

EXHIBIT 3

1 of 7 questions from Magnet Survey 07/23/14

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MULTIPLE ANSWERS

Which (if any) of the following products should be removed entirely from the US market and made unavailable to all consumers, in your opinion?

Results for all respondents. Weighted data unavailable for this view. (704 responses)
Confidence too close to call.

Options

- Bar charts ON OFF
- Reach table ON OFF
- Weighted ON OFF
- Percentages ON OFF
- Sort by winner ON OFF

Answers

- Skateboards
- Balloons
- Swimming Pools
- Trampolines
- All Terrain Vehicles
- None of the above

Inferred Gender	
Sum	Compare
Male	Female
Inferred Age	
Sum	Compare
18-24	25-34
35-44	45-54
55-64	65+
Geography	
All of the USA	
Sum	Compare
Urban Density	
Sum	Compare
Urban	
Suburban	
Rural	
Inferred Income	
Sum	Compare
\$0-24K	\$25-49K
\$50-74K	\$75-99K
\$100-149K	\$150K+
Inferred Parental Status	
Sum	Compare
Parent	
Non-parent	

Answers	Unduplicated reach	# of answers
None of the above	16.9% of respondents	5
Skateboards	5.8% (+2.0 / -1.5)	
Balloons		
Swimming Pools		
Trampolines		
All Terrain Vehicles	5.5% (+1.9 / -1.5)	
All Terrain Vehicles	15.8% of respondents	4
Skateboards	5.0% (+1.9 / -1.4)	
Balloons		
Balloons Trampolines		
All Terrain Vehicles		
Skateboards	3.1% (+1.6 / -1.1)	
Balloons		
Trampolines	13.8% of respondents	3
Swimming Pools	1.7% (+1.3 / -0.7)	
All Terrain Vehicles		
Trampolines	10.2% of respondents	2
All Terrain Vehicles		
Trampolines	5.8% of respondents	1

Response metrics Results table

Metrics only apply to the topline results for this question. Filters and weighting do not apply.

Impressions
4,625

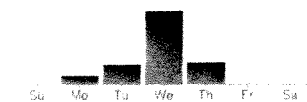
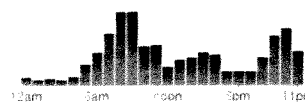
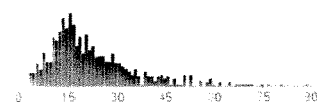
Responses
704

Response Rate
15.2%

Response Times
Median response time is 17.8 seconds

Responses by hour of day
Local times of respondents

Responses by day of week
Local times of respondents



Publisher categories
News: 73.4%, Mobile: 11.2%, Arts & Entertainment: 9.1%, Other: 6.2%

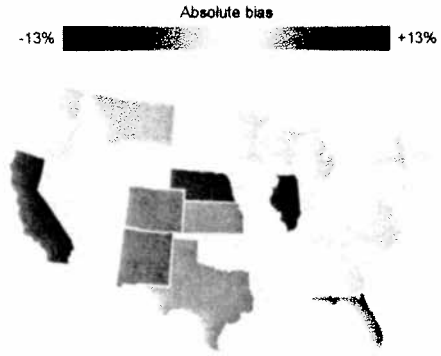
Answer details
The answers were displayed in a random order.
Below all the answers, there was an option for "None of the above".

Survey created by:
Zen Magnets
zenmagnets.com

Sampling bias

Comparing this question's sample distribution to the Internet Population data for US.

Group	Response	Non-response	Internet Population	Bias
Male	61.3%	52.7%	48.0%	13.3%
Female	38.7%	47.3%	52.0%	-13.3%
18-24	9.8%	8.3%	14.1%	-4.3%
25-34	21.0%	14.3%	19.4%	1.6%
35-44	12.9%	13.4%	18.7%	-5.9%
45-54	20.0%	22.8%	19.4%	0.6%
55-64	22.6%	21.4%	16.0%	6.6%
65+	13.8%	21.9%	12.3%	1.5%
Midwest	52.5%	54.9%	22.0%	30.5%
Northeast	10.5%	10.2%	18.9%	-8.4%
South	11.0%	10.0%	35.3%	-24.4%
West	26.0%	25.0%	23.8%	2.3%
RMSE score				6.5%



2 of 7 questions from Magnet Survey 07/23/14

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MULTIPLE ANSWERS

Which (if any) of the following products should be removed entirely from the US market and made unavailable to all consumers, in your opinion?

