



# United States Consumer Product Safety Commission

## Summary Findings and Recommendations of CPSC Focus Groups on Unsafe Products and Recall Communications

In accordance with the FY23 Operating Plan, *Milestone OCM-M05*, OCM conducted a series of focus groups to evaluate the effectiveness of CPSC's current approach to educating consumers about product recalls and driving reporting behavior. The focus groups were designed by FINN Partners and OCM, in consultation with the Division of Human Factors, which provided guidance on the discussion topics and questions; and observed several of the focus group sessions. The focus groups were conducted by FINN Partners.

There were nine, two-hour focus group discussions comprising 82 participants who were representative of the U.S. general population 18+ (mix of ages, ethnicities, races, regions, gender, education and income\*) with two groups dedicated to Spanish-speaking participants. The groups represented all income ranges (low, medium and high); regions including South, West, Midwest and Northeast; range of education including high-school and above; children / no children in the household. See report appendix for full group details.

The focus groups were tasked with evaluating the following:

- Consumers' recognition of CPSC's recall messaging, including their comprehension of hazards and remedies;
- Willingness to self-report injuries occurring in their homes; and
- Receptiveness to behavior change.

OCM sought to understand consumers' awareness, sentiments, and behavior when it comes to product recalls and reporting unsafe products, as well as how people respond to different styles of creative assets.

### **KEY FINDINGS**

Participant feedback related to recall awareness and action revealed the following:

- **There was a lack of awareness of CPSC and recalls generally**
  - Most participants were unaware of CPSC by its full name or acronym and were unfamiliar with how a recall works.
  - Participants typically learn about recalls from a retailer or manufacturer, or seeing it reported in the news. Most expect to learn about recalls from these sources.
- **Barriers to responding to recalls**
  - Potential for harm;
  - The price paid for the item;
  - Time required to act; and
  - How important is the product to their everyday life.
- **Communications about recalls and reporting product incidents**
  - Among those interested in receiving regular information, email is the best channel.



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- Participants were willing to report product incidents to SaferProducts.gov, especially when others could experience harm.
- Participants indicated a strong preference for the simplest path and easiest process for reporting unsafe products.
- **English and Spanish communications should be culturally relevant and appropriate. Imagery, in particular should be:**
  - “True-to-life” imagery versus cartoon or meme-like visuals;
  - Explicitly show or otherwise communicate the potential hazard or risk;
  - Create a degree of urgency, reinforcing a sense of seriousness and urgency to act;
  - Provide clear information on what to do and where to go to find more information.

## IMPLICATIONS AND RECOMMENDATIONS

### **General Awareness**

- A call-to-action awareness campaign for CPSC – similar to the Department of Homeland Security's "see something, say something" effort – would appeal to people's sense of responsibility. The DHS's effort relies on partnerships with—and involvement from – other government entities and CPSC's existing collaborations could be similar engaged.
  - *Executing on this recommendation would require additional resources.*

### **Product Recalls – Recall Information: (Emails + Database)**

- Improve online user experience by mapping user path and content needs, clarify and simplify instructions, make prompts and calls-to-action prominent, and optimize for all devices.
  - *OCM will incorporate this recommendation into the ongoing website improvements project.*
- Consider organizing recalls on CPSC.gov with category headers a la retail store aisle, as people are already familiar with those.
  - *OCM will incorporate this recommendation into the ongoing website improvements project.*
- Consider reformatting weekly emails to make them faster to scan, and easier to read on both computers' and mobile devices' screens.
  - *OCM can review and redesign, with an eye toward mobile optimization.*
- Create the option for people to select the product categories they'd like to be updated on. Ex: Products related to children under 5 years old (Pre-K); Tools; etc.
  - *\*CPSC offered this option in the past but found that consumers didn't really differentiate.*

### **Reporting Unsafe Products**

- Review the submission form on SaferProducts.gov to identify the **critical information** CPSC requires to move an investigation forward and ensure that this information is prioritized as a part of the application process.
- Minimize the number of required fields on saferproducts.gov to encourage reporting with priority on the critical information needed to move an investigation forward.
  - *OCM will consult with IT and OGC on the best way to execute this recommendation.*



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## **Communications: Visuals + Imagery**

### **Product recall communications** (social media platforms, CPSC.gov)

- Images of hazardous products were highly effective. Continue this work, keeping insights and preferences in mind – true-to-life, fewer “memes” on social media.
- Include more graphics showing the injury and death data.
- Design of communications should reinforce a call to action – sign up for recalls/report product hazards
  - *\*These recommendations will be executed moving forward.*

## **Content + Tone**

- To be effective, NSN posters should use as few words as possible.
- Write in headlines; less is more.
- Include a clear call to action and include data quantifying injuries + deaths, and # of items being recalled (pervasiveness of risk). #RECALL (in all caps) could help delineate between serious and more lighthearted social posts.
  - *\*These recommendations are already being executed.*

## **Language and Translations**

- All English-language content -- awareness and education campaign communications, as well as any forms or instructions for reporting defective products -- should be available in Spanish.
- The route to finding Spanish content should be clear and equally supported with any investment in search engine optimization.
  - *\*OCM is currently translating product recall notices/safety warnings, news releases, safety campaign messages and social media content into Spanish. OCM will work with EXIT to ensure that website navigation for Spanish and English language content is equally supported.*

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# **Unsafe Products & Recall Communications**

**Report on Findings and Recommendations**

*August 2023*

# Summary

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# **Background & Objectives**

# Background & Research Objectives

To evaluate the effectiveness of CPSC's current approach to educating consumers about product recalls, CPSC wanted to understand consumers' awareness, sentiment, and behavior when it comes to unsafe products and product recalls, as well as how people respond to different styles of creative assets.

To capture insights, FINN Partners designed and conducted a qualitative research study in order to gauge the following:

- The effectiveness of CPSC recall messages (e.g., getting consumers' attention and motivating them to respond)
- How CPSC's statements can be more effective and result in consumers taking action on recall information
- Barriers when responding to recalls
- Awareness of saferproducts.gov to report incidents
- Willingness to report incidents and barriers they encounter when reporting those incidents to CPSC

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# Methodology



# Methodology

FINN conducted nine, two-hour focus group discussions among 82 participants inclusive of the U.S. general population 18+ (mix of ages, ethnicities, races, regions, gender, education and income\*) with two groups dedicated to Spanish-speaking participants.

To better understand consumers' awareness, sentiment, and behavior when it comes to unsafe products and product recalls, FINN designed the group discussions to explore two main topic areas:

## **Reporting unsafe products:**

- Consumer sentiment, behavior and preferences surrounding reporting unsafe products including awareness of the SaferProducts.gov site
- Reactions to various forms of communication intended to encourage the reporting of unsafe products including their ability to get consumers' attention and their likelihood to compel consumers to take action

## **Product recalls:**

- Consumer awareness, sentiment, behavior and preferences surrounding product recalls including CSPC awareness
- Reactions to various forms of communication regarding product recalls including their power to get consumers' attention and their likelihood to drive consumers to take action

\* 18 years and older; all income ranges (low, medium and high); regions including South, West, Midwest and Northeast; range of education including high-school and above; children / no children in the household. See appendix for full group details

# Stimuli

## Communication type: Reporting Unsafe Products

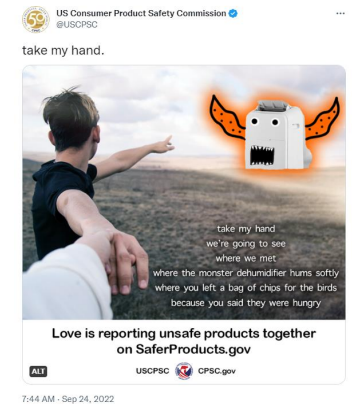
CPSC Poster



Toy Train Tweet



Dehumidifier Tweet

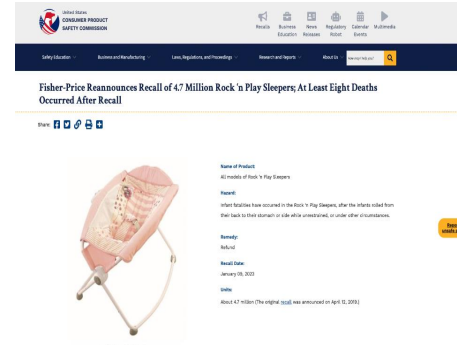


News Clip Video



## Communication type: Product Recalls

Website



Clothing Tweet






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# **Consolidated Product Recall Key Takeaways**

