

SPECIAL EUROBAROMETER 354

Food-related risks

Summary

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Special Eurobarometer 354

FOOD-RELATED RISKS

SUMMARY

Conducted by TNS Opinion & Social at the request of
the European Food Safety Authority (EFSA)

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INTRODUCTION

The rapid pace of change in science and technology, changes in legislation and the current socio-economic and socio demographic realities have all had a marked impact on the food we buy today.

The intensification of farming, such as the use of pesticides, and the industrialisation of food production, using additives and preservatives to improve taste, appearance and shelf-life, for example, can be causes for concern among many consumers. Furthermore, new technologies either used in the EU such as GMOs or under consideration, such as nanotechnology and animal cloning are altering agriculture and food production today.

Globalisation is another driver of change; we have more products to choose from, brought to us from all corners of the world. As a result, food can now be sourced anywhere, sometimes subject to different food quality standards. As a result, food safety knows no boundaries.

Ageing populations and falling birth rates are altering demographics across Europe. In addition lifestyle changes, due in part to modern working life and urbanisation, and the rise in obesity have led to health, nutrition and diet becoming areas of greater concern for Europe's policy makers. As a consequence, these areas are also of increasing importance to risk assessors.

All these factors of change have given rise to the increasing need for risk managers and risk assessors to be vigilant so that they can respond to both known and emerging risks in order to protect consumers.

But have these developments altered how European citizens perceive food risks and their overall confidence in public authorities? To find out, the European Food Safety Authority (EFSA) surveyed consumers across Europe about how their views on food-related risks have evolved since an earlier survey carried out in 2005¹.

Overall, the present survey aims to assess, evaluate and monitor over time the concerns of consumers across Europe about the possible risks associated with food. It also looks at public confidence both in food safety and in the ability of public authorities to protect consumers as well as the credibility of the sources used by consumers to find information on food safety. The survey provides invaluable input to all those involved in protecting EU citizens from food-related risks.

The survey was carried out on a representative sample of about 27.000 individuals, age 15 or over in all 27 member states. It was conducted through face-to-face interviews with consumers in their mother tongue from 9 to 30 June 2010. A technical note on the manner in which interviews were conducted by the institutes within the TNS opinion & social network is annexed to this report. This note indicates the interview methods and the confidence intervals. The survey is coordinated by the European commission and was carried out by TNS opinion & social network.

Readers are reminded that survey results are estimations, the accuracy of which depends upon the sample size and the observed percentages. Furthermore, it should be borne in mind that a survey frames issues in a particular way and respondents are restricted to answering the questions in terms of the response options given.

¹ Special Eurobarometer 238 "Risk Issues", February 2006. Fieldwork September – October 2005.

EXECUTIVE SUMMARY

In this executive summary we present the key findings of the survey. Turning first to **public perception of food and food-related risks** the survey shows that:

- ◆ The majority of respondents associate food and eating with pleasure, such as selecting fresh and tasty foods (58%) and with enjoyment of meals with friends and family (54%). Food safety (37%) is less commonly associated with food and eating as such.
- ◆ Similarly, in the context of other potential risks which are likely to affect them personally, the economic crisis (20%) and environmental pollution (18%) are viewed by more respondents as risks very likely to affect their lives than food-related problems (11%). However, concern regarding food possibly damaging one's health has increased by 3 percentage points since 2005.

When it comes to **public concerns about food-related risks**, the survey shows that:

- ◆ There is no single, widespread concern mentioned spontaneously by a majority of respondents.
- ◆ 19% of citizens spontaneously cite chemicals, pesticides and other substances as the major concerns. This concern is confirmed by prompted responses: when offered a list of possible issues associated with food, 3 out of 10 Europeans mention chemical residues from pesticides (31%), antibiotics (30%) and pollutants like mercury and dioxins (29%), together with cloning animals for food products (30%), as risks to be "very worried" about.
- ◆ Fewer citizens are "very worried" about health and nutrition risks like putting on weight (15%) or not having a healthy / balanced diet (15%).

In terms of **personal effectiveness to avoid food-related risks**, we find that:

- ◆ EU citizens feel the most confident about being able to personally take steps to avoid diet and health-related issues (e.g. high fat intakes and heart disease) and bacterial contamination (e.g. salmonella in eggs).
- ◆ A more divided opinion is found with regard to possible risks from animal infections or diseases which could be transmitted to humans. 42% of respondents report being confident to be able to avoid these risks whereas a larger proportion (52%) claims not to be.
- ◆ Citizens feel less confident in being able to personally deal with possible problems of chemical contamination (<40%) and new technologies (<30%)

With regards to **public confidence in information sources**, the key findings are that:

- ◆ When asked to indicate the extent to which they feel confident about various information sources, citizens express the highest levels of confidence in information obtained from health professionals and personal contacts: physician, doctor and other health professionals (84% total confident), family and friends (82%). These information sources are closely followed by consumer organisations (76%), scientists (73%) and environmental protection groups (71%).
- ◆ National and European food safety agencies (EFSA) and European institutions attract a relatively high level of confidence at 64% and 57% respectively, followed by national governments at 47%.

The survey also offers insights about the public's **awareness of and response to information concerning unsafe or unhealthy food**. Turning first to public awareness, the results show that:

- ◆ The vast majority of citizens (80%) have heard instances of unsafe or unhealthy food reported in the media or seen such information on the internet. One in ten has never encountered such news stories.

In terms of **their response to such information communicated in the media or on the internet**, we find that:

- ◆ Approximately 1 in 2 either ignore stories they hear in the media or worry about these but do not change their eating habits, whether the information conveyed relates to food safety or issues regarding diet and health.
- ◆ Approximately 1 in 3 claim to avoid the food mentioned in the news story for a while (35% for food safety matters and 31% for diet and health issues).
- ◆ With respect to information on food safety matters, slightly more respondents appear to worry about the news they hear today compared to five years ago (26% vs. 23% in 2005), but fewer report taking any action: in 2010, 11% of citizens claim to have permanently changed their eating habits as a reaction to information on food safety (vs. 16% in 2005).
- ◆ The tendency to ignore information appears to be greater for information regarding diet and health (29%) than for that concerning food safety (24%).

The survey's key findings concerning the perceived **role and effectiveness of public authorities** are that:

- ◆ There is broad agreement that public authorities do a lot to ensure that food is safe in Europe, that public authorities are quick to act, that they base their decisions on scientific evidence and that they do a good job in informing people about food-related risks. The level of agreement has increased compared to 2005 for all of these points.
- ◆ Opinion is more divided on whether scientific advice and public authorities are independent from other interests. For example, whilst 46% of respondents agree (+7 points vs. 2005) that public authorities in the EU view the health of consumers as being more important than the profits of producers, 42% disagree with this statement and 12% declare that they do not know.
- ◆ The majority of EU citizens think that public authorities in the EU are doing a good job in protecting them from specific food-related risks, such as animal infections and diseases and bacterial contamination, but the survey also shows that there is room for improvement, in particular with respect to possible risks from chemical contamination and new technologies.
- ◆ A majority of respondents believe that public authorities in the EU should do more (>80% total agree) to ensure that food is healthy and to inform people about healthy diets and lifestyles. This view is consistent across all Member States.

Finally, in terms of **future outlook**:

- ◆ Initial analysis of the relationship between confidence in public authorities and risk perception suggests that there is a strong relationship between confidence in information, positive evaluation of the performance of national and European food safety agencies and the perception of possible food-related risks.
- ◆ The data from the Eurobarometer on food-related risks provides an important platform for carrying out further research on the relation between trust in information sources, confidence in public authorities and perception of food-related risks.
- ◆ Further research in this area will be critical to support the development of the most effective approaches for communicating with EU citizens on matters related to food, food safety and the relation between food, diet and health.

