



Imprint

BfR Consumer Monitor 08|2022

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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 second survey of 2022, the introductory question on the biggest health risks for consumers provided respondents with an expanded definition of the term 'consumer' in the sense of the survey. Thus, direct comparability with the proportional responses from previous years is no longer possible for this question. However, the modified definition prevents responses from being too focused on food topics.

The modified definition is having an impact: with 26 % of all responses, undesirable substances are currently considered the biggest health risk; far behind are plastics and additives with 11 % each. While the excessive intake of certain nutrients such as salt or sugar was previously the front-runner in public risk perception, the proportion of responses is now 5 %. Also in the summer of 2022, the topics antibiotic resistance, microplastics and residues of pesticides in food are of concern to more than half of the respondents.

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.

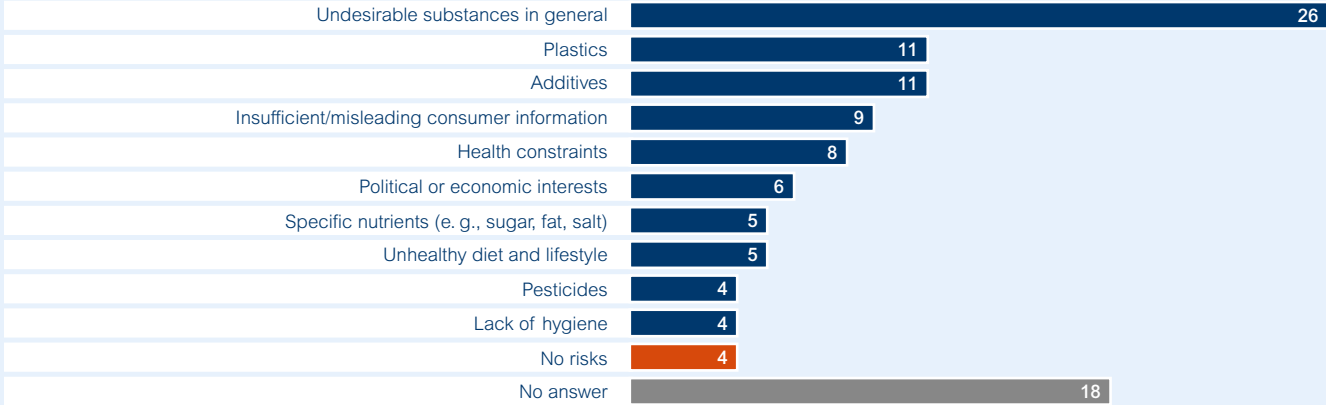


In your opinion, what are the biggest health risks for consumers?

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



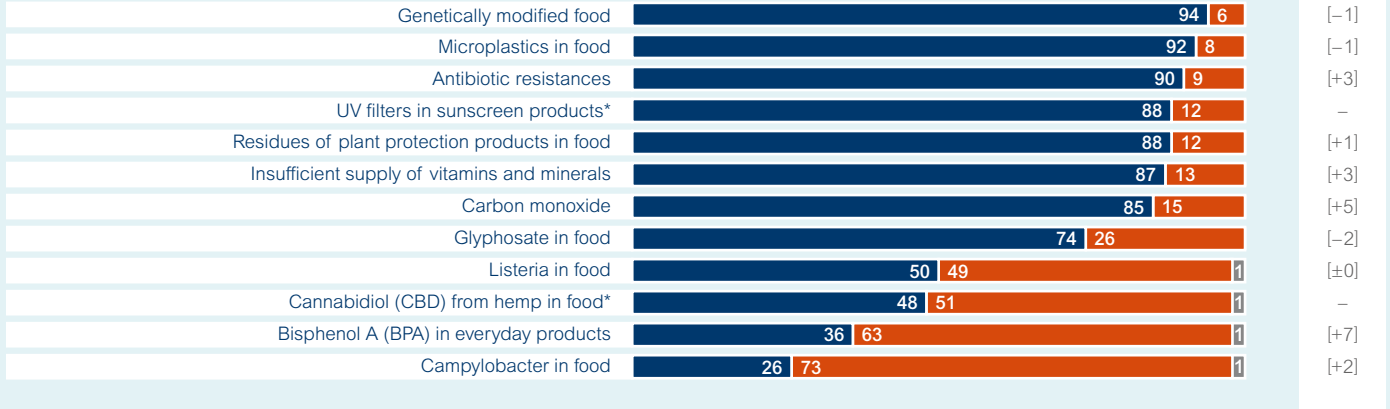
Mentions without predefined response options
 Shown: Risks spontaneously mentioned by at least 4 percent of respondents

