

About the Survey

FooDS tracks consumer preferences and sentiments on the safety, quality, and price of food at home and away from home with particular focus on meat demand. FooDS is a monthly on-line survey with a sample size of at least 1,000 individuals, weighted to match the US population in terms of age, gender, education and region of residence. See the [online technical document](#) for more details.

MEAT DEMAND

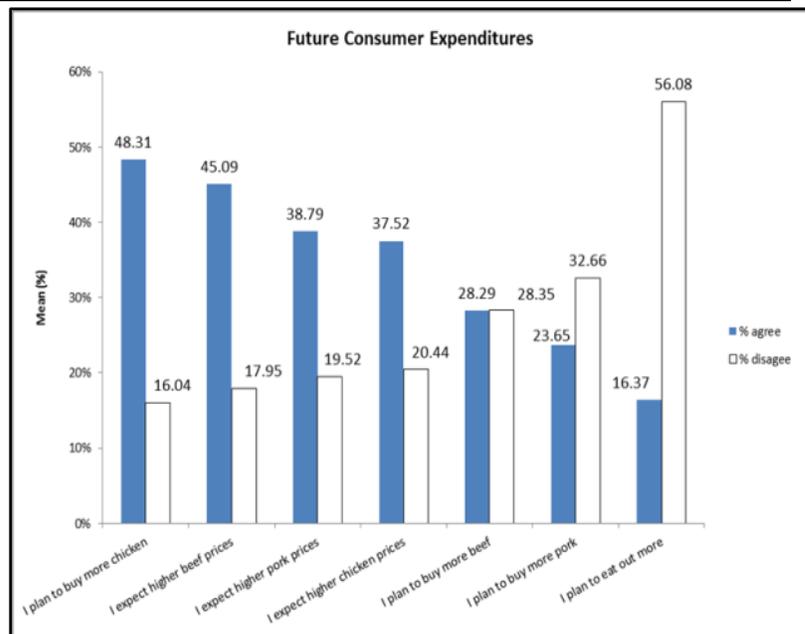
Willingness-to-Pay	Steak	Chicken Breast	Hamburger	Pork Chop	Deli Ham	Chicken Wing	Beans and Rice	Pasta
May 2013	\$7.03	\$5.03	\$4.21	\$3.91	\$2.28	\$2.07	\$1.92	\$1.86

Panelists answered a series of choice questions which were used to determine the maximum consumers would pay for two beef, chicken, and pork products in addition to two non-meat items. As shown above, willingness-to-pay (WTP) was highest for steak and lowest for beans and rice and pasta. Changes in these values will be tracked in forthcoming surveys.

FOOD EXPENDITURES

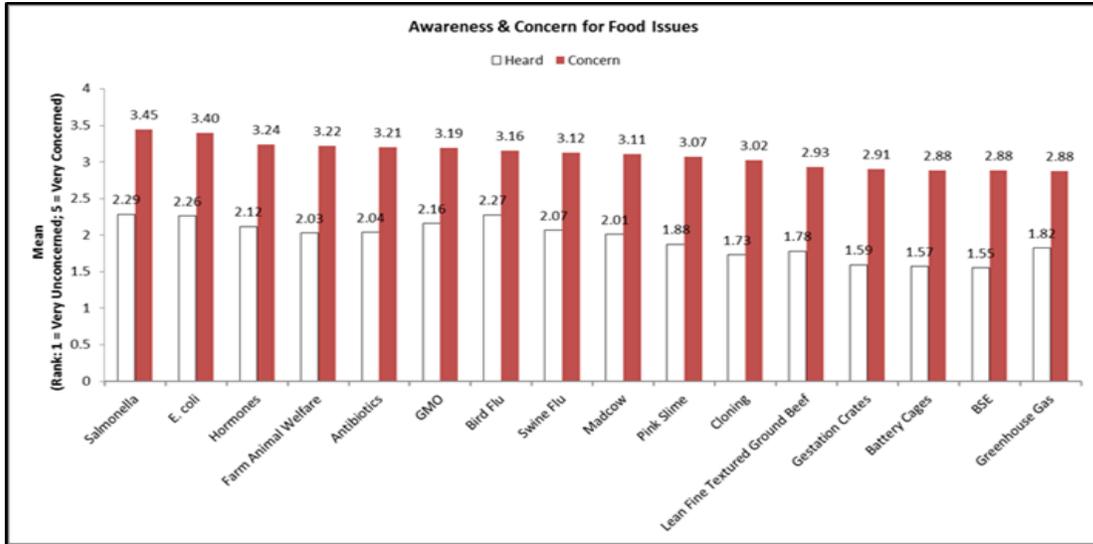
	Current weekly at home	Current weekly away from home	Anticipated change in at home in next 2 weeks	Anticipated change away from home in next 2 weeks
May 2013	\$92.37	\$45.54	-0.63%	-1.77%

Reported average weekly expenditures for food bought during grocery shopping was \$92.37, while an average of \$45.54 was spent on food consumed away from home per week. Consumers reported that they plan to spend less on food purchased at the grocery store and food eaten away from home in the following two weeks. 18.77% of participants were currently on food stamps. Almost half of the participants indicated that they plan to buy more chicken over the next two weeks. Consumers reported that they expect to see an increase in meat prices over the next two weeks.



AWARENESS & CONCERN TRACKING

Salmonella, E.coli and the use of growth hormones in livestock were consumer’s top three concerns when purchasing food. Consumers said they heard Salmonella, Bird Flu and E. coli most discussed in the news in the past two weeks. In the last month, just fewer than 5% of participants reported having food poisoning.



GENERAL FOOD VALUES

Taste, safety and price were most important when purchasing food. Consumer revealed fairness (consumers and retailers equally benefitting) and novelty to be least important. Consumers reported that the main challenge anticipated in the coming weeks will be finding affordable foods that fit within their budget. Finding the time to cook at home or finding foods their children will eat were ranked as least challenging.

