

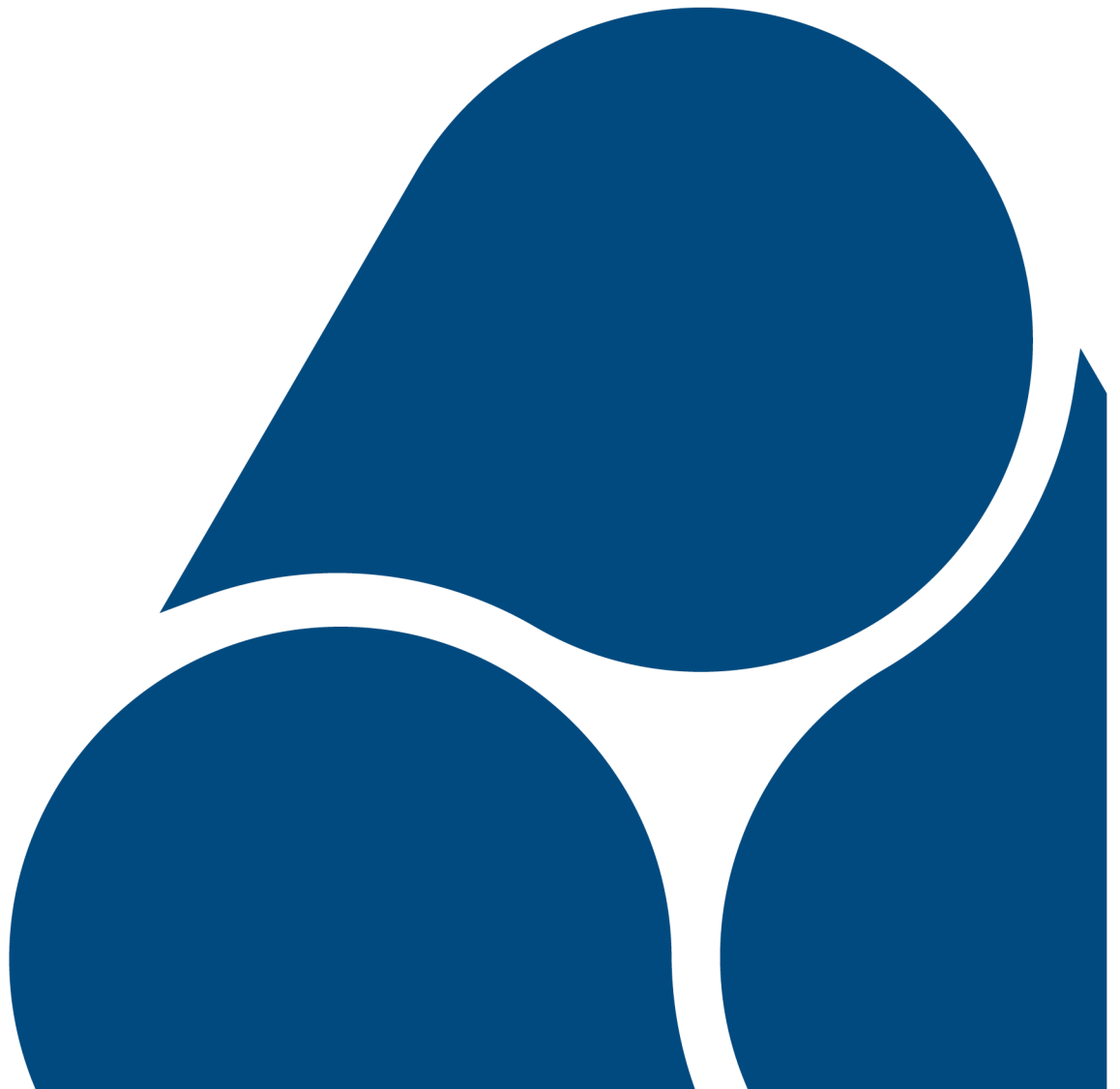


Office for Product
Safety & Standards

OPSS Product Safety and Consumers: Wave 3

Technical report

January 2023



Detailed methodology

Overview

This research technical report presents the background to how the data was collected and analysed for the third wave of OPSS Public Attitudes Tracker (PAT). The main findings are based on a representative sample of 10,187 people from across the United Kingdom (UK) collected through online research methods. The survey builds on the first two waves of the PAT. The approach and methodology for the online surveys was kept consistent between wave one and wave two of the PAT to facilitate comparison. Sample sizes and fieldwork periods are as below:

- Wave 1: 10,230 UK adults, surveyed between 17th and 30th November 2020
- Wave 2: 10,296 UK adults, surveyed between 17th May and 15th June 2021
- Wave 3: 10,187 UK adults, surveyed between 23rd November and 14th December 2021

Before the survey went live YouGov's qualitative team conducted 10 cognitive testing interviews with the general population in order to ensure comprehension and clarity of the full survey. Cognitive testing took place between 9th – 16th November 2021 for Wave 3, all interviews were conducted over Zoom. 10 cognitive interviews were conducted before surveys went live in Wave 1 and 2.

An additional telephone survey of people who are very low or non-internet users was conducted in parallel with each online survey. The online survey is not representative of the UK population. Sample sizes and fieldwork periods are as below:

- Wave 1: 512 UK adults, surveyed between 23rd November and 12th December 2020
- Wave 2: 251 UK adults, surveyed between 3rd to 28th June 2021
- Wave 3: 251 UK adults, surveyed between 25th November 2021 to 5th January 2022

For wave three, four text-based online focus groups were conducted with online survey participants after the close of the fieldwork. Groups were split by age and social grade, these groups also included a mix of genders, ethnicities, social grades, and locations. They also included parents and those with disabilities. A summary of the each wave's size and fieldwork dates are included below:

- Wave 1: 2 text based focus groups on 8th December 2020
- Wave 2: 3 text based focus groups on 28th and 20th June 2021
- Wave 3: 4 text based focus groups on 17th and 18th January 2022

Full details of each stage in wave one and wave two can be found in the relevant technical reports.

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 2.5M 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.

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Figure 1. Composition of the final achieved online sample for wave three

Variable	Unweighted N	Weighted N	Weighted %
Age			
18 to 24	1187	1147	11%
25 to 34	1615	1683	17%
35 to 44	1788	1848	18%
45 to 54	1878	1745	17%
55 to 64	1475	1320	13%
65 to 74	1269	1376	14%
75+	975	1068	10%
Gender			
Male	4716	4943	49%
Female	5471	5244	51%
Region			
North East	407	418	4%
North West	1156	1121	11%
Yorkshire and the Humber	855	835	8%
East Midlands	759	744	7%
West Midlands	896	896	9%
East of England	959	947	9%
London	1158	1335	13%
South East	1451	1396	14%
South West	898	876	9%
Wales	487	489	5%
Scotland	876	846	8%
Northern Ireland	285	285	3%
Social grade			
AB	2384	2852	28%
C1	3087	2954	29%
C2	2001	1790	18%
DE	2715	2591	25%
Ethnicity			
White British	9066	8965	88%
Black, Asian, Minority Ethnicities	1121	1222	12%

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Variable	Unweighted N	Weighted N	Weighted %
Education level			
Low	2122	2774	27%
Medium	4065	4204	41%
High	4000	3209	31%
Total	10187	10187	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:

Figure 2. Composition of the final achieved offline sample for wave three

Variable	Unweighted N
Age	
18 to 64	8
65+	229
Educational attainment	
Low	164
Medium	66
High	21
Gender	
Male	118
Female	131
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.

