



Department for
Business, Energy
& Industrial Strategy



Office for Product
Safety & Standards

OPSS Product Safety and Consumers Wave 1 Technical report

March 2021

BEIS Research Paper



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Any enquiries regarding this publication should be sent to us at: enquiries@beis.gov.uk

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Detailed methodology

Overview

This research technical report presents the background to how the data was collected and analysed for the first wave of OPSS Product Safety and Consumers (PSC) work. The main findings are based upon a representative sample of 10,230 people from across the United Kingdom (UK) collected through online research methods. A telephone survey of 512 people who are very low or non-internet users and two focus groups with online survey participants were also conducted.

Online sample of adults in the United Kingdom

All respondents who took part in the research are drawn solely from the YouGov panel of over 1.8m people who live in the UK. The approach taken was to survey a nationally representative sample of the general public.

The YouGov panel is large enough to enable us to select nationally representative samples that reflect the actual breakdown of the population on the key demographics of age, gender, region, social grade and ethnicity.

A nationally representative sample was constructed and to qualify for the survey respondents needed to meet two criteria:

- Be aged 18+ years of age
- To live in the United Kingdom

The sample strategy was to invite people at random from the YouGov panel to complete the online survey. The sample is structured to be representative of the UK population by the following variables:

- Age
- Gender
- Social grade
- Region
- Education level
- Ethnicity

For nationally representative samples, YouGov employ an active sampling method, drawing a sub-sample from the panel that is representative of the group in question in terms of socio-demographics.

The table below outlines the demographic profile of the final achieved sample. Weighting adjusts the contribution of individual respondents to aggregated figures and is used to make surveyed populations more representative of a project-relevant, and typically larger, population by forcing it to mimic the distribution of that larger population’s significant characteristics, or its size. The weighting tasks happen at the tail end of the data processing phase on cleaned data.

The final achieved sample was compared to that of the UK population using data from the Office for National Statistics. In order to make this study representative, the sample was weighted on gender by age, region, social grade, ethnicity and education level.

In the table below the unweighted base shows the number of completed surveys and the weighted base the adjustments that have been made to correct for any sample bias.

Composition of the final achieved online sample

Variable	Unweighted N	Weighted N	Weighted %
Age			
18 to 24	1223	1152	11%
25 to 34	1788	1634	16%
35 to 44	1739	1814	18%
45 to 54	1783	1800	18%
55 to 64	1463	1397	14%
65 to 74	1237	1347	13%
75+	997	1085	11%
Gender			
Male	4,910	4,964	48%
Female	5,320	5,266	52%
Region			
North East	414	419	4%
North West	1131	1125	11%
Yorkshire and the Humber	867	839	8%
East Midlands	763	747	7%
West Midlands	907	900	9%

East of England	969	951	9%
London	1265	1340	13%
South East	1418	1402	14%
South West	866	880	9%
Wales	485	491	5%
Scotland	855	849	8%
Northern Ireland	290	286	3%
Social grade			
AB	2388	2864	28%
C1	3062	2967	29%
C2	2046	2148	21%
DE	2734	2251	22%
Ethnicity			
White British	9072	9002	88%
BAME	1158	1228	12%
Education level			
Low	2248	2767	27%
Medium	4115	4273	42%
High	3867	3190	31%
Total	10,230	10,230	100%

Supporting survey of the offline population

To support the main findings which were collected through an online method we also completed a survey of 512 people who are very low or non-internet users. This survey was conducted via the telephone by Kudos Research.

The sample criteria was people who live in the UK but are infrequent (less often than once a month) or non-users of the internet. People were contacted at random via the telephone and asked a screener question to confirm their participation in the survey.

The sample profile was heavily skewed to those aged over 65 years of age who are statistically more likely to not have internet access. The sample of the offline population was unweighted and the profile of the achieved sample was as follows:

Composition of the final achieved offline sample

Variable	Unweighted N
Age	
18 to 64	44
65+	445
Educational attainment	
Low	350
Medium	127
High	35
Gender	
Male	215
Female	295
Total	512

There are pros and cons to any mode of data collection. The use of internet surveys are more convenient for respondents to take a survey in a location and at a time that most suitable for them. But internet surveys naturally exclude those people without access to the internet.

In a telephone survey the presence of an interviewer can introduce social desirability bias, with respondents giving answers they feel the interviewer wants to hear. This can manifest itself in more positive responses being seen in the data being collected through telephone surveys when compared to online surveys.

Questionnaire design

The wave one PSC survey was designed through a collaboration between the stakeholders at OPSS and YouGov. The survey takes a modular approach that baselines perceptions and

behaviours in relations to purchasing products and product safety issues and also allows a series of 'topical' modules to be asked each wave.

The modules within the survey focused on people's experiences of product safety issues and explored the following topics:

CORE: Perceptions of product safety
CORE: Perceptions of OPSS
CORE: Product purchasing
CORE: Experience of product safety issues
CORE: Product recalls
CORE: Product registration
TOPICAL: Online purchasing
TOPICAL: Second-hand goods
TOPICAL: COVID-19
TOPICAL: Product labelling
TOPICAL: Furniture labelling
TOPICAL: Fireworks
TOPICAL: Inclusive design
TOPICAL: Magnets

To maximise what could be asked within the survey and utilise the large sample size the topical modules were randomly rotated amongst the total sample with people seeing up to three of each of the topical modules.

Cognitive interviews

YouGov's qualitative team conducted 15 cognitive interviews with the general population in order to ensure comprehension and clarity in of the full survey. Cognitive testing took place between Thursday 22nd October and Friday 30th October 2020, interviews were conducted over Zoom in order to see body language of participants.

Participants were recruited from YouGov's panel, the screener used to recruit participants ensured that we had a mix of ages, genders, ethnicities, social grade, location and included those with disabilities.

During the interviews the participant completed the survey sharing their computer screen, the moderator then probed on certain questions, checking participant understanding of wording and terminology, as well as the scales used and whether options were missing. There were also specific probes supplied by OPSS on questions to ensure that participants had the correct understanding of the question and how to respond. After the 15 in-depth interviews the qualitative team fed their findings back to the quantitative team who adjusted the questions within the survey.

For the telephone survey of the offline population the online survey was adapted slightly. A small number of questions and response options that were only relevant to the online population were removed. But in the main the same survey questions were posed to the online and offline populations.

Pilot study

We conducted a thorough stage of survey testing which included two pilots of the online survey to a total of 350 people. The first survey pilot was undertaken on 5th November 2020 and assessed the understanding of the questions, the survey logic and programming and the overall length of the survey. Following a review of the pilot data it was deemed the overall survey length was too long and amendments were made to reduce the length. A second pilot was undertaken on the 13th of November to further test the survey.

Qualitative online focus groups

After the survey YouGov's qualitative team conducted 2 1.5 hour online focus groups with those who opted into taking part at the end of the quantitative survey. The online focus groups are text based and were conducted through YouGov's dedicated digital platform, VisionsLive. Automatic transcripts from the groups were shared with OPSS after fieldwork.

Between 9 and 10 participants took part in each group. Groups were split according to whether participants had experienced issues with product safety in the past. All groups had a mix of ages, genders, ethnicities, social grade, location and included those with disabilities.

The discussion guide explored participant attitudes to safety and product safety, their experiences with products, their views on regulation and responsibility, and finally their reaction to OPSS' role.

Data analysis and interpretation

The data in the report represents the views of a nationally representative sample of adults who live in the UK. The demographic make-up of the sample very closely matches that of the actual population of adults who live in the UK. Therefore when looking at data at the total population

level e.g. awareness of product recalls, attitudes towards products safety, inferences can be made that the views of the sample collected here represent the views of the wider population.

Within the report we analyse differences between different groups in our sample. All differences reported have been tested for statistical significance to the 95% confidence level.

For comparison throughout the report we have highlighted where the offline population differed in their views and experiences to the online population. In many areas the offline population did not differ and we have highlighted where the differences do lie. Importantly, to control for the fact that the offline population is older we have compared the views of the offline population with both the general online population and the online population who are aged 65 years and over.

Logistic regression modelling

In chapter two of the main report we have presented the results of a logistic regression model. The logistic regression model, was constructed to make predictions around the most important factors that drive trust or not in the UK regulatory system for product safety.

The results are based on the full data set of 10,230 unique cases. All responses were judged against several survey-specific style standards (unreasonable number of products purchased, unreasonable number of safety issues recorded, etc.) and some were removed from the data set used the regression modelling.

In addition, based on choice of variables, routing, allocation to specific sections, and more, the analysis was at times confronted with substantial levels of missing data. Several 'imputation' techniques were used to extend the available samples. Recoding was also employed to consolidate sparse categories or make interpretation more intuitive.

The analysis uses linear and logistic regressions (ordered multinomial, ordinary least squares and relative importance metrics). However, the main technique revolves around ordered logistic regressions, which inform most of the presented findings. As such, the dependent variable is coded on a four-category ordered variable, with individuals allocated to the four perceptive classes. The independent variables vary considerably in terms of type but the prevalent choice was to employ categorical variables, which helps to specifically highlight distinctions between different classes.

Statistical significance and improvements in the quality of the estimations, but also analytical considerations, served as metrics for decision making throughout the process. All results have been weighted to reflect national representative samples.

Survey questionnaire

Base: All respondents

Question type: *YouGov datapoint*

[age] Calculated age from date of birth

Base: All respondents

Question type: *YouGov datapoint*

[profile_gender] Are you...?

- <1> Male
- <2> Female

Base: All respondents

Question type: *YouGov datapoint*

[profile_socialgrade_cie] Calculated social Grade

- <1> A
- <2> B
- <3> C1
- <4> C2
- <5> D
- <6> E
- <7> Refused
- <8> Unknown

Base: All respondents

Question type: *YouGov datapoint*

[profile_GOR] Calculated region from postcode

- | | | | |
|-----|--------------------------|-----------|------------------|
| <1> | North East | <8> | South East |
| <2> | North West | <9> | South West |
| <3> | Yorkshire and the Humber | <10> | Wales |
| <4> | East Midlands | <11> | Scotland |
| <5> | West Midlands | <12> | Northern Ireland |
| <6> | East of England | <13 if 0> | Non UK & Invalid |
| <7> | London | | |

Base: All respondents

Question type: *YouGov datapoint*

#Question display logic: *if not pdl.sexuality and updated*

[sexuality] Which of the following best describes your sexuality?

- <1> Heterosexual

- <2> Gay or lesbian
- <3> Bisexual
- <4> Other
- <5> Prefer not to say

Base: All respondents

Question type: YouGov datapoint

[ethnicity_new] What ethnic group best describes you? Please select one option only. (We ask the question in this way so that it is consistent with Census definitions.)

- <1> English / Welsh / Scottish / Northern Irish / British
- <2> Irish
- <3> Gypsy or Irish Traveller
- <4> Any other White background
- <5> White and Black Caribbean
- <6> White and Black African
- <7> White and Asian
- <8> Any other Mixed / Multiple ethnic background
- <9> Indian
- <10> Pakistani
- <11> Bangladeshi
- <12> Chinese
- <13> Any other Asian background
- <14> African
- <15> Caribbean
- <16> Any other Black / African / Caribbean background
- <17> Arab
- <18 fixed> Any other ethnic group
- <19 fixed> Prefer not to say

Base: All respondents

Question type: YouGov datapoint

#Question display logic:

if not pdl.First_Language_2020 and updated

[First_Language_2020] Which, if any, of the following languages is your native language? By native language, we meant the language that you were exposed to from birth or within the critical period in childhood learning and you are using the most.

