

**Consumer Product Safety Commission: Toy and Product Warning Labels  
September X, 2021**

**(OMB No. XXX)  
Supporting Statement Part A**

**Program Official/Project Officer**

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**Goal of the study:** This study aims to help CPSC staff provide evidence-based and audience-centered safety warning recommendations to online sellers about where safety warnings for children’s products are displayed and what these warnings should say to get consumers’ attention.

**Intended use:** In Phase I of this research, previously approved under OMB Control No. 3041-0136 (Online Shopping Focus Group), we assessed, for both toy and non-toy items, the following: (1) how safety information is presented online, and (2) how caregivers (*e.g.*, parents) parents interact with safety information on traditional product packaging. We conducted an environmental scan across 28 e-commerce sites to review how safety information is presented for select toy, non-toy, and uncategorizable (*i.e.*, not definitely toy or non-toy) items. We then conducted sixteen 10-minute intercept interviews with caregivers of children ages three to six at a toy store. In these interviews, caregivers described how they interacted with safety information for toy and non-toy items. We then conducted in-depth interviews (IDI) with primary caregivers of young children to discuss their understanding, perceptions, and attitudes toward online toy safety messaging. These IDIs were conducted to develop evidence-based guidance on improving warning information on e-commerce websites. In the first round of IDIs, participants viewed the same toy on three already-existing e-commerce websites and provided their feedback generally, and to the warning labels specifically. Findings from the first round of IDIs identified that (a) primary caregivers do not typically look for warning labels on web pages when shopping for toys on e-commerce websites, (b) this tendency to ignore warning labels is further exacerbated when safety information is not prominently visible on consumer web pages, and (c) none of the warning labels on the web pages we tested were particularly noticeable or easy to find. These findings suggested that improving the location or design of warning labels may help primary caregivers consider the potential risks to their children. Using these findings as well as current literature recommendations, we proposed that warning labels should be moved above the fold of the web pages (*i.e.*, the portion of the page that people can view without scrolling down). We also proposed changing the design of the warning labels so that they are more noticeable. Based on the IDI findings and our user experience expertise, we recommended design changes and then used a within-subjects study design in which participants viewed three versions of a warning label for the same toy on a web page. Twenty-four primary caregivers of young children viewed all three versions of the web page in random order. Virtual eye-tracking and interview data were captured to understand which version of the web page 1) was viewed by the most participants, 2) allowed participants to find the warning label more easily, 3) was viewed the longest, and 4) most impacted the primary caregivers’ attitudes and intentions around purchasing the toy for their young children. Using the findings from this last round of IDIs, we are now at the stage to conduct an online survey with 750 participants to understand how safety warning labels affect to purchasing behavior. Findings from this information collection will provide CPSC with strategies and best-practice approaches for recommending where and how safety warnings for children’s products should be displayed to get caregivers’ attention when shopping online for children’s toys. Ultimately, CPSC staff will use the findings to help refine and enhance warning labels about safety hazards to convey critical information effectively about product safety warnings for online sellers. The ultimate objective of this research is to identify ways to protect consumers by informing product safety guideline development to include online retail, and to identify how caregivers interpret and adhere to safety warnings when purchasing toys for their child.

**Methods to be used:** We plan to conduct an online, non-probability survey of customers who have purchased a toy or product online for a 2-to-6-year-old child to understand how safety warning labels affect toy purchasing behavior. A total of 750 participants will take the survey.

**The subpopulation to be studied:** The study population will be comprised of individuals ages 18 and over. Eligibility criteria (which can be found in the screener in Attachment 1) includes: all individuals will be a caregiver of a 2 -to-6-year-old child. To be an eligible caregiver, the caregiver must be a parent or guardian of a 2-to-6-year-old child, and the child must reside in the caregiver’s home at least 50 percent of the time.

**How the data will be analyzed:** Participants will be randomly assigned to one of three conditions (control [old design/old location], Treatment 1 [new design/new location], or Treatment 2 [old design/new location]). We will run a regression analysis controlling for relevant covariates to determine if there are significant differences between conditions. If there are, we will run post-hoc t-tests to see where those differences lie. This will inform strategies and best practices approaches for delivering warnings.

