



Attitudes On Food Safety In North Carolina

Findings from a statewide survey of 501 likely voters
October 8-10, 2009

for



THE
PEW
CHARITABLE TRUSTS

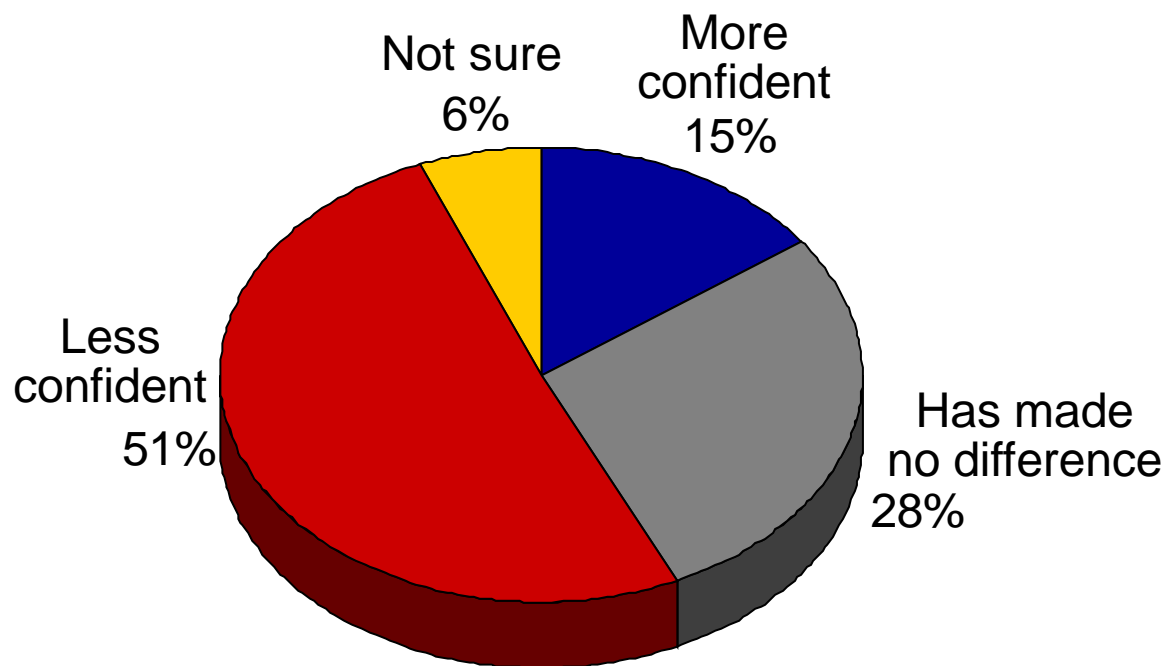
THE PEW CAMPAIGN FOR FOOD SAFETY
www.pewtrusts.org/foodsafety



Safe Food For a Healthy Life
An Initiative of The Pew Charitable Trusts at Georgetown University

Voters Have Lost Confidence In Safety Of Food

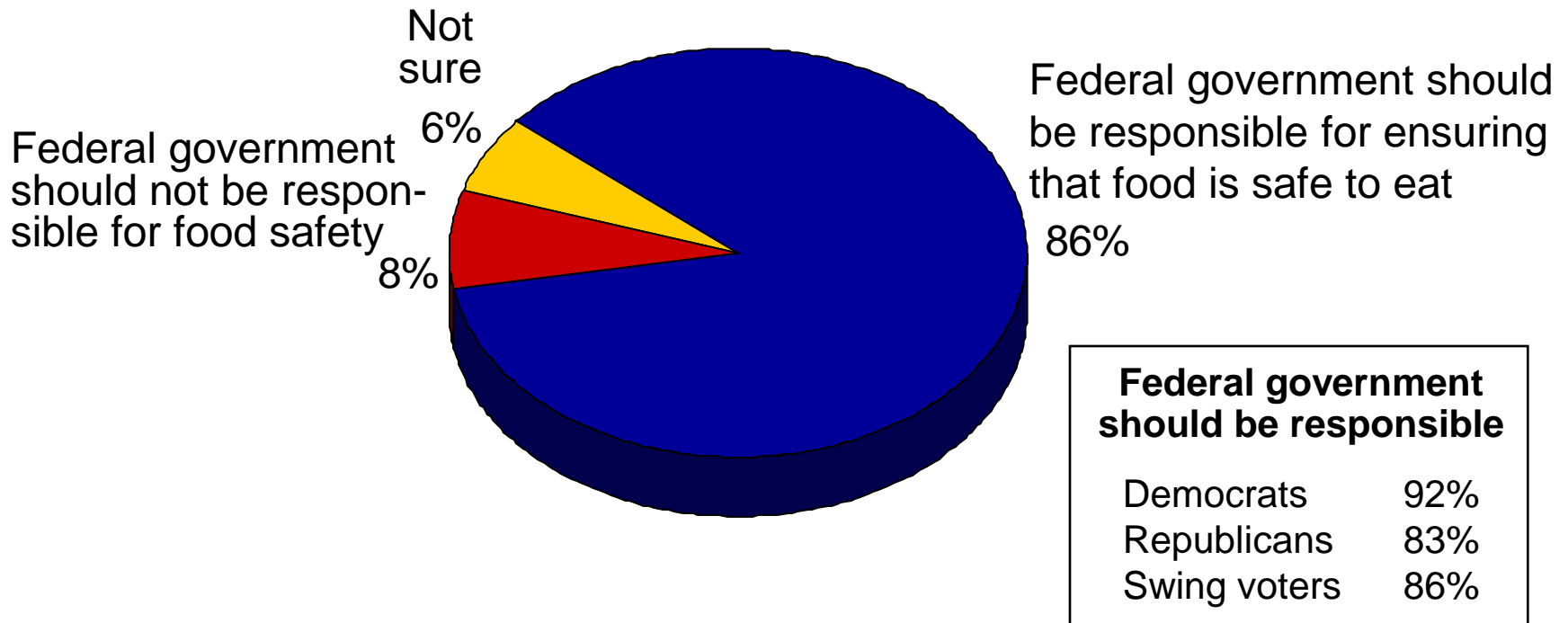
Has what you have seen and heard in the news over the past year or so made you more confident or less confident in the safety of food that is sold here in the United States?*



