



Imprint

BfR Consumer Monitor 02|2021

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Introduction

The BfR Consumer Monitor is a central instrument in 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? And last but not least – how is the safety of food and other products in Germany generally rated?

In this first survey of 2021, about two thirds of respondents state that they are interested in consumer health topics. About half also often inform themselves about such topics. Especially certain constellations of nutrients – such as a high content of sugar,

fat or salt in food – are spontaneously mentioned as health risks for consumers. When asked about specific consumer health topics, the greatest concerns are currently antibiotic resistance and microplastics in food – in each case, more than 50% state that they are worried about these topics. However, there is comparatively little concern about food hygiene in one's own home (10% are concerned about this). Most respondents – around two-thirds in total – also feel well informed in this particular area.

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.

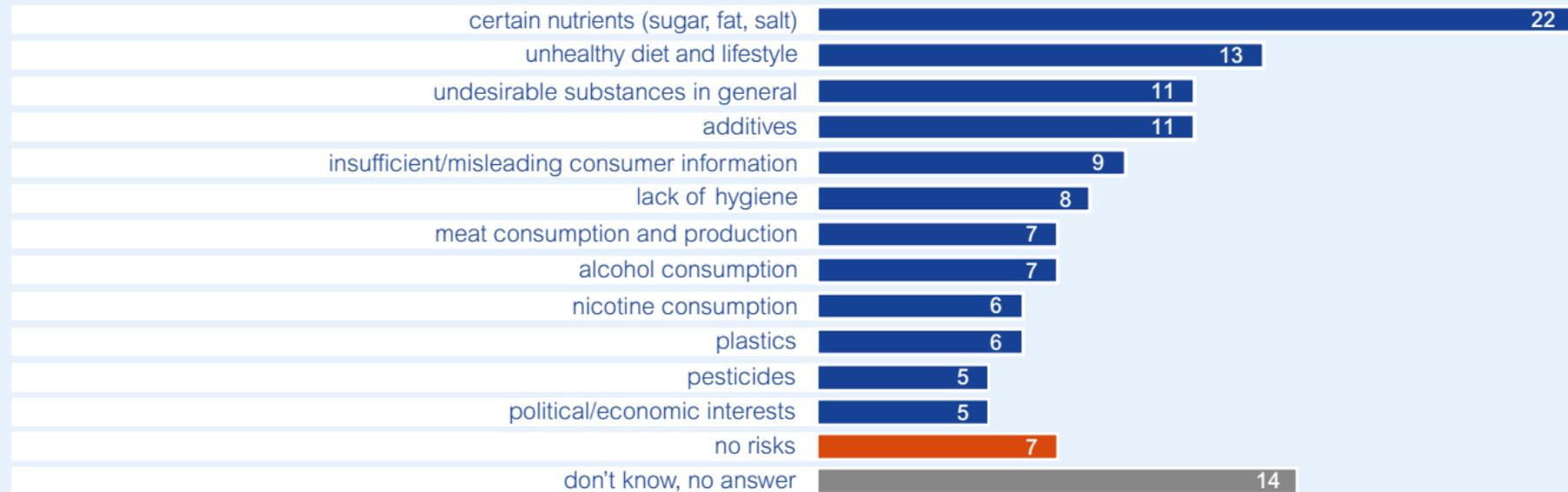


In your opinion, what are the biggest health risks for consumers?

When a person buys or uses food or other products, he or she is a consumer.

You can name up to three risks.