## **Supporting Statement A**

### **A1. Circumstances Making the Collection of Information Necessary**

The Consumer Product Safety Commission (CPSC) requests Office of Management and Budget (OMB) approval of a quantitative survey project to test which online safety warning label is most effective.

CPSC is charged with protecting the public against hazards associated with consumer products. To target specific threats, and advance programs that would mitigate the risk of hazards related to products, CPSC conducts research to develop communication recommendations to convey the hazard information. According to CPSC data, emergency departments across the United States treated approximately 224,200 toy-related injuries in 2019, of which 35 percent were for cases involving children younger than 5 years of age (Qin, 2020). Age-appropriate toy selection using safety-related information has the potential to prevent some of these injuries (Argo & Main, 2004). Research suggests that caregivers may not notice or seek out safety information, or rely on it when making purchasing decisions when examining toy packages in person (Argo & Main, 2004). However, gaps in the literature remain on how caregivers of young children interact with online safety-related information when purchasing items via the Internet. As such, CPSC staff concludes that it is critical that consumers understand the safety warning labels on children's toys to reduce the incidence of toy-related injuries among young children in the future.

CPSC staff seeks a better understanding about which warning labels are most effective. Caregivers perceive warning labels as containing repetitive, non-specific information, and often used as a tactic by manufacturing companies to protect themselves from liability. Additionally, caregivers are inundated with safety messaging that changes constantly, resulting in ambiguity about what messages are most relevant and current. Frequently, caregivers listen to friends and family, or rely on past experience to decide what products are safe for their child, rather than follow the guidelines recommended by experts. Additionally, product marketing and new products pose a risk for consumers, as well. If caregivers are not attuning to the safety messaging on new products, they are more likely to use the products incorrectly.

Certain cautionary statements about choking hazards with small parts, balloons, small balls, and marbles are required on product packaging. For websites that provide direct means for purchasing shall also include the appropriate cautionary statement displayed on, or immediately adjacent to that advertisement, in conspicuous and legible type, in contrast by typography, layout, or color with other material printed or displayed in such advertisement.

CPSC staff seeks further understanding of the consumer response of online safety warning labels. Ultimately, CPSC staff may use the findings to help refine and enhance online safety warning labels to convey critical information effectively about product warnings in the future. This work will serve to further CPSC's overall mission of protecting the public against dangers associated with consumer products.

## **A2. Purpose and Use of Information Collections**

Information obtained through this project will not be tied directly to any policy decisions regarding warning labels. Rather, information from this project will inform CPSC about caregiver perceptions and comprehension of warning label language and placement. CPSC staff may use findings from this effort in conjunction with findings from other phases of this research to assist with providing recommendations for refining and enhancing online warning labels in the future. Survey respondents will answer questions related to online toy purchasing, and they will view safety warning labels which will inform CPSC staff about consumer message comprehension, consumer motivation to follow instructions, and the effectiveness of warning labels in conveying hazard information, and whether caregivers notice these warning labels when purchasing toys for their child.

CPSC has contracted with FMG to develop and execute this project on behalf of CPSC. The project will consist of an online survey with caregivers age 18 and above. Eligibility criteria (which can be found in the screener attachment) specifies that: all individuals will be caregivers (*e.g.*, parent or guardian) of a 2-to-3-year-old child, because CPSC staff is interested in assessing labels for products that are intended for this age range. CPSC is interested in responses from primary caregivers only. 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.

Information obtained through this project is not intended to be nationally representative.

### *Survey*

All respondents will be invited to join the study through a partnering panel provider, Prodege. The panel provider will contact members from their panel who fit the eligibility criteria for the survey through an invitation email that invites them to take part in the survey. Invited individuals will be sent reminder emails to encourage them to take the survey. The number and frequency of reminder emails is dependent upon 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 2-3 minutes to complete. After completing the screening questionnaire,

respondents who qualify for the study will be directed to an informed consent page. If they choose to consent and participate, they will be directed to the main questionnaire.

