Thank you for taking part in this important consultation which should only take 15 to 20 minutes for you to complete.

MRA Research is conducting this survey on behalf of the CPA Marketing Integrity Group (MIG), strictly in accordance with the Market Research Society’s Code of Conduct. Your participation is greatly appreciated and will help to shape the future of Construction.

This industry consultation follows the Call For Evidence survey commissioned by the MIG in 2019 on the use of construction product information.

Please take time to read the Consultation Report before completing this survey. Download it here: https://buildingsafely.co.uk/app/uploads/2021/01/Consultation-Report-2021.pdf

Q1 Which of the following best describes your type of business?
- Manufacturer/supplier
- Merchant/distributor with own brand range
- Other
If you selected 'Other' - please specify...

Q2 Which sector does your organisation operate in?
Tick as many as apply
- Bathrooms and Kitchens
- Bricks/Block/Cement
- Civils and Drainage
- Hard Landscaping/Aggregates
- Lighting and Electrical
- Painting and Decorating
- Plumbing/Heating/Ventilation
- Renewables and Water Saving
- Roofing/Cladding/Insulation
- Timber and Joinery Products
- Tools/Hardware/Accessories
- Windows/Doors/Glazing
- Other
- None of the above / Not applicable
If you selected 'Other' - please specify...

Q3 Including yourself, approximately how many people are employed in your organisation?
- 1-5
- 6-15
- 16-25
- 26-50
- 51-100
- 101-250
- 251-500
- 501-1000
- 1001-5000
- 5000+
- Don't know
Q4 What is your job title/position within your organisation?

Q5 How many years have you been working in the construction industry?

☐ Less than 5 years
☐ 5-9 years
☐ 10-14 years
☐ 15-19 years
☐ 20-24 years
☐ 25-29 years
☐ 30-34 years
☐ 35-39 years
☐ 40+ years

Q6 What are the main responsibilities of your current role?

Tick as many as apply

☐ I am responsible for all decision making in the business
☐ I am involved in product selection
☐ I research construction products
☐ I produce technical information for construction products
☐ I produce marketing information for construction products
☐ I procure products
☐ I install products
☐ I sell products
☐ I market products
☐ I maintain products
☐ None of these

If you selected 'None of these' - please specify...

Overall impression of the Code

Q7 How easy is the Code to understand?

☐ Very difficult
☐ Fairly difficult
☐ Neither difficult nor easy
☐ Fairly easy
☐ Very easy

Q8 To what extent does it meet your expectations of a Code for Construction Product Information?

☐ Not at all
☐ Partially
☐ Almost
☐ Completely
☐ Don’t know
### Importance & Ability to comply with the Code

**Q9** How important is it to your organisation to comply with the new Code?

- [ ] Totally unimportant
- [ ] Unimportant
- [ ] Neither unimportant nor important
- [ ] Fairly important
- [ ] Very important

**Q10** Does your company already comply with any of the following Clauses?

<table>
<thead>
<tr>
<th>Clause</th>
<th>Not at all</th>
<th>Partially</th>
<th>Mainly</th>
<th>Completely</th>
<th>Don’t know</th>
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Q11  With regard to **PROCESS**:

On a scale of 1-5, where 1 is No barrier and 5 is Significant barrier to what extent will each Clause be a barrier to comply:

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With regard to **RESOURCE:**

On scale of 1-5, where 1 is No barrier and 5 is Significant barrier to what extent will each Clause be a barrier to comply:

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Q13 With regard to **BUDGET**:  

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Q14 Overall, are there any concerns around your company’s ability to comply?  

☐ Yes  
☐ No  
☐ Don't know  

**If you selected 'Yes' - what are your concerns?**
Implementing the Code

Q15  How easy will it be for your company to achieve full compliance with the Code?

- Very difficult
- Fairly difficult
- Neither difficult nor easy
- Fairly easy
- Very easy
- Don't know

Q16  How long do you expect it to take your company to achieve full compliance?

- Within 3 months
- Within 6 months
- Within 12 months
- Within 2 years
- 2+ years

Q17  How much do you expect it to cost to achieve full compliance?

Q18  What do you see as the one biggest challenge in implementing the Code?

Upholding the Code

Q19  Would you like to be assessed on the implementation of the Code when you have completed all elements of it, or would it work better for your organisation to be assessed in stages?

- On completion of all
- In stages

Q20  Much of the ‘policing’ of the compliance with the Code will be peer based. Do you agree with the certification process outlined in the Code?

- Yes
- No
- Don't know

If you selected 'No' - why not?
Signing Up to the Code

Q21   Do you expect your company to sign up to the Code?

☐ Yes [go to q22]
☐ No [go to q23]
☐ Don't know [go to q24]

Q22   If 'Yes', which of your product ranges would you aim to cover?

☐ All ranges
☐ Most ranges
☐ About half of our products
☐ A small selection
☐ Other

If you selected 'Other' - please specify...

Q23   If you selected 'No' at Q21, why do you say that?


Final section

Q24   Is anything important missing from the Code in its current form?

☐ Yes
☐ No
☐ Don't Know

If you feel that something important is missing from the Code - what...?

Q25   Are there any other comments you would like to make at this stage with regards to the Code, its implementation, its policing or its enforcement?


Q26   Have you completed the survey on behalf of your company or as personal opinion?

☐ On behalf of company
☐ Personal opinion
For verification purposes, please can you confirm the following details:

Your Name: 

Company Name: 

Email Address: 

NOTE: The consultation is being carried out independently, using the services of industry specialists, MRA Research. The survey is conducted on a confidential basis – i.e. respondents' names and company names will not be attributed in the reporting and completed surveys will not be passed to the CPA or the MIG. This ensures objectivity and is a requirement of the Market Research Society's Code of Conduct.

If you have any queries, email MRA Research at: ralph@mra-marketing.com

Thank you for your time. We much appreciate your contribution and views on such an important development for our industry.

To include your response in the consultation either:
- Enter it directly into the online survey via: https://online1.snapsurveys.com/w0d1m7
- Scan it and email it to: ralph@mra-marketing.com
- Post it to: MRA Research, (CCPI Feedback), 18 Market Street, Wotton-Under-Edge, GL12 7AE

The Consultation closes on the 31st March 2021.

If you wish to receive a copy of the survey findings once published, visit the ‘Contact’ page on the BuildingSafely website: https://buildingsafely.co.uk/contact/.