

U.S. CONSUMER PRODUCT SAFETY COMMISSION (CPSC)

Communication Materials

Portable Electric Heater (PEH)

2023 Standard-Hybrid Focus Group Study

OMB# XXXX-XXXX

March 2023

Table of Contents

Recruitment and Follow-up Email to Potential Participants.....3

Frequently Asked Questions (FAQs)..... 4

Consent Form..... 6

Scheduling and Selection E-mail..... 9

Confirmation E-mail..... 11

Reminder E-mail..... 13

Reminder Call Phone Script 15

Reminder Call Voice Mail Message..... 17

Confirmation and Reminder Text Message..... 18

Reminder Text Message..... 18

Thank You Email..... 19

Recruitment and Follow-up Email to Potential Participants

Subject: Invitation to Portable Electric Heater Focus Group

Subject if Follow-up: Follow-up on invitation to Portable Electric Heater Focus Group

Dear <NAME>,

[If follow-up: This is a follow-up email from <DATE>.] On behalf of the U.S. Consumer Product Safety Commission (CPSC), we invite you to participate in a focus group about your perceptions and experience related to the purchase and use of portable electric heaters (e.g. space heater). We would love to talk with people of all backgrounds (race, ethnicity, age, location).

Your feedback will help the CPSC improve portable electric heater-related safety communications with consumers.

Tentative Dates: <INSERT DATES>

Times: depends on participants' availability

Location: remotely online – Zoom meeting link will be provided (no need to download)

Session length: no more than 90 minutes

Compensation: \$100 e-gift card to thank you for your time and effort

Dependent on your responses to the screener, you may be either a participant in a focus group discussion or hybrid focus group. The hybrid focus group discussion will first consist of participating first in a one-on-one interview, then migrating to a focus group discussion with a group. Please click on the screener to see if you qualify: <INSERT SCREENER LINK>

Please click on the link to the <Frequently Asked Questions link> to find out more about this study, or email <NAME> at <EMAIL>.

We look forward to hearing from you.

Sincerely,
<CONTACT NAME>
<CONTACT TITLE>

Frequently Asked Questions (FAQs)

CPSC-Portable Electric Heater Focus Group Sessions

1. Who are CPSC and EurekaFacts?

The U.S. Consumer Product Safety Commission (CPSC) is an independent federal agency that seeks to protect the public from unreasonable risks of injury from consumer products, develop uniform safety standards, and conduct research into product-related illness and injury. EurekaFacts is a market and social sciences research company based in Rockville, MD. CPSC has contracted EurekaFacts to facilitate discussions on product safety as it pertains to portable electric heaters (e.g. space heaters).

2. What is this study about?

On behalf of CPSC, EurekaFacts is conducting focus group sessions with consumers who have owned a portable electric heater (e.g. space heater). The main purposes of the focus groups are to obtain feedback from consumers on issues related to product safety. The portable electric heater focus groups will help decision makers better understand consumer experience with these products, and the opinions and perceptions consumers have of them.

3. Where will the focus group take place?

Focus groups will be virtual and take place online using Zoom. The link to the session will be provided after participant confirms their participation. There is no need to download any software. Participants will be asked to sign into the session from a quiet and private a place with a reliable internet connection.

4. What will happen during the focus group (traditional vs. hybrid)?

If selected for a traditional focus group, a group of participants will be asked to discuss their experiences as a consumer of portable electrical heaters. A moderator from EurekaFacts will guide the discussion. All participants will be asked to freely offer their opinions, feedback, and input on proposed improvements to communications on safety. The focus groups will be recorded, though participant identities will remain confidential.

If selected for the hybrid focus group, participants will take part in a brief one-on-one virtual interview in a Zoom breakout room, followed by a virtual group discussion.

5. What do I do to prepare for the focus group?

To participate in the focus group, participants must have access to a tablet, laptop or desktop computer with a working webcam and microphone in addition to a reliable internet connection.

Participants will need to submit a completed consent form prior to the start of the session in order to participate. Instructions for joining the session will be sent to the participant in a confirmation email.