1. PERCEPTION AND CONCERNS ABOUT FOOD-RELATED RISKS

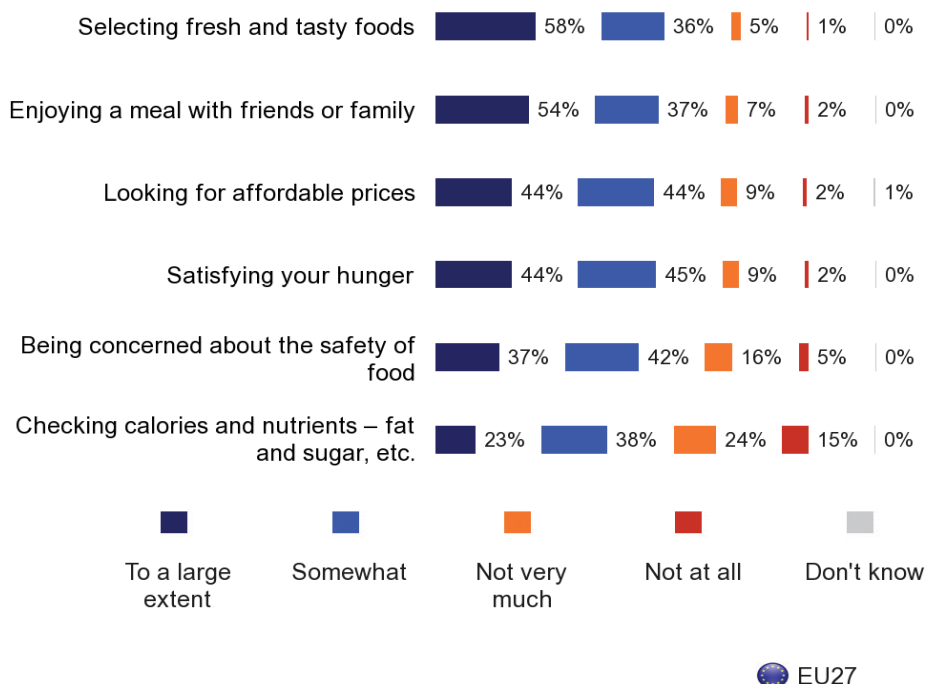
1.1 The meaning of food

- The majority of respondents associate food and eating with pleasure -

When asked about the perceptions of food and food-related risks the survey shows that the majority of respondents associate food and eating with enjoyment: 58% associate food and eating to a large extent with selecting fresh and tasty foods and 54% with enjoyment of meals with friends and family. Less than half of respondents (44%) focus on more pragmatic concerns such as looking for affordable prices and satisfying one's hunger, and even fewer are concerned about the safety of food. Less than one in four expresses nutritional concerns (23%), associating food and eating to a large extent with checking calories and nutrients.

Graph: 1.1 – Associations with food and eating

QF1. To what extent do you associate food and eating with each of the following?



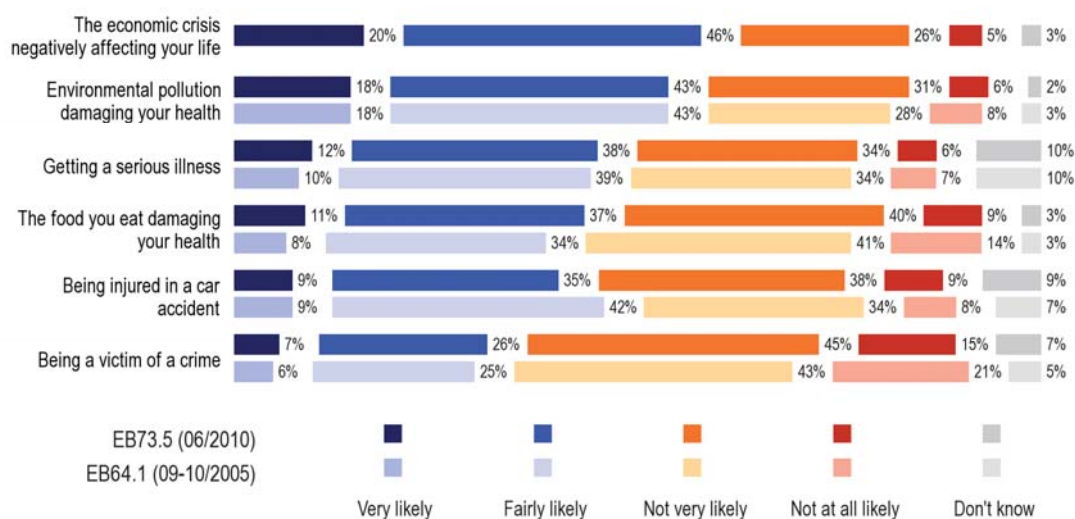
1.2 Where do concerns about food rank in an overall assessment of risk

EU citizens find it less likely that they will be affected by negative health effects from food in comparison to other risks

Similarly, in the context of other potential risks which are likely to affect them personally, the economic crisis (20%) and environmental pollution (18%) are viewed by more respondents as very likely to affect their lives, than food-related problems (i.e. "food damaging your health" – 11%).

Graph: 1.2 – Potential risks: Likelihood to happen to you

QF2. I will read out a list of potential risks. For each of them please tell me how likely you think they are to happen to you personally.



EU27

1.3 Spontaneous responses to problems and risks associated with food

- There is no single, widespread concern cited by a majority of respondents -

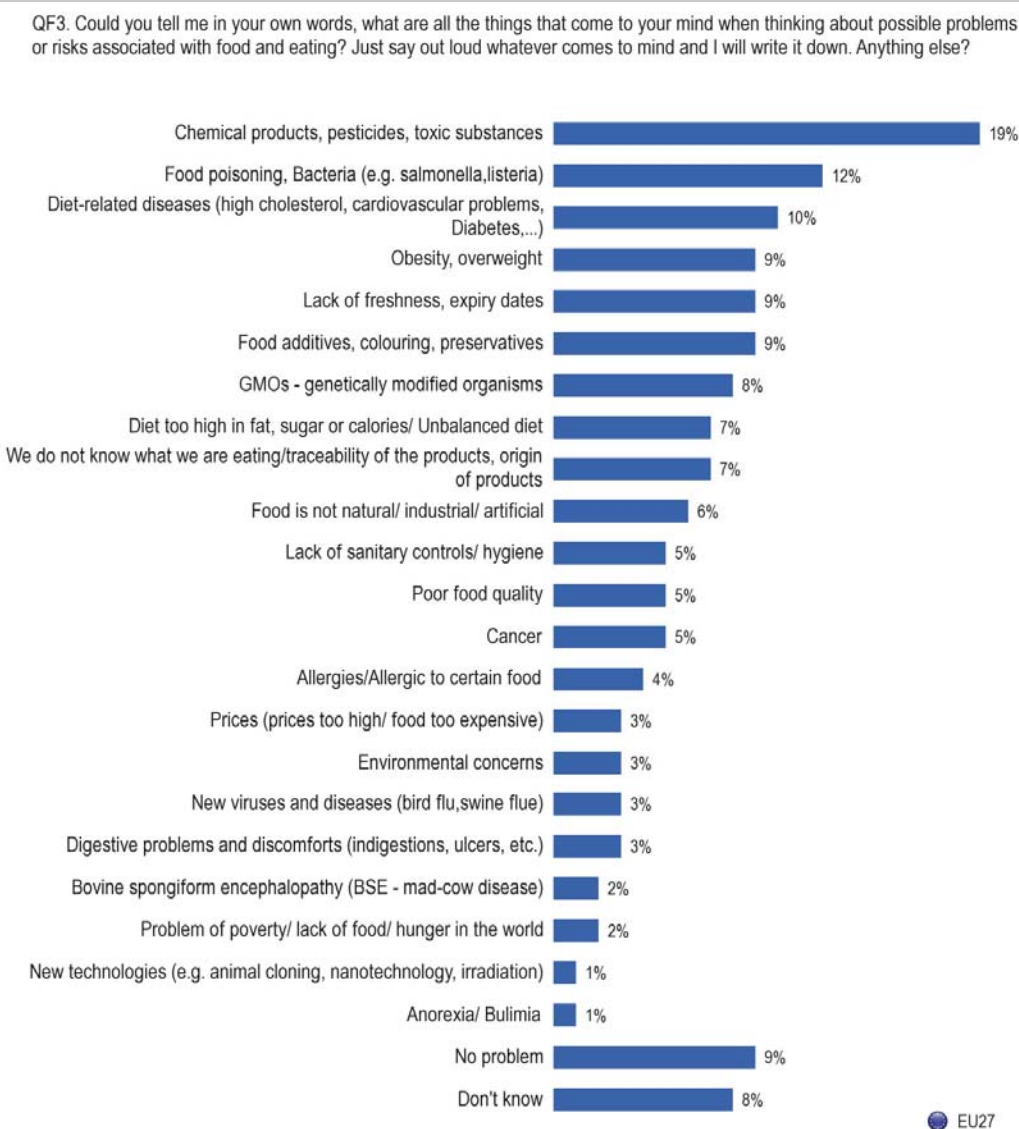
In order to explore citizens' concerns about potential food-related issues, respondents were first asked to explain in their own words through an open ending question what possible problems or risks they associate with food and eating². As in 2005, there is no single, widespread concern cited by a majority of respondents. When comparing the data from the two studies, the 2010 results show that, from a wide variety of answers, the presence of chemical products, pesticides and toxic substances is the most common concern, quoted spontaneously by almost one in five respondents (19%). This item was the second most cited in the 2005 survey, when it was mentioned by 14% of citizens.

