



# CFI

THE CENTER FOR FOOD INTEGRITY

## 2011 Early Adopter Web Research

Targeting Early Adopters to Build Consumer Trust

[www.foodintegrity.org](http://www.foodintegrity.org)  
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# Methodology and Sample Design

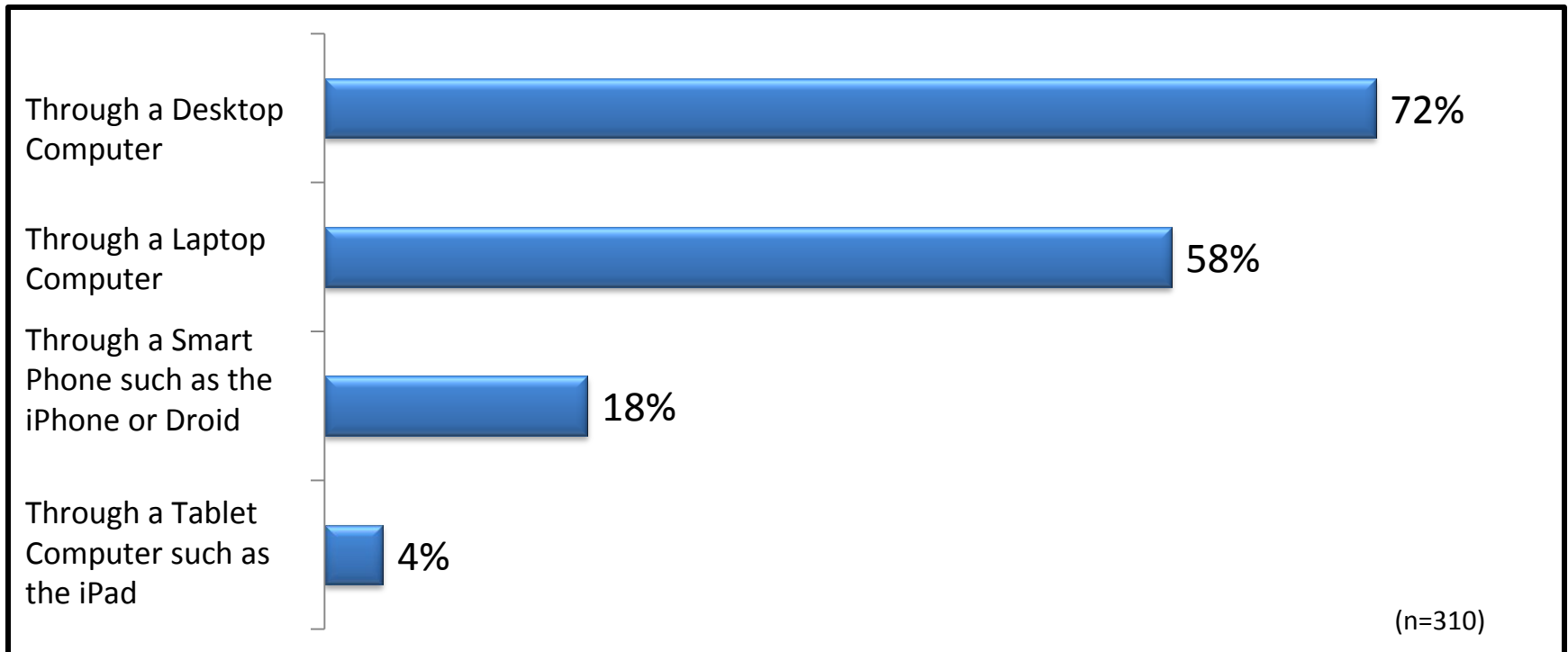
- Respondents were recruited to participate in the study through Survey Sampling International's consumer Web panel
- Total of 310 completed surveys (sampling error at 95% confidence level +/- 7.9%)
- Adopter classification was accomplished in this study by asking three questions: (1) new product trial habits, (2) information seeking on food safety issues and (3) information seeking on nutrition issues
  - Qualified for the study by choosing the category which represented Early Adopters in 2 out of 3 questions
- The Web surveys averaged 23 minutes and data collection took place in March 2011
- T-tests and z-tests used to determine significant differences.



