



July 2022

CPSC Staff Statement¹ on Qualtrics, “Consumer Attitudes and Behaviors Regarding Product Safety”

The report titled, “Consumer Attitudes and Behaviors Regarding Product Safety,” presents the findings of research conducted by Qualtrics International Inc. (“the contractor”), under Contract No. 61320620F0086, *Information Collection for Online Survey on Hazard Communication to Consumers*.

This research included a survey that collected nationwide feedback from a census-matched sample of adults in the United States.² The purpose of the survey was to assist CPSC staff in understanding consumer attitudes and behaviors regarding consumer product safety, and ultimately, to improve the communication of hazards associated with consumer products. The survey requested input from participants, including, but not limited to, their general thoughts and behaviors pertaining to consumer product safety, their purchasing behaviors and decisions, whether they read and follow safety messaging for various product types, their experiences with product recalls, and their tool ownership. The report identified the following results, among others:

- Attitudes towards product safety and likelihood of reading and sharing safety information about products varied between, and especially within, age groups. In various scenarios, fewer than half of the participants reported reading safety information for products and sharing or receiving safety information for shared products in their households.
- The top three sources to determine a product’s safety were reportedly safety information included with the product (72%), Consumer Reports or similar publications (59%), and U.S. government safety notices (53%).
- Before buying a product, customer reviews (51%) and product ratings (45%) were top sources of information across nearly all product categories.
- Purchase price (78%) and quality (74%) were top considerations across all categories for buying a product. Product safety was a leading consideration for baby products (63%).

¹ This statement was prepared by the CPSC staff, and the attached report was prepared by Qualtrics, for CPSC staff. The statement and report have not been reviewed or approved by, and do not necessarily represent the views of, the Commission.

² The U.S. nationwide survey was distributed online through mobile and desktop browsers to 5,013 volunteer participants ages 18 years and older. The survey used a form of non-probability sampling, called quota sampling, which enabled the contractor to approximate recruitment for U.S. census-matched survey participants from the Midwest, Northeast, South, and West regions. Participants were recruited using an online sample provider through various mediums, including email invitations, in-app notifications, and SMS notifications. The appendix to the report provides the participant demographics, including age, gender, ethnicity, income, education, and number of children in the household, as well as other qualifying factors.



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- Regarding a recent purchase, participants tended to report they kept the instructions (81%) and read all the safety information in the instructions (79%) and labels (72%).
- The top reason participants gave for following safety information was because they agreed with the messages (47%).
- The top reason participants gave for not following safety information was because they had used similar products before without sustaining any injuries (43%).
- Most participants reported they followed all instructions provided in recall notices (80%).
- The top reason participants gave for not following a recall notice was they believed they could avoid the hazard (29%).
- More than half the participants reported having common tools, such as a hammer (80%), crosshead screwdriver (non-powered; 77%), flathead screwdriver (non-powered; 76%), tape measure (73%), pliers (73%), adjustable wrench (70%), hex key/wrench set (68%), utility knife (63%), step ladder (60%), and powered drill (55%).³

CPSC staff will consider the findings from the survey in determining potential areas for assessing and improving hazard communication to consumers.

Appendix A provides the contractor's report on Consumer Attitudes and Behaviors Regarding Product Safety.

Appendix B provides the contractor's survey on Consumer Attitudes and Behaviors Regarding Product Safety.

³ Percentages above are the percentages of participants that provided the specified response.



United States

Consumer Product Safety Commission

July 2022

Appendix A – Report on Consumer Attitudes and Behaviors Regarding Product Safety



Consumer Attitudes and Behaviors Regarding Product Safety

May 2022

Prepared for: U.S. Consumer Product Safety Commission

Prepared by: Qualtrics International Inc.

Contract No. 61320620F0086

Agenda

1. Background & Methodology
2. Overall Safety Concerns with Consumer Products
3. Purchasing Considerations
4. Reading & Following Safety Information
5. Recall Knowledge
6. Appendix

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Background & Methodology

Background & Methodology

Background

- The U.S. Consumer Product Safety Commission (CPSC) supports safety of consumer products by developing mandatory safety standards, managing and arranging product recalls, and directly educating consumers on product safety and any associated risks.
- The current study collected nationwide feedback, beginning with general product safety questions, followed by questions for specific product types. Although the data are not nationally representative for generalizing, the results of the study demonstrate concerns of interest and help inform future work.

Study Objectives

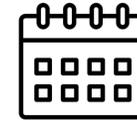
- Understand consumers' general thoughts on product safety.
- Determine what consumers are paying attention to when purchasing specific products and where safety ranks within their purchasing decision.
- Identify which product types are more or less likely to lead to consumers reading and following safety instructions.
- Determine when consumers follow instructions from a recall notice.

Methodology



Survey length

10 minutes



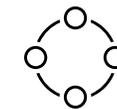
Dates fielded

4/18/22 – 4/27/22



Sample

- N=5,013
- Must have purchased a product in one of the qualifying categories in past 3 months



Sample Cuts

- Sample demographics for general questions (*i.e.*, age)
- Product category for specific product type questions (*e.g.*, apparel and textiles)

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Overall Safety Concerns with Consumer Products



Determining When a Product is Safe to Use

Attitudes towards product safety and likelihood of reading and sharing safety information about products varied between and especially within age groups. The majority of respondents claimed that they read safety labels on the products they own.

Top 2 Box (Strongly Agree + Agree)	Total (n=5013)	18-24 (n=519)	25-34 (n=767)	35-44 (n=966)	45-54 (n=796)	55-64 (n=855)	65-74 (n=842)	75-84 (n=245)	85 or older (n=23)
I read the safety labels on products I own before the first time I use them.	65%	66%	68%▲	66%	58%▼	64%	64%	69%	Too small sample for 85 or older to present data
Most safety labels are used on products because a few people were injured doing something they shouldn't have done.	64%	67%	68%▲	70%▲	63%	61%	57%▼	52%▼	
I read all of the safety messages in instruction manuals for products before using them.	54%	54%	61%▲	57%	48%▼	52%	52%	53%	
Consumer products sold to Americans are safe because there are regulations in place to ensure product safety	52%	46%▼	55%	55%	50%	53%	51%	49%	
U.S. retailers verify that the products they carry are safe.	50%	52%	55%▲	54%▲	49%	47%▼	46%▼	43%▼	
Products intended for older children (older than 12 years old), teens, or adults cannot contain dangerous levels of toxic chemicals.	48%	48%	52%▲	47%	45%▼	48%	47%	52%	
I read the safety labels on products I don't own (such as equipment at a gym) before the first time I use them.	47%	59%▲	60%▲	55%▲	40%▼	40%▼	34%▼	39%▼	
When I buy a product that other people in my household will be using, such as a toaster, I tell them what's on the safety label, if there is one.	44%	48%▲	51%▲	48%▲	38%▼	40%▼	38%▼	42%	
If a product looks safe, I'm not going to look for safety information.	31%	42%▲	44%▲	35%▲	30%	25%▼	21%▼	14%▼	
When other people in my household buy a product, they tell me what is on the safety label, if there is one.	29%	43%▲	39%▲	33%▲	25%▼	22%▼	20%▼	25%	

Base: Total (n=5,013)

▼▲ indicates statically lower or higher vs. total, respectively, at the 95% CI.



