

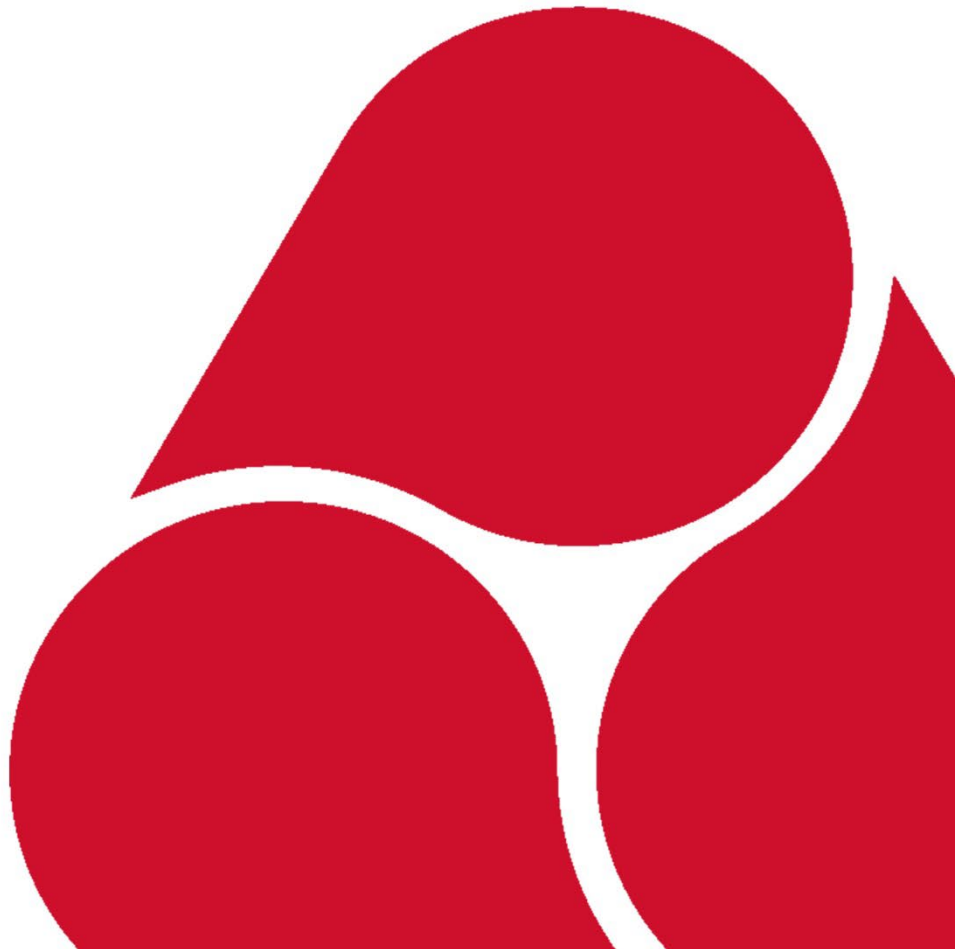


Office for Product
Safety & Standards

Upholstered Garden Furniture & Baby Travel Products – Fire Safety Consumer Research

Research Summary

May 2023



Contents

Introduction/Background	3
Methodology.....	3
Summary of Findings	3
Behaviours relating to use of outdoor upholstered furniture	3
Behaviours relating to use of baby travel products	7
Annex A: Questionnaire	8

Introduction/Background

This research aimed to explore consumer behaviour relating to upholstered garden furniture and baby travel products, in support of a review of the Furniture and Furnishings (Fire) (Safety) Regulations 1988. The research had a particular focus on investigating where upholstered garden furniture is used and stored and the use of baby travel products in the home. The results of the research will supplement the evidence base which will inform the new approach to furniture fire safety.

Methodology

In March 2021, OPSS commissioned YouGov to conduct an online survey to inform the review of the Regulations. YouGov included 8 questions (see Annex A), drafted by the Office for Product Safety and Standards (OPSS), in their omnibus survey which is regularly distributed online to a nationally representative sample of approximately 2,000 GB adults. Following quality assurance checks conducted by YouGov's internal research team, the questions were included in the omnibus survey over two waves resulting in an overall sample of 4,435 adults.