- <1> English
- <2> Arabic
- <3> Bengali
- <4> Cebuano
- <5> Cantonese
- <6> Cayman Creole
- <7> Cornish
- <8> French
- <9> German
- <10> Gujarati
- <11> Gaelic
- <12> Greek
- <13> Hindi
- <22> Pitkern
- <23> Polish
- <24> Portuguese
- <25> Punjabi
- <26> Romanian
- <27> Russian
- <28> Scots
- <29> Scottish Gaelic
- <30> Shelta
- <31> Somali
- <32> Spanish
- <33> Tagalog/Filipino
- <34> Tamil

<14>	Italian	<35>	Thai
<15>	Irish	<36>	Turkish
<16>	Lithuanian	<37>	Turks-Caicos Creole
<17>	Llanito	<38>	Urdu
<18>	Malay	<39>	Ulster-Scots
<19>	Mandarin	<40>	Welsh
<20>	Nepalese	<97 fixed>	Other
<21>	Persian/Farsi	<98 fixed	Don't know
		xor>	

Base: All respondents

Question type: *YouGov datapoint*

#Question display logic:

if not pdl.profile_religion and updated

[profile_religion] Do you regard yourself as belonging to any particular religion, and if so, to which of these do you belong?

<1>	No, I do not regard myself as belonging to any particular religion.	<8>	Yes - Free Presbyterian
<2>	Yes - Church of England/Anglican/Episcopal	<9>	Yes - Brethren
<3>	Yes - Roman Catholic	<10>	Yes - Judaism
<4>	Yes - Presbyterian/Church of Scotland	<11>	Yes - Hinduism
<5>	Yes - Methodist	<12>	Yes - Islam
<6>	Yes - Baptist	<13>	Yes - Sikhism
<17>	Yes – Orthodox Christian	<14>	Yes - Buddhism
<18>	Yes - Pentecostal (e.g. Assemblies of God, Elim Pentecostal Church, New Testament Church of God, Redeemed Christian Church of God)	<15>	Yes - Other
<19>	Yes - Evangelical – independent/non-denominational (e.g. FIEC, Pioneer, Vineyard, Newfrontiers)	<16>	Prefer not to say
<7>	Yes - United Reformed Church		

Base: All respondents

Question type: *YouGov datapoint*

#Question display logic:

if not pdl.profile_education_level and updated

[profile_education_level] What is the highest educational or work-related qualification you have?

<1>	No formal qualifications	<11>	GCE A level or Higher Certificate
<2>	Youth training certificate/skillseekers	<12>	Scottish Higher Certificate
<3>	Recognised trade apprenticeship completed	<13>	Nursing qualification (e.g. SEN, SRN, SCM, RGN)
<4>	Clerical and commercial	<14>	Teaching qualification (not degree)

<5>	City & Guilds certificate	<15>	University diploma
<6>	City & Guilds certificate - advanced	<16>	University or CNAA first degree (e.g. BA, B.Sc, B.Ed)
<7>	ONC	<17>	University or CNAA higher degree (e.g. M.Sc, Ph.D)
<8>	CSE grades 2-5	<18>	Other technical, professional or higher qualification
<9>	CSE grade 1, GCE O level, GCSE, School Certificate	<19>	Don't know
<10>	Scottish Ordinary/ Lower Certificate	<20>	Prefer not to say

Question type: *YouGov datapoint*

#Question display logic:

if pdl.disability.last > months(12) and updated

[disability] Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?

- | | |
|-----|-----------------------|
| <1> | Yes, limited a lot |
| <2> | Yes, limited a little |
| <3> | No |

Base: All respondents

Question type: *YouGov datapoint*

#Question display logic:

if pdl.health_condition_self.last > months(12) and updated

[health_condition_self] Have you been diagnosed with any of the following? Please tick all that apply.

- | | | | |
|------|---------------------------------------|------------|-----------------------|
| <1> | Alzheimer's | <13> | Epilepsy |
| <2> | Arthritis - Osteoarthritis | <20> | Heart disease |
| <3> | Arthritis - rheumatoid arthritis | <14> | Hearing impairment |
| <4> | Arthritis - other / unsure which type | <22> | High cholesterol |
| <5> | Asthma | <15> | HIV/ Aids |
| <6> | Autism | <16> | Multiple Sclerosis |
| <7> | Cancer | <17> | Osteoporosis |
| <8> | Cerebral Palsy | <18> | Parkinson's disease |
| <9> | Cystic fibrosis | <19> | Mental health illness |
| <10> | Dementia | <21> | Visual impairment |
| <11> | Diabetes | <100 fixed | Prefer not to say |
| | | xor> | |
| <12> | Dyslexia | <99 fixed | None of these |
| | | xor> | |

Base: All respondents

Question type: *YouGov datapoint*

#Question display logic:

if pdl.profile_work_stat.last > months(3) and updated

[profile_work_stat] Which of these applies to you?

- <1> Working full time (30 or more hours per week)
- <2> Working part time (8-29 hours a week)
- <3> Working part time (Less than 8 hours a week)
- <4> Full time student
- <5> Retired
- <6> Unemployed
- <7> Not working
- <8> Other

Base: All respondents

Question type: *YouGov datapoint*

#Question display logic:

if not pdl.benefits_received_2017 and updated

[benefits_received_2017] Which, if any, of the following government benefits are you currently claiming?

- <1> Council tax benefit
- <2> Disability benefit (e.g PIP, ESA, DLA)
- <3> Carers allowance
- <4> Attendance allowance
- <5> Housing benefit
- <6> Winter fuel allowance
- <7> Child benefit
- <8> Child tax credit
- <9> Working tax credit
- <10> Income support
- <11> Pension credit
- <12> Jobseekers Allowance (JSA)
- <13> Universal credit
- <98 fixed> Prefer not to say
- xor>
- <99 fixed> None of these
- xor>

Base: All respondents

Question type: *YouGov datapoint*

#Question display logic:

if pdl.profile_gross_household.last > months(12) and updated

[profile_gross_household] Gross HOUSEHOLD income is the combined income of all those earners in a household from all sources, including wages, salaries, or rents and before tax deductions. What is your gross household income?

- <1> under £5,000 per year
- <2> £5,000 to £9,999 per year
- <3> £10,000 to £14,999 per year
- <4> £15,000 to £19,999 per year
- <5> £20,000 to £24,999 per year
- <6> £25,000 to £29,999 per year
- <7> £30,000 to £34,999 per year
- <10> £45,000 to £49,999 per year
- <11> £50,000 to £59,999 per year
- <12> £60,000 to £69,999 per year
- <13> £70,000 to £99,999 per year
- <14> £100,000 to £149,999 per year
- <15> £150,000 and over
- <16> Don't know

<8>	£35,000 to £39,999 per year	<17>	Prefer not to answer
<9>	£40,000 to £44,999 per year		

Base: All respondents

Question type: **YouGov datapoint**

#Question display logic:

if pdl.profile_marital.last > months(12) and updated

[profile_marital] What is your current marital or relationship status?

<7>	Divorced
<2>	In a civil partnership
<5>	In a relationship, but not living together
<4>	Living with a partner but neither married nor in a civil partnership
<1>	Married
<3>	Separated but still legally married or in a civil partnership
<6>	Single
<8>	Widowed

Base: All respondents

Question type: **YouGov datapoint**

#Question display logic:

if pdl.profile_household_children.last > months(12) and updated

[profile_household_children] How many of the people in your household are under 18?

<1>	0
<2>	1
<3>	2
<4>	3
<5>	4
<6>	5 or more
<8>	Don't know
<9>	Prefer not to say

Base: All respondents

Question type: **YouGov datapoint**

#Question display logic:

if pdl.profile_house_tenure.last > months(12) and updated

[profile_house_tenure] Do you own or rent the home in which you live?

<1>	Own – outright
<2>	Own – with a mortgage
<3>	Own (part-own) – through shared ownership scheme (i.e. pay part mortgage, part rent)
<4>	Rent – from a private landlord
<5>	Rent – from my local authority
<6>	Rent – from a housing association

- <7> Neither – I live with my parents, family or friends but pay some rent to them
- <8> Neither – I live rent-free with my parents, family or friends
- <9> Other

Base: All respondents

Question type: *YouGov datapoint*

#Question display logic:

if not pdl.care_respon_UK and updated

[care_respon_UK] Do you have any caring responsibilities in your personal life (i.e. not for work) in and/or outside of your household and/or family? Caring responsibilities may be short term, e.g. supporting someone with recovery following an accident, or long term, e.g. helping someone with a long-term illness.

- <1> Yes
- <2> No
- <98> Don't know
- <99> Prefer not to say

Base: All respondents

Question type: *YouGov datapoint*

#Question display logic:

if not pdl.domapp_bought_last12months and updated

[domapp_bought_last12months] Have you bought any of the following electrical household appliances or items in the last 12 months? Please note: we are referring here to buying new rather than second hand. Please tick all that apply.

- | | | | |
|------|----------------------|----------|---------------------------------------|
| <1> | Bread making machine | <13> | Rice cooker |
| <2> | Carpet washer | <14> | Slow cooker |
| <3> | Coffee maker | <15> | Standard sized blender/mixer |
| <4> | Cooker/oven | <16> | Steam cleaner |
| <5> | Dishwasher | <17> | Toasted sandwich maker, e.g. Breville |
| <6> | Electric kettle | <18> | Toaster |
| <7> | Freezer | <19> | Tumble dryer |
| <8> | Fridge freezer | <20> | Vacuum cleaner |
| <9> | Hand blender/mixer | <21> | Washer dryer |
| <10> | Hob | <22> | Washing machine |
| <11> | Microwave | <95> | Other |
| <12> | Refrigerator | <99 xor> | None of the above |

Base: All respondents

Question type: *YouGov datapoint*

#Question display logic:

if not pdl.domapp_washmachine_last12months and updated

[domapp_washmachine_last12months] Which of the following brand/manufacturers is the washing machine / washer dryer that you bought in the last 12 months? Please note: If you have purchased more than one, please refer to the one you bought most recently.

- | | | | |
|------|------------|-------------------|------------|
| <1> | AEG | <11> | Neff |
| <2> | BEKO | <12> | Panasonic |
| <3> | Bosch | <13> | Samsung |
| <4> | Candy | <14> | Siemens |
| <5> | Caple | <15> | Smeg |
| <6> | Hoover | <16> | Tesco |
| <7> | Hotpoint | <17> | Whirlpool |
| <8> | Indesit | <18> | Zanussi |
| <19> | John Lewis | <95> | Other |
| <20> | LG | <96 fixed
xor> | Don't know |
| <10> | Miele | | |

Base: All respondents

Question type: YouGov datapoint

#Question display logic:

if not pdl.domapp_fridge_last12months and updated

[domapp_fridge_last12months] Which of the following brand/manufacturers is the fridge that you bought in the last 12 months? Please note: If you have purchased more than one, please refer to the one you bought most recently.

- | | | | |
|------|------------|-------------------|-------------|
| <1> | AEG | <13> | Neff |
| <2> | BEKO | <14> | Panasonic |
| <3> | Bosch | <15> | Rangemaster |
| <4> | Caple | <16> | Samsung |
| <5> | Electrolux | <17> | Siemens |
| <6> | Husky | <18> | Smeg |
| <7> | Hotpoint | <19> | Sub-Zero |
| <8> | Indesit | <20> | Tesco |
| <9> | John Lewis | <21> | Whirlpool |
| <10> | LEC | <22> | Zanussi |
| <11> | Liebherr | <95> | Other |
| <12> | Miele | <96 fixed
xor> | Don't know |

Base: All respondents

Question type: YouGov datapoint

#Question display logic:

if not pdl.internet_access_freq and updated

[internet_access_freq] How often do you access the internet for any purpose (i.e. for work/leisure etc.)? This should include access from any device (Desktop, Laptop, Tablet or Mobile) and from any location (Home, work, internet café or any other location).

