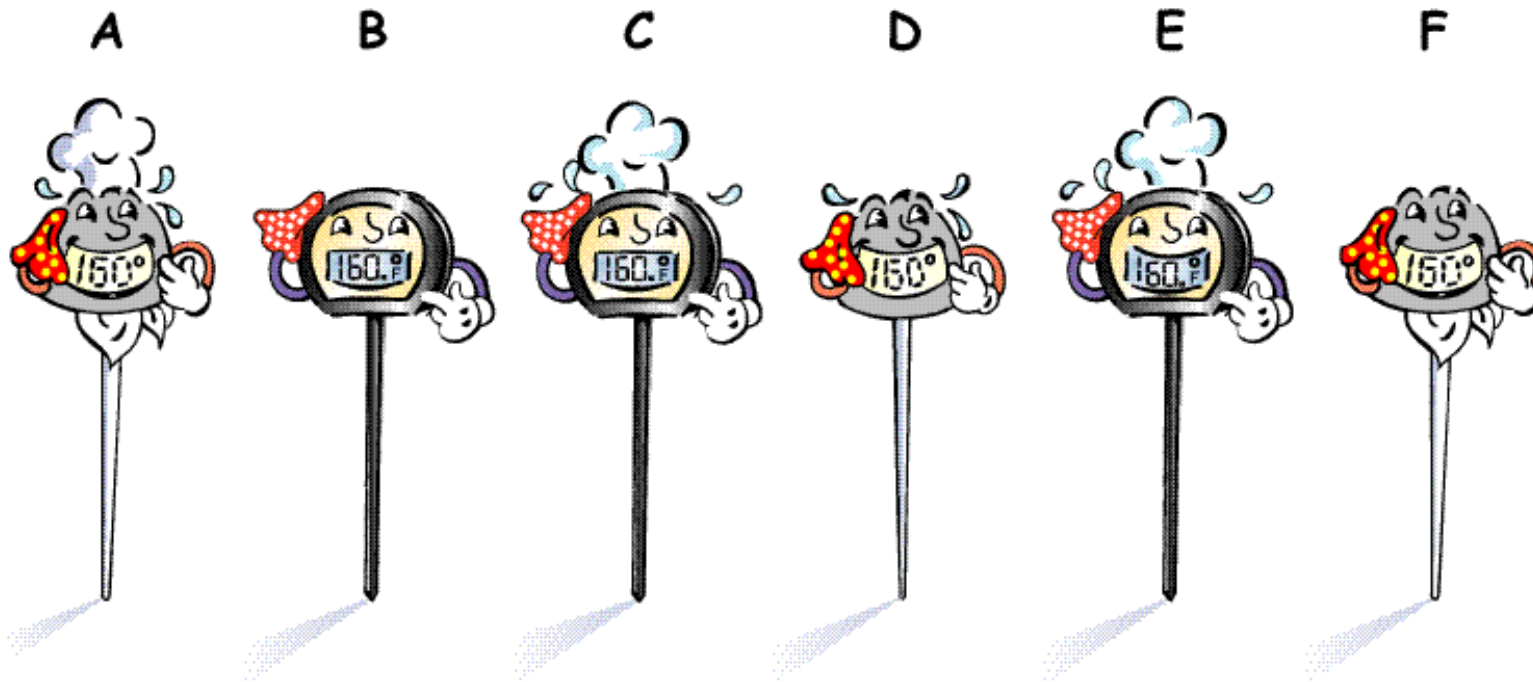


- Digital display (numbers) easier to read
- Most participants liked the sweat beads, hat, and handkerchief
- Liked facial features — happy and friendly
- Liked position of hand pointing to temperature
- Did not like the scarf on the bell-shaped thermometer

