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Toy-Related Deaths and Injuries Calendar Year 2025

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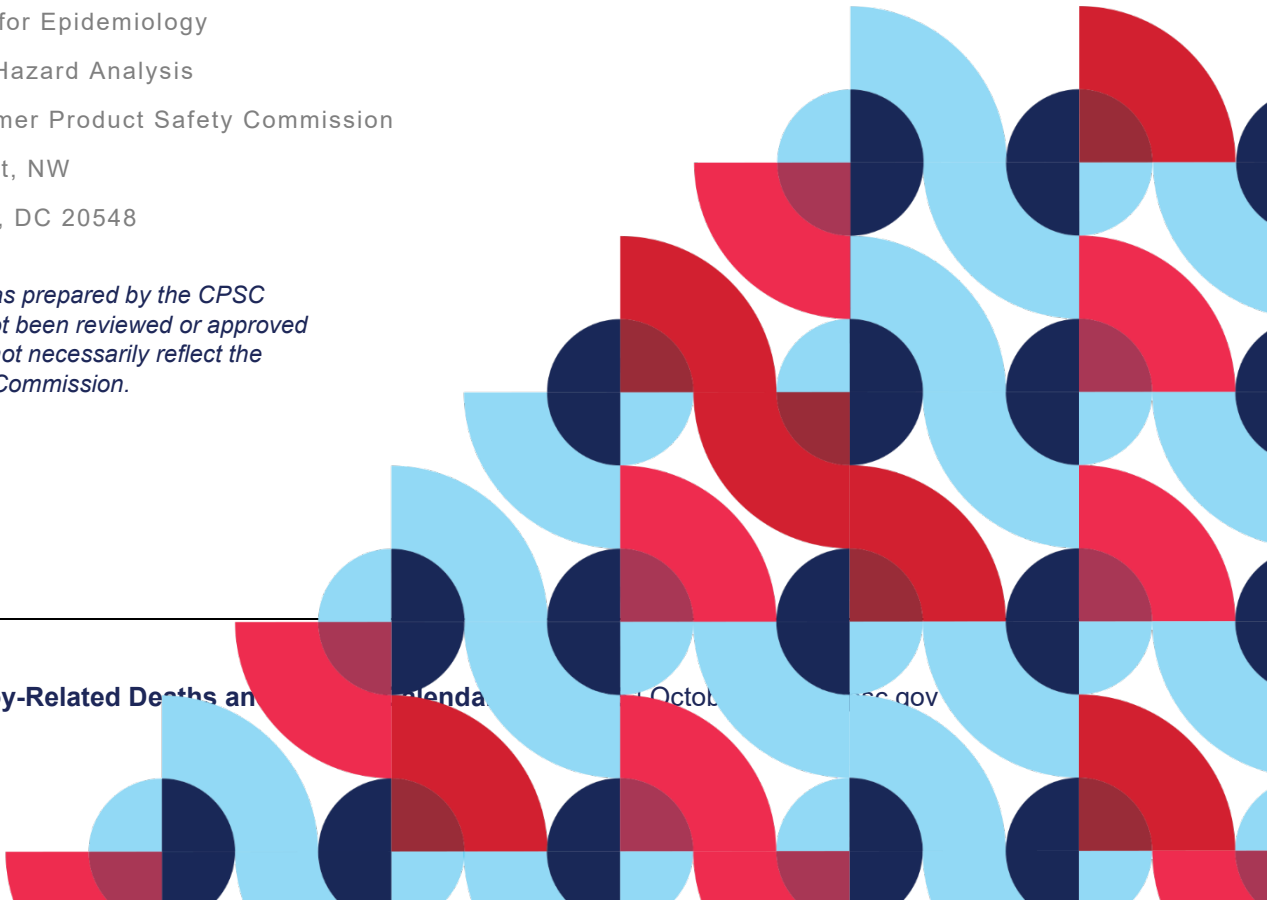

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Executive Summary

This report presents the latest available statistics on deaths and emergency department (ED)-treated injuries associated with toys collected by the U.S Consumer Product Safety Commission (CPSC) staff. This report provides updated summary information on toy-related fatalities for the years 2023 and 2024, along with detailed information on known toy-related fatalities for 2025. The ED-treated injuries associated with toys are presented for 2025 in detail, along with historical estimates from 2018 to 2025.

CPSC staff bases fatality counts on reports obtained from the CPSC database known as the Consumer Product Safety Risk Management System (CPSRMS). In addition, staff presents the estimated ED-treated injuries associated with toys based on the National Electronic Injury Surveillance System (NEISS). Injury rates per 100,000 people are provided, based on population data from the U.S. Census Bureau.[1] In Appendix A, staff presents historical, estimated toy-related, ED-treated injuries from 2018 to 2025. Appendix B lists the NEISS product codes used in this report. For toy-related deaths and injuries, it is important to note that, although a toy was associated with many of the incidents, the toy was not necessarily the cause of the death or injury. Additionally, as death certificate reporting is ongoing, fatality information is not yet complete, especially for 2024 and 2025. As such, fatality counts may increase in future reports.

In 2024, CPSC revised the NEISS sample to ensure it remains a nationally representative sample of hospitals. In order to make pre-2024 estimates comparable to estimates for the year 2024 and beyond, adjusted weights have been retroactively applied to pre-2024 data. As such, estimates for 2023 and earlier presented here and in future reports will differ from those presented in prior reports.

Reported Toy-Related Fatalities

- CPSC staff received reports of 42 total toy-related deaths that occurred among children 14 years of age or younger for the years 2023 through 2025. The toys most commonly involved in the fatalities over the three-year period included flotation toys, balloons, and nonmotorized scooters.

