



## **Imprint**

BfR Consumer Monitor 02 | 2024

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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 February 2024, data was collected for the first time on the topic of per- and polyfluorinated chemicals (PFAS) in consumer products. The results indicate that this topic is not yet widespread, as more than half of respondents stated that they had not yet heard of it. This low level of awareness goes hand in hand with a comparatively low level of concern. By far the greatest health risk for consumers, according to the respondents, are

undefined undesirable substances. The frequency of plastics being mentioned as a health risk has increased by 5 percentage points compared to the previous year.

Antibiotic resistance and microplastics in food remain the topics, of which more than half of those surveyed are concerned about and many also feel comparatively well informed. Respondents feel less well informed about the issue of *Campylobacter* in food. Despite existing concerns about individual substances, food is still considered (very) safe by over 50 percent of respondents.

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.

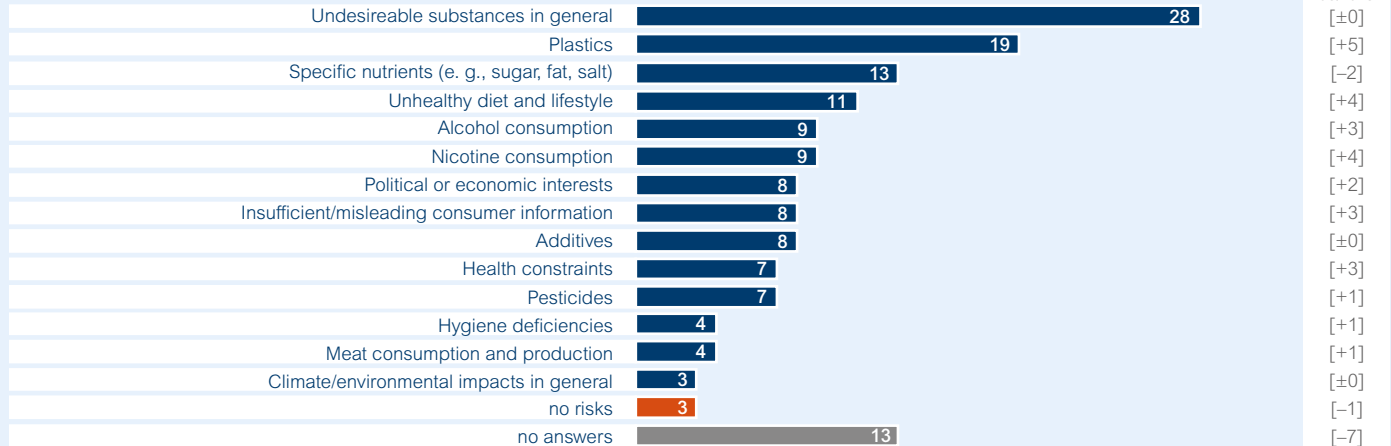


## What do you think are the biggest health risks for consumers?

Among the health risks most frequently mentioned spontaneously by the respondents are the following topics:


You can indicate up to three risks.

## Health risks for consumers



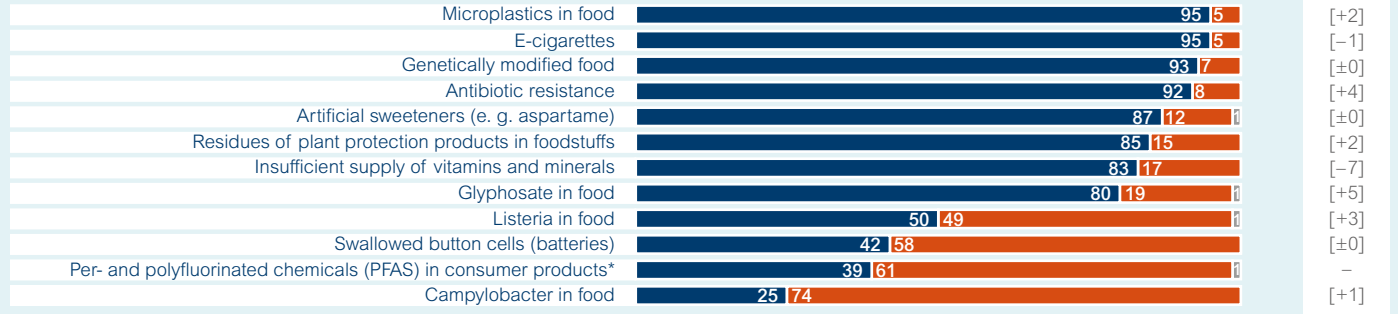
Open naming without answer specification, representation:  
risks spontaneously named by at least 3 per cent of respondents