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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: Perceptions of the OPSS
CORE: Product purchasing
CORE: Experiences of safety issues
CORE: Experiences of product recalls
CORE: Experiences of product registration
TOPICAL: Fireworks
TOPICAL: Magnets and batteries
TOPICAL: Circular economy (right to repair)
TOPICAL: UVC and air cleaners
TOPICAL: Eyelash serums/ creams
TOPICAL: Campaigns (fireworks/ magnets/ batteries)

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 two of the fireworks/ magnets and batteries/ circular economy sections. An initial question about each campaign (fireworks/ magnets/ batteries) was asked to all respondents, with those who reported recalling a campaign randomly allocated to answer further questions on one of the campaigns they were aware of. The initial UVC and eyelash serum questions were asked to all respondents, with only those who own a relevant product proceeding to further questions on this topic.

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.

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 9th and 16th November 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.

Pilot study

We conducted a thorough stage of survey testing which included a pilots of the online survey to a total of 237 people. The survey pilot was undertaken on 23rd November 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 appropriate and no changes were made.

Qualitative online focus groups

After the survey, YouGov's qualitative team conducted 4 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.

12 participants took part in each group. Groups were split by age and social grade, a full summary of dates and how groups were split. All groups had a mix of genders, ethnicities, social grades, locations and included parents and those with disabilities.

- Group 1: Monday 17th January, 18-40, 2CDE
- Group 2: Monday 17th January, 18-40, ABC1
- Group 3: Tuesday 18th January, 40+, 2CDE
- Group 4: Tuesday 18th January, 40+, ABC1

The discussion explored participant's trust in organisations, online marketplaces, automatic registration, the right to repair and finally button batteries. The full discussion guide is included at the end of this report.

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 magnets and batteries 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 only those respondents who were asked questions within the magnets and batteries section, which amounts to a total of 6,795 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: Dyngrid

#row order: randomize

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

- | | |
|-----------------|---|
| -[CCP1_2] | UK government departments |
| -[CCP1_3] | Local government (e.g. local authorities, local councils) |
| -[CCP1_4] | Non-governmental organisation (e.g. Greenpeace, Save the Children) |
| -[CCP1_5] | Consumer protection bodies (e.g. Citizens Advice, Which?) |
| -[CCP1_9] | Online marketplaces (e.g. Amazon Marketplace, eBay, Etsy) |
| -[CCP1_10] | Second-hand shops (e.g. charity shops, other independent second-hand shops) |
| -[CCP1_11] | Online retail outlets (e.g Amazon, Argos etc.) |
| -[CCP1_12] | Physical store retail outlets |
| <1> | Very trustworthy |
| <2> | Trustworthy |
| <3> | Neither |
| <4> | Untrustworthy |
| <5> | Very untrustworthy |
| <977 fixed xor> | Don't know |

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Question type: *Text*

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

Base: All respondents

Question type: *Grid*

#row order: randomize#Transposing rows and columns

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

- | | |
|-----------|---|
| -[CCP4_1] | Setting product safety requirements |
| -[CCP4_2] | Ensuring that a product meets the legal safety requirements |
| -[CCP4_3] | Ensuring a product is used safely |
| -[CCP4_4] | Resolving product safety issues |
| <1> | Manufacturers |
| <2> | Retailers |
| <3> | National government |
| <4> | Local government |
| <5> | Charities/ consumer groups |
| <6> | The person <u>buying</u> the product |
| <7> | The person <u>using</u> the product |
| <8> | Regulators |

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<944 fixed xor> Someone else

<977 fixed xor> Don't know

Base: All respondents

Question type: Single

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

<1> Completely

<2> A great deal

<3> Somewhat

<4> Not at all

<977 fixed xor> Don't know

Base: All respondents

Question type: Grid

#row order: randomize(rand8)

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

-[CO1_1] The Office for Product Safety and Standards (OPSS)

-[CO1_2] Citizens Advice

-[CO1_3] The Department for Business, Energy and Industrial Strategy (BEIS)

-[CO1_4] Trading Standards

-[CO1_6] Which?

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

Base: All who know about OPSS

Question type: Single

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

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

Base: All who know about OPSS

Question type: Multiple

#row order: randomize

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

- <1> Consistent
- <2> Impartial
- <7> Professional
- <8> Objective

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<3>	Fair	<9>	Accountable
<4>	Open and transparent	<10>	Supportive of business
<5>	Trustworthy	<11>	Fit for the future
<6>	World-leading	<944 fixed xor>	None of these

Base: All who know about organisation

Question type: Dyngrid

#row order: randomize(rand8)

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

-[CO4_1]	The Office for Product Safety and Standards (OPSS)
-[CO4_2]	Citizens Advice
-[CO4_3]	The Department for Business, Energy and Industrial Strategy (BEIS)
-[CO4_4]	Trading Standards
-[CO4_6]	Which?
<1>	Very trustworthy
<2>	Trustworthy
<3>	Neither
<4>	Untrustworthy
<5>	Very untrustworthy

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<977 fixed xor> Don't know

Question type: *Single*

[q_split_modules_sample] THIS IS SHOWN ONLY IN TEST MODESplit modules sample:

<1> Module topic_onlinepurchase

<2> Module topic_e_labelling

Question type: *Text*

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

Base: All respondents

Question type: *Grid*

#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

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

Base: All respondents

Question type: Grid

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

- | | |
|----------|--|
| -[TO1_1] | Amazon |
| -[TO1_2] | Other online retailers of a range of products (e.g. Argos) |
| -[TO1_3] | Amazon marketplace |
| -[TO1_4] | Other online marketplaces (e.g. eBay, Etsy) |
| -[TO1_5] | Individual manufacturer websites |
| <1> | Very safe |
| <2> | Safe |
| <3> | Not very safe |
| <4> | Not safe at all |
| <977> | Don't know |

Base: All respondents

Question type: Single

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

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

Base: All respondents

Question type: Multiple

#row order: randomize(rand9)

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

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

- <1> Electrical appliances (e.g. laptop, toaster, hairdryer, lights, vacuum cleaner, games console, smart home devices)
- <2> Baby products (e.g. baby car seat, cot, pushchairs, bedding, changing table)
- <3> Toys (e.g. board game, action figure, building blocks)
- <4> Cosmetics (e.g. hair dye, make up, shampoo, toothpaste)
- <5> White goods (e.g. refrigerator, washing machine, oven)

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- <6> Clothes/ clothing accessories (e.g. shoes, sportswear, bags, jewellery)
- <7> Furniture/ furnishings (e.g. sofa, bed, curtains, carpets)
- <8> Homeware, non-electrical (e.g. crockery, wall decorations)
- <9> Sports and leisure item(s), not including clothes (e.g. treadmill, bikes and accessories, musical instruments)
- <944 fixed xor> None of these
- <977 fixed xor> Don't know

Base: All who would buy secondhand

Question type: Multiple

#row order: randomize

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

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

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Base: All who would buy secondhand

Question type: *Grid*

#row order: *randomize*

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

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

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

Base: All who would buy secondhand

Question type: *Multiple*

#row order: *randomize*

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

- | | |
|-----|---|
| <1> | I check if it comes with its original packaging / product information |
| <2> | I check if it looks 'used' |
| <3> | I check the product recall database |
| <4> | I check if it is covered by a warranty |

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

Base: All respondents

Question type: Multiple

#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)

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- <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

[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

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- <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

[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

[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

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- <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

[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

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Base: All who purchased white goods

Question type: **Multiple**

#row order: randomize

[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

[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

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<955 fixed> Other (open [CP2_category6_other]) [open] please specify

Base: All who purchased furniture

Question type: **Multiple**

#row order: randomize

[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

[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

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- <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

[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

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

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

Question type: Single

#Columns: 3

[CP2_PRODUCT] THIS IS SHOWN ONLY IN TEST MODE dummy variable to set product

Response Option List: CP2_list

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

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

Was this new or second hand?

