

1724 Connecticut Avenue, NW
Washington, DC 20009
(202) 234-5570

Interviews: 504 likely voters
Dates June 22-25, 2010

FINAL

Study #9945a
Nevada Food Safety Survey
June 2010

| |
|----------------------|
| 48 Male 52 Female |
|----------------------|

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

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

| | | | |
|----------------------|-----|------------------|--------------|
| Registered | 100 | CONTINUE | [137] |
| Not registered | - | TERMINATE | |
| Not sure | - | | |

1b. Are you registered to vote as a Democrat, a Republican, in some other party, or with no party affiliation?

| | | |
|--------------------|----|--------------|
| Democrat | 41 | [138] |
| Republican | 38 | |
| Other party | 7 | |
| Unaffiliated | 12 | |
| Not sure | 2 | |

1c. What are the chances that you will vote in this November's elections for U.S. Senate, 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 | 83 | CONTINUE | [139] |
| Probably will vote | 17 | | |
| Chances are 50-50 | - | | |
| Will not vote | - | TERMINATE | |
| Not sure | - | | |

2a. 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 | 8 | |
| 30-34 | 7 | |
| 35-39 | 7 | |
| 40-44 | 9 | |
| 45-49 | 8 | |
| 50-54 | 10 | |
| 55-59 | 10 | |
| 60-64 | 11 | |
| 65-69 | 8 | |
| 70-74 | 5 | |
| 75 and over | 7 | |
| Refused | 2 | |

2b. 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..... | 12 | [142] |
| No, not Hispanic | 88 | |
| Not sure/refused..... | - | |

2c. And again, for statistical purposes only, what is your race—white, black, Asian, or something else?

| | | |
|-----------------------|----|--------------|
| White | 79 | [143] |
| Black..... | 9 | |
| Asian | 2 | |
| Other | 3 | |
| Hispanic (VOL) | 6 | |
| Not sure/refused..... | 1 | |

3. When it comes to how things are going in Nevada these days, would you say that things are headed in the right direction, or are things pretty seriously off on the wrong track?

| | | |
|----------------------|----|--------------|
| Right direction..... | 21 | [144] |
| Wrong track | 69 | |
| Not sure..... | 10 | |

4. And when it comes to how things are going in the country these days, would you say that things are headed in the right direction, or are things pretty seriously off on the wrong track?

| | | |
|----------------------|----|--------------|
| Right direction..... | 27 | [145] |
| Wrong track | 64 | |
| Not sure..... | 9 | |

5. In general, do you approve or disapprove of the job that Congress is doing?

| | | |
|------------------|----|--------------|
| Approve | 22 | [146] |
| Disapprove | 68 | |
| Not sure..... | 10 | |

Now I'm going to switch topics for a moment and ask you some questions on the issue of food safety. When I talk about food safety, I mean food that is safe to eat and free of any contamination by bacteria that make people sick.

6a. Thinking specifically about the federal government, when it comes to ensuring that food produced in the United States is safe from contamination, do you think that the federal government is doing too much, doing the right amount, or doing too little?

| | | |
|-----------------------------|----|--------------|
| Doing too much..... | 7 | [147] |
| Doing the right amount..... | 52 | |
| Doing too little | 34 | |
| Not sure..... | 7 | |

6b. And thinking again about the federal government, when it comes to ensuring that food produced in other countries is safe from contamination, do you think that the federal government is doing too much, doing the right amount, or doing too little?

| | | |
|------------------------------|----|--------------|
| Doing too much | 3 | [148] |
| Doing the right amount | 32 | |
| Doing too little..... | 53 | |
| Not sure..... | 12 | |

7. Do you think that the federal government should be responsible for ensuring that food is safe to eat, or is this something that the federal government should not have responsibility for?

| | | |
|--|----|--------------|
| Government should have responsibility | 84 | [149] |
| Government should not have responsibility | 11 | |
| Not sure | 5 | |

8. How important do you think it is for Congress to pass legislation to strengthen the country's food safety standards and better protect consumers from contaminated foods--very important, pretty important, just somewhat important, or not that important?

| | | |
|------------------------------|----|--------------|
| Very important | 49 | [150] |
| Pretty important | 24 | |
| Just somewhat important..... | 13 | |
| Not that important..... | 10 | |
| Not sure..... | 4 | |

9a/b. Congress is considering legislation to strengthen food safety standards and better protect consumers from contaminated food. This legislation would increase the frequency of government inspections of food facilities, create a tracing system that would make it easier to trace back contaminated food to its original source, give the FDA the ability to issue mandatory recalls of contaminated food, and certify that food imported from other countries was produced with safety standards as high as those in the United States.

