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Interviews: 1,002 likely voters
 Dates: July 21-August 3, 2008

FINAL

Study #8657b
 Pew Food Safety Survey
 July 2008

48 Male
 52 Female
[109]

Please note: all results are shown as percentages unless otherwise stated.

1a. Are you currently registered to vote at this address?

Registered	100	CONTINUE	[138]
Not registered	-	TERMINATE	
Not sure	-		

1b. I know it is a long way off, but what are the chances that you will vote in November's elections for president of the United States, U.S. Congress, and other offices—are you certain to vote, will you probably vote, are the chances fifty-fifty, or do you think you will not vote?

Certain to vote	90	CONTINUE	[139]
Probably will vote	10		
Chances are 50-50	-		
Will not vote	-	TERMINATE	
Not sure	-		

4. Which of the following statements comes closer to your view of government regulations?

Most regulations are necessary and protect consumers or the environment, or

Most regulations are unnecessary and harm the economy.

Most are necessary	58	[144]	
Most are unnecessary	20		
Some of both (VOL).....	17		
Not sure	5		

5. I'm going to list several issues. For each one, please tell me whether you consider this to be a serious problem, or not. **(IF "SERIOUS PROBLEM," ASK:)** And do you think this is a fairly common problem, or something that rarely occurs?

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY FAIRLY COMMON SERIOUS PROBLEM

	Serious Problem		Not A Serious Problem	Not Sure	
	<u>Fairly Common</u>	<u>Rarely Occurs</u>			
Toys for children being made with unsafe materials, such as lead-based paint.....	57	27	13	3	[146]
Prescription medications being marketed to consumers before they are adequately tested.....	44	25	24	7	[145]
Fresh fruits and vegetables being contaminated with bacteria that make them unsafe to eat.....	42	33	23	2	[147]
Automobiles having flaws or faulty parts that make them unsafe to drive	35	32	31	2	[148]

(Q.6a AND Q.6b ARE ROTATED.)

6a. Do you think that foods produced and sold in the United States are always safe, usually safe, sometimes safe, or rarely safe?

Always safe	8	[149]
Usually safe	73	
Sometimes safe.....	15	
Rarely safe	3	
Not sure.....	1	

6b. Do you think that foods imported from other countries and sold in the United States are always safe, usually safe, sometimes safe, or rarely safe?

Always safe	2	[150]
Usually safe	42	
Sometimes safe.....	42	
Rarely safe	11	
Not sure.....	3	

7a. In the past year have you gotten sick from eating what you believed to be contaminated food?

Yes, have gotten sick from eating contaminated food	11	CONTINUE	[151]
No, have not gotten sick from eating contaminated food.....	88	Skip to Q.8a	
Not sure.....	1		

(ASK ONLY OF RESPONDENTS WHO SAY "YES," IN Q.7a.)

7b. And did you seek medical attention from a doctor or in an emergency room for that?

Yes, sought medical attention	3	[152]
No, did not seek medical attention	8	
Not sure	-	
Has not gotten sick from eating contaminated food/ Not sure (Q.7a)	89	

8a. In the past year has anyone in your immediate family other than yourself gotten sick from eating what you believed to be contaminated food?

Yes, family member has gotten sick from eating contaminated food	13	CONTINUE	[153]
No, family member has not gotten sick from eating contaminated food.....	85	Skip to Q.9	
Not sure	2		

(ASK ONLY OF RESPONDENTS WHO SAY "YES," IN Q.8a.)

8b. And did that family member seek medical attention from a doctor or in an emergency room for that?

Yes, sought medical attention	5	[154]
No, did not seek medical attention	8	
Not sure	-	
Has not gotten sick from eating contaminated food/ Not sure (Q.8a)	87	

For the remainder of the survey I'd like to focus specifically on the safety of fresh produce—that is, fresh fruits and vegetables--from contamination by bacteria, such as e. coli and salmonella. . .

9. How much have you seen, heard, or read recently about fresh produce that has been contaminated with bacteria—have you heard a great deal, a fair amount, just some, or very little?

Heard a great deal.....	53	[155]
Heard a fair amount.....	29	
Heard just some	9	
Heard very little.....	8	
Heard nothing (VOL)	-	
Not sure.....	1	

10. When it comes to you and your family, how worried are you about fresh produce being contaminated with bacteria that makes it unsafe to eat—does it worry you a great deal, somewhat, not that much, or not at all?

Worries a great deal	22	[156]
Worries somewhat.....	35	
Does not worry that much.....	27	
Does not worry at all.....	15	
Not sure.....	1	

11. Please tell me which one or two of the following groups you feel have the most responsibility for ensuring that fresh produce is safe and free of bacterial contamination. (IF "ALL," ASK:) Well, if you had to choose, which one or two would you say have the MOST responsibility?

