



Public perceptions of emerging risks: insights from a consumer survey

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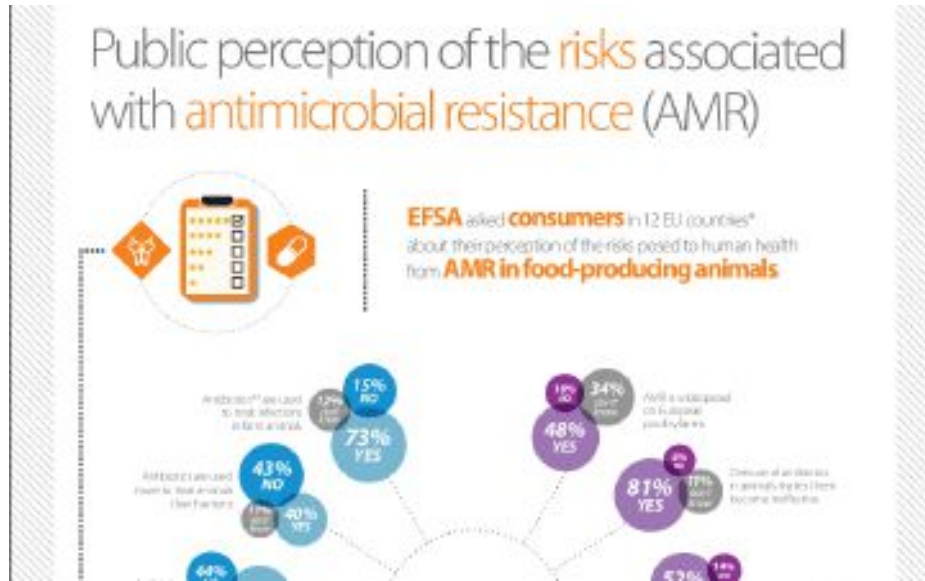
RISK PERCEPTION SURVEYS

- Why should we do risk perception surveys?
- Risk perception & risk communication
- Previous surveys at EFSA – Eurobarometer
- Resource constraints



LEARNING FROM EXPERIENCE

- First EU Insights – AMR
- Sample size, data collection
- Target audience
- Working with scientific experts



EU INSIGHTS #2: OBJECTIVES

To **understand**:

- Public perception of emerging risks
- Similarities/differences between established and emerging risks
- Geographical disparities
- Consumers' communication needs

To **improve**:

- Risk communications – more targeted, more relevant, more effective

To **produce**:

- Recommendations for communicating on emerging risks



EU INSIGHTS: THE SURVEY

‘Consumer perceptions of emerging risks in the food chain’

- 25 member states
- 6,268 respondents
- 3 case studies:
 - Green smoothies
 - ‘Plastic’ rice
 - Nanotechnologies



