

**Supporting Statement for:  
CPSC National Awareness Survey  
(CPSC)**

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Appendix: Survey and Survey Script

## **A. JUSTIFICATION**

### **A.1. Circumstances that Make the Collection of Information Necessary**

This is a request for a survey to assess awareness of CPSC and other product safety information and resources. It is an initial effort to obtain direct input from consumers who may not be reached through existing Commission communication channels. Findings will inform efforts to broaden the Commission's reach and develop communications approaches that respond to target audiences' needs for information. Messaging and dissemination tailored to audience responses will support more efficient allocation of resources for informing consumers about product safety issues. These initial data also will inform planning for potential long-term data collection on consumers' awareness, media utilization, and decisions regarding product safety.

The 2011-2016 Consumer Product Safety Commission's (CPSC's) Strategic Plan presents an approach for supporting the agency's commitment to help keep people safe and prevent hazardous consumer products from entering the marketplace. Goal 5 of the plan calls for the agency to "use a wide array of communication channels and strategies to provide the public with timely and targeted information about safety issues and CPSC capabilities. This information will empower consumers to make informed choices about the products they purchase and how to safely use them, to be aware of hazardous products in the market, and to act quickly if they own a recalled product." Public awareness is an essential component of protecting consumers from potentially hazardous products. To respond most effectively to the public's need for information, CPSC must collect data on the target audiences, including their awareness of the agency and its work, awareness of product safety in general, awareness of options for responding to product safety issues, the media people use and the types of messages that are reaching them. Understanding the audience is critical for developing effective messages. Results of this initial information will inform efforts to develop and disseminate information about product safety, and to develop long-term plans for collecting data from the public to inform CPSC communications efforts. This information will increase efficiency and relevance of the Commission's communications efforts.

Consumers' acting on messages by returning recalled products, following safety guidelines, sharing product safety information with others, and reporting unsafe products are critical to the success of CPSC's efforts to reduce injury, death, and financial and property loss due to unsafe consumer products. Developing messages that reach and engage consumers requires understanding of audience perspective, priority, and levels of awareness. In order to achieve this understanding, CPSC requires input from a diverse sample of consumers, including individuals who are not familiar with the Commission and are not currently being reached through mechanisms such as its website and listservs.

### **A.2. Use of Information**

Results will inform Commission communications efforts and resource allocations as well as plans for potential long-term data collection efforts. Using a national awareness survey, the Commission will obtain preliminary descriptive data on awareness about CPSC and its work, awareness of other consumer safety information sources and how and why consumers obtain

information about product safety. Results will be used to develop estimates that will enable the Commission to make some initial improvements to the reach and responsiveness of its communications effort. Results will provide initial descriptions of the characteristics of individuals who have and have not been reached by current communications, the types of efforts that may reach them, and which subpopulations should be studied in more detail in order to develop engaging messages that reach them. Results will also provide data describing the relationship between the media utilized and the actions taken by consumers on product safety messaging, but will not enable CPSC to determine a causal relationship. These exploratory data will be collected at two time periods to account for seasonal variation and temporal events such as product recalls with wide media coverage, but will not be used for comparison between the time periods because the methodology of this survey does not support such a use. Interviewers will follow-up with no more than nine participants who indicate they have sought out or responded to product safety information. These interviews will be to obtain clarifying information about how and why consumers respond to this type of information, and what approaches to studying consumer awareness would be most useful in the future. We have set a limit of nine to minimize participant burden and maintain the scope of the current project.

Rather, results will inform decisions regarding potential need for future data collection efforts to assess consumers' awareness, needs, and responses to communication regarding product safety. For example, results may suggest that additional research is necessary to learn about the specific communication channels or messaging approaches that will be most effective in reaching some demographic groups, and most effective in promoting action from consumers.

CPSC's activities aim to serve a broad range of consumers with differing needs. Reaching all target audiences requires varying communications approaches. The survey is designed to provide preliminary descriptive data about some of the subpopulations are being reached, and thus are aware of CPSC and/or CPSC sponsored resources. These results will provide guidance about the types of messages and methods of communication outreach that would improve coverage. This is especially important for informing agency efforts to reach underserved, economically disadvantaged groups.

Examples of how CPSC may use results include: Households with children aged five and under may typically seek information through different channels than households comprising only seniors. Messages relevant to reach only one of these groups would be disseminated by the channels each indicates it uses most frequently. For example, if results suggest that no rural respondents received information via the website or listservs, and that respondents in this group primarily utilize radio and television messages, the agency would consider conducting an environmental scan to confirm whether using radio and television communications would improve reach to this group. Or, if all groups of respondents are unaware of the option to report a product safety issue to CPSC, the agency would consider how to develop messaging to increase awareness in the general public.

### **A.2.1 Research Questions**

Preliminary data on awareness levels and responses to product safety information, in combination with data on the media sources providing product safety information, will give the

Commission some basis for determining which messaging approaches have been successful in the past. This information can then be used to enhance the efficiency of the agency’s efforts by enabling more focused campaigns using more effective media. The data from consumers who have not previously engaged with product safety information will help inform the agency about what new media can be explored for more effective dissemination of product safety information.

The NAS will provide the only source of data available to answer the following research questions, designed to provide early descriptive information on awareness and reach:

- What proportion and number of respondents spontaneously recall CPSC as a source of safety information?
- What proportion and number of respondents recognize CPSC with prompting as a source of safety information?
- How many and what proportion respondents are aware of safety information, but do not know CPSC is the source?
- How many and what proportion respondents are aware of CPSC resources?
- How do respondents seek product safety information generally?
- How do respondents become aware of CPSC and product safety information?
- Why do respondents seek product safety information?
- How frequently have respondents responded to CPSC safety messages, or reported product safety issues to CPSC?
- How do individual respondents respond to product safety information generally? Results will help CPSC to determine the best approaches for continued exploration of consumers’ needs for information, including which subpopulations may be informative focus groups (e.g., age groups, parents and caretakers of small children, socioeconomic groups).
- Are there demographic correlates of the questions above? If so, what are the demographic correlates of being more and less aware of safety information? What are the demographic correlates of various responses to safety information?

In this survey, the respondent pool is not nationally-representative.

