



Office for Product
Safety & Standards

OPSS Product Safety and Consumers: Wave 8

Technical report

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Detailed methodology

Overview

This research technical report presents the background to how the data was collected and analysed for the eighth wave of OPSS Public Attitudes Tracker (PAT). The main findings are based on a representative sample of 10,060 people from across the United Kingdom (UK) collected through online research methods. The survey builds on previous 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. An additional telephone survey of people who are very low or non-internet users was conducted in parallel with each online survey. The offline survey is not representative of the UK population. Sample sizes and fieldwork periods are as below:

	Online survey	Offline survey
Wave one	10,230 UK adults, 17 th to 30 th November 2020	512 offline adults, 23 rd November to 12 th December 2020
Wave two	10,296 UK adults, 17 th May to 15 th June 2021	251 offline adults, 3 rd to 28 th June 2021
Wave three	10,187 UK adults, 23 rd November to 14 th December 2021	251 offline adults, 25 th November 2021 to 5 th January 2022
Wave four	10,156 UK adults, 22 nd June to 5 th July 2022	252 offline adults, 6 th July to 28 th July 2022
Wave five	10,182 UK adults 23 rd November to 11 th December 2022	250 offline adults, 24 th November 2022 to 3 rd January 2023
Wave six	10,216 UK adults 16 th June to 3 rd July 2023	252 offline adults 29 th June to 19 th July 2023
Wave seven	10,023 UK adults 13 th December 2023 to 13 th January 2024	251 offline adults 3 rd to 17 th January 2024
Wave eight	10,060 UK adults 1 st to 19 th July 2024	261 offline adults 15 th July to 5 th August 2024

After the close of the online survey, four text-based online focus groups were conducted with survey participants. Groups were split by different characteristics, with one group of each of the below participants:

- adults aged 18 to 40 who own an e-bike or e-scooter
- adults aged 40+ who own an e-bike or e-scooter
- adults aged 18 to 40 who had experienced a safety issue with a product
- adults aged 40+ who had experienced a safety issue with a product

The groups also included a mix of age, social grade, genders, ethnicities, and locations. There were between 10 to 12 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 August 2024.

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 eight

	Unweighted N	Weighted N	Weighted %
Age			
18 to 24	1192	1133	11%
25 to 34	1850	1624	16%
35 to 44	1672	1672	17%
45 to 54	1761	1845	18%
55 to 64	1405	1348	13%
65 to 74	1213	1339	13%
75+	967	1099	11%
Gender			
Male	4904	4881	49%
Female	5156	5179	51%
Region			
North East	406	412	4%
North West	1111	1107	11%
Yorkshire and the Humber	822	825	8%
East Midlands	726	734	7%
West Midlands	873	885	9%
East of England	941	936	9%
London	1315	1318	13%
South East	1385	1378	14%
South West	869	865	9%
Wales	483	483	5%
Scotland	851	835	8%
Northern Ireland	278	282	3%
Social grade			
AB	2259	2817	28%

	Unweighted N	Weighted N	Weighted %
C1	2975	2917	29%
C2	2198	2113	21%
DE	2628	2213	22%
Ethnicity			
White British, other white minorities	8942	8900	89%
Black, Asian, Minority Ethnicities	1118	1160	11%
Education level			
Low	2282	2776	28%
Medium	4046	4198	42%
High	3732	3086	31%
Total	10060	10060	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 261 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 is heavily skewed to those aged over 55 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 eight

Variable	Unweighted N
Age	
18 to 54	0
55+	255
Educational attainment	
Low	133
Medium	87
High	41
Gender	
Male	111
Female	148
Total	261

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 sections are randomly rotated, with the cyber security and home battery energy storage 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:

- Private Light Electric Vehicles (PLEVs): questions only asked to those who report owning/ having access to at least one PLEV.
- Electric Vehicles: questions only asked to those who report owning/ having access to either a fully electric or hybrid plug-in vehicle (i.e. car or van).

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.

	W1	W2	W3	W4	W5	W6	W7	W8
Core sections								
Perceptions of safety	Y	Y	Y	Y	Y	Y	Y	Y
Perceptions of the OPSS	Y	N	Y	N	Y	N	Y	N
Experiences of safety issues	Y	Y	Y	Y	Y	Y	Y	Y
Perceptions and experiences of product recalls	Y	Y	Y	N	Y	N	Y	N
Perceptions and experiences of product registration	Y	Y	Y	Y	Y	Y	Y	Y
Topical sections								
Online purchasing	Y	Y	Y	Y	Y	Y	Y	Y

	W1	W2	W3	W4	W5	W6	W7	W8
Second-hand purchasing	Y	N	Y	N	N	Y	N	Y
Fireworks	Y	N	Y	N	Y	N	Y	N
Furniture labelling	Y	Y	N	N	N	N	N	N
Magnets	Y	Y	Y	Y	N	Y	N	Y
Country of origin labelling	Y	N	N	Y	N	N	N	N
E-Labelling	N	Y	N	Y	N	Y	N	Y
Inclusive design	Y	N	N	Y	N	N	N	N
COVID-19 face coverings	Y	N	N	N	N	N	N	N
Product labelling	N	Y	N	Y	N	N	N	N
Button and coin batteries	N	N	Y	Y	Y	Y	N	N
Circular economy	N	Y	N	N	Y	N	Y	N
Circular economy: right to repair	N	N	Y	N	N	N	N	N
Smart devices	N	Y	N	Y	N	Y	N	Y
Smart devices: cyber security	N	N	N	N	N	N	Y	N
UVC and air cleaners	N	Y	Y	Y	N	N	N	N
Home battery energy storage	N	Y	N	Y	N	Y	N	Y
Construction	N	N	N	Y	N	N	N	N
Safety gates	N	N	N	Y	N	N	N	N
Cost of living	N	N	N	Y	Y	Y	Y	Y
Eyelash serums/ creams	N	N	Y	N	Y	N	N	N
3D printers	N	Y	N	N	N	N	N	N
Personal Light Electric Vehicles (PLEVs)	N	N	N	N	Y	Y	Y	Y
Metrology/ measurements	N	N	N	N	Y	Y	Y	N
Nightwear	N	N	N	N	N	Y	N	N
Plug-in electric vehicles (cars/ vans)	N	N	N	N	N	N	Y	Y

Pilot study

YouGov conducted a thorough stage of survey testing which included piloting the online survey to a total of 111 people. The survey pilot was undertaken from 27th to 28th June 2024 and assessed the understanding of the questions, the survey logic and programming and the overall length of the survey.

Qualitative online focus groups

After the close of the online survey, four text-based online focus groups were conducted with those who opted into taking part at the end of the quantitative survey. 10 to 12 participants took part in each group. All groups had a mix of genders, ethnicities, and locations.

- **Group 1: 10 participants** – aged 18 to 40, e-bike/scooter owner.
- **Group 2: 10 participants** – aged 40+, e-bike/scooter owner.
- **Group 3: 10 participants** – 18-40 year olds, experienced safety issue with a product.
- **Group 4: 12 participants** – 40+ year olds, experienced safety issue with a product.

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 August 2024.

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 eight 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. The questions asked about safety issues were changed in wave eight and the figures in this section should not be compared with previous waves.

Overall experience of safety issues

In wave eight, 14.08% of UK adults report experiencing a safety issue with a listed product category in the last year. At the time of survey fieldwork, the estimated population of adults aged 18+ in the UK was 54,196,443¹. 14.08% of all UK adults is approximately 7.6 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	14.76%	8,000,000
Survey figure	14.08%	7,600,000
Low bound	13.40%	7,300,000

¹ Office for National Statistics. [*Estimates of the Population for the UK, England, Wales, Scotland and Northern Ireland \(Mid-Year 2023\)*](#). Retrieved 24th October 2024.

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 population statistics 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 2011 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 CNAAB first degree (e.g. BA, B.Sc, B.Ed)
- University of CNAAB 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

Survey questionnaire

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

Question type: Pdl

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

- <1> Comfortable on present income
- <2> Coping on present income
- <3> Finding it difficult on present income
- <4> Finding it very difficult on present income
- <98> Don't know
- <99> Prefer not to say

Base: All who are finding it difficult to cope on your present income (income attitude=3,4)

Question type: Multiple

#row order: randomize

#Question display logic:

*If [Bills_] - I am keeping up with all bills and 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

Question type: Pdl

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

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

Base: All respondents

Question type: 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: *Multiple*

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

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

<1>	The price	<8>	Online reviews/ recommendations
<2>	The brand name of the retailer	<9>	A previous experience of buying the product
<3>	The brand name of the manufacturer	<10>	What the product looks/ feels like
<4>	The country of manufacture/ origin	<11>	Recommendations from friends/ family
<5>	The warranty/ guarantee offered	<955 fixed>	Other (open [CCP2_other]) [open] please specify
<6>	The UK government products safety framework	<977 fixed xor>	Don't know

<7>	A kitemark/ quality trademark	<944 fixed xor>	Not applicable – nothing
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Base: All respondents

Question type: Grid

#row order: randomize

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

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

Question type: Text

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

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

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

Question type: *Text*

#Question display logic:

if error_TO11a

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

Base: All in online purchase section

Question type: *Multiple*

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

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

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

Question type: *Text*

#Question display logic:

if error_TO11b

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

Base: All in online purchase section

Question type: Multiple

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

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

- | | |
|-----------|---|
| <1> | Online (open [TO11b_open1]) [open:integer] |
| <2> | Offline (open [TO11b_open2]) [open:integer] |
| <944 xor> | Not applicable – I haven't bought this type of product in the past 6 months |
| <977 xor> | Don't know |

Question type: Text

#Question display logic:

if error_TO11c

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

Base: All in online purchase section

Question type: Multiple

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

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

- | | |
|-----------|---|
| <1> | Online (open [TO11c_open1]) [open:integer] |
| <2> | Offline (open [TO11c_open2]) [open:integer] |
| <944 xor> | Not applicable – I haven't bought this type of product in the past 6 months |
| <977 xor> | Don't know |

Question type: Text

#Question display logic:

if error_TO11d

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

Base: All in online purchase section

Question type: Multiple

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

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

- | | |
|-----------|---|
| <1> | Online (open [TO11d_open1]) [open:integer] |
| <2> | Offline (open [TO11d_open2]) [open:integer] |
| <944 xor> | Not applicable – I haven't bought this type of product in the past 6 months |
| <977 xor> | Don't know |

Question type: Text

#Question display logic:

if error_TO11e

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

Base: All in online purchase section

Question type: Multiple

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

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

- | | |
|-----------|---|
| <1> | Online (open [TO11e_open1]) [open:integer] |
| <2> | Offline (open [TO11e_open2]) [open:integer] |
| <944 xor> | Not applicable – I haven't bought this type of product in the past 6 months |
| <977 xor> | Don't know |

Question type: Text

#Question display logic:

if error_TO11f

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

Base: All in online purchase section

Question type: Multiple

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

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

- | | |
|-----------|---|
| <1> | Online (open [TO11f_open1]) [open:integer] |
| <2> | Offline (open [TO11f_open2]) [open:integer] |
| <944 xor> | Not applicable – I haven't bought this type of product in the past 6 months |
| <977 xor> | Don't know |

Question type: Text

#Question display logic:

if error_TO11g

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

Base: All in online purchase section

Question type: Multiple

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

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

- | | |
|-----------|---|
| <1> | Online (open [TO11g_open1]) [open:integer] |
| <2> | Offline (open [TO11g_open2]) [open:integer] |
| <944 xor> | Not applicable – I haven't bought this type of product in the past 6 months |
| <977 xor> | Don't know |

Question type: Text

#Question display logic:

if error_TO11h

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

Base: All in online purchase section

Question type: Multiple

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

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

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

Question type: Text

#Question display logic:

if error_TO11i

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

Base: All in online purchase section

Question type: Multiple

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

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

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

Base: All in online purchase section

Question type: Multiple

[TO12] Which, if any, of the following do you think describes what “online marketplaces” are? (Please select all that apply)

<1>	Multiple third parties (including professional businesses and individuals) selling products, not including second-hand/handmade items
<2>	Individuals selling second-hand or handmade items (e.g. clothing, accessories)
<3>	Brands selling their own products to consumers
<4>	Companies selling products to other businesses
<5>	Companies selling a range of branded products they select
<944 fixed xor>	None of these
<977 fixed xor>	Don't know

Base: *All in online purchase section*

Question type: **Multiple**

#row order: *randomize(Rand12)*

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

<1>	Amazon marketplace or Amazon handmade
<2>	Etsy
<3>	Wish
<4>	Ebay
<5>	Aliexpress
<6>	Vinted
<7>	Shpock
<8>	Depop
<10>	Facebook Marketplace
<11>	Discogs
<13>	Temu
<12>	TikTok Shop
<9 fixed>	Other online marketplace (open [TO7_other1]) [open] please specify
<955 fixed>	Other social media marketplace (open [TO7_other2]) [open] please specify
<977 fixed xor>	Don't know / can't recall
<944 fixed xor>	Not applicable - I have not purchased from any of these in the past 6 months

Base: All who purchased a product from third party online platform

Question type: Grid

#row order: randomize(Rand12)

[TO13] How often have you purchased products from each of the following platforms in the past 6 months?

