



Office for Product
Safety & Standards

OPSS Product Safety and Consumers: Wave 6

Technical report

November 2024



Detailed methodology

Overview

This research technical report presents the background to how the data was collected and analysed for the sixth wave of OPSS Public Attitudes Tracker (PAT). The main findings are based on a representative sample of 10,182 people from across the United Kingdom (UK) collected through online research methods. The survey builds on the first four 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. Sample sizes and fieldwork periods are as below:

- Wave 1: 10,230 UK adults, surveyed between 17th and 30th November 2020
- Wave 2: 10,296 UK adults, surveyed between 17th May and 15th June 2021
- Wave 3: 10,187 UK adults, surveyed between 23rd November and 14th December 2021
- Wave 4: 10,156 UK adults, surveyed between 22nd June and 5th July 2022
- Wave 5: 10,182 UK adults, surveyed between 23rd November to 11th December 2022.
- Wave 6: 10,216 UK adults, surveyed between 16th June to 3rd July 2023

An additional telephone survey of people who are very low or non-internet users was conducted in parallel with each online survey. The online survey is not representative of the UK population. Sample sizes and fieldwork periods are as below:

- Wave 1: 512 offline adults, surveyed between 23rd November and 12th December 2020
- Wave 2: 251 offline adults, surveyed between 3rd to 28th June 2021
- Wave 3: 251 offline adults, surveyed between 25th November 2021 to 5th January 2022
- Wave 4: 252 offline adults, surveyed between 6th and 28th July 2022
- Wave 5: 250 offline adults, surveyed between 24th November 2022 to 3rd January 2023.
- Wave 6: 252 offline adults, surveyed between 29th June to 19th July 2023.

After the close of the online survey, 4 text-based online focus groups were conducted with survey participants. Groups were split by PLEV ownership, one with e-scooter owners, one with bike owners, one with hoverboards or unicycle owners and one with those who experienced issues with their PLEV.

We also included a mix of age, social grade, genders, ethnicities, and locations. There were between 8-10 participants per group, each group lasted 90 minutes. Participants

were asked to respond to an open-ended question as part of the recruitment criteria to ensure that participants were able to communicate effectively enough to participate in text-based research. Participants were incentivised via retail vouchers, in line with the MRS Code of Conduct. Focus groups were conducted in July and August 2023.

Full details of each previous wave can be found in the relevant technical reports.

Online sample of adults in the United Kingdom

All respondents who took part in the research are drawn solely from the YouGov panel of over 2.5M people who live in the UK. The approach taken was to survey a nationally representative sample of the general public.

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

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

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

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

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

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

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

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

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

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

Variable	Unweighted N	Weighted N	Weighted %
Age			
18 to 24	973	1149	11%
25 to 34	1726	1688	17%
35 to 44	1711	1751	18%
45 to 54	1868	1766	17%
55 to 64	1582	1384	13%
65 to 74	1303	1344	13%
75+	1053	1135	11%
Gender			
Male	4798	4957	49%
Female	5418	5259	51%
Region			
North East	411	419	4%
North West	1112	1124	11%
Yorkshire and the Humber	847	838	8%
East Midlands	766	746	7%
West Midlands	887	899	9%
East of England	970	950	9%
London	1180	1338	13%
South East	1423	1400	14%
South West	895	879	9%
Wales	498	490	5%
Scotland	873	848	8%
Northern Ireland	354	286	3%
Social grade			
AB	2280	2860	28%
C1	3048	2963	29%
C2	2189	2845	21%
DE	2699	2248	22%
Ethnicity			
White British	9202	9053	89%
Black, Asian, Minority Ethnicities	1014	1163	11%

Variable	Unweighted N	Weighted N	Weighted %
Education level			
Low	2442	2851	27%
Medium	4067	4194	41%
High	3707	3171	33%
Total	10182	10182	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 252 people who are very low or non-internet users. This survey was conducted via the telephone by Kudos Research.

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

The sample profile was heavily skewed to those aged over 65 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 three

Variable	Unweighted N
Age	
18 to 64	1
65+	251
Educational attainment	
Low	147
Medium	73
High	32
Gender	
Male	94
Female	158
Total	252

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

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

Questionnaire design

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

To maximise what could be asked within the survey and utilise the large sample size the topical sections are randomly rotated, with the magnets, nightwear or metrology modules each shown to a random third of respondents.

For modules where the target group has a low incidence among the general public, an initial question was asked to all, and follow-up topical questions only asked to relevant respondents. This approach applied to the following topical modules:

- Button batteries: questions only asked to those who report an incident of swallowing or nearly-swallowing button batteries in their household.
- Private Light Electric Vehicles (PLEVs): questions only asked to those who report owning/ having access to at least one PLEV.

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

Questionnaire modules over time

As discussed above, to maximise the number of topics which can be covered in each wave, topical modules are randomised. Core sections are also alternated and not asked in every wave. Not all sections or questions are asked in every wave. The below outlines where overall sections have been included in a survey.

	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6
Core sections						
Perceptions of safety	Y	Y	Y	Y	Y	Y
Perceptions of the OPSS	Y	N	Y	N	Y	N
Experiences of safety issues	Y	Y	Y	Y	Y	Y
Perceptions and experiences of product recalls	Y	Y	Y	N	Y	N
Perceptions and experiences of product registration	Y	Y	Y	Y	Y	Y
Topical sections						
Online purchasing	Y	Y	Y	Y	Y	Y
Second-hand purchasing	Y	N	Y	N	N	Y
Fireworks	Y	N	Y	N	Y	N
Furniture labelling	Y	Y	N	N	N	N
Magnets	Y	Y	Y	Y	N	Y
Country of origin labelling	Y	N	N	Y	N	N
Inclusive design	Y	N	N	Y	N	N
COVID-19 face coverings	Y	N	N	N	N	N
Product labelling	N	Y	N	Y	N	N

	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6
Button and coin batteries	N	N	Y	Y	Y	Y
Circular economy	N	Y	N	N	Y	N
Circular economy: right to repair	N	N	Y	N	N	N
Smart devices	N	Y	N	Y	N	Y
UVC and air cleaners	N	Y	Y	Y	N	N
Home battery energy storage	N	Y	N	Y	N	Y
Construction	N	N	N	Y	N	N
Safety gates	N	N	N	Y	N	N
Cost of living	N	N	N	Y	Y	Y
Eyelash serums/ creams	N	N	Y	N	Y	N
3D printers	N	Y	N	N	N	N
Personal Light Electric Vehicles (PLEVs)	N	N	N	N	Y	Y
Metrology/ measurements	N	N	N	N	Y	Y
Nightwear	N	N	N	N	N	Y

Pilot study

YouGov conducted a thorough stage of survey testing which included piloting the online survey to a total of 115 people. The first survey pilot was undertaken on 16th June 2023 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, 4 text-based online focus groups were conducted with those who opted into taking part at the end of the quantitative survey. Eight-ten participants took part in each group. Groups were split by age and social grade. All groups had a mix of genders, ethnicities, and locations.

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 July and August 2023.

Data analysis and interpretation

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

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

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

Population-level estimates

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

The questions included in the survey were not designed with population-level estimates in mind and caution should be used in interpreting these estimate figures. Respondents are asked about their purchase of a non-exhaustive list of products: wave six included 59 products across nine categories.

Full details of the questionnaire asked and sample profile of respondents can be found elsewhere in this technical report.

Overall experience of safety issues

In wave six, 9.96% of those who bought a listed product in the last six months experienced a safety issue with that product. This is equivalent to 7.83% of all UK adults experiencing a safety issue with a product purchased in the last six months.

At the time of survey fieldwork, the estimated population of adults aged 18+ in the UK was 53,188,204¹. 7.83% of all UK adults is approximately 4.2 million people.

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

Figure 3. Rounded upper/ lower bounds of population estimate

High bound	8.35%	4,400,000
Survey figure	7.83%	4,200,000
Low bound	7.31%	4,000,000

¹ Office for National Statistics. [*Estimates of the Population for the UK, England, Wales, Scotland and Northern Ireland \(Mid-Year 2021\)*](#). Retrieved 25 May 2023.

Survey questionnaire

Question type: *Text*

This survey is on the topic of things you might buy, and the results will be used to inform our client.

Your YouGov Account will be credited with 50 points for completing the survey.

We have tested the survey and found that, on average it takes around 15 minutes to complete. This time may vary depending on factors such as your Internet connection speed and the answers you give.

Please click the forward button below to continue.

Base: All respondents

Question type: *Dyngrid*

#row order: *randomize*

[CCP1] Of the following types of organisations, in general how trustworthy or not do you think each are in how they operate towards you?

- | | |
|-----------------|---|
| -[CCP1_2] | UK government departments |
| -[CCP1_3] | Local government (e.g. local authorities, local councils) |
| -[CCP1_4] | Non-governmental organisation (e.g. Greenpeace, Save the Children) |
| -[CCP1_5] | Consumer protection bodies (e.g. Citizens Advice, Which?) |
| -[CCP1_9] | Online marketplaces (e.g. Amazon Marketplace, eBay, Etsy) |
| -[CCP1_10] | Second-hand shops (e.g. charity shops, other independent second-hand shops) |
| -[CCP1_11] | Online retail outlets (e.g. Amazon, Argos etc.) |
| -[CCP1_12] | Physical store retail outlets |
| <1> | Very trustworthy |
| <2> | Trustworthy |
| <3> | Neither |
| <4> | Untrustworthy |
| <5> | Very untrustworthy |
| <977 fixed xor> | Don't know |

Question type: *Text*

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

Base: All respondents

Question type: Multiple

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

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

- | | | | |
|-----|--|-----------------------|---|
| <1> | The price | <8> | Online reviews/
recommendations |
| <2> | The brand name of the retailer | <9> | A previous experience of
buying the product |
| <3> | The brand name of the manufacturer | <10> | What the product looks/
feels like |
| <4> | The country of manufacture/ origin | <11> | Recommendations from
friends/ family |
| <5> | The warranty/ guarantee offered | <955
fixed> | Other (open
[CCP2_other]) [open]
please specify |
| <6> | The UK government products safety
framework | <977
fixed
xor> | Don't know |
| <7> | A kitemark/ quality trademark | <944
fixed
xor> | Not applicable – nothing |

Base: All respondents

Question type: Grid

#row order: randomize

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

- [CCP3_1] I only buy from retailers I trust to ensure the products they sell are safe
- [CCP3_3] Products sold in the UK are generally safe as there are regulations in place to ensure this
- [CCP3_4] UK retailers would not risk their reputation by selling a product that could be unsafe
- [CCP3_5] Safety issues are more likely to be caused by people misusing products, rather than an issue with the product itself
- [CCP3_6] I am willing to have a product that is less safe if it costs less
- [CCP3_8] I expect a product to be safe regardless of price

- [CCP3_10] Products bought online have more safety risks than products bought in shops
- [CCP3_11] I usually look for product safety labels and markings when making a purchase
- <1> Strongly agree
- <2> Agree
- <3> Neither agree nor disagree
- <4> Disagree
- <5> Strongly disagree

Question type: Text

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

Base: All respondents

Question type: Single

[CCP5] To what extent do you feel that the UK's system for regulating the safety of products ensures that products you purchase are safe?