The research questions included in the omnibus survey consisted of 8 closed questions covering whether respondents owned upholstered outdoor furniture, where such furniture is used and stored, the likelihood respondents would buy upholstered outdoor furniture for use inside the home and behaviours relating to baby travel products. Images of example upholstered outdoor furniture were included in the survey to assist with respondent interpretation of the questions. OPSS also requested for additional demographic questions to be included in the omnibus covering ethnicity, religion, sexual orientation and disability.

Summary of Findings¹

Behaviours relating to use of outdoor upholstered furniture

Of the total 4,435 sample, 29% of respondents owned outdoor upholstered furniture. When these respondents were asked where they stored this furniture when not in use, just under a quarter (24%) indicated inside the home whilst the majority reported storing outdoor upholstered furniture outside (65%).²

¹ Where comparisons between groups are made, only findings which are statistically significant ($p < 0.05$) and based on a sample size greater than 50 will be reported.

² Net figure of response options in a shed, outside with direct cover, outside without direct cover and outside in a container

Graph A: Comparison of results from question CBF_Q2

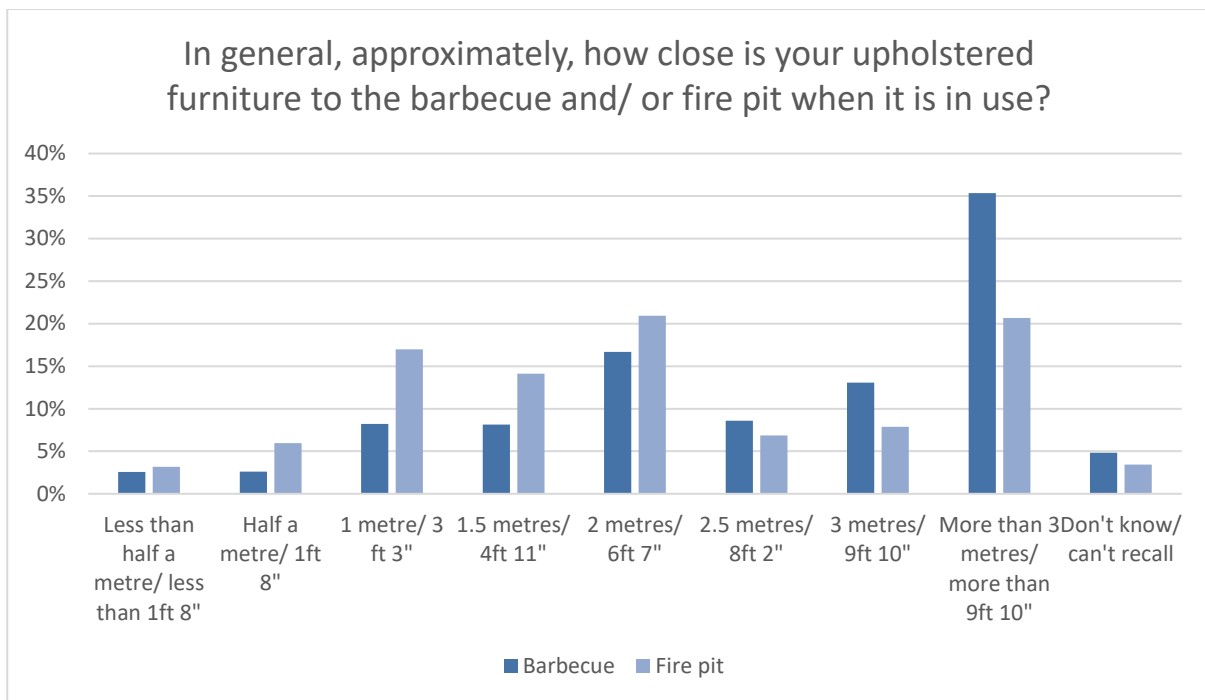


**Base: All GB Adults who have upholstered furniture for outdoor use at their main home, N=1,324*

***Percentages will not sum to 100% due to question allowing multiple responses*

Of those same respondents who own outdoor upholstered furniture, more than half owned a barbecue (63%) and a quarter (25%) owned an outdoor firepit. Nearly three quarters (74%) of respondents who owned a barbecue reported positioning their upholstered furniture two or more metres away from the barbecue when it is in use. A smaller proportion (56%) of the respondents who owned an outdoor firepit reported positioning their upholstered furniture at this same distance when their firepit is in use.