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE

Companies that wash and package fresh produce	41	[157]
Government food safety agencies	41	>
Food growers, such as farmers	36	
Grocery stores and other food sellers.....	9	
The companies that transport produce	7	
Not sure	3	

12. Thinking of this same list again, please tell me how good a job you feel each of the following groups is doing at making sure that fresh produce is safe from contamination—an excellent job, a good job, only a fair job, or a poor job.

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY EXCELLENT OR GOOD JOB

	Excellent <u>Job</u>	Good <u>Job</u>	Only A <u>Fair Job</u>	Poor <u>Job</u>	Not <u>Sure</u>	
Grocery stores and other food sellers.....	8	54	29	5	4	[162]
Food growers, such as farmers	10	50	29	7	4	[158]
The companies that transport produce	6	46	28	8	12	[161]
Companies that wash and package fresh produce.....	4	39	38	13	6	[159]
Government food safety agencies	3	32	37	23	5	[160]

13a. Thinking specifically about the federal government, when it comes to ensuring that fresh produce that is grown in the United States is safe from contamination, do you think the federal government is doing too much, the right amount, or too little?

Doing too much	4		[163]
Doing the right amount.....	40	CONTINUE	
Doing too little	51		
Not sure.....	5	Skip to Q.14	

(ASK ONLY OF RESPONDENTS WHO SAY, "DOING TOO MUCH," "DOING THE RIGHT AMOUNT," OR "DOING TOO LITTLE" IN Q.13a.)

13b. Why do you feel that the federal government is **(ITEM CHOSEN IN Q.13a)** to ensure that fresh produce grown in the United States is safe from contamination? **[164-170]**

DOING THE RIGHT AMOUNT	
Currently doing a good job, instances of contamination are rare	34%
There's only so much that can be done, it will never be perfect	16
I've never had a problem/never gotten sick, it doesn't affect me	9
There's more contamination with imported food than domestic food	6
Do a good job researching/locating the source of contamination	6
It's not the government's job, we expect the government to do too much	5
Do a good job communicating to the public/keeping us informed	4
Don't know; no response	6%

DOING TOO LITTLE	
Currently doing a poor job, too many instances of contamination	35%
They're not doing enough, need to do more to keep us safe	24
Need more inspectors/employees, they don't have enough people	13
Criticisms of government/politicians	6
There's not enough money in the budget, need better funding	5
Slow response time, takes too long to find the contamination source	3
Have read/heard news reports, this issues is always in the news	3
There's more contamination with imported food than domestic food	3
Don't know; no response	6%

14. And thinking again about the federal government, when it comes to ensuring that fresh produce that is grown in other countries is safe from contamination, do you think the federal government is doing too much, the right amount, or too little?

Doing too much	1	[171]
Doing the right amount	29	
Doing too little.....	61	
Not sure.....	9	

15. Would you favor or oppose the federal government creating new requirements for produce safety for companies that grow, package, and transport fresh produce? For example, requirements might address issues such as the water used for irrigation and washing, standards for manure used for fertilizer, and worker health and hygiene. **(ASK ONLY OF RESPONDENTS WHO SAY "FAVOR" OR "OPPOSE")** And do you feel that way strongly or somewhat?

Strongly favor	55	[172-173]
Somewhat favor.....	25	
Somewhat oppose.....	7	
Strongly oppose.....	7	
Not sure	6	

16. Would you favor or oppose putting these new requirements into effect if it meant that the cost of fresh produce would increase by three to five percent? **(ASK ONLY OF RESPONDENTS WHO SAY "FAVOR" OR "OPPOSE")** And do you feel that way strongly or somewhat?

Strongly favor	47	[174-175]
Somewhat favor	25	
Somewhat oppose	7	
Strongly oppose	16	
Not sure	5	

17. I'm going to read you two statements, and I'd like you to tell me which comes closer to your point of view.

Statement A: These safety measures should be MANDATORY, because this will ensure that all produce businesses are meeting the same safety standards.

Statement B: These safety measures should be VOLUNTARY, because produce businesses are already required to follow many regulations, and it is in their best business interest to adopt the safety standards.

Statement A /measures should be mandatory.....	67	[176]
Statement B /measures should be voluntary	29	
Not sure	4	

18. I'm going to read you a statement about the government's approach to produce safety, and then I'd like to get your reaction. Currently the federal government relies on voluntary guidelines, education, and awareness campaigns to prevent and respond to produce contamination. It does not require farms or processors to implement plans to prevent bacterial contamination, or to have systems that allow them to track fruits and vegetables once they enter the supply chain. It does not have authority to mandate food recalls. The federal government does not currently conduct inspections on farms and it only inspects food processors once every ten years on average. Having heard this, do you think the federal government's produce safety process needs a complete overhaul, a significant number of changes, only some minor changes, or no real changes?

