



# Cell4Chem

Results of the international survey

17.01.2023

## Project profile

Client: **Helmholtz Centre for Environmental Research – UFZ**  
Permoserstr. 15  
04318 Leipzig, Germany  
Contact: Dr. Heike Sträuber (cell4chem@ufz.de)

Contractor: **CONOSCOPE GmbH**  
Käthe-Kollwitz-Straße 60  
04109 Leipzig, Germany  
Contact: Thomas Lehr (thomas.lehr@conoscope.de)

Method: Online survey  
descriptive, inductive and multivariate statistics

Processing status: 20.01.2023

All information on the number of cases relates to the survey from 2022.

# Content



**METHODOLOGY AND FIELD REPORT**



**INTRODUCTION AND RELATIONSHIP TO SCIENCE**



**INFORMATION MATERIAL**



**INFORMATION NEEDS, OPPORTUNITIES AND RISKS**



**STAKEHOLDER**



**SUMMARY**

# Methodology and field report



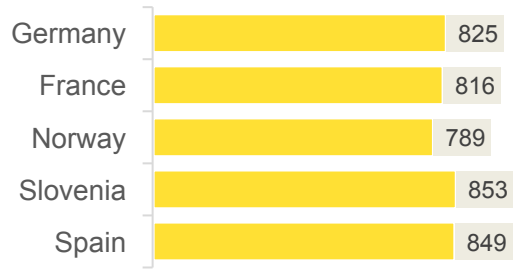
