



Department for
Business, Energy
& Industrial Strategy



Office for Product
Safety & Standards

OPSS Public Attitudes Tracker: Wave two technical report

January 2023

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 second wave of OPSS Public Attitudes Tracker (PAT). The main findings are based on a representative sample of 10,296 people from across the United Kingdom (UK) collected through online research methods. Fieldwork was conducted between 17th May to 15th June 2021. The survey builds on the first wave of the PAT, for which the total sample size was 10,230 UK adults with fieldwork conducted between 17th to 30th November 2020. The approach and methodology for the online surveys was kept consistent between wave one and wave two of the PAT to facilitate comparison.

An additional telephone survey of people who are very low or non-internet users was conducted in parallel with each online survey. In wave two, total sample size was 251 UK adults with fieldwork conducted between 3rd to 28th June 2021. The total sample size for wave one's offline survey was 512 UK adults with fieldwork conducted between 23rd November and 12th December 2020.

For wave two, three text-based online focus groups were conducted with online survey participants after the close of the fieldwork. Groups were split by age (18 to 34, 35 to 60, 61+) and included a mix of genders, ethnicities, social grades, and locations. In wave one, two text-based focus groups were conducted split by experience of a safety issue.

Full details of each stage in wave one can be found in wave one's technical report.

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 (within the agreed quotas) 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 for wave two

Variable	Unweighted N	Weighted N	Weighted %
Age			
18 to 24	1190	1159	11%
25 to 34	1781	1715	17%
35 to 44	1725	1783	17%
45 to 54	1837	1783	17%
55 to 64	1523	1397	14%

Variable	Unweighted N	Weighted N	Weighted %
65 to 74	1248	1367	13%
75+	992	1092	11%
Gender			
Male	4770	4996	49%
Female	5526	5300	51%
Region			
North East	417	422	4%
North West	1113	1133	11%
Yorkshire and the Humber	848	844	8%
East Midlands	742	752	7%
West Midlands	893	906	9%
East of England	967	958	9%
London	1385	1349	13%
South East	1448	1411	14%
South West	859	885	9%
Wales	483	494	5%
Scotland	861	855	8%
Northern Ireland	280	288	3%
Social grade			
AB	2573	2883	28%
C1	3041	2986	29%
C2	1941	2162	21%
DE	2561	2265	22%
Ethnicity			
White British	9167	9060	88%
BAME	1129	1236	12%
Education level			
Low	2126	2796	27%
Medium	4026	4277	42%
High	4144	3224	31%
Total	10296	10296	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 251 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 for wave two

Variable	Unweighted N
Age	
18 to 64	9
65+	234
Educational attainment	
Low	147
Medium	72
High	32
Gender	
Male	97
Female	153
Total	251

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 PAT 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 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: Product purchasing
CORE: Experience of product safety issues
CORE: Experience of product recalls
CORE: Experience of product registration
Topical: Online purchasing
Topical: Kitemarks and e-labelling
Topical: Furniture labelling
Topical: Magnet safety
Topical: Circular economy
Topical: Smart products
Topical: Home battery energy storage
Topical: 3D printers
Topical: UVC light devices and air cleaning devices

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 respondents answering up to three of each of the topical modules. The initial UVC and air cleaning questions were asked to all respondents, with only those who own a relevant device proceeding to further questions on this topic.

Cognitive interviews

YouGov’s qualitative team conducted 10 cognitive interviews with the general population in order to ensure comprehension and clarity in of the full survey. Cognitive testing took place between 3rd and 10th May 2021, and 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 10 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 301 people. The first survey pilot was undertaken on 13th May 2021 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 17th May to further test the survey.

Qualitative online focus groups

After the survey YouGov's qualitative team conducted 3 1.5-hour online focus groups with those who opted into taking part at the end of the quantitative survey. All focus groups participants were asked to respond to an open-ended question as part of the recruitment criteria to ensure that participants were articulate enough to participate in text-based research. The online focus groups were 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 by age (18 to 34, 35 to 60, 61+). All groups had a mix of genders, ethnicities, social grades, locations and included those with disabilities.

The discussion guide explored participant attitudes to safety and product safety, their view on the circular economy and second-hand products, their understanding of

safety information and labelling, and finally their perceptions and use of smart products.

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 analysed differences between diverse 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 the product registration chapter 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 key factors that drive registration of eligible products. The results are based on the full data set of 10,296 unique cases.

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 in 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*

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

Base: All respondents

Question type: *YouGov datapoint*

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

<21>	Persian/Farsi	<98 fixed xor>	Don't know
------	---------------	----------------------	------------

Base: All respondents

Question type: *YouGov datapoint*

[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*

[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

Base: All respondents

Question type: *YouGov datapoint*

[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*

[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 | Prefer not to say |
| | | fixed | |
| | | xor> | |
| <12> | Dyslexia | <99 | None of these |
| | | fixed | |
| | | xor> | |
-

Base: All respondents

Question type: *YouGov datapoint*

[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*

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

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

Base: All respondents

Question type: *YouGov datapoint*

[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 | <10> £45,000 to £49,999 per year |
| <2> £5,000 to £9,999 per year | <11> £50,000 to £59,999 per year |
| <3> £10,000 to £14,999 per year | <12> £60,000 to £69,999 per year |
| <4> £15,000 to £19,999 per year | <13> £70,000 to £99,999 per year |
| <5> £20,000 to £24,999 per year | <14> £100,000 to £149,999 per year |
| <6> £25,000 to £29,999 per year | <15> £150,000 and over |
| <7> £30,000 to £34,999 per year | <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*

[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*

[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*

[Omnibus_Parents_Home] Are you the parent/ guardian of children of any of the following ages <u>who live at home with you</u>? (Please tick all that apply. If you do not have any children living at home with you, please tick the relevant "Not applicable" option)

<1>	Under 6 months old	<13>	11 years old
<2>	Between 6 and 12 months old	<14>	12 years old
<3>	1 year old	<15>	13 years old
<4>	2 years old	<16>	14 years old
<5>	3 years old	<17>	15 years old
<6>	4 years old	<18>	16 years old
<7>	5 years old	<19>	17 years old
<8>	6 years old	<20>	18 years old
<9>	7 years old	<21>	Older than 18 years old
<10>	8 years old	<98	Not applicable - I do
		fixed	have children, but they
		xor>	do not live with at home
			with me
<11>	9 years old	<99	Not applicable - I do not
		fixed	have any children
		xor>	
<12>	10 years old		

Base: All respondents

Question type: *YouGov datapoint*

[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*

[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*

[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.

