



Imprint

BfR Consumer Monitor 02|2023

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Introduction

The BfR Consumer Monitor is a central instrument of consumer health protection. Every six months, it provides answers to the question of how the general public perceives topics from the field of consumer health protection on the basis of a representative population survey. Which topics are important in the view of the consumer? Which topics are they familiar with and what do they know less about? How is the safety of food and other products in Germany generally rated?

In this survey, the topic of e-cigarettes was addressed for the first time. Although 94 % of the respondents have heard of this topic, 37 % feel not well or not at all informed, which is the highest value compared to other topics. Furthermore, 41 % of the respondents are worried or very worried about the topic.


Another topic that has been captured in the consumer monitor for some time and is ranked as the biggest health risk is unwanted

substances in general. The number of mentions in this category has increased by another 3 % compared to the survey from 08/2022.

Over the past two years, the trend of increasing concern about micro plastics in food, antibiotic resistance, pesticide residues, and glyphosate continues.

The perceived safety of children's toys has increased by 5 % compared to the previous Consumer Monitor. Prior to that, the perceived safety had decreased (7 %).

If you would like to find out more about the individual topics, you will find links to more detailed information on the BfR website on the last page of this booklet.

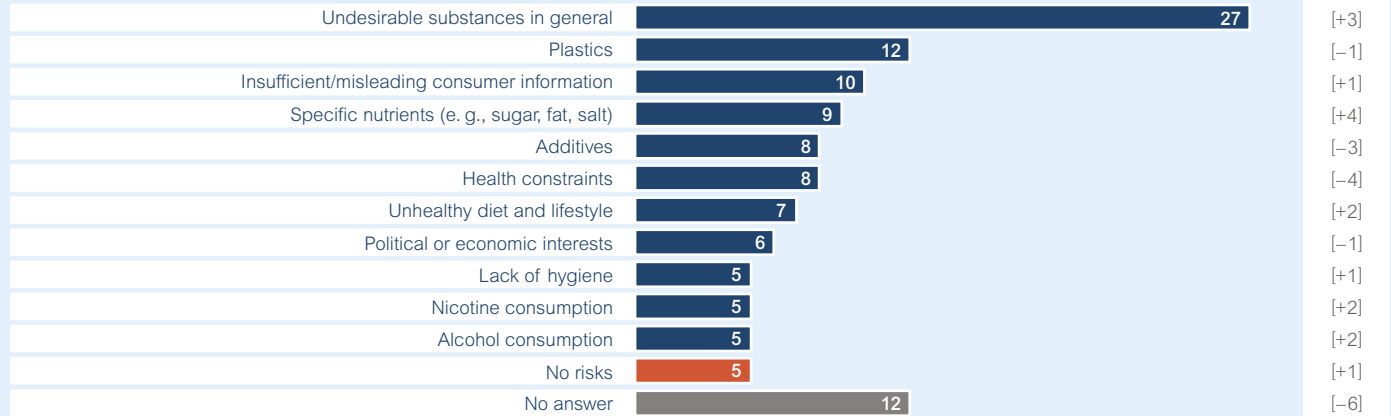


In your opinion, what are the biggest health risks for consumers?

When a person buys or uses food, personal care products, clothing or children's toys, he or she is a consumer.


You can name up to three risks.

Health risks for consumers



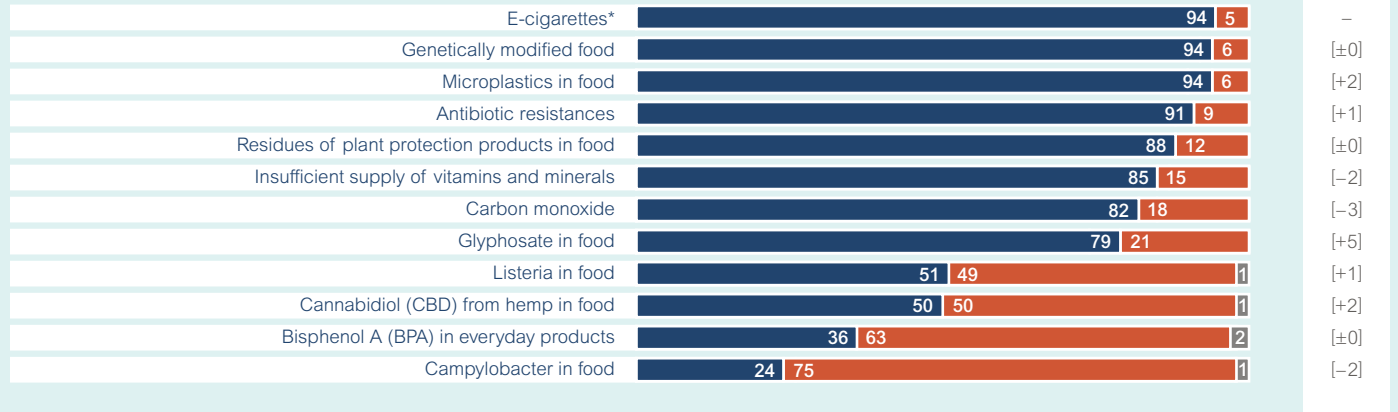
Mentions without predefined response options
 Shown: Risks spontaneously mentioned by at least 5 percent of respondents