6. Will information be kept private?

Yes, all information shared in focus groups sessions will be kept confidential. Each participant will be assigned a unique identifier (ID) to be used for analysis, and their name will not be linked to their answers. All of the information provided by participants may be used only for statistical purposes and may not be disclosed, or used, in identifiable form for any other purpose except as required by law (20 U.S.C. §9573 and 6 U.S.C. §151). Each focus group session will be recorded to facilitate notetaking and analysis; no identifying information will be shared. If you have questions about your rights as a study participant, you can review the [EurekaFacts, LLC Privacy Policy](#) for details on our policies and procedures.

7. How long will the focus group last and when will it take place?

The focus group will last no more than 90 minutes. Sessions will be held at a date and time in which the majority of participants are available.

We ask participants to sign in 10 minutes prior to the start time to check that their technology is functioning properly and to allow ample time for troubleshooting. As we all know, technology can sometimes be unpredictable, and we would like to maximize the time we have together. An EurekaFacts staff member will be available to assist.

8. Is there an incentive for participating?

Yes. Upon completion of the focus group session, each participant will receive a **\$100** e-gift card. Please allow 7-10 business days for processing the e-gift card. Participants may choose to decline the gift card.

The e-gift card will be sent via email from *Virtual Incentives*. Please check Spam or Junk folder. Also please note that the virtual incentives expire after 6 months.

9. What are the possible risks of being in the study?

There are no known risks to participating in this voluntary study.

10. Who can I contact with questions or for further information?

If you have any questions about the study, you can contact us at <EMAIL> or call <PHONE NUMBER> and ask about the “Portable Electric Heater Focus Group study”.

11. Can participation end early?

Participation in this study is completely voluntary. Participants have the right to refuse to answer particular questions. Participants may elect to withdraw from this study at any time and can leave the session early if they wish. If a participant chooses to leave early, we may need to reduce the incentive so that it is proportional to the level of participant participation.

Consent Form

Participant Consent Form for Portable Electric Heater <Hybrid> Focus Group Session

OMB Control No.: XXXX-XXXX

Expiration Date: XX/XX/XXXX

Thank you for your interest in participating in the research described below. This consent form explains the purpose of the research we are conducting. Please read it carefully. If you have any questions, you may ask the interviewer or a member of the research team before you sign the consent form. If you do not have questions now but have questions that arise later, you may ask those questions at any time before, during, or after the interview.

1. Who are CPSC and EurekaFacts?

The U.S. Consumer Product Safety Commission (CPSC) is an independent federal agency that seeks to protect the public from unreasonable risks of injury from consumer products, develop uniform safety standards, and conduct research into product-related illness and injury. EurekaFacts is a market and social sciences research company based in Rockville, MD. CPSC has contracted EurekaFacts to facilitate discussions on product safety as it pertains to portable electric heaters (e.g., space heaters).

2. What is this study about?

On behalf of CPSC, EurekaFacts is conducting focus group sessions with consumers who have owned a portable electric heater (e.g., space heater). The main purposes of the focus groups are to identify the types of portable electric heaters being used. In addition to identify usage patterns, consumers' knowledge about maintenance and safety, consumer behaviors using portable electric heaters, especially in terms of safety perception, behavioral compliance with directions for use (especially in terms of warning or caution messages), and expectations of portable electric heaters; past experiences with portable electric heaters, including incidents, problems, and quality of portable electric heaters.

3. Where will the focus group take place?

Focus groups will be virtual and take place online using Zoom meeting. The link to the session will be provided after you confirm your participation. There is no need to download any software. You will need to sign into the session from as quiet and private a place with as stable an internet connection as possible. If you agree to participate, your confirmation email will include a link to the Zoom meeting.

4. What will happen during the focus group?

[IF STANDARD FOCUS GROUP]: You and a group of peers will be asked to discuss your experiences as a consumer of portable electrical heaters. You and a group of peers will be asked to freely offer your opinions, feedback, and input on proposed improvements to communications on safety. A moderator from EurekaFacts will guide the discussion. The focus groups will be recorded to make sure we can accurately analyze what is said.

[IF HYBRID FOCUS GROUP]: You and a group of peers will partake in a one-on-one interview and a group discussion. You (along with your peers) will be asked to discuss your experiences as a consumer of portable electrical heaters. A moderator from EurekaFacts will guide the discussion. When entering the virtual room, in the first half, you will participate in a one-on-one interview (i.e., breakout rooms). On the second half, you and your peers will join up back into a virtual group and continue the discussion. You and a group of peers will be asked to freely offer your opinions, feedback, and input on proposed improvements to communications on safety. The focus groups will be recorded to make sure we can accurately analyze what is said.

