

Are Canadians experiencing food recall fatigue? A study on food recall efficiency in Canada

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Preliminary Results (*More results available by request*)

Highlights of the Study (1)

1. **Lack of awareness:** Most respondents underestimated number of food recalls in 2017 (over 60% by at least 100 recalls);
2. **Confusion:** Less than 4% of respondents had heard of all 3 “real” recalls and not the “false” one;
3. **Responsibility:** Respondents place responsibility for food safety with the government and government agencies, not consumers;
4. **Causality:** Respondents overwhelmingly believe food contamination primarily occurs before it reaches their home.



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Highlights of the Study (2)

1. **Concerned groups:** Generally, respondents with less education, who earn less, are married or have children are more likely to worry more about food recalls;
2. **Concerned regions:** Respondents in Ontario are most worried about food recalls, followed by the Atlantic Region;
3. **Media reliance:** Few respondents rely on public regulators to get information on recalls, preferring information from traditional media;
4. **Scientific literacy:** Freshness and inappropriate storage are biggest sources of concern for respondents, who have less concern for bacteria, listeria and CJD.

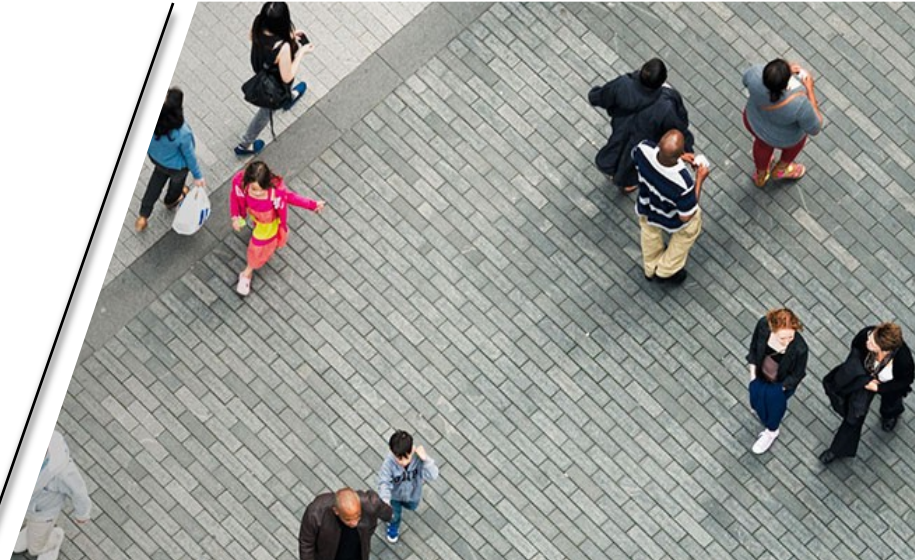


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Survey Performance (1)

- Aim of survey: To better understand how Canadians react to food recalls, measure overall awareness of food recalls, and assess if they make Canadians feel safer;
- Survey duration: 3 days, March 2018;
- Sample size: $n=1049$.



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Survey Performance (2)

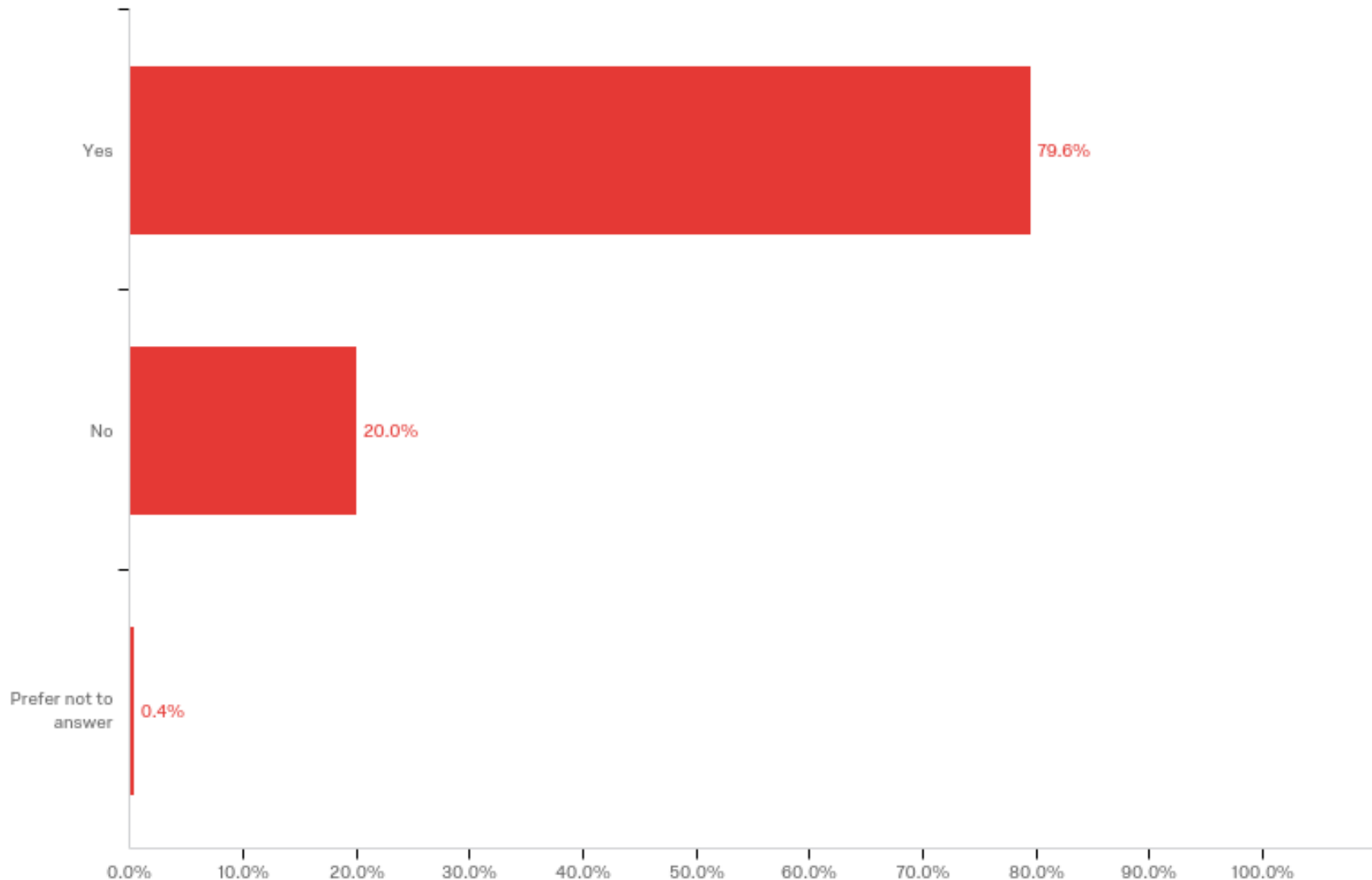
- Bilingual survey, cross-Canada study (including Québec);
- Respondents were required to be 18 years old and living in Canada for at least 12 months;
- Completion rate: 98%;
- Average duration of survey: 5.1 minutes;
- Sampling: Convenience, representative sample for Canadian market;
- Estimated margin of error: 3.1%, 19 times out of 20 (not same parameters as online surveys)



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Thinking about the last 2 years, have you **heard anything** about food being recalled in Canada?



Awareness

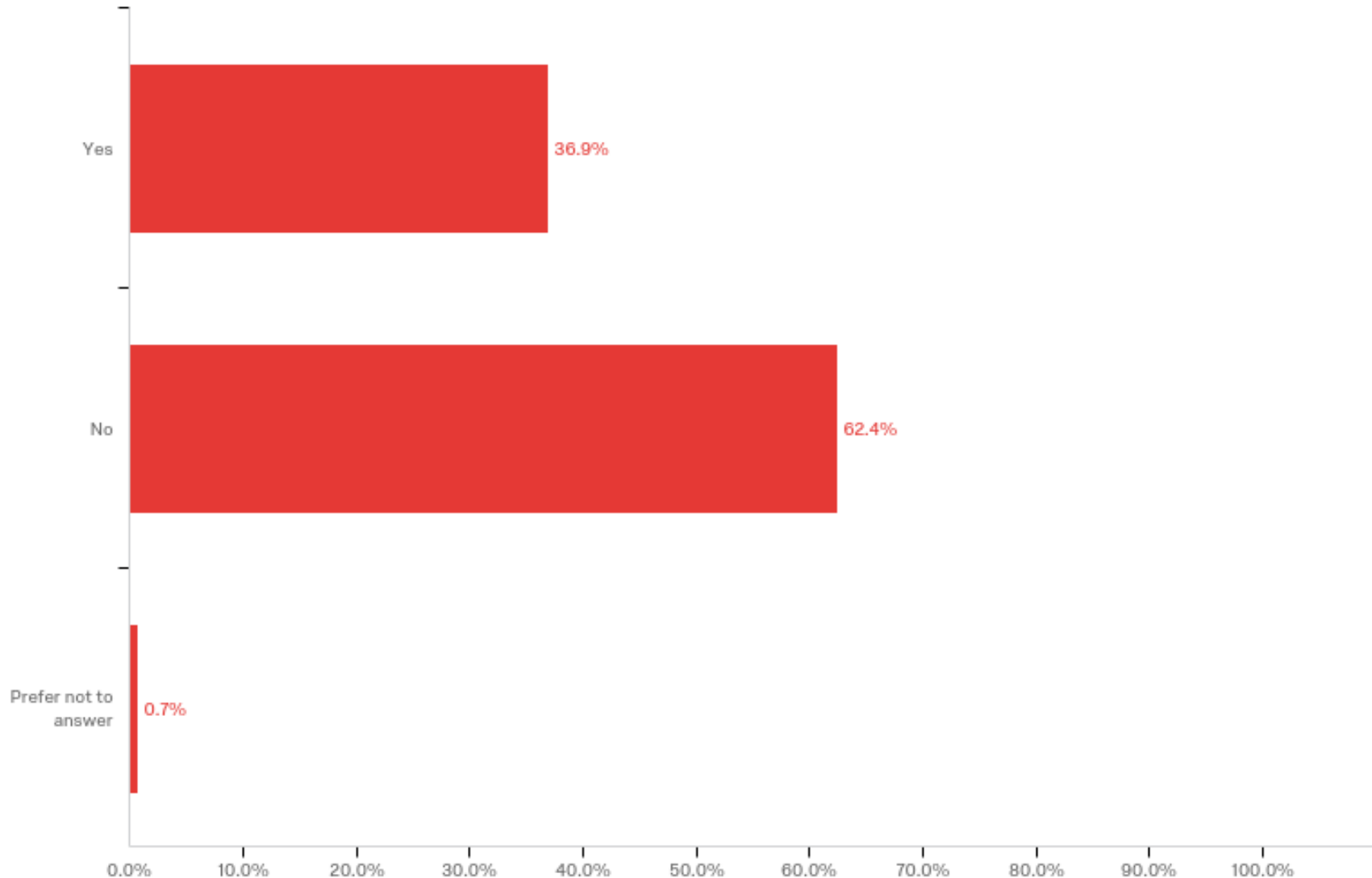
Subgroups with greatest proportion (in order)

1. Respondents earning between **\$80,001 and \$150,000**
2. Respondents earning **more than \$150,000**
3. Respondents living in the **Atlantic region**
4. Respondents with a **university degree**
5. Respondents who are **married or common law**

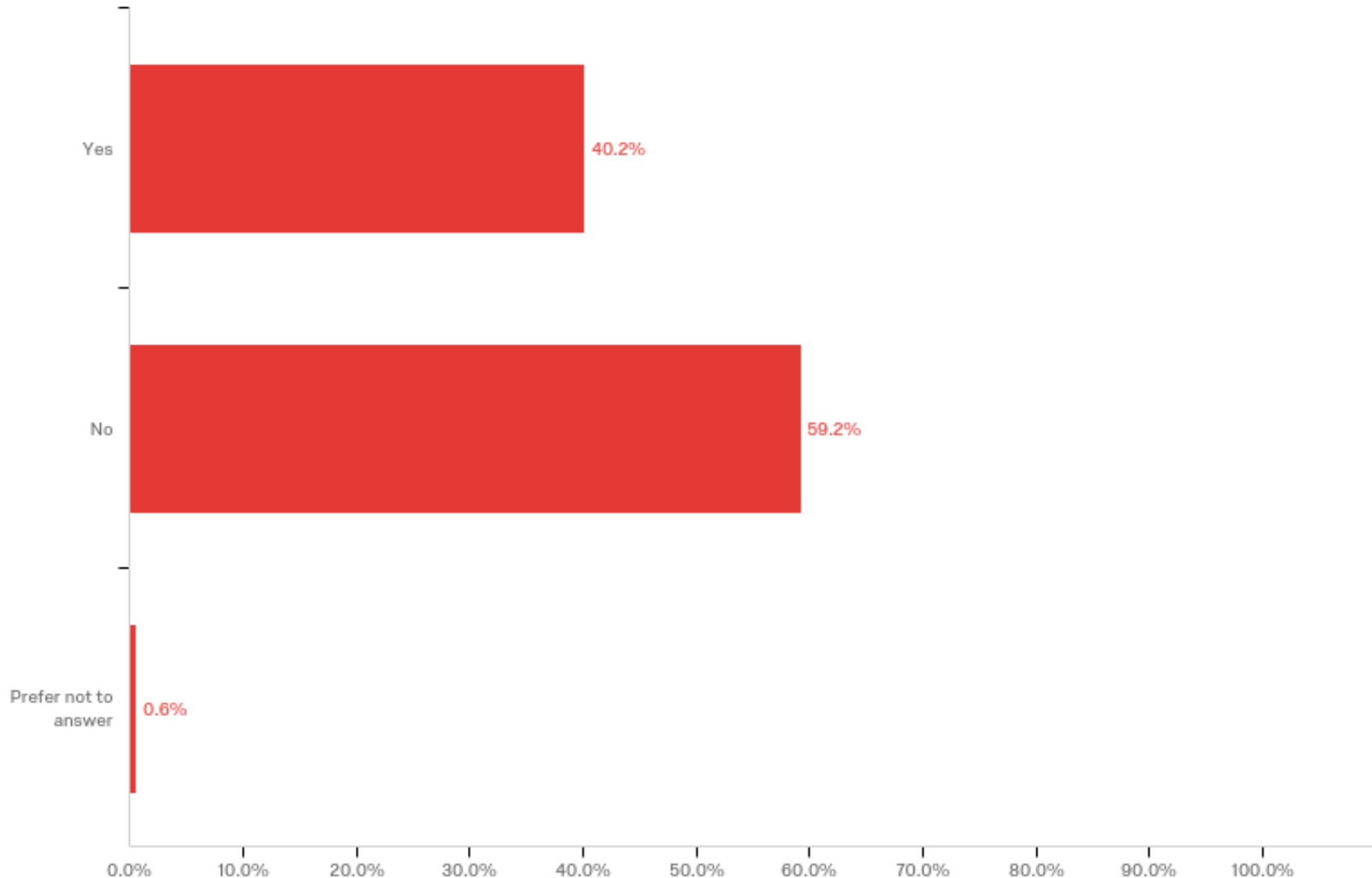
Lowest proportion (in order)

