

***2019 U.S. Consumer Product Safety Commission
(CPSC) Survey on Usage and Functionality of Smoke
and Carbon Monoxide (CO) Detectors in Households***

***Volume III: Communication Materials and Telephone
Survey for Participants with Smoke Detectors as Part of
Central Alarm***

Revised for Submission to OMB

October 12, 2018

Table of Contents

Appendix A: Prenotification Letter to Households	3
Appendix B: Follow Up Letter (For Respondents without Telephone Number)	4
Appendix C: Extended Explanation of Study	5
Appendix D: Frequently Asked Questions (FAQs)	6
Appendix E: Telephone Screener, Scripts, and Verbal Assent	8
Appendix F: Telephone Survey for Group With Smoke Detectors as Part of Central Alarm	15
Appendix G: Newspaper Advertisement/Newsletter (long and short form ads)	24
Appendix H: EurekaFacts Press Release/ EF website and LinkedIn	25
Appendix I: Social Media Post/Google Ad/ Craigslist Ad	26
Appendix J: EurekaFacts Website – CPSC Intake Form	27
Appendix K: Intake Form Auto Response	28

Appendix A: Prenotification Letter to Households



<DATE>

<NAME>

<ADDRESS 1>

<ADDRESS 2>

<City>,<State>,<Zip>

Dear <insert name>,

The U.S. Consumer Product Safety Commission (CPSC) protects all of us against unreasonable risks of injuries and deaths related to the products we buy and use. The CPSC has asked EurekaFacts, a survey research company, to conduct a nationwide in-home and phone survey about household fire and carbon monoxide (CO) safety.

The survey is very important, and your participation will help the CPSC improve home safety and save lives. When you take part in this research, you speak for thousands of people like you, and you help to make homes safer. Participation in this survey is voluntary and your responses will be kept confidential.

We chose your household at random from a list of addresses across the country. These addresses represent different regions of the country and types of homes. We are interested in talking with people *who have* smoke detectors and people *who do not have* smoke detectors.

We would like to ask you to support this initiative by taking part in our survey.

To sign up for this study, complete the brief online form:

1. In your web browser, please go to **<INTAKE WEB ADDRESS>**
2. Enter your unique ID: **[abc123]**

*Or you can call EurekaFacts at the toll-free-number **<NUMBER>** to sign up.*

After signing up, you may receive a phone call from EurekaFacts staff, from **<NUMBER>**. During the call, you will be asked a few screening questions and potentially be scheduled for an interview. If you qualify and complete the interview, you will receive a gift card from a major credit card company in appreciation for completion of the survey.

Thank you for your willingness to participate in this important survey.

Sincerely,

EurekaFacts, LLC on behalf of the
U.S. Consumer Product Safety Commission

Appendix B: Follow Up Letter (For Respondents without Telephone Number)



<DATE>

<NAME>

<ADDRESS 1>

<ADDRESS 2>

<City>, <State>, <Zip>

Dear <insert name>,

Recently, we sent you a notification of an upcoming study regarding home fire and carbon monoxide (CO) safety. The study is now underway, and we are interested in hearing from you.

The U. S. Consumer Product Safety Commission (CPSC) has asked EurekaFacts, a survey research company, to conduct a nationwide survey about household fire and CO safety. The survey is very important and your participation will help the CPSC improve home safety and save lives.

We are interested in talking with people *who have* smoke detectors and people *who do not have* smoke detectors. Participation in this survey is voluntary and your responses will be maintained confidential and anonymous.

If you have already contacted EurekaFacts, thank you for your valuable input. If not, please contact us to learn more about this study. Your experiences and thoughts on the topic are extremely valuable for this effort.

To sign up for this study, complete the brief online form:

1. In your web browser, please go to <INTAKE WEB ADDRESS>
2. Enter your unique ID: [abc123]

After signing up, EurekaFacts may reach out to you using the contact information you provided to screen and potentially schedule you for an interview. If you qualify and complete the interview, you will receive a gift card from a major credit card company in appreciation for completion of the survey.

Thank you for your willingness to participate in this important survey.

Sincerely,

EurekaFacts, LLC on behalf of the
U.S. Consumer Product Safety Commission

Appendix C: Extended Explanation of Study



<DATE>

IF SENT AS EMAIL - Subject: Additional Information for a CPSC Research Study

Hello,

I am contacting you from EurekaFacts, a survey research company. You are receiving this email because you have previously requested additional information about the in-home safety survey that we are conducting on behalf of the U.S. Consumer Product Safety Commission (CPSC).

