



**Ipsos/McClatchy Food Safety Poll
PROJECT #81-6107-91**

NOTE: all results shown are percentages unless otherwise labeled.

These are some of the findings of an Ipsos online poll conducted October 14-16, 2008. For this survey, a national sample of 1011 adults from Ipsos' U.S. online panel was interviewed online. Weighting then was employed to balance demographics and ensure that the sample's composition reflects that of the U.S. adult population according to Census data and to provide results intended to approximate the sample universe. Statistical margins of error are not applicable to online polls because they are based on samples drawn from opt-in online panels, not on random samples that mirror the population within a statistical probability ratio. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

PERCENTAGES REPORTED ARE FOR ALL ADULTS UNLESS SPECIFIED OTHERWISE

1. Thinking about the issue of food safety, what grade would you give to food safety efforts in the United States?

Base: All adults (N=1,011).

	TOTAL
A	11
B	43
C	34
D	9
F	3

2. And do you think that food safety in this country has gotten better, gotten worse, or is about the same as six months ago?

Base: All adults (N=1,011).

	TOTAL
Gotten better	15
Gotten worse	28
Is about the same	57

3. For each of the following, please indicate the amount of responsibility you believe each has for food safety in this country.

Base: All adults (N=1,011).

	A great deal/some responsibility	Not at all/ not much responsibility	A great deal of responsibility	Some Responsibility	Not much responsibility	Not responsibility at all
Consumers	82	18	30	52	13	5
Food processing companies	97	3	81	16	2	1
Food packaging companies	96	4	73	23	3	1
Food producers (such as farmers and ranchers)	94	6	63	31	5	1
U.S. government food safety inspectors	96	4	79	17	3	1

4. Thinking some more about food safety concerns, would you say that most food safety concerns are related to imported food or food produced in the United States?

Base: All adults (N=1,011).

	TOTAL
Imported food	79
Food produced in the U.S.	21

5. Which one of the following foods are you, personally, most concerned about when it comes to food safety? (Select single response)

Base: All adults (N=1,011).

	TOTAL
Fruits	5
Vegetables	20
Beef	23
Chicken	18
Pork	5
Milk	4
Cheese	1
Fish and seafood	24