



INTERNATIONAL FOOD INFORMATION COUNCIL FOUNDATION

2011 FOOD & HEALTH SURVEY

Consumer Attitudes Toward Food Safety,
Nutrition & Health

A TRENDED SURVEY

May 5, 2011



2011 FOOD & HEALTH SURVEY

5

FOOD SAFETY

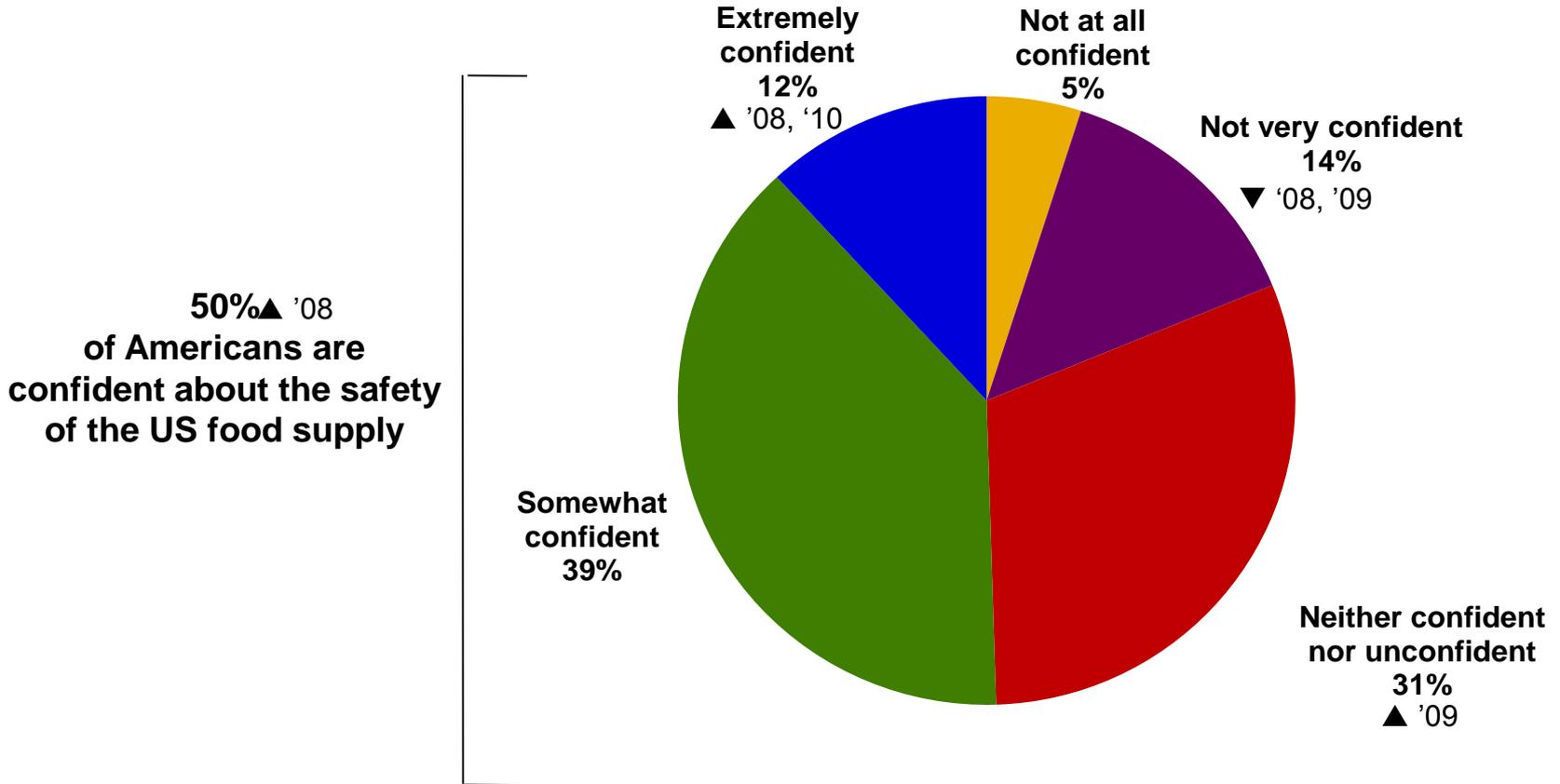


A close-up photograph of a hand washing several vegetables, including a large red tomato and a green bell pepper, under a cascading waterfall of water. The water is splashing and creating many bubbles, emphasizing the freshness and cleanliness of the produce.

Food Safety: Confidence and Safe Food Handling

Food Safety Confidence

About half of Americans are confident in the safety of the U.S. food supply.



To what extent, if at all, are you confident in the safety of the U.S. food supply?* [Select one] (n=1000)

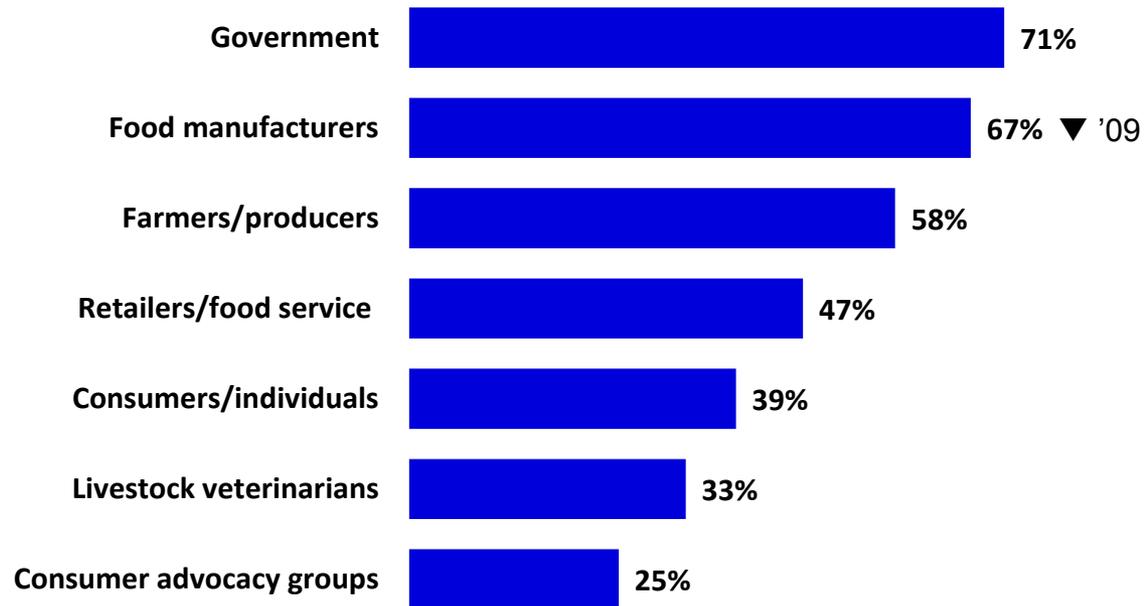
*Question asked since 2008.

** Due to rounding, chart does not equal 100%.

▲ / ▼ Significant increase/decrease from year indicated

Food Safety Responsibility

When asked who they believe is responsible for food safety in the U.S., 71% of Americans believe that the government is responsible, and 67% say food manufacturers, followed by farmers/producers (58%), retailers/food service (47%), and consumers/individuals (39%).



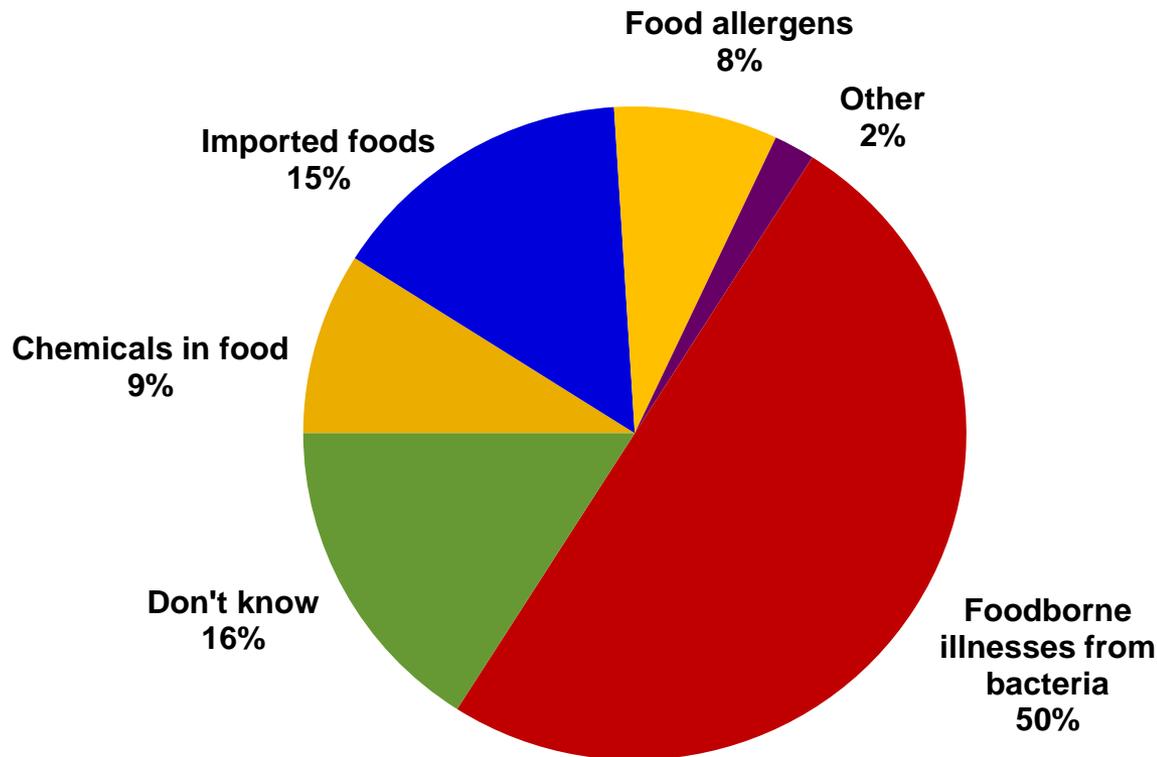
In general, who do you believe is responsible for food safety in the U.S.?^{*}
[Select all that apply] (n=1000)

^{*}Question asked since 2009.

▲ / ▼ Significant increase/decrease from year indicated

Most Important Food Safety Issue Today

Foodborne illness from bacteria remains the most important food safety issue.



What, in your opinion, is the most important food safety issue today?* [If chemicals specify open end]
[Select one] (n=1000)

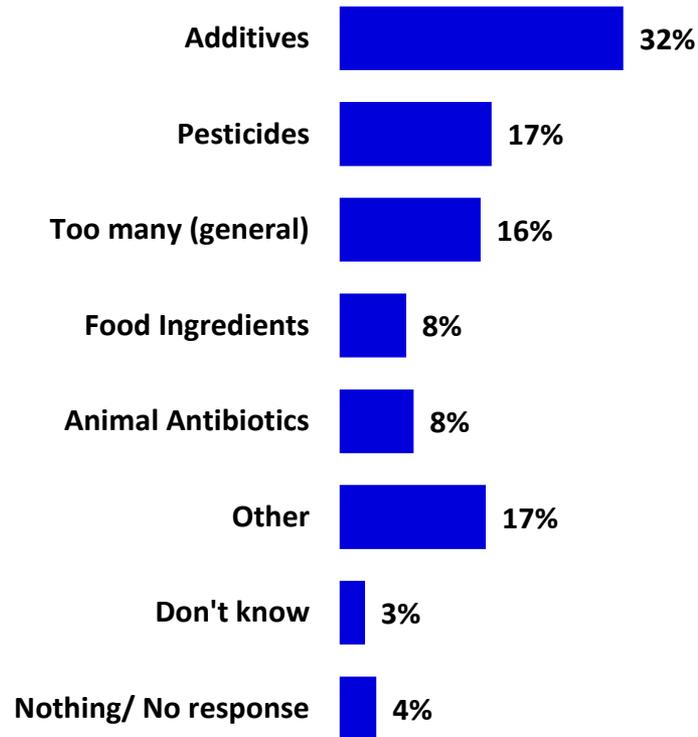
*Question asked since 2009.

** Question changed in 2011 by removing examples in the parentheses for “chemicals in food” and “foodborne illnesses from bacteria.”

▲ / ▼ Significant increase/decrease from year indicated

Chemicals In Food

Of those Americans who perceive “chemicals in food” to be the most important food safety issue today, they specify chemicals to be additives and pesticides.