Top 3 Sources of Information for Product Safety

Across all ages, respondents stated safety information included with the product is one of the best sources to determine its safety. Older adults were more likely to rely on standardized documents including consumer reports and notices, while younger adults were more likely to rely on others including customer reviews, family/friends, and social media.

Top 3 Ranking (Ranked 1+2+3)	Total (n=5013)	18-24 (n=519)	25-34 (n=767)	35-44 (n=966)	45-54 (n=796)	55-64 (n=855)	65-74 (n=842)	75-84 (n=245)	85 or older (n=23)
Safety information that comes with the product (e.g., safety labels)	72%	64% ▼	66% ▼	68%	70%	75% ▲	82% ▲	82% ▲	Too small sample for 85 or older to present data
Consumer Reports or other similar publications	59%	46% ▼	47% ▼	54%	59%	69% ▲	69% ▲	69% ▲	
U.S. government safety notices and messages	53%	46% ▼	45% ▼	48%	52%	56%	64% ▲	65% ▲	
Myself	39%	39%	45% ▲	45% ▲	40%	36% ▼	34% ▼	33% ▼	
Customer reviews	38%	46% ▲	44% ▲	40%	39%	36%	29% ▼	26% ▼	
Family, friends, and/or neighbors	27%	38% ▲	34% ▲	31% ▲	28%	21% ▼	17% ▼	17% ▼	
Social media (e.g., blogs)	12%	20% ▲	19% ▲	14% ▲	12%	7% ▼	5% ▼	8% ▼	

Base: Total (n=5,013)

▼ ▲ indicates statically lower or higher vs. total, respectively, at the 95% CI.

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Purchasing Considerations



Purchase Locations by Product Category

More often than not, respondents purchase products in person for nearly all categories. Large appliances, large tools, and arts and materials are more likely to be purchased in person while electronics are slightly more likely to be purchased online.

	Total (n=5013)	Apparels and Textiles (n=541)	Arts and Materials (n=502)	Baby Products (n=500)	Electrical Product or Electronics (n=509)	Furniture (n=497)	Houseware (n=514)	Large Appliances (n=486)	Large Tools and Equipment (n=455)	Sports and Recreation (n=493)	Toys (n=516)
In Person	59%	54%▼	68%▲	58%	48%▼	58%	61%	67%▲	69%▲	54%▼	54%▼
Online	39%	45%▲	30%▼	39%	51%▲	40%	37%	30%▼	29%▼	43%▲	45%▲
Catalog	1%	1%	2%	2%	0%	2%	2%	1%	1%	2%▲	0%
Other	1%	0%	1%	1%	1%	1%	0%	2%▲	1%	0%	0%

Base: Category Total (n=5,013)

▼▲ indicates statically lower or higher vs. total, respectively, at the 95% CI.



State by Product Category

Most respondents purchased brand new products, regardless of category. Big ticket items including furniture, large appliances, and large tools were more likely to be purchased used compared to other product types.

	Total (n=5013)	Apparels and Textiles (n=541)	Arts and Materials (n=502)	Baby Products (n=500)	Electrical Product or Electronics (n=509)	Furniture (n=497)	Houseware (n=514)	Large Appliances (n=486)	Large Tools and Equipment (n=455)	Sports and Recreation (n=493)	Toys (n=516)
Brand New	92%	93%	94%▲	93%	93%	87%▼	94%	90%	89%▼	90%	94%▲
Used (Second Hand)	7%	6%	5%▼	6%	7%	13%▲	5%▼	10%▲	11%▲	8%	5%▼
Unknown	1%	1%	1%	1%	0%	1%	1%	0%	1%	2%	1%

Base: Category Total (n=5,013)

▼▲ indicates statically lower or higher vs. total, respectively, at the 95% CI.



Sources of Information by Product Category

Before buying a product, customer reviews and product ratings were top sources of information across nearly all product categories, apart from apparels and textiles. Respondents who purchased baby products tend to seek out a wider variety of sources of information before purchasing.

	Total (n=5013)	Apparels and Textiles (n=541)	Arts and Materials (n=502)	Baby Products (n=500)	Electrical Product or Electronics (n=509)	Furniture (n=497)	Houseware (n=514)	Large Appliances (n=486)	Large Tools and Equipment (n=455)	Sports and Recreation (n=493)	Toys (n=516)
Customer Reviews	51%	31%▼	45%▼	54%	55%▲	57%▲	47%	55%▲	60%▲	57%▲	47%
Product Ratings	45%	23%▼	38%▼	53%▲	47%	45%	42%	57%▲	56%▲	51%▲	40%▼
Product Photos	36%	33%	30%▼	42%▲	33%	47%▲	31%▼	35%	36%	36%	38%
Recommendations from family, friends, and/or neighbors with product	28%	13%▼	28%	45%▲	23%▼	24%▼	23%▼	28%	37%▲	32%▲	26%
Product Packaging	26%	12%▼	38%▲	36%▲	20%▼	21%▼	29%	20%▼	27%	26%	31%▲
Recommendations from Social Media (e.g., blogs about the product)	13%	5%▼	15%	23%▲	8%▼	12%	6%▼	15%	18%▲	16%▲	11%
None of the Above	19%	42%▲	19%	9%▼	20%	17%	21%	15%▼	9%▼	12%▼	20%



Considerations by Product Category

When buying a product, purchase price and quality were top considerations across all categories. Product safety was a leading consideration for baby products, and to a lesser extent, important for large tools, toys, and large appliances.

	Total (n=5013)	Apparels and Textiles (n=541)	Arts and Materials (n=502)	Baby Products (n=500)	Electrical Product or Electronics (n=509)	Furniture (n=497)	Houseware (n=514)	Large Appliances (n=486)	Large Tools and Equipment (n=455)	Sports and Recreation (n=493)	Toys (n=516)
Purchase Price	78%	85%▲	77%	69%▼	81%	80%	80%	78%	77%	75%	74%▼
Quality	74%	76%	75%	75%	69%▼	79%▲	76%	70%▼	75%	76%	69%▼
Features	51%	36%▼	41%▼	51%	62%▲	54%	49%	62%▲	59%▲	47%	48%
Convenience	36%	25%▼	39%	40%	41%▲	35%	40%▲	39%	38%	36%	24%▼
Product Safety	35%	8%▼	30%▼	63%▲	29%▼	28%▼	28%▼	40%▲	45%▲	38%	41%▲
Manufacturer or Seller Reputation	34%	21%▼	26%▼	35%	44%▲	30%▼	30%▼	48%▲	47%▲	34%	25%▼
Additional Costs, such as maintenance and operating costs	14%	4%▼	12%	18%▲	13%	14%	9%▼	22%▲	27%▲	15%	10%▼
None of the Above	1%	1%	1%	2%	1%	1%	3%▲	1%	1%	1%	2%



Top 3 Purchasing Reasons by Product Category

When choosing which product to buy, purchase price and quality were top purchasing reasons across all categories. Product safety was a more important deciding factor for baby products and toys.