# Summary: Product Recall Findings & Implications

TOPIC AREA	CONTEXT	IMPLICATIONS
Recall Awareness	<p>Participants were largely unfamiliar with how a recall works, particularly with the up-front and different parties involved.</p> <p>They typically learn about household good recalls through <b>communication from the retailer</b> (either directly via email, in-store, or on the website), <b>communication from the manufacturer</b> (typically email), and/or <b>in the news</b>.</p>	<p>CPSC should invest in a multi-year integrated umbrella campaign laser focused on</p> <ul style="list-style-type: none"> <li>Awareness for the agency itself and its mission</li> <li>Educating people on its resources</li> </ul>
Barriers When Responding to Product Recalls	<p>The primary barrier to responding to recalls is knowing whether a product had been recalled. Once aware, they are typically willing to act.</p> <ul style="list-style-type: none"> <li>Likelihood to act was mainly dependent on the potential for harm, price paid, time required to take action and whether the product is part of their everyday life.</li> </ul>	<ul style="list-style-type: none"> <li>Consider reformatting weekly emails to make them faster to scan, and easier to read on both computers' and mobile devices' screens.</li> <li>Create the option for people to select the product categories they'd like to be updated on. Ex: Products related to children under 5 years old (Pre-K); Tools; etc.</li> </ul>
Recall Preferences	<p>While most would expect recall information to come from the manufacturer, <b>they were not opposed to learning about a recall from a government agency – the most important thing is that they receive the communication from somewhere.</b></p> <p>However, <b>most participants do not regularly receive or check recall information and were split in their desire to actively receive or seek out general product recall communications on a regular basis.</b> Among those interested, a weekly email is ideal. Those disinterested were hesitant due to time to read through many entries regarding products that may not be relevant to them.</p> <p>Communications <b>should be available in both English and Spanish.</b></p>	<ul style="list-style-type: none"> <li>Consider using retail aisle labels as category headers, as people are already familiar with those.</li> <li>All awareness and education campaign communications should be available in Spanish. The route to finding Spanish content should be clear and equally supported with any investment in search engine optimization.</li> </ul>

# Summary: Product Recall Communication Reactions

	<p><b>News Clip</b></p> 	<p><b>Website Recall Example</b></p> 	<p><b>Clothing Tweet</b></p> 
<p><b>Attention-getting Power</b></p>	<p>High</p> <ul style="list-style-type: none"> <li>Trusted, official source (live news segment)</li> <li>Depiction of the danger featuring small child</li> <li>Seriousness in tone</li> </ul>	<p>High</p> <ul style="list-style-type: none"> <li>Headline including the number of fatalities</li> <li>Product image included</li> </ul>	<p>High</p> <ul style="list-style-type: none"> <li>Product image included</li> <li>#Recall (although all CAPS may be more effective)</li> </ul>
<p><b>Motivation to take action</b></p>	<p>High</p> <ul style="list-style-type: none"> <li>Providing a clear indication of the potential harm</li> <li>Clarity in brand and product impacted</li> </ul>	<p>High</p> <ul style="list-style-type: none"> <li>Informative</li> <li>Clear next steps</li> </ul>	<p>Medium to high</p> <ul style="list-style-type: none"> <li>Motivating: right amount of information, providing direction on where to go for more information</li> <li>Not as motivating: Some were unclear as to whether this would be from a legitimate source and would be hesitant to click the link</li> </ul>
<p><b>Overall reactions</b></p>	<p>Highly effective in garnering attention and motivating action. The tone was considered appropriate, and most everyone felt the depiction of the child themselves underscored the urgency and the seriousness of what was being communicated.</p>	<p>Informative and thorough, providing all the information they would need or want. The number of fatalities in the headline was attention getting and made clear the urgency behind the particular recall. They also liked the clear image of the product.</p>	<p>Easy to understand, informative, and includes steps to take if impacted. However, some skepticism existed as to whether this was from a legitimate source.</p>
<p><b>Potential Optimizations</b></p>	<p>n/a</p>	<p>May consider red text (similar to the reporting unsafe products poster) and larger font for the headline</p>	<p>Use more professional images, clarify that the post is from a legitimate source (use standard agency brand vs. 50th anniversary), use a CPSC.gov link versus bit.ly, make the source larger, consider an all-caps hashtag</p>

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# Key Takeaways

# General Awareness

Effective product safety communications and recall efforts are significantly hindered by a general lack of awareness for CPSC and its authority.

OBSERVATIONS	CONTEXT	IMPLICATIONS
The primary barrier to reporting unsafe products (to an entity other than the retailer or manufacturer) is a lack of awareness or understanding on <i>how</i> and <i>where</i> it should be done.	<p>When asked how they have (or would) report unsafe products, most participants indicated they would return to the retailer from which they purchased the product or contact the manufacturer directly.</p> <p>A small proportion of participants also mentioned potentially reporting the product to the BBB or FDA.</p>	<p>Two-fold need for consumer education:</p> <ul style="list-style-type: none"><li>• CPSC as an independent federal authority focused on helping people stay safe in their homes</li><li>• SaferProducts.gov as a resource on that mission</li></ul>
While some were aware of an entity that serves to protect consumers, most participants were unaware of CPSC by its full name or acronym.	<p>For safety recalls specific to products they had purchased, participants would expect and prefer to be informed by the product manufacturer (sense of ownership) or the retailer from who they purchased.</p> <p>Once they understood that CPSC was the authority for recalls of household products, they became open to learning about recalls from the agency first. Participants' primary concern was making sure they actively heard about the recall from someone.</p>	<p>CPSC should invest in a multi-year integrated umbrella campaign laser focused on</p> <ul style="list-style-type: none"><li>• Awareness for the agency itself and its mission</li><li>• Educating people on its resources</li></ul>

# Reporting Unsafe Products

Once aware of how to report unsafe products, participants were willing to report, especially when others could experience harm.

OBSERVATIONS	CONTEXT	IMPLICATIONS
<p>Participants claimed to be very willing to report unsafe products, particularly when they fear others could experience bodily harm.</p>	<p>A majority of participants expressed feeling a sense of duty to report something that could be physically harmful to others.</p> <p>Some participants also reported a greater likelihood to report when it involved a "more expensive" product, ultimately hoping to receive a refund.</p>	<p>People's sense of duty indicates a call-to-action awareness campaign for CPSC – similar to the Dept. of Homeland Security's "<u>see something, say something</u>" – could be engaging.</p> <p>CPSC staff could jumpstart effort by learning from their counterparts at the DHS to understand the scope and scale of their work (from strategy to tactics), which could inform how CPSC designs its own efforts.</p> <p>The DHS's work relies on partnerships with – and involvement from – other government entities, agencies and consumer-facing organizations, which they point to as, "... critical to the success of the campaign."</p> <ul style="list-style-type: none"><li>• CPSC's existing collaborators could be similarly engaged and empowered to disseminate recall notices.</li></ul> <p>Showcasing injury and death data can bolster recall impact.</p>



# Reporting Unsafe Products

Participants indicated a strong preference for the simplest path and easiest process for reporting unsafe products.

