Office for Product Safety & Standards

OPSS Product Safety and Consumers: Wave 7

DBT Research Paper

May 2024

This report was commissioned by the Office for Product Safety and Standards from YouGov.

The views expressed in this report are those of the authors, not necessarily those of the Office for Product Safety and Standards (OPSS) or the Department for Business and Trade (DBT), nor do they necessarily reflect government policy.

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Background

The Department for Business and Trade (DBT)[1] has policy responsibility for consumer product safety. To that end, the Office for Product Safety and Standards (OPSS) was established by the previous Department for Business Energy and Industrial Strategy (BEIS) in January 2018.

As the national regulator for all consumer products (excluding vehicles, medicines, food), construction products, and in legal metrology, OPSS protects people and places from product-related harm, ensuring consumers and businesses can buy and sell products with confidence.

As OPSS's Product Regulation Strategy 2022-2025 notes, product regulation must align with changing technology, evolving markets, and shifts in the needs of society. It should be informed by an understanding of the real world and real people to reflect differences of need and vulnerability.

Researching consumer attitudes and awareness is key in developing reactive regulation. This survey provides insight on consumer awareness and behaviour, alongside attitudes to policy areas and awareness of policy changes. It also investigates how vulnerable consumers' experiences could differ to identify how consumer vulnerability could be better addressed in matters of product safety. This study works to inform and evidence OPSS's objectives outlined in the OPSS's Product Regulation Strategy 2022-2025.

Aims and objectives

This tracker seeks to build on a body of existing research and evidence in this area, including the Consumer Attitudes to Product Safety study. It aims to benchmark and measure various key objectives of OPSS as well as filling evidence gaps for various policy topics.

Key objectives of this research include:

- To understand and monitor consumers' awareness and attitudes to a range of product safety issues
- To gain new attitudinal insight on OPSS policy areas
- To increase understanding of vulnerabilities and vulnerable groups

To support these objectives, OPSS commissioned YouGov to understand and monitor consumers' awareness and attitudes of product safety, their attitudes towards the product safety regulatory system, and understanding of different organisations concerned with product safety.

This report presents the findings from the seventh wave of tracking, including comparisons against the previous waves where applicable. The report also includes an exploration of key topical policy areas including fireworks, cybersecurity, electric vehicle charging and product repairs.

[1] The Department for Business and Trade was established in February 2023, absorbing the OPSS from the former Department of Business, Energy, and Industrial Strategy (BEIS)

Approach

The findings are based upon a large-scale representative sample of 10,023 people from across the United Kingdom (UK) collected through online research methods during wave seven. Fieldwork was carried out between 13th December 2023 to 13th January 2024. A supporting survey of 251 people who are very low or non-internet users was conducted via telephone between 3rd to 17th January 2024.

Where appropriate, comparisons have been made with survey data from previous waves. Not all sections or questions are asked in every survey. The technical report contains details of wave-on-wave questionnaire design and section inclusion.

The sample sizes and fieldwork dates for all waves of the survey are listed below:

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

After the close of the online survey, 4 text-based online focus groups were conducted with survey participants. Groups were split by age, experiences of cyber harm and plug-in electric vehicle owners.

- **Group 1: *11 participants*** – aged 18 to 40, mix of demographics.
- **Group 2: *10 participants*** – aged 40+, mix of demographics.
- **Group 3: *10 participants*** – electric vehicle home charger owner, mix of demographics.
- **Group 4: 7 *participants*** – experienced cyber harm, mix of demographics.

We included a mix of demographics (age, social grade, genders, ethnicities, and locations) across groups. There were between 7-11 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 January 2024.

Guidance on analysis

Blue boxes have been included throughout to highlight findings from the offline sample or demographic analysis from the online survey which particularly involved minority groups. This analysis may be highly correlated with other findings in the data (for example, LGB+ respondents are more prevalent in younger age groups).

Unless otherwise stated, figures and data presented are from the online survey. Where two or more groups are discussed, only statistically significant differences to the 95% confidence interval are mentioned. Significance testing is not applied for figures based on fewer than 50 respondents. Where included, figures based on fewer than 50 respondents are noted and should be treated with caution. Figures based on fewer than 30 respondents are not included or reported upon. All analysis is conducted to two decimal places.

Where a question has been asked for four or more waves, only the most recent four waves are included in charts/ images. Figures in charts/ images may not sum to 100% due to rounding or due to the question allowing multiple selections.

Findings from the low/ non-internet users are noted as “the offline survey” or “offline adults”. Findings are only presented where offline adults report disparate behaviours or notable divergences when compared with the online survey data. These are presented as indicative comparisons only; due to the difference in methodology from the online survey, comparisons are not statistically reliable.

Findings from the qualitative research are noted as “the qualitative research” or “focus group participants”. Due to the nature of the qualitative research, no findings are statistically significant.

Throughout the online survey, offline survey, and focus groups, participants were presented with examples of organisations or products, definitions of terms, and visual stimuli where appropriate. Full methodological details and the full survey materials can be found in the accompanying technical report.

Key findings

Perceptions of safety

- The proportion of UK adults who feel that the current system of product safety regulations ensures that products they purchase are 'completely' or 'a great deal' safe has risen from wave six – half (50%) now believe this.
- UK adults continue to expect a product to be safe regardless of the price they paid (82%) and believe that regulations ensure products sold in the UK are generally safe (73%).
- Product safety is rarely a top factor for people in their purchase of a product; just under one in ten report considering this (9%), consistent with previous waves. It continues to be a more common consideration for baby products and toys than other categories.
- The key factor driving trust in a product being safe remains previous experience (41%).
- The public continue to trust consumer protection bodies (75%), and trust in government, whilst remaining low, has risen compared with wave six (33% trust local government, 29% trust UK government departments).

Perceptions of the OPSS

- Awareness of the OPSS has risen slightly to 63% in wave seven, a three-percentage point increase since wave five, with a similar increase in the proportion who report to know something about the OPSS (34% in W5, compared with 37% in W7).
- Of those who are aware of the OPSS, the majority understand it is a UK government department (57%), slightly lower than the figure recorded in wave five (61%). However, one in five think it is a consumer protection body (21%).
- Perceptions of trustworthiness of the OPSS have risen to their highest level this wave. Among those aware of the organisation, 59% say they think it is trustworthy, up from 50% in wave five.
- As with awareness and perceptions of trust, the proportion who consider the work of the OPSS to be effective has also increased since wave five. More than half (56%) of those of those who have heard of the OPSS say their work is effective, the highest level seen across waves.
- Associations with positive words has also risen slightly this wave, with professional (28%) and trustworthy (26%) remaining the most common attributes associated with the OPSS.

Experiences of safety issues

- Among those who have bought a product in the last six months, just over one in ten (12%) had a safety issue of some kind.
- Those who bought a gas appliance are the most likely to experience a safety issue (31%), but this is not a significant increase in prevalence.
- The seriousness of safety issues has risen to the highest average severity since tracking began (5.15 out of 10), and issues with large domestic appliances (6.39) or sports/ leisure items (6.36) now considered the most serious.
- The impacts of safety issues are consistent with previous wave – the most common is distress (23%), followed by damage to property (18%) and physical harm (17%).

- Also consistent with previous waves, three-quarters (77%) of those who experienced a safety issue do take action as a result. The most common action continues to be returning the item (22%).

Perceptions and experiences of product recalls

- Awareness of product recalls has fallen compared with the previous time this question was asked, with just over half (51%) of people having seen a product recall notice.
- Consistent with previous waves, most of the UK public would prefer to be contacted directly about a product recall for something they own – either via the manufacturer (53%) or seller (53%).
- The proportion reporting a product they own having been recalled has increased by one percentage point compared with wave five (11% in W5, compared with 12% in W7).
- Electrical appliances (23%) and large domestic appliances (11%) remain the most common products recalled, consistent with wave five.
- Despite the changes in type of product recalled, and source of awareness, the actions taken because of a recall remain consistent with previous waves, with the exceptions of an increase in the proportion of those opting to throw away the product (17% in W5, compared with 22% in W7) or attempt to fix it themselves (4% in W5, compared with 9% in W7). The most common activity is still to return/ exchange the product (34%).

Perceptions and experiences of product registration

- The proportion who bought an eligible product that registered it has risen by four percentage points since wave five to 36%, remaining by far the highest for those who bought a large domestic appliance (62%).
- There has been little change in terms of wave-on-wave shifts in the reasons why people register products. To validate a warranty remains by far the most common reason (69%).
- The most common method by which people register products is on the manufacturer's website (43%), again unchanged across waves. This is followed by on the retailer's website (26%).
- The most common reasons for not registering a product are that people either did not know they could (37%) or did not want to/ did not think it was necessary (35%).
- Among those who do not think registration is necessary, a lack of perceived any benefit remains the most common factor (41%).

Perceptions of safety

In wave seven, questions on perceptions of safety were shown to all respondents (n=10,023). Exact base sizes for specific questions are shown below each chart.

Key findings

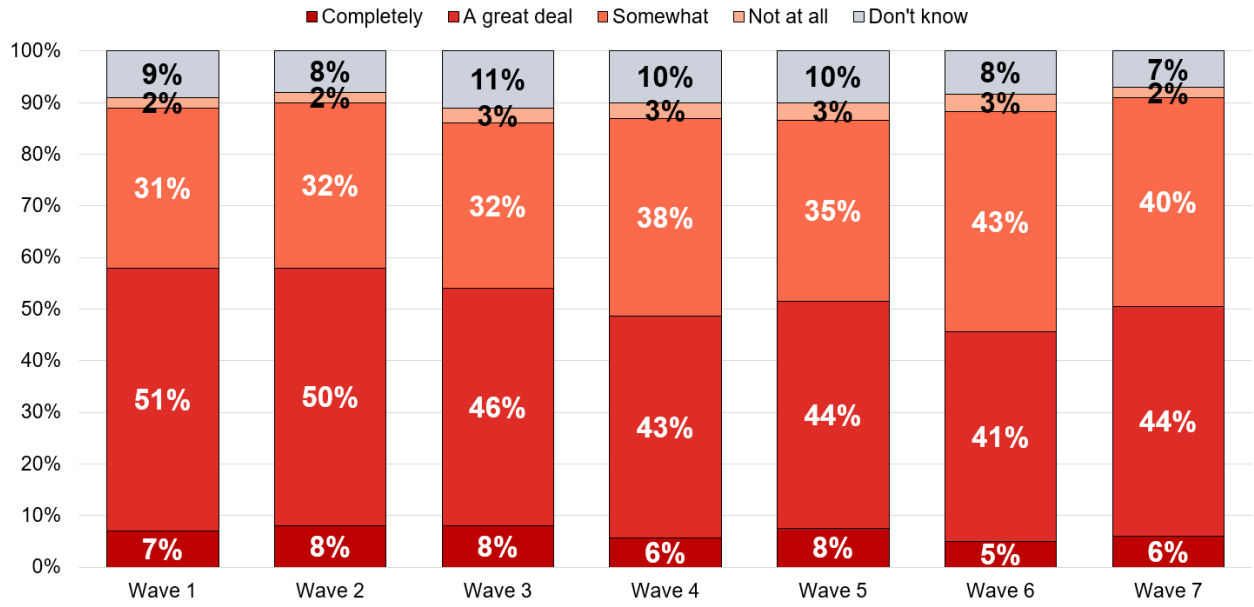
- The proportion of UK adults who feel that the current system of product safety regulations ensures that products they purchase are 'completely' or 'a great deal' safe has risen from wave six – half (50%) now believe this.
- UK adults continue to expect a product to be safe regardless of the price they paid (82%) and believe that regulations ensure products sold in the UK are generally safe (73%).
- Product safety is rarely a top factor for people in their purchase of a product; just under one in ten report considering this (9%), consistent with previous waves. It continues to be a more common consideration for baby products and toys than other categories.
- The key factor driving trust in a product being safe remains previous experience (41%).
- The public continue to trust consumer protection bodies (75%), and trust in government, whilst remaining low, has risen compared with wave six (33% trust local government, 29% trust UK government departments).

The UK system for regulating product safety

Half (50%) of the UK public feel that the current system of product safety regulations ensures that products they purchase are 'completely' or 'a great deal' safe (figure 1). This is broadly consistent with – if slightly lower than – previous waves, having risen by 4% from a dip in wave six. This is due to the high proportion of people who feel that the current system "somewhat" ensures safety (40%), higher than all previous waves except that of wave six. The proportion who feel that the current system does not ensure safety at all is consistent at 2%, down one percentage point from the last four waves.

Similar to wave six, younger people are more likely to feel that the UK system for regulating product safety can ensure product safety "completely" (10% of those aged 18 to 29, 7% of those aged 30 to 49, 6% of those aged 50 to 64). Those aged 65 and over are the least likely to feel that the UK's product safety regulation ensures that products are "completely" safe (3%). Consistent with previous waves, those in higher social grades (ABC1) are more likely to feel that the current system is able to ensure safety completely or a great deal (52%), compared with C2DE's (49%).

Figure 1. Extent to which product safety regulation systems are effective



Q: To what extent do you feel that the UK's system for regulating the safety of products ensures that products you purchase are safe?
Base: All respondents. W1 (10,230); W2 (10,296); W3 (10,187); W4 (10,156); W5 (10,182); W6 (10,216); W7 (10,023)

Factors that influence perceptions of safety and product purchasing

When asked about the top three features considered when purchasing a product, the purchase price remains the factor chosen by the most UK consumers (58%). Figure 2 shows that this is in line with the previous three waves, and continues the slight decrease seen since wave five (61%). Quality comes in second, with 39% taking this into account.

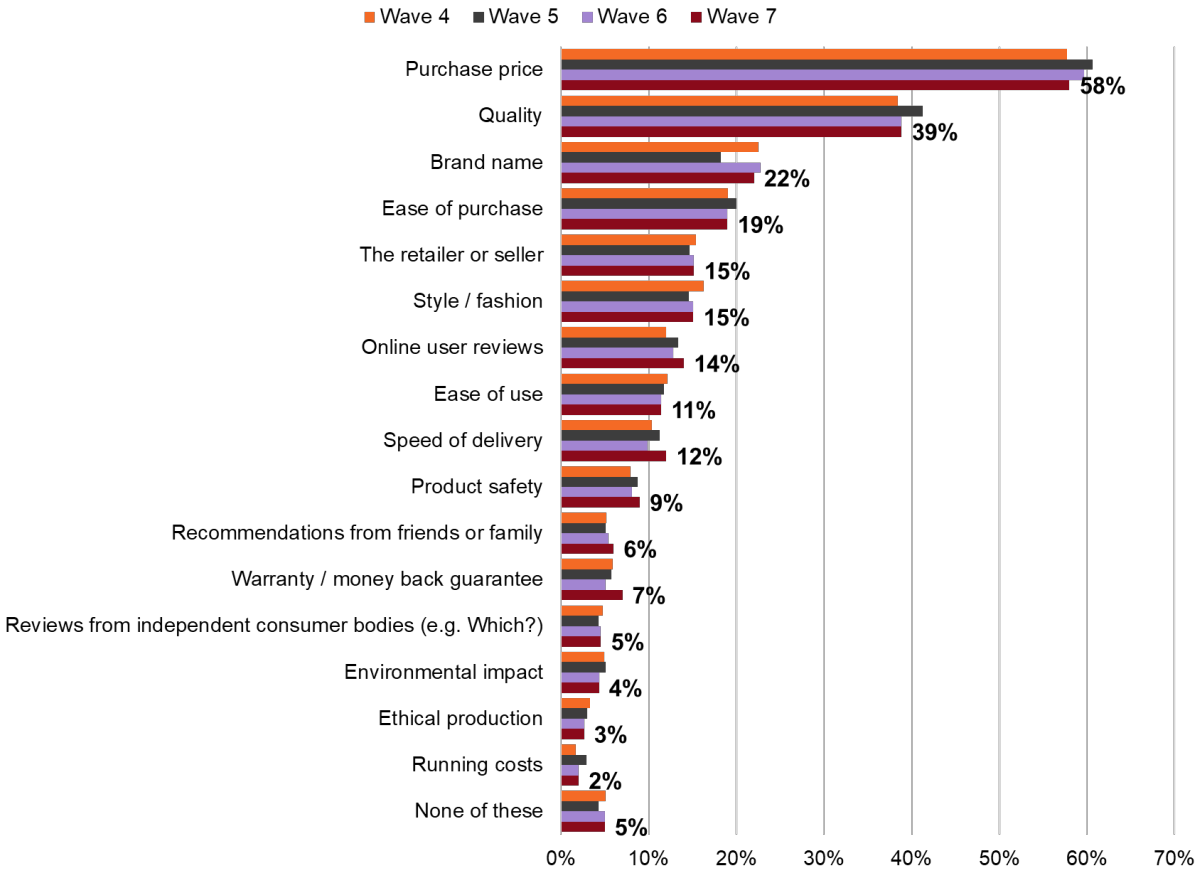
Product safety continues to be a factor that is rarely taken into account when purchasing a product; just under one in ten report that product safety was one of their top three considerations when making a purchase (9%).

Those with children in their household are more likely than those without children to consider product safety as a top consideration (12%, compared with 8% for those with no children). In particular, those with children under five in their household are more likely to consider product safety (19%) than those in a household with children of any other age.

Ethnic minority members of the public are less likely to consider purchase price when making a purchase (52%, compared with 58% for white respondents).

Those from an ethnic minority are more likely to consider product safety when making a purchase (11%, compared with 9% for white respondents). They are also more likely to consider warranty (9%, compared with 6% for white respondents) and ethical production (4%, compared with 3% white respondents).

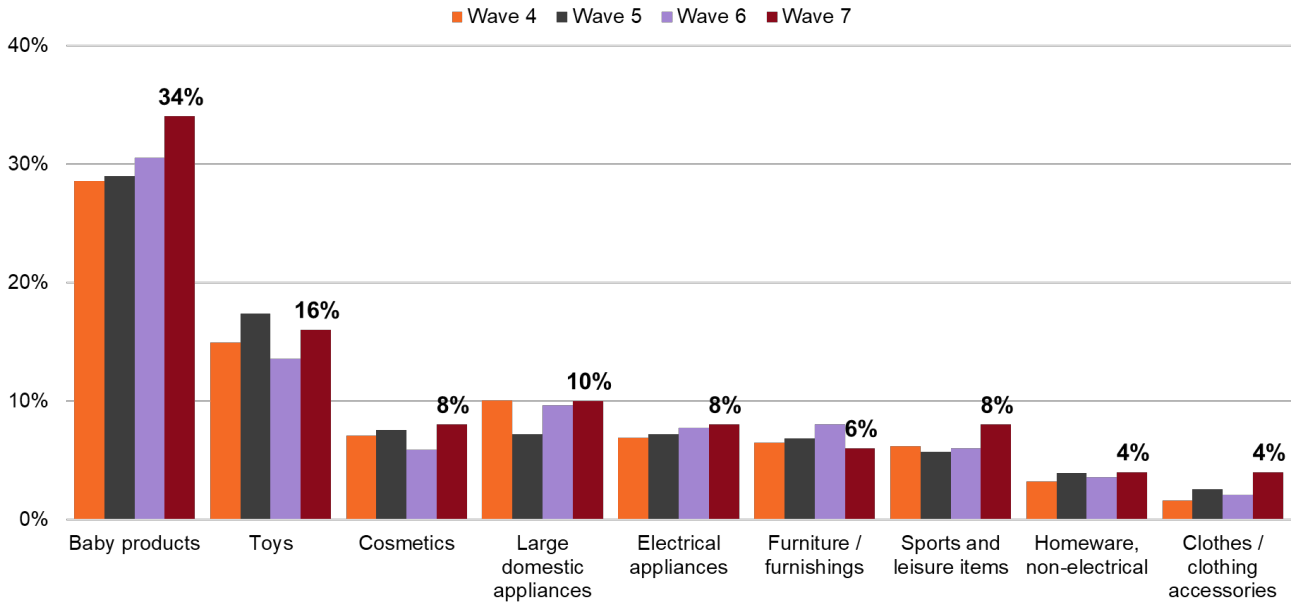
Figure 2. Most important factors affecting purchasing decisions



Q: Which, if any, of the following did you take into account when you were considering buying the [product]? (Please select the THREE most important factors)
Base: All allocated a product (W4=7,577; W5= 8,407; W6=8,036; W7=8,181)

The importance of product safety, when looking at products purchased, varies by the product being considered (figure 3). Those considering baby products are the most likely to say they prioritised product safety (34%), followed by those purchasing toys (16%). This is consistent with previous waves and supports findings that households with one or more children are more likely to consider product safety as a consideration when purchasing products (12%) compared with households with no children (8%). Product safety is less often a top three concern when buying clothes or non-electrical homeware (4% for both).

Figure 3. Importance of product safety by product category

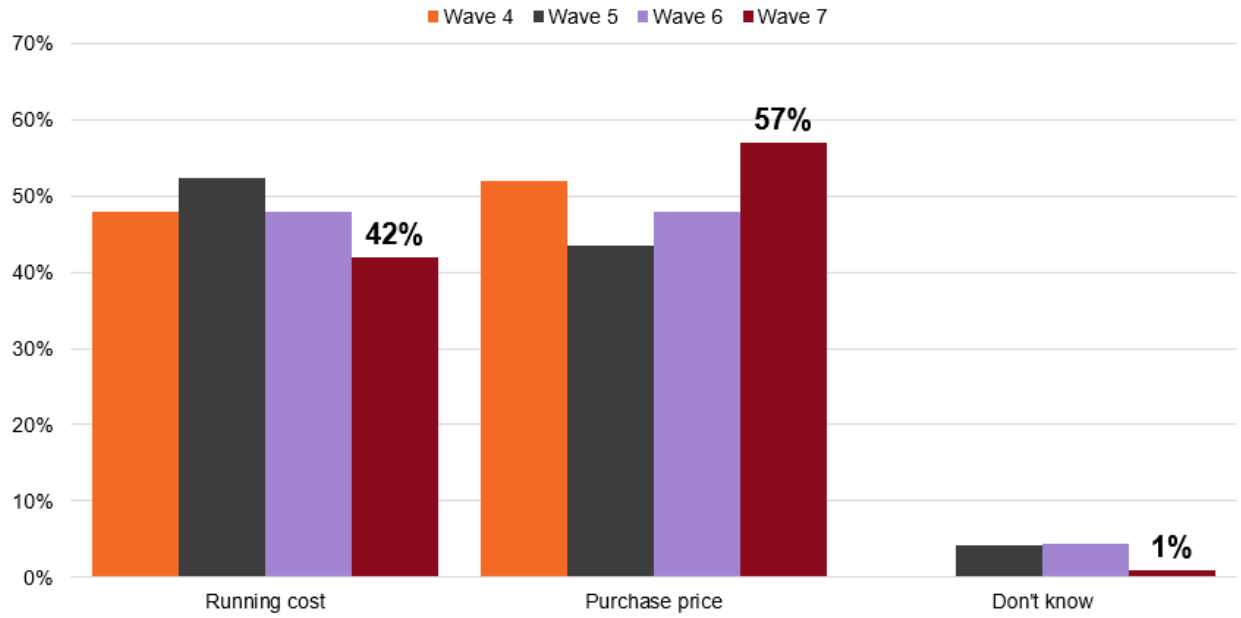


Q: Which, if any, of the following did you take into account when you were considering buying the ? (Please select the THREE most important factors)
Base: All allocated a product. (in W7: baby products=401; toys=1,036; large domestic appliances=666; electrical appliances=1,101; cosmetics=1,156; sports and leisure items=831; furniture/ furnishings=985; homeware=703; clothes/ clothing accessories=1,303)

When thinking about large domestic appliances, the running cost is also a prominent factor for consideration; just under a fifth of those reflecting on large domestic appliance purchases report that they considered this (18%), whereas for electrical appliances only 4% consider the running costs.

Across all product categories, those who considered both purchase price and running costs were asked which they felt was more important (figure 4). In wave seven, just under three-fifths of consumers consider purchase price as a more important consideration (57%), compared with the running cost (42%). There has been no significant shift across the duration of tracking for thinking either purchase price or running cost is the more important factor.

Figure 4. Importance of purchase price and running cost in purchasing decisions



Q: You previously said they you took both price and running costs into account when buying. If you had to choose… Which was most important to you when purchasing this product?

Base: All who selected price and running cost (W4=65; W5=138; W6=88; W7=88)

The UK public continues to expect a product to be safe regardless of the price they pay for it (82%), consistent with previous waves. This attitude is more commonly held among older adults compared with those under 30 (77% of those aged 18 to 29, 82% of those aged 30 to 49, 84% of those aged 50 to 64, 85% of those aged 65+), consistent with wave six.

Similarly, three quarters (75%) of the UK public disagree that they are willing to have a product that is less safe if that product cost less than other products, and just under three quarters (73%) of the public agree that products sold in the UK are generally safe as there are regulations in place to ensure this. Both are consistent with the proportions seen in wave six.

Two-fifths (40%) agree that safety issues are more likely to be caused by people misusing products rather than an issue with the product itself, level with previous findings. This belief is more commonly held among those under 30 (49% of those aged 18 to 29, 41% of those aged 30 to 49, 35% of those aged 50 to 64, 36% of those aged 65+), as well as among those without health conditions (42%, compared with 39% for those with a health condition) and those with children of any age in their household (43%, compared with 39% for those with no children), consistent with the previous wave.

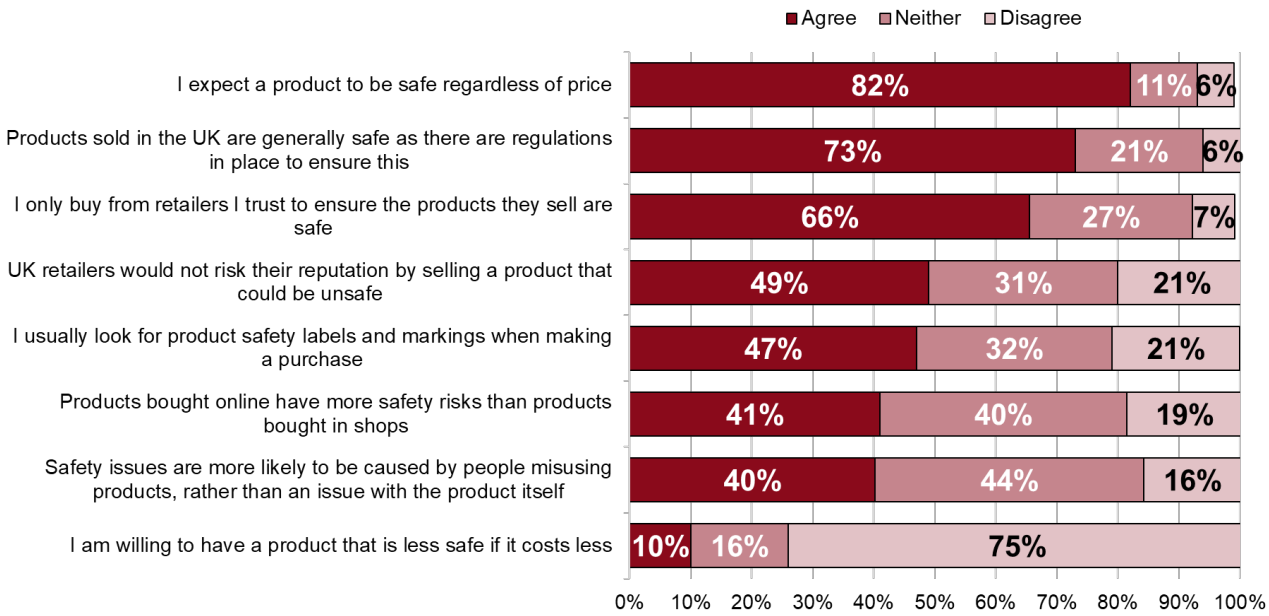
Those with children in their household are more likely to have a product that is less safe if it costs less compared with those without children, a difference that increases with the number of children in the household (7% of those with no children, 13% of those with one child, 14% of those with two children, 19% of those with three children, 29% of those with four children, 44% of those with five children). Similarly, those finding their financial situations difficult are more likely (13%) to choose cost over safety compared to those who are coping financially (8%), consistent with wave six.

Two in five think that products bought online have more safety risks than those bought in-store (41%), consistent with previous waves. Younger respondents appear to be more cautious when thinking about online purchases: agreement with this statement increases

to 46% among those aged 18 to 29, significantly higher than all other age groups (39% of those aged 30 to 49, 40% of those aged 50 to 64, 40% of those aged 65+).

Ethnic minority members of the public are less likely to expect a product to be safe regardless of its price (78%, compared with 83% for white respondents), but are more likely to choose a product that is less safe if it costs less (21%, compared with 8% for white respondents).

Figure 5. Assumptions of product safety



Q: To what extent do you agree or disagree with the following statements?
Base: All respondents (W7=10,023)

Product quality

This section explores consumer perceptions towards product quality. While consumers often do not consider product safety in their purchasing decisions, they report considering product quality at much higher rates. Given that there is often substantial overlap between product quality and safety, there is merit in analysing the drivers of consideration of the former in this context.

In the qualitative focus groups, there were negative perceptions of the quality of products in the UK. Participants commented that products are not always “built to last” and that “standards have dropped” in recent years, with frustrations about “planned obsolescence” consistent across focus groups.

Some retailers, are valued for their quality products, but other participants were frustrated by other retailers who offer inconsistent quality levels across their product ranges.

Participants generally expect cheaper items to be lower quality and they do not expect that they will last a long time. In the groups of people aged 40 and over, there was an attitude of “you get what you pay for” – therefore local products from a reputable supplier at a fair cost were perceived as more likely to last than cheap products from an unknown supplier abroad.

Overall, purchasing based on quality is important for specific products like large domestic appliances and technology which consumers want to last.

"Nothing is really built to last anymore to encourage consumers to buy more" (aged 18 to 40 group)

"I think you get what you pay for - if you buy a cheap item from China, the quality isn't going to be great. If you buy an expensive item made locally, it is likely to be of a higher quality and come with a guarantee." (aged 40+ group)

"Price is a factor, the more you pay the more you expect from the quality and longevity of the item." (electric vehicle charger owner group)

Participants assess quality in varying ways, primarily by reading reviews. However, some are concerned about "fake" or "paid for" reviews online. Other participants check the product for a guarantee, watch YouTube videos reviewing the product, ask staff in-store for their recommendations, or shop at known or trusted retailers to ensure quality.

Many feel reassured if they purchase an item in-store as they can assess quality and durability in a "tangible" way.

"If buying in-person, handling it and being able to see the finish or what it feels like. Online, perhaps reading reviews or at least ensuring that it is easy to return the product at no additional cost. Reviews do have to be taken with a pinch of salt though at times." (aged 40+ group)

Trust in organisations associated with product safety

The UK public were asked how trustworthy or not they feel organisations relating to product safety are, including consumer protection bodies, retailers, government departments and other non-governmental organisations (figure 6).

Trust is highest for consumer protection bodies (75%). This is maintained from the previous two waves (both 74%) after dropping down from its highest point in wave one (79%). Retail outlets have a high level of trust, with second-hand shops most likely to be seen as trustworthy (66%), whilst almost three in five of the UK public feel that physical store retail outlets and online retail outlets are trustworthy (58% for physical outlets, 55% for online outlets), a slight increase on wave six (54% for physical outlets, 51% for online outlets). Online marketplaces are seen as less trustworthy than other retailers, with just 45% of UK adults saying they are trustworthy, although this also shows a significant increase from the previous four waves (41% W3).

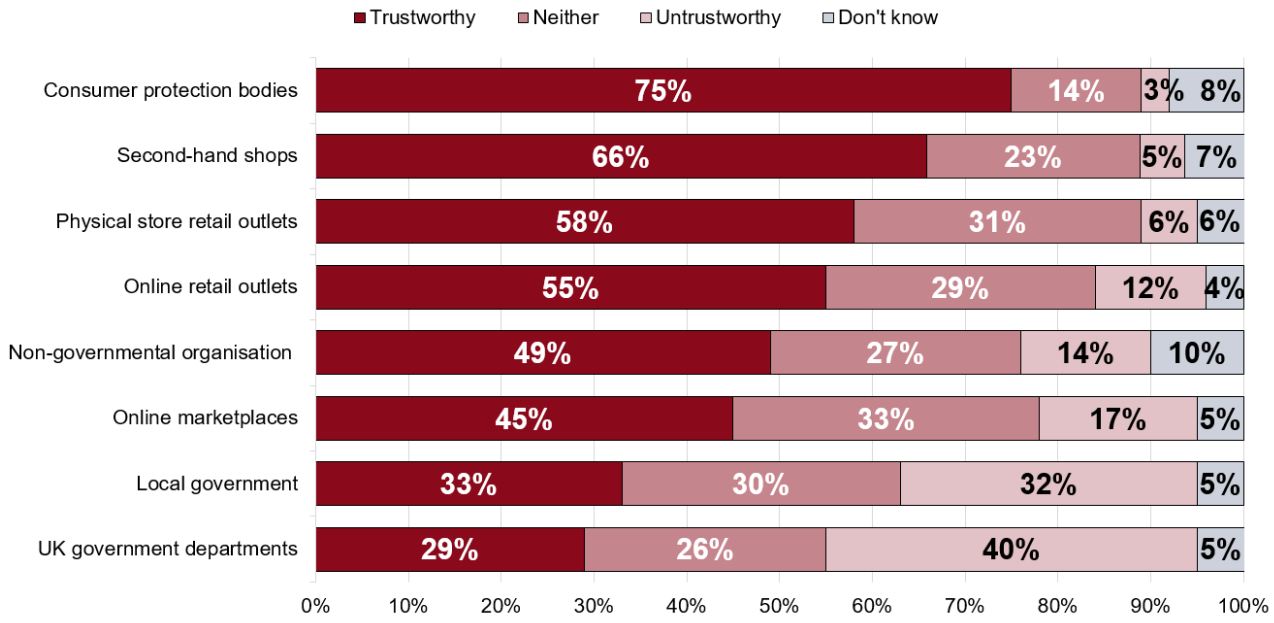
Those aged 18 to 29 are also the most likely to trust online marketplaces (51% of 18 to 29 year olds trust them, compared with 39% of those aged 65+). This may be due to regular use of online marketplaces among younger people.

Trust in local government authorities has risen significantly compared with the previous wave, from 27% in wave six to 33% in wave seven. Similarly, trust in UK government departments has risen compared with the previous three waves (25% W4, 27% W5, 21% W6, 29% W7). Trust in UK government departments remains higher amongst high social grades (32% ABC1, 25% C2DE).

Ethnic minority members of the public have greater trust in both the UK government departments (41%, compared with 27% for white respondents) and their local government (39%, compared with 32% for white respondents), consistent with wave six. Those from an ethnic minority background also have greater trust in online marketplaces (53%, compared with 44% for white respondents), although they have less trust in second-hand shops (58%, compared with 66% for white respondents).

Those with disabilities have less trust in both the UK government departments (25%, compared with 31% for non-disabled respondents) and their local government (29%, compared with 34% for non-disabled respondents).

Figure 6. Trustworthiness of organisations



Q: Of the following types of organisations, in general how trustworthy or not do you think each are in how they operate towards you?
Base: All respondents (W7=10,023)

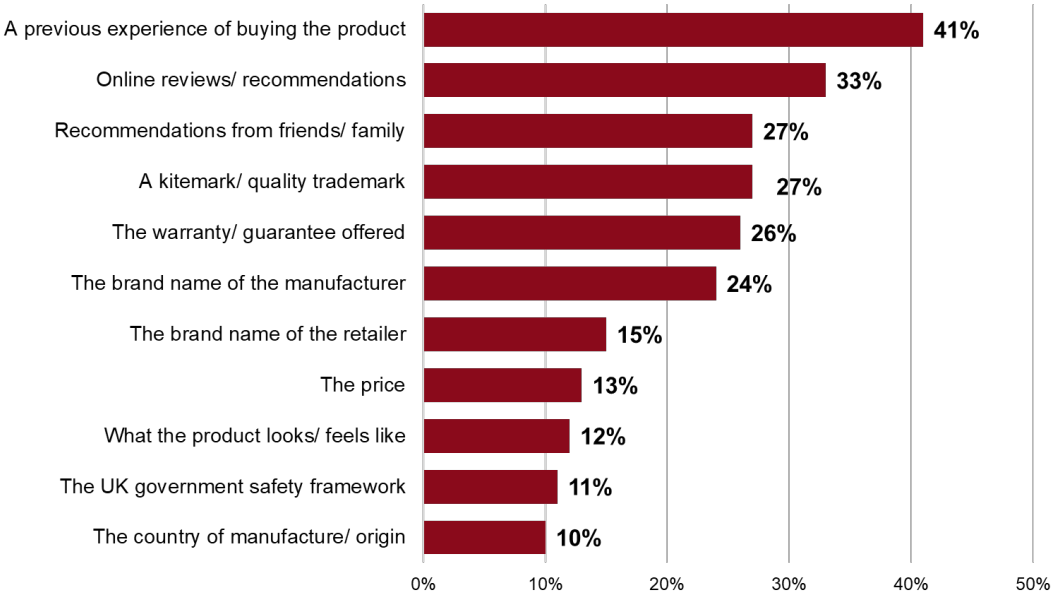
A previous experience of buying a product remains the most commonly cited factor that builds trust in a product being safe (41%). This represents a slight decrease from wave six (44%) but is consistent with earlier waves (42% W1, 39% W2, 42% W4). Other factors such as online reviews (33%) and recommendations from friends and family (27%) are also important in trusting in a product.

