

Attachment 3. Survey Questionnaire

Survey

Consumer Product Safety Commission (CPSC) Toy Purchasing Decisions Study

Annotated Questionnaire

Question Type: Single-Punch

Question 1

Variable Name: Q1

Variable Label: Q1: Difficulty purchasing

Question Text: How easy or difficult is it for you to purchase toys for your child online?

Value	Value Label
1	Very difficult
2	Somewhat difficult
3	Neither difficult nor easy
4	Somewhat easy
5	Very easy
-99	Refused

Question Type: Single Punch
Question 2

Variable Name: Q2

Variable Label: Q2: Confidence in selection

Question Text: Please rate your level of confidence with selecting a toy that your child will like.

Value	Value Label
1	Not at all confident
2	
3	
4	
5	Very Confident
-99	Refused

Question Type: Single-Punch Grid

Question 3

//Randomize response options//

Variable Name: Q3

Variable Label: see below

Question Text: How important are each of the following factors in your selection of toys for your child?

Variable Name	Text	Variable Label
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Q3A	My child will get a lot of use out of this toy.	Q3A: Use
Q3B	My child meets the recommended age for this toy.	Q3B: Age
Q3C	The toy is safe for my child.	Q3C: Safe
Q3D	The toy is a good price.	Q3D: Price
Q3E	The toy is made of high-quality materials.	Q3E: Material
Q3F	The toy is made by a brand I trust to be safe.	Q3F: Safe brand
Q3G	My child is the right age to enjoy this toy.	Q3G: Enjoy

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-Punch Grid

Question 4

Variable Name: Q4

//Randomize response options//

Variable Label: see below

Question Text: How likely are you to search for each of the following types of information when making **online** toy purchases for your 2- to- 6-year-old child/grandchild?

Variable Name	Text	Variable Label
Q4A	Reviews of toy	Q4A: Reviews
Q4B	Pictures of toy	Q4B: Pictures
Q4C	Written description of toy	Q4C: Description
Q4D	Recommended age	Q4D: Age
Q4E	Warning label	Q4E: Warning label

Q4F	Pictures of the physical package the toy comes in (if available)	Q4F: Package
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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 5

Variable Name: Q5

Variable Label: Q5: Confidence in risk

Question Text: Please indicate how confident you are that you can select toys that pose no health risk to your child.

Value	Value Label
1	Not at all confident
2	Not very confident
3	Neutral
4	Somewhat confident
5	Very confident
-99	Refused

Question Type: Single-Punch

Question 6

Variable Name: Q6

Variable Label: Q6: Confidence in reading warning labels

Question Text: How confident are you that you can understand the information in warning labels for toys provided on Web pages?

Value	Value Label
1	Not at all confident
2	Not very confident
3	Neutral
4	Somewhat confident
5	Very Confident
-99	Refused

Warning Label Testing

On the next few screens, you will see images of Web pages for toys you might purchase for your child. Please read and review each Web page exactly as you would if you were seriously considering purchasing this toy for your child or grandchild. When you have finished, please answer the questions below.

//PROGRAMMING NOTE: PLEASE WAIT 30 SECONDS BEFORE PARTICIPANTS CAN ADVANCE TO NEXT SCREEN WHEN VIEWING IMAGES//

//PROGRAMMING NOTE: ORDER OF IMAGES SHOULD BE RANDOMIZED BY PARTICIPANT//

[Image 1]

Question Type: Single-Punch Grid

Question 7

Question Text: Now that you have reviewed the ad, we would like to ask some questions about the warning label presented in the ad. Please select a response for how much you agree or disagree with each statement about the warning label in the ad.

// RANDOMIZE ORDER OF ITEMS//

Variable Name	Text	Variable Label
Q7A	This warning label is worth remembering.	Q7A: Worth remembering
Q7B	This warning label is powerful.	Q7B: Powerful
Q7C	This warning label is informative.	Q7C: Informative
Q7D	This warning label is meaningful to me.	Q7D: Meaningful
Q7E	This warning label is convincing.	Q7E: Convincing
Q7F	This warning label is terrible.	Q7F: Terrible
Q7G	This warning label is silly.	Q7G: Silly
Q7H	This warning label is annoying.	Q7H: Annoying
Q7I	I trust the information in this warning label.	Q7I: Trust

Value	Value Label
1	Strongly Disagree
2	Disagree

3	Neither agree nor disagree
4	Agree
5	Strongly agree
6	Do not remember seeing a warning label
-99	Refused

Question Type: Single-Punch Grid

Variable Name: Q8

Variable Label: see below

Question Text: Please select a response for how much you agree or disagree with each of the following statements.

