



Office for Product  
Safety & Standards

# **Consumer behaviours and attitudes to fireworks**

Annex to Research Report

April 2021



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## Preface

This technical annex provides methodological details of the *Consumer Behaviours and Attitudes Towards Fireworks* research conducted by Ipsos MORI. The research was conducted on behalf of The Office for Product Safety and Standards (Department for Business, Energy and Industrial Strategy).

The aim of the research was to understand consumers' awareness, behaviours and attitudes to fireworks. This involved understanding how consumers interact with fireworks – across buying, storing and using fireworks (for those who do), and understanding more about whether and why people attend displays and how they feel about them.

This document provides the following:

- Research sample: a detailed breakdown of the sample for the research.
- Research materials: further detail regarding the development of the research materials, and copies of the research materials used.

# Research sample

The research comprised the following methods:



Figure 1: Research methods

Detail regarding the sampling for these is provided below.

## Ethnographic research

The sample consisted of eight members of the public who intended to attend a public fireworks display and five participants who hosted a private firework display at home on any day or evening from 1st to 11th November 2020. One further member of the public took part in a retrospective telephone depth interview to discuss their experiences of attending a public display as they were unable to take part in the ethnographic research. The ethnography sample was selected based on a number of key criteria to capture a range of views. These included participants from across Great Britain from both rural and urban locations, shown in table 3.1 below.

**Table 3.1: Sample breakdown for ethnographic research and retrospective interview**

Method	Int no.	Public or private display	Location	Rural / Urban	Demographics
Ethnographic research	1	Private Display	Romford	Urban	Male, 39, C2
	2		Manchester	Urban	Female, 65, C1
	3		Hertfordshire	Rural	Female, 48, C1
	4		Tamworth	Suburban	Female, 40, C1
	5		Cambridgeshire	Rural	Female, 70, C1
	6	Public Display	North London	Urban	Male, 27, B
	7		Suffolk	Rural	Male, 34, C1
	8		West Midlands	Suburban	Female, 39, C2
	9		Glasgow	Urban	Male, 39, B

Method	Int no.	Public or private display	Location	Rural / Urban	Demographics
	10		South Wales	Rural	Female, 31, C1
	11		Manchester	Urban	Male, 31, C1
	12		West London	Urban	Male, 42, B
	13		Birmingham	Urban	Male, 74, C2
	Retrospective interview		14	Manchester	Urban

## Qualitative interviews with fireworks rejecters

Ten interviews were carried out with rejecters of fireworks, these were defined as those who do not like and actively avoid fireworks. To ensure we included a range of views, these interviews included:

Int no.	Views towards/ experiences of fireworks	Rural/ Urban	Demographics
1	Have a child who is frightened or distressed by fireworks	Urban	Male, 38, C1
2		Suburban	Female, 30, D
3		Rural	Female, 36, C2
4	Have a pet/ horse that is frightened or distressed by fireworks	Rural	Male, 55, C2
5		Rural	Female, 65, D
6		Rural	Male, 64, B
7	Are personally worried about fireworks due to a physical or mental health condition	Urban	Female, 19, C1
8		Suburban	Male, 36, E
9		Urban	Female, 19, C2
10	Has had a previous negative experience of fireworks	Suburban	Female, 19, C2

## Firework industry stakeholders

Seven qualitative interviews were completed with fireworks industry stakeholders. To protect their anonymity, we have not provided sampling details of these participants.

## Quantitative survey

The quantitative research consisted of a large-scale general public survey using Ipsos MORI's face-to-face Capibus omnibus survey. The survey runs with a weekly sample size of around 2,000 adults across GB (with a small boost run in parallel for Northern Ireland). All interviews are conducted using Ipsos MORI trained interviewers using secure, encrypted CAPI computers. Interviews are conducted in-home, rather than on the doorstep, to ensure better participant engagement, rapport building and higher data quality. The overall Capibus interview length was limited to maintain participant experience, though modular designs could be used to enable longer interviews to be completed. All interviewers received weekly briefing notes outlining instructions around questionnaire context: we also add specific client comments to help add context or clarity to individual question sections.

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The Capibus sample is drawn using random locale sampling methods: essentially a tightly controlled form of quota sampling. Interviewers are given small and tightly defined areas in which to work, with the selection of areas controlled to provide a mix of social grades. Each week the survey is sampled across 180 sampling points. Within each sampling point, interviewers work to quotas for age, gender, working status and tenure. Quotas are closely monitored to produce a nationally representative profile, checked against achieved profiles from the National Readership Survey (which uses a random probability sampling method).

For this research study a representative sample of 1,000 GB adults were asked 15 minutes of questions, with an additional 1,000 GB adults asked an extra 5 minutes of questions. The purpose of this was to increase the sample size of low prevalence groups (for example those that had attended or hosted a private fireworks display within the last three years) for analysis purposes.

## **Weighting**

All information collected on Capibus is weighted to correct for any minor deficiencies or imbalances in the sample achieved.

Weighting for the Capibus quantitative survey used a 'rim weighting' system which weights to Market Research Society (MRS) defined profiles for age, social grade, region and working status - within sex. The idea of rim weighting is to provide the 'best weighting', or least distorting, by using computing power to run a large number of solutions from which the best is chosen.

In order to correct minor deviations in terms of the generated sample profile week on week, omnibus services use a variety of weighting procedures. Clearly, the more effective the sampling the less the need to rely on weighting to resolve problems.

In order to match the sample and the weighting targets, the weight scheme was applied to all 2,000 adults age 18+ in the base sample, with an overall weighting efficiency of 85.2%.

Where results do not sum to 100%, this may be due to computer rounding, multiple responses, or the exclusion of "don't know" categories.

## **Social Media Analytics**

Using the social media analytics platform Synthesio, a fireworks query was developed and collected 626,628 posts from Synthesio between 1st October 2019 and 31st January 2020. These posts were filtered by geo-location metadata and language to ensure that they were UK-based and English-language only before being exported from Synthesio for analysis. This resulted in a sample of 145,559 posts, though it is likely that many more of the full sample were also based in the UK (not every post is geo-tagged). Insius text analytics software was then used to draw two random samples of social media posts for analysis:

1. A random sample of 50,000 posts taken from across the full timeseries;
2. A random sample of 50,000 posts taken from the week either side of Bonfire Night.

Once duplicates between the two datasets were removed, there was a final dataset of 78,137 posts.

# Research materials

## Ethnographic research

Two topic guides were developed for the ethnographic research session, and one for the retrospective interview. These were tailored depending on whether a participant was attending a public display or hosting their own private display. The following topics and research questions were explored by Ipsos MORI researchers observing and asking questions during the research session. Full copies of the topic guides are provided in the appendices.

### Research topics for hosting a private display

Topics	Research questions
<b>What decisions do consumers' make when hosting a private fireworks display?</b>	<ul style="list-style-type: none"> <li>a) Who makes decisions about hosting a private display?</li> <li>b) Why do they decide to host a display?</li> </ul>
<b>What are consumers' behaviours when hosting fireworks displays?</b>	<ul style="list-style-type: none"> <li>a) What actions do they take when hosting a display?</li> <li>b) What are the different experiences people can have at private fireworks displays?</li> <li>c) What are the social norms surrounding fireworks?</li> <li>d) What happens to used and unused fireworks?</li> </ul>
<b>How do consumers prepare for hosting a fireworks display?</b>	<ul style="list-style-type: none"> <li>a) What fireworks do they buy? How do they choose them?</li> <li>b) How are fireworks stored?</li> <li>c) What food and drink is prepared?</li> </ul>
<b>What are consumers' awareness of issues relating to fireworks?</b>	<ul style="list-style-type: none"> <li>a) What safety precautions are taken?</li> <li>b) Who might object to fireworks?</li> <li>c) What is their awareness of rules and regulations of buying and selling fireworks?</li> <li>d) Where do they receive information about fireworks?</li> <li>e) How is their private display depicted on social media - if at all?</li> </ul>
<b>What are consumers' attitudes towards fireworks?</b>	<ul style="list-style-type: none"> <li>a) What emotions do they feel?</li> <li>b) What do they enjoy?</li> <li>c) What don't they enjoy?</li> <li>d) What importance do fireworks hold in their lives?</li> <li>e) What experiences had they previously had of fireworks?</li> </ul>

### Research topics for attending a public display

Research objective	Research questions
<b>What are consumers' behaviours when attending</b>	<ul style="list-style-type: none"> <li>a) How do they get to the display?</li> <li>b) What do they do to prepare for the display?</li> <li>c) What do they do at the display?</li> <li>d) How do people interact with each other at public displays?</li> </ul>

<b>fireworks displays?</b>	
<b>What decisions do consumers make during fireworks season?</b>	<ul style="list-style-type: none"> <li>a) How do they decide to celebrate the occasion?</li> <li>b) How do they choose and plan for the event?</li> <li>c) What expectations do they have?</li> </ul>
<b>What awareness do consumers have of issues related to fireworks?</b>	<ul style="list-style-type: none"> <li>a) What safety precautions are taken?</li> <li>b) What consideration is given to those less keen on fireworks?</li> <li>c) How do they think public displays are organised?</li> </ul>
<b>What are consumers' attitudes towards fireworks?</b>	<ul style="list-style-type: none"> <li>a) What emotions do they feel?</li> <li>b) What do they enjoy?</li> <li>c) What don't they enjoy?</li> <li>d) What importance do fireworks hold in their lives?</li> <li>e) What experiences had they previously had of fireworks?</li> <li>f) Why do consumers attend a public display instead of host their own?</li> </ul>

## Qualitative interviews with fireworks rejecters

Qualitative interviews with fireworks rejecters explored why certain groups of people dislike or actively avoid fireworks, investigating what perceptions rejecters have of fireworks, what (if any) experiences they have of fireworks, what impact they feel fireworks have on their community, as well as what they feel the solutions are to these issues. A summary of the research topics and questions is provided below, with a full copy of the topic guide provided in the appendices.

### Research topics for fireworks rejecters

<b>Topics</b>	<b>Research questions</b>
<b>What perceptions do rejecters have of fireworks?</b>	<ul style="list-style-type: none"> <li>a) What do they associate with fireworks?</li> <li>b) What do they see as good and bad things about fireworks?</li> <li>c) What are their views on the culture surrounding fireworks?</li> <li>d) What role do they think fireworks play in society?</li> <li>e) What impact do they think fireworks have on their local neighbourhood / community?</li> <li>f) What have they heard in the media regarding fireworks?</li> </ul>
<b>What are rejecters' personal experiences of fireworks (if any)?</b>	<ul style="list-style-type: none"> <li>a) What are their past experiences?</li> <li>b) How have their views changed over time?</li> <li>c) How do they experience fireworks now?</li> </ul>
<b>What makes people reject fireworks?</b>	<ul style="list-style-type: none"> <li>a) What are the barriers to enjoying fireworks?</li> <li>b) What parts of people's lives are incompatible with fireworks season?</li> <li>c) What is it about fireworks that causes difficulties?</li> </ul>



<b>What steps have rejecters taken to cope with fireworks season?</b>	<ul style="list-style-type: none"> <li>a) What has helped rejecters during fireworks season?</li> <li>b) What information do they have about support during fireworks season?</li> <li>c) Who have they spoken to about these issues?</li> </ul>
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## Quantitative survey

The questionnaire design started with a questionnaire scoping workshop with The Office for Product Safety and Standards. Findings from the ethnographic and qualitative research also informed questionnaire design for the quantitative survey.

### Cognitive testing of the questionnaire

An initial draft of the survey questions was tested with eight face-to-face cognitive interviews on 10th and 11th February 2020 in Manchester and London. The purpose of the interview was to check that the questions were easy to understand and explore whether participants understood them as intended.

