



Office for Product
Safety & Standards

OPSS Product Safety and Consumers: Wave 9 – Harms and Detriment

Technical report

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Contents

Detailed methodology	3	
Overview		3
Online sample of adults in the United Kingdom		4
Supporting survey of the offline population		6
Questionnaire design		7
Pilot study		7
Qualitative online focus groups		7
Data analysis and interpretation		8
Population-level estimates	9	
Personal experiences of safety issues		9
Household experiences of a safety issue		11
Survey definitions and materials	12	
Sexual orientation and gender identity		12
Ethnicity		12
White		12
Mixed/ Multiple ethnic groups		12
Asian/ Asian British		12
Black/ African/ Caribbean/ Black British		12
Other ethnic group		12
Social grades		13
Education levels		13
High education level		13
Medium education level		13
Low education level		13
Survey questionnaire	14	
Focus group topic guide	65	
Discussion guide for focus groups		65

Detailed methodology

Overview

This research technical report presents the background to how the data was collected and analysed for the Harms and Detriment research - ninth wave of OPSS Public Attitudes Tracker (PAT) research programme. The main findings are based on a representative sample of 10,060 people from across the United Kingdom (UK) collected through online research methods. The survey builds on findings from previous waves of the Public Safety and Consumers tracker.

The approach and methodology for the online surveys is kept consistent between all waves of the tracker to facilitate comparison between repeated questions. An additional telephone survey of people who are very low or non-internet users was conducted in parallel with each online survey. The offline survey is not representative of the UK population. Sample sizes and fieldwork periods are as below:

	Online survey	Offline survey
Wave 1	10,230 UK adults, 17 th to 30 th November 2020	512 offline adults, 23 rd November to 12 th December 2020
Wave 2	10,296 UK adults, 17 th May to 15 th June 2021	251 offline adults, 3 rd to 28 th June 2021
Wave 3	10,187 UK adults, 23 rd November to 14 th December 2021	251 offline adults, 25 th November 2021 to 5 th January 2022
Wave 4	10,156 UK adults, 22 nd June to 5 th July 2022	252 offline adults, 6 th July to 28 th July 2022
Wave 5	10,182 UK adults 23 rd November to 11 th December 2022	250 offline adults, 24 th November 2022 to 3 rd January 2023
Wave 6	10,216 UK adults 16 th June to 3 rd July 2023	252 offline adults 29 th June to 19 th July 2023
Wave 7	10,023 UK adults 13 th December 2023 to 13 th January 2024	251 offline adults 3 rd to 17 th January 2024
Wave 8	10,060 UK adults 1 st to 19 th July 2024	261 offline adults 11 th July to 3 rd August 2024
Wave 9	10,037 UK adults 14 th April to 2 nd May 2025	251 offline adults 30 th April to 16 th May 2025

After the close of the online survey, four text-based online focus groups were conducted with survey participants. Groups were split by the type of products they owned, experiences of safety issues and health condition.

Online sample of adults in the United Kingdom

All respondents who took part in the research are drawn solely from the YouGov panel of over 3M people who live in the UK. The approach taken was to survey a nationally representative sample of the general public.

The YouGov panel is large enough to enable us to select nationally representative samples that reflect the actual breakdown of the population on the key demographics of age, gender, region, social grade and ethnicity.

A nationally representative sample was constructed and to qualify for the survey respondents needed to meet two criteria:

- Be aged 18+ years of age
- To live in the United Kingdom

The sample strategy was to invite people at random (within the agreed quotas) from the YouGov panel to complete the online survey. The sample is structured to be representative of the UK population by the following variables:

- Age
- Gender
- Social grade
- Region
- Education level
- Ethnicity

For nationally representative samples, YouGov employ an active sampling method, drawing a sub-sample from the panel that is representative of the group in question in terms of socio-demographics.

The table below outlines the demographic profile of the final achieved sample. Weighting adjusts the contribution of individual respondents to aggregated figures and is used to make surveyed populations more representative of a project-relevant, and typically larger, population by forcing it to mimic the distribution of that larger population's significant characteristics, or its size. The weighting tasks happen at the tail end of the data processing phase on cleaned data.

The final achieved sample was compared to that of the UK population using data from the Office for National Statistics. In order to make this study representative, the sample was weighted on gender by age, region, social grade, ethnicity and education level.

In the table below the unweighted base shows the number of completed surveys and the weighted base the adjustments that have been made to correct for any sample bias.

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

	Unweighted N	Weighted N	Weighted %
Age			
18 to 24	1217	1130	11%
25 to 34	1711	1577	16%
35 to 44	1654	1754	17%
45 to 54	1733	1796	18%
55 to 64	1457	1352	13%
65 to 74	1217	1283	13%
75+	1048	1145	11%
Gender			
Male	4731	4870	49%
Female	5306	5167	51%
Region			
North East	393	412	4%
North West	1099	1104	11%
Yorkshire and the Humber	843	823	8%
East Midlands	715	733	7%
West Midlands	856	883	9%
East of England	938	933	9%
London	1177	1315	13%
South East	1394	1375	14%
South West	870	863	9%
Wales	564	482	5%
Scotland	908	833	8%
Northern Ireland	280	281	3%
Social grade			
AB	2272	2810	28%
C1	3026	2911	29%
C2	2130	2108	21%
DE	2609	2208	22%
Ethnicity			
White British, other white minorities	8947	8881	88%
Black, Asian, Minority Ethnicities	1090	1156	12%

	Unweighted N	Weighted N	Weighted %
Education level			
Low	2073	2740	27%
Medium	3941	4197	42%
High	4023	3100	31%
Total	10037	10037	100%

Supporting survey of the offline population

To support the main findings which were collected through an online method we also completed a survey of 251 people who are very low or non-internet users. This survey was conducted via the telephone by Field and Focus Research.

The sample criteria was people who live in the UK but are infrequent (less often than once a month) or non-users of the internet. People were contacted at random via the telephone and asked a screener question to confirm their participation in the survey.

The sample profile is heavily skewed to those aged over 55 years of age who are statistically more likely to not have internet access. The sample of the offline population was unweighted and the profile of the achieved sample was as follows:

Figure 2. Composition of the final achieved offline sample for wave nine

Variable	Unweighted N
Age	
18 to 54	0
55+	247
Educational attainment	
Low	205
Medium	21
High	25
Gender	
Male	128
Female	123
Total	251

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

In a telephone survey the presence of an interviewer can introduce social desirability bias, with respondents giving answers they feel the interviewer wants to hear. This can manifest itself in more positive responses being seen in the data being collected through telephone surveys when compared to online surveys.

Questionnaire design

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

In wave nine, the research focussed on harms and detriment as a result of product safety issues. This included exploring how individuals define and experience harm, the current harms being experienced by individuals, as well as context around behaviour (e.g. purchasing habits).

For the telephone survey of the offline population the online survey was adapted slightly. A small number of questions and response options that were only relevant to the online population were removed. Overall, the same survey questions were posed to the online and offline populations.

Pilot study

YouGov conducted a thorough stage of survey testing which included piloting the online survey to a total of 98 people. The survey pilot was undertaken from 14th to 15th April 2025 and assessed the understanding of the questions, the survey logic and programming and the overall length of the survey.

Qualitative online focus groups

After the close of the online survey, four text-based online focus groups were conducted with survey participants. Groups were split by the type of products they owned, experiences of safety issues and health condition.

- **Group 1: 10 participants** – owners or users of AI-enabled goods or smart devices who experienced a safety issue with such product
- **Group 2: 11 participants** – those who experienced a safety issue with a product purchased from an online retailer (e.g. John Lewis, M&S)
- **Group 3: 8 participants** – those who experienced a safety issue with a product purchased from an online marketplace (e.g. Facebook marketplace, Vinted)
- **Group 4: 9 participants** – consumers with a physical health condition who experienced a safety issue with a product

A mix of demographics (age, social grade, genders, ethnicities, and locations) were included across groups. There were between 8 to 11 participants per group and each group lasted 90 minutes.

All focus groups participants were asked to respond to an open-ended question as part of the recruitment criteria to ensure that participants were articulate enough to participate in text-based research. The online focus groups were text based and were conducted through YouGov’s dedicated digital platform, VisionsLive. Automatic transcripts from the groups were shared with OPSS after fieldwork.

Focus groups were conducted in May 2025.

Data analysis and interpretation

The data in the report represents the views of a nationally representative sample of adults who live in the UK. The demographic make-up of the sample very closely matches that of the actual population of adults who live in the UK. Therefore, when looking at data at the total population level, inferences can be made that the views of the sample collected here represent the views of the wider population.

Within the report we analysed differences between diverse groups in our sample. All differences reported have been tested for statistical significance to the 95% confidence level.

For comparison throughout the report, we have highlighted where the offline population differed in their views and experiences to the online population. In many areas, the offline population did not differ, and we have highlighted where the differences do lie. Importantly, to control for the fact that the offline population is older, we have compared the views of the offline population with both the general online population and the online population who are aged 65 years and over.

Population-level estimates

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

Caution should be used in interpreting these estimate figures. While every effort has been made to ensure the questions are robust and reliable, they may exclude some experiences – for example, respondents are asked about their experiences with a non-exhaustive list of products: wave nine included 59 products across nine categories.

Full details of the questions asked, and the sample profile of respondents can be found elsewhere in this technical report. The questions asked about safety issues were changed in wave nine and the figures in this section should not be compared with previous iterations of the Public Attitudes Tracker.

Personal experiences of safety issues

In wave nine, 28.59% of UK adults say they ever personally experienced a safety issue with a listed product.

At the time of survey fieldwork, the estimated population of adults aged 18+ in the UK was 54,196,443¹. 28.59% of all UK adults is approximately 15.5 million people who say they have ever experienced a safety issue with a listed product.

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

Figure 3. Rounded upper/ lower bounds of population estimate for any safety issue

High bound	29.84%	16,200,000
Survey figure	28.59%	15,500,000
Low bound	27.34%	14,800,000

¹ Office for National Statistics. [*Estimates of the Population for the UK, England, Wales, Scotland and Northern Ireland \(Mid-Year 2023\)*](#). Retrieved 2nd July 2025.

An additional question was asked about when the most recent safety issue occurred. Of those who ever personally experienced any safety issue with a listed product, 34.88% report that their most recent safety issue was within the last six months.