Basis: 1,002 respondents; Figures given in percentages
 [compared to 08/2022: percentage points]



Have you heard of the following
consumer health topics before?

Familiarity with consumer health topics




heard of it before
 not heard of it before
 no answer

Response options: "yes, I have heard of it before", "no, I have not heard of it before"

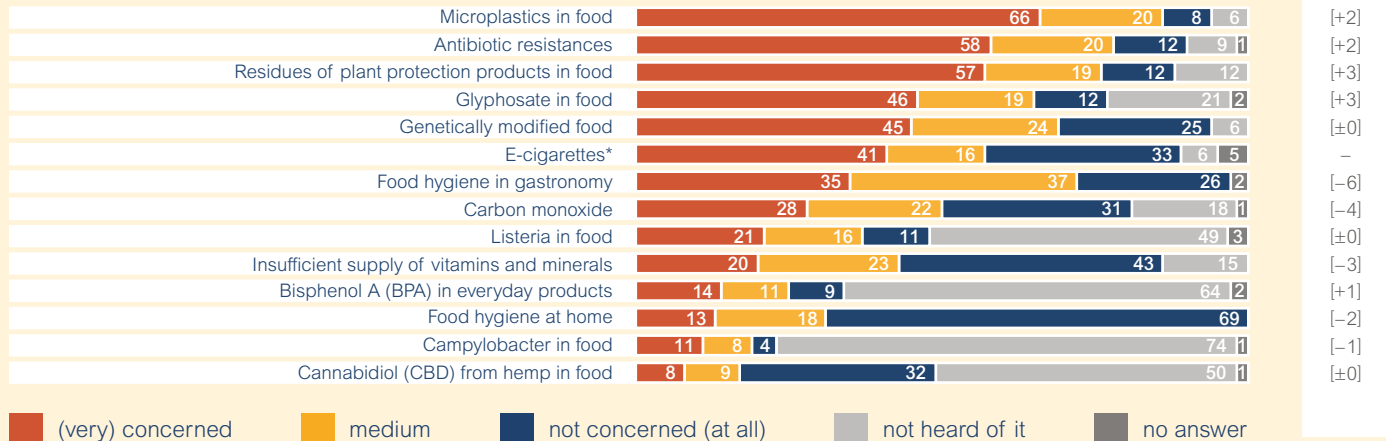
* surveyed for the first time

Basis: 1,002 respondents; Figures given in percentages
 [compared to 08/2022 refers to "heard of it before": percentage points]



How concerned are you personally about the following consumer health topics?


Concern about consumer health topics



Response scale: 1 "not concerned at all" to 5 "very concerned"