Health risks for consumers



Shown: Risks spontaneously mentioned by at least 5 percent of respondents

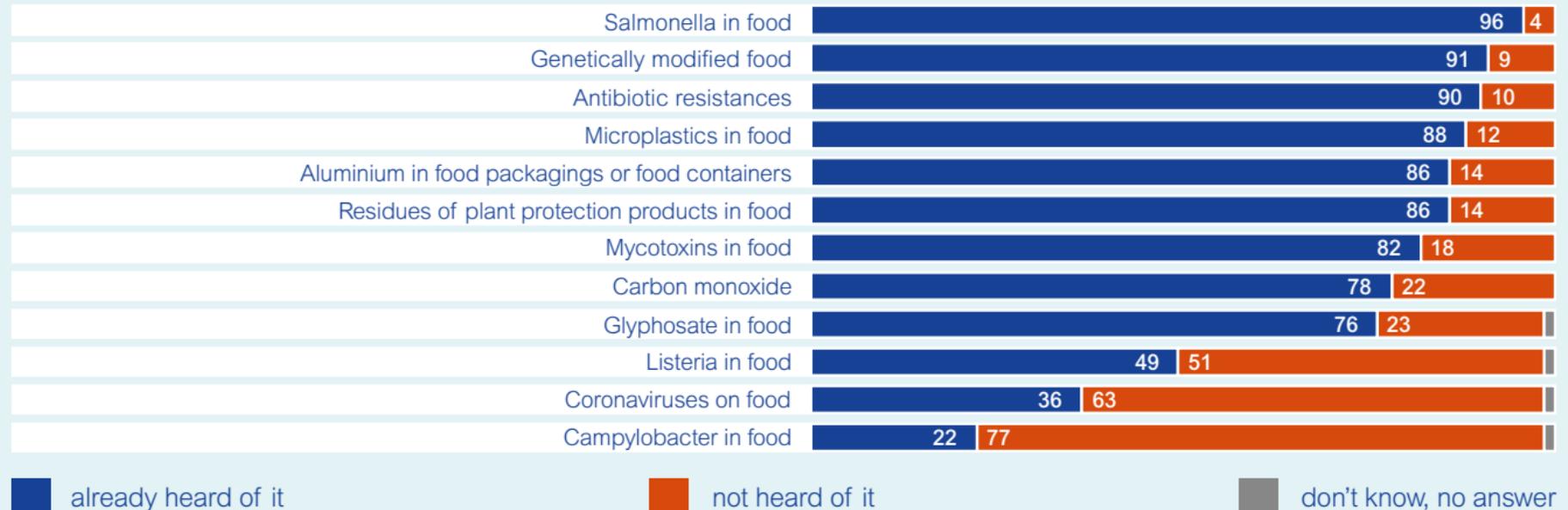
Basis: 1,000 respondents; Figures given in percentages



Have you already heard of the following consumer health topics?

Please answer with “yes, I’ve already heard of it” or “no, I’ve not heard of it”.

Awareness of health and consumer topics



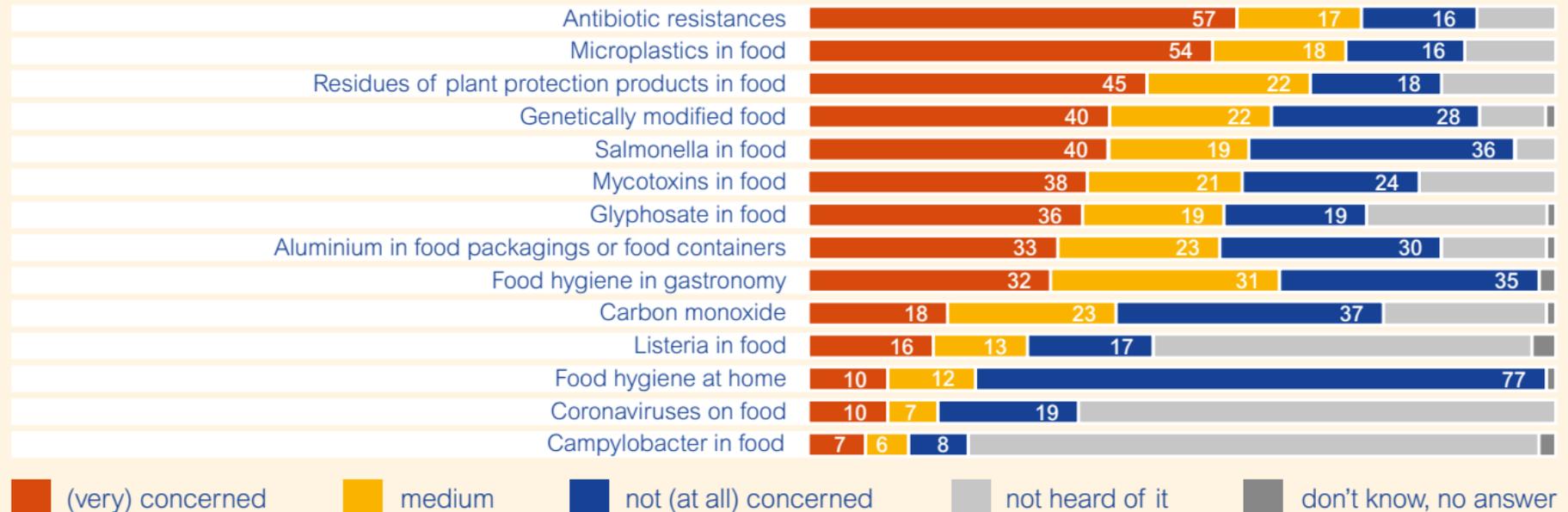
Basis: 1,000 respondents; Figures given in percentages



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

Please answer on a scale of 1 to 5, with 1 representing “not at all concerned” and 5 representing “very concerned”.

