

ORGANIC CONSUMER

NATIONAL SURVEY ON CONSUMER PREFERENCES IN PACKAGING MATERIALS

Between April 24th and May 9th 2006, Newton Marketing & Research of Norman, Oklahoma conducted a survey of consumer buying habits. It interviewed 752 respondents across the US on consumer food and beverage packaging preferences. The sampling error is +/- 3.5%.

SURVEY SUMMARY

- ◆ Glass packaging is the overwhelming first choice of consumers for preserving the quality, purity, and taste of food. It is also seen as the all around most healthy form of packaging.
- ◆ When it comes to the “organic consumers,” the preference for glass packaging increases significantly.
- ◆ Respondents’ preference for glass does not alter by age, sex, or income.

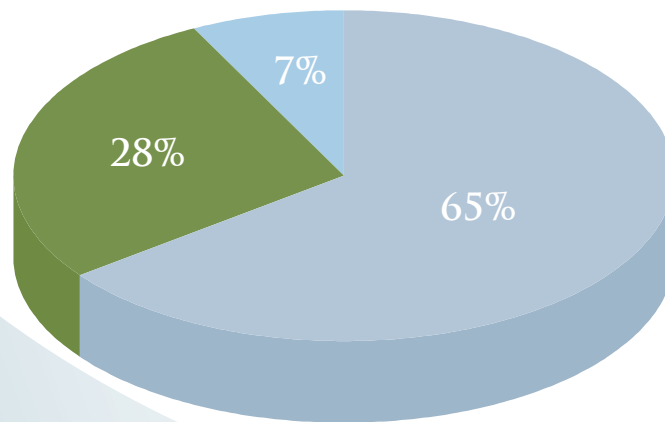
SURVEY HIGHLIGHTS

- ◆ While respondents purchase products in a variety of packaging materials, they significantly prefer the attributes of glass for quality, purity, taste, product protection, and shelf life.
- ◆ When asked about packaging material preferences in general, the organic consumers’ preference for glass increases.
- ◆ Glass is the preferred packaging choice of those questioned for beer (75%), wine (96%), sauces/condiments (65%), jellies (87%) and baby food (90%).
- ◆ The preference for buying products in glass containers is high across all income levels.

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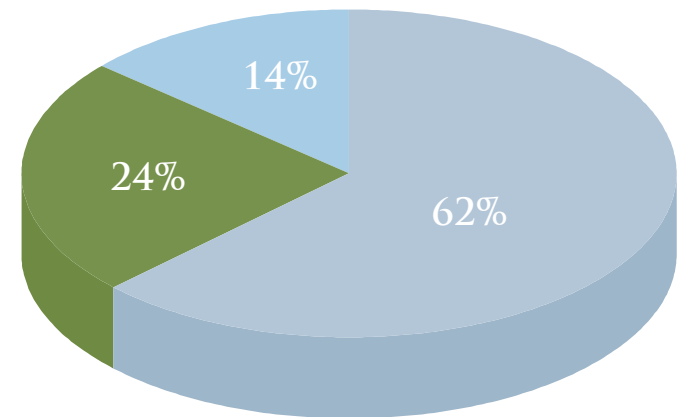
MARITAL STATUS OF ORGANIC AND NON-ORGANIC CONSUMERS

