



Office for Product
Safety & Standards

Product Safety and Industry Research

Wave 2 – Technical Annex

December 2023



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Introduction

The Office for Product Safety and Standards (OPSS) commissioned IFF Research to conduct the second wave of a research project to explore industry (non-consumer) attitudes to product safety in the UK. This follows from a first wave of research conducted in 2020. This technical annex covers the second wave of research conducted in 2022; research findings and supporting technical annex for the first wave of research can be found on [gov.uk](https://www.gov.uk)¹.

This second wave of research was conducted over two phases: a quantitative survey with 1,000 UK businesses and qualitative research in the form of 35 in-depth interviews to explore attitudes and perceptions in more detail. While this report focuses mainly on the quantitative research, a summary of the qualitative research methodology can be found in chapter 6.

Research aims

Specifically, the objectives of the research were to:

- Investigate and track perceptions and attitudes towards product safety, including actors' attitudes towards priorities and concerns relating to product safety, their awareness of the product safety system itself, their understandings of their own and others' roles and responsibilities, and relationships between different actors in the system; and
- Identify the extent to which those perceptions, attitudes, understandings are shared among system actors.

¹ [Product safety and industry - GOV.UK \(www.gov.uk\)](https://www.gov.uk)

Sampling

Sample for the survey was provided by Market Location². We obtained a total of 15,522 business records (300 for the pilot and 15,222 for the main phase of fieldwork), allowing for a 15:1 ratio of record to interviews required. The sample provided was at organisation level (rather than site level) which meant we could access the head office of larger organisations. Organisations that had taken part in the first wave of research were excluded from the sample draw where population numbers allowed.

The survey was designed to be representative of UK-based manufacturers, distributors and wholesalers, retailers, repairers and installers. For the purpose of this report, these businesses will be referred to as 'in-scope' businesses. During the sampling process, 'in-scope' businesses were defined as those with Standard Industrial Classification (SIC) 2007 codes 13,14,22,26,27,21,31,95,46,47. Businesses from these SIC codes were requested from Market Location and categorised into three groups. The groups and their SIC code descriptions are outlined in Appendix A. These groupings were selected in line with the previous wave to ensure comparability. Previously this grouping of businesses was selected due to the similar nature of the business functions and assumed heterogeneity based on their overlapping SIC codes.

To ensure accuracy, businesses were asked during the survey whether their business operated under any of these functions. 103 businesses were screened out at this question, with the remaining performing at least one of these functions.

Sampling on wider characteristics was not conducted because any further sampling criteria would have made the approach difficult to achieve due to the number of quotas that would need to be filled. The approach is in line with the previous wave where the assumption was made that variation between sector and business size would be greater than in other characteristics, such as region.

To ensure the sample was representative of UK in-scope businesses, whilst also providing sufficient base sizes for analysis, the sample profile for the mainstage survey was designed using a modified Probability Proportionate to Size (PPS) approach. This is a two-stage approach whereby:

- At sector level, half the sample was drawn down equally across the 3 sector groups, with the remainder distributed in proportion to the population.
- The process was then repeated within sector so that half the sample was distributed equally by size, and the other proportion to the size distribution within that sector.

Further screening was carried out at the start of the survey to ensure only in-scope businesses were spoken to, as discussed further in section 4.

² This is a commercially available database of UK businesses, similar to Dun & Bradstreet or Experian. Market Location is the market leading database of UK businesses, using AI and its own call centre to keep contacts up to date. There is likely to be a bias within the database of very new businesses, due to the processes of capturing details, however it is likely that these businesses would not be in scope for this research.

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For pilot fieldwork, organisations were drawn to provide a good spread across the sectors and size bands. Organisations with 250+ employees were excluded from the pilot sample draw to preserve this limited sample for mainstage fieldwork.

Table 1: Sample profile for pilot fieldwork

Sector Group	Sole Traders	1-9 employees	10-49 employees	50-249 employees	250+ employees	Total
Manufacturers	16	28	28	28	0	100
Retail and distribution	20	20	30	30	0	100
Repair and installation	25	25	25	25	0	100
Total	61	73	83	83	0	300

For mainstage fieldwork, we sought to achieve a balance between a representative sample of UK in-scope businesses whilst also providing sufficient base sizes for analysis, as illustrated in table 2. The total estimated total business population is shown in table 11.

Table 2: Sample profile for mainstage fieldwork

Sector Group	Sole Traders	1-9 employees	10-49 employees	50-249 employees	250+ employees	Total
Manufacturers	1,441	1,968	1,450	1,020	17	5,896
Retail and distribution	1,519	3,165	923	1,249	242	7,143
Repair and installation	773	1,143	244	12	11	7,143
Total	3,733	6,276	2,617	2,326	270³	15,222

The sample was then cleaned and de-duped so that it contained no duplicate businesses and business information was in the right format to allow monitoring of business characteristics during fieldwork.

³ Full sample for 250+ employees was not available in the market location database. To account for this shortfall, records were selected from the next size band down (50-249 employees) to maintain total sector target.

Questionnaire Development

As requested by BEIS, a number of changes were made to the quantitative survey prior to the second wave fieldwork to improve the questionnaire design (such as including additional pre-codes) and to add new questions around key areas of interest (such as button batteries and the impact of recent price inflation). These changes can be found in table 3.

Table 3: New codes added or deleted to existing survey questions

Question reference	Question text	Codes added or deleted
A1	<p>First of all, I'd like to ask you a bit about your business.</p> <p>Which of these would best describe your business function? (Prompted)</p>	<p>Separation of codes</p> <ul style="list-style-type: none"> • 'Wholesaler' and 'fulfilment service provider'
A4	<p>What type of products does your company sell / manufacture / install / sell or distribute / repair? (Prompted if necessary)</p>	<p>Separation of codes</p> <ul style="list-style-type: none"> • 'Baby products' and 'toys' • 'Construction products' moved to out of scope. <p>New codes</p> <ul style="list-style-type: none"> • 'Smart technology / internet enabled devices'

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Question reference	Question text	Codes added, deleted, or changed
A5	Question re-worded: Do you sell your products in-store or online? (Prompted)	
A6	New question: And what proportion of your products are sold:	<p>New codes</p> <ul style="list-style-type: none"> • In-store • Through your own website or app • Through third party social media marketplace e.g. Facebook marketplace (please specify) • Through other third-party online marketplaces e.g. Amazon (please specify) • Other (please specify)
A7	<p>New question And do you sell / manufacture / install / sell or distribute / repair any products that are powered by button or coin batteries?</p> <p>IF NECESSARY: A coin or button battery is a small, round, flat battery typically used in small electronic devices such as watches, toys, remote controls, digital kitchen scales, musical greetings cards. (Unprompted)</p>	<p>New codes</p> <ul style="list-style-type: none"> • Yes • No
B3	What do you understand the role of the OPSS to be? (Unprompted)	<p>New codes</p> <ul style="list-style-type: none"> • To provide support and guidance to local Trading Standards services”

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Question reference	Question text	Codes added, deleted, or changed
B8	Question re-worded: Which of the following best describes your awareness of Primary Authority partnerships in relation to product safety? (Prompted)	New Codes <ul style="list-style-type: none"> • I have not heard of these partnerships before • I have heard of these partnerships but know nothing about them • I know about these partnerships but do not have one • I have one of these partnerships with a Local Authority/Trading Standards (please specify LA/TS) • Don't know
B9	For what reasons does your business interact through the Primary Authority partnership in relation to product safety? (Unprompted)	New codes <ul style="list-style-type: none"> • For legal / regulatory reasons • To ensure products are safe for customers to use • Other (please specify) • Don't know
B10	Which of the following statements most closely applies to your awareness of Publicly Available Specification (PAS) 7100: Code of Practice on consumer product safety related recalls and other corrective actions? (Unprompted)	New code <ul style="list-style-type: none"> • I have heard of it but I have not tried to use it