- <1> Completely
- <2> A great deal
- <3> Somewhat
- <4> Not at all
- <977 fixed xor> Don't know

Question type: Single

#Question display logic:

if gryphon.interview_type=="test"

[q_split_modules_sample] THIS IS SHOWN ONLY IN TEST MODESplit modules sample:

- <1> Module topic_onlinepurchase
- <2> Module second hand / topic_e_labelling

Question type: Single

#Question display logic:

if gryphon.interview_type=="test" and q_split_modules_sample==2

[q_split_modules_sample2] THIS IS SHOWN ONLY IN TEST MODESplit modules sample2:

<1> Module second hand
<2> Module topic_e_labelling

Question type: *Text*

Moving on...

#Module display logic:

If [q_split_modules_sample] - Module topic_onlinepurchase is selected [if q_split_modules_sample == 1]

Question type: *Text*

The following questions are about purchasing products online. Please do NOT think about purchasing any food, pharmaceutical, or vehicles. Even if you never purchase items online, we are interested in your opinion

Question type: *Text*

#Question display logic:

if error_TO11a

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

Base: All in online purchase section

Question type: *Multiple*

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

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

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

Question type: *Text*
#Question display logic:
if error_TO11b

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

Base: All in online purchase section

Question type: *Multiple*

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

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

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

Question type: *Text*
#Question display logic:
if error_TO11c

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

Base: All in online purchase section

Question type: *Multiple*

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

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

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

Question type: *Text*
#Question display logic:
if error_TO11d

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

Base: All in online purchase section

Question type: *Multiple*

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

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

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

Question type: *Text*
#Question display logic:
if error_TO11e

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

Base: All in online purchase section

Question type: *Multiple*

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

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

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

Question type: *Text*
#Question display logic:
if error_TO11f

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

Base: All in online purchase section

Question type: *Multiple*

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

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

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

Question type: *Text*
#Question display logic:
if error_TO11g

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

Base: All in online purchase section

Question type: *Multiple*

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

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

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

Question type: *Text*
#Question display logic:
if error_TO11h

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

Base: All in online purchase section

Question type: *Multiple*

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

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

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

Question type: *Text*
#Question display logic:
if error_TO11i

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

Base: All in online purchase section

Question type: *Multiple*

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

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

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

Base: All in online purchase section

Question type: Multiple

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

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

Base: All in online purchase section

Question type: Multiple

#row order: randomize(Rand10)

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

- <null> ||list_TO7||
- <9 fixed> Other online marketplace (open [TO7_other1]) [open] please specify
- <955 fixed> Other social media marketplace (open [TO7_other2]) [open] please specify
- <977 fixed xor> Don't know / can't recall
- <944 fixed xor> Not applicable - I have not purchased from any of these in the past 6 months

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

Question type: Grid

#row order: randomize(Rand10)

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

- [TO13_1] Amazon marketplace or Amazon handmade
- [TO13_2] Etsy
- [TO13_3] Wish

-[TO13_4]	Ebay
-[TO13_5]	Aliexpress
-[TO13_6]	Vinted
-[TO13_7]	Shpock
-[TO13_8]	Depop
-[TO13_10]	Facebook Marketplace
-[TO13_11]	Discogs
<1>	More than once a week
<2>	Once a week
<3>	Once a fortnight
<4>	Once a month
<5>	Less than once a month
<977 fixed xor>	Don't know

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

Question type: Grid-Check

#row order: randomize(Rand10)

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

-[TO14a_1]	Amazon marketplace or Amazon handmade
-[TO14a_2]	Etsy
-[TO14a_3]	Wish
-[TO14a_4]	Ebay
-[TO14a_5]	Aliexpress
-[TO14a_6]	Vinted
-[TO14a_7]	Shpock
-[TO14a_8]	Depop
-[TO14a_10]	Facebook Marketplace
<1>	Electrical appliances (e.g. laptop, toaster, hairdryer, lights, vacuum cleaner, games console, smart home devices)
<2>	Baby products (e.g. baby car seat, cot, pushchairs, bedding, changing table)
<3>	Toys (e.g. board game, action figure, building blocks)
<4>	Cosmetics (e.g. hair dye, make up, shampoo, toothpaste)
<5>	Large domestic appliances (e.g. refrigerator, washing machine, oven)

- <6> Clothes/ clothing accessories (e.g. shoes, sportswear, bags, jewellery)
- <7> Furniture/ furnishings (e.g. sofa, bed, curtains, carpets)
- <8> Homeware, non-electrical (e.g. crockery, wall decorations)
- <9> Sports and leisure item(s), not including clothes (e.g. treadmill, bikes and accessories, musical instruments)
- <944 fixed xor> None of these
- <977 fixed xor> Don't know/ can't recall

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

Question type: **Single**

#row order: reverse

#Question display logic:

if not TO7.has_any([977,944])

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

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

Base: All in online purchase section

Question type: **Multiple**

#row order: randomize(Rand10)

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

- <null> ||list_TO7||
- <9 fixed> Other online marketplace (specify) (open [TO9_other1]) [open]
- <955 fixed> I have sold an item elsewhere online (open [TO9_other2]) [open]
- <944 fixed xor> I have not sold an item online in the past 6 months
- <977 fixed xor> Don't know / can't recall

Base: All who sold a product on an online platform

Question type: **Multiple**

#Question display logic:

if not TO9.has_any([944,977])

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

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

Base: All respondents

Question type: Grid

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

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

Base: All respondents

Question type: Grid

#row order: randomize

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

- [TO4_1] Phone charger

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

#Module display logic:

If [q_split_modules_sample2] - Module topic_e_labelling is selected [if q_split_modules_sample2 == 2]

Base: All in elabelling section

Question type: **Grid-Check**

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

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

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

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

Base: All in e-labelling section

Question type: **Grid**

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

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

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

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

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

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

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

Base: All in e-labelling section

Question type: *Single*
 #row order: *randomize*

[TE3] For the following question, by “product label” we mean a permanent label or marking attached to the physical product.
 In which ONE, if any, of the following ways would you prefer to access safety information about \$TE3_product.lower?

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

#Module display logic:
 If [q_split_modules_sample2] - Module second hand is selected [if q_split_modules_sample2 == 1]

Base: All respondents

Question type: **Multiple**

#row order: randomize(rand9)

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

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

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

Base: All who would buy secondhand

Question type: **Multiple**

#row order: randomize

#Question display logic:

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

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

- <1> Online marketplace (e.g. Amazon Marketplace, eBay, Etsy)
- <2> Online community buy and sell pages (e.g. social media community groups such as Facebook Marketplace, GumTree)
- <3> Charity shops (i.e. where sales fund a charitable organisation)
- <4> Second hand shops (i.e. private business not linked to a charity)
- <5> Car boot sales

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

Base: All who would buy secondhand

Question type: **Grid**

#row order: randomize

#Question display logic:

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

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

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

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

Base: All who would buy secondhand

Question type: **Multiple**

#row order: randomize

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

<1> I check if it comes with its original packaging / product information
<2> I check if it looks 'used'
<3> I check the product recall database
<4> I check if it is covered by a warranty
<5> I check if it has been registered with the original retailer/manufacturer
<6> I ask the seller if they have noticed any faults
<7> I check reviews and feedback on the seller
<8> If it's an electrical item, I check if it has been PAT tested
<955 fixed> Other (open [TS4m_other]) [open] please specify
<977 fixed xor> Don't know

<944 fixed xor> Not applicable - I do not do anything

Base: All respondents

Question type: **Multiple**

#row order: randomize(rand9)

[CP1] For the following question, please think about any items bought new or second hand. Do not include gifts for someone outside your household or any items bought on holiday/ whilst overseas. Which of the following have you purchased for yourself or your household to use in the **last SIX months** (i.e. since \$CP1_DATE)? (Please select all that apply)

- <1> Electrical appliances (e.g. laptop, toaster, hairdryer, lights, vacuum cleaner, games console, smart home devices)
- <2> Baby products (e.g. baby car seat, cot, pushchairs, bedding, changing table)
- <3> Toys (e.g. board game, action figure, building blocks)
- <4> Cosmetics (e.g. hair dye, make up, shampoo, toothpaste)
- <5> Large domestic appliances (e.g. refrigerator, washing machine, oven)
- <6> Clothes / clothing accessories (e.g. shoes, sportswear, bags, jewellery)
- <7> Furniture / furnishings (e.g. sofa, bed, curtains, carpets)
- <8> Homeware, non-electrical (e.g. crockery, wall decorations)
- <9> Sports and leisure item(s), not including clothes (e.g. treadmill, bikes and accessories, musical instruments)
- <977 fixed xor> Don't know/ can't recall
- <944 fixed xor> Not applicable – I have not purchased any of these items in the last SIX months

#order: randomize

Base: All who purchased electricals

Question type: **Multiple**

#row order: randomize

#Question display logic:

If [CP1] - Electrical appliances (e.g. laptop, toaster, hairdryer, lights, vacuum cleaner, games console, smart home devices) is selected [if 1 in CP1]

[CP2_category1] For the following questions please think about the electrical appliances category you purchased in the last SIX months...

What products did you purchase? (Please select all that apply)

- <1> Laptop / tablet/ mobile phone
- <2> Charger
- <3> Speaker / headphones
- <4> Small kitchen appliance (e.g. toaster, kettle, blender, microwave)
- <5> Electronic game / console
- <6> Vacuum cleaner
- <7> Smart home device (e.g. Smart speaker/ assistant, smart thermostat)
- <955 fixed> Other (open [CP2_category1_other]) [open] please specify

Base: All who purchased baby items

Question type: **Multiple**

#row order: randomize

#Question display logic:

If [CP1] - Baby products (e.g. baby car seat, cot, pushchairs, bedding, changing table) is selected [if 2 in CP1]

[CP2_category2] For the following questions please think about the baby product category you purchased in the last SIX months...

