



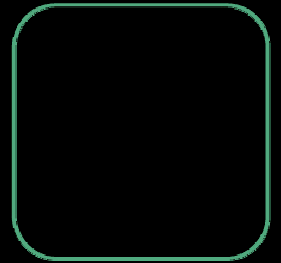
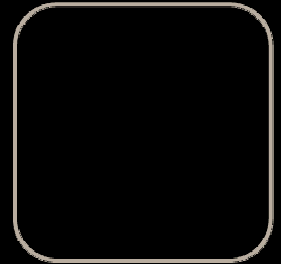
essential safety. essential advantage.

Caregiver Vigilance Survey Analysis

Melissa Beran, Tina Brown, Xiao Chen, David Harris, Luke Tao,
Gene Rider

ICPHSO Presentation

February, 2005



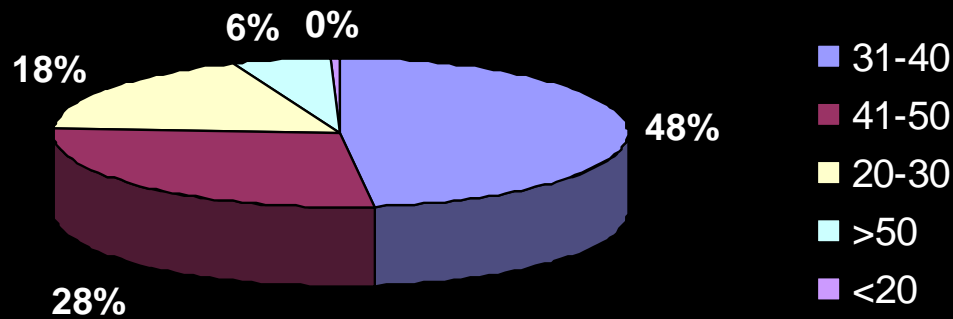


Caregiver Vigilance Survey

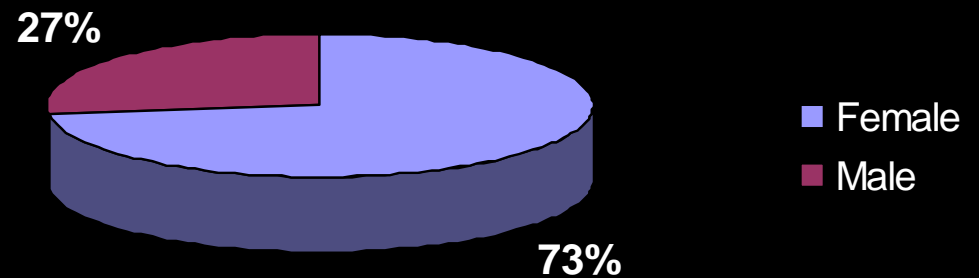
- Conducted in 2002 and 2003
- A total of 817 responses were received nationwide from an original sample of 20,000

Demographics

Age of Respondents

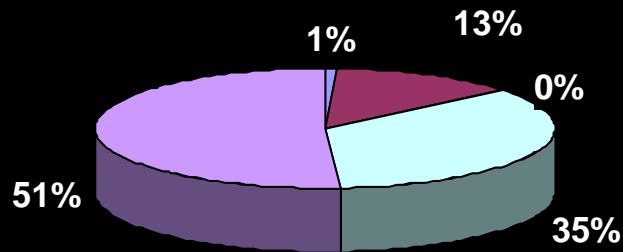


Gender of Respondents



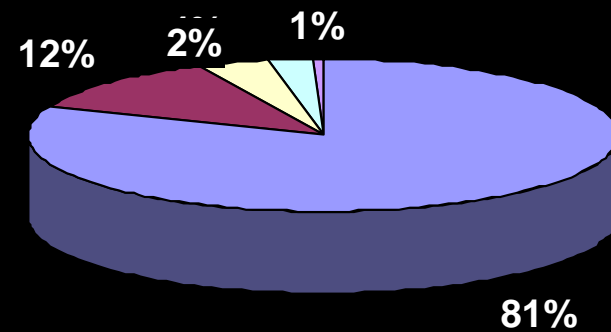
Demographics

Single/Two Parent Family Versus Income



- Single Parent, No Income
- Single Parent, One Income
- Two Parent, No Income
- Two Parent, Single Income
- Two Parent, Two Income