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

Base: All respondents

Question type: *YouGov datapoint*

[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 | Don't know |
| | | fixed | |
| | | xor> | |
| <10> | Miele | | |

Base: All respondents

Question type: *YouGov datapoint*

[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 | Don't know |
| | | fixed | |
| | | xor> | |

Base: All respondents

Question type: *YouGov datapoint*

[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*

[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*

[devices_mobile_type] What kind of mobile/cell phone do you have? If you have more than one mobile/ cell phone, then please think about the one you use most often.

- <1> Smartphone (a mobile/cell phone with a large selection of apps easily available to install, e.g. iPhone)
- Varlabel:Smartphone
- <2> Standard mobile/ cell phone
- <96> Don't know
- <97> Varlabel:Not applicable - I don't have a mobile/ cell phone applicable

Base: All respondents

Question type: *YouGov datapoint*

[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

Question type: Text

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

Base: All respondents

Question type: Multiple

#row order: randomize #max number of choices: 3

[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

#row order: randomize

[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
- [CCP3_11] I usually look for product safety labels and markings when making a purchase

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

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 |

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 to online section

Question type: **Grid**

#row order: *randomize*

[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 to online section

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
<977>	Don't know

Base: All respondents to online section

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

#Module display logic:

If [q_split_modules_sample] - Module topic_e_labelling is selected [if q_split_modules_sample == 2]

Base: All respondents to e-labelling section

Question type: **Grid-Check**

#row order: randomize #column order: randomize(rand7)#Transposing rows and columns

[TE1a] Which, if any, of the following marks would you look for when purchasing each of the following types of product? (Please select all that apply in each column)

-[TE1a_1]	Electrical appliances (e.g. toaster, laptop, games console)
-[TE1a_2]	Baby products (e.g. baby car seat, cot, pushchairs, bedding, changing table)
-[TE1a_3]	Toys (e.g. board game, action figure, building blocks)
-[TE1a_5]	White goods (e.g. refrigerator, washing machine, oven)
-[TE1a_7]	Furniture / furnishings (e.g. sofa, bed, curtains, carpets)
<1>	CE mark [IMAGE ce_mark_jpg]
<2>	UKCA mark [IMAGE ukca_mark_jpg]

- <3> Baby with a line
[IMAGE baby_with_a_line_jpg]
- <4> BSI Kitemark
[IMAGE british_standards_institution_kitemark_jpg]
- <5> Lion Mark
[IMAGE lion_mark_jpg]
- <6> Pictogram
[IMAGE pictogram_jpg]
- <7> Display label
[IMAGE flame_resistant_display_label_jpg]
- <944 fixed xor> None of these
- <977 fixed xor> Don't know

Base: All respondents to e-labelling section

Question type: **Grid**

#row order: *randomize(rand7)* #column order: *randomize*#Transposing rows and columns

[TE2] Which, if any, of the following definitions comes closest to what you think each of the following marks mean?

- [TE2_1] CE mark
[IMAGE ce_mark_jpg]
- [TE2_2] UKCA mark
[IMAGE ukca_mark_jpg]
- [TE2_3] Baby with a line
[IMAGE baby_with_a_line_jpg]
- [TE2_4] BSI Kitemark
[IMAGE british_standards_institution_kitemark_jpg]
- [TE2_5] Lion Mark
[IMAGE lion_mark_jpg]
- [TE2_6] Pictogram
[IMAGE pictogram_jpg]
- [TE2_7] Display label
[IMAGE flame_resistant_display_label_jpg]

- <1> The product conforms to the European Economic Area's health, safety, and environmental protection standards
- <2> The product conforms to the UK's health, safety, and environmental standards
- <3> The product is not suitable for young children (under a specified age)
- <4> The product has been tested and checked to meet a recognised industry standard
- <5> The product is a toy considered safe and high quality by an industry association
- <6> The product is radio equipment which can be sold freely within the European Economic Area, but there are some restrictions in one or more countries.

- <7> The product's filling materials and covering fabrics meet the requirements for resistance to cigarette and match ignition in the 1988 safety regulations
- <977 fixed> Don't know

Question type: **Single**

#Question display logic:

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

[TE3_product] Dummy variable for product allocation. Randomly allocate one product

- <1> Electrical appliances
- <2> Baby products
- <3> Toys
- <4> Cosmetics
- <5> White goods
- <7> Furniture / furnishings

Base: All respondents to e-labelling section

Question type: **Single**

#row order: *randomize*

[TE3] For the following question, by "product label" we mean a permanent label or marking attached to the physical product.

In which ONE, if any, of the following ways would you prefer to access safety information about \$TE3_product.lower?

- <1> On the physical product/ label
- <2> Via a QR code printed on the product/ label
- <3> On screen/ in device settings (if applicable)
- <4> Via a separate information sheet/ booklet (e.g. a manual)
- <5> Via a website address listed on the product / packaging
- <955 fixed> Other (open [TE3_other]) [open] please specify
- <977 fixed> Don't know

Base: All respondents

Question type: **Multiple**

#row order: *randomize(rand9)*

[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

#order: randomize

Base: All who purchased electricals

Question type: **Multiple**

#row order: randomize

#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**

#row order: randomize

#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**

#row order: randomize

#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**

#row order: randomize

#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**

#row order: randomize

#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**

#row order: randomize

#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**

#row order: randomize

#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**

#row order: randomize

#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**

#row order: randomize

#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**

#row order: randomize

#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

#option display logic:

<1> - If [CP2_category5] - Refrigerator / freezer is selected

And <2> - If [CP2_category5] - Extractor is selected

And <3> - If [CP2_category5] - Washing machine / combined washer-dryer is selected

And <4> - If [CP2_category5] - Tumble dryer is selected

And <5> - If [CP2_category5] - Oven is selected

And <6> - If [CP2_category5] - Dishwasher is selected

And <955> - If [CP2_category5] - Other is selected

[if 1 in CP2_category5 and 2 in CP2_category5 and 3 in CP2_category5 and 4 in CP2_category5 and 5 in CP2_category5 and 6 in CP2_category5 and 955 in CP2_category5]

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

#row order: randomize

#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

#option display logic:

<5> - If [CP3] - Second hand used is selected

*And <6> - If [CP3] - Second hand used is selected
[if CP3 == 3 and CP3 == 3]*

Base: All allocated a product, bought online

Question type: **Single**

#row order: randomize

#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: **Multiple**

#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]

[CP9m] You said you purchased \$CP2_PRODUCT.lower from an online marketplace...

