EUROPEAN FOOD SAFETY AUTHORITY

SPECIAL EUROBAROMETER 103.3

Food safety in the EU

EUROBAROMETER **REPORT**
MARCH – APRIL 2025

This survey has been requested by the European Food Safety Authority (EFSA)
and co-ordinated by the European Commission, Directorate-General for Communication
(DG COMM 'Media monitoring and Eurobarometer' Unit)

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Introduction

Introduction

Social research in the context of the EFSA Strategy 2027[1]

The European food safety regulatory framework provides EU consumers with one of the safest food systems in the world. The mission of the **European Food Safety Authority (EFSA)** - an integral part of that system - is to contribute to protecting human life and health, taking account of animal health and welfare, plant health and the environment. It does so by delivering independent and transparent scientific advice to policy makers, through cooperation with its partners, and in an open dialogue with society.

With a vision of safe food and sustainable food systems through transparent, independent and trustworthy scientific advice, EFSA has set ambitions in its **Strategy 2027** for both risk assessment and risk communication. For the latter, driven by the recently introduced **Transparency Regulation**[2]**,** EFSA has committed to an "**audience-first approach"** throughout its communication, delivered in a coordinated manner with the European Commission, Member States and ENVI (Environment, Public Health and Food Safety) agencies. The audience-first approach, explained in EFSA's editorial on **Future directions for risk communications**[3] and detailed in its **Social Science Roadmap**[4]**,** seeks to generate and use insights from social research, analyse the impact of communication activities and focus on personalising user experience across communication tools.

Social research at EFSA is conducted at different levels, and the present Eurobarometer survey aims to gauge **EU citizens' perceptions of and attitudes towards food safety** by exploring the following themes:

- EU citizens' interest in food safety-related topics and factors affecting food-related decisions;
- Awareness of and main concerns about food-safety topics, as well as attitudes towards healthy diet and food-related risks;
- Main information channels on food-related risks;
- Levels of trust in different actors from farm to fork;
- Awareness of different aspects of the EU food safety system.

This survey builds upon previous Special Eurobarometer surveys conducted in 2005[5], 2010[6], 2019[7], and 2022[8]. In this report, comparisons with the results of the 2022 survey are reported for those topics for which the same questions were asked:

- Interest in food safety (QE13)
- Factors affecting food-related decisions (QE1)
- Europeans' awareness of food safety topics (QE3)
- How concerned are citizens about food safety? (QE4)
- Contrasting food safety and healthy eating concerns (QE5, QE6)
- Perceptions of impact of environmental, animal and plant factors on human health (QE11)
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- Trust in sources of information on food risks (QE10)
- Reasons not to engage with food safety (QE9)
- Awareness of the EU food safety system (QE12)
- Insights into Consumer Behaviour: An Example in the Area of Foodborne Risks (QE8a, QE8b)

EFSA is committed to conducting periodic Eurobarometer studies to generate data that can guide its communication strategies as well as support those of the Member States. The data is also expected to assist audience segmentation, considering models developed as part of its scientific report on **Technical assistance in the field of risk communication**.[9] The **Communication Experts Network (CEN)**[10] will remain EFSA's key partner for co-ordinating the sharing of information among Member States to support communication of risks in the food chain and the promotion of coherence of messages across the EU.

The methodology of the survey is described in the following section.

In accordance with the EU General Data Protection Regulation[11] (GDPR), respondents were asked whether they would agree to be asked questions on issues that could be considered "sensitive".

[1] https://www.efsa.europa.eu/sites/default/files/2021-07/efsa-strategy-2027.pdf
[2] Regulation (EU) 2019/1381 of the European Parliament and of the Council of 20 June 2019 on the transparency and sustainability of the EU risk assessment in the food chain.
[3] https://www.efsa.europa.eu/en/efsajournal/pub/e190201
[4] https://www.efsa.europa.eu/sites/default/files/2025-01/social-science-roadmap-mid-term-review.pdf
[5] Risk Issues - European Commission
[6] https://www.efsa.europa.eu/en/corporate/pub/eurobarometer10
[7] https://www.efsa.europa.eu/en/corporate/pub/eurobarometer19
[8] https://www.efsa.europa.eu/en/corporate/pub/eurobarometer22
[9] https://www.efsa.europa.eu/en/efsajournal/pub/6574
[10] https://www.efsa.europa.eu/en/science/scientific-committee-and-panels/comco
[11] 2016/679

Methodology

This Special Eurobarometer on Food safety was part of the Eurobarometer wave 103.3 and was conducted between March and April 2025. This report covers the results from the 27 EU Member States. Some 26,370 respondents from different social and demographic groups were interviewed in the appropriate national language. This survey was commissioned by the European Commission, Directorate-General for Communication (DG COMM) at the request of EFSA.

The methodology used was that of the Standard Eurobarometer surveys carried out by the Directorate-General for Communication ("Media monitoring and Eurobarometer" Unit)[12]. Interviews were conducted face-to-face, either physically in people's homes or through remote video interaction in the appropriate national language. Interviews with remote video interaction ("online face-to-face" or CAVI, Computer Assisted Video Interviewing), were only conducted in Czechia, Denmark, Malta, and Finland. A technical note concerning the interviews conducted by the member institutes of the Verian network is annexed to this report.

Throughout the report, results are compared to Special Eurobarometer 97.2 of 2022.

We would like to thank the people across the European Union who have offered their time to take part in this survey.

Without their active participation, this study would not have been possible.

Note: In this report, EU countries are referred to by their official abbreviations, as listed below:

Belgium	BE	Lithuania	LT
Bulgaria	BG	Luxembourg	LU
Czechia	CZ	Hungary	HU
Denmark	DK	Malta	MT
Germany	DE	The Netherlands	NL
Estonia	EE	Austria	AT
Ireland	IE	Poland	PL
Greece	EL	Portugal	PT
Spain	ES	Romania	RO
France	FR	Slovenia	SI
Croatia	HR	Slovakia	SK
Italy	IT	Finland	FI
Republic of Cyprus	CY *	Sweden	SE
Latvia	LV		
European Union – weighted average for the 27 Member States			EU27

* Cyprus as a whole is one of the 27 European Union Member States. However, the *acquis communautaire* has been suspended in the part of the country not controlled by the government of the Republic of Cyprus. For practical reasons, only the interviews carried out in the part of the country controlled by the government of the Republic of Cyprus are included in the 'CY' category and in the EU27 average.

[12] The Eurobarometer methodological approaches: https://europa.eu/eurobarometer/about/eurobarometer

Key findings

Majority of EU citizens are interested in food safety, and it is among the most important factors affecting food-purchasing decisions

- Seven in ten individuals across the EU (72%) are 'personally interested' in the topic of food safety. Interest is especially high in Greece (98%), Cyprus (95%), and Finland (88%);
- Cost (60%) is most frequently selected by EU citizens when it comes to the most important factors when buying food. Taste (51%) comes second, followed by food safety (46%);
- These are followed by geographical origins (42%) and nutrient content (39%), while the impact on the environment and climate (15%) and ethics and beliefs (14%) rank lowest in importance;
- The proportion of individuals mentioning cost as one of the main factors when buying food has increased since 2022 by 6 percentage points;
- In 20 EU Member States, cost is indicated as the most important factor when buying food, most notably in Latvia (76%), Czechia (76%) and Cyprus (74%), while food safety is prioritised in only two Member states– Italy (55%) and Romania (51%);

Awareness of food safety topics remains high among EU citizens

- Nearly three in ten (28%, +7 percentage points since 2022) have a very high level of awareness of food safety topics listed in the survey (i.e. they have heard about at least 13 of the 15 topics listed in the survey) and a further 18% (+1 pp.) have a high level of awareness (i.e. they have heard about 10 to 12 topics);
- Respondents are most likely to have heard about additives like colours, preservatives or flavourings used in food or drinks (71%), pesticide residues in food (67%), diseases found in animals (65%) and antibiotic, hormone or steroid residues in meat (64%);
- The largest increase in awareness since 2022 is seen for the topic of microplastics in food (63%, +8 pp.). The highest awareness for this topic is reported by a large majority in Finland (90%), Luxembourg (86%), and Germany (74%);
- Among the 15 topics listed, poisonous moulds in food and feed crops (44%), use of new biotechnology in food production, e.g. genome editing (37%) or nanotechnology applied to food production (30%) rank the lowest in terms of topics that EU citizens heard about;

Pesticide residues in food; antibiotic, hormone or steroid residues in meat; and additives top the list of food safety-related concerns

- When asked to think about problems or risks associated with food and eating (unprompted question on concerns), concerns about presence of chemical contaminants[13] (28%) are spontaneously the most commonly mentioned. This is followed by concerns related to additives (17%), quality and freshness (14%), rising costs and health risks (both 12%). By contrast, in 2022, the leading unprompted concern was the health impact of food (20%);
- Respondents were further asked about topics that concern them the most when it comes to food by presenting them with a list of food safety topics they were aware of (prompted question on concerns). Pesticide residues in food (39%) and antibiotic, hormone or steroid residues in meat (36%) top the list of food safety-related concerns among EU citizens;
- In contrast, few EU citizens are concerned with plant diseases (11%), use of new biotechnology in food production (9%) and nanotechnology applied to food production (6%), which rank the lowest in terms of concern among the 15 possible topics;
- The most notable change in concerns abouts food safety topics since 2022 is seen for the topic of microplastics found in food (33%, +4 percentage points);

About four in ten EU citizens are equally concerned about having a healthy diet as they are about food risks

- About four in ten (41%, -5 percentage points since 2022) say they have about the same level of concern for both having a healthy diet and food risks. About three in ten (34%, +3 pp.) are more concerned about having a healthy diet, while around two in ten (23%, +2 pp.) are more concerned about food risks;
- In 20 countries, the most common response is having about the same level of concern for having a healthy diet as for food risks. The largest decrease for this answer since 2022 is seen in Cyprus (-28 pp.), followed Ireland (-11 pp.), Germany, France, Bulgaria and Greece (all -10 pp). The highest level of concern for a healthy diet is

[13] Note that the term chemical contaminants in this context does not solely refer to contaminants as defined by food standard regulations. Rather, it covers a broader range of aspects. The specific terms in the open-ended responses covered by this category include 'toxins', 'poisons', 'pesticides', 'chemicals', 'heavy metals', etc. The full list of words and phrases under this category is shown in the codebook in Annex C, together with the other categories.

reported in the Netherlands (67%, -4 pp.), Denmark (52%, -3 pp.), and Belgium (43%, -6 pp.), while the highest concern for food risks is in Malta (34%, +5 pp.), Bulgaria (33%, +11 pp.) and Romania (32%, +4 pp.)

- Around five in ten (53%) mention eating more fruit and vegetables as one of the most important behaviours in order to have a healthy diet, followed by eating/drinking less sugars (45%) and eating less fat (42%);
- In 20 EU Member States, eating more fruit and vegetables is most commonly reported as an important behaviour for a healthy diet. This is also the joint top answer in Cyprus (alongside eating more legumes). In Sweden, the Netherlands, and Estonia eating/drinking less sugar is the most frequently mentioned answer. Individuals in Portugal and France are most likely to report that eating less fat is important, while eating locally produced food is the top answer in Slovenia;
- Most EU citizens think that animal issues (53%) and environmental issues (51%) have a strong impact on human health;
- The share of citizens perceiving a moderate to strong impact remains similar to 2022, but fewer now see a strong impact from environmental and plant issues (-14 and -7 pp. respectively). Instead, more EU citizens view these as having a moderate impact on health, rising by 12 and 6 pp. respectively.

Television remains the primary source of information about food-related risks despite seeing a drop

- More than half (55%) indicate television (on a TV set or via the internet) as one of their main sources of information about food risks, followed by exchanges with family, friends, neighbours, or colleagues (42%) and internet search engines (38%);
- However, popularity of TV as a main source has declined by 6 percentage points since 2022, while online social networks, in contrast, are selected by 4% more of EU citizens in 2025;
- Television is the most commonly reported source of information about food risks within the oldest age group (65%). Online social media and blogs, similar to other online sources such as internet search engines and institutional websites, is among the most commonly selected sources within the youngest age group (48%, compared with 13% in the oldest age group);
- Individuals with higher food risk awareness tend to be more prone to select Internet rather than traditional sources of information (i.e. radio, newspapers) (48% among those with very high awareness, compared to 21% among those with very low awareness);

Doctors and scientists working at public institutions are the most trusted sources of information, closely followed by consumer organisations and farmers

- Nine in ten EU citizens trust general practitioners and specialist doctors (90%) as sources of information on food risks. Among the most trusted sources are also scientists working at a university or publicly-funded research organisation (84%), consumer organisations (82%) and farmers and primary producers;
- Levels of trust are also high for national authorities (70%) and EU institutions (69%), with seven in ten indicating that they trust these actors. Trust in both of these actors has increased slightly since 2022 (+4 and +3 percentage points, respectively);
- In 24 EU Member States, at least six in ten trust EU institutions as a source of information on food-related risks. Individuals in Portugal and Sweden (87%), Finland and Ireland (both 82%), and Denmark (80%) are the most likely to give this answer. At the other end of the scale, the lowest proportions indicating trust can be observed in Romania and Greece (57%), Czechia (58%), and Bulgaria (59%);

There are three main reasons people don't engage with food safety

- The most common reason for not paying attention to information about food safety is taking it for granted that the food sold is safe, which is stated by four in ten (41%). This is followed by knowing enough to avoid or mitigate food risks (30%) and frequently finding food safety information highly technical and complex (27%);
- Regarding the reasons for not paying attention to information about food safety, the proportion of respondents who indicate they know enough to avoid or mitigate food risks is higher among those with higher level of awareness of food risks (i.e. have heard about at least 13 of the 15 topics listed in the survey) (38%) compared to those who have a very low awareness level (i.e. have heard of up to two topics) (18%);

Awareness of different aspects of the EU food safety system is generally high

- Nearly eight in ten agree that there are regulations in place to make sure that food is safe (79%) and that to decide how risky something could be to eat, the EU relies on scientists to give expert advice (76%);
- Moreover, around seven in ten agree that the EU and authorities in their country responsible for food safety work together (71%) and that the EU has a separate institution that provides scientific advice on the safety of food (68%);
- Awareness of institutional aspects of food safety has increased by 6-7 percentage points for all listed items since 2022;

Most EU citizens say they would change their food preparation or consumption behaviour in response to a food poisoning incident

- Almost eight in ten (78%) of EU citizens indicate they are likely to change their food preparation or consumption behaviour if a food poisoning incident is reported and authorities advise taking precautionary measures;
- Among those who are not likely to change their food preparation or consumption behaviour, the most common reason given is that they already prepare food in the way that is recommended (42%). Additionally, more than one quarter (27%) believe that all kinds of foods involve some risk, and it is impossible to check and avoid them all;
- The next most commonly reported reasons for not changing food preparation or consumption behaviour are: able to tell from the look, smell, or taste if the food was contaminated (20%), changing behaviour would make little or no difference to avoiding the risk (19%), and that they are healthy so the risk would not pose any serious concerns to them (16%).

I. Setting the scene: citizens and food safety

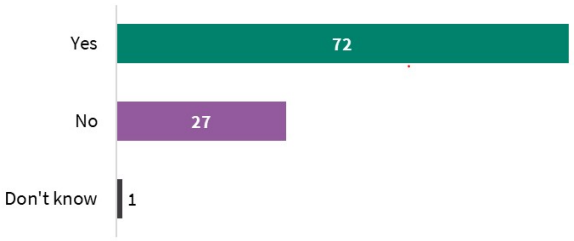
1. Interest in food safety

Around seven in ten EU citizens are interested in the topic of food safety

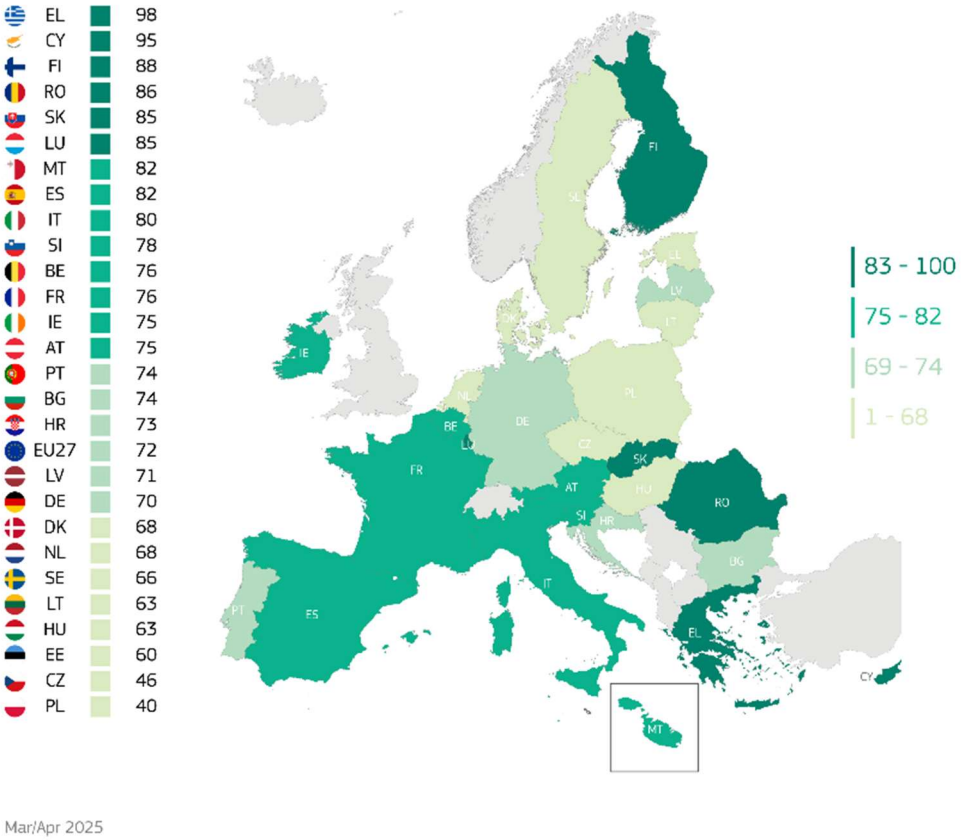
Across the EU as a whole, around seven in ten EU citizens (72%) are **personally interested in the topic of food safety**, while 27% say they are not interested. 1% say they don't know.

At least half of EU citizens in 25 Member States are interested in food safety. The proportion of EU citizens who are interested in the topic of food safety varies widely across the EU Member States, ranging from 98% in Greece, 95% in Cyprus and 88% in Finland to 40% in Poland, 46% in Czechia and 60% Estonia.

QE13: Are you personally interested in the topic of food safety? (%)



QE13: Are you personally interested in the topic of food safety? - Yes (EU27) (%)



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The **socio-demographic analysis** reveals the following:

- Women are more likely than men to be interested in the topic of food safety (77%, compared with 68% of men).
- The youngest age group (aged 15-24) are least likely to say they are personally interested (63%, compared with 72-75% of older age groups).
- The longer individuals remained in full-time education, the more likely they are to say they are interested in food safety: 76% of those who finished full-time education aged 20 or older say this, compared with 71% of those who left school aged 15 or younger. Those who are still studying express the lowest interest at 62%.
- House persons (81%) followed by managers (76%) are the most likely to be interested in the topic of food safety, especially compared with students (64%) and unemployed (68%).
- Those who have economic difficulties are less likely to be interested in food safety (69%) compared with those who have economic difficulties from time to time or never (both 73%).
- The higher the level of awareness of food risks, the more likely citizens are to be interested in food safety. For instance, 81% of those with a very high level of awareness indicate they are interested, compared with 49% of those reporting a very low level of awareness.
- Those who are likely to change their food preparation and consumption behaviour in a specific situation[14] are generally more interested in food safety then those who are not likely to do so (78% vs 57%).
- Citizens who trust EU institutions tend to be more personally interested in food safety (76%) than those who do not trust EU institutions (68%).

QE13 Are you personally interested in the topic of food safety? (% - EU)

	Yes	No	Don't know
EU27	72	27	1
Gender			
Man	68	31	1
Woman	77	23	0
Age			
15-24	63	36	1
25-39	72	27	1
40-54	74	25	1
55+	75	24	1
Education (End of)			
15-	71	28	1
16-19	72	27	1
20+	76	24	0
Still Studying	62	37	1
Socio-professional category			
Self-employed	75	24	1
Managers	76	23	1
Other white collars	75	25	0
Manual workers	70	29	1
House persons	81	18	1
Unemployed	68	32	0
Retired	74	25	1
Students	64	36	0
Difficulties paying bills			
Most of the time	69	31	0
From time to time	73	26	1
Almost never / Never	73	26	1
Index on the level of awareness of food risks			
Very high (13 to 15 topics)	81	18	1
High (10 to 12 topics)	76	24	0
Medium (6 to 9 topics)	76	24	0
Low (3 to 5 topics)	70	29	1
Very low (up to 2 topics)	49	50	1
Would change food preparation in a specific situation			
Total 'Likely'	78	22	0
Total 'Not likely'	57	42	1
Trust EU institutions on food risks			
Total 'Trust'	76	24	0
Total 'Not trust'	68	31	1

[14] This term is used throughout the report. EU citizens were invited to consider a fictitious scenario in which a news story reports a food poisoning incident involving Salmonella found in eggs, with authorities advising consumers to take a series of precautionary measures. Respondents were then asked questions on their food preparation and consumption behaviour in response a situation like the one described.

2. Factors affecting food purchasing decisions

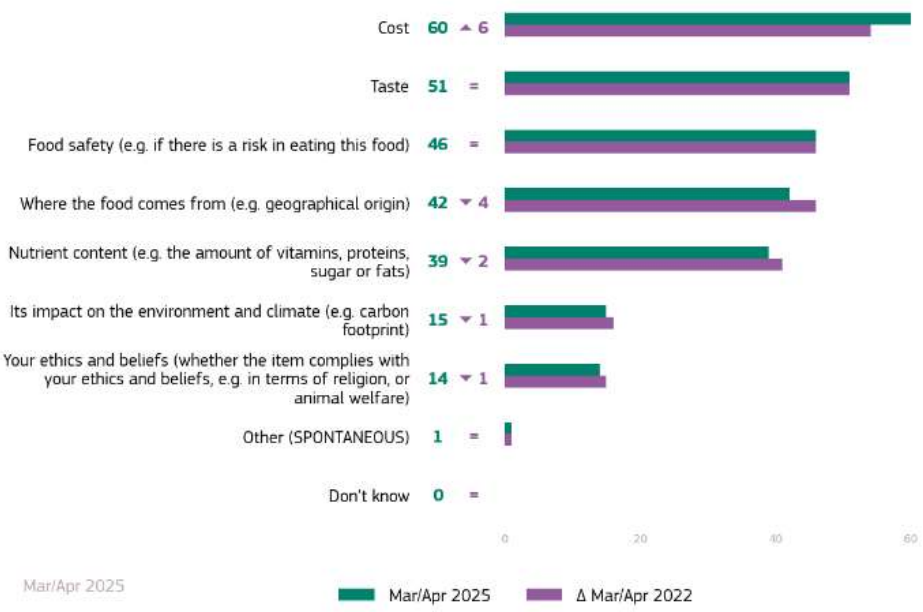
Cost is the most important factor affecting food purchasing decisions, followed by taste. Food safety comes third.

Respondents to the survey were asked to select the most important factors influencing their food purchasing decisions. They could select up to three answers from a list of seven items.

The factors EU citizens consider the most important when buying food are **cost** (60%), followed by **taste** (51%), and then **food safety (e.g. if there is a risk in eating this food)** (46%). Around four in ten consider **where the food comes from (e.g. geographical origin)** (42%) and **nutrient content (e.g. the amount of vitamins, proteins, sugar or fats)** (39%) to be among the top five factors, while 15% indicate **its impact on the environment and climate (e.g. carbon footprint)** and 14% **their ethics and beliefs (whether the item complies with their ethics and beliefs, e.g. in terms of religion, or animal welfare)**. 1% *spontaneously* mention other factors.

EU citizens are more likely now than in 2022 to indicate that **cost** (+6 percentage points) is important. Conversely, the proportions of EU citizens indicating **where the food comes from** (-4 pp.), **nutrient content** (-2 pp.), **its impact on the environment** and **their ethics and beliefs** (both -1 pp.) as factors driving their decisions when buying food have slightly decreased since 2022 (when this question was last asked). The proportions reporting **taste** and **food safety** remain unchanged.

QE1ab: When you buy food, which of the following are the most important to you? Firstly? And then? (MAX. 3 ANSWERS) (EU27) (%)

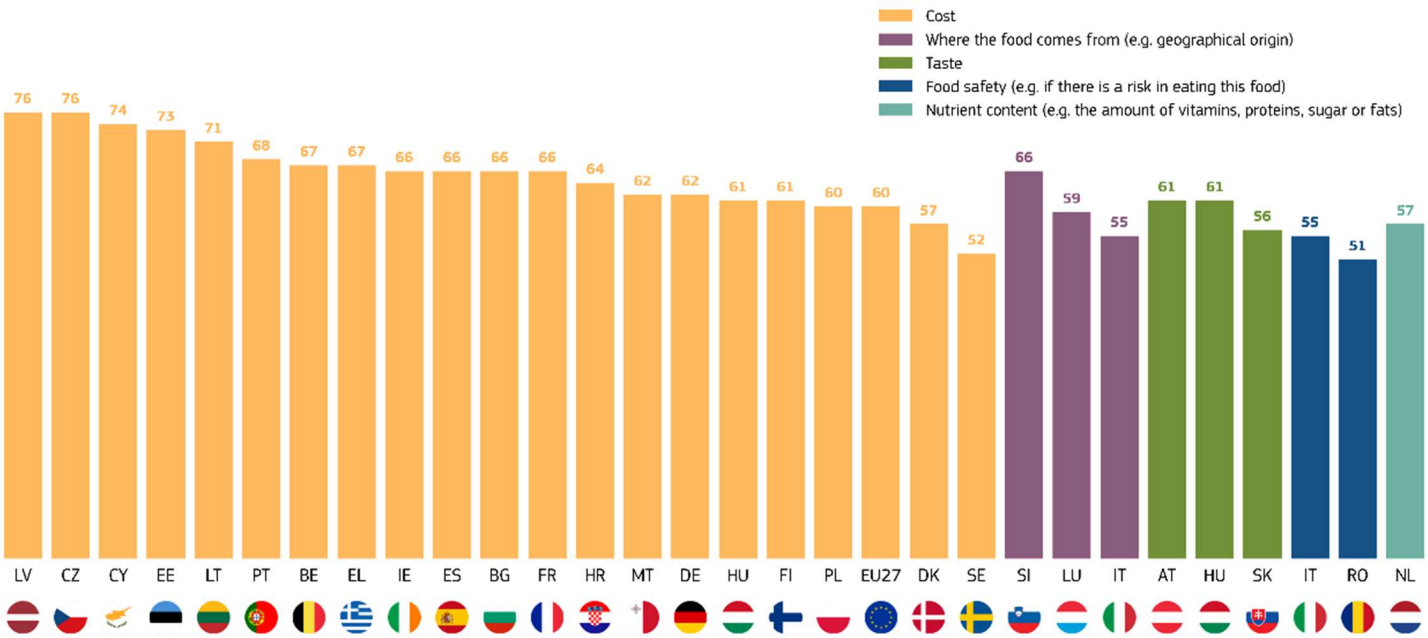


In 20 of the 27 EU Member States, citizens are most likely to indicate **cost** as the most important factor when buying food, most notably in Latvia and Czechia (both 76%) and Cyprus (74%).

In three countries, **where the food comes from** is the most common factor affecting food-purchasing decisions, with the highest proportion observed in Slovenia (66%), followed by Luxembourg (59%) and Italy (55%).

In Italy, the origin of food ranks as the joint first answer together with **food safety** (55%), which is the top choice also for Romania (51%). **Taste** comes top in three countries, in Austria and Hungary (both 61%) and Slovakia (56%). In contrast, the most common answer in the Netherlands is the **nutrient content** in food (57%).

QE1ab: When you buy food, which of the following are the most important to you? Firstly? And then? (MAX. 3 ANSWERS) (%)



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The **socio-demographic analysis** highlights the following differences:

- Men and women are equally likely to consider **cost** as an important factor when buying food (both 60%). However, there are differences in the perceived importance of **taste** (54% of men vs 49% of women) and **nutrient content** (37% of men vs 41% of women).
- While there is almost no differences by age in the perceived importance of **cost** (60%-61%) and **taste** (50%-51%), older age groups are more likely to report **food safety** (47-48% of those aged 40 or more, compared with 40% of those aged 15-24) and **where the food comes from** (47% of those aged 55 or more, compared with 31% of those aged 15-24) as important factors when buying food. The middle cohorts are slightly more likely than younger and older age groups to indicate the **nutrient content** of food as an important factor (40-43% of those aged 25-54, compared with 37%-38% of those aged 15-24 or 55+).
- Individuals who stayed longer in full-time education are more likely to report the **nutrient content** in food (45% among those who left education aged 20 or older, compared with 32% among those who left aged 15 or younger) and its **impact on environment** (18%, compared with 10%) as important factors when buying food. The reverse holds true for **cost** (69% of those who left education aged 15 or younger, compared with 54% of those who finished aged 20 or older) and taste (57%, compared with 48% of those who finished aged 20 or older).
- Unemployed, manual workers and house persons are most likely to indicate **cost** as a key factor when buying food (64-75%, compared with 49-60% of those in other socio-professional categories). Self-employed persons and managers are also the most likely to say **food safety** is the most important factor (48-50%, compared with 39-47% of those in other occupational groups) as well as nutrient content (44-47%, compared with 35-42% in other categories). When it comes to **taste**, there is no notable difference among socio-professional categories, with the proportion ranging from 47% to 53%. **Where the food comes from** is most commonly reported by retired persons (48%), particularly compared to students (32%).
- Individuals who have more difficulties paying their bills are the most likely to indicate **cost** as an important factor (74% of those who have difficulties most of the time, compared with 57-64% of those who have difficulties from time to time or less often). They are also least likely to report **nutrient content** (30%, compared with 36-41%) as an important factor. Those who have the least financial difficulties are the most likely to indicate **where the food comes from** (44% of those who never or almost never have difficulties, compared with 33% of those who have difficulties at least from time to time) as an important factor when buying food.
- Those who are not interested in food safety are more likely to report **cost** and **taste** as factors driving food purchasing decisions (69% compared to 56%, and 60% compared to 48% among interested individuals, respectively), while those who express interest in food safety are also more likely to consider **food origin** (45% vs 34%)**, nutrient content (**42% vs 31%)**,** and **environmental impact** (16% vs 11%) as important factors compared to citizens who are not interested in food safety.
- The higher the level of awareness of food risks, the more likely individuals are to report **food safety**, **food origin** and **nutrient content** as important factors when buying food. For instance, 52% of those with a very high level of awareness report food safety as an important factor compared with 31% of those with a very low level of awareness.
- Among those who say they will likely change their food preparation or consumption behaviour in a specific situation, a larger proportion report **food safety** as an important factor (47% compared with 41% of those who will not change behaviour) and **nutrient content** (40% vs 35%).

QE1ab When you buy food, which of the following are the most important to you? Firstly? And then? (MAX. 3 ANSWERS)

	Cost	Taste	Food safety (e.g. if there is a risk in eating this food)	Where the food comes from (e.g. geographical origin)	Nutrient content (e.g. the amount of vitamins, proteins, sugar or fats)	Its impact on the environment and climate (e.g. carbon footprint)	Your ethics and beliefs (whether the item complies with your ethics and beliefs, e.g. in terms of religion, or animal welfare)	Other (SPONTANEOUS)	Don't know
EU27	60	51	46	42	39	15	14	1	0
Gender									
Man	60	54	45	41	37	14	14	1	1
Woman	60	49	46	43	41	16	15	1	0
Age									
15-24	61	51	40	31	38	17	19	0	1
25-39	60	50	44	38	43	16	17	0	0
40-54	60	51	47	43	40	14	14	1	0
55+	60	51	48	47	37	14	12	1	0
Education (End of)									
15-	69	57	45	43	32	10	9	1	0
16-19	63	52	45	41	37	14	14	1	0
20+	54	48	48	44	45	18	15	1	0
Still Studying	58	53	39	32	38	19	22	1	2
Socio-professional category									
Self-employed	49	47	50	46	44	15	19	1	0
Managers	48	48	48	46	47	19	17	1	0
Other white collars	58	51	46	40	42	16	16	0	0
Manual workers	66	53	44	39	37	13	13	0	0
House persons	64	49	47	39	39	14	13	1	0
Unemployed	75	51	44	34	35	10	12	1	0
Retired	61	52	47	48	35	14	10	1	0
Students	60	50	39	32	38	18	22	0	1
Difficulties paying bills									
Most of the time	74	52	43	33	30	12	13	1	0
From time to time	64	49	45	40	36	14	17	1	0
Almost never / Never	57	52	46	44	41	16	14	1	1
Personally interested in food safety									
Yes	56	48	51	45	42	16	15	1	0
No	69	60	31	34	31	11	13	1	1
Index on the level of awareness of food risks									
Very high (13 to 15 topics)	54	48	52	49	45	17	16	1	0
High (10 to 12 topics)	62	52	48	45	43	15	13	0	0
Medium (6 to 9 topics)	63	54	46	41	40	14	13	1	0
Low (3 to 5 topics)	62	53	45	39	35	15	14	1	0
Very low (up to 2 topics)	61	49	31	29	28	12	17	2	2
Would change food preparation or consumption behaviour in a specific situation									
Total 'Likely'	59	50	47	42	40	16	15	1	0
Total 'Not likely'	63	53	41	43	35	12	14	1	1
Trust EU institutions on food risks									
Total 'Trust'	59	51	46	42	41	16	15	1	0
Total 'Not trust'	61	49	45	44	35	14	15	1	0

II. Understanding awareness and risk perceptions

1. Views on risks associated with food and eating

When asked about risks or problems associated with food and eating, EU citizens most often mention presence of chemical contaminants

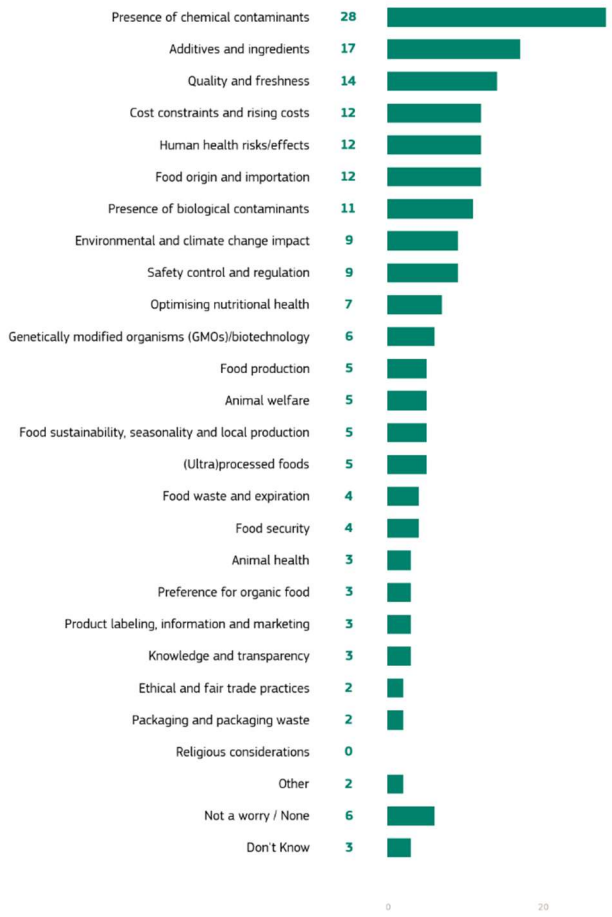
Respondents were asked to mention in their own words what concerns them the most when thinking about possible problems or risks associated with food and eating (unprompted question on concerns). Interviewers noted down their answers, which were then analysed and grouped into different categories (see Codebook in Annex C) to allow for a cross-country comparison.

Across the EU as a whole, almost three in ten citizens mention concerns related to the **presence of chemical contaminants**[15] (28%), followed by **additives and ingredients** (17%) and **quality and freshness** (14%). **Cost constraints, rising prices, human health risks,** and concerns about **food origin and imports** were each reported by 12%.

Slightly more than one in ten cite concerns related to the presence of biological contaminants (11%), while all other categories are mentioned by less than one in ten: environmental and climate change impact (9%), safety control and regulation (9%), optimising nutritional health (7%), genetically modified organisms (GMOs)/biotechnology (6%), food production (5%), animal welfare (5%), food sustainability, seasonality and local production (5%), (ultra)processed foods (5%), food waste and expiration (4%), food security (4%), animal health (3%), preference for organic food (3%), product labelling, information and marketing (3%), knowledge and transparency (3%), ethical and fair trade practices (2%), packaging and packaging waste (2%).

Around one in twenty (6%) do not mention any concerns, 3% say they don't know and 2% say "other".

QE2A: When thinking about possible problems or risks associated with food and eating, could you tell me in your own words what concerns you the most? Just say out loud whatever comes to mind and I will write it down. You may use one or more sentences, as you wish. Anything else? (MULTIPLE ANSWERS POSSIBLE) (EU27) (%)



Mar/Apr 2025

[15] Note that the term chemical contaminants in this context does not solely refer to contaminants as defined by food standard regulations. Rather, it covers a broader range of aspects. The specific terms in the open-ended responses covered by this category include 'toxins', 'poisons', 'pesticides', 'chemicals', 'heavy metals', etc. The full list of words and phrases under this category is shown in the codebook in Annex C, together with the other categories.

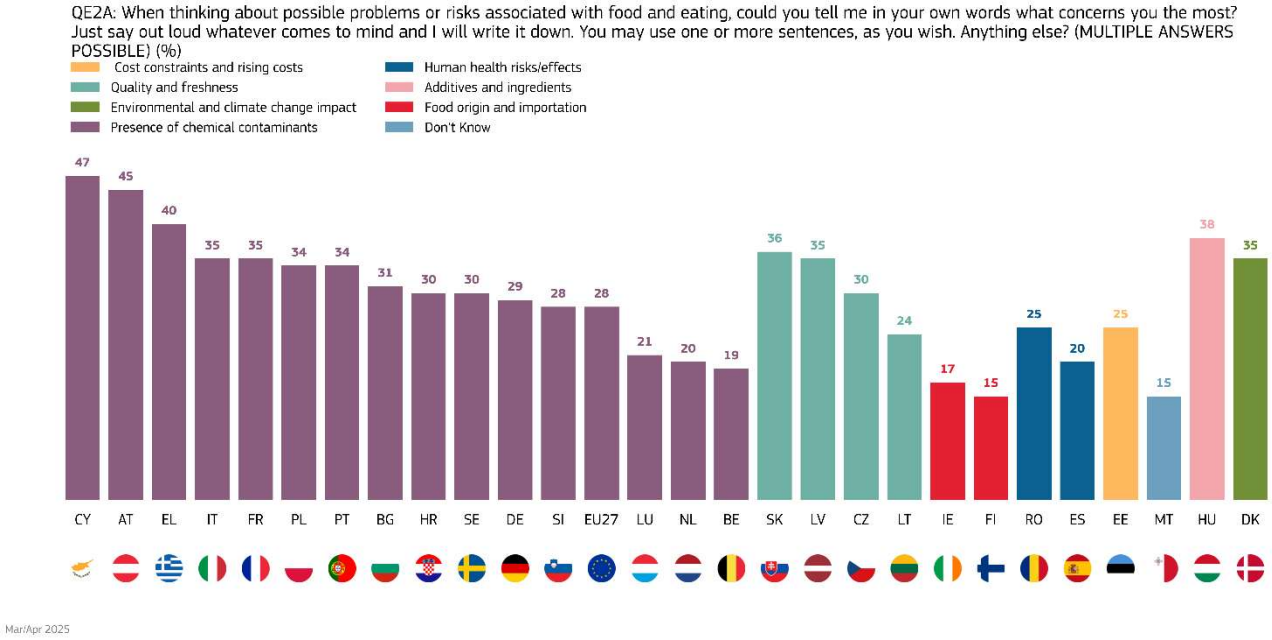
In fifteen EU Member States, the most commonly reported concern is the **presence of chemical contaminants,** with the highest proportions observed in Cyprus (47%), Austria (45%) and Greece (40%)[16].

In contrast, **food quality and freshness** is the most commonly reported concern in Slovakia (36%), Latvia (35%), Czechia (30%), and Lithuania (24%).

