

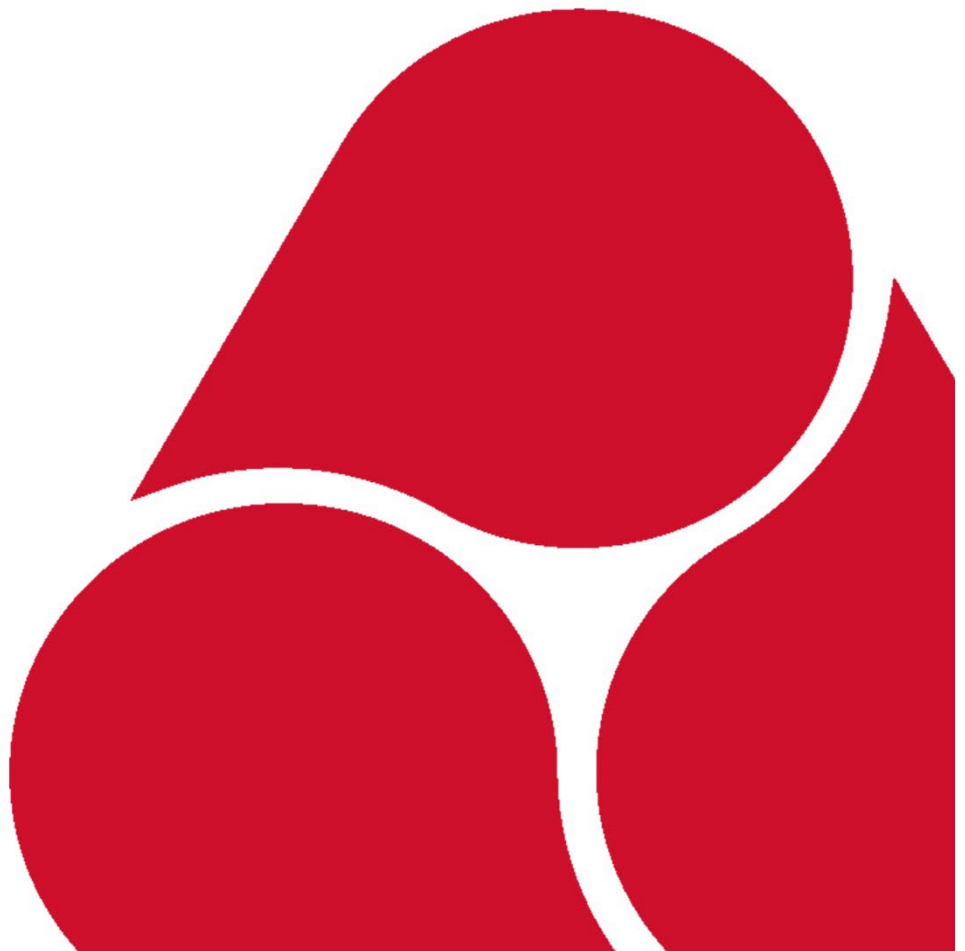


Office for Product
Safety & Standards

OPSS Product Safety and Consumers: Wave 5

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 10,182 people from across the United Kingdom (UK) collected through online research methods. The survey builds on the first four waves of the Public Safety and Consumers tracker. The approach and methodology for the online surveys is kept consistent between all waves of the tracker 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
- Wave 5: 10,182 UK adults, surveyed between 23rd November to 11th December 2022.

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 offline adults, surveyed between 23rd November and 12th December 2020
- Wave 2: 251 offline adults, surveyed between 3rd to 28th June 2021
- Wave 3: 251 offline adults, surveyed between 25th November 2021 to 5th January 2022
- Wave 4: 252 offline adults, surveyed between 6th and 28th July 2022
- Wave 5: 250 offline adults, surveyed between 24th November 2022 to 3rd January 2023.

After the close of the online survey, 4 text-based online focus groups were conducted with survey participants. Groups were split by age and social grade, and included a mix of genders, ethnicities, and locations. There were 9 participants per group, each group lasted 90 minutes. Participants were asked to respond to an open-ended question as part of the recruitment criteria to ensure that participants were able to communicate effectively enough to participate in text-based research. Participants were incentivised via retail vouchers, in line with the MRS Code of Conduct.

Focus groups were conducted in December 2023. 10 follow up interviews were then conducted with participants from the focus groups to get into depth about their Christmas

shopping, the cost-of-living crisis, product repairs and recalls. Follow up interviews lasted approx. 30 minutes and were conducted in January 2023.

Full details of each previous wave 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.

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

Variable	Unweighted N	Weighted N	Weighted %
Age			
18 to 24	1201	1146	11%
25 to 34	1771	1767	17%
35 to 44	1750	1803	18%
45 to 54	1800	1707	17%
55 to 64	1447	1321	13%
65 to 74	1241	1355	13%
75+	972	1082	11%
Gender			
Male	4900	4940	49%
Female	5282	5242	51%
Region			
North East	415	417	4%
North West	1158	1120	11%
Yorkshire and the Humber	877	835	8%
East Midlands	774	743	7%
West Midlands	880	896	9%
East of England	978	947	9%
London	1130	1334	13%
South East	1448	1395	14%
South West	881	876	9%
Wales	497	489	5%
Scotland	865	845	8%
Northern Ireland	279	285	3%
Social grade			
AB	2370	2851	28%
C1	3102	2953	29%
C2	2094	2138	21%
DE	2616	2240	22%
Ethnicity			
White British	9047	9035	89%
Black, Asian, Minority Ethnicities	1135	1147	11%

Variable	Unweighted N	Weighted N	Weighted %
Education level			
Low	2057	2729	27%
Medium	3945	4139	41%
High	4180	3315	33%
Total	10182	10182	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 250 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	6
65+	242
Educational attainment	
Low	145
Medium	71
High	34
Gender	
Male	95
Female	153
Total	250

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

Each wave of the survey is 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.

To maximise what could be asked within the survey and utilise the large sample size the topical are randomly rotated, with the fireworks or circular economy modules each shown to a random third of respondents.

For modules where the target group has a low incidence among the general public, an initial question was asked to all, and follow-up topical questions only asked to relevant respondents. This approach applied to the following topical modules:

- Button batteries: questions only asked to those who report an incident of swallowing or nearly-swallowing button batteries in their household.
- Eyelash serums/ creams: questions only asked to those who report using eyelash serums/ creams.
- Private Light Electric Vehicles (PLEVs): questions only asked to those who report owning/ having access to at least one PLEV.

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	Wave 5
Core sections					
Perceptions of safety	Y	Y	Y	Y	Y
Perceptions of the OPSS	Y	N	Y	N	Y
Experiences of safety issues	Y	Y	Y	Y	Y
Perceptions and experiences of product recalls	Y	Y	Y	N	Y
Perceptions and experiences of product registration	Y	Y	Y	Y	Y
Topical sections					
Online purchasing	Y	Y	Y	Y	Y
Second-hand purchasing	Y	N	Y	N	N
Fireworks	Y	N	Y	N	Y
Furniture labelling	Y	Y	N	N	N
Magnets	Y	Y	Y	Y	N
Country of origin labelling	Y	N	N	Y	N

	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5
Inclusive design	Y	N	N	Y	N
COVID-19 face coverings	Y	N	N	N	N
Product labelling	N	Y	N	Y	N
Button and coin batteries	N	N	Y	Y	Y
Circular economy	N	Y	N	N	Y
Circular economy: right to repair	N	N	Y	N	N
Smart devices	N	Y	N	Y	N
UVC and air cleaners	N	Y	Y	Y	N
Home battery energy storage	N	Y	N	Y	N
Construction	N	N	N	Y	N
Safety gates	N	N	N	Y	N
Cost of living	N	N	N	Y	Y
Eyelash serums/ creams	N	N	Y	N	Y
3D printers	N	Y	N	N	N
Personal Light Electric Vehicles (PLEVs)	N	N	N	N	Y
Metrology/ measurements	N	N	N	N	Y

Pilot study

YouGov conducted a thorough stage of survey testing which included piloting the online survey to a total of 241 people. The first survey pilot was undertaken on 17th November 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, some questions were removed to reduce overall survey length. The data for those questions are not provided in the data tables or report.

A second pilot was conducted on the 21st November 2022. Following this, it was deemed the overall survey length was appropriate and no changes were made.

Qualitative online focus groups

After the close of the online survey, four 1.5-hour online focus groups with those who opted into taking part at the end of the quantitative survey. Nine participants took part in each group. Groups were split by age and social grade. All groups had a mix of genders, ethnicities, and locations.

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.

Focus groups were conducted in December 2023. 10 follow up interviews were then conducted with participants from the focus groups to get into depth about their Christmas shopping, the cost-of-living crisis, product repairs and recalls. Follow up interviews lasted approx. 30 minutes and were conducted in January 2023.

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 five included 59 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 five, 11.37% of those who bought a listed product in the last six months experienced a safety issue with that product. This is equivalent to 9.36% 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 53,188,204¹. 9.36% of all UK adults is approximately 5 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	9.93%	5,300,000
Survey figure	9.36%	5,000,000
Low bound	8.79%	4,700,000

¹ Office for National Statistics. [*Estimates of the Population for the UK, England, Wales, Scotland and Northern Ireland \(Mid-Year 2021\)*](#). Retrieved 25 May 2023.

Survey questionnaire

Question type: *Text*

This survey is on the topic of things you might buy, and the results will be used to inform our client.

Your YouGov Account will be credited with 50 points for completing the survey.

