

DPS FRAMEWORK SCHEDULE 4: LETTER OF APPOINTMENT AND CONTRACT TERMS

Part 1: Letter of Appointment

Dear Sirs

Letter of Appointment

This letter of Appointment dated 3rd September 2020, is issued in accordance with the provisions of the DPS Agreement (RM6018) between CCS and the Supplier.


Capitalised terms and expressions used in this letter have the same meanings as in the Contract Terms unless the context otherwise requires.

Order Number:	CR20067
From:	The Department for Business Energy and Industrial Strategy (BEIS) 1 Victoria Street London SW1H 0ET ("Customer")
To:	YouGov plc 50 Featherstone street London EC1Y 8RT ("Supplier")

Effective Date:	Thursday 3 rd September 2020
Expiry Date:	Wednesday 31 st March 2021

Services required:	Set out in Section 2, Part B (Specification) of the DPS Agreement and refined by: <ul style="list-style-type: none">the Customer's Project Specification attached at Annex A andthe Supplier's Proposal attached at Annex B; and
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Key Individuals:	<div></div> <div></div> <div></div>
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Contract Charges (including any applicable discount(s), but excluding VAT):	£171,100.00 excluding VAT in alignment with AW5.2 price schedule Contract. The payment schedule can be found in Contract Terms Schedule 6 Annex 2 
Insurance Requirements	public liability insurance to cover all risks in the performance of the Contract, with a minimum limit of £5 million for each individual claim employers' liability insurance with a minimum limit of £5 million indemnity professional indemnity insurance adequate to cover all risks in the performance of the Contract with a minimum limit of indemnity of £2 million for each individual claim. Product liability insurance cover all risks in the provision of Deliverables under the Contract, with a minimum limit of £5 million for each individual claim
Liability Requirements	Suppliers limitation of Liability (Clause 18.2 of the Contract Terms);
Customer billing address for invoicing:	All invoices should be sent to should be sent to finance@services.ukpbs.co.uk or Billingham (UKPBS, Queensway House, West Precinct, Billingham, TS23 2NF).

GDPR	As per Contract Terms Schedule 7 (Processing, Personal Data and Data Subjects
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FORMATION OF CONTRACT

BY SIGNING AND RETURNING THIS LETTER OF APPOINTMENT (which may be done by electronic means) the Supplier agrees to enter a Contract with the Customer to provide the Services in accordance with the terms of this letter and the Contract Terms.

The Parties hereby acknowledge and agree that they have read this letter and the Contract Terms.

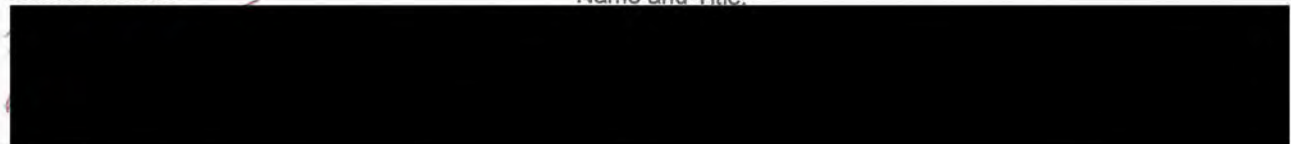
The Parties hereby acknowledge and agree that this Contract shall be formed when the Customer acknowledges (which may be done by electronic means) the receipt of the signed copy of this letter from the Supplier within two (2) Working Days from such receipt

For and on behalf of the Supplier:

For and on behalf of the Customer:

Name and Title:

Name and Title:



Signature:



Date:

22/9/20

Signature:



Date:

24/09/2020

ANNEX A

Customer Project Specification

1. Background

The Office for Product Safety & Standards was established by BEIS in January 2018 in order to enhance protections for consumers and drive forward increased productivity, growth and business confidence.

In order to design policies, guidance and campaigns that will be relevant and useful to consumers, we need to understand existing attitudes and awareness and the extent to which they change over time.

OPSS is an evidence led organisation, with a firm commitment to evaluate our programmes of work and demonstrate our impact. OPSS strives to protect consumers from harm, while also empowering consumers to make good choices about products they buy. To achieve both of these, we need to understand the attitudes of the general public on an ongoing basis.

We have made good progress in this space already. We recently completed an extensive Consumer Attitudes Survey (soon to be published) and will need to track whether responses around key policy areas (such as registration of goods and responding to product recalls) reflect the work OPSS is progressing in these areas. The tracking survey will deliver cross-cutting evidence to help the Office in working towards a range of strategic outcomes. It will also be an important vehicle for measuring progress against the Office's National Capacity for Product Safety [Strategy](#), providing evidence to assess delivery across strategic objectives.

In addition to regular repeated questions, we will also use the tracker survey to gain insights into emerging or changing areas and campaign related issues. A steering group in OPSS will make decisions about the questions that are to be added and repeated.

This tender is for an initial one-year contract, consisting of two waves of the survey.

Each wave would consist of 4,000 survey interviews, approximately 15 minutes long. Key outputs would include a face-to-face presentation of findings, a full publishable report (including analysis of results), an infographic, data tables and raw data for each wave. The report for each wave would be published in accordance with government social research guidelines.

2. Aims and Objectives of the Project

The principal objective of this research is to understand and monitor consumers' awareness and attitudes to a range of product safety issues.

OPSS require a tracking survey to deliver cross-cutting evidence to help the Office in working towards a range of strategic outcomes. It will also be an important vehicle for measuring progress against the Office's National Capacity for Product Safety [Strategy](#), providing evidence to assess delivery across strategic objectives.

The survey will be used for the following purposes:

- To track any change over time to key questions from the consumer attitudes survey, such as registration rates (including large white goods) and awareness / action on product recalls.
- To gain new attitudinal insight on OPSS policy areas, for example fancy dress costumes, button batteries and fireworks.
- To repeat questions from other research projects, following policy changes, to monitor any change in consumer attitudes and reported behaviours.
- To inform and evaluate consumer facing communication activity.
- To provide evaluation evidence for the OPSS National Capacity Strategy Monitoring & Evaluation plan, including claimed registration behaviour and engagement with product recalls.
- The survey would be used to assess the impact of any key events on consumer attitudes and behaviours (e.g. any future event similar to the Grenfell fire or Whirlpool recall). The survey could be used to provide timely and cost effective insights around incidents.
- Increase our understanding around vulnerabilities and vulnerable groups e.g. how and why consumers engage with product safety.
- Contribute to our understanding of risk perception and the best way in which to communicate risk.

It will be important to recruit participants for the survey who are from a range of demographic groups (age, gender, ethnicity, socio-economic background, disability, housing tenure and region) i.e. a nationally representative sample. The research should cover England, Wales, Scotland and Northern Ireland.

3. Suggested Methodology

If applicable:		Insert numbers:
Total number of Participants (experimental design)		4,000 x 2
Total number of Interviews (survey)		
Total number of Interviews (qualitative)		
Total number of Focus Groups		
Total number of Case Studies		
Any other specific requirements		

The design of the survey will be informed by the OPSS survey steering group. We will work with the contractor on developing the questions, which should be cognitively tested and piloted before being asked in the field.

Each wave will contain a mix of regular and new questions and therefore cognitive testing will need to take place ahead of each wave. We would expect each wave to consist of around 40 closed questions plus a quote for each additional question.

