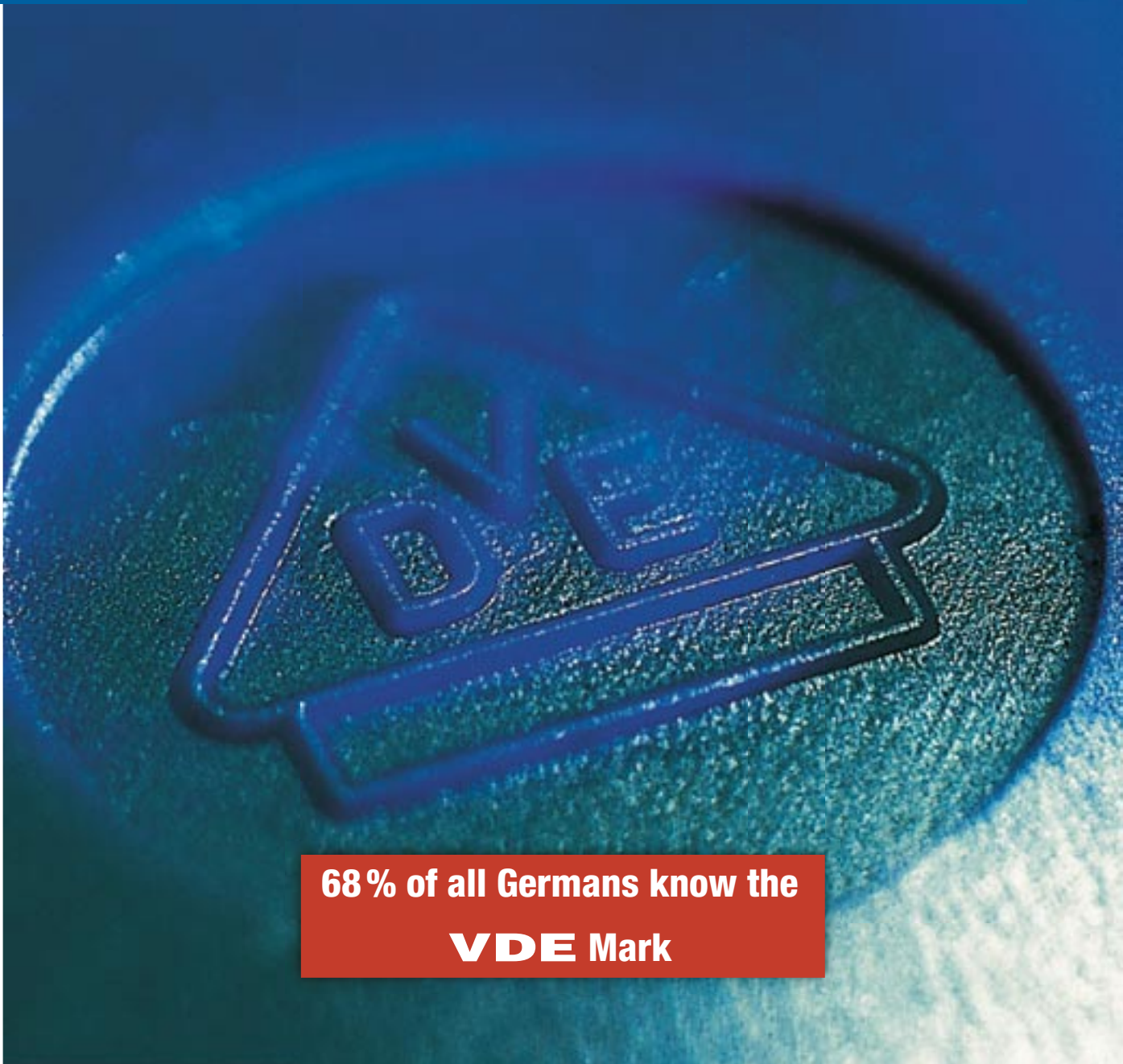


# VDE

ASSOCIATION FOR ELECTRICAL,  
ELECTRONIC &  
INFORMATION TECHNOLOGIES

## VDE Study on Safety Marks



**68% of all Germans know the  
VDE Mark**

# VDE

With some 33,000 members, including 1,250 companies and institutions, the VDE Association for Electrical, Electronic and Information Technologies e.V. is one of the largest technical and scientific associations in Europe.

The VDE covers a broad spectrum of activities :  
from supporting research, scientists and young talent in key technologies, to promoting international cooperation and practical know-how transfer; from shaping national and international technical standards, testing & certifying products and systems, to publishing professional journals and books.

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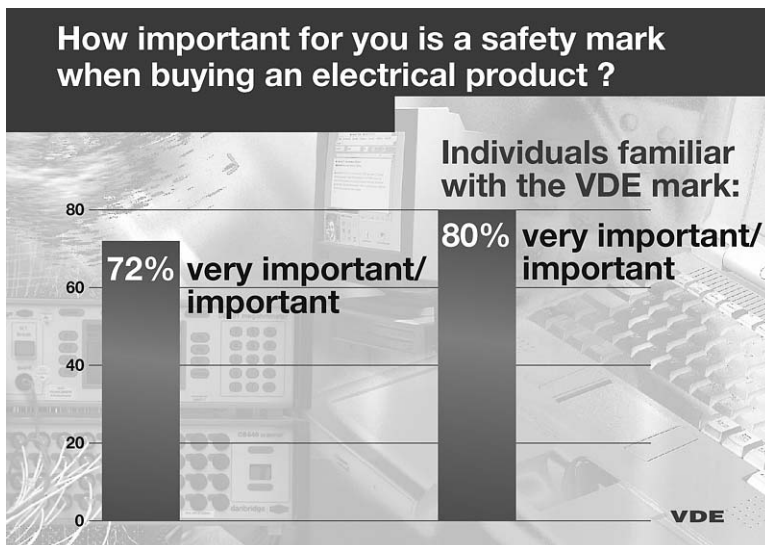
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July 2004

# Consumers rely on the VDE mark

Germans are becoming more and more critical when it comes to the safety of electrical products. They increasingly look for certified quality and base their purchases on marks that guarantee technical safety. The trend is clear: while 66% of all Germans said a familiar safety mark was a decisive purchase factor in 2002, the percentage grew by 6% to 72% in 2004. Since 1998, the importance of certified quality and safety standards in purchasing decisions grew by 11%.

