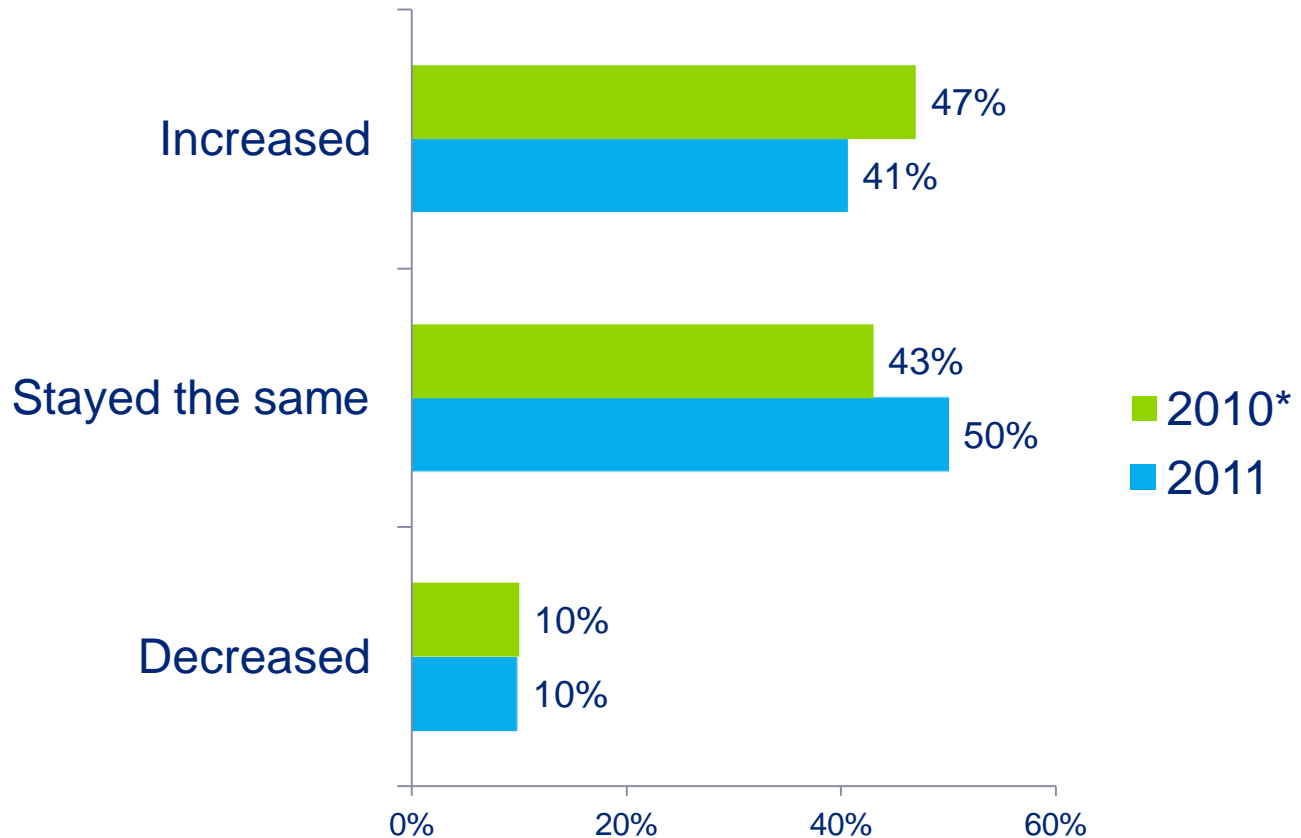


# Consumer Food Safety Survey Results

**March 2011**



# Compared with 2009, do you think the number of food recalls in 2010:

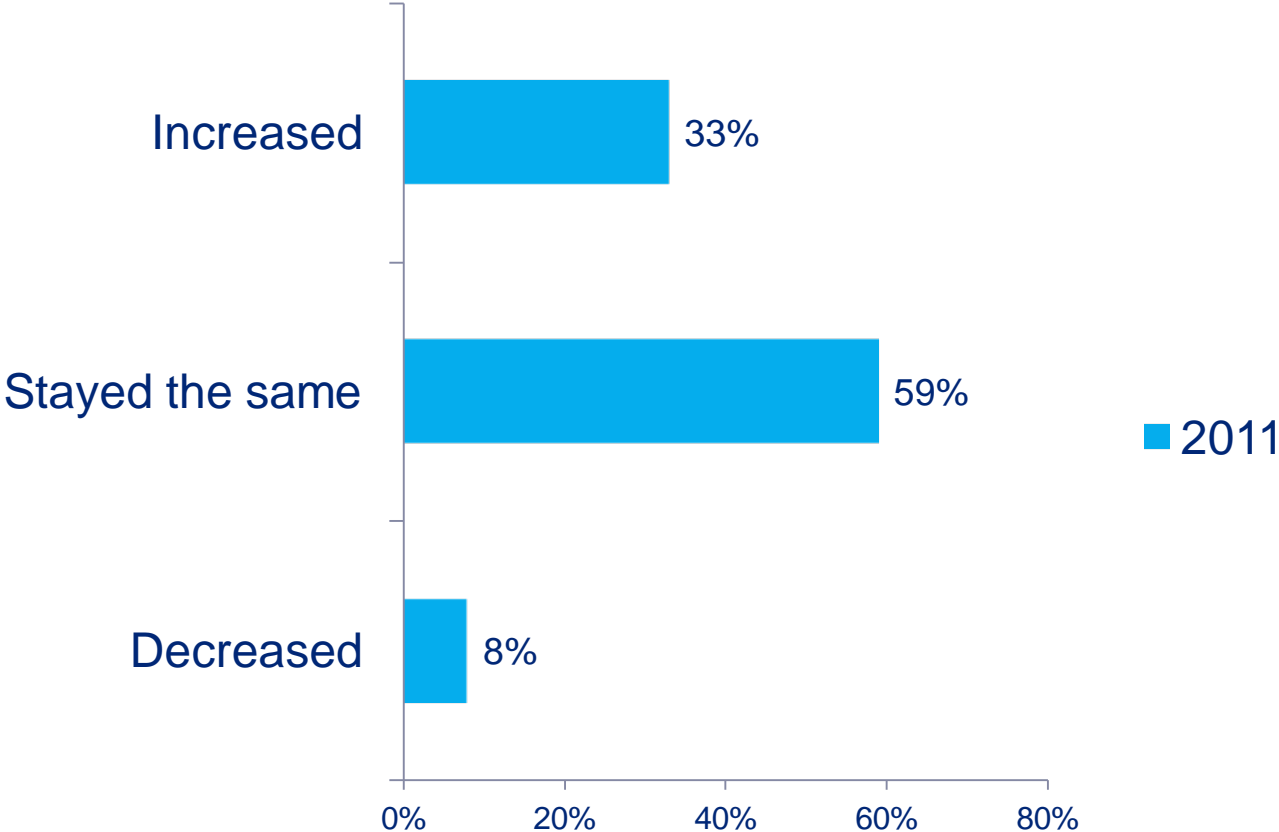


\* Compared with 2008, do you think the number of food recalls in 2009:

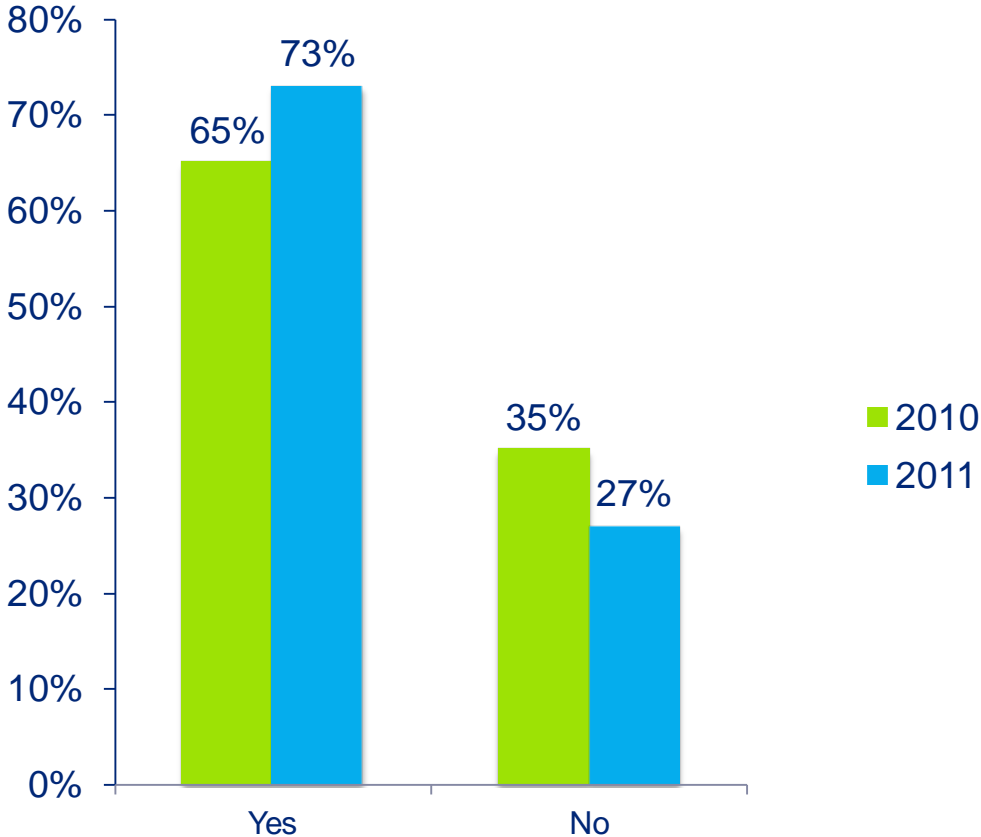
Source: Deloitte 2011 Consumer Food and Product Insights Survey