These interviews are an important part of the research process. The purpose of this survey is to inform CPSC about the use of smoke detectors and CO detectors in homes in the United States. In addition, information collected from this survey will improve household safety across the U.S. Your input will assist with developing standards and guidelines that will help protect property and human life.

This study will require a qualified two-member survey team to visit your home to ask you a series of questions about household fire safety and then test your smoke and carbon monoxide (CO) detectors to make sure they work. A member of the team who is trained and certified to inspect and install smoke detectors will test your smoke and carbon monoxide detectors to see if they are working.

If the batteries in the detectors need to be replaced, we can provide you with a replacement for free. If the survey team during in-home interview finds any detectors to be non-functioning, new ones will be offered at no cost. If you are renting your home and agree to participate in the study, the property manager will need to be contacted to discuss arrangements regarding survey team visit and smoke detectors testing. All in-home interview sessions will last up to 60 minutes.

In instances where you may not have a smoke detector or CO detector, we are still interested in you participating in the survey. If your home does not have a smoke detector or CO detector, we will conduct the interview over the phone instead. The telephone interview will last up to 20 minutes.

The participant will receive a gift card from a major credit card company in appreciation for completion of the survey. Different incentive amounts are provided depending on whether the participant completes the in-home or telephone interview. The variation of monetary value is due to the amount of time and effort involved in the in-home survey administration compared to the shorter telephone survey administration.

If you would like to participate in the study, please call EurekaFacts at the toll-free number <NUMBER> and mention you are calling for the CPSC Smoke and CO Detector study, or click here <WEBSITE> for more information. Please have your unique ID ready when contacting our call center staff.

Thank you for your willingness to participate in this important survey.

Sincerely,

EurekaFacts, LLC on behalf of the
U.S. Consumer Product Safety Commission

Appendix D: Frequently Asked Questions (FAQs)

Frequently Asked Questions (FAQs)

About the study

The Survey on Usage and Functionality of Smoke Detectors and Carbon Monoxide Detectors in Households is sponsored by the U.S. Consumer Product Safety Commission (CPSC). EurekaFacts, an independent research firm, is conducting the study on behalf of CPSC.

What is the purpose of the study?

The purpose of this survey is to gather information on perceptions, usage and functionality of smoke and carbon monoxide (CO) detectors in homes within the United States. Findings from this survey will be helpful for establishing a baseline for measuring future progress, and for providing key information for public safety education, code enforcement, and improving the technology.

Where will the interview be held?

If you qualify for the in-home interview, a qualified two-member survey team will schedule a time, convenient for you, to meet at your residence.

What is involved in the in-home interview?

This study will require a qualified two-member survey team to visit your home to ask you a series of questions about household fire and carbon monoxide safety. Both members will present their government issued IDs and their official badges to confirm their identity and legitimacy. A member of the team who is trained and certified to inspect and install smoke detectors will test your smoke and carbon monoxide detectors to see if they are working properly. The in-home interview will last no longer than 60 minutes.

I do not have a smoke or CO detector. Am I still eligible?

Yes. We are still interested in speaking with households that do not have a smoke detector or CO detector. However, instead of visiting your home, we will conduct the interviews over the phone. You will still receive a gift card from a major credit card company in appreciation for completion of the survey.

How was I selected for this study?

You've been specifically chosen as someone from whom we'd like to hear. Your household was selected at random from a list of households across the country that represent different regions and types of homes.

Can I recommend another household to complete the survey for me?

No. Your household was specifically chosen among a list of households that represent different regions and different homes. Your responses are unique, and cannot be replaced.

Can I recommend a friend?

No. Households were specifically selected to participate in this study based on several factors. Unless the household was selected for the study, we are unable to conduct the interview with them.

How long will the interview last?

The in-home interview is expected to last up to 60 minutes. The telephone interview is expected to last no more than 20 minutes.

Will my information be kept confidential?

All responses are kept completely confidential. At no time will any identifiable information be linked to any of your answers. All information collected through our research process is grouped and reported anonymously.

What are the incentives for participating?

The participant will receive an incentive as a gift card from a major credit card company in appreciation for completion of the survey. Different incentive amounts are provided depending on whether the participant completes the in-home or telephone interview. The variation of monetary value is due to the amount of time and effort involved in the in-home survey administration compared to the shorter telephone survey administration.