In Ireland and Finland, the most commonly reported problem is the **origin of food and its importation** (17% and 15%, respectively)**.**

Human health risks/effects rank first in Romania (25%) and Spain (20%), while **cost-related concerns** is the most commonly reported concern in Estonia, with 25% of citizens reporting this.

In Hungary, the leading concern is **additives and ingredients** (38%), while citizens in Denmark are most concerned with the **environmental and climate impact of food** (35%).



[16] The second choice in Malta, after "Don't know" (35%), is a "presence of chemical contaminants" (14%)

The **socio-demographic analysis** reveals the following:

- There are negligible gender differences in the level of concern about possible problems or risks associated with food and eating in terms of gender.
- Individuals aged 25-39 are slightly more likely to indicate topic of **presence of chemical contaminants** (30% of those aged 25-39, compared with 15% of those aged 15-24) as their main concern as well as those who stayed longer in full-time education (29% compared with 25% of those who left aged 15 or younger).
- Concerns linked to **cost constraints** are most likely to be mentioned by persons who are unemployed (19%, compared with 8-13% of those in other socio-professional categories) and by those who have difficulties paying their bills most of the time (19%, compared with 11-12% of those who have difficulties from time to time or less often).
- Those who are interested in food safety report higher concern about **the presence of chemical contaminants** (31% vs 21%)**, additives and ingredients** (18% vs 12%)**,** and **quality and freshness** (15% vs 11%) than those who are not interested.
- Individuals with high to very high awareness of food risks report higher concern about **the presence of chemical contaminants** and **additives and ingredients** than those with low awareness (32-35% vs 18% and 18-20% vs 9%, respectively).

QE2A When thinking about possible problems or risks associated with food and eating, could you tell me in your own words what concerns you the most? Just say out loud whatever comes to mind and I will write it down. You may use one or more sentences, as you wish. Anything else? (MULTIPLE ANSWERS POSSIBLE)

	Presence of chemical contaminants	Additives and ingredients	Quality and freshness	Cost constraints and rising costs	Human health risks/effects	Food origin and importation	Presence of biological contaminants	Safety control and regulation	Environmental and climate change impact	Optimising nutritional health	Genetically modified organisms (GMOs)/biotechnology	Food production	(Ultra)processed foods	Food sustainability, seasonality and local production	Food waste and expiration	Food security	Preference for organic food	Animal health	Preference for organic food	Product labeling, information and marketing	Knowledge and transparency	Ethical and fair trade practices	Packaging and packaging waste	Religious considerations	Other	Not a worry / None	Don't Know
EU27	28	17	14	12	12	12	11	9	9	7	6	5	5	5	4	4	3	3	3	3	3	2	2	0	2	6	3
Gender																											
Man	27	16	13	11	12	11	10	9	9	7	6	5	4	5	4	4	3	3	3	3	3	2	3	0	2	7	4
Woman	30	18	15	13	12	12	12	8	9	7	6	4	6	5	5	4	3	3	3	3	3	2	2	0	2	6	3
Age																											
15-24	25	16	12	13	10	10	10	7	8	9	6	4	4	3	5	3	3	3	3	2	2	3	3	0	2	8	5
25-39	30	18	14	13	12	10	12	9	10	7	6	4	6	4	4	4	3	4	3	3	3	3	2	0	2	5	3
40-54	29	17	14	11	13	12	12	9	9	8	8	5	5	5	4	4	3	3	3	3	3	2	3	0	3	5	3
55+	28	16	15	12	11	13	10	9	8	6	6	5	5	6	4	4	4	3	4	3	3	2	2	0	2	7	3
Education (End of)																											
15-	25	15	17	12	13	10	13	9	5	4	4	2	3	5	5	3	3	4	3	1	3	1	1	0	2	7	5
16-19	29	17	15	13	12	12	11	8	8	6	7	4	4	4	4	3	3	3	3	3	3	2	2	0	2	7	4
20+	29	17	12	11	12	12	10	9	12	8	7	6	6	5	4	5	3	3	3	3	3	4	3	0	3	5	2
Still Studying	28	16	14	11	10	11	10	5	8	9	6	3	4	4	5	3	4	4	4	3	3	3	2	0	3	9	5
Socio-professional category																											
Self-employed	31	16	13	8	14	10	12	9	11	8	9	6	5	5	4	4	3	4	3	2	3	3	2	0	4	5	2
Managers	31	17	15	10	12	11	11	9	13	8	7	6	7	5	4	5	3	4	3	4	4	4	3	0	3	6	1
Other white collars	30	18	15	10	12	11	12	9	10	7	8	4	6	3	3	4	2	4	2	3	2	2	2	0	3	5	4
Manual workers	28	18	13	13	13	11	12	7	7	7	7	4	4	4	5	3	3	3	3	3	3	2	2	0	2	6	5
House persons	24	14	16	12	13	9	12	10	5	5	5	3	4	3	7	4	2	2	2	2	3	1	3	0	4	5	4
Unemployed	25	18	16	19	12	10	12	11	6	7	4	5	5	4	5	3	3	2	3	3	4	2	3	0	2	8	4
Retired	28	15	15	12	11	13	10	9	8	6	5	5	4	6	4	4	4	3	4	3	3	2	2	0	1	7	3
Students	26	15	12	13	10	12	10	7	9	9	6	4	4	3	5	4	3	3	3	2	2	4	2	1	3	9	4
Difficulties paying bills																											
Most of the time	25	15	16	19	15	9	10	9	7	5	6	4	4	5	5	3	2	2	2	3	4	2	2	0	3	7	4
From time to time	29	18	15	12	12	11	15	9	8	7	7	4	3	4	5	3	3	4	3	2	2	2	2	0	3	5	4
Almost never / Never	29	16	14	11	12	12	9	8	9	7	6	5	6	5	4	4	3	3	3	3	3	3	3	0	2	7	3
Personally interested in food safety																											
Yes	31	18	15	12	13	13	12	10	10	8	7	5	5	5	4	4	4	4	4	3	3	3	3	0	2	3	2
No	21	12	11	13	8	7	8	6	6	5	4	4	3	3	4	4	2	2	2	2	2	2	1	0	3	15	7
Index on the level of awareness of food risks																											
Very high (13 to 15 topics)	35	18	13	11	11	13	11	10	13	8	9	7	6	7	3	5	4	4	4	4	3	4	3	0	2	5	1
High (10 to 12 topics)	32	20	13	13	15	13	11	9	11	9	7	6	5	5	4	4	3	4	3	4	4	3	3	0	2	4	1
Medium (6 to 9 topics)	28	19	16	13	13	12	12	9	6	7	6	4	5	5	6	4	3	3	3	3	3	2	2	0	2	5	3
Low (3 to 5 topics)	23	14	15	12	12	11	13	9	6	7	4	3	3	3	5	3	3	3	3	1	2	1	2	0	3	6	4
Very low (up to 2 topics)	18	9	13	11	8	7	7	4	4	4	4	2	3	2	3	2	2	2	2	1	1	1	1	0	4	17	11
Would change food preparation or consumption behaviour in a specific situation																											
Total 'Likely'	30	17	14	12	13	12	12	9	9	7	7	5	5	4	4	4	3	3	3	3	3	3	2	0	2	5	3
Total 'Not likely'	24	14	14	14	9	12	9	7	7	6	5	5	3	6	4	4	3	2	3	2	2	2	2	0	3	11	4
Trust EU institutions on food risks																											
Total 'Trust'	29	16	14	12	12	11	11	9	10	8	6	5	5	4	4	4	3	3	3	3	3	3	3	0	2	6	3
Total 'Not trust'	29	18	15	13	12	13	11	9	7	6	8	5	4	7	4	4	3	3	3	3	3	2	2	0	3	6	4

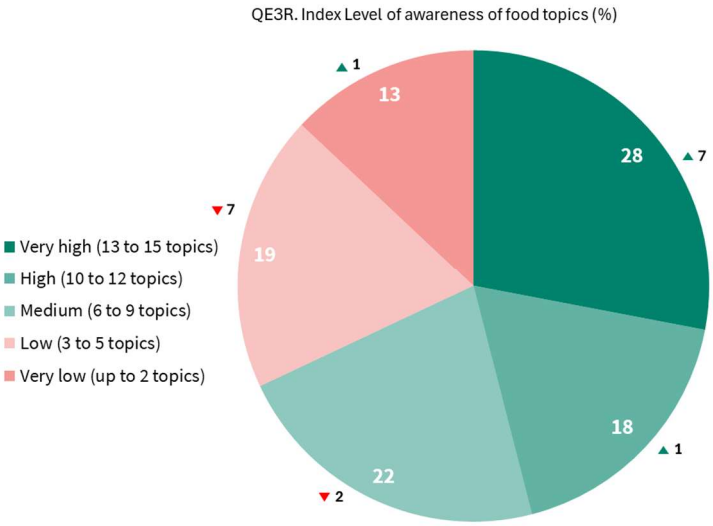
2. Awareness of food safety topics

Awareness of food safety topics remains high among EU citizens

Nearly half of EU citizens (46%) have high to very high awareness of food safety topics. Among this group, three in ten (28%) have very high awareness of food safety topics listed in the survey (i.e. they have heard about at least 13 of the 15 topics listed in the survey) and 18% have high awareness (i.e. they have heard about 10 to 12 topics).

Respondents who have medium awareness of food safety (6 to 9 topics) account for 22%, whereas those displaying low awareness (3 to five topics) represent 19%, while those with very low awareness (up to 2 topics) amount to 13%.

Compared to 2022, awareness of food safety topics among EU citizens has increased. The share of those with very high awareness rose by 7 percentage points, while those with high awareness increased by 1 pp. Overall, the proportion of citizens with high to very high awareness grew by 8 pp.

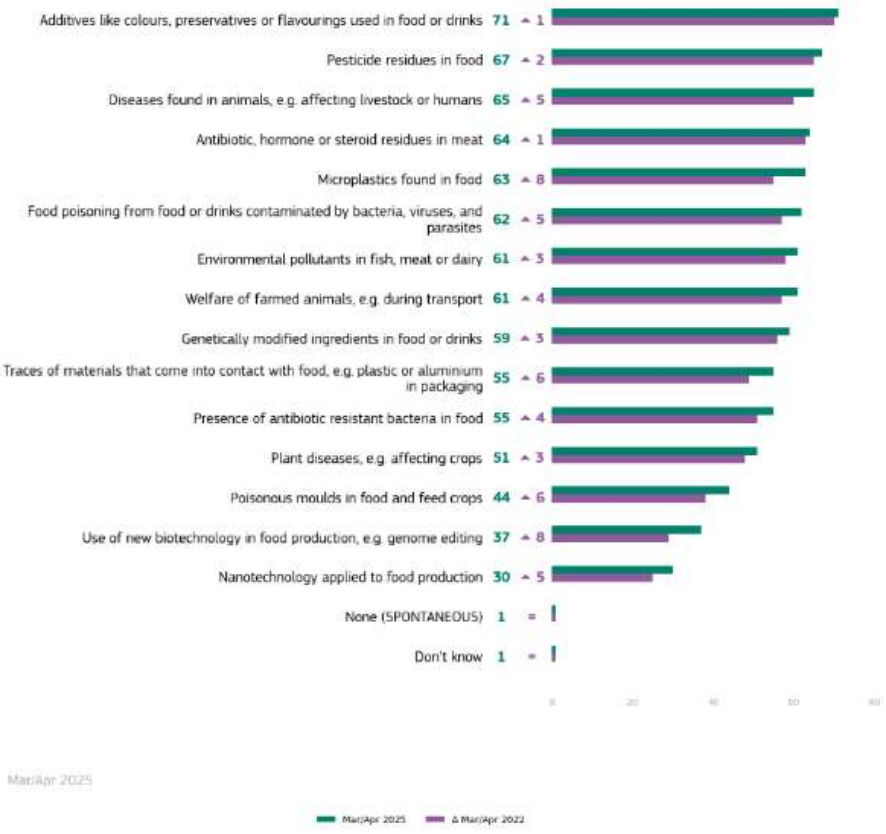


EU citizens are most commonly aware of **additives like colours, preservatives or flavourings used in food or drinks** (71%), followed by **pesticide residues in food** (67%), **diseases found in animals**, e.g. affecting livestock or humans (65%), **antibiotic, hormone or steroid residues in meat** (64%), **microplastics found in food** (63%), **food poisoning from food or drinks contaminated by bacteria, viruses, and parasites** (62%), **environmental pollutants in fish, meat or dairy** (61%), **welfare of farmed animals**, e.g. during transport (61%).

More than half of EU citizens report **genetically modified ingredients in food or drinks** (59%), **traces of materials that come in contact with food**, e.g. plastic or aluminium in packaging (55%), **presence of antibiotic resistant bacteria in food** (55%), **plant diseases** e.g. affecting crops (51%). A smaller proportion of EU citizens reported that they had heard about **poisonous moulds in food and feed crops** (44%), **use of new biotechnology in food production**, e.g. genome editing (37%) or **nanotechnology applied to food production** (30%).

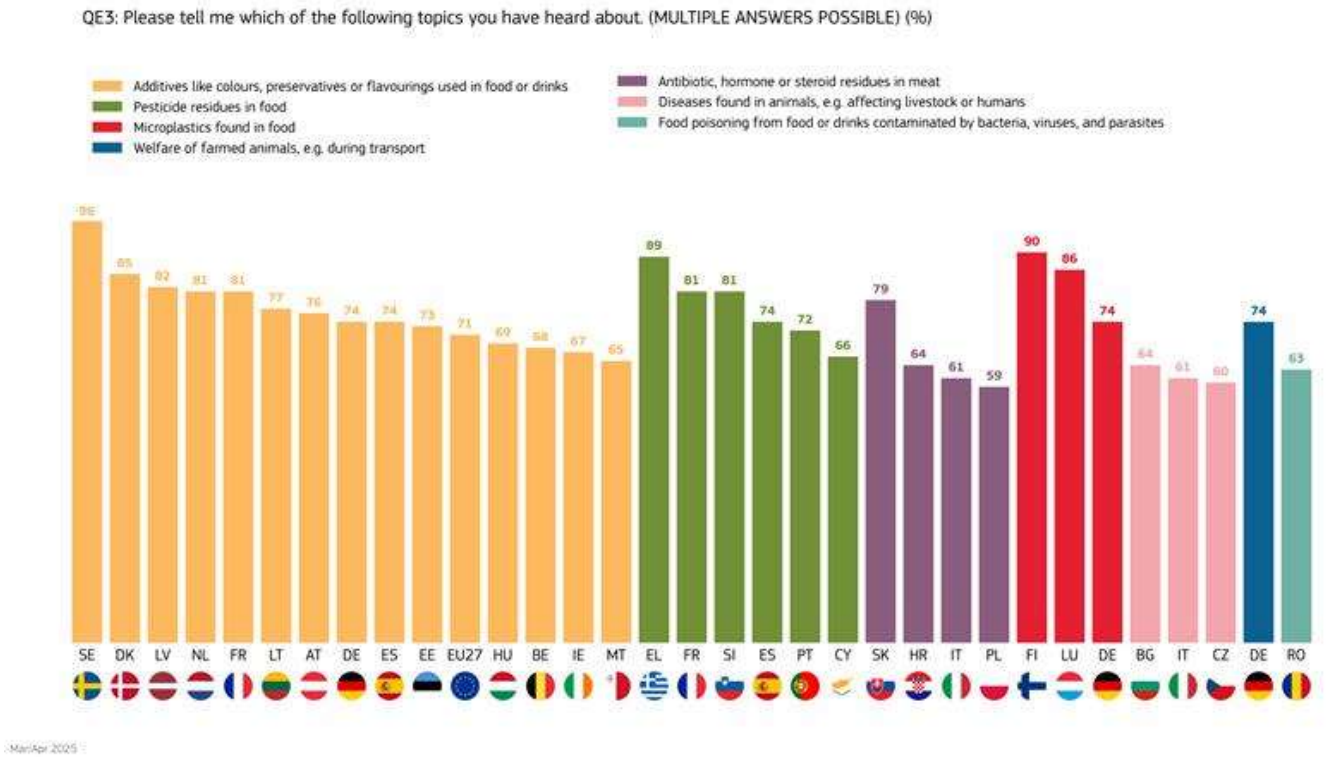
There have been increases in the level of awareness for all the food safety topics that were also listed in the 2022 survey, albeit negligible for some of the topics. Noticeable increases are seen for microplastics found in food and use of new biotechnology in food production, e.g. genome editing (both +8 pp.), traces of materials that come in contact with food, e.g. plastic or aluminium in packaging and poisonous moulds in food and feed crops (both +6 pp.). Three topics saw a 5 pp. increase: diseases found in animals, e.g. affecting livestock or humans, food poisoning from food or drinks contaminated by bacteria, viruses, and parasites and nanotechnology applied to food production. Simultaneously, there was a 4pp. increase in welfare of farmed animals, e.g. during transport and presence of antibiotic resistant bacteria in food.

QE3: Please tell me which of the following topics you have heard about. (MULTIPLE ANSWERS POSSIBLE) (EU27) (%)



In 15 EU Member States, citizens are most aware of **additives like colours, preservatives or flavourings used in food or drinks** with the highest proportions observed in Sweden (96%), Denmark (85%) and Latvia (82%). **Pesticide residues in food** is the most frequently selected answer in a further six countries, with the highest proportion found in Greece (89%), France (81%) and Slovenia (81%). In Slovakia (79%) and Croatia (64%) **antibiotic, hormone or steroid residues in meat** is the food safety topic EU citizens are most commonly aware of. In Italy, both **antibiotic, hormone or steroid residues in meat** and **diseases found in animals, e.g. affecting livestock or humans**, are equally the most frequently reported topics (both 61%). **Microplastics found in food** is the most frequently reported topic in Finland (90%), Luxembourg (86%) and Germany (74%).

In Germany, the most commonly reported concern is shared between microplastics found in food and **welfare of farmed animals e.g. during transport** (both 74%). In Bulgaria (64%) and Czechia (60%), the most widely reported food safety topic is **diseases found in animals, e.g. affecting livestock or humans**. **Food poisoning from food or drinks contaminated by bacteria, viruses, and parasites** is the most frequently reported answer in Romania (63%).



The **socio-demographic analysis** illustrates the following differences:

- Men are slightly more likely than women to have heard about the **use of new biotechnology in food production** (39%, compared with 35%) but there is little difference in terms of **nanotechnology applied to food production** (31%, compared with 29%).
- The youngest age group (ages 15-24) is the least likely to have heard about most of the food safety topics listed in the survey. For instance, they are less likely than older age groups to say they have heard about **antibiotic, hormone or steroid residues in meat** (55%, compared with 64-66% of those aged 25 or older).
- Time spent in full-time education also plays a role when it comes to awareness of food safety topics. Individuals who ended education aged 20 or older are most likely to say they have heard about each of the topics. For instance, nearly three quarters in this group have heard about **microplastics found in food** (73%) and **genetically modified ingredients in food** (67%), compared with 50% and 47% respectively of those who finished education aged 15 or younger.
- Managers are the most likely or among the most likely to have heard about each of the food safety topics, while the reverse holds true for house persons and unemployed persons. For example, 74% of managers are aware of **pesticide residues in food**, compared with 62% of house persons.
- Individuals with the least financial difficulties are the most likely to have heard about most of the food safety topics. For instance, about two thirds (66%) of those who never or almost never have difficulties paying their bills are aware of **welfare of farmed animals**, compared with 54-55% of those who have difficulties some or most of the time.
- Those who are personally interested in food safety consistently show the highest level of awareness of the topics listed in a survey.
- Those who are likely to change their food-related behaviour in a specific situation are generally more likely to be aware of the listed food safety topics except for **poisonous moulds in food** (44-45%) and **use of new biotechnology** (29-30%) for which there is no difference.
- Individuals who trust EU institutions on food risks tend to report slightly higher level of awareness compared to those who do not. For instance, 64% of those who express trust are aware of the **welfare of farmed animals**, compared to 58% among those who lack trust.

QE3 Please tell me which of the following topics you have heard about. (MULTIPLE ANSWERS POSSIBLE) (% - EU)

	Additives like colours, preservatives or flavourings used in food or drinks	Pesticide residues in food	Diseases found in animals, e.g. affecting livestock or humans	Antibiotic, hormone or steroid residues in meat	Microplastics found in food	Food poisoning from food or drinks contaminated by bacteria, viruses, and parasites	Environmental pollutants in fish, meat or dairy	Welfare of farmed animals, e.g. during transport	Genetically modified ingredients in food or drinks	Traces of materials that come into contact with food, e.g. plastic or aluminium in packaging	Presence of antibiotic resistant bacteria in food	Plant diseases, e.g. affecting crops	Poisonous moulds in food and feed crops	Use of new biotechnology in food production, e.g. genome editing	Nanotechnology applied to food production	None (SPONTANEOUS)	Don't know
EU27	71	67	65	64	63	62	61	61	59	55	55	51	44	37	30	1	1
Gender																	
Man	72	67	65	64	64	62	60	61	60	55	56	52	45	39	31	1	1
Woman	71	67	66	64	62	63	62	61	58	56	55	51	43	35	29	1	1
Age																	
15-24	68	62	61	55	63	59	56	59	56	51	47	45	36	36	26	1	1
25-39	72	68	67	64	64	62	61	64	60	58	56	52	43	40	32	1	1
40-54	71	68	66	66	65	64	62	62	61	57	58	53	47	39	31	1	1
55+	72	67	65	65	62	62	62	61	58	54	56	53	45	35	29	1	1
Education (End of)																	
15-	66	61	62	57	50	58	54	54	47	43	47	48	39	24	18	1	1
16-19	67	63	62	62	59	59	57	57	56	53	54	49	43	34	28	1	1
20+	78	75	71	71	73	68	69	69	67	63	62	57	48	45	36	1	0
Still Studying	73	65	64	58	64	63	59	64	60	55	49	47	38	41	31	2	3
Socio-professional category																	
Self-employed	71	65	69	70	64	69	63	59	61	58	61	55	48	43	37	1	0
Managers	78	74	70	71	72	67	66	70	67	64	63	56	50	47	38	1	1
Other white collars	69	64	65	63	63	62	61	60	59	55	54	52	43	38	30	1	1
Manual workers	69	65	65	62	61	60	58	60	58	54	54	50	45	36	28	1	1
House persons	68	62	61	59	49	64	56	57	49	48	52	48	38	28	21	1	1
Unemployed	69	67	63	59	60	61	58	60	53	53	53	46	38	32	24	2	2
Retired	72	68	65	65	62	61	62	61	58	54	55	53	44	33	28	1	1
Students	70	63	62	58	66	60	59	62	59	53	50	46	38	39	29	2	2
Difficulties paying bills																	
Most of the time	68	62	61	60	56	57	56	55	55	50	48	48	39	31	28	1	1
From time to time	64	60	60	58	54	59	55	54	52	49	50	45	39	33	27	1	1
Almost never / Never	75	70	69	67	68	64	64	66	63	59	59	55	46	40	32	1	1
Personally interested in food safety																	
Yes	75	72	69	68	67	66	65	65	63	59	60	55	47	40	33	0	0
No	61	55	56	53	53	52	50	51	48	45	44	43	35	29	23	2	3
Would change food preparation or consumption behaviour in a specific situation																	
Total 'Likely'	73	69	67	65	64	63	63	63	60	56	56	52	44	37	30	0	1
Total 'Not likely'	68	62	62	60	60	59	57	59	56	53	53	50	45	37	29	1	1
Trust EU institutions on food risks																	
Total 'Trust'	73	69	67	65	65	63	63	64	60	57	57	53	44	38	30	1	1
Total 'Not trust'	68	64	62	63	59	61	59	58	58	54	54	50	46	37	31	1	1

3. Concerns about food safety

Pesticide residues, antibiotic, hormone or steroid residues, and additives, top the list of food safety-related concerns

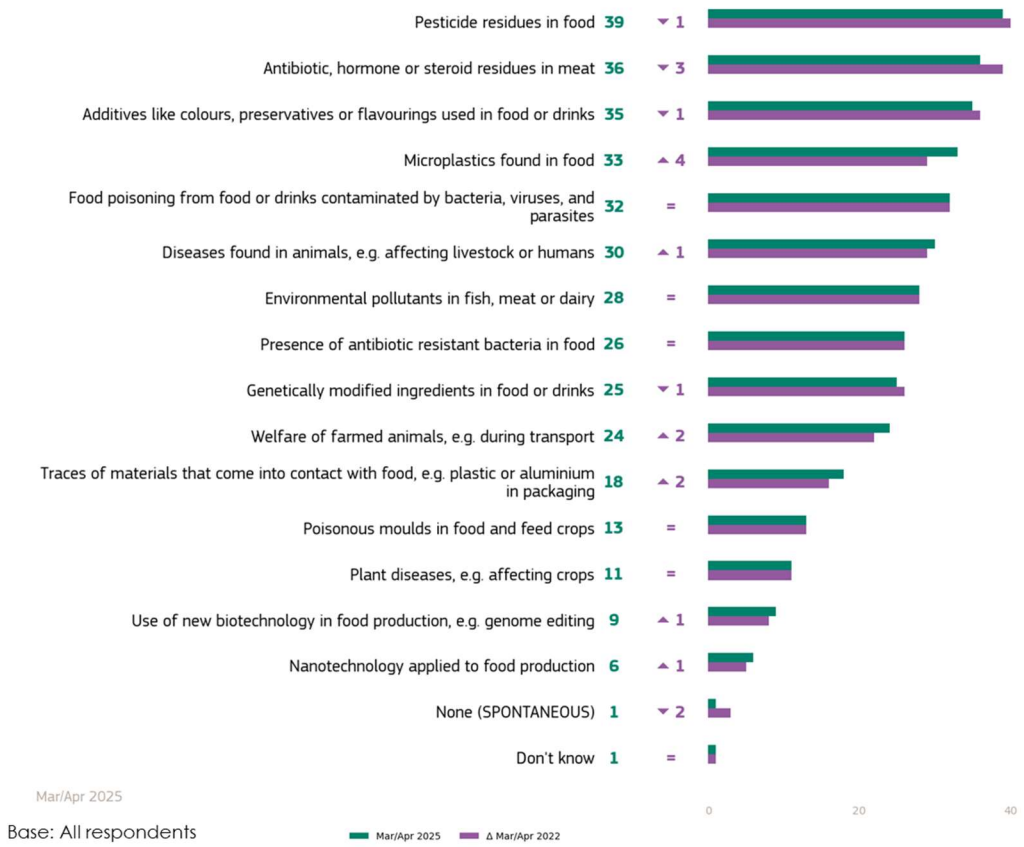
Respondents who said they are aware of at least one food safety topic were shown the answers they had selected and asked which items most concerned them[17].

The most frequently selected concerns are **pesticide residues in food** (39%), **antibiotic, hormone or steroid residues in meat** (36%) and **additives like colours, preservatives or flavourings used in food or drinks** (35%). These are followed by **microplastics found in food** (33%) and **food poisoning from food or drinks contaminated by bacteria, viruses, and parasites** (32%), **diseases found in animals**, e.g. affecting livestock or humans (30%). Around one quarter of the EU citizens indicate **environmental pollutants in fish, meat or dairy** (28%), **presence of antibiotic resistant bacteria in food** (26%), **genetically modified ingredients in food or drinks** (25%) and **welfare of farmed animals**, e.g. during transport (24%).

Other topics are reported in smaller proportions: **traces of materials that come into contact with food, e.g. plastic or aluminium in packaging** (18%), **poisonous moulds in food and feed crops** (13%), **plant diseases,** e.g. affecting crops (11%), **use of new biotechnology in food production,** e.g. genome editing (9%) and **nanotechnology applied to food production** (6%).

Compared with 2022, there have been few changes in the level of concern for different food topics. An exception is concern for microplastics found in food, which increased by 4 percentage points.

QE4ab: Please tell me which of these topics you have heard about concern you most when it comes to food? Firstly? And then? (MAX. 5 ANSWERS) (EU27) (%)



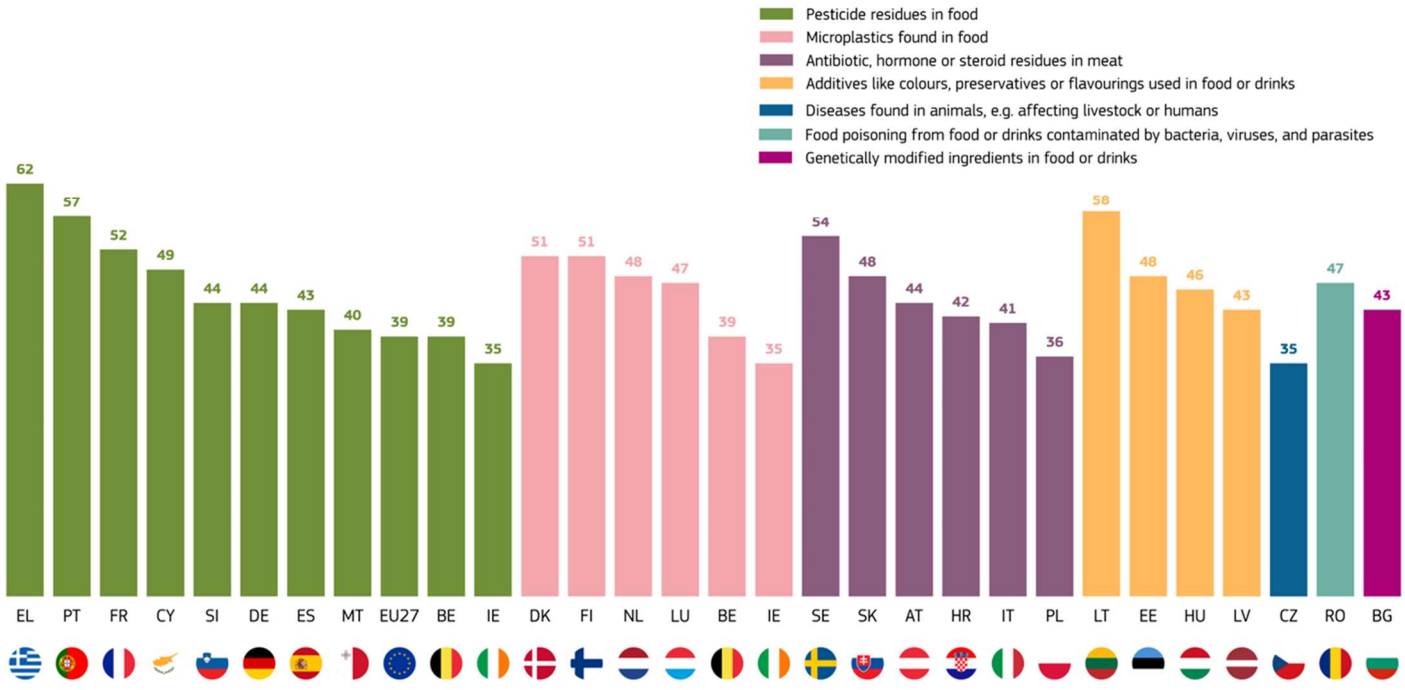
[17] A total of 1,428 respondents (5%) reported awareness of only one topic in QE3. As a result, their concerns regarding this topic were specifically addressed in QE4.

In ten countries, **pesticide residues in food** is the most frequently reported concern by citizens who have heard of at least one food safety topic, with the highest proportions observed in Greece (62%), Portugal (57%) and France (52%). **Microplastics found in food** is the most frequently selected answer in six countries with the highest proportions found in Denmark and Finland (both 51%), and the Netherlands (48%). **Antibiotic, hormone or steroid residues in meat food** is the most frequently selected answer in a further six countries with the highest proportions found in Sweden (54%), Slovakia (48%) and Austria (44%).

In Lithuania (58%), Estonia (48%) and Hungary (46%) **additives like colours, preservatives or flavourings used in food or drinks** is the food safety topic citizens are most commonly concerned about. **Diseases found in animals** is the most frequently reported concern in Czechia (35%) and the same holds for **food poisoning from food or drinks contaminated by bacteria, viruses, and parasites** in Romania (47%) and **genetically modified ingredients in food or drinks** (43%) in Bulgaria.

Compared to 2022, there are changes in the level of concern among Member States regarding **microplastics in food** and **residues of antibiotics, hormones, or steroids in meat**. In 2022, **microplastics in food** was the top concern only in the Netherlands, whereas by 2025, it has become the most frequently cited issue in six countries. Similarly, concern about **antibiotic residues** has grown from being the top concern in four countries in 2022 to six in 2025. In contrast, level of concern about **food additives** has declined, dropping from the top position in seven countries in 2022 to just four countries in 2025 (see 2022 chart in Annex B).

QE4ab: Please tell me which of these topics you have heard about concern you most when it comes to food? Firstly? And then? (MAX. 5 ANSWERS) (%)



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Regarding the **socio-demographic analysis**, although there is no clear-cut pattern in terms of age, education and socio-economic situation, the following can be observed:

- Among individuals who said they were aware of at least one food safety topic, women and men express similar concern about each of the topics listed in the survey. For instance, about four in ten of both men and women say they are concerned **about pesticide residues in food** (39% and 40%, respectively).
- Those aged 40-54 are the most likely to say they are concerned about **antibiotic, hormone or steroid residues in meat** (39%, compared with 29-37% of those in other age groups) and **genetically modified ingredients in food** (27% compared with 24-25%). Conversely, individuals aged 40-54 are the least likely to indicate **welfare of farmed animals** (21% compared with 23-27% in other groups). The oldest age group is more likely to have concerns about **additives like colours, preservatives or flavourings used in food or drinks** (36% compared with 33-34%).
- Individuals who remained in full-time education until the age of 20 or older are more likely than those finishing at 15 to be concerned about **pesticide residues** in food (43% compared with 37-39%), **antibiotics residues found in meat** (39% compared with 29-37%), **microplastics in food** (39% compared with 25-34%), and **presence of antibiotic resistant bacteria** (28% compared with 22-26%). In contrast, individuals who stayed in full-time education until age 15 are the least likely to select **microplastics found in food** (25% compared with 30-39% in other group), while they are the most likely to select **diseases found in animals** (38% compared with 27-30%).
- Those who have the least financial difficulties are more likely to express concern about **pesticide residues in food** (41% compared with 36-37% of those who have difficulties most of the time), **antibiotic, hormone or steroid residues in meat** (38% vs 31-34%), **additives like colours** (36% vs 32-33%), and **microplastics in food** (36% vs 27-30%). Individuals with the least financial difficulties are also slightly less likely to report presence of **antibiotic-resistant bacteria** as a concern (23%, compared with 25-27% those who have difficulties most of the time).
- Those who are personally interested in food safety consistently show the highest levels of concern regarding all topics listed in the survey.
- Individuals who trust EU institutions on food risks tend to show higher levels of concern about **pesticide residues in food** (41% compared to 36% of those who lack trust), **microplastics in food** (35%, compared with 28%), **diseases found in animals** (31% vs 36%), and **environmental pollutants found in fish and meat** (30% vs 24%).

QE4ab Please tell me which of these topics you have heard about concern you most when it comes to food? Firstly? And then? (MAX. 5 ANSWERS) (% - EU)

	Pesticide residues in food	Antibiotic, hormone or steroid residues in meat	Additives like colours, preservatives or flavourings used in food or drinks	Microplastics found in food	Food poisoning from food or drinks contaminated by bacteria, viruses, and parasites	Diseases found in animals, e.g. affecting livestock or humans	Environmental pollutants in fish, meat or dairy	Presence of antibiotic resistant bacteria in food	Genetically modified ingredients in food or drinks	Welfare of farmed animals, e.g. during transport	Traces of materials that come into contact with food, e.g. plastic or aluminium in packaging	Poisonous moulds in food and feed crops	Plant diseases, e.g. affecting crops	Use of new biotechnology in food production, e.g. genome editing	Nanotechnology applied to food production	None (SPONTANEOUS)	Don't know
EU27	39	36	35	33	32	30	28	26	25	24	18	13	11	9	6	1	1
Gender																	
Man	40	36	34	34	30	29	27	26	25	22	18	13	11	10	6	2	1
Woman	39	37	36	32	33	31	29	26	25	25	18	13	11	9	5	1	1
Age																	
15-24	37	29	33	34	34	29	28	22	24	26	19	12	11	8	5	2	2
25-39	39	36	34	35	31	30	27	26	24	27	20	13	11	10	5	1	1
40-54	39	39	34	33	32	29	28	27	27	21	18	13	11	10	6	1	1
55+	40	37	36	31	31	31	28	27	25	23	17	14	11	9	6	2	1
Education (End of)																	
15-	39	36	36	25	36	38	26	24	22	20	15	15	15	7	4	2	2
16-19	37	35	35	30	31	30	25	26	26	22	19	14	11	10	6	2	1
20+	43	39	34	39	30	27	31	28	26	26	18	11	10	10	5	1	1
Still Studying	37	29	35	34	36	28	32	22	24	27	20	14	10	9	5	1	2
Socio-professional category																	
Self-employed	36	39	31	31	34	29	25	31	27	20	18	13	11	11	9	1	1
Managers	42	41	34	39	28	27	30	29	25	26	18	12	9	10	6	1	0
Other white collars	38	38	33	32	34	30	29	26	26	22	19	13	12	10	6	1	1
Manual workers	38	35	34	30	32	32	26	24	26	23	19	14	12	10	5	1	1
House persons	37	34	38	23	36	33	26	26	26	21	17	12	14	10	5	1	1
Unemployed	39	32	33	33	34	30	27	25	25	25	16	12	11	8	5	3	3
Retired	42	37	38	33	30	30	29	27	25	24	16	13	11	9	6	2	1
Students	36	29	32	38	33	28	30	22	21	28	20	12	9	8	4	1	1
Difficulties paying bills																	
Most of the time	37	31	33	30	31	30	28	23	28	23	17	13	11	8	8	2	1
From time to time	36	34	32	27	35	30	27	25	25	21	19	14	13	10	6	1	1
Almost never / Never	41	38	36	36	30	30	29	27	25	25	18	13	10	9	5	1	1
Personally interested in food safety																	
Yes	42	39	37	35	33	31	30	28	27	25	19	13	11	10	6	1	1
No	31	29	29	28	27	27	23	22	20	21	16	12	10	7	5	4	2
Index on the level of awareness of food risks																	
Very high (13 to 15 topics)	48	46	33	42	34	31	35	38	32	28	21	18	11	15	10	1	1
High (10 to 12 topics)	51	48	40	42	40	35	36	31	27	27	20	14	11	7	4	1	1
Medium (6 to 9 topics)	42	39	43	33	38	37	30	25	29	26	20	12	13	8	4	1	1
Low (3 to 5 topics)	29	23	34	24	26	27	20	19	18	20	15	10	12	7	4	1	1
Very low (up to 2 topics)	15	11	15	10	11	12	9	7	9	10	9	7	6	5	3	5	4
Would change food preparation or consumption behaviour in a specific situation																	
Total 'Likely'	40	37	35	34	33	31	29	27	25	24	19	13	11	9	6	1	1
Total 'Not likely'	35	33	32	29	26	26	24	24	24	21	16	14	11	10	6	4	3
Trust EU institutions on food risks																	
Total 'Trust'	41	37	34	35	32	31	30	27	24	25	18	13	11	9	5	1	1
Total 'Not trust'	36	36	35	28	30	26	24	25	29	21	18	14	11	11	7	2	2

4. Contrasting food safety and healthy eating concerns

Eating more fruits and vegetables is considered the most important behaviour for a healthy diet

Respondents were asked which are the most important choices for people to make to have a healthy diet. They could indicate up to five answers from a list of fifteen items.

