



INTERNATIONAL  
FOOD INFORMATION  
COUNCIL

# FOOD SAFETY

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CONSUMER TRENDS, HABITS,  
ATTITUDES

## BACKGROUND

### Survey Methodology

One thousand interviews were conducted among adults ages 18+ from July 10 to July 13, 2020 and were weighted to ensure proportional results.

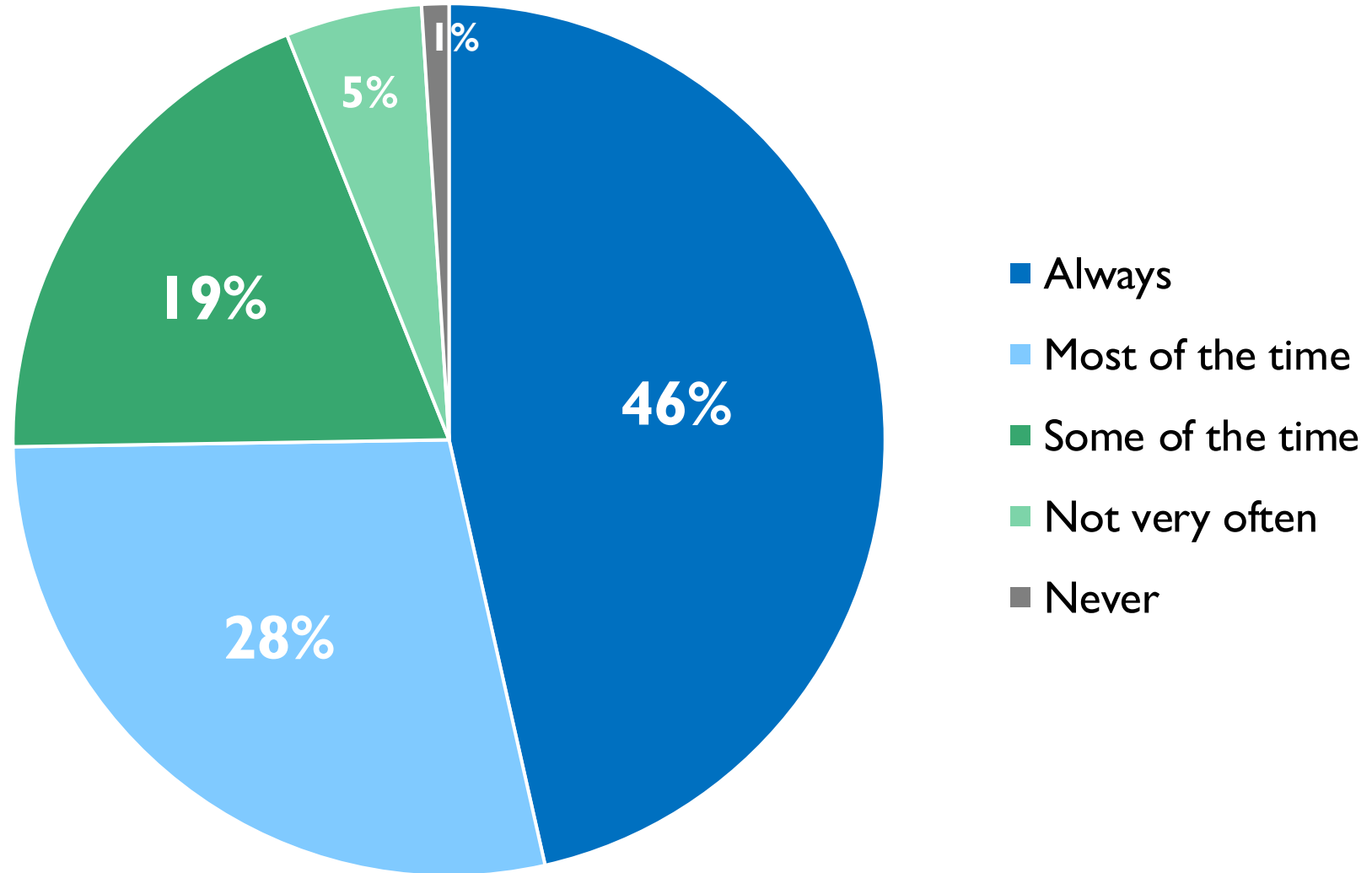
The Bayesian confidence level for 1,000 interviews is 3.5, which is roughly equivalent to a margin of error  $\pm 3.1$  at the 95% confidence level.

### Statistical Significance

Something is statistically significant if the result cannot be attributed to random chance. Statistical significance in this presentation should be compared within each demographic (e.g. age, race, gender, etc.).