The cognitive testing informed the large-scale quantitative survey conducted through a face-to-face omnibus survey, Capibus<sup>1</sup>. The quantitative survey built on the ethnographic research, using the themes that emerged to provide a more representative picture of who interacts with fireworks and how and why they do so, as well as covering more specific issues like perceived risks and awareness of firework safety. Fieldwork took place from 21 February 2020 to 12 March 2020.

The changes made to the questionnaire as a result of the cognitive testing are outlined below:

1. The definitions of 'public fireworks display' and 'private fireworks display' were repeated at key points in the questionnaire to remind participants of the definitions. The definitions were "Private fireworks displays are organised by people for their friends and/or family, for example in their back garden or at a private party. They might mark special occasions like Bonfire Night, Diwali, New Year's Eve or Chinese New Year, or they might be for private celebrations like a birthday or wedding" and "Public fireworks displays are displays open to large numbers of people, either ticketed, to raise money through donations, or for free. They might be run by a professional company or by a local organisation".
2. The statements J in questions F6 and F7 asked to what extent participants agree or disagree with the statement "[Organised public fireworks displays / private fireworks displays] are often unsafe". This was replaced with "Overall, how safe, if at all, do you think [organised public fireworks /private fireworks] displays are?". This was changed as participants found the statement difficult to understand, for example, querying what was meant by 'often'.
3. Question F9b asked who has responsibility for making sure fireworks are used safely in the UK. This was changed to ask about who has the most responsibility for making sure fireworks are used safely in the UK as participants tended to say everyone had responsibility. The final question was: *And of these, in your view, who has the most responsibility for making sure fireworks are used safely in the UK?*
  1. Central government
  2. Local government
  3. Retailers that sell fireworks

<sup>1</sup> <https://www.ipsos.com/ipsos-mori/en-uk/face-face-omnibus-capibus>

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4. Manufacturers that make fireworks
  5. People who organise fireworks displays
  6. Individuals who use fireworks
  7. Don't know [DO NOT READ OUT]
4. Question F30C asked where participants stored their fireworks. Initially the answer codes were not read out but participants found it difficult to remember where the fireworks had been stored without a prompt so the codes were read out to them. The answer codes were:
1. At home, inside the house
  2. At home, in a garage
  3. At home, in a shed
  4. In your car
  5. In someone else's home
  6. Didn't store them / used them straight away
  7. Somewhere else (SPECIFY)
  8. Don't recall [EXCLUSIVE] [DO NOT READ OUT]
5. Wording for question F33 changed from "*Were you the person responsible for lighting the fireworks at the display?*" to "*Did you light any fireworks during the display?*" as sometimes there were multiple people responsible for lighting the fireworks and the participant may have lit some of the fireworks without being the person responsible for lighting them.

## Quantitative questionnaire

The sections and questions included in the quantitative face-to-face interviews with members of the general public are included below. A copy of the full questionnaire is provided in the appendices.

Section	Description	Group
<b>Demographics</b>	Including questions on region, age, work status, highest educational or professional qualification, marital status, number of people in the household, number of children in the household, household income, household items (e.g. Laptop, smart TV), and ethnicity.	15 minute survey participants
<b>Attitudes towards risk</b>	<ul style="list-style-type: none"> <li>• Sometimes I take risks because I enjoy it</li> <li>• People who know me would say I am a cautious person</li> <li>• I am excited when I don't know what will happen</li> </ul>	15 minute survey participants
<b>Overall attitudes towards fireworks</b>	<p>This section focused on the extent to which participants personally enjoy fireworks, whether they are considered an important part of British culture or play an important role in their family's traditions.</p> <p>This section also asked whether participants enjoy attending public firework displays, if they think displays are a good way to mark important occasions, if public displays disturb the peace and quiet in their area, if they bring people together in their local community and if they are bad for the environment.</p>	15 minute survey participants
<b>Behaviours</b>	This section asked participants if they had attended a public fireworks display or a private fireworks display organised by them or someone else in the past 12 months and in the past 3 years.	All participants
<b>Attendees at public fireworks displays</b>	Participants who attended public fireworks displays in the past 12 months were asked which occasion they attended, who they went with, whether they enjoyed the display and the overall event and how concerned they were about being injured or that children in their group would be injured by fireworks.	All participants
<b>Attendees at private fireworks displays, or hosts of private fireworks displays</b>	<p>If participants had attended or hosted a private fireworks display in the last 12 months they were asked which occasion they had attended a display, who they attended the display with, whether there were children under 16 at the display and if they purchased or lit any of the fireworks.</p> <p>If participants had purchased fireworks they were asked where they purchased them, how much they spent on the fireworks and where they stored them. Participants were also asked about safety features of fireworks and if they had received any advice about fireworks or knew about the Fireworks Code. Also, how interested they would be in finding out more about how public or private displays are regulated in Great Britain.</p>	All participants

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<b>Information Sources</b>	<p>The final section asked whether participants have looked up safety information or advice about fireworks, how much they know about the Firework Code and how informed they feel about how fireworks displays are regulated in Great Britain, how to stay safe when attending public fireworks displays and how to stay safe when using fireworks at home.</p> <p>This section also asked how interested participants would be in finding out more about how organised public fireworks displays and private fireworks displays are regulated in Great Britain and stay safe when attending an organised public fireworks display or at home.</p>	15 minute survey participants
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# Appendices

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- Appendix F: Cognitive Testing Questionnaire

## Appendix A: Private display hosts topic guide

MODERATOR ACTION: ARRIVE AT PARTICIPANTS' HOME AND SIT DOWN WITH THEM		
Introduction and warm up	Timings	Observations
<p><b>Researcher and filmmaker to introduce themselves.</b></p> <p><b>Explain purpose / aim of the study:</b>            “Ipsos MORI is conducting research on people’s views and opinions on fireworks.”</p> <p><b>Explain confidentiality:</b>            “All your responses will remain confidential, and although we will be reporting on what people said, this will not identify who said what”</p> <p><b>Filming:</b></p> <ul style="list-style-type: none"> <li>• Check happy to be filmed – as outlined at recruitment</li> <li>• Film will be used by us and our clients, and could be published on Department for Business, Energy and Industrial Strategy’s website</li> <li>• Won’t use your name or personal details along with the film</li> <li>• Revisit consent form signed at recruitment</li> </ul> <p><b>Outline evening:</b>            We want to split the evening into three parts:</p> <ol style="list-style-type: none"> <li>1. Preparing for the display</li> <li>2. The display itself</li> <li>3. After the display</li> </ol> <p><b>Any concerns or questions before starting?</b></p>	<p>10 mins  <i>Aim: To explain the purpose of the research. To explain how participants’ data will be used and stored. To answer any questions the participant may have before starting the interview</i></p>	
Deciding to host a private fireworks display		
<p><b>Tell me about the fireworks display you are putting on this evening.</b></p> <ul style="list-style-type: none"> <li>• When does it start?</li> <li>• How many people are coming?</li> <li>• Who organised it?</li> <li>• How much did it cost you?</li> <li>• What fireworks can we expect?</li> <li>• What, if any, refreshments are being provided?</li> <li>• What else is happening tonight?</li> </ul>	<p>20 mins  <i>Aim: understand how they decided to host a private fireworks display</i></p>	<p><i>Body language and emotions</i></p>

<ul style="list-style-type: none"> <li>• What atmosphere can we expect here tonight?</li> </ul> <p><b>What made you want to host a private fireworks display?</b></p> <ul style="list-style-type: none"> <li>• What occasion is it?</li> <li>• Who did you speak to about it?</li> </ul> <p>IF THEY PREFER PRIVATE DISPLAYS</p> <p><b>What makes a private display better than a public one?</b></p> <ul style="list-style-type: none"> <li>• Would you also go to a public display this fireworks season?</li> <li>• Why / why not?</li> </ul> <p><b>How might this display be different to others around the country?</b></p> <ul style="list-style-type: none"> <li>• How might it be different from attending a public fireworks display?</li> </ul> <p><b>What have you done in previous years for this occasion?</b></p> <ul style="list-style-type: none"> <li>• What have you enjoyed in previous years?</li> <li>• What has been difficult?</li> </ul> <p><b>How do you think tonight will compare to other social occasions you have hosted?</b></p>		
<b>Planning for the display &amp; diary recap</b>		
<p><b>I'd like now like to talk about how you planned for tonight's event.</b></p> <p><b>To what extent did you plan for tonight's event?</b></p> <ul style="list-style-type: none"> <li>• Who planned it?</li> <li>• What was the hardest thing to plan for?</li> <li>• What was easy to plan?</li> </ul> <p><b>Talk me through how you planned for the event?</b></p> <ul style="list-style-type: none"> <li>• What was the first thing you had to do?</li> <li>• What next... what next...</li> <li>• And what's the last thing that you did / need to do to prepare for tonight?</li> </ul> <p>MODERATOR TO SHOW PARTICIPANT THEIR DIARY ON APPLIFE</p> <p><b>Please talk me through a few of these posts</b></p> <p>ALLOW PARTIICIPANT TO TELL YOU ABOUT THEIR POSTS</p> <p><b>How did you decide who to invite?</b></p>	<p>20 mins</p> <p><i>Aim: understand how they planned for their private fireworks display</i></p>	<p><i>How they recap their diary. Any pain points with planning. The extent to which the display is organised or spontaneous.</i></p>

<ul style="list-style-type: none"> <li>• Who is invited? Who did you not invite?</li> <li>• Probe on: family, friends, neighbours</li> <li>• Who might not want to come?</li> <li>• And who might not enjoy tonight?</li> </ul> <p><b>What things do your guests need tonight? Probe if needed:</b></p> <ul style="list-style-type: none"> <li>• Clothing</li> <li>• Phone / camera</li> <li>• Food and drink</li> <li>• Sparklers</li> </ul>		
<p><b>MODERATOR ACTION: ASK PARTICIPANT TO SHOW YOU THEIR FIREWORKS</b></p>		
<p><b>Choosing fireworks</b></p>		
<p><b>I'd like to talk about how you chose your fireworks for tonight.</b></p> <p><b>Who bought the fireworks?</b>  <b>Where were the fireworks purchased?</b></p> <ul style="list-style-type: none"> <li>• Probe: supermarkets, other shops, internet</li> </ul> <p><b>What are the most important things to keep in mind when buying fireworks?</b>  Probe on:</p> <ul style="list-style-type: none"> <li>• Price</li> <li>• Size</li> <li>• Colour</li> <li>• Safety</li> </ul> <p><b>And what made you decide to buy these ones?</b>  <b>ENCOURAGE PARTICIPANT TO TALK YOU THROUGH EACH FIREWORK</b></p> <p><b>Roughly how much did you spend overall?</b></p> <ul style="list-style-type: none"> <li>• Which ones were more expensive?</li> <li>• Which ones were cheaper?</li> <li>• To what extent do you think fireworks are priced fairly?</li> </ul> <p><b>IF NOT ALREADY COVERED AT PLANNING</b>  <b>Please talk me through the process of your fireworks purchase?</b></p> <ul style="list-style-type: none"> <li>• What research did you do beforehand – if any?</li> <li>• Where did you know that sold fireworks?</li> </ul>	<p>20 mins  <i>Aim: To understand the process of choosing fireworks</i></p>	<p><i>How confident they are talking about choosing their fireworks</i>  <i>Any areas of uncertainty when buying fireworks</i>  <i>Their decision-making process</i>  <i>Levels of enthusiasm for different types of fireworks</i></p>