Who do you think has any responsibility for ensuring that the product is safe for UK consumers? (Please select all that apply)

- <1> The online marketplace
- <2> The manufacturer

- <3> The seller (if different from the manufacturer)
- <4> The government/ a regulator
- <5> The individual consumers
- <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
- <977 fixed xor> Don't know/ can't recall

Base: All allocated a product

Question type: **Multiple**

#row order: randomize #max number of choices: 3

#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**

#row order: *randomize*

#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**

#row order: randomize

#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**

#row order: randomize

#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**

#row order: randomize

#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**

#row order: randomize

#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 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 who saw product recall notice

Question type: Single

#row order: randomize(rand9)

#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**

#row order: randomize

#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**

#row order: randomize

#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**

#row order: randomize

#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 be 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**

#row order: randomize

#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**

#row order: randomize

#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**

#row order: randomize

#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**

#row order: randomize

#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**

#row order: randomize

#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)

- <1> Clearer guidance from the _retailer_ on the benefits of registering a product
- <6> More information on how my personal data would be stored and used with the option to opt out

<2>	Clearer guidance from the _manufacturer_ on the benefits of registering a product	<7>	A financial incentive e.g. a discount off future products
<3>	Clearer guidance from the _government_ on the benefits of registering a product	<9>	If registration was integrated into any 'smart functionality'
<8>	Clearer guidance on how to register the product	<955 fixed>	Other (open [CR7_other]) [open] please specify
<4>	A service from the retailer to complete registration with/for me	<977 fixed xor>	Don't know
<5>	More information on the benefits of registering	<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: **Single**

[CR9] [IMAGE product_registration_campaign_2021_facebook4_jpg]

[IMAGE product_registration_campaign_20212_jpg]

[IMAGE product_registration_campaign_2021_instagram6_jpg]

Since April, have you seen any adverts about registering products that were in this style?

- <1> Yes, I have
 - <2> No, I haven't
-

Question type: **Multiple**

#row order: randomize

#Question display logic:

If [CR9] - Yes, I have is selected [if CR9 == 1]

[CR10] You said that you'd seen adverts about registering products recently...

Which, if any, of the following places did you see them? (Please select all that apply)

- <1> TV
- <8> LinkedIn

<2>	Newspapers	<11>	Friends/ relatives
<3>	Magazines	<12>	A consumer advice website (e.g. Which?)
<4>	News websites	<9 fixed>	Other social media
<5>	Facebook	<955 fixed>	Other (open [CR10_other]) [open] please specify
<6>	Twitter	<977 fixed xor>	Don't know
<7>	Instagram		

Question type: **Multiple**

#Question display logic:

If [CR9] - Yes, I have is selected [if CR9 == 1]

[CR12] You said that you have seen adverts about registering products recently...

Which, if any, of the following did you do as a result? (Please select all that apply)

- <1> Registered a product I already owned
- <2> Registered a product I just purchased
- <3> Told friends/ family
- <955 fixed> Other (open [CR12_other]) [open] please specify
- <977 fixed xor> Don't know
- <944 fixed xor> Not applicable – I didn't do anything

Question type: **Single**

#Question display logic:

if CR12.has_any([1,2])

[CR11] You said you registered a product after seeing an advert. If you registered more than one product, please think about the one you registered most recently...

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
- <9> AMDEA Register My Appliance Portal
- <955 fixed> Other (open [CR11_other]) [open] please specify
- <977 fixed xor> Don't know/ can't recall

#order: randomize

#Module display logic:

If [split_modules] - Topic_furniturelabels is selected

Question type: **Text**

On a different topic...

Base: All in furniture labelling section

Question type: **Multiple**

#row order: randomize #max number of choices: 3

[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**

#row order: randomize

[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

#Module display logic:

If [split_modules] - Topic_magnets is selected

Question type: Text

On a different topic...

Base: All in magnets section

Question type: Grid

#row order: randomize

[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

Base: All in magnets section

Question type: **Single**

[TM3] [IMAGE magnets_4_instagram_jpg][IMAGE magnets_twitter_9_jpg][IMAGE magnets_facebook_7_jpg]

Since March, have you seen any adverts about magnet safety that were in this style?

<1>	Yes, I have
<2>	No, I haven't

Base: All in magnets section who recall campaign

Question type: **Multiple**

#Question display logic:

If [TM3] - Yes, I have is selected [if TM3 == 1]

[TM4] You said you'd seen adverts about magnet safety recently. Which, if any, of the following places did you see them? (Please select all that apply)

<1>	TV	<8>	LinkedIn
<2>	Newspapers	<11>	Friends/ relatives
<3>	Magazines	<12>	A consumer advice website (e.g. Which?)
<4>	News websites	<9 fixed>	Other social media

<5>	Facebook	<955 fixed>	Other (open [TM4_other]) [open] please specify
<6>	Twitter	<977 fixed xor>	Don't know
<7>	Instagram		

Base: All in magnets section who recall campaign

Question type: **Multiple**

#Question display logic:

If [TM3] - Yes, I have is selected [if TM3 == 1]

[TM5] You said that you have seen adverts about magnet safety recently...

