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New Consumer Research: "*It's the economy, stupid*"

CFI study shows Americans most concerned about the economy and rising costs

KANSAS CITY, MO (Sept. 24, 2009) – Economic issues continue to top the list of consumer concerns according to the most recent consumer survey by the Center for Food Integrity (CFI). The U.S. economy, rising energy costs, rising cost of food, rising health care costs and personal financial situation rated the highest level of concern among 11 current issues. Concern over global warming received the lowest rating. (See poll results below)

"The top five issues each had a mean score above 8 on a 0 to 10 scale, which indicates a very high level of concern on a national survey," said Jan Wilson of Gestalt Research, which conducted the survey for CFI. More than 2,000 consumers responded to the national survey conducted in August and September.

Food safety was the highest rated non-economic issue for the second consecutive year, and again rated higher than consumer concern over military involvement in Iraq and Afghanistan.

"This is consistent with the results of our national focus group research in April," said Terry Fleck, CFI executive director. "Consumers told us their priorities are food that is safe, affordable and nutritious. The number and frequency of high profile food safety incidents over the past several years results in heightened consumer awareness."

Complete survey results will be released at the CFI 2009 Food System Summit, October 6-7 in Kansas City. The Summit is open to the public. Registration information is available at www.foodintegrity.org.

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Issue	Mean
The U.S. Economy	8.44
Rising Energy Costs	8.29
Rising Cost of Food	8.23
Rising Health Care Costs	8.21
Personal Financial Situation	8.04
Food Safety	7.67
U.S. military involvement in Iraq and Afghanistan	7.22
Access to accurate information to make healthy food choices	6.60
Humane treatment of farm animals	6.43
Obesity in America	6.37
Global warming	6.05

A total of 2018 consumer surveys (sampling error at 95% confidence level +/- 2.2%) were collected via a Web survey in August and September of 2009.

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The Center for Food Integrity is a not-for-profit corporation established to build consumer trust and confidence in the contemporary U.S. food system. Our members, who represent every segment of the food system, are committed to providing accurate information and addressing important issues among all food system stakeholders. The Center does not lobby or advocate for individual food companies or brands. For more information, visit www.foodintegrity.org.