- In calendar year 2025, CPSC staff received reports of 6 toy-related deaths that occurred among children 14 years of age or younger. Two fatalities were due to drowning while using a flotation toy. One report noted a death due to choking on a bouncy ball. Another fatality involved an upper airway obstruction due to a small toy doll shoe. An additional report showed a death due to suffocation with a mylar balloon. The remaining fatality involved a motor vehicle collision with a child on a riding toy. The children ranged in age from eighteen months to six years.

[1] The 2025 population data used throughout this report was downloaded from the U.S. Census Bureau: https://www2.census.gov/programs-surveys/popest/datasets/2020-2025/national/asrh/nc-est2025-alldata-r-file12.csv.

ED-Treated Toy-Related Injuries in Calendar Year 2025

- An estimated 269,400 toy-related injuries across all ages were treated in U.S. hospital emergency departments in 2025. Although total toy-related injuries rose from 267,100 estimated injuries in 2024, the increase was not statistically significant.

- The estimated total toy-related injuries were evenly distributed across sex, with both males and females accounting for 50 percent of the injuries.

- Of the estimated 269,400 toy-related injuries, 68 percent were sustained by children 14 years of age or younger; 66 percent were sustained by children 12 years of age or younger; and 35 percent were sustained by children 4 years of age or younger.[2]

- Forty-five percent of the estimated injuries were to the head and face area, the most commonly affected area of the body. Twenty percent of all injuries were classified as lacerations, the diagnosis associated with the largest number of estimated toy-related injuries.

- Ninety-five percent of the ED-treated, toy-related injury victims were treated and released.

- Nonmotorized scooters were associated with the largest number of estimated toy-related injuries among the specifically identified toys, accounting for 22 percent of the estimated injuries.

ED-Treated Toy-Related Injuries from 2018 to 2025

- From 2018 through 2025, an estimated 1.85 million toy-related injuries for all ages were treated in U.S. hospital emergency departments, an average of 231,400 injuries per year. Estimated toy-related injuries have steadily increased since 2020, although the increase from 2024 to 2025 was not statistically significant.

[2] All toys designed or intended primarily for children 12 years of age and under must be third-party tested and certified in a Children's Product Certificate as compliant with the federal toy safety standard, and to other applicable requirements as well. Additional age breaks are provided in this report to describe hazards to older and younger children, in line with prior reports.

Toy-Related Deaths[3]

Tables 1 and 2 summarize fatalities for children 14 years of age or younger that were associated with a toy, as reported to CPSC staff. Fatality information is presented separately for children 12 years of age or younger, and children 13 or 14 years of age.[4] CPSC's Directorate for Health Sciences (HS) provided assessments of the scope of toy-related deaths reflected in the data presented in this report. HS staff considered fatalities to be in scope of this report if a toy was present and—based on statements by investigators, police, family members, or medical examiners—the toy may have played a contributing role in the death. Fatalities that occurred outside of the United States are excluded from this report.

Table 1 presents the reported deaths for the years 2023 through 2025 associated with toys for children 14 years of age or younger. A description of the toy types (and associated hazards) involved with more than one death that occurred from 2023 to 2025 are displayed. The information for other types of toys associated with only one fatality across the 3 years is summarized in the final row of the table.

Due to delays in death certificate reporting, fatality information is not yet complete, especially for 2024 and 2025. At the time of data extraction for this report, death certificate reporting was estimated to be at least 92 percent complete for years 2023 and earlier.[5] The data presented in this report for 2023 and 2024 have been updated since the previous annual report to include six new fatalities reported to CPSC–one that occurred in 2023 and five that occurred in 2024. Thus, the data differ from the reported fatality tabulations detailed in the previous report for the calendar years 2023 and 2024.[6] The six newly reported fatalities from 2023 and 2024 included two deaths due to asphyxia with a balloon, two associated with a plush toy (one suffocation and one due to mechanical asphyxia), one due to asphyxia with a ball, and one choking fatality with a piece of a rubber leash from a stuffed pull toy. The children ranged in age from one month to five years.

[3] These fatalities do not represent a sample of known probability of selection and, instead, should be considered a minimum.
[4] Toy-related deaths among children 12 years of age or younger are presented separately to be consistent with the age definition of a "children's product" in the Consumer Product Safety Improvement Act of 2008 (CPSIA), 15 U.S.C. § 2052(a)(2).
[5] Staff measures the reporting percent as the number of months for each state where at least one death certificate was received, divided by 600 (50 states multiplied by 12 months).
[6] Bragg, S. "Toy-Related Deaths and Injuries Calendar Year 2024," CPSC, April 2026

Table 1: Reported Toy-Related Deaths Among Children 14 Years of Age or Younger, 2023–2025

Type of Toy (Hazard)	2023[7]		2024[8]		2025	
	Children 12 Years of Age or Younger	Children 13 and 14 Years of Age	Children 12 Years of Age or Younger	Children 13 and 14 Years of Age	Children 12 Years of Age or Younger	Children 13 and 14 Years of Age
TOTAL	**25**		**11**		**6**	
Sub Total	**24**	**1**	**11**	**0**	**6**	**0**
Flotation toy (Drowning)	4	0	3	0	2	0
Balloon (Asphyxia, aspiration, suffocation)	3	0	2	0	1	0
Nonmotorized scooter (Motor vehicle collision)	4	1	1	0	0	0
Toy chest (Asphyxia)	4	0	0	0	0	0
Bouncy ball (Choking)	2	0	0	0	1	0
Crayon (Choking)	2	0	0	0	0	0
Plush toy (Mechanical asphyxia, suffocation)	0	0	2	0	0	0
Riding toy (Asphyxia, motor vehicle collision)	0	0	1	0	1	0
Other toys with a single reported fatality* (Asphyxia, choking, drowning, ingestion, mechanical asphyxia, strangulation, upper airway obstruction)	5	0	2	0	1	0

Source: CPSRMS and NEISS. Data were extracted in April 2026.
*This category includes the following toys: ball, play kitchen, pretend food, pull toy, toy doll shoe, tricycle, water beads, and a water toy.