What is the duration of this study?

We will be fielding this survey from <DATE> to <DATE>. After <DATE>, we will stop collecting responses.

Whom can I contact with additional questions?

If you have any questions about this study please contact Andrea Ton at <NUMBER> or <EMAIL>. If you have any ethical concerns regarding this research please contact Mila Sugovic, the Chair of the Institutional Review Board, at 240-403-4800 ext. 218, or sugovicm@eurekafacts.com.

Appendix E: Telephone Screener, Scripts, and Verbal Assent

If in-bound call,

Thank you for expressing an interest in this study. Before we begin, could you please provide the unique ID indicated on the letter you received?

Insert unique ID _____

Just to make sure we are talking with the correct household, could you please share with us your address?

Check to see that the address matches the address we have on file

If unique ID and address don't match

END SCREENER SCRIPT: Unfortunately [that is an incorrect ID and we are/ we need the unique ID and are/ we are], unable to locate the address on file. Please call back when you have the correct unique ID.

If address matches,

Hello, this is [NAME] calling for the U.S. Consumer Product Safety Commission from EurekaFacts, a survey research company in Rockville, MD. We are conducting an important nationwide survey about household fire and carbon monoxide safety.

May I speak with _____?

[REPEAT IF A DIFFERENT PARTICIPANT COMES TO THE PHONE: Hello, this is [NAME] calling for the U.S. Consumer Product Safety Commission from EurekaFacts, a survey research company in Rockville, MD. We are conducting an important nationwide survey about household fire and carbon monoxide safety.]

We are not selling anything. Your answers will help the U.S. Consumer Product Safety Commission improve home safety and save lives. Your own experiences and thoughts on the topic are extremely valuable to this effort.

We are interested in talking with people who live in households which do and do not have smoke detectors and carbon monoxide detectors. By answering a few questions about your residence, we can determine which type of interview you are eligible for. If you participate, you would receive a gift card from a major credit card company in appreciation for your completion of the survey. Your input will greatly help this research study.

I have just five brief questions to ask. It should only take two minutes of your time.

[If No] "Thank you very much for your time. Have a nice day/evening."

[If Yes] "Great, thank you very much. Let's begin...."

GO TO QUESTION 1

If out-bound call

Hello, this is [NAME] calling for the U.S. Consumer Product Safety Commission from EurekaFacts, a survey research company in Rockville, MD. We are conducting an important nationwide survey about household fire and carbon monoxide safety.

May I speak with _____?

If unavailable,

“Is there another person I can speak to who may be considered one of the heads of the household?”

If not at the moment,

“When would be a convenient time to reach them?”

If participant rescheduled, please fill out the following information:

Date _____
Time _____
Contact information _____

If refused,

“Thank you for taking the time to talk with me today. Have a great day/evening.”

If available, reintroduce yourself and company again,

We are not selling anything. Your answers will help the U.S. Consumer Product Safety Commission improve home safety and save lives. Your own experiences and thoughts on the topic are extremely valuable to this effort.

We are interested in talking with people who live in households which do and do not have smoke detectors and carbon monoxide detectors. By answering a few questions about your residence, we can determine which type of interview you are eligible for. If you participate, you would receive a gift card from a major credit card company in appreciation for your completion of the survey. Your input will greatly help this research study.

I have just five brief questions to ask. It should only take two minutes of your time.

[If No] “Thank you very much for your time. Have a nice day/evening.”

[If Yes] “Great, thank you very much. Let’s begin... .”

Screenener

[Interviewer: Determine recruitment needs in advance. Record all responses. End screener at whatever point the participant gives a response that confirms that their group has already been sampled adequately.

End screener script: *Based on the requirements of this study, we are not able to include you in the survey at this time.*]

NOTE: For each question on the screener and survey, only read the available response options if there are instructions to do so. The instructions will appear at the end of the question usually as “(READ LIST).” Otherwise, DO NOT read the possible response options to the respondent.

1. To make sure we are talking to a variety of people, what is your age? (Interviewer instruction: If Refused, ask: Could you tell me, are you 18 years of age or older?

_____ years (INSERT VERBATIM RESPONSE)

- a. Under 18 (**Go to 1A**)
- b. Don't Know (DON'T READ)
- c. Refused (DON'T READ)

1A. Is there another person available we may speak with, who is 18 years or older and may be considered one of the heads of the household?

