

Risk Issues

Executive Summary on Food Safety

Fieldwork September - October 2005

Publication February 2006

This survey was requested by Directorate-General Health and Consumer Protection as well as the European Food Safety Authority and coordinated by Directorate-General Press and Communication

This document does not represent the point of view of the European Food Safety Authority. The interpretations and opinions contained in it are solely those of the authors.

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INTRODUCTION

Over the years, the European Union has developed EU legislation and Community support programmes in the areas of public health, consumer protection and the broad area of food safety which encompasses feed, food, animal health and animal welfare. The Health and Consumer Protection Directorate-General of the European Commission has the task of preparing and updating these laws and programmes, and of monitoring their implementation by the competent Member States' authorities.¹

In 2002, the European Union established a new scientific body - the European Food Safety Authority (EFSA) - charged with providing independent and objective risk assessment on food and feed safety.²

The Directorate-General Health and Consumer Protection and the European Food Safety Authority commissioned a survey to assess how people in the EU perceive risk, focusing in particular on food safety, an area of shared interest. Such research enables policy-makers to interact with the public and contributes to the development of policy initiatives and communications in relation to risk issues.

The survey was conducted in the twenty-five Member States of the European Union by way of face-to-face interviews in peoples' homes in their national language between September 2 and October 6, 2005. The methodology used is that of the standard Eurobarometer polls managed by the Directorate-General Press and Communication (unit "Opinion polls, press reviews, Europe Direct"). A technical note concerning the interviews carried out by the institutes of the TNS Opinion & Social network is annexed to this summary.³

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 http://www.europa.eu.int/comm/dgs/health_consumer/index_en.htm

² http://www.efsa.eu.int/about_efsa/catindex_en.html

³ The results tables are included in the annex. The totals indicated may show a one point difference with the sum of the individual units. It should also be noted that the total of the percentages in the tables of this report may exceed 100% when the respondent has the possibility to give several answers to the same question.

MAIN FINDINGS

The survey on risk issues reveals that when presented with a list of possible risks, environmental pollution and car accidents are those which the largest proportion of the population (61% and 51% respectively) considers likely to affect them personally. However, more than 40% of people also think that their health could be damaged by the food they eat or by other consumer goods.

Nonetheless, the thought of food generally has positive connotations for Europeans. They associate it first and foremost with taste and pleasure while, when purchasing food, they are more guided by the quality and price of food than by health and food safety concerns. The association of food with health is only made by one person in five.

When people are asked to specifically cite any problems or risks associated with food, many things spontaneously come to mind but without any sense of unanimity. Food poisoning comes to mind most often (16%), followed by chemicals (14%) and obesity (13%). For 7% of respondents food does not present any risks or problems at all.

However, when consumers are reminded of the possible risks associated with food (through the presentation of a closed list of potential issues), concerns appear to be quite widespread. The main finding is that people do not differentiate greatly between the various types of risks although they are more likely to worry about risks caused by external factors over which they have no control. At the top end of the "worry" scale, consumers express concern regarding external factors that are clearly identified as dangerous (pesticides residues, new viruses such as avian influenza, residues in meats, contamination of food by bacteria, unhygienic conditions outside home). In the mid-range, one finds other external factors such as environmental pollutants (e.g. mercury), GMOs, food additives, animal welfare and "mad cow disease" or BSE (Bovine Spongiform Encephalopathy). Consumers appear to be less concerned about personal factors (such as individual susceptibility to food allergies) or other factors linked to their own behaviour (e.g. food preparation, food hygiene at home and putting on weight).

Worry is an important determinant of people's attitudes to food safety and, in particular, on how they respond to information about food safety. Whilst the analysis of results points to significant differences between the Member States, it should be kept in mind that this does not necessarily reflect the actual situation in the various countries with respect to food safety. It is rather indicative of differences observed in respondents' propensity to worry and to admit to being worried about potential food safety risks. Also, it is well known that cultural differences exist when it comes to expressing attitudes, concerns or perceptions regarding risks, and food-related risks in particular.

The analysis also shows that there is a profile of worriers. One third of the population demonstrated a pattern of being "very worried". Women and people with a lower level of education tend to be over-represented in this category, but other factors such as age or occupation did not seem to greatly influence responses. At the other end of the scale, the "not very worried" group accounts for one fifth of the population.

In terms of health and consumer protection policies, the survey shows that a high proportion of EU citizens have heard about EU legislation. Awareness of health warnings on cigarette packs scored the highest (85%), reflecting the high impact of

this policy. Very good scores are also obtained for awareness of consumer rights (66%) and food safety (61%) rules.

There is a strong level of confidence in public authorities' actions in the field of health; 54% think that their health concerns are taken seriously by the EU and 55% believe that authorities react quickly. That said, 47% of citizens think that when deciding on priorities, authorities would favour the economic interests of producers over the health of consumers.

Turning to food specifically, 58% are confident that public authorities account for the most recent scientific evidence in taking decisions regarding food risk and one in two praises public authorities for their work in informing citizens about food-related risks. While 62% of EU citizens agree that food safety laws in the EU are strict, some reservations emerge regarding their enforcement, with only 46% who consider that this is properly done. Overall, nearly half the consumers surveyed agree that public authorities in the EU are doing enough with respect to food safety risks, while one third would like to see them do more.

Public opinion on the evolution of food safety over the last ten years is divided: 38% consider that it has improved, 29% feel that it has stayed about the same and 28% believe that we are now worse off. People who believe the latter are mostly those who also have the most pessimistic opinion on risks in the area of food safety.

When it comes to assessing sources of information, it appears that media reports on health, food safety and consumer protection reach a vast majority of citizens. Most of those surveyed recalled seeing or reading something in the media over the past 6 months related to the topics just mentioned, and in particular with regard to tobacco, obesity and alcohol.

Amongst those who recall having seen or heard media reports on unsafe or unhealthy food, the majority states that as a result, they have either permanently changed their eating habits (16%) or avoided the food mentioned in the story for a while (37%). Again, the extent to which people are concerned about food safety is related to the way in which they react to media coverage of food-related problems. The fact that over 40% either ignore stories which they come across in the media or worry about these but do nothing has important implications for risk communications.

Finally, the survey shows that consumer groups, physicians or doctors, and scientists, are the most trusted sources when it comes to providing information about food risks, followed by public authorities. Media generate a fairly low level of trust while, as found in other consumer research, economic operators (manufacturers, farmers and retailers) are cited as being amongst the least trusted sources.

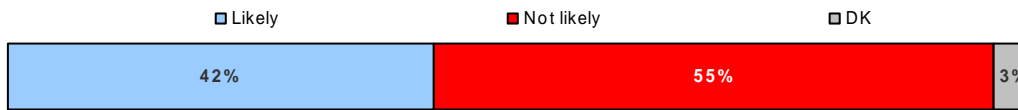
In summary, whilst Europeans indicate they are worried about health-related risks, those concerning food appear to be less salient. Overall, food has positive connotations of taste and pleasure; concerns regarding health and food safety are not top-of-mind. When confronted with possible risks associated with food, consumers identify a wide range of concerns and tend to worry most about those factors which they cannot themselves control. Clearly identifiable groups are more liable to worry about risks than others, suggesting that in order to be effective, communication on risks may need to be tailored to meet specific needs of target audiences.