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Question reference	Question text	Codes added, deleted, or changed
B11	<p>Question re-worded: What actions, if any, has your business taken as a result of the PAS 7100 Code of Practice? (Unprompted)</p>	<p>New codes</p> <ul style="list-style-type: none"> • Built / incorporated robust processes and procedures to recall stock or ensure unsafe products are taken off sale promptly • Established a mechanism to monitor the safety of consumer products • Established processes to investigate a potential product safety issue • Put corrective action process in place • (IF NECESSARY: processes to realise/define a problem, determining its cause, and taking appropriate measures to prevent it from happening again) • Haven't taken any action yet but plan to • Didn't need to take any action • No action taken
B12	<p>New question: Which of the following statements most closely applies to your awareness of Publicly Available Specification (PAS) 7050: Bringing safe goods to the market? (Prompted)</p>	<p>New Codes</p> <ul style="list-style-type: none"> • I haven't heard of it • I have heard of it but I have not tried to use it • I have heard of it but it has never been applicable • I have heard of it and I have used it • I have tried to use it but was unable to access it

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Question reference	Question text	Codes added, deleted, or changed
H1	New Question: Are you aware of any safety standards specifically relating to button or coin batteries? (Unprompted)	New codes <ul style="list-style-type: none"> • Yes (please specify) • No • Don't know
H2	New question: And have you heard of any these safety standards relating to button or coin batteries? (Prompted)	New Codes <ul style="list-style-type: none"> • BS EN 62115: Electric toys: safety • BS EN 62368-1: Audio/visual, information and communication technology equipment, Part 1: safety requirements • 2021 Button and coin batteries – Safety requirements - Specification • BS EN 60086-4:2015 Primary batteries. Safety of lithium batteries • BS EN 60086-5:2016 Primary batteries. Safety of batteries with aqueous electrolyte
H3	New question: Are there any methods in which you mitigate the safety risks of button or coin batteries in your products? INTERVIEWER INSTRUCTION: Code “Pull tab to insulate the battery” if spontaneously mentioned, but do not prompt for this response – it is not a safety feature. (Prompted if necessary)	New Codes <ul style="list-style-type: none"> • Ensure battery compartments are secured / battery cannot be easily accessed • Display warnings on product • Display warning on instructions for use • Display warnings elsewhere on packaging • Display warnings at point of sale in-store • Display warnings at point of sale on-line • Pull tab to insulate the battery [INTERVIEWER NOTE: DO NOT PROMPT]

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Question reference	Question text	Codes added, deleted, or changed
D1	New wording: What sources of information do you use when ensuring you are complying with product safety requirements? (Prompted)	Re-worded codes <ul style="list-style-type: none"> • Local Authority / Trading Standards New codes <ul style="list-style-type: none"> • Standards bodies e.g. BSI • Accreditation bodies e.g. UKAS
E2	Other than to make sure nobody is harmed, what is the primary reason your business ensures high levels of product safety standards? (Unprompted)	New Codes <ul style="list-style-type: none"> • Making sure nobody is harmed is the only reason • Not applicable / No responsibility to ensure standards
E4	What challenges does your business face regarding product safety compliance? (Unprompted).	New Codes <ul style="list-style-type: none"> • Reliance on other to meet standards • Keeping on top of our checks • Dealing with faulty or counterfeit products
F1	What do you think are the biggest challenges to ensuring product safety within your industry? (Unprompted)	Re-worded codes <ul style="list-style-type: none"> • Changes/uncertainty around product safety regulations are following UK exit from the EU • Difficulties regulating/controlling online marketplaces' New codes <ul style="list-style-type: none"> • A reduction in the strength of product safety standards following the UK exit from the EU • Increase in non-compliant competition • Difficulties regulating / controlling other online sales

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Question reference	Question text	Codes added, deleted, or changed
F2	And what do you think works well to ensure product safety within your industry? (Unprompted)	<p>New codes</p> <ul style="list-style-type: none"> • Consistency/reliability of everyone in the supply chain • Regular checks and quality control processes • Feedback from/ communication with customers
F3	<p>New Question: And to what extent do agree with the statement “There is effective regulation in place to ensure that products sold by third parties through online marketplaces to UK customers are safe”?</p> <p>By online marketplaces we specifically mean those which allow third parties to sell through their platforms, not all online retailers. (Prompted)</p>	<p>New Codes</p> <ul style="list-style-type: none"> • Strongly agree • Slightly agree • Neither agree nor disagree • Slightly disagree • Strongly disagree
F4	<p>New question: How, if at all, has your business changed its processes as a result of recent price inflation? (Prompted).</p>	<p>New Codes</p> <ul style="list-style-type: none"> • Absorbed increased costs • Passed increased costs onto the customer / client • Changed products sold / stocked / used • Changed production of product or used different materials in order to reduce costs • Reduced business running costs (e.g. staffing, processes) • Other (please specify) • No changes as a result of price inflation

Following these amendments, cognitive interviews were conducted with 15 businesses between 26th May and 7th June 2022. These interviews investigated questionnaire flow and respondent understanding of questions, as well as gathering any other feedback from respondents. Though all questions were asked, cognitive interviewing focussed on questions new to the 2022 survey.

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Table 4: Completed interviews during cognitive testing pilot

Primary Sector Group	Sole Traders	1-9 employees	10-49 employees	50-249 employees	Total
Manufacturer	2	0	2	2	6
Retail and distribution	1	1	1	0	3
Repair and installation	2	1	2	1	6
Total	3	6	4	2	15

The key finding from the cognitive testing pilot was that all questions worked well and were easily understood by respondents. No concerns were raised about the length of survey. As a result of cognitive testing, minor changes were made to the introduction to improve engagement and response rate and new pre-codes were added to a number of questions.

The changes made following cognitive testing can be seen below:

- S1, Change from BEIS to 'Government Department for Business'
- S2, Change in description of survey including reassurances of anonymity and that survey is relevant for businesses who do not have any product safety process in place
- H3, addition of interviewer instruction relating to pull tabs to insulate battery and addition of 'battery cannot be easily answered' to first pre-code
- F1, addition of pre-codes 'Restrictions to consumer right to repair' and 'communication between businesses in the supply chain'

The final questionnaire used for the 2022 survey is included at the end of this report. It was structured as follows:

- Business profile;
- Business involvement with OPSS;
- Managing product safety;
- Button batteries;
- Product safety support and resources;
- Business product safety responsibilities; and
- Challenges and opportunities.

Fieldwork approach

Mainstage fieldwork overview

Mainstage fieldwork ran between 16th June and 27th July 2022. 1,000 interviews were conducted, lasting an average of 19 minutes. All interviews were conducted by Computer Assisted Telephone Interviewing (CATI). Participation was not incentivised, and two screener questions were asked to ensure that we were speaking to the correct person within each business; these questions can be found in Appendix A.

Businesses were asked to self-identify what their main business function was, and these choices were used for the survey quotas, as opposed to using the SIC codes from the sample. A comparison between the sampled business functions and the self-reported business function is shown in table 5.

Table 5: Business function according to the sample compared with self-reported business function

Self-reported business function	Sample business function		
	Installer / Repairer	Manufacturer	Retail and Distribution
Installer / Repairer	48	88	55
Manufacturer	8	313	57
Retail and Distribution	16	135	281
Percentage that agreed with sampled business function	67%	58%	72%

Total completed interviews

Between the pilot and mainstage fieldwork a total of 1,000 interviews were conducted with in-scope UK businesses. Within scope businesses were defined as manufacturers, distributors and wholesalers, retailers, repairers and installers. Businesses operating exclusively in the food, pharmaceutical or motor vehicle sectors were excluded from scope. A breakdown of total completes by sector and size can be found in tables 6, 7, 8, and 9. Standard error is shown based on the 'worst case scenario' of a response of 50%, at the 95% confidence level.