Would you favor or oppose passing this food safety legislation? **(IF "FAVOR/OPPOSE," ASK:)** And would you strongly (FAVOR/OPPOSE) this or somewhat (FAVOR/OPPOSE) this?

| | | |
|----------------|-----------|------------------|
| Favor | 82 | |
| Strongly | 58 | [151/152] |
| Somewhat | 24 | |
| Oppose | 12 | |
| Somewhat | 6 | |
| Strongly | 6 | |
| Not sure..... | 6 | |

10. If you knew that this new food safety legislation would increase the cost of many of the foods you buy by three percent, do you think it would be worth it or not worth it to have these new food safety measures?

| | | |
|--------------------|----|--------------|
| Worth it | 69 | [153] |
| Not worth it | 23 | |
| Depends (VOL)..... | 4 | |
| Not sure..... | 4 | |

11. If this legislation passed, do you think it would or would not be effective in making the food Americans eat safer?

| | | |
|--|----|--------------|
| Would be effective in making food safer..... | 58 | [154] |
| Would not be effective in making food safer..... | 26 | |
| Not sure | 16 | |

12. Having heard a brief description of this legislation, do you think that it is very important, pretty important, just somewhat important, or not that important that Congress pass this food safety legislation?

| | | |
|------------------------------|----|--------------|
| Very important | 37 | [155] |
| Pretty important | 27 | |
| Just somewhat important..... | 19 | |
| Not that important..... | 15 | |
| Not sure..... | 2 | |

13. The House of Representatives has already passed this food safety bill but the Senate has not yet taken any action on it. Do you think the Senate should or should not consider and pass this food safety bill this year?

| | | |
|---|----|--------------|
| Should consider and pass bill | 71 | [156] |
| Should NOT consider and pass bill | 24 | |
| Not sure | 5 | |

14. If your Member of Congress voted in favor of this food safety legislation would this make you feel more favorable or less favorable toward your Member of Congress, or would it make no difference to you either way?

| | | |
|-------------------------------|----|--------------|
| More favorable..... | 40 | [157] |
| Less favorable | 7 | |
| No difference either way..... | 49 | |
| Not sure..... | 4 | |

15. If your Member of Congress supported and Congress passed this legislation to strengthen the country's food safety standards and better protect consumers from contaminated foods, which one or two of the following do you think it would show? **(IF MORE THAN TWO, ASK:) Well, if you had to choose just two, which would you choose?**

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE

| | | |
|---|----|--------------|
| That my Member of Congress is willing to put the public interest ahead of special interests on an issue of public safety..... | 37 | [158] |
| That my Member of Congress cares about the everyday problems of consumers and families | 30 | < |
| That my Member of Congress does not understand the everyday economic struggles that families face..... | 15 | |
| That my Member of Congress has the wrong priorities | 14 | |
| That Congress is able to get things done | 13 | |
| That my Member of Congress wants too much government regulation..... | 13 | |
| None (VOL) | 3 | |
| Not sure | 6 | |

16. I'm going to read you two more statements about these food safety measures, please tell me which one you agree with more.

OPPONENTS of the proposal say this is a tax on the food industry and creates unnecessary government bureaucracy. Food companies already meet strict standards because it is in their best interests to produce safe food. Local food producers will struggle to afford these new requirements and many may be driven out of business. Meanwhile, this will drive up the cost of a basic necessity for consumers in the middle of the worst recession in decades.

SUPPORTERS of the proposal say Americans have the right to be confident that the food they eat is safe. A lot has changed in the last century but our laws have not kept up. The FDA inspects food processing facilities once every ten years on average, and does not have authority to issue mandatory recalls. Recent outbreaks like salmonella in peanut products show why this legislation is so badly needed. We can protect small farmers and help them stay in business while at the same time making our food safer.

