



Department for  
Business, Energy  
& Industrial Strategy



Office for Product  
Safety & Standards

# Product Safety and Industry

Technical Annex

BEIS Research Paper



**OGL**

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# 1. Introduction

The Office for Product Safety and Standards (OPSS) commissioned IFF Research to conduct a research project to explore industry (non-consumer) attitudes to product safety in the UK. The research was conducted over two phases: a quantitative survey with 1,000 UK businesses and qualitative research in the form of in-depth interviews and a focus group to explore attitudes and perceptions in more detail. While this report focuses mainly on the quantitative research, a summary of the qualitative research methodology can be found in chapter 6.

## Research aims

Specifically, the objectives of the research were to:

- Investigate perceptions and attitudes towards product safety, and the product safety system;
- Identify the extent to which these perceptions and attitudes vary across different system actors; and
- Investigate the impact of emerging business models such as online platforms and technologies.

## 2. Sampling

Sample for the survey was provided by Market Location<sup>1</sup>. We obtained a total of 15,000 business records (1,000 for the pilot and 14,000 for the main phase of fieldwork), allowing for a 15:1 ratio of record to interviews required. The sample provided was at organisation level (rather than site level) which meant we could access the head office of larger organisations.

The survey was designed to be representative of UK-based manufacturers, distributors and wholesalers, retailers, repairers and installers. For the purpose of this report, these businesses will be referred to as 'in-scope' businesses. During the sampling process, 'in-scope' businesses were defined as those with Standard Industrial Classification (SIC) 2007 codes 13,14,22,26,27,21,31,95,46,47. Further screening was carried out at the start of the survey to ensure only in-scope businesses were spoken to, as discussed further in section 4.

To ensure the sample was representative of UK in-scope businesses whilst also providing sufficient base sizes for analysis, the sample profile for the mainstage survey was designed using a modified Probability Proportionate to Size (PPS) approach. This is a two-stage approach whereby:

- At sector level, half the sample was drawn down equally across the 3 sector groups, with the remainder distributed in proportion to the population.
- The process was then repeated within sector so that half the sample was distributed equally by size, and the other proportion to the size distribution within that sector.

**Table 1: Sample profile for pilot fieldwork**

Sector Group	Sole Traders	1-9 employees	10-49 employees	50-249 employees	250+ employees	Total
Manufacturers	176	84	54	45	41	400
Retail and distribution	151	112	55	42	40	400
Repair and installation	104	35	21	20	20	200
<b>Total</b>	431	231	130	107	101	1000

<sup>1</sup> This is a commercially available database of UK businesses.

**Table 2: Sample profile for mainstage fieldwork**

Sector Group	Sole Traders	1-9 employees	10-49 employees	50-249 employees	250+ employees	Total
Manufacturers	2464	1176	756	630	574	5600
Retail and distribution	2114	1568	770	588	560	5600
Repair and installation	1465	490	294	280	280 <sup>2</sup>	2800
<b>Total</b>	6034	3234	1820	1498	1414	14000

The sample was then cleaned and de-duped so that it contained no duplicate businesses and business information was in the right format to allow monitoring of business characteristics during fieldwork.

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<sup>2</sup> Full sample for 250+ employees was not available in the market location database. To account for this shortfall, records were selected from the next size band down (50-249 employees) to maintain total sector target.

### 3. Questionnaire development

A short pilot phase of fieldwork was conducted for the quantitative survey from 14th September to 18th September 2020. This comprised of 50 interviews, which were monitored for questionnaire flow and respondent understanding.

**Table 3: Completed interviews in pilot fieldwork**

Sector Group	Sole Traders	1-9 employees	10-49 employees	50-249 employees	250+ employees	Total
Manufacturers	4	1	3	1	1	10
Retail and distribution	8	9	4	1	1	23
Repair and installation	10	3	3	1	0	17
<b>Total</b>	22	13	10	3	2	50

Testing showed a concern for the length of the survey, which averaged during pilot fieldwork at 20.3 minutes<sup>3</sup>. This led to some questions being removed prior to mainstage fieldwork. Minor amends were also made to improve respondent understanding and to incorporate additional answer codes required. These changes were made in conjunction with BEIS.

The changes made from the original script can be seen below:

- A3 “Is your business an...importer / authorised representative” - removed
- Routing of A5 changed to retailers only
- Small description of OPSS added in after B1 if businesses were not sure of OPSS
- B3, question was changed from open text to a multicode question
- B5 “Is there anything you feel OPSS could be doing to further improve or encourage product safety in your industry?” - removed
- B8 description of Primary Authority Partnership removed
- C2, routing updated
- C3, new code added ‘To uphold good customer service’
- D1, two new codes added ‘Manufacturers’ and ‘Suppliers’
- E2, changed to single code, question wording adjusted to ask for primary reason business ensures product safety rather than any reason. Follow up question E3 “Of these, which is most important?” – removed.

<sup>3</sup> Target interview length was 15 minutes.

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- E4, new code added 'To keep up to date with rules and regulations'
  - Questions re-ordered in section G, questions on inclusivity and diversity moved to the end of the survey.

The pilot phase of fieldwork also sought to test the introduction to the survey and identify any issues engaging businesses to take part or reaching the correct person to speak to. Typically, respondents were found to be happy to take part in the research and no changes were needed to the reassurance text or email. Following feedback from interviewers during the pilot, amends were made to the survey introduction to make the scope of the survey clearer and to ensure that respondents felt this was relevant to them.