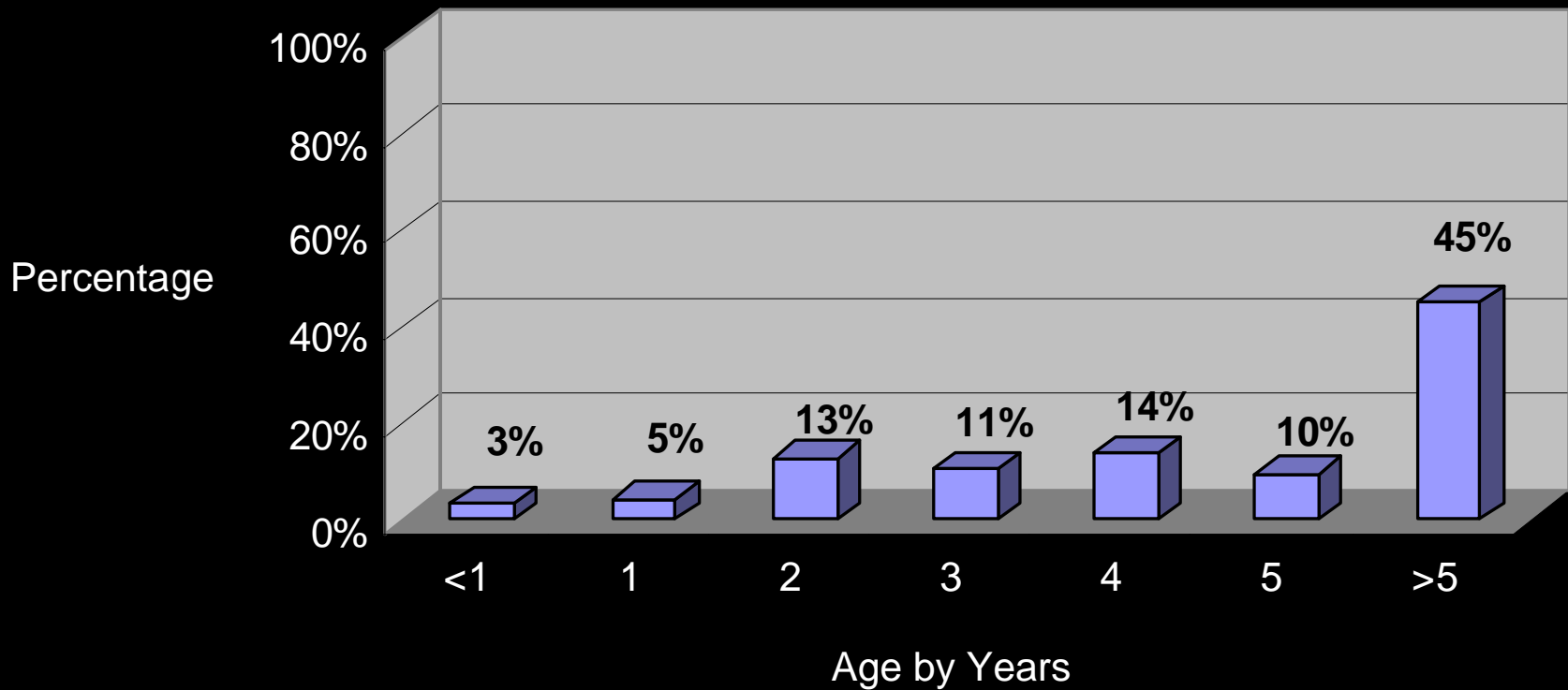
Primary Caregiver



- Mother
- Father
- Grandparent
- Other
- Sibling

Demographics

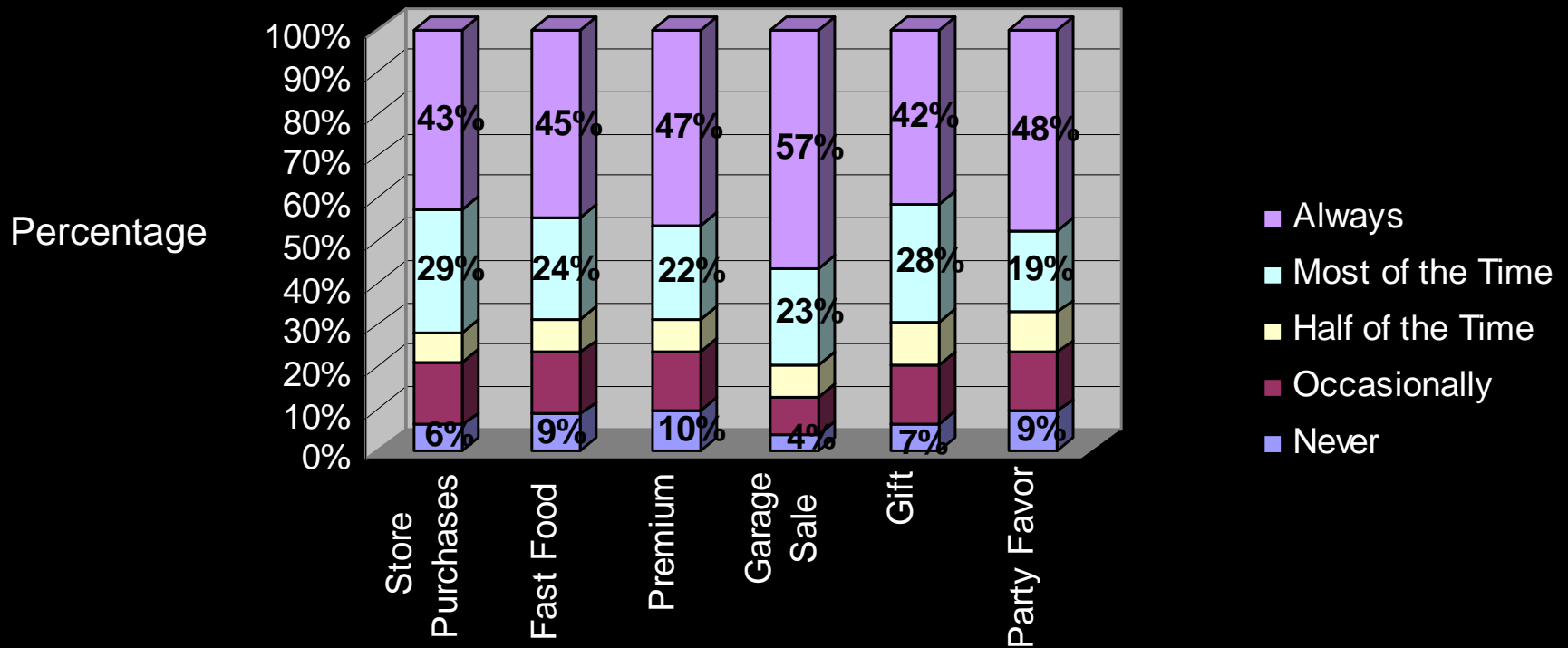
Age of Child Referenced for Survey



Toys

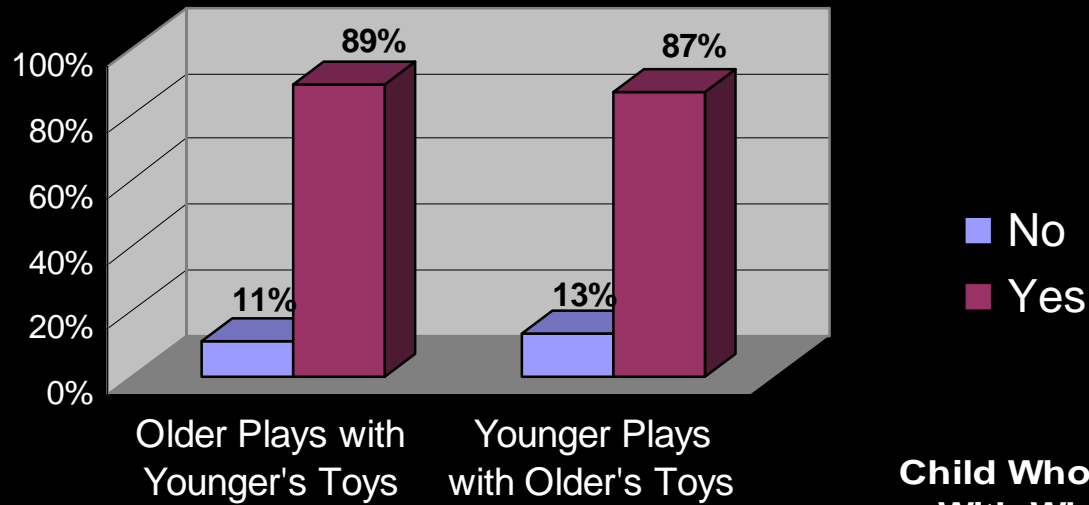
Caregiver Vigilance: Product Inspection

Frequency of Product Inspection versus Product Type