Results for all respondents. Weighted data unavailable for this view. (704 responses)
Confidence too close to call.

Options

- Bar charts ON OFF
- Reach table ON OFF
- Weighted ON OFF
- Percentages ON OFF
- Sort by winner ON OFF

Answers

- Firearms
- Tobacco
- Alcohol
- Fireworks
- Marijuana
- None of the above

Inferred Gender

Sum	Compare
Male	Female

Inferred Age

Sum	Compare
18-24	25-34
35-44	45-54
55-64	65+

Geography

Sum	Compare
All of the USA	

Urban Density

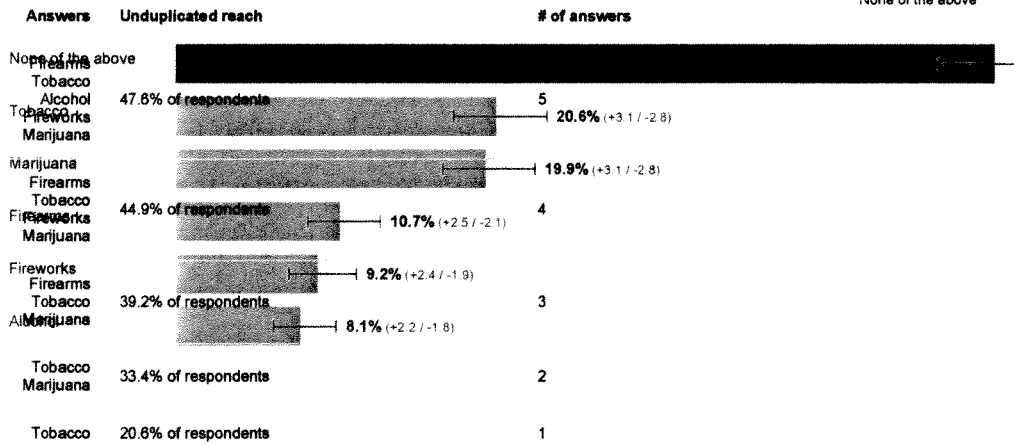
Sum	Compare
Urban	
Suburban	
Rural	

Inferred Income

Sum	Compare
\$0-24K	\$25-49K
\$50-74K	\$75-99K
\$100-149K	\$160K+

Inferred Parental Status

Sum	Compare
Parent	
Non-parent	



Response metrics Results table

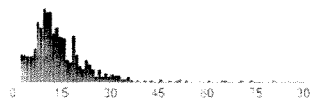
Metrics only apply to the topline results for this question. Filters and weighting do not apply.

Impressions
4,624

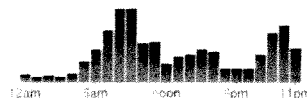
Responses
704

Response Rate
15.2%

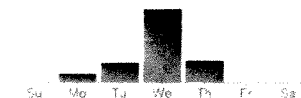
Response Times
Median response time is 11.1 seconds



Responses by hour of day
Local times of respondents



Responses by day of week
Local times of respondents



Publisher categories
News: 73.4%, Mobile: 11.2%, Arts & Entertainment: 9.1%, Other: 6.2%

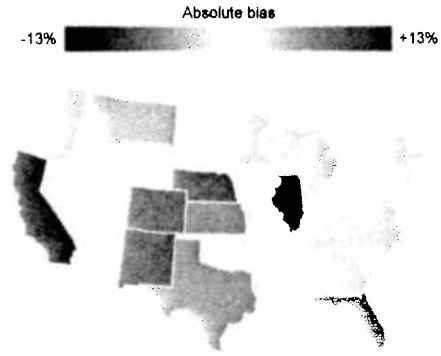
Answer details
The answers were displayed in a random order.
Below all the answers, there was an option for "None of the above".

Survey created by:
Zen Magnets
zenmagnets.com

Sampling bias

Comparing this question's sample distribution to the Internet Population data for US.