What products did you purchase? (Please select all that apply)

- <1> Pushchair
- <2> Cot
- <3> Car seat
- <4> Changing table
- <5> Baby carrier
- <6> Baby monitor
- <7> Nappies
- <955 fixed> Other (open [CP2_category2_other]) [open] please specify

Base: All who purchased toys

Question type: **Multiple**

#row order: randomize

#Question display logic:

If [CP1] - Toys (e.g. board game, action figure, building blocks) is selected [if 3 in CP1]

[CP2_category3] For the following questions please think about the toys you purchased in the last SIX months...

What products did you purchase? (Please select all that apply)

- <1> Baby toy
- <2> Sports toy
- <3> Board game
- <4> Doll / action figure
- <5> Construction toy
- <6> Building blocks
- <7> Craft toys (e.g. painting, necklace kits etc.)
- <955 fixed> Other (open [CP2_category3_other]) [open] please specify

Base: All who purchased cosmetics

Question type: **Multiple**

#row order: randomize

#Question display logic:

If [CP1] - Cosmetics (e.g. hair dye, make up, shampoo, toothpaste) is selected [if 4 in CP1]

[CP2_category4] For the following questions please think about the cosmetics category you purchased in the last SIX months...

What products did you purchase? (Please select all that apply)

- <1> Make-up
- <2> Toothpaste
- <3> Moisturiser
- <4> Shampoo/ shower gel
- <5> Hair dye
- <6> Hand wash
- <955 fixed> Other (open [CP2_category4_other]) [open] please specify

Base: All who purchased white goods

Question type: **Multiple**

#row order: randomize

#Question display logic:

If [CP1] - Large domestic appliances (e.g. refrigerator, washing machine, oven) is selected [if 5 in CP1]

[CP2_category5] For the following questions please think about the large domestic appliances you purchased in the last SIX months...

What products did you purchase? (Please select all that apply)

- <1> Refrigerator / freezer
- <2> Extractor
- <3> Washing machine / combined washer-dryer
- <4> Tumble dryer
- <5> Electric oven
- <6> Dishwasher
- <7> Gas appliances (e.g. gas cookers, gas fires, gas boilers)
- <955 fixed> Other (open [CP2_category5_other]) [open] please specify

Base: All who purchased clothing

Question type: **Multiple**

#row order: randomize

#Question display logic:

If [CP1] - Clothes / clothing accessories (e.g. shoes, sportswear, bags, jewellery) is selected [if 6 in CP1]

[CP2_category6] For the following questions please think about the clothes/ clothing accessories you purchased in the last SIX months...

What products did you purchase? (Please select all that apply)

- <1> Footwear
- <2> Sportswear/ leisurewear
- <3> Bags
- <4> Jewellery
- <5> Clothing
- <955 fixed> Other (open [CP2_category6_other]) [open] please specify

Base: All who purchased furniture

Question type: **Multiple**

#row order: randomize

#Question display logic:

If [CP1] - Furniture / furnishings (e.g. sofa, bed, curtains, carpets) is selected [if 7 in CP1]

[CP2_category7] For the following questions please think about the furniture and furnishings you purchased in the last SIX months...

What products did you purchase? (Please select all that apply)

- <1> Sofa/ armchair
- <2> Bed
- <3> Curtains
- <4> Carpets/ rugs

- <5> Table/ side table
- <6> Chest of drawers/ wardrobe
- <7> Outdoor furniture
- <8> Home office furniture
- <955 fixed> Other (open [CP2_category7_other]) [open] please specify

Base: All who purchased homeware

Question type: **Multiple**

#row order: randomize

#Question display logic:

If [CP1] - Homeware, non-electrical (e.g. crockery, wall decorations) is selected [if 8 in CP1]

[CP2_category8] For the following questions please think about the homeware you purchased in the last SIX months...

What products did you purchase? (Please select all that apply)

- <1> Crockery
- <2> Silverware/ cutlery
- <3> Wall decorations (e.g. picture frames)
- <4> Towels/ bedding
- <955 fixed> Other (open [CP2_category8_other]) [open] please specify

Base: All who purchased sports and leisure

Question type: **Multiple**

#row order: randomize

#Question display logic:

If [CP1] - Sports and leisure item(s), not including clothes (e.g. treadmill, bikes and accessories, musical instruments) is selected [if 9 in CP1]

[CP2_category9] For the following questions please think about the sports & leisure you purchased in the last SIX months...

What products did you purchase? (Please select all that apply)

- <1> Indoor exercise equipment (e.g. treadmill, stationary bike, weights, yoga mats etc.)
- <2> Bikes and accessories
- <8> Sports equipment (e.g. tennis rackets, golf clubs, footballs etc.)
- <3> Musical instruments
- <4> Books
- <5> Gardening tools/ equipment
- <6> Camping equipment

<7> Arts and crafts supplies
<955 fixed> Other (open [CP2_category9_other]) [open] please specify

Base: All who purchased white goods

Question type: **Multiple**

#row order: randomize

#Question display logic:

If [CP1] - Large domestic appliances (e.g. refrigerator, washing machine, oven) is selected [if 5 in CP1]

[CP2_smart] Were any of the following Large domestic appliances that you purchased “smart goods”, i.e. connected to the internet or controlled by a remote device when you use them? (Please select all that apply)

<1 if 1 in CP2_category5> Refrigerator / freezer
<2 if 2 in CP2_category5> Extractor
<3 if 3 in CP2_category5> Washing machine / combined washer-dryer
<4 if 4 in CP2_category5> Tumble dryer
<5 if 5 in CP2_category5> Electric oven
<6 if 6 in CP2_category5> Dishwasher
<7 if 7 in CP2_category5> Gas appliances (e.g. gas cookers, gas fires, gas boilers)
<955 fixed> \$CP2_category5_other.raw
<944 fixed xor> Not applicable - they weren't smart goods

#option display logic:

<955> - If [CP2_category5] - Other is selected [if 955 in CP2_category5]

Question type: **Single**

#Columns: 3

#Question display logic:

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

[CP2_PRODUCT] THIS IS SHOWN ONLY IN TEST MODE dummy variable to set product

Response Option List: CP2_list

Question type: **Text**

We are now going to ask you a series of questions about one product that you said you had bought in the past six months. Please think about when you purchased the

\$CP2_PRODUCT.lower. If you've purchased more than one **\$CP2_PRODUCT.lower** in the past six months, please think about your most recent purchase.

Base: All allocated a product

Question type: **Single**

#Question display logic:

if CP2_PRODUCT

[CP3] Thinking about when you bought the \$CP2_PRODUCT.lower...

Was this new or second hand?

- <1> Brand new (unopened, in original packaging)
- <2> New 'other' (unused, no signs of wear but may be missing original packaging or unsealed. Includes factory seconds or unused item with defect)
- <3> Second hand used

Base: All allocated a product

Question type: **Single**

#Question display logic:

if CP2_PRODUCT

[CP4] And did you make this purchase online? (This includes 'click and collect' orders. This does not include products advertised online but paid for in-person)

- <1> Yes
- <2> No

Base: All allocated a product, bought offline

Question type: **Single**

#row order: randomize

#Question display logic:

If [CP4] - No is selected [if CP4 == 2]

[CP5] Which of the following best describes where you purchased it from?

- <1> High street retailer
- <2> Discount retailer or outlet
- <3> Supermarket
- <4> Market stall or 'pop-up' shop
- <5 if CP3==3> Directly from the previous owner
- <6> A nearly new sale
- <7> Directly from the manufacturer

- <8> Buying from someone who makes things at home
- <9> Second-hand shop/ charity shop
- <955 fixed> Other (open [CP5_other]) [open] please specify
- <977 fixed xor> Don't know/ can't recall

#option display logic:

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

Base: All allocated a product, bought online

Question type: **Single**

#row order: randomize

[CP6] Which of the following best describes where you purchased it from?

- | | | | |
|------|--|-----------------|---|
| <3> | Amazon | <13> | Other online marketplaces (e.g. Depop, Shpock) |
| <8> | Amazon marketplace (including Amazon handmade) | <7> | Social Media Marketplace (e.g Facebook Marketplace) |
| <9> | Etsy | <4> | Online retailer (e.g. Argos, Wayfair, Sainsburys) |
| <10> | Wish | <6> | Manufacturer's website (e.g. Beko, Apple) |
| <11> | Ebay | <955 fixed> | Other (open [CP6_other]) [open] |
| <12> | Aliexpress | <977 fixed xor> | Don't know/ can't recall |

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

Question type: **Multiple**

#row order: randomize

#Question display logic:

If [CP6] - Amazon marketplace (including Amazon handmade) or Etsy or Wish or Ebay or Aliexpress or Other online marketplaces (e.g. Depop, Shpock) or Social Media Marketplace (e.g Facebook Marketplace), is selected [if CP6 in [8,9,10,11,12,13,7]]

[CP9m] You said you purchased \$CP2_PRODUCT.lower from an online marketplace...

Who do you think has any responsibility for ensuring that the product is safe for UK consumers? (Please select all that apply)

- <1> The online marketplace
- <2> The manufacturer
- <3> The seller (if different from the manufacturer)
- <4> The government/ a regulator
- <5> The individual consumers
- <977 fixed xor> Don't know/ can't recall

Base: All allocated a product, bought from an online marketplace

Question type: **Single**

#row order: randomize

#Question display logic:

If [CP6] - Amazon marketplace (including Amazon handmade) or Etsy or Wish or Ebay or Aliexpress or Other online marketplaces (e.g. Depop, Shpock) or Social Media Marketplace (e.g Facebook Marketplace), is selected [if CP6 in [8,9,10,11,12,13,7]]

[CP7] You said you purchased \$CP2_PRODUCT.lower from an online marketplace...

Who do you think is **most** responsible for ensuring that the product is safe for UK consumers?

