

**First Annual DHS University Network Summit on Research and Education
March 15-16, 2007**

**Session 3: Risk Perception and Communication. Speaker for NCFPD:
Dr. Jean Kinsey, University of Minnesota, “Consumer Perception of Food Defense
Spending and Priorities”**

Abstract

Based on an Internet survey of more than 4000 U.S. consumers in August 2005, fifty-five percent were not confident the food supply is secure. Consumers indicated a preference for spending thirteen percent more resources to protect food supply systems than to protecting the airlines and more for food than other potential terrorist targets (public transportation, public spaces from biological/chemical attack, electric grids, and national monuments). Using “Predictive Segmentation” consumers were grouped into archetypes, based on attitudes and values. Segments that have a high fear level as well as those who are risk averse allocated the most to defending food. Those with more education and income or young adults were less concerned about food security. Each of six segments differs with respect to their information preferences, should an attack happen, and with respect to their preferred source of news. Based on their information needs and media behavior, guidance is offered with respect to the development of communication strategies for each segment. Food companies, risk communicators, and public policy makers will need to assure consumers that terrorism mitigation steps are being taken to protect them and their food.

(186 words)