

**NEW SURVEY SHOWS AMERICANS ARE STILL CONCERNED ABOUT FOOD SAFETY, YET STILL NOT SMART ABOUT WHAT THEY LIKE TO EAT**  
***9 out of 10 Americans are as concerned or more concerned than last year about contracting food-borne illnesses***

A national survey of 2,500 Americans fielded this summer reveals that 93 percent of Americans are as concerned or more concerned than they were last year about contracting food-borne illnesses. The survey results were nearly equally split between male and female respondents.

The study, conducted by TNS, a world leader in market research and commissioned by National Pasteurized Eggs, also revealed that 96 percent of Americans say that media coverage has contributed to keeping or increasing that concern over the past year. Details on survey questions and responses follow.

**1. What is your level of concern about your family contracting food-borne illness, compared to a year ago?**

- 64.7 percent have the same level of concern
- 29.1 percent are more concerned than last year
- 6.2 percent are less concerned

**2. How has recent media coverage affected your level of concern about food-borne illness such as Salmonella, compared to a year ago?**

- 64.4 percent have the same level of concern
- 30.7 percent are more concerned than last year
- 4.9 percent are less concerned

**3. What food is the leading cause of Salmonella poisoning?**

- 49.3 percent say meat is the leading cause
- 31.4 percent say eggs are the leading cause
- 11.5 percent say vegetables are the leading cause
- 7.0 percent say seafood is the leading cause
- 1.0 percent say fruit is the leading cause

**4. Do you know that consuming an under cooked egg could cause food-borne illness if the egg contains Salmonella?**

- 81.1 percent say yes, they did know
- 18.8 percent say no, they did not know

**5. How do you eat your eggs? (multiple answers possible)**

- Scrambled 75.7 percent
- Hard Boiled 46.2 percent
- Over easy 35.3 percent
- Sunny side up 25.2 percent
- Eggs over medium 24.5 percent
- Eggs Benedict 11.8 percent
- Poached eggs 10.8 percent
- Soft boiled 10.8 percent
- Soft poached 10.2 percent
- Other 8.8 percent
- Do not eat eggs 6.8 percent

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