1. Risk perceptions

The survey on risk issues reveals that a significant proportion of EU citizens – two out of five - think that their health could be damaged by the food they eat.

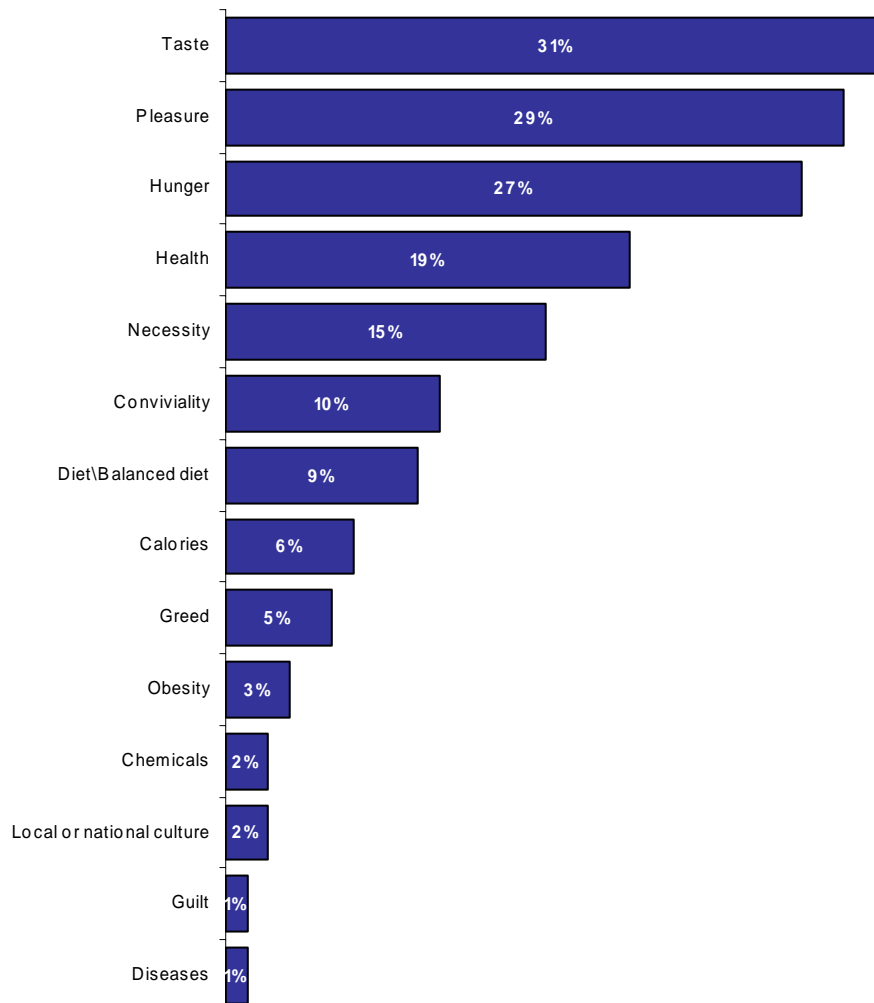
Q2.4 I will read out a list of potential risks. For each of them please tell me how likely you think they are to happen to you personally.

The food you eat damaging your health %EU



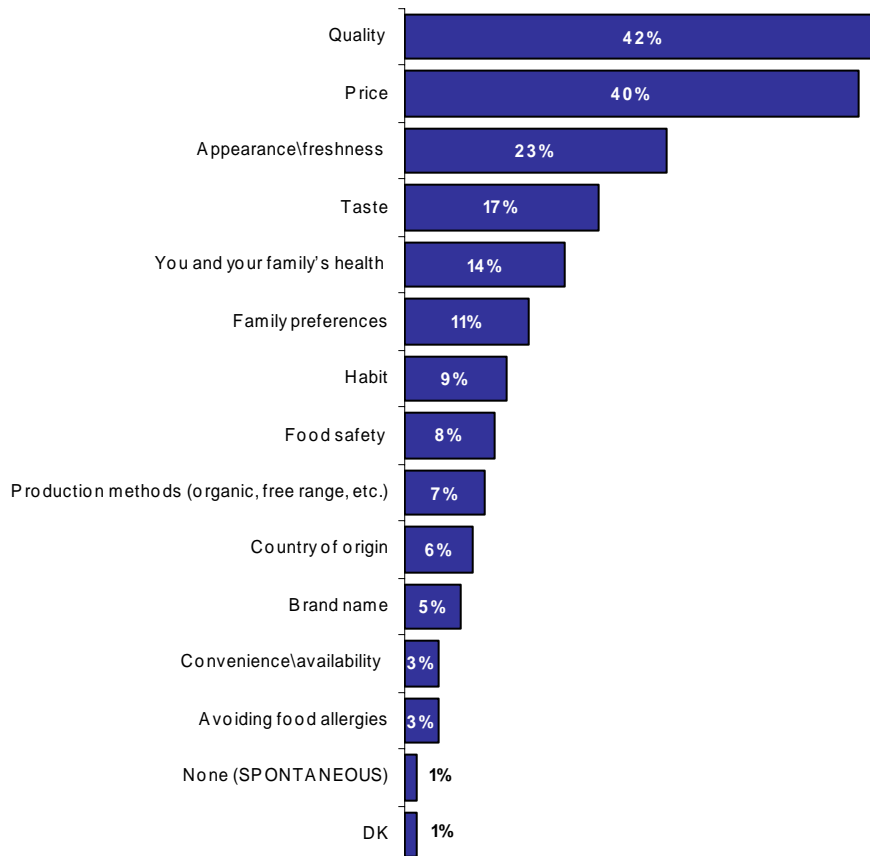
Nonetheless, the thought of food generally has positive connotations for Europeans. Consumers spontaneously associate it first and foremost with taste and pleasure while the association of food with health is made by only one person in five.

Q1 When thinking about food, what words first come to mind?
(MULTIPLE ANSWERS POSSIBLE) %EU



When purchasing food, quality (42%) and price (40%) emerge as the key factors influencing consumers' choice. "Health" per se is not their primary preoccupation with respect to food and does not appear to be the most important factor in guiding consumers' food choices.