MODERATOR ACTION: ASK PARTICIPANT TO SHOW YOU WHERE THEY STORED THEIR FIREWORKS		
Storing fireworks	Timings - Place	Observations
<p><b>Now I'd like to talk to you about how you stored your fireworks.</b></p> <p><b>What made you choose this place to store your fireworks?</b></p> <p>Probe on:</p> <ul style="list-style-type: none"> <li>• Space in the house</li> <li>• Temperature</li> <li>• Dryness</li> </ul> <p><b>What other things do you store in this area?</b></p> <ul style="list-style-type: none"> <li>• Have you ever stored fireworks here before?</li> <li>• Where else have you stored them?</li> </ul> <p><b>How long have these fireworks been stored here?</b></p> <ul style="list-style-type: none"> <li>• Where else have the fireworks been since you bought them?</li> </ul> <p><b>Where might you not want to store them?</b></p> <ul style="list-style-type: none"> <li>• What would happen if you stored them in the wrong place?</li> </ul>	<p>20 mins</p> <p><i>Aim:</i> understand how they store fireworks</p>	<p><i>How they store fireworks</i></p> <p><i>Where they store fireworks</i></p> <p><i>What safety precautions are taken – if any</i></p> <p><i>Gaps in knowledge of how to store fireworks</i></p>
MODERATOR ACTION: SHADOW PARTICIPANT WHILE THEY SET UP THEIR FIREWORKS DISPLAY		
Setting up the display		
<p><b>Now we will spend time with you while you set up your display.</b></p> <p>BE LED BY PARTICIPANTS ACTIONS. FILM HOW THEY SET THE DISPLAY UP.</p> <p>OBSERVE HOW THE PARTICIPANT SETS UP THEIR DISPLAY, WITH SPECIFIC FOCUS ON:</p> <ul style="list-style-type: none"> <li>• Safety</li> <li>• Lighting</li> <li>• Where fireworks are set up</li> <li>• Where guests are positioned</li> <li>• Food and drink accompaniments</li> <li>• Who is helping them</li> </ul>	<p>Be flexible with timings</p> <p><i>Aim:</i> understand how participants set up their display and explore challenges they might have doing this.</p>	<p><i>How do they set up their display?</i></p>
The display		

<p><b>Now, we will let you watch the display without asking you questions during it.</b> OBSERVE PARTICIPANT UNTIL THE DISPLAY HAS FINISHED. SPECIFICALLY:</p> <ul style="list-style-type: none"> <li>• Who sets off the fireworks?</li> <li>• How do they set off the fireworks?</li> <li>• Who is watching the fireworks?</li> <li>• How are people reacting to the fireworks?</li> </ul>	<p>Be flexible with timings <i>Aim: understand how participants carry out their display.</i></p>	<p><i>How fireworks are set off. Reactions to the display. Interactions between people. Any use of phones and cameras.</i></p>
<p><b>MODERATOR ACTION: ALLOW PARTICIPANT TO CLEAR DOWN THE DISPLAY</b></p>		
<p><b>Clearing up the display</b></p>		
<p>BE LED BY PARTICIPANTS ACTIONS. IF THEY CLEAR UP THE DISPLAY, FILM HOW THEY CLEAR UP THE DISPLAY. IF THEY START TO CLEAR UP THE DISPLAY LATER ON IN THE EVENING, OBSERVE THIS.</p>	<p>Be flexible with timings <i>Aim: understand how participants clear up their display.</i></p>	<p><i>Do they clear up their display? What happened to unused fireworks? What happens to used fireworks? Who helps with clearing up the display?</i></p>
<p><b>MODERATOR ACTION: FIND PLACE IN THE HOUSE TO CONDUCT DISPLAY REVIEW INTERVIEW</b></p>		
<p><b>Display review</b></p>		
<p><b>Now we have come to our final part of the evening together. We want to ask you how you found this evening.</b> <b>To what extent did you enjoy the display?</b></p> <ul style="list-style-type: none"> <li>• What did you enjoy?</li> <li>• What did you not enjoy?</li> </ul> <p><b>How does it compare to public fireworks events you have been to?</b></p> <ul style="list-style-type: none"> <li>• What negative experiences have you had at public fireworks displays – if any?</li> </ul> <p><b>How did tonight compare to other events you have hosted?</b></p> <ul style="list-style-type: none"> <li>• What was better?</li> <li>• What was worse?</li> </ul> <p><b>What would have made it better?</b></p> <ul style="list-style-type: none"> <li>• What would you change?</li> </ul>	<p>30 mins <i>Aim: understand how participant felt about their display, including what went well and less well. Also, to understand their awareness of rules and safety precautions of conducting</i></p>	<p><i>Confidence around fireworks rules, regulations and safety precautions. Any information they have to hand. Enthusiasm towards having another private display in the future.</i></p>

<p><b>How did you document your experience tonight?</b></p> <ul style="list-style-type: none"> <li>• Did you use social media?</li> <li>• Who might you share that with?</li> </ul> <p><b>What information did you have about organising a fireworks display?</b></p> <ul style="list-style-type: none"> <li>• Please talk me through this information</li> <li>• What did it tell you?</li> <li>• What's missing?</li> </ul> <p><b>What are the most important things to make a good fireworks display?</b></p> <p><b>As far as you know, what rules are there about organising a private fireworks display?</b></p> <p>Probe on:</p> <ul style="list-style-type: none"> <li>• Buying fireworks</li> <li>• Using fireworks</li> <li>• Storing fireworks</li> </ul> <p><b>What did fireworks bring to your event?</b></p> <ul style="list-style-type: none"> <li>• How important were they to the event?</li> <li>• Would you have had a celebration without them?</li> <li>• What would tonight's occasion have been like without fireworks?</li> </ul> <p><b>What will you do next year?</b></p> <ul style="list-style-type: none"> <li>• Will you organise your own fireworks display again?</li> <li>• How would you feel going to a public fireworks display?</li> </ul>	<p><i>an in-home display.</i></p>	
<p><b>Looking ahead and final thoughts</b></p>		
<p><b>Is there anything else you would like to mention?</b></p> <p>EXPLAIN NEXT STEPS:</p> <p><b>We will be reporting to the Department for Business, Energy and Industrial Strategy with our findings. These findings will be anonymised.</b></p> <p>CHECK IF ANY QUESTIONS ABOUT THE RESEARCH</p> <p><b>**THANK PARTICIPANT**</b></p>	<p>5-10 mins</p> <p><i>Aim: thank and close interview</i></p>	

## Appendix B: Public Display attendees topic guide

MODERATOR ACTION: SIT DOWN WITH PARTICIPANT IN HOME		
Introduction and warm up	Timings	Observations
<p><b>Researcher and filmmaker to introduce themselves.</b></p> <p><b>Explain purpose / aim of the study:</b>            “Ipsos MORI is conducting research on people’s views and opinions on fireworks.”</p> <p><b>Explain confidentiality:</b>            “All your responses will remain confidential, and although we will be reporting on what people said, this will not identify who said what”</p> <p><b>Filming:</b></p> <ul style="list-style-type: none"> <li>• Check happy to be filmed – as outlined at recruitment</li> <li>• Film will be used by us and our clients, and could be published on Department for Business, Energy and Industrial Strategy’s website</li> <li>• Won’t use your name or personal details along with the film</li> <li>• Revisit consent form signed at recruitment</li> </ul> <p><b>Outline evening:</b>            We want to split the evening into three parts:</p> <p><b>1. At home</b></p> <p>We will sit down and talk about the display tonight            We will then observe you preparing to leave for the display</p> <p><b>2. Travelling to the display</b></p> <p>We will accompany you to any plans you might have before the display – if applicable            We will travel with you to the display</p> <p><b>3. At the display</b></p> <p>We will observe you at the display            We will then talk to you one last time after the display</p> <p><b>Any concerns or questions before starting?</b></p>	<p><i>10 mins</i>  <b>Aim:</b> <i>To explain the purpose of the research. To explain how participants’ data will be used and stored. To answer any questions the participant may have before starting the interview</i></p>	
Deciding to go to a public fireworks display		
<p><b>Tell me about the public fireworks display we are attending this evening</b></p> <ul style="list-style-type: none"> <li>• Where is it?</li> <li>• When is it?</li> <li>• Have you been before?</li> <li>• Who organises the event?</li> </ul>	<p><i>20 mins</i>  <b>Aim:</b> <i>understand how they decided to attend a public fireworks display</i></p>	<p><i>Body language and emotions</i></p>

<ul style="list-style-type: none"> <li>• How much did/will it cost you?</li> <li>• What activities can we expect there?</li> </ul> <p><b>What made you want to attend this public fireworks display?</b></p> <ul style="list-style-type: none"> <li>• What occasion is it?</li> <li>• Who did you speak to about it?</li> <li>• What atmosphere can we expect there?</li> </ul> <p><b>What made you not host a private fireworks display?</b></p> <ul style="list-style-type: none"> <li>• Probe: safety, value for money, practicalities</li> <li>• What are the benefits of a public display compared to a private one?</li> </ul> <p><b>What have you done in previous years for this occasion?</b></p> <ul style="list-style-type: none"> <li>• What have you enjoyed in previous years?</li> <li>• What has been difficult?</li> </ul>		
<b>Expectations of public fireworks display</b>		
<p><b>I'd now like to talk about what you expect from tonight's event.</b></p> <p><b>Please tell me how you think tonight will go?</b></p> <ul style="list-style-type: none"> <li>• What are you expecting to happen?</li> <li>• What kind of people will be there?</li> <li>• How popular will the event be?</li> <li>• Other than fireworks, what do you think will be there?</li> <li>• Probe on: food, entertainment, toilet facilities</li> </ul> <p><b>What information have you been given about the event?</b></p> <ul style="list-style-type: none"> <li>• Please talk me through this information</li> <li>• What does it tell you?</li> <li>• What's missing, if anything?</li> </ul> <p><b>What are the most important things to make a good fireworks display?</b></p> <p><b>How confident are you that the organisers will put on a good display? Why?</b></p> <ul style="list-style-type: none"> <li>• What would they need to do to make it a success?</li> <li>• What could go wrong?</li> </ul> <p><b>What rules would you expect there to be at a public fireworks display?</b></p>	<p><i>20 mins</i></p> <p><i>Aim:</i></p> <p><i>understand their expectations of the public fireworks display</i></p>	<p><i>Information that they already have</i></p>

<ul style="list-style-type: none"> <li>• How important are these rules?</li> </ul> <p><b>What safety precautions would you expect the organisers to have in place?</b></p>		
<b>Planning</b>		
<p><b>I'd now like to talk about how you might have planned for tonight.</b></p> <p><b>Who are we going with tonight?</b></p> <ul style="list-style-type: none"> <li>• Who in your family?</li> <li>• Who outside of your family?</li> <li>• Who might you see at the event?</li> </ul> <p><b>What will you take with you tonight? Probe if needed:</b></p> <ul style="list-style-type: none"> <li>• Clothing</li> <li>• Phone / camera</li> <li>• Information</li> <li>• Food and drink</li> <li>• Sparklers</li> </ul> <p><b>What do you plan on doing before the fireworks display? Probe if needed:</b></p> <ul style="list-style-type: none"> <li>• Eating / drinking</li> <li>• Meeting friends and family</li> <li>• Social occasion</li> </ul> <p><b>What do you plan on doing after the fireworks display? Probe if needed:</b></p> <ul style="list-style-type: none"> <li>• Eating / drinking</li> <li>• Meeting friends and family</li> <li>• Social occasion</li> </ul> <p><b>What arrangements have you made for tonight? Probe if needed:</b></p> <ul style="list-style-type: none"> <li>• Babysitting</li> <li>• Pets</li> <li>• Transport there/home</li> </ul>	<p><i>20 mins</i>  <i>Aim: To understand how they plan for the public fireworks display</i></p>	
MODERATOR ACTION: SHADOW PARTICIPANT GETTING READY		
<b>Getting ready</b>	<b>Timings - Place</b>	<b>Observations</b>
<p><b>Now I'll let you (and others that are going) get ready for the fireworks display. Please can we film and ask a few questions while you do so.</b></p>	<p><i>Be flexible on timings</i></p>	<p><i>How participant gets ready to</i></p>