The following list is a selection of types of questions to be explored through this research:

- **Product registration:**
 - What is the rate of (claimed) registration and how does this change over time?
 - Which types of products are consumers most / least likely to register?
 - How do consumers choose to register products?
 - Why do consumers choose to register or not register products?
 - What are the barriers and enablers? And do they change over time?
 - What are the perceived benefits / disbenefits of registering a product?
- **Engagement with product safety:**
 - What proportion of consumers have experienced product safety issues (and change over time)?
 - What factors do consumers take into account when purchasing products (and to what extent is safety considered)?
 - What are consumer perceptions of the UK product safety system? Which actors do they perceive to hold responsibility?
 - To what extent do consumers trust that products they buy are safe?
 - How engaged are consumers with product recalls, and how does this change over time?
 - Have consumers seen recalls for products that they own? Where did they hear about it? What action (if any) did they take?
 - How would consumers expect / prefer to be informed of product recalls?
 - Where do consumers get (or like to get) information / advice from about product safety?
 - What are consumer attitudes towards various product safety policy areas (second-hand goods, furniture labelling, fireworks)? And what impact, if any, do policy changes have?
 - What impact is the Internet of Things / connected homes having on consumer product safety?
- **Online purchasing:**
 - What impact is the increase in online purchasing having on consumer product safety?
 - What types of products are consumers most likely to purchase online?
 - To what extent do consumers consider safety when purchasing online?
- **Communication campaigns:**
 - Do consumers recall seeing / hearing messaging from OPSS?
 - What impact did this have?

The suggested methodology is a face to face, telephone or online survey, conducted every six months with a representative sample of consumers:

- 4,000 interviews per wave (two waves to be covered by this initial one-year contract)
- Representative of UK adult population (including age, gender, region, socio-demographics etc.)
- Around 40 closed questions per wave (c.15 minute survey length).

We are not suggesting a panel sample for this sample, rather a new sample of 4,000 consumers at each wave. Participants should be recruited to ensure a mix from demographic groups (i.e. nat rep). The sample information will be used in analysis so that data can be weighted to be representative of the population. Tenderers should outline their proposed survey mode and sampling approach, and the rationale supporting the proposal.

Analysis will be expected to include breakdowns of responses by key demographic groups and comparisons to previous waves, if applicable.

4. Deliverables

Following each wave, clean anonymised datasets are to be provided to OPSS to enable quality assurance and further analysis if required. We will also require a presentation of findings and quality assured publishable final report following each wave. The contractor will be expected to deliver a full report of publishable standard following each wave, which will be published on gov.uk, in accordance with our commitment to transparency. The report should include an executive summary, key findings and detailed analysis including charts and tables. Analysis will be expected to include breakdowns of responses by key demographic groups and comparisons to previous waves, if applicable.

The following will be required for each wave:

- Survey recruitment screener
- Survey sample information
- Survey questionnaire
- Cognitive testing / pilot report
- Regular updates throughout project - weekly
- Anonymised dataset of survey responses, data tables and SPSS file
- Presentation on findings with PowerPoint slides for each wave
- Quality assured, publishable final report for each wave
- Infographic of selected findings for each wave

Deadlines for key deliverables:

- **Wave 1 final report: 30 September 2020**
- **Wave 2 final report: 31 March 2021**

ANNEX B
Supplier Proposal

Summary of approach

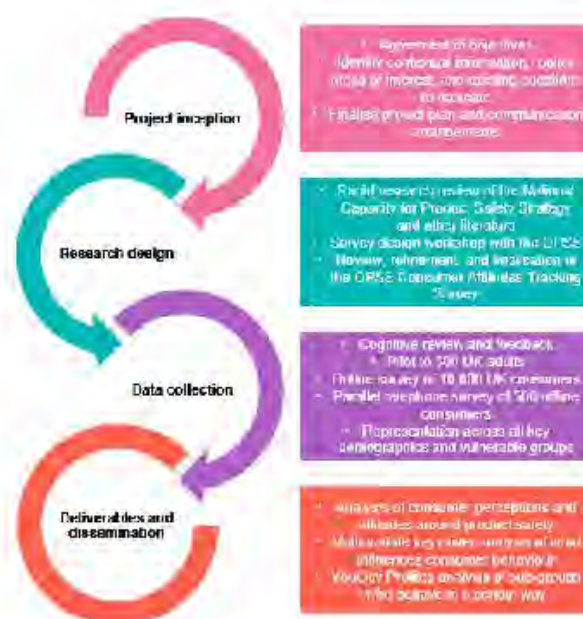
YouGov is pleased to have the opportunity to outline our approach to deliver a tracking survey to understand the awareness and attitudes of the general public to a range of product safety issues and to monitor these over time. Our approach would be one of collaboration with the Office for Product Safety and Standards (OPSS) to deliver the cross-cutting evidence required to protect consumers from harm and empower consumers to make good choices about products they buy. YouGov are experts in quantitative and qualitative research, and have access to a vast sample frame of consumers. We would utilise our experience in social research and attitudinal tracking to provide OPSS with the information needed to measure progress against the National Capacity for Product Safety Strategy.

We propose a staged approach to this tracking project, which will deliver insight from each activity for a holistic understanding of consumer awareness and attitudes around product safety, what affects those attitudes, and how they change over time. The main features of our approach include:

- A **rapid research review**, of evidence related to consumer product safety and impacts on purchase behaviour or product registration – leading to a questionnaire design workshop to ensure we design robust questionnaires
- A detailed testing phase that includes **15 cognitive interviews** and a large-scale pilot of 300 people per wave to ensure respondents understand the questions
- An extensive online survey of **10,000 UK consumers** per wave, which would be nationally representative across demographics – allowing detailed understanding of consumer sub-groups
- A targeted telephone survey of **500 offline consumers** per wave – to ensure that the attitudes of vulnerable consumers are included
- **Two online focus groups after each wave** of the quantitative survey – to bring the findings to life and add richness to understanding of attitudes and behaviour
- Access to our YouGov **Profiles database of 200,000+ data points** on consumers lifestyles and habits – to paint a more detailed picture to aid understanding of behaviour
- **Two written insight reports** of a publishable standard, presented in an engaging way including infographics and evidence-based actionable recommendations – working with BEIS to disseminate the findings and encourage action
- Access to all the data through our in-house **online data visualisation** tool – that can be used to engage external audiences with the data and encourage debate

YouGov are well placed to add considerable value to this research due to the following:

- Our experience in consumer research and understanding consumer safety issues – our recent work includes a major tracking study for Citizen's Advice Scotland on consumers' experience of various issues.
- Our expertise in delivering robust and representative samples at a large scale and repeated over time, including a recent study of over 28,000 consumers on legal issues experienced and their reported behaviour after encountering a defective product.
- Our market-leading research panel that provides access to over 1,800,000 people across the UK, with thorough profiling key demographics including ethnicity, socio-economic background, and education level
- YouGov's qualitative team are online research pioneers. The team are experts in conducting online methods through a designated online platform, which is engaging and intuitive to use for respondents.
- Our ability to turn statistics into insight and actionable recommendations, with accessible outputs that allow the insights to be engaged with and used by non-statistical audiences.



Project inception

Kick off/ inception

To ensure the timely and efficient start to the project, we would wish to schedule an (online/teleconference) inception meeting with the OPSS steering group. At the **inception meeting**, we would provide a brief overview of the approach and address any questions the OPSS steering group has. This would be followed by an open discussion in order to receive feedback from the OPSS and work with them to consider and make any necessary amendments to the current approach and work plan. This would include discussing the proposed timeline and the sample frames for the study.

The start-up meeting would also be an opportunity for the OPSS steering group to provide any information and data they currently hold internally and are willing to share, such as the existing Consumer Attitudes Survey. The output of this stage of activity would be the production of a Project Initiation Document (PID) that documents the agreed approach and acts as a guide to the successful delivery of this project.