34.88% of all who experienced a safety issue is equivalent to 8.36% of UK adults. 8.36% of all UK adults (c. 54 million people) is approximately 4.5 million people who say their most recent experience of a safety issue with a listed product was in the past 6 months.

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

Figure 4. Rounded upper/ lower bounds of population estimate for any safety issue in the past six months

High bound	9.13%	4,900,000
Survey figure	8.36%	4,500,000
Low bound	7.59%	4,100,000

Further questions were asked about the impacts of a safety issue an individual had experienced. 24.53% of those who personally experienced any safety issue with a listed product say they experienced physical harm as a result.

24.53% of all who experienced a safety issue is equivalent to 5.88% of all UK adults. 5.88% of all UK adults (c. 54 million people) is approximately 3.2 million people who say they experienced physical harm as a result of a safety issue.

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

Figure 5. Rounded upper/ lower bounds of population estimate for experiencing physical harm as a result of a safety issue

High bound	6.53%	3,500,000
Survey figure	5.88%	3,200,000
Low bound	5.23%	2,800,000

Household experiences of a safety issue

In wave nine, additional questions were asked about whether anyone else in their household had ever experienced a safety issue. This included anyone who currently or previously lived in their household, excluding themselves. 14.25% say that someone in their household has ever experienced a safety issue with a listed product.

14.25% of all UK adults (c. 54 million people) is approximately 7.7 million people who say someone else in their household has ever experienced a safety issue with a listed product.

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

Figure 6. Rounded upper/ lower bounds of population estimate for any household safety issue

High bound	15.22%	8,200,000
Survey figure	14.25%	7,700,000
Low bound	13.28%	7,200,000

Further questions about the impacts of a safety issue someone else in their household experienced. 21.02% of those who said someone else in their household ever experienced any safety issue with a listed product say that individual experienced physical harm as a result.

21.02% of those who say someone else in their household experienced a safety issue is equivalent to 2.42% of all UK adults. 2.42% of all UK adults (c. 54 million people) is approximately 1.3 million people who say someone else in their household experienced physical harm as a result of a safety issue.

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

Figure 7. Rounded upper/ lower bounds of population estimate for experiencing physical harm as a result of a safety issue

High bound	2.85%	1,500,000
Survey figure	2.42%	1,300,000
Low bound	2.00%	1,100,000

Survey definitions and materials

Sexual orientation and gender identity

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

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

Ethnicity

Throughout the analysis, respondents are grouped into two categories: White or Black, Asian, and Minority Ethnicities. An identification question is held on the YouGov database, with 18 ethnicities in-line with the 2011 census definition:

White

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

Mixed/ Multiple ethnic groups

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

Asian/ Asian British

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

Black/ African/ Caribbean/ Black British

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

Other ethnic group

- Arab
- Other

Social grades

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

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

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

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

Education levels

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

High education level

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

Medium education level

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

Low education level

- City and Guilds certificate
- CSE grade 1, GCE O Level, GCSE, School certificate
- CSE grades 2 to 5
- Scottish Ordinary/ Lower certificate
- Youth training certificate/ skills seekers
- Clerical and commercial qualifications
- No formal qualifications

Survey questionnaire

Base: All respondents

Question type: Single

#row order: reverse

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

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

Question type: Pdl

#Question display logic:

if pdl.income_attitude.last > months(3) and updated

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

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

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

Question type: **Multiple**

#row order: randomize

#Question display logic:

*If [Bills_] - I am keeping up with all bills and financial commitments, ****but it is a struggle from time to time**** or I am keeping up with all bills and financial commitments, ****but it is a constant struggle**** or ****I am falling behind**** with some bills or financial commitments or I am having ****real financial problems**** and have fallen behind with many bills or financial commitments, is selected [if Bills_ in [2,3,4,5]]*

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

When you are buying products, which if any of the following are you doing to manage this? (Please select all that apply)

- | | |
|-----------------|---|
| <1> | Buying less |
| <2> | Buying cheaper products |
| <3> | Buying on credit |
| <4> | Buying second hand products |
| <5> | Buying unbranded/ own-brand products |
| <6> | Using 'buy now pay later products' |
| <7 fixed> | Something else (open [Mitigate_other]) [open] |
| <997 fixed xor> | Don't know |
| <999 fixed xor> | Not applicable – I am not doing anything |

Question type: **PdI**

#Question display logic:

if pdl.discretspend.last > months(3) and updated

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

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

Question type: *Text*

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

Base: All respondents

Question type: *Multiple*

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

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

<1>	The price	<10>	What the product looks/ feels like
<2>	The brand name of the retailer	<11>	Recommendations from friends/ family
<3>	The brand name of the manufacturer	<12>	A previous experience of purchasing from the online marketplace (if buying the product on an online marketplace)
<4>	The country of manufacture/ origin	<13>	A previous experience of purchasing from that retailer (if buying the product in a physical store)
<5>	The warranty/ guarantee offered	<14>	Information from the government (e.g. advertising, online information)
<6>	The UK government products safety framework	<955 fixed>	Other (open [CCP2_other]) [open] please specify
<7>	A kitemark/ quality trademark	<977 fixed xor>	Don't know
<8>	Online reviews/ recommendations of the product	<944 fixed xor>	Not applicable – nothing
<9>	A previous experience of buying the product		

Base: All respondents

Question type: Grid

#row order: randomize

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

- | | | | |
|------------|--|------------|--|
| -[CCP3_1] | I only buy from retailers I trust to ensure the products they sell are safe | -[CCP3_5] | Safety issues are more likely to be caused by people misusing products, rather than an issue with the product itself |
| -[CCP3_12] | I only buy from online marketplaces (e.g. Amazon Marketplace, Vinted) I trust to ensure the products they sell are safe | -[CCP3_6] | I am willing to have a product that is less safe if it costs less |
| -[CCP3_3] | Products sold in the UK are generally safe as there are regulations in place to ensure this | -[CCP3_8] | I expect a product to be safe regardless of price |
| -[CCP3_13] | Products sold on online marketplaces (e.g. Amazon Marketplace, Vinted) are generally safe as there are regulations in place to ensure this | -[CCP3_10] | Products bought online have more safety risks than products bought in shops |
| -[CCP3_4] | UK retailers would not risk their reputation by selling a product that could be unsafe | -[CCP3_11] | I usually look for product safety labels and markings when making a purchase |
| -[CCP3_14] | Online marketplaces (e.g. Amazon Marketplace, Vinted) would not risk their reputation by selling a product that could be unsafe | -[CCP3_15] | When buying a new product, consumers should always check how sellers are complying with UK safety law |

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

Question type: Multiple

[THA1] Thinking about safety issues that may occur related to products people buy...

Thinking specifically about the following types of products: **\$ce15_hidden...**

Which, if any, of the following do you personally consider to be a ***'harm'*** caused by this type of product? Please select all that apply.

- <1> A minor injury (ie. An injury that doesn't require medical attention)
- <2> A major injury (ie. An injury that requires medical attention)
- <3> Financial loss
- <4> Emotional distress or psychological impact
- <5> Damage to property or other household items
- <944 xor> None of these
- <977 xor> Don't know

Question type: *Text*

Moving on...

Base: *All respondents*

Question type: *Single*

[TAI3] How would you describe your knowledge of **AI-enabled consumer goods**?

- <1> I'm very knowledgeable about them
- <2> I have a good understanding of them
- <3> I have a basic understanding of them
- <4> I have heard of them but don't know much about them
- <5> I have never heard of them

Base: *All*

Question type: *Grid*

#row order: *randomize*

[TAI7] To what extent, if at all, does labelling a product with each of the following terms influence your likelihood of purchasing it, compared to a product without this label?

- [TAI7_1] **Smart** (e.g. smart speaker, smart thermostat, smart watch)
- [TAI7_2] **AI-enabled** (e.g. AI-enabled smartphone, AI-enabled watch)
- <1> Much more likely
- <2> Somewhat more likely

- <3> No impact
- <4> Somewhat less likely
- <5> Much less likely
- <98> Don't know

Question type: *Open*
#any

[TAI2] 'Smart appliances and Internet of Things devices' and 'AI-enabled consumer goods' are categories that include a wide range of products.

In the box below, please write ****any**** products that come to mind that you think would fall into ****either**** of these categories, separating each individual product with a semi-colon ';'. You can mention specific makes and models if you know them.

If you can't think of any products that would fall into these categories, please select 'N/A – I don't know any products that would fall into these categories'.

N/A – I don't know any products that would fall into these categories

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

[TAI1] *If you would like a definition of the words in blue, please hover over the words for a definition. On mobile devices, you will need to click to show the definition and click again to hide it.*

Which, if any, of the following types of products and services do you currently own or have used in the past year? Please select all that apply.

- <1> Smart appliances and Internet of Things devices (e.g. smart speaker, smart thermostat, smart watch, smart phone) Everyday objects that connect to the Internet and communicate with each other, often collecting and sharing data.
- <2> AR (augmented reality) Technology which overlays digital information/ images on top of the real world environment. and VR (virtual reality) headsets technology which immerses the user in a computer-generated environment.
- <3> Home robots (e.g. robot vacuum, robot pet)
- <4> A 3D printer
- <5> AI-enabled consumer goods (e.g. AI-enabled smartphone, AI-enabled watch) This includes any product labelled or advertised as

AI-enabled. It does not include large-language models such as Chat-GPT.

<944 fixed xor> None of these

Base: All who currently own/use smart products

Question type: **Multiple**

#row order: randomize(Rand14)

[TAI4] You said you currently own or have used smart appliances and/or Internet of Things devices (e.g. smart speaker, smart thermostat, smart watch, smart phone) Everyday objects that connect to the Internet and communicate with each other, often collecting and sharing data. in the past year.

Which, if any, of the following types of products have you owned/used in the past year?
Please select all that apply.

