

**Supporting Statement for:
CPSC Assessment of the “Anchor It!” Campaign
(CPSC)**

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A. Justification

A1. Circumstances Making the Collection of Information Necessary

In October 2018, the U.S. Consumer Product Safety Commission (CPSC), issued a report titled, “Product Instability or Tip-Over Injuries and Fatalities Associated with Televisions, Furniture, and Appliances” (2018 Report), which showed that emergency departments across the United States treated an estimated 27,300 television- or furniture stability-related injuries annually from 2015 through 2017 (8,200 involving televisions, or both televisions and furniture, and 19,100 involving only furniture).¹ The 2018 Report also reviewed death incidents from 2000 through 2017, and found 507 fatalities (342 involved televisions, or both televisions and furniture, and 165 involved only furniture.) After analyzing nearly 300 reports of nonfatal injury incidents involving a TV falling from a chest, bureau, or dresser and that occurred from 2005 through 2015, the CPSC’s findings highlighted that 90 percent of the reported incidents involved falling cathode ray tube (CRT) TVs.² Even more concerning, the majority of victims involved in a CRT-type TV tip-over incident are children weighing less than 50 pounds, with the majority weighing less than 40 pounds. In contrast to the child’s weight, the average CRT-type TV weighs 64 pounds.³ Given this weight differential, CRT-type TVs have the potential to cause serious injuries to children in a tip-over accident.

The 2018 Report also showed that children account for the vast majority of both fatalities (83%) as well as the majority of estimated nonfatal emergency department-treated injuries (50%) that are caused by a falling TV or by product instability from 2000 through 2017. Of child fatalities, 72 percent involved TV tip-over, and 24 percent involved furniture tip-over.

TV and furniture tip-over accidents are preventable. CPSC, the American Academy of Pediatrics, the non-profit Safe Kids Worldwide, the Consumer Technology Association, individual medical practices, and children’s hospitals all stress the importance of mounting TVs and furniture to walls safely and securely.

In 2015, CPSC implemented an information and education campaign called, “Anchor It!” with a goal of reducing the number of injuries and deaths due to furniture and television tip-over. The main goal of this proposed study is to evaluate consumer awareness or recognition of the “Anchor It!” campaign, consumer comprehension of the risks of and remedies for tip-over incidents, and consumer behavior and attitude changes from exposure to the “Anchor It!” campaign. The proposed study consists of a survey among parent and non-parent caregivers of children ages 0-5 years. The survey consists of a highly varied national sample. The proposed survey was developed using findings from stakeholder interviews conducted

¹https://www.cpsc.gov/s3fs-public/Product%20Instability%20or%20Tip%20Over%20Report%20Oct%202018_STAMPED.pdf?J6AwbQ.ZwNQkKWQknOKUDi4ur0i.6D73

² https://www.cpsc.gov/s3fs-public/NonFatalTVInjuriesreportOctober2016March17_0.pdf

³ National Center for Electronics Recycling (NCER). (2014). Analysis of CRT Televisions and Monitor Recycling in U.S. Households.

<http://www.electronicrecycling.org/public/UserDocuments/Recycling%20Analysis%20CRT%20TVs%20and%20Mon%202014.pdf>

among CPSC staff and an environmental scan of existing “Anchor It!” campaign materials. The survey data will enable CPSC to understand individuals’ existing knowledge of anchoring furniture and televisions and inform recommendations on how to modify the “Anchor It!” campaign to better target and educate parents and non-parent caregivers.

A2. Purpose and Use of Information Collections

The results from CPSC’s investigation will help inform recommendations for improving the effectiveness of the “Anchor It” education campaign.

The main study objectives are:

1. To assess consumer awareness, recognition, and behavior change because of the Anchor It! campaign.
2. To assess knowledge, attitudes, and awareness around TV/furniture tip-over and anchoring—including comprehension of hazards, risks, and remedies.

The proposed survey will collect data from a sample of parent and non-parent caregivers of children ages 0–5 years. The survey will assess current behaviors regarding anchoring furniture and/or TVs in homes, their attitudes and beliefs towards anchoring, their knowledge of CPSC and the “Anchor It!” campaign, and their intentions to anchor in the future.

As referenced in the survey analysis plan outline in Appendix F, the survey will establish reference data on campaign awareness and anchoring furniture by assessing consumer anchoring behaviors and awareness of the campaign.

CPSC staff and Fors Marsh Group, LLC (FMG) drafted the survey. The National Opinion Research Center (NORC) will program and administer the final survey over the Internet. After data collection, FMG will summarize the results and provide a final report along with the dataset to CPSC staff.

By understanding parent and non-parent caregivers’ knowledge and behaviors about anchoring furniture and/or TVs in their homes, CPSC staff can estimate consumers’ overall anchoring knowledge and behaviors. With this information, CPSC will be able to improve its outreach efforts to increase consumer awareness and knowledge of the “Anchor It” education campaign. CPSC staff can also use findings that arise from this study to design future studies.

A3. Use of Improved Information Technology and Burden Reduction

Participants will be part of the NORC AmeriSpeak panel. NORC will contact participants electronically via email. NORC will administer the survey using a secure online platform, and only authorized personnel can access the survey results.

A4. Efforts to Identify Duplication and Use of Similar Information

To our knowledge, there has never been a comprehensive study conducted to gather data on knowledge and awareness regarding the specific hazards of interest (namely, not anchoring furniture) in this collection.

A5. Impact on Small Businesses or Other Small Entities

Respondents in this project will be members of the general public and not business entities. CPSC does not anticipate any impact on small businesses or other small entities.

A6. Consequences of Collecting the Information Less Frequently

Individuals who meet the project inclusion criteria will be asked to participate in a one-time, 20-minute survey. Careful consideration has been given to the project design to balance effectively the information collection objectives with participant burden.

A7. Special Circumstances Relating to the Guidelines of 5 CFR § 1320.5

No special circumstances exist that require collection to be conducted in a manner inconsistent with 5 CFR § 1320.5.

A8. Comments in Response to the Federal Register Notice and Efforts to Consult Outside the Agency

Any public comments received will be addressed prior to final OMB submission.

A9. Explanation of Any Payment or Gift to Respondents

Participants will receive points through NORC's AmeriSpeak rewards program after they complete the survey. For this study, NORC will award 2000 points for participation, which equates to about \$2. Respondents who participate in NORC surveys can accrue points and eventually cash them in for gift cards.

A10. Protection of the Privacy and Confidentiality of Information Provided by Respondents

Participation in this survey is voluntary. Participants will provide informed consent (Appendix C) before beginning the survey. Participants will be informed that their identities will be kept private to the extent allowable by law. No personally identifiable information (PII) will be used in the final report and resulting data delivered to the CPSC. The Contractors will destroy PII at the end of the study.

Demographic information collected will be aggregated in all reports. No response will be attributed to a specific individual in the final report. Access to the NORC panel database and the NORC online survey platform will be limited to authorized users who sign a confidentiality agreement. 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.

No PII transfers are anticipated. After data collection is complete, personal identifiers will not remain linked to the data and will not be provided to the CPSC. The contractor will remove all PII from the dataset and assign each survey respondent with a unique ID number before the dataset is delivered to CPSC staff. Analyses will be conducted on data sets that include only respondent ID numbers; the datasets will not contain any personal identifiers. All data will be securely stored on password-protected computers, accessible only to project staff.