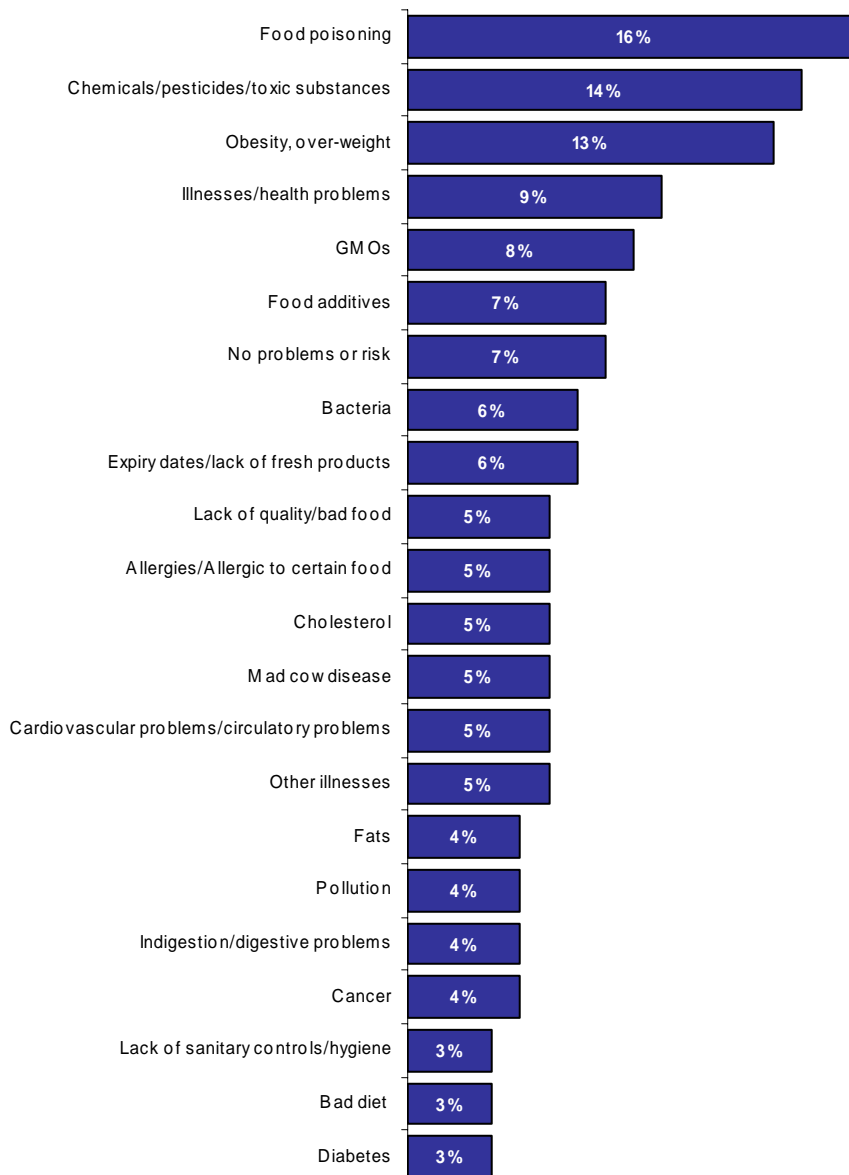
Q4a When you go shopping for food, what would you say are the most important factors that influence your choice?
(MAX 2 ANSWERS) % EU



Although when prompted, 42% of Europeans consider it likely that the food they eat will damage their health, the survey shows that when people are asked to specifically cite any problems or risks associated with food, many things spontaneously come to mind but without any sense of unanimity.

Food poisoning comes to mind most often (16%), followed by chemicals (14%) and obesity (13%). For 7% of respondents food does not present any risks or problems at all.

Q3 What are all the things that come to your mind when thinking about possible problems or risks associated with food?
(MULTIPLE ANSWERS POSSIBLE) %EU

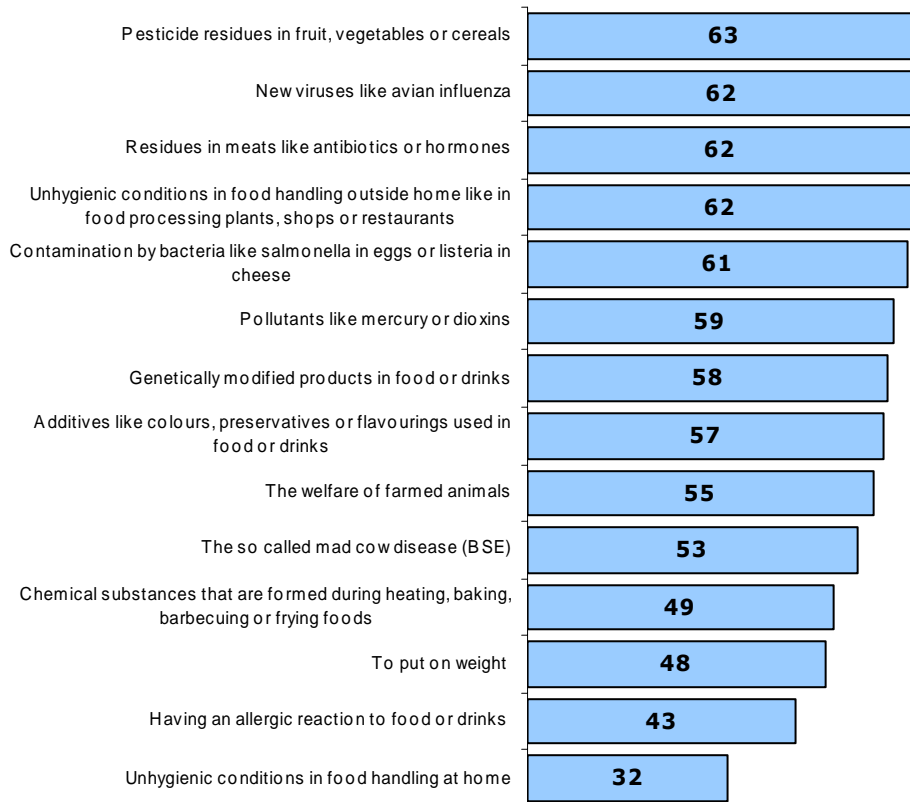


However, when consumers are reminded of the possible risks associated with food (through the presentation of a closed list of potential issues), concerns appear to be quite widespread.

In order to better distinguish between levels of concern, an "average index" of opinions was constructed by transforming the "worry scale" into numerical values.⁴

Q5. For each of the following issues, please tell me if you are very worried, fairly worried or not at all worried by it?