- | | |
|--|----------------------------------|
| - [TO13_1] Amazon marketplace or Amazon handmade | -[TO13_7] Shpock |
| - [TO13_2] Etsy | -[TO13_8] Depop |
| - [TO13_3] Wish | - [TO13_10] Facebook Marketplace |
| - [TO13_4] Ebay | - [TO13_11] Discogs |
| - [TO13_5] Aliexpress | - [TO13_13] Temu |
| - [TO13_6] Vinted | - [TO13_12] TikTok Shop |
- <1> More than once a week
<2> Once a week
<3> Once a fortnight
<4> Once a month
<5> Less than once a month
<977 fixed xor> Don't know

Question type: Open

#integer Only

#Question display logic:

if TO13_1 in [1,2,3,4]

[TO13a_1] You previously mentioned that you purchase products from **Amazon Marketplace/ Amazon handmade** at least once a month.

How much do you generally spend on this online platform per month? Please type your answer, in numbers in the box below. If you are unsure, please give your best estimate.

Range: 0 ~ 10000

Question type: Open

#integer Only

#Question display logic:

if TO13_2 in [1,2,3,4]

[TO13a_2] You previously mentioned that you purchase products from **Etsy** at least once a month.

How much do you generally spend on this online platform per month? Please type your answer, in numbers in the box below. If you are unsure, please give your best estimate.

Range: 0 ~ 10000

Question type: Open

#integer Only

#Question display logic:

if TO13_3 in [1,2,3,4]

[TO13a_3] You previously mentioned that you purchase products from **Wish** at least once a month.

How much do you generally spend on this online platform per month? Please type your answer, in numbers in the box below. If you are unsure, please give your best estimate.

Range: 0 ~ 10000

Question type: Open

#integer Only

#Question display logic:

if TO13_4 in [1,2,3,4]

[TO13a_4] You previously mentioned that you purchase products from **eBay** at least once a month.

How much do you generally spend on this online platform per month? Please type your answer, in numbers in the box below. If you are unsure, please give your best estimate.

Range: 0 ~ 10000

Question type: Open

#integer Only

#Question display logic:

if TO13_5 in [1,2,3,4]

[TO13a_5] You previously mentioned that you purchase products from **Aliexpress** at least once a month.

How much do you generally spend on this online platform per month? Please type your answer, in numbers in the box below. If you are unsure, please give your best estimate.

Range: 0 ~ 10000

Question type: **Open**
#integer Only
#Question display logic:
if TO13_6 in [1,2,3,4]

[TO13a_6] You previously mentioned that you purchase products from **Vinted** at least once a month.

How much do you generally spend on this online platform per month? Please type your answer, in numbers in the box below. If you are unsure, please give your best estimate.

Range: 0 ~ 10000

Question type: **Open**
#integer Only
#Question display logic:
if TO13_7 in [1,2,3,4]

[TO13a_7] You previously mentioned that you purchase products from **Shpock** at least once a month.

How much do you generally spend on this online platform per month? Please type your answer, in numbers in the box below. If you are unsure, please give your best estimate.

Range: 0 ~ 10000

Question type: **Open**
#integer Only
#Question display logic:
if TO13_8 in [1,2,3,4]

[TO13a_8] You previously mentioned that you purchase products from **Depop** at least once a month.

How much do you generally spend on this online platform per month? Please type your answer, in numbers in the box below. If you are unsure, please give your best estimate.

Range: 0 ~ 10000

Question type: **Open**
#integer Only
#Question display logic:
if TO13_10 in [1,2,3,4]

[TO13a_10] You previously mentioned that you purchase products from **Facebook Marketplace** at least once a month.

How much do you generally spend on this online platform per month? Please type your answer, in numbers in the box below. If you are unsure, please give your best estimate.

Range: 0 ~ 10000

Question type: Open

#integer Only

#Question display logic:

if TO13_11 in [1,2,3,4]

[TO13a_11] You previously mentioned that you purchase products from **Discogs** at least once a month.

How much do you generally spend on this online platform per month? Please type your answer, in numbers in the box below. If you are unsure, please give your best estimate.

Range: 0 ~ 10000

Question type: Open

#integer Only

#Question display logic:

if TO13_12 in [1,2,3,4]

[TO13a_12] You previously mentioned that you purchase products from **TikTok Shop** at least once a month.

How much do you generally spend on this online platform per month? Please type your answer, in numbers in the box below. If you are unsure, please give your best estimate.

Range: 0 ~ 10000

Question type: Open

#integer Only

#Question display logic:

if TO13_13 in [1,2,3,4]

[TO13a_13] You previously mentioned that you purchase products from **Temu** at least once a month.

How much do you generally spend on this online platform per month? Please type your answer, in numbers in the box below. If you are unsure, please give your best estimate.

Range: 0 ~ 10000

Base: All who purchased a product from third party online platform

Question type: Grid-Check

#row order: randomize(Rand12)

[TO14a] Which, if any, of the following **types of product** have you purchased from each of the following platforms in the past 6 months?

-[TO14a_1]	Amazon marketplace or Amazon handmade
-[TO14a_2]	Etsy
-[TO14a_3]	Wish
-[TO14a_4]	Ebay
-[TO14a_5]	Aliexpress
-[TO14a_6]	Vinted
-[TO14a_7]	Shpock
-[TO14a_8]	Depop
-[TO14a_10]	Facebook Marketplace
-[TO14a_13]	Temu
-[TO14a_12]	TikTok Shop
<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)
<944 fixed xor>	None of these
<977 fixed xor>	Don't know/ can't recall

Base: All who purchased a product from third party online platform in the last 6 months

Question type: Single

#row order: reverse

#Question display logic:
if not TO7.has_any([977,944])

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

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

Base: All in online purchase section

Question type: Multiple

#row order: randomize(Rand12)

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

- <1> Amazon marketplace or Amazon handmade
- <2> Etsy
- <3> Wish
- <4> Ebay
- <5> Aliexpress
- <6> Vinted
- <7> Shpock
- <8> Depop
- <10> Facebook Marketplace
- <11> Discogs
- <13> Temu
- <12> TikTok Shop
- <9 fixed> Other online marketplace (specify) (open [TO9_other1])
[open]
- <955 fixed> I have sold an item elsewhere online (open [TO9_other2])
[open]
- <944 fixed xor> I have not sold an item online in the past 6 months
- <977 fixed xor> Don't know / can't recall

Base: All who sold a product on an online platform

Question type: Multiple

#Question display logic:
if not TO9.has_any([944,977])

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

- <1> New
- <2> Second-hand
- <3> A sale from a business you own/ work for
- <955 fixed> Other (open [TO10_other]) [open]
- <977 fixed xor> Don't know can't recall

Base: All respondents

Question type: Grid

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

- | | |
|--|--|
| -[TO1_1] Amazon | -[TO1_4] Other online marketplaces (e.g. Depop, Shpock) |
| -[TO1_3] Amazon marketplace or Amazon handmade | -[TO1_6] Social media marketplace (e.g Facebook Marketplace) |
| -[TO1_7] Etsy | -[TO1_2] Online retailer (e.g. Argos, Wayfair, Sainsburys) |
| -[TO1_8] Wish | -[TO1_5] Manufacturer's website (e.g. Beko, Apple) |
| -[TO1_9] Ebay | - [TO1_13] Temu |
| - Aliexpress | - TikTok Shop |
| [TO1_10] | [TO1_12] |
-
- <1> Very safe
 - <2> Safe
 - <3> Not very safe
 - <4> Not safe at all
 - <977> Don't know

Base: All respondents

Question type: Grid

#row order: randomize

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

- [TO4_1] Phone charger
- [TO4_2] Vacuum cleaner
- [TO4_3] Washing machine
- [TO4_4] Pushchair
- [TO4_5] Cuddly toy
- [TO4_6] Perfume / cologne
- [TO4_7] Shoes
- [TO4_8] Sofa
- [TO4_9] Make-up/ cosmetics
- [TO4_10] Musical greetings cards
- <1> Very cautious
- <2> Somewhat cautious
- <3> Not very cautious
- <4> Not at all cautious
- <944> Not applicable – I would never buy this product online

Base: All in elabelling section

Question type: **Grid-Check**

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

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

- [TE1a_1] Electrical appliances (e.g. toaster, laptop, games console)
- [TE1a_2] Baby products (e.g. baby car seat, cot, pushchairs, bedding, changing table)
- [TE1a_3] Toys (e.g. board game, action figure, building blocks)
- [TE1a_5] Large domestic appliances (e.g. refrigerator, washing machine, oven)
- [TE1a_7] Furniture / furnishings (e.g. sofa, bed, curtains, carpets)
- <1> CE mark
[IMAGE ce_mark_jpg]
- <2> UKCA mark
[IMAGE ukca_mark_jpg]
- <3> Baby with a line
[IMAGE baby_with_a_line_jpg]

<4>	BSI Kitemark [IMAGE british_standards_institution_kitemark_jpg]
<5>	Lion Mark [IMAGE lion_mark_jpg]
<6>	Pictogram [IMAGE pictogram_jpg]
<7>	Display label [IMAGE flame_resistant_display_label_jpg]
<944 fixed xor>	None of these
<977 fixed xor>	Don't know

Base: All in e-labelling section

Question type: **Grid**

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

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

-[TE2_1]	CE mark [IMAGE ce_mark_jpg]
-[TE2_2]	UKCA mark [IMAGE ukca_mark_jpg]
-[TE2_3]	Baby with a line [IMAGE baby_with_a_line_jpg]
-[TE2_4]	BSI Kitemark [IMAGE british_standards_institution_kitemark_jpg]
-[TE2_5]	Lion Mark [IMAGE lion_mark_jpg]
-[TE2_6]	Pictogram [IMAGE pictogram_jpg]
-[TE2_7]	Display label [IMAGE flame_resistant_display_label_jpg]
<1>	The product conforms to the European Economic Area's health, safety, and environmental protection standards
<2>	The product conforms to the UK's health, safety, and environmental standards
<3>	The product is not suitable for young children (under a specified age)
<4>	The product has been tested and checked to meet a recognised industry standard
<5>	The product is a toy considered safe and high quality by an industry association

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

Question type: **Single**

#Question display logic:

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

[TE3_product] THIS IS SHOWN ONLY IN TEST MODE dummy variable to set product

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

Base: All in e-labelling section

Question type: **Single**

#row order: randomize

[TE3] For the following question, by “product label” we mean a permanent label or marking attached to the physical product.

In which ONE, if any, of the following ways would you prefer to access safety information about \$TE3_product.lower?

