



Changing Perceptions and Consumption of Organic Food:

Analysis of National Panel Data

Rob Catlett & Bekah Selby Emporia State University

Introduction

Science, technology, and consumer perceptions are inextricably parts of the food supply and food security. Along with advances in science, technology, and production, consumers make food choices most likely based on a myriad of factors including perceptions of quantity, quality, and value. Our focus is on recent changes in both perceptions and consumption of organic food.

Methods

We analyzed original raw data from the American Trends Panel (ATP), created by the Pew Research Center. Focusing on the same questions of the ATP panel in 2016 and 2018, we analyzed changing perceptions and consumption patterns of organic foods. We did this by finding the percentages in each category for both years and testing for statistical significance.

Discussion

Food security and insecurity are critically important. Food quality and nutrition are also important. We trust that our findings add to the frontiers of knowledge, especially related to trends in food security/insecurity.



Implications

Our initial findings suggest being complacent about food quality may have consequences well into the future. Our poster is intended to draw attention to these issues and reinvigorate focus on food quantity and quality.

The conundrum: people seem more health conscientious yet seek organics less.

Sources:

<https://www.pewresearch.org/american-trends-panel-datasets/>

2018 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL WAVE 34 MARCH – APRIL 23 - May 6, 2018 TOTAL N=2,537

2016 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL WAVE 17 MAY – May 10-June 6, 2016 TOTAL N=4,563