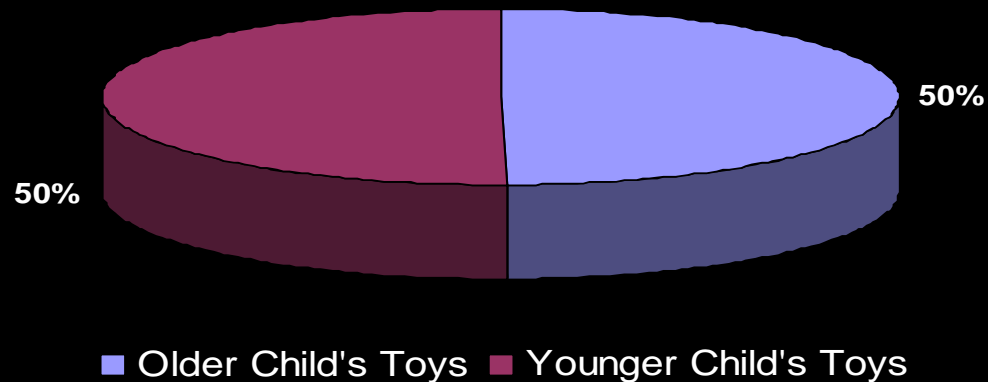


Child Behavior

Sharing of Toys

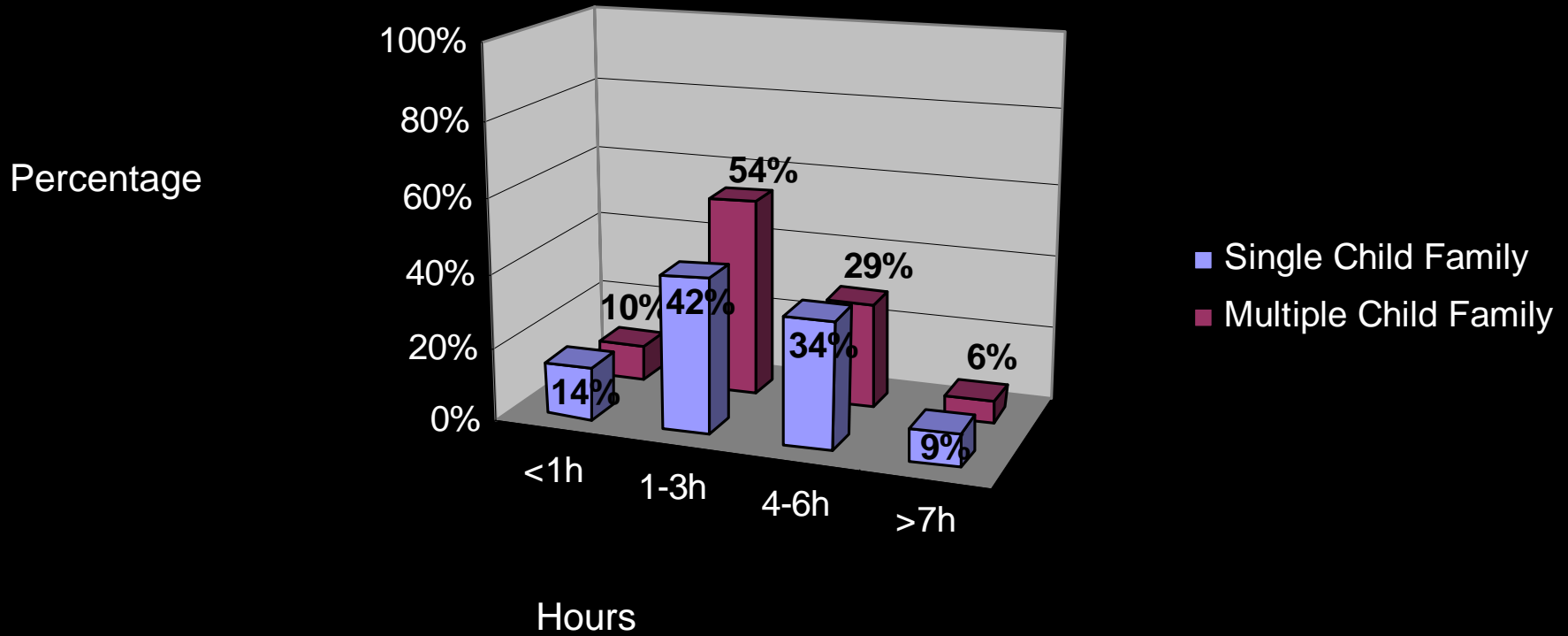


Child Whose Toys are Typically Played With When Children Play Together: Younger or Older



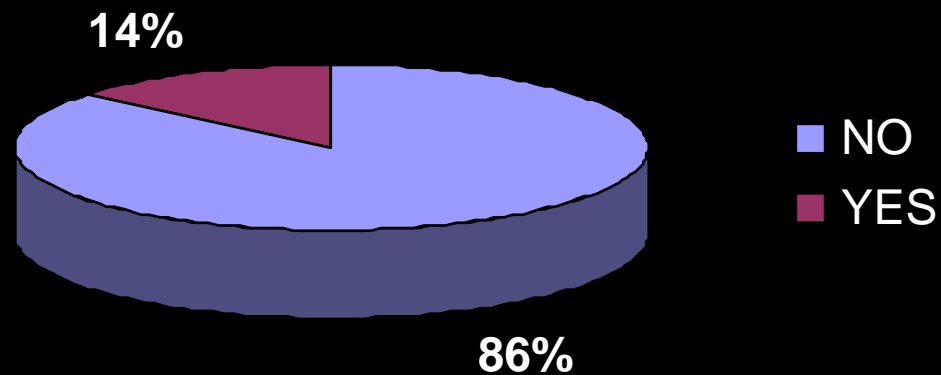
Child Behavior

Hours per Day Child Plays with Toys: as a Function of Number of Children in the Family