Needs a complete overhaul	36	[177]
Needs significant changes.....	39	
Needs only minor changes	20	
Needs no real changes.....	4	
Not sure	1	

FACTUALS: Now I am going to ask you a few questions for statistical purposes only.

F1. Are you currently employed? **(IF CURRENTLY EMPLOYED:)** What type of work do you do?

(IF NOT CURRENTLY EMPLOYED:) Are you a student, a homemaker, retired, or unemployed and looking for work?

<u>Currently Employed</u>		
Professional/ manager.....	22	[225-226]
White-collar worker.....	16	
Blue-collar worker.....	17	
Farmer, rancher.....	1	
<u>Not Currently Employed</u>		
Student.....	4	
Homemaker.....	7	
Retired.....	28	
Unemployed, looking for work.....	3	
Other.....	-	
Not sure.....	2	

F2. What is the last grade that you completed in school?

Grade school.....	1	[233-234]
Some high school.....	3	
High school graduate.....	26	
Some college, no degree.....	18	
Vocational training, 2-year college.....	10	
4-year college/bachelor's degree.....	23	
Some postgraduate work, no degree.....	2	
2-3 years' postgraduate work/master's degree....	14	
Doctoral/law degree.....	2	
Not sure/refused.....	1	

F3. Regardless of how you may be registered, how would you describe your overall point of view in terms of the political parties? Would you say you are mostly Democratic, leaning Democratic, completely independent, leaning Republican, or mostly Republican?

Mostly Democratic.....	34	[235]
Leaning Democratic.....	8	
Completely independent.....	21	
Leaning Republican.....	13	
Mostly Republican.....	21	
Not sure.....	3	

F4. Thinking about your general approach to issues, do you consider yourself to be liberal, moderate, or conservative?

Liberal.....	22	[236]
Moderate.....	37	
Conservative.....	35	
Not sure.....	6	

F5a. Are you the parent or guardian of any children under the age of eighteen?

Yes.....	31	CONTINUE	[237]
No.....	67		
Not sure.....	2	Skip to Q.F6	

(ASK ONLY OF RESPONDENTS WHO ARE A PARENT OR GUARDIAN IN Q.F5a.)

F5b. Please tell me which of the following age categories your children fall into.

Age five or younger	40	[238]
Ages six to ten	32	>
Ages eleven to thirteen	34	
Ages fourteen to seventeen	37	
Not sure/refused	1	

F6. I am going to read you a list of things that apply to some people but not to others. Please tell me whether each of these items applies to you personally, or not.

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY APPLIES

	<u>Applies</u>	<u>Does Not Apply</u>	<u>Not Sure</u>	
You are the main grocery shopper in your household	64	33	3	[243]
You have stopped buying certain brands or types of food temporarily or permanently because of a safety advisory or product recall	52	45	3	[240]
You regularly pay more to buy organic fruits and vegetables	32	65	3	[241]
You do NOT eat red meat or beef	14	83	3	[242]
You have sent an e-mail or letter to friends, an elected official, or some one else to speak out about a food safety advisory or product recall	13	85	2	[239]

F7. How often do you order meals from restaurants or eat at restaurants?

Every day	4	[244]
Several times a week	31	
Several times a month	40	
Several times a year	19	
Never	4	
Not sure	2	

F8. Finally, for statistical purposes only, would you please tell me which of the following best describes your total annual household income?

Less than \$20,000	11	[245]
\$20,000 to \$29,999	7	
\$30,000 to \$39,999	11	
\$40,000 to \$49,999	10	
\$50,000 to \$74,999	18	
\$75,000 to \$99,999	12	
\$100,000 to \$199,999	13	
\$200,000 or more	3	
Not sure/refused	15	

F9. For statistical purposes only and to ensure that we have a representative sample, would you please tell me how old you are? (IF "REFUSED," ASK:) Well, would you tell me which age group you belong to?

18-24	8	[140-141]
25-29	6	
30-34	10	
35-39	5	
40-44	9	
45-49	11	
50-54	9	
55-59	10	
60-64	9	
65-69	7	
70-74	5	
75 and over.....	9	
Refused	2	

F10a. To ensure that we have a representative sample, would you please tell me whether you are from a Hispanic or Spanish-speaking background?

Yes, Hispanic.....	8	[142]
No, not Hispanic	91	
Not sure/refused	1	

F10b. And again, for statistical purposes only, what is your race—white, black, Asian, or something else?

White	77	[143]
Black.....	11	
Asian	2	
Other	3	
Hispanic (VOL)	6	
Not sure/refused.....	1	