	Total (n=5013)	Apparels and Textiles (n=541)	Arts and Materials (n=502)	Baby Products (n=500)	Electrical Product or Electronics (n=509)	Furniture (n=497)	Houseware (n=514)	Large Appliances (n=486)	Large Tools and Equipment (n=455)	Sports and Recreation (n=493)	Toys (n=516)
Purchase Price	67%	78%▲	69%	46%▼	71%	75%▲	72%▲	67%	63%	64%	64%
Quality	64%	74%▲	63%	61%	61%	67%	67%	62%	59%▼	62%	59%▼
Features	41%	35%▼	34%▼	29%▼	53%▲	48%▲	46%▲	45%	40%	40%	41%
Convenience	29%	32%	36%▲	31%	28%	30%	31%	26%	26%	26%	22%▼
Product Ratings	24%	16%▼	22%	26%	24%	23%	20%▼	30%▲	31%▲	31%▲	24%
Product Safety	20%	5%▼	19%	45%▲	12%▼	14%▼	15%▼	20%	23%	21%	27%▲
Recommendations from Others (e.g., customer reviews, social media, friends, family)	15%	12%	16%	22%▲	14%	13%	10%▼	11%▼	18%	19%▲	15%
Additional Costs	5%	1%▼	4%	8%▲	4%	5%	4%	5%	10%▲	5%	3%▼

Base: Category Total (n=5,013)

▼▲ indicates statically lower or higher vs. total, respectively, at the 95% CI.



Top Purchasing Reason by Product Category

When choosing which product to buy, quality was the number one reason across nearly all product categories. Product safety was the number one reason for baby products and also ranked high for toys.

	Total (n=5013)	Apparels and Textiles (n=541)	Arts and Materials (n=502)	Baby Products (n=500)	Electrical Product or Electronics (n=509)	Furniture (n=497)	Houseware (n=514)	Large Appliances (n=486)	Large Tools and Equipment (n=455)	Sports and Recreation (n=493)	Toys (n=516)
Purchase Price	28%	37%▲	29%	15%▼	29%	39%▲	30%	27%	23%▼	25%▼	28%
Quality	30%	36%▲	33%	24%▼	28%	30%	35%▲	28%	30%	33%	21%▼
Features	12%	11%	10%	9%▼	19%▲	13%	12%	13%	12%	9%▼	13%
Convenience	5%	4%	7%	6%	5%	3%▼	7%	6%	6%	6%	3%▼
Product Ratings	5%	3%▼	5%	4%	4%	4%	3%	8%▲	8%▲	7%▲	5%
Product Safety	11%	2%▼	9%	32%▲	5%▼	5%▼	6%▼	10%	11%	10%	19%▲
Recommendations from Others (e.g., customer reviews, social media, friends, family)	5%	2%▼	5%	6%	6%	4%	3%▼	3%	6%	6%	7%▲
Additional Costs	1%	0%▼	1%	2%▲	1%	1%	1%	1%	2%▲	2%	0%▼

4

Reading & Following Safety Information



Safety Information Included by Product Category

Many respondents tended to report their products came within instructions sheets and safety labels, except for apparels and textiles. Respondents who purchased baby products, electronics, large appliances, and large tools were most likely to claim their product includes safety information.

		Total (n=5013)	Apparels and Textiles (n=541)	Arts and Materials (n=502)	Baby Products (n=500)	Electrical Product or Electronics (n=509)	Furniture (n=497)	Houseware (n=514)	Large Appliances (n=486)	Large Tools and Equipment (n=455)	Sports and Recreation (n=493)	Toys (n=516)
Came with an instruction sheet, booklet, or similar	Yes	68%	16%▼	52%▼	76%▲	88%▲	70%	68%	90%▲	86%▲	68%	68%
	No	27%	73%▲	41%▲	17%▼	9%▼	27%	25%	7%▼	11%▼	26%	24%
	Don't Remember	6%	10%▲	7%	7%	3%▼	4%▼	7%	3%▼	3%▼	5%	8%▲
Had safety label(s) attached to the product	Yes	64%	27%▼	59%▼	78%▲	64%	67%	62%	81%▲	86%▲	65%	60%▼
	No	21%	55%▲	22%	11%▼	17%▼	20%	21%	8%▼	10%▼	22%	20%
	Don't remember	15%	18%▲	19%▲	11%▼	19%▲	13%	17%	10%▼	4%▼	13%	21%▲

Base: Category Total (n=5,013)

▼▲ indicates statically lower or higher vs. total, respectively, at the 95% CI.



Reading Safety Information by Product Category

Respondents who purchased electronics, large appliances, and large tools were more likely to claim they kept the safety information, while those who purchased baby products and sports equipment were the most likely to state they read all of the safety information included.

		Total (n=3386)	Apparels and Textiles (n=89)	Arts and Materials (n=262)	Baby Products (n=380)	Electrical Product or Electronics (n=447)	Furniture (n=346)	Houseware (n=348)	Large Appliances (n=437)	Large Tools and Equipment (n=390)	Sports and Recreation (n=337)	Toys (n=350)
I kept the instructions that came with the product	Yes	81%	69% ▼	68% ▼	79%	87% ▲	75% ▼	80%	95% ▲	88% ▲	80%	71% ▼
	No	16%	29% ▲	27% ▲	17%	10% ▼	21% ▲	16%	3% ▼	8% ▼	19%	24% ▲
	Don't remember	3%	2%	5%	4%	2%	5%	4%	2%	3%	1% ▼	5%
I read all of the safety information in the instructions	Yes	79%	82%	79%	81%	75% ▼	80%	78%	81%	80%	79%	73% ▼
	No	18%	12%	16%	16%	21% ▲	15%	18%	16%	16%	18%	23% ▲
	Don't remember	4%	6%	5%	2%	4%	5%	4%	3%	4%	4%	4%
I read all of the safety information on the product's safety labels	Yes	72%	62% ▼	67%	77% ▲	72%	71%	69%	74%	70%	77% ▲	70%
	No	24%	30%	27%	18% ▼	25%	24%	25%	22%	27%	19%	26%
	Don't remember	5%	8% ▲	6%	5%	3%	5%	6%	4%	3%	4%	4%

Base to those whose products came with safety information (n=3,386)

▼ ▲ indicates statically lower or higher vs. total, respectively, at the 95% CI.



Reasons for Reading by Product Category

For nearly all categories, the top reason for reading safety information was to learn about potential safety issues.

	Total (n=2631)	Apparels and Textiles (n=109)	Arts and Materials (n=233)	Baby Products (n=317)	Electrical Product or Electronics (n=301)	Furniture (n=274)	Houseware (n=263)	Large Appliances (n=321)	Large Tools and Equipment (n=281)	Sports and Recreation (n=265)	Toys (n=267)
I was not sure if there were safety issues I needed to know	47%	32%▼	48%	47%	44%	47%	48%	50%	53%▲	49%	46%
I am not familiar with the product	39%	33%	42%	42%	41%	31%▼	40%	36%	44%	37%	43%
There were not that many safety messages to read	30%	30%	33%	24%▼	33%	42%▲	30%	31%	20%▼	30%	31%
I thought there might be safety issues	26%	24%	24%	29%	20%▼	22%	24%	24%	34%▲	29%	24%
There were many safety messages	17%	8%▼	20%	29%▲	13%	12%▼	9%▼	19%	23%▲	17%	14%
The product looked complicated	16%	8%▼	13%	25%▲	15%	19%	11%▼	17%	18%	16%	11%▼
I know or have heard of other people that have been hurt while using the product	15%	5%▼	13%	23%▲	8%▼	14%	8%▼	12%	28%▲	18%	12%
Other	4%	8%▲	4%	3%	7%▲	4%	4%	3%	3%	3%	5%

Base to those who read all safety information (n=2,631)

▼▲ indicates statically lower or higher vs. total, respectively, at the 95% CI.



