

U.S. Consumer Attitudes on Food Safety

February 2009



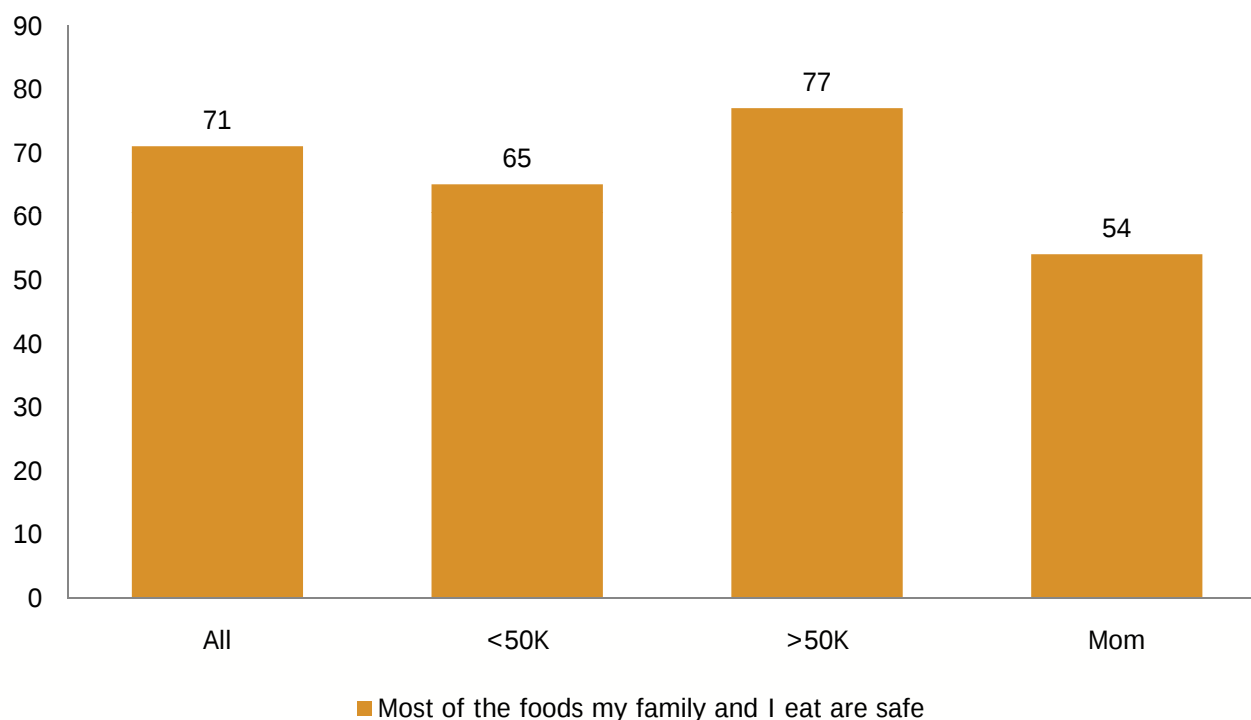
Burson • Marsteller



Methodology & Sample

- This poll was conducted a quantitative internet survey among 501 general consumers between February 5-6, 2009, to examine perceptions about food contamination issues and corporate response to those issues.
- Within the general consumer population, we also examined differences among respondents who earned less than \$50,000 (N=267), those who earned more than \$50,000 (N=234), moms with children under the age of 18 living at home (N=78).
- The margin of error for the overall audience is +/-4.38% and is larger for sub-groups.

