



CPSC WEBSITE CUSTOMER SATISFACTION SURVEY

**U.S. Consumer Product Safety Commission
Office of Planning and Evaluation
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Executive Summary

The U. S. Consumer Product Safety Commission (CPSC) is an independent Federal Regulatory Agency created in 1972 by Congress in the enactment of the Consumer Product Safety Act. In that law, Congress directed the Commission to “protect the public against unreasonable risks of injuries and deaths associated with consumer products.” The CPSC’s Website, established in 1996, is a primary communication tool used to provide information that reduces the risks of injuries and deaths from consumer products. The Website informs and educates consumers as well as responds to consumer and business inquiries.

Customer satisfaction with the CPSC Website is one of the goals established in the latest CPSC Strategic Plan developed under the Government Performance and Results Act. The strategic goal is to sustain a high level of customer satisfaction (90%) through the year 2010. Measuring the satisfaction of Website users complements an annual performance goal for the number of Website visits, thereby providing a more comprehensive evaluation of the CPSC Website. The first customer satisfaction survey of the Website was conducted in 2003 as a pilot project, resulting in an overall satisfaction level of 96%. Over sixteen enhancements were made to the Website since that survey.

The 2005 Website Customer Satisfaction Survey was conducted from February 9, 2005 to April 21, 2005. Ninety-four percent of the survey respondents stated that they were Satisfied or Very Satisfied in general with the Website. This level exceeds the strategic goal established by CPSC by five percent and compares favorably with the results of the 2003 customer satisfaction survey.

The survey also measured customer satisfaction with five specific characteristics of the Website: Ability to Find Information, Ability to Navigate, Load Time, Design/Layout, and Usefulness of Information. These characteristics, which were also measured in the pilot survey, achieved satisfaction ratings exceeding 90%, including a 95% satisfaction level in the category Usefulness of Information. While we received strong endorsements, the user comments provided ideas for future enhancements.

Introduction

The U. S. Consumer Product Safety Commission (CPSC) is an independent Federal Regulatory Agency that was created in 1972 by Congress in the Consumer Product Safety Act. In that law, Congress directed the Commission to “protect the public against unreasonable risks of injuries and deaths associated with consumer products.” The CPSC have jurisdiction over about 15,000 types of consumer products, ranging from children’s products to appliances and upholstered furniture.

The CPSC Website (www.cpsc.gov) is a critical source for consumers and businesses (manufacturers, distributors, and retailers) to view timely information about recalled consumer products, report unsafe products, request and download regulatory documents and reports, and submit inquiries to CPSC professional staff. With the technological maturity and significant increase in Internet usage as a primary communications tool, customer satisfaction with the CPSC Website became one of the organization’s “service quality and satisfaction goals” cited in CPSC’s Strategic Plans. The strategic goal is to sustain a high level of customer satisfaction (90%) with the CPSC Website through the year 2010. This strategic goal complements an existing annual performance goal for the number of Website visits, providing a comprehensive evaluation of the CPSC Website.

Website visits and their interpretation have limitations in the determination of customer satisfaction levels. These limitations can be influenced by many factors such as whether a distinct host is involved, the technical capability of providers, and idle time recorded as visits. In addition, one may argue that an increase in visitors may be directly proportional to the increase in Internet use rather than the quality or usefulness of the Website. Although Website visits remain a primary annual performance goal, strategic goals have been established to measure customer satisfaction levels.

A customer satisfaction survey for the Website was conducted for the first time in 2003 as a pilot project, shortly after Website customer satisfaction became a strategic goal. The performance measures of this goal included determining the general usefulness and satisfaction of the Website and users’ capabilities to retrieve recall information in a timely manner.

The original survey consisted of questions that measured the level of satisfaction and usefulness in addition to allowing respondents to submit comments. Another result of the survey was the many suggested enhancements to the Website found in users’ comments. Since the original survey ended almost two years ago, sixteen enhancements (**Appendix A**) have been implemented including a number of modifications to simplify the search process for small businesses and the simplification of submitting inquiries directly to the CPSC Small Business Ombudsman. Six additional Website modifications that simplified the search for Federal regulatory documents were implemented after this survey was conducted. Therefore, these changes are not reflected in the 2005 survey results.

Methodology

The value and original intent of the initial 2003 survey was the establishment of a baseline for follow-up CPSC surveys. Therefore, staff used the same survey for the 2005 evaluation with a small modification to the question related to how visitors access the site.

The 2003 (**Appendix B**) survey in the pilot study provided for a sampling error of less than five percent. The 2005 survey (**Appendix C**) followed the same methodology with the goal to collect data from 400 respondents resulting in less than five percent sampling error.

Both the 2003 and 2005 satisfaction surveys focused on user satisfaction for the following five characteristics: (1) Ability to Find Information, (2) Ability to Navigate, (3) Load Time, (4) Design/Layout, and (5) Usefulness of Information, as well as overall satisfaction levels. The surveys were accessed through a link on the CPSC Website Homepage. The link directed the user to a questionnaire maintained by a third party vendor to assure the anonymity of responses.

Throughout the report, when multiple tests are performed within a question set, such as for the characteristics of CPSC's Website, a standard procedure was employed by adjusting the familywise Type I error for tests of significance using the Hochberg procedure¹.

Findings

The survey was conducted from February 9, 2005 until April 20, 2005. Of the 1,034 visitors to the survey, 70% (718/1,034) provided partial and complete responses. Of those respondents, 65% (468/718) completed the entire survey.² This is more than sufficient to meet the data collection requirements for analysis. A summary of survey results can be found in **Appendix C** and a listing of comments in **Appendix D**.

Note that this survey cannot be considered a random sample, since respondents were visitors to the CPSC Website who took the time to respond.

