

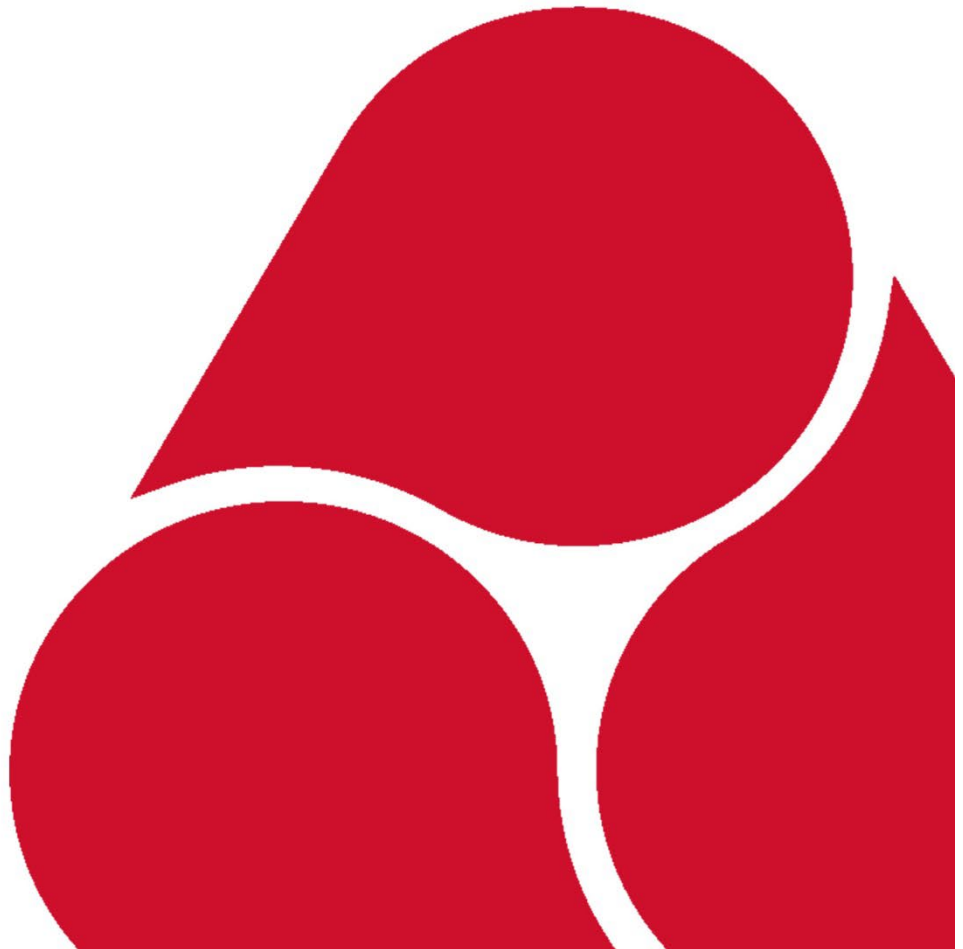


Office for Product
Safety & Standards

Product Safety and Industry Research

Wave 3 – Technical Annex

September 2025



Contents

Introduction	3
Research aims	3
Sampling	4
Questionnaire Development	6
Fieldwork approach	12
Mainstage fieldwork overview	12
Total completed interviews	12
Gatekeepers and reassurances	14
Response rate	14
Analysis	16
Coding	16
Weighting	16
Qualitative phase	18
Methodology	18
Sampling and recruitment	18
Fieldwork	19
Incentive	19
Topic guide	19
Analysis framework	20
Appendix A: SIC grouping and description	21
Appendix B: Survey Questionnaire	22
Appendix C: Quantitative reassurance email	52
Appendix D: Topic Guide (Manufacturers)	53
Appendix E: Qualitative reassurance email	60

Introduction

The Office for Product Safety and Standards (OPSS) commissioned IFF Research to conduct the third wave of a research project to explore industry (non-consumer) attitudes to product safety in the UK. This follows from the first wave of research conducted in 2020 and the second wave conducted in 2022; a qualitative wave focusing on small businesses was conducted in 2023 (not yet published). This technical annex covers the third wave of research conducted in 2024; research findings and supporting technical annex for the first wave of the research can be found on [gov.uk](https://www.gov.uk)¹, along with the [second wave](#)².

This third wave of research was conducted over two phases: a quantitative survey with 999 UK businesses and qualitative research in the form of 34 in-depth interviews to explore attitudes and perceptions in more detail. Whilst this report focuses mainly on the quantitative research, a summary of the qualitative research methodology can be found in chapter 6.

Research aims

Specifically, the objectives of the research were to:

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

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

² [Product safety and industry: Wave 2 - GOV.UK](#)

Sampling

Sample for the survey was provided by Market Location³. We obtained a total of 14,688 business records (225 for the cognitive phase and 14,463 for the main phase of fieldwork), allowing for a 14:1 ratio of records to interviews required. The sample provided was at organisation level (rather than site level) which meant we could access the head office of larger organisations.

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

To ensure accuracy, businesses were asked during the survey whether their business operated under any of these functions. 72 businesses either said they did not or chose not to confirm their function and were screened out at this question, with the remaining performing at least one of these functions

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

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

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

³ This is a commercially available database of UK businesses, similar to Dun & Bradstreet or Experian. Market Location is the market leading database of UK businesses, using AI and its own call centre to keep contacts up to date. There is likely to be a bias within the database of very new businesses, due to the processes of capturing details, however it is likely that these businesses would not be in scope for this research.