<p>ONLY FILM PARTICIPANT IN COMMUNAL AREAS. DO NOT FOLLOW THEM INTO BEDROOMS OR TOILETS. USEFUL PROBES WHILE THEY ARE GETTING READY:</p> <ul style="list-style-type: none"> <li>• How is getting ready for a fireworks display different to other events?</li> <li>• What event is it similar to?</li> <li>• What do you need to think about when getting ready for a fireworks display?</li> </ul>	<p><i>Aim: understand how they get ready for a fireworks display</i></p>	<p><i>go to fireworks display. Atmosphere of participant's home.</i></p>
<p>MODERATOR ACTION: TRAVEL WITH PARTICIPANT TO PRE-DISPLAY PLANS (IF APPLICABLE)</p>		
<p><b>Travel to pre-display plans</b></p>		
<p><b>Now we will travel to the pre-display plans (e.g. pub or friend's house).</b></p> <p>FILM TRAVEL TO PRE-DISPLAY PLANS AS APPROPRIATE. UNDERSTAND HOW THE FIREWORKS DISPLAY FITS WITH OTHER SOCIAL PLANS AND INTERACTIONS USEFUL PROBES WHEN TRAVELLING TO PRE-DISPLAY PLANS.</p> <ul style="list-style-type: none"> <li>• How would you describe the atmosphere in the neighbourhood tonight?</li> <li>• How does the area change around this time of year?</li> </ul>	<p><i>Be flexible with timings Aim: understand how the fireworks display fits with other social plans and interactions</i></p>	<p><i>How do they travel there? Who do they travel with? What do they talk about on the way?</i></p>
<p><b>Pre-display plans</b></p>		
<p>FILM PARTICIPANT AT PRE-DISPLAY PLANS. IF AT A PUB OR RESTAURANT, ASK FOR PERMISSION TO FILM UNDERSTAND HOW THE FIREWORKS DISPLAY FITS WITH OTHER SOCIAL PLANS AND INTERACTIONS USEFUL PROBES:</p> <ul style="list-style-type: none"> <li>• How is this different from usual social occasions?</li> </ul>	<p><i>Be flexible with timings Aim: understand how the fireworks display fits with other social plans and interactions</i></p>	<p><i>Topics of conversation between people.</i></p>
<p>MODERATOR ACTION: TRAVEL WITH PARTICIPANT TO DISPLAY</p>		
<p><b>Travel to the display</b></p>		
<p><b>Now we will travel to the display with you.</b></p> <p>FILM TRAVEL TO DISPLAY. USEFUL PROBES WHEN TRAVELLING TO DISPLAY.</p> <ul style="list-style-type: none"> <li>• How have your feelings changed now that we are on our way?</li> <li>• How would you describe the atmosphere in the neighbourhood tonight?</li> </ul>	<p><i>Be flexible with timings</i></p>	<p><i>How do they travel there? Who do they travel with? What do they talk about on the way?</i></p>

<ul style="list-style-type: none"> <li>• How is does the area change around this time of year?</li> <li>• Probe: noise, atmosphere, anti-social behaviour</li> </ul>		
<b>Arriving at the display</b>		
<p><b>Now we will observe you arriving at the display. We will keep questions at a minimum to avoid distracting you.</b></p> <p>LET PARTICIPANT ENTER DISPLAY AND FIND BEARINGS. LET PARTICIPANT LEAD THE CONVERSATION.</p> <p>SOME USEFUL PROBES, IF NEEDED:</p> <p><b>What are your first impressions of the event?</b></p> <p><b>How would you describe the set up here?</b></p> <ul style="list-style-type: none"> <li>• What do you like about it?</li> <li>• What is not as good?</li> </ul> <p><b>What is missing in this situation?</b></p>	<p><i>Be flexible with timings</i></p>	<p><i>How easy participants get into display. What they need to enter display. What questions they have. Any interactions with staff.</i></p>
MODERATOR ACTION: STAND NEAR PARTICIPANT DURING THE DISPLAY		
<b>The display</b>		
<p><b>Now, we will let you watch the display without asking you questions during it.</b></p> <p>OBSERVE PARTICIPANT UNTIL THE DISPLAY HAS FINISHED.</p>	<p><i>Be flexible with timings</i></p>	<p><i>Reactions to the display. Interactions with other people. Any use of phones and cameras.</i></p>
<b>End of display</b>		
<p><b>Now, let's find a quiet spot to finish the interview. This can either be somewhere here, a public place nearby or back at your home. It will need to be a place with good lighting so we can carry on filming.</b></p> <p>FIND OUT WHERE PARTICIPANT WANTS TO FINISH THE INTERVIEW AND TRAVEL THERE.</p>	<p><i>Be flexible with timings</i></p>	<p><i>Observe participant's emotions and mood immediately after the display.</i></p>
MODERATOR ACTION: TRAVEL WITH PARTICIPANT TO END INTERVIEW SITE		
<p>FILM TRAVEL TO END INTERVIEW SITE.</p> <p>OBSERVE PARTICIPANT'S MOOD AND IMMEDIATE IMPRESSIONS OF THE DISPLAY.</p>	<p><i>Be flexible with timings</i></p>	<p><i>What mood are they in? What are they talking about with friends and family? What other things are they doing? (e.g. getting refreshments or going to the toilet)</i></p>



Post-display interview		
<p><b>Now we have come to our final part of the evening together. We want to ask you how you found this evening.</b></p> <p><b>To what extent did you enjoy the display?</b></p> <ul style="list-style-type: none"> <li>• What did you enjoy?</li> <li>• What did you not enjoy?</li> </ul> <p><b>What do you like about fireworks?</b></p> <ul style="list-style-type: none"> <li>• What do you enjoy about fireworks that you might not find elsewhere?</li> </ul> <p><b>How does it compare to other fireworks events you have been to?</b></p> <p><b>What was better than you thought it would be?</b></p> <ul style="list-style-type: none"> <li>• What was worse?</li> </ul> <p><b>What would have made it better?</b></p> <ul style="list-style-type: none"> <li>• If you ran the event, what would you change?</li> </ul> <p><b>How did you document your experience tonight?</b></p> <ul style="list-style-type: none"> <li>• Will you use social media?</li> <li>• Who might you share that with?</li> </ul> <p><b>How would you have felt about putting on your own fireworks display?</b></p> <ul style="list-style-type: none"> <li>• How would that experience be different to tonight?</li> <li>• What other fireworks displays could you have gone to?</li> <li>• How would they have been different from tonight?</li> </ul> <p><b>What sorts of things have you heard in the press recently about fireworks?</b></p> <ul style="list-style-type: none"> <li>• Good things?</li> <li>• Bad things?</li> <li>• What do you think about these stories?</li> </ul> <p><b>What will you do next year?</b></p> <ul style="list-style-type: none"> <li>• Any other plans to watch fireworks?</li> </ul>	<p>20 mins  <i>Aim: understand how they enjoyed their fireworks experience. Understand their views about attending fireworks events in the future.</i></p>	
Looking ahead and final thoughts		
<p><b>Is there anything else you would like to mention?</b>  EXPLAIN NEXT STEPS:  <b>We will be reporting to the Department for Business, Energy and Industrial Strategy with our findings. These findings will be anonymised.</b>  CHECK IF ANY QUESTIONS ABOUT THE RESEARCH</p>	<p>5-10 mins  <i>Aim: thank and close interview</i></p>	

## Appendix C: Rejecters interviews topic guide

Introduction and warm up	Timings
<p><b>Researcher to introduce themselves.</b></p> <p><b>Explain purpose / aim of the study:</b>            “Ipsos MORI is conducting research on people’s views and opinions on fireworks.”</p> <p><b>Explain confidentiality:</b>            “All your responses will remain confidential, and although we will be reporting on what people said, this will not identify who said what”</p> <p><b>Explain timings – one hour max</b></p> <p><b>Any concerns or questions before starting?</b></p>	<p>10 mins</p>
Top of mind views on fireworks	
<p><b>What comes to mind when you think about fireworks?</b></p> <p><b>Spontaneous then probe:</b></p> <ul style="list-style-type: none"> <li>• What feelings come to mind? How do fireworks make you feel?</li> <li>• When are they used?               <ul style="list-style-type: none"> <li>○ What type of events?</li> <li>○ What times of the year?</li> </ul> </li> <li>• Who uses them?</li> <li>• Who watches them?</li> <li>• Who enjoys them?</li> <li>• Who does not enjoy them?</li> </ul> <p><b>What is good about fireworks?</b></p> <ul style="list-style-type: none"> <li>• Probe on: community events, celebrations, tradition</li> </ul> <p><b>What is bad about fireworks?</b></p> <ul style="list-style-type: none"> <li>• Probe on: safety, anti-social behaviour, noise</li> </ul> <p><b>Thinking a little more about when fireworks are used...</b></p> <p><b>When do people use fireworks?</b></p> <ul style="list-style-type: none"> <li>• For specific occasions?               <ul style="list-style-type: none"> <li>○ Probe: private vs. public</li> </ul> </li> <li>• Thinking about public occasions - what happens at these occasions?               <ul style="list-style-type: none"> <li>○ When are they held? What times of year?</li> <li>○ Who organises them?</li> <li>○ Who goes to these occasions?</li> <li>○ Why are fireworks used at this type of occasion?</li> <li>○ How are fireworks set off?</li> </ul> </li> </ul>	<p>10 mins</p> <p>Aim: to understand how rejecters feel about fireworks.</p>

<ul style="list-style-type: none"> <li>• What about for private occasions? How are they different? <ul style="list-style-type: none"> <li>○ When are they held? What times of year?</li> <li>○ Who organises them?</li> <li>○ Who goes to these occasions?</li> <li>○ Why are fireworks used at this type of occasion?</li> <li>○ How are fireworks set off?</li> </ul> </li> <li>• Are there any other times when people use fireworks? <ul style="list-style-type: none"> <li>○ When?</li> <li>○ Who is using the fireworks?</li> </ul> </li> </ul>	
<b>Personal experiences of fireworks</b>	
<p><b>What are your earliest memories of fireworks?</b></p> <ul style="list-style-type: none"> <li>• Who were you with?</li> <li>• What was the event like?</li> <li>• What did you like about this event? And what didn't you like?</li> <li>• How, if at all, has the way in which fireworks are used changed since then?</li> <li>• How, if at all, have your views towards fireworks change since then?</li> </ul> <p><b>When did you last attend an event that had a fireworks display (if at all)?</b></p> <ul style="list-style-type: none"> <li>• What type of event was it?</li> <li>• What made you attend?</li> <li>• Where was it held?</li> <li>• Who organised it?</li> <li>• Who was there?</li> <li>• How would you describe the display? How did it make you feel?</li> </ul> <p><b>What has been your experience of fireworks this year?</b></p> <ul style="list-style-type: none"> <li>• What fireworks have been happening in your local area this year? <ul style="list-style-type: none"> <li>○ When have fireworks been used?</li> <li>○ For specific events or at other times?</li> <li>○ Probe: Diwali, Guy Fawkes Night, New Year, Chinese New Year <ul style="list-style-type: none"> <li>▪ How do you feel about fireworks being used at these events? What role do you think fireworks play at these events?</li> <li>▪ What other things do you associate with these events?</li> </ul> </li> </ul> </li> </ul>	<p>10-15 mins  <i>Aim: to understand rejecters' previous experiences of fireworks. el to the display</i></p>

