# Office for Product Safety & Standards

# OPSS Product Safety and Consumers: Wave 4

Technical report

December 2023

# Detailed methodology

## Overview

This research technical report presents the background to how the data was collected and analysed for the fourth wave of OPSS Public Attitudes Tracker (PAT). The main findings are based on a representative sample of 10,156 people from across the United Kingdom (UK) collected through online research methods. The survey builds on the first three 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

- Wave 4: 10,156 UK adults, surveyed between 22nd June and 5th July 2022

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 29th May to 6th June 2022 for Wave 4, all interviews were conducted over Zoom. 10 cognitive interviews were conducted before surveys went live in Wave 1, 2 and 3.

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

- Wave 4: 252 UK adults, surveyed between 6th and 28th July 2022

For wave four, 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

- Wave 4: 4 text based focus groups on 18th and 19th July 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.

# OPSS Product Safety and Consumers: Wave 4

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

| Variable | Unweighted N | Weighted N | Weighted % |
|---|---|---|---|
| Age | | | |
| 18 to 24 | 1190 | 1144 | 11% |
| 25 to 34 | 1539 | 1645 | 16% |
| 35 to 44 | 1729 | 1849 | 18% |
| 45 to 54 | 1866 | 1737 | 17% |
| 55 to 64 | 1524 | 1334 | 13% |
| 65 to 74 | 1281 | 1348 | 13% |
| 75+ | 1027 | 1101 | 11% |
| **Gender** | | | |
| Male | 4742 | 4928 | 49% |
| Female | 5414 | 5228 | 51% |
| **Region** | | | |
| North East | 426 | 416 | 4% |
| North West | 1135 | 1117 | 11% |
| Yorkshire and the Humber | 887 | 833 | 8% |
| East Midlands | 771 | 741 | 7% |
| West Midlands | 874 | 894 | 9% |
| East of England | 982 | 945 | 9% |
| London | 1098 | 1330 | 13% |
| South East | 1454 | 1391 | 14% |
| South West | 911 | 873 | 9% |
| Wales | 487 | 487 | 5% |
| Scotland | 854 | 843 | 8% |
| Northern Ireland | 277 | 284 | 3% |
| **Social grade** | | | |
| AB | 2550 | 2844 | 28% |
| C1 | 2928 | 2945 | 29% |
| C2 | 2012 | 2133 | 21% |
| DE | 2666 | 2234 | 22% |
| **Ethnicity** | | | |
| White British | 9029 | 9004 | 89% |
| Black, Asian, Minority Ethnicities | 1127 | 1152 | 11% |

| Variable | Unweighted N | Weighted N | Weighted % |
|---|---|---|---|
| **Education level** | | | |
| Low | 2222 | 2788 | 27% |
| Medium | 3991 | 4181 | 41% |
| High | 3943 | 3187 | 31% |
| **Total** | **10156** | **10157** | **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 252 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 | 5 |
| 65+ | 245 |
| Educational attainment | |
| Low | 168 |
| Medium | 57 |
| High | 27 |
| Gender | |
| Male | 85 |
| Female | 166 |
| **Total** | **252** |

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

In a telephone survey the presence of an interviewer can introduce social desirability bias, with respondents giving answers they feel the interviewer wants to hear. This can manifest

itself in more positive responses being seen in the data being collected through telephone surveys when compared to online surveys.

## Questionnaire design

The wave one PAT survey was designed through a collaboration between the stakeholders at OPSS and YouGov. The survey takes a modular approach that baselines perceptions and behaviours in relations to purchasing products and product safety issues and allows a series of 'topical' modules to be asked each wave.

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

| CORE: Perceptions of product safety |
| :---: |
| CORE: Experiences of safety issues |
| CORE: Experiences of product registration |
| TOPICAL: Online Purchasing |
| TOPICAL: E-labelling |
| TOPICAL: Magnets and Button Batteries |
| TOPICAL: Campaigns (magnets/ batteries) |
| TOPICAL: Product labelling |
| TOPICAL: Inclusive Design |
| TOPICAL: Smart Devices |
| TOPICAL: UV light sanitising devices |
| TOPICAL: Battery storage |
| TOPICAL: Construction |
| TOPICAL: Safety gates |

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 one of the online purchasing/ e-labelling sections. The further topical sections were then also randomly rotated, with each respondent seeing at least two of the product labelling/ inclusive design/ smart devices/ battery storage/ construction sections. An initial question about each campaign (magnets/ button 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 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.

**Questionnaire modules over time**

As discussed above, to maximise the number of topics which can be covered in each wave, topical modules are randomised. Core sections are also alternated and not asked in every wave. Not all sections or questions are asked in every wave. The below outlines where overall sections have been included in a survey.

| | Wave 1 | Wave 2 | Wave 3 | Wave 4 |
|---|---|---|---|---|
| *Core sections* | | | | |
| **Perceptions of safety** | Y | Y | Y | Y |
| **Perceptions of the OPSS** | Y | N | Y | N |
| **Experiences of safety issues** | Y | Y | Y | Y |
| **Perceptions and experiences of product recalls** | Y | Y | Y | N |
| **Perceptions and experiences of product registration** | Y | Y | Y | Y |
| *Topical sections* | | | | |
| **Online purchasing** | Y | Y | Y | Y |
| **Second-hand purchasing** | Y | N | Y | N |
| **Fireworks** | Y | N | Y | N |
| **Furniture labelling** | Y | Y | N | N |
| **Magnets** | Y | Y | Y | Y |
| **Country of origin labelling** | Y | N | N | Y |
| **Inclusive design** | Y | N | N | Y |
| **COVID-19 face coverings** | Y | N | N | N |
| **Product labelling** | N | Y | N | Y |
| **Button and coin batteries** | N | N | Y | Y |
| **Circular economy** | N | Y | N | N |
| **Circular economy: right to repair** | N | N | Y | N |
| **Smart devices** | N | Y | N | Y |
| **UVC and air cleaners** | N | Y | Y | Y |
| **Home battery energy storage** | N | Y | N | Y |
| **Construction** | N | N | N | Y |
| **Safety gates** | N | N | N | Y |
| **Cost of living** | N | N | N | Y |
| **Eyelash serums/ creams** | N | N | Y | N |
| **3D printers** | N | Y | N | N |

# 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 29th May and 6th June 2022, 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 373 people. The survey pilot was undertaken on 17th June 2022 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 18th July, Parents w/children under 18, ABC1
- Group 2: Monday 18th July, Parents w/children under 18, C2DE
- Group 3: Tuesday 19th July, 18-40 year olds C2DE
- Group 4: Tuesday 19th July,  41+ year olds

The discussion explored participant's opinions on product safety, safety instructions, safety labels of products, images and a video from the buttom batteries campaign, knowledge and opinions on smart devices and finally how they feel about the cost of living crisis. 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.

# Population-level estimates

The information presented in this chapter is for illustrative purposes only. Grossing-up survey findings to population-level estimates is subject to error and means the true figure in the population may be a lot higher or lower than the given figures. Upper and lower bounds have been provided factoring in margin of error at the 95% confidence level and assuming a good random sample with minimum design effects.

The questions included in the survey were not designed with population-level estimates in mind and caution should be used in interpreting these estimate figures. Respondents are asked about their purchase of a non-exhaustive list of products: wave four included 57 products across nine categories.

Full details of the questionnaire asked and sample profile of respondents can be found elsewhere in this technical report.

## Overall experience of safety issues

In wave four, 9.49% of those who bought a listed product in the last six months experienced a safety issue with that product. This is equivalent to 7.06% of all UK adults experiencing a safety issue with a product purchased in the last six months.

At the time of survey fieldwork, the estimated population of adults aged 18+ in the UK was 52,890,044[1]. 7.06% of all UK adults is approximately 3.7 million people.

Rounded upper and lower bounds of the population estimate are provided below as an indication of the possible range of adults affected.

Figure 3. Rounded upper/ lower bounds of population estimate

| High bound | 7.56% | 4,000,000 |
|---|---|---|
| **Survey figure** | **7.06%** | **3,700,000** |
| Low bound | 6.56% | 3,500,000 |

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[1] Office for National Statistics. *Estimates of the Population for the UK, England, Wales, Scotland and Northern Ireland (Mid-Year 2020)*. Retrieved 25 May 2023.

# Survey questionnaire

**[UVC23]** To what extent do you agree or disagree with the following statement?

When I am anxious, I become more aware of bodily sensations (e.g. any or all of the following: increased sweating, headaches, heart palpitations, dizziness, nausea, blurred vision).

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

**[Bills_]** Which one of the following statements BEST describes how well you are keeping up with your bills and financial commitments at the moment?

| | |
|---|---|
| <1> | I am keeping up with all bills and credit commitments **without any difficulties** |
| <2> | I am keeping up with all bills and credit commitments, **but it is a struggle from time to time** |
| <3> | I am keeping up with all bills and credit commitments, **but it is a constant struggle** |
| <4> | **I am falling behind** with some bills or credit commitments |
| <5> | I am having **real financial problems** and have fallen behind with many bills or credit commitments |
| <6> | **I don't have any** bills or credit commitments |
| <977 fixed xor> | Don't know/ prefer not to say |

*Question type: PdI*
*#Question display logic:*
*if pdl.income_attitude.last > months(3) and updated*

**[income_attitude]** Which, if any, of the below statements best defines your attitude towards your present income?

<1>                     Comfortable on present income

<2>                     Coping on present income

<3>                     Finding it difficult on present income

<4>                     Finding it very difficult on present income

<98>                   Don't know

<99>                   Prefer not to say

*Base: All who are finding it difficult to cope on your present income (income attitude=3,4)*
*Question type: Multiple*
*#row order: randomize*
*#Question display logic:*
*If [Bills_] - I am keeping up with all bills and credit commitments, **but it is a struggle from time to time** or I am keeping up with all bills and credit commitments, **but it is a constant struggle** or **I am falling behind** with some bills or credit commitments or I am having **real financial problems** and have fallen behind with many bills or credit commitments, is selected [if Bills_ in [2,3,4,5]]*