Although the brand name of the retailer has continued to retain comparatively lower importance, with 15% mentioning this, a significantly greater proportion of people consider this important compared with waves four and six (both 14%).

Ethnic minority members of the public consider the price more than those who are white (18%, compared with 13% for white respondents), but place less value on the brand name of the manufacturer (20%, compared with 24% for white respondents), quality trademarks (17%, compared with 28% for white respondents), and previous experiences of buying the product (41%, compared with 38% for white respondents).

Members of the public with disabilities place greater value on warranties (27%, compared with 25% for those without disabilities), quality trademarks (28%, compared with 26% for those without disabilities), and previous experiences of buying the product (43%, compared with 40% for those without disabilities).

Figure 7. Factors influencing levels of trust in product safety



Q: Which, if any, of the following most influence you having trust in a product being safe?
Base: All respondents (W7=10,023)

Perceptions of the OPSS

In wave seven, questions on awareness of the Office for Product Safety and Standards were shown to all respondents (n=10,023), with additional questions shown to those who were aware of the OPSS (n=3,638). Exact base sizes for specific questions are shown below each chart.

Key findings

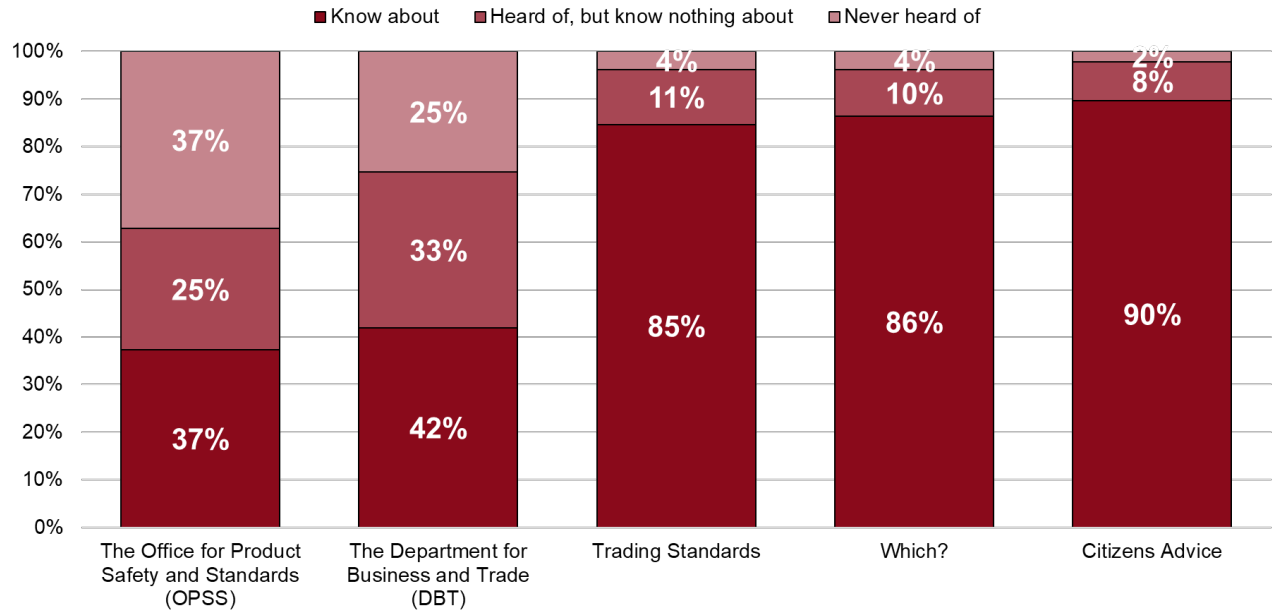
- Awareness of the OPSS has risen slightly to 63% in wave seven, a three-percentage point increase since wave five, with a similar increase in the proportion who report to know something about the OPSS (34% in W5, compared with 37% in W7).
- Of those who are aware of the OPSS, the majority understand it is a UK government department (57%), slightly lower than the figure recorded in wave five (61%). However, one in five think it is a consumer protection body (21%).
- Perceptions of trustworthiness of the OPSS have risen to their highest level this wave. Among those aware of the organisation, 59% say they think it is trustworthy, up from 50% in wave five.
- As with awareness and perceptions of trust, the proportion who consider the work of the OPSS to be effective has also increased since wave five. More than half (56%) of those of those who have heard of the OPSS say their work is effective, the highest level seen across waves.
- Associations with positive words has also risen slightly this wave, with professional (28%) and trustworthy (26%) remaining the most common attributes associated with the OPSS.

Awareness of OPSS

Just under two-thirds (63%) of UK adults have heard of the Office for Product Safety and Standards, a three-percentage point increase since last asked in wave five and the highest figure recorded in this series. Nearly two-fifths (37%) report that they know something about the OPSS and their work – again, three-percentage points higher than wave five.

Awareness of the OPSS remains lower than for other organisations asked about; with consumer protection bodies having the highest awareness rates Citizens Advice (98%), Trading Standards (96%) and Which? (96%).

Figure 8. Awareness of organisations



Q: How much, if anything, would you say you know about the following organisations and their work?
Base: All respondents (W7=10,023)

As was the case in wave five, the key driver of awareness of the OPSS is age, with 72% of those aged 65 and over reporting to have heard of the organisation, compared with 58% of those under 50. However, the dynamic that emerged in wave three remains here, with "in-depth" knowledge of the OPSS, measured by the proportion saying they know a fair amount/a great deal being higher among younger respondents (21% of those aged 18 to 29, compared to 10% of those aged 65+).

Of those who are aware of the OPSS, the majority understand it is a UK government department (57%), though this is lower than the figure recorded in wave five (61%). This is attributable to an uptick in the proportion believing it is a consumer protection body like Citizens Advice or Which? (15% in W5, compared with 21% in W7). Again, age is a key factor here, with 66% of those aged 65 and over knowing that it is a government department, compared with 45% of those aged under 30. There is also a trend by education, with 62% of those with high educational attainment answering correctly here, compared with 53% of those with low educational attainment.

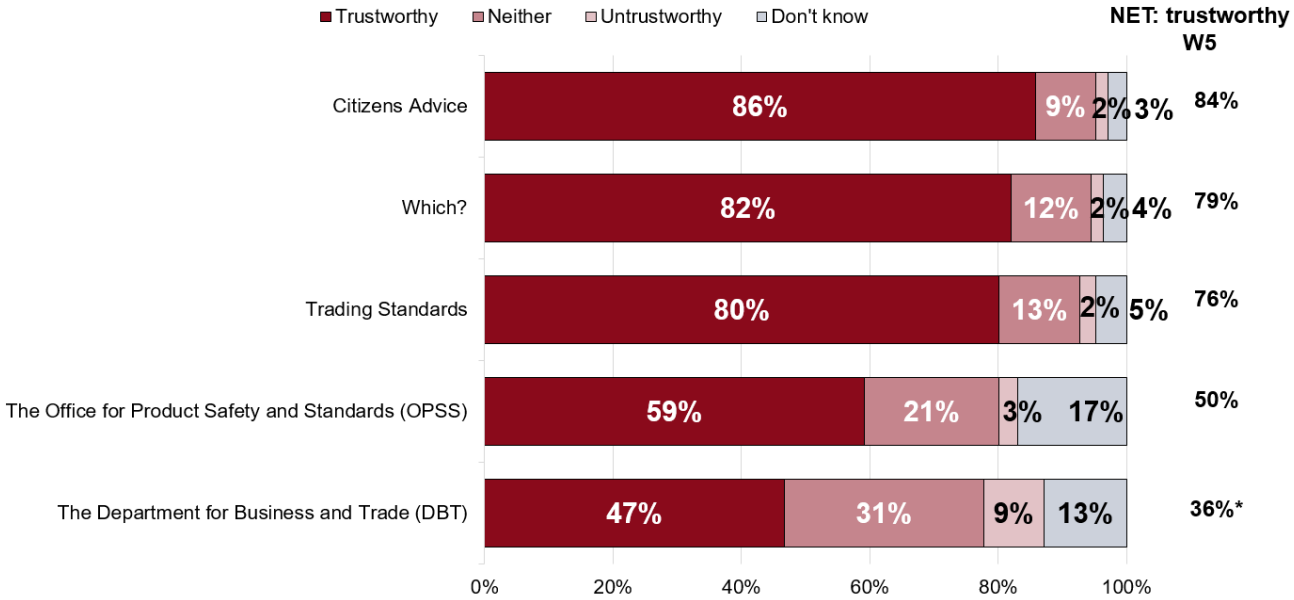
Trust in OPSS

Following declines in waves three and five, perceptions of trustworthiness of the OPSS have risen to their highest level in the series this wave. Among those aware of the organisation, 59% say they think it is trustworthy, up from 50% in wave five and higher than the previous peak of 56% in wave one. This increase is driven by those who think the organisation is "trustworthy" (41% in W5, compared with 49% in W7), with the proportion thinking it is "very trustworthy" remaining stable at 10%. The proportion who think the OPSS is untrustworthy is just 3%.

The data in figure nine does indicate that this increase in trust is not unique to the OPSS, with similar organisations also seeing a rise compared with wave five. Trust in OPSS remains well below Citizens Advice (84% in W5, compared with 86% in W7), Which? (79% in W5, compared with 82% in W7) and Trading Standards (76% in W5, compared with 80% in W7). Trust in the Department for Business and Trade (DBT) is 11 percentage

points higher than for its predecessor, the Department of Business, Energy, and Industrial Strategy (BEIS) (36% BEIS W5, 47% DBT W7).

Figure 9. Organisations perceived as trustworthy/ untrustworthy



Q: Of the following organisations, in general how trustworthy or not do you think each are in how they operate? (W5 figures indicate Net: Trustworthy)
Base: All who know of organisation: OPSS (W5=3,347; W7=3,638); Citizens Advice (W5=9,064; W7=8,978); BEIS/ DBT (W5=3,393; W7=4,116); Trading Standards (W5=8,525; W7=8,441); Which? (W5=8,739; W7=8,639)
**Note: Wave five measured awareness/ trustworthiness of the Department of Business, Energy, and Industrial Strategy (BEIS). Wave seven measured awareness/ trustworthiness of the Department of Business and Trade (DBT) after this department absorbed the OPSS from the now-dissolved BEIS in 2023.*

As was seen above for measures of awareness, the key variable driving perceptions of trustworthiness in the OPSS is age. Two-thirds (67%) of 18 to 29 year olds who have heard of the OPSS trust it, compared with 60% of 30 to 49 year olds and 56% of those aged 50 and over. Indeed, the younger age group also report the strongest increase in trust in the OPSS since wave five, rising from 48%. The corresponding increase are much smaller among those aged 30 to 49 (47% in W5, compared with 60% in W7), 50 to 64 (54% in W5, compared with 56% in W7), and those aged 65 and over (50% in W5, compared with 56% in W7)

This age dynamic contrasts with other organisations, including Citizens Advice, Trading Standards, and Which?, where those 18 to 29 years are less likely than those older than this to say are trustworthy. For example, 79% of under-30s say Citizens Advice is trustworthy compared with 90% of those aged 65 and over. Trust in the DBT follows the same pattern as the OPSS, with 58% of 18 to 29 year olds saying they are trustworthy compared with 44% of those aged 65 and over.

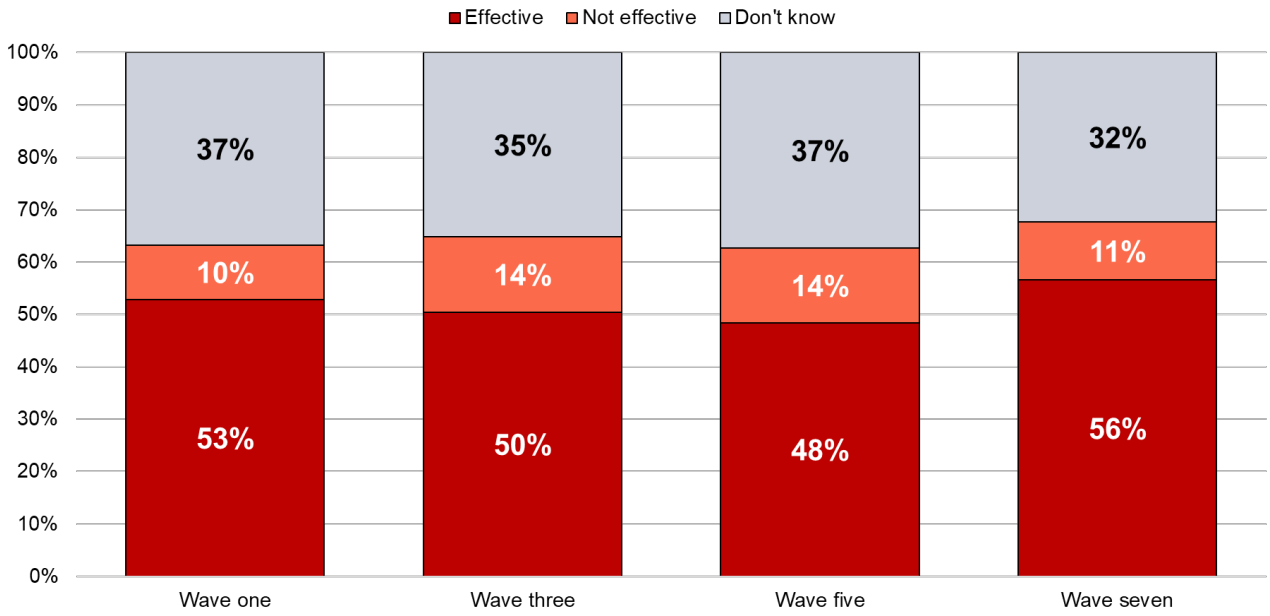
Ethnic minority members of the public are more likely to consider the OPSS trustworthy (71%, compared with 57% for white adults).

Among the offline population who have heard of the OPSS, over three quarters (77%) perceive it to be trustworthy.

Effectiveness of OPSS

As with awareness and perceptions of trust, the proportion who consider the work of the OPSS to be effective has also increased since wave five. More than half (56%) of those who have heard of the OPSS say their work is effective, the highest level seen across waves and up eight percentage points since wave five. In contrast, just over one in ten (11%) think their work is not effective, down three percentage points from wave five.

Figure 10. Effectiveness of the work of OPSS



Q: How effective or not do you think the work of The Office for Product Safety and Standards (OPSS) is?
Base: All respondents who know of OPSS (W1=3,314; W3=3,124; W5=3,347; W7=3,638)

As with trust, perceptions of effectiveness decline with age; 66% of those aged 18 to 29 believe they are effective, compared with 50% of those aged 65 and over. Wave-on-wave shifts by age also mirror trends in the previous section, with an 18 percentage point increase in perceived effectiveness among 18 to 29 year olds (48% in W5, compared with 66% in W7) and an 11 point increase among those aged 30 to 49 (47% in W5, compared with 59% in W7) driving the overall increase, while older age groups remain statistically comparable (50 to 64: 50% W5, 53% W7; 65+: 49% W5, 50% W7).

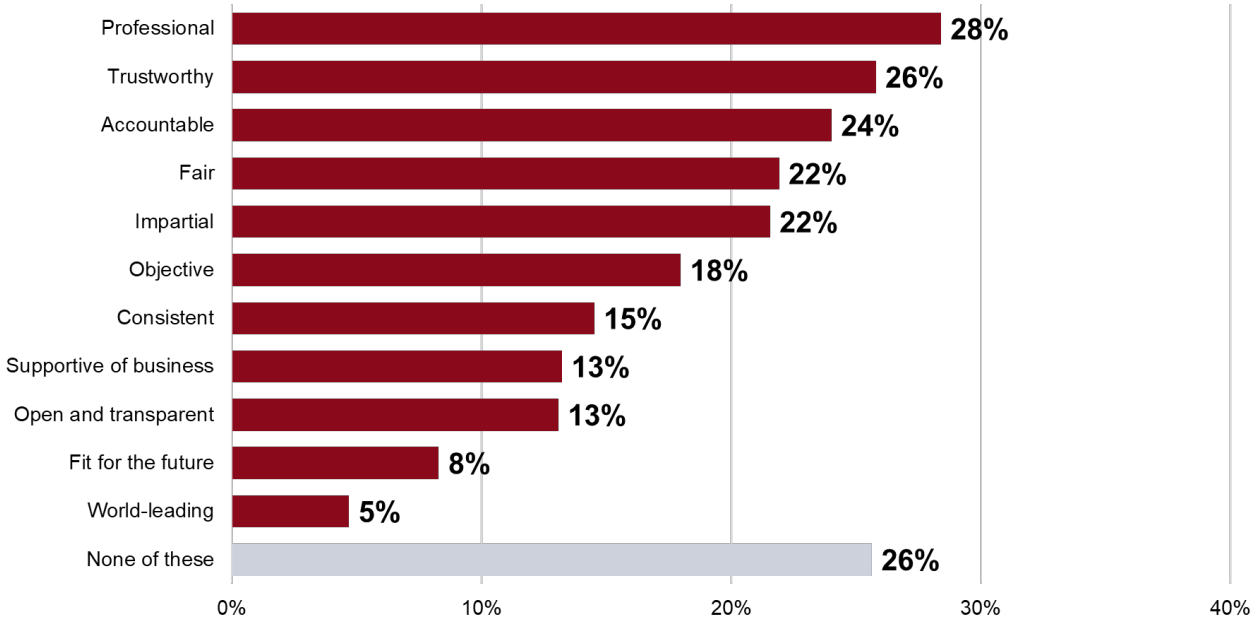
Similar to the results on trustworthiness, perceptions of effectiveness are higher among those from an ethnic minority background (68%) than those from a white background (54%).

Also, the offline population are more likely than the online population to perceive the OPSS to be effective (73%).

Associations with OPSS

Given that perceived trustworthiness and effectiveness have increased among those who have heard of the OPSS, it is unsurprising that associations of the organisation with a number of positive words have also increased this wave. Positive sentiment has increased across the board, though the most notable increases are seen in the numbers selecting trustworthy (19% in W5, compared with 26% in W7) and fair (17% in W5, compared with 22% in W7).

Figure 11. 1 Word association with OPSS



Q: Which of the following words, if any, do you most associate with how the Office for Product Safety and Standards (OPSS) operates?
Base: All respondents who know of OPSS (W7=3,368)

Experiences of safety issues

In wave seven, questions on experiences of safety issues were initially shown to all respondents who had bought a product in the last six months (n=8,181), and then subsequently to those who experienced a safety issue (n=932). Exact base sizes for specific questions are shown below each chart.

Key findings

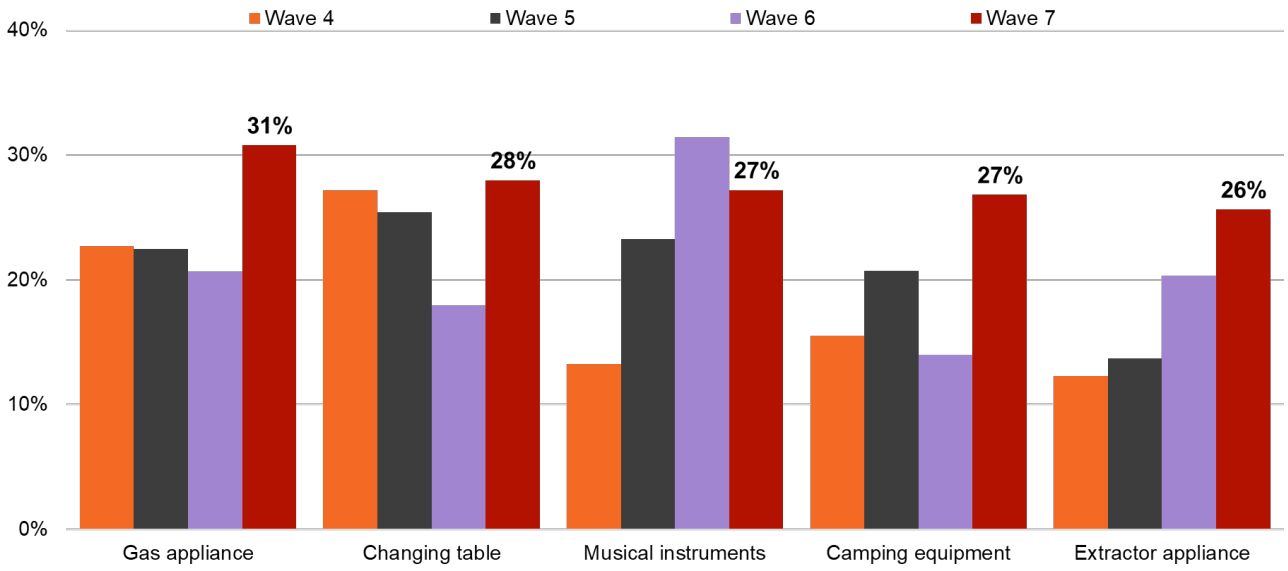
- Among those who have bought a product in the last six months, just over one in ten (12%) had a safety issue of some kind.
- Those who bought a gas appliance are the most likely to experience a safety issue (31%), but this is not a significant increase in prevalence.
- According to participants, the seriousness of safety issues has risen to the highest average severity since tracking began (5.15 out of 10), and issues with large domestic appliances (6.39) or sports/ leisure items (6.36) now considered the most serious.
- The impacts of safety issues are consistent with previous wave – the most common is distress (23%), followed by damage to property (18%) and physical harm (17%).
- Also consistent with previous waves, three-quarters (77%) of those who experienced a safety issue do take action as a result. The most common action continues to be returning the item (22%).

Seriousness of safety issues

Of those who bought a product in the last six months, around one in ten (12%) experienced a safety issue of some kind. This is a slight increase compared with wave six (10%).

The most common individual products that consumers in wave seven have had a safety issue with are gas appliances, changing tables, musical instruments, camping equipment, and extractor appliances – a quarter or more of those who bought these items in the last six months said they experienced a safety issue with it (figure 12). Although gas appliances now have the highest prevalence of safety issues (21% in W6, compared with 31% in W7), this rise is not statistically significant due to the small sample sizes involved. None of the top five most-prevalent products have seen a significant change compared with wave six with the exception of camping equipment (14% in W6, compared with 27% in W7).

Figure 12. Top five products safety issues are experienced with



Q: You said that you purchased the following products in the last SIX months. Did you experience any safety issues with these products?
Base: All who bought a listed product in the last six months: (in wave seven: gas appliance=101; changing table=81; musical instrument=160; camping equipment=141; extractor appliance=79)

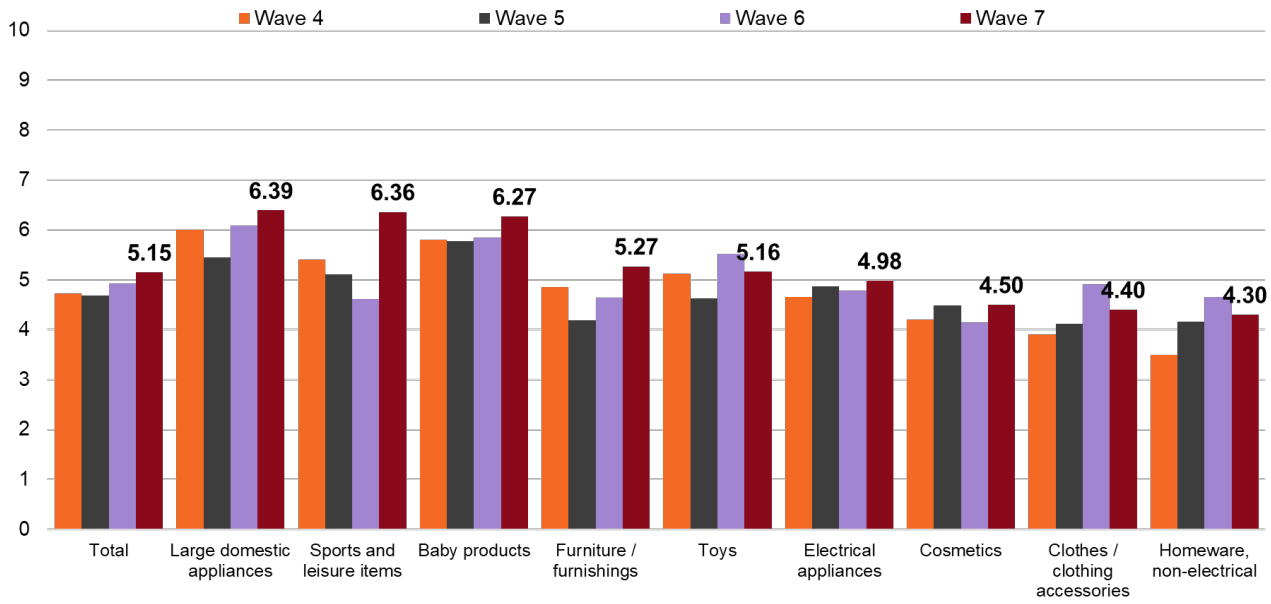
On a 10-point scale (where 10 is the most serious), safety issues in wave seven have a mean seriousness score of 5.15, which is significantly higher than waves one to five and the highest average severity since tracking began. Now, a quarter (25%) of respondents say their safety issue was highly serious (score of eight to 10).

People asked about a safety issue with a sports and leisure item (such as musical instruments, camping equipment, books, art supplies) have seen a sharp rise in the reported severity (figure 13). The average severity of issues with a sports and leisure item is now 6.4, up from 4.6 in wave six. They are now joint top of the most-seriously perceived issues, along with large domestic appliances (6.4 average severity).

Some of this increased severity may have come with increased prevalence – outside of the top five products that people have had a safety issue with, there has been a significant increase in the proportion reporting safety issues with other sports and leisure items such as bikes and accessories (12% in W6, compared with 23% in W7), indoor exercise equipment (12% in W6, compared with 22% in W7), and sports equipment (11% in W6, compared with 17% in W7).

The severity of safety issues with large domestic appliances has also risen since wave five with over two-thirds now giving those safety issues a score of eight or more (23% W5, 29% W6, 44% W7). This is a return to levels of “highly serious” safety issues with large domestic appliances last seen in wave four (45%).

Figure 13. Seriousness of safety issue with product



Q. Thinking about the safety issue you had with the following 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?
Base: All asked about a safety issue with a listed product: (in wave seven: electrical appliances=134; baby products=52; toys=97; cosmetics=124; large domestic appliance=62; clothes/ clothing accessories=187; furniture/ furnishings=85; homeware, non-electrical=65; sports and leisure items=126)*

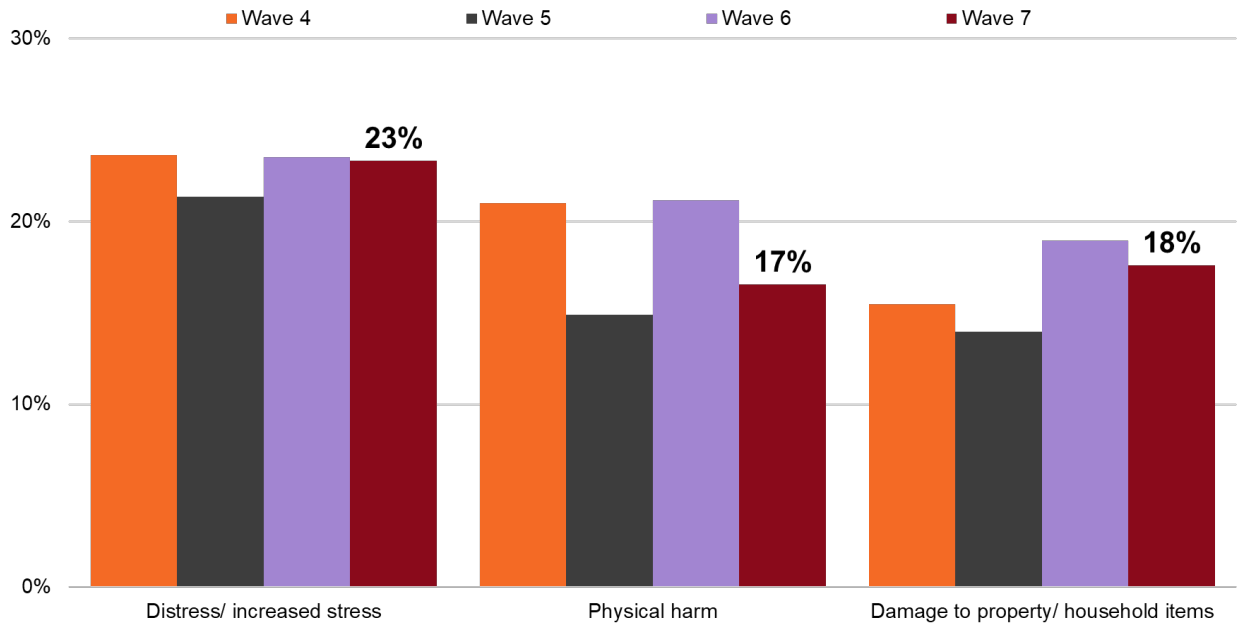
Impact of safety issues

The most common impact as a result of a safety issue continues to be distress/ increased stress (23%), consistent with previous waves. After a rise in wave six, the proportion reporting physical harm as a result of a safety issue has fallen to 17%, consistent with wave five (15%), wave three (17%) and earlier waves.

In wave six, there was a significant increase in the proportion of people reporting that a safety issue had caused damage to property/ household items. This is maintained in wave seven, with nearly one in five (18%) reporting this. However, in wave six, those who reported experiencing a safety issue with a baby product were the most likely to say they experienced damage to property/ other items, but this has not been sustained (41% in W6, compared with 20% in W7). Now, those with a safety issue with a large domestic appliance or furniture/ furnishings are the most likely to say damage was caused (both 28%), and these proportions are consistent with previous waves.

Despite the increased prevalence and severity of safety issues with sports and leisure product such as musical instruments and camping equipment, there are no changes to the impacts of these safety issues. Three in ten (31%) who reported a safety issue with a sports and leisure product say the issue caused distress/ increased stress, while a quarter report that it caused property damage (26%) or physical harm (23%).

Figure 14. Effects of the safety issue



Q. You said you experienced a safety issue with the following product: product … Did that safety issue cause any of the following?
Base: All who experienced a safety issue with a listed product (W4=691; W5=893; W6=752; W7=932)

Those without a disability are more likely than those with a disability to report the safety issue had no impact (57%, compared with 46% for those with a disability)

The most common type of damage as a result of safety issues are dents/ scratches to other property, with half (48%) of those reporting damage saying it was this. Over a third (36%) of those who report property damage say it was electrical in nature, while around three in ten say it was flood (29%) or fire damage (28%). A quarter 24% say it was smoke damage. The types of damage are broadly consistent with previous waves.

Similarly, the level of healthcare needed as a result of a safety issue is unchanged compared with previous waves. Among those who experienced physical harm, just over a third (35%) did not need any healthcare. A quarter (24%) needed first aid such as a plaster, 14% needed urgent medical attention such as going to Accident and Emergency, 12% needed non-urgent medical care such as a GP visit, and less than one in ten (7%) needed tertiary medical care.

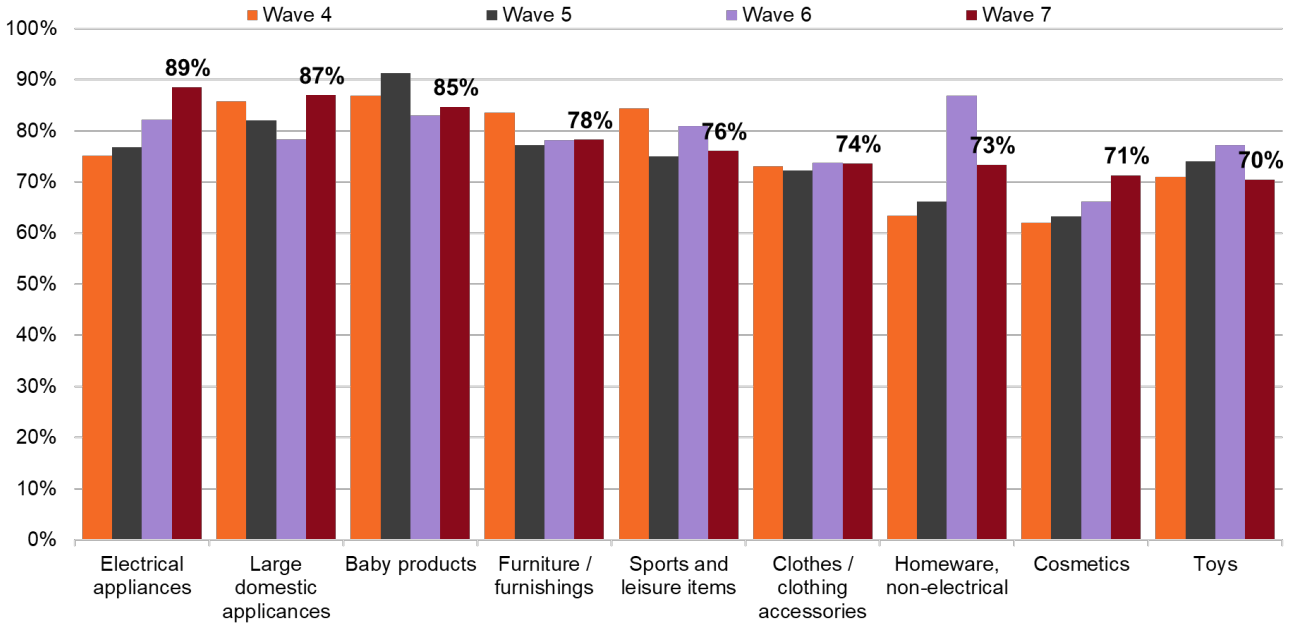
Actions as a result of safety issues

Consistent with wave six, three-quarters (77%) of those who experienced a safety issue took some form of action in response. As in wave six, this is the highest proportion taking action seen in the tracker, and significantly higher than wave two or three (both 71%).

Consumers who experienced a safety issue with an electrical appliance are now the most likely to take action (89%), followed by those who experienced an issue with a large domestic appliance (87%) or a baby product (85%). Taking action as a result of a safety issue with an electrical appliance has steadily risen since wave four (75% W4, 77% W5, 82% W6, 89% W7). Likelihood to report cosmetic safety issues has also steadily risen since wave two (57% W2, 60% W3, 62% W4, 63% W5, 66% W6, 71% W7). The proportions taking action on cosmetics and electric appliances are now the highest since tracking began.

While it may appear there has been a sharp rise in the proportion taking action as a result of safety issues with large domestic appliances, the shift is not statistically significant due to the sample sizes.

Figure 15. Proportion who took action, by product category of the safety issue



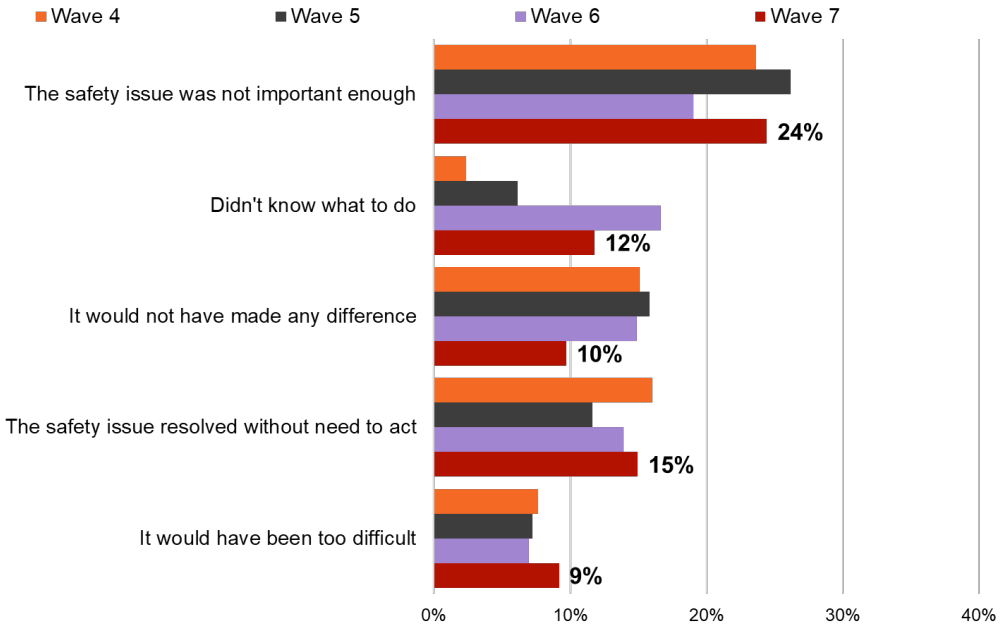
Q. Which of the following actions did you take after becoming aware of the safety issue with the product?
Base: All asked about a safety issue with a listed product: (in wave seven: electrical appliances=134; baby products=52; toys=97; cosmetics=124; large domestic appliance=62; clothes/ clothing accessories=187; furniture/ furnishings=85; homeware, non-electrical=65; sports and leisure items=126)

Consistent with previous waves, the most common action taken is to return the item for a refund/ exchange (22%). In wave six, the overall increase in actions taken was partly driven by a rise in people saying they disposed of the item, but this has not been sustained in wave seven (20% in W6, compared with 17% in W7). Instead, the proportion saying they followed the manufacturers guidance has steadily risen over time (11% W5, 12% W6, 15% W7) as has the proportion who tried to fix it themselves (15% W4, 16% W5, 19% W6, 20% W7).