Child Behavior

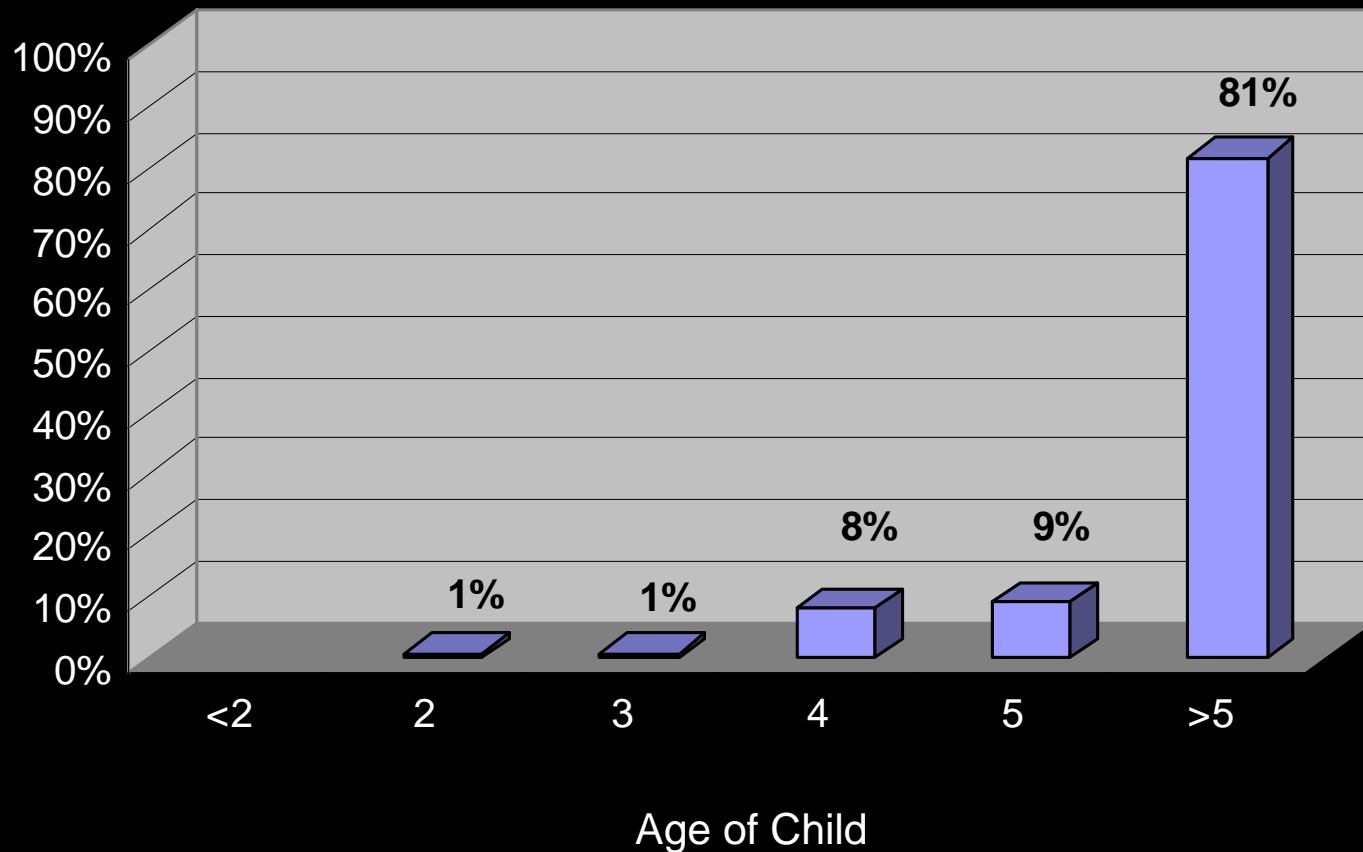
Percentage of Children Who Have Been Hurt While Playing With Toys



Caregiver Perceptions of the Child

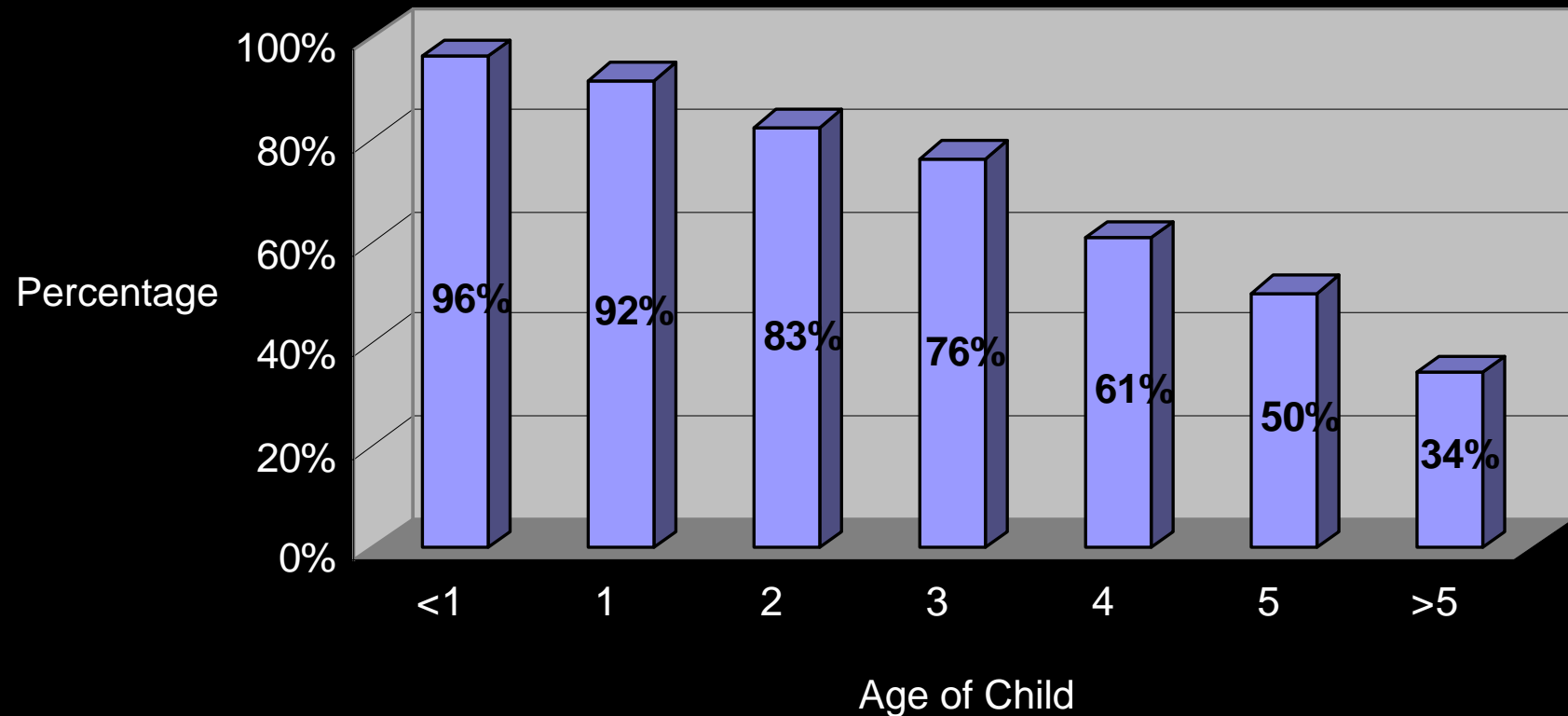
Caregiver Vigilance: Level of Supervision