Concern about health and consumer topics



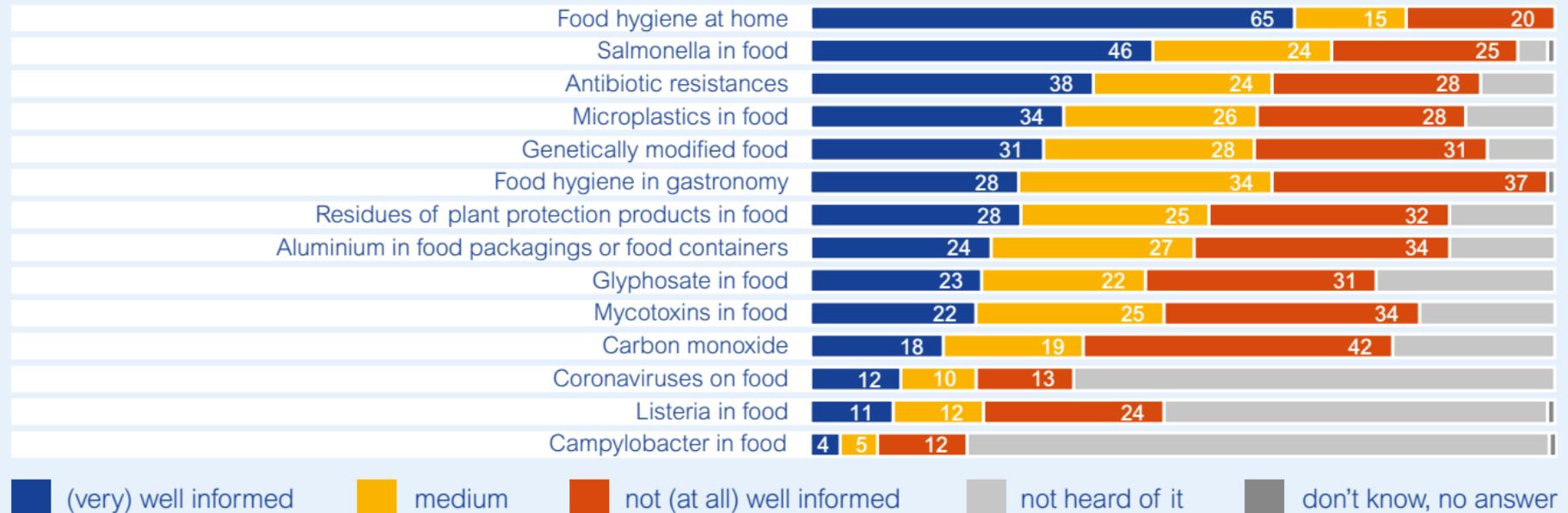
Basis: 1,000 respondents; Figures given in percentages



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

Please answer on a scale of 1 to 5, with 1 representing “not at all well informed” and 5 representing “very well informed”.

Informedness about health and consumer topics



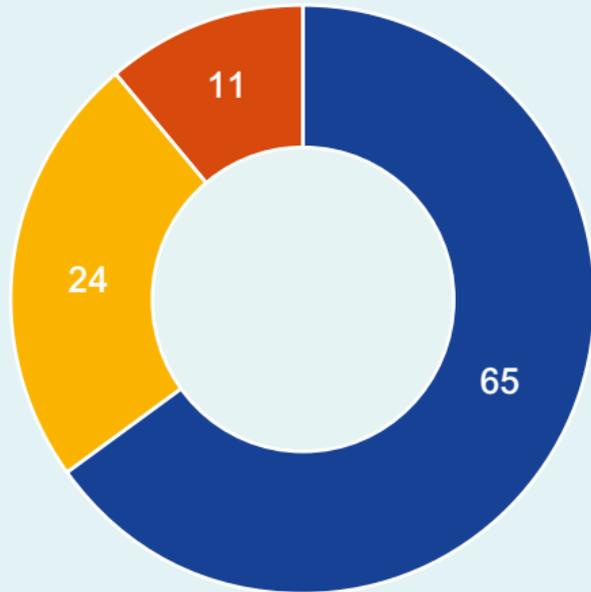
Basis: 1,000 respondents; Figures given in percentages



How interested are you in consumer health topics in general?

Please answer on a scale of 1 to 5, with 1 representing “not at all interested” and 5 representing “very interested”.