Those with a disability are more likely than those without to say they complained to the manufacturer as a result of a safety issue (15%, compared with 10% for those without a disability). However, they are less likely to report that they allowed the manufacturer to make a modification (7%, compared with 13% for those without).

Just under a fifth (18%) of those who experienced a safety issue did not take any action, consistent with the proportions seen in wave five and six. The most common reason for a lack of action remains the safety issue not being important enough (24%). In wave six there was a marked rise in the proportion saying they did not know what to do – that has fallen slightly but remains significantly higher than in wave four (2% W4, 6% W5, 17% W6, 12% W7).

Figure 16. Reason not taken as a result of product safety issue



Q. Which, if any, of the following best explain why you decided not to take any action?
Base: All who experienced a safety issue, but did not take action (W4=142; W5=162; W6=153; W7=161)

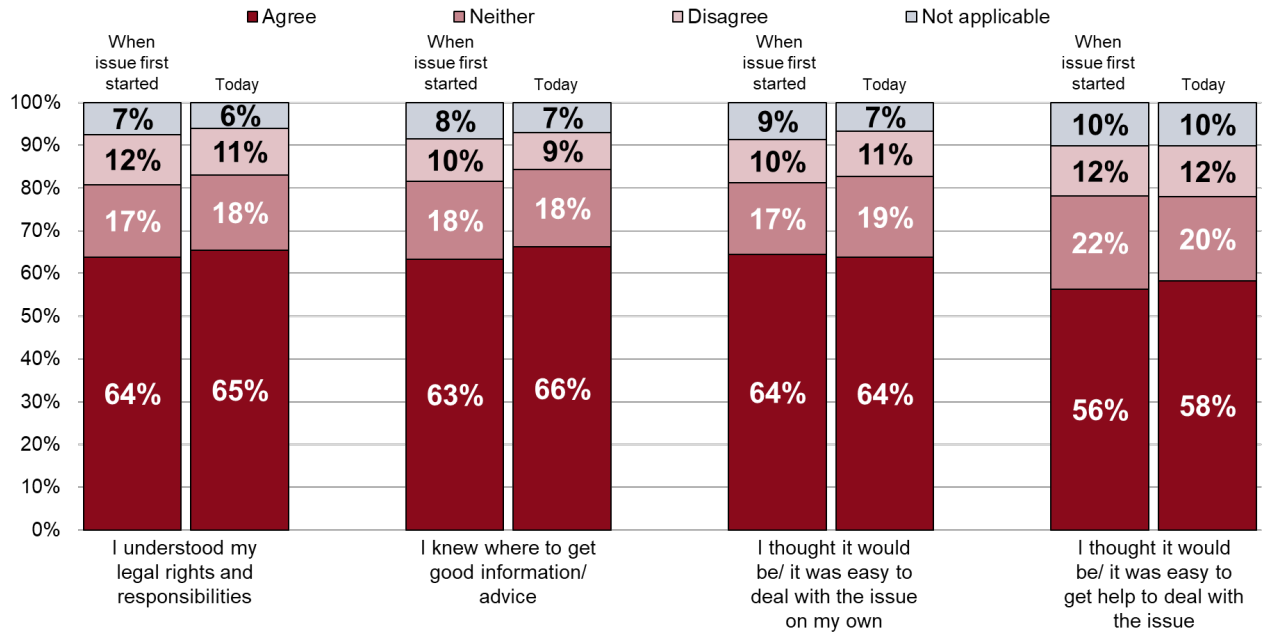
Understanding rights and responsibilities

When respondents who experienced a safety issue of some kind were asked to think about when their issue first started, most (64%) believed the issue would be easy to handle on their own and the same proportion (64%) felt they understood their legal rights and responsibilities. Both of these are unchanged compared with previous waves.

There has been an increase in the perceived availability of help. The proportion who say that when the issue first started they knew where to get good information/advice has significantly risen compared with wave three (55% W3, 58% W5, 63% W7). Similarly, the proportion of those who, when the issue first started, thought it would be easy to get help has risen compared with wave five (49% in W5, compared with 56% in W7).

Agreement with most metrics is consistent between when the issue first started and the point of interview – dealing with a safety issue appears to have little impact on people's perceptions. However, although relatively unchanged from when the safety issue started, understanding of legal rights and responsibilities 'today' (i.e. at point of interview) is now at its highest level since tracking began (60% W1, 56% W3, 57% W5, 65% W7).

Figure 17. Do you agree or disagree with the statements about the safety issue you had: When the issue first started…/ And today…



Q. To what extent do you agree or disagree with the following statements about the safety issue you had with the following product: product? When the issue first started/ And today…
Base: All who experienced a safety issue with a listed product (W7=932)

Heterosexual adults are more likely than LGB+ adults to say that, when the issue first started, they thought it would be easy to deal with on their own (67%, compared with 60% for LGB+ respondents).

Returning products

Participants in the focus groups reported mixed experiences when returning products for any reason. Difficulty in returning products usually depends on the retailer and their policy; ASOS, Amazon and others were mentioned as companies with easy returns. However, across all channels, online marketplaces were considered to be a difficult place to have a successful return, due to online sellers who are difficult to contact or the need to print a return label (when many do not own or cannot access a printer).

Motivations to return products vary–- they include the item being faulty or not fitting, ease of return based on previous experience is also a factor, along with whether there is a cost associated with returns an item. Although some do not return items that they consider cheap due to the time commitment of returning. As an alternative some donate the items to a charity shop instead of returning items.

"Will the cost and hassle exceed what it is worth and also how necessary is it. If it's something we definitely need then, yes, I would press for returns and also if it was more than say £15" (experienced cyber harm group)

"Sometimes it's easier just to take items to a charity shop than return them." (electric vehicle charger owner group)

Some participants returned a product after experiencing a safety issue or product recall.

“I bought a heated gilet on Amazon after a lot of reading of reviews but it caught fire, so I returned it for a refund with no problem. (electric vehicle charger owner group)

“I did have to return a battery for a DSLR from Nikon once during their product recalls and the process was seamless.” (aged 40+ group)

“Some baby medicine syringes on Amazon were recalled due to being considered an unsafe design so we stopped using them but did not think it was worth returning them” (aged 18 to 40 group)

Perceptions and experiences of product registration

In wave seven, questions on product registration were initially shown to those who had bought an eligible product (n=3,328). Exact base sizes for specific questions are shown below each chart.

Key findings

- The proportion who bought an eligible product that registered it has risen by four percentage points since wave five to 36%, remaining by far the highest for those who bought a large domestic appliance (62%).
- There has been little change in terms of wave-on-wave shifts in the reasons why people register products. To validate a warranty remains by far the most common reason (69%).
- The most common method by which people register products is on the manufacturer's website (43%), again unchanged across waves. This is followed by on the retailer's website (26%).
- The most common reasons for not registering a product are that people either did not know they could (37%) or did not want to/ did not think it was necessary (35%).
- Among those who do not think registration is necessary, a lack of perceived any benefit remains the most common factor (41%).

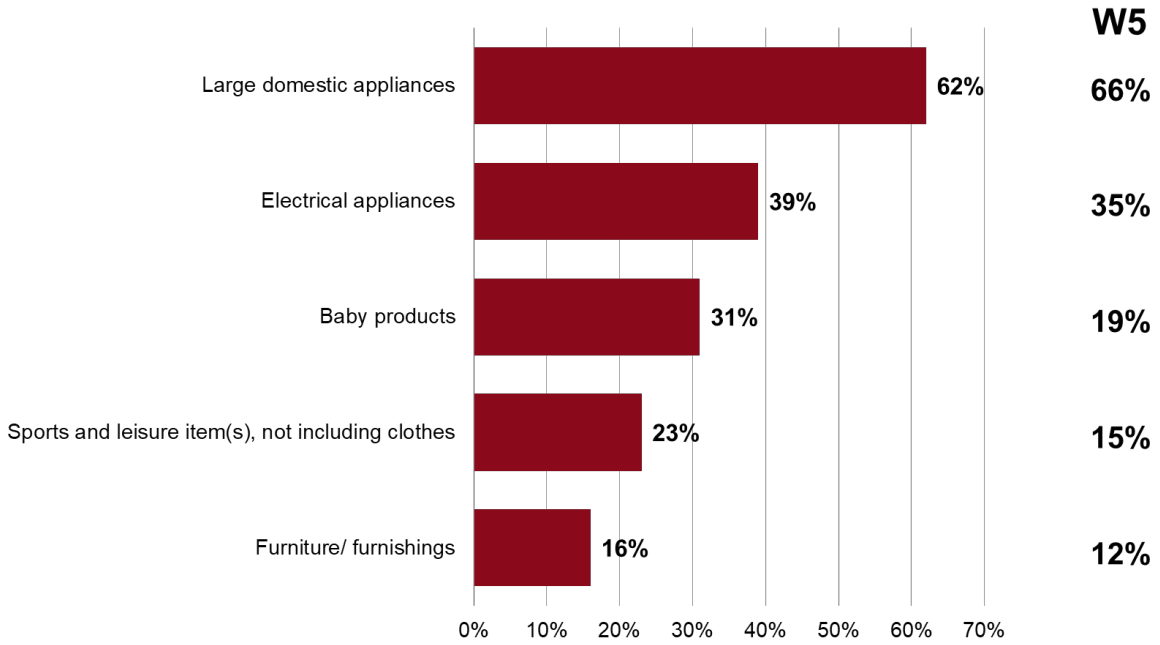
Experiences of registering an eligible product

Eligible products included in this survey include electronic appliances, selected baby products, large domestic appliances, selected furniture/ furnishings, and selected sports/ leisure equipment. A full list can be found in the technical report.

Those who had purchased an eligible product in the last six months were asked about their experiences of the product registration process – the process of providing their details and the product's details to the manufacturer when they bought it so that the manufacturer can contact them if a safety issue is later identified with that make/ model.

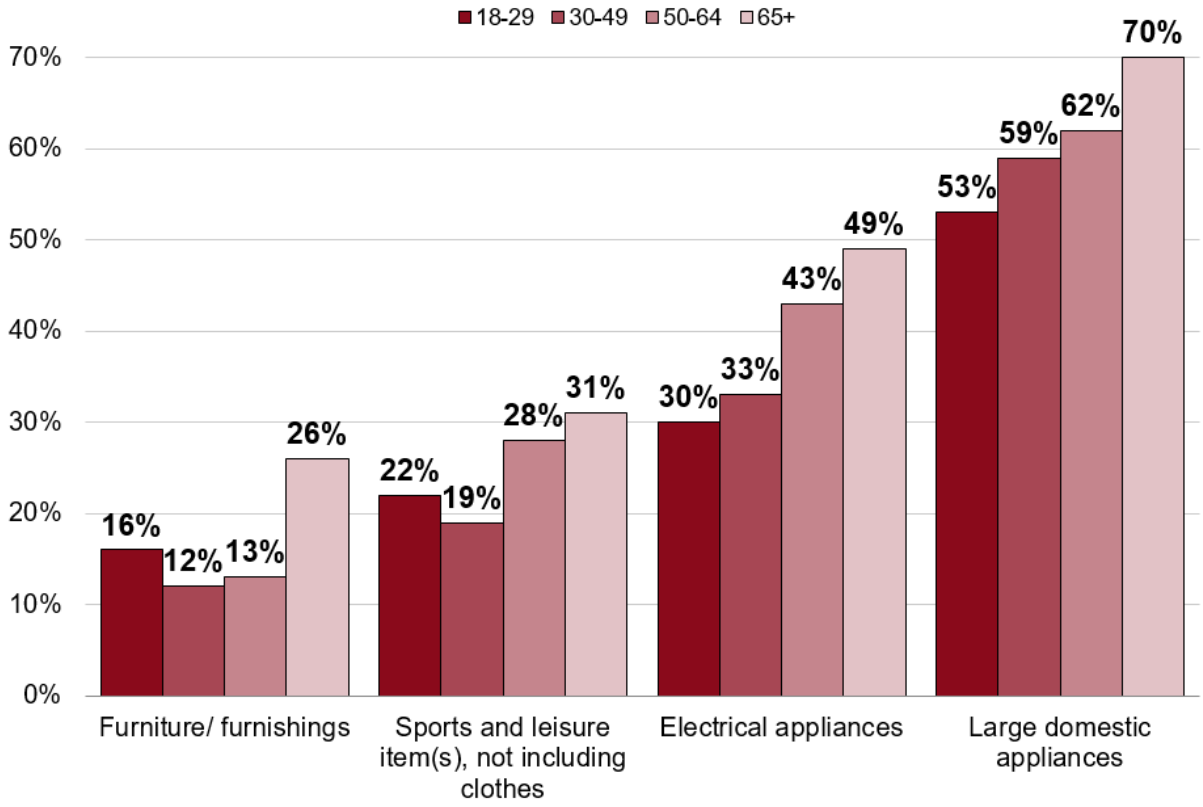
The proportion who bought an eligible product that registered it has risen by four percentage points since wave five to 36%, having remained stable across all previous waves when this question was included (31% W1, 32% W2, 32% W3, 32% W5). As previously, this is by far the highest for those who bought a large domestic appliance (62%), comparable to the proportion doing so in wave five (66%). The largest changes compared with wave five were for baby products (19% in W5, compared with 31% in W7) and sports and leisure item(s) (15% in W5, compared with 23% in W7), while electrical appliances (35% in W5, compared with 39% in W7) and furniture/ furnishings saw smaller increases (12% in W5, compared with 16% in W7).

Figure 18. Proportion who registered product, by product category



Q: Product registration involves providing your details and model details to the manufacturer when you bought it so that they could contact you if a safety issue was later identified with your make/model of product. Did you register the [product] when you bought it?
Base: All who purchased an eligible item in the last six months: (in W7: electrical appliances=1,101; baby products=323; large domestic appliances=666; furniture/ furnishings=719; sports and leisure items=519)

Figure 19. Proportion who registered product, by product category



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

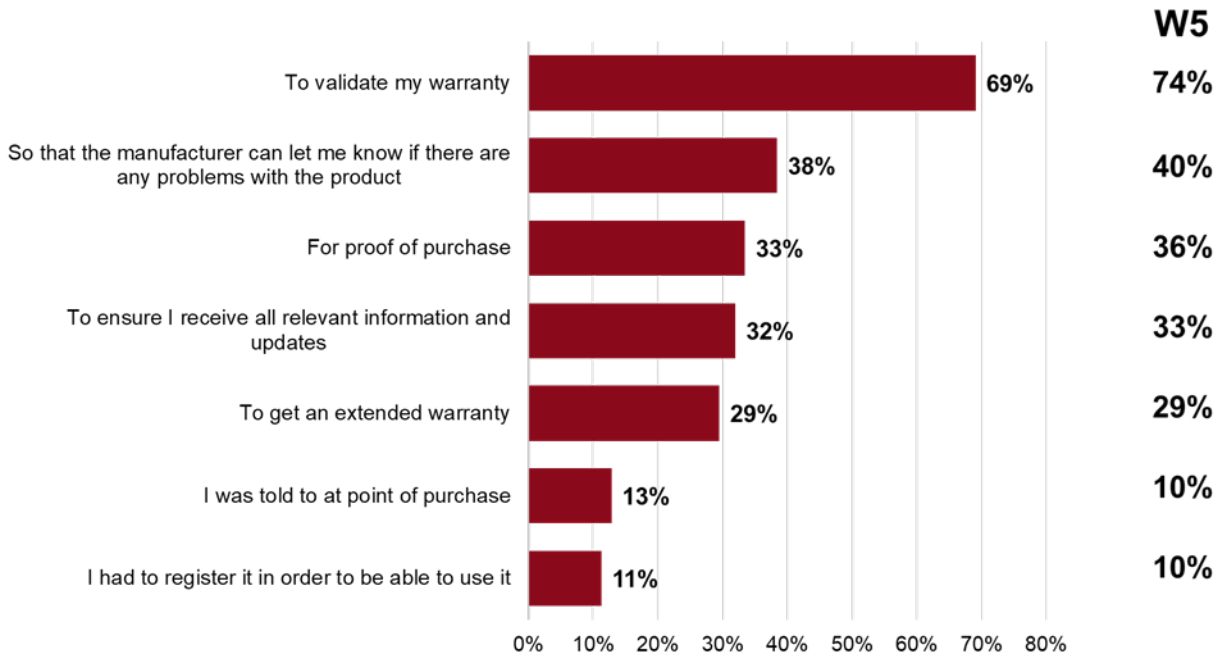
Base: All who purchased an eligible item in the last six months: (in W7: 18-29=1,803; 30-49=3,564; 50-64=2,237; 65+=2,419)

As seen previously, there is a generational divide in likelihood to register products, with 48% of those aged 65+ reporting having done so, compared with 38% of those aged 50 to 64 and 30% of those aged under 50. As discussed in previous waves, this may in part be due to the types of products purchased across age (see figure 19). Men also remain more likely to report registering an eligible product (39%, compared with 31% for women), a pattern which is also consistent with previous waves.

There has been little change in terms of wave-on-wave shifts in the reasons why people register products. To validate a warranty remains by far the most common reason, on 69%, while 38% say it is so the manufacturer can let them know if there are any problems with the product, and a third (33%) say it is for proof of purchase.

Those who are older and have registered a product are especially likely to say that it was to validate their warranty, mentioned by 80% of those aged 65 and over, compared with 46% of those aged 18 to 29 year olds. In contrast, one in five of those aged 18 to 29 (20%) mention needing to do so in order to be able to use the product, compared with just 4% of those aged 65 and over.

Figure 20. Reasons for registering a product



Q: Which, if any, of the following are reasons you registered the [product]? (Please select all that apply)
Base: All who registered their eligible product (W7=1,139)

Consistent with previous waves, those who have purchased large domestic appliances are more likely to have registered it to validate the warranty than all other product categories (79%). The same is true for baby products and those who said they had to register it before using it, higher than all others at 26%.

There has also been little change in the ways that people register products. The most common method is on the manufacturer's website (43%), a figure which has been consistent each wave since wave one. This is followed by on the retailer's website (26%), again unchanged across waves. Still less than one in ten report doing so by phone (8%), via app (7%) or in-store (6%), again unchanged versus wave five. Due to small base sizes

available, there are few consistent trends in terms of where people are most likely to register products.

Those under 30 are more than twice as likely as all other age groups to use alternative methods of registering products, such as doing so by phone (15%) or in-store (13%). In turn, however, they are less likely to do so via the manufacturer's website (26% of those aged 18 to 29, 46% of those aged 30 and over).

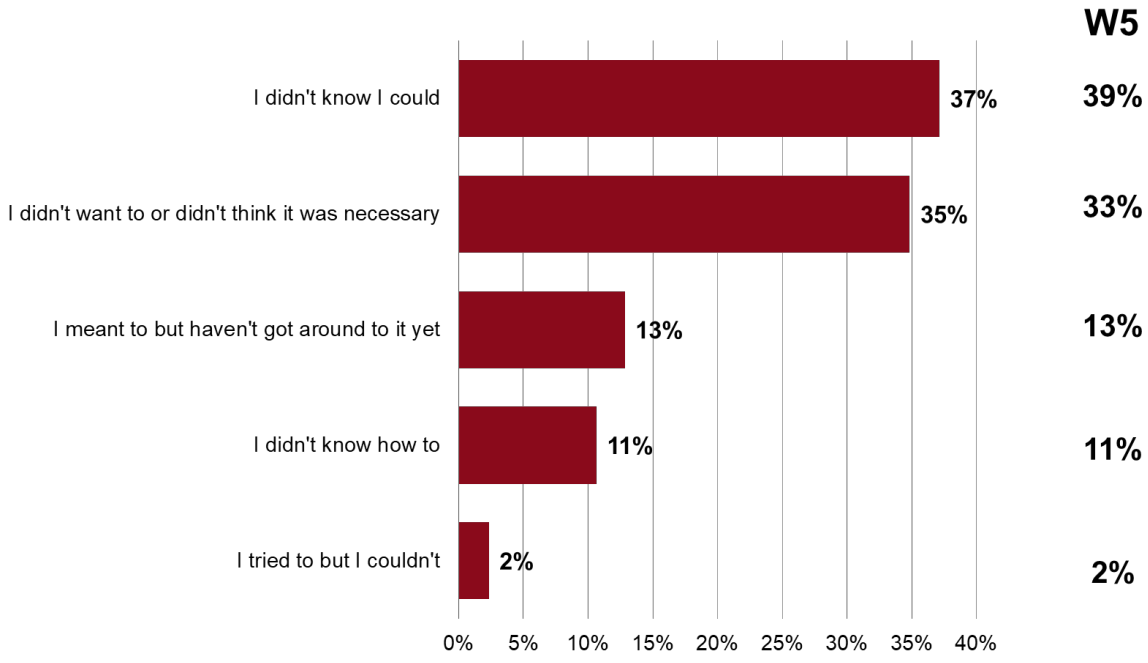
Those from an ethnic minority background are more likely to have registered their product in-store (15% ethnic minority respondents, compared with 5% white respondents) or by phone (12% ethnic minority respondents, compared with 7% for white respondents).

In line with previous waves, almost all of those who registered their eligible product found the process easy (94%), with 52% reporting it was very easy and 41% reporting it was fairly easy. Those aged under 30 were most likely to say it was difficult (12%), compared with just 2% of those aged 65 and over.

Reasons for not registering eligible products

Among those who did not register an eligible product, the reasons for not doing so remain the same as has been reported previously. Most commonly, people either did not know they could (37%) or did not want to/ did not think it was necessary (35%). Fewer report that they meant to but have not gotten round to it (13%), did not know how to (11%) or tried to but could not (2%). All of these figures have not changed significantly compared with wave five.

Figure 21. Reasons for not registering an eligible product



Q: You said you didn't register the [product] when you bought it. Which, if any, of the following are reasons for this?
Base: All who did not register product (W7=1,886)

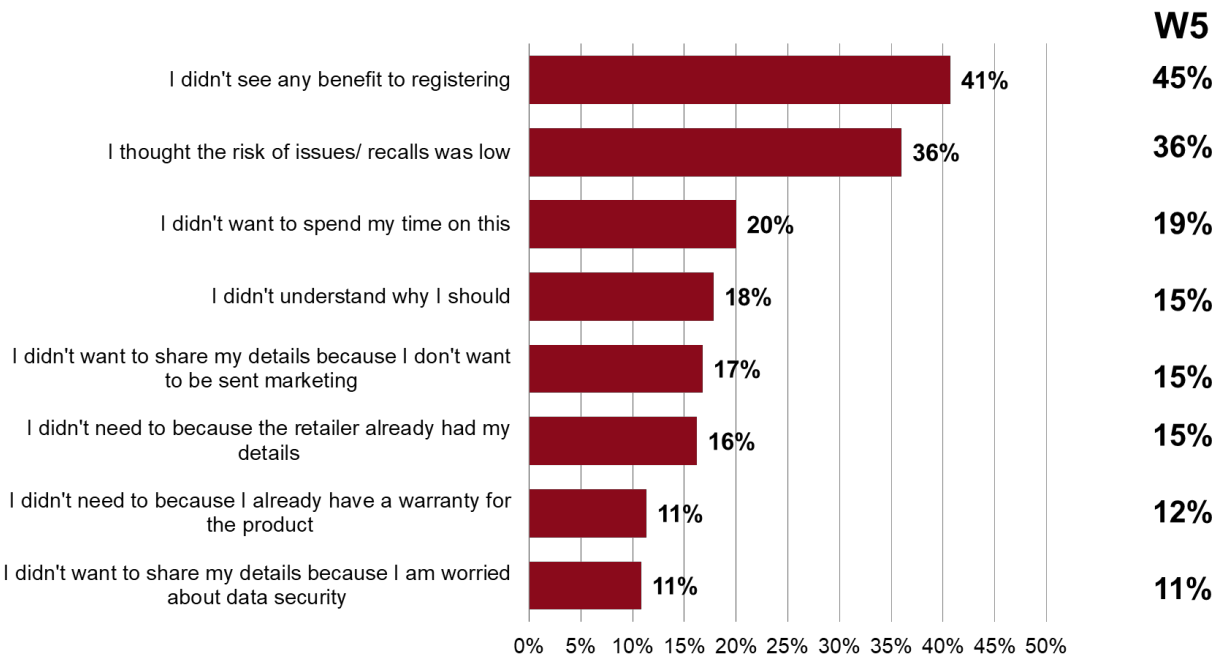
As has been seen previously, knowledge of product registration is lowest among young people. Half (49%) of under 30s who did not register an eligible product said it was because they didn't know they could, while 17% said it was because they didn't know how to, significantly higher than all other age groups.

A gender divide is also present, with 44% of women reporting that they didn't know they could register a product (compared with 31% for men), while men are more likely to cite not wanting to or not thinking it was necessary (40%, compared with 29% for women).

When analysed by products purchased, those who bought large domestic appliances are significantly more likely than those who bought all other types of products to say that they meant to register their product but have not gotten around to it (38%). Those who bought baby products (45%) or furniture/ furnishings (48%) are more likely than others to report that they didn't know they could register their products.

Among those who did not want to register their products because they thought it was not necessary, the reasons given remain similar to previous waves. The most commonly cited reason is that they did not see any benefit in doing so (41%), followed by believing that the risk of issues/ recall being low (36%) and not wanting to spend their time on doing this (20%). None of the reasons listed changed significantly compared with wave five.

Figure 22. Reasons for not wanting to register product/ not thinking registration necessary



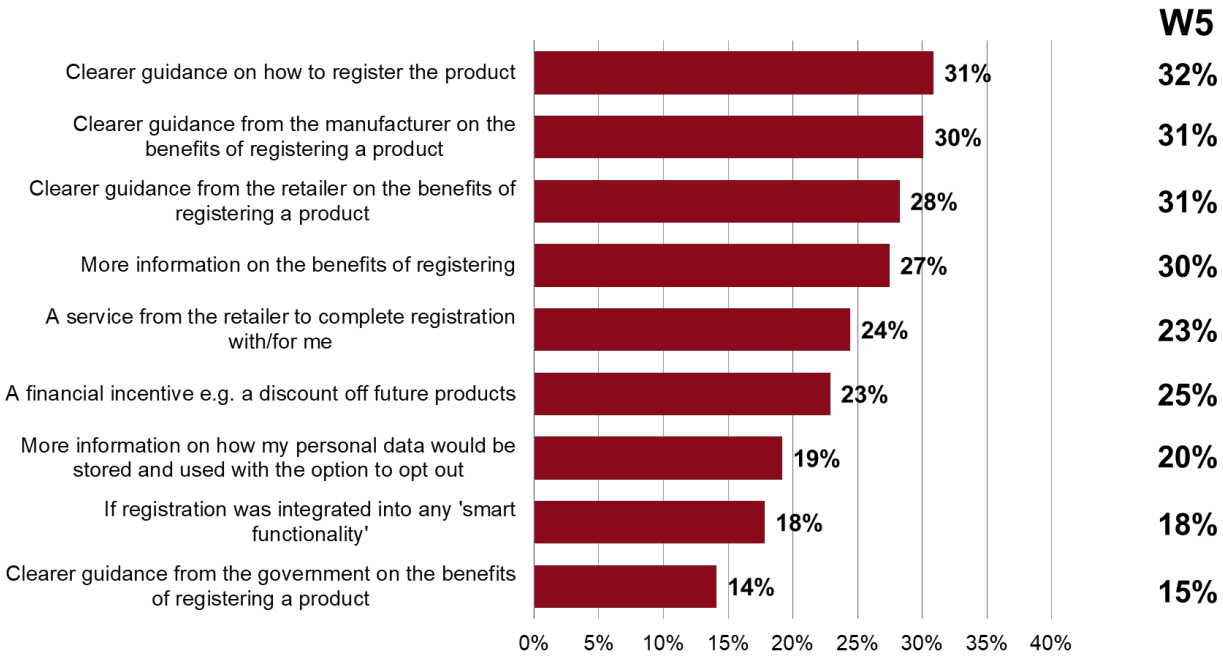
Q: You said that you didn't want to register [product]/ didn't think it was necessary… Which, if any, of the following are reasons for this? (Please select all that apply)
Base: All who did not register product because they did not want to/ didn't think it was necessary (W7=651)

There are few demographic differences in reasons given, though those with high/ medium educational attainment are much more likely than those with low attainment to mention not wanting to share their details because of marketing (21%, compared with 6% for those with a low education level) or data security (13%, compared with 3% for those with a low education level). Those under 30 are more likely to say they don't know why they should (23%) than those 65 and over (12%), and women are also more likely to say this than men (22%, compared with 15% for men).

Those from an ethnic minority background are more likely to mention not wanting spend time on product registration (27%, compared with 19% for white respondents).

There have also been no statistically significant changes in the things that people say would make them more likely to register their products in future. As previously, a desire for clearer guidance dominates, with clearer guidance on how to register the product (31%) clearer guidance from the manufacturer on the benefits of registering a product (30%) and clearer guidance from the retailer on the benefits (28%) the top three things mentioned.

Figure 23. What would encourage registration of products in future



Q: Which, if any, of the following would make you more likely to register your products in the future?
Base: All who did not register their eligible product (W7=1,886)

Women are more likely to say that clearer guidance on how to register the product would incentivise them to register it (37%, compared with 26% for men). This is also higher among those from an ethnic minority background (37%, compared with 30% for white respondents). Those who bought baby products are also more likely than average to report that clearer guidance on how to register the product (41%) would incentivise them to register their products in future, though there are few other significant differences by product purchased this wave.

Perceptions and experiences of product recalls

In wave seven, questions on product recalls were shown to all respondents (n=10,023). Exact base sizes for specific questions are shown below each chart.

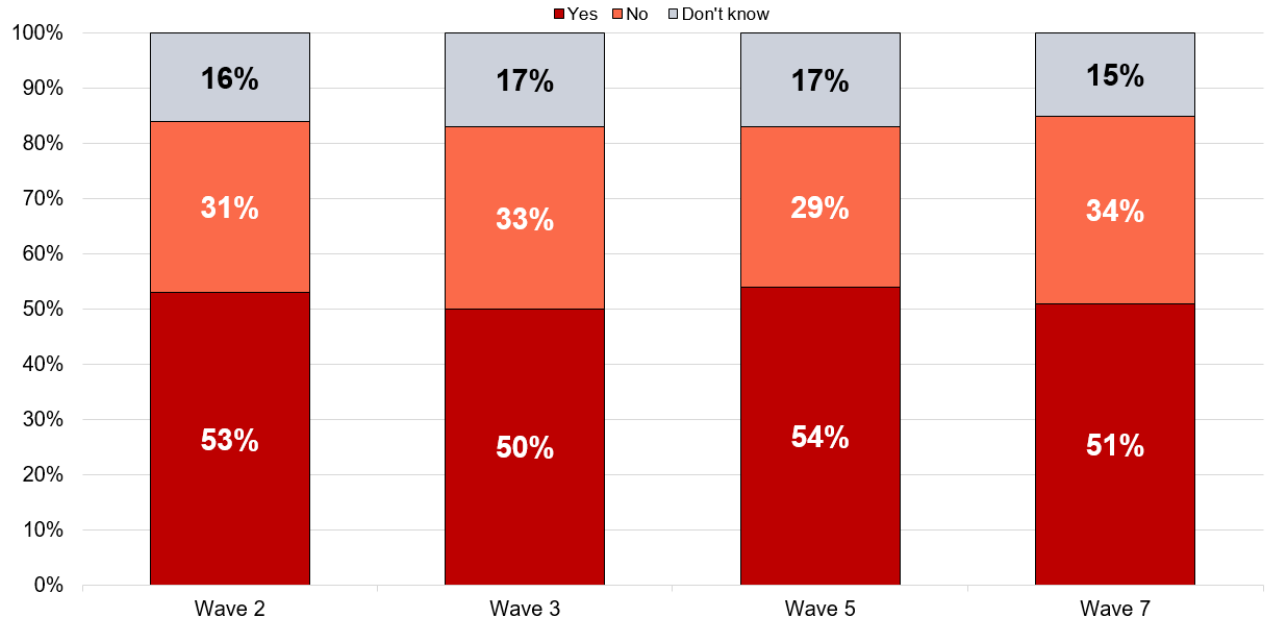
Key findings

- Awareness of product recalls has fallen compared with the previous time this question was asked, with just over half (51%) of people having seen a product recall notice.
- Consistent with previous waves, most of the UK public would prefer to be contacted directly about a product recall for something they own – either via the manufacturer (53%) or seller (53%).
- The proportion reporting a product they own having been recalled has increased by one percentage point compared with wave five (11% in W5, compared with 12% in W7).
- Electrical appliances (23%) and large domestic appliances (11%) remain the most common products recalled, consistent with wave five.
- Despite the changes in type of product recalled, and source of awareness, the actions taken because of a recall remain consistent with previous waves, with the exceptions of an increase in the proportion of those opting to throw away the product (17% in W5, compared with 22% in W7) or attempt to fix it themselves (4% in W5, compared with 9% in W7). The most common activity is still to return/ exchange the product (34%).

Attitudes towards product recalls

The UK public were asked about their experience of product recalls and given a description of what this would entail to ensure clarity. Just over half of respondents (51%) reported having seen a product recall or safety warning about a product, including those for products they did not own. This is lower than any previous wave except wave three (50%).

Figure 24. Awareness of product recalls in the last two years



Q. For the following question, a "product recall" is a corrective action such as a repair or replacement – undertaken by a business to address safety risks in a consumer product. Please think about all product safety recalls, including any you may have seen for items you do not own. Please exclude any food, pharmaceutical, or vehicle product recalls. In the past two years have you ever seen or heard about a product recall or other product safety warning?
Base: All respondents (W2=10,296; W3=10,187; W5=10,182; W7=10,023)

Consistent with the two previous waves, those aged under 65 are more likely than those 65 years old and over to report having seen a recall. In wave seven, the youngest age group (18 to 29) are six percentage points more likely to have seen a product recall compared (51% compared with 45% for those aged 65+). This trend is comparable with wave five, where the difference between the youngest and oldest age groups was seven percentage points (57% of those aged 18 to 29 and 50% of those aged 65+).

It is specifically young women who are maintaining awareness of product recalls. In all waves, men are less likely than women to have seen a product recall in the last two years (50% vs 55% W2, 48% vs 52% W3, 50% vs 57% W5, 49% vs 53% W7). Those with children in their household are also more likely to be aware of product recalls compared with those without (53%, compared with 50% for those with no children), consistent with previous waves.

Consistent with wave five, people of an ethnic minority are less likely to have seen a product recall notice (45%, compared with 52% for white respondents).

Those with lower levels of educational attainment are less likely to be aware of product recalls compared with those of high levels (44% low, 50% medium, 58% high).

Those who are LGB+ are more likely to have seen a product recall notice compared with those who are heterosexual (57%, compared with 50% for heterosexual respondents).

Product recall preferences

Consistent with all previous waves, most of the UK public would like to be contacted directly if a product they own is recalled, with 53% saying they would prefer to be contacted both by the manufacturer and the seller. The proportion of people preferring to

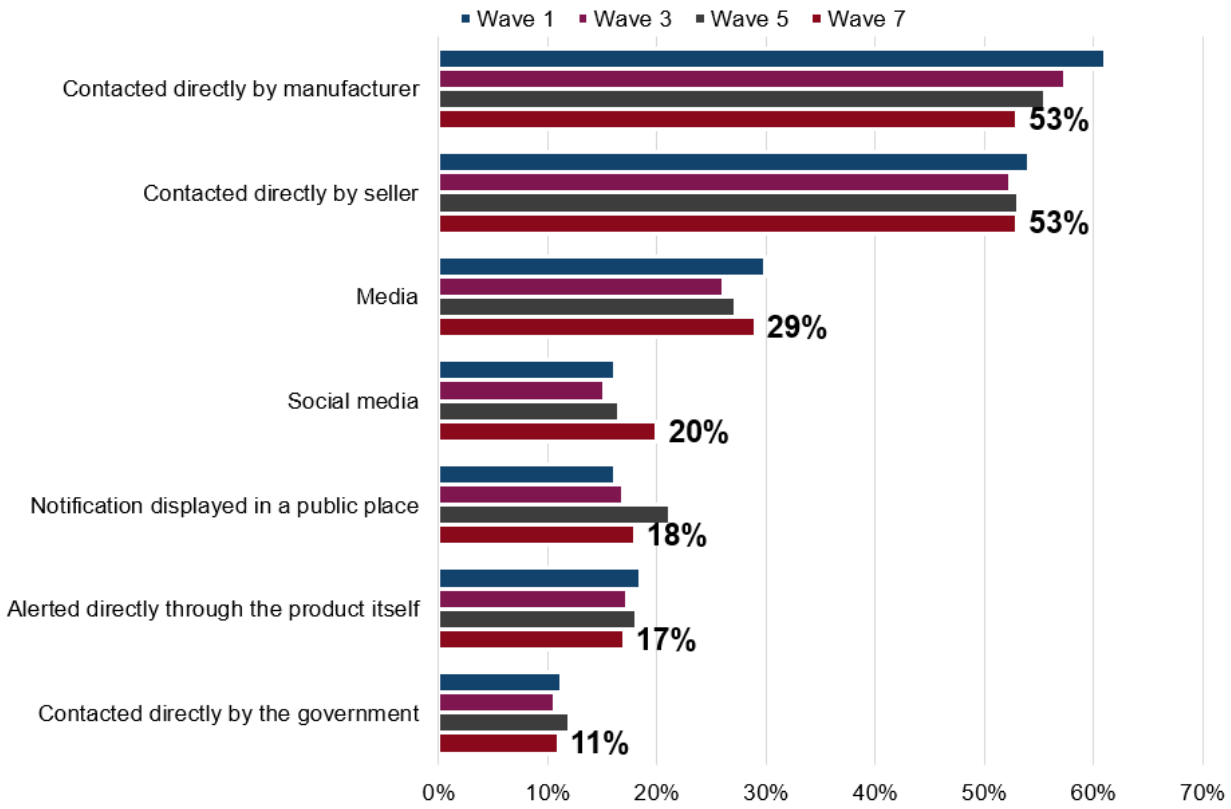
be informed via media continues to increase in a trend sustained for the previous two waves (26% W3, 27% W5, 29% W7). The proportion preferring social media has similarly continued to increase compared with all previous waves (16% W1, 15% W3, 17% W5, 20% W7), as it has done since wave three. In particular, the proportion of young people preferring to be contacted via social media has increased since wave five, showing an increase of nine percentage points among those aged 18 to 29 (20% in W5, compared with 29% in W7).