Online survey with 28 questions

11/21/2022-12/09/2022

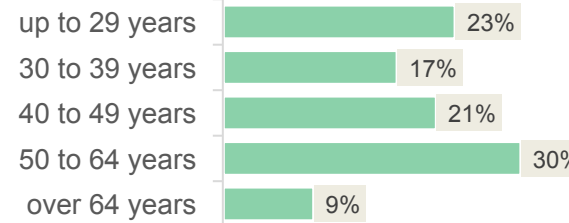
n=4,179

Ø Population: Uninformed 9.1 minutes, Informed 12.5 minutes

Ø Stakeholder: 17.7 minutes



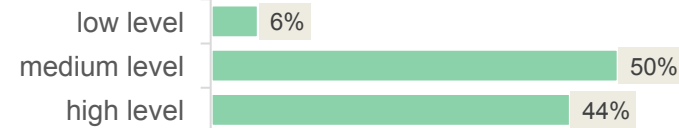
## Age



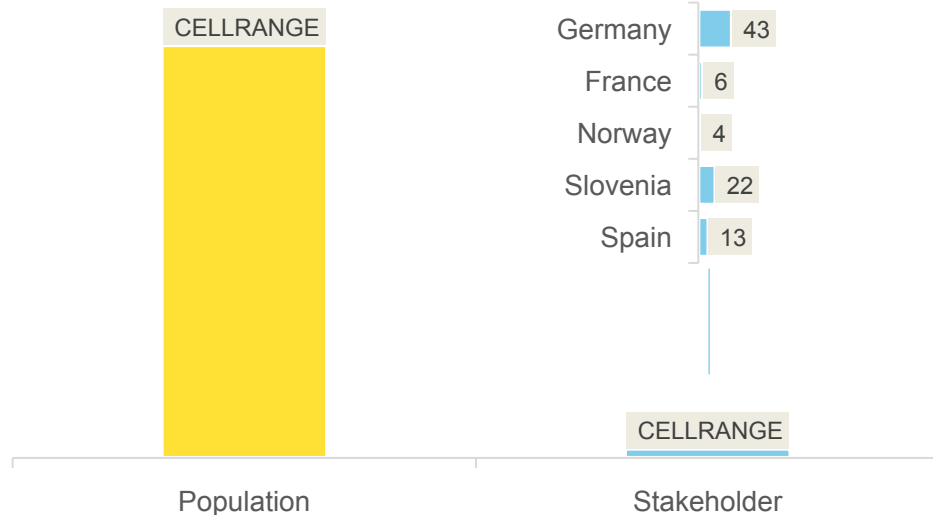
## Gender



## Education



## Group (only population)

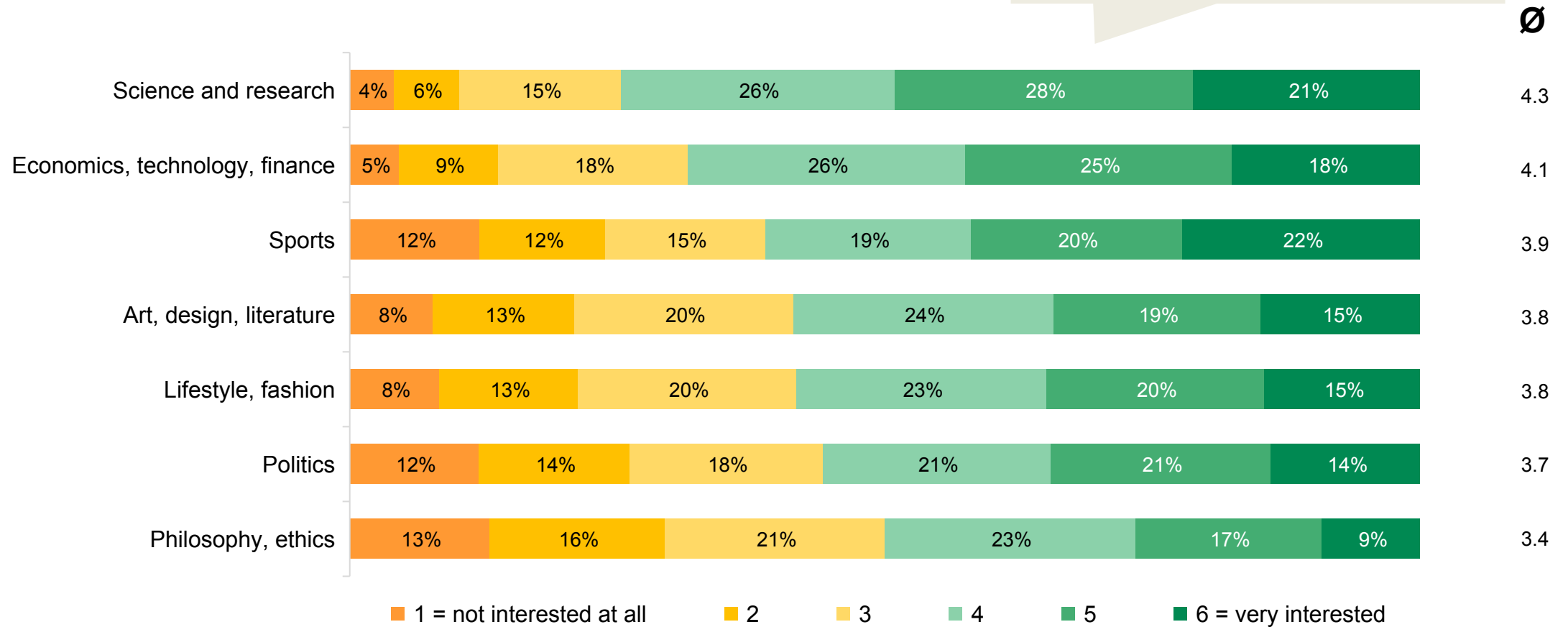


# **Introduction and relationship to science**

## Interest of the respondents

How interested are you in the following topics?

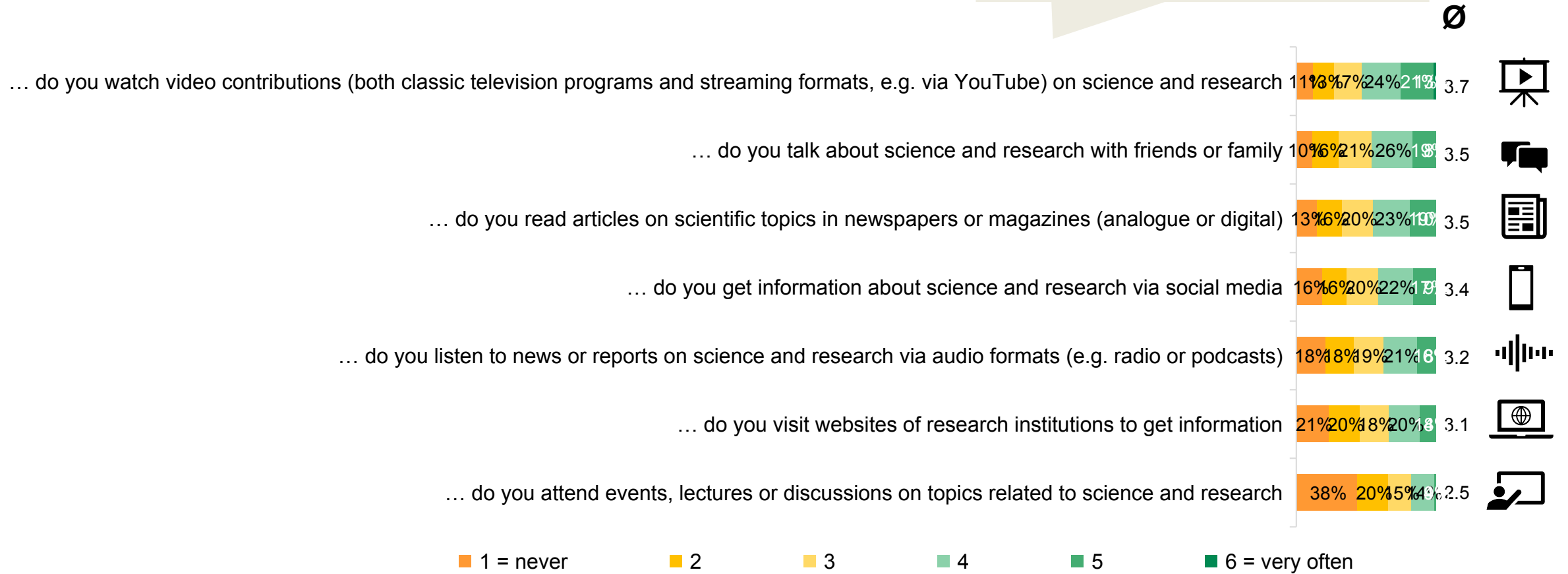
Most of the participants are interested in science and research, followed by economics, technology and finance.