Rating of Thermometer Characters

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,



Number of #1 votes

2

2

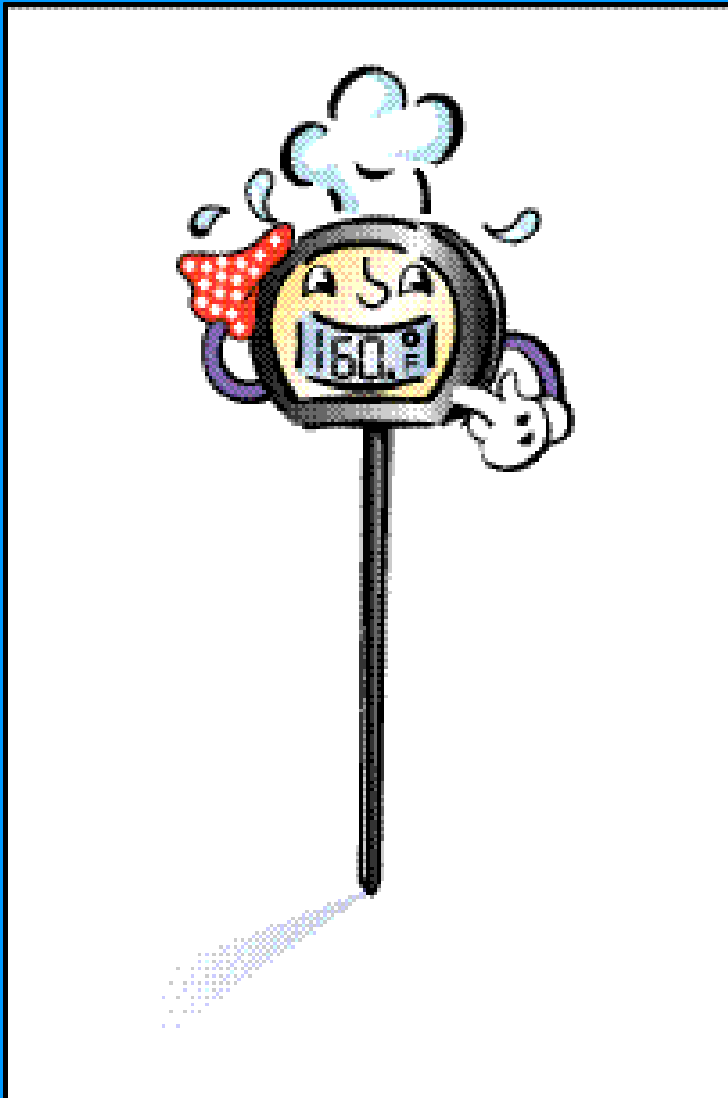
17

0

17

0

Suggested Changes for Round-Shaped Thermometer

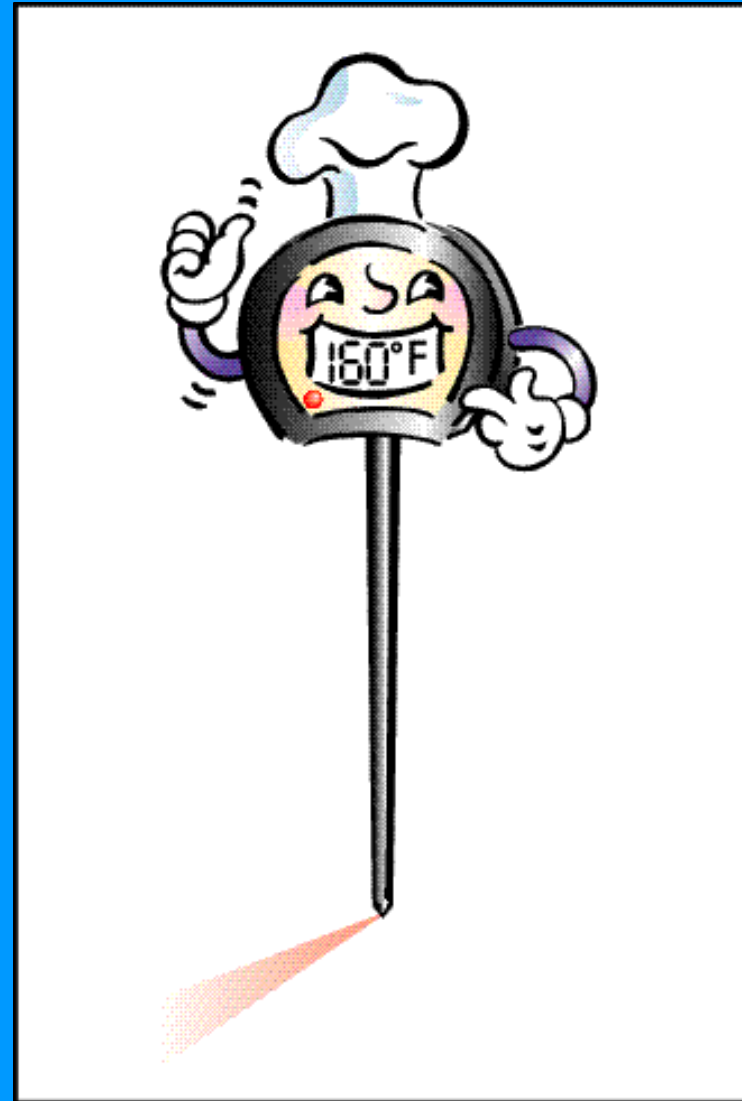
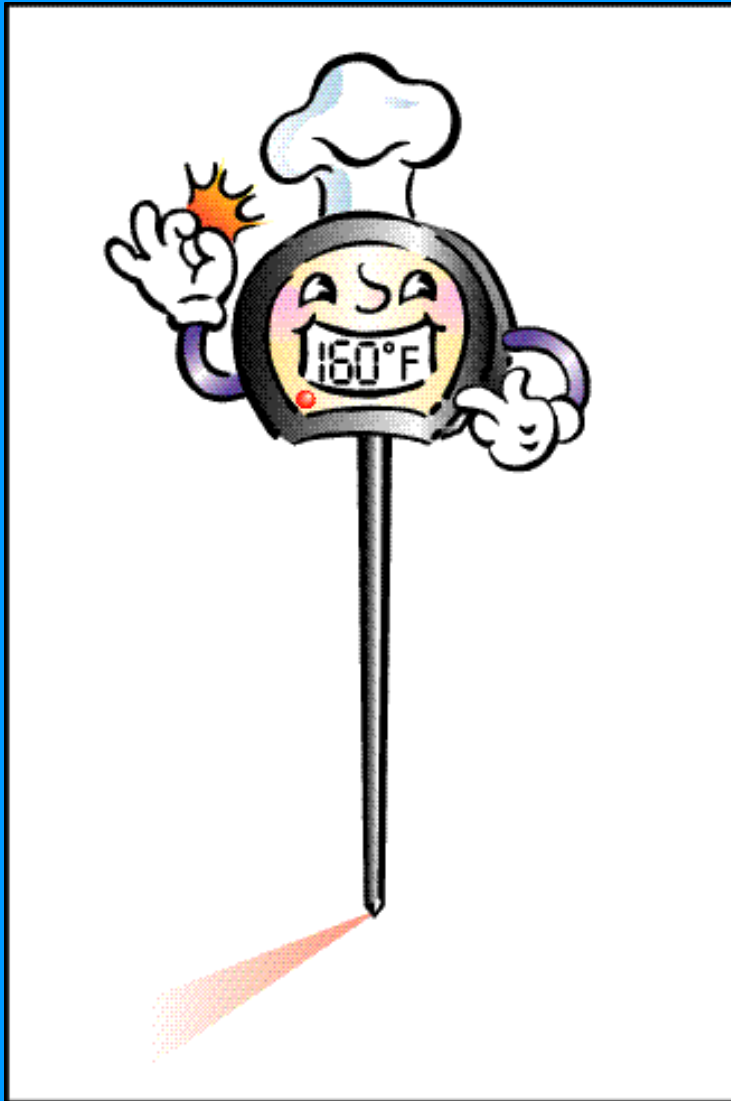


- Make dots on handkerchief yellow
- Make lines of hat more defined
- Make shadow red (instead of blue)
- Make face (cheeks) redder
- Keep smile, but make numbers easier to read (straighten out 160°)
- Make numbers black on white background, not blue — easier to read
- Drop decimal point from 160°, keep “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



