

FSANS

FDA's Food Safety and Nutrition Survey 2019 Survey

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Executive Summary

The Food Safety and Nutrition Survey (FSANS) is FDA's premier, national probability consumer survey designed to assess consumers' awareness, knowledge, understanding, and self-reported behaviors relating to a variety of food safety and nutrition-related topics. The survey findings are intended to help FDA make better-informed regulatory, policy, education, and other risk-management decisions aimed at promoting and protecting public health.

FSANS uses an address-based sampling method and is "mail - push to web." A detailed description of this methodology can be found at the end of this report. The survey population is adults (18 years and older) in the 50 U.S. states and the District of Columbia. A total of 4,398 responses was collected during October and November of 2019. Previous FDA food safety and nutrition consumer surveys had been collected using telephone interviews.

This report presents key findings followed by the survey questions and responses. Frequencies were weighted to account for sampling design and non-response. Base weights were adjusted with data from the sample frame (Census region, single or multi-unit housing); the number of adults per household; and demographic controls from the latest release of the 5-year American Community Survey data (2014-2018 ACS data) for sex, age, race, Hispanic origin, education, Census region, and residence in a metropolitan area.

Key Findings

Food Safety

- **Consumers think people are more likely to get a foodborne illness from food prepared at a restaurant than food prepared at home** – Few respondents (15%) thought it was “very common” for people to get food poisoning because of the way food is prepared at home, compared to 29% who thought it was “very common” to get food poisoning because of the way food is prepared in restaurants.
- **Consumers are more concerned about raw chicken and raw beef than raw vegetables or fruit being contaminated** – More respondents thought that raw chicken (93%) and raw beef (66%) were “likely or highly likely” to have germs than raw vegetables (9%) or fruit (6%).
- **Consumer awareness of germs varies greatly depending on the type of germ** – Awareness is high for *Salmonella* (97%) and *E. coli* (88%) but comparatively low for *Campylobacter* (7%) and *Vibrio* (4%).
- **Hand washing practices vary depending on the occasion** – Consumers are more likely to wash hands with soap after touching raw meat (76%) than before preparing food (68%) or after cracking raw eggs (39%).

- **The majority of consumers own a food thermometer, but usage varies depending on what is being cooked** – Sixty-two (62%) of respondents reported owning a food thermometer. Usage among those who own food thermometers and cook the food ranges from 85% for whole chickens and 79% for beef, lamb or pork roasts, to 40% for chicken parts, 36% for burgers, 23% for egg dishes, and 20% for frozen meals.

Nutrition

- **Most consumers are familiar with the Nutrition Facts label** – 87% of respondents have looked at the NFL on food packages. The top four items that consumers look for on the label are Calories, Total Sugar, Sodium, and Serving Size. Consumers report using the label most frequently for seeing “how high or low the food is in things like calories, salt, vitamins, or fat,” “for getting a general idea of the nutritional content of the food,” and “to compare different food items with each other.”
- **Consumers are familiar with food package claims** – Over 80% of respondents have seen claims such as “No added sugar,” “Whole grain,” “Organic,” “Gluten-free,” “Low fat,” “No artificial ingredients,” “Low sugar,” and “No artificial colors.”
- **Most consumers have seen menu labeling at restaurants** – Most respondents (70%) reported that they have seen calorie information on menus and menu boards. Of those who have seen such information, 53% reported using the calorie information, and most often indicated using it to avoid ordering high-calorie menu items.

Food Safety

Food Safety Questions (Version 1, N=2227)

How common do you think it is for people in the United States to get food poisoning because of food being contaminated with bacteria?		
A4	Frequency	Weighted percent
Missing	14	1
1: Very common	569	28
2: Somewhat common	980	45
3: Not very common	664	27
Total	2227	100

How common do you think it is for people in the United States to get food poisoning because of the way food is prepared in their home?		
A1	Frequency	Weighted percent
Missing	20	1
1: Very common	293	15
2: Somewhat common	882	40
3: Not very common	1032	45
Total	2227	100

How common do you think it is for people in the United States to get food poisoning because of the way food is prepared at restaurants?		
A2	Frequency	Weighted percent
Missing	17	1
1: Very common	531	29
2: Somewhat common	1002	45
3: Not very common	677	25
Total	2227	100

Do you think certain types of people such as pregnant women, the elderly, or young children have a higher risk, lower risk, or the same risk of getting food poisoning as everyone else?		
N0	Frequency	Weighted percent
Missing	17	1
1: Higher risk	1168	55
2: Lower risk	11	0
3: Same risk as everyone else	876	37
8: Don't know	155	7
Total	2227	100

Below is a list of some ways that foods may be handled. How likely are you to get sick if you ate food that was handled in each of the following ways? [Answers on a 1 to 5 scale, where 1 is 'Not at all likely to get sick and 5 is 'very likely to get sick]

How likely are you to get sick, if you forget to wash your hands before you begin cooking?		
F10A	Frequency	Weighted percent
Missing	21	1
1: Not at all likely to get sick	140	7
2:02	418	18
3:03	689	29
4:04	483	20
5: Very likely to get sick	476	26
Total	2227	100

How likely are you to get sick if you ate food that was handled in each of the following ways? If you eat raw vegetables that touched raw chicken.		
F10B	Frequency	Weighted percent
Missing	17	0
1: Not at all likely to get sick	20	1
2:02	111	5
3:03	295	13
4:04	599	24
5: Very likely to get sick	1185	57
Total	2227	100

How likely are you to get sick if you ate food that was handled in each of the following ways? If you eat chicken that is not thoroughly cooked.		
F10C	Frequency	Weighted percent
Missing	17	1
1: Not at all likely to get sick	23	1
2:02	71	3
3:03	243	10
4:04	661	28
5: Very likely to get sick	1212	58
Total	2227	100

How likely are you to get sick if you ate food that was handled in each of the following ways? If you eat chicken that was left at room temperature for more than 2 hours after it was cooked.

F10D	Frequency	Weighted percent
Missing	20	1
1: Not at all likely to get sick	233	14
2:02	396	18
3:03	535	23
4:04	522	20
5: Very likely to get sick	521	24
Total	2227	100

Which of the following have you heard of as a problem in food? Salmonella

F1	Frequency	Weighted percent
0: Not checked	72	3
1: Checked, Salmonella	2155	97
Total	2227	100

Which of the following have you heard of as a problem in food? Listeria

F4	Frequency	Weighted percent
0: Not checked	1105	56
1: Checked, Listeria	1122	44
Total	2227	100

Which of the following have you heard of as a problem in food? Campylobacter

F5	Frequency	Weighted percent
0: Not checked	2056	93
1: Checked, Campylobacter	171	7
Total	2227	100

Which of the following have you heard of as a problem in food? Norovirus

F6	Frequency	Weighted percent
0: Not checked	1709	79
1: Checked, Norovirus	518	21
Total	2227	100

Which of the following have you heard of as a problem in food? E.coli

F7	Frequency	Weighted percent
0: Not checked	244	12
1: Checked, E.coli	1983	88
Total	2227	100

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Which of the following have you heard of as a problem in food? Vibrio		
F8	Frequency	Weighted percent
0: Not checked	2134	96
1: Checked, Vibrio	93	4
Total	2227	100

Which of the following have you heard of as a problem in food? None of the above		
F9	Frequency	Weighted percent
0: Not checked	2204	99
1: Checked, None of the above	23	1
Total	2227	100

How likely do you think it is that the following foods contain bacteria or other germs that could make people sick? Raw chicken		
A5a	Frequency	Weighted percent
Missing	10	0
1: Not at all likely	14	1
2:02	39	2
3:03	124	5
4:04	289	13
5: Very likely	1707	77
8: Don't know	44	2
Total	2227	100

How likely do you think it is that the following foods contain bacteria or other germs that could make people sick? Raw beef		
A5bV1	Frequency	Weighted percent
Missing	23	1
1: Not at all likely	51	3
2:02	252	12
3:03	453	18
4:04	498	21
5: Very likely	896	43
8: Don't know	54	2
Total	2227	100

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How likely do you think it is that the following foods contain bacteria or other germs that could make people sick? Raw shellfish		
A5Fv1	Frequency	Weighted percent
Missing	19	1
1: Not at all likely	51	3
2:02	180	8
3:03	331	13
4:04	409	18
5: Very likely	1112	51
8: Don't know	125	6
Total	2227	100

How likely do you think it is that the following foods contain bacteria or other germs that could make people sick? Raw fish		
A5Gv1	Frequency	Weighted percent
Missing	22	1
1: Not at all likely	95	5
2:02	298	13
3:03	422	19
4:04	444	19
5: Very likely	851	39
8: Don't know	95	5
Total	2227	100

How likely do you think it is that the following foods contain bacteria or other germs that could make people sick? Raw eggs		
A5Dv1	Frequency	Weighted percent
Missing	37	2
1: Not at all likely	129	7
2:02	348	16
3:03	484	20
4:04	455	19
5: Very likely	700	32
8: Don't know	74	4
Total	2227	100

How likely do you think it is that the following foods contain bacteria or other germs that could make people sick? Raw fruit		
A5Cv1	Frequency	Weighted percent
Missing	23	1
1: Not at all likely	1043	51
2:02	671	27
3:03	263	10
4:04	94	4
5: Very likely	92	4
8: Don't know	41	2
Total	2227	100

How likely do you think it is that the following foods contain bacteria or other germs that could make people sick? Raw vegetables		
A5Ev1	Frequency	Weighted percent
Missing	29	1
1: Not at all likely	931	46
2:02	714	29
3:03	293	12
4:04	119	5
5: Very likely	99	5
8: Don't know	42	3
Total	2227	100

How likely do you think it is that the following foods contain bacteria or other germs that could make people sick?		
Germ wholelettuce	Frequency	Weighted percent
Missing	18	1
1: Not at all likely	107	6
2:02	434	20
3:03	660	28
4:04	490	21
5: Very likely	470	23
8: Don't know	48	3
Total	2227	100

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How likely do you think it is that the following foods contain bacteria or other germs that could make people sick? Raw fruit that you buy in the store already cut and peeled, such as a bowl of cut up melon		
Germ cutfruit	Frequency	Weighted percent
Missing	16	1
1: Not at all likely	480	25
2:02	677	30
3:03	571	24
4:04	265	10
5: Very likely	160	8
8: Don't know	58	3
Total	2227	100

How likely do you think it is that the following foods contain bacteria or other germs that could make people sick? Bagged, pre-cut lettuce or packaged, pre-cut salads		
Germ salad	Frequency	Weighted percent
Missing	18	1
1: Not at all likely	425	22
2:02	739	33
3:03	562	24
4:04	271	9
5: Very likely	160	8
8: Don't know	52	3
Total	2227	100

How likely do you think it is that the following foods contain bacteria or other germs that could make people sick? Uncooked frozen packaged vegetables, such as packaged frozen spinach or peas.		
Germ_froveg	Frequency	Weighted percent
Missing	33	1
1: Not at all likely	886	40
2:02	713	31
3:03	321	14
4:04	119	5
5: Very likely	83	4
8: Don't know	72	4
Total	2227	100

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How likely do you think it is that the following foods contain bacteria or other germs that could make people sick? Frozen packaged fruit		
Germ_frozenfruit	Frequency	Weighted percent
Missing	21	1
1: Not at all likely	1060	49
2:02	703	29
3:03	242	11
4:04	85	4
5: Very likely	41	2
8: Don't know	75	4
Total	2227	100

