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Interviews: 501 likely voters
 Dates October 8-10, 2009

FINAL

Study #9663d
 Pew Food Safety North Carolina Survey
 October 2009

47 Male
 53 Female

Please note: all results are shown as percentages unless otherwise stated.

1a. Are you currently registered to vote at this address?

Yes, registered.....	100	CONTINUE
No, not registered	-	TERMINATE
Not sure	-	

1b. Are you registered to vote as a Democrat, a Republican, in some other party, or with no party affiliation?

Democrat	45
Republican.....	34
Other party.....	8
Unaffiliated.....	10
Not sure	3

1c. I know it is a long way off, but what are the chances that you will vote in next year's elections for U.S. Congress and other offices—are you certain to vote, will you probably vote, are the chances fifty-fifty, or do you think you will not vote?

Certain to vote.....	82	CONTINUE
Probably will vote	18	
Chances are 50-50	-	
Will not vote	-	TERMINATE
Not sure	-	

3. In the past year have you had a bout of food poisoning or gotten sick from eating what you believed to be contaminated food?

Yes, have had food poisoning/gotten sick from eating contaminated food.....	10
No, have not had food poisoning/gotten sick from eating contaminated food.....	90
Not sure.....	-

4. In the past year has anyone in your immediate family other than yourself had a bout of food poisoning or gotten sick from eating what you believed to be contaminated food?

Yes, family member has had food poisoning/gotten sick from eating contaminated food.....	12
No, family member has not had food poisoning/gotten sick from eating contaminated food	86
Not sure	2

5. When it comes to you and your family, how worried are you about food being contaminated with bacteria that makes it unsafe to eat—does it worry you a great deal, somewhat, not that much, or not at all?

Worries a great deal	20
Worries somewhat	33
Does not worry that much.....	32
Does not worry at all.....	14
Not sure	1

6a. Thinking specifically about the federal government, when it comes to ensuring that food produced in the United States is safe from contamination, do you think that the federal government is doing too much, doing the right amount, or doing too little?

Doing too much.....	3
Doing the right amount	42
Doing too little	43
Not sure	12

6b. And thinking again about the federal government, when it comes to ensuring that food produced in other countries is safe from contamination, do you think that the federal government is doing too much, doing the right amount, or doing too little?

Doing too much.....	1
Doing the right amount	24
Doing too little	62
Not sure	13

7. Do you think that the federal government should be responsible for ensuring that food is safe to eat, or is this something that the federal government should not have responsibility for?

Government should have responsibility	86
Government should not have responsibility	8
Not sure	6

I'd like to ask you some questions on the issue of food safety. When I talk about food safety I mean food that is safe to eat and free of any contamination by bacteria that make people sick.

8. Has what you have seen and heard in the news over the past year or so made you more confident or less confident in the safety of food that is sold here in the United States?

More confident.....	15
Less confident	51
Made no difference (VOL)	28
Not sure	6

9. Approximately how often do you feel that the Food and Drug Administration, or FDA, should conduct inspections of factories and other facilities that produce food in the United States?

Yearly, annually, once per year	11
Twice per year, every 6 months, biannually	13
Quarterly, ever 3 months/90 days, 4 times per month	15
Three times a year, every 4 months	2
Monthly, once per month, every 30 days	22
Every other week, every 2 weeks, twice per month	2
Weekly, once per week 4 times per month	5
Daily, once per day, every day	7
----- Non-specific responses (e.g., "as often as possible")	20
----- Don't know; no response	6

10. Congress is considering legislation to improve food safety in the United States. Let me read you some provisions that could be included in this legislation. Please tell me whether you strongly favor, somewhat favor, somewhat oppose, or strongly oppose each of these provisions.