OBSERVATIONS	CONTEXT	IMPLICATIONS
<p>If properly motivated to act, participants were willing to take the time to enter the required information on the unsafe products reporting form.</p>	<p>Once made aware of SaferProducts.gov, participants were willing/very willing to fill in the <u>required fields</u> in the form to report an incident to CPSC.</p> <p>Generally, participants wanted to be able to:</p> <ul style="list-style-type: none"><li>• Easily find the appropriate site for reporting products</li><li>• Easily find the form on the site</li><li>• Fill in a form that was as short as possible, using the simplest language</li></ul> <p>Many would prefer email be required over home mailing address as some considered this invasive.</p>	<p>Ensure consumers' online journey is as simple and direct as possible, by mapping paths, content and instructions, and identifying unnecessary complexity etc. related to:</p> <ul style="list-style-type: none"><li>• Connections and links between CPSC.gov and SaferProducts.gov</li><li>• Visibility and prompts to sign-up for recall emails</li><li>• How consumer-specific recall forms and submissions are presented</li><li>• Prominent and repetitive call to action on the CPSC.gov site</li><li>• ADA compliance of website pages</li><li>• Optimization and ease-of-use on mobile devices</li></ul> <p>Thoughtfully review submission form to determine exactly what information CPSC needs to move an investigation forward.</p> <ul style="list-style-type: none"><li>• Streamline/remove anything that's a "nice to have" vs. a "must have."</li></ul> <p>Access search engine optimization for maximum impact. For example, a cursory search points people first to a law firm, and second, defaults to what companies should do vs. what consumers should.</p>

# Receiving Product Recall Information

Participants felt reviewing broad/non-specific recall notices to be too time consuming; they prefer information only on products they have purchased.

OBSERVATIONS	CONTEXT	IMPLICATIONS
<p>The time required to review generalized notices about new product recalls was a barrier to participant interest in recall emails and/or website visits.</p>	<p>There was lukewarm interest in the two methods for learning about recalls discussed (email summaries or searching the recall database on the website), largely because participants only want recall notices on products they have purchased. Broad, blanket communications were seen as too time-intensive by most.</p> <p>Participants' interest in receiving recall notifications increased somewhat if given the ability to select specific product categories.</p>	<p>Consider reformatting weekly emails to make them faster to scan, and easier to read on both computers' and mobile devices' screens.</p> <p>Create the option for people to select the product categories they'd like to be updated on. Ex: Products related to children under 5 years old (Pre-K); Tools; etc.</p> <p>Consider using retail aisle labels as category headers, as people are already familiar with those.</p>

# Communications: Visuals + Imagery

Effective communications featured visual aspects that reinforced a serious topic and imparted a sense of urgency.

OBSERVATIONS	CONTEXT	IMPLICATIONS
<p>Effective communications share several visual / imagery qualities:</p> <ul style="list-style-type: none"><li>• “True-to-life” imagery versus cartoon or meme-like visuals</li><li>• Explicitly show (or otherwise communicate) the potential hazard or risk</li><li>• Create a degree of alarm, reinforcing a sense of seriousness and urgency to take action</li></ul>	<p>Successful visual elements across both the unsafe product and recall communications included:</p> <p>The use of realistic imagery:</p> <ul style="list-style-type: none"><li>• Effectively captures attention; a video depiction of the risk, hazard or injury was most impactful</li><li>• Aids in the recognition of the product (via image or video) to determine relevancy</li><li>• Is especially motivating in driving people to take action, such as sharing recall information with friends/family</li><li>• Imparts a sense of urgency (e.g. video, clothing recall tweet, specific product depiction on website and recall tweet)</li><li>• In some cases, drives credibility that the information can be trusted</li></ul> <p>To a certain extent, the poster sample included graphical elements that supported urgency (red text, varied font sizes, bulleted list)</p>	<p>Visuals in the sample product recall communications were highly effective. Continue this work, keeping insights and preferences in mind.</p> <p>Design should be sure to reinforce a call to action.</p> <p>To increase impact, consider the thoughtful use of graphics to show/quantify injury/death/number of products impacted data.</p>

# Communications: Content + Tone

Images "speak" louder than words, so keep recall-related content brief and straightforward.

OBSERVATIONS	CONTEXT	IMPLICATIONS
<p>In terms of content and tone, communications were most effective when they:</p> <ul style="list-style-type: none"><li>• Used a serious tone</li><li>• Drove a sense of urgency, such as containing data on how many people were injured or died because of the product's defect or misuse</li><li>• Were clear on where to go to find more information</li></ul>	<p>Content/tone elements should be interesting enough to 'cut through the noise' while also serious and informative.</p> <ul style="list-style-type: none"><li>• Most would stop scrolling to read the meme-like tweets but felt the humor and casual approach undermines a serious subject matter. They were also confused as to the message and what their takeaway or next steps should be.</li><li>• The poster was cited as carrying an appropriate tone and provided clear next steps but was not attention-catching. It also contained too much content (too little white space).</li><li>• The website and Peloton video were both perceived as a good mix of seriousness in tone and appropriate urgency (particularly through the inclusion of number of deaths).</li></ul>	<p>To be effective posters should use as few words as possible:</p> <ul style="list-style-type: none"><li>• Write in headlines; less is more</li><li>• Include a clear call to action</li></ul> <p>Clearly communicate data quantifying risk, hazard, injury and deaths.</p> <p>Use social media to:</p> <ul style="list-style-type: none"><li>• Raise general visibility for CPSC</li><li>• Solidify the agency's authority on consumer products' safety</li><li>• Remind people CPSC is a resource for learning about and reporting hazardous products</li><li>• #RECALL (in all caps) may help delineate between serious and playful posts</li></ul>

# Language + Translations

All communications should be available in both English and Spanish.

OBSERVATIONS	CONTEXT	IMPLICATIONS
<p>Communications (including the unsafe product reporting form) should be available in both English and Spanish.</p>	<p>Hispanic/Latino participants unanimously voiced the need for Spanish versions of all communications for those who are not bi-lingual or who are less proficient in English.</p>	<p>All awareness and education campaign communications, as well as any forms or instructions for reporting defective products should be available in Spanish.</p> <p>The route to finding Spanish content should be clear and equally supported with any investment in search engine optimization.</p>

# Stimuli Learnings

Communication objective:




	Reporting Unsafe Products			Product Recalls		
	<b>Toy train tweet</b> 	<b>Dehumidifier tweet</b> 	<b>Poster</b> 	<b>Website*</b> 	<b>News Clip</b> 	<b>Clothing Tweet</b> 
<b>Attention-getting power</b>	Medium/high		Low/medium	High (once on website)	High	High
<b>Motivation to take action</b>	Low		High	High	High	Medium/high

## Visual Element Learnings

<b>Worked</b>	<ul style="list-style-type: none"> <li>• Would cause most to 'stop scrolling'</li> </ul>	<ul style="list-style-type: none"> <li>• Red font</li> <li>• Bulleted list</li> <li>• QR code</li> </ul>	<ul style="list-style-type: none"> <li>• Crisp and clear image of the impacted product</li> </ul>	<ul style="list-style-type: none"> <li>• Depiction of the child injured underscored the seriousness</li> </ul>	<ul style="list-style-type: none"> <li>• Inclusion of the impacted product</li> </ul>
<b>Didn't work</b>	<ul style="list-style-type: none"> <li>• Cartoon-ish representations of 'unsafe' products were perceived as too light-hearted</li> </ul>	<ul style="list-style-type: none"> <li>• Graphic was not attention-grabbing</li> </ul>	<ul style="list-style-type: none"> <li>• n/a</li> </ul>	<ul style="list-style-type: none"> <li>• n/a</li> </ul>	<ul style="list-style-type: none"> <li>• 'Fuzzy' / unofficial product images</li> </ul>
<b>Potential optimizations to visual elements</b>	<ul style="list-style-type: none"> <li>• Use realistic imagery (e.g. a toddler playing with a real toy train) to help reduce ambiguity in what's being communicated</li> </ul>	<ul style="list-style-type: none"> <li>• Replace image to have more stopping-power, i.e. child with a toy with a circle and x through it</li> </ul>	<ul style="list-style-type: none"> <li>• n/a</li> </ul>	<ul style="list-style-type: none"> <li>• n/a</li> </ul>	<ul style="list-style-type: none"> <li>• Utilize more crisp / professional images</li> </ul>

\*The product recall notification on the website was attention getting, however, they would need greater awareness and direction on how to get to the website.