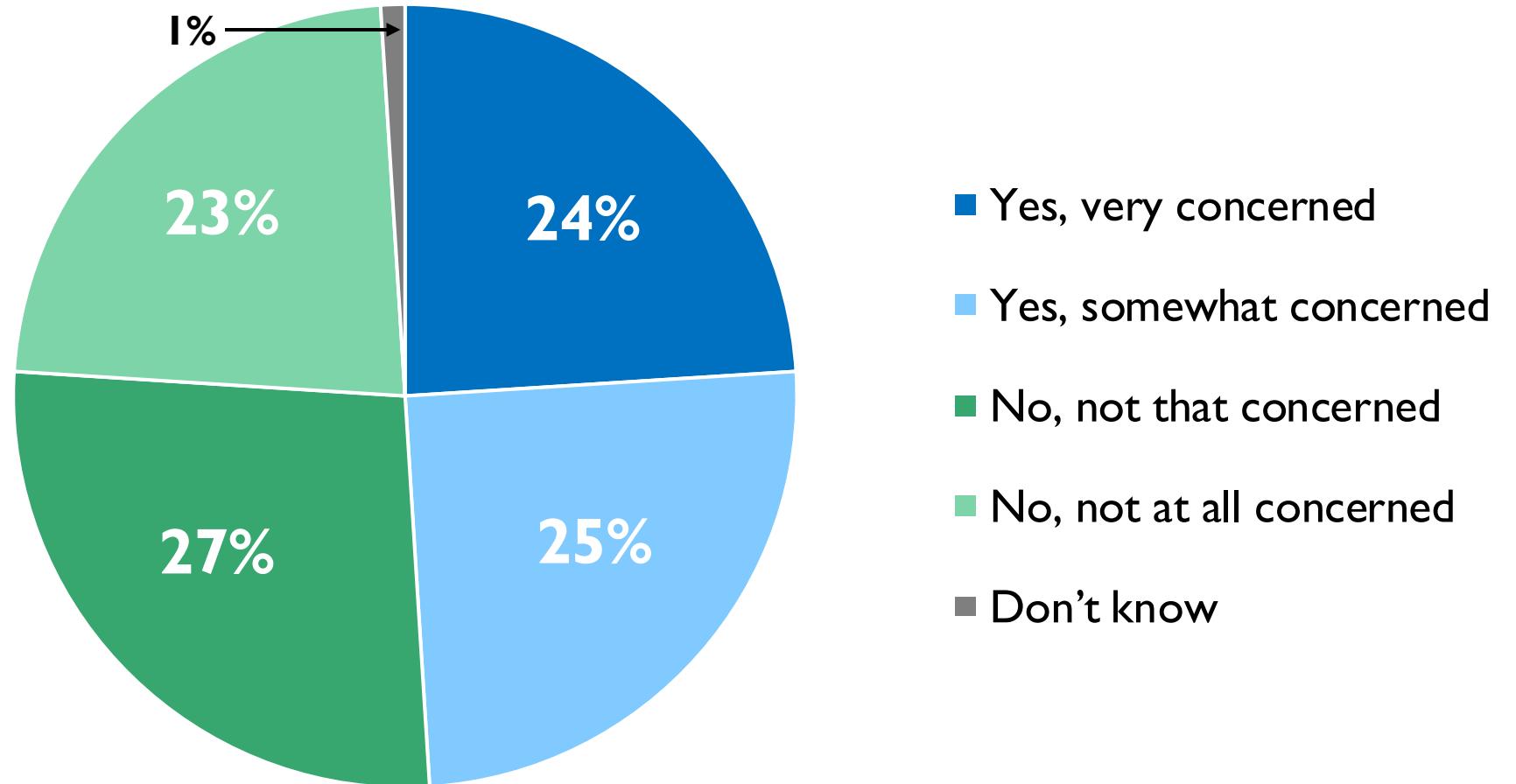
For example, if the responses from female respondents are considered to be significant, it is in relation to male respondents and not necessarily other demographic groups.

# Nearly everyone reports preparing food for themselves or others at least some of the time



In your household, how often are you responsible for preparing food for yourself or others?

# Consumers split on food safety concerns when preparing food at home



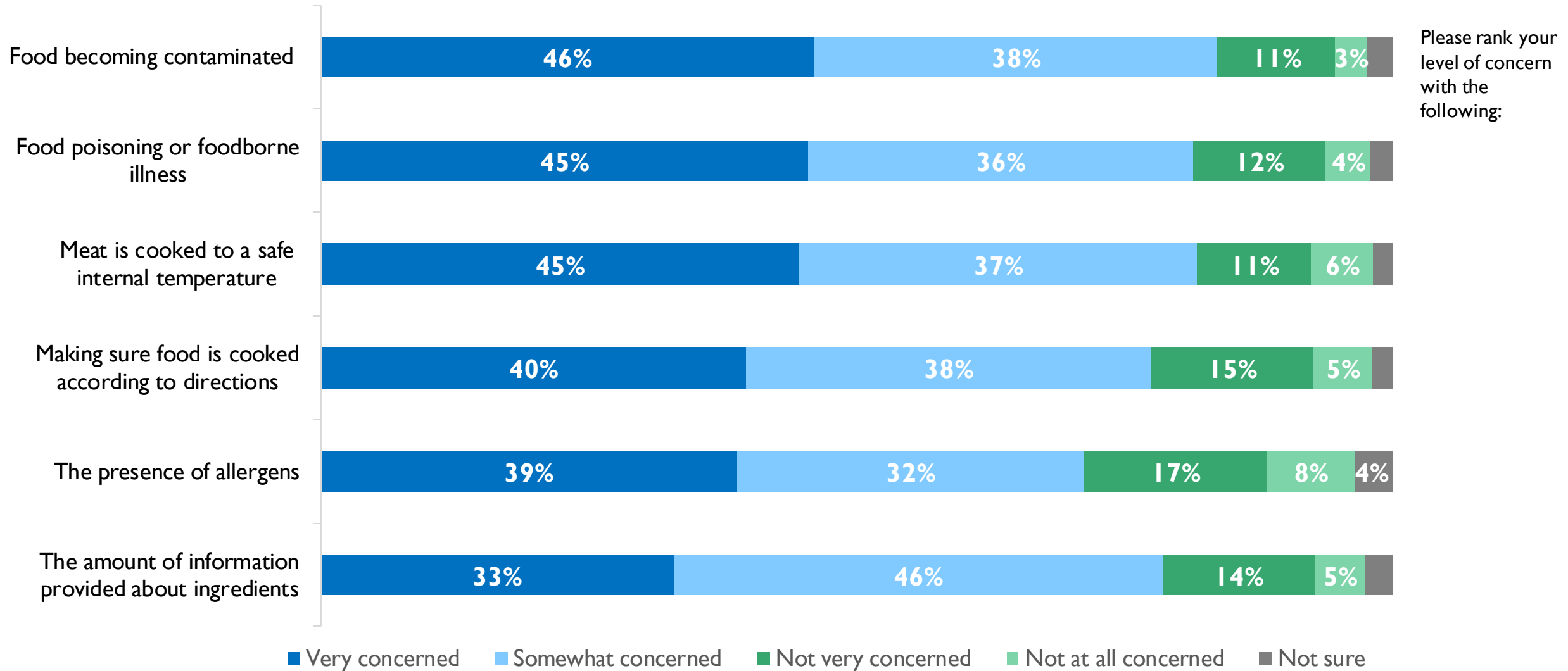
Are you concerned about the safety of your food when preparing food at home?