- a. Yes
- b. No (**Terminate**)

END SCREENER SCRIPT: Thank you for speaking with us today. Based on the requirements of this study, we are not able to include you in the survey at this time.

2. Are you one of the heads of the household?
 - a. Yes (**Go to Q3**)
 - b. No (**Go to Q2A**)

2A. [IF NO] Is there another person I may speak to who might be considered one of the heads of the household?

- a. Yes (**Start from beginning**)
- b. Yes, but they are currently unavailable
- c. No (**Terminate**)

If Q2A = 2

If a head of the household is unavailable: We would like to speak with one of the heads of the household. What would be the best day and time to reach them?

If participant rescheduled, please fill out the following information:

Date

Time

Contact information

If Q2 = 2 and Q2A = 3

END SCREENER SCRIPT : “Thank you for your time. Have a nice day.”

3. What type of residence do you live in? (READ LIST IF NECESSARY)
 - a. Single Family Detached Home
 - b. Single Family Attached Housing, such as a townhouse or row house
 - c. Apartment/Condominium

- d. Mobile/Other Manufactured Home
- e. Trailer/RV
- f. Other (Specify) (DON'T READ)_____

4. Do you have any smoke detectors in your home? When considering whether you do, please do not include any uninhabited outbuildings or apartment hallways.
- a. Yes
 - b. No **(SKIP TO SCRIPT 2)**
 - c. Don't know **(ASK RESPONDENT TO INSPECT, IF NO SKIP TO SCRIPT 2, ELSE CONTINUE)**

Don't know: "If you don't mind, could you please take a quick look around your home to see if you have a smoke detector?"

If needed:

- Smoke detectors are typically installed on the ceilings or high on the walls of:
 - o Kitchens
 - o Bedrooms
 - o Hallways
- They are housed in white plastic enclosures, usually shaped like a disk about 6 inches in diameter.

4A. Are any of your smoke detectors connected to a central alarm or security system that notifies the police or fire department?

[If apartment/condominium: Only consider the smoke detectors in your unit. Are these connected to a central alarm or security system that notifies the police or fire department?]

[If needed: What we mean by this is if the smoke detector detected smoke, it would automatically notify the police or fire department.]

- a. Yes **(SKIP TO SCRIPT 3)**
- b. No **(SKIP TO SCRIPT 1)**
- c. Don't know **(GO TO Q4B)**

4B. Thinking of all fire or smoke related incidents, has the police or fire department ever arrived at your residence in response to a notification from a central alarm or security system? (READ ALL OPTIONS BEFORE SELECTING A RESPONSE)

- a. Yes **(SKIP TO SCRIPT 3)**
- b. No **(GO TO SCRIPT 1)**
- c. Never had a fire or smoke related incident **(SKIP TO SCRIPT 3)**

If Q4 = 2 SKIP TO SCRIPT 2

**If Q4a = 1 OR Q4b = 1 or 3 SKIP TO SCRIPT 3
ELSE, GO TO SCRIPT 1**

SCRIPT 3

QUALIFY FOR PHONE SURVEY- Group with Central Alarm

Thank you for answering these questions. Since your smoke detector is attached to a central system, you are not eligible for the in-home interview; you are, however, eligible for the shorter telephone interview and will receive a \$10 gift card from a major credit card company in appreciation fo completion of the survey.

We are talking with residents about household fire and carbon monoxide safety. The interview lasts about 20 minutes, and will be completed over the phone. We will send you a \$10 gift card from a major credit card company in appreciation for completion of the survey.

Your responses to this survey will be kept completely confidential and your information will not be shared with anyone other than the EurekaFacts research team. Any information provided to the U.S. Consumer Product Safety Commission will be reported as group data with no identifying information.

The survey is very important and will help CPSC improve home safety and save lives.

Are you interested in participating?

[If No] “Thank you very much for your time. Have a nice day/ evening.”

[If Yes] “Okay.”

As I previously mentioned, this survey will take about 20 minutes to complete. Would you like to take the survey now, or reschedule it for another time?

[If now] – **CONTINUE To Assent Script**

[If at a later time]

“When would be a convenient time for us to call back?”

If participant rescheduled, please fill out the following information:

Date

Time

Contact information

Verbal Assent Script

All information provided will remain confidential and will only be reported as group data with no identifying information. Identifying information will be kept separately from the survey responses, and your name will not be disclosed in any way. Instead, your responses will be marked with a random ID number. All survey responses will be kept in a secure location. If any information is stored on the computer, it will be password-protected. This conversation is not being recorded but notes will be taken.