Graph B: Comparison of results from question CBF_Q4



**Barbecue base: All GB Adults who have upholstered furniture for outdoor use and a barbecue at their main home, N=824*

***Fire pit base: All GB Adults who have upholstered furniture for outdoor use and a fire pit at their main home, N=322*

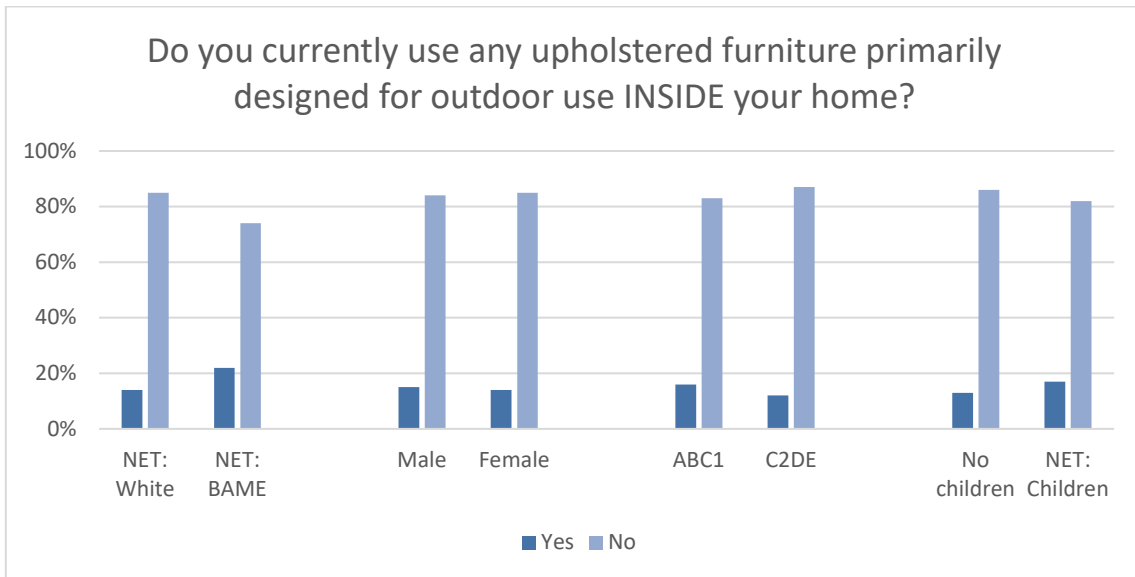
Based on the total sample of 4435 respondents, 14% reported that they currently use outdoor upholstered furniture inside their home and 13% reported that they would be likely to buy outdoor furniture for indoor use in the future. Further analysis exploring differences between key demographic groups was undertaken.

Whilst there are no statistically significant differences between males and females and their current use of outdoor furniture indoors, a higher number of females than males reported being likely to buy outdoor furniture for indoor use in the future (15% of females vs. 10% of males). Age was also seen to be a factor which impacted indoor use of outdoor furniture, with younger respondents being more likely to both currently use outdoor furniture indoors and consider buying outdoor furniture for indoor use in the future. For example, 19% of 18-24 year olds report currently using outdoor furniture indoors compared to 12% of respondents aged 55+. Furthermore, BAME respondents were statistically significantly more likely than white respondents to currently use outdoor furniture indoors (22% vs. 14%) and be more likely to buy outdoor furniture for indoor use in the future (25% vs. 12%).

Statistically significant differences can also be seen between respondents from different regions with those from London (18%) being more likely than those from the North (11%), Midlands (12%) and East (13%) to currently use outdoor furniture indoors. Respondents from the South (17%) were also statistically significantly more likely than those from the North and the Midlands but the difference between the South and London is not statistically significant. The differences between the North, Midlands and East are also not statistically significant with the exception of those from the East reporting being more likely than those from the North to buy outdoor furniture for indoor use in the future (15% vs. 11%).

Respondents who had any number of children in the household were statistically significantly more likely than those with no children in the household to both currently use outdoor furniture for indoor use (17% vs. 13%) and report a higher likelihood of buying outdoor furniture for indoor use in the future (15% vs. 12%). In addition to this, those from ABC1 social grades were statistically significantly more likely than those from C2DE social grades to currently use outdoor furniture indoors (16% vs. 12%). There were no statistically significant differences between social grades when considering likelihood of future purchases of outdoor furniture for indoor use.

