

500 CONSUMERS PARTICIPATED



OF ALL AGES,
BUT 50% WERE

50+



FOOD SAFETY

A NATIONAL SURVEY CONDUCTED BY CIO



77% SAY COOKING A MEAL AT HOME IS THE BEST WAY TO ENSURE IT IS SAFE TO EAT.



59% CONSIDER RESTAURANTS THE SECOND-BEST OPTION IN SAFE EATING.



29% ANSWERED THAT FOOD TRUCKS OR PUBLIC VENDORS ARE SAFE.



1/4 OF THE POPULATION IS UNSURE ABOUT THE SAFETY OF THEIR FOOD SUPPLY

35% SAY FOOD IS SAFER THAN 10 YEARS AGO, WHILE **32%** SAY FOOD IS **LESS SAFE**.



CONSUMERS 18-34 CHOOSE SOCIAL MEDIA AS THEIR PRIMARY SOURCE OF NEWS AT **42%**

CONSUMERS 35-44 RANK NEWS WEBSITES AS THEIR PRIMARY SOURCE OF NEWS AT **44%**



WHAT ARE THE SAFEST FOODS ACCORDING TO CONSUMERS?

49% SAY GRAINS, BEANS & PASTA

42% SAY FRUITS & VEGGIES

WHAT ABOUT THE RISKIEST FOOD?

55% SAY MEAT & POULTRY

45% SAY LEAFY GREENS

56%

SAY THAT OFFICIAL USDA & FDA RATINGS OR SAFETY CERTIFICATIONS FOR FARMERS/ MANUFACTURERS WOULD GIVE THEM GREATER CONFIDENCE IN OUR FOOD SUPPLY