# Worries about coronavirus exposure and food contamination are among the most cited food safety concerns

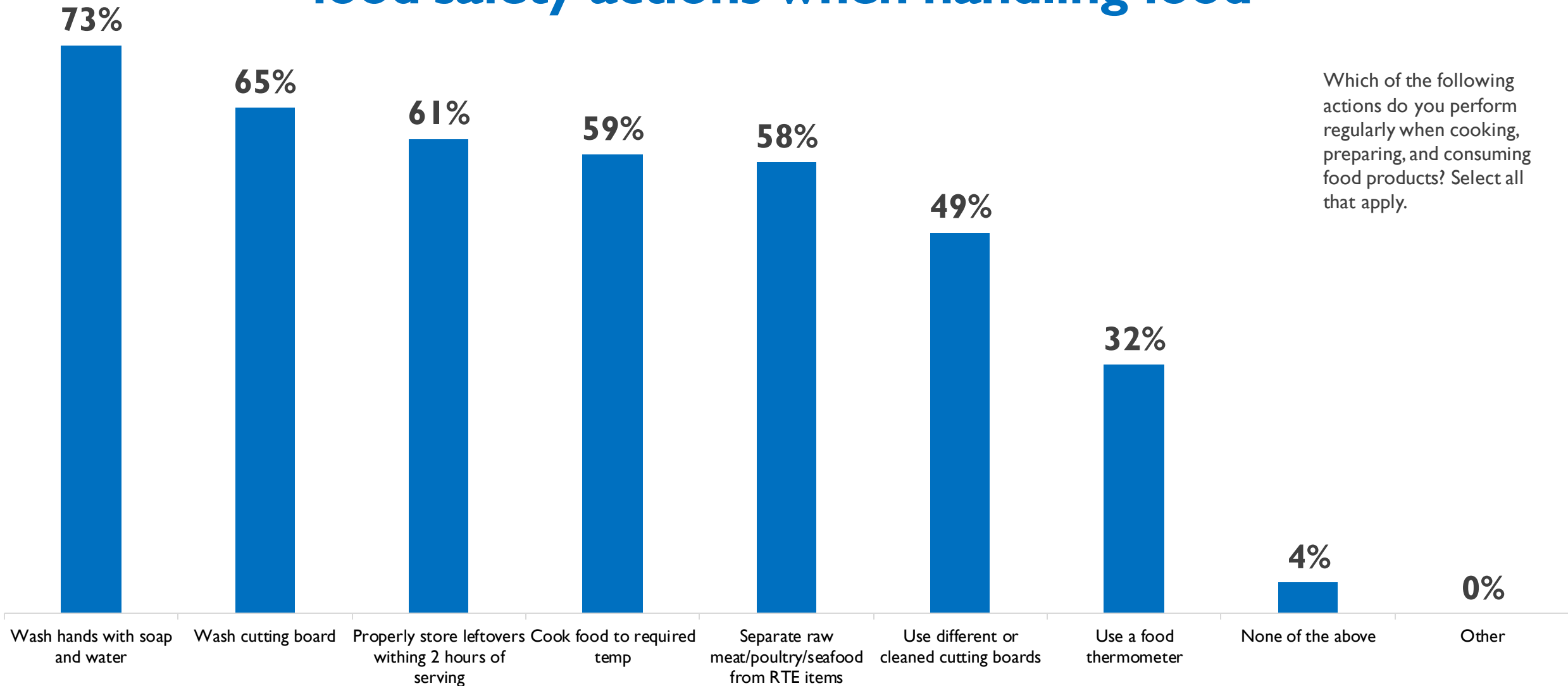


You indicated that you are concerned about food safety when preparing food at home. Please explain why.