How likely do you think it is that the following foods contain bacteria or other germs that could make people sick? Uncooked flour		
Germ_flour	Frequency	Weighted percent
Missing	23	1
1: Not at all likely	873	39
2:02	547	24
3:03	260	12
4:04	117	6
5: Very likely	106	6
8: Don't know	301	13
Total	2227	100

How likely do you think it is that the following foods contain bacteria or other germs that could make people sick? Raw homemade cookie dough		
Germ_cookie	Frequency	Weighted percent
Missing	24	1
1: Not at all likely	252	12
2:02	591	27
3:03	553	25
4:04	379	16
5: Very likely	317	15
8: Don't know	111	5
Total	2227	100

In the past 12 months which of the following raw or uncooked foods did you eat? Raw clams		
J1A	Frequency	Weighted percent
Missing	24	1
1: Yes	113	5
2: No	2090	94
Total	2227	100

In the past 12 months which of the following raw or uncooked foods did you eat? Raw oysters		
J1B	Frequency	Weighted percent
Missing	21	1
1: Yes	333	14
2: No	1873	85
Total	2227	100

In the past 12 months which of the following raw or uncooked foods did you eat? Steak tartare or raw ground beef such as raw kibbeh or tiger meat		
J1C	Frequency	Weighted percent
Missing	21	1
1: Yes	171	8
2: No	2035	91
Total	2227	100

In the past 12 months which of the following raw or uncooked foods did you eat? Sushi with raw fish, ceviche, or other raw fish		
J1D	Frequency	Weighted percent
Missing	19	1
1: Yes	701	34
2: No	1507	66
Total	2227	100

In the past 12 months which of the following raw or uncooked foods did you eat? Raw alfalfa sprouts, bean sprouts, or other raw sprouts		
J1E	Frequency	Weighted percent
Missing	16	1
1: Yes	528	22
2: No	1683	78
Total	2227	100

In the past 12 months which of the following raw or uncooked foods did you eat? Raw chicken or other raw poultry		
J1Rec3	Frequency	Weighted percent
Missing	19	1
1: Yes	21	1
2: No	2187	97
Total	2227	100

In the past 12 months which of the following raw or uncooked foods did you eat? Raw pork		
J1pork	Frequency	Weighted percent
Missing	26	1
1: Yes	19	1
2: No	2182	98
Total	2227	100

In the past 12 months, have you eaten eggs with runny yolks, soft scrambled eggs, or soft meringue?		
J3	Frequency	Weighted percent
Missing	14	1
1: Yes	1296	57
2: No	917	42
Total	2227	100

In the past 12 months, did you eat any foods that contain raw egg? Please include anything like raw homemade cookie dough or raw homemade frosting that has raw egg in it when you eat it?		
J4x	Frequency	Weighted percent
Missing	14	1
1: Yes	669	33
2: No	1544	66
Total	2227	100

In the past 12 months have you ever tasted or eaten something with uncooked flour in it, such as raw cake batter or raw, homemade cookie dough?		
Tasterawflour	Frequency	Weighted percent
Missing	9	1
1: Yes	730	34
2: No	1488	65
Total	2227	100

Have you heard or read about any possible health problems related to eating raw sprouts, such as alfalfa or bean sprouts?		
K19V1	Frequency	Weighted percent
Missing	15	1
1: Yes	612	20
2: No	1600	79
Total	2227	100

Have you heard or read about any possible health benefits related to eating raw sprouts, such as alfalfa or bean sprouts?		
Sproutbenefits	Frequency	Weighted percent
Missing	15	1
1: Yes	742	27
2: No	1470	72
Total	2227	100

In the past 12 months, did you drink any raw milk or milk that was not pasteurized? This type of milk is often sold off-the-farm or door-to-door.		
J2C	Frequency	Weighted percent
Missing	14	1
1: Yes	60	4
2: No	2113	92
8: Don't know	40	3
Total	2227	100

How often do you drink raw milk?		
J2D	Frequency	Weighted percent
Missing	14	1
-1: Legitimate skip	2153	95
1: Less than once a year	14	1
2: A few times a year	25	1
3: Once a month	2	0
4: A few times a month	6	1
5: Once a week	3	0
6: Two to three times per week	3	0
7: Daily	7	0
Total	2227	100

Some cheese is made from milk that is not pasteurized. It is sometimes called "raw milk cheese" or "unpasteurized cheese." In the past 12 months have you eaten any raw milk cheese?		
J2	Frequency	Weighted percent
Missing	15	1
1: Yes	180	9
2: No	1730	76
8: Don't know	302	14
Total	2227	100

Have you heard or read about any possible health problems related to eating 'raw milk' cheese?		
problems_rawcheese	Frequency	Weighted percent
Missing	16	1
1: Yes	442	20
2: No	1563	71
8: Don't know	206	9
Total	2227	100

How much of your household's food shopping do you do?		
shoppingfreq	Frequency	Weighted percent
Missing	9	1
1: All of the food shopping	1131	42
2: Most of it	543	24
3: About half of it	289	16
4: Only a little of it	198	13
5: None of it	55	4
8: Don't know	2	0
Total	2227	100

How concerned are you about each of the following? Artificial colors in food		
concerncolors	Frequency	Weighted percent
Missing	20	1
1: Not at all concerned	382	19
2: Slightly concerned	544	24
3: Somewhat concerned	625	28
4: Very concerned	317	13
5: Extremely concerned	300	13
8: Don't know	39	2
Total	2227	100

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How concerned are you about each of the following? Artificial ingredients in food		
concernarting	Frequency	Weighted percent
Missing	30	1
1: Not at all concerned	180	9
2: Slightly concerned	362	16
3: Somewhat concerned	567	26
4: Very concerned	553	24
5: Extremely concerned	502	22
8: Don't know	33	1
Total	2227	100

How concerned are you about each of the following? Preservatives in food		
concernpreserve	Frequency	Weighted percent
Missing	30	1
1: Not at all concerned	245	11
2: Slightly concerned	390	18
3: Somewhat concerned	679	30
4: Very concerned	467	20
5: Extremely concerned	384	17
8: Don't know	32	2
Total	2227	100

How concerned are you about each of the following? Bacteria in food		
concernbacteria	Frequency	Weighted percent
Missing	20	1
1: Not at all concerned	43	2
2: Slightly concerned	124	6
3: Somewhat concerned	207	8
4: Very concerned	428	19
5: Extremely concerned	1364	61
8: Don't know	41	2
Total	2227	100

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How concerned are you about each of the following? Antibiotics in food		
concernantibiotic	Frequency	Weighted percent
Missing	27	1
1: Not at all concerned	98	5
2: Slightly concerned	163	8
3: Somewhat concerned	440	20
4: Very concerned	555	25
5: Extremely concerned	872	37
8: Don't know	72	4
Total	2227	100

How concerned are you about each of the following? Pesticides in food		
concernpesticide	Frequency	Weighted percent
Missing	13	0
1: Not at all concerned	40	2
2: Slightly concerned	78	4
3: Somewhat concerned	214	10
4: Very concerned	359	17
5: Extremely concerned	1475	64
8: Don't know	48	2
Total	2227	100

How often do you look at the cooking instructions for packaged frozen vegetables such as frozen spinach, peas, and corn?		
Instruction_frozen	Frequency	Weighted percent
Missing	24	1
1: Every time I make them	1000	41
2: Sometimes	394	19
3: Just the first time I make a new product	375	17
4: Never	208	11
5: I never prepare packaged frozen vegetables	202	10
8: Don't know	24	2
Total	2227	100

Do you ever make dishes using any of the following packaged frozen vegetables without first cooking or heating them? For example, do you ever add them cold or at room temperature to a salad, dip, or smoothie to be eaten raw without first cooking or heating them? Frozen spinach		
frozenspin	Frequency	Weighted percent
Missing	41	2
-1: Legitimate skip	202	10
1: Yes - used without cooking or heating	276	12
2: No - never used without cooking or heating	1149	50
3: No - I don't prepare this food	559	27
Total	2227	100

Do you ever make dishes using any of the following packaged frozen vegetables without first cooking or heating them? Frozen corn		
frorencorn	Frequency	Weighted percent
Missing	39	2
-1: Legitimate skip	202	10
1: Yes - used without cooking or heating	231	10
2: No - never used without cooking or heating	1504	66
3: No - I don't prepare this food	251	13
Total	2227	100

Do you ever make dishes using any of the following packaged frozen vegetables without first cooking or heating them? Frozen peas		
frozenpeas	Frequency	Weighted percent
Missing	34	2
-1: Legitimate skip	202	10
1: Yes - used without cooking or heating	320	12
2: No - never used without cooking or heating	1384	62
3: No - I don't prepare this food	287	15
Total	2227	100

Do you ever make dishes using any of the following packaged frozen vegetables without first cooking or heating them? Frozen carrots		
frorencarrots	Frequency	Weighted percent
Missing	52	2
-1: Legitimate skip	202	10
1: Yes - used without cooking or heating	144	8
2: No - never used without cooking or heating	1438	64
3: No - I don't prepare this food	391	16
Total	2227	100

Do you ever make dishes using any of the following packaged frozen vegetables without first cooking or heating them? Frozen broccoli		
frozenbroccoli	Frequency	Weighted percent
Missing	49	2
-1: Legitimate skip	202	10
1: Yes - used without cooking or heating	151	8
2: No - never used without cooking or heating	1546	68
3: No - I don't prepare this food	279	13
Total	2227	100

Do you ever make dishes using any of the following packaged frozen vegetables without first cooking or heating them? Frozen kale		
frozenkale	Frequency	Weighted percent
Missing	61	3
-1: Legitimate skip	202	10
1: Yes - used without cooking or heating	93	5
2: No - never used without cooking or heating	892	40
3: No - I don't prepare this food	979	42
Total	2227	100

Do you ever make dishes using any of the following packaged frozen vegetables without first cooking or heating them? Frozen asparagus		
frozenasp	Frequency	Weighted percent
Missing	54	3
-1: Legitimate skip	202	10
1: Yes - used without cooking or heating	47	2
2: No - never used without cooking or heating	1085	49
3: No - I don't prepare this food	839	36
Total	2227	100

Do you ever make dishes using any of the following packaged frozen vegetables without first cooking or heating them? Frozen cauliflower		
frozencauli	Frequency	Weighted percent
Missing	53	2
-1: Legitimate skip	202	10
1: Yes - used without cooking or heating	91	5
2: No - never used without cooking or heating	1345	58
3: No - I don't prepare this food	536	25
Total	2227	100

Do you ever make dishes using any of the following packaged frozen vegetables without first cooking or heating them? Frozen mixed vegetables		
frozenmixed	Frequency	Weighted percent
Missing	51	2
-1: Legitimate skip	202	10
1: Yes - used without cooking or heating	128	7
2: No - never used without cooking or heating	1565	69
3: No - I don't prepare this food	281	12
Total	2227	100

Have you ever eaten packaged frozen waffles or pancakes without first heating them?		
frozenpancake	Frequency	Weighted percent
Missing	13	0
1: Yes	114	7
2: No	1724	79
3: I never eat packaged frozen waffles or pancakes	376	14
Total	2227	100

How often do you prepare the main meal in your household?		
D2V1	Frequency	Weighted percent
Missing	7	0
1: All or nearly all of the time	1554	61
2: Only some of the time	594	34
3: Never	72	5
Total	2227	100

How often do you use the following methods to thaw frozen raw meat or chicken? Put in the refrigerator to thaw.		
thaw_refrigerator	Frequency	Weighted percent
Missing	82	4
1: Always	470	20
2: Often	779	34
3: Sometimes	711	32
4: Never	103	7
5: Don't thaw raw meat or chicken	82	4
Total	2227	100