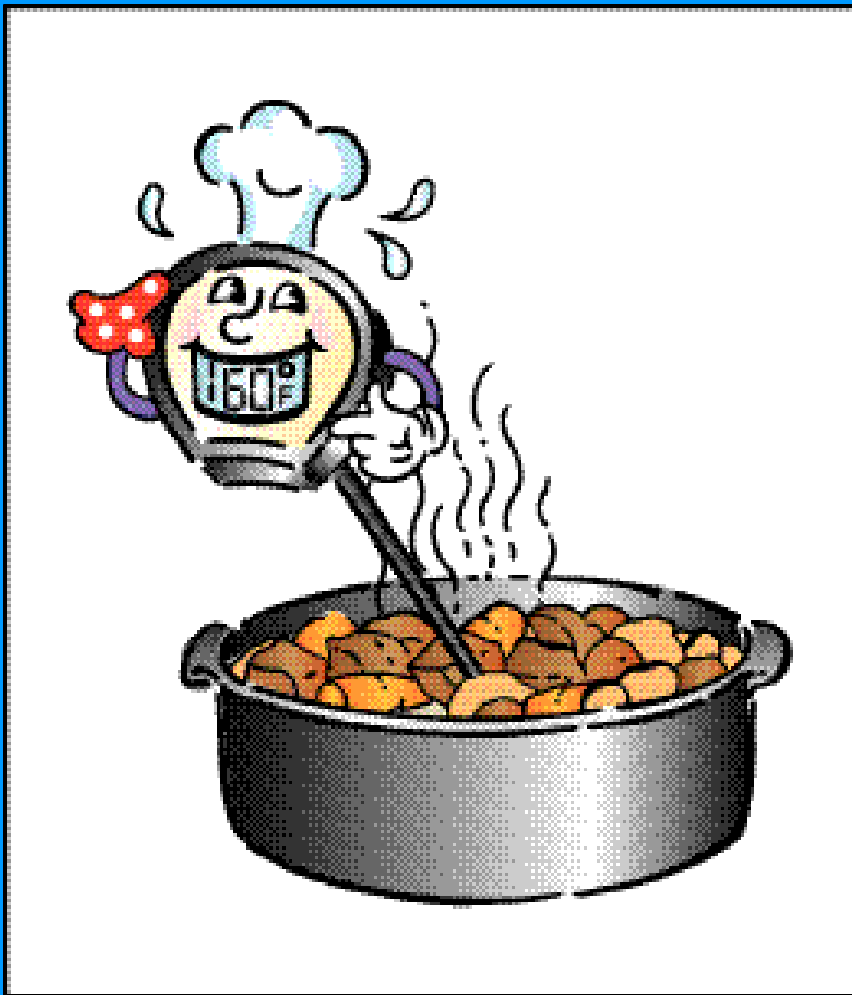
- Most liked the thermometer being shown in meat
- Preferred thermometer inserted in the top rather than the side of the burger
 - ✓ Easier to read
 - ✓ Side insert awkward — burn yourself
- Some said the burger should look more realistic
- Some suggested showing a grill beneath the burger
- Some said 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: "COOKITSAFE!" (7)
- Is it Safe Yet? (7)
- Show Me the Temperature (7)