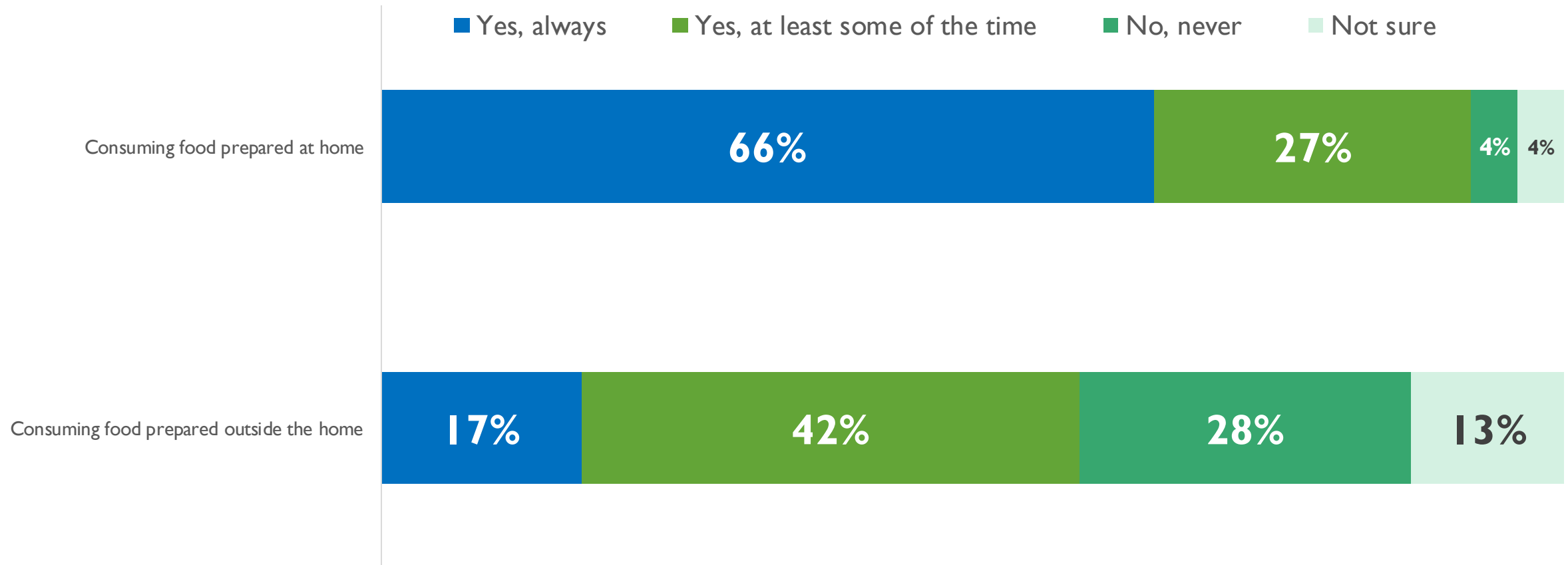
# Majority of consumers concerned about several food safety issues



# Washing both hands and cutting boards are top food safety actions when handling food



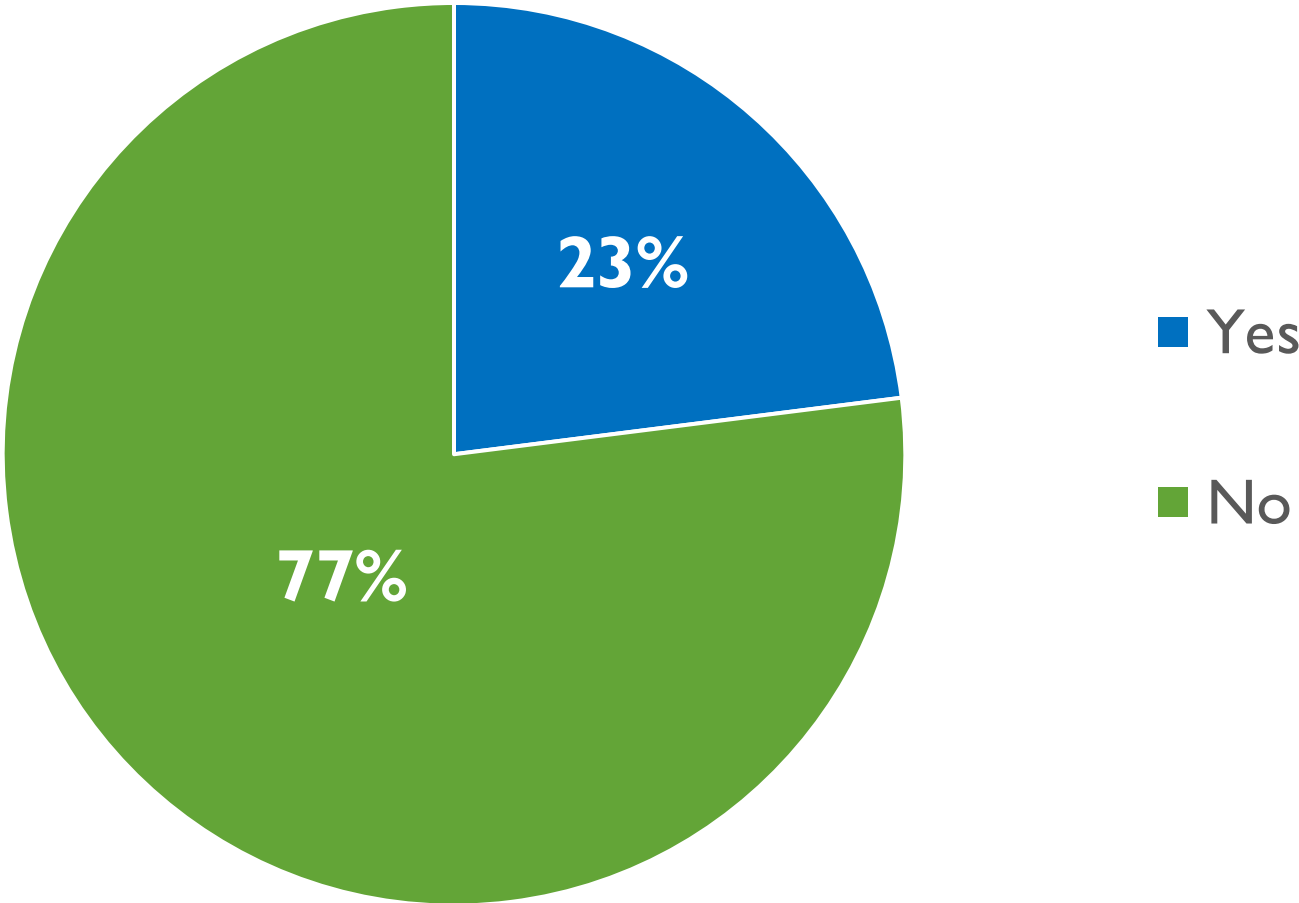
# Consumers feel they can control safety of food at home more than when eating food prepared outside the home