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How often do you use the following methods to thaw frozen raw meat or chicken? Thaw on the counter or table.		
thaw_counter	Frequency	Weighted percent
Missing	193	6
1: Always	87	5
2: Often	404	20
3: Sometimes	844	37
4: Never	611	27
5: Don't thaw raw meat or chicken	88	5
Total	2227	100

How often do you use the following methods to thaw frozen raw meat or chicken? Thaw in microwave.		
thaw_microwave	Frequency	Weighted percent
Missing	218	8
1: Always	23	1
2: Often	199	8
3: Sometimes	802	34
4: Never	895	45
5: Don't thaw raw meat or chicken	90	5
Total	2227	100

How often do you use the following methods to thaw frozen raw meat or chicken? Thaw in a container of water.		
thaw_water	Frequency	Weighted percent
Missing	191	6
1: Always	59	4
2: Often	264	15
3: Sometimes	900	42
4: Never	722	28
5: Don't thaw raw meat or chicken	91	4
Total	2227	100

How often do you use the following methods to thaw frozen raw meat or chicken? Cook from frozen without thawing.		
thaw_cookfrozen	Frequency	Weighted percent
Missing	216	8
1: Always	17	1
2: Often	127	5
3: Sometimes	674	30
4: Never	1102	51
5: Don't thaw raw meat or chicken	91	5
Total	2227	100

How often do you wash or rinse raw chicken pieces before cooking them?		
D17	Frequency	Weighted percent
Missing	64	3
1: Always	978	45
2: Often	265	11
3: Sometimes	368	16
4: Never	476	21
5: Don't cook raw chicken pieces	76	4
Total	2227	100

How often do you wash raw whole chickens or turkeys before cooking them?		
D18	Frequency	Weighted percent
Missing	69	3
1: Always	1100	49
2: Often	198	9
3: Sometimes	216	9
4: Never	319	16
5: Don't cook whole chicken or turkeys	325	14
Total	2227	100

In your home, how are beef hamburgers usually served?		
D9	Frequency	Weighted percent
Missing	40	1
1: Rare	17	1
2: Medium-rare	210	9
3: Medium	453	18
4: Medium-well	599	24
5: Well-done	709	38
6: Hamburgers are never served	185	7
8: Don't know	14	1
Total	2227	100

When you say beef hamburgers are usually served 'medium,' how would you describe the color?		
D10	Frequency	Weighted percent
Missing	36	1
-1: Legitimate skip	925	48
1: Brown all the way through	418	16
2: Still have pink in the middle	841	35
8: Don't know	7	0
Total	2227	100

Have you grilled meat, chicken, or fish outside in the past year?		
E6	Frequency	Weighted percent
Missing	21	1
1: Yes	1485	71
2: No	721	28
Total	2227	100

After the food is cooked, what do you usually use to carry it from the grill to the place where it will be eaten? Do you use...		
E7	Frequency	Weighted percent
Missing	32	1
-1: Legitimate skip	721	28
1: The same plate or pan	83	4
2: A different plate or pan	1320	63
3: Serve directly from grill	71	4
Total	2227	100

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Do you use the plate or pan as it is, or do you first wipe it, or rinse it, or wash it with soap?		
E8	Frequency	Weighted percent
Missing	26	1
-1: Legitimate skip	2112	95
1: Use it as is	26	1
2: Rinse or wipe it	35	1
3: Wash it with soap	28	1
Total	2227	100

Have you ever seen a recipe that called for the use of a food thermometer to determine when the food was done?		
thermomrecip	Frequency	Weighted percent
Missing	14	1
1: Yes	1668	71
2: No	427	22
8: Don't know	118	6
Total	2227	100

Did seeing the food thermometer information encourage you to use a food thermometer when preparing that recipe?		
thermomrecipfollow	Frequency	Weighted percent
Missing	26	1
-1: Legitimate skip	545	29
1: Yes, after seeing the food thermometer information, I used a food thermometer	699	29
2: No, I was already planning on using food thermometer before seeing the information	307	13
3: No, I did not use a food thermometer	570	25
8: Don't know	80	3
Total	2227	100

When available, how often do you buy organically grown fruits or vegetables?		
L2	Frequency	Weighted percent
Missing	12	0
1: All of the time	131	7
2: Most of the time	332	15
3: Some of the time	1154	50
4: Never	556	25
8: Don't know	42	3
Total	2227	100

Do you think organically grown fruit and vegetables are more or less likely to have harmful germs than other fruits and vegetables?		
L6	Frequency	Weighted percent
Missing	6	0
1: More likely	188	11
2: Less likely	571	28
3: About the same	1165	47
8: Don't know	297	13
Total	2227	100

Do you think organically grown fruit and vegetables are more or less likely to cause long-term health problems than other fruits and vegetables?		
L7	Frequency	Weighted percent
Missing	24	1
1: More likely	73	4
2: Less likely	1058	48
3: About the same	711	30
8: Don't know	361	17
Total	2227	100

Do you think organically grown fruit and vegetables are better or worse for the environment than other fruits and vegetables?		
L8	Frequency	Weighted percent
Missing	18	1
1: Better for the environment	1299	57
2: Worse for the environment	39	2
3: About the same	536	24
8: Don't know	335	16
Total	2227	100

Do you think organically grown fruit and vegetables are more or less nutritious than other fruits and vegetables?		
L9	Frequency	Weighted percent
Missing	18	1
1: More nutritious	764	39
2: Less nutritious	23	2
3: About the same	1180	48
8: Don't know	242	11
Total	2227	100

Some food products are being developed with the help of scientific techniques, such as genetic engineering. Sometimes these new foods are called, "genetically modified" foods, "GMO", or "bioengineered foods." How much do you know about genetically engineered foods?		
L5	Frequency	Weighted percent
Missing	14	1
1: Nothing	238	11
2: Very little	703	33
3: Some	848	35
4: A lot	210	9
8: Don't know	214	12
Total	2227	100

Do you think genetically engineered foods are more or less likely to have harmful germs than other foods?		
L14	Frequency	Weighted percent
Missing	17	1
1: More likely	402	22
2: Less likely	198	10
3: About the same	931	37
8: Don't know	679	30
Total	2227	100

Do you think genetically engineered foods are more or less likely to cause long-term health problems than other foods?		
L15	Frequency	Weighted percent
Missing	12	1
1: More likely	826	39
2: Less likely	94	5
3: About the same	526	22
8: Don't know	769	33
Total	2227	100

Do you think genetically engineered foods are better or worse for the environment than other foods?		
L16	Frequency	Weighted percent
Missing	24	1
1: Better for the environment	162	8
2: Worse for the environment	646	30
3: About the same	573	24
8: Don't know	822	36
Total	2227	100

Do you think genetically engineered foods are more or less nutritious than other foods?		
L17	Frequency	Weighted percent
Missing	29	2
1: More nutritious	101	6
2: Less nutritious	620	31
3: About the same	730	28
8: Don't know	747	33
Total	2227	100

Nutrition

Nutrition Questions (Version 2, N=2171)

How strongly do you disagree or agree with each of the following statements? If I eat a healthy diet I can reduce my chance of getting heart disease.		
dl_1	Frequency	Weighted percent
Missing	22	1
1: Strongly disagree	138	6
2: Somewhat disagree	61	4
3: Neither agree nor disagree	81	4
4: Somewhat agree	399	19
5: Strongly agree	1453	64
8: Don't know	17	1
Total	2171	100

How strongly do you disagree or agree with each of the following statements? I am confident that I know how to choose healthy foods.		
dl_3	Frequency	Weighted percent
Missing	24	1
1: Strongly disagree	98	5
2: Somewhat disagree	111	6
3: Neither agree nor disagree	135	7
4: Somewhat agree	723	36
5: Strongly agree	1063	44
8: Don't know	17	1
Total	2171	100

How strongly do you disagree or agree with each of the following statements? Eating a healthy diet is important for my long-term health.		
dl_4	Frequency	Weighted percent
Missing	23	1
1: Strongly disagree	138	6
2: Somewhat disagree	25	1
3: Neither agree nor disagree	54	3
4: Somewhat agree	285	17
5: Strongly agree	1635	71
8: Don't know	11	1
Total	2171	100

Now, think about your eating habits. In general, how healthy is your overall diet?		
dba700	Frequency	Weighted percent
Missing	41	2
1: Excellent	116	4
2: Very good	674	25
3: Good	886	41
4: Fair	386	24
5: Poor	68	5
Total	2171	100

During the past 7 days, how many times did you eat vegetables? Count all raw, cooked, canned, and frozen vegetables. Include vegetables you ate at all mealtimes and food for snacks. Do not count french fries or fried potatoes or other deep-fried vegetables.		
eatvegtimes	Frequency	Weighted percent
Missing	37	1
1: 3 or more times per day	223	8
2: 1 - 2 times per day	893	37
3: 4 - 6 times in the past 7 days	644	31
4: 1 - 3 times in the past 7 days	319	19
5: Didn't eat vegetables in the past 7 days	41	3
8: Don't know	14	1
Total	2171	100

During the past 7 days, how many times did you eat "sweets" such as soda, cake, cookies, pastries, donuts, muffins, chocolate, candies, or ice cream? Do not count diet soda or items made with artificial sweeteners.		
eatsweettimes	Frequency	Weighted percent
Missing	23	1
1: 3 or more times per day	127	7
2: 1 - 2 times per day	529	26
3: 4 - 6 times in the past 7 days	549	26
4: 1 - 3 times in the past 7 days	784	34
5: Didn't eat sweets in the past 7 days	153	6
8: Don't know	6	0
Total	2171	100

How confident are you that you know how many calories you should eat each day?		
calconeatday	Frequency	Weighted percent
Missing	9	0
1: Not at all confident	402	23
2: Slightly confident	348	18
3: Somewhat confident	765	34
4: Very confident	487	18
5: Extremely confident	160	6
Total	2171	100

How confident are you that you know how many calories are in the foods you eat?		
calconcalfoods	Frequency	Weighted percent
Missing	8	0
1: Not at all confident	500	28
2: Slightly confident	469	22
3: Somewhat confident	765	33
4: Very confident	347	13
5: Extremely confident	82	3
Total	2171	100

Do you try to keep track, on a daily basis, of the amount of calories you eat?		
trackcal	Frequency	Weighted percent
Missing	18	1
1: Yes	426	19
2: No	1727	80
Total	2171	100

Which of the following do you consider to be 'good fat'? Trans fat or trans fatty acids		
goodfat_trans	Frequency	Weighted percent
0: Not checked	2080	94
1: Checked, Trans fats/trans fatty acids	91	6
Total	2171	100

Which of the following do you consider to be 'good fat'? Saturated fat		
goodfat_sat	Frequency	Weighted percent
0: Not checked	2093	96
1: Checked, Saturated fat	78	4
Total	2171	100

Which of the following do you consider to be 'good fat'? Omega-3 fatty acids		
goodfat_omega	Frequency	Weighted percent
0: Not checked	646	34
1: Checked, Omega-3 fatty acids	1525	66
Total	2171	100

Which of the following do you consider to be 'good fat'? Unsaturated fat		
goodfat_unsat	Frequency	Weighted percent
0: Not checked	1486	72
1: Checked, Unsaturated fat	685	28
Total	2171	100

Which of the following do you consider to be 'good fat'? Monounsaturated fat		
goodfat_mono	Frequency	Weighted percent
0: Not checked	1773	84
1: Checked, Monounsaturated fat	398	16
Total	2171	100

Which of the following do you consider to be 'good fat'? Polyunsaturated fat		
goodfat_poly	Frequency	Weighted percent
0: Not checked	1775	84
1: Checked, Polyunsaturated fat	396	16
Total	2171	100