- <1> On the physical product/ label
- <2> Via a QR code printed on the product/ label
- <3> On screen/ in device settings (if applicable)
- <4> Via a separate information sheet/ booklet (e.g. a manual)
- <5> Via a website address listed on the product / packaging
- <955 fixed> Other (open [TE3_other]) [open] please specify
- <977 fixed> Don't know

Base: All respondents

Question type: **Multiple**

#row order: randomize(rand9)

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

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

- <1> Electrical appliances (e.g. laptop, toaster, hairdryer, lights, vacuum cleaner, games console, smart home devices)
- <2> Baby products (e.g. baby car seat, cot, pushchairs, bedding, changing table)
- <3> Toys (e.g. board game, action figure, building blocks)
- <4> Cosmetics (e.g. hair dye, make up, shampoo, toothpaste)
- <5> White goods (e.g. refrigerator, washing machine, oven)
- <6> Clothes/ clothing accessories (e.g. shoes, sportswear, bags, jewellery)
- <7> Furniture/ furnishings (e.g. sofa, bed, curtains, carpets)
- <8> Homeware, non-electrical (e.g. crockery, wall decorations)
- <9> Sports and leisure item(s), not including clothes (e.g. treadmill, bikes and accessories, musical instruments)
- <944 fixed xor> None of these
- <977 fixed xor> Don't know

Base: All who would buy secondhand

Question type: **Multiple**

#row order: randomize

#Question display logic:

if TS1m.has_any([1,2,3,4,5,6,7,8,9])

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

- <1> Online marketplace (e.g. Amazon Marketplace, eBay, Etsy)
- <2> Online community buy and sell pages (e.g. social media community groups such as Facebook Marketplace, GumTree)
- <3> Charity shops (i.e. where sales fund a charitable organisation)
- <4> Second hand shops (i.e. private business not linked to a charity)

<5>	Car boot sales
<955 fixed>	Other (open [TS2_other]) [open] please specify
<977 fixed xor>	Don't know

Base: All who would buy secondhand

Question type: **Grid**

#row order: randomize

#Question display logic:

if TS1m.has_any([1,2,3,4,5,6,7,8,9])

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

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

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

Base: All who would buy secondhand

Question type: **Multiple**

#row order: randomize

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

<1>	I check if it comes with its original packaging / product information
<2>	I check if it looks 'used'
<3>	I check the product recall database
<4>	I check if it is covered by a warranty
<5>	I check if it has been registered with the original retailer/manufacturer
<6>	I ask the seller if they have noticed any faults
<7>	I check reviews and feedback on the seller
<8>	If it's an electrical item, I check if it has been PAT tested
<955 fixed>	Other (open [TS4m_other]) [open] please specify

<977 fixed xor> Don't know
 <944 fixed xor> Not applicable - I do not do anything

Base: All respondents

Question type: **Multiple**

#row order: randomize(rand9)

[CP1] For the following question, please think about any items bought new or second hand. Do not include gifts for someone outside your household or any items bought on holiday/ whilst overseas.

Which of the following have you purchased for yourself or your household to use in the **last SIX months** (i.e. since \$CP1_DATE)? (Please select all that apply)

- <1> Electrical appliances (e.g. laptop, toaster, hairdryer, lights, vacuum cleaner, games console, smart home devices)
- <2> Baby products (e.g. baby car seat, cot, pushchairs, bedding, changing table)
- <3> Toys (e.g. board game, action figure, building blocks)
- <4> Cosmetics (e.g. hair dye, make up, shampoo, toothpaste)
- <5> 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> 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> \$CP2_category5_other.raw
- <944 fixed xor> Not applicable - they weren't smart goods

#option display logic:

<1> - If [CP2_category5] - Refrigerator / freezer is selected

And <2> - If [CP2_category5] - Extractor is selected

And <3> - If [CP2_category5] - Washing machine / combined washer-dryer is selected

And <4> - If [CP2_category5] - Tumble dryer is selected

And <5> - If [CP2_category5] - Electric oven is selected

And <6> - If [CP2_category5] - Dishwasher is selected

And <7> - If [CP2_category5] - Gas appliances (e.g. gas cookers, gas fires, gas boilers) is selected

And <955> - If [CP2_category5] - Other is selected

[if 1 in CP2_category5 and 2 in CP2_category5 and 3 in CP2_category5 and 4 in CP2_category5 and 5 in CP2_category5 and 6 in CP2_category5 and 7 in CP2_category5 and 955 in CP2_category5]

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> 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:

<5> - If [CP3] - Second hand used is selected
And <6> - If [CP3] - Second hand used is selected
[if CP3 == 3 and 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

Base: All allocated a product, bought from third party on online marketplace

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
- <10> Online user reviews

<2 if CP2_PRODUCT in [1,2,3,4,5,6,7,28,29,30,31,32,33]>	Running costs	<11> Reviews from independent consumer bodies (e.g. Which?)
<3>	Environmental impact	<12> Recommendations from friends or family
<4>	Style / fashion	<13> Ease of purchase
<5>	Quality	<14> Speed of delivery
<6>	Product safety	<15> Ease of use
<7>	Brand name	<16> Ethical production
<8>	The retailer or seller	<944 fixed xor> None of these
<9>	Warranty / money back guarantee	

Base: All who selected price and running cost (CP8=1 AND 2)

Question type: Single

#row order: rotate

#Question display logic:

If [CP8] - Purchase price is selected

And If [CP8] - Running costs is selected

[if 1 in CP8 and 2 in CP8]

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

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

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

Question type: Text

******The next section contains a number of questions about your experience of product safety issues.

By product safety issues, we mean issues that may have occurred as part of normal everyday use of the product. Those issues may have occurred due to the product being poorly designed, manufactured or otherwise not being fit for purpose.

Issues that do not relate to the normal functioning of a product (for example, dropping the product on yourself/someone else accidentally) do not qualify as product safety issues.**

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

[CE15] Thinking about the last year (ie. since June 2024)... Which, if any, of the following types of products have you experienced a safety issue with? Please select all that apply.

- <1> Electrical appliances (e.g. laptop, toaster, hairdryer, lights, vacuum cleaner, games console, smart home devices, pressure washer)
- <2> Baby products (e.g. baby car seat, cot, pushchairs, bedding, changing table, nappies)
- <3> Toys (e.g. board game, action figure, building blocks, remote control car)
- <4> Cosmetics and toiletries (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, tennis racket, musical instruments)
- <977 fixed xor> Don't know/ can't recall
- <944 fixed xor> Not applicable – I have not experienced a product safety issue with any of these types of products in the last year

#order: randomize

Base: All who purchased electricals

Question type: **Multiple**

#row order: randomize

#Question display logic:

If [CE15] - Electrical appliances (e.g. laptop, toaster, hairdryer, lights, vacuum cleaner, games console, smart home devices, pressure washer) is selected [if 1 in CE15]

[CE15_category1] For the following questions please think about the electrical appliances category you experienced a safety issue with in the last year...

What products did you experience a safety issue with? (Please select all that apply)

- <1> Laptop / tablet/ mobile phone
- <2> Charger (e.g. for phone, laptop, camera)

- <3> Speaker / headphones
- <4> Small kitchen appliance (e.g. toaster, kettle, blender, microwave, coffee machine, air fryer)
- <5> Electronic game / console
- <6> Vacuum cleaner
- <7> Smart home device (e.g. smart speaker/ assistant, smart thermostat)
- <955 fixed> Other please specify (open [CE15_category1_other]) [open]

Base: All who purchased baby items

Question type: **Multiple**

#row order: randomize

#Question display logic:

If [CE15] - Baby products (e.g. baby car seat, cot, pushchairs, bedding, changing table, nappies) is selected [if 2 in CE15]

[CE15_category2] For the following questions please think about the baby product category you experienced a safety issue with in the last year...

What products did you experience a safety issue with? (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 please specify (open [CE15_category2_other]) [open]

Base: All who purchased toys

Question type: **Multiple**

#row order: randomize

#Question display logic:

If [CE15] - Toys (e.g. board game, action figure, building blocks, remote control car) is selected [if 3 in CE15]

[CE15_category3] For the following questions please think about the toys you experienced a safety issue with in the last year...

What products did you experience a safety issue with? (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 please specify (open [CE15_category3_other]) [open]

Base: All who purchased cosmetics

Question type: **Multiple**

#row order: randomize

#Question display logic:

If [CE15] - Cosmetics and toiletries (e.g. hair dye, make up, shampoo, toothpaste) is selected [if 4 in CE15]

[CE15_category4] For the following questions please think about the cosmetics category you experienced a safety issue with in the last year...

What products did you experience a safety issue with? (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 please specify (open [CE15_category4_other]) [open]

Base: All who purchased white goods

Question type: **Multiple**

#row order: randomize

#Question display logic:

If [CE15] - Large domestic appliances (e.g. refrigerator, washing machine, oven) is selected [if 5 in CE15]

[CE15_category5] For the following questions please think about the large domestic appliances you experienced a safety issue with in the last year...

What products did you experience a safety issue with? (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 please specify (open [CE15_category5_other]) [open]

Base: All who purchased clothing

Question type: **Multiple**

#row order: randomize

#Question display logic:

If [CE15] - Clothes / clothing accessories (e.g. shoes, sportswear, bags, jewellery) is selected [if 6 in CE15]

[CE15_category6] For the following questions please think about the clothes/ clothing accessories you experienced a safety issue with in the last year...

What products did you experience a safety issue with? (Please select all that apply)

- <1> Footwear
- <2> Sportswear/ leisurewear
- <3> Bags
- <4> Jewellery
- <5> Clothing
- <955 fixed> Other please specify (open [CE15_category6_other]) [open]

Base: All who purchased furniture

Question type: **Multiple**

#row order: randomize

#Question display logic:

If [CE15] - Furniture / furnishings (e.g. sofa, bed, curtains, carpets) is selected [if 7 in CE15]

[CE15_category7] For the following questions please think about the furniture and furnishings you experienced a safety issue with in the last year...

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 please specify (open [CE15_category7_other]) [open]

Base: All who purchased homeware

Question type: **Multiple**

#row order: randomize

#Question display logic:

If [CE15] - Homeware, non-electrical (e.g. crockery, wall decorations) is selected [if 8 in CE15]

[CE15_category8] For the following questions please think about the homeware you experienced a safety issue with in the last year...

What products did you experience a safety issue with? (Please select all that apply)

- <1> Crockery
- <2> Silverware/ cutlery
- <3> Wall decorations (e.g. picture frames, mirrors)
- <4> Towels/ bedding
- <955 fixed> Other please specify (open [CE15_category8_other]) [open]

Base: All who purchased sports and leisure

Question type: **Multiple**

#row order: randomize

#Question display logic:

If [CE15] - Sports and leisure item(s), not including clothes (e.g. treadmill, bikes and accessories, tennis racket, musical instruments) is selected [if 9 in CE15]

[CE15_category9] For the following questions please think about the sports & leisure category you experienced a safety issue with in the last year...

What products did you experience a safety issue with? (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 please specify (open [CE15_category9_other]) [open]

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

[CE15_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 \$CE15_product.lower. If you have experienced more than one safety issue with the \$CE15_product.lower, please think about the most recent.

Question type: **Single**
 #row order: randomize
 #Question display logic:
 if CE15_product

[CE16] Thinking about the safety issue you had with the following product: \$CE15_product.lower...

On balance, which of the following do you think was the main cause of this safety issue?

- <1> Design flaws or faults related to the product itself (e.g. manufacturing faults, product wearing out prematurely)
- <2> My own/someone else's misuse or improper handling of the product
- <3> Due to the product being 'worn out' after an extended period of use
- <4> Poor or misleading instructions
- <5> Issue not related to the product itself (e.g. accidental damage, misunderstanding the instructions, problem caused by something external to the product)

<98 fixed> Don't know

Base: Experienced a safety issue with a product

Question type: **Single**

#Question display logic:

if CE15_product

[CE2] Thinking about the safety issue you had with the following product:

\$CE15_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 CE15_product

[CE3] You said you experienced a safety issue with the following product:

\$CE15_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:

\$CE15_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 |

Question type: **Single**

#Question display logic:

if CE15_product

[CE37_new] You said you experienced a safety issue with the following product:

\$CE15_product.lower resulted in damage.

What was the financial impact of this safety issue on you (e.g. cost of replacing or repairing the product, cost of replacing or repairing other items that were affected by it, hospital charges etc.)? If you are unsure, please give your best estimate.