*Basis: All respondents (n = 1,000); figures given in percentages [compared to 08/2023: percentage points]*



Have you heard of the following consumer health topics before?

## Awareness of health and consumer issues



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 about it before".

\* surveyed for the first time

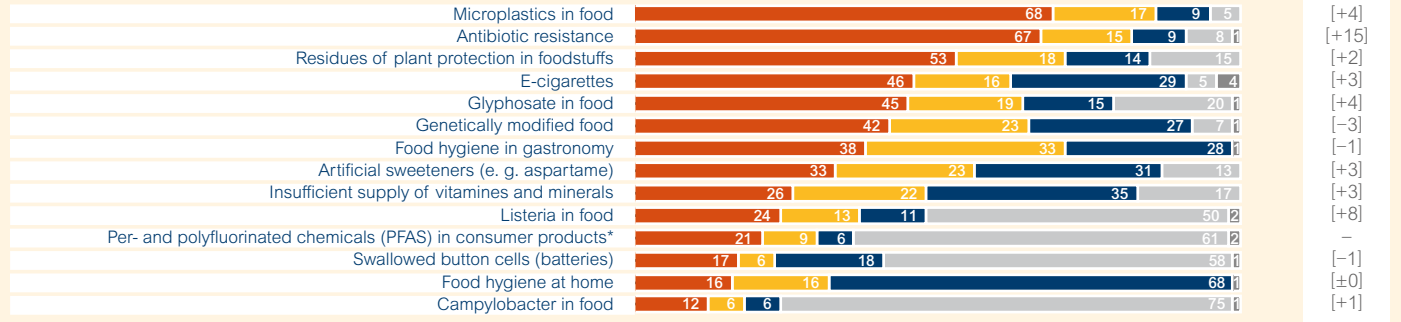
*Basis: All respondents (n = 1,000); figures given in percentages [compared to 08/2023 refers to "heard of it before": percentage points]*



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



## Concern about health and consumer issues



■ (very) concerned   
 ■ medium   
 ■ not concerned (at all)   
 ■ not heard (at all)   
 ■ no answer

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

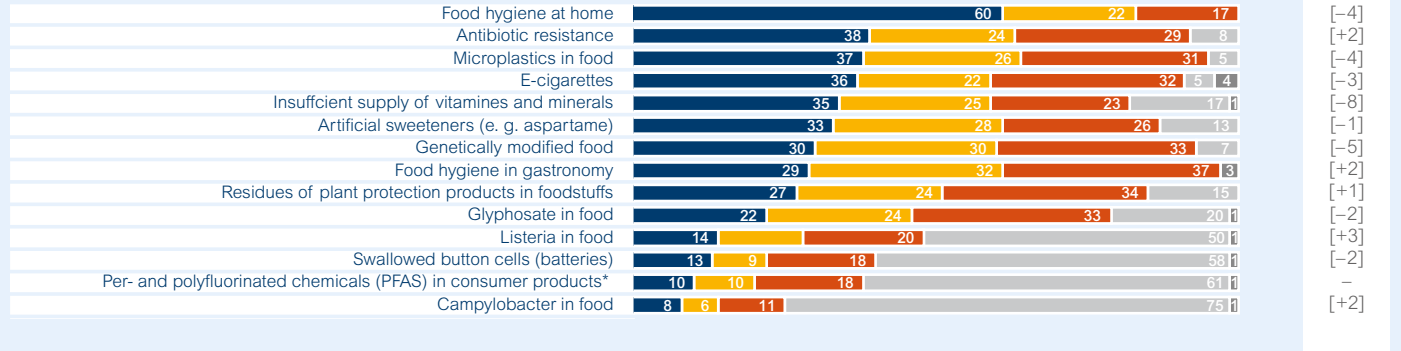
\* surveyed for the first time

Basis: All respondents (n = 1,000); figures given in percentages  
 [compared to 08/2023 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