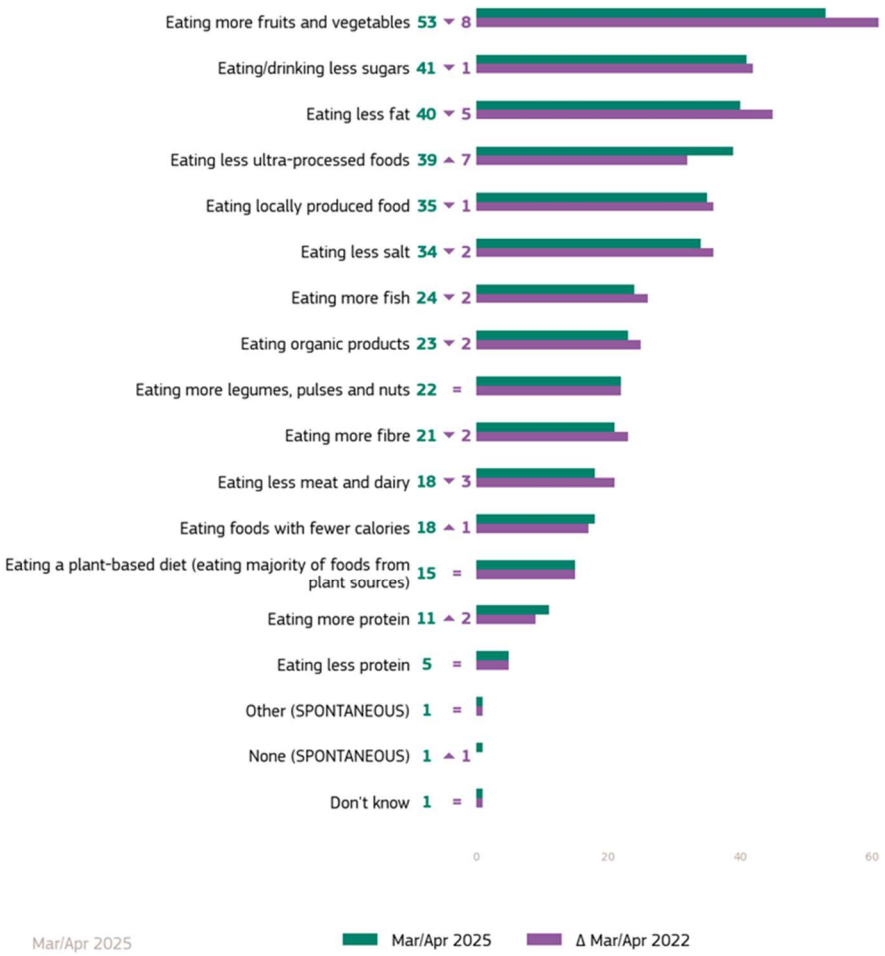
Around five in ten (53%) consider **eating more fruits and vegetables** as one of the most important choices to adopt to have a healthy diet, while around four in ten indicate **eating/drinking less sugars** (41%), **eating less fat** (40%) or **eating less ultra-processed foods** (39%) around one third say **eating locally produced food** (35%), and **eating less salt** (34%) are among the most important factors for having a healthy diet. More than two in ten indicate **eating more fish** (24%), **eating organic products** (23%), **eating more legumes, pulses and nuts** (22%), and **eating more fibre** (21%) among the most important factors for a healthy diet.

Eating less meat and dairy, eating foods with fewer calories (both 18%), **eating a plant-based diet (eating majority of foods from plant sources)** (15%), **eating more protein** (11%) are selected by more than one in ten EU citizens, while **eating less protein** (5%) is selected by smaller proportions.

The most significant shifts in dietary choices since 2022 are seen for the **eating more fruits and vegetables**, which has declined by 8 percentage points. Conversely, the practice of **reducing intake of ultra-processed foods** has become more prevalent, reflecting a notable rise of 7 pp.

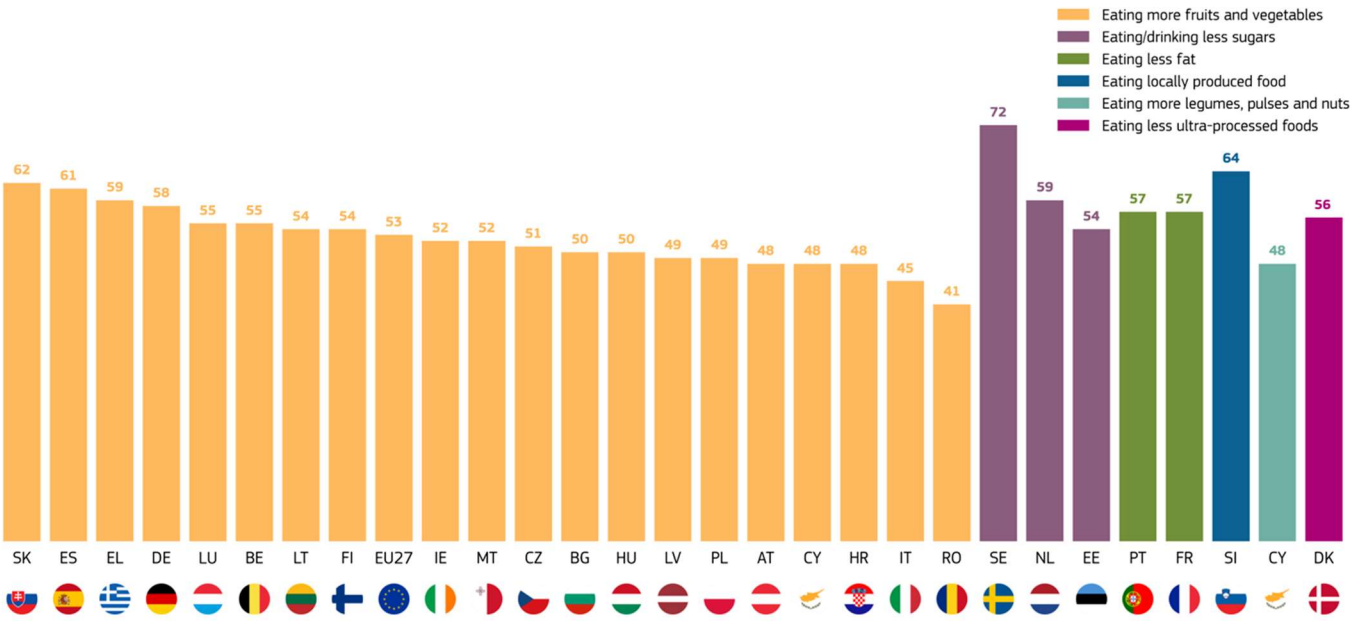
In 20 EU Member States, citizens are the most likely to consider **eating more fruits and vegetables** as an important factor for people to have a healthy diet, with the highest proportions observed in Slovakia (62%), Spain (61%) and Greece (59%). **Eating/drinking less sugar** is the most frequently reported factor in a further six countries with the highest proportions found in Sweden (72%), the Netherlands (59%), and Estonia (54%).

QE5ab: Which of the following are the most important for people to do to have a healthy diet in your view? Firstly? And then? (MAX. 5 ANSWERS) (EU27) (%)



Eating less fat is the most frequently reported answer in Portugal (57%) and France (57%). **Eating locally produced food** is the top answer in Slovenia (64%), and the same goes for **eating more legumes, pulses and nuts** in Cyprus (48%) and **eating less ultra-processed foods** in Denmark (56%).

QE5ab: Which of the following are the most important for people to do to have a healthy diet in your view? Firstly? And then? (MAX. 5 ANSWERS) (%)



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The **socio-demographic analysis** highlights the following:

- Women are marginally more likely to say it is important to **eat more fruits and vegetables** for a healthy diet (55% compared with 52% of men), and to **eat organic products** (24% compared with 22% of men).
- Older age groups are more likely to say that **eating less salt** is important for a healthy diet compared to younger age groups (for example, 37% of those aged 55 or more vs 25% of those aged 15-24), eating **less ultra-processed foods** (31%, compared with 38%) and **eating more fish** (26%, compared with 20%). Conversely, younger age groups are more likely to select **eating more protein** (18% of those aged 15-24, compared with 8% of those aged 55 or older). Finally, those aged 25-39 are more likely than other age groups to report **eating organic products** (26%, compared with 21-24%) and **less meat and dairy** (21%, compared with 17-18%) as important factors for a healthy diet.
- Individuals who remained longer in full-time education are more likely to select **eating/drinking less sugars** (46% of those ending education aged 20 or older, compared with 38% of those finishing aged 15 or younger), eating **less ultra-processed foods** (46%, compared with 30%), **eating organic products** (26%, compared with 16%) and **eating a plant-based diet** (17%, compared with 12%) as important factors for a healthy diet. The reverse holds true for **eating more fruits and vegetables** (57% of those finishing education aged 15 or younger, compared with 53% of those who left aged 20 or older), **eating less fat** (46%, compared to 40%), **eating less salt** (37%, compared to 33%), **eating locally produced food** (37% compared to 34%) and **eating more fish** (25% compared with 22%).
- Managers (48%) are the most likely to say that **eating less sugar** is one of the most important choices to adopt to have a healthy diet, especially when compared with house persons (33%). They are also most likely to report **eating/drinking less ultra-processed food** (46% compared with 37% of unemployed) and **eating organic products** (28% compared with 21% of unemployed). Conversely, together with students they are least likely to report **eating less fat** as an important factor (38% compared with 43% of retired persons).
- Individuals who never or almost never have difficulties paying their bills are the most likely to consider **eating/drinking less sugars** (44% compared with 37-38% of those who have difficulties from time to time or more often) and **eating less ultra-processed foods** (41% compared with 35-36%) as important to have a healthy diet, but they are the least likely to select **eating more legumes, pulses and nuts** (21% compared with 23-24%). In contrast, those who have difficulties most of the time are the most likely to indicate **eating locally produced food** (37% compared with 35%).
- Individuals who are personally interested in food safety are more likely to consider all listed actions as important for a healthy diet—except **for eating more fish**, which is rated similarly by both interested (24%) and non-interested individuals (23%) and **eating foods with fewer calories** (19% vs 18%).
- Those who have a low level of awareness about food safety topics are slightly more likely to **select eating more fish** (27%, compared with 21-26% of those with a very low to very high level of awareness), **eating more legumes, pulses and nuts** (15%, compared with 21-24%), and **eating more protein** (12%, compared with 10-11%).
- Trust in EU institutions regarding food risks is generally associated with considering all listed actions important for a healthy diet—except for **eating locally produced food**, which is slightly more commonly reported by those who do not trust these institutions (38%) compared to those who do (33%).

QE5ab Which of the following are the most important for people to do to have a healthy diet in your view? Firstly? And then? (MAX. 5 ANSWERS)
(% - EU)

	Eating more fruits and vegetables	Eating/drinking less sugars	Eating less fat	Eating less ultra-processed foods	Eating locally produced food	Eating less salt	Eating more fish	Eating organic products	Eating more legumes, pulses and nuts	Eating more fibre	Eating foods with fewer calories	Eating less meat and dairy	Eating a plant-based diet (eating majority of foods from plant sources)	Eating more protein	Eating less protein	Other (SPONTANEOUS)	None (SPONTANEOUS)	Don't know
EU27	53	41	40	39	35	34	24	23	22	21	18	18	15	11	5	1	1	1
Gender																		
Man	52	42	40	39	34	33	24	22	20	21	19	18	14	12	5	1	1	1
Woman	55	41	40	40	35	34	23	24	23	22	18	19	16	10	5	1	1	1
Age																		
15-24	53	40	37	41	31	25	20	24	19	20	19	17	16	18	5	1	1	2
25-39	53	42	40	41	31	32	20	26	22	21	19	21	18	13	5	1	0	1
40-54	52	42	39	42	35	33	24	23	23	21	19	18	15	11	5	1	1	1
55+	55	41	42	36	38	37	26	21	22	22	17	18	14	8	4	1	1	1
Education (End of)																		
15-	57	38	46	30	37	37	25	16	24	20	16	17	12	9	6	1	1	2
16-19	53	40	39	36	35	34	25	23	22	22	19	18	15	10	5	1	1	1
20+	53	46	40	46	34	33	22	26	21	21	18	19	17	11	4	1	1	1
Still Studying	55	32	38	44	32	26	19	26	21	21	20	17	18	17	4	1	1	2
Socio-professional category																		
Self-employed	52	43	39	39	35	33	23	25	24	22	19	20	18	11	6	1	1	1
Managers	52	48	38	46	35	32	20	28	21	22	20	21	16	11	4	0	0	0
Other white collars	50	42	37	41	32	31	23	24	23	23	19	21	16	13	6	0	0	1
Manual workers	53	41	41	37	33	33	24	21	23	21	20	17	14	13	6	1	1	2
House persons	54	33	41	42	34	31	25	21	27	18	18	17	15	7	5	0	1	1
Unemployed	55	42	41	37	30	33	23	21	20	20	18	16	14	11	4	2	1	3
Retired	56	41	43	36	40	39	26	21	22	21	16	18	14	7	4	1	1	1
Students	54	37	38	42	30	25	19	25	19	20	19	17	19	17	4	1	1	2
Difficulties paying bills																		
Most of the time	54	37	41	35	37	32	22	19	24	18	18	18	16	11	6	3	1	1
From time to time	48	38	40	36	35	33	22	22	23	20	19	19	16	12	7	1	1	1
Almost never / Never	55	44	40	41	35	34	24	24	21	22	18	18	15	10	4	1	1	1
Personally interested in food safety																		
Yes	54	43	42	42	36	34	23	25	24	22	19	20	17	11	5	1	0	1
No	51	39	36	31	30	32	24	18	17	19	18	15	12	12	4	1	2	3
Index on the level of awareness of food risks																		
Very high (13 to 15 topics)	58	51	38	51	41	34	21	27	24	23	19	22	20	10	3	1	0	0
High (10 to 12 topics)	58	49	44	50	39	33	24	25	23	24	19	18	16	10	4	1	0	1
Medium (6 to 9 topics)	55	39	45	39	36	37	26	24	24	22	19	18	14	12	5	1	1	1
Low (3 to 5 topics)	52	36	44	28	31	37	27	19	21	20	19	18	13	12	6	1	1	1
Very low (up to 2 topics)	35	24	27	19	20	24	21	17	15	14	14	13	10	11	7	1	2	5
Would change food preparation or consumption behaviour in a specific situation																		
Total 'Likely'	54	42	41	40	35	34	23	25	23	22	19	20	16	11	5	1	0	1
Total 'Not likely'	51	40	38	36	36	34	25	18	19	19	18	14	12	12	4	1	1	2
Trust EU institutions on food risks																		
Total 'Trust'	55	43	42	41	33	35	24	24	22	22	19	19	16	11	5	0	0	1
Total 'Not trust'	48	39	37	37	38	31	22	22	21	20	16	18	14	11	5	1	1	2

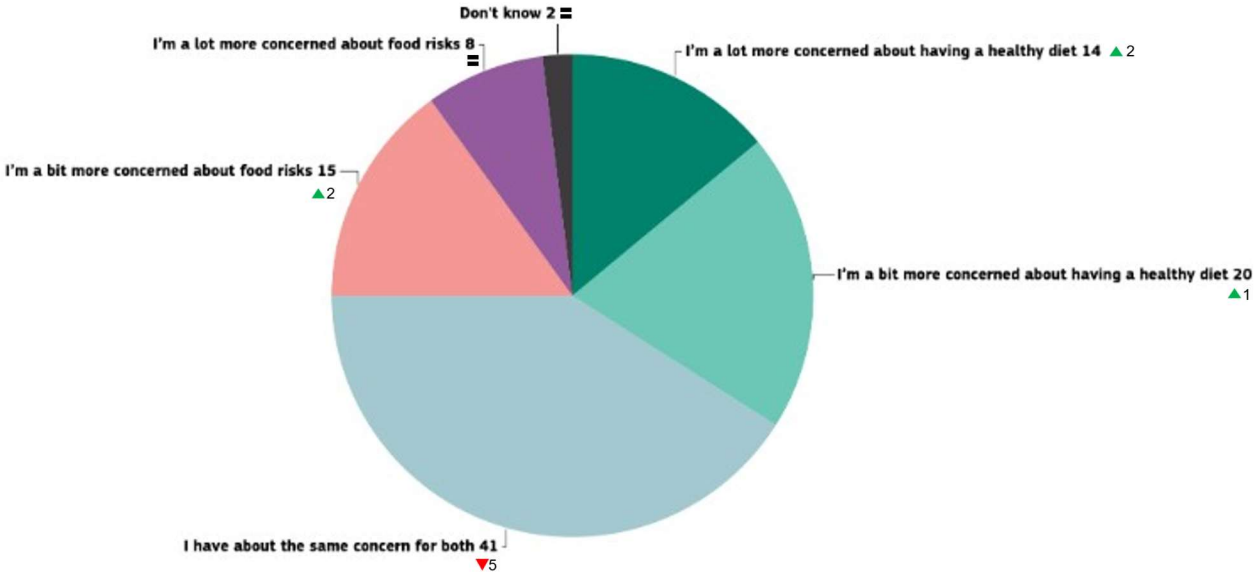
Four in ten EU citizens are equally concerned about having a healthy diet and food risks.

Respondents were asked to think about their answers to the previous questions and to compare their concern about having a healthy diet with their concern about food risks.

Around four in ten (41%) say they have about the same **concern for both having a healthy diet and food risks**. Slightly more than three in ten (34%) are more concerned about **having a healthy diet,** with 14% saying they are '*a lot*' more concerned about this and 20% saying they are '*a bit*' more concerned. Conversely, more than two in ten (23%) are more concerned about **food risks**, with less than one in ten (8%) saying they are '*a lot*' more concerned about this and 15% saying they are '*a bit*' more concerned. 2% say they don't know.

Compared with 2022, this pattern of concern among EU citizens has shifted. The share of those equally concerned about having a healthy diet and food risks decreased by 5 percentage points. The proportion of respondents more concerned about having a healthy diet increased by 3 pp., with a 2 pp. rise among those who are *'a lot'* more concerned and a 1 pp. increase among those *'a bit'* more concerned. Similarly, the share of those more concerned about food risks increased by 2 pp., with a 2 pp. rise among those *'a lot'* more concerned, while those *'a bit'* more concerned remained stable.

QE6T: Please take a moment to think about your answers to the previous questions about having a healthy diet and about food risks. How does your concern about having a healthy diet compare to your concern about food risks? (EU27) (%)



I'm a lot more concerend about having a healthy diet	▲2
I'm a bit more concerend about having a healthy diet	▲1
I have about the same concern for both	▼5
I'm a bit more concerend about food risks	▲2
I'm a lot more concerend about food risks	=
Don't know	=

▲▼ (Mar/Apr 2025 - Mar/Apr 2022)

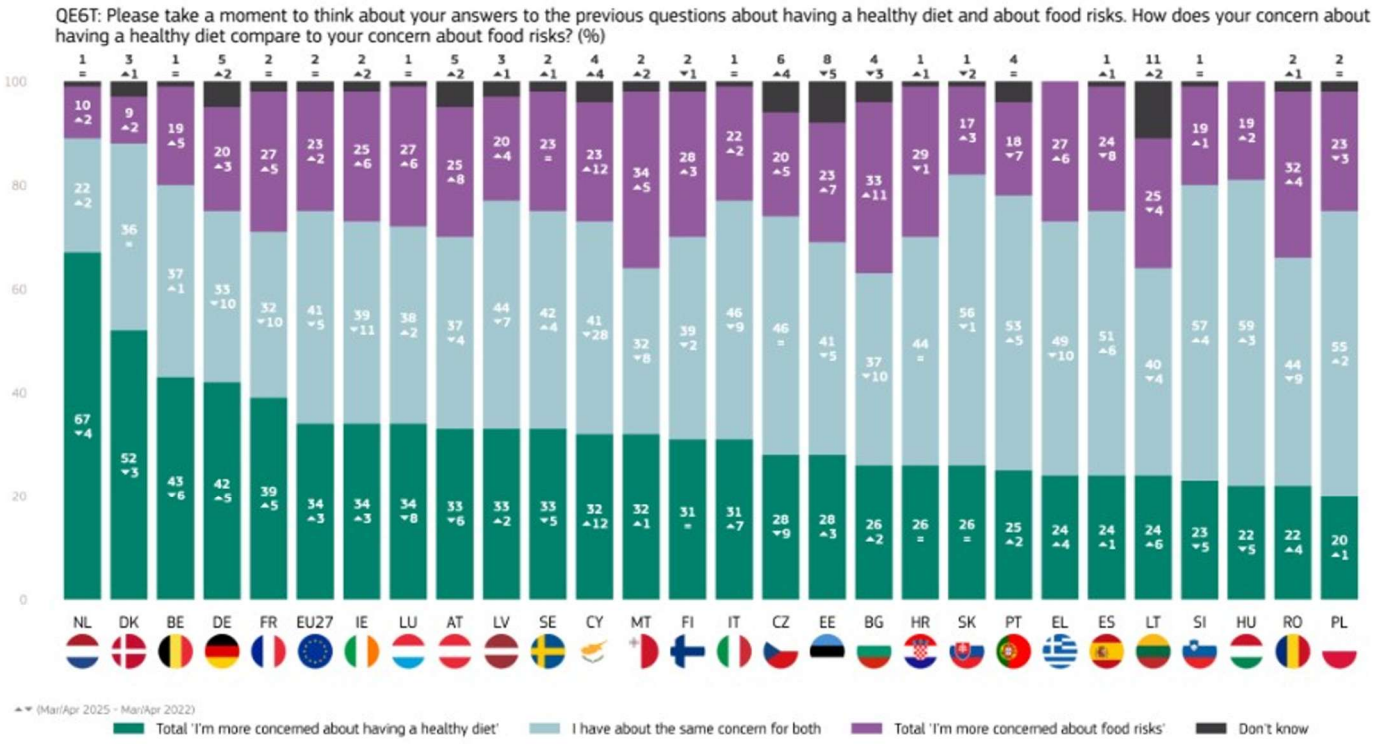
Mar/Apr 2025

In six EU Member States, at least half say they have about the **same concern for both having a healthy diet and food risks**. The highest proportions giving this answer are observed in Hungary (59%, +3 pp.), Slovenia (57%, +4 pp.) and Slovakia (56%, -1 pp.), and the lowest are in the Netherlands (22%, +1 pp,), Malta (32%, -8 pp.) and France (32%, -11 pp.), and Germany (33%, -10 pp.). More than one third of citizens in fourteen countries say they are **more concerned (i.e. 'a lot' or 'a bit' more concerned) about having a healthy diet than food risks**.

The highest proportions saying they are **more concerned about having a healthy diet** are observed in the Netherlands (67%, -4 pp.), Denmark (52%, -3 pp.), and Belgium (43%, -6 pp.), while lowest in Poland, (20%, +1 pp.), Romania (22%, +4 pp.) and Hungary (22%, -5 pp.), and Slovenia (23%, -5 pp.).

Lastly, at least one quarter say they are **more concerned (i.e. 'a lot' or 'a bit' more concerned) about food risks than a healthy diet** in eleven EU Member States, ranging from 34% in Malta, 33% in Bulgaria (+11 pp.) and 32% in Romania (+ 4 pp.). The lowest proportion saying this is observed in Denmark (9%, +2 pp.), the Netherlands (10%, +2 pp.), and Slovakia (17%, +3 pp.)

Since 2022, a notable increase in **concern about having a healthy diet** was reported in Cyprus (+12 pp), alongside a significant rise in **concern about food risks** (+12 pp.) accompanied with considerable drop in having **same concern for both** (41%, -28 pp.)



The **socio-demographic analysis** reveals no notable differences in the results for this question in terms of gender, socio-economic status, awareness of food risks, and level of trust EU institutions on food risks. Nonetheless, the following can be observed:

- A similar proportion of women and men are more concerned about **food risks** than about having a healthy diet (33% and 31%, respectively).
- Individuals aged 25–39 (34%) show slightly higher level of concern regarding **food risks** (compared to 31-32% in other age groups), whereas individuals aged 40-54 show higher concern **for both healthy diets and food risks** (44% vs. 40-42% among other age groups).
- Individuals who finished full-time education aged 20 or older are slightly more likely to say they are more concerned about **having a healthy diet** than about food risks (28%, compared with 20% of those ending education aged 15 or younger). The reverse holds for **food risks**: those who remained longer in education are less likely to be more concerned about food risks compared with those with less time in education (35% vs 30%).
- Managers (31%) and students (28%) are most likely to say they are more concerned about **having a healthy diet**, especially when compared with unemployed persons (19%), while house persons report a higher level of concern for **food risks** (38% compared with 30-35% in other categories). Other white collar, self-employed, and retired (all 43%) are the most likely to say they are **equally concerned about both healthy diet and food risks**, particularly when compared with students and managers (36-37%).
- Those who never have difficulties paying bills are more likely to have more concerns about having a **healthy diet** (25% compared with 20-21% of those who have difficulties).
- Those who are personally interested in food safety tend to be more concerned about **food risks** (35%) than those who are not interested (22%).
- Those who would likely change food preparation or consumption behaviour in a specific situation tend to be more concerned about **food risks** (34% vs 24% among those who would not change their behaviour related to the food).
- Individuals who do not trust EU institutions on food risks are more likely to be concerned about **food risks** than those who trust these institutions (34% vs 31%).

QE6b Please take a moment to think about your answers to the previous questions about having a healthy diet and about food risks. How does your concern about having a healthy diet compare to your concern

	Total 'I'm more concerned about food risks'	I have about the same concern for both	Total 'I'm more concerned about having a healthy diet'	Don't know
EU27	32	42	24	2
Gender				
Man	31	42	24	3
Woman	33	42	23	2
Age				
15-24	32	40	25	3
25-39	34	40	23	3
40-54	31	44	23	2
55+	31	42	25	2
Education (End of)				
15-	35	42	20	3
16-19	33	43	22	2
20+	30	41	28	1
Still Studying	31	39	27	3
Socio-professional category				
Self-employed	31	43	25	1
Managers	32	36	31	1
Other white collars	34	43	21	2
Manual workers	30	46	21	3
House persons	38	38	23	1
Unemployed	35	41	19	5
Retired	30	43	24	3
Students	32	37	28	3
Difficulties paying bills				
Most of the time	32	42	21	5
From time to time	34	43	20	3
Almost never / Never	31	42	25	2
Personally interested in food safety				
Yes	35	42	22	1
No	22	43	29	6
Index on the level of awareness of food risks				
Very high (13 to 15 topics)	30	43	26	1
High (10 to 12 topics)	31	42	26	1
Medium (6 to 9 topics)	34	42	23	1
Low (3 to 5 topics)	33	43	22	2
Very low (up to 2 topics)	30	38	23	9
Would change food preparation or consumption behaviour				
Total 'Likely'	34	42	23	1
Total 'Not likely'	24	44	28	4
Trust EU institutions on food risks				
Total 'Trust'	31	42	26	1
Total 'Not trust'	34	41	22	3

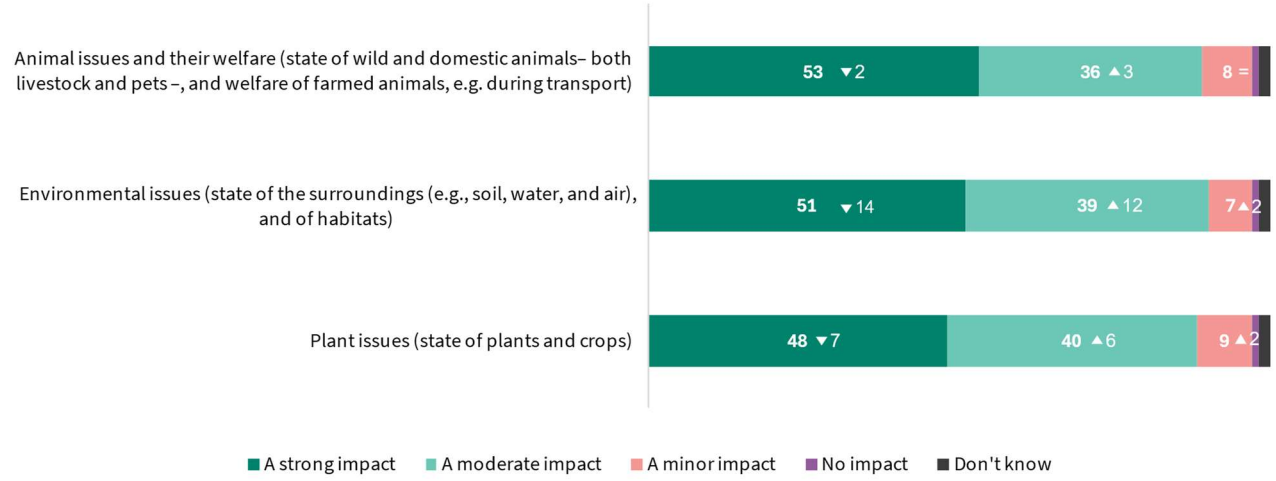
5. Perceptions of factors impacting on human health

Around half of EU citizens think environmental and animal issues/aspects have a strong impact on human health

Large majorities of citizens across the EU think that **environmental issues** (state of the surroundings (e.g., soil, water, and air), and of habitats) (90%, -2 percentage points), **animal issues and their welfare** (state of wild and domestic animals - both livestock and pets -, and welfare of farmed animals, e.g. during transport) (89%, +1 pp.) and **plant issues** (state of plants and crops) (88%, -1 pp.) have a moderate to strong impact on human health[18].

While the overall share of citizens who perceive moderate to strong impact remains broadly consistent with 2022, there has been a notable decline in the proportion who perceive a *strong* impact, particularly for **environmental** and **plant issues**, that have decreased by 14 and 7 pp. respectively since 2022. This decline, however, is offset by a corresponding increase of 12 and 6 pp. respectively in the share of EU citizens who now view these issues as having a *moderate* impact on health.

QE11a: In your opinion, to what extent or not do the following have an impact on human health?

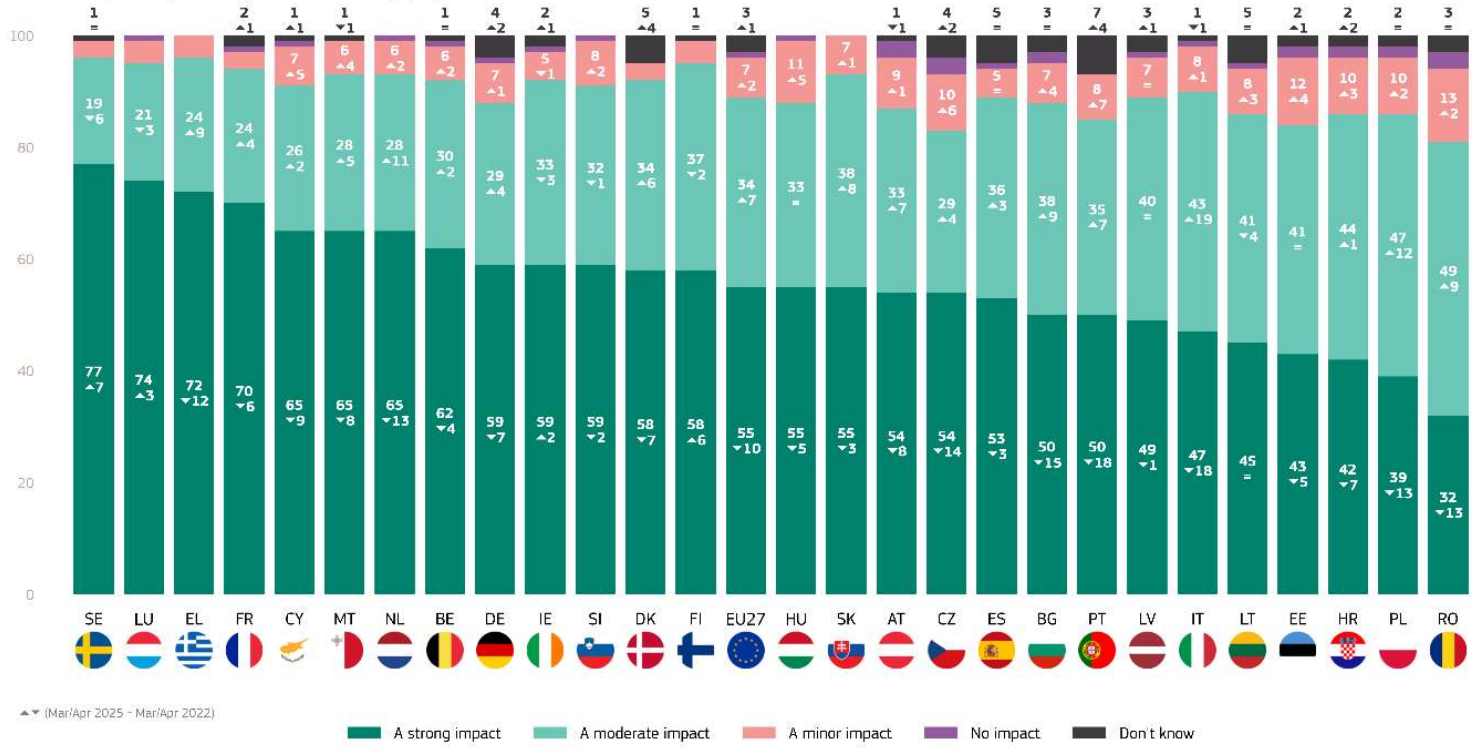


[18] This question was asked as split ballot with three randomly allocated groups. The question wording was slightly modified compared to 2022 in the test groups B and C by using different clarification in brackets next to the animal, plant and environmental "aspects". Please, refer to the questionnaire in Annex A to see the exact wording of items. To make a valid comparison with the results across the EU from 2022, answers from group A are presented. However, analysis by country is based on combined answers (mean of 3 groups) due to the sample size and may not be fully comparable to the country results from 2022. See Annex B for results for all three groups.

In 13 EU Member States, more than nine in ten say **environmental issues/aspects (state of the surroundings (e.g., soil, water, and air), and of habitats)** have a moderate or strong impact on human health, with the highest counts being observed in Greece and Sweden (both 96%) and Finland and Luxembourg (both 95%). In 7 EU Member States more than one in ten believe that **environmental issues/aspects** have only a minor or no impact on human health with the highest proportions found in Romania (16%), Estonia (14%) and Czechia (13%).

Compared to 2022, there have been some significant decreases in the extent to which citizens think environmental issues/aspects have an impact on human health. This is particularly the case for Portugal (-11 pp.), Czechia (-10 pp), and Cyprus (-7 pp.).

QE11T.1: In your opinion, to what extent or not do the following have an impact on human health? - Environmental issues/aspects (state of the surroundings (e.g., soil, water, and air), and of habitats). (%)



QE11T.1: In your opinion, to what extent or not do the following have an impact on human health? - Environmental issues/aspects (state of the surroundings (e.g., soil, water, and air), and of habitats). (%)

		EU27	EL	SE	FI	LU	FR	MT	NL	SK	BE	DK	IE	CY	SI	IT	ES	LV	BG	DE	HU	AT	HR	LT	PL	PT	EE	CZ	RO
Total 'Moderate or strong impact'	Mar/Apr 2025	89	96	96	95	95	94	93	93	93	92	92	92	91	91	90	89	89	88	88	88	87	86	86	86	85	84	83	81
	Δ Mar/Apr 2022	▼3	▼3	▲1	▲4	=	▼2	▼3	▼2	▲5	▼2	▼1	▼1	▼7	▼3	▲1	=	▼1	▼6	▼3	▼5	▼1	▼6	▼4	▼1	▼11	▼5	▼10	▼4
Total 'Minor or no impact'	Mar/Apr 2025	8	4	3	4	5	4	6	7	7	7	3	6	8	9	9	6	8	9	8	12	12	12	9	12	8	14	13	16
	Δ Mar/Apr 2022	▲2	▲3	▼1	▼4	▲2	▲1	▲4	▲2	=	▲2	▼3	=	▲6	▲3	=	=	=	▲6	▲1	▲6	▲2	▲4	▲4	▲1	▲7	▲4	▲8	▲4
Don't know	Mar/Apr 2025	3	0	1	1	0	2	1	0	0	1	5	2	1	0	1	5	3	3	4	0	1	2	5	2	7	2	4	3
	Δ Mar/Apr 2022	▲1	=	=	=	▼2	▲1	▼1	=	▼5	=	▲4	▲1	▲1	=	▼1	=	▲1	=	▲2	▼1	▼1	▲2	=	=	▲4	▲1	▲2	=

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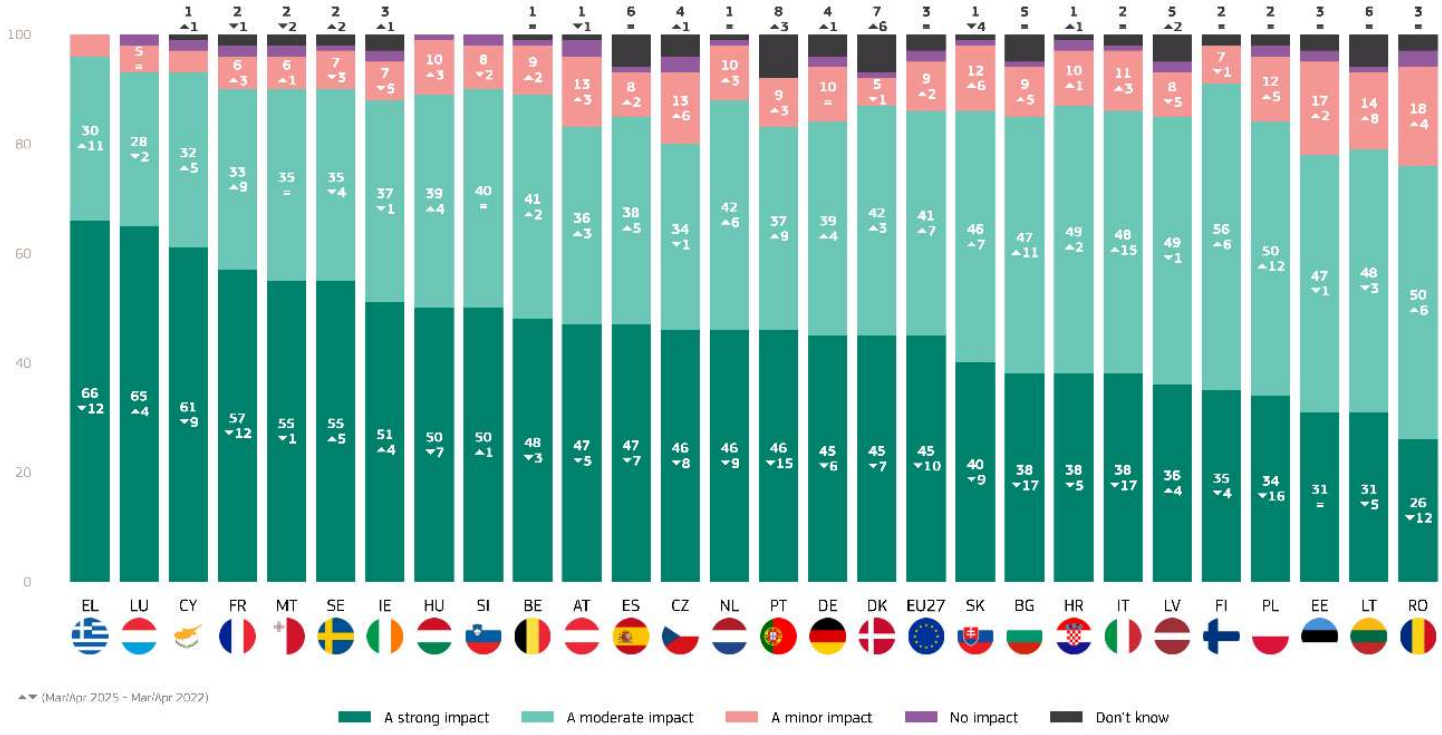
In 8 EU Member States, 90% or more say **plant issues/aspects (state of plants and crops)** have a moderate or strong impact on human health, with the highest proportions observed in Greece (96%), Cyprus and Luxembourg (both 93%). Romania (21%) is the country where the highest proportion of citizens believe that plant issues/aspects have only a minor impact on human health, followed by Estonia (19%) and Lithuania (15%).

Compared to 2022, there have been some significant decreases in the extent to which citizens think **plant issues/aspects have an impact on human health**. This is particularly the case for Bulgaria and Italy (both -17 pp.), Poland (-16 pp.), and Portugal (-15 pp.).