- <1> Smart lighting
- <2> Smart thermostat / heating
- <3> Smart home security (e.g. lock, doorbell, security cameras)
- <4> Smart baby products (e.g. baby monitor)
- <5> Smart speakers (e.g. Google Home, Amazon Alexa)
- <6> Smart toys (e.g. robots, companions, connected toys)
- <7> Smart large domestic appliances (e.g. fridge, freezer, washing machine)
- <8> Smart domestic appliances (e.g. kettle, vacuum, hairdryer)
- <9> Smart plugs (i.e. an adaptor that plugs into a socket so the power supply can be turned on/ off via an app)
- <10> Smart TV
- <11> Smart watch / fitness tracker
- <12> Smartphone
- <955 fixed> Other (open [TAI4_other]) [open] please specify

Base: All who currently own/use AI-enabled consumer goods

Question type: **Multiple**

#row order: randomize(Rand14)

#Question display logic:

If [TAI1] - AI-enabled consumer goods (e.g. AI-enabled smartphone, AI-enabled watch)This includes any product labelled or advertised as AI-enabled. It does not include large-language models such as Chat-GPT. is selected [if 5 in TAI1]

[TAI5] You said you currently own or have used AI-enabled consumer goods in the past year.

Which, if any, of the following types of products have you owned/used in the past year?
Please select all that apply.

- <1> Smart lighting
- <2> Smart thermostat / heating
- <3> Smart home security (e.g. lock, doorbell, security cameras)
- <4> Smart baby products (e.g. baby monitor)
- <5> Smart speakers (e.g. Google Home, Amazon Alexa)
- <6> Smart toys (e.g. robots, companions, connected toys)
- <7> Smart large domestic appliances (e.g. fridge, freezer, washing machine)
- <8> Smart domestic appliances (e.g. kettle, vacuum, hairdryer)
- <9> Smart plugs (i.e. an adaptor that plugs into a socket so the power supply can be turned on/ off via an app)
- <10> Smart TV
- <11> Smart watch / fitness tracker
- <12> Smartphone
- <955 fixed> Other (open [TAI5_other]) [open] please specify

Base: All currently own/use smart products

Question type: **Single**

#Question display logic:

if 1 in TAI1 and TAI4.has_any([1,2,3,4,5,6,7,8,9,10,11,12,13,14])

[TAI6a] You said you currently own **\$TA16a_display**, or have used this product in the past year...

In the past year, how often did you use this product? If you own/use more than one of these types of products, please think about the one you bought most recently.

- <1> Daily
- <2> A few times a week
- <3> Once a week
- <4> Once a month
- <5> Less than once a month
- <98> Don't know

Base: All currently own/use AR/VR headsets

Question type: **Single**

#Question display logic:

If [TAI1] - AR (augmented reality)Technology which overlays digital information/ images on top of the real world environment. and VR (virtual reality) headsetstechnology which immerses the user in a computer-generated environment. is selected [if 2 in TAI1]

[TAI6b] You said you currently own an **AR (augmented reality) or VR (virtual reality) headset**, or have used this product in the past year...

In the past year, how often did you use this product? If you own/use more than one of these types of products, please think about the one you bought most recently.

- | | |
|------|------------------------|
| <1> | Daily |
| <2> | A few times a week |
| <3> | Once a week |
| <4> | Once a month |
| <5> | Less than once a month |
| <98> | Don't know |

Base: All currently own/use home robots

Question type: **Single**

#Question display logic:

If [TAI1] - Home robots (e.g. robot vacuum, robot pet) is selected [if 3 in TAI1]

[TAI6c] You said you currently own a **home robot**, or have used this product in the past year...

In the past year, how often did you use this product? If you own/use more than one of these types of products, please think about the one you bought most recently.

- | | |
|------|------------------------|
| <1> | Daily |
| <2> | A few times a week |
| <3> | Once a week |
| <4> | Once a month |
| <5> | Less than once a month |
| <98> | Don't know |

Base: All currently own/use a 3D printer

Question type: *Single*

#Question display logic:

If [TAI1] - A 3D printer is selected [if 4 in TAI1]

[TAI6d] You said you currently own a ****3D printer****, or have used this product in the past year...

In the past year, how often did you use this product? If you own/use more than one of these types of products, please think about the one you bought most recently.

- | | |
|------|------------------------|
| <1> | Daily |
| <2> | A few times a week |
| <3> | Once a week |
| <4> | Once a month |
| <5> | Less than once a month |
| <98> | Don't know |

Base: All currently own/use AI-enabled consumer goods

Question type: *Single*

#Question display logic:

if 5 in TAI1 and TAI5.has_any([1,2,3,4,5,6,7,8,9,10,11,12,13,14])

[TAI6e] You said you currently own ****\$TAI6e_display****, or have used this product in the past year...

In the past year, how often did you use this product? If you own/use more than one of these types of products, please think about the one you bought most recently.

- | | |
|------|------------------------|
| <1> | Daily |
| <2> | A few times a week |
| <3> | Once a week |
| <4> | Once a month |
| <5> | Less than once a month |
| <98> | Don't know |

Base: All who experienced a safety issue

Question type: Open

#any

#Question display logic:

if TAI1.has_any([1,2,3,4,5])

[TAI14] Thinking in general about the following product: \$TAI8_hidden

What, if any, risks or dangers do you perceive there to be in terms of the safety of these types of products? Please write your answer in the box below.

Not Sure

Question type: Text

Moving on...

Question type: Text

****The next section contains a number of questions about product safety issues experienced by _you personally_.**

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

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

Base: All

Question type: Multiple

#row order: randomize(rand9)

[CE15] Thinking about any time in the past... Which, if any, of the following types of products have you personally experienced a safety issue with? Please select all that apply.

- | | |
|-----|---|
| <1> | Electrical appliances (e.g. laptop, toaster, hairdryer, lights, vacuum cleaner, games console, smart home devices, pressure washer) |
| <2> | Baby products (e.g. baby car seat, cot, pushchairs, bedding, changing table, nappies) |
| <3> | Toys (e.g. board game, action figure, building blocks, remote control car) |

<4>	Cosmetics and toiletries (e.g. hair dye, make up, shampoo, toothpaste)
<5>	Large domestic appliances (e.g. refrigerator, washing machine, oven)
<6>	Clothes / clothing accessories (e.g. shoes, sportswear, bags, jewellery)
<7>	Furniture / furnishings (e.g. sofa, bed, curtains, carpets)
<8>	Homeware, non-electrical (e.g. crockery, wall decorations)
<9>	Sports and leisure item(s), not including clothes (e.g. treadmill, bikes and accessories, tennis racket, musical instruments)
<977 fixed xor>	Don't know/ can't recall
<944 fixed xor>	Not applicable – I have not experienced a product safety issue with any of these types of products

#order: randomize

Base: All who experienced a safety issue with electricals

Question type: **Multiple**

#row order: randomize

#Question display logic:

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

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

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

<1>	Laptop / tablet/ mobile phone	<7>	Smart home device (e.g. smart speaker/ assistant, smart thermostat)
<2>	Charger (e.g. for phone, laptop, camera)	<8>	AR/ VR headset
<3>	Speaker / headphones	<9>	Home robot (e.g. robot vacuum, robot pet)
<4>	Small kitchen appliance (e.g. toaster, kettle, blender, microwave, coffee machine, air fryer)	<10>	3D printer
<5>	Electronic game / console	<11>	AI-enabled consumer good (e.g. AI-enabled smartphone, AI-enabled watch)

<6> Vacuum cleaner	<955 fixed>	Other please specify (open [CE15_category1_other]) [open]
--------------------	-------------	--

Base: All who experienced a safety issue with baby items

Question type: **Multiple**

#row order: randomize

#Question display logic:

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

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

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

<1>	Pushchair
<2>	Cot
<3>	Car seat
<4>	Changing table
<5>	Baby carrier/baby sling
<6>	Baby monitor
<7>	Nappies
<8>	Dummy/ teether/ soother
<955 fixed>	Other please specify (open [CE15_category2_other]) [open]

Base: All who experienced a safety issue with toys

Question type: **Multiple**

#row order: randomize

#Question display logic:

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

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

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

<1>	Baby toy
<2>	Sports toy
<3>	Board game
<4>	Doll/ action figure
<5>	Construction toy

- <6> Building blocks
- <7> Craft toys (e.g. painting, necklace kits etc.)
- <8> Soft toy (e.g. teddies)
- <955 fixed> Other please specify (open [CE15_category3_other]) [open]

Base: All who experienced a safety issue with cosmetics

Question type: **Multiple**

#row order: randomize

#Question display logic:

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

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

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

- <1> Make-up
- <2> Toothpaste
- <3> Moisturiser
- <4> Shampoo/ shower gel
- <5> Hair dye
- <6> Hand wash
- <7> Nail polish/ nail gel/ nail glue
- <8> Skin tanning/ lightening products
- <9> Eyelash kits
- <955 fixed> Other please specify (open [CE15_category4_other]) [open]

Base: All who experienced a safety issue with white goods

Question type: **Multiple**

#row order: randomize

#Question display logic:

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

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

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

- <1> Refrigerator/ freezer
- <2> Extractor
- <3> Washing machine/ combined washer-dryer

- <4> Tumble dryer
- <5> Electric oven
- <6> Dishwasher
- <7> Gas appliances (e.g. gas cookers, gas fires, gas boilers)
- <955 fixed> Other please specify (open [CE15_category5_other]) [open]

Base: All who experienced a safety issue with white goods

Question type: **Multiple**

#row order: randomize

#Question display logic:

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

[CE15_category5s] Were any of the large domestic appliances that you had a safety issue with smart Everyday objects that connect to the Internet and communicate with each other, often collecting and sharing data. or AI-enabled This includes any product labelled or advertised as AI-enabled. It does not include large-language models such as Chat-GPT.? (Please select all that apply)

- <1> Refrigerator/ freezer
- <2> Extractor
- <3> Washing machine/ combined washer-dryer
- <4> Tumble dryer
- <5> Electric oven
- <6> Dishwasher
- <7> Gas appliances (e.g. gas cookers, gas fires, gas boilers)
- <988 fixed xor> Not applicable - none of the appliances I had an issue with were smart or AI-enabled

#option display logic:

<1> - If [CE15_category5] - Refrigerator/ freezer is selected

And <2> - If [CE15_category5] - Extractor is selected

And <3> - If [CE15_category5] - Washing machine/ combined washer-dryer is selected

And <4> - If [CE15_category5] - Tumble dryer is selected

And <5> - If [CE15_category5] - Electric oven is selected

And <6> - If [CE15_category5] - Dishwasher is selected

And <7> - If [CE15_category5] - Gas appliances (e.g. gas cookers, gas fires, gas boilers) is selected