Different survey findings in the western and eastern parts



of Germany indicate that the importance of a safety mark for a purchase decision is closely related to the individual's buying power. While 75% of those surveyed in the western states rated safety certification as a relevant buying factor, only 61% of east Germans considered such a label as "important" or "very important." The importance of this factor in the two parts of the country has dramatically shifted in the past

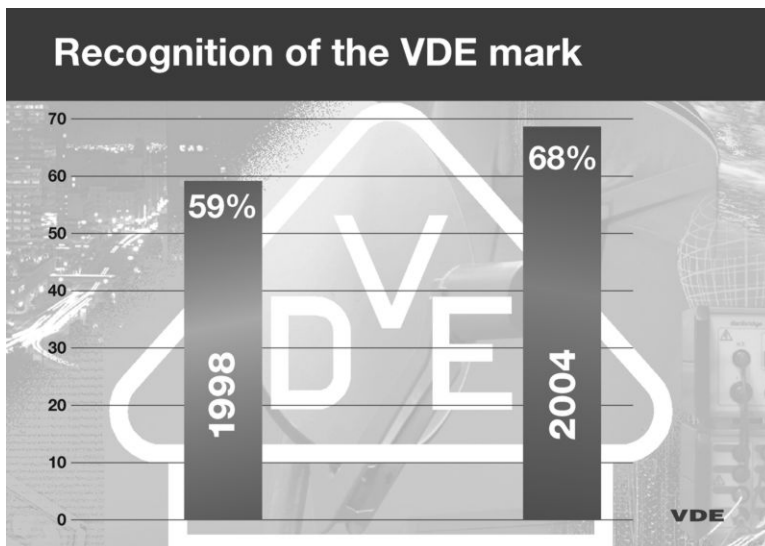
year: in 2002, 66% of all east Germans and only 65% of west Germans cited safety marks as a decisive criterion for buying a product. In the span of only one year, the relevance of safety marks dropped by 5% in the east but grew by 10% in the west.

## Growing relevance and recognition of safety marks

Another strong indication for the growing importance of certified quality is the steadily growing public familiarity with German safety marks. While 12% of the Germans did not know any of the common quality marks in 2003, the number dropped to only 7% the following year. In other words, 93% of the population is now aware of at least the name or appearance of one of the commonly used marks.

The highest degree of recognition of safety marks was seen in the western German states. In Schleswig-Holstein, Lower Saxony and North Rhine Westphalia, 76 – 77% of the population said they knew one of the common marks; in the eastern states of Saxony and Thuringia, on the other hand, the number was only 41%. The substantial differences in these figures are proof of how western Germans have

become familiar with well-known testing institutions and their safety marks over the years.

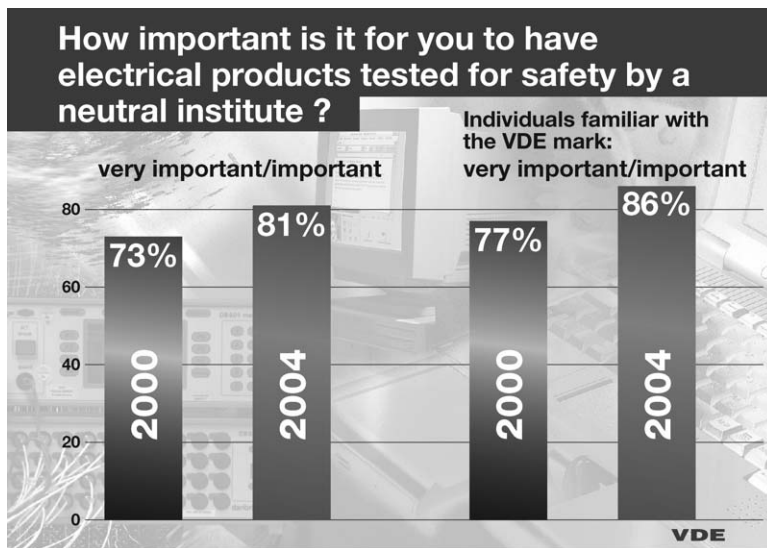


## Familiarity with VDE mark increasing

The VDE mark, above all, showed substantial gains in public recognition: 68% of all Germans said they were familiar with the triangular VDE symbol. There was also an above-average increase in public recognition of the VDE mark in the new German states as well. In 2002, only 41% of the east Germans said they knew the VDE mark; the number has since grown to 46%. For the country as a whole, public familiarity with the proven VDE quality and safety mark has increased by nine percent over the past six years.

## Sceptical consumers demand independent tests

German consumers do not just have strict standards for product safety: they want the testing institutes themselves to meet the highest criteria. One of the key requirements here is the absolute neutrality of the testing procedures. Some 81% of all Germans consider it to be “important” or “very important” to have the operational safety of electrical products confirmed by an independent institution. Scepticism about a manufacturer’s own conformity and safety claims increases as consumers get older. While only 74% of those under 34 believe that neutral testing is important, 84% of older Germans request independent testing. In the former West German states, 83% of the population consider independent tests “important” or “very important,” while in the eastern states the figure is 75%.



Again, those familiar with the VDE mark turn out to be especially critical consumers. In this group, 86% of those surveyed gave highest priority to the unprejudiced and fully neutral safety and quality testing and certification of electrical products.

*Andreas Lachnit, accident prevention expert with the Association of Public Insurers:  
“Those who want to be safe and sure when buying electrical products should consider only products that bear a certificate of tested safety and/or the VDE mark.”*

## High respect for “Made in Germany”

Public trust in electrical products and standards “Made in Germany” is quite high. 55% of the country’s population is convinced that electrical products and installations in Germany are safer than anywhere else. In fact, the figure for the 35 – 54 age bracket is even higher, at 58%. 63% of those who believe a safety mark is important when buying a product place the most trust in German manufacturers. German consumers are increasingly aware of quality and safety factors. When buying electrical products, nearly two-thirds (72%) of all consumers look for a safety mark issued by a neutral test facility. The number is even higher (84%) for the 35 – 54 age bracket, which enjoys especially strong buying power.

## Further decline in deaths due to electrical accidents

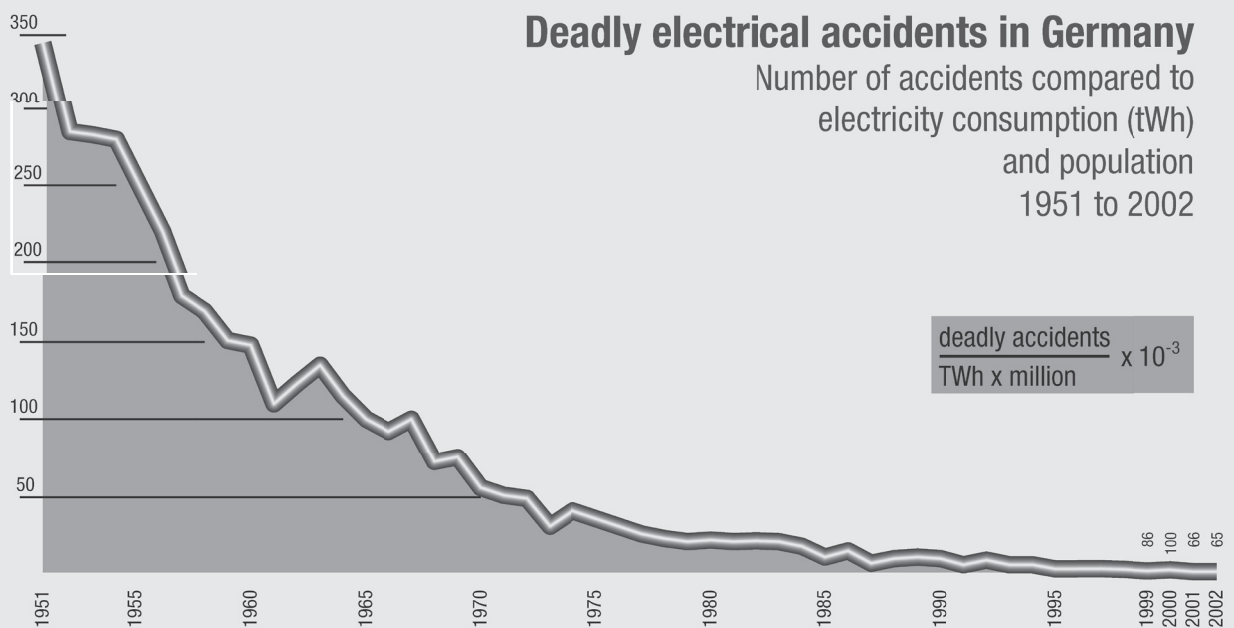
The number of people killed in Germany in electrical accidents reached its lowest level in 2002 with 65 deaths. Over the past 35 years, ever stricter safety standards have steadily reduced the number of deadly accidents. Around 300 deaths were reported in 1968; by 1999 the number had dropped to 86 and now stands at 65.