Research design

Rationale for research approach

In order to ensure that the OPSS has increased understanding around vulnerabilities and vulnerable groups, we have proposed a multi-modal approach with a large online survey of UK consumers with a small telephone survey of offline consumers in parallel.

We feel that a large representative sample is **best served through an online mode**.

Though there are advantages and disadvantages to any research type, there are a number of reasons for why an online methodology is the most suitable approach here. In particular, online methodology provides a flexibility of survey completion leading to much larger and representative sample sizes.

Additionally, online research has fewer risks associated with it in relation to the current coronavirus (COVID-19) pandemic. Our panel teams have been closely monitoring if there has been any impact on our panel responsiveness as a result of the pandemic and there has not been a significant impact on the overall response rates of YouGov panels. While some respondents may have had significant changes in behaviour in this time, we will pay particular attention at the questionnaire to ensure that questions are appropriately contextualised and allow for an accurate analysis of behaviour.

We recognise the need to include participants from a range of demographic groups and different levels of consumer confidence in product safety. The online quantitative data will be collected through YouGov's proprietary survey platform. In our experience, the key principle for designing a participant experience that is accessible to the widest range of consumers is the ease of completion. This encompasses the flexibility to take an online survey at a time and place of the consumer's choosing, ensuring the questionnaire is not too long or complex, and ensuring the experience of taking part is engaging and interactive.

However, we do also recognise that there will be some types of consumer who do not use the internet at all and therefore would not be captured in an online data collection exercise. There is growing interest in the concept of digital capability across government as departments look to implement their digital inclusion strategies¹.

While we can reach those with the lowest internet skills as our panel can reach over 15,000 people aged 75+ and has standardised measures of digital capability within captured demographics, we acknowledge that a part of this research should be undertaken with vulnerable consumers who have no or very limited internet access.

Given the current internet penetration rates in the UK, where 7.5% of adults have never used the internet, we propose **a parallel telephone survey of 500 UK consumers** who are low or no-internet users². This sample would be delivered by an MRS approved fieldwork agency, would be representative of the offline population, and would be analysed in tandem with an online population profile. Our study on the Social Value of the Post Office Network (BEIS / UKGI) is an example of this in action³.

Rapid research review

To ensure the research project as a whole builds upon current knowledge and provides new attitudinal insight and evaluation evidence for the OPSS National Capacity Strategy Monitoring and Evaluation plan, YouGov proposes undertaking a rapid research review of published research, policy documents, news articles, and other relevant literature. This would explore issues related to the main research questions around perceptions of product safety and what are consumer attitudes towards various product safety policy areas.

We recognise the existence of the current Consumer Attitudes Survey and understand the need, following policy changes, to replicate questions from this or other research project to monitor changes in consumer attitudes. The identification of key questions or areas in the existing Consumer Attitudes Survey or other publicly available research that would be useful for tracking purposes will be one area for this rapid research review to cover.

The output of this stage of activity would be a summary document of the key findings from the rapid research review and the Profiles database, and their implications for each stage of the research design. This should provide a robust record of what issues need to be explored in each phase of data collection.

Design workshop

We would have a collaborative approach to the research design, drawing upon our previous experience of consumer protection research, the rapid research review, and the OPSS' expertise. We propose that YouGov and the OPSS steering group would have **a research design workshop** after the rapid research review to discuss and digest the findings. This would also be an opportunity to further discuss with the steering group which areas of the existing Consumer Attitudes Survey are important to monitor over time and if there are any new measures or policy areas not yet covered that should be evaluated for future tracking.

¹ [UK Government \(2017\), Digital Inclusion Strategy](#)

² [Office for National Statistics \(2019\), Internet users, UK](#)

³ [YouGov on behalf of the Department for Business, Energy, and Industrial Strategy \(2016\), The Social Value of the Post Office Network](#)

For the second wave of research, YouGov would recommend having a design workshop at the beginning of the project timetable to discuss the key findings and outcomes from Wave 1 of the research as well as any learnings gathered in the interim period between waves.

Each workshop would be an open discussion with the OPSS to ensure that the research instruments are well designed and appropriately build on existing knowledge to provide meaningful evidence for the National Capacity Strategy Monitoring and Evaluation plan. They would be attended by senior members of the YouGov project team and would be held via video-call or in-person if feasible within the COVID-19 restrictions at the time. Each workshop would last c. 2 hours and establish the design principles for the subsequent stages of data collection.

Questionnaire design

After the design workshop for each wave, we would create a draft version of the questionnaire to be shared with the OPSS steering group for review. This would be based on the design principles agreed in the workshop and would be an iterative process. The YouGov project team would collaborate with the OPSS steering group to review and refine each wave's questionnaire, ultimately producing two final surveys which meet the research objectives.

We agree with the approach suggested in the ITT, for a questionnaire of 15 minutes for each wave. Based on extensive in-house testing, we consider this the optimum length for a survey as it allows for in-depth questioning without disengaging respondents or lower attention spans. We estimate that 15 minutes will allow for approximately 40 questions to be asked of respondents.

We recognise that some questions from the current Consumer Attitudes Survey or other research projects may need to be replicated in order to monitor attitudes over time. We would pay close attention to these questions to ensure that they are well suited to an online or telephone format. If any adaptations are needed, these would be discussed with the OPSS steering group and, where possible, implemented in a way that minimises differences across data collection formats.

Once we have agreed the final set of questionnaires with the OPSS, these will be uploaded onto our bespoke online survey system, which the OPSS steering group can review as if they were respondents.

Data collection

Cognitive testing

Once each wave's questionnaire is set-up in our online system, we would **conduct 15 cognitive telephone interviews** with a cross-section of consumers to test comprehension of the survey prior to fieldwork. These are interviews run in parallel to the respondent taking the online survey in its test format. They help ensure the survey design is robust and data collection is accurate for each wave.

The focus of the interviews is on observation/ discussion around the survey's complexity, language and comprehension, and recommendations from these would feed directly into the final phase of survey design. This will ensure that any improvements are made to the survey before it goes live. The interviews would be conducted by our senior moderators in our specialist qualitative research team.

The qualitative team would collate the findings from the interviews and share a summary document for each wave with the OPSS for review and discussion prior to piloting fieldwork.

Pilot

Once cognitive tests have been completed and the final questionnaire agreed, we would pilot each wave of the survey in our online survey platform. This would involve a larger than normal **pilot to 300 consumers**. Each person will be shown the question as they would in

the actual survey, but with some additional opportunities to feedback on their experience. Respondents would be prompted to consider the way the question is presented in terms of the visual style, the way in which the question is worded and their comprehension of the answers. The pilot is also important to test the overall length/ completion time of the survey.

On closure of the pilot we would produce a pilot review report that documents the key findings and feedback from respondents. We would then discuss the findings with the OPSS steering group and make any changes necessary to ensure that all consumers will be able to participate in and have a positive user experience of the live survey.

Online sampling

The fundamental principle for the OPSS Consumer Attitudes Tracking survey is that the achieved sample must be representative of the UK population in order to allow extrapolation to the total population level and understand the variations in attitudes or behaviour across different consumer groups.

The ITT recommends a sample of 4,000 consumers per wave to meet the core requirements. However, based on YouGov's experience of delivering similar studies, such as the Legal Needs of Individuals in England and Wales, our recommended approach would be a large-scale online survey of **10,000 non-overlapping UK consumers** per wave. This will provide a greater level of analytical power across different sub-groups within the population and ensure robust tracking over time.

