



Press Release

Sous-Vide

1. How familiar are you, if at all, with the following methods of preparing food? (Select one for each)

Grill

	Total	18-34	35-54	55+	Male	Female
Extremely familiar	45%	39%	49%	47%	45%	46%
Very familiar	37%	39%	34%	38%	37%	35%
Somewhat familiar	14%	16%	14%	13%	15%	16%
Not very familiar	2%	2%	2%	3%	2%	2%
Not at all familiar	1%	3%	*	*	1%	1%
<i>Familiar</i>	<i>82%</i>	<i>78%</i>	<i>83%</i>	<i>84%</i>	<i>83%</i>	<i>81%</i>
<i>Not Familiar</i>	<i>4%</i>	<i>6%</i>	<i>2%</i>	<i>3%</i>	<i>3%</i>	<i>3%</i>

Poach

	Total	18-34	35-54	55+	Male	Female
Extremely familiar	11%	11%	10%	13%	12%	12%
Very familiar	24%	23%	23%	26%	26%	23%
Somewhat familiar	34%	31%	35%	36%	32%	37%
Not very familiar	20%	20%	20%	19%	19%	20%
Not at all familiar	10%	15%	11%	5%	11%	8%
<i>Familiar</i>	<i>36%</i>	<i>34%</i>	<i>33%</i>	<i>39%</i>	<i>38%</i>	<i>35%</i>
<i>Not Familiar</i>	<i>30%</i>	<i>35%</i>	<i>31%</i>	<i>24%</i>	<i>30%</i>	<i>28%</i>

Sous-vide

	Total	18-34	35-54	55+	Male	Female
Extremely familiar	3%	7%	3%	1%	7%	1%
Very familiar	8%	14%	10%	3%	12%	4%
Somewhat familiar	11%	12%	16%	6%	13%	7%
Not very familiar	18%	20%	17%	17%	15%	18%
Not at all familiar	59%	47%	55%	74%	53%	69%
<i>Familiar</i>	<i>12%</i>	<i>21%</i>	<i>13%</i>	<i>3%</i>	<i>19%</i>	<i>5%</i>
<i>Not Familiar</i>	<i>77%</i>	<i>67%</i>	<i>71%</i>	<i>91%</i>	<i>68%</i>	<i>87%</i>

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	Total N= 1,006	Grade School N=1	Some high school N= 21	Graduated high school N=190	Some college N= 232	Associate's degree (for example: AA, AS) N=101	Bachelor's degree (for example: BA, BS) N=256	Post Graduate Degree N=205
Extremely familiar	3%	*	*	*	1%	1%	3%	13%
Very familiar	8%	*	*	3%	2%	4%	10%	18%
Somewhat familiar	11%	*	14%	6%	6%	7%	13%	15%
Not very familiar	18%	*	19%	24%	15%	15%	16%	14%
Not at all familiar	59%	100%	67%	67%	75%	73%	58%	40%
<i>Familiar</i>	12%	*	*	3%	3%	5%	13%	31%
<i>Not Familiar</i>	77%	100%	86%	91%	90%	88%	74%	54%

Fry

	Total	18-34	35-54	55+	Male	Female
Extremely familiar	41%	32%	41%	47%	37%	44%
Very familiar	41%	41%	38%	42%	44%	37%
Somewhat familiar	14%	19%	17%	8%	15%	15%
Not very familiar	3%	4%	2%	2%	2%	3%
Not at all familiar	2%	3%	1%	1%	2%	2%
<i>Familiar</i>	81%	74%	80%	89%	81%	81%
<i>Not Familiar</i>	4%	7%	3%	4%	4%	4%

Spatchcock

	Total	18-34	35-54	55+	Male	Female
Extremely familiar	4%	5%	3%	4%	7%	1%
Very familiar	7%	14%	7%	1%	11%	3%
Somewhat familiar	7%	11%	6%	4%	8%	6%
Not very familiar	17%	20%	18%	13%	14%	15%
Not at all familiar	65%	50%	65%	78%	59%	74%
<i>Familiar</i>	11%	19%	11%	5%	18%	5%
<i>Not Familiar</i>	82%	70%	83%	91%	73%	90%