// RANDOMIZE ORDER OF ITEMS//

Variable Name	Text	Variable Label
Q8A	This toy poses a risk to my child.	Q8A: Risk
Q8B	The warning label for this toy gives me concern.	Q8B: Concern
Q8C	The warning label for this toy was easy to find.	Q8C: Easy to find
Q8D	The warning label for this toy got my attention.	Q8D: Attention
Q8E	The warning label for this toy would keep me from purchasing it.	Q8E: No purchase
Q8F	This toy looks safe for all the children who live in my home.	Q8F: Safe
Q8G	The warning label for this toy eases my concerns.	Q8G: Eases concerns
Q8H	The warning label for this toy gave me enough information.	Q8H: Enough information
Q8I	The warning label for this toy was easy to read.	Q8I: Easy to read
Q8J	I liked the look of this warning label.	Q8J: Liked the look

Value	Value Label
1	Strongly Disagree
2	Disagree
3	Neither agree nor disagree
4	Agree
5	Strongly agree
6	Do not remember seeing a warning label

-99	Refused
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Question Type: Single-Punch

Variable Name: Q9

Variable Label: Q9: Image 1 Purchase

Question Text: How likely are you to purchase this item if your child is interested in it?

Value	Value Label
1	Very unlikely
2	Unlikely
3	Neither unlikely nor likely
4	Likely
5	Very likely
-99	Refused

Question Type: Single-Punch

Variable Name: Q10

Variable Label: Q10: Keep gift

Question Text: How likely are you to let your child keep this toy and play with it if it was gifted to you by someone else?"

Value	Value Label
1	Very unlikely
2	Unlikely
3	Neither unlikely nor likely
4	Likely
5	Very likely
-99	Refused

[Image 2]

Question Type: Single-Punch Grid

Question 11

Question Text: Now that you have reviewed the ad, we would like to ask some questions about the warning label presented in the ad. Please select a response for how much you agree or disagree with each statement about the warning label in the ad.

// RANDOMIZE ORDER OF ITEMS//

Variable Name	Text	Variable Label
Q11A	This warning label is worth remembering.	Q11A: Worth remembering
Q11B	This warning label is powerful.	Q11B: Powerful

Q11C	This warning label is informative.	Q11C: Informative
Q11D	This warning label is meaningful to me.	Q11D: Meaningful
Q11E	This warning label is convincing.	Q11E: Convincing
Q11F	This warning label is terrible.	Q11F: Terrible
Q11G	This warning label is silly.	Q11G: Silly
Q11H	This warning label is annoying.	Q11H: Annoying
Q11I	I trust the information in this warning label.	Q11I: Trust

Value	Value Label
1	Strongly Disagree
2	Disagree
3	Neither agree nor disagree
4	Agree
5	Strongly agree
6	Do not remember seeing a warning label
-99	Refused

Question Type: Single-Punch Grid

Variable Name: Q12

Variable Label: see below

Question Text: Please select a response for how much you agree or disagree with each of the following statements. // RANDOMIZE ORDER OF ITEMS//

Variable Name	Text	Variable Label
Q12A	This toy poses a risk to my child.	Q12A: Risk
Q12B	The warning label for this toy gives me concern.	Q12B: Concern
Q12C	The warning label for this toy was easy to find.	Q12C: Easy to find
Q12D	The warning label for this toy got my attention.	Q12D: Attention
Q12E	The warning label for this toy would keep me from purchasing it.	Q12E: No purchase
Q12F	This toy looks safe for all the children who live in my home.	Q12F: Safe

Q12G	The warning label for this toy this toy eases my concerns.	Q12G: Eases concerns
Q12H	The warning label for this toy gave me enough information.	Q12H: Enough information
Q12I	The warning label for this toy was easy to read.	Q12I: Easy to read
Q12J	I liked the look of this warning label.	Q12J: Liked the look

Value	Value Label
1	Strongly Disagree
2	Disagree
3	Neither agree nor disagree
4	Agree
5	Strongly agree
6	Do not remember seeing a warning label
-99	Refused

Question Type: Single-Punch

Variable Name: Q13

Variable Label: Q13: Image 2 Purchase

Question Text: How likely are you to purchase this item if your child is interested in it?

