

## 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.



## $\overline{\mathbf{A}}$

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)

The chemical structure of the synthetically produced salt (NaCl) is exactly the same as that of salt found naturally in the sea

Being exposed to a toxic synthetic chemical substance is always dangerous, no matter what the level of exposure is\*

\*Incorrect statement (reverse-coded)

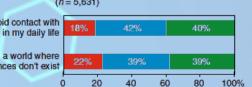
E Correct response 🖸 Incorrect response 🛛 Don't know

20

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

I do everything I can to avoid contact with chemical substances in my daily life

I would like to live in a world where chemical substances don't exist



76%

60

40

50%

80

15%

100%

Do not agree Slightly agree/disagree Agree