- <1> Several times a day
- <2> Once a day
- <3> 4-6 days a week
- <4> 2-3 days a week
- <5> Once a week
- <6> Less often than once a week
- <7> Never
- <8> Don't know

Base: All respondents

Question type: YouGov datapoint

#Question display logic:

if not pdl.online_shopping_devices and updated

[online_shopping_devices] Which, if any, of the following devices did you tend to use when making purchases online in the last 12 months? Please select all that apply.

- <1> Desktop
- <2> Laptop
- <3> Tablet/ e-reader
- <4> Mobile phone
- <5> Smart home devices (Google Home, Amazon Echo, etc.)
- <98 fixed> Other
- <99 fixed xor> None of these
- <999 fixed xor> Not applicable – I don't buy things online

Base: All respondents

Question type: YouGov datapoint

#Question display logic:

if not pdl.media_source_main and updated

[media_source_main] Which, if any, of the following sources do you consider to be your MAIN/PRIMARY source of news? Please select one option only.

- <1> A printed copy of a newspaper
- <2> A newspaper's website
- <3> A news website not associated with a newspaper
- <4> A news app on a mobile or tablet device
- <5> Email newsletters or RSS feeds
- <6> Social network websites
- <7> Blogs not associated with major media organisations
- <8> Television
- <9> Radio
- <97 fixed xor> None of the above

<96 fixed xor> Don't know

Base: All respondents

Question type: *Dyngrid*

[CCP1] Of the following types of organisations, in general how trustworthy or not do you think each are in how they operate towards you?

- [CCP1_2] UK government departments
- [CCP1_3] Local government (e.g. local authorities, local councils)
- [CCP1_4] Non-governmental organisation (e.g. Greenpeace, Save the Children)
- [CCP1_5] Consumer protection bodies (e.g. Citizens Advice, Which?)
- [CCP1_9] Online marketplaces (e.g. Amazon Marketplace, eBay, Etsy)
- [CCP1_10] Second-hand shops (e.g. charity shops, other independent second-hand shops)
- [CCP1_11] Online retail outlets (e.g. Amazon, Argos etc.)
- [CCP1_12] Physical store retail outlets

- <1> Very trustworthy
- <2> Trustworthy
- <3> Neither
- <4> Untrustworthy
- <5> Very untrustworthy
- <977 fixed xor> Don't know

Question type: *Text*

For the following questions, please exclude any food, pharmaceutical, or vehicle products.

Base: All respondents

Question type: *Multiple*

[CCP2] Which, if any, of the following most influence you having trust in a product being safe? (Please select up to three options)

- | | | | |
|-----|------------------------------------|--------------------|--|
| <1> | The price | <8> | Online reviews/
recommendations |
| <2> | The brand name of the retailer | <9> | A previous experience of buying
the product |
| <3> | The brand name of the manufacturer | <10> | What the product looks/ feels
like |
| <4> | The country of manufacture/ origin | <11> | Recommendations from friends/
family |
| <5> | The warranty/ guarantee offered | <955
fixed> | Other (open [CCP2_other])
[open] please specify |
| <6> | The UK government safety framework | <977 fixed
xor> | Don't know |
| <7> | A kitemark/ quality trademark | <944 fixed
xor> | Not applicable – nothing |

Base: All respondents

Question type: *Grid*

[CCP3] To what extent do you agree or disagree with the following statements?

- [CCP3_1] I only buy from retailers I trust to ensure the products they sell are safe
- [CCP3_3] Products sold in the UK are generally safe as there are regulations in place to ensure this
- [CCP3_4] UK retailers would not risk their reputation by selling a product that could be unsafe
- [CCP3_5] Safety issues are more likely to be caused by people misusing products, rather than an issue with the product itself
- [CCP3_6] I am willing to have a product that is less safe if it costs less
- [CCP3_8] I expect a product to be safe regardless of price
- [CCP3_10] Products bought online have more safety risks than products bought in shops

- <1> Strongly agree
- <2> Agree
- <3> Neither agree nor disagree
- <4> Disagree
- <5> Strongly disagree

Base: All respondents

Question type: *Grid*

[CCP4] In your opinion, who is **most** responsible for:

- [CCP4_1] Setting product safety requirements
- [CCP4_2] Ensuring that a product meets the legal safety requirements
- [CCP4_3] Ensuring a product is used safely
- [CCP4_4] Resolving product safety issues

- <1> Manufacturers
- <2> Retailers
- <3> National government
- <4> Local government
- <5> Charities/ consumer groups
- <6> The person buying the product
- <7> The person using the product
- <8> Regulators
- <944 fixed xor> Someone else
- <977 fixed xor> Don't know

Base: All respondents

Question type: *Single*

[CCP5] To what extent do you feel that the UK's system for regulating the safety of products ensures that products you purchase are safe?

<1>	Completely
<2>	A great deal
<3>	Somewhat
<4>	Not at all
<977 fixed xor>	Don't know

Base: All respondents

Question type: Grid

[CO1] How much, if anything, would you say you know about the following organisations and their work?

-[CO1_1]	The Office for Product Safety and Standards (OPSS)
-[CO1_2]	Citizens Advice
-[CO1_3]	The Department for Business, Energy and Industrial Strategy (BEIS)
-[CO1_4]	Trading Standards
-[CO1_6]	Which?

<1>	A great deal
<2>	A fair amount
<3>	Just a little
<4>	Heard of, but know nothing about
<5>	Never heard of

Base: All who know about OPSS

Question type: Single

#Question display logic:

if CO1_1 in [1,2,3]

[CO2] How effective or not do you think the work of The Office for Product Safety and Standards (OPSS) is?

<1>	Very effective
<2>	Quite effective
<3>	Not very effective
<4>	Not at all effective
<977 fixed xor>	Don't know

Base: All who know about OPSS

Question type: Multiple

#Question display logic:

if CO1_1 in [1,2,3]

[CO3] Which of the following words, if any, do you most associate with how the Office for Product Safety and Standards (OPSS) operates?

<1>	Consistent	<7>	Professional
<2>	Impartial	<8>	Objective
<3>	Fair	<9>	Accountable
<4>	Open and transparent	<10>	Supportive of business
<5>	Trustworthy	<11>	Fit for the future

<6> World-leading <944 fixed None of these
xor>

Base: All who know about organisation

Question type: *Dyngrid*

#Question display logic:

if show_CO4

[CO4] Of the following organisations, in general how trustworthy or not do you think each are in how they operate?

-[CO4_1 if CO1_1 in [1,2,3]]	The Office for Product Safety and Standards (OPSS)
-[CO4_2 if CO1_2 in [1,2,3]]	Citizens Advice
-[CO4_3 if CO1_3 in [1,2,3]]	The Department for Business, Energy and Industrial Strategy (BEIS)
-[CO4_4 if CO1_4 in [1,2,3]]	Trading Standards
-[CO4_6 if CO1_6 in [1,2,3]]	Which?

<1>	Very trustworthy
<2>	Trustworthy
<3>	Neither
<4>	Untrustworthy
<5>	Very untrustworthy
<977 fixed xor>	Don't know

Question type: *Text*

The following questions are about purchasing products online. Please do NOT think about purchasing any food, pharmaceutical, or vehicles. Even if you never purchase items online, we are interested in your opinion

Base: All respondents

Question type: *Grid*

[TO3] For the following question please think about when you are buying products online...

To what extent, if at all, do you agree with the following statements?

-[TO3_1]	I always consider the safety of the products I am buying online
-[TO3_3]	I am aware of my consumer rights if a product I have bought online is unsafe
-[TO3_5]	The seller is responsible for ensuring a product bought online is safe
-[TO3_7]	I care about where the seller is based
-[TO3_9]	I believe online marketplaces take action if there is an unsafe product being sold on their platform

<1>	Strongly agree
<2>	Agree
<3>	Neither agree nor disagree
<4>	Disagree
<5>	Strongly disagree

Base: All respondents

Question type: *Grid*

[TO1] Generally when purchasing products online from online marketplaces or direct from individual company websites _how safe or not_ do you think the products you purchase are?

- [TO1_1] Amazon
- [TO1_2] Other online retailers of a range of products (e.g. Argos)
- [TO1_3] Amazon marketplace
- [TO1_4] Other online marketplaces (e.g. eBay, Etsy)
- [TO1_5] Individual manufacturer websites

- <1> Very safe
- <2> Safe
- <3> Not very safe
- <4> Not safe at all
- <955> Don't know

Base: All respondents

Question type: *Single*

[TO2] If you were purchasing a product from _outside the UK/EU_ through an online marketplace (e.g. eBay, Etsy, AliExpress etc.), how concerned would you be about the risk of a product being unsafe compared to a product from _within_ the UK/ EU?

- <1> Very concerned
- <2> Somewhat concerned
- <3> Not very concerned
- <4> Not concerned at all
- <977 fixed xor> Don't know
- <944 fixed xor> Not applicable – I would not purchase a product from outside the UK/EU through an online marketplace

Base: All respondents

Question type: *Multiple*

[TS1m] For the following question, by “second hand” we mean products which have been previously owned or used.

Today, if you were looking to buy these types of products, which would you be likely to purchase **second hand** rather than new? (Please select all that apply)

- <1> Electrical appliances (e.g. laptop, toaster, hairdryer, lights, vacuum cleaner, games console, smart home devices)
- <2> Baby products (e.g. baby car seat, cot, pushchairs, bedding, changing table)
- <3> Toys (e.g. board game, action figure, building blocks)
- <4> Cosmetics (e.g. hair dye, make up, shampoo, toothpaste)
- <5> White goods (e.g. refrigerator, washing machine, oven)
- <6> Clothes/ clothing accessories (e.g. shoes, sportswear, bags, jewellery)
- <7> Furniture/ furnishings (e.g. sofa, bed, curtains, carpets)

- <8> Homeware, non-electrical (e.g. crockery, wall decorations)
- <9> Sports and leisure item(s), not including clothes (e.g. treadmill, bikes and accessories, musical instruments)
- <944 fixed xor> None of these
- <977 fixed xor> Don't know

Base: All who would buy secondhand

Question type: **Multiple**

#Question display logic:

if TS1m.has_any([1,2,3,4,5,6,7,8,9])

[TS2] In which, if any, of the following places would you purchase second hand products? (Please select all that apply).

- <1> Online marketplace (e.g. Amazon Marketplace, eBay, Etsy)
- <2> Online community buy and sell pages (e.g. social media community groups such as Facebook Marketplace, GumTree)
- <3> Charity shops (i.e. where sales fund a charitable organisation)
- <4> Second hand shops (i.e. private business not linked to a charity)
- <5> Car boot sales
- <955 fixed> Other (open [TS2_other]) [open] please specify
- <977 fixed xor> Don't know

Base: All who would buy secondhand

Question type: **Grid**

#Question display logic:

if TS1m.has_any([1,2,3,4,5,6,7,8,9])

[TS3] For the following question please think about when you are buying second hand products...

To what extent, if at all, do you agree with the following statements?