We have tested the survey and found that, on average it takes around 15 minutes to complete. This time may vary depending on factors such as your Internet connection speed and the answers you give.

Please click the forward button below to continue.

Base: All respondents

Question type: *Single*

#row order: *reverse*

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

fallen behind with many bills or financial commitments, is selected [if Bills_ in [2,3,4,5]]

[Mitigate] You previously said you are at least struggling somewhat with keeping up with bills and financial commitments.
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 products
- <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

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?

- | | |
|--|---|
| <ul style="list-style-type: none"> <1> Detached house <2> Semi-detached house <3> Terraced house <4> Maisonette <5> Converted flat <6> Purpose-built low rise block of flats (under 18 metres, or approximately 6 storeys or less) | <ul style="list-style-type: none"> <7> Purpose-built high rise block of flats (above 18 metres, or approximately 7 storeys or more) <8> Bungalow <9> Static caravan/ mobile home/ trailer <955 fixed xor> Other (open [house_type_other]) [open] <977 fixed xor> Don't know <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.

Base: All respondents

Question type: Grid

#row order: randomize#Transposing rows and columns

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

- | | |
|-----------|---|
| -[CCP4_1] | Setting product safety requirements |
| -[CCP4_2] | Ensuring that a product meets the legal safety requirements |
| -[CCP4_3] | Ensuring a product is used safely |
| -[CCP4_4] | Resolving product safety issues |
| <1> | Manufacturers |
| <2> | Retailers |
| <3> | National government |

- <4> Local government
- <5> Charities/ consumer groups
- <6> The person *_buying_* the product
- <7> The person *_using_* the product
- <8> Regulators
- <944 fixed xor> Someone else
- <977 fixed xor> Don't know

Base: All respondents

Question type: Single

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

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

Base: All respondents

Question type: Grid

#row order: randomize(rand8)

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

- [CO1_1] The Office for Product Safety and Standards (OPSS)
- [CO1_2] Citizens Advice
- [CO1_3] The Department for Business, Energy and Industrial Strategy (BEIS)
- [CO1_4] Trading Standards
- [CO1_6] Which?
- <1> A great deal
- <2> A fair amount
- <3> Just a little
- <4> Heard of, but know nothing about
- <5> Never heard of

Question type: **Single**
#row order: randomize
#Question display logic:
if CO1_1 in [1,2,3]

[CO5] Which, if any, of the following do you think best explains what type of organisation The Office for Product Safety and Standards (OPSS) is? Please select the option which best applies

- <1> A UK government department
- <2> Non-governmental organisation (e.g. Greenpeace, Save the Children)
- <3> Consumer protection bodies (e.g. Citizens Advice, Which?)
- <4> A charity
- <96 fixed> Other (open [CO5_open]) [open] please specify
- <97 fixed xor> Don't know

Base: All who know about OPSS

Question type: **Single**
#Question display logic:
if CO1_1 in [1,2,3]

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

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

Base: All who know about OPSS

Question type: **Multiple**
#row order: randomize
#Question display logic:
if CO1_1 in [1,2,3]

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

- | | | | |
|-----|------------|-----|--------------|
| <1> | Consistent | <7> | Professional |
| <2> | Impartial | <8> | Objective |
| <3> | Fair | <9> | Accountable |

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

Base: All who know about organisation

Question type: Dyngrid

#row order: randomize(rand8)

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

- [CO4_1 if CO1_1 in [1,2,3]] The Office for Product Safety and Standards (OPSS)
- [CO4_2 if CO1_2 in [1,2,3]] Citizens Advice
- [CO4_3 if CO1_3 in [1,2,3]] The Department for Business, Energy and Industrial Strategy (BEIS)
- [CO4_4 if CO1_4 in [1,2,3]] Trading Standards
- [CO4_6 if CO1_6 in [1,2,3]] Which?
- <1> Very trustworthy
- <2> Trustworthy
- <3> Neither
- <4> Untrustworthy
- <5> Very untrustworthy
- <977 fixed xor> Don't know

Question type: Text

Moving on...

Question type: Text

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

Base: All respondents

Question type: Grid

#row order: randomize

[TO3] For the following question please think about when you are buying products online...

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

- [TO3_1] I always consider the safety of the products I am buying online
- [TO3_3] I am aware of my consumer rights if a product I have bought online is unsafe
- [TO3_5] The seller is responsible for ensuring a product bought online is safe
- [TO3_7] I care about where the seller is based
- [TO3_9] I believe online marketplaces take action if there is an unsafe product being sold on their platform
- <1> Strongly agree
- <2> Agree
- <3> Neither agree nor disagree
- <4> Disagree
- <5> Strongly disagree

Base: All respondents

Question type: Single

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

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

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

Base: All who purchased electricals

Question type: **Multiple**

#row order: randomize

#Question display logic:

If [CP1] - Electrical appliances (e.g. laptop, toaster, hairdryer, lights, vacuum cleaner, games console, smart home devices) is selected [if 1 in CP1]

[CP2_category1] For the following questions please think about the electrical appliances category you purchased in the last SIX months...

What products did you purchase? (Please select all that apply)

- <1> Laptop / tablet/ mobile phone
- <2> Charger
- <3> Speaker / headphones
- <4> Small kitchen appliance (e.g. toaster, kettle, blender, microwave)
- <5> Electronic game / console
- <6> Vacuum cleaner

- <7> Smart home device (e.g. Smart speaker/ assistant, smart thermostat)
- <955 fixed> Other (open [CP2_category1_other]) [open] please specify

Base: All who purchased baby items

Question type: **Multiple**

#row order: randomize

#Question display logic:

If [CP1] - Baby products (e.g. baby car seat, cot, pushchairs, bedding, changing table) is selected [if 2 in CP1]

[CP2_category2] For the following questions please think about the baby product category you purchased in the last SIX months...

What products did you purchase? (Please select all that apply)

- <1> Pushchair
- <2> Cot
- <3> Car seat
- <4> Changing table
- <5> Baby carrier
- <6> Baby monitor
- <7> Nappies
- <955 fixed> Other (open [CP2_category2_other]) [open] please specify

Base: All who purchased toys

Question type: **Multiple**

#row order: randomize

#Question display logic:

If [CP1] - Toys (e.g. board game, action figure, building blocks) is selected [if 3 in CP1]

[CP2_category3] For the following questions please think about the toys you purchased in the last SIX months...

What products did you purchase? (Please select all that apply)

- <1> Baby toy
- <2> Sports toy
- <3> Board game
- <4> Doll / action figure
- <5> Construction toy
- <6> Building blocks
- <7> Craft toys (e.g. painting, necklace kits etc.)

<955 fixed> Other (open [CP2_category3_other]) [open] please specify

Base: All who purchased cosmetics

Question type: **Multiple**

#row order: randomize

#Question display logic:

If [CP1] - Cosmetics (e.g. hair dye, make up, shampoo, toothpaste) is selected [if 4 in CP1]

[CP2_category4] For the following questions please think about the cosmetics category you purchased in the last SIX months...

What products did you purchase? (Please select all that apply)

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

Base: All who purchased white goods

Question type: **Multiple**

#row order: randomize

#Question display logic:

If [CP1] - 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 large domestic appliances 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 clothes/ clothing accessories you purchased in the last SIX months...

What products did you purchase? (Please select all that apply)

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

Base: All who purchased furniture

Question type: **Multiple**

#row order: randomize

#Question display logic:

If [CP1] - Furniture / furnishings (e.g. sofa, bed, curtains, carpets) is selected [if 7 in CP1]

[CP2_category7] For the following questions please think about the furniture and furnishings you purchased in the last SIX months...

What products did you purchase? (Please select all that apply)

- <1> Sofa/ armchair
- <2> Bed
- <3> Curtains
- <4> Carpets/ rugs
- <5> Table/ side table
- <6> Chest of drawers/ wardrobe
- <7> Outdoor furniture
- <8> Home office furniture
- <955 fixed> Other (open [CP2_category7_other]) [open] please specify

Base: All who purchased homeware

Question type: **Multiple**

#row order: randomize

#Question display logic:

If [CP1] - Homeware, non-electrical (e.g. crockery, wall decorations) is selected [if 8 in CP1]

[CP2_category8] For the following questions please think about the homeware you purchased in the last SIX months...

What products did you purchase? (Please select all that apply)

- <1> Crockery
- <2> Silverware/ cutlery
- <3> Wall decorations (e.g. picture frames)
- <4> Towels/ bedding
- <955 fixed> Other (open [CP2_category8_other]) [open] please specify

Base: All who purchased sports and leisure

Question type: **Multiple**

#row order: randomize

#Question display logic:

If [CP1] - Sports and leisure item(s), not including clothes (e.g. treadmill, bikes and accessories, musical instruments) is selected [if 9 in CP1]

[CP2_category9] For the following questions please think about the sports & leisure you purchased in the last SIX months...

What products did you purchase? (Please select all that apply)

- <1> Indoor exercise equipment (e.g. treadmill, stationary bike, weights, yoga mats etc.)
- <2> Bikes and accessories
- <8> Sports equipment (e.g. tennis rackets, golf clubs, footballs etc.)
- <3> Musical instruments
- <4> Books
- <5> Gardening tools/ equipment
- <6> Camping equipment
- <7> Arts and crafts supplies
- <955 fixed> Other (open [CP2_category9_other]) [open] please specify

Base: All who purchased white goods

Question type: **Multiple**

#row order: randomize

#Question display logic:

If [CP1] - 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 MODE dummy variable to set product

Response Option List: CP2_list

Question type: Text

We are now going to ask you a series of questions about one product that you said you had bought in the past six months. Please think about when you purchased the \$CP2_PRODUCT.lower. If you've purchased more than one \$CP2_PRODUCT.lower in the past six months, please think about your most recent purchase.