ORGANIC BUYERS



■ MARRIED
■ SINGLE
■ WIDOWED

NON-ORGANIC BUYERS

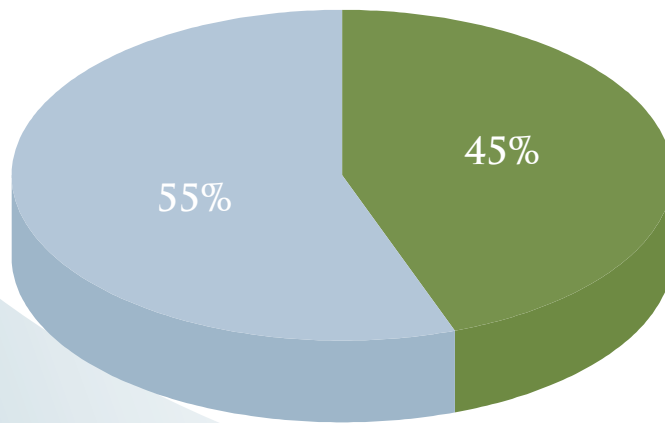


■ MARRIED
■ SINGLE
■ WIDOWED

ORGANIC CONSUMER

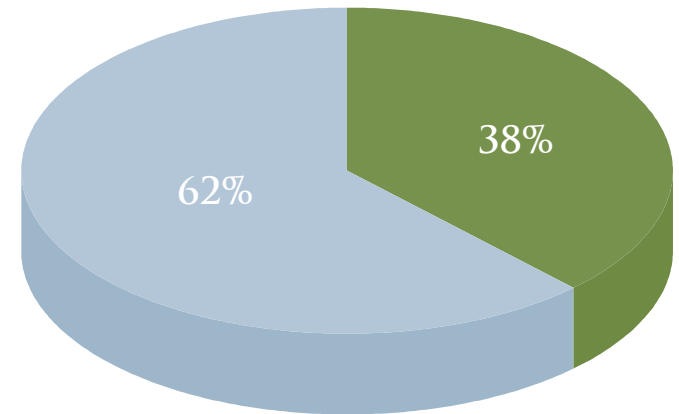
Do you have children under 18 living at home?

ORGANIC BUYERS



■ YES
■ NO

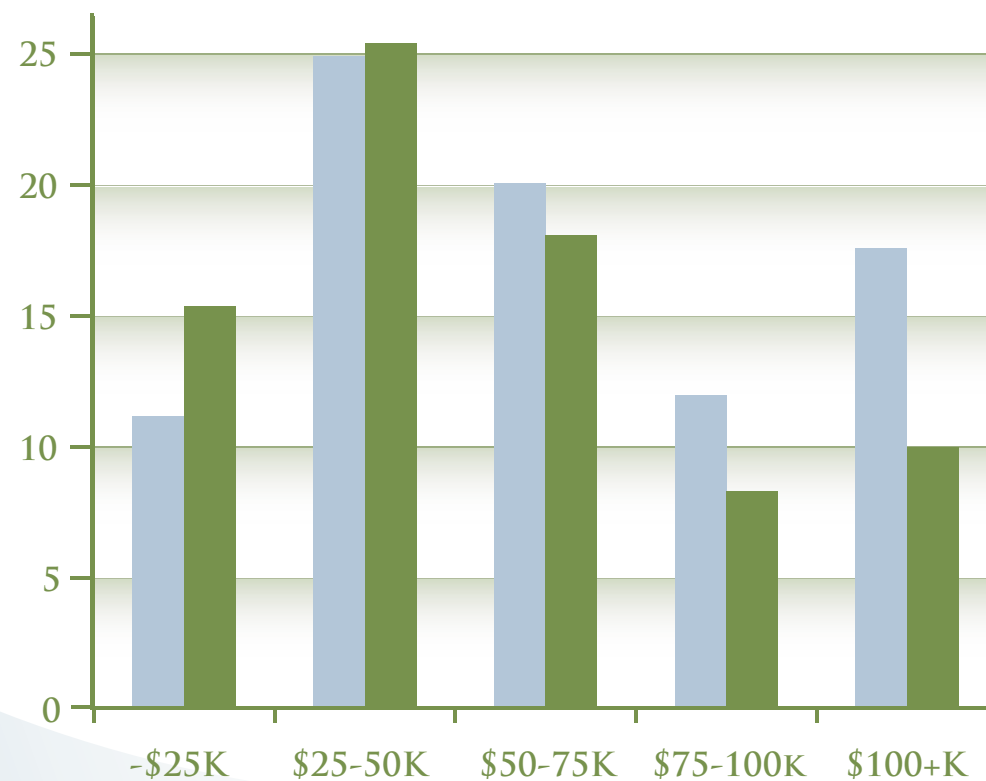
NON-ORGANIC BUYERS



■ YES
■ NO

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WHO BUYS ORGANICS, BY INCOME

