

# SURVEY

## Information about the recall

|   |   |  |
|---|---|--|
| 1 | What is the name of the firm?   |  |
| 2 | What was the recalled product?  |  |
| 3 | What was the date of the recall?  |  |
| 4 | How many units were sold?   |  |
| 5 | How many units were sold with a CPSIA-required product registration card? |  |

## Information about the consumers who registered their products

|   |  |  |
|---|--|--|
| 6 | Of the number of units sold with a CPSIA-required product registration card, how many consumers registered their products? |  |
|---|--|--|

*Among these consumers:*

|     |   |  |
|-----|---|--|
| 6.1 | How many consumers registered by mailing in the CPSIA-required product registration card?       |  |
| 6.2 | How many consumers registered online (using firm's website)?                                    |  |
| 6.3 | How many consumers registered by sending e-mail?  |  |
| 6.4 | How many consumers used other methods to register, if applicable? Please explain these methods. |  |

Information about the firm's attempt to contact the consumers directly about the recall

|   |  |  |
|---|--|--|
| 7 | Overall, how many consumers did the firm attempt to contact directly about the recall? |  |
|---|--|--|

|     |  | By using the information provided on the product registration cards | By using information gathered with methods other than product registration cards (e.g., customer loyalty cards, customer shipping database)? |
|-----|--|---|--|
| 7.1 | How many consumers did the firm attempt to contact directly about the recall?  |   |  |
| 7.2 | How many consumers did the firm attempt to contact about the recall via postal mail?   |   |  |
| 7.3 | How many consumers did the firm attempt to contact about the recall via e-mail?  |   |  |
| 7.4 | How many consumers did the firm attempt to contact about the recall via phone?   |   |  |
| 7.5 | How many consumers did the firm attempt to contact about the recall via other methods? Please explain these methods.                     |   |  |
| 7.6 | How many consumers were not reached due to contact information that was no longer valid?   |   |  |
|     | 1. How many consumers had invalid postal addresses?  |   |  |
|     | 2. How many consumers had invalid e-mail addresses?  |   |  |
|     | 3. How many consumers had invalid phone numbers?   |   |  |
|     | 4. How many consumers had other types of invalid contact information?  |   |  |
| 7.7 | Please explain the methods that the firm uses to collect consumer contact information for recalls other than product registration cards. |   |  |

## Information about the return/correction rate of the recalled product

|     |  |  |
|-----|--|--|
| 8   | What is the total number of products returned/corrected?   |  |
| 8.1 | What is the total number of products returned/corrected by consumers who were reached via information provided on the product registration cards?  |  |
| 8.2 | What is the total number of products returned/corrected by consumers who were reached via contact information gathered with methods other than product registration cards?   |  |
| 8.3 | What is the total number of products returned/corrected by consumers who were not reached directly but may have heard about the recall via other means such as the firm's website, blogs, TV announcements, and word-of-mouth? |  |

## Other Questions

|    |  |  |
|----|--|--|
| 9  | Are there any specific methods that the firm employs to ensure that consumers notice and handle the product registration card after purchasing the product?  |  |
| 10 | Does the firm have any suggestions for changes to the product registration card content and design that would make consumers more likely to register their products, enable manufacturers to more effectively communicate with consumers in the event of a recall, or otherwise improve the utility of the product registration cards? |  |