5. What do I do to prepare for the focus group?

To participate in the focus group, you must have access to a tablet, laptop or desktop computer with a working webcam and microphone in addition to a stable internet connection.

You will need to submit a completed consent (this document/form) form prior to the start of the session in order to participate. Instructions for joining the session will be sent to you in a confirmation email.

6. Will information be kept private?

Yes, all information shared in focus groups sessions will be kept confidential. Although each focus group session will be recorded to facilitate notetaking and analysis; no identifying information will be shared in our report. You will be assigned a unique identifier (ID) to be used for analysis, and your name will not be linked to your answers. All of the information provided by you and your peers may be used only for statistical purposes and may not be disclosed, or used, in identifiable form for any other purpose except as required by law (20 U.S.C. §9573 and 6 U.S.C. §151). If you have questions about your rights as a study participant, you can review the [EurekaFacts, LLC Privacy Policy](#) for details on our policies and procedures.

7. How long will the focus group last and when will it take place?

The focus group will last no more than 90 minutes. Multiple sessions will be held at a date and time in which the majority of participants are available.

We ask that you sign in 10 minutes prior to the start time to check that your technology is functioning properly and to allow ample time for troubleshooting. As we all know, technology can sometimes be unpredictable, and we would like to maximize the time we have together. An EurekaFacts staff member will be available to assist.

8. Is there an incentive for participating?

Yes. Upon completion of the focus group session, you will receive a **\$100** e-gift card. Please allow 7-10 business days for processing the e-gift card. You may choose to decline the gift card.

The e-gift card will be sent via email from *Virtual Incentives*. Please check your Spam or Junk folder. Also please note that the virtual incentives expire after 6 months.

9. What are the possible risks of being in the study?

There are no known risks to participating in this voluntary study.

10. Who can I contact with questions or for further information?

If you have any questions about the study, you can contact us at <EMAIL> or call <PHONE NUMBER> and ask about the “CPSC-Portable Electric Focus Group study”. If you have questions about your rights as a study participant, you can review the [EurekaFacts, LLC Privacy Policy](#) for details on our policies and procedures.

11. Can participation end early?

Participation in this study is completely voluntary. You have the right to refuse to answer particular questions. You may elect to withdraw from this study at any time and can leave the session early if they wish. If you choose to leave early, we may need to reduce the incentive so that it is proportional to the level of participation.

- I have read the above consent form and all my questions have been answered. I agree to participate in this interview.

By signing below, you agree to participate in and be recorded during this focus group. You will receive a \$100 e-gift card from a major credit card company at the end of the full session. You understand that the incentive will be processed 7 to 10 business days after the interview has ended.

Your (digital) signature below will indicate that you have read and understood the information provided above and your questions have been answered satisfactorily.

Name (print): _____

Signature: _____

Date: _____

Email address: _____

(Emails will be used for the purposes of e-gift card delivery.)

Scheduling and Selection E-mail

Subject: [Action Required] Session confirmation for CPSC Focus Group

Dear < FIRST NAME > ,

Thank you for agreeing to participate in the Portable Electric Heater Focus Group study EurekaFacts, LLC is conducting on behalf of the U.S. Consumer Product Safety Commission (CPSC).

We are reaching out now to confirm the date and time of your focus group session. As a reminder, the focus group will last no more than **90 minutes**, and participants will be provided with a **\$100 e-gift card** to thank you for your time, effort, and feedback during the full session. Please allow 7-10 business days to process your compensation.

<[IF HYBRID FOCUS GROUP:]>You have been selected for a hybrid focus group. A hybrid focus group consists of you and a small group of peers first partaking in a brief 35-40 minute one-on-one interview virtually, then joining up in a virtual group to continue the discussion.>

We have scheduled you for the following focus group session:

DATE: <INSERT DATE HERE>
TIME: (Please note the Time Zones and plan accordingly)
<MM:HH AM/PM> EDT (Eastern)
<MM:HH AM/PM>CDT (Central)
<MM:HH AM/PM> MDT (Mountain Daylight)
<MM:HH AM/PM>PM MST (Mountain Standard)
<MM:HH AM/PM>PDT (Pacific)

LOCATION: Online via Zoom

Join using one of these options:

1. Join from your browser (no download or installation required.)
2. Download Zoom via web or app store (You will need to register an account for this option)
3. Open Zoom Meetings or Launch Meeting (if you already have registered Zoom software on your computer.)

