



For further information on the Eurobarometer 2025, please scan the QR code.

Special Eurobarometer 103.3 Food safety in the EU

Kosovo

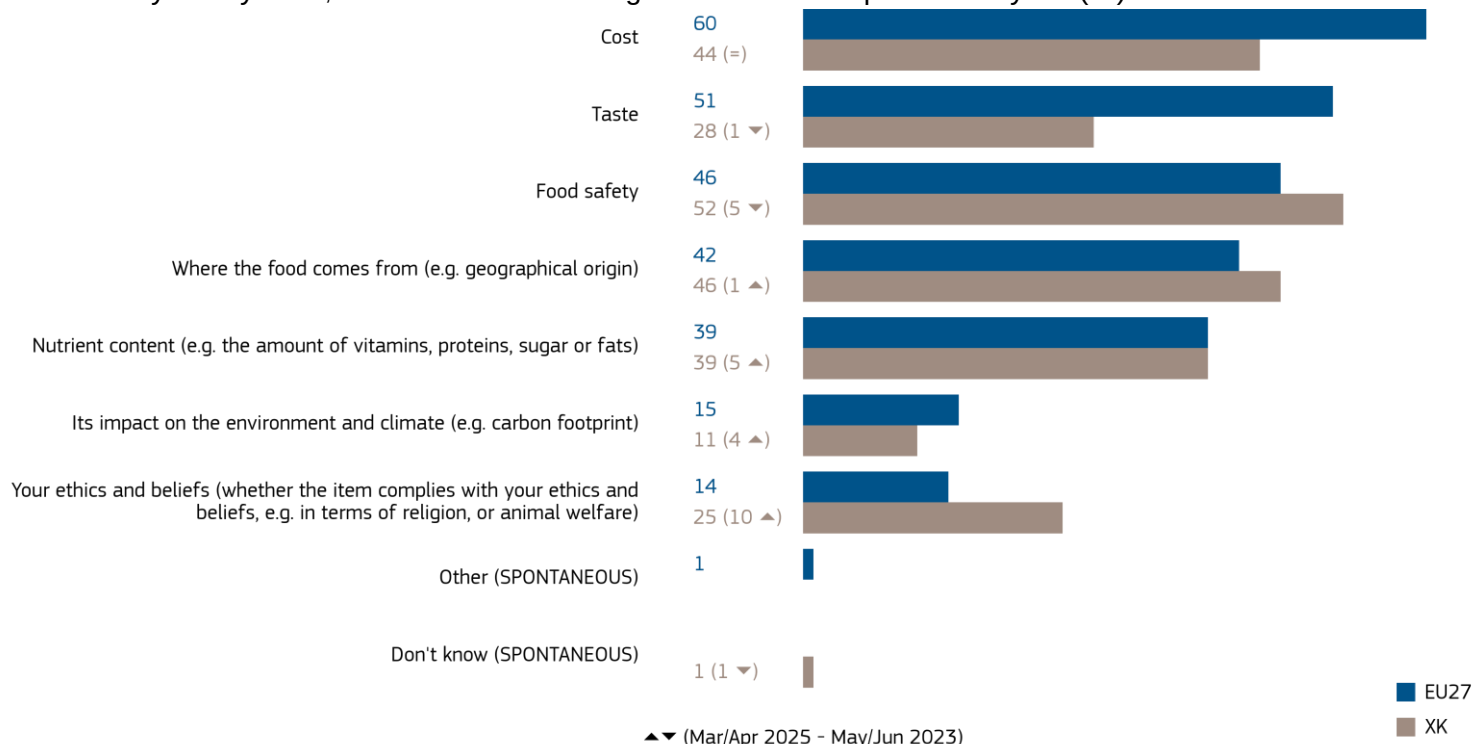
TOTAL EU27 26,370 interviews | Fieldwork: 26 March 2025 - 22 April 2025
XK 1,010 interviews | Fieldwork: 26 March 2025 - 15 April 2025

Methodology (XK): Face-to-face
Methodology (EU27): Face-to-face*

1. SETTING THE SCENE: CITIZENS AND FOOD SAFETY

Factors affecting food-related decisions

QE1ab. When you buy food, which of the following are the most important to you? (%)