Overall Satisfaction

The overall satisfaction level for the 2005 survey (**Figure 1**) for respondents who reported that they were Satisfied and Very Satisfied, was 94%. This overall satisfaction level exceeds the CPSC Strategic Goal (90%) established in September 2003 and is not significantly different³ from the 2003 survey results of 96%. Fifty-three percent of respondents were Very Satisfied with the CPSC Website, which matches the 2003 Very Satisfied level. In addition, more respondents were Very Satisfied (53%) than Satisfied (41%). One hundred sixteen (25%) of the 468 respondents provided positive comments including the following:

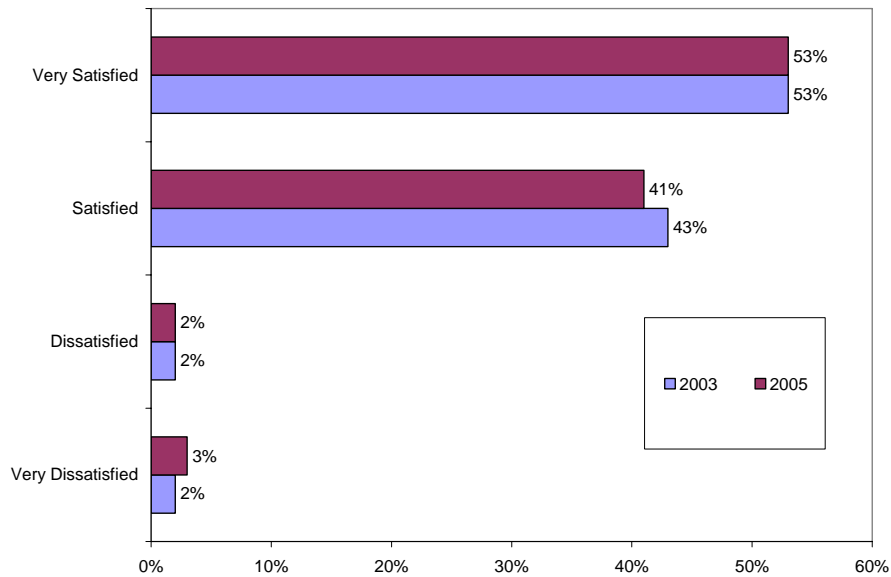
¹ [Controlling the False Discovery Rate – A Practical And Powerful Approach To Multiple Testing](#), Benjamini Y, Hochberg Y, J Roy Stat Soc B Met 57 (1): 289-300 1995

² Partial responses were not available for analysis.

³ Test of Proportions, $z_{(2005-2003)} = -1.389$.

- In my opinion, CPSC has the best government Website. It is very consumer friendly.
- I liked the photos of the recalled items... They made it helpful to verify products.
- Thank you for doing this. I do not take the time to read post-ups at the store.
- This is one of the best government Websites I've seen. You have a ton of information in an easy-to-find format. I use it consistently as a resource.
- After our loss we subscribe to your site and signed for automatic information.
- You're doing a great job keeping the public informed.

Figure 1. Overall Satisfaction 2003 Versus 2005



A small percentage of respondents were either Dissatisfied (3%) or Very Dissatisfied (3%). Some respondents could not find the specific information they were looking for (e.g., recall of **⁴ games, digital cameras)⁵ and others were unhappy with how the site was organized. Twenty-two (19%) of the comments were in this category. Some of them included the following:

- Site is so unorganized and contains so much information, it would be helpful if more carefully sorted and labeled (sic).
- I have been trying to find information on how to report an unsafe product but have been unable to do so.
- I'm still looking for regulations. Are they secret?

⁴ Denotes all references to individual products, manufacturers, and distributors included in comments received by CPSC or referred to in the body of the report that have been removed.

⁵ Upon searching the Website, both types of items were found in the Recalls and Product Safety News section under the following headings, games and cameras, respectively in addition to the manufacturers.

- Search function takes too long.

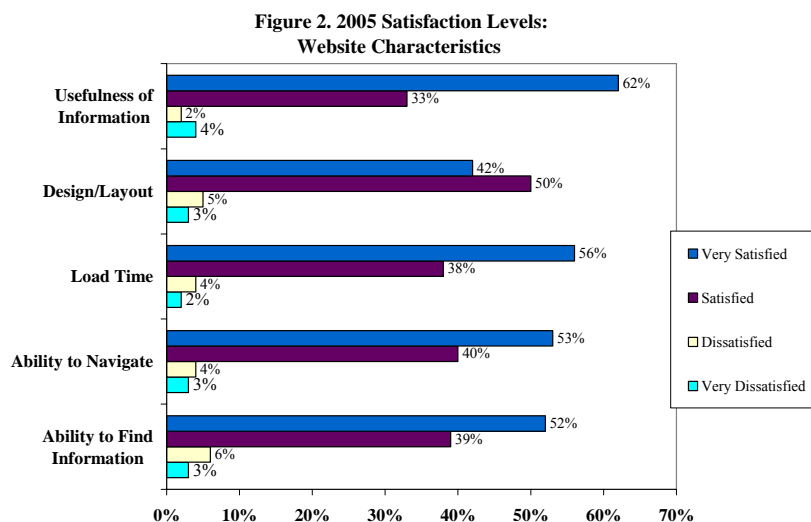
Many Satisfied respondents proposed improvements in specific areas such as simplifying the search for regulatory information. Other enhancements recommended included the following:

- Easier access to older (pre 1997) reports and publications.
- An advanced search screen.
- A more colorful Website.
- Subscribing can be a little confusing.
- Would be interested in a link for a similar site in Canada.