Communication objective:

Reporting Unsafe Products			Product Recalls		
Toy train tweet 	Dehumidifier tweet 	Poster 	Website 	News Clip 	Clothing Tweet 

### Content & Tone Learnings

<b>Worked</b>	<ul style="list-style-type: none"> <li>While the messages “Report unsafe products...” and “Love is reporting...” provided clarity, they were often overlooked</li> </ul>	<ul style="list-style-type: none"> <li>Serious tone</li> <li>Informative</li> <li>Straightforward</li> <li>Inclusion of the number of fatalities / injuries / # of products impacted</li> </ul>	—————→		
		<ul style="list-style-type: none"> <li>Information source was perceived as official / trusted</li> <li>Clear next steps provided —————→</li> </ul>			<ul style="list-style-type: none"> <li>Provided direction on where to go for further information</li> </ul>
<b>Didn't work</b>	<ul style="list-style-type: none"> <li>Meme-like content was felt to be inappropriate for the topic matter</li> </ul>	<ul style="list-style-type: none"> <li>Text-heavy / too much information</li> </ul>	<ul style="list-style-type: none"> <li>n/a</li> </ul>	<ul style="list-style-type: none"> <li>n/a</li> </ul>	<ul style="list-style-type: none"> <li>Some would not trust the source based on the bit.ly link (similar to the ‘fuzzy’ images, the bit.ly link was seen as unofficial)</li> </ul>
	<ul style="list-style-type: none"> <li>Confusing content - The combination of graphic content (train, mountain, wheelchair) was confusing as well as the poem + graphic content in the dehumidifier tweet</li> </ul>				
<b>Potential optimizations to content and tone</b>	<ul style="list-style-type: none"> <li>Use a more serious tone</li> <li>Ensure message is clear</li> <li>Enlarge and/or reposition the calls to action (“Report unsafe toys ...” / “Love is reporting...”)</li> </ul>	<ul style="list-style-type: none"> <li>Shorten and streamline text and increase the amount of whitespace</li> </ul>	<ul style="list-style-type: none"> <li>Consider red text and larger font for the headline</li> </ul>	<ul style="list-style-type: none"> <li>n/a</li> </ul>	<ul style="list-style-type: none"> <li>Clarify legitimacy of the source (e.g. make the source more prominent and use a CPSC.gov link)</li> </ul>

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# **Reporting Unsafe Products**

Awareness, Sentiment & Behaviors



# Consumer Behavior in Reporting Unsafe Products

Those who have reported unsafe products in the past have either **taken the item back to where they purchased it, contacted the manufacturer**, and in a few instances, reported their experience to the Better Business Bureau.

When others who'd not yet reported an unsafe product were asked how they would go about it, most would contact the manufacturer **if the item was either expensive (more than ~\$10-\$15) and/or if they felt others could be injured**.

There was a split preference on **how** they would contact the manufacturer, with mentions of contacting via a **website, phone call**, and (a few) mentions of reaching out to the manufacturer on social media.

Participants either have or **would alert friends and family** that may also be impacted by an unsafe product. Some would also share on social media.

*"I always just directly go to the manufacturer first. I'll go to their customer service page and contact them first... I expect them to either give me a complete refund or send me another product."*

*"I would definitely probably go back to the store with my product and my receipt and then go from there. Try to get a refund, but also report the issue ..."*

*"I guess it would depend on the value of the product. If I heard it was a safety complaint and it was like \$5, \$10, I might probably just get rid of it ... if it's something more valuable to me, then I'll try to get on the phone with the company or see what next steps would be to get it replaced or refunded."*

*"I told everybody I knew [including manufacturer & friends/family], but other than that, I didn't go any further as far as after I reported it to the manufacturer."*

# SaferProducts.gov: Awareness & Willingness to Report Incidents

## Participants were not aware of SaferProducts.gov.

Once they were made aware and were taken through the form submission process, they expressed **a high degree of willingness to report most of the required fields** within the online form.

**One exception was home address**, which some considered too invasive and **would prefer email** be the required field instead. This aligns to form bounce rates from 2021-2022 (see Appendix for more detail).

Hispanic/Latino participants all agreed that the form **should also be available in Spanish** for those who are not bi-lingual or are less proficient in English.

Reporting this information to an organization associated with the government was widely accepted among both Hispanic and non-Hispanic participants.

*"I assumed there was some sort of division out there, but no, I never heard of them directly."*

*"If it's an unsafe product that can harm somebody, then I'll be more inclined to go through all these steps. But if this is a defective product or something that's just not working right, I won't take as much effort to, you know, take all this extra steps."*

*"...there are a lot of immigrants...they don't have enough ability to understand and read stuff in English..."*

*"I would trust both ...the manufacturer is going to contact me directly to tell me that there is a recall ...but if I can receive the information from the CPSC that that product is bad for your health and that it's going to be a recall ... I would trust both of them."*

# Participant Ideas for Driving Reporting Awareness and Engagement

When asked what CPSC could do to drive awareness that consumers can report potentially unsafe products on CPSC / SaferProducts.gov, participant ideas included:

Most often mentioned:

- **TV/ streaming advertisements** (most often mentioned), including YouTube
- **Social media posts** (Instagram, Twitter and Facebook)
- **Posters within stores** such as when walking in and by other high-traffic areas such as bathrooms
- Key guidelines for advertisements: seriousness in tone, visually show the consequence

Other mentions:

- Billboards
- Through a scannable barcode / code on products
- Advertisements within transit centers, buses, post offices, and hospitals
- Radio advertisements

Additionally, **including a QR code on advertisements / posters** was seen as helpful for quicker reference to the information later, and in the event they didn't have time to review the information on the spot. The QR code could potentially link to an app for reporting unsafe products.

*"I would probably take note from...National Highway Safety something...They have pretty good ads about drunk driving ... (showing) how it can be dangerous ...showing it is a big deal."*

*"A cell phone app... scan a QR code and be able to install the app... shoot a picture or scan the UPC before buying the product and tell you if there is a recall ... it can also allow you to fill out the form and send an alert... I had one in Puerto Rico for earthquakes, when there was a tremor it sent me an alert about the magnitude of the tremor, etc..."*

# SaferProducts.gov Online Reporting Form Feedback

While there was a willingness to fill out the *required fields*, **many expressed the product-specific information would be challenging to find** and **time-consuming** to provide.

**They would be more likely to fill out the non-required fields if they felt the product posed legitimate danger**, and gave the following **ideas on how to optimize the form** and make it more likely for them to provide the information:

- Have required fields grouped together at the top of the form, followed by optional fields; this would lessen the intimidation of a 4-step process and make them more likely to complete the form
- Guidance on where to find the various pieces of product-specific information being requested
- Auto-population of remaining fields based on information that would be on the product / or from a photo upload of the product
- Ability to upload a video to describe the product and issue
- Clear indication that someone from CPSC would be in contact following the submission (that action would be taken from/by CPSC if consumers take the time to fill out the form)
- An app-version of the form

1/4 Steps Complete

Step 1

Step 2

Step 3

Step 4

Review, Consent and Submit

Describe the product

Brand name

Manufacturer/Importer/Private Labeler Name

Please provide Model Name or Number

Serial number

UPC code

Date Manufactured

Manufacturer Date Code

Upload photos or documents related to the product, damage, or injuries.