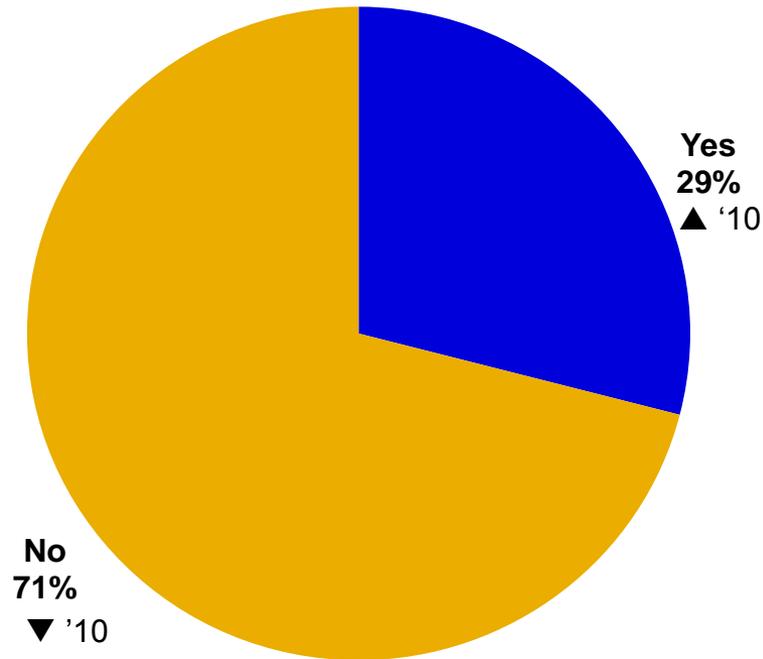


[IF CHEMICALS IN FOOD RATED MOST IMPORTANT ISSUE] What, in your opinion, is the most important food safety issue today?* [Specify, open end n=102]

*Question asked since 2009.

Action Taken Based on Chemicals in Food

Of those Americans who perceive “chemicals in food” to be the most important food safety issue today, three-quarters have not changed their behavior based on the importance they place on the issue.



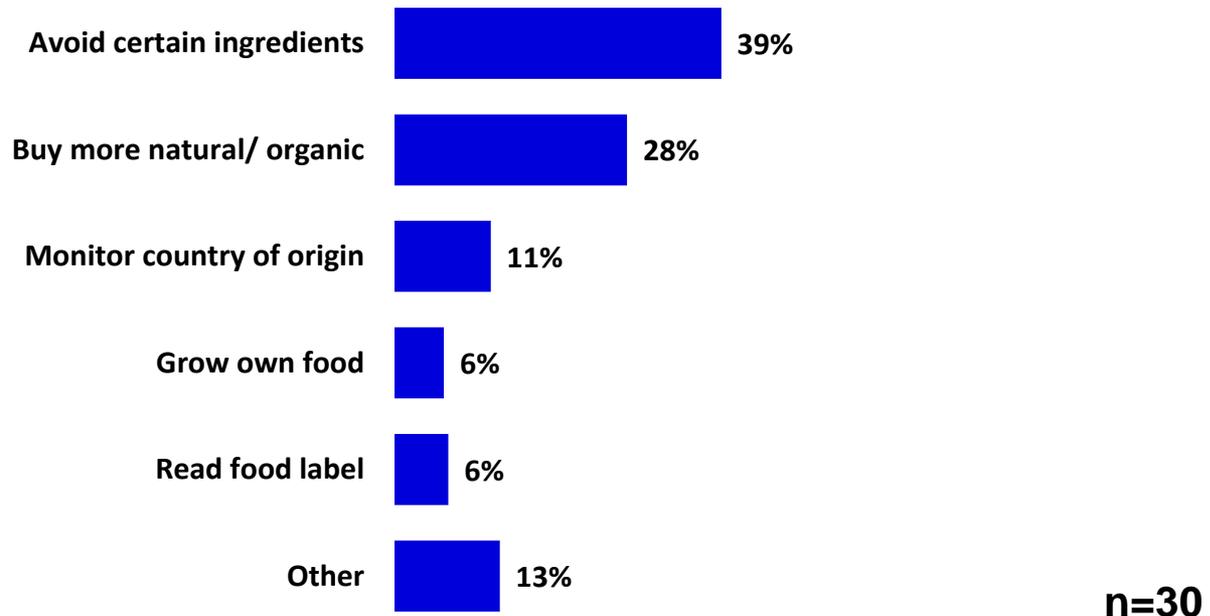
[IF CHEMICALS IN FOOD RATED MOST IMPORTANT ISSUE] Have you made any changes in the past six months as a result of information you heard or read about chemicals in food... ? [Select one]* (n=91) Why? [Open-end n=30]

*Question added in 2010.

▲ / ▼ Significant increase/decrease from year indicated

Specific Action Taken Based on Chemicals in Food

Among those that perceive chemicals in food as the most “important food safety issue,” the actions most commonly involve avoiding certain ingredients and purchasing more organic and natural food products.

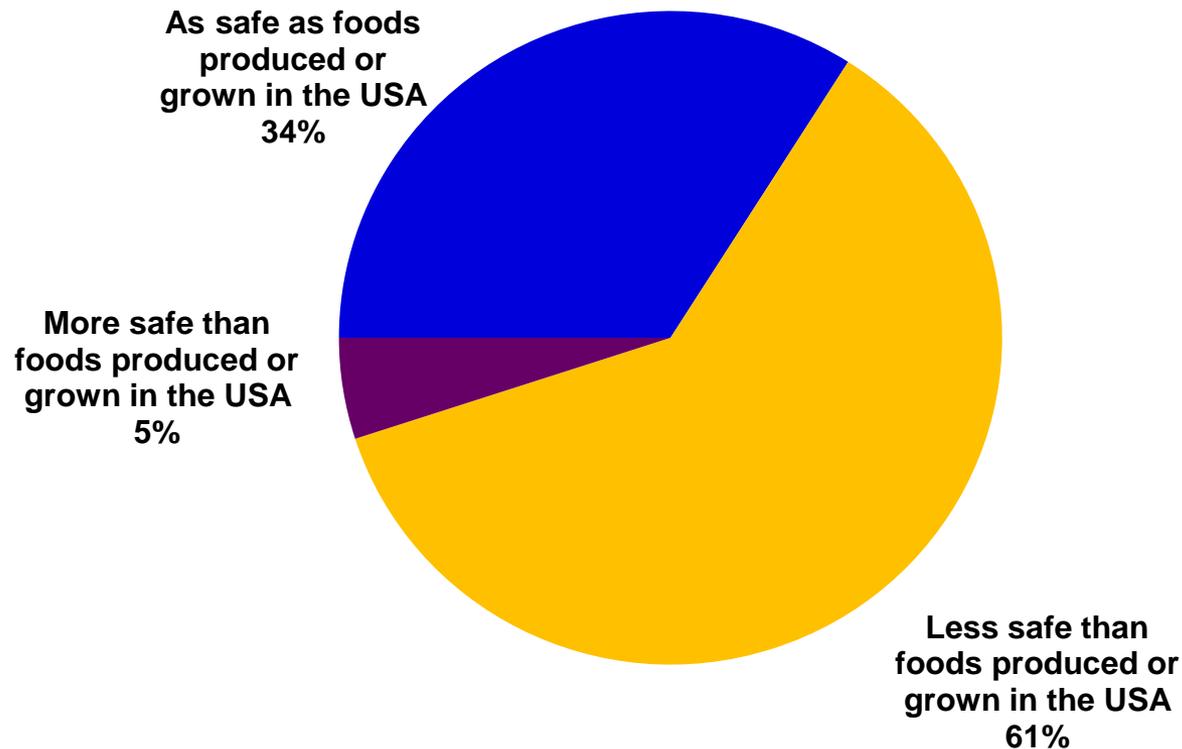


[IF CHEMICALS IN FOOD RATED MOST IMPORTANT ISSUE] Have you made any changes in the past six months as a result of information you heard or read about chemicals in food... ? [Select one]* (n=91) Why? [Open-end n=30]

** Open-end question added in 2011.

Safety of Imported Foods

More than half of Americans say they do not believe imported foods are as safe as foods produced or grown in the USA.



In general, do you think that imported foods are...?* [Select one] (n=1000)

*Question added in 2011.

Reasoning behind Imported Food Safety Opinion

Beliefs regarding the degree of regulations drives perception of food safety.

LESS SAFE	
Less regulation/inspection	50%
Use chemicals/pesticides	8%
Distance/transport issues	8%
Don't know how it's produced	7%
Lack of sanitary conditions	5%

AS SAFE	
Imports are regulated	33%
Other countries have safety standards too	6%
U.S. has food safety issues	5%
Problems can come from U.S. or imported	5%
No bad experiences	3%

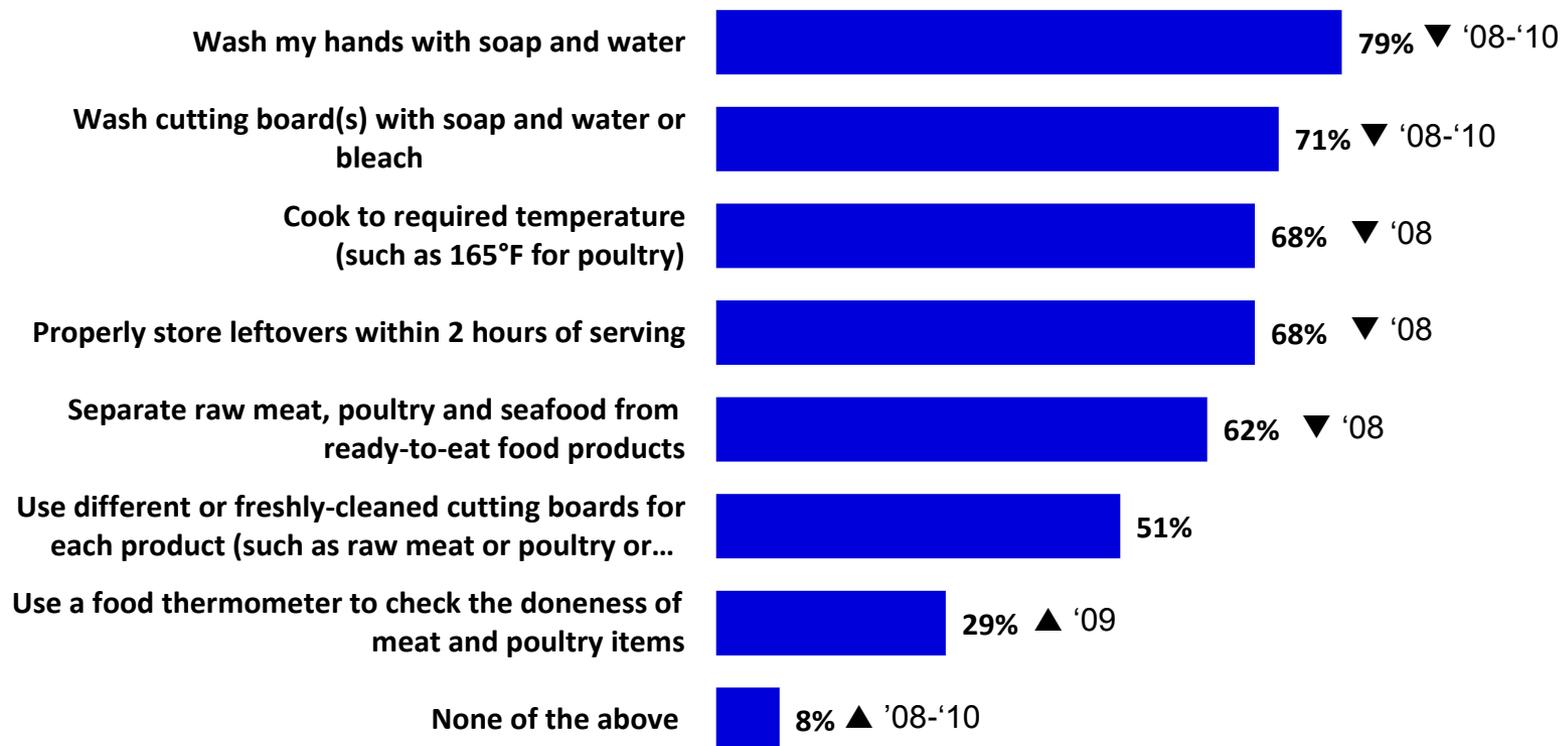
MORE SAFE	
More regulated/inspected	10%
Less use of chemicals	9%
U.S. less concerned with quality	8%
Better	7%
More naturally grown	5%

Why do you believe that imported foods are [based on answered to previous question] less/more/as safe as food grown in the United States?* [Open-end] (n=1000)

*Question added in 2011.