Industry Attitudes to Product Safety 2024

Table 1: Sample profile for cognitive fieldwork by number of employees

Business function	Sole Traders	1-9	10-49	50-249	250+	Total
Manufacturers	12	21	21	21	0	75
Retail and distribution	15	15	23	22	0	75
Repair and installation	18	19	19	19	0	75
Total	45	55	63	62	0	225

For mainstage fieldwork, we sought to achieve a balance between consistency with previous waves and a representative sample of UK in-scope businesses whilst also providing sufficient base sizes for analysis, as illustrated in table 2. The total estimated business population for in-scope businesses is shown in table 10.

Table 2: Sample profile for mainstage fieldwork by number of employees

Business function	Sole Traders	1-9	10-49	50-249	250+	Total
Manufacturers	1,425	1,950	1,425	975	150	5,925
Retail and distribution	1,500	3,150	900	450	300	6,300
Repair and installation	750	1,125	299	51	13	2,238
Total	3,675	6,225	2,624	1,476	463	14,463

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

Questionnaire Development

As requested by OPSS, a number of changes were made to the quantitative survey prior to the third wave of fieldwork to improve the questionnaire design (such as including additional pre-codes) and to add new questions around key areas of interest (such as artificial intelligence). These changes can be found in table 3.

Industry Attitudes to Product Safety 2024

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

Question reference	Question text	Codes added or deleted
A1	<p>First of all, I would like to ask you a bit about your business.</p> <p>Which of these would best describe your business function? (Prompted)</p>	<p>New codes</p> <ul style="list-style-type: none"> • 'Importer'
A6	<p>And what proportion of your products are sold...?</p>	<p>Deleted code</p> <ul style="list-style-type: none"> • 'Through third party social media marketplace e.g. Facebook marketplace' <p>Updated code</p> <ul style="list-style-type: none"> • 'Through other third-party online marketplaces e.g. Amazon, Facebook marketplace'
A7	<p>Question text added: And do you sell / manufacture / install / sell or distribute / repair any products that are powered by button or coin batteries?</p> <p>This includes products that come with accessories powered by button or coin battery controls.</p>	
A8	<p>Question text added: And please could you specify which products powered by button or coin batteries you sell / manufacture / install / sell or distribute / repair?</p> <p>Please include products that are sold with accessories powered by button or coin battery controls.</p>	<p>New codes</p> <ul style="list-style-type: none"> • 'TVs' • 'Strip Lighting' • 'Electronic Fans'

Industry Attitudes to Product Safety 2024

Question reference	Question text	Codes added or deleted
B4	Thinking about the dealings you have had with OPSS in the last 12 months. I would like you to tell me to what extent you agree or disagree with each of the following statements.	Updated statement <ul style="list-style-type: none"> • 'OPSS has mechanisms in place which enable me to make a formal complaint or inform and challenge their approach'
B6	Question text updated: Has your business interacted with any local trading standards services regarding product safety issues?	
B7	For what reasons has your business interacted with Local Authorities in relation to product safety?	New code <ul style="list-style-type: none"> • I am in a Primary Authority Partnership with a local authority
D1	What sources of information do you use when ensuring you are complying with product safety requirements?	Updated code <ul style="list-style-type: none"> • 'Office of Product Safety and Standards (OPSS) guidance on GOV.UK'
D3	New question: How useful is the OPSS guidance on GOV.UK when looking to find out about the safety regulations of the products that you sell/manufacture/install/sell or distribute/repair?	New codes <ul style="list-style-type: none"> • Very useful • Quite useful • Neither useful nor not useful • Not very useful • Not at all useful • Don't know • Refused
E1	Updated statements: In your industry who is responsible for... <ul style="list-style-type: none"> • Setting safety requirements for the product • Ensuring these safety requirements are met 	

Industry Attitudes to Product Safety 2024

Question reference	Question text	Codes added or deleted
E4	What challenges does your business face regarding product safety compliance?	<p>Updated code</p> <ul style="list-style-type: none"> • 'Too many guidelines / regulations / paperwork' <p>New code</p> <ul style="list-style-type: none"> • It is difficult / expensive to get our products tested
F1	What do you think are the biggest challenges to ensuring product safety within your industry?	<p>New code</p> <ul style="list-style-type: none"> • Cost / access of testing
G1	New question: Is your business currently, or has it previously, used any form of AI or machine learning?	<p>New codes</p> <ul style="list-style-type: none"> • Yes – currently • Yes – but no longer • No • Don't know
G2	New question: In which areas of your business has AI been utilised?	<p>New codes</p> <ul style="list-style-type: none"> • Customer service (e.g., chatbots) • Product recommendations • Supply chain management • Predictive maintenance • Fraud detection • Marketing and sales analytics • Assembly line optimisation • Don't know • Refused
G3	New question: Does your business sell or distribute any products with built in AI or machine learning?	<p>New codes</p> <ul style="list-style-type: none"> • Yes • No • Don't know

Industry Attitudes to Product Safety 2024

Question reference	Question text	Codes added or deleted
G4	New question: As a seller or distributor of products using AI or machine learning what measures does your business have in place to mitigate these risks to the safety of products?	<p>New codes</p> <ul style="list-style-type: none"> • Regular audits of AI systems • Transparent AI decisions making process • Adoption of industry standards and best practices for AI safety • Regular updates of AI systems to address vulnerabilities • External safety assessments • Rigorous testing and validation of AI systems before deployment • Conducting impact assessments specifically for product safety • None – do not believe there are any risks to product safety associated with AI or machine learning • Other (please specify) • Don't know • Refused

Following these amendments, cognitive interviews were conducted with 15 businesses between 16th September and 4th October 2024. These interviews investigated questionnaire flow and respondent understanding of questions, as well as gathering any other feedback from respondents. Though all questions were asked, cognitive interviewing focussed on questions new to the 2024 survey.