Which of the following do you consider to be 'good fat'? None of the above		
goodfat_none	Frequency	Weighted percent
0: Not checked	2124	98
1: Checked, None of the above	47	2
Total	2171	100

Which of the following do you consider to be 'good fat'? Don't know		
goodfat_dn	Frequency	Weighted percent
0: Not checked	1768	78
1: Checked, Don't know	403	22
Total	2171	100

Which of the following foods contain high amounts of 'good fats'? Salmon		
goodf_salmon	Frequency	Weighted percent
0: Not checked	383	25
1: Checked, Salmon	1788	75
Total	2171	100

Which of the following foods contain high amounts of 'good fats'? Nuts		
goodf_nuts	Frequency	Weighted percent
0: Not checked	362	22
1: Checked, Nuts	1809	78
Total	2171	100

Which of the following foods contain high amounts of 'good fats'? Olive oil		
goodf_oliveoil	Frequency	Weighted percent
0: Not checked	640	38
1: Checked, Olive oil	1531	62
Total	2171	100

Which of the following foods contain high amounts of 'good fats'? Red meat		
goodf_redmeat	Frequency	Weighted percent
0: Not checked	2013	90
1: Checked, Red meat	158	10
Total	2171	100

Which of the following foods contain high amounts of 'good fats'? Whole milk		
goodf_wholemilk	Frequency	Weighted percent
0: Not checked	1963	89
1: Checked, Whole milk	208	11
Total	2171	100

Which of the following foods contain high amounts of 'good fats'? None of the above		
goodf_none	Frequency	Weighted percent
0: Not checked	2164	99
1: Checked, None of the above	7	1
Total	2171	100

Which of the following foods contain high amounts of 'good fats'? Don't know		
goodf_dn	Frequency	Weighted percent
0: Not checked	2035	91
1: Checked, Don't know	136	9
Total	2171	100

Just thinking about yourself, are you currently trying to reduce your sugar intake?		
reducesugar	Frequency	Weighted percent
Missing	10	0
1: Yes	1599	71
2: No	562	29
Total	2171	100

Which of the following foods contain high amounts of fiber? Chicken		
fiber_chicken	Frequency	Weighted percent
0: Not checked	2101	96
1: Checked, Chicken	70	4
Total	2171	100

Which of the following foods contain high amounts of fiber? Beans		
fiber_beans	Frequency	Weighted percent
0: Not checked	404	22
1: Checked, Beans	1767	78
Total	2171	100

Which of the following foods contain high amounts of fiber? Whole apples		
fiber_apples	Frequency	Weighted percent
0: Not checked	672	40
1: Checked, Whole apples	1499	60
Total	2171	100

Which of the following foods contain high amounts of fiber? Fresh vegetables		
fiber_veg	Frequency	Weighted percent
0: Not checked	431	26
1: Checked, Fresh vegetables	1740	74
Total	2171	100

Which of the following foods contain high amounts of fiber? Fruit juice		
fiber_fruitjuice	Frequency	Weighted percent
0: Not checked	2054	92
1: Checked, Fruit juice	117	8
Total	2171	100

Which of the following foods contain high amounts of fiber? Nuts		
fiber_nuts	Frequency	Weighted percent
0: Not checked	1047	51
1: Checked, Nuts	1124	49
Total	2171	100

Which of the following foods contain high amounts of fiber? None of the above		
fiber_none	Frequency	Weighted percent
0: Not checked	2149	99
1: Checked, None of the above	22	1
Total	2171	100

Which of the following foods contain high amounts of fiber? Don't know		
fiber_dn	Frequency	Weighted percent
0: Not checked	2080	94
1: Checked, Don't know	91	6
Total	2171	100

Just thinking about yourself, are you currently watching your salt or sodium intake?		
slt4	Frequency	Weighted percent
Missing	11	0
1: Yes	1130	46
2: No	1030	53
Total	2171	100

Why did you decide to watch your salt or sodium intake? A doctor or other health professional advised me to.		
slt5_healthp	Frequency	Weighted percent
Missing	4	0
-1: Legitimate skip	1030	53
0: Not checked	676	28
1: Checked, A doctor advised me to	461	18
Total	2171	100

Why did you decide to watch your salt or sodium intake? Talked with family members or friends		
slt5_ff	Frequency	Weighted percent
Missing	4	0
-1: Legitimate skip	1030	53
0: Not checked	956	39
1: Checked, Talked with family members/friends	181	8
Total	2171	100

Why did you decide to watch your salt or sodium intake? Heard or saw something in the news about salt or sodium		
slt5_news	Frequency	Weighted percent
Missing	4	0
-1: Legitimate skip	1030	53
0: Not checked	876	36
1: Checked, Heard/saw something in the news	261	10
Total	2171	100

Why did you decide to watch your salt or sodium intake? Looked up information on my own		
slt5_info	Frequency	Weighted percent
Missing	4	0
-1: Legitimate skip	1030	53
0: Not checked	820	34
1: Checked, Looked up information on my own	317	12
Total	2171	100

Why did you decide to watch your salt or sodium intake? Other		
slt5_other	Frequency	Weighted percent
Missing	4	0
-1: Legitimate skip	1030	53
0: Not checked	928	37
1: Checked, Other	209	9
Total	2171	100

About how often do you or someone else in your household shop for groceries online that are delivered to you?		
onlinedelivery	Frequency	Weighted percent
Missing	8	0
1: 3 or more times per week	11	0
2: Once or twice a week	55	3
3: 1 to 3 times per month	90	4
4: Less than once a month	74	4
5: Just tried it once or twice	154	7
6: Never	1764	80
7: Something else	10	0
8: Don't know	5	1
Total	2171	100

Do you ever look at the Nutrition Facts label on food packages?		
lookNF	Frequency	Weighted percent
1: Yes	1979	87
2: No	192	13
Total	2171	100

When buying a food product for the first time, how often do you use the Nutrition Facts label?		
dbq750	Frequency	Weighted percent
-1: Legitimate skip	192	13
1: Always	533	20
2: Most of the time	713	29
3: Sometimes	554	27
4: Rarely	144	8
5: Never	31	2
6: Never seen the label	4	0
Total	2171	100

When you look at Nutrition Facts labels, either in the store or at home, how often, if at all, do you use the labels in the following ways? To help you decide which brand of a particular food item to buy.		
NFL_decidebrand	Frequency	Weighted percent
-1: Legitimate skip	196	13
1: Often	828	33
2: Sometimes	775	34
3: Rarely	227	12
4: Never	145	8
Total	2171	100

When you look at Nutrition Facts labels, either in the store or at home, how often, if at all, do you use the labels in the following ways? To figure out how much of the food product you or your family should eat.

NFL_decideamount	Frequency	Weighted percent
-1: Legitimate skip	196	13
1: Often	505	20
2: Sometimes	694	33
3: Rarely	485	21
4: Never	291	13
Total	2171	100

When you look at Nutrition Facts labels, either in the store or at home, how often, if at all, do you use the labels in the following ways? To compare different food items with each other.

NFL_compare	Frequency	Weighted percent
-1: Legitimate skip	196	13
1: Often	978	40
2: Sometimes	720	33
3: Rarely	179	9
4: Never	98	5
Total	2171	100

When you look at Nutrition Facts labels, either in the store or at home, how often, if at all, do you use the labels in the following ways? To see if something said in advertising or on the package is actually true.

NFL_check	Frequency	Weighted percent
-1: Legitimate skip	196	13
1: Often	566	25
2: Sometimes	613	28
3: Rarely	474	20
4: Never	322	14
Total	2171	100

When you look at Nutrition Facts labels, either in the store or at home, how often, if at all, do you use the labels in the following ways? To get a general idea of the nutritional content of the food.

NFL_nutritioncontent	Frequency	Weighted percent
-1: Legitimate skip	196	13
1: Often	1092	45
2: Sometimes	723	34
3: Rarely	121	5
4: Never	39	2
Total	2171	100

When you look at Nutrition Facts labels, either in the store or at home, how often, if at all, do you use the labels in the following ways? To see how high or low the food is in things like calories, salt, vitamins, or fat.

NFL_nutrients	Frequency	Weighted percent
-1: Legitimate skip	196	13
1: Often	1259	50
2: Sometimes	563	28
3: Rarely	116	7
4: Never	37	2
Total	2171	100

When you look at Nutrition Facts labels, either in the store or at home, how often, if at all, do you use the labels in the following ways? To help you in meal planning.

NFL_mealplan	Frequency	Weighted percent
-1: Legitimate skip	196	13
1: Often	407	17
2: Sometimes	611	28
3: Rarely	571	24
4: Never	386	18
Total	2171	100

What does serving size mean to you? The amount of a food that people should eat.

e71	Frequency	Weighted percent
-1: Legitimate skip	196	13
0: Not checked	697	29
1: Checked, Amount of a food people should eat	1278	58
Total	2171	100

What does serving size mean to you? The amount of a food that people usually eat.

e72	Frequency	Weighted percent
-1: Legitimate skip	196	13
0: Not checked	1760	76
1: Checked, Amount of a food people usually eat	215	11
Total	2171	100

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What does serving size mean to you? Something that makes it easier to compare foods.		
e73	Frequency	Weighted percent
-1: Legitimate skip	196	13
0: Not checked	1503	69
1: Checked, Makes it easier to compare foods	472	18
Total	2171	100

What does serving size mean to you? Something else.		
e74	Frequency	Weighted percent
-1: Legitimate skip	196	13
0: Not checked	1795	79
1: Checked, Something else	180	8
Total	2171	100

What does serving size mean to you? Don't know.		
e75	Frequency	Weighted percent
-1: Legitimate skip	196	13
0: Not checked	1909	83
1: Checked, Don't know	66	4
Total	2171	100

How much do you disagree or agree with the following statements? I am interested in the Nutrition Facts label.		
NFL_interested	Frequency	Weighted percent
-1: Legitimate skip	196	13
1: Strongly disagree	88	4
2: Somewhat disagree	50	3
3: Neither agree nor disagree	138	7
4: Somewhat agree	617	30
5: Strongly agree	1073	42
8: Don't know	9	1
Total	2171	100

How much do you disagree or agree with the following statements? The information on the Nutrition Facts label is easy to understand.		
NFL_easy	Frequency	Weighted percent
-1: Legitimate skip	196	13
1: Strongly disagree	94	5
2: Somewhat disagree	182	10
3: Neither agree nor disagree	190	8
4: Somewhat agree	846	36
5: Strongly agree	659	28
8: Don't know	4	0
Total	2171	100

How much do you disagree or agree with the following statements? When I use the Nutrition		
NFL_betterchoice	Frequency	Weighted percent
-1: Legitimate skip	196	13
1: Strongly disagree	80	4
2: Somewhat disagree	81	4
3: Neither agree nor disagree	225	11
4: Somewhat agree	680	33
5: Strongly agree	890	35
8: Don't know	19	1
Total	2171	100

How much do you disagree or agree with the following statements? The information on the Nutrition Facts label is believable.		
NFL_believe	Frequency	Weighted percent
-1: Legitimate skip	196	13
1: Strongly disagree	73	3
2: Somewhat disagree	171	9
3: Neither agree nor disagree	308	15
4: Somewhat agree	786	34
5: Strongly agree	564	23
8: Don't know	73	4
Total	2171	100

