

CAPIBUS EUROPE
“KITCHEN TOWEL” SURVEY



for

European Tissue Symposium

Job 8418/9954

November 1999

OBJECTIVES

European Tissue Symposium needed to verify the usage of kitchen towel in the main european countries: Italy, U.K., France, Sweden, Spain and Germany.

The main obiectives were as follows:



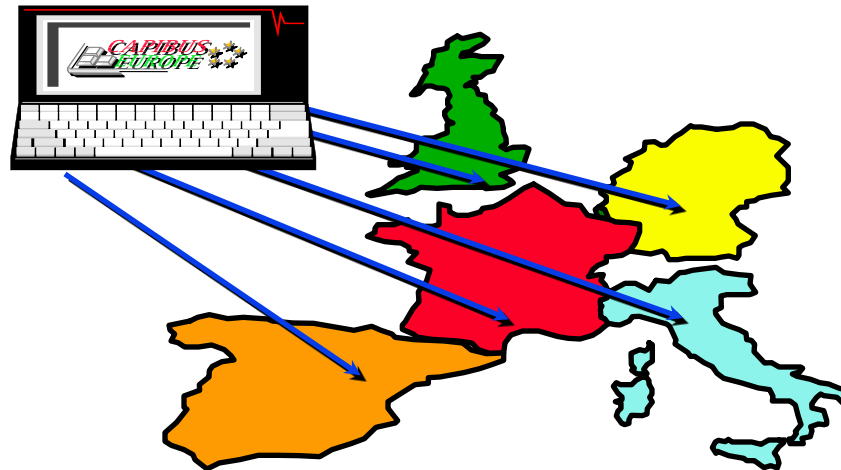
- verify the usage of kitchen towel for the kitchen
- for house cleaning
- or for personal use

And for those who use kitchen towel for the kitchen, verify:

- the frequency of consumption of kitchen towel
- the duration of contact of kitchen towel with dry, wet/fried, or wrapped food
- the temperature of dry, wet/fried, or wrapped food in contact with kitchen towel

METHODOLOGY

The study has been carried out by means of Capibus Europe, the first ever-fully integrated personal omnibus survey covering the core of the European market with a standard methodology. Capibus Europe is run and controlled entirely within the IPSOS Group, which means it offers a completely standardised methodology to access the views of over 80% of the population of the EU.



CAPI, or Computer Assisted Personal Interviewing, is at the heart of the CAPIBUS EUROPE system. It is based on the use of advanced portable laptop computers.

The interviews are conducted in home and face-to-face with the interviewers reading questions from computer screen and entering answers on the laptop keytop.

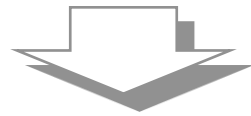
All interviewers have been fully trained using a specially developed training programme and constantly cooperate to this research tool.



The interviews were administered to a random sample, representing the reference universe of:



“men and women responsible for household purchases aged 18-65 years”



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- A total of 2471 interviews were conducted across: *Italy, UK, France, Sweden, Germany and Spain*

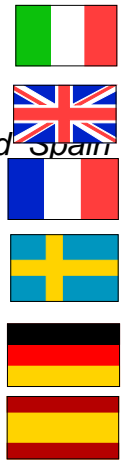
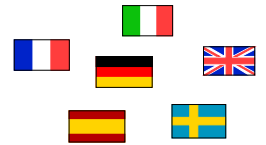


TABLE 1 - SUMMARY OF MAIN FINDINGS



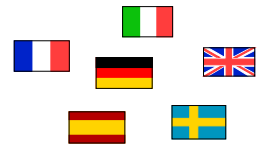
The total European production of tissue paper is approximately five million tonnes per year, with consumption closely matching production. KITCHEN TOWELS represent about **13.1%** thereof, or about 655,000 tonnes.

76% of the respondents use kitchen towels. Among them, if we consider a “general usage” (which includes multiple use), we see that 88% use it for household cleaning and 67% for the kitchen (and 49% for personal use).

But the figure that we have to look at is the “**usage most often**”, which represents the typical way these products are used. In this case we see that the vast majority of our sample (72%) **does not use** kitchen towel for food, but for house cleaning or personal usage (e.g. cleaning hands). Only less than one third (27%) -- which corresponds to **3.5% of the total tissue tonnage produced** -- is for kitchen use.

45% of the respondents who use kitchen towel also for the kitchen use it once a day or more than once a day; 22% use it 2 to 3 times a week.