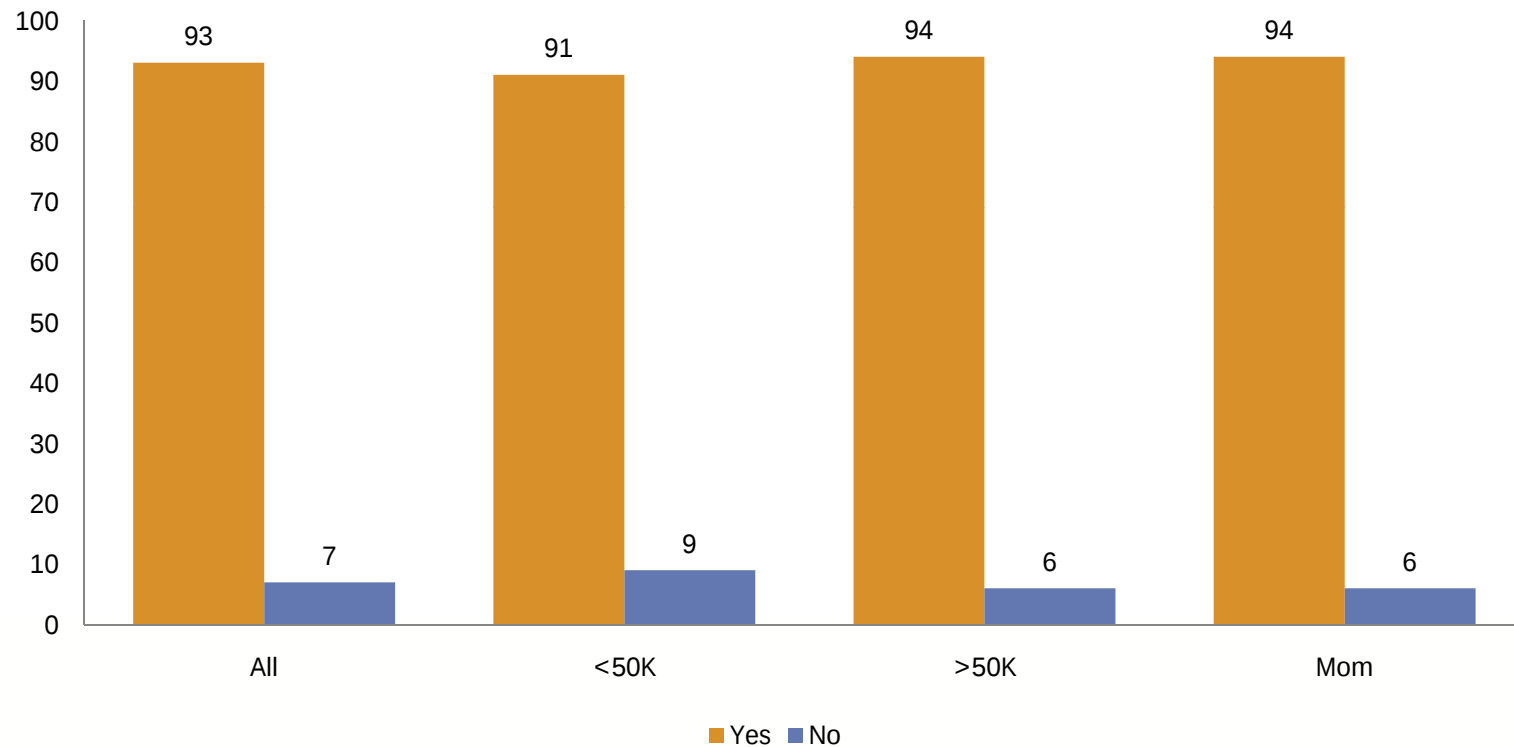
Most U.S. Consumers Still Believe Food Supply is Safe



I believe most of the foods my family and I eat are safe despite the food contamination issues.