Do you feel you can control the safety of food when:



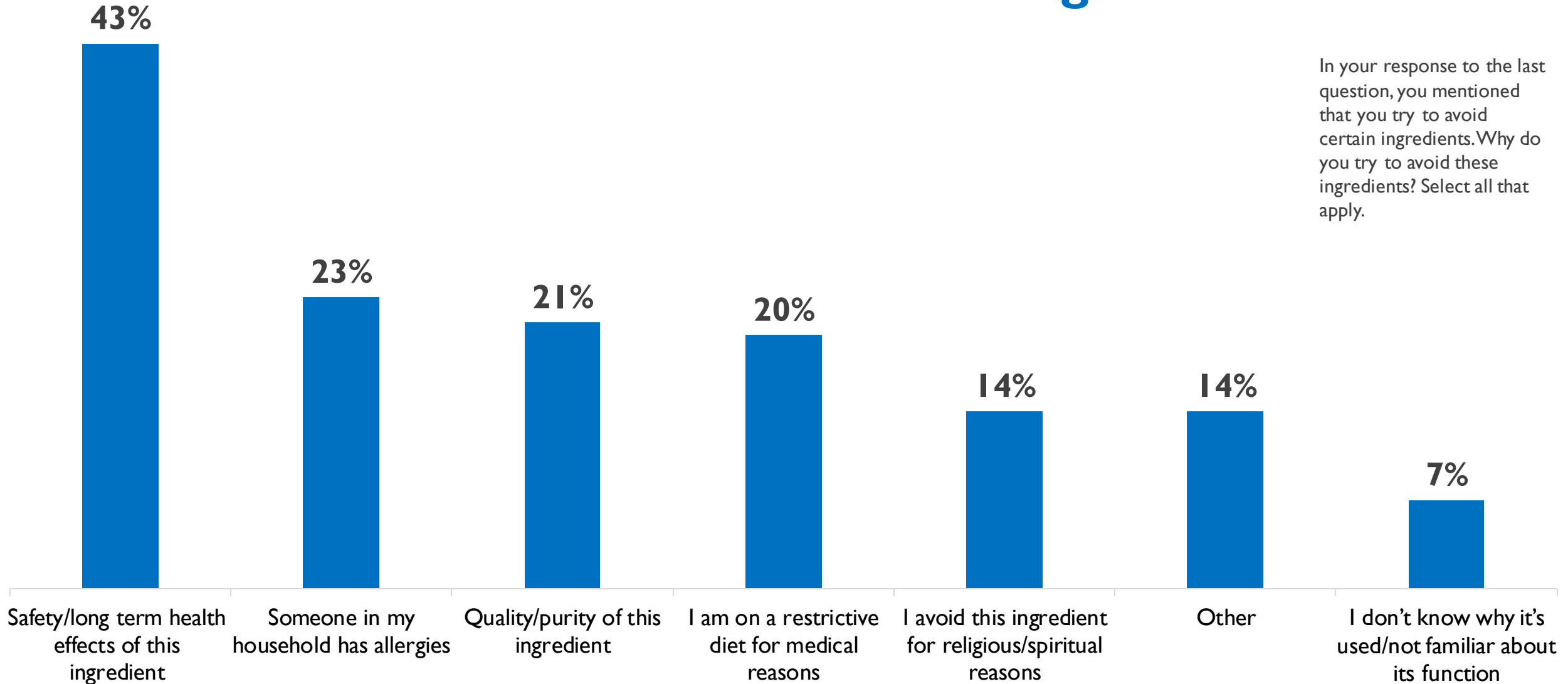
# Nearly one in four consumers try to avoid certain ingredients in foods and beverages



Do you try to avoid any ingredients when deciding what to eat and drink?