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY STRONGLY FAVOR

	Favor		Oppose		Not Sure
	Strongly	Some-what	Some-what	Strongly	
Requiring that food companies test their products for contamination and that the companies report to the government test results that show possible harmful contamination	76	15	3	3	3
Requiring foreign countries that export food to the United States to certify that their food safety programs and standards are at least as good as those in the United States	76	13	2	4	5
Requiring tracing systems for food that enable the FDA to quickly trace food back to where it originally came, thereby allowing the government to respond rapidly to a food contamination incident.....	73	18	2	3	4
Giving the FDA the authority to issue mandatory food recalls and to detain and destroy food products that it has reason to believe are unsafe.....	72	18	3	3	4
Requiring the FDA to inspect food facilities that process high-risk foods at least once every six to twelve months	71	17	4	5	3
Requiring growers of fresh fruit and vegetables to meet standards for water quality, manure use, and worker sanitation	68	23	2	3	4
Giving government food inspectors broad access to food company records related to food safety	67	22	4	3	4
Giving the FDA the authority to impose fines against food companies that do not follow safety standards without having to go to court.....	59	23	6	7	5
Allowing states to set food safety standards that are more strict than those of the federal government.....	54	29	5	5	7
Requiring food companies to pay an annual fee of five hundred dollars per factory, warehouse, or other facility to help cover the cost of FDA food safety activity.....	37	28	11	12	12

11. Would you strongly support, somewhat support, somewhat oppose, or strongly oppose the federal government putting these food safety measures in place?

Support	
Strongly	64
Somewhat.....	25
Oppose	
Somewhat.....	4
Strongly	3
Not sure	4

12. If you knew that this new food safety legislation would increase the cost of many of the foods you buy by three percent, do you think it would be worth it or not worth it to have these new food safety measures?

Worth it	71
Not worth it	15
Depends (VOL).....	10
Not sure	4

13. I'm going to read you two statements, and I'd like you to tell me which comes closer to your point of view.

Statement A: These safety measures should be MANDATORY, because this will ensure that all food-related businesses are meeting the same safety standards.

Statement B: These safety measures should be VOLUNTARY, because food-related businesses already are required to follow many regulations, and it is in their best business interest to follow the safety standards.

Statement A /measures should be mandatory.....	72
Statement B /measures should be voluntary	24
Not sure	4

14. I'm going to read you two more statements about these food safety measures, please tell me which one you agree with more.

OPPONENTS of the proposal say this is a tax on the food industry and creates unnecessary government bureaucracy. Food companies already meet strict standards because it is in their best interests to produce safe food. Local food producers will struggle to afford these new requirements and many may be driven out of business. Meanwhile, this will drive up the cost of a basic necessity for consumers in the middle of the worst recession in decades.

SUPPORTERS of the proposal say Americans have the right to be confident that the food they eat is safe. A lot has changed in the last century but our laws have not kept up. The FDA inspects food processing facilities once every ten years on average, and does not have authority to issue mandatory recalls. Recent outbreaks like salmonella in peanut products show why this legislation is so badly needed. We can protect small farmers and help them stay in business while at the same time making our food safer.

Which statement do you agree with more?

Agree more with opponents.....	21
Agree more with supporters.....	64
Depends/some of both (VOL)	9
Not sure	6

15. Getting near the end of the survey, I'm going to read you several facts about the current food safety system in the United States. All these facts are TRUE. For each one, please tell me whether this makes you much more likely, somewhat more likely, or no more likely to support new federal food safety measures.

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY MUCH MORE LIKELY TO SUPPORT

	Likely To Support			Not Sure
	Much More	Some-what More	No More	
The FDA inspects less than one percent of shipments of food imports before they come into the United States from other countries	63	22	11	4
The FDA inspects food processing facilities on average only once every ten years	63	20	13	4
The FDA has no authority to mandate that food companies recall their products, even if it finds that food is contaminated with known toxins or disease-causing bacteria such as salmonella	60	23	12	5
Things have changed a lot in the last hundred years, but our food laws are still based on legislation that was passed in 1906, and have not been substantially updated in more than seventy years.....	58	26	13	3
The FDA has no mandatory rules setting safety standards for water quality or manure use that would keep contaminants out of fresh produce	56	23	15	6

FACTUALS: Now I am going to ask you a few questions for statistical purposes only.