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- <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

[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

[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

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- <8> Buying from someone who makes things at home
- <9> Second-hand shop/ charity shop
- <955 fixed> Other (open [CP5_other]) [open] please specify
- <977 fixed xor> Don't know/ can't recall

Base: All allocated a product, bought online

Question type: Single

#row order: randomize

[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

Question type: Multiple

#row order: randomize

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[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

[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

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[CP8] Which, if any, of the following did you take into account when you were considering buying the SCP2 PRODUCT.lower? (Please select the THREE most important factors)

- | | | | |
|-----|---------------------------------|-----------------|--|
| <1> | Purchase price | <10> | Online user reviews |
| <2> | 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 selected price and running cost (CP8=1 AND 2)

Question type: Single

#row order: rotate

[CP8b] You previously said they you took both price and running costs into account when buying \$CP2_PRODUCT.lower...

If you had to choose... Which was most important to you when purchasing this product?

- | | |
|-----------------|----------------|
| <1> | Purchase price |
| <2> | Running cost |
| <977 fixed xor> | Don't know |

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Base: All who bought a specific product

Question type: Grid

#row order: randomize

[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]	Laptop / tablet/ mobile phone	-	Washing machine / combined washer-dryer
		[CE1_30]	
-[CE1_2]	Charger	-	Tumble dryer
		[CE1_31]	
-[CE1_3]	Speakers / headphones	-	Oven
		[CE1_32]	
-[CE1_4]	Small kitchen appliance (e.g. toaster, kettle, blender, microwave)	-	Dishwasher
		[CE1_33]	
-[CE1_5]	Electronic game / console	-	Footwear
		[CE1_34]	
-[CE1_6]	Vacuum cleaner	-	Sportswear/ leisurewear
		[CE1_35]	
-[CE1_7]	Smart home device (e.g. Smart speaker/ assistant, smart thermostat)	-	Bags
		[CE1_36]	
-[CE1_8]	Pushchair	-	Jewellery
		[CE1_37]	
-[CE1_9]	Cot	-	Clothing
		[CE1_38]	
-	Car seat	-	Sofa/ armchair
[CE1_10]		[CE1_39]	
-	Changing table	-	Bed
[CE1_11]		[CE1_40]	

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- [CE1_12]	Baby carrier	- [CE1_41]	Curtains
- [CE1_13]	Baby monitor	- [CE1_42]	Carpets/ rugs
- [CE1_14]	Nappies	- [CE1_43]	Table/ side table
- [CE1_15]	Baby toy	- [CE1_44]	Chest of drawers/ wardrobe
- [CE1_16]	Sports toy	- [CE1_45]	Outdoor furniture
- [CE1_17]	Board game	- [CE1_46]	Home office furniture
- [CE1_18]	Doll / action figure	- [CE1_47]	Crockery
- [CE1_19]	Construction toy	- [CE1_48]	Silverware/ cutlery
- [CE1_20]	Building blocks	- [CE1_49]	Wall decorations (e.g. picture frames)
- [CE1_21]	Craft toys (e.g. painting, necklace kits etc.)	- [CE1_50]	Towels/ bedding
- [CE1_22]	Make-up	- [CE1_51]	Indoor exercise equipment (e.g. treadmill, stationary bike, weights, yoga mats etc.)
- [CE1_23]	Toothpaste	- [CE1_52]	Bikes and accessories

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- | | | | |
|---------------|------------------------|---------------|--|
| -
[CE1_24] | Moisturiser | -
[CE1_58] | Sports equipment (e.g. tennis rackets, golf clubs, footballs etc.) |
| -
[CE1_25] | Shampoo/ shower gel | -
[CE1_53] | Musical instruments |
| -
[CE1_26] | Hair dye | -
[CE1_54] | Books |
| -
[CE1_27] | Hand wash | -
[CE1_55] | Gardening tools/ equipment |
| -
[CE1_28] | Refrigerator / freezer | -
[CE1_56] | Camping equipment |
| -
[CE1_29] | Extractor | -
[CE1_57] | Arts and crafts supplies |

<1> Yes, I did

<2> No, I didn't

<977 fixed xor> Don't know/ can't recall

Question type: Single

#Columns: 3

[CE1_product] THIS IS SHOWN ONLY IN TEST MODE dummy variable to set product

Response Option List: CP2_list

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

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Base: Experienced a safety issue with a product

Question type: Single

[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

[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

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<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

[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

[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

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[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

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

[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

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- <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

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

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

Base: All who experienced a safety issue

Question type: Grid

#row order: randomize(rand4)

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

- | | |
|-----------------|---|
| -[CE9_1] | I understood my legal rights and responsibilities |
| -[CE9_2] | I knew where to get good information/ advice, if needed |
| -[CE9_3] | I thought it would be easy to deal with the issue on my own |
| -[CE9_4] | I thought it would be easy to get help to deal with the issue |
| <1> | Strongly agree |
| <2> | Agree |
| <3> | Neither |
| <4> | Disagree |
| <5> | Strongly disagree |
| <944 fixed xor> | Not applicable |

Base: All who experienced a safety issue

Question type: Grid

#row order: randomize(rand4)

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

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

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

Base: All respondents

Question type: Single

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

Please think about all product safety recalls, including any you may have seen for items you do not own. Please exclude any food, pharmaceutical, or vehicle product recalls. In the past two years have you ever seen or heard about a product recall or other product safety warning?

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

Base: All respondents

Question type: Single

[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?

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

Base: All respondents

Question type: **Multiple**

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

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

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

Base: All who saw product recall notice

Question type: **Single**

#row order: randomize(rand9)

[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

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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

[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)

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- <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

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

[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

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- <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

[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

[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

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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

[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

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[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

[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

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- <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

[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

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Base: All who tried but failed to register

Question type: **Multiple**

#row order: *randomize*

[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 <u>retailer</u> 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 <u>manufacturer</u> on the benefits of registering a product | <7> | A financial incentive e.g. a discount off future products |
| <3> | Clearer guidance from the <u>government</u> 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 |

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<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

[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

Base: All

Question type: Single

[CR13] As a reminder, 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.

To what extent, if at all, would you be comfortable with a product being automatically registered to you on your behalf, at point of purchase by the seller (assuming all contact information would not be used for marketing purposes)?

<1>	Very comfortable
<2>	Fairly comfortable
<3>	Not very comfortable

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<4> Not comfortable at all

<977> Don't know

#order: randomize

Base: All in fireworks section

Question type: Single

[TF7s]

\$fireworks_facebook2_jpg.raw\$fireworks_facebook3_jpg.raw\$fireworks_facebook4_jpg.ra
w\$fireworks_facebook8_jpg.raw\$fireworks_animal_leaflet_png.raw\$fireworks_leaflet_cove
r_png.raw

In the last few months, have you seen any adverts about firework safety that were in this style?