### **A3. Use of Improved Information Technology and Burden Reduction**

Prodege<sup>1</sup> will recruit for the survey and conduct the survey online.

Online consumer surveys are considered low-burden collections. Participation in the survey is voluntary.

### **A4. Efforts to Identify Duplication and Use of Similar Information**

To our knowledge, neither CPSC, nor any other agency or organization, has conducted a comprehensive study to gather quantitative data on knowledge and awareness regarding the specific hazards of interest (namely, understanding caregiver toy purchasing behavior and determining whether caregivers notice and/or adhere to the safety warning label) in this data 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 staff does not anticipate any impact on small businesses or other small entities.

### **A6. Consequences of Collecting the Information Less Frequently**

This effort is a one-time data collection. Without the information collection requested for this project, CPSC staff could face difficulties in developing effective strategies and best practice approaches for delivering product safety warnings to caregivers of 2-to-3-year-olds. Failure to collect this information could prevent CPSC staff from making effective changes to online warning labels in the future. CPSC staff has carefully considered the project design to balance effectively the information collection objectives with participant burden.

### **A7. Special Circumstances Relating to the Guidelines of 5 CFR Section 1320.5**

This request complies with Title 5 of the Code of Federal Regulations (5 CFR) section 1320.5.

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<sup>1</sup> <https://www.prodege.com/>.

## **A8. Consultation and Public Comments**

### Part A. Public Notice

A 60-Day Federal Register Notice (FRN) for the collection published on June 24, 2021. The 60-Day FRN citation is 86 FR 33239.

CPSC received one comment in response to the June 24, 2021 notice. The commenter stated support for the research; however, raised concern that the small sample size of 250 will not provide enough information and stated that an increased sample size such as 500 would provide more insights.

Commenter also suggested that efforts be made to get a diverse range of shoppers in the sample, both in terms of income, race, and other demographic information, but also in terms of familiarity with shopping and purchasing online. The commenter believes that first-time shoppers for an online children's product will have different responses from regular online shoppers. Furthermore, the commenter recommends that CPSC look to garner information on different types of products parents shop for online, while conducting the survey.

CPSC considered the comment and made modifications to increase the sample size of the survey to 750. Staff also reiterates that the participants will be screened to ensure the selection of a sample that varies on income, education, age, age of their child(ren), and other parameters. The panel provider will also monitor respondents to ensure that underserved populations are represented in the sample and that insights are collected from a diverse population.

CPSC will differentiate results between first-time and regular online shoppers. At this time, CPSC will be unable to garner information on the different types of products parents shop for online, but may consider additional research to collect this information in the future.

### Part B. Consultation

CPSC has consulted with FMG. Specifically, FMG has helped inform CPSC's decisions regarding the availability of the requested information, data collection techniques, and the clarity of information and instructions provided to participants.

## **A9. Explanation of Any Payment or Gift to Respondents**

For taking the survey, respondents will receive proprietary internal currency through the panel provider. Swagbucks are virtual currency that can be redeemed to purchase gift cards. Swagbucks have a 100 to 1 redemption value. For example, 50 Swagbucks are equivalent to

\$0.50. For this study, participants will earn Swagbucks equivalent to about \$1 for completing the survey.

Because participants often have competing demands for their time, incentives are used to encourage participation. The use of incentives treats participants justly and respectfully by recognizing and acknowledging the effort they expend to participate. When applied in a reasonable manner, incentives are not an unjust inducement but an acknowledgement of respondents' participation (Halpern, et al., 2004).

Incentives must be high enough to equalize the burden placed on respondents for their time and cost of participation (Russell et al., 2000), as well as provide enough motivation for them to participate in the project. If the incentive is not adequate, participants might agree to participate and drop out early.

Additionally, inadequate incentives can cause a difficult and lengthy recruitment process that, in turn, can cause delays in launching the information collection, which can lead to increased costs. Incentives are also necessary to ensure adequate representation among harder-to-recruit populations, such as low socio-economic groups and high-risk populations (Groth, 2010).