The following table shows how the survey items will support answering these questions.

| <b>Research Question</b>  | <b>Corresponding Survey Items</b>        | <b>Analyses</b>   |
|---|--|---|
| What proportion and number of respondents spontaneously recall CPSC as a source of safety information?          | 2, 2.1                                   | Weighted frequencies and percentages of responses that mention CPSC in either Item 2 or 2.1 |
| What proportion and number of respondents will recognize CPSC with prompting as a source of safety information? | 4, 5f, 6j, 6l, 6n, 9                     | Weighted frequency and percentage of affirmative responses to one or more items             |
| How many respondents are aware of safety information, but do not  | 4,7, 7.1, 11, 11.1, 11.2, 18, 20, 21, 22 | Weighted frequency and percentage of responses who  |

|   |  |   |
|---|--|---|
| know CPSC is the source?  |  | indicated “no” for Item 4 and gave responses to one or other items indicating that they recall information that was disseminated by CPSC. Content analysis will be used to derive categories for open-ended items.  |
| How many respondents are aware of CPSC resources?                   | 2, 2.1, 4a, 5f, 6j, 6l,6n,7, 7.1, 10.1, 11, 12.3, 13.3, 14, 15, 15.2, 16, 18, 19, 19.1, 20, 20.1, 21, 22 | Weighted frequency and percentage of respondents whose responses to one or more items indicated awareness of the resource mentioned (Content analysis will be used to derive categories for open-ended items)   |
| How do respondents seek product safety information generally?       | 1,2, 2.1,3, 6, 6.1, 8,9, 10, 11.1, 11.2, 12, 12.1, 12.4, 13, 13.4, 15, 15.1, 17                          | Weighted frequencies and percentages of respondents indicating they use information sources mentioned in each item<br><br>Weighted frequencies and percentages of respondents reporting each frequency category for seeking information from sources mentioned in each item<br><br>Content analysis will be used to derive categories for open-ended items.         |
| Why do respondents seek product safety information?                 | 1, 3   | Weighted frequencies and percentages of all respondents and of respondents indicating they have sought product safety information who select each response category in Item 3   |
| How do respondents respond to product safety information generally? | 5, 6, 7, 7.1, 11.1, 11.2, 12.5, 13.5, 15.2, 19, 19.1   | Weighted frequencies and percentages of all respondents and of respondents indicating they have sought product safety information who indicate that they have responded in ways indicated by each item, and the frequency categories selected for each response type (where applicable)<br>Content analysis will be used to derive categories for open-ended items. |

|  |  |   |
|--|--|---|
|  |  | Correlations between frequency of information exposure and frequency of responding to safety information (e.g., acting on a recall, reporting a safety issue)   |
| How frequently have respondents have responded to CPSC safety messages, or reported product safety issues to CPSC?   | 5f, 7, 7.1, 11.1, 12.3, 12.5, 13.3, 13.5, 15.2, 19, 19.1 | Weighted percentages of respondents who indicated each response category for all items (Content analysis will be used to derive categories for open-ended items)  |
| How do people become aware of CPSC and product safety information?   | 2, 2.1, 6.1, 11.1, 12, 13, 15                            | Weighted frequencies and percentages of respondents in each response category   |
| Why do some people not seek product safety information?  | 3.1  | Weighted frequencies and percentages of respondents in each response category   |
| Are there demographic correlates of the questions above? If so, what are the demographics correlates of being more and less aware of safety information? What are the demographic correlates of various responses to safety information? | Items listed for each question above, D1-13              | <p>Cross-tabulations of percentage of respondents in each demographics category with each response category</p> <p>Chi-square and logistic regression analysis to assess which demographic characteristics are associated with product safety awareness, and which are associated with each category of response to product safety information</p> <p>Correlations between frequency of information exposure and frequency of responding to safety information (e.g., acting on a recall, reporting a safety issue)</p> |

## A.2.2 Audiences for Data and Results

CPSC senior staff and the Office of Communications will be the primary audience. They will use the data to inform the agency’s communication strategy and tactics. Summary reports of aggregated data describing the sampled responses and comparisons between subgroups defined by responses provided when the sample sizes are large enough to support analysis will be provided for those overseeing CPSC operations. Data will be reported in CPSC’s annual Performance and Accountability Reports and Budget documents.

## A.2.3 Methods of Dissemination

Portions of the NAS results may be made available to the public in conjunction with program planning activities, including: ongoing consumer education and outreach activities and compliance activities, such as recalls. Because of the limits of the methodology used for this survey, CPSC will not use the results of this survey to make statements or generalizations about the U.S. population or subgroups defined by sociodemographic characteristics and will not provide this information to the public in a manner that encourages such an inference. CPSC will use the information to inform development of communications efforts and to inform plans for collecting data on public information needs and responses over the long-term.

### **A.3 Use of Information Technology and Burden Reduction**

The survey will be administered, using a computer-assisted telephone interview (CATI) system, in a secure location to which only authorized personnel have access. The interview will be conducted using a random (cell and landline) telephone number dialing protocol. The operators dialing and conducting the survey are trained interviewers. The initial screening is short, taking less than a minute at the longest. Eligible respondents will participate with informed consent and all responses will be kept private to the extent permitted by law. The brevity of the screening will reduce the burden to non-participants.

The CATI system will have a question skipping pattern to minimize the respondent burden. Respondents who are aware of CPSC will be presented with 24 substantive questions. Those not familiar with the agency will be presented with 19 substantive questions. All participants will be asked 12 demographic questions.

To minimize respondent burden, the CATI system will ensure that interviewers only ask each respondent survey items appropriate for the respondent's level of awareness. The system's automatic survey control also produces status reports to allow ongoing monitoring of the survey's progress. The CATI scheduler will be used to route telephone numbers to interviewers, maintain a schedule of callback appointments, and reschedule unsuccessful contact attempts to an appropriate day and time.

The instrument was pilot tested with a sample of six volunteers to ensure it takes no more than 30 minutes to complete and is clear. Prior to full implementation, we will test the CATI system with 20 participants to ensure the system is operational.

### **A.4. Efforts to Identify Duplication**

CPSC staff continuously seek information from commercial market research and public health studies to support CPSC compliance, information and education, and voluntary standards activities. The present survey does not duplicate this information. Current collections of data are primarily from people who know CPSC and come to know the agency due to a safety incident. Advocacy groups and victims do not provide data related to national awareness. Approval to collect information about knowledge of product safety is requested in order to assess awareness among all target audiences, including any not being reached through current approaches.



Information about use of CPSC web resources is requested to assess whether a respondent is aware of those resources.

#### **A.5 Impact on Small Businesses and Other Small Entities**

The NAS will not affect small businesses, as they are not involved in the survey.