All numbers are percentages

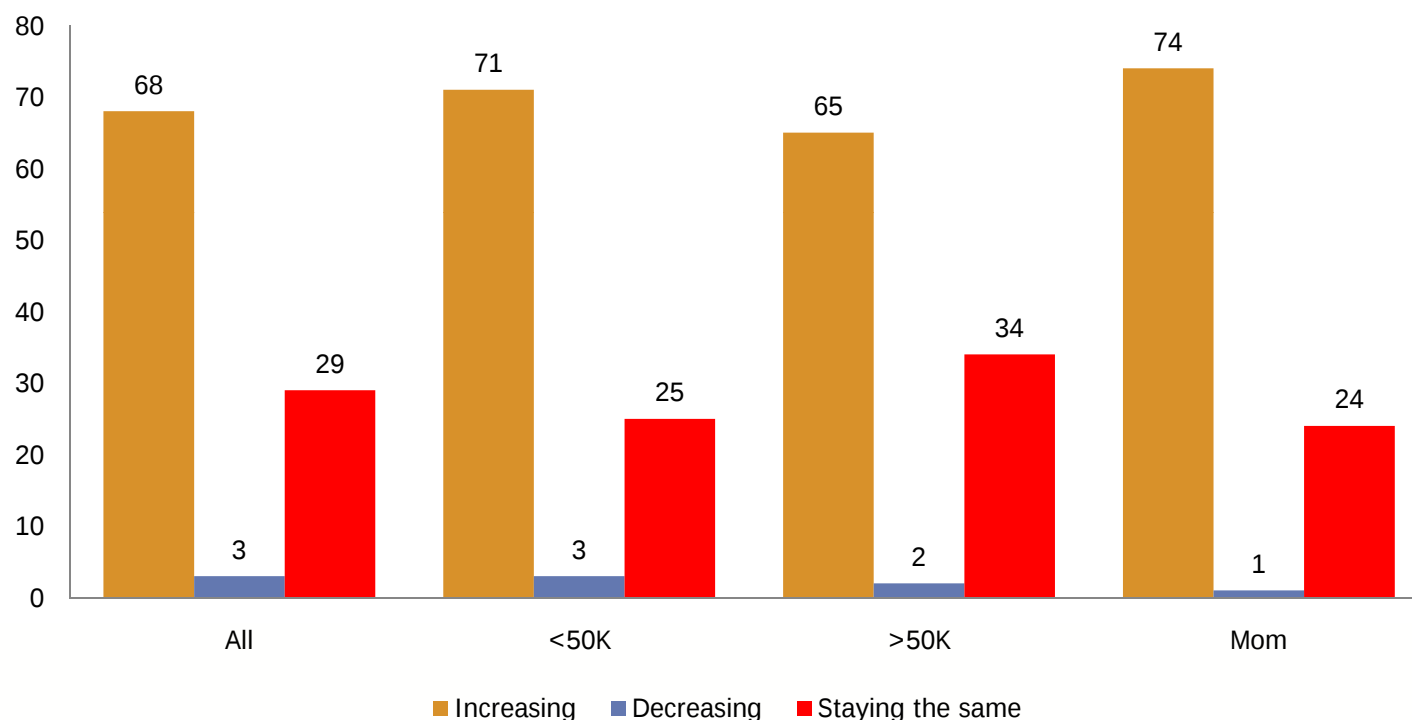
High Awareness of Recent Food Safety Issues



Have you seen or heard anything recently about food contamination and the recall of related food products?