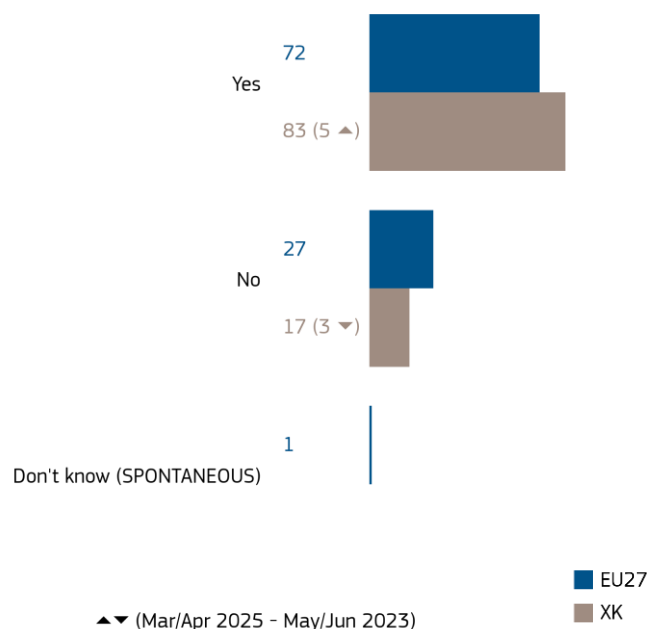
Factors affecting food-related decisions

QE1ab.2. When you buy food, which of the following are the most important to you? - Food safety (%)

Food safety		EU27	XK
Gender			
Man		45	49
Woman		46	56
Age			
15-24		40	53
25-39		44	50
40-54		47	56
55+		48	51

Interest in food safety

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



*Interviews with remote video interaction ("online face-to-face" or CAVI, Computer Assisted Video Interviewing) were conducted in Denmark, Malta, Netherlands, Finland and Sweden.



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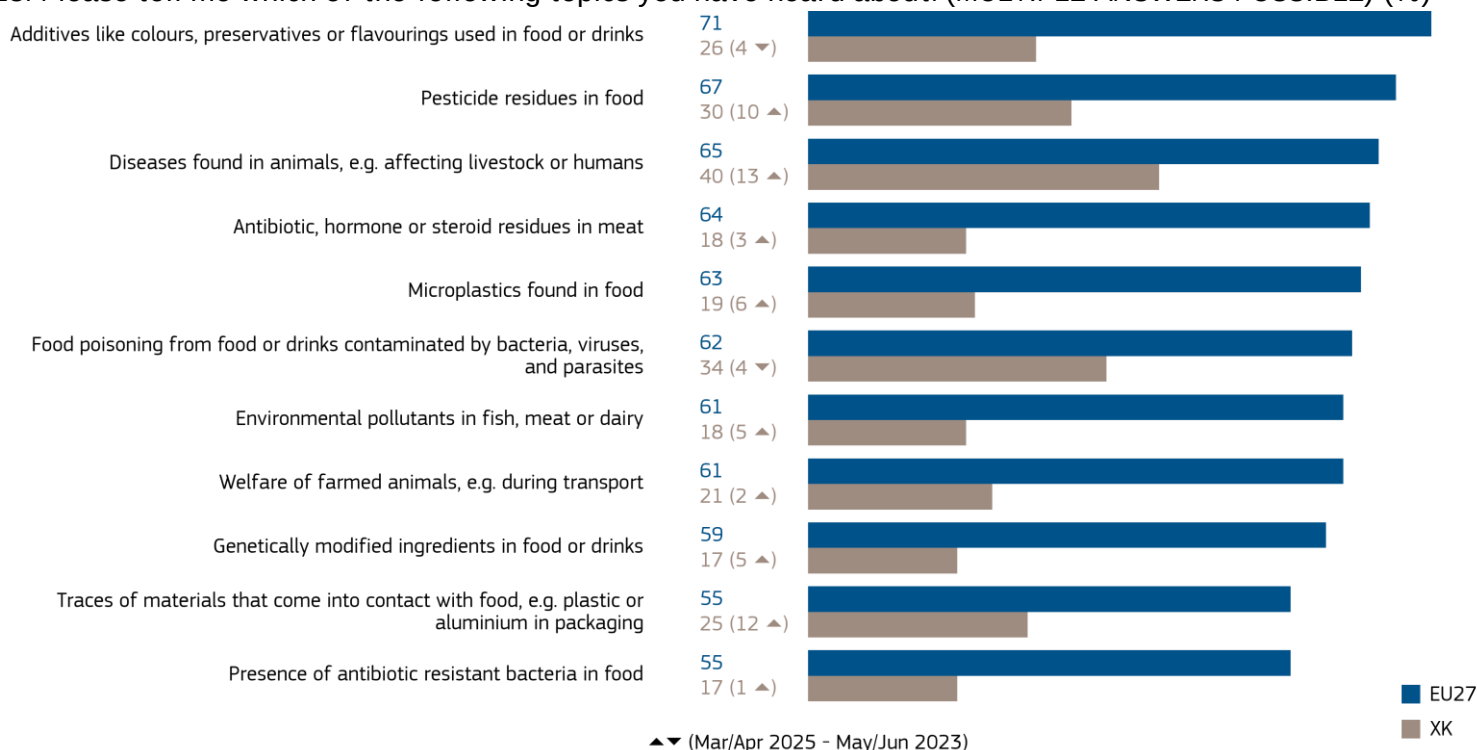
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2. UNDERSTANDING AWARENESS, RISK PERCEPTIONS AND BEHAVIOUR