As in the previous waves, there is a clear age trend, with those aged 65 and over the most likely to prefer direct contact from either the manufacturer (63%) or seller (61%), compared with younger respondents (43% and 45% of those aged 18 to 29, 50% and 50% of those aged 30 to 49; 57% and 56% of those aged 50 to 64). Conversely, those aged under 50 prefer to be alerted on social media (29% of those aged 18 to 29, 24% of those aged 30 to 49; 17% of those aged 50 to 64, 10% of those aged 65+), via a notification in a public place (22% of those aged 18 to 29, 20% of those aged 30 to 49; 17% of those aged 50 to 64, 14% of those aged 65+), or directly through the product itself – for example by an LED indicator or onscreen message – (19% of those aged 18 to 29, 19% of those aged 30 to 49; 16% of those aged 50 to 64, 14% of those aged 65+). These age trends are consistent with all previous waves.

Those with medium or high levels of educational achievement are also more likely to have a preference for being alerted directly through the product (14% low, 16% medium, 21% high), consistent with wave five. Those with medium or high levels of educational achievement are also more likely to prefer being contacted directly by the seller (50% low, 53% medium, 57% high) and manufacturer (50% low, 52% medium, 58% high), consistent with previous waves.

Ethnic minority members of the public are less likely to prefer to be contacted directly by the seller or manufacturer (seller: 45%, compared with 54% for white respondents; manufacturer: 47%, compared with 54% for white respondents). They are more likely to favour contact via social media (26%, compared with 19% white respondents). These findings are consistent with those of wave five.

Figure 25. Preferred way to be informed of a product recall



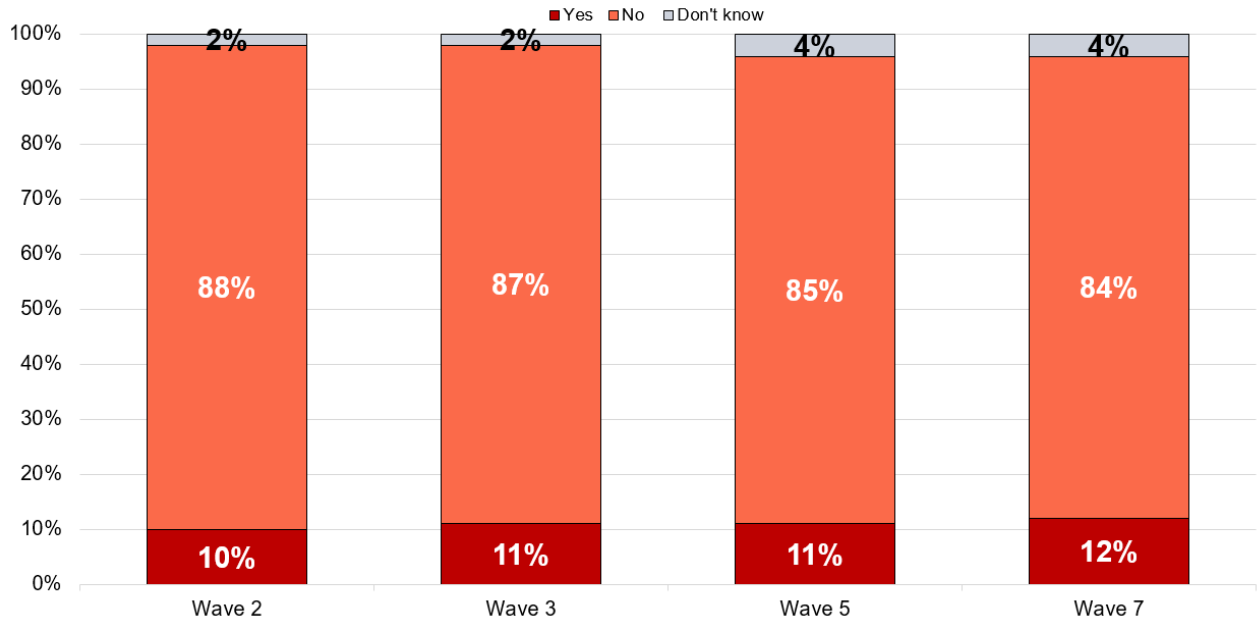
Q. How would you best like to be informed about a product recall notice for a product you own? Please choose up to three methods.
Base: All respondents (W1= 10,230; W3=10,187, W5=10,182, W7=10,023)

Experience of product recalls

Of those who saw a product recall notice, just over one in ten (12%) saw a notice about a product they own. This is a small increase on wave five (11%). The proportion who have not seen a product recall for something they own in the last two years remains at 84%, level with wave five.

As discussed above, women are more likely to report having seen or heard about a product recall in the last year. However, when it comes to specifically having heard about a recall of a product that they own, this gender divide flips, with men more likely to have seen a product recall notice than women (14%, compared with 10% for women), consistent with all previous waves. There is also a split between age groups, with those aged under 50 more likely to have seen a product recall notice for a product they own than those over 50 (14% of those aged 18 to 29, 16% of those aged 30 to 49; 9% of those aged 50 to 64, 7% of those aged 65+), continuing a trend seen in the previous wave. Consistent with the two previous waves (three and five), those in households with children are more likely to have seen a product recall notice for an item they own (20%) compared with those in households without children (9%).

Figure 26. Awareness of product recalls in last two years (for items owned by respondents)



Q. For the following question, a "product recall" is a corrective action such as a repair or replacement – undertaken by a business to address safety risks in a consumer product. Please exclude any food, pharmaceutical, or vehicle product recalls. And in the past two years, have you ever seen a product recall notice or other safety warning about something you own?
Base: All who have seen or heard about a recall (W2= 5,539; W3=5,070 W5=5,539, W7=5,172)

Consistent with all previous waves:

Ethnic minority members of the public are more likely to have seen a product recall notice for a product they own (21%, compared with 11% for white respondents).

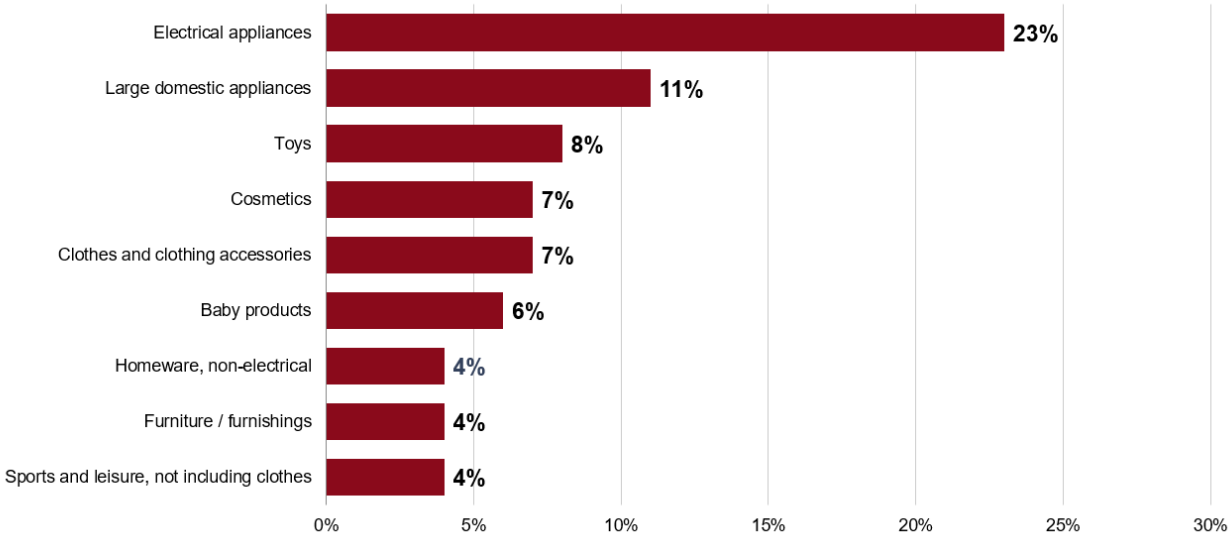
Those whose first language is not English are also more likely to say this (18%) than those whose first language is English (12%).

Of the product recall notices seen, the most commonly seen recall notices of products owned continue to be for electrical appliances (23%) or large domestic appliances (11%). The proportion saying their large domestic appliance has been recalled has fallen across waves – just over one in ten (11%) now report this, compared with 45% in wave one. This may be due to a series of high-profile large domestic appliances recalls now being more than three years ago and no longer within the recall period for the tracker.

Consistent with wave five, younger respondents were more likely than older respondents to have seen recalls on cosmetics (13% of those aged 18 to 29, 7% of those aged 30 to 49, 3% of those aged 50 to 64, 4% of those aged 65+), and furniture/ furnishings (10% of those aged 18 to 29, 3% of those aged 30 to 49, 2% of those aged 50 to 64, 2% of those aged 65+).

Respondents from an ethnic minority background are more likely than white respondents to have seen a recall for cosmetics (16%, compared with 6% for white respondents) and clothes (13%, compared with 5% for white respondents).

Figure 27. Product recall seen by type of products owned



Q. You said that in the past two years, you've seen a product recall notice for something you own. If you've seen more than one, please think about the most recent excluding any food, pharmaceutical, or vehicle product recalls...What type of product was it that you saw a product recall notice for?
Base: All who saw product recall notice for something they own (592)

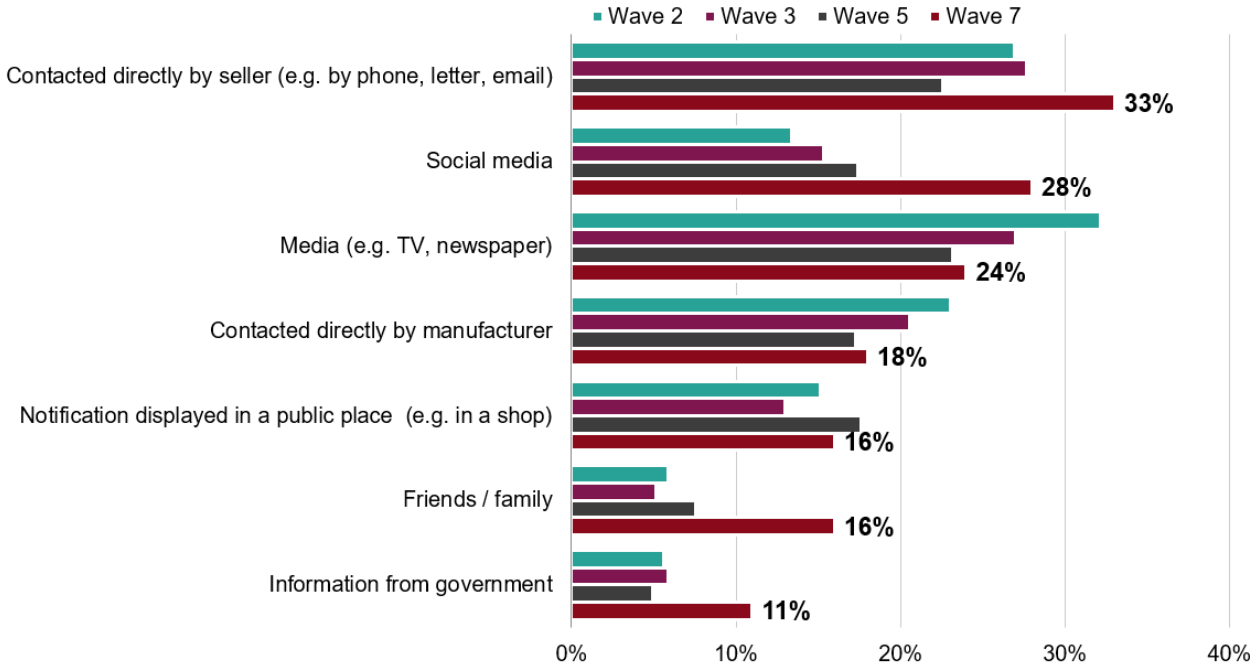
In terms of where respondents heard about the recall of their product, there has been a consistent rise in the proportion saying they saw something in social media (13% W2, 15% W3, 17% W5, 28% W7). With younger respondents driving the increased awareness of product recalls, it is interesting to note that this is particularly the case among those aged under 50, with 46% of those aged 18 to 29 and 29% of those aged 30 to 49 having seen the recall notice on social media compared with 17% of those aged 50 to 64 and 10% aged over 65. There are also higher levels of younger respondents finding out about recalls from friends and family (37% of those aged 18 to 29) and through government information (18% of those aged 18 to 29).

Consistent with wave five, men are more likely to have heard information about the recall from the government (13%) than women (8%).

Ethnic minority respondents are more likely to have heard about product recalls on products that they own from their friends and family (26%) compared with white people (13%). This finding is also consistent with wave five.

Those living with a health condition are less likely to have heard about product recalls from their friends and family (10%, compared with 20% for those without a health condition), as well as through government information (6%, compared with 14% for those without a health condition), media (16%, compared with 29% for those without a health condition), and social media (20%, compared with 30% for those without a health condition).

Figure 28. Source of recall awareness



Q. Where did you hear about the product recall notice, or other safety warning?
Base: All who saw product recall notice for something they own (W2=514, W3=526, W5=545, W7=592)

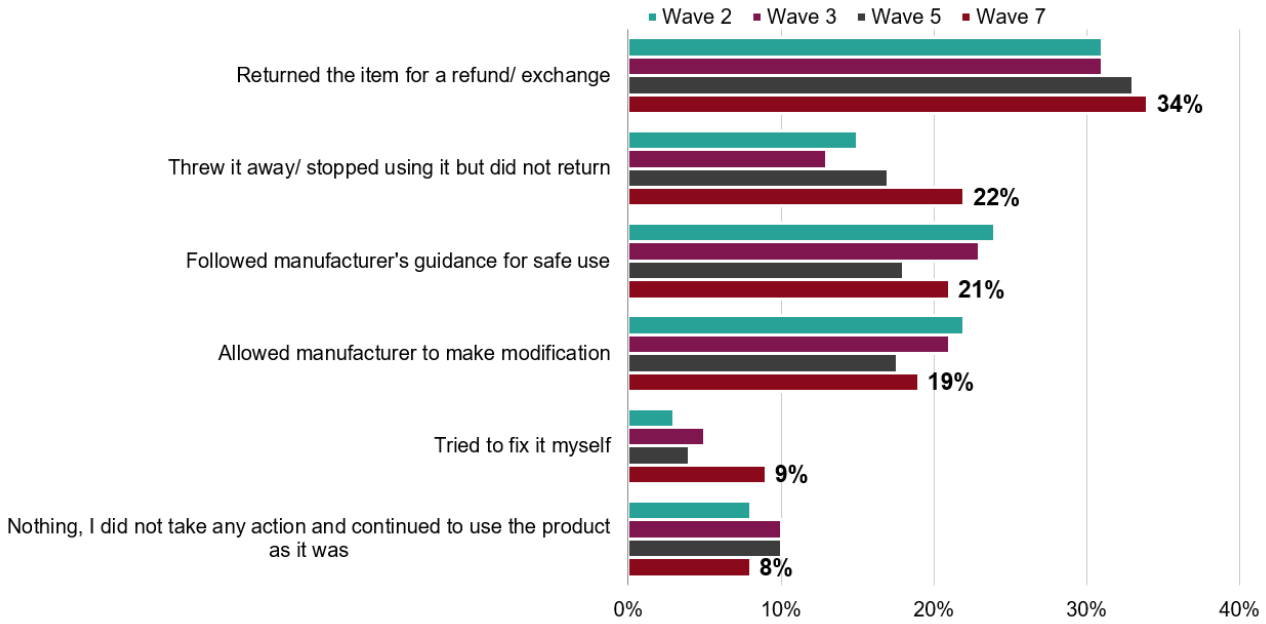
After seeing a recall notice, 86% of the UK public continue to report that they took some action. The most common action was returning the item for a refund/ exchange, which a third of those affected claim to have done (34%), unchanged from previous waves . One in five allowed the manufacturer to make a modification to their product (19%) or followed the manufacturers guidance for safe usage (21%).

The proportion choosing to throw away or cease using without returning the product has risen compared with all previous waves (15% W2, 13% W3, 17% W5, 22% W7). There was also an increase in the proportion of respondents who attempted to fix the product themselves compared with all previous waves (3% W2, 5% W3, 4% W5, 9% W7). Younger respondents are more likely to attempt to fix it (12% of those aged 18 to 29, 2% of those aged 50 to 64), follow the manufacturer's guidance for safe use (31% of those aged 18 to 29, 20% of those aged 30 to 49, 17% of those aged 50 to 64, 16% of those aged 65+), and allow the manufacturer to make a modification (27% of those aged 18 to 29, 21% of those aged 30 to 49, 12% of those aged 50 to 64, 10% of those aged 65+).

Ethnic minority respondents are more likely to attempt to fix a product themselves (17%, compared with 7% for white respondents), consistent with wave five. They are also more likely to follow the manufacturer's guidance for safe use (31%, compared with 19% for white respondents).

Those living with a disability are more likely to throw a product away without returning it (29%) than those without any disability (18%).

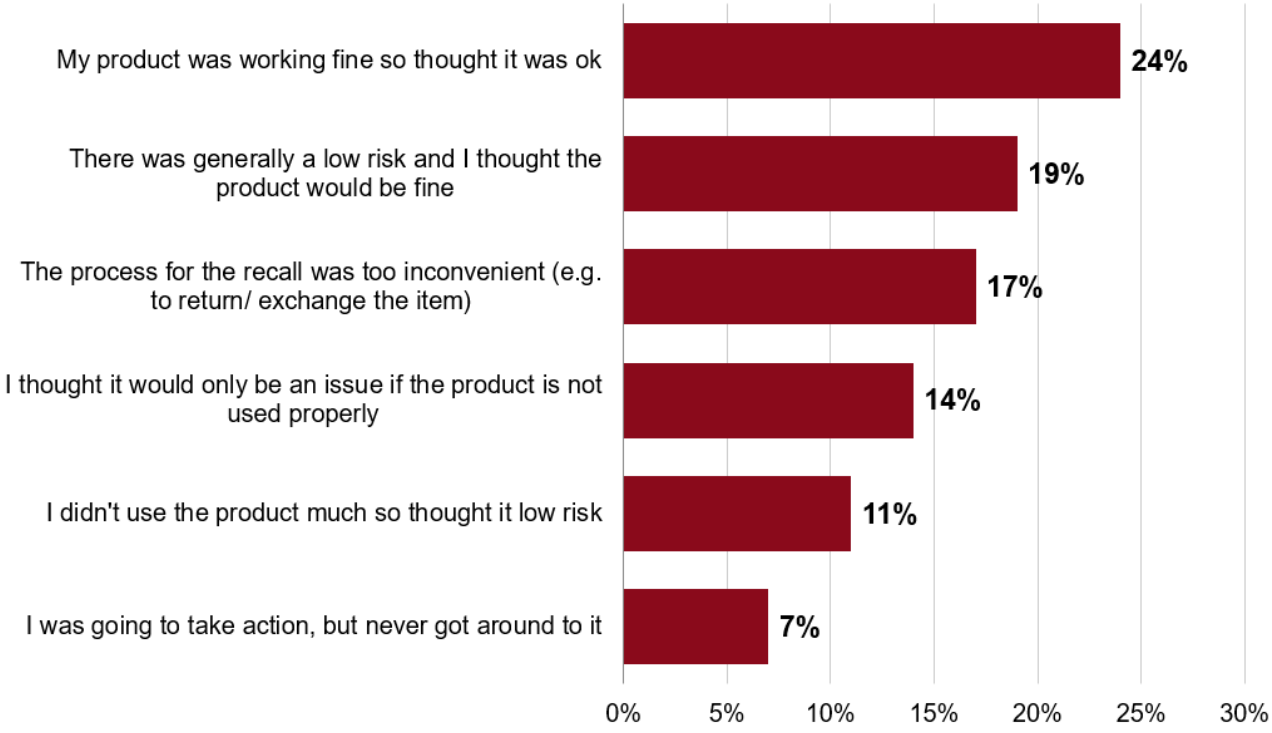
Figure 29. Action taken due to product recall notice



Q. Which of the following actions did you take after becoming aware of the product recall notice? As a reminder please still think about the most recent product recall notice you have seen. (Please select all that apply)
Base: All who saw product recall notice for something they own (W2=514, W3=526, W5=545, W7=592)

Out of those who did not take any action as a result of seeing the product recall notice, the most common reasons were that the product was working fine (24%), that there was generally a low risk and they thought the product would be fine (19%), and that the recall process was too inconvenient (17%). These findings are all in line with previous waves.

Figure 30. Reasons for not taking action due to product recall notice



Q. Why didn't you do anything after seeing the product recall notice? (Please select all that apply)
Base: All who saw product recall notice, didn't take action (53)

Appendix A: Topical spotlights

Online purchasing

In wave seven, questions on online purchasing were shown to all respondents (n=10,023). Exact base sizes for specific questions are shown below each chart.

Buying and selling products on online marketplaces

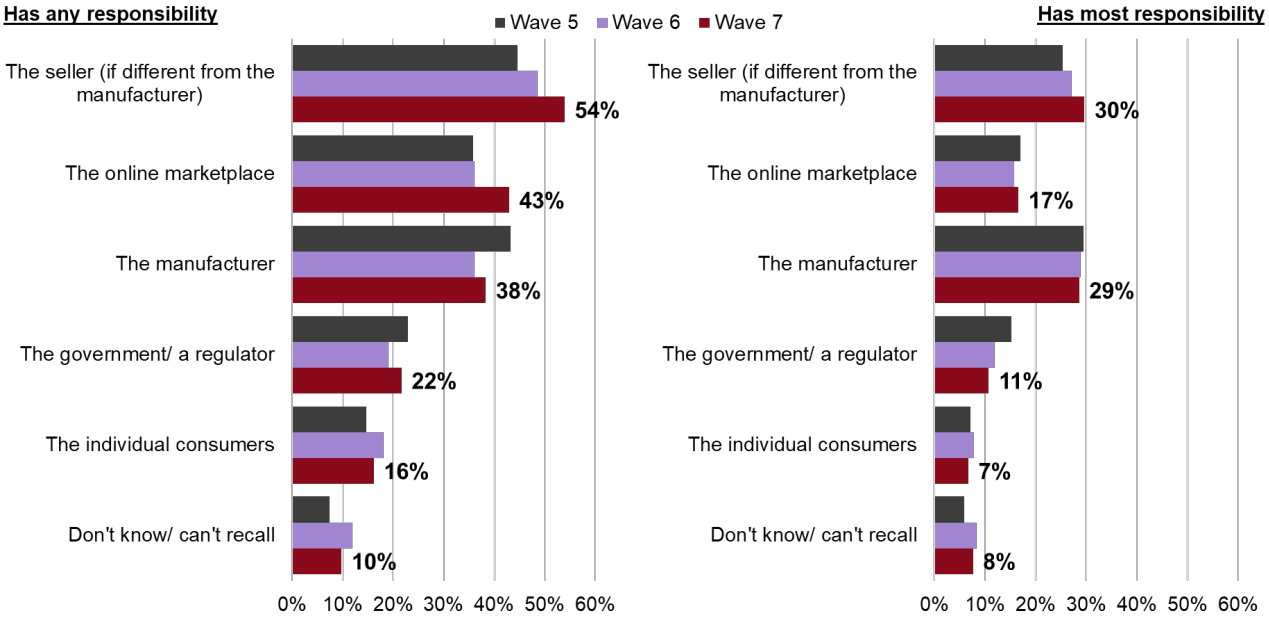
In wave seven, two-thirds (65%) of those who purchased a product in the last six months said they did so online. This is significantly higher than most previous waves, returning to a level last seen in wave one and two (62% W1, 65% W2) – which were conducted during 2020/21, with the associated COVID-19 restrictions on in-person activities.

Thinking about who has responsibility for the safety of these products bought from third parties on online marketplaces, there is a growing sentiment that the seller is ultimately responsible. Over half (54%) of those whose product was purchased on an online marketplace now think that the seller has some level of responsibility and three in ten (30%) think they have the most responsibility to ensure safety for UK consumers. However, both upward trends are a return to proportions last seen in wave two and three rather than reaching an unprecedented level.

Over two-fifths (43%) think the online marketplace has some level of responsibility for ensuring products sold on the platform are safe, the highest level giving this answer since tracking began. This trend is seen across demographics – with an upward shift for both men and women (men: 40% W6, 46% W7; women: 32% W6, 40% W7) and most age groups (18 to 29: 40% W6, 53% W7; 30 to 49: 35% W6, 41% W7; 50 to 64: 40% W6, 40% W7; 65+ 30% W6, 38% W7).

LGB+ adults are more likely than heterosexual adults to think the online marketplace has any responsibility for the safety of products (57% LGB+, compared with 41% for heterosexual respondents). However, this is consistent with wave six (45% LGB+, compared with 35% for heterosexual respondents) and does not represent a change in trend.

Figure 31. Responsibility for ensuring online marketplace products are safe for UK consumers



Q: You said you purchased [product] from an online marketplace...Who do you think has any responsibility for ensuring that the product is safe for UK consumers? / Who do you think is most responsible for ensuring that the product is safe for UK consumers?
Base: All whose purchase was bought from third party on online marketplace (W5=959; W6=1,054; W7=1,403)

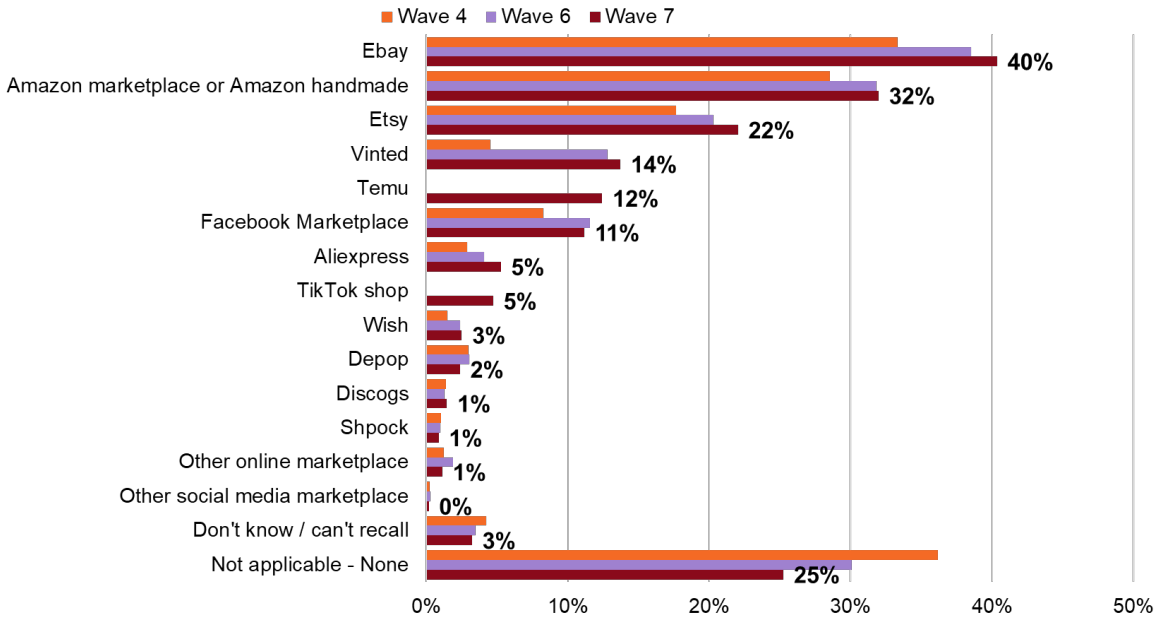
Asking the UK public generally about their online shopping behaviour – just under three-quarters (72%) of adults have purchased something from a third party on an online marketplace in the last six months. This is a sustained rise from previous waves (60% in W4, compared with 66% in W6). The most popular online marketplace continues to be eBay (40%). New for this wave, 12% of UK adults say they have bought something from Temu in the last six months and 5% have purchased from TikTok shop.

Women are much more likely than men to purchase from either Temu (15%, compared with 10% for men) or TikTok shop (6%, compared with 3% for men). When looking at users by age profile, those under 30 are more likely to use TikTok shop than Temu. For TikTok shop there is a particularly noticeable decline by age (10% of those aged 18 to 29, 6% of those aged 30 to 49, 3% of those aged 50 to 64, 1% of those aged 65+) while usage of Temu peaks in the middle age groups (8% of those aged 18 to 29, 14% of those aged 30 to 49, 13% of those aged 50 to 64, 12% of those aged 65+). There is also a difference by social grade, with those from lower social grades more likely to use Temu (11% of those in ABC1, compared with 14% of those in C2DE) and no difference in usage of TikTok shop (both 5%)

Those with a disability are more likely than those without to have shopped on Temu in the last six months (15%, compared with 11% for those without a disability).

LGB+ adults are more likely than heterosexual adults to have used Vinted (17%, compared with 13% for heterosexual respondents) or Etsy (30%, compared with 21% for heterosexual respondents) in the last six months.

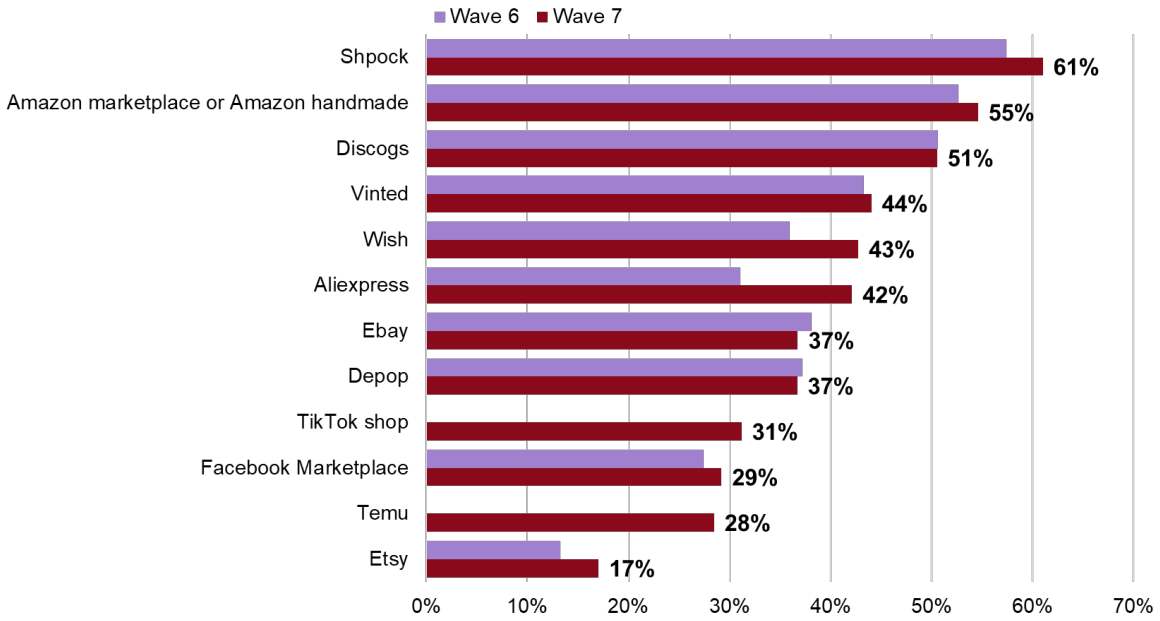
Figure 32. Online marketplaces purchased from in the past six months



Q: Have you purchased any products from third parties selling on the following platforms in the past 6 months?
Base: All in online purchase section (W4=5,067; W6=5,159; W7=10,023)

Those who purchased a product from a listed online marketplace in the last six months were asked how often they had done so. Most users of Shpock (61%), Amazon marketplace/ handmade (55%), and Discogs (51%) shopped on these platforms more than once a month. Users of AliExpress have increased their shopping frequency, from 31% shopping on the platform at least once a month in wave six to now 42% saying the same in wave seven. Around three in ten users of TikTok shop (31%) and Temu (28%) purchase something on the platform at least once a month or more.

Figure 33. Frequency of purchasing from online marketplaces



Q: How often have you purchased products from each of the following platforms in the past 6 months?
Base: All who purchased products from third party online platform (in wave seven: Amazon marketplace/ Amazon handmade=3,192; Etsy=2,297; Wish=247; eBay=4,078; AliExpress=521; Vinted=1,459; Shpock=90; Depop=250; Facebook Marketplace=1,147; Discogs=147; TikTok shop=472; Temu=1,237)

Monthly users of online marketplaces were also asked to estimate their monthly spend. Wish and Shpock both had the highest median monthly spend estimate (both £78), with over half (56% Wish, 58% Shpock) of platform users saying they spend more than £50 per month. On the other end of the scale, monthly Vinted and Temu users spend a median of £20 per month.

Younger consumers, consistent with their higher likelihood to use online marketplaces, tend to have a higher monthly spend on online marketplaces. For example, the median monthly spend on eBay for those under 30 is £40, compared with a median spend of £20 for those aged 65 and over. Additionally, men have higher spends than women across most online marketplaces (including Amazon marketplace, Etsy, eBay, Vinted, Facebook marketplace, TikTok shop and Temu), with a median monthly spend on eBay of £30 compared with £20 for women.

Perceptions of safety when purchasing online

Many focus group participants said they struggle to assess quality when purchasing products online, although some rely on reviews or images of products. They feel it is particularly difficult to assess quality through an online marketplace as the seller identity may not be clear, they believe retailer checks are often not in place, and the origin of the product can be hard to find (which can make returns more daunting). Overall, buying from an online marketplace feels "riskier" than other places online.

"Online I only use trusted reviews and youtubers and in-store I ask the employees what their recommendations are. I find that employees often tell me what has been returned a lot and advise me to avoid it" (aged 18 to 40)

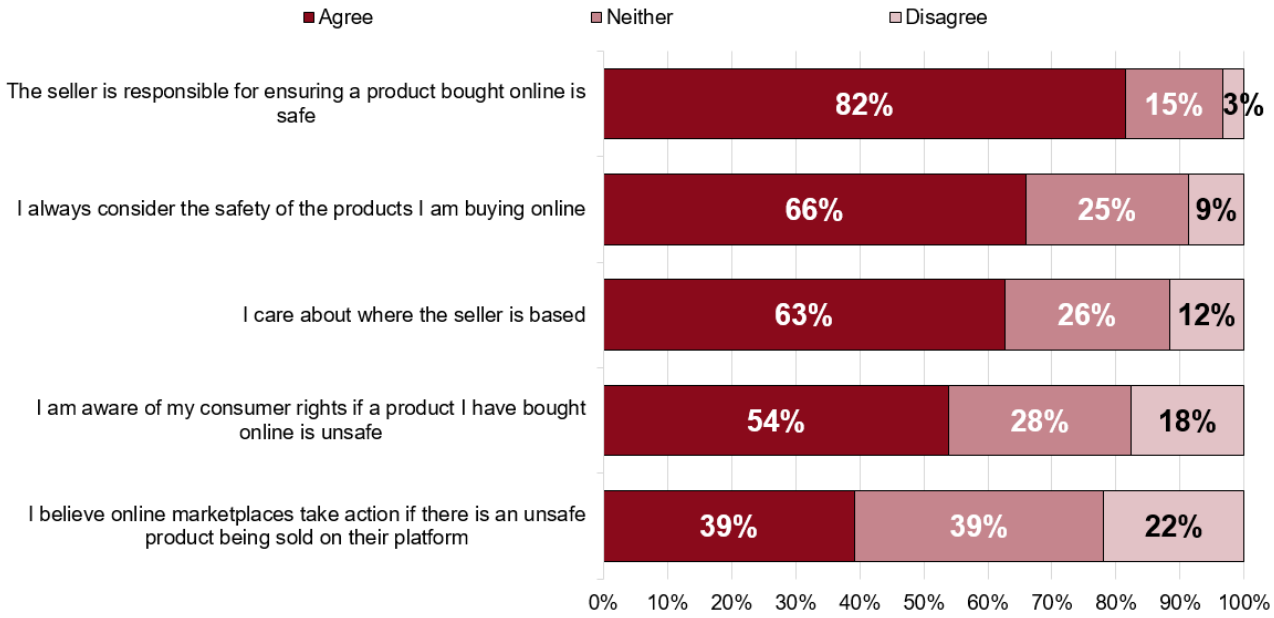
"I think that buying from a marketplace means that you don't have the same guarantee if something goes wrong" (aged 40+)

"I think there is less quality control [on online marketplaces] - especially with online shops like Shein and Temu" (experienced cyber harm group)

In the wave seven survey, perceptions of safety when making purchases online are broadly consistent with previous, with the majority (82%) believing the seller is responsible for ensuring a product bought online is safe. There has been a slight fall in the proportion who say they always consider the safety of products they buy online – now reported by two-thirds of UK adults, but this is a return to proportions last seen in wave two (71% W1, 67% W2, 68% W3, 69% W5, 66% W7).