Percentage of Caregivers Who Feel Their Child is Not in Need of Supervision While Bathing

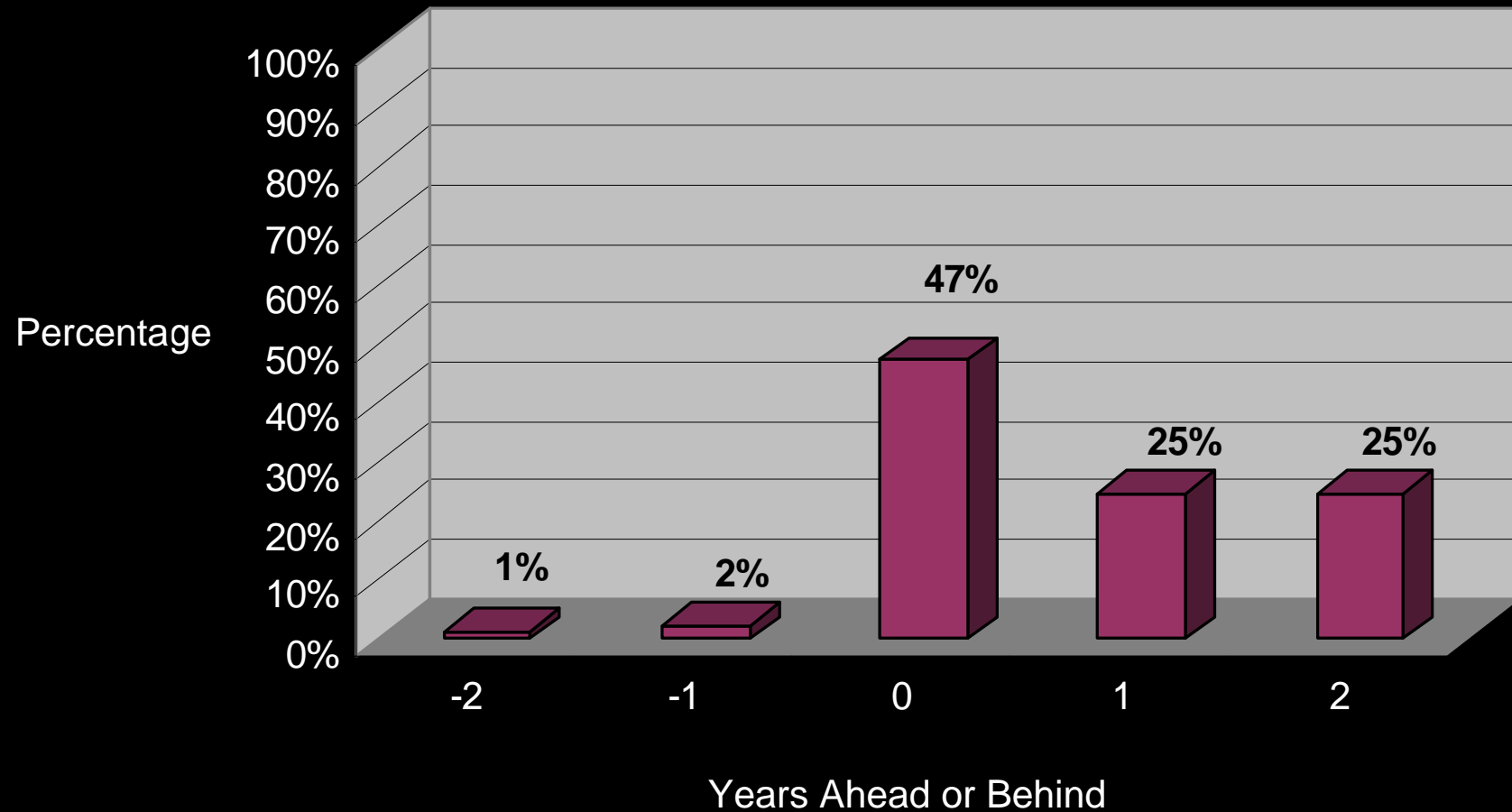


Caregiver Vigilance: Level of Supervision

Percentage of Caregivers Who Check on Their Child Every 15 Minutes When Playing Alone: as a Function of *Child's Age*