- [TS3_1] I always consider the safety of the products I am buying
 - [TS3_3] I am aware of my consumer rights if a product I have bought is unsafe
 - [TS3_5] The seller is responsible for ensuring a product is safe
-
- <1> Strongly agree
 - <2> Agree
 - <3> Neither
 - <4> Disagree
 - <5> Strongly disagree

Base: All who would buy secondhand

Question type: **Multiple**

[TS4m] In which, if any, of the following are ways you determine whether a second hand product is safe? (Please select all that apply)

- <1> I check if it comes with its original packaging / product information
- <2> I check if it looks 'used'

- <3> I check the product recall database
- <4> I check if it is covered by a warranty
- <5> I check if it has been registered with the original retailer/manufacturer
- <6> I ask the seller if they have noticed any faults
- <7> I check reviews and feedback on the seller
- <8> If it's an electrical item, I check if it has been PAT tested
- <9 fixed> Other (open [TS4m_other]) [open] please specify
- <977 fixed xor> Don't know
- <944 fixed xor> Not applicable - I do not do anything

Base: All respondents

Question type: **Multiple**

[CP1] For the following question, please think about any items bought new or second hand. Do not include gifts for someone outside your household or any items bought on holiday/ whilst overseas. Which of the following have you purchased for yourself or your household to use in the **last SIX months** (i.e. since \$CP1_DATE)? (Please select all that apply)

- <1> Electrical appliances (e.g. laptop, toaster, hairdryer, lights, vacuum cleaner, games console, smart home devices)
- <2> Baby products (e.g. baby car seat, cot, pushchairs, bedding, changing table)
- <3> Toys (e.g. board game, action figure, building blocks)
- <4> Cosmetics (e.g. hair dye, make up, shampoo, toothpaste)
- <5> White goods (e.g. refrigerator, washing machine, oven)
- <6> Clothes / clothing accessories (e.g. shoes, sportswear, bags, jewellery)
- <7> Furniture / furnishings (e.g. sofa, bed, curtains, carpets)
- <8> Homeware, non-electrical (e.g. crockery, wall decorations)
- <9> Sports and leisure item(s), not including clothes (e.g. treadmill, bikes and accessories, musical instruments)
- <977 fixed xor> Don't know/ can't recall
- <944 fixed xor> Not applicable – I have not purchased any of these items in the last SIX months

#CP2_categories order: randomize

Base: All who purchased electricals

Question type: **Multiple**

#Question display logic:

If [CP1] - Electrical appliances (e.g. laptop, toaster, hairdryer, lights, vacuum cleaner, games console, smart home devices) is selected [if 1 in CP1]

[CP2_category1] For the following questions please think about the electrical appliances category you purchased in the last SIX months...

What products did you purchase? (Please select all that apply)

- <1> Laptop / tablet/ mobile phone
- <2> Charger
- <3> Speaker / headphones

- <4> Small kitchen appliance (e.g. toaster, kettle, blender, microwave)
- <5> Electronic game / console
- <6> Vacuum cleaner
- <7> Smart home device (e.g. Smart speaker/ assistant, smart thermostat)
- <955 fixed> Other (open [CP2_category1_other]) [open] please specify

Base: All who purchased baby items

Question type: **Multiple**

#Question display logic:

If [CP1] - Baby products (e.g. baby car seat, cot, pushchairs, bedding, changing table) is selected [if 2 in CP1]

[CP2_category2] For the following questions please think about the baby product category you purchased in the last SIX months...

What products did you purchase? (Please select all that apply)

- <1> Pushchair
- <2> Cot
- <3> Car seat
- <4> Changing table
- <5> Baby carrier
- <6> Baby monitor
- <7> Nappies
- <955 fixed> Other (open [CP2_category2_other]) [open] please specify

Base: All who purchased toys

Question type: **Multiple**

#Question display logic:

If [CP1] - Toys (e.g. board game, action figure, building blocks) is selected [if 3 in CP1]

[CP2_category3] For the following questions please think about the toys you purchased in the last SIX months...

What products did you purchase? (Please select all that apply)

- <1> Baby toy
- <2> Sports toy
- <3> Board game
- <4> Doll / action figure
- <5> Construction toy
- <6> Building blocks
- <7> Craft toys (e.g. painting, necklace kits etc.)
- <955 fixed> Other (open [CP2_category3_other]) [open] please specify

Base: All who purchased cosmetics

Question type: **Multiple**

#Question display logic:

If [CP1] - Cosmetics (e.g. hair dye, make up, shampoo, toothpaste) is selected [if 4 in CP1]

[CP2_category4] For the following questions please think about the cosmetics category you purchased in the last SIX months...

What products did you purchase? (Please select all that apply)

- <1> Make-up
- <2> Toothpaste
- <3> Moisturiser
- <4> Shampoo/ shower gel
- <5> Hair dye
- <6> Hand wash
- <955 fixed> Other (open [CP2_category4_other]) [open] please specify

Base: All who purchased white goods

Question type: **Multiple**

#Question display logic:

If [CP1] - White goods (e.g. refrigerator, washing machine, oven) is selected [if 5 in CP1]

[CP2_category5] For the following questions please think about the white goods category you purchased in the last SIX months...

What products did you purchase? (Please select all that apply)

- <1> Refrigerator / freezer
- <2> Extractor
- <3> Washing machine / combined washer-dryer
- <4> Tumble dryer
- <5> Oven
- <6> Dishwasher
- <955 fixed> Other (open [CP2_category5_other]) [open] please specify

Base: All who purchased clothing

Question type: **Multiple**

#Question display logic:

If [CP1] - Clothes / clothing accessories (e.g. shoes, sportswear, bags, jewellery) is selected [if 6 in CP1]

[CP2_category6] For the following questions please think about the clothes/ clothing accessories you purchased in the last SIX months...

What products did you purchase? (Please select all that apply)

- <1> Footwear
- <2> Sportswear/ leisurewear
- <3> Bags
- <4> Jewellery
- <5> Clothing
- <955 fixed> Other (open [CP2_category6_other]) [open] please specify

Base: All who purchased furniture

Question type: **Multiple**

#Question display logic:

If [CP1] - Furniture / furnishings (e.g. sofa, bed, curtains, carpets) is selected [if 7 in CP1]

[CP2_category7] For the following questions please think about the furniture and furnishings you purchased in the last SIX months...

What products did you purchase? (Please select all that apply)

- <1> Sofa/ armchair
- <2> Bed
- <3> Curtains
- <4> Carpets/ rugs
- <5> Table/ side table
- <6> Chest of drawers/ wardrobe
- <7> Outdoor furniture
- <8> Home office furniture
- <955 fixed> Other (open [CP2_category7_other]) [open] please specify

Base: All who purchased homeware

Question type: Multiple

#Question display logic:

If [CP1] - Homeware, non-electrical (e.g. crockery, wall decorations) is selected [if 8 in CP1]

[CP2_category8] For the following questions please think about the homeware you purchased in the last SIX months...

What products did you purchase? (Please select all that apply)

- <1> Crockery
- <2> Silverware/ cutlery
- <3> Wall decorations (e.g. picture frames)
- <4> Towels/ bedding
- <955 fixed> Other (open [CP2_category8_other]) [open] please specify

Base: All who purchased sports and leisure

Question type: Multiple

#Question display logic:

If [CP1] - Sports and leisure item(s), not including clothes (e.g. treadmill, bikes and accessories, musical instruments) is selected [if 9 in CP1]

[CP2_category9] For the following questions please think about the sports & leisure you purchased in the last SIX months...

What products did you purchase? (Please select all that apply)

- <1> Indoor exercise equipment (e.g. treadmill, stationary bike, weights, yoga mats etc.)
- <2> Bikes and accessories
- <8> Sports equipment (e.g. tennis rackets, golf clubs, footballs etc.)
- <3> Musical instruments
- <4> Books
- <5> Gardening tools/ equipment
- <6> Camping equipment

<7> Arts and crafts supplies
<955 fixed> Other (open [CP2_category9_other]) [open] please specify

Base: All who purchased white goods

Question type: **Multiple**

#Question display logic:

If [CP1] - White goods (e.g. refrigerator, washing machine, oven) is selected [if 5 in CP1]

[CP2_smart] Were any of the following white goods that you purchased “smart goods”, i.e. connected to the internet or controlled by a remote device when you use them? (Please select all that apply)

<1> Refrigerator / freezer
<2> Extractor
<3> Washing machine / combined washer-dryer
<4> Tumble dryer
<5> Oven
<6> Dishwasher
<955 fixed> \$CP2_category5_other.raw
<944 fixed xor> Not applicable - they weren't smart goods

Question type: **Text**

We are now going to ask you a series of questions about one product that you said you had bought in the past six months. Please think about when you purchased the \$CP2_PRODUCT.lower. If you've purchased more than one \$CP2_PRODUCT.lower in the past six months, please think about your most recent purchase

Base: All allocated a product

Question type: **Single**

#Question display logic:

if CP2_PRODUCT

[CP3] Thinking about when you bought the \$CP2_PRODUCT.lower...

Was this new or second hand?

<1> Brand new (unopened, in original packaging)
<2> New 'other' (unused, no signs of wear but may be missing original packaging or unsealed. Includes factory seconds or unused item with defect)
<3> Second hand used

Base: All allocated a product

Question type: **Single**

#Question display logic:

if CP2_PRODUCT

[CP4] And did you make this purchase online? (This includes 'click and collect' orders. This does not include products advertised online but paid for in-person)

<1> Yes
<2> No

Base: All allocated a product, bought offline

Question type: **Single**

#Question display logic:

If [CP4] - No is selected [if CP4 == 2]

[CP5] Which of the following best describes where you purchased it from?

- <1> High street retailer
- <2> Discount retailer or outlet
- <3> Supermarket
- <4> Market stall or 'pop-up' shop
- <5> Directly from the previous owner
- <6> A nearly new sale
- <7> Directly from the manufacturer
- <8> Buying from someone who makes things at home
- <9> Second-hand shop/ charity shop
- <955 fixed> Other (open [CP5_other]) [open] please specify
- <977 fixed xor> Don't know/ can't recall

Base: All allocated a product, bought online

Question type: **Single**

#Question display logic:

If [CP4] - Yes is selected [if CP4 == 1]

[CP6] Which of the following best describes where you purchased it from?

- <1> High street retailer (online)
- <2> Supermarket (online)
- <3> Amazon
- <5> Third party sellers on online marketplace (e.g. Amazon marketplace, Ebay, Etsy)
- <6> Directly from manufacturer (online)
- <7> Community buy and sell pages online or on social media
- <4 fixed> Other online only retailer (e.g. Asos)
- <955 fixed> Other online retailer
- <977 fixed xor> Don't know/ can't recall

Base: All allocated a product, bought from third party on online marketplace

Question type: **Single**

#row order: randomize

#Question display logic:

If [CP6] - Third party sellers on online marketplace (e.g. Amazon marketplace, Ebay, Etsy) is selected [if CP6 == 5]

[CP7] You said you purchased \$CP2_PRODUCT.lower from an online marketplace...

Who do you think is **most** responsible for ensuring that the product is safe for UK consumers?