Reasons for Not Reading by Product Category

The top reason for not reading all of the safety information was because the respondent has prior experience with the product, especially for electronics and large appliances. Respondents who purchased furniture were more likely to report the product is simple or they do not think there is a potential safety issue.

	Total (n=1084)	Apparels and Textiles (n=53)	Arts and Materials (n=104)	Baby Products (n=101)	Electrical Product or Electronics (n=140)	Furniture (n=111)	Houseware (n=111)	Large Appliances (n=111)	Large Tools and Equipment (n=123)	Sports and Recreation (n=97)	Toys (n=133)
I have used the product or similar products before without injury	51%	55%	56%	41%▼	63%▲	37%▼	59%	63%▲	59%	43%	37%▼
The hazards about this product are obvious to me	42%	30%	42%	34%	46%	35%	49%	47%	49%	41%	35%
The product looked simple	41%	42%	38%	42%	36%	50%▲	44%	41%	31%▼	46%	44%
I don't think there is a safety issue	38%	53%▲	34%	41%	39%	48%▲	43%	33%	24%▼	35%	39%
I know or have heard of other people that used the product or similar products without injury	17%	11%	19%	18%	19%	18%	16%	12%	16%	24%	14%
There were too many safety messages	13%	8%	8%	15%	11%	11%	8%	23%▲	20%▲	12%	10%
Other	4%	2%	6%	9%▲	1%▼	3%	4%	3%	4%	1%	9%▲

Base to those who did not read all safety information (n=1,084)

▼▲ indicates statically lower or higher vs. total, respectively, at the 95% CI.



Following Safety Information by Product Category

Of respondents that read product safety information, nearly all claimed to have followed the safety information, regardless of product category.

		Total (n=2661)	Apparels and Textiles (n=73)	Arts and Materials (n=256)	Baby Products (n=273)	Electrical Product or Electronics (n=333)	Furniture (n=208)	Houseware (n=309)	Large Appliances (n=277)	Large Tools and Equipment (n=265)	Sports and Recreation (n=355)	Toys (n=311)
I followed the instructions, including safety information (if provided)	Yes	95%	93%	96%	95%	96%	95%	97%	96%	94%	93%	94%
	No	3%	3%	3%	4%	1% ▼	3%	1%	2%	5%	4%	4%
	Don't remember	2%	4%	1%	1%	3%	2%	1%	2%	2%	3%	3%
I followed all of the safety information on the product's safety labels	Yes	96%	97%	94%	95%	97%	97%	96%	97%	95%	93% ▼	95%
	No	3%	2%	4%	3%	1% ▼	3%	3%	2%	4%	4%	3%
	Don't remember	2%	1%	2%	2%	3%	0%	0%	1%	1%	3% ▲	2%

Base to those who read the safety information (n=2,661)
▼ ▲ indicates statically lower or higher vs. total, respectively, at the 95% CI.



Reasons for Following by Product Category

Respondents claimed they follow safety messages because they agreed with them and found them convenient. Respondents who purchased large tools and baby products were more likely to state they follow safety messages to better understand how they could be harmed while using the product.

	Total (n=2471)	Apparels and Textiles (n=105)	Arts and Materials (n=218)	Baby Products (n=292)	Electrical Product or Electronics (n=289)	Furniture (n=262)	Houseware (n=252)	Large Appliances (n=302)	Large Tools and Equipment (n=259)	Sports and Recreation (n=242)	Toys (n=250)
I agreed with the safety messages	47%	31%▼	44%	54%▲	44%	48%	48%	46%	53%▲	45%	44%
Following the safety messages was convenient	39%	39%	37%	38%	47%▲	39%	38%	42%	31%▼	36%	40%
The safety messages explained how I could be harmed by not following the messages	39%	20%▼	33%	48%▲	38%	30%▼	35%	43%	57%▲	40%	28%▼
I was not familiar with the product	37%	25%▼	38%	36%	41%	38%	37%	30%▼	43%▲	36%	38%
I figured my chances of injury were likely enough to warrant following the safety messages	20%	12%	17%	24%	17%	19%	15%	15%▼	39%▲	27%▲	9%▼
There were many safety messages	11%	6%	11%	21%▲	6%▼	6%▼	7%▼	14%	15%▲	14%	8%
I know or have heard of other people that have been hurt while using the product	11%	1%▼	10%	18%▲	6%▼	9%	5%▼	12%	21%▲	15%	9%
I didn't read the safety messages	1%	3%	1%	1%	1%	2%	2%	1%	0%	1%	2%

Base to those who followed the safety instructions and/or safety labels (n=2,471)

▼▲ indicates statically lower or higher vs. total, respectively, at the 95% CI.



Reasons for Not Following by Product Category

Respondents claimed they did not follow product safety information because they have used similar products before without resulting in any injuries.

	Total (n=128)	Apparels and Textiles (n=2)	Arts and Materials (n=12)	Baby Products (n=20)	Electrical Product or Electronics (n=4)	Furniture (n=14)	Houseware (n=9)	Large Appliances (n=12)	Large Tools and Equipment (n=24)	Sports and Recreation (n=19)	Toys (n=12)
I have used the product or similar products before without injury	43%										
I figured my chances of injury were low	31%										
Following the safety messages would have been inconvenient	22%										
I didn't read the safety messages	20%										
The safety messages didn't explain clearly how I could be harmed by not following the messages	20%										
There were too many safety messages	19%										
I know or have heard of other people that used the product or similar products without injury	18%										
I disagreed with the safety messages	18%										

Too small sample to present data cut by product type

Base to those who did not follow the safety instructions and safety labels (n=128)

▼ ▲ indicates statically lower or higher vs. total, respectively, at the 95% CI.