Base: All allocated a product

Question type: Single

#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 allocated 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 |

Question type: *Multiple*

#row order: *randomize*

#Question display logic:

If [CP6] - Amazon marketplace (including Amazon handmade) or Etsy or Wish or Ebay or Aliexpress or Other online marketplaces (e.g. Depop, Shpock) or Social Media Marketplace (e.g Facebook Marketplace), is selected [if CP6 in [8,9,10,11,12,13,7]]

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

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

- | | |
|-----------------|---|
| <1> | The online marketplace |
| <2> | The manufacturer |
| <3> | The seller (if different from the manufacturer) |
| <4> | The government/ a regulator |
| <5> | The individual consumers |
| <977 fixed xor> | Don't know/ can't recall |

Base: All allocated a product, bought from an online marketplace

Question type: *Single*

#row order: randomize

#Question display logic:

If [CP6] - Amazon marketplace (including Amazon handmade) or Etsy or Wish or Ebay or Aliexpress or Other online marketplaces (e.g. Depop, Shpock) or Social Media Marketplace (e.g Facebook Marketplace), is selected [if CP6 in [8,9,10,11,12,13,7]]

[CP7] You said you purchased \$CP2_PRODUCT.lower from an online marketplace...
Who do you think is **most** responsible for ensuring that the product is safe for UK consumers?

- <1> The online marketplace
- <2> The manufacturer
- <3> The seller (if different from the manufacturer)
- <4> The government/ a regulator
- <5> The individual consumers
- <977 fixed xor> Don't know/ can't recall

Base: All allocated a product

Question type: **Multiple**

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

#Question display logic:

if CP2_PRODUCT

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

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

Question type: **Grid**

#row order: randomize

[CP10] Thinking about the products you buy, how confident, if at all, are you that you receive the accurate measures for each product?

(For example, if you pay for 1KG of product, are you confident that you will receive 1kg?)

-[CP10_1]	Pre-packaged food items
-[CP10_2]	Items sold by weight or measure specified by consumer (e.g. food sold at deli counters/butchers)
-[CP10_3]	Fuel sold at petrol stations (e.g. petrol, diesel)
-[CP10_4]	Bulk fuel for home delivery (e.g. for home heating purposes)
-[CP10_5]	Drinks measures in hospitality setting (e.g. a pub or restaurant)
<1>	Very confident
<2>	Somewhat confident
<3>	Not very confident
<4>	Not at all confident
<97>	Don't know
<98 fixed>	Not applicable - I do not buy this product

Question type: *Single*

[CP11] How much attention, if any, do you pay to the price indication marking on products?

(For example, on price labels including information such as: 2.10p per 10kg)

- <1> A lot
- <2> A fair amount
- <3> Not much
- <4> None at all
- <97> 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
-[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_46 if 46 in eligible]	Home office furniture
-[CE1_18 if 18 in eligible]	Doll / action figure	-[CE1_47 if 47 in eligible]	Crockery
-[CE1_19 if 19 in eligible]	Construction toy	-[CE1_48 if 48 in eligible]	Silverware/ cutlery
-[CE1_20 if 20 in eligible]	Building blocks	-[CE1_49 if 49 in eligible]	Wall decorations (e.g. picture frames)
-[CE1_21 if 21 in eligible]	Craft toys (e.g. painting, necklace kits etc.)	-[CE1_50 if 50 in eligible]	Towels/ bedding
-[CE1_22 if 22 in eligible]	Make-up	-[CE1_51 if 51 in eligible]	Indoor exercise equipment (e.g. treadmill, stationary bike, weights, yoga mats etc.)
-[CE1_23 if 23 in eligible]	Toothpaste	-[CE1_52 if 52 in eligible]	Bikes and accessories
-[CE1_24 if 24 in eligible]	Moisturiser	-[CE1_58 if 58 in eligible]	Sports equipment (e.g. tennis rackets, golf clubs, footballs etc.)
-[CE1_25 if 25 in eligible]	Shampoo/ shower gel	-[CE1_53 if 53 in eligible]	Musical instruments
-[CE1_26 if 26 in eligible]	Hair dye	-[CE1_54 if 54 in eligible]	Books

-[CE1_27 if 27 in eligible]	Hand wash	-[CE1_55 if 55 in eligible]	Gardening tools/ equipment
-[CE1_28 if 28 in eligible]	Refrigerator / freezer	-[CE1_56 if 56 in eligible]	Camping equipment
-[CE1_29 if 29 in eligible]	Extractor	-[CE1_57 if 57 in eligible]	Arts and crafts supplies
-[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 MODE dummy variable to set product

Response Option List: CP2_list

Question type: *Text*

We are now going to ask you a series of questions about one product that you said you had a safety issue with. Please think about the \$CE1_product.lower. If you have experienced more than one safety issue with the \$CE1_product.lower, please think about the most recent.

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: **SCE1 product.lower**? (Please select all that apply)

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

Base: All who experienced a safety issue, but did not take action

Question type: Multiple

#row order: randomize

#Question display logic:

If [CE7] - Nothing, I didn't take any action is selected [if 944 in CE7]

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

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

Base: All who had a safety issue

Question type: Multiple

#exactly number of choices: 4

#Question display logic:

if CE1_product

[CE11] We are interested in learning more about the safety issue you experienced...

Please describe, in as much detail as possible what happened (e.g. what circumstances led to the safety issue, what was the issue, who was affected, if healthcare was needed)

- <1> The circumstances that led to the safety issue (open [CE11_other1]) [open]
- <2> What was the safety issue (open [CE11_other2]) [open]
- <3> Who was affected (open [CE11_other3]) [open]
- <4> What healthcare, if any, was needed (open [CE11_other4]) [open]
- <100 fixed xor> Prefer not to say

Base: All who experienced a safety issue

Question type: **Grid**

#row order: randomize(rand4)

#Question display logic:

if CE1_product

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

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

Base: All who experienced a safety issue

Question type: **Grid**

#row order: randomize(rand4)

#Question display logic:

if CE1_product

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

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

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

Base: All respondents

Question type: **Single**

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

Please think about all product safety recalls, including any you may have seen for items you do not own. Please exclude any food, pharmaceutical, or vehicle product recalls.

In the past two years have you ever seen or heard about a product recall or other product safety warning?

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

Base: All respondents

Question type: **Single**

#Question display logic:

If [CPR1] - Yes is selected [if CPR1 == 1]

[CPR2] For the following question, a “product recall” is a corrective action such as a repair or replacement – undertaken by a business to address safety risks in a consumer product.

Please exclude any food, pharmaceutical, or vehicle product recalls. And in the past two years, have you ever seen a product recall notice or other safety warning about something you own?

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

Base: All respondents

Question type: **Multiple**

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

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

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

Base: All who saw product recall notice

Question type: Single

#row order: randomize(rand9)

#Question display logic:

If [CPR2] - Yes is selected [if CPR2 == 1]

[CPR5s] You said that in the past two years, you've seen a product recall notice for something you own. If you've seen more than one, please think about the most recent excluding any food, pharmaceutical, or vehicle product recalls...What type of product was it that you saw a product recall notice for?

- <1> Electrical appliances (e.g. laptop, toaster, hairdryer, lights, vacuum cleaner, electronic game)
- <2> Baby products (e.g. baby car seat, cot, pushchairs, bedding, changing table)
- <3> Toys (e.g. board game, action figure, building blocks)
- <4> Cosmetics (e.g. hair dye, make up, shampoo, toothpaste)
- <5> 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

#Question display logic:

If [CPR2] - Yes is selected [if CPR2 == 1]

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

- <1> Returned the item for a refund/ exchange
- <2> Threw it away/ stopped using it but did not return
- <3> Followed manufacturer's guidance for safe use
- <4> Tried to fix it myself
- <5> Allowed manufacturer to make modification

- <955 fixed> Other (open [CPR6_other]) [open] please specify
- <977 fixed xor> Don't know/ can't recall
- <944 fixed xor> Nothing, I did not take any action and continued to use the product as it was

Base: All who saw product recall notice, didn't take action

Question type: **Multiple**

#row order: randomize

#Question display logic:

If [CPR6] - Nothing, I did not take any action and continued to use the product as it was is selected [if 944 in CPR6]

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

- <1> There was generally a low risk and I thought the product would be fine
- <2> My product was working fine so thought it was ok
- <3> I thought it would only be an issue if the product is not used properly
- <4> The process for the recall was too inconvenient (e.g. to return/exchange the item)
- <5> I didn't use the product much so thought it low risk
- <6> I was going to take action, but never got around to it
- <955 fixed> Other (open [CPR7_other]) [open] please specify
- <977 fixed xor> Don't know/ can't recall

Base: All allocated eligible product

Question type: **Single**

#Question display logic:

if CP2_PRODUCT in

[1,2,3,4,5,6,7,8,9,10,11,12,13,28,29,30,31,32,33,39,40,43,44,45,46,51,52,55,56,58,59]

[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 <u>retailer</u> on the benefits of registering a product | <6> | More information on how my personal data would be stored and used with the option to opt out |
| <2> | Clearer guidance from the <u>manufacturer</u> on the benefits of registering a product | <7> | A financial incentive e.g. a discount off future products |
| <3> | Clearer guidance from the <u>government</u> on the benefits of registering a product | <9> | If registration was integrated into any 'smart functionality' |
| <8> | Clearer guidance on how to register the product | <955 fixed> | Other (open [CR7_other]) [open] please specify |
| <4> | A service from the retailer to complete registration with/for me | <977 fixed xor> | Don't know |
| <5> | More information on the benefits of registering | <944 fixed xor> | Not applicable – nothing would help me to register my products in the future |

Base: All who registered eligible product

Question type: Single

#Question display logic:

If [CR1] - Yes is selected [if CR1 == 1]

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

- <1> Very easy
- <2> Fairly easy
- <3> Fairly difficult
- <4> Very difficult
- <977> Don't know/ can't recall

Question type: **Multiple**

#Question display logic:

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

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

- <4> Topic_fireworks
- <8> Topic_buttonbatteries
- <9> Topic_circular

#order: randomize

#Module display logic:

If [split_modules] - Topic_fireworks is selected

Question type: **Text**

On a different topic...