[7] One new toy-related death was reported to CPSC, increasing the number of reported deaths to 25 in 2023 (from the 24 presented in the previous report).
[8] Five new toy-related deaths were reported to CPSC, increasing the number of reported deaths to 11 in 2024 (from the 6 presented in the previous report).

Table 2 details the fatalities associated with toys for children 14 years of age or younger in 2025 that were reported to the CPSC. The toy types and associated hazards involved in these reported fatalities are presented in descending order of frequency.

Table 2: Reported Toy-Related Deaths Among Children 14 Years of Age or Younger, 2025

Type of Toy (Hazard)	Children 12 Years of Age or Younger	Children 13 and 14 Years of Age
TOTAL	**6**	
Sub Total	**6**	**0**
Flotation toy (Drowning)	2	0
Balloon (Suffocation)	1	0
Bouncy ball (Choking)	1	0
Riding toy (Motor vehicle collision)	1	0
Toy doll shoe (Upper airway obstruction)	1	0

Source: CPSRMS and NEISS. Data were extracted in April 2026.

Of the 6 toy-related fatalities in 2025, 4 were male and 2 were female. The children ranged in age from 18 months to 6 years. The scenario-specific details of these incidents are presented below.

Flotation toy

- A two-year-old male was found floating face down while secured in a baby swimming float in an in-ground pool while being supervised by his foster parents. The victim was transported to the hospital where he was pronounced deceased shortly after.

- A three-year-old female was found floating face down in an above-ground swimming pool. The child's father was watching her from about 15-20 feet away while cleaning the grill. The father noticed the child entangled in a child pool float while face down in the water, not moving. The father removed the child from the pool and began CPR until EMS arrived and transported the child to the hospital, where she was pronounced deceased.

Balloon

A six-year-old male was discovered unresponsive, with a mylar balloon over his face. His brother witnessed him cut the balloon with a pair of scissors and place it over his head the night before. The cause of death was determined to be suffocation due to the mylar balloon over the head.

Bouncy ball

A five-year-old male died after he choked on a one-inch diameter rubber ball at his home. The victim's mother witnessed the child choking and called 911. Emergency services arrived, found the child unresponsive, and eventually dislodged the ball from the child's trachea. They transported him to a local hospital where an attending physician pronounced him deceased. His official cause of death is choking.

Riding toy

A six-year-old male died when his riding toy accidentally rolled into oncoming traffic. The child was on a riding toy when it rolled down a hill and collided with a truck, sliding under the truck's rear wheel. The child died from blunt force trauma to the head.

Toy doll shoe

An 18-month-old female was found with a small toy doll shoe lodged in her mouth after she was playing unattended for several minutes. Emergency services were called and CPR was initiated. The victim was transported to a hospital and was eventually pronounced deceased due to anoxic encephalopathy due to upper airway obstruction.

Estimated Toy-Related Injuries[9]

In 2025, an estimated 269,400 toy-related injuries[10] for all ages were treated in U.S. hospital emergency departments, and males accounted for 50 percent of the injuries. Most of the victims (95 percent) were treated and released from the hospital, 3 percent of the victims were admitted to the hospital or transferred to another hospital, and the remaining 2 percent were held for observation, left without being seen by a doctor, or died in the ED.

Table 3 presents the estimated toy-related, ED-treated injuries in 2025, for different age groups. Of the estimated 269,400 total toy-related injuries, 68 percent were sustained by children 14 years of age or younger, 66 percent were sustained by children 12 years of age or younger, and 35 percent were sustained by children 4 years of age or younger.

Table 3: Toy-Related ED-Treated Injury Estimates for Different Age Groups, 2025

Age Groups	All Ages	14 years of Age or Younger	12 Years of Age or Younger	4 Years of Age or Younger
Injury Estimates	269,400	183,300	177,900	94,600
Injuries per 100,000 People	79	311	352	512

Source: NEISS. Estimates are rounded to the nearest 100. Population estimates are from the U.S. Census Bureau.

Table 4 provides a breakdown by sex for the estimated toy-related, ED-treated injuries in 2025 for the different age groups.

[9] The source of these data is NEISS, which is based on a statistical sample of hospital ED-treated injuries. For a description of which cases are included in NEISS, how they are coded, and an alphabetical listing of products with current product codes, please see the NEISS Coding Manual at: NEISS Coding Manual, January 2025. Toy-related injury estimates among children 12 years of age or younger are presented separately to be consistent with the age definition of a "children's product" in the Consumer Product Safety Improvement Act of 2008 (CPSIA), 15 U.S.C. § 2052(a)(2).

[10] The calculation for the total estimated toy-related injuries includes the product codes specified in Appendix B, as well as the results from the scooters special study outlined in Appendix C. Due to a low response rate in 2025 for the nonmotorized scooters special study data, the 2025 special study data has been imputed. See Appendix C for more information.