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

FMG will collect all information for this project with an assurance that the respondents' responses and data will remain private to the extent allowable by law. FMG is using a panel for this data collection and will collect the respondents' self-reported state. Contact information, such as names, addresses, email addresses, or telephone numbers will not be collected. The consent form contains a statement emphasizing that no one can link a participant's identity to their responses and that each participant can only be identified by a unique ID. FMG will encrypt all data in transit. Finally, FMG will operate and maintain all equipment according to industry standard practices, and validate all software using industry standard quality assurance practices.

Independent contractors will not share personal information regarding participants with any third party without the participant's permission, unless it is required by law to protect their rights or to comply with judicial proceedings, a court order, or other legal process. All project information received by the CPSC will remain in a secured area. No project information will contain identifying information.

#### **A11. Institutional Review Board (IRB) and 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 A12.1 estimates the time burden and costs to respondents. The online survey for the proposed study will take approximately 15 minutes (0.25 hours) to complete and consist of 750 respondents.

Table A12.1. Estimated Annualized Burden Hours: Survey

Project Activity	Number of Respondents	Frequency of Response	Time Burden of Response (hours)	Total Hours	Respondent Cost
	(A)	(B)	(C)	(D=AxC)	(Dx\$38.60)
Copy Testing Survey	750	1	0.25	187.50	\$7,237.50

The U.S. Bureau of Labor Statistics estimates the cost of employee compensation for civilian workers averaged \$38.60 per hour worked in December 2020 (Table 2. Employer Cost for Employee Compensation for civilian workers by occupational and industry group, <https://www.bls.gov/ect>). Therefore, the respondent burden for the collection is estimated to cost \$7,237.50 (\$38.60 per hour × 187.5 hours).

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

Respondents bear no costs to participate other than their time.

**A14. Annualized Cost to the Government**

The total cost of this collection to the federal government is \$152,712. This represents 9 months of staff time annually. This amount includes federal employee salaries and benefits. No travel costs are associated with the collection. This estimate uses an annual total compensation of \$138,866 (the equivalent of a GS-14, Step 5 employee, in the Washington D.C. area, in 2021), which represents 68.2 percent of the employer costs for employee compensation, with the remaining 31.8 percent added for benefits (U.S. Bureau of Labor Statistics, “Employer Costs for Employee Compensation,” December 2020, Table 2,

percentage of wages and salaries for all civilian management, professional, and related employees), for total annual compensation per FTE of \$203,616.

#### **A15. Explanation for Program Changes or Adjustments**

This is a new information collection.

#### **A16. Plans for Tabulation and Publication and Project Time Schedule**

FMG will develop a technical report summarizing the findings from the project after the survey has fielded. CPSC staff will use the findings with findings from other phases of this research to assist CPSC staff with providing recommendations for refining and enhancing warning labels in the future.

Table A16.1 outlines the project timeline.

Table A16.1. Project Timeline

Item	Timeline
Survey Fielding	Within 1 month of OMB approval
Conduct Data Analysis and Submit Draft Report	7 weeks after survey completion
Final Summary Report	10 weeks after survey completion

#### **A17. Reason(s) Display of OMB Expiration Date Is Inappropriate**

The display of the OMB expiration date is not inappropriate.

#### **A18. Exceptions to Certification for Paperwork Reduction Act Submissions**

There are no exceptions to the certification.

#### **REFERENCES**

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# Consumer Product Safety Commission: Toy and Product Warning Labels

April 26, 2021

## Supporting Statement Part B

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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.<sup>2</sup> 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

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<sup>2</sup> 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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## **Attachment 1. Survey Screener**

### **Consumer Product Safety Commission (CPSC) *Toy Purchasing Decisions Study* 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 about online purchases. 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.