TABLE 1 - SUMMARY OF MAIN FINDINGS



Amongst the 67% who use it in the Kitchen they use it **above all in order to wipe/absorb wet/fried food** (57% among users) **or to wipe dry food** (33% among users).

When kitchen towel is used in order to **wipe wet or dry food**, it remains in contact with food **less than 5 minutes** for the **85-90%** of the sample. It's very rare that the contact goes over the 15 minutes (3% for wet food, 2% for dry food).

Only a few people use it for, wrapping food (14% among users). The percentage is even lower if we consider the "usage most often": just **2%**, which means less than **0.3%** of the total tissue tonnage produced (13,100 tons) says that the main usage is for wrapping food. The 78% of these users wrap food at room temperature or cold.

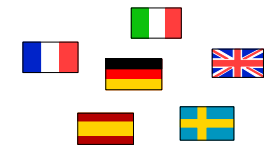


TABLE 2 - USAGE OF KITCHEN TOWEL

Q.1: *Do you personally use kitchen towel or not?*

**TOTAL
EUROPE**

Base: Total respondents

(2471)

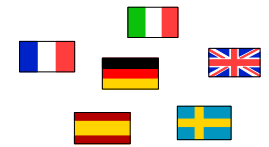
%

- They use kitchen towel
- They don't use kitchen towel

76

24

TABLE 3 - USAGE PURPOSES OF KITCHEN TOWEL



Q.2: *For which of these purposes do you use kitchen towel?*

Q.3: *And for which of these purposes do you use kitchen towel most often?*

**IN
GENERAL**

**MOST
OFTEN**

Base: Users

(1867)

(1867)

%

%

→ FOR HOUSE CLEANING

88

55

- To absorb spilled liquids
- To mop up and gather food rubbish or other type of spoilage
- Without other products, to clean surfaces/objects
- With other products, for example cleaners, to clean surfaces/objects

70

28

54

13

38

7

32

6

→ FOR THE KITCHEN

67

27

- To wipe/to absorb wet/fried food such as meat or fish or potatoes
- To wipe dry food such as bread or fruit
- To wrap food

57

21

33

5

14

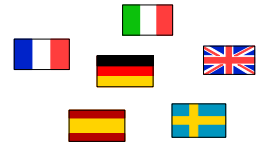
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→ FOR PERSONAL USE, FOR EXAMPLE TO CLEAN AND DRY YOUR HANDS

49

17

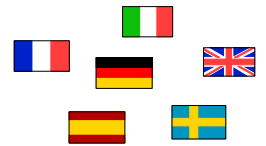
TABLE 4 - USAGE FREQUENCY OF KITCHEN TOWEL FOR FOOD



Q.4: *How often do you use kitchen towels in contact with food i.e. to keep, dry or wrap food?*

Base: Users for kitchen	(1251)
	%
• More than once a day	27
• Once a day	18
• 2/3 times a week	22
• Once a week	9
• Once every 2 or 3 weeks	3
• Once every 4 weeks	2
• Less often	16
Don't know	3

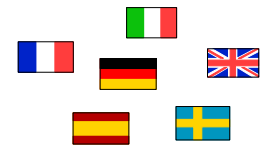
TABLE 5 - CONTACT LASTING OF KITCHEN TOWEL WITH FOOD



Q.5: *When you use kitchen towel to, on average how long is the food in contact with paper?*

	WET/FRIED FOOD	WRAP FOOD	DRY FOOD
Base: Users for kitchen	(1057)	(260)	(608)
	%	%	%
• A few seconds	45	22	65
• 1 minutes	21	12	18
• From 2 to 5 minutes	20	13	7
• From 6 to 15 minutes	7	9	2
• More than 15 minutes	2	5	1
• More than 1 hour	1	27	1
Don't know	4	12	6

TABLE 6 - TEMPERATURE OF FOOD IN CONTACT WITH KITCHEN TOWEL



Q.6: *When you use kitchen towel to, at which temperatures is the food?*

	WET/FRIED FOOD	WRAP FOOD	DRY FOOD
Base: Users for kitchen	(1057)	(260)	(608)
	%	%	%
→ <u>FROZEN + COLD</u> (Net)	20	26	25
• Frozen	2	1	2
• Cold	18	25	23
→ <u>ROOM TEMPERATURE + LUKEWARM</u> (Net)	30	52	62
• Room temperature	26	(46)	(59)
• Lukewarm	4	6	3
→ <u>WARM + HOT</u> (Net)	45	12	7
• Warm	18	7	5
• Hot	(27)	5	2
DON'T KNOW	5	10	6