# Respondent Profile

- 67% female and 34% male
- 50% married and 50% not married
- Broad distribution of age: 21-34=37.4% 35-54=29.4% 55-65=33.2%
- One-third (29%) were parents of children less than 18 years old
- Just under half (42%) completed an undergraduate college degree
- About two thirds (63.2%) reported total household income ranging between \$25,000 and \$99,000 for 2010
- One out of four believed they were strong consumer advocates, giving ratings of 8 to 10 on the 0 to 10 scale. A majority (67%) believed they were moderate consumer advocates (ratings of 4 to 7)

# Devices Used to Access the Internet



Q4b. Which of the following ways do you access the Internet?

# Frequency of Internet Activities (Past 60 Days)



- The largest percentage of Early Adopters **FREQUENTLY** did these activities on the Internet in the past 60 days:
  - Send emails (78%)
  - Use a search engine (75%)
  - Go online just for fun (62%)
  - Get weather information (56%)
  - Get national news updates (54%)
  - Get local news updates (52%)

Q5. How frequently have you done the following activities on the Internet in the past 60 days?

# Frequency of Use of Social Media Sites (Past 60 Days)



Social Media Sites	Never	Occasionally	Frequently
(n=310)			
Facebook	20.0%	31.3%	48.7%
YouTube	22.9	47.1	30.0
Twitter	64.8	24.8	10.3
MySpace	71.6	20.6	7.7
Bebo	91.9	5.2	2.9
Digg	89.7	7.4	2.9
LinkedIn	80.0	15.2	4.8
Flickr	80.0	17.7	2.3
Friendster	91.6	7.1	1.3
Other	92.9	2.9	4.2

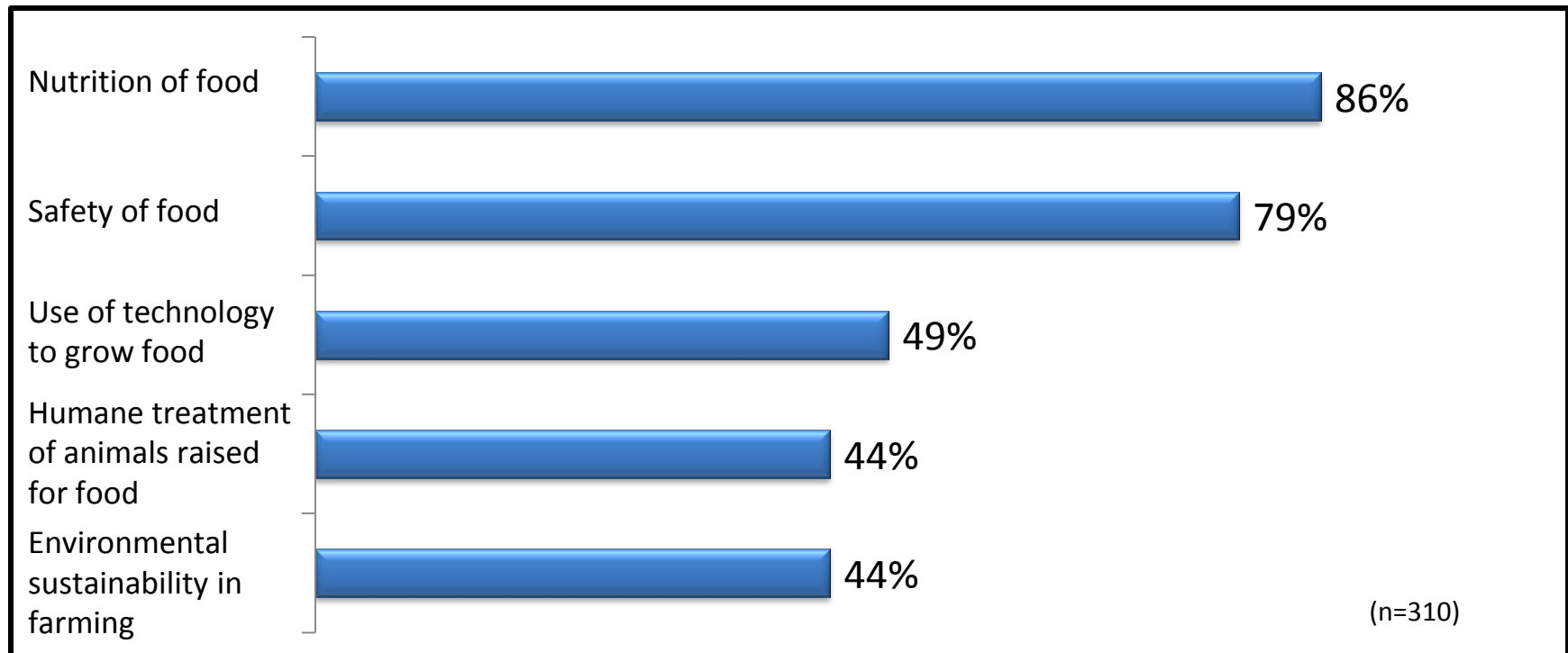
- The largest percentages of Early Adopters frequently used Facebook (49%) and YouTube (30%) during the past 60 days.