Your participation does not involve any risks other than what you would encounter in daily life. By participating, you will help researchers learn more about use and functionality of smoke detectors and carbon monoxide detectors in households. The survey should take about 20 minutes to complete, and you will receive a \$10 gift card from a major credit card company in appreciation for completion of the survey.

Your participation in this research study is completely voluntary. You do not have to respond to any questions that you do not want to answer. You can withdraw at any time.

If you have questions regarding this study, you may contact Andrea Ton at [NUMBER] or [EMAIL ADDRESS].

7b. Do you agree to participate in this survey?

- a. Yes
- b. No

[If No] “Thank you very much for your time. Have a nice day/ evening.”

[If Yes] “Great. Let’s begin.” **GO TO Telephone Survey for Group With Smoke Detectors as Part of Central Alarm [Appendix K].**

INCENTIVE VERIFICATION

Thank you so much for participating in this survey. Your answers will help CPSC with improving household fire and CO safety across the U.S.

As appreciation for completing the survey, we would like to send you a \$10 gift card from a major credit company. Could you please provide your full name and mailing address?

Interviewer: Fill in the blank with the respondent's name and address, and verify it. If needed, assure the respondent of the confidentiality of the information provided.

Full Name: _____
Street _____ Apt/Suite/Other _____
City _____ State _____ Zip/ Postal Code _____

You will receive your gift card in the mail in the next few weeks.

Appendix F: Telephone Survey for Group With Smoke Detectors as Part of Central Alarm
TELEPHONE SURVEY FOR NATIONAL SMOKE AND CARBON MONOXIDE DETECTOR
SURVEY [WITH SMOKE DETECTOR AS PART OF CENTRAL ALARM]

Continuation of Script 3 from Appendix I above.

8. You had previously mentioned that you have one or more smoke detectors. Please tell me to what extent do you believe your home is safe with your current smoke detectors? Would you say... (READ LIST)

NOTE: Read the descriptors, but do not read the numbers.

Not at all safe	Slightly safe	Moderately safe	Mostly safe	Very safe	(DON'T READ) DK	(DON'T READ) RF
(1)	(2)	(3)	(4)	(5)	(8)	(9)

9a. Do you have any carbon monoxide detectors in your home? When considering whether you do, please do not include any uninhabited outbuildings or apartment hallways. (DO NOT READ LIST)

- Yes
- No (SKIP TO Q10)
- Don't know (ASK TO INSPECT. IF YES CONTINUE, BUT IF NO TREAT AS "NO" CO DETECTOR)

9b. Are any of your carbon monoxide detectors connected to a central detector or security system that notifies the police or fire department? (DO NOT READ LIST)

[If needed: *What we mean by this is if the carbon monoxide detector detected carbon monoxide, it would automatically notify the police or fire department.*]

- Yes (SKIP TO Q9d)
- No (SKIP TO Q9d)
- Don't Know (CONTINUE)

9c. Thinking of all carbon monoxide related incidents, has the police or fire department ever arrived at your residence in response to a notification from a central alarm or security system? (READ ALL OPTIONS BEFORE SELECTING A RESPONSE)

- Yes
- No
- Never had a carbon monoxide related incident

IF 9b = 1 or 9c = 1 or 3, CONTINUE

ELSE, SKIP TO 10

9d. Please tell me to what extent do you believe your home is safe with your current carbon monoxide detectors? Would you say... (READ LIST)

NOTE: Read the descriptors, but do not read the numbers.

Not at all safe	Slightly safe	Moderately safe	Mostly safe	Very safe	(DON'T READ) DK	(DON'T READ) RF
(1)	(2)	(3)	(4)	(5)	(8)	(9)

10. Do you or another member of your household own or rent your home? (DO NOT READ LIST)

- Own
- Rent
- Don't know
- Refused
- Other

11. How long have you lived in this (apartment/ house)? Would that be... (READ LIST)

- Less than 6 months
- 6 to 11 months
- 1 to 5 years
- 6 to 10 years
- 11 years or more
- Don't know (DON'T READ)
- Refused (DON'T READ)

12. Please tell me to the best of your knowledge, in what year was this (apartment/ house) built? Was it... (READ LIST)

- 2010 or later
- Between 2000 and 2009
- Between 1990 and 1999
- Between 1980 and 1989
- Before 1980
- Don't know (DON'T READ)
- Refused (DON'T READ)