Which statement do you agree with more?

| | | |
|---|----|--------------|
| Agree more with opponents | 25 | [159] |
| Agree more with supporters | 62 | |
| Depends/some of both (VOL)..... | 9 | |
| Not sure..... | 4 | |

17. Suppose that this legislation also would require food companies to pay an annual fee of five hundred dollars per factory, warehouse, or other facility to help cover the cost of FDA food safety activities. If this was the case, would you favor or oppose passing this food safety legislation?

| | | |
|----------------|----|--------------|
| Favor | 61 | [160] |
| Oppose | 29 | |
| Not sure | 10 | |

18. Now suppose instead that this legislation would establish a sliding scale for the annual fee, with the smallest food companies paying an annual fee of one hundred dollars per factory, warehouse, or other facility and the biggest paying fifteen hundred dollars per factory, warehouse, or other facility, to help cover the cost of F-D-A food safety activities. If this was the case, would you favor or oppose passing this food safety legislation?

| | | |
|----------------|----|--------------|
| Favor | 66 | [161] |
| Oppose | 27 | |
| Not sure | 7 | |

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

F1a/b. A lot of people are unable to get out and vote for many reasons. Did you happen to vote in the 2008 election for president? (IF "YES," ASK:) For whom did you vote—Barack Obama, John McCain, or someone else?

| | | |
|---------------------------|----|--------------|
| Voted--Barack Obama | 44 | [163] |
| Voted--John McCain | 38 | |
| Voted--someone else | 6 | |
| Voted--not sure | 6 | |
| No, did not vote | 3 | |
| Not sure | 3 | |

F2a/b. Are you currently employed? (IF "CURRENTLY EMPLOYED," ASK:) What type of work do you do?

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

| | | |
|------------------------------------|----|--------------|
| <u>Currently Employed</u> | | |
| Professional/ manager | 18 | [164] |
| White-collar worker | 19 | |
| Blue-collar worker | 15 | |
| Farmer, rancher | 1 | |
| <u>Not Currently Employed</u> | | |
| Student | 4 | |
| Homemaker | 5 | |
| Retired | 24 | |
| Unemployed, looking for work | 6 | |
| Volunteer (VOL) | 1 | |
| Disabled (VOL) | 3 | |
| Other | - | |
| Not sure/refused | 4 | |

F3. What is the last grade that you completed in school?

| | | |
|--|----|------------------|
| Grade school..... | 1 | [172-173] |
| Some high school | 1 | |
| High school graduate | 22 | |
| Some college, no degree | 17 | |
| Vocational training/2-year college | 15 | |
| 4-year college/bachelor's degree | 24 | |
| Some postgraduate work, no degree | 3 | |
| 2 or 3 years' postgraduate work/master's degree | 10 | |
| Doctoral/law degree | 3 | |
| Not sure/refused | 4 | |

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

| | | |
|-------------------|----|--------------|
| Liberal..... | 23 | [174] |
| Moderate | 35 | |
| Conservative..... | 34 | |
| Not sure..... | 8 | |

F5. Would you describe the area in which you live as a city, a suburb of a city, a small town, or a rural area?

| | | |
|------------------|----|--------------|
| City | 53 | [175] |
| Suburb..... | 26 | |
| Small town | 10 | |
| Rural area..... | 7 | |
| Not sure..... | 4 | |

F6. Are you the parent or guardian of any children under the age of eighteen?

| | | |
|---------------|----|--------------|
| Yes | 27 | [176] |
| No..... | 69 | |
| Not sure..... | 4 | |

F7a/b. Are you a member of a labor union? (IF "NO/NOT SURE," ASK:) Is anyone else in this household a member of a labor union?

| | | |
|-----------------------------|----|------------------|
| Union member | 14 | [177/178] |
| Union member household..... | 7 | |
| Non-union member | 74 | |
| Not sure | 5 | |

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

| | | |
|-----------------------------|----|--------------|
| Less than \$20,000 | 6 | [179] |
| \$20,000 to \$29,999..... | 6 | |
| \$30,000 to \$39,999..... | 11 | |
| \$40,000 to \$49,999..... | 7 | |
| \$50,000 to \$74,999..... | 18 | |
| \$75,000 to \$99,999..... | 14 | |
| \$100,000 to \$199,999..... | 15 | |
| \$200,000 or more | 4 | |
| Not sure/refused..... | 19 | |