In order to ensure the representative nature of the sample, the respondents would be drawn from YouGov's UK research panel of over 1,800,000 adults 18+. Our panel is large and diverse enough to enable us to select large nationally representative samples that reflect the actual breakdown of the population on a wide range of important demographics such as age, gender, social grade, ethnicity, education level and more. For this research, we will employ our tried, tested, and detailed sampling approach to deliver nationally representative samples of UK adults by age, gender, region, social grade, education level, and ethnicity.

The sample for each wave would be unique and non-overlapping; consumers would not be able to take part in the Consumer Attitudes Tracking survey more than once. This gives us confidence that any changes over time are real changes that accurately reflect the wider UK population and not due to survey conditioning.

Telephone fieldwork

A key element of this project is to increase understanding around vulnerabilities and how vulnerable groups engage with product safety. Vulnerable groups such as those aged 70+ or disabled people are more likely to be offline or low internet users than the general population⁴.

To ensure we provide a holistic understanding of consumer behaviour, we propose an additional phase of telephone fieldwork. This would run in parallel to each wave of the online survey and participants would be representative of the offline population. This provides confidence that the research project does not omit key consumer attitudes or behaviour.

We would **collect data from 500 offline consumers per wave** and would replicate each questionnaire in its entirety for the offline survey. The sample would also be non-overlapping, providing unique participants for each wave. Some questions may need to be changed or omitted in the context of low internet use and this will form part of the considerations for questionnaire design.

The fieldwork would be carried out by our research partner, Watermelon Research. Watermelon are chosen because of their customer experience and insight specialisms. All research would be conducted within our own internal quality standards and those of the

⁴ [Office for National Statistics \(2019\), *Internet users, UK*](#)

MRS in conducting telephone research of this type.

Qualitative focus groups

In addition to the quantitative data collection, we see strong value in conducting **online focus groups with key UK consumers**. For research that is intended to stimulate policy discussions, focus groups illuminate the research findings by presenting "real world" case studies of individuals of particular interest.

After the quantitative data collection for each wave has ended, YouGov would conduct two online focus groups of 10-12 consumers. The focus groups would be recruited off the back of the online quantitative surveys, which allows specific recruitment of respondents who hold specific attitudes or had specific experiences. For example, numbers permitting, focus groups could be undertaken with any of the following:

- Consumers who always register their products and consumers who never do
- Consumers who have been affected by a product recall
- Consumers with specific attitudes towards product safety policy areas or recent policy changes

The focus groups allow for more in-depth discussion of the reasons consumers hold particular attitudes or report particular behaviours. The OPSS steering group can engage in this stage, as there is a specific moderator view available which allows the steering group and our qualitative moderators to observe and discuss participant behaviour in real time.

For each wave, the findings of the focus groups will be summarised in the form of "case studies" within the main publishable report and debrief presentation. These provide engaging examples of consumer behaviours captured in the quantitative data collection phases and help to stimulate discussions

Deliverables and dissemination

At the end of each wave of the Consumer Attitudes Tracking Survey, YouGov would provide:

- A set of data tables, detailing results of each question, broken down with key crosstabs and significance testing
- Access to data in YouGov Crunch, our online data visualisation tool
- A written insight report, highlighting key evidence for the National Capacity Strategy Monitoring and Evaluation plan
- A summary infographic of key findings
- A debrief with key stakeholders to disseminate the findings

Data validation and tabulation

On close of the quantitative survey fieldwork and completion of the qualitative stages, we will tabulate the survey data and discuss emerging findings with the OPSS steering group. This will feed into the final design of the report to ensure conclusions are actionable and in line with the OPSS' National Capacity Strategy Monitoring and Evaluation plan.

The first stage of the data processing stage will be a cleansing and refinement of the quantitative datasets. Our data processing team would produce a set of data tabulations that are easy to read in MS Excel, contain relevant cross-tabulations desired by the OPSS steering group, and testing for statistical significance to the 95% confidence level as standard. We have proposed a large sample size for the online survey to allow robust sub-group analysis as required.

We will assess the characteristics of the achieved samples against the sampling criteria set in the design stage. A weighting scheme, if necessary, will be applied to the final dataset to adjust for any sampling bias and ensure that the responses are representative of each of the target population.

Crunch

We would also provide access to the online survey data in our **in-house data visualisation system, Crunch**. The Crunch system holds survey results in one place with finalised data tables uploaded to the system, allowing you to conduct your own ad-hoc analysis. Crunch allows you to navigate, analyse and manipulate the survey data into tables and charts in a user-friendly online interface. We can also help you to create an interactive dashboard displaying a selection of key indicators. We will provide as many logins as you need, as well as training sessions and instructional videos and documentation.



To aid in dissemination of the research findings to a wide audience, Crunch also supports a selection of **data being made publicly available** without added cost. A "CrunchBox" allows for a specified amount of the data to be publicly available but also allow the public to interact with that data.

We would work with the steering group to define the variables, breaks, and filters that should be publicly available in the CrunchBox. An interactive website version can be accessed [here](#), but the widget can also be embedded in other websites or articles as demonstrated [here](#).

Advanced analytics: Understanding people's attitudes and behaviours

In order to understand what influences consumer awareness and attitudes to product safety issues, YouGov may also conduct **key driver analysis** at the end of the first wave. This will allow us to identify what factors have the biggest impact on an element of consumer behaviour by assessing the simultaneous effect of various independent variables while controlling for one another. It also identifies the strongest predictor of consumer behaviour, with a guide to the relative importance of each factor. The consumer behaviour examined in the model will be agreed in discussion with the OPSS steering group, but it could be the rates of product registration or activity around product recall.

YouGov has wide experience in applying key driver analysis, across various sectors and markets. Our most recent key drivers project for the UK public sector was a study for Ministry of Defence, which modelled the factors that impact A) favourability towards the Armed Forces and B) stated likelihood to recommend joining the Armed Forces. In this project, we helped narrow down a wide variety of possible independent variables, by using factor analysis (a technique that a large number of survey questions down to a small number of underlying factors). Factor analysis was used to identify the key factors derived from a numbers of attitudinal statements, followed by linear regression analysis on the identified factors against the dependent variables (favourability and recruitments).

Reporting

The effective dissemination of the results to engage partners and direct policy change is critical to the success of this project. We have outlined above how we could share the data with the OPSS and other stakeholders using Crunch, and maybe allow **public interaction with some of the data through CrunchBox** to make the data accessible and encourage discussion. We will also produce a set of engaging and insightful outputs that will help

stimulate debate.

At the end of each wave, YouGov will lead the production of an informative report, which will:

- Be written in clear and concise English using innovative graphics to display data in a way that is accessible to non-research audiences
- Detail the key findings of the survey using the relevant demographic variables for analysis embellished by access to the YouGov Profiles database of over 150,000 socio-economic and lifestyle data points
- Provide context and narrative on the results, based on experience of similar research

We will work closely with the OPSS steering group to produce a report that meets your research objectives, through an iterative process involving the opportunity for the OPSS steering group to review an interim version and provide feedback.

In support of publication, full technical details of the research will be written up in detail so that it can be publicly scrutinised and the survey replicated, including coverage of statistical techniques and their limitations.

The YouGov team are experienced in producing robust and insightful reports for promotional use and for publication. We have allocated a senior team to the report production and all drafts will be checked by a member of the wider YouGov research team who is not part of the core project team.