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# Compared with 2009, do you think the number of non-food related consumer product recalls in 2010:

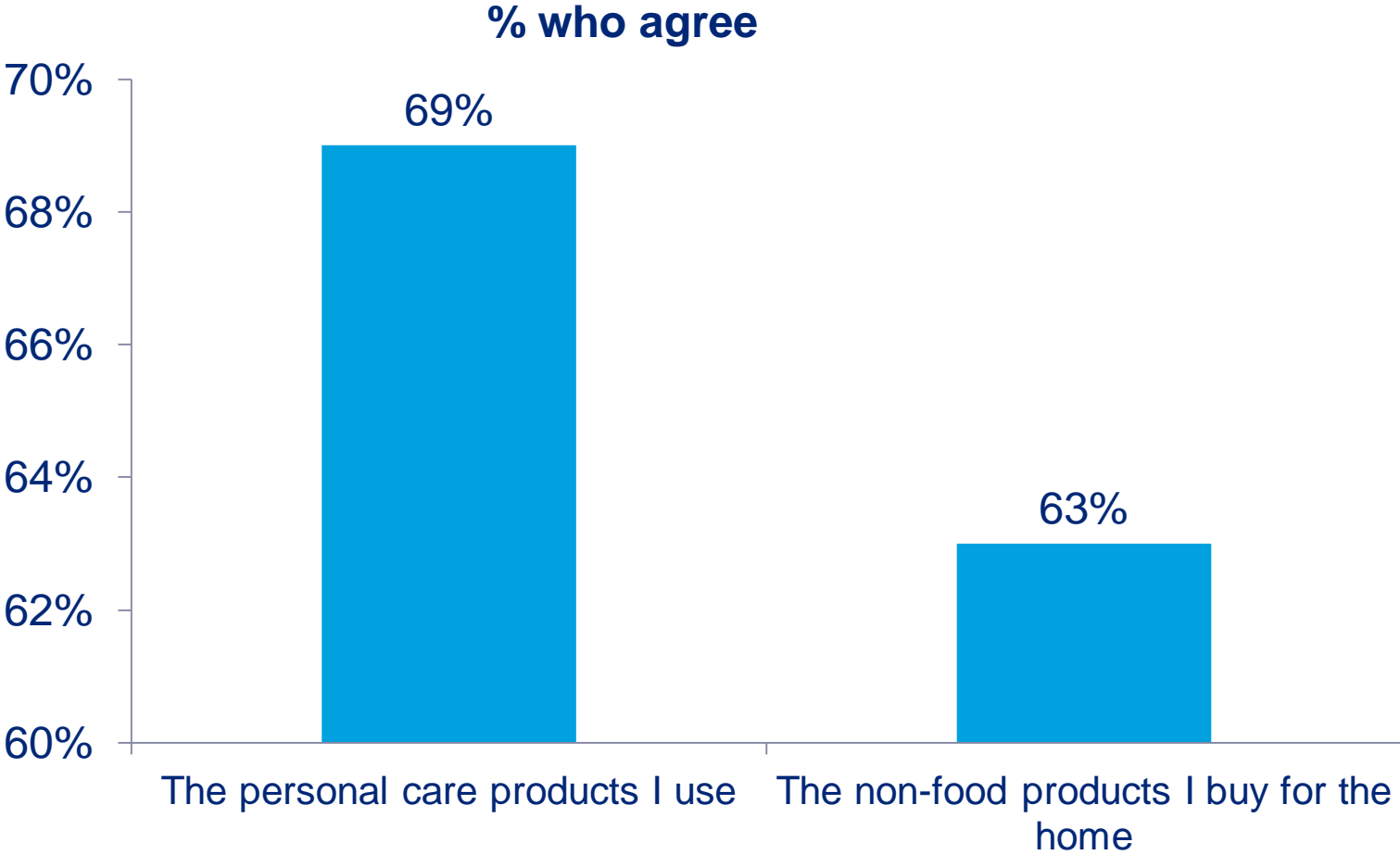


# Are you more concerned than you were five years ago about the food you eat?



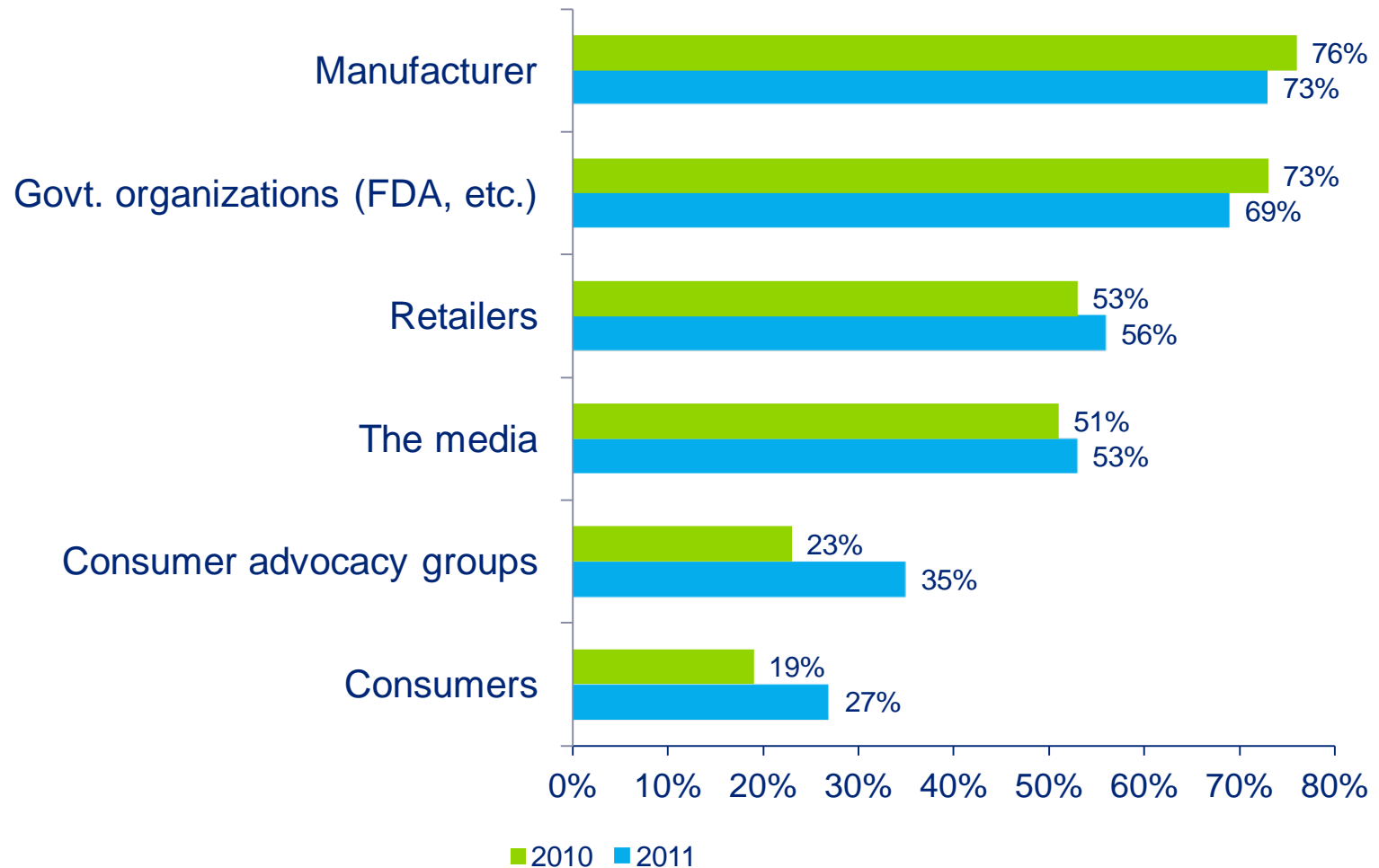
Source: Deloitte 2011 Consumer Food and Product Insights Survey