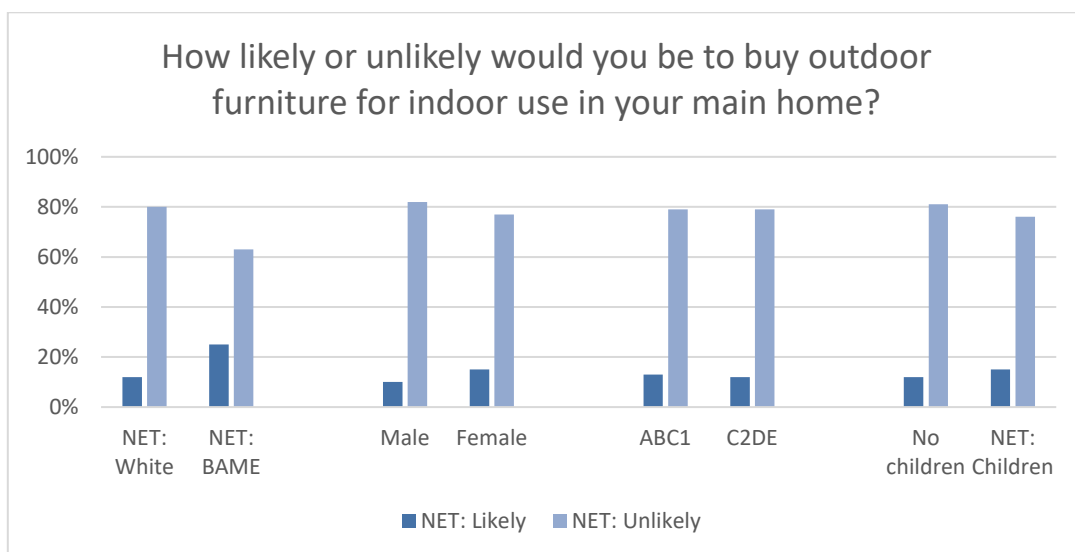
Graph C: Comparison of results from question CBF_Q5 split by key demographics



*Base: All GB Adults, N=4435

**Percentages may not sum to 100% as 'don't know' responses are not included

Graph D: Comparison of results from question CBF_Q6 split by key demographics



* Base: All GB Adults, N=4435

**Percentages may not sum to 100% as 'don't know' responses are not included

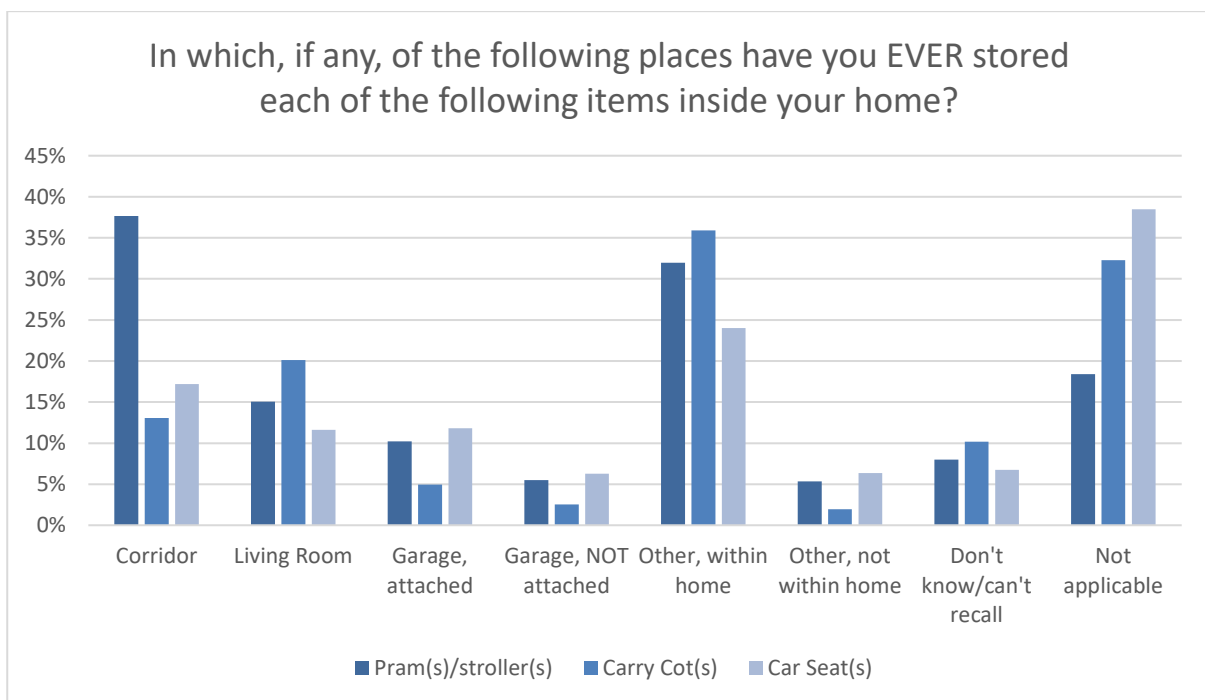
It is important to note that in each of the specific cases presented above, a greater proportion of respondents reported not currently using outdoor furniture indoors and not being likely to buy outdoor furniture for use indoors in the future.