A.11 Justification for Sensitive Questions

The survey does not include any questions considered especially sensitive in nature, although we will collect respondent's ethnicity, ages of their children, and annual household income to determine the potential for non-response bias.

A12. Estimates of Annualized Burden Hours and Costs

Table A-1 estimates the time burden and costs to respondents. Before finalizing, we assessed usability with a sample of no more than 9 respondents, as described in Section B.4. The online survey for the proposed study will take approximately 20 minutes (0.333 hours) to complete.

Table A-1. Estimate of respondent burden for Anchor It! Evaluation Survey

Project Activity	Number of Respondents	Frequency of Response	Time Burden of Response (hours)	Total Hours	Respondent Cost
	(A)	(B)	(C)	(D=AxC)	(Dx\$36.22)
Anchor It! Evaluation Survey	600	1	0.333	200	\$7,244

Monetized hourly cost is defined by the average total hourly cost to employers for employee compensation for employees across all occupations as of June 2018, reported by the Bureau of Labor Statistics. Total cost burden is 200 hours x \$36.22, or \$7,244.

A draft of the survey follows the supporting statement (Appendix A).

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

A13. Estimates of Other Total Annual Cost Burden to Respondents or Record Keepers

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

A14. Annualized Cost to the Government

CPSC issued the contract to design and conduct the survey to Fors Marsh Group under contract number CPSC-D-16-0002 for \$210,112.42.

A15. Explanation for Program Changes or Adjustments

This is a new information collection.

A16. Plans for Tabulation and Publication and Project Time Schedule

After conclusion of the survey, FMG will prepare a draft technical report summarizing and providing conclusions on the main findings of the study data. In addition, FMG will provide details on the sampling and methodology, as well as prepare and analyze formatted data (including frequency distributions, cross-tabulations, graphs, tables, and appropriate statistical tests). CPSC staff will review these documents and provide feedback, after which FMG will provide a final version for all documents to CPSC staff.

A17. Reason(s) Display of OMB Expiration Date is Inappropriate

The display of the OMB expiration date is appropriate.

A18. 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

B1. Respondent Universe and Sampling Methods

The respondent sample will be comprised of English-speaking, adult parent or non-parent caregivers from U.S. households with children between the ages of 0–5 years. According to recent data from the U.S. Census Bureau, there are an estimated 115,852,000 occupied housing units in the United States, of which 16,238,000 have at least one child ages 0–5 years.⁴ Thus, the potential respondent universe is 16,238,000 households. Babysitters, daycare providers, and other institutional care providers will not be included or eligible to participate in this study.

Sampling Methods

Overview

Because this survey is targeting a small subset of the population, all available households in the NORC AmeriSpeak panel (consisting of 31,000 households across the US) will be screened for their eligibility in order to ensure adequate response rates. The use of previously collected information (demographic information from the NORC AmeriSpeak panel) to identify potential respondents for the current survey effort will lead to higher contact rates and higher screening eligibility rates. Additionally, this survey will only be offered online and in English, thus, any panelist whose mode preference is phone (15% of the panel) and whose language preference is Spanish (2% of the panel) will be removed from consideration. This narrowing of the sample will increase the cost-efficiency of data collection and reduce survey burdens on the public. As this study is not designed to generate nationally representative data, weighting for generalizability will not be conducted. For both parent and non-parent caregivers, comparison analyses will be conducted based on panel information. Demographic and/or geographic information from the panel will be used to compare that from the external benchmarks (*e.g.*, American Community Survey [ACS]), to see how large the risk of potential survey bias arises from the nonresponse and/or coverage error. Comparison analyses are used to identify characteristic differences among respondents and benchmarks, rather than using survey estimates to generalize results to the population.

NORC AmeriSpeak

AmeriSpeak® is a probability-based panel designed to be representative of the US household population and is funded and operated by NORC at the University of Chicago. Randomly selected US households are sampled with a known, non-zero probability of selection from the NORC National Frame and address-based sample, and then can be contacted by US mail, telephone interviewers, overnight express mailers, and field interviewers (face to face). For the purposes of this study, AmeriSpeak will contact participants electronically via email. AmeriSpeak panelists participate in NORC studies or studies conducted by NORC on behalf of NORC's clients.

⁴ 2013 American Housing Survey.

The sample for a specific study is selected from the AmeriSpeak Panel using sampling strata based on age, race/ethnicity, education, and gender (48 strata in total). The size of the selected sample per sampling stratum is determined by the population distribution for each stratum. In addition, sample selection takes into account expected differential survey completion rates by demographic groups so that the set of panel members with a completed interview for a study is a representative sample of the target population. If a panel household has more than one active adult panel member, only one adult in the household is eligible for selection (random within-household sampling). Panelists selected for an AmeriSpeak study earlier in the business week are not eligible for sample selection until the following business week.

In 2017, the AmeriSpeak Panel expanded to 27,000 households and further expanded to 31,000 households in 2018. The AmeriSpeak Panel includes sample support for surveys of various segments through AmeriSpeak Latino, AmeriSpeak Teen, and AmeriSpeak Young Adult (which includes an oversample of African Americans, Hispanics, and Asians age 18-34). AmeriSpeak also supports large-sample size surveys and surveys of low-incidence populations through AmeriSpeak Calibration, which combines probability-based AmeriSpeak and non-probability online samples using calibrating statistical weights derived from AmeriSpeak.

In order to provide a highly varied national sample, AmeriSpeak leverages the NORC National Frame, which provides sample coverage for over 97 percent of the U.S. households, the 2010 National Frame used a two-stage probability sample design to select a representative sample of households in the United States. The first stage—the sampling unit—is a National Frame Area (NFA), which is either an entire metropolitan area (made up of one or more counties) or a county (some counties were combined so that each NFA contains a population of at least 10,000). The largest NFAs with a population of at least 1,543,728 (0.5 percent of the 2010 Census U.S. population) were selected with certainty; these areas have a high-population density, and are dominated by tracts with street-style addresses. These areas contain 56 percent of the population within 8 percent of the geographic area of the United States. The remaining areas were stratified into areas where street-style addresses predominate, and the remaining areas, which are less likely to have street-style addresses. The latter stratum (“rural” areas) comprises 81 percent of the geographic area, but only 14 percent of the population. (Table B-1)

Table B-1: Demographic and economic characteristics of panel members for each of the three geographic strata in the US

Demographic Variables	Strata Areas					
	Largest NFAs comprising 56% of the population		Other “urban” areas where street addresses predominate		Rural areas with only 14% of the population	
	# Panelists	Unweighted Distribution	# Panelists	Unweighted Distribution	# Panelists	Unweighted Distribution
Race/Ethnicity						
White (non-hispanic)	7427	42.24	5764	64.46	1997	70.09
Black (non-hispanic)	3184	18.11	1406	15.72	373	13.09
Hispanic	5470	31.11	1102	12.32	231	8.11
Other (non-hispanic)	1502	8.54	670	7.49	248	8.7
Age						
18-24	1441	8.2	681	7.62	207	7.27
25-29	1597	9.08	886	9.91	223	7.83
30-39	3552	20.2	1829	20.45	516	18.11
40-49	3043	17.31	1403	15.69	480	16.85
50-59	3161	17.98	1605	17.95	519	18.22
60-64	1465	8.33	812	9.08	292	10.25
65+	3324	18.9	1726	19.3	612	21.48
Education						
less than HS	2083	11.85	836	9.35	305	10.71
HS	3615	20.56	1973	22.06	727	25.52
Some college/associate degree	5983	34.03	3350	37.46	1107	38.86
College or above	5902	33.57	2783	31.12	710	24.92
Gender						
Male	7009	39.86	3486	38.98	1087	38.15
Female	10574	60.14	5456	61.02	1762	61.85
Income						
Less than \$30,000	5670	32.25	3129	34.99	1077	37.8
\$30,000 to \$74,999	6250	35.55	3385	37.86	1099	38.57
\$75,000 to \$124,999	3517	20	1658	18.54	485	17.02
\$125,000 Plus	2146	12.2	770	8.61	188	6.6