# I am more concerned than I was five years ago about the safety of:



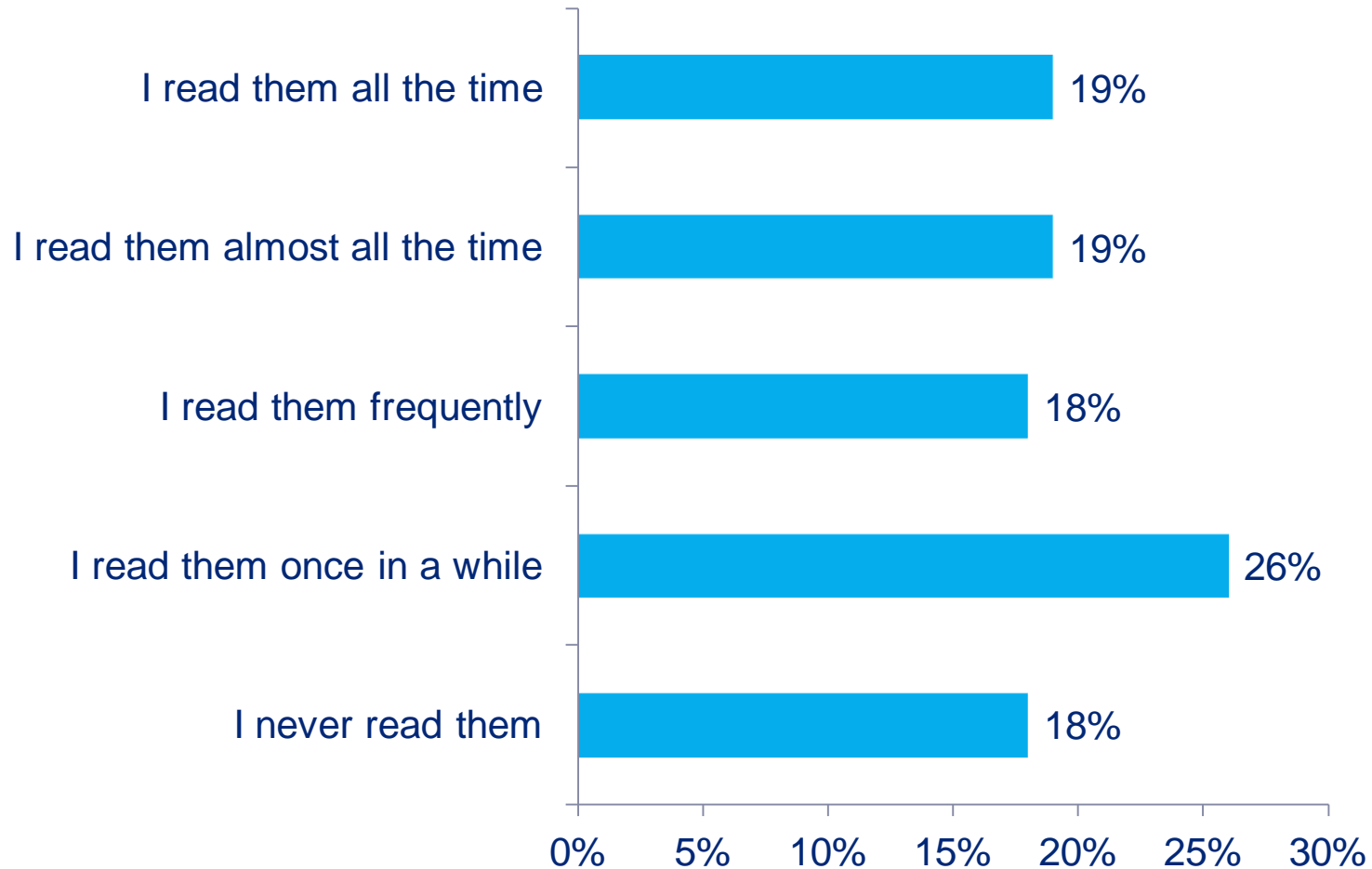
Source: Deloitte 2011 Consumer Food and Product Insights Survey

# Communicating product recall information for food and consumer products should be the responsibility of...



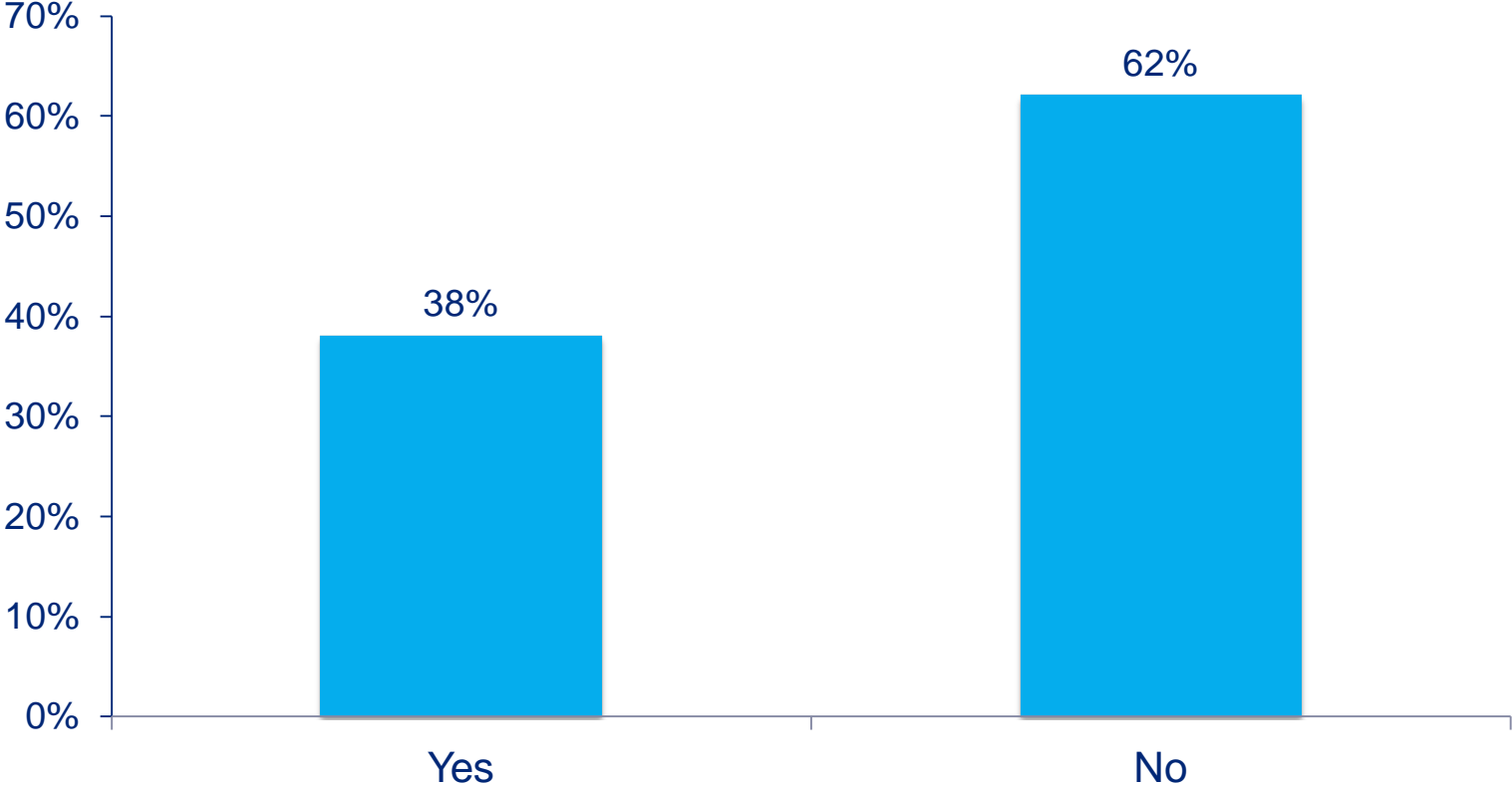
Source: Deloitte 2011 Consumer Food and Product Insights Survey

# How often do you read country-of-origin labels found on or near fresh meat, fresh fish, fresh fruit, or fresh vegetables in food stores



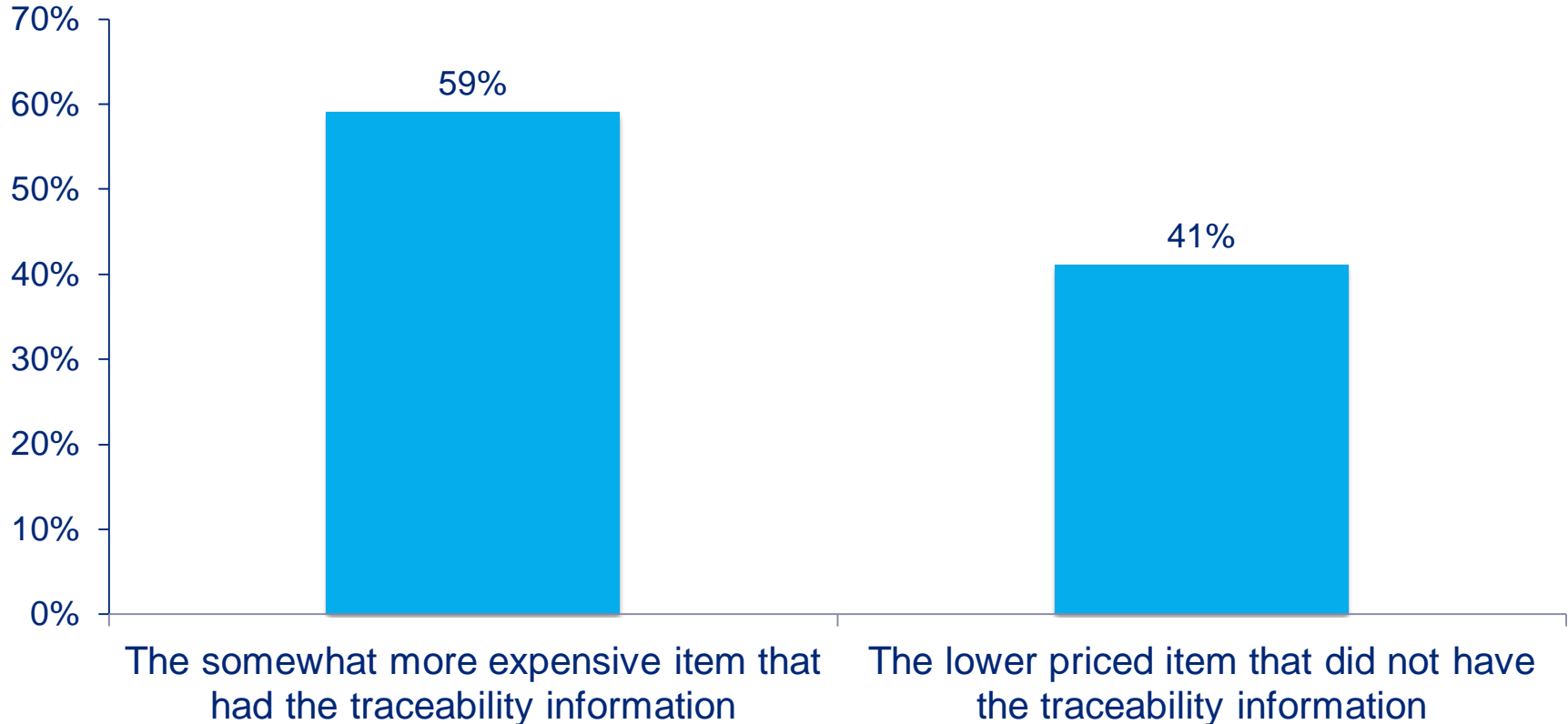
Source: Deloitte 2011 Consumer Food and Product Insights Survey