² QF3 Could you tell me in your own words, what are all the things that come to your mind when thinking about possible problems or risks associated with food and eating? Just say out loud whatever comes to mind and I will write it down. Anything else?

Food poisoning is the second most frequent association expressed by European citizens, mentioned by one in eight respondents (12%, -4 points vs. 2005), followed by diet-related diseases (10%, -3 points vs. 2005). Concerns have increased regarding the lack of freshness of foods (9%, +3 points vs. 2005) and food additives, colours and preservatives (9%, +2 points vs. 2005).

In addition to these risks, respondents refer to a number of other possible problems, including issues such as an unbalanced diet and the traceability of foods (both at 7%), allergies (4%), environmental concerns (3%) and BSE (or so called 'mad cow disease' 2%, -3 points vs. 2005).

Graph: 1.3 – Spontaneous responses to problems and risks associated with food



1.4 Prompted responses to problems or risks associated with food

- EU citizens worry the most about chemical residues in foods, pollutants and animal cloning -

Having been asked for their spontaneous thoughts on what problems they associate with food and eating, respondents were asked to indicate the extent to which they feel worried about seventeen possible specific food-related risks³. These issues are widely discussed in the scientific community, as well as by policy makers, regulators, media and stakeholder groups.

Response levels, when prompted in this way, are usually higher than for open-ended questions. The results show that, of these seventeen items, pesticide residues, residues like antibiotics or hormones in meat, pollutants like mercury in fish and dioxins in pork and cloning animals for food products are the most widespread concerns. About a third (30%) of EU citizens say they are *very worried* about these issues and approximately a further 40% feel *fairly worried*, meaning that a large majority, about 70%, do feel worry to some degree about these issues.

There is a relatively high proportion of respondents who answer 'don't know' with regard to possible risks associated with nano particles found in food (16%). This finding suggests a degree of unfamiliarity with this issue among European citizens.

The Graph 1.3 presents the full results for all prompted items.

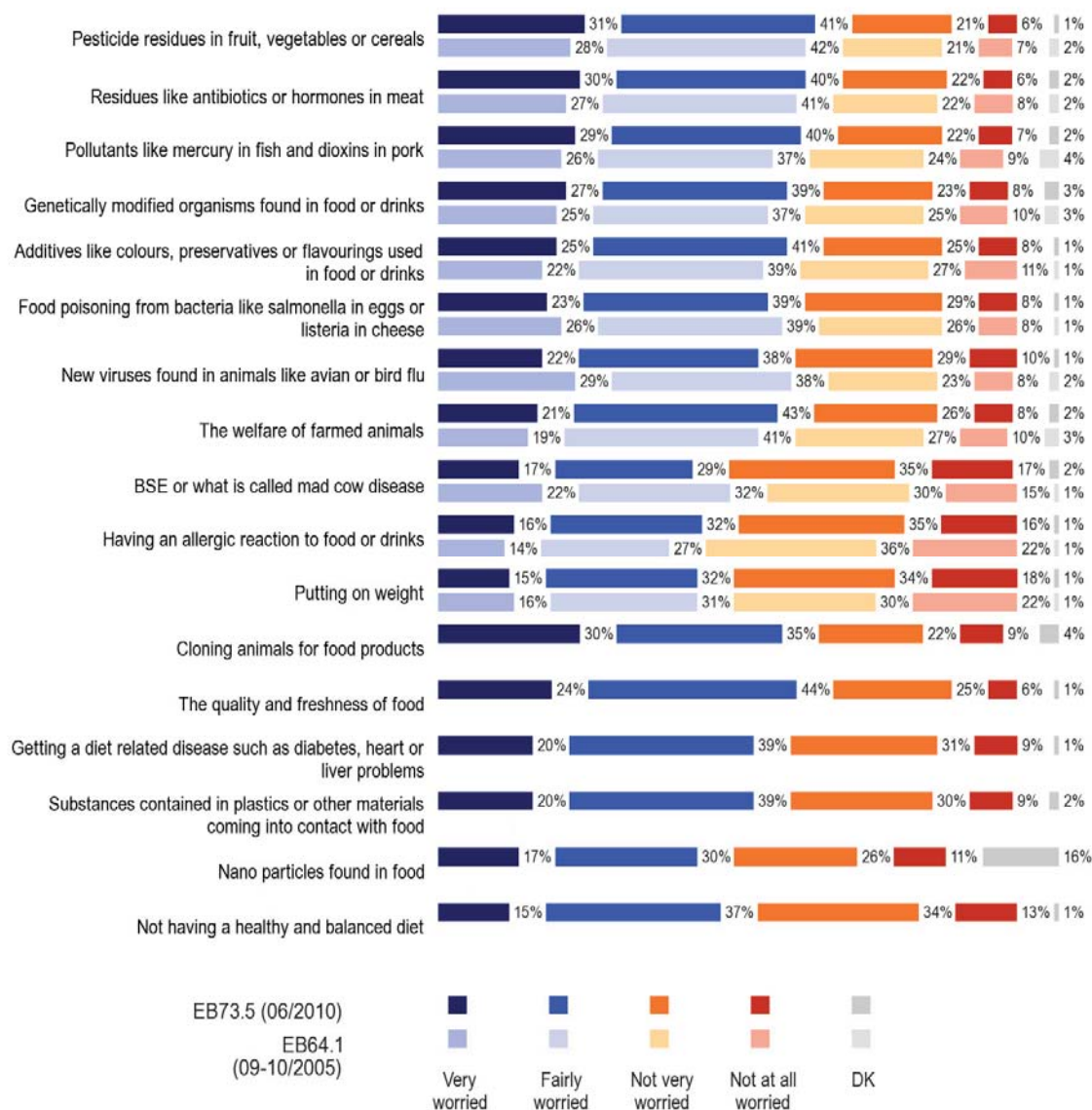
Compared with the 2005 survey, respondents in 2010 are more concerned about pesticides in fruit, vegetables or cereals (31% very worried; an increase of 4 percentage points since 2005). There is also more widespread concern about residues such as antibiotics or hormones in meat (30% very worried; +3 points vs. 2005), pollutants like mercury in fish or dioxins in pork (29%; +3) and additives like colours, preservatives or flavourings (25%; +3). The graph 2.3 shows that levels of concerns are generally higher than in 2005 with the exceptions of "new viruses found in animals" (22%; -7), "BSE" (17%; -5) and "food poisoning" (23%; -3).

³ QF4 Please tell me to what extent you are worried or not about the following issues. ANSWERS: Very worried; Fairly worried; Not very worried; Not at all worried; Do not know.

N.B. The 2005 survey included 14 problems or risks compared to 17 in the 2010 study. In addition to the new options, several options used in 2005 were modified for the current survey and in some of these cases comparisons with 2005 results are not possible.