- | | |
|------|------------|
| <1> | £0 |
| <2> | £1-10 |
| <3> | £11-25 |
| <4> | £26-50 |
| <5> | £51-100 |
| <6> | £101-250 |
| <7> | £251+ |
| <98> | Don't know |

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:

\$CE15_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 CE15_product

[CE7] Which of the following actions did you take after becoming aware of the safety issue with the following product: **\$CE15_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

Question type: *Single*
 #Question display logic:
 if CE15_product

[CE14a] Which, if any, of the following best describes the current status of the safety issue?

- <1> It is still an issue, and I am trying to resolve/ fix it
- <2> It is still an issue, but I have given up trying to resolve it
- <3> It is no longer a safety issue/ I no longer have the item
- <97> Other (open [CE14a_other]) [open] please specify
- <4> Don't know

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 CE15_product

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

Please describe, in as much detail as possible what happened (i.e. 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

Question type: **Multiple**

#row order: *randomize*

[CE12] Have you ****ever**** reported a safety issue to any of the following organisations?
(Please select all that apply)

<1>	The police	<7>	The Office for Product Safety and Standards (OPSS)
<2>	Directly to my local authority \$CE12_resp2	<8>	The manufacturer
<3 if profile_GOR in [1,2,3,4,5,6,7,8,9,10]>	The Citizens Advice Consumer Helpline	<9>	The seller/ where I bought it from
<4 if profile_GOR == 11>	Advice Direct Scotland	<955 fixed>	Other (open [CE12_open]) [open]
<5>	The media (e.g. newspaper, radio, TV)	<977 fixed xor>	Don't know/ can't recall
<6>	Which?	<944 fixed xor>	Not applicable – have never reported a safety issue to anyone

Base: All who complained/ reported to a valid organisation or the retailer/ manufacturer

Question type: **Grid**

[CE13] You said you reported a safety issue to the following people/ organisations.
Thinking about the most recent occasion...

How satisfied, if at all, with their response or the actions they took?

-[CE13_1]	The police
-[CE13_2]	Your local authority \$CE13_2_resp
-[CE13_3]	The Citizens Advice Consumer Helpline
-[CE13_4]	Advice Direct Scotland
-[CE13_5]	The media (e.g. newspaper, radio, TV)
-[CE13_6]	Which?
-[CE13_7]	The Office for Product Safety and Standards (OPSS)
-[CE13_8]	The manufacturer

-[CE13_9]	The place you bought it from
<1>	Very satisfied
<2>	Fairly satisfied
<3>	Not very satisfied
<4>	Not satisfied at all
<5>	Don't know/ can't recall

#option display logic:

*[CE13_1] - If [CE12] - The police is selected
And [CE13_2] - If [CE12] - Directly to my local authority \$CE12_resp2 is selected
And [CE13_3] - If [CE12] - The Citizens Advice Consumer Helpline is selected
And [CE13_4] - If [CE12] - Advice Direct Scotland is selected
And [CE13_5] - If [CE12] - The media (e.g. newspaper, radio, TV) is selected
And [CE13_6] - If [CE12] - Which? is selected
And [CE13_7] - If [CE12] - The Office for Product Safety and Standards (OPSS) is selected
And [CE13_8] - If [CE12] - The manufacturer is selected
And [CE13_9] - If [CE12] - The seller/ where I bought it from is selected
[if 1 in CE12 and 2 in CE12 and 3 in CE12 and 4 in CE12 and 5 in CE12 and 6 in CE12 and 7 in CE12 and 8 in CE12 and 9 in CE12]*

Base: All who experienced a safety issue

Question type: **Grid**

#row order: randomize(rand4)

#Question display logic:

if CE15_product

[CE9] To what extent do you agree or disagree with the following statements about the safety issue you had with the following product: \$CE15_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/help and 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
<98>	Don't know
<944 fixed xor>	Not applicable

Base: All who experienced a safety issue

Question type: Grid

#row order: randomize(rand4)

#Question display logic:

if CE15_product

[CE10] To what extent do you agree or disagree with the following statements about the safety issue you had with the following product: \$CE15_product.lower? **And today ...**

- | | |
|-------------------------|---|
| -[CE10_1] | I understand my legal rights and responsibilities correctly |
| -[CE10_2] | I know where to get good information/help and 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 |
| -[CE10_5 if (CE14a==3)] | I was satisfied with how the issue got resolved |
| <1> | Strongly agree |
| <2> | Agree |
| <3> | Neither |
| <4> | Disagree |
| <5> | Strongly disagree |
| <98> | Don't know |
| <944 fixed xor> | Not applicable |

Base: All

Question type: Single

[CR13] As a reminder, product registration involves providing your details and model details to the manufacturer when you bought it so that they could contact you if a safety issue was later identified with your make/model of product.

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

- | | |
|-------|------------------------|
| <1> | Very comfortable |
| <2> | Fairly comfortable |
| <3> | Not very comfortable |
| <4> | Not comfortable at all |
| <977> | Don't know |

Base: All

Question type: **Single**

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

- | | |
|-------|------------------------|
| <1> | Very comfortable |
| <2> | Fairly comfortable |
| <3> | Not very comfortable |
| <4> | Not comfortable at all |
| <977> | Don't know |

Question type: **Text**

Moving on...

Base: All in PLEV section

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 e.g. rental eBikes)

- | | |
|-----------------|---|
| <1> | eScooter |
| <2> | eBike/ Electrically Assisted Pedal Cycle (EAPC) |
| <4> | Hoverboard |
| <5> | E-unicycle/ self-balancing mono-wheel |
| <6 fixed> | Other (open [TPL1_open]) [open] please specify |
| <977 fixed xor> | Don't know |
| <999 fixed xor> | Not 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])

Base: All who own/ have access to a PLEV

Question type: **Single**

#Question display logic:

if TPL1.has_any([1,2,3,4,5,6])

[TPL35] Thinking about all of the Personal Light Electric Vehicles (PLEV) listed in the previous question that you have access to or own...

Are you the sole user of this/these PLEVs, or do other people also use them? If you are ****not**** the sole user, please specify the total number of ****other**** people who use your PLEVs.

- <1> I am the sole user
- <2> 1 other person uses my PLEVs
- <3> 2 other people use my PLEVs
- <4> 3 or more other people use my PLEVs
- <97> Other (open [TPL35_open]) [open] please specify
- <98> Don't know

Question type: Single

[TPL23] You said you own/ have access to a Personal Light Electric Vehicle (PLEV) such as an eScooter, eBike, hoverboard etc.

In a typical week, what is the **main** purpose you use these PLEVs for? If you use multiple PLEVs for different purposes, please select the one you spend the most time doing.

- <1> Commuting (e.g. to work or school)
- <2> Carrying out work (e.g. food delivery)
- <3> Leisure
- <4> Running errands (e.g. grocery shopping)
- <5> Mobility/disability
- <97> Other (open [TPL23_other]) [open] please specify
- <98> Don't know

Base: All who own/ have access to a PLEV

Question type: Single

#Question display logic:

if TPL1.has_any([2,3])

[TPL14] You said you own/ have access to an eBike/ Electrically Assisted Pedal Cycle (EAPC). Was this eBike/ EAPC converted from a non-electrically assisted bike?

- <1> Yes, it was/ is

<2> No, it is not
<977 fixed xor> Don't know

Base: All who own/ have access to a PLEV

Question type: Single

#Question display logic:

If [TPL14] - Yes, it was/ is is selected [if TPL14 == 1]

[TPL15] Which of the following people ****mainly**** carried out the conversion of this bike?

<1> Myself
<2> A friend/ family member
<3> A professional (e.g. bicycle shop technician)
<977 fixed xor> Don't know

Question type: Multiple

#Question display logic:

If [TPL15] - Myself is selected [if TPL15 == 1]

[TPL36] Thinking about how you carried out the conversion, did you use a specialised conversion kit, or did you buy the parts needed for the conversion separately?

If you did both of these, please select both options.

<1> Used a specialised conversion kit
<2> Bought parts separately
<977 fixed xor> Don't know

Question type: Open

#integer Only

[TPL22a] You said you own/ have access to a Personal Light Electric Vehicle (PLEV) such as an eScooter, eBike, hoverboard etc.

In a typical week, how much time in total do ****you personally**** use these PLEVs? Include all of the PLEVs you own/ have access to and use in a typical week.

(Please type your answer in the box below, giving your answer to the ****nearest hour****)

Range: 0 ~ 168

Not Sure

Question type: **Open**
#integer Only

[TPL22b] You said you own/ have access to a Personal Light Electric Vehicle (PLEV) such as an eScooter, eBike, hoverboard etc.

In a typical week, how much time in total do ****other people**** use these PLEVs? Include all of the PLEVs you own/ have access to in a typical week.

(Please type your answer in the box below, giving your answer to the ****nearest hour****)

Range: 0 ~ 168
Not Sure

Question type: **Multiple**

[TPL17] You said you own/ have access to a Personal Light Electric Vehicle (PLEV) such as an eScooter, eBike, hoverboard etc.

From which, if any, of the following places have you purchased PLEVs from? Please select all that apply.

- | | | | |
|------|--|-----------------|---|
| <1> | A high street retailer (in-store) | <8> | Third party sellers on social media (e.g. Facebook, Instagram, TikTok) |
| <9> | A high street retailer (online) | <6> | Directly from the previous owner |
| <2> | A discount retailer/ outlet (in-store) | <7> | Directly from the manufacturer |
| <10> | A discount retailer/ outlet (online) | <955 fixed> | Other (open [TPL17_other]) [open] |
| <3> | Amazon | <977 fixed xor> | Don't know / can't recall |
| <4> | A specialist website | <944 fixed xor> | Not applicable – I did not purchase it myself (e.g. received as a gift) |
| <5> | Third party sellers on online marketplace (e.g. Amazon marketplace, eBay, Gumtree) | | |

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

[TPL37] Thinking about all of the Personal Light Electric Vehicles (PLEV) you own/have access to...

Was/were this/these PLEVs bought new or second-hand. If you own/have access to multiple PLEVs, please select all that apply.

- <1> Bought new
- <2> Bought second hand
- <3 xor> Don't know

Question type: **Single**
#Question display logic:
If [TPL17] - Not applicable – I did not purchase it myself (e.g. received as a gift) is selected [if 944 in TPL17]

[TPL38] You said you did not purchase any of your PLEVs yourself...
Was/were the PLEV(s) provided to you as part of a job (e.g. delivery job)

- <1> Yes
- <2> No

Question type: **Single**
#Question display logic:
If [TPL38] - Yes is selected [if TPL38 == 1]

[TPL39] You said a PLEV was provided to you as part of a job... Was it given to you directly by the employer, or via a third party company?

- <1> Directly from the employer
- <2> Via a third-party company

Base: All who own/ have access to a PLEV
Question type: **Multiple**

[TPL2] You said you own/ have access to a Personal Light Electric Vehicle (PLEV) such as an eScooter, eBike, hoverboard etc.

Have you ever separately purchased a battery or charger for one of these devices? Please select all that apply.

- <1> Yes, a battery purchased on its own

<2>	Yes, a charger purchased on its own
<4>	Yes, a battery and charger purchased together as a single product
<3 xor>	No, none of these
<977 xor>	Don't know

Base: All who own/ have access to a PLEV and have purchased a battery or charger

Question type: **Multiple**

#row order: randomize

#Question display logic:

if TPL2.has_any([1,2,4])

[TPL18] You said you have separately purchased a battery/ charger for a Personal Light Electric Vehicle (PLEV)...

From which, if any, of the following places have you purchased batteries/ chargers from?

<1>	A high street retailer (in-store)	<6>	Directly from the previous owner
<9>	A high street retailer (online)	<7>	Directly from the manufacturer
<2>	A discount retailer/ outlet (in-store)	<8>	Third party sellers on social media (e.g. Facebook, Instagram, TikTok)
<10>	A discount retailer/ outlet (online)	<955 fixed>	Other (open [TPL18_open]) [open]
<3>	Amazon	<977 fixed xor>	Don't know / can't recall
<4>	A specialist website	<944 fixed xor>	Not applicable – I did not purchase it myself (e.g. received as a gift)
<5>	Third party sellers on online marketplace (e.g. Amazon marketplace, eBay, Gumtree)		

Question type: **Multiple**

#row order: randomize

#Question display logic:

if TPL2.has_any([1,2,4])

[TPL20] You said you have separately purchased a battery/ charger for a Personal Light Electric Vehicle (PLEV)...

