

NATIONAL SURVEY OF HEALTHCARE CONSUMERS: FOOD SAFETY

JULY 2010



THOMSON REUTERS™

SURVEY OVERVIEW

Each year, the *Thomson Reuters PULSE™ Healthcare Survey* collects information about health-related behavior and attitudes from more than 100,000 U.S. households. This nationally representative telephone survey is conducted in 11 waves (each a standalone market research study) conducted sequentially throughout the year. Many healthcare topics are covered, including use of medical services, health status, insurance coverage, lifestyle, and current issues. The survey is self-funded and the data it generates are used in Thomson Reuters information products for healthcare professionals, particularly strategic planning and marketing managers in hospitals.

The results depicted below represent responses from 3,015 survey participants interviewed from July 1-11, 2010. The survey questions, which address consumer food safety concerns, were developed in conjunction with National Public Radio. The margin of error is 1.8 percent.



THOMSON REUTERS™

EXECUTIVE SUMMARY

The survey asked respondents about their concerns over the safety of the country's food supply. Among those polled, 61 percent expressed concern about contamination and overall safety.

- Of the food groups addressed in the survey, meat was by far the most worrisome for respondents. Over half (51 percent) of those polled said they were concerned over the safety of meat.
- Thirty-eight percent of respondents said their fear of seafood contamination has increased in the last three months, roughly the timeframe of the Gulf of Mexico disaster.
- A tenth said they were made sick by something they ate in the past six months; 26 percent of those who became ill sought medical treatment.
- Worry over food safety declines slightly as age, income, and education increases. Respondents who were younger and had lower incomes and less education expressed the most concern over food safety.

SURVEY DATA

Responses in **RED** are statistically significant.

QUESTION 1: Using a scale of 1 to 5 where 1 is "Not at All Concerned" and 5 is "Very Concerned," in general how concerned are you about the safety of our food?

	1: Not at All Concerned	2	3	4	5: Very Concerned
Age					
<35	5.5%	7.3%	22.2%	19.2%	45.7%
35 - 64	6.6%	9.5%	24.2%	19.6%	40.2%
65+	8.4%	7.3%	25.0%	18.7%	40.6%
Total	6.6%	8.5%	23.7%	19.3%	41.9%
Income					
< \$25k	7.2%	4.8%	24.4%	17.3%	46.3%
\$25k - \$49.9k	5.9%	8.5%	22.8%	20.0%	42.8%
\$50k - \$99.9k	5.1%	11.1%	22.4%	21.4%	40.0%
\$100k+	5.5%	10.5%	26.4%	16.3%	41.2%
Total	6.6%	8.5%	23.7%	19.3%	41.9%
Education					
High School or Less	8.9%	5.1%	21.8%	16.5%	47.8%
Some College	6.3%	7.8%	21.7%	20.1%	44.2%
College+	5.8%	10.4%	25.7%	20.2%	37.9%
Total	6.6%	8.5%	23.7%	19.3%	41.9%



QUESTION 2: What type of food do you believe poses the greatest risk for food-borne illness?

- 1) Meat
- 2) Seafood
- 3) Dairy Products
- 4) Fresh Produce

	Meat	Seafood	Dairy Products	Fresh Produce
Age				
<35	65.2%	10.7%	3.3%	20.9%
35 - 64	45.9%	25.0%	4.3%	24.8%
65+	43.7%	28.5%	4.8%	23.0%
Total	51.0%	25.1%	4.1%	23.4%
Income				
< \$25k	59.2%	18.4%	3.3%	19.1%
\$25k - \$49.9k	47.3%	23.6%	6.2%	22.9%
\$50k - \$99.9k	46.5%	23.4%	3.4%	26.6%
\$100k+	52.6%	14.7%	4.6%	28.2%
Total	51.0%	21.5%	4.1%	23.4%
Education				
High School or Less	54.2%	23.0%	2.9%	19.9%
Some College	53.2%	23.2%	5.5%	18.1%
College+	48.6%	19.9%	3.8%	27.7%
Total	51.0%	21.5%	4.1%	23.4%

QUESTION 3: What do you think would be the best approach for the industry to use to reduce the risk of food-borne illness?

	More Inspections	Better Quality Controls	Stiffer Penalties	Increased FDA Oversight	Better Consumer Education
Age					
<35	18.9%	33.4%	16.1%	8.4%	23.2%
35 - 64	20.5%	37.4%	10.7%	13.2%	18.2%
65+	24.0%	39.7%	7.1%	11.4%	17.8%
Total	20.6%	36.7%	11.6%	11.6%	19.5%
Income					
< \$25k	24.2%	35.8%	12.0%	14.3%	13.6%
\$25k - \$49.9k	20.7%	37.8%	8.8%	11.7%	21.0%
\$50k - \$99.9k	19.4%	34.2%	16.2%	8.6%	21.6%
\$100k+	19.9%	38.8%	9.1%	14.4%	17.9%
Total	20.6%	36.7%	11.6%	11.6%	19.5%
Education					
High School or Less	30.5%	28.8%	13.5%	8.4%	18.7%
Some College	18.2%	40.2%	11.5%	12.0%	18.0%
College+	18.0%	37.7%	10.9%	12.6%	20.7%
Total	20.6%	36.7%	11.6%	11.6%	19.5%



QUESTION 4: Using a scale of 1 to 5 where 1 is “Not at All Concerned” and 5 is “Very Concerned,” how concerned are you about the safety of seafood in general?