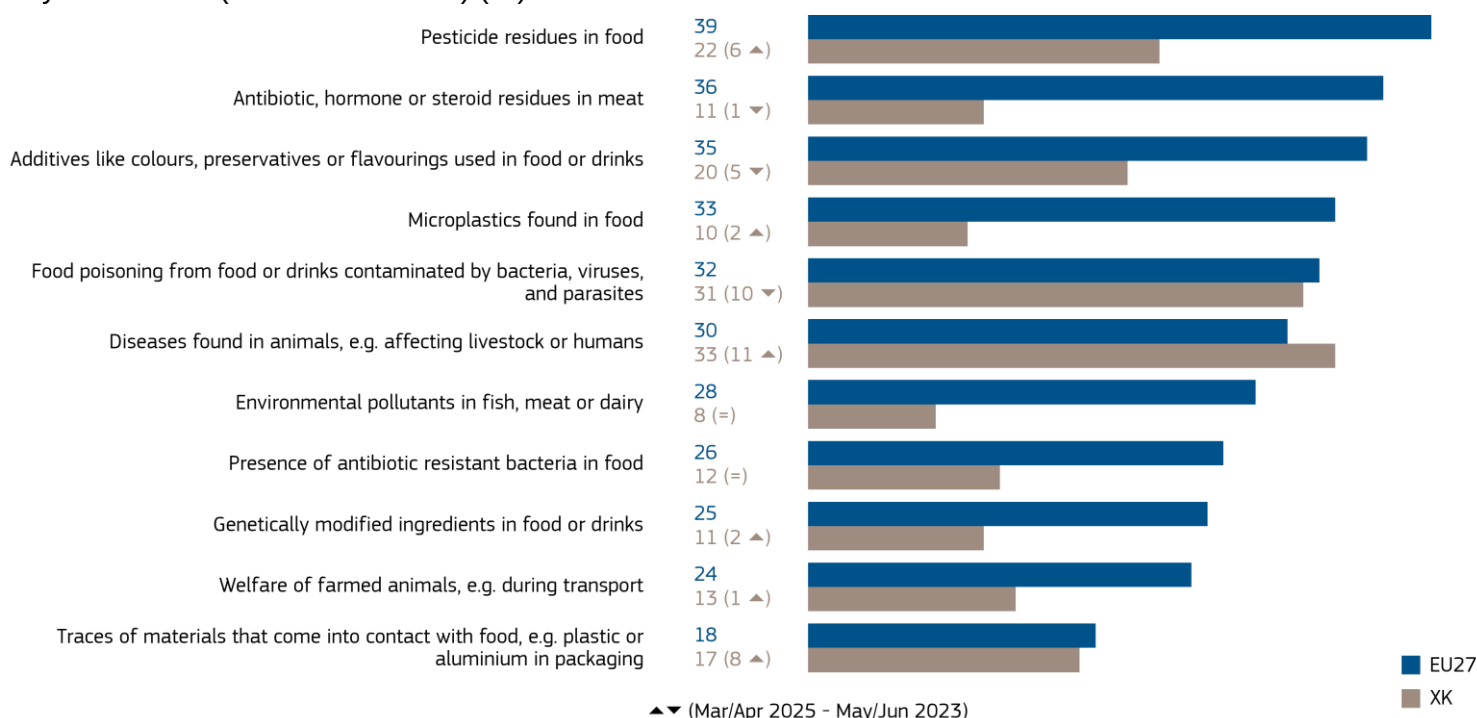
Awareness of food safety topics

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



Concerns about food safety

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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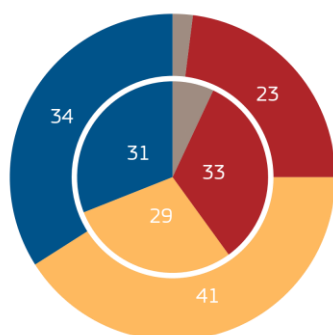
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2. UNDERSTANDING AWARENESS, RISK PERCEPTIONS AND BEHAVIOUR

Contrasting food safety and healthy eating concerns

QE6T. How does your concern about having a healthy diet compare to your concern about food risks? (%)



EU27 Outer pie

XK Inner pie

	EU27	XK
Total 'I'm more concerned about having a healthy diet'	34	31
I have about the same concern for both	41	29
Total 'I'm more concerned about food risks'	23	33
Don't know (SPONTANEOUS)	2	7

▲▼ (Mar/Apr 2025 - May/Jun 2023)

Insights into consumer behaviour

QE8a. How likely are you to change your food preparation or consumption behaviour in a situation like the one described (Example provided to respondents: foodborne disease outbreak news story). (%)

