

# Public Risk Perception of Chemicals

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Chemicals tend to be viewed as either safe or dangerous. Even minor doses of toxic chemicals in consumer products worry some people, leading them to overreact and take inappropriate actions to eliminate the exposure to chemicals.



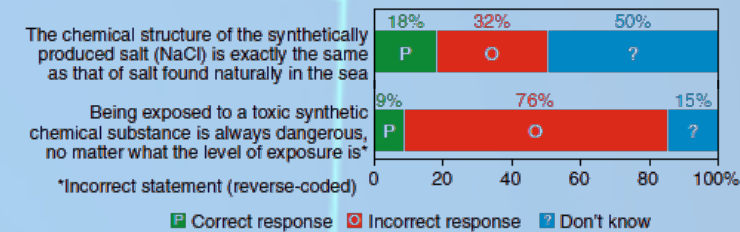
Examine public knowledge and misconceptions regarding chemicals and investigate factors related to their perceptions and chemophobia (i.e., fear of chemicals), to improve communications that support their informed decision-making.



Conduct online survey and experiments assessing public knowledge and understanding of chemicals in terms of basic toxicological principles, chemophobia, risk and benefit perceptions of chemicals.



Knowledge of European consumers  
(n = 5,631)



Chemophobia: views of European consumers  
(n = 5,631)