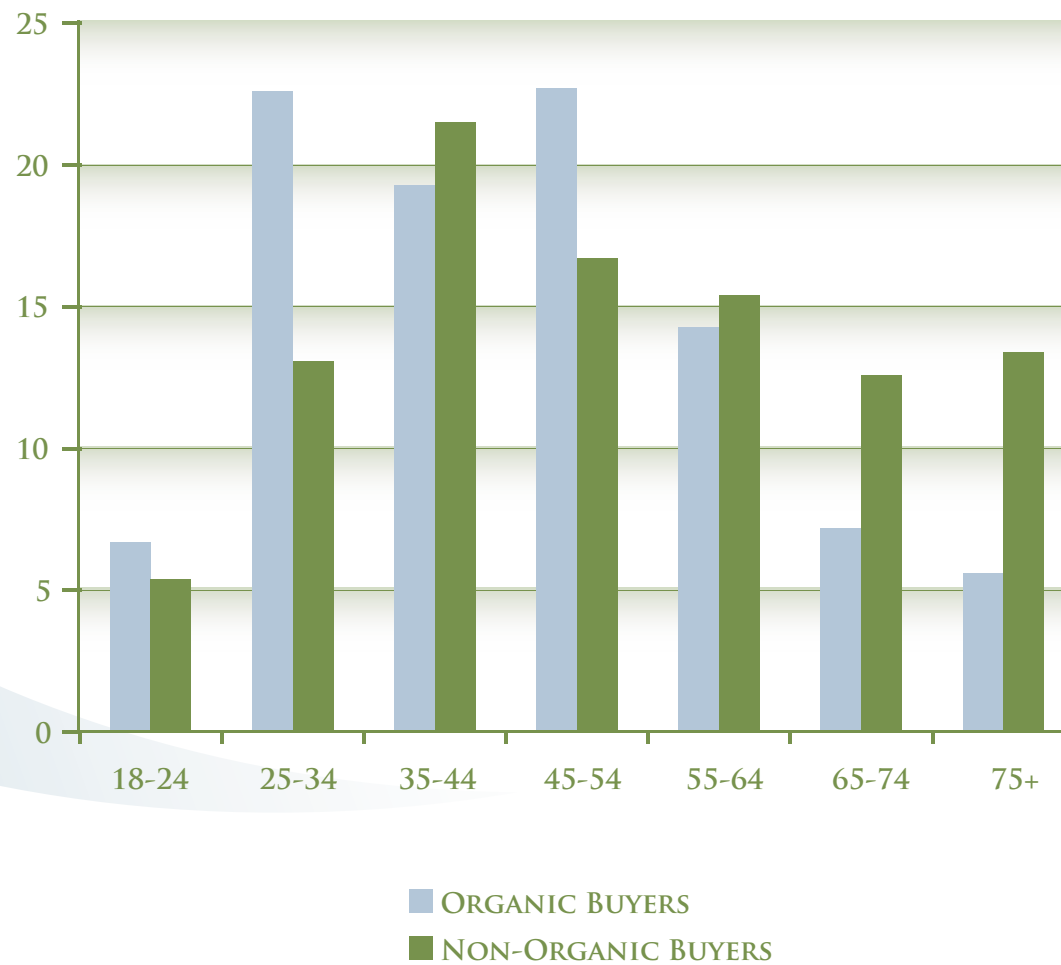


ORGANIC BUYERS

NON-ORGANIC BUYERS

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WHO BUYS ORGANICS, BY AGE