All numbers are percentages

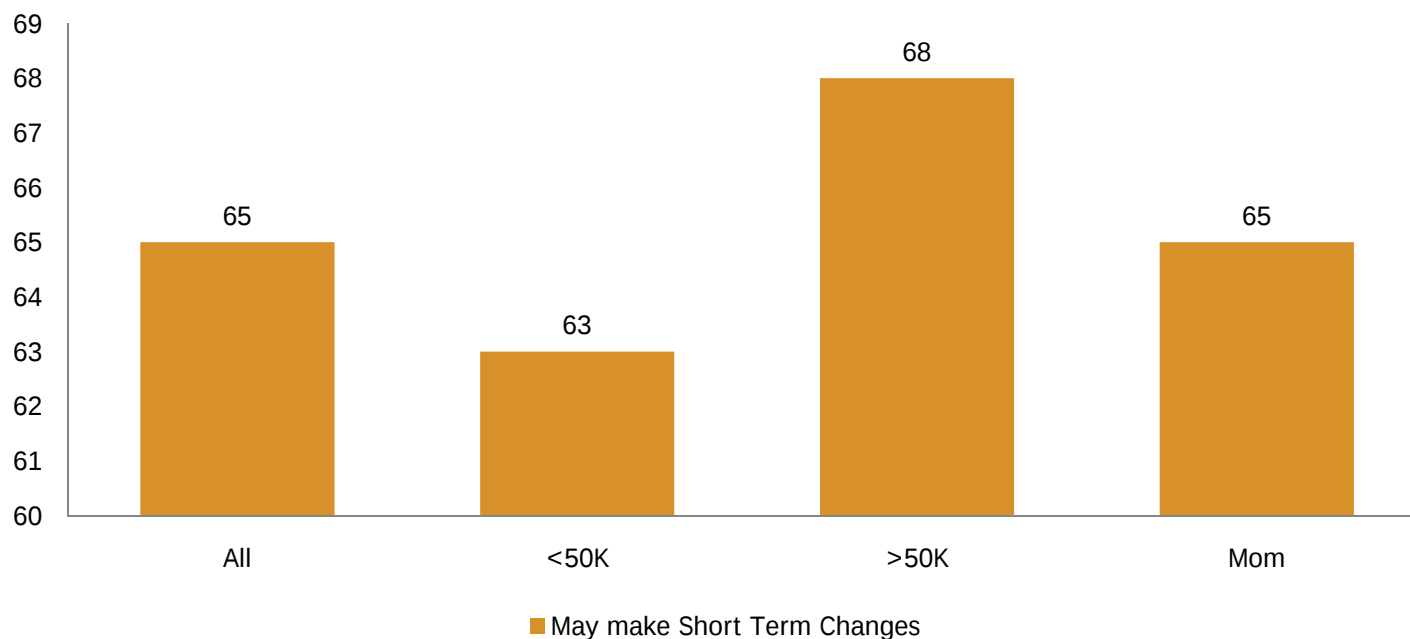
Consumers Believe Food Contaminations Are Increasing



Do you think the number of instances of food contamination have been increasing, decreasing or staying about the same over the past several years?

All numbers are percentages

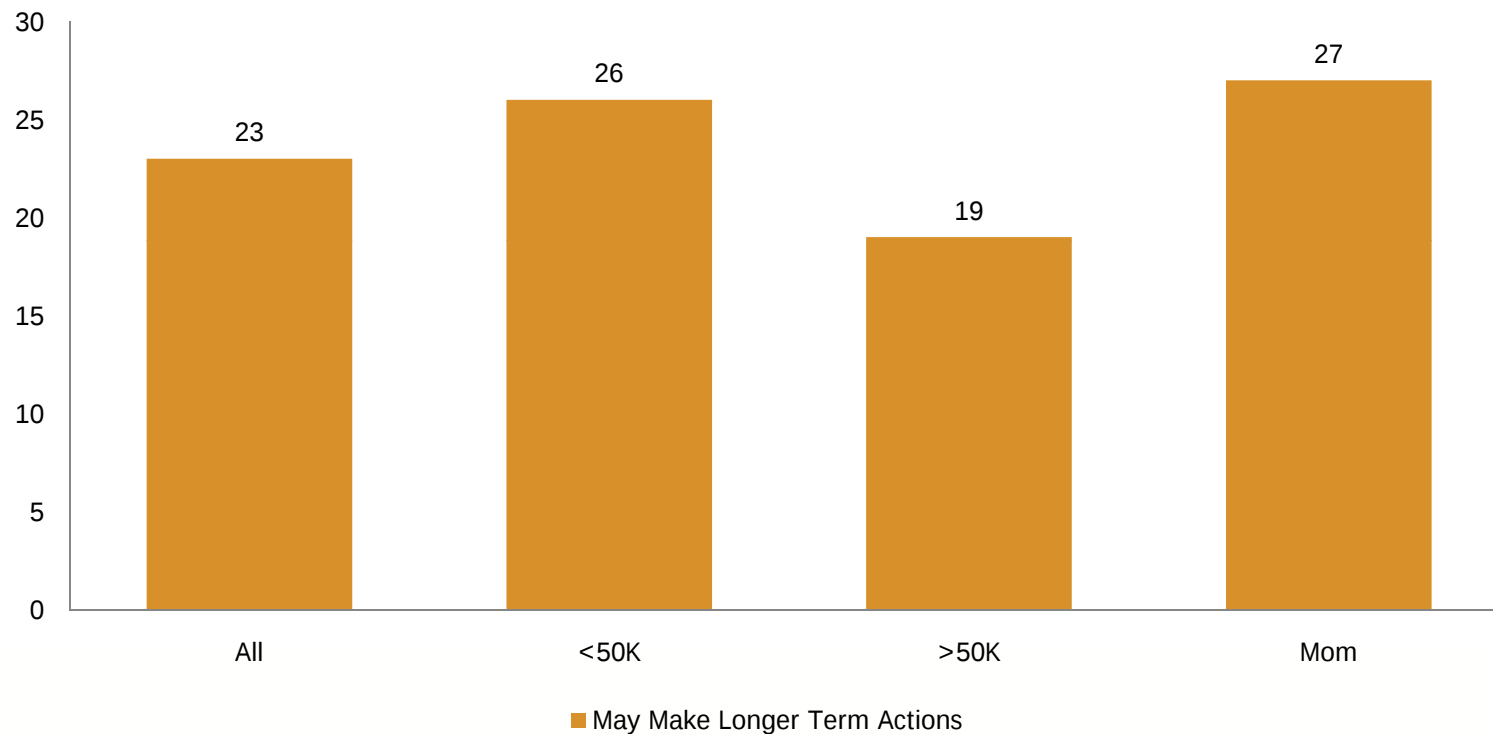
Recall Prompts Short Term Food Purchase Adjustments



