

B. Supporting Statement B

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 age 18 and over. Respondents will represent a mix of demographics. However, the study targets the following: female (50%), male (50%); Midwest (~20%), Northeast (~20%), South (~40%), West (~20%). Ethnicity of participants will be monitored in line with the following criteria: Non-Hispanic White (~66%), Non-Hispanic Black (~12%), Hispanic (~12%), and Other (~10%). 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 will focus on obtaining responses from others to ensure recruitment for U.S. census-matched survey participants from the Midwest, Northeast, South, and West regions. Certain segments of the sample, including underserved populations, will be included. The survey panel will monitor and screen to ensure that insights are collected from a diverse population.

For this survey, a form of non-probability sampling, called quota sampling, will be used. Quota sampling offers a way to survey individuals who are easy to reach; however, this sampling method is not guaranteed to produce a representative sample. Accordingly, findings from the survey may not be valid to generalize to the overall population.

B2. Procedures for the Collection of Information

Contractor will partner with one online sample provider. Although the sample will not be probability-based, the Contractor's partner will randomly select respondents for surveys where respondents are likely to qualify. Respondents are invited to survey in various ways. Often, potential respondents are sent an email invitation informing them that the survey is for research purposes only, detailing how long the survey is expected to take, and explaining what incentives are available. Panel members are sent an email invitation or prompted on the respective survey platform to proceed with a given survey. The typical survey invitation is generally very simple and generic. It provides a hyperlink which will take the respondent to the survey as well as mention the incentive offered. An 'Example Invite' is provided in the appendix. Not every member of the population has an equal chance of being included in the sample. Members may unsubscribe at any time. Other times, respondents will see surveys they are likely to qualify for, upon signing into a panel portal. Other common invitation methods include in-app notifications and SMS notifications. Therefore, procedures are not guaranteed to produce a representative sample. To avoid self-selection bias, survey invitations do not include specific details about the contents of the survey, and instead, the invitations are kept very general. However, various forms of bias may not be avoided.

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

The panel provider will field the survey until it obtains the minimum 4,000 respondents with a goal of 5,000 completes. The panel provider will monitor sample performance during the field period and regularly update regarding 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.

CPSC staff does not believe survey results will be affected negatively by the Covid-19 pandemic. Although this survey tries to make connections between purchasing factors online and purchasing factors in-person, for various consumer products, the timing of the proposed survey, in relationship to the pandemic, will provide a point-in-time estimate. “In-person” purchasing habits may not return to pre-pandemic levels. Regardless, any results for rates of online shopping will not be generalized to the population because online survey respondents may be more likely to shop online.

B4. Tests of Procedures or Methods to Be Undertaken

A test panel of seven initial respondents showed that the survey might take an average of 6 minutes to complete, with the maximum duration for the survey response lasting 8 minutes. Additional standard pre-testing procedures to be undertaken by the panel provider will include inviting another small number of respondents to participate in the survey as case studies, to ensure that the survey is of adequate length and is processing correctly for respondents that will reflect the potential panel. If any changes need to be made, the panel provider will do so, accordingly, and will 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 Contractor staff identified below, extensively developed and reviewed the proposed protocol and survey. CPSC and Contractor staff will analyze the information and create technical reports.

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Example Invite

A New Survey is Available

Hi Katy,

Someone wants to know what you think...



145 SB

Award
Value

25 min

Time to
Complete

This survey won't be available for long. Act now if you're interested.

[Take Your Survey](#)

Can't open the link? You can copy the link below into your browser:

<http://s.cint.com/Survey/Start/f4fcc8c1-6383-92fb-c88d-fed740c5b71ddd>

After successfully completing this survey, it may take up to 5 business days to receive SBs in your account

If you cannot participate in this survey we would appreciate it if you could decline participation in this survey by clicking on the following link*: [Decline survey](#)

For any concerns or questions regarding your survey please contact: surveysupport@swagbucks.com.

To make sure our emails do not get sent to you Junk/SPAM inbox, please add surveys@swagbucks.com to your contacts list or address book.

Thank you in advance!

Consent Form

OMB Control Number 3041-XXXX

Expiration Date xx/xx/xxxx

PRIVACY ACT STATEMENT

In accordance with the Privacy Act of 1974 (Public Law 93-579), this notice informs you of the purpose of the survey and how the findings will be used. Please read it carefully.

AUTHORITY: 10 U.S.C. 503, 2358

PRINCIPAL PURPOSE: Information collected in this survey will be used to help Consumer Product Safety Commission staff improve the communication of hazards associated with consumer products.

ROUTINE USES: None.

DISCLOSURE: Providing information on this survey is voluntary. There is no penalty if you choose not to respond. However, your maximum participation is encouraged so that the data collected will be complete and representative. Your survey instrument will be treated as confidential. Personally identifiable information (PII) will be used only by persons engaged in, and for the purposes of, the survey. Only group statistics will be reported.