Examples of published reports produced by YouGov can be seen below:

- [The Legal Services Board and Law Society – Legal Needs of Individuals in England and Wales](#)
- [BEIS – The Social Value of the Post Office Network](#)
- [Solicitors Regulation Authority – Reasonable adjustments in the provision of legal services](#)

Debrief and dissemination

In addition to the publishable report, at the end of each wave YouGov will summarise the key findings of the research in an informative and engaging debrief presentation. This will be in the form of a PowerPoint slide deck with engaging charts and infographics to illustrate the data. The deck will be shared with the OPSS steering group in advance of the presentation date to ensure that the findings are appropriately tailored to the stakeholders at the debrief.

To support dissemination and engagement with the research findings, YouGov is happy to present this debrief deck as an open **stakeholder webinar**. This would be a webinar open to the OPSS' stakeholders or the public as preferred by the steering group. YouGov has extensive experience in public speaking and presentation of research findings to a variety of audiences. Most recently, this has included a professional webinar hosted by the Market Research Society discussing the extent to which customer advocacy is shaped by attitudinal traits rather than direct brand experience.

Additionally, YouGov's in-house design team would create an **infographic** at the end of each wave. This would effectively communicate complicated data in an easily digestible and sharable way. The infographics would be designed in such a way to facilitate easy understanding of the key findings of the research and how it supports the National Capacity for Product Safety Strategy.

Our experience

This requirement is to deliver two waves of tracking research to understand and monitor consumers' awareness and attitudes to a range of product safety issues. Key to successfully delivering this project is the skills and expertise of the project team in understanding consumers and delivering robust data from a nationally representative sample of the UK public. In addition, the successful team must demonstrate the skills in interpreting statistics and disseminating these to a range of audiences in a way that encourages debate and action.

YouGov are highly experienced in delivering major social research projects that track consumer awareness and attitudes over time. We have put together an experienced team that brings the expertise needed to deliver successfully this project.

The responsibility for the delivery of the project will rest with YouGov's Public Sector research team who have delivered major tracking and social research projects for BEIS, the Cabinet Office, Department for Education, Public Health England, The Foreign and Commonwealth Office, Ministry of Defence, Department for Culture, Media and Sport.

YouGov also has a strong track record in delivering research with regulators and consumer protection organisations that will add value to our understanding of consumer issues in the context of this study; such as The Legal Services Board, The Legal Services Consumer Panel, Citizens Advice, The Consumer Council for Northern Ireland and the Office of Fair Trading.

We have outlined below the roles, responsibilities and relevant experience of the staff to deliver this requirement.

Staff roles and responsibilities

We find it important to have clear areas of responsibility for and accountability for different aspects of the project, all overseen by an experienced project assurance team. Overall responsibility for the project will rest with [REDACTED], Director of Public Services. [REDACTED] will take the role of Project Director providing quality assurance for the project. The final sign off of survey instruments and final deliverables will rest with him. [REDACTED] will oversee the project delivery and be on hand to provide input into each stage, where necessary.

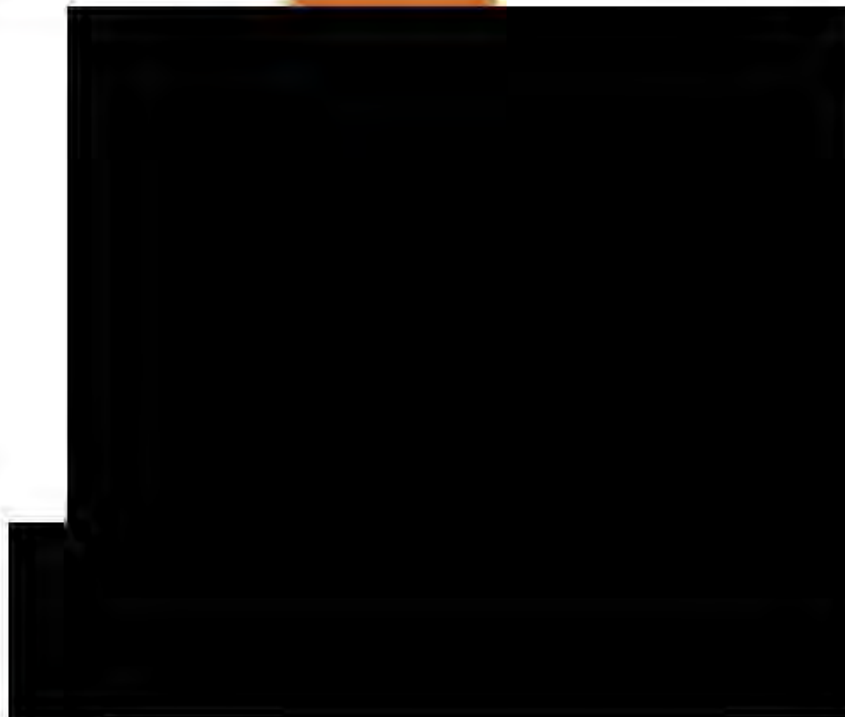
On a day-to-day basis, the project will be managed by [REDACTED], Research Director, who will be responsible for ensuring that the project is delivered to the quality standards required and runs to the timescale and budget agreed. As project lead, [REDACTED] will be responsible for the final design on the survey, the development of the sampling frame and management of the fieldwork and direct the production of the final outputs. [REDACTED] will manage our operations team who will facilitate the fieldwork and our statistical analysis team who will produce the final datasets to be disseminated alongside the written published report.

Supporting [REDACTED] on the design, delivery and management of the project will be [REDACTED] (Research Manager) and [REDACTED] (Research Executive). [REDACTED] will be the deputy project manager and input into all stages. [REDACTED] will manage specific aspects of the fieldwork and support on the analysis and report writing. [REDACTED] will be available to support the project were needed when additional resource is required.

YouGov are also able to draw upon our in-house data analytics team to deliver the advanced analysis we are proposing within this study. This team operate globally across YouGov and are highly experienced in delivering advanced statistical analysis to understand consumer behaviour. In this project team we have included [REDACTED] as analytics lead.

We have also proposed two stages of qualitative research, cognitive testing and post-survey focus groups. YouGov has an in-house qualitative team and these elements will be led by our consumer protection specialist, [REDACTED].

We have outlined the detailed team structure and roles and key responsibilities on the organisation chart below:



Team experience

██████████ – Project Director

██████████ is the head of Public Sector and Not for Profit research and has 20 years' experience in social research. He has an extensive record of accomplishment with private, public and non-for profit organisations over a ten-year research career. He has worked with a number of regulators and consumer protection bodies including Ofqual, OFCOM, Legal Services Board, OFGEM and CC Water.

Of particular interest to this requirement about consumer issues, ██████████ delivered the Consumer Understanding of Contracts Market Study for OFT and the Social Value of the Post Office study for BEIS. He leads our work with the Consumer Council NI and Citizens Advice Scotland including their consumer tracking surveys.

██████████ has a MA in Mass Communication Research Methods and is experienced in delivering major tracking studies with nationally representative sample. He leads Public Health England's communications evaluation call-off contract and similar accounts with the Ministry of Defence and British Army. He has lead responsibility for evaluating the Every Mind Matters campaign for Public Health England.

██████████ combined experience of over many years leading major social research projects for major public bodies, including working with BEIS to deliver the Social Value of the Post Office study, and his experience in tracking studies around consumer awareness and understanding demonstrate that he can provide clear quality assurance for this assignment. Adding value through being able to draw on that experience to direct the design of a robust and insightful questionnaires that feed into engaging deliverables that encourage debate and action.

██████████ – Project manager

██████████ is Research Director for public services at YouGov and would be your day-to-day contact on the management of this project. ██████████ would be responsible for leading the design and analysis of the surveys.