1. Respondents **under 21**
2. Respondents earning **less than \$40,000**
3. Respondents who are **single**
4. Respondents living in **Quebec**
5. Respondents with a **high school diploma**

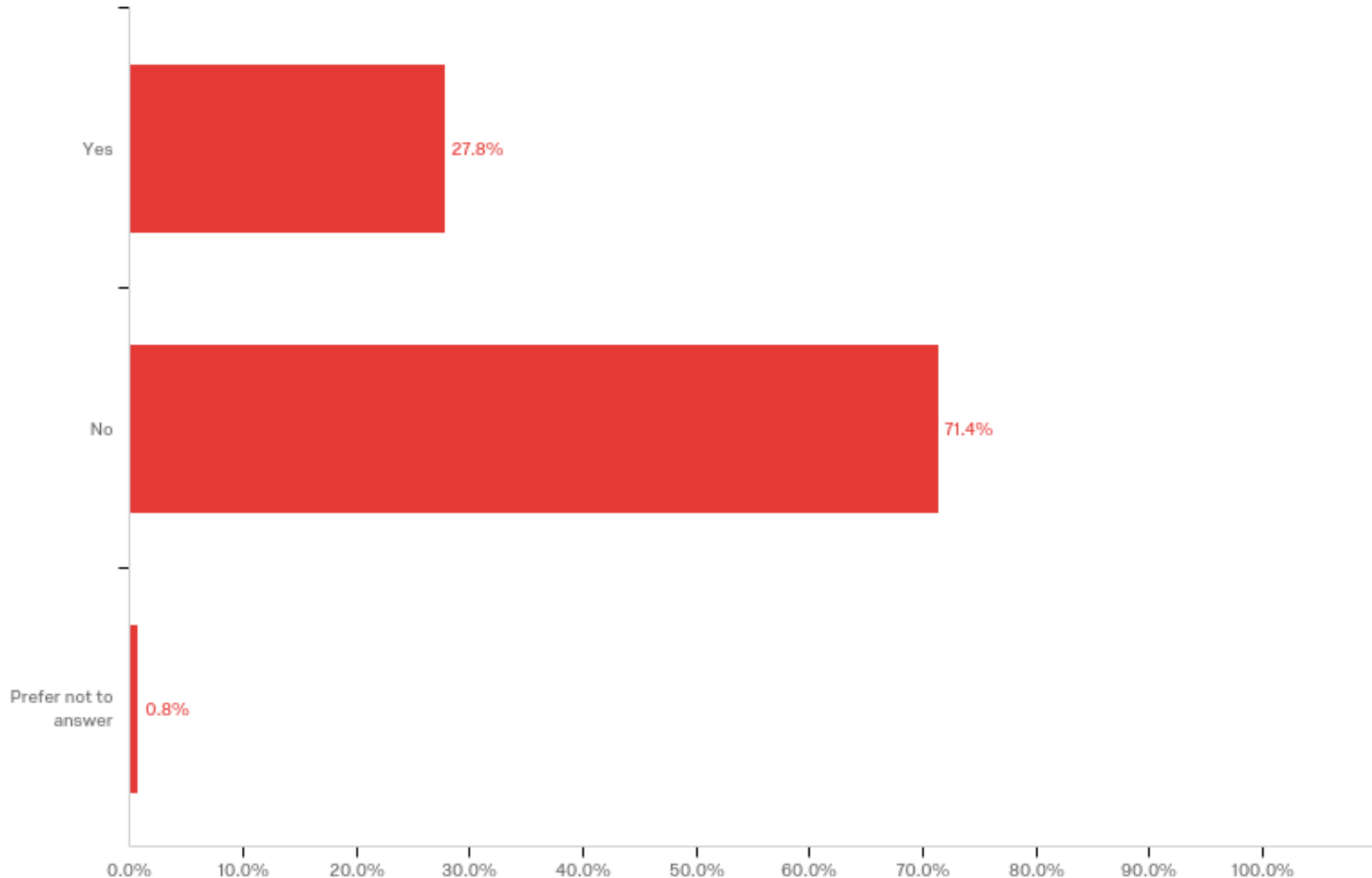
Thinking about the last 2 years, have you heard anything about **flour** being recalled in Canada (*occurred in May 2017*)?



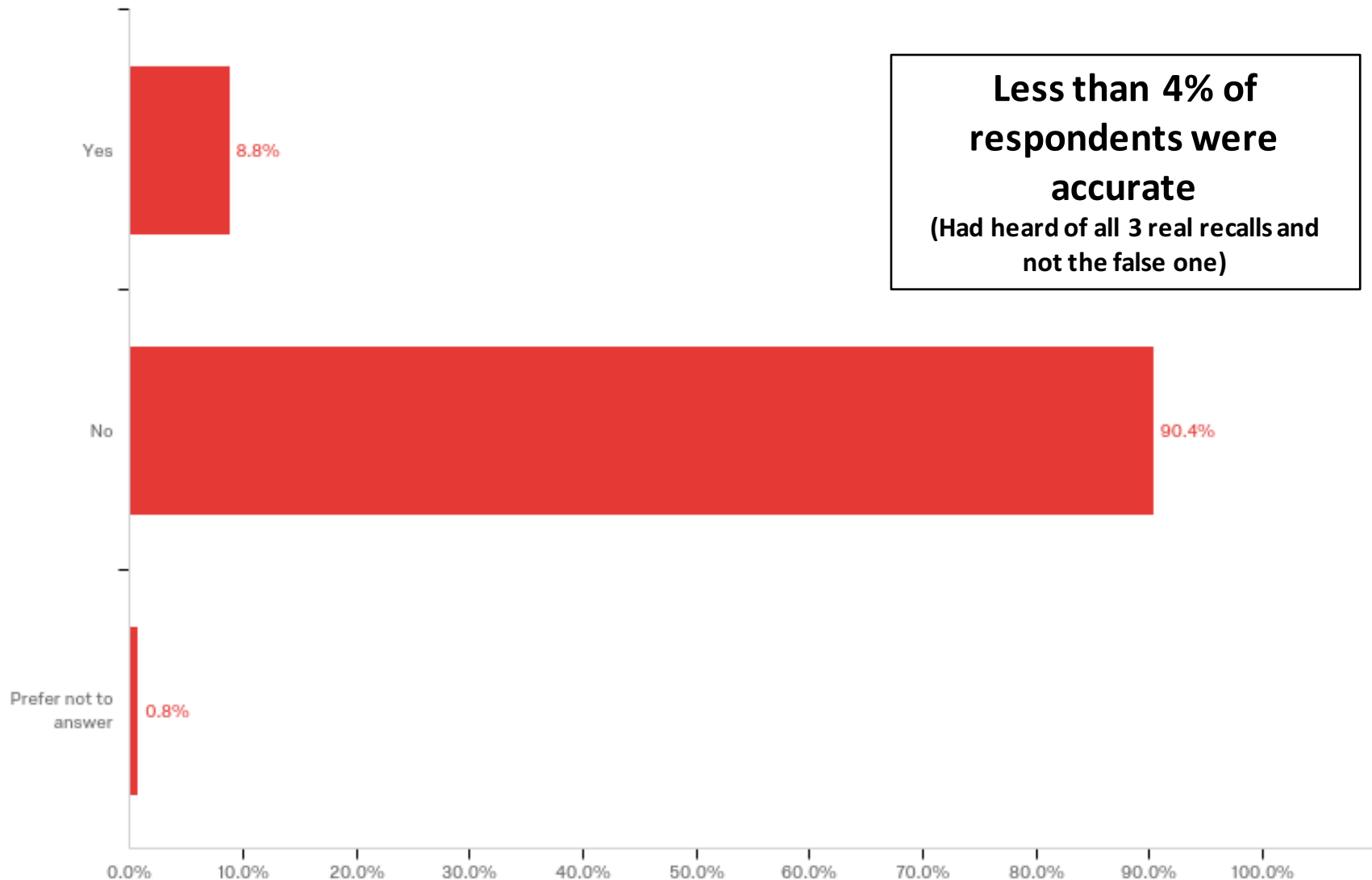
Thinking about the last 2 years, have you heard anything about **frozen fruits and vegetables** being recalled in Canada (*occurred in May 2016*)?



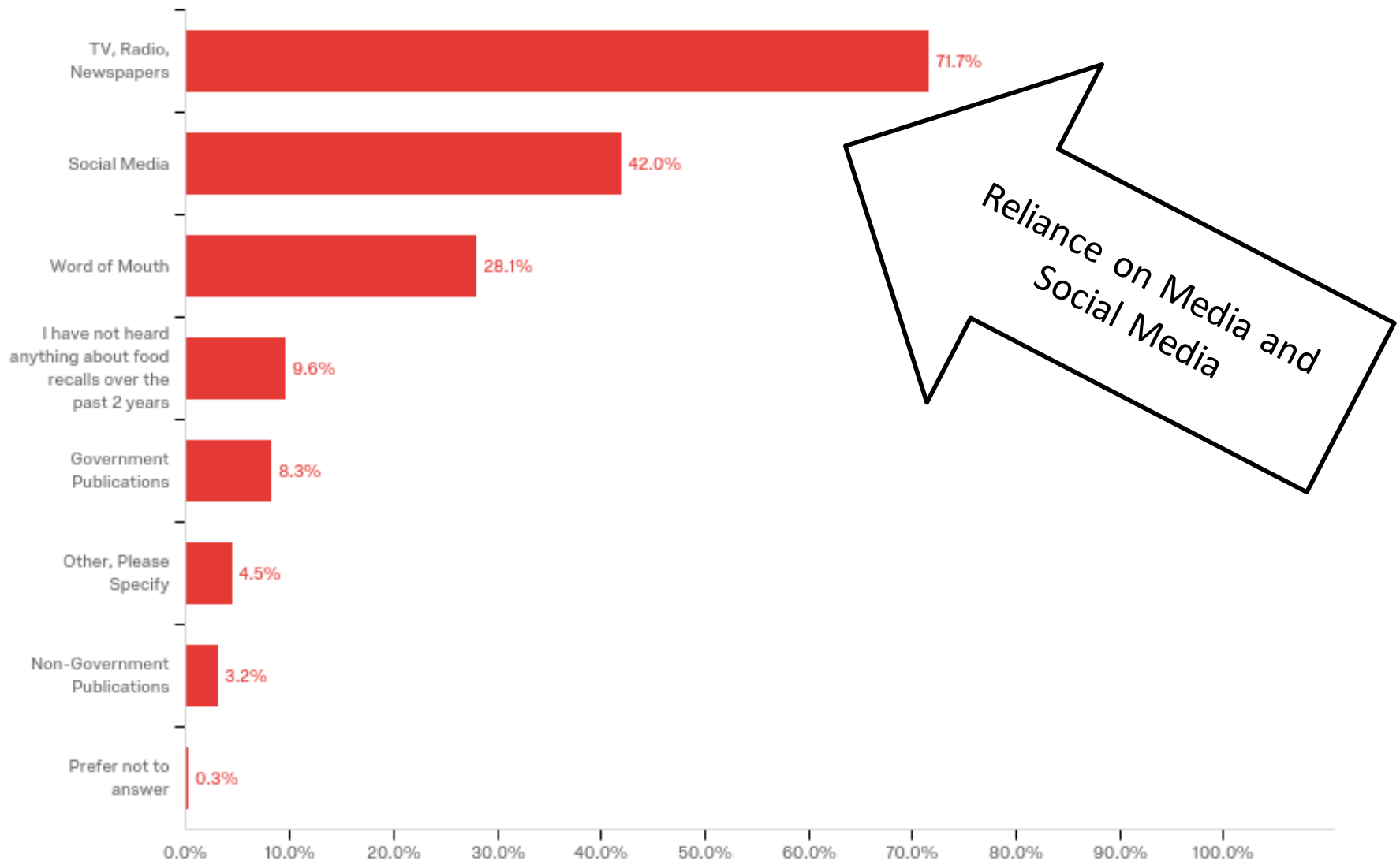
Thinking about the last 2 years, have you heard anything about **hummus** being recalled in Canada (*occurred in November 2016*)?



