

# Consumer Recall Survey

Analysis of consumer recall behavior and participation



Fighting for Product Safety

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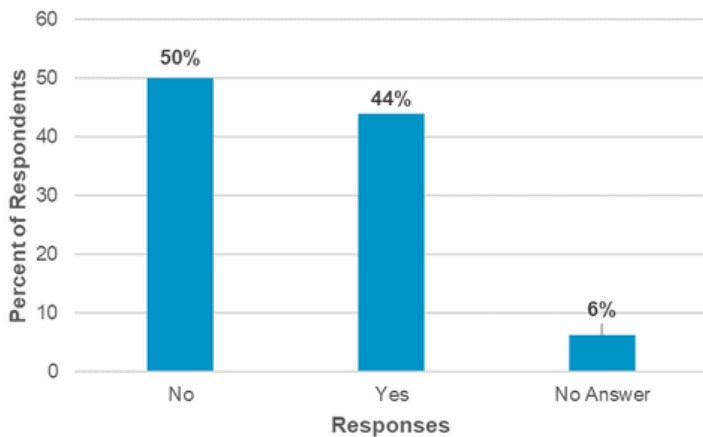
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## Survey Mission

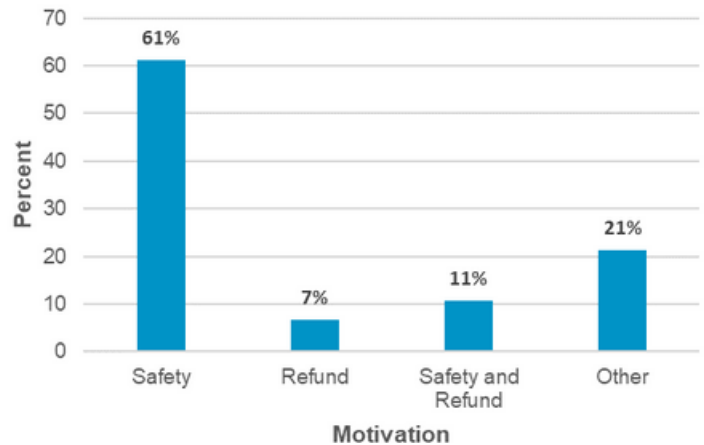
KID surveyed parents and caregivers to identify and analyze views on the children's product recall process. The findings illuminate the areas needing improvement to remove recalled products from homes and childcare facilities.

## Participation Trends

Most Respondents Have Not Participated in a Recall



Safety Is the Most Prominent Motivation to Participate in Recalls



## Reasons for Not Participating

Sample Responses:

*"Inconvenient, did not have time as new parent, waste of mental energy, needed it done for me"*

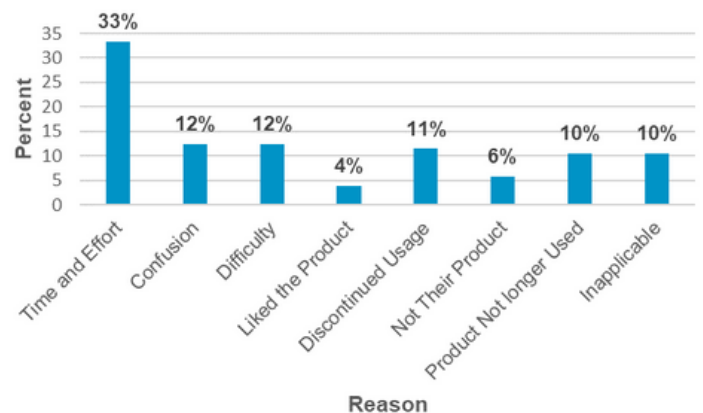
*"I tried but they never responded"*

*"Did not have proof of purchase..."*

*"Threw out items, didn't have the time or efforts to get reimbursed"*

*"Child had already outgrown it and my cat was enjoying it as a bed..."*

Time and Effort are the Main Reasons for Not Participating in a Recall

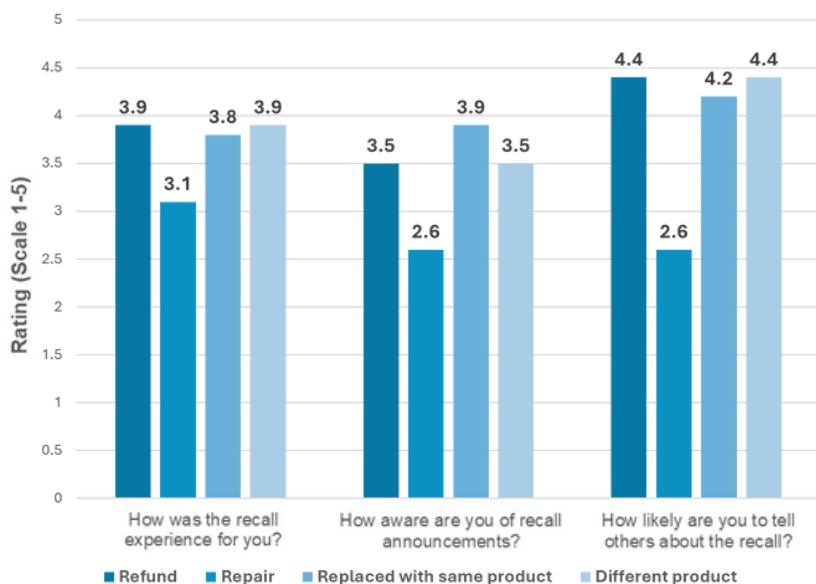


# Recall Experience Trends

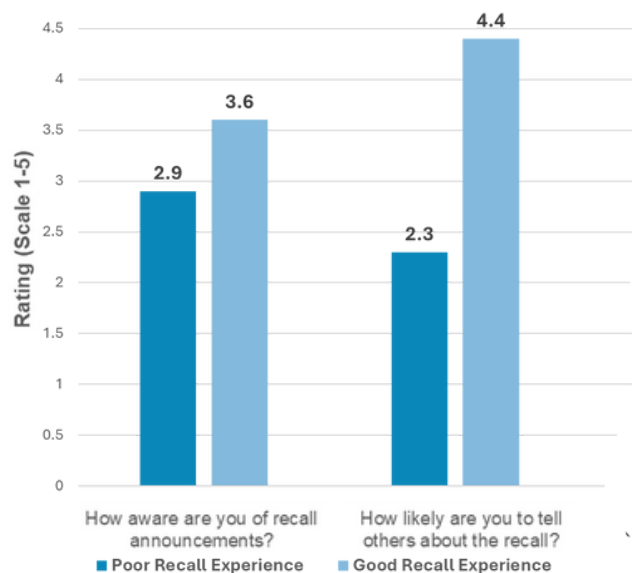
Repair as a recall remedy correlates with lower ratings than other recall remedies.

Positive recall experience correlates with higher likelihood of sharing recall and awareness of recall announcements.

## Recall Experience Based on Remedy



## Relationship with Recalls



## Recommendations

- Improve recall accessibility to increase participation.
- When possible, a refund or new product should be offered as a remedy – not just repairing the recalled unit or a coupon/discounted product.
- Manufacturers and the CPSC need to increase outreach and communication of recalls in as many ways as possible and consider incentives to participate.

## Methodology

KID's online survey was conducted between 5/29/2024 - 7/9/2024 and analyzed 583 responses. All written responses indicating no direct answers were excluded during analysis. Examples include: "N/A," "no," etc.



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