- <1> The online marketplace
- <2> The manufacturer
- <3> The seller (if different from the manufacturer)
- <4> The government/ a regulator
- <5> The individual consumers
- <977 fixed xor> Don't know/ can't recall

Base: All allocated a product

Question type: **Multiple**

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

#Question display logic:

if CP2_PRODUCT

[CP8] Which, if any, of the following did you take into account when you were considering buying the \$CP2_PRODUCT.lower? (Please select the THREE most important factors)

- <1> Purchase price
- <2 if CP2_PRODUCT in [1,2,3,4,5,6,7,28,29,30,31,32,33]> Running costs
- <10> Online user reviews
- <11> Reviews from independent

<3>	Environmental impact	<12>	consumer bodies (e.g. Which?) Recommendations from friends or family
<4>	Style / fashion	<13>	Ease of purchase
<5>	Quality	<14>	Speed of delivery
<6>	Product safety	<15>	Ease of use
<7>	Brand name	<16>	Ethical production
<8>	The retailer or seller	<944 fixed xor>	None of these
<9>	Warranty / money back guarantee		

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

Question type: **Single**

#row order: rotate

#Question display logic:

If [CP8] - Purchase price is selected

And If [CP8] - Running costs is selected

[if 1 in CP8 and 2 in CP8]

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

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

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

Base: All who bought a specific product

Question type: **Grid**

#row order: randomize

#Question display logic:

if len(eligible) > 0

[CE1] You said that you purchased the following products in the last ****SIX months****. Did you experience any safety issues with these products?

-[CE1_1 if 1 in eligible]	Laptop / tablet/ mobile phone	-[CE1_31 if 31 in eligible]	Tumble dryer
-[CE1_2 if 2 in eligible]	Charger	-[CE1_32 if 32 in eligible]	Electric oven

-[CE1_3 if 3 in eligible]	Speakers / headphones	-[CE1_33 if 33 in eligible]	Dishwasher
-[CE1_4 if 4 in eligible]	Small kitchen appliance (e.g. toaster, kettle, blender, microwave)	-[CE1_59 if 59 in eligible]	Gas appliances (e.g. gas cooker, gas fires, gas boilers)
-[CE1_5 if 5 in eligible]	Electronic game / console	-[CE1_34 if 34 in eligible]	Footwear
-[CE1_6 if 6 in eligible]	Vacuum cleaner	-[CE1_35 if 35 in eligible]	Sportswear/ leisurewear
-[CE1_7 if 7 in eligible]	Smart home device (e.g. Smart speaker/ assistant, smart thermostat)	-[CE1_36 if 36 in eligible]	Bags
-[CE1_8 if 8 in eligible]	Pushchair	-[CE1_37 if 37 in eligible]	Jewellery
-[CE1_9 if 9 in eligible]	Cot	-[CE1_38 if 38 in eligible]	Clothing
-[CE1_10 if 10 in eligible]	Car seat	-[CE1_39 if 39 in eligible]	Sofa/ armchair
-[CE1_11 if 11 in eligible]	Changing table	-[CE1_40 if 40 in eligible]	Bed
-[CE1_12 if 12 in eligible]	Baby carrier	-[CE1_41 if 41 in eligible]	Curtains
-[CE1_13 if 13 in eligible]	Baby monitor	-[CE1_42 if 42 in eligible]	Carpets/ rugs
-[CE1_14 if 14 in eligible]	Nappies	-[CE1_43 if 43 in eligible]	Table/ side table
-[CE1_15 if 15 in eligible]	Baby toy	-[CE1_44 if 44 in eligible]	Chest of drawers/ wardrobe
-[CE1_16 if 16 in eligible]	Sports toy	-[CE1_45 if 45 in eligible]	Outdoor furniture
-[CE1_17 if 17 in eligible]	Board game	-[CE1_46 if 46 in eligible]	Home office furniture
-[CE1_18 if 18 in eligible]	Doll / action figure	-[CE1_47 if 47 in eligible]	Crockery
-[CE1_19 if 19 in eligible]	Construction toy	-[CE1_48 if 48 in eligible]	Silverware/ cutlery
-[CE1_20 if 20 in eligible]	Building blocks	-[CE1_49 if 49 in eligible]	Wall decorations (e.g. picture frames)
-[CE1_21 if 21 in eligible]	Craft toys (e.g. painting, necklace kits etc.)	-[CE1_50 if 50 in eligible]	Towels/ bedding

-[CE1_22 if 22 in eligible]	Make-up	-[CE1_51 if 51 in eligible]	Indoor exercise equipment (e.g. treadmill, stationary bike, weights, yoga mats etc.)
-[CE1_23 if 23 in eligible]	Toothpaste	-[CE1_52 if 52 in eligible]	Bikes and accessories
-[CE1_24 if 24 in eligible]	Moisturiser	-[CE1_58 if 58 in eligible]	Sports equipment (e.g. tennis rackets, golf clubs, footballs etc.)
-[CE1_25 if 25 in eligible]	Shampoo/ shower gel	-[CE1_53 if 53 in eligible]	Musical instruments
-[CE1_26 if 26 in eligible]	Hair dye	-[CE1_54 if 54 in eligible]	Books
-[CE1_27 if 27 in eligible]	Hand wash	-[CE1_55 if 55 in eligible]	Gardening tools/ equipment
-[CE1_28 if 28 in eligible]	Refrigerator / freezer	-[CE1_56 if 56 in eligible]	Camping equipment
-[CE1_29 if 29 in eligible]	Extractor	-[CE1_57 if 57 in eligible]	Arts and crafts supplies
-[CE1_30 if 30 in eligible]	Washing machine / combined washer-dryer		
<1>	Yes, I did		
<2>	No, I didn't		
<977 fixed xor>	Don't know/ can't recall		

Question type: **Single**

#Columns: 3

#Question display logic:

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

[CE1_product] THIS IS SHOWN ONLY IN TEST MODE dummy variable to set product

Response Option List: CP2_list

Question type: **Text**

We are now going to ask you a series of questions about one product that you said you had a safety issue with. Please think about the \$CE1_product.lower. If you have experienced more than one safety issue with the \$CE1_product.lower, please think about the most recent.

Base: Experienced a safety issue with a product

Question type: **Single**

#Question display logic:

if CE1_product

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

\$CE1_product.lower...

Please consider a scale of 1 to 10, where 1 represents the least serious type of issue you could face and 10 represents the most serious.

What number best represents the seriousness of the issue?

- | | |
|------|-----------------------|
| <1> | 1 - the least serious |
| <2> | 2 |
| <3> | 3 |
| <4> | 4 |
| <5> | 5 |
| <6> | 6 |
| <7> | 7 |
| <8> | 8 |
| <9> | 9 |
| <10> | 10 - the most serious |
| <98> | Don't know |

Base: Experienced a safety issue with a product

Question type: **Multiple**

#row order: randomize

#Question display logic:

if CE1_product

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

\$CE1_product.lower

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

- | | |
|-----------------|---|
| <1> | Physical harm |
| <2> | Distress/ increased stress |
| <3> | Damage to property or other household items |
| <944 fixed xor> | None of the above |

Base: All whose safety issue caused damage

Question type: **Multiple**

#row order: randomize

#Question display logic:

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

[CE4] You said earlier that a safety issue you had with the following product: \$CE1_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

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]

[CE5] You said earlier that the safety issue you had with the following product: \$CE1_product.lower resulted in damage.

What was the monetary value of the damage and any repairs needed? (If you are unsure, please give your best estimate)

- <1> £ (open [CE5_open]) [open:integer]
- <977> Don't know/ can't remember

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: \$CE1_product.lower resulted in harm to the user.

What was the main level of harm experienced?

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

<933 fixed xor> Prefer not to say

Question type: *Text*
#Question display logic:
if showError==1

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

Base: All who experienced a safety issue with a product

Question type: *Multiple*
#row order: *randomize*
#Question display logic:
if CE1_product

[CE7] Which of the following actions did you take after becoming aware of the safety issue with the following product: **\$CE1_product.lower**? (Please select all that apply)

- <1> Returned the item for a refund/ exchange
- <2> Threw it away/ stopped using it but did not return
- <3> Followed manufacturer's guidance for safe use
- <4> Tried to fix it myself
- <5> Allowed manufacturer to make modification
- <6> Complained to the manufacturer
- <7> Complained to where I bought it from
- <955 fixed> Other (open [CE7_other]) [open] please specify
- <977 fixed xor> Don't know/ can't recall
- <944 fixed xor> Nothing, I didn't take any action

Base: All who experienced a safety issue

Question type: *Single*
#Question display logic:
if CE1_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
- <4> Don't know

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

Question type: **Multiple**

#row order: randomize

#Question display logic:

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

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

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

Base: All who had a safety issue

Question type: **Multiple**

#exactly number of choices: 4

#Question display logic:

if CE1_product

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

Please describe, in as much detail as possible what happened (i.e. what circumstances led to the safety issue, what was the issue, who was affected, if healthcare was needed)

- <1> The circumstances that led to the safety issue (open [CE11_other1]) [open]
- <2> What was the safety issue (open [CE11_other2]) [open]
- <3> Who was affected (open [CE11_other3]) [open]
- <4> What healthcare, if any, was needed (open [CE11_other4]) [open]
- <100 fixed xor> Prefer not to say

Base: All

Question type: **Multiple**

#row order: randomize

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

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

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

Question type: Grid

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

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

-[CE13_1 if 1 in CE12]	The police
-[CE13_2 if 2 in CE12]	Your local authority \$CE13_2_resp
-[CE13_3 if 3 in CE12]	The Citizens Advice Consumer Helpline
-[CE13_4 if 4 in CE12]	Advice Direct Scotland
-[CE13_5 if 5 in CE12]	The media (e.g. newspaper, radio, TV)
-[CE13_6 if 6 in CE12]	Which?
-[CE13_7 if 7 in CE12]	The Office for Product Safety and Standards (OPSS)
-[CE13_8 if 8 in CE12]	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_9] - If [CE12] - The seller/ where I bought it from is selected [if 9 in CE12]

Base: All

Question type: *Single*

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

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

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

Base: All

Question type: *Single*

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

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

Question type: *Multiple*

#Question display logic:

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

[split_modules] THIS IS SHOWN ONLY IN TEST MODE Chosen modules:

- <6> Topic_magnets
- <7> Topic_Smart_devices

<8> Topic_buttonbatteries
<12> Battery storage
<14> Topic_metrology
<15> Topic_nightwear

#order: randomize

#Module display logic:
If [split_modules] - Topic_magnets is selected

Question type: *Text*

On a different topic...