AVERAGE INDEX FOR EU

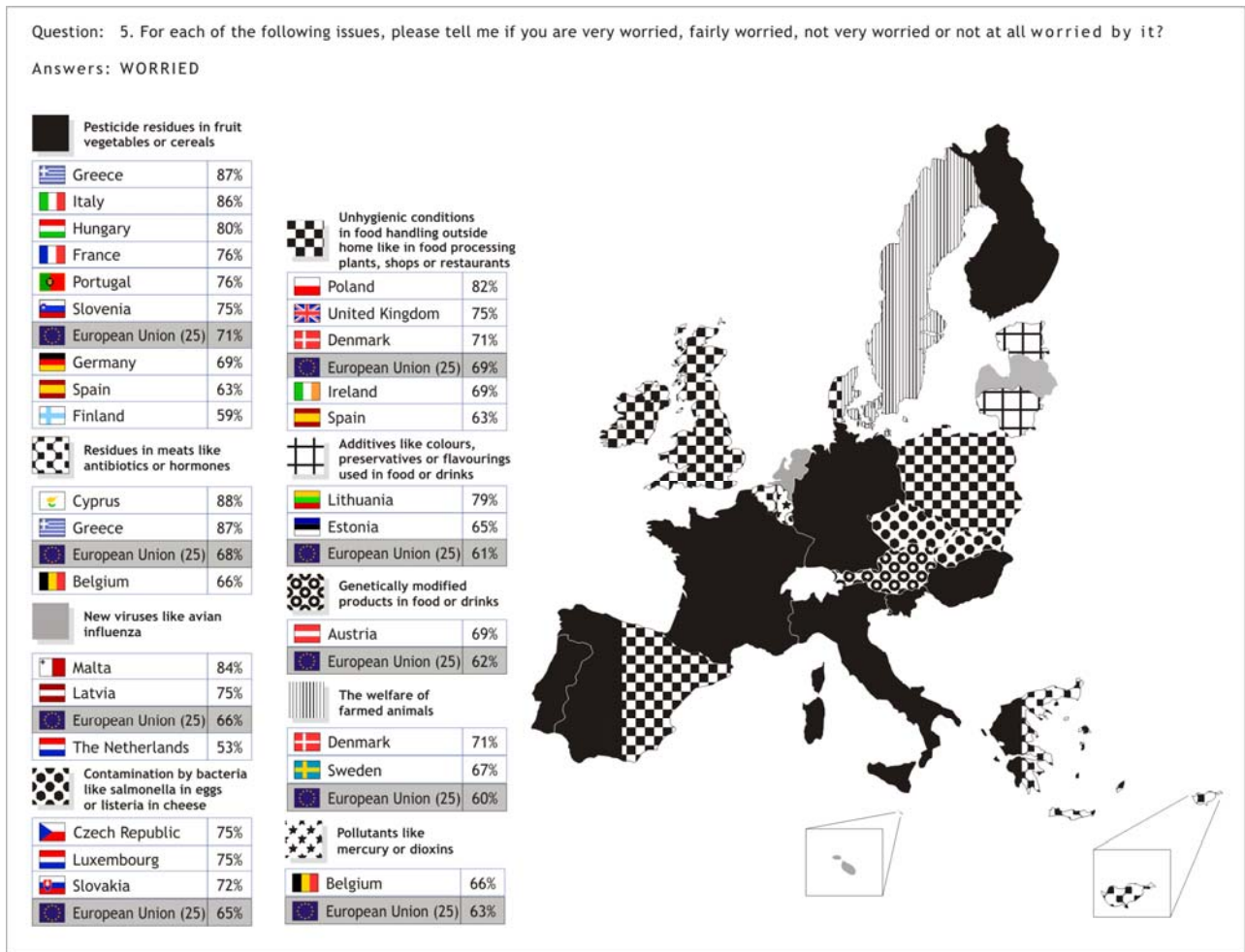


The main finding is that people do not differentiate greatly between the various types of risks although they are more likely to worry about risks caused by external factors over which they have no control. At the top end of the "worry" scale, consumers express concern regarding external factors that are clearly identified as dangerous (pesticides residues, new viruses such as avian influenza, residues in meats, contamination of food by bacteria, unhygienic conditions outside home). In the mid-range, one finds other external factors such as environmental pollutants (e.g. mercury), GMOs, food additives, animal welfare and "mad cow disease" or BSE (Bovine Spongiform Encephalopathy). Consumers appear to be less concerned about personal factors (such as individual susceptibility to food allergies) or other factors linked to their own behaviour (e.g. food preparation, food hygiene at home and putting on weight).

⁴ The average index was calculated by attributing +100 to "very worried" responses, +67 to "fairly worried", +33 to "not very worried" and 0 for "not at all worried" responses. The "don't know" responses were omitted from this calculation.

On the basis of question measuring whether people are worried about 14 potential risks related to food, for each individual country, the map below identifies the potential risk, out of all 14 risks covered, for which the highest proportion of citizens in that country claims that they are worried i.e. responded either "very worried" or "fairly worried". For some countries, two risks came out on top and both are highlighted in the map. It should be noted that 5 of the 14 risks did not appear as a top concern in any country and hence are not shown in the map (i.e. BSE, putting on weight, having an allergic reaction to food or drinks, chemical substances formed during food preparation and unhygienic conditions in food handling at home). The EU average result is indicated by way of reference.

Top Concerns in each Member State



Pesticide residues in fruit, vegetables or cereals come out on top in as many as nine Member States, notably the Mediterranean countries (Greece, Italy, Portugal and Spain), France and Germany as well as two of the new Member States (Hungary and Slovenia) and finally Finland.

An equally high proportion of Greeks (87%) express their concern for **residues in meats like antibiotics or hormones** as that observed for pesticide residues. Their Cypriot neighbours are of the same view with 88% declaring that they are worried about such contaminants, as do two in three Belgians.

In spite of the fact that fieldwork fell prior to the detection of the cases of **avian influenza** in Europe, this risk is of more concern in Malta, Latvia and the Netherlands than any of the potential risks covered in this question.

Contamination by bacteria like salmonella in eggs or listeria in cheese seems to be the most widespread concern for citizens in the Czech Republic, Luxembourg and Slovakia, with over seven in ten declaring that they are worried.

The risk of **unhygienic conditions in food handling outside the home** corresponds to the highest level of worry in Ireland, the UK, Denmark, Poland and Spain.

Additives like colours, preservatives or flavourings used in food or drinks are of most concern in two of the Baltic States.

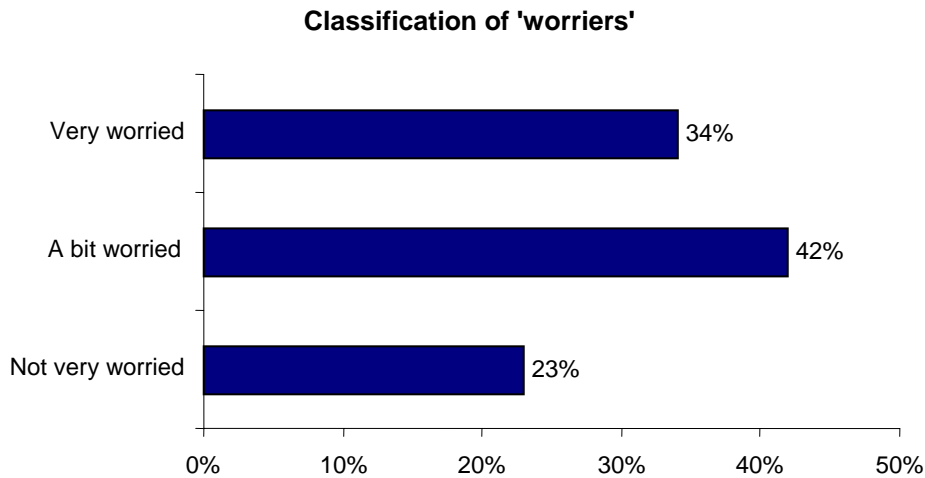
Close to seven in ten Austrians convey their concern about the use of **genetically modified products in food or drinks**.

The **welfare of farmed animals** is the greatest source of worry for Danes and Swedes.