Which, if any, of the following did you do as a result? (Please select all that apply)

<1>	Put products with small/ loose magnets out of reach of my children
<2 if not 99 in Omnibus_Parents_Home>	Talked to my children about magnet safety
<3>	Told friends/ family
<4>	Contacted a manufacturer about a potential safety issue
<5>	Disposed of a potentially unsafe item
<955 fixed>	Other (open [TM5_other]) [open] please specify
<977 fixed xor>	Don't know
<944 fixed xor>	Not applicable – I didn't do anything

#Module display logic:

If [split_modules] - Topic_Smart_devices is selected

Question type: **Text**

On a different topic...

Base: All in smart devices section

Question type: **Multiple**

#row order: *randomize*

[TSD1] For the following question, by “smart” we mean that the product(s) can be connected to the internet and are controlled via an app.

Which, if any, of the following smart products do you own or have access to in your household? (Please select all that apply)

<1>	Smart lighting	<7>	Smart white goods (e.g. fridge, freezer, washing machine)
<2>	Smart thermostat/ heating	<8>	Smart small domestic appliances (e.g. kettle, vacuum, hairdryer)
<3>	Smart home security (e.g. lock, doorbell, security cameras)	<9>	Smart plugs (i.e. an adaptor that plugs into a socket so the power

<4>	Smart baby products (e.g. baby monitor)	<955 fixed>	supply can be turned on/off via an app) Other (open [TSD1_other]) [open] please specify
<5>	Smart speakers (e.g. Google Home, Amazon Alexa)	<977 fixed xor>	Don't know
<6>	Smart toys (e.g. robots, companions, connected toys)	<944 fixed xor>	Not applicable – I don't have any smart products

Question type: Text

For the following question, please think about smart white goods (e.g. fridge, freezer, oven washing machine, dryer or dishwasher that are connected to the internet).

Question type: Text

#Question display logic:

if not 7 in TSD1

If you don't currently own any smart white goods, please think about how you would feel if you did.

Base: All in smart devices section

Question type: Grid

#row order: randomize

[TSD2] How comfortable, if at all, do you feel about the manufacturer of your smart white good doing each of the following?

- [TSD2_1] Collecting data about the product to monitor the condition of the product (e.g. so they can tell you when a part needs replacing)
- [TSD2_2] Alert you via the product/ associated app if the product if there are safety issues (e.g. so they can tell you if the product has been recalled)
- [TSD2_3] Make changes to the product remotely (e.g. software update to prevent certain functions) if there are physical safety issues

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

Question type: Text

#Question display logic:

if TSD1.has_any([977,944])

If you don't currently own any smart products, please think about how you would feel if you did.

Base: All in smart devices section

Question type: Single

[TSD2a] How likely would you be to act if a product you owned alerted you via the product/ associated app of issues with the product?

- <1> Very likely
- <2> Fairly likely
- <3> Fairly unlikely
- <4> Very unlikely
- <977> Don't know

Base: All in smart devices section, who own smart device

Question type: **Single**

#Question display logic:

if not TSD1.has_any([10,11])

[TSD3] For the following question, please think about how much you considered the safety (e.g. physical safe use) of the product before you purchased it, compared to how much you would have considered the safety of an equivalent non-smart product.

If you currently own more than one smart product, please think about the last one you purchased. To what extent, if at all, did you consider the safety of a smart product compared to a non-smart product?

- <1> Considered the safety a lot more
- <2> Considered the safety a bit more
- <3> About the same
- <4> Considered the safety a bit less
- <5> Considered the safety a lot less
- <977> Don't know

Base: All in smart devices section, who own smart device

Question type: **Single**

#Question display logic:

if not TSD1.has_any([10,11])

[TSD4] For the following question, please think about setting smart products to perform activities/ operates while you are not present (e.g. asleep, out of the house). For example, this could include; turning a smart vacuum on while you are out of the house, or setting a smart thermostat to change the heating temperature while you are asleep.

How often, if at all, do you set your smart products to perform activities while you are not present?

- <1> Always (i.e. every time I use the products)
- <2> Often
- <3> Sometimes
- <4> Rarely
- <5> Never
- <977> Don't know

#Module display logic:

If [split_modules] - Topic_Batteries_3D is selected

Question type: *Text*

On a different topic...

Base: All in home batteries/ 3D section

Question type: *Single*

[TB1] For the following question, by “home battery energy storage” we mean facilities that use batteries to store energy for use at a later time. This allows users to buy and sell electricity at times that are financially beneficial. They can be connected to solar panels which generate energy during the daytime to be stored for use in the evening/ at night.

Which, if any, of the following statements best applies to you?

- <1> I had not heard of home battery energy storage before
 - <2> I'm aware of home battery energy storage, but do not have any
 - <3> I own/ have access to home battery energy storage in my household
-

Base: All in home batteries/ 3D section, who do not have home batteries

Question type: *Single*

#Question display logic:

If [TB1] - I had not heard of home battery energy storage before or I'm aware of home battery energy storage, but do not have any, is selected [if TB1 in [1,2]]

[TB2] You said you don't have home battery energy storage...

How likely are you to consider getting home battery energy storage in the next 5 years (i.e. by 2026)

- <1> Very likely
 - <2> Fairly likely
 - <3> Fairly unlikely
 - <4> Very unlikely
 - <977 fixed xor> Don't know
-

Base: All in home batteries/ 3D section

Question type: *Single*

[TB3] For the following question, by “3D printers” we mean devices that can print 3D objects by laying down multiple layers of materials, following a digital design. Please do not include 3D printing “pens” which are handheld.

Which, if any, of the following statements best applies to you?

- <1> I had not heard of 3D printers before
 - <2> I'm aware of 3D printers, but do not own one
 - <3> I own/ have access to a 3D printer in my household
 - <4> I have access to a 3D printer outside my household (e.g. via work/ school)
-

Base: All in home batteries/ 3D section, who don't own 3D printer

Question type: **Single**

#Question display logic:

If [TB3] - I had not heard of 3D printers before or I'm aware of 3D printers, but do not own one or I have access to a 3D printer outside my household (e.g. via work/ school), is selected [if TB3 in [1,2,4]]

[TB4] You said you don't own a 3D printer...