How much do you disagree or agree with the following statements? The information on the Nutrition Facts label is useful to me.		
NFL_useful	Frequency	Weighted percent
-1: Legitimate skip	196	13
1: Strongly disagree	81	4
2: Somewhat disagree	60	3
3: Neither agree nor disagree	166	9
4: Somewhat agree	735	34
5: Strongly agree	924	37
8: Don't know	9	0
Total	2171	100

Which of the following do you usually look for when looking at a Nutrition Facts label? Serving size.		
NFL_servingsize	Frequency	Weighted percent
-1: Legitimate skip	196	13
0: Not checked	794	39
1: Checked, Serving size	1181	48
Total	2171	100

Which of the following do you usually look for when looking at a Nutrition Facts label? Number of servings.		
NFL_numserve	Frequency	Weighted percent
-1: Legitimate skip	196	13
0: Not checked	1069	48
1: Checked, Number of servings	906	39
Total	2171	100

Which of the following do you usually look for when looking at a Nutrition Facts label? Calories.		
NFL_calories	Frequency	Weighted percent
-1: Legitimate skip	196	13
0: Not checked	564	27
1: Checked, Calories	1411	60
Total	2171	100

Which of the following do you usually look for when looking at a Nutrition Facts label? Total fat.		
NFL_totalfat	Frequency	Weighted percent
-1: Legitimate skip	196	13
0: Not checked	953	44
1: Checked, Total fat	1022	43
Total	2171	100

Which of the following do you usually look for when looking at a Nutrition Facts label? Saturated fat.		
NFL_satfat	Frequency	Weighted percent
-1: Legitimate skip	196	13
0: Not checked	1264	57
1: Checked, Saturated fat	711	30
Total	2171	100

Which of the following do you usually look for when looking at a Nutrition Facts label? Trans fat.		
NFL_trans	Frequency	Weighted percent
-1: Legitimate skip	196	13
0: Not checked	1436	64
1: Checked, Trans fat	539	23
Total	2171	100

Which of the following do you usually look for when looking at a Nutrition Facts label? Cholesterol.		
NFL_choles	Frequency	Weighted percent
-1: Legitimate skip	196	13
0: Not checked	1294	57
1: Checked, Cholesterol	681	30
Total	2171	100

Which of the following do you usually look for when looking at a Nutrition Facts label? Sodium.		
NFL_sodium	Frequency	Weighted percent
-1: Legitimate skip	196	13
0: Not checked	788	38
1: Checked, Sodium	1187	49
Total	2171	100

Which of the following do you usually look for when looking at a Nutrition Facts label? Total carbohydrate.		
NFL_carbs	Frequency	Weighted percent
-1: Legitimate skip	196	13
0: Not checked	1115	54
1: Checked, Total carbohydrate	860	33
Total	2171	100

Which of the following do you usually look for when looking at a Nutrition Facts label? Dietary fiber.		
NFL_fiber	Frequency	Weighted percent
-1: Legitimate skip	196	13
0: Not checked	1314	61
1: Checked, Dietary fiber	661	26
Total	2171	100

Which of the following do you usually look for when looking at a Nutrition Facts label? Total sugars.		
NFL_totalsugar	Frequency	Weighted percent
-1: Legitimate skip	196	13
0: Not checked	739	35
1: Checked, Total sugars	1236	52
Total	2171	100

Which of the following do you usually look for when looking at a Nutrition Facts label? Added sugars.		
NFL_addedsugar	Frequency	Weighted percent
-1: Legitimate skip	196	13
0: Not checked	1215	53
1: Checked, Added sugars	760	34
Total	2171	100

Which of the following do you usually look for when looking at a Nutrition Facts label? Protein.		
NFL_protein	Frequency	Weighted percent
-1: Legitimate skip	196	13
0: Not checked	1067	48
1: Checked, Protein	908	39
Total	2171	100

Which of the following do you usually look for when looking at a Nutrition Facts label? Vitamins and minerals.		
NFL_vitmin	Frequency	Weighted percent
-1: Legitimate skip	196	13
0: Not checked	1419	61
1: Checked, Vitamins and minerals	556	26
Total	2171	100

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Which of the following do you usually look for when looking at a Nutrition Facts label? None of the above.		
NFL_none	Frequency	Weighted percent
-1: Legitimate skip	196	13
0: Not checked	1941	85
1: Checked, None of the above	34	2
Total	2171	100

When you look at the Nutrition Facts label, which of the following do you look at?		
NFL_DVorMG	Frequency	Weighted percent
-1: Legitimate skip	196	13
1: The gram or milligram amounts	465	19
2: The Weighted percent daily value amounts	374	16
3: Both	724	33
4: Neither	311	14
8: Don't know	101	5
Total	2171	100

The Nutrition Facts label (right) shows that the product contains 7% Daily Value for Total Fat in a serving of the product. What does the 7% Daily Value mean to you?		
Dvmeaning	Frequency	Weighted percent
1: 7% of calories in one serving from Total Fat	290	13
2: One serving contains 7% Total Fat by weight	166	9
3: 7% of the Total Fat you should eat per day	1442	63
8: Don't know	273	15
Total	2171	100

The Nutrition Facts label (right) shows that one serving of the food contains 25% of the Daily Value (DV) of Sodium. Based on the information, would you consider a serving of this product to have a low, medium, or high amount of Sodium?		
Dvhighlow	Frequency	Weighted percent
1: Low	132	8
2: Medium	525	26
3: High	1335	57
8: Don't know	179	10
Total	2171	100

When buying a food product for the first time, how often do you check the list of ingredients?		
checkingred	Frequency	Weighted percent
Missing	16	0
1: Often	1125	45
2: Sometimes	679	33
3: Rarely	249	16
4: Never	102	7
Total	2171	100

About how often do you get food and drink for yourself or others from each of the following places? Include breakfast, lunch, dinner, and snacks. Include eat-in, take-out, and delivery. Fast food restaurants such as McDonald's, Taco Bell, or Subway		
restfastfood	Frequency	Weighted percent
Missing	10	0
1: Once a day or more	25	1
2: 3 to 6 times a week	118	8
3: Once or twice a week	350	20
4: 1 to 3 times per month	595	28
5: Less than once a month	684	28
6: Just tried it once or twice	101	4
7: Never	288	10
Total	2171	100

About how often do you get food and drink for yourself or others from each of the following places? Include breakfast, lunch, dinner, and snacks. Include eat-in, take-out, and delivery. Fast casual restaurants such as Panera, Blaze Pizza, Qdoba, or Chipotle		
restfastcasual	Frequency	Weighted percent
Missing	16	1
1: Once a day or more	4	0
2: 3 to 6 times a week	29	2
3: Once or twice a week	176	11
4: 1 to 3 times per month	477	22
5: Less than once a month	771	33
6: Just tried it once or twice	225	8
7: Never	473	23
Total	2171	100

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About how often do you get food and drink for yourself or others from each of the following places? Include breakfast, lunch, dinner, and snacks. Include eat-in, take-out, and delivery. Coffee shops or bakeries such as Starbucks or Dunkin' Donuts		
restcoffee	Frequency	Weighted percent
Missing	22	1
1: Once a day or more	31	2
2: 3 to 6 times a week	81	4
3: Once or twice a week	188	10
4: 1 to 3 times per month	325	17
5: Less than once a month	643	27
6: Just tried it once or twice	196	8
7: Never	685	31
Total	2171	100

About how often do you get food and drink for yourself or others from each of the following places? Include breakfast, lunch, dinner, and snacks. Include eat-in, take-out, and delivery. Sit down, full service restaurants with waitstaff or servers such as Chili's, or Applebee's		
restsitdown	Frequency	Weighted percent
Missing	19	1
1: Once a day or more	7	0
2: 3 to 6 times a week	58	2
3: Once or twice a week	365	17
4: 1 to 3 times per month	680	32
5: Less than once a month	705	33
6: Just tried it once or twice	135	6
7: Never	202	10
Total	2171	100

Cafeteria or buffet style restaurants		
restcafe	Frequency	Weighted percent
Missing	21	1
1: Once a day or more	5	0
2: 3 to 6 times a week	18	1
3: Once or twice a week	62	3
4: 1 to 3 times per month	188	11
5: Less than once a month	785	37
6: Just tried it once or twice	317	14
7: Never	775	33
Total	2171	100

About how often do you get food and drink for yourself or others from each of the following places? Include breakfast, lunch, dinner, and snacks. Include eat-in, take-out, and delivery. Food stands or food trucks		
restfoodstand	Frequency	Weighted percent
Missing	18	1
1: Once a day or more	3	0
2: 3 to 6 times a week	5	1
3: Once or twice a week	25	2
4: 1 to 3 times per month	89	6
5: Less than once a month	474	23
6: Just tried it once or twice	427	19
7: Never	1130	48
Total	2171	100

About how often do you get food and drink for yourself or others from each of the following places? Include breakfast, lunch, dinner, and snacks. Include eat-in, take-out, and delivery. Gas stations and/or convenience stores		
restgascon	Frequency	Weighted percent
Missing	23	1
1: Once a day or more	8	1
2: 3 to 6 times a week	40	3
3: Once or twice a week	83	6
4: 1 to 3 times per month	158	10
5: Less than once a month	463	23
6: Just tried it once or twice	258	11
7: Never	1138	45
Total	2171	100

About how often do you get food and drink for yourself or others from each of the following places? Include breakfast, lunch, dinner, and snacks. Include eat-in, take-out, and delivery. Grocery store hot food bar or grocery store food that you order from a menu board such as pizza slices and sandwiches		
restgrofoodbar	Frequency	Weighted percent
Missing	21	1
1: Once a day or more	4	0
2: 3 to 6 times a week	22	2
3: Once or twice a week	67	4
4: 1 to 3 times per month	216	11
5: Less than once a month	633	28
6: Just tried it once or twice	374	17
7: Never	834	37
Total	2171	100

About how often do you get food and drink for yourself or others from each of the following places? Include breakfast, lunch, dinner, and snacks. Include eat-in, take-out, and delivery. Grocery store deli foods such as luncheon meats and cheeses, salads, and ready to eat and prepared foods

restgrocdeli	Frequency	Weighted percent
Missing	16	1
1: Once a day or more	12	1
2: 3 to 6 times a week	72	4
3: Once or twice a week	212	10
4: 1 to 3 times per month	531	23
5: Less than once a month	670	29
6: Just tried it once or twice	236	11
7: Never	422	21
Total	2171	100

About how often do you get food and drink for yourself or others from each of the following places? Include breakfast, lunch, dinner, and snacks. Include eat-in, take-out, and delivery. Meal kits that are delivered to your house such as from Blue Apron, Hello Fresh, Plated, or Sun Basket

mealkitsdelivered	Frequency	Weighted percent
Missing	15	1
1: Once a day or more	2	0
2: 3 to 6 times a week	17	1
3: Once or twice a week	25	2
4: 1 to 3 times per month	21	1
5: Less than once a month	55	3
6: Just tried it once or twice	157	8
7: Never	1879	85
Total	2171	100

In general, when you order at any restaurant, how often do you see calorie information listed on menus or menu boards?

restcal_see	Frequency	Weighted percent
Missing	35	2
1: Always	85	4
2: Often	317	14
3: Sometimes	1158	51
4: Never	537	27
5: Never eat at restaurants	39	2
Total	2171	100

Do you ever use the calorie information on menus or menu boards to decide what to order?		
restcal_use	Frequency	Weighted percent
Missing	19	1
-1: Legitimate skip	576	29
1: Yes	967	37
2: No	609	32
Total	2171	100

How do you use the calorie information when deciding what to order? Avoid ordering high-calorie menu items		
restcal_avoidhical	Frequency	Weighted percent
Missing	10	1
-1: Legitimate skip	1185	62
0: Not checked	144	6
1: Checked, Avoid ordering high-calorie menu items	832	31
Total	2171	100