Table 6: Target and achieved sample profile of manufacturers - by size

Business type	Target	Achieved	Maximum Standard Error
		378	±5.0 percentage points

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Total	395		
Manufacturer – Sole Traders	95	60	±12.7 pts
Manufacturer – 1 to 9 employees	130	123	±8.8 pts
Manufacturer – 10 to 49 employees	95	109	±9.4 pts
Manufacturer – 50 to 249 employees	65	80	±11.0 pts
Manufacturer – 250+ employees	10	6	±40.0 pts
Total	395	378	

Table 7: Target and achieved sample profile of retailers - by size

Business type	Target	Achieved	Maximum Standard Error
Total	420	432	±4.7%
Retail and distribution – Sole Traders	100	110	±9.3%
Retail and distribution – 1 to 9 employees	210	217	±6.7%
Retail and distribution – 10 to 49 employees	60	62	±12.4%
Retail and distribution – 50 to 249 employees	30	37	±16.1%
Retail and distribution – 250+ employees	20	6	±40.0%
Total	429	432	

Table 8: Target and achieved sample profile of installers and repairers - by size

Business type	Target	Achieved	Maximum Standard Error
Total	185	191	±7.1%
Installers and repairers – Sole Traders	50	55	±13.2%
Installers and repairers – 1 to 9 employees	75	77	±11.2%
Installers and repairers – 10 to 49 employees	25	26	±19.2%
Installers and repairers – 50 to 249 employees	25	29	±18.2%
Installers and repairers – 250+ employees	10	4	±49.0%

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Total	185	191	
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Table 9: Achieved sample profile of all businesses - by main business sector

Sector	Achieved	Maximum Standard Error
Toys	26	±19.2%
Baby products (inc. infant clothing)	14	±26.2%
Cosmetics	49	±14%
Clothing	129	±8.6%
Electronics	185	±7.2%
'Smart' technology / internet enabled devices	39	±15.7%
Large white goods	28	±18.5%
Furniture / Soft furnishings	132	±8.5%
Homeware	62	±12.4%
Sport / Leisure items	128	±8.7%
Plumbing or heating components or systems	26	±19.2%

Sector information from survey responses. Only main (prompted) sectors shown in table. 'Other', 'Don't know' and 'Refused' were also available answer options.

Gatekeepers and reassurances

As tested in the pilot phase, all interviews were conducted with the person in the business responsible for product safety. Reassurances were provided to respondents prior to the survey, including confirmation that data would be reported in a way that would not allow them or their organisation to be identifiable.

If after the first contact the respondent or gatekeeper wanted more information about the survey, a reassurance email was sent. This reassurance email included contact details for individuals working on the project at IFF Research, where respondents could direct any queries or verify the authenticity of the research. A copy of the reassurance email can be found in Appendix B.

Response rate

Following IFF Research standard practice, a minimum of 10 attempts were made to contact an individual before a record is considered 'exhausted'.

The overall response rate for the survey was 15%, calculated as 'achieved interviews' as a proportion of all businesses called where a definite outcome could be reached.

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Table 10: Call outcomes

Total	
Completed interviews	1,000
	6%
Refused / opt out	1,733
	11%
Number unobtainable ⁴	2,471
	16%
Not available during interviewing period	571
	4%
Active records at close (Records where a definitive call outcome had not been reached at end of fieldwork period e.g. call attempts went to voicemail or no answer)	8,576
	56%
Overquota (Records removed as target quota reached ⁵)	949
	6%
Total	15,300

⁴ The unobtainable figure is defined by businesses who were screened out of the survey at the screener questions or, A1, A2 or A4 see appendix B. This figure does not include those who refused to do the survey or those not available during fieldwork.

⁵ A number of quotas were relaxed towards the end of fieldwork, resulting in more 'active' and fewer 'overquota' records at close.

Analysis

Coding

The survey contained open-ended questions, allowing respondents to offer any additional relevant codes. These responses were coded by IFF Research’s in-house coding team and incorporated into the final SPSS data file.

Two types of coding were undertaken:

- Partial open-ended questions: these questions offer respondents the opportunity to say ‘other’ and offer a response that is not covered by the pre-coded list of options they are presented with; and
- Full open-ended questions: there was one full open-ended question. This was asked to respondents who reported they need further information and support to ensure compliance with product safety legislation. Responses to these questions were reviewed by the coding team and a code frame was created to group the types of responses given.

The research team carried out checks on both the code frame and quality assurance checks on the coding by the coding team.

Weighting

To address any distortions caused by the sampling approach, interviews were weighted to the true profile of UK private sector businesses in scope for the survey (namely SIC 2007 codes 13, 14, 22, 26, 27, 21, 31, 95, 46, 47). It is important to note that data was weighted to the population profile (see table 11) of these in-scope businesses and not to ‘all UK businesses’.

Table 11: Estimated Business Population⁶

Sector Group	Sole Traders	1-9 employees	10-49 employees	50-249 employees	250+ employees	Total
Manufacturers	51,870	12,815	5,455	1,565	225	71,930
Retail and distribution	264,680`	154,265	20,825	4,320	955	445,045
Repair and installation	38,055	4,845	435	60	15	43,395
Total	354,605	171,925	26,715	5,945	1,195	560,385

⁶ The Estimate Business Populations are official estimates from 2021 the most recent year of estimation at the time of sampling: [Business population estimates 2021 - GOV.UK \(www.gov.uk\)](https://www.gov.uk/business-population-estimates-2021)

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A weighting matrix was developed that interlocked business sector and size. Weighted and unweighted counts are shown in table 12.

Table 12: Weighted and unweighted counts – by business type and size

Business type	Unweighted	Weighted	Estimated population size	Estimated % of in scope population
Total	1,000	1,000	560,385	100%
Manufacturer	417	149	71,930	13%
Retail and distribution	457	777	445,045	79%
Repair and installation	126	74	43,395	7%
Size				
Sole (0)	130	620	354,605	63%
Micro (1-9)	484	302	171,925	30%
Small (10-49)	187	65	26,715	4.7%
Medium (50-249)	153	11	5,945	1.1%
Large (250+)	46	2	1,195	0.2%
Total	1,000	1,000	560,385	100%

Any weighting of survey data produces a design effect as a result of adjusting the dataset to be representative of the underlying population. Therefore, the sampling errors shown in table 6-9 are approximations only.

Qualitative phase

Methodology

Mainstage qualitative research encompassed 35 depth interviews with a range of organisations (outlined in table 13). Mainstage qualitative research took place between September 2022 and October 2022.

Sampling and recruitment

Sample from retailers, manufacturers, installers, distributors/wholesalers and repairers was sourced from those who agreed to be recontacted during the quantitative survey. Additional sample was created through desk research ('freefind sample') to target insurers, legal firms and risk management companies specialising in product safety. Eligibility was determined through responses to a short telephone screener survey, with businesses providing the following answers being eligible:

- Being responsible for product safety or making product safety decisions
- Not working in the legal department (unless in 'legal firm' business type)
- Being involved in product safety as a retailer, manufacturer, installer, distributor/wholesaler, legal firm, risk/health and management, insurance
- Operating in a target sector, namely; large white goods, small electronics, toys, cosmetics, baby products, AI and emerging technology, clothing for persons aged 36 months or older (business only)

Local authority contacts and trade associations were obtained through recommendations and referrals from OPSS. These respondents were known by OPSS to already be in scope for the qualitative research and therefore did not require telephone screening.

During recruitment, efforts were made to ensure there was a good mix of businesses by region, size and sector. Region was only considered during the qualitative phase rather than the quantitative phase because qualitatively the responses are not required to be representative as interpretations and analysis are only interpreting those that responded, rather than considered as being indicative of the population itself. A lower threshold was therefore required for the number of responses from each region, making it easier to achieve a spread.

As part of the mainstage qualitative interviews, a total of 35 in-depth interviews were completed across a range of organisations, detailed in table 13.

Table 13: Completed qualitative interviews by business type

Business type	Target	Achieved
Total	35	35
Retail and distribution	8	7
Manufacturers	8	8
Repair and Installation	4	5
Legal advisers	3	5
Insurers	2	3
Response management	2	1
Trade Associations	2	3
Trading Standards	6	3
Total	35	35

Fieldwork

All interviews were carried out by members of the IFF research teams of IFF senior interviewers, experienced in carrying out interviews among business audiences. Each interview took between 20 minutes and 1 hour to complete.

Incentive

To thank participants for their time, most teledepth participant were compensated with £40. Participants had the option of receiving the payment via PayPal, Amazon e-voucher, or through a charity donation of their choice. The only group of respondents who were not offered an incentive were those from trading standards.

Topic guide

All topic guides were developed in collaboration with OPSS. The topic guides varied slightly for different organisation types to ensure that all questions were relevant. The topic guide used for interviews with manufacturers can be found in appendix C. All topic guides were structured around the following themes:

- **Introduction and reassurances** (3 mins) – including reassurances about confidentiality

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- **General awareness** (10 mins) – an overview of the respondent's role and awareness of OPSS
- **Industry specific product safety** (15 mins) – how their industry manages product safety, including detail around product registrations and recalls. Detail about interaction with key bodies and local authorities in relation to product safety was also discussed.
- **Roles and responsibilities** (5 mins) – which organisations are responsible for product safety in their industry and what responsibility their own organisation has
- **Challenges and opportunities** (15 mins) - investigation of the key challenges and future opportunities relating to product safety in their organisation and the wider industry, including prompts around impact of online marketplaces and counterfeit goods. The end-to-end process was also discussed in this section, including how well different actors in the system work together to ensure product safety and what additional support is needed.

