Expiration Date: XX/XX/XXXX

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

Expiration Date: XX/XX/XXXX

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

Expiration Date: XX/XX/XXXX

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		

Expiration Date: XX/XX/XXXX

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//

Expiration Date: XX/XX/XXXX

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.

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//

Expiration Date: XX/XX/XXXX

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

Expiration Date: XX/XX/XXXX

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

Variable Name	Text	Variable Label
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	Text	Variable Label
Name		
Q4A	Reviews of toy	Q4A: Reviews
Q4B	Pictures of toy	Q4B: Pictures

Expiration Date: XX/XX/XXXX

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

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?

Expiration Date: XX/XX/XXXX

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

Expiration Date: XX/XX/XXXX

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 <u>seriously considering</u> 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.

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

Expiration Date: XX/XX/XXXX

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.

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

Expiration Date: XX/XX/XXXX

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.

Variable Name	Text	Variable Label
variable ivallie	TEXT	Vallable Label

Expiration Date: XX/XX/XXXX

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	Text	Variable Label
Name		
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

Expiration Date: XX/XX/XXXX

Q12E	The warning label for this toy would keep me from	Q12E: No purchase
	purchasing it.	
Q12F	This toy looks safe for all the children who live in my	Q12F: Safe
	home.	
Q12G	The warning label for this toy this toy eases my	Q12G: Eases concerns
	concerns.	
Q12H	The warning label for this toy gave me enough	Q12H: Enough
	information.	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?"

Expiration Date: XX/XX/XXXX

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.

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	

Expiration Date: XX/XX/XXXX

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.

Variable	Text	Variable Label
Name		
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

Expiration Date: XX/XX/XXXX

-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

Expiration Date: XX/XX/XXXX

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?

Expiration Date: XX/XX/XXXX

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

Expiration Date: XX/XX/XXXX

-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

Expiration Date: XX/XX/XXXX

//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

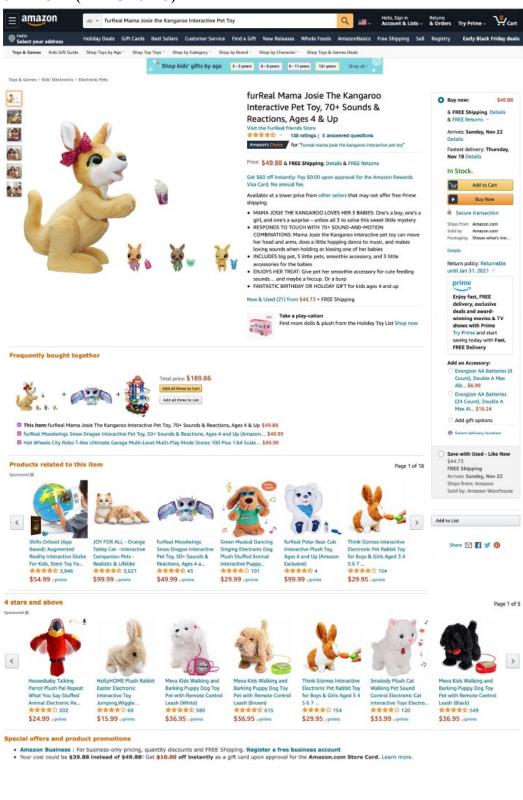
Expiration Date: XX/XX/XXXX

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

Expiration Date: XX/XX/XXXX

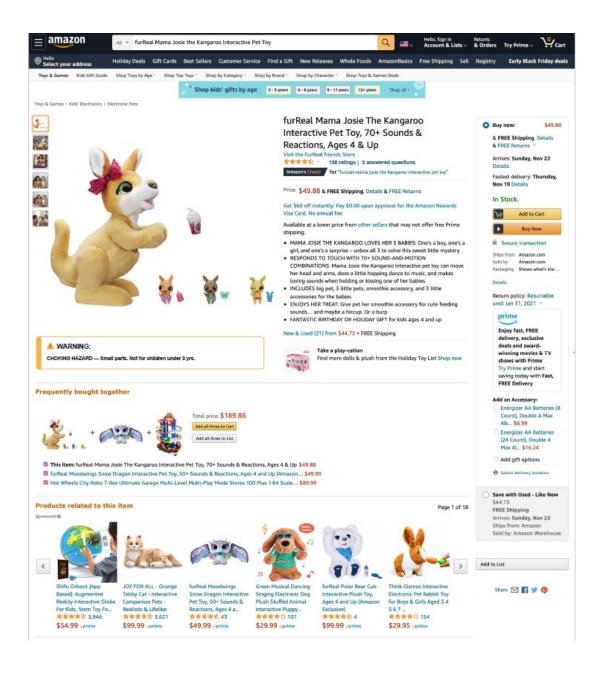
Attachment 4. Survey Stimuli

STIMULI (IMAGES 1-3)



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

Expiration Date: XX/XX/XXXX



Expiration Date: XX/XX/XXXX