Finally, it would seem that the discovery of dioxin in chickens in Belgium in 1999 remains present in the minds of its citizens with two in three declaring that they are worried about **pollutants like mercury or dioxins**.

Worry is an important determinant of people's attitudes to food safety and, in particular, on how they respond to information about food safety.

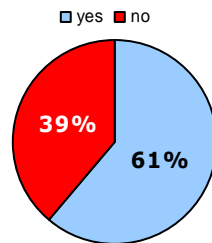
The analysis shows that there is a profile of worriers. One third of the population demonstrated a pattern of being "very worried". Women and people with a lower level of education tend to be over-represented in this category. At the other end of the scale, the "not very worried" group accounts for one fifth of the population.



2. Views on public authorities' action

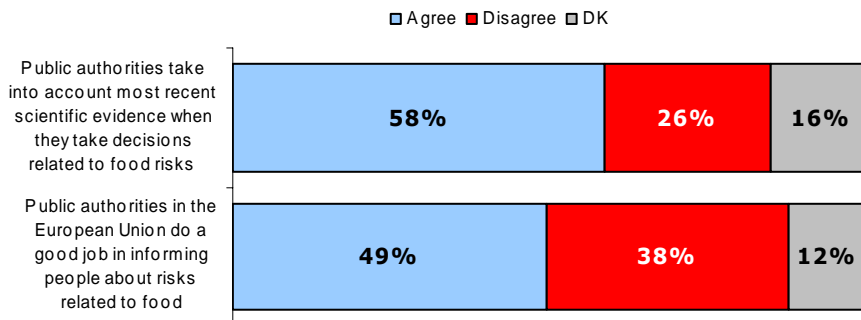
In terms of food safety policies, the survey shows that 61% of EU citizens have heard about EU regulations on food safety. In terms of education, the results show a 20 percentage point gap in awareness levels between people who left school by the age of 15 (51%) and those who stayed in full-time education until the age of 20 or older (71%).

Q7.1 For each of the following items, have you ever heard about any European Union regulations? **Food Safety %EU**



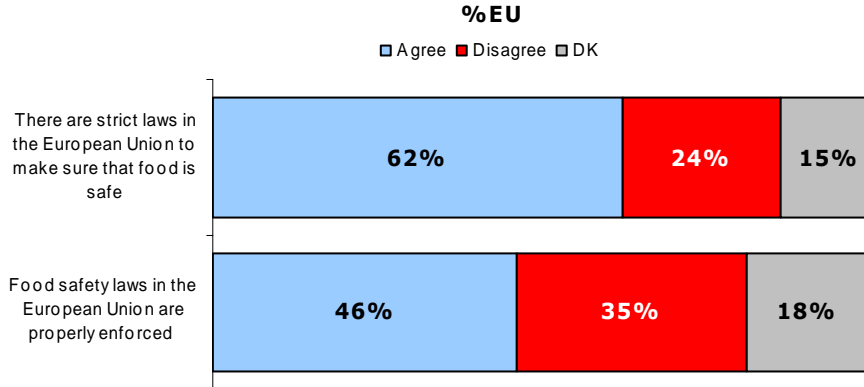
Moving on to citizens' evaluations of public authorities' action with regard to issues associated with food, 58% are confident that public authorities account for the most recent scientific evidence in taking decisions regarding food risk and one in two praises public authorities for their work in informing citizens about food-related risks.

Q8. For each of the following statements, would you say that you totally agree, tend to agree, tend to disagree, totally disagree? **%EU**



While 62% of EU citizens agree that food safety laws in the EU are strict, some reservations emerge regarding their enforcement, with only 46% who consider that this is properly done.

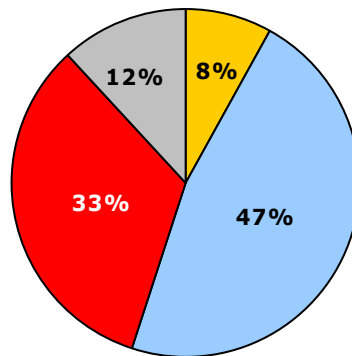
Q8. For each of the following statements, would you say that you totally agree, tend to agree, totally disagree, or tend to disagree?



Overall, nearly half the consumers surveyed agree that public authorities in the EU are doing enough with respect to food safety risks, while one third would like to see them do more. Men, young respondents and students stand out in their respective categories for their comparatively higher levels of overall satisfaction with public authority action in terms of food safety risks.

Q9 Would you say that usually public authorities' actions in the European Union with regards to food safety risks...? % EU

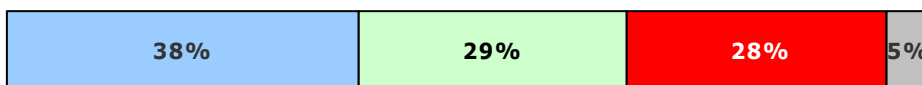
■ Go beyond what is needed ■ Are appropriate
 ■ Are insufficient ■ DK



Public opinion on the evolution of food safety over the last ten years is divided: 38% consider that it has improved, 29% feel that it has stayed about the same and 28% believe that we are now worse off. People who believe the latter are mostly those who also have the most pessimistic opinion on risks in the area of food safety.

Q4b Compared to ten years ago, would you say that, overall, food safety has improved, stayed about the same or has gotten worse? % EU

■ Has improved ■ Stayed about the same ■ Has worsened ■ DK

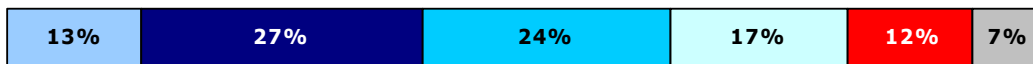


3. Sources of information

When it comes to assessing sources of information, it appears that media reports on food safety reach a vast majority of citizens with most of those surveyed recalling that they had seen or read something in the media over the past 6 months.

Q10 Please tell me how recently you have heard or seen something in the media about the following health risks. **A certain type of food being unsafe or bad for your health %EU**

□ This week ■ Within the past month □ Within the past six months □ More than six months ago ■ Never □ DK

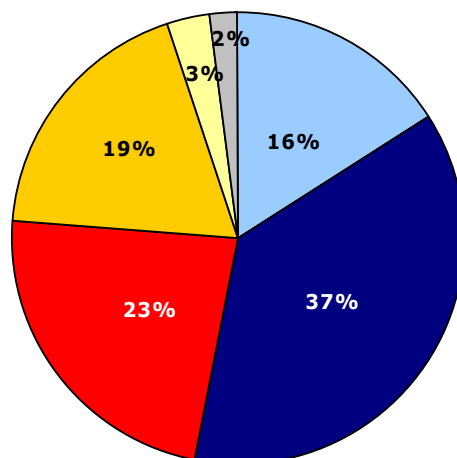


Respondents who indicated that they came across something in the media on a certain type of food being unsafe or unhealthy were then asked how they reacted to the last story they heard about.