# Frequency of Use of Various Search Engines Used to Search for Information on Topics Related to Food (Past 60 Days)



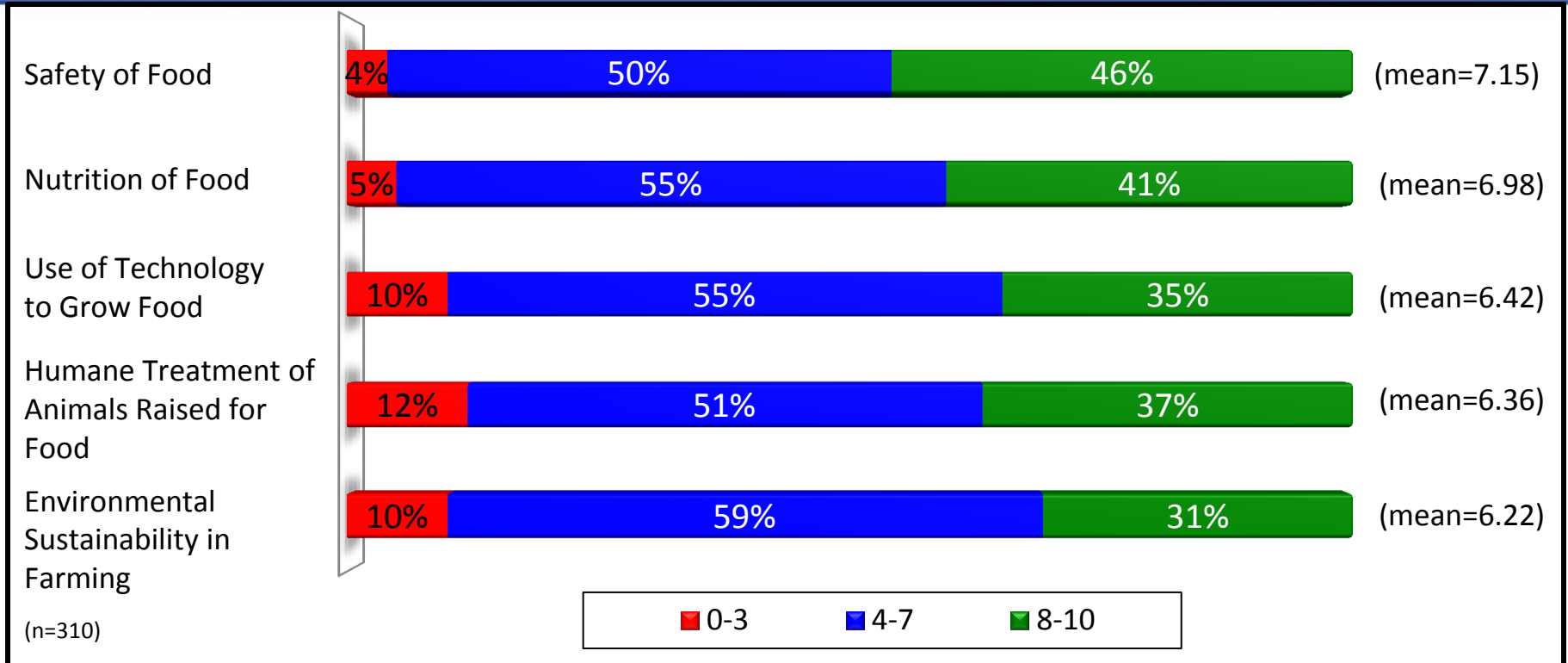
- The largest percentage of Early Adopters frequently used these search engines for information on topics related to food in the past 60 days:
  - Google (60%)
  - Internet Explorer (39%)
  - Yahoo (29%)
  - Firefox (Mozilla) (23%)