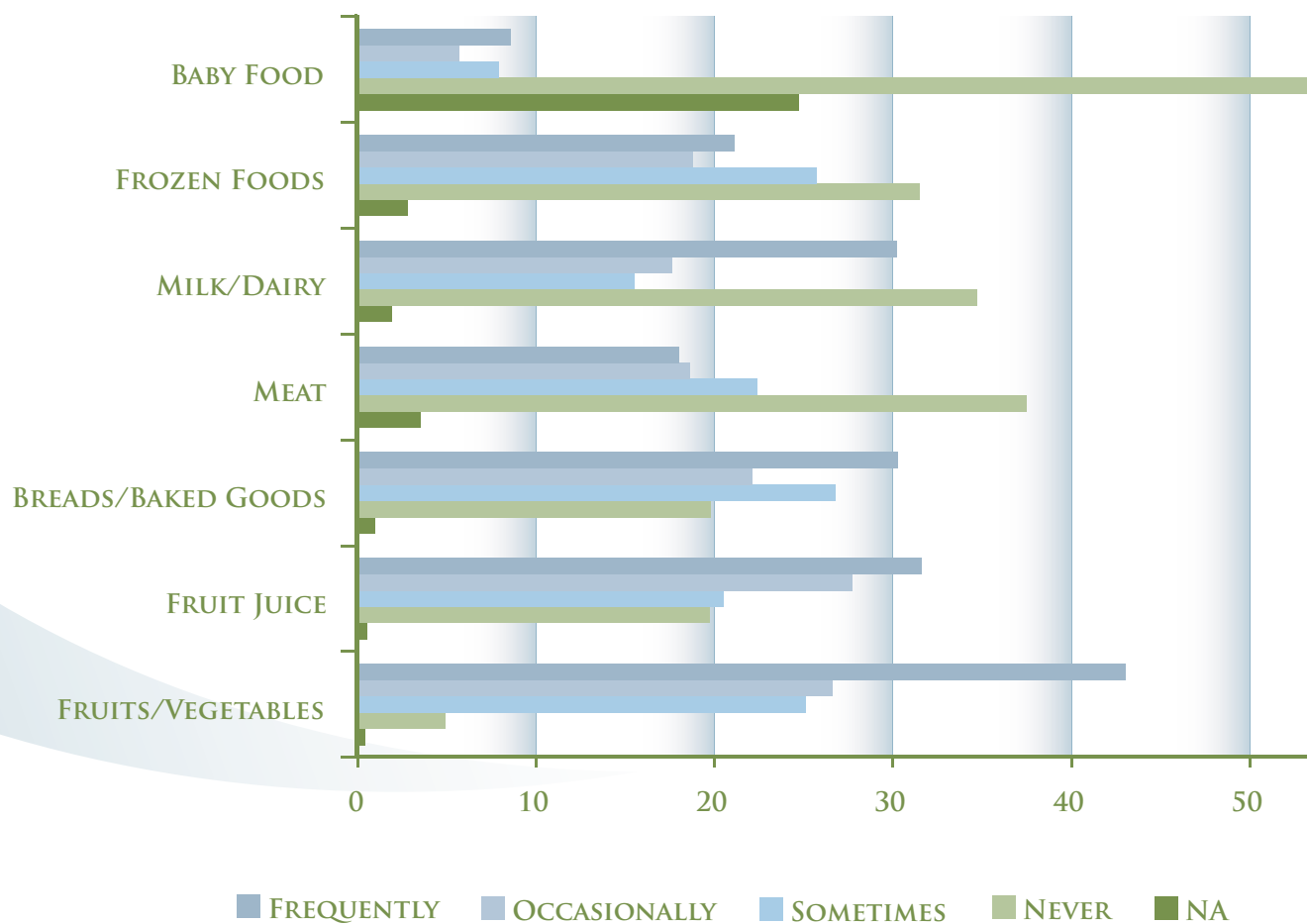
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GLASS PREFERENCE COMPARED TO GENERAL CONSUMER GLASS PREFERENCE