Please confirm by responding to this e-mail as soon as possible, and we will send you a follow-up e-mail with the session link and more details for the meeting. If the above date and time does not work with your schedule, let us know and we will try to schedule you into a different session.

Again, thank you for your interest, and we look forward to speaking with you! If you have any questions or concerns, please contact me at <EMAIL> or <PHONE>.

Sincerely,

<NAME>
<CONTACT TITLE>
EurekaFacts, LLC

OMB Control No.: XXXX-XXXX

Confirmation E-mail

Subject: [Action Required] Confirmation for portable electric heater <hybrid> focus group

Dear <FIRST & LAST NAME>:

Thank you for agreeing to participate in an online focus group for the U.S. Consumer Product Safety Commission (CPSC). This email provides information about your focus group session, a link to the Zoom session, and a link to the online consent form that you should complete and submit prior to the session.

<[IF HYBRID FOCUS GROUP: You have been selected for a hybrid focus group. A hybrid focus group consists of you and a small group of peers first partaking in a one-on-one interview virtually, then joining up in a virtual group to continue the discussion. It is important that you join early.]>

This is a confirmation that you are scheduled for the following date and time:

DATE: <INSERT DATE HERE>
TIME: (Please note the Time Zones and plan accordingly)
<MM:HH AM/PM>EDT (Eastern)
<MM:HH AM/PM>CDT (Central)
<MM:HH AM/PM> MDT (Mountain Daylight)
<MM:HH AM/PM>MST (Mountain Standard)
<MM:HH AM/PM>PDT (Pacific)

LOCATION:
<INSERT ZOOM LINK>

Join using one of these options:

1. Join from your browser (no download or installation required.)
2. Download Zoom via web or app store (You will need to register an account for this option)
3. Open Zoom Meetings or Launch Meeting (if you already have registered Zoom software on your computer.)

ZOOM TIPS:

- Allow permission to use camera and microphone (in pop-up window).
- **Log in with ONLY YOUR FIRST (GIVEN) NAME.** To help with confidentiality, please only use your first name in the session. If you plan to join with an already created account, you may need to **change how your name will appear** in your settings.
- Click on button 'Join with Computer audio' (in pop-up window).

PLEASE REVIEW THE FOLLOWING GUIDELINES:

- **Complete and submit the consent form** as soon as possible. Please submit the consent form a minimum of 24 hours prior to your session. We must receive the consent form before you participate in the focus group session. No downloading or printing needed. Click on the consent form link below, fill out the information, and click 'Submit':

<INSERT CONSENT FORM LINK>

- Please sign in **10 minutes prior** to the start time to check that your technology is functioning properly and to allow ample time for troubleshooting. As we all know, technology can sometimes be unpredictable, and we would like to maximize the time we have together. A EurekaFacts staff member will be available to assist.
- **Check** to see that your **webcam and microphone** are set up and functioning properly.
- Please plan to conduct the session in as **quiet and private place with a stable internet connection** as possible.
- Join the focus group from a **tablet, laptop, or desktop computer** (not smartphone).
- Please be **on time and stay for the duration** of the focus group session, as early departures or late arrivals will disrupt the study. Participants may choose to withdraw from this study at any time. If you choose to leave early, we may need to reduce the incentive so that it is proportional to the level of participation.
- Please be aware that anyone arriving more than 15 minutes late will not be allowed to participate as it is disruptive to the group and therefore will forfeit their incentive.
- Incentives will be processed after completion of the session. Please allow 7-10 business days to process your compensation.

Thank you again for agreeing to help in this important study. We look forward to seeing you. If you have any questions or concerns, please contact me at <EMAIL> or <PHONE>.

Sincerely,
<NAME>
<CONTACT TITLE>
EurekaFacts, LLC
www.eurekafacts.com

OMB Control No.: XXXX-XXXX

Reminder E-mail

Subject: Reminder about upcoming portable electric heater <hybrid> focus group

Dear <FIRST NAME>:

We just wanted to send a reminder that you have agreed to participate in a 90-minute online focus group session for the following date and time. If you can no longer participate or if you have any questions, please contact us at the number below.