	1: Not at All Concerned	2	3	4	5: Very Concerned
Age					
<35	11.4%	25.3%	21.8%	23.6%	17.9%
35 - 64	11.1%	16.3%	27.4%	16.8%	28.4%
65+	11.2%	11.3%	25.8%	18.7%	33.1%
Total	11.2%	18.1%	25.6%	19.0%	26.1%
Income					
< \$25k	17.7%	11.9%	17.2%	23.7%	29.4%
\$25k - \$49.9k	8.5%	19.6%	22.1%	18.0%	31.8%
\$50k - \$99.9k	7.6%	22.8%	32.5%	16.8%	20.2%
\$100k+	10.5%	20.5%	28.2%	17.9%	22.8%
Total	11.2%	18.1%	25.6%	19.0%	26.1%
Education					
High School or Less	13.5%	14.5%	18.5%	19.9%	33.6%
Some College	9.7%	12.3%	25.4%	19.7%	32.9%
College+	11.1%	22.8%	28.6%	18.3%	19.2%
Total	11.2%	18.1%	25.6%	19.0%	26.1%

QUESTION 5: In the past 3 months, has your concern regarding the safety of seafood in general:

- 1) Increased?
 - 2) Decreased?
 - 3) Remained the same?
- (The results represent the percentage of people who answered yes.)

	Increased	Decreased	Remained the Same
Age			
<35	39.6%	3.3%	57.1%
35 - 64	38.1%	1.2%	60.7%
65+	33.0%	2.3%	64.7%
Total	37.7%	2.0%	60.3%
Income			
< \$25k	37.4%	3.6%	59.0%
\$25k - \$49.9k	39.0%	1.4%	59.6%
\$50k - \$99.9k	37.7%	0.5%	61.8%
\$100k+	38.2%	0.5%	61.3%
Total	37.7%	2.0%	60.3%
Education			
High School or Less	37.1%	1.9%	60.9%
Some College	41.4%	0.9%	57.7%
College+	35.9%	2.6%	61.5%
Total	37.7%	2.0%	60.3%



QUESTION 6: In the past 3 months, have you become ill from something that you ate? (The results represent the percentage of people who answered yes.)

Age

<35	14.8%
35 - 64	10.1%
65+	4.6%
Total	10.5%

Income

< \$25k	12.9%
\$25k - \$49.9k	14.0%
\$50k - \$99.9k	8.6%
\$100k+	9.3%
Total	10.5%

Education

High School or Less	10.4%
Some College	15.1%
College+	8.1%
Total	10.5%

QUESTION 7: Did you seek medical treatment? (The results represent the percentage of people who answered yes.)

Age

<35	32.2%
35 - 64	21.2%
65+	30.2%
Total	26.2%

Income

< \$25k	53.3%
\$25k - \$49.9k	18.9%
\$50k - \$99.9k	10.8%
\$100k+	23.7%
Total	26.2%

Education

High School or Less	65.1%
Some College	13.8%
College+	18.3%
Total	26.2%



QUESTION 8: Using a scale of 1 to 5 where 1 is “Not Very Serious” and 5 is “Very Serious,” how serious was the illness?

	1: Not Very Serious	2	3	4	5: Very Serious
Age					
<35	0.0%	24.5%	75.5%	0.0%	0.0%
35 - 64	9.2%	18.6%	34.9%	14.0%	23.3%
65+	10.5%	5.3%	31.6%	26.3%	26.3%
Total	4.8%	20.4%	54.6%	8.1%	12.1%
Income					
< \$25k	4.5%	12.9%	67.5%	6.1%	9.0%
\$25k - \$49.9k	6.3%	46.3%	34.9%	1.9%	10.7%
\$50k - \$99.9k	0.0%	10.7%	74.0%	4.7%	10.7%
\$100k+	7.7%	15.4%	18.8%	31.2%	26.9%
Total	4.8%	20.4%	54.6%	8.1%	12.1%
Education					
High School or Less	2.7%	1.9%	76.1%	6.3%	12.9%
Some College	2.1%	82.4%	10.8%	0.0%	4.7%
College+	10.9%	7.3%	47.4%	18.0%	16.4%
Total	4.8%	20.4%	54.6%	8.1%	12.1%

ABOUT THOMSON REUTERS

Thomson Reuters is the world's leading source of intelligent information for businesses and professionals. We combine industry expertise with innovative technology to deliver critical information to leading decision makers in the financial, legal, tax and accounting, healthcare and science and media markets, powered by the world's most trusted news organization. With headquarters in New York and major operations in London and Eagan, Minnesota, Thomson Reuters employs 55,000 people and operates in over 100 countries.

thomsonreuters.com

Thomson Reuters
777 E. Eisenhower Parkway
Ann Arbor, MI 48108 USA
Phone +1 800 366 7526

©2010 Thomson Reuters.
All rights reserved.
NPR 0710 MC



THOMSON REUTERS™