KEY FINDING #1

- Significant country differences



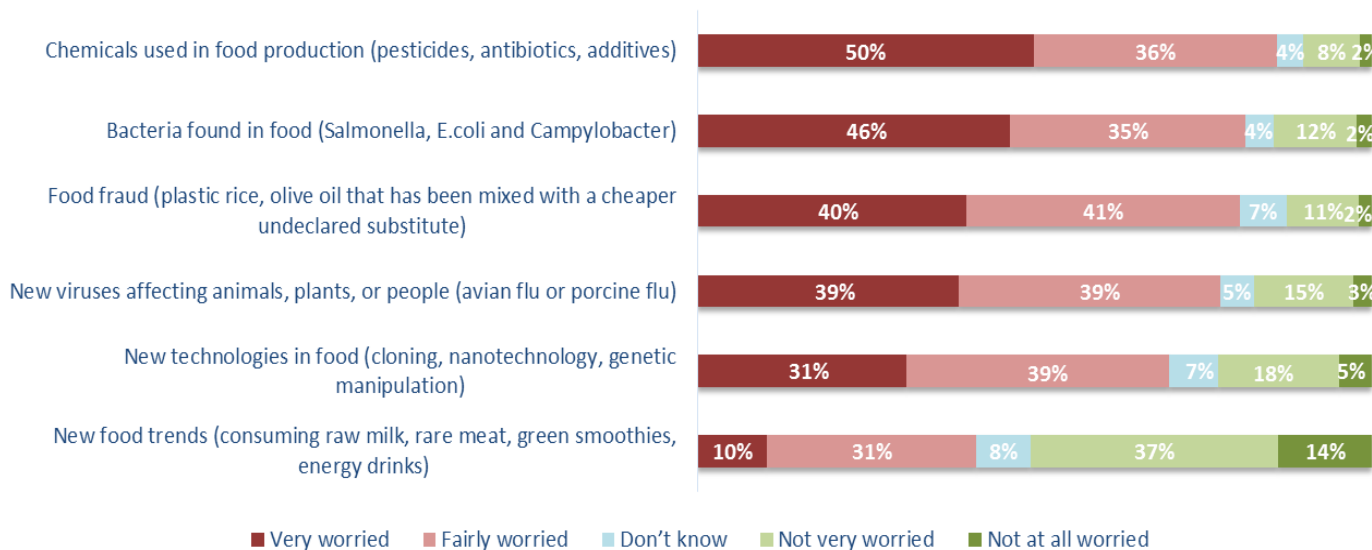
Attitudes to scientific discoveries and technologies

Levels of trust in public authorities

Levels of trust in the accuracy of information provided by different sources

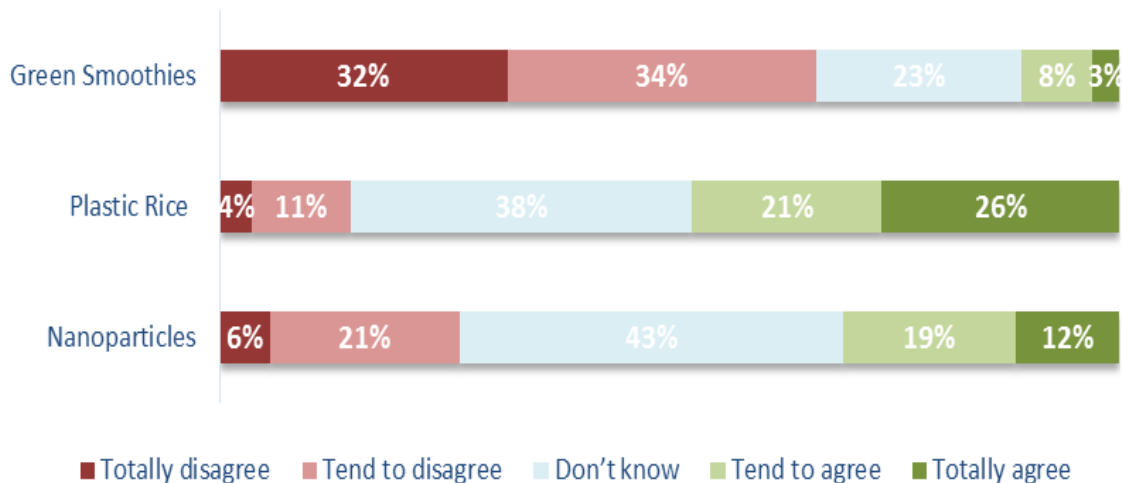
KEY FINDING #2

- Respondents expressed greater concern about 'established' risks than emerging risks



Responses to question: 'Please indicate to which extent you are worried or not about the following issues'

KEY FINDING #2



'Please indicate the extent to which you agree or disagree with the following statement: Overall, drinking green smoothies / eating plastic rice / eating food containing nanoparticles may make me ill'

KEY FINDING #3

- Respondents welcomed information about emerging risks even if there was a degree of uncertainty



Responses to question: 'What type of information would you like to receive about new food risks? Please tick all that apply.'

COMMUNICATIONS OUTCOMES



- Traditional media channels preferred
- Age differences in media preferences
- Established risks take priority
- Early communication preferred
- General information
- Implications for trust



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