The final questionnaire used for the 2020 survey is included at the end of this report. It was structured as follows:

- Business profile;
- Business involvement with OPSS;
- Managing product safety;
- Product safety support and resources;
- Business product safety responsibilities; and
- Challenges and opportunities.



## 4. Fieldwork approach

### Mainstage fieldwork overview

Mainstage fieldwork ran between 27th September and 20th November 2020. A further 950 interviews were conducted, lasting an average of 17 minutes. All interviews were conducted by Computer Assisted Telephone Interviewing (CATI).

### Total completed interviews

Between the pilot and mainstage fieldwork a total of 1,000 interviews were conducted with in-scope UK businesses. Within scope businesses were defined as manufacturers, distributors and wholesalers, retailers, repairers and installers. Businesses operating exclusively in the food, pharmaceutical or motor vehicle sectors were excluded from scope. A breakdown of total completes by sector and size can be found in Tables 4, 5, 6 and 7. Standard error is shown based on the 'worst case scenario' of a response of 50%, at the 95% confidence level.

**Table 4: Target and achieved sample profile of manufacturers - by size**

Business type	Target	Achieved	Maximum Standard Error
<b>Total</b>	<b>400</b>	<b>375</b>	<b>±5.1 percentage points</b>
Manufacturer – Sole Traders	176	<b>132</b>	<b>±8.6 ppts</b>
Manufacturer – 1 to 9 employees	84	<b>95</b>	<b>±10.1 ppts</b>
Manufacturer – 10 to 49 employees	54	<b>75</b>	<b>±11.4 ppts</b>
Manufacturer – 50 to 249 employees	45	<b>65</b>	<b>±12.3 ppts</b>
Manufacturer – 250+ employees	41	<b>8</b>	<b>±37.0 ppts</b>
<b>Total</b>		375	

**Table 5: Target and achieved sample profile of retailers and distributors - by size**

Business type	Target	Achieved	Maximum Standard Error
<b>Total</b>	<b>400</b>	<b>407</b>	<b>±4.9%</b>
Retail and distribution – Sole Traders	151	<b>167</b>	<b>±7.6%</b>
Retail and distribution – 1 to 9 employees	112	<b>133</b>	<b>±8.5%</b>
Retail and distribution – 10 to 49 employees	55	<b>66</b>	<b>±12.2%</b>
Retail and distribution – 50 to 249 employees	42	<b>33</b>	<b>±17.3%</b>
Retail and distribution – 250+ employees	40	<b>8</b>	<b>±37.0%</b>
<b>Total</b>		407	

**Table 6: Target and achieved sample profile of installers and repairers - by size**

Business type	Target	Achieved	Maximum Standard Error
<b>Total</b>	<b>200</b>	<b>218</b>	<b>±6.7%</b>
Installers and repairers – Sole Traders	104	<b>109</b>	<b>±9.4%</b>
Installers and repairers – 1 to 9 employees	35	<b>45</b>	<b>±14.8%</b>
Installers and repairers – 10 to 49 employees	21	<b>27</b>	<b>±19.2%</b>
Installers and repairers – 50 to 249 employees	20	<b>35</b>	<b>±16.8%</b>
Installers and repairers – 250+ employees	20	<b>2</b>	<b>±98.0%</b>
<b>Total</b>		218	

**Table 7: Achieved sample profile of all businesses - by main business sector**

Sector	Achieved	Maximum Standard Error
Toys/baby products inc. infant clothing	52	±13.7%
Cosmetics	53	±13.6%
Clothing for persons aged 36 months+	262	±6.1%
Electronics (inc. emerging tech and AI)	292	±5.7%
Large white goods	44	±14.9%
Furniture / Soft furnishings	62	±12.5%
Homeware	46	±14.6%
Sport / Leisure items	76	±11.3%
Plumbing or heating components or systems	52	±13.7%

Sector information from survey responses. Only main (prompted) sectors shown in table. 'Other', 'Don't know' and 'Refused' were also available answer options.

## Gatekeepers and reassurances

As tested in the pilot phase, all interviews were conducted with the person in the business responsible for product safety. Reassurances were provided to respondents prior to the survey, including confirmation that data would be reported in a way that would not allow them or their organisation to be identifiable.

If after the first contact the respondent or gatekeeper wanted more information about the survey, a reassurance email was sent. This reassurance email included contact details for individuals working on the project both at IFF Research and OPSS, where respondents could direct any queries or verify the authenticity of the research. A copy of the reassurance email can be found in Appendix B.

## Response rate

Following IFF Research standard practice, a minimum of 10 attempts were made to contact an individual before a record is considered 'exhausted'.

The overall response rate for the survey was 22%, calculated as 'achieved interviews' as a proportion of all businesses called where a definite outcome could be reached.

**Table 8: Call outcomes**

	Total
Completed interviews	<b>1,000</b>
	<b>7%</b>
Refused / opt out	<b>1,416</b>
	<b>10%</b>
Number unobtainable	<b>1,581</b>
	<b>11%</b>
Not available during interviewing period	<b>763</b>
	<b>5%</b>
Active records at close (Records where a definitive call outcome had not been reached at end of fieldwork period e.g. call attempts went to voicemail or no answer)	<b>9,921</b>
	<b>67%</b>
Overquota (Records removed as target quota reached <sup>4</sup> )	<b>418</b>
	<b>3%</b>
<b>Total</b>	<b>14,800</b>

<sup>4</sup> A number of quotas were relaxed towards the end of fieldwork, resulting in more 'active' and fewer 'overquota' records at close.

