

Attachment 3

Study Information Sheet, Ethnographic Intercept Interviews

ABOUT THIS STUDY

You are being asked to participate in a research study. This form describes the purpose, procedures, benefits, risks, discomforts and precautions of the study. It also describes your right to withdraw from the study at any time. A member of the study staff is available to read through the form with you and discuss all the information, if you wish.

Why is this study being done?

The purpose of this study is to understand reactions and opinions about products that you might buy to have in your home.

What do I need to know about this study?

You were asked to participate in this study because you are over the age of 18 and the primary caregiver of a child/grandchild between the ages of 3 and 6 years old. We will be showing you packaged products that you might buy for your child/grandchild or would have in your home. This interview will take about ten minutes to complete. The session will be audio recorded for reporting purposes and any audio files will be destroyed after the reports are finalized. Your name will not be used in any description of findings.

What are the potential risks of being in the study?

There are no physical or emotional risks associated with this study. You will be asked to tell us your initial thoughts about packaged products you might buy for your home. You do not have to answer any questions that you don't want to answer, and you can stop participating in this study at any time.

Does being in this study provide any benefit?

There is no direct benefit to you. If you decide to be in this study, you will be given a \$20 gift card to the store we are in for your time and effort.

Will it cost me anything to be in this study?

There are no costs for you to participate in the study.

Do I have to be in this study?

Your participation is voluntary. There are no penalties associated with refusal to participate, and you can end participation at any time.

Who will have access to this study and/or contact information?

We will be very careful to let only members of the research team handle your responses. There is a small risk that others might find out what an individual has said, despite our best efforts. In the case of a breach of confidentiality,

appropriate steps will be taken to notify participants. That being said, we are not collecting your contact information and we do not anticipate any questions being sensitive in nature.

Privacy: Who will see the results of this study?

Everything you say during this interview can be heard by myself and the research team. This interview will be audio recorded for reporting purposes. All audio files will be destroyed upon finalization of the report.

Only researchers from the Fors Marsh Group team will have access to your responses. Your name will not be linked to your responses. This means that no one outside of the research team will know what you said. Everything you share will be kept private to the extent allowed by law. This means that we will not share anything you provide with anyone outside the study unless it is required to protect you, or if required by law.

The information collected will be kept for three years. The information will be stored on a password-protected computer and/or in locked cabinets that only the research team can access. The audio recordings of the sessions will be immediately destroyed upon finalization of the reports. After three years, all remaining data will be destroyed by securely shredding documents or by permanently deleting electronic information.

Results from this study may appear in organizational marketing materials, professional journals, or at scientific conferences. No individual participants will be identified or linked to the results. We will not disclose your identity in any report or presentation. Results may also be used in future research or shared data with other researchers. Other researchers will not have your name or any identifying information.

Participation and Withdrawal:

Participation in this study is completely voluntary. You may withdraw at any time. You do not have to answer any questions that you do not want to. You will receive the incentive for your time in the interview even if you choose not to answer some questions.

Who do I contact if I have questions about the study?

If you have questions or concerns about the study, you can contact Natalie Namrow, Fors Marsh Group, by email at pi@forsmarshgroup.com and reference the CPSC Toy and Product Warning Labels Study.

Please keep a copy of this sheet for your reference.

Study Information Sheet, Individual In-depth Interviews

ABOUT THIS STUDY

You are being asked to participate in a research study. This form describes the purpose, procedures, benefits, risks, discomforts and precautions of the study. It also describes your right to withdraw from the study at any time. A member of the study staff is available to read through the form with you and discuss all the information, if you wish.

Why is this study being done?

The purpose of this study is to understand reactions and opinions about products that you might buy to have in your home.

What do I need to know about this study?

You are asked to participate in this study because you are over the age of 18 and the primary caregiver of a child/grandchild between the ages of 3 and 6 years old. We will be showing you websites for products that you might buy for your child/grandchild or have in your home. A stationary eye tracker will be located at the bottom of the computer screen to later see where participants were looking on the screen. This interview will take about 60 minutes to complete. The session will be recorded for reporting purposes and any files will be destroyed after one year. Your name will not be used in any description of findings.

What are the potential risks of being in the study?

There are no physical or emotional risks associated with this study. You will be asked to tell us your initial thoughts about websites for toys you might buy for your home. You do not have to answer any questions that you don't want to answer, and you can stop participating in this study at any time.

Does being in this study provide any benefit?

There is no direct benefit to you. If you decide to be in this study, you will be given \$45 in the form of a prepaid Visa gift card for your participation.

Will it cost me anything to be in this study?

There are no costs for you to participate in the study.

Do I have to be in this study?

Your participation is voluntary. There are no penalties associated with refusal to participate and you can end participation at any time.

Who will have access to this study and/or contact information?

We will be very careful to let only members of the research team handle your responses. There is a small risk that others might find out what an individual has said, despite all of our best efforts. In the case of a breach of confidentiality, appropriate steps will be taken to notify participants. That being said, we are not collecting your contact information and we do not anticipate any questions being sensitive in nature.

Privacy: Who will see the results of this study?

Everything you say during this interview can be heard by myself and the research team. This interview will also be audio recorded for reporting purposes. We will also capture a video recording of the computer screen, not of you. All audio and video files will be destroyed upon finalization of the report.

Only researchers from the Fors Marsh Group team and the CPSC staff will have access to your responses. Your name will not be linked your responses. This means that no one outside of the research team will know what you said. Everything you share will be kept private to the extent allowed by law. This means that we will not share anything you provide with anyone outside the study unless it is required to protect you, or if required by law.

The information collected will be kept for three years. The information will be stored on a password-protected computer and/or in locked cabinets that only the research team can access. The audio recordings of the sessions will be immediately destroyed upon finalization of the reports. After three years, all remaining data will be destroyed by securely shredding documents or by permanently deleting electronic information.

Results from this study may appear in organizational marketing materials, professional journals or at scientific conferences. No individual participants will be identified or linked to the results. We will not disclose your identity in any report or presentation. Results may also be used in future research or shared data with other researchers. Other researchers will not have your name or any identifying information.

Participation and Withdrawal:

Participation in this study is completely voluntary. You may withdraw at any time. You do not have to answer any questions that you do not want to. You will receive the incentive for your time in the interview even if you choose not to answer some questions.

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Please keep a copy of this sheet for your reference.