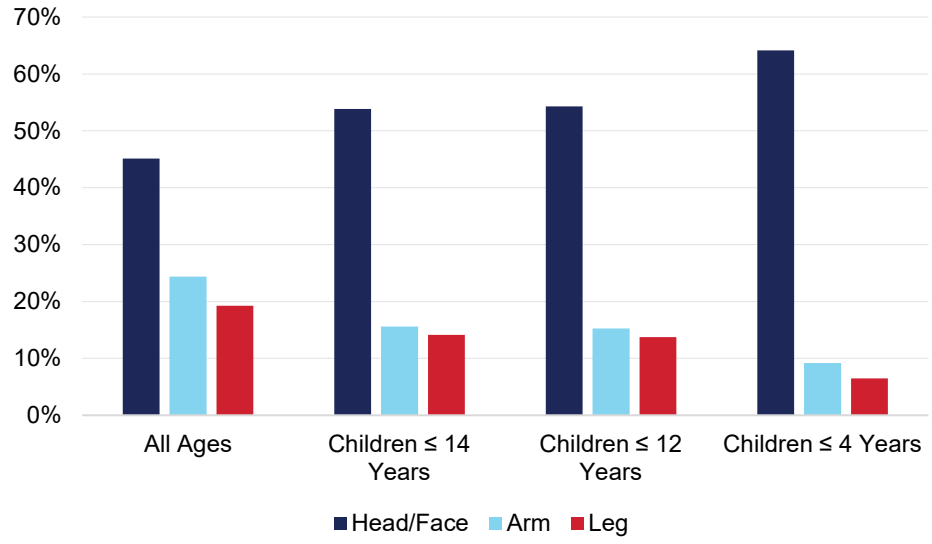
Table 4: Toy-Related ED-Treated Injury Estimates for Different Age Groups by Victims' Sex, 2025

Sex	All Ages		14 years of Age or Younger		12 Years of Age or Younger		4 Years of Age or Younger	
	Estimated Injuries (% of Total Estimates‡)	% of U.S. Population	Estimated Injuries (% of Total Estimates‡)	% of U.S. Sub-population	Estimated Injuries (% of Total Estimates‡)	% of U.S. Sub-population	Estimated Injuries (% of Total Estimates‡)	% of U.S. Sub-population
Male	136,000 (50)	49	100,700 (55)	51	96,900 (54)	51	56,700 (60)	51
Female	133,400 (50)	51	82,600 (45)	49	81,100 (46)	49	37,900 (40)	49

Source: NEISS. Estimates are rounded to the nearest 100. Population estimates are from the U.S. Census Bureau.
‡Percentages are calculated from the corresponding age group unrounded injury estimates and then rounded to the nearest integer.

Figure 1 presents the distribution of the 2025 annual estimated toy-related ED-treated injuries by the specific parts of the body frequently injured for different age groups.[11,12] As shown in Figure 1, the head/face region was the part of the body associated with the largest number of estimated toy-related injuries in 2025 for all four age groups specified, followed by arms and then legs.

Figure 1: Distribution of Toy-Related Injury Estimates by Body Regions Injured, 2025

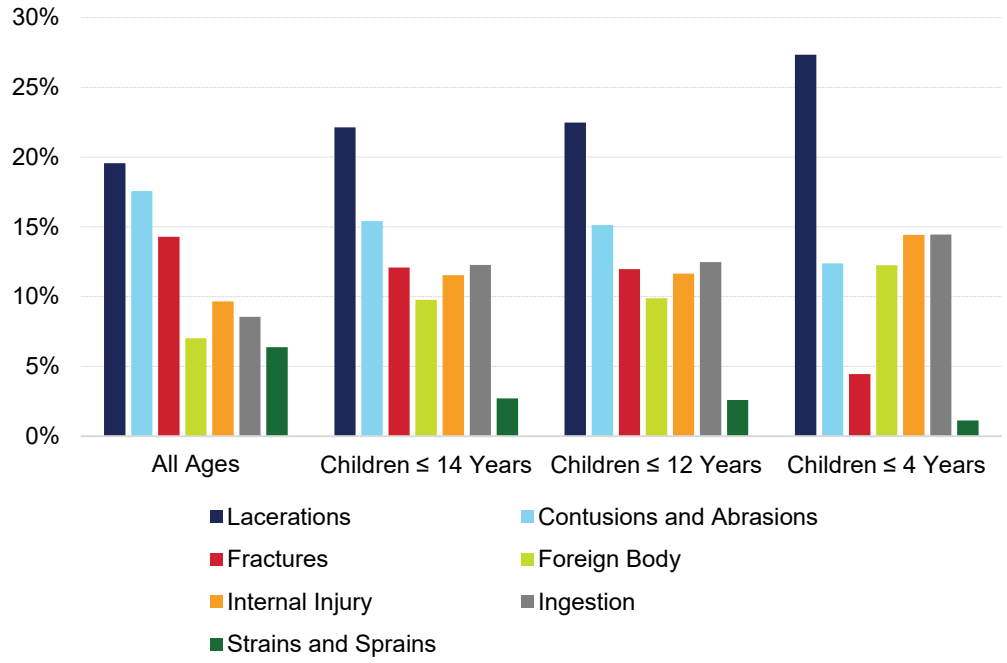


Source: NEISS
Head/Face regions include NEISS codes for head, eyelid, eye area, nose, forehead, eyeball, mouth, and ear. Arm includes upper arm, elbow, lower arm, shoulder, wrist, hand, and finger. Leg includes upper leg, knee, lower leg, ankle, foot, and toe.