<ul style="list-style-type: none"> <li>• How would you describe these fireworks?</li> <li>• Who local to you tends to get involved in using fireworks or going along to events that use fireworks?</li> </ul> <p><b>What impact do fireworks have on your local area/ the community?</b></p> <ul style="list-style-type: none"> <li>• Negative impacts?</li> <li>• Positive impacts?</li> </ul>	
<b>Difficulties with fireworks</b>	
<p><b>Who might have difficulties when fireworks are set off?</b></p> <ul style="list-style-type: none"> <li>• What about fireworks is difficult for these people?</li> <li>• What makes some people like fireworks and some people not like them?</li> </ul> <p><b>How do fireworks affect your life?</b></p> <ul style="list-style-type: none"> <li>• What difficulties do you face when fireworks are set off?</li> <li>• What difficulties do others in your household face when fireworks are set off?</li> <li>• What difficulties do people in your community face when fireworks are set off?</li> </ul> <p>IF PARTICIPANT MENTIONS PETS/ HORSES</p> <p><b>How does your pet/ horse react to fireworks?</b></p> <ul style="list-style-type: none"> <li>• What difficulties do fireworks cause them?</li> <li>• What are the implications for your pet/ horse?</li> <li>• When is this a concern - specific times of year?</li> <li>• How does this make you feel about fireworks in general?</li> <li>• How does this make you feel about events that use fireworks?</li> </ul> <p><b>What plans do you have in place for your pet/ horse to deal with fireworks displays?</b></p> <p><b>What are the main challenges for you and your pet/ horse?</b></p> <p>IF PARTICIPANT MENTIONS MENTAL HEALTH ISSUES</p> <p><b>How do fireworks affect your mental health?</b></p> <ul style="list-style-type: none"> <li>• Can you provide an example of when fireworks have made you feel this way?</li> <li>• What about fireworks causes this problem?</li> <li>• When is this a concern - specific times of year?</li> <li>• How does this make you feel about fireworks?</li> <li>• How does this make you feel about events that use fireworks?</li> </ul> <p><b>How do you best cope with these issues?</b></p>	<p><i>10 mins</i>  <i>Aim: to understand why rejecters do not like fireworks.</i></p>

<p>IF PARTICIPANT MENTIONS HAVING YOUNG CHILDREN</p> <p><b>What affect do fireworks have on your children?</b></p> <ul style="list-style-type: none"> <li>• What difficulties do they have?</li> <li>• What about fireworks do you think causes these difficulties?</li> <li>• When is this a concern - specific times of year?</li> <li>• How does this make you feel about fireworks?</li> <li>• How does this make you feel about events that use fireworks?</li> </ul> <p><b>How do you best cope with these issues?</b></p> <p>IF PARTICIPANT MENTIONS ANTI-SOCIAL BEHAVIOUR</p> <p><b>What type of firework related anti-social behaviour have you seen or heard about?</b></p> <ul style="list-style-type: none"> <li>• How are fireworks used as part of this anti-social behaviour?</li> <li>• Can you provide an example of when fireworks have been used in this way?</li> <li>• When is this a concern - specific times of year?</li> <li>• How does this make you feel about fireworks?</li> <li>• How does this make you feel about your local area/ your community?</li> </ul> <p><b>How do you best cope with these issues?</b></p> <p>IF PARTICIPANT MENTIONS ANYTHING ELSE</p> <p><b>How is this issue related to the setting off of fireworks?</b></p> <ul style="list-style-type: none"> <li>• What about fireworks cause these problems?</li> <li>• How does this make you feel about fireworks?</li> <li>• How does this make you feel about events that use fireworks?</li> </ul> <p><b>How do you best cope with these issues?</b></p>	
<p><b>Coping with fireworks</b></p>	
<p><b>What did you do this year to cope with fireworks being used locally?</b></p> <ul style="list-style-type: none"> <li>• What worked well?</li> <li>• What didn't work well?</li> </ul> <p><b>What information is there to help you when fireworks are being set off?</b></p> <ul style="list-style-type: none"> <li>• Where would you find <i>this information</i>?</li> <li>• <i>How would it help you?</i></li> <li>• <i>What more information</i> do you need?</li> </ul> <p><b>What advice have you been given to cope with fireworks?</b></p> <ul style="list-style-type: none"> <li>• Who gave you this advice?</li> </ul>	<p>10 mins</p> <p><i>Aim: to understand what steps rejecters have taken to cope with fireworks season.</i></p>

<ul style="list-style-type: none"> <li>• Who else do you/ can you talk to about these issues?</li> <li>• What advice would you give someone else experiencing the same types of issues?</li> </ul> <p><b>What sorts of things have you heard in the press about fireworks?</b></p> <ul style="list-style-type: none"> <li>• Good things?</li> <li>• Bad things?</li> <li>• What do you think about these stories?</li> </ul> <p><b>What campaigns around fireworks have you heard or seen?</b></p> <ul style="list-style-type: none"> <li>• Are you involved in any of these?</li> </ul> <p><b>What will you do next year?</b></p>	
<b>Looking ahead and final thoughts</b>	
<p><b>Is there anything else you would like to mention?</b>  EXPLAIN NEXT STEPS:  <b>We will be reporting to the Department for Business, Energy and Industrial Strategy with our findings. These findings will be anonymised.</b>  CHECK IF ANY QUESTIONS ABOUT THE RESEARCH  <b>**THANK PARTICIPANT**</b></p>	5 mins

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## Appendix D: Quantitative survey

### *Demographics*

ASK ALL

MA

RANDOMISE ORDER OF CODES 1-8

**F1. Which of the following, if any, are currently owned by you or another member of your household?**

1. Dog
2. Cat
3. Rodent
4. Amphibian
5. Reptile
6. Horse
7. Chickens
8. Other livestock
9. None of the above [EXCLUSIVE] [DO NOT READ OUT]

### *Attitudes towards risk*

ASK ALL

SA

RANDOMISE ORDER OF STATEMENTS A-C

**F2. I am now going to read out some statements about your everyday life. Please tell me to what extent you agree or disagree with each one.**

- A. Sometimes I take risks because I enjoy it
  - B. People who know me would say I am a cautious person
  - C. I am excited when I don't know what will happen
1. Strongly agree
  2. Tend to agree
  3. Neither agree nor disagree
  4. Tend to disagree
  5. Strongly disagree
  6. Don't know [DO NOT READ OUT]

### *Overall attitudes towards fireworks*

ASK ALL

**Thinking now about fireworks. By fireworks I mean devices that produce light or noise when ignited, commonly used for displays or in celebrations. This can range from sparklers to professional firework displays.**

ASK ALL

SA

**F3. To what extent, if at all, would you say you personally enjoy fireworks?**

- 
1. I enjoy fireworks a lot
  2. I enjoy fireworks a little
  3. I don't enjoy fireworks that much
  4. I don't enjoy fireworks at all
  5. Don't know [DO NOT READ OUT]

ASK ALL

SA

RANDOMISE ORDER OF STATEMENTS A-B

**F5. To what extent do you agree or disagree with the following statements about fireworks in Great Britain?**

- A. Fireworks are an important part of British culture
  - B. Fireworks play an important role in my family's traditions
1. Strongly agree
  2. Tend to agree
  3. Neither agree nor disagree
  4. Tend to disagree
  5. Strongly disagree
  6. Don't know [DO NOT READ OUT]

NOTE FOR SCRIPTING: ROTATE ORDER OF ASKING F6 AND F6A AND F7 AND F7A. FOR HALF THE SAMPLE ASK IN FOLLOWING ORDER: F6, F6A, F7, F7A. FOR OTHER HALF THE SAMPLE ASK IN FOLLOWING ORDER: F7, F7A, F6, F6A

ASK ALL

SA

RANDOMISE ORDER OF STATEMENTS A-E

**F6. We would now like to ask you some questions about organised public fireworks displays. These are displays open to large numbers of people, either ticketed, to raise money through donations, or for free. They might be run by a professional company or by a local organisation.**

**To what extent do you agree or disagree with the following statements about organised public fireworks displays?**

- A. I personally like attending organised public fireworks displays
  - B. Organised public fireworks displays are a good way to mark important occasions
  - C. Organised public fireworks displays disturb the peace and quiet in my area
  - D. Organised public fireworks displays bring people together in my local community
  - E. Organised public fireworks displays are bad for the environment
1. Strongly agree
  2. Tend to agree
  3. Neither agree nor disagree
  4. Tend to disagree
  5. Strongly disagree
  6. Don't know [DO NOT READ OUT]



---

ASK ALL

SA

**F6A. Overall, how safe, if at all, do you think organised public fireworks displays are?**

1. Very safe
2. Fairly safe
3. Not very safe
4. Not at all safe
5. Don't know [DO NOT READ OUT]

ASK ALL

SA

RANDOMISE ORDER OF STATEMENTS A-E

**F7. And now I want you to think about private fireworks displays. Private fireworks displays are organised by people for their friends and/or family, for example in their back garden or at a private party. They might mark special occasions like Bonfire Night, Diwali, New Year's Eve or Chinese New Year, or they might be for private celebrations like a birthday or wedding.**

**To what extent do you agree or disagree with the following statements about private fireworks displays?**

- A. I personally like attending private fireworks displays
  - B. Private fireworks displays are a good way to mark important occasions
  - C. Private fireworks displays disturb the peace and quiet in my area
  - D. Private fireworks displays bring people together in my local community
  - E. Private fireworks displays are bad for the environment
1. Strongly agree
  2. Tend to agree
  3. Neither agree nor disagree
  4. Tend to disagree
  5. Strongly disagree
  6. Don't know [DO NOT READ OUT]

ASK ALL

SA

**F7A. Overall, how safe, if at all, do you think private fireworks displays are?**

1. Very safe
2. Fairly safe
3. Not very safe
4. Not at all safe
5. Don't know [DO NOT READ OUT]

ASK ALL

SA

---

**F8. How confident, if at all, are you about setting off fireworks yourself?**

1. Very confident
2. Fairly confident
3. Not very confident
4. Not at all confident
5. Don't know [DO NOT READ OUT]

ASK ALL

SA

**F9. In your view, which two or three of the following has the most responsibility for making sure fireworks are used safely in Great Britain?**

1. Central government
2. Local government
3. Retailers that sell fireworks
4. Manufacturers that make fireworks
5. People who organise fireworks displays
6. Individuals who use fireworks
7. Don't know [DO NOT READ OUT]

ASK ALL

SA

**F10. Turning to the regulation of fireworks in Great Britain. By regulation I mean the laws, standards and other guidance that govern the purchase and use of fireworks in Great Britain.**

**How much, if anything, would you say you know about how fireworks are regulated in Great Britain?**

1. A great deal
2. A fair amount
3. Just a little
4. Nothing at all
5. Don't know [DO NOT READ OUT]

ASK ALL

SA

**F11A. In your opinion, is the level of regulation around organised public fireworks displays in Great Britain**

INTERVIEWER: REPEAT DEFINITION ONLY IF NECESSARY: Public fireworks displays are displays open to large numbers of people, either ticketed, to raise money through donations, or for free. They might be run by a professional company or by a local organisation.

1. Too much
2. Too little
3. About the right amount
4. Don't know [DO NOT READ OUT]

ASK ALL

SA

---

**F11B. And in your opinion, is the level of regulation around private fireworks displays in Great Britain ...**

INTERVIEWER: REPEAT DEFINITION ONLY IF NECESSARY: Private fireworks displays are organised by people for their friends and/or family, for example in their back garden or at a private party. They might mark special occasions like Bonfire Night, Diwali, New Year's Eve or Chinese New Year, or they might be for private celebrations like a birthday or wedding.