Interest in consumer health topics



(very) interested

medium

not (at all) interested

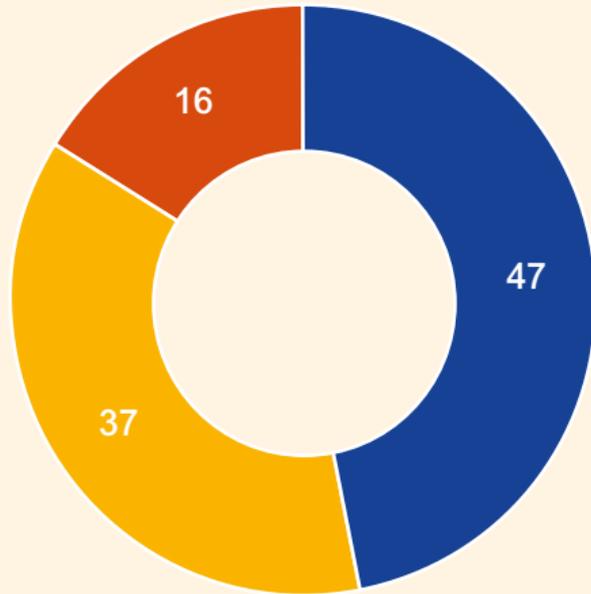
Basis: 1,000 respondents; Figures given in percentages



How often do you inform yourself about consumer health topics?

Please answer with “never”, “rarely”, “now and then”, “often” or “very often”.

Information frequency



Basis: 1,000 respondents; Figures given in percentages



The government relies on various measures to protect consumers from health risks. How important do you personally consider the following governmental measures?

Please answer on a scale of 1 to 5, with 1 representing “not at all important” and 5 representing “very important”.

Relevance of governmental measures



Basis: 1,000 respondents; Figures given in percentages



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

Please answer on a scale of 1 to 5, where 1 representing “not at all safe” and 5 representing “very safe”.

