



Imprint

BfR Consumer Monitor 08|2023

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Introduction

The BfR Consumer Monitor is an important instrument in consumer health protection. As a representative population survey carried out every six months, it provides answers to the question of what the general public thinks about issues in consumer health protection. Which topics are important from the consumers' perspective? Which topics are they familiar with, and which ones are more unknown? And finally – how is the safety of food and other products in Germany generally perceived?

In August 2023, data on artificial sweeteners, nicotine pouches, and swallowed button cell batteries were collected for the first time. It was found that these topics are already known because at least 42% of the respondents indicated that they were familiar with them. However, this awareness is not necessarily accompanied by increased concern.

Artificial sweeteners scored the highest in terms of concern, with 30% of respondents stating that they were (very) concerned.

Whilst new topics have been added, other topics show an unchanged public perception. One topic where concern remained unchanged in the last two survey is cannabidiol. It remains to be seen whether this trend will continue.

For more detailed information on the individual topics, please refer to the last page of this issue, where links to further information on the BfR website are provided. We encourage interested individuals to learn more about the respective topics there.

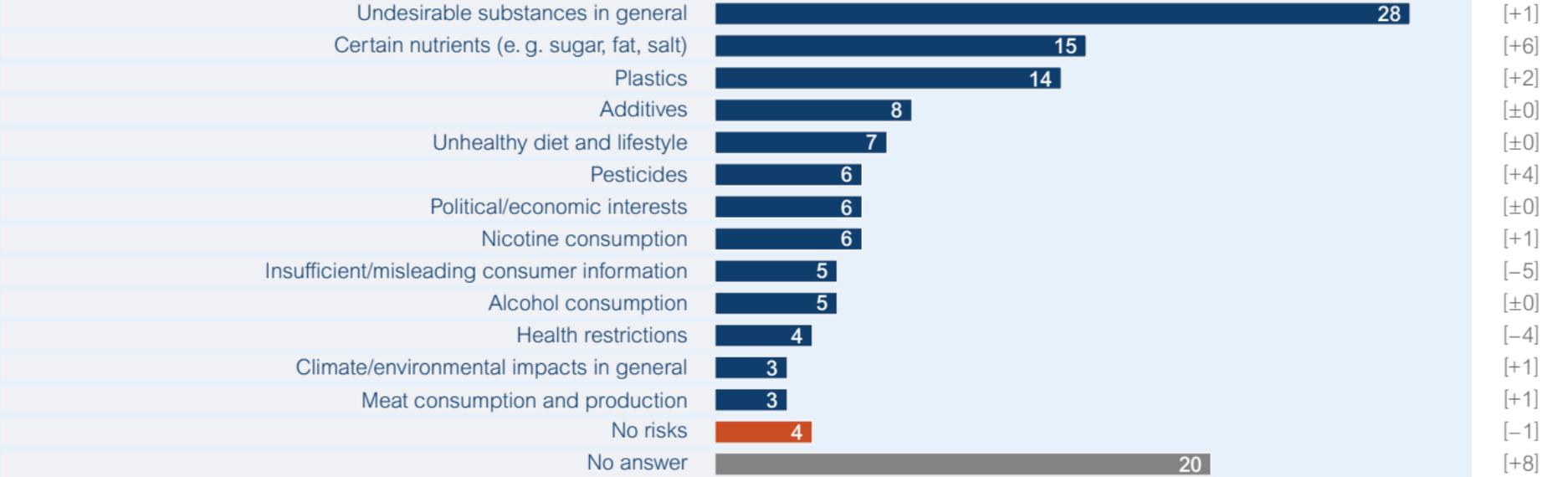


In your opinion, what are the biggest health risks for consumers?

When a person buys or uses food, personal care products, clothing, or children's toys, they are referred to as a consumer.

You can state up to three risks.