Analysis framework

Each interview was summarised in an Excel analysis framework. The analysis framework was structured around the topic guide content, with each row corresponding to a participant.

All framework entries were reviewed by the Research Manager to ensure level of detail and quality of the summaries, as well as to maintain anonymity of participants.

Appendix A: SIC grouping and description

UK SIC 07 2 Digit	UK SIC 07 Description
Manufacturers	
13	Manufacture of textiles
14	Manufacture of wearing apparel
22	Manufacture of rubber and plastic products
26	Manufacture of computer, electronic and optical products
27	Manufacture of electrical equipment
31	Manufacture of furniture
32	Other manufacturing
Retail and distributors	
46	Wholesale trade, except of motor vehicles and motorcycles
47	Retail trade, except of motor vehicles and motorcycles
Installers and Repairers	
95	Repair of computers and personal and household goods

Appendix B: Survey Questionnaire

S Screener

ASK TELEPHONIST

S1 **Good morning / afternoon. My name is NAME and I'm calling from IFF Research on behalf of the Government Department for Business.**

[IF SOLE TRADER] *INTERVIEWER NOTE: SOLE TRADER*

[IF SOLE TRADER] Please could I speak to [NAME FROM SAMPLE]?

[IF SOLE TRADER] IF NECESSARY: Please can I speak to somebody you know to be responsible for product safety, or making product safety decisions?

[IF NOT SOLE TRADER] **Please can I speak to somebody you know to be responsible for product safety, or making product safety decisions?**

ADD IF NECESSARY: Alternatively can I speak to the person who makes decisions about which products are sold, used or handled by the company?

[IF NEEDED FOR RETAILERS, MANUFACTURERS, DISTRIBUTORS & INSTALLERS (FROM SAMPLE)] THIS MIGHT BE AN HR MANAGER, OPERATIONS MANAGER OR IT COULD BE THE MANAGING DIRECTOR, BUT SHOULD EXCLUDE ANYONE FROM LEGAL DEPARTMENT.

Transferred	1	CONTINUE
Hard appointment	2	MAKE APPOINTMENT
Soft Appointment	3	
Engaged	4	CALL BACK
Refusal	5	CLOSE
Refusal – company policy	6	
Refusal – Taken part in recent survey	7	
Nobody at site able to answer questions	8	
Not available in deadline	9	
Fax Line	10	
No reply / Answer phone	11	
Residential Number	12	

Industry Attitudes to Product Safety 2022

Dead line	13	
Company closed	14	
Request reassurance email		COLLECT EMAIL ADDRESS THEN CONTINUE OR MAKE APPOINTMENT (SEE APPENDIX D FOR EMAIL TEXT)

ASK ALL

- S2 **Good morning / afternoon, my name is NAME, calling from IFF Research, an independent market research company. We are conducting a research project on behalf of the Government Department for Business (BEIS) in order to better understand the current product safety system. There will be some questions about awareness of product safety within your industry, what resources are useful, what works well and what are the key challenges businesses like yours face.**

IF NECESSARY: BEIS is the Government Department for Business, Energy and Industrial Strategy.

IF NECESSARY: It doesn't matter if you currently have any product safety processes in place. We are interested to find out about awareness of product safety across all businesses who handle consumer products.

IF NECESSARY: The survey is completely anonymous, neither you nor your business will be identifiable in any reports.

The interview is likely to take around 20-25 minutes. We could either conduct it now, or at a time more convenient for you.

Continue	1	CONTINUE
Referred to someone else at establishment NAME _____ JOB TITLE _____	2	TRANSFER AND RE-INTRODUCE
Hard appointment	3	MAKE APPOINTMENT
Soft appointment	4	
Refusal	5	THANK AND CLOSE
Refusal – company policy	6	
Refusal – taken part in recent survey	7	

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Not available in deadline	8	
Request reassurance email		COLLECT EMAIL ADDRESS THEN CONTINUE OR MAKE APPOINTMENT (SEE APPENDIX D FOR EMAIL TEXT)

S3 Before we begin, I need to read out a quick statement regarding GDPR legislation.

I want to reassure you that all information collected will be treated in the strictest confidence. You have the right to a copy of your data, to change your data or to withdraw from the research at any point. In order to guarantee this, and as part of our quality control procedures, all interviews are recorded.

Your answers will only be shared with Department for Business, Energy and Industrial Strategy in an anonymised format. Your answers will not be linked to your name or any identifiable information.

Is that OK?

Yes – agree to continue	1	
Refuse to continue	2	THANK AND CLOSE

A About the business

ASK ALL

A1 First of all, I'd like to ask you a bit about your business.

Which of these would best describe your business function?

MULTI CODE. READ OUT

Retailer	1	
Manufacturer	2	
Installer	3	
Wholesaler	4	
Fulfilment service provider (warehouse, shipping, dispatch)	8	
Repairer	5	

Industry Attitudes to Product Safety 2022

DO NOT READ OUT: None of these	6	THANK AND CLOSE
DO NOT READ OUT: Refused	7	THANK AND CLOSE

ASK IF A1 = MORE THAN ONE FUNCTION BETWEEN 1-5 SELECTED

DS: IF A1 SINGLE CODED, AUTOCODE A2=A1

A2 **And which of these describes your primary business function?**

SINGLE CODE. READ OUT

[IF A1=1] Retailer	1	
[IF A1=2] Manufacturer	2	
[IF A1=3] Installer	3	
[IF A1=4] Distributor / Fulfilment Centre / Wholesaler	4 or 8	
[IF A1=5] Repairer	5	
DO NOT READ OUT: Refused	6	THANK AND CLOSE except where A1=3

DUMMY VARIABLE FOR FUNCTION DO NOT ASK (SINGLE CODE)

Retailer	1	IF A2=1
Manufacturer	2	IF A2=2
Installer	3	IF A1=3 [IF PARTICIPANT SELECTS A1=3 AS WELL AS ANOTHER CODE AT A1, AND THEN FAILS TO SELECT INSTALLER AT A2 (A2=3), THEY WILL STILL BE ALLOCATED TO INSTALLER GROUP]
Distributor / Fulfilment Centre/Wholesaler	4	IF A2=4
Repairer	5	IF A2=5

A3 **QUESTION REMOVED IN 2020 SURVEY**

Industry Attitudes to Product Safety 2022

ASK ALL

A4 **What type of products does your company [IF A2DUM=1 sell] [IF A2DUM=2 manufacture] [IF A2DUM=3 install] [IF A2DUM=4 sell or distribute] [IF A2DUM= 5 repair]?**

NOTE TO INTERVIEWER: If selling electronics or large white goods, check if also selling an 'smart' technology.

PROMPT IF NECESSARY. MULTI CODE

Toys	1	
Baby products inc. infant clothing	16	
Cosmetics	2	
Clothing for persons aged 36 months+	3	
Electronics	4	
'Smart' technology / internet enabled devices	17	
Large white goods / Large Domestic Appliances	5	
Furniture / Soft furnishings	6	
Homeware	7	
Sport / Leisure items	8	
Plumbing or heating components or systems	15	
Food	9	THANK AND CLOSE IF ONLY CODES 9-12SELECTED
Pharmaceuticals	10	
Cars / Motor vehicles	11	
Construction products	12	
Other (please specify)	13	
Don't know	14	
Refused	15	

Industry Attitudes to Product Safety 2022

RETAILERS ONLY (A1 = 1)

A5 **Do you sell your products in-store or online?**

SINGLE CODE. READ OUT.

In-store only	1	
Online only	2	
Both	3	
Don't know	4	SINGLE CODE
Refused	5	SINGLE CODE

IF SELL THROUGH ANY ONLINE (A5 = 2 OR 3)

A6 **And what proportion of your products are sold:**

IF NECESSARY: If you are unsure, please provide a rough estimate.

DS: ERROR MESSAGE IF PERCENTAGES DON'T SUM 100 UNLESS DK SELECTED.

READ OUT. NUMERIC RESPONSE AT EACH ROW.