**If Q3 = 1 or 2, CONTINUE
ELSE, SKIP TO 14**

13a. What type of fuel-burning appliances, if any, do you use in your home? By fuel burning appliances, we mean appliances that use gas, propane, oil, wood, wood pellets, coal, or kerosene. Do not include electric-powered appliances. (READ LIST, SELECT ALL THAT APPLY)

- | | | | |
|--------------------------|-----------------------|--------------------------|---|
| <input type="checkbox"/> | Gas powered generator | <input type="checkbox"/> | Wood or pellet burning fireplace or stove |
| <input type="checkbox"/> | Furnace or boiler | <input type="checkbox"/> | Kitchen appliances (<i>e.g.</i> , stove, oven) |
| <input type="checkbox"/> | Water heater | <input type="checkbox"/> | Other (Specify) _____ |
| <input type="checkbox"/> | Charcoal grill | <input type="checkbox"/> | Do not own any fuel-burning appliances |
| <input type="checkbox"/> | Gas Dryer | <input type="checkbox"/> | Don't know (DON'T READ) |
| | | <input type="checkbox"/> | Refused (DON'T READ) |

13b. Does this residence have an attached garage unit? (DO NOT READ LIST)

- Yes
 No (SKIP TO Q14)
 Don't know (SKIP TO Q14)
 Refused (SKIP TO Q14)

13c. For what purposes is the attached garage used? Would you say... (READ LIST, SELECT ALL THAT APPLY)

- Workshop/ workspace
 Store tools or lawn/ sports equipment
 Store vehicle(s) (*e.g.*, motorcycle, car, SUV, van, etc.)
 Fuel burning appliances (*e.g.*, furnace, water heater, etc.)
 Other (Specify): _____
 Don't know (DON'T READ)
 Refused (DON'T READ)

14. Do you know how to... (INSERT ITEM), or not?

	Yes	No	(DON'T READ) Unsure	(DON'T READ) Refused
a. Install a smoke detector?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Maintain a smoke detector in good working order?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

FIRE HISTORY

15a. In the past 12 months, have you had any accidental fires – that is unintended or unwanted smoke or flames - in your home? Please include fires that were too small to call the fire department. (DO NOT READ LIST)

- Yes
 No
 Don't know

Refused

CO DETECTORS

16. How would you know if high levels of carbon monoxide, or CO, were present in your home? (DO NOT READ LIST, SELECT ALL THAT APPLY).

- You can smell it
- You can taste it
- You can see it
- You can feel it
- Carbon monoxide detector
- Other (Specify): _____
- Respondent does not believe there is a way to know if CO is present
- Don't know
- Refused

17. How much do you believe you know about carbon monoxide detectors (READ LIST)

- Nothing at all
- A little
- Some
- A lot
- Don't know (DON'T READ)
- Refused (DON'T READ)

18. In the past 12 months, were you aware that any of your friends, relatives, neighbors, or coworkers experienced... (INSERT ITEM)?

	Yes	No	(DON'T KNOW) Unsure	(DONT KNOW) Refused
a. An accidental fire?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. A carbon monoxide incident? (e.g., effects of carbon monoxide poisoning)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

NO CO DETECTORS PRESENT

IF Q9a = 2 CONTINUE
ELSE, SKIP TO Q24a

If no CO detectors present, ask:

22. On a scale of 1 to 5, where 1 is Not at All Necessary, and 5 is Extremely Necessary, how necessary do you feel it is to have a carbon monoxide detector installed in your home?

1 2 3 4 5 DK RF

**23. Can you tell me some of the reasons you don't have a carbon monoxide detector installed in your home?
 (Open ended, Probe: Anything else?)**

24a. In the past 12 months, have you looked for any information about either fire or carbon monoxide safety, or not? (DO NOT READ LIST)

- Yes
- No (SKIP to Q26)
- Unsure
- Refused

IF Q24a = 1, CONTINUE
ELSE, SKIP TO Q26

25a. Where do you obtain information about fire safety? (READ LIST ONE AT A TIME) (SELECT ALL THAT APPLY)