QE11T.2: In your opinion, to what extent or not do the following have an impact on human health? - Plant issues/aspects (state of plants and crops) (%)



QE11T.2: In your opinion, to what extent or not do the following have an impact on human health? - Plant issues/aspects (state of plants and crops) (%)

		EU27	EL	CY	LU	FI	FR	MT	SE	SI	BE	HU	IE	NL	DK	HR	IT	SK	BG	ES	LV	DE	PL	AT	PT	CZ	LT	EE	RO
Total 'Moderate or strong impact'	Mar/Apr 2025	86	96	93	93	91	90	90	90	90	89	89	88	88	87	87	86	86	85	85	85	84	84	83	83	80	79	78	76
	Δ Mar/Apr 2022	▼3	▼1	▼4	▲2	▲2	▼3	▼1	▲1	▲1	▼1	▼3	▲3	▼3	▼4	▼3	▼2	▼2	▼6	▼2	▲3	▼2	▼4	▼2	▼6	▼9	▼8	▼1	▼6
Total 'Minor or no impact'	Mar/Apr 2025	11	4	6	7	7	8	8	8	10	10	11	9	11	6	12	12	13	10	9	10	12	14	16	9	16	15	19	21
	Δ Mar/Apr 2022	▲3	▲1	▲3	▲1	▼2	▲4	▲3	▼3	▼1	▲1	▲4	▼4	▲3	▼2	▲2	▲2	▲6	▲6	▲2	▼5	▲1	▲4	▲3	▲3	▲8	▲8	▲1	▲6
Don't know	Mar/Apr 2025	3	0	1	0	2	2	2	2	0	1	0	3	1	7	1	2	1	5	6	5	4	2	1	8	4	6	3	3
	Δ Mar/Apr 2022	=	=	▲1	▼3	=	▼1	▼2	▲2	=	=	▼1	▲1	=	▲6	▲1	=	▼4	=	=	▲2	▲1	=	▼1	▲3	▲1	=	=	=

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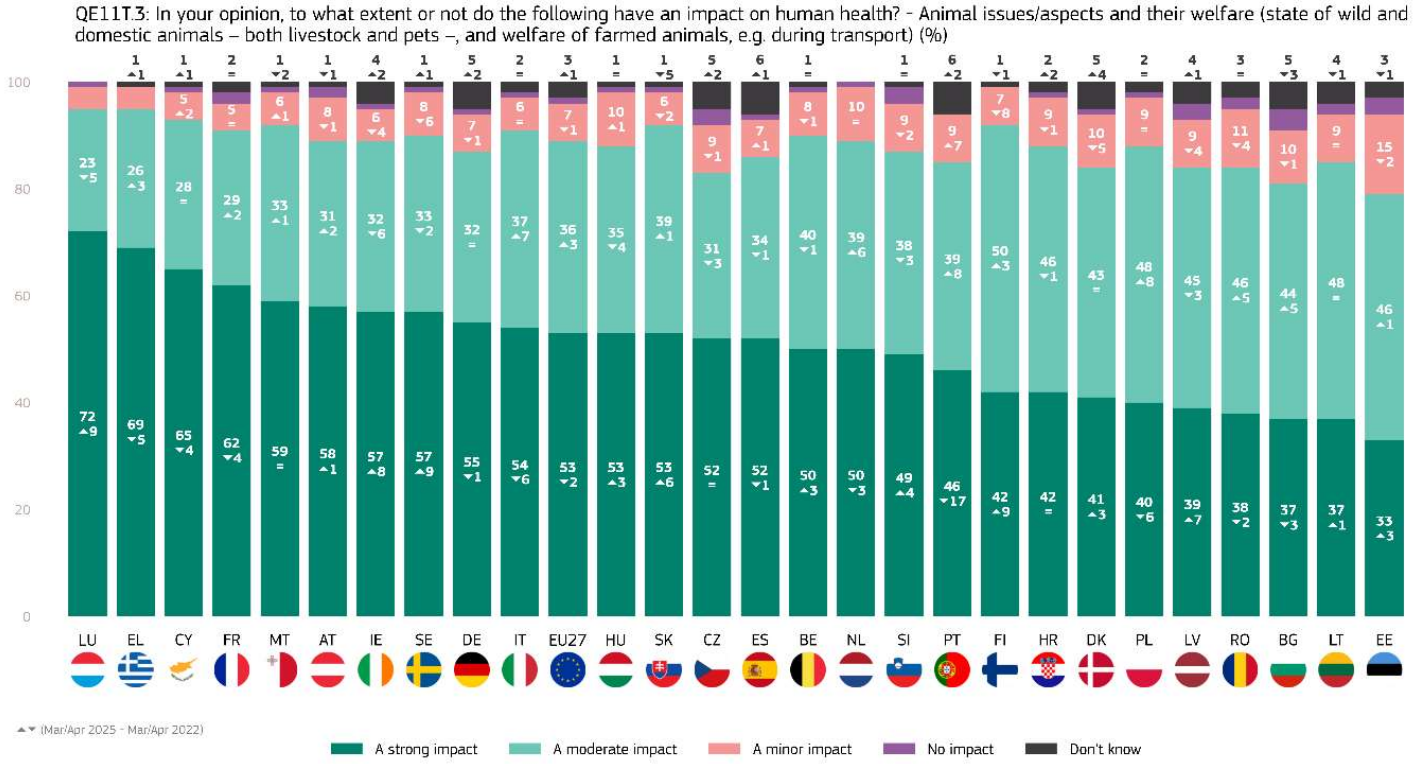
In 10 EU Member States, nine in ten say **animal issues and welfare (state of wild and domestic animals - both livestock and pets -, and welfare of farmed animals, e.g. during transport)** have a moderate or strong impact on human health, with the largest proportions observed in Luxembourg and Greece (both 95%) and Cyprus (93%). The countries where the highest percentage of citizens believe that plant issues/aspects have only a minor impact on human health are Estonia (18%), Bulgaria (14%) and Romania (13%).

Compared to 2022, there have been notable shifts in how citizens perceive the impact of plant issues/aspects on human health. Finland (+12 pp..) and Slovakia (+7 pp.) showed the most notable increases in the proportion who reported strong or moderate impact, while Portugal (-9 pp.) experienced a noticeable decline.



QE11T.3: In your opinion, to what extent or not do the following have an impact on human health? - Animal issues/aspects and their welfare (state of wild and domestic animals – both livestock and pets –, and welfare of farmed animals, e.g. during transport) (%)

		EU27	EL	LU	CY	FI	MT	SK	FR	IT	BE	SE	AT	IE	NL	HR	HU	PL	DE	SI	ES	LT	PT	DK	LV	RO	CZ	BG	EE
Total 'Moderate or strong impact'	Mar/Apr 2025	89	95	95	93	92	92	92	91	91	90	90	89	89	89	88	88	88	87	87	86	85	85	84	84	84	83	81	79
	Δ Mar/Apr 2022	▲1	▼2	▲4	▼4	▲12	▲1	▲7	▼2	▲1	▲2	▲7	▲3	▲2	▲3	▼1	▼1	▲2	▼1	▲1	▼2	▲1	▼9	▲3	▲4	▲3	▼3	▲2	▲4
Total 'Minor or no impact'	Mar/Apr 2025	8	4	5	6	7	7	7	7	7	9	9	10	7	11	10	11	10	8	12	8	11	9	11	12	13	12	14	18
	Δ Mar/Apr 2022	▼2	▲1	▼1	▲3	▼11	▲1	▼2	▲2	▼1	▼2	▼8	▼2	▼4	▼2	▼1	▲1	▼2	▼1	▼1	▲1	=	▲7	▼7	▼5	▼3	▲1	▲1	▼3
Don't know	Mar/Apr 2025	3	1	0	1	1	1	1	2	2	1	1	1	4	0	2	1	2	5	1	6	4	6	5	4	3	5	5	3
	Δ Mar/Apr 2022	▲1	▲1	▼3	▲1	▼1	▼2	▼5	=	=	=	▲1	▼1	▲2	▼1	▲2	=	=	▲2	=	▲1	▼1	▲2	▲4	▲1	=	▲2	▼3	▼1

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The **socio-demographic analysis** shows that large majorities across all categories of individuals think that environmental issues, plant issues and animal issues and welfare have a moderate to strong impact on human health[19]. However, some differences between sub-groups can be observed:

- The longer individuals remained in full-time education, the more likely they are to say that each of the issues has a moderate or strong impact on human health.
- Managers are the most likely or among the most likely to think each of the issues has a moderate to strong impact on human health, while house persons or unemployed are the least likely to do so. For instance, 92% of managers say this of **environmental issues**, compared with 85% of unemployed.
- Those who are personally interested in food safety are more likely to believe each of these issues has a moderate to strong impact on human health, most notably when it comes to **plant issues** (90%, compared with 74% of those who are not interested).
- The higher the level of awareness of food risks, the more likely individuals are to say that each of these issues has a moderate to strong impact. For instance, 96% of those who have a very high level of awareness think this of **environmental issues,** compared with 68% of those who have a very low awareness level.
- Those who trust EU institutions on food risks are more likely to think each of the issues has a moderate to strong impact on human health, especially in case of **environmental issues** (93%, compared to 84% of those who do not trust).

QE11T.3 In your opinion, to what extent or not do the following have an impact on human health?
Total 'Moderate or strong impact'
(% - EU)

	Environmental issues (state of the surroundings (e.g., soil, water, and air), and of habitats).	Animal issues and their welfare (state of wild and domestic animals – both livestock and pets –, and welfare of farmed animals, e.g. during transport)	Plant issues (state of plants and crops)
EU27	89	89	86
Gender			
Man	89	88	85
Woman	90	89	87
Age			
15-24	88	87	84
25-39	89	89	86
40-54	90	89	87
55+	89	88	86
Education (End of)			
15-	85	84	81
16-19	88	89	85
20+	93	91	88
Still Studying	90	87	86
Socio-professional category			
Self-employed	89	88	85
Managers	92	90	87
Other white collars	90	88	87
Manual workers	88	89	86
House persons	88	87	84
Unemployed	85	84	79
Retired	90	89	86
Students	90	88	86
Difficulties paying bills			
Most of the time	87	86	81
From time to time	85	86	82
Almost never / Never	92	90	88
Personally interested in food safety			
Yes	93	92	90
No	80	78	74
Index on the level of awareness of food risks			
Very high (13 to 15 topics)	96	94	93
High (10 to 12 topics)	96	93	90
Medium (6 to 9 topics)	92	91	89
Low (3 to 5 topics)	86	86	84
Very low (up to 2 topics)	68	71	65
Trust EU institutions on food risks			
Total 'Trust'	93	91	89
Total 'Not trust'	84	84	79

[19] These results are based on merged data from the three test groups A, B, and C (QE11T) due to the sample size.

III. Engaging with the EU food safety system

1. Source of information on food risks

Television is the most frequently reported source of information about food risks

Respondents were asked to indicate their main sources of information about food risks. They were able to select up to four answers from a list of twelve items.

More than half (55%) indicate **television (on a TV set or via the internet)** as one of their main sources of information about food risks, followed by **exchanges with family, friends, neighbours, or colleagues** (42%) and **Internet search engines** (38%). More than one quarter (26%) report **online social networks and blogs (e.g. video hosting websites)** as their main sources of information, while a quarter (25%) indicates **newspapers (either online or in print).**

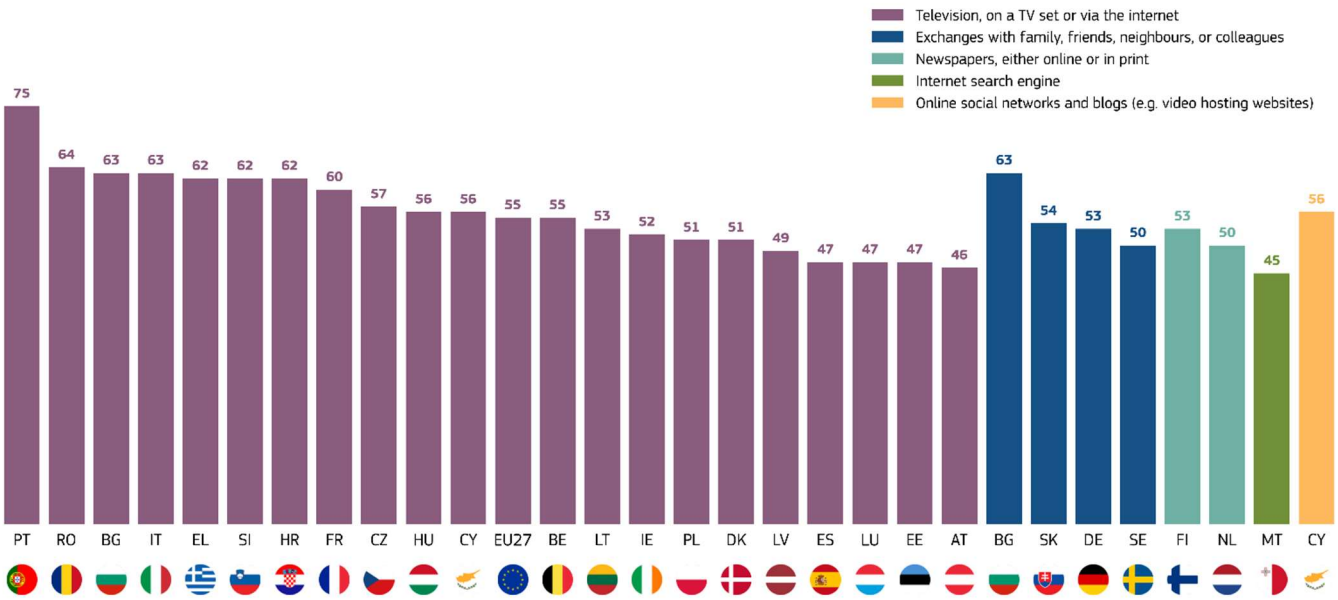
One fifth (20%) cite **radio, including podcasts**, as their main source of information, while less than two in ten cite information available at **health-related locations** (e.g. local clinic), **institutional websites** (e.g. from public authorities) (both 18%), and **magazines, either online or in print** (14%). Smaller proportions mention **professional journals** (10%), **events like lectures, seminars, workshops or conferences** (7%) and **information points such as street stands or festivals** (6%). Some 4% of EU citizens do not indicate any source, 1% spontaneously mention other sources and 1% say they don't know.

The most significant change in using various sources of information on food since 2022 can be observed for television, regardless of whether it is viewed on a television set or via the Internet. This source recorded a decline of 6 percentage points. In addition, newspapers, either online or in print, fell by 3 pp.. In contrast, social networks and blogs (e.g. video portals) have recorded an increase since 2022 (+4 pp.). Less notable changes are recorded for exchanges with family, friends, neighbours, or colleagues (-2 pp.), magazines, either online or in print (-2 pp.), Internet search engines (+1 pp.), radio, including podcasts (+1 pp.), information available in health-related locations (e.g. local clinic) (+1 pp.), institutional websites (e.g. from public authorities) (+1 pp.), professional journals (-1 pp.), events like lectures, seminars, workshops or conferences (+1 pp.), information points such as street stands or festivals (+1 pp.).

QE7ab: Which of the following are your main sources of information about food risks? Firstly? And then? (MAX. 4 ANSWERS) (EU27) (%)

In 21 EU Member States, **television** is the most frequently selected source of information on food risks. The largest proportions are observed in Portugal (75%), Romania (64%), Bulgaria and Italy (both 63%). **Exchanges with family, friends, neighbours, or colleagues** is the most frequently selected answer in a further four countries with the highest proportions found in Bulgaria (63%), Slovakia (54%) and Germany (53%). **Newspapers, either online or in print** are the main source of information for people in Finland (53%) and the Netherlands (50%). **Internet search engine** tends to be the main source of information in Malta (45%) and **online social networks and blogs** in Cyprus (56%).

QE7ab: Which of the following are your main sources of information about food risks? Firstly? And then? (MAX. 4 ANSWERS) (%)



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In terms of **socio-demographic** differences, the following can be observed:

- There is no noticeable gender difference related to sources of information about food risks.
- The most commonly reported sources of information about food risks vary significantly by age group. Citizens aged 55+ are more likely to select **television** (65% compared with 37% of the 15–24-year-olds), **newspapers** (30% compared with 16% of the 15–24-year-olds), **radio** (24%, compared with 14% of the 15–24-year-olds) and **magazines** (15%, compared with 11% of the 15–24-year-olds). Conversely, younger age groups tend to be more likely to indicate online sources: **internet search engine** (50% of those aged 15-24, compared with 27% of those aged 55 or older), **online social networks and blogs** (48%, compared with 13%) and **institutional websites** (23%, compared with 12%).
- The longer individuals remained in full-time education, the more likely they are to select **internet search engines** (44% of those ending education aged 20 or older, compared with 18% of those finishing aged 15 or younger), newspapers (36%, compared with 24%), **online social networks and blogs** (29%, compared with 12**%), institutional websites** (25%, compared with 7%), **magazines** (16%, compared with 9%) and **professional journals** (13%, compared with 6%). The opposite can be observed for **television** (68% of those ending education aged 15 or younger, compared with 50% of those finishing aged 20 or older) and **exchanges with family, friends, neighbours, or colleagues** (48%, compared with 39%).
- Managers are the most likely to select traditional sources of food risks information as **newspapers** (32%, compared with 18% of the house persons), **radio** (24%, compared with 14%) and **magazines** (15%, compared with 13% of the house persons), **magazines** (17%, compared with 9% of unemployed). **TV** and **exchanges with family, friends, neighbours, or colleagues** are more common among retirees (69% vs 53% of other white collars and 45% vs 39% of unemployed, respectively).
- Individuals with higher levels of awareness of food risks are more likely to rely on broader range of information sources. For example, they tend to select **internet search engines** (43-48% of those with a high or very high awareness level, compared with 21% of those with a very low level), **newspapers** (31%, compared with 14-19%), **radio** (22-23%, compared with 19%) and **institutional websites** (20-23%, compared with 13%). While **television** is a commonly used source across all groups, individuals with very low awareness are less likely to select it (44%) compared to those in other awareness categories (53–60%).

QE7ab Which of the following are your main sources of information about food risks? Firstly? And then? (MAX. 4 ANSWERS) (% - EU)

	Television, on a TV set or via the internet	Exchanges with family, friends, neighbours, or colleagues	Internet search engine	Online social networks and blogs (e.g. video hosting websites)	Newspapers, either online or in print	Radio, including podcasts	Institutional websites (e.g. from public authorities)	Information available in health-related locations (e.g. local clinic)	Magazines, either online or in print	Professional journals	Events like lectures, seminars, workshops or conferences	Information points such as street stands or festivals	Other (SPONTANEOUS)	None (SPONTANEOUS)	Don't know
EU27	55	42	38	26	25	20	18	18	14	10	7	6	1	4	1
Gender															
Man	54	41	39	26	27	21	18	16	13	10	7	6	1	4	1
Woman	56	43	37	26	24	19	18	19	14	10	7	5	1	3	1
Age															
15-24	37	44	50	48	16	14	23	14	11	8	7	5	0	5	1
25-39	47	39	48	37	20	16	23	19	13	11	8	7	0	3	1
40-54	53	41	42	28	26	20	21	20	13	12	8	6	1	3	1
55+	65	44	27	13	30	24	12	17	15	10	6	5	1	4	1
Education (End of)															
15-	68	48	18	12	21	18	7	19	9	6	4	5	0	7	1
16-19	58	43	38	25	23	20	15	18	13	9	7	6	1	4	1
20+	50	39	44	29	32	22	25	17	16	13	8	5	1	2	1
Still Studying	38	46	49	45	16	12	23	13	11	9	8	6	1	7	2
Socio-professional category															
Self-employed	49	40	41	31	27	18	23	17	15	13	9	8	2	2	1
Managers	49	38	44	27	32	24	27	19	17	14	9	6	0	2	0
Other white collars	53	41	46	31	23	18	23	21	13	10	9	6	0	2	1
Manual workers	54	42	42	29	21	18	17	20	12	9	7	7	1	3	2
House persons	58	45	31	23	18	13	14	17	12	7	5	5	0	5	1
Unemployed	53	39	42	30	20	18	15	15	9	9	6	4	1	6	2
Retired	69	45	23	12	32	25	10	17	15	9	5	4	1	4	1
Students	34	44	52	47	16	12	23	15	12	8	7	5	0	5	1
Index on the level of awareness of food risks															
Very high (13 to 15 topics)	53	44	48	29	31	23	23	19	16	14	7	4	1	2	1
High (10 to 12 topics)	60	46	43	30	31	22	20	17	15	10	7	4	0	3	0
Medium (6 to 9 topics)	58	46	37	26	25	19	18	17	12	10	6	6	1	3	1
Low (3 to 5 topics)	58	42	33	24	21	19	14	20	13	7	8	7	1	3	1
Very low (up to 2 topics)	44	27	21	19	14	14	13	14	10	8	8	8	1	9	3

2. Trust in sources of information on food risks

Doctors and scientists working at public institutions are the most trusted sources of information on food risks, closely followed by farmers and consumer organisations.

The respondents were asked to what extent they trust different sources of information on food risks.

Nine in ten EU citizens say they trust **general practitioners and specialist doctors** (90%) as sources of information on food risks. High levels of trust are also reported for **scientists working at a university or publicly-funded research organisation** (84%), **consumer organisations** (82%) and **farmers and primary producers** (82%).

Slightly more than seven in ten (72%) trust **environmental or health NGOs,** while seven in ten (70%) express trust in **national authorities**. **EU institutions** are trusted by 69%, followed by **scientists working at an industrial or privately funded research organisation** (66%) **and supermarkets or local grocers** (60%).

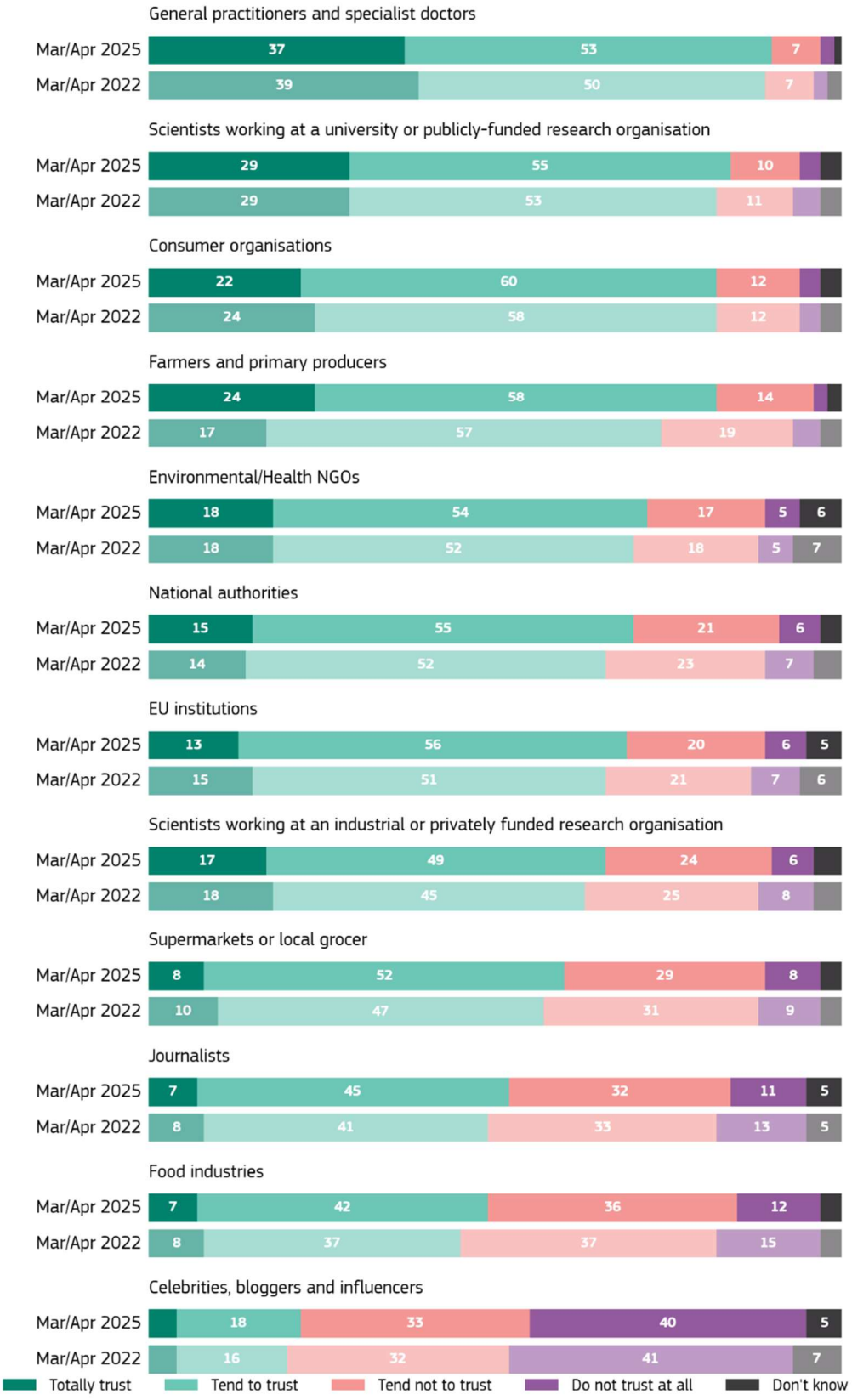
Trust is somewhat lower for **journalists** (52%) and the **food industry** (49%), while **celebrities, bloggers, and influencers**, are trusted by only **22%** of EU citizens.

The most notable changes in trust since 2022 are observed for **farmers and primary producers** (+8 percentage points) followed by **national authorities** (+4 pp.) and the **food industry** (+4 pp.).

In terms of level of trust, it can be observed that:

- Of the 90% of EU citizens who trust **general practitioners and specialist doctors** for information on food risks, 37% say they totally trust them, while 53% tend to trust them. Less than one in ten (7%) tend not to trust general practitioners and specialist doctors, 2% do not trust this source of information 'at all' and 1% say they don't know.
- Of the 84% of EU citizens who trust **scientists working at a university or publicly-funded research organisation**, 29% say they totally trust them, while 55% tend to trust them. One in ten (10%) tend not to trust this source of information, and 3% do not trust them 'at all'. Another 3% say they don't know.
- Of the 82% of EU citizens who trust **consumer organisations**, 22% say they totally trust them, while 60% tend to trust them. About one in ten (12%) tend not to trust this source of information, and 3% do not trust them 'at all'. An additional 3% say they don't know.
- Of the 82% of EU citizens who trust **farmers and primary producers**, 24% say they totally trust them, while 58% tend to trust them. Around one in seven (14%) tend not to trust farmers and primary producers, with 2% not trusting this source of information 'at all' and 2% say they don't know.
- Of the 72% of EU citizens who trust **environmental or health NGOs**, 18% say they totally trust them, while 54% tend to trust them. Slightly above one in seven (17%) tend not to trust environmental or health NGOs, with 5% not trusting this source of information 'at all' and 6% say they don't know.
- Of the 70% of EU citizens who trust **national authorities**, 15% say they totally trust them, while 55% tend to trust them. More than two in ten (21%) tend not to trust national authorities, 6% say they don't trust this source of information 'at all' and 3% say they don't know.
- Of the 69% of EU citizens who trust **EU institutions**, 13% say they totally trust them, while 56% tend to trust them. Two in ten (20%) tend not to trust EU institutions, 6% do not trust this source of information 'at all' and 5% say they don't know.
- Of the 66% of EU citizens who trust **scientists working at an industrial or privately funded research organisation**, 17% say they totally trust them, while 49% tend to trust them. Almost one quarter (24%) tend not to trust scientists working at an industrial or privately funded research organisation, 6% say they don't trust this source of information 'at all' and 4% say they don't know.
- Of the 60% of EU citizens who trust **supermarkets or their local grocers**, 8% say they totally trust them, while 52% tend to trust them. Almost three in ten (29%) tend not to trust supermarkets or their local grocer, 8% don't trust this source of information 'at all' and 3% say they don't know.
- Of the 52% of EU citizens who trust **journalists**, 7% say they totally trust them, while 45% tend to trust them. More than three in ten (32%) tend not to trust journalists, 11% say they don't trust this source of information 'at all' and 5% say they don't know.
- Of the 49% of EU citizens who trust **food industries**, 7% say they totally trust them, while 42% tend to trust them. More than three in ten (36%) tend not to trust food industries, 12% say they do not trust this source of information 'at all' and 3% say they don't know.
- Of the 22% of EU citizens who trust **celebrities, bloggers and influencers**, 4% say they totally trust them, while 18% tend to trust them. More than three in ten (33%) tend not to trust this information source, 40% do not trust them 'at all' and 5% say they don't know.

QE10: Please tell me to what extent you trust the following sources or not for information on food risks. (%)



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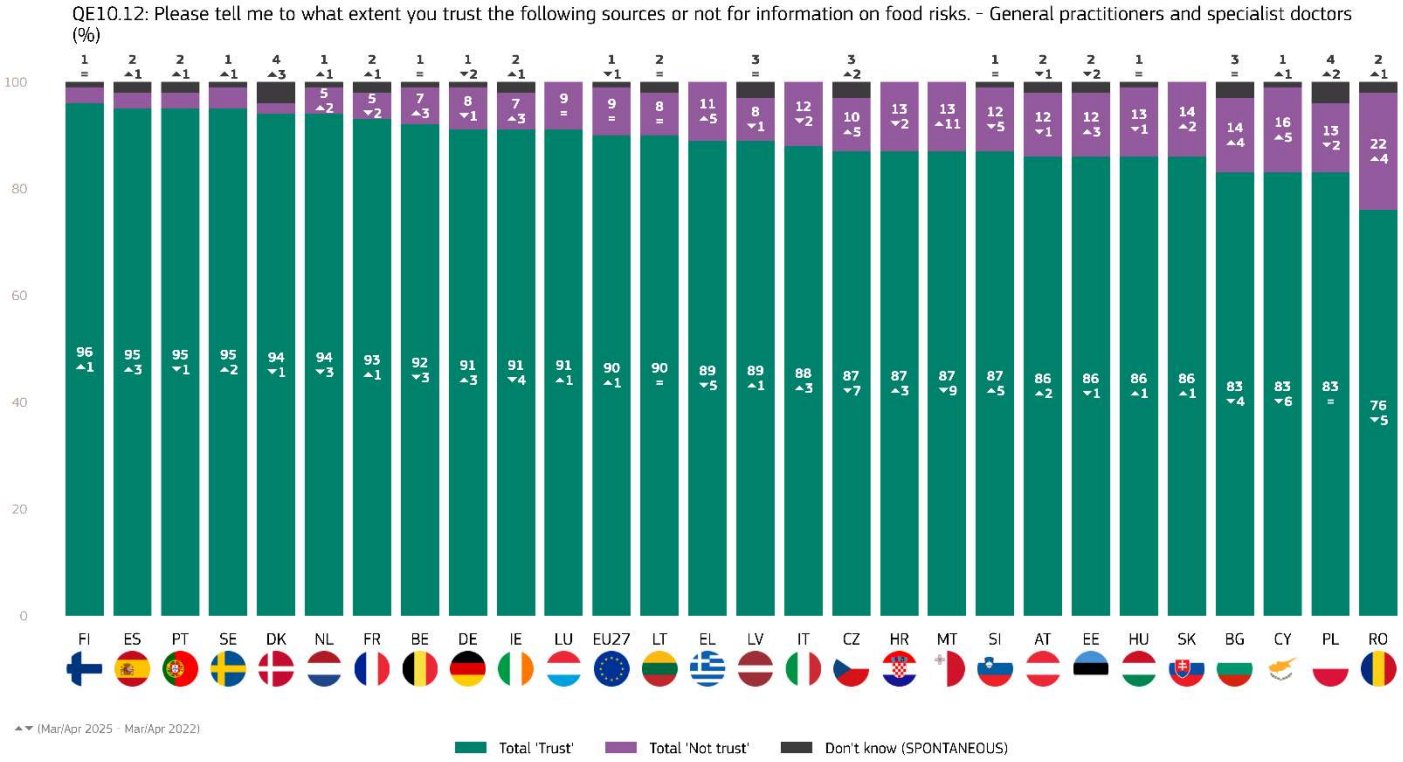
*lighter colours reflect data for 2022

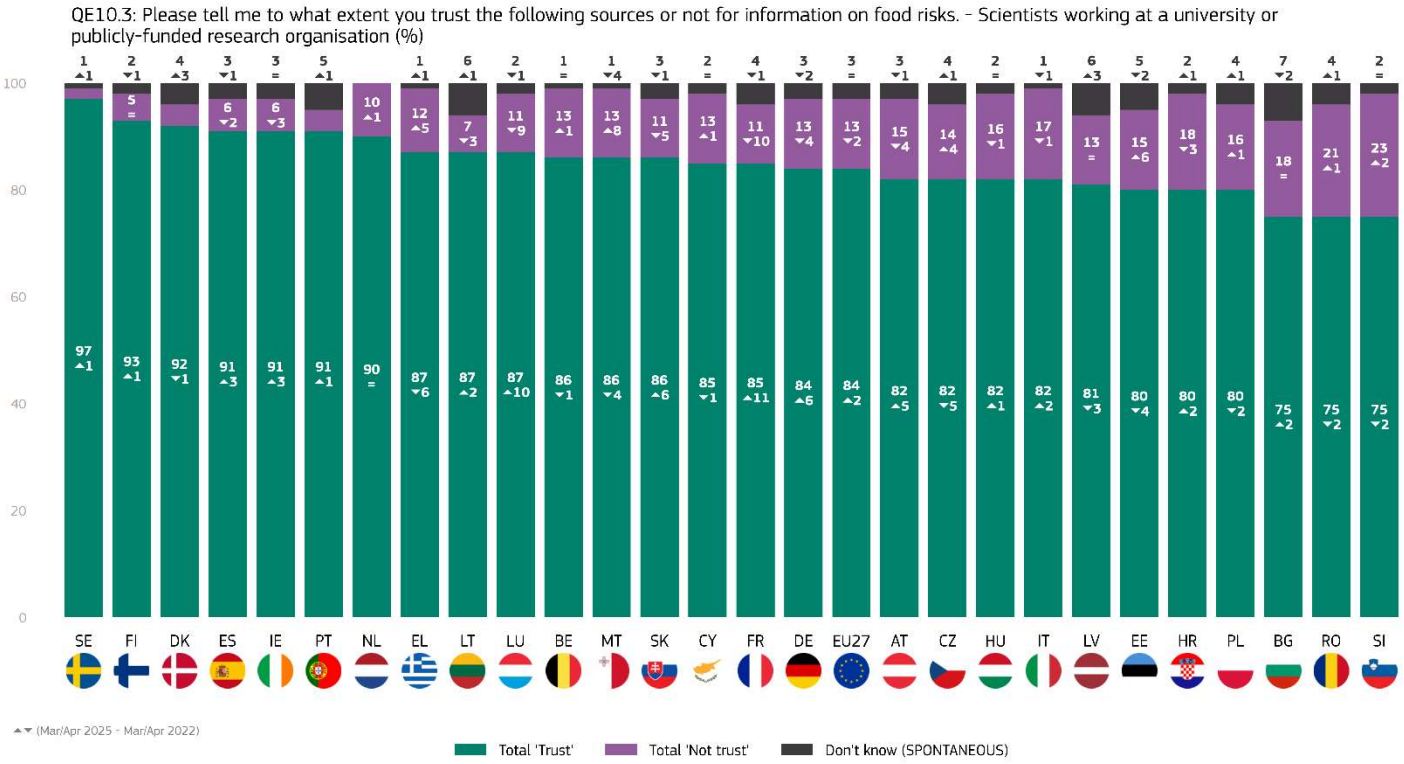
In all EU Member States apart from Romania (76%), more than eight in ten trust **general practitioners and specialist doctors** as a source of information on food risks. The highest levels of trust are reported in Finland (96%), Spain, Portugal and Sweden (all 95%). The lowest levels of trust are reported in Romania (76%), Poland, Bulgaria and Cyprus (all 83%).

The most significant changes in trust towards general practitioners and specialist doctors since 2022 are observed in Cyprus (-6 pp.), Czechia (-7 pp.) and Malta (-9 pp.).



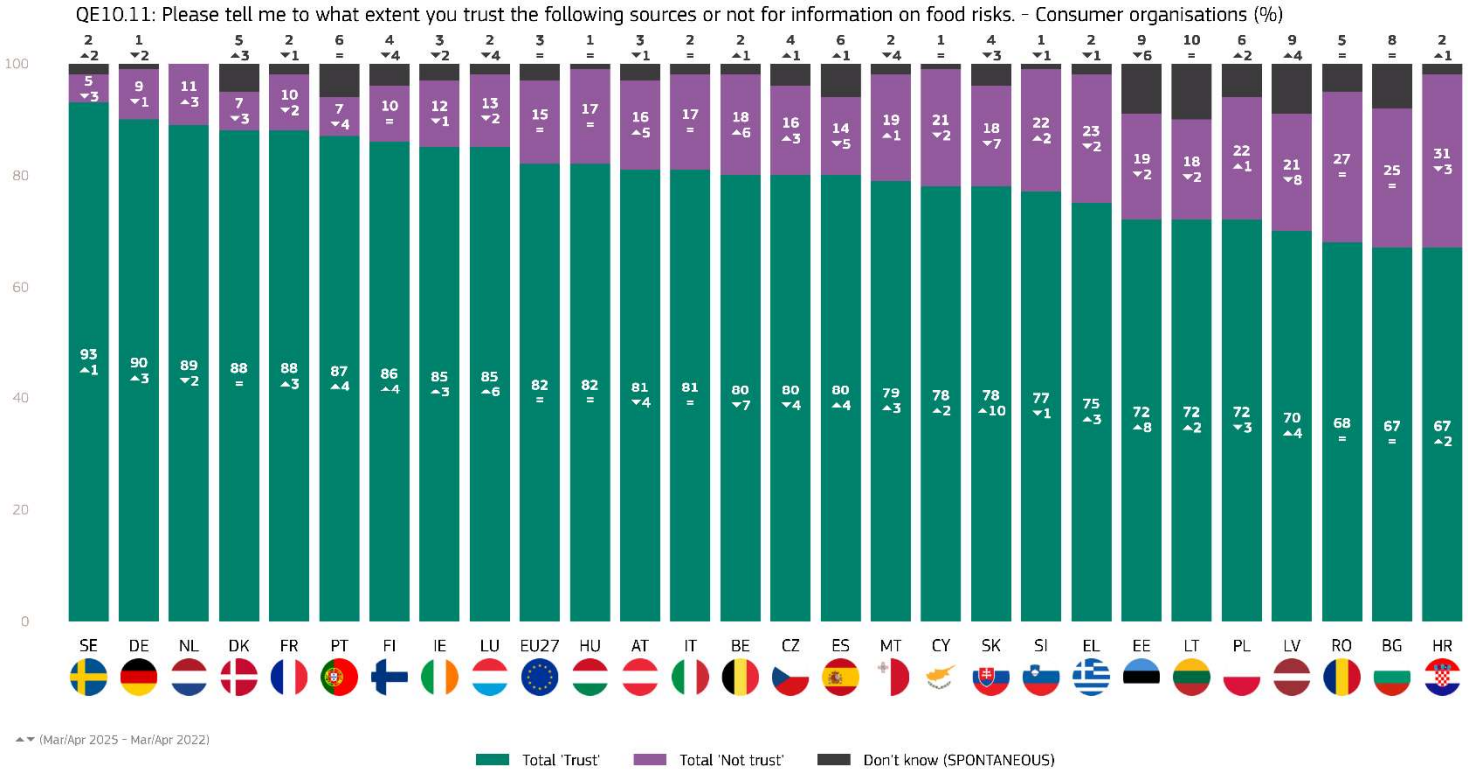
In 24 EU Member States, at least eight in ten trust **scientists working at a university or publicly-funded research organisation** as a source of information about food-related risks. The highest levels of trust are reported in Sweden (97%), Finland (93%) and Denmark (92%). The lowest levels of trust are reported in Slovenia, Romania and Bulgaria (all 75%).

The most significant changes in trust towards scientists working at a university or publicly-funded research organisation since 2022 are observed in Germany, Slovakia (+6 pp.) and Greece (-6 pp.), Luxembourg (+10 pp.) and France (+11 pp.).