Group	Response	Non-response	Internet Population	Bias
Male	60.5%	54.5%	48.0%	12.4%
Female	39.5%	45.5%	52.0%	-12.4%
18-24	9.8%	8.5%	14.1%	-4.3%
25-34	20.7%	15.1%	19.4%	1.3%
35-44	12.9%	12.7%	18.7%	-5.9%
45-54	20.0%	20.7%	19.4%	0.6%
55-64	22.6%	20.3%	16.0%	6.6%
65+	14.0%	22.7%	12.3%	1.7%
Midwest	52.0%	57.0%	22.0%	30.0%
Northeast	10.4%	8.8%	18.9%	-8.5%
South	10.8%	8.9%	35.3%	-24.5%
West	26.8%	25.4%	23.8%	3.0%
RMSE score				6.4%



3 of 7 questions from Magnet Survey 07/23/14 Share Export

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IMAGE WITH MENU

Are you aware that Federal Government is attempting to remove "aggregate sets of high powered magnets", typically used for art and education, from the US market?

Options

Weighted ON OFF

Percentages ON OFF

Sort by winner ON OFF

Answers

Yes

No

Inferred Gender

Sum Compare

Male Female

Inferred Age

Sum Compare

18-24 25-34

35-44 45-54

55-64 65+



Geography

All of the USA

Sum Compare

Urban Density

Sum Compare

Urban

Suburban

Rural

Results for respondents with demographics. Weighted by Age, Gender, Region. (418 responses)
Order statistically significant.

No



Yes



13.2% (+5.6 / -4.1)

Inferred Income

Sum Compare

\$0-24K \$25-49K

\$50-74K \$75-99K

\$100-149K \$150K+

Inferred Parental Status

Sum Compare

Parent

Non-parent

Response metrics Results table

Metrics only apply to the topline results for this question. Filters and weighting do not apply.

Impressions

4,624

Responses

704

Response Rate

15.2%

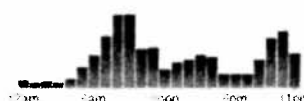
Response Times

Median response time is 10.2 seconds



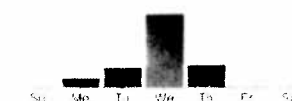
Responses by hour of day

Local times of respondents



Responses by day of week

Local times of respondents



Publisher categories

News: 73.4%, Mobile: 11.2%, Arts & Entertainment: 9.1%, Other: 6.2%

Answer details

The answers were displayed in a random order.

Sampling bias

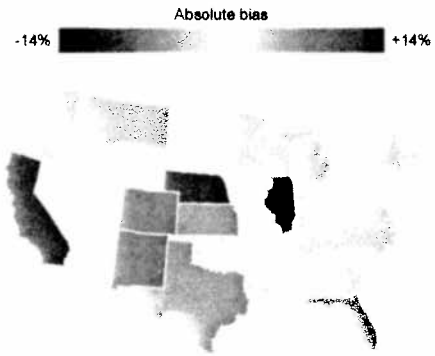
Comparing this question's sample distribution to the Internet Population data for US.

Group	Response	Non-response	Internet Population	Bias
Male	59.4%	56.7%	48.0%	11.3%
Female	40.6%	43.3%	52.0%	-11.3%
18-24	9.8%	9.1%	14.1%	-4.3%
25-34	20.8%	15.5%	19.4%	1.4%
35-44	12.9%	12.7%	18.7%	-5.9%

Survey created by:

Zen Magnets
zenmagnets.com

Group	Response	Non-response	Internet Population	Bias
45-54	20.0%	20.8%	19.4%	0.7%
55-64	22.7%	19.5%	18.0%	6.6%
65+	13.8%	22.3%	12.3%	1.5%
Midwest	52.9%	55.7%	22.0%	30.9%
Northeast	10.7%	8.2%	18.9%	-8.2%
South	10.2%	9.5%	35.3%	-25.2%
West	26.2%	26.6%	23.8%	2.4%
RMSE score				6.5%



4 of 7 questions from Magnet Survey 07/23/14

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SINGLE ANSWER

"When 2 or more magnets are swallowed, they can stick to intestines causing serious injury or death."

Options

Inferred Gender

Sum Compare
Male Female

Results for respondents with demographics. Weighted by Age, Gender. (419 responses)
Confidence too close to call.

Weighted ON OFF

Percentages ON OFF

Sort by winner ON OFF

Inferred Age

Sum Compare
18-24 25-34
35-44 45-54
55-64 65+

Answers

I was already aware of this.