Table 4: Completed interviews during cognitive testing pilot by number of employees

Business function	Sole Traders	1-9	10-49	50-249	250+	Total
Manufacturers	0	1	0	4	0	5
Retail and distribution	1	2	2	2	1	8
Repair and installation	1	0	1	0	0	2
Total	2	3	3	6	1	15

The key finding from the cognitive testing phase was that all questions worked well and were easily understood by respondents. No concerns were raised about the length of the survey. As a result of cognitive testing, only two small changes were made to the questionnaire.

Industry Attitudes to Product Safety 2024

The changes made following cognitive testing can be seen below:

- A1, add an interviewer instruction to explain where a 'distributor' would fall to allow for consistency across interviewers.
- G3, ask question to all respondents.

The final questionnaire used for the 2024 survey is included at the end of this report. It was structured as follows:

- Business profile;
- Business involvement with OPSS;
- Managing product safety;
- Button batteries;
- Product safety support and resources;
- Business product safety responsibilities;
- Challenges and opportunities; and
- Prevalence of Artificial Intelligence (AI).

Fieldwork approach

Mainstage fieldwork overview

Mainstage fieldwork ran between 17th October and 16th December 2024. 999 interviews conducted, lasting an average of 19 minutes⁴. All interviews were conducted by Computer Assisted Telephone Interviewing (CATI). Participation was not incentivised, and two screener questions were asked to ensure that we were speaking to the correct person within each business; these questions can be found in Appendix A.

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

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

Self-reported primary business function	Sample business function		
	Manufacturers	Retail and distribution	Repair and installation
Manufacturers	363	54	1
Retail and distribution	160	285	2
Repair and installation	70	29	0
Importer	16	14	0
Refused	3	3	0
Percentage that agreed with sampled business function	87%	60%	0%

To be noted these are based on self-reported primary business function, and we did not sample specifically for 'Importers' so this is not included in the sample, but this was included as a primary business function option for businesses to select at A1 in the survey.

Total completed interviews

During mainstage fieldwork, a total of 999 interviews were conducted with in-scope UK businesses. Within scope businesses were defined as manufacturers, distributors and wholesalers, retailers, repairers and installers. Businesses operating exclusively in the food, pharmaceutical or motor vehicle sectors were excluded from scope.

⁴ The planned time allowed for interviews was 25 minutes.

Industry Attitudes to Product Safety 2024

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

Business type	Target	Achieved	Maximum Standard Error
Total	395	418	± 4.8 percentage points
Manufacturer – Sole Traders	95	29	± 18.5 percentage points
Manufacturer – 1 to 9 employees	130	153	± 7.9 percentage points
Manufacturer – 10 to 49 employees	95	141	± 8.3 percentage points
Manufacturer – 50 to 249 employees	65	81	± 11.0 percentage points
Manufacturer – 250+ employees	10	14	± 27.2 percentage points

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

Business type	Target	Achieved	Maximum Standard Error
Total	420	476	± 4.8 percentage points
Retail and distribution – Sole Traders	100	74	± 11.5 percentage points
Retail and distribution – 1 to 9 employees	210	290	± 5.8 percentage points
Retail and distribution – 10 to 49 employees	60	90	± 10.4 percentage points
Retail and distribution – 50 to 249 employees	30	12	± 29.5 percentage points
Retail and distribution – 250+ employees	20	10	± 32.7 percentage points

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

Business type	Target	Achieved	Maximum Standard Error
Total	185	99	± 9.9 percentage points
Installers and repairers – Sole Traders	50	21	± 21.9 percentage points
Installers and repairers – 1 to 9 employees	75	50	± 14.0 percentage points

Industry Attitudes to Product Safety 2024

Installers and repairers – 10 to 49 employees	25	21	± 21.9 percentage points
Installers and repairers – 50 to 249 employees	25	7	± 40.0 percentage points
Installers and repairers – 250+ employees	10	0	N/A

Gatekeepers and reassurances

As tested in the pilot phase, all interviews were conducted with the person in the business responsible for product safety; this was achieved through self-reported response to the screener survey (appendix B). Reassurances were provided to respondents prior to the survey, including confirmation that data would be reported in a way that would not allow them or their organisation to be identifiable.

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

Response rate

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

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

Table 9: Call Outcomes

	Total
Completed interviews	999
	9%
Refused / opt out	1,664
	15%
Number unobtainable	1,652
	14%
Not available during interviewing period	824
	7%
Active records at close (Records where a definitive call outcome had not been reached at end of fieldwork period e.g. call attempts went to voicemail or no answer)	3,235
	28%

Industry Attitudes to Product Safety 2024

Over quota (Records removed as target quota reached)	3,089
	27%
Total	11,463

Analysis

Coding

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

Two types of coding were undertaken:

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

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

Weighting

To address any distortions caused by the sampling approach, interviews were weighted to the true profile of UK private sector businesses in scope for the survey (SIC 2007 codes 13, 14, 22, 26, 27, 21, 31, 95, 46, 47 were used for the population). It is important to note that data was weighted to the population profile of these in-scope businesses and not to ‘all UK businesses’ (see table 10). For the achieved sample, weighting was based on self-reported functions of the business.