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# 5. Analysis

## Coding

The survey contained open-ended questions, allowing respondents to offer any additional relevant codes. These responses were coded by IFF Research's in-house coding team and incorporated into the final SPSS data file.

Two types of coding were undertaken:

- Partial open-end questions: these questions offer respondents the opportunity to say 'other' and offer a response that is not covered by the pre-coded list of options that they are presented with; and
- Full open-ended questions: there were two full open-ended questions. One question was asked to those who interacted with Primary Authority Partnerships and the other was asked to respondents who reported they need further information and support to ensure compliance with product safety legislation. Responses to these questions were reviewed by the coding team and a code frame was created to group the types of responses given.

The research team carried out checks on both the code frame and quality assurance checks on the coding by the coding team.

## Weighting

To address any distortions caused by the sampling approach, interviews were weighted to the true profile of UK private sector businesses in scope for the survey (namely SIC 2007 codes 13,14,22,26,27,21,31,95,46,47). It is important to note that data was weighted to the population profile of these in-scope businesses and not to 'all UK businesses'.

A weighting matrix was developed that interlocked business sector and size. Weighted and unweighted counts are shown in Table 9.

**Table 9: Weighted and unweighted counts - by business type and size**

Business type	Unweighted	Weighted
Total	<b>1,000</b>	<b>1,000</b>
Retailer	243	536
Manufacturer	391	145
Installer	106	32
Distributor	184	251
Repairer	76	37
<b>Size</b>		
Sole (0)	244	609
Micro (1-9)	421	310
Small (10-49)	181	68
Medium (50-249)	124	11
Large (250+)	30	2
<b>Total</b>	1,000	1,000

Any weighting of survey data produces a design effect as a result of adjusting the dataset to be representative of the underlying population. Therefore, the sampling errors shown in Table 4 – 7 are approximations only.

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# 6. Qualitative phase

## Methodology

A scoping phase of qualitative research was carried out in December 2019 and January 2020 comprising of six in-depth interviews with representatives from trade associations and other related industry bodies.

Mainstage qualitative research encompassed 86 depth interviews with a range of organisations (outlined in table 10) and a focus group carried out with manufacturers. Mainstage qualitative research took place between January 2020 and November 2020 and was for paused for a period (between April 2020 and September 2020) due to the Coronavirus (COVID-19) pandemic.

## Sampling and recruitment

Sample for the focus group with manufacturers and the majority of in-depth interviews detailed in table 10 was sourced from Market Location database. Additional sample was created through desk research ('freefind sample') to target legal firms and insurers specialising in product safety, as these could not easily be identified by the records provided by Market Location. Eligibility was determined through responses to a short telephone screener survey, with businesses providing the following answers being eligible:

- Be responsible for product safety or making product safety decisions
- Not working in the legal department (unless in 'legal firm' business type)
- Be involved in product safety as a retailer, manufacturer, installer, distributor/wholesaler, legal firm, risk / health and management, insurance
- Operate in a target sector, namely; large white goods, small electronics, toys, cosmetics, baby products, AI and emerging technology, clothing for persons aged 36 months or older (businesses only).

Product safety consultants and local authority contacts were obtained through recommendations and referrals from OPSS. These respondents were known by OPSS to already be in scope for the qualitative research and therefore did not require telephone screening.

During recruitment, efforts were made to ensure there was a good mix of businesses by region, size and sector.

As part of the mainstage qualitative interviews a total of 86 in-depth interviews were completed across a range of organisations, detailed in Table 10.

**Table 10: Completed qualitative interviews by business type**

Business type	Target	Achieved
<b>Total</b>	<b>86</b>	<b>86</b>
Retailer	20	18
Manufacturer	20	20
Installer	10	12
Distributor	10	11
Repairer	4	4
Insurer	6	5
Legal Firm	6	6
Risk Management/Product Safety Consultant	6	6
Local Authorities	4	4
<b>Total</b>	<b>86</b>	<b>86</b>

## Fieldwork

All interviews were carried out by members of the IFF research teams or IFF senior interviewers, experienced in carrying out interviews among business audiences. Each interview took between 45 minutes and 1 hour 30 minutes to complete.

## Incentive

To thank participants for their time, each teledepth participant was compensated with £50. Each participant attending a focus group was compensated with £70. Participants had the option of receiving the payment via PayPal, Amazon e-voucher, or through a charity donation of their choice.

## Topic guide

All topic guides were developed in collaboration with OPSS. The topic guides varied slightly for different organisation types to ensure that all questions were relevant. The topic guide used for interviews with manufacturers can be found in appendix C. All topic guides were structured around the following themes:

- **Introduction and reassurances** (3 mins) – including reassurance about confidentiality.