Private households still account for 36 of these deaths, the largest share. The causes of these deaths are quite obvious to the VDE’s accident researchers: Electrical products and systems are improperly used, repaired by the users themselves, or often not properly maintained. No one without professional training should attempt to repair or alter faulty electrical products or installations. Inexperience and carelessness all too often result in injury or death. The greatest safety can be offered only by products and systems that are operated and maintained properly.

People are given additional protection by special circuit breakers, which are now obligatory for all new installations in bathrooms or for outdoor applications. The VDE recommends updating older electrical systems in the house.

In business and industry the number of deaths due to electrical accidents declined from 16 in 1999 to only one in 2002. VDE experts attribute this sharp decrease to improved labor safety regulations. Rigorous accident research has led to continual improvements in industry norms and standards. Today, Germany's safety standards are considered worldwide to be a model.

VDE experts are especially pleased that the number of deadly electrical accidents has declined over the years, despite the greater use of electrical products and systems at home and at work. They place the highest priority on the safe use of electrical products. VDE's safety philosophy is based on the standards and safety regulations developed by the DKE, the German Commission for Electrical, Electronic & Information Technologies of DIN and VDE.



## Carelessness usually causes electrical accidents at home

A critical factor in preventing electrical accidents is the knowledge of the risks that require special caution. As the VDE survey showed, more intensive public safety education is needed here. According to the death statistics, the bathroom is the most dangerous room in a house. Some 20% of all deadly electrical accidents are due to the extremely dangerous mix of electricity and water. An astonishingly large number of people underestimate the dangers involved. Only 53% of the population is aware that the bathroom is the most dangerous place at home: 76% believe it is the kitchen, 28% pick the laundry room, while 16% name the living room. The VDE believes that schools, the media, consumer associations and public institutions must educate the public more thoroughly about risk factors and the preventative measures which can be taken in the house.

This is particularly true for amateur attempts to repair electrical products or wiring at home. Too many people simply are not aware of the potential dangers lurking in supposedly harmless minor repair jobs. Only 68% of the population indicated they would “nearly always” or “generally” call a company or a professional electrician to take care of electrical repairs in the house. While 74% of all women would tend to call the experts, only 64% of the men say they normally hand over the screwdriver to a professional. Among the 36 people killed in an electrical accident at home, 29 were men and 7 were women.

## The VDE Institute: The traditional symbol of technology, service and professionalism

As an independent, nationally and internationally accredited institution the VDE Testing and Certification Institute contributes to the safety and quality of electrical products and systems both within the European Union and throughout the world.

The over 400 employees of the VDE Institute conduct around 16,000 tests annually for approximately 5,000 domestic and foreign manufacturers. All certified products undergo a number of strenuous mechanical, electrical, endurance and safety tests. In addition to providing the original certification of a product, the Institute monitors the manufacturing of VDE-certified products by conducting factory inspections and periodically checking products coming off the line. This comprehensive testing cycle

guarantees the highest degree of safety for manufacturers, retail business and consumers.

Among the regular customers of the VDE Institute are a growing number of Asian manufacturers who benefit from a neutral certification and the high prestige of the VDE mark when moving into a new market.



# Appendix of tables

## of the representative VDE survey

The survey of 1,000 individuals over 14 years old in Germany was conducted by IPSOS GmbH, Mölln.

Question V1:  
 Let's talk about test marks for consumer goods. Here's a list of such marks.  
 Which ones do you know or have seen at some time?

Target group: all respondents

	Total	Sex		Age groups (years)			Education		
		Women	Men	-34	35-54	55+	GSCE "O" level	GSCE "A" level	College/University
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Base	1000	521	479	275	355	370	506	323	172
VDE mark	55%D	49%	60%A	45%	62%A	55%	55%	55%	52%
VDE-G mark	50%B	41%	59%A	47%	55%	46%	47%	51%	53%
VDE-EMV mark	12%B	7%	17%A	13%	14%	8%	11%	14%	12%
CE mark	49%BFG	42%	55%A	57%A	55%A	36%	39%	55%A	65%A
Don't know/ No response	7%CE	10%A	3%	8%	2%	10%A	9%	4%	6%
Total	247%	220%	276%	248%	269%	225%	231%	261%	268%
NET VDE	68%BD	60%	77%A	61%	76%A	66%	67%	70%	66%

Proportions/Means: Columns Tested (5% risk level) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I

Question V1:  
 Let's talk about test marks for consumer goods. Here's a list of such marks.  
 Which ones do you know or have seen at some time?

Target group: all respondents

	Total	Germany		Nielsen areas (Nielsen)							
		West	East	1	2	3a	3b	4	5	6	7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Base	1000	796	204	161	213	133	120	146	40*	94*	93*
VDE mark	55%CJK	62%A	24%	63%	69%A	64%A	49%	62%	47%	25%	23%
VDE-GS mark	50%CHK	53%	36%	56%	57%	61%A	50%	38%	54%	42%	30%
VDE-EMV mark	12%CI	13%	7%	13%	11%	10%	24%A	12%	1%	7%	7%
CE mark	49%HI	49%	48%	56%	54%	58%A	51%	29%	27%	47%	50%
Don't know/No response	7%E	5%	15%A	5%	3%	6%	6%	5%	11%	11%	18%A
Total	247%	259%	201%	267%	281%	268%	247%	223%	207%	209%	196%
NET VDE	68%CJK	74%A	46%	76%A	77%A	77%A	70%	66%	68%	48%	41%

Proportions/Means: Columns Tested (5% risk level) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K  
 \* small base

Question V1:  
 Let's talk about test marks for consumer goods. Here's a list of such marks.  
 Which ones do you know or have seen at some time?

Target group: all respondents

	Total	Net household income (euros)				Size of household				Household with children -14 Y	
		to 1,249	1,250 -1,749	1,750 -2,499	2,500+	1 pers.	2 pers.	3 pers.	4+ pers.	yes	no
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Base	1000	171	202	302	325	156	398	191	256	208	792
VDE mark	55%B	33%	55%	58%	62%A	47%	57%	52%	57%	57%	54%
VDE mark	50%BF	32%	50%	57%A	52%	39%	53%	50%	51%	53%	49%
VDE mark	12%BF	4%	12%	16%	12%	6%	11%	13%	16%	17%	10%
CE mark	49%BF	38%	46%	53%	52%	38%	45%	55%	55%	59%A	46%
Don't know/No response	7%D	15%A	10%	3%	4%	13%A	5%	7%	6%	5%	7%
Total	247%	189%	243%	265%	263%	205%	248%	258%	263%	267%	242%
NET VDE	68%B	49%	68%	73%	72%	60%	70%	67%	69%	69%	68%

Proportions/Means: Columns Tested (5% risk level) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K

Question V1:  
 Let's talk about test marks for consumer goods. Here's a list of such marks.  
 Which ones do you know or have seen at some time?