#### **A.6. Consequences to the Government of Less Frequent Data Collection**

This is an initial effort to obtain direct input from consumers who may not be reached through existing Commission communication channels. Findings will inform efforts to broaden the Commission's reach and develop communications approaches that respond to target audiences' needs for information. Without results of the proposed project, CPSC will not have evidence to guide efforts to maximize the reach of its communications campaigns.

The proposed approach is to collect data at two time periods in order to account for potential seasonal bias and events that can affect message salience, such as high profile product recalls. Seasonable bias is an important issue because planned efforts, such as communications about fireworks safety or holiday toy safety, or unscheduled efforts including recalls of a popular product due to serious injuries to children, could easily skew awareness for short periods of time.

#### **A.7 Special Circumstances Relating to the Guidelines of 5 CFR 1320.5**

There are no special circumstances that would require collection to be conducted in a manner inconsistent with 5 CFR 1320.5.

#### **A.8 Comments in Response to the Federal Register Notice and Efforts to Consult Outside Agency**

A. CPSC submitted the survey and documentation of proposed procedures with a solicitation for comments for 60-day Federal Register Notice in March 2013. Only one comment, stating general support for the project, was submitted. No comments were posted in response to the 30-Day Federal Register Notice.

B. Since 2011, the Agency has consulted with the following staff at Synthesis Professional Service, Inc. regarding this information collection:

Robin H. Pugh Yi, Ph.D.

Project Director

Akeso Consulting, LLC, subcontractor to Synthesis Professional Service, Inc.

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(Dr. Newman resigned from Synthesis on June 1, 2012.)

Ruth Anne Gigliotti

President

Synthesis Professional Service, Inc.

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CPSC staff involved with the development process include:

1. *Performance Review*

Alexander J. Filip (301-504-7783)

Kim Dulic (301-504-7058)

2. Statisticians

Steve Hanway (301-504-7256)

It is anticipated that additional CPSC staff may be charged with analyzing, summarizing, and presenting the information collected.

**A. 9 Explanation of Any Payment or Gift to Respondents**

No gift, incentive or payment will be offered or given to the respondents.

**A. 10 Assurance of Confidentiality Provided to Respondents**

Volunteers who participate in the NAS will be subject to assurances and safeguards as provided by the Privacy Act of 1974 (5 USC 552a).

Participation in the NAS is voluntary and respondents will be so informed before screening and beginning the survey. Subjects are informed of the measures taken to protect their confidentiality in the introductory language read to sampled persons.

Respondent phone numbers are the only information in identifiable form (IIF) and will only be used by CPSC's contractor (SPS) to screen for and conduct follow up interviews with nine or fewer participants. These interviews will provide anecdotal examples of reporting product safety issues or seeking product safety information. Procedures for conducting confidentiality are: Access to the physical call center location and CATI network is restricted only to authorized individuals. Access restrictions are defined for each individual based on his/her role. Access to data requires the entry of a valid account username and password. Center staff receive data security training and sign an assurance of confidentiality of survey data (Appendix D). All Center staff complete required annual privacy and security training and sign a document pledging confidentiality and maintaining privacy according to Health Insurance Portability and Accountability Act (HIPAA) and Family Educational Rights and Privacy Act (FERPA) standards. While neither HIPAA nor FERPA standards are legal requirements for the proposed

awareness survey, this training illustrates the data collection team’s awareness of the importance of confidentiality and the team’s high standards for protecting privacy and confidentiality. The training includes information and data security factors, using information sources responsibly, employee responsibilities, and how to report instances where violation of data security is suspected.

After data collection is complete, phone numbers will not remain linked to the data and will not be provided to the CPSC. Survey respondents will have a unique ID number not linked to any personal identifying information. Analysis will be conducted on data sets that include only respondent ID numbers; they will not contain any identifying data. All data will be securely stored in locked file cabinets or password-protected computers, accessible only to project staff. Respondents' phone numbers will not be stored with their data, and will be destroyed at the end of the survey.

**A.11 Justification for Sensitive Questions**

Most questions asked on the NAS are not typically considered sensitive. Potentially sensitive questions include those on the respondent's ethnicity, languages spoken in the household, ages of their children and annual household income. All of these topics are essential to the objectives of the NAS. NAS procedures will be designed to make respondents feel as comfortable as possible in answering these questions. Interviewers will assure respondents that participation is voluntary, that they may choose not to answer some questions, and that responses are confidential. Participants will be informed that their names and contact information will not be recorded with their responses. Linkage between phone numbers and personal identifiers and sensitive information will not be recorded during the NAS studies. Participants will be assigned unique identifiers that do not include any personal identifiers. These identification numbers will be linked to contact information in one database, and survey responses in a separate database. The data collection team will generate a report on refusals, hours per completed interview, screening hours per completed interview, and American Association for Public Opinion Research (AAPOR) response rates. This report will allow us to assess potential sample bias.

**A.12 Estimates of Hour Burden Including Annualized Hourly Costs**

Table A-1 shows estimates of NAS hour burden and costs to respondents. Prior to implementation, we will assess usability with a sample of no more than 20 respondents, as described in Section B.4. The telephone interview will take approximately 15-20 minutes (.25-.33 hours) to complete. Follow-up interviews, described in A.2, to collect more detailed information about tailoring messages may be conducted with no more than nine respondents will take approximately 30 minutes (0.5 hours) each.

Table A-1. Estimate of respondent burden for NAS

| Project Activity | Number of Respondents | Frequency of Response | Hour Burden of Response | Annual Responses | Total Annual Burden |
|------------------|-----------------------|-----------------------|-------------------------|------------------|---------------------|
|                  | (A)                   | (B)                   | (C)                     | (D=AxB)          | (E=CxD)             |
| Usability Survey | 20                    | 1                     | 20                      | 20               | 20                  |

|                                |              |          |     |              |              |
|--------------------------------|--------------|----------|-----|--------------|--------------|
| Nat'l Awareness Survey, Wave 1 | 640          | 1        | .33 | 640          | 211.2        |
| Nat'l Awareness Survey, Wave 2 | 640          | 1        | .33 | 640          | 211.2        |
| Follow-up Interview            | 9            | 1        | .5  | 9            | 4.5          |
| <b>TOTAL</b>                   | <b>1,309</b> | <b>1</b> |     | <b>1,309</b> | <b>446.9</b> |

Monetized hourly cost is defined by the average total hourly cost to employers for employee compensation for employees in management and professional industries as of May 2014, reported by the Bureau of Labor Statistics. Total cost burden in the first year is 446.9 hours x \$54.08, or \$24,168.35.

A draft of the survey follows the supporting statement.

There are no other costs to respondents and no respondent recordkeeping requirements associated with the NAS.