Base: All in magnets section

Question type: *Grid*

#row order: randomize

[TM2] Thinking about the following types of toy, how concerned or not would you be that they are safe for a child under 5 to play with?

-[TM2_1] Board games
-[TM2_2] Doll/ action figure
-[TM2_3] Building blocks
-[TM2_4] Construction toys with magnetic pieces
-[TM2_5] Fidget toys with magnetic pieces
-[TM2_6] Magnetic desk toys
-[TM2_7] A toy with a button/ coin battery
-[TM2_8] A toy with an AAA/ AA battery
<1> Very concerned
<2> Concerned
<3> Not very concerned
<4> Not concerned at all
<977> Don't know

Base: All in magnets section

Question type: *Multiple*

#row order: randomize

[TM1] In the past six months, have you purchased any of the following that contain magnetic pieces?

- <1> Magnetic desk toys
- <2> Fidget toys
- <3> Children's construction toys
- <4> Magnetic piercings
- <955 fixed> Other magnetic items (open [TM1_other]) [open] please specify
- <944 fixed xor> Not applicable – I have not purchased any items that contain magnetic pieces in the past six months

*#Module display logic:
If [split_modules] - Topic_buttonbatteries is selected*

#order: randomize

*Question type: Multiple
#row order: randomize #Columns: 2 #Response Options Layout: horizontal*

[TBB12a_new] Which, if any of the following images do you think shows a ****coin battery****?

- <1> \$batt1.raw
- <2> \$batt2.raw
- <3> \$batt3.raw
- <4> \$batt4.raw
- <944 fixed xor> None of these
- <977 fixed xor> Don't know

*Question type: Multiple
#row order: randomize #Columns: 2 #Response Options Layout: horizontal*

[TBB12b_new] Which, if any of the following images do you think shows a ****button battery****?

- <1> \$batt1.raw
- <2> \$batt2.raw
- <3> \$batt3.raw

<4> \$batt4.raw
 <944 fixed xor> None of these
 <977 fixed xor> Don't know

Base: All in magnets/ battery section

Question type: **Multiple**
 #row order: randomize

[TBB6] Button batteries (sometimes known as coin batteries) are small flat circular batteries, often around 1(button) to 2 (coin) cm diameter.

In the past six months, have you purchased any of the following that contain button batteries?

<1>	Watches	<7>	Kitchen scales
<2>	Calculators	<8>	LED lights
<3>	Electronic toys (e.g. light up fidget spinners, small robot toys)	<9>	LED candles
<4>	Greeting cards that make noise	<955 fixed>	Other items (open [TBB6_other]) [open] please specify
<5>	Remote controls	<977 fixed xor>	Don't know/ can't recall
<6>	Digital thermometers	<944 fixed xor>	Not applicable – I have not purchased any items that contain button batteries in the past six months

Base: All in magnets/ battery section

Question type: **Single**

[TBB7as] Thinking about all items with button batteries in your home, to what extent are the battery compartments secured?

<1> All have secured compartments
 <2> Most have secured compartments
 <3> Some have secured compartments
 <4> None have secured compartments
 <977 fixed xor> Don't know
 <944 fixed xor> Not applicable – I don't have any button battery products in my home

Base: All in magnets section who bought button battery item

Question type: **Multiple**

#row order: randomize

#Question display logic:

if TBB6.has_any([1,2,3,4,5,6,7,8,9,955])

[TBB8] Which, if any, of the following are important to you when buying an item which uses button batteries?

<1>	Purchase price of the product	<7>	Product reviews/ ratings
<2>	Ongoing costs (e.g. costs to replace batteries regularly)	<8>	Type of battery
<3>	Battery life (e.g. how long until the batteries need replacing)	<9>	Battery safety
<4>	The battery compartment is secured	<955 fixed>	Other (open [TBB8_other]) [open] please specify
<5>	Brand	<977 fixed xor>	Don't know
<6>	Information/ warnings on the product packaging	<944 fixed xor>	Not applicable - nothing is important

Question type: **Multiple**

#row order: randomize

[TBB12_sec] Which, if any, of the following do you think is a potential **hazard** associated with coin/ button batteries?

<1>	Choking
<2>	Chemical burns to internal organs if swallowed (e.g. the oesophagus)
<3>	Electric shock
<4>	Overheating/ ignition
<5>	External chemical burns (e.g. on the skin)
<6>	Broken teeth
<7>	Cuts/ lacerations
<944 fixed xor>	None of these
<977 fixed xor>	Don't know

Base: All

Question type: **Single**

[TBB9] \$pic_TBB9.raw

For the following question, please remember that your answers will always be treated anonymously and confidentially.

Have you or someone in your household ever swallowed, or nearly swallowed a small battery, such as a button battery, or coin battery? If yes, please describe the incident in the box below giving as much detail as possible.

- <1> Yes (open [TBB9_other]) [open]
- <2> No
- <977 fixed xor> Don't know/ can't recall
- <933 fixed xor> Prefer not to say

Base: All who had a safety issue with button battery

Question type: Multiple

#row order: randomize

#Question display logic:

If [TBB9] - Yes is selected [if TBB9 == 1]

[TBB10m] You said you / someone in your family or household swallowed/ nearly swallowed a button/ coin battery. If you've experienced more than one incident, please think about the most recent.

Did that cause any of the following?

- <1> Physical harm
- <2> Distressed/ increased stress
- <944 fixed xor> None of these

Base: All who had a safety issue which caused harm

Question type: Multiple

#exactly number of choices: 3

#Question display logic:

if TBB10m.has_any([1])

[TBB10_harm_] You said that someone experienced physical harm as a result of a safety issue with a button battery. Please describe, in as much detail as possible what happened (e.g. what circumstances led to the safety issue, who was affected, if healthcare was needed)

- <1> The circumstances that led to the safety issue (open [TBB10_harm_other1]) [open] please specify
- <2> Who was affected (open [TBB10_harm_other2]) [open] please specify
- <3> What healthcare, if any, was needed (open [TBB10_harm_other3]) [open] please specify

<933 fixed xor> Prefer not to say

*#Module display logic:
If [split_modules] - Battery storage is selected*

Question type: Text

On a different topic...

Base: All in batteries and 3D section

Question type: Single

[TB1] For the following question, by “home battery energy storage” we mean facilities that use batteries to store energy for use at a later time. This allows users to buy and sell electricity at times that are financially beneficial. They can be connected to solar panels which generate energy during the daytime to be stored for use in the evening/ at night.

Which, if any, of the following statements best applies to you?

- <1> I had not heard of home battery energy storage before
- <2> I’m aware of home battery energy storage, but do not have any
- <3> I own/ have access to home battery energy storage in my household

Base: All who don't have home battery storage

Question type: Multiple

#Question display logic:

If [TB1] - I had not heard of home battery energy storage before or I’m aware of home battery energy storage, but do not have any, is selected [if TB1 in [1,2]]

[TB6] You previously said that you don’t own home battery energy storage. Why is this? (Please select all that apply)

- <2> I don’t fully understand what home battery energy storage is
- <3> I am unsure how this would effect the costs of my energy bills
- <4> I don’t know what the benefits of installing a battery energy storage system at home are
- <5> I am concerned about their safety
- <6> I cannot afford this technology

<955 fixed> Other (open [TB6_other]) [open]
<944 fixed xor> Not applicable – not my decision to make

Base: All who don't have home battery storage

Question type: **Single**

#Question display logic:

If [TB1] - I had not heard of home battery energy storage before or I'm aware of home battery energy storage, but do not have any, is selected [if TB1 in [1,2]]

[TB2] You said you don't have home battery energy storage...

How likely are you to consider getting home battery energy storage in the next 5 years (i.e. by 2026)

<1> Very likely
<2> Fairly likely
<3> Fairly unlikely
<4> Very unlikely
<977 fixed xor> Don't know

#Module display logic:

If [split_modules] - Topic_Smart_devices is selected

Base: All in smart devices section

Question type: **Multiple**

#row order: randomize

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

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

<null> ||list_TSD1||
<955 fixed> Other (open [TSD1_other]) [open] please specify
<977 fixed xor> Don't know
<944 fixed xor> Not applicable – I don't have any smart products

Question type: **Text**

If you don't currently own any smart products appliances, please think about how you would feel if you did.

Base: All who own any smart products

Question type: **Multiple**

#Question display logic:

if TSD1.has_any([1,2,3,4,5,6,7,8,9,10,11,955])

[TSD5] You previously said you own the following smart products...

Which, if any, of the following smart products have you connected to the internet? (Please select all that apply)

- | | |
|-----------------|------------|
| <null> | list_TSD1 |
| <955 fixed> | Other |
| <977 fixed xor> | Don't know |

#option display logic:

<955> - If [TSD1] - Other is selected [if 955 in TSD1]

Base: All in smart devices section

Question type: **Grid**

#row order: randomize

[TSD2]

How comfortable, if at all, do you feel about the manufacturer of your smart good doing each of the following? If you don't currently own any smart products, please imagine how you would feel if you did.

- | | |
|-----------|---|
| -[TSD2_1] | Collecting data about the product to monitor the condition of the product (e.g. so they can tell you when a part needs replacing) |
| -[TSD2_2] | Alert you via the product/ associated app if the product if there are safety issues (e.g. so they can tell you if the product has been recalled) |
| -[TSD2_3] | Make changes to the product remotely (e.g. software update to prevent certain functions) if there are physical safety issues |
| -[TSD2_4] | Collect password information for the product |
| -[TSD2_5] | Collect data on your use of the product |
| -[TSD2_6] | Make changes to the product remotely (e.g. software updates or patches) to address any potential cyber security vulnerabilities with the product. |
| <1> | Very comfortable |
| <2> | Fairly comfortable |
| <3> | Not very comfortable |
| <4> | Not comfortable at all |

<977> Don't know

Base: All who own a smart device

Question type: **Single**

#Question display logic:

if not TSD1.has_any([977,944])

[TSD3] For the following question, please think about how much you considered the safety (e.g. physical safe use) of the product before you purchased it, compared to how much you would have considered the safety of an equivalent non-smart product.

If you currently own more than one smart product, please think about the last one you purchased. To what extent, if at all, did you consider the safety of a smart product compared to a non-smart product?