Study-Specific Sampling Procedures

The target sample for the CPSC survey will be obtained from the pool of respondents in the NORC AmeriSpeak Panel. Two sample frames –AmeriSpeak households with children aged 0-5 years old and other AmeriSpeak households—comprise the entire panel of online, English-speaking respondents. There are currently 3,266 households in the AmeriSpeak Panel that have children aged 0-5 years old and 20,683 other households (either without children altogether or with children who are all older than 5 years old). These numbers will fluctuate slightly between now and the field dates, due to panel recruitment and attrition. In order to obtain the anticipated sample size (400 parents of children aged 0-5 years old, and 200 non-parent caregivers), we will screen the entire panel, invite those who are eligible to complete the survey, and set a quota to ensure appropriate sample completion. The anticipated overall AAPOR weighted response rate 3 (the standard respondent rate measure for online panels) will likely fall between 10 and 12% based, taking into account the panel recruitment rate, panel retention rate, and the screener/cooperation rate of panelists invited to take this survey.

1. Parents of children aged 0–5 years old. Profile data will be used that indicates the presence and age of children in the home. It is anticipated that there will be approximately 85%-90% eligibility among the households for this category. Eligibility will be confirmed in a screener that precedes the main survey.
2. Non-parent caregivers of children aged 0 to 5. These may be grandparents, other family members, friends, or neighbors as long as the child/children spend a minimum of one day per week in their home. There is no profile data on non-parental caregiving status, but this will be screened for among any adult panelists not included in #1 above. It is anticipated that there will be ~3% eligibility among households without a 0–5 year old child in the home on a full time basis.

As mentioned, we will recruit 400 parents and 200 non-parent caregivers. Relatives include mothers, fathers, siblings, grandparents; other relatives are individuals such as aunts, uncles, and cousins. Non-parent caregivers include neighbors, friends, and other nonrelatives providing unpaid care in either the child’s or the provider’s home. Participants will be selected so as to meet these requirements to the greatest extent possible.

Study-specific base sampling weights will be derived using a combination of the final panel weight and the probability of selection associated with the sampled panel member. Since not all sampled panel members complete the survey for the study, an adjustment is needed to account for and adjust for survey non-respondents. This adjustment decreases potential nonresponse bias associated with sampled panel members who did not complete the survey for the study. Thus, the nonresponse adjusted weights for the study are adjusted via a raking ratio method to population totals associated with the following socio-demographic characteristics: age, sex, education, race/ethnicity, and Census Division. Because the target population of child caregivers is demographically different from the general adult population, NORC will weight to the demographic distribution of parents of children aged 0 to 5 provided by the Census Current Population Study (CPS). NORC’s weighting route uses population benchmarks for age, gender, Census Region (Table B-2) and education level.

Table B-2: Census Divisions, Benchmarks, and AmeriSpeak Panel Benchmark Comparisons

DIVISION	Census Benchmarks	AmeriSpeak Panel
1 – New England	4.71%	4.32%
2 – Mid Atlantic	13.04%	10.98%
3 – East North Central	14.37%	15.98%
4 – West North Central	6.42%	7.82%
5 – South Atlantic	20.10%	20.02%
6 – East South Central	5.86%	5.18%
7 – West South Central	11.74%	10.86%
8 – Mountain	7.31%	8.03%
9 - Pacific	16.45%	16.79%
Total	100.00%	100.00%

Survey Analysis

Analyses will be conducted on the survey data collected. An outline of the survey data analysis plan is included for reference in Appendix F.

B2. Procedures for the Collection of Information

Statistical Methodology for Stratification and Sample Selection

The statistical methodology for sample selection is described above in section B.1. There would not be any additional subsampling of households, nor stratification of AmeriSpeak respondents, but rather, we would re-contact all AmeriSpeak respondents who qualify for sampling for this study (*i.e.*, households with children, and potential new families, as described above, and who responded during the specified time period). Subsequently, within-household sample selection would be applied to randomly select the survey participant (*i.e.*, parents or non-parent caregivers of children aged 0 to 5). If a panel household has more than one active adult panel member, only one adult in the household is eligible for selection (random within-household sampling).

B3. Methods to Maximize Response Rates and Deal with Non-Response

Several techniques are developed in order to increase the response rate, including:

- The study's sponsorship by CPSC will be emphasized in the introduction of the screener to attract potential participants.
- The purpose of the survey will be explained clearly and the expected length of the interview will be stated as accurately as possible.
- The survey instrument underwent cognitive testing, to ensure the survey was clearly understood and easy for participants to complete.
- The survey interface will provide easy navigation from page to page and furnishing the capability for participants to pause and leave the system and then re-enter at the departure point without losing any previously inserted information.
- A live support hotline will be operational that panelists can call during our business hours. It is available: Monday - Friday 8:00 a.m. to 11:00 p.m., Saturday 8:00 a.m. to 7:00 p.m., and Sunday 12:00 p.m. to 11:00 p.m. for the duration of the survey's fielding period.

We will conduct two types of nonresponse bias analyses during the course of computing survey weights.

Nonresponse Bias Analysis

First, we will conduct an auxiliary variable analysis as part of computing nonresponse weighting adjustments. This analysis will focus on study-specific nonresponse (*i.e.*, nonresponse to the CPSC study among selected panel members), which allows for the use of demographic, economic, and geographic characteristics from the panel as predictors for subsequent nonresponse. Logistic regression methods will be used to estimate sample members' probability of response to the CPSC study, among selected panel members, using variables obtained during the panel creation. A statistically significant model would suggest that the unit-missing data may lead to nonresponse bias in unadjusted estimates for survey variables that are correlated with any statistically significant predictors. Therefore, this would help motivate the previously described nonresponse weighting adjustment (or variant thereof).

Second, in the course of computing calibration weighting adjustments (*i.e.*, raking ratio method) described above, we will conduct benchmarking analyses to assess differences between sample based estimates and external benchmarks. However, note that weight calibration ensures conformity between the weighted sample and external benchmarks with respect to the weighting adjustment categories. Therefore, these benchmarking analyses will primarily be applicable during the course of designing the calibration weighting dimensions, rather than in assessing bias of the calibrated estimators. For example, a benchmarking analysis that exhibits meaningful differences between weighted estimates and benchmarks (*e.g.*, for a variable not used in

adjustment or larger set of categories than were used in adjustment) may suggest possible benefits to modifying the adjustment categories (subject to bias variance tradeoffs that may result from increased weight variation). These analyses may also inform decisions related to weight trimming (e.g., whether to re-calibrate the trimmed weights).