[if 1 in CE15_category5 and 2 in CE15_category5 and 3 in CE15_category5 and 4 in CE15_category5 and 5 in CE15_category5 and 6 in CE15_category5 and 7 in CE15_category5]

Base: All who experienced a safety issue with clothing

Question type: **Multiple**

#row order: randomize

#Question display logic:

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

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

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

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

Base: All who experienced a safety issue with furniture

Question type: **Multiple**

#row order: randomize

#Question display logic:

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

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

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

- | | |
|-------------|---|
| <1> | Sofa/ armchair |
| <2> | Bed |
| <3> | Curtains |
| <4> | Carpets/ rugs |
| <5> | Table/ side table |
| <6> | Chest of drawers/ wardrobe |
| <7> | Outdoor furniture |
| <8> | Home office furniture |
| <9> | Dining chairs |
| <955 fixed> | Other please specify (open [CE15_category7_other]) [open] |

Base: All who experienced a safety issue with homeware

Question type: **Multiple**

#row order: randomize

#Question display logic:

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

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

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

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

Base: All who experienced a safety issue with sports and leisure

Question type: **Multiple**

#row order: randomize

#Question display logic:

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

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

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

- <1> Indoor exercise equipment (e.g. treadmill, stationary bike, weights, yoga mats etc.)
- <2> Bikes and accessories
- <3> Musical instruments
- <4> Books
- <5> Gardening tools/ equipment
- <6> Camping equipment
- <7> Arts and crafts supplies
- <8> Sports equipment (e.g. tennis rackets, golf clubs, footballs, surf/paddle boards etc.)
- <955 fixed> Other please specify (open [CE15_category9_other]) [open]

Base: All who experienced a safety issue

Question type: Single

#Question display logic:

if CE15_product

[CE17] You said you had experienced a safety issue with one or more of the products listed in the previous questions.

How often do you experience safety issues with products you own/use? Please give your best estimate.

- | | |
|------|-----------------------|
| <1> | Once a week or more |
| <2> | A few times a month |
| <3> | Every 1-3 months |
| <4> | Every 4-6 months |
| <5> | Every 6-11 months |
| <6> | Less than once a year |
| <98> | Don't know |

Base: All who experienced a safety issue

Question type: Single

#Question display logic:

if CE15_product

[CE18] You said you had experienced a safety issue with one or more of the products listed in the previous questions.

When did the most recent of these product safety incidents occur?

- | | |
|------|-------------------|
| <1> | In the last week |
| <2> | In the last month |
| <3> | 1-3 months ago |
| <4> | 4-6 months ago |
| <5> | 6-11 months ago |
| <6> | 1-2 years ago |
| <7> | 2-5 years ago |
| <8> | 5+ years ago |
| <98> | Don't know |

Question type: Text

We are now going to ask you a series of questions about one product that you said you had a safety issue with. Please think about the \$CE15_product.lower.

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

Base: All who experienced a safety issue

Question type: Single

#Question display logic:

if CE15_product

[CE50] You said you experienced a safety issue with the following product:
\$CE15_product.lower.

When did you experience this safety issue?

- | | |
|------|-------------------|
| <1> | In the last week |
| <2> | In the last month |
| <3> | 1-3 months ago |
| <4> | 4-6 months ago |
| <5> | 6-11 months ago |
| <6> | 1-2 years ago |
| <7> | 2-5 years ago |
| <8> | 5+ years ago |
| <98> | Don't know |

Base: All who experienced a safety issue

Question type: Single

#Question display logic:

if CE15_product

[CE50b] And how old was the product when you experienced the safety issue? Please select the option that best applies.

- | | |
|------|--|
| <1> | Less than 6 months old |
| <2> | More than 6 months, up to 1 year old |
| <3> | More than 1 year, up to 2 years old |
| <4> | More than 2 years, up to 3 years old |
| <5> | More than 3 years old, up to 5 years old |
| <6> | More than 5 years, up to 10 years old |
| <8> | More than 10 years old |
| <98> | Don't know/ can't recall |

Base: All who experienced a safety issue

Question type: *Single*

#row order: *randomize*

#Question display logic:

if CE15_product

[CE19] Which of the following best describes where you purchased the \$CE15_product.lower from?

- <1> In-store from a retailer
- <2> Online from a retailer (e.g, Amazon, John Lewis)
- <3> On an online marketplace (e.g. Amazon marketplace/ Etsy/ Temu)
- <4> Second hand from another person directly (e.g. Facebook marketplace/ market stall)
- <5> From a charity shop
- <6> From a community buy and sell page online or on social media
- <955 fixed> Other (open [CE19_other]) [open] please specify
- <977 fixed xor> Don't know / can't recall
- <944 fixed xor> Not applicable – I did not purchase it myself (e.g. received as a gift)

Base: All who experienced a safety issue with a product

Question type: *Single*

#Question display logic:

if CE15_product and CE19 !=944

[CE38a] Was the \$CE15_product.lower bought for yourself or for someone else?

- <1> Bought by me for myself
- <2> Bought by me for someone else (including a child or a pet)
- <977 fixed xor> Don't know / can't recall

Base: All who experienced a safety issue with a product

Question type: *Single*

#Question display logic:

if CE15_product and CE19 == 944

[CE38b] You said you did not purchase the \$CE15_product.lower yourself. Which of the following best applies?

- <1> Bought by a household member, family, or friend and gifted to me
- <2> Bought by a household member, but not gifted to me
- <3> Loaned to me by a household member, family, friend or someone else
- <977 fixed xor> Don't know / can't recall

Base: All who bought the product themselves

Question type: Single

#Question display logic:

if CE15_product

[CE39] Was the \$CE15_product.lower bought new or second hand?

- <1> New
- <2> Second hand
- <977 fixed xor> Don't know/ can't recall
- <944 fixed xor> Not applicable

Base: All who had a safety issue

Question type: Multiple

#exactly number of choices: 4

#Question display logic:

if CE15_product

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

Please describe, in as much detail as possible what happened (i.e. what circumstances led to the safety issue, what was the issue, how the product resulted in the safety issue, who was affected, if healthcare was needed). Please do not enter personal data in your response.

- <5> What caused the safety issue (open [CE11_other5]) [open]
- <2> What was the safety issue (open [CE11_other2]) [open]
- <3> Who was affected (open [CE11_other3]) [open]
- <4> What healthcare, if any, was needed (open [CE11_other4]) [open]
- <100 fixed xor> Prefer not to say

Base: All who experienced a safety issue

Question type: **Multiple**

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

#Question display logic:

if CE15_product and CE19 !=944

[CE21] Which, if any, of the following did you take into account when you were considering buying the **\$CE15_product.lower**? (Please select the THREE most important factors)

- | | | | |
|---|------------------------------------|--------------------|---|
| <1> | Purchase price | <10> | Online user reviews |
| <2 if
CE15_product in
[1,2,3,4,5,6,7,66,6
7,68,69,28,29,30,3
1,32,33,59]> | Running costs | <11> | Reviews from independent
consumer bodies (e.g. Which?) |
| <3> | Environmental
impact | <12> | Recommendations from friends
or family |
| <4> | Style / fashion | <13> | Ease of purchase |
| <5> | Quality | <14> | Speed of delivery |
| <6> | Product safety | <15> | Ease of use |
| <7> | Brand name | <16> | Ethical production |
| <8> | The retailer or
seller | <996 fixed
xor> | Don't know/ can't recall |
| <9> | Warranty / money
back guarantee | <944 fixed
xor> | None of these |

Base: All who experienced a safety issue

Question type: **Single**

#row order: randomize

#Question display logic:

if CE15_product

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

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

- | | |
|-----|---|
| <1> | Design flaws or faults related to the product itself (e.g.
manufacturing faults, product wearing out prematurely, AI/ smart
functionality of the product) |
| <2> | My own/ someone else's misuse or improper handling of the
product |
| <3> | Due to the product being 'worn out' after an extended period of
use |
| <4> | Poor or misleading instructions |

- <5> Issue not related to the product itself (e.g. accidental damage such as falling over and trips, misunderstanding the instructions, problem caused by something external to the product)
- <6> Instructions that were inaccessible (e.g. missing, not available online/ as a hard copy, not available in different languages or Braille)
- <97 fixed> Other (open [CE16_other]) [open] please specify
- <98 fixed> Don't know

Base: All who experienced a safety issue with a product

Question type: **Single**

#Question display logic:

if CE15_product

[CE35] Thinking about the safety issue you experienced with the \$CE15_product.lower, which of the following best applies to you?

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

Base: All who did not read the instructions

Question type: **Single**

#Question display logic:

If [CE35] - I did not read the instructions at all is selected [if CE35 == 4]

[CE36] For which, if any, of the following reasons did you not read the instructions for the \$CE15_product.lower? Please select all that apply.

- <1> I couldn't find where to access them
- <2> I didn't need to read them
- <3> I didn't have time to read them
- <4> I thought they'd be too complicated/difficult to read
- <5> I don't speak the language used in the instruction manual
- <6> Lack of motivation
- <97 fixed> Other (open [CE36_other]) [open] please specify

<98 fixed xor> Don't know

Base: All who experienced a product issue for an AI/smart product

Question type: **Single**

#Question display logic:

if CE15_product in ([1,7,69,28,29,30,31,32,33,59])

**[CE36b] Thinking about the safety issue you had with the following product:
\$CE15_product.lower...**

**Was the safety issue related to or caused by the AI/ smart features of the product
(e.g. the AI/ smart functionality of the product not working as intended)?**

<1> Yes, it was
<2> No, it wasn't
<98> Don't know/ can't recall

Base: Experienced a safety issue with a product

Question type: **Multiple**

#row order: randomize

#Question display logic:

if CE15_product

**[CE3] You said you experienced a safety issue with the following product:
\$CE15_product.lower**

Did that safety issue cause any of the following? (Please select all that apply)

<1> Physical harm
<2> Distress/ increased stress
<3> Damage to property or other household items
<977 fixed xor> Other (open [CE3_other]) [open] please specify
<966 fixed xor> Don't know/ can't recall
<944 fixed xor> Not applicable - did not cause any harm/ damage

Base: All whose safety issue caused damage

Question type: **Multiple**

#row order: randomize

#Question display logic:

If [CE3] - Damage to property or other household items is selected [if 3 in CE3]

**[CE4] You said earlier that a safety issue you had with the following product:
\$CE15_product.lower resulted in damage to a property or household items.
What was the type of damage?**

- <1> Fire damage
- <2> Smoke damage
- <3> Flood damage
- <4> Dents and/ or scratches to property
- <5> Electrical damage
- <955 fixed> Other (open [CE4_other]) [open] please specify
- <966 fixed xor> Don't know/ can't recall

Base: All whose safety issue caused damage

Question type: **Single**

#Question display logic:

If [CE3] - Damage to property or other household items is selected [if 3 in CE3]

[CE22] You said you experienced a safety issue with the following product:

\$CE15_product.lower which resulted in damage.