F1a. Are you currently employed? (IF "CURRENTLY EMPLOYED," ASK:) What type of work do you do?

(IF "NOT CURRENTLY EMPLOYED," ASK:) Are you a student, a homemaker, retired, or unemployed and looking for work?

<u>Currently Employed</u>	
Professional/ manager	20
White-collar worker	17
Blue-collar worker	12
Farmer, rancher	1
<u>Not Currently Employed</u>	
Student.....	4
Homemaker	6
Retired	30
Unemployed, looking for work.....	8
Other	-
Not sure	2

F1b/c. Do you or does anyone in your household work in farming or in the agricultural industry? (IF "YES," ASK:) Is that you or someone else in your household? (IF "YES," ASK:) Is that you or someone else in your household?

Respondent works in farming/agriculture	3
Someone else in household works in farming/agriculture	4
Both work in farming/agriculture (VOL)	1
No, no one works in farming/agriculture	91
Not sure.....	1

F2. What is the last grade that you completed in school?

Grade school.....	1
Some high school.....	3
High school graduate	27
Some college, no degree	15
Vocational training/2-year college	10
4-year college/bachelor's degree	26
Some postgraduate work, no degree	2
2 or 3 years' postgraduate work/master's degree.....	10
Doctoral/law degree	3
Not sure/refused.....	3

F3. Thinking back on all the votes you have cast in the past several years in national and state elections, which one of the following statements best represents how you have voted in these elections?

I have voted for the Democrats a large majority of the time.....	30
I have voted for the Democrats a little more often than for the Republicans.....	9
I have split my votes pretty evenly between the Democrats and the Republicans...	19
I have voted for the Republicans a little more often than for the Democrats.....	11
I have voted for the Republicans a large majority of the time	23
Not sure	8

F4. Thinking about your general approach to issues, do you consider yourself to be liberal, moderate, or conservative?

Liberal.....	19
Moderate	36
Conservative.....	36
Not sure	9

F5. Would you describe the area in which you live as a city, a suburb of a city, a small town, or a rural area?

City	24
Suburb.....	20
Small town	24
Rural area.....	29
Not sure	3

F6. Are you the parent or guardian of any children under the age of eighteen?

Yes	32
No	66
Not sure	2

F7. In your household, do you do all, most, some, or very little of the food shopping?

All the food shopping	41
Most of the food shopping	21
Some of the food shopping.....	20
Very little of the food shopping	15
Not sure.....	3

F8. For statistical purposes only, would you please tell me which of the following best describes your total annual household income?

Less than \$20,000	11
\$20,000 to \$29,999	7
\$30,000 to \$39,999	10
\$40,000 to \$49,999	9
\$50,000 to \$74,999	17
\$75,000 to \$99,999	12
\$100,000 to \$199,999	10
\$200,000 or more	1
Not sure/refused	23

F9. For statistical purposes only and to ensure that we have a representative sample, would you please tell me how old you are? (IF "REFUSED," ASK:) Well, would you tell me which age group you belong to?

18-24	4
25-29	8
30-34	8
35-39	8
40-44	11
45-49	11
50-54	10
55-59	10
60-64	10
65-69	6
70-74	7
75 and over.....	7
Refused	-

F10. To ensure that we have a representative sample, would you please tell me whether you are from a Hispanic or Spanish-speaking background?

Yes, Hispanic.....	2
No, not Hispanic	98
Not sure/refused	-

F11. And again, for statistical purposes only, what is your race—white, black, Asian, or something else?

White	77
Black.....	19
Asian.....	-
Other.....	2
Hispanic (VOL)	1
Not sure/refused	1