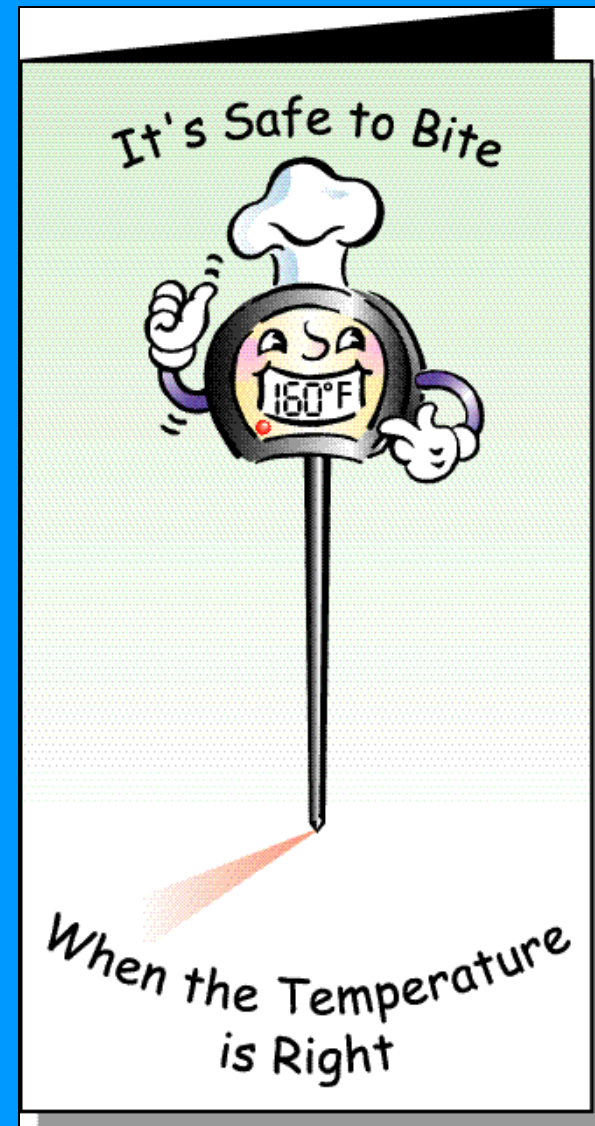
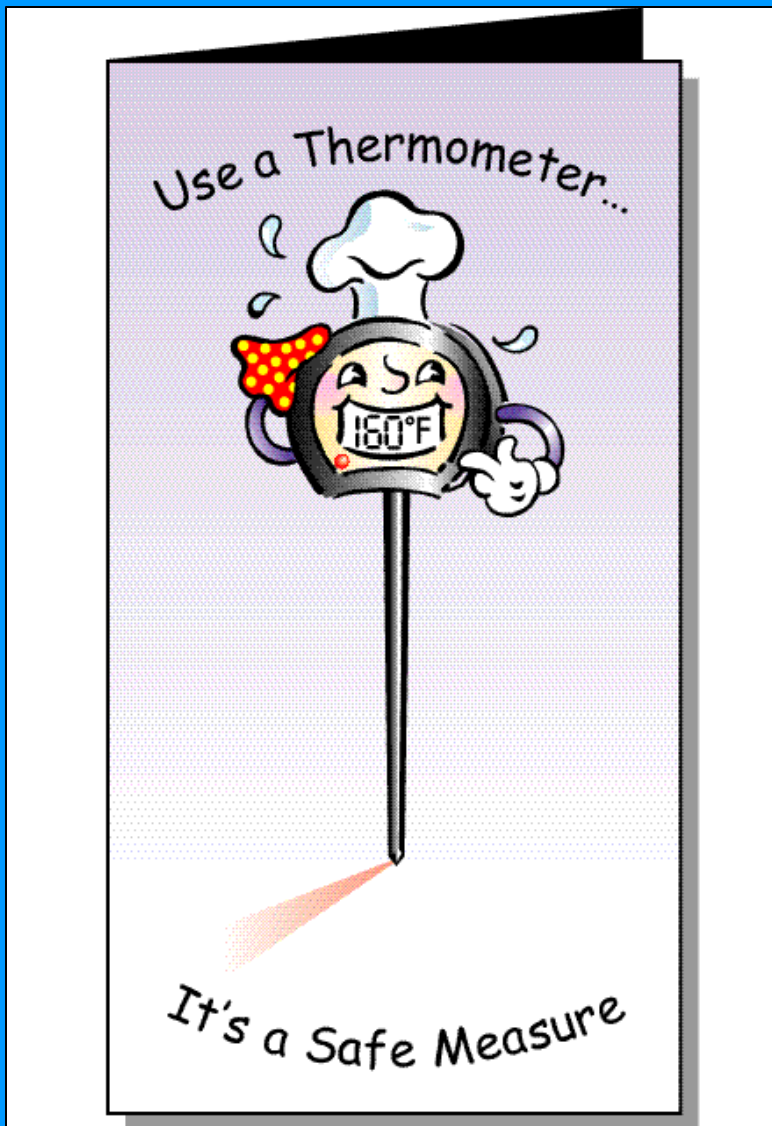
() = total number of #1 and #2 votes for the four groups