# Are there foods from certain countries that you try to avoid when shopping for imported foods?



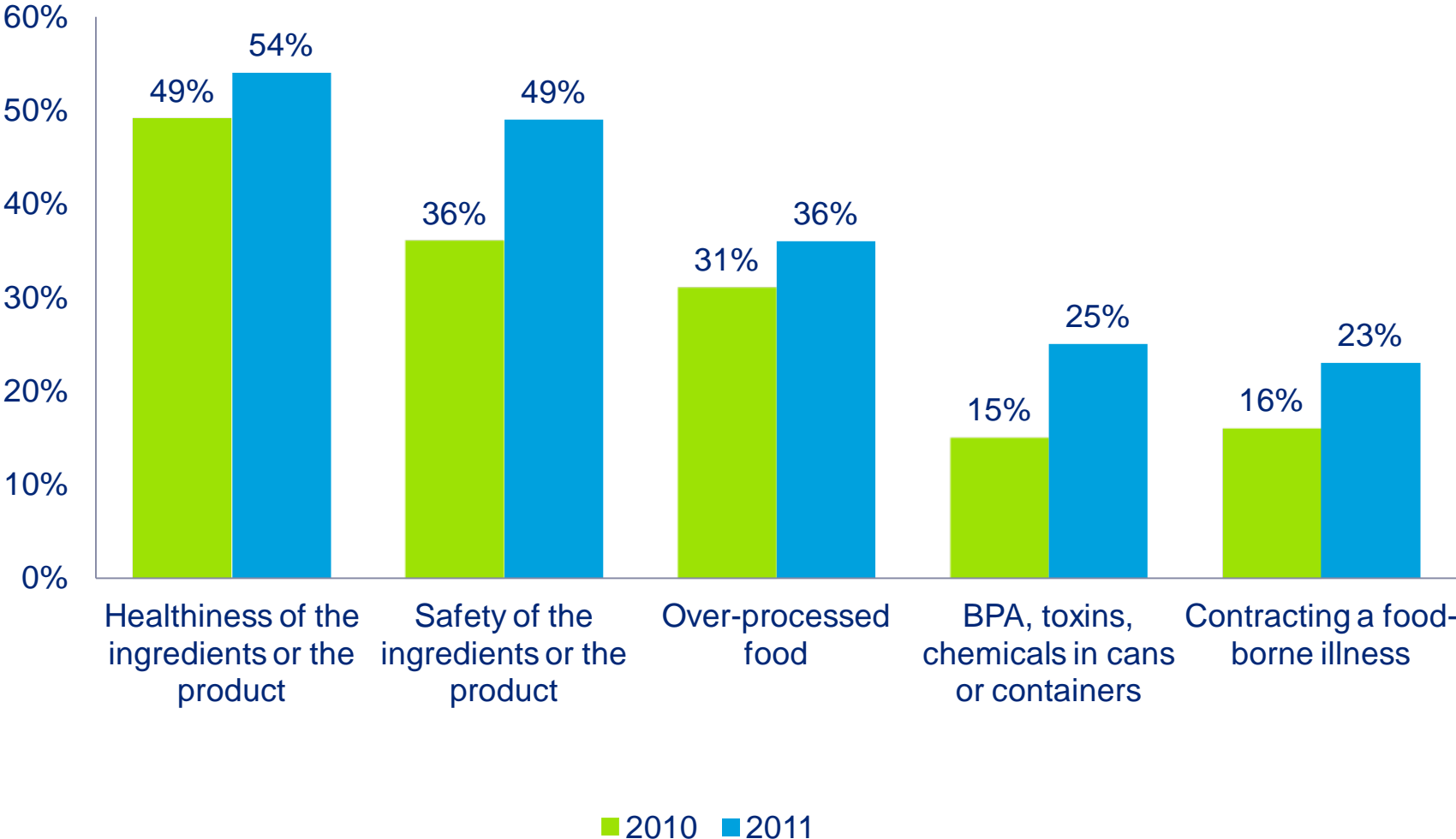
Source: Deloitte 2011 Consumer Food and Product Insights Survey

# If you were given a choice between buying 2 products based on their traceability information, which would you most often choose:



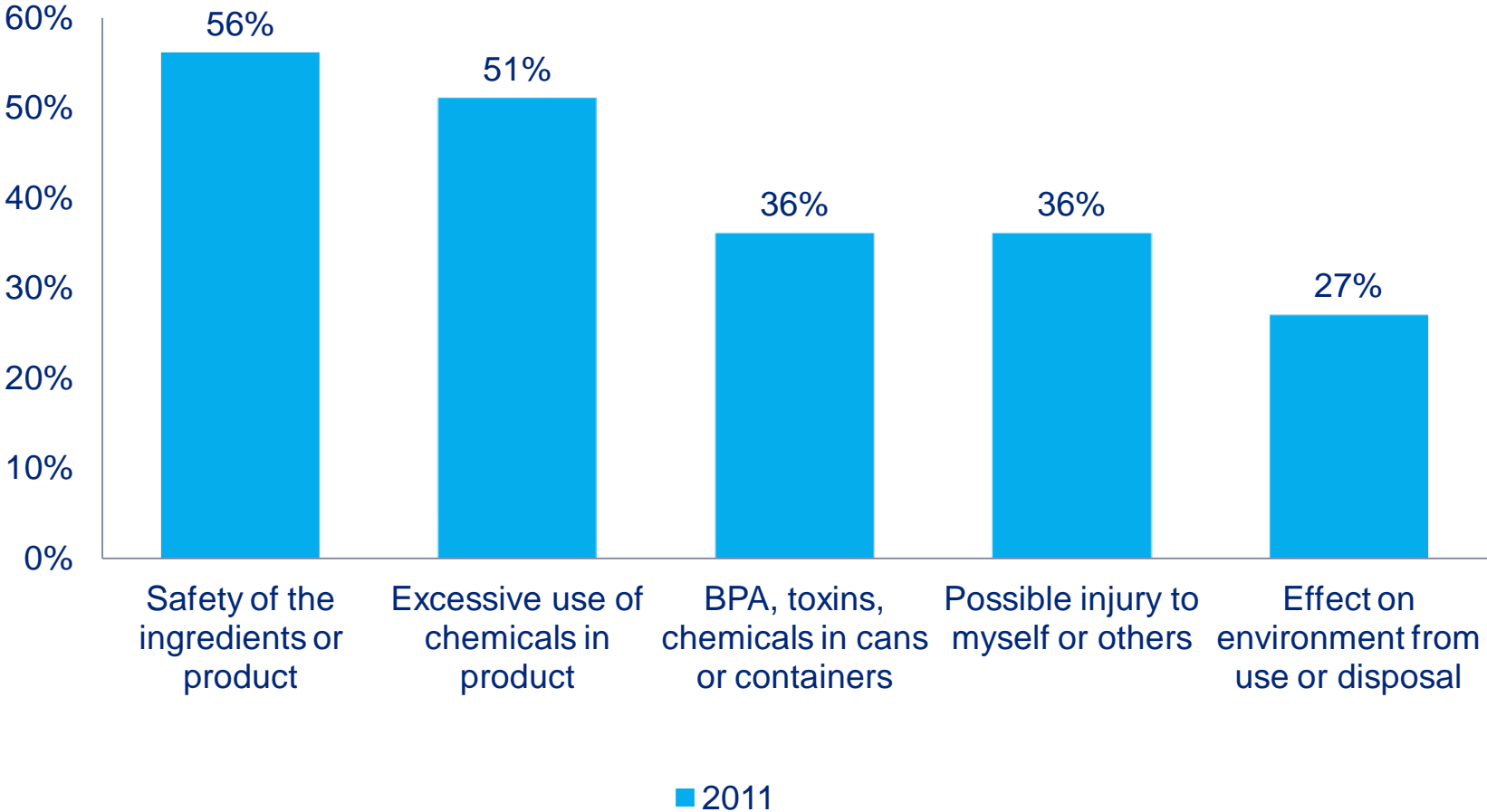
Source: Deloitte 2011 Consumer Food and Product Insights Survey