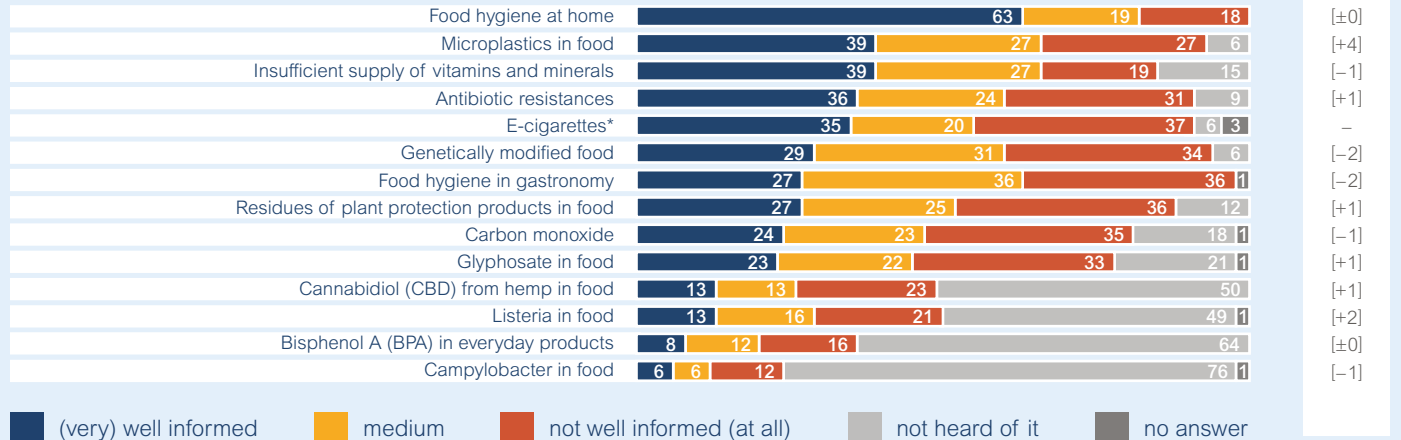
* surveyed for the first time

Basis: 1,002 respondents; Figures given in percentages
 [compared to 08/2022 refers to "(very) concerned": percentage points]



How well informed do you feel about
the following consumer health topics?


Perceived level of information about consumer health topics



Response scale: 1 “not well informed at all” to 5 “very well informed”

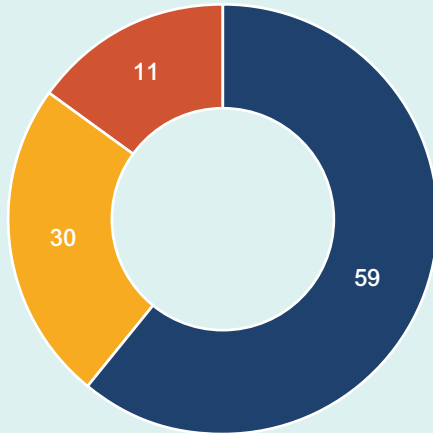
* surveyed for the first time

Basis: 1,002 respondents; Figures given in percentages
 [compared to 08/2022 refers to “(very) well informed”: percentage points]

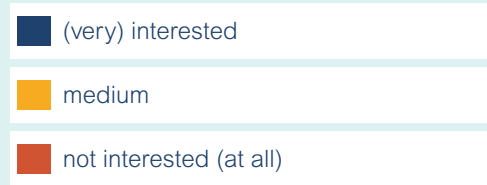


How interested are you in consumer health topics in general?

Interest in consumer health topics



Response scale: 1 "not interested at all" to 5 "very interested"



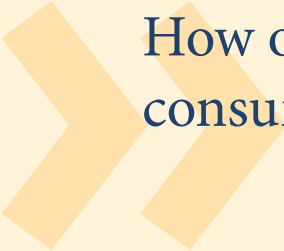
Compared to 08/2022

[-2]

[+6]

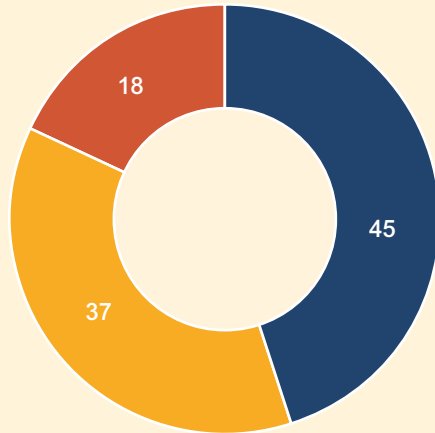
[-4]

Basis: 1,002 respondents; Figures given in percentages [compared to 08/2022: percentage points]



How often do you inform yourself about
consumer health topics?

Information frequency



Response options: "never", "rarely", "now and then", "often", "very often"



Compared to 08/2022

(very) often	[-4]
now and then	[+5]
never/rarely	[-1]

*Basis: 1,002 respondents; Figures given in percentages
[compared to 08/2022: percentage points]*



The government relies on various measures to protect consumers from health risks.


How important do you personally consider the following governmental measures to be?

Relevance of governmental measures



Response scale: 1 "not important at all" to 5 "very important"

Basis: 1,002 respondents; Figures given in percentages
 [compared to 08/2022 refers to "(very) important": percentage points]




How do you generally rate the safety of the following products that you can buy in Germany?

