U.S. Consumer Product Safety Commission: Development and Administration of Online Survey on Hazard Communication to Consumers

XXX, 2021

(OMB No. XXX)

Supporting Statement Part A

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Goal of the study: This study is aimed at helping CPSC staff to improve the communication of hazards associated with consumer products. This communication includes the presentation of safety messaging (*i.e.,* warnings and instructions pertaining to avoidance of hazards), as well as safety information supplied with consumer products. Survey research will include identifying factors relevant to product use, gauging consumer perception of product hazards (both in general and specific to product types), and determining factors that affect consumer response to product recalls.

Intended use: Findings from this information collection will provide CPSC strategies and best practice approaches for delivering product hazard information. CPSC staff intends to use the study findings to identify potential factors to consider in analyzing the safety of consumer products. CPSC staff will use the findings to help identify the type of ____ and mechanism to communicate product hazards to convey effectively critical information about product hazards prospectively. The ultimate goal of this research is to identify ways to increase consumer understanding of and adherence to safety messaging.

Methods to be used: We plan to conduct a non-representative, nationwide online survey with a minimum of 4,000 participants and completed surveys, and a goal of 5,000 participants and completed surveys.

The subpopulation to be studied: The study population for this effort will be comprised of individuals age 18 and over from across the United States. Eligibility criteria are as follows: Residents of the United States only. Recruitment will be based on the following gender quotas: Female (50%), Male (50%); the overall sample will be distributed across the following regions: 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%), Other (~10%).

How the data will be analyzed: Survey data will be used to conduct A/B comparisons of warning label copy, meaning two variations of the same product will be tested. Quantitative analyses will include t-tests between each label to assess the results of the A/B comparisons, eventually to provide strategies and best practice approaches for delivering warnings.

A. 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 collect information from consumers on their beliefs and behaviors in relation to product safety and product safety messaging. The CPSC is charged with protecting the public from dangers associated with consumer products. To target specific hazards and advance programs that would mitigate the risk of dangers related to products, CPSC conducts research to develop communication recommendations to influence positive behavioral change. The purposes of this survey are to assist CPSC staff in: (1) identifying psychological and behavioral factors to consider in CPSC staff's assessment of product safety, and (2) resolving psychological and behavioral concerns for product safety, including improvements to hazard communication. By conducting an online survey, CPSC staff seeks a better understanding of the mechanisms and types of safety messages that consumers receive, how they respond, and what affects their response. Specifically, responses to the items in this survey will provide CPSC staff with information on whether consumers read and comply with various types of safety information that comes with products they use; the causes of consumer noncompliance with product safety information; whether consumers share product safety information with other users of their products;; what sources of information they rely on to decide if a product is safe to use; whether safety is a priority in their purchasing decisions; how they responded to safety notices and recalls in the past; reasons for noncompliance with safety notices and recalls; and if and how the product type affects their risk perception and behaviors. This survey also assesses tool ownership, which informs CPSC staff's consideration of recall repairs that require the use of tools.

The survey items were selected, in part, to investigate existing research on hazard communication and behavioral responses. According to research, for products that are simple and familiar to use, consumers are less likely to pay attention to safety information and less likely to read instructions.[1] The survey results will help us understand the differences between product types, sources of information, and methods of purchasing, as well as how those differences may influence consumers' perceptions of risk and their responses. For example, once we know the most influential sources of information that consumers use to make a purchasing decision, we will look for ways to communicate the hazard more effectively to improve the chances that the safety messaging will be noticed and followed.

[1] Godfrey, S. S., Allender, L., Laughery, K. R., Smith, V. L. (1994). Warning Messages: Will the consumer bother to look? In Human Factors Perspectives on Warnings, by K. R., Wogalter M. S., Young, S. Laughery, pp. 53-57.

When responding to a recall notice and performing the actions recommended by the manufacturer to make the product safer, consumers consider "cost of compliance"; that is, they consider the time and effort to comply with the recommendations.[2] Survey results will give us information that we need to consider while approving a manufacturer-proposed repair action. For example, once we know the top reasons for not complying with a recall notice, we will focus on those issues; and if product type is making a difference, we may need to apply different strategies to get consumers to heed a recall.

CPSC staff is aware of a recent qualitative research exploring UK consumers' attitudes and behaviors regarding product safety. However, CPSC staff cannot readily use the results of this research because the participants were limited to UK consumers.[3] See the Select References list at the end of this document for additional resources.

A2. Purpose and Use of Information Collections

In this proposed survey, CPSC staff will expand on existing research and acquire current information about consumer product use, including, but not limited to, the following:

- consumers' beliefs, experiences, and tendencies regarding product safety;
- whether consumers pay attention to instructions that come with products;
- do consumers read safety information and labels;
- to what extent consumers comply with safety messages;
- how product type influences consumers' attitude and behavior;
- what information resources consumers rely on before buying a product;
- how product safety ranks among other factors consumers consider;
- reasons consumers comply or do not comply with the safety messages; and
- how consumers respond if they encounter a safety recall of the product they own.