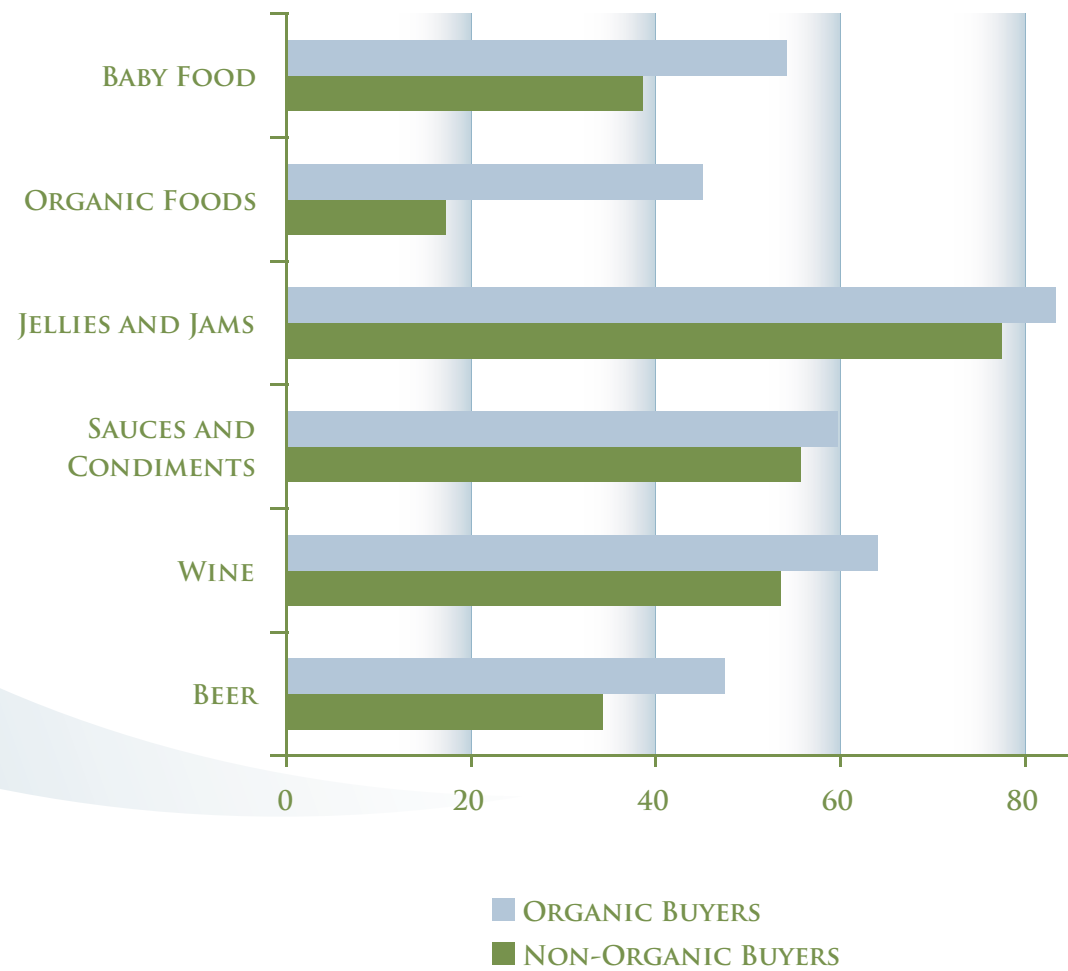
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HOW OFTEN DO YOU BUY THE FOLLOWING ORGANIC OR NATURAL PRODUCTS



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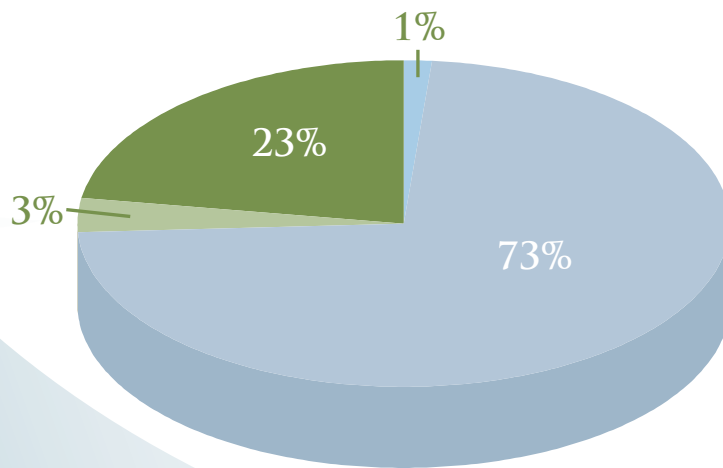
GLASS PREFERENCE VS. GENERAL CONSUMER GLASS PREFERENCE