# Behavior of the respondents

How often...?

Videos and talking with friends and families are the most commonly used source of information.

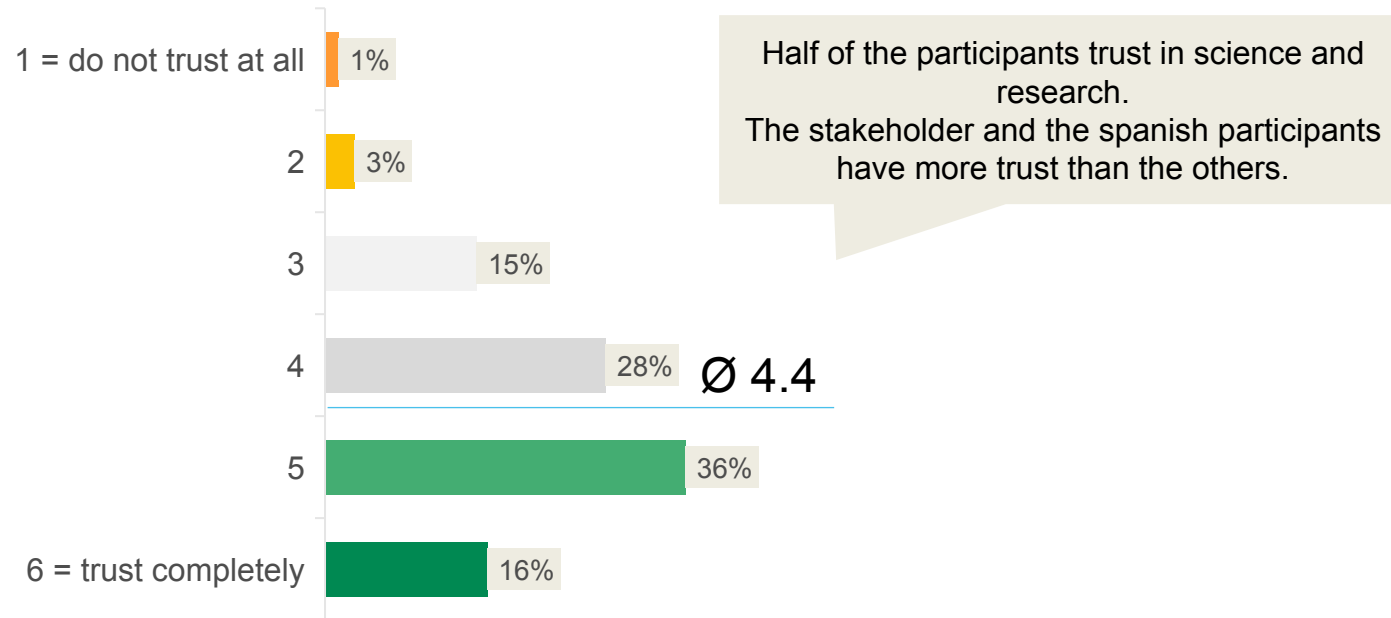






## Trust science and research

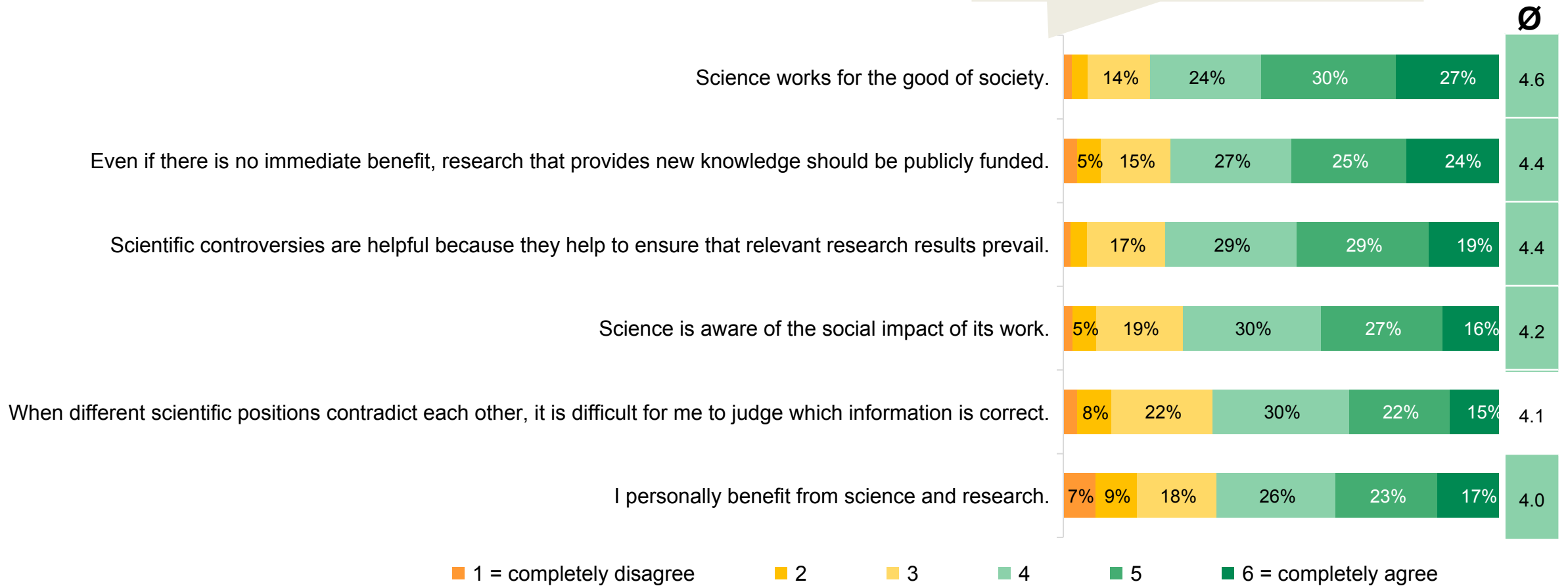
How much do you trust science and research?