Table 10: Estimated Business Population

Sector Group	Sole Traders	1-9 employees	10-49 employees	50-249 employees	250+ employees	Total
Manufacturers	49,925	17,280	6,045	1,900	300	75,450
Retail and distribution	259,625	155,295	31,735	4,445	960	452,060
Repair and installation	33,525	4,900	425	60	15	38,925
Total	343,075	177,475	38,205	6,405	1,275	566,435

A weighting matrix was developed that interlocked business sector and size. Weighted and unweighted counts are shown in table 11.

Industry Attitudes to Product Safety 2024

Table 11: Weighted and unweighted counts – by business type and size

Business type	Unweighted	Weighted	Estimated population size	Estimated % of in scope population
Total	999	999	566,435	100%
Manufacturers	418	132	75,450	13%
Retail and distribution	476	793	452,060	80%
Repair and installation	99	68	38,925	7%
Size				
Sole (0)	125	602	343,075	61%
Micro (1-9)	496	314	177,475	31%
Small (10-49)	254	69	38,205	7%
Medium (50-249)	100	11	6,405	1%
Large (250+)	24	2	1,275	0%
Total	999	999	566,435	100%

Any weighting of survey data produces a design effect as a result of adjusting the dataset to be representative of the underlying population. Therefore, the sampling errors shown in table 6-8 are approximations only.

Qualitative phase

Methodology

Mainstage qualitative research encompassed 34 depth interviews with a range of organisations (outlined in table 12). Mainstage qualitative research took place between October and December 2024.

Sampling and recruitment

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

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

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

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

As part of the mainstage qualitative interviews, a total of 34 in-depth interviews were completed across a range of organisations, detailed in table 12.

Industry Attitudes to Product Safety 2024

Table 12: Completed qualitative interviews by business type

Business type	Target	Achieved
Total	35	34
Retail and distribution	8	8
Manufacturers	8	8
Repair and Installation	4	4
Legal advisers	3	3
Insurers	2	2
Response management	2	2
Trade Associations	2	1
Trading Standards	6	6
Total	35	34

Fieldwork

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

Incentive

To thank participants for their time, most tele depth participants were compensated with £50. Participants had the option of receiving the payment via PayPal, Amazon e-voucher, or through a charity donation from a pre-approved list. The only group of respondents who were not offered an incentive were those from trading standards.

Topic guide

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

- **Introduction and reassurances** (3 mins) – including reassurances about confidentiality
- **General awareness / interaction with the product safety system** (10 mins) – an overview of the respondent’s role and awareness of OPSS
- **Industry specific product safety** (15 mins) – how their industry manages product safety, including detail around product registrations and recalls. Detail about interaction with key bodies and local authorities in relation to product safety was also discussed.

Industry Attitudes to Product Safety 2024

- **Roles and responsibilities** (5 mins) – which organisations are responsible for product safety in their industry and what responsibility their own organisation has
- **Challenges and opportunities** (15 mins) - investigation of the key challenges and future opportunities relating to product safety in their organisation and the wider industry, including prompts around impact of online marketplaces and counterfeit goods. The end-to-end process was also discussed in this section, including how well different actors in the system work together to ensure product safety and what additional support is needed.
- **Use of AI in business** (8 mins) – investigation into where businesses are using AI in their business, if it led to improvements or if they faced any challenges introducing AI. Of businesses who had never used AI, we ask if they have an interest in pursuing this in the future.

Analysis framework

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

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

Appendix A: SIC grouping and description

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

Appendix B: Survey Questionnaire

S Screener

ASK TELEPHONIST

S1 **Good morning / afternoon. My name is NAME and I'm calling from IFF Research on behalf of the Department for Business and Trade (DBT), part of the UK Government.**

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

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

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

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

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

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

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

Industry Attitudes to Product Safety 2024

Residential Number	12	
Dead line	13	
Company closed	14	
Request reassurance email		COLLECT EMAIL ADDRESS THEN CONTINUE OR MAKE APPOINTMENT (SEE APPENDIX FOR EMAIL TEXT)

ASK ALL

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

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

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

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

Continue	1	CONTINUE
Referred to someone else at establishment NAME _____ JOB TITLE _____	2	TRANSFER AND RE-INTRODUCE
Hard appointment	3	MAKE APPOINTMENT
Soft appointment	4	
Refusal	5	THANK AND CLOSE
Refusal – company policy	6	
Refusal – taken part in recent survey	7	
Not available in deadline	8	

Industry Attitudes to Product Safety 2024

Request reassurance email		COLLECT EMAIL ADDRESS THEN CONTINUE OR MAKE APPOINTMENT (SEE APPENDIX FOR EMAIL TEXT)
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S3 Before we begin, I need to read out a quick statement regarding General Data Protection Regulation (GDPR) legislation.

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

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

Is that OK?

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

REASSURANCES TO USE IF NECESSARY

The interview will take around 20-25 minutes to complete.

Please note that all data will be reported in aggregate form and your answers will not be reported to our client in any way that would allow you to be identified.

If respondent wishes to confirm validity of survey or get more information about aims and objectives, they can call:

- **MRS: Market Research Society on 0800 975 9596**
- **IFF: Shannon Earl Shannon.earl@iffresearch.com or 0207 250 3035**
- **DBT: Sarah Metcalf: sarah.metcalf@businessandtrade.gov.uk**

A About the business

ASK ALL

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

Which of these would best describe your business function?