**[Mitigate]** You previously said you are finding it difficult to cope on your present income. When you are buying products, which if any of the following are you doing to manage this? (Please select all that apply)

<1>                     Buying less

<2>                     Buying cheaper products

<3>                     Buying on credit

<4>                     Buying second hand produts

<5>                     Buying unbranded/ own-brand products

<6>                     Using 'buy now pay later products'

<7 fixed>             Something else (open [Mitigate_other]) [open]

<997 fixed xor>        Don't know

<999 fixed xor>        Not applicable – I am not doing anything

*Question type: **Pdl***
*#Question display logic:*
***if pdl.discretspend.last > months(3) and updated***

**[discretspend]** And approximately how much does your household have available to spend each month as 'discretionary income', that is to say money left over after deducting taxes (including council tax) as well as expenditure on accommodation, utilities and food?

| | | | | |
|---|---|---|---|---|
| <1> | Nothing | <8> | £1,250 to £1,499 |
| <2> | Less than £125 | <9> | £1,500 to £1,749 |
| <3> | £125 to £249 | <10> | £1,750 to £1,999 |
| <4> | £250 to £499 | <11> | £2,000 or more |
| <5> | £500 to £749 | <13> | Don't know |
| <6> | £750 to £999 | <14> | Prefer not to say |
| <7> | £1,000 to £1,249 | | |

*Base: All respondents*
*Question type: **Single***
*#row order: reverse*

**[house_type]** Which, if any, of the following types of home best describes where you currently live?

| | | | | |
|---|---|---|---|
| <1> | Detached house | <7> | Purpose-built high rise block of flats (above 18 metres, or approximately 7 storeys or more) |
| <2> | Semi-detached house | <8> | Bungalow |
| <3> | Terraced house | <9> | Static caravan/ mobile home/ trailer |

| | | | | |
|---|---|---|---|---|
| <4> | Maisonette | <955 fixed xor> | Other (open [house_type_other]) [open] |
| <5> | Converted flat | <977 fixed xor> | Don't know |
| <6> | Purpose-built low rise block of flats (under 18 metres, or approximately 6 storeys or less) | <933 fixed xor> | Prefer not to say |

*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 |

*Question type: **Text***

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

<span style="color:red">*Base: All respondents*</span>
*Question type: **Multiple***
*#row order: randomize #max number of choices: 3*

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

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

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

| | |
|---|---|
| -[CCP3_1] | I only buy from retailers I trust to ensure the products they sell are safe |
| -[CCP3_3] | Products sold in the UK are generally safe as there are regulations in place to ensure this |
| -[CCP3_4] | UK retailers would not risk their reputation by selling a product that could be unsafe |
| -[CCP3_5] | Safety issues are more likely to be caused by people misusing products, rather than an issue with the product itself |
| -[CCP3_6] | I am willing to have a product that is less safe if it costs less |
| -[CCP3_8] | I expect a product to be safe regardless of price |
| -[CCP3_10] | Products bought online have more safety risks than products bought in shops |
| -[CCP3_11] | I usually look for product safety labels and markings when making a purchase |
| <1> | Strongly agree |
| <2> | Agree |
| <3> | Neither agree nor disagree |
| <4> | Disagree |
| <5> | Strongly disagree |

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

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

*Question type: **Text***
*#Question display logic:*
*if error_TO11a*

The sum must be exactly 100. If you buy this product completely through one method, please type '0' in the other box.

*Question type: **Multiple***

**[TO11a]** Approximately, what percentage of the following products have you purchased online in the past 6 months (incl. Click+collect) and in-store?

**Electrical appliances (e.g. toaster, laptop, games console)**

| | |
|---|---|
| <1> | Online (open [TO11a_open1]) [open:integer] |
| <2> | In-store (open [TO11a_open2]) [open:integer] |
| <944 xor> | Not applicable – I haven't bought this type of product in the past 6 months |
| <977 xor> | Don't know |

*Question type: **Text***
*#Question display logic:*
*if error_TO11b*

The sum must be exactly 100. If you buy this product completely through one method, please type '0' in the other box.

*Question type: **Multiple***

**[TO11b]** Approximately, what percentage of the following products have you purchased online in the past 6 months (incl. Click+collect) and in-store?

**Baby products (e.g. baby car seat, cot, pushchairs, bedding, changing table)**

&lt;1&gt;    Online (open [TO11b_open1]) [open:integer]

&lt;2&gt;    In-store (open [TO11b_open2]) [open:integer]

&lt;944 xor&gt;   Not applicable – I haven't bought this type of product in the past 6 months

&lt;977 xor&gt;   Don't know

*Question type: **Text***
*#Question display logic:*
*if error_TO11c*

The sum must exactly be 100. If you buy this product completely through one method, please type '0' in the other box.

*Question type: **Multiple***

**[TO11c]** Approximately, what percentage of the following products have you purchased online in the past 6 months (incl. Click+collect) and in-store?

**Toys (e.g. board game, action figure, building blocks)**

&lt;1&gt;    Online (open [TO11c_open1]) [open:integer]

&lt;2&gt;    In-store (open [TO11c_open2]) [open:integer]

&lt;944 xor&gt;   Not applicable – I haven't bought this type of product in the past 6 months

&lt;977 xor&gt;   Don't know

*Question type: **Text***
*#Question display logic:*
*if error_TO11d*

The sum must exactly be 100. If you buy this product completely through one method, please type '0' in the other box.

*Question type: **Multiple***

**[TO11d]** Approximately, what percentage of the following products have you purchased online in the past 6 months (incl. Click+collect) and in-store?

**Cosmetics/ toiletries (e.g. hair dye, make up, shampoo, toothpaste)**

&lt;1&gt;                        Online (open [TO11d_open1]) [open:integer]

&lt;2&gt;                        In-store (open [TO11d_open2]) [open:integer]

&lt;944 xor&gt;                Not applicable – I haven't bought this type of product in the past 6 months

&lt;977 xor&gt;                Don't know

*Question type: **Text***
*#Question display logic:*
*if error_TO11e*

The sum must exactly be 100. If you buy this product completely through one method, please type '0' in the other box.

*Question type: **Multiple***

**[TO11e]** Approximately, what percentage of the following products have you purchased online in the past 6 months (incl. Click+collect) and in-store?

**Large domestic appliances (e.g. refrigerator, washing machine, oven)**

&lt;1&gt;                        Online (open [TO11e_open1]) [open:integer]

&lt;2&gt;                        In-store (open [TO11e_open2]) [open:integer]

&lt;944 xor&gt;                Not applicable – I haven't bought this type of product in the past 6 months

<977 xor>                          Don't know

*Question type: **Text***
*#Question display logic:*
*if error_TO11f*

The sum must exactly be 100. If you buy this product completely through one method, please type '0' in the other box.

*Question type: **Multiple***

**[TO11f]** Approximately, what percentage of the following products have you purchased online in the past 6 months (incl. Click+collect) and in-store?

**Clothes/ clothing accessories (e.g. shoes, sportswear, bags, jewellery)**

<1>                          Online (open [TO11f_open1]) [open:integer]

<2>                          In-store (open [TO11f_open2]) [open:integer]

<944 xor>                    Not applicable – I haven't bought this type of product in the past 6 months

<977 xor>                    Don't know

*Question type: **Text***
*#Question display logic:*
*if error_TO11g*

The sum must exactly be 100. If you buy this product completely through one method, please type '0' in the other box.

*Question type: **Multiple***

**[TO11g]** Approximately, what percentage of the following products have you purchased online in the past 6 months (incl. Click+collect) and in-store?

**Furniture/ furnishings (e.g. sofa, bed, curtains, carpets)**

<1>                          Online (open [TO11g_open1]) [open:integer]

<2>                          In-store (open [TO11g_open2]) [open:integer]

| | |
|---|---|
| <944 xor> | Not applicable – I haven't bought this type of product in the past 6 months |
| <977 xor> | Don't know |

*Question type: **Text***
*#Question display logic:*
*if error_TO11h*

The sum must exactly be 100. If you buy this product completely through one method, please type '0' in the other box.

*Question type: **Multiple***

**[TO11h]** Approximately, what percentage of the following products have you purchased online in the past 6 months (incl. Click+collect) and in-store?

**Homeware (non-electrical) (e.g. crockery, wall decorations)**

| | |
|---|---|
| <1> | Online (open [TO11h_open1]) [open:integer] |
| <2> | In-store (open [TO11h_open2]) [open:integer] |
| <944 xor> | Not applicable – I haven't bought this type of product in the past 6 months |
| <977 xor> | Don't know |

*Question type: **Text***
*#Question display logic:*
*if error_TO11i*

The sum must exactly be 100. If you buy this product completely through one method, please type '0' in the other box.

*Question type: **Multiple***

**[TO11i]** Approximately, what percentage of the following products have you purchased online in the past 6 months (incl. Click+collect) and in-store?