### **A.13 Estimates of Other Total Annual Cost Burden to Respondents or Recordkeepers**

There are no costs to respondents beyond those presented in Section A.12. There are no operating, maintenance, or capital costs associated with the collection.

### **A.14 Estimates of Annualized Costs to the Federal Government**

The contract to design and conduct the NAS was issued to Synthesis Professional Service, Inc. under contract number GS-35F0562R for \$162,951.94. Salary and benefits costs for government personnel assigned to this study are estimated at \$3,976.37 based on 6 days of staff time (3 days for each survey) at an average level of GS-14 step 5 ( $(\$119,238/.692) \div 2080$  total hours per year) x 48 hours per year), using a 69.2 percent ratio of wages and salary to total compensation from Table 1 of the September 2012 Employer Costs for Employee Compensation, published by the Bureau of Labor Statistics. Therefore, total estimated cost to the government is \$162,951.94 plus \$3,976.37 in government labor costs for every year that the survey is conducted.

### **A.15 Explanation for Program Changes or Adjustments**

This is a new collection of information.

### **A.16 Plans for Tabulation and Publication and Projected Time Schedule**

#### **A.16.1 Analysis Plans**

Analyses will include preliminary estimates of percentages of respondents as well as subgroups that are aware of CPSC product safety messages and the percentages likely to use agency services to learn and share information about product safety. Analyses also will indicate the percentages of the respondents that are aware of product safety messages and use product safety resources, regardless of whether they know the source of information. These results will not be representative of the U.S. population nor allow generalizations to subpopulations defined by sociodemographic characteristics. Rather, the analysis will focus on identifying the

characteristics of sampled individuals who might benefit from greater outreach. In addition, results will provide preliminary data regarding why some people do not seek product safety information. Since this is exploratory data, results will not yield reliable and valid population estimates. However, they will provide preliminary descriptions of public information needs from a diverse sample. Responses of parents, grandparents, and other respondents who are responsible for the care of minor children will be analyzed separately and compared with others to explore the association between responsibility of caring for children and salience of product safety and utilization of product safety information. Analysis also will assess how respondents seek and obtain information and how they respond to it. Analyses will focus on the reach of particular types of communications efforts and self-reported responses. Results will be used to inform communication strategy and future data collection efforts.

Analysis products from the contractor will include a final technical report describing the NAS methodology. The report will include American Association for Public Opinion Research indices for survey response rates, descriptive statistics on the demographic data, summary lists of open responses, frequency distributions and margin of error estimates of fixed responses, and the potential of developing composite indices for “Awareness” and “Action” using item analytic and factor analytic statistical techniques. The contractor will prepare a summary results report.

#### **A.16.2 Publication Plans**

Portions of the NAS results may be made available to the public in conjunction with program planning activities, including: ongoing consumer education and outreach activities and compliance activities, such as recalls. Results will be in annual Performance and Accountability Reports and Budget documents. CPSC may publish aggregate results in research and policy journals. Because of the limits of the methodology used for this survey, CPSC will not use the results of this survey to make statements about the U.S. population as a whole or subpopulations defined by socio-demographic characteristics, and will not provide this information to the public in a manner that encourages such an inference.

#### **A.16.3 Time Schedule**

The schedule for data collection is dependent on the timing of OMB clearance. Our schedule for the completion of NAS after OMB approval is given below.

##### **SCHEDULE FOR NAS**

- Start data collection    Within 2 months of OMB approval
- Wave 1:
- Data collection            1-3 months after approval
- Data editing                3-4 months after approval
- Data analysis              4-5 months after approval
- Interviewing                5-6 months after approval
- Wave 2:
- Data collection    7-9 months after approval
- Data editing                9-10 months after approval

- Data analysis 10-11 months after approval
- Interviewing 11-12 months after approval
- Dissemination 13-14 months after approval

**A.17 Reasons(s) Display of OMB Expiration Date is Inappropriate**

This survey instrument is administered orally by telephone and display of expiration date is not possible.

**A.18 Exceptions to Certification for Paperwork Reduction Act Submissions**

CPSC is not requesting an exception to the certification requirements.

## **B. Collection of Information Employing Statistical Methods**

### **B.1. Potential Respondent Universe and Sampling Methods.**

The proposed survey will be administered to English-speaking adults within sampled households. Project resources require limitation to respondents who speak English. The 2009 American Community Survey estimates 95.3% of all households have at least one person over the age of 14 who speaks English. Estimates for households with at least one English-speaking adult were not found. Linguistic isolation is associated with higher rates of poverty and less education than households with at least one English speaker over age 14. Reports will note this exclusion of non-English speaking households and will include caveats that these results cannot be used to infer needs of the population as a whole or subpopulations defined by socio-demographic characteristics.

This survey will sample telephone households (both landline and cellular) selecting a respondent using a common randomized respondent selection technique- the last birthday method of respondent selection. The random digit dialing approach described below will result in a diverse respondent sample.

The staff of the Call Center (Center) will conduct all interviews for this study. Interviewers will collect data from a randomly selected adult member of each household. The Center will administer this study using its CATI system, CASES, which was developed at the University of California, Berkeley and customized by our project management staff. The interviewing protocol employed by the Center is designed to enhance response and cooperation rates, and thus data quality. Interviewers will attempt a total of up to fourteen callbacks to each number in the sample, if necessary, with 12 taking place during weeknights and weekends. Follow-up calls to households yielding no answers, busy signals, or answering machines are scheduled at varying times, including mornings and afternoons, depending upon the times that previous contacts were attempted. Interviewers will use best practices recommended by the American Association for Public Opinion Research (AAPOR) for “soft declines” to participate. These interviewers are very experienced in telephone surveys, and are permitted to handle refusals only after they have demonstrated a consistent, low refusal-to-completion ratio as well as understanding of the importance of minimizing respondent burden. Interviewers will emphasize the value of each selected household’s input.

### **B.2. Procedures**

Households will be identified and screened using a random digit dialing (RDD) sampling methodology for both the landline and cellular telephone frames. The sample files will be generated by Marketing Systems Group and is described below.

#### **RDD Sample Methodology**

The RDD sample frame can be best characterized as a single stage Equal Probability Selection Method (*EPSEM*) sample of all residential telephone numbers (including listed, unlisted and

non-published numbers) in the defined sample frame. The Floyd Institute for Public Policy Center for Opinion Research will draw the sample. The Institute will use Equal Probability Selection Method for Random Digit Dialing (RDD), a standard method to ensure a diverse sample. The following paragraphs detail the underlying methodology.