MULTI CODE. READ OUT

Retailer	1	
Manufacturer	2	
Installer	3	
Wholesaler	4	
Fulfilment service provider (warehouse, shipping, dispatch)	8	
Repairer	5	
Importer	9	
DO NOT READ OUT: None of these	6	THANK AND CLOSE
DO NOT READ OUT: Refused	7	THANK AND CLOSE

ASK IF A1 = MORE THAN ONE FUNCTION BETWEEN 1-5 SELECTED
 DS: IF A1 SINGLE CODED, AUTOCODE A2=A1

A2 And which of these describes your primary business function?

SINGLE CODE. READ OUT

[IF A1=1] Retailer	1	
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Industry Attitudes to Product Safety 2024

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

A2DUM - DUMMY VARIABLE FOR FUNCTION DO NOT ASK (SINGLE CODE)		
Retailer	1	IF A2=1
Manufacturer	2	IF A2=2
Installer	3	IF A1=3 [IF PARTICIPANT SELECTS A1=3 AS WELL AS ANOTHER CODE AT A1, AND THEN FAILS TO SELECT INSTALLER AT A2 (A2=3), THEY WILL STILL BE ALLOCATED TO INSTALLER GROUP]
Distributor / Fulfilment Centre/Wholesaler	4	IF A2=4
Repairer	5	IF A2=5

A3 – QUESTION REMOVED IN 2020 SURVEY

Industry Attitudes to Product Safety 2024

ASK ALL

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

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

PROMPT IF NECESSARY. MULTI CODE

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

RETAILERS ONLY (A1 = 1)

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

SINGLE CODE. READ OUT.

In-store only	1	
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Industry Attitudes to Product Safety 2024

Online only	2	
Both	3	
Don't know	4	SINGLE CODE
Refused	5	SINGLE CODE

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

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

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

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

READ OUT. NUMERIC RESPONSE AT EACH ROW.

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

ASK ALL

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

This includes products that come with accessories powered by button or coin battery controls.

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

SINGLECODE. DO NOT READ OUT.

Yes	1	
No	2	
Don't Know	3	

Industry Attitudes to Product Safety 2024

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

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

Please include products that are sold with accessories powered by button or coin battery controls.

MULTICODE. DO NOT READ OUT.

Watches	1	
Toys	2	
Remote controls	3	
Car key fobs or key finders	4	
Kitchen or weight scales	5	
Musical greetings cards	6	
Laptops	7	
Home security devices	8	
Thermometers	9	
TVs	10	
Strip Lighting	11	
Electronic Fans	12	
Other (please specify)	13	
Don't know	14	

B Involvement with OPSS

ASK ALL

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

SINGLE CODE. READ OUT

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

IF NOT HEARD OF OPSS (B1=4)

B1a. IF NECESSARY: OPSS is the national regulator for all consumer products, except for vehicles, medicines and food, with a focus on product safety.

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

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

MULTI CODE. PROMPT IF NECESSARY.

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

Industry Attitudes to Product Safety 2024

Refused	8	
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IF HEARD OF OPSS (B1=1,2,3)

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

MULTICODE. DO NOT READ OUT.

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

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

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

SINGLE CODE PER ROW. READ OUT ROWS

	Strongly disagree	Tend to disagree	Neither agree nor disagree	Tend to agree	Strongly agree	DNRO: Don't Know	DNRO: Refused
_1 OPSS provides advice and guidance that helps my business to comply with product safety legislation	1	2	3	4	5	6	7
_2 Guidance published by OPSS is easy to locate	1	2	3	4	5	6	7
_3 I have confidence that I can rely on the advice and guidance OPSS provides	1	2	3	4	5	6	7
_4 OPSS is easily contactable	1	2	3	4	5	6	7

Industry Attitudes to Product Safety 2024

	Strongly disagree	Tend to disagree	Neither agree nor disagree	Tend to agree	Strongly agree	DNRO: Don't Know	DNRO: Refused
_5 OPSS understands my business well enough to provide advice that is tailored to my circumstances	1	2	3	4	5	6	7
_6 I feel I have sufficient opportunities to engage with OPSS about their work and future strategy	1	2	3	4	5	6	7
_7 OPSS has mechanisms in place which enable me to make a formal complaint or inform and challenge their approach	1	2	3	4	5	6	7

B5 REMOVED IN 2020 SURVEY

ASK ALL

B6 Has your business interacted with any Local trading standards services regarding product safety issues?

SINGLE CODE

Yes	1	
No	2	
Don't know	3	

IF INTERACTED WITH LOCAL AUTHORITIES (B6=1)

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

MULTI CODE. READ OUT

To report a dangerous or faulty product on the market	1	
To report a counterfeit product on the market	2	
To receive advice on complying with product safety legislation	3	

Industry Attitudes to Product Safety 2024

To receive advice regarding the appropriate use of standards with regard to product safety	4	
To receive other advice or guidance (please specify)	5	
My business has been audited / inspected by Trading Standards	6	
I am in Primary Authority Partnership with a local authority		
Anything else (please specify)	7	
DO NOT READ OUT: Don't know	8	
DO NOT READ OUT: Refused	9	

ASK ALL

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

READ OUT. SINGLE CODE

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

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

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

ASK IF B8 = 4

Industry Attitudes to Product Safety 2024

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

DO NOT READ OUT. MULTICODE.

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

ASK ALL

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

SINGLE CODE. READ OUT

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

ASK IF HAVE USED PAS 7100 (B10 = 4)

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

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

DO NOT READ OUT. MULTI CODE.