- <1> Considered the safety a lot more
- <2> Considered the safety a bit more
- <3> About the same
- <4> Considered the safety a bit less
- <5> Considered the safety a lot less
- <977> Don't know

Base: All who own a smart device

Question type: **Single**

#Question display logic:

if not TSD1.has_any([977,944])

[TSD4] For the following question, please think about setting smart products to perform activities/ operates while you are not present (e.g. asleep, out of the house). For example, this could include; turning a smart vacuum on while you are out of the house, or setting a smart thermostat to change the heating temperature while you are asleep.

How often, if at all, do you set your smart products to perform activities while you are not present?

- <1> Always (i.e. every time I use the products)
- <2> Often
- <3> Sometimes
- <4> Rarely
- <5> Never
- <977> Don't know

Base: All who own a smart device

Question type: Single

#Question display logic:

if not TSD1.has_any([977,944])

[TSD6] For the following questions, by "cyber security" we mean how to reduce the risk of a cyber attack. This includes protecting devices (e.g. smartphones, laptops, tablets) and services from theft or damage. It also includes preventing unauthorised access to personal information stored on devices/ online.

To what extent, if at all, did you consider the cyber security of a product before purchasing it? If you currently own more than one smart product, please think about the last one you purchased.

- <1> I considered cyber security a lot in my purchase decision
- <2> I considered cyber security a bit in my purchase decision
- <3> I considered cyber security, but it did not influence my purchase decision
- <4> I did not consider cyber security at all in my purchase decision
- <5> I don't know

#Module display logic:

If [split_modules] - Topic_metrology is selected

Base: All in Metrology/ weights section

Question type: Grid

#row order: randomize

[TW1] Thinking about the products you buy, how confident, if at all, are you that you receive the accurate measures for each product?

(For example, if you pay for 1kg of product, are you confident that you will receive 1kg?)

- [TW1_1] Pre-packaged food items
- [TW1_2] Items sold by weight or measure specified by consumer (e.g. food sold at deli counters/butchers)
- [TW1_3] Fuel sold at petrol stations (e.g. petrol, diesel)
- [TW1_4] Bulk fuel for home delivery (e.g. for home heating purposes)
- [TW1_5] Drinks measures in hospitality setting (e.g. a pub or restaurant)
- <1> Very confident
- <2> Somewhat confident
- <3> Somewhat unconfident
- <4> Very unconfident

<977 fixed> Don't know
 <944 fixed> Not applicable - I do not buy this product

Base: All in Metrology/ weights section

Question type: **Single**

[TW2] How much attention, if any, do you pay to the price indication marking on products?

(For example, on price labels including information such as: 2.10p per 10kg)

<1> A lot
 <2> A little
 <3> Not much
 <4> None at all
 <977> Don't know

Base: All in Metrology/ weights section

Question type: **Multiple**

[TW3] Have you ever reported a product for being the incorrect measurement (e.g. underweight, too large) to any of the following organisations? (Please select all that apply)

<1>	The police	<7>	The Office for Product Safety and Standards (OPSS)
<2>	Directly to my local authority \$TW3_resp2	<8>	The manufacturer
<3 if profile_GOR in [1,2,3,4,5,6,7,8,9,10]>	The Citizens Advice Consumer Helpline	<9>	The place you bought it from
<4 if profile_GOR==11>	Advice Direct Scotland	<955 fixed>	Other, please specify (open [TW3_open]) [open] please specify
<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 this issue to anyone

Base: All who complained/ reported to a valid organisation

Question type: **Grid**

#row order: randomize

#Question display logic:

if TW3.has_any([2,3,4,8,9])

[TW4] You said you reported a product being the incorrect measurement to the following people. Thinking about the most recent occasion...

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

- | | |
|----------------------|---------------------------------------|
| -[TW4_1 if 8 in TW3] | The manufacturer |
| -[TW4_2 if 9 in TW3] | The place you bought it from |
| -[TW4_3 if 2 in TW3] | Your local authority \$TW3_resp2 |
| -[TW4_4 if 3 in TW3] | The Citizens Advice Consumer Helpline |
| -[TW4_5] | Advice Direct Scotland |
| <1> | Very satisfied |
| <2> | Fairly satisfied |
| <3> | Not very satisfied |
| <4> | Not satisfied at all |
| <977> | Don't know/ can't recall |

#option display logic:

[TW4_5] - If [TW3] - Advice Direct Scotland is selected [if 4 in TW3]

Base: All who complained/ reported to a valid organisation

Question type: **Single**

#Question display logic:

if TW3.has_any([2,3,4,8,9])

[TW5] You said you reported a product being the incorrect measurement. Which, if any, of the following best applies?

- | | |
|-------|--|
| <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 an issue/ I no longer have the item |
| <977> | Don't know |

#Module display logic:

If [split_modules] - Topic_nightwear is selected

Base: All in nightwear section

Question type: **Multiple**

[TN1] Which, if any, of the following do you regularly use as nightwear (i.e. to sleep in)? Please select all that apply.

- <1> Pyjamas (e.g. a top and trouser/ short set)
- <2> Night dress
- <3> Dressing gown
- <4> Casual clothes used as nightwear
- <955 fixed> Other clothing, please specify (open [TN1_open]) [open] please specify
- <977 fixed xor> Don't know/ can't recall
- <944 fixed xor> Not applicable – I don't wear nightwear

Base: All in nightwear section

Question type: **Multiple**

#max number of choices: 3

[TN2] Which, if any, of the following factors are most important to you when purchasing items sold as nightwear, either for yourself or someone in your household? (Please select up to three)

- <1> Purchase price
- <2> Environmental impact
- <3> Style / fashion
- <4> Quality
- <5> Product safety
- <6> Brand name
- <7> The retailer or seller
- <9> Online user reviews
- <11> Recommendations from friends or family
- <12> Ease of purchase
- <13> Speed of delivery
- <14> Ethical production
- <15> Fire safety
- <955 fixed> Other factors (open [TN2_open]) [open] please specify
- <944 fixed xor> Not applicable – I don't purchase nightwear

Base: All who purchase nightwear

Question type: **Single**

#Question display logic:

if not TN2.has_any([944])

[TN3] How much attention, if any, do you pay to fire safety information on labels attached to nightwear clothing you purchase?

- <1> A lot
- <2> A fair amount
- <3> Not much
- <4> None at all
- <977> Don't know

Base: All in nightwear section

Question type: Single

[TN4] Nightwear Safety Regulations make it an offence to supply some children's nightwear unless it has been treated so that it conforms to fire safety requirements.

Before taking this survey, were you aware of the Nightwear Safety Regulations?

- <1> Yes, I was
- <2> No, I wasn't

Base: All in nightwear section

Question type: Multiple

#row order: randomize

[TN5] Which, if either, of the following do you think ensures nightwear meets fire safety requirements?

- <1> Material it is made from (e.g. cotton)
- <2> Chemical flame retardants
- <955 fixed> Other (open [TN5_open]) [open] please specify
- <977 fixed xor> Don't know

Base: All in nightwear section

Question type: Single

[TN6] Nightwear may contain chemical flame retardants to comply with flammability requirements. These chemicals help to prevent fires and slow the spread of fires by interfering with the chemistry of burning.

Before taking this survey, were you aware that nightwear may contain chemical flame retardants?

- <1> Yes

<2> No

Base: All aware of CFR

Question type: **Multiple**

#row order: randomize

#Question display logic:

If [TN6] - Yes is selected [if TN6 == 1]

[TN7] Have you ever specifically looked for any of the following types of clothing **without** chemical flame retardants?

- <1> Pyjamas
- <2> Night dress
- <3> Dressing gown
- <4> Casual clothes used as nightwear
- <955 fixed> Other clothing (open [TN7_open]) [open] please specify
- <977 fixed xor> Don't know/ can't recall
- <933 fixed xor> Prefer not to say

Base: All aware of CFR

Question type: **Single**

#Question display logic:

If [TN6] - Yes is selected [if TN6 == 1]

[TN8] How comfortable or uncomfortable do you feel about chemical flame retardants being used in nightwear?

- <1> Very comfortable
- <2> Fairly comfortable
- <3> Fairly uncomfortable
- <4> Very uncomfortable
- <977> Don't know

Base: All in nightwear section

Question type: **Single**

[TN9] When thinking about fire safety information on nightwear, which of the following pieces of information relating to **fire resistance** would you like to see?

- <1> If the product is fire resistant
- <2> If the product is not fire resistant
- <3> Either piece of information

- <4> Neither – would not like to see any information
- <977> Don't know

Base: All in nightwear section

Question type: Single

[TN10] When thinking about fire safety information on nightwear, which of the following pieces of information relating to **chemical flame retardants** would you like to see?

- <1> If chemical flame retardants have been used
- <2> If chemical flame retardants have not been used
- <3> Either piece of information
- <4> Neither – would not like to see any information
- <977> Don't know

Base: All in nightwear section

Question type: Dyngrid-Check

#row order: randomize #column order: randomize

[TN11m] Please imagine you saw the below label on an item of nightwear.

Which, if any, of the following describe what you think following label means? (Please select all that apply)

- [TN11m_1] \$keepaway.raw
- [TN11m_2] \$lowflam.raw
- <1> The nightwear is fire resistant
- <2> The nightwear is not fire resistant
- <3> The nightwear does not pass nightwear fire safety tests
- <4> The nightwear contains chemical flame retardants
- <5> The nightwear is made of low flammability material
- <6> The nightwear should be kept away from fire
- <955 fixed> Other
- <977 fixed xor> Don't know]

Base: All in nightwear section

Question type: Single

[TN12] To your knowledge, have you or someone in your household ever had an incident where clothing you/ they were wearing caught fire or nearly caught fire (e.g. started smoking, was singed)?

- <1> Yes
- <2> No
- <977> Don't know/ can't recall
- <933> Prefer not to say

Base: All experienced clothing on fire

Question type: **Multiple**

#row order: randomize

#Question display logic:

If [TN12] - Yes is selected [if TN12 == 1]

[TN13] You said you/ someone in your household were wearing clothing that caught/ nearly caught fire. Thinking about the most serious instance of this...

Which, if any, of the following was the source of the fire?