How likely are you to consider buying a 3D printer within the next 5 years (i.e. by 2026)

- | | |
|-----------------|-----------------|
| <1> | Very likely |
| <2> | Fairly likely |
| <3> | Fairly unlikely |
| <4> | Very unlikely |
| <977 fixed xor> | Don't know |

Base: All in home batteries/ 3D section

Question type: **Multiple**

[TB5] Thinking about the past two years, which, if any, of the following statements apply to you?

- | | |
|-----------------|---|
| <1> | I have printed an item I designed myself |
| <2> | I have printed an item someone else designed (e.g. downloaded the design from the internet) |
| <3> | I have purchased a 3D printed part/ product |
| <944 fixed xor> | None of these |

#option display logic:

<1> - If [TB3] - I own/ have access to a 3D printer in my household or I have access to a 3D printer outside my household (e.g. via work/ school), is selected

And <2> - If [TB3] - I own/ have access to a 3D printer in my household or I have access to a 3D printer outside my household (e.g. via work/ school), is selected

[if TB3 in [3,4] and TB3 in [3,4]]

#Module display logic:

If [split_modules] - Topic_Circular_economy is selected

Question type: **Text**

On a different topic...

Base: All in circular economy section

Question type: **Multiple**

#row order: *randomize*

[TCE1] For the following question, please think about the sharing and hire of other people's items (excluding food and vehicles). This can include community/ social enterprise tool or product libraries as well as online community groups (e.g. WhatsApp, Facebook), but excludes for-profit/ professional equipment hire.

Which, if any, of the following types of sharing/ hiring items have you ever done?
(Please select all that apply)

- <1> Hired someone else's item using an online sharing platform (i.e. paid money to do so)
- <2> Borrowed/ shared someone else's item using an online sharing platform.
- <3> Received someone else's item that they gave away for free
- <4> Hired out my own items using an online sharing platform
- <5> Let someone borrow/ share my own items using an online sharing platform
- <6> Given away an item for free
- <955 fixed xor> Other (open [TCE1_other]) [open] please specify
- <977 fixed xor> Don't know
- <944 fixed xor> Not applicable - I have never shared/ hired someone else's item nor shared/ give away my own items

Question type: *Single*

#Columns: 3

#Question display logic:

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

[CP2_PRODUCT10] Dummy variable to set product allocation.

Base: All in circular economy section

Question type: *Grid*

#row order: *randomize*

#Question display logic:

if CP2_PRODUCT10

[TCE2] For the following question, please imagine you owned a \$CP2_PRODUCT10 which had broken and was no longer operating correctly.

How likely, if at all are you to do each of the following things?

- [TCE2_1] Attempt to repair it myself
 - [TCE2_2] Get the product repaired by a professional (e.g. the manufacturer, a repair company)
 - [TCE2_3] Get the product repaired by a friend/ family member (not a professional)
-
- <1> Very likely
 - <2> Fairly likely
 - <3> Fairly unlikely
 - <4> Very unlikely

Base: All in circular economy section

Question type: *Multiple*

#row order: *randomize*

[TCE3] Which, if any, of the following do you consider when deciding whether to get a broken product repaired or to buy a new one? (Please select all that apply)

- <1> Price

<2>	Environmental impact
<3>	Convenience
<4>	Safety
<5>	Reliability
<6>	Sentimental value
<955 fixed>	Other (open [TCE3_other]) [open] please specify
<977 fixed xor>	Don't know

Question type: **Text**

On a different topic...

Base: All in UVC/ air cleaner section

Question type: **Grid**

#row order: *randomize*

[UVC1] Have you purchased the following for use against bacteria and viruses, including COVID-19?

-[UVC1_1]	Air cleaning device
-[UVC1_2]	UV light sanitising device

<1>	Yes, purchased <i>_during_</i> the COVID-19 pandemic (March 2020 to now)
<2>	Yes, purchased <i>_before_</i> the COVID-19 pandemic started (before March 2020)
<3>	I haven't purchased one but own / have access to one
<4>	No
<977>	Don't know

Base: All in UVC/ air cleaner section who own UV device

Question type: **Multiple**

#row order: *randomize*

#Question display logic:

if UVC1_2 in [1,2,3]

[UVC2] For what purpose did you use the UV light sanitising device? Please select all that apply.

<1>	For use at home to disinfect surfaces
<2>	For use at home to disinfect air
<3>	For use in the workplace to disinfect surfaces
<4>	For use in the workplace to disinfect air
<5>	For use on clothing or other household items
<6>	For use on skin
<7>	For use on pets
<955 fixed>	Other (open [UVC2_other]) [open] please specify

Base: All in UVC/ air cleaner section who own UV device

Question type: **Single**

#Question display logic:

if UVC1_2 in [1,2,3]

[UVC3] How often, if at all, do you generally use the UV light sanitising device?

- <1> Multiple times a day
- <2> Once a day
- <3> A few times a week
- <4> Once a week
- <5> Once every 2 to 3 weeks
- <6> Once a month
- <7> Less often than once a month
- <8> Never
- <977> Don't know

Base: All in UVC/ air cleaner section who own UV device & know frequency of use

Question type: **Single**

#Question display logic:

If [UVC3] - Multiple times a day or Once a day or A few times a week or Once a week or Once every 2 to 3 weeks or Once a month or Less often than once a month, is selected [if UVC3 in [1,2,3,4,5,6,7]]

[UVC4] When you do use your UV light sanitising device, how long do you use it for on average?

- <1> Less than a minute
- <2> 1 to 5 minutes
- <3> 6 to 15 minutes
- <4> 16 to 30 minutes
- <5> 31 to 60 minutes
- <6> More than 60 minutes
- <977> Don't know

Base: All in UVC/ air cleaner section who own UV device

Question type: **Multiple**

#row order: *randomize*

#SPD Category: *health*

#Question display logic:

if UVC1_2 in [1,2,3]

[UVC4a] Have you experienced any of the following during or shortly after using the UV light device? Please select all that apply.