I don't believe this, or doubt it's truth.

I believe this, but wasn't previously aware.

I don't understand the statement.

Geography

All of the USA
Sum Compare

Response metrics Results table

Urban Density

Sum Compare
Urban
Suburban
Rural

Metrics only apply to the topline results for this question. Filters and weighting do not apply.

Impressions
4,624

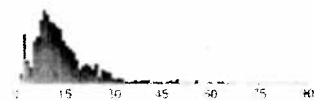
Responses
704

Response Rate
15.2%

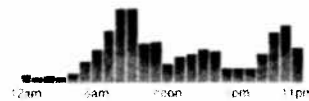
Inferred Income

Sum Compare
\$0-24K \$25-49K
\$50-74K \$75-99K
\$100-149K \$150K+

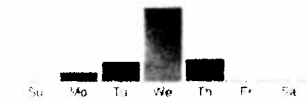
Response Times
Median response time is 10.7 seconds



Responses by hour of day
Local times of respondents



Responses by day of week
Local times of respondents



Inferred Parental Status

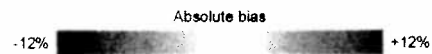
Sum Compare
Parent
Non-parent

Publisher categories
News: 73.4%, Mobile: 11.2%, Arts & Entertainment: 9.1%, Other: 6.2%

Answer details
The answers were displayed in a random order.

Sampling bias
Comparing this question's sample distribution to the internet Population data for US.


Group	Response	Non-response	Internet Population	Bias
Male	61.3%	53.8%	48.0%	13.3%
Female	38.7%	46.2%	52.0%	-13.3%
18-24	9.1%	12.5%	14.1%	-5.0%
25-34	20.9%	18.8%	19.4%	1.5%
35-44	13.0%	9.4%	18.7%	-5.8%
45-54	20.2%	19.5%	19.4%	0.8%
55-64	22.8%	17.2%	16.0%	6.8%
65+	13.9%	22.7%	12.3%	1.6%
Midwest	53.0%	51.9%	22.0%	31.0%
Northeast	10.6%	8.7%	18.9%	-8.3%



Survey created by:
Zen Magnets
zenmagnets.com

Group	Response	Non-response	Internet Population	Bias
South	10.1%	12.8%	35.3%	-25.3%
West	26.3%	26.6%	23.8%	2.5%
RMSE score				6.6%

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Survey created by: 
Zen Magnets
zenmagnets.com

5 of 7 questions from Magnet Survey 07/23/14

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SINGLE ANSWER

What age restriction for sales do you believe is appropriate, if warnings clearly communicate the ingestion hazard?

Results for all respondents. Weighted data unavailable for this view. (704 responses)
Winner statistically significant.

Options

- Word cloud ON OFF
- Bar charts ON OFF
- Weighted ON OFF
- Percentages ON OFF
- Sort by winner ON OFF

Answers

Group other responses

0+: No age restriction

8+: Current age for Magnet Science Kits

16+: Common US Motor Vehicle Use

18+ or 21+: Tobacco, Alcohol, Guns

122+: No reasonable warnings exist

Other responses

Inferred Gender

Sum	Compare
Male	Female

Inferred Age

Sum	Compare
18-24	25-34
35-44	45-54
55-64	65+

Geography

Sum	Compare
All of the USA	

Urban Density

Sum	Compare
Urban	
Suburban	
Rural	

Inferred Income

Sum	Compare
\$0-24K	\$25-49K
\$50-74K	\$75-99K
\$100-149K	\$150K+

Inferred Parental Status

Sum	Compare
Parent	
Non-parent	

Response metrics Results table

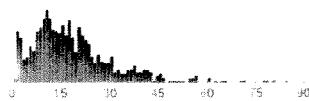
Metrics only apply to the topline results for this question. Filters and weighting do not apply.