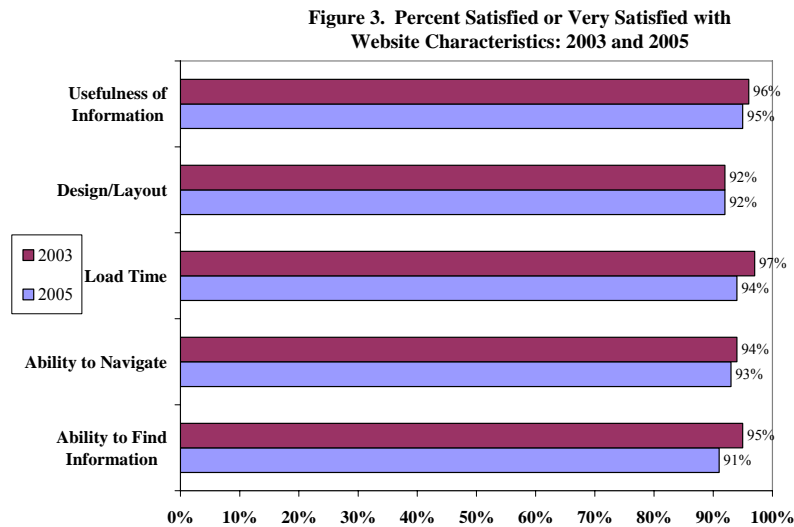
Characteristics of the CPSC Website

The satisfaction of respondents with five characteristics of the CPSC Website was measured in this survey (**Figure 2**). As discussed previously, these characteristics were the: (1) Ability to Find Information, (2) Ability to Navigate, (3) Load Time, (4) Design/Layout, and (5) Usefulness of Information. The combined levels of Very Satisfied and Satisfied exceeded 90% for each characteristic. Usefulness of Information provided the highest level of satisfaction (95%) of the individual characteristics measured.

More respondents reported being Very Satisfied than Satisfied with all but one characteristic, Design/Layout, but all still exceeded the strategic goal. Satisfaction levels ranged from a high of 95% for Usefulness of Information to a low of 92% for Design/Layout and 91% for Ability to Find Information. The satisfactory level for Ability to Find Information may be related to the recommendations in the comments section regarding the need to simplify the search function.



These same characteristics were also measured in the 2003 pilot survey. There were no significant differences⁶ in satisfaction levels between the 2003 and 2005 surveys (**Figure 3**).



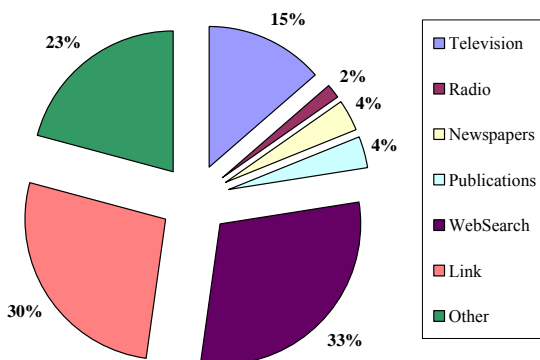
Characteristics of Respondents

The survey contained four questions to determine the characteristics of respondents. These questions asked: (1) how respondents heard about the Website, (2) how frequently they accessed the Website, (3) how they typically accessed the Internet, and (4) the purpose of the visit.

How did you hear about the CPSC Website? Respondents chose the following options most frequently (**Figure 4**): Web Search (33%), Link (30%), Other (23%) and Television (15%). Respondents could record more than one response for these questions. The majority of respondents who chose Other heard about the Website through: educational settings, emergency and safety services, and media stories focused on consumer products. A few of these Other respondents heard about the Website from segments on the Today Show, consumer features on local newscasts and their Websites, school research projects and injury prevention information associated with fire prevention campaigns.

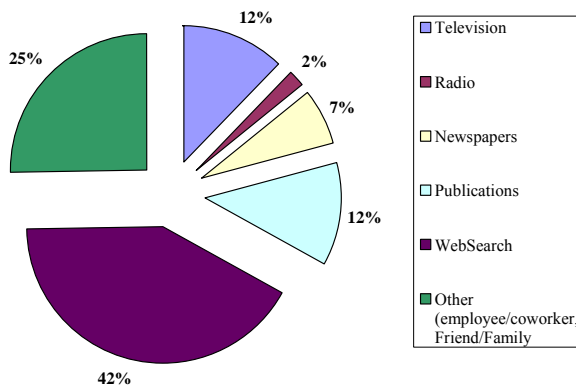
⁶ Sequential Test of Proportions, $z_{(2005-2003)}$ Values = -2.28*, 2.12*, -0.71, -0.595, 0.00. An * denotes where $\alpha = 0.01$ and 0.02 respectively; these z values are considered non significant when the Hochberg familywise adjustment is used.

Figure 4. Hear About the Website (2005)



In the 2003 survey (**Figure 5**), 42% of the respondents indicated that they learned of the CPSC Website through a Web search. In this latest survey, that category was divided into two categories: Web Search and Link in order to provide information related to the use of the Internet. Because of this change in the survey options, the results from 2003 and 2005 are not strictly comparable for this question. Yet, in 2005, 63% of the respondents heard about the Website through the Internet. This would support the overall premise behind the Federal Government’s E-Initiative that Internet use is now a primary communication tool.

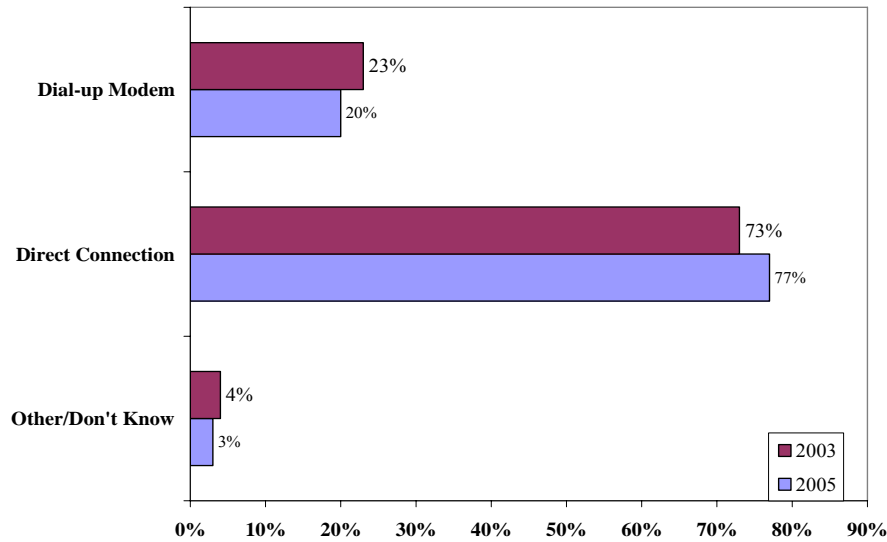
Figure 5. Hear About the Website (2003)



How do you access the Internet? Respondents were asked to report the method they typically used to access the Website: dial-up modem, direct connection, or other/don’t know. There was no significant increase⁷ in the use of DSL (direct connection or high speed) Internet services since the last survey (**Figure 6**).