Graph: 1.4 – Prompted responses to problems and risks associated with food

QF4. Please tell me to what extent you are worried or not about the following issues.

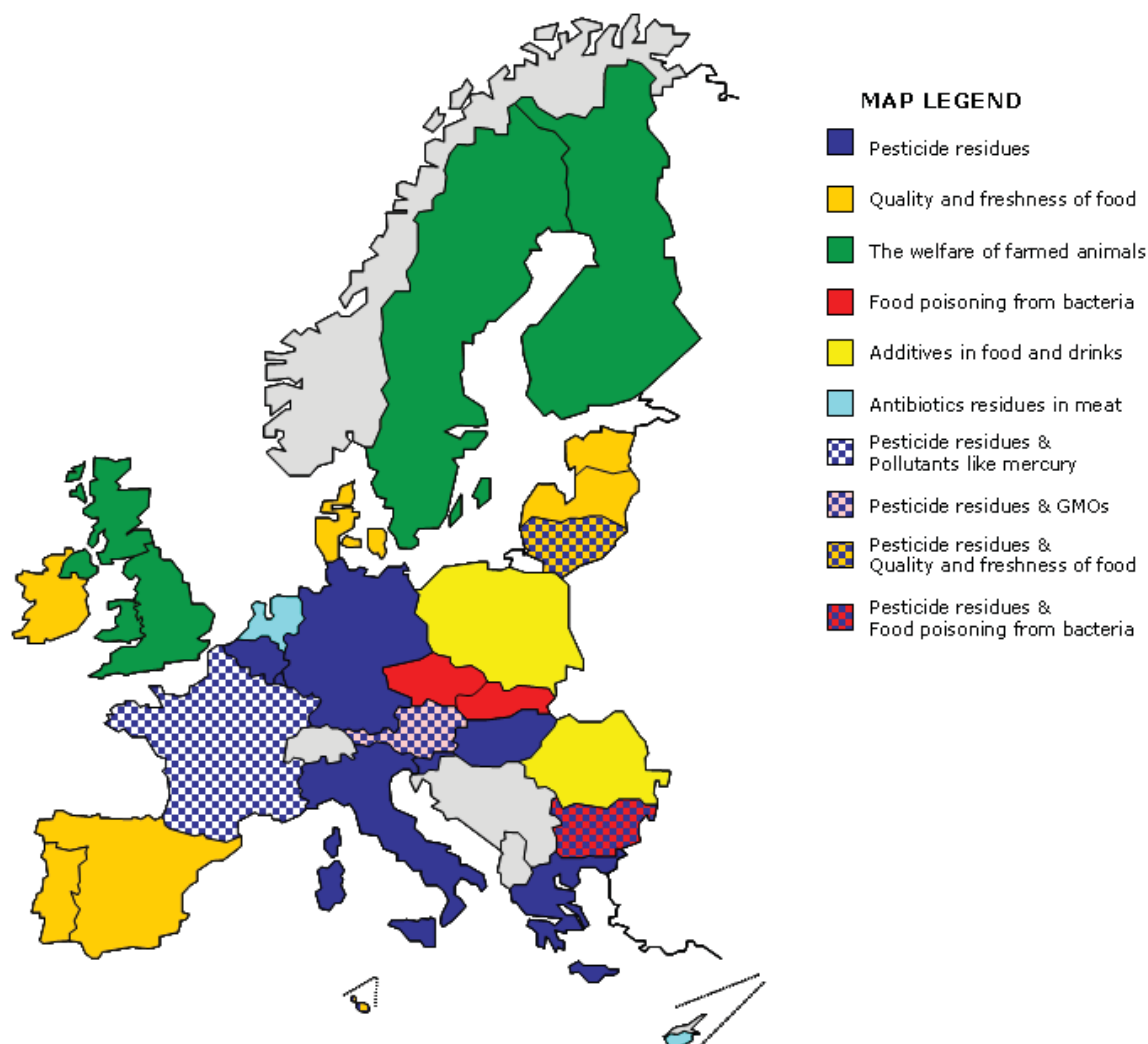


1.5 Top concerns in Member states

- Geographical divides exist across Member States with regard to what citizens consider as the top concern -

On the basis of the question discussed in the previous section - measuring the extent to which citizens in each country are worried about the prompted 17 food-related risks - the Map 1.1 shows the top concern for each Member State. The evaluation is based on the total number of respondents who expressed worry ("very worried" + "fairly worried") about each issue. For Member States where respondents rate two issues as equally worrisome, both risks are highlighted in the map below.

Map: 1.1 – Top concerns in Member States



It should be noted that 9 of the risks covered in the study did not appear as top concerns in any country and hence are not shown on the map⁴.

⁴ 9 risks not being a number one concern in any Member State and thus not shown on the map: Cloning animals for food products, New viruses found in animals like avian or bird flu, Substances contained in plastics or other materials, Getting a diet-related disease such as diabetes, Not having a healthy and balanced diet, Having an allergic reaction to food or drinks, Putting on weight, Nano particles found in food, BSE or what is called mad cow disease.

"Pesticide residues in fruit, vegetables or cereals" is the overall highest concern in twelve Member States, confirming its top position of concern with EU citizens. As map 1.3 shows, this issue is particularly worrisome in Greece (91%), Lithuania (88%), Italy (85%), Luxembourg (85%), Bulgaria (84%), Hungary (84%), France (80%), Malta (77%), Slovenia (75%), Germany (75%), Belgium (72%) and Austria (67%).

"The quality and freshness of food" attracts the highest level of concern in eight countries, including the Baltic States (Latvia 94%, Lithuania 88%, Estonia 74%), Spain (80%) and Portugal (86%) as well as Denmark (77%), Malta (77%) and Ireland (66%).

In other Northern European countries including Sweden (74%), Finland (66%) and the UK (67%), it is **"the welfare of farmed animals"** which shows the highest level of concern amongst citizens. In three Central European Member States, Bulgaria (84%), the Czech Republic (77%) and Slovakia (72%), the issue of "food poisoning from bacteria like salmonella in eggs or listeria in cheese" is the greatest concern.

The issues **"additives like colours, preservatives or flavouring used in food or drinks"** and **"residues like antibiotics or hormones in meat"** are each the largest sources of worry in two countries: in Poland (79%) and Romania (70%); and Cyprus (92%) and the Netherlands (63%) respectively.

80% of French respondents expressed worry about **"pollutants like mercury"**, the same level of worry registered in that country for Pesticide residues. In Austria, respondents are equally concerned about two issues: pesticides and GMO's, each at 67%.