- <1> Looked directly at UV light and experienced eye pain
- <2> Skin exposed to UV and experienced skin redness or rash/sunburn
- <3> Noticed pungent smell when device is on
- <955 fixed> Other (open [UVC4a_other]) [open] please specify
- <977 fixed xor> Not applicable - Have not experienced any noticeable health impacts
- <933 fixed xor> Prefer not to say

Base: All in UVC/ air cleaner section who own UV device

Question type: **Grid**

#Transposing rows and columns

#SPD Category: health

#Question display logic:

if UVC4a.has_any([1,2,3])

[UVC5] How many times have you experienced these side-effects?

-[UVC5_1] Eye pain
-[UVC5_2] Skin irritation
-[UVC4_3] Pungent smell

<1> Once
<2> 2 to 3 times
<3> Many times
<4> Every time I use the device
<977> Don't know/ can't recall
<933 fixed xor> Prefer not to say

#option display logic:

[UVC5_1] - If [UVC4a] - Looked directly at UV light and experienced eye pain is selected

And [UVC5_2] - If [UVC4a] - Skin exposed to UV and experienced skin redness or rash/sunburn is selected

And [UVC4_3] - If [UVC4a] - Noticed pungent smell when device is on is selected

[if 1 in UVC4a and 2 in UVC4a and 3 in UVC4a]

Base: All in UVC/ air cleaner section who experienced eye pain/ skin irritation

Question type: Grid

#Transposing rows and columns

#SPD Category: health

#Question display logic:

if UVC4a.has_any([1,2])

[UVC5a] For the following question, if you have experienced these side effects more than once, please think about the most serious example. How severe were these side-effects?

-[UVC5a_1] Eye pain
-[UVC5a_2] Skin irritation

<1> Very Mild
<2> Mild
<3> Moderate
<4> Severe
<5> Very severe
<933 fixed xor> Prefer not to say

#option display logic:

[UVC5a_1] - If [UVC4a] - Looked directly at UV light and experienced eye pain is selected

And [UVC5a_2] - If [UVC4a] - Skin exposed to UV and experienced skin redness or rash/sunburn is selected

[if 1 in UVC4a and 2 in UVC4a]

Base: All in UVC/ air cleaner section who experienced eye pain/ skin irritation

Question type: **Grid**

#Transposing rows and columns

#SPD Category: health

#Question display logic:

if UVC4a.has_any([1,2,])

[UVC6] What aid was needed after experiencing these side-effects?

- | | |
|-----------------|--|
| -[UVC6_1] | Eye pain |
| -[UVC6_2] | Skin irritation |
| <1> | No aid needed |
| <2> | First aid needed (e.g. flushing with water, topical ointment) |
| <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 |

#option display logic:

[UVC6_1] - If [UVC4a] - Looked directly at UV light and experienced eye pain is selected

And [UVC6_2] - If [UVC4a] - Skin exposed to UV and experienced skin redness or rash/sunburn is selected

[if 1 in UVC4a and 2 in UVC4a]

Base: All in UVC/ air cleaner section who experienced any adverse effect

Question type: **Multiple**

#row order: randomize

#Question display logic:

if UVC4a.has_any([1,2,3])

[UVC6a] Which of the following actions did you take after after experiencing these problems with the UV light device? 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 [UVC6a_other]) [open] please specify |
| <977 fixed xor> | Don't know/ can't recall |

Base: All in UVC/ air cleaner section who own air cleaner

Question type: **Multiple**

#Question display logic:

if UVC1_1 in [1,2,3]

[UVC7] You previously said you have a air cleaner / purifier... For what purpose do you use the device? (Please select all that apply).

- <1> For generic use at home (bedroom)
- <2> For generic use at home (other rooms)
- <3> For generic use in the workplace
- <4> As a Covid-19 mitigation measure at home
- <5> As a Covid-19 mitigation measure in the workplace
- <955 fixed> Other (open [UVC7_other]) [open] please specify

Base: All in UVC/ air cleaner section who own air cleaner

Question type: **Multiple**

#row order: randomize

#Question display logic:

if UVC1_1 in [1,2,3]

[UVC8] What is the mode of operation of the air cleaner/purifier? Please select all that apply.

- <1> Uses filters (HEPA or other filter)
- <2> Generates ions (positive or negative)
- <3> Generates ozone
- <4> Sprays mist/fog in the air
- <5> Uses UV-C light
- <977 fixed xor> Don't know

Base: All in UVC/ air cleaner section who own air cleaner

Question type: **Single**

#Question display logic:

if UVC1_1 in [1,2,3]

[UVC9] How often, if at all, do you generally use the air cleaning device?

- <1> Multiple times a day
- <2> Once a day
- <3> A few times a week
- <4> Once a week
- <5> Once every 2 to 3 weeks
- <6> Once a month
- <7> Less often than once a month
- <8> Never
- <977> Don't know

Base: All in UVC/ air cleaner section who own air cleaner & know frequency of use

Question type: **Single**

#Question display logic:

If [UVC9] - Multiple times a day or Once a day or A few times a week or Once a week or Once every 2 to 3 weeks or Once a month or Less often than once a month, is selected [if UVC9 in [1,2,3,4,5,6,7]]

[UCV10] When you do use your air cleaning device, how long do you use it for on average?

- <1> Less than a minute

- <2> 1 to 5 minutes
- <3> 6 to 15 minutes
- <4> 16 to 30 minutes
- <5> 31 to 60 minutes
- <6> More than 60 minutes
- <977> Don't know

Base: All in UVC/ air cleaner section who own air cleaner

Question type: **Multiple**

#row order: randomize

#SPD Category: health

#Question display logic:

if UVC1_1 in [1,2,3]

[UVC11] Which, if any, of the following have you experienced with your air cleaner/ purifier? Please select all that apply.

- | | | | |
|-----|--|-----------------|--|
| <1> | Electrical fault | <8> | Air feels fresher |
| <2> | Mechanical fault | <9> | A sense of personal safety |
| <3> | Unusual smell/ odour | <955 fixed> | Other (open [UVC11_other]) [open] please specify |
| <4> | Headache/ nausea | <977 fixed xor> | Don't know |
| <5> | Throat irritation or shortness of breath | <944 fixed xor> | None of the above |
| <6> | Better quality sleep | <933 fixed xor> | Prefer not to say |
| <7> | Less allergic reactions | | |

Base: All in UVC/ air cleaner section who experienced smell/ headache/ throat irritation

Question type: **Grid**

#SPD Category: health

#Question display logic:

if UVC11.has_any([3,4,5])

[UVC12] How many times did you experience these side-effects?