Which, if any, of the following actions did you take in order to ensure that the battery/charger was compatible with your PLEV before purchasing? Please select all that apply.

- | | | | |
|-----|--|-----------------|--|
| <1> | I compared the voltage ratings of the charger/battery with those recommended by the manufacturer | <7> | I checked for UKCA or CE marking |
| <2> | I checked the connector type to ensure it matched the port on my PLEV | <8> | Ask family members or friends who may have experience with PLEVs |
| <3> | I consulted the manufacturer's website or documentation for compatibility information | <9> | Compared the charger with my existing charger |
| <4> | I asked the retailer where I was buying it whether it was compatible | <955 fixed> | Other (open [TPL20_other]) [open] |
| <5> | I asked for assistance from PLEV technicians or experts | <977 fixed xor> | Don't know / can't recall |
| <6> | I checked online reviews or forums | <944 fixed xor> | Not applicable – I did not check if it was compatible with my PLEV |

Question type: **Single**

#Question display logic:

If [TPL20] - Not applicable – I did not check if it was compatible with my PLEV is selected [if 944 in TPL20]

[TPL33] You said you did not check if the charger/battery was compatible with your PLEV before purchasing...

Before completing this survey, did you know where to find the manufacturers recommendations for compatible batteries / chargers?

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

Question type: **Open**

#integer Only

[TPL21] Thinking about all of the Personal Light Electric Vehicles (PLEV) you own/ have access to, how many additional _batteries_ do you own in total? Do not include the battery which came with the device when you bought it.

Not Sure

Question type: **Multiple**
 #Question display logic:
 if int(TPL21)>0

[TPL34] You said you own one or more additional batteries for your PLEVs...

Do you use this/these batteries in addition to the original battery that came with the device, or as a replacement for the original battery.

If you do both of these (e.g. for separate PLEVs), please select both options.

- | | |
|---------|---|
| <1> | In addition to the original battery |
| <2> | As a replacement for the original battery |
| <3 xor> | Don't know |

Base: All who own/ have access to a PLEV and have purchased a battery or charger

Question type: **Multiple**
 #row order: randomize
 #Question display logic:
 if TPL2.has_any([1,2,4])

[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 | <8> | Charge speed |
| <2> | Reviews | <9> | Battery life |
| <3> | Delivery time | <10> | Environmental factors |
| <4> | Technical specifications | <11> | Product safety |
| <5> | Compatibility of products | <96 fixed> | Other (open [TPL3_open])
[open] please specify |
| <6> | Brand | <977 fixed xor> | Don't know |
| <7> | Efficiency | | |

Base: All who own/ have access to a PLEV

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

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

-[TPL4_1]	eScooter
-[TPL4_2]	eBike/ Electrically Assisted Pedal Cycle (EAPC)
-[TPL4_3]	eBike
-[TPL4_4]	Hoverboard
-[TPL4_5]	e-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
<7>	Communal area (e.g. hallway between flats)
<8 if profile_work_stat in [1,2,3]>	At my employers/ where I am employed
<96 fixed>	Other
<977 fixed xor>	Don't know
<100 fixed xor>	Not applicable - I have not yet charged my PLEV

Question type: **Single**
#Question display logic:
if tpl4_arr.count(3)>0

[TPL4_garage] You said you frequently charge your Personal Light Electric Vehicle(s) in your garage... Is this garage:

<1>	Attached to another building (e.g. your house) with a room above it
<2>	Attached to another building (e.g. your house) without a room above
<3>	A standalone structure
<98>	Don't know

Question type: **Single**
#Question display logic:
if flag==1

[TPL27] You said you frequently charge your Personal Light Electric Vehicle inside your home...

Is this room directly connected to an external door to the property (e.g. front or back door)?

<1> Yes

<2> No

#order: randomize

Question type: **Single-Colorpicker**

#Columns: 3 #Response Options Layout: horizontal

#Question display logic:

if TPL_home_arr.count(1)>0

[TPL4_homeB] Which, if any, of the following is the main reason why you charge your Personal Light Electric Vehicles(s) (PLEV(s)) inside your home.

<1> I'm worried about theft

<2> I don't have anywhere else to charge it

<3> I'm concerned about leaving it out in the rain

<4> It's the most convenient place

<96 fixed> Other [open]

<977 fixed xor> Don't know

Base: All who own/ have access to a PLEV

Question type: **Grid**

#row order: randomize

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

-[TPL5_1] eScooter

-[TPL5_2] eBike/ Electrically Assisted Pedal Cycle (EAPC)

-[TPL5_4] Hoverboard

-[TPL5_5] e-unicycle / self-balancing mono-wheel

-[TPL5_6] 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

Base: All who own/ have access to a 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

[TPL28] Have you read the manufacturer's instructions for using your PLEV?

- <1> Yes
- <2> No
- <98> Don't know
- <99> Not applicable (open [TPL28_other]) [open] please specify

Question type: Multiple

#Question display logic:

If [TPL28] - Yes is selected [if TPL28 == 1]

[TPL29] Where did you read the manufacturer's instructions for using your PLEV?
Please select all that apply.

- <1> In a paper booklet that came with the PLEV
- <2> Online – on the manufacturer's website
- <3> Online – on another website
- <98 xor> Don't know

Question type: Single

#Question display logic:

If [TPL28] - Yes is selected [if TPL28 == 1]

[TPL30_new] Have you read the manufacturer's instructions specifically relating to ****charging**** your PLEV?

- <1> Yes
- <2> No
- <98> Don't know

Question type: **Multiple**

#row order: *randomize*

#Question display logic:

If [TPL28] - No is selected [if TPL28 == 2]

[TPL31] For which, if any, of the following reasons did you not read the manufacturer's instructions for using your PLEV? Please select all that apply.

- <1> The manufacturer didn't provide them
- <2> I couldn't find where to access them
- <3> I bought my PLEV second-hand and the instructions weren't provided by the seller
- <4> I don't need to read them
- <5> I don't have time to read them
- <6> I think they'll be too complicated/difficult to read
- <7> I don't speak the language used in the instruction manual
- <8> Lack of motivation
- <97 fixed> Other (open [TPL31_other]) [open] please specify
- <98 fixed xor> Don't know

Base: All who own/ have access to a 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)?

By safety issue, we mean issues that may have occurred as part of normal everyday use of the PLEV. Issues that do not relate to the normal functioning of a PLEV (for example, dropping the product on yourself/someone else accidentally) do not qualify as safety issues.

- <1> Yes
- <2> No

Base: All in who had a safety issue

Question type: **Multiple**

#Question display logic:

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

[TPLXm] What type of safety issue(s) have you experienced with the battery/ charger of your Personal Light Electric Vehicle(s) (PLEV)? Please select all that apply.

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

Base: Experienced a safety issue PLEV issue

Question type: **Single**

#Question display logic:

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

[TPL20s] You said you had a safety issue with a battery/ charger of a Personal Light Electric Vehicle (PLEV). Thinking about the most serious safety issue you experienced...

Was the safety issues with the original battery/ charger or with an additional battery/ charger that you purchased separately?

- <1> The original battery/ charger
- <2> An additional battery/ charger
- <977 fixed xor> Don't know/ can't recall

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? Please select all that apply.

- <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 (no first aid needed)
- <2> Mild (only first aid needed)
- <3> Moderate (visit to GP/A&E for moderate harm)
- <4> Severe (Overnight stay in hospital/A&E for extensive harm)
- <5> Very severe (Longer stay in hospital)
- <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
- <10> Threw it away but did not return
- <9> 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

Question type: **Grid**

#Question display logic:

if TPI12.has_any([6,7])

[TPL32] How satisfied, if at all, were you with the help/advice provided by the following...

- [TPL32_1] **The manufacturer of the product**
- [TPL32_2] **The seller of the product**
- <1> Very satisfied
- <2> Somewhat satisfied
- <3> Neither satisfied nor dissatisfied
- <4> Somewhat dissatisfied
- <5> Very dissatisfied
- <6> Don't know

#option display logic:

[TPL32_1] - If [TPI12] - Complained to the manufacturer is selected

*And [TPL32_2] - If [TPI12] - Complained to where I bought it from is selected
[if 6 in TPI12 and 7 in TPI12]*

#Module display logic:

If [split_modules] - Topic_metrology is selected

Base: All in smart devices section

Question type: **Multiple**

#row order: *randomize(Rand14)*

[TSD1] For the following question, by “smart” we mean that the product(s) can be connected to the internet and controlled via an app.

Which, if any, of the following smart products do you own or have access to in your household? (Please select all that apply)

- <1> Smart lighting
- <2> Smart thermostat/ heating

<3>	Smart home security (e.g. lock, doorbell, security cameras)
<4>	Smart baby products (e.g. baby monitor)
<5>	Smart speakers (e.g. Google Home, Amazon Alexa)
<6>	Smart toys (e.g. robots, companions, connected toys)
<7>	Smart large domestic appliances (e.g. fridge, freezer, washing machine)
<8>	Smart domestic appliances (e.g. kettle, vacuum, hairdryer)
<9>	Smart plugs (i.e. an adaptor that plugs into a socket so the power supply can be turned on/ off via an app)
<10>	Smart TV
<11>	Smart watch / fitness tracker
<12>	Smartphone
<13>	Laptop computer
<14>	Tablet computer
<955 fixed>	Other (open [TSD1_other]) [open] please specify
<977 fixed xor>	Don't know
<944 fixed xor>	Not applicable – I don't have any smart products

Question type: **Multiple**

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

[TSD13] If you would like a definition of the underlined words, please hover over the words for a definition. On mobile devices, you will need to click to show the definition and click again to hide it

Which, if any, of the following **most** influence you when choosing which smart device to purchase? If you currently own more than one smart product, please think about the most recent one you purchased. (Please select up to three options)

<1>	The price	<9>	A previous experience of buying the product
<2>	The brand name of the retailer	<10>	What the product looks/ feels like
<3>	The brand name of the manufacturer	<11>	Recommendations from friends/ family
<4>	The country of manufacture/ origin	<12>	How <u>cyber secure</u> it is
<5>	The warranty/ guarantee offered	<955 fixed>	Other (open [TSD13_other]) [open]

<6>	The UK government products safety framework	<977 fixed xor>	Don't know
<7>	A kitemark/ quality trademark	<944 fixed xor>	Not applicable – nothing
<8>	Online reviews/ recommendations		

Question type: **Multiple**

#row order: randomize(Rand14)

#Question display logic:

if len(TSD1.selected)>0

[TSD7] For the following question, by “cyber security issues” we mean any type of cyber attack. This includes theft or damage of devices or services (e.g. smartphones, laptops, tablets). It also includes unauthorised access to personal information stored on devices/ online.