[If A5 = 1] In-store	1	Enter % [DK OPTION]
[If A5 = 2 or 3] Through your own website or app	2	Enter % [DK OPTION]
[IF A5=2 or 3] Through third party social media marketplace e.g. Facebook marketplace (please specify)	3	Enter % [DK OPTION]
[If A5 = 2 or 3] Through other third-party online marketplaces e.g. Amazon (please specify)	4	Enter % [DK OPTION]
Other (please specify)	5	Enter % [DK OPTION]

Industry Attitudes to Product Safety 2022

ASK ALL

- A7. **And do you [IF A2DUM=1 sell] [IF A2DUM=2 manufacture] [IF A2DUM=3 install] [IF A2DUM=4 sell or distribute] [IF A2DUM= 5 repair] any products that are powered by button or coin batteries?**

IF NECESSARY: A coin or button battery is a small, round, flat battery typically used in small electronic devices such as watches, toys, remote controls, digital kitchen scales, musical greetings cards.

SINGLECODE. DO NOT READ OUT

Yes	1	
No	2	
Don't Know	3	

ALL WHO SELL PRODUCT WITH BUTTON BATTERIES (A7=1)

- A8. **And please could you specify which products powered by button or coin batteries you [IF A2DUM=1 sell] [IF A2DUM=2 manufacture] [IF A2DUM=3 install] [IF A2DUM=4 sell or distribute] [IF A2DUM= 5 repair]?**

MULTICODE. DO NOT READ OUT

Watches	1	
Toys	2	
Remote controls	3	
Car key fobs or key finders	4	
Kitchen or weight scales	5	
Musical greetings cards	6	
Laptops	7	
Home security devices	8	
Thermometers	9	
Other (please specify)	10	
Don't know	11	

Industry Attitudes to Product Safety 2022

ASK ALL

- B1 **Which of the following statements most closely applies to your awareness of the Office of Product Safety and Standards (OPSS)?**

SINGLE CODE. READ OUT

I have interacted with them within the last 12 months [IF NEEDED: e.g. I have contacted them for advice or they have contacted me about my business]	1	
I have not directly interacted with OPSS but have used their guidance in the last 12 months [IF NEEDED: e.g. used OPSS documentation or guidelines]	2	
I have heard of OPSS but have not interacted with them or used their guidance within the last 12 months	3	
I haven't previously heard of OPSS	4	
DO NOT READ OUT: Don't know	5	
DO NOT READ OUT: Refused	6	

IF NOT HEARD OF OPSS (B1=4)

- B1A. **IF NECESSARY: OPSS is the national regulator for all consumer products, except for vehicles, medicines and food, with a focus on product safety and integrity.**

IF INTERACTED WITH OPSS WITHIN THE LAST 12 MONTHS (B1=1)

- B2 **For what reasons has your business interacted with OPSS in relation to product safety?**

MULTI CODE. PROMPT IF NECESSARY.

To report a dangerous or faulty product on the market	1	
To report a counterfeit product on the market	2	
To receive advice on complying with product safety legislation	3	
To receive advice regarding the appropriate use of standards with regard to product safety	4	
To receive other advice or guidance (please specify)	5	
Anything else (please specify)	6	
Don't know	7	
Refused	8	

Industry Attitudes to Product Safety 2022

IF HEARD OF OPSS (B1=1,2,3)

B3 What do you understand the role of the OPSS to be?

MULTICODE. DO NOT READ OUT.

To set guidelines for best practice relating to product safety	2	
To ensure that guidelines and standards are met by businesses	3	
To help businesses understand safety legislation	4	
To ensure products are safe for consumers to use	5	
To check the compliance of imported products	6	
To provide support and guidance to local Trading Standards services	10	
Something else (please specify)	7	
Don't know	8	
Refused	9	

IF INTERACTED WITH OPSS OR USED THEIR GUIDANCE WITHIN THE LAST 12 MONTHS (B1=1,2)

B4 Thinking about the dealings you have had with OPSS in the past 12 months, I'd like you to tell me to what extent you agree or disagree with each of the following statements.

SINGLE CODE PER ROW. READ OUT ROWS

	Strongly disagree	Tend to disagree	Neither agree nor disagree	Tend to agree	Strongly agree	DNRO: Don't Know	DNRO: Refused
_1 OPSS provides advice and guidance that helps my business to comply with product safety legislation	1	2	3	4	5	6	7
_2 Guidance published by OPSS is easy to locate	1	2	3	4	5	6	7
_3 I have confidence that I can rely on the advice and guidance OPSS provides	1	2	3	4	5	6	7
_4 OPSS is easily contactable	1	2	3	4	5	6	7
_5 OPSS understands my business well enough to provide advice that is tailored to my circumstances	1	2	3	4	5	6	7
_6 I feel I have sufficient opportunities to engage with OPSS about their work and future strategy	1	2	3	4	5	6	7
_7 OPSS has mechanisms in place which enable me to inform and challenge their approach	1	2	3	4	5	6	7

Industry Attitudes to Product Safety 2022

B5 **QUESTION REMOVED IN 2020 SURVEY**

ASK ALL

B6 **Has your business interacted with any Local Authorities regarding product safety issues?**

SINGLE CODE

Yes	1	
No	2	
Don't know	3	

IF INTERACTED WITH LOCAL AUTHORITIES (B6=1)

B7 **For what reasons has your business interacted with Local Authorities in relation to product safety?**

MULTI CODE. READ OUT

To report a dangerous or faulty product on the market	1	
To report a counterfeit product on the market	2	
To receive advice on complying with product safety legislation	3	
To receive advice regarding the appropriate use of standards with regard to product safety	4	
To receive other advice or guidance (please specify)	5	
My business has been audited / inspected by Trading Standards	6	
Anything else (please specify)	7	
DO NOT READ OUT: Don't know	8	
DO NOT READ OUT: Refused	9	

Industry Attitudes to Product Safety 2022

ASK ALL

- B8 Which of the following best describes your awareness of Primary Authority partnerships in relation to product safety?**

READ OUT. SINGLE CODE

INTERVIEWER INSTRUCTION: ONLY READ THE DEFINITION OF PRIMARY AUTHORITY PARTNERSHIP IF ASKED. IF THEY DO NOT KNOW WHAT A PRIMARY AUTHORITY PARTNERSHIP IS AND ASK FOR A DEFINITION, GIVE DEFINITION BUT STILL CODE RESPONSE AS 1 OR 2 ACCORDINGLY.

PRIMARY AUTHORITY PARTNERSHIP: A LEGAL PARTNERSHIP BETWEEN A BUSINESS AND ONE LOCAL AUTHORITY, WHICH PROVIDES ASSURED AND TAILORED ADVICE ON COMPLYING WITH ENVIRONMENTAL HEALTH, TRADING STANDARDS OR FIRE SAFETY REGULATIONS THAT OTHER LOCAL REGULATORS MUST RESPECT.

I have not heard of these partnerships before	1	
I have heard of these partnerships but know nothing about them	2	
I know about these partnerships but do not have one	3	
I have one of these partnerships with a Local Authority/Trading Standards (please specify LA/TS)	4	
Don't know	5	

ASK IF B8 = 4

- B9 For what reasons does your business interact through the Primary Authority partnership in relation to product safety?**

DO NOT READ OUT. MULTICODE.

For legal / regulatory reasons	1	
To ensure products are safe for customers to use	2	
Other (please specify)	3	
Don't know	4	

Industry Attitudes to Product Safety 2022

ASK ALL

- B10 **Which of the following statements most closely applies to your awareness of Publicly Available Specification (PAS) 7100: Code of Practice on consumer product safety related recalls and other corrective actions?**

SINGLE CODE. READ OUT

I haven't heard of it	1	
I have heard of it but I have not tried to use it	2	
I have heard of it but it has never been applicable	3	
I have heard of it and I have used it	4	
I have tried to use it but was unable to access it	7	
DO NOT READ OUT: Don't know	5	
DO NOT READ OUT: Refused	6	

Industry Attitudes to Product Safety 2022

ASK IF HAVE USED PAS 7100 (B10 = 4)

B11 What actions, if any, has your business taken as a result of the PAS 7100 Code of Practice?

INTERVIEWER INSTRUCTION: ONLY CODE NO ACTION TAKEN IF THEY DO NOT FIT INTO 'PLAN TO' OR 'DIDN'T NEED TO' CODES.

DO NOT READ OUT. MULTI CODE.