Amongst those who recall having seen or heard media reports on unsafe or unhealthy food, the majority states that, as a result, they have either permanently changed their eating habits (16%) or avoided the food mentioned in the story for a while (37%). Again, the extent to which people are concerned about food safety is related to the way in which they react to media coverage of food-related problems. The fact that over 40% either ignore stories which they come across in the media or worry about these but do nothing has important implications for risk communications.

Q11 Please tell me how you reacted to the last story you heard about a type of food being unsafe or bad for your health. %EU

□ You have permanently changed your eating habits ■ You avoided the food mentioned in the story only for a while
 ■ You got worried about the problem but finally you did nothing about it □ You have ignored the story
 □ Other (SPONTANEOUS) □ DK

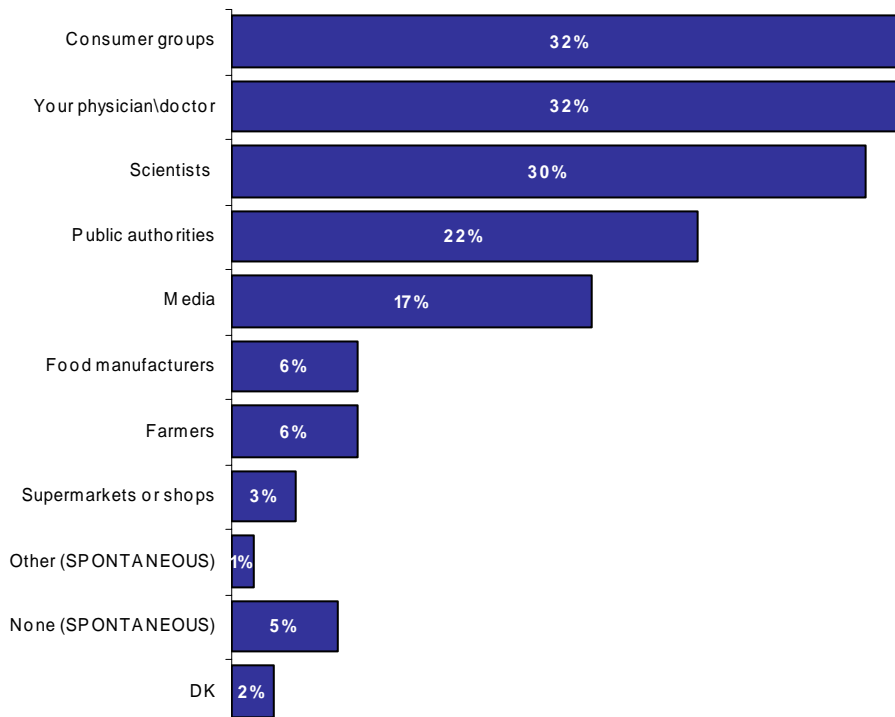


People who generally tend to worry more about health risks associated with food are far more likely to state that they changed their behaviour after hearing stories about unsafe or unhealthy food than those who tend to worry less. As the table below shows, 22% of people classified as being "very worried" declare to have permanently changed their eating habits, compared to only 8% of people classified as being "not very worried". Among this latter group, 36% claim to have ignored the story, compared to only 12% of people who are "very worried".

	Not very worried	A bit worried	Very worried	EU average
Permanent change of habits	8%	15%	22%	16%
Temporary avoidance of food	25%	40%	41%	37%
Worried but no action taken	26%	22%	22%	23%
Ignored information	36%	17%	12%	19%

Finally, the survey shows that consumer groups, physicians or doctors, and scientists, are the most trusted sources when it comes to providing information about food risks, followed by public authorities. The media generates a fairly low level of trust while, as found in other consumer research, economic operators (manufacturers, farmers and retailers) are cited as being amongst the least trusted sources.

Q6 Suppose a serious food risk were found in fish or chicken. Who would you trust the most to inform you about this risk?
(MAX 2 ANSWERS) %EU



TECHNICAL NOTE

SPECIAL EUROBAROMETER N° 238

« Risk Issues »

TECHNICAL SPECIFICATIONS

Between the 2nd of September and the 6th of October 2005, TNS Opinion & Social, a consortium created between Taylor Nelson Sofres and EOS Gallup Europe, carried out wave 64.1 of the EUROBAROMETER, on request of the EUROPEAN COMMISSION, Directorate-General Press and Communication, Opinion Polls.

The SPECIAL EUROBAROMETER N°238 is part of wave 64.1 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.

ABBREVIATION	COUNTRIES	INSTITUTES	N° INTERVIEWS	FIELDWORK DATES		POPULATION 15+
BE	Belgium	TNS Dimarso	1.047	07/09/2005	03/10/2005	8.598.982
CZ	Czech Rep.	TNS Aisa	1.011	07/09/2005	29/09/2005	8.571.710
DK	Denmark	TNS Gallup DK	1.011	08/09/2005	06/10/2005	4.380.063
DE	Germany	TNS Infratest	1.528	07/09/2005	30/09/2005	64.174.295
EE	Estonia	Emor	1.009	09/09/2005	03/10/2005	887.094
EL	Greece	TNS ICAP	1.000	05/09/2005	03/10/2005	8.674.230
ES	Spain	TNS Demoscopia	1.016	08/09/2005	04/10/2005	35.882.820
FR	France	TNS Sofres	1.014	05/09/2005	03/10/2005	44.010.619
IE	Ireland	TNS MRBI	1.000	06/09/2005	05/10/2005	3.089.775
IT	Italy	TNS Abacus	1.000	11/09/2005	03/10/2005	49.208.000
CY	Rep. of Cyprus	Synovate	502	05/09/2005	03/10/2005	552.213
LV	Latvia	TNS Latvia	1.049	07/09/2005	03/10/2005	1.394.351
LT	Lithuania	TNS Gallup Lithuania	1.002	07/09/2005	29/09/2005	2.803.661
LU	Luxembourg	TNS ILReS	500	03/09/2005	28/09/2005	367.199
HU	Hungary	TNS Hungary	1.012	14/09/2005	03/10/2005	8.503.379
MT	Malta	MISCO	500	05/09/2005	30/09/2005	322.917
NL	Netherlands	TNS NIPO	1.000	07/09/2005	03/10/2005	13.242.328
AT	Austria	Österreichisches Gallup-Institute	1.012	08/09/2005	03/10/2005	6.679.444
PL	Poland	TNS OBOP	999	07/09/2005	03/10/2005	31.610.437
PT	Portugal	TNS EUROTESTE	1.000	08/09/2005	06/10/2005	8.080.915
SI	Slovenia	RM PLUS	1.037	04/09/2005	03/10/2005	1.663.869
SK	Slovakia	TNS AISA SK	1.056	07/09/2005	22/09/2005	4.316.438
FI	Finland	TNS Gallup Oy	1.004	08/09/2005	03/10/2005	4.279.286
SE	Sweden	TNS GALLUP	1.000	07/09/2005	04/10/2005	7.376.680
UK	United Kingdom	TNS UK	1.334	02/09/2005	03/10/2005	47.685.578
TOTAL			24.643	02/09/2005	06/10/2005	366.356.283

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

QUESTIONNAIRE

A | your survey number

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EB63.4 A

B | country code

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EB63.4 B

C | our survey number

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EB63.4 C

D | Interview number

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EB63.4 D

Q1	What is your nationality? Please tell me the country(ies) that applies(y).
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(MULTIPLE ANSWERS POSSIBLE)

Belgium	1,
Denmark	2,
Germany	3,
Greece	4,
Spain	5,
France	6,
Ireland	7,
Italy	8,
Luxembourg	9,
Netherlands	10,
Portugal	11,
United Kingdom (Great Britain, Northern Ireland)	12,
Austria	13,
Sweden	14,
Finland	15,
Republic of Cyprus	16,
Czech Republic	17,
Estonia	18,
Hungary	19,
Latvia	20,
Lithuania	21,
Malta	22,
Poland	23,
Slovakia	24,
Slovenia	25,
Other countries	26,
DK	27,

EB63.4 Q1

IF OTHER or DK THEN CLOSE INTERVIEW

ASK D15b ONLY IF NOT DOING ANY PAID WORK CURRENTLY - CODES 1 TO 4 IN D. 15. a.