# Top 5 concerns about the food you eat



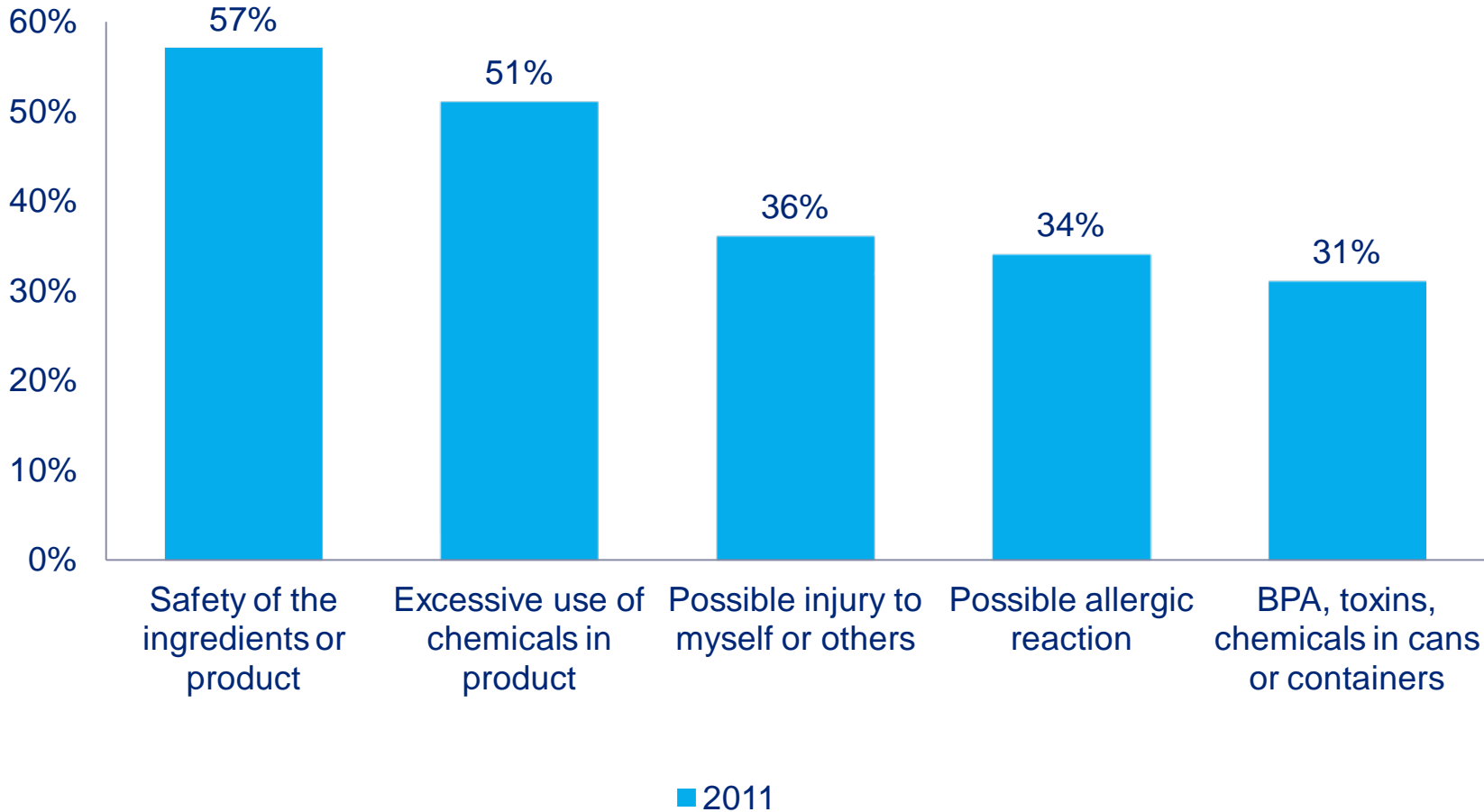
Source: Deloitte 2011 Consumer Food and Product Insights Survey

# Top 5 concerns about the non-food products you use in the home



Source: Deloitte 2011 Consumer Food and Product Insights Survey

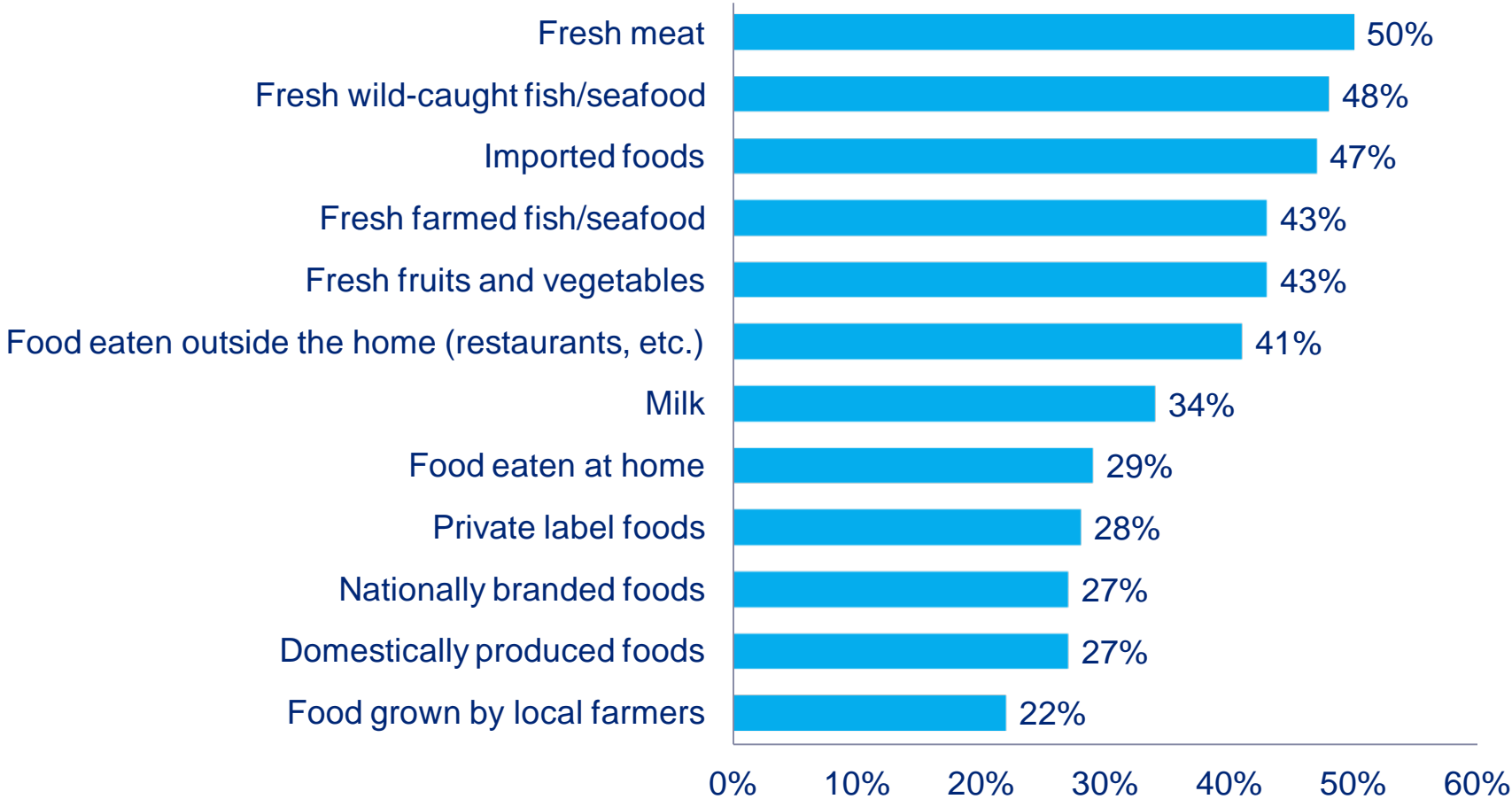
# Top 5 concerns about the non-food personal care products you use



Source: Deloitte 2011 Consumer Food and Product Insights Survey

# On a scale of 1 – 10, where 10 = extremely concerned, how concerned are you about the safety of the following food products:

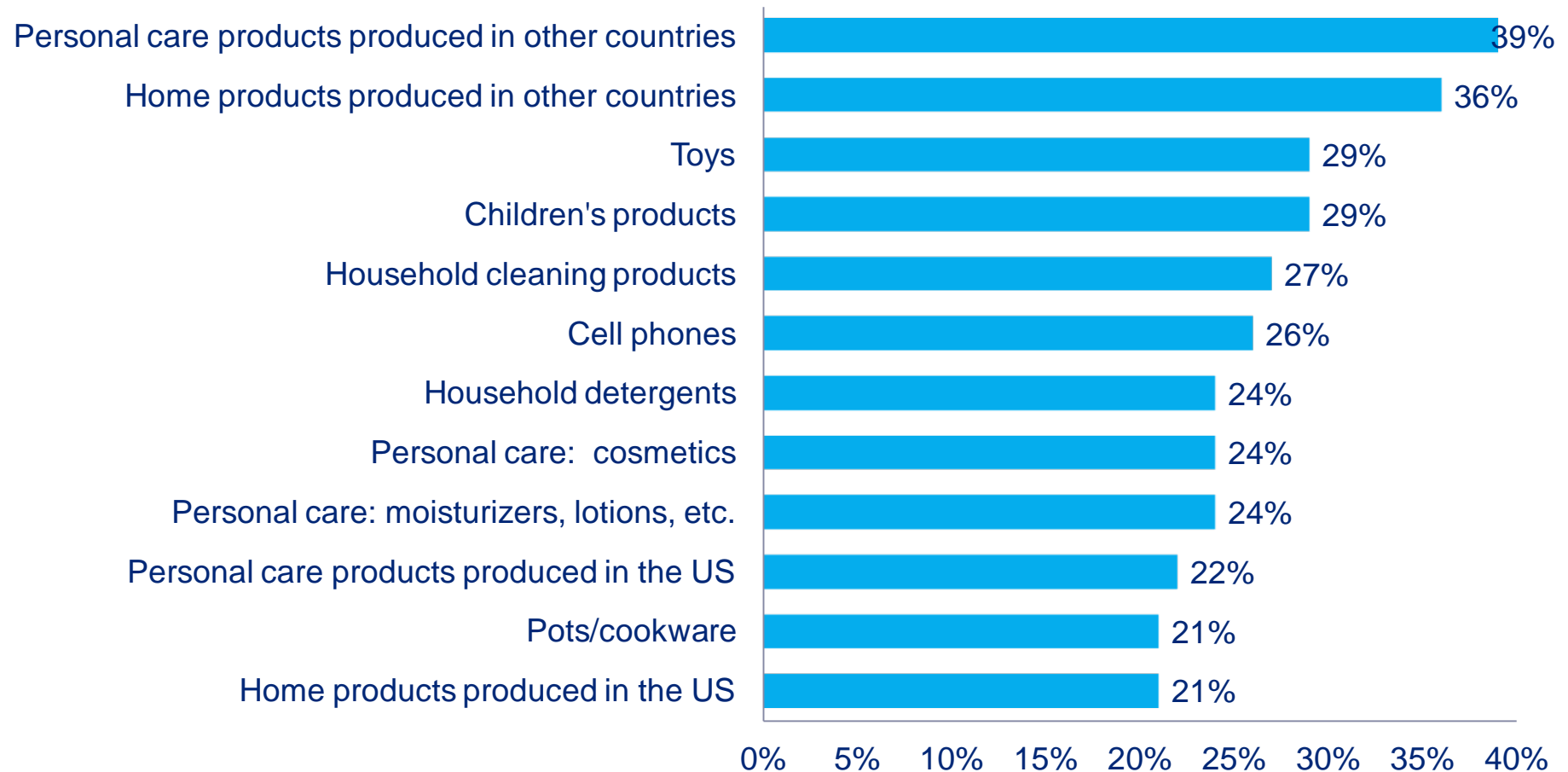
Concern Rated 8, 9, or 10:



Source: Deloitte 2011 Consumer Food and Product Insights Survey

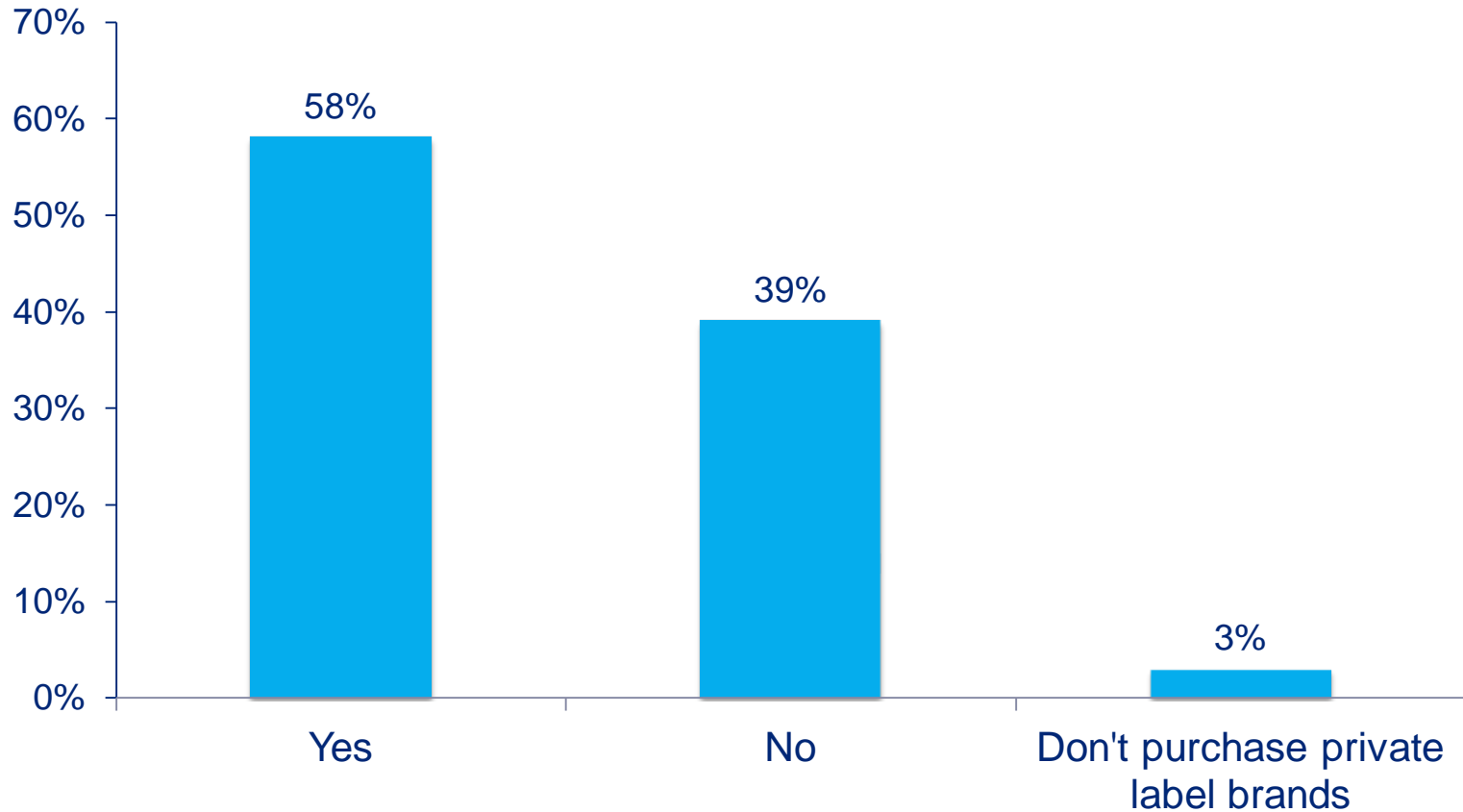
# On a scale of 1 – 10, where 10 = extremely concerned, how concerned are you about the safety of the following home or personal products:

Concern Rated 8, 9, or 10:



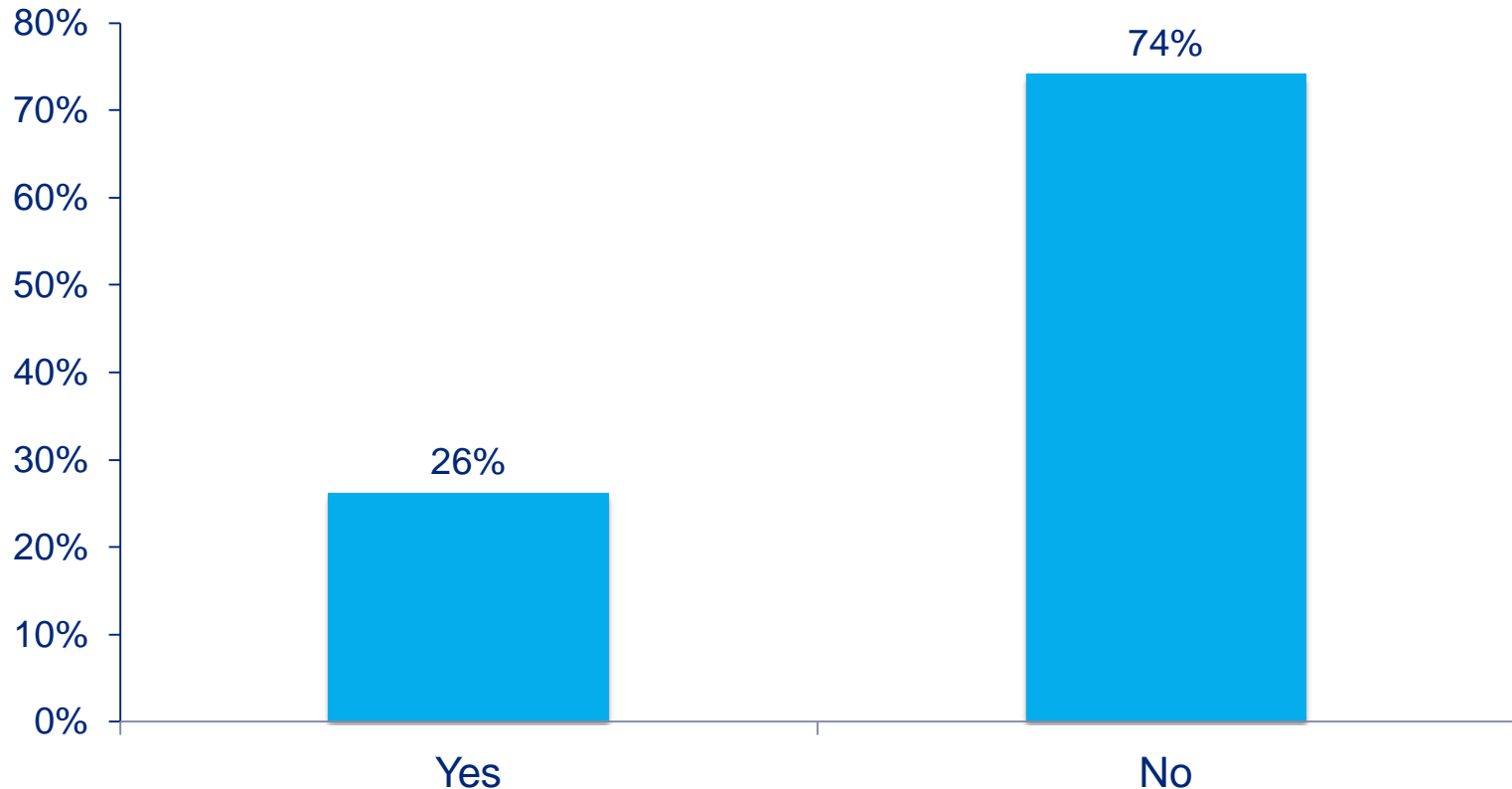
Source: Deloitte 2011 Consumer Food and Product Insights Survey