Built / incorporated robust processes and procedures to recall stock or ensure unsafe products are taken off sale promptly	1	
Established a mechanism to monitor the safety of consumer products	2	
Established processes to investigate a potential product safety issue	3	
Put corrective action process in place (IF NECESSARY: processes to realise/define a problem, determining its cause, and taking appropriate measures to prevent it from happening again)	4	
Haven't taken any action yet but plan to	5	
Didn't need to take any action	6	
No action taken	7	
DO NOT READ OUT: Don't know	8	
DO NOT READ OUT: Refused	9	

Industry Attitudes to Product Safety 2022

ASK ALL

B12 **Which of the following statements most closely applies to your awareness of Publicly Available Specification (PAS) 7050: Bringing safe goods to the market?**

SINGLE CODE. READ OUT

I haven't heard of it	1	
I have heard of it but I have not tried to use it	2	
I have heard of it but it has never been applicable	3	
I have heard of it and I have used it	4	
I have tried to use it but was unable to access it	7	
DO NOT READ OUT: Don't know	5	
DO NOT READ OUT: Refused	6	

Industry Attitudes to Product Safety 2022

ASK ALL

C1 I am now going to ask you a few questions about how your business manages product safety.

I am going to read out a list of statements, and I would like you to answer yes or no as to whether the statement is applicable to you or your business. Do you or your business...

MULTI CODE. READ OUT

[IF A2DUM = 1,2,4] Carry out internal audits or checks on the safety of your products	1	
[IF A2DUM = 1,2,4] Commission external companies (e.g. testing houses) to carry out product safety checks	2	
[IF A2DUM = 1,2,4] Hold documentation relating to product safety standards / testing such as technical files or test certificates	3	
[IF A2DUM = 1,2,4] Have a designated person or department responsible for product safety	4	
Encourage consumers to register their products	5	
Assist / would assist in reporting unsafe, non-compliant or counterfeit goods to the required authorities	6	
Assist / would assist with product recalls in the event of a recall	7	
DO NOT READ OUT: Don't know	8	
DO NOT READ OUT: Refused	9	

Industry Attitudes to Product Safety 2022

IF ENCOURAGE CONSUMERS TO REGISTER PRODUCTS (C1 = 5)

C2 You mention that your business encourages consumers to register their product. How do you do this?

MULTI CODE. DO NOT READ OUT

Label on product	1	
Leaflet in packaging	2	
Contact customer after sale via phone	3	
Contact customer after sale via email	4	
[IF A5=2,3] At point of sale online	5	
[IF A5=1,3] Prompt consumer at point of sale in-store	6	
Other (specify)	7	
Refused	8	

IF ENCOURAGE CONSUMERS TO REGISTER PRODUCTS (C1 = 5)

C3 Why does your business encourage consumers to register their products?

MULTI CODE. DO NOT READ OUT

In order to activate a warranty	1	
To collect details for marketing	2	
For product safety reasons e.g. faulty products or product recall	3	
To uphold good customer service	4	
Other (specify)	5	
Refused	6	

Industry Attitudes to Product Safety 2022

ASK ALL WHO SELL BUTTON BATTERIES (A7=1)

H1 **Are you aware of any safety standards specifically relating to button or coin batteries?**

MULTICODE. DO NOT READ OUT.

Yes (please specify)	1	
No	2	
Don't know	3	

ASK ALL WHO SELL BUTTON BATTERIES (A7=1)

H2 **And have you heard of any these safety standards relating to button or coin batteries?**

MULTICODE. READ OUT.

DS ONLY SHOW CODES NOT SELECTED AT H1

[IF TOYS A4=1] BS EN 62115: Electric toys: safety	1	
[IF ELECTRONICS A4=4] BS EN 62368-1: Audio/visual, information and communication technology equipment, Part 1: safety requirements	2	
PAS 7055:2021 Button and coin batteries – Safety requirements - Specification	3	
[IF MANUFACTURER A1=2] BS EN 60086-4:2015 Primary batteries. Safety of lithium batteries	4	
[IF MANUFACTURER A1=2] BS EN 60086-5:2016 Primary batteries. Safety of batteries with aqueous electrolyte	5	
Other (please specify)	6	
None of the above	7	
Don't know	8	

Industry Attitudes to Product Safety 2022

ASK ALL WHO SELL BUTTON BATTERIES (A7=1)

H3 **Are there any methods in which you mitigate the safety risks of button or coin batteries in your products?**

INTERVIEWER INSTRUCTION: Code "Pull tab to insulate the battery" if spontaneously mentioned, but do not prompt for this response – it is not a safety feature.

MULTICODE. PROMPT IF NECESSARY

Ensure battery compartments are secured / battery cannot be easily accessed	1	
Display warnings on product	2	
Display warning on instructions for use	3	
Display warnings elsewhere on packaging	4	
Display warnings at point of sale in-store	5	
Display warnings at point of sale on-line	6	
Pull tab to insulate the battery [INTERVIEWER NOTE: DO NOT PROMPT]	10	
Other (please specify)	7	
None of the above	8	
Don't know	9	

Industry Attitudes to Product Safety 2022

ASK ALL

D1 **What sources of information do you use when ensuring you are complying with product safety requirements?**

MULTI CODE. READ OUT

DS – ROTATE OPTIONS

Office of Product Safety and Standards (OPSS)	1	
Local Authority /Trading Standards	2	
Primary Authority	3	
External consultants	4	
Professional trade bodies	5	
Colleagues	6	
Manufacturers	14	
Suppliers	15	
Other trade professionals	7	Do not rotate
Online search	8	
Other media (e.g. news)	9	Do not rotate
Standards bodies e.g. BSI	14	
Accreditation bodies e.g. UKAS	15	
Other (specify)	10	Do not rotate
DO NOT READ OUT: Don't know	11	Do not rotate
DO NOT READ OUT: None of these	12	Do not rotate
DO NOT READ OUT: Refused	13	Do not rotate

Industry Attitudes to Product Safety 2022

IF MORE THAN 1 SOURCE OF INFORMATION USED AT D1

D2 **Of these, which is most useful?**

SINGLE CODE. READ OUT

SHOW OPTIONS SELECTED AT D1	1	
DO NOT READ OUT: Don't know	2	
DO NOT READ OUT: Refused	3	

ASK ALL

D3 **To what extent do you agree or disagree with the following statement: 'I have all the support and guidance I need within my organisation to ensure that products we [IF A2DUM=2] manufacture [IF A2DUM=1] sell [IF A2DUM=3 OR 5] install [IF A2DUM=4] distribute are safe'?**

SINGLE CODE. READ OUT.

Strongly Agree	1	
Somewhat agree	2	
Neither agree nor disagree	3	
Somewhat disagree	4	
Strongly disagree	5	
DO NOT READ OUT: Don't know	6	
DO NOT READ OUT: Refused	7	

ASK IF DISAGREE (D3 = 4 OR 5)

D4 **What further information or support do you need to ensure your business is compliant with product safety standards?**

WRITE IN		
Don't know	1	
Refused	2	

Industry Attitudes to Product Safety 2022

ASK ALL

E1 **In your industry, who is most responsible for...**

INTERVIEWER INSTRUCTION: Prompt for one answer per row if possible (multiple allowed)

MULTI CODE. READ OUT

	The consumer	Retailer	Manufacturer	Repairers and Installers	Local Authorities	Government	DNRO: Don't Know	DNRO: Refused
_1 Setting Product Safety standards	1	2	3	4	5	6	7	8
_2 Ensuring these standards are upheld	1	2	3	4	5	6	7	8
_3 Resolving product safety issues when they arise	1	2	3	4	5	6	7	8

E2 **Other than to make sure nobody is harmed, what is the primary reason your business ensures high levels of product safety standards?**

SINGLE CODE. DO NOT READ OUT

We are accountable/ responsible if there is a product safety issue	1	
It is a legal requirement for us to uphold these standards	2	
To maintain a good business reputation	3	
To ensure customer loyalty	4	
Our customers pay a premium for safer / more rigorously tested products	5	
Other (specify)	6	
Not applicable / No responsibility to ensure standards <i>NOTE TO INTERVIEWER: Read out and check this is the right code, or whether better coded as 'making sure nobody is harmed is the only reason'</i>	7	
Making sure nobody is harmed is the only reason	10	
Don't know	8	SINGLE CODE
Refused	9	SINGLE CODE