- | | |
|------------|--|
| -[UVC12_1] | Unusual smell/ odour |
| -[UVC12_2] | Headache/ nausea |
| -[UVC12_3] | Throat irritation or shortness of breath |
| <1> | Once |
| <2> | 2 to 3 times |
| <3> | Many times |
| <4> | Every time I use the device |
| <977> | Don't know/ can't recall |

<933 fixed xor> Prefer not to say

#option display logic:

[UVC12_1] - If [UVC11] - Unusual smell/ odour is selected

And [UVC12_2] - If [UVC11] - Headache/ nausea is selected

*And [UVC12_3] - If [UVC11] - Throat irritation or shortness of breath is selected
[if 3 in UVC11 and 4 in UVC11 and 5 in UVC11]*

Base: All in UVC/ air cleaner section who experienced headache/ throat irritation

Question type: **Grid**

#Transposing rows and columns

#SPD Category: health

#Question display logic:

if UVC11.has_any([4,5])

[UVC13] For the following question, if you have experienced these side effects more than once, please think about the most serious example. How severe were these side-effects?

-[UVC13_1] Headache/nausea
-[UVC13_2] Throat irritation or shortness of breath

<1> Very Mild
<2> Mild
<3> Moderate
<4> Severe
<5> Very severe
<933 fixed xor> Prefer not to say

#option display logic:

[UVC13_1] - If [UVC11] - Headache/ nausea is selected

*And [UVC13_2] - If [UVC11] - Throat irritation or shortness of breath is selected
[if 4 in UVC11 and 5 in UVC11]*

Base: All in UVC/ air cleaner section who experienced headache/ throat irritation

Question type: **Grid**

#Transposing rows and columns

#SPD Category: health

#Question display logic:

if UVC11.has_any([4,5])

[UVC14a] What aid was needed after experiencing these side-effects?

-[UVC14a_1] Headache/ nausea
-[UVC14a_2] Throat irritation or shortness of breath

<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

#option display logic:

[UVC14a_1] - If [UVC11] - Headache/ nausea is selected

And [UVC14a_2] - If [UVC11] - Throat irritation or shortness of breath is selected

[if 4 in UVC11 and 5 in UVC11]

Base: All in UVC/ air cleaner section who experienced adverse effect

Question type: **Multiple**

#Question display logic:

if UVC11.has_any([1,2,3,4,5])

[UVC15] Which of the following actions did you take after after experiencing these problems with the air cleaning device? 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 [UVC15_other]) [open] please specify
- <977 fixed xor> Don't know/ can't recall

Focus group topic guide

Introduction (5 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, region and occupation
- What was the last product you bought and why?

Attitude towards safety / product safety (10 mins)

Let's start off by talking about product safety 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 buying items online? Does it differ according to site? Why so?
 - Do you think about product safety when deciding what to buy? Why so? How do you assess safety when buying online?
 - Do you have any concerns about product safety when buying online? Why so?
 - Has your attitude to / behaviour around buying items online changed in recent years? Why so? Probe on Covid impact
- 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?
 - Does it differ according to seller? Why so? Probe on how it differs from buying online
 - Do you consider who the seller is and where they are based? How, if at all, are you able to assess this? Probe on whether this information is clear
 - How do you assess safety when buying from an online marketplace?
 - Do you have any concerns about product safety when buying from an online marketplace? Why so?
 - Has your attitude / behaviour to buying items from an online marketplace changed in recent years? Why so? Probe on Covid impact
- Do you think differently about product safety when buying online compared to offline?

Circular economy (15 mins)

Now I want us to talk about shopping for second hand products...

- What does second hand shopping mean to you?
- How do you feel about buying items from a second hand shop (in store)?
 - Have you recently bought anything second hand in store (in store)? How regularly do you purchase second hand products in store? Why so?
- How do you feel about buying items from a second hand shop (online)?

- Have you recently bought anything second hand online)?
- How regularly do you purchase second hand products online? Why so (in store)?
- How safe do you generally think second hand products are? Does this differ to when you buy products new? How so?
 - Does it differ according to shop? How so?
 - Does it differ according to website? How so?
 - Does it differ according to product? How so?
- Has your attitude / behaviour to buying items second hand changed in recent years? Why so? Moderator to probe on sustainability and interest in energy / resource efficient products and online shopping
- How do you feel about renting, leasing or sharing second-hand items?
 - Is this something you do regularly? Probe on whether this is done online or offline
 - When you need to buy or replace a product, do you consider buying second-hand, renting / leasing, 'subscribing' or sharing? Why / why not? Probe on convenience and sustainability
 - How safe do you generally think products which you can rent / lease are? Why so?
- Do you sell or purchase any of your items online e.g. on Depop or eBay? Why so? Probe on sustainability
- If you do sell online, how did you decide where to sell?
- If you are purchasing a product, do you consider if the product is safe (e.g. checking if it's been recalled)
- When a product breaks, do you generally consider fixing it?
 - How does this differ according to product e.g. a sofa vs a fridge for example?
 - Would you do this yourself or get a professional (or some other third party)? Why so? *Probe on any concerns about safety and liability when you fix a product vs when a professional does*
 - Do you have any safety concerns about when your products are being repaired? Who do they think would be liable if there was a safety problem?

Regulation and responsibility (10 mins)

- In general, who do you think is responsible for maintaining the safety standards of products? Why so?

- *Show on whiteboard manufacturer / seller / regulator / consumer / other and ask participant to use the tick and cross function to select which organisations are responsible for safety standards*
- How much responsibility does the consumer have? Why so?
- Does the government have a role here? Why so?

- 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, if you are unsure or are not familiar with the organisation please do not tick or cross the organisation*
 - Has this changed in recent years?

- *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 and Covid-19*

Safety info / e-labelling (15 mins)

Now I'd like to talk about product labelling...

- What sorts of safety information do you generally look out for? Why? E.g. warnings, markings, labels about chemicals.
 - Does this differ according to the product? How so?
- Where do they expect to find this information? Why so?

