1- MEANING AND AWARENESS OF FOOD-RELATED RISKS

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

- Selecting fresh and tasty foods: EU27 58%, DK 70%; Somewhat 36%, Not very much 5%, Not at all 1%, Don't know 0%
- Enjoying a meal with friends or family: EU27 54%, DK 70%; Somewhat 37%, Not very much 7%, Not at all 2%, Don't know 0%
- Satisfying your hunger: EU27 44%, DK 70%; Somewhat 45%, Not very much 9%, Not at all 2%, Don't know 0%
- Looking for affordable prices: EU27 44%, DK 40%; Somewhat 44%, Not very much 6%, Not at all 2%, Don't know 1%
- Being concerned about the safety of food: EU27 37%, DK 34%; Somewhat 42%, Not very much 16%, Not at all 6%, Don't know 0%
- Checking calories and nutrients – fat and sugar, etc.: EU27 22%, DK 24%; Somewhat 30%, Not very much 24%, Not at all 12%, Don't know 0%

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.

- The economic crisis negatively affecting your life: EU27 20%, DK 18%; Very likely 28%, Fairly likely 41%, Not very likely 31%, Not at all likely 8%, Don't know 1%
- Environmental pollution damaging your health: EU27 18%, DK 19%; Very likely 23%, Fairly likely 31%, Not very likely 39%, Not at all likely 6%, Don't know 1%
- Getting a serious illness: EU27 19%, DK 11%; Very likely 12%, Fairly likely 38%, Not very likely 34%, Not at all likely 6%, Don't know 10%
- The food you eat damaging your health: EU27 11%, DK 11%; Very likely 5%, Fairly likely 38%, Not very likely 40%, Not at all likely 9%, Don't know 3%
- Being injured in a car accident: EU27 9%, DK 8%; Very likely 6%, Fairly likely 35%, Not very likely 41%, Not at all likely 9%, Don't know 5%
- Being a victim of a crime: EU27 6%, DK 7%; Very likely 7%, Fairly likely 26%, Not very likely 45%, Not at all likely 10%, Don't know 8%

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2- CONCERNS ABOUT FOOD-RELATED RISKS

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

- **Pesticide residues in fruit, vegetables or cereals**: 72% worried, 27% not worried, 1% don't know
- **Residues like antibiotics or hormones in meat**: 69% worried, 29% not worried, 1% don't know
- **Pollutants like mercury in fish and dioxins in pork**: 68% worried, 20% not worried, 2% don't know
- **The quality and freshness of food**: 64% worried, 7% not worried, 2% don't know
- **Additives like colours, preservatives or flavourings used in food or drinks**: 60% worried, 33% not worried, 1% don't know
- **Genetically modified organisms found in food or drinks**: 59% worried, 5% not worried, 3% don't know
- **Cloning animals for food products**: 59% worried, 39% not worried, 2% don't know
- **The welfare of farmed animals**: 64% worried, 11% not worried, 2% don't know
- **Food poisoning from bacteria like salmonella in eggs or listeria in cheese**: 52% worried, 37% not worried, 1% don't know
- **New viruses found in animals like avian or bird flu**: 41% worried, 47% not worried, 1% don't know
- **Getting a diet related disease such as diabetes, heart or liver problems**: 52% worried, 40% not worried, 1% don't know
- **Substances contained in plastics or other materials coming into contact with food**: 59% worried, 39% not worried, 2% don't know
- **Not having a healthy and balanced diet**: 49% worried, 47% not worried, 1% don't know
- **Having an allergic reaction to food or drinks**: 46% worried, 51% not worried, 1% don't know
- **Nano particles found in food**: 47% worried, 31% not worried, 8% don't know
- **Putting on weight**: 46% worried, 52% not worried, 1% don't know
- **BSE or what is called mad cow disease**: 34% worried, 48% not worried, 2% don't know
3- SOURCES OF INFORMATION: PUBLIC CONFIDENCE AND RESPONSE

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

- You avoided the food mentioned in the story only for a while: 35% (EU27), 35% (DK)
- You got worried about the problem but finally you did nothing about it: 19% (EU27), 18% (DK)
- You ignored it, and did not change your eating habits: 24% (EU27), 20% (DK)
- You have permanently changed your eating habits: 11% (EU27), 14% (DK)

Other (SPONTANEOUS) 2% (EU27), 1% (DK)
Don’t know 2% (EU27), 2% (DK)

* for example, due to a chemical found in it

Diet and Health
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? *

- You avoided the food mentioned in the story only for a while: 21% (EU27), 22% (DK)
- You got worried about the problem but finally you did nothing about it: 24% (EU27), 19% (DK)
- You ignored it, and did not change your eating habits: 29% (EU27), 30% (DK)
- You have permanently changed your eating habits: 13% (EU27), 13% (DK)

Other (SPONTANEOUS) 2% (EU27), 2% (DK)
Don’t know 1% (EU27), 1% (DK)

* for example, containing too much fat or salt

QF6. 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?

