

Date: \_\_\_\_\_

Time: \_\_\_\_\_

Sample: \_\_\_\_\_

# **CPSC- Portable Electric Heaters Decision-Making Focus**

## **Focus Group Moderation Guide**

**Focus Group Numbers Assigned to the Decision-Making Sessions:**

**Focus Group #1a - BIPOC**

**Focus Group #2a - Hispanic (bilingual)**

**Focus Group #6a - General Population**

## Focus Group Approach - Focus Group Moderator Guide [90 minutes]

INFORMATION TO BE DISCUSSED	APPROX. ALLOTTED TIME
<b>Welcome</b>	5 minutes
<b>Topic 1: Introductions</b>	5 minutes
<b>Topic 2: Decision Making</b>	30-35 minutes
<b>Topic 3: PEH Use and Behaviors</b>	20-25 minutes
<b>Topic 4: Safety and Warning Messages</b>	15-17 minutes
<b>Topic 5: Closing</b>	5 minutes
<b>Total time</b>	90 minutes available

[EF STAFF: Share screen 15 minutes before session]

[EF STAFF: Open PPT to Slide: Welcome/Tech Setup - Full Screen]

[EF STAFF & MODERATOR: Admit and welcome participants. Aid with tech as needed.]

[EF STAFF: STOP sharing screen]

### Welcome - [5 minutes]

Good [morning/afternoon]. My name is \_\_\_\_\_ and I work for EurekaFacts, a research company in Rockville, MD. We are administering a comprehensive research study on behalf of the U.S. Consumer Product Safety Commission (CPSC).

The purpose of this research is to improve portable electric heaters -related safety communications related to portable electric heaters with consumers. During this standard focus group session, we will discuss your perceptions, behavior and experience related to the purchase and use of portable electric heaters. This session will last about 90 minutes.

Your views and experiences are important, so we would like you to tell us what you think and feel about your experiences with portable electric heaters. It is important that you provide us with your honest opinions and that you understand that we will not make any judgements of you for your opinions. Also, as we are talking about your personal opinions and experiences, it is not necessary for everyone to agree with each other.

### DISCLOSURES

1. The session is being recorded so I can write an accurate report, not of "who said what," but "what was said."
  2. Your name will not be used in the report. All the information discussed in this session today will not be associated with your name or the name of your institution. (If any participants object to recording, pause to answer questions and allow the participant(s) to leave the session if they choose.)
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3. Observers

- a. Associates may be viewing & taking notes for the purpose of the study.
- b. A technical team is also here to help run a smooth session on the tech side.

## GUIDELINES

In order to make this session work as a research session, there are some guidelines to follow:

1. Please talk in a voice at least **as loud as mine**.
2. Please allow **one person to speak at a time** and **allow everyone a turn to speak**.
3. There are no wrong answers – just **different points of view**.
  - a. So, say what you believe – **be candid**.
  - b. There is **no need to change anyone's mind**.
  - c. Please be respectful of others' opinions.
4. **I may need to move** on to another area of discussion sooner than you are ready, and I may have to cut a conversation short in the interest of time. If I interrupt you, it is not personal; I just want to cover everything on the agenda. You can always add additional comments in the chat.
5. You will **receive your incentive for your time** by e-mail 7-10 days after the focus group session, unless you have declined it.
6. Please keep your cameras on and microphones muted when not speaking. We want to hear every person's input/feedback clearly.
7. You may excuse yourself at any time to go to the restroom or for other urgent needs, we just ask that you return as soon as possible because we really do want to hear what you have to say.
8. Please take this time now to shut off or silence your cell phones. We understand if there are special circumstances and emergencies but want to minimize any distractions.

Do you have any questions before we begin?

### Topic 1: Introductions [5 minutes]

First, I'd like to learn a little more about you. Please share with me:

- 1) your first name
- 2) How long have you been using a portable electric heater?

### Topic 2: Decision Making [30-35 minutes]

Next, I'd like to talk about your decision-making processes when considering a portable electric heater purchase.

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- 1) What do you consider when purchasing a portable electric heater? (a heating source during an emergency use, such as a power outage, regular use as a heating source, price of the product, any alternatives to a portable electric heater, safety of the product, consumer ratings, cost, etc.)
- 2) Where do you look when purchasing or obtaining a heater? (online, brick and mortar stores, second hand, used (from family or friends), etc.)
  - a. What are some of the reasons why you chose these locations?
- 3) What factors do you consider when deciding which portable electric heater to purchase?
  - a. What kinds of past experiences with portable electric heaters do you think about?
    - i. POLL: When deciding to purchase a portable electric heater, is price...Response Options: The most important factor, the least important factor, just a factor to consider
  - b. If you pay more for a portable electric heater, do you expect the product is safer?
  - c. What written material do you reference when making this decision?
    - i. What information, in particular, influences your decision? (e.g., If needed, noise level, safety features, warranty, energy efficiency)
- 4) Did you check for recalls prior to purchasing your portable electric heater? If not, why not?

### **Topic 3: PEH Use and Behaviors [20-25 minutes]**

- 1) Do you take any measures or steps in regard to portable electric heaters when used around children? If you do, what are they and why do you them? If you don't take any measures, why?
- 2) What, if any, rules do you have for children around PEH's?
- 3) What do you do if your portable electric heater isn't working properly?
- 4) In what room or area of your home do you usually use the portable electric heater? And why?
- 5) What time of day do you use the portable electric heater the most?
- 6) What challenges do you face when operating a portable electric heater?
- 7) POLL: Do you use an extension cord for your portable electric heater?
  - a. Response Options: Always, often, sometimes, never
  - b. IF YES: For those of you who answered yes (always, often, or sometimes), please explain your reason(s) for using an extension cord.
- 8) POLL: How often, if ever, do you leave your heater on when you're not home?
  - c. Response Options: Always, often, sometimes, never

### **Topic 4: Safety and Warning Messages [15-17 minutes]**

- 1) Did you read any of the warning or caution messages when purchasing or setting up your portable electric heater for the first time? If not, why not?
  - 2) POLL: How important are the warning or caution messages provided for portable electric heaters, in general? Very important, somewhat important, somewhat unimportant, not important at all.
  - 3) Are there any specific warning messages you think portable electric heaters should have?
  - 4) POLL: How safe do you think portable electric heaters are, in general?
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a. Response options: *Very safe, somewhat safe, somewhat unsafe, very unsafe*

### **Topic 5: Closing [5 minutes]**

- 1) *What do you like most about portable electric heater?*
- 2) *What concerns you the most about using portable electric heater?*
- 3) *What suggestions do you have to make portable electric heaters safer?*

**[MODERATOR: Excuse yourself to check with the observers to determine if there are any additional questions.]**

**Ask any additional questions, or continue to close]**

- *Thank you for taking the time to join and providing your opinions.*
  - *Your comments have been very helpful and insightful.*
  - *Have a great day. Goodbye.*
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