Health risks for consumers



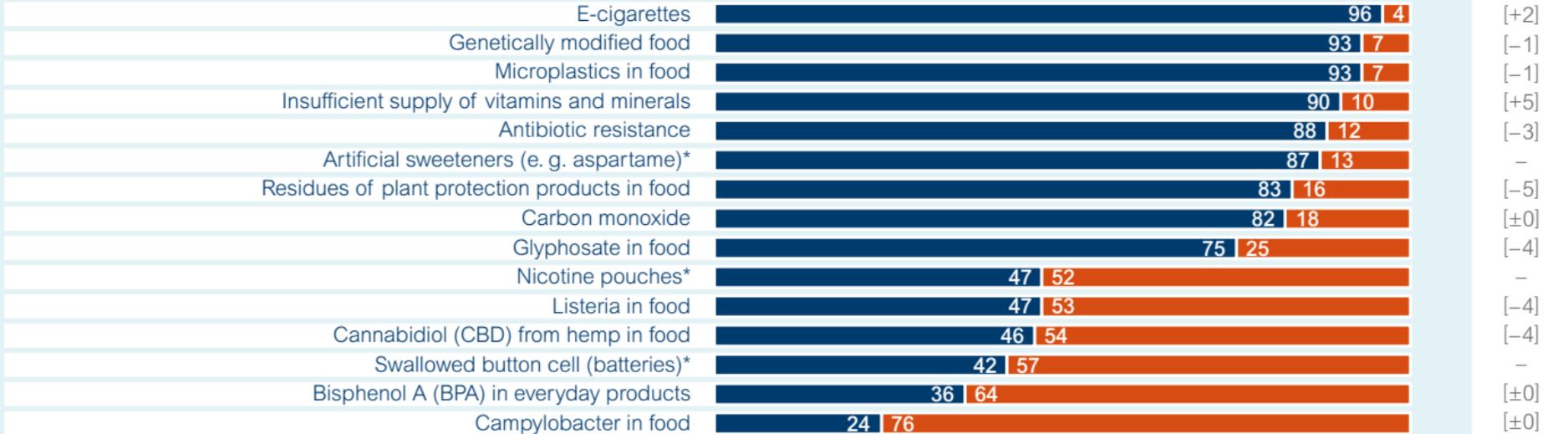
Mentions are made without predefined response options
Shown: Risks spontaneously mentioned by at least 3 percent of respondents

Basis: 1,007 respondents; Figures given in percentages
[Compared to 02/2023: 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