What was the monetary value of the damage and any repairs needed?

- <1> £0
- <2> £1-100
- <3> £101-200
- <4> £201-300
- <5> £301-400
- <6> £401+
- <98> Don't know/ can't recall

Base: All whose safety issue caused damage

Question type: **Single**

#Question display logic:

If [CE3] - Damage to property or other household items is selected [if 3 in CE3]

[CE23] You said you experienced a safety issue with the following product:

\$CE15_product.lower which resulted in damage.

Did you make an insurance claim related to the damage?

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

Base: All who made a claim

Question type: **Single**

#Question display logic:

If [CE23] - Yes is selected [if CE23 == 1]

[CE24] What was the outcome of this claim?

- <1> Fully compensated
- <2> Partially compensated
- <3> Claim denied
- <4> Claim still pending
- <98> Don't know/ can't recall

Base: All who were compensated

Question type: **Open**

#integer Only

#Question display logic:

If [CE24] - Fully compensated or Partially compensated, is selected [if CE24 in [1,2]]

[CE25] You said you were fully/partially compensated via your insurance claim for the damage that occurred as a result of the safety issue with the \$CE15_product.lower.

How much excess, if any, did you have to pay in relation to this claim? Write your answer in GBP in the box below. If you did not pay any excess, please write 0.

Not Sure

Question type: **Text**

Moving on...

Base: All who experienced a safety issue

Question type: **Single**

#Question display logic:

if CE15_product and CE50 in [1,2,3,4,5]

[CE26] You said you experienced a safety issue with the following product: \$CE15_product.lower.

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

- <1> £0

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

Base: All who experienced a financial impact

Question type: **Multiple**

#row order: randomize

#Question display logic:

if not CE26 in [1,98] and CE50 in [1,2,3,4,5]

**[CE27] You said you experienced a safety issue with the following product:
\$CE15_product.lower within the last year.**

Which, if any, of the following types of financial impacts did you experience as a result? Please select all that apply.

<1>	Cost of replacing or repairing the product
<2>	Cost of replacing or repairing other items affected
<3>	Hospital charges
<4>	Loss of income
<5>	Legal expenses
<6>	Increased insurance premiums
<7 fixed>	Other (open [CE27_other]) [open] please specify
<98 fixed xor>	Don't know/ can't recall
<99 fixed xor>	Prefer not to say

Base: All who experienced a financial impact

Question type: **Multiple**

#row order: randomize

#Question display logic:

if not CE26 in [1,98] and not CE27.has_any([98,99]) and CE50 in [1,2,3,4,5]

[CE28] You said you experienced the following types of financial impacts.

For each, please indicate the total amount you spent. Write your answer to the nearest GBP (£).

- <1> Cost of replacing or repairing the product (open [ce_28a]) [open:integer] £
- <2> Cost of replacing or repairing other items affected (open [ce_28b]) [open:integer] £
- <3> Medical/hospital charges (open [ce_28c]) [open:integer] £
- <4> Loss of income (open [ce_28d]) [open:integer] £
- <5> Legal expenses (open [ce_28e]) [open:integer] £
- <6> Increased insurance premiums (open [ce_28f]) [open:integer] £
- <7 fixed> Other (open [ce28g_other]) [open:integer] £
- <996 fixed xor> Don't know/ can't recall

#option display logic:

*<1> - If [CE27] - Cost of replacing or repairing the product is selected
 And <2> - If [CE27] - Cost of replacing or repairing other items affected is selected
 And <3> - If [CE27] - Hospital charges is selected
 And <4> - If [CE27] - Loss of income is selected
 And <5> - If [CE27] - Legal expenses is selected
 And <6> - If [CE27] - Increased insurance premiums is selected
 And <7> - If [CE27] - Other is selected
 [if 1 in CE27 and 2 in CE27 and 3 in CE27 and 4 in CE27 and 5 in CE27 and 6 in CE27 and 7 in CE27]*

Base: All whose safety issue caused harm

Question type: **Single**

#Question display logic:

If [CE3] - Physical harm is selected [if 1 in CE3]

[CE6] You said earlier that a safety issue you had with the following product:

\$CE15_product.lower resulted in harm to the user.

What was the main level of harm experienced?

- <1> No aid needed
- <2> First aid needed (e.g. plaster, compression bandage)
- <3> Urgent medical attention required (e.g. Accident and Emergency)
- <4> Non-urgent medical attention required (e.g. GP)
- <5> Tertiary medical attention required (e.g. specialist healthcare, prolonged healthcare)
- <977 fixed xor> Don't know/ can't recall
- <933 fixed xor> Prefer not to say

Base: All whose safety issue caused harm

Question type: Single

#Question display logic:

If [CE3] - Physical harm is selected [if 1 in CE3]

[CE32] You said earlier that a safety issue you had with the following product: \$CE15_product.lower resulted in harm to the user.

What was the specific type of harm that occurred? Please select all that apply.

- | | | | |
|-----|----------------------------|-----------------------|--|
| <1> | Cuts or lacerations | <9> | Hearing damage |
| <2> | Bruising | <10> | Poisoning |
| <3> | Burns (thermal/electrical) | <11> | Skin irritation/rash |
| <4> | Fractured or broken bones | <12> | Dental injury |
| <5> | Dislocations | <13> | Electric shock |
| <6> | Sprains or strains | <955
fixed> | Other (open [CE32_other])
[open] please specify |
| <7> | Concussion | <977
fixed
xor> | Don't know/ can't recall |
| <8> | Eye injury | <933
fixed
xor> | Prefer not to say |

Question type: Text

#Question display logic:

if showError==1

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

Base: All who experienced a safety issue with a product

Question type: Multiple

#row order: randomize

#Question display logic:

if CE15_product

[CE7] Which of the following actions did you take after becoming aware of the safety issue with the following product: \$CE15_product.lower? (Please select all that apply)

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

- <5> Allowed manufacturer to make modification
- <6> Complained to the manufacturer
- <7> Complained to where I bought it from
- <955 fixed> Other (open [CE7_other]) [open] please specify
- <977 fixed xor> Don't know/ can't recall
- <944 fixed xor> Nothing, I didn't take any action

Base: All who returned the item

Question type: Single

#Question display logic:

If [CE7] - Returned the item for a refund/ exchange is selected [if 1 in CE7]

[CE33] You said you returned the item for a refund/exchange... Which of these statements best applies?

- <1> I received a full refund for the item (e.g. cash, payment returned directly to bank account)
- <2> I received a partial refund for the item (e.g. cash, payment returned directly to bank account)
- <3> I received in-store credit for the item
- <4> I exchanged the item for another product (either the same item or a different product from the same retailer)
- <98> Don't know/ can't recall

Base: All who did not receive a full refund

Question type: Single

#Question display logic:

if CE33!=1 and CE33

[CE34] You said you did not receive a full refund for the item (e.g. cash, payment returned directly to bank)... Which of these statements best applies?

- <1> I was offered a full refund, but chose to take in-store credit or an exchange instead
- <2> I was not offered a full refund/I requested a full refund but was refused
- <98> Don't know/ can't recall

Base: All who experienced a safety issue

Question type: **Single**

#Question display logic:

if CE15_product

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

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

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

Question type: **Multiple**

#row order: randomize

#Question display logic:

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

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

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

Base: All who experienced a safety issue

Question type: **Open**

#any

#Question display logic:

if CE15_product

[CE20] What brand/model was the \$CE15_product.lower from? Write your answer in the box below.

Not Sure

Base: All who experienced a safety issue

Question type: Single

#Question display logic:

if CE15_product

[CE40] Thinking about the specific brand/model of the \$CE15_product.lower you experienced a safety issue with...

How likely or unlikely do you think it is that a similar type of safety issue could occur with this product in future?

- | | |
|------|-----------------------------|
| <1> | Very likely |
| <2> | Somewhat likely |
| <3> | Neither likely nor unlikely |
| <4> | Somewhat unlikely |
| <5> | Very unlikely |
| <98> | Don't know |

Base: All who experienced a safety issue

Question type: Single

#Question display logic:

if CE15_product

[CE41] Thinking about the specific brand/model of the \$CE15_product.lower you experienced a safety issue with...

How likely or unlikely are you to purchase this product in future?

- | | |
|------|-----------------------------|
| <1> | Very likely |
| <2> | Somewhat likely |
| <3> | Neither likely nor unlikely |
| <4> | Somewhat unlikely |
| <5> | Very unlikely |
| <98> | Don't know |

Base: All

Question type: Multiple

#row order: randomize

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

- | | | | |
|-----|------------|-----|-------------------------------|
| <1> | The police | <7> | The Office for Product Safety |
|-----|------------|-----|-------------------------------|

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

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

Question type: Grid

[CE13] You said you reported a safety issue to the following people/ organisations.
Thinking about the most recent occasion...
How satisfied, if at all, with their response or the actions they took?