D15a What is your current occupation?

D15b Did you do any paid work in the past? What was your last occupation?

	D15a CURRENT OCCUPATION	D15b LAST OCCUPATION
NON-ACTIVE		
Responsible for ordinary shopping and looking after the home, or without any current occupation, not working	1	
Student	2	
Unemployed or temporarily not working	3	
Retired or unable to work through illness	4	
SELF EMPLOYED		
Farmer	5	5
Fisherman	6	6
Professional (lawyer, medical practitioner, accountant, architect, etc.)	7	7
Owner of a shop, craftsmen, other self-employed person	8	8
Business proprietors, owner (full or partner) of a company	9	9
EMPLOYED		
Employed professional (employed doctor, lawyer, accountant, architect)	10	10
General management, director or top management (managing directors, director general, other director)	11	11
Middle management, other management (department head, junior manager, teacher, technician)	12	12
Employed position, working mainly at a desk	13	13
Employed position, not at a desk but travelling (salesmen, driver, etc.)	14	14
Employed position, not at a desk, but in a service job (hospital, restaurant, police, fireman, etc.)	15	15
Supervisor	16	16
Skilled manual worker	17	17
Other (unskilled) manual worker, servant	18	18
NEVER DID ANY PAID WORK		
		19

EB63.4 D15a D15b

Now moving on another topic.

ASK ALL

QB1 When thinking about food, what words first come to mind?

(DO NOT READ OUT – PRE-CODED QUESTION - CODE SPONTANEOUS ANSWER USING THE LIST BELOW – MULTIPLE ANSWERS POSSIBLE)

Pleasure	1,
Conviviality	2,
Taste	3,
Guilt	4,
Greed	5,
Necessity	6,
Health	7,
Hunger	8,
Obesity	9,
Diet/Balanced diet	10,
Calories	11,
Chemicals	12,
Local or national culture	13,
Diseases	14,
Other (SPONTANEOUS)	15,
DK	16,

EB64.1 NEW

QB2 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.

(SHOW CARD – ONE ANSWER PER LINE)

	(ROTATE – READ OUT)	Very likely	Fairly likely	Not very likely	Not at all likely	DK
--	---------------------	-------------	---------------	-----------------	-------------------	----

1	Being the victim of a crime	1	2	3	4	5
2	Being the victim of terrorism	1	2	3	4	5
3	A serious illness	1	2	3	4	5
4	The food you eat damaging your health	1	2	3	4	5
5	Being injured in a car accident	1	2	3	4	5
6	Consumer goods (other than food) damaging your health	1	2	3	4	5
7	Environmental pollution damaging your health	1	2	3	4	5

EB64.1 NEW

QB3 What are all the things that come to your mind when thinking about possible problems or risks associated with food?

(OPEN QUESTION – ENTER ALL SPONTANEOUS ANSWERS – MULTIPLE ANSWERS POSSIBLE)

EB64.1 NEW

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QB4a	When you go shopping for food, what would you say are the most important factors that influence your choice?
------	--

(READ OUT – ROTATE – MAX 2 ANSWERS)

Price	1,
Taste	2,
Quality	3,
Habit	4,
Family preferences	5,
You and your family's health	6,
Production methods (organic, free range, eco-friendly, etc.)	7,
Appearance/freshness	8,
Brand Name	9,
Food safety	10,
Convenience/availability	11,
Country of origin	12,
Avoiding food allergies	13,
None (SPONTANEOUS)	14,
DK	15,

EB64.1 NEW

--

QB4b	Compared to ten years ago, would you say that, overall, food safety has improved, stayed about the same or has gotten worse?
------	--

(READ OUT – ONE ANSWER ONLY)

Has improved	1
Stayed about the same	2
Has worsened	3
DK	4

EB64.1 NEW

--

QB5	For each of the following issues, please tell me if you are very worried, fairly worried, not very worried or not at all worried by it?
-----	---

(SHOW CARD – ONE ANSWER PER LINE)

	(ROTATE – READ OUT)	Very worried	Fairly worried	Not very worried	Not at all worried	DK
--	---------------------	--------------	----------------	------------------	--------------------	----

1	The so called mad cow disease (BSE)	1	2	3	4	5
2	Genetically modified products in food or drinks	1	2	3	4	5
3	To put on weight	1	2	3	4	5
4	Having an allergic reaction to food or drinks	1	2	3	4	5
5	Additives like colours, preservatives or flavourings used in food or drinks	1	2	3	4	5
6	Contamination by bacteria like salmonella in eggs or listeria in cheese	1	2	3	4	5
7	Chemical substances that are formed during heating, baking, barbecuing or frying foods	1	2	3	4	5
8	Pollutants like mercury or dioxins	1	2	3	4	5
9	Residues in meats like antibiotics or hormones	1	2	3	4	5
10	Pesticide residues in fruit, vegetables or cereals	1	2	3	4	5
11	New viruses like avian influenza	1	2	3	4	5
12	Unhygienic conditions in food handling at home	1	2	3	4	5
13	Unhygienic conditions in food handling outside home like in food processing plants, shops or restaurants	1	2	3	4	5
14	The welfare of farmed animals	1	2	3	4	5

EB64.1 NEW

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QB6	Suppose a serious food risk were found in fish or chicken. Who would you trust the most to inform you about this risk?
-----	--

(SHOW CARD – READ OUT – ROTATE – MAX 2 ANSWERS)

Scientists	1,
Public authorities	2,
Food manufacturers	3,
Media	4,
Consumer groups	5,
Your physician / doctor	6,
Supermarkets or shops	7,
Farmers	8,
None (SPONTANEOUS)	9,
Other (SPONTANEOUS)	10,
DK	11,

EB64.1 NEW

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QB7	For each of the following items, have you ever heard about any European Union regulations?
-----	--

(SHOW CARD – ONE ANSWER PER LINE)

	(ROTATE – READ OUT)	Yes	No
1	Food safety	1	2
2	Maximum prices for food	1	2
3	Consumers' rights	1	2
4	Health warnings on cigarette packs	1	2
5	Quality standards for hospitals	1	2