- 
- **General awareness** (10 mins) – an overview of the respondents role and awareness of OPSS
  - **Industry specific product safety** (15 mins) – how their industry manages product safety, including detail around product registration and recalls. Detail about interaction with key bodies and local authorities in relation to product safety.
  - **Roles and responsibilities** (5 mins) – which organisations are responsible for product safety in their industry and what responsibility their own organisation has.
  - **Challenges and opportunities** (15 mins) – investigation of the key challenges and future opportunities relating to product safety in their organisation and the wider industry, including prompts around impact of online marketplaces and counterfeit goods. The end-to-end process was also discussed in this section, including how well different actors in the system work together to ensure product safety and what additional support is needed.

## Analysis framework

Each interview was summarised in an Excel analysis framework. The analysis framework was structured around the topic guide content, with each row corresponding to a participant.

All framework entries were reviewed by the Research Manager to ensure level of detail and quality of the summaries, as well as to maintain anonymity of participants.

# Appendix A. Survey Questionnaire

A1. First of all, I'd like to ask you a bit about your business.

Which of these would best describe your business function?

MULTICODE. READ OUT.

Retailer	1	
Manufacturer	2	
Installer	3	
Distributor / Fulfilment Centre / Wholesaler	4	
Repairer	5	
DO NOT READ OUT: None of these	6	THANK AND CLOSE
DO NOT READ OUT: Refused	7	THANK AND CLOSE

ASK IF A1 = MORE THAN ONE FUNCTION BETWEEN 1-5 SELECTED

A2. And which of these describes your primary business function?

SINGLE CODE. READ OUT

[IF A1=1] Retailer	1	
[IF A1=2] Manufacturer	2	
[IF A1=3] Installer	3	
[IF A1=4] Distributor / Fulfilment Centre / Wholesaler	4	
[IF A1=5] Repairer	5	
DO NOT READ OUT: Refused	6	THANK AND CLOSE except where A1=3

DUMMY VARIABLE FOR FUNCTION DO NOT ASK (SINGLE CODE)

Retailer	1	IF A2=1
Manufacturer	2	IF A2=2
Installer	3	IF A1=3 [if participant selects a1=3 as well as another code at a1, and then fails to select installer at a2 (a2=3), they will still be allocated to installer group]
Distributor / Fulfillment Centre/Wholesaler	4	IF A2=4
Repairer	5	IF A2=5

ASK ALL

A4. What type of products does your company [IF A2DUM=1 sell] [IF A2DUM=2 manufacture] [IF A2DUM=3 install] [IF A2DUM=4 sell or distribute] [IF A2DUM= 5 repair]?

PROMPT IF NECESSARY. MULTI CODE

Toys/baby products inc. infant clothing	1	
Cosmetics	2	
Clothing for persons aged 36 months+	3	
Electronics (inc. emerging tech and AI)	4	
Large white goods	5	
Furniture / Soft furnishings	6	
Homeware	7	
Sport / Leisure items	8	
Plumbing or heating components or systems	15	
Food	9	THANK AND CLOSE IF ONLY CODES 9-11 SELECTED
Pharmaceuticals	10	
Cars / Motor vehicles	11	

Other (please specify)	12	
Don't know	13	
Refused	14	

RETAILERS ONLY (A2DUM = 1)

A5. Do you sell the majority of your products in-store or online?

SINGLE CODE. READ OUT.

In-store	1	
Online	2	
Both	3	
Don't know	4	SINGLE CODE
Refused	5	SINGLE CODE

ASK ALL

B1. Which of the following statements most closely applies to your awareness of the Office of Product Safety and Standards (OPSS)?

SINGLE CODE. READ OUT

I have heard of OPSS and have interacted with them within the last 12 months [IF NEEDED: e.g. I have contacted them for advice or they have contacted me about my business]	1	
I have not directly interacted with OPSS but have used their guidance in the last 12 months [IF NEEDED: e.g. used OPSS documentation or guidelines]	2	
I have heard of OPSS but have not interacted with them or used their guidance within the last 12 months	3	
I haven't previously heard of OPSS	4	
DO NOT READ OUT: Don't know	5	
DO NOT READ OUT: Refused	6	

IF B1=4

B1A. IF NECESSARY: OPSS is the national regulator for all consumer products, except for vehicles, medicines and food, with a focus on product safety and integrity.

IF INTERACTED WITH OPSS WITHIN THE LAST 12 MONTHS (B1=1)

B2. For what reasons has your business interacted with OPSS in relation to product safety?

MULTI CODE. PROMPT IF NECESSARY.

To report a dangerous or faulty product on the market	1	
To report a counterfeit product on the market	2	
To receive advice on complying with product safety legislation	3	
To receive advice regarding the appropriate use of standards with regard to product safety	4	

To receive other advice or guidance (please specify)	5	
Anything else (please specify)	6	
Don't know	7	
Refused	8	

IF HEARD OF OPSS (B1=1,2,3)

B3. What do you understand the role of the OPSS to be?

MULTICODE. DO NOT READ OUT.

To set guidelines for best practice relating to product safety	2	
To ensure that guidelines and standards are met by businesses	3	
To help businesses understand safety legislation	4	
To ensure products are safe for consumers to use	5	
To check the standard of imported products	6	
Something else (please specify)	7	
Don't know	8	
Refused	9	

IF INTERACTED WITH OPSS OR USED THEIR GUIDANCE WITHIN THE LAST 12 MONTHS (B1=1,2)

B4. Thinking about the dealings you have had with OPSS in the past 12 months, I'd like you to tell me to what extent you agree or disagree with each of the following statements.