-[CE13_1]	The police
-[CE13_2]	Your local authority \$CE13_2_resp
-[CE13_3]	The Citizens Advice Consumer Helpline
-[CE13_4]	Advice Direct Scotland
-[CE13_5]	The media (e.g. newspaper, radio, TV)
-[CE13_6]	Which?
-[CE13_7]	The Office for Product Safety and Standards (OPSS)
-[CE13_8]	The manufacturer
-[CE13_9]	The place you bought it from
<1>	Very satisfied
<2>	Fairly satisfied
<3>	Not very satisfied
<4>	Not satisfied at all
<5>	Don't know/ can't recall

#option display logic:

[CE13_1] - If [CE12] - The police is selected

And [CE13_2] - If [CE12] - Directly to my local authority \$CE12_resp2 is selected

And [CE13_3] - If [CE12] - The Citizens Advice Consumer Helpline is selected

And [CE13_4] - If [CE12] - Advice Direct Scotland is selected

And [CE13_5] - If [CE12] - The media (e.g. newspaper, radio, TV) is selected

And [CE13_6] - If [CE12] - Which? is selected

And [CE13_7] - If [CE12] - The Office for Product Safety and Standards (OPSS) is selected

And [CE13_8] - If [CE12] - The manufacturer is selected

And [CE13_9] - If [CE12] - The seller/ where I bought it from is selected

[if 1 in CE12 and 2 in CE12 and 3 in CE12 and 4 in CE12 and 5 in CE12 and 6 in CE12 and 7 in CE12 and 8 in CE12 and 9 in CE12]

Base: All who experienced a safety issue

Question type: **Grid**

#row order: randomize(rand4)

#Question display logic:

if CE15_product

[CE9] To what extent do you agree or disagree with the following statements about the safety issue you had with the following product: \$CE15_product.lower?

At the time the issue first started ...

-[CE9_1]	I understood my legal rights and responsibilities
-[CE9_2]	I knew where to get good information/help and advice, if needed
-[CE9_3]	I thought it would be easy to deal with the issue on my own
-[CE9_4]	I thought it would be easy to get help to deal with the issue
<1>	Strongly agree
<2>	Agree
<3>	Neither
<4>	Disagree
<5>	Strongly disagree
<98>	Don't know/ can't recall
<944 fixed xor>	Not applicable

Base: All who experienced a safety issue

Question type: Grid

#row order: randomize(rand4)

#Question display logic:

if CE15_product

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

And today ...

-[CE10_1]	I understand my legal rights and responsibilities correctly
-[CE10_2]	I know where to get good information/help and advice, if needed
-[CE10_3]	It was easy to deal with the issue on my own
-[CE10_4]	It was easy to get help to deal with the issue
-[CE10_5 if (CE14a==3)]	I was satisfied with how the issue got resolved
<1>	Strongly agree
<2>	Agree
<3>	Neither
<4>	Disagree
<5>	Strongly disagree
<98>	Don't know/ can't recall
<944 fixed xor>	Not applicable

Question type: Text

******The next section contains a number of questions about product safety issues experienced by people in your household, excluding you personally. By people in your household, we mean anyone who currently or previously lived in your household for any period of time, including family members, friends or housemates.

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

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

Base: All

Question type: **Multiple**

#row order: *randomize(rand9)*

[CE42] Thinking about any time in the past... Which, if any, of the following types of products has someone in your current household experienced a safety issue with? Please select all that apply.

Include anyone who currently or previously lived in your household, excluding yourself. If multiple people have experienced safety issues with the products listed, please select all that apply.

- | | |
|-----------------|---|
| <1> | Electrical appliances (e.g. laptop, toaster, hairdryer, lights, vacuum cleaner, games console, smart home devices, pressure washer) |
| <2> | Baby products (e.g. baby car seat, cot, pushchairs, bedding, changing table, nappies) |
| <3> | Toys (e.g. board game, action figure, building blocks, remote control car) |
| <4> | Cosmetics and toiletries (e.g. hair dye, make up, shampoo, toothpaste) |
| <5> | Large domestic appliances (e.g. refrigerator, washing machine, oven) |
| <6> | Clothes / clothing accessories (e.g. shoes, sportswear, bags, jewellery) |
| <7> | Furniture / furnishings (e.g. sofa, bed, curtains, carpets) |
| <8> | Homeware, non-electrical (e.g. crockery, wall decorations) |
| <9> | Sports and leisure item(s), not including clothes (e.g. treadmill, bikes and accessories, tennis racket, musical instruments) |
| <977 fixed xor> | Don't know/ can't recall |
| <944 fixed xor> | Not applicable – No one in my household has experienced a product safety issue with any of these types of products |

#order: *randomize*

Base: All with someone in household who experienced safety issue with electricals

Question type: **Multiple**

#row order: *randomize*

#Question display logic:

If [CE42] - Electrical appliances (e.g. laptop, toaster, hairdryer, lights, vacuum cleaner, games console, smart home devices, pressure washer) is selected [if 1 in CE42]

[CE42_category1] For the following questions please think about the electrical appliances category someone in your household experienced a safety issue with... What products did they experience a safety issue with? (Please select all that apply)

<1>	Laptop / tablet/ mobile phone	<7>	Smart home device (e.g. smart speaker/ assistant, smart thermostat)
<2>	Charger (e.g. for phone, laptop, camera)	<8>	AR/ VR headset
<3>	Speaker / headphones	<9>	Home robot (e.g. robot vacuum, robot pet)
<4>	Small kitchen appliance (e.g. toaster, kettle, blender, microwave, coffee machine, air fryer)	<10>	3D printer
<5>	Electronic game / console	<11>	AI-enabled consumer good (e.g. AI-enabled smartphone, AI-enabled watch)
<6>	Vacuum cleaner	<955 fixed>	Other please specify (open [CE42_category1_other]) [open]

Base: All with someone in household who experienced safety issue with baby items

Question type: Multiple

#row order: randomize

#Question display logic:

If [CE42] - Baby products (e.g. baby car seat, cot, pushchairs, bedding, changing table, nappies) is selected [if 2 in CE42]

[CE42_category2] For the following questions please think about the baby product category someone in your household experienced a safety issue with...

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

<1>	Pushchair
<2>	Cot
<3>	Car seat
<4>	Changing table
<5>	Baby carrier/baby sling
<6>	Baby monitor
<7>	Nappies
<8>	Dummy/teether/soother
<955 fixed>	Other please specify (open [CE42_category2_other]) [open]

Base: All with someone in household who experienced safety issue with toys

Question type: **Multiple**

#row order: randomize

#Question display logic:

If [CE42] - Toys (e.g. board game, action figure, building blocks, remote control car) is selected [if 3 in CE42]

[CE42_category3] For the following questions please think about the toys someone in your household experienced a safety issue with...

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

- <1> Baby toy
- <2> Sports toy
- <3> Board game
- <4> Doll / action figure
- <5> Construction toy
- <6> Building blocks
- <7> Craft toys (e.g. painting, necklace kits etc.)
- <8> Soft toy (e.g. teddies)
- <955 fixed> Other please specify (open [CE42_category3_other]) [open]

Base: All with someone in household who experienced safety issue with cosmetics

Question type: **Multiple**

#row order: randomize

#Question display logic:

If [CE42] - Cosmetics and toiletries (e.g. hair dye, make up, shampoo, toothpaste) is selected [if 4 in CE42]

[CE42_category4] For the following questions please think about the cosmetics category someone in your household experienced a safety issue with...

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

- <1> Make-up
- <2> Toothpaste
- <3> Moisturiser
- <4> Shampoo/ shower gel
- <5> Hair dye
- <6> Hand wash
- <7> Nail polish/ nail gel/ nail glue
- <8> Skin tanning/ lightening products
- <9> Eyelash kits

<955 fixed> Other please specify (open [CE42_category4_other]) [open]

Base: All with someone in household who experienced safety issue with white goods

Question type: **Multiple**

#row order: randomize

#Question display logic:

If [CE42] - Large domestic appliances (e.g. refrigerator, washing machine, oven) is selected [if 5 in CE42]

[CE42_category5] For the following questions please think about the large domestic appliances someone in your household experienced a safety issue with...

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

- <1> Refrigerator / freezer
- <2> Extractor
- <3> Washing machine / combined washer-dryer
- <4> Tumble dryer
- <5> Electric oven
- <6> Dishwasher
- <7> Gas appliances (e.g. gas cookers, gas fires, gas boilers)
- <955 fixed> Other please specify (open [CE42_category5_other]) [open]

Base: All who experienced a safety issue with white goods

Question type: **Multiple**

#row order: randomize

#Question display logic:

If [CE42] - Large domestic appliances (e.g. refrigerator, washing machine, oven) is selected [if 5 in CE42]

[CE42_category5s] Were any of the large domestic appliances that they had a safety issue with smart Everyday objects that connect to the Internet and communicate with each other, often collecting and sharing data. or AI-enabled This includes any product labelled or advertised as AI-enabled. It does not include large-language models such as Chat-GPT.? (Please select all that apply)

- <1> Refrigerator/ freezer
- <2> Extractor
- <3> Washing machine/ combined washer-dryer
- <4> Tumble dryer
- <5> Electric oven
- <6> Dishwasher

- <7> Gas appliances (e.g. gas cookers, gas fires, gas boilers)
- <988 fixed xor> Not applicable - none of the appliances they had an issue with were smart or AI-enabled

#option display logic:

<1> - If [CE42_category5] - Refrigerator / freezer is selected

And <2> - If [CE42_category5] - Extractor is selected

And <3> - If [CE42_category5] - Washing machine / combined washer-dryer is selected

And <4> - If [CE42_category5] - Tumble dryer is selected

And <5> - If [CE42_category5] - Electric oven is selected

And <6> - If [CE42_category5] - Dishwasher is selected

And <7> - If [CE42_category5] - Gas appliances (e.g. gas cookers, gas fires, gas boilers) is selected

[if 1 in CE42_category5 and 2 in CE42_category5 and 3 in CE42_category5 and 4 in CE42_category5 and 5 in CE42_category5 and 6 in CE42_category5 and 7 in CE42_category5]

Base: All with someone in household who experienced safety issue with clothing

Question type: **Multiple**

#row order: randomize

#Question display logic:

If [CE42] - Clothes / clothing accessories (e.g. shoes, sportswear, bags, jewellery) is selected [if 6 in CE42]

[CE42_category6] For the following questions please think about the clothes/ clothing accessories someone in your household experienced a safety issue with...
What products did they experience a safety issue with? (Please select all that apply)

- <1> Footwear
- <2> Sportswear/ leisurewear
- <3> Bags
- <4> Jewellery
- <5> Clothing
- <955 fixed> Other please specify (open [CE42_category6_other]) [open]

Base: All with someone in household who experienced safety issue with furniture

Question type: **Multiple**

#row order: randomize

#Question display logic:

If [CE42] - Furniture / furnishings (e.g. sofa, bed, curtains, carpets) is selected [if 7 in CE42]

[CE42_category7] For the following questions please think about the furniture and furnishings someone in your household experienced a safety issue with...
What products did they experience a safety issue with? (Please select all that apply)

- <1> Sofa/ armchair
- <2> Bed
- <3> Curtains
- <4> Carpets/ rugs
- <5> Table/ side table
- <6> Chest of drawers/ wardrobe
- <7> Outdoor furniture
- <8> Home office furniture
- <9> Dining chairs
- <955 fixed> Other please specify (open [CE42_category7_other]) [open]

Base: All with someone in household who experienced safety issue with homeware

Question type: **Multiple**

#row order: randomize

#Question display logic:

If [CE42] - Homeware, non-electrical (e.g. crockery, wall decorations) is selected [if 8 in CE42]

[CE42_category8] For the following questions please think about the homeware someone in your household experienced a safety issue with...