Industry Attitudes to Product Safety 2024

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

ASK ALL

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

SINGLE CODE. READ OUT

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

Industry Attitudes to Product Safety 2024

C Managing product safety

ASK ALL

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

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

MULTI CODE. READ OUT

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

Industry Attitudes to Product Safety 2024

IF ENCOURAGE CONSUMERS TO REGISTER PRODUCTS (C1 = 5)

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

MULTI CODE. DO NOT READ OUT

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

IF ENCOURAGE CONSUMERS TO REGISTER PRODUCTS (C1 = 5)

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

MULTI CODE. DO NOT READ OUT

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

H BUTTON BATTERIES

ASK ALL WHO SELL BUTTON BATTERIES (A7=1)

H1 Are you aware of any safety standards specifically relating to button or coin batteries?
 MULTICODE. DO NOT READ OUT.

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

ASK ALL WHO SELL BUTTON BATTERIES (A7=1)

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

MULTICODE. READ OUT.

DS ONLY SHOW CODES NOT SELECTED AT H1.

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

ASK ALL WHO SELL BUTTON BATTERIES (A7=1)

Industry Attitudes to Product Safety 2024

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

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

MULTICODE. PROMPT IF NECESSARY.

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

D Product safety support and resources

ASK ALL

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

MULTI CODE. READ OUT

DS – ROTATE OPTIONS

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

IF MORE THAN 1 SOURCE OF INFORMATION USED AT D1

D2 Of these, which is most useful?

SINGLE CODE. READ OUT

Industry Attitudes to Product Safety 2024

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

ASK IF AWARE AND HAVE USED OPSS GUIDANCE (D1=1)

- D3** How useful is the OPSS guidance on GOV.UK when looking to find out about the safety regulations of the products that you [IF A2DUM=1 sell] [IF A2DUM=2 manufacture] [IF A2DUM=3 install] [IF A2DUM=4 sell or distribute] [IF A2DUM=5 repair]?
SINGLE CODE. READ OUT.

Very useful	1	
Quite useful	2	
Neither useful nor not useful	3	
Not very useful	4	
Not at all useful	5	
Don't know	6	
Refused	7	

ASK ALL

- D4** To what extent do you agree or disagree with the following statement: 'I have all the support and guidance I need within my organisation to ensure that products we [IF A2DUM=2] manufacture [IF A2DUM=1] sell [IF A2DUM=3 OR 5] install [IF A2DUM=4] distribute are safe'?
SINGLE CODE. READ OUT.

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

Industry Attitudes to Product Safety 2024

ASK IF DISAGREE (D3 = 4 OR 5)

D5 What further information or support do you need to ensure your business is compliant with product safety standards?

WRITE IN		
Don't know	1	
Refused	2	

Industry Attitudes to Product Safety 2024

E Responsibilities

ASK ALL

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

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

MULTI CODE. READ OUT

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

ASK ALL

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

SINGLE CODE. DO NOT READ OUT

We are accountable/ responsible if there is a product safety issue	1	
It is a legal requirement for us to uphold these standards	2	
To maintain a good business reputation	3	
To ensure customer loyalty	4	
Our customers pay a premium for safer / more rigorously tested products	5	
Other (specify)	6	

Industry Attitudes to Product Safety 2024

Not applicable / No responsibility to ensure standards <i>NOTE TO INTERVIEWER: Read out and check this is the right code, or whether better coded as 'making sure nobody is harmed is the only reason'</i>	7	
Making sure nobody is harmed is the only reason	10	
Don't know	8	SINGLE CODE
Refused	9	SINGLE CODE

E3 REMOVED IN 2020 SURVEY

ASK ALL

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

MULTI CODE, DO NOT READ OUT

Too many guidelines / regulations / paperwork	1	
Not sure which requirements we need to meet in order to be compliant	2	
Advice is too costly	3	
Training is too costly	4	
There is not enough time	5	
Insufficient or no guidance for my type of business/industry	7	
Keeping up to date with rules and regulations	12	
Reliance on others to meet standards (e.g. manufacturers, importers)	13	
Keeping on top of our checks	14	
Dealing with faulty or counterfeit products	15	
It is difficult / expensive to get our products tested	16	
Other (specify)	8	
No challenges / barriers	9	
We do not have any responsibility to ensure product safety standards	6	
DO NOT READ OUT: Don't know	10	
DO NOT READ OUT: Refused	11	

F Challenges and Opportunities

ASK ALL

F1 What do you think are the biggest challenges to ensuring product safety within your industry?
MULTI CODE. DO NOT READ OUT

Changes/uncertainty around product safety regulations are following UK exit from the EU	1	
A reduction in the strength of product safety standards following UK exit from the EU	2	
Difficulties regulating/controlling online marketplaces	3	
Difficulties regulating/ controlling other online sales	4	
Increase in imported goods	5	
Increase in counterfeit goods on the market	6	
Lack of clarity around current standards	7	
Lack of expertise in the field	8	
Increase in cheap competition	9	
Increase in non-compliant competition	10	
Not enough resource within Trading Standards to enforce current standards	11	
Restrictions to consumer 'right to repair'	12	
Communication between businesses in the supply chain (e.g. between supplier and manufacturer)	13	
Cost / access of testing	14	
Other (specify)	15	
There are no challenges	16	
Don't know	17	
Refused	18	

Industry Attitudes to Product Safety 2024

ASK ALL

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

MULTI CODE. DO NOT READ OUT

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

ASK ALL

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

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

SINGLE CODE. READ OUT.

Strongly agree	1	
Slightly agree	2	
Neither agree nor disagree	3	

Industry Attitudes to Product Safety 2024

Slightly disagree	4	
Strongly disagree	5	
Don't know	6	

ASK ALL

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

MULTICODE. READ OUT.

