

## 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.