SINGLE CODE PER ROW. READ OUT ROWS

	Strongly disagree	Tend to disagree	Neither agree nor disagree	Tend to agree	Strongly agree	DNRO: Don't Know	DNRO: Refused
_1 OPSS provides advice and guidance that helps my business to comply with product safety legislation	1	2	3	4	5	6	7
_2 Guidance published by OPSS is easy to locate	1	2	3	4	5	6	7
_3 I have confidence that I can rely on the advice and guidance OPSS provides	1	2	3	4	5	6	7
_4 OPSS is easily contactable	1	2	3	4	5	6	7
_5 OPSS understands my business well enough to provide advice that is tailored to my circumstances	1	2	3	4	5	6	7
_6 I feel I have sufficient opportunities to engage with OPSS about their work and future strategy	1	2	3	4	5	6	7
_7 OPSS has mechanisms in place which enable me to inform and challenge their approach	1	2	3	4	5	6	7

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ASK ALL

B6. Has your business interacted with any Local Authorities regarding product safety issues?

SINGLE CODE

Yes	1	
No	2	
Don't know	3	

IF INTERACTED WITH LOCAL AUTHORITIES (B6=1)

B7. For what reasons has your business interacted with Local Authorities in relation to product safety?

MULTI CODE. READ OUT

To report a dangerous or faulty product on the market	1	
To report a counterfeit product on the market	2	
To receive advice on complying with product safety legislation	3	
To receive advice regarding the appropriate use of standards with regard to product safety	4	
To receive other advice or guidance (please specify)	5	
My business has been audited / inspected by the local authority	6	
Anything else (please specify)	7	
DO NOT READ OUT: Don't know	8	
DO NOT READ OUT: Refused	9	

ASK ALL

B8. Do you have a Primary Authority partnership?



SINGLE CODE

INTERVIEWER INSTRUCTION: ONLY READ THE DEFINITION OF PRIMARY AUTHORITY PARTNERSHIP IF ASKED. IF THEY DO NOT KNOW WHAT A PRIMARY AUTHORITY PARTNERSHIP IS AND ASK FOR A DEFINITION, GIVE DEFINITION BUT STILL CODE RESPONSE AS DON'T KNOW

PRIMARY AUTHORITY PARTNERSHIP: A LEGAL PARTNERSHIP BETWEEN A BUSINESS AND ONE LOCAL AUTHORITY, WHICH PROVIDES ASSURED AND TAILORED ADVICE ON COMPLYING WITH ENVIRONMENTAL HEALTH, TRADING STANDARDS OR FIRE SAFETY REGULATIONS THAT OTHER LOCAL REGULATORS MUST RESPECT.

Yes (please specify)	1	
No	2	
Don't know	3	

ASK IF B8 = 1

B9. For what reasons does your business interact through the Primary Authority partnership in relation to product safety?

WRITE IN		
Don't know	1	

ASK ALL

B10. Which of the following statements most closely applies to your awareness of Publicly Available Specification (PAS) 7100: Code of Practice on consumer product safety related recalls and other corrective actions?

SINGLE CODE. READ OUT

I haven't heard of it	1	
I have heard of it but I have not used it	2	
I have heard of it but it has never been applicable	3	

I have heard of it and I have used it	4	
DO NOT READ OUT: Don't know	5	
DO NOT READ OUT: Refused	6	

ASK IF HAVE USED PAS 7100 (B10 = 4)

B11. And how useful did you find the PAS 7100 Code of Practice?

READ OUT. SINGLE CODE

Extremely useful	1	
Very useful	2	
Moderately useful	3	
Slightly useful	4	
Not at all useful	5	
Don't know	6	

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ASK ALL

C1. I am now going to ask you a few questions about how your organisation manages product safety.

I am going to read out a list of statements, and I would like you to answer yes or no as to whether the statement is applicable to you or your organisation. Do you or your organisation...

MULTI CODE. READ OUT

[IF A2DUM = 1,2,4] Carry out internal audits or checks on the safety of our products	1	
[IF A2DUM = 1,2,4] Commission external companies (e.g. testing houses) to carry out product safety checks	2	
[IF A2DUM = 1,2,4] Hold documentation relating to product safety standards / testing such as technical files or test certificates	3	
[IF A2DUM = 1,2,4] Have a designated person or department responsible for product safety	4	
Encourage consumers to register their products	5	
Assist / would assist in reporting faulty or counterfeit goods to the required authorities	6	
Assist / would assist with product recalls in the event of a recall	7	
DO NOT READ OUT: Don't know	8	
DO NOT READ OUT: Refused	9	

IF ENCOURAGE CONSUMERS TO REGISTER PRODUCTS (C1 = 5)

C2. You mention that your business encourages consumers to register their product. How do you do this?

MULTI CODE. DO NOT READ OUT

Label on product	1	
Leaflet in packaging	2	
Contact customer after sale via phone	3	

Contact customer after sale via email	4	
[IF A5=2,3] At point of sale online	5	
[IF A5=1,3] Prompt consumer at point of sale in-store	6	
Other (specify)	7	
Refused	8	

IF ENCOURAGE CONSUMERS TO REGISTER PRODUCTS (C1 = 5)

C3. Why does your business encourage consumers to register their products?

MULTI CODE. DO NOT READ OUT

In order to activate a warranty	1	
To collect details for marketing	2	
For product safety reasons e.g. faulty products or product recall	3	
To uphold good customer service	4	
Other (specify)	5	
Refused	6	

ASK ALL

D1. What sources of information do you use when ensuring you are complying with product safety obligations?