In being responsible for end-to-end project management [REDACTED] can draw upon a range of experience of managing similar studies for central government departments and consumer protection bodies. [REDACTED] is a consumer protection research specialist and has lead a number of major published studies with consumer protection organisations and regulators.

Of particular relevance and value to this requirement is [REDACTED] recent experience of being the project Director for the major social research project, the Legal Needs of Individuals 2019 delivered on behalf of the Legal Services Board and the Law Society. This was a large scale tracking study of over 28,000 people looking into their awareness, understanding and experience of handling legal issues they may have faced, including consumer issues around poor quality services of faulty goods. This study has many similarities to this requirement and the design and delivery would be greatly improved by this previous experience.

[REDACTED] has also for the past six years lead the delivery of the Legal Services Consumer Panel Annual Tracker, which tracks the experiences of 3,500 consumers and has also delivered a recent project for the Solicitors Regulation Authority researching the experiences of disabled consumers in accessing particular services and the reasonable adjustments that can improve their consumer experience.

[REDACTED] has over 15 years' experience in the research sector, has a MSc in Applied Market Research and is a qualified Prince2 Project Manager. [REDACTED] worked extensively on the Department for Education's Communications Research Call-Off contract and leads major programmes of research for the CIPD, Ofsted and Ofqual.

Prior to joining YouGov, [REDACTED] gained over ten years' experience working within a research environment. Including, most recently working as the Head of Market Intelligence at EdComs,

[REDACTED] – Deputy project manager and project support

[REDACTED] is a Research Manager at YouGov who specialises in social and market research within the public sector. [REDACTED] is responsible for end-to-end project management, management of key research operations, questionnaire design, and analysis and reporting. Jane has direct experience of working closely with Governmental Departments and under their guidelines, for example, [REDACTED] is the lead researcher and day-to-day contact for a major MoD tracker which has been ongoing since 2018.

Prior to joining the Public Sector research team [REDACTED] worked in our rapid research RealTime and gained experience of delivering tracking research for Government departments and consumer protection organisations such as Citizens Advice Scotland. [REDACTED] experience demonstrated her skills to manage projects within strict timelines.

[REDACTED] was a key member of the project team that delivered the Legal Needs of Individuals study of the views of a nationally representative sample of over 28,000 people. In this project [REDACTED] role was particularly focussed on the management of the fieldwork and in the advanced analytics used in the analysis. [REDACTED] created segments of the population using indexes created through how people responded to key questions in the survey, which allowed the data to be analysed by legal capability and confidence. This is an approach that could be usefully used in this requirement to better understand consumers.

[REDACTED] also has a specialism around equality and diversity research and brings those skills to understanding how questions and samples are constructed to be inclusive and representative of society. One example of this work in practice was a social research project for the Solicitors Regulation Authority researching the experiences of disabled consumers in accessing particular services and the reasonable adjustments that can improve their consumer experience.

Prior to YouGov, [REDACTED] achieved an MA in English Literature and Anthropology from the University of Aberdeen. She holds the Market Research Society (MRS) Advanced Certificate in Market and Social Research Practice.

██████████ – Project support

██████████ is a Research Executive at YouGov and is responsible for assisting with project management, questionnaire design, advanced analysis and reporting – specialising in work across the public and not-for-profit sector. ██████████ joined YouGov in 2018, completing the Graduate Programme where she worked across teams in Data Services, Data Products and Custom Research, utilising both quantitative and qualitative methodologies.

As a result of working across the business, ██████████ has worked with a diverse range of clients, both public and private sector, including work for: the Department for Education, Solicitors Regulation Authority, Amazon, Channel 4 and the BBC.

Of particular interest to this project is ██████████ work supporting the delivery of research for Consumer Council Northern Ireland and her work with the GOVIA train group. Both involve an understanding of consumer attitudes and behaviour. Since joining the Public sector team ██████████ has worked on social research projects for the Equality and Human Rights Commission and New Philanthropy Capital and. She also works on tracking studies for clients such as the Ministry of Defence and Govia Thameslink Railway, as well as the quarterly Labour Market Outlook survey for the CIPD.

██████████ has an Honours Bachelor of Arts degree in Sociology with a specialism in Social Policy from the University of Warwick. She also has completed the Teach First Leadership Development Programme, gaining a Postgraduate Certificate in Education from Birmingham City University.

██████████ – Advanced analytics lead

██████████ is an Analytics Manager in the YouGov Custom Analytics team. She would be overseeing the advanced statistical analysis of this study. ██████████ would be responsible for delivering analysis such as key driver analysis. ██████████ will also be working closely with the Project Lead-Ian to ensure we are collecting the correct data appropriate for conducting the key driver analysis.

██████████ has been managing advanced statistical analysis for YouGov's Custom Team, across a wide number of sectors that includes Public Sector, Reputation, Political, Consumer, Digital and Media. ██████████ is the lead Analyst on major long-standing advanced analytics consumer projects: the Barclays Annual Tracker Study and ASDA Monthly Study.

██████████ joined YouGov in June 2015, she holds a BSc in Economics and MSc in International Agriculture and Food Marketing majoring in Quantitative Techniques.

██████████, Research Director, Qualitative

██████████ has over 13 years' experience as a qualitative researcher, specialising in public sector research. ██████████ will be the Qualitative lead – designing the methodology and conducting fieldwork and analysis.

She excels at conducting consumer research in the regulatory sector. Having conducted consumer research for the MoJ, the Law Society, Bar Standard's Board and the Legal Ombudsman. ██████████ conducted online forums and interviews covering the topic of transparency of information, e.g. price, services, expertise, complaints procedures, for the Law Society (their response to the SRA Consultation) in 2018.

She has a lot of experience of overseeing large and important studies, for clients such as the DfE, FCO, BIS and the CBI. She also has conducted hundreds of interviews on personal subjects, such as debt, poverty, health conditions and mental health – she is skilled at active listening and encouraging people to speak openly about their lives.

Project plan

YouGov are experts in consumer research, and in delivering social research for policy makers having worked previously with Government departments and consumer protection organisations such as BEIS, FCO, Cabinet Office, Citizens Advice, the Legal Services Board, the Consumer Council Northern Ireland, FCA and the SRA.

YouGov are a full-service market research company and each stage of the project would be managed by YouGov staff, removing any risk around variations in quality and consistency of delivery. We will work with a fieldwork partner to deliver a telephone survey of the offline population but we have clear working practices for managing this contractor in line with our own quality assurance procedures.

YouGov is experienced in delivering market research solutions to time, budget, and quality measures. To do this, we adopt a number of project management techniques. At the start of the project, we would ensure that the following issues are addressed internally and with input from the OPSS steering group:

- Define roles, responsibilities and terms of reference for a particular task;
- Identify the standards and methods to be used;
- Define the activity and resource plans required for the task;
- Identify the standards to be applied to deliverables;
- Identify the method to be used for review and authorisation of deliverable products;
- Assess the risks of the project and the actions that can be taken to mitigate those risks;
- Define the timing of, and attendance at, project review meetings
- Highlight which deviations from the plan must be approved by the client

We would seek to have a positive and collaborative working relationship with the OPSS, involving the steering group at all stages of the research. Project updates will be communicated weekly through a telephone meeting or email update from our project manager. During the project inception phase, we would agree a recurring schedule for these updates and the participants to be involved. From YouGov, the project update calls will be led by our Project Lead [REDACTED] (Research Director) and supported by the relevant member of the project team who is executing the current stage of the research.

