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
- Enjoying a meal with friends or family
- Satisfying your hunger
- Looking for affordable prices
- Being concerned about the safety of food
- Checking calories and nutrients – fat and sugar, etc.

EU27
SE

To a large extent
Somewhat
Not very much
Not at all
Don’t know

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
- Environmental pollution damaging your health
- Getting a serious illness
- The food you eat damaging your health
- Being injured in a car accident
- Being a victim of a crime

EU27
SE

Very likely
Fairly likely
Not very likely
Not at all likely
Don’t know
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: EU27 72%, SE 60%; EU27 27%, SE 31%; EU27 1%, SE 1%
- Residues like antibiotics or hormones in meat: EU27 50%, SE 60%; EU27 25%, SE 31%; EU27 2%, SE 4%; EU27 1%, SE 0%
- Pollutants like mercury in fish and dioxins in pork: EU27 60%, SE 60%; EU27 20%, SE 31%; EU27 2%, SE 3%; EU27 0%, SE 3%
- The quality and freshness of food: EU27 39%, SE 68%; EU27 31%, SE 31%; EU27 1%, SE 1%
- Additives like colours, preservatives or flavourings used in food or drinks: EU27 60%, SE 60%; EU27 3%, SE 31%; EU27 1%, SE 4%
- Genetically modified organisms found in food or drinks: EU27 48%, SE 60%; EU27 49%, SE 31%; EU27 3%, SE 3%
- Cloning animals for food products: EU27 62%, SE 62%; EU27 37%, SE 37%; EU27 1%, SE 1%
- The welfare of farmed animals: EU27 64%, SE 74%; EU27 34%, SE 25%; EU27 2%, SE 0%
- Food poisoning from bacteria like salmonella in eggs or listeria in cheese: EU27 23%, SE 62%; EU27 37%, SE 37%; EU27 1%, SE 1%
- New viruses found in animals like avian or bird flu: EU27 35%, SE 60%; EU27 39%, SE 39%; EU27 1%, SE 1%
- Getting a diet related disease such as diabetes, heart or liver problems: EU27 59%, SE 59%; EU27 40%, SE 40%; EU27 1%, SE 1%
- Substances contained in plastics or other materials coming into contact with food: EU27 50%, SE 50%; EU27 39%, SE 39%; EU27 2%, SE 2%
- Not having a healthy and balanced diet: EU27 25%, SE 52%; EU27 47%, SE 47%; EU27 1%, SE 1%
- Having an allergic reaction to food or drinks: EU27 18%, SE 46%; EU27 51%, SE 51%; EU27 1%, SE 1%
- Nanoparticles found in food: EU27 27%, SE 47%; EU27 31%, SE 31%; EU27 16%, SE 16%
- Putting on weight: EU27 47%, SE 47%; EU27 52%, SE 52%; EU27 1%, SE 1%
- BSE or what is called mad cow disease: EU27 16%, SE 48%; EU27 52%, SE 52%; EU27 1%, SE 1%

EU27 results: Total "Worried" (red), Total "Not worried" (blue), Don't know (gray).
SE results: Total "Worried" (red), Total "Not worried" (blue), Don't know (gray).
FOOD-RELATED RISKS

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

SE
Number of interviews: 1,010
Fieldwork: 10/06-29/06/2010

Methodology: face-to-face

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, 30% SE
- You got worried about the problem but finally you did nothing about it: 26% EU27, 15% SE
- You ignored it, and did not change your eating habits: 24% EU27, 27% SE
- You have permanently changed your eating habits: 11% EU27, 11% SE
- Other (SPONTANEOUS): 2% EU27, 2% SE
- Don’t know: 2% EU27, 1% SE

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: 31% EU27, 21% SE
- You got worried about the problem but finally you did nothing about it: 24% EU27, 19% SE
- You ignored it, and did not change your eating habits: 20% EU27, 48% SE
- You have permanently changed your eating habits: 13% EU27, 0% SE
- Other (SPONTANEOUS): 2% EU27, 1% SE
- Don’t know: 2% EU27, 1% SE

* for example, due to a chemical found in it

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?