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

G Prevalence of AI

ASK ALL

G1 Is your business currently, or has it previously, used any form of AI or machine learning?

IF NECESSARY: Artificial Intelligence (AI) refers to the simulation of human intelligence in machines that are programmed to think and learn like humans. Machine Learning (ML), a subset of AI, involves the use of algorithms and statistical models that enable computers to learn from and make predictions or decisions based on data.

SINGLE CODE READ OUT

Yes – currently	1	
Yes – but no longer	2	
No	3	
Don't know	4	

ASK IF USED AI (G1=1/2)

G2 In which areas of your business has AI been utilised?

DO NOT READ OUT MULTICODE

Customer Service (e.g. chatbots)	1	
Product recommendations	2	
Supply Chain management	3	
Predictive maintenance	4	
Fraud detection	5	
Marketing and sales analytics	6	
Assembly line optimisation	7	
Don't know	8	
Refused	9	

ASK ALL

G3 Does your business sell or distribute any products with built in AI or machine learning functions?

READ OUT

Industry Attitudes to Product Safety 2024

Yes	1	
No	2	
Don't know	3	

ASK IF HAVE MEASURES (G8=1)

- G4 As a seller or distributor of products using AI or machine learning what measures does your business have in place to mitigate these risks to the safety of products?**
DO NOT READ OUT. MULTICODE.

Regular audits of AI systems	1	
Transparent AI decision making process	2	
Adoption of industry standards and best practices for AI safety	3	
Regular updates of AI systems to address vulnerabilities	4	
External safety assessments	5	
Rigorous testing and validation of AI systems before deployment	6	
Conducting impact assessments specifically for product safety	7	
None - do not believe there are any risks to product safety associated with AI or machine learning	8	DS don't allow MULTICODE
Other (specify)	9	
Don't know	10	
Refused	11	

I Closing questions

ASK ALL

- I1 Finally, we just have a few further questions to ask you about your business. This is to understand a little more about your business and the businesses we have spoken to in the survey.**

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

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

PLEASE DO NOT INCLUDE TEMPORARIES/CASUALS OR AGENCY STAFF

EXCLUDE SELF-EMPLOYED

EXCLUDE OWNERS/PARTNERS, BUT OTHER DIRECTORS COUNT AS EMPLOYEES

WRITE IN		
Don't know	1	PROMPT WITH RANGES

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

- I2 Which of the following do you think provides the best estimate for the number of employees your company currently employs across the UK?**
SINGLE CODE

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

ASK ALL

- I3 Thank you very much for taking the time to speak to us today. Would you be willing for us to call you back regarding:**

MULTICODE 1 AND 2. READ OUT.

This particular study – if we need to clarify any of the information	1	
Other research studies which may be relevant to you	2	

Industry Attitudes to Product Safety 2024

Neither of these	3	EXCLUSIVE. DNRO.
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[NOTE TO DBT: CONSENT TO RECONTACT FOR QUAL WILL BE ADDED AT MAINSTAGE]
IF CONSENT TO RECONTACT (G3=1,2)

I4 And could I just check, is [NUMBER] the best number to call you on?

Yes	1	
No - write in number	2	

ASK ALL

THANK RESPONDENT AND CLOSE INTERVIEW

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

Appendix C: Quantitative reassurance email

Dear Sir or Madam,

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

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

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

We look forward to speaking with you.

Kind regards,

Joe Charsley

Research Manager

Appendix D: Topic Guide (Manufacturers)

Introduction (3 mins)

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

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

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

As you are already aware, the interview will take around 40-45 minutes depending on the answers given.

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

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

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

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

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

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

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

Is that OK?

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

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

IF YES: Interviewer to read out phone no: 020 7250 3035, email Shannon.earl@iffresearch.com.

Industry Attitudes to Product Safety 2024

B Interaction with the product safety system (10 min)

B1. To start with, I'd like to understand a bit more about your role. Could you confirm your job title?

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

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

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

PROBE:

- Who are the key bodies involved?

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

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

IF AWARE OF OPSS

B4. How, if at all, does the OPSS influence the prioritisation of product safety in your business?

- Has it impacted any protocols that are in place?
- To what extent are you aware of relevant product safety regulations because of the OPSS?
- To what extent are you aware of product safety information sources because of the OPSS?

IF AWARE AND HAVE USED OPSS GUIDANCE FROM QUANT SURVEY (D1=1)

B5. In the survey, you mentioned that you have previously used OPSS guidance to ensure you comply with product safety requirements. Could you please describe what information you were looking to find from OPSS?

- Were you looking for information around a specific code of practice, regulation or legislation?
- Were you looking for information around a product recall?
- Did you find the information or guidance you were looking for? IF NOT: Why not? What more needed to be there? Where else did you look?
- Do you feel there is any information missing from the OPSS guidance that would be useful for your industry?

C Industry Specific Product Safety (15 mins)

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

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

- How do the different players / organisations in the industry interact to ensure product safety?

Industry Attitudes to Product Safety 2024

- What actions does your industry take if a product on the market is found to be unsafe?

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

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

C3. Is your industry involved with product registration?

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

C4. Is your industry involved with product recalls?

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

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

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

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

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

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

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

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

Industry Attitudes to Product Safety 2024

D Roles and Responsibilities (5 min)

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

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

E Challenges and Opportunities (15 min)

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

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

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

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

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

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

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

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

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

E5. To what extent do counterfeit goods pose a risk to product safety in your industry?