1. Too much
2. Too little
3. About the right amount
4. Don't know [DO NOT READ OUT]

ASK ALL

SA

RANDOMISE ORDER OF STATEMENTS A-F

**F12. Which of the following would you support or oppose when it comes to fireworks in Great Britain?**

- A. A ban on the sale of fireworks to the public for use in private displays
  - B. A ban on organised public fireworks displays
  - C. Time limits on the sale and use of fireworks to the public (for example, fireworks can only be sold at certain times of year, such as Bonfire Night, Diwali or New Year)
  - D. Time limits on organised public fireworks display (for example, organised public fireworks displays can only be held at certain times of year, such as Bonfire Night, Diwali or New Year)
  - E. Limiting the sale of fireworks to specialist fireworks shops
  - F. Limiting the amount of noise fireworks can make
1. Strongly support
  2. Tend to support
  3. No feelings either way
  4. Tend to oppose
  5. Strongly oppose
  6. Don't know [DO NOT READ OUT]

ASK ALL

MA – SHOWSCREEN

RANDOMISE ORDER OF STATEMENTS A-D

**F13. Before today, which, if any, of the following regulations about fireworks did you know about? Please tell me whether you were aware of each as I read them out.**

- A. You must be 18 years old or older to purchase fireworks, including sparklers
- B. Fireworks sold to the public have a maximum noise limit of 120 decibels
- C. Sparklers must only be handed to those aged five or above

- 
- D. It is against the law for anyone to set off fireworks between 11pm and 7am, except on special occasions like Bonfire Night where they are allowed until midnight, and New Year's Eve, Diwali and Chinese New Year where they are allowed until 1am
  - E. None of the above

### *Behaviours*

ASK ALL

MA

RANDOMISE ORDER OF CODES 1-3

#### **F14. Over the last 12 months, have you done any of the following?**

1. Attended an organised public fireworks display [INTERVIEWER: IF NEEDED REPEAT DEFINITION: Public fireworks displays are displays open to large numbers of people, either ticketed, to raise money through donations, or for free. They might be run by a professional company or by a local organisation
2. Attended a private fireworks display hosted by someone else [INTERVIEWER: IF NEEDED REPEAT DEFINITION: Private fireworks displays are organised by people for their friends and/or family, for example in their back garden or at a private party. They might mark special occasions like Bonfire Night, Diwali, New Year's Eve or Chinese New Year, or they might be for private celebrations like a birthday or wedding
3. Hosted a private fireworks display, e.g. in your own home
4. None of the above [[EXCLUSIVE] [DO NOT READ OUT]

ASK ALL. SHOW ANY CODE NOT SELECTED AT F14. IF CODES 1, 2 AND 3 SELECTED AT F14, AUTOPUNCH AND SKIP QUESTION

MA

RANDOMISE ORDER OF CODES 1-3

#### **F15. And in the last three years, have you done any of the following?**

1. Attended an organised public fireworks display
2. Attended a private fireworks display hosted by someone else
3. Hosted a private fireworks display, e.g. in your own home
4. None of the above [EXCLUSIVE] [DO NOT READ OUT]

ASK ALL CODE 4 AT F15

MA

RANDOMISE ORDER OF CODES 1-9

INTERVIEWER: DO NOT READ OUT AND CODE TO LIST

#### **F16. Why have you not attended or hosted a fireworks event in the last three years?**

1. I don't enjoy fireworks
2. I can't get to an event
3. My physical health prevents me
4. Haven't had time

- 
5. Fireworks events cost too much
  6. My pet(s) don't like fireworks
  7. Fireworks affect my mental health (anxiety, PTSD, etc)
  8. Poor weather
  9. I don't have enough space
  10. Other [SPECIFY]

ASK ALL

MA

RANDOMISE ORDER OF STATEMENTS A-C

**F17A. Have you, or someone you know personally, ever experienced any of the following...**

- A. ... physical injury because of fireworks?
- B. ... property damage because of fireworks?
- C. ...anti-social behaviour related to fireworks?
  1. Yes – me personally
  2. Yes – a member of my family
  3. Yes – someone else I know personally
  4. No [EXCLUSIVE]

ASK ALL CODE 1, 2, OR 3 AT F17A STATEMENT A

MA – PROBE FULLY BUT DO NOT READ OUT

**F18A. What happened to [IF CODE 1 AT F17A: you IF CODE 2 OR 3 at F17A: them] as a result?**

1. No medical treatment required
2. First aid treatment
3. Treatment by a GP
4. Treatment at A&E
5. Hospital stay
6. Serious injury or death
7. Don't recall [EXCLUSIVE] [DO NOT READ OUT]

ASK ALL CODE 1 AT F17A STATEMENT B

SA

**F18B. Did the property damage result in an insurance claim?**

1. Yes
2. No
3. Don't recall [EXCLUSIVE] [DO NOT READ OUT]

ASK ALL CODE 1 AT F18B

SA

**F18C. And was the claim successful?**

1. Yes
2. No
3. Don't recall [EXCLUSIVE] [DO NOT READ OUT]

---

ASK ALL CODE 1 AT F17A STATEMENT C

SA

**F18D. Did you report the anti-social behaviour to the police?**

1. Yes
2. No
3. Don't recall [EXCLUSIVE] [DO NOT READ OUT]

*Attendees at public fireworks displays*

ASK ALL CODE 1 AT F14

MA

**F19. You mentioned that you had attended an organised public fireworks display within the last 12 months.**

**For which of the following occasions did you attend the display?**

1. Bonfire Night / Fireworks Night
2. Christmas
3. New Year's Eve
4. Chinese New Year
5. Diwali
6. Other [SPECIFY]
7. Don't recall [EXCLUSIVE] [DO NOT READ OUT]

ASK ALL CODE 1 AT F14 OR CODE 1 AT F15

MA

RANDOMISE ORDER OF CODES 1-2

**F20. Thinking about the most recent organised public fireworks display you attended, who did you go to the display with?**

1. Family / spouse / partner
2. Friends
3. I went alone [EXCLUSIVE]
4. Don't recall [EXCLUSIVE] [DO NOT READ OUT]

ASK ALL CODE 1 OR 2 AT F20

MA

**F21. Were there children aged under 16 in your group?**

1. Yes
2. No
3. Don't recall [EXCLUSIVE] [DO NOT READ OUT]

ASK ALL CODE 1 AT F14 OR CODE 1 AT F15

SA

**F23. How much did you enjoy...**

- A. The fireworks display
- B. The event overall

- 
1. I enjoyed it a lot
  2. I enjoyed it a little
  3. I did not enjoy it much
  4. I did not enjoy it at all
  5. Don't know [DO NOT READ OUT]

ASK ALL CODE 1 AT F14 OR CODE 1 AT F15

SA

RANDOMISE ORDER OF STATEMENTS A-C

**F25. And how concerned, if at all, were you about each of the following during the fireworks display?**

- A. Being injured by a firework yourself
  - B. [IF CODE 1 AT F21] Children in your group being injured by a firework
1. Very concerned
  2. Fairly concerned
  3. Not very concerned
  4. Not at all concerned
  5. Don't know [DO NOT READ OUT]

*Attendees at private fireworks displays, or hosts of private fireworks displays*

ASK ALL CODE 2 OR 3 AT F14

MA

**F26. You mentioned that you had [IF CODE 2 AT F14: attended IF CODE 3 AT F14: hosted IF CODE 2 AND 3: hosted] a private fireworks display within the 12 months.**

**For which of the following occasions did you [IF CODE 2 AT F14: attend IF CODE 3 AT F14: host IF CODE 2 AND 3: host] the display?**

1. Bonfire Night / Fireworks Night
2. Christmas
3. New Years Eve=
4. Chinese New Year
5. Diwali
6. Birthday
7. Wedding
8. Anniversary
9. Other [SPECIFY]
10. Don't recall [EXCLUSIVE] [DO NOT READ OUT]

ASK ALL CODE 2 OR 3 AT F14 OR CODE 2 OR 3 AT F15

MA

RANDOMISE ORDER OF CODES 1-2

**F27. Thinking about the most recent private fireworks display you [IF CODE 2 AT F14 OR F15: attended, who did you go to the display with? IF CODE 3 AT F14 OR F15: hosted, who attended the display? IF CODE 2 AND 3 AT F14 OR F15: hosted, who attended the display]**

1. Family / spouse / partner
2. Friends

- 
3. I went alone [EXCLUSIVE]
  4. Don't recall [EXCLUSIVE] [DO NOT READ OUT]

ASK ALL CODE 2 OR 3 AT F14 OR CODE 2 OR 3 AT F15

MA

**F28. Were there children aged under 16 at the display?**

1. Yes
2. No
3. Don't recall [EXCLUSIVE] [DO NOT READ OUT]

ASK ALL

SA

**F29. Have you ever purchased fireworks?**

1. Yes
2. No
3. Don't recall [EXCLUSIVE] [DO NOT READ OUT]

ASK ALL CODE 2 OR 3 AT F14 OR CODE 2 OR 3 AT F15

MA

**F33. Did you light any fireworks during the display?**

1. Yes
2. No
3. Don't recall [EXCLUSIVE] [DO NOT READ OUT]

ASK ALL CODE 2 OR 3 AT F14 OR CODE 2 OR 3 AT F15

SA

**F36. How much did you enjoy...**

- A. The fireworks display
  - B. The event overall
1. I enjoyed it a lot
  2. I enjoyed it a little
  3. I did not enjoy it much
  4. I did not enjoy it at all
  5. Don't know [DO NOT READ OUT]

ASK ALL CODE 2 OR 3 AT F14 OR CODE 2 OR 3 AT F15

SA

RANDOMISE ORDER OF STATEMENTS A-D

**F38. And how concerned, if at all, were you about each of the following during the fireworks display?**

- A. Being injured by a firework yourself
- B. [ONLY ASK ALL CODE 2 OR 3 AT F33] The person lighting the fireworks being injured by a firework
- C. [IF CODE 1 AT F28] Children in your group being injured by a firework



- 
1. Very concerned
  2. Fairly concerned
  3. Not very concerned
  4. Not at all concerned
  5. Don't know [DO NOT READ OUT]

ASK ALL CODE 1 AT F29

SA

RANDOMISE ORDER OF CODES 1-6

**F30A. Thinking about the last time you purchased fireworks, where did you purchase them?**

1. A large supermarket
2. A small supermarket or convenience store
3. A specialist fireworks shop
4. A small independent seller (for example, a corner shop)
5. A market stall
6. The internet
7. Other [SPECIFY]
8. Don't recall [EXCLUSIVE] [DO NOT READ OUT]

ASK ALL CODE 1 AT F29

SA

**F30B. And approximately how much did you spend the last time you purchased fireworks?**

1. Under £20
2. £20 to under £50
3. £50 to under £100
4. £100 to under £200
5. £200 to under £500
6. More than £500
7. Don't recall [EXCLUSIVE] [DO NOT READ OUT]

ASK ALL CODE 1 AT F29

MA

**F30C. Still thinking about the most recent time you purchased fireworks, where did you store them?**

INTERVIEWER: READ OUT, CODE TO LIST OR USE OTHER [SPECIFY]

INTERVIEWER: IF NEEDED READ OUT: Any information you provide will be treated as confidential and combined with feedback from others like yourself.