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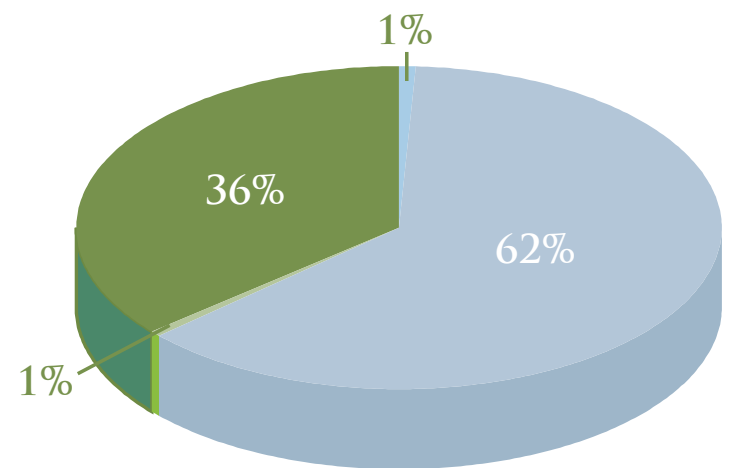
OF THOSE EXPRESSING A PREFERENCE,
HOW DO YOU PREFER YOUR BEER PACKAGED?

ORGANIC BUYERS



- PLASTIC
- GLASS
- PAPER
- METAL

NON-ORGANIC BUYERS

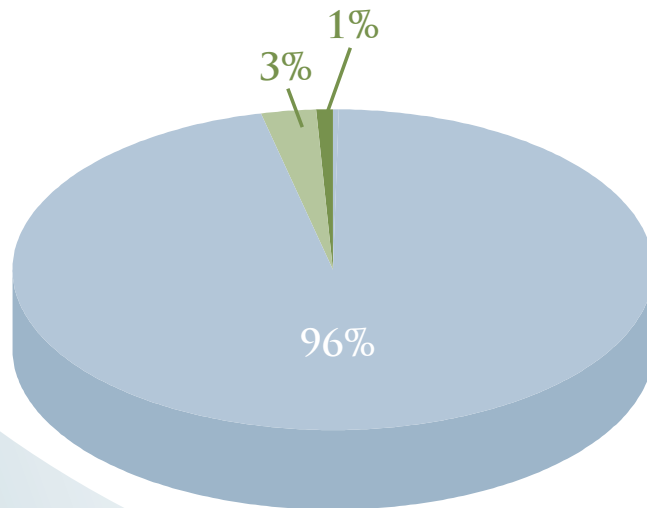


- PLASTIC
- GLASS
- PAPER
- METAL

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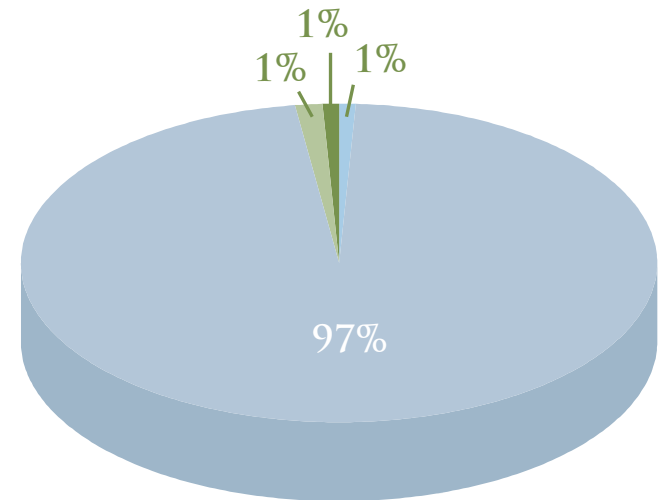
OF THOSE EXPRESSING A PREFERENCE,
HOW DO YOU PREFER YOUR WINE PACKAGED?