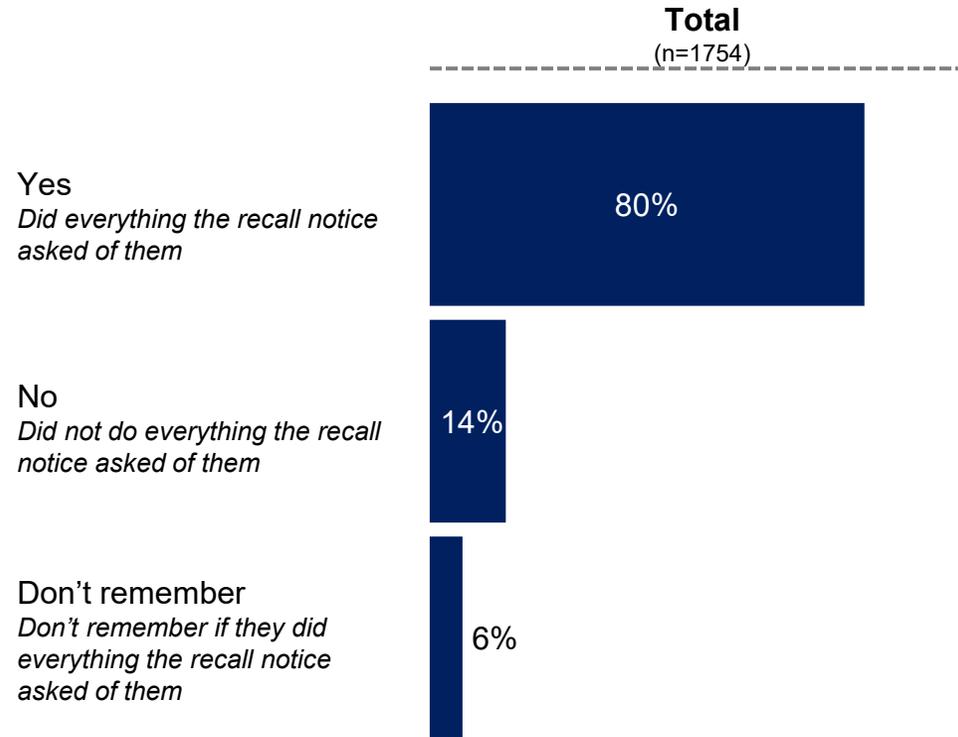
5

Recall Knowledge



Following Recall Notices

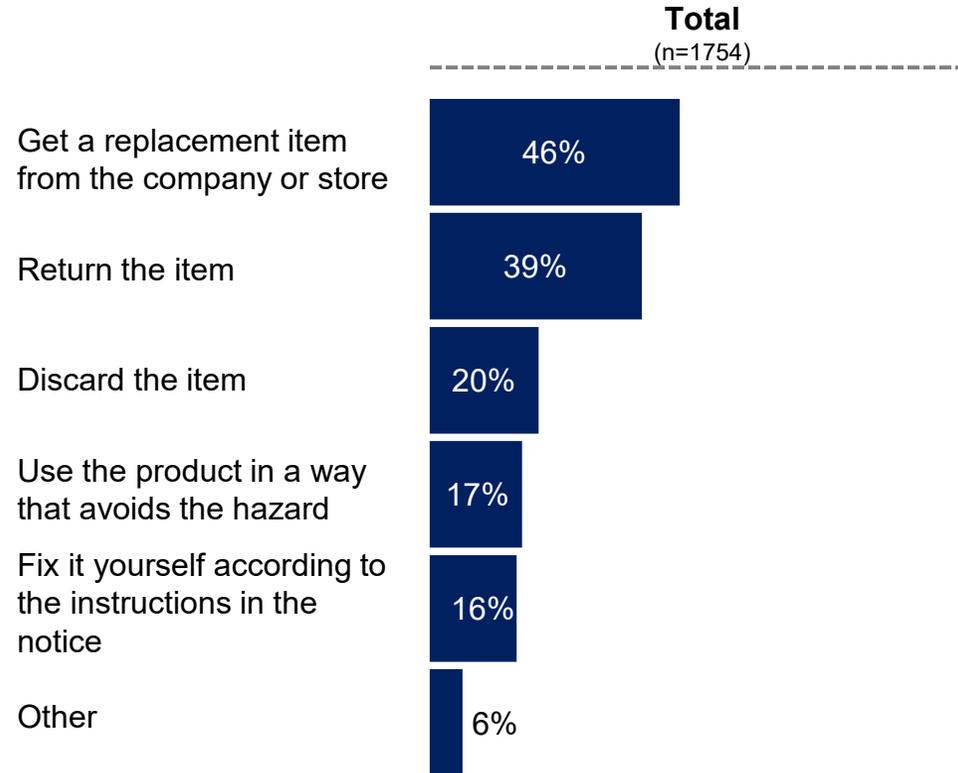
Of respondents who had seen a recall notice for an item they owned, most tended to report they followed all instructions within the notice.





Actions of Recall Notice

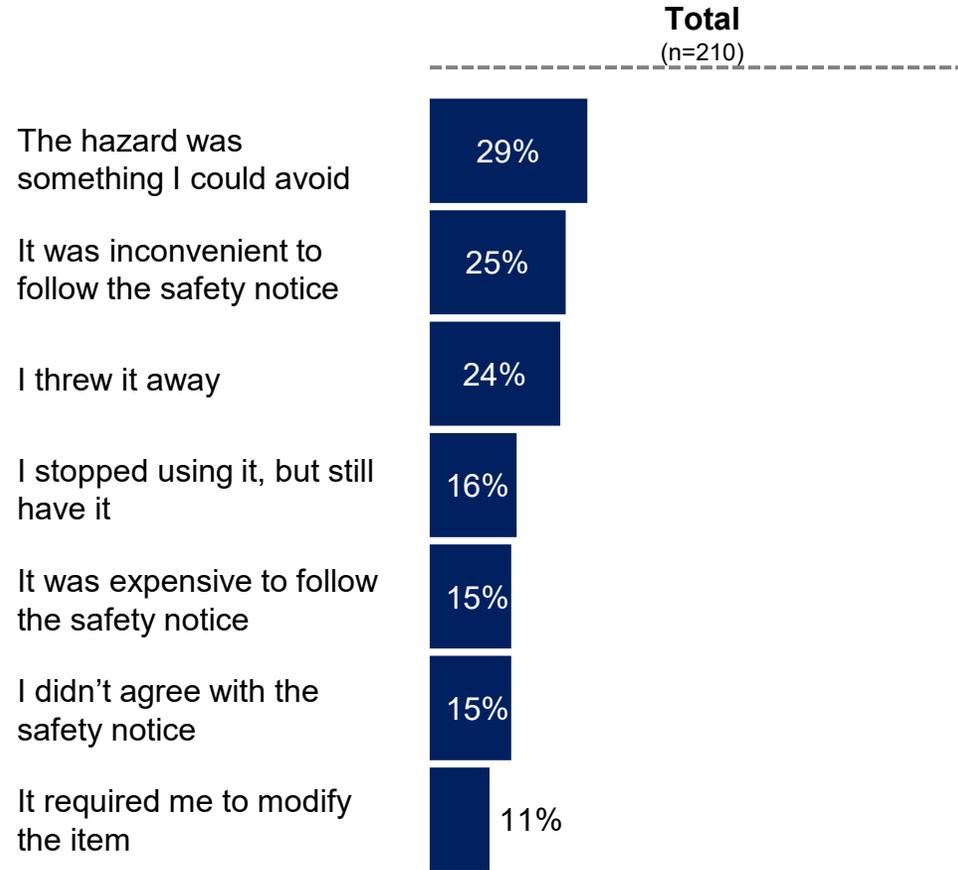
Of respondents who had seen a recall notice, they stated the most common notice requested them to get a replacement item.





Reasons for Not Following Recall Notice

Respondents stated a wide variety of reasons for why they did not follow the recall notice. Just under a third claimed they did not follow the notice because they believed they could have avoided the reported hazard.