1. At home, inside the house
2. At home, in a garage
3. At home, in a shed
4. In your car
5. In someone else's home
6. Didn't store them / used them straight away
7. Somewhere else (SPECIFY)
8. Don't recall [EXCLUSIVE] [DO NOT READ OUT]

---

*Information sources*

ASK ALL

SA

**F39. Have you ever looked up safety information or advice about fireworks? This might have been before using fireworks or attending an event.**

1. Yes
2. No
3. Don't recall [EXCLUSIVE] [DO NOT READ OUT]

ASK ALL

SA

**F40. How much, if anything, would you say you know about the Firework Code?**

1. A great deal
2. A fair amount
3. Just a little
4. Heard of, know nothing about
5. Never heard of
6. Don't know [DO NOT READ OUT]

ASK ALL

SA

RANDOMISE ORDER OF STATEMENTS A-C

**F39. Before today, how well informed, if at all, do you feel about each of the following?**

- A. How fireworks displays are regulated in Great Britain
  - B. How to stay safe when attending a public fireworks display
  - C. How to stay safe when using fireworks at home
1. Very well informed
  2. Fairly well informed
  3. Not very well informed
  4. Not well informed at all
  5. Don't know [DO NOT READ OUT]

ASK ALL

SA

RANDOMISE ORDER OF STATEMENTS A-D

**F35. And how interested would you be, if at all, in finding out more about each of the following things?**

- A. How organised public fireworks displays are regulated in Great Britain
- B. How private fireworks displays are regulated in Great Britain
- C. How to stay safe when attending an organised public fireworks display
- D. How to stay safe when using fireworks at home

- 
1. Very interested
  2. Fairly interested
  3. Not very interested
  4. Not at all interested
  5. Don't know [DO NOT READ OUT]

ASK ALL

MA

**F36. If you wanted to find out information about fireworks in Great Britain, where would you go?**

INTERVIEWER: DO NOT PROMPT, CODE TO LIST OR USE OTHER [SPECIFY]

1. Gov.uk
2. The internet / a search engine
3. A specialist fireworks shop / supplier
4. Family / friends
5. Other [SPECIFY]

Don't know [EXCLUSIVE] [DO NOT READ OUT]

---

## Appendix E: Cognitive Testing Questionnaire

### *Overall attitudes towards fireworks*

**Right, let's get started. I'd like you to go through the questions. I'll read them out and then please tell me which responses you would give to each question. If you think that a question is unclear in any way, do please say.**

**I may stop you from time to time to ask you a little more about the questions and what you were thinking about when you were answering them.**

**Thinking now about fireworks...**

**F3. To what extent, if at all, would you say you personally enjoy fireworks [ALTERNATE: displays]?**

1. I enjoy them a lot
2. I enjoy them a little
3. I don't enjoy them that much
4. I don't enjoy them at all
5. Don't know [DO NOT READ OUT]

**F4. On balance, to what extent do you think that fireworks are a good thing or a bad thing?**

1. Very good thing
2. Fairly good thing
3. Neither good nor bad thing
4. Fairly bad thing
5. Very bad thing
6. Don't know [DO NOT READ OUT]

- *How easy or difficult was it to answer these questions? If difficult: why?*
- *What were you thinking about when you answered?*
- *Fireworks vs. fireworks displays – does that make a difference?*
- *TEST DEFINITION: By fireworks I mean devices that produce light or noise when ignited, commonly used for displays or in celebrations. This can range from sparklers to professional firework displays.*
- *Does this fit with what you were thinking about when you answered the questions? PROBE: Were you including things like sparklers when you answered the question, or not?*

ASK ALL

SA

**F5. To what extent do you agree or disagree with the following statements about fireworks in the UK?**

- A. Fireworks are an important part of UK culture
  - B. Fireworks play an important role in my family's traditions
1. Strongly agree

- 
2. Tend to agree
  3. Neither agree nor disagree
  4. Tend to disagree
  5. Strongly disagree
  6. Don't know [DO NOT READ OUT]

- *How easy or difficult was it to answer these questions? If difficult: why?*
- *What were you thinking about when you answered?*
- *Does it make sense to talk about fireworks playing an important role in culture and family traditions?*

ASK ALL

SA

**F6. We would now like to ask you some questions about organised public fireworks displays. These are displays open to large numbers of people, either ticketed, to raise money through donations, or for free. They might be run by a professional company or by a local organisation.**

**To what extent do you agree or disagree with the following statements about organised public fireworks displays?**

- A. I personally like attending organised public fireworks displays
- B. Organised public fireworks displays are a good way to mark important occasions
- C. Organised public fireworks displays disturb the peace and quiet in my area
- D. Organised public fireworks displays bring people together in my local community
- E. Organised public fireworks displays are often unsafe
- F. Organised public fireworks displays are bad for the environment

1. Strongly agree
2. Tend to agree
3. Neither agree nor disagree
4. Tend to disagree
5. Strongly disagree
6. Don't know [DO NOT READ OUT]

- *How easy or difficult was it to answer these questions? If difficult: why?*
- *What were you thinking about when you answered?*
- *Does the definition of organised public fireworks displays make sense? How could it be made clearer?*

ASK ALL

SA

**F7. And now I want you to think about private fireworks displays. Private fireworks displays are organised by people for their friends and/or family, for example in their back garden or at a private party. They might mark special occasions like Bonfire Night,**

---

**Diwali, New Year's Eve or Chinese New Year, or they might be for private celebrations like a birthday or wedding.**

**To what extent do you agree or disagree with the following statements about private fireworks displays?**

- A. I personally like attending private fireworks displays
- B. Private fireworks displays are a good way to mark important occasions
- C. Private fireworks displays disturb the peace and quiet in my area
- D. Private fireworks displays bring people together in my local community
- E. Private fireworks displays are often unsafe
- F. Private fireworks displays are bad for the environment

- 1. Strongly agree
- 2. Tend to agree
- 3. Neither agree nor disagree
- 4. Tend to disagree
- 5. Strongly disagree
- 6. Don't know [DO NOT READ OUT]

- *How easy or difficult was it to answer these questions? If difficult: why?*
- *What were you thinking about when you answered?*
- *Does the definition of private fireworks displays make sense? How could it be made clearer?*

ASK ALL

SA

**F8. How confident, if at all, are you about setting off fireworks yourself?**

- 1. Very confident
- 2. Fairly confident
- 3. Not very confident
- 4. Not at all confident
- 5. Don't know [DO NOT READ OUT]

- *How would you answer this question?*
- *What were you thinking about when you answered?*
- *How easy or difficult was it to answer this question? If difficult: why?*

ASK ALL

MA

**F9A. In your view, which of the following have responsibility for making sure fireworks are used safely in the UK?**

RANDOMISE ORDER OF READ OUT 1-6

- 1. Central government
- 2. Local government

- 
3. Retailers that sell fireworks
  4. Manufacturers that make fireworks
  5. People who organise fireworks displays
  6. Individuals who use fireworks
  7. Don't know [DO NOT READ OUT]

ASK ALL WHO MULTICODE AT F9A

SA

**F9B. And of these, in your view, who has the most responsibility for making sure fireworks are used safely in the UK?**

1. Central government
  2. Local government
  3. Retailers that sell fireworks
  4. Manufacturers that make fireworks
  5. People who organise fireworks displays
  6. Individuals who use fireworks
  7. Don't know [DO NOT READ OUT]
- *How would you answer this question?*
  - *What were you thinking about when you answered?*
  - *How easy or difficult was it to answer this question? If difficult: why?*

ASK ALL

SA

**F10. How much, if anything, would you say you know about how fireworks are regulated in the UK?**

1. A great deal
2. A fair amount
3. Just a little
4. Nothing at all
5. Don't know [DO NOT READ OUT]

ASK ALL

SA

**F11A. In your opinion, are organised public fireworks displays in the UK regulated...**

1. Too much
2. Too little
3. About the right amount
4. Don't know [DO NOT READ OUT]

ASK ALL

SA

**F11A. And in your opinion, are private fireworks displays in the UK regulated...**

1. Too much
2. Too little
3. About the right amount

---

4. Don't know [DO NOT READ OUT]

ASK ALL

SA

**F12. Which of the following would you support or oppose when it comes to fireworks in the UK?**

RANDOMISE ORDER OF STATEMENTS A-F

- A. A ban on the sale of fireworks to the public for use in private displays
  - B. A ban on organised public fireworks displays
  - C. Time limits on the sale and use of fireworks to the public (for example, fireworks can only be sold at certain times of year, such as Bonfire Night, Diwali or New Year)
  - D. Time limits on organised public fireworks display (for example, organised public fireworks displays can only be held at certain times of year, such as Bonfire Night, Diwali or New Year)
  - E. Limiting the sale of fireworks to specialist shops
  - F. Reducing the amount of noise fireworks can make
- 1. Strongly support
  - 2. Tend to support
  - 3. No feelings either way
  - 4. Tend to oppose
  - 5. Strongly oppose
  - 6. Don't know [DO NOT READ OUT]

ASK ALL

MA – SHOWSCREEN

**F13. Before today, which, if any, of the following regulations about fireworks did you know about? Please tell me whether you were aware of each as I read them out.**

- A. You must be 18 years old or older to purchase fireworks, including sparklers
  - B. Fireworks sold to the public have a maximum noise limit of 120 decibels
  - C. Sparklers must only be handed to those aged five or above
  - D. It is against the law for anyone to set off fireworks between 11pm and 7am, except on special occasions like Bonfire Night where they are allowed until midnight, and New Year's Eve, Diwali and Chinese New Year where they are allowed until 1am
  - E. None of the above
- *How easy or difficult was it to answer these questions? If difficult: why?*
  - *What were you thinking about when you answered?*
  - *How much do you know about how regulation works?*
  - *For F12 and F13: Do these options make sense?*

*Behaviours*



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ASK ALL

MA

**F14. Over the last 12 months, have you done any of the following?**

1. Attended an organised public fireworks display
2. Attended a private fireworks display hosted by someone else
3. Hosted a private fireworks display, e.g. in your own home
4. None of the above [EXCLUSIVE] [DO NOT READ OUT]

ASK ALL. SHOW ANY CODE NOT SELECTED AT F14. IF CODES 1, 2 AND 3 SELECTED AT F14, AUTOPUNCH AND SKIP QUESTION

MA

**F15. And in the last three years, have you done any of the following?**

1. Attended an organised public fireworks display
  2. Attended a private fireworks display hosted by someone else
  3. Hosted a private fireworks display, e.g. in your own home
  4. None of the above [EXCLUSIVE] [DO NOT READ OUT]
- *How easy or difficult was it to answer these questions? If difficult: why?*
  - *What were you thinking about when you answered?*
  - *Would it help to have the definitions again at this point, or are you clear on the difference between organised public fireworks displays and private fireworks displays? How would you explain the difference?*

*IF NEEDED:*

*Organised public fireworks displays are displays open to large numbers of people, either ticketed, to raise money through donations, or for free. They might be run by a professional company or by a local organisation.*

*Private fireworks displays are organised by people for their friends and/or family, for example in their back garden or at a private party. They might mark special occasions like Bonfire Night, Diwali, New Year's Eve or Chinese New Year, or they might be for private celebrations like a birthday or wedding.*

ASK ALL CODE 4 AT F15.

MA – PROBE FULLY AND CODE TO LIST

**F16. Why have you not attended or hosted a fireworks event in the last three years?**

1. I don't enjoy fireworks
2. I can't get to an event
3. My physical health prevents me
4. Haven't had time
5. Fireworks events cost too much
6. My pet(s) don't like fireworks
7. Fireworks affect my mental health (anxiety, PTSD, etc)
8. Poor weather

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9. Other [SPECIFY]

- *How easy or difficult was it to answer this question? If difficult: why?*

ASK ALL

MA

**F17. Have you, or someone you know, ever experienced any of the following...**

- ... physical injury because of fireworks?
- ... property damage because of fireworks?
- ...anti-social behaviour related to fireworks?