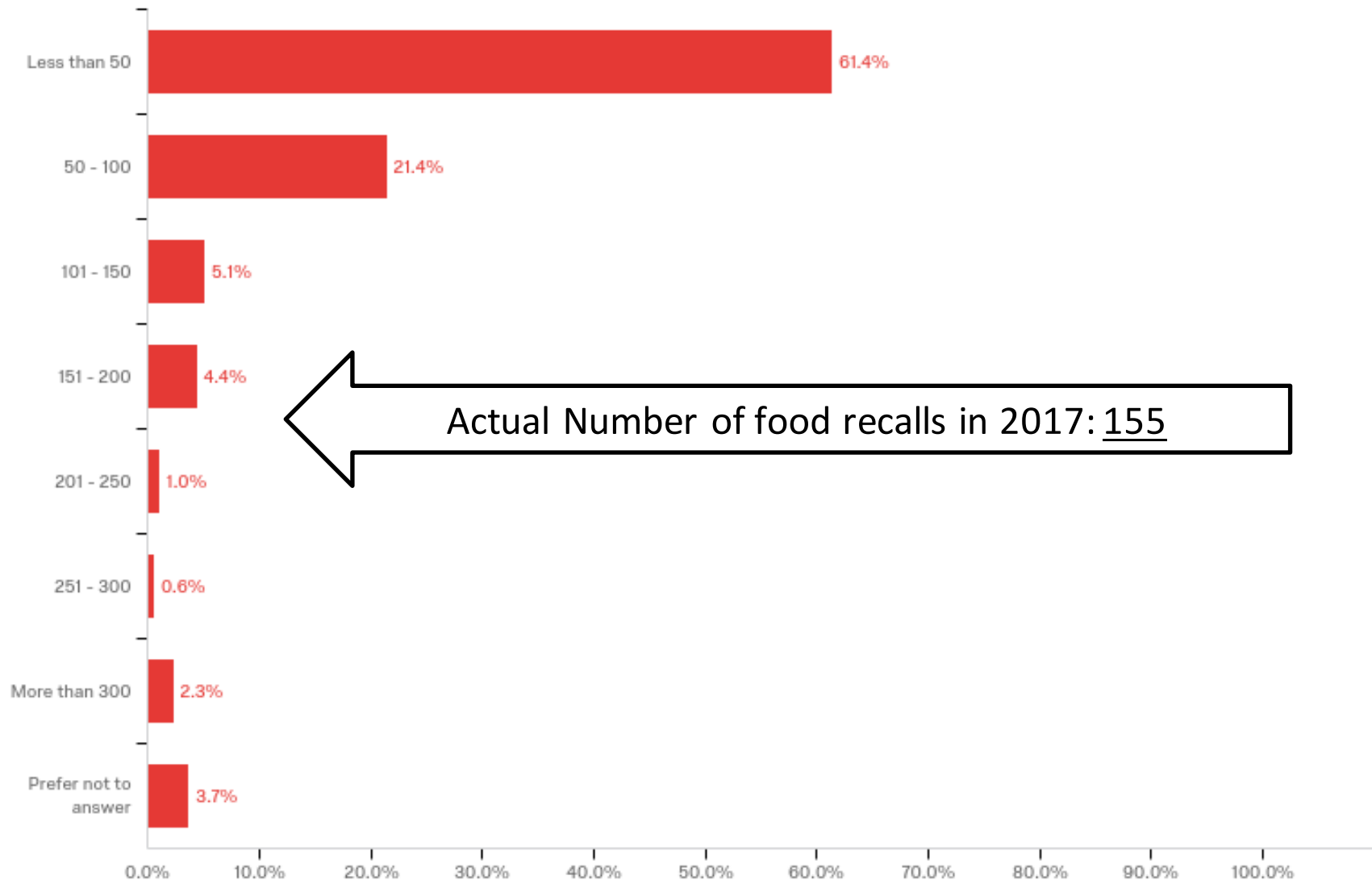
Thinking about the last 2 years, have you heard anything about **potatoes** being recalled in Canada (***did not occur***)?



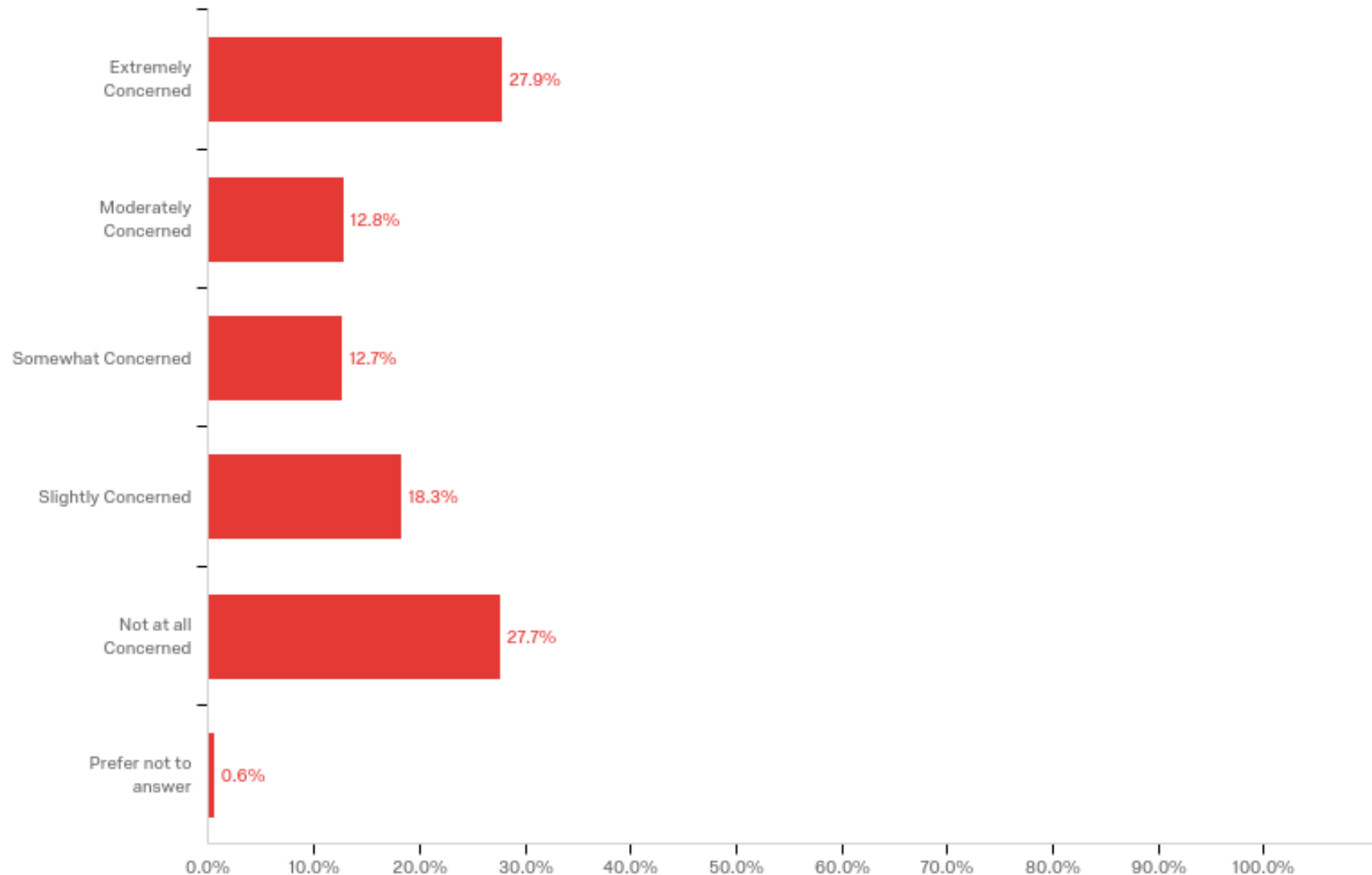
Over the past 2 years, **where** did you get your information about food recalls? Please check all that apply.



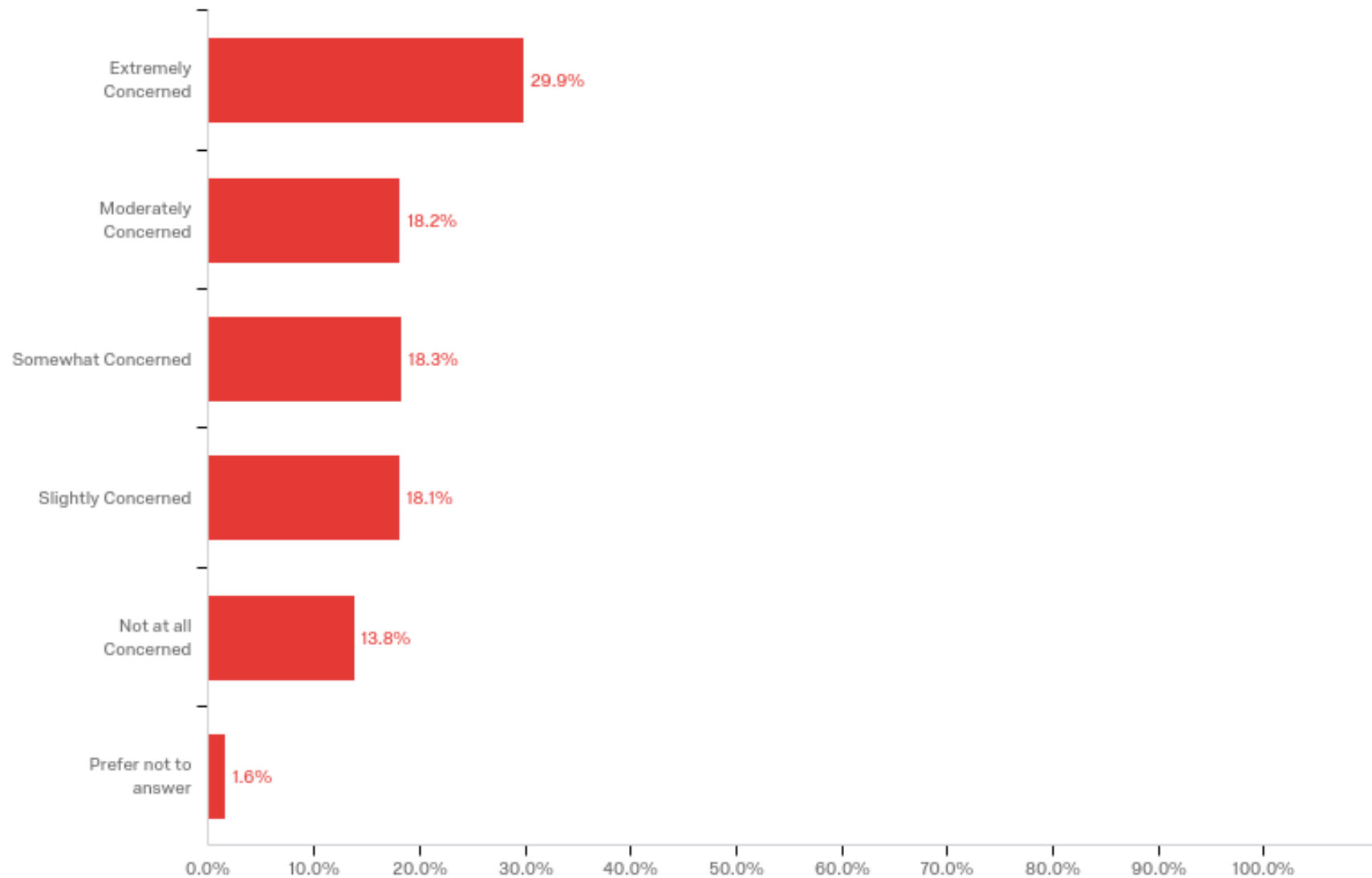
How many **recalls** do you think were issued by the Canadian Food Inspection Agency in 2017?



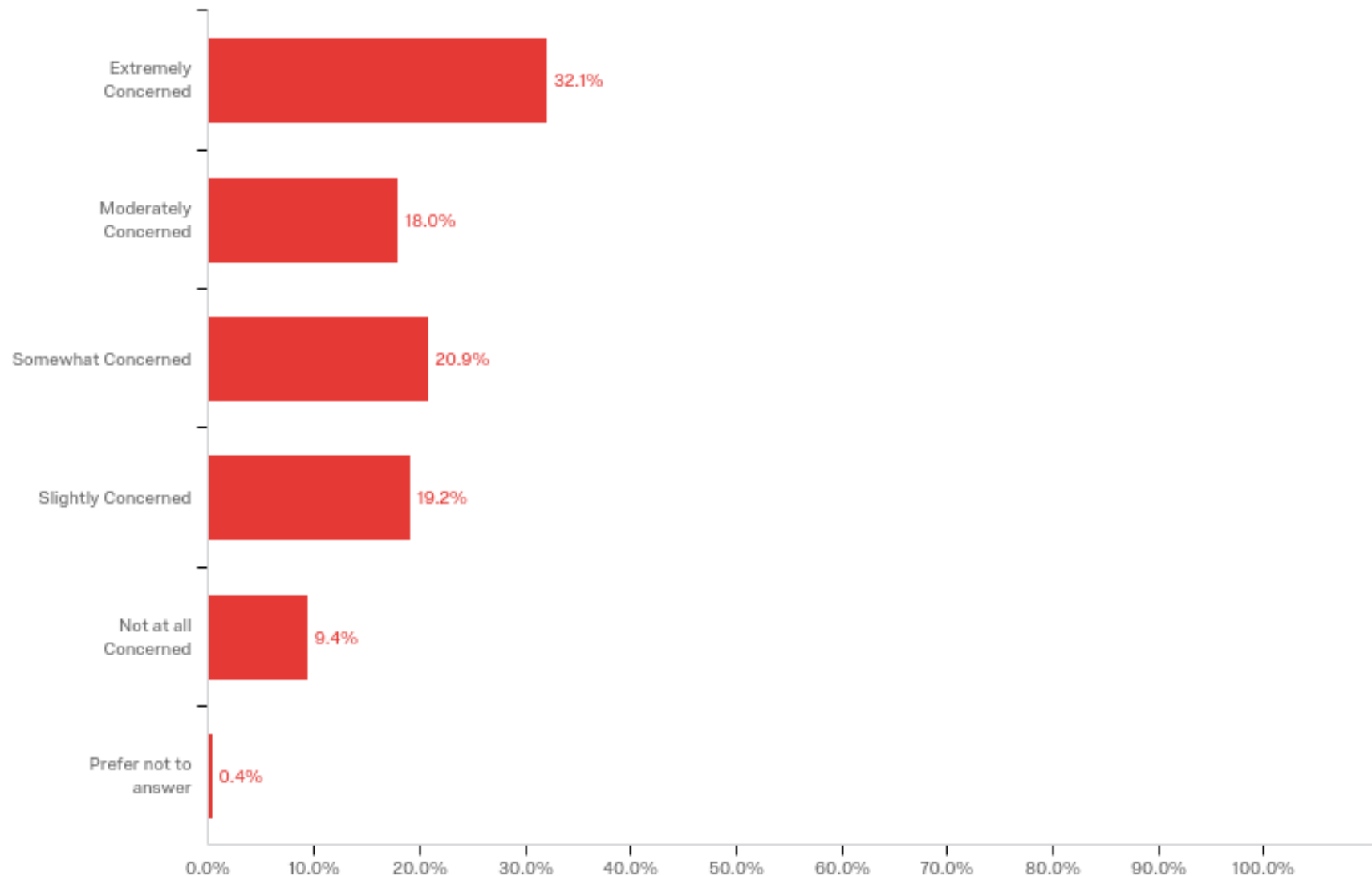
Are you concerned about **Creutzfeldt-Jakob Disease** (human variant of mad cow disease or bovine spongiform encephalopathy)?