**Sports and leisure item(s), not including clothes (e.g. treadmill, bikes and accessories, musical instruments)**

| | |
|---|---|
| <1> | Online (open [TO11i_open1]) [open:integer] |
| <2> | In-store (open [TO11i_open2]) [open:integer] |
| <944 xor> | Not applicable – I haven't bought this type of product in the past 6 months |
| <977 xor> | Don't know |

*Question type: **Single***
*#Question display logic:*
*if gryphon.interview_type=="test"*

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

| | |
|---|---|
| <1> | Module topic_onlinepurchase |
| <2> | Module topic_e_labelling |

*#Module display logic:*
*If [q_split_modules_sample] - Module topic_onlinepurchase is selected [if q_split_modules_sample == 1]*

*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***

**[TO5]** Thinking about any of the following which you bought as **gifts** over the past year, how many of these were bought online?

| | |
|---|---|
| -[TO5_1] | Electrical appliances (e.g. toaster, laptop, games console) |
| -[TO5_2] | Baby products (e.g. baby car seat, cot, pushchairs, bedding, changing table) |

| | |
|---|---|
| -[TO5_3] | Toys (e.g. board game, action figure, building blocks) |
| -[TO5_4] | Cosmetics (e.g. hair dye, make up, shampoo, toothpaste) |
| -[TO5_5] | Large domestic appliances (e.g. refrigerator, washing machine, oven) |
| -[TO5_6] | Clothes/ clothing accessories (e.g. shoes, sportswear, bags, jewellery) |
| -[TO5_7] | Furniture/ furnishings (e.g. sofa, bed, curtains, carpets) |
| -[TO5_8] | Homeware (non-electrical) (e.g. crockery, wall decorations) |
| -[TO5_9] | Sports and leaisure item(s), not including clothes (e.g. treadmill, bikes and accessories, musical instruments) |
| <1> | All were bought online |
| <2> | Most of the gifts I bought were bought online |
| <3> | About half of the gifts I bought in the last year were bought online |
| <4> | Most of the gifts I bought were offline/ in-store |
| <5> | All the gifts I bought were offline/ in-store |
| <98> | Not applicable - I didn't buy any of these as gifts last year |

*Question type: **Multiple***
*#row order: randomize*
*#Question display logic:*
*if TO5_1 in [1,2,3,4] or TO5_2 in [1,2,3,4] or TO5_3 in [1,2,3,4] or TO5_4 in [1,2,3,4] or TO5_5 in [1,2,3,4] or TO5_6 in [1,2,3,4] or TO5_7 in [1,2,3,4] or TO5_8 in [1,2,3,4] or TO5_9 in [1,2,3,4]*

**[TO6a]** You said that, over the last year, you bought some **gifts** online.
Which, if any, of the following are reasons you buy **gifts** online? (Please select all that apply)

| | |
|---|---|
| <1> | Range of products |
| <2> | Convenience |
| <3> | So it can be posted directly to the recipient |
| <4> | Value for money |

| | |
|---|---|
| <5> | Easy to return |
| <6> | Speed of delivery |
| <7> | To check the safety of the product |
| <96 fixed> | Other (open [TO6a_other]) [open] |
| <98 fixed xor> | Don't know |

*Question type: **Multiple***
*#row order: randomize*
*#Question display logic:*
*if TO5_1 in [2,3,4,5] or TO5_2 in [2,3,4,5] or TO5_3 in [2,3,4,5] or TO5_4 in [2,3,4,5] or TO5_5 in [2,3,4,5] or TO5_6 in [2,3,4,5] or TO5_7 in [2,3,4,5] or TO5_8 in [2,3,4,5] or TO5_9 in [2,3,4,5]*

**[TO6b]** You said that, over the last year, you bought some **gifts** offline/ in-store.
 Which, if any, of the following are reasons you buy **gifts** offline/ in store? (Please select all that apply)

| | |
|---|---|
| <1> | I prefer to see the gift first |
| <2> | To support local businesses |
| <3> | Convenience |
| <4> | Value for money |
| <5> | To check the quality of the product |
| <6> | To check the safety of the product |
| <7> | It's good to physically see the range |
| <8> | It's easy to find offline |
| <96 fixed> | Other (open [TO6b_other]) [open] |
| <98 fixed xor> | Don't know |

*Question type: **Multiple***
*#row order: randomize(Rand10)*

**[TO7]** Have you purchased any products from third parties selling on the following platforms in the past 6 months? Please select all that apply.

| | |
|---|---|
| <9 fixed> | Other online marketplace (specify) (open [TO7_other1]) [open] |
| <955 fixed> | Other Social media marketplace (specify) (open [TO7_other2]) [open] |
| <977 fixed xor> | Don't know / can't recall |
| <944 fixed xor> | Not applicable - I have not purchased from any of these in the past 6 months |

*Question type: **Single***
*#row order: reverse*
*#Question display logic:*
***if not TO7.has_any([977,944])***

**[TO8a]** When using online marketplaces for purchasing products, do you usually access the sites through an app or a web browser?

| | |
|---|---|
| <1> | A web browser (e.g. Chrome, Firefox) |
| <2> | The marketplace's app |
| <3> | I use web browsers and marketplaces apps equally when using online marketplaces |
| <977 fixed xor> | Don't know |

*Question type: **Multiple***
*#row order: randomize(Rand10)*

**[TO9]** In the past 6 months, have you sold an item on the following online platforms? Please select all that apply.

| | |
|---|---|
| <9 fixed> | Other online marketplace (specify) (open [TO9_other1]) [open] |
| <955 fixed> | I have sold an item elsewhere online (open [TO9_other2]) [open] |
| <944 fixed xor> | I have not sold an item online in the past 6 months |
| <977 fixed xor> | Don't know / can't recall |

**[TO10]** In general, when selling items online, were the product(s) you sold..?

<1>              New

<2>              Second-hand

<3>              A sale from a business you own/ work for

<955 fixed>      Other (open [TO10_other]) [open]

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

**[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_3]         Amazon marketplace (including Amazon handmade)

-[TO1_7]         Etsy

-[TO1_8]         Wish

-[TO1_9]         Ebay

-[TO1_10]        Aliexpress

-[TO1_4]         Other online marketplaces (e.g. Depop, Shpock)

-[TO1_6]         Social Media Marketplace (e.g Facebook Marketplace)

-[TO1_2]         Online retailer (e.g. Argos, Wayfair, Sainsburys)

-[TO1_5]         Manufacturer's website (e.g. Beko, Apple)

<1>              Very safe

<2>              Safe

<3>              Not very safe

| <4> | Not safe at all |
|---|---|
| <977> | Don't know |

*Base: All respondents*
*Question type: **Grid***
*#row order: randomize*

**[TO4]** How cautious or not, would you feel about the safety of the following **products** if you were purchasing them online? For this question, we want you to think specifically about the safety of the **product**.

| -[TO4_1] | Phone charger |
|---|---|
| -[TO4_2] | Vacuum cleaner |
| -[TO4_3] | Washing machine |
| -[TO4_4] | Pushchair |
| -[TO4_5] | Cuddly toy |
| -[TO4_6] | Perfume / cologne |
| -[TO4_7] | Shoes |
| -[TO4_8] | Sofa |
| -[TO4_9] | Make-up/ cosmetics |
| -[TO4_10] | Musical greetings cards |
| <1> | Very cautious |
| <2> | Somewhat cautious |
| <3> | Not very cautious |
| <4> | Not at all cautious |
| <99> | Not applicable – I would never buy this product online |

*#Module display logic:*
*If [q_split_modules_sample] - Module topic_e_labelling is selected [if q_split_modules_sample == 2]*

*Question type: **Grid-Check***
*#row order: randomize #column order: randomize(rand7)#Transposing rows and columns*

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

-[TE1a_1]          Electrical appliances (e.g. toaster, laptop, games console)

-[TE1a_2]          Baby products (e.g. baby car seat, cot, pushchairs, bedding, changing table)

-[TE1a_3]          Toys (e.g. board game, action figure, building blocks)

-[TE1a_5]          Large domestic appliances (e.g. refrigerator, washing machine, oven)

-[TE1a_7]          Furniture / furnishings (e.g. sofa, bed, curtains, carpets)

<1>                CE mark
                   [IMAGE ce_mark_jpg]

<2>                UKCA mark
                   [IMAGE ukca_mark_jpg]

<3>                Baby with a line
                   [IMAGE baby_with_a_line_jpg]

<4>                BSI Kitemark
                   [IMAGE british_standards_institution_kitemark_jpg]

<5>                Lion Mark
                   [IMAGE lion_mark_jpg]

<6>                Pictogram
                   [IMAGE pictogram_jpg]

<7>                Display label
                   [IMAGE flame_resistant_display_label_jpg]

<944 fixed xor>    None of these

<977 fixed xor>    Don't know

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

-[TE2_1]               CE mark

[IMAGE ce_mark_jpg]

-[TE2_2]               UKCA mark

[IMAGE ukca_mark_jpg]

-[TE2_3]               Baby with a line

[IMAGE baby_with_a_line_jpg]

-[TE2_4]               BSI Kitemark

[IMAGE british_standards_institution_kitemark_jpg]

-[TE2_5]               Lion Mark

[IMAGE lion_mark_jpg]

-[TE2_6]               Pictogram

[IMAGE pictogram_jpg]

-[TE2_7]               Display label

[IMAGE flame_resistant_display_label_jpg]

<1>               The product conforms to the European Economic Area's health, safety, and environmental protection standards

<2>               The product conforms to the UK's health, safety, and environmental standards

<3>               The product is not suitable for young children (under a specified age)

<4>               The product has been tested and checked to meet a recognised industry standard

<5>               The product is a toy considered safe and high quality by an industry association

| | |
|---|---|
| <6> | The product is radio equipment which can be sold freely within the European Economic Area, but there are some restrictions in one or more countries. |
| <7> | The product's filling materials and covering fabrics meet the requirements for resistance to cigarette and match ignition in the 1988 safety regulations |
| <977 fixed> | Don't know |

*Question type: **Single***
*#Question display logic:*
*if str(gryphon.interview_type) == "test"*

**[TE3_product]** THIS IS SHOWN ONLY IN TEST MODEdummy variable to set product

| | |
|---|---|
| <1> | Electrical appliances |
| <2> | Baby products |
| <3> | Toys |
| <4> | Cosmetics |
| <5> | Large domestic appliances |
| <7> | Furniture / furnishings |

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

**[TE3]** For the following question, by "product label" we mean a permanent label or marking attached to the physical product.
In which ONE, if any, of the following ways would you prefer to access safety information about $TE3_product.lower?

| | |
|---|---|
| <1> | On the physical product/ label |
| <2> | Via a QR code printed on the product/ label |
| <3> | On screen/ in device settings (if applicable) |
| <4> | Via a separate information sheet/ booklet (e.g. a manual) |

| | |
|---|---|
| <5> | Via a website address listed on the product / packaging |
| <955 fixed> | Other (open [TE3_other]) [open] please specify |
| <977 fixed> | Don't know |

*Base: All respondents*
*Question type: **Multiple***
*#row order: randomize(rand9)*