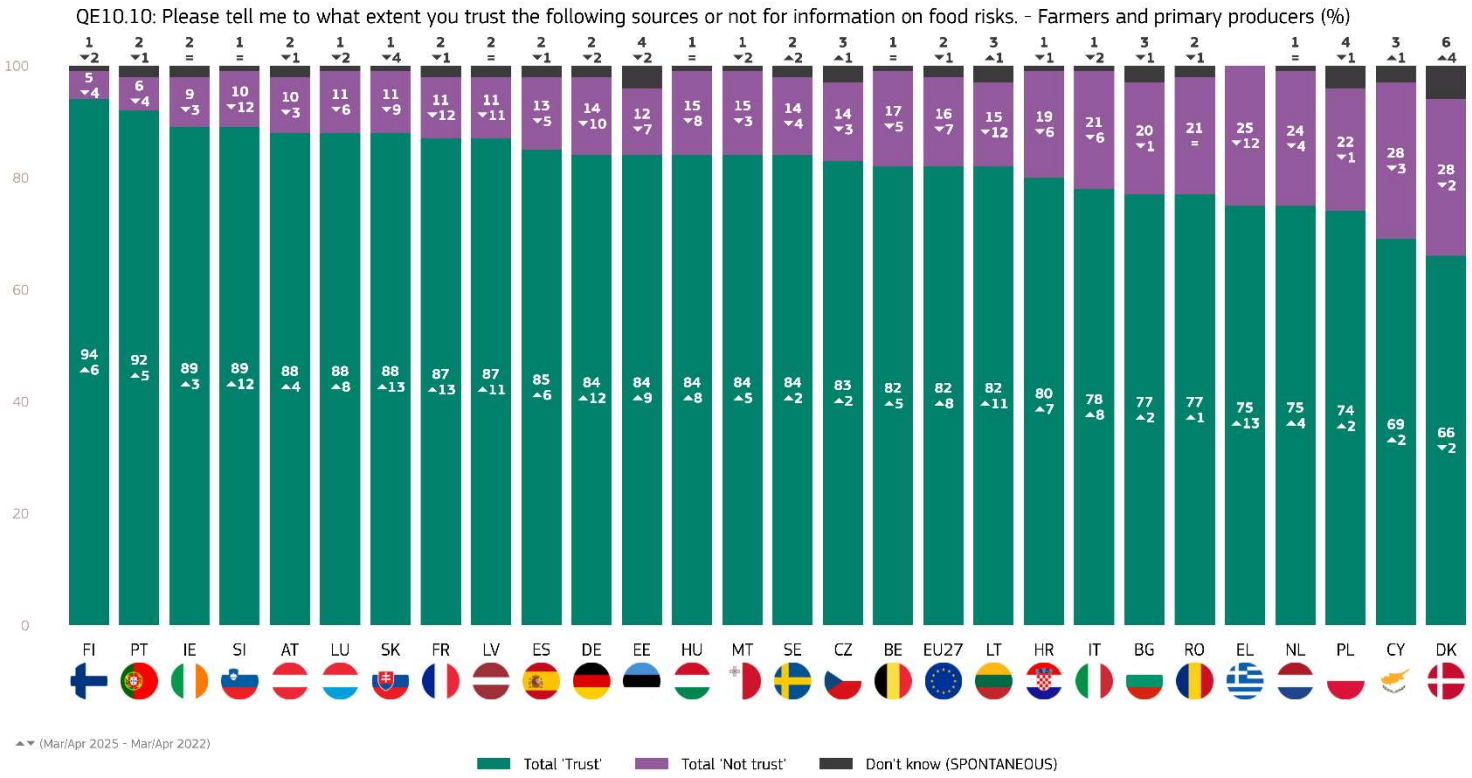
In 20 EU Member States, at least three quarters of citizens trust **consumer organisations** as a source of information on food risks. This proportion is highest in Sweden (93%), Germany (90%) and the Netherlands (89%). The lowest levels of trust are reported in Croatia and Bulgaria (both 67%) and Romania (68%). Moreover, in Lithuania, one in ten respondents don't know whether to trust consumer organisations as a source of information on food risks.

The most significant changes in trust towards consumer organisations since 2022 are observed in Belgium (-7 pp.), Estonia (+8 pp.) and Slovakia (+10 pp.).



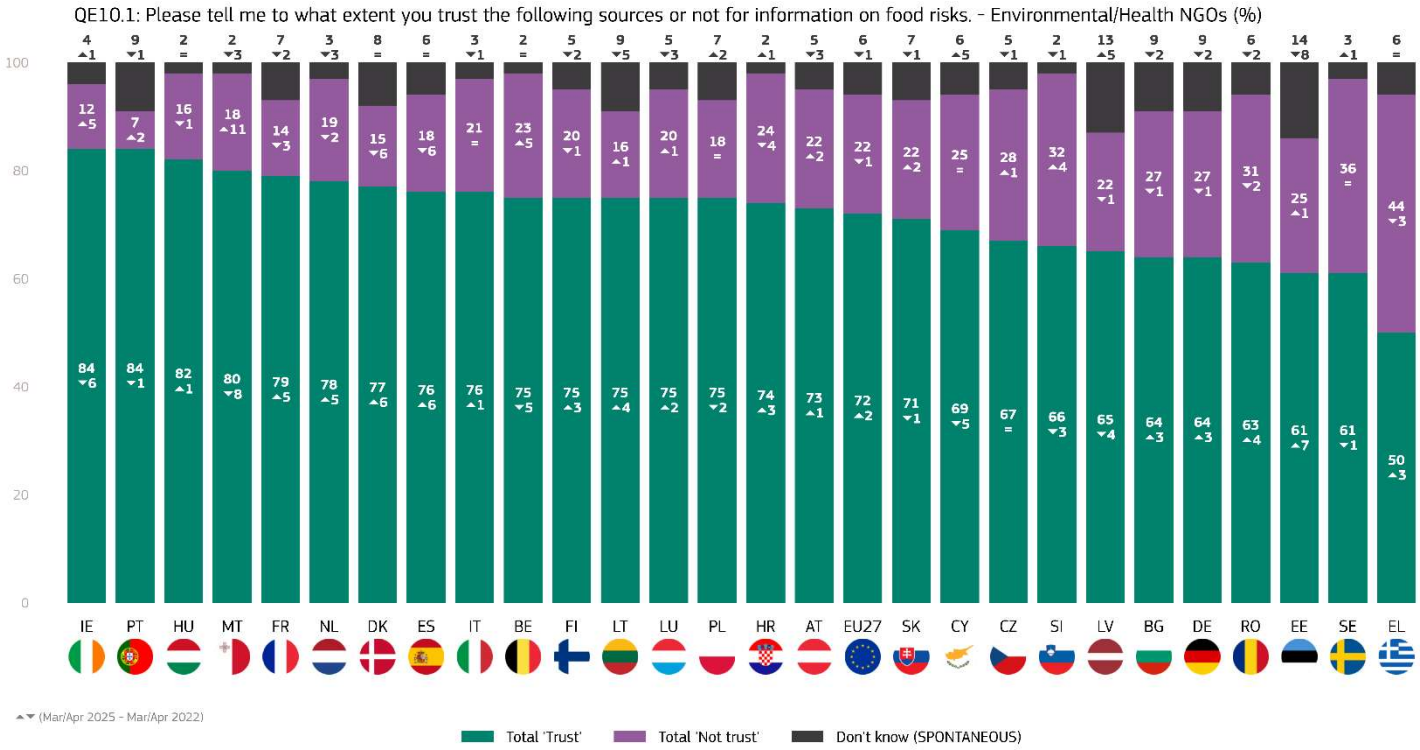
In 24 EU Member States, at least three quarters trust **farmers and primary producers** as a source of information on food-related risks. This proportion is highest in Finland (94%), Portugal (92%) and Ireland (89%). The lowest levels of trust are reported in Denmark (66%), Cyprus (69%) and Poland (74%).

The most significant changes in trust towards farmers and primary producers since 2022 are observed in Latvia and Lithuania (+11 pp.), Germany and Slovenia (all +12 pp.) and Slovakia, France and Greece (all +13 pp.).



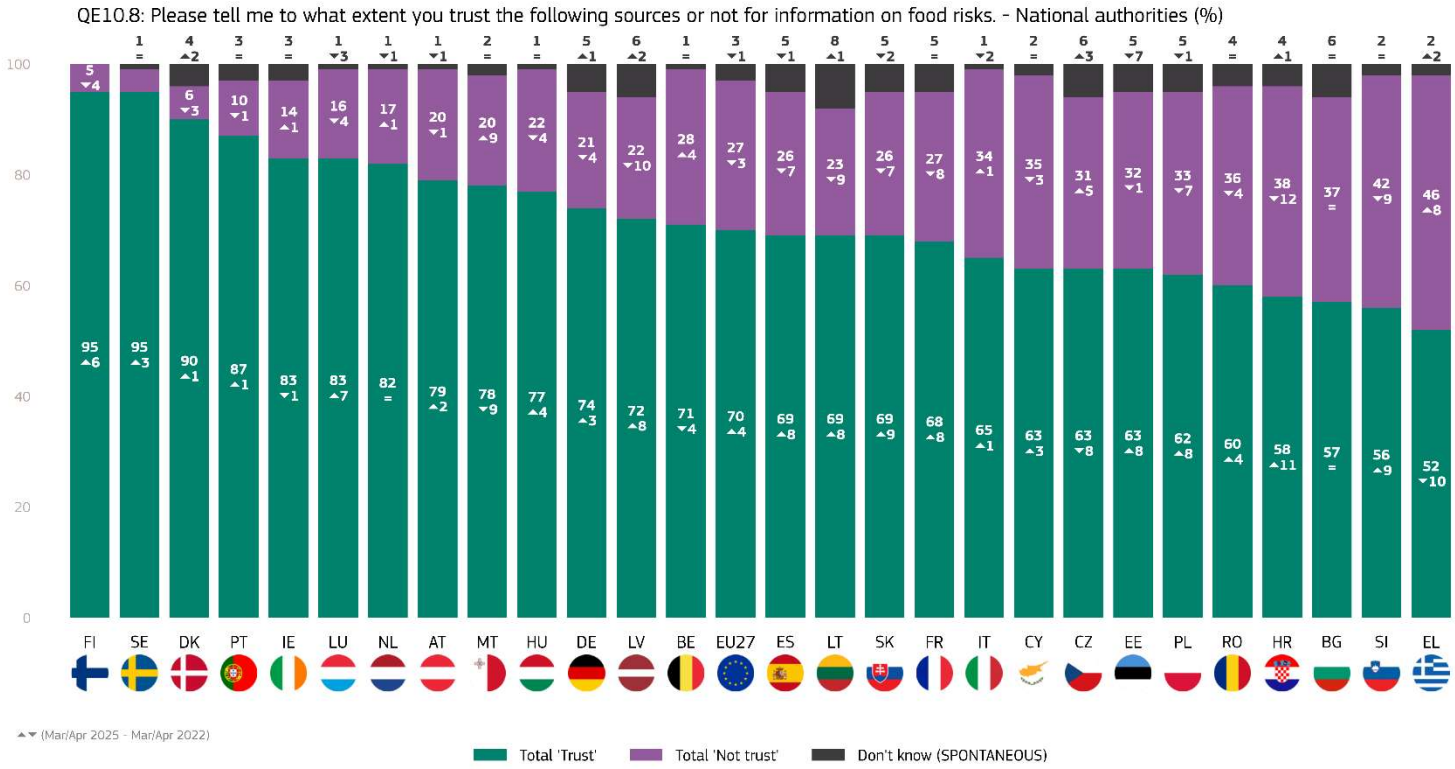
In 19 EU Member States, more than two thirds trust **environmental or health NGOs** as a source of information about food risks. This proportion is the highest in Ireland and Portugal (both 84%) and Hungary (82%). The lowest levels of trust are reported in Greece (50%), Sweden and Estonia (both 61%). Notably, in Estonia (14%) and Latvia (13%), at least one in ten respondents stated that they don't know whether to trust environmental or health NGOs as a source of information about food risks.

The most significant changes in trust towards environmental or health NGOs since 2022 are observed in Denmark, Spain (+6 pp.) and Ireland (-6 pp.), Estonia (+7 pp.) and Malta (-8 pp.).



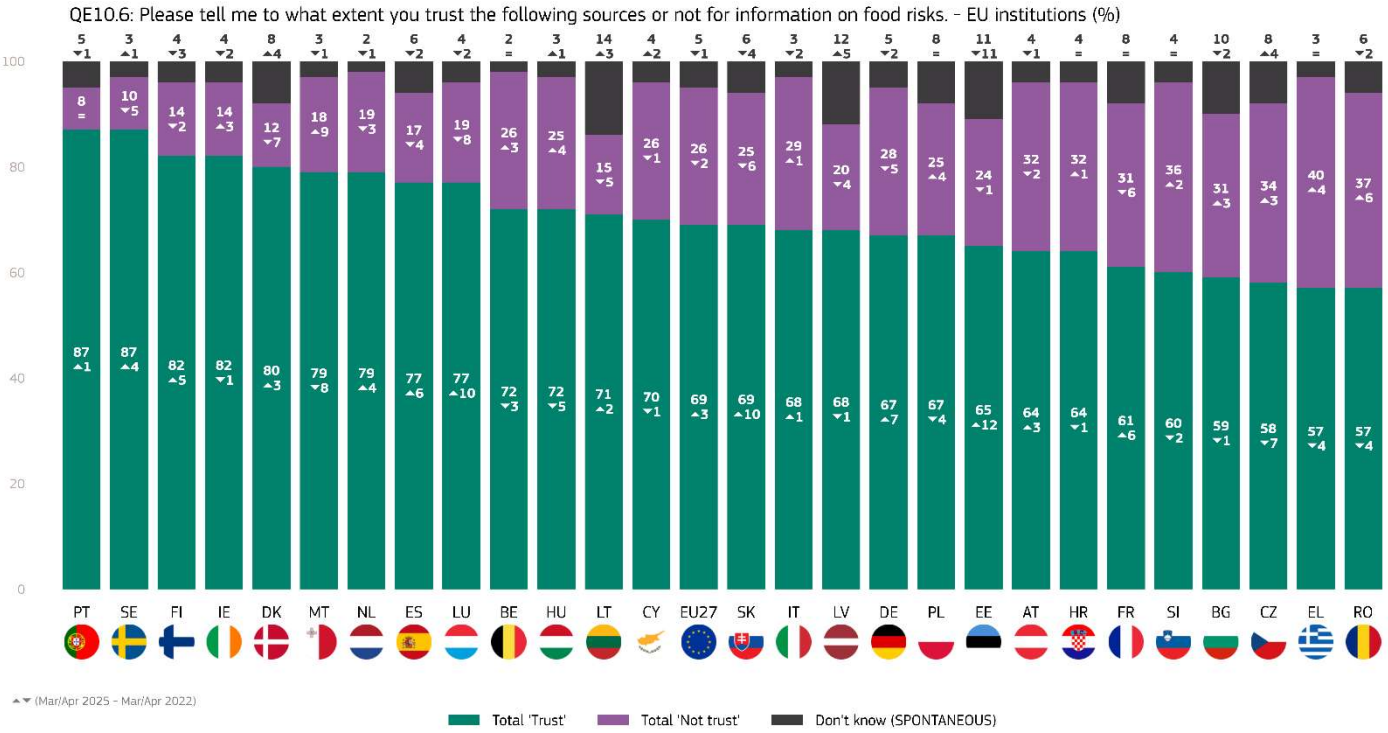
In 17 EU Member States, at least two thirds trust **national authorities** as a source of information on food-related risks. This proportion is the highest in Finland and Sweden (both 95%) and Denmark (90%). The lowest levels of trust are reported in Greece (52%), Slovenia (56%) and Bulgaria (57%).

The most significant changes in trust towards national authorities since 2022 are observed in Slovakia, Slovenia (+9 pp.) and Malta (-9 pp.), Greece (-10 pp.), and Croatia (+11 pp.).



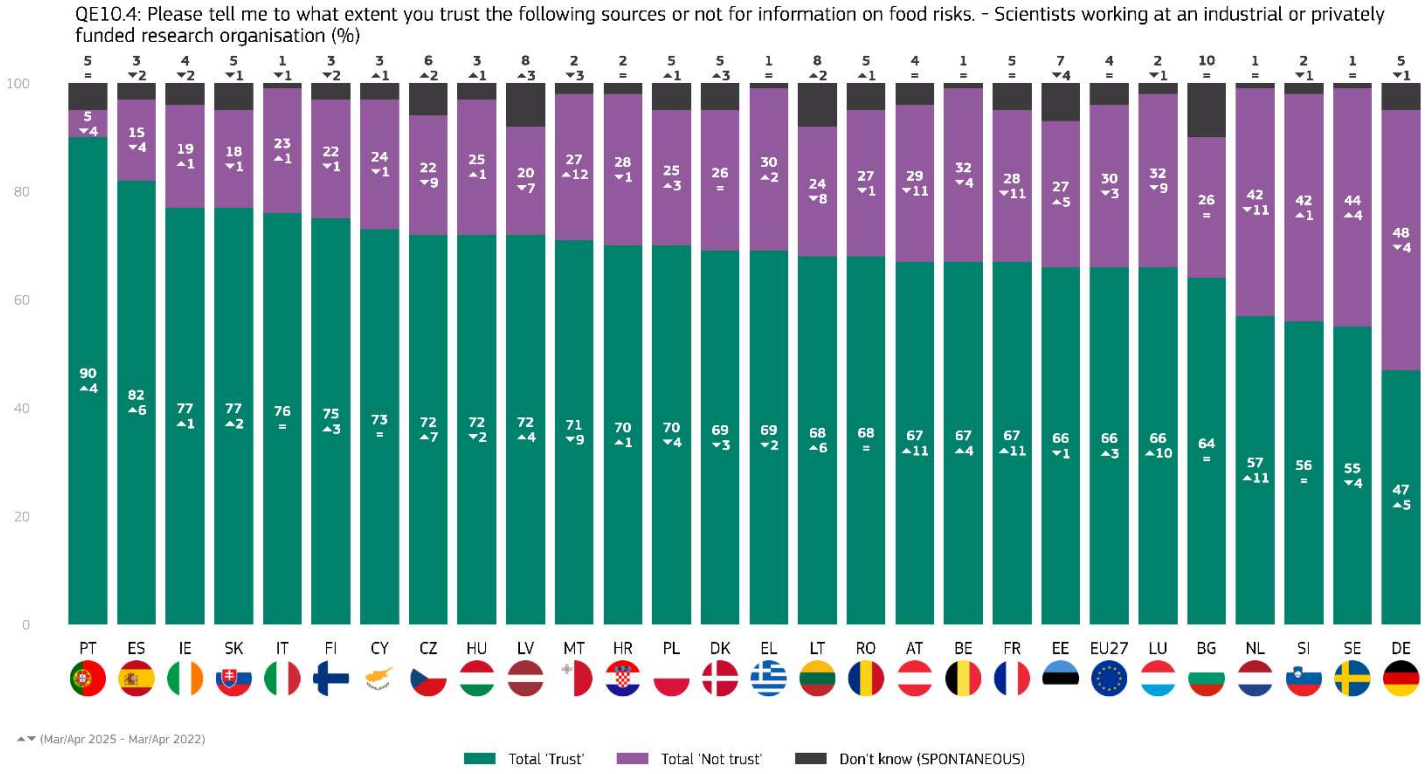
In 18 EU Member States, at least two thirds trust **EU institutions** as a source of information on food-related risks. This proportion is the highest in Portugal and Sweden (both 87%), followed by Finland and Ireland (both 82%). The lowest levels of trust are reported in Romania and Greece (both 57%) and Czechia (58%). Notably, in Lithuania (14%), Latvia (12%), Estonia (11%), and Bulgaria (10%), at least one in ten respondents indicated that they don't know whether to trust EU institutions as a source of information on food-related risks.

The most significant changes in trust towards EU institutions since 2022 are observed in Malta (-8 pp.), Luxembourg (+10 pp.), Slovakia (+10 pp.) and Estonia (+12 pp.).



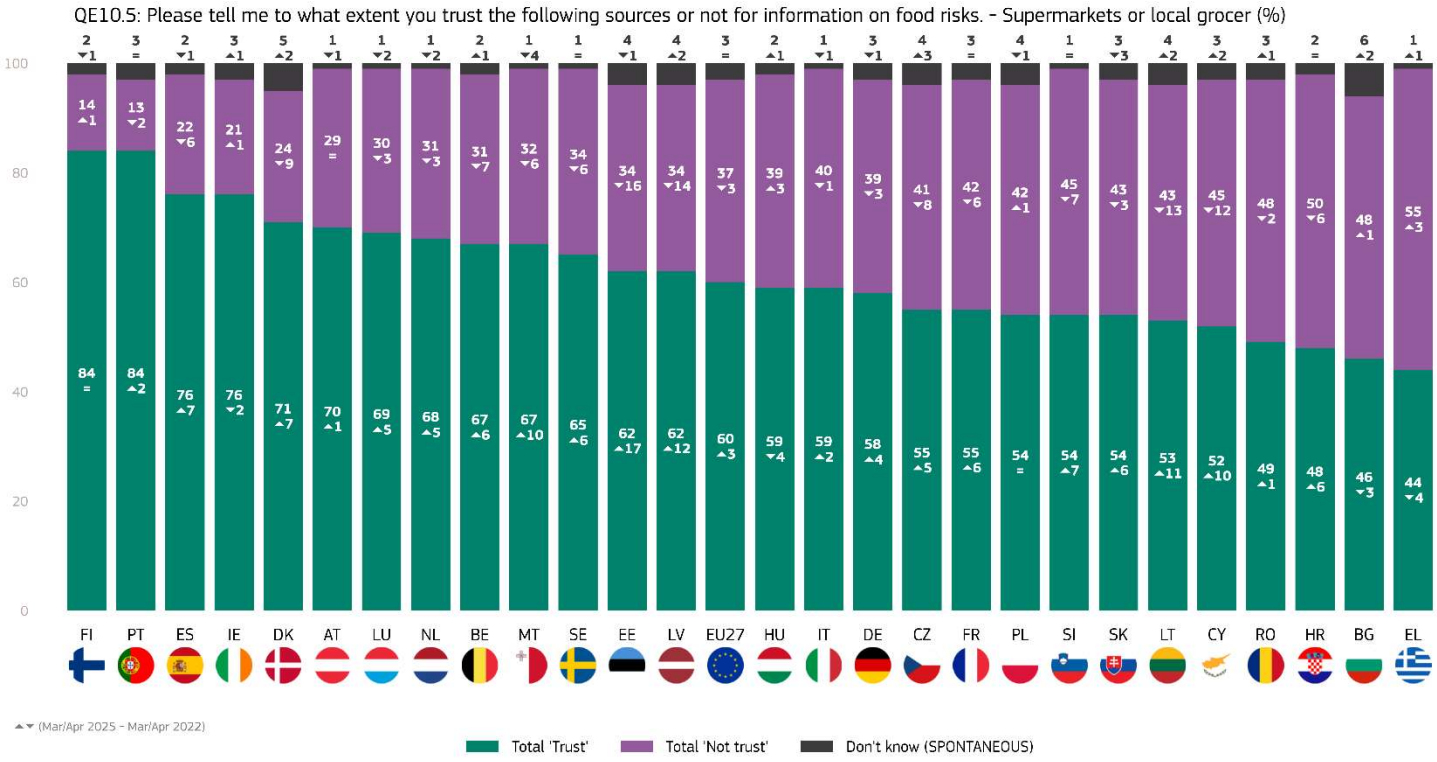
In 20 EU Member States, more than two thirds of the citizens trust **scientists working at an industrial or privately funded research organisation** as a source of information on food risks. This proportion is highest in Portugal (90%), Spain (82%) and Ireland (77%). The lowest levels of trust are reported in Germany (47%), Sweden (55%) and Slovenia (56%). In Bulgaria, one in ten respondents indicated that they don't know whether to trust this source (10%).

The most significant changes in trust towards scientists working at an industrial or privately funded research organisation since 2022 are observed in Malta (-9 pp.), Luxembourg (+10 pp.) and in Austria, France, and the Netherlands (all +11 pp.).



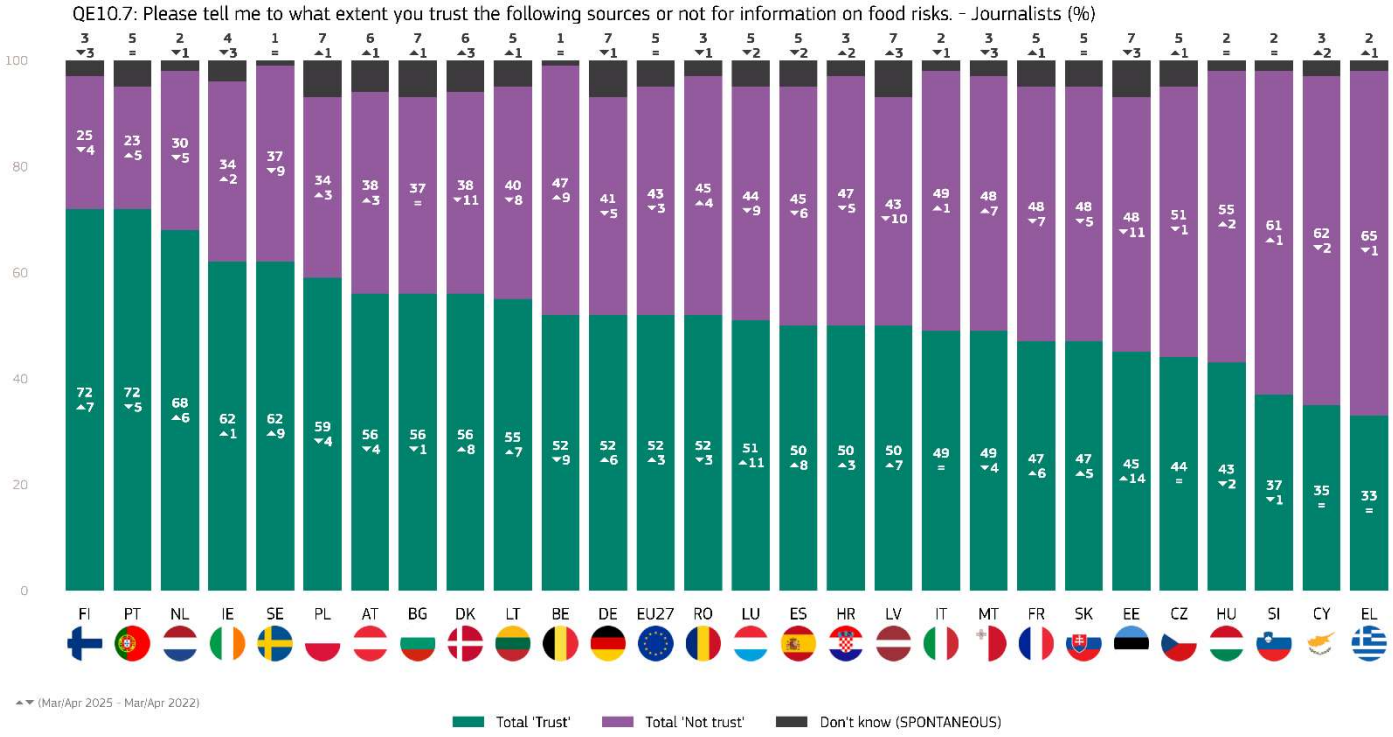
In 25 EU Member States, more than half trust **supermarkets or their local grocer** as a source of information on food risks. This proportion is highest in Finland (84%), Portugal (84%) and Spain (76%). The lowest levels of trust are reported in Greece (44%), Bulgaria (46%) and Croatia (48%).

The most significant changes in trust towards supermarkets or their local grocer since 2022 are observed in Lithuania (+11 pp.), Latvia (+12 pp.) and Estonia (+17 pp.).



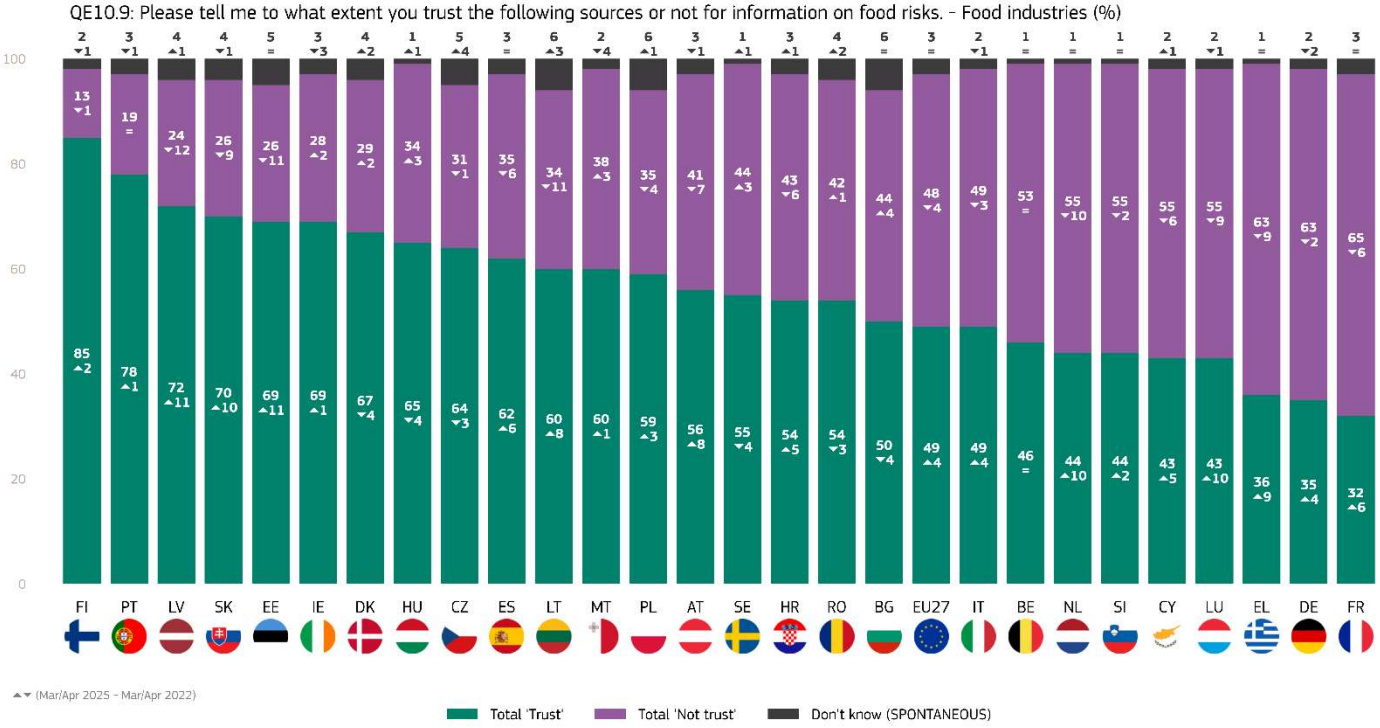
In 14 EU Member States, more than half trust **journalists** as a source of information on food risks. This proportion is highest in Finland and Portugal (both 72%), followed by the Netherlands (68%). The lowest levels of trust are reported in Greece (33%), Cyprus (35%) and Slovenia (37%).

The most significant changes in trust towards journalists since 2022 are observed in Belgium (-9 pp.) and Sweden (+9 pp.), Luxembourg (+11 pp.) and Estonia (+14 pp.).



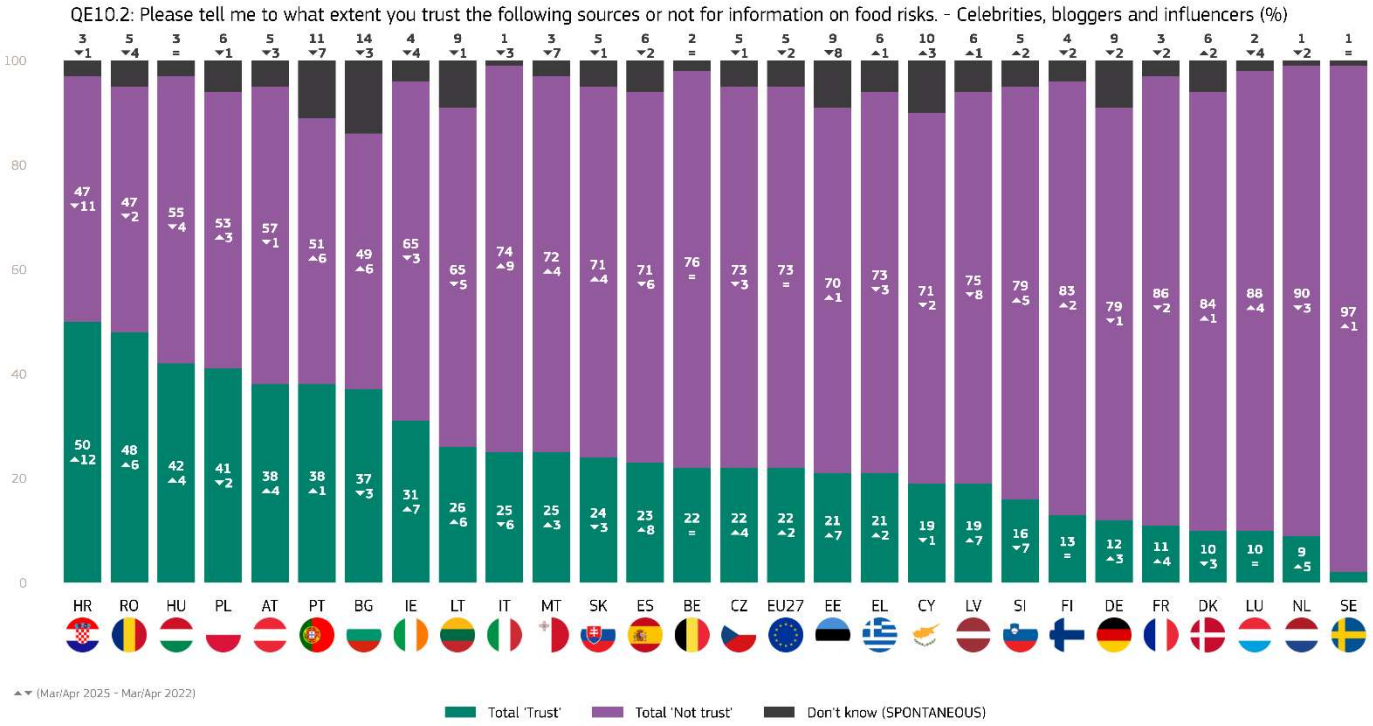
In 17 EU Member States, more than half trust **food industries** as a source of information on food risks. This proportion is highest in Finland (85%), Portugal (78%) and Latvia (72%). The lowest levels of trust are reported in France (32%), Germany (35%) and Greece (36%).

The most significant changes in trust towards food industries since 2022 are observed in Greece (+9 pp.), Luxembourg, the Netherlands and Slovakia (+10 pp.) and Latvia and Estonia (both +11 pp.).



In nine EU Member States, more than one quarter trust **celebrities**, **bloggers and influencers** as a source of information on food risks. This proportion is highest in Croatia (50%), Romania (48%) and Hungary (42%). The lowest levels of trust are reported in Sweden (2%), the Netherlands (9%) and Luxembourg (10%). In contrast, at least seven in ten respondents in 18 countries do not trust this source. The highest level of distrust is recorded in Sweden (97%), the Netherlands (90%), and Luxembourg (88%). Notably, at least one in ten respondents indicated that they don't know whether to trust celebrities, bloggers and influencers as a source of information on food risks in Bulgaria (14%), Portugal (11%), and Cyprus (10%).

The most significant changes in trust towards celebrities, bloggers and influencers since 2022 are observed in Ireland, Estonia, Latvia (+7 pp.), Slovenia (-7pp.), Spain (+8 pp.) and Croatia (+12 pp.).



The **socio-demographic analysis** reveals the following:

- There are no notable gender differences in levels of trust in the various sources of information on food risks.
- Younger individuals are more likely to **trust EU institutions** (75% of 15-24 year-olds, compared with 63% of those aged 55 or older), **scientists working at an industrial or privately funded research organisati**on (75%, compared with 66%), **national authorities** (75% compared with 68%), **food industries** (57%, compared with 46%) and **celebrities, bloggers and influencers** (31%, compared with 18%). Moreover, older individuals are least likely to trust **environmental or health NGOs** (68%, compared with 75-77% of those aged 15-54).
- The longer individuals stayed in full-time education, the more likely they are to trust **consumer organisations** (85% of those finishing education aged 20 or older, compared with 76% of those who left school aged 15 or younger), **scientists working at a university or publicly-funded research organisation** (87%, compared with 77%), **environmental or health NGOs** (75%, compared with 62%), **national authorities** (71%, compared with 61%) and **EU institutions** (70%, compared with 58%). Individuals who ended full-time education aged 20 or older are also the most likely to trust **journalists** (53%, compared with 46-47% of those who finished aged 19 or younger).
- Managers and students are the most likely to trust most of the sources of information on food risks, while the reverse holds true for the unemployed. This is particularly the case for **national authorities**, with almost eight in ten (79%) of managers trusting this information source, compared with less than six in ten (57%) among the unemployed.
- Those who almost never or never have difficulties paying their bills are more likely to trust most of the information sources. For instance, 75% of these individuals trust **national authorities**, compared with 53% of those who have difficulties most of the time.
- Those who express interest in food safety tend to trust all listed sources of information more than those who are not interested, except when it comes to the **food industry**, where the trend is reversed (48% compared to 52% of those who are not interested).
- Those who have a higher level of awareness of food risks are more likely to trust **scientists working at an a university or publicly-funded research organisation** (88-90% of those having a high to very high awareness level, compared with 72-83% of those with a low to very low awareness level), **consumer organisations** (87-88% compared to 70-81%), and **national authorities** (73-74% compared to 61-68%).
- Those who trust EU institutions on food risks show considerably higher trust for all listed sources of information. For example, those who trust EU institutions are generally also more likely to rely on **national authorities** regarding food risks (86%, compared to 33% of those who do not trust EU institutions).

QE10 Please tell me to what extent you trust the following sources or not for information on food risks.
Total trust
(% - EU)

	General practitioners and specialist doctors	Scientists working at a university or publicly-funded research organisation	Farmers and primary producers	Consumer organisations	Environmental/Health NGOs	National authorities	EU institutions	Scientists working at an industrial or privately funded research organisation	Supermarkets or local grocer	Journalists	Food industries	Celebrities, bloggers and influencers
EU27	90	84	82	82	72	70	69	66	60	52	49	22
Gender												
Man	90	85	82	82	72	70	69	66	61	52	48	22
Woman	90	85	83	83	73	69	67	68	61	52	49	22
Age												
15-24	92	87	86	80	77	75	75	75	61	55	57	31
25-39	89	87	82	83	75	72	72	66	61	53	49	24
40-54	90	85	80	84	75	71	70	68	61	54	49	23
55+	90	83	83	83	68	68	63	64	61	49	46	18
Education (End of)												
15-	89	77	82	74	62	59	58	67	62	44	48	19
16-19	89	83	82	81	70	66	65	67	59	49	49	24
20+	92	89	82	87	77	78	75	64	63	57	47	18
Still Studying	93	89	87	83	79	77	80	77	61	59	59	32
Socio-professional category												
Self-employed	88	85	78	81	73	65	66	64	56	49	46	20
Managers	92	88	83	87	78	79	76	64	63	60	47	20
Other white collars	90	88	83	86	76	74	75	71	61	55	54	27
Manual workers	89	84	82	81	72	68	67	69	62	50	50	25
House persons	88	82	80	76	69	62	59	68	58	50	54	24
Unemployed	88	79	80	78	67	57	59	62	58	43	42	16
Retired	90	82	82	81	67	68	63	63	61	49	45	17
Students	92	89	86	83	80	79	79	73	63	60	54	29
Difficulties paying bills												
Most of the time	83	74	76	71	62	53	52	57	52	40	39	21
From time to time	86	81	81	78	70	64	62	68	59	49	48	27
Almost never / Never	92	88	83	86	75	75	73	67	62	54	50	20
Personally interested in food safety												
Yes	92	88	83	86	75	72	71	68	61	54	48	21
No	85	77	80	75	65	64	62	63	61	48	52	24
Index on the level of awareness of food risks												
Very high (13 to 15 topics)	91	88	82	87	75	73	71	61	59	55	42	15
High (10 to 12 topics)	94	90	83	88	76	74	72	65	59	52	45	14
Medium (6 to 9 topics)	92	86	82	83	74	70	68	72	58	51	48	21
Low (3 to 5 topics)	89	83	84	81	71	68	68	70	65	51	56	29
Very low (up to 2 topics)	80	72	78	70	62	61	61	67	64	49	63	38
Would change food preparation or consumption behaviour in a specific situation												
Total 'Likely'	93	88	83	86	76	74	73	69	62	55	50	23
Total 'Not likely'	80	75	79	73	60	57	54	58	58	40	46	18
Trust EU institutions on food risks												
Total 'Trust'	97	95	87	92	85	86	100	76	71	65	59	28
Total 'Not trust'	74	63	71	63	48	33	0	45	37	22	25	11

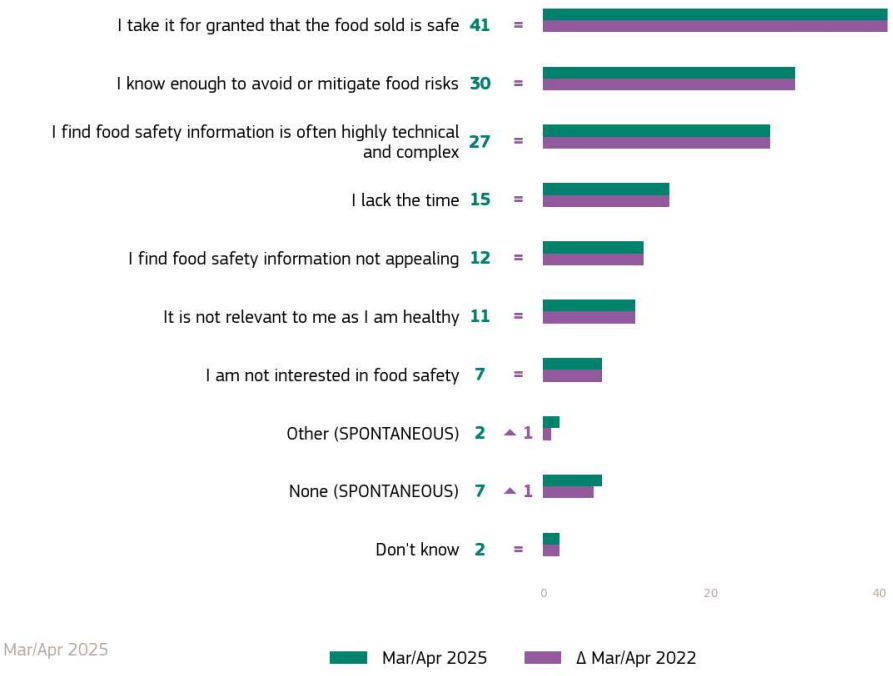
3. Reasons for not engaging with food safety

Four in ten EU citizens do not pay attention to food safety information because they take it for granted that the food sold is safe

Around four in ten EU citizens (41%) report **taking it for granted that the food sold is safe** as a reason for not paying attention to information about food safety (i.e. risks associated with eating certain foods). These are followed by three in ten who indicate that they **know enough to avoid or mitigate food risks** (30%) and slightly less than three in ten (27%) saying that they **find food safety information often highly technical and complex**.