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

- <1> Crockery
- <2> Silverware/ cutlery
- <3> Wall decorations (e.g. picture frames, mirrors)
- <4> Towels/ bedding
- <955 fixed> Other please specify (open [CE42_category8_other]) [open]

Base: All with someone in household who experienced safety issue with sports and leisure

Question type: **Multiple**

#row order: randomize

#Question display logic:

If [CE42] - Sports and leisure item(s), not including clothes (e.g. treadmill, bikes and accessories, tennis racket, musical instruments) is selected [if 9 in CE42]

[CE42_category9] For the following questions please think about the sports & leisure category someone in your household experienced a safety issue with...

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

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

- | | |
|-------------|--|
| <2> | Bikes and accessories |
| <3> | Musical instruments |
| <4> | Books |
| <5> | Gardening tools/ equipment |
| <6> | Camping equipment |
| <7> | Arts and crafts supplies |
| <8> | Sports equipment (e.g. tennis rackets, golf clubs, footballs, surf/paddle boards etc.) |
| <955 fixed> | Other please specify (open [CE42_category9_other]) [open] |

Question type: *Text*

We are now going to ask you a series of questions about one product that you said someone in your household had a safety issue with. Please think about the \$CE42_product.lower.

If someone in your household has experienced more than one safety issue with the \$CE42_product.lower, please think about the most recent.

Base: All with someone in household who experienced safety issue

Question type: *Single*

#Question display logic:

if CE42_product

[CE43] Which of the following people in your household experienced the safety issue with the \$CE42_product.lower?

- | | | | |
|-----|-------------------|------|--|
| <1> | Spouse or partner | <8> | Grandparent |
| <2> | Mother | <9> | Grandchild |
| <3> | Father | <10> | Other family member |
| <4> | Daughter | <11> | Housemate |
| <5> | Son | <12> | Other (open [CE43_other])
[open] please specify |
| <6> | Sister | <98> | Don't know/ can't recall |
| <7> | Brother | | |

Base: All with someone in household who experienced safety issue

Question type: **Single**

#row order: randomize

#Question display logic:

if CE42_product

[CE44] Thinking about the safety issue someone in your household had with the following product: \$CE42_product.lower...

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

- <1> Design flaws or faults related to the product itself (e.g. manufacturing faults, product wearing out prematurely, AI/ smart functionality of the product)
- <2> Their own/ someone else's misuse or improper handling of the product
- <3> Due to the product being 'worn out' after an extended period of use
- <4> Poor or misleading instructions
- <5> Issue not related to the product itself (e.g. accidental damage such as falling over and trips, misunderstanding the instructions, problem caused by something external to the product)
- <6> Instructions that were inaccessible (e.g. missing, not available online/ as a hard copy, not available in different languages or Braille)
- <7 fixed> Other (open [CE44_other]) [open] please specify
- <98 fixed> Don't know/ can't recall

Base: Someone in household experienced a safety issue with a product

Question type: **Multiple**

#row order: randomize

#Question display logic:

if CE42_product

[CE45] You said someone in your household experienced a safety issue with the following product: \$CE42_product.lower

Did that safety issue cause any of the following? (Please select all that apply)

- <1> Physical harm
- <2> Distress/ increased stress
- <3> Damage to property or other household items
- <4> Death
- <977 fixed> Other (open [CE45_other]) [open] please specify
- <966 fixed xor> Don't know/ can't recall

<944 fixed xor> Not applicable – did not cause any harm/ damage
<988 fixed xor> Prefer not to say

Base: All whose safety issue caused damage

Question type: **Multiple**

#row order: randomize

#Question display logic:

If [CE45] - Damage to property or other household items is selected [if 3 in CE45]

[CE46] You said earlier that a safety issue someone in your household had with the following product: \$CE42_product.lower resulted in damage to a property or household items.

What was the type of damage?

<1> Fire damage
<2> Smoke damage
<3> Flood damage
<4> Dents and/ or scratches to property
<5> Electrical damage
<955 fixed> Other (open [CE46_other]) [open] please specify
<966 fixed xor> Don't know/ can't recall

Base: All whose safety issue caused harm

Question type: **Single**

#Question display logic:

If [CE45] - Physical harm is selected [if 1 in CE45]

[CE47] You said earlier that a safety issue someone in your household had with the following product: \$CE42_product.lower resulted in harm to the user.

What was the main level of harm experienced?

<1> No aid needed
<2> First aid needed (e.g. plaster, compression bandage)
<3> Urgent medical attention required (e.g. Accident and Emergency)
<4> Non-urgent medical attention required (e.g. GP)
<5> Tertiary medical attention required (e.g. specialist healthcare, prolonged healthcare)
<977 fixed xor> Don't know/ can't recall
<933 fixed xor> Prefer not to say

Base: All whose safety issue caused harm

Question type: **Single**

#Question display logic:

If [CE45] - Physical harm is selected [if 1 in CE45]

[CE48] You said earlier that a safety issue someone in your household had with the following product: \$CE42_product.lower resulted in harm to the user.

What was the specific type of harm that occurred? Please select all that apply.

- | | | | |
|-----|----------------------------|-----------------------|--|
| <1> | Cuts or lacerations | <9> | Hearing damage |
| <2> | Bruising | <10> | Poisoning |
| <3> | Burns (thermal/electrical) | <11> | Skin irritation/rash |
| <4> | Fractured or broken bones | <12> | Dental injury |
| <5> | Dislocations | <13> | Electric shock |
| <6> | Sprains or strains | <955
fixed> | Other (open [CE48_other])
[open] please specify |
| <7> | Concussion | <977
fixed
xor> | Don't know/ can't recall |
| <8> | Eye injury | <933
fixed
xor> | Prefer not to say |

Base: All with someone in household who had a safety issue

Question type: **Multiple**

#exactly number of choices: 4

#Question display logic:

if CE42_product

[CE49] We are interested in learning more about the safety issue someone in your household experienced...

Please describe, in as much detail as possible what happened (i.e. what circumstances led to the safety issue, what was the issue, how the product resulted in the safety issue, who was affected, if healthcare was needed). Please do not enter personal data in your response.

- | | |
|-----------------|---|
| <5> | What caused the safety issue (open [CE49_other5]) [open] |
| <2> | What was the safety issue (open [CE49_other2]) [open] |
| <3> | Who was affected (open [CE49_other3]) [open] |
| <4> | What healthcare, if any, was needed (open [CE49_other4]) [open] |
| <100 fixed xor> | Prefer not to say |

Question type: *Text*

Moving on...

Base: All in PLEV section

Question type: *Multiple*

#row order: *randomize*

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

- | | |
|-----------------|---|
| <1> | eScooter |
| <2> | eBike/ Electrically Assisted Pedal Cycle (EAPC) |
| <4> | Hoverboard |
| <5> | E-unicycle/ self-balancing mono-wheel |
| <6 fixed> | Other (open [TPL1_open]) [open] please specify |
| <977 fixed xor> | Don't know/ can't recall |
| <999 fixed xor> | Not applicable - I do not have access to any Personal Light Electric Vehicles |

#Question display logic:

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

Base: All who own/ have access to a PLEV

Question type: *Single*

[TPL40] Do you have access to / own a conversion kit for your PLEV?

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

Base: All who own/ have access to a PLEV

Question type: *Single*

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

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

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

<2>

No

Base: All in who had a safety issue

Question type: **Multiple**

#Question display logic:

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

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

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

Base: Experienced a safety issue PLEV issue

Question type: **Single**

#Question display logic:

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

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

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

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

Base: Experienced a safety issue PLEV issue

Question type: **Multiple**

#Question display logic:

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

[TPL9] Did that safety issue cause any of the following?

Please select all that apply.

<1>	Physical harm
<2>	Distress/ increased stress
<3>	Damage to property or other household items
<966 fixed>	Other (open [TPL9_other]) [open] please specify
<977 fixed xor>	Don't know/ can't recall
<955 fixed xor>	Not applicable - did not cause any harm/ damage

Base: All whose safety issue caused damage

Question type: **Multiple**

#Question display logic:

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

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

What was the type of damage? Please select all that apply.

<1>	Fire damage
<2>	Smoke damage
<3>	Dents and/ or scratches to property
<4>	Electrical damage
<96 fixed>	Other (open [TPL10_other]) [open] please specify

Base: All whose safety issue caused physical harm

Question type: **Single**

#Question display logic:

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

[TPL11s] You said earlier that the safety issue resulted in physical harm...

How severe was this harm?

<1>	Very Mild (no first aid needed)
<2>	Mild (only first aid needed)
<3>	Moderate (visit to GP/A&E for moderate harm)
<4>	Severe (Overnight stay in hospital/A&E for extensive harm)
<5>	Very severe (Longer stay in hospital)
<933 xor>	Prefer not to say

Base: All who own/ have access to a PLEV

Question type: Single

[TPL41] Has someone in your household had any safety issues specifically with the battery or charger for your Personal Light Electric Vehicle(s) (PLEV)?

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

Include anyone who currently or previously lived in your household, excluding yourself.

<1> Yes

<2> No

Base: All in who had a safety issue

Question type: Multiple

#Question display logic:

If [TPL41] - Yes is selected [if TPL41 == 1]

[TPL42] What type of safety issue(s) has someone in your household experienced with the battery/ charger of your Personal Light Electric Vehicle(s) (PLEV)? Please select all that apply.