- <1> The online marketplace
- <2> The manufacturer
- <3> The seller (if different from the manufacturer)

<4> The government/ a regulator
 <5> The individual consumers
 <6 fixed> All equally responsible
 <977 fixed xor> Don't know/ can't recall

Base: All allocated a product

Question type: **Multiple**

#Question display logic:

if CP2_PRODUCT

[CP8] Which, if any, of the following did you take into account when you were considering buying the **\$CP2_PRODUCT.lower**? (Please select the THREE most important factors)

<1>	Purchase price	<10>	Online user reviews
<2 if CP2_PRODUCT in [1,2,3,4,5,6,7,28,29,30,31,32,33]>	Running costs	<11>	Reviews from independent consumer bodies (e.g. Which?)
<3>	Environmental impact	<12>	Recommendations from friends or family
<4>	Style / fashion	<13>	Ease of purchase
<5>	Quality	<14>	Speed of delivery
<6>	Product safety	<15>	Ease of use
<7>	Brand name	<16>	Ethical production
<8>	The retailer or seller	<944 fixed xor>	None of these
<9>	Warranty / money back guarantee		

Base: All who bought a specific product

Question type: **Grid**

#Question display logic:

if len(eligible) > 0

[CE1] You said that you purchased the following products in the last ****SIX months****.

Did you experience any safety issues with these products?

-[CE1_1 if 1 in eligible]	Laptop / tablet/ mobile phone	-[CE1_30 if 30 in eligible]	Washing machine / combined washer-dryer
-[CE1_2 if 2 in eligible]	Charger	-[CE1_31 if 31 in eligible]	Tumble dryer
-[CE1_3 if 3 in eligible]	Speakers / headphones	-[CE1_32 if 32 in eligible]	Oven
-[CE1_4 if 4 in eligible]	Small kitchen appliance (e.g. toaster, kettle, blender, microwave)	-[CE1_33 if 33 in eligible]	Dishwasher

-[CE1_5 if 5 in eligible]	Electronic game / console	-[CE1_34 if 34 in eligible]	Footwear
-[CE1_6 if 6 in eligible]	Vacuum cleaner	-[CE1_35 if 35 in eligible]	Sportswear/ leisurewear
-[CE1_7 if 7 in eligible]	Smart home device (e.g. Smart speaker/ assistant, smart thermostat)	-[CE1_36 if 36 in eligible]	Bags
-[CE1_8 if 8 in eligible]	Pushchair	-[CE1_37 if 37 in eligible]	Jewellery
-[CE1_9 if 9 in eligible]	Cot	-[CE1_38 if 38 in eligible]	Clothing
-[CE1_10 if 10 in eligible]	Car seat	-[CE1_39 if 39 in eligible]	Sofa/ armchair
-[CE1_11 if 11 in eligible]	Changing table	-[CE1_40 if 40 in eligible]	Bed
-[CE1_12 if 12 in eligible]	Baby carrier	-[CE1_41 if 41 in eligible]	Curtains
-[CE1_13 if 13 in eligible]	Baby monitor	-[CE1_42 if 42 in eligible]	Carpets/ rugs
-[CE1_14 if 14 in eligible]	Nappies	-[CE1_43 if 43 in eligible]	Table/ side table
-[CE1_15 if 15 in eligible]	Baby toy	-[CE1_44 if 44 in eligible]	Chest of drawers/ wardrobe
-[CE1_16 if 16 in eligible]	Sports toy	-[CE1_45 if 45 in eligible]	Outdoor furniture
-[CE1_17 if 17 in eligible]	Board game	-[CE1_46 if 46 in eligible]	Home office furniture
-[CE1_18 if 18 in eligible]	Doll / action figure	-[CE1_47 if 47 in eligible]	Crockery
-[CE1_19 if 19 in eligible]	Construction toy	-[CE1_48 if 48 in eligible]	Silverware/ cutlery
-[CE1_20 if 20 in eligible]	Building blocks	-[CE1_49 if 49 in eligible]	Wall decorations (e.g. picture frames)
-[CE1_21 if 21 in eligible]	Craft toys (e.g. painting, necklace kits etc.)	-[CE1_50 if 50 in eligible]	Towels/ bedding
-[CE1_22 if 22 in eligible]	Make-up	-[CE1_51 if 51 in eligible]	Indoor exercise equipment (e.g. treadmill, stationary bike, weights, yoga mats etc.)
-[CE1_23 if 23 in eligible]	Toothpaste	-[CE1_52 if 52 in eligible]	Bikes and accessories

-[CE1_24 if 24 in eligible]	Moisturiser	-[CE1_58 if 58 in eligible]	Sports equipment (e.g. tennis rackets, golf clubs, footballs etc.)
-[CE1_25 if 25 in eligible]	Shampoo/ shower gel	-[CE1_53 if 53 in eligible]	Musical instruments
-[CE1_26 if 26 in eligible]	Hair dye	-[CE1_54 if 54 in eligible]	Books
-[CE1_27 if 27 in eligible]	Hand wash	-[CE1_55 if 55 in eligible]	Gardening tools/ equipment
-[CE1_28 if 28 in eligible]	Refrigerator / freezer	-[CE1_56 if 56 in eligible]	Camping equipment
-[CE1_29 if 29 in eligible]	Extractor	-[CE1_57 if 57 in eligible]	Arts and crafts supplies

- <1> Yes, I did
- <2> No, I didn't
- <977 fixed xor> Don't know/ can't recall

Question type: Text

We are now going to ask you a series of questions about one product that you said you had a safety issue with. Please think about the \$CE1_product.lower. If you have experienced more than one safety issue with the \$CE1_product.lower, please think about the most recent

Base: Experienced a safety issue with a product

Question type: Single

#Question display logic:

if CE1_product

[CE2] Thinking about the safety issue you had with the following product: \$CE1_product.lower...

Please consider a scale of 1 to 10, where 1 represents the least serious type of issue you could face and 10 represents the most serious.

What number best represents the seriousness of the issue?

- <1> 1 - the least serious
- <2> 2
- <3> 3
- <4> 4
- <5> 5
- <6> 6
- <7> 7
- <8> 8
- <9> 9
- <10> 10 - the most serious

Base: Experienced a safety issue with a product

Question type: **Multiple**

#Question display logic:

if CE1_product

[CE3] You said you experienced a safety issue with the following product: \$CE1_product.lower

Did that safety issue cause any of the following? (Select all that apply)

- <1> Physical harm
- <2> Distress/ increased stress
- <3> Damage to property or other household items
- <944 fixed xor> None of the above

Base: All whose safety issue caused damage

Question type: **Multiple**

#Question display logic:

If [CE3] - Damage to property or other household items is selected [if 3 in CE3]

[CE4] You said earlier that a safety issue you had with the following product: \$CE1_product.lower resulted in damage to a property or household items.

What was the type of damage?

- <1> Fire damage
- <2> Smoke damage
- <3> Flood damage
- <4> Dents and/ or scratches to property
- <5> Electrical damage
- <955 fixed> Other (open [CE4_other]) [open] please specify

Base: All whose safety issue caused damage

Question type: **Single**

#Question display logic:

If [CE3] - Damage to property or other household items is selected [if 3 in CE3]

[CE5] You said earlier that the safety issue you had with the following product: \$CE1_product.lower resulted in damage.

What was the monetary value of the damage and any repairs needed? (If you are unsure, please give your best estimate)

- <1> £ (open [CE5_open]) [open:integer]
- <977> Don't know/ can't remember

Base: All whose safety issue caused harm

Question type: **Single**

#Question display logic:

If [CE3] - Physical harm is selected [if 1 in CE3]

[CE6] You said earlier that a safety issue you had with the following product: \$CE1_product.lower resulted in harm to the user.

What was the main level of harm experienced?

- <1> No aid needed
- <2> First aid needed (e.g. plaster, compression bandage)
- <3> Urgent medical attention required (e.g. Accident and Emergency)
- <4> Non-urgent medical attention required (e.g. GP)
- <5> Tertiary medical attention required (e.g. specialist healthcare, prolonged healthcare)
- <977 fixed xor> Don't know/ can't recall
- <933 fixed xor> Prefer not to say

Question type: **Text**

#Question display logic:

if showError==1

You said you returned the item AND threw it away. Please review your answers before continuing

Base: All who experienced a safety issue with a product

Question type: **Multiple**

#Question display logic:

if CE1_product

[CE7] Which of the following actions did you take after becoming aware of the safety issue with the following product: **\$CE1_product.lower**? (Please select all that apply)

- <1> Returned the item for a refund/ exchange
- <2> Threw it away/ stopped using it but did not return
- <3> Followed manufacturer's guidance for safe use
- <4> Tried to fix it myself
- <5> Allowed manufacturer to make modification
- <6> Complained to the manufacturer
- <7> Complained to where I bought it from
- <955 fixed> Other (open [CE7_other]) [open] please specify
- <977 fixed xor> Don't know/ can't recall
- <944 fixed xor> Nothing, I didn't take any action

Base: All who experienced a safety issue, but did not take action

Question type: **Multiple**

#Question display logic:

If [CE7] - Nothing, I didn't take any action is selected [if 944 in CE7]

[CE8] Which, if any, of the following best explain why you decided not to take any action?

- <1> The safety issue resolved without need to act
- <2> The safety issue was not important enough
- <3> Didn't know what to do
- <4> It would not have made any difference
- <5> It would have been too difficult (e.g. time, distance, etc.)
- <955 fixed> Other (open [CE8_other]) [open] please specify
- <977 fixed xor> Don't know

Base: All who experienced a safety issue

Question type: **Grid**

#Question display logic:

if CE1_product

[CE9] To what extent do you agree or disagree with the following statements about the safety issue you had with the following product: \$CE1_product.lower?**At the time the issue first started ...**

- [CE9_1] I understood my legal rights and responsibilities
- [CE9_2] I knew where to get good information/ advice, if needed
- [CE9_3] I thought it would be easy to deal with the issue on my own
- [CE9_4] I thought it would be easy to get help to deal with the issue

- <1> Strongly agree
- <2> Agree
- <3> Neither
- <4> Disagree
- <5> Strongly disagree
- <944 fixed xor> Not applicable

Base: All who experienced a safety issue

Question type: **Grid**

#Question display logic:

if CE1_product

[CE10] To what extent do you agree or disagree with the following statements about the safety issue you had with the following product: \$CE1_product.lower?**And today ...**

- [CE10_1] I understand my legal rights and responsibilities correctly
- [CE10_2] I know where to get good information/ advice, if needed
- [CE10_3] It was easy to deal with the issue on my own
- [CE10_4] It was easy to get help to deal with the issue

- <1> Strongly agree
- <2> Agree
- <3> Neither
- <4> Disagree
- <5> Strongly disagree
- <944 fixed xor> Not applicable

Base: All respondents

Question type: **Single**

[CPR1] For the following question, a “product recall” is a corrective action such as a repair or replacement – undertaken by a business to address safety risks in a consumer product.

Please think about all product safety recalls, including any you may have seen for items you do not own.

Please **exclude any food, pharmaceutical, or vehicle product recalls**. In the past two years have you ever seen or heard about a product recall or other product safety warning?

- <1> Yes
- <2> No
- <977 fixed xor> Don't know/ can't recall

Base: All respondents

Question type: *Single*

#Question display logic:

If [CPR1] - Yes is selected [if CPR1 == 1]

[CPR2] For the following question, a “product recall” is a corrective action such as a repair or replacement – undertaken by a business to address safety risks in a consumer product.

Please **exclude any food, pharmaceutical, or vehicle product recalls**. And in the past two years, have you ever seen a product recall notice or other safety warning about something you own?

- <1> Yes
- <2> No
- <977 fixed xor> Don't know/ can't recall

Base: All respondents

Question type: *Multiple*

[CPR4] How would you best like to be informed about a product recall notice for a product you own? Please choose up to three methods.