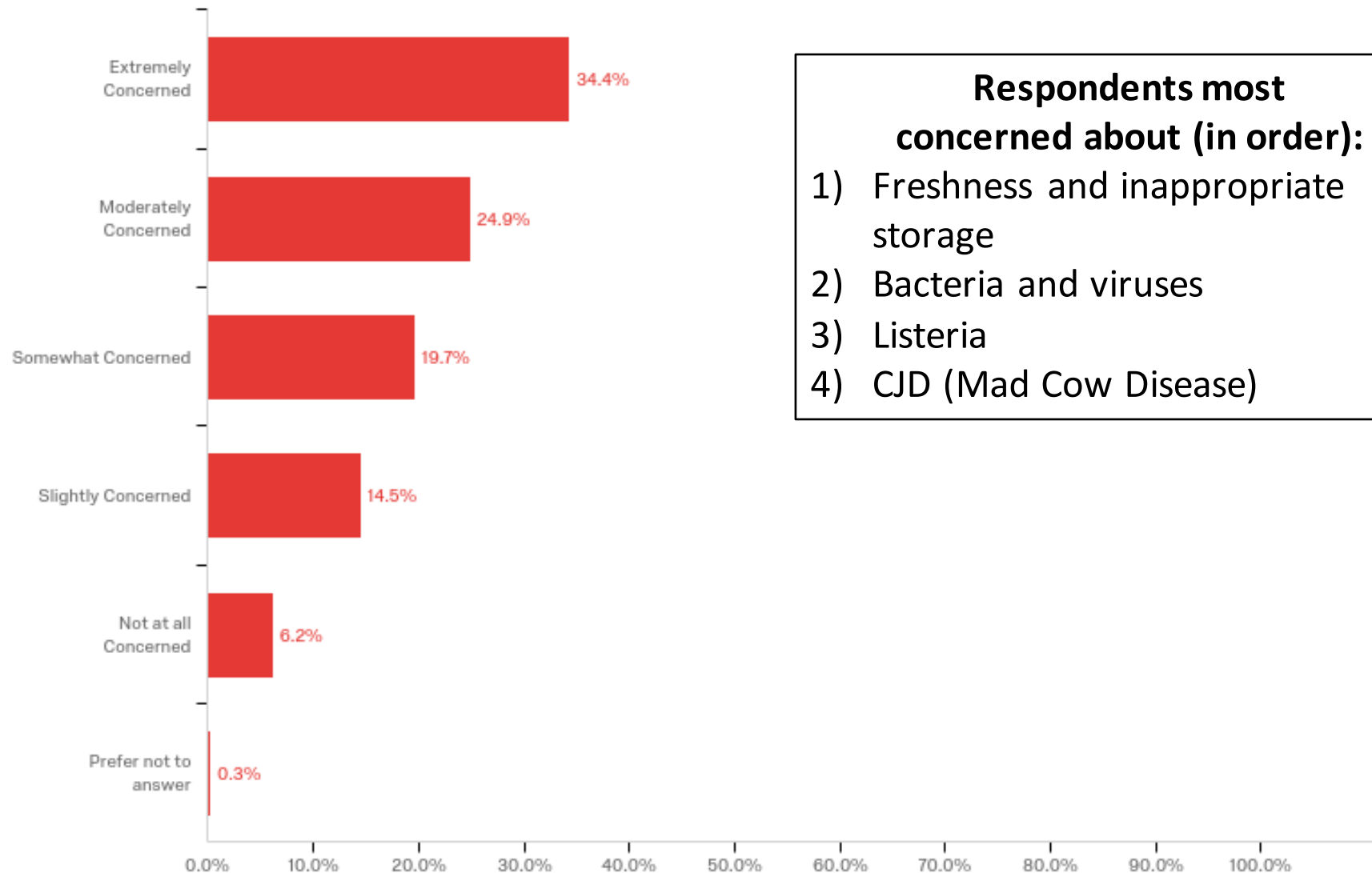
Are you concerned about **Listeria**?



Are you concerned about foods contaminated with **bacteria** or **viruses** in general?



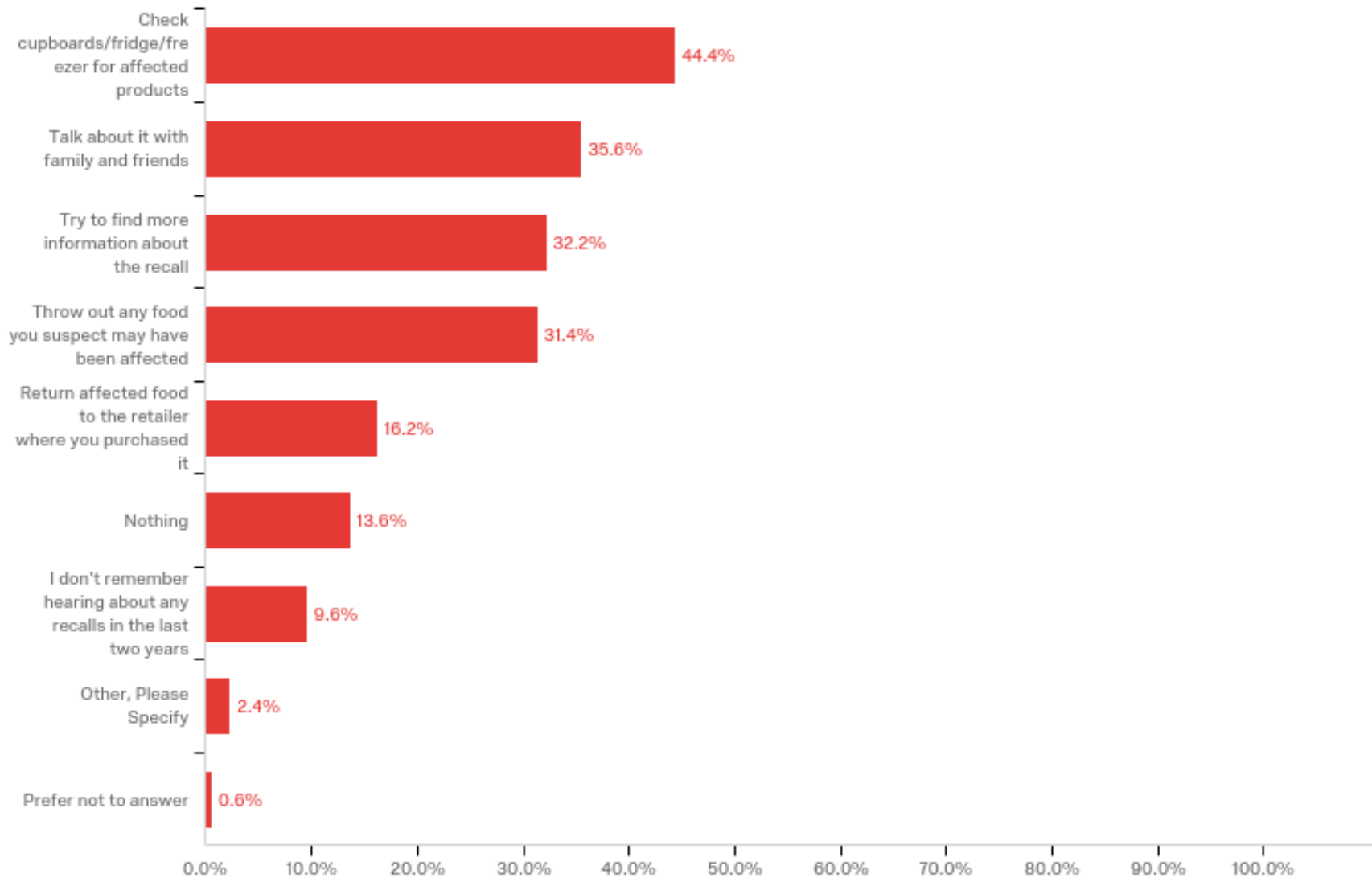
Are you concerned about foods that are **not fresh** or have not been **stored properly**?



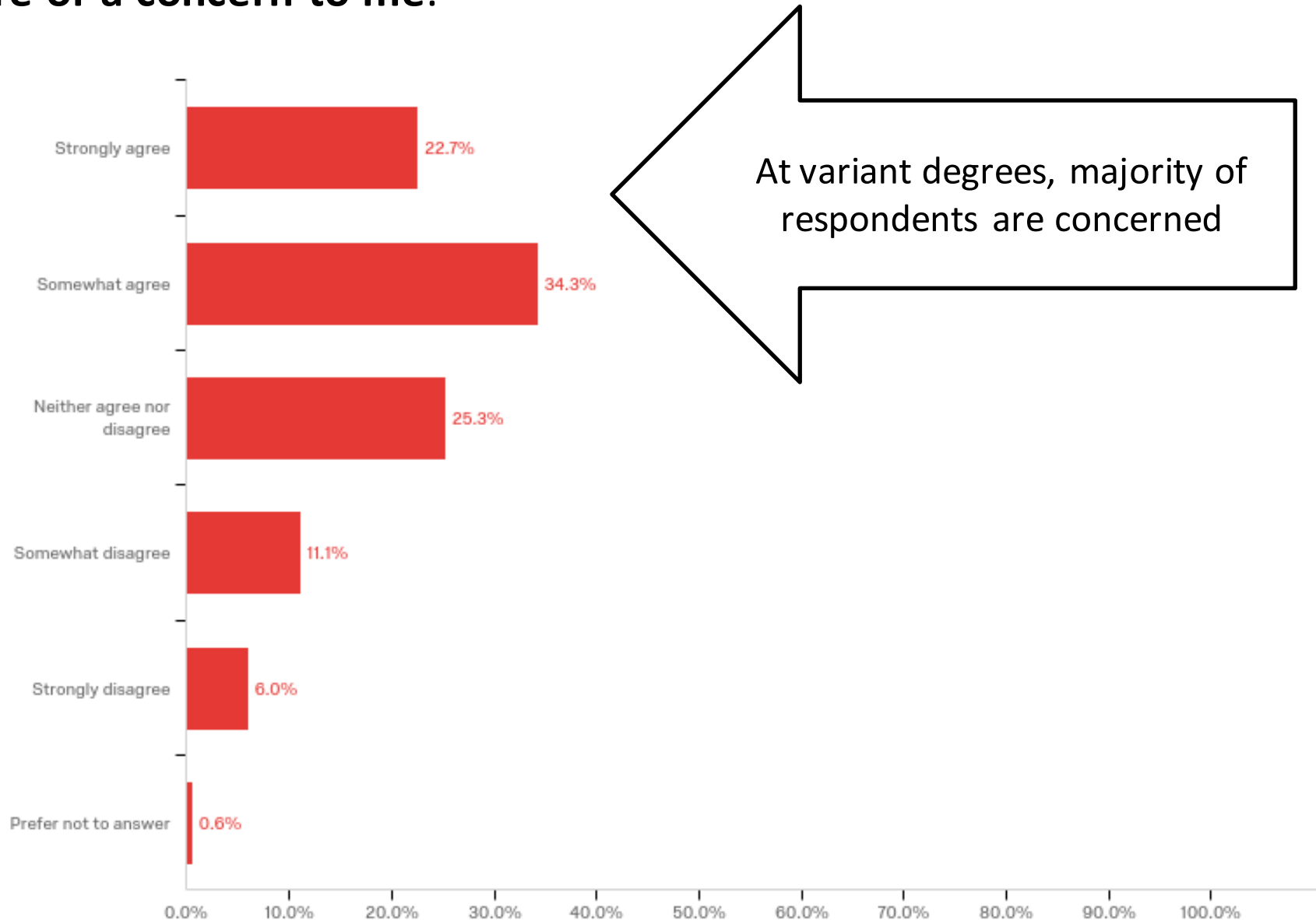
Respondents most concerned about (in order):

- 1) Freshness and inappropriate storage
- 2) Bacteria and viruses
- 3) Listeria
- 4) CJD (Mad Cow Disease)

Thinking about the most recent food recall you can remember, **what did you do** when you heard about it? Please check all that apply.



Over the last 5 years, food recalls have become
more of a concern to me.

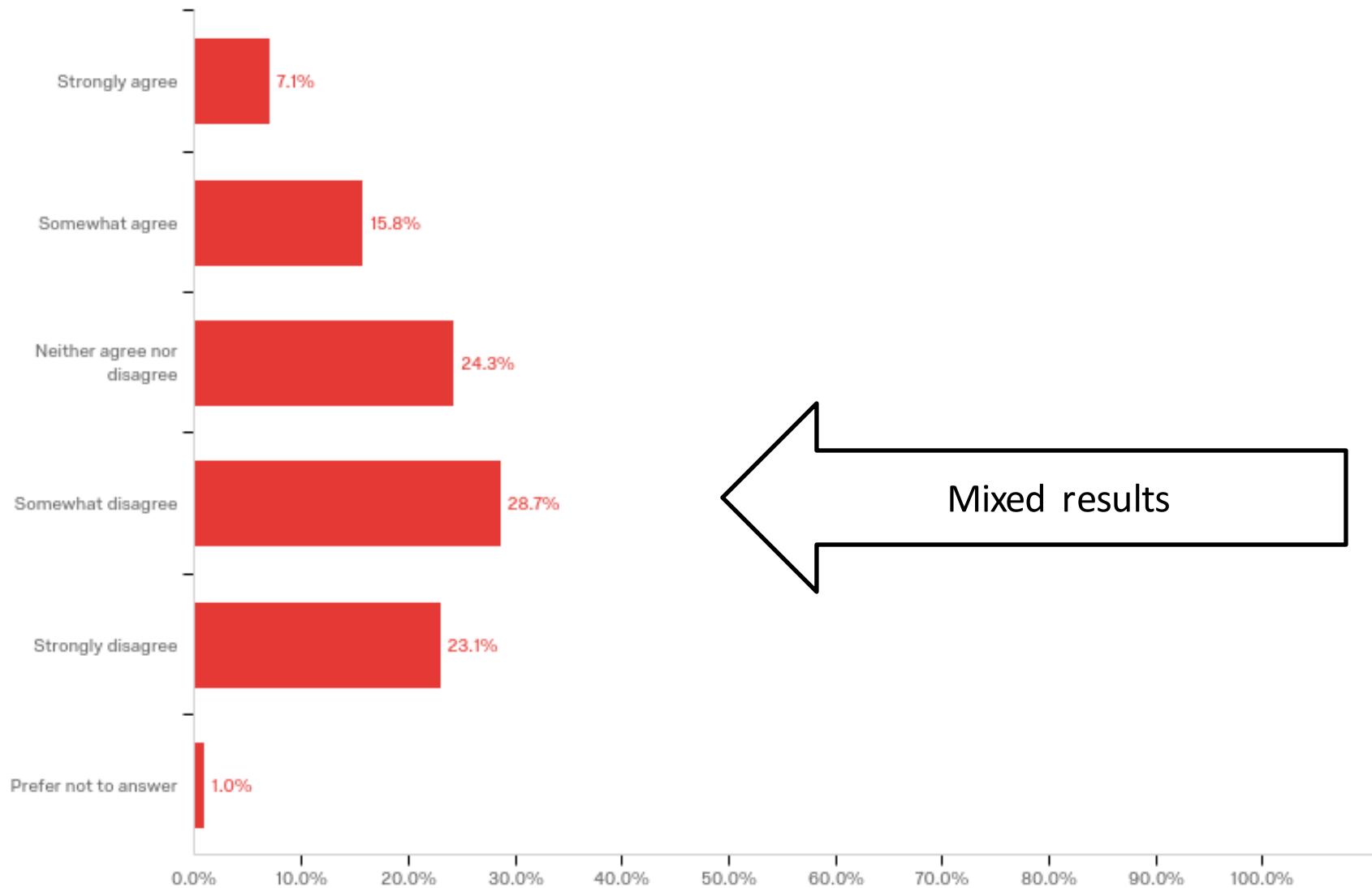


Over the last 5 years, food recalls have become **more of a concern to me.**

Subgroups with greatest proportion (in order)

