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REPORT

NCCI PROJECT 34-1942

JAR LID EVALUATION

Prepared for:
Brandon Bach
December 31, 2019

NCCI#: 34-1942
 REPORT DATE: December 31, 2019

PRODUCTS TESTED:

Sample Identification	NCCI Code
EEASY Lid jar	540
Standard closure jar	387

Panelist qualifications/Protocol: Males and Females ages 25-74. *Screen “do you every have trouble opening jars”? – does not disqualify if they say ‘no’. Consumers received two samples for opening/evaluating. The order of presentation was rotated and balanced from panelist to panelist.						
Ages						
Date	Number of Panelists	25-34	35-44	45-54	55-64	65-74
Dec 18, 2019	80	12.5%	17.5%	23.8%	32.5%	13.8%
Gender						
Male			Female			
19%			81%			

RESULTS:

N=80 Attribute Title	387 Standard Closure Lid Mean	540 EEasy Lid Jar Mean	p-value
(9= Like Extremely; 1= Dislike Extremely)			
APPEARANCE of Jar Lid (How It Looks)	6.51 b	6.95 a	0.0226 Signif
(5= Very Easy; 1= Very Difficult)			
How EASY do you THINK this jar will be to open?	3.51 b	3.83 a	0.0268 Signif
How EASY was it to actually open the jar?	2.84 b	4.18 a	0.0000 Signif
On a scale of 0 to 10, how unique and different is this jar lid? (0= Not Unique/different; 10=Extremely Unique/Different)	2.59 b	7.78 a	0.0000 Signif
(4= Great; 1= Not So Well)			
How WELL does this Lid Meet your needs?	2.10 b	2.85 a	0.0000 Signif
(5= Much Better than Expected)			
EXPECTATION	2.78 b	3.95 a	0.0000 Signif
(5= Definitely Would Purchase)			
How likely would you be to buy a jar with this lid, if it contained a product you normally buy?	3.44 b	3.86 a	0.0228 Signif
Forced Preference: Which Jar did you prefer opening?	27.5%	72.5%	0.0000 Signif
Forced Preference: If BOTH lids were available on the SAME product, which lid would you buy?	28.8%	71.3%	0.0000 Signif



How EASY do you THINK this jar will be to open?	387 Standard Closure Lid	540 EEasy Lid Jar
	(Percents)	(Percents)
EASY	60.1%	71.3%
Very Easy	16.3%	25.0%
Somewhat Easy	43.8%	46.3%
NEITHER EASY NOR DIFFICULT	16.3%	17.5%
DIFFICULT	23.8%	11.3%
Somewhat Difficult	22.5%	8.8%
Very Difficult	1.3%	2.5%

How EASY was it to actually open this jar?	387 Standard Closure Lid	540 EEasy Lid Jar
	(Percents)	(Percents)
EASY	36.3%	83.8%
Very Easy	10.0%	51.3%
Somewhat Easy	26.3%	32.5%
NEITHER EASY NOR DIFFICULT	15.0%	3.8%
DIFFICULT	48.8%	12.5%
Somewhat Difficult	35.0%	7.5%
Very Difficult	13.8%	5.0%

How WELL does this Lid Meet your Needs?	387 Standard Closure Lid	540 EEasy Lid Jar
	(Percents)	(Percents)
Great	6.3%	31.3%
Very Well	20.0%	31.3%
Okay	51.3%	28.8%
Not So Well	22.5%	8.8%



Which of the following words describe this jar lid (check all that apply)?	387 Standard Closure Lid	540 EEasy Lid Jar
	(Percents)	(Percents)
Ok	28.8%	17.5%
Great	7.5%	41.2%
Time Saving	6.2%	37.5%
Takes a lot of Strength/Force	28.8%	10.0%
Attractive	2.5%	12.5%
Life Changing	0.0%	13.8%
Typical	48.8%	5.0%
Unique	3.8%	57.5%
Revolutionary	0.0%	23.8%
Old Fashioned	50.0%	10.0%
None of These	2.5%	1.2%

*Results will not total 100%, since consumers may use multiple words.

How well did this jar lid meet your expectation?	387 Standard Closure Lid	540 EEasy Lid Jar
	(Percents)	(Percents)
BETTER THAN EXPECTED	13.8%	68.8%
Much Better Than Expected	5.0%	43.8%
Somewhat Better than Expected	8.8%	25.0%
ABOUT THE SAME AS EXPECTED	58.8%	17.5%
NOT AS GOOD AS EXPECTED	27.6%	13.8%
Not Quite as Good as Expected	13.8%	10.0%
Not Nearly as Good as Expected	13.8%	3.8%

How likely would you be to buy a jar with this lid, if it contained a product you normally buy?	387 Standard Closure Lid	540 EEasy Lid Jar
	(Percents)	(Percents)
DEFINITELY/PROBABLY WOULD PURCHASE	48.8%	68.8%
Definitely Would Purchase	12.5%	38.8%
Probably Would Purchase	36.3%	30.0%
MIGHT OR MIGHT NOT PURCHASE	37.5%	16.3%
DEFINITELY/PROBABLY WOULD NOT PURCHASE	13.8%	15.1%
Probably Would Not Purchase	10.0%	8.8%
Definitely Would Not Purchase	3.8%	6.3%



Does Sample #540 with the Push Button Lid improve the way you look at opening jars?

77.5% YES
22.5% NO

Would Sample #540 with the Push Button Lid be beneficial to you going forward?

76.3% YES
23.8% NO

Would you recommend Sample #540 with the Push Button Lid to family and friends?

80.0% YES
20.0% NO