The system utilizes a database consisting of all residential telephone exchanges, working bank information, and various geographic service parameters such as state, county, and primary zip code. In addition, the database provides working bank information at the two-digit level. Each of the 100 banks (i.e., first two digits of the four-digit suffix) in each exchange is defined as "working" if it contains one or more listed telephone households. Nationally, this definition covers an estimated 96.4% of all residential telephone numbers and 99.96% of listed residential numbers. This database is updated on a quarterly basis.

The sample frame consists of the set of all telephone exchanges which meet the geographic criteria. This geographic definition is made using one or more of the geographic codes included in the database. Following specification of the geographic area, the system selects all exchanges and associated working banks which meet those criteria.

The **EPSEM** (Equal Probability Selection Method) sample is generated in the following way:

- a) The sample frame is first specified, which is defined as a group of exchanges serving some geographic area – this could be a city, county, state, national, or even a set of exchanges.
- b) The sampling interval is then calculated by summing all of the exchanges and working blocks in the frame, times 100.
- c) This sum is then divided by the number of RDD records desired, thus specifying the size of the frame subdivisions.
- d) At this point, the frame size has been fixed and divided into equal-sized subsets of ten-digit numbers,
- e) Within each of the subsets, one number is selected at random from each of the equal-sized intervals.
- f) All possible ten-digit numbers are given an equal probability of selection, regardless of the density of listed households within them. Hence, an extremely representative sample is produced.

The result is that every potential telephone number within the defined sample frame has a known and equal probability of selection. A modified RDD or MOD1 sample is generated in the same way as an *EPSEM* RDD, with one exception. When the sample is generated, blocks and associated ten-digit numbers are sampled in proportion to the density of households. The result is a higher overall hit rate; however, but lower coverage compared to an *EPSEM* frame.

### **Constructing Cell Frames – Marketing Systems Group Explanation**

Cellular numbers are assigned to mobile devices that may be located across the nation – if not the globe. In spite of this indeterminable mobility, however, most US cellular telephone numbers are assigned to exchanges that are native to specific locations, as is the case with landline telephone numbers. The North American Numbering Plan Administration (NANPA) is the



governing body that regulates the assignment of all area codes, exchanges, and 1000-series blocks of telephone numbers in the US. The NANPA assignment protocols, which tend to be location-centric, apply uniformly to all types of numbers including those used for landline, cellular, and paging services. While area codes conform to state boundaries, for 1000-series blocks switch centers serve as the basic unit of geography for the telecom industry. Moreover, newly activated cellular numbers are assigned within a finite set of 1000-series blocks allocated to these switch centers. Given that each switch center has a unique latitude and longitude, cellular switch centers and the set of 1000-series blocks they serve can be identified and included in the sampling frame for specific geographic locations. The sampling of cellular numbers from this frame is analogous to the process used for generating RDD landline sample.

### **Estimation Procedures**

Estimates will be produced using standard survey estimation procedures. Survey estimates of interest include estimates of the proportions of respondents that demonstrate awareness of the CPSC, that report acting on CPSC messages, that use different media, and that actively seek product safety information.

### **Degree of Accuracy**

The confidence interval for a point estimate is,

$$\pi \pm z (se) \text{ with } se = \text{square root } ((\pi (1 - \pi)) / n)$$

It should be noted that results will not be used to infer precise point estimates, but rather to obtain descriptive information about the target audience and to inform which types of long-term data collection may be most practical for the agency.

### **B.3. Maximizing Response Rates**

The staff of the Center will conduct all interviews for this study. Interviewers will collect data from a randomly selected adult member of each household. The Center will administer this study using its CATI system, CASES, which was developed at the University of California, Berkeley and customized by our project management staff. The interviewing protocol employed by the Center is designed to enhance response and cooperation rates, and thus data quality. Interviewers will attempt a total of up to fourteen callbacks to each number in the sample, if necessary, with 12 taking place during weeknights and weekends. Follow-up calls to households yielding no answers, busy signals, or answering machines are scheduled at varying times, including mornings and afternoons, depending upon the times that previous contacts were attempted. Householders who initially refuse to be interviewed are re-contacted a minimum of two times by specially trained interviewers. These interviewers are very experienced in telephone surveys, and are permitted to handle refusals only after they have demonstrated a consistent, low refusal-to-completion ratio.

Interviewers will record non-responses and any information, such as geographic information, associated with non-responses. Analysts will calculate response rate and use propensity scoring to assess possible bias.

#### B.4. Pretesting

Eleven evaluation and/or survey methodologists reviewed the survey and provided recommendations for ensuring relevance, clarity, and minimal response burden. Contractor Synthesis recruited six volunteers with no association with consumer product safety professions to participate in cognitive testing during which they talked aloud to describe their response process, and identified ambiguity, confusing instructions, or logical gaps. The contractor then modified the survey and administered cognitive tests to two additional volunteers. Responses from these volunteers confirmed that they perceived the current version to be in plain language, to accurately depict their understanding of and responses to consumer product safety information, and to place minimal burden on them.

The survey will be administered to a random sample of 20 respondents after a final instrument is prepared and prior to full-field interviewing. The pretest is a survey conducted on a small scale by interviewing a random sample of respondents then evaluating the performance of the survey before more interviewing is conducted. The pretest is used to identify problems in the questionnaire, particularly the sequencing and flow of questions, ambiguity in questionnaire items, poorly constructed questions with a significant number of "don't know" responses, and low variation in response patterns. The pretest will also be used to identify programming errors, including inaccurate skip patterns, fills, and internal logic. If any changes to the survey are required as a result of pretesting, CPSC will make the changes and submit a non-substantive change request to OMB.

#### B.5. Data Collection

The survey will be conducted by the Center for Opinion Research at Franklin and Marshall College, led by

Berwood Yost, Ph.D.  
(717) 291-3922

## CPSC National Awareness Survey Project

### Draft CPSC Survey Screening Script

#### Consumer Product Safety Commission (CPSC) National Awareness Survey

#### Survey Screening Script

- Hello. My name is \_\_\_\_\_ and I am calling to conduct a survey on consumer product safety on behalf of a Federal agency. I am not calling to sell anything. . All answers will be kept confidential to the extent provided by law; and the survey will take about 15-20 minutes. **{For landline respondents only:}** Can I please speak with the English-speaking person over 18, currently at home, who will be the next to have a birthday?