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

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

#order: randomize

**[CP2_category1] For the following questions please think about the <u>electrical appliances category</u> you purchased in the last SIX months…**
What products did you purchase?  (Please select all that apply)

| | |
|---|---|
| <1> | Laptop / tablet/ mobile phone |
| <2> | Charger |
| <3> | Speaker / headphones |
| <4> | Small kitchen appliance (e.g. toaster, kettle, blender, microwave) |
| <5> | Electronic game / console |
| <6> | Vacuum cleaner |
| <7> | Smart home device (e.g. Smart speaker/ assistant, smart thermostat) |
| <955 fixed> | Other (open [CP2_category1_other]) [open] please specify |

**[CP2_category2] For the following questions please think about the <u>baby product category</u> you purchased in the last SIX months…**
What products did you purchase?  (Please select all that apply)

| | |
|---|---|
| <1> | Pushchair |

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

*Base: All who purchased toys*
*Question type: **Multiple***
*#row order: randomize*
*#Question display logic:*
*If [CP1] - Toys (e.g. board game, action figure, building blocks) is selected [if 3 in CP1]*

**[CP2_category3] For the following questions please think about the <u>toys</u> you purchased in the last SIX months…**
What products did you purchase?  (Please select all that apply)

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

*Base: All who purchased cosmetics*
*Question type: **Multiple***
*#row order: randomize*
*#Question display logic:*
*If [CP1] - Cosmetics (e.g. hair dye, make up, shampoo, toothpaste) is selected [if 4 in CP1]*

**[CP2_category4] For the following questions please think about the <u>cosmetics category</u> you purchased in the last SIX months…**
What products did you purchase?  (Please select all that apply)

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

*Base: All who purchased white goods*
*Question type: **Multiple***
*#row order: randomize*
*#Question display logic:*
*If [CP1] - Large domestic appliances (e.g. refrigerator, washing machine, oven) is selected [if 5 in CP1]*

**[CP2_category5] For the following questions please think about the <u>large domestic appliances</u> 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> | Electric oven |
| <6> | Dishwasher |
| <7> | Gas appliances (e.g. gas cookers, gas fires, gas boilers) |
| <955 fixed> | Other (open [CP2_category5_other]) [open] please specify |

*Base: All who purchased clothing*
*Question type: **Multiple***

*#row order: randomize*
*#Question display logic:*
*If [CP1] - Clothes / clothing accessories (e.g. shoes, sportswear, bags, jewellery) is selected [if 6 in CP1]*

**[CP2_category6] For the following questions please think about the <u>clothes/ clothing accessories</u> you purchased in the last SIX months…**
What products did you purchase?  (Please select all that apply)

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

*Base: All who purchased furniture*
*Question type: **Multiple***
*#row order: randomize*
*#Question display logic:*
*If [CP1] - Furniture / furnishings (e.g. sofa, bed, curtains, carpets) is selected [if 7 in CP1]*

**[CP2_category7] For the following questions please think about the <u>furniture and furnishings</u> you purchased in the last SIX months…**
What products did you purchase?  (Please select all that apply)

| | |
|---|---|
| <1> | Sofa/ armchair |
| <2> | Bed |
| <3> | Curtains |
| <4> | Carpets/ rugs |
| <5> | Table/ side table |
| <6> | Chest of drawers/ wardrobe |
| <7> | Outdoor furniture |
| <8> | Home office furniture |

<955 fixed>            Other (open [CP2_category7_other]) [open] please specify

*Base: All who purchased homeware*
*Question type: **Multiple***
*#row order: randomize*
*#Question display logic:*
*If [CP1] - Homeware, non-electrical (e.g. crockery, wall decorations) is selected [if 8 in CP1]*

**[CP2_category8] For the following questions please think about the <u>homeware</u> you purchased in the last SIX months…**
What products did you purchase?  (Please select all that apply)

  <1>            Crockery

  <2>            Silverware/ cutlery

  <3>            Wall decorations (e.g. picture frames)

  <4>            Towels/ bedding

<955 fixed>            Other (open [CP2_category8_other]) [open] please specify

*Base: All who purchased sports and leisure*
*Question type: **Multiple***
*#row order: randomize*
*#Question display logic:*
*If [CP1] - Sports and leisure item(s), not including clothes (e.g. treadmill, bikes and accessories, musical instruments) is selected [if 9 in CP1]*

**[CP2_category9] For the following questions please think about the <u>sports & leisure</u> you purchased in the last SIX months…**
What products did you purchase?  (Please select all that apply)

  <1>            Indoor exercise equipment (e.g. treadmill, stationary bike, weights, yoga mats etc.)

  <2>            Bikes and accessories

  <8>            Sports equipment (e.g. tennis rackets, golf clubs, footballs etc.)

  <3>            Musical instruments

  <4>            Books

| | |
|---|---|
| <5> | Gardening tools/ equipment |
| <6> | Camping equipment |
| <7> | Arts and crafts supplies |
| <955 fixed> | Other (open [CP2_category9_other]) [open] please specify |

*Base: All who purchased white goods*
*Question type: **Multiple***
*#row order: randomize*
*#Question display logic:*
*If [CP1] - Large domestic appliances (e.g. refrigerator, washing machine, oven) is selected [if 5 in CP1]*

**[CP2_smart]** Were any of the following Large domestic appliances 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 if 1 in CP2_category5> | Refrigerator / freezer |
| <2 if 2 in CP2_category5> | Extractor |
| <3 if 3 in CP2_category5> | Washing machine / combined washer-dryer |
| <4 if 4 in CP2_category5> | Tumble dryer |
| <5 if 5 in CP2_category5> | Electric oven |
| <6 if 6 in CP2_category5> | Dishwasher |
| <7 if 7 in CP2_category5> | Gas appliances (e.g. gas cookers, gas fires, gas boilers) |
| <955 fixed> | $CP2_category5_other.raw |
| <944 fixed xor> | Not applicable - they weren't smart goods |

*#option display logic:*
*<955> - If [CP2_category5] - Other is selected [if 955 in CP2_category5]*

*Question type: **Single***
*#Columns: 3*
*#Question display logic:*
*if str(gryphon.interview_type) == "test"*

**[CP2_PRODUCT]** THIS IS SHOWN ONLY IN TEST MODEdummy 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***
*#Question display logic:*
*if CP2_PRODUCT*

**[CP3] Thinking about when you bought the $CP2_PRODUCT.lower…**
Was this new or second hand?

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

*Base: All allocated a product*
*Question type: **Single***
*#Question display logic:*
*if CP2_PRODUCT*

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

| | |
|---|---|
| <1> | Yes |
| <2> | No |

*Base: All allocated a product, bought offline*
*Question type: **Single***

*#row order: randomize*
*#Question display logic:*
**If [CP4] - No is selected [if CP4 == 2]**

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

| | |
|---|---|
| <1> | High street retailer |
| <2> | Discount retailer or outlet |
| <3> | Supermarket |
| <4> | Market stall or 'pop-up' shop |
| <5 if CP3==3> | Directly from the previous owner |
| <6> | A nearly new sale |
| <7> | Directly from the manufacturer |
| <8> | Buying from someone who makes things at home |
| <9> | Second-hand shop/ charity shop |
| <955 fixed> | Other (open [CP5_other]) [open] please specify |
| <977 fixed xor> | Don't know/ can't recall |

*#option display logic:*
**<6> - If [CP3] - Second hand used is selected [if CP3 == 3]**

*Base: All alocated a product, bought online*
*Question type:* **Single**
*#row order: randomize*

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

| | | | |
|---|---|---|---|
| <3> | Amazon | <13> | Other online marketplaces (e.g. Depop, Shpock) |
| <8> | Amazon marketplace (including Amazon handmade) | <7> | Social Media Marketplace (e.g Facebook Marketplace) |
| <9> | Etsy | <4> | Online retailer (e.g. Argos, Wayfair, Sainsburys) |

| | | | |
|---|---|---|---|
| <10> | Wish | <6> | Manufacturer's website (e.g. Beko, Apple) |
| <11> | Ebay | <955 fixed> | Other (open [CP6_other]) [open] |
| <12> | Aliexpress | <977 fixed xor> | Don't know/ can't recall |

*Base: All allocated a product*
*Question type: **Multiple***
*#row order: randomize #max number of choices: 3*
*#Question display logic:*
*if CP2_PRODUCT*

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

| | | | |
|---|---|---|---|
| <1> | Purchase price | <10> | Online user reviews |
| <2 if CP2_PRODUCT in [1,2,3,4,5,6,7,28,29,30,31,32,33]> | Running costs | <11> | Reviews from independent consumer bodies (e.g. Which?) |
| <3> | Environmental impact | <12> | Recommendations from friends or family |
| <4> | Style / fashion | <13> | Ease of purchase |
| <5> | Quality | <14> | Speed of delivery |
| <6> | Product safety | <15> | Ease of use |
| <7> | Brand name | <16> | Ethical production |

| | | | |
|---|---|---|---|
| <8> | The retailer or seller | <944 fixed xor> | None of these |
| <9> | Warranty / money back guarantee | | |

*Base: All who selected price and running cost (CP8=1 AND 2)*
*Question type: **Single***
*#row order: rotate*
*#Question display logic:*
*If [CP8] - Purchase price is selected*
*And If [CP8] - Running costs is selected*
*[if 1 in CP8 and 2 in CP8]*

**[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 |

*Base: All who bought a specific product*
*Question type: **Grid***
*#row order: randomize*
*#Question display logic:*
*if len(eligible) > 0*

**[CE1]** You said that you purchased the following products in the last **SIX months**.
Did you experience any safety issues with these products?

| | | | |
|---|---|---|---|
| -[CE1_1 if 1 in eligible] | Laptop / tablet/ mobile phone | -[CE1_31 if 31 in eligible] | Tumble dryer |
| -[CE1_2 if 2 in eligible] | Charger | -[CE1_32 if 32 in eligible] | Electric oven |
| -[CE1_3 if 3 in eligible] | Speakers / headphones | -[CE1_33 if 33 in eligible] | Dishwasher |