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

**Question Type: Single-Punch**

**S1.** Do you consider yourself a parent or guardian of a child?

Value	Label
1	Yes
0	No
-99	Refused

//If S1=0 or -99, TERMINATE//

**Question Type: Single-Punch**

**S2.** Does the child live in your home at least 50% of the time?

Value	Label
1	Yes
0	No
-99	Refused

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

**Question Type: Multi-Punch**

**S3.** What are the ages of the child or children who live with you at least 50% of the time? (*Select all that apply.*)

Value	Label
1	Under 1 year
2	1 to under 2 years
3	2 to 3 years



4	4 to 6 years
5	7 years to under 10 years
6	10 years or older
-99	Refused

//If S3 = 3 or 4, CONTINUE TO NEXT QUESTION; ALL ELSE TERMINATE//

**Question Type: Multi-Punch**

**S4.** In your household, who typically purchases *household items* ONLINE (e.g., kitchen appliance, vacuum)? (Select all that apply)

Value	Label
1	Myself
2	My spouse/partner
3	Other
-99	Refused

**Question Type: Single-Punch**

**S5.** In the past year, approximately how many household items (e.g., kitchen appliance, vacuum, cleaning supplies) have you personally purchased online, either yourself, or with someone else?

Value	Label
1	1-10
2	11-25
3	25 or more
-99	Refused

**Question Type: Multi-Punch**

**S6.** In your household, who typically purchases *toys* ONLINE for your child(ren) (Select all that apply)?

Value	Label
1	Myself
2	My spouse/partner
3	Other
-99	Refused

//If S6 = 1 CONTINUE; ALL ELSE TERMINATE//

**Question Type: Single-Punch**

**S7.** In the past 3 months, approximately how many *toys* for your child have you personally purchased online?

Value	Label
1	None
2	1-5
3	6-10
4	10 or more
-99	Refused

//If S7 = 1 or -99, TERMINATE//

//If S7 = 2 or 3 or 4, Eligible for survey//

## Attachment 2. Informed Consent Form

### Consent

Thank you! We have determined that you are eligible to participate. We are now inviting you to take part in a research study. This will involve completing a Web-based survey. The survey should take you about 15 minutes to complete.

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

Your participation is voluntary. This means that you are free to participate or to skip certain questions. There is no penalty if you choose not to respond. However, your complete answers may help figure out better ways to share information with parents of young children. It is important that as many people as possible respond to this survey so that the information we receive 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, not individuals. The information you provide in this survey will be used to inform toy safety label recommendations. If you have any questions about this survey at any time, please contact the survey administrator by emailing [pi@forsmarshgroup.com](mailto:pi@forsmarshgroup.com).

Thank you for considering to participate in this survey effort.

### Question Type: Single-Punch

**S8.** Would you like to participate in this survey?

Value	Label
1	Yes
2	No
-99	Refused

//If S8 = 2 or -99, TERMINATE//

## 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
-----	---------

**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?

<b>Value</b>	<b>Label</b>
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: Jinxie The Kunguamir Interactive Pet Toy, 30+ Sounds & Reactions, Ages 4 & Up

4.8 (9,926) | 138 ratings | 1 answered question

**Amazon Choice** for "Interactive Cat Toy" category.

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

Get \$10 off instantly. Pay \$39.00 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:** Over 30 sounds, 100+ reactions & 150+ actions to keep your cat entertained.
- **REACTS TO YOUR CAT'S MOVES:** Jinxie reacts to your cat's movements, purring, meowing, and more.
- **PIECE OF CAT:** A 10-inch piece of plush material, soft and huggable.
- **WORKS FOR ALL CATS:** No cat is too big or too small. Perfect for kittens, cats, and senior cats.
- **MADE IN THE USA:** Proudly manufactured in the USA.
- **UNIQUE DESIGN:** A cat's face, but with a unique twist.