General Food Safety Practices

Across most actions asked about, fewer Americans report performing food safety practices on a regular basis compared to previous years.



Which of the following actions do you perform regularly when cooking, preparing, and consuming food products?*

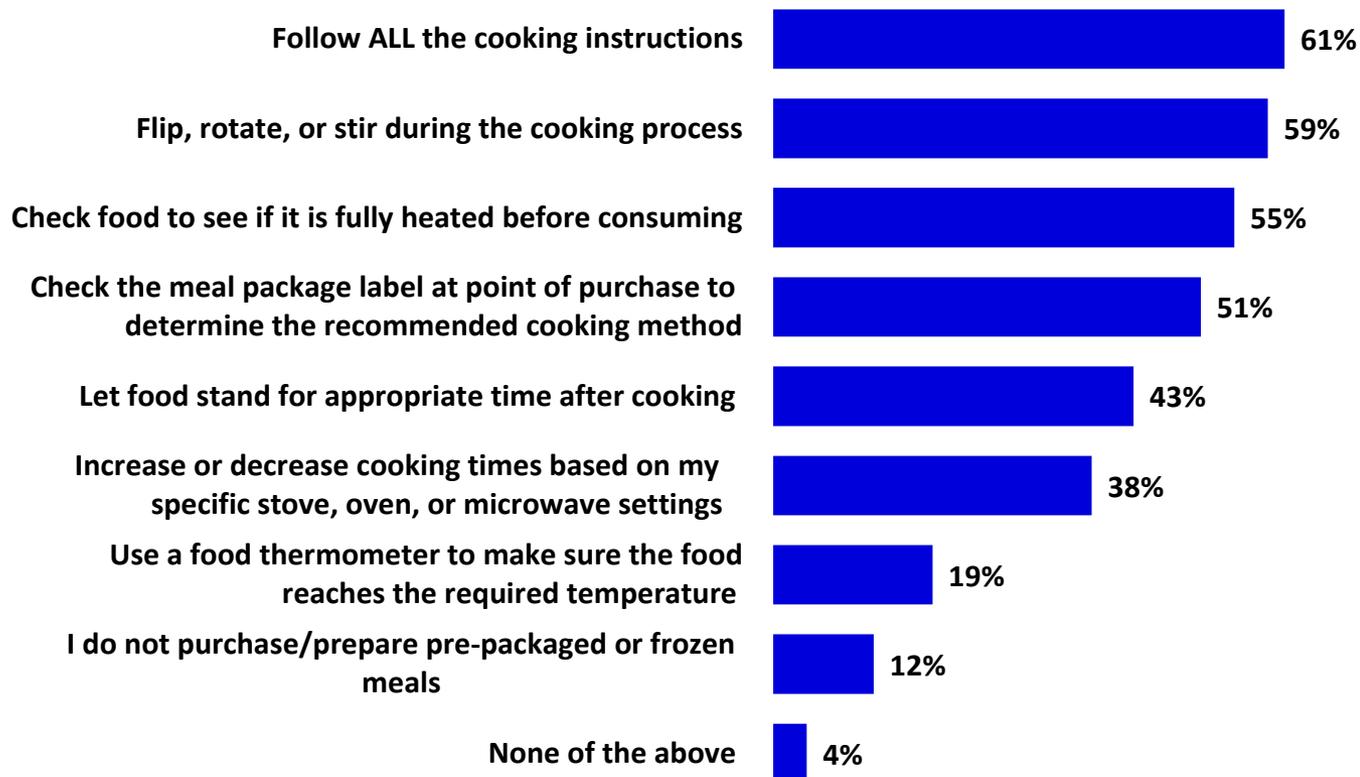
[Select all that apply] (n=1000)

*Question asked since 2008.

▲ / ▼ Significant increase/decrease from year indicated

Pre-Packaged Food Safety Practices

When it comes to pre-packaged food safety practices, 6 in 10 Americans say they follow all cooking instructions and/or flip, rotate, or stir during the cooking process on a regular basis.

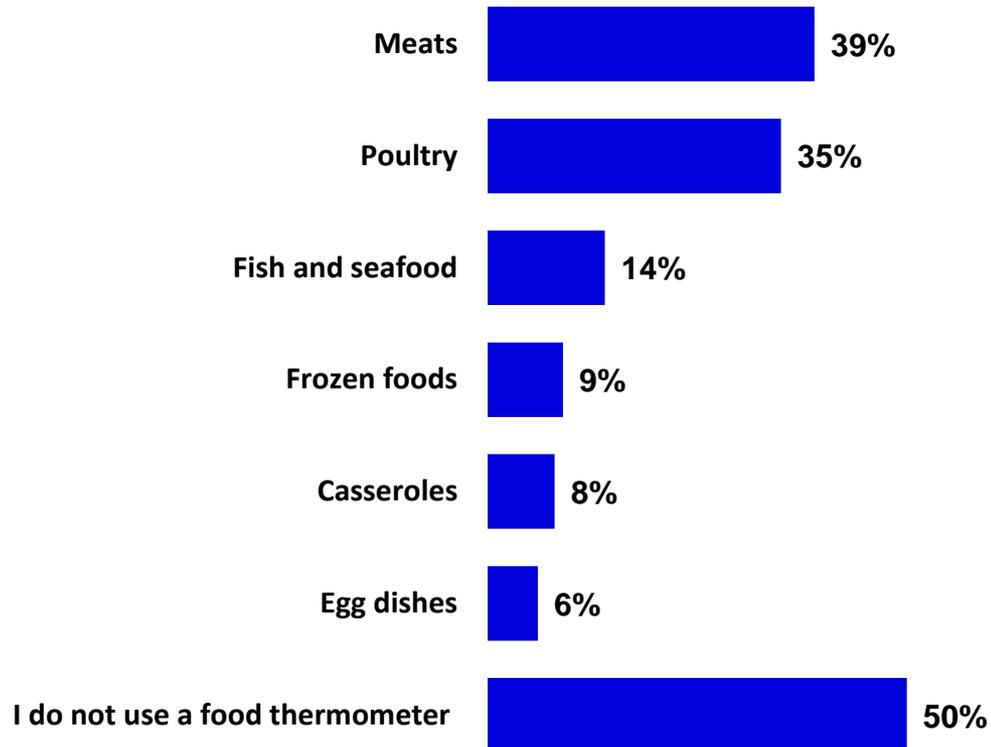


Which of the following actions do you perform regularly when purchasing or preparing pre-packaged foods (e.g., packaged or frozen meals that contain cooking instructions) at home? * [Select all that apply] (n=1000)

*Question changed in 2011, no longer microwave-specific.

Use of Food Thermometer

Half of Americans do not use a food thermometer at all. When one is used, it is most likely to be while cooking meat and poultry items.

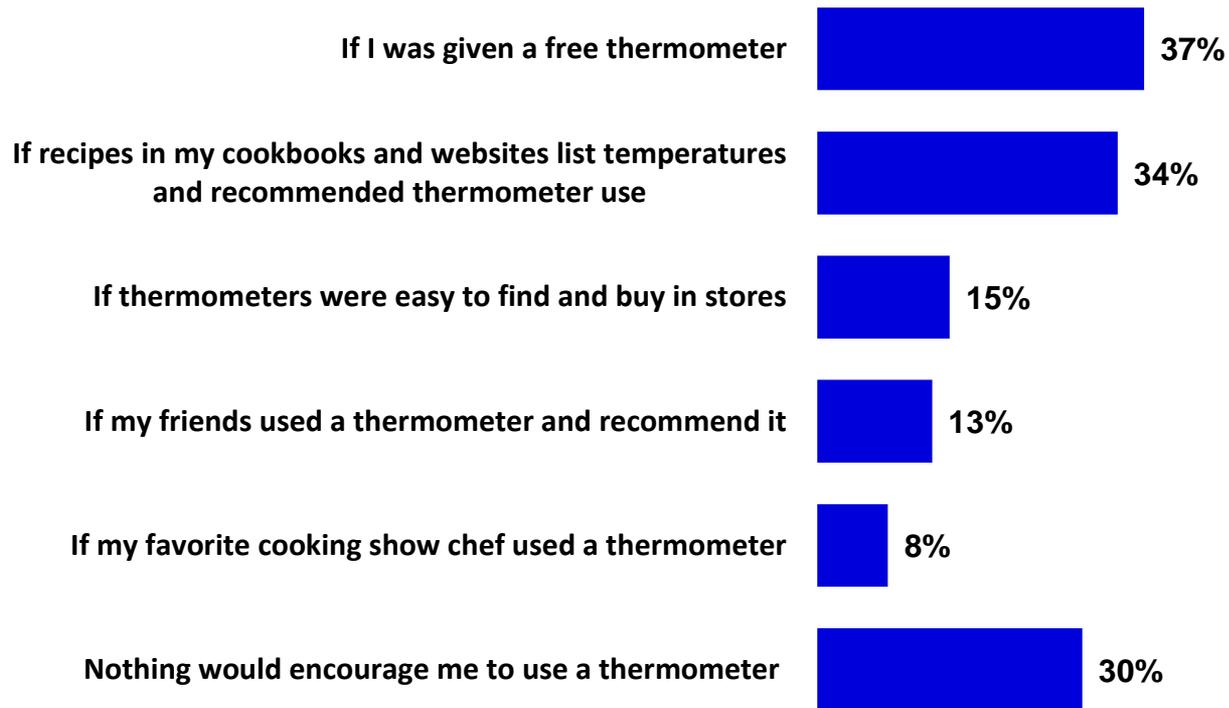


For which products do you use a food thermometer when you are cooking?* [Select all that apply] (n=1000)

*Question added in 2011.

Encourage to Use Thermometer

About one-third of Americans say that nothing would encourage them to use a food thermometer. Among those that might, a free thermometer and recommendations in cookbook and website recipes would help most.

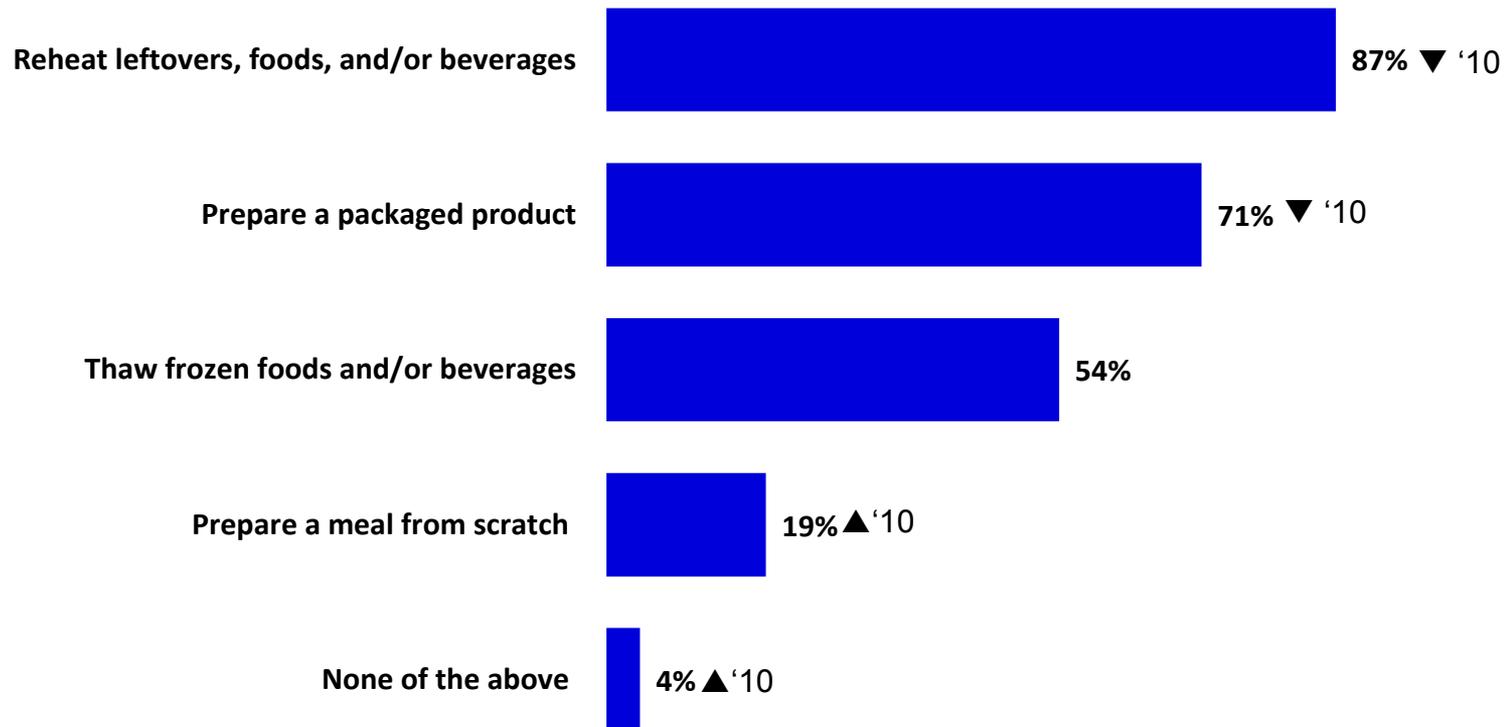


What would encourage you to use a food thermometer?* [Select all that apply] (n=1000)

*Question added in 2011.

