Attitudes Toward Food Safety and the Food System: Results from a National Survey

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Methodology

• National U.S. telephone survey
  – 48 contiguous states
  – 18 years of age or older
  – Random Digit Dialing
  – October 31, 2005 to February 4, 2006
  – N=1,014
  – +/- 3% (95% confidence)
  – Results weighted by socio-demographics
How concerned are you about the safety of the foods you eat?

- Not at all concerned: 34%
- Fairly concerned: 30%
- Not too concerned: 3%
- Very concerned: 33%
How concerned are you about...

- Pesticide/chemical residues: 70%
- Foodborne illness/pathogens: 68%
- Additives/preservatives: 52%
- Antibiotics/hormones: 50%
How concerned are you about the safety of the foods you eat? (Race/Ethnicity)
How concerned are you about the safety of the foods you eat? (Education)
How concerned are you about the safety of the foods you eat? (Income)

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Very concerned</th>
<th>Not at all concerned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $20,000</td>
<td>50</td>
<td>20</td>
</tr>
<tr>
<td>$20,000-$39,999</td>
<td>30</td>
<td>40</td>
</tr>
<tr>
<td>$40,000-$59,999</td>
<td>30</td>
<td>50</td>
</tr>
<tr>
<td>$60,000 or more</td>
<td>20</td>
<td>60</td>
</tr>
</tbody>
</table>
How concerned are you about the safety of the foods you eat? (Age)

- Very concerned
- Not at all concerned
How concerned are you about the safety of the foods you eat? (Allergic to foods)

- Yes
  - Very concerned
  - Not at all concerned
- No
  - Very concerned
  - Not at all concerned
Which ONE of the following groups do you believe should be most responsible for insuring that the foods you eat are safe?

- Federal government: 38%
- Food processors: 23%
- Consumers: 11%
- State government: 10%
- Farmers: 7%
- Grocery stores: 4%
- Restaurants: 2%
How would you rate the performance of the following groups in making sure that the foods you eat are safe?
Have you had a case of food poisoning within the last year, or not?

- Yes: 7%
- No: 93%
How would you rate your knowledge about food safety?

- Not much: 8%
- A little: 33%
- Quite a bit: 42%
- A lot: 17%
An estimated 25 percent of the population will get sick because of consuming contaminated foods and beverages each year. Do you think this percentage is...

- Very acceptable: 4%
- Acceptable: 21%
- Very unacceptable: 26%
- Unacceptable: 49%
Would you be willing to pay an extra $270 per year in your family food bill for a reduction of 50% in foodborne diseases?

- Yes: 84%
- No: 16%
Summary

- Level of concern varies by socio-demographics
- Others are responsible for food safety
- Relatively high level of trust in food system
- Underestimation of foodborne illness
- Levels of foodborne illness unacceptable
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