- Your physician’s doctor and other health professionals: 64% EU27, 50% SE, 4% Don’t know
- Family and friends: 42% EU27, 22% SE, 14% Don’t know
- Consumer organisations: 78% EU27, 84% SE, 3% Don’t know
- Scientists: 61% EU27, 73% SE, 4% Don’t know
- Environmental protection groups: 51% EU27, 62% SE, 4% Don’t know
- National and European food safety agencies (EFSA): 64% EU27, 70% SE, 4% Don’t know
- Farmers: 56% EU27, 56% SE, 4% Don’t know
- European institutions: 42% EU27, 50% SE, 4% Don’t know
- Media (TV, newspapers, radio): 48% EU27, 50% SE, 3% Don’t know
- (NATIONALITY) Government: 47% EU27, 47% SE, 4% Don’t know
- Information found on the Internet: 70% EU27, 65% SE, 2% Don’t know
- Supermarkets and shops: 35% EU27, 35% SE, 4% Don’t know
- Food manufacturers: 32% EU27, 32% SE, 3% Don’t know

Total “Confident”
Total “Not confident”
Don’t know

EUROBAROMETER 73.5
RESULTS FOR SWEDEN
4- THE ROLE AND EFFECTIVENESS OF PUBLIC AUTHORITIES

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

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Public authorities in the EU should do more to ensure that food is healthy</td>
<td>85% - EVOLt</td>
<td>92% -</td>
<td>11% -</td>
<td>0% -</td>
<td>4% -</td>
<td>2% -</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public authorities in the EU should do more to inform about healthy diets and lifestyles</td>
<td>61% -</td>
<td>60% -</td>
<td>15% -</td>
<td>13% -</td>
<td>4% -</td>
<td>1% -</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>There are strict laws in the EU to make sure that food is safe</td>
<td>66% +5 56% +3</td>
<td>24% -3</td>
<td>29% -3</td>
<td>13% -2</td>
<td>15% -</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></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 65% +14</td>
<td>27% -6</td>
<td>27% -13</td>
<td>10% -1</td>
<td>8% -1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></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 62% +7</td>
<td>22% -4</td>
<td>24% -3</td>
<td>15% -1</td>
<td>14% -4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></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 51% +11</td>
<td>34% -5</td>
<td>39% -8</td>
<td>10% -2</td>
<td>10% -3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Scientific advice on food related risks is independent of commercial or political interests</td>
<td>47% -</td>
<td>42% -</td>
<td>41% -</td>
<td>51% -</td>
<td>12% -</td>
<td>7% -</td>
<td></td>
<td></td>
<td></td>
<td></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 46% +14</td>
<td>42% -6</td>
<td>47% -13</td>
<td>12% -2</td>
<td>7% -1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food today is safer compared to ten years ago</td>
<td>42% -</td>
<td>52% -</td>
<td>51% -</td>
<td>42% -</td>
<td>7% -</td>
<td>6% -</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

QF7. 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

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Possible risks from animal infections or diseases which could be transmitted to humans such as mad cow disease (BSE)</td>
<td>54% -</td>
<td>67% -</td>
<td>28% -</td>
<td>5%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Possible risks from bacterial contamination of foods, for example salmonella in eggs</td>
<td>50% -</td>
<td>62% -</td>
<td>32% -</td>
<td>9%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Possible risks to health from your diet, for example high fat intakes and heart disease</td>
<td>50% -</td>
<td>53% -</td>
<td>37% -</td>
<td>8%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Possible risks from chemical contamination of foods, for example pesticide residues or environmental pollutants like mercury in fish</td>
<td>48% -</td>
<td>49% -</td>
<td>45% -</td>
<td>7%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Possible risks from new technologies such as animal cloning and nanotechnology</td>
<td>42% -</td>
<td>43% -</td>
<td>44% -</td>
<td>8%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

EUROBAROMETER 73.5
RESULTS FOR SWEDEN