How do you use the calorie information when deciding what to order? Avoid ordering something that would leave you hungry		
restcal_avoidhungry	Frequency	Weighted percent
Missing	10	1
-1: Legitimate skip	1185	62
0: Not checked	896	34
1: Checked, Avoid ordering something	80	4
Total	2171	100

How do you use the calorie information when deciding what to order? Decide on a smaller portion size		
restcal_smallerp	Frequency	Weighted percent
Missing	10	1
-1: Legitimate skip	1185	62
0: Not checked	586	23
1: Checked, Decide on a smaller portion size	390	14
Total	2171	100

How do you use the calorie information when deciding what to order? Decide on a larger portion size		
restcal_largerp	Frequency	Weighted percent
Missing	10	1
-1: Legitimate skip	1185	62
0: Not checked	946	35
1: Checked, Decide on a larger portion size	30	2
Total	2171	100

How do you use the calorie information when deciding what to order? Order fewer items		
restcal_feweritem	Frequency	Weighted percent
Missing	10	1
-1: Legitimate skip	1185	62
0: Not checked	732	28
1: Checked, Order fewer items	244	9
Total	2171	100

How do you use the calorie information when deciding what to order? Order more items		
restcal_moreitem	Frequency	Weighted percent
Missing	10	1
-1: Legitimate skip	1185	62
0: Not checked	958	37
1: Checked, Order more items	18	1
Total	2171	100

How do you use the calorie information when deciding what to order? Share the meal with someone else		
restcal_sharemeal	Frequency	Weighted percent
Missing	10	1
-1: Legitimate skip	1185	62
0: Not checked	736	28
1: Checked, Share meal with someone else	240	10
Total	2171	100

How do you use the calorie information when deciding what to order? Save part of the meal for later		
restcal_savemeal	Frequency	Weighted percent
Missing	10	1
-1: Legitimate skip	1185	62
0: Not checked	611	24
1: Checked, Save part of the meal for later	365	13
Total	2171	100

How do you use the calorie information when deciding what to order? Something else		
restcal_other	Frequency	Weighted percent
Missing	10	1
-1: Legitimate skip	1185	62
0: Not checked	957	37
1: Checked, Something else	19	1
Total	2171	100

Have you ever seen health inspection scores or grades posted at restaurants? The inspection score or grade is a score (0% - 100%) or an overall grade (A, B, or C) a restaurant receives after being inspected by local health departments.		
restscore_seen	Frequency	Weighted percent
Missing	30	2
1: Yes	1065	52
2: No	1076	47
Total	2171	100

Have you ever changed your mind about eating at a restaurant because of the health inspection score or grade?		
restscore_changed	Frequency	Weighted percent
Missing	33	2
-1: Legitimate skip	1076	47
1: Yes	700	34
2: No	362	18
Total	2171	100

Restaurant menus or menu boards sometimes have statements that describe the risk of consuming certain raw or undercooked foods such as "Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness." Have you seen this kind of statement on a menu or menu board?		
restadvisory_seen	Frequency	Weighted percent
Missing	32	1
1: Yes	1563	70
2: No	576	28
Total	2171	100

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How helpful is the statement when you are deciding what to order?		
restadvisory_helpful	Frequency	Weighted percent
Missing	39	1
-1: Legitimate skip	576	28
1: Not at all helpful	465	21
2: Slightly helpful	343	14
3: Somewhat helpful	371	17
4: Very helpful	231	10
5: Extremely helpful	104	5
8: Don't know	42	2
Total	2171	100

When eating food cooked at home, how often are you the one who cooks or prepares the food?		
D2v2	Frequency	Weighted percent
Missing	12	1
1: All or nearly all of the time	1496	61
2: Only some of the time	599	34
3: Never	64	4
Total	2171	100

Thinking about yourself, about how many calories do you need to consume in a day to maintain your current weight?		
cbq645	Frequency	Weighted percent
Missing	13	0
1: Less than 500 calories	17	1
2: 500-1000 calories	89	5
3: 1001-1500 calories	483	18
4: 1501-2000 calories	715	29
5: 2001-2500 calories	339	18
6: 2501-3000 calories	95	6
7: More than 3000 calories	20	2
8: Don't know	400	21
Total	2171	100

In general, do you think that you consume too few, too many, or about the right amount of calories?		
dietaal	Frequency	Weighted percent
Missing	19	1
1: Too few calories	103	6
2: Too many calories	938	44
3: About right amount of calories	896	37
8: Don't know	215	11
Total	2171	100

Food Handling

Food Handling Questions (Both versions, N=4398)

Before you begin preparing food, how often do you wash your hands with soap?		
D4	Frequency	Weighted percent
Missing	26	1
1: All of the time	2951	68
2: Most of the time	1051	23
3: Some of the time	303	7
4: Rarely	67	2
Total	4398	100

After you have cracked open raw eggs, what do you usually do?		
D11	Frequency	Weighted percent
Missing	48	1
1: Continue cooking without washing hands	717	15
2: Rinse or wipe hands	1807	40
3: Wash hands with soap	1625	39
4: Something else	37	1
5: Never handle raw eggs	164	4
Total	4398	100

After handling raw meat or chicken, what do you usually do?		
D12	Frequency	Weighted percent
Missing	74	2
1: Continue cooking without washing hands	88	2
2: Rinse or wipe hands	664	15
3: Wash hands with soap	3353	76
4: Something else	48	1
5: Never handle raw meat or chicken	171	4
Total	4398	100

After cutting raw meat or chicken, what do you usually do with the cutting board or surface? Continue using it without rinsing or washing		
D14A	Frequency	Weighted percent
-1: Legitimate skip	171	4
0: Not checked	4202	95
1: Checked, Continue using it	25	1
Total	4398	100

After cutting raw meat or chicken, what do you usually do with the cutting board or surface? Rinse or wipe it		
D14B	Frequency	Weighted percent
-1: Legitimate skip	171	4
0: Not checked	3784	85
1: Checked, Rinse or wipe it	443	11
Total	4398	100

After cutting raw meat or chicken, what do you usually do with the cutting board or surface? Wash it with soap		
D14C	Frequency	Weighted percent
-1: Legitimate skip	171	4
0: Not checked	1216	27
1: Checked, Wash it with soap	3011	69
Total	4398	100

After cutting raw meat or chicken, what do you usually do with the cutting board or surface? Wash with bleach		
D14D	Frequency	Weighted percent
-1: Legitimate skip	171	4
0: Not checked	3672	83
1: Checked, Wash with bleach	555	13
Total	4398	100

After cutting raw meat or chicken, what do you usually do with the cutting board or surface? Put in dishwasher		
D14E	Frequency	Weighted percent
-1: Legitimate skip	171	4
0: Not checked	3100	73
1: Checked, Put in dishwasher	1127	23
Total	4398	100

After cutting raw meat or chicken, what do you usually do with the cutting board or surface? Something else		
D14F	Frequency	Weighted percent
-1: Legitimate skip	171	4
0: Not checked	4146	94
1: Checked, Something else	81	2
Total	4398	100

After cutting raw meat or chicken, what do you usually do with the cutting board or surface? Don't cut raw meat or chicken		
D14G	Frequency	Weighted percent
-1: Legitimate skip	171	4
0: Not checked	4166	95
1: Checked, Don't cut raw meat/chicken	61	1
Total	4398	100

After handling raw fish, what do you usually do?		
D13	Frequency	Weighted percent
Missing	38	1
1: Continue cooking without washing hands	55	1
2: Rinse or wipe hands	585	13
3: Wash hands with soap	2922	66
4: Something else	35	1
5: Never handle raw fish	763	18
Total	4398	100

After cutting raw fish or shellfish, what do you do with the cutting board or surface? Continue using it without rinsing or washing		
D15A	Frequency	Weighted percent
-1: Legitimate skip	763	18
0: Not checked	3619	81
1: Checked, Continue using it	16	1
Total	4398	100

After cutting raw fish or shellfish, what do you do with the cutting board or surface? Rinse or wipe it		
D15B	Frequency	Weighted percent
-1: Legitimate skip	763	18
0: Not checked	3304	73
1: Checked, Rinse or wipe it	331	9
Total	4398	100

After cutting raw fish or shellfish, what do you do with the cutting board or surface? Wash it with soap		
D15C	Frequency	Weighted percent
-1: Legitimate skip	763	18
0: Not checked	1071	24
1: Checked, Wash it with soap	2564	58
Total	4398	100

After cutting raw fish or shellfish, what do you do with the cutting board or surface? Wash with bleach		
D15D	Frequency	Weighted percent
-1: Legitimate skip	763	18
0: Not checked	3150	69
1: Checked, Wash with bleach	485	12
Total	4398	100

After cutting raw fish or shellfish, what do you do with the cutting board or surface? Put in dishwasher		
D15E	Frequency	Weighted percent
-1: Legitimate skip	763	18
0: Not checked	2694	63
1: Checked, Put in dishwasher	941	18
Total	4398	100

After cutting raw fish or shellfish, what do you do with the cutting board or surface? Something else		
D15F	Frequency	Weighted percent
-1: Legitimate skip	763	18
0: Not checked	3575	80
1: Checked, Something else	60	1
Total	4398	100

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After cutting raw fish or shellfish, what do you do with the cutting board or surface? Don't cut raw fish or shellfish		
D15G	Frequency	Weighted percent
-1: Legitimate skip	763	18
0: Not checked	3493	78
1: Checked, Don't cut raw fish/shellfish	142	3
Total	4398	100

Do you have a food thermometer, such as a meat thermometer?		
H6	Frequency	Weighted percent
Missing	37	1
1: Yes	2972	62
2: No	1329	36
8: Don't know	60	2
Total	4398	100

Over the past 12 months, how often did you use a food thermometer to test for doneness when you prepared the following foods? Beef, lamb, or pork roasts.		
H8a	Frequency	Weighted percent
Missing	66	1
-1: Legitimate skip	1389	38
1: Always use food thermometer	755	16
2: Often use food thermometer	510	11
3: Sometimes use food thermometer	750	16
4: Never use food thermometer	567	11
5: Didn't cook food in past 12 months	361	7
Total	4398	100

Over the past 12 months, how often did you use a food thermometer to test for doneness when you prepared the following foods? Whole chickens or turkeys.		
thermwholechicken	Frequency	Weighted percent
Missing	85	2
-1: Legitimate skip	1389	38
1: Always use food thermometer	1172	25
2: Often use food thermometer	456	9
3: Sometimes use food thermometer	474	10
4: Never use food thermometer	361	8
5: Didn't cook food in past 12 months	461	9
Total	4398	100

Over the past 12 months, how often did you use a food thermometer to test for doneness when you prepared the following foods? Chicken parts such as breasts or legs.		
H8b	Frequency	Weighted percent
Missing	93	2
-1: Legitimate skip	1389	38
1: Always use food thermometer	546	13
2: Often use food thermometer	355	8
3: Sometimes use food thermometer	611	13
4: Never use food thermometer	1215	23
5: Didn't cook food in past 12 months	189	4
Total	4398	100

Over the past 12 months, how often did you use a food thermometer to test for doneness when you prepared the following foods? Baked egg dishes such as quiche, custard, or bread pudding.		
H8c	Frequency	Weighted percent
Missing	90	2
-1: Legitimate skip	1389	38
1: Always use food thermometer	98	3
2: Often use food thermometer	74	1
3: Sometimes use food thermometer	214	5
4: Never use food thermometer	1569	31
5: Didn't cook food in past 12 months	964	21
Total	4398	100