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| | | | |
|---|---|---|---|
| -[CE1_4 if 4 in eligible] | Small kitchen appliance (e.g. toaster, kettle, blender, microwave) | -[CE1_59 if 59 in eligible] | Gas appliances (e.g. gas cooker, gas fires, gas boilers) |
| -[CE1_5 if 5 in eligible] | Electronic game / console | -[CE1_34 if 34 in eligible] | Footwear |
| -[CE1_6 if 6 in eligible] | Vacuum cleaner | -[CE1_35 if 35 in eligible] | Sportswear/ leisurewear |
| -[CE1_7 if 7 in eligible] | Smart home device (e.g. Smart speaker/ assistant, smart thermostat) | -[CE1_36 if 36 in eligible] | Bags |
| -[CE1_8 if 8 in eligible] | Pushchair | -[CE1_37 if 37 in eligible] | Jewellery |
| -[CE1_9 if 9 in eligible] | Cot | -[CE1_38 if 38 in eligible] | Clothing |
| -[CE1_10 if 10 in eligible] | Car seat | -[CE1_39 if 39 in eligible] | Sofa/ armchair |
| -[CE1_11 if 11 in eligible] | Changing table | -[CE1_40 if 40 in eligible] | Bed |
| -[CE1_12 if 12 in eligible] | Baby carrier | -[CE1_41 if 41 in eligible] | Curtains |
| -[CE1_13 if 13 in eligible] | Baby monitor | -[CE1_42 if 42 in eligible] | Carpets/ rugs |
| -[CE1_14 if 14 in eligible] | Nappies | -[CE1_43 if 43 in eligible] | Table/ side table |
| -[CE1_15 if 15 in eligible] | Baby toy | -[CE1_44 if 44 in eligible] | Chest of drawers/ wardrobe |
| -[CE1_16 if 16 in eligible] | Sports toy | -[CE1_45 if 45 in eligible] | Outdoor furniture |

-[CE1_17 if 17 in eligible]    Board game

-[CE1_18 if 18 in eligible]    Doll / action figure

-[CE1_19 if 19 in eligible]    Construction toy

-[CE1_20 if 20 in eligible]    Building blocks

-[CE1_21 if 21 in eligible]    Craft toys (e.g. painting, necklace kits etc.)

-[CE1_22 if 22 in eligible]    Make-up

-[CE1_23 if 23 in eligible]    Toothpaste

-[CE1_24 if 24 in eligible]    Moisturiser

-[CE1_25 if 25 in eligible]    Shampoo/ shower gel

-[CE1_26 if 26 in eligible]    Hair dye

-[CE1_27 if 27 in eligible]    Hand wash

-[CE1_46 if 46 in eligible]    Home office furniture

-[CE1_47 if 47 in eligible]    Crockery

-[CE1_48 if 48 in eligible]    Silverware/ cutlery

-[CE1_49 if 49 in eligible]    Wall decorations (e.g. picture frames)

-[CE1_50 if 50 in eligible]    Towels/ bedding

-[CE1_51 if 51 in eligible]    Indoor exercise equipment (e.g. treadmill, stationary bike, weights, yoga mats etc.)

-[CE1_52 if 52 in eligible]    Bikes and accessories

-[CE1_58 if 58 in eligible]    Sports equipment (e.g. tennis rackets, golf clubs, footballs etc.)

-[CE1_53 if 53 in eligible]    Musical instruments

-[CE1_54 if 54 in eligible]    Books

-[CE1_55 if 55 in eligible]    Gardening tools/ equipment

| -[CE1_28 if 28 in eligible] | Refrigerator / freezer | -[CE1_56 if 56 in eligible] | Camping equipment |
|---|---|---|---|
| -[CE1_29 if 29 in eligible] | Extractor | -[CE1_57 if 57 in eligible] | Arts and crafts supplies |
| -[CE1_30 if 30 in eligible] | Washing machine / combined washer-dryer | | |

<1>          Yes, I did

<2>          No, I didn't

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

*Question type: Single*
*#Columns: 3*
*#Question display logic:*
*if str(gryphon.interview_type) == "test"*

**[CE1_product]** THIS IS SHOWN ONLY IN TEST MODEdummy 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 <u>$CE1_product.lower</u>. If you have experienced more than one safety issue with the $CE1_product.lower, please think about the most recent.**

*Base: Experienced a safety issue with a product*
*Question type: Single*
*#Question display logic:*
*if CE1_product*

**[CE2] Thinking about the safety issue you had with the following product: $CE1_product.lower…**
**Please consider a scale of 1 to 10, where 1 represents the least serious type of issue you could face and 10 represents the most serious.**
What number best represents the seriousness of the issue?

| | |
|---|---|
| <1> | 1 - the least serious |
| <2> | 2 |
| <3> | 3 |
| <4> | 4 |
| <5> | 5 |
| <6> | 6 |
| <7> | 7 |
| <8> | 8 |
| <9> | 9 |
| <10> | 10 - the most serious |
| <98> | Don't know |

*Base: Experienced a safety issue with a product*
*Question type: **Multiple***
*#row order: randomize*
*#Question display logic:*
***if CE1_product***

**[CE3] You said you experienced a safety issue with the following product: $CE1_product.lower**
Did that safety issue cause any of the following? (Please select all that apply)

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

*Base: All whose safety issue caused damage*
*Question type: **Multiple***
*#row order: randomize*
*#Question display logic:*
***If [CE3] - Damage to property or other household items is selected [if 3 in CE3]***

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

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

*Base: All whose safety issue caused damage*
*Question type: Single*
*#Question display logic:*
*If [CE3] - Damage to property or other household items is selected [if 3 in CE3]*

**[CE5] You said earlier that the safety issue you had with the following product: $CE1_product.lower resulted in damage.**
What was the monetary value of the damage and any repairs needed? (If you are unsure, please give your best estimate)

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

*Base: All whose safety issue caused harm*
*Question type: Single*
*#Question display logic:*
*If [CE3] - Physical harm is selected [if 1 in CE3]*

**[CE6] You said earlier that a safety issue you had with the following product: $CE1_product.lower resulted in harm to the user.**
What was the main level of harm experienced?

| | |
|---|---|
| <1> | No aid needed |
| <2> | First aid needed (e.g. plaster, compression bandage) |
| <3> | Urgent medical attention required (e.g. Accident and Emergency) |
| <4> | Non-urgent medical attention required (e.g. GP) |

| | |
|---|---|
| <5> | Tertiary medical attention required (e.g. specialist healthcare, prolonged healthcare) |
| <977 fixed xor> | Don't know/ can't recall |
| <933 fixed xor> | Prefer not to say |

*Question type: **Text***
*#Question display logic:*
*if showError==1*

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

*Base: All who experienced a safety issue with a product*
*Question type: **Multiple***
*#row order: randomize*
*#Question display logic:*
*if CE1_product*

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

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

**[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 |

**[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 |

**[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 <u>exclude</u> any food, pharmaceutical, or vehicle product recalls.** And in the past two years, have you ever seen a product recall notice or other safety warning about _something you own_?

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

**[CPR5s] You said that in the past two years, you've seen a product recall notice for something you own. If you've seen more than one, please think about the most recent <u>excluding</u> 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> | Large domestic appliances (e.g. refrigerator, washing machine, oven) |
| <6> | Clothes and clothing accessories (e.g. shoes, sportswear, bags, jewellery ) |
| <7> | Furniture / furnishings (e.g. sofa, bed, curtains, carpets) |
| <8> | Homeware, non-electrical (e.g. crockery, wall decorations) |

| | |
|---|---|
| <9> | Sports and leisure, not including clothes (e.g. treadmill, bikes and accessories, musical instruments) |
| <955 fixed> | Something else (open [CPR5s_other]) [open] |
| <977 fixed xor> | Don't know/ can't recall |

*Base: All who saw product recall notice*
*Question type: **Multiple***
*#row order: randomize*
*#Question display logic:*
*If [CPR2] - Yes is selected [if CPR2 == 1]*

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

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

*Question type: **Text***
*#Question display logic:*
*if showError==1*

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

*Base: Saw product recall notice*
*Question type: **Multiple***
*#row order: randomize*

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

| | |
|---|---|
| <1> | Returned the item for a refund/ exchange |
| <2> | Threw it away/ stopped using it but did not return |
| <3> | Followed manufacturer's guidance for safe use |
| <4> | Tried to fix it myself |
| <5> | Allowed manufacturer to make modification |
| <955 fixed> | Other (open [CPR6_other]) [open] please specify |
| <977 fixed xor> | Don't know/ can't recall |
| <944 fixed xor> | Nothing, I did not take any action and continued to use the product as it was |

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

| | |
|---|---|
| <1> | There was generally a low risk and I thought the product would be fine |
| <2> | My product was working fine so thought it was ok |
| <3> | I thought it would only be an issue if the product is not used properly |
| <4> | The process for the recall was too inconvenient (e.g. to return/ exchange the item) |
| <5> | I didn't use the product much so thought it low risk |

| | |
|---|---|
| <6> | I was going to take action, but never got around to it |
| <955 fixed> | Other (open [CPR7_other]) [open] please specify |
| <977 fixed xor> | Don't know/ can't recall |

*Base: All allocated eligible product*
*Question type: **Single***
*#Question display logic:*
*if CP2_PRODUCT in*
*[1,2,3,4,5,6,7,8,9,10,11,12,13,28,29,30,31,32,33,39,40,43,44,45,46,51,52,55,56,58,59]*

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

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

*Base: All who registered eligible product*
*Question type: **Multiple***
*#row order: randomize*
*#Question display logic:*
*If [CR1] - Yes is selected [if CR1 == 1]*

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

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

| | |
|---|---|
| <7> | I was told to at point of purchase |
| <955 fixed> | Other (open [CR2_other]) [open] please specify |
| <977 fixed xor> | Don't know/ can't recall |

*Base: All who registered eligible product*
*Question type: **Single***
*#row order: randomize*
*#Question display logic:*
*If [CR1] - Yes is selected [if CR1 == 1]*