B4. Tests of Procedures or Methods to be Undertaken

The data collection method will be an online survey. The survey questionnaire (Appendix A) focuses on participant's knowledge, attitudes, beliefs, and experiences related to anchoring furniture/TVs in their homes and their awareness of the Anchor It! campaign. The survey was tested through cognitive interviews during which the moderator observed the participant complete the survey and described their feedback on survey items and responses.

B5. Individuals Consulted on Statistical Aspects and Individuals Collecting and/or Analyzing Information

The proposed protocol and survey were developed and reviewed extensively by CPSC staff, and Fors Marsh Group (FMG) staff identified below. CPSC and FMG staff will participate in the analysis of the information and the creation of technical reports.

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CPSC Anchor It! Campaign

Annotated Questionnaire

Question Type: Single Punch

Question 1

Variable Name: *Q1*

Variable Label: Q1: Type of Home Owned

Question Text: Do you currently own...?

Value	Value Label
1	A single-family home
2	A townhouse or duplex
3	An apartment or condo
4	None of the above
-99	Refused

// If Q1= 4, -99 GO TO Q2//

//If Q1 =1, 2, or 3, GO TO Q3//

Question Type: Single Punch

Question 2

Variable Name: *Q2*

Variable Label: Q2: Type of Rented Home

Question Text: Do you currently rent...?

Value	Value Label
1	A single-family home
2	A townhouse or duplex
3	An apartment or condo
4	A room in a home
5	None of the above
-99	Refused
-100	Valid Skip

Question Type: Single Punch

Question 3

Variable Name: *Q3*

Variable Label: Q3: Climb on Furniture

Question Text: Does the child (or do the children) in your home ever climb and/or pull on your furniture (for example: dressers, bookshelves)?

Value	Value Label
1	Yes
0	No
-99	Refused

Question Type: Single Punch

Question 4

Variable Name: *Q4*

Variable Label: Q4: Ad/News/PSA General

Question Text: Have you ever seen an ad/news story/PSA about anchoring furniture and/or TVs? (“Anchoring” means securing the furniture and/or TVs to a wall)

Value	Value Label
1	Yes
0	No
-99	Refused

//IF Q4 = 1, GO TO Q4A//

//IF Q4=0, -99, GO TO Q5//

Question Type: Open End

Question 4A

Variable Name: *Q4A*

Variable Label: Q4A: Open-end follow up

Question Text: What ad/news story/PSA did you see about anchoring furniture? Please be as specific as possible.

Value	Value Label
-99	Refused
-100	Valid Skip

Question Type: Single Punch

Question 5

Variable Name: *Q5*

Variable Label: Q5: Ever Anchored TVs

Question Text: Have you ever anchored TVs in your home?

Value	Value Label
1	Yes
0	No
-99	Refused

Question Type: Single Punch

Question 6

Variable Name: *Q6*

Variable Label: Q6: Ever Anchored Furniture

Question Text: Have you ever anchored furniture (for example: dressers, bookshelves) in your home?

Value	Value Label
1	Yes
0	No
-99	Refused

// IF Q5 =1 and Q6=1, 0, or -99 GO TO Q7//

//IF Q6=1 and Q5=1, 0, or -99 GO TO Q8//

//IF Q5=0 or -99 and Q6=0 or -99 GO TO Q11//

Question Type: Open End

Question 7

Variable Name: *Q7*

Variable Label: Q7: How many TVs anchored

Question Text: How many TVs have you anchored?

Value	Value Label
-99	Refused
-100	Valid Skip

Question Type: Open End

Question 8

Variable Name: *Q8*

Variable Label: Q8: How many pieces of furniture anchored

Question Text: How many pieces of furniture (for example: dressers, bookshelves) have you anchored?

--

Value	Value Label
-99	Refused
-100	Valid Skip

Question Type: Multi-Punch

Question 9

//Randomize response options//

Variable Name: *Q9*

Variable Label: Q9: Main reasons to anchor

Question Text: What are the main reasons you decided to anchor your furniture (for example: dressers, bookshelves) and/or TVs? (*Select all that apply*)

Value	Value Label
1	I saw an ad/news story/public service announcement (PSA) about it
2	I want to protect my children
3	My children climb and/or pull on furniture
4	Peace of mind
5	Easy to do
6	Most of my friends/family members have done it
7	I know someone who has experienced furniture/TV tip-over
8	I have previously experienced furniture/TV tip-over
9	My child's pediatrician told me about the dangers of tip-over
10	My furniture came with an anchoring kit and instructions
11	My spouse/partner/significant other suggested we anchor our furniture/TVs.
12	Other (specify) [Open end]
-99	Refused
-100	Valid Skip

IF Q9=only 1 response selected, GO TO Q13//

//PIPE IN RESPONSES FROM Q9//

Question Type: Single Punch

Question 10

//Randomize response options//

Variable Name: *Q10*

Variable Label: Q10: Most important reason to anchor

Question Text: Of all the reasons previously stated, what is the *most* important reason for why you decided to anchor your furniture (for example: dressers, bookshelves) and/or TVs?

Value	Value Label
1	I saw an ad/news story/public service announcement (PSA) about it
2	I want to protect my children
3	My children climb and/or pull on furniture
4	Peace of mind
5	Easy to do
6	Most of my friends/family members have done it
7	I know someone who has experienced furniture/TV tip-over
8	I have previously experienced furniture/TV tip-over
9	My child's pediatrician told me about the dangers of tip-over
10	My furniture came with an anchoring kit and instructions
11	My spouse/partner/significant other suggested we anchor our furniture/TVs.
12	Other (specify) [Open end]
-99	Refused
-100	Valid Skip

Question Type: Multi-Punch

Question 11

//Randomize response options//

Variable Name: *Q11*

Variable Label: Q11: Main reasons not to anchor

Question Text: What are the main reasons you have *not* anchored your furniture (for example: dressers, bookshelves) and/or TVs? (*Select all that apply.*)

Value	Value Label
1	I didn't know about it
2	I don't know how to
3	It is a waste of money
4	It is a waste of time
5	It is too expensive
6	I don't think I need to
7	I intend to, but I just haven't gotten around to it
8	I can watch the children instead
9	It will damage my walls
10	My landlord will not allow it
11	I don't know where to get anchors/tools needed
12	I don't know what anchors my furniture/TVs need
13	I don't trust myself to install the anchors properly
14	Other (specify) [Open end]
-99	Refused
100	Valid Skip

**//IF Q11= only 1 response selected, GO TO Q13
IF Q11=multiple responses, GO TO Q12//**

//PIPE IN RESPONSES FROM Q11//

Question Type: Single Punch

Question 12

Variable Name: *Q12*

Variable Label: Q12: Most important reason not to anchor

Question Text: Of all the reasons previously stated, what is the *most* important reason for why you haven't anchored your furniture (for example: dressers, bookshelves) and/or TVs?

Value	Value Label
1	I didn't know about it
2	I don't know how to
3	It is a waste of money
4	It is a waste of time
5	It is too expensive
6	I don't think I need to
7	I intend to, but I just haven't gotten around to it
8	I can watch the children instead
9	It will damage my walls
10	My landlord will not allow it
11	I don't know where to get anchors/tools needed
12	I don't know what anchors my furniture/TVs need
13	I don't trust myself to install the anchors properly
14	Other (specify) [Open end]
-99	Refused
100	Valid Skip

Question Type: Single Punch

Question 13

Variable Name: *Q13*

Variable Label: Q13: Unanchored furniture can tip over

Question Text: Please rate the extent to which you agree or disagree with the following statement:

Furniture (for example: dressers, bookshelves) and/or TVs that are not anchored to a wall can tip over.