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

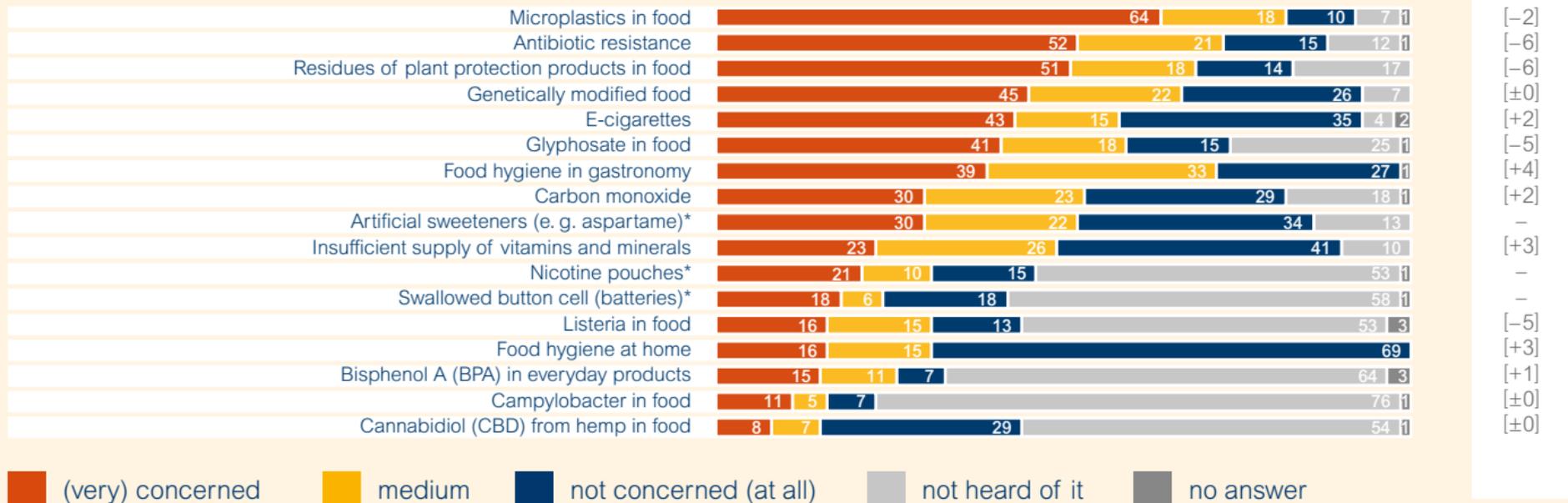
* Surveyed for the first time

*Basis: 1,007 respondents; Figures given in percentages
 [Compared to 02/2023 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 options: 1 “not concerned (at all)” to 5 “(very) concerned”

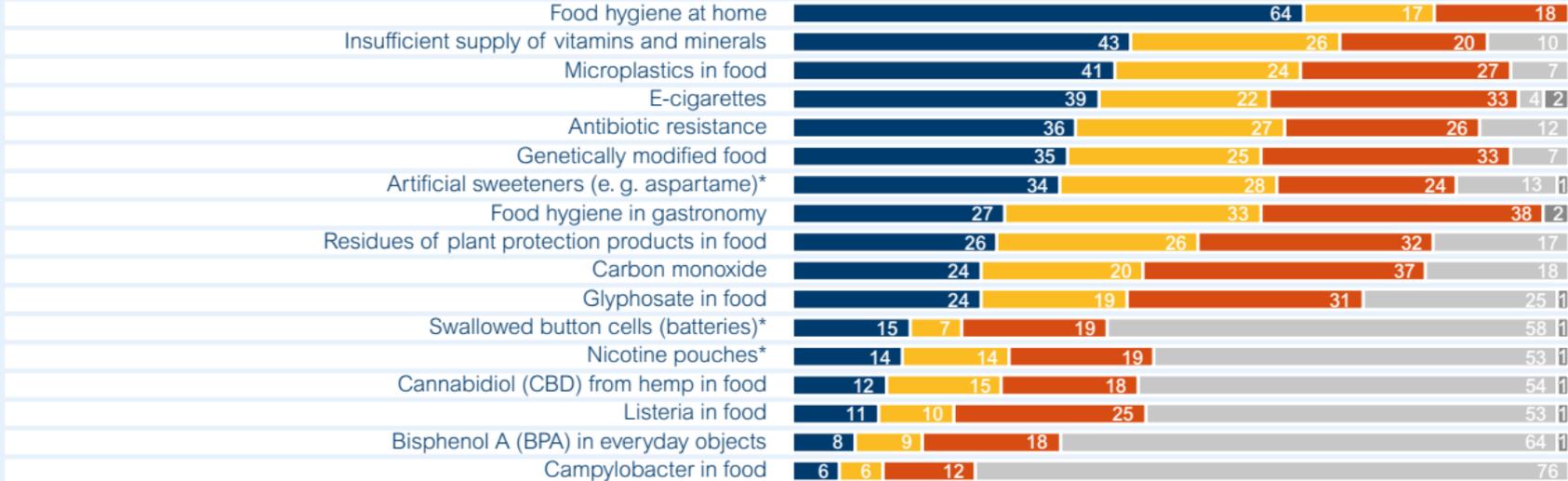
* Surveyed for the first time

Basis: 1,007 respondents; Figures given in percentages
 [Compared to 02/2023 refers to “(very) worried”: Percentage points]



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

Perceived level of information about consumer health topics



(very) well informed
 medium
 not well informed (at all)
 not heard of it
 no answer

Response options: 1 “not well informed (at all)” to 5 “(very) well informed”