# Food Topics Searched Online in Past 6 Months



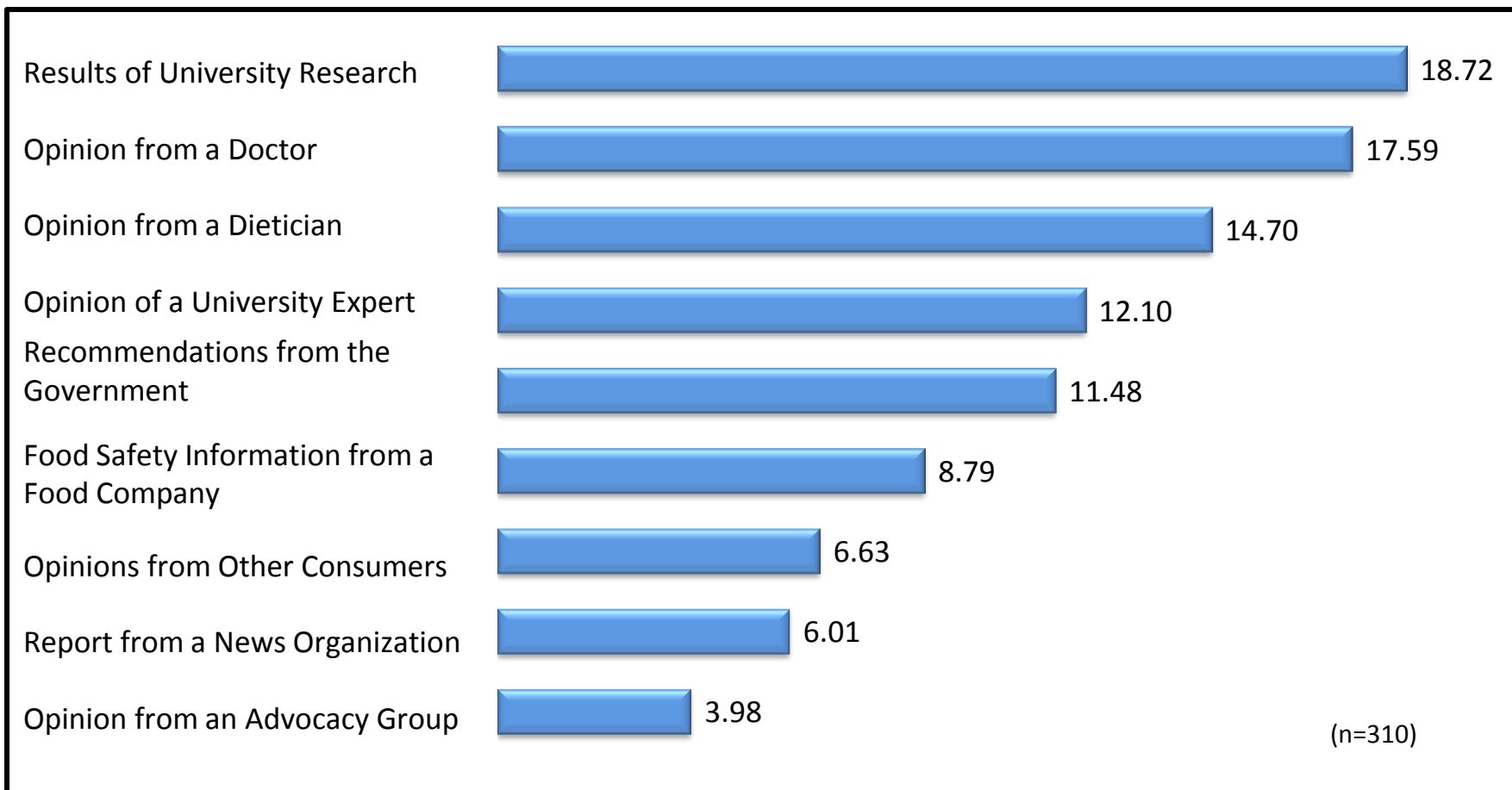
Q7a. For which of the following topics related to food have you ever searched for information online?