When there is a food contamination issue, I may make some short-term changes in what food I buy, but will not change my behavior over the long term

All numbers are percentages

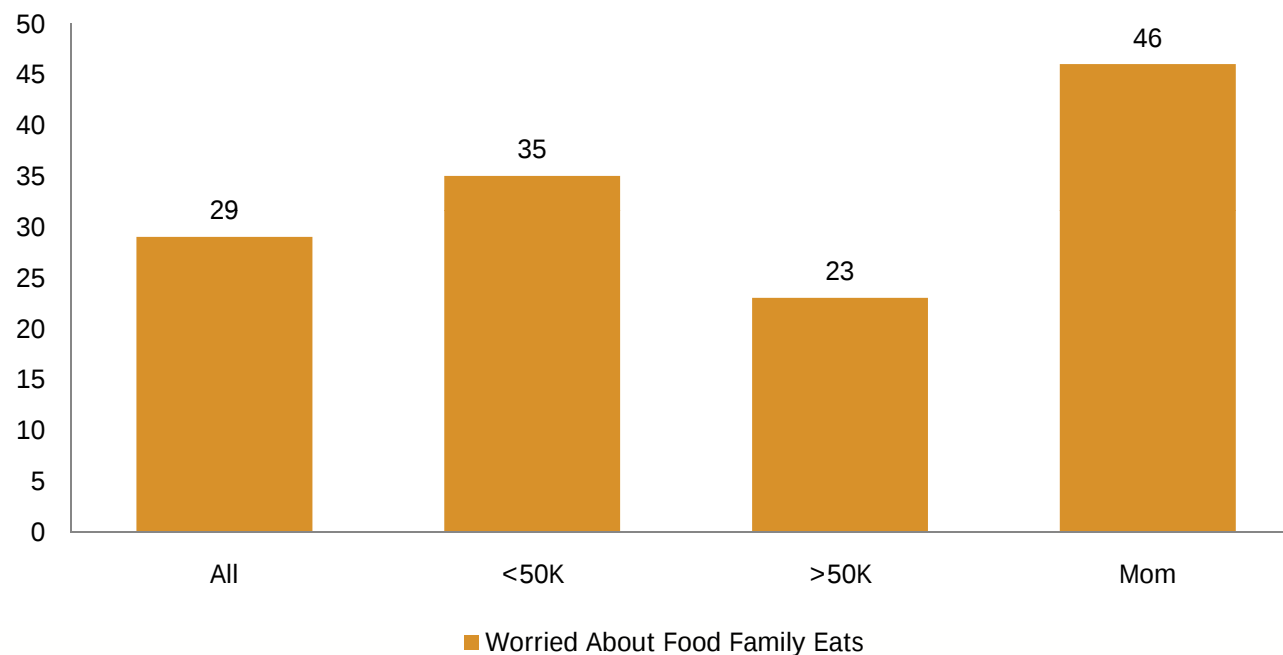
Some Consumers Will Take Longer Term Measures