Product safety

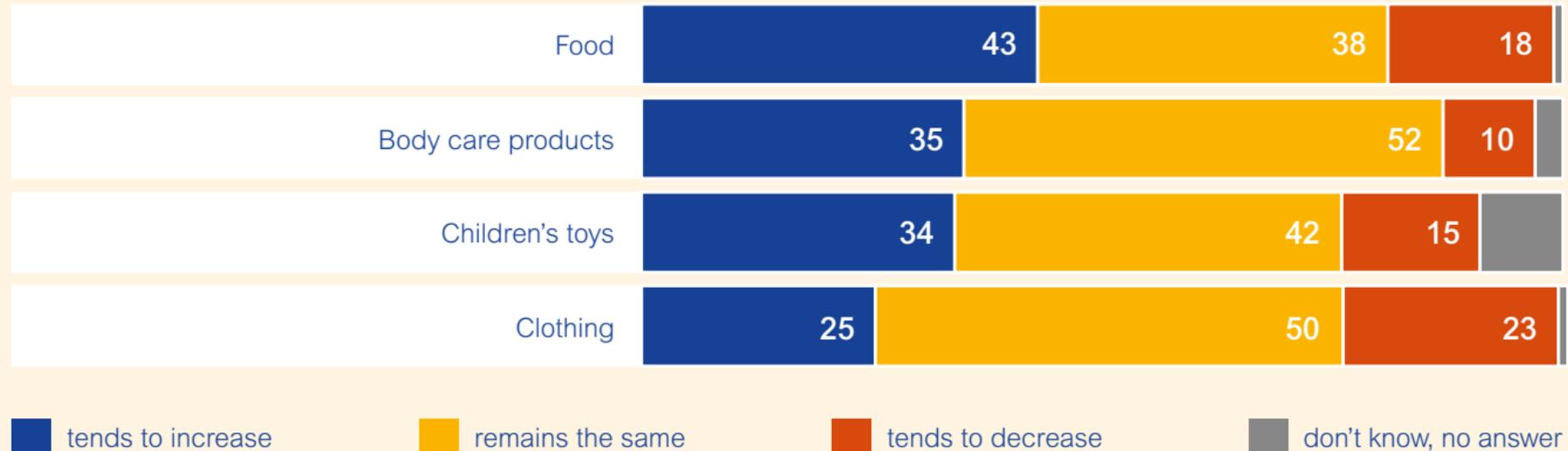


Basis: 1,000 respondents; Figures given in percentages



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



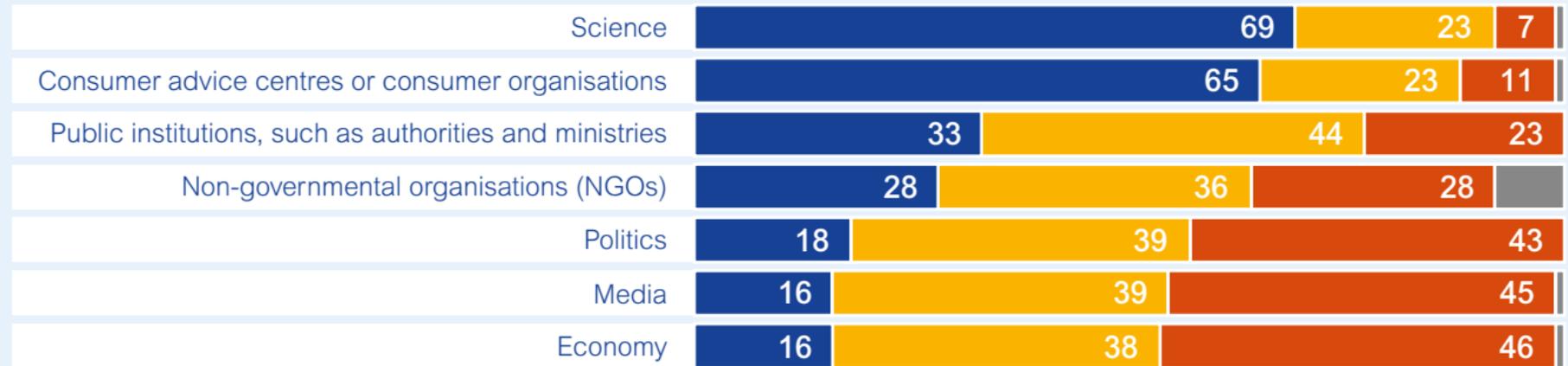
Basis: 1,000 respondents; Figures given in percentages



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

Please answer on a scale of 1 to 5, with 1 representing “I don’t trust them at all” and 5 representing “I trust them a lot”.

Trust in health protection



■ trust them (a lot)

■ medium

■ don't trust them (at all)

■ don't know, no answer

Basis: 1,000 respondents; Figures given in percentages

How were the data collected?

Survey period:	8 to 13 February 2021
Number of respondents:	1,000
Presentation of results:	All figures given in percentages; rounding differences possible
Population:	German-speaking population aged 16 years and over in private households in the Federal Republic of Germany
Sampling:	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 weighting:	Data was weighted according to gender, education, age, employment, size of city, German federal state (“Land”) and size of household to guarantee representativeness
Method:	Telephone interview (CATI omnibus survey, dual-frame)
Conducted by:	INFO GmbH

Methodological note

In recent years, the questionnaire for the BfR Consumer Monitor has been continuously refined to ensure a high scientific standard of methodology. Fundamental changes have been made for this survey. You will therefore not find any comparisons with the results of previous surveys in this issue.

The new edition of the BfR Consumer Monitor questionnaire includes the following adjustments, among others:

- ▶ Update of the question set (e.g. inclusion of the question “Informedness about health and consumer topics”)
- ▶ Expansion of existing questions (e.g. further differentiation of the question “Trust in health protection”)
- ▶ Contextualisation of existing questions (e.g. focusing on the consumer perspective in the question “Health risks for consumers”)
- ▶ Harmonisation of the response format for scaled questions (standard use of a five-point response scale)

About the BfR

Do nanoparticles promote the occurrence of allergies? Does apple juice contain too much aluminium? 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).



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

Aluminium in food packagings or food containers:

> [A-Z Index](#) > [A](#) > [aluminium](#)

Antibiotic resistances:

> [A-Z Index](#) > [A](#) > [antibiotic](#)

Campylobacter in food:

> [A-Z Index](#) > [C](#) > [campylobacter](#)

Carbon monoxide:

> [A-Z Index](#) > [C](#) > [carbon monoxide](#)

Coronaviruses on food:

> [A-Z Index](#) > [C](#) > [COVID-19/corona](#)

Food hygiene:

> [A-Z Index](#) > [F](#) > [food hygiene](#)

Genetically modified food:

> [A-Z Index](#) > [G](#) > [genetically modified foods](#)

Glyphosate in food:

> [A-Z Index](#) > [G](#) > [glyphosate](#)

Listeria in food:

> [A-Z Index](#) > [L](#) > [listeria monocytogenes](#)

Microplastics in food:

> [A-Z Index](#) > [M](#) > [microplastic](#)

Mycotoxins in food:

> [A-Z Index](#) > [M](#) > [mycotoxins](#)

Residues of plant protection products in food:

> [A-Z Index](#) > [P](#) > [plant protection products](#)

Salmonella in food:

> [A-Z Index](#) > [S](#) > [salmonella](#)

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