Please submit the consent form if you have not already done so. <INSERT CONSENT FORM LINK> You will not be able to participate until your complete consent form is submitted. The instructions are below.

DATE: <INSERT DATE HERE>
TIME: (Please note the Time Zones and plan accordingly)
<MM:HH AM/PM> EDT (Eastern)
<MM:HH AM/PM>CDT (Central)
<MM:HH AM/PM>MDT (Mountain Daylight)
<MM:HH AM/PM>MST (Mountain Standard)
<MM:HH AM/PM> PDT (Pacific)

LOCATION:
<INSERT ZOOM LINK>

Join using one of these options:

1. Join from your browser (no download or installation required.)
2. Download Zoom (You will need to register an account for this option)
3. Open Zoom Meetings or Launch Meeting (if you already have registered Zoom software on your computer.)

ZOOM TIPS:

- Allow permission to use camera and microphone (in pop-up window).
- **Log-in with ONLY YOUR FIRST (GIVEN) NAME.** To help with confidentiality, please only use your first name in the session. If you plan to join with an already created account, you may need to **change how your name will appear** in your settings.
- Click on button 'Join with Computer audio' (in pop-up window).

PLEASE REVIEW THE FOLLOWING GUIDELINES:

- **Complete and submit the consent form** as soon as possible. Please submit the consent form a minimum of 24 hours prior to your session. We must receive the consent form before you participate in the focus group session. No downloading or printing needed. Click on the consent form link below, fill out the information, and click 'Submit':
<INSERT CONSENT FORM LINK>
- Please sign in **10 minutes prior** to the start time to check that your technology is functioning properly and to allow ample time for troubleshooting. As we all know, technology can sometimes be unpredictable, and we would like to maximize the time we have together. A EurekaFacts staff member will be available to assist.
- **Check** to see that your **webcam and microphone** are set up and functioning properly.

- Please plan to conduct the session in as **quiet and private place with a stable internet connection** as possible.
- Join the focus group from a **tablet, laptop, or desktop computer** (not smartphone).
- Please be **on time and stay for the duration** of the focus group session, as early departures or late arrivals will disrupt the study. Participants may choose to withdraw from this study at any time. Doing so may forfeit some or all of their incentive payment depending on how early they withdraw.
- Please be aware that anyone arriving more than 15 minutes late will not be allowed to participate as it is disruptive to the group and therefore will forfeit their incentive.
- Incentives will be processed after completion of the session. Please allow 7-10 business days to process your compensation.

Thank you again for agreeing to help in this important study. We look forward to seeing you. If you have any questions or concerns, please contact me at <EMAIL> or <PHONE>.

Sincerely,
<NAME>
<CONTACT TITLE>
EurekaFacts, LLC
www.eurekafacts.com

OMB Control No.: XXXX-XXXX

Reminder Call Phone Script

(Parenthetical text is provided for reference and does not need to be read aloud)

Good morning/afternoon/evening. May I please speak to <NAME> about an online focus group session for the U.S. Consumer Product Safety Commission (CPSC), better known as the portable electric heater (e.g., space heater) study.

My name is <NAME> and I'm calling from EurekaFacts to remind you about your upcoming focus group session for this study at <DAY OF THE WEEK> <DATE> AT <TIME> <TIMEZONE>.

The session will take place virtually as an online meeting. The meeting link was e-mailed to you. Did you receive the e-mail, and do you have any questions about signing in?

We've included this in the confirmation email, but let me go over it again quickly:

- Please remember to sign in with your first name only. If you already have a Zoom account, you may need to change how your name appears in your settings.
- Also, if you will be signing in with a different name than what is on file, please let us know what name you are planning to use. After you sign into the session, a EurekaFacts staff member will ask for your Assigned ID, so please have this number handy: <EFID Number>
- Please sign in 10 minutes prior to the start time to check that your technology is functioning properly and to allow ample time for troubleshooting. As we all know, technology can sometimes be unpredictable, and we would like to maximize the time we have together. A EurekaFacts staff member will be available to assist. [IF HYBRID FOCUS GROUP: This is especially important as you have been selected for a hybrid focus group.]
 - o [IF ASKS WHAT IS A HYBRID FOCUS GROUP: A hybrid focus group consists of you and a small group of peers first partaking in a one-on-one interview, then joining up in a group.]
- Join the focus group from a tablet, laptop, or desktop computer (not smartphone). Please do not sign in using your smartphone because we will be asking you to view images/slides on the screen and we need you to be able to see it clearly.

