



National Survey Results

Q1 The Consumer Product Safety Commission (or CPSC) is currently investigating sets of high-powered magnets typically used for art, education, and stress relief. The concern is that they are an ingestion hazard to children because magnets can pinch internally once two or more are swallowed, which may require surgery. If all legally required warnings are clearly labeled on the packaging, which of these levels of age restriction do you believe is appropriate for consumer high-powered magnet sets: do you think there should be no age restriction; should the magnets be limited to children 8 and over as currently required by federal regulation for science kits with high powered magnets; should the magnets be limited to children aged 16 and over, similar to motor vehicles; should the magnets be limited to persons aged 18 and over similar to tobacco; should the magnets be limited to persons aged 21 and over similar to alcohol, do you think the magnets should be completely banned and no one should

No age restriction....14% 21 and over..... 3%
8 and over.....44% Completely banned. 6%
16 and over.....19% Not sure 6%
18 and over..... 7%

Q2 Do you think any of the following items should be completely banned in the US: firearms, tobacco, alcohol, or motor vehicles?

Yes.....21% Not sure 7%
No.....72%

Q3 Do you think any of the following items should be completely banned in the US: skateboards, balloons, swimming pools, or trampolines?

Yes..... 6% Not sure 3%
No.....91%

Q4 A specific government organization states that magnet sets are safer and more useful than balloons. If the same organization then attempts to ban magnet sets for all ages, how would this action affect the organization's reputation and credibility, in your opinion?

Negative effect.....39% Positive effect 5%
No difference30% Not sure26%

Q5 Are you aware that the CPSC is currently in rulemaking procedures to ban sales of high powered magnet sets to all ages?

Yes.....11% No.....89%

Q6 Are you aware that the CPSC has sued multiple companies that sell high powered magnet sets, including companies that have had no record of injury?

Yes..... 7%
No.....93%

Q7 Are you, or do you expect to be, a parent?

Currently a parent.....79%
Plan to be a parent 7%
Do not plan to be a parent 12%
Not sure 1%

Q8 If you are a woman, press 1. If a man, press 2.

Woman 53%
Man.....47%

Q9 If you are 18 to 29 years old, press 1. If 30 to 41, press 2. If 42 to 53, press 3. If 54 to 64, press 4. If 65 or older, press 5.

18 to 29..... 14%
30 to 41..... 18%
42 to 53..... 26%
54 to 64..... 22%
65 or older..... 20%





Crosstabs

| | Base | Parent? | | | |
|--|------|--------------------|---------------------|----------------------------|----------|
| | | Currently a parent | Plan to be a parent | Do not plan to be a parent | Not sure |
| Appropriate Age Restriction for Magnets | | | | | |
| No age restriction | 14% | 13% | 20% | 14% | 38% |
| 8 and over | 44% | 48% | 40% | 28% | 18% |
| 16 and over | 19% | 19% | 14% | 22% | 12% |
| 18 and over | 7% | 5% | 16% | 12% | 20% |
| 21 and over | 3% | 2% | 5% | 5% | 12% |
| Completely banned | 6% | 7% | - | 9% | - |
| Not sure | 6% | 6% | 5% | 10% | - |

| | Base | Parent? | | | |
|--|------|--------------------|---------------------|----------------------------|----------|
| | | Currently a parent | Plan to be a parent | Do not plan to be a parent | Not sure |
| Should Guns, Tobacco, Alcohol, or Cars Be Banned? | | | | | |
| Yes | 21% | 20% | 29% | 22% | 32% |
| No | 72% | 73% | 70% | 69% | 50% |
| Not sure | 7% | 7% | 2% | 9% | 18% |

| | Base | Parent? | | | |
|---|------|--------------------|---------------------|----------------------------|----------|
| | | Currently a parent | Plan to be a parent | Do not plan to be a parent | Not sure |
| Should Skateboards, Balloons, Pools, or Trampolines Be Banned? | | | | | |
| Yes | 6% | 6% | 5% | 6% | 12% |
| No | 91% | 91% | 94% | 90% | 68% |
| Not sure | 3% | 3% | 1% | 4% | 20% |

| | Base | Parent? | | | |
|---|------|--------------------|---------------------|----------------------------|----------|
| | | Currently a parent | Plan to be a parent | Do not plan to be a parent | Not sure |
| If Gov't Org. Banned Magnets, Effect on Your Opinion of It | | | | | |
| Negative effect | 39% | 40% | 43% | 29% | 49% |
| No difference | 30% | 30% | 44% | 25% | 6% |
| Positive effect | 5% | 5% | 7% | 4% | 26% |
| Not sure | 26% | 25% | 5% | 42% | 18% |