Buy new: **\$49.00**

**A FREE Shipping** Details & FREE Returns

Arrives **Sunday, Nov 22** Details

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

**In Stock.**

**Add to Cart**

**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, \$19.24

Add gift options

Select delivery location

Save with Used - Like New \$44.73

**FREE Shipping**

Arrives **Sunday, Nov 22**

Ships from Amazon

Sold by Amazon Warehouse

**Add to List**

Share

#### Frequently bought together







Total price: **\$109.00**

**Add these items to your cart**

- The new 2021 edition of the book "The Cat in the Hat's Learning Library: A-Z" by Dr. Seuss. \$14.99
- The new 2021 edition of the book "The Cat in the Hat's Learning Library: ABC" by Dr. Seuss. \$14.99
- The new 2021 edition of the book "The Cat in the Hat's Learning Library: 123" by Dr. Seuss. \$14.99







#### Products related to this item

Page 1 of 10

 <p><b>Scarfcat Interactive: Jinxie The Kunguamir Interactive Pet Toy, 30+ Sounds &amp; Reactions, Ages 4 &amp; Up</b></p> <p>4.8 (9,926)   138 ratings   1 answered question</p> <p>Price: \$49.00</p>	 <p><b>Scarfcat Interactive: Jinxie The Kunguamir Interactive Pet Toy, 30+ Sounds &amp; Reactions, Ages 4 &amp; Up</b></p> <p>4.8 (9,926)   138 ratings   1 answered question</p> <p>Price: \$49.00</p>	 <p><b>Scarfcat Interactive: Jinxie The Kunguamir Interactive Pet Toy, 30+ Sounds &amp; Reactions, Ages 4 &amp; Up</b></p> <p>4.8 (9,926)   138 ratings   1 answered question</p> <p>Price: \$49.00</p>	 <p><b>Scarfcat Interactive: Jinxie The Kunguamir Interactive Pet Toy, 30+ Sounds &amp; Reactions, Ages 4 &amp; Up</b></p> <p>4.8 (9,926)   138 ratings   1 answered question</p> <p>Price: \$49.00</p>	 <p><b>Scarfcat Interactive: Jinxie The Kunguamir Interactive Pet Toy, 30+ Sounds &amp; Reactions, Ages 4 &amp; Up</b></p> <p>4.8 (9,926)   138 ratings   1 answered question</p> <p>Price: \$49.00</p>	 <p><b>Scarfcat Interactive: Jinxie The Kunguamir Interactive Pet Toy, 30+ Sounds &amp; Reactions, Ages 4 &amp; Up</b></p> <p>4.8 (9,926)   138 ratings   1 answered question</p> <p>Price: \$49.00</p>
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#### 4 stars and above

Page 1 of 3

 <p><b>Scarfcat Interactive: Jinxie The Kunguamir Interactive Pet Toy, 30+ Sounds &amp; Reactions, Ages 4 &amp; Up</b></p> <p>4.8 (9,926)   138 ratings   1 answered question</p> <p>Price: \$49.00</p>	 <p><b>Scarfcat Interactive: Jinxie The Kunguamir Interactive Pet Toy, 30+ Sounds &amp; Reactions, Ages 4 &amp; Up</b></p> <p>4.8 (9,926)   138 ratings   1 answered question</p> <p>Price: \$49.00</p>	 <p><b>Scarfcat Interactive: Jinxie The Kunguamir Interactive Pet Toy, 30+ Sounds &amp; Reactions, Ages 4 &amp; Up</b></p> <p>4.8 (9,926)   138 ratings   1 answered question</p> <p>Price: \$49.00</p>	 <p><b>Scarfcat Interactive: Jinxie The Kunguamir Interactive Pet Toy, 30+ Sounds &amp; Reactions, Ages 4 &amp; Up</b></p> <p>4.8 (9,926)   138 ratings   1 answered question</p> <p>Price: \$49.00</p>	 <p><b>Scarfcat Interactive: Jinxie The Kunguamir Interactive Pet Toy, 30+ Sounds &amp; Reactions, Ages 4 &amp; Up</b></p> <p>4.8 (9,926)   138 ratings   1 answered question</p> <p>Price: \$49.00</p>	 <p><b>Scarfcat Interactive: Jinxie The Kunguamir Interactive Pet Toy, 30+ Sounds &amp; Reactions, Ages 4 &amp; Up</b></p> <p>4.8 (9,926)   138 ratings   1 answered question</p> <p>Price: \$49.00</p>
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#### Special offers and product promotions

- **Amazon Business** - For business-only pricing, quantity discounts and FREE Shipping. Register a free business account.
- Your cost could be **\$39.00** instead of **\$49.00**: Get **\$10.00** off instantly as a gift card upon approval for the Amazon.com Store Card. Learn more.