- <1> Notification displayed in a public place e.g. in a shop
- <2> Contacted directly by seller (e.g. by phone, letter, email)
- <3> Contacted directly by manufacturer (e.g. by phone, letter, email, in-app)
- <4> Contacted directly by the government
- <5> Social media
- <6> Media (e.g. TV, newspaper)
- <7> Alerted directly through the product itself (e.g. led indicator, on screen message).
- <955 fixed> Other (open [CPR4_other]) [open] please specify
- <977 fixed xor> Don't know

Base: All who saw product recall notice

Question type: *Single*

#Question display logic:

If [CPR2] - Yes is selected [if CPR2 == 1]

[CPR5s] You said that in the past two years, you've seen a product recall notice for something you own. If you've seen more than one, please think about the most recent excluding any food, pharmaceutical, or vehicle product recalls...What type of product was it that you saw a product recall notice for?

- <1> Electrical appliances (e.g. laptop, toaster, hairdryer, lights, vacuum cleaner, electronic game)
- <2> Baby products (e.g. baby car seat, cot, pushchairs, bedding, changing table)
- <3> Toys (e.g. board game, action figure, building blocks)

- <4> Cosmetics (e.g. hair dye, make up, shampoo, toothpaste)
- <5> White goods (e.g. refrigerator, washing machine, oven)
- <6> Clothes and clothing accessories (e.g. shoes, sportswear, bags, jewellery)
- <7> Furniture / furnishings (e.g. sofa, bed, curtains, carpets)
- <8> Homeware, non-electrical (e.g. crockery, wall decorations)
- <9> Sports and leisure, not including clothes (e.g. treadmill, bikes and accessories, musical instruments)
- <955 fixed> Something else (open [CPR5s_other]) [open]
- <977 fixed xor> Don't know/ can't recall

Base: All who saw product recall notice

Question type: **Multiple**

#Question display logic:

if [CPR2] - Yes is selected [if CPR2 == 1]

[CPR3] Where did you hear about the product recall notice, or other safety warning?

- <1> Notification displayed in a public place (e.g. in a shop)
- <2> Contacted directly by seller (e.g. by phone, letter, email)
- <3> Contacted directly by manufacturer
- <4> Information from government
- <5> Friends / family
- <6> Social media
- <7> Media (e.g. TV, newspaper)
- <955 fixed> Other (open [CPR3_other]) [open] please specify
- <977 fixed xor> Don't know

Question type: **Text**

#Question display logic:

if showError==1

You said you returned the item AND threw it away. Please review your answers before continuing

Base: Saw product recall notice

Question type: **Multiple**

#Question display logic:

if [CPR2] - Yes is selected [if CPR2 == 1]

[CPR6] Which of the following actions did you take after becoming aware of the product recall notice? As a reminder please still think about the most recent product recall notice you have seen. (Please select all that apply)

- <1> Returned the item for a refund/ exchange
- <2> Threw it away/ stopped using it but did not return
- <3> Followed manufacturer's guidance for safe use
- <4> Tried to fix it myself
- <5> Allowed manufacturer to make modification
- <955 fixed> Other (open [CPR6_other]) [open] please specify

- <977 fixed xor> Don't know/ can't recall
- <944 fixed xor> Nothing, I did not take any action and continued to use the product as it was

Base: All who saw product recall notice, didn't take action

Question type: **Multiple**

#Question display logic:

If [CPR6] - Nothing, I did not take any action and continued to use the product as it was is selected [if 944 in CPR6]

[CPR7] Why didn't you do anything after seeing the product recall notice? (Please select all that apply)

- <1> There was generally a low risk and I thought the product would be fine
- <2> My product was working fine so thought it was ok
- <3> I thought it would only an issue if the product is not used properly
- <4> The process for the recall was too inconvenient (e.g. to return/ exchange the item)
- <5> I didn't use the product much so thought it low risk
- <6> I was going to take action, but never got around to it
- <955 fixed> Other (open [CPR7_other]) [open] please specify
- <977 fixed xor> Don't know/ can't recall

Base: All allocated eligible product

Question type: **Single**

#Question display logic:

if CP2_PRODUCT in [1,2,3,4,5,6,7,8,9,10,11,12,13,28,29,30,31,32,33,39,40,43,44,45,46,51,52,55,56,58]

[CR1] Product registration involves providing your details and model details to the manufacturer when you bought it so that they could contact you if a safety issue was later identified with your make/model of product. Did you register the \$CP2_PRODUCT.lower when you bought it?

- <1> Yes
- <2> No
- <977> Don't know/ can't recall

Base: All who registered eligible product

Question type: **Multiple**

#Question display logic:

If [CR1] - Yes is selected [if CR1 == 1]

[CR2] Which, if any, of the following are reasons you registered the \$CP2_PRODUCT.lower? (Please select all that apply)

- <1> To validate my warranty
- <2> To get an extended warranty
- <3> I had to register it in order to be able to use it
- <4> To ensure I receive all relevant information and updates
- <5> So that the manufacturer can let me know if there are any problems with the product
- <6> For proof of purchase
- <7> I was told to at point of purchase

<955 fixed> Other (open [CR2_other]) [open] please specify
<977 fixed xor> Don't know/ can't recall

Base: All who registered eligible product

Question type: **Single**

#Question display logic:

If [CR1] - Yes is selected [if CR1 == 1]

[CR3] And how did you register it?

<1> By phone
<2> By post
<3> Via app
<4> In store
<5> On the manufacturer's website
<6> On the retailer's website
<7> On the government website
<8> On the Trade Association website
<955 fixed> Other (open [CR3_other]) [open] please specify
<977 fixed xor> Don't know/ can't recall

Base: All who did not register eligible product

Question type: **Multiple**

#Question display logic:

If [CR1] - No is selected [if CR1 == 2]

[CR4] You said you didn't register the \$CP2_PRODUCT.lower when you bought it. Which, if any, of the following are reasons for this? (Please select all that apply)

<1> I meant to but haven't got around to it yet
<2> I tried to but I couldn't
<3> I didn't know how to
<4> I didn't know I could
<5> I didn't want to or didn't think it was necessary
<955 fixed> Other (open [CR4_other]) [open] please specify
<977 fixed xor> Don't know

Base: All who didn't think registering was necessary

Question type: **Multiple**

#Question display logic:

If [CR4] - I didn't want to or didn't think it was necessary is selected [if 5 in CR4]

[CR5] You said that you didn't want to register \$CP2_PRODUCT.lower/ didn't think it was necessary...

Which, if any, of the following are reasons for this? (Please select all that apply)

<1> I didn't want to share my details because I don't want to be sent marketing
<2> I didn't want to share my details because I am worried about data security
<3> I didn't need to because I already have a warranty for the product
<4> I didn't need to because the retailer already had my details

- <5> I didn't see any benefit to registering
- <6> I didn't want to spend my time on this
- <7> I thought the risk of issues/ recalls was low
- <8> I didn't understand why I should
- <955 fixed> Other (open [CR5_other]) [open] please specify
- <977 fixed xor> Don't know

Base: All who tried but failed to register

Question type: **Multiple**

#Question display logic:

If [CR4] - I tried to but I couldn't is selected [if 2 in CR4]

[CR6] You said you tried to register \$CP2_PRODUCT.lower but couldn't...Which, if any, of the following are reasons for this? (Please select all that apply)

- <1> I could not find the website / phone number / address
- <2> I could not find/remember all required product details
- <3> Technical issues (e.g. issue with online form submission)
- <4> I ran out of time
- <955 fixed> Other (open [CR6_other]) [open] please specify
- <977 fixed xor> Don't know

Base: All who didn't register product

Question type: **Multiple**

#row order: custom(\$xcustom_order_CR7)

[CR7] Which, if any, of the following would make you _more likely_ to register your products in the future? (Please select all that apply)

- | | |
|---|--|
| <ul style="list-style-type: none"> <1> Clearer guidance from the _retailer_ on the benefits of registering a product <2> Clearer guidance from the _manufacturer_ on the benefits of registering a product <3> Clearer guidance from the _government_ on the benefits of registering a product <8> Clearer guidance on how to register the product <4> A service from the retailer to complete registration with/for me <5> More information on the benefits of registering | <ul style="list-style-type: none"> <6> More information on how my personal data would be stored and used with the option to opt out <7> A financial incentive e.g. a discount off future products <9> If registration was integrated into any 'smart functionality' <955 fixed> Other (open [CR7_other]) [open] please specify <977 fixed xor> Don't know <944 fixed xor> Not applicable – nothing would help me to register my products in the future |
|---|--|

Base: All who registered eligible product

Question type: **Single**

#Question display logic:

If [CR1] - Yes is selected [if CR1 == 1]

[CR8] How easy or difficult was it to register your product?

- <1> Very easy
- <2> Fairly easy
- <3> Fairly difficult
- <4> Very difficult
- <977> Don't know/ can't recall

Question type: Text

On a different topic...

Base: All in Covid section

Question type: Grid

[TC1g] Please look at the following pictures of face coverings/ masks...

Please rank the coverings/ masks in order from high to low of how much protection they would offer to the wearer from COVID-19, where 1 is the highest level of protection and 4 is the lowest.

- [TC1g_1] **Face covering sold with PM2.5 filters**
\$face_covering_sold_with_pm2_5_filters_jpg.raw
- [TC1g_2] **Valved cycle mask** \$valved_cycle_mask_jpg.raw
- [TC1g_3] **Standard disposable face covering** \$standard_disposable_face_covering_jpg.raw
- [TC1g_4] **KN95 Face mask** \$kn95_face_mask_jpg.raw

- <1> 1 - highest
- <2> 2
- <3> 3
- <4> 4 - lowest

Base: All in Covid section

Question type: Grid

[TC2g] Now, please rank the face coverings/ masks in order of how much protection they would offer people in close contact to the wearer from COVID-19, where 1 is the highest level of protection and 4 is the lowest.

- [TC2g_1] **Face covering sold with PM2.5 filters**
\$face_covering_sold_with_pm2_5_filters_jpg.raw
- [TC2g_2] **Valved cycle mask** \$valved_cycle_mask_jpg.raw
- [TC2g_3] **Standard disposable face covering** \$standard_disposable_face_covering_jpg.raw
- [TC2g_4] **KN95 Face mask** \$kn95_face_mask_jpg.raw

- <1> 1 - highest
- <2> 2
- <3> 3
- <4> 4 - lowest

Question type: *Single*

[TC3] Before taking this survey, had you heard of a PM2.5 filter?

- <1> Yes
- <2> No

Base: All in Covid section, aware of PM2.5

Question type: *Grid*

#Question display logic:

If [TC3] - Yes is selected [if TC3 == 1]

[TC4] What would a PM2.5 filter indicate for each of the following?

- [TC4_1] Protection for self against pollution/car fumes
 - [TC4_2] Protection for self against dust and other particles
 - [TC4_3] Protection for self against viruses/bacteria
 - [TC4_4] Face covering to protect others against wearer's viruses/bacteria
-
- <1> A high level of protection
 - <2> A standard level of protection
 - <3> A low level of protection
 - <4> No protection
 - <977> Don't know

Base: All in Covid section, aware of PM2.5

Question type: *Grid*

#Question display logic:

If [TC3] - Yes is selected [if TC3 == 1]

[TC5] To what extent, if at all, would the addition of a PM2.5 filter affect your purchase decision when looking for a face covering / mask for the following reason(s)?