More than one in ten say that they **lack the time** (15%), that they **don't find food safety information appealing** (12%) and that **it is not relevant to them as they are healthy** (11%), while less than one in ten (7%) are **not interested in food safety**. Less than one in ten (7%) do not report any reason, while 2% *spontaneously* mention other reasons and 2% say they don't know. Since 2022, the reasons for not paying attention to information about food safety have remained unchanged.

QE9: Sometimes people do not pay attention to information about food safety (i.e. risks associated with eating certain foods) and this can happen due to several reasons. Which of the following reasons apply to you? Select up to three. (MAX. 3 ANSWERS) (EU27) (%)



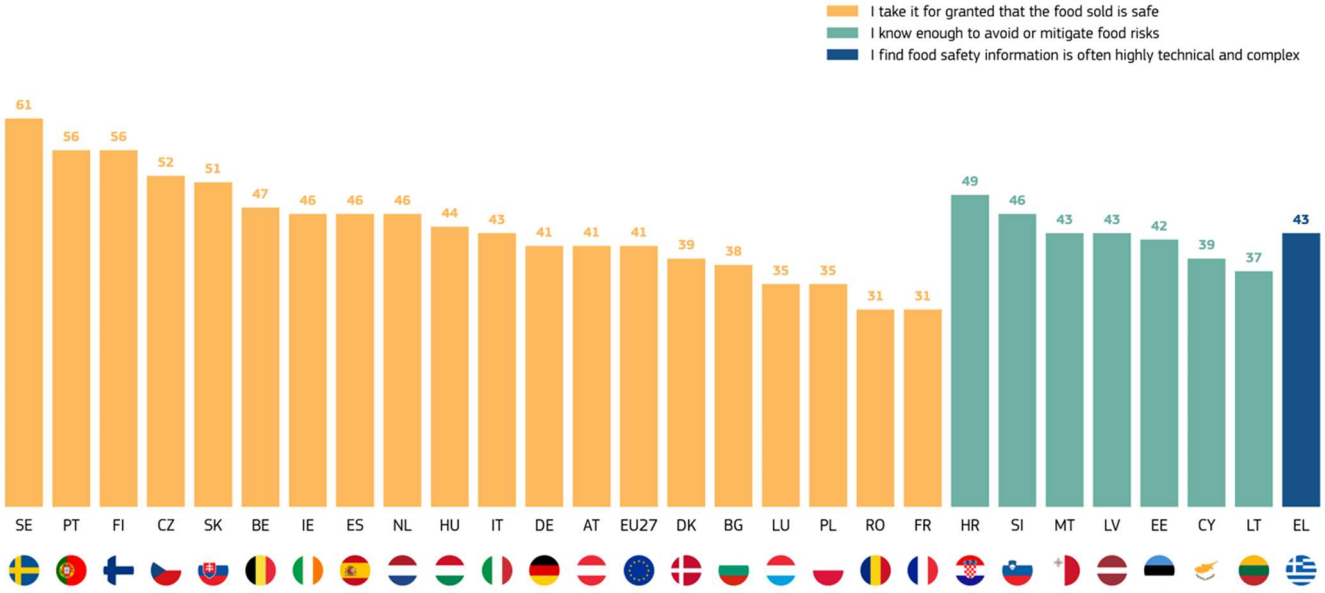
In 19 EU Member States, citizens are most likely to report **taking it for granted that the food sold is safe** as a reason for not paying attention to information about food safety. In seven countries, the top answer is '**I know enough to avoid or mitigate food risks**', while most citizens in Greece say they **find food safety information often highly technical and complex**.

In five EU Member States, more than half of citizens do not pay attention to information about food safety because they **take it for granted that the food sold is safe**. The highest proportions indicating this are observed in Sweden (61%), Portugal and Finland (both 56%), while the lowest are recorded in Greece (28%), Latvia (29%), and France and Romania (both 31%)

Nearly half of the citizens in Croatia (49%) and close to half in Slovenia (46%) think they **know enough to avoid or mitigate food risks**. At the other end of the scale, less than three in ten say this in Portugal (23%), Spain (25%), and France, Italy and Czechia (all 27%)

More than four in ten in Greece (43%) give **finding food safety information often highly technical and complex** as a reason not to pay attention to information about food safety.

QE9: Sometimes people do not pay attention to information about food safety (i.e. risks associated with eating certain foods) and this can happen due to several reasons. Which of the following reasons apply to you? Select up to three. (MAX. 3 ANSWERS) (%)



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QE9: Sometimes people do not pay attention to information about food safety (i.e. risks associated with eating certain foods) and this can happen due to several reasons. Which of the following reasons apply to you? Select up to three. (MAX. 3 ANSWERS) (%)

	EU27	BE	BG	CZ	DK	DE	EE	IE	EL	ES	FR	HR	IT	CY	LV	LT	LU	HU	MT	NL	AT	PL	PT	RO	SI	SK	FI	SE
I take it for granted that the food sold is safe	41	47	38	52	39	41	39	46	28	46	31	41	43	34	29	34	35	44	42	46	41	35	56	31	33	51	56	61
I know enough to avoid or mitigate food risks	30	30	34	27	37	31	42	38	37	25	27	49	27	39	43	37	30	30	43	45	29	30	23	28	46	36	40	43
I find food safety information is often highly technical and complex	27	27	25	13	15	34	19	21	43	17	21	34	38	25	21	18	18	33	33	14	36	22	24	28	21	26	17	14
I lack the time	15	14	14	20	8	15	15	16	16	13	17	18	13	21	15	14	18	16	15	12	21	14	7	17	10	22	13	18
I find food safety information not appealing	12	16	12	9	9	11	9	10	27	7	14	15	13	15	8	11	15	13	14	9	16	13	22	13	8	13	8	8
It is not relevant to me as I am healthy	11	13	12	9	14	8	11	11	5	6	11	12	13	7	10	10	12	14	16	14	22	13	16	13	8	7	6	9
I am not interested in food safety	7	7	7	8	5	7	6	7	3	5	5	6	7	2	6	10	6	10	13	6	14	11	5	9	4	5	3	4
Other (SPONTANEOUS)	2	1	1	1	3	1	3	0	2	4	1	1	1	0	1	2	3	1	0	1	2	0	2	3	3	0	1	1
None (SPONTANEOUS)	7	4	6	1	14	7	8	4	6	8	12	1	5	6	3	10	7	4	4	9	9	1	1	3	6	1	8	7
Don't know	2	1	3	3	8	2	3	3	1	4	3	0	1	3	3	2	0	1	1	0	1	2	2	2	0	1	2	2

1st Most Frequently Mentioned Item
2nd Most Frequently Mentioned Item
3rd Most Frequently Mentioned Item

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The **socio-demographic analysis** illustrates the following patterns:

- Women are slightly more likely to say that **they know enough to avoid or mitigate food risks** than men when it comes to reasons for why people do not pay attention to information about food safety (32%, compared to 29% of men).
- Individuals aged 55 or older are the most likely to indicate that **they know enough to avoid or mitigate food risks** (32%, compared with 24% of 15-24 year-olds). By contrast, the oldest age group is the least likely to say that **this is not relevant to them as they are healthy** (10%, compared with 15% of the 15-24 year-olds).
- Individuals who finished full-time education aged 20 or older are more likely to indicate as reasons the fact that they **know enough to avoid or mitigate food risks** (34%, compared with 24% of those who left education aged 15 or younger) and that they **lack the time** (17%, compared with 9%). Those who ended education aged 15 or younger are slightly more likely to say that they **find food safety information often highly technical and complex** (29%, compared with 24% of those ending education aged 20 or older).
- Self-employed say more often than individuals from other socio-professional categories that they **know enough to avoid or mitigate food risks** (35%, compared with 24-33%).
- Those who never or almost never have difficulties paying their bills are more likely to say they **know enough to avoid or mitigate food risks** (32%, compared with 25% of those who have difficulties most of the time) and that they **take for granted that the food sold is safe** (42% compared with 36%). In contrast, they are least likely to say that they **are not interested in food safety** (6%, compared with 12%).
- Individuals with a higher level of awareness of food risks are more likely to indicate as a reason for not paying attention to information about food safety the fact that **they know enough to avoid or mitigate food risks** (38% of those with a very high awareness level, compared with 18% of those with a very low level) and that they **take for granted that the food sold is safe** (40% compared with 32%). In contrast, those with a low or very low awareness level are more likely to say that this is **not relevant to them as they are healthy** (13%, compared with 8% of those with a very high level) and that they are **not interested in food safety** (11%, compared with 4%).
- Those who trust EU institutions on food risks are more likely to say that they **take for granted that the food sold is safe** compared with those who do not trust EU institutions (45% vs 32%).

QE9 Sometimes people do not pay attention to information about food safety (i.e. risks associated with eating certain foods) and this can happen due to several reasons. Which of the following reasons apply to you? Select up to three. (MAX. 3 ANSWERS)
(% - EU)

	I take it for granted that the food sold is safe	I know enough to avoid or mitigate food risks	I find food safety information is often highly technical and complex	I lack the time	I find food safety information not appealing	It is not relevant to me as I am healthy	I am not interested in food safety	Other (SPONTANEOUS)	None (SPONTANEOUS)	Don't know
EU27	41	30	27	15	12	11	7	2	7	2
Gender										
Man	41	29	26	16	13	12	7	1	6	2
Woman	40	32	27	14	11	9	6	2	7	2
Age										
15-24	41	24	27	17	12	15	7	1	8	2
25-39	40	29	25	20	12	13	8	1	6	2
40-54	41	32	27	17	13	10	6	2	6	2
55+	41	32	27	10	12	8	6	2	7	3
Education (End of)										
15-	41	24	29	9	12	9	8	2	6	4
16-19	40	30	28	14	13	11	7	1	5	2
20+	42	34	24	17	12	10	6	2	8	2
Still Studying	45	23	25	17	10	13	9	1	9	3
Socio-professional category										
Self-employed	39	35	25	18	14	11	7	2	7	1
Managers	43	32	25	21	12	11	6	1	7	1
Other white collars	41	30	26	20	13	11	7	1	6	2
Manual workers	39	30	27	17	12	12	7	1	5	2
House persons	37	28	27	10	10	7	8	2	6	3
Unemployed	37	25	27	13	13	12	7	3	7	3
Retired	42	33	28	7	12	8	6	2	7	3
Students	42	24	26	17	11	15	7	1	8	3
Difficulties paying bills										
Most of the time	36	25	28	15	14	11	12	3	5	3
From time to time	38	28	29	16	14	12	8	1	5	2
Almost never / Never	42	32	25	14	11	10	6	2	7	2
Index on the level of awareness of food risks										
Very high (13 to 15 topics)	40	38	26	14	10	8	4	2	10	1
High (10 to 12 topics)	45	33	26	16	13	10	5	2	7	2
Medium (6 to 9 topics)	44	30	29	13	13	11	7	2	6	3
Low (3 to 5 topics)	40	27	30	17	13	13	9	1	5	3
Very low (up to 2 topics)	32	18	19	14	14	13	11	1	3	4
Trust EU institutions on food risks										
Total 'Trust'	45	31	27	15	12	11	6	1	6	1
Total 'Not trust'	32	32	27	15	15	11	8	2	7	3

4. Awareness of the EU food safety system

Most EU citizens are aware of different aspects of the EU food safety system

Respondents were asked whether they agree or disagree with a series of statements about the EU food safety system. A large majority agree with each statement:

'There are regulations in place to make sure that the food you eat is safe' (79% 'agree');

'To decide how risky something could be for you to eat, the EU relies on scientists to give expert advice' (76%);

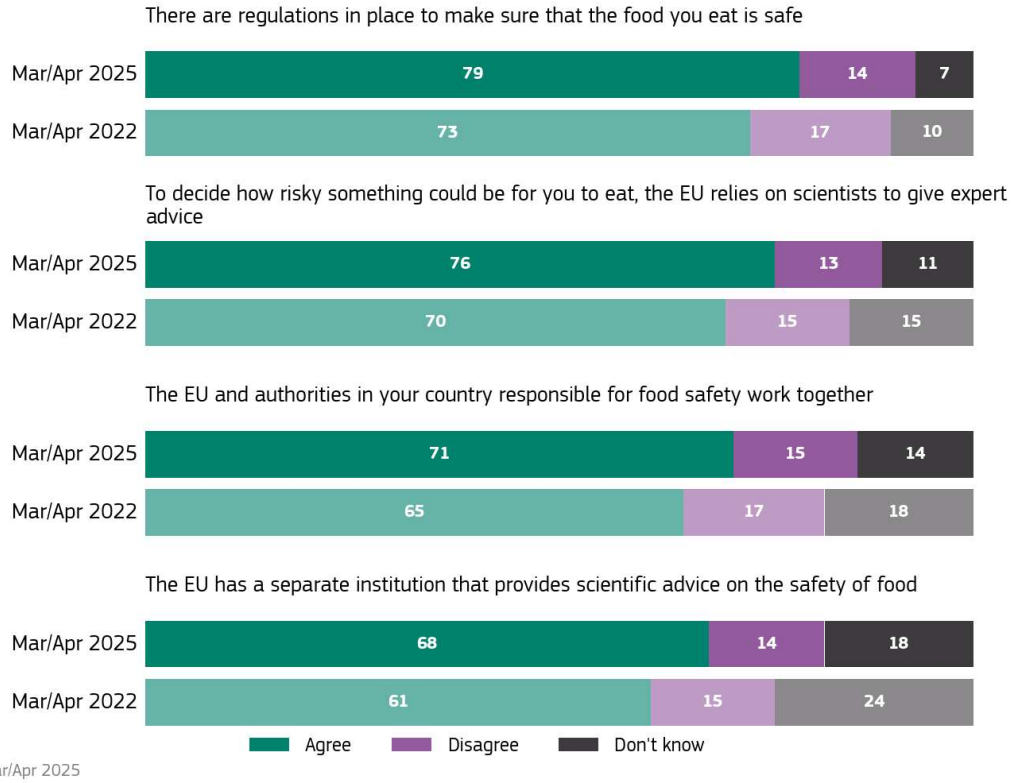
'The EU and authorities in your country responsible for food safety work together' (71%);

'The EU has a separate institution that provides scientific advice on the safety of food' (68%);

In terms of each statement, it can be observed that:

- Almost eight in ten EU citizens (79%) agree that there are regulations in place to make sure that the food they eat is safe, while 14% disagree with this statement. One in ten say (7%) they don't know. Since 2022, agreement with this statement has increased by 6 percentage points.
- More than seven in ten EU citizens (76%) agree that to decide how risky something could be for them to eat, the EU relies on scientists to give expert advice. Conversely, 13% disagree with the statement and an 11% say they don't know. Since 2022, agreement with this statement has increased by 6 percentage points.
- Around seven in ten EU citizens (68%) agree the EU has a separate institution that provides scientific advice on the safety of food, while 14% disagree with this statement. Almost one quarter (18%) say they don't know. Since 2022, agreement with this statement has increased by 7 percentage points.
- About two thirds of EU citizens (71%) agree that the EU and authorities in their country responsible for food safety work together, while 15% disagree with the statement. Around one in seven (14%) say they don't know. Since 2022, agreement with a statement has increased by 6 percentage points.

QE12: Please tell me which of the following statements you agree or disagree with: (%)



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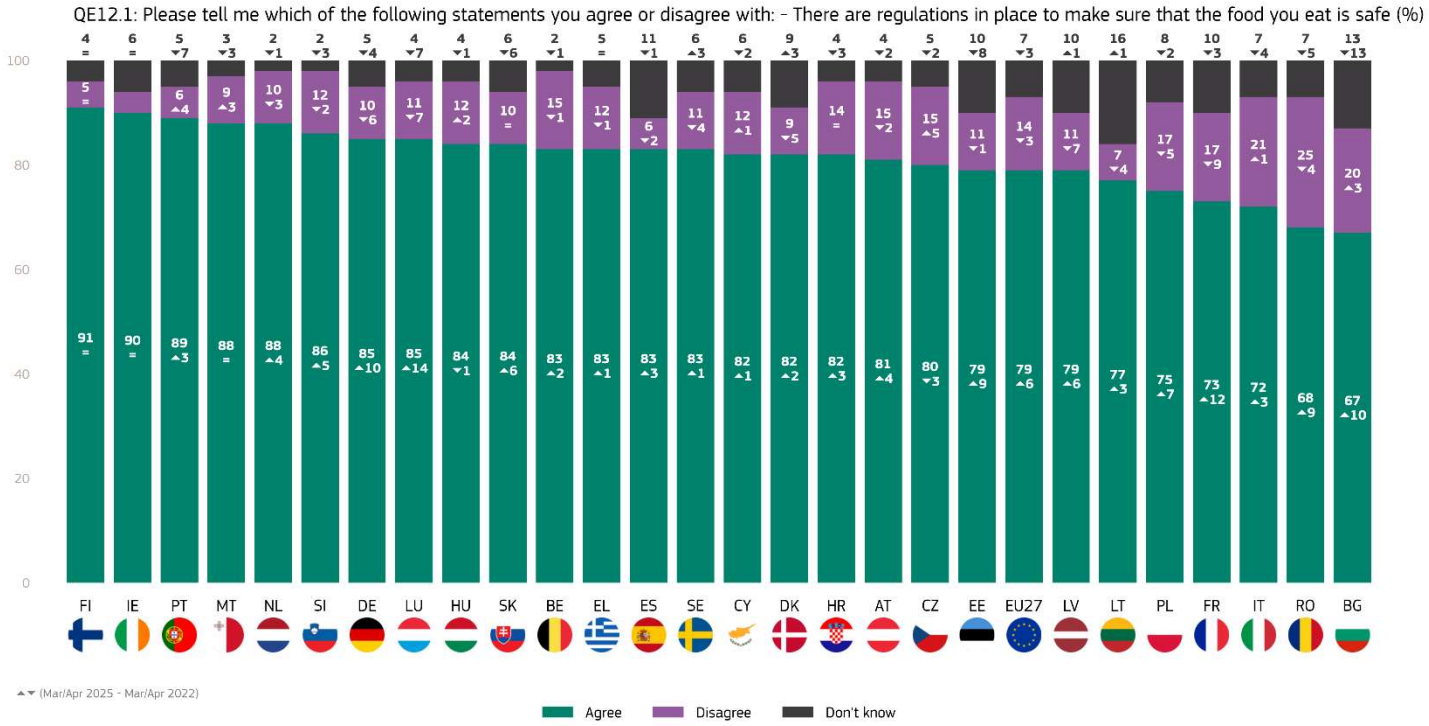
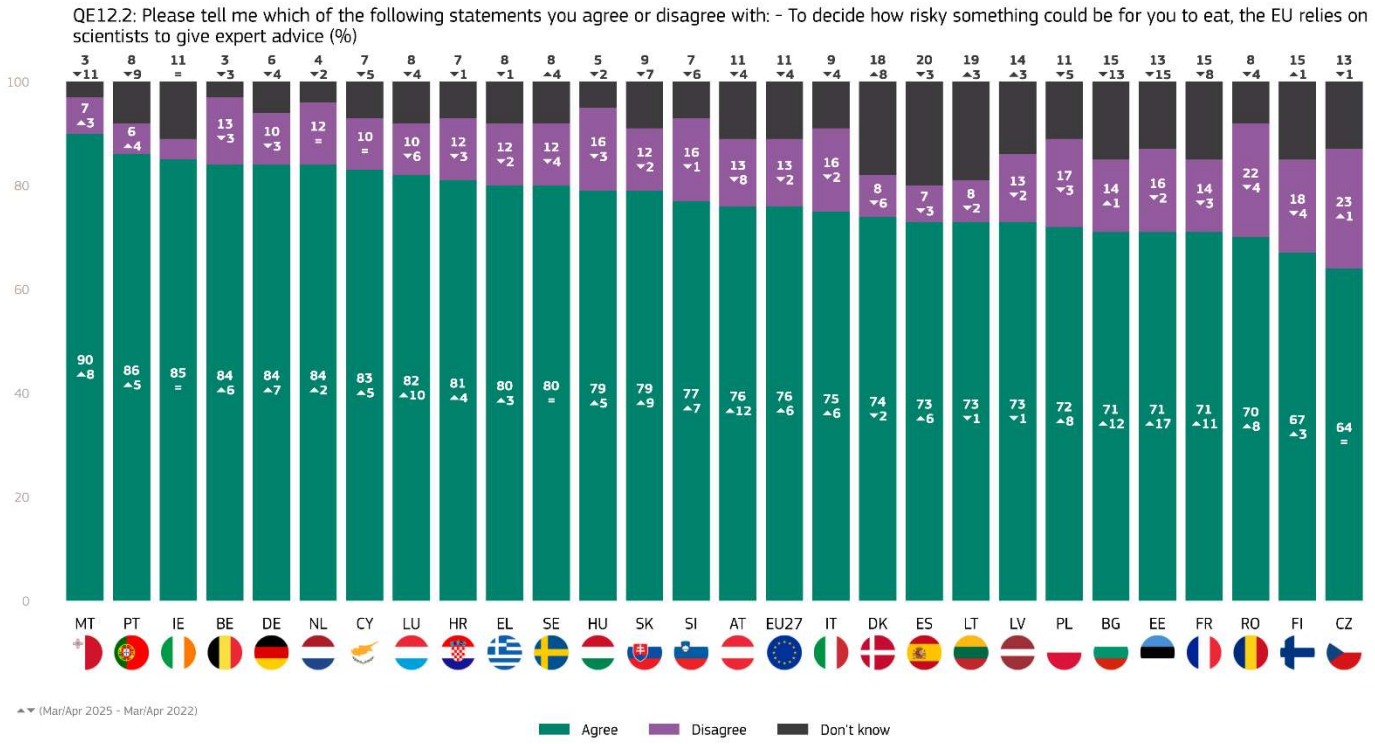
In all EU Member States, at least two thirds agree there are **regulations in place** to make sure that the food they eat is safe. The highest proportions who agree with this statement are observed in Finland (91%), Ireland (90%) and Portugal (80%), while the lowest proportions are found in Bulgaria (67%), Romania (68%) and Italy (72%).

The most significant changes in agreement with this statement since 2022 are observed in Germany (+10 pp.), Bulgaria (+10 pp.), France (+12 pp.), and Luxembourg (+14 pp.).



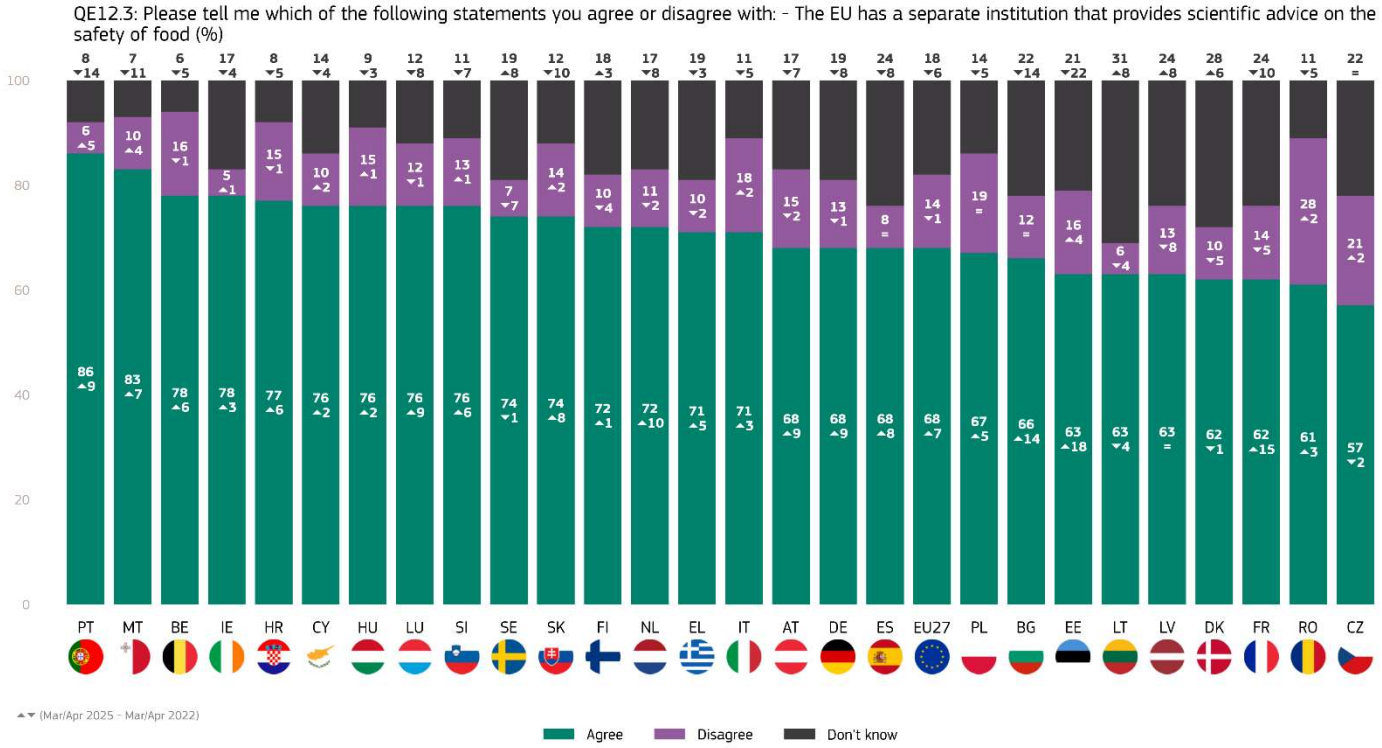
In 25 countries, at least seven in ten agree that, to decide **how risky something could be for them to eat, the EU relies on scientists to give expert advice**. Citizens in Malta (90%), Portugal (86%), and Ireland (85%) are the most likely to agree with this statement. At the opposite end of the spectrum, six in ten or more agree with the statement in Czechia (64%), Finland (67%) and Romania (70%).

The most significant changes in agreement with this statement since 2022 are observed in France (+11 pp.), Austria (+12 pp.), Bulgaria (+12 pp.), and Estonia (+17 pp.).



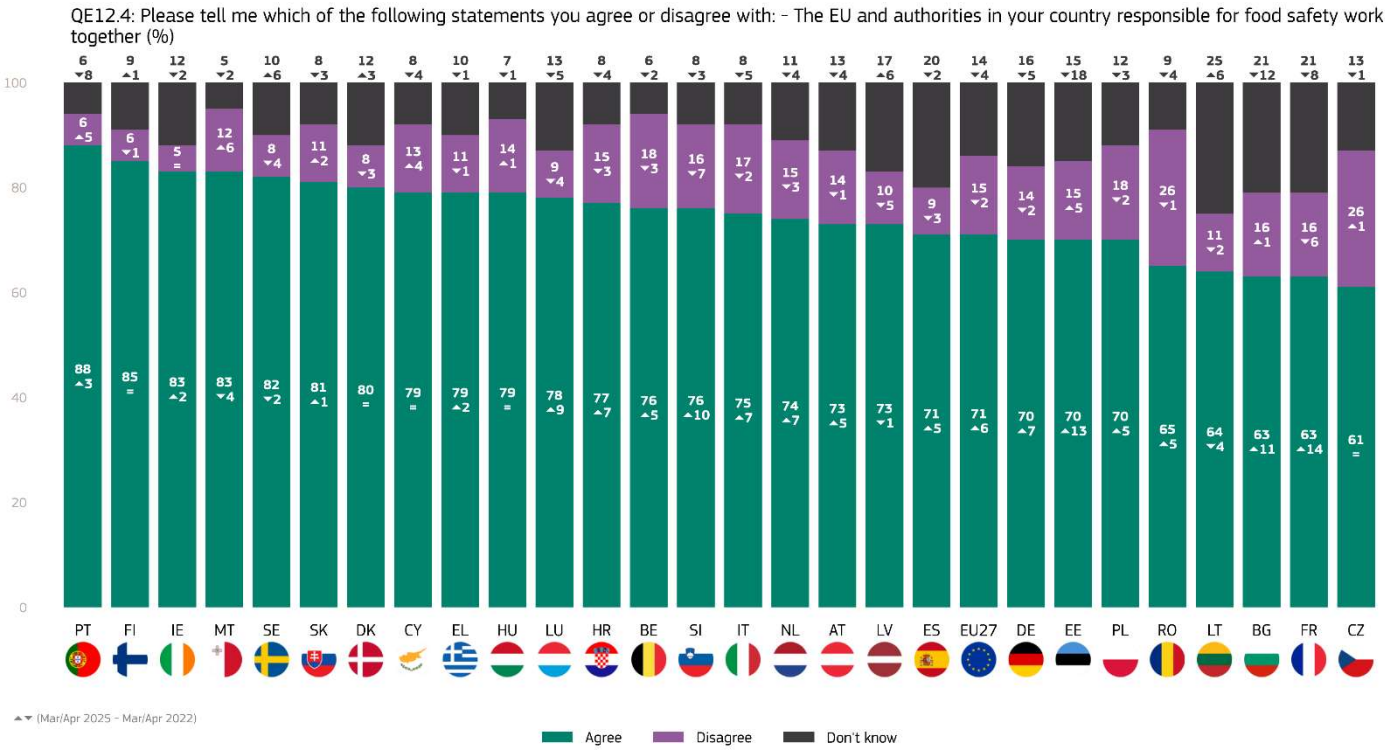
In 15 countries, more than two thirds of citizens agree that the **EU has a separate institution that provides scientific advice on the safety of food**. At least eight in ten agree with this statement in Portugal (86%), Malta (83%), and Belgium (78%). Conversely, around six in ten in Czechia (57%), Romania (61%), and France (62%) agree with the statement.

The most significant changes in agreement with this statement since 2022 are observed in Bulgaria (+14 pp.), France (+15 pp.), and Estonia (+18 pp.).



At least eight in ten citizens in 7 EU Member States agree that the **EU and authorities in their country responsible for food safety work together**. The highest shares who answer this way are observed in Portugal (88%), Finland (85%), and Ireland (83%), while more than six in ten say this in Czechia (61%), France and Bulgaria (both 63%), and Lithuania (64%).

The most significant changes in agreement with this statement since 2022 are observed in Bulgaria (+11 pp.), Estonia (+13 pp.), and France (+14 pp.).



The **socio-demographic analysis** shows the following:

- Individuals in the central age cohorts are more likely than their older or younger counterparts to agree with **all statements** included in the survey, while the oldest individuals show the lowest agreement on all statements.
- The longer individuals remained in full-time education, the more likely they are to agree with each statement. For instance, 83% of those ending education aged 20 or older agree that, **to decide how risky something could be for them to eat, the EU relies on scientists to give expert advice**, compared with 70% of those who left education aged 15 or younger.
- Managers are the most likely to agree with each of the statements. For instance, 75% of managers agree that the **EU has a separate institution that provides scientific advice on the safety of food,** compared with 61% of house persons.
- The less financial difficulties individuals have, the more likely they agree with each statement. This is especially the case for the statement **'there are regulations in place to make sure that the food you eat is safe'**, with 83% of those who never or almost never have difficulties paying their bills agreeing with this, compared with 68% of those who have difficulties most of the time.
- Those who are personally interested in food safety show a slightly higher level of agreement with all statements. For example, 79% of those who are interested in food safety agree that to decide how risky something could be for you to eat, **the EU relies on scientists to give expert advice**, compared to 74% among those with no interest.
- Those with a very low level of awareness of food risks are least likely to agree with each of the statement. For instance, 70% of individuals in this group agree **there are regulations in place to make sure that the food you eat is safe**, compared with 83% of those with a very high awareness level.
- Individuals who would change their food related behaviour in a specific situation show a higher level of agreement with all statements compared to those who would not change. For instance, 75% agree that **EU and authorities in their own country responsible for food safety work together** compared to 60% among those who would not change their behaviour regarding food preparation.
- Trust in EU institutions on food risks is also related to agreement with these statements: those who trust EU institutions exhibit a higher level of agreement with all statements. The most notable difference is **that EU and authorities in their own country responsible for food safety work together** (82% of those who trust compared to 50% who distrust).

QE12 Please tell me which of the following statements you agree or disagree with:
Total "Agree"
(% - EU)

	There are regulations in place to make sure that the food you eat is safe	To decide how risky something could be for you to eat, the EU relies on scientists to give expert advice	The EU and authorities in your country responsible for food safety work together	The EU has a separate institution that provides scientific advice on the safety of food
EU27	79	76	71	68
Gender				
Man	81	79	73	70
Woman	78	75	70	67
Age				
15-24	81	76	72	71
25-39	80	79	75	71
40-54	81	79	74	71
55+	77	74	68	64
Education (End of)				
15-	70	67	63	59
16-19	78	76	71	68
20+	83	79	74	71
Still Studying	83	81	76	75
Socio-professional category				
Self-employed	79	77	72	72
Managers	84	83	77	74
Other white collars	82	79	76	72
Manual workers	79	76	71	67
House persons	72	68	63	61
Unemployed	75	69	61	63
Retired	76	74	68	64
Students	84	80	76	73
Difficulties paying bills				
Most of the time	68	68	61	59
From time to time	74	72	69	64
Almost never / Never	83	80	74	71
Personally interested in food safety				
Yes	81	79	74	71
No	74	69	64	61
Index on the level of awareness of food risks				
Very high (13 to 15 topics)	83	80	75	72
High (10 to 12 topics)	83	79	71	67
Medium (6 to 9 topics)	80	76	70	67
Low (3 to 5 topics)	76	74	71	69
Very low (up to 2 topics)	70	69	67	64
Would change food preparation or consumption behaviour in a specific situation				
Total 'Likely'	82	80	75	72
Total 'Not likely'	73	66	60	58
Trust EU institutions on food risks				
Total 'Trust'	88	86	82	79
Total 'Not trust'	62	58	50	49

IV. Insights into consumer behaviour: an example in the area of foodborne diseases

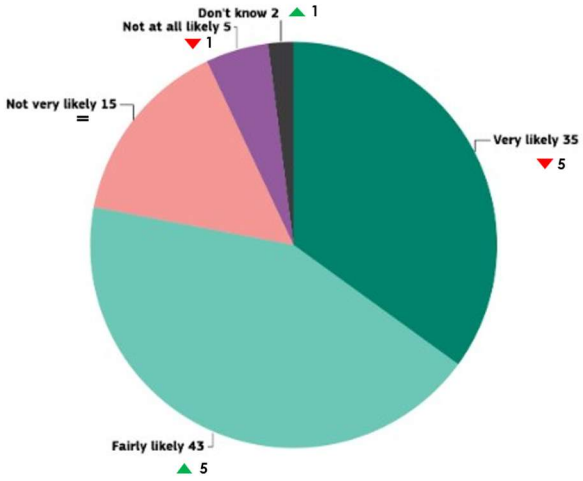
1. Likelihood of adapting food habits in response to foodborne illness

The final chapter of this report examines EU citizens' consumer behaviour in relation to foodborne diseases. Respondents to the survey were first invited to consider a fictitious scenario in which a news story reports a food poisoning incident involving Salmonella found in eggs, with authorities advising consumers to take a series of precautionary measures[20]. They were then asked questions on their food preparation and consumption behaviour in response to similar situations.

Almost eight in ten indicate they are likely to change their food preparation or consumption behaviour following a food poisoning incident

Across the EU as a whole, almost eight in ten citizens (78%) indicate they are **likely to change their food preparation or consumption behaviour** in a situation like the one described in the news story, including over a third who say they are 'very likely' to do so (35%). Around one in seven (15%) indicate they are not likely to change their behaviour in a similar circumstance, with 5% saying they are 'not at all likely' to do so. Another 1% say they don't know. The share of those who would likely change their food preparation or consumption behaviour has remained stable since 2022, while the proportion of citizens who answered 'not at all likely' has declined by 1 percentage point.

QE8a: How likely are you to change your food preparation or consumption behaviour in a situation like the one described in the news story? (EU27) (%)



Very likely	▼ 5
Fairly likely	▲ 5
Not very likely	=
Not at all likely	▼ 1
Don't know	▲ 1

▲▼ (Mar/Apr 2025 - Mar/Apr 2022)

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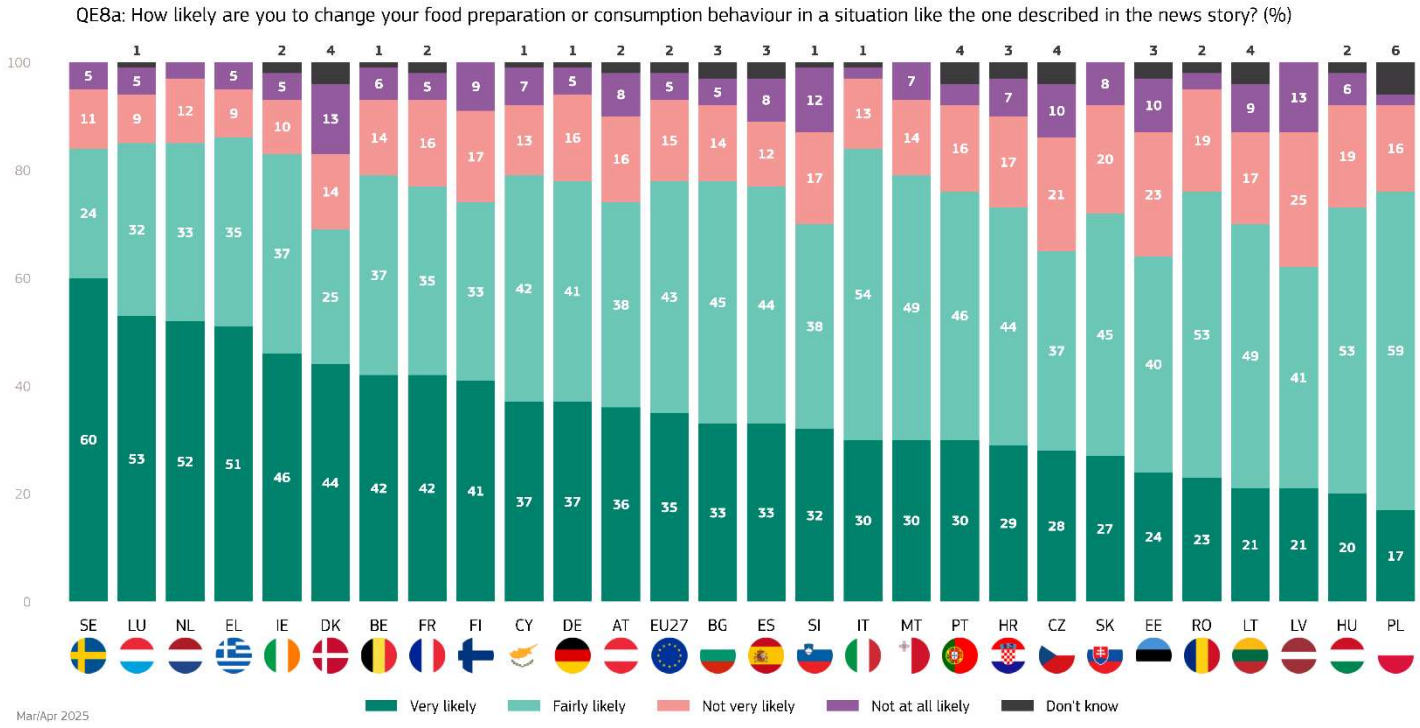
[20] Please imagine the following fictitious scenario: You see a news report about a food poisoning incident. Cases include people from different age groups, and some from the area you live in. Symptoms include behaviour fever, diarrhoea, and abdominal cramps, and some people have been hospitalized. There have been no deaths. Scientists traced the food poisoning to Salmonella found in eggs. As a precautionary measure, authorities advise consumers to wash hands thoroughly before and after handling raw eggs. Consumers should also clean surfaces and kitchen equipment effectively after use, and cook eggs thoroughly. Take a few moments to imagine yourself in this situation, and consider that you are someone who prepares and eats eggs. How likely are you to change your food preparation or consumption behaviour in a situation like the one described in the news story?