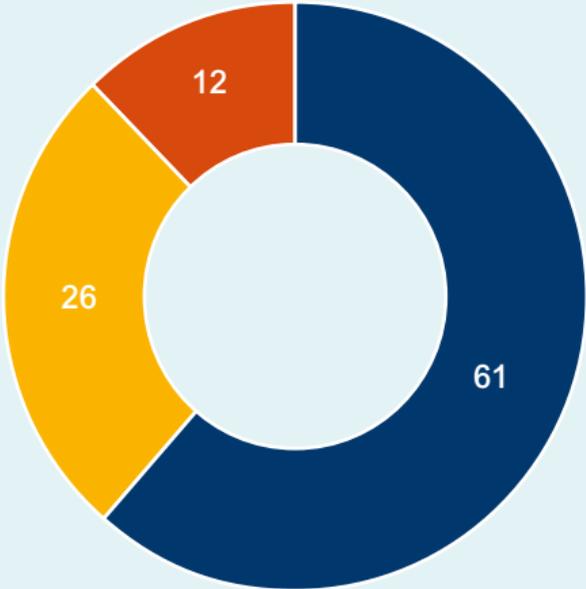
* Surveyed for the first time

Basis: 1,007 respondents; Figures given in percentages
 [Compared to 02/2023 refers to “(very) well informed”: Percentage points]



How interested are you in consumer health topics in general?

Interest in consumer health topics



Response options: 1 “not interested (at all)” to 5 “(very) interested”

(very) interested
medium
not interested (at all)

Compared to 02/2023

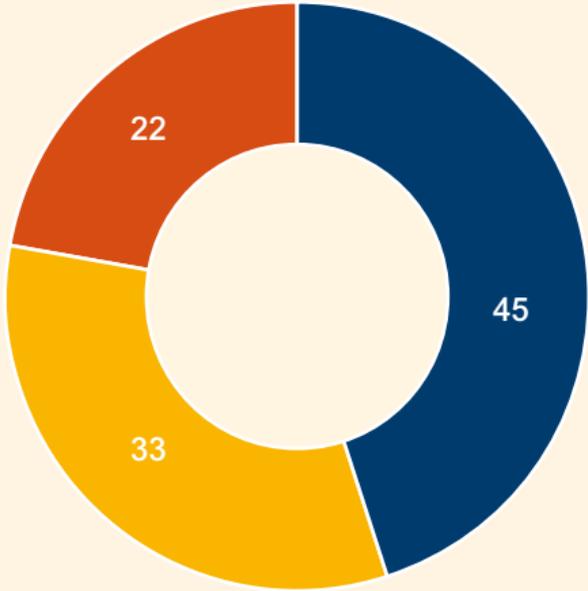
[+2]
[-4]
[+1]

*Basis: 1,007 respondents; Figures given in percentages
[Compared to 02/2023: Percentage points]*



How often do you inform yourself about
consumer health topics?

Information frequency



(very) often
now and then
never/rarely

Compared to 02/2023

[±0]
[-4]
[+4]

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

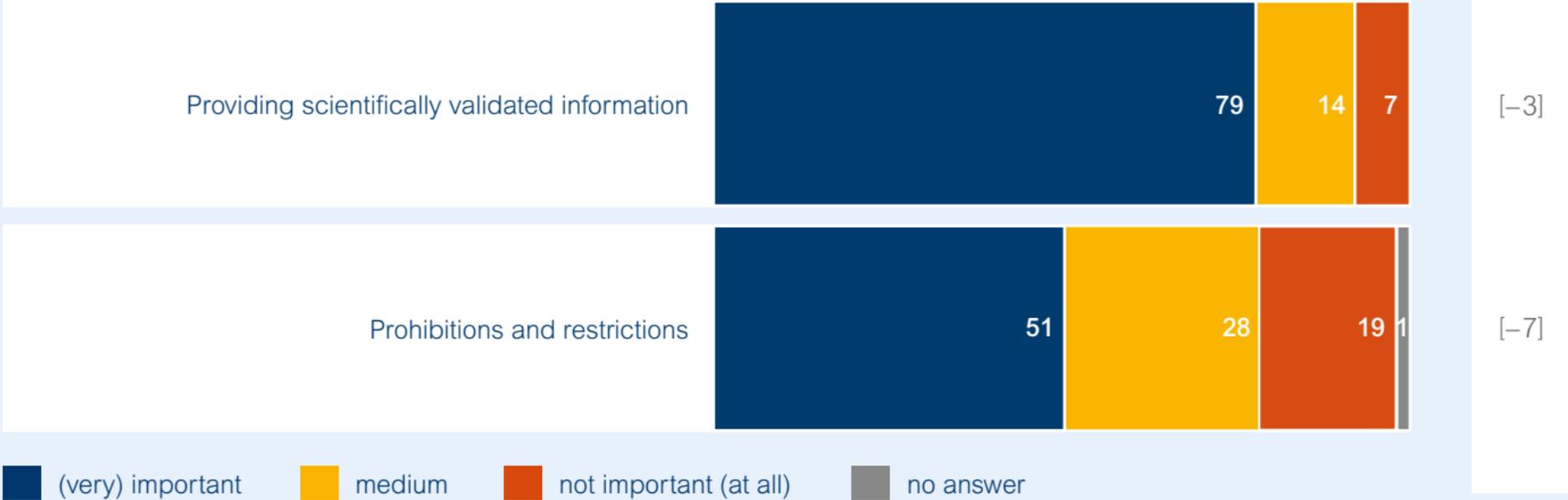
*Basis: 1,007 respondents; Figures given in percentages
[Compared to 02/2023: Percentage points]*