1.6 Personal effectiveness in avoiding food-related risks

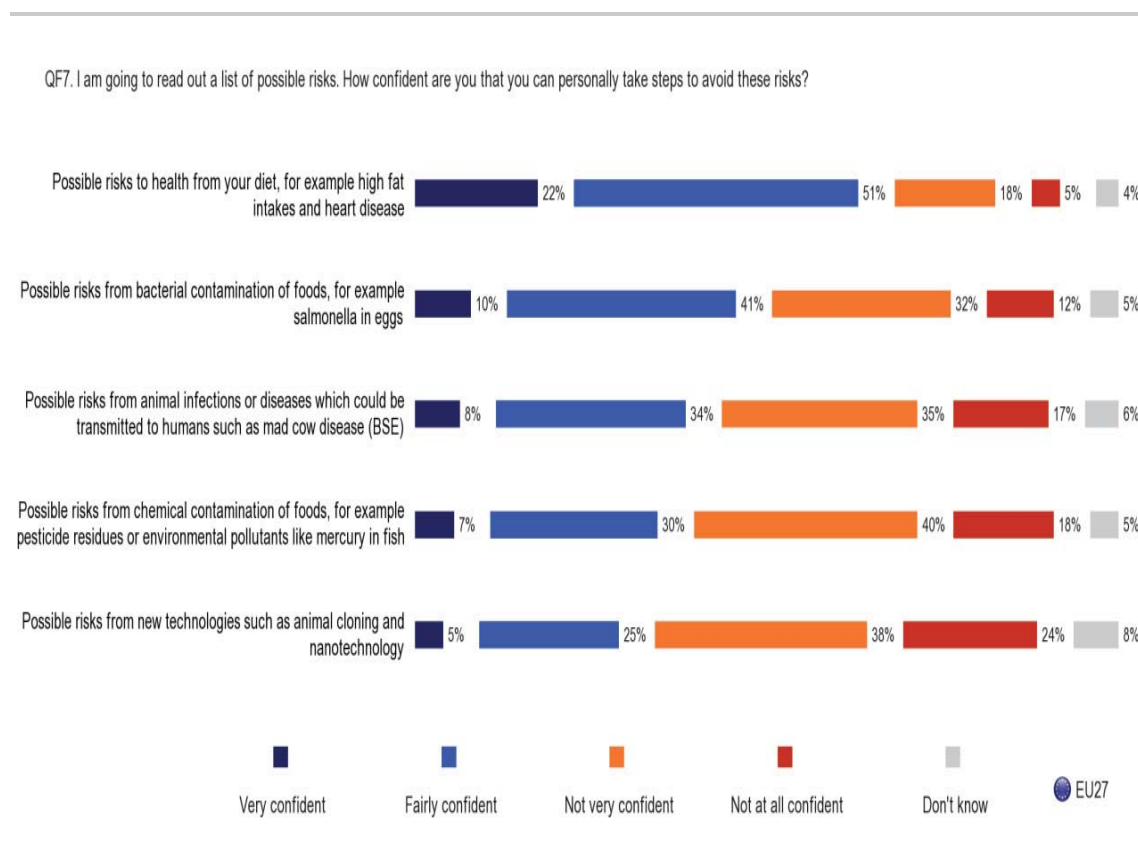
The survey looked at whether respondents feel able to avoid the risks examined, or if they deem these problems to be beyond their personal control⁵. More specifically, respondents were asked to indicate the extent to which they feel confident in being able to personally take steps to avoid five specific risks.

EU citizens feel the most confident about being able to personally take steps to avoid diet-related issues (72%) (e.g. high fat or heart disease) and bacterial contamination (51%) (e.g. Salmonella).

Citizens feel less confident in being able to personally deal with possible problems of chemical contamination (e.g. pesticide residues or mercury in fish) (<40%) and new technologies (e.g. cloning or nanotech) (<30%).

A more divided opinion is found with regard to possible risks from animal infections or diseases (e.g. Mad cow disease), which could be transmitted to humans. 42% of respondents report being confident to be able to avoid these risks whereas a larger proportion (52%) claims not to be.

Graph: 1.4 – Personal confidence in avoiding food-related risks



⁵ QF7 I am going to read out a list of possible risks. How confident are you that you can personally take steps to avoid these risks? ANSWERS: Very confident; Fairly confident; Not very confident; Not confident at all; Do not know.

2. SOURCES OF INFORMATION: PUBLIC CONFIDENCE AND RESPONSE

2.1 Public confidence in sources of information on food safety

In this section we look in detail at trust in different sources of information on serious food-related risks by asking respondents to indicate the extent to which they feel confident about 13 sources of information⁶.

- Highest confidence in health professionals and personal contacts -

The survey shows that EU citizens are the most confident in **"their physician/doctor and other health professionals"** (84%) as providers of accurate information about serious food-related risks (31% very *confident* and 53% fairly *confident*). Confidence in **"family and friends"** as sources of information on food-related risks is similarly high (82%). In addition, approximately three out of four respondents are confident in information from **"consumer organisations"** (76%), **"scientists"** (73%) and **"environmental protection groups"** (71%).

- National and European food safety agencies, alongside European Institutions and Scientists, are seen as sources of accurate information by the vast majority -

Further, it can be observed that the majority of respondents are confident about information from the **"national and European food safety agencies (EFSA)"** (64%), **"European institutions"** (57%) on food-related risks. At the same time, it should be noted that a relatively large proportion of respondents (7% and 9%) answer 'don't know' to these questions, suggesting a relative unfamiliarity with the role these public authorities play in this area.

"National governments" are the only institution for which less than 1 in 2 (47%) respondents express their confidence in these bodies as a source of information on food-related risks.

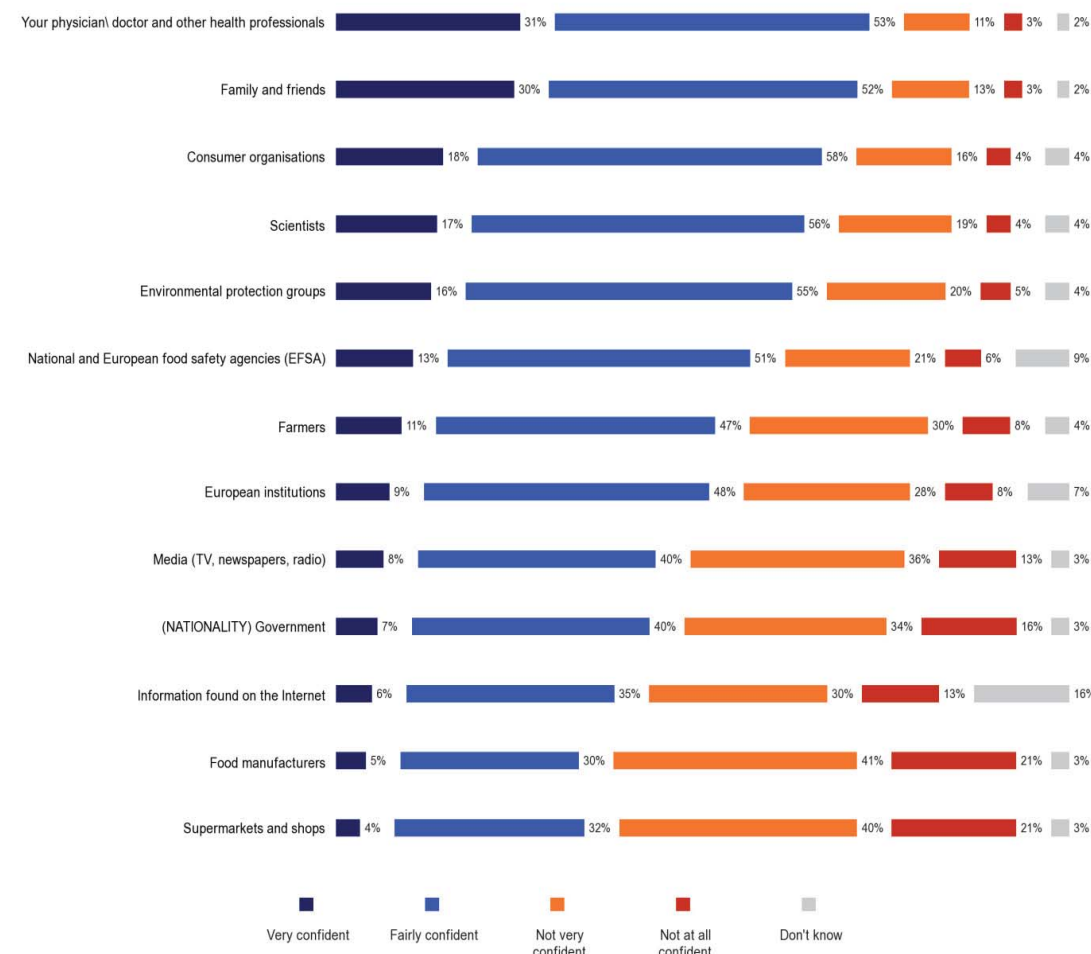
The wide majority of Europeans feel confident about **"farmers"** (58%) with respect to information on food risks. These are the only actors in the food supply chain that reach a level of confidence above 50%. Results show that respondents tend to trust information from those involved in the food supply chain to a much lower degree, with about a third of respondents saying they feel confident about information from **"food manufacturers"** (35%) and **"retailers"** (36%).

Looking at confidence in media and the internet as information sources, results show that less than one in two respondents regard the media as a trusted information source on food risks. Mainstream **"media (such as TV, newspapers and radio)"** are generally more trusted (48%) than information found on the **"internet"** (41%). For the latter, it should be noted that a relatively large proportion of respondents (16%) answer 'don't know', which suggests some uncertainty about the role of the internet in this area.