<1> Yes, I have

<2> No, I haven't

Question type: Single

[TM3]

\$magnets_facebook1_jpg.raw\$magnets_facebook2_jpg.raw\$magnets_facebook4_jpg.raw
\$magnets_facebook5_jpg.raw\$magnets_poster_png.raw\$magnets_leaflet_cover_png.raw

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

<1> Yes, I have

<2> No, I haven't

Question type: Single

[TBB1]

\$button_batteries_facebook1_jpg.raw\$button_batteries_facebook2_jpg.raw\$button_batteri

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es_facebook3_jpg.raw\$button_batteries_facebook4_jpg.raw

In the past six months, have you seen any adverts about button/ coin battery safety that were in this style?

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

Question type: *Single*

[q_campaign_modules_sample] THIS IS SHOWN ONLY IN TEST MODE Campaign recognition module

- <1> Module topic_fireworkscampaign
- <2> Module topic_magnetscampaign
- <3> Module topic_buttonbattcamapaign

Base: All aware & allocated to fireworks campaign

Question type: *Multiple*

#row order: *randomize*

[TF8] You said that you'd seen adverts about firework 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 |

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<5>	Facebook	<955 fixed>	Other (open [TF8_other]) [open] please specify
<6>	Twitter	<977 fixed xor>	Don't know
<7>	Instagram		

Question type: *Multiple*

[TF9] You said that you have seen adverts about firework safety recently...

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

<1>	Checked a seller was licensed before buying fireworks from them	<7>	Checked timings/ curfew for when fireworks can be set off
<2>	Checked what category of fireworks I have/ can use	<8>	Let neighbours know when I plan to set off fireworks
<3>	Put fireworks in safe place (e.g. out of reach from children/ pets, in a dry place away from a heat source)	<9>	Told friends/ family
<4>	Checked how far away people should stand when fireworks are being lit	<955 fixed>	Other (open [TF9_other]) [open] please specify
<5>	Made sure pets are safe when fireworks are being set off (e.g. keeping cats/ dogs indoors, giving them somewhere to hide)	<977 fixed xor>	Don't know
<6>	Disposed of fireworks safely (e.g. soaked in water overnight before putting in a rubbish bag)	<944 fixed xor>	Not applicable – I didn't do anything

Question type: *Multiple*

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[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 | | |

Question type: *Multiple*

[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> | 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 |

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<977 fixed xor> Don't know

<944 fixed xor> Not applicable – I didn't do anything

Question type: **Multiple**

#row order: *randomize*

[TBB2] You said that you'd seen adverts about button battery 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 [TBB2_other]) [open] please specify |
| <6> | Twitter | <977 fixed xor> | Don't know |
| <7> | Instagram | | |

Question type: **Multiple**

[TBB3] You said that you have seen adverts about button battery safety recently...

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

- <1> Put button batteries out of reach of my children

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- <2> Talked to my children about button battery safety
- <3> Told friends/ family
- <4> Contacted a manufacturer about a potential safety issue
- <5> Disposed of a potentially unsafe item
- <6> Checked whether button battery compartments on products are secure
- <955 fixed> Other (open [TBB3_other]) [open] please specify
- <977 fixed xor> Don't know
- <944 fixed xor> Not applicable – I didn't do anything

Question type: *Multiple*

[split_modules] THIS IS SHOWN ONLY IN TEST MODE Chosen modules:

- <4> Topic_firework
- <6> Topic_magnets
- <9> Topic_Circular_economy

#order: randomize

Question type: *Text*

On a different topic...

Base: All in fireworks section

Question type: *Single*

[TF1] To what extent, if at all, would you say you personally enjoy fireworks?

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- <1> I enjoy fireworks a lot
- <2> I enjoy fireworks a little
- <3> I don't enjoy fireworks that much
- <4> I don't enjoy fireworks at all
- <977 fixed> Don't know

Base: All in fireworks section

Question type: Multiple

#row order: randomize

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

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

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Base: All respondents

Question type: **Multiple**

#row order: reverse

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

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

Base: All respondents

Question type: **Multiple**

#row order: reverse

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

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

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

Question type: **Single**

[TF15] When purchasing fireworks for a private display, to what extent do you take the **noise** of the fireworks into consideration?

- <1> A great deal
- <2> A fair amount

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<4> Not very much

<5> Not at all

<977 fixed xor> Don't know

Base: All in fireworks section

Question type: **Grid**

#row order: randomize(random2)

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

-[TF5_1] Organised public firework displays

-[TF5_2] Private firework displays

<1> Very safe

<2> Safe

<3> Not very safe

<4> Not safe at all

<977 fixed xor> Don't know/ can't recall

<944 fixed xor> Not applicable – I have never attended this type of display

#order: randomize

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

Question type: **Multiple**

[TF6c_1] You previously said the last public firework display you attended was not safe...What about the display made it unsafe? (Please select all that apply).

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- <1> There were too many people
- <2> Fireworks were set off too close to people
- <3> Something caught fire
- <4> Someone was hit by a firework
- <5> Fireworks are generally unsafe / unpredictable
- <6> Event wasn't managed effectively (e.g. not enough visible staff)
- <955 fixed> Other (open [TF6c_1_other]) [open] please specify
- <977 fixed xor> Don't know

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

Question type: Multiple

[TF6c_2] You previously said the last private firework display you attended was not safe...What about the display made it unsafe? (Please select all that apply).

- <1> There were too many people
- <2> Fireworks were set off too close to people
- <3> Something caught fire
- <4> Someone was hit by a firework
- <5> Fireworks are generally unsafe / unpredictable
- <955 fixed> Other (open [TF6c_2_other]) [open] please specify
- <977 fixed xor> Don't know

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Base: All in fireworks section (excludes N.I)

Question type: **Single**

[TF10] Have you purchased fireworks in the past 3 months (i.e. since \$TF10_DATE)?

<1> Yes

<2> No

Base: All who have purchased fireworks recently

Question type: **Single**

#row order: randomize

[TF11] Thinking about the last time you purchased fireworks, where did you purchase them?

<1> High street retailer (online or offline)

<2> Discount retailer/ outlet (online or offline)

<3> Supermarket (online or offline)

<4> Specialist fireworks shop (including a “pop-up” temporary store)

<5> Amazon

<6> Third party sellers on online marketplace (e.g. Amazon marketplace, eBay, Etsy)

<7> Directly from the manufacturer

<955 fixed> Other (open [TF11_other]) [open] please specify

<977 fixed xor> Don't know / can't recall

Base: All who have purchased fireworks recently

Question type: **Multiple**

#row order: randomize

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[TF12] Still thinking about the most recent time you purchased fireworks, where did you store them after buying them?

- <1> At home, inside the house
- <2> At home, in a garage
- <3> At home, in a shed
- <4> In a car/ vehicle
- <5> In someone else's home/ garage/ vehicle
- <6> Outside e.g. in a garden
- <8> Somewhere else (open [TF12_other]) [open] please specify
- <977 fixed xor> Don't know / can't recall
- <944 fixed xor> Not applicable - Didn't store them / I used them straight away

Base: All who have purchased fireworks recently

Question type: Single

[TF13] Thinking about the fireworks' instructions for use, which of the following best applies to you?