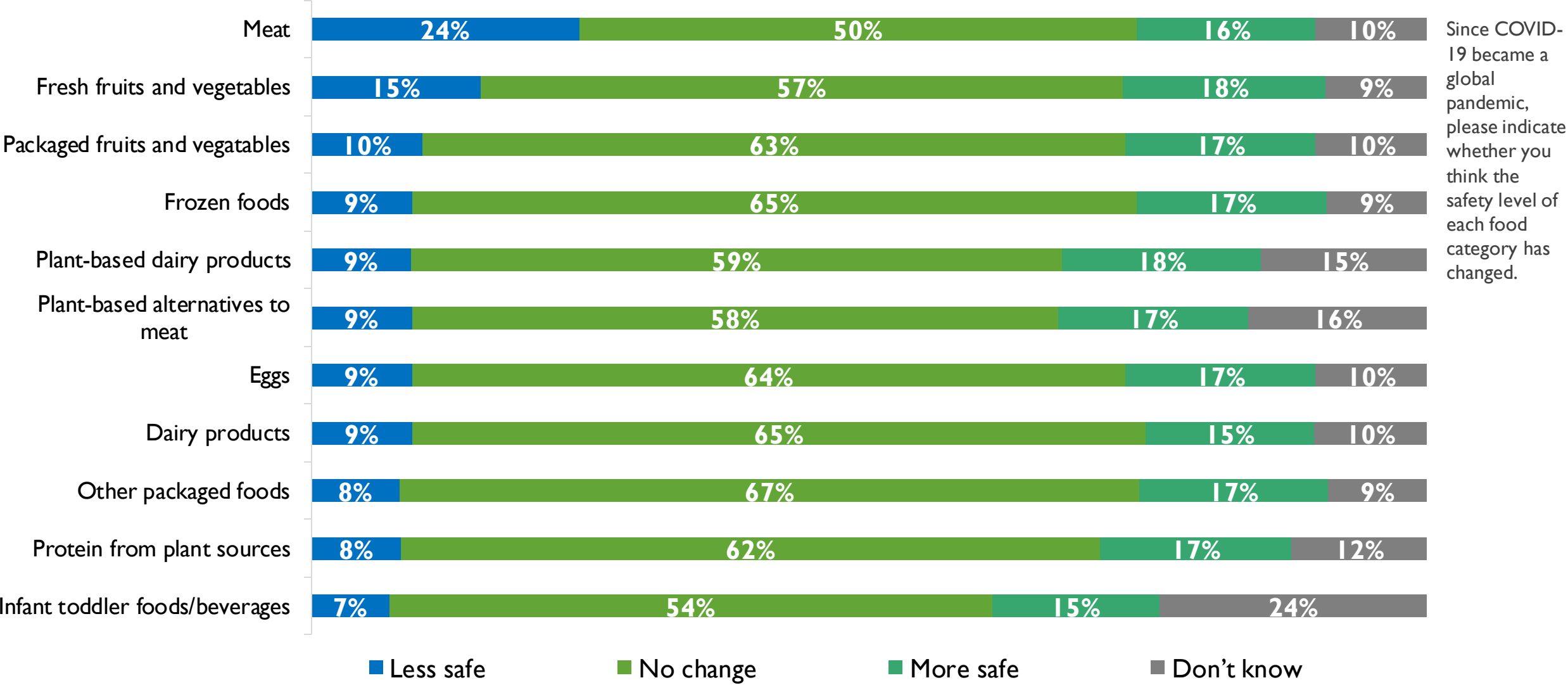


# Concern over safety/long-term health effects is top reason consumers avoid certain food ingredients

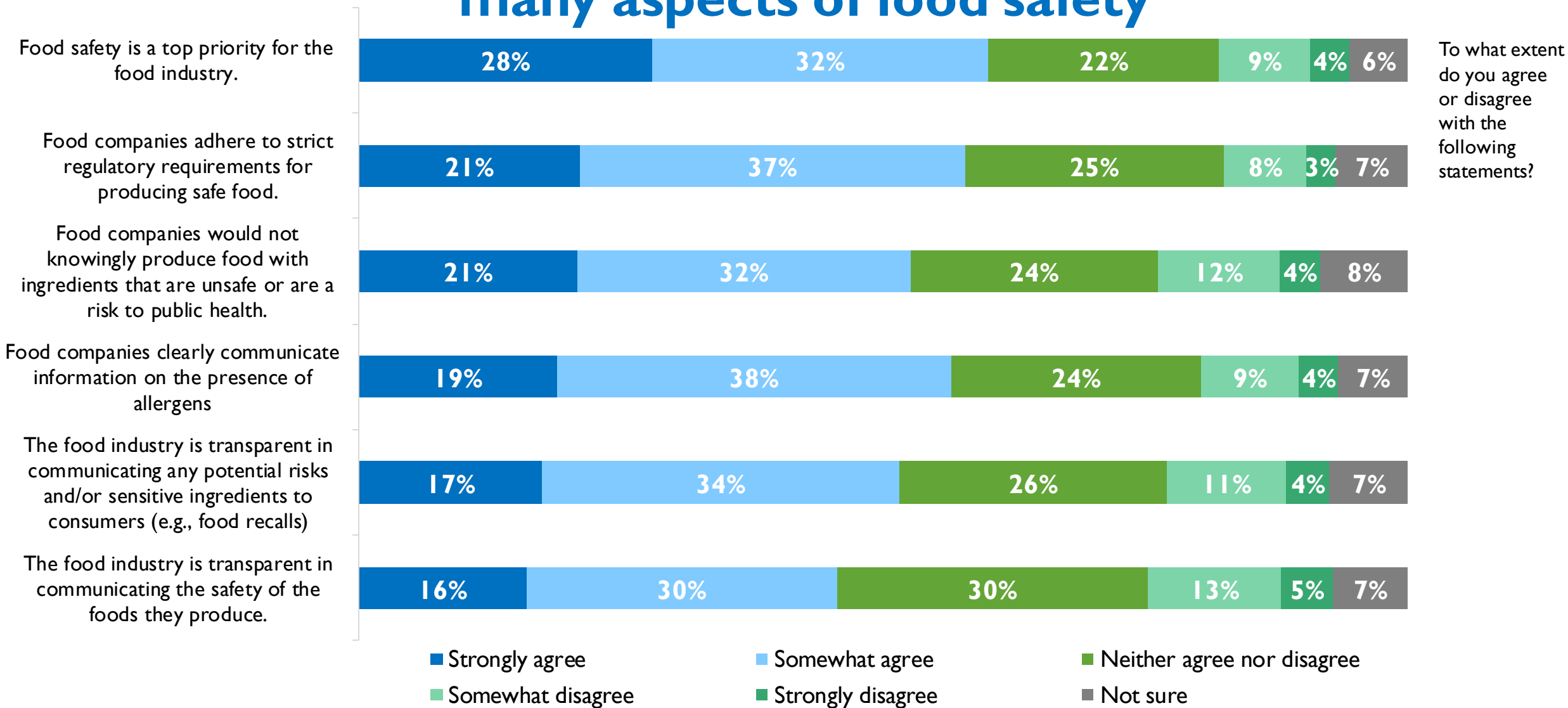


In your response to the last question, you mentioned that you try to avoid certain ingredients. Why do you try to avoid these ingredients? Select all that apply.

# One in four think that meat has become less safe since COVID-19 pandemic began, though half report no change



# Most consumers agree that the food industry prioritizes many aspects of food safety



# APPENDICES

In your household, how often are you responsible for preparing food for yourself or others?

	Always	Most of the time	Some of the time	Not very often	Never
Total	46%	28%	19%	5%	1%
Men	43%	24% ↓	23% ↑	9% ↑	2%
Women	50%	33% ↑	14% ↓	2% ↓	1%
White	51% ↑	27%	17%	4%	1%
African American	39%	32%	21%	6%	2%
Hispanic/ Latinx	32% ↓	33%	25%	8%	2%
Under 45	38% ↓	33% ↑	22%	5%	2%
45-64	55% ↑	25%	16%	4%	0%
65+	51%	23%	16%	9%	1%
Northeast	42%	34%	20%	3%	1%
Midwest	51%	27%	16%	6%	0%
South	49%	28%	17%	4%	2%
West	44%	25%	22%	7%	2%
Non-college	42%	30%	21%	6%	1%
College	51%	27%	16%	5%	1%

Are you concerned about the safety of your food when preparing food at home?

	Yes, very concerned	Yes, somewhat concerned	No, not that concerned	No, not at all concerned	Don't know
Total	24%	25%	27%	23%	1%
Men	28% ↑	24%	26%	20%	1%
Women	19% ↓	25%	28%	25%	2%
White	21% ↓	20% ↓	30%	28% ↑	1%
African American	35% ↑	28%	21%	14%	2%
Hispanic/ Latinx	24%	39% ↑	24%	11% ↓	1%
Under 45	32% ↑	30% ↑	23% ↓	13% ↓	2%
45-64	20%	23%	29%	28%	1%
65+	8% ↓	15% ↓	37% ↑	40% ↑	0%
Northeast	32% ↑	28%	24%	15% ↓	1%
Midwest	14% ↓	19%	33%	33% ↑	1%
South	26%	23%	28%	21%	1%
West	25%	30%	24%	20%	2%