# Extent Information Found on Internet Shapes Opinions (0 to 10 Scale)



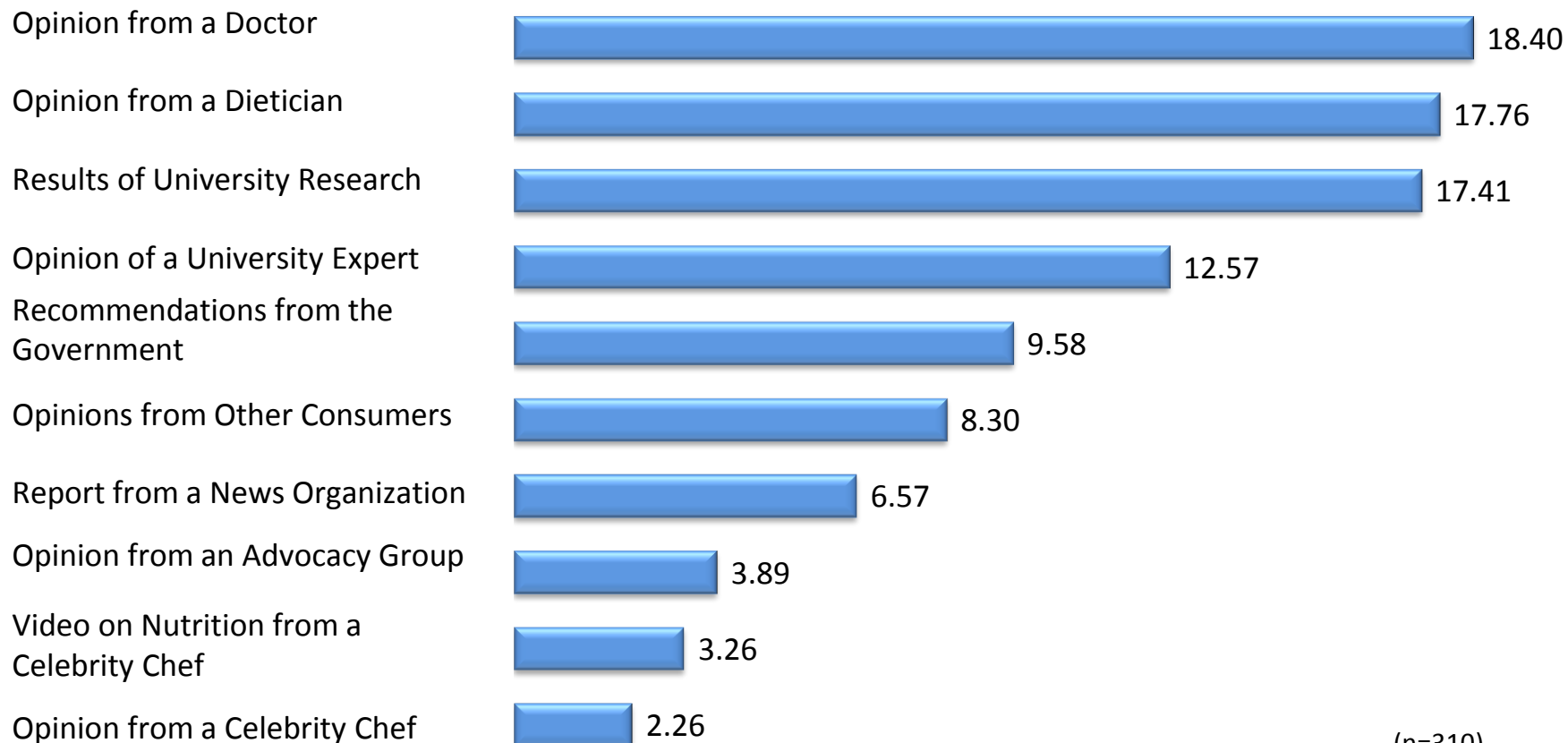
- Just under half (46%) believed that the information found on the Internet strongly helped to shape their opinions on the safety of food.
- Four out of 10 (41%) believed that information they found on the Internet strongly helped to shape their opinions about the nutrition of food.
- About one out of three (35%) believed this information strongly helped to shape their opinions about the humane treatment of animals raised for food and environmental sustainability in farming.