- <1> I read the instructions thoroughly before using the fireworks
- <2> I read the instructions briefly before using the fireworks
- <3> I didn't read them initially, but consulted them later to find specific information
- <4> I did not read the instructions at all
- <977 fixed xor> Don't know / can't recall

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<944 fixed xor> Not applicable – they did not come with instructions for use

Base: All in fireworks section (excludes N.I)

Question type: Multiple

[TF14] What, if any, safety information or advice about fireworks have you ever looked for? This might have been before using fireworks or attending an event. (Please select all that apply)

- <1> If a seller was licensed before buying fireworks from them
- <2> What category of fireworks I have/ can use
- <3> How fireworks should be safely stored
- <4> How far away people should stand when fireworks are being lit
- <5> How to keep pets safe/ calm during fireworks
- <6> How to dispose of fireworks safely
- <7> if there are timings/ curfew for when fireworks can be set off
- <955 fixed> Other (open [TF14_other]) [open] please specify
- <977 fixed xor> Don't know / can't recall
- <944 fixed xor> Not applicable – I've never looked up safety information/ advice about fireworks

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?

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-[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
-[TM2_7]	A toy with a button/ coin battery
-[TM2_8]	A toy with an AAA/ AA battery
<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

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- | | |
|-----------------|---|
| <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/ battery section

Question type: Multiple

#row order: randomize

[TBB6] Button batteries (sometimes known as coin batteries) are small flat circular batteries, often around 1 to 2 cm diameter.

In the past six months, have you purchased any of the following that contain button batteries?

- | | | | |
|-----|---|-----------------|--|
| <1> | Watches | <7> | Kitchen scales |
| <2> | Calculators | <8> | LED lights |
| <3> | Electronic toys (e.g. light up fidget spinners, small robot toys) | <9> | LED candles |
| <4> | Greeting cards that make noise | <955 fixed> | Other items (open [TBB6_other]) [open] please specify |
| <5> | Remote controls | <977 fixed xor> | Don’t know/ can’t recall |
| <6> | Digital thermometers | <994 fixed xor> | Not applicable – I have not purchased any items that contain button batteries in the past six months |

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Base: All in magnets/ battery section

Question type: **Multiple**

#row order: randomize

[TBB7] Thinking about all items with button batteries in your home, are the battery compartments secured or unsecured? (Please select all that apply)

- <1> Secured (i.e. requires a tool such as a screwdriver or coin to open the battery compartment, or requires at least 2 independent movements to be applied simultaneously)
- <2> Unsecured (i.e. the battery does not require tools or can be opened by a single movement)
- <977 fixed xor> Don't know
- <944 fixed xor> Not applicable – I don't have any button battery products in my home

Base: All in magnets section who bought button battery item

Question type: **Multiple**

#row order: randomize

[TBB8] Which, if any, of the following are important to you when buying an item which uses button batteries?

- <1> Purchase price of the product
- <2> Ongoing costs (e.g. costs to replace batteries regularly)
- <3> Battery life (e.g. how long until the batteries need replacing)
- <4> The battery compartment is secured
- <5> Brand
- <6> Information/ warnings on the product packaging
- <7> Product reviews/ ratings

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<955 fixed> Other (open [TBB8_other]) [open] please specify

<977 fixed xor> Don't know

Base: All

Question type: **Single**

[TBB9] For the following question, by safety issues with button batteries we mean that the battery itself caused an issue rather than the product it was powering (e.g. a child swallowed the battery)

Have you or someone in your household ever experienced any safety issues related to button batteries?

<1> Yes, I did

<2> No, I didn't

<977 fixed xor> Don't know/ can't recall

Base: All who had a safety issue with button battery

Question type: **Multiple**

#row order: randomize

[TBB10m] You said you had a safety issue with a button battery. If you've experienced more than one, please think about the most recent.

Did that safety issue cause any of the following?

<1> Physical harm

<2> Distressed/ increased stress

<3> Damage to property/ household item

<944 fixed xor> None of these

Base: All who had a safety issue which caused harm

Question type: **Open**

#any

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[TBB10_harm] You said that someone experienced physical harm as a result of a safety issue with a button battery. Please describe, in as much detail as possible what happened (e.g. what circumstances led to the safety issue, who was affected, if healthcare was needed)

Base: All who had a safety issue with button battery

Question type: Multiple

#row order: randomize

[TBB11] And which, if any, of the following did you do as a result of that safety issue?

- <1> Returned the item for a refund/ exchange
- <2> Threw it away/ stopped using it but did not return
- <3> Complained to the manufacturer
- <4> Complained to where I bought it from
- <5> Left a negative review
- <6> Contacted Citizens Advice
- <7> Contacted someone else (e.g. the media, my MP)
- <955 fixed> Other (open [TBB11_other]) [open] please specify
- <977 fixed xor> Don't know
- <944 fixed xor> Nothing – I did not take any action

Question type: Text

On a different topic...

Base: All in circular economy section

Question type: Grid

#row order: randomize(rand7)

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[TCE4] In the last year, have you had any of the following electrical appliances, that were not covered under guarantee or warranty, stop working (i.e. no longer operating correctly)?

- [TCE4_1] Laptop/ tablet/ mobile phone
- [TCE4_2] Charger
- [TCE4_3] Speaker
- [TCE4_4] Small kitchen appliance (e.g. toaster, kettle, blender, microwave)
- [TCE4_5] Electronic game/ console
- [TCE4_6] Vacuum cleaner
- [TCE4_7] Smart home device (e.g. smart speaker/ assistant, smart thermostat)
- <1> Yes
- <2> No
- <977 fixed xor> Don't know / can't recall

Base: All in circular economy section who had more than one product stop working

Question type: Single

#row order: randomize(rand7)

[TCE5] You said that the following products stopped working in the last year and were not under guarantee

Which one stopped working most recently?

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

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- <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)
- <977 fixed xor> Don't know / can't recall

Base: All in circular economy section who had a product stop working (excl. DK)

Question type: Multiple

#row order: randomize

[TCE6] For the following question, if multiple products have stopped operating correctly in the past year, please think about the most recent instance of this.

Which, if any, of the following actions did you take when this product stopped operating correctly?

- <1> I attempted to repair it myself
- <2> A professional attempted to repair it (e.g. the manufacturer, a repair company)
- <3> A friend/ family member attempted to repair it (not a professional)
- <4> I contacted the manufacturer or retailer
- <5> I disposed of the product
- <6> I bought a new one
- <955 fixed> Other (open [TCE6_other]) [open] please specify
- <977 fixed xor> Don't know
- <944 fixed xor> Not applicable – did not take any action

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Base: all who tried to repair the product / get it repaired

Question type: **Single**

#row order: *randomize*

[TCE7] You previously said that the following people attempted to repair the product. Which, if any of them were successful?

- <1> I was successful myself
- <2> A professional
- <3> A friend/ family member
- <4> The manufacturer/ retailer
- <97> Don't know/ can't recall
- <944> Not applicable – the product was not successfully repaired

Base: all who personally/ whose family or friends tried to repair the product

Question type: **Multiple**

#row order: *randomize*

[TCE8] You previously said you, or a friend or family member personally attempted to repair the product. Which, if any, of the following information sources were used while attempting the repair?

