

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?

- | | |
|--|--|
| <input type="checkbox"/> Architectural Practice | <input type="checkbox"/> Merchant/general distributor without own brand |
| <input type="checkbox"/> End user (i.e. in-house fm/local authority/education) | <input type="checkbox"/> Specialist contractor/installer |
| <input type="checkbox"/> Engineer | <input type="checkbox"/> Specialist distributor (without own brand) |
| <input type="checkbox"/> General contractor/installer | <input type="checkbox"/> Surveyor |
| <input type="checkbox"/> Housebuilder | <input type="checkbox"/> Other |

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

Q2 Including yourself, approximately how many people are employed in your organisation?

- | | |
|----------------------------------|-------------------------------------|
| <input type="checkbox"/> 1-5 | <input type="checkbox"/> 251-500 |
| <input type="checkbox"/> 6-15 | <input type="checkbox"/> 501-1000 |
| <input type="checkbox"/> 16-25 | <input type="checkbox"/> 1001-5000 |
| <input type="checkbox"/> 26-50 | <input type="checkbox"/> 5000+ |
| <input type="checkbox"/> 51-100 | <input type="checkbox"/> Don't know |
| <input type="checkbox"/> 101-250 | |

Q4 What is your job title/position within your organisation?

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

- | | |
|--|--------------------------------------|
| <input type="checkbox"/> Less than 5 years | <input type="checkbox"/> 25-29 years |
| <input type="checkbox"/> 5-9 years | <input type="checkbox"/> 30-34 years |
| <input type="checkbox"/> 10-14 years | <input type="checkbox"/> 35-39 years |
| <input type="checkbox"/> 15-19 years | <input type="checkbox"/> 40+ years |
| <input type="checkbox"/> 20-24 years | |

Q6 What are the main responsibilities of your current role?

Tick as many as apply

- | | |
|--|--|
| <input type="checkbox"/> I am responsible for all decision making in the business | <input type="checkbox"/> I procure products |
| <input type="checkbox"/> I am involved in product selection | <input type="checkbox"/> I install products |
| <input type="checkbox"/> I research construction products | <input type="checkbox"/> I sell products |
| <input type="checkbox"/> I produce technical information for construction products | <input type="checkbox"/> I market products |
| <input type="checkbox"/> I produce marketing information for construction products | <input type="checkbox"/> I maintain products |
| | <input type="checkbox"/> 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

Implementing the Code

Q9 How easy do you think it will be for manufacturers to achieve compliance with the Code?

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

Q10 How long do you expect it to take a manufacturer to achieve full compliance?

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

Q11 Do you have any concerns around how companies may choose to implement this?

- ☐ Yes
- ☐ No
- ☐ Don't know

If 'Yes' what are your concerns?

Using the Code

Q12 The Code aims to make construction product information Clear, Accurate, Up-to-date, Accessible and Unambiguous.

To what extent do you think the Code will ensure information is...

	Not at all 1	2	3	4	Yes completely 5
Clear	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accurate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Up-to-date	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accessible	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Unambiguous	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q13 To what extent do you think the Code will help improve...

	Not improve at all 1	2	3	4	Greatly improve 5
Availability of manufacturer product information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Consistency of manufacturer product information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of manufacturer product information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The process for making product substitutions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reliability of manufacturer product information (linked to competence)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q14 To what extent do you think the Code will help improve your understanding of...

	Not improve at all 1	2	3	4	Greatly improve 5
The testing and certification processes involved	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The nuances of the technical information language used	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How to ensure the product is used, installed and maintained correctly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How to ensure it meets the required performance, including in relation to other products and systems	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Potential risks associated with misuse of the product	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q15 Can you rate each Clause of the Code based on how important it will be in setting the standard for construction product information?

	Totally Unimportant 1	2	3	4	Very Important 5
1. Documented sign-off process for creating 'Product Information'	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Formal version control process for all 'Product Information'	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Use of plain English to ensure accurate representation of 'Product Information' and performance claims	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Specific information re Certification, Classification and Industry Standard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Verifiable information when making any product performance claims	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Descriptive and physical characteristics of the 'Construction Product' on website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. 'Product Information' consistent with Manufacturers' supplied products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Clear information on handling, installation, operation, maintenance and disposal of 'Construction Products' on website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Guarantees/warranties used in 'Product Information', state what is: covered, excluded and required to comply with its terms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Ensure technical helpline contact details are visible on your website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Robust training programme to ensure that anyone conveying 'Product Information' is competent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Upholding the Code

Q16 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?

Q17 Would you report manufacturers to CPIL that were found not to be abiding by the Code?

- ☐ Yes
☐ No
☐ Don't know

Adopting the Code

Q18 To what extent are you likely to specify, stock or install products from companies that sign up to the Code over those that do not?

- ☐ Never
☐ Sometimes
☐ Often
☐ Always
☐ Don't know

If you selected '**Never**' - why not?

If you selected '**Often**' or '**Always**' how do you think it will be managed or policed in your organisation to ensure that the products you specify/stock/install are from companies that have signed up to the Code?

Q19 Once the Code is launched, consideration will be given to introducing a 'Supporters' accreditation for companies that demonstrate they are specifying, stocking or installing products from code-compliant manufacturers.

What are your thoughts on the potential introduction of this concept?

Q20 How likely is it that your organisation would 'sign-up' to the accreditation?

- ☐ 1 Not Likely
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5 Likely

Q21 Do you think such an accreditation would encourage more users of product information to work with code-compliant manufacturers?

- ☐ Yes
- ☐ No

You selected 'No' - why not?

Final section

Q22 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...?

Q23 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?

Q24 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/>.