Non-college	20%	24%	31%	23%	1%
College	27%	26%	24%	23%	1%



Please rank your level of concern with the following: % very concerned

	Food contamination	Meat cooked safe temp	Food poisoning	Food cooked correctly	Allergens	Amount of ingredient information
Total	46%	45%	45%	40%	39%	33%
Men	44%	45%	47%	41%	44%	35%
Women	48%	44%	44%	38%	34%	31%
White	46%	45%	43%	40%	38%	33%
African American	43%	42%	49%	36%	39%	35%
Hispanic/ Latinx	50%	46%	52%	43%	45%	31%
Under 45	46%	39%	46%	39%	40%	34%
45-64	45%	53%	44%	37%	38%	31%
65+	48%	47%	45%	53%	34%	28%
Northeast	49%	40%	48%	39%	40%	36%
Midwest	39%	43%	40%	41%	38%	35%
South	53%	49%	49%	43%	40%	37%
West	42%	47%	44%	37%	37%	26%
Non-college	49%	44%	49%	39%	42%	31%
College	44%	46%	44%	41%	36%	34%

Which of the following actions do you perform regularly when cooking, preparing, and consuming food products?

Select all that apply.

	Wash hands	Wash cutting board	Properly store leftovers	Cook to required temp	Separate raw meat	Different cutting boards	Use food thermometer	None of the above
Total	73%	65%	61%	59%	58%	49%	32%	4%
Men	66% ↓	59% ↓	53% ↓	54% ↓	53% ↓	42% ↓	30%	4%
Women	79% ↑	71% ↑	69% ↑	63% ↑	63% ↑	55% ↑	34%	4%
White	78% ↑	71% ↑	68% ↑	64% ↑	62% ↑	54% ↑	36% ↑	3%
African American	55% ↓	47% ↓	41% ↓	42% ↓	45% ↓	36% ↓	20% ↓	6%
Hispanic/ Latinx	66%	53% ↓	49% ↓	47% ↓	52%	41%	23%	7%
Under 45	58% ↓	50% ↓	44% ↓	45% ↓	49% ↓	40% ↓	29%	5%
45-64	82% ↑	75% ↑	72% ↑	70% ↑	65% ↑	56% ↑	35%	3%
65+	95% ↑	86% ↑	88% ↑	75% ↑	70% ↑	59% ↑	34%	2%
Northeast	69%	62%	60%	59%	55%	45%	34%	5%
Midwest	81% ↑	73% ↑	72% ↑	64%	57%	51%	35%	3%
South	71%	62%	58%	58%	59%	49%	28%	4%
West	71%	63%	55%	55%	61%	50%	31%	4%
Non-college	74%	66%	60%	60%	57%	48%	31%	4%
College	73%	65%	63%	59%	59%	50%	33%	3%