1. Respondents with **three or more children;**
2. Respondents with **two children;**
3. Respondents with **one child;**
4. Respondents from **Ontario;**
5. Respondents who are **married or common law.**

The risks associated with food recalls are largely **exaggerated.**

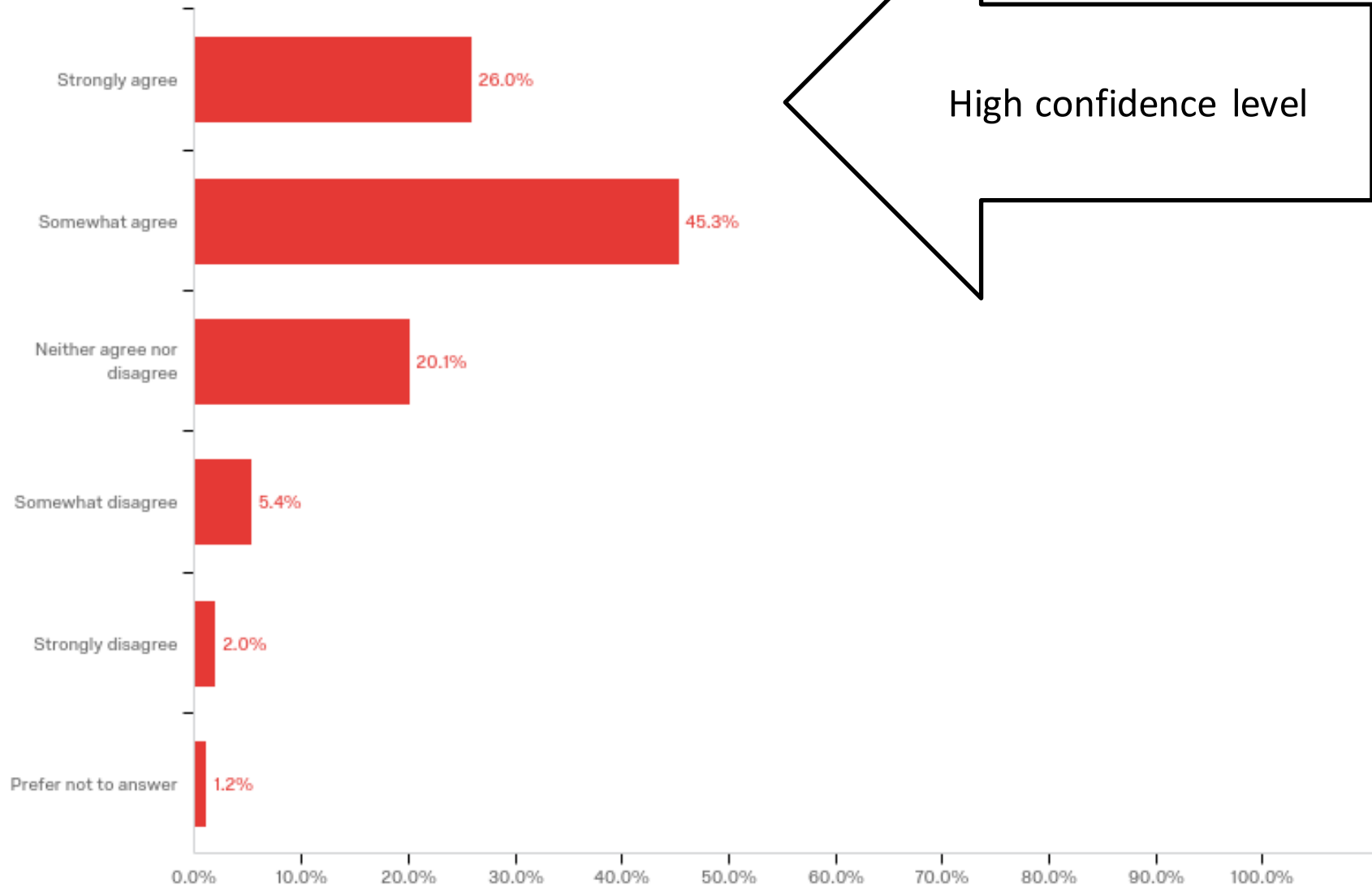


The risks associated with food recalls are largely **exaggerated**.

Subgroups with greatest proportion (in order)

1. Respondents who earn **more than \$150,000**;
2. Respondents aged **between 21 and 35**;
3. Respondents aged **under 21**;
4. Respondents with **two children**;
5. Respondents with **three or more children**.

When I hear about food recalls, I **feel confident** because it means that the regulatory system is working.

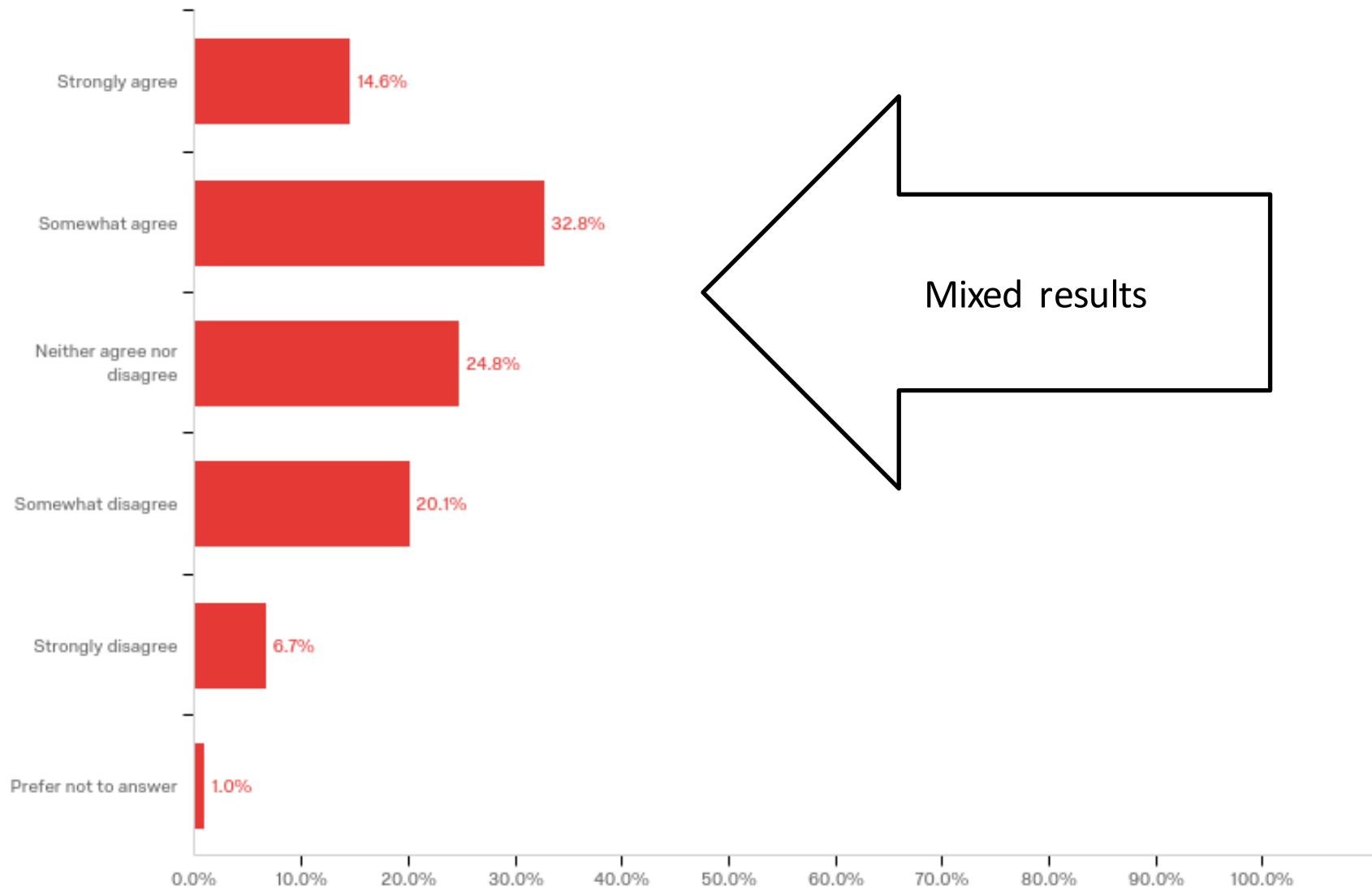


When I hear about food recalls, I **feel confident** because it means that the regulatory system is working.

Subgroups with greatest proportion (in order)

1. Respondents with **advanced university degrees**;
2. Respondents who earn **more than \$150,000**;
3. Respondents who are **male**;
4. Respondents from **British Columbia**;
5. Respondents **over 49**.

When I hear about food recalls, I am worried because it means that the **regulatory system is failing** because contaminants are getting through.

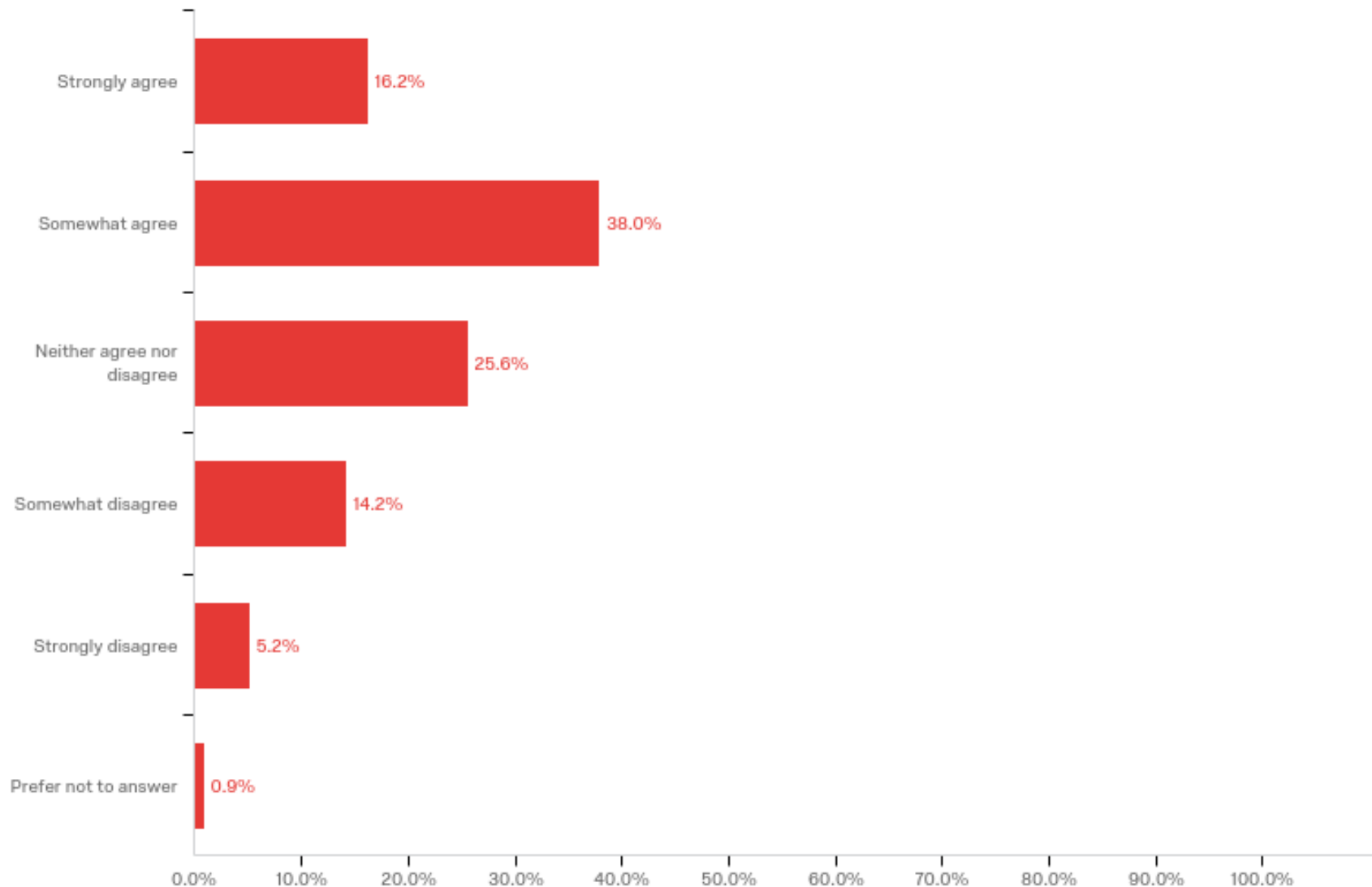


When I hear about food recalls, I am **worried** because it means that the **regulatory system is failing** because contaminants are getting through (*per region*).

Subgroups with highest proportion (in order)

1.	Ontario	54.3%
2.	Atlantic region	49.4%
3.	Québec	48.3%
4.	British Columbia	39.3%
5.	Prairies	35.8%

I am capable of **protecting myself** and my family from food safety issues.