Show on whiteboard:



- What do the signs above mean to you?
 - Do you think these products are easy to understand? Probe on any confusion
 - Is this something you look for on a product or in a product description (online)? Why so?
 - Who do you think these types of signs are aimed at? Why so?
- Which would you describe as being important and which would you describe as being less important? Why so?
 - What is the benefit of having signs like this on products?
 - Would seeing a label like this impact on your likelihood to purchase the product? Why so?
- Where would you expect to find these on a product e.g. on the product itself? Why so?
 - How would you feel about this being available in the settings menu of an electronic device like a phone or laptop when you switched it on, if the product itself (e.g. phone casing) was not labelled (digitally labelled)? Would it make a difference to you?
- Would you find this type of information useful if it was displayed or accessible digitally? Probe on accessibility
 - Would you choose to access this type of information digitally? Why so?
 - If I told you that this information was already on your phone e.g. in the settings menu, would you feel confident trying to find it, or would you expect to be told how to do so?

Smart products (20 minutes)

Moving on slightly for our final section...

- Do any of you have 'smart' products in your home excluding smart TVs? If so what? e.g. home security system which you can control through your phone or a thermostat which learns what temperature you prefer (excluding smart phones)?
 - For those who do, why do you own smart products? What motivated you to purchase yours?
 - What benefit do they offer you? Have you found any drawbacks / do you have any concerns?
 - Do you use all of the features in your smart product (e.g. connecting to the internet, controlling remotely when not home)? Why / why not?
- When you buy a smart product, do you have any different considerations to when you're buying a non-smart one? E.g. safety?
- For those of you who do not own smart products, what are your perceptions of smart products?
 - Why do you not own any?
 - What do you see as the benefits and potential drawbacks / concerns?
 - What, if anything, would stop you buying a smart product?
- For all of you, do you consider smart products to be more / less safe (than non-smart products)? Why so?
 - Do any types of smart products in particular feel less / more safe? Why so?
- What are your main concerns / are there any particular concerns with smart devices compared to non-smart? Moderator to probe on safety, privacy, bias/ethical, security, psychological impact.
 - Do you feel adequately protected by these issues and by whom?
- *Board: Future smart products could include ways to increase safety / information sharing (e.g. notifying of recalls, safety updates, sent back data to anticipate repairs being needed)*
 - How would feel about 'smart' or connected devices allowing manufacturers to monitor the condition of a product, communicate with you, change the product or disable a product if there was a safety issue?
 - Would your reaction differ according to the issue you were experiencing? How so?
 - Would you expect / want to opt-in to this feature? Why or why not?

- Would you enable these? Moderator to explore drivers and barriers, particularly any concerns around data protection and privacy or 'consumer right' to control/own their own product
- What do you think this would look like?
- Would you be more or less likely to respond to a product recall if the device itself was communicating or flagging the issue to you? Why so?
- *Samsung Galaxy reduced the charge capacity so that the phone was unusable during a product recall.* How would you feel if this happened to a product you owned?
 - How would your reaction differ, if at all, if this happened to your phone vs to your washing machine?

Conclusions (3- 5 mins)

- What kind of info relating to product safety would you want to see more of (if any), and if so through what channels? E.g. radio, TV, print, letters, emails
- 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 the 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 or 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

Kitemarks

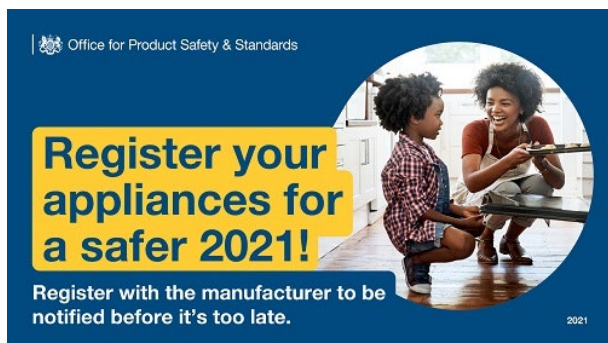
In the e-labelling section of the online survey, respondents were presented with various images for each kitemark/ label and asked to choose the appropriate definition. The kitemarks/ labels, their name (not shown to respondents), corresponding “correct” definition within the survey and applicable products are as below.

Kitemark/ label image	Kitemark/ label name	Correct in-survey definition	Applicable products
	CE mark	The product conforms to the European Economic Area's health, safety, and environmental protection standards	Applies to "new approach" product legislation including toys, electronics
	UKCA mark	The product conforms to the UK's health, safety, and environmental standards	The UKCA (UK Conformity Assessed) marking is a new UK product marking which applies to most goods which previously required CE marking being sold in the UK. Also applies to aerosol products
	BSI kitemark	The product has been tested and checked to meet a recognised industry standard	Products having been assessed by BSI's certification group e.g. crash helmets, smoke alarms, flood defences. Also applies to electrical installations, and window installations.
	Age warning logo	The product is not suitable for children (under a certain age)	Applies to toys which would be hazardous to small children. Must also come with information about the kind of risk e.g. choking hazard from small parts
	Lion mark	The product is a toy considered safe and high quality by an industry association	Applies to toys. Only members of the British Toy and Hobby Association (BTHA) can use the mark.
	Radio equipment pictogram	The product is radio equipment which can be sold freely within the European Economic Area, but there are some restrictions in one or more countries	Applies to radio equipment with restrictions on putting into service or requirements for authorisation of use.
	Display label pursuant to Regulation 10 FFRs	The product's filling materials and covering fabrics meet the requirements for	Applies to domestic upholstered furniture and furnishings

		resistance to cigarette and match ignition in the 1988 safety regulations	
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Product registration campaign

In the product registration section, respondents were shown a selection of images when gauging recall of the campaign.



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Contact us if you have any enquiries about this publication, including requests for alternative formats, at: OPSS.enquiries@beis.gov.uk

Office for Product Safety and Standards

Department for Business, Energy and Industrial Strategy
4th Floor, Cannon House, 18 The Priory Queensway, Birmingham B4 6BS
<https://www.gov.uk/government/organisations/office-for-product-safety-and-standards>