Over the past 12 months, how often did you use a food thermometer to test for doneness when you prepared the following foods? Hamburgers made from beef.		
H8d	Frequency	Weighted percent
Missing	75	1
-1: Legitimate skip	1389	38
1: Always use food thermometer	260	6
2: Often use food thermometer	196	5
3: Sometimes use food thermometer	430	9
4: Never use food thermometer	1799	36
5: Didn't cook food in past 12 months	249	4
Total	4398	100

Over the past 12 months, how often did you use a food thermometer to test for doneness when you prepared the following foods? Frozen food such as meals, entrees, and burritos.		
thermfrozen	Frequency	Weighted percent
Missing	83	2
-1: Legitimate skip	1389	38
1: Always use food thermometer	107	3
2: Often use food thermometer	76	2
3: Sometimes use food thermometer	240	6
4: Never use food thermometer	1973	40
5: Didn't cook food in past 12 months	530	11
Total	4398	100

If you cook a large pot of soup, stew, or other food with meat or chicken and want to save it for the next day, when do you put the food in the refrigerator?		
E1	Frequency	Weighted percent
Missing	45	1
1: Immediately	789	17
2: After first cooling it at room temperature	3266	75
3: After first cooling it in cold water	73	2
4: Do not cook such foods	149	3
5: Would not refrigerate it	14	0
8: Don't know	62	2
Total	4398	100

For about how long would you let it cool at room temperature?		
E2	Frequency	Weighted percent
Missing	87	2
-1: Legitimate skip	1087	24
1: Less than two hours	2504	56
2: Two hours or more	598	16
8: Don't know	122	3
Total	4398	100

Allergy

Food Allergy Questions (Both versions, N=4398)

Do you have any current food allergies or do you suspect you have a food allergy?		
M1	Frequency	Weighted percent
Missing	44	1
1: Yes	645	14
2: No	3709	85
Total	4398	100

Has a medical doctor diagnosed your condition as a food allergy?		
M7	Frequency	Weighted percent
Missing	51	1
-1: Legitimate skip	3709	85
1: Yes	311	7
2: No	327	7
Total	4398	100

Claims

Food Package Claims Questions (Both versions, N=4398)

Which of these statements have you seen on food packages? Low sugar.		
Claim_lowugarb	Frequency	Weighted percent
0: Not checked	770	19
1: Checked, Low sugar	3628	81
Total	4398	100

Which of these statements have you seen on food packages? Low sodium.		
Claim_lowodiumb	Frequency	Weighted percent
0: Not checked	409	12
1: Checked, Low sodium	3989	88
Total	4398	100

Which of these statements have you seen on food packages? No artificial ingredients.		
Claim_noartingb	Frequency	Weighted percent
0: Not checked	650	16
1: Checked, No artificial ingredients	3748	84
Total	4398	100

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Which of these statements have you seen on food packages? No artificial colors.		
Claim_noartcolorb	Frequency	Weighted percent
0: Not checked	787	19
1: Checked, No artificial colors	3611	81
Total	4398	100

Which of these statements have you seen on food packages? No added sugar.		
Claim_noaddedsugarb	Frequency	Weighted percent
0: Not checked	472	12
1: Checked, No added sugar	3926	88
Total	4398	100

Which of these statements have you seen on food packages? Whole grain.		
Claim_wholegrainb	Frequency	Weighted percent
0: Not checked	428	12
1: Checked, Whole grain	3970	88
Total	4398	100

Which of these statements have you seen on food packages? High fiber.		
Claim_highfiberb	Frequency	Weighted percent
0: Not checked	731	20
1: Checked, High fiber	3667	80
Total	4398	100

Which of these statements have you seen on food packages? Raised without antibiotics.		
Claim_noantib	Frequency	Weighted percent
0: Not checked	1376	36
1: Checked, Raised without antibiotics	3022	64
Total	4398	100

Which of these statements have you seen on food packages? Natural.		
Claim_naturalb	Frequency	Weighted percent
0: Not checked	1097	28
1: Checked, Natural	3301	72
Total	4398	100

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Which of these statements have you seen on food packages? Non-GMO.		
Claim_nongmob	Frequency	Weighted percent
0: Not checked	1016	25
1: Checked, Non-GMO	3382	75
Total	4398	100

Which of these statements have you seen on food packages? Low calorie.		
Claim_lowcalb	Frequency	Weighted percent
0: Not checked	1067	26
1: Checked, Low calorie	3331	74
Total	4398	100

Which of these statements have you seen on food packages? Low fat.		
Claim_lowfatb	Frequency	Weighted percent
0: Not checked	581	15
1: Checked, Low fat	3817	85
Total	4398	100

Which of these statements have you seen on food packages? Low saturated fat.		
Claim_lowsatfatb	Frequency	Weighted percent
0: Not checked	1570	38
1: Checked, Low saturated fat	2828	62
Total	4398	100

Which of these statements have you seen on food packages? Organic.		
Claim_organicb	Frequency	Weighted percent
0: Not checked	479	13
1: Checked, Organic	3919	87
Total	4398	100

Which of these statements have you seen on food packages? Healthy.		
Claim_healthyb	Frequency	Weighted percent
0: Not checked	1590	39
1: Checked, Healthy	2808	61
Total	4398	100

Which of these statements have you seen on food packages? Gluten-free.		
Claim_glutenfreeb	Frequency	Weighted percent
0: Not checked	487	13
1: Checked, Gluten-free	3911	87
Total	4398	100

Which of these statements have you seen on food packages? Sustainably raised.		
Claim_sustainb	Frequency	Weighted percent
0: Not checked	2843	68
1: Checked, Sustainably raised	1555	32
Total	4398	100

Which of these statements have you seen on food packages? None of these.		
Claim_noneb	Frequency	Weighted percent
0: Not checked	4361	99
1: Checked, None of these	37	1
Total	4398	100

Which of the following statements, if you saw it on the front of a food package, would make you more likely to purchase that product compared to a similar product without that statement? Low sugar.		
Claim_lowsugar	Frequency	Weighted percent
0: Not checked	2415	57
1: Checked, Low sugar	1983	43
Total	4398	100

Which of the following statements, if you saw it on the front of a food package, would make you more likely to purchase that product compared to a similar product without that statement? Low sodium.		
Claim_lowsodium	Frequency	Weighted percent
0: Not checked	2250	55
1: Checked, Low sodium	2148	45
Total	4398	100

Which of the following statements, if you saw it on the front of a food package, would make you more likely to purchase that product compared to a similar product without that statement? No artificial ingredients.		
Claim_noarting	Frequency	Weighted percent
0: Not checked	1954	46
1: Checked, No artificial ingredients	2444	54
Total	4398	100

Which of the following statements, if you saw it on the front of a food package, would make you more likely to purchase that product compared to a similar product without that statement? No artificial colors.		
Claim_noartcolor	Frequency	Weighted percent
0: Not checked	2485	57
1: Checked, No artificial colors	1913	43
Total	4398	100

Which of the following statements, if you saw it on the front of a food package, would make you more likely to purchase that product compared to a similar product without that statement? No added sugar.

Claim_noaddedsugar	Frequency	Weighted percent
0: Not checked	1951	48
1: Checked, No added sugar	2447	52
Total	4398	100

Which of the following statements, if you saw it on the front of a food package, would make you more likely to purchase that product compared to a similar product without that statement? Whole grain.

Claim_wholegrain	Frequency	Weighted percent
0: Not checked	2085	52
1: Checked, Whole grain	2313	48
Total	4398	100

Which of the following statements, if you saw it on the front of a food package, would make you more likely to purchase that product compared to a similar product without that statement? High fiber.

Claim_highfiber	Frequency	Weighted percent
0: Not checked	2336	58
1: Checked, High fiber	2062	42
Total	4398	100

Which of the following statements, if you saw it on the front of a food package, would make you more likely to purchase that product compared to a similar product without that statement? Raised without antibiotics.

Claim_noanti	Frequency	Weighted percent
0: Not checked	2315	56
1: Checked, Raised without antibiotics	2083	44
Total	4398	100

Which of the following statements, if you saw it on the front of a food package, would make you more likely to purchase that product compared to a similar product without that statement? Natural.

Claim_natural	Frequency	Weighted percent
0: Not checked	2989	67
1: Checked, Natural	1409	33
Total	4398	100

Which of the following statements, if you saw it on the front of a food package, would make you more likely to purchase that product compared to a similar product without that statement? Non-GMO.

Claim_nongmo	Frequency	Weighted percent
0: Not checked	2738	64
1: Checked, Non-GMO	1660	36
Total	4398	100

Which of the following statements, if you saw it on the front of a food package, would make you more likely to purchase that product compared to a similar product without that statement? Low calorie.

Claim_lowcal	Frequency	Weighted percent
0: Not checked	3023	70
1: Checked, Low calorie	1375	30
Total	4398	100

Which of the following statements, if you saw it on the front of a food package, would make you more likely to purchase that product compared to a similar product without that statement? Low fat.

Claim_lowfat	Frequency	Weighted percent
0: Not checked	2817	66
1: Checked, Low fat	1581	34
Total	4398	100

Which of the following statements, if you saw it on the front of a food package, would make you more likely to purchase that product compared to a similar product without that statement? Low saturated fat.

Claim_lowsatfat	Frequency	Weighted percent
0: Not checked	2956	71
1: Checked, Low saturated fat	1442	29
Total	4398	100

Which of the following statements, if you saw it on the front of a food package, would make you more likely to purchase that product compared to a similar product without that statement? Organic.

Claim_organic	Frequency	Weighted percent
0: Not checked	2365	55
1: Checked, Organic	2033	45
Total	4398	100

Which of the following statements, if you saw it on the front of a food package, would make you more likely to purchase that product compared to a similar product without that statement? Healthy.

Claim_healthy	Frequency	Weighted percent
0: Not checked	3133	69
1: Checked, Healthy	1265	31
Total	4398	100

Which of the following statements, if you saw it on the front of a food package, would make you more likely to purchase that product compared to a similar product without that statement? Gluten-free.

Claim_glutenfree	Frequency	Weighted percent
0: Not checked	3429	77
1: Checked, Gluten-free	969	23
Total	4398	100

Which of the following statements, if you saw it on the front of a food package, would make you more likely to purchase that product compared to a similar product without that statement? Sustainably raised.

Claim_sustain	Frequency	Weighted percent
0: Not checked	3414	80
1: Checked, Sustainably raised	984	20
Total	4398	100

Which of the following statements, if you saw it on the front of a food package, would make you more likely to purchase that product compared to a similar product without that statement? None of these.

Claim_none	Frequency	Weighted percent
0: Not checked	4022	90
1: Checked, None of these	376	10
Total	4398	100

Which of the statements you selected in the previous question are most important to you? Low sugar.