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

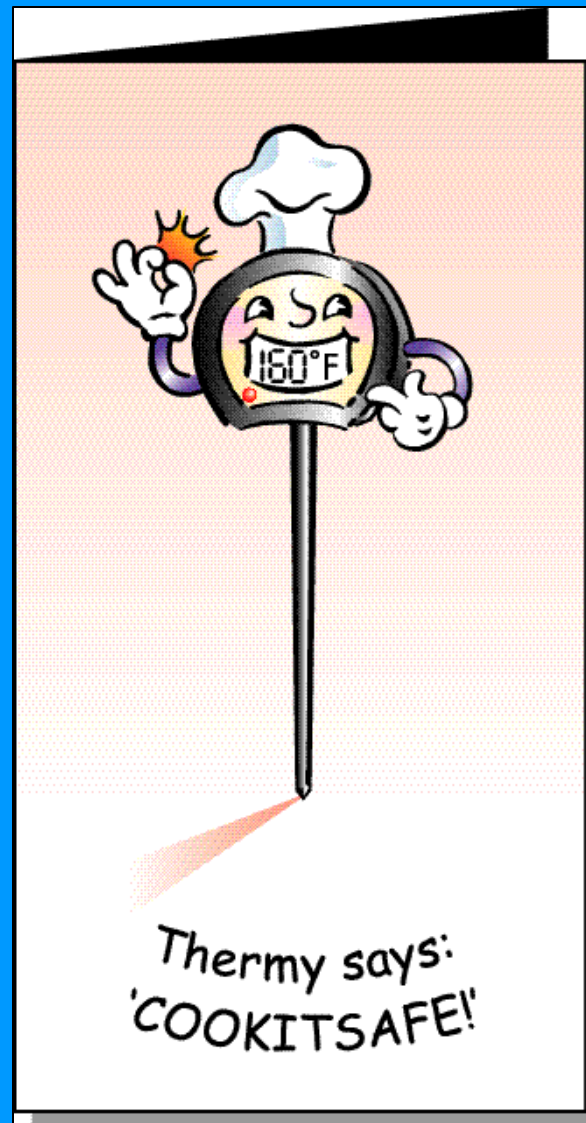
Slogans Suggested by Participants

- **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)

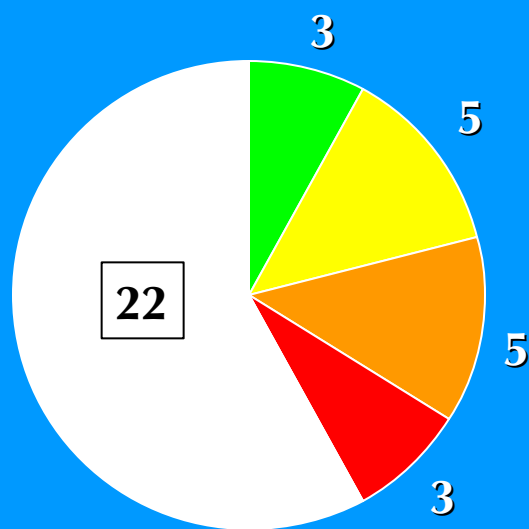


New Characters and Slogans (II)

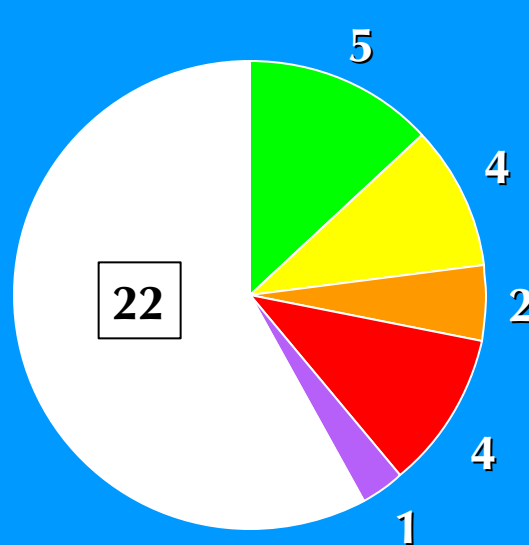


Participant Profile: Thermometer Usage

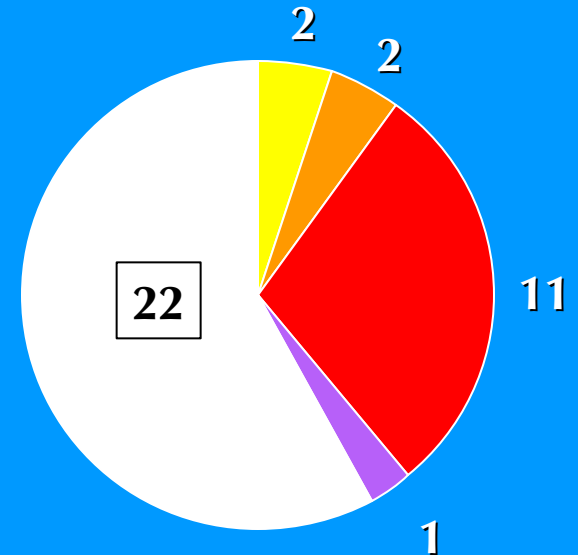
Thinking of your usual habits over the past year, how often do you use a thermometer when you prepare ...



Beef or Pork Roasts
(n = 38)



Turkeys or Whole Chickens
(n = 38)



Hamburgers
(n = 38)