## Relationship between science and society

With regard to the relationship between science and society: to what extent do you agree with the following statements?

Most of the participants agree with the positive statements about the relationship between science and society.

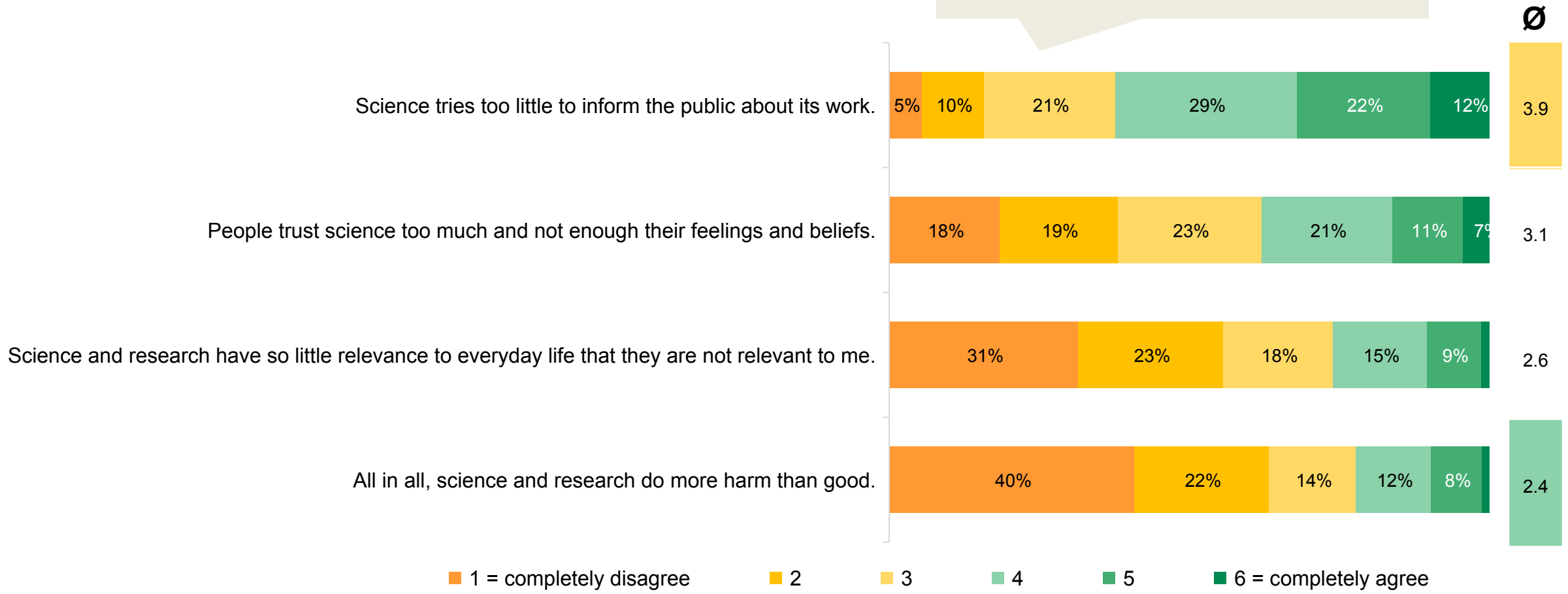


## Relationship between science and society

With regard to the relationship between science and society: to what extent do you agree with the following statements?

Nearly two thirds of the participants agree that science informs the public too little about its work.

Only 24% of the participants think that science and research do more harm than good.