Base: All in fireworks section

Question type: **Single**

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

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

Base: All in fireworks section

Question type: **Multiple**

#row order: randomize

#Question display logic:

If [TF1] - I enjoy fireworks a little or I don't enjoy fireworks that much or I don't enjoy fireworks at all, is selected [if TF1 in [2,3,4]]

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

- | | | | |
|-----|--|-------------|---|
| <1> | Noise | <7> | Litter |
| <2> | Light | <8> | Anti-social behaviour |
| <3> | Vibration | <9> | Debris |
| <4> | Effects on animals | <10> | Fire risk |
| <5> | Effects on vulnerable people (those with PTSD etc) | <11> | Environmental damage |
| <6> | Air Pollution | <955 fixed> | Other (open [TF2_other])
[open] please specify |

Base: All respondents

Question type: **Multiple**

#row order: reverse

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

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

Base: All respondents

Question type: **Multiple**

#row order: reverse

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

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

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

Question type: **Single**

#Question display logic:

If [TF3a] - I hosted/ will host a private display is selected

Or If [TF3b] - I usually host a private display is selected

[if 3 in TF3a or 3 in TF3b]

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

- | | |
|-----------------|---------------|
| <1> | A great deal |
| <2> | A fair amount |
| <4> | Not very much |
| <5> | Not at all |
| <977 fixed xor> | Don't know |

Base: All in fireworks section

Question type: **Grid**

#row order: *randomize(random2)*

[TF5] Thinking about the last fireworks display you attended of each of the following types...

Overall how safe, if at all, do you think the fireworks display was?

- | | |
|-----------------|---|
| -[TF5_1] | Organised public firework displays |
| -[TF5_2] | Private firework displays |
| <1> | Very safe |
| <2> | Safe |
| <3> | Not very safe |
| <4> | Not safe at all |
| <977 fixed xor> | Don't know/ can't recall |
| <944 fixed xor> | Not applicable – I have never attended this type of display |

#order: *randomize*

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

Question type: **Multiple**

#Question display logic:

if TF5_1 in [3,4]

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

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

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

Question type: **Multiple**

#Question display logic:

if TF5_2 in [3,4]

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

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

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

Question type: **Single**

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

- <1> Yes
- <2> No

Base: All who have purchased fireworks recently

Question type: **Single**

#row order: *randomize*

#Question display logic:

If [TF10] - Yes is selected [if TF10 == 1]

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

- <1> High street retailer (online or offline)
- <2> Discount retailer/ outlet (online or offline)
- <3> Supermarket (online or offline)
- <4> Specialist fireworks shop (including a “pop-up” temporary store)
- <5> Amazon
- <6> Third party sellers on online marketplace (e.g. Amazon marketplace, eBay, Etsy)
- <7> Directly from the manufacturer
- <8> Through friends or family
- <955 fixed> Other (open [TF11_other]) [open] please specify
- <977 fixed xor> Don't know / can't recall

Base: All who have purchased fireworks recently

Question type: Multiple

#row order: randomize

#Question display logic:

If [TF10] - Yes is selected [if TF10 == 1]

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

- <1> ****At home****, inside the house
- <2> ****At home****, in a garage
- <3> ****At home****, in a shed
- <4> In a car/ vehicle
- <5> In someone else's home/ garage/ vehicle
- <6> Outside e.g. in a garden
- <8 fixed> Somewhere else (open [TF12_other]) [open] please specify
- <977 fixed xor> Don't know / can't recall
- <944 fixed xor> Not applicable - Didn't store them
- <945 fixed xor> Not applicable - I used them straight away

Base: All who have purchased fireworks recently

Question type: Single

#Question display logic:
If [TF10] - Yes is selected [if TF10 == 1]

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

- <1> I read the instructions thoroughly before using the fireworks
- <2> I read the instructions briefly before using the fireworks
- <3> I didn't read them initially, but consulted them later to find specific information
- <4> I did not read the instructions at all
- <977 fixed xor> Don't know / can't recall
- <944 fixed xor> Not applicable – they did not come with instructions for use

Base: All in fireworks section (excludes N.I)
Question type: **Multiple**

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

- | | | | |
|-----|---|-----------------|--|
| <1> | If a seller was licensed before buying fireworks from them | <7> | If there are timings/ curfew for when fireworks can be set off |
| <2> | What category of fireworks I have/ can use | <8> | Who to contact in case of an issue |
| <3> | How fireworks should be safely stored | <9> | General instructions on how to use fireworks safely |
| <4> | How far away people should stand when fireworks are being lit | <955 fixed> | Other (open [TF14_other]) [open] please specify |
| <5> | How to keep pets safe/ calm during fireworks | <977 fixed xor> | Don't know / can't recall |
| <6> | How to dispose of fireworks safely | <944 fixed xor> | Not applicable – I've never looked up safety information/ advice about fireworks |

Base: All
Question type: **Single**

[TBB9] \$pic_TBB9.raw



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 small battery, such as a button battery, or 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

Base: All who had a safety issue with button battery

Question type: **Multiple**

#row order: randomize

#Question display logic:

if [TBB9] - Yes is selected [if TBB9 == 1]

[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

Base: All who had a safety issue which caused harm

Question type: **Multiple**

#exactly number of choices: 3

#Question display logic:

if TBB10m.has_any([1])

[TBB10_harm_] You said that someone experienced physical harm as a result of a safety issue with a button battery. Please describe, in as much detail as possible what happened (i.e. what circumstances led to the safety issue, who was affected, if healthcare was needed)

- <1> The circumstances that led to the safety issue (open [TBB10_harm_other1]) [open] please specify
- <2> Who was affected (open [TBB10_harm_other2]) [open] please specify
- <3> What healthcare, if any, was needed (open [TBB10_harm_other3]) [open] please specify
- <100 fixed xor> Prefer not to say

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

Question type: Text

On a different topic...

Base: All in circular economy section

Question type: Grid

#row order: randomize(rand7)

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

- [TCE4_1] Laptop/ tablet/ mobile phone
- [TCE4_2] Charger
- [TCE4_3] Speaker
- [TCE4_4] Small kitchen appliance (e.g. toaster, kettle, blender, microwave)
- [TCE4_5] Electronic game/ console
- [TCE4_6] Vacuum cleaner
- [TCE4_7] Smart home device (e.g. smart speaker/ assistant, smart thermostat)
- [TCE4_8] Large domestic appliance (e.g. refrigerator, washing machine, oven)
- <1> Yes
- <2> No
- <977 fixed xor> Don't know / can't recall

Question type: *Grid*

[TCE12] You previously said that you had one of the following stop working in the last 12 months. If more than one of this type of product stopped working in the past year, please think about the most recent instance of this. If you were going to repair the fault to bring the product back to full working order, what would be the level of maintenance or repair required?

- [TCE12_1 if TCE4_1 == 1] Laptop/ tablet/ mobile phone
 - [TCE12_2 if TCE4_2 == 1] Charger
 - [TCE12_3 if TCE4_3 == 1] Speaker
 - [TCE12_4 if TCE4_4 == 1] Small kitchen appliance (e.g. toaster, kettle, blender, microwave)
 - [TCE12_5 if TCE4_5 == 1] Electronic game/ console
 - [TCE12_6 if TCE4_6 == 1] Vacuum cleaner
 - [TCE12_7 if TCE4_7 == 1] Smart home device (e.g. smart speaker/ assistant, smart thermostat)
 - [TCE12_8 if TCE4_7 == 1] Large domestic appliance (e.g. refrigerator, washing machine, oven)
- <1> Maintenance (i.e. cleaning filters, unblocking drainage holes)
- <2> Basic repair (i.e. no specialist knowledge of gluing/screwing parts together required)
- <3> Complex repair (i.e. some specialist knowledge required)
- <4> Advanced repair (i.e. activities requiring advanced skill and knowledge such as fixing electrical components)
- <6> Don't know
- <5> Not applicable - the product is beyond even advanced repair

Base: All in circular economy section who had something stop working

Question type: *Grid*

#row order: *randomize*

[TCE13] You previously said that the following had stopped working in the last 12 months. If more than one of this type of product stopped working in the past year, please think about the most recent instance of this. Did the fault cause a safety issue in the following product(s)?

- [TCE13_1 if TCE4_1 == 1] Laptop/ tablet/ mobile phone
- [TCE13_2 if TCE4_2 == 1] Charger
- [TCE13_3 if TCE4_3 == 1] Speaker
- [TCE13_4 if TCE4_4 == 1] Small kitchen appliance (e.g. toaster, kettle, blender, microwave)

-[TCE13_5 if TCE4_5 == 1]	Electronic game/ console
-[TCE13_6 if TCE4_6 == 1]	Vacuum cleaner
-[TCE13_7 if TCE4_7 == 1]	Smart home device (e.g. smart speaker/ assistant, smart thermostat)
-[TCE13_8 if TCE4_8 == 1]	Large domestic appliance (e.g. refrigerator, washing machine, oven)
<1>	Yes
<2>	No
<977>	Don't know

Question type: Text

You previously said the following had stopped working in the last year. If more than one of this type of product stopped working in the past year, please think about the most recent instance of this. How old was the product? Please give your answer in numbers to indicate years. Please estimate to the closest half year, to show half years please use 0.5.