⁶ QF5 Suppose a serious food risk was found in a food you eat regularly such as fish, chicken or salad. How much confidence would you have in the following sources to give you accurate information about this risk? ANSWERS: Very confident; fairly confident; Not very confident; Not confident at all; Do not know.

Graph: 2.1 – Confidence in source of information – EU27

QF5. Suppose a serious food risk were found in a food you eat regularly such as fish, chicken or salad. How much confidence would you have in the following sources to give you accurate information about this risk?



2.2 Public awareness of and reaction to information concerning unsafe or unhealthy food

The survey also offers insights about the public's **awareness of and response to information concerning unsafe or unhealthy food**.

Turning first to public awareness, the results show that the vast majority of citizens (79%) have heard instances of unsafe or unhealthy food reported in the media or seen them on the internet. About one in ten (11%) has never encountered such news stories and 10% of EU citizens do not feel able to give an answer to the question.

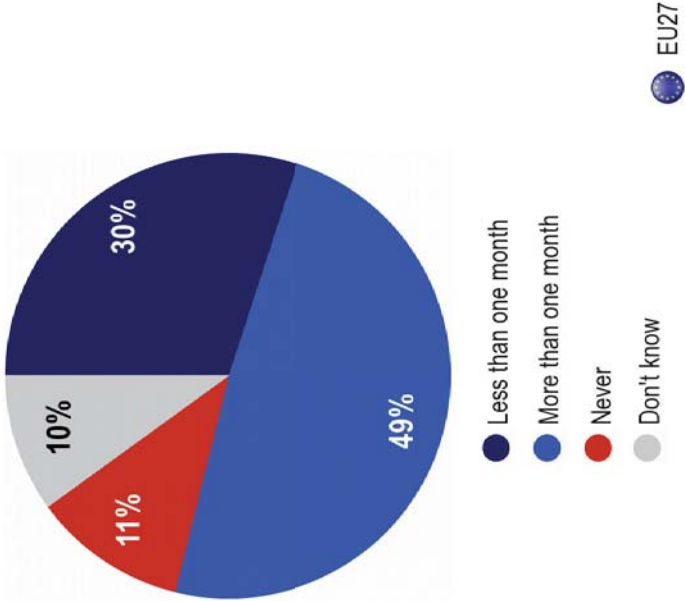
In terms of their response to such information communicated in the media or on the internet, we find that approximately 1 in 2 either ignore stories they hear in the media or worry about these but do not change their eating habits; 1 in 3 claim to avoid the food mentioned in the news story for a while (35% for food safety matters and 31% for diet and health issues).

Tendency to ignore information is greater for information regarding diet and health (29%) than for that concerning food safety (24%).

Graph: 2.2a – Information recall on food that may be unsafe – EU27

News on food that maybe unsafe

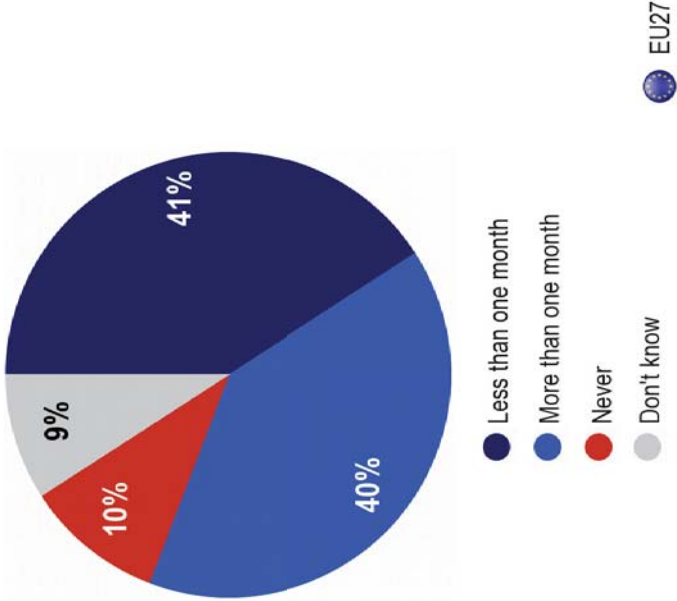
QF9a. Please tell me when was the last time you read in the press, saw on the Internet or television or heard on the radio, that food may be unsafe, for example due to a chemical found in it.



Graph: 2.2b – Information recall on food that may be unhealthy – EU27

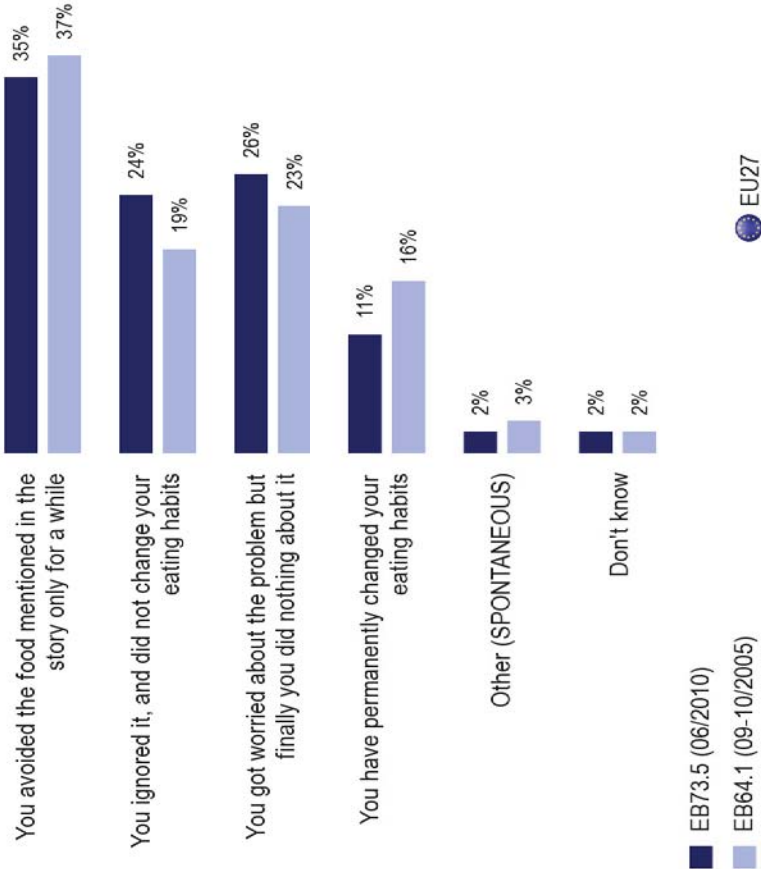
News on food that maybe bad for the health

QF9b. Please tell me when was the last time you read in the press, saw on the Internet or television or heard on the radio, that a certain type of food may be bad for your health for example containing too much fat or salt.



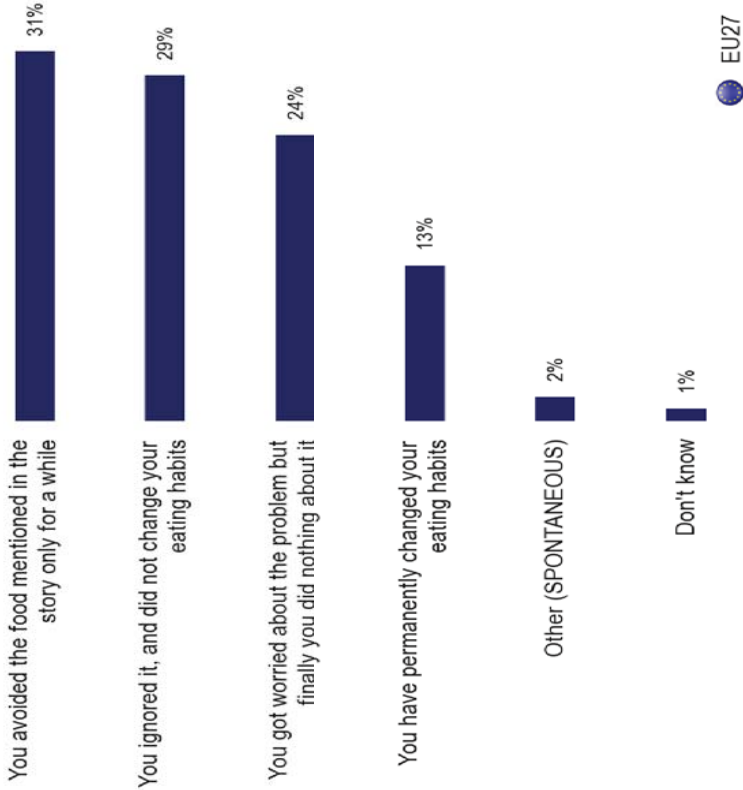
Graph: 2.2c – Reaction to information on food that may be unsafe

QF10a. And how did you react to the last information you heard, saw or read about a type of food being unsafe?