Value	Value Label
1	Very unlikely
2	Unlikely
3	Neither unlikely nor likely
4	Likely
5	Very likely
-99	Refused

Question Type: Single-Punch

Variable Name: Q14

Variable Label: Q14: Keep gift

Question Text: How likely are you to let your child keep this toy and play with it if it was gifted to you by someone else?"

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

4	Likely
5	Very likely
-99	Refused

[Image 3]

Question Type: Single-Punch Grid

Question 15

Question Text: Now that you have reviewed the ad, we would like to ask some questions about the warning label presented in the ad. Please select a response for how much you agree or disagree with each statement about the warning label in the ad.

// RANDOMIZE ORDER OF ITEMS//

Variable Name	Text	Variable Label
Q15A	This warning label is worth remembering.	Q15A: Worth remembering
Q15B	This warning label is powerful.	Q15B: Powerful
Q15C	This warning label is informative.	Q15C: Informative
Q15D	This warning label is meaningful to me.	Q15D: Meaningful
Q15E	This warning label is convincing.	Q15E: Convincing
Q15F	This warning label is terrible.	Q15F: Terrible
Q15G	This warning label is silly.	Q15G: Silly
Q15H	This warning label is annoying.	Q15H: Annoying
Q15I	I trust the information in this warning label.	Q15I: Trust

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

6	Do not remember seeing a warning label
-99	Refused

Question Type: Single-Punch Grid

Variable Name: Q16

Variable Label: see below

Question Text: Please select a response for how much you agree or disagree with each of the following statements.

// RANDOMIZE ORDER OF ITEMS//

Variable Name	Text	Variable Label
Q16A	This toy poses a risk to my child.	Q16A: Risk
Q16B	The warning label for this toy gives me concern.	Q16B: Concern
Q16C	The warning label for this toy was easy to find.	Q16C: Easy to find
Q16D	The warning label for this toy got my attention.	Q16D: Attention
Q16E	The warning label for this toy would keep me from purchasing it.	Q16E: No purchase
Q16F	This toy looks safe for all the children who live in my home.	Q16F: Safe
Q16G	The warning label for this toy this toy eases my concerns.	Q16G: Eases concerns
Q16H	The warning label for this toy gave me enough information.	Q16H: Enough information
Q16I	The warning label for this toy was easy to read.	Q16I: Easy to read
Q16J	I liked the look of this warning label.	Q16J: Liked the look

Value	Value Label
1	Strongly Disagree
2	Disagree
3	Neither agree nor disagree
4	Agree
5	Strongly agree
6	Do not remember seeing a warning label
-99	Refused

Question Type: Single-Punch

Variable Name: Q17

Variable Label: Q17: Image 3 Purchase

Question Text: How likely are you to purchase this item if your child is interested in it?

Value	Value Label
1	Very unlikely
2	Unlikely
3	Neither unlikely nor likely
4	Likely
5	Very likely
-99	Refused

Question Type: Single-Punch

Variable Name: Q18

Variable Label: Q18: Keep gift

Question Text: How likely are you to let your child keep this toy and play with it if it was gifted to you by someone else?"

Value	Value Label
1	Very unlikely
2	Unlikely
3	Neither unlikely nor likely
4	Likely
5	Very likely
-99	Refused

Finally, we have a few demographic questions.

Question Type: Single-Punch

Question 19

Variable Name: Q19

Variable Label: Q19: 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

If Q19 = 1, GO TO Q20
If Q19 = 0, -99, GO TO Q21

Question Type: Open End

Question 20

Variable Name: Q20

Variable Label: Q20: Open end follow up

Question Text: What do you know about the U.S. Consumer Product Safety Commission (CPSC)?

Value	Value Label
-99	Refused
-100	Valid Skip

//PROGRAMMING NOTE: CHARACTER LIMIT 5000 CHARACTERS//

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

Question 21

Variable Name: Q21

Variable Label: Q21: Age

Question Text: What is your age?

 Years old

Question Type: Single-Punch

Variable Name: Q22

Variable Label: Q22: Gender

Question Text: Which word best describes your gender?