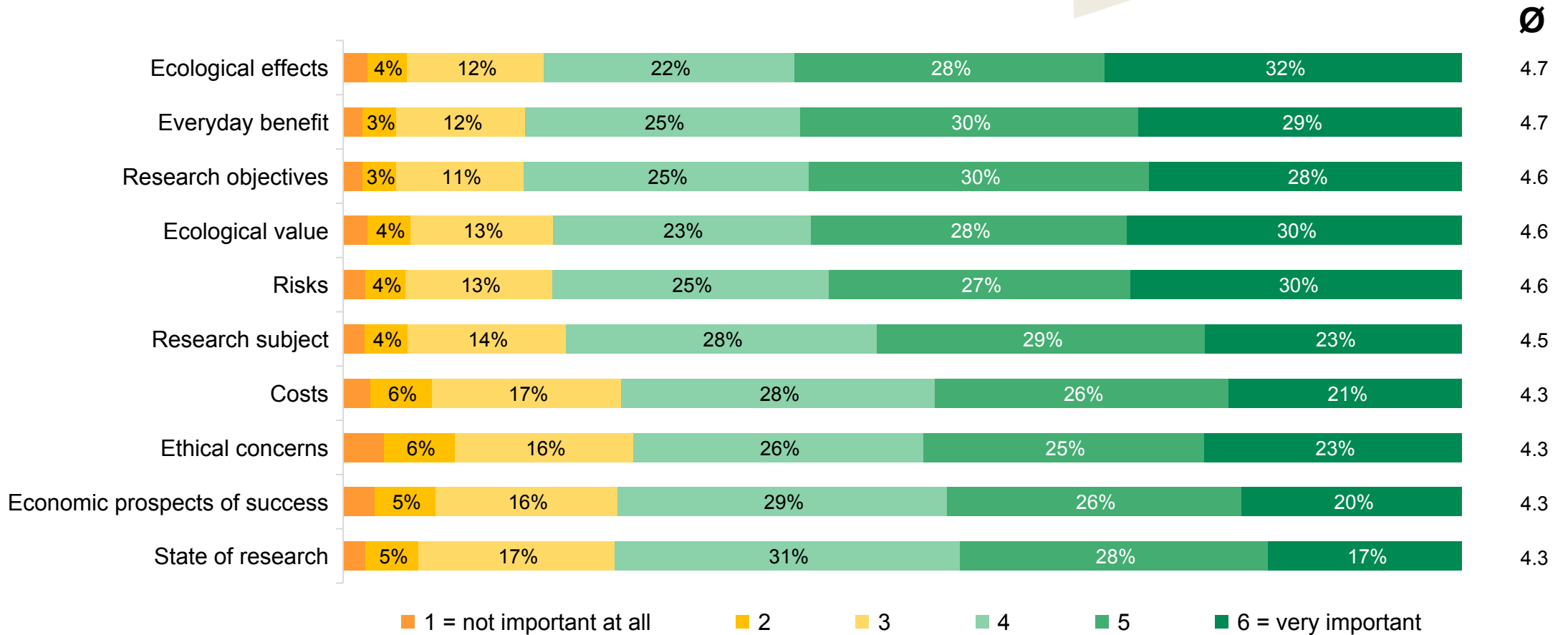


**Information needs, opportunities and risks**

## Importance of information

How important are the following contents of information on research projects to you?

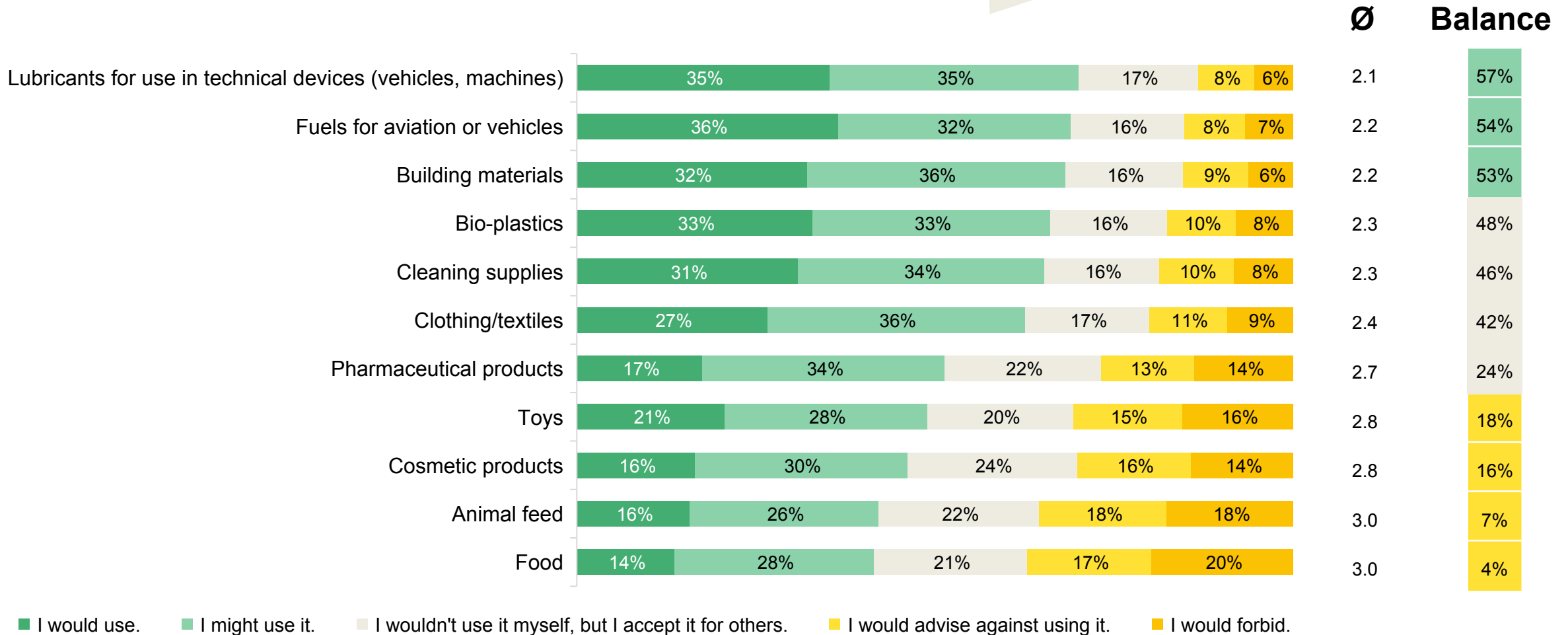
All of the topics are important to the participants. In addition to the ecological effects, the everyday benefit is also the most important.