Total 'Likely' EU27 XK

Gender

Man	76	85
Woman	79	83

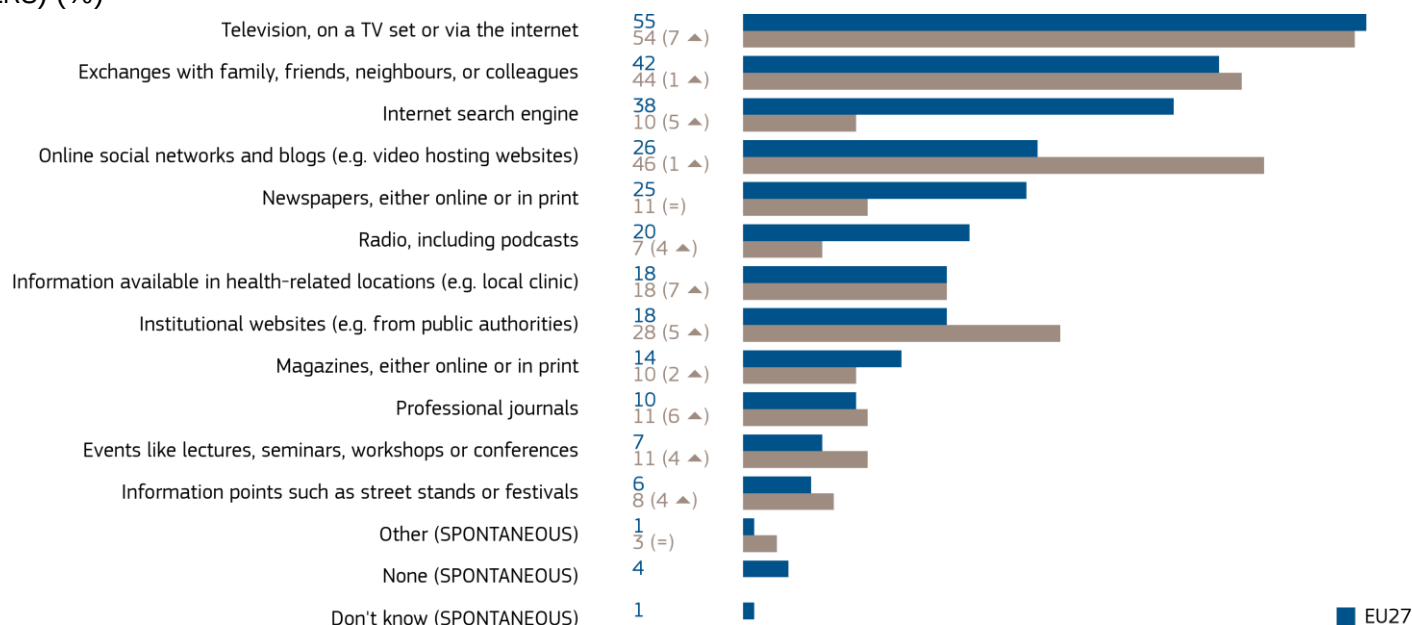
Age

15-24	79	83
25-39	80	90
40-54	79	86
55+	76	74

3. ENGAGING WITH THE EU FOOD SAFETY SYSTEM

Sources of information on food risks

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



▲▼ (Mar/Apr 2025 - May/Jun 2023)