Microwave Uses

Reheating leftovers and preparing a packaged product continue to be the main reasons Americans use the microwave.



For which of the following reasons, if any, do you use your microwave?* [Select all that apply] (n=955)

* Question added in 2010.

*2011 responses shown only out of those that have/use microwave. Removed packaged product examples in 2011.

▲ / ▼ Significant increase/decrease from year indicated



Food Safety: Information Sources

Recently Used Food Safety Sources

73% of Americans get their food safety information from media sources.

TV or radio news program	39%
Newspaper	23%
Cooking shows/hosts	22%
Internet article	20%
Talk shows	19%
Magazine article	17%
Public service announcement or ad campaign on TV or radio	12%
Blog or social networking site (e.g., Twitter, Facebook, etc.)	4%
Food label	27%
Friends/family	27%
Government official/public agency	15%
Grocery store, drug store, or specialty store	15%
Health association	9%
Consumer advocacy groups	8%
Product or manufacturer communications (i.e., website, advertising, etc.)	8%
Medical professional (e.g., doctor, nurse, physician assistance, pharmacist, etc.)	7%
At/from schools	4%
Church/faith based group	3%
Cooperative extension service agent	3%
Livestock veterinarians	3%
Registered dietitian	2%
Community leader	2%
Other	7%

**73%
cite at
least
one
media
source**

In the past six months, from which of the following sources, if any, have you heard or read about food safety practices?* [Select all that apply] (n=1000)

*Question changed in 2011.

Trusted Food Safety Sources

Americans trust government officials as the primary source for food safety information. However, when media sources are considered together, over half of Americans trust these sources for food safety information.

TV or radio news program	23%
Newspaper	18%
Public service announcement or ad campaign on TV or radio	18%
Cooking shows/hosts	17%
Internet article	15%
Magazine article	15%
Talk shows	9%
Blog or social networking site (e.g., Twitter, Facebook, etc.)	4%
Government official/public agency	33%
Health association	32%
Medical professional (e.g., doctor, nurse, physician assistance, pharmacist, etc.)	29%
Food label	29%
Registered dietitian	24%
Friends/family	22%
Consumer advocacy groups	17%
Grocery store, drug store, or specialty store	15%
Product or manufacturer communications (i.e., website, advertising, etc.)	12%
Cooperative extension service agent	9%
Livestock veterinarians	8%
At/from schools	6%
Church/faith based group	5%
Community leader	4%
Other	6%

**55%
cite at
least
one
media
source**

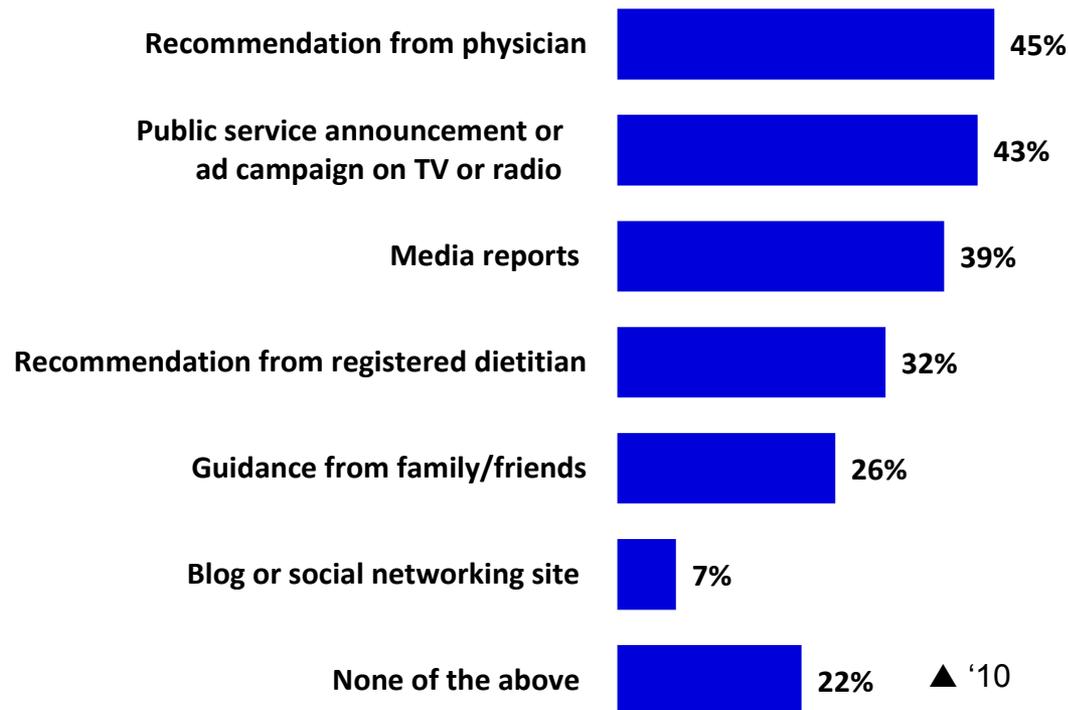
Which of the following sources, if any, do you trust to deliver food safety information?*

[Select all that apply] (n=1000)

*Question change in 2011.

Sources that Prompt Safe Food Handling Changes

Recommendations from physicians and public service announcements are most likely to motivate Americans to make changes regarding food handling.



Which of the following, if any, would prompt you to make changes about safe food handling?*
[Select all that apply] (n=1000)

*"Public Service Announcement" added in 2011.

▲ / ▼ Significant increase/decrease from year indicated



INTERNATIONAL FOOD INFORMATION COUNCIL FOUNDATION

2012 Food & Health Survey

Consumer Attitudes Toward Food Safety,
Nutrition & Health

May 2012



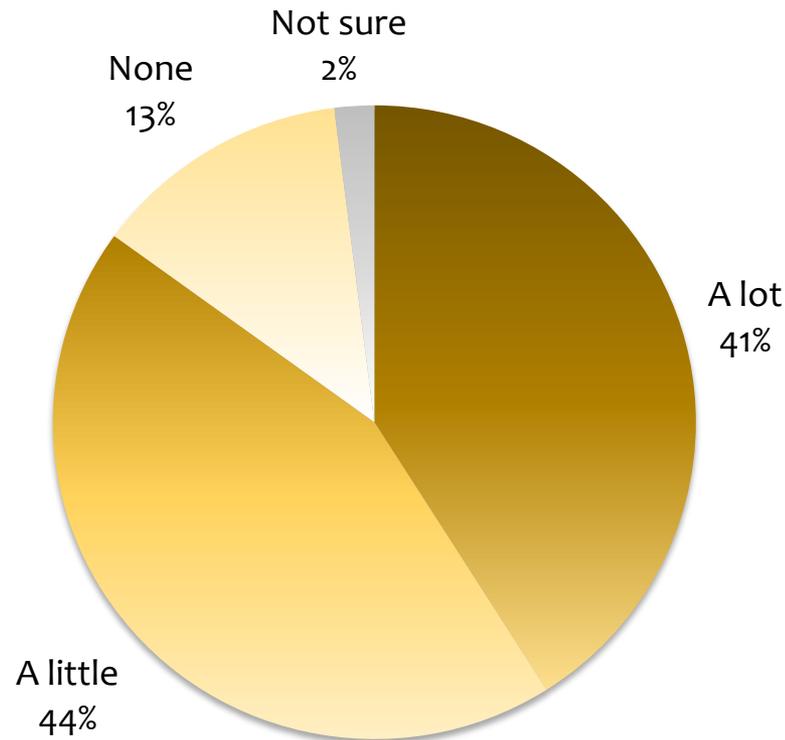
4

FOOD SAFETY

More than eight out of ten Americans admit to giving some thought to the safety of their foods and beverages over the past year.

Over the past year, how much thought have you given to the safety of your foods and beverages?

All (n=1,057)

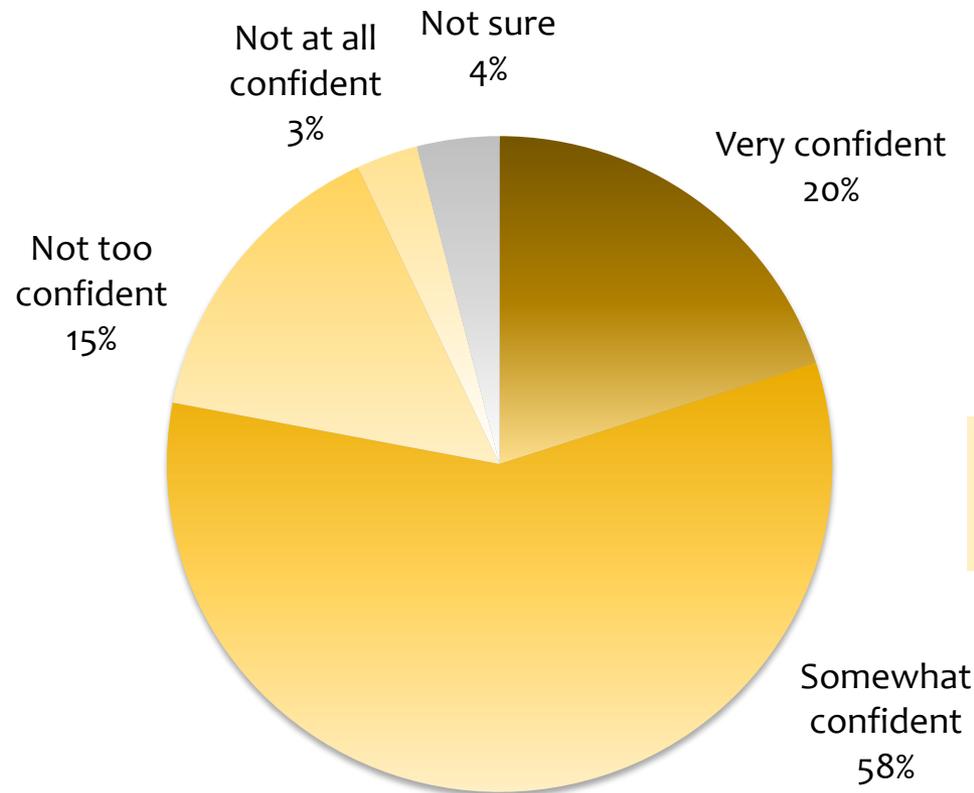


85% have given a lot or a little thought to food safety.

Three out of four are confident in the safety of the country's food supply.

Overall, how confident are you in the safety of the U.S. food supply?