Graph: 2.2d – Reaction to information on food that may be unhealthy

QF10b. And how did you react to the last information you heard, saw or read about a type of food being bad for your health?



3. THE ROLE AND EFFECTIVENESS OF PUBLIC AUTHORITIES

3.1 The role of public authorities

Respondents were presented with a series of 12 statements related to the role and behaviour of public authorities⁷ and asked to what extent they agree or disagree with them. The statements cover a range of topics including: how public authorities deal with issues concerning risks related to food safety as well as diet and healthy issues; the relationship between food, diet and health and whether food and diets are safer or healthier than 10 years ago.

Graph 3.1 below shows the views of EU citizens on these statements, in decreasing order of level of agreement (*totally agree + tend to agree*). Where possible the answers are compared to data from the 2005 survey.

- There is broad increasing agreement that public authorities ensure that food is safe in Europe –

There has been an overall increase since 2005 in the way that EU institutional efforts to protect consumers from food safety risks are positively perceived. This can be determined from the increase in positive responses to the six questions repeated from 2005 to determine how European citizens perceive the public authorities with regards to.

- strict laws in the EU to make sure food is safe (66%, +5 points vs. 2005);
- food in the EU being safer than that imported from outside the EU (63%, +3 points);
- reaction time when there is a danger to citizens health (63%, +7 points);
- decisions related to food risks being based on the latest scientific evidence (63%, +5 points) and
- informing people about food-related risks (56%, +7 points).

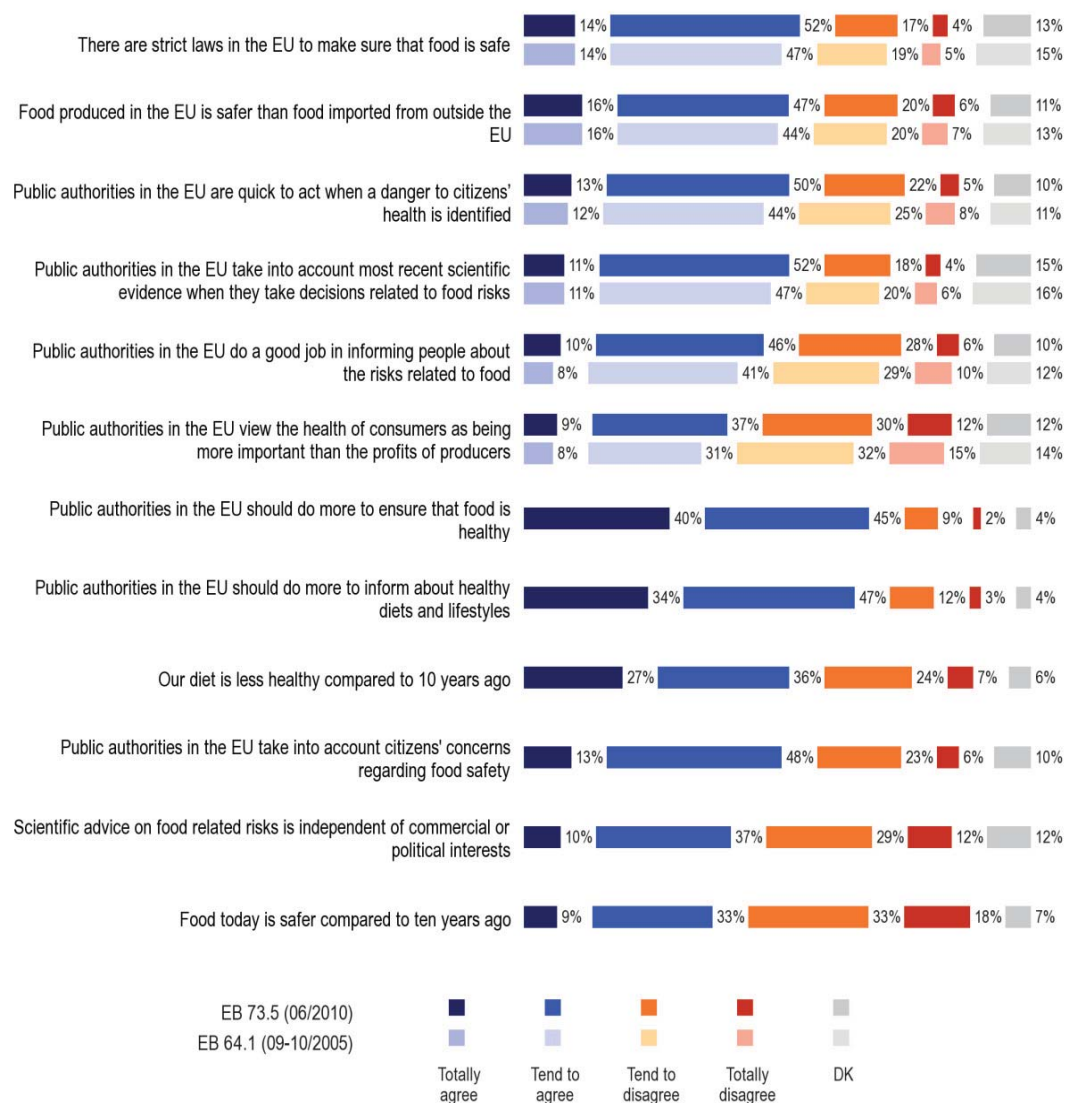
Two thirds of Europeans (66%) feel that "there are strict laws in the EU to make sure that food is safe", and 63% believe that "food produced in the EU is safer than that imported from outside the EU". These results show a significant increase compared to 2005.

However, when citizens are asked to reflect back in time, less than half of Europeans agree (42%) that "food today is safer compared to ten years ago", while 51% disagree with this statement.

⁷ QF6 To what extent do you agree or not with each of the following statements? ANSWERS: Totally agree; Tend to agree; Tend to disagree; Totally disagree; Do not know.

Graph: 3.1 – The role of public authorities

QF6. To what extent do you agree or not with each of the following statements?



The majority of EU citizens (56%) agree with the statement "public authorities in the EU do a good job in informing people about the risks related to food". Compared to 2005 there has been an increase in agreement levels across the EU (56%; +7).

- Respondents believe that public authorities are quick to act and that they base their decisions on scientific evidence -

Europeans tend to agree (63%) that "public authorities in the EU are quick to act when a danger to citizens' health is identified. The majority (63%) of respondents also agree that "public authorities in the EU take into account most recent scientific evidence when they take decisions related to food risks".

- Public authorities take into account citizens' concerns-

The majority (61%) of respondents agree that "public authorities in the EU take into account citizens' concerns regarding food safety".

- However, opinion is divided on whether scientific advice and public authorities are independent from other interests -

EU citizens are divided (47% of respondents agree, 41% disagree and 12% don't know) as to whether "scientific advice on food-related risks is independent of commercial or political interests".

Public opinion is also divided (46% agree, 42% disagree and 12% "don't know") as to whether "public authorities in the EU view the health of consumers as being more important than the profits of producers", although there has been a +7 point increase in the proportion of people agreeing since 2005.