- <1> Product manual
- <2> Manufacturer's website
- <3> YouTube video (professional or non-professional)
- <4> Search engine
- <5> Online forum
- <955 fixed> Other (open [TCE8_other]) [open] please specify

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<977 fixed xor> Don't know / can't recall

<944 fixed xor> Not applicable – I / they used no information sources while attempting to repair the product

Question type: Single

#Columns: 3

[CP2_PRODUCT10] THIS IS SHOWN ONLY IN TEST MODE dummy variable to set product CP2_PRODUCT10

Response Option List: CP2_list

Question type: Grid

#row order: randomize

[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

Question type: Text

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On a different topic...

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 <u>during</u> the COVID-19 pandemic (March 2020 to now) |
| <2> | Yes, purchased <u>before</u> 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 who have access to a device at UVC1

Question type: **Grid**

#row order: randomize

[UVC16] From which, if any, of the following did you get your device?

- | | |
|------------|---|
| -[UVC16_1] | Air cleaning device |
| -[UVC16_2] | UV light sanitising device |
| <1> | High street retailer (online or offline) |
| <2> | Discount retailer/ outlet (online or offline) |

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- <3> Market stall/ “pop-up”
- <4> Amazon
- <5> Third party sellers on online marketplace (e.g. Amazon marketplace, eBay, Etsy)
- <6> Directly from the manufacturer
- <955 fixed> Other
- <977 fixed xor> Don’t know
- <944 fixed xor> Not applicable – I didn’t purchase it myself (e.g. it was a gift)

Base: all who have access to a UV light sanitising device

Question type: **Multiple**

#row order: randomize

[UVC17] Which type of UV light sanitising device(s) do you have? Please select all that apply.

- <1> A box/ bag that you put items in
- <2> A handheld wand/ stick/ rod
- <3> A lamp (i.e. which sits on the floor/ table and sanitises a wide area)
- <4> A vacuum cleaner (e.g. handheld, robot)
- <955 fixed> Other (open [UVC17_other]) [open] please specify
- <977 fixed xor> Don’t know

Base: all who have access to a UV light sanitising device

Question type: **Multiple**

#row order: randomize

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[UVC18] Have you or someone in your household experienced any negative side effects during or shortly after using the UV light sanitising device(s)? Please select all that apply.

- <1> Eye pain
- <2> Skin redness or rash
- <3> Burn
- <4> Headaches
- <5> Nausea
- <955 fixed> Other (open [UVC18_other]) [open] please specify
- <977 fixed xor> Don't know/ can't recall
- <944 fixed xor> Not applicable - No experience of side effects
- <933 fixed xor> Prefer not to say

Base: all who have experienced side effects

Question type: Grid

[UVC19] How many times have you or someone in your household experienced such side-effects?

- [Q17_1] Eye pain
- [Q17_2] Skin redness or rash
- [Q17_3] Burn
- [Q17_4] Headaches
- [Q17_5] Nausea

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- | | |
|-----------------|-----------------------------|
| -[Q17_6 fixed] | Other side effect |
| <1> | Once |
| <2> | 2-3 times |
| <3> | Many times |
| <4> | Every time I use the device |
| <977 fixed xor> | Don't know/ can't recall |
| <933 fixed xor> | Prefer not to say |

Base: all who have experienced side effects

Question type: Single

#row order: randomize

[UVC20] Which of the following statements BEST describes how the side effect occurred?

- | | |
|-----------------|---|
| <1> | It was caused during normal operation, following manufacturer instructions and warnings |
| <2> | It was caused when not following the manufacturer instructions and warnings. |
| <3> | It was caused by a device malfunction |
| <4> | It happened accidentally (e.g. through accidental misuse etc.) |
| <977 fixed xor> | Don't know |

Base: all who have experienced side effects

Question type: Single

[UVC21] On a scale of 1-5, where 1 is "very minor" and 5 is "extremely serious", how serious was the side effect?

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- <1> 1 - Very minor
- <2> 2
- <3> 3
- <4> 4
- <5> 5 - Extremely serious

Question type: *Text*

Moving on.....

Question type: *Single*
#row order: *randomize*

[TEG1] In the past year, which, if any, of the following cosmetic products for the purpose of lengthening your eyelashes have you used? If you are unsure, please select “don’t know”. Please do not include a product such as a mascara that makes eyelashes look longer.

- <1> An eyelash serum (e.g. a liquid brushed onto the lashes)
- <2> An eyelash conditioner (e.g. a thicker cream)
- <955 fixed> Other (open [TEG1_other]) [open] please specify
- <977 fixed xor> Don’t know / can’t recall
- <944 fixed xor> Not applicable – I have not used any cosmetic products to lengthen my eyelashes in the last year

Question type: *Single*

[TEG1b] You said that you have used a cosmetic product for the purpose of lengthening your eyelashes (not including mascara)...

How often do you usually apply the product?

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- <1> More than once a day
- <2> Once a day
- <3> Two to three times a week
- <4> Once a week
- <5> Once a fortnight
- <6> Once a month
- <7> Less than once a month
- <977 fixed xor> Don't know

Base: All in eyelash growth module

Question type: Multiple

#row order: randomize

[TEG2] From which, if any, of the following places did you purchase this product? (Please select all that apply).

- <1> A high street retailer/ chemist (e.g. Boots, Superdrug)
- <2> A discount retailer/ outlet (e.g. Savers)
- <3> A supermarket
- <4> Online marketplace (Amazon marketplace, Ebay)
- <5> Online retailer of a range of products (e.g. Argos)
- <6> A specialist cosmetics website (e.g. Feelunique)
- <7> Directly from the manufacturer (e.g. RevitaLash)

OPSS Product Safety and Consumers: Wave 3

- <955 fixed> Other (open [TEG2_other]) [open] please specify
- <977 fixed xor> Don't know / can't recall
- <944 fixed xor> Not applicable – I did not purchase the product myself (e.g. received as a gift).

Base: All in eyelash growth module

Question type: Multiple

#row order: randomize(rand7)

[TEG3] Have you ever experienced any of the following side effects or reactions when using this product? (Please select all that apply).

- <1> Reddening of the eye itself
- <2> Partial blindness
- <3> Changes to the colour of the skin around the eye
- <4> Eye itchiness or irritation
- <5> Reddening **around** the eye
- <6> Swelling around the eye
- <7> Dry eye syndrome
- <955 fixed> Other (open [TEG3_other]) [open] please specify
- <977 fixed xor> Don't know / can't recall
- <944 fixed xor> Not applicable – I have never experienced a side effect or reaction when using this product
- <933 fixed xor> Prefer not to say

OPSS Product Safety and Consumers: Wave 3

Base: All in eyelash growth module who experienced a specific reaction

Question type: **Grid**

#row order: randomize(rand7)

[TEG5] 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?

- | | |
|------------------|--|
| -[TEG5_1] | Reddening of the eye itself |
| -[TEG5_2] | Partial blindness |
| -[TEG5_3] | Changes to the colour of the skin around the eye |
| -[TEG5_4] | Eye itchiness or irritation |
| -[TEG5_5] | Reddening around the eye |
| -[TEG5_6] | Swelling around the eye |
| -[TEG5_7] | Dry eye syndrome |
| -[TEG5_96 fixed] | Other |
| <1> | Very Mild |
| <2> | Mild |
| <3> | Moderate |
| <4> | Severe |
| <5> | Very severe |
| <933 fixed xor> | Prefer not to say |

Base: All in eyelash growth module who experienced a specific reaction

Question type: **Grid**

#row order: randomize(rand7)

OPSS Product Safety and Consumers: Wave 3

[TEG6] What aid was needed after experiencing these side-effects?