Figure 2 shows the distribution of the annual estimated toy-related ED-treated injuries by the type of injuries diagnosed most frequently for the different age groups.[13] For all four age groups, lacerations was the diagnosis associated with the largest number of estimated toy-related injuries in 2025

[11] In October 2018, CPSC upgraded the NEISS system. As a result of this upgrade, an emergency-department visit may contain up to two codes for the body part injured and the diagnosis. In 2025, about 19 percent of the estimated toy-related injuries in NEISS had two codes filled in for body part injured and diagnosis.
[12] If either of the two codes listed a specific body part, staff classified that body part as being injured in the incident for the data analysis purpose.
[13] If either of the two codes listed a specific diagnosis (type of injury), staff classified that diagnosis as being the type of injury for the data analysis purpose.

Figure 2: Distribution of Toy-Related Injury Estimates by Type of Injuries, 2025



Source: NEISS

Table 5 presents the toy categories that were associated with the largest number of injuries in 2025. Nonmotorized scooters was the specifically identified toy category that accounted for the most injuries among all age groups, excluding the 4 Years of Age or Younger group.

Table 5: Toy Categories Associated with the Largest Number of Estimated ED-Treated Injuries for Different Age Groups, 2025

Toy Category	Estimated Injuries (% of Group Estimates‡)			
	All Ages	14 Years of Age or Younger	12 Years of Age or Younger	4 Years of Age or Younger
Nonmotorized Scooters	60,400 (22)	31,000 (17)	30,300 (17)	4,800 (5)
Toys, Not Specified	59,500 (22)	44,000 (24)	43,500 (24)	31,600 (33)
Balls, Other or Not Specified	27,300 (10)	18,700 (10)	16,900 (9)	4,800 (5)
Toys, Not Elsewhere Classified	15,000 (6)	12,200 (7)	12,000 (7)	6,200 (7)
Toy Vehicles (Excluding Riding Toys)	12,900 (5)	9,000 (5)	9,000 (5)	6,900 (7)

Source: NEISS. Estimates are rounded to the nearest 100.
‡Percentages are calculated from the corresponding age group unrounded injury estimates and then rounded to the nearest integer.

In 2020, a NEISS special study was initiated that further investigated all injuries associated with products coded as 5022 (Scooters, Powered) and 5024 (Scooters, Unspecified). See Appendix C for details on the special study. Based on the results from this study, staff was able to allocate to the nonmotorized scooter category a proportion of all injuries that were either miscoded as powered scooters or coded as unspecified-if-powered scooters. Hence, the estimates presented below for nonmotorized scooters in 2021 through 2025[14] are based on the code for nonmotorized scooters as well as a proportion of the miscoded/unspecified scooters, as informed by the results of the special study.

Table 6 displays the annual estimated ED-treated injuries associated with nonmotorized scooters and the percentages of injury estimates for different age groups from 2021 to 2025.

Table 6: Nonmotorized Scooter-Related ED-Treated Injury Estimates for Different Age Groups, 2021–2025

Calendar Year	Estimated Injuries (% of Group Estimates‡) Associated with "Nonmotorized Scooter"			
	All Ages	14 Years of Age or Younger	12 Years of Age or Younger	4 Years of Age or Younger
2021	49,700 (22)	39,900 (24)	35,600 (23)	8,100 (10)
2022	46,900 (20)	35,400 (20)	27,700 (17)	8,600 (10)
2023	59,200 (24)	38,000 (21)	30,600 (18)	7,200 (8)
2024	61,800 (23)	32,100 (18)	31,800 (18)	5,100 (6)
2025[14]	60,400 (22)	31,000 (17)	30,300 (17)	4,800 (5)

Source: NEISS. Estimates are rounded to the nearest 100.
Due to weighting adjustments following a 2024 NEISS sampling change, estimates prior to 2024 may differ from previous reports.
‡Percentages are calculated from the corresponding age group unrounded injury estimates and then rounded to the nearest integer.

Toys that are identified but cannot be placed under established toy product codes are likely to be coded under the product code "Toys, Not Elsewhere Classified." Table 7 displays the estimated ED-treated injuries associated with this product code and the percentages of injury estimates for different age groups from 2021 to 2025.

Staff also examined all NEISS injury case narratives for 2025 under the product code "Toys, Not Elsewhere Classified" to determine the most common types of toys included. Water beads was the most frequently identified toy coded under this product code for 2025. Of the total 15,000 estimated injuries for 2025 for this product code, across all ages, approximately 3,300 injuries (22 percent) involved the use of a water bead. Other types of toys classified under this product code include hula hoops, slap bracelets, liquid bubbles for blowing, and glow sticks.

[14] Due to a low response rate in 2025 for the nonmotorized scooters special study data, the 2025 special study portion of the data has been imputed. See Appendix C for more information.

Table 7: ED-Treated Injury Estimates Associated with "Toys, Not Elsewhere Classified" for Different Age Groups, 2021–2025

Calendar Year	Estimated Injuries (% of Group Estimates‡) Associated with "Toys, Not Elsewhere Classified"			
	All Ages	14 Years of Age or Younger	12 Years of Age or Younger	4 Years of Age or Younger
2021	8,900 (4)	7,900 (5)	7,800 (5)	4,700 (6)
2022	11,500 (5)	10,000 (6)	9,700 (6)	5,200 (6)
2023	15,700 (6)	14,200 (8)	13,700 (8)	8,200 (9)
2024	16,200 (6)	13,800 (8)	13,500 (8)	7,400 (8)
2025	15,000 (6)	12,200 (7)	12,000 (7)	6,200 (7)

Source: NEISS. Estimates are rounded to the nearest 100.
Due to weighting adjustments following a 2024 NEISS sampling change, estimates prior to 2024 may differ from previous reports.
‡Percentages are calculated from the corresponding age group unrounded injury estimates and then rounded to the nearest integer.