- (a) I wish to continue
- (b) I do not wish to continue
- (c) Refused

If (b) or (c), respondent was an INELIGIBLE respondent.

If (a), proceed to next page.

Survey Questionnaire

TITLE OF INFORMATION COLLECTION: Consumer Product Safety Survey

[Introduction]

The U.S. Consumer Product Safety Commission (CPSC) is trying to improve its communication of hazards associated with consumer products. By “consumer products,” we are referring to products for personal use by consumers, such as clothing, toys, furniture, infant products, art materials, and fireworks. We are *not* referring to automobiles, food, drugs, cosmetics, or medical devices.

There are no “right” or “wrong” answers to the questions in this survey. What matters is your honest and valuable feedback for improving product safety. Your identity will not be associated with your responses, and it will remain strictly confidential. Your participation in this survey is completely voluntary. You may end the survey at any time; however, your responses will not be recorded if you end the survey before completing all of the items. On average, this survey should take no more than 10 minutes to complete.

Thank you so much for taking the time to help make our country a safer place.

NOTE: You will not be able to go back to previous pages of the survey. Please do not click your web browser's "back" button.

OMB Control Number: XXXX-XXXX Expiration Date: XX/XX/XXXX

[General Questions]

1. To what extent do you agree or disagree with each of the following statements?

[Likert scale: Strongly agree, Agree, Neither agree nor disagree, Disagree, Strongly disagree]

- a. Consumer products sold to Americans are safe because there are regulations in place to ensure product safety.
- b. U.S. retailers verify that the products they carry are safe.
- c. Most safety labels are used on products because a few people were injured doing something they shouldn't have done.
- d. Products intended for older children (older than 12 years old), teens, or adults cannot contain dangerous levels of toxic chemicals.
- e. I read the safety labels on products I own before the first time I use them.
- f. I read the safety labels on products I *don't* own (such as equipment at a gym) before the first time I use them.
- g. I read all of the safety messages in instruction manuals for products before using them.
- h. If a product looks safe, I'm not going to look for safety information.

- i. When I buy a product that other people in my household will be using, such as a toaster, I tell them what's on the safety label, if there is one.
- j. When other people in my household buy a product, they tell me what is on the safety label, if there is one.

2. In trying to decide if a product is safe to use, rank the following with 1 being the best source of information.

[Response type as provided with drag-and-drop functionality by Qualtrics software]

- a. Myself
- b. Family, friends, and/or neighbors
- c. Customer reviews
- d. Social media (e.g., blogs)
- e. Safety information that comes with the product (e.g., safety labels)
- f. U.S. government safety notices and messages
- g. Consumer Reports or other similar publications

[Purchasing]

[Programming hint from Qualtrics: ALL product categories they have purchased in a given time frame, e.g., within the last month at max, can be selected.]

3. In the past 3 months, did you buy products that fit into any of the following categories? Select all that apply.

- a. Apparel and textiles (e.g., clothes, bags, jewelry, blankets)
- b. Art materials (e.g., paint, water colors, clay, brushes/rollers)
- c. Baby products (e.g., cribs, strollers, pacifiers, rattles)
- d. Toys (e.g., dolls, board games, building blocks, learning kits)
- e. Sports and recreation (e.g., bicycles, frisbees, musical instruments, dumbbells)
- f. Electrical product or electronics (e.g., computers, powered tools, toasters, vacuums)
- g. Large appliances (e.g., ovens, refrigerators, washing machines)
- h. Large tools and equipment (e.g., lawn mowers, portable generators, all-terrain vehicles, shovels)
- i. Furniture (e.g., chairs, couches, dressers, tables)
- j. Homeware (e.g., pots, cooking utensils, non-powered tools, wall décor)
- k. None of the above (exclusive) [= > *Terminate interview*]

4. You mentioned you purchased a product of the category <Insertion of selected category>. Where did you purchase this product?

[Programming hint from Qualtrics: In case a participant has chosen more than 1 category, we would make a random selection out of the categories to be inserted into the question.]

- a. Online
 - b. In person
 - c. Catalog or other
- 5. Still thinking about this product of the category *<Insertion of selected category>*, was this product new or used when you bought it?**
- a. Brand new
 - b. Used (second hand)
 - c. Unknown
- 6. Which of the following did you consider when you purchased this product of the category *<Insertion of selected category>*? Select all that apply.**
- a. Purchase price
 - b. Additional costs, such as maintenance and operating costs
 - c. Manufacturer or seller reputation
 - d. Product safety
 - e. Convenience
 - f. Quality
 - g. Features
 - h. None of the above
- 7. Did you rely on any of the following sources of information before buying this product of the category *<Insertion of selected category>*? Select all that apply.**
- a. Product photos
 - b. Product packaging
 - c. Product ratings
 - d. Customer reviews
 - e. Recommendations from social media (*e.g.*, blogs about the product)
 - f. Recommendations from family, friends, and/or neighbors with the product
- 8. Which of the following were the top three reasons you purchased this product of the category *<Insertion of selected category>*?**
[Require 3 or fewer selections.]
- a. Purchase price
 - b. Additional costs
 - c. Product safety
 - d. Convenience
 - e. Quality
 - f. Features
 - g. Product ratings
 - h. Recommendations from others (*e.g.*, customer reviews, social media, friends, family)

i. Other _____ [*open-ended*]