MULTI CODE. READ OUT

DS – ROTATE OPTIONS

Office of Product Safety and Standards (OPSS)	1	
Local authorities	2	
Primary Authority	3	
External consultants	4	
Professional trade bodies	5	
Colleagues	6	
Manufacturers	14	
Suppliers	15	
Other trade professionals	7	Do not rotate
Online search	8	
Other media (e.g. news)	9	Do not rotate
Other (specify)	10	Do not rotate
DO NOT READ OUT: Don't know	11	Do not rotate
DO NOT READ OUT: None of these	12	Do not rotate
DO NOT READ OUT: Refused	13	Do not rotate

IF MORE THAN 1 SOURCE OF INFORMATION USED AT D1

D2. Of these, which is most useful?

SINGLE CODE. READ OUT

SHOW OPTIONS SELECTED AT D1	1	
DO NOT READ OUT: Don't know	2	
DO NOT READ OUT: Refused	3	

ASK ALL

D3. To what extent do you agree or disagree with the following statement: 'I have all the support and guidance I need within my organisation to ensure that products we [IF A2DUM=2] manufacture [IF A2DUM=1] sell [IF A2DUM=3 OR 5] install [IF A2DUM=4] distribute are safe'?

SINGLE CODE. READ OUT.

Strongly Agree	1	
Somewhat agree	2	
Neither agree nor disagree	3	
Somewhat disagree	4	
Strongly disagree	5	
DO NOT READ OUT: Don't know	6	
DO NOT READ OUT: Refused	7	

ASK IF DISAGREE (D3 = 4 or 5)

D4. What further information or support do you need to ensure your business is compliant with product safety standards?

WRITE IN		
Don't know	1	
Refused	2	

ASK ALL

E1. In your industry, who is most responsible for...

INTERVIEWER INSTRUCTION: Prompt for one answer per row if possible (multiple allowed)

MULTI CODE. READ OUT

	The consumer	Retailer	Manufacturer	Repairers and Installers	Local Authorities	Government	DNR O: Don't Know	DNRO : Refused
_1 Setting Product Safety standards	1	2	3	4	5	6	7	8
_2 Ensuring these standards are upheld	1	2	3	4	5	6	7	8
_3 Resolving product safety issues when they arise	1	2	3	4	5	6	7	8

E2. Other than to make sure nobody is harmed, what is the primary reason your business ensures high levels of product safety standards?

SINGLE CODE. DO NOT READ OUT

We are accountable/ responsible if there is a product safety issue	1	
It is a legal requirement for us to uphold these standards	2	
To maintain a good business reputation	3	

To ensure customer loyalty	4	
Our customers pay a premium for safer / more rigorously tested products	5	
Other (specify)	6	
Not applicable / No responsibility to ensure standards	7	
Don't know	8	SINGLE CODE
Refused	9	SINGLE CODE

E4. What challenges does your business face regarding product safety compliance?

MULTI CODE. DO NOT READ OUT

Too many guidelines	1	
Not sure which requirements we need to meet in order to be compliant	2	
Advice is too costly	3	
Training is too costly	4	
There is not enough time	5	
We do not have any responsibility to ensure product safety standards	6	
Insufficient or no guidance for my type of business/industry	7	
Keeping up to date with rules and regulations	12	
Other (specify)	8	
No challenges / barriers	9	
DO NOT READ OUT: Don't know	10	
DO NOT READ OUT: Refused	11	

ASK ALL

F1. What do you think are the biggest challenges to ensuring product safety within your industry?



MULTI CODE. DO NOT READ OUT

Changes/uncertainty around product safety standards following UK exit from the EU	1	
Growth of online marketplaces	2	
Increase in imported goods	3	
Increase in counterfeit goods on the market	4	
Lack of clarity around current standards	5	
Lack of expertise in the field	6	
Increase in cheap competition	7	
Not enough resource within trading standards to audit / enforce current standards	8	
Other (specify)	9	
There are no challenges	10	
Don't know	11	
Refused	12	

ASK ALL

F2. And what do you think works well to ensure product safety within your industry?

MULTI CODE. DO NOT READ OUT

Sharing of information between businesses and other organisations around product safety	1	
Improvements in technology reducing the risk of a product safety incidents	2	
A good framework of product safety legislation in the UK	3	
Local / national government support	4	
Advice / support from Primary Authority	5	
Advice / support from trade bodies	6	
Other (specify)	7	

Nothing works well	8	
Don't know	9	
Refused	10	

ASK ALL

G1. Finally, we just have a few further questions to ask you about your business. This is to understand a little more about your business and the businesses we have spoken to in the survey.

How many employees (full time equivalents) does your company currently employ across all sites in the UK?

ADD IF NECESSARY: If you are not able to provide the exact figure, a rough estimate is fine.

INTERVIEWER NOTE: PLEASE DO NO INCLUDE TEMPORARIES/CASUALS OR AGENCY STAFF

EXCLUDE SELF-EMPLOYED

EXCLUDE OWNERS/PARTNERS, BUT OTHER DIRECTORS COUNT AS EMPLOYEES

WRITE IN		
Don't know	1	PROMPT WITH RANGES

IF DON'T KNOW EXACT NUMBER OF EMPLOYEES (G1=1)

G2. Which of the following do you think provides the best estimate for the number of employees your company currently employs across the UK?

