



CBS NEWS POLL
For release: January 9, 2010
6:30 PM EST

WHERE AMERICA STANDS: FOOD SAFETY
December 17 - 22, 2009

Most Americans are at least somewhat confident that the food they buy to eat is safe, and while only one in four would give the country a grade of D or F on ensuring the safety of the food supply, few would give the country an A either. But how safe you feel about the food you buy may have something to do with what food you can afford: Americans who earn more are considerably more confident in the safety of the food they buy than are Americans with lower incomes.

Most Americans give the country a passing grade on ensuring the safety of the food supply in the U.S. Three in four give the country at least an average grade of C, while four in 10 give it at least a B - though just 7% would give the country an A. 18% give the country a grade of D and 6% give the country a grade of F.

GRADE ON ENSURING FOOD SAFETY

A:	7%
B:	33
C:	34
D:	18
F:	6

And most Americans are at least somewhat confident that the food they buy is safe to eat. 84% are somewhat confident, including 32% who are very confident. Just 16% say they are not too or not at all confident.

HOW CONFIDENT ARE YOU THAT THE FOOD YOU BUY IS SAFE?

Very confident	32%
Somewhat confident	52
Not too/at all confident	16

Some groups feel less confident about the safety of the food they eat than do others. Although there isn't much difference by age, men are more likely than women to feel very confident in the safety of the food they buy. Americans with higher incomes and

education levels - which often go hand in hand - are also more likely to feel confident in the safety of the food they buy than poorer and less educated Americans. Regionally, Americans who live in the Midwest are more likely to be very confident than Americans who live elsewhere.

HOW CONFIDENT ARE YOU THAT THE FOOD YOU BUY IS SAFE?

	Very Confident	Somewhat Confident	Not too/at all Confident
Total	32%	52	16
Men	40%	45	14
Women	24%	58	17
Age:			
18-29	36%	51	13
30-44	30%	56	14
45-64	30%	51	19
65+	33%	50	17
Income:			
Under \$30K	24%	57	20
\$30K-\$50K	27%	53	19
\$50K-\$75K	35%	48	17
\$75K-\$100K	39%	52	10
\$100K+	42%	49	9
Education:			
High school or less	26%	54	19
Some college	33%	52	15
College graduates	40%	49	12
Northeast	29%	57	13
Midwest	40%	48	12
South	29%	48	23
West	31%	56	13

This poll was conducted among a random sample of 1,048 adults nationwide, interviewed by telephone December 17-22, 2009. Phone numbers were dialed from random digit dial samples of both standard land-line and cell phones. The error due to sampling for results based on the entire sample could be plus or minus three percentage points. The error for subgroups is higher.

This poll release conforms to the Standards of Disclosure of the National Council on Public Polls.

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q13 (Using a grade of A, B, C, D and F, where A is excellent and F is very poor and using any of the grades in between,)

How would you grade the U.S. on ensuring the safety of the food supply in the U.S.?

** TOTAL RESPONDENTS **
 *** GENDER ***

	Total	Men	Women
	%	%	%
A	7	9	5
B	33	35	31
C	34	33	34
D	18	16	19
F	6	5	8
DK/NA	2	2	3

q87 Overall, how confident are you that the food you buy is safe to eat -- very confident, somewhat confident, not too confident, not at all confident?

Very confident	32	40	24
Somewhat confident	52	45	58
Not too confident	14	13	14
Not at all confident	2	1	3
Don't know	0	1	1

	<u>Unweighted</u>	<u>Weighted</u>	<u>Margin of error</u>
Total Respondents	1048		3 pts.
Total Men	442	493	5 pts.
Total Women	606	555	4 pts.