Value	Value Label
1	Strongly disagree

2	Disagree
3	Neither disagree nor agree
4	Agree
5	Strongly agree
-99	Refused

Question Type: Single Punch

Question 14

Variable Name: *Q14*

Variable Label: Q14: Tip-over can lead to injury or death

Question Text: Please rate the extent to which you agree or disagree with the following statement:

Furniture (for example: dressers, bookshelves) and/or TVs that are not anchored (or secured) to a wall can lead to injury or death.

Value	Value Label
1	Strongly disagree
2	Disagree
3	Neither disagree nor agree
4	Agree
5	Strongly agree
-99	Refused

Question Type: Single Punch

Question 15

Variable Name: *Q15*

Variable Label: Q15: Watching children prevents tip-over

Question Text: Please rate the extent to which you agree or disagree with the following statement:

Furniture (for example: dressers, bookshelves) and/or TVs do *not* need to be anchored (secured) to a wall if I watch the child (or children) in my home.

Value	Value Label
1	Strongly disagree
2	Disagree
3	Neither disagree nor agree
4	Agree
5	Strongly agree
-99	Refused

Question Type: Single Punch

Question 16

Variable Name: *Q16*

Variable Label: Q16: Tip-over only happens when children are climbing

Question Text: Please rate the extent to which you agree or disagree with the following statement:

The only way furniture and/or TVs can tip over is when children are climbing on it.

Value	Value Label
1	Strongly disagree
2	Disagree
3	Neither disagree nor agree
4	Agree
5	Strongly agree
-99	Refused

Question 17: Single-Select Grid

Variable Name: *Q17*

Variable Label: Q17: Perceived likelihood of tip-over

Question Text: My furniture and/or TVs could tip over within ____:

Variable Name	Text	Variable Label
Q17A	The next week	Q17A How Likely Experience Tip Over: Next Week
Q17B	The next month	Q17B How Likely Experience Tip Over: Next Month
Q17C	The next six months	Q17C How Likely Experience Tip Over: Next Six Months
Q17D	The next year	Q17D How Likely Experience Tip Over: Next Year
Q17E	The next three years	Q17E How Likely Experience Tip Over: Next Three Years
Q17F	My furniture and/or TVs could not tip over.	Q17F How likely Experience Tip Over: Won't experience

Value	Value Label
1	Very unlikely
2	Unlikely
3	Neither unlikely nor likely

4	Likely
5	Very likely
-99	Refused

Question Type: Single Punch

Question 18

Variable Name: *Q18*

Variable Label: Q18: Researched how to anchor furniture

Question Text: Have you ever looked up or researched *how* to anchor furniture (for example: dressers, bookshelves) and/or TVs to a wall?

Value	Value Label
1	Yes
0	No
-99	Refused

//If Q18= 0, -99, GO TO Q21

If Q18=1, GO TO Q19//

Question Type: Single Punch

Question 19

//Randomize response options//

Variable Name: *Q19*

Variable Label: Q19: Reasons for researching

Question Text: What caused you to look for information about how to anchor furniture (for example: dressers, bookshelves) and/or TVs to a wall?

Value	Value Label
1	I saw an ad/news story/PSA about it
2	A friend or family member told me about it
3	I learned about it when I purchased furniture
4	I saw a social media post about it
5	I saw another post (blog post, press release) about it
6	Other (specify) [Open End]
-99	Refused
-100	Valid Skip

Question Type: Multi-Punch

Question 20

//Randomize response options//

Variable Name: *Q20*

Variable Label: Q20: Where searched for information

Question Text: Where did you go to look up or find this information? (*Select all that apply.*)

Value	Value Label
1	Furniture shopping websites
2	Home improvement store/furniture store
3	Consumer Product Safety Commission's website (CPSC.gov)
4	Anchor It! Campaign website (AnchorIt.gov)
5	Facebook
6	Twitter
7	Internet
8	YouTube
9	Parenting Blogs
10	Wikipedia
11	Other social media sites
12	Child safety websites
13	News/media outlets
14	Friend/Family member
15	Saferproducts.gov
16	Furniture instruction manuals
17	Billboard
18	Shopping Center Kiosk
17	Other (specify) [Open End]
-99	Refused
-100	Valid Skip

// If Q20 = 3 GO TO Q22//

Question Type: Single Punch

Question 21

Variable Name: *Q21*

Variable Label: Q21: Awareness of CPSC

Question Text: Before taking this survey, had you ever heard of the U.S. Consumer Product Safety Commission (CPSC)?

Value	Value Label
1	Yes
0	No
-99	Refused
-100	Valid Skip

If Q21 = 1, GO TO Q22

If Q21 = 0, -99, -100, GO TO Q23

Question Type: Open End

Question 22

Variable Name: Q22

Variable Label: Q22: Open end follow up

Question Text: What do you know about CPSC?

--

Value	Value Label
-99	Refused
-100	Valid Skip

Question Type: Single Punch

Question 23

Variable Name: Q23

Variable Label: Q23: Awareness of SaferProducts.gov

Question Text: Before taking this survey, had you ever heard of SaferProducts.gov?

Value	Value Label
1	Yes
0	No
-99	Refused

If Q23 = 1, GO TO Q24

If Q23 = 0, -99, -100, GO TO 25

Question Type: Single Punch

Question 24

Variable Name: 24

Variable Label: Q24: Use of SaferProducts.gov

Question Text: Have you used SaferProducts.gov to report an incident with any product?

Value	Value Label
1	Yes
0	No
-99	Refused

Question Type: Single Punch

Question 25

Variable Name: *Q25*

Variable Label: Q25: Awareness of Anchor It!

Question Text: Before taking this survey, had you ever heard of a campaign called *Anchor It!* by CPSC?

Value	Value Label
1	Yes
0	No
-99	Refused

// If Q25= 1, GO TO Q26//

//If Q25=0 or -99, SKIP TO Q31//

Question Type: Single Punch

Question 26

Variable Name: *Q26*

Variable Label: Q26: Recall of Anchor It! Advertisement/PSA

Question Text: In the past six months, do you recall seeing an advertisement/public service announcement (PSA) from CPSC's *Anchor It!* campaign?

Value	Value Label
1	Yes
0	No
-99	Refused
-100	Valid Skip

//Only show Q27 if Q26=1 //

Question Type: Open End

Question 27

Variable Name: *Q27*

Variable Label: Q27: Open end follow up

Question Text: Describe the ad/PSA you recall seeing about *Anchor It!* Please be as specific as possible when describing what happened in the ad/PSA or what the information entailed.

Value	Value Label
-99	Refused
-100	Valid Skip

//Only show Q28 if Q26=1//

Question Type: Multi Punch

Question 28

//Randomize response options//

Variable Name: Q28

Variable Label: Q28: Where saw ad/PSA

Question Text: Where do you recall seeing or hearing the ad/PSA about *Anchor It!*? (Select all that apply.)

