



Imprint

BfR Consumer Monitor 08|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?

The second survey in 2021 shows: The public's trust in science and politics to protect the health of consumers in Germany has decreased slightly. The respondents are also currently less interested in consumer health topics than at the

beginning of the year. Certain constellations of nutrients – a high content of sugar, fat or salt in food – as well as undesirable substances in general are spontaneously mentioned as the biggest health risks. Nevertheless, 42 percent of the respondents assume that the safety of food that can be bought in Germany tends to increase overall. More than half (52%) currently rate food as safe or very safe. For other product categories – children's toys (45%), body care products (41%) and clothing (33%) – this rating is lower in a direct comparison.

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.

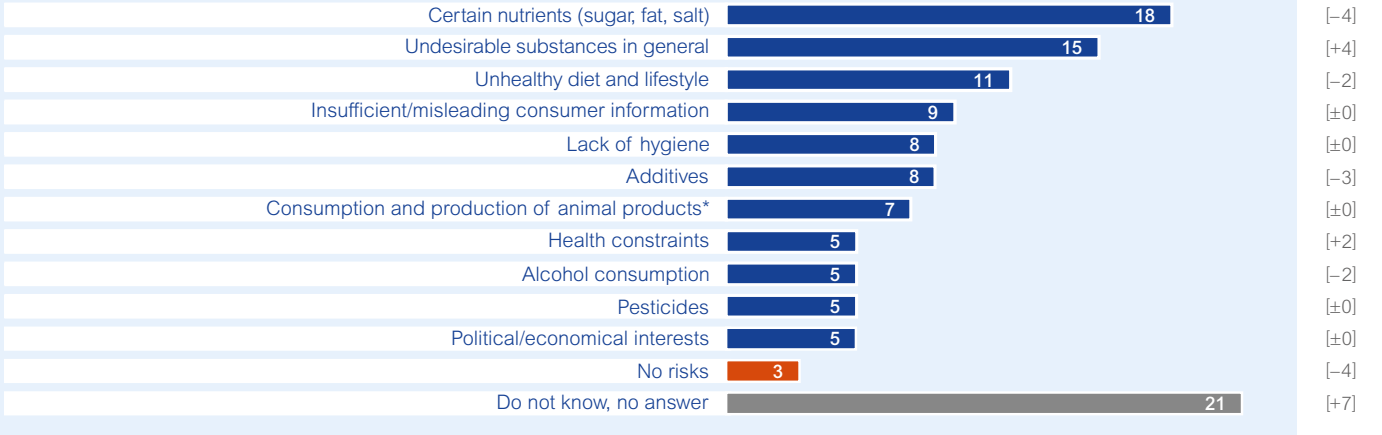


In your opinion, what are the biggest health risks for consumers?

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
 * in 02/2021 "meat consumption and production"

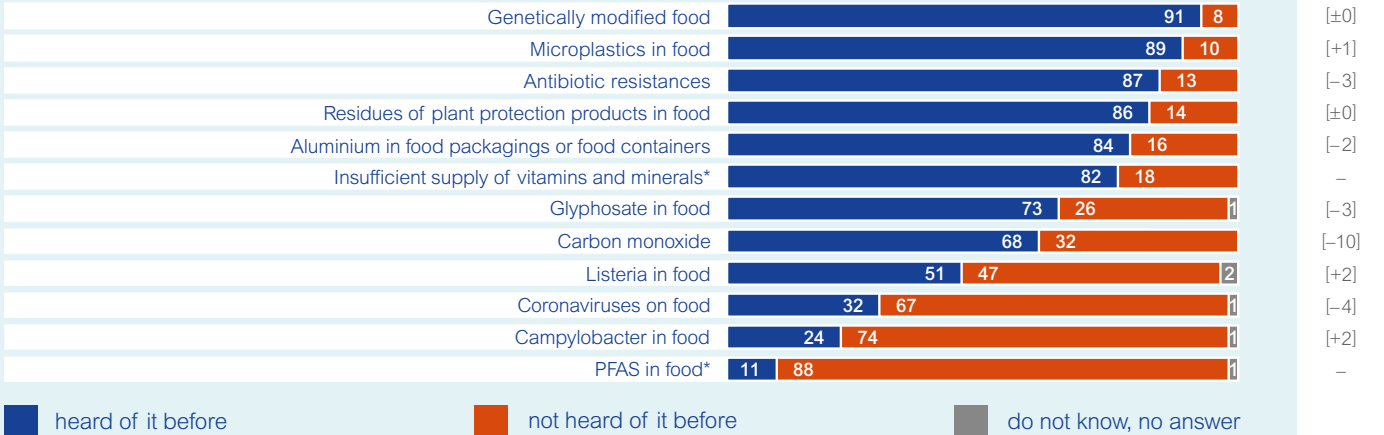
Basis: 1,000 respondents; Figures given in percentages
 [compared to 02/2021: percentage points]




Have you heard of the following consumer health topics before?