Impressions
4,624

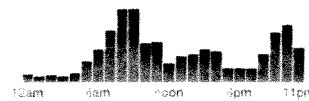
Responses
704

Response Rate
15.2%

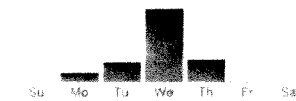
Response Times
Median response time is 15.0 seconds



Responses by hour of day
Local times of respondents



Responses by day of week
Local times of respondents



Publisher categories
News: 73.4%, Mobile: 11.2%, Arts & Entertainment: 9.1%, Other: 6.2%

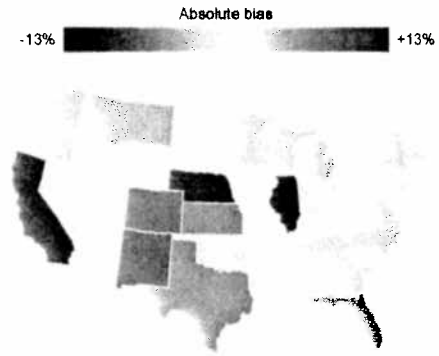
Answer details
The answers were displayed in a fixed order.
Below all the answers, there was an open text box for write-in answers.

Sampling bias
Comparing this question's sample distribution to the Internet Population data for US.

Group	Response	Non-response	Internet Population	Bias
Male	61.3%	58.9%	48.0%	13.3%
Female	38.7%	41.1%	52.0%	-13.3%
18-24	9.8%	13.0%	14.1%	-4.3%
25-34	20.8%	29.6%	19.4%	1.4%
35-44	12.9%	5.6%	18.7%	-5.9%

Survey created by:
Zen Magnets
zenmagnets.com

Group	Response	Non-response	Internet Population	Bias
45-54	20.0%	16.7%	19.4%	0.7%
55-64	22.7%	7.4%	18.0%	6.6%
65+	13.8%	27.8%	12.3%	1.5%
Midwest	52.5%	55.8%	22.0%	30.5%
Northeast	10.5%	7.6%	18.9%	-8.4%
South	11.0%	11.0%	35.3%	-24.4%
West	26.0%	25.6%	23.8%	2.3%
RMSE score				6.6%



6 of 7 questions from Magnet Survey 07/23/14

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SINGLE ANSWER

If you are a parent, or plan to be a parent, at what age do you expect your children to be able to not swallow magnets?

Results for all respondents. Weighted data unavailable for this view. (704 responses)
Confidence too close to call.

Options

Word cloud ON OFF

Bar charts ON OFF

Weighted ON OFF

Percentages ON OFF

Sort by winner ON OFF

Answers

Group other responses

4-7

8-11

12-15

16+

I am not a parent

Other responses

Inferred Gender

Sum	Compare
Male	Female

Inferred Age

Sum	Compare
18-24	25-34
35-44	45-54
55-64	65+

Geography

Sum	Compare
All of the USA	

Urban Density

Sum	Compare
Urban	
Suburban	
Rural	

Inferred Income

Sum	Compare
\$0-24K	\$25-49K
\$50-74K	\$75-99K
\$100-149K	\$150K+

Inferred Parental Status

Sum	Compare
Parent	
Non-parent	

Response metrics Results table

Metrics only apply to the topline results for this question. Filters and weighting do not apply.

Impressions

4,624

Responses

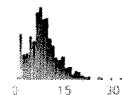
704

Response Rate

15.2%

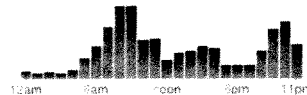
Response Times

Median response time is 7.1 seconds



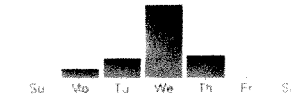
Responses by hour of day

Local times of respondents



Responses by day of week

Local times of respondents



Publisher categories

News: 73.4%, Mobile: 11.2%, Arts & Entertainment: 9.1%, Other: 6.2%

Answer details

The answers were displayed in a fixed order.

Below all the answers, there was an open text box for write-in answers.

Sampling bias

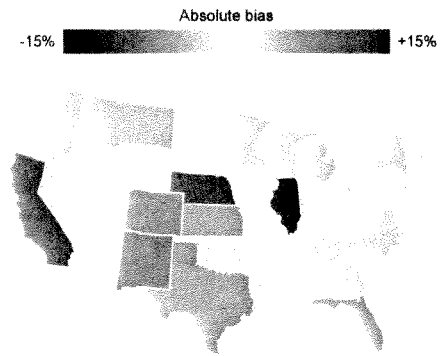
Comparing this question's sample distribution to the Internet Population data for US.