Heterosexual adults are more likely than LGB+ adults to say they always consider the safety of products they are buying online (67%, compared with 62% for LGB+ respondents). They are also more likely to care about where the seller is based (63%, compared with 59% for LGB+ respondents)

Figure 34. Attitudes towards buying products online



Q: For the following question please think about when you are buying products online…To what extent, if at all, do you agree with the following statements?
Base: All respondents: (W7=10,023)

Less than two-thirds (63%) say that, when purchasing products online, they care about where the seller is based. When asked directly about the risk of a product purchased through an online marketplace from outside the UK/ EU being unsafe, there has been no change in the level of concern – two-thirds (65%) are concerned about the product being unsafe compared with 21% who are not concerned.

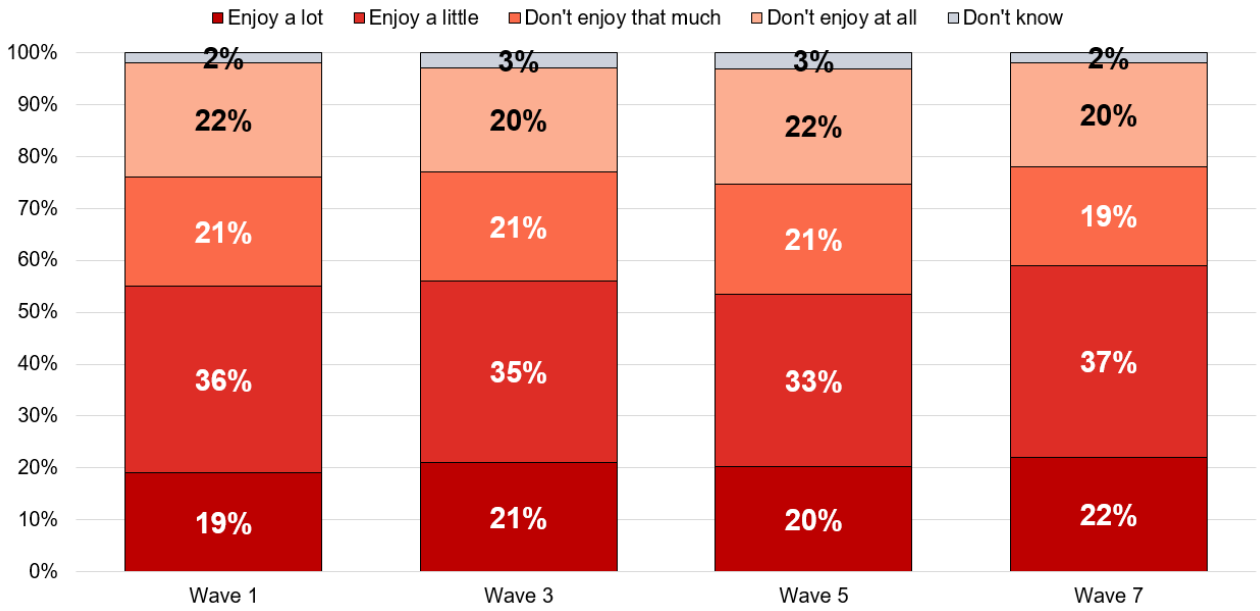
Fireworks

In wave seven, questions on fireworks were shown to approximately half of all respondents, allocated randomly (n=4,969). Exact base sizes for specific questions are shown below each chart.

Three in five respondents enjoy fireworks (60%), an increase on all previous waves (55% W1, 56% W3, 54% W5). Just under two in five (38%) do not enjoy fireworks, a decrease compared with all previous waves (43% W1, 41% W3, 44% W5) (figure 35). Younger respondents express higher levels of enjoyment, with two in three (67%) 18 to 29 year olds expressing enjoyment compared with half (51%) of those aged 65 and over, consistent with all previous waves.

Respondents living with a disability are less likely to enjoy fireworks (52% compared with 63% for those without a disability) and conversely are more likely to say they do not enjoy them (47% of those with a disability compared with 35% for those without a disability).

Figure 35. Enjoyment of fireworks



Q: To what extent, if at all, would you say you personally enjoy fireworks?
Base: All [in fireworks section] (W1=3,418; W3=6,777; W5=3,395; W7=4,969)

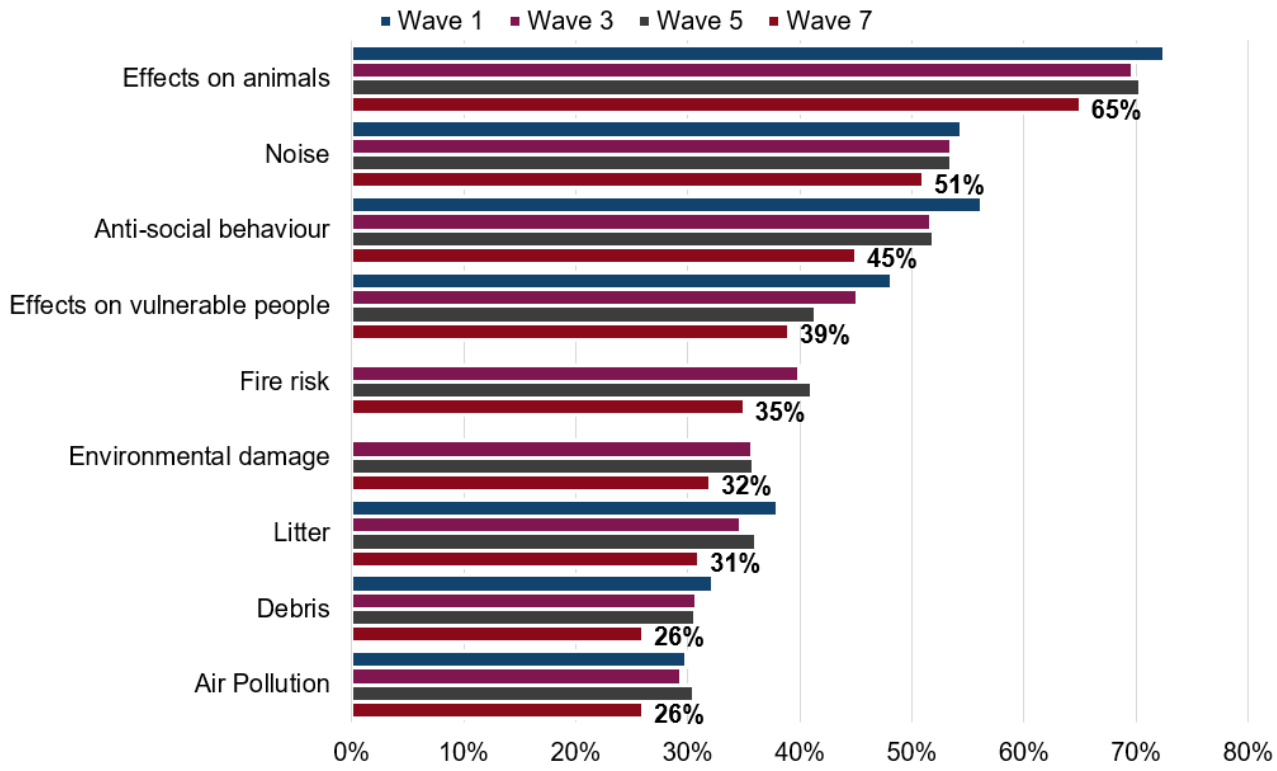
Consistent with previous waves, the most commonly reported reason for disliking fireworks remains the effect on animals (65%). However, the proportion of respondents citing this reason – as well as every other reason – has dropped significantly compared with all previous waves.

Women are more likely to report every concern in figure 36 than men. Respondents aged 65 and over are more likely to report concerns regarding effects on animals, litter, anti-social behaviour, debris, and fire risk than those under 65. These findings are broadly consistent with previous waves. Those of higher social grades (ABC1) are more likely to be concerned about environmental damage from fireworks (34%) compared with those of lower social grades (30% C2DE).

Respondents with a disability are more likely to report that their reason for not enjoying fireworks is the effect on animals (71%, compared with 62% for those without a disability), noise (56%, compared with 49% without a disability) and the effects on vulnerable people (47%, compared with 35% without a disability).

Respondents from an ethnic minority background are less likely to express concern over the effects of fireworks on animals (40%, compared with 68% for white respondents), vulnerable people (28%, compared with 40% for white respondents), and anti-social behaviour (46%, compared with 35% for white respondents).

Figure 36. Reasons for not enjoying fireworks



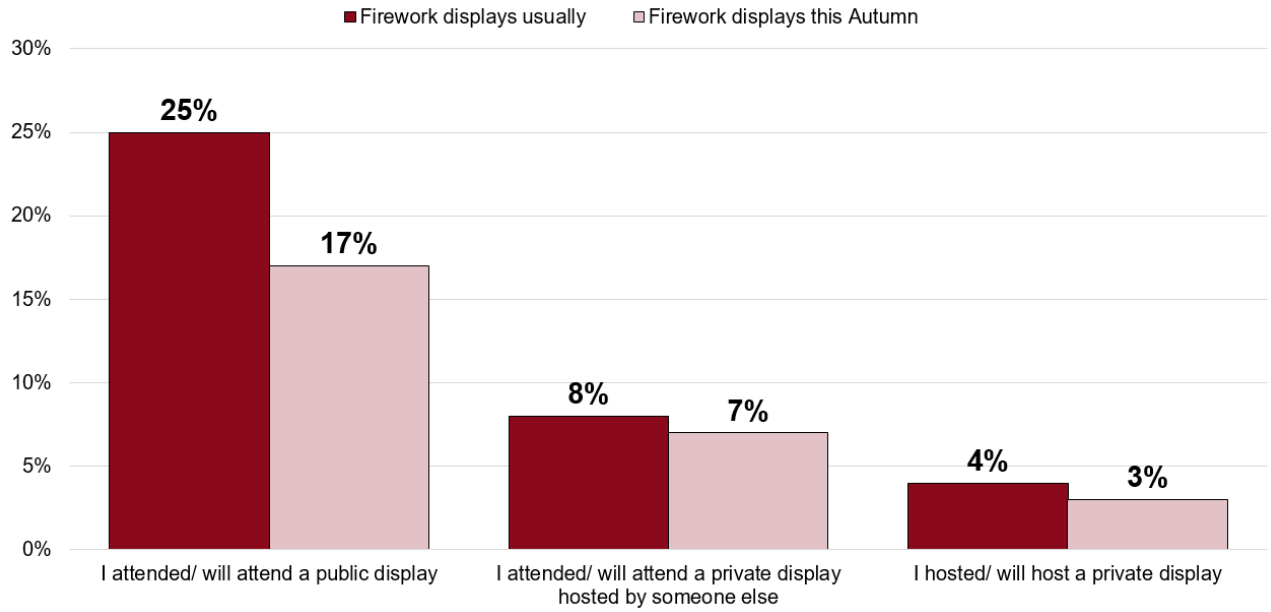
Q: What is it that you do not like about fireworks? (Please select all that apply)
Base: All [in fireworks section] who don't completely enjoy fireworks (W1=2,681; W3=5,161; W5=2,607; W7=3,763)

Attending fireworks

The vast majority of respondents (76%) said they did not/ will not attend a fireworks display in autumn 2023, consistent with wave five (77%). A fifth (22%) said they attended/ will attend a display. When looking at the kinds of displays respondents attended/ will attend this autumn, 17% said a public display, 7% said a private display hosted by someone else while 3% have/ will host a private display, consistent with wave five.

A larger proportion of respondents say they usually attend public displays (25%). Men are more likely to attend fireworks displays both usually (32%, compared to 29% for women) and during autumn 2023 specifically (25%, compared to 20% for women). Respondents living in a household with children are also more likely to have attended a display during autumn 2023 (38%) than those without (16%).

Figure 37. Firework display attendance



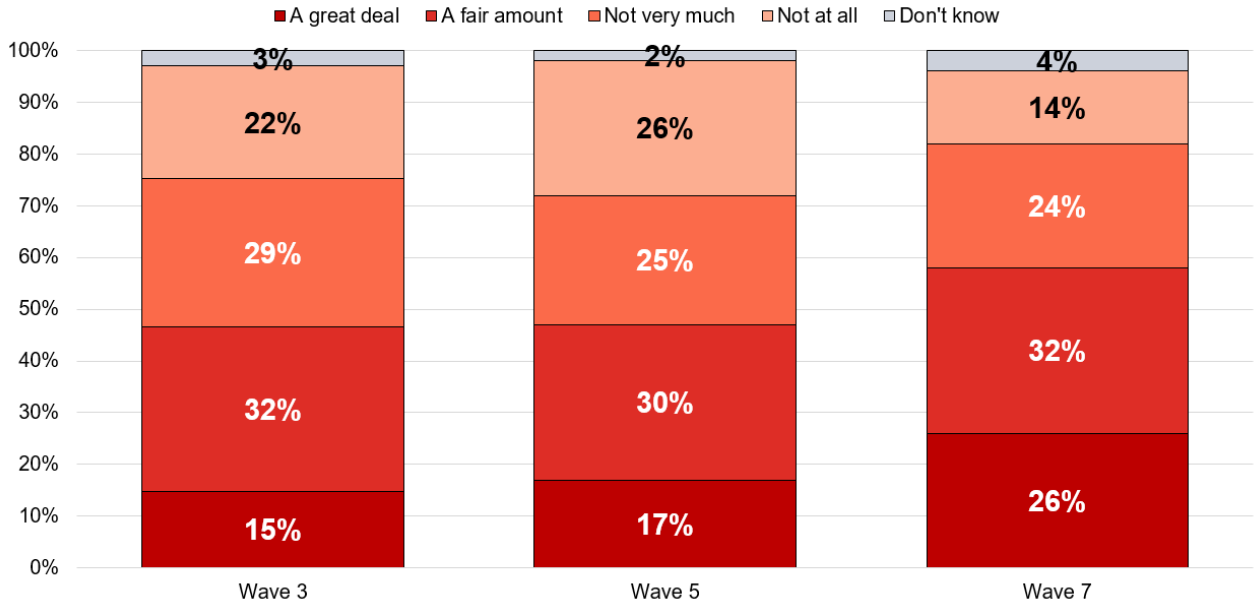
Q: Thinking about fireworks displays this autumn (e.g. for Diwali, Bonfire night 2023), which of the following apply to you? (Please select all that apply) / And thinking about what you usually do for autumn firework displays (e.g. for Diwali, Bonfire night), which of the following apply to you? (Please select all that apply)
Base: All [in fireworks section] (4,969)

Respondents from an ethnic minority are also more likely to have attended a fireworks display in autumn 2023, with 29% saying they did/ will attend a fireworks display compared with 21% of white respondents.

Two in five (38%) of respondents usually host or have hosted a private display do not take noise into account, a decrease on waves three (both 51%) (figure 38). In contrast, three in five (58%) report they do take noise into account, an increase on waves three (46% and five (47%).

Those living in a household with children are more likely to take noise into account (65%) than those without children (50%).

Figure 38. Consideration of noise in private fireworks displays



Q: When purchasing fireworks for a private display, to what extent do you take the noise of the fireworks into consideration?
Base: All [in fireworks section] who host/will host fireworks displays (W3=311; W5=154; W7=218)

Public displays are generally considered to be safe, with 70% of respondents saying that they believed the last public fireworks display they attended was safe, compared with 9% saying they felt it was unsafe (figure 39). Conversely, more respondents say that private displays are unsafe (37%) than safe (30%). Both public and private fireworks displays are considered safer in wave seven compared with wave five (safe: 67% public, 27% private), although the wave seven findings are comparable to wave three (safe: 70% public, 29% private).

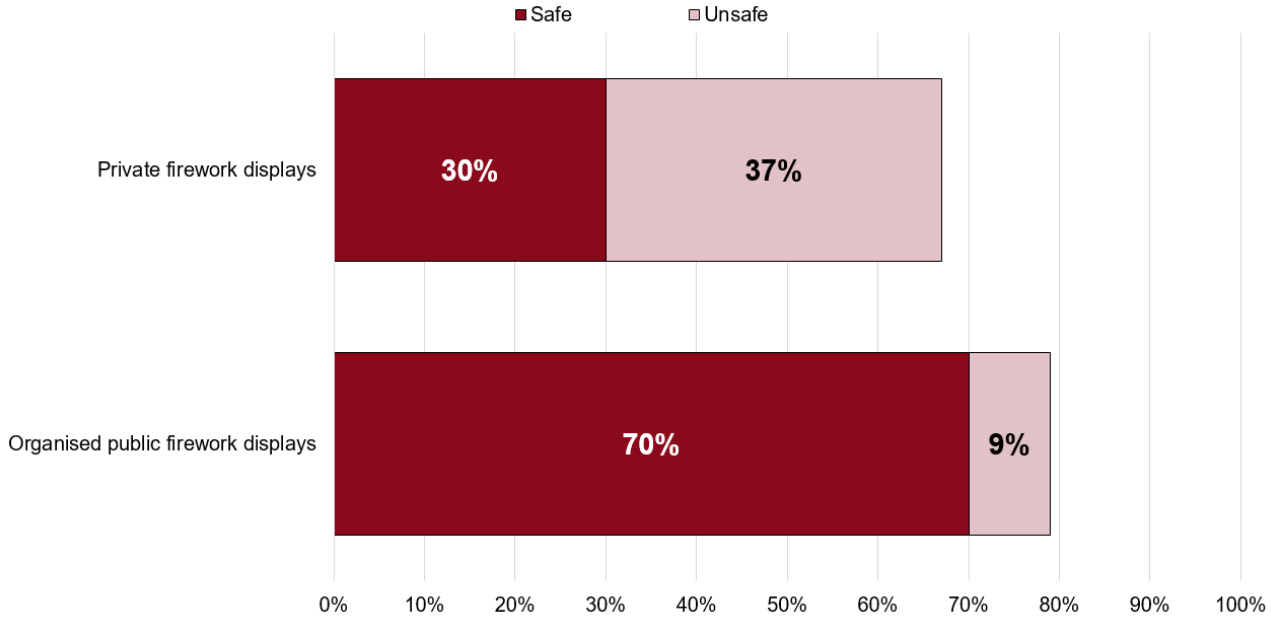
Men are more likely to consider both public (72%) and private (37%) displays as safe compared with women (67% public, 24% private), comparable to previous waves.

Younger respondents hold stronger opinions around the safety of fireworks than older respondents – they are more likely to consider displays as safe compared with older respondents, with 73% of 18 to 29 year-olds considering public displays safe compared with 59% of those 65 and over, and 36% of those aged 18 to 29 year old considering private displays safe compared with 21% of those aged 65 and over. However, younger respondents are also more likely to consider firework displays as unsafe than older respondents - 13% of those aged 18 to 29 considering public displays as unsafe compared with 7% of those over 65, and 42% of 18 to 29 year-olds considering private displays unsafe compared with 29% of those aged over 65.

Respondents from an ethnic minority are more likely to consider public fireworks as safe (71%, compared with 59% for white respondents), but perceive no difference for private displays, consistent with previous waves.

Those living with a disability are less likely to consider both public (61%) and private (25%) displays as safe compared with those living without disability (73% public, 32% private).

Figure 39. Safety of last firework display attended



Q: Thinking about the last fireworks display you attended of each of the following types... Overall how safe, if at all, do you think the fireworks display was?
Base: All [in fireworks section] (4,969)

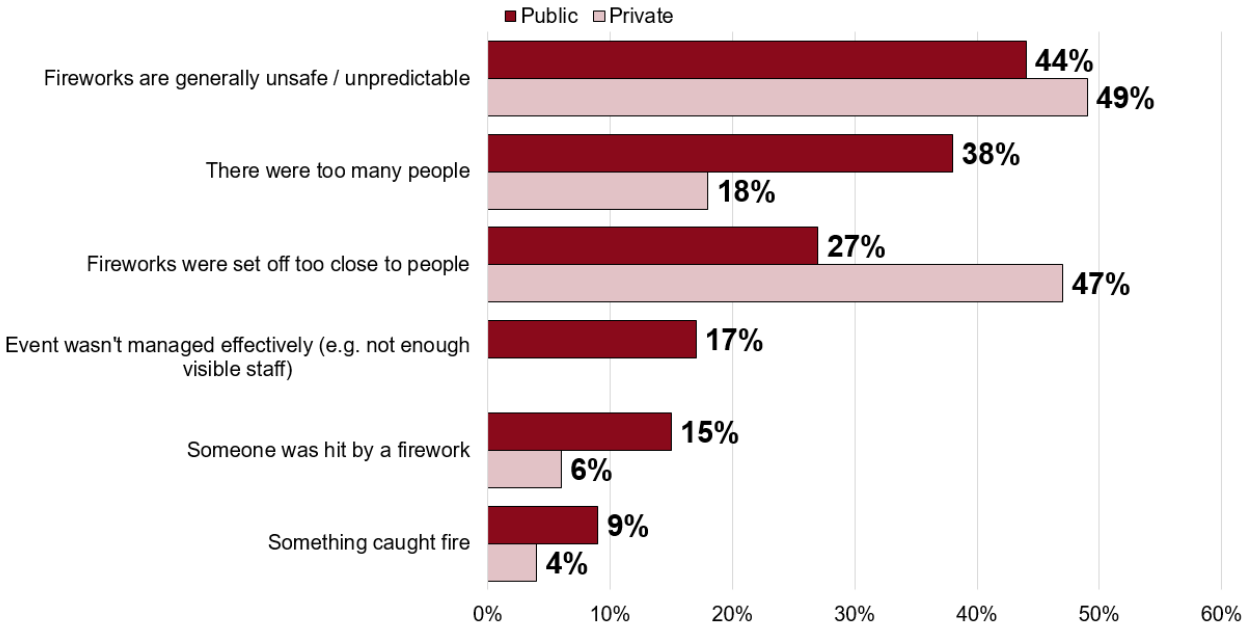
When asked what they felt made the public fireworks display they attended unsafe, respondents mostly cited that fireworks are generally unsafe/ unpredictable (44%), followed by the fact that there were too many attendees (38%) and that fireworks were set off too close to people (27%).

A few respondents said that the event was not managed effectively (17%) or that someone was hit by a firework (15%) at the public display they attended, and 9% reported that something caught fire. Similarly, almost half of those who felt unsafe at a private display said fireworks were either generally unsafe (49%) or that fireworks had been set off too close to people (47%).

Those with children in their household are less likely to say a public display was unsafe because fireworks are generally unsafe (33%, compared with 50% of those with no children).

Respondents from an ethnic minority are less likely to cite fireworks being generally unsafe as a reason a public display was unsafe (47%, compared to 31% of white respondents) similar to wave five.

Figure 40. Reasons for unsafe firework displays

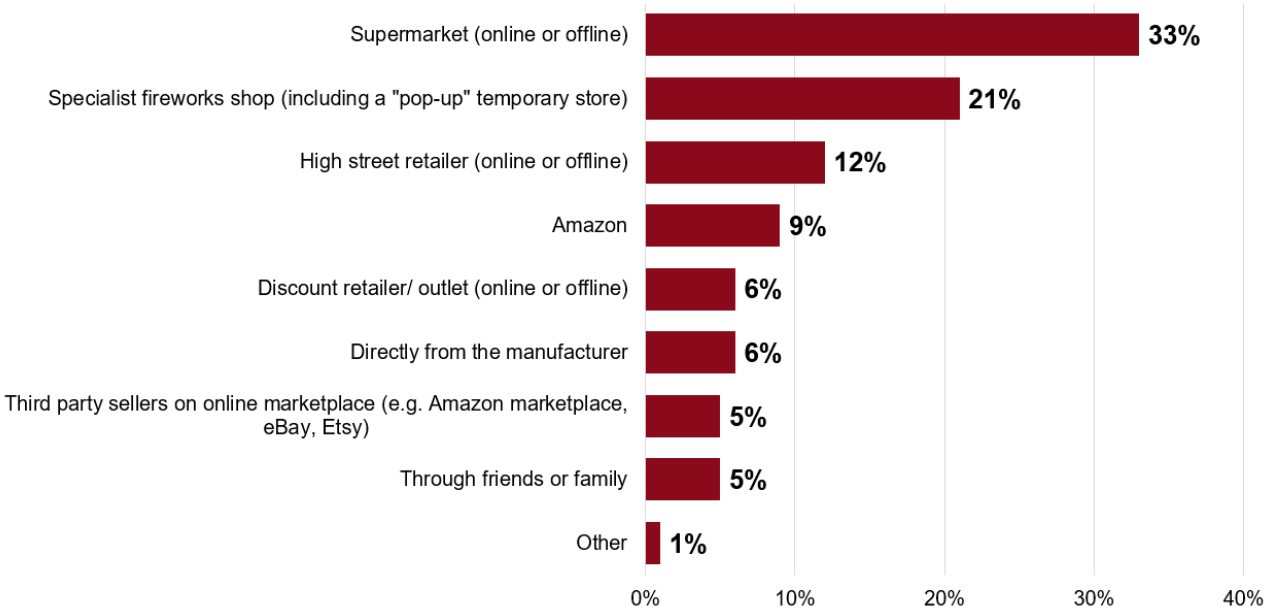


Q: You previously said the last public/private firework display you attended was not safe…What about the display made it unsafe? (Please select all that apply)
Base: All [in fireworks section] whose last public/private fireworks were unsafe (Public=425; Private=1,865)

Purchasing fireworks

At a total level, 5% of respondents have bought fireworks in the past three months, an increase on waves three and five (both 4%). The most common place to have purchased them from was the supermarket (online or offline) (33%) (figure 41). This was followed by a specialist fireworks shop (21%) and high street retailer (12%). The most common place to store the fireworks once they had been bought was in the home (77%): inside the house (39%), in a garage (27%) or in a shed (26%).

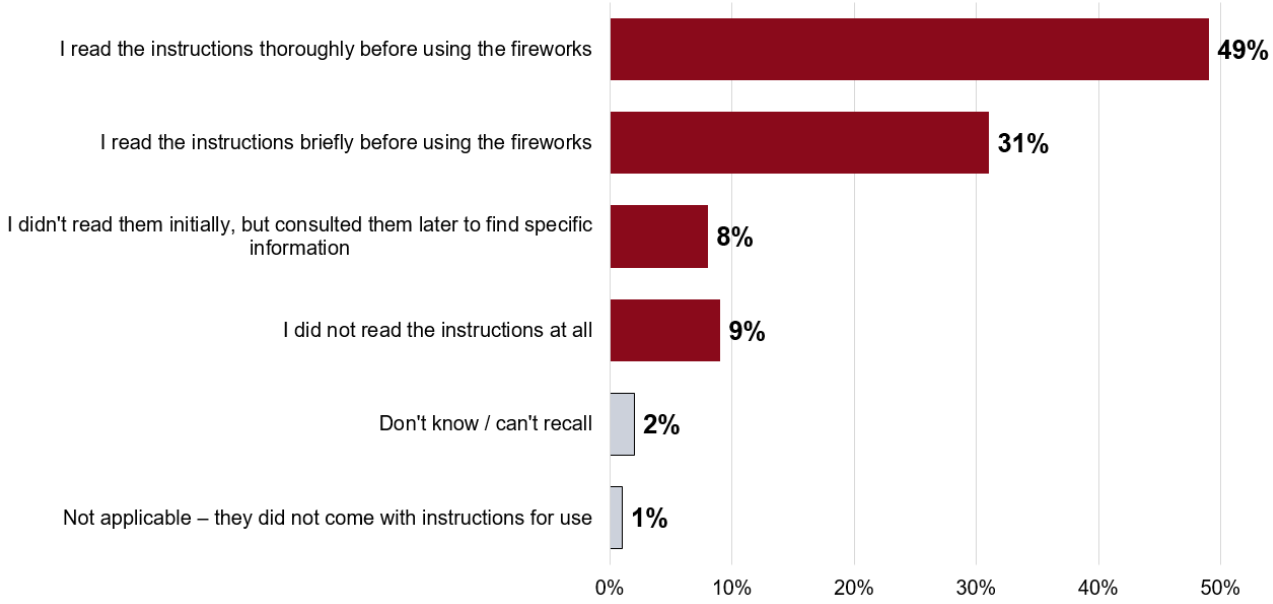
Figure 41. Retailer purchased fireworks from



Q: Thinking about the last time you purchased fireworks, where did you purchase them?
Base: All [in fireworks section] who recently purchased fireworks (247)

Nine in ten respondents who bought fireworks in the past three months reported reading the instructions at some point (88%). One in ten (9%) said they did not read the instructions at all (figure 42).

Figure 42. Firework instruction statements



Q: Thinking about the fireworks' instructions for use, which of the following best applies to you?
Base: All [in fireworks section] who recently purchased fireworks (excludes NI) (247)

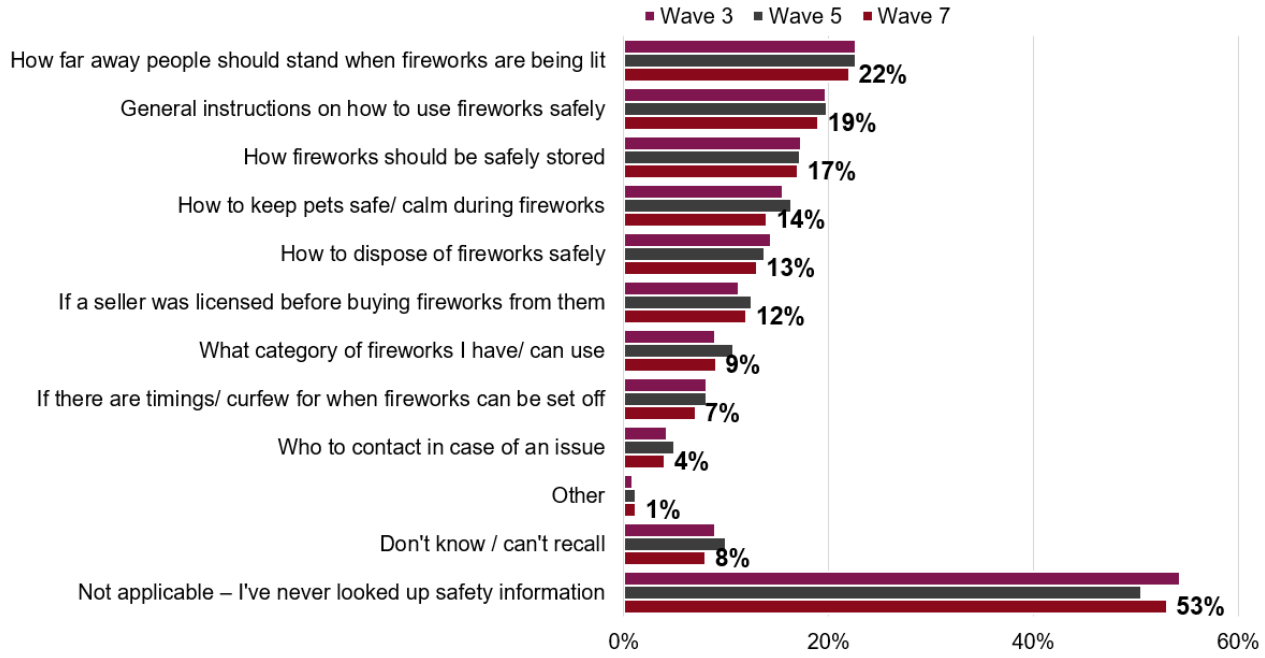
Four in ten (38%) respondents looked for any safety advice about fireworks before using fireworks or attending an event. The most common advice searched for was how far away people should stand when fireworks are being lit (22%), followed by general instructions on how to use fireworks safely (19%) and how fireworks should be safely stored (17%) (figure 43). These categories remain consistent with wave five. More than half of respondents have never looked up any safety advice about fireworks (53%), while the remaining 8% could not recall.

Men are more likely to have looked for any safety advice (42%), compared with women (35%), perhaps because men are more likely to purchase fireworks than women (7%, compared with 4% for women). Similarly, those with children in their household are more likely to have looked for safety advice than those without (46%, compared with 35% for those with no children), and are also more likely to have purchased fireworks in the last three months than those without (11%, compared with 3% for those with no children).

Respondents from an ethnic minority background are more likely to have looked for safety advice (44%, compared with 38% for white respondents).

LGB+ respondents are less likely to have looked for safety advice (34%, compared with 39% for heterosexual respondents), despite both groups being broadly as likely to purchase fireworks (4%, compared with 6% for heterosexual respondents).

Figure 43. Safety information about fireworks looked for



Q: What, if any, safety information or advice about fireworks have you ever looked for? This might have been before using fireworks or attending an event. (Please select all that apply)
Base: All [in fireworks section] (W3=6,777; W5=3,395; W7=4,969)

Product repairs

In wave five, questions on product repairs were shown to approximately half of all respondents, allocated randomly (n=4,988). Exact base sizes for specific questions are shown below each chart.

Perceived likelihood to repair

When asked what they think they would do if a specific product broke and was no longer working correctly, the most common response remains purchasing a replacement – nine in ten would replace a broken electrical appliance (89%) and more than eight in ten would replace a baby product (83%) or non-electrical homeware (83%), or furniture/ furnishing (82%).

Consistent with previous waves, those thinking about a large domestic appliance that no longer works are the most likely to get a professional involved (67%). Similarly, those thinking about furniture/ furnishings remain the most likely to say they would recycle a broken item (75%), joined in this wave by those thinking about sports and leisure products (75%).

There is a downward trend by age for those who would repair a broken electrical item– younger respondents are more likely to say they would attempt a repair themselves (45% of those aged 18 to 29, 36% of those aged 30 to 49, 28% of those aged 50 to 64, 23% of those aged 65+). An overall difference between the oldest and youngest participants was present in earlier waves (W5: 43% of those aged 18 to 29, 34% of those aged 30 to 49, 25% of those aged 50 to 64, 28% of those aged 65+), but the gap has now widened and created a clear age trend.

Figure 44. Top three actions if a given item was no longer operating correctly (net likelihood)

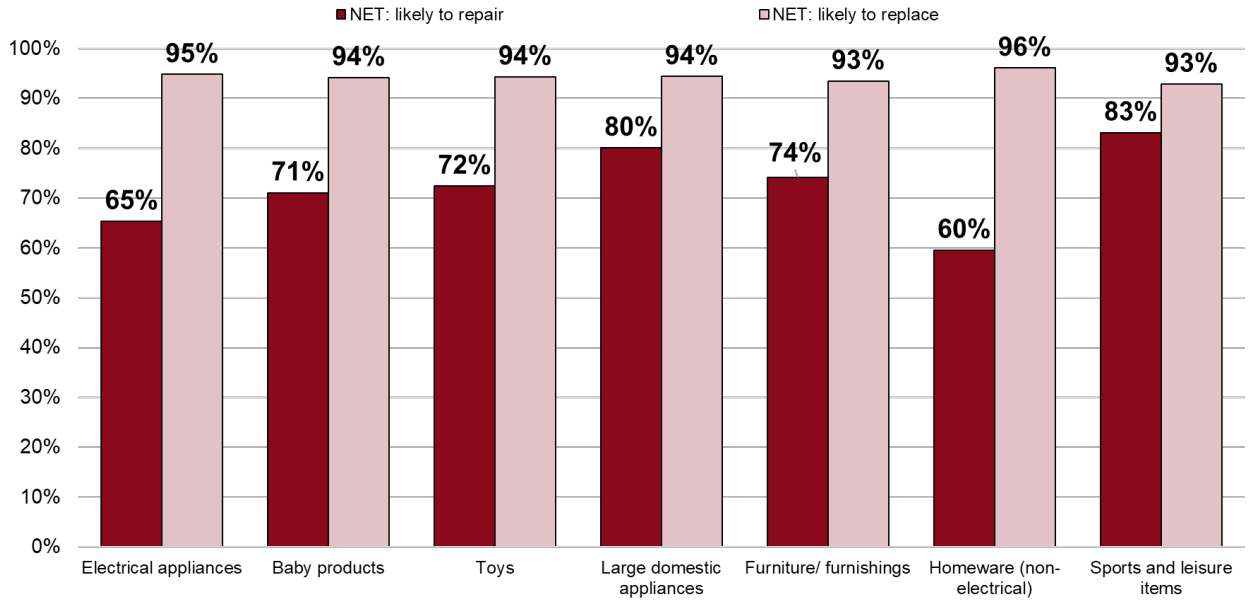
Electrical appliance	Baby product	Toy	Large domestic appliance	Furniture/ furnishing	Homeware (non-electrical)	Sports and leisure product
Get a replacement **89%**	Get a replacement **83%**	Get a replacement **70%**	Get a replacement **63%**	Get a replacement **82%**	Get a replacement **83%**	Get a replacement **80%**
Recycle the product **72%**	Recycle the product **73%**	Recycle the product **70%**	Recycle the product **74%**	Recycle the product **75%**	Recycle the product **68%**	Recycle the product **75%**
Professional repair **47%**	Attempt a repair themselves **46%**	Dispose of the product **52%**	Professional repair **67%**	Attempt a repair themselves **54%**	Dispose of the product **53%**	Professional repair **56%**

Q: For the following question, please imagine you owned a [product] which had broken and was no longer operating correctly. How likely, if at all are you to do each of the following things?
Base: All in circular economy section, allocated a given product type (in wave seven: electrical appliances=816; baby products=666; toys=762; large domestic appliances=809; furniture=917; homeware, non-electrical=335; sports and leisure items=683)

When actions related to disposal/ replacement are grouped together (i.e. get the product replaced/ buy a new one, recycle the product, dispose of the product), and compared with the likelihood of repair (personally, by a friend/ family member, by a professional), the preference for disposal/ replacement is clear. Consistent with previous waves, over nine in ten say they would be likely to take at least one of the disposal/ replacement actions for each item, compared with three-quarters or less who would attempt any repair (figure 45).