- [TC5_1] Protection for self against pollution/car fumes
 - [TC5_2] Protection for self against dust and other particles
 - [TC5_3] Protection for self against viruses/bacteria
 - [TC5_4] Protection for others against viruses/bacteria
-
- <1> Much more likely to buy
 - <2> Slightly more likely to buy
 - <3> Slightly less likely to buy
 - <4> Much less likely to buy
 - <977> Don't know
 - <944> Not applicable - it would not impact my decision

Question type: *Single*

#Question display logic:

if str(gryphon.interview_type) == "test"

[TP_product] Dummy variable for random product allocation. Randomly set any 1 item from CP2_product, regardless of purchase history

Question type: *Text*

We would now like you to think about \$TP_product.lower products. Even if you do not own or have not purchased \$TP_product.lower products recently, we are interested in your opinion

Base: All in product labelling section

Question type: *Grid*

[TP1] To what extent, if at all, would seeing each of the following on a \$TP_product.lower labelling/ packaging impact your decision to buy that product?

- | | |
|----------|---|
| -[TP1_1] | Made in the UK |
| -[TP1_2] | Made in the EU |
| -[TP1_3] | Made in the USA |
| -[TP1_4] | Made in China |
| -[TP1_5] | Made in India |
| -[TP1_6] | No country origin label |
| <1> | Make me **much more likely** to purchase |
| <2> | Make me **more likely** to purchase |
| <3> | Make no difference |
| <4> | Make me **less likely** to purchase |
| <5> | Make me **much less likely** to purchase |
| <977> | Don't know |

Base: All in product labelling section

Question type: *Multiple*

[TP2] When you see “Made in the UK” on a \$TP_product.raw labelling/ packaging, what does it mean to you? (Please select all that apply)

- | | |
|-----------------|---|
| <1> | The product is good quality |
| <2> | The product is safe to use |
| <3> | The product has been checked by UK regulators |
| <4> | All components of the product have been made in the UK |
| <5> | The product has been assembled in the UK |
| <6> | The product has been made in an ethical environment (e.g. which treats factory workers fairly) |
| <7> | The product will be expensive |
| <8> | I don't think it's a genuine mark (i.e. I don't think the product has actually been made in the UK) |
| <955 fixed> | Other (open [TP2_other]) [open] please specify |
| <977 fixed xor> | Don't know |
| <944 fixed xor> | Not applicable – “Made in the UK” doesn't mean anything to me (i.e. products with this are exactly the same as products without it) |

Question type: *Text*

On a different topic...

Base: All in furniture labelling section

Question type: *Multiple*

[TFL1m] For the following question, please do **NOT** consider the **price** or the **size** of the furniture...Which of the following factors are the most important to you when buying an item of upholstered furniture (e.g. a sofa)?

(Please select up to 3 options)

- <2> Colour/ material
- <3> Quality of how its built
- <4> Fire resistance
- <6> Where it was manufactured
- <7> Brand
- <8> Speed of delivery
- <955 fixed> Other (open [TFL1m_other]) [open] please specify
- <977 fixed xor> Don't know

Base: All in furniture labelling section

Question type: *Multiple*

[TFL2] Which, if any, of the following do you think ensures your upholstered furniture meets fire safety requirements? (Please select all that apply)

- <1> Chemical flame retardants
- <2> Inter-liners (i.e. a lining to contain loose fillings)
- <3> Material it is made from (e.g. cotton)
- <955 fixed> Other factors (open [TFL2_other]) [open] please specify
- <977 fixed xor> Don't know

Base: All in furniture labelling section

Question type: *Single*

[TFL3] Upholstered furniture (e.g. sofas, ottomans, futons) usually include a chemical flame retardant. These chemicals help to prevent fires and slow the spread of fires by interfering with the chemistry of burning. Before taking this survey, were you aware that upholstered furniture usually includes chemical flame retardants?

- <1> Yes
- <2> No

Base: All in furniture labelling section, aware of CFR

Question type: *Grid*

#Question display logic:

If [TFL3] - Yes is selected [if TFL3 == 1]

[TFL4] Have you ever specifically looked for items _without_ chemical flame retardants for any of the below?

- [TFL4_1] Beds (e.g. upholstered frames, mattresses, pillows)
- [TFL4_2] Baby products (e.g. cribs, blankets, changing tables)

-[TFL4_3] Sofas/ armchairs
-[TFL4_4 fixed] Other upholstered furniture

<1> Yes
<2> No
<977> Don't know/ can't recall

Base: All in furniture labelling section

Question type: *Single*

[TFL5] When thinking about fire safety information on furniture, which of the following pieces of information relating to fire resistance would you like to see?

<1> If the product is fire resistant
<2> If the product is not fire resistant
<3> Either piece of information
<4> Neither – would not like to see any information
<977 fixed xor> Don't know

Base: All in furniture labelling section

Question type: *Single*

[TFL6] When thinking about fire safety information on furniture, which of the following pieces of information relating to chemical flame retardants would you like to see?

<1> If chemical flame retardants have been used
<2> If chemical flame retardants have not been used
<3> Either piece of information
<4> Neither – would not like to see any information
<977 fixed xor> Don't know

Question type: *Text*

On a different topic...

Base: All in fireworks section

Question type: *Single*

[TF1] 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
<977 fixed> Don't know

Base: All in fireworks section

Question type: *Multiple*

#Question display logic:

If [TF1] - I enjoy fireworks a little or I don't enjoy fireworks that much or I don't enjoy fireworks at all, is selected [if TF1 in [2,3,4]]

[TF2] What is it that you do not like about fireworks? (Please select all that apply)

- <1> Noise
- <2> Light
- <3> Vibration
- <4> Effects on animals
- <5> Effects on vulnerable people (those with PTSD etc)
- <6> Air Pollution
- <7> Litter
- <8> Anti-social behaviour
- <9> Debris
- <955 fixed> Other (open [TF2_other]) [open] please specify

Base: All respondents

Question type: Multiple

[TF3a] Thinking about fireworks displays this autumn (e.g. for Diwali, Bonfire night), which of the following apply to you? (Please select all that apply)

- <1> I attended/ will attend a public display
- <2> I attended/ will attend a private display hosted by someone else
- <3> I hosted/ will host a private display
- <944 fixed xor> None of the above

Base: All respondents

Question type: Multiple

[TF3b] And thinking about what you *usually* do for autumn firework displays (e.g. for Diwali, Bonfire night), which of the following apply to you? (Please select all that apply)

- <1> I usually attend public displays
- <2> I usually attend private displays hosted by someone else
- <3> I usually host a private display
- <944 fixed xor> None of the above

Base: All in fireworks section, will/ have hosted private fireworks display

Question type: Single

#Question display logic:

If [TF3a] - I hosted/ will host a private display is selected

Or If [TF3b] - I usually host a private display is selected

[if 3 in TF3a or 3 in TF3b]

[TF4] When purchasing fireworks for a private display, do you prefer to buy loud or quiet fireworks?

- <1> Strongly prefer loud
- <2> Slightly prefer loud
- <4> Slightly prefer quiet
- <5> Strongly prefer quiet

<977 fixed xor> Don't know
<944 fixed xor> Not applicable – Noise is not a consideration

Base: All in fireworks section

Question type: **Grid**

[TF5] Thinking about the last fireworks display you attended of each of the following types... Overall how safe, if at all, do you think the fireworks display was?

-[TF5_1] Organised public firework displays
-[TF5_2] Private firework displays

<1> Very safe
<2> Safe
<3> Not very safe
<4> Not safe at all
<977 fixed xor> Don't know/ can't recall
<944 fixed xor> Not applicable – I have never attended this type of display

Base: All in fireworks section, last public fireworks were unsafe

Question type: **Open**

#Question display logic:

if TF5_1 in [3,4]

[TF6] You previously said the last ****public firework**** display you attended was not safe...What about the display made it unsafe?

Base: All in fireworks section, last private fireworks were unsafe

Question type: **Open**

#Question display logic:

if TF5_2 in [3,4]

[TF6b] You previously said the last ****private firework**** display you attended was not safe...What about the display made it unsafe?

Base: All in fireworks section

Question type: **Single**

[TF7s] [IMAGE fireworks_new_png]

In the past 3 months, do you remember seeing any adverts about fireworks that were in this style?

<1> Yes
<2> No

#topic_inclusive

#Module display logic:

If [split_modules] - Topic_inclusive is selected [if 5 in split_modules]

Question type: *Text*

Moving on...

Base: All in inclusive design section

Question type: *Single*

[T11] Inclusive design is the design of mainstream products and/or services that are accessible to, and usable by, as many people as reasonably possible without the need for special adaptation or specialised design. When purchasing products, to what extent can you find products that you can use / operate easily?

- <1> Very easily
- <2> Easily
- <3> A bit difficult
- <4> Very difficult

Base: All in inclusive design section

Question type: *Grid*

[T12] Inclusive design is the design of mainstream products and/or services that are accessible to, and usable by, as many people as reasonably possible without the need for special adaptation or specialised design. To what extent do you agree or disagree with the following statements?

- [T12_1] Inclusive products are widely available
 - [T12_2] An inclusive product costs a lot more than non-inclusive products
-
- <1> Strongly agree
 - <2> Agree
 - <3> Neither agree nor disagree
 - <4> Disagree
 - <5> Strongly disagree

Base: All in inclusive design section

Question type: *Multiple*

[T13_m] Who do you think is responsible for ensuring products are designed so that they are usable to a wide range of UK consumers with differing needs? (Please select all that apply)

- <1> The manufacturer
- <2> The seller (if different from the manufacturer)
- <3> The government/ a regulator
- <4> The individual consumers
- <6> Standards bodies
- <5 fixed xor> All equally responsible
- <977 fixed xor> Don't know

#Module display logic:

If [split_modules] - Topic_magnets is selected [if 6 in split_modules]

Question type: *Text*

On a different topic...

Base: All in magnets section

Question type: *Grid*

[TM2] Thinking about the following types of toy, how concerned or not would you be that they are safe for a child under 5 to play with?

- [TM2_1] Board games
- [TM2_2] Doll/ action figure
- [TM2_3] Building blocks
- [TM2_4] Construction toys with magnetic pieces
- [TM2_5] Fidget toys with magnetic pieces
- [TM2_6] Magnetic desk toys

- <1> Very concerned
- <2> Concerned
- <3> Not very concerned
- <4> Not concerned at all
- <977> Don't know

Base: All in magnets section

Question type: *Multiple*

#row order: randomize

[TM1] In the past six months have you purchased any of the following that contain magnetic pieces?

- <1> Magnetic desk toys
- <2> Fidget toys
- <3> Children's construction toys
- <4> Magnetic piercings
- <955 fixed> Other magnetic items (open [TM1_other]) [open] please specify
- <994 fixed xor> Not applicable – I have not purchased any items that contain magnetic pieces in the past six months

Focus group topic guide

OPSS Tracker – Focus group discussion guide v3.0 – December 2020

Introduction (10 mins)

Hello and thank you for logging in this evening. I will be moderating the session for the next 90 minutes.

Today I'd like to talk about product safety. It is an informal session - I am here to hear your thoughts and opinions, so please be as open and honest as possible. Please do respect other people's opinions if they differ from your own.

The discussion tonight is on a secure website. The client – a government department – is observing the session as they are keen to hear from you first hand. They will be able to see what you write, as you write it – but don't feel restricted by this – they really do want to hear what you think!

On conclusion of the research, we will share anonymised transcripts with the client and will be writing a report using anonymised quotations from this group. At no point will we share your contact information with them, or any third party, unless you have provided consent for us to do so. YouGov strictly follow the MRS Code of Conduct and the relevant data protection regulations, including GDPR.

- To start with, briefly introduce yourself – telling me your age, location and occupation
- What have you got on your wish list for the festive season?