6

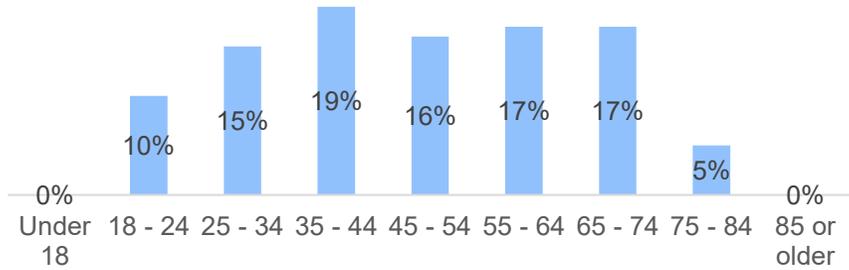
Appendix



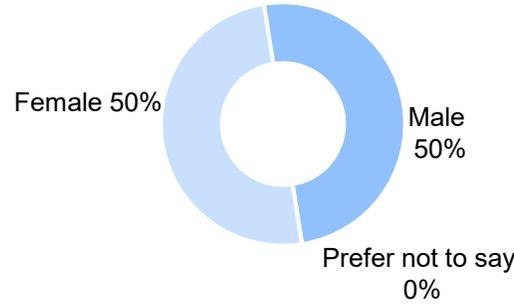
Demographics

Total n=5,013

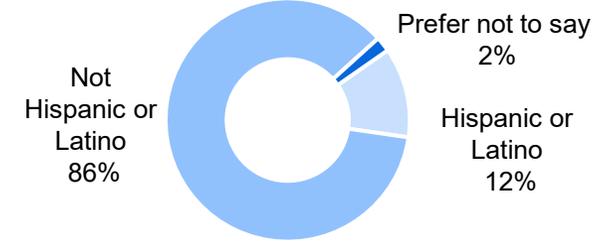
Age



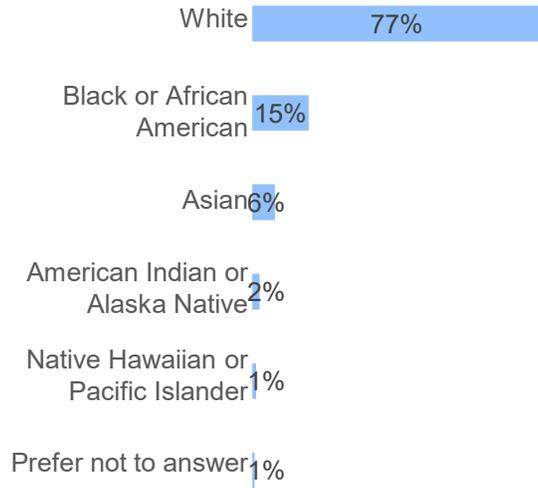
Gender



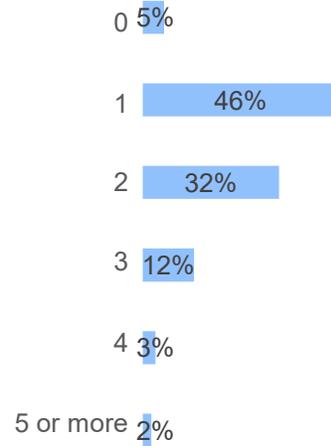
Ethnicity



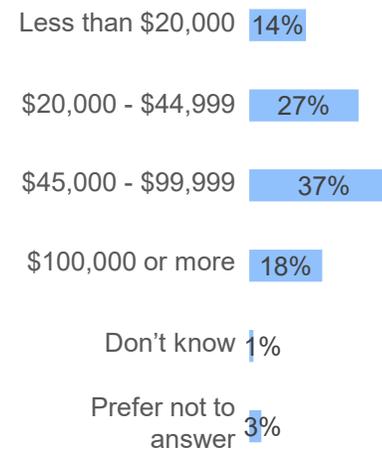
Ethnicity



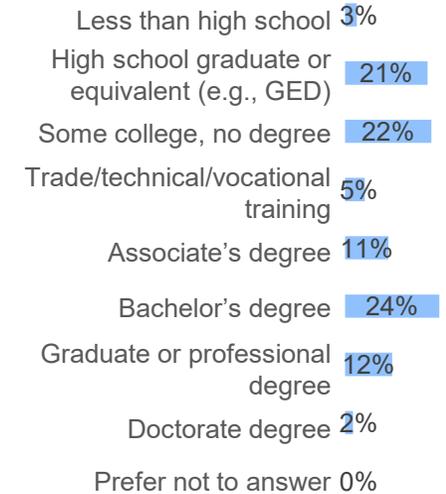
Children Living in Home



Income



Education

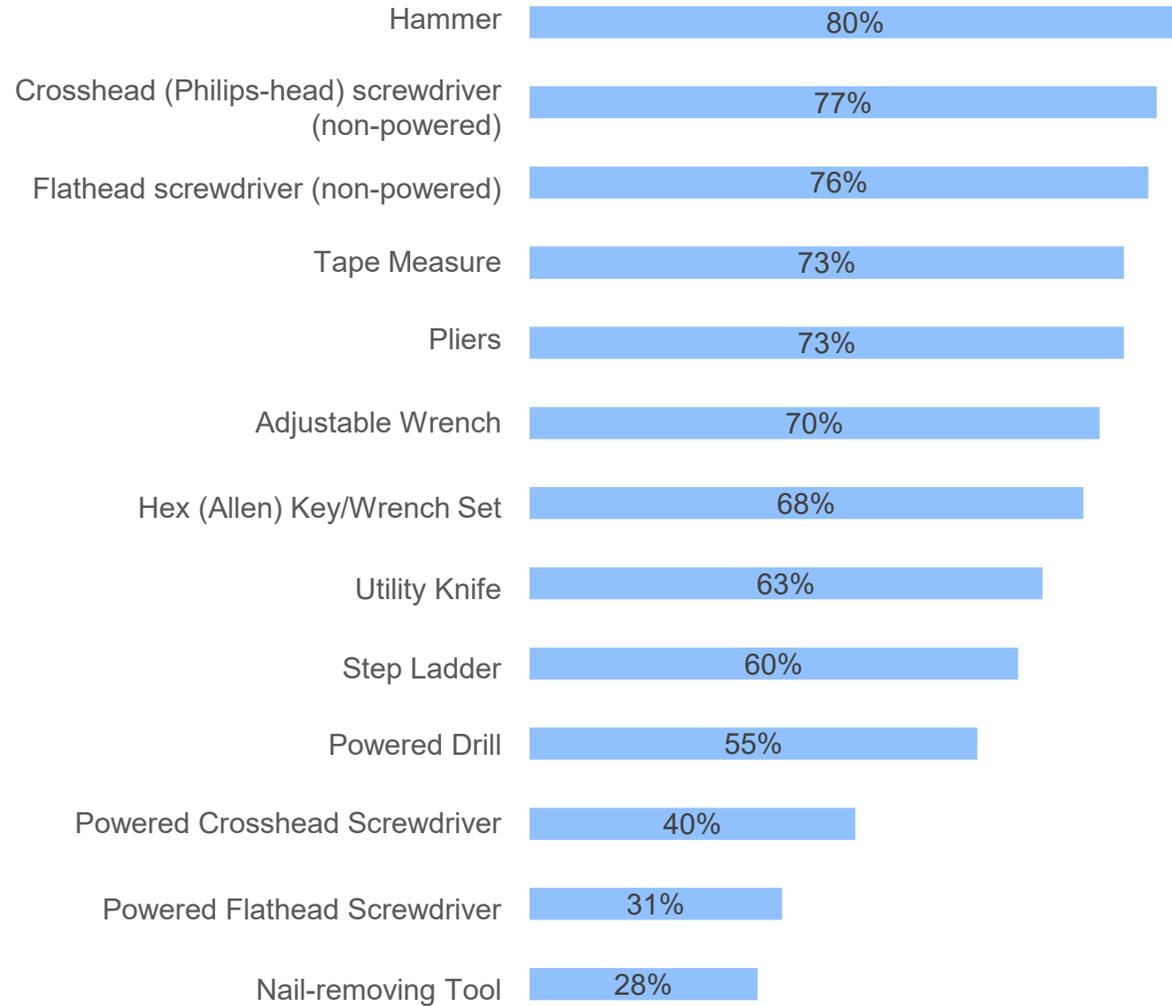




Tools Owned

Total n=5,013

Tools Owned





United States

Consumer Product Safety Commission

July 2022

Appendix B – Survey on Consumer Attitudes and Behaviors Regarding Product Safety

Survey on Consumer Attitudes and Behaviors Regarding Product Safety

Prepared for: U.S. Consumer Product Safety Commission

Prepared by: Qualtrics International Inc.

Contract No. 61320620F0086

Start of Block: Introduction Block

Intro The U.S. Consumer Product Safety Commission (CPSC) is trying to improve its communication of hazards associated with consumer products. By “consumer products,” we are referring to products for personal use by consumers, such as clothing, toys, furniture, infant products, art materials, and fireworks. We are not referring to automobiles, food, drugs, cosmetics, or medica devices.

There are no “right” or “wrong” answers to the questions in this survey. What matters is your honest and valuable feedback for improving product safety. Your identity will not be associated with your responses, and it will remain strictly confidential. Your participation in this survey is completely voluntary. You may end the survey at any time; however, your responses will not be recorded if you end the survey before completing all of the items. On average, this survey should take no more than 10 minutes to complete.

Thank you so much for taking the time to help make our country a safer place.

NOTE: You will not be able to go back to previous pages of the survey. Please do not click your web browser's "back" button.

End of Block: Introduction Block

Start of Block: Block 1: Quotas and Screeners

Q1 What is your age?

- Under 18
 - 18 - 24
 - 25 - 34
 - 35 - 44
 - 45 - 54
 - 55 - 64
 - 65 - 74
 - 75 - 84
 - 85 or older
-



Q2 Are you ... ?

- Male
 - Female
 - Prefer not to answer
-



Q3 What is your ethnicity?

- Hispanic or Latino
- Not Hispanic or Latino
- Prefer not to answer



Q4 What race(s) do you consider yourself to be? Select all that apply.

- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or Pacific Islander
- White
- Prefer not to answer

Q5 In which state do you currently reside?

- Alabama
- Alaska
- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- Delaware
- District of Columbia
- Florida
- Georgia
- Hawaii
- Idaho
- Illinois
- Indiana
- Iowa
- Kansas
- Kentucky
- Louisiana
- Maine
- Maryland

- Massachusetts
- Michigan
- Minnesota
- Mississippi
- Missouri
- Montana
- Nebraska
- Nevada
- New Hampshire
- New Jersey
- New Mexico
- New York
- North Carolina
- North Dakota
- Ohio
- Oklahoma
- Oregon
- Pennsylvania
- Puerto Rico
- Rhode Island
- South Carolina

- South Dakota
- Tennessee
- Texas
- Utah
- Vermont
- Virginia
- Washington
- West Virginia
- Wisconsin
- Wyoming
- Other U.S. Territory
- I do not reside in the United States

End of Block: Block 1: Quotas and Screeners

Start of Block: Block 2: General Questions



Q6 To what extent do you agree or disagree with each of the following statements?

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
Consumer products sold to Americans are safe because there are regulations in place to ensure product safety.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