The recent instances of food contamination has caused me to make long-term changes in what foods I purchase as a consumer.

All numbers are percentages

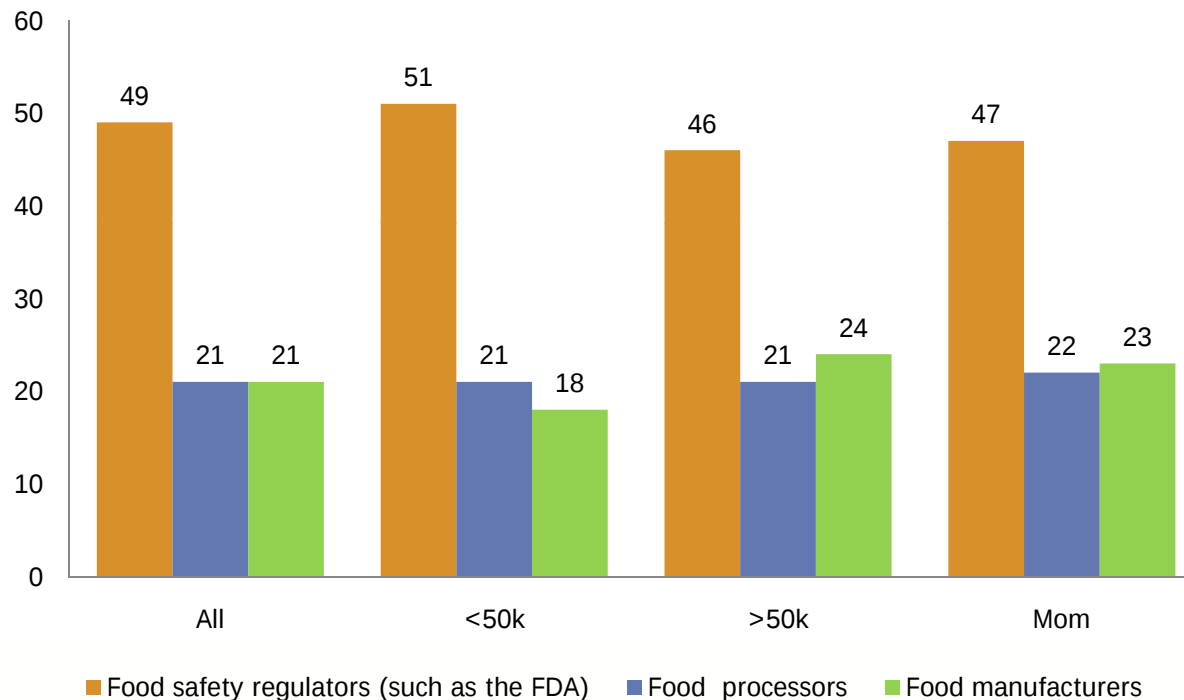
Mothers Show Higher Levels of Concern



In light of recent food contamination issues, I worry about many of the foods my family and I eat.

All numbers are percentages

Consumers Hold Regulators Responsible for Food Safety



Who do you think has the greatest responsibility for protecting consumers from food contamination?

All numbers are percentages



Additional Information

For additional data and perspective on these findings , or to sign up for Burson-Marsteller's Food Safety Communications Crisis Check Up, contact:

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