**WARNING:**

**CHOKING HAZARD** - Small parts. Not for children under 3 yrs.

Toys & Games > Kid Electronics > Electronic Pets



### FurReal Friends™ Joni™ The Kitten™ Interactive Pet Toy, 20+ Sounds & Reactions, Ages 4 & Up

MSRP: \$119.99 | \$49.99  
 4.5 (138 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:** Joni™ the Kitten™ is a realistic, interactive pet toy that responds to your touch with 20+ sounds and reactions.
- **Realistic Sounds:** Joni™ has realistic sounds and reactions, including purring, meowing, and hissing.
- **Interactive Play:** Joni™ has a realistic, interactive pet toy that responds to your touch with 20+ sounds and reactions.
- **Realistic Sounds:** Joni™ has realistic sounds and reactions, including purring, meowing, and hissing.
- **Interactive Play:** Joni™ has a realistic, interactive pet toy that responds to your touch with 20+ sounds and reactions.

New & Used (13) from \$44.73 • FREE Shipping

Take a play-along  
 Visit more dolls & plush from the Holiday Toy List Shop now

**WARNING:**  
 CHOKING HAZARD — Small parts. Not for children under 3 yrs.

#### Frequently bought together

Total price: **\$109.99**  
[Add all three to cart](#)

- This item: FurReal Friends™ Joni™ the Kitten™ Interactive Pet Toy, 20+ Sounds & Reactions, Ages 4 & Up, \$49.99
- FurReal Friends™ Joni™ the Kitten™ Interactive Pet Toy, 20+ Sounds & Reactions, Ages 4 & Up, \$49.99
- FurReal Friends™ Joni™ the Kitten™ Interactive Pet Toy, 20+ Sounds & Reactions, Ages 4 & Up, \$49.99

#### Products related to this item

Page 1 of 16

**FurReal Friends™ Joni™ the Kitten™ Interactive Pet Toy, 20+ Sounds & Reactions, Ages 4 & Up**  
 \$49.99

**FurReal Friends™ Joni™ the Kitten™ Interactive Pet Toy, 20+ Sounds & Reactions, Ages 4 & Up**  
 \$49.99

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**FurReal Friends™ Joni™ the Kitten™ Interactive Pet Toy, 20+ Sounds & Reactions, Ages 4 & Up**  
 \$49.99

#### 4 stars and above

Page 1 of 3

**FurReal Friends™ Joni™ the Kitten™ Interactive Pet Toy, 20+ Sounds & Reactions, Ages 4 & Up**  
 \$49.99

**FurReal Friends™ Joni™ the Kitten™ Interactive Pet Toy, 20+ Sounds & Reactions, Ages 4 & Up**  
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**FurReal Friends™ Joni™ the Kitten™ Interactive Pet Toy, 20+ Sounds & Reactions, Ages 4 & Up**  
 \$49.99

#### Special offers and product promotions

- **Amazon Business** : For business-only pricing, quantity discounts and FREE Shipping. Register a free business account.
- Your cost could be **\$39.99** instead of **\$49.99**: Get **\$10.00** off instantly as a gift card upon approval for the Amazon.com Store Card. Learn more.

**Buy new: \$49.99**

• **FREE Shipping** Details & FREE Returns

Arrives: **Sunday, Nov 22**  
 Details

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

**In Stock.**

**Add to Cart**

**Buy Now**

Secure transaction

Ships from: Amazon.com

Sold by: Amazon.com

Policy: View what's new...

Details

Return policy: Returnable 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**

- Eveready AA Batteries (8 Count), Double A Max Alk., \$6.99
- Eveready AA Batteries (24 Count), Double A Max Alk., \$13.24
- Add gift options

Select delivery location

Save with Used - Like New \$44.73  
 FREE Shipping  
 Arrives: Sunday, Nov 22  
 Ships from Amazon  
 Sold by Amazon Warehouse

**Add to List**

Share