Is there contact information and/or a website on the product or its packaging?

Do you know where the product was purchased?

Are you able to provide additional information about the product?

# Stimuli Reactions

## Reporting Unsafe Products

## Communication: Reporting Unsafe Products

# CPSC Poster



**Log on for the Power to Get Unsafe Products Out of Your Home**  
**SaferProducts.gov**

- 📢 **Report** an unsafe product
- 🔍 **Search** for recalls and reports
- 🏠 **Protect** your family and home

The information you report or share about an incident with a product will help identify unsafe products and help the U.S. Consumer Product Safety Commission act faster to keep your family and friends safe from unreasonable risks of injuries or death associated with consumer products.

Report unsafe products  
**SaferProducts.gov**  
(800) 633-2772  
or (303) 595-7054  
(for deaf or hard of hearing individuals and/or individuals with speech and language disorders)

United States Consumer Product Safety Commission

CPSC.gov  
U.S. CPSC  
NSN

Overall reactions: Informative, utilizes an appropriate (serious) tone, comprehensive, with a clear call to action including options they have to report. Many mentioned the image was more aligned to an educational-institution poster and said a different image would be more impactful in getting their attention.

*"Everything you need is there. It's not trying to be anything else. It probably has more information than you want, but it tells you what it is, it tells you where to go. It tells you why it exists."*

Attention-getting power: **Varied (low-medium)** with many saying that while the information was clear and comprehensive, they would be unlikely to stop to read a poster

- Attention-getting: Red, bolded text and bulleted list
- Not attention-getting: Product image, amount of information included

*"I like the message, and everything written. I just don't like the picture...I just wish they would put maybe a couple references to some unsafe products or something to catch our eye more than just that stock photo of something."*

Motivation to take action: **High**

- Informative
- Clear
- Provided multiple ways to report including a QR code for later reference

Potential optimizations:

- Replace the image with something more attention-getting, like a child with a toy with a circle and x through it
- Shorten and streamline text

## Communication: Reporting Unsafe Products

# Toy Train Tweet

Overall reactions: This communication was largely confusing, the humorous and casual nature was felt to be inappropriate for the topic, and the meme format yielded some skepticism that this would be from a legitimate source.

*"Like, it just doesn't make any sense and they're still trying to make light of something... if you're saying stuff is dangerous, then make it look dangerous."*

*"I think it hurts the whole public safety commission. If they can't even like, take something seriously like this, then how are they going to take our complaints seriously as well? It's just too weird and it just doesn't seem like they've got everything squared away on their end making something like this up."*

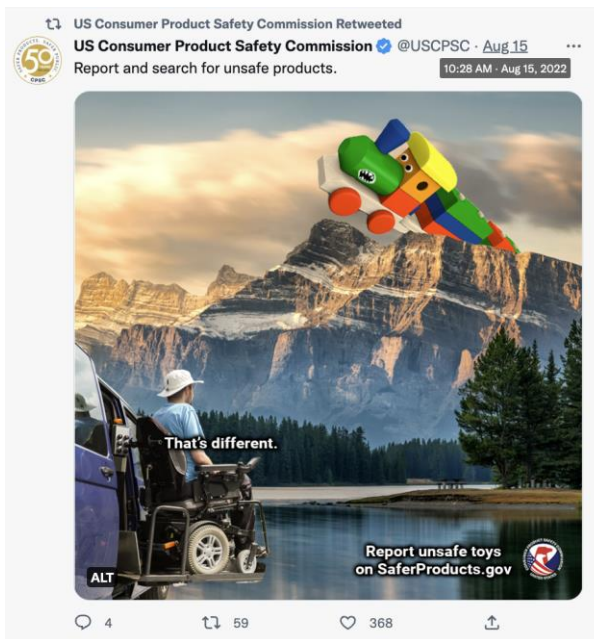
Attention-getting power: **Medium/high**

- "Meme" like nature would garner the attention of many, but then they were very disappointed in the content (confused, felt the tone and meme-nature were not appropriate for the seriousness of the matter)

Motivation to take action: **Low**

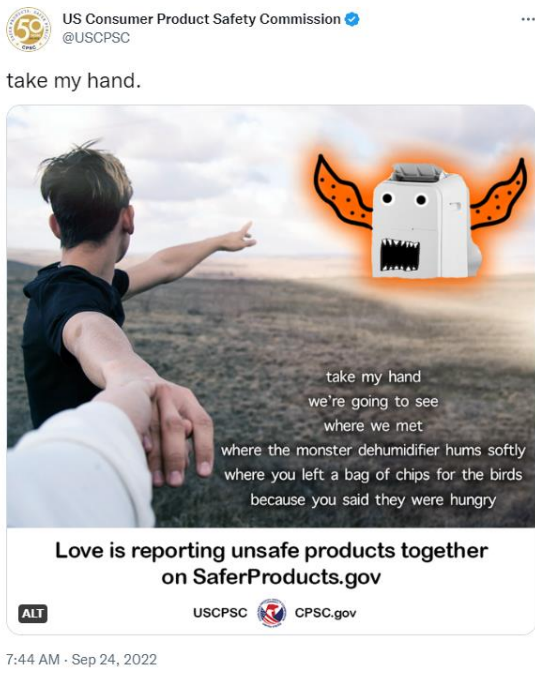
Potential optimizations:

- Use a serious tone
- Make the information and call to action clear, use a realistic image (such as a toddler playing with a toy train)
- Enlarge the "Report unsafe toys on SaferProducts.gov"



# Communication: Reporting Unsafe Products

## Dehumidifier Tweet



Overall reactions: Similar to the toy train tweet, this communication was confusing overall, and the humorous / playful tone was felt to be inappropriate for the topic. Most participants did like the bottom portion (“Love is reporting unsafe products together on SaferProducts.gov”) due to the clarity in message and a clear call to action.

*"When I'm reading this, I don't even understand what it was. I know there's something about a dehumidifier, but like a bag of chips and what are you trying to say? "*

*"I feel like they're not taking it seriously... Yeah, I mean, you got the little cartoon of I'm reading is a dehumidifier, but then the bottom part's unsafe products. Like, are you trying to make a joke out of it?"*

Attention-getting power: **Medium/high**

- Similar to the toy train tweet, the “meme” like nature would get the attention of many, but the content left them largely confused (including both the image and the message)

Motivation to take action: **Low**

Potential optimizations:

- Move “Love is reporting unsafe products together on SaferProducts.gov” to the top
- Use a serious tone
- Ensure the overall message is clear / straightforward
- Using more realistic imagery may help remove some ambiguity in what is being communicated



**Consumer Product Safety Commission**

# **Product Recalls**

Awareness, Sentiment & Behaviors

## CPSC & Recall Awareness

**Participants were largely unfamiliar with how a recall works**, and particularly unsure of the up-front / first steps and how different parties are involved at the stage (manufacturer, CPSC, etc.).

Those who remembered hearing about a household good recall primarily **learned of the recall through direct contact from the retailer or manufacturer, seeing signage in-store, on the news**, and to a lesser degree through a friend or family member.

While a few of the (82 total) participants were aware of CPSC and some knew a consumer protection agency existed, **the majority were not aware of CPSC** including after hearing the full name, and after hearing more about the organization.

*"I know sometimes they offer to repair the product or send you parts and you have to kind of repair it yourself. Or sometimes they will give you a refund."*

*"I have never heard about CPSC, but I knew there was some federal agency, some government agency that looks into the interests of the consumer. But not CPSC in particular."*

*"I think they collect data on complaints and when they receive so many or a certain severity level of a complaint, then the company or the government, if it was reported that way maybe through Consumer Product Safety, they recall it."*

# Recall Behavior

*How they heard about it:* Those who could remember hearing of a household product recall primarily learned of the recall through:

- Communication **from the retailer** (either directly via email, in-store, or on the website)
- Communication **from the manufacturer** (typically email)
- **In the news** (mix of broadcast and online news sites / publications)

*How they felt about it:* When lives were endangered, the sentiment was largely fear and concern with an underlying theme of being relieved to have learned of the recall. In cases where they felt there was no imminent danger of bodily harm, feelings ranged from dismissiveness (if they were not directly impacted or if the product was inexpensive), or concern if they did own the product and/or the product was expensive.