Claim_lowsugarR	Frequency	Weighted percent
-1: Legitimate skip	376	10
0: Not checked	3207	73
1: Checked, Low sugar	815	17
Total	4398	100

Which of the statements you selected in the previous question are most important to you? Low sodium.		
Claim_lowsodiumR	Frequency	Weighted percent
-1: Legitimate skip	376	10
0: Not checked	3046	71
1: Checked, Low sodium	976	19
Total	4398	100

Which of the statements you selected in the previous question are most important to you? No artificial ingredients.		
Claim_noartingR	Frequency	Weighted percent
-1: Legitimate skip	376	10
0: Not checked	3162	70
1: Checked, No artificial ingredients	860	20
Total	4398	100

Which of the statements you selected in the previous question are most important to you? No artificial colors.		
Claim_noartcolorR	Frequency	Weighted percent
-1: Legitimate skip	376	10
0: Not checked	3720	83
1: Checked, No artificial colors	302	7
Total	4398	100

Which of the statements you selected in the previous question are most important to you? No added sugar.		
Claim_noaddedsugarR	Frequency	Weighted percent
-1: Legitimate skip	376	10
0: Not checked	3326	75
1: Checked, No added sugar	696	14
Total	4398	100

Which of the statements you selected in the previous question are most important to you? Whole grain.		
Claim_wholegrainR	Frequency	Weighted percent
-1: Legitimate skip	376	10
0: Not checked	3467	79
1: Checked, Whole grain	555	11
Total	4398	100

Which of the statements you selected in the previous question are most important to you? High fiber.		
Claim_highfiberR	Frequency	Weighted percent
-1: Legitimate skip	376	10
0: Not checked	3540	80
1: Checked, High fiber	482	10
Total	4398	100

Which of the statements you selected in the previous question are most important to you? Raised without antibiotics.		
Claim_noantiR	Frequency	Weighted percent
-1: Legitimate skip	376	10
0: Not checked	3337	76
1: Checked, Raised without antibiotics	685	14
Total	4398	100

Which of the statements you selected in the previous question are most important to you? Natural.		
Claim_naturalR	Frequency	Weighted percent
-1: Legitimate skip	376	10
0: Not checked	3767	83
1: Checked, Natural	255	7
Total	4398	100

Which of the statements you selected in the previous question are most important to you? Non-GMO.		
Claim_nongmoR	Frequency	Weighted percent
-1: Legitimate skip	376	10
0: Not checked	3488	78
1: Checked, Non-GMO	534	12
Total	4398	100

Which of the statements you selected in the previous question are most important to you? Low calorie.		
Claim_lowcalR	Frequency	Weighted percent
-1: Legitimate skip	376	10
0: Not checked	3745	84
1: Checked, Low calorie	277	6
Total	4398	100

Which of the statements you selected in the previous question are most important to you? Low fat.		
Claim_lowfatR	Frequency	Weighted percent
-1: Legitimate skip	376	10
0: Not checked	3651	82
1: Checked, Low fat	371	8
Total	4398	100

Which of the statements you selected in the previous question are most important to you? Low saturated fat.		
Claim_lowsatfatR	Frequency	Weighted percent
-1: Legitimate skip	376	10
0: Not checked	3702	84
1: Checked, Low saturated fat	320	6
Total	4398	100

Which of the statements you selected in the previous question are most important to you? Organic.		
Claim_organicR	Frequency	Weighted percent
-1: Legitimate skip	376	10
0: Not checked	3278	74
1: Checked, Organic	744	16
Total	4398	100

Which of the statements you selected in the previous question are most important to you? Healthy.		
Claim_healthyR	Frequency	Weighted percent
-1: Legitimate skip	376	10
0: Not checked	3711	81
1: Checked, Healthy	311	9
Total	4398	100

Which of the statements you selected in the previous question are most important to you? Gluten-free.		
Claim_glutenfreeR	Frequency	Weighted percent
-1: Legitimate skip	376	10
0: Not checked	3851	86
1: Checked, Gluten-free	171	4
Total	4398	100

Which of the statements you selected in the previous question are most important to you? Sustainably raised.		
Claim_sustainR	Frequency	Weighted percent
-1: Legitimate skip	376	10
0: Not checked	3820	85
1: Checked, Sustainably raised	202	4
Total	4398	100

Demographics

Demographics (Both versions, N=4398)

How much of your household's food shopping do you do?		
shoppingfreq	Frequency	Weighted percent
Missing	19	0
1: All of the food shopping	2167	40
2: Most of it	1047	24
3: About half of it	612	17
4: Only a little of it	429	13
5: None of it	113	4
8: Don't know	11	0
Total	4398	100

Have you ever worked in any of the following industries? Food manufacturing. manufacturing		
work_foodmanu	Frequency	Weighted percent
Missing	346	8
1: Yes	340	10
2: No	3712	83
Total	4398	100

Have you ever worked in any of the following industries? Farming.		
work_farm	Frequency	Weighted percent
Missing	344	8
1: Yes	599	13
2: No	3455	79
Total	4398	100

Have you ever worked in any of the following industries? Restaurant or other food service.		
work_foodservice	Frequency	Weighted percent
Missing	164	3
1: Yes	1920	49
2: No	2314	48
Total	4398	100

Have you ever worked in any if the following industries? Health care.		
work_healthcare	Frequency	Weighted percent
Missing	297	7
1: Yes	1154	24
2: No	2947	69
Total	4398	100

Have you ever worked in any of the following industries? Public health.		
work_publichealth	Frequency	Weighted percent
Missing	408	9
1: Yes	313	7
2: No	3677	84
Total	4398	100

Do you have or have you ever had a ServSafe or other similar safe food handling certification?		
Servesafe	Frequency	Weighted percent
Missing	14	0
-5: Not applicable	2171	50
1: Yes	296	8
2: No	1837	39
8: Don't know	80	3
Total	4398	100

Would you say your health in general is....		
V11	Frequency	Weighted percent
Missing	20	0
1: Excellent	569	12
2: Very good	1800	38
3: Good	1465	34
4: Fair	455	13
5: Poor	75	2
8: Don't know	14	1
Total	4398	100

In the past year, did you get sick from eating spoiled or unsafe food?		
N4V1	Frequency	Weighted percent
Missing	12	0
-5: Not applicable	2171	50
1: Yes	215	5
2: No	1881	41
8: Don't know	119	3
Total	4398	100

Have you ever been told by a doctor or other healthcare professional that you have high blood pressure, diabetes, high cholesterol, heart disease, or cancer?		
V12b	Frequency	Weighted percent
Missing	29	1
1: Yes	2310	45
2: No	2026	53
8: Don't know	33	1
Total	4398	100

Have you ever been told by a doctor or other healthcare professional that you are overweight or obese?		
Overweight	Frequency	Weighted percent
Missing	22	0
1: Yes	1661	37
2: No	2664	61
8: Don't know	51	2
Total	4398	100

About how many days per week do you engage in moderate or vigorous physical activity (such as brisk walking, jogging, biking, aerobics, or yard work)?		
Exercise	Frequency	Weighted percent
Missing	35	1
0: 0 days per week	644	15
1: 1 day per week	439	11
2: 2 days per week	677	16
3: 3 days per week	829	17
4: 4 days per week	537	12
5: 5 days per week	636	15
6: 6 days per week	282	6
7: 7 days per week	319	7
Total	4398	100

In the past 12 months have you or anyone living in your household received SNAP or food stamp benefits?		
SNAP12m	Frequency	Weighted percent
Missing	65	2
1: Yes	354	11
2: No	3943	85
8: Don't know	36	1
Total	4398	100

How do you describe yourself?		
gender	Frequency	Weighted percent
Missing	89	2
1: Male	1602	48
2: Female	2707	50
Total	4398	100

Do you...		
hometype	Frequency	Weighted percent
Missing	132	3
1: Own your own home	3146	61
2: Rent your home	895	27
3: Have some other arrangement?	225	9
Total	4398	100

Are you Hispanic or Latino?		
P8	Frequency	Weighted percent
Missing	141	3
1: Yes	305	15
2: No	3952	82
Total	4398	100

What language or languages do you usually speak at home? English.		
P8A_ENG	Frequency	Weighted percent
0: Not checked	253	7
1: Checked, English	4145	93
Total	4398	100

What language or languages do you usually speak at home? Spanish.		
P8A_SP	Frequency	Weighted percent
0: Not checked	4199	90
1: Checked, Spanish	199	10
Total	4398	100

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What language or languages do you usually speak at home? Other language(s)		
P8A_OTH	Frequency	Weighted percent
0: Not checked	4168	95
1: Checked, Other language(s)	230	5
Total	4398	100

What is your race? White.		
P91	Frequency	Weighted percent
0: Not checked	894	25
1: Checked, White	3504	75
Total	4398	100

What is your race? Black or African American.		
P92	Frequency	Weighted percent
0: Not checked	4037	87
1: Checked, Black or African American	361	13
Total	4398	100

What is your race? Asian.		
P93	Frequency	Weighted percent
0: Not checked	4165	96
1: Checked, Asian	233	4
Total	4398	100

What is your race? Native Hawaiian or other Pacific Islander.		
P94	Frequency	Weighted percent
0: Not checked	4377	100
1: Checked, Native Hawaiian/Pacific Islander	21	0
Total	4398	100

What is your race? American Indian or Alaska Native.		
P95	Frequency	Weighted percent
0: Not checked	4329	99
1: Checked, American Indian/Alaska Native	69	1
Total	4398	100

2019 Food Safety and Nutrition Survey (FSANS)

What is your race? Some other race.		
P96	Frequency	Weighted percent
0: Not checked	4207	93
1: Checked, Some other race	191	7
Total	4398	100

What is the last grade or year of school that you have completed?		
P10	Frequency	Weighted percent
Missing	74	1
1: Less than high school degree	128	5
2: High school graduate or GED	919	34
3: 1 - 3 years college/some college	1222	31
4: College graduate - bachelor's degree	1125	16
5: Postgraduate, master's degree, doctorate, etc.	930	12
Total	4398	100

What was your total household income before taxes during the past 12 months?		
P14	Frequency	Weighted percent
Missing	685	16
1: Less than \$25,000	563	15
2: \$25,000 to 34,999	387	10
3: \$35,000 to \$49,999	462	11
4: \$50,000 to \$74,999	687	15
5: \$75,000 to \$99,999	509	10
6: 100,000 to \$149,999	566	12
7: \$150,000 or more	539	10
Total	4398	100

Methodology

The respondents for this survey were English- or Spanish-speaking noninstitutionalized adults (≥ 18 years old) living in the 50 U.S. states and the District of Columbia. Address-based sampling was used to draw a nationally representative sample of households. Respondents within the household were randomly selected using the Hagen-Collier within-household sampling scheme to randomly identify one adult.

Each selected household received up to five mailings requesting participation in the study. The first was a notification letter on FDA letterhead introducing the study and providing the information necessary (the URL [i.e., website address] and a unique personal identification number [PIN] assigned to each selected household) to complete the study by visiting an FDA website. That first mailing contained two \$1 bills to encourage response and maintain data quality. The second mailing, a thank you/reminder postcard, was sent three days after the initial letter, and was followed six days later by the third mailing, which was a second reminder letter. The fourth mailing, sent 20 days after the initial mailing to those who had not yet responded, contained a letter, a survey booklet, and a pre-paid return envelope for respondents to use. Four days after the fourth mailing, researchers sent the fifth and final contact, a mail survey reminder postcard that also included instructions on how to access the web version of the survey. Addresses in zip codes with high density Hispanic populations according to the US Census (20% Hispanic or higher) received two-sided letters in Contacts 1, 3, and 4 with information in English and Spanish.

The FDA survey webpage provided commonly asked questions about the study in both English and Spanish, and a link that routed each participant to the survey host website. Once on the host website, the respondents entered their assigned PIN to begin the survey. Each respondent was randomly assigned to one of the two versions of the survey: Food Safety or Nutrition. Some overlapping questions were asked on both versions.

Survey data were weighted to account for sampling design and non-response. Because all of the US addresses had the same chance of being selected, the base weights are the same for all the sampled addresses. Base weights were adjusted with data from the sample frame (Census region, single or multi-unit housing); the number of adults per household; and demographic controls from the latest release of the 5-year American Community Survey data (2014-2018 ACS data) for sex, age, race, Hispanic origin, education, Census region, and residence in a metropolitan area.