## Products made with genetically modified bacteria

What is your attitude towards products made with genetically modified bacteria?

It is acceptable for participants to use products made with GMOs as long as they do not come into direct contact with the body.



## Benefits

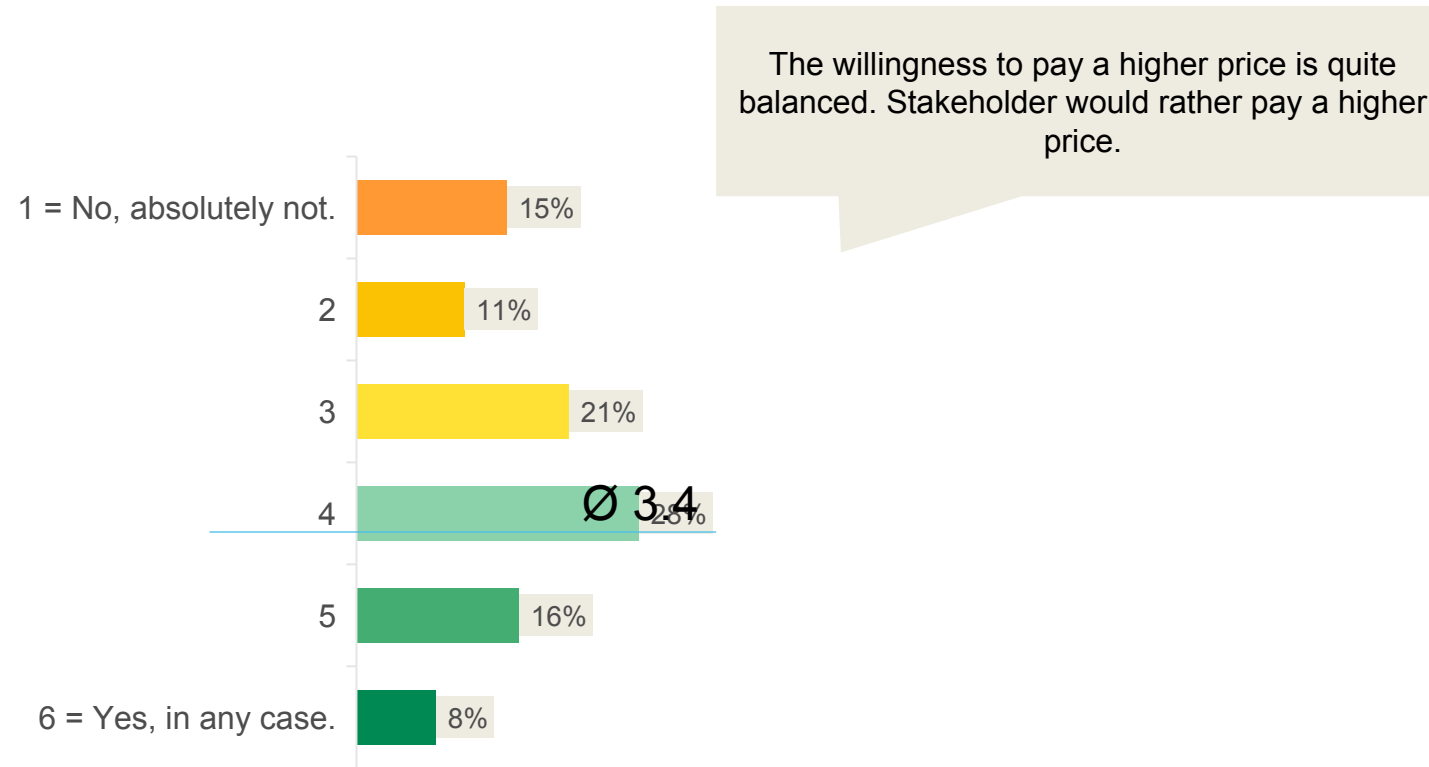
The research team expects the following benefits in the technical implementation and application of the research results. In your opinion, how relevant are these for society?