# Rank Order of Useful Types of Web Site Content for Food Safety Issues



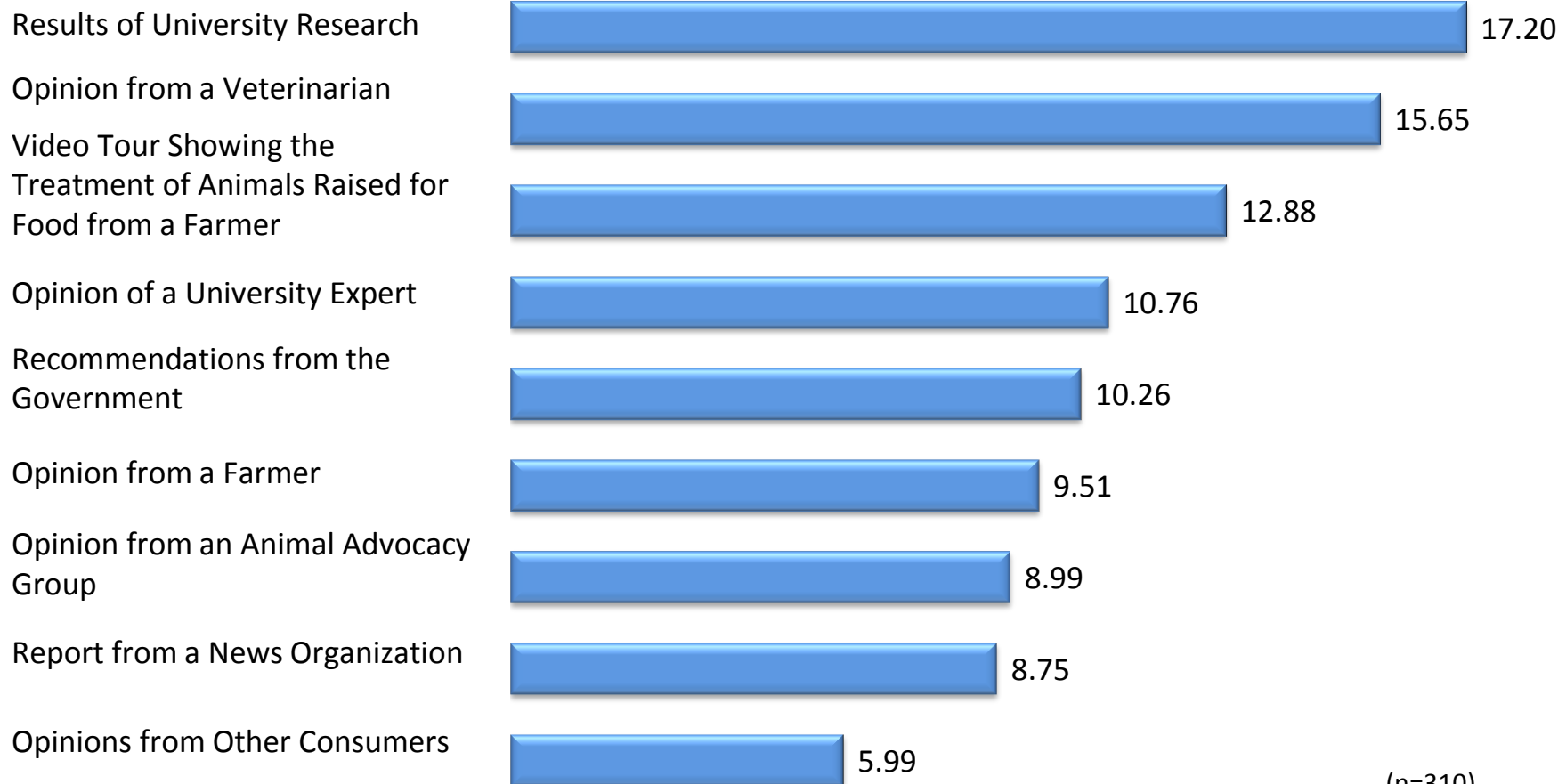
Q13b. Which of the following five types of information on FOOD SAFETY do you find most and least useful ON A WEB SITE?

