

PRODUCT REGISTRATION CARD

Data Collection

Name of the firm:	To be populated	Date of the recall:	To be populated
Name of the product recalled:	To be populated	Number of units sold:	To be populated

1. How many units were sold with CPSIA-required product registration card?

Consumers who registered their products

2. How many consumers registered their products?
3. What method(s) of registration (e.g., postal mail, email, website) are used more often by consumers?

Contacting consumers about the recall

4. Did you use the contact information obtained through the product registration cards to contact consumers about the recall?
5. Do you collect consumer contact information other than through product registration cards? If so, did you use the contact information that you collected through those databases to communicate with the consumers about the recall?
6. How many consumers did you attempt to contact directly about the recall?
7. What method(s) (e.g., postal mail, email, phone) did you use most frequently to directly contact the consumers about the recall?
8. Did you find that product registration cards have been beneficial for communications with your customers? Please compare its effectiveness versus other means to collect contact information (Question 5).
9. How would you compare the effectiveness of the product registration cards in communicating with the public about recalls versus other methods of communicating with consumers, directly or indirectly (e.g., firm's website, blogs, TV announcements, word-of-mouth) about recalls? Please provide as much information as possible regarding the relative effectiveness of these types of communications.

Return/correction rate of the recalled product

10. How many products were returned/corrected?
11. Do you have a breakdown of the number of returned/corrected products that belong to the consumers who registered their products versus did not?
12. How do you measure/quantify recall effectiveness?

Other Questions

13. Are there any specific methods that you employ to ensure that consumers notice and handle the product registration card after purchasing the product?
14. Do you have any suggestions for improvements in the product registration card content and design that would

- a) make consumers more likely to register their products
- b) enable manufacturers to more effectively communicate with consumers in the event of a recall, or
- c) otherwise improve the utility of the product registration cards?