- Yes – me personally
- Yes – a member of my family
- Yes – someone else I know personally
- No [EXCLUSIVE]

- *How easy or difficult was it to answer these questions? If difficult: why?*
- *What were you thinking about when you answered?*
- *IF RELEVANT: Are you aware what ‘anti-social behavior related to fireworks’ might be?*

ASK ALL CODE 1, 2, 3 OR 4 AT F17A

SA – PROBE FULLY BUT DO NOT READ OUT

**F18. What happened to [IF CODE 1 AT F17A: you IF CODE 2, 3 OR 4 at F17A: them] as a result?**

- No medical treatment required
- First aid treatment
- Treatment by a GP
- Treatment at A&E
- Hospital stay
- Serious injury or death
- Don't recall [EXCLUSIVE] [DO NOT READ OUT]

- *How easy or difficult was it to answer this question? If difficult: why?*
- *What were you thinking about when you answered?*
- *Attendees at public fireworks displays*

ASK ALL CODE 1 AT F14

MA

**F19. You mentioned that you had attended an organised public fireworks display within the last 12 months.**

**For which of the following occasions did you attend the display?**

- IF GREAT BRITAIN: Bonfire Night / Fireworks Night
- Christmas
- New Year's Eve
- Chinese New Year

- 
5. Diwali
  6. Other [SPECIFY]
  7. Don't recall [EXCLUSIVE] [DO NOT READ OUT]

ASK ALL CODE 1 AT F14 OR CODE 1 AT F15

MA

**F20. Thinking about the most recent organised public fireworks display you attended, who did you go to the display with?**

1. Family
2. Friends
3. Spouse or Partner
4. I went alone [EXCLUSIVE]
5. Don't recall [EXCLUSIVE] [DO NOT READ OUT]

ASK ALL CODE 1, 2 OR 3 AT F17

MA

**F21. Were there children aged under 16 in your group?**

1. Yes
2. No
3. Don't recall [EXCLUSIVE] [DO NOT READ OUT]

ASK ALL CODE 1 AT F14 OR CODE 1 AT F15

MA

**F22. Which of the following, if any, were available at the display?**

1. Food
  2. Alcoholic drinks
  3. Non-alcoholic drinks
  4. Music
  5. Fairground rides
  6. A bonfire
  7. None of the above [EXCLUSIVE] [DO NOT READ OUT]
  8. Don't recall [EXCLUSIVE] [DO NOT READ OUT]
- *How easy or difficult was it to answer these questions? If difficult: why?*
  - *What were you thinking about when you answered?*
  - *Was there anything about your experience at the fireworks missing from the questions?*

ASK ALL CODE 1 AT F14 OR CODE 1 AT F15

SA

**F23. How much did you enjoy...**

- A. The event overall
  - B. The fireworks display
1. I enjoyed it a lot
  2. I enjoyed it a little
  3. I did not enjoy it much

- 
4. I did not enjoy it at all
  5. Don't know [DO NOT READ OUT]

ASK ALL CODE 1 AT F14 OR CODE 1 AT F15

SA

**F24. Overall, how safe did you feel at the event?**

1. Very safe
  2. Fairly safe
  3. Fairly unsafe
  4. Very unsafe
  5. Don't know [DO NOT READ OUT]
- *How easy or difficult was it to answer these questions? If difficult: why?*
  - *What were you thinking about when you answered?*
  - *IF DID NOT ENJOY: Why didn't you enjoy the event or the fireworks?*
  - *IF DID NOT FEEL SAFE: Why didn't you feel safe?*

ASK ALL CODE 1 AT F14 OR CODE 1 AT F15

SA

**F25. And how worried, if at all, were you about each of the following during the fireworks display?**

- A. Your personal safety
  - B. The safety of other adults in your group
  - C. [IF CODE 1 AT F21] The safety of the children in your group
1. Very worried
  2. Fairly worried
  3. Not very worried
  4. Not at all worried
  5. Don't know [DO NOT READ OUT]
- *How easy or difficult was it to answer these questions? If difficult: why?*
  - *What were you thinking about when you answered?*
  - *IF WORRIED: Why were you worried?*

*Attendees at private fireworks displays, or hosts of private fireworks displays*

ASK ALL CODE 2 OR 3 AT F14

MA

**F26. You mentioned that you had attended or hosted a private fireworks display within the 12 months.**

**For which of the following occasions did you attend or host the display?**

1. IF GREAT BRITAIN: Bonfire Night / Fireworks Night
2. Christmas

- 
3. New Years Eve
  4. Chinese New Year
  5. Diwali
  6. Other [SPECIFY]
  7. Don't recall [EXCLUSIVE] [DO NOT READ OUT]

ASK ALL CODE 2 OR 3 AT F14 OR CODE 2 OR 3 AT F15

MA

**F27. Thinking about the most recent private fireworks display you [IF CODE 2 AT F14 OR F15: attended, who did you go to the display with? IF CODE 3 AT F14 OR F15: hosted, who attended the display?]**

1. Family
2. Friends
3. Spouse or Partner
4. I went alone [EXCLUSIVE]
5. Don't recall [EXCLUSIVE] [DO NOT READ OUT]

ASK ALL CODE 2 OR 3 AT F14 OR CODE 2 OR 3 AT F15

MA

**F28. Were there children aged under 16 at the display?**

1. Yes
2. No
3. Don't recall [EXCLUSIVE] [DO NOT READ OUT]

ASK ALL

SA

**F29. Have you ever purchased fireworks?**

1. Yes
2. No
3. Don't recall [EXCLUSIVE] [DO NOT READ OUT]

ASK ALL CODE 1 AT F29

MA

**F30. Thinking about the last time you purchased fireworks, where did you purchase them?**

1. A large supermarket
2. A small supermarket or convenience store
3. A specialist fireworks shop
4. A small independent seller (for example, a corner shop)
5. A market stall
6. The internet
7. Other [SPECIFY]
8. Don't recall [EXCLUSIVE] [DO NOT READ OUT]

ASK ALL CODE 1 AT F29

SA

---

**F31. And approximately how much did you spend the last time you purchased fireworks?**

1. Under £20
2. £20 to under £50
3. £50 to under £100
4. £100 to under £200
5. £200 to under £500
6. More than £500
7. Don't recall [EXCLUSIVE] [DO NOT READ OUT]

ASK ALL CODE 1 AT F29

OPEN

**F31. Still thinking about the most recent time you purchased fireworks, where did you store them?**

1. At home, inside the house
2. At home, in a garage
3. At home, in a shed
4. In your car
5. In someone else's home
6. Didn't store them / used them straight away
7. Somewhere else (SPECIFY)
8. Don't recall [EXCLUSIVE] [DO NOT READ OUT]

ASK ALL CODE 1 AT F29

SA

**F32. Were the fireworks stored in a box, cabinet or cupboard that was locked?**

1. Yes
  2. No
  3. Don't know
- *How easy or difficult was it to answer these questions? If difficult: why?*
  - *What were you thinking about when you answered?*
  - *Was there anything about your experience of purchasing and storing fireworks missing from the questions?*

ASK ALL CODE 2 OR 3 AT F14 OR CODE 2 OR 3 AT F15

MA

**F33. Were you the person responsible for lighting the fireworks at the display?**

1. Yes
2. No
3. Don't recall [EXCLUSIVE] [DO NOT READ OUT]

ASK ALL CODE 1 AT F33

MA

**F34. Which of the following did you use to light the fireworks?**

1. Matches

- 
2. A lighter
  3. A taper
  4. Other [SPECIFY]
  5. Don't recall [EXCLUSIVE] [DO NOT READ OUT]

ASK ALL CODE 2 OR 3 AT F14 OR CODE 2 OR 3 AT F15

MA

**F35. Which of the following, if any, were available at the display?**

1. Food
  2. Alcoholic drinks
  3. Non-alcoholic drinks
  4. Music
  5. A bonfire
  6. None of the above [EXCLUSIVE] [DO NOT READ OUT]
  7. Don't recall [EXCLUSIVE] [DO NOT READ OUT]
- *How easy or difficult was it to answer these questions about the private display you attended/hosted? If difficult: why?*
  - *What were you thinking about when you answered?*
  - *Was there anything about your experience at the fireworks missing from the questions?*

ASK ALL CODE 2 OR 3 AT F14 OR CODE 2 OR 3 AT F15

SA

**F36. How much did you enjoy...**

- A. The event overall
  - B. The fireworks display
1. I enjoyed it a lot
  2. I enjoyed it a little
  3. I did not enjoy it much
  4. I did not enjoy it at all
  5. Don't know [DO NOT READ OUT]

ASK ALL CODE 2 OR 3 AT F14 OR CODE 2 OR 3 AT F15

SA

**F37. Overall, how safe did you feel at the event?**

1. Very safe
  2. Fairly safe
  3. Fairly unsafe
  4. Very unsafe
  5. Don't know [DO NOT READ OUT]
- *How easy or difficult was it to answer these questions? If difficult: why?*
  - *What were you thinking about when you answered?*
  - *IF DID NOT ENJOY: Why didn't you enjoy the event or the fireworks?*

- 
- *IF DID NOT FEEL SAFE: Why didn't you feel safe?*

ASK ALL CODE 2 OR 3 AT F14 OR CODE 2 OR 3 AT F15

SA

**F38. And how worried, if at all, were you about each of the following during the fireworks display?**

- A. Your personal safety
  - B. The safety of other adults in your group
  - C. [ONLY ASK ALL CODE 2 OR 3 AT F33] The safety of the person who lit the fireworks
  - D. [IF CODE 1 AT F28] The safety of the children in your group
1. Very worried
  2. Fairly worried
  3. Not very worried
  4. Not at all worried
  5. Don't know [DO NOT READ OUT]
- *How easy or difficult was it to answer these questions? If difficult: why?*
  - *What were you thinking about when you answered?*
  - *IF WORRIED: Why were you worried?*

*Information sources*

ASK ALL

SA

**F39. Have you ever looked up safety information or advice about fireworks? This might have been before using fireworks or attending an event.**

1. Yes
2. No
3. Don't recall [EXCLUSIVE] [DO NOT READ OUT]

ASK ALL

SA

**F40. How much, if anything, would you say you know about the Firework Code?**

1. A great deal
2. A fair amount
3. Just a little
4. Heard of, know nothing about
5. Never heard of
6. Don't know

ASK ALL

SA

**F39. How well informed, if at all, do you feel about each of the following?**



- 
- A. How fireworks displays are regulated in the UK
  - B. How to stay safe when attending a public fireworks display
  - C. How to stay safe when using fireworks at home

1. Very well informed
2. Fairly well informed
3. Not very well informed
4. Not well informed at all
5. Don't know

- *How easy or difficult was it to answer these questions? If difficult: why?*
- *What were you thinking about when you answered?*

ASK ALL

SA

**F35. And how interested would you be, if at all, in finding out more about each of the following things?**

- A. How organised public fireworks displays are regulated in the UK
- B. How private fireworks displays are regulated in the UK
- C. How to stay safe when attending an organised public fireworks display
- D. How to stay safe when using fireworks at home

1. Very interested
2. Fairly interested
3. Not very interested
4. Not at all interested
5. Don't know [DO NOT READ OUT]

- *How easy or difficult was it to answer these questions? If difficult: why?*

ASK ALL

MA

**F36. If you wanted to find out information about fireworks in the UK, where would you go?**

INTERVIEWER: DO NOT PROMPT, CODE TO LIST OR USE OTHER [SPECIFY]

1. Gov.uk
2. Google / a search engine
3. A specialist fireworks shop / supplier
4. Family
5. Other [SPECIFY]
6. Don't know [EXCLUSIVE] [DO NOT READ OUT]

- *How easy or difficult was it to answer this question? If difficult: why?*
- *What were you thinking about when you answered?*

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*Ipsos MORI's standards and accreditations provide our clients with the peace of mind that they can always depend on us to deliver reliable, sustainable findings. Our focus on quality and continuous improvement means we have embedded a 'right first time' approach throughout our organisation.*



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This is the international market research specific standard that supersedes BS 7911/MRQSA and incorporates IQCS (Interviewer Quality Control Scheme). It covers the five stages of a Market Research project. Ipsos MORI was the first company in the world to gain this accreditation.



## ISO 27001

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## ISO 9001

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MRS Evidence Matters™  
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