# Rank Order of Useful Types of Web Site Content for Food Nutrition Information



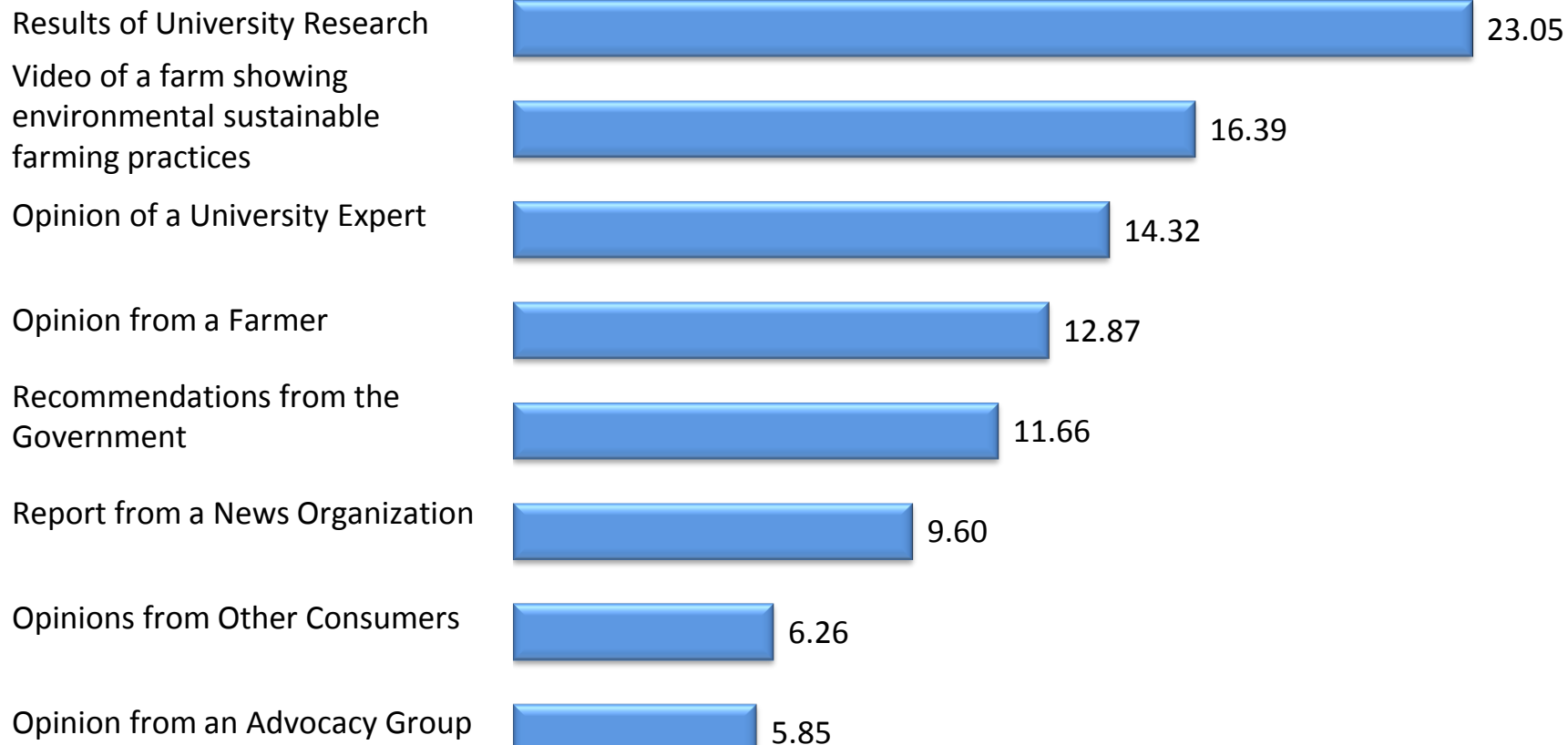
Q13a. Which of the following five types of information on FOOD NUTRITON do you find most and least useful ON A WEB SITE?

# Rank Order of Useful Types of Web Site Content for Humane Treatment of Animals Raised for Food



Q13c. Which of the following five types of information on HUMANE TREATMENT OF ANIMALS RAISED FOR FOOD do you find most and least useful ON A WEB SITE?

# Rank Order of Useful Types of Web Site Content for Environmental Sustainability in Farming



(n=310)

Q13d. Which of the following five types of information on ENVIRONMENTAL SUSTAINABILITY IN FARMING do you find most and least useful ON A WEB SITE?



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