- Your physician, doctor and other health professionals: EU27 84%, DK 85%
- Family and friends: EU27 62%, DK 66%
- Consumer organisations: EU27 73%, DK 70%
- Scientists: EU27 64%, DK 64%
- Environmental protection groups: EU27 73%, DK 73%
- National and European food safety agencies (EFSA): EU27 70%, DK 64%
- Farmers: EU27 42%, DK 49%
- European institutions: EU27 44%, DK 43%
- Media (TV, newspapers, radio): EU27 48%, DK 48%
- (NATIONALITY) Government: EU27 47%, DK 50%
- Information found on the Internet: EU27 41%, DK 34%
- Supermarkets and shops: EU27 27%, DK 30%
- Food manufacturers: EU27 33%, DK 35%

EU27 Total “Confident” 63%, DK Total “Not confident” 37%
EU27 Don’t know 36%, DK 33%
FOOD-RELATED RISKS

EU27
Number of interviews: 26,691
Fieldwork: 09/06-30/06/2010

DK
Number of interviews: 1,040
Fieldwork: 11/06-28/06/2010
Methodology: face-to-face

4- THE ROLE AND EFFECTIVENESS OF PUBLIC AUTHORITIES

QF8. To what extent do you agree or not with each of the following statements?

<table>
<thead>
<tr>
<th>Statement</th>
<th>Total &quot;agree&quot;</th>
<th>Total &quot;disagree&quot;</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>EU27</td>
<td>DK</td>
<td>EU27</td>
</tr>
<tr>
<td></td>
<td>2010</td>
<td>2010</td>
<td>2010</td>
</tr>
<tr>
<td>Public authorities in the EU should do more to ensure that food is healthy</td>
<td>86%</td>
<td>60%</td>
<td>11%</td>
</tr>
<tr>
<td>Public authorities in the EU should do more to inform about healthy diets and lifestyles</td>
<td>61%</td>
<td>70%</td>
<td>15%</td>
</tr>
<tr>
<td>There are strict laws in the EU to make sure that food is safe</td>
<td>66% +5</td>
<td>69% +14</td>
<td>21% -3</td>
</tr>
<tr>
<td>Public authorities in the EU are quick to act when a danger to citizens' health is identified</td>
<td>63% +7</td>
<td>60% +9</td>
<td>27% -6</td>
</tr>
<tr>
<td>Public authorities in the EU take into account most recent scientific evidence when they take decisions related to food risks</td>
<td>63% +5</td>
<td>64% +13</td>
<td>22% -4</td>
</tr>
<tr>
<td>Public authorities in the EU do a good job in informing people about the risks related to food</td>
<td>56% +7</td>
<td>50% +8</td>
<td>34% -5</td>
</tr>
<tr>
<td>Scientific advice on food related risks is independent of commercial or political interests</td>
<td>47% -</td>
<td>37% -</td>
<td>41% -</td>
</tr>
<tr>
<td>Public authorities in the EU view the health of consumers as being more important than the profits of producers</td>
<td>46% +7</td>
<td>49% +9</td>
<td>42% -5</td>
</tr>
<tr>
<td>Food today is safer compared to ten years ago</td>
<td>42% -</td>
<td>49% -</td>
<td>51% -</td>
</tr>
</tbody>
</table>

QF6. 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.

- Possible risks from animal infections or diseases which could be transmitted to humans such as mad cow disease (BSE)
- Possible risks from bacterial contamination of foods, for example salmonella in eggs
- Possible risks to health from your diet, for example high fat intakes and heart disease
- Possible risks from chemical contamination of foods, for example pesticide residues or environmental pollutants like mercury in fish
- Possible risks from new technologies such as animal cloning and nanotechnology

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