Please answer with “yes, I have heard of it before” or “no, I have not heard of it before”.

Familiarity with consumer health topics



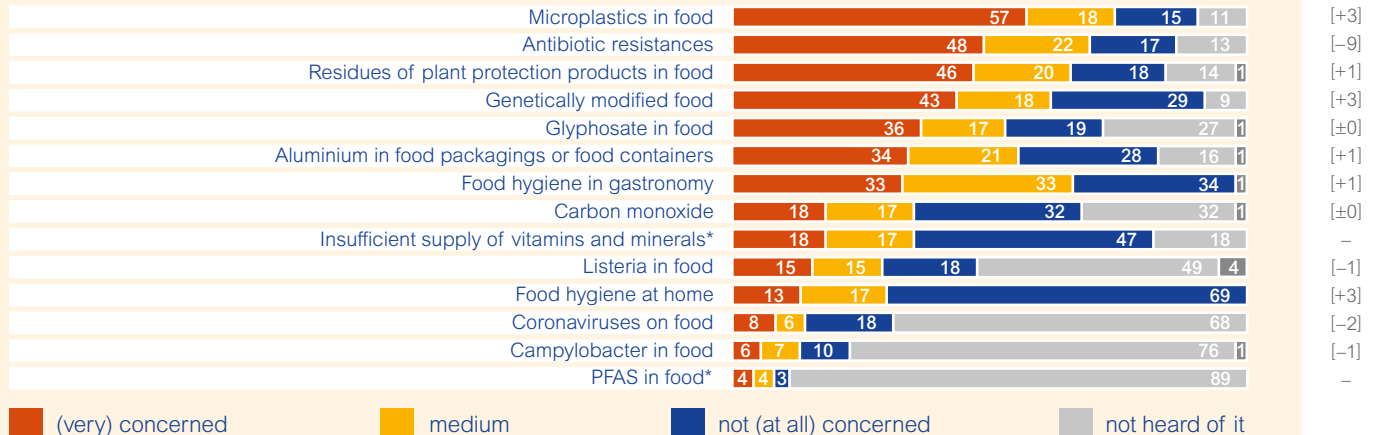
Basis: 1,000 respondents; Figures given in percentages [compared to 02/2021 refers to "heard of it before": percentage points]; * surveyed for the first time



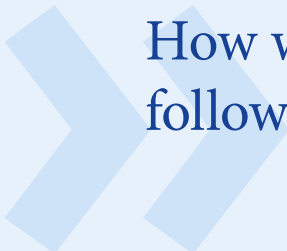
How concerned are you personally about the following consumer health topics?

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

Concern about consumer health topics



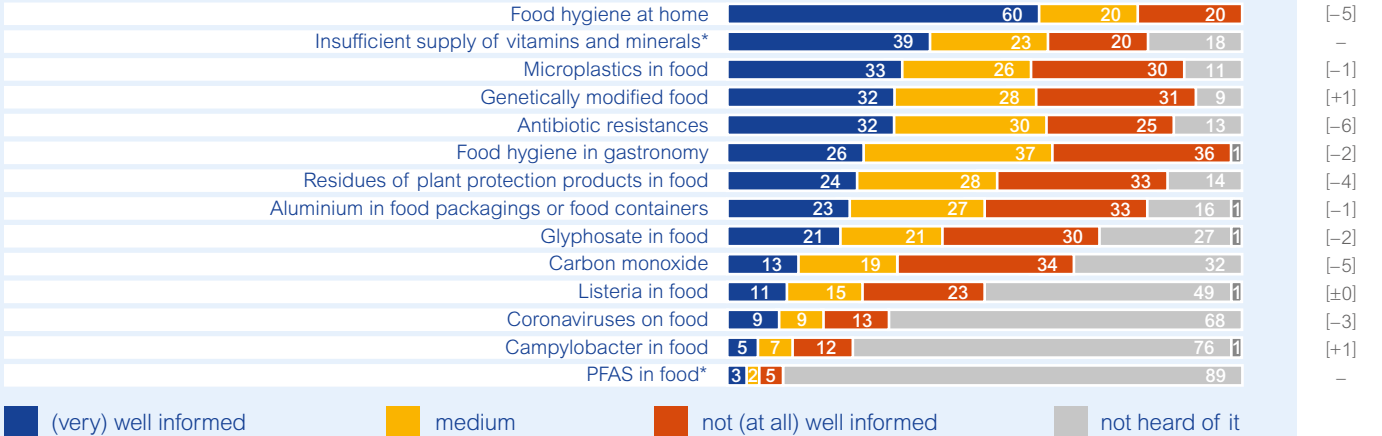
Basis: 1,000 respondents; Figures given in percentages [compared to 02/2021 refers to "(very) concerned": percentage points]; * surveyed for the first time



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”.