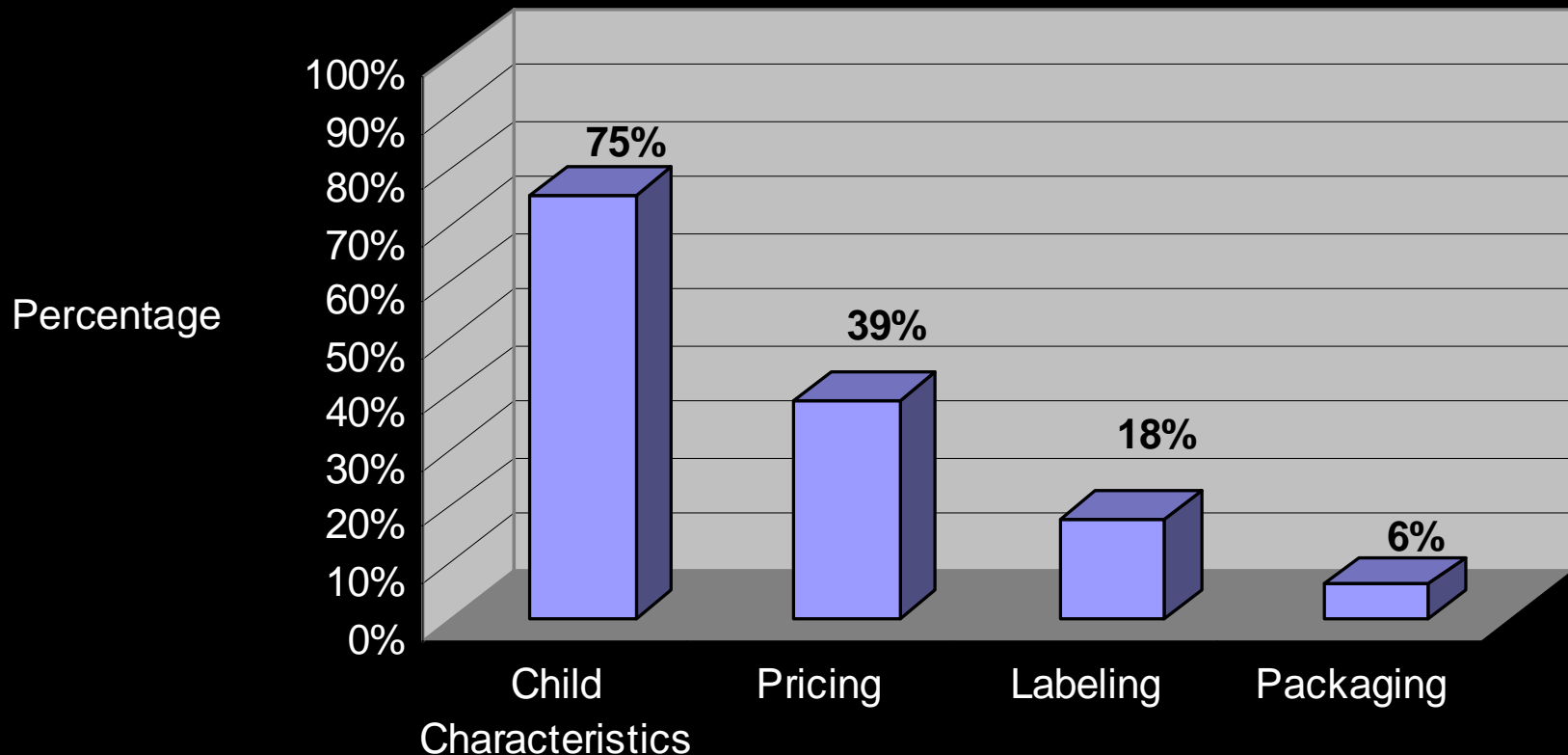


Estimations of Children's Overall Development



Caregiver Vigilance: Purchasing Considerations

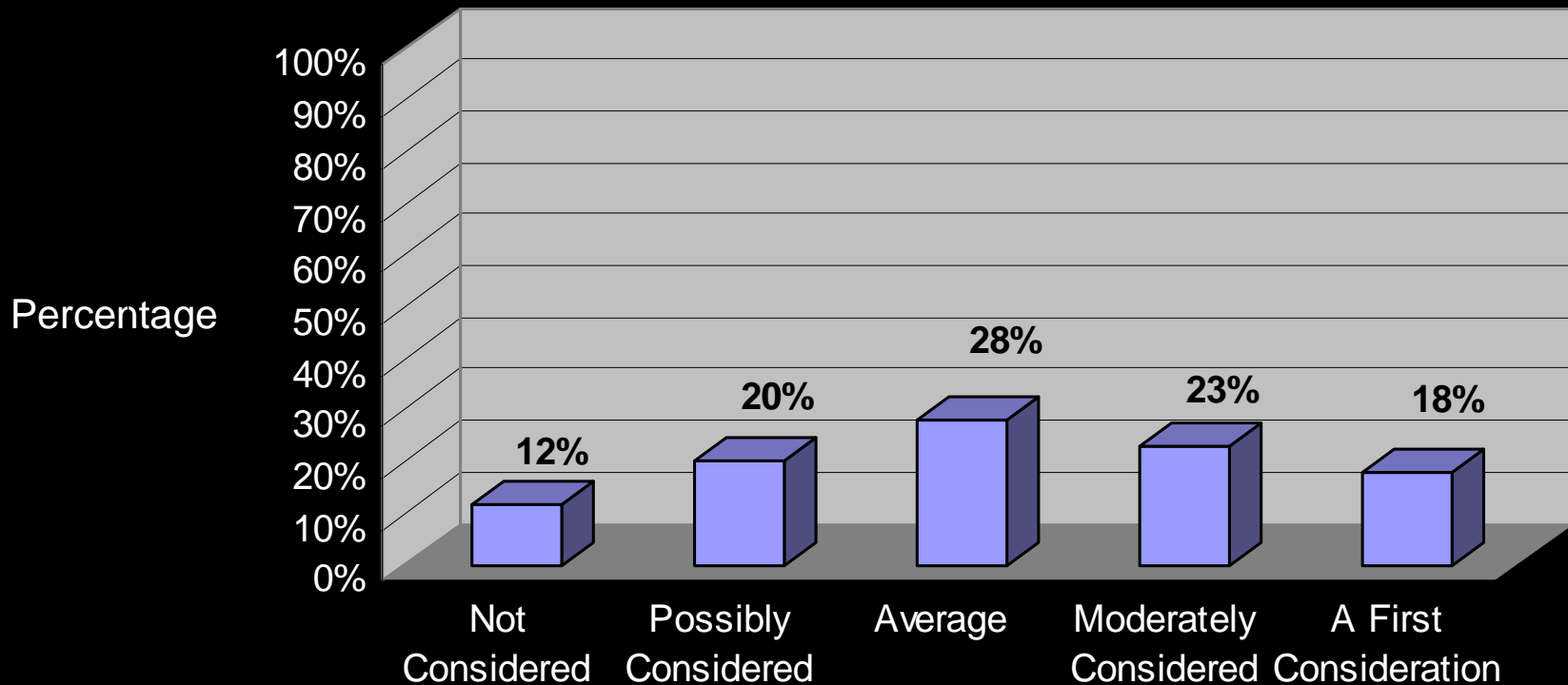
Caregiver Priorities When Purchasing Toys for Children



What Does This Mean to Me?