Sources of information	Fire safety
TV news or radio	<input type="checkbox"/>
Internet search engines like Google	<input type="checkbox"/>
Family or friends	<input type="checkbox"/>
Community or religious organizations	<input type="checkbox"/>
Social media like Facebook	<input type="checkbox"/>
Local fire department	<input type="checkbox"/>
Other (SPECIFY) DON'T READ _____	<input type="checkbox"/>
None of these (DON'T READ)	<input type="checkbox"/>
Don't know or remember (DON'T READ)	<input type="checkbox"/>
Refused (DON'T READ)	<input type="checkbox"/>

25b. Where do you obtain information about carbon monoxide safety? (READ LIST ONE AT A TIME) (SELECT ALL THAT APPLY)

	Yes	No	READ) Don't know	(DON'T READ) Refused	If yes, how many?
Under 5 years old?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5 - 17 years old?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
18 – 64 years old?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
65 years old or older?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

29. **What is the highest level of education you have completed or the highest degree you have received? (DO NOT READ LIST)**

- Less than high school, no diploma
- High school diploma, or high school equivalent (GED)
- Trade or Vocational school degree
- Some college, no degree
- Associate's degree
- Bachelor's degree
- Master's degree or higher
- Don't know
- Refused

30. **Is anyone in the household of Hispanic or Latino origin or descent? (DO NOT READ LIST)**

- Yes
- No
- Don't know
- Refused

31. **What is your race? (SELECT ALL THAT APPLY)**

- White
- Black or African American
- Asian
- American Indian or Alaska Native
- Native Hawaiian or other pacific islander
- Some Other Race (Specify) (DON'T READ) _____
- Don't know (DON'T READ)
- Refused (DON'T READ)

32. **Is anyone in the household deaf or hard of hearing? (DO NOT READ LIST)**

- Yes
- No
- Don't know

- Refused
33. **Does anyone in the household have a physical, mental, or other health condition that has lasted 6 or more months which makes it difficult for them to carry out day to day activities? (DO NOT READ LIST)**
- Yes
 - No
 - Don't know
 - Refused
34. **Do any people in the home smoke any products such as cigarettes, cigars, hookahs or pipes? Please do not include e-cigarettes or vaping devices. (DO NOT READ LIST)**
- Yes
 - No
 - Don't know
 - Refused
35. **In the last 12 months, what was your total household income from all sources, before taxes? Just stop me when I get to the right category (READ LIST)**
- Less than \$15,000
 - \$15,000 to under \$25,000
 - \$25,000 to under \$35,000
 - \$35,000 to under \$50,000
 - \$50,000 to under \$75,000
 - \$75,000 to under \$100,000
 - \$100,000 to under \$150,000
 - \$150,000 to under \$200,000
 - \$200,000 or more
 - Don't Know (DON'T READ)
 - Refused (DON'T READ)

INCENTIVE VERIFICATION

Thank you so much for participating in this survey. Your answers will help CPSC with improving household fire and CO safety across the U.S.

As appreciation for completing the survey, we would like to send you a \$10 gift card from a major credit company. Could you please provide your full name and mailing address?

Interviewer: Fill in the blank with the respondent's name and address, and verify it. If needed, assure the respondent of the confidentiality of the information provided.

Full Name: _____
Street _____ Apt/Suite/Other _____
City _____ State _____ Zip/ Postal Code _____

You will receive your participation gift card in the mail in the next few weeks.

Appendix G: Newspaper Advertisement/Newsletter (long and short form ads)

Long form ad: Newspaper/Newsletter

CPSC Smoke and Carbon Monoxide Detector Survey

A household fire and carbon monoxide (CO) safety survey is being conducted in <your area or CITY NAME>. EurekaFacts, on behalf of the U.S. Consumer Product Safety Commission (CPSC), is recruiting participants from all types of households. If we contact your residence, we want to hear from you, whether or not if your home has smoke detectors and CO detectors. Your participation in this research project will help us to improve home fire safety! Monetary compensation will be provided.

To learn more about this survey, please visit our website <**SURVEY INFORMATION WEB ADDRESS**>

CPSC Smoke and Carbon Monoxide Detector Survey

A small, independent survey research company is conducting an important nationwide survey for the U.S. Consumer Product Safety Commission (CPSC). The purpose of this survey is to gather information about the functionality of smoke and carbon monoxide (CO) detectors safety in homes in the United States.

We strongly encourage you to participate in this nationwide effort to improve home safety and save lives. Anyone contacted is encouraged to respond. Whether or not your home has smoke detectors or CO detectors, we still want to hear from you! Households that meet criteria may be eligible for a monetary incentive in appreciation for completion of the survey.