Question type: Open

#decimal

#Question display logic:

if TCE4_1 == 1

[TCE9b_1] Laptop/ tablet/ mobile phone

Range: 0 ~ 100

Don't know

Question type: Open

#decimal

#Question display logic:

if TCE4_2 == 1

[TCE9b_2] Charger

Range: 0 ~ 100

Don't know

Question type: Open

#decimal

#Question display logic:

if TCE4_3 == 1

[TCE9b_3] Speaker

Range: 0 ~ 100
Don't know

Question type: Open
#decimal
#Question display logic:
if TCE4_4 == 1

[TCE9b_4] Small kitchen appliance (e.g. toaster, kettle, blender, microwave)

Range: 0 ~ 100
Don't know

Question type: Open
#decimal
#Question display logic:
if TCE4_5 == 1

[TCE9b_5] Electronic game/ console

Range: 0 ~ 100
Don't know

Question type: Open
#decimal
#Question display logic:
if TCE4_6 == 1

[TCE9b_6] Vacuum cleaner

Range: 0 ~ 100
Don't know

Question type: Open
#decimal
#Question display logic:
if TCE4_7 == 1

[TCE9b_7] Smart home device (e.g. smart speaker/ assistant, smart thermostat)

Range: 0 ~ 100
Don't know

Question type: Open
#decimal
#Question display logic:
if TCE4_8 == 1

[TCE9b_8] Large domestic appliance (e.g. refrigerator, washing machine, oven)

Range: 0 ~ 100
Don't know

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

Question type: **Single**

#row order: randomize(rand7)

#Question display logic:

if countTCE4 > 1

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

Which one stopped working most recently?

- | | |
|------------------|---|
| <1 if TCE4_1==1> | Laptop/ tablet/ mobile phone |
| <2 if TCE4_2==1> | Charger |
| <3 if TCE4_3==1> | Speaker |
| <4 if TCE4_4==1> | Small kitchen appliance (e.g. toaster, kettle, blender, microwave) |
| <5 if TCE4_5==1> | Electronic game/ console |
| <6 if TCE4_6==1> | Vacuum cleaner |
| <7 if TCE4_7==1> | Smart home device (e.g. smart speaker/ assistant, smart thermostat) |
| <8 if TCE4_8==1> | Large domestic appliance (e.g. refrigerator, washing machine, oven) |
| <977 fixed xor> | Don't know / can't recall |

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

Question type: **Multiple**

#row order: randomize

#Question display logic:

If [TCE5] - Laptop/ tablet/ mobile phone or Charger or Speaker or Small kitchen appliance (e.g. toaster, kettle, blender, microwave) or Electronic game/ console or Vacuum cleaner or Smart home device (e.g. smart speaker/ assistant, smart thermostat) or Large domestic appliance (e.g. refrigerator, washing machine, oven), is selected [if TCE5 in [1,2,3,4,5,6,7,8]]

[TCE6] Thinking about your \$TCE5.lower that stopped working. If multiple products have stopped operating correctly in the past year, please think about the most recent instance of this.

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

- | | |
|-----|---|
| <1> | I attempted to repair it myself |
| <2> | A professional attempted to repair it (e.g. the manufacturer, a repair company) |
| <3> | A friend/ family member attempted to repair it (not a professional) |

- <4> I contacted the manufacturer or retailer
- <5> I disposed of the product
- <6> I bought a new one
- <7> Exchanged item for another
- <955 fixed> Other (open [TCE6_other]) [open] please specify
- <977 fixed xor> Don't know
- <944 fixed xor> Not applicable – did not take any action

Base: All in circular economy section who took an action after their product stopped working

Question type: **Multiple**

#row order: randomize

#Question display logic:

if TCE6.has_any([1,2,3,4,5,6,7,955])

[TCE6a] You said you \$TCE6.lower Which, if any, of the following, were reasons you took these actions? (Please select all that apply)

- <1> It was the most cost effective solution
- <2 if not TCE6.has_any([1,3])> I do not have the skills to repair it, and I don't know anyone who does
- <3> It was the easiest course of action
- <4 if 1 in TCE6> I have the relevant skills to repair it
- <5> I know someone who has the relevant skills to repair it
- <6> It was the safest solution
- <7> It was the quickest solution
- <955 fixed> Other (open [TCE6a_open]) [open] please specify
- <977 fixed xor> Don't know

#option display logic:

<5> - If [TCE6] - A friend/ family member attempted to repair it (not a professional) is selected [if 3 in TCE6]

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

Question type: **Single**

#row order: randomize

#Question display logic:

if TCE6.has_any([1,2,3])

[TCE7] You previously said that the following people attempted to repair the \$TCE5.lower. Which, if any of them were successful?

- <1 if 1 in TCE6> I was successful myself
- <2 if 2 in TCE6> A professional
- <3 if 3 in TCE6> A friend/ family member
- <4 if 4 in TCE6> The manufacturer/ retailer
- <97 fixed xor> Don't know/ can't recall
- <944 fixed xor> Not applicable – the product was not successfully repaired

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

Question type: **Multiple**

#row order: randomize

#Question display logic:

if TCE6.has_any([1,3])

[TCE8] You previously said you, or a friend or family member personally attempted to repair the \$TCE5.lower. Which, if any, of the following information sources were used while attempting the repair?

- <1> Product manual
- <2> Manufacturer's website
- <3> YouTube video (professional or non-professional)
- <4> Search engine
- <5> Online forum
- <955 fixed> Other (open [TCE8_other]) [open] please specify
- <977 fixed xor> Don't know / can't recall
- <944 fixed xor> Not applicable – I / they used no information sources while attempting to repair the product

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

Question type: **Single**

#Question display logic:

if TCE6.has_any([1,2,3])

[TCE10] You previously said you, or a friend or family member, or a professional, attempted to repair the \$TCE5.lower. Did anyone experience any safety issues as a result of the repair (i.e. after the item had been repaired)?

- <1> Yes
- <2> No
- <977> Don't know

Base: all who personally/ whose family or friends/ professional tried to repair the product which resulted in a safety issue

Question type: **Multiple**

#row order: randomize

#Question display logic:

If [TCE10] - Yes is selected [if TCE10 == 1]

[TCE14_] You previously said you, or a friend or family member, or a professional, personally attempted to repair the product, which resulted in a safety issue as a result of the repair. What type of safety issue occurred as a result of the repair? (Please select all that apply)

- <1> Fire/ explosion (e.g. signs of smoke, scorch marks, overheating)
- <2> Electrical (e.g. electric shock)
- <3> Mechanical (e.g. sharp edges, exposed moving parts)
- <5> Chemical (e.g. irritation, corrosion)
- <6 fixed> Other (open [TCE14_open]) [open] please specify

Base: all who personally/ whose family or friends/ professional tried to repair the product which resulted in a safety issue

Question type: **Single**

#Question display logic:

If [TCE10] - Yes is selected [if TCE10 == 1]

[TCE11] You said you experienced a safety issue after trying to repair a \$TCE5.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 household items
- <944 fixed xor> None of the above

Question type: **Single**

#Columns: 3

#Question display logic:

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

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

Response Option List: CP2_list

Question type: **Grid**

#row order: randomize

*#Question display logic:
if CP2_PRODUCT10*

[TCE2] For the following question, please imagine you owned a \$CP2_PRODUCT10.lower which had broken and was/were no longer operating correctly. How likely, if at all are you to do each of the following things?

- [TCE2_1] Attempt to repair it myself
- [TCE2_2] Get the product repaired by a professional (e.g. the manufacturer, a repair company)
- [TCE2_3] Get the product repaired by a friend/ family member (not a professional)
- [TCE2_4] Get the product replaced / buy a new product
- [TCE2_5] Dispose of the product in general waste
- [TCE2_6] Recycle the product (e.g. in household recycling, at a recycling point)

- <1> Very likely
- <2> Fairly likely
- <3> Fairly unlikely
- <4> Very unlikely

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

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

- <1> Price
- <2> Environmental impact
- <3> Convenience
- <4> Safety
- <5> Reliability
- <6> Sentimental value
- <955 fixed> Other (open [TCE3_other]) [open] please specify
- <977 fixed xor> Don't know

*Question type: **Text***

Moving on.....

Question type: **Multiple**

#row order: randomize

[TEG1m] In the past year, which, if any, of the following cosmetic products for the purpose of lengthening your eyelashes have you used? If you are unsure, please select “don’t know”. Please do not include a product such as a mascara that makes eyelashes look longer.

- <1> An eyelash serum (e.g. a liquid brushed onto the lashes)
- <2> An eyelash conditioner (e.g. a thicker cream)
- <955 fixed> Other (open [TEG1m_other]) [open] please specify
- <977 fixed xor> Don’t know / can’t recall
- <944 fixed xor> Not applicable – I have not used any cosmetic products to lengthen my eyelashes in the last year

Question type: **Single**

#Question display logic:

if TEG1m.has_any([1,2,955])

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

How often do you/did you usually apply the product?

