## Survey: How do you rank risks?

Data from: Slovic, Paul, "Perception of Risk," Science; Vol. 236, 17 April 1987: p. 281
Table 1.1. Ordering of perceived risk for 30 activities and technologies. The ordering is based on the geometric mean risk ratings within each group. Rank 1 represents the most risky activity or technology.

| Activity or Technology | $\begin{gathered} \text { League of } \\ \text { Women Voters } \end{gathered}$ | College Students | Active Club Members | Experts |
| :---: | :---: | :---: | :---: | :---: |
| alcoholic beverages | 6 | 7 | 5 | 3 |
| bicycles | 16 | 24 | 14 | 15 |
| commercial aviation | 17 | 16 | 18 | 16 |
| contraceptives | 20 | 9 | 22 | 11 |
| electric power (nonnuclear) | 18 | 19 | 19 | 9 |
| fire fighting | 11 | 10 | 16 | 18 |
| food coloring | 26 | 20 | 30 | 21 |
| food preservatives | 25 | 12 | 28 | 14 |
| general aviation (private) | 7 | 15 | 11 | 12 |
| handguns | 3 | 2 | 1 | 4 |
| high school and college football | 23 | 26 | 21 | 27 |
| home appliances | 29 | 27 | 27 | 22 |
| hunting | 13 | 18 | 10 | 23 |
| large construction | 12 | 14 | 13 | 13 |
| motor vehicles | 2 | 5 | 3 | 1 |
| motorcycles | 5 | 6 | 2 | 6 |
| mountain climbing | 15 | 22 | 12 | 29 |
| nuclear power | 1 | 1 | 8 | 20 |
| pesticides | 9 | 4 | 15 | 8 |
| police work | 8 | 8 | 7 | 17 |
| power mowers | 27 | 28 | 25 | 28 |
| prescription antibiotics | 28 | 21 | 26 | 24 |
| railroads | 24 | 23 | 29 | 19 |
| skiing | 21 | 25 | 16 | 30 |
| smoking | 4 | 3 | 4 | 2 |
| spray cans | 14 | 13 | 23 | 26 |
| surgery | 10 | 11 | 9 | 5 |
| swimming | 19 | 30 | 17 | 10 |
| vaccinations | 30 | 29 | 29 | 25 |
| X-rays | 22 | 17 | 24 | 7 |