Are you concerned about the safety of your food when preparing food at home? *Ranked by yes/always*

	Prepared at Home	Prepared Outside the Home
Total	66%	17%
Men	67%	19%
Women	65%	15%
White	69%	16%
African American	60%	22%
Hispanic/ Latinx	64%	16%
Under 45	64%	22% ↑
45-64	68%	14%
65+	66%	9%
Northeast	63%	16%
Midwest	65%	12%
South	66%	19%
West	69%	20%
Non-college	65%	17%
College	68%	18%

In your response to the last question, you mentioned that you try to avoid certain ingredients. Why do you try to avoid these ingredients? Select all that apply.

	Concerned safety/health effects	Someone in house allergic	Quality/ purity	I am on restrictive diet	Religious/ spiritual reasons	Other	Don't know why its used/not familiar
Total	43%	23%	21%	20%	14%	14%	7%
Men	42%	29%	25%	27%	19%	6%	8%
Women	45%	19%	18%	15%	9%	21%	6%
White	48%	24%	18%	20%	12%	15%	8%
African American	22%	19%	43%	28%	20%	8%	10%
Hispanic/ Latinx	39%	28%	10%	16%	18%	15%	0%
Under 45	31%	29%	31%	21%	25% ↑	9%	8%
45-64	52%	18%	20%	19%	8%	17%	7%
65+	51%	22%	9%	19%	4%	17%	4%
Northeast	35%	24%	30%	28%	11%	12%	6%
Midwest	54%	13%	8%	16%	7%	20%	5%
South	40%	34%	33%	14%	15%	11%	7%
West	44%	24%	17%	21%	20%	13%	9%
Non-college	38%	23%	17%	19%	10%	17%	8%
College	46%	24%	24%	21%	16%	13%	6%

Since COVID-19 became a global pandemic, please indicate whether you think the safety level of each food category has changed. *Ranked by less safe*

	Meat	Fresh fruit/ vegetables	Packaged fruits/ vegetables	Frozen foods	Plant-based dairy products	Plant-based meat alternatives
Total	24%	15%	10%	9%	9%	9%
Men	23%	12% ↓	9%	7%	10%	9%
Women	25%	19% ↑	11%	11%	8%	9%
White	22%	15%	8%	7% ↓	7% ↓	9%
African American	24%	15%	14%	15% ↑	18% ↑	11%
Hispanic/ Latinx	33%	17%	12%	12%	15%	13%
Under 45	23%	15%	14% ↑	14% ↑	14% ↑	13% ↑
45-64	23%	15%	6% ↓	6%	5% ↓	6%
65+	29%	15%	6%	3% ↓	4% ↓	6%
Northeast	26%	16%	13%	12%	12%	10%
Midwest	24%	17%	7%	7%	5%	5%
South	21%	15%	12%	10%	9%	11%
West	24%	14%	8%	8%	11%	11%
Non-college	24%	14%	9%	8%	10%	11%
College	24%	17%	10%	10%	8%	8%

Since COVID-19 became a global pandemic, please indicate whether you think the safety level of each food category has changed. *Ranked by less safe*

	Eggs	Dairy products	Other packaged foods	Protein from plant sources	Infant foods and beverages
Total	9%	9%	8%	8%	7%
Men	9%	9%	10%	8%	8%
Women	9%	9%	6%	9%	6%
White	7% ↓	8%	7%	6% ↓	6%
African American	19% ↑	13%	13%	15% ↑	9%
Hispanic/ Latinx	7%	13%	10%	13%	10%
Under 45	11%	13% ↑	13% ↑	13% ↑	11% ↑
45-64	7%	8%	5% ↓	4% ↓	5%
65+	7%	3% ↓	2% ↓	3% ↓	2% ↓
Northeast	6%	12%	11%	13% ↑	14% ↑
Midwest	6%	6%	3% ↓	3% ↓	6%
South	12%	11%	9%	9%	6%
West	11%	10%	10%	7%	4%
Non-college	9%	9%	8%	9%	7%
College	10%	10%	9%	7%	8%

To what extent do you agree or disagree with the following statements? Randomize responses. *Ranked by strongly agree*

	<b>Food safety is top priority</b>	<b>Strict regulatory requirement</b>	<b>Not sell food that poses health risk</b>	<b>Indicate is allergens are present</b>	<b>Indicate risk/sensitive ingredients</b>	<b>Transparent about safety</b>
Total	28%	21%	21%	19%	17%	16%
Men	27%	22%	23%	20%	19%	18%
Women	28%	20%	19%	18%	16%	14%
White	29%	22%	22%	20%	18%	16%
African American	23%	19%	16%	14%	16%	18%
Hispanic/ Latinx	26%	23%	20%	19%	20%	21%
Under 45	24%	21%	20%	20%	19%	19%
45-64	29%	20%	20%	17%	17%	15%
65+	36%	23%	24%	18%	16%	10%
Northeast	24%	20%	18%	20%	19%	15%
Midwest	31%	21%	22%	20%	17%	14%
South	30%	22%	20%	22%	18%	19%
West	26%	21%	23%	14%	16%	15%
Non-college	28%	20%	20%	18%	16%	15%
College	28%	23%	22%	20%	19%	17%

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