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

Base: All in eyelash growth module

Question type: **Multiple**

#row order: randomize

#Question display logic:

if TEG1m.has_any([1,2,955])

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

<1>	A high street retailer/ chemist (e.g. Boots, Superdrug)	<7>	Directly from the manufacturer (e.g. RevitaLash)
<2>	A discount retailer/ outlet (e.g. Savers, B&M)	<8>	From a beauty salon
<3>	A supermarket	<9>	From social media
<4>	Online marketplace (e.g. Amazon marketplace, eBay)	<955 fixed>	Other (open [TEG2_other]) [open] please specify
<5>	Online retailer of a range of products (e.g. Argos)	<977 fixed xor>	Don't know / can't recall
<6>	A specialist cosmetics website (e.g. Feelunique)	<944 fixed xor>	Not applicable – I did not purchase the product myself (e.g. received as a gift).

Base: All in eyelash growth module

Question type: **Multiple**

#row order: randomize(rand7)

#Question display logic:

if TEG1m.has_any([1,2,955])

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

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

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

Question type: **Grid**

#row order: randomize(rand7)

*#Question display logic:
if TEG3.has_any([1,2,3,4,5,6,7,955])*

[TEG5] For the following question, if you have experienced these side effects more than once, please think about the most serious example. How severe were these side-effects?

- | | |
|------------------------|--|
| -[TEG5_1 if 1 in TEG3] | Reddening of the eye itself |
| -[TEG5_2 if 2 in TEG3] | Partial blindness |
| -[TEG5_3 if 3 in TEG3] | Changes to the colour of the skin around the eye |
| -[TEG5_4 if 4 in TEG3] | Eye itchiness or irritation |
| -[TEG5_5 if 5 in TEG3] | Reddening around the eye |
| -[TEG5_6 if 6 in TEG3] | Swelling around the eye |
| -[TEG5_7 if 7 in TEG3] | Dry eye syndrome |
| -[TEG5_96 fixed] | Other |
| <1> | Very mild |
| <2> | Mild |
| <3> | Moderate |
| <4> | Severe |
| <5> | Very severe |
| <933 fixed xor> | Prefer not to say |

*#option display logic:
[TEG5_96] - If [TEG3] - Other is selected [if 955 in TEG3]*

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

Question type: **Grid**

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

#Question display logic:

if TEG3.has_any([1,2,3,4,5,6,7,955])

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

- | | |
|------------------------|--|
| -[TEG6_1 if 1 in TEG3] | Reddening of the eye itself |
| -[TEG6_2 if 2 in TEG3] | Partial blindness |
| -[TEG6_3 if 3 in TEG3] | Changes to the colour of the skin around the eye |
| -[TEG6_4 if 4 in TEG3] | Eye itchiness or irritation |
| -[TEG6_5 if 5 in TEG3] | Reddening around the eye |
| -[TEG6_6 if 6 in TEG3] | Swelling around the eye |
| -[TEG6_7 if 7 in TEG3] | Dry eye syndrome |

-[TEG6_96 fixed if 955 in Other
TEG3]

- <1> No aid needed
- <2> First aid needed (e.g. flushing with water, topical ointment, used moisturising cream)
- <3> Urgent medical attention required (e.g. Accident and Emergency)
- <4> Non-urgent medical attention required (e.g. GP)
- <5> Tertiary medical attention required (e.g. specialist healthcare, prolonged healthcare)
- <977> Don't know/ can't recall
- <933> Prefer not to say

Question type: Text

Moving on...

Question type: Multiple
#row order: randomize

[TPL1] Which, if any, of the following Personal Light Electric Vehicles (PLEV) do you have access to / own? Please select all that apply. (Please do not include products that you can hire while in public)

- <1> eScooter
- <2> Electrically Assisted Pedal Cycle (EAPC)
- <3> eBike
- <4> Hoverboard
- <5> Unicycle / self balancing mono-wheel
- <6 fixed> Other (open [TPL1_open]) [open] please specify
- <977 fixed xor> Don't know
- <999 fixed xor> No applicable - I do not have access to any Personal Light Electric Vehicles

#Question display logic:
if TPL1.has_any([1,2,3,4,5,6])

Question type: Multiple

[TPL2] You said you own Personal Light Electric Vehicle (PLEV)... Have you ever separately purchased a battery or charger for one of these devices? Please select all that apply

- <1> Yes, a battery
- <2> Yes, a charger
- <3 xor> No, neither
- <977 xor> Don't know

Question type: **Multiple**
 #row order: randomize
 #Question display logic:
 if TPL2.has_any([1,2])

[TPL3] Which, if any, of the following factors were important to you when purchasing a charger or battery for your Personal Light Electric Vehicle (PLEV)? Please select all that apply.

- <1> Cost
- <2> Reviews
- <3> Delivery time
- <4> Technical specifications
- <5> Compatibility of products
- <6> Brand
- <7> Efficiency
- <8> Charge speed
- <9> Battery life
- <10> Environmental factors
- <96 fixed> Other (open [TPL3_open])
[open] please specify
- <977 fixed xor> Don't know

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

[TPL4] Where do you most frequently charge your Personal Light Electric Vehicle(s) PLEV(s)? Please select all that apply

- [TPL4_1 if 1 in TPL1] eScooter
- [TPL4_2 if 2 in TPL1] Electrically Assisted Pedal Cycle (EAPC)
- [TPL4_3 if 3 in TPL1] eBike
- [TPL4_4 if 4 in TPL1] Hoverboard
- [TPL4_5 if 5 in TPL1] Unicycle / self balancing mono-wheel
- [TPL4_6] Other
- <1> Inside my home
- <2> Driveway or outside entrance

- <3> Garage
- <4> Shed
- <5> Garden
- <6> Public charging station
- <96 fixed> Other
- <977 fixed xor> Don't know
- <100 fixed xor> Not applicable - I have not yet charged my PLEV

#option display logic:
[TPL4_6] - If [TPL1] - Other is selected [if 6 in TPL1]

#order: randomize

Question type: Single-Colorpicker
#Columns: 3 #Response Options Layout: horizontal
#Question display logic:
If [TPL4] - eScooter, Inside my home is selected [if 1 in TPL4_1]

[TPL4_home_1] \$TPL4_home_qt.raw
 eScooter

- <96 fixed> Other room in my own [open] please specify
- <977 fixed xor> Don't know

Question type: Single-Colorpicker
#Columns: 3 #Response Options Layout: horizontal
#Question display logic:
If [TPL4] - Electrically Assisted Pedal Cycle (EAPC), Inside my home is selected [if 1 in TPL4_2]

[TPL4_home_2] \$TPL4_home_qt.raw
 Electrically Assisted Pedal Cycle (EAPC)

- <96 fixed> Other room in my own [open] please specify
- <977 fixed xor> Don't know

Question type: Single-Colorpicker
#Columns: 3 #Response Options Layout: horizontal
#Question display logic:
If [TPL4] - eBike, Inside my home is selected [if 1 in TPL4_3]

[TPL4_home_3] \$TPL4_home_qt.raw
eBike

<96 fixed> Other room in my own [open] please specify
<977 fixed xor> Don't know

Question type: Single-Colorpicker

#Columns: 3 #Response Options Layout: horizontal

#Question display logic:

If [TPL4] - Hoverboard, Inside my home is selected [if 1 in TPL4_4]

[TPL4_home_4] \$TPL4_home_qt.raw
Hoverboard

<96 fixed> Other room in my own [open] please specify
<977 fixed xor> Don't know

Question type: Single-Colorpicker

#Columns: 3 #Response Options Layout: horizontal

#Question display logic:

If [TPL4] - Unicycle / self balancing mono-wheel, Inside my home is selected [if 1 in TPL4_5]

[TPL4_home_5] \$TPL4_home_qt.raw
Unicycle / mono-wheel self balancing

<96 fixed> Other room in my own [open] please specify
<977 fixed xor> Don't know

Question type: Single-Colorpicker

#Columns: 3 #Response Options Layout: horizontal

#Question display logic:

If [TPL4] - Other, Inside my home is selected [if 1 in TPL4_6]

[TPL4_home_6] \$TPL4_home_qt.raw
Other

<96 fixed> Other room in my own [open] please specify
<977 fixed xor> Don't know

Question type: Grid

#row order: randomize

[TPL5] How often do you usually charge each of your Personal Light Electric Vehicle(s) PLEV?

- [TPL5_1 if 1 in TPL1] eScooter
- [TPL5_2 if 2 in TPL1] Electrically Assisted Pedal Cycle (EAPC)
- [TPL5_3 if 3 in TPL1] eBike
- [TPL5_4 if 4 in TPL1] Hoverboard
- [TPL5_5 if 5 in TPL1] Unicycle / mono-wheel self balancing
- [TPL5_6 if 6 in TPL1] Other
- <1> Two or more times a day
- <2> Once daily
- <3> Two or more times a week
- <4> Weekly
- <5> Fortnightly
- <6> Less frequently than fortnightly
- <977> Don't know
- <100> Not applicable - I have not yet charged my PLEV

Question type: **Multiple**

[TPL6] Thinking about when you charge your Personal Light Electric Vehicle(s) (PLEV), which of the following apply to you? Please select all that apply.

- <1> I usually charge until the battery is full
- <2> I usually charge until I have enough battery life, but not often to full
- <3> I usually run the battery to zero, or nearly zero before I recharge
- <4> I like to keep the battery full or near to full
- <99 fixed xor> None of these

Question type: **Single**

[TPL7] When you charge your Personal Light Electric Vehicle(s) (PLEV), is there a typical time of day that you do this? Please select one option only.