Group	Response	Non-response	Internet Population	Bias
Male	64.2%	38.0%	48.0%	16.1%
Female	35.8%	62.0%	52.0%	-16.1%
18-24	9.4%	16.0%	14.1%	-4.7%
25-34	20.3%	38.0%	19.4%	0.9%
35-44	13.4%	0.0%	18.7%	-5.3%
45-54	20.8%	10.0%	19.4%	1.5%
55-64	23.6%	0.0%	16.0%	7.5%

Survey created by:

Zen Magnets
zenmagnets.com

Group	Response	Non-response	Internet Population	Bias
65+	12.4%	36.0%	12.3%	0.1%
Midwest	53.8%	44.9%	22.0%	31.8%
Northeast	10.8%	6.3%	18.9%	-8.1%
South	11.2%	10.2%	35.3%	-24.1%
West	24.2%	38.6%	23.8%	0.4%
RMSE score				6.9%



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Survey created by: —
 Zen Magnets
 zenmagnets.com

7 of 7 questions from Magnet Survey 07/23/14

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SINGLE ANSWER

If you are a parent, or plan to be a parent, at what age do you expect your children to be able share magnets safely, without endangering other children?

Results for all respondents. Weighted data unavailable for this view. (704 responses)
Winner statistically significant.

Options

Word cloud ON OFF

Bar charts ON OFF

Weighted ON OFF

Percentages ON OFF

Sort by winner ON OFF

Answers

Group other responses

4-7

8-11

12-15

16+

I am not a parent

Other responses

Inferred Gender

Sum Compare
Male Female

Inferred Age

Sum Compare
18-24 25-34
35-44 45-54
55-64 65+

Geography

All of the USA
Sum Compare

Urban Density

Sum Compare
Urban
Suburban
Rural

Inferred Income

Sum Compare
\$0-24K \$25-49K
\$50-74K \$75-99K
\$100-149K \$150K+

Inferred Parental Status

Sum Compare
Parent
Non-parent

Response metrics Results table

Metrics only apply to the topline results for this question. Filters and weighting do not apply.

Impressions

4,624

Responses

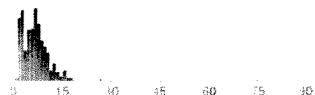
704

Response Rate

15.2%

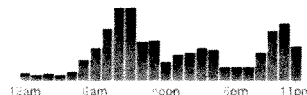
Response Times

Median response time is 5.2 seconds



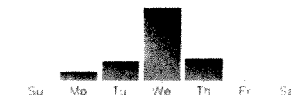
Responses by hour of day

Local times of respondents



Responses by day of week

Local times of respondents



Publisher categories

News: 73.4%, Mobile: 11.2%, Arts & Entertainment: 9.1%, Other: 6.2%

Answer details

The answers were displayed in a fixed order.

Below all the answers, there was an open text box for write-in answers.

Sampling bias

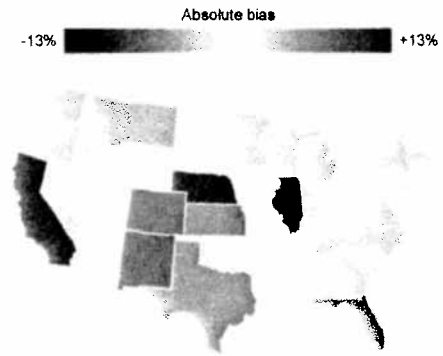
Comparing this question's sample distribution to the internet Population data for US.

Group	Response	Non-response	Internet Population	Bias
Male	61.3%	70.4%	48.0%	13.3%
Female	38.7%	29.6%	52.0%	-13.3%
18-24	9.8%	15.6%	14.1%	-4.3%
25-34	20.8%	40.6%	19.4%	1.4%
35-44	12.9%	0.0%	18.7%	-5.9%
45-54	20.0%	15.6%	19.4%	0.7%
55-64	22.7%	0.0%	16.0%	6.6%


Survey created by:

Zen Magnets
zenmagnets.com

Group	Response	Non-response	Internet Population	Bias
65+	13.8%	28.1%	12.3%	1.5%
Midwest	52.5%	52.4%	22.0%	30.5%
Northeast	10.5%	7.8%	18.9%	-8.4%
South	11.0%	10.7%	35.3%	-24.4%
West	26.0%	29.1%	23.8%	2.3%
RMSE score				6.8%



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