Basis: 1,001 respondents; Figures given in percentages



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

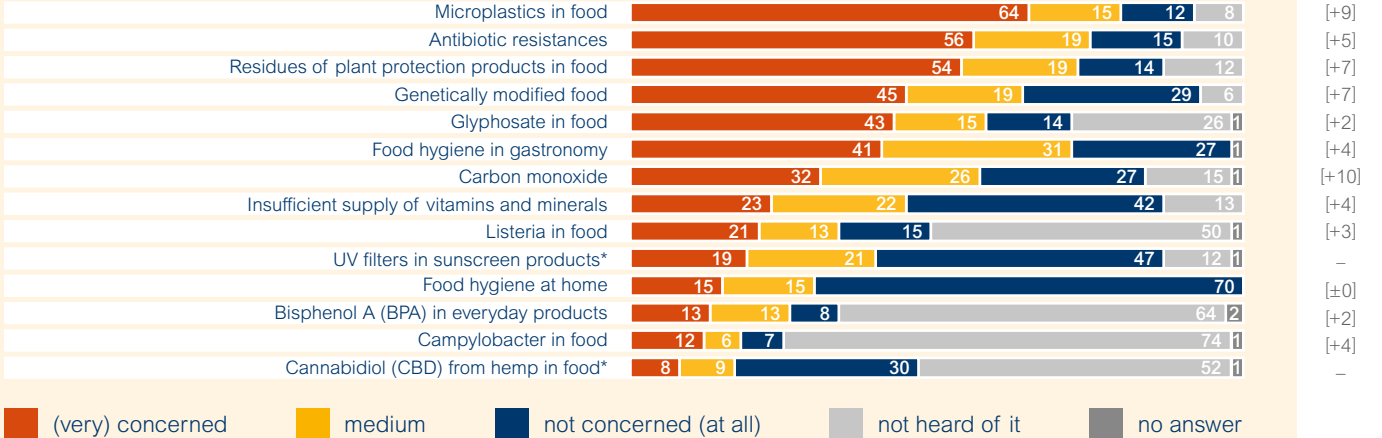
Response options: "yes, I have heard of it before", "no, I have not heard of it before"
 * surveyed for the first time

Basis: 1,001 respondents; Figures given in percentages
 [compared to 02/2022 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"

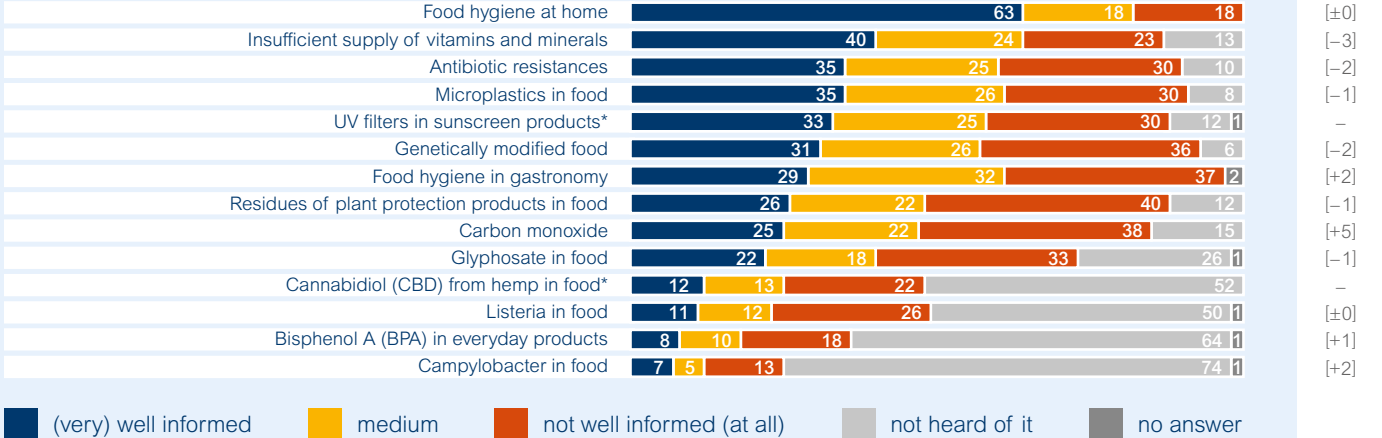
* surveyed for the first time

Basis: 1,001 respondents; Figures given in percentages
 [compared to 02/2022 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”