All (n=1,057)



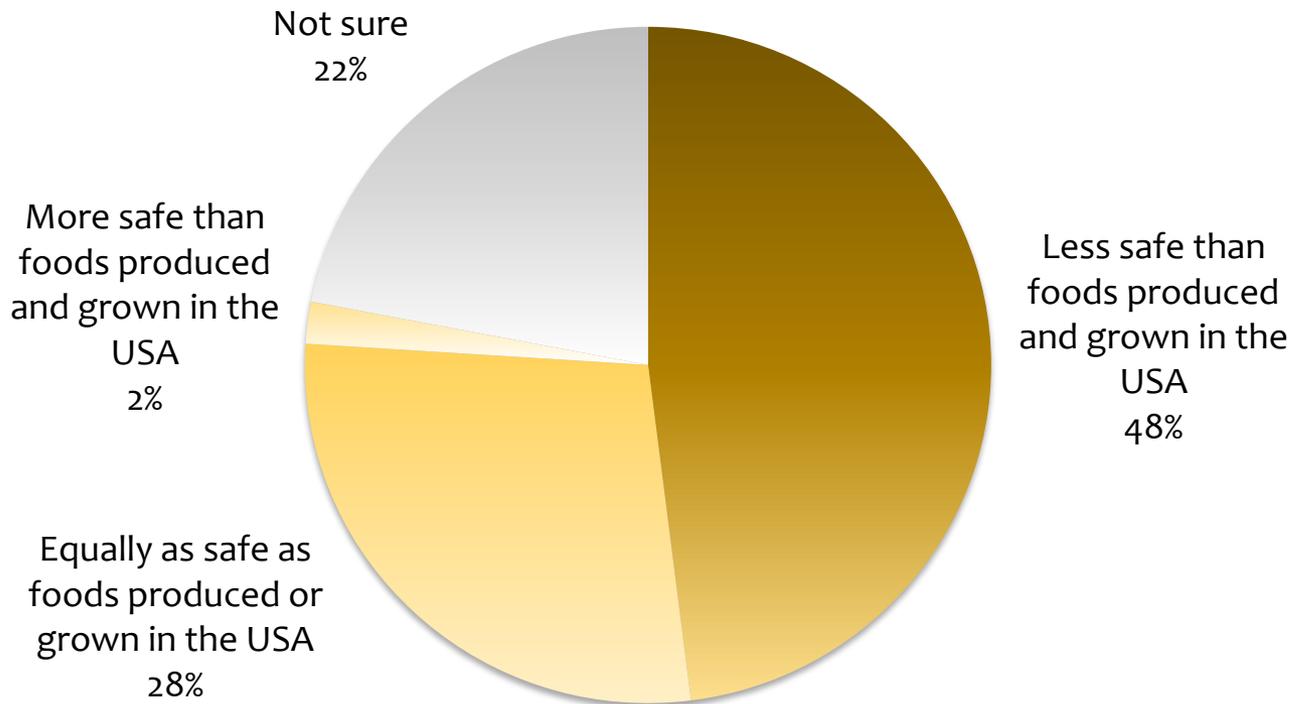
78% are very or somewhat confident in the safety of the U.S. food supply.

Half feel that imported foods are less safe than foods produced in the United States.

Hispanic consumers are more likely than non-Hispanic Whites and African Americans to rate imported and domestic foods as equally safe (40% vs. 26%, 24%).

All (n=1,057)

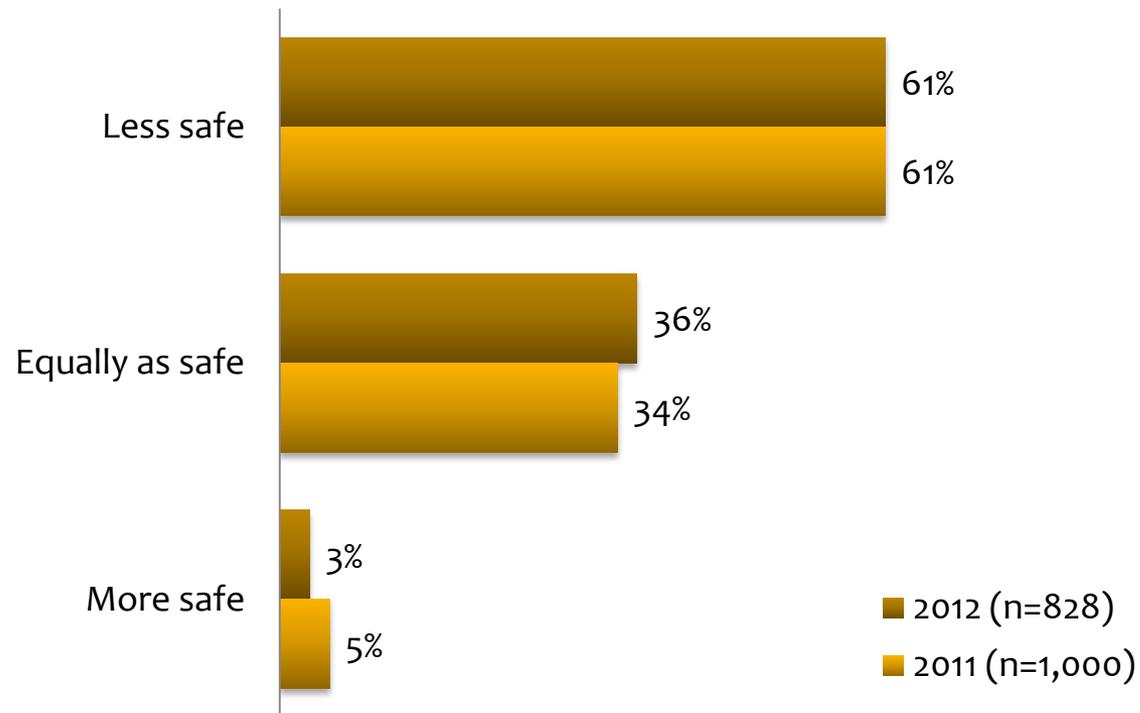
In general, do you think that imported foods are...?



The perceived safety of imported foods has not changed in the past year.

Trend

In general, do you think that imported foods are...?



In 2012, a “not sure” option was provided for the first time. The comparison excludes respondents who chose that response.

Most of those who feel that imported foods are less safe than domestically-produced foods attribute that to a lack of regulations.

Why do you believe that imported foods are less safe than foods produced or grown in the United States?

Believe imported foods are less safe (n=509)

They have fewer regulations and inspections than are required in the U.S.	77%
They have less sanitary conditions	61%
They could become contaminated or spoiled during travel to get to the U.S.	60%
I do not know enough about how they are produced	49%
They use more chemicals and pesticides or some that are more harmful than the ones used in the U.S.	48%
Other	3%
Not sure	1%

Those who feel that imported foods are just as safe as domestically-produced foods generally believe that both sources can have issues.

Why do you believe that imported foods are equally as safe as foods produced or grown in the United States?

Believe imported foods are equally safe (n=295)

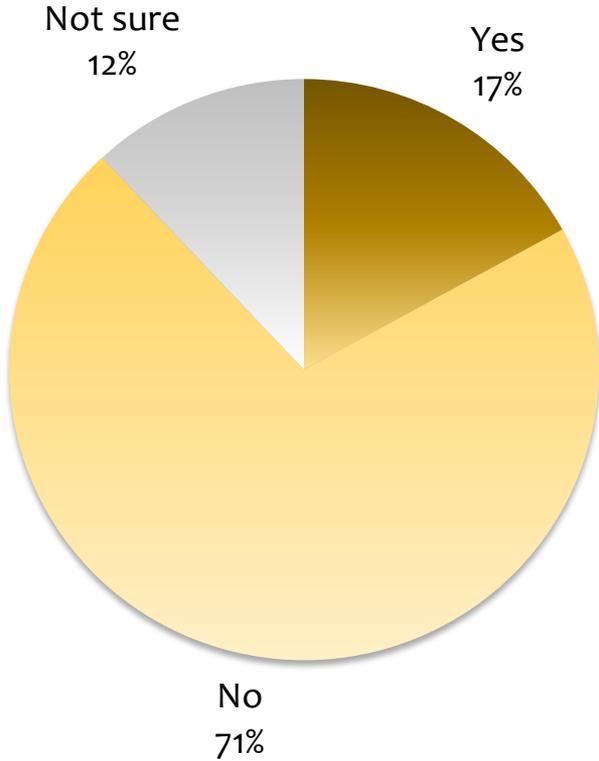


Foodborne illness can come from both U.S. produced and imported food	58%
The U.S. food supply has food safety issues too	53%
I have never had a bad experience with imported foods	47%
Imported foods are regulated and inspected to the same extent as domestically produced foods	46%
Other countries have safety standards that are as good as the ones in the U.S.	22%
I have had similar bad experiences with domestically produced foods	12%
Other	1%
Not sure	6%

Only one out of six have stopped buying a specific brand or type of food due to concerns about its safety.

In the past twelve months, have you stopped buying any specific brand or type of food or beverage due to a concern about its safety?

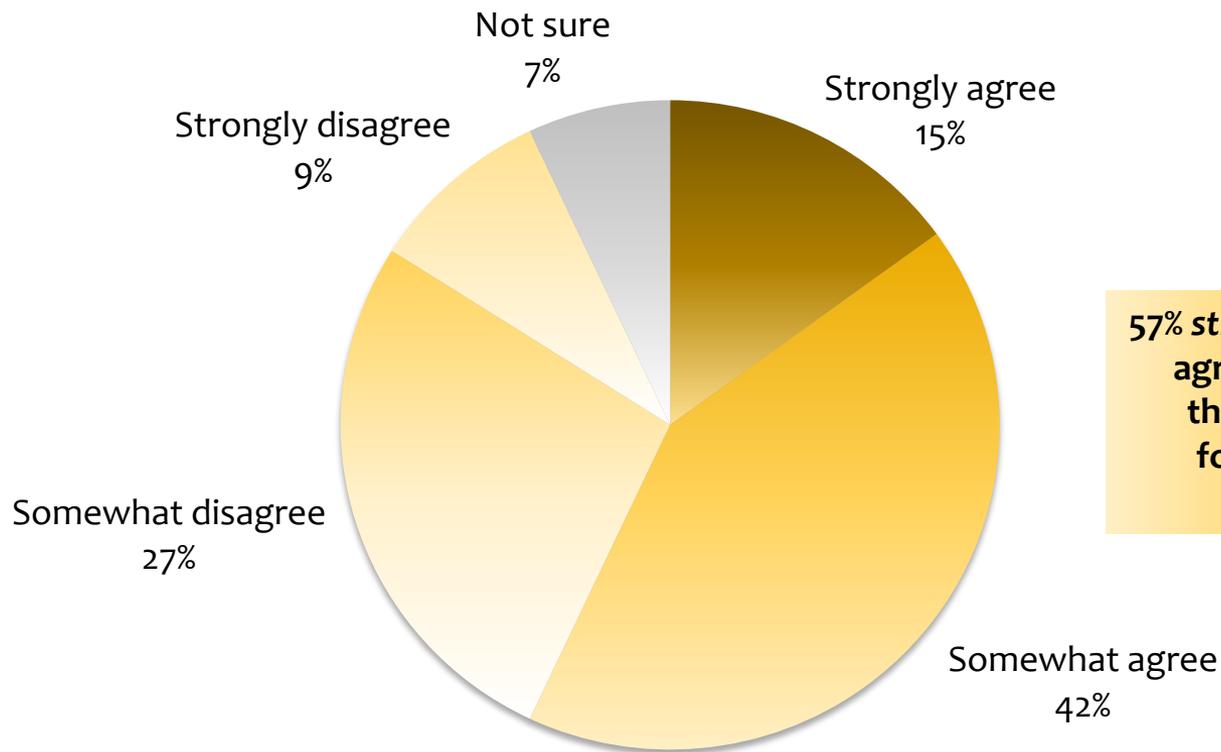
All (n=1,057)



Nearly six out of ten agree that the chances they will be sickened by their food are extremely low.

To what extent do you agree or disagree with the following statement?
The chances that I will actually get a foodborne illness or food poisoning (like Salmonella or E.coli) from something I eat or drink are extremely low.

All (n=1,057)



57% strongly or somewhat agree that the chances they will get a serious foodborne illness are extremely low.

Although Americans trust themselves the most, all entities charged with ensuring the safety of the U.S. food supply are viewed as doing at least a good job.

How good a job do you believe each of the following do in ensuring the safety of your food?