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

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

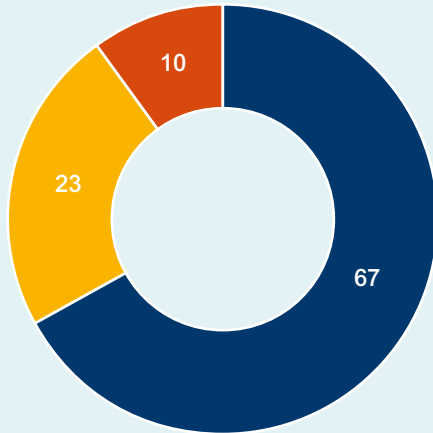
\* surveyed for the first time

Basis: All respondents (n = 1,000); figures given in percentages  
 [compared to 08/2023 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".

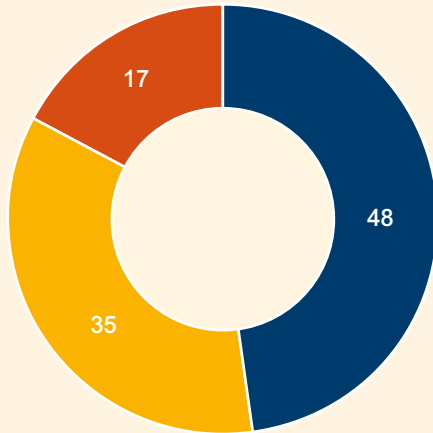
	Compared to 08/2023
(very) interested	[+6]
medium	[-3]
not interested (at all)	[-2]

*Basis: All respondents (n = 1,000); figures given in percentages [compared to 08/2023: percentage points]*



How often do you inform yourself about  
consumer health topics?

## Information frequency



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

(very) often

now and then

never/rarely


*Compared  
to 08/2023*

[+3]

[+2]

[-5]

*Basis: All respondents (n = 1,000);  
figures given in percentages [compared  
to 08/2023: 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 scale: 1 "not important at all" to 5 "very important"

Basis: 1,000 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



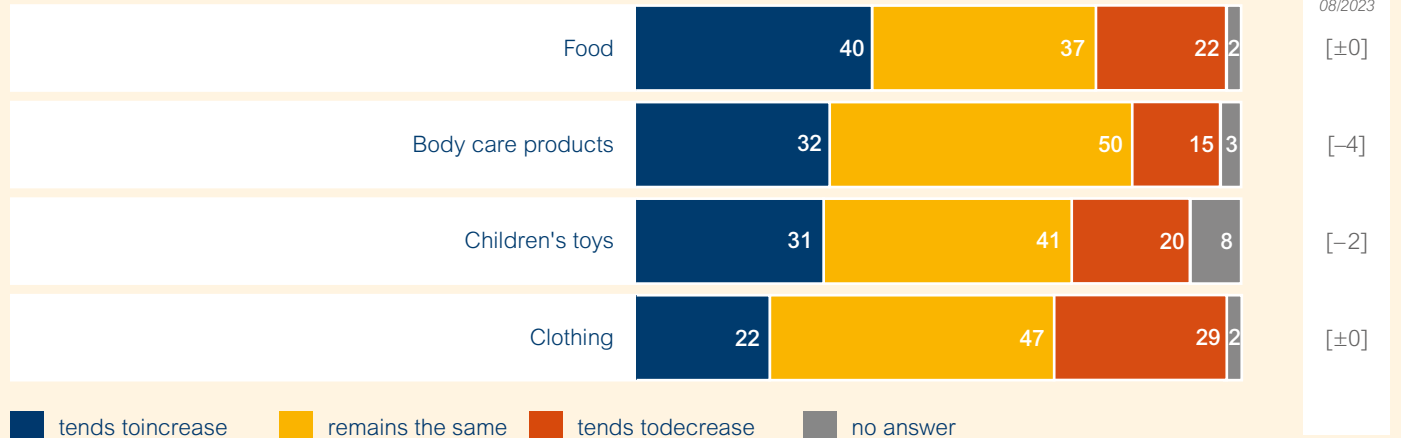
Response scale: 1 "not safe at all" to 5 "very safe".