# During the recession, did you increase your purchases of private label brands and decrease your purchases of nationally branded products



Source: Deloitte 2011 Consumer Food and Product Insights Survey

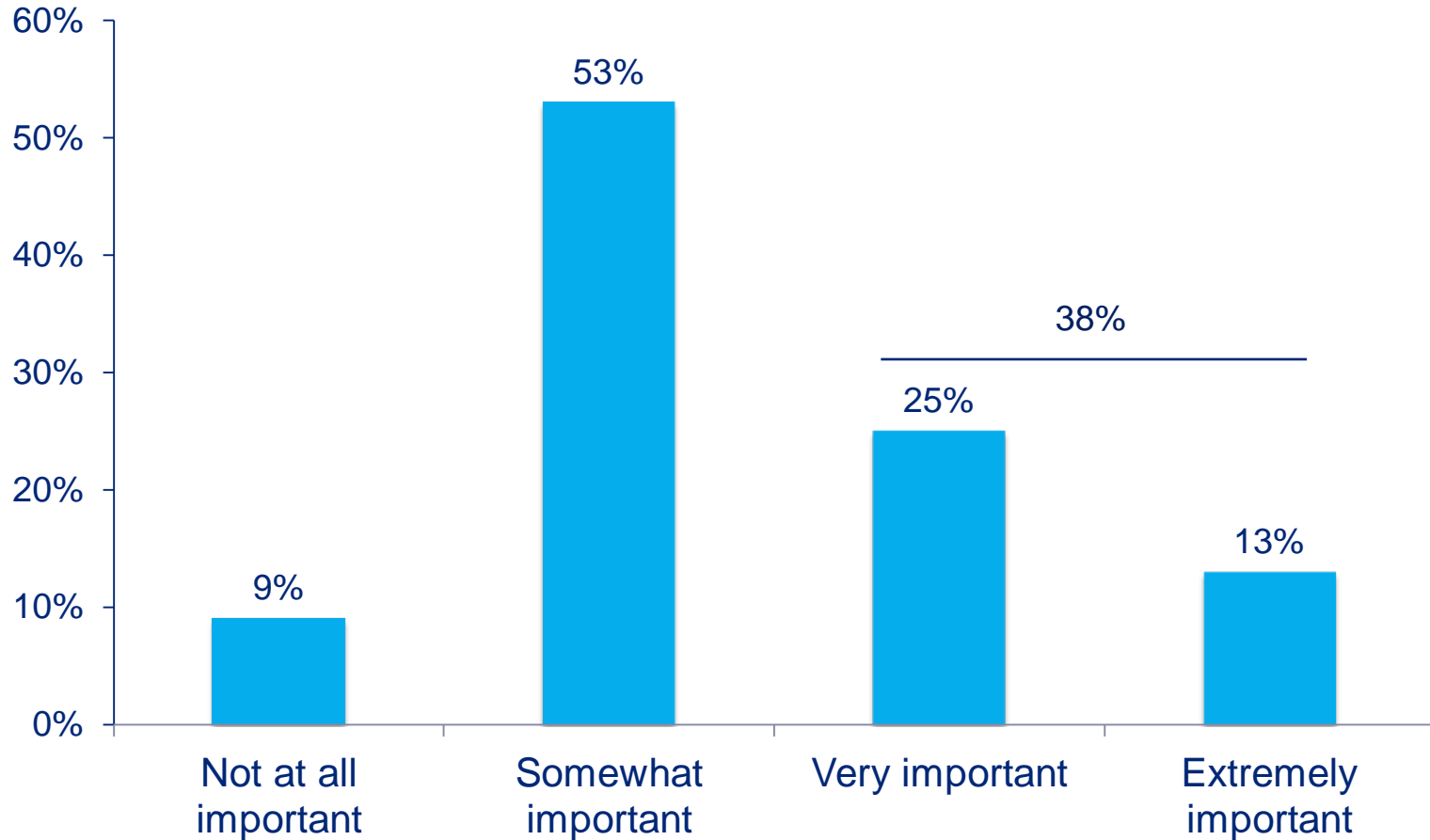
# Here in 2011, are you now purchasing fewer private label brands and returning to nationally branded products?



Source: Deloitte 2011 Consumer Food and Product Insights Survey

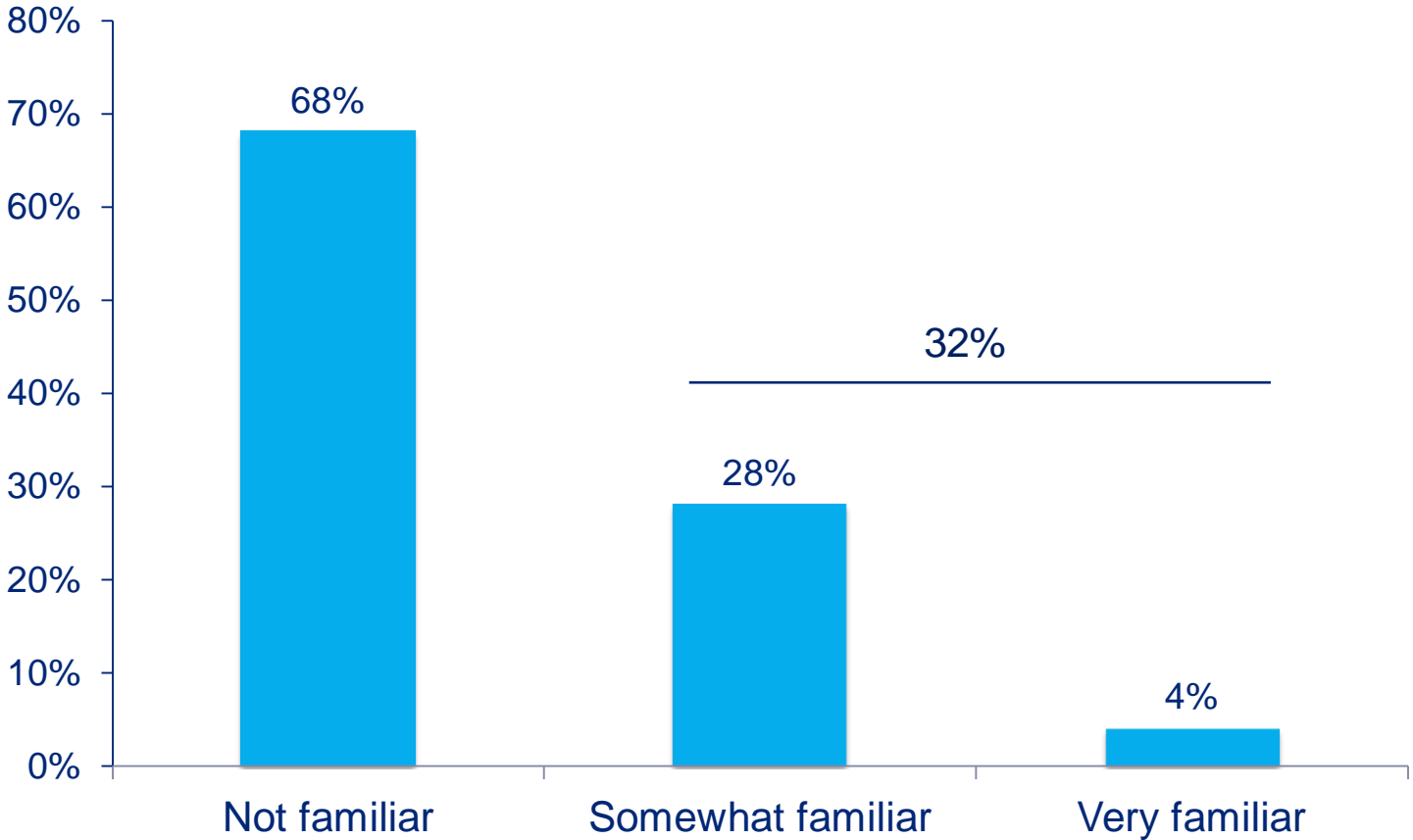
# How important do you think the CPSC's new online database of consumer complaints will be in helping you make purchase decisions?

