

Consumer understanding of food risk: rare burgers

Area of research interest: [Behaviour and perception](#)

Study duration: 2015-06-01

Planned completion: 1 August 2015

Conducted by: TNS BMRB Research

Research aims

This research aimed to:

- understand and quantify current attitudes and behaviours around rare burger consumption
- develop and test potential communications about risk, both qualitatively and quantitatively

The research comprised three phases, including qualitative Citizens' Forums and research conducted with participants via their mobile phones, and a survey using the FSA's Consumer Panel.

Results

Though the majority (68%) of consumers interviewed in the panel survey report that they are not currently eating rare burgers and are unlikely to start, 11% report eating a rare burger at least once a month. Survey respondents were found to hold very different attitudes towards the consumption of rare burgers and different perceptions around the associated risks – informing whether they choose to eat them, where, and how often. Attitudes appear to be driven by:

- individuals' visceral, emotive reactions to raw meat and mince
- general concerns or lack thereof around 'risky' foods
- beliefs about the relative safety of different meat types
- notions of self-identity (for example, as 'foodies' or more conservative consumers)

These attitudes are important drivers of responses to messaging around risk.

Research report

PDF

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