Target group: all respondents

	Total	Test marks when buying			Familiar with marks		
		important	neutral	unimportant	Total	VDE	CE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Base	1000	720	187	62*	932	679	487
VDE mark	55%CD	63%A	35%	38%	58%	80%A	64%A
VDE-GS mark	50%CD	56%A	39%	32%	53%	73%A	65%A
VDE-EMV mark	12%	13%	9%	12%	13%	17%A	19%A
CE mark	49%	51%	45%	57%	52%	56%A	100%A
Don't know/No response	7%BEFGH	2%	12%A	18%A	-	-	-
Total	247%	264%	205%	232%	258%	304%	330%
NET VDE	68%CD	76%A	53%	47%	73%A	100%A	79%A

Proportions/Means: Columns Tested (5% risk level) - A/B - A/C - A/D - A/E - A/F - A/G  
 \* small base

Question V2:

How important is this type of mark in deciding on the purchase of an electrical product?  
 Please rank your answers from 1 for "very important" to 6 for "completely unimportant."  
 Use intermediate numbers for finer differentiations.

Target group: All respondents

	Total	Sex		Age groups (years)			Education		
		Women	Men	-34	35-54	55+	GSCE "O" level	GSCE "A" level	College/University
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Base	1000	521	479	275	355	370	506	323	172
Very important =1	52%D	51%	53%	42%	56%	55%	53%	53%	46%
=2	20%	19%	21%	24%	18%	19%	20%	21%	19%
=3	12%	13%	10%	11%	12%	11%	11%	11%	14%
=4	7%	6%	8%	10%	7%	4%	7%	6%	9%
=5	3%	3%	3%	4%	3%	2%	2%	3%	5%
Completely unimportant =6	3%	4%	2%	6%A	2%	2%	3%	3%	5%
Average	2.0F	2.0	1.9	2.3A	1.9	1.8	1.9	1.9	2.2A
No response	3%E	5%	2%	2%	1%	6%A	4%	2%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I

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Please rank your answers from 1 for "very important" to 6 for "completely unimportant."

Use intermediate numbers for finer differentiations.

Target group: All respondents

	Total	Germany		Nielsen areas (Nielsen)								
		West	East	1	2	3a	3b	4	5	6	7	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	
Base	1000	796	204	161	213	133	120	146	40*	94*	93*	
Very important	=1	52%FG	53%	49%	54%	64%A	41%	37%	56%	70%A	49%	45%
	=2	20%CK	22%	12%	24%	21%	21%	29%A	18%	10%	16%	10%
	=3	12%E	10%	17%A	7%	6%	17%	16%	12%	8%	9%	26%A
	=4	7%E	7%	8%	7%	3%	5%	13%A	9%	-	11%	7%
	=5	3%E	2%	5%	2%	1%	5%	3%	3%	2%	5%	6%
Completely unimportant	=6	3%	3%	3%	4%	5%	5%	1%	0	5%	3%	2%
Average	2.0E	1.9	2.1	1.9	1.7	2.2	2.2	1.8	1.6	2.1	2.2	
No response	3%	2%	6%A	2%	1%	7%A	1%	2%	5%	7%	4%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Proportions/Means: Columns Tested (5% risk level) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K  
 \* small base

Question V2:

How important is this type of mark in deciding on the purchase of an electrical product?

Please rank your answers from 1 for "very important" to 6 for "completely unimportant."

Use intermediate numbers for finer differentiations.

Target group: All respondents

	Total	Net household income (euros)				Size of household				Household with children -14 Y	
		to 1,249	1,250 -1,749	1,750 -2,499	2,500+	1 pers.	2 pers.	3 pers.	4+ pers.	yes	no
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Base	1000	171	202	302	325	156	398	191	256	208	792
Very important =1	52%	44%	49%	56%	54%	50%	55%	55%	46%	53%	52%
=2	20%	19%	21%	20%	20%	19%	21%	17%	21%	22%	19%
=3	12%	15%	12%	10%	11%	14%	11%	11%	12%	11%	12%
=4	7%	8%	8%	5%	7%	6%	5%	6%	11%A	8%	7%
=5	3%	4%	3%	2%	3%	3%	3%	5%	2%	1%	4%
Completely unimportant =6	3%	1%	1%	5%	4%	1%	2%	4%	5%	3%	3%
Average	2.0	2.0	1.9	1.9	1.9	1.9	1.8	2.0	2.1A	1.9	2.0
No response	3%DE	9%A	6%	1%	0	8%A	2%	2%	3%	2%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K

Question V2:

How important is this type of mark in deciding on the purchase of an electrical product?  
 Please rank your answers from 1 for "very important" to 6 for "completely unimportant."  
 Use intermediate numbers for finer differentiations.

Target group: All respondents

		Test marks when buying			Familiar with mark			
		Total	important	neutral	unimportant	Total	VDE	CE
		(A)	(B)	(C)	(D)	(E)	(F)	(G)
Base		1000	720	187	62*	932	679	487
Very important	=1	52%CD	72%A	-	-	55%	58%A	55%
	=2	20%CD	28%A	-	-	21%	22%	20%
	=3	12%BD	-	63%A	-	11%	10%	10%
	=4	7%BDF	-	37%A	-	7%	4%	7%
	=5	3%BC	-	-	48%A	3%	2%	3%
Completely unimportant	=6	3%BC	-	-	52%A	3%	2%	4%
Average		2.0BF	1.3	3.4A	5.5A	1.9	1.8	2.0
No response		3%BCEFGH	-	-	-	1%	1%	0
Total		100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - A/B - A/C - A/D - A/E - A/F - A/G  
 \* small base

Question V3:

How important is it for you that electrical products are safety tested by a neutral organization and not only by the manufacturer?

Please rate this on a scale from 1 for "very important" to 6 for "completely unimportant."  
Use intermediate numbers for finer differentiations.

Target group: All respondents

	Total	Sex		Age groups (years)			Education		
		Women	Men	-34	35-54	55+	GSCE "O" level	GSCE "A" level	College/University
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Base	1000	521	479	275	355	370	506	323	172
Very important =1	62%D	64%	60%	54%	65%	65%	62%	61%	63%
=2	19%	17%	21%	20%	19%	19%	19%	19%	19%
=3	10%	10%	10%	14%	10%	8%	11%	11%	8%
=4	3%	3%	4%	5%	3%	3%	3%	4%	4%
=5	2%	1%	2%	2%	2%	1%	1%	3%	3%
Completely unimportant =6	2%	2%	1%	3%	1%	2%	2%	1%	1%
Average	1.7	1.6	1.7	1.9A	1.6	1.6	1.6	1.7	1.7
No response	2%	3%	1%	2%	1%	2%	2%	1%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I

Question V3:

How important is it for you that electrical products are safety tested by a neutral organization and not only by the manufacturer?