**[CR3]** And how did you register it?

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

*Base: All who did not register eligible product*
*Question type: **Multiple***
*#row order: randomize*
*#Question display logic:*
*If [CR1] - No is selected [if CR1 == 2]*

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

| | |
|---|---|
| <1> | I meant to but haven't got around to it yet |
| <2> | I tried to but I couldn't |

<3>             I didn't know how to

<4>             I didn't know I could

<5>             I didn't want to or didn't think it was necessary

<955 fixed>     Other (open [CR4_other]) [open] please specify

<977 fixed xor>  Don't know

*Base: All who didn't think registering was necessary*
*Question type: **Multiple***
*#row order: randomize*
*#Question display logic:*
*If [CR4] - I didn't want to or didn't think it was necessary is selected [if 5 in CR4]*

**[CR5] You said that you didn't want to register $CP2_PRODUCT.lower/ didn't think it was necessary…**
Which, if any, of the following are reasons for this? (Please select all that apply)

<1>             I didn't want to share my details because I don't want to be sent marketing

<2>             I didn't want to share my details because I am worried about data security

<3>             I didn't need to because I already have a warranty for the product

<4>             I didn't need to because the retailer already had my details

<5>             I didn't see any benefit to registering

<6>             I didn't want to spend my time on this

<7>             I thought the risk of issues/ recalls was low

<8>             I didn't understand why I should

<955 fixed>     Other (open [CR5_other]) [open] please specify

<977 fixed xor>  Don't know

*Base: All who tried but failed to register*
*Question type: **Multiple***
*#row order: randomize*

*#Question display logic:*
*If [CR4] - I tried to but I couldn't is selected [if 2 in CR4]*

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

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

*Base: All who didn't register product*
*Question type: Multiple*
*#row order: custom($xcustom_order_CR7)*

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

| | | | |
|---|---|---|---|
| <1> | Clearer guidance from the _retailer_ on the benefits of registering a product | <6> | More information on how my personal data would be stored and used with the option to opt out |
| <2> | Clearer guidance from the _manufacturer_ on the benefits of registering a product | <7> | A financial incentive e.g. a discount off future products |
| <3> | Clearer guidance from the _government_ on the benefits of registering a product | <9> | If registration was integrated into any 'smart functionality' |
| <8> | Clearer guidance on how to register the product | <955 fixed> | Other (open [CR7_other]) [open] please specify |

| | | | |
|---|---|---|---|
| <4> | A service from the retailer to complete registration with/for me | <977 fixed xor> | Don't know |
| <5> | More information on the benefits of registering | <944 fixed xor> | Not applicable – nothing would help me to register my products in the future |

*Base: All who registered eligible product*
*Question type: **Single***
*#Question display logic:*
*If [CR1] - Yes is selected [if CR1 == 1]*

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

<1>         Very easy

<2>         Fairly easy

<3>         Fairly difficult

<4>         Very difficult

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

*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

<4>         Not comfortable at all

<977>                    Don't know

*Question type: **Single***

**[CR14]** To what extent, if at all, would you be comfortable with a product being automatically registered to you on your behalf, _at point of installation_ (where required) by an engineer (assuming all contact information would not be used for marketing purposes)?

<1>                    Very comfortable

<2>                    Fairly comfortable

<3>                    Not very comfortable

<4>                    Not comfortable at all

<977>                    Don't know

*Question type: **Multiple***
*#Question display logic:*
*if str(gryphon.interview_type) == "test"*

**[split_modules]** THIS IS SHOWN ONLY IN TEST MODEChosen modules:

<2>                    Topic_productlabels

<5>                    Topic_inclusive

<6>                    Topic_magnets

<7>                    Topic_Smart_devices

<12>                    Battery storage

<13>                    Construction

#order: randomize

*#Module display logic:*
*If [split_modules] - Topic_magnets is selected*

*Question type: **Text***

**On a different topic...**

<span style="color:red">*Base: All in magnets section*</span>
*Question type: **Grid***
*#row order: randomize*

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

  -[TM2_1]          Board games

  -[TM2_2]          Doll/ action figure

  -[TM2_3]          Building blocks

  -[TM2_4]          Construction toys with magnetic pieces

  -[TM2_5]          Fidget toys with magnetic pieces

  -[TM2_6]          Magnetic desk toys

  -[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

<span style="color:red">*Base: All in magnets section*</span>
*Question type: **Multiple***
*#row order: randomize*

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

<1>             Magnetic desk toys

<2>             Fidget toys

<3>             Children's construction toys

<4>             Magnetic piercings

<955 fixed>     Other magnetic items (open [TM1_other]) [open] please specify

<994 fixed xor> Not applicable – I have not purchased any items that contain

                magnetic pieces in the past six months

*Base: All in magnets/ battery section*
*Question type: **Multiple***
*#row order: randomize*

**[TBB6] Button batteries (sometimes known as coin batteries) are small flat circular batteries, often around 1(button) to 2 (coin) 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 |

**[TBB7as]** Thinking about **all** items with button batteries in your home, to what extent are the battery compartments secured? (Please select all that apply)

| | |
|---|---|
| <1> | All have secured compartments |
| <2> | Most have secured compartments |
| <3> | Some have secured compartments |
| <4> | None have secured compartments |
| <977 fixed xor> | Don't know |
| <944 fixed xor> | Not applicable – I don't have any button battery products in my home |

**[TBB9]** For the following question, please remember that your answers will always be treated anonymously and confidentially.
Have you or someone in your household ever swallowed, or nearly swallowed a button/ coin battery? If yes, please describe the incident in the box below giving as much detail as possible.

| | |
|---|---|
| <1> | Yes (open [TBB9_other]) [open] |
| <2> | No |
| <977 fixed xor> | Don't know/ can't recall |
| <99 fixed xor> | Prefer not to say |

**[TBB10m]** You said you / someone in your family or household swallowed/ nearly swallowed a button/ coin battery. If you've experienced more than one incident, please think about the most recent.
Did that cause any of the following?

    <1>               Physical harm

    <2>               Distressed/ increased stress

   <944 fixed xor>     None of these

*#Module display logic:*
*If [split_modules] - Topic_productlabels is selected*

*Question type: **Single***
*#Columns: 3*
*#Question display logic:*
*if str(gryphon.interview_type) == "test"*

**[TP_product]** THIS IS SHOWN ONLY IN TEST MODEdummy variable for random allocation

Response Option List: CP2_list

*Question type: **Text***

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

*Base: All in product labelling section*
*Question type: **Grid***

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

  -[TP1_1]           Made in the UK

  -[TP1_2]           Made in the EU

-[TP1_3]               Made in the USA

-[TP1_4]               Made in China

-[TP1_5]               Made in India

-[TP1_6]               No country origin label

<1>               Make me **much more likely** to purchase

<2>               Make me **more likely** to purchase

<3>               Make no difference

<4>               Make me **less likely** to purchase

<5>               Make me **much less likely** to purchase

<977>               Don't know


*Base: All in product labelling section*
*Question type: **Multiple***
*#row order: randomize*

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

<1>               The product is good quality

<2>               The product is safe to use

<3>               The product has been checked by UK regulators

<4>               All components of the product have been made in the UK

<5>               The product has been assembled in the UK

<6>               The product has been made in an ethical environment (e.g. which treats factory workers fairly)

<7>               The product will be expensive

<8>               I don't think it's a genuine mark (i.e. I don't think the product has actually been made in the UK)

<955 fixed>          Other (open [TP2_other]) [open] please specify

<977 fixed xor>         Don't know

<944 fixed xor>         Not applicable – "Made in the UK" doesn't mean anything to me

(i.e. products with this are exactly the same as products without it)

*#Module display logic:*
*If [split_modules] - Topic_inclusive is selected*

*Question type: **Text***

**Moving on...**

*Base: All in product labelling and inclusive design section*
*Question type: **Single***

**[TI3]** Thinking about the wide range of UK consumers who have differing needs... Which of the following statements come closest to your view?

<1>         All products should be designed with everyone in mind

<2>         Most products should be designed with everyone in mind

<3>         Some products should be designed for everyone in mind

<4>         None – people with different needs can buy different products

*Base: All in inclusive design section*
*Question type: **Single***

**[TI1] Inclusive design is the design of mainstream products and/or services that are accessible to, and usable by, as many people as reasonably possible without the need for special adaptation or specialised design.**When purchasing products, to what extent can you find products that you can use / operate easily?

<1>         Very easily

<2>         Easily

<3>         A bit difficult

<4>         Very difficult

**[TI3_m]** Who do you think is responsible for ensuring products are designed so that they are usable to a wide range of UK consumers with differing needs? (Please select all that apply)

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

**[TI2] Inclusive design is the design of mainstream products and/or services that are accessible to, and usable by, as many people as reasonably possible without the need for special adaptation or specialised design.**To what extent do you agree or disagree with the following statements?

| | |
|---|---|
| -[TI2_1] | Inclusive products are widely available |
| -[T12_2] | An inclusive product costs a lot more than non-inclusive products |
| <1> | Strongly agree |
| <2> | Agree |
| <3> | Neither agree nor disagree |
| <4> | Disagree |
| <5> | Strongly disagree |

*Question type: **Text***

**On a different topic...**

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

**[TSD1]** For the following question, by "smart" we mean that the product(s) can be connected to the internet and <u>are controlled via an app.</u>
Which, if any, of the following smart products do you own or have access to in your household? (Please select all that apply)

<955 fixed>        Other (open [TSD1_other]) [open] please specify

<977 fixed xor>        Don't know

<944 fixed xor>        Not applicable – I don't have any smart products

*Question type: **Text***

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

*Question type: **Multiple***
*#Question display logic:*
*if TSD1.has_any([1,2,3,4,5,6,7,8,9,10,11,955])*

**[TSD5]** You previously said you own the following smart products…

Which, if any, of the following smart products have you connected to the internet? (Please select all that apply)

<955 fixed>        Other

<977 fixed xor>        Don't know

*#option display logic:*
*<955> - If [TSD1] - Other is selected [if 955 in TSD1]*

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

**[TSD2]**

How comfortable, if at all, do you feel about the manufacturer of your smart good doing each of the following? If you don't curently own any smart products, please imagine how you would feel if you did.

| | |
|---|---|
| -[TSD2_1] | Collecting data about the product to monitor the condition of the product (e.g. so they can tell you when a part needs replacing) |
| -[TSD2_2] | Alert you via the product/ associated app if the product if there are safety issues (e.g. so they can tell you if the product has been recalled) |
| -[TSD2_3] | Make changes to the product remotely (e.g. software update to prevent certain functions) if there are physical safety issues |
| -[TSD2_4] | Collect password information for the product |
| -[TSD2_5] | Collect data on your use of the product |
| -[TSD2_6] | Make changes to the product remotely (e.g. software updates or patches) to address any potential cyber security vulnerabilities with the product. |
| <1> | Very comfortable |
| <2> | Fairly comfortable |
| <3> | Not very comfortable |
| <4> | Not comfortable at all |
| <977> | Don't know |

*Question type: **Single***
*#Question display logic:*
*if not TSD1.has_any([977,944])*

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

If you currently own more than one smart product, please think about the last one you

purchased.To what extent, if at all, did you consider the safety of a smart product compared to a non-smart product?