*Actions they took, or would take:*

If the product had the potential to harm themselves or others they knew, such as friends, family or those within their social circle:

- They share the news through a phone call, text, or sometimes social media
- They throw the item away, or if it was expensive\*, they typically seek a refund (\*definition of what's considered expensive varied greatly, starting at \$10)
- Most would avoid the brand in the future

If the product did not appear to have the potential to harm themselves or others they knew:

- They may throw the item away, or seek to be reimbursed if the item was costly
- They were split on whether they would then replace with the same item, or purchase again from the brand in the future

# Barriers When Responding to Product Recalls

The only real barrier to responding to recalls seemed to be knowing whether or not a product had been recalled. Once aware, they are typically willing to act. Their likelihood to act is primarily dependent on:

- **Whether the recalled product could do harm to them, their family, or someone they know.** If it could cause harm, they share the news with others in addition to discarding or returning the item for a refund.
- **The price paid for the item;** the more expensive, the more likely they are to take the time to respond for a refund.
- **Their time required to take action on a recall;** the more time it takes, the less likely they are to act.
- **Whether or not the product is part of their everyday life;** if they use the product frequently and there are no viable alternatives, they are more likely to take action in a recall situation.

*"Cost and safety....If it's a pair of sunglasses, I'm going to say I'm not going to do this. I'm going to throw it in the garbage. But if it's a \$400 or \$1000 product or something that's going to be able to damage someone, then I'm going to take the time to do it."*

*"It is contextual. So if this is a valuable product or something that you need, there's a necessity for it, then I think I would invest the time into it and take it for a repair or see it through to actually complete in the recall. If it's something that's disposable and very optional and not significant in my life, I'm probably just going to get rid of it and use something that's safer or better."*

# Recall Communication Preferences

**A large majority would expect recall information to come from the manufacturer**, primarily for accountability reasons but also to make the process of a refund or replacement easier, with fewer steps. However, they would not be opposed to learning about a recall from a government agency – the most important thing is that they receive the communication from somewhere.

Most participants do not regularly receive or check recall information and were split in their desire to actively receive or seek out general product recall communications on a regular basis.

- Among those interested, a weekly email would be ideal.
- Among those disinterested (the majority), the main barrier was **not having time to read through all of the recall information to find products that might apply to them**. They would be more interested, however, if they could select specific product categories or better yet, only receive information on products they have purchased.

*"I think if the manufacturer contacts you, you have a better chance of returning it easily rather than being contacted by the government. Because that saves you a step..."*

*"The manufacturer has the most to lose because they lose reputation and future sales if they don't fix any problems that they are aware of."*

*"What I envisioned it would be coming as an email, let's say weekly, very similar to what the grocery store does every week when it publishes what's on sale... it would be very brief... if you had that item, you would then click or somehow respond and get all the details so it would take 10 minutes to look ...I would look at it weekly."*

*"I don't want to have to go through a bunch of emails in my personal inbox about recalls for things that I don't have."*

# Stimuli Reactions

## Product Recalls

# Communication: Product Recalls

## News Clip Video



Note: The video stimuli can be referenced in the Appendix.

Overall reactions: Highly effective in garnering attention and motivating action. The tone was considered appropriate, and most everyone felt the depiction of the child themselves underscored the urgency and the seriousness of what was being communicated.

Some noted there was not a specific call to action on what to do next, however, only a portion of the video clip was shown.

*"I think it was effective because of the scary, tragic, imagery that they showed, and just showed the consequences."*

Attention-getting power: **High**

- Trusted, official source (live news segment)
- Depiction of the danger featuring small child
- Seriousness in tone

Motivation to take action: **High**

- Providing a clear indication of the potential harm
- Clarity in brand and product impacted

*"I think it's a serious matter. This is one that I would definitely share information with, with everybody that I know that has one of these. I definitely think it's worth sharing and spreading the information."*

# Communication: Product Recalls

## Website Recall Example

The screenshot shows the top navigation bar of the US Consumer Product Safety Commission website. The main heading reads "Fisher-Price Reannounces Recall of 4.7 Million Rock 'n Play Sleepers; At Least Eight Deaths Occurred After Recall". Below the heading are social media sharing icons and a product image of a Rock 'n Play Sleeper. To the right of the image is a table with the following details:

<b>Name of Product:</b>	All models of Rock 'n Play Sleepers
<b>Hazard:</b>	Infant fatalities have occurred in the Rock 'n Play Sleepers, after the infants rolled from their back to their stomach or side while unrestrained, or under other circumstances.
<b>Remedy:</b>	Refund
<b>Recall Date:</b>	January 09, 2023
<b>Units:</b>	About 4.7 million (The original recall was announced on April 12, 2019.)

A yellow button labeled "Report an unsafe product" is visible to the right of the table.

Note: Website stimuli including full webpage view and can be referenced in the Appendix.

Overall reactions: Informative and thorough, providing all the information they would need or want. The number of fatalities in the headline was attention getting and made clear the urgency behind the particular recall. They also liked the clear image of the product.

*"It's very clean and easy to follow... all the information's right there."*

Attention-getting power: **High**

- Headline including the number of fatalities
- Product image

Motivation to take action: **High**

- Informative
- Clear next steps

Potential optimizations:

- Participants felt there was little room to optimize
- May consider red text (similar to the reporting unsafe products poster) and larger font for the headline

*"I feel like for how serious of a recall it is, it's not like super highlighted, the fact that there were infant fatalities as it says there, it's like all kinds of small text even in full screen"*



# Communication: Product Recalls

## Clothing Tweet



Overall reactions: Easy to understand, informative, and includes steps to take if impacted. However, some skepticism existed as to whether this was from a legitimate source.

*"I like this. I think it's a little more professional from the tweets... It shows the specific product and it has like a link you could click. It has a number you could call, but at the same time ... you wonder if it's a trusted source..."*

*"That link... most people use that as clickbait... That's not a regular safety commission link."*

Attention-getting power: **High**

- Product image included
- "#Recall"

Motivation to take action: **Medium to High**

- Motivating: Product images, having the right amount of information, providing direction on where to go for more information
- Not as motivating: Some were unclear as to whether this would be from a legitimate source and would be hesitant to click the link

Potential optimizations:

- Use more professional images, like those from a retailer's website vs. these, which delegitimize the post (inc. The "ALT" black box)
- Clarify that the post is from a legitimate source (use standard agency brand vs. 50th anniversary)
- Use a CPSC.gov link versus bit.ly, make the source larger, consider an alternate hashtag

**Consumer Product Safety Commission**

# Recommendations

# Summary

Using nine focus groups, this report evaluates consumers' recognition of CPSC's recall messaging, including their:

- Comprehension of hazards and remedies
- Willingness to self-report injuries occurring in their homes
- Receptiveness to behavior change

FINN's recommendations for how CPSC can improve messaging, consumer response rates to recalls, and to improve consumers' reporting of incidents to CPSC are summarized on the following pages. These recommendations provide ways CPSC could act on the insight and understanding gathered from the research. Specifically, how CPSC could:

- Improve the effectiveness of its recall messages (e.g., getting consumers' attention and motivating them to respond)
- Improving its recall statements to encourage people to act on the recall information
- Reducing barriers people face when learning about, or responding to, recalls
- Building awareness of saferproducts.gov to report incidents
- Foster people's willingness to report incidents
- Resolve the barriers people encounter when reporting those incidents to CPSC

# Recommendations: General Awareness

- To **increase awareness** for the agency, and its **role as the authority on the safety of consumer products**, CPSC should invest in a multi-year integrated marketing campaign laser focused on those objectives. This would fall within the remit of a CPSC branding campaign.
- In addition to investing funds, CPSC needs to understand that this would be a multi-year investment of time from the agency.
- Consistency and repetition are critical to build the general population's awareness that CPSC exists, and to reinforce the public's understanding of its authority.