Please rate this on a scale from 1 for "very important" to 6 for "completely unimportant."

Use intermediate numbers for finer differentiations.

Target group: All respondents

	Total	Germany		Nielsen areas (Nielsen)							
		West	East	1	2	3a	3b	4	5	6	7
Base	(A) 1000	(B) 796	(C) 204	(D) 161	(E) 213	(F) 133	(G) 120	(H) 146	(I) 40*	(J) 94*	(K) 93*
Very important =1	62%G	62%	64%	63%	75%A	59%	42%	58%	78%A	65%	58%
=2	19%CE	21%	11%	24%	12%	21%	29%A	25%	13%	12%	11%
=3	10%	10%	13%	6%	7%	8%	19%A	13%	3%	13%	15%
=4	3%	3%	4%	3%	2%	4%	6%	3%	-	4%	5%
=5	2%	1%	4%	1%	0	2%	2%	-	5%	1%	7%A
Completely unimportant =6	2%	1%	2%	2%	3%	1%	1%	-	2%	1%	3%
Average	1.7E	1.6	1.8	1.6	1.5	1.7	2.0A	1.6	1.4	1.6	2.0A
No response	2%	2%	2%	2%	1%	4%	1%	1%	-	3%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K

\* small base

Question V3:

How important is it for you that electrical products are safety tested by a neutral organization and not only by the manufacturer?

Please rate this on a scale from 1 for "very important" to 6 for "completely unimportant."

Use intermediate numbers for finer differentiations.

Target group: All respondents

	Total	Net household income (euros)				Size of household				Households with children -14 Y	
		to 1,249	1,250 -1,749	1,750 -2,499	2,500+	1 pers.	2 pers.	3 pers.	4+ pers.	yes	no
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Base	1000	171	202	302	325	156	398	191	256	208	792
Very important =1	62%	61%	61%	62%	63%	63%	65%	59%	59%	61%	62%
=2	19%	15%	19%	21%	20%	16%	20%	18%	20%	21%	19%
=3	10%	14%	11%	9%	9%	14%	8%	13%	10%	8%	11%
=4	3%	4%	3%	4%	3%	2%	2%	4%	5%	4%	3%
=5	2%	2%	1%	1%	2%	2%	2%	3%	1%	2%	2%
Completely unimportant =6	2%	1%	2%	2%	1%	1%	2%	2%	2%	2%	1%
Average	1.7	1.7	1.7	1.7	1.6	1.6	1.6	1.8	1.7	1.7	1.7
No response	2%	3%	3%	1%	1%	3%	0	2%	3%	1%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K

Question V3:

How important is it for you that electrical products are safety tested by a neutral organization and not only by the manufacturer?

Please rate this on a scale from 1 for "very important" to 6 for "completely unimportant."

Use intermediate numbers for finer differentiations.

Target group: All respondents

	Total	Test marks when buying			Familiar with marks		
		important	neutral	unimportant	Total	VDE	CE
Base	(A) 1000	(B) 720	(C) 187	(D) 62*	(E) 932	(F) 679	(G) 487
Very important =1	62%CD	76%A	22%	30%	65%	68%A	67%A
=2	19%	19%	24%	13%	19%	18%	17%
=3	10%B	4%	36%A	10%	10%	8%	9%
=4	3%B	1%	14%A	7%	3%	3%	2%
=5	2%B	0	3%	16%A	2%	1%	2%
Completely unimportant =6	2%B	0	0	21%A	1%	1%	2%
Average	1.7BF	1.3	2.5A	3.3A	1.6	1.5	1.6
No response	2%BEFGH	-	1%	2%	0	0	0
Total	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - A/C - A/D - A/E - A/F - A/G

\* small base

Question V4:

One hears quite a bit, or perhaps you have visited one of our European neighbors on vacation or on business. After what you heard or perhaps personally experienced, would you say that electrical products and installations in Germany - compared to those from other countries - are generally...

Target group: All respondents

	Total	Sex		Age groups (years)			Education		
		Women	Men	-34	35-54	55+	GSCE "O" level	GSCE "A" level	College/University
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Base	1000	521	479	275	355	370	506	323	172
Probably safer	55%	52%	57%	50%	58%	55%	55%	53%	56%
Roughly just as safe	33%	36%	30%	38%	32%	30%	30%	38%	32%
Less safe	8%	6%	10%	7%	7%	8%	8%	7%	6%
No response	5% <sup>H</sup>	6%	3%	5%	3%	7%	6%	2%	5%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I

Question V4:

One hears quite a bit, or perhaps you have visited one of our European neighbors on vacation or on business. After what you heard or perhaps personally experienced, would you say that electrical products and installations in Germany - compared to those from other countries - are generally...

Target group: All respondents

	Total	Germany		Nielsen areas (Nielsen)							
		West	East	1	2	3a	3b	4	5	6	7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Base	1000	796	204	161	213	133	120	146	40*	94*	93*
Probably safer	55%K	55%	52%	69%A	56%	48%	47%	49%	84%A	56%	44%
Roughly just as safe	33%I	33%	31%	25%	32%	36%	39%	41%	14%	27%	36%
Less safe	8%D	7%	9%	3%	8%	9%	10%	7%	1%	8%	12%
No response	5%	4%	8%	3%	4%	6%	4%	3%	1%	9%	8%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K  
 \* small base

Question V4:

One hears quite a bit, or perhaps you have visited one of our European neighbors on vacation or on business. After what you heard or perhaps personally experienced, would you say that electrical products and installations in Germany - compared to those from other countries - are generally...

Target group: All respondents

	Total	Net household income (euros)				Size of household				Households with children -14 Y	
		to 1,249	1,250 -1,749	1,750 -2,499	2,500+	1 pers.	2 pers.	3 pers.	4+ pers.	yes	no
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Base	1000	171	202	302	325	156	398	191	256	208	792
Probably safer	55%	47%	50%	58%	59%	51%	58%	52%	54%	59%	54%
Roughly just as safe	33%	33%	33%	32%	34%	30%	30%	36%	38%	35%	33%
Less safe	8%	7%	12%	9%	4%	9%	9%	9%	4%	4%	9%
No response	5%D	13%A	5%	1%	3%	9%A	4%	4%	4%	2%	5%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K

Question V4:

One hears quite a bit, or perhaps you have visited one of our European neighbors on vacation or on business. After what you heard or perhaps personally experienced, would you say that electrical products and installations in Germany - compared to those from other countries - are generally...

Target group: All respondents

	Total	Test marks when buying			Familiar with marks		
		important	neutral	unimportant	Total	VDE	CE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Base	1000	720	187	62*	932	679	487
Probably safer	55%CD	63%A	34%	32%	57%	58%	58%
Roughly just as safe	33%	29%	48%A	48%A	32%	31%	32%
Less safe	8%	6%	14%A	8%	8%	8%	7%
No response	5%BF	3%	4%	11%A	3%	3%	3%
Total	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - A/B - A/C - A/D - A/E - A/F - A/G

\* small base

Question V5:

Now think about your own household. When it comes to the safety of electrical products, electric lines and installations, where are the greatest sources of danger? Where are the risks the highest? In the...