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

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

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

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

<6> Other (open [TPL42_open]) [open] please specify

Base: Experienced a safety issue PLEV issue

Question type: Single

#Question display logic:

If [TPL41] - Yes is selected [if TPL41 == 1]

[TPL43] You said someone in your household had a safety issue with a battery/ charger of a Personal Light Electric Vehicle (PLEV). Thinking about the most serious safety issue someone in your household experienced...

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

<1> The original battery/ charger

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

Base: Experienced a safety issue PLEV issue

Question type: **Multiple**

#Question display logic:

If [TPL41] - Yes is selected [if TPL41 == 1]

[TPL44] Did that safety issue cause any of the following?

Please select all that apply.

<1> Physical harm
 <2> Distress/ increased stress
 <3> Damage to property or other household items
 <966 fixed> Other (open [TPL44_other]) [open] please specify
 <977 fixed xor> Don't know/ can't recall
 <955 fixed xor> Not applicable - did not cause any harm/ damage

Base: All whose safety issue caused damage

Question type: **Multiple**

#Question display logic:

If [TPL44] - Damage to property or other household items is selected [if 3 in TPL44]

[TPL45] You said earlier that the safety issue resulted in damage to a property or household items.

What was the type of damage? Please select all that apply.

<1> Fire damage
 <2> Smoke damage
 <3> Dents and/ or scratches to property
 <4> Electrical damage
 <96 fixed> Other (open [TPL45_other]) [open] please specify

Base: All whose safety issue caused physical harm

Question type: **Single**

#Question display logic:

If [TPL45] - Fire damage is selected [if 1 in TPL45]

[TPL46] You said earlier that the safety issue resulted in physical harm...

How severe was this harm?

<1>	Very Mild (no first aid needed)
<2>	Mild (only first aid needed)
<3>	Moderate (visit to GP/A&E for moderate harm)
<4>	Severe (Overnight stay in hospital/A&E for extensive harm)
<5>	Very severe (Longer stay in hospital)
<933 xor>	Prefer not to say

Focus group topic guide

Discussion guide for focus groups

All groups: Introduction (10 minutes)

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

Today I'd like to talk about your experiences with products you have bought or used, especially when safety or harm was involved. It is an informal session - I am here to hear your thoughts and opinions. There are no right or wrong answers so please be as open and honest as possible. Please do respect other people's opinions if they differ from your own.

The discussion tonight is on a secure website. The client – a public body– is observing the session as they are keen to hear from you firsthand. They will be able to see what you write, as you write it – but don't feel restricted by this – they really do want to hear what you think!

Upon conclusion of the research, we will share anonymised transcripts with the client and will be writing a report using anonymised quotations from this group. At no point will we share your contact information with them, or any third party. YouGov strictly follows the MRS Code of Conduct and the relevant data protection regulations, including GDPR.

To start with, briefly introduce yourself – telling me your age, region, where you usually purchase goods (excluding groceries) and any recent purchases you are happy with?

I'll start...

Smart devices and AI-enabled goods (20 min)

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

Show on whiteboard:

*By **AI-enabled products** we mean an everyday product or service that uses artificial intelligence (AI) to make your life easier, more personalised, or more efficient e.g., AI-enabled smartphone, AI-enabled watch. This includes any product labelled or advertised as AI-enabled. It does not include large-language models such as Chat-GPT.*

- How familiar are you with AI-enabled consumer goods?
 - Have you ever purchased or used an AI-enabled product? If so, what kinds and when have you used them?
- Does a product which is labelled 'AI-enabled' make you more or less likely to purchase it? Why?
- Would you consider using this technology in the future? Why so? How might you use it in your daily life?
- What are the potential benefits of this technology? Why so?
- What are the potential drawbacks of this technology? Why so?
 - Do you have concerns about any harms or safety issues linked to the AI features? Why / why not?
- What about smart appliances and Internet of Things (IoT) devices – how familiar are you with them?

Show on whiteboard:

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

- Have you ever purchased or used a smart or IoT product? If so, what kind and when have you used them?
- Does a product which is labelled 'smart' make you more or less likely to purchase it? Why?
- Would you consider using this technology in the future? Why so? How might you use it in your daily life?
- What are the potential benefits of this technology? Why so?
- What are the potential drawbacks of this technology? Why so?
 - Do you have concerns about any harms or safety issues linked to the smart features? Why / why not?
- Were you aware of any product safety information before or after buying or using smart and AI-enabled products?
- Do you think there should be more regulations for smart and AI-enabled products? If so, what should these be?

Section specific to Group 1 - owners and users of smart and AI-enabled products (5-7 min)

Thinking about both, AI-enabled and smart devices...

- Do you think smart/AI features make products more or less safe? Why is that?
- How often do you actually use smart/connected/AI features?
- Have you ever had a safety issue related to smart/AI functionality?
- Did the product clearly explain how the smart/AI features work and any risks?
- How easy was it getting support when something went wrong?
- Should smart devices/AI have stricter safety standards?

Product Safety (10 min)

Let's now focus on product safety now...

- How do you define 'product safety'?
 - What makes something feel safe or unsafe?

Show on whiteboard:

Product safety

- How if at all would you determine whether a product is safe? *Probe: What makes you trust a product is safe?*
- How, if at all, does this differ depending on the product?
- How, if at all, does this differ for in store vs online purchases?
- How important is safety to you as a factor of your purchase? Why so?
 - Does this differ for different types of products? Why so?
 - How would you define a safety issue? *Probe: Minor or major injuries, financial loss, emotional distress, damage to property.*

Show on whiteboard:

Safety issue

- Do you see the difference between being injured *by* a product and being injured *involving* a product?

- Would an incident caused by the user, e.g., poor handling or misuse, count as a safety issue?
- Would an incident caused by the product itself count as a safety issue?
- Does time using the product become a factor to cause a safety issue? Why so?

Product safety experiences (30 min)

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

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

Please could you tell us more about what happened...

- What type of product or device was involved and what was the incident?
- Where did you purchase the product? E.g., In store, online retailer, online marketplace?
 - **If purchased online** – which site did you purchase the product from?
 - Are you aware of third-party sellers through online platforms? If so, do you look into the seller's account?
 - Are you aware when you are purchasing a product from an online marketplace vs specific independent seller? If there is confusion about what is the difference between them, what could help you to easily differentiate between them?
 - What do you look out for when shopping online / in store to ensure safety? *Probe on reviews, product description, convenience, wider selection of products online, ability to compare products online, anything else*
 - Did you face any misunderstanding when purchasing the product? If so, what?

Section specific to Group 2 – buyers from online retailers (5-7 min)

According to your answers to the recruitment survey, all of you have purchased a product from an online retailer like John Lewis or M&S...

- Do you prefer buying from these platforms? If so, why?
- What made you choose to buy the product from that site?
- Did / would you expect the retailer to support you after the issue?
- Looking back, what, if anything, would have helped you make a safer choice?
- Considering the issues that you experienced with a product purchased from an online retailer, would you still use the same platform when choosing a product next time? Why / why not?

Section specific to Group 3 – buyers from online marketplaces (5-7 min)

According to your answers to the recruitment survey, all of you have purchased a product from an online marketplace like Amazon or Facebook Marketplace, Vinted...

- Do you prefer buying from these platforms? If so, why?
 - What made you choose to buy the product from that site?
 - Did / would you expect the marketplace or the seller to support you after the issue?
 - Looking back, what, if anything, would have helped you make a safer choice?
 - Considering the issues that you experienced with a product purchased from an online marketplace, would you still use the same platform when choosing a product next time? Why / why not?
-
- When purchasing the product did you have any concerns? Were there any red flags at the time of purchasing that worried you?
 - Did you see any safety information / notices before purchasing?
 - **If so** – what information did you see? Probe: was it in the product description, was there a safety notice that appeared when searching for the product, anything in the product reviews or received via email etc.
 - What do you think was the main cause of this safety issue? And why? *Probe: accident, faulty product, misread instructions, incorrect instructions*

Show on whiteboard:

- *Faulty product / design flaw*
- *Product worn out*
- *Smart functionality*
- *User misuse*
- *Poor or incorrect instructions*
- *Misread instructions*

- *External factors*
- What impact did this have on your life in the short term and long term? *Probe: emotional, financial, physical, harm, damage.*
- Did it cause any injuries? If yes?
 - Are there any messages which would have helped prevent you from being injured?
 - Was the injury avoidable?
 - Did the place of purchase impact the safety?
- Were there any wider impacts? E.g., on other people / your family?
- What did you do to try and resolve the safety issue, if anything? Who did you contact? For e.g. store you bought it from, the brand.
- How easy or not was it to get something done / get help / feel safe?
- What messages or information, if any, would have helped prevent the issue?
- Did you report the issue to anyone? Why / why not?

If yes:

- How did you report the safety issue? Who did you report it to? Why so?
- Were you aware of the routes to do so? If yes, how did you know this e.g., friends, family, general knowledge)?
- What was the outcome?

If not:

- Why not? Was there anything preventing you from reporting the issue?
- Has the safety issue changed how you use any other products? How so?
- Do you still feel at risk of a safety issue with any of your products or devices? Why / why not? *If not, probe if it comes from implementing safety measures.*
- Would anything make you more likely to report the issue?
- Was there anything which could've been done to prevent the product safety issue? *Do you believe the safety issue was unavoidable?*
- Would you purchase the product again?
 - Would you do anything different now when choosing the product?

Section specific to Group 4 – vulnerable audiences (5-7 min)

According to your answers to the recruitment survey, all of you have a health condition. There is no need to mention what health condition you have, I would just like to learn if it affects what products you buy or use...

- Does your condition or situation affect what everyday products you use or buy? If so, how?
- Have you ever felt that a product wasn't designed with safety in mind for people facing the same or similar health condition as you?
- Was the safety issue linked to your specific needs or vulnerabilities?
- What, if anything, could make it easier for people with a similar condition to yours to shop and stay safe?
- How could companies better support vulnerable customers?
- How could the government better support vulnerable customers?

Final reflections and conclusions (7-10 minutes)

We are nearly done, just a few more questions before we finish....

- Imagine that you are in charge of creating a product safety campaign, what would the key message be?
- What would have helped you to avoid purchasing the product that caused the issue/harm?
- Do you ever check for product safety information before buying a product? Why / why not?
- What is one change you would suggest to reduce harm as a result of product safety issues?
- Do you have anything else to share on the topics we have discussed tonight?

Thanks and close

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