

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

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Long form ad: Newspaper/Newsletter

### **CPSC Smoke and Carbon Monoxide Detector Survey**

A household fire and carbon monoxide (CO) safety survey is being conducted in <your area or CITY NAME>. EurekaFacts, on behalf of the U.S. Consumer Product Safety Commission (CPSC), is randomly selecting participants from all types of households. If you are contacted by EurekaFacts, we want to hear from you. Your participation in this research project will help us to improve home fire safety! Monetary compensation will be provided.

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

### **CPSC Smoke and Carbon Monoxide Detector Survey**

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

We strongly encourage you to participate in this nationwide effort to improve home safety and save lives. Anyone contacted by EurekaFacts is encouraged to respond. Households that meet criteria may be eligible for a monetary incentive in appreciation for completion of the survey.

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

Short form ad: Tweet/ Brief Newspaper Mention

A survey to gather information about fire and carbon monoxide (CO) safety in homes is being conducted in <your area or CITY NAME>. Anyone contacted by EurekaFacts is encouraged to respond. To learn more visit: <**SURVEY INFORMATION WEB ADDRESS**>.

## Appendix J: EurekaFacts Press Release/ EF website and LinkedIn

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

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

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

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

Those that have been contacted by EurekaFacts to participate, whether they have a smoke detector or not, are encouraged to learn more at: <LINK>.

## Appendix K: Social Media Post/Google Ad/ Craigslist Ad

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Are you interested in making a difference for millions of families across the U.S.? EurekaFacts, on behalf of the U.S. Consumer Product Safety Commission (CPSC), strongly encourages you to participate in a national survey about household fire and carbon monoxide (CO) safety. Anyone contacted by EurekaFacts is encouraged to respond. Your time and feedback will help CPSC in their efforts to improve home fire safety and ultimately, save lives.

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

## **Smoke and Carbon Monoxide Detector Study**

Knock, Knock! Open your door to participate in a nationwide survey to promote fire safety.

EurekaFacts, along with its local partners, is conducting a nationwide survey about household fire and carbon monoxide (CO) safety. This study is sponsored by the National Fire Protection Association (NFPA) and the U.S. Consumer Product Safety Commission (CPSC). The National Fire Protection Association (NFPA) is devoted to eliminating death, injury and economic loss due to fire and electrical hazards. Similarly, CPSC protects all of us against unreasonable risks of injuries and deaths related to the products we buy and use. The legacy and purpose of these organizations continues with your involvement in this nationwide survey.

The purpose of this survey is to inform the NFPA and CPSC about the use of smoke detectors and CO detectors in homes in the United States. The information collected from this survey will improve household safety across the U.S. Your input will assist with developing standards and guidelines that will help protect property and human life.

**When you take part in this research, you speak for thousands of people like you, and you help to make homes safer.**

Field survey teams will knock on doors in randomly selected areas to ask for voluntary participation in this survey. If you qualify and complete the in-home interview, you will receive a gift card from a major credit card company.

Survey participants must be at least 18-years-old and the head of the household. For this study, head-of-household means that you are knowledgeable about your home and are able to make decisions about it. All responses will be kept confidential.

This study has been approved by the U.S. Office of Management and Budget (OMB). The OMB Control Number is 3041-0180. <LINK TO OMB APPROVAL>

To answer your questions and concerns, learn more about this study on the Participant FAQ page <HYPERLINK>. If you heard about our need for interviewing teams and are interested in assisting our efforts, please tap the Volunteer FAQ page <HYPERLINK>

The study will be running from late 2019 through 2022. [WHEN ACTIVELY FIELDING IN A LOCATION, SHOW:] The study is currently in the <NAME OF METRO AREA> from <APPROXIMATE DATES>. All other dates are to be determined.

Check back for updates.

<LIST ALL METROPOLITAN AREAS FOR FIELDING>