9. For this product of the category <Insertion of selected category>, which consideration was the most important?

[If only one option was selected in item 8, then item 9 should automatically be answered with the single response from item 8, and not presented to the respondent.]

- <Insertion of selected consideration (1) from Item 9>
- <Insertion of selected consideration (2) from Item 9>
- <Insertion of selected consideration (3) from Item 9>

[Post-Purchase]

In the following questions, we'll ask you about your purchase after you received the product. It's important for us to see if some types of safety messages are more likely to reach consumers than others, and what role, if any, the product type plays. There are no right or wrong answers.

10. Regarding your recent purchase from category <Insertion of selected category>, the product:

[Answer categories (in columns)]

- Yes
- No
- Don't remember

[Statements (in rows)]

- a. Came with an instruction sheet, booklet, or similar
- b. Had safety label(s) attached to the product

11. [Display logic: Ask 11 a, b, c if answer to 10a is Yes and Ask 11 d, e, if answer to 10b is Yes.] Regarding your recent purchase from category <Insertion of selected category>, did you do the following:

[Answer categories (in columns)]

- Yes
- No
- Don't remember

[Statements (in rows)]

- a. I kept the instructions that came with the product.
- b. I read all of the safety information in the instructions.
- c. I followed all of the safety information in the instructions.
- d. I read all of the safety information on the product's safety labels.

- e. I followed all of the safety information on the product's safety labels.

[Display logic: If 11b = No, 11d = No, or both, then show 11A1. If 11b = Yes and 11d = Yes, then show 11A2. Otherwise, move to 11A3, 11A4, or 12, as applicable]

11A1. For what reasons didn't you read all of the safety information for this product from category <Insertion of selected category>? Select all reasons that apply.

- a. The product looked simple.
- b. I have used the product or similar products before without injury.
- c. I know or have heard of other people that used the product or similar products without injury.
- d. The hazards about this product are obvious to me.
- e. I don't think there is a safety issue.
- f. There were too many safety messages.
- g. Other _____ [open-ended].

11A2. For what reasons did you read all of the safety information for this product from category <Insertion of selected category>? Select all reasons that apply.

- a. The product looked complicated.
- b. I am not familiar with the product.
- c. I know or have heard of other people that have been hurt while using the product.
- d. I was not sure if there were safety issues I needed to know.
- e. I thought there might be safety issues.
- f. There were not that many safety messages to read.
- g. There were many safety messages.
- h. Other _____ [open-ended].

[If 11c = No, 11e = No, or both, then show 11A3. If 11c = Yes and 11e = Yes, then show 11A4. Otherwise, move to 12.]

11A3. For what reasons didn't you follow all of the safety information for this product from category <Insertion of selected category>? Select all reasons that apply.

- a. I disagreed with the safety messages.
- b. I figured my chances of injury were low.
- c. Following the safety messages would have been inconvenient.
- d. I have used the product or similar products before without injury.
- e. I know or have heard of other people that used the product or similar products without injury.
- f. The safety messages didn't explain clearly how I could be harmed by not following the messages.
- g. There were too many safety messages.
- h. I didn't read the safety messages.
- i. Other _____ [open-ended].

11A4. For what reasons did you follow all of the safety information for this product from category <Insertion of selected category>? Select all reasons that apply.

- a. I agreed with the safety messages.
- b. I figured my chances of injury were likely enough to warrant following the safety messages.
- c. Following the safety messages was convenient.
- d. I was not familiar with the product.
- e. I know or have heard of other people that have been hurt while using the product.
- f. The safety messages explained how I could be harmed by not following the messages.
- g. There were many safety messages.
- h. I didn't read the safety messages.
- i. Other _____ [*open-ended*].

12. Have you ever seen a product recall notice about an item you own or used to own? (Please do NOT include food, medications, or street automobiles.)

- a. Yes
- b. No
- c. Don't remember

[If 12 = a, then show 12A through C, and 12C1, if appropriate. Otherwise, move to 13.]

12A. What type of product was it? If there was more than one notice, think about the one that you saw most recently.

