

Appendix F:

Control Group Activity for Study 1

Please answer the following questions:



1. Which seat do you prefer?
 - a) The seat on the left
 - b) The seat in the middle
 - c) The seat on the right

2. What is the most important reason for your choice?
 - a) Color of the seat
 - b) Style of the seat
 - c) That seat looks more safe
 - d) The features of the seat

If I had a boy baby, I would prefer the seat to be (please choose one):

- | | |
|-----------|----------------|
| A. Red | F. Yellow |
| B. Blue | G. Brown |
| C. Green | H. Pink |
| D. Black | I. Purple |
| E. Orange | J. Tan/Neutral |

It is important for the stroller to coordinate with the safety seat.

Yes No

It is important for the safety seat to match the car interior.

Yes No

Please answer the following questions:



1. Which seat do you prefer?
 - a) The seat on the left
 - b) The seat in the middle
 - c) The seat on the right

2. What is the most important reason for your choice?
 - a) Color of the seat
 - b) Style of the seat
 - c) That seat looks more safe
 - d) The features of the seat

I prefer my child safety seat to have options that include popular characters or themes (e.g. princesses, popular kids shows, nascar, etc).

Yes No

Please rank in order the most important to the least important.
(1 = most important)

_____ Color

_____ Style

_____ Price

_____ Safety

_____ Quality

_____ Maximum height and weight limits

_____ Parent convenience

_____ Coordinating accessories (matches stroller, nursery, etc.)

Please answer the following questions:



1. Which seat do you prefer?
 - a) The seat on the left
 - b) The seat in the middle
 - c) The seat on the right

2. What is the most important reason for your choice?
 - a) Color of the seat
 - b) Style of the seat
 - c) That seat looks more safe
 - d) The features of the seat

Who or where do you go to for your information about child safety seats? (Check all that apply)

- A. My child's school
- B. Doctor's office
- C. Friends
- D. Family
- E. Public Health Department
- F. Website
- G. Fire Station
- H. Police Station
- I. Store where I purchased the seat
- J. Other: _____
- K. None of the above

It is important to read reviews of safety seats before I purchase one.

Yes No

I prefer to purchase a well-known, brand name safety seat over an off brand one.

Yes No

Please answer the following questions:



1. Which seat do you prefer?
 - a) The seat on the left
 - b) The seat in the middle
 - c) The seat on the right

2. What is the most important reason for your choice?
 - a) Color of the seat
 - b) Style of the seat
 - c) That seat looks more safe
 - d) The features of the seat

If I had a girl baby, I would prefer the seat to be (please choose one):

- | | |
|-----------|----------------|
| A. Red | F. Yellow |
| B. Blue | G. Brown |
| C. Green | H. Pink |
| D. Black | I. Purple |
| E. Orange | J. Tan/Neutral |

The opinions of my family and friends on safety seats are important to me.

Yes No

When it comes to purchasing a car seat for my child, price is not the most important factor.

Yes No

Please answer the following questions:



1. Which seat do you prefer?
 - a) The seat on the left
 - b) The seat in the middle
 - c) The seat on the right

2. What is the most important reason for your choice?
 - a) Color of the seat
 - b) Style of the seat
 - c) That seat looks more safe
 - d) The features of the seat

The size/measurements of the car seat influences my purchasing decision.

Yes No

The comfort of the car seat influences my purchasing decision.

Yes No

How do you prefer to have your information about child safety seats distributed?

A. Television

E. Email

B. Billboards

F. Postal Mail

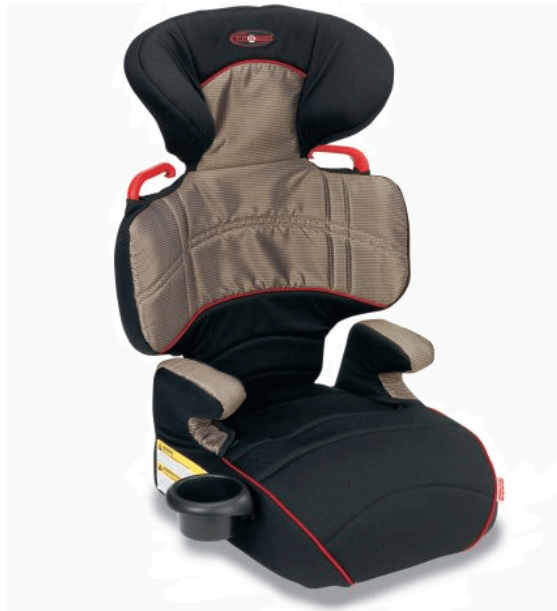
C. Radio

G. Brochures

D. Smartphone
Application

H. Other: _____

Please answer the following questions:



1. Which seat do you prefer?
 - a) The seat on the left
 - b) The seat in the middle
 - c) The seat on the right

2. What is the most important reason for your choice?
 - a) Color of the seat
 - b) Style of the seat
 - c) That seat looks more safe
 - d) The features of the seat