U.S. retailers verify that the products they carry are safe.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Most safety labels are used on products because a few people were injured doing something they shouldn't have done.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Products intended for older children (older than 12 years old), teens, or adults cannot contain dangerous levels of toxic chemicals.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I read the safety labels on products I own before the first time I use them.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I read the safety labels on products I *don't* own (such as equipment at a gym) before the first time I use them.

I read all of the safety messages in instruction manuals for products before using them.

If a product looks safe, I'm not going to look for safety information.

When I buy a product that other people in my household will be using, such as a toaster, I tell them what's on the safety label, if there is one.

When other people in my household buy a product, they tell me what is on the safety label, if there is one.



Q7 In trying to decide if a product is safe to use, rank the following with 1 being the best source of information.

Please drag the sources of information to rank them in your preferred order.

- _____ Myself
 - _____ Family, friends, and/or neighbors
 - _____ Customer reviews
 - _____ Social media (e.g., blogs)
 - _____ Safety information that comes with the product (e.g., safety labels)
 - _____ U.S. government safety notices and messages
 - _____ Consumer Reports or other similar publications
-



Q8 In the past 3 months, did you buy products that fit into any of the following categories?
Select all that apply.

- Apparel and textiles (e.g., clothes, bags, jewelry, blankets)
- Art materials (e.g., paint, watercolors, clay, brushes/rollers)
- Baby products (e.g., cribs, strollers, pacifiers, rattles)
- Toys (e.g., dolls, board games, building blocks, learning kits)
- Sports and recreation (e.g., bicycles, frisbees, musical instruments, dumbbells)
- Electrical product or electronics (e.g., computers, powered tools, toasters, vacuums)
- Large appliances (e.g., ovens, refrigerators, washing machines)
- Large tools and equipment (e.g., lawn mowers, portable generators, all-terrain vehicles, shovels)
- Furniture (e.g., chairs, couches, dressers, tables)
- Housewares (e.g., pots, cooking utensils, non-powered tools, wall décor)
- None of the above

End of Block: Block 2: General Questions

Start of Block: Block 3: Purchasing

Tester ***TESTING SCREEN ONLY - WILL NOT SHOW TO RESPONDENTS, ONLY IN
PREVIEW MODE***

Category: [\\${e://Field/Category}](#)



Q9 You mentioned you purchased a product of the category $\{e://Field/Category\}$ within the past 3 months.

If you have purchased multiple products from this category within the past 3 months, think of the most recent product you purchased when answering the following questions.

Where did you purchase this product?

- Online
 - In person
 - Catalog
 - Other: _____
-



Q10 Still thinking about this product of the category $\{e://Field/Category\}$, was this product new or used when you bought it?

- Brand new
 - Used (second-hand)
 - Unknown
-



Q11 Which of the following did you consider when you purchased this product of the category `#{e://Field/Category}`? Select all that apply.

- Purchase price
- Additional costs, such as maintenance and operating costs
- Manufacturer or seller reputation
- Product safety
- Convenience
- Quality
- Features
- None of the above



Q12 Did you rely on any of the following sources of information before buying this product of the category `#{e://Field/Category}`? Select all that apply.