Value	Value Label
1	Television
2	Radio
3	Internet
4	Social media
5	YouTube
6	Other (specify)
7	Billboard
8	Shopping center kiosk
9	Conference/event
-99	Refused
-100	Valid Skip

//Only show Q29 if Q26=1//

Question Type: Open-Ended

Question 29

Variable Name: Q29

Variable Label: Q29: Open-end follow up

Question Text: After seeing or hearing these ads/PSAs, what do you think is the main goal of the *Anchor It!* campaign?

Value	Value Label
-99	Refused
-100	Valid Skip

//Only show Q30 if Q26=1//

Question Type: Single-Select Grid

Question 30

//Randomize response options//

Variable Name: *Q30*

Variable Label: Q30: Statements about ads/PSAs

Question Text: Thinking about the ads/PSAs you saw or heard about *Anchor It!* please indicate whether you agree or disagree with each of the following statements:

Variable Name	Text	Variable Label
Q30A	The ads/PSAs made anchoring furniture seem like a smart option for a person like me.	Q30A Smart Option
Q30B	The ads/PSAs grabbed my attention.	Q30B Grabbed Attention
Q30C	The ads/PSAs told me something new or different about anchoring furniture.	Q30C Told Something Different
Q30D	The ads/PSAs made me want to find out more about anchoring furniture.	Q30D Want to Find Out More
Q30E	The ads/PSAs made me decide to anchor my furniture.	Q30E Decide to Anchor

Value	Value Label
1	Strongly disagree
2	Disagree
3	Neither disagree nor agree
4	Agree
5	Strongly agree
-99	Refused
-100	Valid Skip

Question Type: Single-Select Grid

Question 31

//Randomize response options//

Variable Name: *Q31*

Variable Label: Q31: Beliefs about anchoring

Question Text: I believe that anchoring my furniture (for example: dressers, bookshelves) and/or TVs...

Variable Name	Text	Variable Label
Q31A	Will protect the children in my house.	Q31A Will Protect My Children
Q31B	Will prevent accidents.	Q31B Will Prevent Accidents
Q31C	Will provide me peace of mind.	Q31C Give Peace of Mind
Q31D	Is easy to do.	Q31D Easy to do
Q31E	Is easy to purchase.	Q31E Easy to Purchase
Q31F	Is a waste of time.	Q31F Is A Waste of Time
Q31G	Is too expensive.	Q31G Is Too Expensive
Q31H	Is unnecessary because I watch the children in my house.	Q31H Is Unnecessary Because I Watch The Children
Q31I	Is unnecessary because I don't have heavy furniture or large TVs.	Q31I Is Unnecessary Because I Don't Have Heavy Furniture of Large TVs
Q31J	Will damage my walls.	Q31J Will Damage My Walls

Value	Value Label
1	Strongly disagree
2	Disagree
3	Neither disagree nor agree
4	Agree
5	Strongly agree
-99	Refused

Question Type: Single Punch

Question 32

Variable Name: Q32

Variable Label: Q32: Importance of anchoring

Question Text: How important is it to you that you anchor your furniture/TVs?

Value	Value Label
1	Very unimportant
2	Somewhat unimportant
3	Neither unimportant nor important

4	Somewhat important
5	Very important
-99	Refused

Question Type: Single-Select Grid

Question 33

//Randomize response options//

Variable Name: Q33

Variable Label: Q33: Confidence in anchoring furniture/TVs

Question Text: Please indicate how confident you are that you could complete each action below (or, that someone you know could assist you in completing each action below):

Variable Name	Text	Variable Label
Q33A	Go out and buy the correct anchor and tools to secure my furniture/TVs.	Q33A Go Out and Buy The Correct Anchor For My Furniture/TVs
Q33B	Effectively install the anchor and secure the furniture/TV to the wall.	Q33B Effectively Install the Anchor
Q33C	Repair the wall once I remove the anchor.	Q33C Repair The Wall Once I remove The Anchor

Value	Value Label
1	Definitely no
2	Probably no
3	Neutral
4	Probably yes
5	Definitely yes
-99	Refused

Question Type: Single-Select Grid

Question 34

//Randomize response options//

Variable Name: Q34

Variable Label: Q34: Likelihood of anchoring furniture

Question Text: In the next few months, how likely is it that you will...?

Variable Name	Text	Variable Label
Q34A	Go out and buy anchors for your furniture/TVs	Q34A Go Out and Buy Anchors For Your Furniture/TVs
Q34B	Install the anchors to my furniture/TVs	Q34B Install The Anchors to Furniture/TVs
Q34C	Consider talking to a friend or family member about anchoring	Q34C Consider Talking To A Friend Or Family Member About Anchoring

	furniture/TVs	Furniture/TVs
Q34D	Visit CPSC's <i>Anchor It!</i> website or social media pages to learn more	Q34D Visit CPSC's Anchor It! Website Or Social Media Pages To Learn More
Q34E	Research the types of anchors for your furniture/TVs	Q34E Research The Types Of Anchors For Your Furniture/TVs
Q34F	Look up more information about anchoring furniture/TVs	Q34F Look up more information

Value	Value Label
1	Definitely no
2	Probably no
3	Neutral
4	Probably yes
5	Definitely yes
6	N/A – The furniture/TVs in my house are already anchored
-99	Refused

Question Type: Single-Select Grid

Question 35

Variable Name: *Q35*

Variable Label: Q35: Experience with tip-over

Question Text: Have you or someone you know ever experienced furniture and/or TV tip-over?

Value	Value Label
1	Yes, myself
2	Yes, someone I know
0	No
-99	Refused
-100	Valid Skip

If Q35=1 or 2,GO TO Q36

Question Type: Single-Select Grid

Question 36

Variable Name: *Q36*

Variable Label: Q36: Report tip-over

Question Text: Did you report the tip-over to the company you bought the furniture and/or TV from or CPSC?

Value	Value Label
0	No, I did not report it to anyone
1	Yes, both to the company I bought the product from and to CPSC
2	Yes, to the company I bought the product from
3	Yes, to CPSC
4	Other (specify): [Open End]
-99	Refused
-100	Valid Skip

Thank you for taking the time to complete the survey. Your feedback is appreciated.

Appendix B: Screener

Consumer Product Safety Commission (CPSC) *Anchor It!* Campaign

Screener

Programming Notes:

1. For all survey questions, show soft prompt when participant does not respond: “Please respond to the question.”
2. Show only one question or introduction/termination language per page.

[Intro Language]

You are being asked to take part in a research study for the Consumer Product Safety Commission (CPSC). We would like to ask you questions to determine your eligibility to participate in a survey that evaluates knowledge and understanding of furniture set up and maintenance. This eligibility survey should take a few minutes to complete. Throughout the survey, please do not use your browser’s back button to view previous questions. This may invalidate your responses and end your survey.

[TERMINATION LANGUAGE]

Thank you for completing this survey. Unfortunately, based on the responses you provided, you do not meet the criteria we are looking for in this study. We appreciate your time answering these questions.

Screening Questions

//Screener and demographic questions// *estimated 2-3 mins

//For any screener Q=-99, TERMINATE//

Question Type: Single Punch

S1. Are you the parent of a child (or children) 5 years of age or younger?

Value	Label
1	Yes
0	No
-99	Refused

//If S1 = 1, GO TO S4

If S1=0 or -99, GO TO S2//

Question Type: Single Punch

S2: Is a child/are children under the age of 5 under your supervision at any time during the week or weekend for a minimum of one day per week?