**Yes: {Start from top if someone else comes to the phone, or continue with person who answered}**

**No:** When would be a good time for me to call back for a brief conversation with that person?

**Refusal:** Thank you for your time, goodbye.

**Acceptance: {Make a call-back appointment.}**

**Non-English Speaker:** Can I please speak to someone who speaks English?  
**(Interviewer can ask this in Spanish as well as English).**

**No:** Thank you for your time; good bye.

**Yes:** May I speak with that person? **{Begin again at top.}**

- Do you work in the field of product safety?

**Yes:** Who is your employer?

**CPSC:** CPSC employees are not eligible to participate. Thank you for your time, goodbye.

**No, Other Agency: {Proceed with script below.}**

Thank you; your cooperation is voluntary. Answers will help us to develop useful information about product safety. We appreciate your help. It is very important for you to give honest answers, even if you think it might not be what I want to hear, so that we can use the results to help improve consumer safety. Any time you don't remember or don't know, please tell me.

I will be asking about consumer product safety. This means most things you would buy - like household cleaning products, recreational equipment, toys, furniture, and most things around the house. We will not be covering food or drugs, cars, cosmetics or firearms in our survey. Do you have any questions about what consumer products means, or about the survey, before we get started? **{Answer any questions}**

## Questions

1. Have you ever looked for information about consumer product safety? (**Yes, No, No Response**)
2. If you had a question about consumer product safety, where would you go for information? You can list more than one source of information. (**Open Response**)

**Interviewer code (For general responses such as “news” or the “Internet,” use categories below to prompt a more detailed response):**

- Consumer Product Safety Commission Website**
- Consumer Reports**
- Other Print News**
- Television News**
- Radio News**
- Internet News**
- Listserv**
- Google, or other Internet search engine**
- Social Networking Website**
- Retailer Websites**
- Friend or family member**
- Don't Know**
- Other, specify \_\_\_\_\_**
- No Response**

**2.1. (If response 2 is not Don't Know) Where do you get most of your information about product safety? (Open response)**

**Interviewer code:**

- Consumer Product Safety Commission Website**
- Consumer Reports**
- Other Print News**
- Television News**
- Radio News**
- Internet News**
- Listserv**
- Google, or other Internet search engine**
- Social Networking Website**
- Retailer Websites**
- Friend or family member**
- Don't Know**
- Other, specify \_\_\_\_\_**
- No Response**

3. What causes you to seek out safety-related information about a product? **{Open-ended, interviewer code using categories below.}**

- It's something I've never used before.
- It's for child safety.
- Word of mouth.
- Media tells me it may be unsafe (specify which media)\_\_\_\_\_
- Hearing about a recall
- Other, Specify\_\_\_\_\_
- No Response

**3.1. (If respondent says s/her does not seek safety information) Why do you not seek information? {Open ended, interviewer code using categories below.}**

- I assume products are safe.
- I would rather not think about product risks.
- I don't believe anyone can give me useful information about product safety.
- I don't know where to get product safety information.
- Other, specify
- No response

**3.2 (If respondent says s/her does not seek safety information) If you wanted to seek product safety information, where would you look?**

**4. Have you ever heard of the Consumer Product Safety Commission? (Yes, No, Not Sure, No Response)**  
**{CATI program will refer to this for logical skips.}**

**a. (If Yes). What kinds of things do you think the Consumer Product Safety Commission does? (Open Response)**

**5. The following items describe hypothetical situations. Please tell us what you would do.**

**5.1. During normal use, your child's inexpensive child's toy broke and caused him or her a minor injury, that does not require medical attention. (open-ended, check all that apply)**

- a. Stop using the toy (take it away from the child)
- b. Repair or modify the toy yourself
- c. Return the toy to the store
- d. Replace it with a different toy
- e. Contact the manufacturer
- f. Report it to the Consumer Product Safety Commission
- g. Sue the toy store or manufacturer
- h. Don't know
- i. Other, specify\_\_\_\_\_

**5.2. During normal use, your washing machine had an electrical short that resulted in a shock requiring medical attention. (open-ended, check all that apply)**

- a. Stop using the product

- b. Repair or modify the product yourself
- c. Return it to the store for a refund
- d. Replace it with a different product
- e. Report the problem to the manufacturer
- f. Report it to the Consumer Product Safety Commission
- g. Seek legal remedies in the courts
- h. Don't know
- i. Other, specify\_\_\_\_\_

**6.** Have you ever heard or read about a product recall? (Yes, No, No Response)

**6.1 (If Yes)** For each recall, I am going to read a list of ways that people learn about product recalls. Please answer “yes” or “no” to whether you have learned about a product recall from any of these sources.

**Except where noted, for each item if Yes:** Please say who issued the recalls you heard about this way, or say “don't remember.”

**(For each item: Yes, No/Issuing agency, Don't Remember, or No Response)**

- a. In a newspaper
- b. In a magazine
- c. In a direct mailing from the product manufacturer **(Do not ask who issued recall)**
- d. In an email from the product manufacturer **(Do not ask who issued recall)**
- e. In a recall notice posted in a store
- f. By word of mouth
- g. On television
- h. On the radio
- i. On Internet news or homepages like Yahoo, CNN, New York Times Online, Google News, etc.
- j. In a Consumer Product Safety Commission email **(Do not ask who issued recall)**
- k. In an email from a friend
- l. In a Consumer Product Safety Commission RSS feed **(Do not ask who issued recall)**  
**Interviewer: If participant asks what an RSS feed is, explain that it is an online notice of updated website content.**
- m. Reposted on social networking sites like Facebook or MySpace
- n. On the Consumer Product Safety Commission “OnSafety” Blog **(Do not ask who issued recall)**
- o. On other Blog Sites
- p. Through links from other websites
- q. On Twitter
- r. Other, specify\_\_\_\_\_

**7.** Have you taken action on a product recall? (Yes, No, Don't Know, No Response)

7.1 What did you do? If you have acted on more than one recall, please tell me what you did in each case. Please tell me about when each recall was issued and who issued the recall, if you can remember. **(Open Response)**

**Provide brief description of each recall mentioned (up to 5)**

#1 description \_\_\_\_\_ , date \_\_\_\_\_, issuer \_\_\_\_\_

#2 description \_\_\_\_\_ , date \_\_\_\_\_, issuer \_\_\_\_\_

#3 description \_\_\_\_\_ , date \_\_\_\_\_, issuer \_\_\_\_\_

#4 description \_\_\_\_\_ , date \_\_\_\_\_, issuer \_\_\_\_\_

#5 description \_\_\_\_\_ , date \_\_\_\_\_, issuer \_\_\_\_\_

**Issuer codes:**

**Consumer Product Safety Commission (CPSC)**

**Manufacturer**

**Food and Drug Administration (FDA)**

**United States Department of Agriculture (USDA)**

**National Highway Traffic Safety Administration (NHTSA)**

**U.S. Coast Guard**

**Environmental Protection Agency (EPA)**

**Other (specify)**

**Interviewer code for each event:**

#1 \_\_\_\_\_

\_\_\_ returned to manufacturer

\_\_\_ returned to retailer

\_\_\_ discarded the product

\_\_\_ told friends and family

\_\_\_ told the person I had previously given the product to

\_\_\_ other (specify)