The product code "Toys, Not Specified" is used to classify injuries that were associated with a toy that was not specifically identified in the NEISS injury narrative. Table 8 presents the annual estimated ED-treated injuries associated with this product code and the percentages of injury estimates for different age groups from 2021 to 2025.

Table 8: ED-Treated Injury Estimates Associated with "Toys, Not Specified" for Different Age Groups, 2021–2025

Calendar Year	Estimated Injuries (% of Group Estimates‡) Associated with "Toys, Not Specified"			
	All Ages	14 Years of Age or Younger	12 Years of Age or Younger	4 Years of Age or Younger
2021	46,600 (21)	29,400 (18)	29,300 (19)	22,300 (27)
2022	48,900 (21)	34,100 (20)	33,400 (21)	24,300 (28)
2023	50,000 (20)	34,900 (20)	34,600 (21)	25,600 (28)
2024	56,800 (21)	40,100 (22)	39,900 (23)	30,000 (33)
2025	59,500 (22)	44,000 (24)	43,500 (24)	31,600 (33)

Source: NEISS. Estimates are rounded to the nearest 100.
Due to weighting adjustments following a 2024 NEISS sampling change, estimates prior to 2024 may differ from previous reports.
‡Percentages are calculated from the corresponding age group unrounded injury estimates and then rounded to the nearest integer.

Appendix A

Estimated Number of Toy-Related Injuries from 2018 through 2025

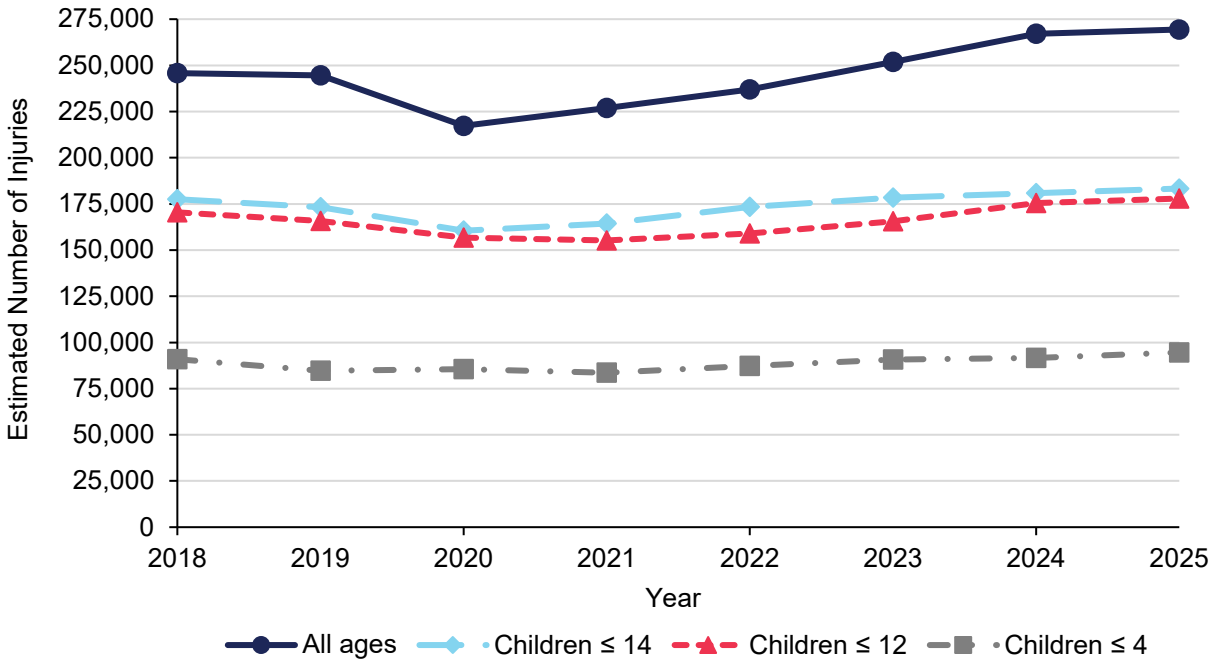
Table 9, Figure 3, and Figure 4 display the annual ED-treated injury estimates and rates associated with toys from 2018 through 2025. Due to weighting adjustments following a 2024 NEISS sampling change, estimates prior to 2024 may differ from previous reports.

Table 9: Toy-Related ED-Treated Injury Estimates for Different Age Groups, 2018–2025

Calendar Year	All Ages			14 Years of Age or Younger			12 Years of Age or Younger			4 Years of Age or Younger		
	Injury Estimate	CV*	Injuries per 100,000 People	Injury Estimate	CV*	Injuries per 100,000 People	Injury Estimate	CV*	Injuries per 100,000 People	Injury Estimate	CV*	Injuries per 100,000 People
2018	245,700	0.1722	75	177,500	0.2105	292	170,500	0.2105	325	91,000	0.2387	460
2019	244,500	0.1795	75	173,200	0.2108	286	165,700	0.2130	317	84,700	0.2402	432
2020	217,300	0.1887	66	160,500	0.2204	265	156,800	0.2224	302	85,500	0.2488	448
2021	226,900	0.1895	68	164,400	0.2277	274	155,200	0.2311	303	83,600	0.2487	448
2022	236,900	0.1910	71	173,300	0.2258	292	159,000	0.2287	313	87,300	0.2651	471
2023	251,800	0.1826	75	178,500	0.2154	303	165,600	0.2179	328	90,700	0.2441	491
2024	267,100	0.1241	79	180,900	0.1460	306	175,400	0.1478	346	91,600	0.1638	497
2025	269,400	0.1197	79	183,300	0.1362	311	177,900	0.1379	352	94,600	0.1215	512