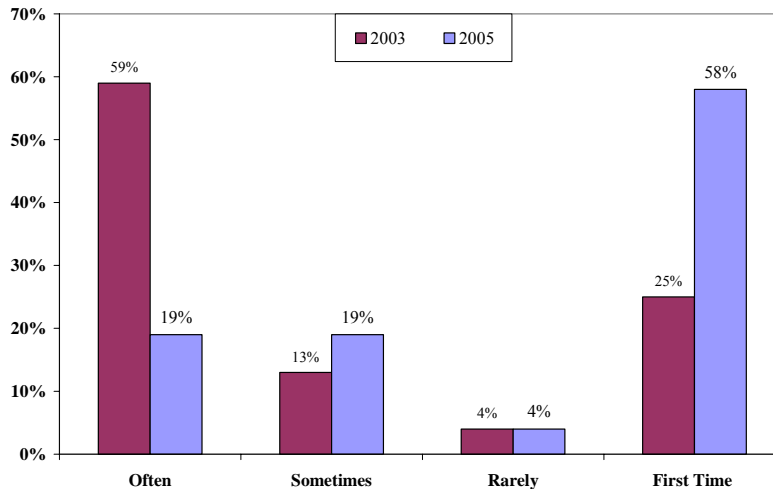
⁷Test of Proportion, $z_{(2005-2003)}$ value: Dial-up = 1.235

Figure 6. Internet Access



How frequently do you access the Website? The frequency of accessing the CPSC Website (**Figure 7**) for the First Time increased significantly since 2003; from 25% in the 2003 survey to 58% in the 2005 survey⁸. There was a sharp decrease in those that accessed the Website Often, from 59% in the 2003 survey to 19% in the 2005 survey⁹. There was no significant difference in the number of respondents who accessed the Website Sometimes or Rarely when the 2005 survey was compared to the 2003 survey.¹⁰

Figure 7. Frequency of Visits



⁸ Test of Proportion, $z_{(2005-2003)}$ value = 10.744. Used Hochberg adjustment $m=3$. $P \leq 0.001$

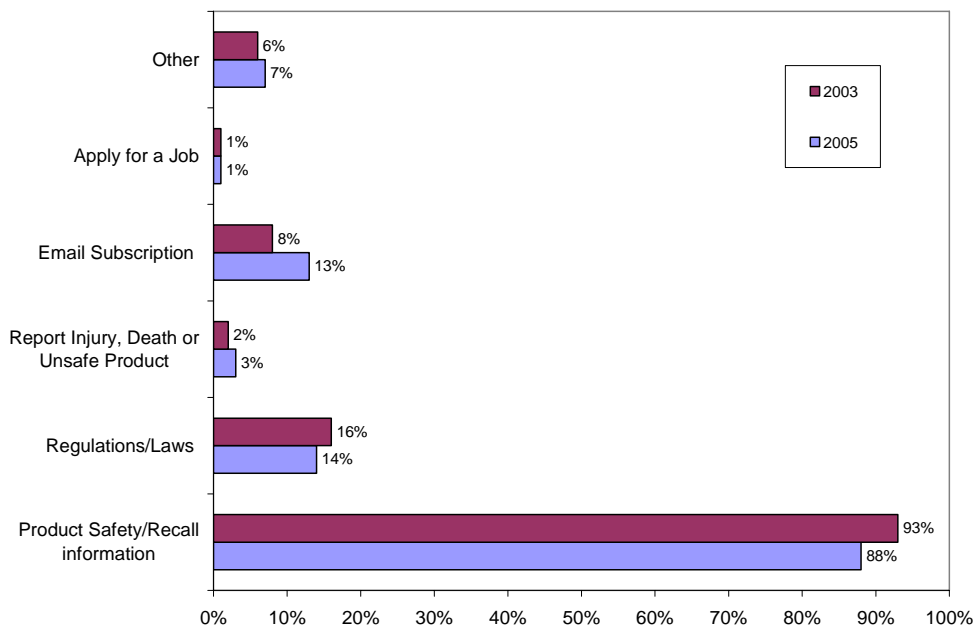
⁹ Test of Proportion, $z_{(2005-2003)}$ value = -13.546. Used Hochberg adjustment $m=3$. $P \leq 0.001$

¹⁰ Test of Proportion, $z_{(2005-2003)}$ values = 0.094. Used Hochberg adjustment $m=3$.

The increase in first time users could be attributed to increased use of the Internet as indicated in question 1, where 63% of all respondents reported that they heard about the CPSC Website from a Web Search and/or Link from another Website. The decrease in those accessing the Website Often may be partially because of an increase in subscribers to CPSC electronic publications such as the recall bulletin. Once a user subscribes to receive safety and recall information automatically, one can conclude that the need to access the Website to check for this information would decrease, especially on a daily/weekly basis. The number of Email Subscriptions for CPSC recall notices increased from 66,637 to 89,619¹¹ in the 19 months between both customer satisfaction surveys, an increase of 34 percent.

Reasons for Accessing the Website. Figure 8 shows why respondents accessed the Website. This question allowed for multiple responses. As in the 2003 survey, the greatest number of respondents was in search of Product Safety/Recall Information (93%), followed by those seeking Regulations/Laws (16%). No significant differences were found between the 2003 and 2005 surveys with one exception. Significantly more respondents reported the purpose of their Website visit was to subscribe to automatic CPSC emails, increasing from 8% in 2003 to 13% in 2005¹². The results (Figure 8) clearly indicate that the CPSC Website still serves primarily as a critical source for Product Safety/Recall Information whether one checks for this information while visiting the site or uses the Website to subscribe to automatic Product Safety/Recall Information.