Behaviours relating to use of baby travel products

Based on the sample of respondents who were parents³, 18% reported that they had never stored prams inside their home. For those who had stored prams inside their home, 38% had done so in the corridor, 15% in the living room and 32% in another place inside the home. 15% reported storing prams in their garage⁴.

When considering where they had ever stored carry cots and car seats, 32% of parents reported never storing carry cots inside their home and 38% reported never storing car seats inside their home. Of those who had stored either product in their home, 13% report storing carry cots in the corridor and 17% report storing car seats in the corridor. 20% and 12% of parents report storing carry cots and car seats in the living room respectively and for any other place inside the home, 36% of parents had stored carry cots and 24% had stored car seats. Furthermore, 8% reported storing carry cots in their garage⁵ whilst 18% reported storing car seats in their garage⁶.

Graph E: Comparison of results from question CBF_Q7



**Base: All GB parents, N=2501*

***Percentages will not sum to 100 due to question being multiple response*

When asked if they had ever brought the travel products into their home to allow their child(ren) to continue sleeping in the product, 54% of parents said they had done so with prams whilst a lesser number of 38% brought in carry cots and 35% car seats.

³ Sample size of 2,501

⁴ 10% in a garage attached to the home, 5% in a garage not attached to the home

⁵ 5% in a garage attached to the home, 3% in a garage not attached to the home

⁶ 12% in a garage attached to the home, 6% in a garage not attached to the home

Annex A: Questionnaire

Base: All GB Adults

Question type: *Single*

[Varlabel - Upholstered furniture ownership]

[CBF_Q1] For the following questions, by 'outdoor furniture', we mean any furniture with upholstered seat pads or cushions, which is intended for use outside of the home, though sometimes these are used inside the home. Common examples are wicker chairs or rattan sofas (examples pictures included in online survey).

By 'upholstered', we mean an item or part of furniture which contains a filling. An example would be the seat pads which form part of outdoor sofas or chairs.

Thinking about your MAIN home...

Do you currently own ANY outdoor furniture with any upholstered elements (specifically used outdoors)?

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

Base: All GB Adults who have upholstered furniture for outdoor use at their main home

Question type: *Multiple*

#row order: *reverse*

#Question display logic:

If [CBF_Q1] - Yes, I do is selected [if CBF_Q1 == 1]

[Varlabel - Where upholstered items are stored]

[CBF_Q2] You previously said that you currently own outdoor furniture with upholstered elements (specifically used outdoors) at your MAIN home...

In which, if any, of the following places do you store outdoor upholstered items when not in use (if you store the upholstered pads/ cushions separately from the main piece of furniture, please think about where you store the upholstered elements)? (Please select all that apply. If any of your answers are not included in the list shown, please type them in the 'Other' box)

- <1> In a shed
- <2> Inside my home
- <3> Outside, with a direct cover
- <4> Outside, without a direct cover
- <5> Outside, in a container
- <6> In my garage, attached to my home
- <7> In my garage, not attached to my home

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

Base: All GB Adults who have upholstered furniture for outdoor use at their main home

Question type: **Multiple**

#row order: randomize

#Question display logic:

If [CBF_Q1] - Yes, I do is selected [if CBF_Q1 == 1]

[Varlabel - Barbecue/ fire pit ownership]

[CBF_Q3] Still thinking about your MAIN home...