- <1> Open flame (e.g. candle, bonfire, gas hob)
- <2> Cigarette/ smoking materials
- <3> Electronic device (e.g. smartphone)
- <4> Other kitchen appliance (e.g. toaster, oven)
- <5> Electrical outlet (e.g. extension cord, sparks from a plug)
- <955 fixed> Other (open [TN13_open]) [open] please specify
- <977 fixed xor> Don't know/ can't recall
- <933 fixed xor> Prefer not to say

Base: All experienced clothing on fire

Question type: **Multiple**

#row order: randomize

#Question display logic:

If [TN12] - Yes is selected [if TN12 == 1]

[TN14] Which, if any, of the following types of clothing caught/ nearly caught fire?

- <1> Pyjamas
- <2> Night dress
- <3> Dressing gown
- <4> Casual clothes used as nightwear
- <955 fixed> Other clothing, (open [TN14_open]) [open] please specify
- <977 fixed xor> Don't know/ can't recall
- <933 fixed xor> Prefer not to say

Base: All experienced clothing on fire

Question type: **Multiple**

#Question display logic:

If [TN12] - Yes is selected [if TN12 == 1]

[TN15m] You said that you/ someone in your household were wearing clothing that caught/ nearly caught fire. Please describe, in as much detail as possible, what happened (i.e. what circumstances led to the incident, who was affected, if healthcare was needed)

- <1> The circumstances that led to the safety issue (open [TN15_harm_other1]) [open] please specify
- <2> Who was affected (open [TN15_harm_other2]) [open] please specify
- <3> What healthcare, if any, was needed (open [TN15_harm_other3]) [open] please specify
- <933 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)

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

#Question display logic:

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

Base: All who own/ have access to a PLEV

Question type: **Single**

*#Question display logic:
if TPL1.has_any([2,3])*

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

- <1> Yes, it was/ is
- <2> No, it is not
- <977 fixed xor> Don't know

Base: All who own/ have access to a PLEV

Question type: Single

#Question display logic:

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

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

- <1> Myself
- <2> A friend/ family member
- <3> A professional
- <977 fixed xor> Don't know

Base: All who own/ have access to a PLEV

Question type: Grid

#Transposing rows and columns

[TPL16g] You said you own/ have access to a Personal Light Electric Vehicle (PLEV) such as an eScooter, eBike, hoverboard etc.

How many of these products do you own/ have access to? (Please type the total number of products in the box below.)

- [TPL16g_1 if 1 in TPL1] eScooter
- [TPL16g_2 if 2 in TPL1] eBike/ Electrically Assisted Pedal Cycle (EAPC)
- [TPL16g_4 if 4 in TPL1] Hoverboard
- [TPL16g_5] e-unicycle/ self-balancing mono-wheel

- <1> 1
- <2> 2
- <3> 3
- <4> 4
- <5> 5
- <6> 6

- <7> 7
- <8> 8
- <9> 9
- <10> 10 or more

#option display logic:

[TPL16g_5] - If [TPL1] - e-unicycle/ self-balancing mono-wheel is selected [if 5 in TPL1]

Base: All who own/ have access to a PLEV

Question type: Multiple

[TPL2] You said you own Personal Light Electric Vehicle (PLEV)... Have you ever separately purchased a battery or charger for one of these devices? Please select all that apply

- <1> Yes, a battery
- <2> Yes, a charger
- <3 xor> No, neither
- <977 xor> Don't know

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

Question type: Multiple

#row order: randomize

#Question display logic:

if TPL2.has_any([1,2])

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

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

- <1> A high street retailer
- <2> A discount retailer/ outlet
- <3> Amazon
- <4> A specialist website
- <5> Third party sellers on online marketplace (e.g. Amazon marketplace, eBay, Gumtree)
- <6> Directly from the previous owner
- <7> Directly from the manufacturer
- <955 fixed> Other, please specify (open [TPL18_open]) [open]

<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)

Question type: **Open**
 #integer Only

[TPL19] Thinking about all of the Personal Light Electric Vehicles (PLEV) you own/ have access to, how many additional batteries do you own in total?

Do not include the battery which came with the device when you bought it.

Range: 0 ~ 50

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

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

[TPL3] Which, if any, of the following factors were important to you when purchasing a charger or battery for your Personal Light Electric Vehicle (PLEV)? Please select all that apply.

- | | | | |
|-----|---------------------------|-----------------|---|
| <1> | Cost | <8> | Charge speed |
| <2> | Reviews | <9> | Battery life |
| <3> | Delivery time | <10> | Environmental factors |
| <4> | Technical specifications | <11> | Product safety |
| <5> | Compatibility of products | <96 fixed> | Other (open [TPL3_open])
[open] please specify |
| <6> | Brand | <977 fixed xor> | Don't know |
| <7> | Efficiency | | |

Base: All who own/ have access to a PLEV

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

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

-[TPL4_1] eScooter

-[TPL4_2]	eBike/ Electrically Assisted Pedal Cycle (EAPC)
-[TPL4_3]	eBike
-[TPL4_4]	Hoverboard
-[TPL4_5]	e-unicycle/ self-balancing mono-wheel
-[TPL4_6]	Other
<1>	Inside my home
<2>	Driveway or outside entrance
<3>	Garage
<4>	Shed
<5>	Garden
<6>	Public charging station
<7>	Communal area (e.g. hallway between flats)
<8 if profile_work_stat in [1,2,3]>	At my employers/ where I am employed
<96 fixed>	Other
<977 fixed xor>	Don't know
<100 fixed xor>	Not applicable - I have not yet charged my PLEV

#order: randomize

Base: All who charge their scooter in their home

Question type: **Single-Colorpicker**

#Columns: 3 #Response Options Layout: horizontal

#Question display logic:

If [TPL4] - eScooter, Inside my home is selected [if 1 in TPL4_1]

[TPL4_home_1] \$TPL4_home_qt.raw

eScooter

<null>	TPL4_home_list
<96 fixed>	Other room in my home [open] please specify
<977 fixed xor>	Don't know

Base: All who charge their ebike in their home

Question type: **Single-Colorpicker**

#Columns: 3 #Response Options Layout: horizontal

#Question display logic:

If [TPL4] - eBike/ Electrically Assisted Pedal Cycle (EAPC), Inside my home is selected [if 1 in TPL4_2]

[TPL4_home_2] \$TPL4_home_qt.raw
eBike/ Electrically Assisted Pedal Cycle (EAPC)

<null> ||TPL4_home_list||
<96 fixed> Other room in my home [open] please specify
<977 fixed xor> Don't know

Base: All who charge their hoverboard in their home

Question type: **Single-Colorpicker**

#Columns: 3 #Response Options Layout: horizontal

#Question display logic:

If [TPL4] - Hoverboard, Inside my home is selected [if 1 in TPL4_4]

[TPL4_home_4] \$TPL4_home_qt.raw
Hoverboard

<null> ||TPL4_home_list||
<96 fixed> Other room in my home [open] please specify
<977 fixed xor> Don't know

Base: All who charge their eunicycle in their home

Question type: **Single-Colorpicker**

#Columns: 3 #Response Options Layout: horizontal

#Question display logic:

If [TPL4] - e-unicycle/ self-balancing mono-wheel, Inside my home is selected [if 1 in TPL4_5]

[TPL4_home_5] \$TPL4_home_qt.raw
e-unicycle / self-balancing mono-wheel

<null> ||TPL4_home_list||
<96 fixed> Other room in my home [open] please specify
<977 fixed xor> Don't know

Base: All who charge their other PLEV in their home

Question type: **Single-Colorpicker**

#Columns: 3 #Response Options Layout: horizontal

#Question display logic:

If [TPL4] - Other, Inside my home is selected [if 1 in TPL4_6]

[TPL4_home_6] \$TPL4_home_qt.raw
Other

<null> ||TPL4_home_list||

<96 fixed> Other room in my own [open] please specify
<977 fixed xor> Don't know

Base: All who own/ have access to a PLEV

Question type: **Grid**

#row order: randomize

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

-[TPL5_1]	eScooter
-[TPL5_2]	eBike/ Electrically Assisted Pedal Cycle (EAPC)
-[TPL5_4]	Hoverboard
-[TPL5_5]	e-unicycle / self-balancing mono-wheel
-[TPL5_6]	Other
<1>	Two or more times a day
<2>	Once daily
<3>	Two or more times a week
<4>	Weekly
<5>	Fortnightly
<6>	Less frequently than fortnightly
<977>	Don't know
<100>	Not applicable - I have not yet charged my PLEV

Base: All who own/ have access to a PLEV

Question type: **Multiple**

[TPL6] Thinking about when you charge your Personal Light Electric Vehicle(s) (PLEV), which of the following apply to you? Please select all that apply.

<1>	I usually charge until the battery is full
<2>	I usually charge until I have enough battery life, but not often to full
<3>	I usually run the battery to zero, or nearly zero before I recharge
<4>	I like to keep the battery full or near to full
<99 fixed xor>	None of these

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)?

<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)?

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

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

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

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

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

Base: Experienced a safety issue PLEV issue

Question type: **Single**

#Question display logic:

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

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

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

<1> The original battery/ charger

<2> An additional battery/ charger

<977 fixed xor> Don't know/ can't recall

Base: Experienced a safety issue PLEV issue

Question type: **Multiple**

#Question display logic:

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

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

(Please select all that apply)

- <1> Physical harm
- <2> Distress/ increased stress
- <3> Damage to property or other household items
- <944 fixed xor> None of the above

Base: All who experienced a PLEV issue

Question type: **Multiple**

#exactly number of choices: 3

#Question display logic:

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

[TPL21_] You said that you had a safety issue with a battery/ charger of a Personal Light Electric Vehicle (PLEV)...

Please describe, in as much detail as possible, what happened (i.e. what circumstances led to the safety issue, who was affected, if healthcare was needed))

- <1> The circumstances that led to the safety issue (open [TPL21_open_1]) [open] please specify
- <2> Who was affected (open [TPL21_open_2]) [open] please specify
- <3> What healthcare, if any, was needed (open [TPL21_open_3]) [open] please specify
- <100 fixed xor> Prefer not to say

Base: All in PLEV module who have experienced a safety problem

Question type: **Multiple**

#Question display logic:

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

[TPI12] Which, if any, of the following did you do as a result of the safety issue? (Please select all that apply)

- <1> Returned the item for a refund/ exchange
- <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 [TPL12_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 in PLEV module who have experienced a safety problem

Question type: **Grid**

#row order: randomize

#Question display logic:

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

[TPL13] To the best of your knowledge, did either of the following provide help and advice (e.g. a support line)?