Value	Label
1	Yes
0	No
-99	Refused
-100	Valid Skip

//If S2=1, GO TO S3

If S2=0 OR =-99, TERMINATE//

Question Type: Multi Punch

S3. What is your relationship to the child (or children)? *(Select all that apply.)*

Value	Label
1	Family member (aunt, uncle, grandparent, etc.)
2	Nanny/Au pair/Babysitter/Daycare provider
3	Family friend
4	Other non-relative caretaker
-99	Refused
-100	Valid Skip

//IF S3 = 2 or = -99, TERMINATE//

Question Type: Multi-punch (single-digit numbers)

S4. What are the ages of the child or children who are 5 or younger? *(Select all that apply.)*

Value	Label
1	Under 1 year
2	1 to under 2 years
3	2 to under 3 years
4	3 to under 4 years
5	4 to 5 years
-99	Refused
-100	Valid Skip

Question Type: Single punch

S5. Does your child/do any of your children aged 5 or younger ever stay with and/or visit with another caretaker at least one day per week? This might include a nanny, babysitter, grandparents, other relative caretakers, other non-relative caretakers, and/or an organized care facility.

Value	Label
1	Yes
0	No, my child never stays or visits with another caretaker at least one day per week
-99	Refused
-100	Valid Skip

//If S5=1, GO TO S6

If S5=0 or -99, GO TO S7//

Question Type: Multi-punch

S6. Who takes care of your child (or children) when they are not in your immediate care? (*Select all that apply.*)

Variable Name	Variable Text	Variable Label
S6_1	Spouse/Partner	S6_1 Takes: Spouse/Partner
S6_2	Child's other parent (living separately)	S6_2 Takes: Parent_Other
S6_3	Family member (aunt, uncle, grandparent, etc.)	S6_3 Takes: Other family
S6_4	Nanny/Au pair/Babysitter/Other non-relative caretaker	S6_4 Takes: Caretaker
S6_5	An organized care facility (daycare, Montessori, etc.)	S6_5 Takes: Organized care facility
S6_6	Other _____	S6_6 Takes: Other
S6_-99	Refused	S6_-99 Takes: Refused

S6_-100	Valid Skip	S6_-100 Takes: Valid skip
---------	------------	---------------------------

Question Type: Open-End Numerical (2 digit number; -99=refused)

S7. What is your age?

Years

//If S7=<18 OR >99, TERMINATE//

//SKIP S8 IF ANSWERS S7//

Question Type: Single Punch

S8. What is your age?

Value	Label
1	18–24 years old
2	25–34 years old
3	35–44 years old
4	45–54 years old
5	55–64 years old
6	65–74 years old
7	75 years or older
-99	Refused
-100	Valid Skip

Question Type: Single Punch

S9. What is your sex?

Value	Label
1	Male
2	Female
-99	Refused

Question Type: Single Punch

S10. Is Spanish spoken in your household?

Value	Label
1	Yes, as a primary language
2	Yes, as a secondary or tertiary language
3	No, Spanish is not spoken in my household
-99	Refused

Question Type: Single Punch

S11. Are you of Hispanic, Latino, or Spanish origin?

Value	Label
1	No, not of Hispanic, Latino, or Spanish origin
2	Yes, Mexican, Mexican American, Chicano
3	Yes, Puerto Rican
4	Yes, Cuban
5	Yes, Other Hispanic, Latino, or Spanish origin
6	Prefer not to respond
-99	Refused

Question Type: Multi-punch

S12: What is your race? *(Mark one or more races to indicate what you consider yourself to be.)*

Value	Label
1	American Indian or Alaska Native
2	Asian
3	Black or African American
4	Native Hawaiian or other Pacific Islander
5	White
6	Prefer not to respond
99	Refused

Question Type: Open-Ended numerical (U.S. zip code; (IF "DON'T KNOW" ENTER "-99"))

S13. What is your current ZIP code?

//If S13= -99, GO TO S14//

//SKIP S14 IF ANSWERED S13//

Question Type: Drop Down Menu

S14: What state do you live in?

Value	Label
1	Alabama
2	Alaska
3	Arizona
4–50	...including DC

51	Wyoming
-99	Refused

//Add in state list

Question Type: Single Punch

S15. What is your marital status?

Value	Label
1	Single, never married
2	Single, living with a partner
3	Married
4	Separated
5	Widowed
6	Divorced
-99	Refused

Appendix C: Informed Consent Form

PRIVACY ACT STATEMENT

In accordance with the Privacy Act of 1974 (Public Law 93-579), this notice informs you of the purpose of the survey and how the findings will be used. Please read it carefully.

AUTHORITY: 10 U.S.C. 503, 2358

PRINCIPAL PURPOSE: Information collected in this survey will be used to learn about behaviors related to household maintenance and furniture set up. This information will be used to assist the Consumer Product Safety Commission (CPSC) in creating educational materials for the public.

ROUTINE USES: None.

DISCLOSURE: Providing information on this survey is voluntary. There is no penalty if you choose not to respond. However, your maximum participation is encouraged so that the data collected will be complete and representative. Your survey instrument will be treated as confidential. Personally identifiable information (PII) will be used only by persons engaged in, and for the purposes of, the survey. Only group statistics will be reported.

Value	Value Label
1	I wish to continue
2	I do not wish to continue
98	Refused

**If 2 or 98, respondent was an INELIGIBLE respondent.
If 1, proceed to next page.**

We are inviting you to take part in a research study. This will involve completing a web-based survey. It should take you about 20 minutes to complete.

There are neither risks nor benefits to you taking part in this survey. Any money you receive is a small token to thank you for taking part, if you choose to do so.

Your participation is voluntary. This means that you are free to choose not to take part, or to skip certain questions. There is no penalty if you choose not to respond. However, your complete participation will help with future campaign efforts. It is important that as many people respond to this survey as possible so that the information we get is complete.

Your personal information will be kept separate from your survey responses. Government personnel will not have access to your name, address, or email address; they will only have access to your responses. Government personnel will not be able to trace your responses back to you. Answers will be reported only for the whole group. If you have any questions about this survey at any time, please contact the survey administrator by emailing pi@forsmarshgroup.com.

Thank you for considering participation in this survey.

Appendix D: Invitation to Participate Email

A new AmeriSpeak survey is waiting for you. [View it in your browser.](#)



Share your **opinion**. Represent your community.



AN INVITATION TO

COMPLETE YOUR AmeriSpeak SURVEY

SID: 308

[Begin your survey](#) and,
Earn up to 6,000 AmeriPoints

Hello Jennifer,

We have a new AmeriSpeak survey for you!

Please complete it at your earliest convenience.

[Begin your survey](#)

Thank you for your time today. We look forward to hearing from you - and hearing your opinions!

Sincerely,

The AmeriSpeak Support Team

AmeriSpeak Support

Having trouble with the link? You can copy and paste this into your browser:
<https://survey.amerispeak.org/SE/?st=EQ8H3aH2Tdlh9zO11uoYz2onySw3twtXMntg7puNXxm3jDmH45rb0Q2JMtSjXa6Y2cWmMskCLd8%3d>. Alternatively, you can also go to [my.AmeriSpeak.org](https://my.amerispeak.org), log in using your member credentials and click on the "Start Survey" button in your dashboard page.