- [TEG6_1] Reddening of the eye itself
- [TEG6_2] Partial blindness
- [TEG6_3] Changes to the colour of the skin around the eye
- [TEG6_4] Eye itchiness or irritation
- [TEG6_5] Reddening **around** the eye
- [TEG6_6] Swelling around the eye
- [TEG6_7] Dry eye syndrome
- [TEG6_96 fixed] Other
- <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> Don't know/ can't recall
- <933> Prefer not to say

Focus group topic guide

OPSS Tracker – Focus group discussion guide v1.0 – January 2022

Introduction (5 mins)

Hello and thank you for logging in this evening. My name is xx – I will be moderating the session for the next 90 minutes.

Today I'd like to talk about how you interact with different products. 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

Trust in organisations (15-20 mins)

I want to start off the group by talking broadly about the idea of trust...

- What sources of information and advice do you trust, e.g. friends, family, government, businesses etc?
 - What makes you trust the information and advice they share?
 - What indicates trust from your perspective?
 - Has this changed over time? Why so?
- What sources of health-related information and advice do you trust? Why so?
 - Has this changed over time? Why so?
- What about when it comes to the safety of a product, who do you trust to give you messages / advice about safety of products? Why so?

OPSS Product Safety and Consumers: Wave 3

- Has this changed over time? Why so?

- Which retailers / manufacturers do you trust more / less to tell you about the safety of products? Why so?

- *Show list on whiteboard:*
 - *Government*
 - *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)*

- *Looking at the list on the whiteboard please use the tick and cross toll to indicate which organisations you trust most and least, if you are unsure or are not familiar with the organisation please do not tick or cross the organisation.*

- Once you have made your selections please tell us about why you trust / distrust the organisations you indicated.
 - *What indicates trust for you? Why so? Probe if not already mentioned, ask about impact of previous experiences as well as experiences of family and friends*

- OPSS have been mentioned previously, are you aware of them and their work? If so, how?
 - If so, what are your perceptions of this organisation? Where did these perceptions come from?
 - *Show whiteboard: The Office for Product Safety and Standards (OPSS) delivers consumer protection and supports business confidence, productivity and growth. They regulate a wide range of products with a focus on their safety and integrity. They work with local, national and international regulators, with consumer representatives and with businesses to deliver effective protections and to support compliance.*
 - What are your perceptions of OPSS having read this description?
 - How would feel about a government department like The Office for Product Safety and Standards (OPSS) sharing information about product safety vs the wider government? Why so?

Online marketplaces (15-20 minutes)

Next I'd like us to talk about buying products online...

OPSS Product Safety and Consumers: Wave 3

- Has your attitude to / behaviour around buying items online changed in recent years?
 - Why so? *Probe on Covid impact and buying online vs offline and if this varies according to product*
- Do you consider product safety when shopping online?
 - If so, how do you assess safety when buying online?
 - Do you have any concerns about buying items online in general?
 - Does this differ according to site? How so?
 - What experiences have impacted on your trust on buying online?
- What do you understand by the term online marketplace?
 - What online marketplaces are you aware of?
 - Have you previously purchased any items from an online marketplace? *If so, please tell us about how you found the site and product, your overall experience*
 - How regularly you use online marketplaces?
 - Has your attitude / behaviour to buying items from an online marketplace changed in recent years? Why so? *Probe on Covid impact*
- *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), any online platform where products can be sold from third party sellers (i.e. not directly from the website/company)*
- Which types of products you purchase from an online marketplace vs an online retailer (e.g. Debenhams, Argos)? Why so? *Probe on cosmetics, electrical items, toys, clothes*
- Does your perception of safety differ according to online marketplace e.g. Amazon Marketplace, Etsy, Wish? How so? *Probe on experiences with different online marketplaces*
 - What are your key factors for choosing the online marketplace you want to purchase from? Why so? *Probe on price, environmental impact, speed, convenience*
- Do you notice/check where the seller is based? *Probe on perceptions of safety*
- Do you have any concerns about product safety when buying from a seller on an online marketplace? Why so?
 - How, if at all, do you assess safety when buying from a seller on an online marketplace? *Probe on how it differs to buying products online*
 - Does this vary by product type / the intended end user e.g. your child?

OPSS Product Safety and Consumers: Wave 3

- What would you do if you had an issue / defect with a product you purchased through an online marketplace? *Probe on fixing, returning, disposing*

Automatic registration (15 mins)

We've talked about buying products online, now I want to talk about the idea of product registration...

- What are your expectations for what this might look like? Why so?
 - Do you have any initial perceptions of this idea?

Show on whiteboard: Registration of new products by customers can help manufacturers communicate important information regarding product updates or recommendations, activate warranties, track usage and maintenance issues, and aid during notifications concerning safety warnings or product recalls

- What do you think about the idea of product registration now you have seen the definition? Why so?
 - What do you see as the benefits and drawbacks of product registration? Why so?
- What about the idea of product you purchased being automatically registered when they're bought? *Probe on appeal*
 - How relevant does automatic registration feel to you?
 - What do you see as the benefits and drawbacks of automatic registration? Why so? *Probe on disposal of product*
- What types of **products** would you expect to be automatically registered? Why so? *Probe on electrical item*
- What kind of **businesses** do you think would offer automatic registration? Why so? *Probe on online retailer vs online marketplace*
 - How would you feel about a manufacturer automatically registering a product? Why so?
 - How would you feel about a retailer automatically registering a product? Why so?
- Would price have an impact on whether you think a product would be automatically registered? Why so?
- Having reviewed the idea of automatic registration, do you have any other concerns about the idea of automatic registration? *Probe on data protection*

Let's finish this section by sharing an example...

OPSS Product Safety and Consumers: Wave 3

- Would you allow your contact details to be held by a third party in order for you to be contacted quickly if a fault was identified in your make of gas cooker or boiler? Why so?
- If you were told a confidential register of owners of gas appliances could help to save lives by enabling owners to be contacted if a fault was identified in your make of appliance, would you allow your contact details to be held in those circumstances?
- Which organisation/company would you trust most to hold your contact details securely? *Probe on the manufacturer of your gas cooker, your gas appliance fitter or a central government body*

Right to Repair (10 mins)

We've discussed product safety this evening, now I want us to explore the idea of repairing an electrical product...

- Imagine you had a problem with an electrical product you purchased a couple of years ago e.g. a television or speaker or a fridge, what would your likely course of action be? Would you dispose of it or try to repair it? Why so?
- In general how do you feel about repairing an electrical (batteries or mains powered) product which you own?
- What factors might influence whether you look to repair or replace the (electrical) product? Repair either themselves or by someone else.
 - What is your decision making process when you are deciding whether to fix an electrical product? *Probe on skill level needed and whether they would repair vs a professional*
 - What factors come into mind when you are considering whether or not to repair a product? *Probe on price, time, safety, skill level is needed / ease of repair*
 - Do you typically consider safety when you are repairing an electrical product? Why so? *Probe on how this differs depending on the product*
 - What information / resources might you look to for support? Why so?
- Please tell us about a recent time you repaired an electrical product or had a product repaired by a friend / professional / manufacturer. Tell us about what was fixed, how easy / difficult it was, whether it was successful
 - Was this a 'typical' repair experience?
 - Did you have any issues, like safety, after the repair? If so please tell us how
- How easy / difficult do you think manufacturers make it to repair their products?