-[TPL13_1] The manufacturer of the product

-[TPL13_2] The seller of the product

<1> Yes

<2> No

<97> Don't know

Focus group topic guide

Discussion guide for focus groups in July and August 2023

Introduction (5 mins)

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

Today I'd like to talk about your attitudes towards product safety. It is an informal session - I am here to hear your thoughts and opinions, so please be as open and honest as possible. Please do respect other people's opinions if they differ from your own.

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

On conclusion of the research, we will share anonymised transcripts with the client and will be writing a report using anonymised quotations from this group. At no point will we share your contact information with them, or any third party, unless you have provided consent for us to do so. YouGov strictly follow the MRS Code of Conduct and the relevant data protection regulations, including GDPR.

To start with, briefly introduce yourself – telling me your age, region and what keeps you busy day to day...

Attitudes and behaviours around PLEV safety (40 mins)

*I would now like to move on to talking about PLEV (Personal Light Electric Vehicles). In the survey, you said you own a PLEV (Personal Light Electric Vehicles). PLEV is any vehicle that is powered by electricity that is **not** a car or motorcycle. This can cover e-bikes, e-scooters, hoverboards and e-unicycles.*

For convenience, I will refer to PLEV as an e-bike / e-scooter in the questions.

- What e-bike / e-scooter or any other PLEV do you currently own?
- How long ago did you buy it?
- Did you convert a bicycle or scooter to an e-bike or e-scooter yourself?
- If this is not the first e-bike / e-scooter that you have purchased, how many have you owned?

- Thinking about the purchase process, how did you go about the purchase of an e-bike / e-scooter?
 - Where did you buy your e-bike / e-scooter? *Probe: online, instore, specialist website, Amazon, discount retailer, third party sellers or marketplace, manufacturer.*
- Was the e-bike / e-scooter that you bought brand new or used? Was a conversion kit used by the supplier?
- If converted or used, did it come with a warranty?
- If used, did you do anything to assess the quality / safety of it? If so, what?
- What were the most important factors that you considered when buying your e-bike / e-scooter? *Probe: safety, price, quality, brand, warranty, manufacturer, online reviews.*

Poll: *I now want you all to look at the poll on the side of your screen and select which two of these factors were most important to you when purchasing your e-bike / e-scooter. Please explain why.*

- Price
- Quality
- Warranty
- Brand
- Safety
- Manufacturer
- Online reviews
- Ease of purchase
- Have you had any safety concerns around owning a e-bike / e-scooter? *Probe on safety of the product if they talk about road safety.*
- When purchasing and owning a e-bike / e-scooter, did you consider the safety of battery / charger? Why / why not?
- Did you do anything to check / ensure that the battery or charger are safe to use?
- Have you ever separately purchased a battery or charger for any one of the e-bikes / e-scooters you own?

If not:

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

If yes:

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

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

- Where do you most frequently charge your e-bike / e-scooter? Why?
 - *Probe: living room, hallway, office room, bedroom.*
- When do you most frequently charge it? Why?
 - Do you ever leave to charge it over night or whilst you are away from home? Why / why not?
 - Do you consider safety when charging your e-bike / e-scooter? Why / why not?
- Have you taken any actions to ensure safety whilst charging?
- Have you experienced any safety issues with the battery / charger of your e-bike / e-scooter?
 - What was the issue that you experienced? **Probe** on time of day it happened, location, how new was the battery or charger, was it the original.
- At the time when the issue happened, what did you do about it, if anything?
 - Did you seek any advice? If so, where from?
 - Did you stop using it after the issue happened?
 - Did you try to fix the issue yourself?
 - Has the incident changed in how you use the product, or other products in any way?

- Did you report the issue? Why / why not?
 - If yes, who did you report it to? Why so?
 - What was the outcome?
 - Did you receive a refund?
 - Did you receive the help / advice needed?
- How likely do you think would you be to report it to your local authority? Why / why not?
 - Would you know how to?

Reporting safety issues (5 mins)

I would now like to ask about reporting safety issues more generally...

- Have you ever experienced a product safety issue that you have then reported?
 - If yes, what was the issue, who did you report it to?
 - What was the outcome?
- If you were to experience a safety issue with a product and wanted to report it, who would you be most likely to report it to? Why?
 - **Probe:** manufacturer / retailer / consumer group / local authority
- How likely do you think an action would be taken as a result of reporting it?

Attitudes and behaviours around nightwear safety (10 mins)

I would now like to move on and talk about nightwear...

- Have you recently purchased any nightwear? If so, what type of nightwear did you purchase?
- In general, what type of nightwear do you normally use? E.g., pyjamas, night dress.
- Where do you normally buy it?
- When you purchase nightwear, what are the most important things you look out for? Why is that?

Poll: *I now want you all to look at the poll on the side of your screen and select which three of these factors are most important to you when buying nightwear. Please explain why.*

- Price
- Environmental impact
- Quality
- Material / fabric
- Brand
- Safety
- Style / fashion
- Ease of purchase

I would now like to explore some of these in more detail...

- Is quality important when purchasing nightwear? If so, how do you determine it?
- Is material / fabric of the nightwear important? If so, what do you normally look out for?
 - Have you ever considered the fire safety of the nightwear that you are buying? Why / why not?
- What do you think fire safe nightwear means?
- In general, is fire safety of nightwear important, in your view? Why / why not?
- Do you think there should be different approaches to the fire safety of nightwear for adults, children and vulnerable groups?
 - Do you ever pay attention to the fire safety labels on the nightwear? Why / why not?
- What information would you like to see on a fire safety label, if any?
- Are you aware that nightwear can have chemical flame retardants to meet fire safety regulations? If so, how did you know about it?
 - Do you think it is important for nightwear to have chemical flame retardants? Why / why not?
 - How comfortable do you think you would be buying a nightwear that has chemical flame retardants? Why / why not?
 - What information would you like to know regarding the use of chemical flame retardants in nightwear?

Message testing (30 mins)

I would now like to show you some messages to get your thoughts, please ...

MODERATOR NOTE TO ROTATE MESSAGES DURING GROUPS

Show on whiteboard:

1 Battery fires can kill!
Always follow the manufacturer's instructions for charging
and using your e-bike or scooter.

- Were you aware of it before seeing this?
 - What are your initial thoughts about this message? Probe: clarity, effectiveness
- Do you think this message important? Why / why not?
- Do you think reading this message would change how you charge / use your e-bike / e-scooter? Why / why not?

- Where would you expect to see this type of message?

Show on whiteboard:

2 Got an e-bike or scooter?
Reduce the risk of fire
Always use the manufacturer-approved battery and charger.

- Were you aware of it before seeing this?
 - What are your initial thoughts about this message? Probe: clarity, effectiveness
- Do you think this message important? Why / why not?
- Do you think reading this message would change how you approach buying e-bike / e-scooter charger or battery? Why / why not?
- Where would you expect to see this type of message?

Show on whiteboard:

3 Charging an e-bike or scooter?
Don't play with fire!
Always unplug the charger when you have finished charging.

- Were you aware of it before seeing this?
 - What are your initial thoughts about this message? Probe: clarity, effectiveness
- Do you think this message important? Why / why not?
- Do you think reading this message would change how you charge your e-bike / e-scooter? Why / why not?
- Where would you expect to see this type of message?

Show on whiteboard:

4 Battery fires can kill!
Don't charge e-bikes and scooters in bedrooms, hallways,
or where escape routes can be blocked.

- Were you aware of it before seeing this?
 - What are your initial thoughts about this message? Probe: clarity, effectiveness
- Do you think this message important? Why / why not?

- Do you think reading this message would change how you charge your e-bike / e-scooter? Why / why not?
- Where would you expect to see this type of message?

Show on whiteboard:

5 Got an e-bike or scooter?
 Lower the risk of fire
 Don't attempt to modify or tamper with your battery.

- Were you aware of it before seeing this?
 - What are your initial thoughts about this message? Probe: clarity, effectiveness
- Do you think this message important? Why / why not?
- Do you think reading this message would change how you use your e-bike / e-scooter battery? Why / why not?
- Where would you expect to see this type of message?

*I would now like you to look at all five messages. Please use the tick tool to select the message that you think its **most impactful**.*

Show all messages

- Why did you select this message? Probe: clarity, effectiveness, impact
- Which message do you think is least **impactful**? Why so?

Finally, I will now bring up a photo and I would like to get your views...

Show on whiteboard:



- What are your initial thoughts about this photo?
- If this photo was shown alongside the messages that you saw earlier, what would your reaction be? Why?

- Would it encourage you to change how you charge your e-bike / e-scooter or how you purchase chargers or batteries for it? Why / why not?

Thank and close

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 the population statistics currently available from the Office of National Statistics (ONS).

Ethnicity

Throughout the analysis, respondents are grouped into two categories: White or Black, Asian, and Minority Ethnicities (BAME). An identification question is held on the YouGov database, with 18 ethnicities in-line with the full 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 CNAA first degree (e.g. BA, B.Sc, B.Ed)
- University of CNAA 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

Full list of eligible items for product registration

Only individuals who had purchased an eligible item within the last six months were asked about their experience (or lack) of the product registration process in the online or offline surveys. The full list of eligible items is as follows:

Electrical items

- Laptop/ tablet/ mobile phone
- Charger
- Speakers/ headphones
- Small kitchen appliance (e.g. toaster, kettle, blender, microwave)
- Electronic game/ console
- Vacuum cleaner
- Smart home device (e.g. smart speaker/ assistant, smart thermostat)

Baby products

- Pushchair
- Cot
- Car seat
- Changing table
- Baby carrier
- Baby monitor

Large domestic appliances

- Refrigerator/ freezer
- Extractor
- Washing machine/ combined washer/ dryer
- Tumble dryer
- Oven
- Dishwasher
- Gas appliances (e.g. gas cooker, gas fires, gas boilers)

Furniture

- Sofa/ armchair
- Bed
- Table/ side table
- Chest of drawers
- Wardrobe
- Outdoor furniture
- Home office furniture

Sports and leisure items

- Indoor exercise equipment (e.g. treadmill, stationary bike, weights, yoga mats)
- Bikes and accessories
- Gardening tools
- Camping equipment
- Sports equipment (e.g. tennis rackets, golf clubs, footballs etc.)

Button/ coin batteries stimuli

When asking for experience of swallowing or near-swallowing a button/ coin battery, the below visual prompt of a button/ coin battery was provided.

Coin battery



Button battery



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