To learn more about this survey, please visit our website <**SURVEY INFORMATION WEB ADDRESS**>

Short form ad: Tweet/ Brief Newspaper Mention

A paid research opportunity on smoke detectors in all types of residences is being conducted in <your area or CITY NAME>. Anyone contacted is encouraged to respond. To learn more visit: <**SURVEY INFORMATION WEB ADDRESS**>.

Appendix H: EurekaFacts Press Release/ EF website and LinkedIn

Rockville, MD. **(DATE)** - 25 years after the last major report on U.S. households use of smoke detectors, EurekaFacts and the Consumer Product Safety Commission (CPSC) are embarking on a new nationwide survey. The original 1992 study is still considered the gold standard for smoke detector research but updated statistics are needed to reflect changes in technology and standards as well as the increased use of CO detectors.

In 1992, CPSC found that 28% of U.S. households did not have a working smoke detector. Many of those non-working smoke detectors were the result of non-functioning power sources such as dead batteries while over a third of respondents had intentionally disconnected the power source.

What makes this research project unique is that it includes the general population, not just high-risk groups or people who had fires. Participating households will be visited by a member of the research team and a representative from the local fire department. A free smoke detector and CO detector audit will be conducted and any non-functioning detectors will be offered for replacement at no cost. Participants will also complete a survey and in turn receive monetary compensation for their time.

Similar to the 1992 survey and subsequent report, the new National Smoke and CO Detector survey will provide data to inform codes and standards, and fire prevention organizations and agencies with the information needed to efficiently and effectively target the areas for improving life safety and saving lives.

Those interested in participating, whether they have a smoke detector or not, are encouraged to learn more at <**LINK**>.

Appendix I: Social Media Post/Google Ad/ Craigslist Ad

Are you interested in making a difference for millions of families across the U.S.? EurekaFacts, on behalf of the U.S. Consumer Product Safety Commission (CPSC), strongly encourages you to participate in a national survey about household fire and carbon monoxide (CO) safety. Anyone contacted is encouraged to respond. Whether or not your home has smoke detectors and CO detectors, we still want to hear from you! Your time and feedback will help CPSC in their efforts to improve home fire safety and ultimately, save lives.

To learn more about this survey, please visit our website < **SURVEY INFORMATION WEB ADDRESS**>

Appendix J: EurekaFacts Website – CPSC Intake Form

CPSC Smoke and Carbon Monoxide Detector Study

Thank you for your interest in participating in this study.

The purpose of this survey is to gather information about the functionality of smoke and carbon monoxide (CO) detectors in homes in the United States. Even if your home does not have any smoke or CO detectors, we are still interested in speaking with you.

Findings from this research will help the Consumer Product Safety Commission (CPSC) with improving home safety across the U.S. Your experiences and thoughts on the topic are extremely valuable so we highly encourage you to participate in this nationwide effort.

If you qualify and complete the interview, you will receive a gift card from a major credit card company in appreciation for completion of the survey. If you are interested in participating in this national effort to improve home fire safety and save lives, please fill out the following information below.

To learn more about this study, please visit <**WEBSITE**>.

To express interest in participating, please complete the form below.

First Name:

Last Name:

Phone Number:

Email Address:

Unique ID (found on the letter you received in the mail):

If you are interested in knowing more about CPSC, please visit <https://www.cpsc.gov/>.

Appendix K: Intake Form Auto Response

IF SENT AS E-MAIL - Subject: Paid Research Study Opportunity

<DATE>

Dear <NAME>,

Thank you for your interest in this important research effort!

We are currently conducting a nationwide survey about household fire and carbon monoxide safety. The purpose of this survey is to gather information about the functionality of smoke detectors and CO detectors in homes in the United States.

Households are being selected at random from a list of households across the country that represent different regions and types of homes. Your household may be one of the homes chosen to participate in this important study. Participation in this survey is voluntary and your responses will be maintained confidential and anonymous.

If your household is selected to participate, we will contact by phone with more details regarding this study.

If you should have any questions about this study, please contact EurekaFacts LLC at <PHONE NUMBER> or <EMAIL ADDRESS>, or visit <LINK>.

Thank you again for your willingness to participate in this important research effort.

Sincerely,

<CONTACT NAME>

<JOB TITLE>

EurekaFacts, LLC

<CONTACT PHONE>