- Although the public regards food produced in the EU as safe, our diet is perceived to be less healthy now than 10 years ago -

Nearly two out of three Europeans (63%) agree that "our diet is less healthy compared to 10 years ago". Notably, in Latvia and Greece 81% agree whereas in Malta only 47% agree.

- Public authorities should do more to ensure healthy food and healthy diets -

When considering the issues of healthy food and diets respondents express a broad desire for more action from public authorities. In the EU as a whole 85% of respondents agree that "public authorities in the EU should do more to ensure that food is healthy". The same degree of consensus is reached about the statement "public authorities in the EU should inform more about a healthy diet" with 81% of Europeans agreeing.

3.2 The perceived effectiveness of public authorities

This section examines the perceptions of EU citizens about the effectiveness of public authorities based on responses to questions asking if public authorities are doing enough to protect them from a list of five specific risks⁸.

- Citizens feel that public authorities are doing well, but there is room for improvement -

Over half of the respondents indicate that public authorities in the EU are doing enough to protect them from possible risks from animal infections and diseases such as BSE (58%), from possible risks from bacterial contamination (56%) and from possible risks to health from diet (55%). However, as noted earlier, many respondents desire more action and information from public authorities with regard to healthy food and diets. This suggests that citizens feel that the public authorities are doing well in order to protect citizens from unsafe food, but that there is also room for improvement in dealing with healthy nutrition and diet.

- Risks from Animal infections and bacterial contamination are considered as being dealt with adequately -

The majority (58%) of respondents believe that the EU is doing enough about "possible risks from animal infections or diseases which could be transmitted to humans (mad cow disease (BSE))". Public authorities in the EU are also widely judged as effective in addressing "possible risks from bacterial contamination of foods (salmonella in eggs)" (56%). A majority of respondents (55%) agree that "possible risks to health from diet (e.g. high fat intakes and heart disease)" are being adequately dealt with by public authorities in the EU.

- Authorities in the EU are seen as being less effective in dealing with chemical contamination and new technology issues -

Fewer respondents (48%) think that public authorities in the EU deal adequately with "possible risks from chemical contamination of foods (pesticide residues or environmental pollutants like mercury in fish)".

A lower proportion of citizens (42%) believe that public authorities in the EU are adequately dealing with the "possible risks from new technologies (animal cloning and nanotechnology)", a finding consistent across all Member States. 10% of EU citizens gave the answer "don't know" suggesting a general unfamiliarity with the subject.

⁸ QF8 Now we would like to know if you think that public authorities in the European Union are doing enough to protect you from these possible risks. OPTIONS: Possible risks from chemical contamination of foods (pesticide residues or environmental pollutants like mercury in fish); Possible risks from bacterial contamination of foods (salmonella in eggs); Possible risks to health from diet (high fat intakes and heart disease); Possible risks from new technologies (animal cloning and nanotechnology); Possible risks from animal infections or diseases which could be transmitted to humans (mad cow disease (BSE)). ANSWERS: Yes, definitely; Yes, probably; No, probably not; No, certainly not; Do not know.

4. FUTURE OUTLOOK

Initial analysis of the relationship between confidence in public authorities and risk perception suggests that there is a strong relationship between confidence in information, positive evaluation of the performance of national and European food safety agencies and the perception of possible food-related risks.

The data from the Eurobarometer on food-related risks provides an important platform for carrying out further research on the relation between trust in information sources, confidence in public authorities and perception of food-related risks.

Further research in this area will be critical to support the development of the most effective approaches for communicating with EU citizens on matters related to food, food safety and the relation between food, diet and health.

EUROBAROMETER SPECIAL N° 354 TECHNICAL SPECIFICATIONS

Between the 9th and the 30th of June 2010, TNS Opinion & Social, a consortium created between TNS plc and TNS opinion, carried out the wave 73.5 of the EUROBAROMETER, on request of the EUROPEAN COMMISSION, Directorate-General for Communication, "Research and Speechwriting".

The SPECIAL EUROBAROMETER N° 354 is part of the wave 73.5 and covers the population of the respective nationalities of the European Union Member States, resident in each of the Member States and aged 15 years and over. The basic sample design applied in all states is a multi-stage, random (probability) one. In each country, a number of sampling points was drawn with probability proportional to population size (for a total coverage of the country) and to population density.

In order to do so, the sampling points were drawn systematically from each of the "administrative regional units", after stratification by individual unit and type of area. They thus represent the whole territory of the countries surveyed according to the EUROSTAT NUTS II (or equivalent) and according to the distribution of the resident population of the respective nationalities in terms of metropolitan, urban and rural areas. In each of the selected sampling points, a starting address was drawn, at random. Further addresses (every Nth address) were selected by standard "random route" procedures, from the initial address. In each household, the respondent was drawn, at random (following the "closest birthday rule"). All interviews were conducted face-to-face in people's homes and in the appropriate national language. As far as the data capture is concerned, CAPI (*Computer Assisted Personal Interview*) was used in those countries where this technique was available.

ABBREVIATIONS	COUNTRIES	INSTITUTES	N° INTERVIEWS	FIELDWORK DATES	POPULATION 15+
BE	Belgium	TNS Dimarso	1.000	11/06/10	8.866.411
BG	Bulgaria	TNS BBSS	1.001	11/06/10	6.584.957
CZ	Czech Rep.	TNS Aisa	1.006	11/06/10	8.987.535
DK	Denmark	TNS Gallup DK	1.040	11/06/10	4.533.420
DE	Germany	TNS Infratest	1.546	11/06/10	64.545.601
EE	Estonia	Emor	1.000	12/06/10	916.000
IE	Ireland	MRBI	1.008	11/06/10	3.375.399
EL	Greece	TNS ICAP	1.000	11/06/10	8.693.566
ES	Spain	TNS Demoscopia	1.006	13/06/10	39.035.867
FR	France	TNS Sofres	1.003	11/06/10	47.620.942
IT	Italy	TNS Infratest	1.036	11/06/10	51.252.247
CY	Rep. of Cyprus	Synovate	502	11/06/10	651.400
LV	Latvia	TNS Latvia	1.016	10/06/10	1.448.719
LT	Lithuania	TNS Gallup Lithuania	1.036	12/06/10	2.849.359
LU	Luxembourg	TNS ILReS	500	11/06/10	404.907
HU	Hungary	TNS Hungary	1.032	11/06/10	8.320.614
MT	Malta	MISCO	500	11/06/10	335.476
NL	Netherlands	TNS NIPO	1.021	11/06/10	13.288.200
AT	Austria	Österreichisches Gallup-Institut	996	10/06/10	6.973.277
PL	Poland	TNS OBOP	1.000	12/06/10	32.306.436
PT	Portugal	TNS EUROTESTE	1.007	11/06/10	8.080.915
RO	Romania	TNS CSOP	1.013	11/06/10	18.246.731
SI	Slovenia	RM PLUS	1.003	10/06/10	1.748.308
SK	Slovakia	TNS AISA SK	1.084	12/06/10	4.549.954
FI	Finland	TNS Gallup Oy	1.007	09/06/10	4.412.321
SE	Sweden	TNS Gallup	1.010	10/06/10	7.723.931
UK	United Kingdom	TNS UK	1.318	11/06/10	51.081.866
TOTAL EU27			26.691	09/06/10 30/06/10	406.834.359

For each country a comparison between the sample and the universe was carried out. The Universe description was derived from Eurostat population data or from national statistics offices. For all countries surveyed, a national weighting procedure, using marginal and intercellular weighting, was carried out based on this Universe description. In all countries, gender, age, region and size of locality were introduced in the iteration procedure. For international weighting (i.e. EU averages), TNS Opinion & Social applies the official population figures as provided by EUROSTAT or national statistic offices. The total population figures for input in this post-weighting procedure are listed above.

Readers are reminded that survey results are estimations, the accuracy of which, everything being equal, rests upon the sample size and upon the observed percentage. With samples of about 1,000 interviews, the real percentages vary within the following confidence limits:

Observed percentages	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
Confidence limits	± 1.9 points	± 2.5 points	± 2.7 points	± 3.0 points	± 3.1 points