Which, if either, of the following do you currently own? (Please select all that apply)

<1> A barbecue
<2> An outdoor fire pit
<966 fixed xor> Neither of these

Base: All GB Adults who have upholstered furniture for outdoor use and a fire pit/ barbecue at their main home

Question type: **Dyngrid**

#row order: randomize

#Question display logic:

if CBF_Q1 == 1 and CBF_Q3.has_any([1,2])

[Varlabel - Distance of upholstered furniture from barbecue/ fire pit]

[CBF_Q4] Thinking in general about when you use upholstered outdoor furniture outside...

In general, approximately, **how close** is your upholstered furniture to the barbecue and/ or fire pit when it is in use? (Please select the option that comes closest)

-[CBF_Q4_1 if (1 in CBF_Q3)] Varlabel:Barbecue **Barbecue**
-[CBF_Q4_2 if (2 in CBF_Q3)] Varlabel:Fire pit **Fire pit**

<1> Less than half a metre/ less than 1ft 8"
<2> Half a metre/ 1ft 8"
<3> 1 metre/ 3 ft 3"
<4> 1.5 metres/ 4ft 11"
<5> 2 metres/ 6ft 7"
<6> 2.5 metres/ 8ft 2"

<7> 3 metres/ 9ft 10"
<8> More than 3 metres/ more than 9ft 10"
<977 fixed xor> Don't know/ can't recall

Base: All GB Adults

Question type: **Single**

[Vlabel - Outdoor furniture for indoor use currently]

[CBF_Q5] Still thinking about your MAIN home...

Do you currently use any upholstered furniture (e.g. cushions, seat pads, etc.) primarily designed for outdoor use INSIDE your home?

<1> Yes, I do
<2> No, I don't
<977 fixed xor> Don't know/ can't recall

Base: All GB Adults

Question type: **Single**

[Vlabel - Outdoor furniture for indoor use in the future]

[CBF_Q6] Thinking about ANY point in the future...

How likely or unlikely would you be to buy outdoor furniture for indoor use in your main home (e.g. in a sun-room, conservatory, living room, etc.)?

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

Base: All GB parents

Question type: **Dyngrid-Check**

#row order: randomize#Transposing rows and columns

#Question display logic:

if Omnibus_Parents.has_any([1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,21])

[Vlabel - Where items have been stored inside home]

[CBF_Q7a] On a different topic...

In which, if any, of the following places have you EVER stored each of the following items inside your home? (Please select all that apply in each column. If you have never stored this item inside your home, please select the 'Not applicable' option)

-[CBF_Q7_1]
Varlabel:Pram(s)/
stroller(s)

Children's pram(s)/ stroller(s)

-[CBF_Q7_2]
Varlabel:Carry
cot(s)

Children's carry cot(s) (i.e. a light, portable cot with handles, similar to but smaller than the body of a pram and often attachable to a wheeled frame)

-[CBF_Q7_3]
Varlabel:Car
seat(s)

Children's car seat(s)

- <1> Corridor
- <2> Living room
- <3> Garage (attached to the main building of my home)
- <4> Garage (NOT attached to the main building of my home)
- <955 fixed> Other (within my home)
- <966 fixed> Other (not within my home)
- <977 fixed xor> Don't know/ can't recall
- <944 fixed xor> Not applicable - I have never stored this item inside my home

Base: All GB parents

Question type: **Multiple**

#row order: randomize

#Question display logic:

if Omnibus_Parents.has_any([1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,21])

[Varlabel - Bringing items into home]

[CBF_Q8] Thinking about your child(ren)...

Which, if any, of the following items have you/ your partner EVER brought into your home to allow your child(ren) to continue sleeping in them? (Please select all that apply)

- <1> Pram(s)/ stroller(s)
- <2> Carry cot(s) (i.e. a light, portable cot with handles, similar to but smaller than the body of a pram and often attachable to a wheeled frame)
- <3> Car seat(s)
- <966 fixed xor> None of these
- <977 fixed xor> Don't know/ can't recall

© Crown copyright 2023

This publication is licensed under the terms of the Open Government Licence v3.0 except where otherwise stated.

To view this licence, visit www.nationalarchives.gov.uk/doc/open-governmentlicence/version/3/ or write to the Information Policy Team, The National Archives, Kew, London TW9 4DU, or email: psi@nationalarchives.gsi.gov.uk. Where we have identified any third-party copyright information you will need to obtain permission from the copyright holders concerned.

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

Office for Product Safety and Standards

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