#2 \_\_\_\_\_

\_\_\_ returned to manufacturer

\_\_\_ returned to retailer

\_\_\_ discarded the product

\_\_\_ told friends and family

\_\_\_ told the person I had previously given the product to

\_\_\_ other (specify)

#3 \_\_\_\_\_

\_\_\_ returned to manufacturer

\_\_\_ returned to retailer

- discarded the product
- told friends and family
- told the person I had previously given the product to
- other (specify)

#4 \_\_\_\_\_

- returned to manufacturer
- returned to retailer
- discarded the product
- told friends and family
- told the person I had previously given the product to
- other (specify)

#5 \_\_\_\_\_

- returned to manufacturer
- returned to retailer
- discarded the product
- told friends and family
- told the person I had previously given the product to
- other (specify)

8. About how often do you hear or read about product safety (Please remember we are referring to consumer products other than food, drugs, or cars)?

- once a month or more
- less than once a month, more than once a year
- about once a year
- less than once a year
- never

**No Response**

**{If respondent answered “no” to Item 4 (heard of CPSC), skip to Question 10.}**

9. About how often do you hear or read about the Consumer Product Safety Commission?

- once a month or more
- less than once a month, more than once a year



- about once a year
- less than once a year
- No Response**

**10. What types of products do you seek safety information about? (Check all that apply)**

- Motor vehicles**
- Cribs**
- Child car seats**
- Toys**
- Kitchen appliances**
- Power tools**
- All terrain vehicles**
- Other (specify)**

**10.1.** About how often do you look for safety information about (ask for each product checked above) ?

- always
- not always, but more half the time
- about half the time
- less than half the time
- never

**10.2. {Only ask respondents who answered “yes” to Question 4 (heard of CPSC).}**

When you check for safety information about products you own or may buy, how often do you check to see if Consumer Product Safety Commission information is available?

- always
- not always, but more half the time
- about half the time
- less than half the time
- never

**No Response**

**11. Have you ever heard of the SaferProducts.gov web site (Yes, No, No Response)**

**11.1 (If Yes)** Have you used the SaferProducts.gov web site to research a purchase or find a safety recall? **(Yes, No, Don't Know, No Response)**

**11.2. (If Yes to 11.1)** How often have you used the SaferProducts.gov web site to research a purchase or find a safety recall?

once a month or more

less than once a month, more than once a year

about once a year

less than once a year

**don't know**

**No Response**

**12. Have you watched a product safety video someplace on the internet, like YouTube, Facebook, or a blog? (Yes, No, No Response)**

**12.1 (If Yes)** How many?

**12.2. Do you remember who produced this video or videos? (Yes, No, No Response)**

**12.3. (If Yes)** Please say who produced the video or videos. **(Open Response, enter for each video(up to 5))**

**12.4. (If Yes)** How often do you watch product safety videos?

once a month or more

less than once a month, more than once a year

about once a year

less than once a year

never

don't know

**No Response**

**12.5. (If Yes)** I'm going to read ways you might use the information in product safety videos. Please answer Yes or No to whether you have used information in product safety videos in the following ways: **(Yes, No, Don't Know, No Response)**

- Made a decision about a product purchase
- Learned how to use a product safely
- Gave others information about product safety
- Looked up more information about a product
- Other, specify

**13.** Live product demonstrations are face-to-face demonstrations of how to use products such as cribs, ATVs, or appliances safely. Have you ever watched or participated in a live product safety demonstration, safety webcast or webinar? **(Yes, No, No Response)**

**13.1 (If Yes)** How many?

**13.2.** Do you remember which organizations or agencies produced the events, webcasts or webinars? **(Yes, No, No Response)**

**13.3. (If Yes)** Please say which organizations or agencies produced the webcasts or webinars. **(Open Response, enter for each webcast or webinar)**

**13.4. (If Yes)** How often have you ever watched or participated in a live product safety event, webcast or webinar?

- once a month or more
- less than once a month, more than once a year
- about once a year
- less than once a year
- never
- No Response**

**13.5. (If Yes)** I'm going to read ways you might use the information in product safety event, webcasts or webinars. Please answer Yes or No to whether you have used information in product safety webcasts or webinars in the following ways: **(Yes, No, Don't Know, No Response)**

- Made a decision about a product purchase
- Learned how to use a product safely
- Gave others information about product safety
- Looked up more information about a product
- Other, specify

**{If respondent answered "no" to Question 4 (heard of CPSC), skip to Question 19.}**

The next few questions are about the Consumer Product Safety Commission.

14. In general, how often do you notice the safety information published by the Consumer Product Safety Commission?

- once a month or more
- less than once a month, more than once a year
- about once a year
- less than once a year
- never
- don't know
- No Response**

15. Have you visited the Consumer Product Safety Commission website? (**Yes, No, No Response**)

15.1. (**If Yes**) How often do you visit the Consumer Product Safety Commission website?

- once a month or more
- less than once a month, more than once a year
- about once a year
- less than once a year
- never
- don't know
- No Response**

15.2. (**If Yes**) I'm going to read ways you might use the information from product safety websites. Please answer Yes or No to whether you have used information from the Consumer Product Safety Commission website in the following ways: (**Yes, No, Don't Know, No Response**)

- Made a decision about a product purchase
- Learned how to use a product safely
- Gave others information about product safety
- Looked up more information about a product
- Other, specify

16. Have you seen or heard about any of the Consumer Product Safety Commission's international activities? **(Yes, No, No Response)**

16.1. **(If Yes)** Please give examples of international activities you have heard about **(Open Response)**.