Nuddle

	Total	18-34	35-54	55+	Male	Female
Extremely familiar	5%	9%	6%	2%	9%	2%
Very familiar	6%	13%	6%	1%	9%	3%

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Somewhat familiar	7%	11%	10%	3%	10%	5%
Not very familiar	14%	19%	12%	12%	13%	12%
Not at all familiar	67%	49%	67%	82%	59%	77%
<i>Familiar</i>	12%	22%	12%	3%	18%	5%
<i>Not Familiar</i>	81%	67%	79%	94%	72%	90%

2. How interested would you be in trying the sous-vide cooking method yourself?

	Total	18-34	35-54	55+
Not at all interested	34%	24%	28%	49%
Somewhat interested	44%	48%	50%	36%
Very interested	22%	29%	23%	15%

3. What are some reasons why you would not be interested in trying this cooking method yourself?

	Total	18-34	35-54	55+
Length of cooking time	47%	50%	44%	48%
Amount of effort	28%	32%	27%	26%
It wouldn't taste good	22%	25%	19%	22%
Potential cost	20%	24%	18%	20%
Safety (food safety)	20%	23%	20%	17%
It wouldn't be effective	11%	14%	10%	8%
Safety (personal safety)	10%	9%	12%	10%
Other	10%	6%	12%	13%

4. How interested would you be in ordering something prepared with a sous-vide cooking method in a restaurant?

	Total	18-34	35-54	55+
Not at all interested	32%	21%	25%	47%
Somewhat interested	49%	52%	54%	41%
Very interested	19%	27%	21%	12%

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5. What are some reasons why you would not be interested in ordering something prepared with a sous-vide cooking method in a restaurant?

	Total	18-34	35-54	55+
The type of food I like wouldn't work in sous-vide cooking	28%	21%	32%	30%
I would be uncertain about trying a new type of food	27%	30%	21%	29%
Potential cost	26%	29%	22%	27%
It wouldn't taste good	21%	24%	21%	18%
Food safety	20%	20%	20%	19%
I do not eat at restaurants	5%	7%	5%	5%
Other	10%	4%	12%	13%

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About the Study

These are findings from an Ipsos poll conducted April 5 – 6, 2017. For the survey, a sample of roughly 1,006 adults from the continental U.S., Alaska and Hawaii was interviewed online in English.

The sample for this study was randomly drawn from Ipsos’s online panel (see link below for more info on “Access Panels and Recruitment”), partner online panel sources, and “river” sampling (see link below for more info on the Ipsos “Ampario Overview” sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, region, race/ethnicity and income.

Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents (see link below for more info on Ipsos online polling “Credibility Intervals”). Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,006, DEFF=1.5, adjusted Confidence Interval=5).

For more information about conducting research intended for public release or Ipsos’ online polling methodology, please visit our [Public Opinion Polling and Communication](#) page where you can download our brochure, see our public release protocol, or contact us.

For more information on this news release, please contact:

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About Ipsos Public Affairs

Ipsos Public Affairs is a non-partisan, objective, survey-based research practice made up of seasoned professionals. We conduct strategic research initiatives for a diverse number of American and international organizations, based not only on public opinion research, but elite stakeholder, corporate, and media opinion research.

Ipsos has media partnerships with the most prestigious news organizations around the world. In Canada, the U.S., UK, and internationally, Ipsos Public Affairs is the media polling supplier to Reuters News, the world's leading source of intelligent information for businesses and professionals. Ipsos Public Affairs is a member of the Ipsos Group, a leading global survey-based market research company. We provide boutique-style customer service and work closely with our clients, while also undertaking global research.

About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks third in the global research industry.

With offices in 88 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media, customer loyalty, marketing, public affairs research, and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,785.3 million (\$1,981 million) in 2015.

GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.
We deliver with security, speed, simplicity and substance. We are Game Changers.

Ipsos is listed on Eurolist – NYSE-Euronext.
The company is part of the SBF 120 and the Mid-60 index
and is eligible for the Deferred Settlement Service (SRD).

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