Figure 8 Purpose of Website Visit - 2003 versus 2005



¹¹ CPSC IT Applications Development Branch

¹² Sequential test of proportions, $z_{2005-2003}$ value = 2.840, $P = 0.0046$. Since the question allowed for multiple responses when $P \leq \alpha$ and $\alpha = 0.0083$, this difference is significant when a Hochberg familywise adjustment is used.

Satisfaction Website Characteristics by Purpose of Visit

Table 1¹³ presents the percent of respondents Very Satisfied or Satisfied with the five Website characteristics by the purpose of their visit. This type of analysis benefits management efforts to enhance the Website by providing specific information on those characteristics having the greatest impact on customer satisfaction levels.

Satisfaction levels were uniformly high (90.2% to 100%) across all Website characteristics with two exceptions. Of the 15 respondents who visited the Website for the purpose of reporting an injury or unsafe product, only 80% were Satisfied with their Ability to Find Information. Of the 31 respondents (**Appendix E**) who responded “Other” for the purpose of their visit, all provided comments as requested. Of these 31 responses, the satisfaction level for Ability to Find Information and Usefulness of Information, and Load Time was less than 90%. Upon a closer examination of these comments, over 50% (n = 16) expressed general comments on the Website rather than identifying the purpose of their visit. Nineteen percent (n = 6) identified the purpose of their visit as being one that could have been characterized under one of the other four options available to respondents, such as the respondent who commented that the purpose of the visit was to check about a recall information. Only twenty-six percent (n=8) indicated a purpose for the visit that was unique to the survey. Based on these responses, one may conclude that those who responded “Other” used this opportunity to provide general Website comments rather than addressing the original intent of the question.

Table 1. Percent of Website users Satisfied or Very Satisfied by purpose of visit

Purpose of Visit to Website	Website Characteristics				
	Ability to Navigate % (n)	Ability to Find Information % (n)	Load Time % (n)	Design/Lay-out % (n)	Usefulness of Information % (n)
Product Safety/ Recall Information	94% (362)	92.3% (358)	94.8% (365)	92.6% (352)	96.1% (365)
Regulations/Laws	93.4% (57)	90.2% (55)	95% (57)	93.4% (57)	95.0% (57)
Report Injury, Death or Unsafe Product	92.9% (13)	80% (12)	92.3% (12)	92.3% (12)	92.3% (12)
Email Subscription	98.2% (55)	96.4% (54)	100% (54)	98.2% (54)	100% (53)
Other	90% (27)	86.7% (27)	88.5% (23)	93.5% (29)	86.2% (25)

Overall Satisfaction with Website Characteristics

¹³ The category “Apply for a Job” is not shown since there were only five respondents.

Only 6% of respondents reported they were Dissatisfied or Very Dissatisfied overall with the Website (Figure 1). Overall Dissatisfaction was reported most frequently for respondents who were dissatisfied with the Usefulness of the Information (62.5%), their Ability to Navigate (58.6%) or their Ability of Find Information (52.5%). Overall Dissatisfaction was reported less often for respondents who were Dissatisfied with Design/Layout (41.2%) and Load Time (32.0%) (**Table 2**).

Table 2. Overall Satisfaction with Website Characteristics

Characteristic	Overall Satisfaction Level			
		Satisfied %(n)	Dissatisfied %(n)	Totals
Ability to Navigate	Satisfied	98.7% (394)	1.3% (5)	100%
	Dissatisfied	41.4% (12)	58.6% (17)	100%
Ability to Find Information	Satisfied	99.5% (390)	0.5% (2)	100%
	Dissatisfied	47.5% (19)	52.5% (21)	100%
Load Time	Satisfied	96.5% (387)	3.5% (14)	100%
	Dissatisfied	68.0% (17)	32.0% (8)	100%
Design/Layout	Satisfied	98.5% (385)	1.5% (6)	100%
	Dissatisfied	58.8% (20)	41.2% (14)	100%
Usefulness of Information	Satisfied	98.2% (392)	1.8% (7)	100%
	Dissatisfied	37.5% (9)	62.5% (15)	100%

Recommendations and Conclusions

The CPSC Website Customer Satisfaction Survey demonstrates that satisfaction with our Website exceeds the performance goals in the CPSC Strategic Plan. Differences in satisfaction levels between the 2003 and 2005 surveys were not statistically significant. With only two years of data, it is not possible to forecast any future trends related to customer satisfaction levels. No clear direction was readily identified as to warrant specific recommendations or modifications to the CPSC Website. Nonetheless, the survey results should serve as a guide to continually explore what actions can be taken by the CPSC to meet the needs of its CPSC Website users.

A careful review of comments (**Appendix D**) in general, and specific comments on the purpose of the visit (**Appendix E**), provides some insight into those areas that may merit further review to determine what, if any, additional enhancements could be made to the Website prior to the next customer satisfaction survey. In reviewing these comments, one first notices the contradictions; one user may find a specific aspect of the Website confusing and unorganized whereas another respondent will note that the same process is simple and useful.

Specific areas identified and recommended for further analysis are based on the survey respondents' comments. Although Ability to Navigate and Ability to Find Information satisfaction levels exceeded the overall strategic goal level of 90%, a number of critical comments related directly to these characteristics. One specific area identified in respondents' comments was the need to simplify the search for Federal information, especially documents related to pending regulatory actions and Federal Register Notices. Recently, changes have been proposed internally and implemented to address this issue, but not in time to be reflected in the survey results. These recent modifications (**Appendix F**) address both characteristics mentioned above and identified in the 2005 comments.

The most frequent comments received focused on the Website Search function such as the following:

- “The need to make it more comprehensive;”
- “Allow for a “one-click” process;”
- “The search process is not specific enough and takes too long;”
- “It should be specific to recalls;”
- “The need for advanced search procedures including access to pre-1997 documents.”

In addition to the comments section, results from the cross-tabulation analysis associating Website characteristics to overall satisfaction (Table 2) show that respondents are more likely to be dissatisfied overall with the Website if they are dissatisfied with the Ability to Find Information (search). This provides additional support for reviewing the Website to simplify the search process. One comment suggested improvements to the online Email Subscription procedures, specifically “the online confirmation procedures for a new subscriber are confusing especially for elderly users.”