# Recommendations: Reporting Unsafe Products

- A call-to-action awareness campaign for CPSC – similar to the Dept. of Homeland Security's "see something, say something" effort – would appeal to people's sense of responsibility.
- CPSC staff could engage with their counterparts at the DHS or other agencies, to better understand their funding, strategy and tactics of similar campaigns.
- The DHS's effort relies on partnerships with – and involvement from – other government entities, agencies and consumer-facing organizations, which they point to as, "... critical to the success of the campaign."
- CPSC's existing collaborations could be similar engaged and empowered to disseminate recall notices.
- Map consumers' online journey -- to the recall site, email sign-up and forms or submissions -- to ensure it's as simple and direct as possible.
- Thoughtfully review submission form to determine exactly what information CPSC needs to move an investigation forward. Streamline/remove anything that's a "nice to have" vs. a "must have."
- Assess search engine optimization for maximum impact. For example, a cursory search points people first to a law firm, and second, defaults to what companies should do vs. what consumers should.

# Recommendations: Product Recalls

## Recall Information: (Emails + Database)

- Consider reformatting weekly emails to make them faster to scan, and easier to read on both computers' and mobile devices' screens.
- Create the option for people to select the product categories they'd like to be updated on. Ex: Products related to children under 5 years old (Pre-K); Tools; etc.
- Consider using retail aisle labels as category headers, as people are already familiar with those.

# Recommendations: Communications

## Visuals + Imagery:

- **Product recall communications** (tweets, website) featuring images of the hazardous products were highly effective. Continue this work, keeping insights and preferences in mind.
  - Comms design should reinforce a call to action
  - To increase impact, consider thoughtful use of graphics to show/quantify the injury and death data.
- While the meme-themed graphic in the **tweets raising visibility for SaferProducts.gov** caught the attention of many, it was ineffective in motivating or prompting action (neither to sign-up for emails or search the database).
  - People reported feeling confused as well as disappointed that the content did not reflect the seriousness of those hazards nor the responsibility to take action.

## Content + Tone:

- To be effective **posters** should use as few words as possible. Write in headlines; less is more.
  - Include a clear call to action
- Include data quantifying injuries + deaths, and # of items being recalled (pervasiveness of risk)
- #RECALL (in all caps) could help delineate between serious and playful social posts.

# Recommendations: Language and Translations

- All English-language content -- awareness and education campaign communications, as well as any forms or instructions for reporting defective products -- should be available in Spanish.
- The route to finding Spanish content should be clear and equally supported with any investment in search engine optimization.



## Consumer Product Safety Commission

# Appendix

# Focus Group 1: Household with children under 18

Name	Gender	Race	Region	Age	Household Income
Paulette B	Female	Black/AA	South	35-44	Between \$50K-\$100K
David P	Male	White	West	45-54	Between \$50K-\$100K
Ryan K	Male	White	Northeast	35-44	\$100K+
Cecelia S	Female	White	West	45-54	Between \$50K-\$100K
Kelly R	Female	Asian	West	45-54	Between \$50K-\$100K
Elena C	Female	White	Midwest	55-65	\$100K+
Sara S	Female	White	South	35-44	Under \$50K
Fazal A	Male	Asian	Midwest	55-65	Under \$50K
Chris C	Male	Other	South	35-44	Under \$50K
Robert K	Male	White	Midwest	55-65	\$100K+

# Focus Group 2: Household without children under 18

Name	Gender	Race	Region	Age	Household Income
Jessica N	Female	Black/AA	West	55-65	Between \$50K-\$100K
Nina V	Female	White	Northeast	55-65	Between \$50K-\$100K
Jessica G	Female	White	South	25-34	\$100K+
Lavon S	Female	Black/AA	South	66+	Under \$50K
Darian F	Male	White	South	35-44	Between \$50K-\$100K
Elizabeth O	Female	White	West	35-44	Under \$50K
Hilary H	Female	White	West	45-54	\$100K+
Lucky L	Male	Asian	Midwest	25-34	Under \$50K
Dyshant P	Male	Asian	Midwest	18-24	Between \$50K-\$100K

# Focus Group 3: Mixed household

Name	Gender	Race	Region	Age	Household Income
Rochelle O	Female	White	Midwest	66+	\$100K+
Vera W	Female	White	Midwest	66+	Between \$50K-\$100K
Bill H	Male	White	Midwest	66+	Between \$50K-\$100K
Mary P	Female	Black/AA	South	35-44	Under \$50K
Joshua S	Male	Asian	West	18-24	\$100K+
Cassandra B	Female	Black/AA	Northeast	35-44	Between \$50K-\$100K
Lacey G	Female	American Indian	Midwest	25-34	Between \$50K-\$100K
Michael S	Male	White	Northeast	45-54	Between \$50K-\$100K
Luis F	Male	Asian	Midwest	45-54	\$100K+
Jeanette S	Female	Native Hawaiin	West	45-54	\$100K+

# Focus Group 4: Household with children under 18

Name	Gender	Race	Region	Age	Household Income
Nayeli L	Female	Other	West	25-34	Between \$50K-\$100K
Dorian D	Male	Black/AA	Midwest	35-44	Between \$50K-\$100K
Joanne C	Female	Asian	South	35-44	Between \$50K-\$100K
Nina J	Female	Black/AA	South	45-54	\$100K+
Jamie P	Female	White	Midwest	25-34	Between \$50K-\$100K
James F	Male	White	Northeast	55-64	Under \$50K
Jennifer L	Female	White	West	45-54	Under \$50K
Raymond W	Male	Asian	South	45-54	Between \$50K-\$100K
Zenon H	Male	Other	Midwest	18-24	Under \$50K

# Focus Group 5: Household with children under 18

Name	Gender	Race	Region	Age	Household Income
Luc N	Male	Asian	West	45-54	\$100K+
Thomas F	Male	American Indian	West	45-54	Between \$50K-\$100K
Patrick R	Male	White	West	35-44	Between \$50K-\$100K
Felicia J	Female	Black/AA	Northeast	35-44	Under \$50K
Jennifer B	Female	White	Northeast	45-54	Between \$50K-\$100K
Pamela H	Female	White/Black	West	35-44	Under \$50K
Larry G	Male	Asian	Northeast	45-54	Between \$50K-\$100K
Matthew N	Male	Asian	West	25-34	Between \$50K-\$100K

# Focus Group 6: Household without children under 18

Name	Gender	Race	Region	Age	Household Income
Octavia S	Female	Black/AA	South	25-34	Between \$50K-\$100K
Sandra P	Female	Black/AA	Midwest	55-65	Under \$50K
Helen T	Female	White	Midwest	55-65	Between \$50K-\$100K
Amir O	Male	White	South	25-34	Under \$50K
Kylie B	Female	White	Midwest	25-34	Between \$50K-\$100K
Jason C	Male	Native Hawaiian	Northeast	35-44	Under \$50K
George H	Male	Asian	South	35-44	Between \$50K-\$100K
Jeffrey S	Male	Asian	West	45-54	Between \$50K-\$100K
Justin N	Male	Asian	West	18-24	\$100K+