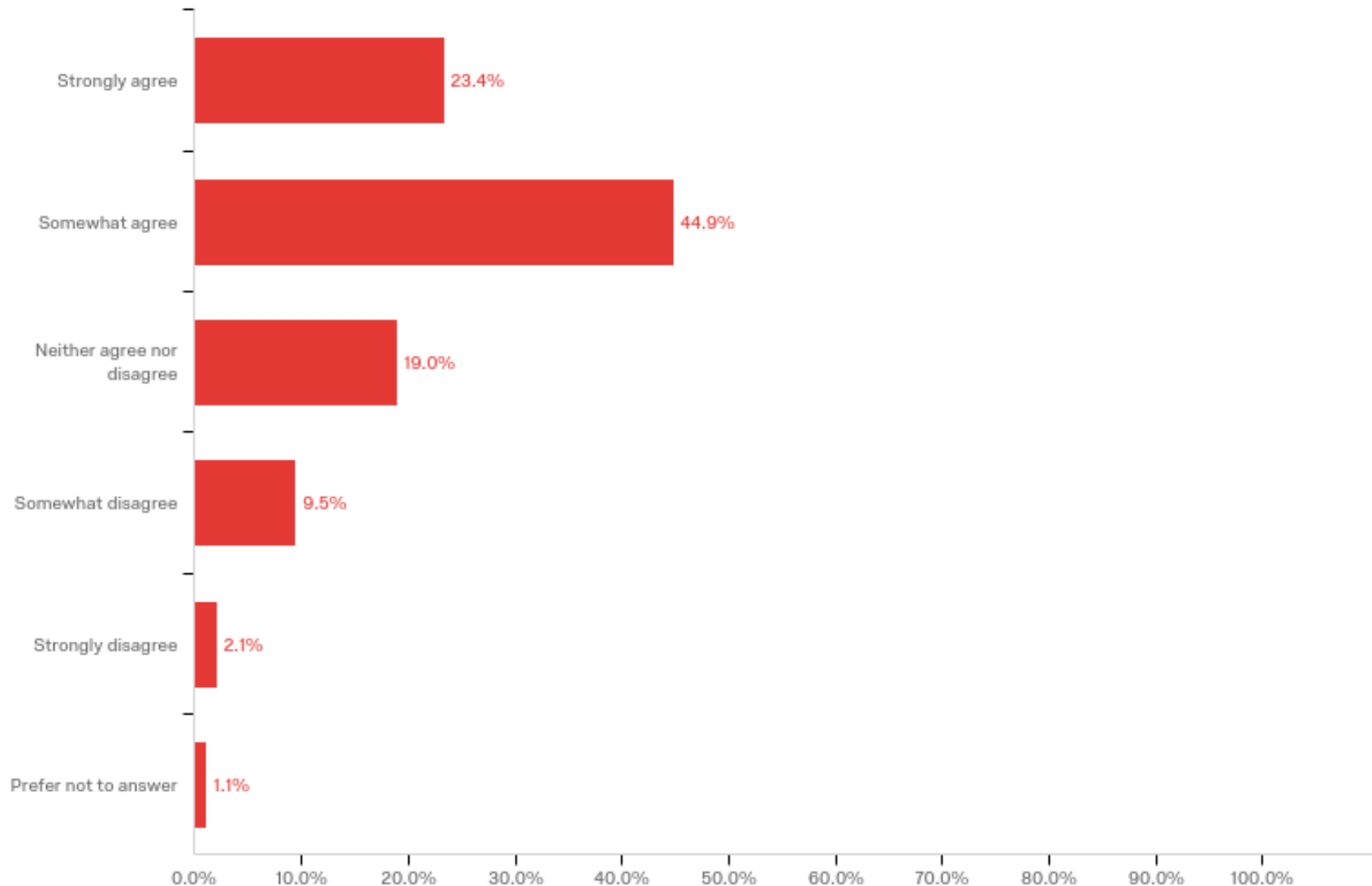


I am capable of **protecting myself** and my family from food safety issues.

Subgroups with greatest proportion (in order)

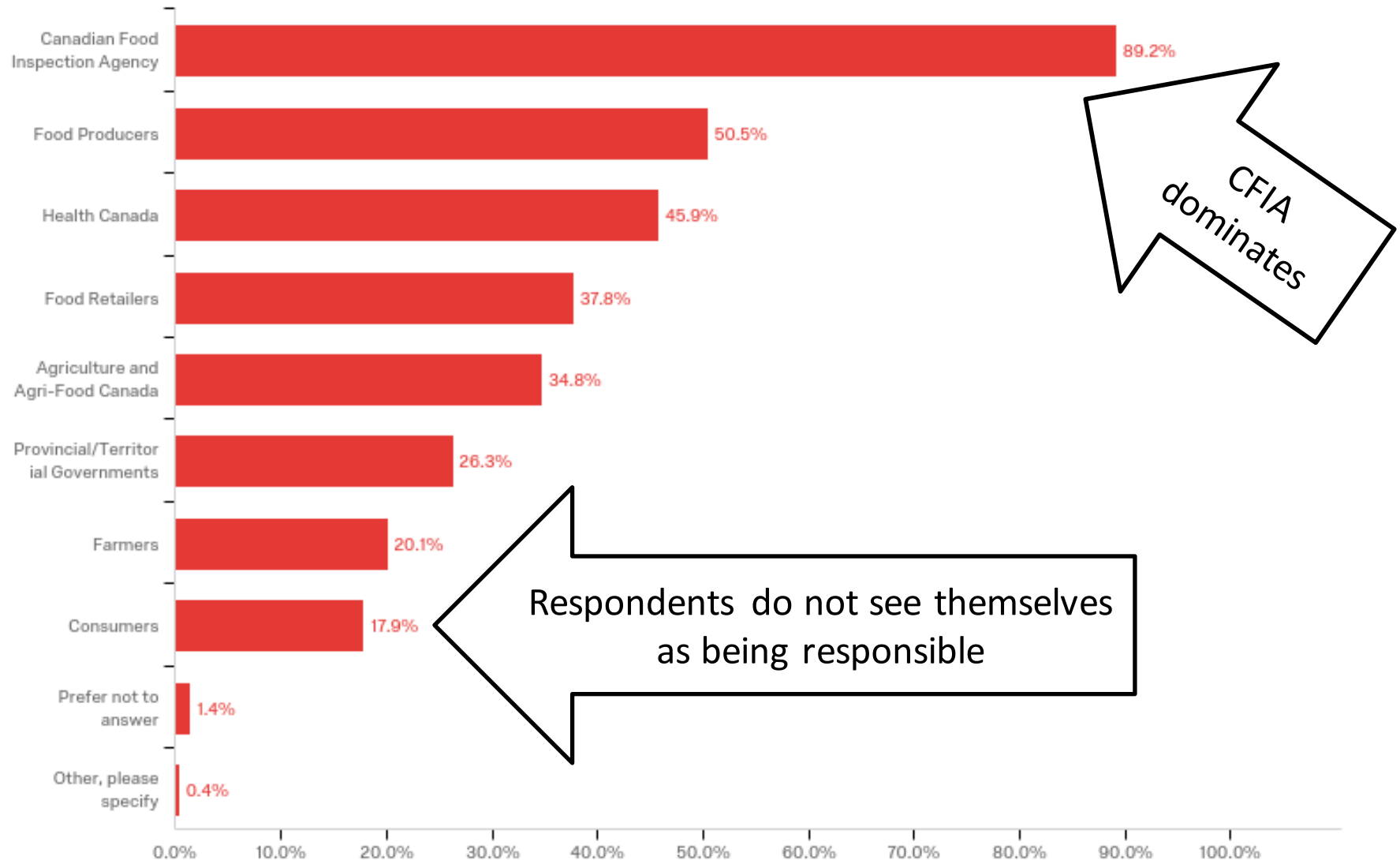
1. Respondents with a **diploma**;
2. Respondents who are **divorced or separated**;
3. Respondents **over 49**;
4. Respondents from **Ontario**;
5. Respondents with **no children**.

Food safety regulators **are doing all that they can**
to protect Canadians from food safety issues.

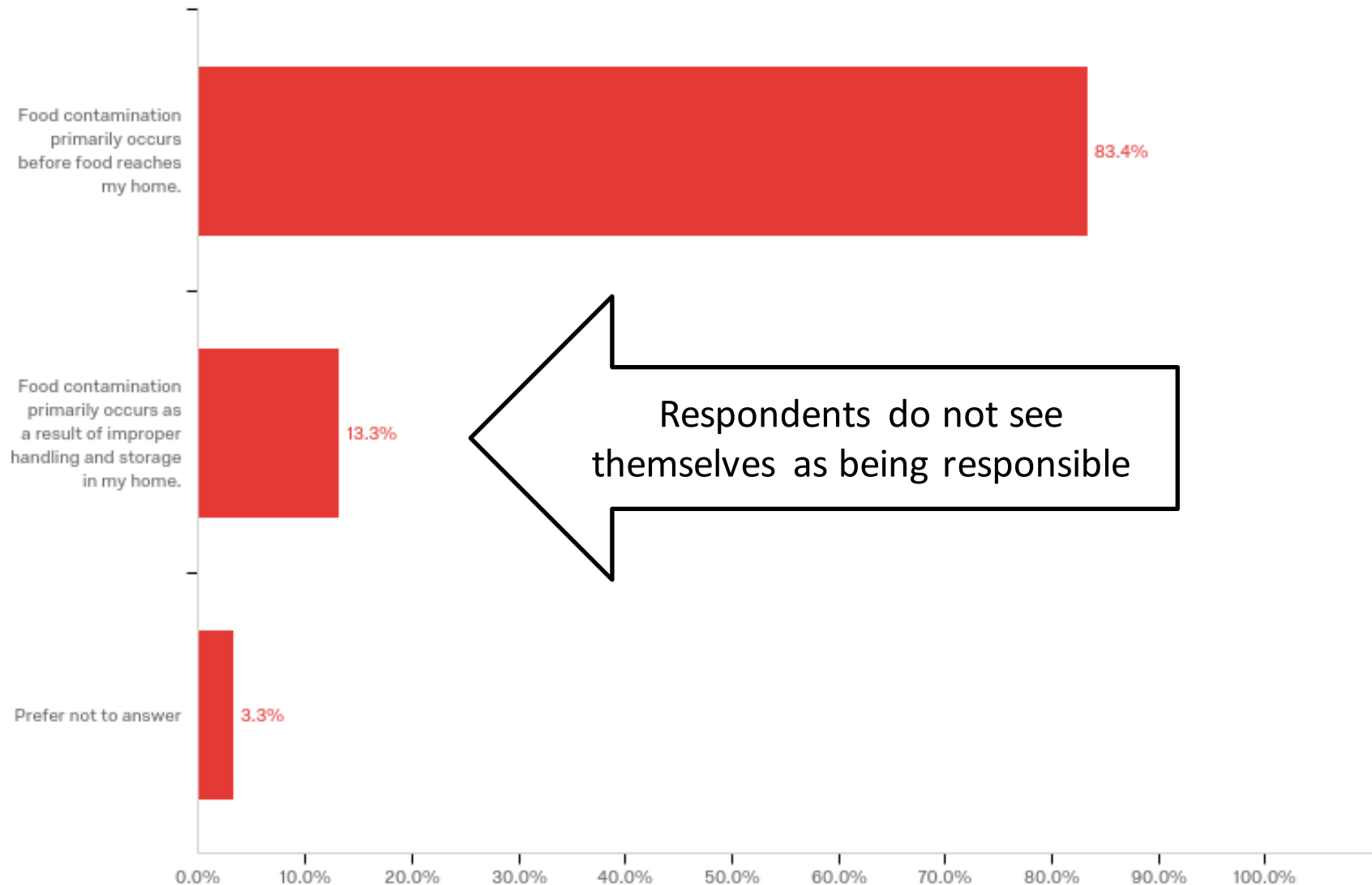


Who is responsible for food safety in Canada?

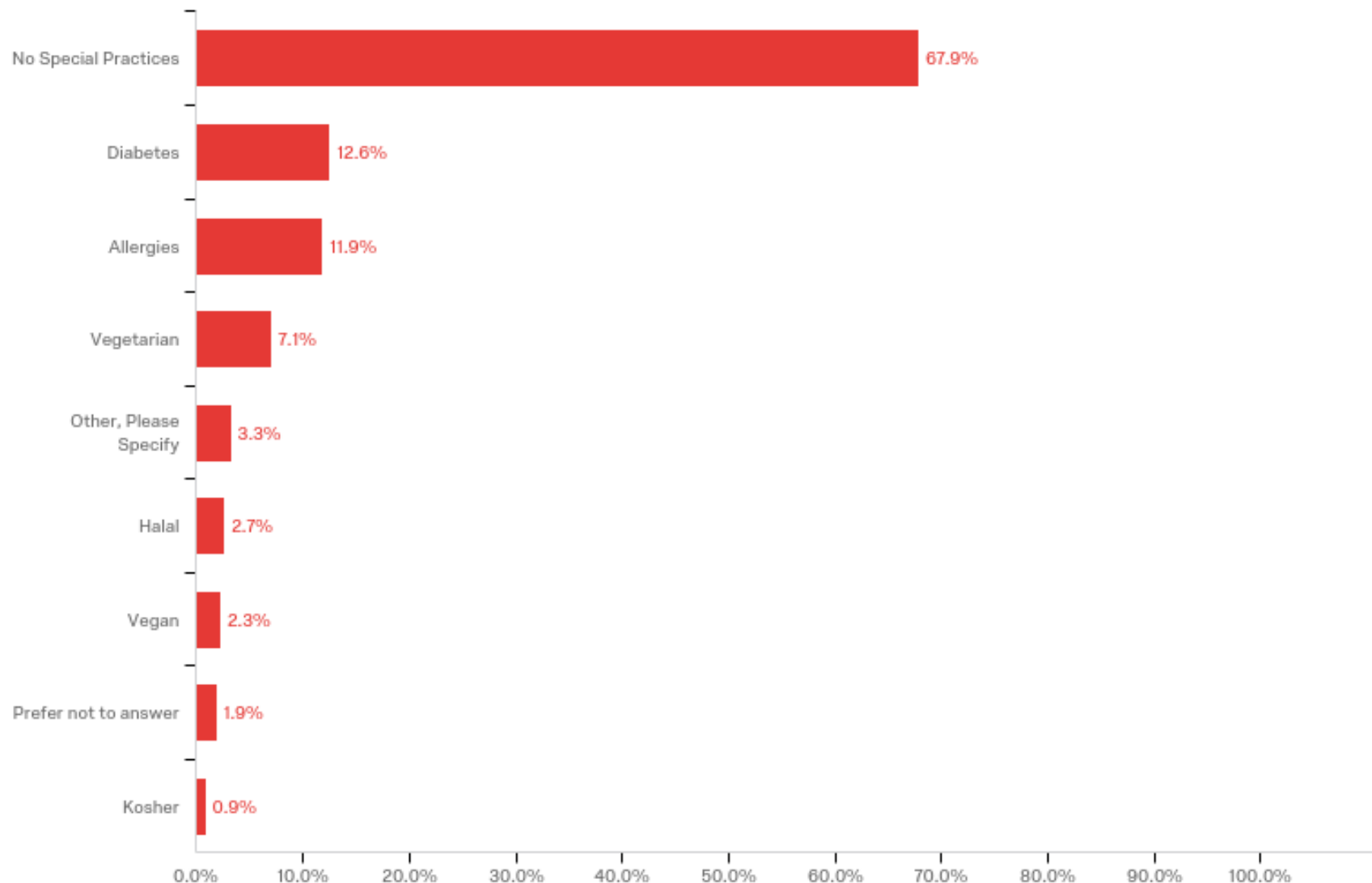
Please choose the three people and organizations who are the most responsible for ensuring food safety in Canada.