ORGANIC BUYERS



- PLASTIC
- GLASS
- PAPER
- METAL

NON-ORGANIC BUYERS

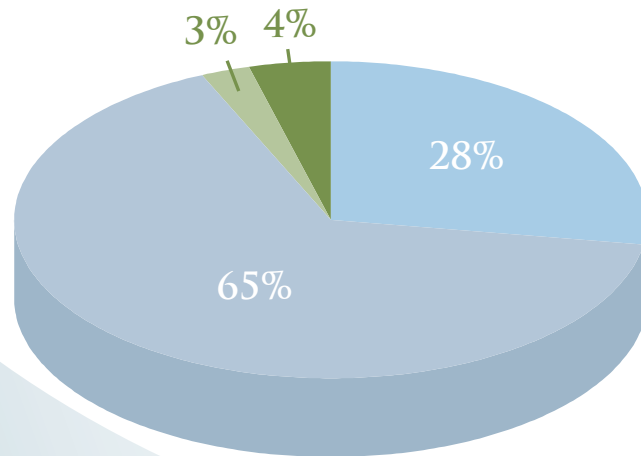


- PLASTIC
- GLASS
- PAPER
- METAL

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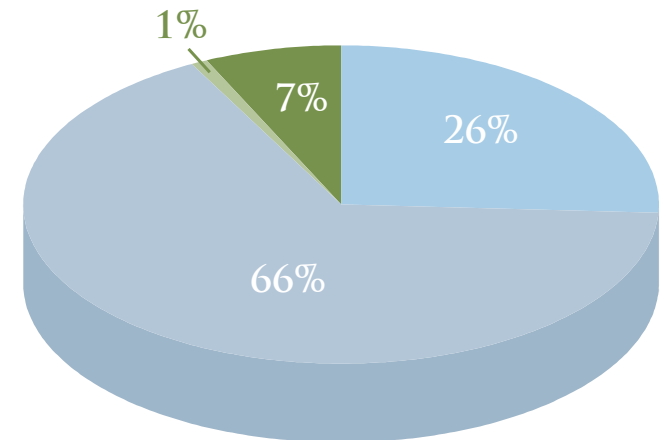
OF THOSE EXPRESSING A PREFERENCE, HOW DO YOU PREFER YOUR SAUCES AND CONDIMENTS PACKAGED?

ORGANIC BUYERS



- PLASTIC
- GLASS
- PAPER
- METAL

NON-ORGANIC BUYERS

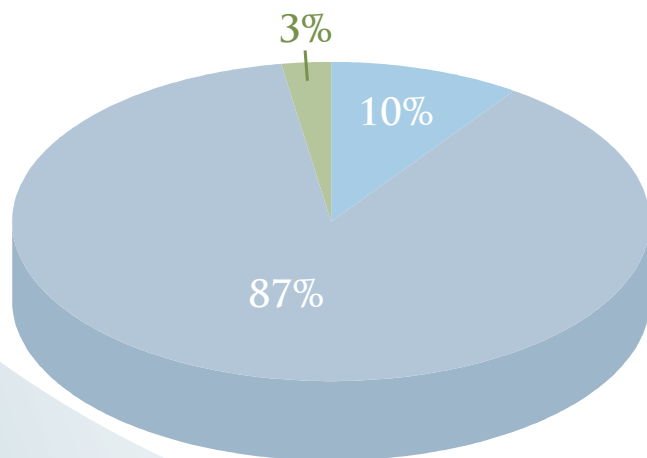


- PLASTIC
- GLASS
- PAPER
- METAL

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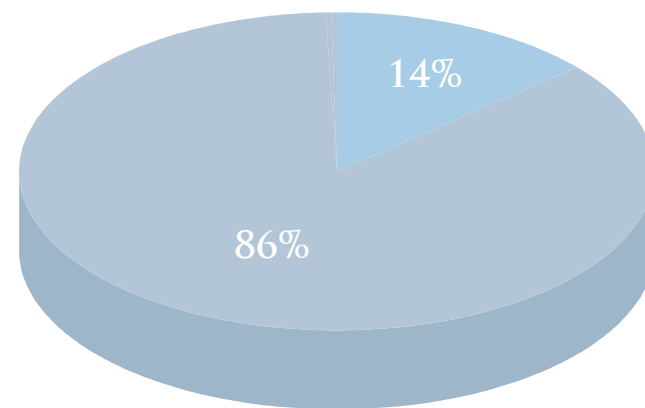
OF THOSE EXPRESSING A PREFERENCE, HOW DO YOU PREFER YOUR JELLIES AND JAMS PACKAGED?

ORGANIC BUYERS



- PLASTIC
- GLASS
- PAPER
- METAL

NON-ORGANIC BUYERS



- PLASTIC
- GLASS
- PAPER
- METAL