

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	League of Women Voters	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