Perceived level of information about consumer health topics



■ (very) well informed
 ■ medium
 ■ not (at all) well informed
 ■ not heard of it
■ do not know, no answer

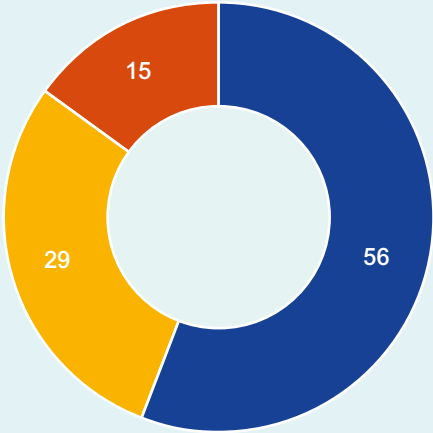
Basis: 1,000 respondents; Figures given in percentages [compared to 02/2021 refers to "(very) well informed": percentage points]; * surveyed for the first time



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

Compared to 02/2021

[-9]
[+5]
[+4]

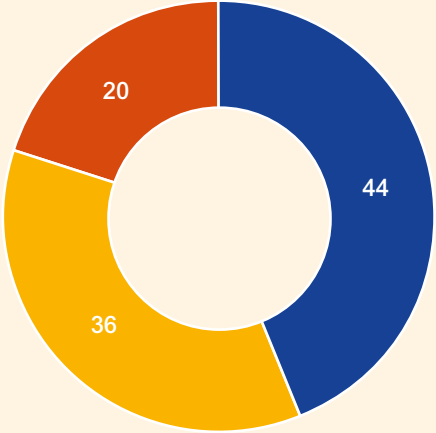
Basis: 1,000 respondents; Figures given in percentages [compared to 02/2021: percentage points]



How often do you inform yourself about consumer health topics?

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

Information frequency




(very) often
now and then
never/rarely

Compared to 02/2021

[-3]
[-1]
[+4]

Basis: 1,000 respondents; Figures given in percentages [compared to 02/2021: 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?

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




Compared to 02/2021

[-3]

[-4]

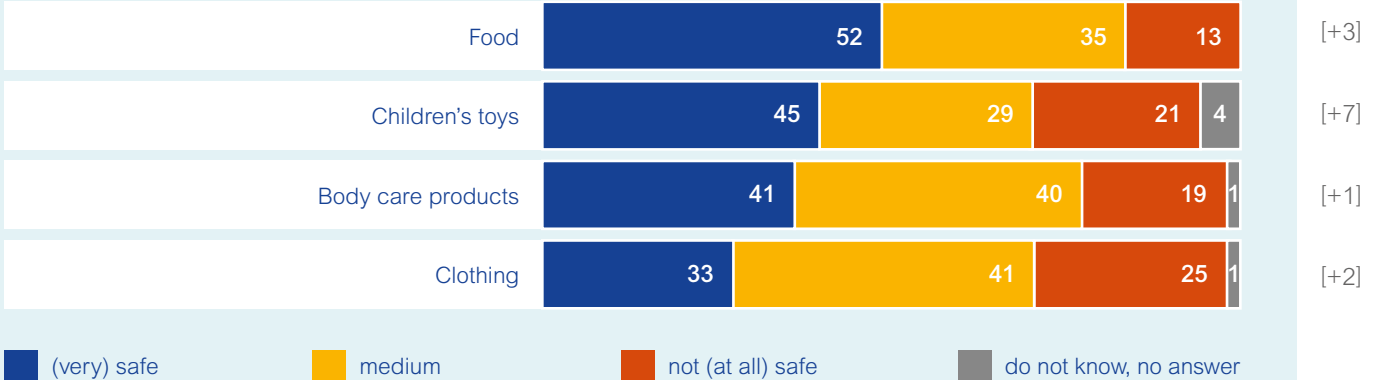
Basis: 1,000 respondents; Figures given in percentages [compared to 02/2021 refers to "(very) important": percentage points]




