

## Ordering of Perceived Risk for 30 Activities and Technologies<sup>1</sup>

(Rank 1 indicates the most risky activity or technology)

ACTIVITY OR TECHNOLOGY	LEAGUE OF WOMEN VOTERS <sup>2</sup>	COLLEGE STUDENTS <sup>3</sup>	EXPERTS <sup>4</sup>
Nuclear Power	1	1	20
Motor Vehicles	2	5	1
Handguns	3	2	4
Smoking	4	3	2
Motorcycles	5	6	6
Alcoholic Beverages	6	7	3
General Aviation (flying an airplane)	7	15	12
Police Work	8	8	17
Pesticides	9	4	8
Surgery	10	11	5
Firefighting	11	10	18
Large Construction	12	14	13
Hunting	13	18	23
Spray Cans	14	13	26
Mountain Climbing	15	22	29
Bicycles	16	24	15
Commercial Aviation (flying in an airplane)	17	16	16
Electric Power (nonnuclear)	18	19	9
Swimming	19	30	10
Contraceptives (birth control)	20	9	11
Skiing	21	25	30
X-rays	22	17	7
High School/College Football	23	26	27
Railroads	24	23	19
Food Preservatives	25	12	14
Food Coloring	26	20	21
Power Mowers	27	28	28
Prescription Antibiotics	28	21	24
Home Appliances	29	27	22
Vaccinations	30	29	25

<sup>1</sup>Slovic, Paul; Baruch Fischhoff; and Sarah Lichtenstein. "Facts and Fears: Understanding Perceived Risk." In Richard C. Schwing and Walter A. Albers, Jr. (eds.) *Societal Risk Assessment: How Safe is Safe Enough?* New York: Plenum, 1980, 181-216.

<sup>2</sup>The League of Women Voters is a leading voter-education organization in the United States. Forty members participated in the study.

<sup>3</sup>Thirty college students participated in the study.

<sup>4</sup>The experts in this study consist of a group of 15 people from across the nation who are professionally involved with risk assessment.