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

Industry Attitudes to Product Safety 2024

E6. What about at other phases of process, outside of the manufacturing part e.g. the retailing, distribution or installing elements of getting the final good/s to end-consumers. Do you feel that these areas of the process have enough resource and support to ensure high standards of product safety in your industry?

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

E7. How well do you think your industry understands the diversity of its consumers?

- Does your organisation have a diversity and inclusion strategy? If so, is that staff or consumer focussed, or both?

E8. Thinking about the future, in addition to price increases, what key challenges do you foresee regarding product safety in your industry?

E9. And what opportunities do you foresee?

F Use of AI in business (8 min)

IF USES OR USED AI FROM QUANT SURVEY (G1=1 OR 2)

F1. In the survey you mentioned your business currently/previouslly used AI or machine learning in [INSERT AREAS OF BUSINESS AI HAS BEEN UTILISED]. Did the introduction of AI or machine learning improve the efficiency of outcomes in these areas? Was this use of AI for product safety purposes?

- **IF DID IMPROVE:** How did it improve the efficiency or outcomes in these areas?
- **IF DID IMPROVE:** Has your business observed any measurable improvements e.g. improved customer satisfaction, cost-savings or time saving, as a result of using AI?
- **IF IT DID NOT IMPROVE EFFICIENCY/OUTCOME:** Why not? Did you face any particular issues implementing AI into the business?
- **KEY PROMPT:** Where and how did you discover the potential to use AI or machine learning in your business?
- **KEY PROMPT:** Where did you go for information and guidance surrounding AI or machine learning during the introduction into your business? Does this differ from where you visit for information around regulations? IF YES: Where do you go?
- Thinking back to when you first planned to use AI, what prompted your organisation to explore this technology?

IF USES OR USED AI FROM QUANT SURVEY (G1=1 OR 2)

F2. During the introduction of AI or machine learning into your business, have there been any unforeseen challenges?

- Did you face any pushback from employees?
- Did you face any issues with AI integration into your day to day processes?
- Did you face any difficulties selecting the right AI or machine learning tools/system?
- Did you need to introduce new mitigation measures as a result of introducing AI or machine learning?

Industry Attitudes to Product Safety 2024

- Did you need to navigate any legal or compliance issues due to the introduction of AI or machine learning?

IF PREVIOUSLY USED AI FROM QUANT SURVEY (G1=2)

F3. You mentioned in the survey that your business previously used AI or machine learning. What were the reasons behind discontinuing the use of AI?

- Would you be interested in reintroducing AI or machine learning into the business in the next 5 years?

IF HAS NEVER USED AI IN THE BUSINESS FROM QUANT SURVEY (G1=3)

F4. Would you be interested in introducing AI or machine learning into your business in the next 5 years?

- **IF YES:** In what areas? PROMPT ON: Customer service? Product recommendations? Supply chain management? Predictive maintenance? Fraud detection? Marketing and sales analytics? Assembly line optimisation?
- **IF NO:** Why

G Summary and wrap-up (2 mins)

G1. Is there anything else you'd like to add about the product safety systems?

G2. Thank you very much for taking the time to speak with me today. Would you be willing for us to call you back if we need to clarify any information?

Yes	
No	

IF CONSENT TO RECONTACT

G3. And could I just check, is the number that I called you on today the best number to reach you?

Yes	
No – write in number	

G4. To say thank you for taking part in this research, we would like to either make a £50 charity donation on your behalf to a charity of your choice from a list of pre-approved charities or we can offer you an Amazon voucher or Paypal transfer. Which of these options would you like to choose?

Charity donation	
Amazon Voucher	
Paypal payment	

Industry Attitudes to Product Safety 2024

IF G4 = AMAZON VOUCHER OR PAYPAL PAYMENT

G5. Please could you provide me with your email address?

WRITE IN EMAIL ADDRESS

IF G4 = CHARITY DONATION

G6. Please could you nominate a charity?

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

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

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

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

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

THANK RESPONDENT AND CLOSE INTERVIEW

Appendix E: Qualitative reassurance email

Dear [IFF CONTACT NAME] or Sir / Madam,

You recently kindly did a survey to help understand attitudes and perceptions towards the product safety system, and you agreed to be re-contacted about some follow-up research.

The Department for Business and Trade (DBT) has commissioned IFF Research, an independent market research company, to interview UK businesses to gain further insight into the current product safety system by exploring your views and experiences – to see where the system is working well and where it could be improved.

The interview would take place over the phone or Microsoft Teams, depending on your preference. The discussion would last between 40-45 minutes (depending on how much you have to say). As a thank you for taking part, IFF Research would like to either make a £50 donation to a charity of your choice from a shortlist of charities; or we can offer you an Amazon e-voucher or PayPal transfer.

If you would like to take part, please reply to this email:

- Giving a couple of dates and times when you would be free over the next week or so to be interviewed (I ask for a couple as our researchers have busy diaries)
- Once I know which of the timeslots a researcher can do, I will email you a confirmation for the calendar.

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

www.iffresearch.com/privacy-policy.

If you have any queries concerning the research or would like to arrange a suitable time to take part, please contact Shannon Earl at IFF Research, by emailing Shannon.earl@iffresearch.com or by calling 0207 250 3035.

Thank you again for your help with this important study. Your input would be much appreciated.

Kind regards,

Sandra Virgo

Qualitative Interviewing

Shannon Earl

Research Manager

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Contact us if you have any enquiries about this publication, including requests for alternative formats, at: OPSS.enquiries@businessandtrade.gov.uk

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<https://www.gov.uk/government/organisations/office-for-product-safety-and-standards>