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

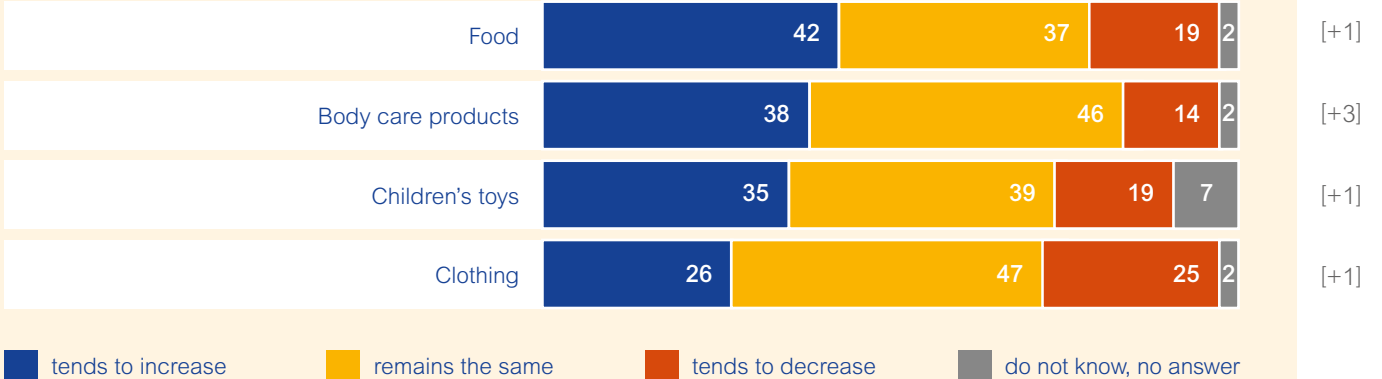


Basis: 1,000 respondents; Figures given in percentages [compared to 02/2021 refers to "(very) safe": percentage points]




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



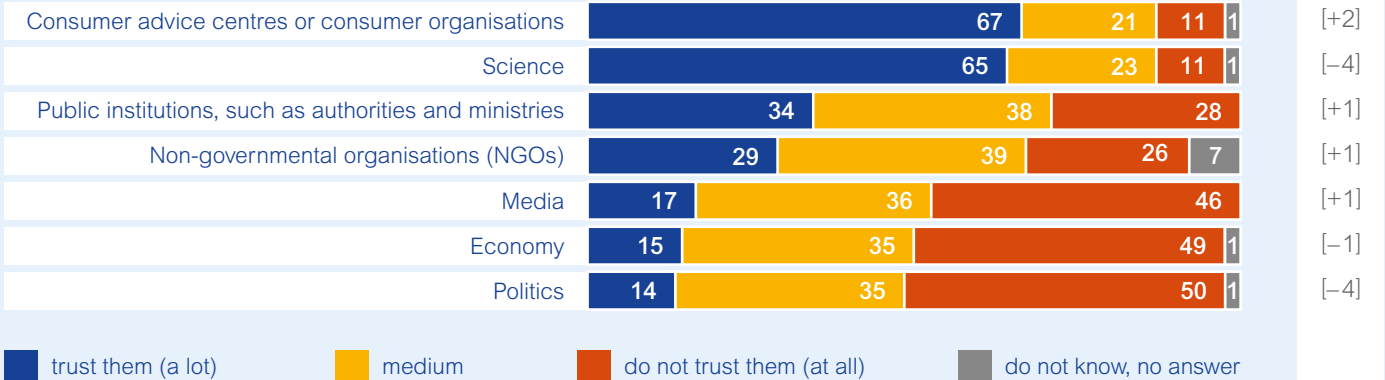
Basis: 1,000 respondents; Figures given in percentages [compared to 02/2021 refers to "tends to increase": percentage points]



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 do not trust them at all” and 5 representing “I trust them a lot”.

Trust in health protection



Basis: 1,000 respondents; Figures given in percentages [compared to 02/2021 refers to "trust them (a lot)": percentage points]

How were the data collected?

Survey period:	16 to 20 August 2021
Number of respondents:	1,000
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)
Representativeness:	Data was weighted according to gender, education, age, employment, size of city, German federal state (“Land”) 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

Aluminium:

> **A-Z Index > A > aluminium**

Antibiotic resistances:

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

Campylobacter:

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

Carbon monoxide:

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

Coronaviruses:

> **A-Z Index > C > COVID-19/corona**

Genetically modified food:

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

Glyphosate:

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

Food hygiene:

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

Listeria:

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

Microplastics:

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

Minerals:

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

Poly- and perfluoralkyl substances (PFAS):

> **A-Z Index > P > poly- and perfluoralkyl substances (PFAS/PFC)**

Plant protection products:

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

Vitamins:

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

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