Target group: All respondents

	Total	Sex		Age groups (years)			Education		
		Women	Men	-34	35-54	55+	GSCE "O" level	GSCE "A" level	College/University
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Base	1000	521	479	275	355	370	506	323	172
Kitchen	76%	78%	74%	74%	77%	77%	78%	76%	72%
Living room	16%	16%	15%	18%	18%	12%	16%	17%	11%
Bathroom	53%	53%	53%	54%	56%	50%	51%	56%	52%
Hallway	5%	4%	6%	5%	6%	3%	4%	4%	6%
Laundry room	28%	28%	29%	28%	32%	25%	28%	30%	24%
Basement	16%	16%	16%	16%	17%	15%	15%	16%	15%
Other areas	3%	1%	4%	3%	2%	3%	2%	4%	3%
-----									
Home workshop/Hobby room (Electrical tools, cheap imported tools), shop	1%	0	2%	-	1%	2%	1%	1%	1%
Other	2%	1%	3%	3%	2%	1%	1%	4%	2%
Nowhere/no area	1%B	-	2%	2%	0	1%	1%	0	3%A
Don't know/No response	0	-	0	0	-	0	0	0	-
Total	197%	196%	198%	200%	208%	185%	196%	205%	188%

Proportions/Means: Columns Tested (5% risk level) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I

Question V5:

Now think about your own household. When it comes to the safety of electrical products, electric lines or installations, where are the greatest sources of danger? Where are the risks the highest? In the...

Target group: All respondents

	Total	Germany		Nielsen areas (Nielsen)							
		West	East	1	2	3a	3b	4	5	6	7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Base	1000	796	204	161	213	133	120	146	40*	94*	93*
Kitchen	76%G	76%	76%	77%	77%	78%	60%	82%	85%	78%	76%
Living room	16%	16%	15%	15%	17%	17%	19%	11%	13%	16%	17%
Bathroom	53%CK	56%	43%	58%	54%	56%	58%	53%	43%	55%	34%
Hallway	5%H	5%	3%	3%	8%	7%	7%	0	-	1%	5%
Laundry room	28%CI	30%	19%	27%	36%A	26%	33%	31%	12%	21%	21%
Basement	16%	15%	19%	19%	16%	12%	11%	16%	19%	20%	14%
Other areas	3%D	2%	5%	-	3%	3%	3%	1%	7%	7%A	2%
-----											
Home workshop/Hobby room (Electrical tools, cheap imported tools), shop	1%	1%	0	-	1%	2%	1%	-	5%A	1%	-
Other	2%	1%	4%	-	2%	1%	2%	1%	7%A	6%A	2%
Nowhere/no area	1%	1%	0	0	1%	3%A	-	0	-	-	1%
Don't know/No response	0	0	1%	-	-	-	-	1%	3%A	-	-
Total	197%	202%	180%	199%	211%	202%	191%	196%	185%	198%	169%

Proportions/Means: Columns Tested (5% risk level) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K  
 \* small base

Question V5:

Now think about your own household. When it comes to the safety of electrical products, electric lines or installations, where are the greatest sources of danger? Where are the risks the highest? In the ...

Target group: All respondents

	Total	Net household income (euros)				Size of household				Households with children -14 Y	
		to 1,249	1,250 -1,749	1,750 -2,499	2,500+	1 pers.	2 pers.	3 pers.	4+ pers.	yes	no
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Base	1000	171	202	302	325	156	398	191	256	208	792
Kitchen	76%	76%	79%	76%	75%	75%	78%	75%	76%	78%	76%
Living room	16%	17%	16%	14%	17%	12%	16%	19%	16%	20%	15%
Bathroom	53%	55%	48%	55%	54%	51%	51%	55%	55%	58%	52%
Hallway	5%	2%	4%	5%	6%	4%	5%	3%	6%	3%	5%
Laundry room	28% <sup>F</sup>	21%	27%	31%	30%	19%	27%	34%	31%	29%	28%
Basement	16%	13%	16%	15%	17%	11%	15%	15%	20%	21%	14%
Other areas	3%	2%	3%	3%	3%	2%	3%	4%	1%	2%	3%
-----											
Home workshop/Hobby room (Electrical tools, cheap imported tools), shop	1%	-	1%	0	2%	-	1%	2%	-	1%	1%
Other	2%	2%	2%	3%	2%	2%	2%	4%	1%	2%	2%
Nowhere/no area	1%	0	1%	0	2%	1%	1%	1%	1%	1%	1%
Don't know/No response	0	1%	0	0	-	0	0	1%	-	-	0
Total	197%	186%	193%	198%	204%	173%	195%	208%	207%	213%	193%

Proportions/Means: Columns Tested (5% risk level) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K

Question V5:

Now think about your own household. When it comes to the safety of electrical products, electric lines or installations, where are the greatest sources of danger? Where are the risks the highest? In the ...

Target group: All respondents

	Total	Test marks when buying			Familiar with marks		
		important	neutral	unimportant	Total	VDE	CE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Base	1000	720	187	62*	932	679	487
Kitchen	76%C	79%	68%	69%	77%	79%	77%
Living room	16%	16%	14%	14%	15%	16%	15%
Bathroom	53%CD	59%A	41%	29%	55%	57%	52%
Hallway	5%	5%	3%	4%	5%	6%	4%
Laundry room	28%C	32%	18%	21%	29%	32%	30%
Basement	16%C	18%	9%	9%	16%	17%	17%
Other areas	3%	2%	3%	3%	3%	3%	4%
-----							
Home workshop/Hobby room (Electrical tools, cheap imported tools), shop	1%	1%	-	-	1%	1%	1%
Other	2%	2%	3%	3%	2%	2%	3%
Nowhere/no area	1%	1%	1%	5%A	1%	1%	1%
Don't know/No response	0	0	-	2%A	0	0	0
Total	197%	213%	156%	156%	201%	211%	201%

Proportions/Mean: Columns Tested (5% risk level) - A/B - A/C - A/D - A/E - A/F - A/G

\* small base

Question V6:

If an electrical product, electric line or installation needs to be repaired in your household, who generally does the work?  
 Would you say the repairs are done...

Target group: All respondents

	Total	Sex		Age groups (years)			Education		
		Women	Men	-34	35-54	55+	GSCE "O" level	GSCE "A" level	College/University
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Base	1000	521	479	275	355	370	506	323	172
nearly always by a firm or electrician	46%D	50%	42%	40%	41%	57%A	48%	46%	43%
usually by a firm or electrician	22%	24%	20%	23%	21%	22%	23%	20%	23%
equally often by a firm or an electrician, or someone from the household, a friend or a neighbor who knows something about the subject	18%F	14%	22%	22%	22%	11%	16%	17%	23%
generally by someone from the household, a friend or a neighbor	8%	7%	9%	8%	11%	6%	8%	9%	8%
nearly always by someone from the household, a friend or a neighbor	5%	3%	7%	4%	6%	5%	5%	7%	3%
No response	1%	1%	0	3%A	-	-	0	1%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I

Question V6:

If an electrical product, electric line or installation needs to be repaired in your household, who generally does the work?  
 Would you say the repairs are done...