<1>             Considered the safety a lot more

<2>             Considered the safety a bit more

<3>             About the same

<4>             Considered the safety a bit less

<5>             Considered the safety a lot less

<977>           Don't know

*Question type: **Single***
*#Question display logic:*
*if not TSD1.has_any([977,944])*

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

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

<1>             Always (i.e. every time I use the products)

<2>             Often

<3>             Sometimes

<4>             Rarely

<5>             Never

<977>           Don't know

*Question type: **Single***
*#Question display logic:*
*if not TSD1.has_any([977,944])*

**[TSD6] For the following questions, by "cyber security" we mean how to reduce the risk of a cyber attack. This includes protecting devices (e.g. smartphones, laptops, tablets) and services from theft or damage. It also includes preventing unauthorised**

**access to personal information stored on devices/ online.**
 To what extent, if at all, did you consider the cyber security  of a product before purchasing it? If you currently own more than one smart product, please think about the last one you purchased.

| | |
|---|---|
| <1> | I considered cyber security a lot in my purchase decision |
| <2> | I considered cyber security a bit in my purchase decision |
| <3> | I considered cyber security, but it did not influence my purchase decision |
| <4> | I did not consider cyber security at all in my purchase decision |
| <5> | I don't know |

*Question type: **Text***

**On a different topic...**

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

**[UVC1]** To learn more about the following devices, please hover or click on their names.

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

**[UVC22]** When was the last time you used a UVC light sanitising device?

| | |
|---|---|
| <1> | Within the last two weeks |
| <2> | A month ago |
| <3> | About 2 months ago |
| <4> | About 4 months ago |
| <5> | About 6 months ago |
| <6> | More than 6 months ago |
| <9> | Not applicable – I have not used the UVC light sanitising device yet |
| <98 fixed> | Don't know/can't recall |

*Base: all who have access to a UV light sanitising device*
*Question type: **Multiple***
*#row order: randomize*
*#Question display logic:*
*if UVC1_2 in [1,2,3]*

**[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/can't recall |

*Base: all who have access to a UV light sanitising device*
*Question type: **Multiple***
*#row order: randomize*
*#Question display logic:*
*if UVC1_2 in [1,2,3]*

**[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 access to a UV light sanitising device*
*Question type: **Single***
*#Question display logic:*
*if UVC1_2 in [1,2,3]*

**[UVC24]** How long did the side effect last for?

| | |
|---|---|
| <1> | Up to an hour |
| <2> | More than an hour, up to 3 hours |
| <3> | More than 3 hours, up to 3 days |
| <4> | More than 3 days, up to 10 days |
| <5> | More than 10 days, up to 1 month |
| <6> | More than 1 month, up to 3 months |
| <7> | More than 3 months, up to 6 months |
| <8> | More than 6 months |
| <9 fixed> | Don't know/ can't recall |
| <99 fixed> | Prefer not to say |

*Base: all who have access to a UV light sanitising device*
*Question type: **Single***
*#Question display logic:*
*if UVC1_2 in [1,2,3]*

**[UVC25]** Have you ever read a warning about the UVC light sanitising device? A warning indicates a potentially hazardous situation and provides instructions to avoid or minimize undesirable consequences such as injury.

| | |
|---|---|
| <1> | Yes |
| <2> | No |
| <3> | Don't know / can't recall |

*Base: all who have access to a UV light sanitising device and have read a warning*
*Question type: **Single***
*#Question display logic:*
*If [UVC25] - Yes is selected [if UVC25 == 1]*

**[UVC26]** You previously said you have read a warning on the UVC light sanitising device…
At what point did you read this warning?

| | |
|---|---|
| <1> | Before I purchased the device |
| <2> | Before I first started using the device |
| <3> | While first using the device |
| <4> | After first using the device |
| <5> | Don't know / can't recall |

*Base: all who have access to a UV light sanitising device*
*Question type: **Single***
*#Question display logic:*
*if UVC1_2 in [1,2,3]*

**[UVC27]** How effective do you think the UV light sanitising device is?

| | |
|---|---|
| <1> | Not effective at all |
| <2> | Somewhat effective |
| <3> | Moderately effective |
| <4> | Very effective |
| <5> | Don't know |

*Base: all who have access to a UV light sanitising device*
*Question type: **Open***

*#any*
*#Question display logic:*
*if UVC1_2 in [1,2,3]*

**[UVC28]** What is the make, model, or manufacturer of your UV light sanitising device(s)? (Please type your answer in the box below, giving as much detail as possible

*#Module display logic:*
*If [split_modules] - Battery storage is selected [if 12 in split_modules]*

*Question type: **Text***

**On a different topic...**

*Question type: **Single***

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

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

<1>         I had not heard of home battery energy storage before

<2>         I'm aware of home battery energy storage, but do not have any

<3>         I own/ have access to home battery energy storage in my

           household

*Question type: **Multiple***
*#Question display logic:*
*If [TB1] - I had not heard of home battery energy storage before or I'm aware of home battery energy storage, but do not have any, is selected [if TB1 in [1,2]]*

**[TB6]** You previously said that you don't own home battery energy storage. Why is this? Please select all that apply.

<2>         I don't fully understand what home battery energy storage is

<3>         I am unsure how this would effect the costs of my energy bills

| | |
|---|---|
| <4> | I don't know what the benefits of installing a battery energy storage system at home are |
| <5> | I am concerned about their safety |
| <6> | I cannot afford this technology |
| <955 fixed> | Other (open [TB6_other]) [open] |
| <944 fixed xor> | Not applicable – not my decision to make |

*Question type: **Single***
*#Question display logic:*
*If [TB1] - I had not heard of home battery energy storage before or I'm aware of home battery energy storage, but do not have any, is selected [if TB1 in [1,2]]*

**[TB2]** You said you don't have home battery energy storage...
How likely are you to consider getting home battery energy storage in the next 5 years (i.e. by 2026)

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

*#Module display logic:*
*If [split_modules] - Construction is selected [if 13 in split_modules]*

*Question type: **Text***

**Moving on......**

*Question type: **Single***

**[TCP1]** Do you have any ongoing or current concerns relating to the safety of the building you live in? Please think about safety concerns caused specifically by the building itself and not the residents or the wider area in which you live.

| | |
|---|---|
| <1> | Yes |

<2>              No

<3>              Don't know

*Question type: **Multiple***
*#Question display logic:*
*If [TCP1] - Yes is selected [if TCP1 == 1]*

**[TCP2]** Do these safety concerns relate to either of the following? Please select all that apply.

<1>              Fire safety

<2>              Structural safety

<99 fixed>       Other (open [TCP2_other]) [open]

<3 fixed xor>    Neither

*Question type: **Single***

**[TCP3]** Which of the following statements most accurately describes your engagement with the Grenfell Tower Inquiry?

<1>              I pay close attention to the Grenfell Tower Inquiry, actively seeking out news relating to this

<2>              I pay some attention to the Grenfell Tower Inquiry, but I am not familiar with specifics

<3>              I do not pay attention to the Grenfell Tower Inquiry

*Question type: **Text***

**Moving on......**

*Question type: **Grid***

**[TSG1]** Safety gates" may also be called stair gates, baby gates, or pet gates. They are often used to block access to certain rooms/ areas where there may be hazards, such as stairs or a kitchen.

Do you currently use either of the following safety gates in your home?

| | |
|---|---|
| -[TSG1_1] | Tension rod safety gate (i.e. fixed in place by pressure of the fittings against a wall/ door frame) |
| -[TSG1_2] | Screwed in safety gate (i.e. attached to fittings which are screwed into your wall/ door frame) |
| <1> | Yes |
| <2> | No |
| <3> | Don't know |

*#Question display logic:*
*if TSG1_1==1 or TSG1_2==1*

*Question type: Multiple*

**[TSG2]** You previously said you use a safety gate in your home. For what purposes do you use the safety gate? Please select all that apply.

| | |
|---|---|
| <1> | For children |
| <2> | For dogs or other pets |
| <3> | Other (open [TSG2_other]) [open] |

*Question type: Single*

**[TSG3]** Do you currently, or have you have ever, needed to stack one safety gate on top of the other?

| | |
|---|---|
| <1> | Yes, I currently do this |
| <2> | Yes, I have done this in the past |
| <3> | No, I have never done this |
| <98> | Don't know |

*Question type: Open*
*#integer Only*

**[TSG4]** Approximately how old in years, is your safety gate – if you have more than one, please think about your newest one.

Range: 0 ~ 100

*Question type: **Single***

**[TSG5]** Did you/ someone in your household buy this safety gate new or buy/ receive it second hand? If you have more than one, please think about your newest one.