In analyzing survey comments provided under “Other” and specific to how respondents heard about the Website, the following sources were most often identified: educational opportunities (seminars, classes), emergency and safety professionals and the media 42% of the time, whereas as another 17% identified a coworker, friend or family member. This information could serve as a guide as to where CPSC may focus its future efforts to promote the Website as evident in the following comments “I think this is a great site. I will be checking it out more often now that I know about it” and “You need to find a way to let more parents know about this site.”

Appendix A – CPSC Website Enhancements (6/03 – 1/05)

06/03 New lists added to subscription list service

10/03 Freedom of Information Act (FOIA) lookup by NEISS categorization deployed

10/03 Regulated product lookup deployed

10/03 Recalls.gov placed into production

11/03 Federal Register lookup deployed

11/03 New Website design implemented (operational 11/20/03)

12/03 Previous next month scripting deployed

12/03 Verity search engine placed on separate server to get rid of port 8765 problem

02/04 Equal Employment Opportunity site (NO Fear) deployed

02/04 News feed started

04/04 National Electronic Injury Surveillance System on-line case parameters/narrative download implemented

09/04 Recent recalls page of recalls.gov goes live

10/04 Navigation controls deployed

12/04 Reorganization of direct phone line information on “contact information” page

01/05 On-line FOIA Request System deployed

01/05 Enhancements to Small Business Ombudsman information on Website

Appendix B – Summary of CPSC Website Survey Results - 2003

CPSC Website Survey Question	Total	Response	Number	Percentage
Q1. How did you hear about the CPSC Website? (Check all that apply.) Note: many respondents heard about the CPSC Website from multiple sources.	495	Television	52	11%
		Radio	11	2%
		Newspaper	30	6%
		Publication	55	11%
		Web search	190	38%
		Link from site	123	25%
		Friend/family	19	4%
		Employer/coworker	41	8%
		Other	52	11%
Q2. How frequently do you access the CPSC Website?	495	First time	125	25%
		Rarely	18	4%
		Sometimes	62	13%
		Frequently	290	59%
Q3. How do you typically access the Internet?	496	Dial-up modem	113	23%
		Direct Connection	364	73%
		Other-Don't Know	19	4%
Q4. For your most recent visit to the CPSC Website did you...? (Check all that apply.) Note: Many respondents had more than one reason for accessing the CPSC Website	489	Safety info	456	93%
		Regulations	77	16%
		Report injury	8	2%
		Mailing list	37	8%
		Job	3	1%
		Other	30	6%
Q5a. Ability to Find what you were looking for	489	Very Satisfied	240	49%
		Satisfied	224	46%
		Dissatisfied	15	3%
		Very Dissatisfied	10	2%
Q5b. Ability to Navigate around the Website	488	Very Satisfied	234	48%
		Satisfied	227	47%
		Dissatisfied	21	4%
		Very Dissatisfied	6	1%
Q5c. Web page Load Time	490	Very Satisfied	269	55%
		Satisfied	207	42%
		Dissatisfied	9	2%
		Very Dissatisfied	5	1%
Q5d. Website Design/Layout (Appeal)	490	Very Satisfied	193	39%
		Satisfied	257	52%

		Dissatisfied	34	7%
		Very Dissatisfied	6	1%
Q5e. Usefulness of the information	489	Very Satisfied	328	67%
		Satisfied	143	29%
		Dissatisfied	8	2%
		Very Dissatisfied	10	2%
Q6. Overall how Satisfied were you with the CPSC Website?	491	Very Satisfied	260	53%
		Satisfied	210	43%
		Dissatisfied	12	2%
		Very Dissatisfied	9	2%

Appendix C – Summary Website Survey Results - 2005

	Total	Response	Number	Percentage
Q1. How did you hear about the CPSC Website? (Check all that apply.)	499	Television	64	14%
Note: many respondents heard about the CPSC Website from multiple sources.		Radio	9	2%
		Newspaper	18	4%
		Publication	18	4%
		Web search	148	33%
		Link from site	136	30%
		Other	106	24%
	Q2. How frequently do you access the CPSC Website?	453	First time	262
Rarely	17		4%	
Sometimes	86		19%	
Often	88		19%	
Q3. How do you typically access the Internet?	453	Dial-up modem	91	20%
Direct Connection		350	77%	
Other-Don't Know		12	3%	
Q4. For your most recent visit to the CPSC Website did you...? (Check all that apply.)	570	Safety info	398	88%
Note: Many respondents had more than one reason for accessing the CPSC Website		Regulations	64	14%
		Report injury	15	3%
		Mailing list	57	13%
		Job	5	1%
		Other	31	7%
	Q5a. Ability to Find what you were looking for	442	Very Satisfied	230
Satisfied	171		39%	
Dissatisfied	27		6%	
Very Dissatisfied	14		3%	
Q5b. Ability to Navigate around the Website	438	Very Satisfied	233	53%
Satisfied		175	40%	
Dissatisfied		19	4%	
Very Dissatisfied		11	3%	
Q5c. Web page Load Time	490	Very Satisfied	245	56%
Satisfied		163	37%	
Dissatisfied		18	4%	
Very Dissatisfied		9	2%	
Q5d. Website Design/Layout (Appeal)	435	Very Satisfied	180	41%
Satisfied		220	51%	
Dissatisfied		22	5%	
Very Dissatisfied		13	3%	

Q5e. Usefulness of the information	432	Very Satisfied	266	61%
		Satisfied	141	33%
		Dissatisfied	8	2%
		Very Dissatisfied	17	4%
Q6. Overall how Satisfied were you with the CPSC Website?	437	Very Satisfied	232	53%
		Satisfied	181	41%
		Dissatisfied	11	3%
		Very Dissatisfied	13	3%

Appendix D- Survey Comments¹⁴

Positive

In my opinion, CPSC has the best government Web site. It is very consumer friendly.

Most other government Web site require some type of knowledge as to how that particular agency works to even begin to start trying to find something on their Web site. Very frustrating. I can always find what I need. Thanks

I wish I had known about the CPSC Website a year ago (my fault: I should have looked a little more diligently). Love it. Thanks.