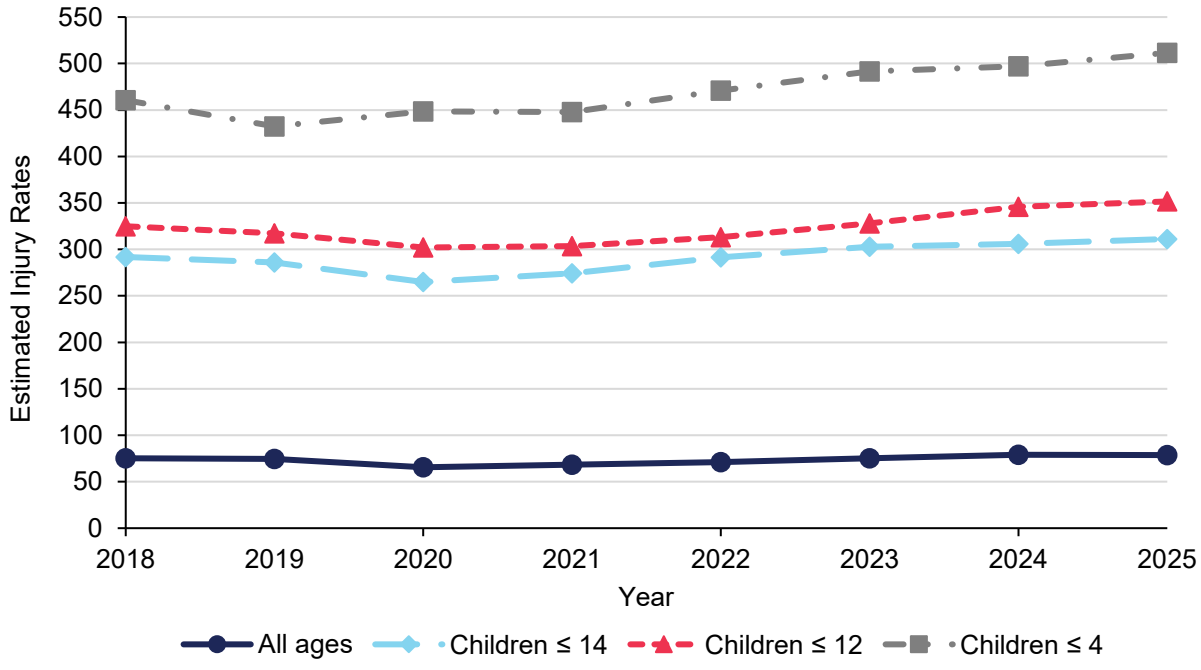
Source: NEISS. Estimates are rounded to the nearest 100.
Due to weighting adjustments following a 2024 NEISS sampling change, estimates prior to 2024 may differ from previous reports.
Population estimates from 2018 – 2019 are from https://www2.census.gov/programs-surveys/popest/datasets/2010-2019/national/asrh.
Population estimates from 2020 – 2023 are from https://www2.census.gov/programs-surveys/popest/datasets/2020-2022/national/asrh.
Population estimates from 2024 are from https://www2.census.gov/programs-surveys/popest/datasets/2020-2023/national/asrh.
Population estimates from 2025 are from https://www2.census.gov/programs-surveys/popest/datasets/2020-2025/national/asrh.
*CV is a measure of the dispersion of the data as a ratio of the standard deviation to the injury estimate. The higher the CV, the larger the dispersion is. The population estimates are assumed to be constant, and therefore the CVs for the estimated injuries per 100,000 people are equivalent to the CVs for the injury estimates.

Figure 3: Toy-Related ED-Treated Injury Estimates for Different Age Groups, 2018–2025



Source: NEISS
Due to weighting adjustments following a 2024 NEISS sampling change, estimates prior to 2024 may differ from previous reports.

Figure 4: Toy-Related ED-Treated Injury Rates (per 100,000 People) for Different Age Groups, 2018–2025



Source: NEISS
Due to weighting adjustments following a 2024 NEISS sampling change, estimates prior to 2024 may differ from previous reports.
Population estimates from 2018 – 2019 are from https://www2.census.gov/programs-surveys/popest/datasets/2010-2019/national/asrh.
Population estimates from 2020 – 2023 are from https://www2.census.gov/programs-surveys/popest/datasets/2020-2022/national/asrh.
Population estimates from 2024 are from https://www2.census.gov/programs-surveys/popest/datasets/2020-2023/national/asrh.
Population estimates from 2025 are from https://www2.census.gov/programs-surveys/popest/datasets/2020-2025/national/asrh.