Large majorities in all EU Member States say they are very or fairly likely to change their food preparation or consumption behaviour in response to a food poisoning incident similar to the one described in the news story. This proportion ranges from 86% in Greece to less than two thirds in Latvia (62%). In addition, in four countries, about half or more say they are 'very likely' to change their behaviour: Sweden (60%), Luxembourg (53%), the Netherlands (52%), and Greece (51%).



The **socio-demographic analysis** illustrates that results for this question are broadly consistent across all socio-demographic groups. However, a few differences can be observed:

- Slightly higher proportions say they are likely to change their food preparation or consumption behaviour in a situation like the one described in the news story among the following subgroups: younger individuals (79-80% of 15-39 year olds, compared with 76% of those aged 55 or older), those who stayed longer in full-time education (81% of those ending education aged 20 or older, compared with 71% of those finishing aged 15 or younger) and managers and white-collar workers (82%, compared with 74% of retired or unemployed).
- The proportion of individuals saying they are likely to change their behaviour is also particularly high among those who are personally interested in food safety (84%, compared with 64% of those who are not interested) and those who have high awareness of food risks (82%, compared to 67% of those with low awareness).
- The share of individuals saying they are likely to change their behaviour is particularly high among those who say they trust EU institutions for information on food risks (83%, compared with 68% of those who do not trust them).

QE8a How likely are you to change your food preparation or consumption behaviour in a situation like the one described in the news story?

	Total 'Likely'	Total 'Not likely'	Don't know
EU27	78	20	2
Gender			
Man	76	22	2
Woman	79	19	2
Age			
15-24	79	18	3
25-39	80	18	2
40-54	79	20	1
55+	76	22	2
Education (End of)			
15-	71	25	4
16-19	77	21	2
20+	81	18	1
Still Studying	82	14	4
Socio-professional category			
Self-employed	78	20	2
Managers	82	17	1
Other white collars	82	16	2
Manual workers	78	21	1
House persons	79	19	2
Unemployed	74	24	2
Retired	74	24	2
Students	80	16	4
Difficulties paying bills			
Most of the time	75	23	2
From time to time	77	21	2
Almost never / Never	79	19	2
Personally interested in food safety			
Yes	84	15	1
No	64	32	4
Index on the level of awareness of food risks			
Very high (13 to 15 topics)	79	20	1
High (10 to 12 topics)	82	17	1
Medium (6 to 9 topics)	80	18	2
Low (3 to 5 topics)	79	19	2
Very low (up to 2 topics)	67	28	5
Trust EU institutions on food risks			
Total 'Trust'	83	16	1
Total 'Not trust'	68	30	2

2. Reasons for not changing food habits in response to foodborne Illness

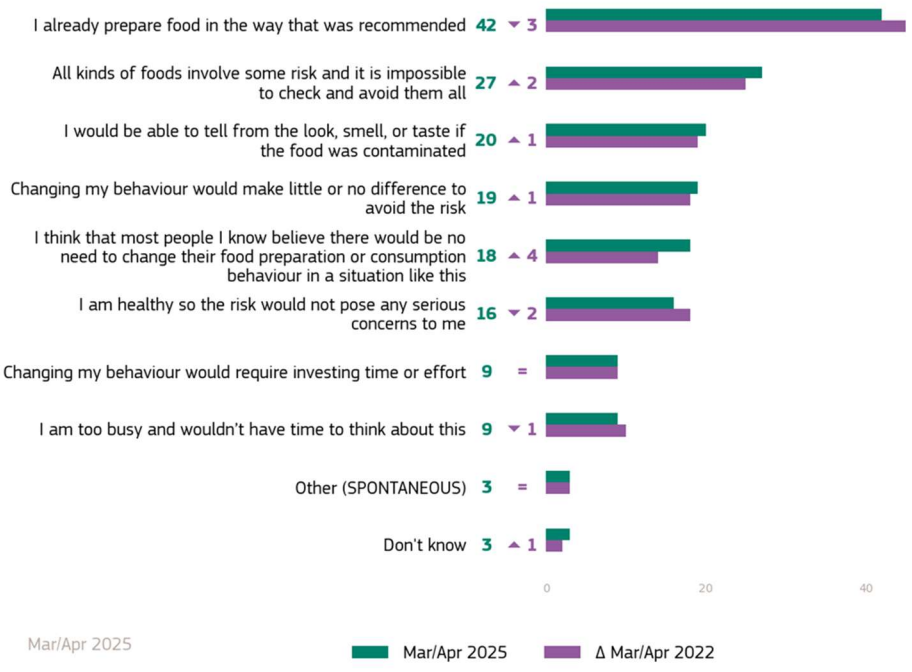
More than four in ten of those who say that they are not likely to change their behaviour report they already prepare food in the recommended way

Among EU citizens who *are not likely* to change food preparation or consumption behaviour in a situation like the one described in the news story (20% of all EU citizens, n=5,267), more than four in ten (42%) give the reason they **already prepare food in the way that is recommended**. More than one quarter (27%) indicate that **all kinds of foods involve some risk and it is impossible to check and avoid them all**, followed by two in ten who believe that they **would be able to tell from the look, smell, or taste if the food was contaminated** (20%), that **changing their behaviour would make little or no difference to avoid the risk** (19%) or that **most people they know believe there would be no need to change their food preparation or consumption behaviour in a situation like this** (18%).

More than one in ten (16%) state they **think they are healthy so the risk would not pose any serious concerns to them**, while less than one in ten say that **they are too busy and wouldn't have time to think about this** or that **changing their behaviour would require investing time or effort** (both 9%). Finally, 3% *spontaneously* mention other reasons and 3% say they don't know.

The share of citizens saying that **most people they know believe there would be no need to change their food preparation or consumption behaviour in a situation like this** has increased by 4 percentage points since 2022, while the proportion who said that they **already prepare food in the way that is recommended** has declined by 3 pp.. The remaining response options remained stable or showed only minor changes, with differences of just 1 to 2 pp. compared to 2022.

QE8b: Why would you likely not change your food preparation or consumption behaviour in the situation described? Select up to three. (MAX. 3 ANSWERS) (EU27) (%)



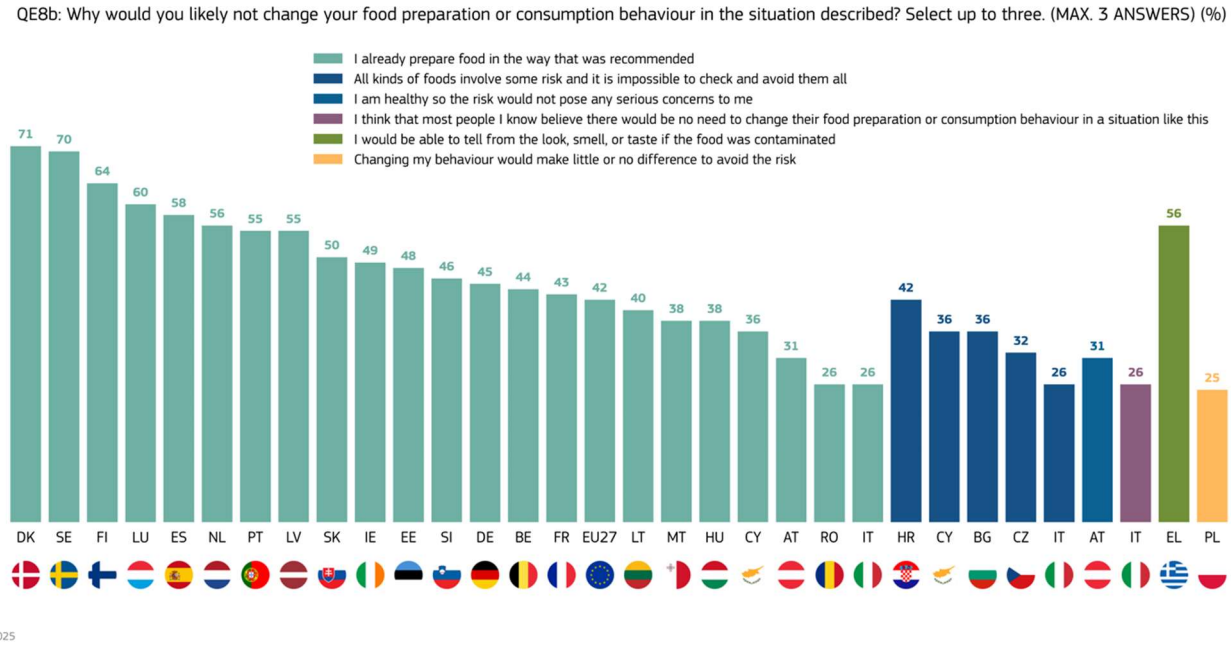
In 22 of the 27 EU Member States, the most frequently selected reason among citizens who are not likely to change their behaviour in a situation like the one described in the news story is that they **already prepare food in the way that is recommended**. The highest share is seen in Denmark (71%), Sweden (70%), and Finland (64%). At the opposite end of the scale, Bulgaria (17%) stands out for a low proportion saying this, followed by Poland (22%) and Croatia (24%).

Moreover, in Italy the same share of citizens (26%) also say that **most people they know believe there would be no need to change their food preparation or consumption behaviour in a situation like this**.

Most citizens in Greece indicate that they **would be able to tell from the look, smell, or taste if the food was contaminated** (56%). One quarter in Poland indicate that **changing their behaviour would require investing time or effort** (25%).

Moreover, in Austria, three in ten **think they are healthy so the risk would not pose any serious concerns to them** (31%).

In 5 EU Member States, at least one third of citizens unlikely to change their behaviour in response to a situation like the one described in the news story say that **all kinds of foods involve some risk, and it is impossible to check and avoid them**. The highest shares reporting this are found in Croatia (42%), Cyprus and Bulgaria (both 36%) and Czechia (32%).



QE8b: Why would you likely not change your food preparation or consumption behaviour in the situation described? Select up to three. (MAX. 3 ANSWERS) (%)

	EU27	BE	BG	CZ	DK	DE	EE	IE	EL	ES	FR	HR	IT	CY	LV	LT	LU	HU	MT	NL	AT	PL	PT	RO	SI	SK	FI	SE
I already prepare food in the way that was recommended	42	44	17	26	71	45	48	49	48	58	43	24	26	36	55	40	60	38	38	56	31	22	55	26	46	50	64	70
All kinds of foods involve some risk and it is impossible to check and avoid them all	27	31	36	32	21	27	28	19	24	21	31	42	26	36	28	30	25	33	32	25	25	23	16	23	24	34	29	28
I would be able to tell from the look, smell, or taste if the food was contaminated	20	19	23	14	15	15	24	23	56	27	15	34	19	31	10	18	15	26	19	9	26	24	21	24	24	29	23	26
Changing my behaviour would make little or no difference to avoid the risk	19	28	19	19	14	21	23	20	14	5	24	24	16	18	19	14	29	23	19	17	27	25	13	19	27	16	11	26
I think that most people I know believe there would be no need to change their food preparation or consumption behaviour in a situation like this	18	21	22	23	10	15	12	8	21	12	16	34	26	22	8	15	8	23	13	10	29	21	6	23	5	31	5	9
I am healthy so the risk would not pose any serious concerns to me	16	22	21	15	26	16	15	25	6	13	16	13	11	15	12	9	17	14	17	23	31	15	28	17	27	9	22	14
Changing my behaviour would require investing time or effort	9	17	12	5	12	7	8	13	2	5	7	14	16	12	3	11	5	11	12	12	14	9	13	14	5	6	5	7
I am too busy and wouldn't have time to think about this	9	18	9	12	4	8	11	7	5	6	8	24	14	14	7	7	10	11	11	7	12	12	10	13	5	11	3	4
Other (SPONTANEOUS)	3		2	1	5	6	3	2	4		3	0	3	2	1	6				1	7		3	7	2	1	3	2
Don't know	3		4	6	2	3	1	2		1	4	0	3	6	2	2		1	4	1	3	2	3	1	0	3	2	

1st Most Frequently Mentioned Item
2nd Most Frequently Mentioned Item
3rd Most Frequently Mentioned Item

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The **socio-demographic analysis** reveals the following patterns among individuals who say they are not likely to change their food preparation or consumption behaviour in the situation described in the news story:

- Women are more likely than men to report they **already prepare food in the way that is recommended** as a reason not to change their behaviour (46%, compared with 38%). Conversely, men are more likely to say **"I think that most people I know believe there would be no need to change their food preparation or consumption behaviour in a situation like this**" (20% vs 15% of women).
- Individuals among older age groups are more likely to say that **they already prepare food in the way that is recommended** (44% of those aged 55 or older, compared to 38% among 15-24 year-olds). The central age cohorts (aged 25-54) are the most likely to say that **all kinds of foods involve some risk and it is impossible to check and avoid them all** (28%, compared with 25-26% of the oldest and youngest groups). The youngest age group is more likely to report **they are healthy so the risk would not pose any serious concerns to them** (23%, compared with 13% of those aged 55 and older) and that **changing their behaviour would make little or no difference to avoid the risk** (22%, compared with 19%).
- Individuals who finished full-time education aged 20 or older are more likely than those who finished earlier to say they **already prepare food in the way that is recommended** (50%, compared with 37-40%). Conversely, those who finished full-time education earlier are more likely to say **they can tell from the look, smell, or taste if the food is contaminated** (24%, compared to 19%).
- Managers are most likely to say that **all kinds of foods involve some risk and it is impossible to check and avoid them all** (33%, compared to 19-30% of those in other occupations). While house persons and retirees are the most likely to say that **they are already preparing food in the way that is recommended** (46-47%, compared to 36-43% of those in other occupations).
- Those who are interested in food safety are the most likely to **already prepare food in the way that is recommended** (52%, compared to 29% of those who interested), as well as individuals with high or very high awareness of food risks (52-55%, compared to 19% of those with very low awareness).

QE8b Why would you likely not change your food preparation or consumption behaviour in the situation described? Select up to three. (MAX. 3 ANSWERS)

	I already prepare food in the way that was recommended	All kinds of foods involve some risk and it is impossible to check and avoid them all	I would be able to tell from the look, smell, or taste if the food was contaminated	Changing my behaviour would make little or no difference to avoid the risk	I think that most people I know believe there would be no need to change their food preparation or consumption behaviour in a situation like this	I am healthy so the risk would not pose any serious concerns to me	Changing my behaviour would require investing time or effort	I am too busy and wouldn't have time to think about this	Other (SPONTANEOUS)	Don't know
EU27	42	27	20	19	18	16	9	9	3	3
Gender										
Man	38	27	19	20	20	17	9	10	3	3
Woman	46	27	22	17	15	15	9	8	2	2
Age										
15-24	38	25	15	22	16	23	12	9	3	2
25-39	41	28	20	17	18	19	9	12	3	2
40-54	40	28	23	19	17	16	9	12	2	3
55+	44	26	20	19	18	13	9	7	3	3
Education (End of)										
15-	40	28	24	14	14	12	11	9	4	4
16-19	37	26	20	19	21	17	8	10	3	3
20+	50	28	19	19	15	16	9	8	2	2
Still Studying	38	21	12	31	13	24	14	8	4	4
Socio-professional category										
Self-employed	40	25	16	16	19	15	11	14	4	1
Managers	42	33	21	21	16	14	7	11	3	2
Other white collars	40	28	23	19	22	18	8	14	2	2
Manual workers	39	27	21	18	18	20	8	12	1	2
House persons	47	24	22	17	12	11	13	5	3	4
Unemployed	36	30	21	19	23	14	10	9	3	7
Retired	46	26	20	19	17	13	9	6	4	3
Students	43	19	13	21	11	23	13	7	5	3
Personally interested in food safety										
Yes	52	27	21	17	16	15	7	8	3	2
No	29	27	19	22	20	17	11	11	2	4
Index on the level of awareness of food risks										
Very high (13 to 15 topics)	55	27	22	20	16	13	6	6	4	2
High (10 to 12 topics)	52	36	20	22	17	14	6	7	2	1
Medium (6 to 9 topics)	42	27	21	21	19	17	10	8	3	2
Low (3 to 5 topics)	36	29	20	18	21	20	12	14	2	2
Very low (up to 2 topics)	19	17	17	14	16	17	12	14	2	6

3. Food safety practices in response to foodborne Illness

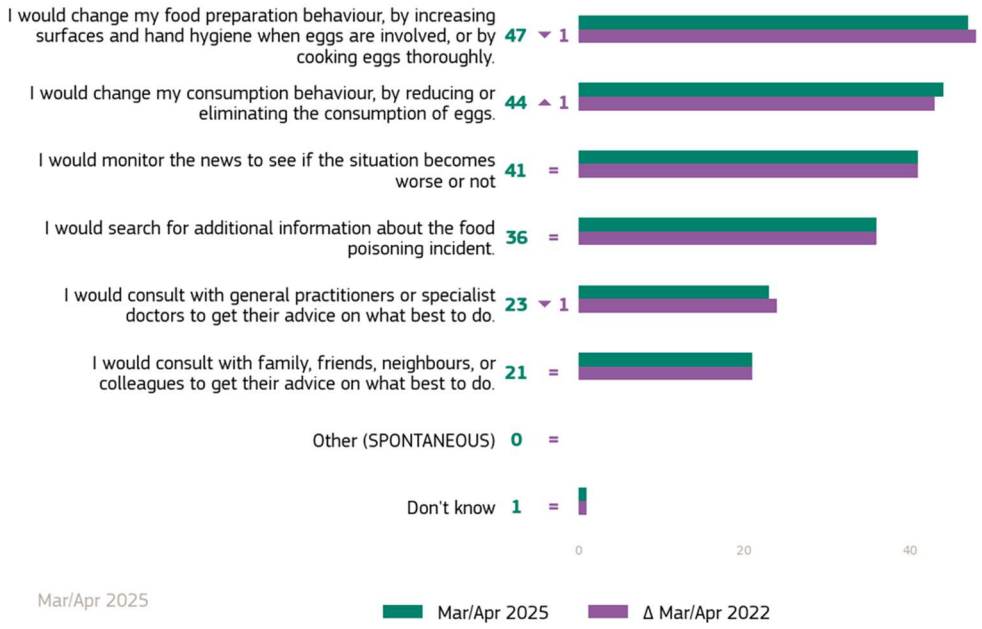
Almost half of EU citizens who are likely to change their behaviour say they would modify how they prepare food

Among EU citizens who *are likely* to change their behaviour in a situation like the one described in the news story (78% of all citizens, n=20,596), almost half (47%) **would change their "food preparation behaviour, by increasing surfaces and hand hygiene when eggs are involved, or by cooking eggs thoroughly"**, followed by more than four in ten who **would change their consumption behaviour, by reducing or eliminating the consumption of eggs** (44%) or who **would monitor the news to see if the situation becomes worse or not** (41%).

More than one third (36%) **would search for additional information about the food poisoning incident**, while more than two in ten **would consult with general practitioners or specialist doctors** (23%) or **with family, friends, neighbours, or colleagues** (21%) **to get their advice on what best to do**. 1% say they don't know.

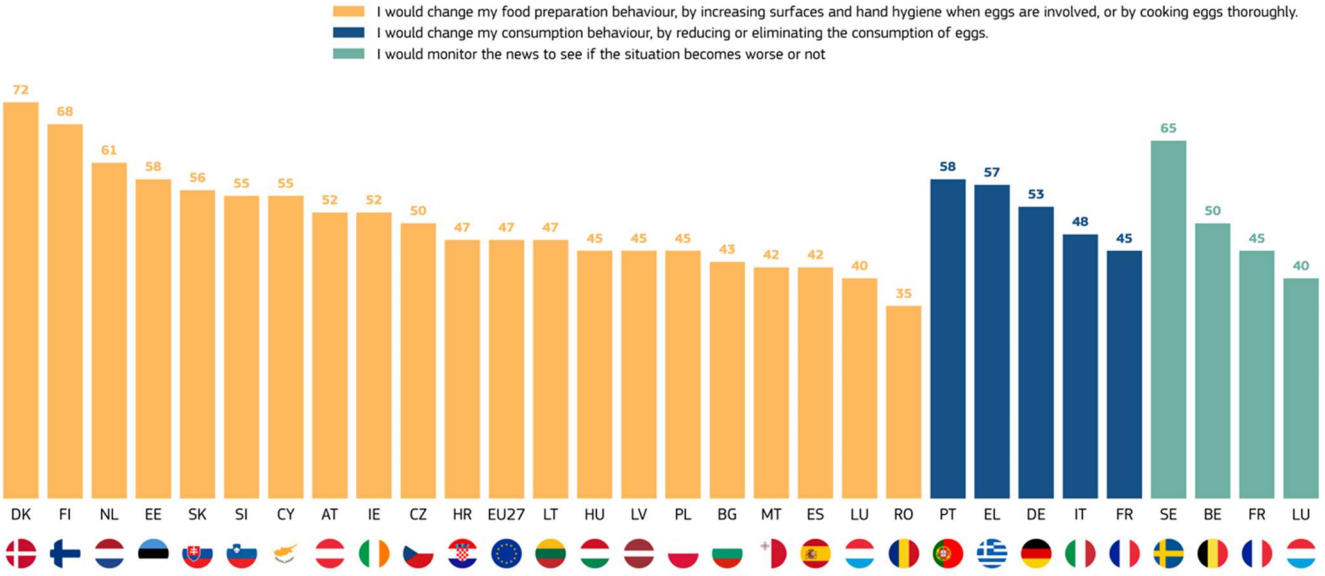
The share of citizens selecting the listed options has remained largely unchanged, with most differences limited to just 1 percentage point compared to 2022.

QE8c: What would you change in a situation like this? Select up to three things you would do. (MAX. 3 ANSWERS) (EU27) (%)



In 20 countries, **changing food preparation behaviour** is the most frequently reported action among citizens who are likely to change their behaviour in response to a food poisoning incident. In contrast, **changing consumption behaviour** is the most commonly reported action in five countries: Portugal (58%), Greece (57%), Germany (53%), Italy (48%), and France (45%). In Sweden (6%), Belgium (50%), France (45%), and Luxembourg (40%), the most common response is to **monitor the news to see if the situation becomes worse or not**.

QE8c: What would you change in a situation like this? Select up to three things you would do. (MAX. 3 ANSWERS) (%)



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QE8c: What would you change in a situation like this? Select up to three things you would do. (MAX. 3 ANSWERS) (%)

	EU27	BE	BG	CZ	DK	DE	EE	IE	EL	ES	FR	HR	IT	CY	LV	LT	LU	HU	MT	NL	AT	PL	PT	RO	SI	SK	FI	SE
I would change my food preparation behaviour, by increasing surfaces and hand hygiene when eggs are involved, or by cooking eggs thoroughly.	47	45	43	50	72	52	58	52	54	42	44	47	41	55	45	47	40	45	42	61	52	45	22	35	55	56	68	64
I would change my consumption behaviour, by reducing or eliminating the consumption of eggs.	44	44	36	39	33	53	34	46	57	38	45	31	48	25	31	37	39	41	33	51	48	27	58	29	28	37	58	52
I would monitor the news to see if the situation becomes worse or not	41	50	34	39	60	48	40	37	31	32	45	39	36	26	38	31	40	33	35	57	46	28	44	23	31	34	64	65
I would search for additional information about the food poisoning incident.	36	36	33	26	42	39	36	35	41	34	37	33	36	47	38	27	34	32	36	36	38	28	35	34	37	32	31	54
I would consult with general practitioners or specialist doctors to get their advice on what best to do.	23	22	31	19	7	20	20	18	30	21	24	30	33	30	17	16	31	20	37	10	28	19	22	32	24	20	5	3
I would consult with family, friends, neighbours, or colleagues to get their advice on what best to do.	21	18	30	26	22	20	24	28	31	20	16	38	20	31	14	32	25	35	23	17	27	18	29	33	30	32	8	20
Other (SPONTANEOUS)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	2	0	0	1	0	0	0	0	0	0	0	0
Don't know	1	0	0	0	1	0	1	1	0	2	1	0	0	3	1	1	0	0	1	0	1	0	0	0	0	0	0	0

1st Most Frequently Mentioned Item
2nd Most Frequently Mentioned Item
3rd Most Frequently Mentioned Item

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The **socio-demographic analysis** reveals the following patterns among individuals who said they are likely to change their behaviour in a situation like the one described in the news story:

- The youngest age group (ages 15-24) are the most likely to say that, in a similar situation, they would **consult with family, friends, neighbours, or colleagues to get their advice on what best to do** (27%, compared with 18-22% of older individuals) and the least likely to say they **would consult with general practitioners or specialist doctors** (18%, compared with 23-24%). The central age cohorts (aged 25-54) are marginally more likely than their older or younger counterparts to say they **would change food preparation behaviour, by increasing surfaces and hand hygiene when eggs are involved, or by cooking eggs thoroughly** (48%, compared with 45-46%) and that they **would search for additional information about the food poisoning incident** (37-40%, compared with 34-35%).
- The longer individuals stayed in full-time education, the more likely they are to say that they **would search for additional information about the food poisoning incident** (40% of those ending education aged 20 or older, compared with 28% of those who stayed until the age of 15 or younger), that they would **change their food preparation behaviour** (54%, compared with 38%) and that they **would monitor the news to see if the situation becomes worse or not** (46%, compared with 39%).

Conversely, the shorter the time in which individuals remained in full-time education the more likely they are to indicate that they **would consult with family, friends, neighbours, or colleagues** (29% of those ending education aged 15 or younger, compared with 17% of those who finished aged 20 or older) and that they **would consult with general practitioners or specialist doctors** (29%, compared with 20%) to get their advice on what best to do.

- Managers are most likely to say that, in a similar situation, they **would change food preparation behaviour, by increasing surfaces and hand hygiene when eggs are involved, or by cooking eggs thoroughly** (54%, compared with 34-47% among others socio-professional categories), that they **would monitor the news to see if the situation becomes worse or not** (45%, compared with 38-43%), and that they would **search for additional information about the food poisoning incident** (41%, compared with 34-38%).
- Those who are interested in food safety tend to choose more often all listed statements than those who are not interested. For example, it is more likely that they **would search for additional information about the food poisoning incident** (38%) compared to one third of those who are not interested (29%).
- Those with a low level of awareness of food risks are the most likely to say that **would consult with general practitioners or specialist doctors** (28%, compared with 19-24% with higher awareness) to get their advice on what best to do.

QE8c What would you change in a situation like this? Select up to three things you would do. (MAX. 3 ANSWERS) (% - EU)

	I would change my food preparation behaviour, by increasing surfaces and hand hygiene when eggs are involved, or by cooking eggs thoroughly.	I would change my consumption behaviour, by reducing or eliminating the consumption of eggs.	I would monitor the news to see if the situation becomes worse or not	I would search for additional information about the food poisoning incident.	I would consult with general practitioners or specialist doctors to get their advice on what best to do.	I would consult with family, friends, neighbours, or colleagues to get their advice on what best to do.	Other (SPONTANEOUS)	Don't know
EU27	47	44	41	36	23	21	0	1
Gender								
Man	46	44	41	36	22	21	0	1
Woman	47	45	41	36	23	21	0	1
Age								
15-24	46	45	39	35	18	27	0	0
25-39	48	45	41	40	23	20	0	1
40-54	48	44	40	37	23	18	0	1
55+	45	45	42	34	24	22	0	1
Education (End of)								
15-	38	41	39	28	29	29	0	1
16-19	44	45	38	34	24	22	0	0
20+	54	45	46	40	20	17	0	1
Still Studying	43	42	39	36	18	30	0	0
Socio-professional category								
Self-employed	45	46	39	38	24	17	1	0
Managers	54	45	45	41	20	19	0	1
Other white collars	47	43	41	37	24	23	0	0
Manual workers	47	44	38	34	22	21	0	1
House persons	34	46	40	31	26	24	0	1
Unemployed	46	43	39	37	23	21	0	1
Retired	46	45	43	34	24	22	0	1
Students	45	44	39	37	18	25	0	0
Difficulties paying bills								
Most of the time	42	45	35	30	24	25	0	0
From time to time	42	43	37	35	26	25	0	0
Almost never / Never	49	45	43	37	21	19	0	1
Personally interested in food safety								
Yes	48	45	42	38	24	21	0	1
No	42	41	37	29	18	21	0	1
Index on the level of awareness of food risks								
Very high (13 to 15 topics)	56	48	46	44	19	18	0	0
High (10 to 12 topics)	55	50	49	40	21	19	0	0
Medium (6 to 9 topics)	47	48	41	35	24	24	0	1
Low (3 to 5 topics)	38	42	35	31	28	23	0	1
Very low (up to 2 topics)	27	24	26	20	21	24	0	1
Trust EU institutions on food risks								
Total 'Trust'	49	45	42	37	22	21	0	0
Total 'Not trust'	41	44	36	34	25	21	0	1

Conclusion

The results of the Eurobarometer survey on 'Food safety in the EU' clearly show that EU citizens are interested in food safety, that they are generally aware of food safety topics, and that they take into account food safety concerns in their behaviour as consumers. In particular, seven in ten across the EU as a whole (and a majority in 25 of the 27 EU Member States) are **personally interested in the topic of food safety** (72%). **Food safety** is also one of the main factors driving EU citizens' food-purchasing decisions (46%), after **cost** (60%, +6 percentage points since 2022) and **taste** (51%)**.** Three in ten EU citizens have a high or very high level of awareness of food safety topics, with **additives, like colours, preservatives or flavourings used in food or drinks** (71%), **pesticide residues in food** (67%), and **diseases found in animals** (65%) being the topics with the highest awareness.

In terms of concerns, themes related to **presence of chemical contaminants and additives** are the ones EU citizens most commonly report when asked to spontaneously mention the problems or risks they are concerned about (28%). In addition, among those who have heard of at least one food safety-related topic, **pesticide residues in food** (39%) and **antibiotic, hormone or steroid residues in meat** (36%) top the list of concerns. Four in ten EU citizens are equally concerned about having a **healthy diet** as they are about **food risks**, while a larger proportion is more concerned about having a healthy diet than about food risks (34% vs 23%). When asked about the best approach to having a healthy diet, **eating more fruits and vegetables** is considered by far the most important behaviour to adopt. Lastly, nearly nine in ten EU citizens believe that human health is moderately or strongly impacted by **animal issues and their welfare, environmental issues**, or **plant issues**.

When it comes to sources of information about food risks, **television** is the most common source, reported by over half of EU citizen (55%), although its popularity has decreased by 6 percentage points since 2022. The next most common sources of information are **exchanges with family, friends, neighbours, or colleagues** (42%) and **Internet search engines** (38%).

General practitioners and specialist doctors are the most trusted source of information on food risks (90%), with high trust levels also recorded for **scientists working at a university or publicly-funded research organisation** (84%), **consumer organisations**, **farmers and primary producers** (both 82%), **environmental or health NGOs** (72%)**, national authorities** (70%), and **EU institutions** (69%).

When asked about the reasons for not paying attention to information about food safety, four in ten EU citizens say **they take it for granted that the food sold is safe** (41%) followed by one in three saying **they know enough to mitigate food risks** (30%).

There is a very high level of awareness of different aspects of the systems in place to ensure food safety in the EU, with large majorities agreeing with the four given statements, each representing a different facet of the EU food safety system. In particular, around seven in ten agree that **regulations are in place to make sure that food is safe** (+6 pp. since 2022), that the **EU relies on scientists to give expert advice on food risks** (+6 pp.), that the **EU and the authorities in their country responsible for food safety work together** (+6 pp.), and that the **EU has a separate institution providing scientific advice** (+7 pp.).

Moreover, in this survey, EU citizens were invited to imagine a fictitious scenario involving a news story reporting a food poisoning incident. Respondents were then asked about their food preparation and consumption behaviour in response to a similar situation. Nearly eight in ten say they are **likely to change their behaviour** in response to such an event (78%). Among those who are not likely to change their behaviour, the most commonly given reason is that they **already prepare food in the recommended way** (42%).

The analysis of the survey results by country reveals significant variations in awareness, concerns, sources of information, trust, and awareness of food systems across the EU Member States. Citizens in Cyprus and Greece are among those who are most interested in the topic of food safety, while more than half in Italy and Romania choose food safety as a main driver of food-purchasing decisions. The level of awareness about food safety topics varies notably across the Member States. **Additives** is the topic citizens are most commonly aware of in 15 countries - most notably in Sweden (96%), Denmark (85%) and Latvia (82%). This is followed by **pesticide residues**, which is the most common response in six countries, most notably in Greece (89%), France and Slovenia (both 81%).

In terms of top concerns based on the list of topics citizens are aware of, **pesticide residues in food** is the top concern in eleven Member States, most notably in Greece (62%), Portugal (57%) and France (52%). This is followed by **microplastics found in food**, which is the top concern in six countries, most notably in Denmark and Finland (both 51%) and the Netherlands (48%).

Awareness of the EU food safety system is highest in Malta and Portugal, where citizens are most likely to agree that the EU has a **separate institution for food safety** (83-86%) and that the **EU relies on scientific advice on food risk** (86-90%). Citizens in Portugal along with Sweden, report the highest level of **trust in EU institutions as a source of food risks**

information (both 87%), while it is the lowest in Greece and Romania (both 57%).

Patterns also emerge in terms of socio-demographic characteristics of EU citizens. For instance, those with a higher level of education and in better socio-economic conditions are more likely to be aware of food safety topics and of the different aspects of the EU food safety system. In addition, higher levels of interest in food safety are also found among those with a higher level of education. Age plays an important role in differentiating citizens' attitudes when it comes to sources of information about food risks, with younger EU citizens being more likely to get their information from online sources (e.g. internet search engines or online social networks and blogs) and those in older age cohorts being more likely to rely on traditional sources (e.g. television, newspapers or radio). Lastly, there is strong evidence of positive relation between awareness of food-related risks and interest in food safety.

The latest survey reveals notable shifts in food safety perceptions and concerns among EU citizens. The importance of food safety has not changed since 2022, but the importance of cost when purchasing food has risen by 6 pp.. Awareness of food safety has increased since 2022 for all topics covered, with the largest increase seen in awareness about microplastics in food and biotechnology (+8 pp.). Additionally, concern about microplastics in food has risen by 4 pp.. The leading concern (unprompted question) has shifted from the health impact of food to the presence of chemical contaminants (mentioned by 28%). Television has remained the primary source of food risk information but has declined by 6 pp., while online social media has gained popularity. Trust in national authorities and EU institutions has also seen a rise by 3-4 pp., and awareness of the EU food safety system has considerably improved across all listed aspects by 6-7 pp.. These changes reflect a growing awareness and concern about food safety among EU citizens, as well as a slight shift in the sources of information they rely on.

The study includes a number of additional analyses by Member State and by socio-demographic category – a wealth of findings for all actors in the EU food safety system to use in future years as it continues to provide EU consumers with one of the safest food systems in the world.

Technical Specifications

Between 26 March and 22 April 2025, Verian carried out wave 103.3 of the EUROBAROMETER survey, commissioned by the European Commission, Directorate-General for Communication, "Media monitoring and Eurobarometer" Unit.

Wave 103.3 includes the *"Food Safety"* survey conducted for EFSA. It covers the population of the respective nationalities of the European Union Member States, resident in each of the 27 Member States and aged 15 years and older. The "Food Safety" survey has also been carried out in several other countries and territories: Albania, Bosnia and Herzegovina, Territory of Kosovo*, Montenegro, North Macedonia, Serbia, and Türkiye[21].

The basic sample design applied in all countries and territories is a multi-stage, random (probability) one. In each country, a number of sampling points were drawn with probability proportional to population size (for total coverage of the country) and to population density.

In order to do so, the sampling points were drawn systematically from each of the "administrative regional units", after stratification by individual unit and type of area. They thus represent the whole territory of the countries surveyed according to the EUROSTAT NUTS II (or equivalent) and according to the distribution of the resident population of the respective nationalities in terms of metropolitan, urban and rural areas[22].

In each of the selected sampling points, a starting address was drawn at random. Further addresses (every *n*th address) were selected by standard "random route" procedures, from the initial address. In each household, the individual was drawn at random (following the "closest birthday rule"). If no one answered the interviewer in a household, or if the individual selected was not available (not present or busy), the interviewer revisited the same household up to three additional times (four contact attempts in total). Interviewers never indicate that the survey is conducted on behalf of the European Commission beforehand; they may give this information once the survey is completed, upon request.

The recruitment phase was slightly different in the Netherlands, Finland, and Sweden. In these countries, a sample of addresses within each areal sampling point (1km^2 grid) were selected from the address or population register (in Finland, selection is not done in all sample points, but in some where response rates are expected to improve). The selection of addresses was done in a random manner. Households were then contacted by telephone and recruited to take part in the survey. In the Netherlands a dual frame Random Digit Dialling (RDD) sample (mobile and landline numbers) is used. The selection of numbers on both frames is done in a random manner with each number getting an equal probability of selection. Unlike Sweden and Finland, the sample is un-clustered.

**This designation is without prejudice to positions on status, and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo declaration of independence.*

[21] Data for these countries is not included in this report, which covers only the EU27. However, it is available in the dedicated country factsheets on the EFSA website: https://www.efsa.europa.eu/en/corporate/pub/eurobarometer25.

[22] Urban Rural classification based on DEGURBA (https://ec.europa.eu/eurostat/web/degree-of-urbanisation/background)

Special Eurobarometer 103.3
Food safety

	COUNTRIES	INSTITUTES	N° INTERVIEWS	FIELDWORK DATES		POPULATION 15+	PROPORTION EU27
BE	Belgium	MOM Belgium	1,009	3/26/2025	4/15/2025	9,892,796	2.58%
BG	Bulgaria	Kantar TNS BBSS	1,036	3/26/2025	4/14/2025	5,534,456	1.44%
CZ	Czechia	STEM/MARK	1,030	3/27/2025	4/7/2025	9,172,797	2.39%
DK	Denmark	Mantle Denmark (Verian)	989	3/26/2025	4/22/2025	5,022,981	1.31%
DE	Germany	Mantle Germany (Verian)	1,506	3/26/2025	4/15/2025	71,818,299	18.72%
EE	Estonia	B&B Research OÜ	1,002	3/26/2025	4/15/2025	1,154,359	0.30%
IE	Ireland	B and A Research	1,002	3/26/2025	4/15/2025	4,338,938	1.13%
EL	Greece	Kantar Greece	1,015	3/26/2025	4/15/2025	9,041,201	2.36%
ES	Spain	Mantle Spain (Verian)	1,007	3/26/2025	4/19/2025	42,189,318	11.00%
FR	France	MOM France	1,001	3/26/2025	4/15/2025	56,855,864	14.82%
HR	Croatia	Hendal	1,016	3/27/2025	4/14/2025	3,319,752	0.87%
IT	Italy	Testpoint Italia	1,033	3/29/2025	4/14/2025	51,784,963	13.50%
CY	Rep. Of Cyprus	CYMAR Market Research	504	3/26/2025	4/11/2025	818,909	0.21%
LV	Latvia	Kantar TNS Latvia	1,013	3/26/2025	4/15/2025	1,579,066	0.41%
LT	Lithuania	Norstat LT	1,007	3/26/2025	4/14/2025	2,467,008	0.64%
LU	Luxembourg	ILRES	508	3/26/2025	4/14/2025	566,303	0.15%
HU	Hungary	Kantar Hoffmann	1,024	3/27/2025	4/14/2025	8,199,448	2.14%
MT	Malta	MISCO International	500	3/27/2025	4/17/2025	493,961	0.13%
NL	Netherlands	MOM Netherlands	1,020	3/26/2025	4/14/2025	15,228,902	3.97%
AT	Austria	Das Österreichische Gallup Ins.	1,009	3/26/2025	4/15/2025	7,842,929	2.04%
PL	Poland	Research Collective	1,019	3/26/2025	4/13/2025	31,082,980	8.10%
PT	Portugal	Intercampus SA	1,037	3/26/2025	4/16/2025	9,275,958	2.42%
RO	Romania	CSOP SRL	1,039	3/26/2025	4/14/2025	16,034,437	4.18%
SI	Slovenia	Mediana DOO	1,011	3/26/2025	4/13/2025	1,811,104	0.47%
SK	Slovakia	MNFORCE	1,005	3/26/2025	4/10/2025	4,557,290	1.19%
FI	Finland	Taloustutkimus Oy	1,007	3/26/2025	4/15/2025	4,771,619	1.24%
SE	Sweden	Mantle Sweden (Verian)	1,019	3/26/2025	4/15/2025	8,748,126	2.28%
		TOTAL EU27	26,368	3/26/2025	4/22/2025	383,603,764	100%

* It should be noted that the total percentage shown in this table may exceed 100% due to rounding.