Value	Label
1	Male
2	Female

3	Other
-99	Refused

Question Type: Single-Punch

Variable Name: Q23

Variable Label: Q23: Spanish

Question Text: 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

Variable Name: Q24

Variable Label: Q24: Hispanic

Question Text: 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
-99	Refused

Question Type: Multi-Punch

Variable Name: Q25

Variable Label: Q25: Race

Question Text: What is your race? *(Choose all that apply.)*

Value	Label
1	American Indian or Alaska Native
2	Asian
3	Black or African American
4	Native Hawaiian or other Pacific Islander
5	White
99	Refused

Question Type: Drop-Down Menu

Variable Name: Q26

Variable Label: Q26: State

Question Text: 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

Variable Name: Q27

Variable Label: Q27: Marital Status

Question Text: 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


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

Attachment 4. Survey Stimuli

STIMULI (IMAGES 1-3)

Shop kids' gifts by age

Top & Games | Kid Electronics | Classroom Pets



Scarfcat Interactive: Jovik The Kungaroo Interactive Pet Toy, 30+ Sounds & Reactions, Ages 4 & Up

4.8 (9,956) | 138 ratings | 1 answered question

Amazon's Choice for "Interactive Cat Toy"

Price: **\$49.00** & FREE Shipping. Details & FREE Returns

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Buy now: \$49.00

A FREE Shipping Details & FREE Returns

Arrive: **Sunday, Nov 22** Details

Fastest delivery: **Thursday, Nov 19** Details

In Stock.

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Buy Now

Secure transaction

Ships from: Amazon.com

Sold by: Amazon.com

Payment policy: Refundable until Jan 31, 2021

prime

Enjoy Fast, FREE delivery, exclusive deals and award-winning movies & TV shows with Prime. Try Prime and start saving today with Fast, FREE Delivery.

Add an Accessory

- Energizer AA Batteries (8 Count), Double A Max AL, \$6.99
- Energizer AA Batteries (24 Count), Double A Max AL, \$15.24

Add gift options

Select delivery location

Save with Used - Like New \$44.73

FREE Shipping
Arrive: Sunday, Nov 22
Ships from: Amazon
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WARNING:
CHOKING HAZARD - Small parts. Not for children under 3 yrs.

Toys & Games Kids Electronics Electronic Pets



SurfReal Home: Jonie The Kangaroo Interactive Cat Toy, 20+ Sounds & Reactions, Ages 4 & Up

Find this page: [\\$49.99](#)
 4.5 stars (130 ratings) | 3 answered questions

Amazon's Choice for "Interactive Cat Toy"

From **\$49.99** & FREE Shipping. Details & FREE Returns

Get \$10 off instantly. Pay \$39.99 upon approval for the Amazon Rewards Visa Card. No annual fee.

Available at a lower price from other sellers that may not offer Free Prime Shipping.

- **Interactive Cat Toy:** 20+ sounds & reactions, including purring, meowing, growling, hissing, and more.
- **Realistic Cat Toy:** Realistic cat movements, including jumping, pouncing, and stretching.
- **Interactive Cat Toy:** Interactive cat toy with a realistic cat face and whiskers.
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New & Used (21) from **\$44.73** • FREE Shipping

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Buy now: \$49.99

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Arrives: **Sunday, Nov 22**
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Fastest delivery: **Thursday, Nov 19**
 Details

In Stock.

Add to Cart

Buy now

Secure transaction

Ships from: Amazon.com

Sold by: Amazon.com

Follow-up: Shows what's new...

Details

Return policy: Returnable until Jan 31, 2021

prime

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Add an Accessory

- Eveready AA Batteries (8 Count), Double A Max Alk., \$6.99
- Eveready AA Batteries (24 Count), Double A Max Alk., \$10.24
- Add gift options

Select delivery location

Save with Used - Like New \$44.73
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- 2 - \$89.00
- 3 - \$133.50
- 4 - \$178.00
- 5 - \$222.50
- 6 - \$267.00
- 7 - \$311.50
- 8 - \$356.00
- 9 - \$400.50
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Buy now \$45.00

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Details

Fastest delivery **Thursday, Nov 18** Details

In Stock

Add to Cart

See how

Secure transaction

Ships from **Amazon.com**
Sold by **Amazon.com**
Packaging **Shrink-wrapped**

Returns

Return policy: Refundable until Jan 31, 2021

Prime

Enjoy fast, **FREE** delivery, exclusive deals and award-winning movies & TV shows with Prime. Try Prime and start saving today with **Fast, FREE Delivery**.

Add an accessory

- Energizer AA Batteries (8 Count), Double A Plus AA, \$4.99
- Energizer AA Batteries (24 Count), Double A Plus AA, \$13.24

Add gift options

Select delivery location

Save with Used - Like New
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FREE Shipping
Arrives **Sunday, Nov 22**
Ships from **Amazon**
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Together \$109.00

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WARNING

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