OUR DEPT IS IN THE PROCESS STARTING A PROGRAM. PREVEVTION OF ELDERLY FALLS. ALL INFO VERY HELPFUL. ** Fire and Rescue Department.

Keep up the excellent information.

Thank you for doing this. I do not take the time to read the post-ups at the store, but reading them here has been very informative.

Glad I learned about this.

First visit was good but until I need to actually use the site for research or other specific purpose, unable to give any suggestion.

This is one of the best government Websites I've seen. You have a ton of information in an easy-to-find format. I use it consistently as a resource.

Keep up the good work!! Would be nice to see more info out to the emergency services. It was bright and clear very was to see/read thanks.

Keep up the great work. It's nice to get e-mail notifications of the current recalls.

It helps and it is very useful so I can keep up to date on what's been recalled.

This is a great Website for parents to look at bout recalls and injuries on specific toys.

I was very surprised with some of the information. I thought that I was well informed about recalls - now I really am. I found 3 products that I was unaware were recalled. Thank you, thank you, thank you!!!

This is a fabulous site for anyone with kids! Thank you, it has helped me be more aware, and thus, my children are safer.

¹⁴ ** Denotes the removal all references to individuals, products, manufacturers and distributors included in the comments received by survey respondents.

Sometimes I get the recall notice by e-mail and the information is not posted on the site and vice versa. Great tool for the industry and consumers!!!

The pictures of the products are VERY helpful. It is better to have good pictures than a lot of descriptive.

Keep up the good work!! Thank you for being there.

Thank you.

Thank you!

I really think it is a good way for people to get easy and useful info when you need it fast. although the Web site should be colorful and not to plain

site is interesting.

Great site.

I think that this is a great site. I will be checking it out more often now that I know about it.

It is great I bookmarked it and I will check it often. THANK YOU!!!!!!!!!!!!!!!!!!!!

Thanks for the information. Keep up the good work.

Your Website survey does not work with the ** Browser.

I am already subscribed to recall alerts by email and find the service very valuable.

Thank you so very much for keeping a recall notice that dates back to September 1996 in a "front and center" position. I came to your Website today to check out the ** situation. (I have a 4-year-old and am getting ready to sell the stroller, highchair, swing, etc...and they are all either ** or **!! I wanted to be sure that I wasn't going to sell someone a defective product.) After I checked on the ** information, I decided to check out the rest of your Website. When doing that, I found the CPSC's MOST WANTED notice...and there it was!! MY ** CHEST - - that my parents gave me (and one to each of my sisters, too!) in 1982 or '83! I ran immediately to check on my chest and, sure enough, it is one of the old locks. I would be horrified if my 4-year-old - who is quite an adventurous little girl - decided to "hide" inside the chest and couldn't get out! So, I will be calling ** today to request the replacement lock. Additionally, I forwarded the email link from that ** recall article to both my sisters for them to do the same. Your service is most appreciated and I feel certain it makes a difference in people's lives. You, of course, will not know of the many lives you save because you have posted a notice! I believe I now will have one less hazard in my home to be concerned about. Please keep up the excellent way you provide your information for the safety of others. Many thanks from a grateful parent!

Keep up the good work. It's appreciated and perhaps you might not hear that every day!

you keep us safe, thank you.

Keep up the good work! Thank you.

You need to find a way to let more parents know about this site. I've checked this Website almost monthly and have found toys they have that are recalled that I wouldn't have known about otherwise.

Very helpful Website. Thanks a lot.

Receiving the e-mails regarding recalled products is most appreciated.

After our loss we subscribe to your site and signed up for automatic information. I had written Senator ** on doing something about unsafe children's products, I did not realize he chairs a committee and had introduced bill no 1260 on improving CPSC and imposing larger fines against companies like Grace! Your Website has become so much better, and low and behold Grace was fined!! My granddaughter died in a pack and play with a changing table-she strangled. The only thing I wish was that it would have been recalled rather than have warning labels printed for it. A few days ago another 11month old in Canada died the exact same way with the exact same pack and play-very sad!!! but all and all you have become a lot better and my daughter is now reaching the press about the death of her daughter in light of this fine that was imposed to grace. When will they learn to build safer products? The more convenient these products become the more dangerous they seem to get for children!

Thanks to your information, I decided not to buy a blender that I had in mind.

I know it is hard to get pictures of all the various designs used on product (i.e.) children's high chairs etc., but it helps to catch more attention when something looks familiar. Thank you for your Website it has been so helpful to me.

Thank you.

Keep up the good work.

This Web site is now in my favorites list.

Nothing keep up the good work.

You're doing a great job keeping the public informed!

My daughter called me to ask me to look up recall she had just caught on her TV news 9&10 on ** spaghettis. I could not find it but what a wealth of information on many other things thank you.

super site for info.....thank you for all the hard work and the great info.

The Web site is wonderful. The actual decision making process at the CPSC in regard to the safety of children's products and toys is questionable and needs to be addressed by the federal government.

Appreciate your being there! What can I do to get whistler tea pot refunded? or replaced?

Thank you for providing a valuable teaching resource for high school teachers.

Keep the good work up I always enjoy your Web site as much as I enjoy shopping at your stores.

Suggested Enhancements

REALLY needs A search engine to find products by name.

Normal I can understand English, And understand CPCS basic in UA if all information can be worldwide language same as Europe Council.

Subscribing can be a little confusing if you don't pay attention to all of the instructions. It would be nice to just subscribe and not have to wait for a message, respond, and wait for another. It wasn't hard for me, but with someone with less experience with the Internet, it may get frustrating. Otherwise, the Website is great with so much VALUABLE information. I am a health inspector of child care facilities, and I really try to push them to subscribe and use the Website regularly.

Searches for regulations can be difficult. A more comprehensive search engine would be great. The daily recall bulletins are great information.

Search function should be a one click function instead of entering three letters and then using the find function.

An advanced search screen would be very helpful.

New recall alerts should be in bold and maybe in red.