Have you experienced cyber security issues with your smart device(s)? (Please select all of the devices where you have experienced an issue)

<1 if 1 in TSD1>	Smart lighting	<9 if 9 in TSD1>	Smart plugs (i.e. an adaptor that plugs into a socket so the power supply can be turned on/ off via an app)
<2 if 2 in TSD1>	Smart thermostat/ heating	<10 if 10 in TSD1>	Smart TV
<3 if 3 in TSD1>	Smart home security (e.g. lock, doorbell, security cameras)	<11 if 11 in TSD1>	Smart watch / fitness tracker
<4 if 4 in TSD1>	Smart baby products (e.g. baby monitor)	<12 if 12 in TSD1>	Smartphone
<5 if 5 in TSD1>	Smart speakers (e.g. Google Home, Amazon Alexa)	<13 if 13 in TSD1>	Laptop computer
<6 if 6 in TSD1>	Smart toys (e.g. robots, companions, connected toys)	<14 if 14 in TSD1>	Tablet computer
<7 if 7 in TSD1>	Smart large domestic appliances (e.g. fridge, freezer, washing machine)	<97 fixed xor>	Don't know/ can't recall
<8 if 8 in TSD1>	Smart domestic appliances (e.g. kettle, vacuum, hairdryer)	<99 fixed xor>	Not applicable - I have not experienced any

Question type: **Grid-Check**

#row order: randomize #column order: randomize(Rand14)

#Question display logic:

if TSD7 and len(TSD7.selected)>0

[TSD8] Which of the following security issues did you have with your device(s)? (Please select all that apply in each column)

- | | | | |
|-----------|---|----------------|--|
| -[TSD8_1] | Unauthorised access to your device | | |
| -[TSD8_2] | A smart device being subject to malware , ransomware, or a virus | | |
| -[TSD8_3] | Unauthorised access to your (WiFi) network through your device | | |
| -[TSD8_4] | Receiving a security warning or notification from the smart device | | |
| -[TSD8_5] | Another security issue | | |
| -[TSD8_6] | Theft or damage of device | | |
| <1> | Smart lighting | <9> | Smart plugs (i.e. an adaptor that plugs into a socket so the power supply can be turned on/off via an app) |
| <2> | Smart thermostat/ heating | <10> | Smart TV |
| <3> | Smart home security (e.g. lock, doorbell, security cameras) | <11> | Smart watch / fitness tracker |
| <4> | Smart baby products (e.g. baby monitor) | <12> | Smartphone |
| <5> | Smart speakers (e.g. Google Home, Amazon Alexa) | <13> | Laptop computer |
| <6> | Smart toys (e.g. robots, companions, connected toys) | <14> | Tablet computer |
| <7> | Smart large domestic appliances (e.g. fridge, freezer, washing machine) | <97 fixed xor> | Don't know/ can't recall |
| <8> | Smart domestic appliances (e.g. kettle, vacuum, hairdryer) | <99 fixed xor> | Not applicable - I have not experienced this type of security issue for any of these smart devices |

#option display logic:

<1> - If [TSD7] - Smart lighting is selected

And <2> - If [TSD7] - Smart thermostat/ heating is selected

And <3> - If [TSD7] - Smart home security (e.g. lock, doorbell, security cameras) is selected
And <4> - If [TSD7] - Smart baby products (e.g. baby monitor) is selected
And <5> - If [TSD7] - Smart speakers (e.g. Google Home, Amazon Alexa) is selected
And <6> - If [TSD7] - Smart toys (e.g. robots, companions, connected toys) is selected
And <7> - If [TSD7] - Smart large domestic appliances (e.g. fridge, freezer, washing machine) is selected
And <8> - If [TSD7] - Smart domestic appliances (e.g. kettle, vacuum, hairdryer) is selected
And <9> - If [TSD7] - Smart plugs (i.e. an adaptor that plugs into a socket so the power supply can be turned on/ off via an app) is selected
And <10> - If [TSD7] - Smart TV is selected
And <11> - If [TSD7] - Smart watch / fitness tracker is selected
And <12> - If [TSD7] - Smartphone is selected
And <13> - If [TSD7] - Laptop computer is selected
And <14> - If [TSD7] - Tablet computer is selected
[if 1 in TSD7 and 2 in TSD7 and 3 in TSD7 and 4 in TSD7 and 5 in TSD7 and 6 in TSD7 and 7 in TSD7 and 8 in TSD7 and 9 in TSD7 and 10 in TSD7 and 11 in TSD7 and 12 in TSD7 and 13 in TSD7 and 14 in TSD7]

Question type: **Single**

#Question display logic:

if TSD7 and len(TSD7.selected)>0

[TSD19] Thinking about the security issue you had with your smart product:

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?

If you have had security issues more than one smart product, please think about the most recent time this occurred.

- | | |
|------|-----------------------|
| <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 fixed>

Don't know

Question type: **Single**

#row order: randomize(Rand14)

#Question display logic:

if TSD7 and len(TSD7.selected)>0 and len(TSD7)>1

[TSD9] Which smart device caused you the **most** concern due to a security issue?

- | | | | |
|-----|---|-----------------|--|
| <1> | Smart lighting | <9> | Smart plugs (i.e. an adaptor that plugs into a socket so the power supply can be turned on/off via an app) |
| <2> | Smart thermostat/ heating | <10> | Smart TV |
| <3> | Smart home security (e.g. lock, doorbell, security cameras) | <11> | Smart watch / fitness tracker |
| <4> | Smart baby products (e.g. baby monitor) | <12> | Smartphone |
| <5> | Smart speakers (e.g. Google Home, Amazon Alexa) | <13> | Laptop computer |
| <6> | Smart toys (e.g. robots, companions, connected toys) | <14> | Tablet computer |
| <7> | Smart large domestic appliances (e.g. fridge, freezer, washing machine) | <955 fixed> | Other (open [TSD9_other]) [open] please specify |
| <8> | Smart domestic appliances (e.g. kettle, vacuum, hairdryer) | <977 fixed xor> | Don't know/ can't recall |

Question type: **Grid**

#row order: randomize

#Question display logic:

if TSD7 and len(TSD7.selected)>0

[TSD18] Based on your experience of a security issue on your consumer smart device(s), please indicate the extent to which you agree with the following statements:

- | | |
|------------|---|
| -[TSD18_1] | The experience did not change my attitude to securing my device |
| -[TSD18_2] | I am more conscious of the security of my smart device |

- [TSD18_3] I now check or consider security features more thoroughly before I buy / use a smart device
- [TSD18_4] I will not buy / use smart devices in the future
- [TSD18_5] I have taken steps to improve the security of my smart device
- [TSD18_6] I am less trusting of smart devices
- <1> Strongly disagree
- <2> Disagree
- <3> Neither agree nor disagree
- <4> Agree
- <5> Strongly agree

Question type: **Multiple**

#row order: randomize

#Question display logic:

if TSD7 and len(TSD7.selected)>0

[TSD10] What action(s) did you take to deal with the security issue(s) which affected your smart device(s)? If you have had security issues more than one smart product, please think about the most recent time this occurred. (Please select all that apply)

- | | | | |
|-----|--|-----------------|--|
| <2> | Asked friends or family for advice | <10> | Returned the item for a refund/exchange |
| <3> | Changed/ reset your password | <11> | Took the device to a repair shop |
| <4> | Disconnected device from the Internet | <12> | Contacted the police/ victim support service (i.e. Action Fraud) |
| <5> | Reset device to factory settings | <13> | Threw it away/stopped using it but did not return |
| <6> | Installed security updates | <14> | Destroyed the device |
| <7> | Complained to the manufacturer | <15 fixed> | Other (open [TSD10_open]) [open] please specify |
| <8> | Complained to where I bought it from | <97 fixed xor> | Don't know |
| <9> | Stopped using the device but did not throw it away | <955 fixed xor> | Nothing, I didn't take any action |

Question type: **Single**

#Question display logic:

if TSD10.has_any([2,3,4,5,6,7,8,9,10,11,12,13,14,15])

[TSD11] How confident are you that the action that you had taken resolved the issue for that particular device? If you have had security issues more than one smart product, please think about the most recent time this occurred.

- | | |
|----------------|----------------------|
| <1> | Very confident |
| <2> | Fairly confident |
| <3> | Not very confident |
| <4> | Not at all confident |
| <97 fixed xor> | Don't know |
| <99> | Not applicable |

Question type: **Multiple**

#row order: randomize

#Question display logic:

if TSD7 and len(TSD7.selected)>0

[TSD12] Which of the following impacts did you experience as a result of the cyber security issue you faced? If you have had security issues more than one smart product, please think about the most recent time this occurred. Please select all that apply.

- | | | | |
|-----|---|------------|---|
| <1> | Financial loss (i.e. costs were incurred as a result of the incident, such as hacking or attempted hacking of online bank accounts) | <10> | Affected your independence/ ability to complete daily tasks |
| <2> | Identity theft | <11> | Time lost to resolving the issue |
| <3> | Disruption of other smart devices | <12> | Loss of trust in the brand/ smart device |
| <4> | Loss of personal data | <13> | Loss of trust in the device retailer |
| <5> | Disrupted access to my WiFi | <14> | Loss of access to the smart device |
| <6> | Invasion of privacy (e.g. unauthorised access to smart cameras or smart speakers) | <15> | Physical damage to the device/other property |
| <7> | Emotional / psychological distress | <16 fixed> | Other (open [TSD12_open]) [open] please specify |

- | | | | |
|-----|---|----------------------|--------------------------|
| <8> | Physical harm | <17
fixed
xor> | Don't know/ can't recall |
| <9> | Affected the functionality of your device | | |

Question type: **Multiple**
#row order: randomize
#Question display logic:
if len(TSD1.selected)>0

[TSD14] In which, if any, of the following places have you tried to find cyber security information for your smart device(s)? Please select all that apply.

- | | |
|----------------|---|
| <1> | Product packaging or user manual |
| <2> | Manufacturer's website or official product documentation |
| <3> | Mobile apps associated with the product |
| <4> | Retailer's website |
| <5> | Government or regulatory agency websites |
| <6> | Consumers reviews and/or forums |
| <7> | Consumer groups and organisations (e.g. Which?) |
| <8> | Social media platforms |
| <9 fixed> | Other (open [TSD14_open]) [open] please specify |
| <97 fixed xor> | Don't know |
| <99 fixed xor> | Not applicable – I have not tried to find cyber security information for my smart device(s) |

Question type: **Single**
#Question display logic:
if len(TSD1.selected)>0 and not TSD14.has_any([97,99])

[TSD15] Thinking about the most recent time you looked for cyber security information for your smart device(s)...
How easy or difficult was it to find this information?

- | | |
|-----|-----------|
| <1> | Very easy |
| <2> | Easy |
| <3> | Difficult |

<4> Very difficult
<97> Don't know

Question type: **Single**
#Question display logic:
if len(TSD1.selected)>0

[TSD16] Did your smart device come with a default password that you were required to change before using it? If you currently own more than one smart product, please think about the last one you purchased.

<1> Yes
<2> No
<97> Don't know/ can't recall

Question type: **Single**

[TSD17] Thinking about any time in the past when you have disposed of a smart device... What, if anything, did you do with any personal data contained on the device before disposing of it?

<1> Fully removed any personal data from the device
<2> Removed some personal data from the device
<3> Did not remove any personal data from the device
<4> Not applicable – There was no personal data on the device
<5> Not applicable – I have not disposed of a smart device
<977 fixed xor> Don't know

Focus group topic guide

Discussion guide for focus groups

All groups: Introduction (5 minutes)

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

Today I'd like to talk about your attitudes towards emerging technology and your experiences with e-bikes/e-scooters or past safety issues. 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 firsthand. 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...

All groups: Emerging technology questions (25-30 minutes)

Firstly we would like to discuss a range of emerging technologies, your experiences of them and what you perceive their benefits and harms to be?

Show on whiteboard:

3D printing: 3D printing is a way to create objects by adding material layer by layer based on a digital design. It's like building something from scratch using a printer that lays down each layer of material to form the final product.

- Are you familiar with this technology? If so, how did you learn about this?
- Have you used this technology before? If so, when and why?
- Would you consider using this technology in the future? Why so? How might you use it in your daily life?
- What are the potential benefits of this technology? Why so?

- What are the potential drawbacks of this technology? Why so?
- Do you have any safety concerns about this technology? *Probe: data harm, psychological harm, physiological/developmental harm, financial harm*

Show on whiteboard:

Social Commerce: Social commerce is shopping directly through social media platforms like Facebook or Instagram.

- Are you familiar with this technology? If so, how did you learn about this?
- Have you used this technology before? If so, when and why?
- Would you consider using this technology in the future? Why so? How might you use it in your daily life?
- What are the potential benefits of this technology? Why so?
- What are the potential drawbacks of this technology? Why so?
- Do you have any safety concerns about this technology? *Probe: data harm, psychological harm, physiological/developmental harm, financial harm*

Show on whiteboard:

Home Robots: Home robots are machines designed to help with household tasks, like cleaning or providing security. Examples include robotic vacuum cleaners and smart home assistants.