OPSS Product Safety and Consumers: Wave 3

- What kind of additional information / support might you need when repairing a product?
- Does information / support effect the likelihood of you repairing a product? How so? *Probe on perceptions of safety*
- Do you think manufacturers have a responsibility to tell you how to fix their product? Why so? *Probe on expectations e.g. supplying replacement part and any other duties*
- After you have made repairs on a product, who then has liability – the manufacturer or repairer? Why so?

Button Batteries (10 mins)

Thanks for all of your responses so far, we are going to finish the session by discussion button batteries...

Show on whiteboard:



Button batteries, also known as coin batteries, are often used in key fobs, toys, watches.

- Do you have any button or coin batteries in your home?
 - What products do you have that include button or coin batteries?
- Do you treat button or coin batteries differently to normal batteries? Why so?
 - Are you aware of any safety concerns / warnings around button or coin batteries?
 - Do you have any safety concerns about button or coin batteries? Where have these concerns come from?
 - Have you ever noticed package warnings / campaigns on button or coin batteries?

OPSS Product Safety and Consumers: Wave 3

- How, if at all, did this change your behaviour around button or coin batteries?
Probe on whether they keep them secure / out of reach from children

Show on whiteboard when relevant:



- Do you have secured compartments on any of your button or coin battery products? What is the purpose of them? *Probe on importance / appeal of secure compartments*
- A secured compartment is featured on the product, an image of what this tends to look like is included on your whiteboard
 - To what extent do you think the secured compartments keep the button or coin batteries secure? Why so?
- Have you / anyone you know had any negative experiences with button or coin batteries? If so please could you tell us about the experience?
- Have you / anyone you know had an issue with swallowing or near swallowing a button or coin battery? If so please could you tell us about the experience, *probe on product, outcome and impact of the experience*

Conclusions (5 mins)

- What kind of info relating to product safety would you want to see more of (if any)?
 - Who would you like to see these from?
- Do you have any other comments?
- Any client questions

Survey definitions and materials

Sexual orientation and gender identity

Throughout the main report, results are analysed by sexual orientation - comparing heterosexual respondents against those who identify as lesbian, gay, bisexual, or another sexuality (LGB+).

The report does not include analysis by transgender/ nonbinary gender identity (i.e. where their current gender identity does not align with the gender they were assigned at birth). Due to the nationally representative nature of the study, binary gender is used in sampling and weighting in order to match the population statistics currently available from the Office of National Statistics (ONS).

Ethnicity

Throughout the analysis, respondents are grouped into two categories: White or Black, Asian, and Minority Ethnicities (BAME). An identification question is held on the YouGov database, with 18 ethnicities in-line with the full census definition:

White

- English/ Welsh/ Scottish/ Northern Irish/ British
- Irish
- Gypsy or Irish Traveller
- Any other White background

Mixed/ Multiple ethnic groups

- White and Black Caribbean
- White and Black African
- White and Asian
- Any other Mixed/ Multiple ethnic background

Asian/ Asian British

- Indian
- Pakistani
- Bangladeshi
- Chinese
- Any other Asian background

Black/ African/ Caribbean/ Black British

- African
- Caribbean
- Any other Black/ African/ Caribbean background

Other ethnic group

- Arab
- Other

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 of CNAA higher degree (e.g. M.Sc, Ph.D)

Medium education level

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

OPSS Product Safety and Consumers: Wave 3

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

OPSS Product Safety and Consumers: Wave 3

- 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

Full list of eligible items for circular economy

In the circular economy section, respondents were asked to imagine a specific item had broken and was no longer working. Individuals were randomly allocated one of the below:

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

Toys

- Baby toy
- Sports toy
- Board game
- Doll/ action figure
- Construction toy
- Building blocks
- Craft toys

White goods

- Refrigerator/ freezer
- Extractor
- Washing machine/ combined washer/ dryer
- Tumble dryer
- Oven

OPSS Product Safety and Consumers: Wave 3

- Dishwasher

Furniture

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

Homeware

- Crockery
- Silverware/ cutlery
- Wall decorations

Sports and leisure items

- Indoor exercise equipment
- Bikes and accessories
- Gardening tools
- Camping equipment
- Sports equipment
- Musical instruments
- Gardening tools/ equipment
- Camping equipment

Fireworks campaign

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



Office for Product Safety & Standards



**Check it before
you light it**

Using fireworks this year?

- ✓ Read all the safety instructions before you get started.

2021



Office for Product Safety & Standards



Don't get burnt

Purchase fireworks from reputable retailers.

- ✓ Ensure they have the CE or UKCA mark.

2021



Office for Product Safety & Standards

Fireworks aren't for everyone

Using fireworks at home?

- ✓ Keep pets safely indoors away from noise.

2021



Office for Product Safety & Standards

Know your timings

Fireworks need to finish by 1am on Diwali.

- ✓ Timings may differ in Scotland.

2021




Office for Product
Safety & Standards



Staying safe with fireworks

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

With all the sparkle, it's easy to forget that fireworks can be dangerous if not used correctly and responsibly. This advice will help everyone to stay safe while celebrating.

Magnet campaign

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



Office for Product Safety & Standards

**Swallowing magnets
can cause serious
internal injuries**

**Keep products with small or loose magnets
away from young children.**



2021



Office for Product Safety & Standards

**Small magnets can be
found in many products**

**These include adult desk and magnetic sphere
construction toys, fridge magnets, fake piercings
and drink charms.**



2021

 Office for Product Safety & Standards

If you think your child has swallowed magnets

Take them to A&E straight away or call 999.



2021

 Office for Product Safety & Standards

Look for signs of magnet ingestion

Children may have stomach pain, vomiting, and fever.



2021



Office for Product
Safety & Standards



Small, high-powered magnets Be aware!

We increasingly see small, high-powered magnets in our everyday lives, on fridges, in adult desk toys, or used as fashion and party accessories. But did you know that if they are swallowed, they can badly injure, or even kill? This advice will help you to keep your child safe.

2021



If you think your child has swallowed a magnet

Take them straight to the nearest A&E or call 999 for an ambulance.

If a child swallows magnets, they can be forced together in the intestines or bowels, squeezing the tissue so that the blood supply is cut off. Ingesting magnets can cause significant internal damage within hours and be life-threatening.

Symptoms may not be obvious.

Your child might:

- have stomach pain
- be vomiting
- have a fever
- be pointing to their throat or stomach

2021

Batteries campaign

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

 Office for Product Safety & Standards

Swallowing button batteries can injure or kill a child



Keep children safe.

- ✓ Always keep button batteries away from them.

2021

 Office for Product Safety & Standards

Store button batteries safely



They can make their way into little hands.

- ✓ Keep them in secured containers away from children.

2021

 Office for Product Safety & Standards

Check toys and gadgets



Is the button battery compartment secured?

- ✓ If not, move them out of children's reach.

2021

 Office for Product Safety & Standards

Get rid of 'dead' button batteries



They can still badly hurt a small child.

- ✓ Store them securely until you can recycle them.

2021

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<https://www.gov.uk/government/organisations/office-for-product-safety-and-standards>