Crosstabs

| | Base | Parent? | | | |
|---|------|--------------------|---------------------|----------------------------|----------|
| | | Currently a parent | Plan to be a parent | Do not plan to be a parent | Not sure |
| Aware CPSC in Rulemaking Procedures on Magnet Ban? | | | | | |
| Yes | 11% | 10% | 15% | 11% | 7% |
| No | 89% | 90% | 85% | 89% | 93% |

| | Base | Parent? | | | |
|--|------|--------------------|---------------------|----------------------------|----------|
| | | Currently a parent | Plan to be a parent | Do not plan to be a parent | Not sure |
| Aware CPSC Has Sued Magnet Sellers? | | | | | |
| Yes | 7% | 7% | 7% | 9% | 7% |
| No | 93% | 93% | 93% | 91% | 93% |

| | Base | Gender | |
|--|------|--------|-----|
| | | Woman | Man |
| Appropriate Age Restriction for Magnets | | | |
| No age restriction | 14% | 8% | 21% |
| 8 and over | 44% | 49% | 39% |
| 16 and over | 19% | 19% | 19% |
| 18 and over | 7% | 6% | 8% |
| 21 and over | 3% | 3% | 3% |
| Completely banned | 6% | 6% | 7% |
| Not sure | 6% | 9% | 4% |

| | Base | Gender | |
|--|------|--------|-----|
| | | Woman | Man |
| Should Guns, Tobacco, Alcohol, or Cars Be Banned? | | | |
| Yes | 21% | 24% | 18% |
| No | 72% | 66% | 78% |
| Not sure | 7% | 9% | 4% |





Crosstabs

| | Base | Gender | |
|---|------|--------|-----|
| | | Woman | Man |
| Should Skateboards, Balloons, Pools, or Trampolines Be Banned? | | | |
| Yes | 6% | 6% | 6% |
| No | 91% | 89% | 92% |
| Not sure | 3% | 4% | 2% |

| | Base | Gender | |
|---|------|--------|-----|
| | | Woman | Man |
| If Gov't Org. Banned Magnets, Effect on Your Opinion of It | | | |
| Negative effect | 39% | 33% | 44% |
| No difference | 30% | 32% | 29% |
| Positive effect | 5% | 7% | 3% |
| Not sure | 26% | 27% | 24% |

| | Base | Gender | |
|---|------|--------|-----|
| | | Woman | Man |
| Aware CPSC in Rulemaking Procedures on Magnet Ban? | | | |
| Yes | 11% | 7% | 14% |
| No | 89% | 93% | 86% |

| | Base | Gender | |
|--|------|--------|-----|
| | | Woman | Man |
| Aware CPSC Has Sued Magnet Sellers? | | | |
| Yes | 7% | 5% | 9% |
| No | 93% | 95% | 91% |





Crosstabs

| | Base | Age | | | | |
|--|------|----------|----------|----------|----------|-------------|
| | | 18 to 29 | 30 to 41 | 42 to 53 | 54 to 64 | 65 or older |
| Appropriate Age Restriction for Magnets | | | | | | |
| No age restriction | 14% | 9% | 12% | 17% | 19% | 11% |
| 8 and over | 44% | 44% | 62% | 45% | 42% | 31% |
| 16 and over | 19% | 20% | 15% | 20% | 20% | 18% |
| 18 and over | 7% | 11% | 5% | 4% | 8% | 8% |
| 21 and over | 3% | 2% | 2% | 1% | 1% | 9% |
| Completely banned | 6% | 5% | 2% | 7% | 5% | 13% |
| Not sure | 6% | 9% | 3% | 6% | 6% | 10% |

| | Base | Age | | | | |
|--|------|----------|----------|----------|----------|-------------|
| | | 18 to 29 | 30 to 41 | 42 to 53 | 54 to 64 | 65 or older |
| Should Guns, Tobacco, Alcohol, or Cars Be Banned? | | | | | | |
| Yes | 21% | 22% | 21% | 21% | 22% | 21% |
| No | 72% | 71% | 77% | 73% | 72% | 67% |
| Not sure | 7% | 7% | 2% | 6% | 6% | 13% |

| | Base | Age | | | | |
|---|------|----------|----------|----------|----------|-------------|
| | | 18 to 29 | 30 to 41 | 42 to 53 | 54 to 64 | 65 or older |
| Should Skateboards, Balloons, Pools, or Trampolines Be Banned? | | | | | | |
| Yes | 6% | 9% | 6% | 4% | 5% | 8% |
| No | 91% | 87% | 94% | 94% | 91% | 86% |
| Not sure | 3% | 4% | - | 2% | 5% | 6% |

| | Base | Age | | | | |
|---|------|----------|----------|----------|----------|-------------|
| | | 18 to 29 | 30 to 41 | 42 to 53 | 54 to 64 | 65 or older |
| If Gov't Org. Banned Magnets, Effect on Your Opinion of It | | | | | | |
| Negative effect | 39% | 40% | 48% | 38% | 41% | 26% |
| No difference | 30% | 31% | 29% | 33% | 27% | 31% |
| Positive effect | 5% | 7% | 5% | 3% | 6% | 8% |
| Not sure | 26% | 22% | 18% | 25% | 26% | 35% |





Crosstabs

| | Base | Age | | | | |
|---|------|----------|----------|----------|----------|-------------|
| | | 18 to 29 | 30 to 41 | 42 to 53 | 54 to 64 | 65 or older |
| Aware CPSC in Rulemaking Procedures on Magnet Ban? | | | | | | |
| Yes | 11% | 9% | 15% | 9% | 10% | 9% |
| No | 89% | 91% | 85% | 91% | 90% | 91% |

| | Base | Age | | | | |
|--|------|----------|----------|----------|----------|-------------|
| | | 18 to 29 | 30 to 41 | 42 to 53 | 54 to 64 | 65 or older |
| Aware CPSC Has Sued Magnet Sellers? | | | | | | |
| Yes | 7% | 2% | 12% | 4% | 10% | 7% |
| No | 93% | 98% | 88% | 96% | 90% | 93% |