SINGLE CODE

None – sole trader	1	
1 – 9	2	
10 – 49	3	

50 - 249	4	
250 or more	5	

ASK ALL

G3. Does your business have a diversity and inclusion strategy?

SINGLE CODE. DO NOT READ OUT

Yes	1	
No	2	
Don't know	3	

ASK ALL

G1A. How inclusive is your industry? Please answer on a scale of 0 to 10, where 0 is not inclusive at all and 10 is very inclusive.

IF NEEDED: Inclusivity means a work environment in which all individuals are treated fairly and respectfully, have equal access to opportunities and resources, and can contribute fully to the organisation's success

PLEASE SELECT ONE OPTION ONLY

0 – not inclusive at all	1	
1	2	
2	3	
3	4	
4	5	
5	6	
6	7	
7	8	
8	9	
9	10	
10 – very inclusive	11	

Don't know	12	
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ASK ALL

G3. Thank you very much for taking the time to speak to us today. Would you be willing for us to call you back regarding:

MULTICODE 1 AND 2. READ OUT.

This particular study – if we need to clarify any of the information	1	
Other research studies which may be relevant to you	2	
Neither of these	3	EXCLUSIVE. DNRO.

IF CONSENT TO RECONTACT (G4=1,2)

G4. And could I just check, is [NUMBER] the best number to call you on?

Yes	1	
No - write in number	2	

ASK ALL

THANK RESPONDENT AND CLOSE INTERVIEW

Finally, I would just like to confirm that this survey has been carried out under IFF instructions and within the rules of the MRS Code of Conduct. Thank you very much for your help today.

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# Appendix B: Reassurance email

ID: 10249/[IFF\_ID]

Dear Sir or Madam,

The Department for Business, Energy and Industrial Strategy (BEIS) has commissioned IFF Research, an independent market research company, to survey UK businesses to gain further insight into the current product safety system. Participating in this survey gives you the opportunity to provide feedback on your experience of product safety within industry, what works well and what key challenges businesses like yours face, helping to strengthen the evidence base for future product safety policy.

Any information you provide will be treated in strictest confidence, and the answers you give will not be attributed to you or your organisation in our reporting, without your consent. IFF research follow the MRS Code of Conduct rules and GDPR data laws. If you would like further information on how IFF handles and processes personal data, as well as information on your rights under data protection regulations to access your personal data, withdraw consent, or object to the processing of your personal data you can visit: [www.iffresearch.com/GDPR](http://www.iffresearch.com/GDPR)

We understand these are challenging times for businesses to operate as normal and should you want to participate in this research, we are happy to accommodate you. If you have any queries concerning the survey, would like to arrange a suitable time to take part, or would like to opt out please contact Isabel Willis at IFF Research, by emailing [productsafetysurvey@iffresearch.com](mailto:productsafetysurvey@iffresearch.com) or by calling 0207 250 3035. Please remember to quote your reference number 10249/[IFF\_ID]

We look forward to speaking with you,

Kind regards,

Isabel Willis

Senior Research Executive

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# Appendix C: Topic guide (manufacturers)

## A Introduction (3 mins)

Interviewer and IFF introduction – thank you for agreeing to take part.

Background to the research: IFF Research is an independent market research company and we are conducting research on behalf of the Office for Product and Safety Standards (OPSS) to help understand attitudes and perceptions towards the product safety system. This research will help to highlight where the product safety system is working well, and where it could benefit from improvement.

This interview will focus on your views on: your general awareness of the product safety system, product safety specific to the industry in which you work, your roles and responsibilities and the challenges and opportunities you face around product safety.

- As you are already aware, the interview will take around 30-45 minutes depending on the answers given.
- But, before we begin, I just need to read out a quick statement based on GDPR legislation.
- If there are any questions you don't know the answers to, that's fine – just let me know and we'll move on.
- You don't have to answer every or any of the questions. You are welcome to skip any questions and to stop the interview at any point of time, that's fine – just let me know and we'll move forward.
- Everything you say will be treated with the strictest confidence. If we use any comments that could potentially disclose who you are, we would check with you on how best to proceed before including these in any reporting.
- We'll be keeping your anonymised responses to the interview for analysis purposes and if you'd like a copy of your data, to change your data, for your data to be deleted or to lodge a complaint, then please follow the process outline on our webpage at <http://www.iffresearch.com/gdpr/>.
- **MUST READ OUT:** In order to guarantee this, and as part of our quality control procedures, all interviews are recorded automatically.
- **MUST READ OUT:** We will keep your data for a period of six months after this interview, at which point it will be destroyed. The recording will be stored on an encrypted area of our server at IFF and only researchers on the project and IFF's in-house quality assurers will have access to it.

Is that OK?

If you wish to change or delete any of your responses after the interview, please contact Shannon Earl from the OPSS research team at IFF Research. Would you like to take down her contact details?

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[IF YES: Interviewer to read out phone no: 020 7250 3035]

## **B General Awareness (10 min)**

To start with, I'd like to understand a bit more about your role

B1 Could you confirm your job title?

- Job role and key responsibilities
- Length of experience in current role
- Length of experience in industry / sector

The next few questions will be about the product safety system in your industry.

B2 What key guidelines and processes are in place in your industry to ensure product safety?