Industry Attitudes to Product Safety 2022

E3 **QUESTION REMOVED IN 2020 SURVEY**

ASK ALL

E4 **What challenges does your business face regarding product safety compliance?**

MULTI CODE, DO NOT READ OUT

Too many guidelines	1	
Not sure which requirements we need to meet in order to be compliant	2	
Advice is too costly	3	
Training is too costly	4	
There is not enough time	5	
Insufficient or no guidance for my type of business/industry	7	
Keeping up to date with rules and regulations	12	
Reliance on others to meet standards (e.g. manufacturers, importers)	13	
Keeping on top of our checks	14	
Dealing with faulty or counterfeit products	15	
Other (specify)	8	
No challenges / barriers	9	
We do not have any responsibility to ensure product safety standards	6	
DO NOT READ OUT: Don't know	10	
DO NOT READ OUT: Refused	11	

Industry Attitudes to Product Safety 2022

ASK ALL

F1 **What do you think are the biggest challenges to ensuring product safety within your industry?**

MULTI CODE. DO NOT READ OUT

Changes/uncertainty around product safety regulations are following UK exit from the EU	1		
A reduction in the strength of product safety standards following UK exit from the EU	13		
Difficulties regulating/controlling online marketplaces	2		
Difficulties regulating/ controlling other online sales	14		
Increase in imported goods	3		
Increase in counterfeit goods on the market	4		
Lack of clarity around current standards	5		
Lack of expertise in the field	6		
Increase in cheap competition	7		
Increase in non-compliant competition	15		
Not enough resource within Trading Standards to enforce current standards	8		
Restrictions to consumer 'right to repair'			
Communication between businesses in the supply chain (e.g. between supplier and manufacturer)			
Other (specify)	9		
There are no challenges	10		
Don't know	11		
Refused	12		

Industry Attitudes to Product Safety 2022

ASK ALL

F2 **And what do you think works well to ensure product safety within your industry?**

MULTI CODE. DO NOT READ OUT

Sharing of information between businesses and other organisations around product safety	1	
Improvements in technology reducing the risk of a product safety incidents	2	
A good framework of product safety legislation in the UK	3	
Local / national government support	4	
Advice / support from Primary Authority	5	
Advice / support from trade bodies	6	
Consistency / reliability of everyone in the supply chain	11	
Regular checks and quality control processes	12	
Feedback from / communication with customers	13	
Other (specify)	7	
Nothing works well	8	
Don't know	9	
Refused	10	

Industry Attitudes to Product Safety 2022

ASK ALL

- F3 **And to what extent do you agree with the statement “There is effective regulation in place to ensure that products sold by third parties through online marketplaces to UK customers are safe”?**

By online marketplaces we specifically mean those which allow third parties to sell through their platforms, not all online retailers.

SINGLE CODE. READ OUT.

Strongly agree	1	
Slightly agree	2	
Neither agree nor disagree	3	
Slightly disagree	4	
Strongly disagree	5	
Don't know	6	

ASK ALL

- F4 **How, if at all, has your business changed its processes as a result of recent price inflation?**

MULTICODE. READ OUT.

Absorbed increased costs	1	
Passed increased costs onto the customer / client	2	
[IF RETAILER/INSTALLER/REPAIRER] Changed products sold / stocked / used	3	
[IF MANUFACTURER] Changed production of product or used different materials in order to reduce costs	4	
Reduced business running costs (e.g. staffing, processes)	5	
Other (please specify)	6	
No changes as a result of price inflation	7	
Don't know	8	

Industry Attitudes to Product Safety 2022

ASK ALL

- G1 **Finally, we just have a few further questions to ask you about your business. This is to understand a little more about your business and the businesses we have spoken to in the survey.**

How many employees (full time equivalents) does your company currently employ across all sites in the UK?

ADD IF NECESSARY: If you are not able to provide the exact figure, a rough estimate is fine.

INTERVIEWER NOTE:

PLEASE DO NOT INCLUDE TEMPORARIES/CASUALS OR AGENCY STAFF

EXCLUDE SELF-EMPLOYED

EXCLUDE OWNERS/PARTNERS, BUT OTHER DIRECTORS COUNT AS EMPLOYEES

WRITE IN		
Don't know	1	PROMPT WITH RANGES

IF DON'T KNOW EXACT NUMBER OF EMPLOYEES (G1=1)

- G2 **Which of the following do you think provides the best estimate for the number of employees your company currently employs across the UK?**

SINGLE CODE

None – sole trader	1	
1 – 9	2	
10 – 49	3	
50 - 249	4	
250 or more	5	

Industry Attitudes to Product Safety 2022

ASK ALL

- G3 **Thank you very much for taking the time to speak to us today. Would you be willing for us to call you back regarding this particular study, if we need to clarify any of the information?**

MULTICODE 1 AND 2. READ OUT.

Yes	1	
No	2	

- G5. **And would you be happy for us to recontact you for further research in this area within the next 12 months? You do not have to take part when invited.**

IF NECESSARY: This will be a more in-depth interview on similar topic areas - arranged at a time suitable for you, by phone or videocall.

Yes	1	
No	2	

IF CONSENT TO RECONTACT (G3=1 OR G5 = 1)

Name	1	
Number	2	[DS: PREPOPULATE, ALLOW FOR OVERWRITE]

ASK ALL

THANK RESPONDENT AND CLOSE INTERVIEW

Finally I would just like to confirm that this survey has been carried out under IFF instructions and within the rules of the MRS Code of Conduct. Thank you very much for your help today.

Appendix B: Reassurance email

ID: 11810/[IFF ID]

Dear Sir or Madam,

The Department for Business, Energy and Industrial Strategy (BEIS) has commissioned IFF Research, an independent market research company, to survey UK businesses to gain further insight into the current product safety system. Participating in this survey gives you the opportunity to provide feedback on your experience of product safety within industry, what works well and what key challenges businesses like yours face, helping to strengthen the evidence base for future product safety policy.

Any information you provide will be treated in strictest confidence, and the answers you give will not be attributed to you or your organisation in our reporting, without your consent. IFF research follow the MRS Code of Conduct rules and GDPR data laws. If you would like further information on how IFF handles and processes personal data, as well as information on your rights under data protection regulations to access your personal data, withdraw consent, or object to the processing of your personal data you can visit: www.iffresearch.com/GDPR

We understand these are challenging times for businesses to operate as normal and should you want to participate in this research, we are happy to accommodate you. If you have any queries concerning the survey, would like to arrange a suitable time to take part, or would like to opt out please contact Georgia Mealings at IFF Research, by emailing productsafetysurvey@iffresearch.com or by calling 0207 250 3035. Please remember to quote your reference number 11810/[IFF ID].

We look forward to speaking with you,

Kind regards,

Rebecca Menys

Senior Research Manager

Appendix C: Topic guide (manufacturers)

A Introduction (3 mins)

Interviewer and IFF introduction – thank you for agreeing to take part.

Background to the research: IFF Research is an independent market research company and we are conducting research on behalf of the Office for Product and Safety Standards (OPSS), a government organisation, to help understand attitudes and perceptions towards the product safety system. This research will help to highlight where the product safety system is working well, and where it could benefit from improvement.

This interview will focus on your views on: your general awareness of the product safety system, product safety specific to the industry in which you work, your roles and responsibilities and the challenges and opportunities you face around product safety.

As you are already aware, the interview will take around 30-40 minutes depending on the answers given.

But, before we begin, I just need to read out a quick statement based on GDPR legislation.

If there are any questions you don't know the answers to, that's fine – just let me know and we'll move on.

You don't have to answer every or any of the questions. You are welcome to skip any questions and to stop the interview at any point of time, that's fine – just let me know and we'll move forward.

Everything you say will be treated with the strictest confidence. If we use any comments that could potentially disclose who you are, we would check with you on how best to proceed before including these in any reporting.

We'll be keeping your anonymised responses to the interview for analysis purposes and if you'd like a copy of your data, to change your data, for your data to be deleted or to lodge a complaint, then please follow the process outline on our webpage @ <http://www.iffresearch.com/gdpr/>.

MUST READ OUT: In order to guarantee this, and as part of our quality control procedures, all interviews are recorded automatically.

MUST READ OUT: We will keep your data for a period of six months after this interview, at which point it will be destroyed. The recording will be stored on an encrypted area of our server at IFF and only researchers on the project and IFF's in-house quality assurers will have access to it.