Appendix B

NEISS Product Codes for Toys

Product Code	Toy Type
1301	Tricycles (Children's)
1309	Kites or Kite String
1310	Pogo Sticks
1314	Rocketry Sets
1319	Metal or Plastic Molding Sets
1322	Children's Play Tents, Play Tunnels, or Other Enclosures
1325	Inflatable Toys (Excluding Balls and Balloons)
1326	Blocks, Stacking Toys, or Pull Toys
1327	Non-Wheeled Riding Toys, Unpowered
1328	Wagons (Children's)
1329	Scooters, Unpowered (pre-2020)
1330	Powered Riding Toys
1338	Toy Bows or Arrows
1342	Costumes or Masks
1344	Toy Musical Instruments
1345	Building Sets
1346	Clacker Balls
1347	Balloons (Toy)
1349	Stilts
1350	Squeeze or Squeaker Toys
1352	Slingshots or Sling-Propelled Toys
1353	Toy Boxes or Chests
1354	Marbles
1362	Wood-burning Kits
1365	Water Toys (Excluding Squeeze/Squeaker Toys and Inner Tubes or Similar Floating Equipment)
1376	Molding Compounds
1381	Toys, Not Elsewhere Classified
1389	Other Toy Weapons (Non-projectile)
1390	Toy Guns, Not Specified
1392	Toy Sports Equipment
1393	Chemistry Sets or Science Kits
1394	Dolls, Plush Toys, and Action Figures
1395	Toys, Not Specified
1398	Wheeled Riding Toys, Unpowered (Excluding Bicycles and Tricycles)
1399	Toy Guns with Projectiles
1550	Infant and Toddler Play Centers (Excluding Jumpers, Bouncers, and Exercisers)

Product Code	Toy Type
3279	Flotation toys (excluding official life-saving devices)
5001	Other Toy Weapons (Projectile)
5005	Riding Toys (Excluding Bicycles and Tricycles), Not Specified
5006	Other Toy Guns
5007	Toy Weapons, Not Specified
5010	Crayons Or Chalk (Excluding Billiard or Pool Chalk)
5013	Toy Make-Up Kits or Cosmetics (Excluding Mirrors)
5015	Toy Caps, Cap Toys, or Cap Guns
5016	Balls, Other or Not Specified
5017	Flying Discs and Boomerangs
5018	Doll Houses and Other Play Scenes
5019	Games or Game Parts (Excluding Marbles and Computer Games)
5020	Pretend Electronics, Tools, Housewares, and Appliances
5021	Toy Vehicles (Excluding Riding Toys)
5023	Scooters, Unpowered (2020 and later)
5024	Scooters, Unspecified (2020 and later)

Appendix C

NEISS Scooters Special Study

Prior to 2020, the NEISS product code 1329 (Scooters, Unpowered) was used to capture injuries related to unpowered (i.e., nonmotorized) riding scooters as well as unknown-if-powered scooters. While it was understood and accepted that some proportion of the injuries associated with this code was not unpowered riding scooters, historically, it had been used to identify the unpowered riding scooter toys in the annual Toy reports.

In 2020, two new NEISS product codes, 5023 (Scooters, Unpowered) and 5024 (Scooters, Unspecified), were implemented by CPSC's Division of Data Systems in the Directorate for Epidemiology (EPDS) to replace product code 1329. This allows staff to distinguish between the known unpowered scooters and unknown-if-powered scooters. During the same time, EPDS also launched a special study to follow up on all NEISS injuries that were related to product code 5022 (Scooters, Powered) and 5024 (Scooters, Unspecified). While the purpose of the special study was to gain more in-depth knowledge about injuries related to powered or e-scooters, the study also identified the proportion of injuries that were actually related to powered scooters, unpowered scooters, and other types of scooters. The study has continued each year since 2020. Based on these results, staff in CPSC's Division of Hazard Analysis (EPHA) was able to proportionally allocate the entire set of injuries under code 5024 (Scooters Unspecified) to unpowered/nonmotorized riding scooter toys, a product in scope for this report. In addition, the special study also identified any miscoded injury cases—such as an injury case originally coded under 5022 (Scooters, Powered) that was found to be an unpowered scooter during the follow-up interview with the patient. As such, the estimated injuries related to nonmotorized scooter toys in this annual report are based on both the product code 5023 for unpowered scooters as well as a proportion of the unspecified scooters and the miscoded powered scooters, as informed by the results of the special study.

2025 Special Study Results

The scooters special study is designed to gain more in-depth knowledge on incidents under product codes 5022 (Scooters, Powered) and 5024 (Scooters, Unspecified). Follow-up information is gathered by telephone interviews or self-administered questionnaires. The continued focus of the special study has been on injuries related to powered scooters, a rapidly developing product area, with an added benefit of gaining information on nonmotorized scooters. Thus, the response rate for the nonmotorized scooters portion of the study has always been less than the powered scooters portion.

In 2025, due to an increased focus on powered scooters amid funding changes, the special study response rate for nonmotorized scooters reached an all-time low, precluding the ability to calculate reliable estimates for injuries related to nonmotorized scooters. As the total annual nonpowered scooter injury estimate is the sum of the special study estimate and the main NEISS estimate, to maintain the ability to compare long-term trends for this product, staff tested

the following imputation methods for the 2025 special study data based on extant special study data from 2020 through 2024: linear trend extrapolation, last observation carried forward (LOCF), the most recent three-year moving average, historical share imputation computed as the mean average ratio of the main study estimates to the special study estimates, and Holt-Winters exponential smoothing imputation.

To assist with selection of an imputation method, a sensitivity analysis was conducted using an ensemble approach, blending the aforementioned methods weighted proportional to the inverse mean absolute error in a 2024 hold-out validation. All imputation methods produced estimates near the blended method of 58,700, indicating limited sensitivity to the model choice. Given this robustness, the LOCF method, which differed from the blended estimate by less than 1,700 (or 2.8%), was ultimately chosen given the longitudinal survey collection design for the special study, the robustness of the 2024 special study data for nonmotorized scooters, the commonality and simplicity of this imputation method, as well as its ability to capture the most recent trend.