The benefits are all relevant for the participants. The most relevant are: reduction of transportrelated environmental pollution, reduction in the use of palm oil and increasing the sustainability of many everyday products.



## Willingness to buy

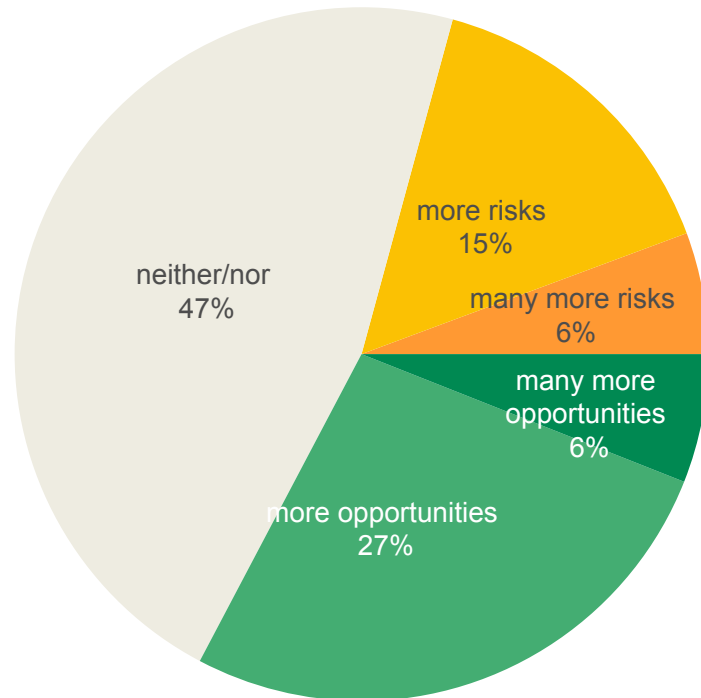
Would you be willing to pay a higher price because of the improved sustainability of the products?





## Opportunities and risks

In your opinion, do the opportunities outweigh the risks associated with products manufactured using genetically modified bacteria?

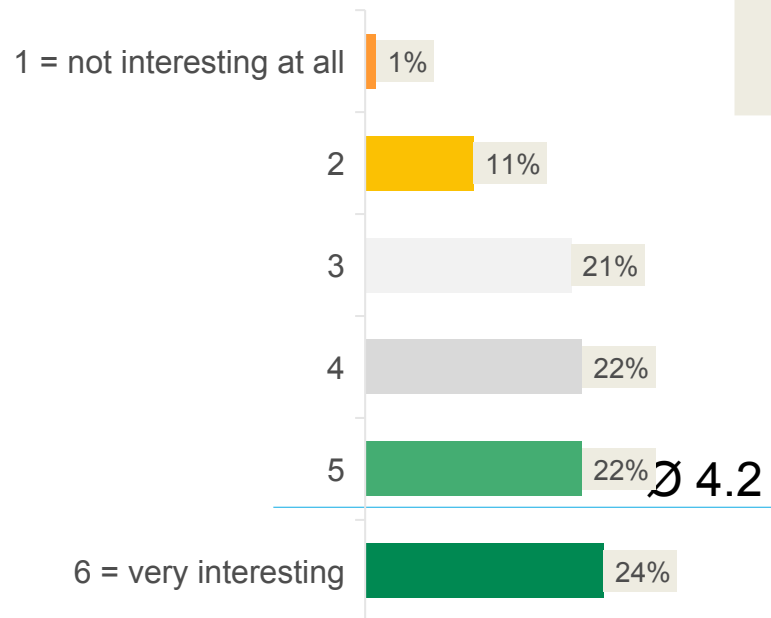


For the participants the opportunities easily outweigh the risks. The stakeholder see definitely more opportunities than risks.

**Stakeholder**

## Interest in the project

How interesting is the research project described for your current job?