Basis: All respondents (n = 1,000); figures given in percentages [compared to 08/2023 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



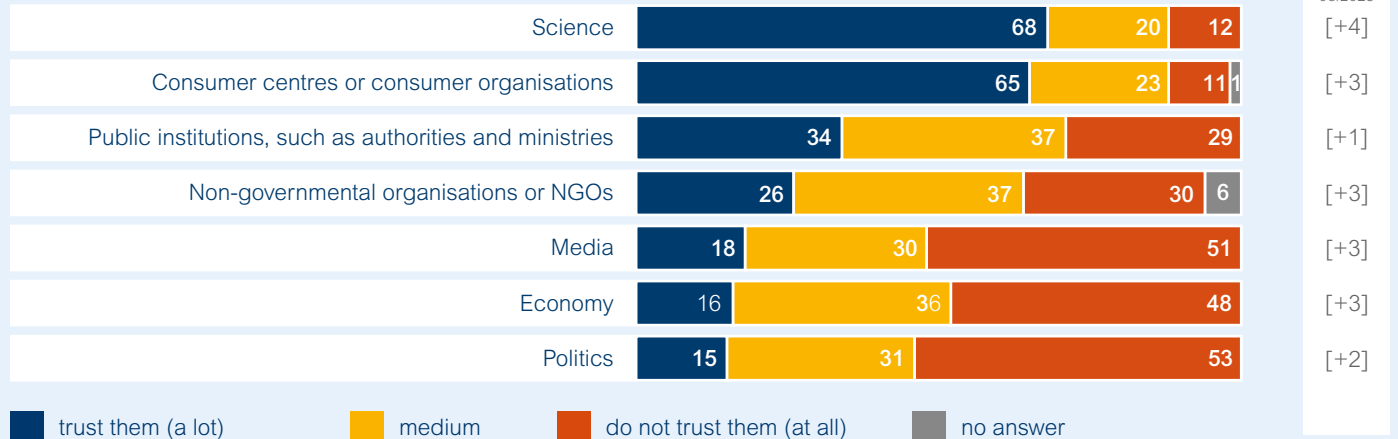
Response options: "tends to decrease", "remains the same", "tends to increase".

Basis: All respondents (n = 1,000); figures given in percentages [compared to 08/2023 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 health protection



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

*Basis: All respondents (n = 1,000); figures given in percentages [compared to 08/2023 refers to "trust them (a lot)": percentage points]*

## How was the data collected?

<b>Survey period:</b>	6 - 14 Februar 2024
<b>Sample size:</b>	n = 1.000
<b>Population:</b>	German-speaking population aged 16 and over in private households in the Federal Republic of Germany
<b>Sampling:</b>	Random sample of landline and mobile phone numbers that also includes telephone numbers not listed in telephone directories (according to standards of the Arbeitskreis Deutscher Marktforschungsinstitute – ADM).
<b>Representativeness:</b>	Data weighted by gender, education, age, employment, place size, German federal state ("Laender") and household size
<b>Survey method:</b>	Telephone survey (CATI multi-topic survey, dual frame)
<b>Presentation of results:</b>	All figures in per cent, rounding differences possible
<b>Conducted by:</b>	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](http://www.bfr.bund.de/en)

Antibiotic resistance:

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

Campylobacter:

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

E-cigarette:

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

Genetically modified food:

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

Glyphosate:

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

Swallowed button cells:

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

Listeria:

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

Microplastics:

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

Minerals:

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

Poly- and perfluoralkyl substances (PFAS/PFC):

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

Plant protection product:

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

Sweeteners

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

Vitamins:

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



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