- <1> Overnight
- <2> Day time – when I am home
- <3> Day time – when I am out of the house
- <4> No typical time
- <100> Not applicable - I have not yet charged my PLEV

Question type: **Single**

[TPL8] Have you had any safety issues specifically with the battery or charger for your Personal Light Electric Vehicle(s) (PLEV)?

<1> Yes

<2> No

Base: All in who had a safety issue

Question type: **Single**

#Question display logic:

If [TPL8] - Yes is selected [if TPL8 == 1]

[TPLX] What type of safety issue did you experience with the battery/ charger of your Personal Light Electric Vehicle(s) (PLEV)?

<1> Fire/ explosion (e.g. signs of smoke, scorch marks, overheating)

<2> Electrical (e.g. electric shock)

<3> Mechanical (e.g. sharp edges, exposed moving parts)

<5> Chemical (e.g. irritation, corrosion)

<6> Other (open [TPLX_open]) [open] please specify

Base: Experienced a safety issue PLEV issue

Question type: **Multiple**

#Question display logic:

If [TPL8] - Yes is selected [if TPL8 == 1]

[TPL9] 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**

#Question display logic:

If [TPL9] - Damage to property or other household items is selected [if 3 in TPL9]

[TPL10] You said earlier that the safety issue resulted in damage to a property or household items.

What was the type of damage?

<1> Fire damage

- <2> Smoke damage
- <3> Dents and/ or scratches to property
- <4> Electrical damage
- <96 fixed> Other (open [TPL10_other]) [open] please specify

Base: All whose safety issue caused physical harm

Question type: **Single**

#Question display logic:

If [TPL9] - Physical harm is selected [if 1 in TPL9]

[TPL11s] You said earlier that the safety issue resulted in physical harm...
How severe was this harm?

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

Base: All in PLEV module who have experienced a safety problem

Question type: **Multiple**

#Question display logic:

If [TPL8] - Yes is selected [if TPL8 == 1]

[TPI12] Which, if any, of the following did you do as a result of the safety issue? (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 [TPL12_other]) [open] please specify
- <977 fixed xor> Don't know/ can't recall
- <944 fixed xor> Nothing, I didn't take any action

Base: All in PLEV module who have experienced a safety problem

Question type: **Grid**

#row order: randomize

#Question display logic:

If [TPL8] - Yes is selected [if TPL8 == 1]

[TPL13] To the best of your knowledge, did either of the following provide help and advice (e.g. a support line)?

- | | |
|------------|---------------------------------|
| -[TPL13_1] | The manufacturer of the product |
| -[TPL13_2] | The seller of the product |
| <1> | Yes |
| <2> | No |
| <97> | Don't know |

Focus group topic guide

Discussion guide for focus groups in December 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 your attitudes towards 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 what keeps you busy day to day...

Attitudes and behaviours around Christmas shopping (20 mins)

Let's start off by talking about attitudes to Christmas shopping

First of all, do you celebrate Christmas? *If not please think about your shopping in general including black Friday*

Have you started Christmas shopping yet? Why / why not?

If needed, add: For those who do not celebrate Christmas, please think about your shopping for other celebrations, e.g. birthdays.

For those who have already started shopping please tell us what you have purchased so far.

In general, how do you go about Christmas shopping, do you follow a specific routine? If so, what is it?

Are you doing anything differently about Christmas shopping, comparing to previous years? If so, how and why?

Are you shopping more online or in-person? Why is that? *Probe on where they are shopping*

How, if at all, has the cost of living crisis impacted your usual routine?

Are there specific things that you are looking for when Christmas shopping?

Poll: *I now want to look at the poll on the side of your screen and select which two of these factors are most important to you when shopping*

- Quality

- Price
- Aesthetics
- Trend
- Safety
- Sustainability
- Value for money
- Size or volume of an item

Please tell us why you made those selections. Please also tell us whether this has changed over time.

I now want to talk about each of these factors individually...

What does quality mean for you? How do you determine it?

Do you take sustainability into consideration? Why / why not?

What does value for money mean to you? *Probe on impact of rise in cost of living*

How important to you is product safety when shopping?

Before you buy a product, what do you do to assess the safety of it (if anything)? Why so?

Does this differ according to who you are buying for? Why so?

Measurements / value (10 minutes)

When buying items e.g. food and drink, do you ever check the product measurements?

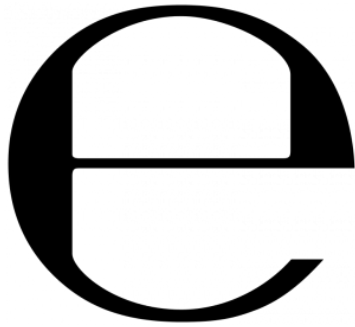
If you have a range of pack sizes or brands for a particular food item, do you ever compare the value? If so, how?

Have your attitudes changed towards checking the product measurements? If yes, how? Why is that?

Show a slide with the following options:

- Pre-packaged food items
- Items sold by weight or measure specified by consumer (e.g. food sold at deli counters/butchers)
- Fuel sold at petrol stations (e.g. petrol, diesel)
- Bulk fuel for home delivery (e.g. for home heating purposes)
- Drinks measures in hospitality setting (e.g. a pub or restaurant)
- Which of these options are you confident / not confident about that you are receiving accurate measures? Please use the tick tool.
- Please tell me more about your choices. Why did you feel confident / not confident about some of these?
- Have you ever checked the weight/volume of products post purchase? If so, if it was below the specified amount what did you do?

Show on whiteboard:



Please look at the image on the side of your screen. Have you previously seen the 'e' mark on products? Do you know what it means?

Sahre definition: The 'e' mark, when placed on a package, shows it meets the criteria needed to demonstrate that the average contents of a batch will not be less than the amount stated

Attitudes and behaviours around electrical repairs (15 mins)

Now I want to talk to you about product repairs.

Have you ever made repairs on any **electrical appliance(s)** (e.g., washing machine, hairdryer or laptop) you have bought, either recently or in the past? Why so?

If so, please tell us about what electrical appliance (s) you repaired, what actions you took and why?

Did you contact the manufacturer / retailer before making the repair? Why so?

What sources of information, if any, did you use to make the repair? Why so?

How complex would you say the repair was? *Probe how complexity impacts likelihood to repair*

If you have not previously made any electrical appliances. I want you to imagine one of your electrical appliances broke over the weekend (e.g., washing machine, hairdryer or laptop) – what would your reaction be? Would you fix it? Why / why not?

Are there any electrical appliances you would never make repairs on? Why?

What are some of the potential risks for making electrical repairs?

Have you ever had any safety issues when it comes to repairing an electrical item? If so, what were the issues? *Probe on harm and severity*

Thinking about the frequency of electrical repairs, how frequently have you had experiences with repairs this year, in comparison to other years?

Has your approach and attitudes towards electrical repairs changed/developed over time? How so?

Are you aware of the 'right to repair'? If so please tell us what you know about it and how you learnt this?

Show on whiteboard:

The right to repair refers to proposed government legislation that would allow consumers the ability to more easily repair and modify their own consumer products

What are your thoughts on this proposed legislation?

What could the benefits and drawbacks be?

Attitudes and behaviour around product recalls (40 mins)

Now I want us to spend some time discussing product recalls (this does not include food products or vehicles).

Are you familiar with product recalls?

What are product recalls?

Why might product recalls occur?

Are you aware of any products that have been recalled in the past? If so, what were the products?

What types of products do you think are more likely to be recalled? Why so?

Are you aware of any products that **you have bought** that have been recalled? If so, what were the products?

How did you feel about the recall of these products?

Did you take any actions after you found out that the products have been recalled?

Where might you expect information about a product recall to come from? Why so?

Is there anywhere you would look to find out about a specific product recall? If so, where and why? And if not, why not?

Is there any specific information you would be looking for? What would it be and why?

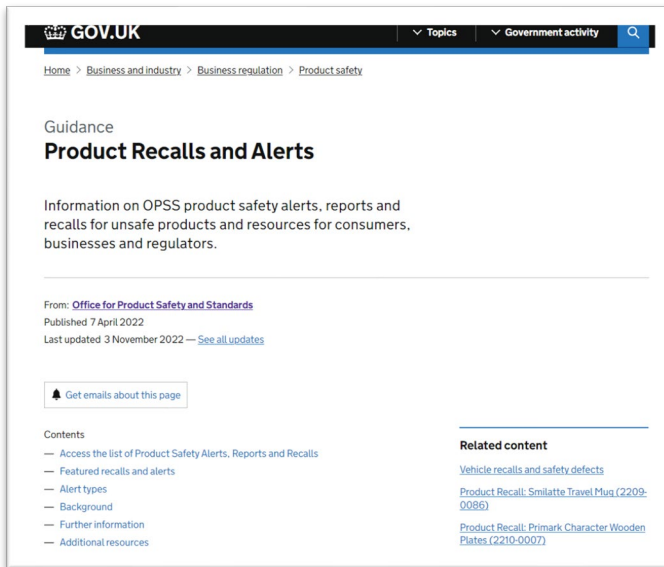
Have you ever sought out information to see if a product was subject to a recall? Where did you search and why?

Is there specific time when you would be looking for this information? For example, after seeing information about it or after seeing an advert.

Who would you trust to provide you with the information about product recalls? Why?

I will now show a screenshot of a website now...

Show on whiteboard:



This is the OPSS website. First of all, are you familiar with OPSS?

Do any associations that come to mind when you think about OPSS?

Clarify if needed OPSS is part of the Department for Business, Energy & Industrial Strategy, they run the regulatory system for product safety and standards in the UK

Have you come across this product recall website before?