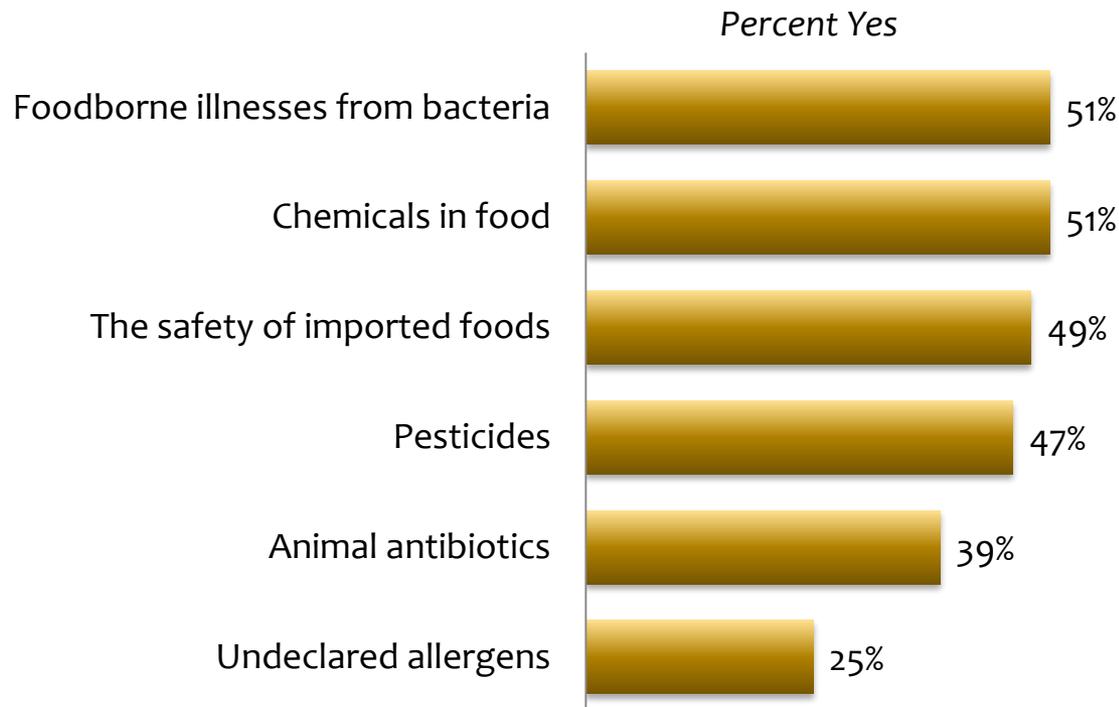
All (n=1,057)



Concerns about bacteria, chemicals, imported food safety, and pesticides have had about the same level of impact on food purchase decisions.

In the past year, has concern about any of the following impacted what foods or brands of food you purchase?

All (n=1,057)

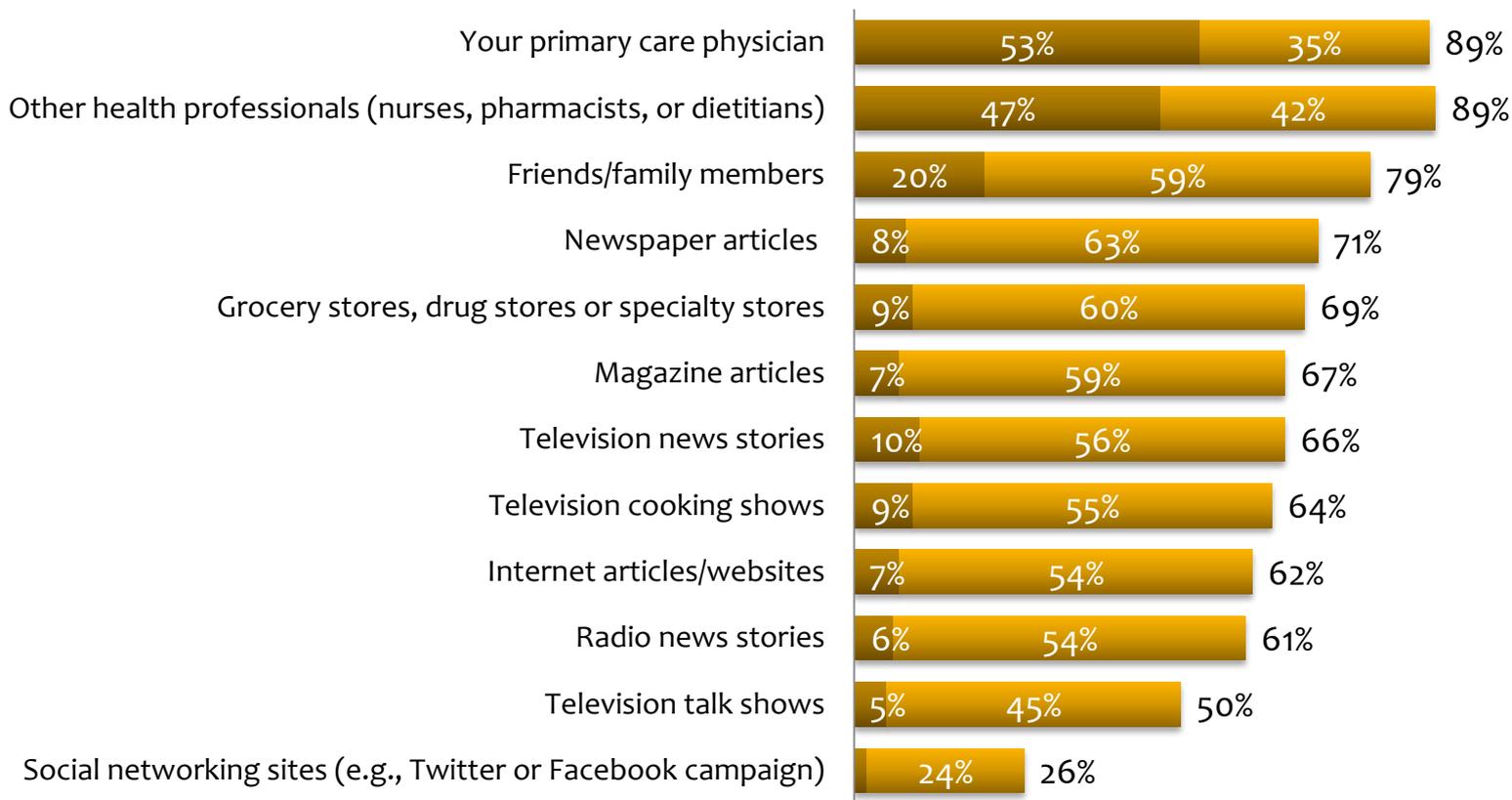


The sources of food safety information most frequently judged as trustworthy are primary care physicians and other health professionals.

How trustworthy, if at all, do you find the following sources to deliver accurate food safety information?

All (n=1,057)

■ Very trustworthy ■ Somewhat trustworthy



Hispanic and African American consumers are more likely than Whites to consider TV talk shows and social networking sites as trustworthy for food safety info.

Non-Hispanic Whites are more apt than African Americans to trust health professionals other than physicians.

How trustworthy, if at all, do you find the following sources to deliver accurate food safety information?

(n=979)

**% Very or Somewhat Trustworthy
By Age**

	White Non-Hispanic	Hispanic	African American
Other health professionals (nurses, pharmacists, or dieticians)	90%	87%	82%
Magazine articles	65%	69%	74%
Television news stories	63%	74%	71%
Television talk shows	47%	60%	61%
Social networking sites (e.g., Twitter or Facebook campaign)	23%	35%	36%

Bolded figures are significantly higher than one or more counterpart groups.



2013 Food & Health Survey

*Consumer Attitudes Toward
Food Safety, Nutrition & Health*

May 2013





FOOD SAFETY

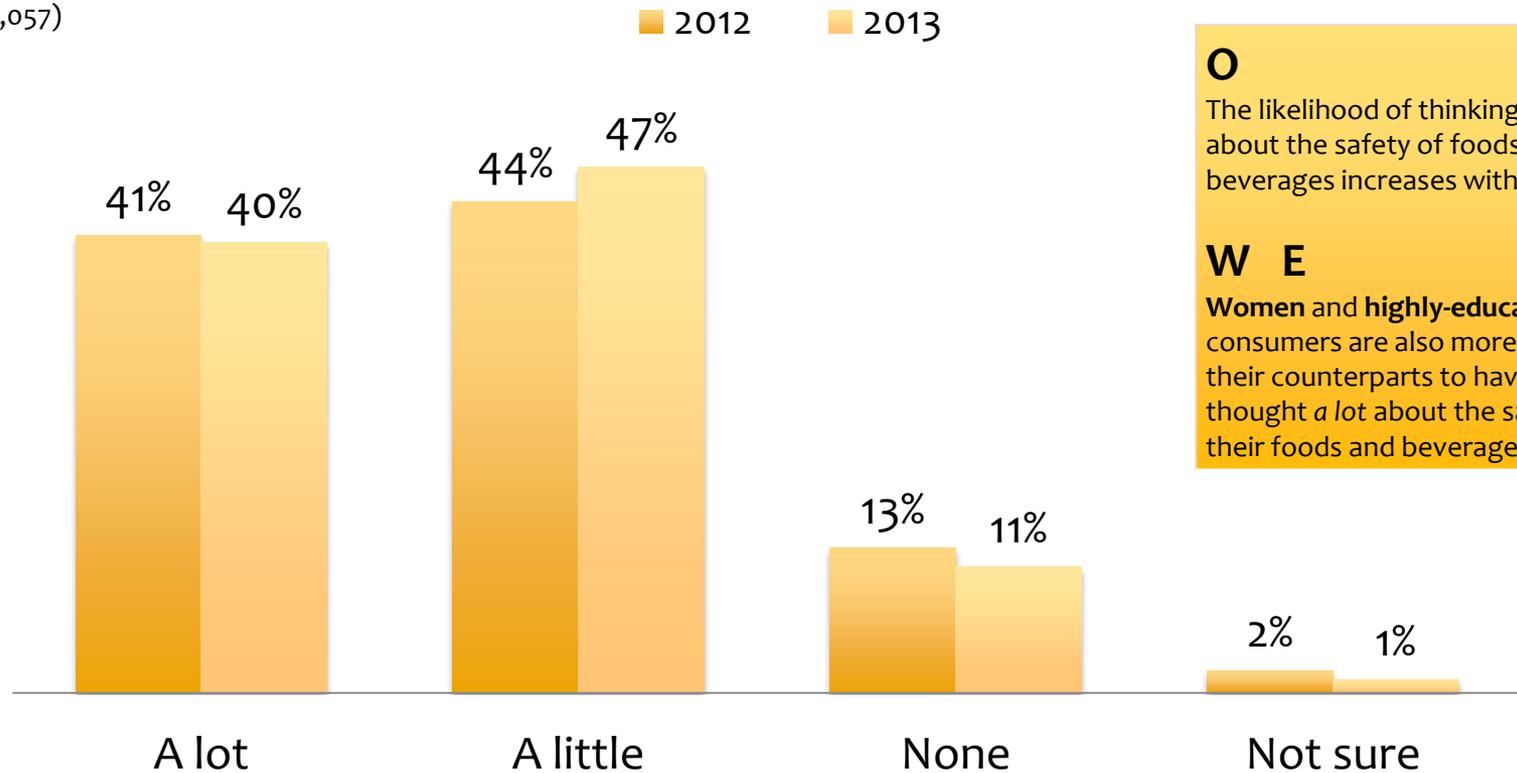
4

Safety of foods and beverages is on the minds of four out of ten Americans *a lot*.

Over the past year, how much thought have you given to the safety of your foods and beverages?

2013 All (n=1,006)

2012 All (n=1,057)



O

The likelihood of thinking *a lot* about the safety of foods and beverages increases with age.

W E

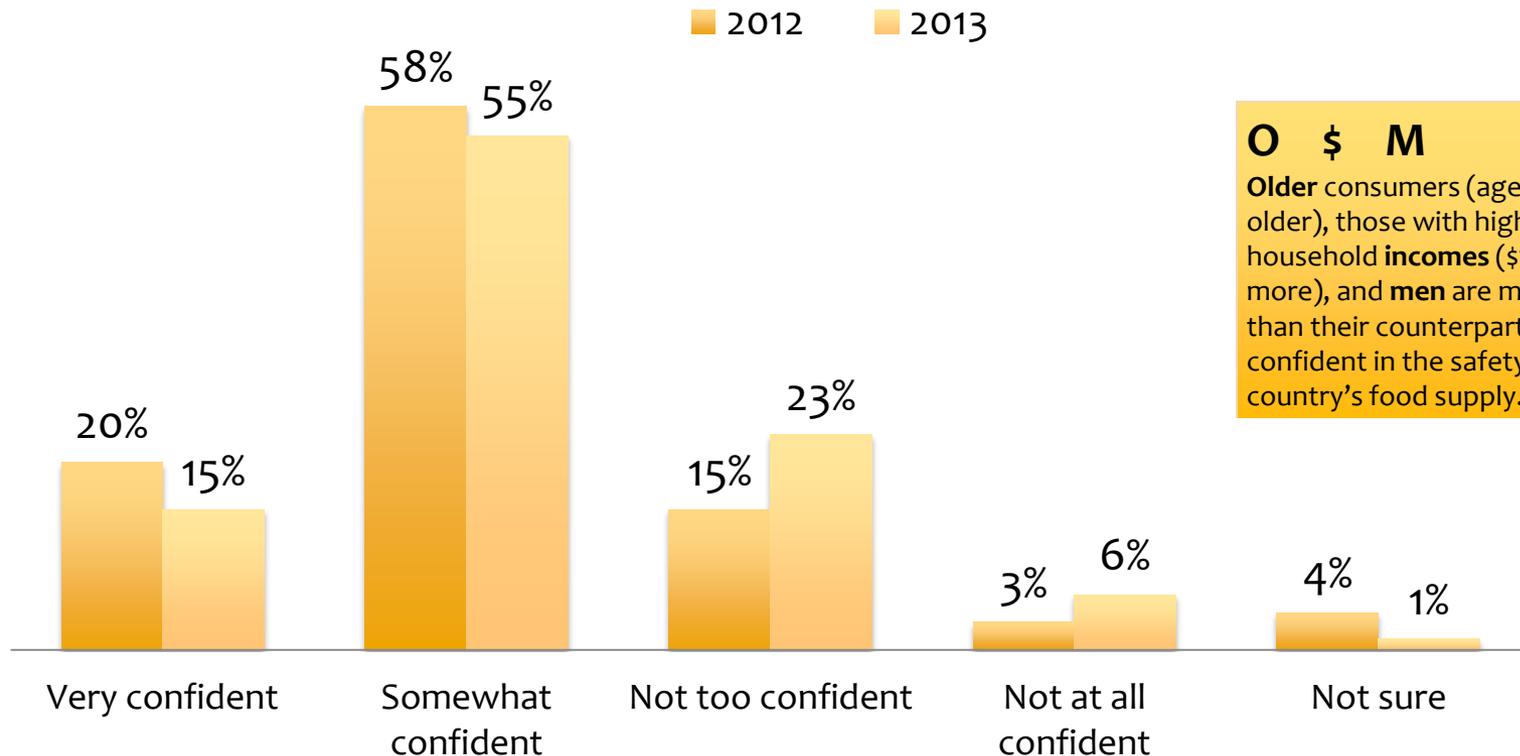
Women and **highly-educated** consumers are also more apt than their counterparts to have thought *a lot* about the safety of their foods and beverages.