TR	Türkiye	Çözüm Araştırma	1,089	4/2/2025	5/10/2025	67,060,744
MK	North Macedonia	Kantar TNS BBSS	1,018	3/26/2025	4/14/2025	1,521,912
ME	Montenegro	TMG Insights	520	3/26/2025	4/14/2025	510,084
RS	Serbia	TMG Insights	1,031	3/26/2025	4/15/2025	5,651,475
AL	Albania	Index Kosovo	1,002	4/1/2025	4/16/2025	2,291,065
BA	Bosnia and Herzegovina	Kantar TNS BBSS	1,003	3/26/2025	4/15/2025	2,987,440
XK	Kosovo	Index Kosovo	1,010	3/26/2025	4/15/2025	1,357,100
	TOTAL		33,041	3/26/2025	5/10/2025	464,983,584

Interviewing mode per country

Interviews were conducted through face-to-face interviews, either physically in people's homes or through remote video interaction in the appropriate national language. Interviews with remote video interaction ("online face-to-face" or CAVI, Computer Assisted Video Interviewing, were conducted in Denmark, Malta, Netherlands, Finland and Sweden.)

	COUNTRIES	N° OF CAPI INTERVIEWS	N° OF CAVI INTERVIEWS	TOTAL N° INTERVIEWS
BE	Belgium	1,009		1,009
BG	Bulgaria	1,036		1,036
CZ	Czechia	1,030		1,030
DK	Denmark	684	305	989
DE	Germany	1,506		1,506
EE	Estonia	1,002		1,002
IE	Ireland	1,002		1,002
EL	Greece	1,015		1,015
ES	Spain	1,007		1,007
FR	France	1,001		1,001
HR	Croatia	1,016		1,016
IT	Italy	1,033		1,033
CY	Rep. Of Cyprus	504		504
LV	Latvia	1,013		1,013
LT	Lithuania	1,007		1,007
LU	Luxembourg	508		508
HU	Hungary	1,024		1,024
MT	Malta	331	169	500
NL	Netherlands	812	208	1,020
AT	Austria	1,009		1,009
PL	Poland	1,019		1,019
PT	Portugal	1,037		1,037
RO	Romania	1,039		1,039
SI	Slovenia	1,011		1,011
SK	Slovakia	1,005		1,005
FI	Finland	710	297	1,007
SE	Sweden	707	312	1,019
	TOTAL EU27	25,077	1,291	26,368
TR	Türkiye	1,089		1,089
MK	North Macedonia	1,018		1,018
ME	Montenegro	520		520
RS	Serbia	1,031		1,031
AL	Albania	1,002		1,002
BA	Bosnia and Herzegovina	1,003		1,003
XK	Kosovo	1,010		1,010
	TOTAL	31,750	1,291	33,041

CAPI : Computer-Assisted Personal Interviewing
CAVI : Computer-Assisted Video Interviewing

Response rates

For each country a comparison between the responding sample and the universe (i.e. the overall population in the country) is carried out. Weights are used to match the responding sample to the universe on gender by age, region and degree of urbanisation. For European estimates (i.e. EU average), an adjustment is made to the individual country weights, weighting them up or down to reflect their 15+ population as a proportion of the EU 15+ population.

The response rates are calculated by dividing the total number of complete interviews with the number of all the addresses visited, apart from ones that are not eligible but including those where eligibility is unknown. For wave 103.3 of the EUROBAROMETER survey, the response rates for the EU27 countries, calculated by Verian, are:

	COUNTRIES	CAPI Response rates
BE	Belgium	47.3%
BG	Bulgaria	45.5%
CZ	Czechia	60.4%
DK	Denmark	52.7%
DE	Germany	33.9%
EE	Estonia	48.5%
IE	Ireland	48.3%
EL	Greece	32.7%
ES	Spain	35.5%
FR	France	45.5%
HR	Croatia	46.0%
IT	Italy	33.2%
CY	Rep. Of Cyprus	63.6%
LV	Latvia	47.6%
LT	Lithuania	43.6%
LU	Luxembourg	29.1%
HU	Hungary	61.0%
MT	Malta	77.6%
NL	Netherlands	91.2%
AT	Austria	43.7%
PL	Poland	46.6%
PT	Portugal	47.6%
RO	Romania	48.2%
SI	Slovenia	41.0%
SK	Slovakia	50.9%
FI	Finland	34.7%
SE	Sweden	76.6%

CAPI : Computer-Assisted Personal interviewing

	COUNTRIES	CAPI Response rates
TR	Türkiye	95.5%
MK	North Macedonia	71.7%
ME	Montenegro	97.2%
RS	Serbia	54.2%
AL	Albania	81.4%
BA	Bosnia and Herzegovina	61.5%
XK	Kosovo	79.8%

CAPI : Computer-Assisted Personal interviewing

Margins of error

Readers are reminded that survey results are estimations, the accuracy of which, everything being equal, rests upon the sample size and upon the observed percentage. With samples of about 1,000 interviews, the real percentages vary within the following confidence limits:

Statistical Margins due to the sampling process
(at the 95% level of confidence)

various sample sizes are in rows — *various observed results are in columns*

	5%	10%	15%	20%	25%	30%	35%	40%	45%	50%	
	95%	90%	85%	80%	75%	70%	65%	60%	55%	50%	
N=50	6,0	8,3	9,9	11,1	12,0	12,7	13,2	13,6	13,8	13,9	N=50
N=500	1,9	2,6	3,1	3,5	3,8	4,0	4,2	4,3	4,4	4,4	N=500
N=1000	**1,4**	**1,9**	**2,2**	**2,5**	**2,7**	**2,8**	**3,0**	**3,0**	**3,1**	**3,1**	**N=1000**
N=1500	1,1	1,5	1,8	2,0	2,2	2,3	2,4	2,5	2,5	2,5	N=1500
N=2000	1,0	1,3	1,6	1,8	1,9	2,0	2,1	2,1	2,2	2,2	N=2000
N=3000	0,8	1,1	1,3	1,4	1,5	1,6	1,7	1,8	1,8	1,8	N=3000
N=4000	0,7	0,9	1,1	1,2	1,3	1,4	1,5	1,5	1,5	1,5	N=4000
N=5000	0,6	0,8	1,0	1,1	1,2	1,3	1,3	1,4	1,4	1,4	N=5000
N=6000	0,6	0,8	0,9	1,0	1,1	1,2	1,2	1,2	1,3	1,3	N=6000
N=7000	0,5	0,7	0,8	0,9	1,0	1,1	1,1	1,1	1,2	1,2	N=7000
N=7500	0,5	0,7	0,8	0,9	1,0	1,0	1,1	1,1	1,1	1,1	N=7500
N=8000	0,5	0,7	0,8	0,9	0,9	1,0	1,0	1,1	1,1	1,1	N=8000
N=9000	0,5	0,6	0,7	0,8	0,9	0,9	1,0	1,0	1,0	1,0	N=9000
N=10000	0,4	0,6	0,7	0,8	0,8	0,9	0,9	1,0	1,0	1,0	N=10000
N=11000	0,4	0,6	0,7	0,7	0,8	0,9	0,9	0,9	0,9	0,9	N=11000
N=12000	0,4	0,5	0,6	0,7	0,8	0,8	0,9	0,9	0,9	0,9	N=12000
N=13000	0,4	0,5	0,6	0,7	0,7	0,8	0,8	0,8	0,9	0,9	N=13000
N=14000	0,4	0,5	0,6	0,7	0,7	0,8	0,8	0,8	0,8	0,8	N=14000
N=15000	0,3	0,5	0,6	0,6	0,7	0,7	0,8	0,8	0,8	0,8	N=15000
	5%	10%	15%	20%	25%	30%	35%	40%	45%	50%	
	95%	90%	85%	80%	75%	70%	65%	60%	55%	50%	

Annex A: Questionnaire

(OUR COUNTRY) will be replaced by the name of the country in each country

(NATIONALITY) will be replaced by the nationality of the country in each country

<table>
<tr><td>Q#</td><td>Question

(INSTRUCTIONS)

Answers | Answers' Code</td></tr>
<tr><td></td><td></td></tr>
<tr><td>Q1a</td><td>When you buy food, which of the following are the most important to you? Firstly?

(SHOW SCREEN – READ OUT – ROTATE – ONE ANSWER ONLY)

<table>
<tr><td>Your ethics and beliefs (whether the item complies with your ethics and beliefs, e.g. in terms of religion, or animal welfare)</td><td>1</td></tr>
<tr><td>Food safety (e.g. if there is a risk in eating this food)</td><td>2</td></tr>
<tr><td>Cost</td><td>3</td></tr>
<tr><td>Nutrient content (e.g. the amount of vitamins, proteins, sugar or fats)</td><td>4</td></tr>
<tr><td>Taste</td><td>5</td></tr>
<tr><td>Where the food comes from (e.g. geographical origin)</td><td>6</td></tr>
<tr><td>Its impact on the environment and climate (e.g. carbon footprint)</td><td>7</td></tr>
<tr><td>Other (SPONTANEOUS)</td><td>8</td></tr>
<tr><td>Don't know</td><td>9</td></tr>
</table></td></tr>
<tr><td></td><td></td></tr>
<tr><td>Q1b</td><td>And then?

(SHOW SCREEN – READ OUT – SAME ROTATION AS IN Q1a – TWO ANSWERS MAXIMUM)

<table>
<tr><td>Your ethics and beliefs (whether the item complies with your ethics and beliefs, e.g. in terms of religion, or animal welfare)</td><td>1</td></tr>
<tr><td>Food safety (e.g. if there is a risk in eating this food)</td><td>2</td></tr>
<tr><td>Cost</td><td>3</td></tr>
<tr><td>Nutrient content (e.g. the amount of vitamins, proteins, sugar or fats)</td><td>4</td></tr>
<tr><td>Taste</td><td>5</td></tr>
<tr><td>Where the food comes from (e.g. geographical origin)</td><td>6</td></tr>
<tr><td>Its impact on the environment and climate (e.g. carbon footprint)</td><td>7</td></tr>
<tr><td>Other (SPONTANEOUS)</td><td>8</td></tr>
<tr><td>Don't know</td><td>9</td></tr>
</table></td></tr>
<tr><td></td><td></td></tr>
<tr><td>Q2</td><td>When thinking about possible problems or risks associated with food and eating, could you tell me in your own words what concerns you the most? Just say out loud whatever comes to mind and I will write it down. You may use one or more sentences, as you wish. Anything else?

(OPEN QUESTION – ENTER ALL SPONTANEOUS ANSWERS – MULTIPLE ANSWERS POSSIBLE)
(EB CONTRACT, 3.4.4. OPEN-ENDED QUESTIONS …(a) The answers to the open-ended questions are coded based on a maximum of fifteen pre-codes (plus "Don't know", "Refusal", any item of "Spontaneous", "Other" and "None", if needed)….</td></tr>
</table>

	Number of question-units: 1 (one) per question; …(b) For other types of open-ended questions, the number of question-units is 1.5 (one and a half) per question.)
Q3	**Please tell me which of the following topics you have heard about.** *(SHOW SCREEN – READ OUT – ROTATE – SEVERAL ANSWERS POSSIBLE)*

Genetically modified ingredients in food or drinks	1
Additives like colours, preservatives or flavourings used in food or drinks	2
Food poisoning from food or drinks contaminated by bacteria, viruses, and parasites	3
Pesticide residues in food	4
Antibiotic, hormone or steroid residues in meat	5
Environmental pollutants in fish, meat or dairy	6
Traces of materials that come into contact with food, e.g. plastic or aluminium in packaging	7
Use of new biotechnology in food production, e.g. genome editing	8
Welfare of farmed animals, e.g. during transport	9
Diseases found in animals, e.g. affecting livestock or humans	10
Plant diseases, e.g. affecting crops	11
Nanotechnology applied to food production	12
Poisonous moulds in food and feed crops	13
Microplastics found in food	14
Presence of antibiotic resistant bacteria in food	15
None (SPONTANEOUS)	16
Don’t Know	17

Q4a	**Please tell me which of these topics you have heard about concern you most when it comes to food? Firstly?** *(SHOW SCREEN – READ OUT – SAME ORDER AS IN Q3 – SHOW ONLY ANSWERS SELECTED IN Q3 - ONE ANSWER ONLY)*

Genetically modified ingredients in food or drinks	1
Additives like colours, preservatives or flavourings used in food or drinks	2
Food poisoning from food or drinks contaminated by bacteria, viruses, and parasites	3
Pesticide residues in food	4
Antibiotic, hormone or steroid residues in meat	5
Environmental pollutants in fish, meat or dairy	6
Traces of materials that come into contact with food, e.g. plastic or aluminium in packaging	7
Use of new biotechnology in food production, e.g. genome editing	8
Welfare of farmed animals, e.g. during transport	9
Diseases found in animals, e.g. affecting livestock or humans	10
Plant diseases, e.g. affecting crops	11

	Nanotechnology applied to food production	12
	Poisonous moulds in food and feed crops	13
	Microplastics found in food	14
	Presence of antibiotic resistant bacteria in food	15
	None (SPONTANEOUS)	16
	Don't Know	17

Q4b

And then?

(SHOW SCREEN – READ OUT – SAME ORDER AS IN Q3 – SHOW ONLY ANSWERS SELECTED IN Q3 – MAXIMUM 4 ANSWERS)

Genetically modified ingredients in food or drinks	1
Additives like colours, preservatives or flavourings used in food or drinks	2
Food poisoning from food or drinks contaminated by bacteria, viruses, and parasites	3
Pesticide residues in food	4
Antibiotic, hormone or steroid residues in meat	5
Environmental pollutants in fish, meat or dairy	6
Traces of materials that come into contact with food, e.g. plastic or aluminium in packaging	7
Use of new biotechnology in food production, e.g. genome editing	8
Welfare of farmed animals, e.g. during transport	9
Diseases found in animals, e.g. affecting livestock or humans	10
Plant diseases, e.g. affecting crops	11
Nanotechnology applied to food production	12
Poisonous moulds in food and feed crops	13
Microplastics found in food	14
Presence of antibiotic resistant bacteria in food	15
None (SPONTANEOUS)	16
Don't Know	17

Q5a

Which of the following are the most important for people to do to have a healthy diet in your view? Firstly?

(SHOW SCREEN – READ OUT – ROTATE – ONE ANSWER ONLY)

Eating less ultra-processed foods	1
Eating more fruits and vegetables	2
Eating more legumes, pulses and nuts	3
Eating more fish	4
Eating more protein	5
Eating a plant-based diet (eating majority of foods from plant sources)	6
Eating less fat	7
Eating less salt	8
Eating less meat and dairy	9
Eating less protein	10
Eating foods with fewer calories	11
Eating/drinking less sugars	12
Eating more fibre	13

	Eating organic products	14
	Eating locally produced food	15
	Other (SPONTANEOUS)	16
	None (SPONTANEOUS)	17
	Don't Know	18
Q5b	**And then?** *(SHOW SCREEN – READ OUT – SAME ROTATION AS Q5a – FOUR ANSWERS MAXIMUM)*	
	Eating less ultra-processed foods	1
	Eating more fruits and vegetables	2
	Eating more legumes, pulses and nuts	3
	Eating more fish	4
	Eating more protein	5
	Eating a plant-based diet (eating majority of foods from plant sources)	6
	Eating less fat	7
	Eating less salt	8
	Eating less meat and dairy	9
	Eating less protein	10
	Eating foods with fewer calories	11
	Eating/drinking less sugars	12
	Eating more fibre	13
	Eating organic products	14
	Eating locally produced food	15
	Other (SPONTANEOUS)	16
	None (SPONTANEOUS)	17
	Don't Know	18
Q6	*(SPLIT BALLOT QUESTION, WITH HALF OF THE RESPONDENTS IN EACH COUNTRY RANDOMLY ALLOCATED TO "SPLIT BALLOT A", AND THE OTHER HALF TO "SPLIT BALLOT B")*	
SPLIT BALLOT A	*(SPLIT BALLOT A)* **Please take a moment to think about your answers to the previous questions about having a healthy diet and about food risks. How does your concern about having a healthy diet compare to your concern about food risks?** *(SHOW SCREEN – READ OUT – ONE ANSWER ONLY)*	
	I'm a lot more concerned about having a healthy diet	1
	I'm a bit more concerned about having a healthy diet	2
	I have about the same concern for both	3
	I'm a bit more concerned about food risks	4
	I'm a lot more concerned about food risks	5
	Don't know	6

SPLIT BALLOT B

(SPLIT BALLOT B)

Please take a moment to think about your answers to the previous questions about having a healthy diet and about food risks. How does your concern about having a healthy diet compare to your concern about food risks?

(SHOW SCREEN – READ OUT – ONE ANSWER ONLY)

I'm a lot more concerned about food risks	1
I'm a bit more concerned about food risks	2
I have about the same concern for both	3
I'm a bit more concerned about having a healthy diet	4
I'm a lot more concerned about having a healthy diet	5
Don't know	6

Q7a

Which of the following are your main sources of information about food risks? Firstly?

(SHOW SCREEN – READ OUT – ROTATE – ONE ANSWER ONLY)

Information points such as street stands or festivals	1
Exchanges with family, friends, neighbours, or colleagues	2
Online social networks and blogs (e.g. video hosting websites)	3
Information available in health-related locations (e.g. local clinic)	4
Newspapers, either online or in print	5
Magazines, either online or in print	6
Internet search engine	7
Events like lectures, seminars, workshops or conferences	8
Television, on a TV set or via the internet	9
Professional journals	10
Radio, including podcasts	11
Institutional websites (e.g. from public authorities)	12
Other (SPONTANEOUS)	13
None (SPONTANEOUS)	14
Don't Know	15

Q7b

And then?

(SHOW SCREEN – READ OUT – SAME ORDER AS IN Q7a –MAXIMUM 3 ANSWERS)

Information points such as street stands or festivals	1
Exchanges with family, friends, neighbours, or colleagues	2
Online social networks and blogs (e.g. video hosting websites)	3
Information available in health-related locations (e.g. local clinic)	4
Newspapers, either online or in print	5
Magazines, either online or in print	6
Internet search engine	7
Events like lectures, seminars, workshops or conferences	8
Television, on a TV set or via the internet	9

	Professional journals	10
	Radio, including podcasts	11
	Institutional websites (e.g. from public authorities)	12
	Other (SPONTANEOUS)	13
	None (SPONTANEOUS)	14
	Don't Know	15

Q8a	**Please imagine the following fictitious scenario:** **You see a news report about a food poisoning incident. Cases include people from different age groups, and some from the area you live in. Symptoms include fever, diarrhoea, and abdominal cramps, and some people have been hospitalized. There have been no deaths.** **Scientists traced the food poisoning to Salmonella found in eggs.** **As a precautionary measure, authorities advise consumers to wash hands thoroughly before and after handling raw eggs. Consumers should also clean surfaces and kitchen equipment effectively after use, and cook eggs thoroughly.** **Take a few moments to imagine yourself in this situation, and consider that you are someone who prepares and eats eggs.** **How likely are you to change your food preparation or consumption behaviour in a situation like the one described in the news story?** *(SHOW SCREEN – READ OUT – ONE ANSWER ONLY)*

Very likely (go to 8b; see instruction re ballot)	1
Fairly likely (go to 8b; see instruction re ballot)	2
Not very likely (go to 8b; see instruction re ballot)	3
Not at all likely (go to 8b; see instruction re ballot)	4
Don't know [go to Q9]	5

Q8b	*(SPLIT BALLOT QUESTION, WITH SUB-GROUPS BASED ON ANSWER TO Q8a)*
SPLIT BALLOT	*[IF ANSWER TO Q8A = 4 (Not at all likely) OR ANSWER TO Q8A = 3 (Not very likely)]* **Why would you likely not change your food preparation or consumption behaviour in the situation described? Select up to three.** *(SHOW SCREEN – READ OUT – ROTATE – MAXIMUM 3 ANSWERS)*

All kinds of foods involve some risk and it is impossible to check and avoid them all	1
Changing my behaviour would make little or no difference to avoid the risk	2
I already prepare food in the way that was recommended	3
I would be able to tell from the look, smell, or taste if the food was contaminated	4
Changing my behaviour would require investing time or effort	5
I am too busy and wouldn't have time to think about this	6
I think that most people I know believe there would be no need to change their food preparation or consumption behaviour in a situation like this	7
I am healthy so the risk would not pose any serious concerns to me	8

	Other (SPONTANEOUS)	9
	Don't Know	10
SPLIT BALLOT	*[IF ANSWER TO Q8A = 2 (Fairly likely) OR ANSWER TO Q8A = 1 (Very likely)]* **What would you change in a situation like this? Select up to three things you would do.** *(SHOW SCREEN – READ OUT – ROTATE – MAXIMUM 3 ANSWERS)*	
	I would search for additional information about the food poisoning incident.	1
	I would consult with family, friends, neighbours, or colleagues to get their advice on what best to do.	2
	I would consult with general practitioners or specialist doctors to get their advice on what best to do.	3
	I would change my consumption behaviour, by reducing or eliminating the consumption of eggs.	4
	I would change my food preparation behaviour, by increasing surfaces and hand hygiene when eggs are involved, or by cooking eggs thoroughly.	5
	I would monitor the news to see if the situation becomes worse or not	6
	Other (SPONTANEOUS)	7
	Don't Know	8
Q9	**Sometimes people do not pay attention to information about food safety (i.e. risks associated with eating certain foods) and this can happen due to several reasons. Which of the following reasons apply to you? Select up to three.** *(SHOW SCREEN – READ OUT – ROTATE – MAXIMUM 3 ANSWERS)*	
	I am not interested in food safety	1
	I find food safety information is often highly technical and complex	2
	I find food safety information not appealing	3
	I lack the time	4
	I take it for granted that the food sold is safe	5
	It is not relevant to me as I am healthy	6
	I know enough to avoid or mitigate food risks	7
	Other (SPONTANEOUS)	8
	None (SPONTANEOUS)	9
	Don't know	10
Q10	**Please tell me to what extent you trust the following sources or not for information on food risks.** *(SHOW SCREEN – READ OUT – ROTATE - ONE ANSWER PER LINE)* *[COLUMNS/ ANSWER OPTIONS]* 1. Totally trust 2. Tend to trust 3. Tend not to trust 4. Do not trust at all 5. Don't Know *[ROWS]*	

	Environmental/Health NGOs	1
	Celebrities, bloggers and influencers	2
	Scientists working at a university or publicly-funded research organisation	3
	Scientists working at an industrial or privately funded research organisation	4
	Supermarkets or local grocer	5
	EU institutions	6
	Journalists	7
	National authorities	8
	Food industries	9
	Farmers and primary producers	10
	Consumer organisations	11
	General practitioners and specialist doctors	12

Q11 *(SPLIT BALLOT QUESTION WITH THREE SUB-GROUPS)*

SPLIT BALLOT A *[SUB-GROUP A – PRESENTED TO A RANDOM SAMPLE OF 1/3 PARTICIPANTS PER COUNTRY)]*

In your opinion, to what extent or not do the following have an impact on human health?

(SHOW SCREEN – READ OUT – ROTATE – ONE ANSWER PER LINE)

[COLUMNS/ ANSWER OPTIONS]
1. A strong impact
2. A moderate impact
3. A minor impact
4. No impact
5. Don't know

[ROWS]

Environmental issues (state of the surroundings (e.g., soil, water, and air), and of habitats).	1
Plant issues (state of plants and crops)	2
Animal issues and their welfare (state of wild and domestic animals – both livestock and pets –, and welfare of farmed animals, e.g. during transport)	3

SPLIT BALLOT B *[SUB-GROUP B – PRESENTED TO A RANDOM SAMPLE OF 1/3 PARTICIPANTS PER COUNTRY)]*

In your opinion, to what extent or not do the following have an impact on human health?

(SHOW SCREEN – READ OUT – ROTATE – ONE ANSWER PER LINE)

[COLUMNS/ ANSWER OPTIONS]
1. A strong impact
2. A moderate impact
3. A minor impact
4. No impact
5. Don't know

[ROWS]

Environmental aspects (state of the surroundings (e.g., soil, water, and air), and of habitats).	1
Plant aspects (state of plants and crops)	2

	Animal aspects and their welfare (state of wild and domestic animals – both livestock and pets –, and welfare of farmed animals, e.g. during transport)	3

SPLIT BALLOT C

[SUB-GROUP C – PRESENTED TO A RANDOM SAMPLE OF 1/3 PARTICIPANTS PER COUNTRY)]

In your opinion, to what extent or not do the following have an impact on human health?

(SHOW SCREEN – READ OUT – ROTATE – ONE ANSWER PER LINE)

[COLUMNS/ ANSWER OPTIONS]
1. A strong impact
2. A moderate impact
3. A minor impact
4. No impact
5. Don't know

[ROWS]

Environmental aspects (e.g. industrial pollutants that contaminate soil, water, or air, entering the food chain)	1
Plant aspects (e.g. plant pests affecting food crops)	2
Animal aspects and their welfare (e.g. inappropriate use of antibiotics in livestock making it harder to treat certain infections in animals)	3

Q12

Please tell me which of the following statements you agree or disagree with:

(SHOW SCREEN – READ OUT – ROTATE – ONE ANSWER PER LINE)

[COLUMNS/ ANSWER OPTIONS]
1. Agree
2. Disagree
3. Don't know

[ROWS]

There are regulations in place to make sure that the food you eat is safe	1
To decide how risky something could be for you to eat, the EU relies on scientists to give expert advice	2
The EU has a separate institution that provides scientific advice on the safety of food	3
The EU and authorities in your country responsible for food safety work together	4

Context, social, and demographic questions (C/S/D)

Of the 20 standard questions included in the EB by default at no additional cost, the following is requested: Please replace one of the current questions with the NEW question #1 presented below.

Are you personally interested in the topic of food safety?

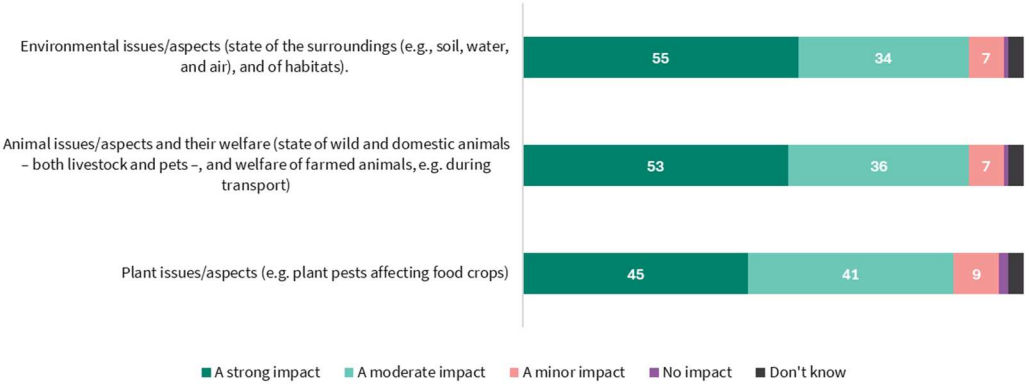
(SHOW SCREEN – READ OUT – ONE ANSWER ONLY)

Yes	1
No	2
Don't know	3

Annex B: Additional charts

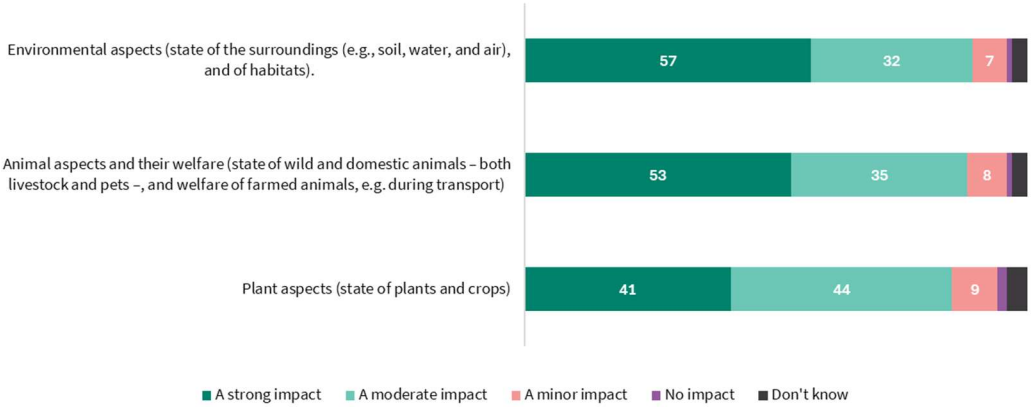
Merged results for QE11 (mean of 3 ballot groups, all respondents)

QE11T: In your opinion, to what extent or not do the following have an impact on human health?



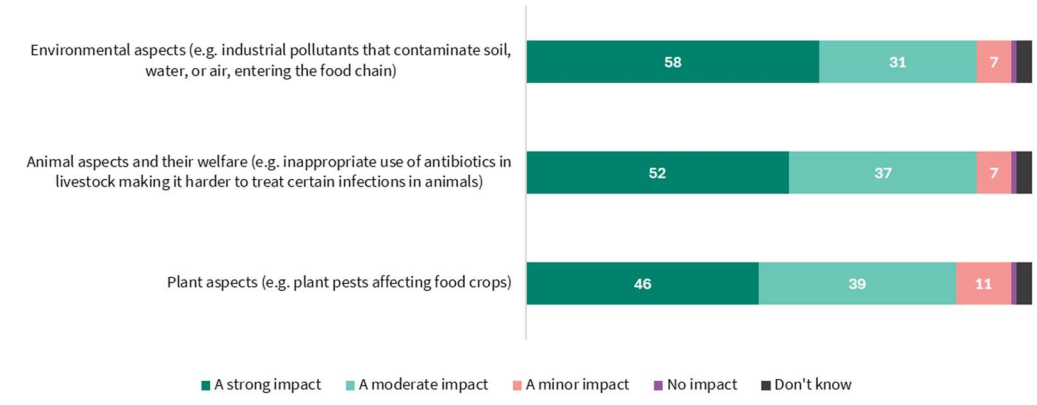
Results of group B (total = 8629)

QE11b: In your opinion, to what extent or not do the following have an impact on human health?



Results of group C (total = 8994)

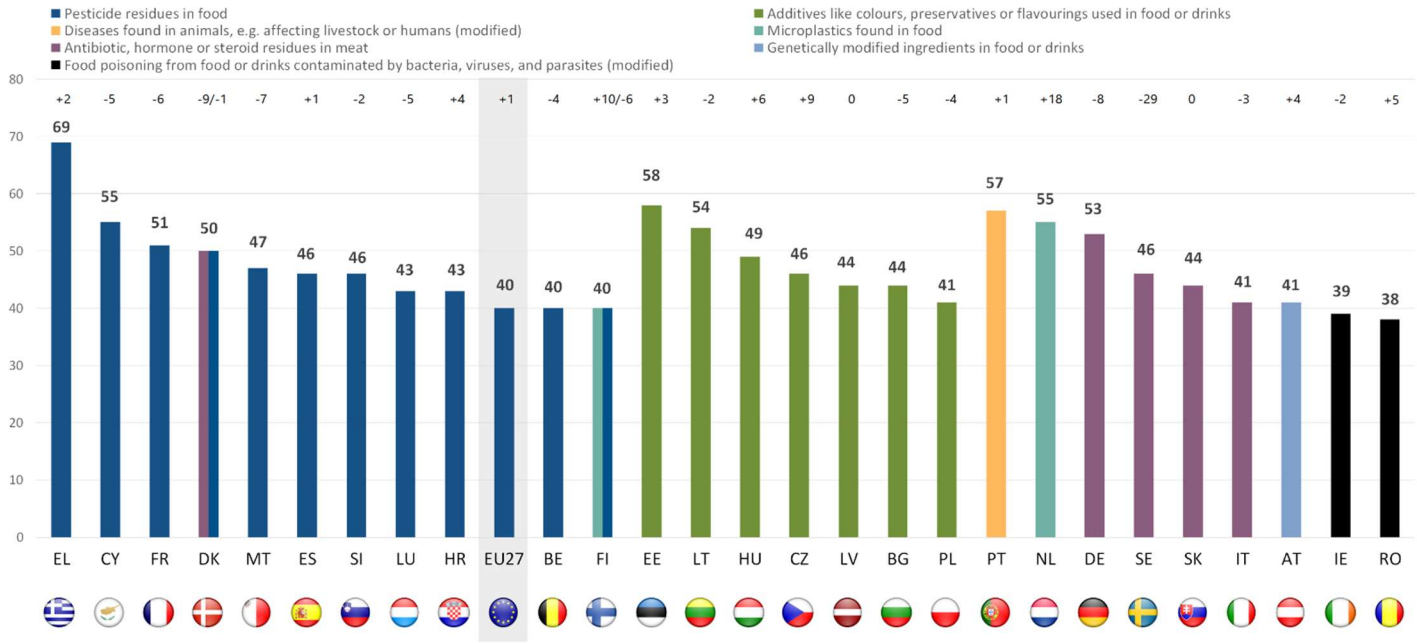
QE11c: In your opinion, to what extent or not do the following have an impact on human health?



Special Eurobarometer 103.3
Food safety

Chart on concerns about food safety - Data from 2022

QC4T Please tell me which of these topics you have heard about concern you most when it comes to food? Firstly? And then? (MAX. 3 ANSWERS)
(% - The most mentioned answer by country)



Annex C: Codebook for QE2A (concerns about food and eating) – EU countries

Number	Code/category	Associated keywords
1	Cost constraints and rising costs	Price, costs, expenses, inflation, budget, financial constraints, money, affordability, value for money, cheap, discount, only buys items on sale, can only afford discounted food, buys only the cheapest products, rising prices, increasing prices, uncontrolled price increases, unstable prices, high prices, too expensive, the cost of food is rising more and more, can't buy everything they want, can afford good products.
2	Food production	Mass production/scale, large-scale/large-scale livestock farming, industrial/intensive, making a profit seems to be more important than quality or people's health, meat is too cheap, too much influence from the agricultural sector, cap issues with EU farmers, care in processing food, growing their own food, dependence on foreign labor in the food industry, insect meal, edible insects, eating insects, semi-finished products, concern about cultivation practices, what worries me most is how they are produced.
3	Ethical and fair trade practices	Fair pay, low wages for farmers, fair trade, fair prices for farmers, primary producers not paid well, human exploitation, slave labor, working conditions, unacceptable labor conditions, exploitation, global inequalities, ethical issues, responsibility.
4	Food waste and expiration	Attitude towards food, fast-paced life, food waste, throwaway society, best before, expiration, expiration dates, expired, trash, senseless throwing away, throwing away too much food, destruction of food.
5	Animal health	Livestock disease, bird flu, improper livestock raising, crops or animals not raised and fed according to rules.
6	Animal welfare	Animal welfare, animal exploitation, animal abuse, animal suffering, stressful lives and deaths of animals, non-respect (of animal welfare), ethical issues related to animals, animal transportation, animal husbandry, animal-friendly, barns unsuitable for animal welfare.
7	Quality and freshness	Quality, freshness, good quality, quality of ingredients, worm-free food, visual quality, appearance, clean, safe for consumption, low grade ingredients, poor quality of meat and sausages, poor quality composition, decline in quality, not reliable, spoiled, rotten, old, frozen and defrosted, bad-tasting, tasty, good taste, tasteless, inedible products, greasy, fresh foods like meat and fish can be dangerous, all fruits look the same, without specific flavors.
8	Food security	Food scarcity, not enough food, future food scarcity, food insecurity, food shortages, lack of food, availability of food, lack of products in stores, food availability due to sanctions, shortage of raw materials, low yields due to climate changes, decrease in production, supply chain issues, lack of control over the supply chain, problems because of wars, food security, storage, proper storage, resilience, crisis preparedness, self-sufficiency, building up product stocks for a long time.
9	Environmental and climate change impact	Climate change and environmental degradation, planet & climate concerns, carbon footprint, pollution in air, land or sea, pollution of the oceans, microplastics, fine dust pollution, soil pollution, pollution of cultivated land, contaminated soil, contaminated environment, toxic waste in soil, acidic soil, agricultural land depletion, too much water use, environmental disasters, environmental problems, Environmental protection, eviscerated nature, littering.
10	Packaging and packaging waste	Poor packaging, adulteration, repackaging, less in packaging, too much plastic, excessive packaging, fewer products without packaging, packaging material, garbage, plastic, recycling.
11	Genetically modified organisms (GMOs)/biotechnology	GMO, Genetic manipulation, genetically modified organisms, GMOs, genetically-altered products, genetic modifications, synthetic meat, GM food, GM seeds, modified food.
12	Presence of chemical contaminants	Toxins, poisons, pesticides, chemicals, heavy metals, antibiotics, particulate matter, CO□, fertilisers, radioactivity, toxic, hazardous, unprocessed conditions, steroids, use of harmful plant protection products, harmful agricultural fertilisers, harmful ingredients, substances introduced to improve appearance and colour are poisonous, food may contain something harmful to the body, junk food.
13	Presence of biological contaminants	Bacteria, bacterial contamination, botulinum, food poisoning, viruses, salmonella, mould, fungi, worm infestation, pathogens, foodborne illness, health risk from insufficient hygiene, insufficient hygiene, hygienic, intestinal problems, pain, nausea, vomiting, allergies, intolerance.
14	Human health risks/effects	Harmful to health, health risks, health impact, health issues, risk of disease, illness, sickness, eating food that makes me feel sick afterwards, not eating healthy, natural food that may cause disorders over time, cardiovascular diseases, heart disease, cancer, diabetes, obesity, weight gain, weight loss, immunity, harmlessness, unhealthy.
15	Additives and ingredients	Flavor enhancers, color additives, chemical additives, preservatives, additives, unhealthy ingredients, suspicious ingredients, indigestible elements, dangerous substances in vegetables and animals, palm oil, cereals polluted, ingredients, E numbers
16	Food origin and importation	Imports, imported food, imported fruits, foreign products, nonlocal origin, non-domestic, less food import, less food import from other countries, transport from far away, long transport, transport, less food transport, unclear origin, uncertain origin, I am concerned about where this food comes from, food from countries not respecting hygiene standards, I am concerned about the possibility that hygiene standards may be neglected
17	Food sustainability, seasonality and local production	not enough regionality, lack of locally grown, better to use own products, national food production, importance of local production, traceability, crop failure, weak support, suppliers, eating seasonal food, current farming practices not sustainable, sustainable agriculture, seasonality in production
18	Safety control and regulation	Control, regulation, standards, guidelines, rules/regulations not enforced, evasion of rules, testing, too little control, weak food policies, non-respect of norms, food safety, safe food for health, proper cooking, rejected products, counterfeit, uncontrolled food, lack of AMA control/quality seal, post-war food controls, globalisation leads to loss of food control, poor product preservation, poor processing.
19	Preference for organic food	Organic food, untreated food, preference for organic food, organic farming, natural food, more naturalness, non-organic products, non-organic food, artificial food, artificial ripening, pure food.
20	(Ultra)processed foods	Processed, overly processed food, ultraprocessed foods.
21	Optimising nutritional health	Nutrients, proteins, calories, fiber, vitamins, potassium, sugar, salt, fats, too much sugar, too much salt, high fat content, synthetic fats, trans fat, healthiness, healthy, better health, portion control, no nutritional value, candy consumption.
22	Product labeling, information and marketing	Food labelling and marketing, labeling, print on labels is too small, incomplete information, incomprehensible information, misleading marketing about ingredients, misleading way of promoting unhealthy products, misleading advertising for unhealthy products, false declaration, trustworthiness, label warning needed for unhealthy products, expiry dates not credible, improper food preservation, misinformation or confusing labelling, incorrect/missing information on packaging,
23	Knowledge and transparency	Knowledge, well-informed, uninformed, lack of information, insufficient knowledge of healthy nutrition, lack of understanding of E substances, lack of transparency, not knowing what we are eating, lack of public education about nutrition, dietary guidance, misleading advice, deception about the naturalness of products.
24	Religious considerations	Adherence to religious rules, following religious food prescriptions
997	Other	Food freezing, allergies, intolerance, access to allergy-friendly or dietary-specific foods.
998	Not a worry / None	
999	Don't Know	

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