- Are you familiar with this technology? If so, how did you learn about this?
- Have you used this technology before? If so, when and why?
- Would you consider using this technology in the future? Why so? How might you use it in your daily life?
- What are the potential benefits of this technology? Why so?
- What are the potential drawbacks of this technology? Why so?
- Do you have any safety concerns about this technology? *Probe: data harm, psychological harm, physiological/developmental harm, financial harm*

Show on whiteboard:

Extended Reality Headsets (Virtual reality and alternative reality headsets): Extended Reality (XR) headsets are devices that let you experience different realities e.g. Virtual Reality (VR) Headsets which allow you immerse you in a virtual world, making you feel like you're somewhere else.

- Are you familiar with this technology? If so, how did you learn about this?
- Have you used this technology before? If so, when and why?
- Would you consider using this technology in the future? Why so? How might you use it in your daily life?
- What are the potential benefits of this technology? Why so?
- What are the potential drawbacks of this technology? Why so?
- Do you have any safety concerns about this technology? *Probe: data harm, psychological harm, physiological/developmental harm, financial harm*

Show on whiteboard:

Internet of Things devices (IoT) and smart appliances: everyday objects connected to the internet, allowing them to send and receive data. Smart appliances are specific IoT devices for the home, like smart fridges or thermostats, that can be controlled from your phone and help make life more convenient.

- Are you familiar with this technology? If so, how did you learn about this?
- Have you used this technology before? If so, when and why?
- Would you consider using this technology in the future? Why so? How might you use it in your daily life?
- What are the potential benefits of this technology? Why so?
- What are the potential drawbacks of this technology? Why so?
- Do you have any safety concerns about this technology? *Probe: data harm, psychological harm, physiological/developmental harm, financial harm*
- Thinking about all of the examples we have reviewed (3D printing, social commerce, home robots, extended reality headsets and internet of things devices)
 - Which of them would you be most likely to engage with? Why so?
 - Which of them would you be least likely to engage with? Why so?
 - Which of them would you deem the most safe? Why so?
 - Which of them would you deem the least safe? Why so?

Group 1 and 2: E-bike and E-scooters (25-30 minutes)

I would now like to move on to talking about e-bike and e-scooters. In the survey, you said you own an e-bike and e-scooters.

- Which make and model e-bike or e-scooter do you currently own?
- How long ago did you buy it?
- If this is not the first e-bike or e-scooter that you have purchased, how many e-bikes or e-scooters have you owned?
- What was your decision process when buying your e-bike or e-scooter? Did you research it before? What were your deciding factors?
- Where did you buy your e-bike or e-scooter? And why? *Probe: online, instore, specialist website, Amazon, discount retailer, third party sellers or marketplace, manufacturer.*
- Was the e-bike or e-scooter that you bought brand new or used?
- Was a conversion kit used by the supplier?
 - If converted or used, did it come with a warranty?
 - If used, did you do anything to assess the quality / safety of it? If so, what?

- What were the most important factors that you considered when buying your e-bike or e-scooter? *Probe: safety, price, quality, brand, warranty, manufacturer, online reviews.*
- Have you had any safety concerns around owning an e-bike or e-scooter? Why so? *Probe on safety of the product if they talk about road safety.*
- When purchasing and owning a e-bike or e-scooter, did you consider the safety of battery / charger? Why / why not?
 - Did you do anything to check / ensure that the battery or charger are safe to use?
- Have you ever separately purchased a battery or charger for any one of the e-bike or e-scooter you own?

If not:

- If you were to buy a battery / charger, what would you look for? Why? *Probe: cost, reviews, brand, environmental factors, battery life, technical specifications, safety.*
 - Would you be likely to buy a used charger? Why / why not?
- Where would you be most likely to buy it from? Why? *Probe: online, instore, specialist website, Amazon, discount retailer, third party sellers or marketplace, manufacturer.*

If yes:

- What was the reason for purchasing a new battery or charger?
- Where did you purchase the battery or charger from? Why so? *Probe: online, instore, specialist website, Amazon, discount retailer, third party sellers or marketplace, manufacturer.*
- Are there any places that you would be more / less likely to purchase the battery or charger from? Why so?
- Was the battery / charger that you purchased new or used?
 - If used, what did you look for when purchasing the battery or charger, if anything? *Probe: safety, price, technical specifications.*
 - If new, would you consider buying a used battery or charger? Why / why not?
- In general, when buying a battery or charger for a e-bike or e-scooter, what factors are the most important for you? Why? *Probe: cost, reviews, brand, environmental factors, battery life, technical specifications, safety.*
- Is safety an important consideration when buying a new battery or charger?
- If so, how do you determine the safety?

I now want to talk about charging your e-bike or e-scooter ...

- Where do you most frequently charge your e-bike or e-scooter? Why so?
 - *Probe: living room, hallway, office room, bedroom.*
- When do you most frequently charge your e-bike or e-scooter? E.g. during the day or at nighttime? Why?

- Do you ever leave to charge it over night or whilst you are away from home? Why / why not?
- How frequently do you charge your e-bike or e-scooter?
- Do you wait until the battery is nearly empty before charging your e-bike or e-scooter? Or do you charge your e-bike or e-scooter until the battery is fully charged?
- Do you have any concerns about charging your e-bike or e-scooter at home? If so, what?
- Do you consider safety when charging your e-bike or e-scooter? Why / why not?
- Have you taken any actions to ensure safety whilst charging your e-bike or e-scooter?
- Have you seen or heard anything before about the dangers of aftermarket batteries, chargers, or modifications to e-bikes/scooters?
- Have you experienced any safety issues with the battery / charger of your e-bike or e-scooter?
 - If so, what was the issue that you experienced? *Probe on time of day it happened, location, how new was the battery or charger, was it the original battery*
- When the issue occurred, how did you respond, if at all? Did you seek any advice, if so where from?
 - Did you stop using it after the issue happened?
 - Did you try to fix the issue yourself?
 - Has the incident changed in how you use the product, or other products in any way?
- Did you report the issue? Why / why not?
 - If yes, who did you report it to? Why so?
 - What was the outcome?
 - Did you receive a refund?
 - Did you receive the help / advice you needed to feel satisfied the issue was resolved?

Group 3 and 4: Experiences of safety issues (20 minutes)

I want to move on to discuss product quality and returns...

- How important is safety to you as a factor of your purchase? Why so?
 - Does this differ for different types of products? Why so?
- How would you define a safety issue?
 - Would an incident caused by the user count as a safety issue?
 - Would an incident caused by the product itself count as a safety issue?
- What do you do to assess the safety of the product, if anything?

- How does this differ depending on the product?
- What do you look out for when looking online / in store? *Probe on reviews, product description*

I want you now to imagine that a new electrical kid's toy has been released and widely sold across the country, one product has overheated and exploded.

- Looking at this example would you expect a single safety issue in one product should result in all the items being recalled? *Probe on: differences of industries? Clothes? Electrical? Food?*
 - If not, how many safety issues should lead to a recall?
- Do you think the severity of the issue affects the recall of a product?
- What about who is using the product e.g. child vs parent?

You mentioned in the recruitment screener that you have previously faced a safety issue with one of your products...

Please could you tell us about what happened...

- What type of product or device was involved and what was the incident?
- What impact did this have on your life in the short term and long term?
- Were there any wider impacts? E.g. on other people / your family?
- What did you do to try and resolve the safety issue, if anything? Who did you contact? For e.g. store you bought it from, the brand?
- How easy was it to get something done / get help / feel safe.
- Did you report the issue? Why / why not?

If yes:

- How did you report the safety issue? Who did you report it to? Why so?
- Were you aware of the routes to do so? If yes, how did you know this e.g. friends, family, general knowledge)?
- What was the outcome?
- Did you receive a refund or a replacement?
- Did you receive the help / advice needed?

If not:

- Why not? What was the barrier preventing you from reporting the issue?
- How did you feel after this issue did you still feel at risk / vulnerable or reassured?
- Has the safety issue changed how you use any other products? How so?
- Do you still feel at risk of a safety issue with any of your products or devices? Why / why not? *If not probe if it comes from implementing safety measures.*

All groups: E-bike/E-scooter Campaign (40-45 minutes)

We will be spending the rest of the session reviewing some campaign messaging but before we do so....

Group 1 and 2 if not already covered:

- What motivated you to purchase an e-bike or e-scooter?
 - *Probe on: price, quality, brand, model, technical specifications, environmental factors*
- Do you have any concerns about e-bike or e-scooter? If so, what are those?

Group 3 and 4:

- Have you considered purchasing an e-bike or scooter? Why so?
 - What do you think are the benefits and drawbacks of using an e-bike or scooter? Do you have any concerns about using e-bikes or e-scooters? Why so?

In this section of the session, we're going to show you some advertising that's being developed to encourage consumers like you to make safe decisions when buying and using e-bikes and e-scooters. Versions of these adverts may be part of a campaign later this year, aimed at reducing fires caused by e-bikes and e-scooters. Please note that you might see this online or on a billboard as one piece of advertising. But it might be in a different format in other channels too. We'd like your feedback to ensure the adverts are effective....

Show on whiteboard (Creative 1A):



- What are your initial thoughts about this advert?
- What do you think the purpose of the message is?
- Is there anything specific you like or dislike about this advert?
- What do you think of the imagery? *Probe on feeling, image style (abstract and real image) and colours.*
- How does the image fit with the headline and message? Does it make sense to you? If not, why not? What would you change?

The headline: An unsafe e-bike was in this room. Don't let yours go up in smoke.

- How do you feel about this headline?

- Does this headline grab your attention?

Main message & CTA

- Is the main message clear and easy to understand? If not, what is making it difficult?
- Does this message resonate with you? *Probe if they feel it is distinctive/unique/uniquely presented.* If not, what is missing? *Probe on other messages or ideas they would include*
- After reading the message, would you want to get more information about this topic? Why / why not?
- What do you think this advert is telling you to do – what's the call to action?
- Do you feel this advert would lead you to take action? *Probes: What action would you take? if not, why not? What would make it clearer or better?*
- Overall does this advert feel like it's aimed at you? Why and why not ?

Show on whiteboard (Creative 1B):

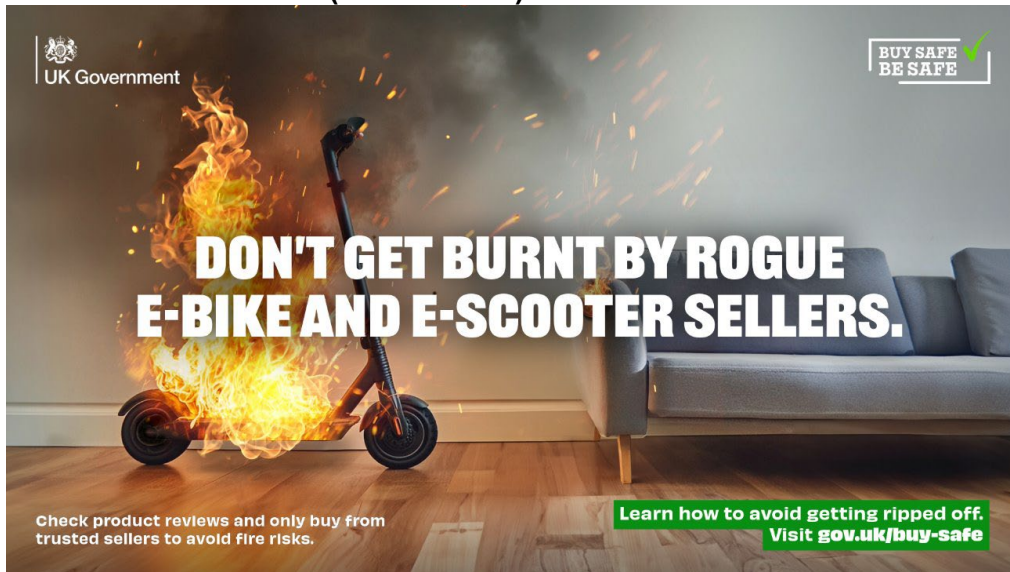


- Here is a different version of the advert we just looked at – do you like it more or less than the original?
 - If positive – what do you like about it and why
 - If negative - What don't you like about it?
 - What would change to make it work for you?