We are a medium sized research agency and that allows us to be more flexible in our approach to project management. We will apply strong Prince2 project management principles in the management of this project but also be flexible to alter the allocation of resources and our approach to best meet your objectives.

Key meetings and progress reports

Given the coronavirus (COVID-19) restrictions in place, we envisage that all meetings will be video or tele-conference until restrictions ease. All YouGov staff currently work from home in a secure and privacy compliant fashion, and are well equipped to conduct remote meetings. YouGov would be happy to host meetings via Zoom or the OPSS steering groups' preferred remote conference system.

We have outlined below a series of meetings that demonstrate our collaboration with OPSS. The meetings would be replicated in wave 1 and wave 2 of the research.

Kick-off meeting

The first opportunity for video/ tele-conference meeting would be the kick-off meeting after the contract has been awarded. This would allow the YouGov project team and OPSS steering group to meet, agree any necessary amendments to the proposed approach, and share information and context that would shape the rapid research review. The output of this stage would be a PID.

Design workshop

After YouGov has completed the rapid research review, the findings would be shared with the OPSS steering group in the form of a summary document. The key findings from that document and implications for research would be discussed at a design workshop meeting. This would be a collaborative discussion with the OPSS steering group, to establish key design principles for each stage of the research across the first wave.

A second design workshop would form the beginning of the project process for Wave 2 of the research. This second design workshop would incorporate the key findings from Wave 1 and any learnings gained in the interim into further design discussion for Wave 2 of the tracking research.

Cognitive testing review

After each wave of the survey has been agreed, YouGov will set the questionnaire up in our proprietary survey platform. Each wave would be cognitively tested with 15 participants, to gather their input on their experience and understanding of each question and the survey as a whole. The qualitative team would conduct these interviews over the phone/ virtually and collate feedback for each wave into a summary document for review.

Each wave's summary document would be shared with the OPSS steering group and YouGov proposes having a tele-conference meeting to discuss and agree any amendments to the survey as a result. This minimises the turnaround time needed to make changes to the survey as any clarification or queries can be discussed directly between the YouGov project team and the OPSS steering group. All amendments would be agreed and finalised before the survey is piloted.

Pilot testing review

After the cognitive testing and amendments, each wave will also be piloted with 300 panellists. This will allow YouGov to test and check for any issues at scale. Participants will be asked to rate their experience of the survey and can provide feedback on the experience of taking the survey through free-text boxes.

At this point, YouGov will also be checking the average (median) time for a panellist to complete the survey to ensure that it meets the timings agreed and panellist attention spans are not dropping. Any issues flagged by respondent feedback or panel quality control checks would be communicated to the OPSS steering group for further discussion. If amendments are necessary, a tele-conference meeting may be arranged to discuss and confirm the approach with the OPSS steering group before fieldwork commences.

Report design workshop

Once the data collection phase has been completed we would convene a meeting to talk the steering group through the key findings and plan the design of the final outputs. This session would allow us to plan the structure of the final outputs and gain your insight of the importance of the merging findings and how these are best communicated.

Report review and refinement

YouGov will produce a publishable report for each wave. This will be produced in Microsoft Word, with charts and graphs to illustrate the research findings. A draft of the report for each wave will be provided to the OPSS steering group for review to ensure that it meets the evidence and narrative needed to support the National Capacity Strategy Monitoring and Evaluation plan, as well as engage necessary stakeholders.

The report creation process is an iterative one and YouGov would discuss the needs of each draft with the OPSS steering group. Once a final report is agreed, YouGov would then work up the key findings into a Microsoft PowerPoint debrief format.

Final debrief presentation

The PowerPoint slides would be based on the key findings from the report, in an accessible

and engaging presentation format. The deck of slides would be shared with the OPSS steering group in advance of the presentation date, to ensure that the presentation focusses on the most engaging findings for the stakeholders present at the debrief.

The presentation would be lead by Project Lead, [REDACTED], with contributions from other members of the YouGov project team as appropriate. The presentation would include time for an open discussion or Q&A at the end, to answer any initial queries and ensure maximum engagement with the research findings from the stakeholders present.

Timetable

We recognise that the ITT indicated the 30th September 2020 as the delivery date for Wave 1's final report, but that this is an indicative timing only and the OPSS key deadline is the end of the financial year (31st March 2021). With the methodology and stages proposed, YouGov recommends that a first draft of Wave 1's final report is delivered by the end of October (31st October 2021). This extended timeline for Wave 1 does not impact on the delivery of Wave 2 by the 31st March 2021 and accommodates multiple points of discussion and feedback with the OPSS steering group to ensure that each stage delivers the evidence needed for the National Capacity Strategy Monitoring and Evaluation Plan.

Given that this is a tracking project, much of the necessary work to establish the project objectives and set it up on the YouGov systems will be completed in Wave 1 and not conducted in the Wave 2 timeline. Thus, we have provided slightly shorter timeframes in Wave 2 for the set-up and design phases. The rapid research review will not be conducted in Wave 2 and the questionnaire design phase is slightly shorter. This is because we expect that, while some of the questionnaire will change between wave 1 and 2, some will also remain consistent for tracking purposes.

We have outlined below a timetable mapping each activity and stage of the project. We are confident, given our strong project management techniques and our proposed collaborative working relationship with the OPSS steering group that we can deliver within these timelines.

Wave 1	Timeframe	Responsibility
Contract awarded	6 th Aug 20	YouGov/ OPSS
Kick-off meeting	10 th Aug 20	YouGov/ OPSS
Rapid research review	11 th to 14 th Aug 20	YouGov
Rapid research review report provided	14 th Aug 20	YouGov
Survey design workshop	17 th Aug 20	YouGov/ OPSS
Questionnaire design	17 th to 28 th Aug 20	YouGov/ OPSS
Questionnaire signed off	1 st Sept 20	OPSS
Scripting & set-up	2 nd to 7 th Sept 20	YouGov
Cognitive testing	7 th to 11 th Sept 20	YouGov
Review & amendments	14 th to 16 th Sept 20	YouGov/ OPSS
Pilot	17 th Sept 20	YouGov
Review & amendments	18 th to 22 nd Sept 20	YouGov/ OPSS
Final survey signed off	23 rd Sept 20	OPSS
Fieldwork	24 th Sept to 12 th Oct 20	YouGov
Data verification and tabulation	12 th to 16 th Oct 20	YouGov
Analysis and report creation	19 th to 30 th Oct 20	YouGov
Report review & refinement	2 nd to 6 th Nov 20	YouGov/ OPSS
Presentation on findings	9 th Nov 20	YouGov/ OPSS
Wave 2		
Survey design workshop	11 th Jan 21	YouGov/ OPSS
Questionnaire design	11 th to 19 th Jan 21	YouGov/ OPSS
Questionnaire signed off	20 th Jan 21	OPSS
Scripting & set-up	20 th to 22 nd Jan 21	YouGov
Cognitive testing	25 th to 29 th Jan 21	YouGov
Review & amendments	1 st to 2 nd Feb 21	YouGov/ OPSS
Pilot	3 rd Feb 21	YouGov
Review & amendments	4 th to 5 th Feb 21	YouGov/ OPSS
Final survey signed off	8 th Feb 21	OPSS
Fieldwork	9 th to 26 th Feb 21	YouGov
Data verification and tabulation	26 th Feb to 4 th Mar 21	YouGov
Analysis and report creation	5 th to 19 th Mar 21	YouGov
Report review & refinement	22 nd to 26 th Mar 21	YouGov/ OPSS
Presentation on findings	29 th Mar 21	YouGov/ OPSS

YouGov is very pleased to submit this proposal to deliver two waves of the tracking research, to better understand and monitor consumers' awareness and attitudes of product safety issues and how these change over time.