- a. Apparel and textiles (*e.g.*, clothes, bags, jewelry, blankets)
- b. Art materials (*e.g.*, paint, water colors, clay, brushes/rollers)
- c. Baby products (*e.g.*, cribs, strollers, pacifiers, rattles)
- d. Toys (*e.g.*, dolls, board games, building blocks, learning kits)
- e. Sports and Recreation (*e.g.*, bicycles, frisbees, musical instruments, dumbbells)
- f. Electrical products or electronics (*e.g.*, computers, powered tools, toasters, vacuums)
- g. Large appliances (*e.g.*, ovens, refrigerators, washing machines)
- h. Large tools and equipment (*e.g.*, lawn mowers, portable generators, all-terrain vehicles, shovels)
- i. Furniture (*e.g.*, chairs, couches, dressers, tables)
- j. Homeware (*e.g.*, pots, cooking utensils, non-powered tools, wall décor)
- k. Other _____ [*open-ended*]

12B. Which of the following actions did the recall notice ask you to do? Select all that apply.

- a. Return the item.
- b. Discard the item.
- c. Get a replacement item from the company or store.
- d. Fix it yourself according to the instructions in the notice.
- e. Use the product in a way that avoids the hazard.

f. Other _____ [*open-ended*]

12C. Did you do everything the recall notice asked you to do?

- a. Yes
- b. No
- c. Don't remember

[*If 12C = b, then show 12C1. Otherwise, move to 13.*]

12C1. Thinking about the actions you chose not to do, why didn't you do what the recall asked you to do? Select all that apply.

- a. It was inconvenient to follow the safety notice.
- b. It was expensive to follow the safety notice.
- c. It required me to modify the item.
- d. I didn't agree with the safety notice
- e. The hazard was something I could avoid.
- f. I stopped using it, but still have it.
- g. I threw it away.
- h. Other _____ [*open-ended*]

13. Sometimes recalls involve consumers using tools to fix the products. Do you own any of the following tools? Select all that apply.

Note: You can see example photos below [*if not automatically showing, then add explanation for showing the photos*]. Your tool may vary from these photos. We are interested in the capability rather than the specific tool. For example, your hammer may have a built-in nail remover, in which case you would select both "b. Hammer" and "e. Nail removing tool." [*Add [photos](#)*]

- a. Tape measure
- b. Hammer
- c. Flathead screwdriver (non-powered)
- d. Crosshead (Phillips-head) screwdriver (non-powered)
- e. Nail-removing tool
- f. Pliers
- g. Utility knife
- h. Step ladder
- i. Hex (Allen) key/wrench set
- j. Adjustable wrench
- k. Powered drill
- l. Powered flathead screwdriver
- m. Powered crosshead screwdriver

[*Demographics*]

Lastly, we have a few demographic questions. Your responses will help us determine if we are underserving specific groups of consumers.

14. Do you currently have children under the age of 18?

- a. Yes, children living in the same household with me (either part or full-time)
- b. Yes, children living in a different household than me (full-time)
- c. No children under the age of 18

[If 14 = a or b, then show 14A and 14B. Otherwise, move to 15.]

14A. How many children under the age of 18 do you currently have?

- a. 0
- b. 1
- c. 2
- d. 3
- e. 4
- f. 5 or more

14B. My youngest child is _____ [open-ended] months [clickable element] or years [clickable element] old.

15. What is your age?

- a. 18 - 24
- b. 25 - 34
- c. 35 - 44
- d. 45 - 54
- e. 55 - 64
- f. 65 - 74
- g. 75 - 84
- h. 85 or older

16. Are you ... ?

- a. Male
- b. Female
- c. Prefer not to answer

17. What is your ethnicity?

- a. Hispanic or Latino
- b. Not Hispanic or Latino

18. What race(s) do you consider yourself to be? Select all that apply.

- a. American Indian or Alaska Native
- b. Asian
- c. Black or African American

- d. Native Hawaiian or Other Pacific Islander
- e. White

19. My annual household income is:

- a. Less than \$20,000
- b. \$20,000 to \$44,999
- c. \$45,000 to \$99,999
- d. \$100,000 or more
- e. Don't know
- f. Prefer not to answer

20. What is the highest degree or level of education you have completed?

- a. Less than high school
- b. High school graduate or equivalent (*e.g.*, GED)
- c. Some college, no degree
- d. Trade/technical/vocational training
- e. Associate's degree
- f. Bachelor's degree
- g. Graduate or professional degree
- h. Doctorate degree
- i. Prefer not to answer

[Final]

Thank you so much for completing this survey! Your responses may help to improve the way the CPSC reaches out to the public about product hazards.

Q 13: Photos of Tools



AdjustableWrench



Drill



Flathead Electric Screwdriver



FlatheadScrewdriver



Hammer



HexKey



Nail Remover



Phillipshead Electric Screwdriver



PhillipsHeadScrewdriver



Pliers



Stepladder



TapeMeasure



UtilityKnife



Select References that CPSC Staff relies on:

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