Product safety



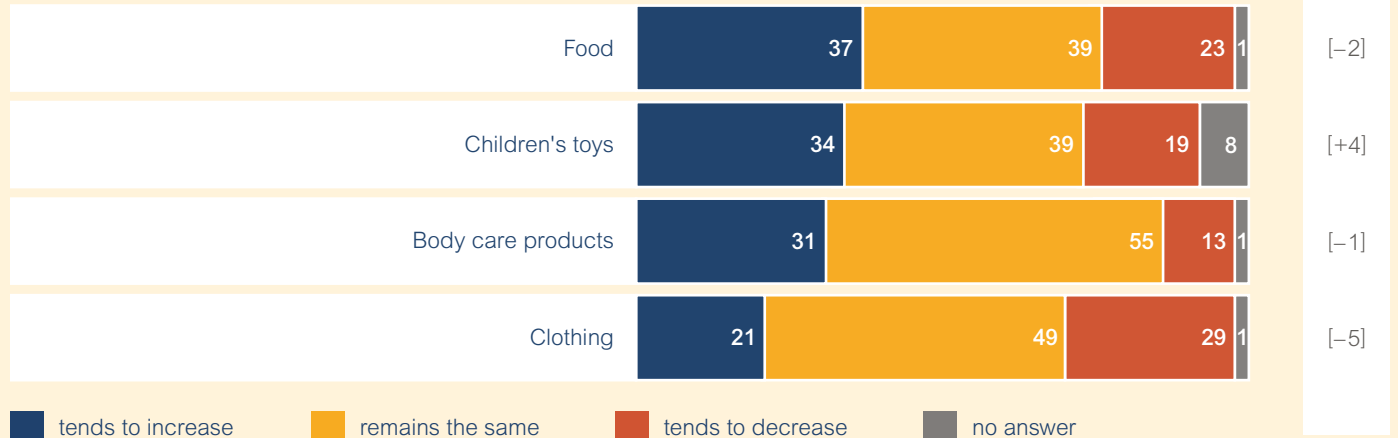
Response scale: 1 "not safe at all" to 5 "very safe"

Basis: 1,002 respondents; Figures given in percentages [compared to 08/2022 refers to "(very) safe": percentage points]




In your opinion, does the safety of the following products that you can buy in Germany tend to increase, tend to decrease or remain the same?

Changes in product safety



Response options: "tends to decrease", "remains the same", "tends to increase"

Basis: 1,002 respondents; Figures given in percentages
 [compared to 08/2022 refers to "tends to increase": percentage points]



How much do you trust the following entities
in Germany to protect the health of consumers?

Trust in health protection



Response scale: 1 "I do not trust them at all" to 5 "I trust them a lot"

Basis: 1,002 respondents; Figures given in percentages
 [compared to 08/2022 refers to "trust them (a lot)": percentage points]

How were the data collected?

Survey period:	13 to 23 February 2023
Number of respondents:	1,002
Population:	German-speaking population aged 16 years and over in private households in the Federal Republic of Germany
Representativeness:	Random sample of landline and mobile telephone numbers, which also includes telephone numbers not listed in telephone directories (in line with standards set by the Association of German Market Research Institutes – ADM) Data was weighted according to gender, education, age, employment, size of city, German federal state, and size of household
Survey method:	Telephone interview (CATI omnibus survey, dual-frame)
Presentation of results:	All figures given in percentages, rounding differences possible
Conducted by:	INFO GmbH

About the BfR

The German Federal Institute for Risk Assessment, or BfR for short, is responsible for answering questions on all aspects of the health assessment of foods and feeds, consumer products and chemicals. Through its work, it makes a decisive contribution towards ensuring that food, products and the use of chemicals have become safer in Germany. The Institute's main tasks comprise the assessment of existing health risks and identification of new ones, the development of recommendations to limit risks and the transparent communication of this process.

This work results in the scientific advice given to political decision makers. To help with the strategic alignment of its risk communication, the BfR conducts its own research in the field of risk perception. The Institute is independent in its scientific assessments, research and communication. The BfR belongs to the portfolio of the Federal Ministry of Food and Agriculture (BMEL).

i More information at: www.bfr.bund.de/en

Antibiotic resistances:

> **A-Z Index > A > antibiotics**

Bisphenol A:

> **A-Z Index > B > bisphenol A**

Campylobacter:

> **A-Z Index > C > campylobacter**

Carbon monoxide:

> **A-Z Index > C > carbon monoxide**

Electronic cigarettes:

> **A-Z Index > E > electronic cigarette**

Food hygiene:

> **A-Z Index > F > food hygiene**

Genetically modified food:

> **A-Z Index > G > genetically modified foods**

Glyphosat:

> **A-Z Index > G > glyphosate**

Cannabidiol (CBD) from hemp in food:

> **A-Z Index > H > hemp**

Listeria:

> **A-Z Index > L > listeria monocytogenes**

Microplastics:

> **A-Z Index > M > microplastic**

Minerals:

> **A-Z Index > M > minerals**

Plant protection products:

> **A-Z Index > P > plant protection products**

Vitamins:

> **A-Z Index > V > vitamins**

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