- Product photos
- Product packaging
- Product ratings
- Customer reviews
- Recommendations from social media (e.g., blogs about the product)
- Recommendations from family, friends, and/or neighbors with the product
- None of the above



Q13 Which of the following were the top three reasons you purchased this product of the category `#{e://Field/Category}`?

- Purchase price
- Additional costs
- Product safety
- Convenience
- Quality
- Features
- Product ratings
- Recommendations from others (e.g., customer reviews, social media, friends, family)
- Other: _____



Q14 For this product of the category $\{e://Field/Category\}$, which consideration was the most important?

- Purchase price
- Additional costs
- Product safety
- Convenience
- Quality
- Features
- Product ratings
- Recommendations from others (e.g., customer reviews, social media, friends, family)
- Other:

End of Block: Block 3: Purchasing

Start of Block: Block 4: Post-Purchase

Post-purchase text In the following questions, we'll ask you about your purchase after you received the product. It's important for us to see if some types of safety messages are more likely to reach consumers than others, and what role, if any, the product type plays. There are no right or wrong answers.



Q15 Regarding your recent purchase from category $\{e://Field/Category\}$, the product:

	Yes	No	Don't remember
Came with an instruction sheet, booklet, or similar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Had safety label(s) attached to the product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q16a Regarding your recent purchase from category $\{e://Field/Category\}$, did you do the following:

	Yes	No	Don't remember
I kept the instructions that came with the product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I read the instructions, including the safety information (if provided).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I read all of the safety information on the product's safety labels.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q16b Regarding your recent purchase from category $\{e://Field/Category\}$, did you do the following:

	Yes	No	Don't remember
I followed the instructions, including safety information (if provided).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I followed all of the safety information on the product's safety labels.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q17 For what reasons didn't you read all the safety information for the product from category [\\${e://Field/Category}](#)? Select all reasons that apply.

- The product looked simple.
- I have used the product or similar products before without injury.
- I know or have heard of other people that used the product or similar products without injury.
- The hazards about this product are obvious to me.
- I don't think there is a safety issue.
- There were too many safety messages.
- Other: _____



Q18 Why did you read the safety information for the product from category [\\${e://Field/Category}](#)? Select all reasons that apply.

- The product looked complicated.
- I am not familiar with the product.
- I know or have heard of other people that have been hurt while using the product.
- I was not sure if there were safety issues I needed to know.
- I thought there might be safety issues.
- There were not that many safety messages to read.
- There were many safety messages.
- Other: _____



Q19 For what reasons didn't you follow all the safety information for this product from category [\\${e://Field/Category}](#)? Select all reasons that apply.

- I disagreed with the safety messages.
- I figured my chances of injury were low.
- Following the safety messages would have been inconvenient.
- I have used the product or similar products before without injury.
- I know or have heard of other people that used the product or similar products without injury.
- The safety messages didn't explain clearly how I could be harmed by not following the messages.
- There were too many safety messages.
- I didn't read the safety messages.
- Other: _____



Q20 Why did you follow the safety information for this product from category [\\${e://Field/Category}](#)? Select all reasons that apply.

- I agreed with the safety messages.
 - I figured my chances of injury were likely enough to warrant following the safety messages.
 - Following the safety messages was convenient.
 - I was not familiar with the product.
 - I know or have heard of other people that have been hurt while using the product.
 - The safety messages explained how I could be harmed by not following the messages.
 - There were many safety messages.
 - I didn't read the safety messages.
 - Other: _____
-

Q21 Now think about **any products** you have owned or previously owned. Have you ever seen a product recall notice about any currently or previously owned item?
(Please do NOT include food, medications, or street automobiles.)

- Yes
 - No
 - Don't remember
-



Q22 What type of product was it?

If there was more than one notice, think about the one that you saw most recently.

- Apparel and textiles (e.g., clothes, bags, jewelry, blankets)
 - Art materials (e.g., paint, water colors, clay, brushes/rollers)
 - Baby products (e.g., cribs, strollers, pacifiers, rattles)
 - Toys (e.g., dolls, board games, building blocks, learning kits)
 - Sports and Recreation (e.g., bicycles, frisbees, musical instruments, dumbbells)
 - Electrical products or electronics (e.g., computers, powered tools, toasters, vacuums)
 - Large appliances (e.g., ovens, refrigerators, washing machines)
 - Large tools and equipment (e.g., lawn mowers, portable generators, all-terrain vehicles, shovels)
 - Furniture (e.g., chairs, couches, dressers, tables)
 - Housewares (e.g., pots, cooking utensils, non-powered tools, wall décor)
 - Other: _____
-



Q23 Which of the following actions did the recall notice ask you to do? Select all that apply.

- Return the item.
 - Discard the item.
 - Get a replacement item from the company or store.
 - Fix it yourself according to the instructions in the notice.
 - Use the product in a way that avoids the hazard.
 - Other: _____
 - Don't remember
-

Q24 Did you do everything the recall notice asked you to do?

- Yes
 - No
 - Don't remember
-



Q25 Thinking about the actions you chose not to do, why didn't you do what the recall asked you to do? Select all that apply.

- It was inconvenient to follow the safety notice.
- It was expensive to follow the safety notice.
- It required me to modify the item.
- I didn't agree with the safety notice.
- The hazard was something I could avoid.
- I stopped using it, but still have it.
- I threw it away.
- Other: _____



Q26 Sometimes recalls involve consumers using tools to fix the products. Do you own any of the following tools? Select all that apply.

Note: You can see example photos below. Your tool may vary from these photos. We are interested in the capability rather than the specific tool. For example, your hammer may have a built-in nail remover, in which case you would select both "Hammer" and "Nail removing tool."

- Tape measure
- Hammer
- Flathead screwdriver (non-powered)
- Crosshead (Phillips-head) screwdriver (non-powered)
- Nail-removing tool
- Pliers
- Utility knife
- Step ladder
- Hex (Allen) key/wrench set
- Adjustable wrench
- Powered drill
- Powered flathead screwdriver
- Powered crosshead screwdriver
- None of the above

End of Block: Block 4: Post-Purchase

Start of Block: Block 5: Demographics

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



Q27 Do you currently have children under the age of 18?

- Yes, children living in the same household with me (either part or full-time)
 - Yes, children living in a different household than me (full-time)
 - No children under the age of 18
-

Q28 How many children under the age of 18 do you currently have?

- 0
 - 1
 - 2
 - 3
 - 4
 - 5 or more
-



Q29 How old is your youngest child?

	Age	Months	Years

My youngest child is

Q30 My annual household income is:

- Less than \$20,000
 - \$20,000 to \$44,999
 - \$45,000 to \$99,999
 - \$100,000 or more
 - Don't know
 - Prefer not to answer
-

Q31 What is the highest degree or level of education you have completed?

- Less than high school
- High school graduate or equivalent (e.g., GED)
- Some college, no degree
- Trade/technical/vocational training
- Associate's degree
- Bachelor's degree
- Graduate or professional degree
- Doctorate degree
- Prefer not to answer

End of Block: Block 5: Demographics