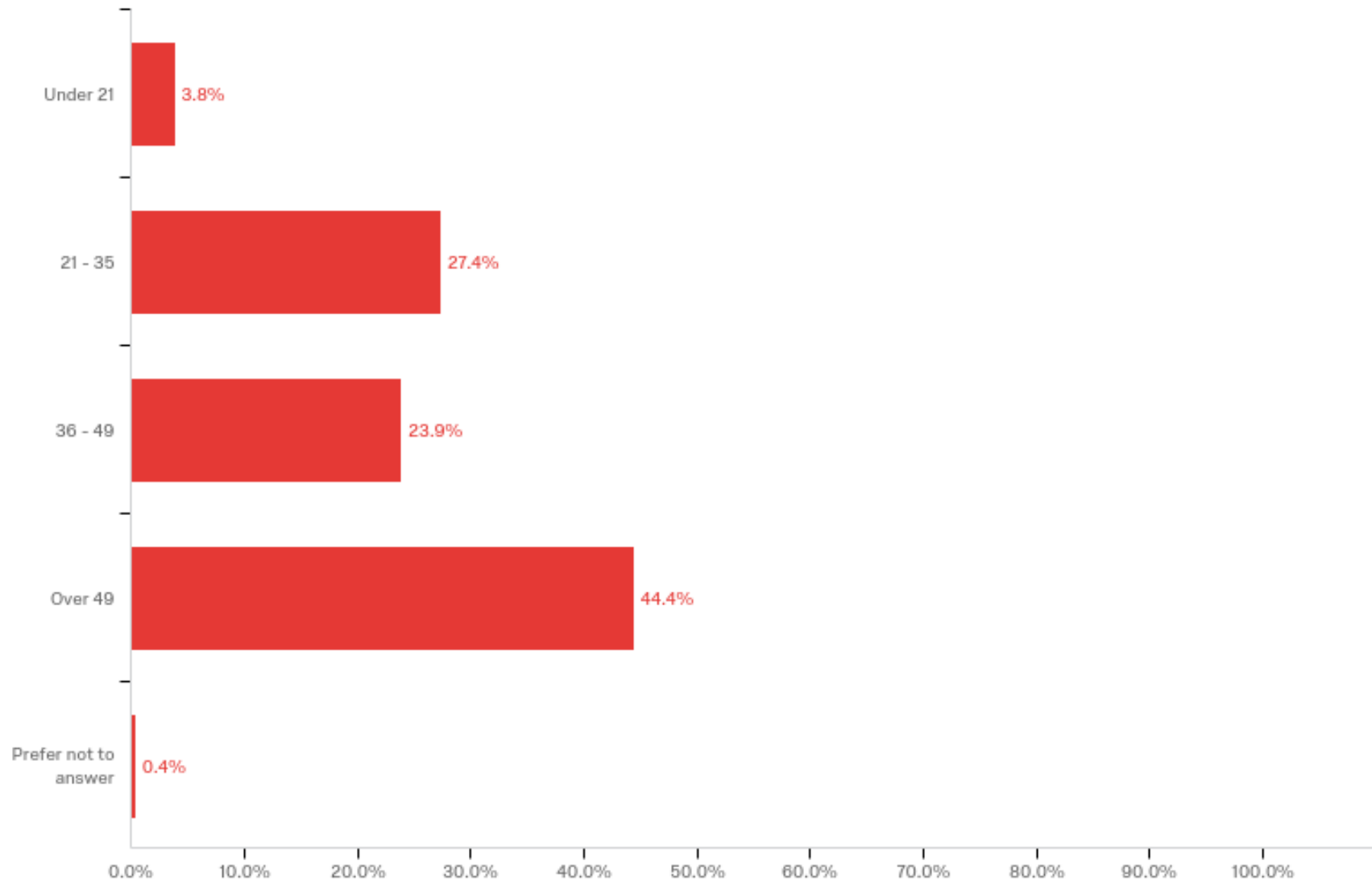
Which of the following is most closely aligned with how you feel about food contamination?



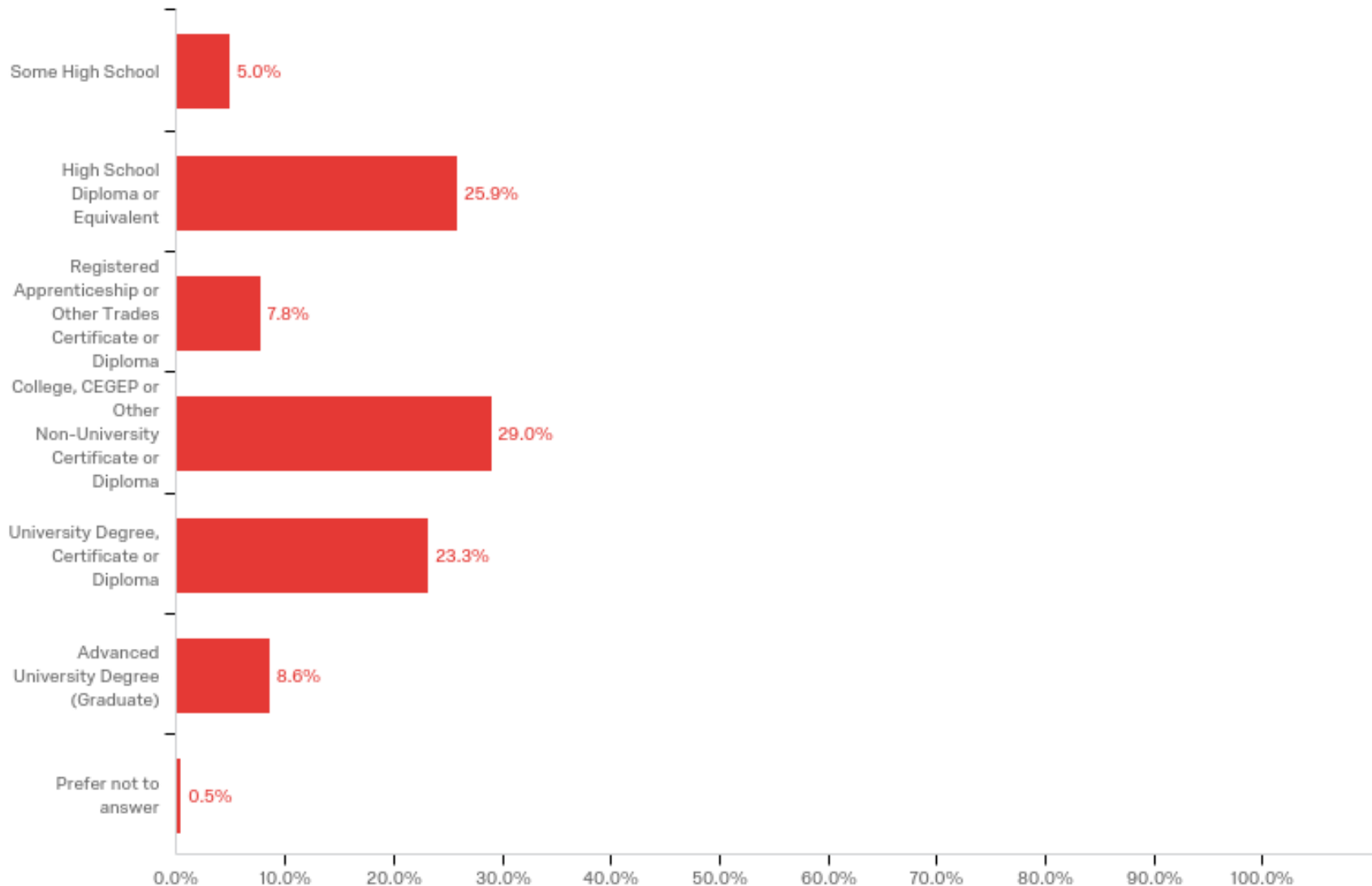
Do you or anyone else in your household follow any special dietary practices? If yes, what practices are followed? Please check all that apply.



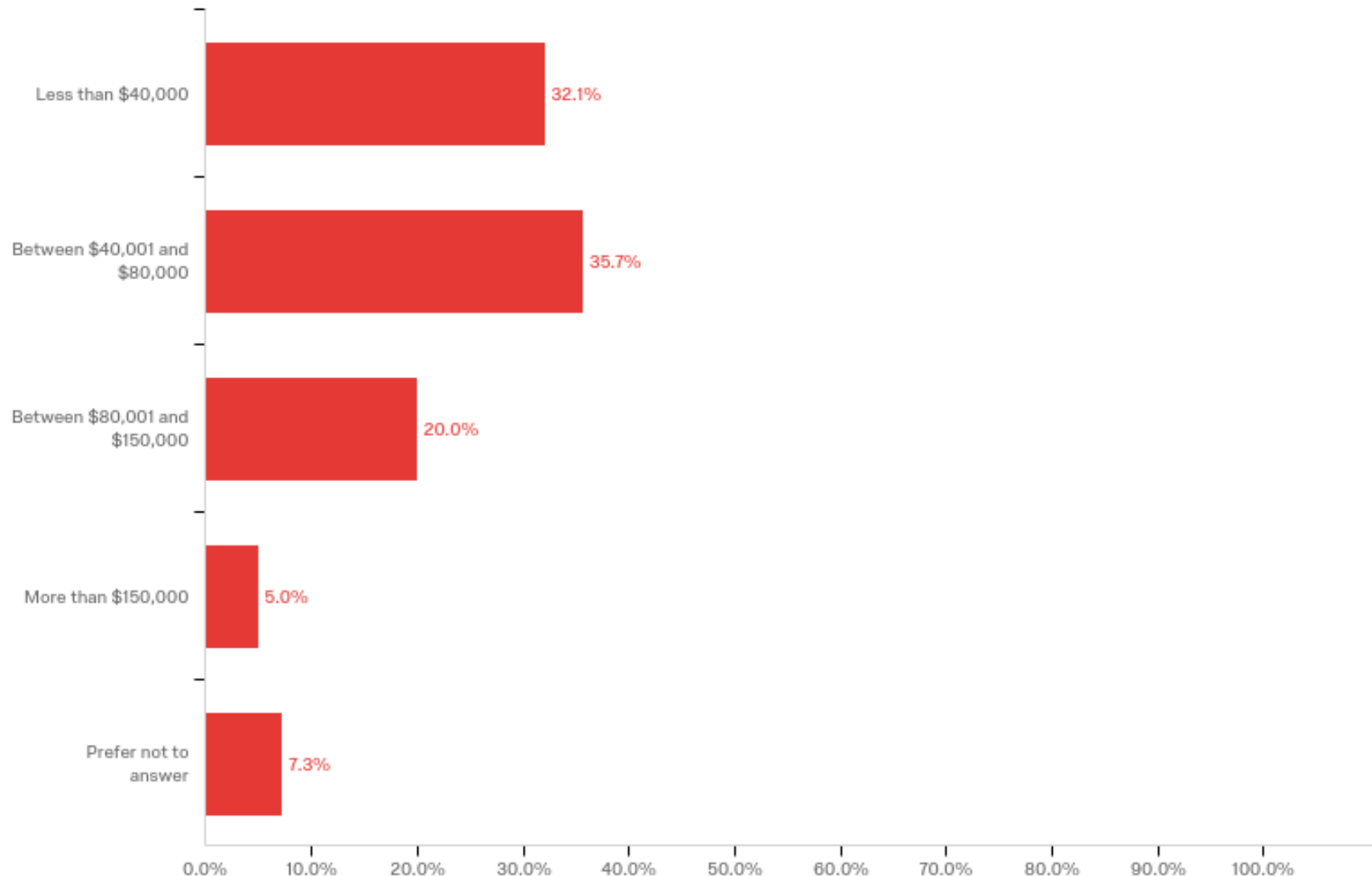
Which of the following age categories do you fall into?