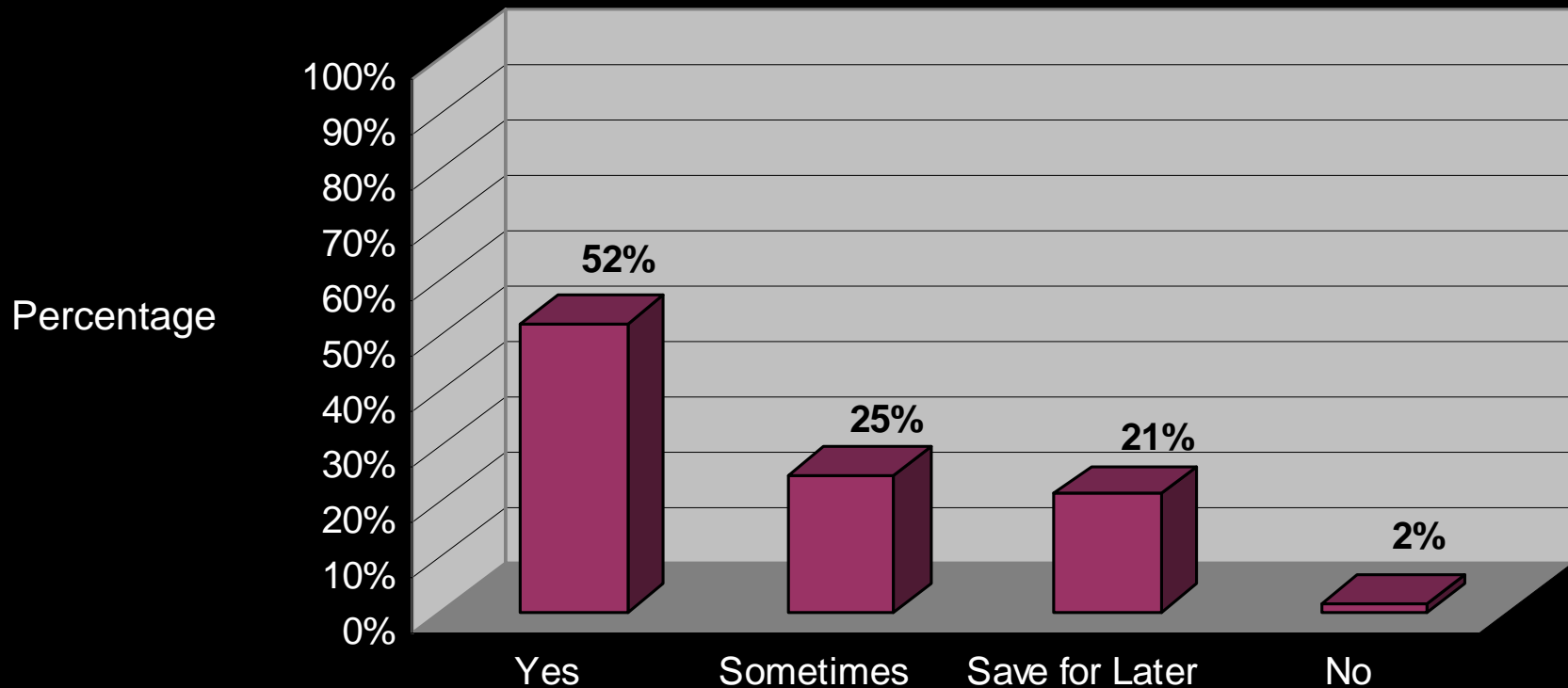
Warning Label: Consumer Attitude

Consideration of Labeling When Purchasing Toys for Children



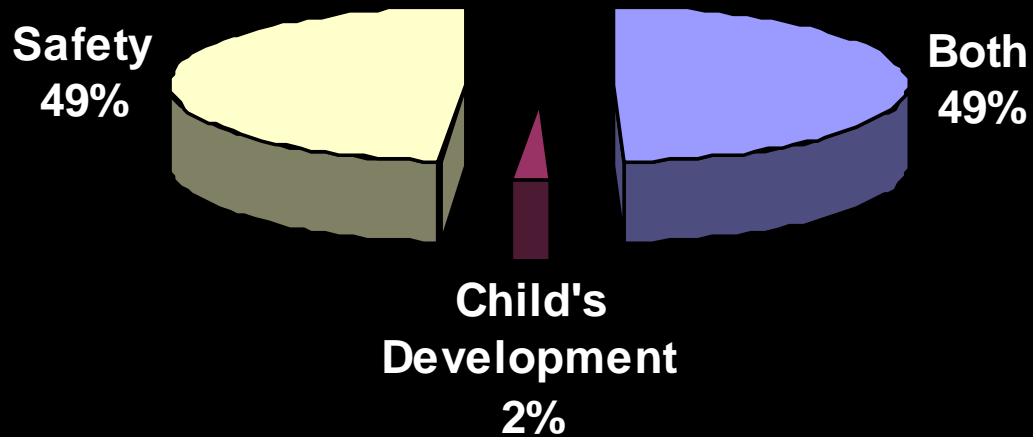
Warning Label: Age

Give Toys Labeled for Older Children to Younger Children



Warning Label: Comprehension

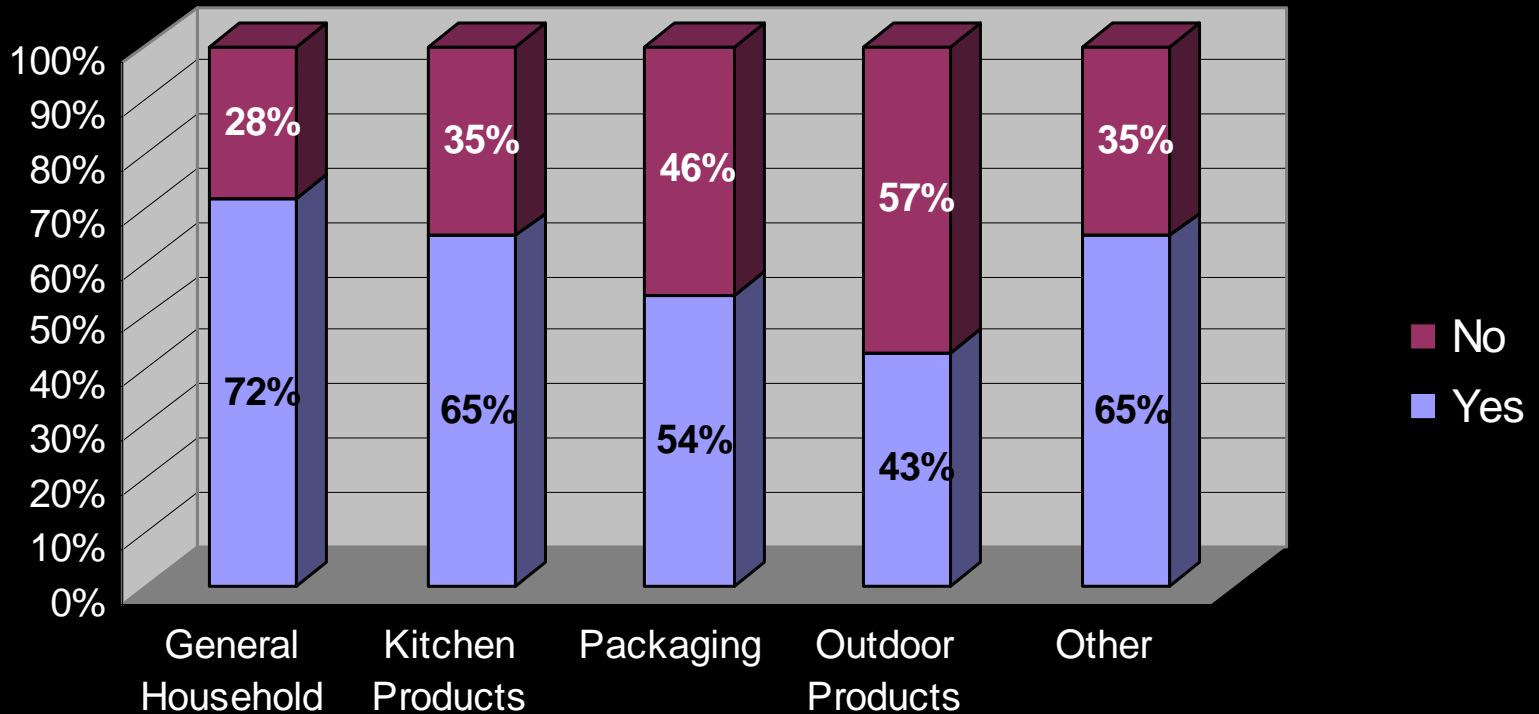
Warning Label Refers To:



Non - Toys

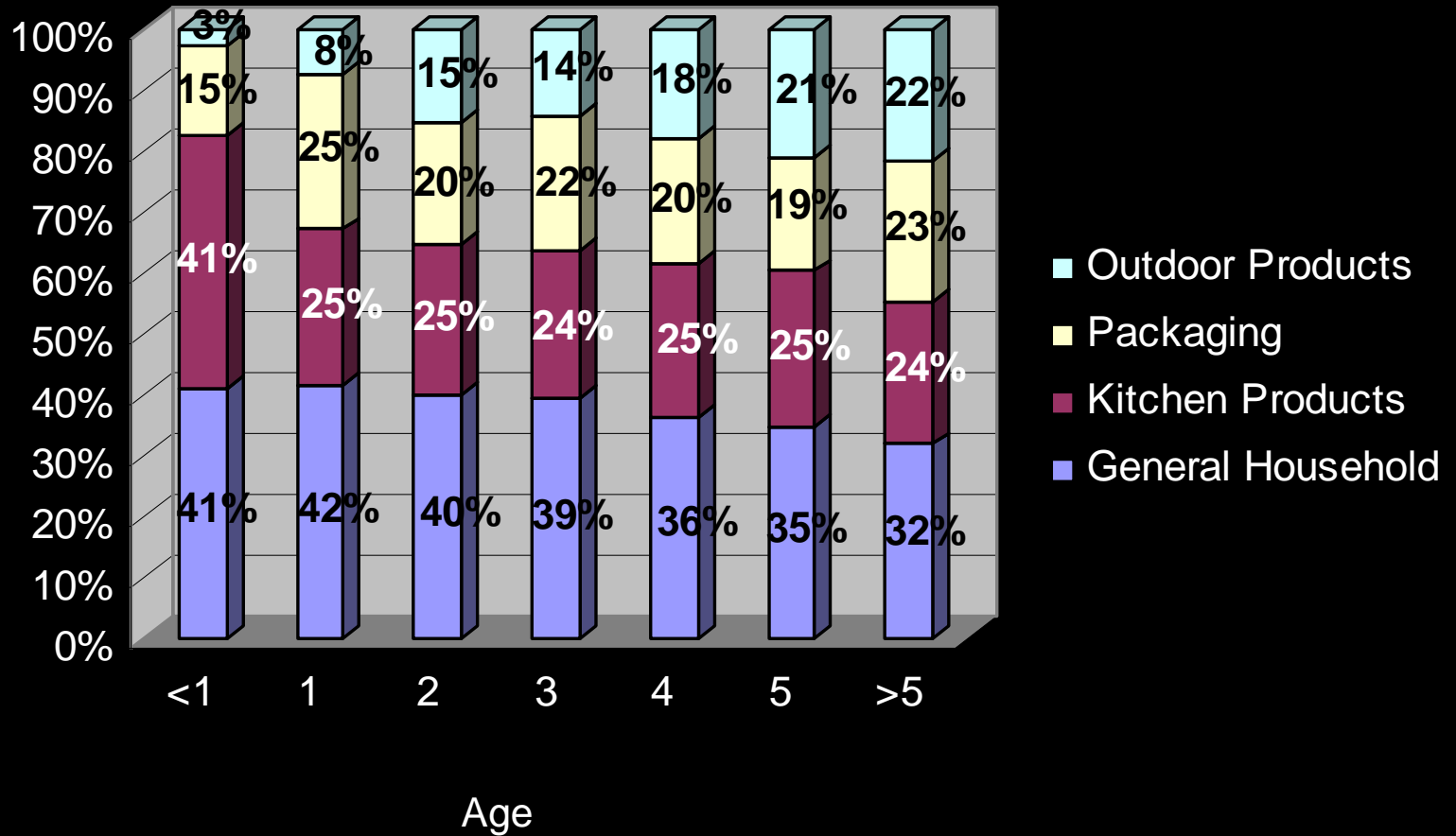
Child Behavior

Types of Products Children Play With as Witnessed by Their Caregivers



Child Behavior

Types of Products Children Play With as a Function of Age



In Summary:

- 1) Children of all ages play with toys intended for children younger AND older than them.
- 2) The perceptions of the caregiver presented today are facts. We must adapt to the caregiver's beliefs instead of attempting to think for them.
- 3) Warning labels mean different things to different individuals. So, are we making our point?
- 4) Information on caregiver vigilance must be taken into consideration when developing all types of products, not just toys.

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