Target group: All respondents

	Total	Germany		Nielsen areas (Nielsen)							
		West	East	1	2	3a	3b	4	5	6	7
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Base	1000	796	204	161	213	133	120	146	40*	94*	93*
nearly always by a firm or electrician	46%F	46%	48%	43%	47%	32%	53%	53%	44%	36%	60%A
usually by a firm or electrician	22%	22%	21%	24%	20%	25%	20%	21%	21%	26%	18%
equally often by a firm or an electrician, or someone from the household, a friend or a neighbor who knows something about the subject	18%H	17%	22%	18%	17%	22%	19%	9%	13%	27%A	18%
generally by someone from the household, a friend or a neighbor	8%	9%	6%	7%	8%	13%A	3%	10%	16%	8%	3%
nearly always by someone from the household, a friend or a neighbor	5%	6%	2%	6%	6%	6%	4%	6%	7%	2%	1%
No response	1%	1%	1%	1%	2%	1%	-	-	-	2%	-
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K  
 \* small base

Question V6:

If an electrical product, electric line or installation needs to be repaired in your household, who generally does the work?  
Would you say the repairs are done...

Target group: All respondents

	Total	Net household income (euros)				Size of household				Households with children -14 Y	
		to 1,249	1,250 -1,749	1,750 -2,499	2,500+	1 pers.	2 pers.	3 pers.	4+ pers.	yes	no
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Base	1000	171	202	302	325	156	398	191	256	208	792
nearly always by a firm or electrician	46%IJ	46%	48%	46%	46%	53%	49%	47%	37%	38%	48%
usually by a firm or electrician	22%	21%	27%	21%	21%	23%	25%	17%	21%	21%	22%
equally often by a firm or an electrician, or someone from the household, a friend or a neighbor who knows something about the subject	18%	19%	14%	20%	18%	14%	14%	20%	24%A	24%A	16%
generally by someone from the household, a friend or a neighbor	8%	10%	5%	8%	9%	6%	8%	7%	10%	10%	8%
nearly always by someone from the household, a friend or a neighbor	5%	5%	6%	4%	5%	3%	4%	8%	5%	6%	5%
No response	1%	-	1%	2%	1%	0	-	1%	3%A	1%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - A/B - A/C - A/D - A/E - A/F - A/G - A/H - A/I - A/J - A/K

Question V6:

If an electrical product, electric line or installation needs to be repaired in your household, who generally does the work?  
 Would you say the repairs are done...

Target group: All respondents

	Total	Test marks when buying			Familiar with marks		
		important	neutral	unimportant	Total	VDE	CE
Base	(A) 1000	(B) 720	(C) 187	(D) 62*	(E) 932	(F) 679	(G) 487
nearly always by a firm or electrician	46%C	49%	33%	38%	45%	45%	42%
usually by a firm or electrician	22%	22%	25%	17%	23%	22%	23%
equally often by a firm or an electrician, or someone from the household, a friend or a neighbor who knows something about the subject	18%	17%	26%A	15%	18%	20%	21%
generally by someone from the household, a friend or a neighbor	8%	7%	10%	13%	8%	8%	8%
nearly always by someone from the household, a friend or a neighbor	5%	5%	4%	14%A	5%	5%	5%
No response	1%	0	2%	3%	1%	1%	1%
Total	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - A/B - A/C - A/D - A/E - A/F - A/G  
 \* small base

Statistics

Target group: All respondents

	Total	Test marks when buying			Familiar with marks		
		important	neutral	unimportant	Total	VDE	CE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Base	1000	720	187	62*	932	679	487
SEX AND MAIN EARNER							
Female	52%FH	51%	53%	55%	50%	46%	46%
Male	48%	49%	47%	45%	50%	54%A	54%A
Main earner	61%D	63%	61%	44%	61%	64%	59%
AGE GROUPS							
14 - 19 years	8%	5%	13%A	18%A	7%	6%	9%
20 - 24 years	6%	6%	8%	8%	6%	5%	6%
25 - 29 years	6%	6%	4%	16%A	6%	5%	7%
30 - 34 years	8%	9%	7%	3%	8%	9%	10%
35 - 39 years	10%	11%	9%	7%	11%	11%	12%
40 - 44 years	9%	9%	10%	4%	9%	10%	11%
45 - 49 years	8%	8%	10%	5%	9%	9%	9%
50 - 54 years	8%	8%	8%	15%A	8%	9%	8%
55 - 59 years	7%	8%	5%	4%	7%	7%	5%
60 - 64 years	8%	8%	9%	7%	8%	7%	6%
65 - 69 years	10%	10%	5%	4%	9%	10%	9%
70 - 74 years	5%	6%	3%	3%	5%	6%	4%
75 years and older	7%H	6%	10%	6%	6%	5%	3%
FAMILY STATUS							
Married, with partner	68%CD	72%A	60%	49%	70%	72%	68%
Single	21%B	17%	29%A	41%A	20%	17%	23%
Other	11%	11%	11%	9%	10%	11%	9%
No response	-	-	-	-	-	-	-
Size of household							
1 person	16%	15%	16%	10%	15%	14%	12%
2 persons	40%	42%	36%	32%	41%	41%	37%
3 persons	19%	19%	17%	28%	19%	19%	22%
4 persons	19%	18%	24%	19%	20%	21%	22%
5 persons	5%	4%	7%	8%	5%	4%	6%
6 persons and more	1%	1%	0	3%	1%	1%	1%

Proportions/Means: Columns Tested (5% risk level) - A/B - A/C - A/D - A/E - A/F - A/G

\* small base

Statistics

Target group: All respondents

	Total	Test marks when buying			Familiar with marks		
		important	neutral	unimportant	Total	VDE	CE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Base	1000	720	187	62*	932	679	487
HOUSEHOLDS WITH CHILDREN							
under 14 years	21%	22%	21%	13%	21%	21%	25%
other	79%	78%	79%	87%	79%	79%	75%
No response	-	-	-	-	-	-	-
HOUSEHOLD PROVIDER							
primary contributor	51%	52%	47%	44%	50%	48%	46%
also contributes	24%	23%	26%	37%A	25%	24%	28%
not a contributor	25%	25%	28%	19%	25%	28%	26%
No response	-	-	-	-	-	-	-
EDUCATION OF RESPONDENT							
Basic primary/secondary, with no vocational training (POS)		7%	8%	20%A	7%	6%	6%
Basic primary with vocational training (POS)	41% <sup>DH</sup>	44%	40%	20%	42%	44%	34%
Secondary school without baccalaureate	32%	33%	30%	31%	33%	33%	36%
Abitur, university admission	8%	7%	11%	13%	9%	8%	12%A
University/Technical univer. Polytechnic college	9%	8%	10%	17%A	9%	8%	11%
No response	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - A/C - A/D - A/E - A/F - A/G