Need more help or have questions? Email the AmeriSpeak Support Team at support@AmeriSpeak.org or call toll-free (888) 326-9424

Appendix E: Reminder to Participate Email

A new AmeriSpeak survey is waiting for you. [View it in your browser.](#)



Share your **opinion**. Represent your community.



AN INVITATION TO

COMPLETE YOUR AmeriSpeak SURVEY

SID: 308

[Begin your survey](#) and,

Earn up to 6,000 AmeriPoints

Hello Jennifer,

Tomorrow is the LAST DAY when you can complete the survey we emailed you about.

Your voice will represent people just like you all across the nation, so we are hoping you will click on this link now:

[Begin your survey](#)

Thank you for your time today. We look forward to hearing from you - and hearing your opinions!

Sincerely,

The AmeriSpeak Support Team

AmeriSpeak Support

Having trouble with the link? You can copy and paste this into your browser:

<https://survey.amerispeak.org/SE/?st=EQ8H3aH2Tdlh9zO11uoYz2%2bUsidyHSLX6xF2upsGG46WHZDzmBII5Qwl68WRj55Ga%2fczEztB1gk0%3d>. Alternatively, you can also go to [my.AmeriSpeak.org](#), log in using your member credentials and click on the "Start Survey" button in your dashboard page.

Need more help or have questions? Email the AmeriSpeak Support Team at support@AmeriSpeak.org or call toll-free **(888) 326-9424**

Attachment F: Survey Analysis Outline

The survey design is largely based on constructs from the health belief model,⁵ which is used in communication research to guide health-related behavior change. Understanding how individuals perceive the severity of certain risks, as well as their susceptibility to them, lends insight into their willingness to adopt a behavior or adhere to a health message. Other factors, such as individuals' confidence in their ability to do the behavior (or adhere to a message), or their perceptions of benefits and barriers (i.e., if the benefits outweigh the barriers), are also part of this model. As such, the health belief model was a relevant framework to understand these constructs among consumers.

The purpose of conducting this survey is to contribute findings that support the overall objectives of the research study (1) To assess consumer awareness, recognition, and behavior change as a result of the *Anchor It!* campaign; and 2) To assess knowledge, attitudes, and awareness around TV/furniture tip-over and anchoring, including comprehension of hazards, risks, and remedies. Specifically, the survey seeks to understand the following constructs among parents and non-parent caregivers with children ages 0–5 years old:

- Knowledge of anchoring furniture and TVs;
- Knowledge of furniture and TV tip-over;
- Knowledge of the risks associated with not anchoring furniture;
- Beliefs associated with anchoring furniture;
- Behaviors associated with anchoring furniture; and
- Awareness of CPSC and CPSC's *Anchor It!* campaign and related outreach activities.

These findings will significantly contribute to the recommendations in the final report for this study.

The following table (Table 1) outlines the items in the survey and the topic areas under which the items align. The first column details the questions that the survey items (third column) seek to address. These questions relate to the overall objectives of the research study. In the second column are the comparisons that may be run during analysis to answer these questions. Comparisons will include comparing percentages and proportions primarily by conducting *t*-tests to understand the relationships among variables. Significant differences will be reported at the 95% confidence level.

Table 1. Survey Items and Potential Comparisons

⁵ Social learning theory and the health belief model. Rosenstock IM, Strecher VJ, Becker MH Health Educ Q. 1988 Summer; 15(2):175–183.

Research Question(s)	Description	Survey Items
Risk Severity		
<p>How do perceptions of risk severity relate to knowledge of the harms associated with furniture and/or TV tip-over?</p> <p>How do perceptions of risk severity relate to behaviors typically associated with anchoring furniture?</p>	<p>Compute descriptive and correlational statistics on items that pertain to the research question:</p> <ul style="list-style-type: none"> • Comparisons by risk susceptibility items • Comparisons by awareness items 	<p>Q12: Unanchored furniture can tip over Q13: Tip-over can lead to injury or death</p>
Risk Susceptibility		
<p>How do perceptions of risk susceptibility relate to knowledge of the harms associated with furniture and/or TV tip-over?</p> <p>How do perceptions of risk susceptibility relate to behaviors associated with anchoring furniture?</p>	<p>Compute descriptive and correlational statistics on items that pertain to the research question:</p> <ul style="list-style-type: none"> • Comparisons by risk severity items • Comparisons by awareness items 	<p>Q14: Watching children prevents tip-over Q15: Tip-over only happens when children are climbing Q16: Perceived likelihood of tip-over Q34: Experience with tip-over</p>
Awareness		
<p>What proportions of parent and non-parent caregivers have anchored their furniture and/or TVs?</p> <p>Where do they go to find this information?</p>	<p>Compute descriptive statistics on items that pertain to the research question:</p> <ul style="list-style-type: none"> • Awareness items will establish reference data by providing frequencies 	<p>Q3: Ever anchored TVs Q4: Ever anchored furniture Q5: How many TVs anchored Q6: How many pieces of furniture anchored Q17: Researched how to anchor furniture Q18: Reasons for researching Q19: Where searched for information</p>
Brand and Campaign Awareness		
<p>How does CPSC brand/campaign awareness relate to knowledge of the harms associated with furniture and/or TV tip-over?</p> <p>How does CPSC brand/campaign awareness relate to behaviors associated with anchoring furniture?</p>	<p>Compute descriptive and correlational statistics on items that pertain to the research question:</p> <ul style="list-style-type: none"> • Comparisons by risk severity items • Comparisons by risk susceptibility items • Q29E will establish reference data on campaign awareness and anchoring furniture by providing frequencies 	<p>Q20: Awareness of CPSC Q21: Open-ended follow-up Q22: Awareness of SaferProducts.gov Q23: Use of SaferProducts Q24: Awareness of <i>Anchor It!</i> Q25: Recall of <i>Anchor It!</i> Advertisement/PSA Q26: Open-ended follow-up Q27: Where saw ad/PSA Q28: Open-ended follow-up Q29: Statements about ads/PSAs</p> <ul style="list-style-type: none"> • Q29A: Smart option • Q29B: Grabbed attention • Q29C: Told something different • Q29D: Want to find out more • Q29E: Decide to anchor
Beliefs about Benefits and Barriers		
<p>How do beliefs about the benefits of and barriers to anchoring furniture relate to behaviors associated with anchoring furniture?</p>	<p>Compute descriptive statistics on items that pertain to the research question:</p> <ul style="list-style-type: none"> • Comparisons by awareness items 	<p>Q7: Main reasons to anchor Q8: Open-ended follow-up Q9: Most important reason to anchor Q10: Main reasons not to anchor Q11: Most important reason not to anchor Q30: Beliefs about anchoring</p>

		Q31: Importance of anchoring
Efficacy		
How does self-efficacy in one's ability to anchor furniture relate to behaviors associated with anchoring furniture?	<p>Compute descriptive statistics on items that pertain to the research question:</p> <ul style="list-style-type: none"> • Comparisons by awareness items 	<p>Q32: Confidence in anchoring furniture/TVs</p> <p>Q35: Report tip-over</p>
Intentions		
How do knowledge and awareness of the harms associated with tip-over relate to intentions to anchor furniture and/or TVs in the future?	<p>Compute descriptive statistics on items that pertain to the research question:</p> <ul style="list-style-type: none"> • Comparisons by risk severity items • Comparisons by risk susceptibility items 	Q33: Likelihood of anchoring furniture