(CPSC = Consumer Product Safety Commission)



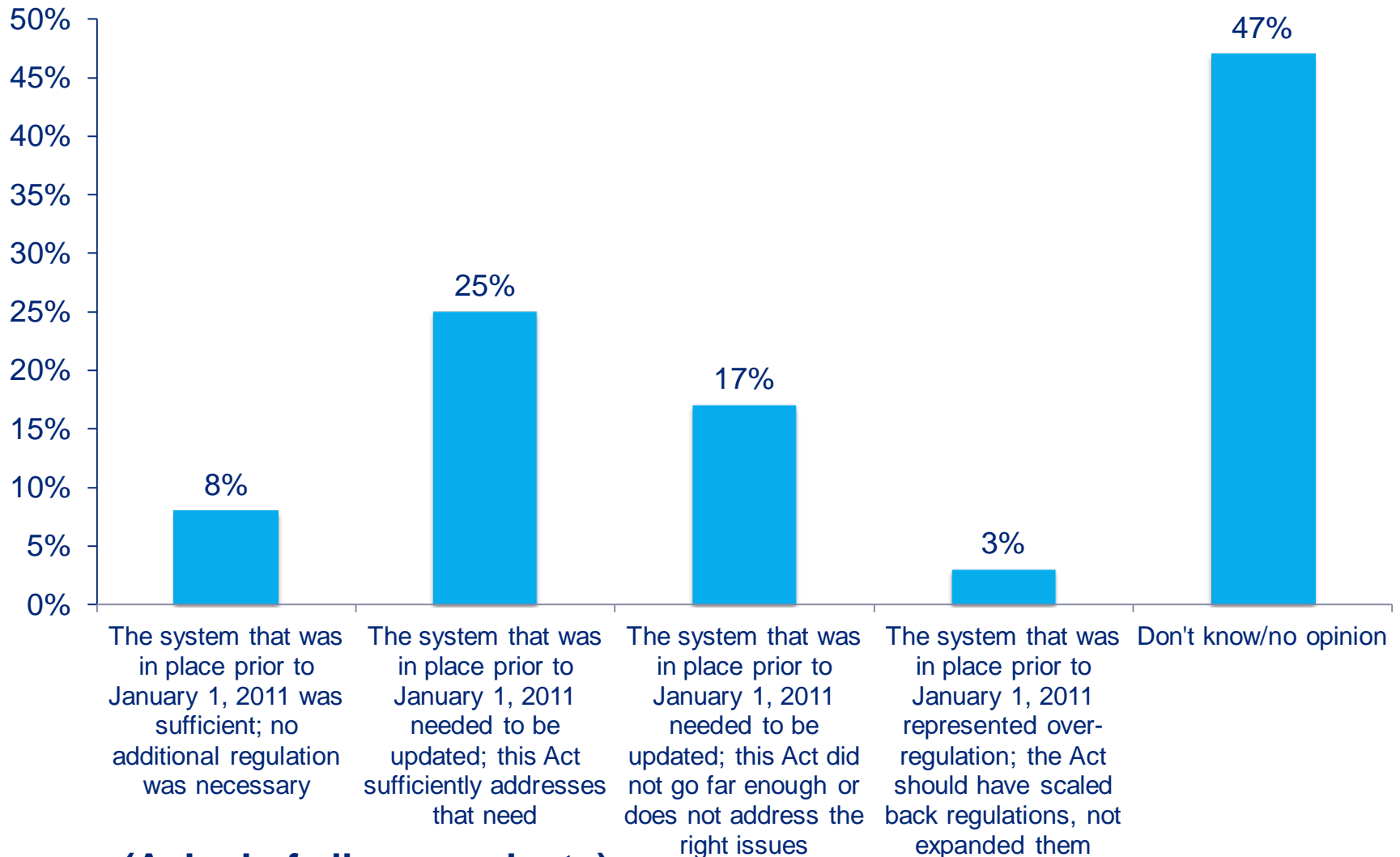
Source: Deloitte 2011 Consumer Food and Product Insights Survey

# How familiar are you with the new Food Safety Modernization Act



Source: Deloitte 2011 Consumer Food and Product Insights Survey

# What is your opinion of the Food Safety Modernization Act?



**(Asked of all respondents)**

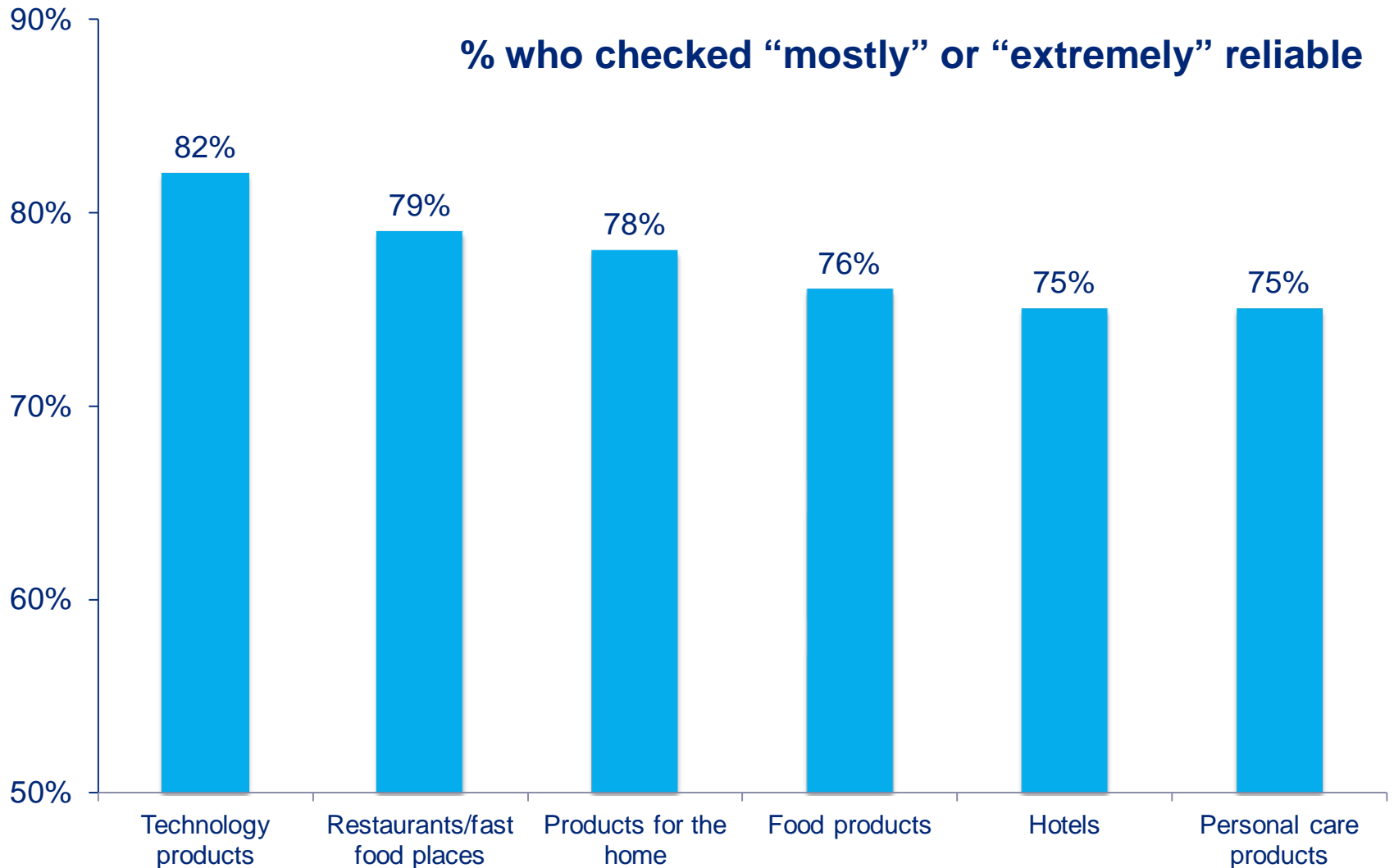
Source: Deloitte 2011 Consumer Food and Product Insights Survey

# Percent of respondents who agree with the following statements:



Source: Deloitte 2011 Consumer Food and Product Insights Survey

# How reliable do you think online consumer reviews/ recommendations are for:



Source: Deloitte 2011 Consumer Food and Product Insights Survey

# About the Deloitte survey

- The survey was commissioned by Deloitte and conducted online by an independent research company between March 1 - 3, 2011.
- The survey polled a nationally representative sample of 1,050 consumers.
- The survey has a margin of error of +/- three percentage points.

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