17. How often do you read or hear about injury or death statistics related to product safety?

\_\_\_ once a month or more

\_\_\_ less than once a month, more than once a year

\_\_\_ about once a year

\_\_\_ less than once a year

\_\_\_ never

\_\_\_ **No Response**

18. Have you ever heard of the National Electronic Injury Surveillance System? **(Yes, No, Don't Know, No Response)**

19. Have you ever reported a product safety issue? **(Yes, No, No Response)**

19.1. Please describe the safety issues you reported, whom you reported them to, and how you reported them (e.g., using telephone hotline, website, email, or regular mail). **(Open Response, For each issue: Issue/organization reported to/ Method of reporting, up to 5)**

Issue #1: Description\_\_\_\_\_ Reported to\_\_\_\_\_ Reporting method\_\_\_\_\_

Issue #2: Description\_\_\_\_\_ Reported to\_\_\_\_\_ Reporting method\_\_\_\_\_

Issue #3: Description\_\_\_\_\_ Reported to\_\_\_\_\_ Reporting method\_\_\_\_\_

Issue #4: Description\_\_\_\_\_ Reported to\_\_\_\_\_ Reporting method\_\_\_\_\_

Issue #5: Description\_\_\_\_\_ Reported to\_\_\_\_\_ Reporting method\_\_\_\_\_

20. Can you think of any products recalled within about the last year? **(Yes, No, No Response)**

20.1. **(If Yes)** Please say which product was recalled and who issued the recall, if you can remember.

**(Product/Recall issuer, Don't Know) for each recall (up to 5)**

**Product #1\_\_\_\_\_ Recall Issuer\_\_\_\_\_**

**Product #2\_\_\_\_\_ Recall Issuer\_\_\_\_\_**

**Product #3\_\_\_\_\_ Recall Issuer\_\_\_\_\_**

**Product #4\_\_\_\_\_ Recall Issuer\_\_\_\_\_**

**Product #5\_\_\_\_\_ Recall Issuer\_\_\_\_\_**

**{Interviewer: Note if responses here match prompts in Question 23. Record "yes" for applicable prompts in Question 23 and do not repeat these items later.}**

**21. Do you remember any of the following product recalls announced in the past three months? Please respond "yes" or "no" to each. Please say who issued each recall, if you remember.**

**(Products will be identified after survey is approved, to ensure they occurred within 3 months prior to survey administration.)**

**(Yes, No/Issuer, Don't Know)**

- a. (high saturation recall #1)
- b. (high saturation recall #2)
- c. (moderate saturation recall #1)
- d. (moderate saturation recall #2)
- e. (low saturation recall #1)
- f. (low saturation recall #2)
- g. (children's product recall #1)
- h. (children's product recall #2)
- i. (children's product recall #3)
- j. (other agency recall foil #1)
- k. (other agency recall foil #2)
- l. (other agency recall foil #3)

**22. Do you remember seeing or hearing about any of the following five news stories during the past three months? Please respond "yes" or "no" to each.**

**List 5 recent CPSC news stories. {To be determined when survey is approved}**

(Yes, No, Don't Know, No Response)

### Demographic Questions

D1. Besides yourself, how many people are living in your household? \_\_\_\_\_

D2. (If at least one) How many are minor children in each of the following age categories:

- 5 years or less: \_\_\_\_\_
- 6 to 12 years: \_\_\_\_\_
- 13 to 17 years: \_\_\_\_\_

D3. (If there are minor children in the household) For how many of these children are you the:

- \_\_\_ parent?
- \_\_\_ grandparent?
- \_\_\_ other relative?
- \_\_\_ non-relative?
- \_\_\_ **No Response**

D4. Are you a parent? No Yes  
{CATI will autocode this if mentioned previously}

D5. Are you a grandparent? No Yes  
{CATI will autocode this if mentioned previously}

D6. Do you regularly care for minor children who don't live in your home, in each of the following age categories:

- 5 years or less (Yes, No, No Response)
- 6 to 12 years (Yes, No, No Response)
- 13 to 17 years (Yes, No, No Response)
- D7. Are you of Hispanic, Latino, or Spanish origin? (Yes, No, No Response)

D7. What is your race? One or more categories may be selected

- American Indian or Alaska Native;
- Asian;
- Black or African American;
- Pacific Islander, including Native Hawaiian;
- White;
- 

D7.1. Are you Hispanic?

- Yes
- No

**D8.** Please list any languages other than English typically spoken in your household. \_\_\_\_\_

**D9.** Which of the following best describes your age group? Please stop me when I read the correct age group.

- 18-24 years old
- 25-34 years old
- 35-44 years old
- 45-54 years old
- 55-64 years old
- 65 years or older

**D10.** Which of the following best describes the highest level of education you have completed?

- Less than high school
- High school diploma or GED
- Some college
- College graduate
- Some graduate education
- Advanced degree

**D11. Gender \_\_\_\_\_ (Interviewer: Code without asking. Follow procedures for making determination in ambiguous cases.)**

**D12.** What is your zip code? \_\_\_\_\_

**D13.** Before taxes, in which of the following five ranges is your annual household income?

- Under \$23,000
- \$23,000 to \$39,999
- \$40,000 to \$59,999
- \$60,000 to \$99,999
- \$100,000 and above

### **Phone Questions**

**LandLine2** Is there at least one phone in your household that is currently working and is NOT a cell phone? (Yes, No DK, Refused)

**If cell phone only (If not cell phone only, go to NumPh:**

**ShareCell** Do you share the cell phone (phone #) with another adult for their personal use? (Yes, No)

**Safety net pop-up will prompt interviewer to ask again and correct if LandLine2 and ShareCell responses are logically inconsistent.**

**PerBusPh** Do you use (**fill phone #**) for: 1) Personal use, 2) For business use, or 3) For both personal and business use



**NumPh** How many different telephone lines, that is separate telephone numbers, can be used to call into your home? Please include cell phone numbers and home business phone lines as well as phone lines used ONLY for a Computer or FAX.

**VerCPO** Perhaps I input something incorrectly, could you please clarify for me...

I have that **(fill phone#)** is a cell phone, but of the **(fill NumPh@al)** telephone lines NONE are cell phones. Is (fill phone #) a cell phone or not?

- 1) Yes
- 2) No – not a cell phone

Which is correct...

- 1) one phone in home IS a cell phone
- 2) one phone in home but (fill phone#) is NOT a cell phone

**Interviewer: If multiple phones, backup and correct NumPh settings**

- Based on responses to this survey, the sponsoring agency may want to ask some participants a few follow-up questions to get additional information about effectively sharing product safety information. If we have some follow-up questions in a few weeks, can we call you back?

**(Yes, No) {If yes, note in contact database, not with survey responses.}**

- Thank you very much for participating. Do you have any questions for me before we end the call? **(If “yes,” answer questions.)**
- Thank you on behalf of the Consumer Product Safety Commission. Your responses will help the Commission to provide consumers with important safety information. We appreciate your time and attention.