In line with previous waves, and in part due to their higher likelihood to attempt a repair personally, younger adults are more likely than older adults to do any repair action. For example, 92% of those aged under 30 are likely to repair a broken sports/ leisure item, compared with 77% of those aged 65 and over.

Figure 45. Proportion likely to take replacement activities/ repair activities if a given item was no longer operating correctly



Q: For the following question, please imagine you owned a [product] which had broken and was no longer operating correctly. How likely, if at all are you to do each of the following things?
Base: All in circular economy section, allocated a given product type (in wave seven: electrical appliances=816; baby products=666; toys=762; large domestic appliances=809; furniture=917; homeware, non-electrical=335; sports and leisure items=683)

Experiences of electrical repairs

In the last year, two-fifths report that they experienced at least one electrical appliance/ large domestic appliance not covered by guarantee or warranty stop working (38%).

The most common electrical/ domestic appliances to break outside of warranty/ guarantee are consistent with previous waves. The most common are chargers breaking (15%), followed by small kitchen appliances (13%) and laptops/ tablets/ mobile phones (12%).

LGB+ adults are more likely than heterosexual adults to have experienced at least one electrical item breaking (45% LGB+, compared with 37% for heterosexual adults). In particular, they are more likely to say they have experienced a broken charger (20%, 14%), laptop/ tablet/ mobile (17%, 11%), or speaker (8%, 4%).

Those who experienced a broken electrical/ domestic appliance were asked to think about what they did with the item that broke most recently. The top action for most products is

simply to purchase a new one (figure 46) – over half of those who experienced a broken charger (67%), or small kitchen appliance (63%) did this. However, there has been a fall in those experiencing a broken large domestic appliance reporting that they bought a new one (54% in W5, compared with 47% in W7).

Professional repairs only feature in the top three responses to a broken laptop/ tablet/ mobile (28%) or large domestic appliance (22%). In particular, there has been a sustained rise in the proportion who say a professional attempted the repair of their broken laptop/ tablet/ mobile phone (19% W3, 20% W5, 28% W7).

Figure 46. Top three actions taken as a result of a broken item

Laptop/ tablet/ mobile	Charger	Speaker	Small kitchen appliance	Electronic game/ console*	Vacuum cleaner	Smart home device	Large domestic appliance
Bought a new one **39%**	Bought a new one **67%**	Bought a new one **31%**	Bought a new one **63%**	Attempted a repair themselves ***25%***	Bought a new one **43%**	Bought a new one **31%**	Bought a new one **47%**
Professional attempted a repair **28%**	Disposed of it **43%**	Attempted a repair themselves **20%**	Disposed of it **41%**	Bought a new one ***22%***	Attempted a repair themselves **30%**	Attempted a repair themselves **25%**	Disposed of it **26%**
Attempted a repair themselves **17%**	Attempted a repair themselves **6%**	Disposed of it **20%**	Attempted a repair themselves **11%**	Contacted manufacturer / retailer ***19%***	Disposed of it **26%**	Contacted manufacturer / retailer **22%**	Professional attempted a repair **22%**

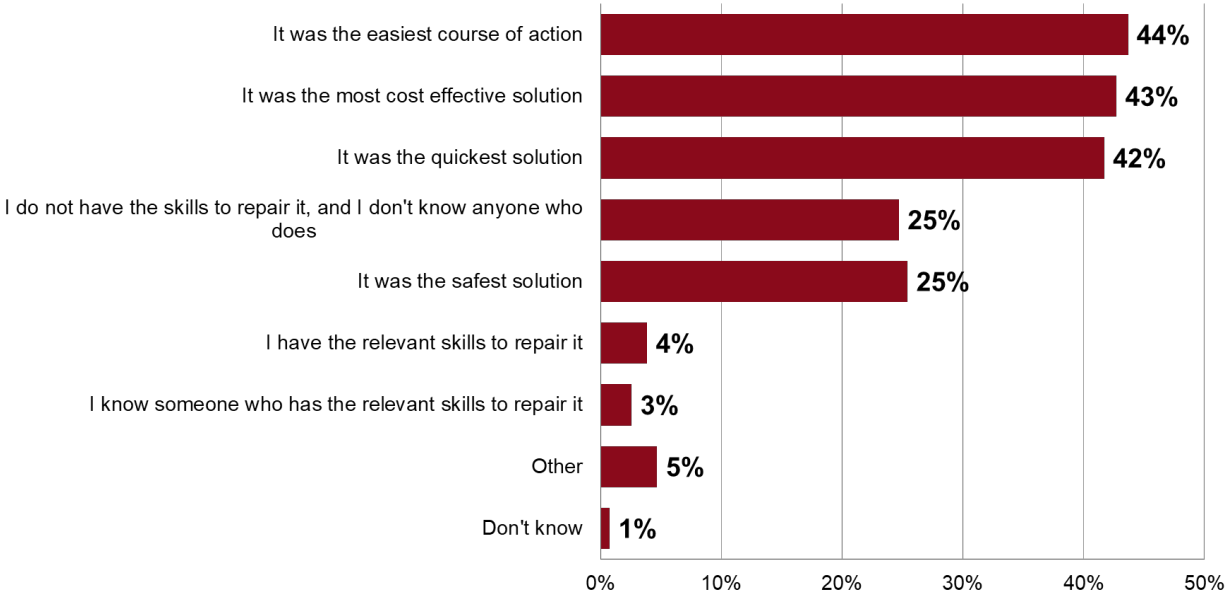
Q: Thinking about your [product] that stopped working. If multiple products have stopped operating correctly in the past year, please think about the most recent instance of this. Which, if any, of the following actions did you take when this product stopped operating correctly?
Base: All [in circular economy section] who experienced each item breaking most recently (in wave seven: laptop/ tablet/ mobile=288; charger=420; speaker=60; small kitchen appliance=369; electric game/ console=38; vacuum cleaner=199; smart home device=78; large domestic appliance=389)*
**Note: small base, treat with caution*

Disposing of the broken electrical/ domestic appliance is a common response – featuring in the top three actions taken for broken chargers (43%), speakers (20%), small kitchen appliances (41%), vacuum cleaners (26%), and large domestic appliances (26%). Those who disposed of any broken electrical/ domestic appliances were asked how specifically they had disposed of the item. A third (33%) took their item to the tip/ dump, with those who had a broken vacuum cleaner being the most likely to do this (64%). A fifth (22%) put their broken item in the regular household waste bin, rising to 46% of those with a broken charger. Around one in ten took the broken electrical/ domestic appliance to a dedicated e-waste bin (13%), put it in their regular household recycling (11%), or took it to a retailer for disposal (9%). The latter is most common for large domestic appliances – with a quarter (26%) of those answering about a broken large domestic appliance saying a retailer disposed of it for them.

Thinking about all the actions taken, the most common reasons for a response are that it was the easiest (44%), most cost effective (43%), or quickest (42%) solution. There has been a significant rise in the proportion reporting that their course of action was the easiest solution, driven by people who attempted a repair themselves – now 62% say they

attempted a repair themselves because it was the easiest solution, compared with 52% in wave five. Similarly, those who sought a professional repair are significantly more likely to say this was because it was the quickest solution (24% in W5, compared with 44% in W7). There have been no changes in the proportion who report they took the safest or most cost-effective solution.

Figure 47. Reasons actions were taken



Q: Which, if any, of the following, were reasons you took these actions?
Base: All [in circular economy section] who took an action after a product stopped working (W7=1,689)

Not all repair attempts are successful – a third (33%) of those who attempted to repair the item themselves also said they bought a new one and a fifth (18%) said they disposed of the broken product. However, a third (33%) who attempted their own repair report being successful and half (52%) of those who engaged a professional said they were successful in their repair. These levels of successful repair are consistent with wave five.

Those who attempted a repair themselves or got a non-professional friend/ family member to do so, tend to turn to the internet to guide their repair attempt – half (48%) said they sought information from YouTube videos and two-fifths (39%) used a search engine. However, there has been a recent rise in the proportion looking at the product manual for repair information (21% W3, 21% W5, 29% W7).

Personal Light Electric Vehicles

In wave seven, questions on personal light electric vehicles (PLEVs) were initially shown to all respondents (n=10,023) and then to those who own a PLEV (n=740) Exact base sizes for specific questions are shown below each chart.

Ownership of Personal Light Electric Vehicles

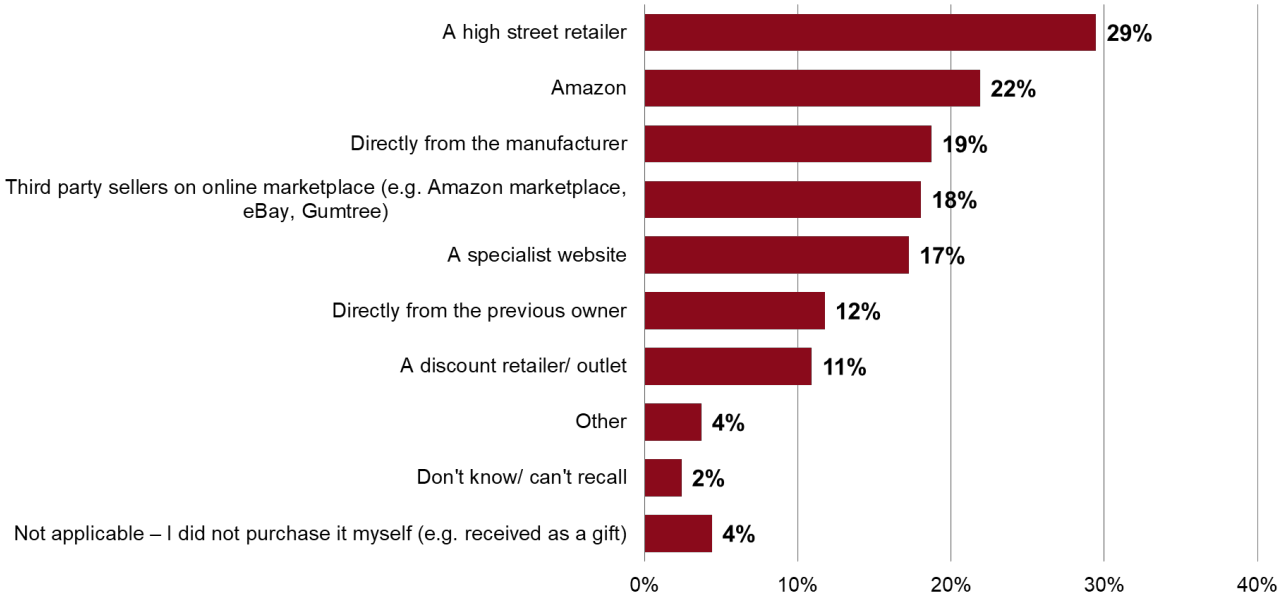
Consistent with wave six, 7% of the UK public currently owns or has access to a Personal Light Electric Vehicle (PLEV). The most common is an eBike/ Electrically Assisted Pedal Cycle (EAPC) (4%), ownership of which has risen by one percentage point, a statistically significant change, since wave six. This is followed by eScooters (2%) and hoverboards (1%).

Age remains a key driver of PLEV ownership, with 12% of 18 to 29 year olds reporting that they own or have access to one (9% of those aged 30 to 49, 5% of those aged 50 to 64, 4% of those aged 65+). While previously only eBikes did not have an age trend in ownership levels, those aged 18 to 29 year olds (6%) are twice as likely this wave to report having one than those aged 65 and over (3%). Ownership of PLEVs is also twice as high among men than women (10% of men, compared with 5% of women).

Respondents from an ethnic minority background (13%) are more likely to own a PLEV than those who are white (7%).

The most common place that people report having purchased their PLEV from is a high street retailer (29%), followed by Amazon (22%) and directly from the manufacturer (19%). Those aged 65 and over are particularly likely to report having gone to a high street retailer (43%), compared with 25% of those aged under 30 saying this. In contrast, under 30s are much more likely than those aged 65 and over to have purchased from Amazon (32%, compared with 4% for those aged 65 and over), a third-party seller online (22%, compared with 8% for those aged 65 and over) or a discount retailer (20%, compared with 2% for those aged 65 and over).

Figure 48. Purchase location of PLEVs



Q. 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)
Base: All who own/ have access to a PLEV (W7=709)

One in four of those who own an eBike say that it was converted from a manual bike (25%). However, this is not a statistically significant change from the 22% saying this in wave six. Among those who say their bike was converted, 47% did the conversion themselves, again not a significant change from wave six (50%). Likelihood to own a converted eBike remains much higher among those in younger age groups (39% of those aged 18 to 29, 34% of those aged 30 to 49, 7% of those aged 50 to 64, 8% of those aged 65+), while men are also twice as likely to say this (31%, compared with 15% of women).

In terms of the amount of time that people who own PLEVs spend using them, the most common response is one to two hours per week (33%). 17% say they spend three to four hours, 13% five to six hours and 19% seven hours or more. One in five PLEV owners (19%) say they do not use it in a typical week. More frequent usage of PLEVs (defined as spending more than two hours a week using their PLEV) skews towards younger age groups (58% of those under 30, compared with 35% of those aged 65+) and men (55% compared with 36% of women).

Those with children in their household spend less time using their PLEV on average, with 54% spending more than two hours per week compared with 42% of those without children in the household.

The most commonly reported main purpose for which people use their PLEV is for leisure, with half (48%) of users saying this. One in four use them mainly for commuting (24%) such as to work or to school, while 17% use them mainly for carrying out work such as food delivery.

The proportion using PLEVs for leisure as their main use is much higher among those aged 65 and over, with 75% of owners in this age group saying this (compared with 41% of those aged 18 to 29). In contrast, use for commuting is at a similar level up across ages (27% of those aged 18 to 29, 29% of those aged 30 to 49, 24% of those aged 50 to 64), before a drop off among those aged 65 and over (2%). The drop off in use for carrying out

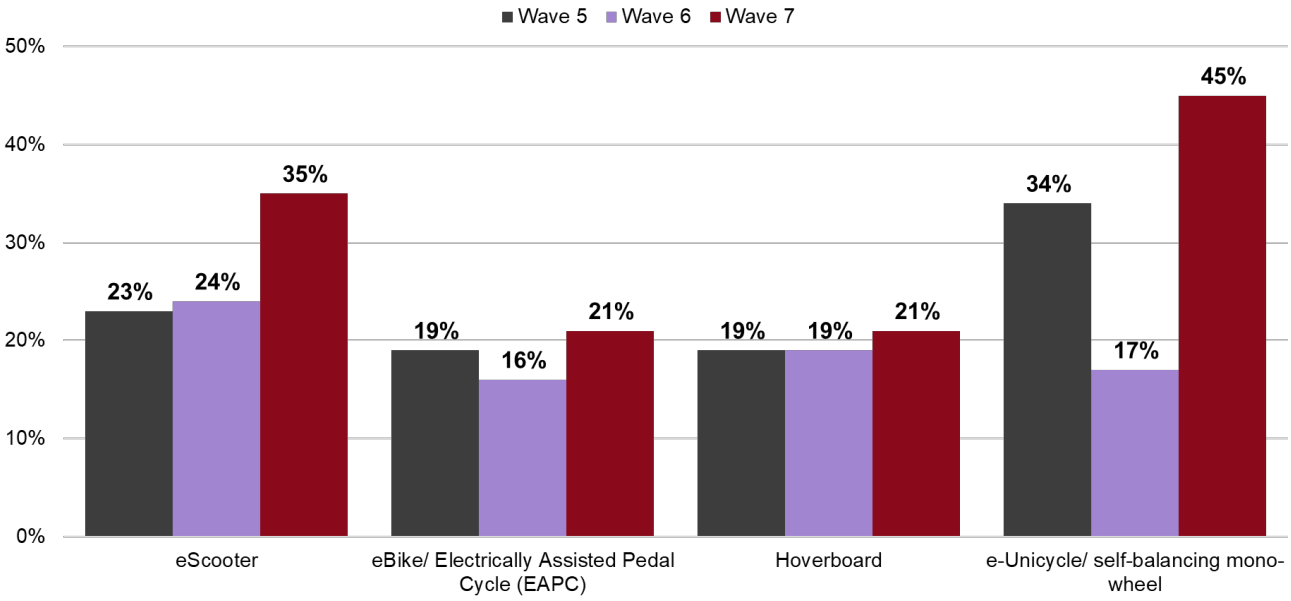
work occurs earlier, with 26% of 18 to 29 year olds and 21% of 30 to 49 year olds saying this, compared with 3% of 50 to 64 and none of those surveyed aged 65 and over.

Non-leisure uses are also higher among men, with 29% using PLEVs mainly for commuting and 20% mainly for carrying out work (compared with 16% of women and 13% of women respectively). Those with a low household income (less than £25,000 per year) are more likely than average to be using a PLEV for work (24%, compared with 16% of those with a gross household income of £25,000+).

Charging Personal Light Electric Vehicles

eScooters remain the type of PLEV that owners are most likely to charge weekly, rising from 59% of owners reporting this in wave six to 73% in wave seven. The proportion charging their unicycle/mono-wheel at least once a day has also risen substantially from wave six (from 17% to 45%) - though it should be noted that there have been large fluctuations here, with the wave seven figure not significantly different from the figure from wave five (34%). One in five (21%) charge their eBike daily, with the same figure measured for hoverboards; neither of these are significant changes from previous waves.

Figure 49. Proportion of PLEV owners who charge the battery at least daily



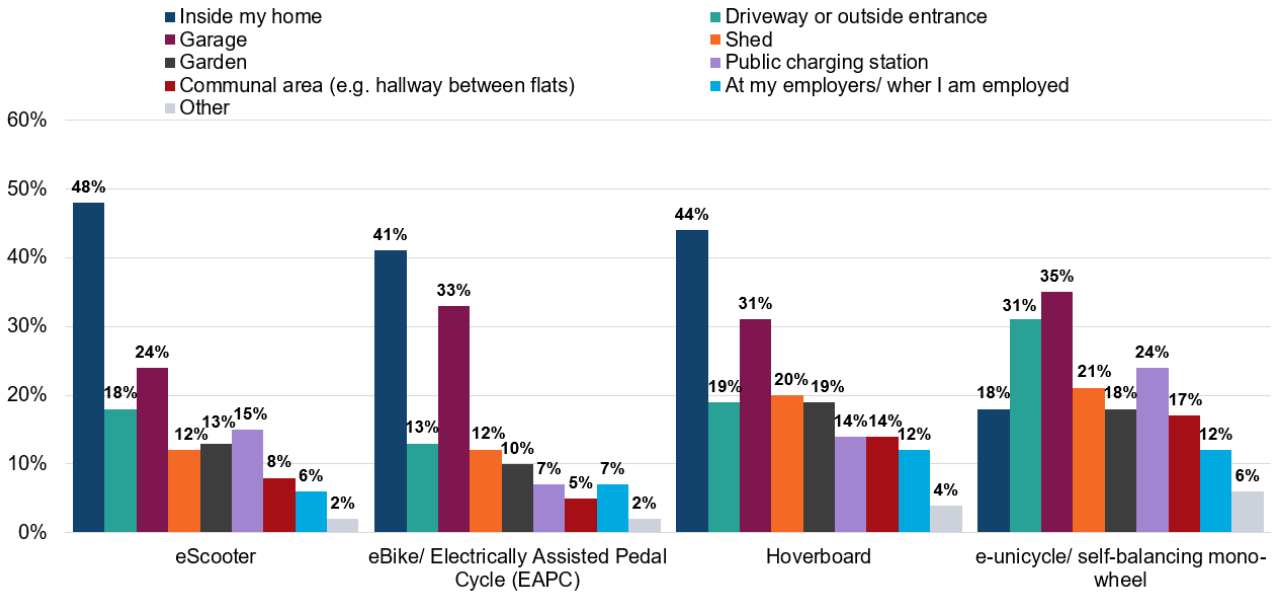
Q. How often do you usually charge each of your Personal Light Electric Vehicle(s) PLEV?
Base: All who own/ have access to a PLEV (eScooter=200; eBike=406; Hoverboard=133; e-Unicycle/ self-balancing mono-wheel=112)

There have been no statistically significant changes in the battery charging behaviours of PLEV owners in terms of the level they charge the battery to from wave six to wave seven. Following a rise from wave five to wave six, the proportion who usually charge the battery until it is full is 61% (50% W5, 59% W6).

The time of day at which people usually charge their PLEVs has also not changed since last measured in wave five. Half (52%) report charging it during the day (48% W5), while 21% usually charge it overnight (22% W5). The remainder say there is no typical time when they charge their PLEV, or that they have not yet done so.

In line with wave six, the most common place where people charge their PLEVs is inside their home, with the exception of e-Unicycles, where the garage is the most common location. There have been few significant changes across waves in charging locations.

Figure 50. PLEV charging location



Q: Where do you most frequently charge your Personal Light Electric Vehicle(s) PLEV(s)? Please select all that apply
Base: All who own/ have access to each: (eScooters=192; eBike/ Electrically Assisted Pedal Cycle (EAPC)=315; Hoverboard=144; e-unicycle/ self-balancing mono-wheel=73)

Among those who charge their PLEV at home, a hallway is the most common location, a finding consistent across owners of eScooters (30%), eBikes/ Electrically Assisted Pedal Cycles (EAPC) (26%) and hoverboards (23%).

When asked why they charge their PLEV at home, the top reason given is that is convenient (37%), while one in four (25%) say that it is because they do not have anywhere else to charge it. A fifth (21%) are concerned about theft, while 12% are concerned about leaving their PLEV out in the rain. These reasons are consistent regardless of the type of PLEV owned.

A follow-up question was also asked to those who mainly charge their PLEV in their garage about the specific type of structure this was. The majority (67%) say that this garage is attached to their house, including 37% for whom it has a room above it, and 30% for whom the garage has no room above it. One in three say the garage where their PLEV charges is a standalone structure (32%).

Personal Light Electric Vehicle batteries/ chargers

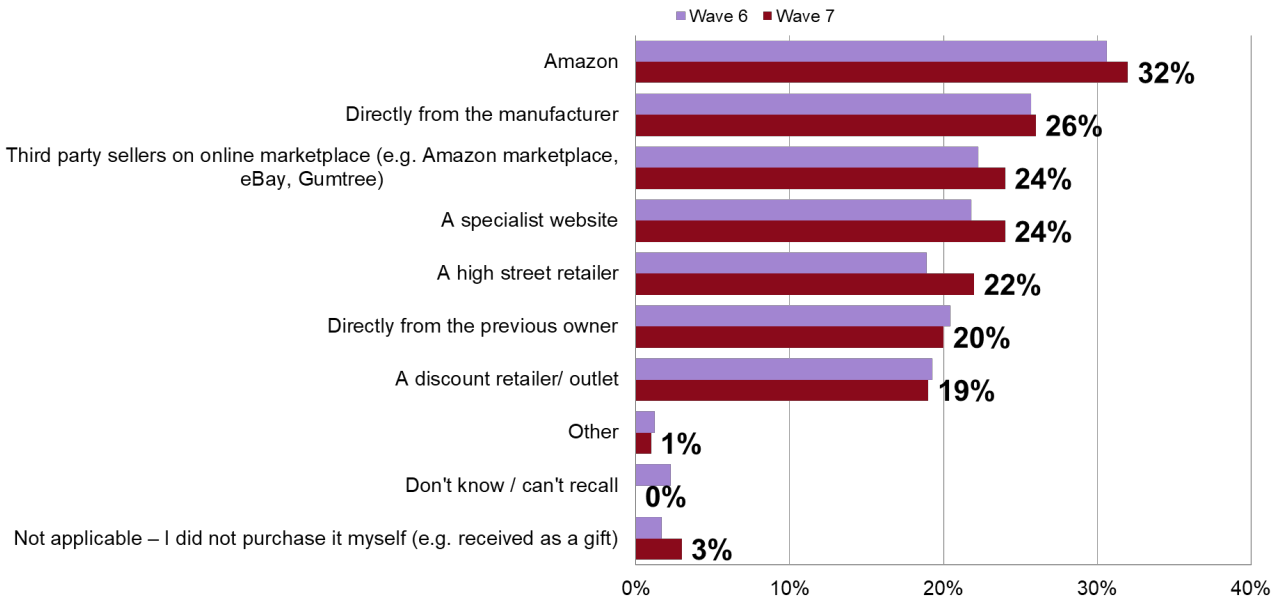
Having risen from wave five to wave six, the proportion of PLEV owners who have bought a separate battery for their device remains stable this wave (14% W5, 23% W6, 23% W7). The same is true for the proportion purchasing a separate charger (25% W5, 30% W6, 30% W7). Overall, 43% have bought either of these in wave seven, comparable to wave six (42%) but higher than wave five (35%). Purchase of a separate battery/ charger is much higher among younger people (58% of those aged 18 to 29, compared with 17% of those aged 65+) and men (50%, compared with 30% of women).

In total, the average number of additional batteries/ chargers owned by PLEV owners is 1.9. While 46% say they do not own any separate batteries/ chargers, 21% own one additional charger, while one in three (33%) own two or more.

The places where people have purchased separate batteries/ chargers remain the same as those reported in wave six. There is not one dominant place where people prefer to

purchase these, with Amazon (32%), directly from the manufacturer (26%), third party sellers on online marketplaces (24%) and specialist websites (24%) being among the most common.

Figure 51. Purchase location of separate battery/ charger for PLEVs



Q. 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?
Base: All who own a PLEV and bought a separate battery/ charger (W6=240; W7=299)

When purchasing a battery/ charger for their PLEV, the main considerations are consistent with previous waves. Battery life is the most common factor (33% W5, 36% W6, 39% W7), though efficiency has risen significantly to be the second most sought-after attribute (25% W5, 23% W6, 34% W7). This is followed by cost (28% W5, 27% W6, 32% W7) and charge speed (24% W5, 29% W6, 28% W7). Product safety was the fifth most common factor, selected by 27% of respondents.

Experience of safety issues with PLEVs

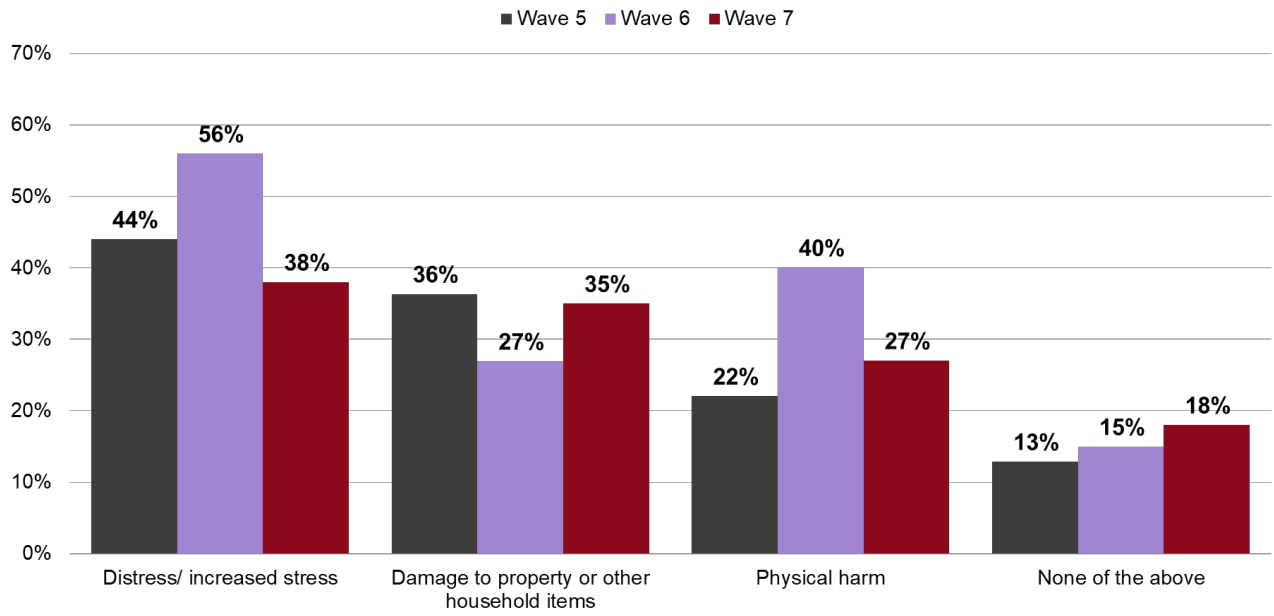
The proportion who have experienced a safety issue with their PLEV related to the battery or charger is stable this wave, at 23% (22% W5, 21% W6). Those who use their PLEV frequently are more likely to experience a safety issue – 43% of those who use their PLEV for eight or more hours a week experienced a safety issue, compared with 20% of those who only use their PLEV one or two hours a week.

Among those who have experienced a safety issue, electrical issues remain the most common, at 46%. This is followed by mechanical issues (37%) and fire/ explosion (35%), while chemical issues (14%) are less common. Distress/ increased stress is the most common negative effect reported by those who have experienced a safety issue, at 38%, with just over one in four (27%) reporting having experienced physical harm. While both of these have declined significantly compared with wave six, the large fluctuations in this data across waves five, six and seven mean that caution should be taken not to overanalyse this.

Around one in three (35%) who have experienced a safety issue with a PLEV said that it caused damage to property or other household items. This was generally minor, with 68% of this group reporting that it caused dents and/ or scratches to their property. More serious problems such as smoke damage (36%), fire damage (26%) and electrical

damage (16%) are reported by minorities of this group. These findings are mirrored among the one in four (27%) who experienced physical harm as a result, with 52% saying this harm was mild, and just 5% saying it was severe.

Figure 52. Outcome of PLEV battery charger safety issue

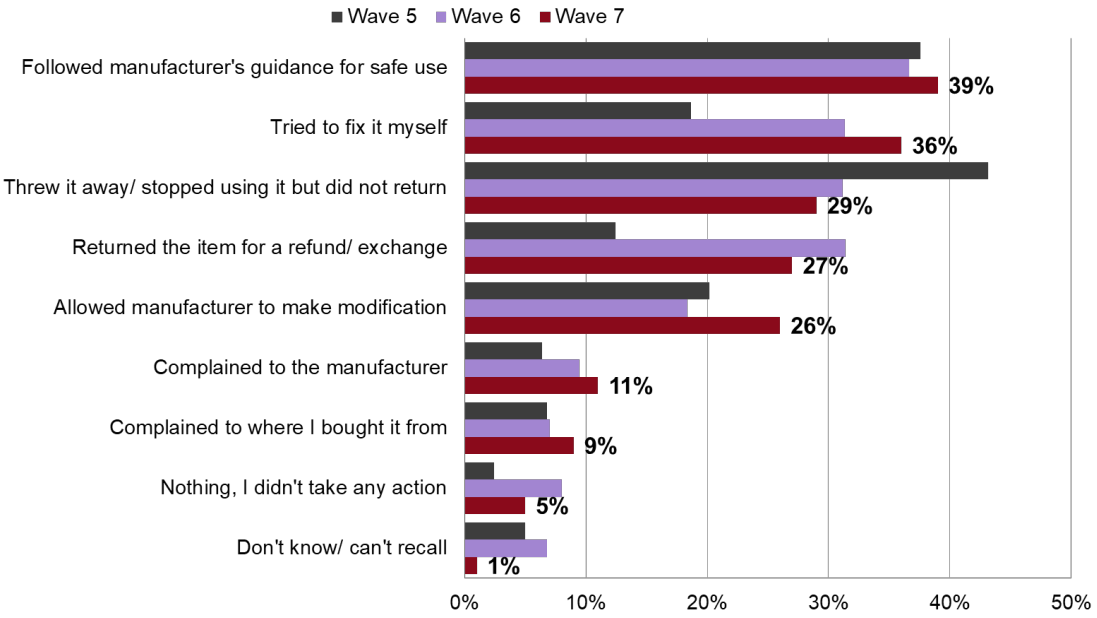


Q. Did that safety issue cause any of the following? (Please select all that apply)
Base: All who had a safety issue with a PLEV (W5=122; W6=117; W7=153)

The most common action taken as a result of the safety issue experienced with a PLEV is to follow the manufacturer's guidance for safe use, unchanged across waves (38% W5, 37% W6, 39% W7). The other most common actions are also statistically unchanged from the previous wave.

The rise in awareness of help and advice (e.g. a support line) among those who have experienced a PLEV safety issue continues this wave, with 70% reporting that they are aware of support/ advice available from the manufacturer (46% W5, 61% W6) and 72% from the seller (55% W5, 65% W6).

Figure 53. Action taken as a result of PLEV battery or charger safety issue



Q. Which, if any, of the following did you do as a result of the safety issue? (Please select all that apply)
Base: All who had a safety issue with a PLEV (W5=122; W6=117; W7=153)

Personal Light Electric Vehicle campaign

This year's survey contained a section aimed at measuring awareness and perceptions of a recent advertising campaign run by the OPSS on PLEV safety. Respondents were shown three adverts related to PLEV safety and asked whether they had seen any ads in this style in the last few months.[2]

Overall, 6% of UK adults report having seen adverts relating to PLEV safety recently. However, among those who own/ have access to a PLEV, this figure rises to 31%. This is driven by younger PLEV owners (48% of those aged 18 to 29, compared with 3% of those aged 65+), while men who own PLEVs are also more likely to say this (34%, compared with 26% of women). Those who have experienced a safety issue with their PLEV are also much more likely to recall having seen one of these adverts recently (72%, compared with 19% of those who have not experienced safety issue).

PLEV owners from an ethnic minority background are also much more likely to report having seen one of these adverts (44%, compared with 28% of white PLEV owners).

TV is the most common place where people have seen a PLEV safety advert, with 41% of those aware of the adverts reporting it was on TV. This is followed by Facebook (35%), news websites (24%), Instagram (23%) and newspapers (21%). PLEV owners are significantly more likely than non-owners to report having seen a PLEV safety advert in almost all of the channels listed, apart from TV, news websites and "other social media", where no significant difference exists.

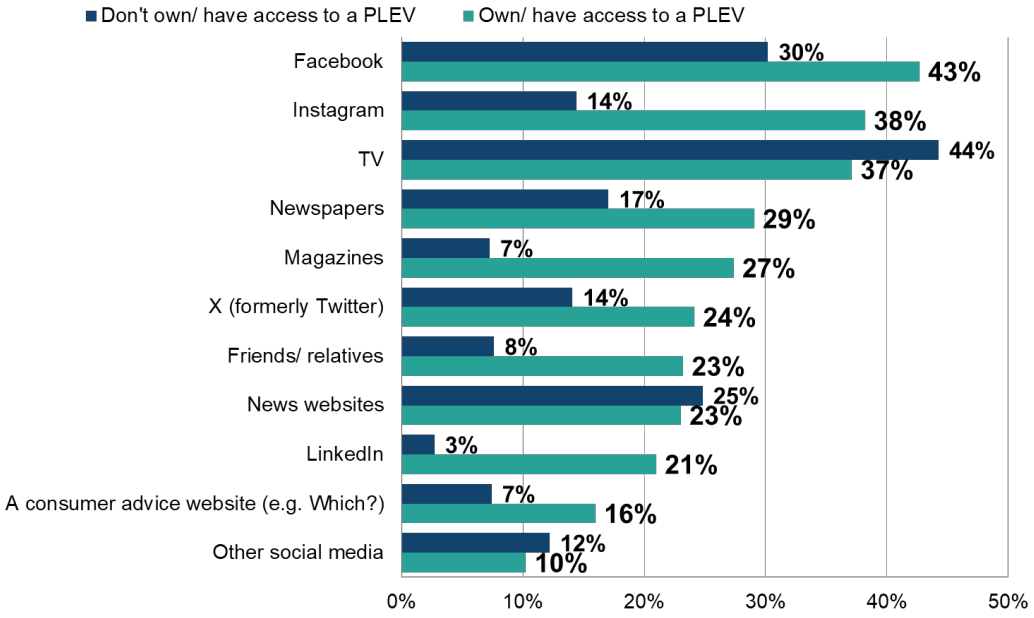
An age divide exists in terms of the locations where people report they have seen PLEV safety adverts. While those aged 65 and over are more likely to have seen them on TV (56%, compared with 39% of those under 30), seeing them online is far more common among those aged under 30. For example, 38% of those aged 18 to 29 report seeing the

[2] The specific ads shown to respondents can be found in the technical report.

adverts on Facebook, compared with 3% of those aged 65 and over. Nearly a quarter (23%) of those under 30 saw an advert on X/ Twitter, while only 7% of those aged 65 and over report the same.