If so, how and what did you use it for?

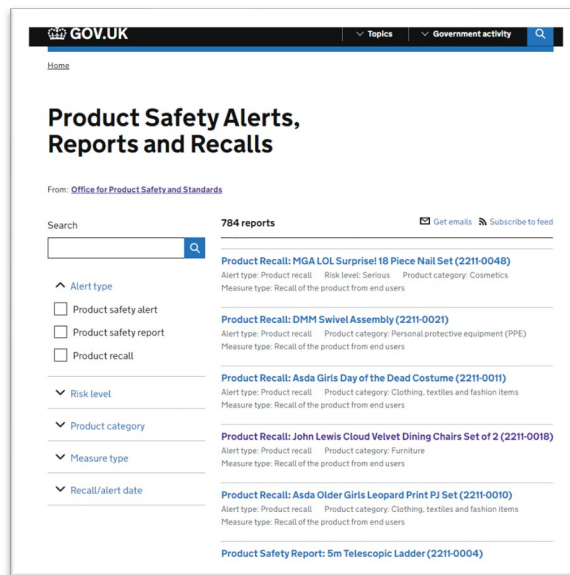
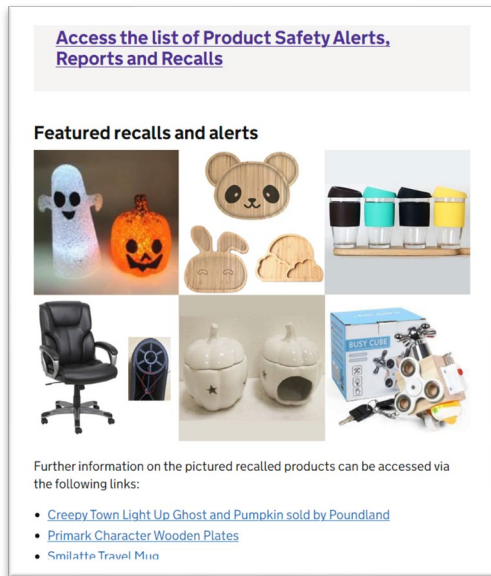
If not, what are your impressions of the site?

What are your thoughts on the information shown?

How would you navigate this page?

Now let's look at the other images from the website.

Show on whiteboard:



What are your first impressions of the website and pages shown?

Does the website look useful to you? Why / why not?

Does it feel user friendly? Why / why not?

What do you think could be improved about it?

Do you think you would trust the information you see on the website? Why / why not?

Would you ever use the website? Why / why not?

In what circumstances do you think you would use it? *Probe on pre purchasing, post purchasing – when something has gone wrong*

How concerned would you be if you saw a product that you owned on the site?

Would you take any actions? What would they be?

Conclusions (5 mins)

Thank you for your time this evening...

Do you have any other comments?

Any client questions

Thanks and close

Discussion guide for interviews in January 2023

Introduction (2 minutes)

Thank you for making the time to participate in this interview. My name is Mariana / Evelina, and I am calling from YouGov regarding a research interview on behalf of a government department. We will be asking some follow up questions after your participation in focus groups last month.

Today we'll be talking about your shopping attitudes and product safety. We will record the session for note taking purposes, but the video will just be used for our internal analysis purposes and will not be shared more widely.

The interview should last around 30 minutes and it's your choice whether you'd like your camera on or off (if relevant).

- Firstly, it would be great if you could reintroduce yourself by telling me your name, age, who is in your household and what keeps you busy day to day
- Did you had any reflections on the group after leaving the group? Did you learn anything new?

Reflecting on Christmas (10 minutes)

During the group we discussed your plans for Christmas...

- Please could you remind me how, if at all, did you go about Christmas shopping last year e.g., early, or closer to the time?
 - What factors were important to you when shopping this year? Probe on quality, price, value for money, safety
 - Did you spend what you expected you would spend? Did you shop where you expected you would shop? *Probe on any surprises and if expectations were met*
- Was there anything different about last year's Christmas shopping compared to other years?
 - Did you end up shopping more online or in person? Why so?
 - Did the cost-of-living crisis impact on your usual shopping routine? If so, how?
- Please tell me a bit about the presents **you bought** for family and friends. *Probe on if they considered safety when purchasing these gifts and if they received anything with batteries*
- Please tell me a bit about the presents **you received** from family and friends. *Probe on if they had any safety concerns about their gifts and if they received anything with batteries*
- Thinking about gifts you / your family received over Christmas, did you / your family have any safety issues with the gifts you received? If so, please could you tell us about the safety issue, the impact it had and your actions after the issue occurred, including who you contacted

Product safety, repairs and recalls (20 minutes)

During the group we discussed safety issues with products alongside repairs and recalls, I would like to talk more about your experiences with these issues...

- Have you ever faced a **safety issue** with a product?
 - If so, please tell us about what product you had a safety issue with, what actions you took and the impact it had on you
 - Did you contact the manufacturer / retailer after the issue? Why so?
 - If not, please could you tell me what you might do if you faced a safety issue with a product you own, including who you would contact and why
- Have you ever made **repairs on any electrical appliance(s)** (e.g., washing machine, hairdryer, or laptop) you have bought, either recently or in the past? Why so?
 - If so, please tell us about what electrical appliance (s) you repaired, what actions you took and why?
 - Did you contact the manufacturer / retailer before making the repair? Why so?
 - What sources of information, if any, did you use to make the repair? Why so?
 - How complex would you say the repair was? *Probe how complexity impacts likelihood to repair*
 - If you have not previously made any electrical appliances. I want you to imagine one of your electrical appliances broke over the weekend (e.g., washing machine, hairdryer or laptop) – what would your reaction be? Would you fix it? Why / why not?
- Are you aware of any products that you have bought that have been **recalled**?
 - If so, what were the products? How did you feel about the recall of these products? Did you take any actions after you found out that the products have been recalled?
 - If not, how would you feel about a product you own being recalled? Where might you expect to hear this from?

Conclusions (2 minutes)

Thank you for your time today!

Is there anything else you'd like to add based on the group and today's interview?

Survey definitions and materials

Sexual orientation and gender identity

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

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

Ethnicity

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

White

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

Mixed/ Multiple ethnic groups

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

Asian/ Asian British

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

Black/ African/ Caribbean/ Black British

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

Other ethnic group

- Arab

- Other

Social grades

Social grades are a social classification which assigns every household a grade based on the occupation and employment of the chief income earner. There are six grades in total:

- A
- B
- C1
- C2
- D
- E

For the purposes of the report, the social grades are grouped into ABC1 and C2DE. ABC1 comprises the three highest socio-economic grades. C2DE comprises the three lowest socio-economic grades.

The definition of social grades is standardized and held by the MRS. More detail can be found [here](#).

Education levels

Throughout the analysis, respondents have been categorised into various education levels depending on the highest qualification they have attained. The category breakdowns are as follows:

High education level

- University or CNAA first degree (e.g. BA, B.Sc, B.Ed)
- University of CNAA higher degree (e.g. M.Sc, Ph.D)

Medium education level

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

Low education level

- City and Guilds certificate
- CSE grade 1, GCE O Level, GCSE, School certificate

- CSE grades 2 to 5
- Scottish Ordinary/ Lower certificate
- Youth training certificate/ skills seekers
- Clerical and commercial qualifications
- No formal qualifications

Full list of eligible items for product registration

Only individuals who had purchased an eligible item within the last six months were asked about their experience (or lack) of the product registration process in the online or offline surveys. The full list of eligible items is as follows:

Electrical items

- Laptop/ tablet/ mobile phone
- Charger
- Speakers/ headphones
- Small kitchen appliance (e.g. toaster, kettle, blender, microwave)
- Electronic game/ console
- Vacuum cleaner
- Smart home device (e.g. smart speaker/ assistant, smart thermostat)

Baby products

- Pushchair
- Cot
- Car seat
- Changing table
- Baby carrier
- Baby monitor

Large domestic appliances

- Refrigerator/ freezer
- Extractor
- Washing machine/ combined washer/ dryer
- Tumble dryer
- Oven
- Dishwasher
- Gas appliances (e.g. gas cooker, gas fires, gas boilers)

Furniture

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

Sports and leisure items

- Indoor exercise equipment (e.g. treadmill, stationary bike, weights, yoga mats)
- Bikes and accessories
- Gardening tools
- Camping equipment
- Sports equipment (e.g. tennis rackets, golf clubs, footballs etc.)

Full list of eligible items for circular economy

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

Electrical items

- Laptop/ tablet/ mobile phone
- Charger
- Speakers/ headphones
- Small kitchen appliance (e.g. toaster, kettle, blender, microwave)
- Electronic game/ console
- Vacuum cleaner
- Smart home device (e.g. smart speaker/ assistant, smart thermostat)

Baby products

- Pushchair
- Cot
- Car seat
- Changing table
- Baby carrier
- Baby monitor

Toys

- Baby toy
- Sports toy
- Board game
- Doll/ action figure
- Construction toy
- Building blocks
- Craft toys (e.g. painting, necklace kits)

White goods

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

Furniture

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

Homeware

- Crockery
- Silverware/ cutlery
- Wall decorations

Sports and leisure items

- Indoor exercise equipment
- Bikes and accessories
- Musical instruments
- Gardening tools/ equipment
- Camping equipment
- Sports equipment (e.g. tennis rackets, golf clubs, footballs)

Button/ coin batteries stimuli

When asking for experience of swallowing or near-swallowing a button/ coin battery, the below visual prompt of a button/ coin battery was provided.



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