Although the large majority of Americans remain confident in the safety of the U.S. food supply, confidence dropped between 2012 and 2013.

Overall, how confident are you in the safety of the U.S. food supply?

2013 All (n=1,006)

2012 All (n=1,057)

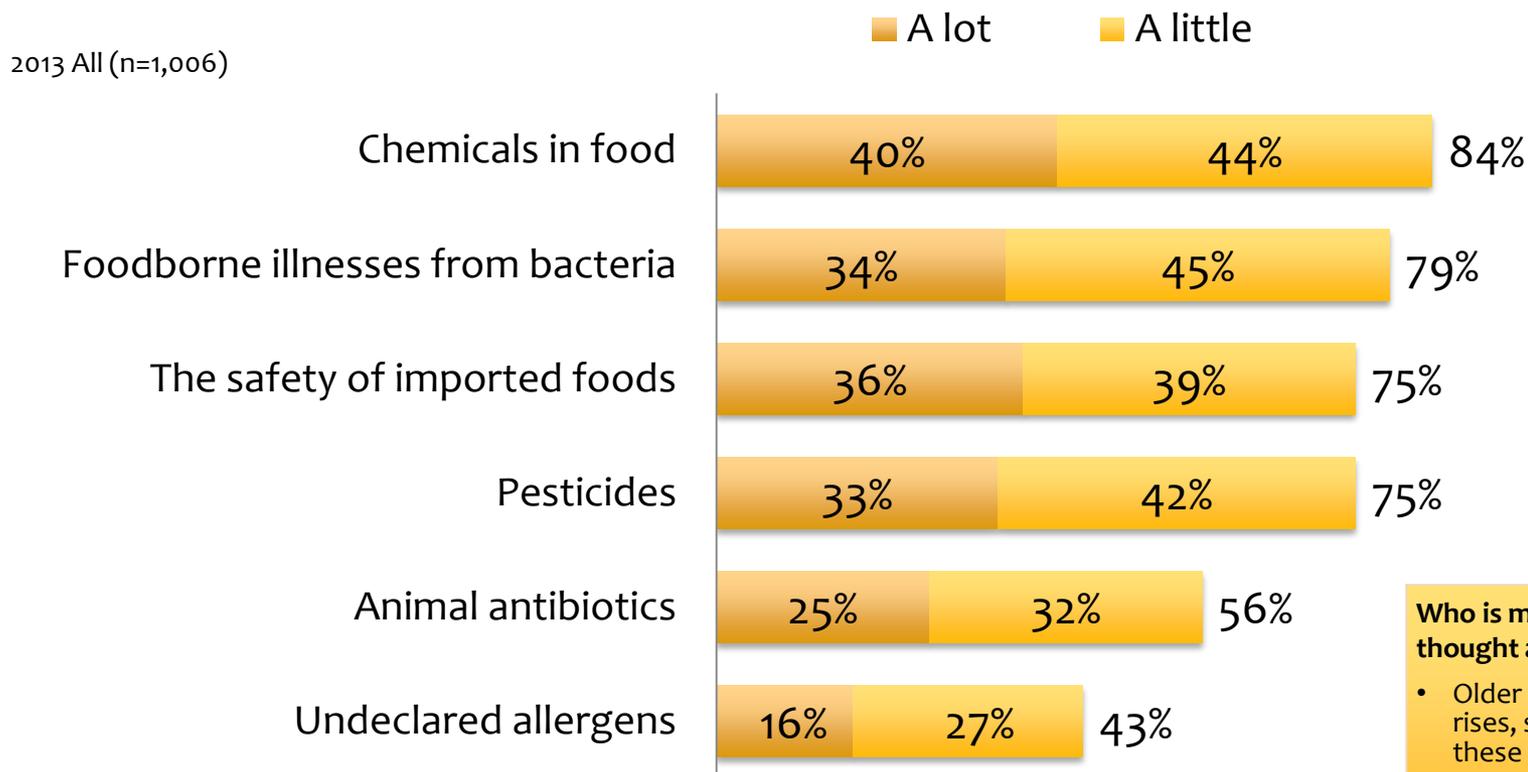


O \$ M

Older consumers (age 50 or older), those with higher household **incomes** (\$75,000 or more), and **men** are more likely than their counterparts to feel confident in the safety of the country's food supply.

At least three-fourths of Americans say they give a lot or a little thought to chemicals, pesticides, and bacteria in their food, as well as the safety of imported foods.

Over the past year, how much thought have you given to the following issues?



Who is more likely to have thought about these issues?

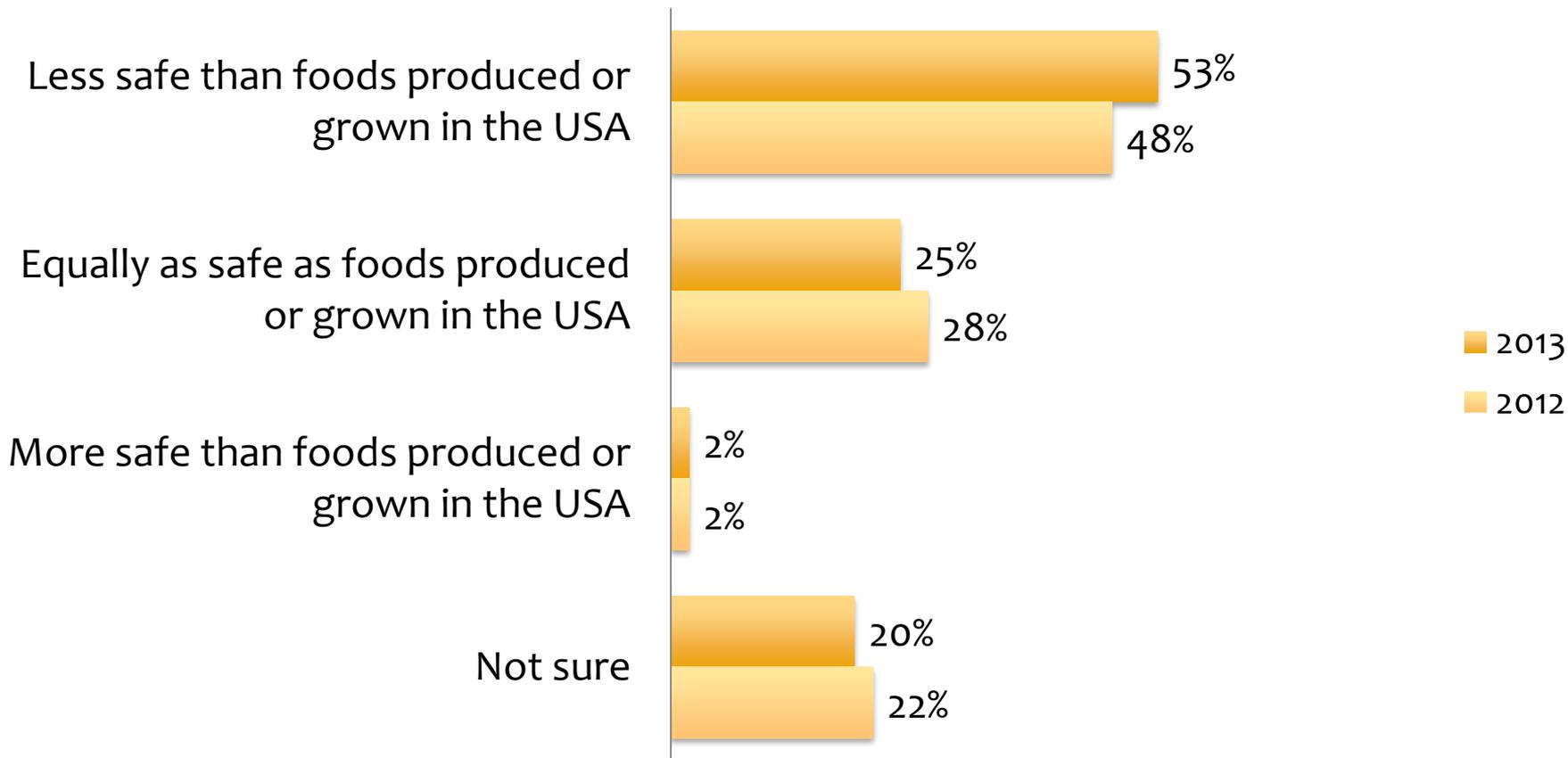
- Older consumers (as age rises, so does thinking about these issues)
- Women
- Highly-educated consumers (college graduates)

Americans place far more faith in the safety of foods produced or grown in the United States than in imported foods; this contrast is even more pronounced this year.

In general, do you think that imported foods are...?

2013 All (n=1,006)

2012 All (n=1,057)



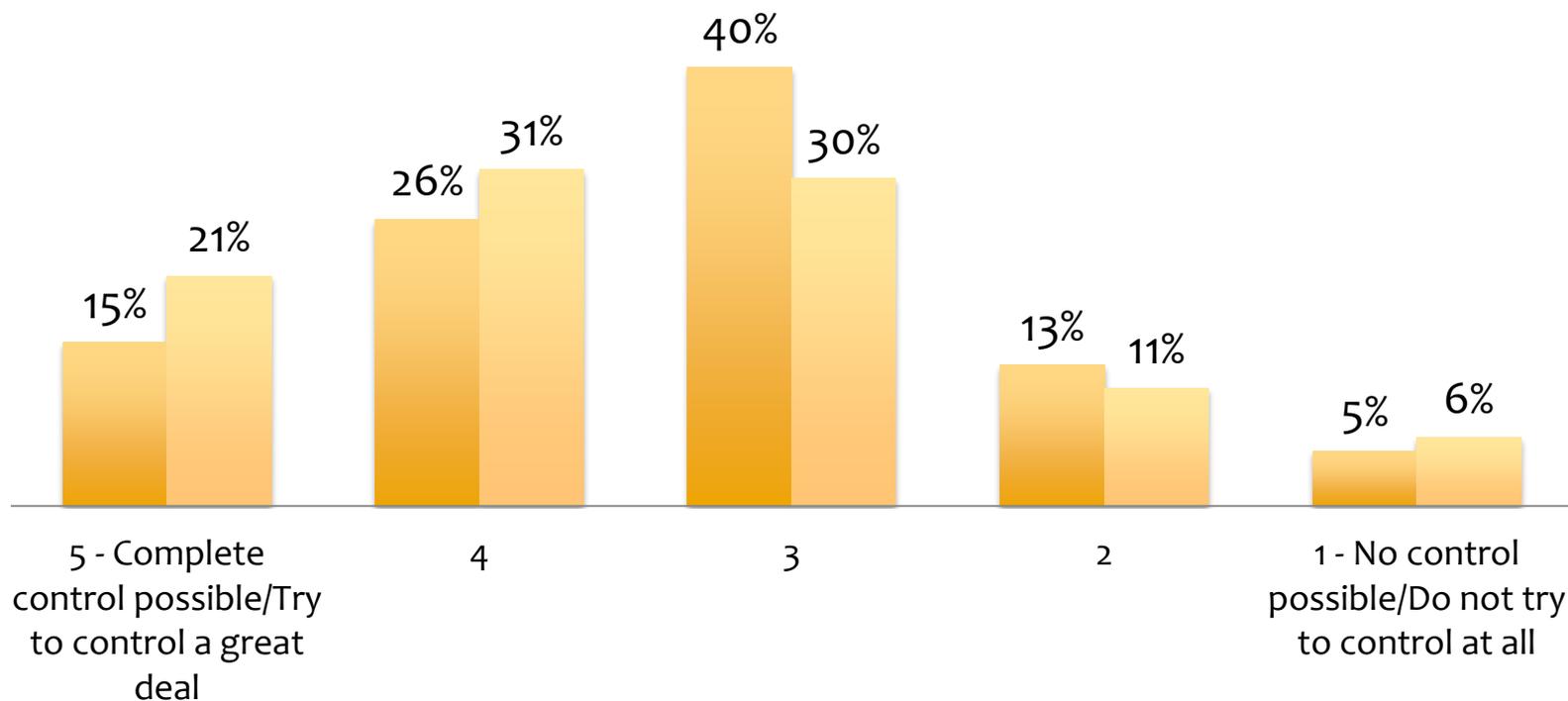
Only one out of seven Americans believe it is possible to have complete control over the safety of their foods and beverages, but one in five report making the strongest effort to control it.