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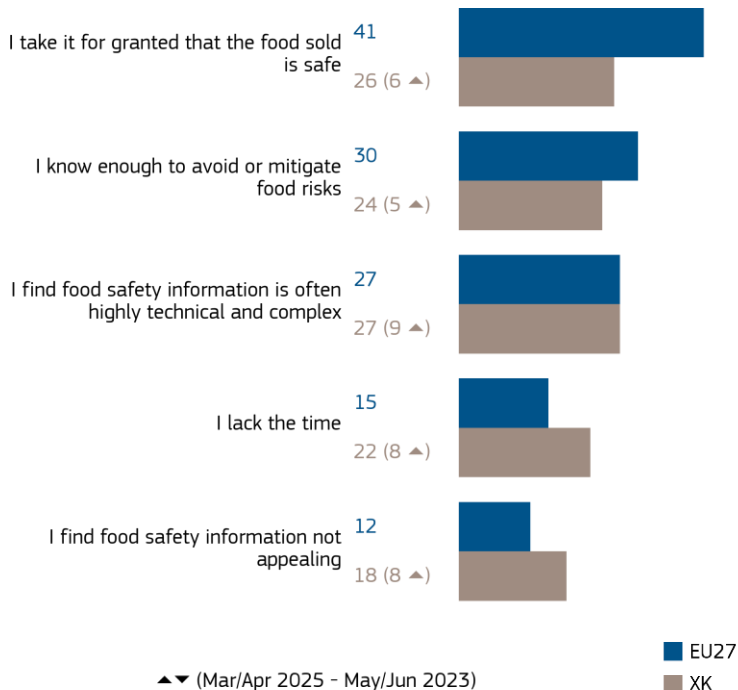
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3. ENGAGING WITH THE EU FOOD SAFETY SYSTEM

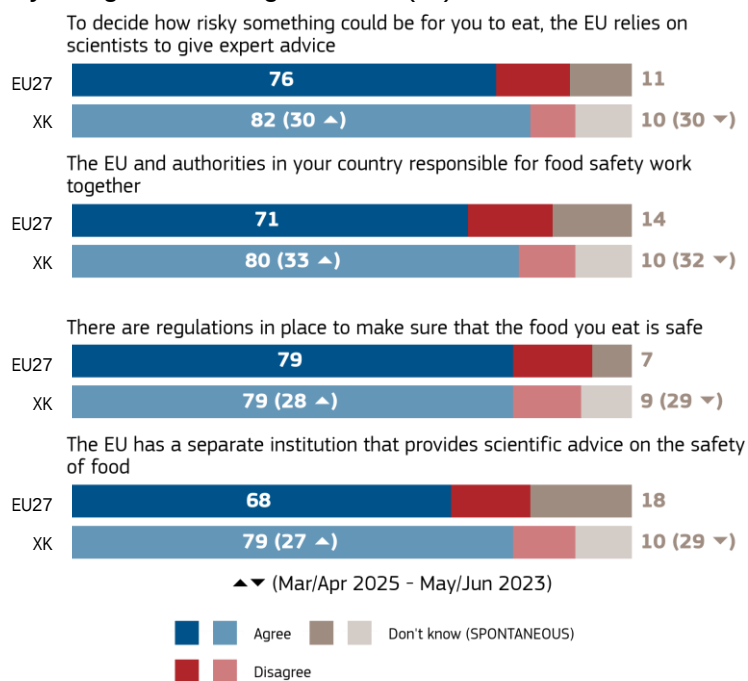
Reasons not to engage with food safety

QE9. Which of the following reasons apply to you?
Select up to three. (MAX. 3 ANSWERS) (%)