Information obtained through this project is not intended to be nationally representative and will not be directly tied to any policy decisions regarding safety communication. CPSC staff intends to use the study findings to identify potential factors to consider in the analysis of the safety of consumer products. Ultimately, this work will serve to advance CPSC's mission of protecting the public against dangers associated with consumer products.

The project will consist of an online survey with individuals age 18 and above. Participants will be limited to residents of the United States only. Recruitment will be based on following

[2] Riley, D. M. (2006). Beliefs, attitudes, and motivation. In M. S. Wogalter (Ed.), *Handbook of Warnings* (pp. 289 300). Mahwah, NJ: Lawrence Erlbaum Associates.

[3] https://www.gov.uk/government/publications/consumer-attitudes-to-product-safety.

gender quotas: Female (50%), Male (50%); and the overall sample will be distributed across the following regions: 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%).

To do this, CPSC's contractor, Carahsoft/Qualtrics, will partner with one online sample provider to supply a network of diverse, quality respondents. Carahsoft/Qualtrics' sample partner will randomly select respondents for surveys where respondents are likely to qualify. Respondents are invited to surveys in various ways. Often, potential respondents are sent an email invitation informing them that the survey is for research purposes only, indicating how long the survey is expected to take, and explaining what incentives are available. 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. To avoid self-selection bias, survey invitations do not include specific details about the contents of the survey and instead, they are kept very general.

A3. Use of Improved Information Technology and Burden Reduction

Qualtrics will recruit for the survey and conduct the survey online.

A4. Efforts to Identify Duplication and Use of Similar Information

To our knowledge, CPSC has never conducted a comprehensive study to gather data on consumer risk perception and response to hazard communication in general. With the following exceptions, the survey items do not duplicate previous research: the item provides necessary context, existing information is outdated, existing information is not reliably applicable to US consumers,[4] or a combination of these factors.

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.

[4] For example, CPSC staff is aware of similar survey research into tool ownership; however, it is specific to the U.K. and may not accurately represent U.S. households: https://www.statista.com/statistics/488288/diy-tools-ownership-united-kingdom-uk/.

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 safety communications. Failure to collect this information could prevent CPSC staff from making effective changes to safety communications in the future, which in turn, could decrease safe behaviors. CPSC staff has considered the project design to balance effectively the information collection objectives with participant burden.

A7. Special Circumstances Relating to the Guidelines of 5 CFR § 1320.5.

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

A8. Comments in Response to the Federal Register Notice and Efforts to Consult Outside the Agency

Part A. Public Notice

A 60-Day Federal Register (FR) Notice for the collection published on July 26, 2021. The 60-Day citation is 86 FR 40018. No comments were received during the 60-Day comment period.

Part B. Consultation

CPSC staff consulted the following individuals outside of the agency on project design and material development:

Contact for consultative SME services:
Michaela Beckenbach, Principal Research Manager, Research Services
michaelab@qualtrics.com

No major unresolved problems stem from this consultation.

A9. Explanation of Any Payment or Gift to Respondents

Respondents will receive no more than $2 worth of compensation, which can be in the form of cash, gift card, or reward program credits. The form of the reward provided is chosen by the respondent, based on their individual preference from those options made available by the panel provider.

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

Contractor 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. The consent form contains a statement emphasizing that no one can link a participant's identity to his/her responses and that each participant can only be identified by a unique ID. Contractor will encrypt all data in transit. Contractor 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 information about the respondents' gender, ethnicity, age group, annual household income, and education level 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[5] (0.25 hours) to complete, and it will consist of a maximum of 5,000 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)**
Online Survey	5,000	1	0.25	1,250	48,250

Respondents bear no costs to participate, other than their time.

[5] When tested by seven survey takers, the average time to complete the survey was 6 minutes.

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 $48, 250 ($38.60 per hour × 1,250 hours).

A13. Annualized Cost to the Government

The total cost of this collection to the federal government is $150,978. 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 $137,491 (the equivalent of a GS-14 Step 5 employee, in the Washington D.C. area), which represents 68.3 percent of the employer costs for employee compensation, with the remaining 31.7 percent added for benefits (U.S. Bureau of Labor Statistics, "Employer Costs for Employee Compensation," March 2020, Table 2, percentage of wages and salaries for all civilian management, professional, and related employees), for total annual compensation per FTE of $201,305.

A14. Explanation for Program Changes or Adjustments

This is a new information collection.

A15. Plans for Tabulation and Publication and Project Time Schedule

Contractor will develop a technical report summarizing the findings of 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 making recommendations on how to enhance safety communications.

CPSC requested OMB approval for 1 year. Table A16.1 outlines the project timeline.

Table A16.1. Project Timeline

Item	Timeline
Begin data collection	8 weeks after OMB approval
Finalize data collection	18 weeks after OMB approval
Transmit data to CPSC along with report	22 weeks after OMB approval

A16. Reason(s) Display of OMB Expiration Date Is Inappropriate

The display of the OMB expiration date is not inappropriate.

A17. Exceptions to Certification for Paperwork Reduction Act Submissions

There are no exceptions to the certification.

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Supporting Statement Part B

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LIST OF ATTACHMENTS

Survey Questionnaire

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. 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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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.

[*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

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