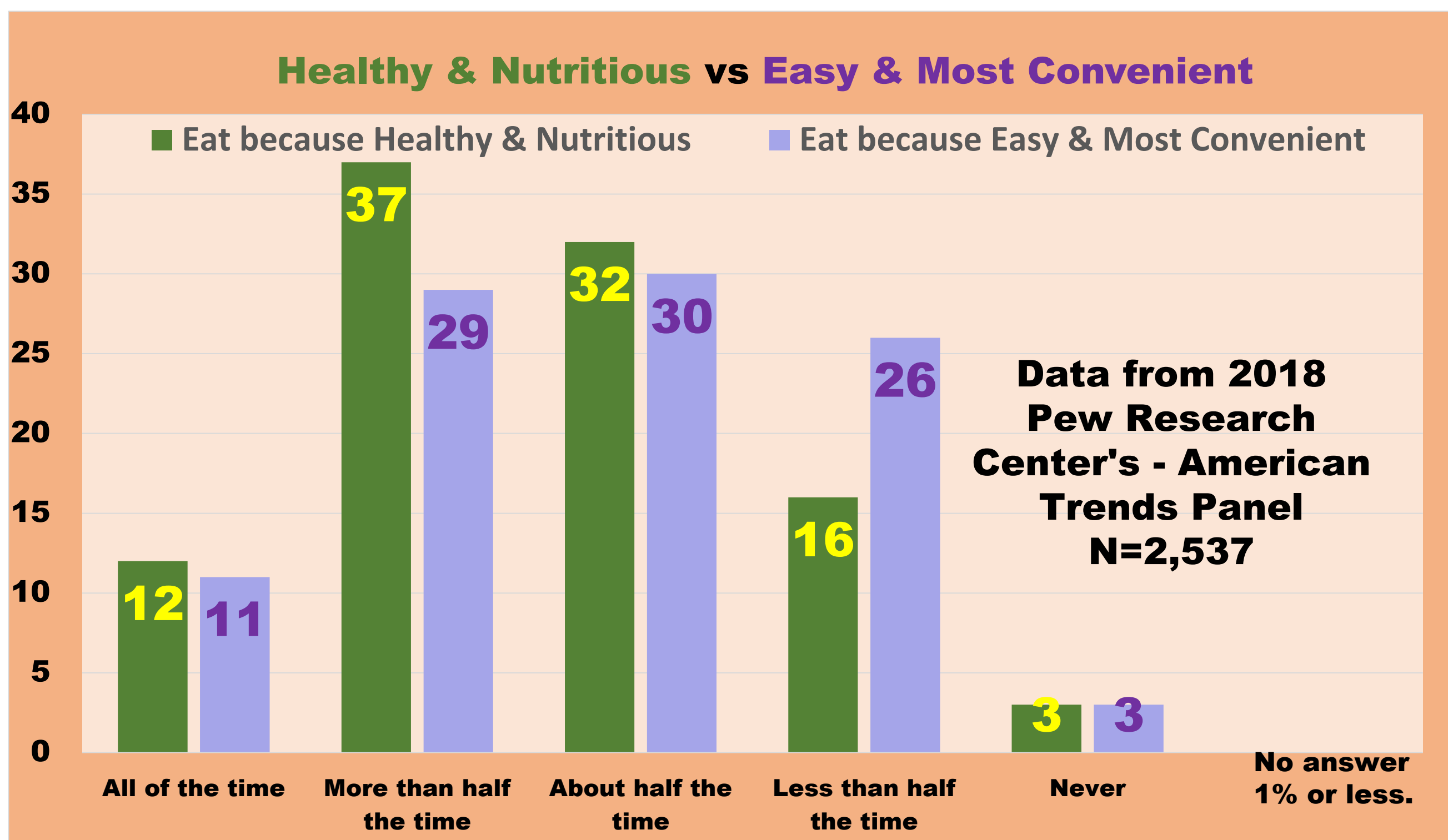
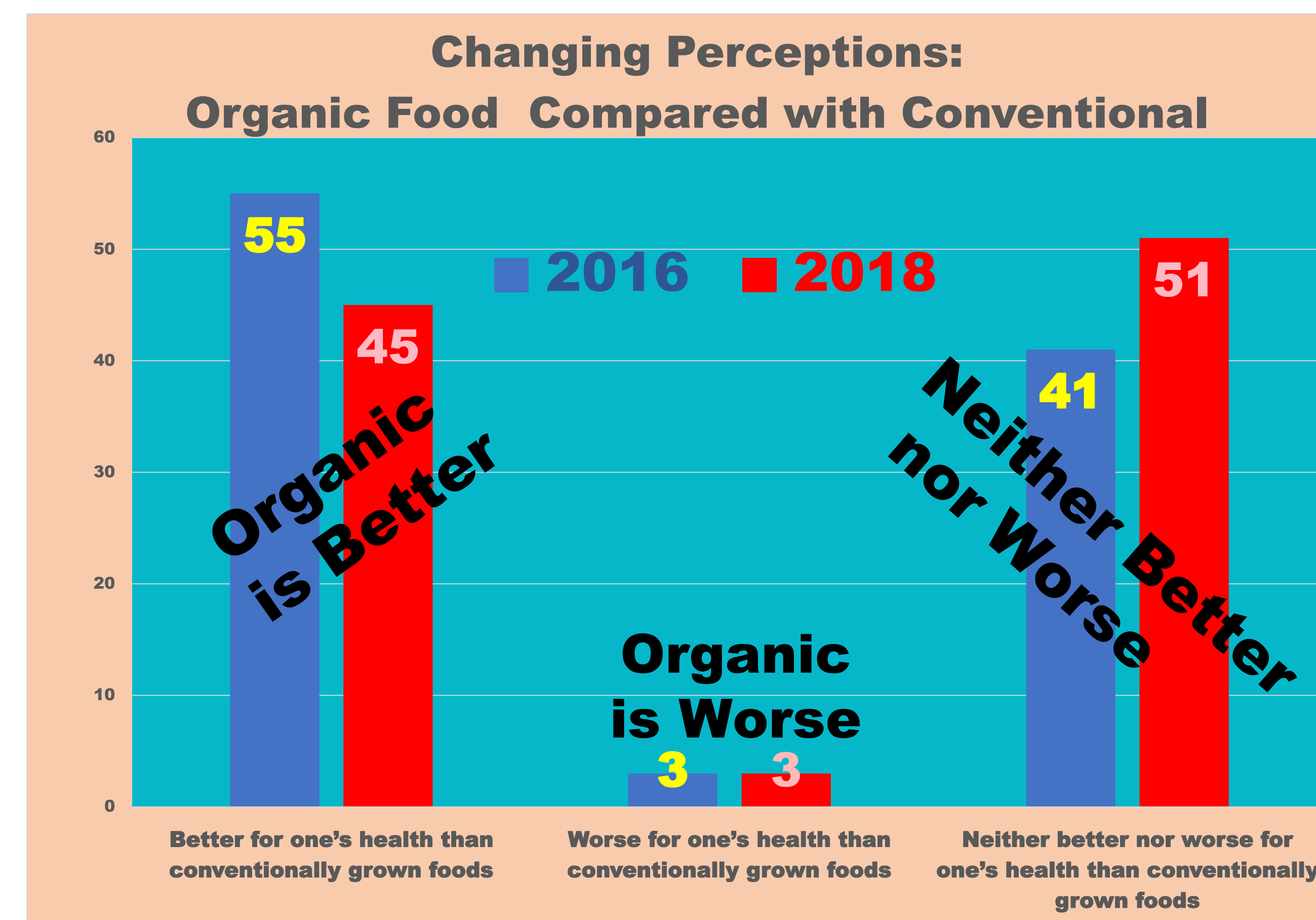
ESU Center for Community Research

Acknowledgements: Our students; they inspire us!

Results

In 2016, 55% of consumers thought organics were “*Better for one’s health than conventionally-grown foods;*” by 2018, a 10 percentage-point decrease occurred to 45%.

We expected the opposite!



Purpose

Our purpose is to draw attention to changing consumption patterns and changing perceptions of organic foods.