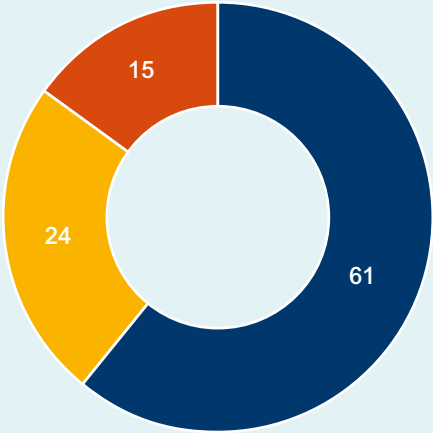
* surveyed for the first time

Basis: 1,001 respondents; Figures given in percentages
 [compared to 02/2022 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"

| |
|-------------------------|
| (very) interested |
| medium |
| not interested (at all) |

Compared to 02/2022

[+2]

[-4]

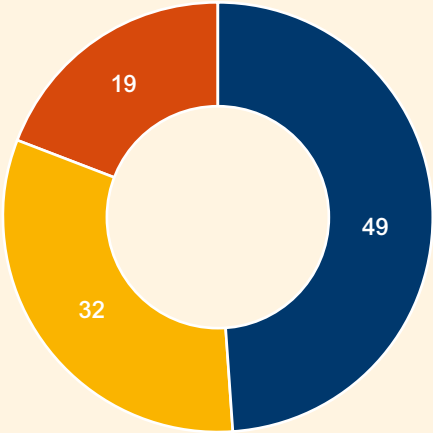
[+2]

Basis: 1,001 respondents; Figures given in percentages [compared to 02/2022: percentage points]



How often do you inform yourself about
consumer health topics?

Information frequency



| |
|--------------|
| (very) often |
| now and then |
| never/rarely |

Compared to 02/2022

[-2]

[+2]

[±0]

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

Basis: 1,001 respondents; Figures given in percentages [compared to 02/2022: 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: 1,001 respondents; Figures given in percentages [compared to 02/2022 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



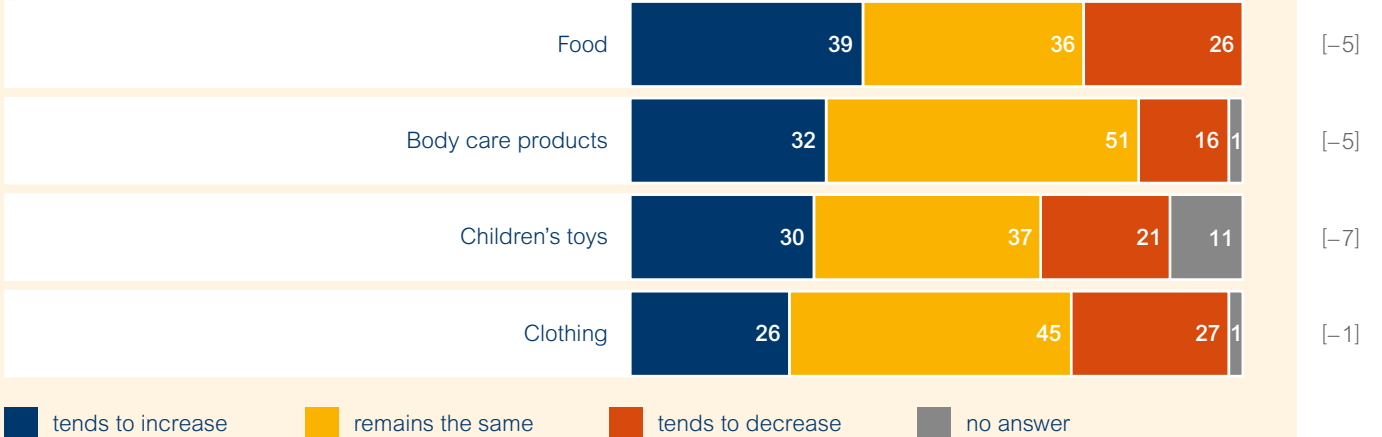
Response scale: 1 "not safe at all" to 5 "very safe"

Basis: 1,001 respondents; Figures given in percentages [compared to 02/2022 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: 1,001 respondents; Figures given in percentages [compared to 02/2022 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: 1,001 respondents; Figures given in percentages
 [compared to 02/2022 refers to "trust them (a lot)": percentage points]

How were the data collected?

| | |
|---------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Survey period: | 1 to 5 August 2022 |
| Number of respondents: | 1,001 |
| 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**

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**

UV filters in sunscreen products:

> **A-Z Index > U > UV filters**

Vitamins:

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

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