How much control do you believe it is possible to have...
How much do you try to control...
the safety of the foods and beverages you consume?

2013 All (n=1,006)

■ Amount of control possible

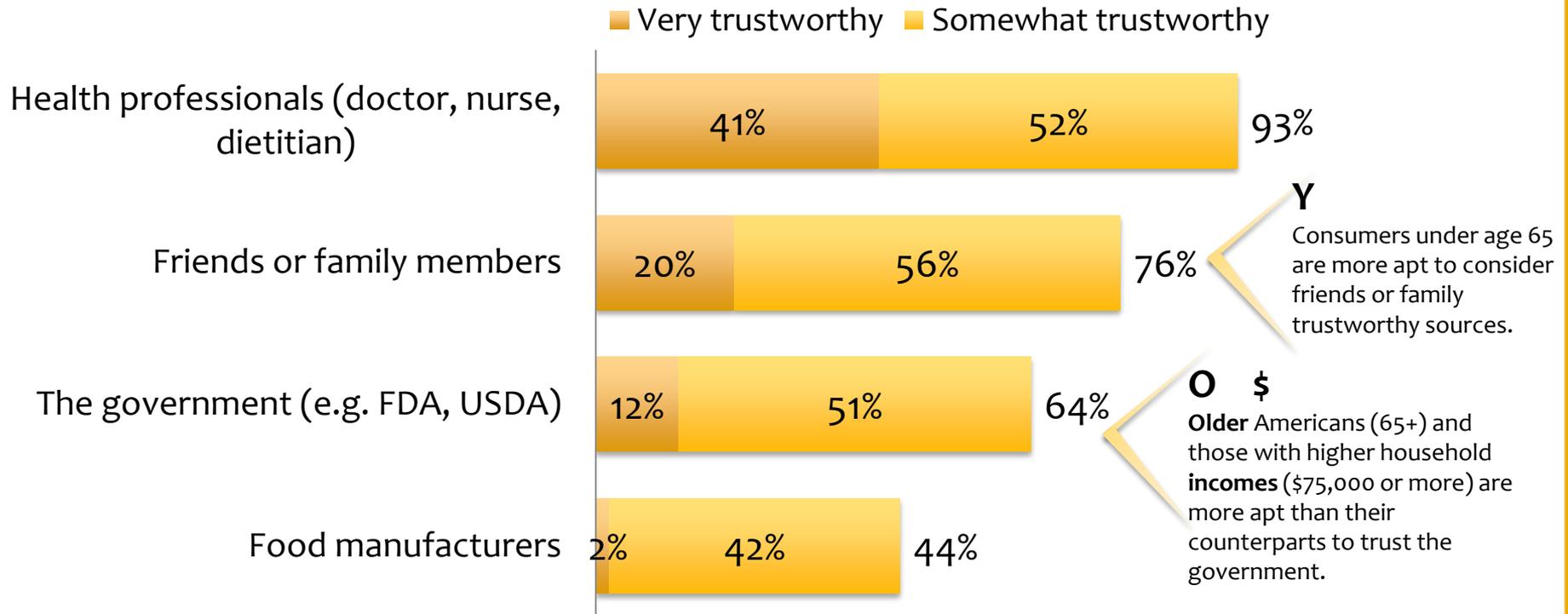
■ Amount of control attempted



Health professionals stand out as the most trusted source of food safety information.

In general, how trustworthy, if at all, do you find the following sources to deliver accurate food safety information?

2013 All (n=1,006)

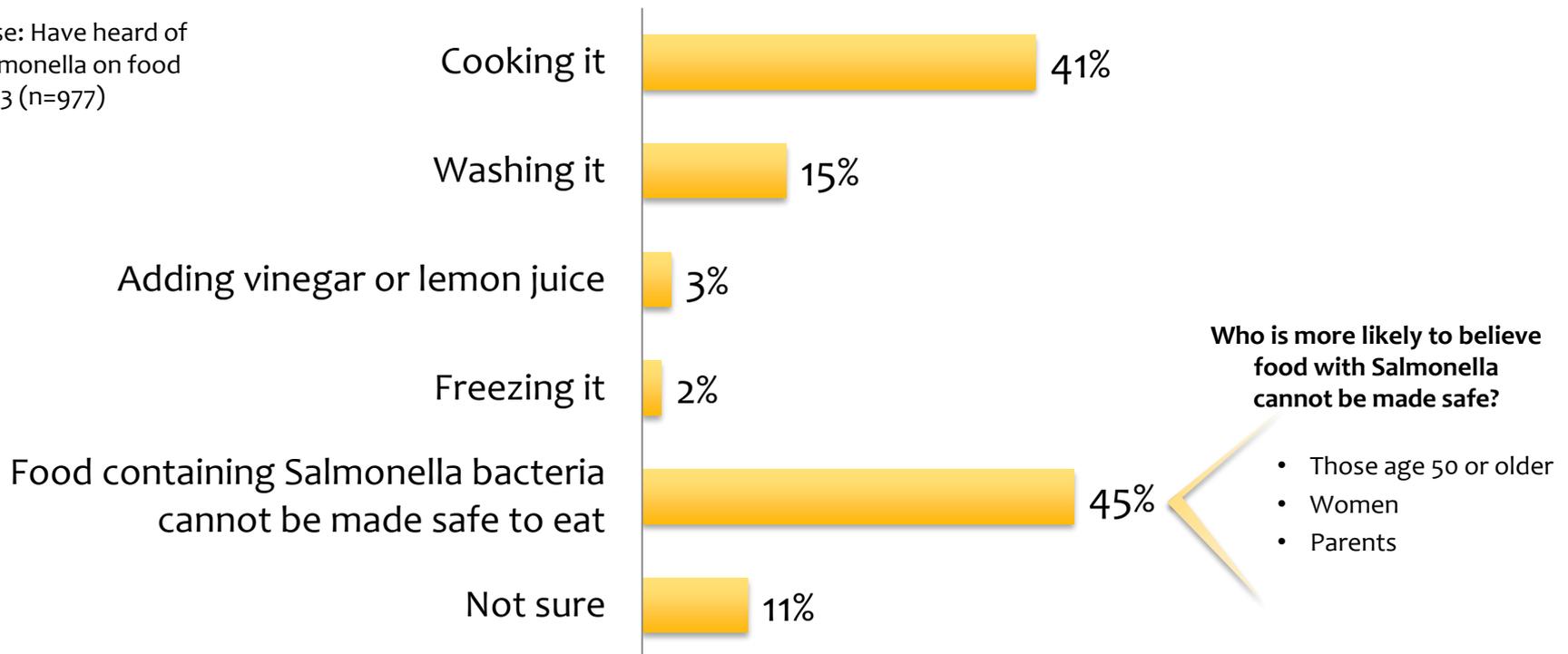


Almost all have heard of Salmonella on food. Nearly half of them believe food containing Salmonella cannot be made safe to eat.

97% have heard of *Salmonella* on food

To the best of your knowledge, which of the following would make something safe to eat if it had *Salmonella* bacteria on it?

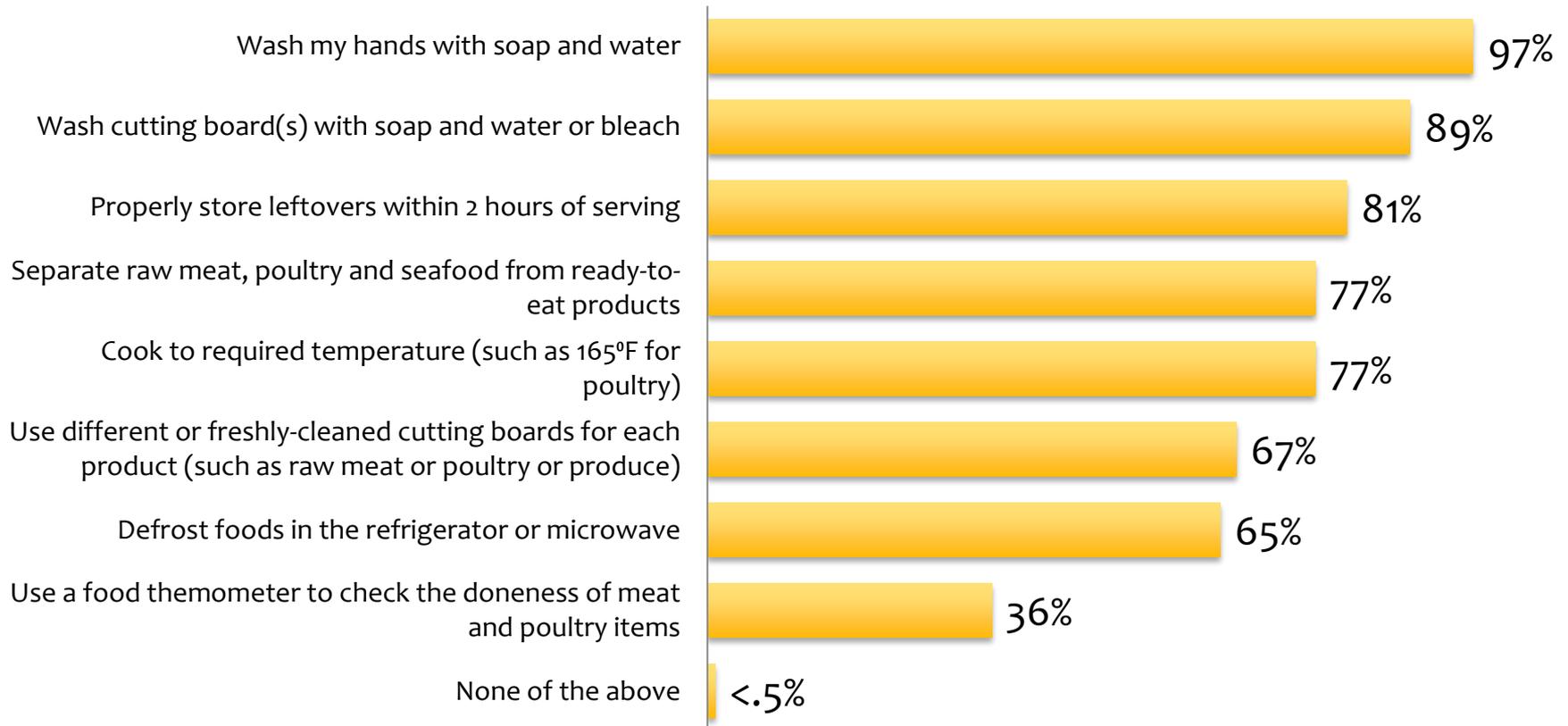
Base: Have heard of Salmonella on food 2013 (n=977)



Americans commonly take a variety of actions to achieve food safety—especially washing their hands and cutting boards.

Which of the following actions do you perform regularly when cooking, preparing, and consuming food products?

2013 All (n=1,006)



Offering free thermometers and highlighting required temperatures in recipes would be the most effective way to increase food thermometer usage.

Which of the following, if any, would encourage you to use a food thermometer more often than you do?

Base: Not currently using a food thermometer
2013 (n=643)

(% Yes)