\* small base

Statistics

Target group: All respondents

	Total	Test marks when buying			Familiar with marks		
		important	neutral	unimportant	Total	VDE	CE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Base	1000	720	187	62*	932	679	487
EMPLOYMENT OF MAIN HOUSEHOLD PROVIDER							
in full-time employment	38%	41%	31%	42%	40%	43%A	42%
in part-time employment	6%	7%	5%	2%	7%	7%	7%
temporarily employed	3%	3%	4%	4%	3%	3%	4%
not employed (only housewife)	7%	7%	9%	4%	7%	7%	6%
currently unemployed	6%	5%	7%	3%	6%	6%	6%
pensioned	29%H	30%	24%	21%	28%	27%	23%
in school, vocational training							
- apprentice	1%	1%	1%	9%A	1%	1%	1%
- student	9%BF	6%	18%A	13%	8%	6%	11%
No response	0	-	-	2%A	0	0	-
CURRENT WORK OF RESPONDENT							
Self-employed -- large business	0	0	0	-	0	0	0
Self-employed (lawyer, doctor, academician, master craftsman, other)	1%	1%	1%	4%	1%	2%	2%
Small businessman/shopkeeper	6%	6%	8%	6%	7%	7%	7%
self-employed farmer	0	0	-	-	0	0	-
top-level civil servant	1%	1%	1%	-	1%	1%	1%
upper, middle and lower-level civil servant	2%	3%	2%	4%	2%	3%	2%
manager	4%	4%	3%	1%	4%	4%	5%
lower and middle-ranked employee	22%	24%	17%	21%	23%	24%	23%
skilled worker/employed craftsman	10%	10%	7%	12%	10%	11%	10%
unskilled worker	1%	1%	2%	-	2%	1%	2%
in training	10%BF	6%	19%A	22%A	9%	7%	12%
currently unemployed	13%	12%	16%	7%	13%	13%	12%
pensioned	29%H	30%	24%	21%	28%	27%	23%
No response	0	1%	-	2%	1%	1%	0

Proportions/Means: Columns Tested (5% risk level) - A/B - A/C - A/D - A/E - A/F - A/G

\* small base

Statistics

Target group: All respondents

	Total	Test marks when buying			Familiar with marks		
		important	neutral	unimportant	Total	VDE	CE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Base	1000	720	187	62*	932	679	487
NET HOUSEHOLD INCOME							
under 250 euros	-	-	-	-	-	-	-
250 - 499 euros	1%	1%	1%	1%	1%	1%	1%
500 - 749 euros	3%	2%	4%	2%	3%	2%	2%
750 - 999 euros	5%	4%	8%	4%	5%	3%	5%
1,000 - 1,249 euros	8%	7%	8%	8%	7%	6%	6%
1,250 - 1,499 euros	11%	12%	10%	6%	11%	11%	10%
1,500 - 1,749 euros	9%	8%	11%	8%	9%	9%	9%
1,750 - 1,999 euros	9%	11%	6%	3%	9%	9%	9%
2,000 - 2,249 euros	10%	9%	11%	15%	10%	11%	11%
2,250 - 2,499 euros	11%	12%	9%	20%	12%	13%	13%
2,500 - 2,749 euros	8%	8%	10%	12%	8%	8%	8%
2,750 - 2,999 euros	7% <sup>C</sup>	8%	2%	6%	7%	7%	7%
3,000 - 3,499 euros	7%	8%	6%	1%	8%	8%	7%
3,500 - 4,999 euros	7%	7%	9%	10%	7%	8%	8%
5,000 euros and more	3%	3%	5%	5%	4%	3%	5%
No response	0	-	0	-	0	0	0

Proportions/Mean: Columns Tested (5% risk level) - A/B - A/C - A/D - A/E - A/F - A/G

\* small base

Statistics

Target group: All respondents

	Total	Test marks when buying			Familiar with marks		
		important	neutral	unimportant	Total	VDE	CE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Base	1000	720	187	62*	932	679	487
GERMAN FEDERAL STATES							
Schleswig-Holstein	4%	3%	5%	9%A	3%	4%	4%
Hamburg	2%	3%	1%	-	2%	3%	2%
Lower Saxony	10%C	11%	5%	8%	10%	11%	12%
Bremen	1%	1%	1%	-	1%	1%	0
North Rhine-Westphalia	21%C	25%	10%	19%	22%	24%	23%
Hessia	7%	7%	9%	8%	7%	9%	9%
Rhineland-Palatinate	5%	4%	4%	10%	5%	5%	5%
Baden-Württemberg	12%	11%	19%A	8%	12%	12%	13%
Bavaria	15%H	15%	16%	8%	15%	14%	9%
Saarland	1%	1%	2%	2%	1%	2%	2%
Mecklenburg-West Pomerania	2%	2%	2%	7%A	2%	2%	3%
Brandenburg	3%	3%	5%	-	3%	2%	4%
Saxony-Anhalt	4%	3%	3%	6%	3%	2%	3%
Thuringia	3%F	3%	4%	3%	3%	1%	2%
Saxony	6%B	4%	13%A	8%	5%	4%	8%
Berlin	4%	4%	2%	5%	4%	4%	2%
COMMUNITY SIZE (POLITICAL)							
to 4,999 pop.	13%F	12%	20%A	13%	13%	9%	10%
5,000 - 19,999 pop.	28%	28%	26%	35%	28%	30%	32%
20,000 - 49,999 pop.	19%	19%	20%	19%	19%	19%	18%
50,000 - 99,999 pop.	8%	9%	5%	6%	8%	9%	8%
100,000 - 499,999 pop.	18%	17%	18%	21%	18%	20%	21%
500,000 pop. and over	13%H	15%	11%	6%	13%	13%	10%

Proportions/Means: Columns Tested (5% risk level) - A/B - A/C - A/D - A/E - A/F - A/G

\* small base





# The **VDE** Institute

## Technology, Service and Professionalism



As an independent and nationally and internationally accredited organization, the VDE Testing and Certification Institute is a key contributor to the safety and quality of electrical products and systems both within the European Union and around the world. The work of the VDE Institute is closely tied to the standardization activities of the VDE. Valuable experience and information gained in the Institute's day-to-day testing flows into the continual improvement of electrical standards. The VDE mark is a symbol of safety known and respected by consumers everywhere. 68% of all Germans are familiar with the mark, and for the great majority of consumers it is a key guarantee of product safety in purchasing decisions.



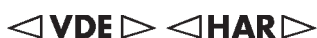
The VDE mark is well-known throughout the world. Appearing as  in Germany, it stands for comprehensive safety based on the country's strict laws regulating equipment and product safety. Upon request, the VDE Institute certifies lamps, lamp components, energy-saving lamps, computer equipment, transformers, equipment switches, electrical controls and control devices, terminals, plugs, some types of capacitors, and radio interference suppression components with the  mark. Cables and wires conforming to standards bear the  or  marks. Over half of the VDE customers are foreign companies. The VDE mark is used by manufacturers in over 50 countries.



The VDE Testing and Certification Institution conducts around 16,000 tests every year. The regular monitoring of manufacturing and checking of the VDE-certified products are among the measures used by the VDE Institution to secure the public trust. Consumer protection stands in the foreground at all times. To pursue this around the world, the VDE Institute works with partner organizations in all regions and supports manufacturers worldwide in meeting the high standards.



Testing, certification and monitoring are the key activities for ensuring product safety, electromagnetic compatibility, and other qualities like health and environmental protection. The VDE experts know all standard requirements and legal regulations. The comprehensive know-how and experience of over 400 employees is used to back product safety and quality in the fields of electrical, electronic and information technologies.



**VDE**

**ASSOCIATION FOR ELECTRICAL,  
ELECTRONIC & INFORMATION TECHNOLOGIES e.V.**

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