

Consumer Product Safety Commission: Toy and Product Warning Labels

April 26, 2021

Supporting Statement Part B

Program Official/Project Officer

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B. Supporting Statement B

- *Toy Purchasing Decisions Study Survey:2021*

This part of the proposed information collection involves statistical methods.

B1. Respondent Universe and Sampling Methods

The study population for this effort will be made up of individuals ages 18 and over. All individuals will be a caregiver (*e.g.*, parent or guardian) of a 2-to-3-year-old child. To be an eligible caregiver, the caregiver must be a parent or guardian of a 2-to-3-year-old child, and the child must reside in the caregiver's home at least 40 percent of the time.² Respondents will be volunteers, and therefore, will constitute a non-random sample. A partnering survey panel provider will invite respondents to participate in the survey. The final sample will be 750 respondents.

Respondents will represent a mix of demographics. Although the study establishes no hard quotas, the panel provider will monitor respondents, and if a particular demographic is trending highly, the panel provider will slow down the sample for that segment, and focus on obtaining respondents from other demographic segments.

B2. Procedures for the Collection of Information

A partnering panel provider will invite all respondents to join the study. The panel provider will contact members of their panel who fit the eligibility criteria for the survey through an invitation email asking them to take part in the survey. Invited individuals will be sent reminder

² Parents with joint-custody, where the child resides in the parent's home less than 40 percent of the time are not considered eligible for this survey.

emails to encourage them to take the survey. The number and frequency of email reminders depends on survey fielding progress; but typically, respondents will receive a reminder email about once a week. Potential respondents invited to take the survey will first complete the online screening questionnaire, which will take approximately 2 minutes to complete. After completing the screening questionnaire, respondents who qualify for the study will be directed to an informed consent page and then to the main questionnaire.

B3. Methods to Maximize Response Rates and Deal with No Response

The panel provider will field the survey until obtaining the targeted 750 minimum completes. The panel provider will monitor sample performance during the field period and regularly update FMG of completion status. During the fielding period, the panel provider will send email reminders to non-responders, and take other actions, as needed, to ensure a mix of demographics. As described in Part A of the supporting statement, survey respondents will receive a reward incentive to support survey participation.

B4. Tests of Procedures or Methods to be Undertaken

As standard pre-testing procedure, the panel provider will invite a small number of respondents from the panel to participate in the survey as case studies to ensure that the survey is of adequate length and is processing correctly. If any changes are necessary, the panel provider will make them, and then proceed with fielding the survey to the rest of the panel.

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

CPSC staff and FMG will analyze the information and create technical reports. All information and technical reports generated from survey results will be edited, reviewed, and cleared following mandatory CPSC privacy procedures, before being finalized.

CPSC staff and FMG staff identified below developed and extensively reviewed the proposed protocol and survey. CPSC and FMG staff will analyze the information and create technical reports.

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