<1>             New

<2>             Second hand

<97>           Don't know

*Question type: **Single***

**[TSG6]** Do you recall there being instructions with the safety gate?

<1>             Yes

<2>             No

<3>             I don't remember

*Question type: **Single***
*#Question display logic:*
*If [TSG6] - Yes is selected [if TSG6 == 1]*

**[TSG7]** Do you still have the instructions for your safety gate?

<1>             Yes

<2>             No

<99>           Don't know

*Question type: **Single***
*#Question display logic:*
*If [TSG6] - Yes is selected [if TSG6 == 1]*

**[TSG8]** Can you recall whether the instructions were used when first using your safety gate?

<1>  I read the instructions thoroughly before using the safety gate

<2>  I read the instructions briefly before using the safety gate

<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

*Question type: **Single***

**[TM3]** $tm3_image_1_png.raw$tm3_image_2_png.raw
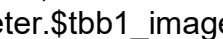
Since April, have you seen any adverts about magnet safety that were in this style?

<1>  Yes, I have

<2>  No, I haven't

*Question type: **Single***

**[TBB1]** Button batteries (sometimes known as coin batteries) are small flat circular batteries, often around 1(button) to 2 (coin) cm diameter.$tbb1_image_1_png.raw$tbb1_image_2_png.raw
 Since April, 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***
*#Question display logic:*
*if gryphon.interview_type=="test"*

**[q_campaign_modules_sample]** THIS IS SHOWN ONLY IN TEST MODECampaign recognition module

<2>                    Module topic_magnetscampaign

<3>                    Module topic_buttonbattcamapaign

*#Module display logic:*
*If [q_campaign_modules_sample] - Module topic_magnetscampaign is selected [if q_campaign_modules_sample == 2]*

*Question type: **Multiple***
*#Question display logic:*
*If [TM3] - Yes, I have is selected [if TM3 == 1]*

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

| | | | |
|---|---|---|---|
| <1> | TV | <8> | LinkedIn |
| <2> | Newspapers | <11> | Friends/ relatives |
| <3> | Magazines | <12> | A consumer advice website (e.g. Which?) |
| <4> | News websites | <9 fixed> | Other social media |
| <5> | Facebook | <955 fixed> | Other (open [TM4_other]) [open] please specify |
| <6> | Twitter | <977 fixed xor> | Don't know |
| <7> | Instagram | | |

*Question type: **Multiple***
*#Question display logic:*
*If [TM3] - Yes, I have is selected [if TM3 == 1]*

**[TM5]** You said that you have seen adverts about magnet safety recently...
Which, if any, of the following did you do as a result? (Please select all that apply)

| | |
|---|---|
| <1> | Put products with small/ loose magnets out of reach of my children |
| <2  if not 99 in Omnibus_Parents_Home> | Talked to my children about magnet safety |
| <3> | Told friends/ family |
| <4> | Contacted a manufacturer about a potential safety issue |
| <5> | Disposed of a potentially unsafe item |
| <955 fixed> | Other (open [TM5_other]) [open] please specify |
| <977 fixed xor> | Don't know |
| <944 fixed xor> | Not applicable – I didn't do anything |
| <988 fixed xor> | Not applicable – I already do the things suggested in the adverts |

*#Module display logic:*
*If [q_campaign_modules_sample] - Module topic_buttonbattcamapaign is selected*
*[if q_campaign_modules_sample == 3]*

*Question type: Multiple*
*#row order: randomize*
*#Question display logic:*
*If [TBB1] - Yes, I have is selected [if TBB1 == 1]*

**[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***
*#Question display logic:*
*If [TBB1] - Yes, I have is selected [if TBB1 == 1]*

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

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

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 |
| <2  if not 99 in Omnibus_Parents_Home> | 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 |
| <7> | Posted about it on social media |
| <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 |
| <988 fixed xor> | Not applicable – I already do the things suggested |

# Focus group topic guide

**OPSS Tracker – Focus group discussion guide v3.0 – July 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
- Who is in your household? Probe on age of children
- How are you all dealing with the heat?

**Product safety and standards (15 mins)**

*Tonight, we are going to be talking about product safety and standards…*

- Before you buy a product:
    - What do you do to assess the safety of it (if anything)? Why so?
    - What sorts of safety information do you generally look out for when purchasing a new product? - Why? E.g. instructions, warnings, markings, labels about chemicals.
- Does this differ according to the product? How so?

- Do you pay attention to any safety markings? - Probe on if they can name any safety markings

*Show on whiteboard:*

**UK**
**CA**

- Do you recognise this marking?
    - If yes, where do you recognise it from? Where might you find this marking?
    - What do you think it is meant to represent?
    - Is this a sign that you trust? Why / why not?
    - Is this something you look for on a product or in a product description (online)? Why so?
    - Would seeing a label like this impact on your likelihood to purchase the product? Why so?

*Show on whiteboard*

**CE**

- Do you recognise this marking?
    - If yes, where do you recognise it from? Where might you find this marking?
    - What do you think it is meant to represent?
    - Is this a sign that you trust? Why / why not?
    - Is this something you look for on a product or in a product description (online)? Why so?
    - Would seeing a label like this impact on your likelihood to purchase the product? Why so?

- How do these two markings compare?

- o Which do you trust more? Why so?
- o How do you feel about UK safety markings vs EU ones?

- o Is the country of origin important to you when you are assessing product safety? How so?
- o What are your perceptions of how country of origin can impact the safety of the product?

- In general, do you look at safety warnings / instructions for products?
  - o Do you tend adjust your actions after you look at safety warnings / instructions? Why so?

- To what extent would / do you engage with instructions? Probe on frequency
  - o In what instances would you follow with instructions? Why so?
  - o Does this differ according to product? How so?

- Do you tend to save instructions? Why so? Probs on where they might be kept and whether they might look online
  - o Does this differ according to product? How so?
  - o How often, if at all, do you re-read instructions, either the original paper version or when looking online?

## **Reviewing campaign materials (40 minutes)**
*Next I'd like us to review a range of different campaign materials and get your reaction…*

*Show: Nil By Mouth Campaign video* https://www.youtube.com/watch?v=Y2kyGZk9-ws

- What is your key takeaway from this message? Probe on awareness of the problem
  - o Do you think it would prompt you to do anything? If so, what?
  - o Why do you think it would make you take that behaviour? *Probe on impact*
  - o What, if anything, would stop you taking action after seeing this? Probe on any follow up questions

- What do you like about it, if anything? *Probe: tone, language, length, imagery, overall message / take out*
- What do you dislike about it, if anything? *Probe: tone, language, length, imagery, overall message / take out*
- Is it credible / trustworthy or not? What makes you say this? *Probe: source of information*
- Have you heard of this organisation before? What have you heard about them and where from?

- o What are your perceptions of this organisations? What do role do you think they play?
- o Do you trust this organisation? Why so?
- o Is it impactful? Why / why not?
- o In what way? *Probe if positive or negative*
- o Do you think it will be memorable or not?
- o What would make it more impactful? Why?

## **Smart devices (10 minutes)**

*Next I want move on to a different topic and talk about smart devices…*

*Show on whiteboard:*

# Smart devices

- What comes to mind when you think about the smart devices? Share definition (connected to the internet or controlled by a remote device when you use them) and examples if needed (smart speaker / assistant like Alexa or a smart thermostat but does not include smart phone or smart TV.
    - o What smart products do you own?
    - o Do you ever switch on your smart products when you are not present (e.g., asleep or out of the house)? Why so? Probe on safety
    - o How safe do you think your data is when it comes to your smart devices? Probe on whether they consider cyber security / sharing of personal data
    - o What kind of data do you think is collected by smart devices? Probe on why this is and how they feel about it

## **Cost of living (10 minutes)**

*Moving onto a different topic to finish the session.. I'm aware that this is a sensitive topic to finish the group on, please feel free to skip any questions you're not comfortable asking and please remember that the session is anonymous*

*Show on whiteboard:*

## Cost of living crisis

- What comes to mind when you think about the cost-of-living crisis?
- How has the rise in cost of living impacted you?

*Poll: (multicode)*

- When you are buying products (not including food), which if any of the following are you doing to manage this?
  - Buying less
  - Buying cheaper products
  - Buying on credit
  - Buying second hand products
  - Buying unbranded / own-brand products
  - Using 'buy now pay later products'
  - None
  - Other

- Please can you tell me a bit about why your selection
  - What kinds of cheaper items have you bought recently?
  - What kind of an impact has taking this action had on you / your family? Probe on any negative aftereffects

### Conclusions (5 mins)

*Thank you for your time this evening…*

- Finally, I wanted to find out 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

### Thanks and close

# 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 ethnic minorities. White minorities such as Gypsy, Roma, and Irish Traveller are included in the aggregated "white" figures. Figures for ethnic minority respondents do not include white minorities.

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

*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

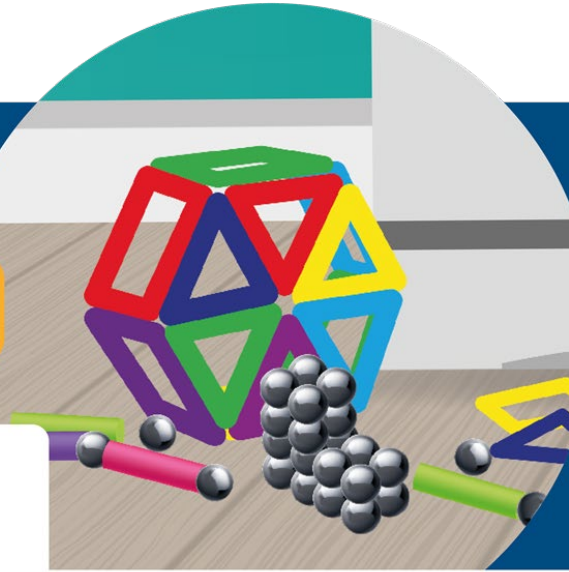- Clerical and commercial qualifications

- No formal qualifications

# 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 hurt or kill your child

**Beware of small magnets in magnetic construction toys**

Office for Product Safety & Standards

## Swallowing magnets can hurt or kill your child

**Keep small magnets away from little hands and mouths**

## Batteries campaign

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

**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