EB64.1 NEW

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QB8	For each of the following statements, would you say that you totally agree, tend to agree, tend to disagree, totally disagree?
-----	--

(SHOW CARD – ONE ANSWER PER LINE)

	(READ OUT – ROTATE)	Totally agree	Tend to agree	Tend to disagree	Totally disagree	DK
--	---------------------	---------------	---------------	------------------	------------------	----

1	Public authorities in the European Union are quick to act when a danger to citizens' health is identified	1	2	3	4	5
2	Public authorities in the European Union take citizens concerns about health risks very seriously	1	2	3	4	5
3	Public authorities in the European Union view the health of consumers as being more important than the profits of producers	1	2	3	4	5
4	There are strict laws in the European Union to make sure that food is safe	1	2	3	4	5
5	Food safety laws in the European Union are properly enforced	1	2	3	4	5
6	Food produced in the European Union is safer than food imported from elsewhere	1	2	3	4	5
7	There are too many rules and regulation about food	1	2	3	4	5
8	Public authorities in the European Union do a good job in informing people about risks related to food	1	2	3	4	5
9	Public authorities take into account most recent scientific evidence when they take decisions related to food risks	1	2	3	4	5

EB64.1 NEW

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QB9 Would you say that usually public authorities' actions in the European Union with regards to food safety risks...?

(SHOW CARD – READ OUT – ONE ANSWER ONLY)

Go beyond what is needed	1
Are appropriate	2
Are insufficient	3
DK	4

EB64.1 NEW

--

QB10 Please tell me how recently you have heard or seen something in the media about the following health risks.

(SHOW CARD – ONE ANSWER PER LINE)

(READ OUT)	This week	Within the past month	Within the past 6 months	More than 6 months ago	Never	DK
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1	Smoking tobacco	1	2	3	4	5	6
2	Alcohol	1	2	3	4	5	6
3	Obesity/eating too much and exercising too little	1	2	3	4	5	6
4	Infectious diseases such as influenza or SARS	1	2	3	4	5	6
5	Chemicals that can harm your health	1	2	3	4	5	6
6	A certain type of food being unsafe or bad for your health	1	2	3	4	5	6

EB64.1 NEW

DO NOT ASK IF "NEVER" OR "DK", 5 OR 6 TO ITEM 6 IN QB10

QB11 Please tell me how you reacted to the last story you heard about a type of food being unsafe or bad for your health.

(SHOW CARD – READ OUT – ONE ANSWER ONLY)

You have permanently changed your eating habits	1
You avoided the food mentioned in the story only for a while	2
You got worried about the problem but finally you did nothing about it	3
You have ignored the story	4
Other (SPONTANEOUS)	5
DK	6

EB64.1 NEW

DEMOGRAPHICS

ASK ALL

D1 In political matters people talk of "the left" and "the right".How would you place your views on this scale?

(SHOW CARD) - (INT.: DO NOT PROMPT - IF CONTACT HESITATES, TRY AGAIN)

Left									Right	
1	2	3	4	5	6	7	8	9	10	

Refusal 11

DK 12

EB63.4 D1

NO QUESTIONS D2 TO D6

D7 Could you give me the letter which corresponds best to your own current situation?

(SHOW CARD - READ OUT - ONE ANSWER ONLY)

Married	1
Remarried	2
Unmarried, currently living with partner	3
Unmarried, having never lived with a partner	4
Unmarried, having previously lived with a partner, but now on my own	5
Divorced	6
Separated	7
Widowed	8
Other (SPONTANEOUS)	9
Refusal (SPONTANEOUS)	10

EB63.4 D7

D8 How old were you when you stopped full-time education?

(INT.: IF "STILL STUDYING", CODE '00')

EB63.4 D8

NO QUESTION D9

D10 Gender.

Male	1
Female	2

EB63.4 D10

D11 How old are you?

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EB63.4 D11

NO QUESTION D12 TO D14

D15 a&b ASKED BEFORE Q1

NO QUESTIONS D16 TO D24

D25 Would you say you live in a...?

(READ OUT)

Rural area or village	1
Small or middle sized town	2
Large town	3
DK	4

EB63.4 D25

NO QUESTIONS D26 TO D39

D40a Could you tell me how many people aged 15 years or more live in your household, yourself included?

INT.: READ OUT - WRITE DOWN)

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EB63.4 D40a

D40b Could you tell me how many children less than 10 years old live in your household?

INT.: READ OUT - WRITE DOWN)

--	--

EB63.4 D40b

D40c Could you tell me how many children aged 10 to 14 years old live in your household?

INT.: READ OUT - WRITE DOWN)

--	--

EB63.4 D40c

D41 You personally, were you born...?

(SHOW CARD - READ OUT - ONE ANSWER ONLY)

In (OUR COUNTRY)	1
In another Member Country of the European Union	2
In Europe, but not in a Member Country of the European Union	3
In Asia, in Africa or in Latin America	4
In Northern America, in Japan or in Oceania	5
Refusal (SPONTANEOUS)	6

EB63.4 D41

D42 Which of these proposals corresponds to your situation?

(SHOW CARD - READ OUT - ONE ANSWER ONLY)

Your mother and your father were born in (OUR COUNTRY)	1
One of your parents was born in (OUR COUNTRY) and the other was born in another Member State of the European Union	2
Your mother and your father were born in another Member State of the European Union	3
Another situation (SPONTANEOUS) (M)	4
DK/Refusal (SPONTANEOUS)	5

EB63.4 D42

D43a Do you own a fixed telephone?

D43b Do you own a mobile telephone?

	D43a	D43b
	Fixed	Mobile
Yes	1	1
No	2	2

EB63.4 D43a D43b

INTERVIEW PROTOCOLE

P1 DATE OF INTERVIEW

		DAY				MONTH
--	--	-----	--	--	--	-------

EB63.4 P1

P2 TIME OF THE BEGINNING OF THE INTERVIEW

(INT.:USE 24 HOUR CLOCK)

		HOUR				MINUTES
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EB63.4 P2

P3 NUMBER OF MINUTES THE INTERVIEW LASTED

			MINUTES
--	--	--	---------

EB63.4 P3

P4 Number of persons present during the interview, including interviewer

Two (interviewer and respondent)	1
Three	2
Four	3
Five or more	4

EB63.4 P4

P5 Respondent cooperation

Excellent	1
Fair	2
Average	3
Bad	4

EB63.4 P5

P6 Size of locality

(LOCAL CODES)

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EB63.4 P6

P7 | Region

(LOCAL CODES)

--	--

EB63.4 P7

P8 | Postal code

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EB63.4 P8

P9 | Sample point number

--	--	--	--	--	--	--	--

EB63.4 P9

P10 | Interviewer number

--	--	--	--	--	--	--	--

EB63.4 P10

P11 | Weighting factor

--	--	--	--	--	--	--	--

EB63.4 P11

ASK ONLY in LU, BE, ES, FI, EE, LV, MT and TR

P13 | Language of interview

Language 1
Language 2
Language 3

1
2
3

EB63.4 P13