YouGov understands that the the Department for Business, Energy and Industrial Strategy (BEIS) created the Office for Product Safety and Standards (OPSS) in 2018. As the national regulator for all consumer products (excluding vehicles, medicines and food) and for legal metrology, the OPSS delivers consumer protection and drives business growth and confidence, as well as developing businesses' understanding of their obligations.

OPSS is an evidence led organisation and we appreciate the need for comprehensive regulation and consumer protection; with increasing innovation in the the ever growing global marketplace, new products comprised of multiple components from various manufacturers can easily be accessed by consumers¹. Accordingly, regulation needs to be constantly adapting, not only protecting consumers but also building confidence in business. Building confidence in business is paramount in BEIS's aim for the UK to be the world's most innovative economy, and the best place to start a business².

Researching consumer attitudes and awareness is key in developing reactive regulation, and we understand that as part of measuring progress against the Office's National Capacity for Product Safety Strategy, the OPSS has already completed the Consumer Attitudes Survey. This, alongside the new study will provide comprehensive insight on consumer attitudes will work to inform and evidence the OPSS's objectives outlined in the Office's National Capacity for Product Safety Strategy: Analyse, Inform, Enforce and Build.

This project will be used to inform and steer policies, guidances and campaigns around product safety. Specifically, feeding into the 'Inform' and 'Build' objectives, this study will allow the OPSS to assess the information consumers are accessing, as well as their changing behaviours around the channels they use for this. The latest wave of the BEIS Public Attitudes Tracker (2020) found that of the 17% who were aware of the OPSS, nearly one fifth (18%) had read guidance by the OPSS while 17% had seen an advert³.

This survey can build on these findings, allowing the OPSS to understand the effectiveness of their campaigns and policies, such as the recent E-Cigarettes Battery Campaign. Alongside this, the OPSS will be able to assess their collaborations with different stakeholder and consumer groups. This will give opportunity to revise and develop any regulations in order to ensure the greatest reach.

The research should provide evidence to the OPSS by exploring:

- Consumer awareness and behaviour, such as product recalls and registration rates, and how these can be impacted by key events
- Attitudes towards policy areas and awareness of policy changes
- How different groups interact with and understand product safety, and the best way to communicate risk

To achieve this objective we must deliver large-scale representative surveys of consumers that provides insights from all the different types of consumers in the UK. We have recommended a larger sample of 10,000 people per wave, ensuring that the sample will provide coverage across a variety of demographics and allowing a deep understanding of different awareness levels and attitudes towards product safety issues.

¹ [Office for Product Safety and Standards \(2018\), *Strengthening National Capacity for Product Safety*](#)

² [Department for Business, Energy and Industrial Strategy \(2017\), *Industrial Strategy: Building a Britain Fit for the Future*](#)

³ [Department for Business, Energy and Industrial Strategy \(2020\), *BEIS Public Attitudes Tracker Wave 33*](#)

We are conscious of the OPSS's intention to increase understanding around vulnerabilities and vulnerable groups. This is particularly pertinent when assessing the regulatory support offered to consumers, as the Competition and Market Authority (CMA) highlight; many vulnerable consumers struggle to access relevant information when looking at energy suppliers⁴. Likewise, changes to technology could be increasing the gap between vulnerable groups and their access to help⁵. YouGov is aware of the limitations of conducting online survey research with this audience. Often marginalised or most vulnerable groups may not be able to use or have appropriate access to, online sources, meaning their opinions could be easily overlooked in such studies. Accordingly we would recommend using a combination of online surveys and telephone interviews in order to gain insight to these audiences. Evidencing this experience, we have delivered a recent project for the Solicitors Regulation Authority that explored disabled consumers experiences of accessing services and the adjustments providers can make to improve experiences⁶.

YouGov has a strong brand name in providing consumer research to many of the UK's leading brands. Our syndicated data sources, BrandIndex and Profiles, allow us to track sentiment towards a range of brands, such as Whirlpool (see below), and understand what could be driving the change in attitudes, as well as how best to communicate with these audiences⁷. This data could contribute to the Office's understanding of how key events (e.g. product recalls) affect consumers' attitudes and behaviours, as well developing knowledge around how best to engage with the public and the industry.



A further example of our knowledge that would add value to the design and analysis of the data from this project is our recent whitepaper on *Business Ethics in Britain* (March 2020) places consumer problems within the context of other ways that some businesses behave and shows that lying about poor product performance and malpractice are concerning to more consumers than how they handle environmental impact or senior pay.

In our method section we have outlined the capability we have to deliver large and representative samples of the UK public using both quantitative and qualitative methods. We have a strong track record of providing insight to major organisations across the public and private sector that will add real value to the delivery of this project.

For central Government YouGov provides daily, weekly, monthly and ad-hoc polling and communications research activities for the Cabinet Office and Government Communications

⁴ [Competition and Markets Authority \(2016\), *Energy Market Investigation*](#)

⁵ [Department for Business, Energy and Industrial Strategy \(2018\), *Modernising consumer markets: green paper*](#)

⁶ [Solicitors Regulation Authority \(2019\), *Reasonable adjustments in the provision of legal services*](#)

⁷ Data from YouGov's BrandIndex tool. Rolling average of 4 weeks

Service (GCS). The insight we provide on an on-going basis sits at the heart of decision making with the Cabinet office. The team we have proposed also provides tracking insight to the Ministry of Defence, Foreign and Commonwealth Office and Public Health England. We understand how to provide social research within a governmental context.

YouGov are also experienced in working with consumer groups and providing robust social research into consumer issues. All of these examples demonstrate our knowledge of consumer issues and how to analyse data to better understand what influences attitudes and behaviours.

For BEIS YouGov delivered the social value of the Post Office research project. Which explored how consumers and SMEs value the Post Office network. Using quantitative and qualitative research methods to explore business and individual consumer views alongside those working in the profession.

We have recently completed a major consumer social research study, the Legal Needs of Individuals study. It is the biggest legal needs online survey ever run in England, Wales (28,663 people), and covers 34 different legal issues. It is the first study in this jurisdiction to use OECD guidance on how to develop legal needs surveys and innovates by including measures of legal capability to profile the population by their experience and perceptions of the legal system, options available in the analysis of this data. This study uncovered that generally the majority of people obtain some form of help when faced with a legal issue. The exception being those faced with a consumer issue, where nearly two thirds of people (64%) don't obtain any help⁸.

We also deliver annual nationally representative consumer tracking for Citizens Advice Scotland and The Consumer Council Northern Ireland, exploring awareness of regulatory bodies, whether consumers have sought help with any issues, and whether they received a satisfactory response to complaints made.

For the past eight years YouGov has delivered the Legal Services Consumer panel's annual tracking survey. The survey reaches 3,500 consumers and covers a range of perceptions and experiences of the legal services market from experiencing an issue through to searching for and commissioning a provider.

YouGov has a strong understanding of consumer behaviour from the extensive research we undertake with consumers but we also bring a wealth of experience of working with Government departments and wider consumer protection organisations to support consumer welfare. We are able to draw upon this experience outlined above to improve the design, delivery and dissemination of this important research into consumers' awareness and attitudes of product safety issues and how these change over time.

⁸ [Legal Services Board and the Law Society \(2019\): *Online survey of individuals' handling of legal issues in England and Wales*](#)

Part 2: Contract Terms



Contract Terms v6.0