Those with children in their household are substantially more likely to report having seen one of these adverts from an online source, such as Facebook (42%, compared with 29% of those with no children) or Instagram (31%, compared with 15% of those with no children).

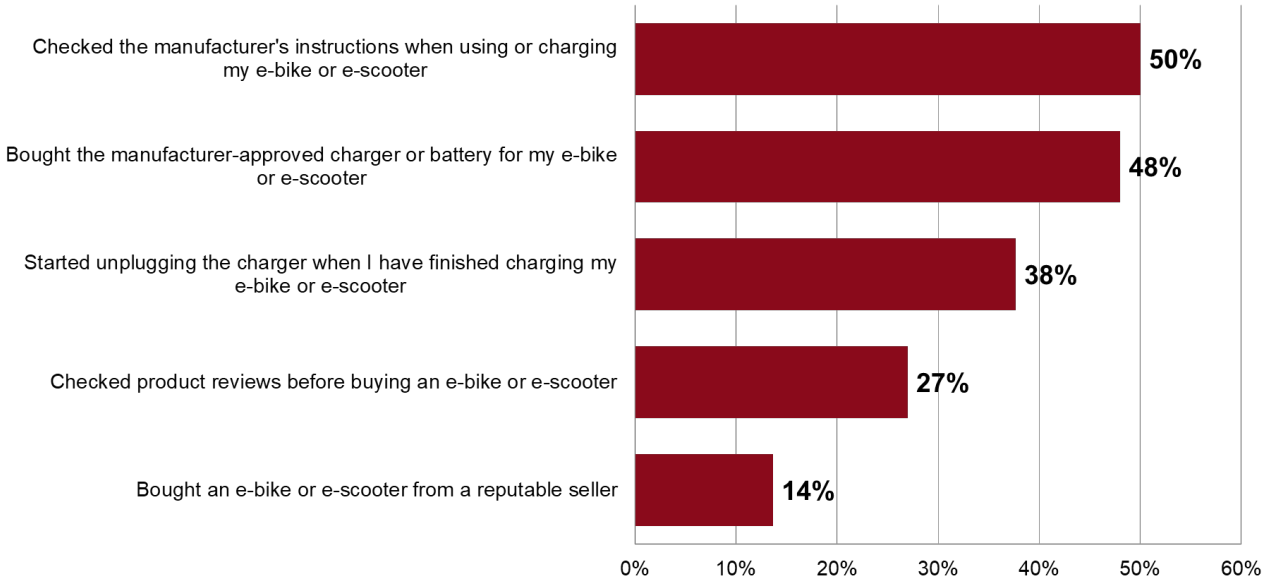
Figure 54. Where seen PLEV safety adverts



Q. You said that you have seen adverts about Personal Light Electric Vehicle (PLEV) safety recently... Which, if any, of the following places did you see them? Please select all that apply.
Base: All who have seen adverts about PLEV safety recently (W7=567)

Those who had seen one of these ads were asked what actions, if any, they took as a result. Almost all (95%) PLEV owners who had seen one reported having taken some action, with the most common being “checked the manufacturer's instructions when using or charging my e-bike or e-scooter” (50%) and “bought the manufacturer-approved charger or battery for my e-bike or e-scooter” (48%).

Figure 55. Actions taken after seeing PLEV safety ads



Q. You said that you have seen adverts about Personal Light Electric Vehicle (PLEV) safety recently...Which, if any, of the following did you do as a result? (Please select all that apply)
Base: All PLEV owners who have seen adverts about PLEV safety recently (W7=211)

Metrology

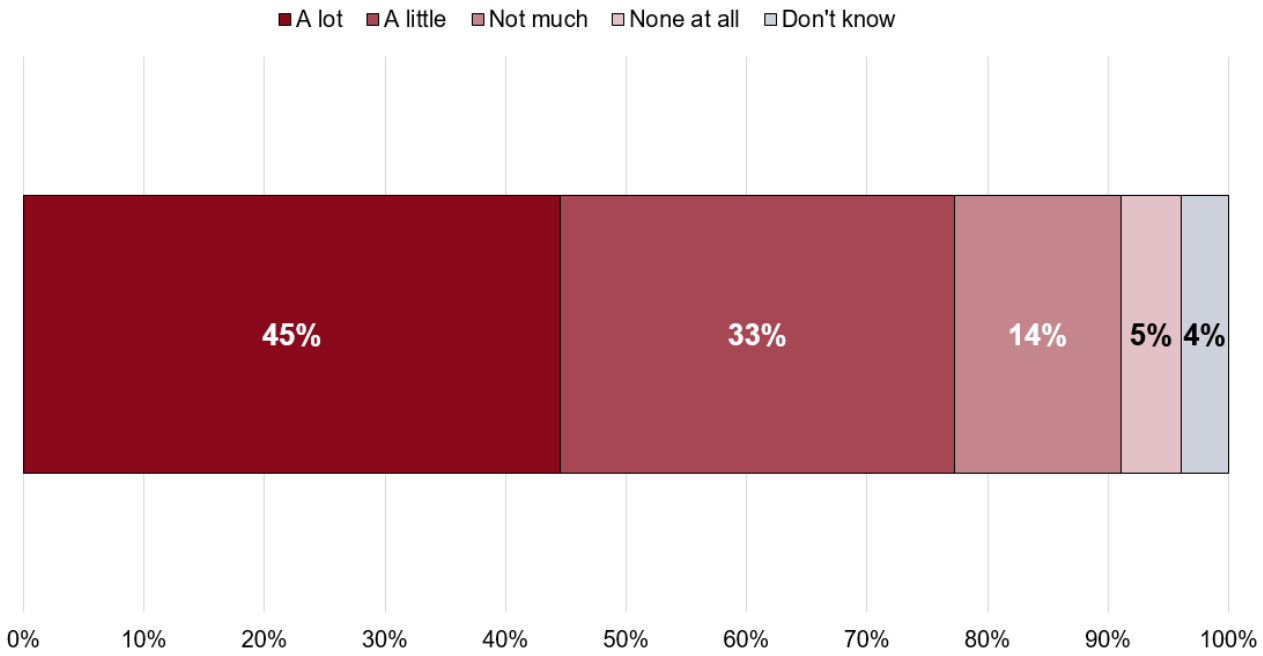
In wave seven, questions on legal metrology / weights and measures were shown to approximately half of all respondents, allocated randomly (n=4,988). Exact base sizes for specific questions are shown below each chart.

A majority of the UK public (77%) pay at least a little attention to the price to weight indication marking on products, whilst 14% pay not much attention, and 5% report that they pay none at all. Older respondents report being more likely to pay a lot of attention to price indications, compared with younger respondents (40% of those aged 18 to 29, compared with 52% for those aged 65+). Those aged 18 to 29 were the age group most likely to report that they don't know (7%, compared with 2% for those aged 65+). These findings are consistent with wave six.

Those in lower social grades (C2DE) are more likely to pay not much or no attention to the price indication marking compared with those in higher social grades (not much: 16%, 13% ABC1, none at all: 6%, 4% ABC1), consistent with wave six.

Those respondents living with any level of disability are more likely to pay a lot of attention to price indication marking (48%) compared with those who are do not have any disabilities (44%).

Figure 56. Attention paid to price indication marking on products



Q: How much attention, if any, do you pay to the price indication marking on products? (For example, on price labels including information such as: 2.10p per 10kg)
Base: All respondents [in metrology/ weights section] (W7=4,988)

A majority of those who buy the products listed report that they are confident that they are receiving the correct measure of the product (figure 56). The products which inspire the most confidence (81% among customers) are items sold by weight or measure specified

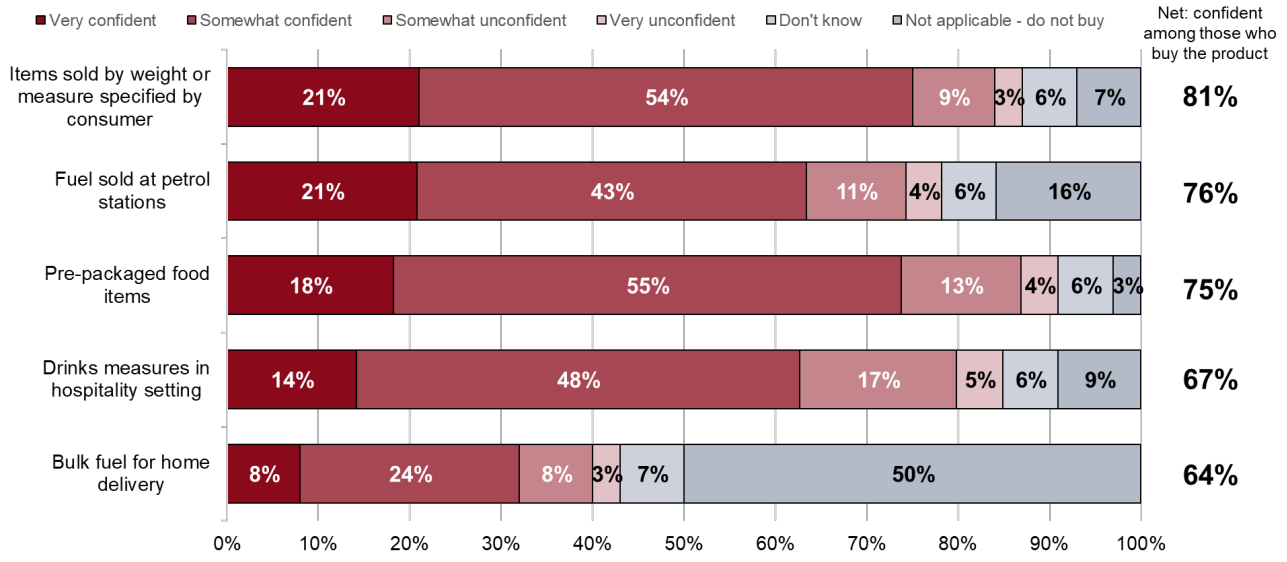
by the consumer (e.g. food at a deli), followed by fuel sold at petrol stations (76%). Both of these proportions are level with wave six. This is followed by pre-packaged food items (75%), drinks measures (67%) and bulk fuel for home delivery (64%).

Younger respondents, aged 18 to 29, report lower levels of confidence across all the measures except for bulk fuel for home delivery (35% of those aged 18 to 29, compared with 28% of those aged 65+). The largest disparity between the confidence levels for this age group compared with other age groups is in fuel sold at petrol stations. Half (52%) of 18 to 29 year olds report trusting the measurements, compared with 59% 30 to 49 year olds, 69% 50 to 64 year olds and 73% among those aged 65+. This is a contrast to wave six, in which the biggest difference was reported for drinks measures in hospitality settings.

Across every product category, respondents finding it difficult to cope financially are less likely to feel confident in the measure purchased compared with those coping financially. This finding is consistent with wave six.

Those with a disability are less likely to report confidence in the measures they receive compared with those without a disability across every product category except bulk fuel. This trend has become more pronounced since wave six, when those with disabilities were less likely to report confidence only for items sold by consumer-specified weight and petrol station fuel.

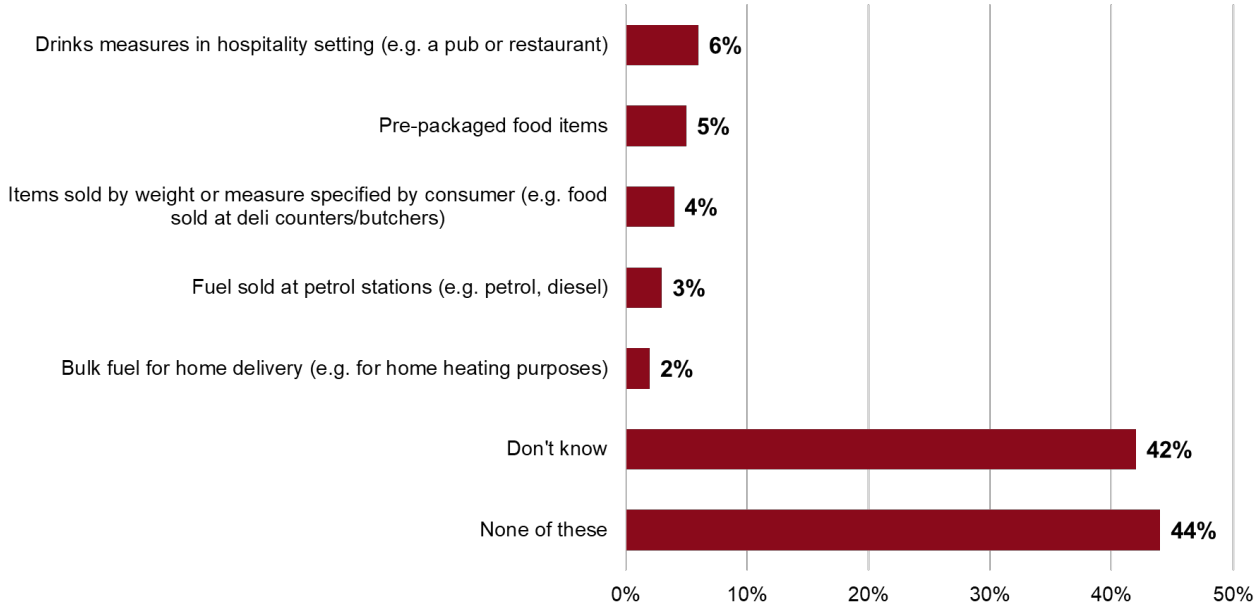
Figure 57. Confidence in measures purchased by product



Q: Thinking about the products you buy, how confident, if at all, are you that you receive the accurate measures for each product? (For example, if you pay for 1kg of product, are you confident that you will receive 1kg?)
Base: All respondents [in metrology/ weights section] (W7=4,988)

Overall, 14% believe that they have received an incorrect measure for an item they have bought in the last six months (figure 57). Younger respondents reported more incorrect measures across every product category compared with those aged over 50. Similarly, respondents in a household with any number of children reported more incorrect measures than those without any children across all product categories excluding drink measures. Conversely, those over 50 were more likely to report that they had received no incorrect measures in the last six months (36% of those aged 18 to 29, compared with 54% of those aged 65+).

Figure 58. Incorrect measures received by product



Q: Thinking about the products you buy… In the last six months have you received an incorrect measure for any of the following?
Base: All respondents [in metrology/ weights section who buy at least one product] (W7=4,906)

Respondents from an ethnic minority background are more likely to believe they have received incorrect measures than white respondents across all product categories.

Those with medium or high levels of educational attainment also reported more incorrect measures than those with low levels across all product categories.

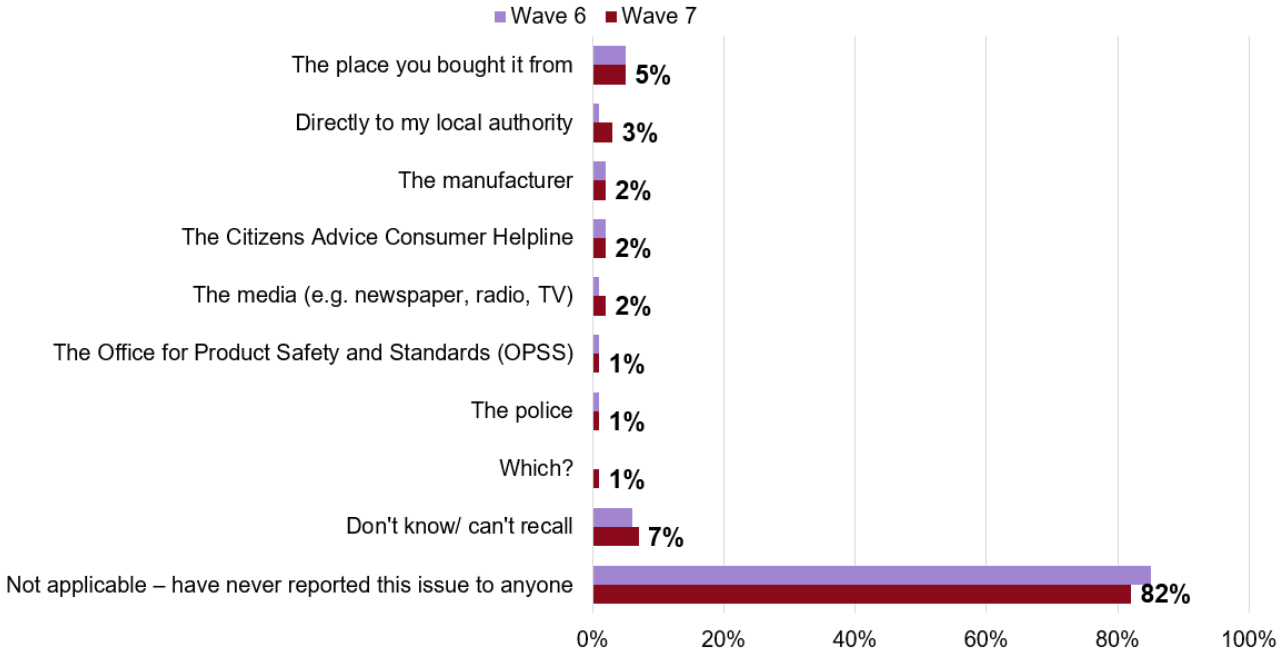
Eight in ten (82%) have never reported an issue with a product being the wrong weight, a decrease from wave six (85%). Out of those who have, the place purchased from is the top place to report to (5%), followed by the local authority (3%). 1% reported to the OPSS. These findings are broadly consistent with wave six, although there has been an increase in the proportion of people reporting directly to their local authority (1% in W6, compared with 3% in W7) and the media (1% in W6, compared with 2% in W7).

Men were more likely than women to have reported to any of the organisations (14%, compared with 8% of women). Young people are also more likely to have reported to any organisation, compared with all other age groups (17% of those aged 18 to 29, 13% of those aged 30 to 49, 9% of those aged 50 to 64, 6% of those aged 65+). Similarly, those finding it difficult to cope financially are more likely to have reported to any organisation (14%) compared with those coping financially (10%). These findings are consistent with wave six.

Respondents from an ethnic minority background are more likely to have reported to any of the organisations (22%, compared with 10% for white respondents).

LGB+ respondents are also more likely to have reported to any organisation compared with heterosexual respondents (15% compared with 10% for heterosexual respondents).

Figure 59. Ever reported a product for being the incorrect measurement



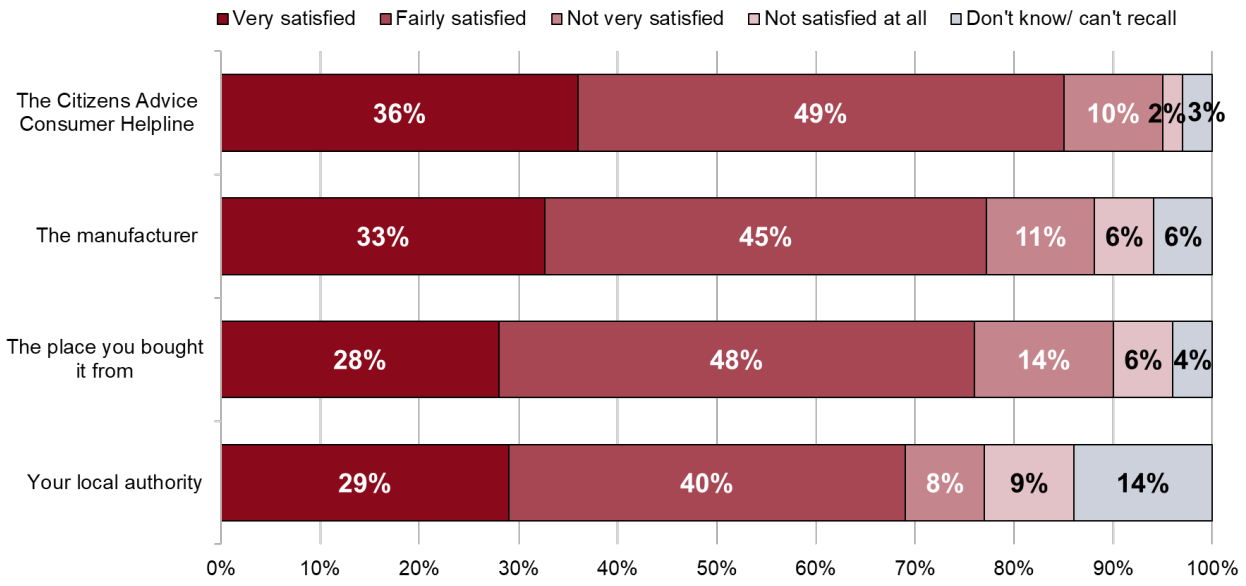
Q: Have you ever reported a product for being the incorrect measurement (e.g. underweight, too large) to any of the following organisations? (Please select all that apply)
Base: All respondents [in metrology/ weights section] (W6=3,371; W7=4,988)

Those who reported an incorrect weight to the Citizens' Advice Consumer Helpline reported the highest levels of satisfaction at 85%, an increase of 22 percentage points from wave six (63%). Those coping financially were more likely to be satisfied with the response from the helpline (93%) than those finding it difficult to cope financially (74%).

Levels of satisfaction for those who reported to the manufacturer and the place they bought the item from are similar, with a majority (78% manufacturer, 76% place bought from) being at least fairly satisfied with the response, and around one in five (17% manufacturer, 20% place bought from) reporting being unsatisfied with the reaction. These findings are comparable with those of wave six.

Those reporting to their local authority report the lowest levels of satisfaction with the reaction at 69%, although this may be due to the higher proportion (14%) of "don't know/ can't recall" responses for this category. This is a notable (if non-significant) increase compared with wave six, in which 3% of respondents recorded a "don't know" response.

Figure 60. Satisfaction with reporting an incorrect measurement



Q: You said you reported a product being the incorrect measurement to the following people. Thinking about the most recent occasion...How satisfied, if at all, with their response or the actions they took?
Base: All who complained/ reported to a valid organisation: The place you bought it from (n=244), The manufacturer (n=96), The Citizens Advice Consumer Helpline (n=103), Your local authority (n=124)

Smart devices/ cyber security

In wave seven, questions on smart devices were shown to approximately half of all respondents, allocated randomly (n=4,942). Exact base sizes for specific questions are shown below each chart.

Ownership of smart devices

Of those who bought an electrical appliance in the last six months, 14% said this was a "smart" home device such as a smart speaker or smart thermostat. This is a higher proportion than seen in wave two through six, but a return to the proportion who reported this in wave one (14%). However, the proportion who report that their recent large domestic appliance purchase is "smart" has been steadily risen – in wave one, 14% of those who purchased a large domestic appliance in the last six months reported that it was "smart" and now 28% of those in wave seven report the same.

Offline adults are less likely to own smart products. For example, 17% of offline adults have a smart TV compared with 58% of those aged 65 and over in the online survey.

Most UK adults own or have access to at least one smart device, with a continuing upward trend for homeowners having access to smart large domestic appliances (4% W2, 5% W4, 7% W6, 8% W7) and smart home security (12% W2, 16% W4, 19% W6, 21% W7). Renters are more likely now than in wave one to own/ have access to these smart devices, but the trend has not been as sharp – for example, while there has been a significant rise in the proportion of renters with access to smart home security compared with wave one, this has not changed in the most recent wave and is still at around half the level of homeowners (6% W2, 8% W4, 11% W6, 11% W7).

When asked about the top three features considered when purchasing a smart device, consistent with overall purchase considerations, price is key (47%). Online reviews are considered by a third of smart device owners (33%) while three in ten look at the manufacturer brand (29%). Cyber security (11%) and the UK government product safety framework (4%) are rarely taken into account as one of the top factors in making a purchase.

Those who own/ have access to smart baby products are the most likely to say they consider the manufacturer brand (40%), recommendations from friends/ family (28%), or cyber security (18%) in their purchase of smart devices. A similar proportion (17%) of those with smart lighting consider cyber security in their purchases, while one in ten of those with smart large domestic appliances or small kitchen appliances say this is a factor (both 10%).

Those from an ethnic minority are more likely than white adults to consider the warranty/ guarantee offered with a smart device (20%, compared with 15% for white respondents).

LGB+ adults are more likely to consider online reviews (39% LGB+, compared with 33% for heterosexual adults) or what the product looks/ feels like (15%, 11%respondents).

There is an upward trend by education level for considering cyber security in their purchase of smart devices – 9% of those with a low level of education say this is a factor, 12% of those with a medium level, and 13% of those with a high level of education.

Figure 61. Top three purchase considerations for smart devices

Q: 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.
Base: All who own/ have access to smart devices (W7=4,493)

Participants in the focus groups owned a range of smart devices including a smart speaker, smart TV, smart lights, smart meter, smart printer, smart washing machine, smart electric vehicle charger, smart doorbell, and smart watch. The electric vehicle charger owner group tended to have the largest number and variety of smart devices.

> *"[I own] Ring doorbells and cameras, Tado heating, solar panels, car charger, Alexa, Nest smoke alarm" (electric vehicle charger owner group)*

Some did not own a smart device due to safety concerns, particularly around privacy and collecting data on conversations that are covertly recorded, others were worried about large-scale data breaches releasing their personal information.

However, smart device owners often take measures to protect their privacy, including having a camera blocker on their laptop, denying cookies, muting their device, regularly changing passwords, setting up two-factor authentication, changing default passwords, using VPNs, and using password generators.

> *"I have mostly privacy concerns; I worry that it is a breach of personal privacy at times as you don't know how much information they are gathering about you" (aged 18 to 40 group)*

> *"I sometimes put a piece of paper over my laptop camera if I'm worried that it's on" (aged 18 to 40 group)*

> *"I use VPNs and create separate Wi-Fi channels so that if anyone infiltrates it, they won't have access to my main Wi-Fi. I also use other external hardware as a go-between to create a Wi-Fi mesh." (aged 40+ group)*

Participants tend to set apps to auto-update but also do manual updates if they receive a notification. Most feel this is important due to improvements in performance, functionality, and security in each update.

"I regularly check for updates on my laptop every time I use it. Updates on my phone once a month as that is how often Samsung tends to release updates" (aged 18 to 40 group)

"I used to be very bad for ignoring the updates but tend to do it as soon as I get notified now" (experienced cyber harm group)

"I've now got antivirus software on both PC and mobile. Generally, try not to reuse passwords as much as I did before. I'm also more careful about which sites I visit/ links I click." (experienced cyber harm group)

Experience of cybersecurity issues

Although cyber security does not appear to be a key consideration for consumers when purchasing smart devices, around one in eight (12%) have experienced a cyber security issue with at least one device. The most common product to have cyber security issues with is smart toys – 13% of those who own/ have access to smart toys report having a cyber security issue with it.

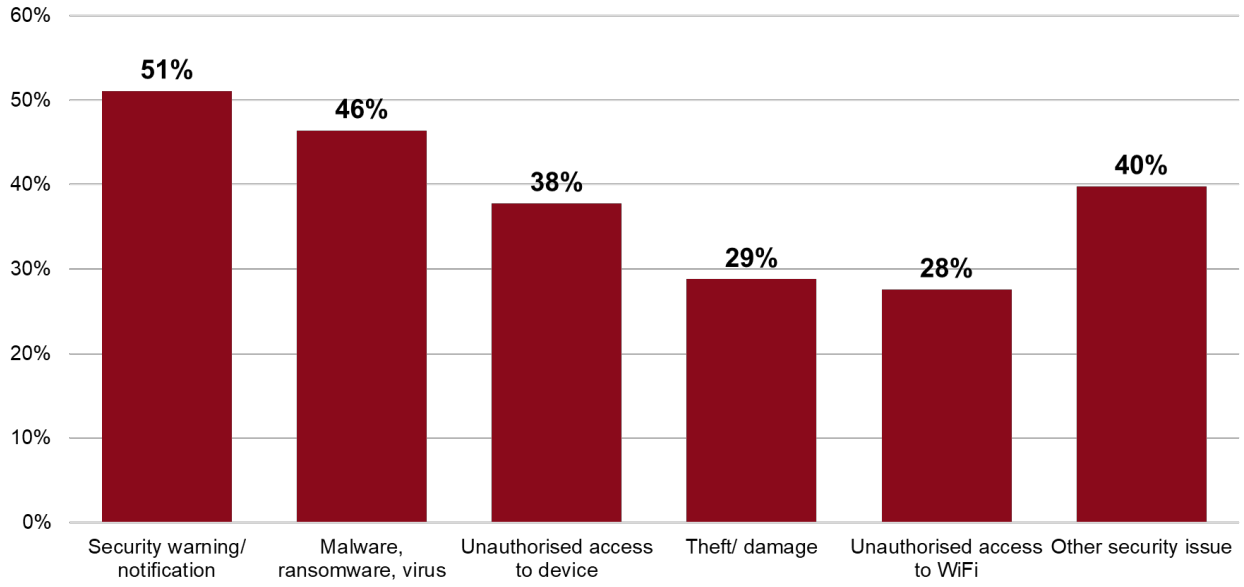
The most common cyber security issue is a security warning/ notification – half (51%) of those who experienced an issue with a smart device identified this (figure 61). This is predominantly driven by laptops and smartphones – half of those who experienced a cyber security issue with a laptop (53%), or a smartphone (48%) said they received a security warning/ notification from the device.

The next most common type of cyber security issue is being subject to malware, ransomware or a virus (46%). Similarly, this is driven by laptop owners with over three-fifths of those who experienced a cyber security issue with a laptop reporting this (63%). Over two-fifths (43%) of those who experienced cyber security issues with their tablet say they experienced malware/ ransomware/ viruses with it and a third (34%) say the same about a smartphone.

Adults from an ethnic minority background are more likely to experience cyber security issue – a fifth (22%) report experiencing at least one, compared with 11% of white respondents.

In particular, among those who have experienced a cyber security issue, adults from an ethnic minority background are more likely than white adults to report that it was unauthorised access to WiFi (43% from an ethnic minority background, compared with 24% for white respondents).

Figure 62. Type of cyber security issue experienced



Q: 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.
Base: All who had a cyber security issue with a smart device they own/ have access to (W7=531)

On a 10-point scale (where 10 is the most serious), cyber security issues have a mean reported seriousness score of 5.36. A quarter (23%) of those who have experienced a safety issue say it was highly serious (score of eight to 10) and those with an affected smart TV are the most likely to say their issue was highly serious (36%).

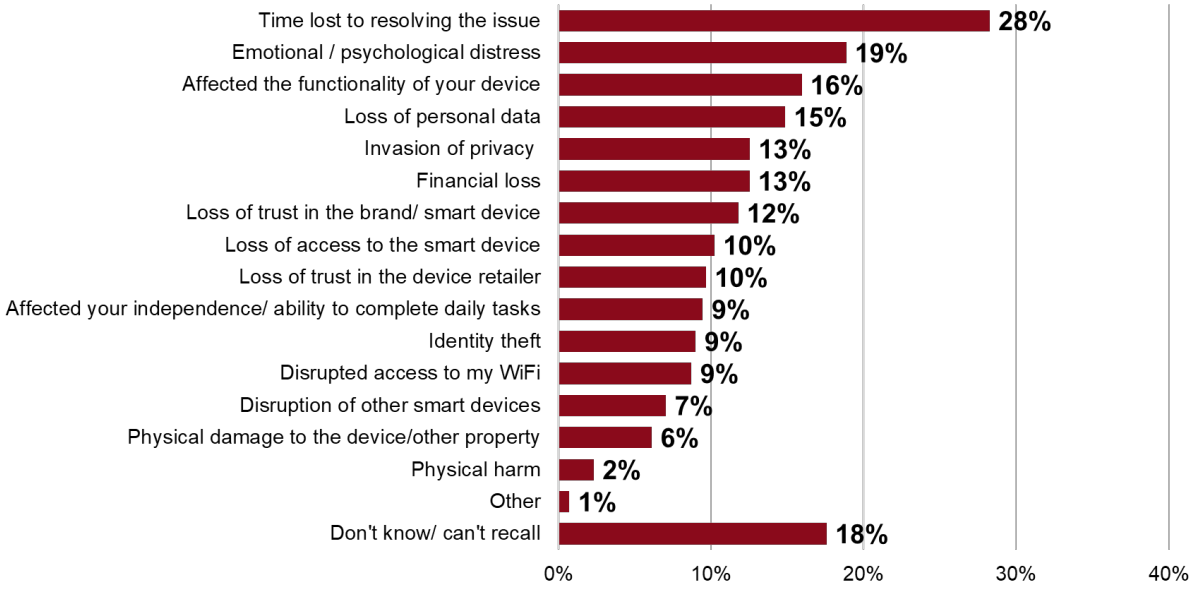
Smartphones tend to cause the most concern when affected by a cyber security issue. Two-fifths (41%) of those who experienced any cyber security issue said an issue with their smartphone was the most concerning.

The most common impact of a cyber security issue is time lost to resolving the issue – experienced by three in ten (28%) of those affected. One in five (19%) report emotional/ psychological distress as a result of a cyber security issue, followed by 16% who said the issue affected the device functionality and 15% who lost personal data.

There is a clear age trend for the impacts of a cyber security issue – older respondents are more likely than younger adults to report time lost to resolving the issue (16% of those aged 18 to 29, compared with 45% of those aged 65+). The reverse is true for whether the cyber security issue affected their independence, with 14% of those under 30 saying the issue affected their ability to complete daily tasks and older respondents less likely to say so (4% of those aged 65+).

Adults from an ethnic minority background are more likely to report that a cyber security issue resulted in identity theft (14% ethnic minority background, compared with 8% of white respondents) or physical harm (5%, 2%).

Figure 63. Impacts of the cyber security issue



Q: 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.
Base: All who had a cyber security issue with a smart device they own/ have access to (W7=531)

Focus group participants commented that they would feel fearful if their personal data was lost or stolen as they may regularly share personal information online including email and bank account details when purchasing products. Many would close their account with the affected company or cancel cards which were connected to the company's account if there was a data breach.

"I had personal data lost as a result of a lack of security at my mobile phone provider and it was devastating" (aged 40+ group)

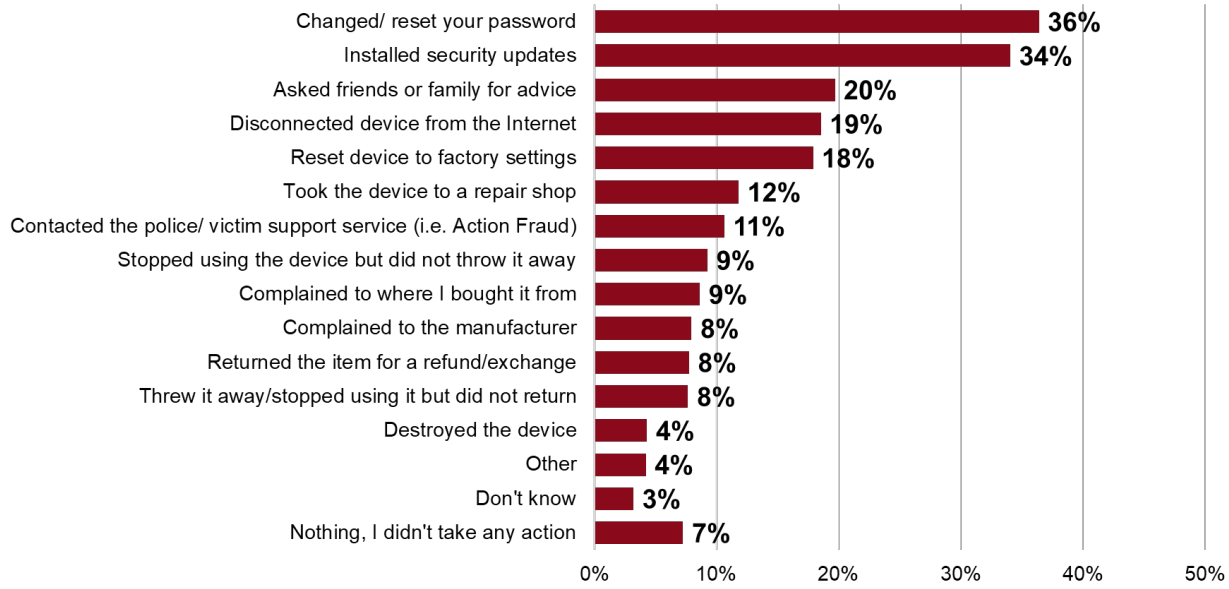
"I have had information leaked in data breaches in the past. Some passwords too if the site compromised didn't encrypt them very well. It's not a great feeling but adds to the reason why I use a password manager so that every password is unique." (experienced cyber harm group)

"I haven't been concerned that much in the past, however now due to higher number of scammers, cyber security attacks, I am more concerned especially when I use my smartphone or when I'm doing any online banking" (experienced cyber harm group)

Nearly all (90%) of people who experienced a cyber security issue took some form of action. A third changed/ reset their password (36%) or installed security updates (34%), while around a fifth asked friends/ family for advice (20%), disconnected the device from the internet (19%) or reset to factory settings (18%).

