What consumers say they do…What they actually do: A comparison

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Introduction

- Direct observation methodology
  - 122 subjects
  - Bag of groceries and a recipe
  - Videotaped food preparation
  - Administered a survey
  - Coded tapes for food safety behaviors

Handwashing Before Food Preparation

- Survey
  - How often do you wash your hands with soap before preparing food?
    - 60% all of the time
    - 28% most of the time
    - 12% some of the time
- Observation
  - 52% washed hands
    - 32% cold water, soap
    - 6% cold water
    - 5% hot water, soap
    - 2% hot water
    - 2% hot water, soap, and agitation
    - 2% cold water, soap and agitation
    - 1% sanitizing wipe

Time Spent Washing Hands

- Survey
  - How long should you spend washing your hands before preparing food?
    - Average Time: 56 sec.
    - Range: 3-180 sec.
- Observation
  - Average Time: 7 sec.
  - Range: 1-46 sec.

Handwashing After Handling Raw Eggs

- Survey
  - Not washing your hands after handling raw eggs
    - 75% report this is risky behavior
- Observation
  - 60% of subjects that prepared recipes with eggs failed to wash their hands after handling raw eggs (n=76)

Method to Determine Doneness

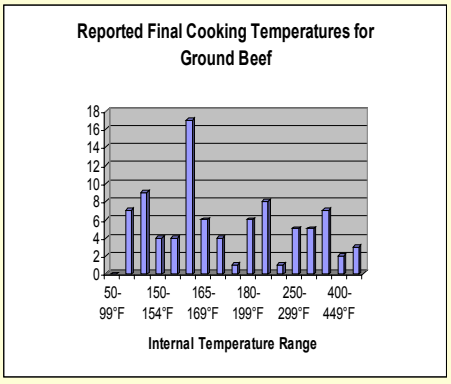
- Survey
  - How do you know when hamburgers are done?
    - 64% cut the meat
    - 19% color of juice
    - 8% look at outside
    - 3% cook for certain time
    - 1% use thermometer
- Observation
  - Overall
    - 30% cut the meat with knife
    - 34% used a utensil on the surface (juice)
    - 58% looked at outside
    - 0% cooked for certain time
    - 3% thermometer
    - 7% tasted the meat

Thermometer Use

- Survey
  - How often do you use a thermometer when cooking?
    - 10% always
    - 10% often
    - 35% occasionally
    - 41% rarely
    - 3% never
- Observation
  - Only 3% used a thermometer
  - 1 subject used the thermometer properly

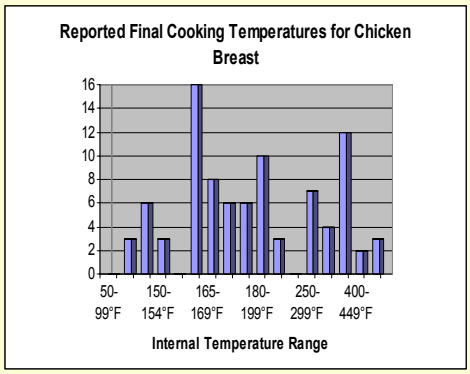
Final Cooking Temperatures

- Survey
  - To what internal temperature should ground beef be cooked?
    - Range 100-500°F
    - 9% reported accurate temperature (160°F)
- Observation
  - Ground beef
    - Range 129-197°F
    - 46% undercooked the ground beef entrée (n=36)



Final Cooking Temperature

- Survey
  - To what internal temperature should chicken breast be cooked?
    - Range 100-500°F
    - 3% reported accurate temperature (170°F)
- Observation
  - Chicken Breast (n=33)
    - Range 132-191°F
    - 82% of subjects undercooked the chicken entree



Internal Temperature

- Survey
  - 89% report eating meatloaf that is pink in the middle is risky behavior
  - 84% report eating rare ground beef is risky
- Observation
  - Meatloaf final internal temperature ranged from 129-197°F
  - 46% of subjects undercooked the beef

Serving Entree

- Survey
  - 99% report serving the cooked entrée on the same platter that was used for the raw meat or poultry without washing is risky
- Observation
  - None of the subjects served the cooked entrée on the same plate as the raw food.

Method for Kitchen Counter Cleaning

- Survey
  - What do you use most often to clean your counter tops in your kitchen?
    - 76% dishcloth
    - 14% sponges
    - 10% paper towels
- Observation
  - 46% cont. cloth
  - 26% cloth
  - 10% cont. sponges
  - 7% sponges
  - 7% paper towels
  - 2% scrub brushes

Method of Storage of Leftovers

- Survey
  - How would you store a large pot of soup or stew?
    - 35% a large, deep container with a cover
    - 33% original pot
    - 25% small, shallow containers with covers
    - 4% small, shallow containers without covers
    - 3% a large, deep container without a cover
- Observation
  - Stored leftover entrée in:
    - 23% original cooking container
    - 7% large, deep container
    - 48% shallow container
    - 23% with a cover

Determining if Leftovers are Safe to Eat

- Survey
  - How do you determine if a leftover casserole that has been in your fridge for a while is safe to eat?
    - 52% smell it
    - 37% look
    - 11% taste
- Actual Behavior

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Storage of Leftovers in the Refrigerator (Days)

- Survey
  - How long do you leave leftovers in the refrigerator and still consumer them?
    - 54% 1-3 days
    - 14% 4-6 days
    - 31% 7-10 days
- Actual Behavior

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Conclusion

- Consumers are not doing what they say they do.
- Why?
  - Unaware of their behavior.
  - People forget what they do.
  - Answer with what is considered appropriate.

Conclusion

- Surveys are good for assessing consumer food safety knowledge and attitude.
- Observational methodologies are necessary when assessing consumer food safety behavior.