* Question intro: "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."

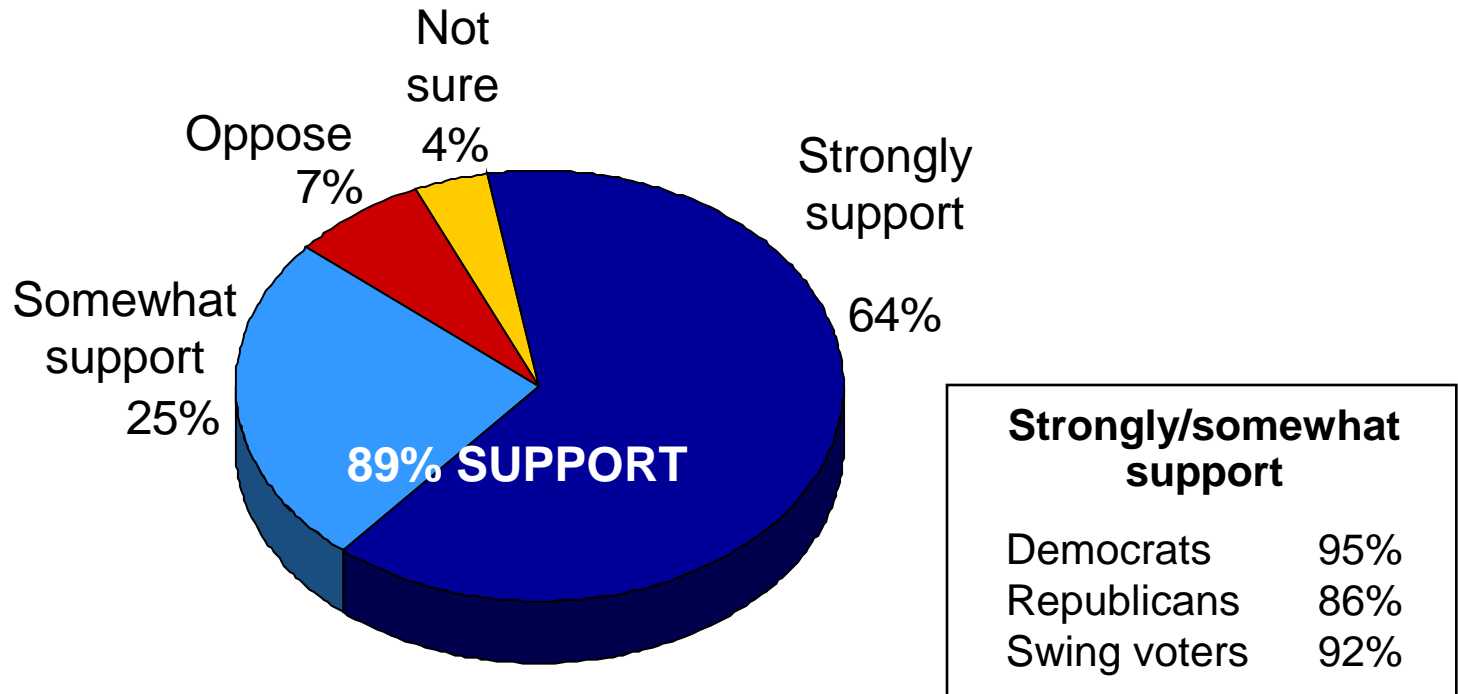
Most See Role For Federal Government

Preferred Federal Government Role in Food Safety

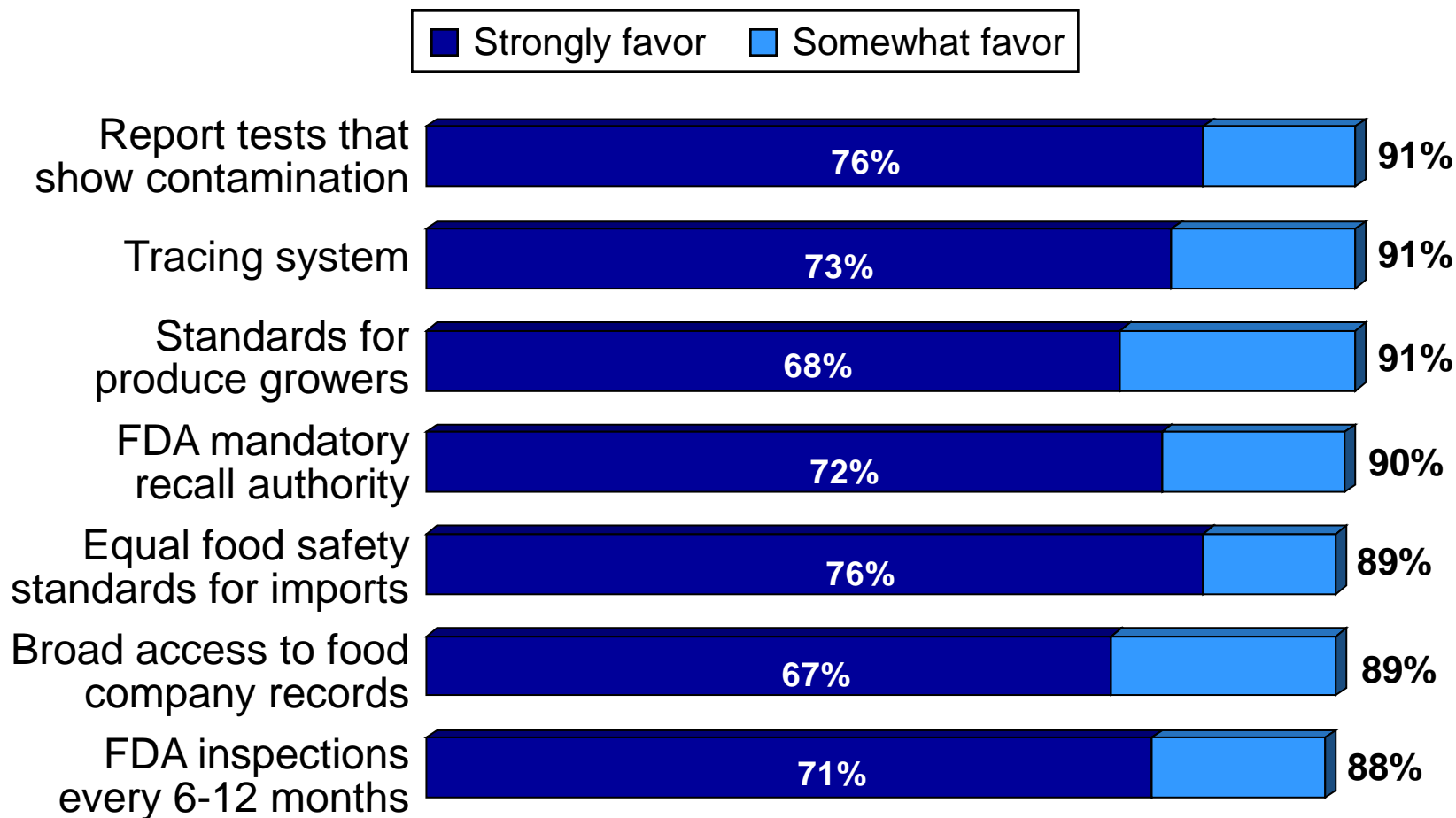


Wide Support For New Safety Measures

Support for Federal Government Enacting New Food Safety Measures



Strong Support For Specific Measures



Voters Say New Measures Should Be Mandatory

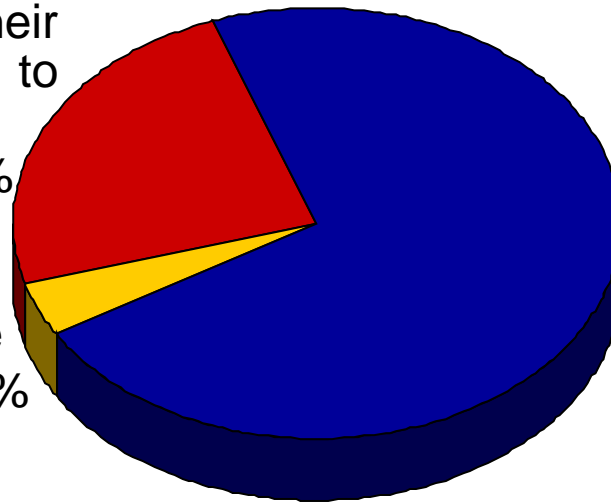
The new food safety measures should be:

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

24%

Not sure

4%



MANDATORY, because this will ensure that all food-related businesses are meeting the same safety standards

72%