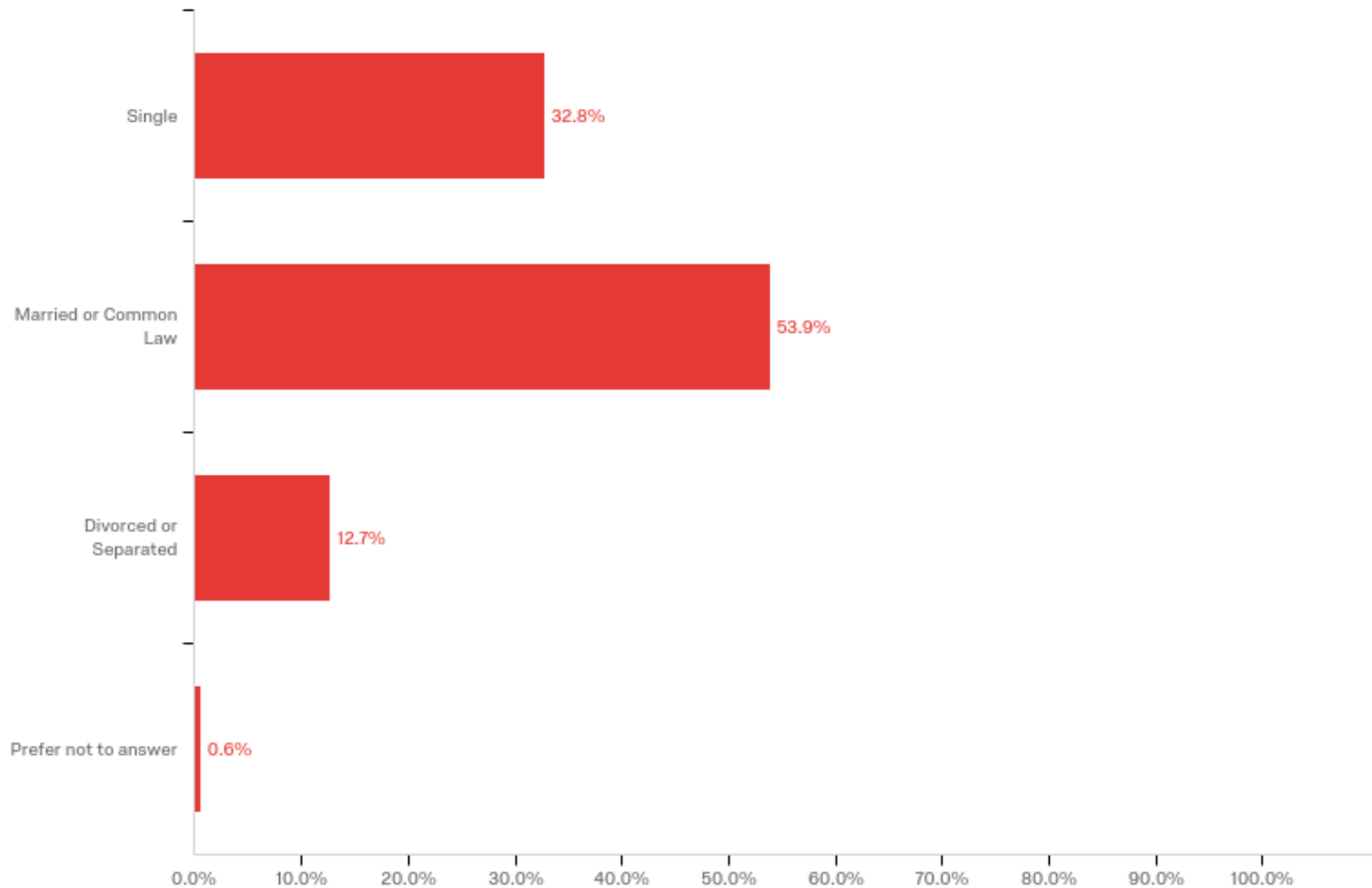
What is the highest level of education you have completed?



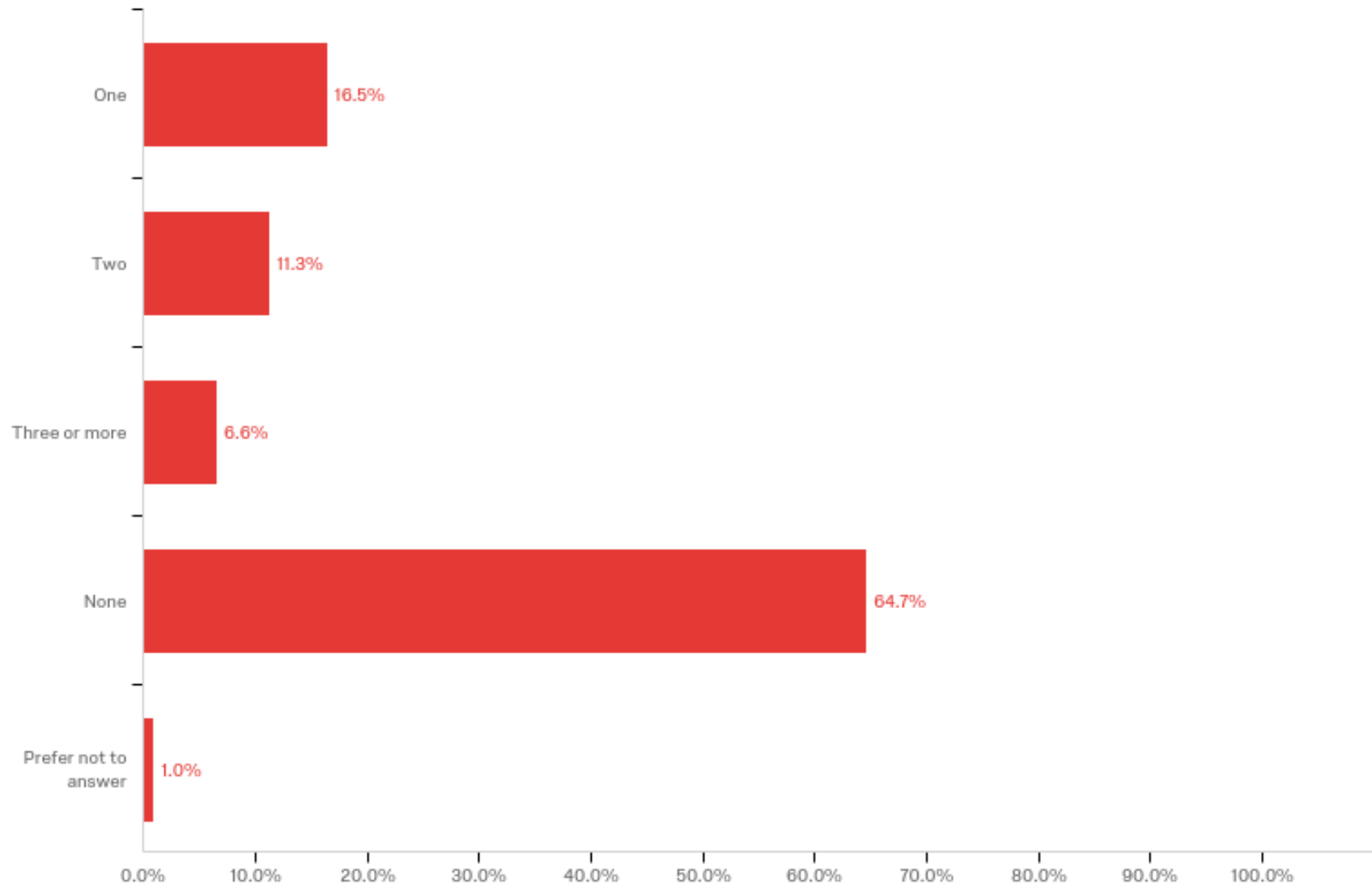
Which of the following categories best describes your total household income? That is, the total income of all the persons in your household combined before taxes?



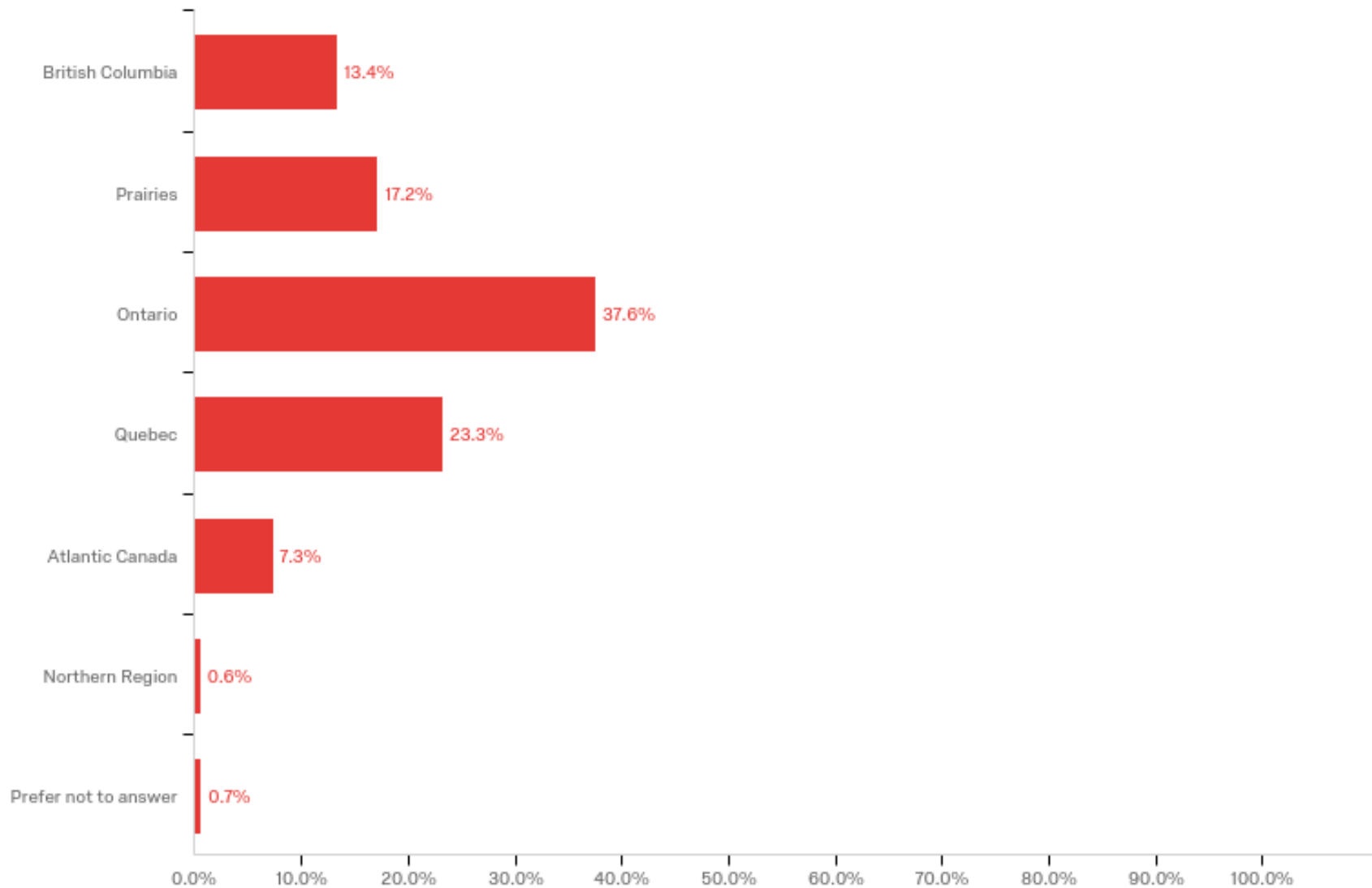
What is your marital status?



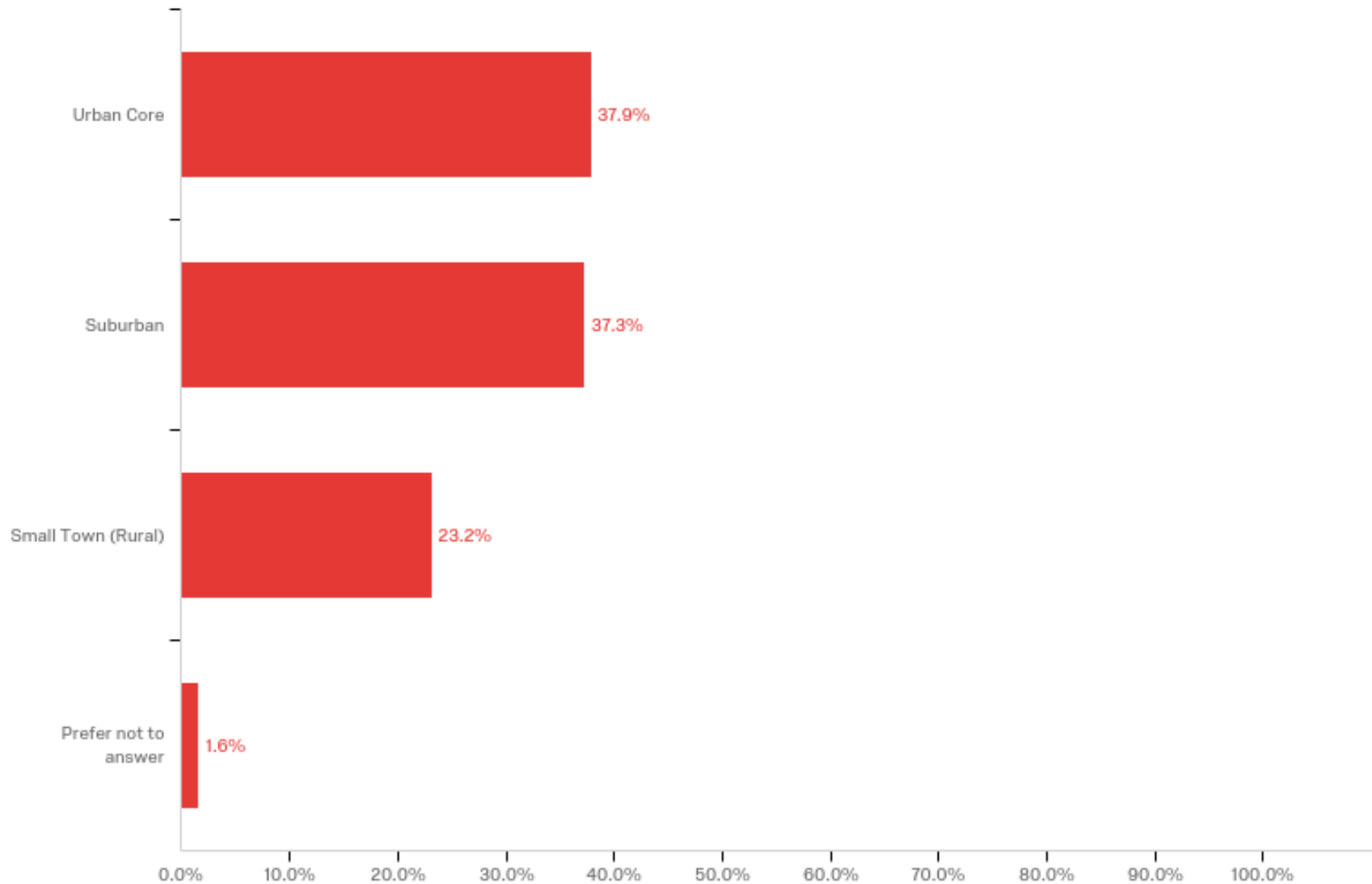
How many children are in your household?



In which region do you currently reside?



Which of the following best describes where you currently reside?



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