

## 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.*

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#### [Quotas + Screeners]

##### 1. What is your age?

- a. Under 18 [*Terminate interview*]
- b. 18 - 24
- c. 25 - 34
- d. 35 - 44
- e. 45 - 54
- f. 55 - 64
- g. 65 - 74
- h. 75 - 84
- i. 85 or older

2. **Are you ... ?**
  - a. Male
  - b. Female
  - c. Prefer not to answer
  
3. **What is your ethnicity?**
  - a. Hispanic or Latino
  - b. Not Hispanic or Latino
  - c. Prefer not to answer
  
4. **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
  - f. Prefer not to answer
  
5. **In which state do you currently reside?** [*drop down*]

**[General Questions]**

6. **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.
7. **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
8. **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*]

**[Purchasing]**

9. **You mentioned you purchased a product of the category <Insertion of selected category> within the past 3 months. If you have purchased multiple products from this category within the past 3 months, think of the most recent product you purchased when answering the following questions.**

**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
  - d. Other [*open-ended*]
10. **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
11. **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
12. **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
  - g. None of the above
13. **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*]

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

*[If only one option was selected in item 13, then item 14 should automatically be answered with the single response from item 13, and not presented to the respondent.]*

- <Insertion of selected consideration (1) from Item 13>
- <Insertion of selected consideration (2) from Item 13>
- <Insertion of selected consideration (3) from Item 13>

**[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.

**15. 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

**16. [Display logic: Ask 16 a, b, c if answer to 15a is Yes and Ask 16 d, e, if answer to 15b 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.

**17. [Display logic: If 16b = No, 16d = No, or both, then show 17. If 16b = Yes and 16d =**

*Yes, then show 18. Otherwise, move to 19, 20, or 21, as applicable]*

**For what reasons didn't you read all of the safety information for the 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*].

**18. Why did you read all of the safety information for the 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*].

**19. [*If 16c = No, 16e = No, or both, then show 19. If 16c = Yes and 16e = Yes, then show 20. Otherwise, move to 21.*] 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*].

**20. Why 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*].

21. **Now think about any products you have owned or previously owned. Have you ever seen a product recall notice about any currently or previously owned item? (Please do NOT include food, medications, or street automobiles.)**

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

22. [*If 21 = a, then show 22 through 24, and 25, if appropriate. Otherwise, move to 26.*]

**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*]

23. **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*]
- g. Don't remember

24. **Did you do everything the recall notice asked you to do?**

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

25. *[If 24 = b, then show 25. Otherwise, move to 27]* **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*]

26. **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 "Hammer" and "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
- n. None of the above

### **[Demographics]**

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



27. **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
28. *[If 27= a or b, then show 28 and 29. Otherwise, move to 30.]* **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
29. **My youngest child is \_\_\_\_\_** *[open-ended]* **months** *[clickable element]* **or years** *[clickable element]* **old.**
30. **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
31. **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 26: Photos of Tools**



Adjustable Wrench



Drill



Flathead Electric Screwdriver



Flathead Screwdriver



Hammer



Hex Key



Nail Remover



Phillipshead Electric Screwdriver



Phillipshead Screwdriver



Pliers



Step Ladder



Tape Measure



Utility Knife