# Focus Group 7: Household without children under 18

Name	Gender	Race	Region	Age	Household Income
Misha L	Female	Black/AA	South	25-34	Under \$50K
Barbara S	Female	White	Northeast	66+	Between \$50k-\$100K
Oran P	Male	Black/AA	West	35-44	\$100K+
Kathleen M	Female	White	Midwest	66+	Under \$50K
Lisa C	Female	White	South	45-54	Between \$50k-\$100K
Alexis P	Male	Other	West	25-34	Between \$50k-\$100K
Joseph B	Male	Asian	Northeast	25-34	Under \$50K
Jimmy H	Male	Asian	West	35-44	Under \$50K
Alexis F	Female	White/Asian	South	18-24	\$100K+



# Focus Group 8: Household with children under 18

Name	Gender	Race	Region	Age	Household Income
Claudia S	Female	White	West	35-44	Between \$50K-\$100K
Edwin G	Male	White	West	35-44	Under \$50K
Vanessa M	Female	White	West	25-34	Between \$50K-\$100K
Valeria M	Female	Other	South	18-24	Under \$50K
Juan G	Male	White	Midwest	18-24	Under \$50K
Alex D	Male	Other	South	25-34	\$100K+
Honorio M	Male	Other	Midwest	45-54	\$100K+
Francisco Javier D	Male	White	South	45-54	Under \$50K
Christian M	Male	Other	Northeast	45-54	Between \$50K-\$100K

# Focus Group 9: Household without children under 18

Name	Gender	Race	Region	Age	Household Income
Alicia V	Female	White	Midwest	45-54	Between \$50K-\$100K
Nicandro C	Male	Other	West	55-65	Between \$50K-\$100K
Kassandra B	Female	White	West	18-24	Under \$50K
Jhovani R	Male	White	Midwest	25-34	Between \$50K-\$100K
Alberto E	Male	White	South	66+	\$100K+
Luis M	Male	Other	South	45-54	\$100K+
Joel T	Male	White	Midwest	35-44	Between \$50K-\$100K
Emile Y	Female	White	South	18-24	Under \$50K
Tania R	Female	Other	Northeast	35-44	\$100K+

# News Clip Stimuli

 Peloton Recalls More Than 100,000 Treadmills After Child's Death | TODAY

Watch later  Share

PELOTON

ALL 14,678

- 1,221  Bunni...
- 1,222  David...
- 1,223  Spindy...
- 1,224  Rock...

**PELOTON RECALLS TREADMILLS AFTER CHILD'S DEATH** 

0:01 / 3:08

CC HD YouTube

# Website Stimuli

Continued on next page



- Recalls
- Business Education
- News Releases
- Regulatory Robot
- Calendar Events
- Multimedia

Safety Education

Business and Manufacturing

Laws, Regulations, and Proceedings

Research and Reports

About Us

How may I help you?



## Fisher-Price Reannounces Recall of 4.7 Million Rock 'n Play Sleepers; At Least Eight Deaths Occurred After Recall

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Recalled Rock 'n Play Sleeper

### Name of Product:

All models of Rock 'n Play Sleepers

### Hazard:

Infant fatalities have occurred in the Rock 'n Play Sleepers, after the infants rolled from their back to their stomach or side while unrestrained, or under other circumstances.

### Remedy:

Refund

### Recall Date:

January 09, 2023

### Units:

About 4.7 million (The original [recall](#) was announced on April 12, 2019.)

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Recalled Rock 'n Play Sleeper



## Consumer Contact

Fisher-Price online at [Rock 'n Play recall](#) or [www.mattel.com](http://www.mattel.com) and click on "Recall & Safety" or toll-free at 866-812-6518 from 9 a.m. to 6 p.m. ET Monday through Friday for more information.

## Recall Details

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### Description:

All Rock 'n Play Sleepers

### Remedy:

Consumers should stop using the Rock 'n Play immediately and contact Fisher-Price for a refund or voucher. It is illegal to sell or distribute the recalled sleepers.

### Incidents/Injuries:

On April 12, 2019, at the time the original recall was announced, over 30 fatalities were reported to have occurred in the Rock 'n Play Sleepers after the infants rolled from their back to their stomach or side while unrestrained, or under other circumstances. Since the recall, approximately 70 additional fatalities have been reported, which includes at least 8 fatalities that were reported to have occurred after the initial recall announcement. Approximately 100 deaths have reportedly occurred while infants were in the products. Fisher-Price notes that in some of the reports, it has been unable to confirm the circumstances of the incidents or that the product was a Rock 'n Play Sleeper.

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**Sold At:**

Major stores nationwide including Walmart, Target, and online at Amazon from September 2009 through April 2019 for between \$40 and \$149.

**Importer(s):**

Fisher-Price, of East Aurora, New York

**Note:**

Individual Commissioners may have statements related to this topic. Please visit [www.cpsc.gov/commissioners](http://www.cpsc.gov/commissioners) to search for statements related to this or other topics.

**Manufactured In:**

China

**Recall number:**

23-088

Choose Your Recall Emails

Get Notified About Each Recall via Email.

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## About the U.S. CPSC

The U.S. Consumer Product Safety Commission (CPSC) is charged with protecting the public from unreasonable risk of injury or death associated with the use of thousands of types of consumer products. Deaths, injuries, and property damage from consumer product-related incidents cost the nation more than \$1 trillion annually. CPSC's work to ensure the safety of consumer products has contributed to a decline in the rate of injuries associated with consumer products over the past 50 years.

Federal law prohibits any person from selling products subject to a Commission ordered recall or a voluntary recall undertaken in consultation with the CPSC.

## For lifesaving information:

Visit [CPSC.gov](http://CPSC.gov).

Sign up to receive our [e-mail alerts](#).

Follow us on [Facebook](#), Instagram [@USCPSC](#) and Twitter [@USCPSC](#).

Report a dangerous product or a product-related injury on [www.SaferProducts.gov](http://www.SaferProducts.gov)

Call CPSC's Hotline at 800-638-2772 (TTY 301-595-7054).

Contact a [media specialist](#).

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U.S. Consumer Product Safety Commission  
4330 East-West Highway Bethesda, MD 20814  
Contact Us: 800-638-2772 (TTY 800-638-8270)  
Toll-Free Consumer Hotline | Time: 8 a.m. - 5:30 p.m. ET

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# SaferProducts.gov Site Analytics

		What Happened	People & Injuries	Product	Case details	Contact	Total number (base size)	
2020	January	7%	53%	22%	0%	18%	156	
	February	7%	61%	15%	0%	17%	155	
	March	6%	65%	14%	1%	15%	132	
	April	11%	59%	14%	0%	16%	134	
	May	5%	68%	15%	0%	12%	171	
	June	10%	59%	15%	0%	17%	181	
	July	7%	63%	16%	0%	14%	173	
	August	9%	64%	12%	0%	15%	164	
	September	7%	45%	15%	1%	34%	179	
2021	October	0%	0%	0%	<i>Note: No data appeared in the excel file for these fields in this time period; figures assume no abandonment occurred at these stages in this time period</i>	100%	46	
	November	3%	32%	0%		64%	152	
	December	15%	33%	0%		53%	310	
2022	January	8%	40%	1%		<i>Note: No data appeared in the excel file for these fields in this time period; figures assume no abandonment occurred at these stages in this time period</i>	50%	252
	February	0%	0%	0%			100%	62
	March	2%	0%	0%			98%	57
	April	0%	0%	0%			100%	86
	May	1%	0%	0%			99%	91
	June	1%	0%	0%			99%	67
	July	1%	0%	0%			99%	97
	August	2%	0%	0%			98%	122
	September	0%	0%	0%			100%	62
	October	0%	<i>Note: No data appeared in the excel file for these fields in this time period; figures assume no abandonment occurred at these stages in this time period</i>		100%		39	
	November	2%			98%		44	
	December	0%			100%		38	
January	2%	98%			56			
February	3%	97%			36			
March	0%	100%			32			
April	3%	97%			61			
May	4%	96%			53			
June	0%	100%			63			
July	0%	100%			85			
August	1%	99%			91			
September	0%	100%			79			

Potential site change / change in required fields

**Thank you**

**F I N N**

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