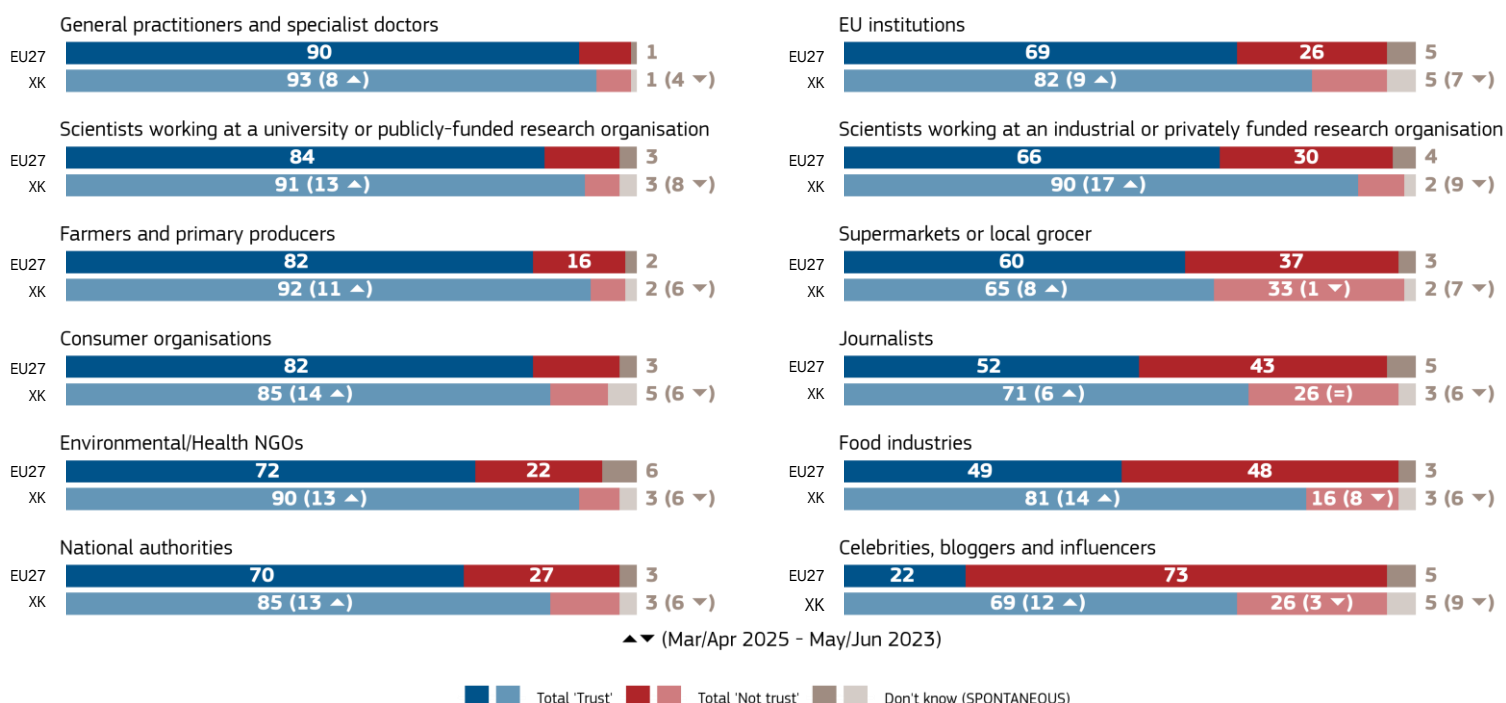
Awareness of the EU food safety system

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



Trust in sources of information on food risks

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



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