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 options: 1 "not important (at all)" to 5 "(very) important"

Basis: 1,007 respondents; Figures given in percentages
[Compared to 02/2023 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



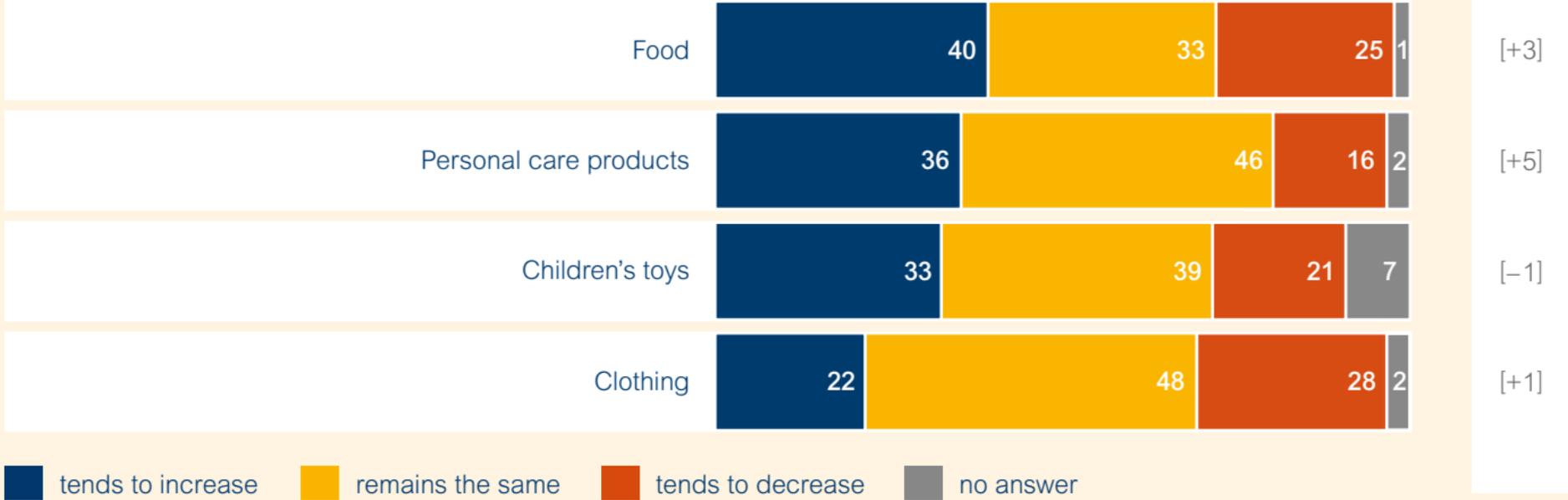
Response options: 1 "not safe (at all)" to 5 "(very) safe"

Basis: 1,007 respondents; Figures given in percentages
[Compared to 02/2023 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