The headline for this ad is: An unsafe e-bike is in this room – you just can't see it

- Do you prefer this headline, or the original? Why so?
- How do you feel about this headline?
- Does this headline grab your attention?
- Do you prefer the colour choices here, or in the original version? Why so?

Show on whiteboard (Creative 2A):



- What are your initial thoughts about this advert?
- What do you think the purpose of the message is?
- Is there anything specific you like or dislike about this advert?
- What do you think of the imagery? *Probe on feeling, image style (abstract and real image) and colours.*
- How does the image fit with the headline and message? Does it make sense to you? If not, why not? What would you change?

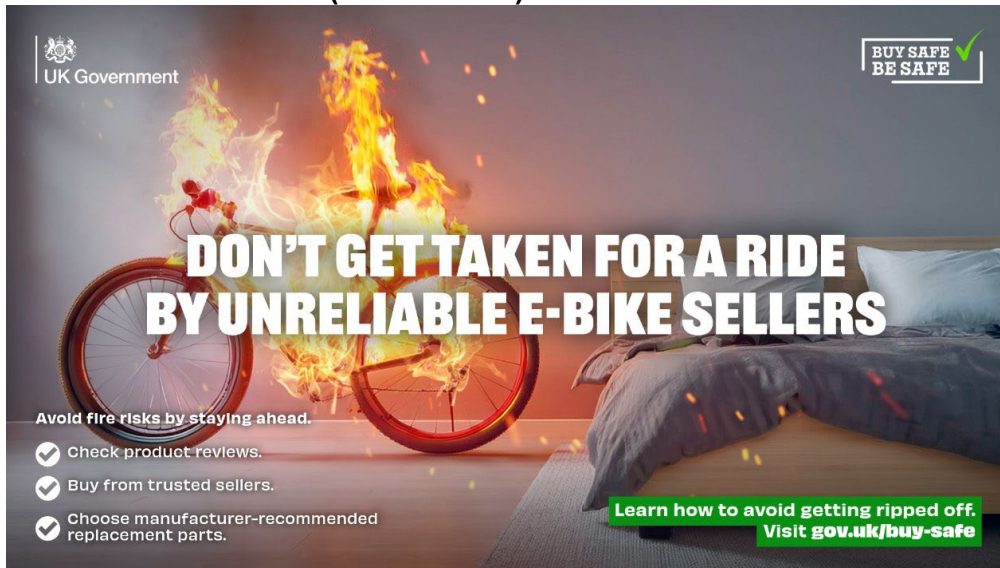
The headline: Don't get burnt by a rogue e-bike and e-scooter sellers.

- How do you feel about this headline?
- Does this headline grab your attention?

Main message & CTA

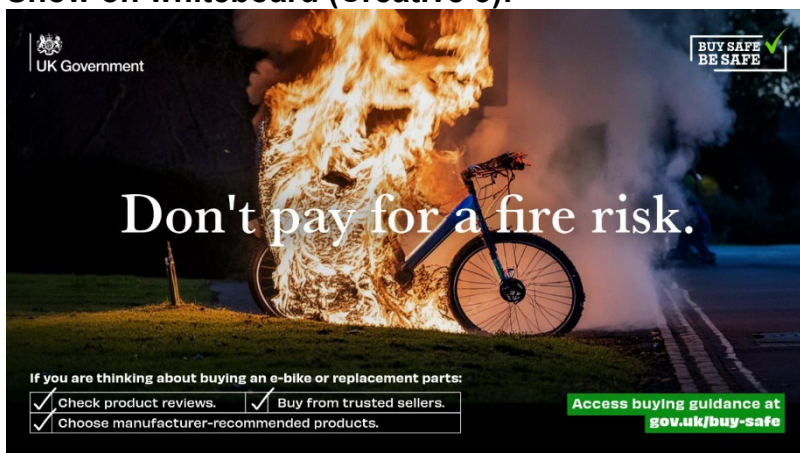
- Is the main message clear and easy to understand? If not, what is making it difficult?
- Does this message resonate with you? *Probe if they feel it is distinctive/unique/uniquely presented.* If not, what is missing? *Probe on other messages or ideas they would include*
- After reading the message, would you want to get more information about this topic? Why / why not?
- What do you think this advert is telling you to do – what's the call to action?
- Do you feel this advert would lead you to take action? *Probes: What action would you take? if not, why not? What would make it clearer better?*
- Overall does this advert feel like it's aimed at you? Why and why not ?

Show on whiteboard (Creative 2B):



- Here is a different version of the advert we just looked at – do you like it more or less than the original?
- Probes:
 - If positive – what do you like about it and why
 - If negative - What don't you like about it? (scary /over the top etc)
 - What would change to make it work for you?
- Do you prefer this headline, or the original?
- How do you feel about this headline? Does this headline grab your attention?
- Do you prefer this or the previous message? Why so?
- Do you prefer the style and format here, or in the original version? Why so?

Show on whiteboard (Creative 3):



- What are your initial thoughts about this advert?
- What do you think the purpose of the message is? (current q13)
- Is there anything specific you like or dislike about this advert?

- What do you think of the imagery? *Probe on feeling, image style (abstract and real image) and colours.*
- How does the image fit with the headline and message? Does it make sense to you? If not, why not? What would you change?

The headline: Don't pay for a fire risk.

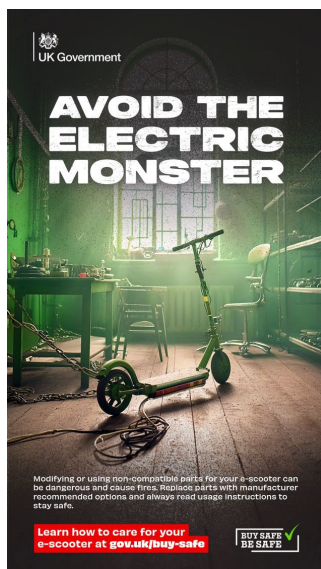
- How do you feel about this headline?
- Does this headline grab your attention?

Main message & CTA

- Is the main message clear and easy to understand? If not, what is making it difficult?
- Does this message resonate with you? *Probe if they feel it is distinctive/unique/uniquely presented.* If not, what is missing? *Probe on other messages or ideas they would include*
- After reading the message, would you want to get more information about this topic? Why / why not?
- What do you think this advert is telling you to do – what's the call to action?
- Do you feel this advert would lead you to take action? *Probes: What action would you take? if not, why not? What would make it clearer better?*
- Overall does this advert feel like it's aimed at you? Why and why not ?

Show on whiteboard (alternative options):

IF TIME ALLOWS WOULD BE GREAT TO GET QUICK REFLECTION



- What are your initial thoughts about this advert?
- What do you think the purpose of the message is? (current q13)
- Is there anything specific you like or dislike about this advert?
- What do you think of the imagery? *Probe on feeling, image style (abstract and real image) and colours.*
- How does the image fit with the headline and message? Does it make sense to you? If not, why not? What would you change?

The headline: Avoid the electric monster

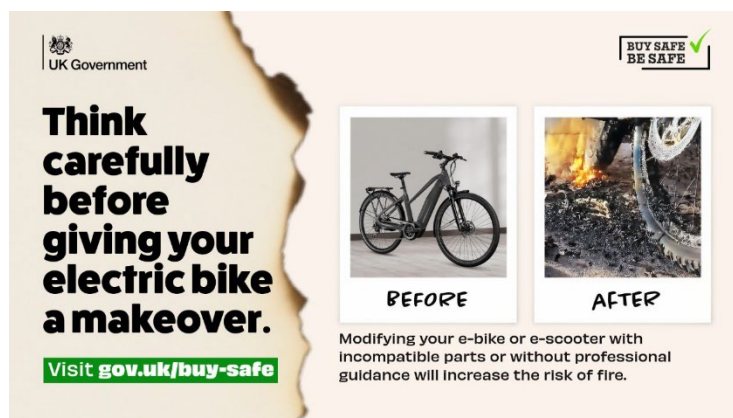
- How do you feel about this headline?
- Does this headline grab your attention?

Main message & CTA

- Is the main message clear and easy to understand? If not, what is making it difficult?
- Does this message resonate with you? *Probe if they feel it is distinctive/unique/uniquely presented.* If not, what is missing? *Probe on other messages or ideas they would include*
- After reading the message, would you want to get more information about this topic? Why / why not?
- What do you think this advert is telling you to do – what's the call to action?
- Do you feel this advert would lead you to take action? *Probes: What action would you take? if not, why not? What would make it clearer better?*
- Overall does this advert feel like it's aimed at you? Why and why not ?

Show on whiteboard (alternative options):

- IF TIME ALLOWS WOULD BE GREAT TO GET QUICK REFLECTION



- What are your initial thoughts about this advert?
- What do you think the purpose of the message is? (current q13)
- Is there anything specific you like or dislike about this advert?
- What do you think of the imagery? *Probe on feeling, image style (abstract and real image) and colours.*
- How does the image fit with the headline and message? Does it make sense to you? If not, why not? What would you change?

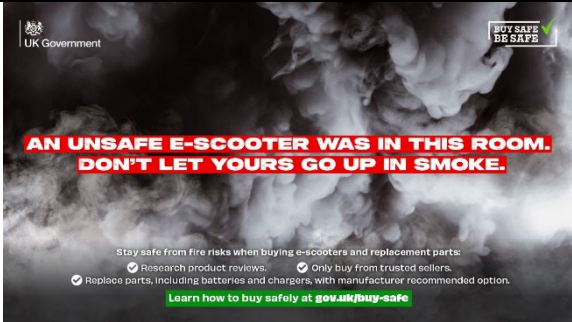

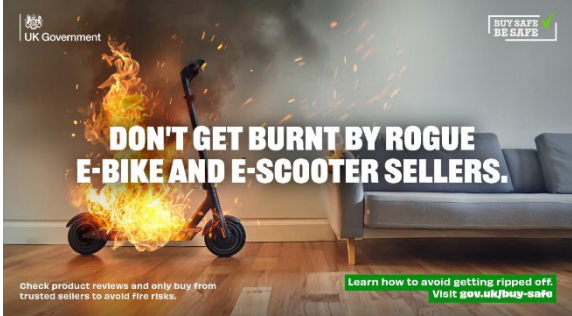
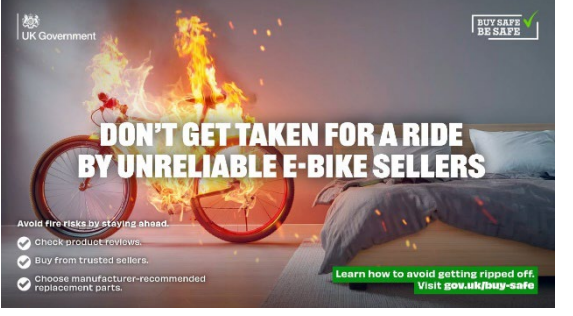

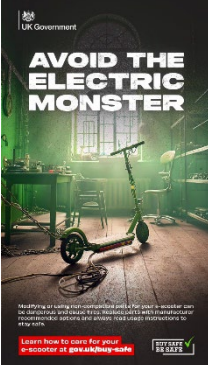
The headline: Think carefully before giving your electric bike a makeover

- How do you feel about this headline?
- Does this headline grab your attention?

Main message & CTA

- Is the main message clear and easy to understand? If not, what is making it difficult?
- Does this message resonate with you? *Probe if they feel it is distinctive/unique/uniquely presented.* If not, what is missing? *Probe on other messages or ideas they would include*
- After reading the message, would you want to get more information about this topic? Why / why not?
- What do you think this advert is telling you to do – what's the call to action?
- Do you feel this advert would lead you to take action? *Probes: What action would you take? if not, why not? What would make it clearer better?*
- Overall does this advert feel like it's aimed at you? Why and why not ?

Show on whiteboard:

Main creative	Alternative option
	
	
	



- Out of the seven options that you have seen (some briefly), which two versions work best? Why so?

Conclusions (5 minutes)

Before we close the session, I have some follow up questions....

- What one piece of advice would you give for developing communications on safety issues of e-bikes and e-scooters, and why?
- Do you have anything else to share on the topics we have discussed tonight?
- Any client questions

Thank and close

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