[Consent Form verification - Details if needed]

[If received] Thank you for submitting your consent form.

[If not received] It looks like we have not received the consent form yet. Please complete and submit the consent form as soon as possible – a link was included with your confirmation email. We must receive the consent form for you to participate in the focus group session. No downloading or printing needed. Simply click on the consent form link in the e-mail, fill out the information, and click 'Submit'.

[Details of the session, if asked]

During the session, you will be asked to identify the types of portable electric heaters being used. In addition to identify usage patterns, your knowledge about maintenance and safety, consumer behaviors using portable electric heaters, especially in terms of safety perception, behavioral compliance with directions for use (especially in terms of warning or caution messages), and expectations of portable electric heaters; past experiences with portable electric heaters, including incidents, problems, and quality of portable electric heaters.

After completing the 90-minute focus group session, you will receive a \$100 e-gift card as a thank you for your participation. Please allow 7-10 business days for processing.

Do you have any questions at this time?

[Answer any questions.]

Again, your session is scheduled at <TIME><TIMEZONE> on <DATE>. At the time of your session please be in a quiet location where you have access to stable internet, a webcam, and either a laptop or desktop computer.

If you have any questions before then, please call <PHONE NUMBER>.

Thank you again for agreeing to be part of this very important study.

Reminder Call Voice Mail Message

Hello, this message is for <FIRST & LAST NAME>.

My name is <NAME>, and I'm calling from EurekaFacts to remind you about your upcoming focus group session for CPSC-Portable Electric Heater study. We have scheduled you for <DAY OF THE WEEK> <DATE> at <TIME><TIMEZONE>.

The virtual meeting link was e-mailed to you in a confirmation email, which also has more details of the session. If you did not receive the confirmation email or can no longer participate in the session, please call us back at <PHONE NUMBER>.

[If consent form not received] Our records show that we have not received your consent form yet. Please complete and submit the consent form as soon as possible – a link was included with your confirmation email.

Thank you again for agreeing to participate in this study and provide your experience and perceptions. We look forward to seeing you on <DAY OF THE WEEK> <DATE> at <TIME><TIMEZONE>

Have a great <morning, day, evening>.

Confirmation and Reminder Text Message

CONFIRMATION TEXT:

[Scheduling] Hi <FIRST NAME>, you have been selected for a focus group session for the CPSC-portable electric heater study on <DAY OF THE WEEK> <DATE> at <TIME INCLUDING TIMEZONE>. Please confirm your availability by replying Y for "yes, I will be there" or N for "no, I cannot attend". Check your email for more details.

Please also call <PHONE NUMBER> if you cannot keep this appointment.

Reminder Text Message

[Reminder] Hi <FIRST NAME>, you are scheduled on <DAY OF THE WEEK> <DATE> AT <TIME INCLUDING TIMEZONE> for a focus group session for the CPSC-portable electric heater study. Check your email for more detailed information on how to prepare.

Please call <PHONE NUMBER> if you cannot keep this appointment.

Thank You Email

Subject: Thank you from CPSC – Portable Electric Heater Study

Dear <Name>,

On behalf of the U.S. Consumer Product Safety Commission (CPSC), EurekaFacts would like to thank you for participating in our study.

Your participation provided invaluable feedback on issues related to consumer product safety.

To thank you for your time and effort, your e-gift card will be sent to the e-mail address we have on file. The e-gift card will be sent from *Virtual Incentives* in 7-10 business days. Please check your junk/spam folder if you do not see it in your inbox. **Be sure to use your incentive within 6 months of receiving it** – after that, monthly charges apply and the total amount decreases.

Again, thank you for your feedback. If you have any questions or concerns, please contact at <EMAIL> or <PHONE>.

Sincerely,

<CONTACT NAME>

<CONTACT TITLE>

EurekaFacts, LLC

OMB Control No.: XXXX-XXXX