Is that OK?

Yes	1	CONTINUE
No	2	THANK AND CLOSE
Don't know	3	READ REASSURANCES -

If you wish to change or delete any of your responses after the interview, please contact Georgia Mealings from the OPSS research team at IFF Research. Would you like to take down her contact details?

[IF YES: Interviewer to read out phone no: 020 7250 3035, email productsafetysurvey@iffresearch.com]

Industry Attitudes to Product Safety 2022

B General Awareness (10 mins)

To start with, I'd like to understand a bit more about your role

B1 Could you confirm your job title?

- Job role and key responsibilities
- Length of experience in current role
- Length of experience in industry / sector

The next few questions will be about the product safety system in your industry.

B2 What key guidelines and processes are in place in your industry to ensure product safety?

PROBE:

- Who are the key bodies involved?

B3 Are you aware of the Office for Product & Safety Standards (OPSS)?

- What do you understand the role of the OPSS to be?
- What impact do the OPSS guidelines / policies have on your industry?

Industry Attitudes to Product Safety 2022

C Industry Specific Product Safety (15 mins)

This section will explore the product safety specific to the industry you work in, how it is managed, and the interactions you may have with local authorities.

C1 Can you describe how your industry typically manages product safety?

- How do the different players / organisations in the industry interact to ensure product safety?
- What actions does your industry take if a product on the market is found to be unsafe?

C2 How does your industry typically manage product safety risk looking across the whole product life cycle?

- How is product safety considered in the design process within your industry?
- What other processes are typically in place to manage/mitigate product safety risks?
- Do you or your organisation undertake formal risk assessments?
 - If yes, what is your process for undertaking risk assessments, and does it consider risks looking across the whole product lifecycle? How much, would you estimate, does this risk assessment cost to complete [on average eg for your main product line]?
- Do you face any barriers to undertaking risk assessments effectively? If so, what are these barriers?

C3 Is your industry involved with product registration?

- How does product registration impact your industry?
- Does your industry encourage consumers to register their products? IF YES: how? IF NO, why not?
- What are the benefits and challenges of consumers registering their products?

C4 Is your industry involved with product recalls?

- What is the typical process when a product is recalled?
- [IF TIME REMAINING, 2 MINS MAX] Have you undertaken a product recall? IF YES: what was the scale of the exercise? Who was involved? What worked well? What were the challenges?
- Are there particular guidelines your industry uses regarding product recalls? IF YES: What are they? How are they used?
- Are you aware of PAS 7100? IF YES: is this useful? How could this be improved?

Industry Attitudes to Product Safety 2022

INTERVIEWER NOTE: PAS 7100:2018 Code of practice on consumer product safety related recalls and other corrective actions. It provides practical guidance to help ensure businesses can act promptly and effectively to protect public safety should a consumer product be found to be unsafe. It is focussed on non-food consumer products and is intended for use by producers, importers and distributors irrespective of type or size.

C5 Do you sell any products through third party online marketplaces?

- If so, do you recall any product safety policies and procedures that provided?
- If YES, how far do you think other sellers are aware and implementing these?

C6 Do organisations in your industry interact with the guidance of the British Standards Institution, the UK Accreditation System (UKAS) or the Chartered Trading Standards Institute?

- In your opinion how well are these standards upheld in your industry?

C7 What type of interactions does your industry have with local authorities?

- How does your industry interact with local authorities to ensure product safety?
- Are there any Primary Authority partnerships?
- What impact do these have on product safety? Perceived benefits / challenges

Industry Attitudes to Product Safety 2022

D Roles and Responsibilities (5 mins)

D1 Who do you think is responsible for ensuring product safety in your industry?

- Why do you think they are responsible?
- Do they take up/accept this responsibility? [IF YES: What actions do they take?]
- Is there anybody else?

Industry Attitudes to Product Safety 2022

E Challenges and Opportunities (15 mins)

I'd now like to talk about your views on the challenges and opportunities around product safety systems.

E1 What is your view on product safety in your industry?

- Do you think it works well / not well? Why?
- What are the key concerns regarding product safety in your industry?
- Are there any gaps in the product safety system in your industry? Please describe
- IF THERE ARE GAPS: How could these gaps be improved? Who should be tasked with ensuring that these gaps are closed?

E2 Do you feel like organisations within your industry have the resources and support to ensure that high standards of product safety are upheld?

- IF YES: What resources/support is most useful?
- IF NO: What additional resource/support is needed?
- Is there any additional guidance or guidelines that would be useful?

E3 Has the growth of online markets impacted product safety in your industry?

- What are the product safety challenges associated with the growth of online markets, if any?
- (If applicable?) What safety checks are carried out during purchase of manufacturing parts or products from online vendors?
- (If applicable) How is product safety controlled when consumers use online platforms to purchase your goods? What about online marketplaces such as Amazon? What about peer trading platforms such as Ebay?

E4 Is the current economic situation and price increases having any impact on product safety in your industry?

- Do you think any risks for product safety are emerging? If so, what? Have you any examples?

E5 (ASK IF TIME) To what extent do counterfeit goods pose a risk to product safety in your industry?

- What processes are in place to prevent counterfeit goods from entering the market?
- What are the challenges associated with controlling counterfeit goods?
- What are the key product safety risks associated with counterfeit goods?
- What is the scale of this issue? Has there been any changes or expected change as a result of recent price increases?

Industry Attitudes to Product Safety 2022

- E6 **(ASK IF TIME) What about at other phases of process, outside of the manufacturing part e.g. the retailing, distribution or installing elements of getting the final good/s to end-consumers. Do you feel that these areas of the process have enough resource and support to ensure high standards of product safety in your industry?**
- IF YES: What resources/support is most useful?
 - IF NO: What additional resource/support is needed?
 - Is there any additional guidance or guidelines that would be useful?
- E7 **(ASK IF TIME) How well do you think your industry understands the diversity of its consumers?**
- Does your organisation have a diversity and inclusion strategy? If so, is that staff or consumer focussed, or both?
- E8 **Thinking about the future, in addition to price increases, what key challenges do you foresee regarding product safety in your industry?**
- E9 **And what opportunities do you foresee?**

Industry Attitudes to Product Safety 2022

F Summary and wrap-up (2 mins)

F1 Is there anything else you'd like to add about the product safety systems?

F2 Thank you very much for taking the time to speak with me today. Would you be willing for us to call you back if we need to clarify any information?

Yes	
No	

IF CONSENT TO RECONTACT

F3 And could I just check, is the number that I called you on today the best number to reach you?

Yes	
No – write in number	

F4 To say thank you for taking part in this research, we would like to either make a £40 charity donation on your behalf to a charity of your choice or we can offer you an Amazon voucher or Paypal transfer. Which of these options would you like to choose?

Charity donation	
Amazon Voucher	
Paypal payment	

IF F4 = AMAZON VOUCHER OR PAYPAL PAYMENT

F5 Please could you provide me with your email address?

WRITE IN EMAIL ADDRESS

IF F4 = CHARITY DONATION

F6 Please could you nominate a charity?

Great Ormand Street	
British Heart Foundation	
Macmillan Cancer Care	
Shelter	
Celia Hammond Animal Trust	
Mind	

Industry Attitudes to Product Safety 2022

Just to confirm, we'll be keeping your anonymised responses to the interview for analysis purposes. If you wish to change or delete any of your responses after the interview, please contact Georgia Mealings from the OPSS research team at IFF Research. Would you like to take down her contact details?

[IF YES: Interviewer to read out phone no: 020 7250 3035, email productsafety@iffresearch.com]

IF NEEDED: You also have a right to lodge a complaint with the Information Commissioners Office (ICO) and you can do so by calling their helpline on 0303 123 1113.

Finally, I would just like to confirm that this interview has been carried out under IFF instructions and within the rules of the MRS Code of Conduct. Thank you very much for your help today.

THANK RESPONDENT AND CLOSE INTERVIEW

I declare that this survey has been carried out under IFF instructions and within the rules of the MRS Code of Conduct.

Interviewer signature:

Date:

Finish time:

Interview Length

Mins

Appendix D: Reassurance email

Industry Attitudes to Product Safety

ID: 11810/[insert IFF ID]

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We look forward to speaking with you,

Kind regards,

Rebecca Menys

Senior Research Manager

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