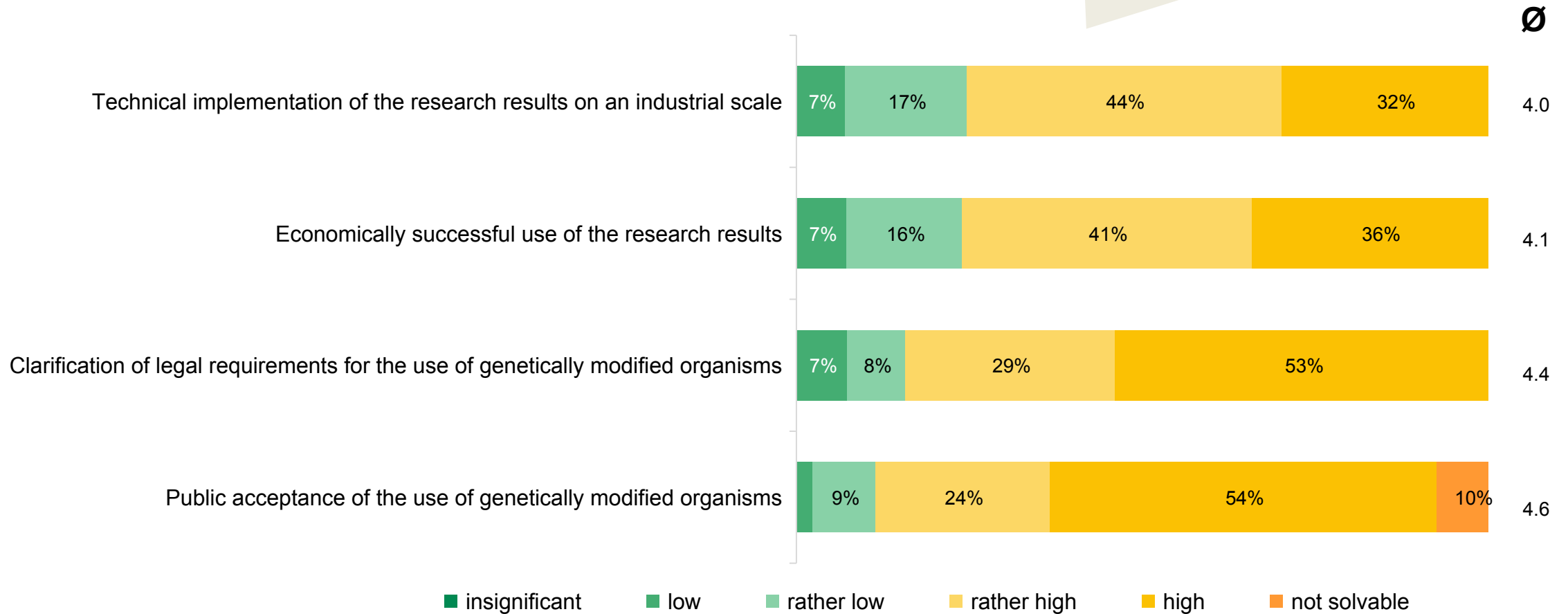


Half of the stakeholder think that the project is interesting for their job.

## Assessment of challenges

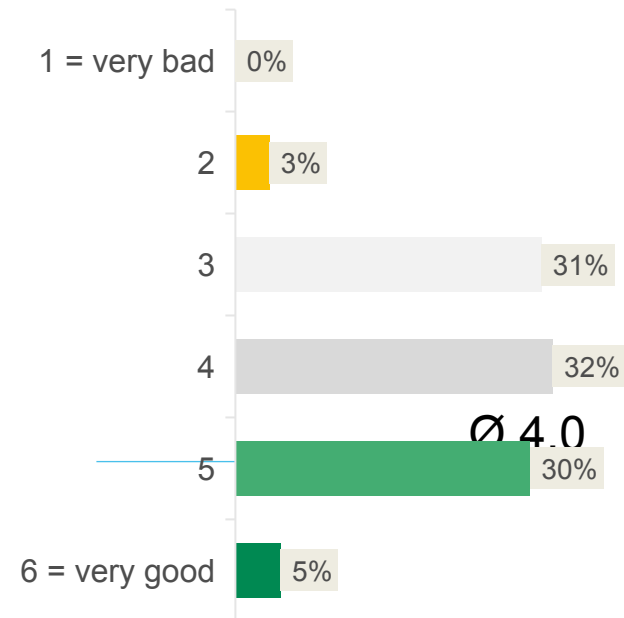
How do you assess the following challenges regarding the application of the specific research results achieved in the project?

The stakeholder rate all challenges as high. 10% think that the public acceptance of the use of GMOs is not solvable.



## Chances of success for the market

How do you assess the chances of success for implementing the process on the market?



The stakeholders are rather reluctant when it comes to the chances of success for implementing the process in the market.

# Summary

- It seems **possible to reduce reservations about the use of GMOs** through information.
- However, the information shown is **not necessarily sufficient**, especially when it comes to ethical issues, risks and costs.
- In general, the participants think that science and research **do not provide enough information** and would like to see **more simple and understandable** formats.
- Respondents use **video formats** the most to find out about science and research. These should be made available primarily on **YouTUBE**. Videos on **TikTok** are also suitable for the younger target group.
- The material shown seems **more accessible to stakeholders** and those with **prior knowledge**.
- It is important to the participants that the information material **illuminates all aspects** and **does not omit the negative ones**, such as risks and costs.
- **Acceptance** of products made with GMOs **varies depending on how close the product comes to my body**. It can be assumed that the last hurdle will be difficult to overcome.