

Consumer perception of food risk

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

Study duration: 2017-03-01

Conducted by: Kantar Public

The survey was undertaken by Kantar Public and the analysis undertaken internally by our Analytics Unit. An accompanying project, also undertaken by Kantar Public, investigated in more detail how consumers determine food risks, in terms of how risks are understood, classified, and responded to. This work took the form of six focus groups held across the UK.

The survey was based on an online survey of 1,194 participants. The survey was administered to members of an online panel used for a range of other FSA research. The aim of the survey was to measure consumer risk perception in relation to 17 different food risks identified by FSA and Food Standards Scotland (FSS):

- Norovirus
- Listeria Monocytogenes (Listeria)
- E. coli O157
- campylobacter
- food allergens
- generic food poisoning
- food intolerance
- chemicals in food
- mycotoxins
- mercury in fish
- coeliac disease
- pesticides
- acrylamides
- TSE
- variant CJD (TSE)
- poisonous mushroom berries
- Salmonella
- radioactivity in food

Research report

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