PROBE:

- Who are the key bodies involved?

B3 Are you aware of the Office for Product & Safety Standards (OPSS)?

- What do you understand the role of the OPSS to be?
- What impact do the OPSS guidelines / policies have on your industry?

## **C Industry Specific Product Safety (15 mins)**

This section will explore the product safety specific to the industry you work in, how it is managed, and the interactions you may have with local authorities.

C1 Can you describe how your industry typically manages product safety?

- How do the different players / organisations in the industry interact to ensure product safety?
- What actions does your industry take if a product on the market is found to be unsafe?

C2 How does your industry typically manage risk?

- How is product safety considered in the design process within your industry?
- What other processes are typically in place to manage product safety / mitigate risk?

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C3 Is your industry involved with product registration?

- How does product registration impact your industry?
- Does your industry encourage consumers to register their products? IF YES: how?
- What are the benefits and challenges of consumers registering their products?

C4 Is your industry involved with product recalls?

- What is the typical process when a product is recalled?
- [IF TIME REMAINING, 2 MINS MAX] Have you undertaken a product recall? IF YES: what was the scale of the exercise? Who was involved? What worked well? What were the challenges?
- Are there particular guidelines your industry uses regarding product recalls? IF YES: What are they? How are they used?
- Are you aware of PAS 7100? IF YES: is this useful? How could this be improved?

C5 Do organisations in your industry interact with the guidance of the British Standards Institution, the UK Accreditation System (UKAS) or the Chartered Trading Standards Institute?

- In your opinion how well are these standards upheld in your industry?

C6 What type of interactions does your industry have with local authorities?

- How does your industry interact with local authorities to ensure product safety?
- Are there any Primary Authority partnerships?
- What impact do these have on product safety? Perceived benefits / challenges

## **D Roles and Responsibilities (5 min)**

D1 Who do you think is responsible for ensuring product safety in your industry?

- Why do you think they are responsible?
- Do they take up/accept this responsibility? [IF YES: What actions do they take?]
- Is there anybody else?

## **E Challenges and Opportunities (15 min)**



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I'd now like to talk about your views on the challenges and opportunities around product safety systems.

E1 What is your view on product safety in your industry?

- Do you think it works well / not well? Why?
- What are the key concerns regarding product safety in your industry?
- Are there any gaps in the product safety system in your industry? Please describe
- IF THERE ARE GAPS: How could these gaps be improved? Who should be tasked with ensuring that these gaps are closed?

E2 Do you feel like organisations within your industry have the resources and support to ensure that high standards of product safety are upheld?

- IF YES: What resources/support is most useful?
- IF NO: What additional resource/support is needed?
- Is there any additional guidance or guidelines that would be useful?

E3 Has the growth of online markets impacted product safety in your industry?

- What are the product safety challenges associated with the growth of online markets, if any?
- [If applicable] What safety checks are carried out during purchase of manufacturing parts or products from online vendors?
- [If applicable] How is product safety controlled when consumers use online platforms to purchase your goods? What about online marketplaces such as Amazon? What about peer trading platforms such as Ebay?

E4 To what extent do counterfeit goods pose a risk to product safety in your industry?

- What processes are in place to prevent counterfeit goods from entering the market?
- What are the challenges associated with controlling counterfeit goods?
- What are the key product safety risks associated with counterfeit goods?
- What is the scale of this issue?

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E5 What about at other phases of process, outside of the manufacturing part e.g. the retailing, distribution or installing elements of getting the final good/s to end-consumers. Do you feel that these areas of the process have enough resource and support to ensure high standards of product safety in your industry?

- IF YES: What resources/support is most useful?
- IF NO: What additional resource/support is needed?
- Is there any additional guidance or guidelines that would be useful?

E6 Thinking about the future, what key challenges do you foresee regarding product safety in your industry?

E7 And what opportunities do you foresee?

## **F Summary and wrap-up (2 mins)**

F1 Is there anything else you'd like to add about the product safety systems?

F2 Thank you very much for taking the time to speak with me today. Would you be willing for us to call you back if we need to clarify any information?

IF CONSENT TO RECONTACT

F3 And could I just check, is the number that I called you on today the best number to reach you?

F4 To say thank you for taking part in this research, we would like to either make a £50 charity donation on your behalf to a charity of your choice. Which of these options would you like to choose?

IF F4 = AMAZON VOUCHER OR PAYPAL PAYMENT

F5 Please could you provide me with your email address?

*WRITE IN EMAIL ADDRESS*

IF F4 = CHARITY DONATION

F6 Please could you nominate a charity, and if necessary, provide an address?

*WRITE IN NAME OF CHARITY AND ADDRESS IF APPLICABLE*

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Just to confirm, we'll be keeping your anonymised responses to the interview for analysis purposes. If you wish to change or delete any of your responses after the interview, please contact Shannon Earl from the OPSS research team at IFF Research. Would you like to take down her contact details?

[IF YES: Interviewer to read out phone no: 020 7250 3035]

IF NEEDED: You also have a right to lodge a complaint with the Information Commissioners Office (ICO) and you can do so by calling their helpline on 0303 123 1113.

Finally, I would just like to confirm that this interview has been carried out under IFF instructions and within the rules of the MRS Code of Conduct. Thank you very much for your help today.

THANK RESPONDENT AND CLOSE INTERVIEW