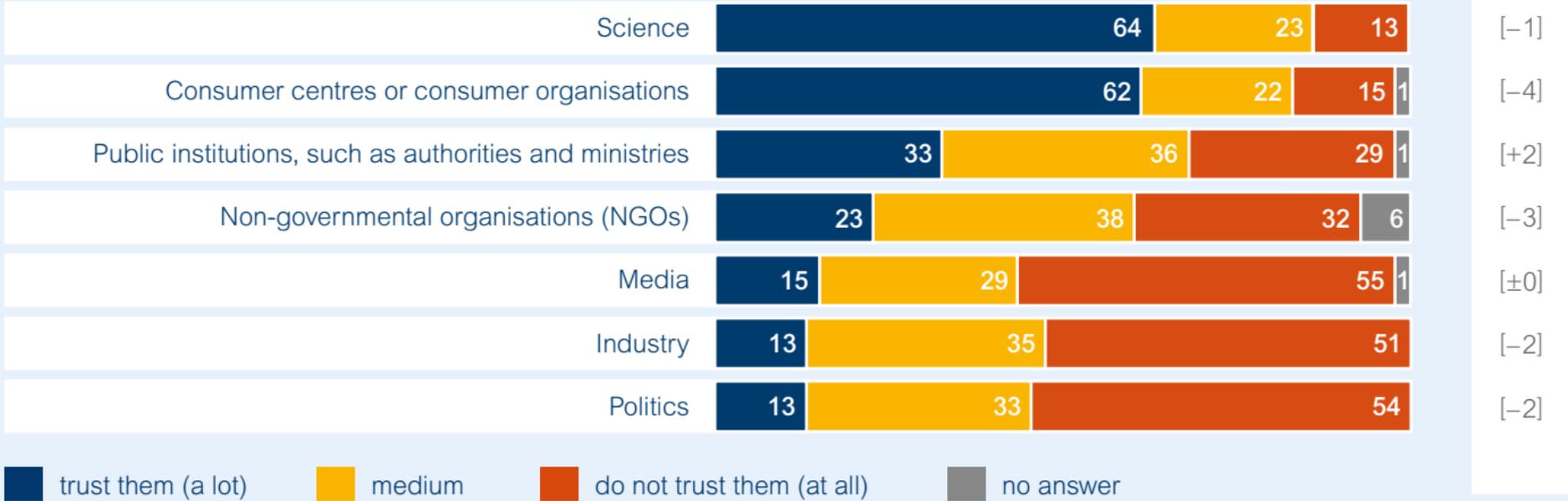
Response options: "tends to decrease", "remains the same", "tends to increase"

*Basis: 1,007 respondents; Figures given in percentages
 [Compared to 02/2023 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 the health protection



Response options: 1 "I do not trust them (at all)" to 5 "I trust them (a lot)"

Basis: 1,007 respondents; Figures given in percentages
 [Compared to 02/2023 refers to "I trust them (a lot)": Percentage points]

How were the data collected?

Survey period:	7 to 16 August 2023
Number of respondents:	1,007
Population:	German-speaking population aged 16 and above 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 (according to standards set by the Association of German Market Research Institutes – ADM) Data were weighted according to sex, education, age, employment, size of city, German federal state (“Land”) and size of household
Survey method:	Telephone survey (CATI multi-topic survey, dual frame)
Result representation:	All figures given in percentages; rounding differences possible
Carried out 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 resistance:

> **A-Z Index > A > Antibiotic resistance**

Artificial sweeteners:

> **A-Z-Index > S > Sweeteners**

Bisphenol A:

> **A-Z Index > B > Bisphenol A**

Campylobacter:

> **A-Z Index > C > Campylobacter**

Cannabidiol (CBD) from hemp in food:

> **A-Z Index > H > Hemp**

Carbon monoxide:

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

E-cigarette:

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

Genetically modified food:

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

Glyphosate:

> **A-Z Index > G > Glyphosate**

Listeria:

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

Microplastics:

> **A-Z Index > M > Microplastics**

Minerals:

> **A-Z Index > M > Minerals**

Nicotine pouches:

> **A-Z-Index > N > Nicotine**

Plant protection product:

> **A-Z Index > P > Plant protection product**

Swallowed button cells:

> **A-Z-Index > B > Button cells**

Vitamins:

> **A-Z Index > V > Vitamins**

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