Attitude towards safety / product safety (20 mins)

- *Show 'product safety' on the whiteboard*
 - What comes to mind when you think about product safety? Do you associate product safety to anything / anyone? Probe on product safety issues in the media
- What does safety mean to you?
- Does your definition of safety change when you think about yourself vs others?
Moderator to probe on safety when it comes to children
- How do you determine whether a product is safe? Probe on any semiotic cues vs practical signals e.g. kite marks, 'knock off' goods
 - Should price have an impact on whether a product is safe or not?
- Has your perception of safety changed in recent years? Why so? Probe on Covid-19 and EU exit
 - Are you more or less concerned when it comes to product safety?

- Do you trust certain people / organisations less or more? Why so?
- How do you feel about the safety of new technology e.g. smart products and artificial intelligence? Why so? Why so?
- What does risk mean to you
 - Are you able to recognise risk? How so?
 - How do you assess the level of risk? How is / can risk be communicated to you?
 - Is any level of risk acceptable? Probe on if this differs when thinking about children
- Has your perception of risk changed in recent years? Why so? Probe on Covid-19 and EU exit
- What does a hazard mean to you? Does it differ to a risk? Why so?
- Are some hazards more tolerable than others? Why so?
 - Probe on whether there are any 'trade-offs' between price, risk / hazard and safety
- *Show 'inclusive design' on whiteboard*
- What, if anything, comes to mind when you think of inclusive design?
 - *Show definition - inclusive design is the design of mainstream products and/or services that are accessible to, and usable by, as many people as reasonably possible without the need for special adaptation or specialised design*
 - To what extent do you think that inclusively designed products and services are available to purchase? Probe on gaps in specific industries
 - How important is inclusive design? Why so?
 - Do you expect products which are designed inclusively will cost more? Why so?
 - Who is responsible for making products inclusive in their design? Probe on consumer design vs manufacturer / retailer responsibility

Experiences with products (20 mins)

- Please can you tell me about the last item you bought (excluding food, medicine and vehicles)? What was the item? Where did you buy it from and why did you buy it from that source?
- How do you feel about buying items online? How does it differ according to site? Why so?
 - How comfortable do you feel with the process? What makes you feel more / less comfortable with the process?
 - Do you think about product safety when deciding what to buy? Why so?
 - Do you have any concerns about product safety when buying online? Why so?
 - Has your attitude to buying items online changed in recent years? Why so? Probe on Covid impact
 - Has your behaviour to buying items online changed in recent years? Why so? Probe on if / how attitude impacts behaviour and vice versa

- What do you understand by the term online marketplace? *Show 'Online marketplace' on whiteboard then show definition. An online marketplace example could be eBay, Etsy or Amazon Marketplace (Amazon Marketplace is the online shopping network where other retailers can sell their products from the Amazon website)*
 - How do you feel about buying items from an online marketplace? How does it differ according to seller? Why so? Probe on how it differs from buying online
 - How comfortable do you feel with the process? What makes you feel more / less comfortable with the process?
 - Do you have any concerns about product safety when buying from an online marketplace? Why so?
 - Has your attitude to buying items from an online marketplace changed in recent years? Why so? Probe on Covid impact
 - Has your behaviour to buying items from an online market place changed in recent years? Why so? Probe on if / how attitude impacts behaviour and vice versa
- How do you feel about buying items from a second hand shop (offline)? How does it differ according to shop? Why so?
 - Have you recently bought anything second hand?
 - How comfortable do you feel with the process of buying second hand (offline)?
 - Do you have any concerns about product safety when buying from a second hand shop? Why so?
 - Has your attitude to buying items second hand changed in recent years? Why so?
 - Has your behaviour to buying items from a second hand shop changed in recent years? Why so? Probe on if / how attitude impacts behaviour and vice versa

Group 2 only (discuss product safety / recall issue)

- We understand from the survey you took part in that you have had a previous issue with product safety
 - Please can you tell us a bit about what happened, where did you buy the product from?
 - Did you register the product after you purchased it? Why / why not?
 - When did you notice there was an issue? What was the issue?
 - What impact did the issue have on you / your family? Probe on physical / psychological impact
 - What did you do after the issue occurred?
 - Was action taken or not? Why so? Probe on sense of apathy
 - How comfortable did you feel with the process? Did you know who to approach? Why so?

Regulation and responsibility (20 mins)

- Let's imagine you bought a product on Amazon Marketplace (show definition again for reference)...
 - Who do you think is responsible for maintaining the safety standards of that product? Why so?
 - How much responsibility should be put on an online marketplace to ensure goods sold by their sellers are safe?

- In general, who do you think is responsible for maintaining the safety standards of products? Why so?
 - *Show on whiteboard manufacturer / seller / regulator / consumer and ask participant to use the tick and cross function to select which organisations are responsible for safety standards*
 - How much responsibility does the individual have? Why so?
 - Does the government have a role here? Which department? Why so? Probe on importance of inclusivity within regulation

- How can organisations build trust with regards to product safety standards?
 - Which brands / retailers do you trust more / less? Why so?
 - What indicates trust for you? Why so? Probe on impact of previous experiences as well as experiences of family and friends
 - What type of organisations do you trust most? Why so? *Show list on whiteboard*
 - *The Office for Product Safety and Standards (OPSS)*
 - *Citizens Advice*
 - *The Department for Business, Energy and Industrial Strategy (BEIS)*
 - *Trading Standards*
 - *Ofcom*
 - *Which?*
 - *Competition and Markets Authority (CMA)*
 - *British Standards Institution (BSI)*

 - What type of organisations do you trust least? Why so? *Use the tick and cross function to select which organisations you trust*
 - Has this changed in recent years?
 - How do these organisations fit with recommendations / information from friends and family? Which influence you more? Why so?

- *Show 'regulation' on whiteboard*
- What comes to mind when you think about product regulation?
 - What items do you think are regulated? Why so?
 - How are they regulated? Who by?
 - How do you feel about regulation? How important do you think product regulation is? Why so?
 - Has your attitude towards regulation changed in recent years? Probe on EU Exit impact

This research is being conducted on behalf of the Office for Product Safety & Standards (OPSS)

- Do you know anything about OPSS and their work?
 - *Show on whiteboard: The Office for Product Safety and Standards (OPSS) was created in January 2018 to deliver consumer protection and to support business confidence, productivity and growth. They regulate a wide range of products with a focus on their safety and integrity. They work with local, national and international regulators, with consumer representatives and with businesses to deliver effective protections and to support compliance.*
 - Having read some more information about OPSS, what are your thoughts on their work and what their key priorities are / should be?
- What other areas do you think OPSS should prioritise in the short term?
 - Do you have any concerns at your local level?
- What other areas do you think OPSS should prioritise on in the longer term? Why so?
 - Do you have any concerns at your local level?
 - How would you like any policy changes to be made?

Conclusions (5-10 mins)

- Thinking about the future, how would you like changes in product safety policies to be communicated to you? Why so?
 - How would you like OPSS to communicate to you in the future? Why so?
- Do you have any other comments?

Thanks and close

Survey definitions and materials

Social grades

Social grades are a social classification which assigns every household a grade based on the occupation and employment of the chief income earner. There are six grades in total:

- A
- B
- C1
- C2
- D
- E

For the purposes of this report, the social grades are grouped into ABC1 and C2DE. ABC1 comprises the three highest socio-economic grades. C2DE comprises the three lowest socio-economic grades.

The definition of social grades is standardized and held by the MRS. More detail can be found [here](#).

Education levels

Throughout the analysis, respondents have been categorised into various education levels depending on the highest qualification they have attained. The category breakdowns are as follows:

High education level

- University or CNAA first degree (e.g. BA, B.Sc, B.Ed)
- University of CNAA higher degree (e.g. M.Sc, Ph.D)

Medium education level

- Completed recognised trade apprenticeship
- Advanced City and Guilds certificate
- ONC
- GCE A Level or Higher certificate
- Scottish Higher certificate
- Nursing qualification (e.g. SEN, SRN, SCM, RGN)
- Teaching qualification (not degree)
- University diploma

- Other technical, professional, or higher qualification

Low education level

- City and Guilds certificate
- CSE grade 1, GCE O Level, GCSE, School certificate
- CSE grades 2 to 5
- Scottish Ordinary/ Lower certificate
- Youth training certificate/ skills seekers
- Clerical and commercial qualifications
- No formal qualifications

Full list of eligible items for product registration

Only individuals who had purchased an eligible item within the last six months were asked about their experience (or lack) of the product registration process in the online or offline surveys. The full list of eligible items is as follows:

Electrical items

- Laptop/ tablet/ mobile phone
- Charger
- Speakers/ headphones
- Small kitchen appliance
- Electronic game/ console
- Vacuum cleaner
- Smart home device

Baby products

- Pushchair
- Cot
- Car seat
- Changing table
- Baby carrier
- Baby monitor

White goods

- Refrigerator/ freezer
- Extractor

- Washing machine/ combined washer/ dryer
- Tumble dryer
- Oven
- Dishwasher

Furniture

- Sofa/ armchair
- Bed
- Table/ side table
- Chest of drawers
- Wardrobe
- Outdoor furniture
- Home office furniture

Sports and leisure items

- *Indoor exercise equipment*
- *Bikes and accessories*
- *Gardening tools*
- *Camping equipment*
- *Sports equipment*

Face coverings/ masks

When asked to rate the relative efficacy of various types of face covering/ mask, four images were shown to respondents of the online survey in order to guide understanding of the differing types. Those images are provided below:

Face covering with PM2.5 filter insert



a

Valved cycle mask



Standard disposable face covering



KN95 face mask



Firework campaign example

Office for Product Safety & Standards

Check it before you light it

Using fireworks this year?

✓ Read all the safety warnings before you get started.



Office for Product
Safety & Standards



Staying safe with fireworks

**As the fireworks season approaches,
the night sky is lit up with
firework displays.**

With all the sparkle, it's easy to forget that fireworks can be dangerous if not used correctly and responsibly. This advice will help you keep people and nearby animals safe.





Office for Product Safety & Standards



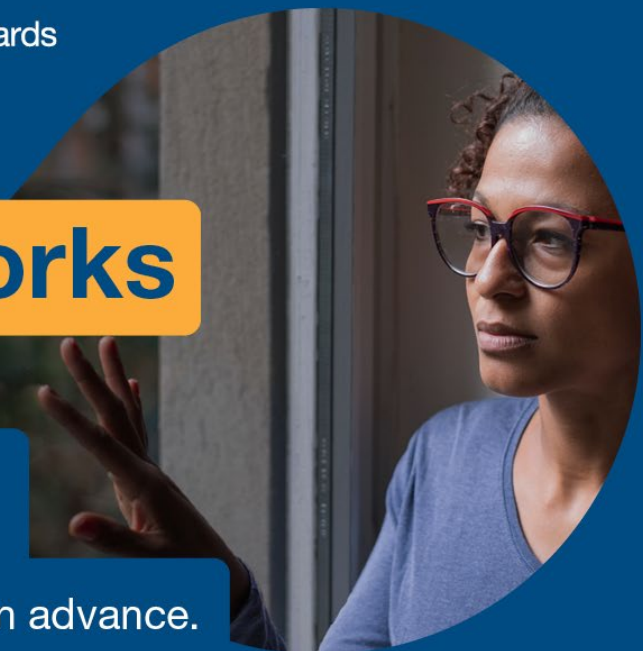
Fireworks aren't for everyone

Using fireworks at home?

- ✓ Keep pets safely indoors away from noise.



Office for Product Safety & Standards



Using fireworks at home?

Some people can be frightened by fireworks.

- ✓ Let your neighbours know in advance.