Overall, around one in ten (11%) contacted the police/a victim support service, but this rises to two-fifths of those who experienced unauthorised access to WiFi (19%) or unauthorised access to the device (18%).

Figure 64. Actions taken to deal with cyber security issues



Q: 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.
Base: All who had a cyber security issue with a smart device they own/ have access to (W7=531)

Broadly, three-quarters (76%) of those who took action as a result of a security issue are confident they resolved the issue for that device. This rises to 87% of those who installed security updates in response to a cyber security issue, while 66% of those who contacted the police/victim support services are confident their issue is resolved.

Focus group participants who had experienced cyber harm took additional steps to protect themselves including purchasing a VPN, antivirus software or using a password protector. These participants shared their experiences of cyber harm and hacking and how it impacted them:

*"I've had a virus on my device (computer), and I've had my password compromised (possibly from a leak/ hack) which caused some of my **personal information to be leaked**. I then had **letters coming in about someone trying to sell my house, taking equity release** etc... With the password leak I just tried changing my passwords. I've had to call some companies that were trying to proceed with my house sale despite it not being me who was trying to sell. They were helpful and apologetic for having gotten as far as they did." (experienced cyber harm group)*

*"I have received a **scam text** with a link asking me to pay money to 'royal mail' for an undelivered letter. It looked very genuine - but after I had put in my bank details I had another look at the site and realised it wasn't genuine. I called the bank, and they supported me to change my bank card and **offered reassurance** which was good." (experienced cyber harm group)*

*"Once when using my laptop, it suddenly came up with this big, white screen, and **my laptop was locked**. It told me it had been locked because I was meant to have been looking on dodgy websites (which I wasn't obviously). It told me on the screen that I had to **pay a certain amount of money** to someone for it to be unlocked again. Obviously, I knew it was a scam and didn't pay them anything. I asked my brother-in-*

law to help me to unlock the laptop, but he couldn't so have to finally take it to a computer shop and they unlocked it. I got a real fright when I first saw the message though!" (experienced cyber harm group)

*"I also was subject of **major data leak in one of the healthcare centres**. **My ID, password and medical history was leaked**… I have got a new bank account and use it for monthly bills etc. The other bank account and card is for shopping abroad… In regard to healthcare data leak, I got compensated by the company" (experienced cyber harm group)*

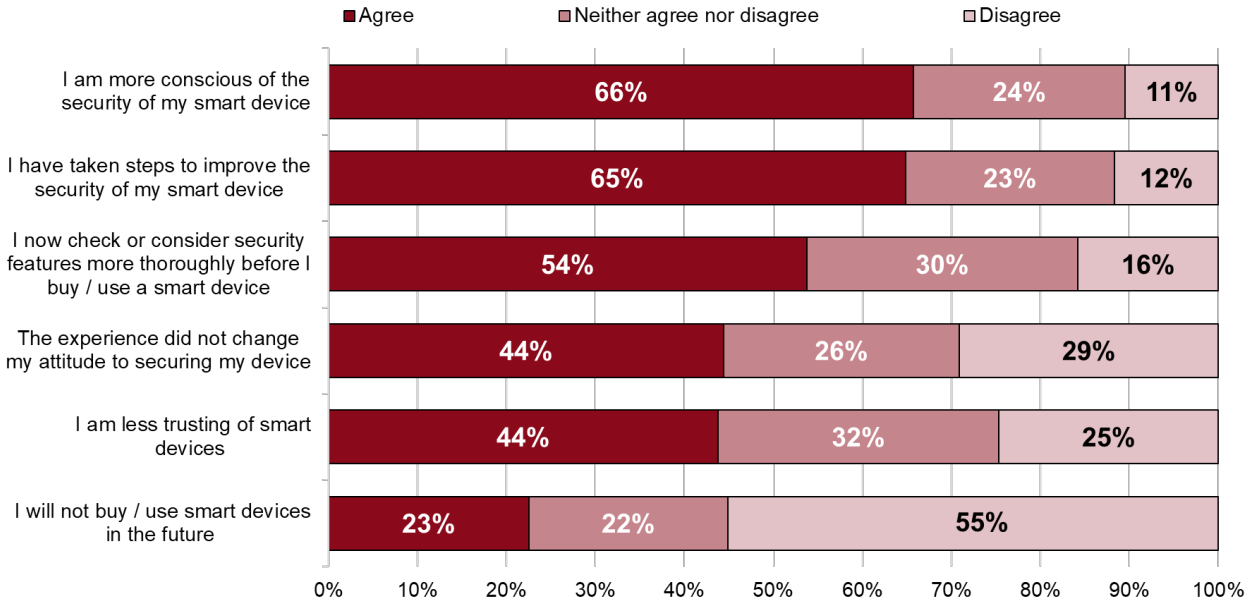
Reflecting on their experience of cyber security issues, over two-fifths (44%) say it did not change their attitude to securing their devices. However, two-thirds are more conscious of the security of their smart device (66%) or have taken steps to improve the device's security (65%). Over half (54%) now consider security features more thoroughly before purchasing/ using smart devices while a quarter (23%) say they will not buy/ use smart devices in the future.

Those who experienced unauthorised access to the device (65%) or unauthorised access to WiFi (66%) are the most likely to say they will now check the security features more thoroughly before they buy/ use a smart device.

Adults without a disability are more likely than those with a disability to report that the experience did not change their attitude (49% without, compared with 35% of those with a disability).

White respondents are more likely than those from an ethnic minority to report they have taken steps to improve the security of their smart device (67% white, compared with 55% for adults from an ethnic minority)

Figure 65. Attitudes after experiencing cyber security issue



Q: 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:
Base: All who had a cyber security issue with a smart device they own/ have access to (W7=531)

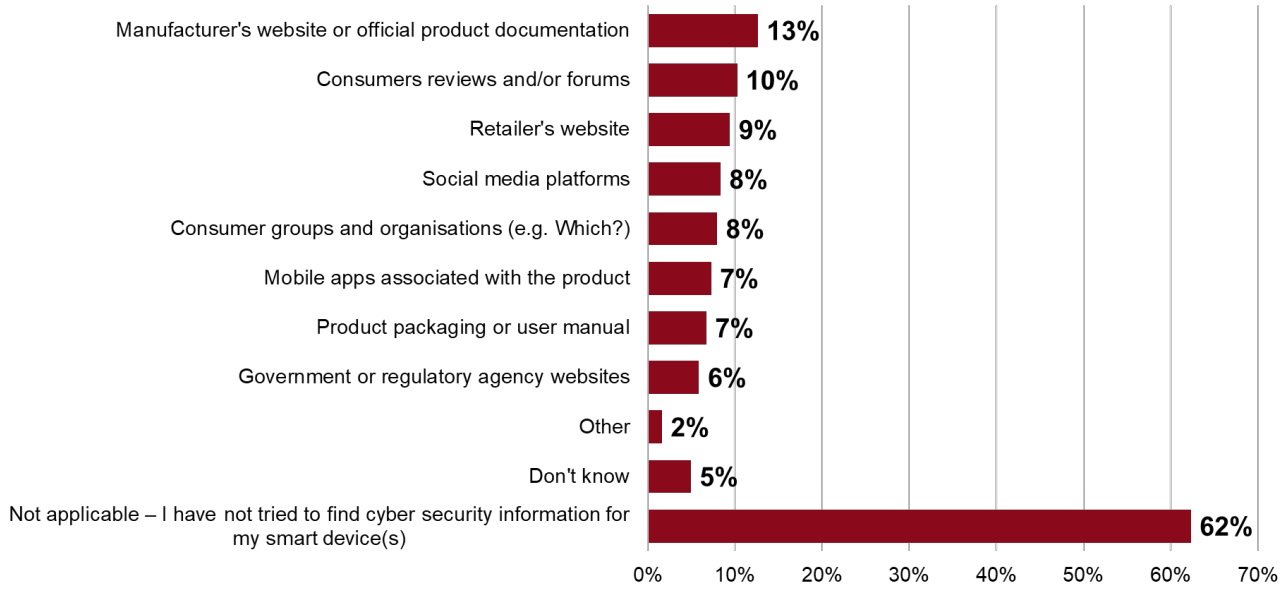
Sources of cybersecurity information

Most (62%) smart device owners have not tried to find any cyber-security information for their devices. Just over one in ten (13%) have looked at the manufacturer's website/ official product documentation. Around one in ten or less have looked at each of the other listed sources (figure 65).

Older adults are the most likely to say they have not looked for cyber security information – over two-thirds (68%) of those aged 65 and over report this, compared with 53% of those under 30. Under-30s are twice as likely as those aged 65 and over to look at the retailer's website (12% of those aged 18 to 29, 6% of those aged 65+) or government websites (10% of those aged 18 to 29, 4% of those aged 65+) and three times as likely to look at social media platforms (16% of those aged 18 to 29, 5% of those aged 65+).

White respondents are more likely than those from an ethnic minority background to say they have not tried to find cyber security information (64% white, compared with 48% for those from an ethnic minority background).

Figure 66. Sources of cyber security information



Q: In which, if any, of the following places have you tried to find cyber security information for your smart device(s)?
Base: All who own/ have access to a smart device (W7=4,493)

Overall, those who looked for cyber security information said it is easy to find (62%) although three in ten said it is difficult to find (29%). At the overall level, there is no trend by age, but a fifth (19%) of those under 30 said it was very easy compared with one in ten (11%) of those aged 65 and over.

Electric vehicle charging

In wave seven, questions on electric vehicle charging were shown to all respondents (n=10,023), and subsequently to those who own a fully electric or plug-in hybrid vehicle (n=618). Exact base sizes for specific questions are shown below each chart.

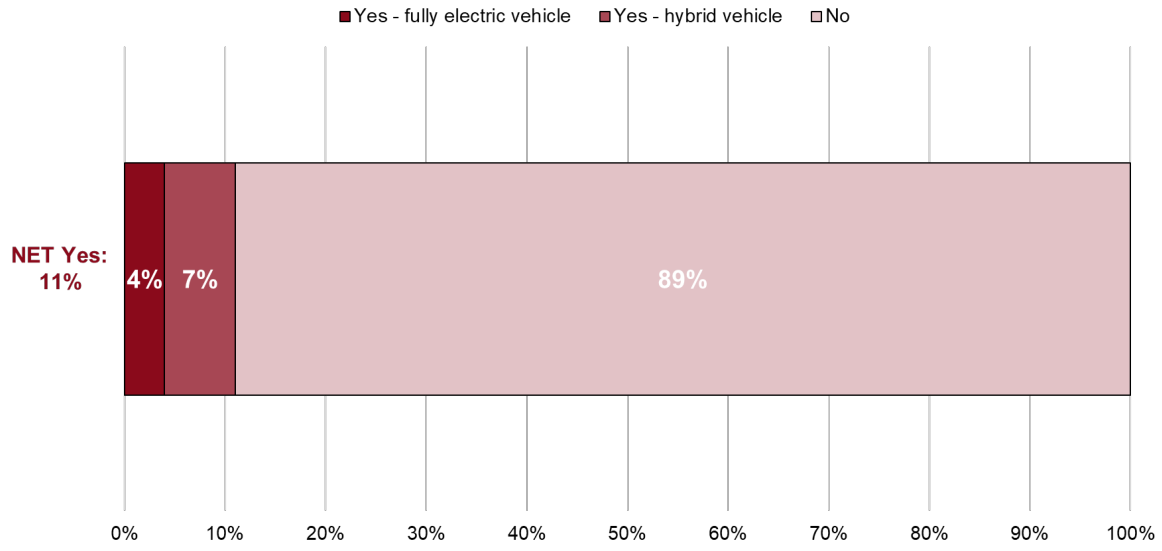
Ownership of electric vehicles

The majority (89%) of the UK public do not own or have access to either a hybrid or fully electric vehicle. Of the one in ten (11%) who own either type of electric vehicle, 7% own a hybrid, while 4% own a fully electric vehicle.

Men are more likely than women to own either type (either hybrid or fully electric) of these vehicles (13%, compared with 10% for women), as are those who are in London (17%) and from an ethnic minority background (14%, compared with 11% of white respondents).

Those in higher social grades (14% ABC1, compared with 8% for C2DE) are also more likely to own any type of electric vehicle, and ownership increases in line with educational attainment (14% high education level, compared with 9% for low education level).

Figure 67. Electric vehicle ownership



Q: Do you own/ have access to a fully electric or hybrid vehicle (i.e. a car or van)? (Please select all that apply)
Base: All respondents (W7=10,023)

Of respondents who do own a hybrid electric vehicle, just over one-third (35%) say it is a plug-in hybrid containing a battery that can be recharged through an electric charging point.

Of respondents who own hybrid vehicles that are not plug-in, there is somewhat of a divide over whether they plan purchase either a fully electric vehicle or a plug-in hybrid in the future. While just under half (47%) say they have no plans to purchase either of these types of electric vehicles, 37% say at some point they do plan to, while 16% are uncertain. Of those who do have plans to purchase these types of vehicles, most are in more distant future, as 11% say within the next two to five years and 10% say in the five to ten years.

Future plans show some divergence across gender and age. For example, men are more likely to say they plan to purchase either type of electric vehicle at some point in the next five years (34%, compared with 13% for women), while women are more likely to say they have no future plans to buy one (54%, compared with 41% for men).

Those in higher social grades are also more likely than those in lower grades to say they plan to purchase either type of vehicle within the next year (9% ABC1, compared with 2% for C2DE), while those in lower social grades are the most likely to say they have no plans of doing so (60% C2DE, compared with 41% for ABC1s).

Perceptions of and experiences with electric vehicles

Many participants in the focus groups had not considered purchasing an electric vehicle due the price, lack of trust in the technology, and lack of infrastructure around charging points. Participants were concerned about the need to plan trips around access to and availability of charging points, alongside the time it takes to charge electric vehicles.

News stories around exploding batteries also make the prospect of an electric vehicle less appealing, along with them being “too quiet” and causing accidents. Others also flagged their lack of access to an at-home charger (including landlords not allowing a charger or not having suitable space for charger) as well as fluctuations for the cost of charging.

“Costs need to come down a lot, not convinced about paying loads and loads when a new battery is needed, not convinced about range and mainly it seems like you just can't rely on finding a charger!” (aged 40+ group)

“I was looking at a Tesla but after some research it isn't good enough yet and I don't trust batteries in cars as there are no charging points where I live and it takes so long to charge. It isn't practical or reliable enough.” (aged 18 to 40 group)

“I live in a flat, so charging would be very difficult without my landlord agreeing to big changes” (aged 18 to 40 group)

Some have researched electric vehicles and would be interested in purchasing one once the price is more competitive. The other perceived benefits include the reduced environmental impact of an electric vehicle, along with increased range.

Many participants would be open to purchasing an electric vehicle in the future once infrastructure is in place and the cost has reduced due to competition in the market.

“I do like the idea of getting one, if they really are a better environmental option than petrol/diesel. I would like the infrastructure to be developed a lot more.” (aged 40+ group)

Participants who currently own electric vehicles charge them in a range of locations in their home, including on the outside wall, on their driveway or on the side of the house. They choose the location based on convenience.

Electric vehicles owners had a range of reasons for purchasing a private charging point including convenience, cheaper charging rates at home, and not needing to rely on public chargers (due to infrastructure not being reliable enough yet). One participant was given the charger for free when they purchased their EV, and another could charge their EV at work for free.

"We live in a fairly rural location and there are not many charging points locally. Also, we have access to a good tariff so charging at home makes it much cheaper and more convenient". (electric vehicle charger owner group)

"It's far cheaper to charge at home. Plus, it's far easier to charge at night and use during the day" (electric vehicle charger owner group)

Most participants were charging their EVs overnight for convenience, while many are using their EV charge point to access energy tariffs which are lower at certain times of day. But most participants would like to keep "control" over how and when they charge – these participants did not find the prospect of the energy supplier controlling when their car is charged appealing, even if it gives them the best price. However, some were already doing this through their supplier as a way to reduce costs.

Participants tend to trust the accuracy of energy providers and often check the usage via an app or smart meter.

The energy provider is believed to hold responsibility for the accuracy of the charge as they are providing the service. The government is felt to have a minimal role in this area although they do have a regulatory function in checking accuracy.

"I have no concerns regarding accuracy - at home I can see my usage via the app and most public chargers we have used are the same. We can tell via our vehicle app how much we have added so easy to check the maths via price." (electric vehicle charger owner group)

"I want to be able to access the charge when I plug in, sometimes I need to make unexpected journeys and want access to topping up with ease." (electric vehicle charger owner group)

"We have an EV tariff that allows lower price overnight and if smart charging (so at a time our supplier chooses)" (electric vehicle charger owner group)

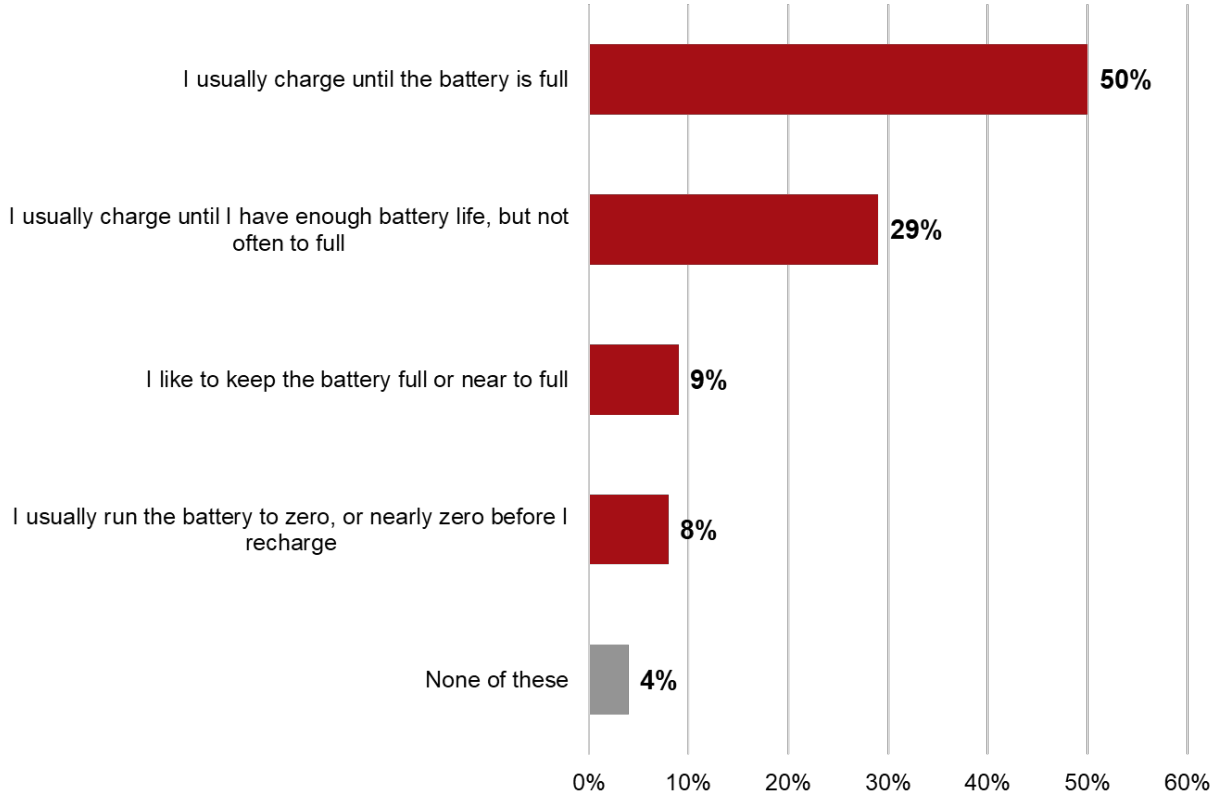
"The energy provider should be responsible for accuracy - they are providing the service" (electric vehicle charger owner group)

Vehicle charging behaviour

Of those with a fully electric or plug-in hybrid vehicle, when it comes to charging their vehicle's battery, the most common behaviour is to charge it until the battery is full, with half (50%) saying this; however, three in ten (29%) say they charge it until theirs has enough battery life, but not often to full. Approximately one in ten say they like to keep the battery full or near full (9%), and a similar proportion usually run the battery to zero or near-zero before recharging (8%).

Electric vehicle owners who are white are more likely than ethnic minority owners to say they usually charge until the battery is full (53% of white respondents, compared with 36% for those from an ethnic minority background). Ethnic minority owners are more likely to say they usually charge until they have enough battery life, but not often to full (41% ethnic minority, compared with 27% for white respondents).

Figure 68. Preferences for charging electric vehicles

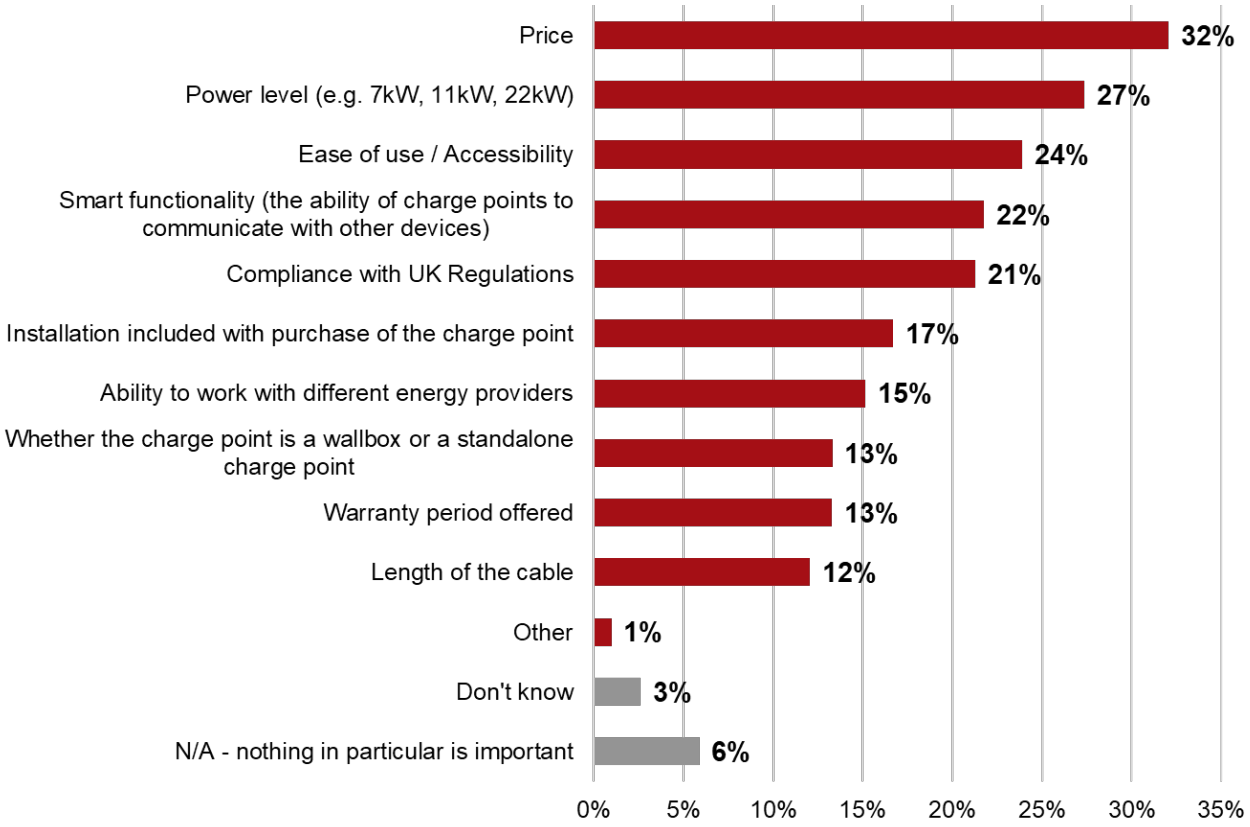


Q: Which of the statements below, if any, best describes how you prefer to charge your [fully electric / plug-in hybrid] vehicle
Base: All with a fully electric or plug-in hybrid vehicle (W7=618)

Owners of fully electric or plug-in hybrid vehicles were also asked what the most important factors would be when considering the purchase of a private charging point for their vehicle. The most important factor selected is price, with a third (32%) saying this. This is closely followed by power level (27%), ease of use/accessibility (24%), smart functionality (22%) and compliance with relevant UK regulations (21%).

There are some differences in prioritisation of these factors across gender: women are more likely to cite ease of use/accessibility (32%, compared with 19% for men), while men more often cite power level (31%, compared with 22% for women), warranty period offered (16%, compared with 9% for women) and if the cable is permanently attached to the charge point (12%, compared with 5% for women).

Figure 69. Top 10 most important factors when purchasing a private charging point for electric vehicle



Q: Which, if any, of the following factors would be important to you when purchasing a private charging point for your [fully electric / plug-in hybrid] vehicle? Please select up to 3.
Base: All with a fully electric or plug-in hybrid vehicle (W7=618)

Interest in usage of electric vehicle charge points to access lower energy tariffs at certain points during the day is high. Among fully electric or plug-in hybrid vehicle owners, seven in ten (71%) currently use this or intend to use this in the future. Current usage is fairly high, with 42% saying they currently do this, and a further 29% say they plan to start doing this in the future. About one in five (18%) say have no plans to do this, and 12% are uncertain.

Interest in use of a charging service where the energy supplier controls when the car is charged is also fairly high: 62% of electric vehicle owners are currently using or plan to use this service in the future. Three in ten say they are currently doing this (31%) or are not currently but plan to in the future (31%). However, a quarter (24%) do not have any plans to do this, and 14% are uncertain.

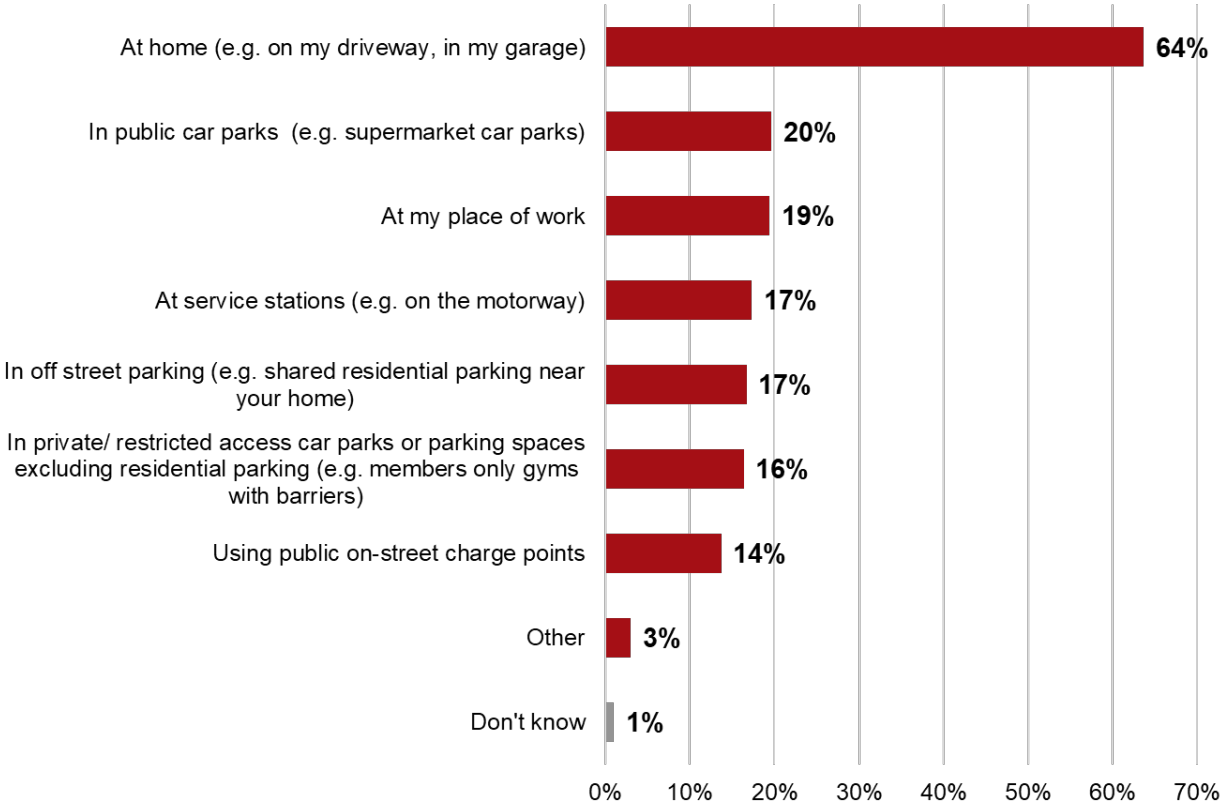
While there are no differences across ethnicity regarding the lower tariff, there are regarding this charging service with an energy supplier: ethnic minority electric vehicle owners are more likely to say they do not currently but do plan to use this in the future (42%, compared with 28% for white respondents) while white electric vehicle owners more often say they do not plan to use this service (26%, compared with 14% of owners from an ethnic minority) or be uncertain (16%, compared with 7% of owners from an ethnic minority background).

Charging locations

The most common place for fully electric or plug-in hybrid vehicle owners to charge their cars is by far at home, with almost two-thirds (64%) citing this. The next most common locations are public places with charge points, such as public car parks (20%), workplaces (19%), service stations (17%) and off-street parking (17%). And when asked which of these are the main location, a similar proportion say at home (58%), while around one in ten say their workplace (10%), in off-street parking (10%) and in private/restricted access car parks (9%).

Those who own their home are more likely to charge at home (71%, compared with 43% for renters) while those who rent more often do so in other parking near their home that is more restricted, such as off-street shared residential parking near their home (27%, compared with 14% for homeowners) or private/ restricted access car parks that are not residential (27%, compared with 14% for homeowners). Renters are also more likely to use public on-street charge points (23%, compared with 12% for homeowners).

Figure 70. Most common places to charge electric vehicle



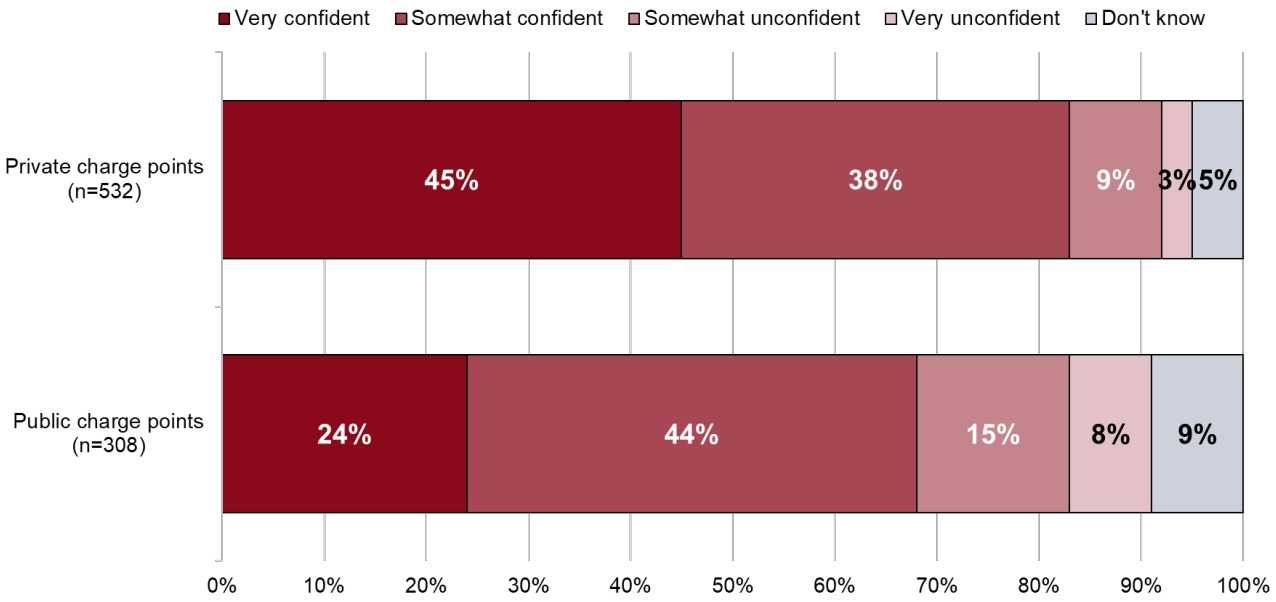
Q: In which, if any, of the following locations do you charge your [fully electric / plug-in hybrid] vehicle? Please select all that apply.
Base: All with a fully electric or plug-in hybrid vehicle (W7=618)

Overall confidence in prices at charge points is also quite high, with significant differences between the type (public/ private) charge point. Of those who charge their fully electric or plug-in hybrid vehicles in public charge points, 68% are confident that the price they pay for energy they use to charge their vehicle is accurate, with this figure increases to 83% regarding private charge points.

There is also a higher magnitude in confidence regarding private charge points, as those saying they are somewhat confident in accuracy of public charge point prices make up a higher proportion than those saying very confident (44% somewhat, 24% very confident); whereas there is a higher proportion of those saying they are very confident in the price accuracy of private charge points (45% very, 38% somewhat).

Men are more likely to be confident in the price accuracy of public charge points (74%, compared with 58% for women), though there are no significant differences across gender regarding confidence in private charge points.

Figure 71. Confidence in accuracy of price at charge points

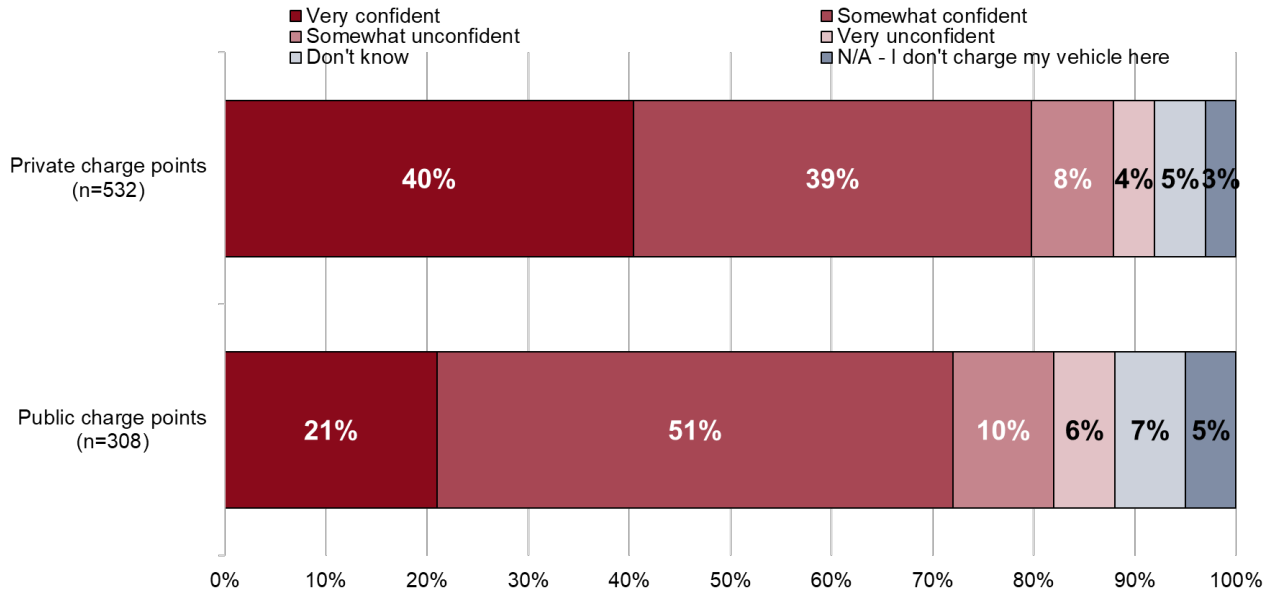


Q: Thinking about locations where you might charge your [fully electric / plug-in hybrid] vehicle…How confident, if at all, are you that the price you pay for the energy you use to charge your vehicle is accurate?
Base: All who charge their fully electric or plug-in hybrid vehicle in a public/ private location (W7: private=532; public=308)

When asking this same sample group about their confidence in the accuracy of the amount of electricity the charge points say it dispenses, the overall picture is similar to the perception of price accuracy, however the gap between confidence in public and private charge points is smaller. Nearly three-quarters (72%) of electric vehicle owners say they are confident in the accuracy of the listed electricity dispensed in public charge points, and 79% say the same about private charge points.

While those who are somewhat confident are more than double those who are very confident in public charge points (51% somewhat, 21% very confident), for private charging points those reporting confidence are split between 39% somewhat confident and 40% very confident.

Figure 72. Confidence in accuracy of electricity dispensed at charge points



Q: Thinking about locations where you might charge your [fully electric / plug-in hybrid] vehicle…How confident, if at all, are you that the amount of electricity the charge point says it has dispensed is accurate?
Base: All who charge their fully electric or plug-in hybrid vehicle in a public/ private location (W7: private=532; public=308)

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