Would be interested in a similar site for Canadians.

Maybe a way to type in a certain name to see if there are any recalls.

Should be a link to Canadian recalls.

Make the search process more sensitive.

The searching ability needs to be improved so that you can more quickly locate the information you're looking for.

Great to be able to see all the kids product recall info in one big list --but please consider including dates in the list headers.

School students do research on these agencies. It would be more useful if you could have more information on the agency. A little information on the history would be useful.

Need easier access to older (pre 1997) reports and publications.

As a consumer I would like to be able to report an unsafe product. However, I do not fall into any of the categories listed. (Example: Fire or Police, Medical Examiner, Doctor, etc.) What about teachers who see children's products being used every day or just concerned parents. Thank you for caring for our children! Sincerely, A Mother, Teacher and Concerned Citizen.

I was looking for a list of car seat no-no's like don't buy one that's more than two years old, don't wash the straps with bleach, find age by reading model numbers, check for recalls.....

Yes I need to know if you recall any digital camera.

I'm trying to find out what mold does.

After a ** exclusive about dirty dinning there should be a quick link so we can see our community.

Advertise it more on TV and newspapers and get the manufacturers / importers of faulty goods pay for all your costs. (Because of their poor/non-existent quality (read non-quality) products. If the consumers MONEY is not faulty then the products that the consumer buys MUST also be NOT faulty. It is very simple that ALL the manufacturers abide by this one simple rule.

It would be nice if I could be contacted whenever there was a recall of any product at any time via e-mail Thank You.

Product search should be easier.

Negative

I miss find in you page information about congress, training, etc for specialized personnel.

There should be selections for no impression.

You don't have the most current recalls on the ** games system by **. I also cannot find any info on the recalls on power cords and ** controllers that are manufactured before Oct. 2003.

This site is so unorganized and contains so much information. It would be helpful if it were more carefully sorted and labeled.

Search function takes too long...when I put in something like ** Stove Fires" that's what I want. Not ** dishwasher fires or light difficulties or other unrelated information.

When selecting an answer to the survey questions, sometimes a check would appear other times it would not. This made it confusing as to whether the answer was actually selected.

Congratulations, you just put ** out of business. Just what we need, more government interference. When asked by ** if the violations were willing or not, your spokesman said "I don't care". That says it all.

It took FOREVER to get information about different recalls. I have cable Internet and your Website took FOREVER! Why does it take sooooooooooooooooooooooooooooooooooooo long?

Your CPSC Website survey is not working properly. I was not able to "Check all that apply" or even Check off anything. I am using a ** browser (maybe that is why?).

Your Website survey does not work with the ** Browser.

I have been trying to find information about how to report an unsafe product but have been unable to do so.

It's a shame that the CPSC squanders its opportunity to be a real resource for parents by presenting recall information in such a ridiculous way. ANY organization of recalls info would be a major improvement (i.e. alphabetical listing by company, product type, etc.). It's nearly impossible to find what you're looking for even if you know exactly what you want. I'm very disappointed and hope to see some changes in the future.

Other

Why the no fear statement.

Did not answer questions above as I have not fully decided about the site.

I DID NOT KNOW THE SITE EXISTED UNTIL I RECEIVED A RECALL NOTICE ADVISING ME TO USE SITE FOR RECALLED PRODUCT....

Greatly appreciate inclusion of some type of consumer report rating for product reviews.

HOW CAN I APPLY FOR THE JOB I WAS TRYING TO APPLY FOR ?

This is my first time and I haven't had a chance to look around yet. appreciate your being there! what can I do to get whistler tea pot refunded? or replaced?

The store I bought from is out of business, & Co. ** refuses to help!

Unable to contact ** company by phone

Appendix E- Comments (verbatim) listed under “Other” category for purpose of visit.

OUR DEPT WOULD LIKE TO START A PROGRAM.

Browsing for presentation standards.

Whine & moan.

New paper said something about a recall.

Get injury prevention data, find reports.

Was looking for info on ** recalls, found none.

Poke around.

Just checking it out.

Get info and contact for improving safety

Get addresses.

Information such as history, contact information.

Get product safety or recall information.

Just Looking.

Not sure what I will do with this site.

Looking for contact info (i.e. mail address, phone).

Determine what cpsc is all about.

Looking for local procurement officer.

Wanted to know what mold can do if breathing it in.

To see if there were any other reported incidences.

Get hotline number.

Sent a recall notice to a family member.

Reviewing recalls.

Saw the report on The Today Show.

Grandparents need to know what is wrong with curre.

Check fine info on ** products.

Just generally checking it out.

School paper research.

Checking out availability levels of information.

just browsing.

Looked at former rulings.

Browsed.

Appendix F: Request for Website Modifications (implemented after the survey was conducted)

Date: April 11, 2005

TO : Patricia Semple, Executive Director
THROUGH: NJ Scheers, Director, EXPE
FROM : Joel P. Mazelis
Management and Program Analyst
SUBJECT : Recommended Website Modifications Related to Federal Regulatory Information

In reviewing comments from the last customer satisfaction survey, it became apparent from comments that the search process for *Federal Register* information is time consuming for the layperson. Therefore, the following recommended modifications to the CPSC Website would simplify the search process for federal information by reducing search times and consolidating information to a single site.

- After clicking on the Homepage tab “Library-FOIA,” modify the links below as follows:
OLD: CPSC Publications
NEW: CPSC Publications (Agency Documents and Reports).
OLD: Official Federal Information
NEW: Official Federal Information (*Federal Register* Dockets).
- On the “Official Federal Information” page, modify the following:
OLD: CPSC Federal Register Notices Soliciting Public Comments
NEW: CPSC Federal Register Notices Soliciting Public Comments (Comment Periods Now Opened)¹⁵
OLD: CPSC Federal Register Notices of Interest
NEW: CPSC Federal Register Notices of Interest (Rulemakings, Proposed Settlements, Meeting Notices, etc.)¹
- Since not all information related to the *Federal Register* and CPSC activities are found on the “Official Federal Information” page, add the following link:
NEW: Materials Associated with *Federal Register* Notices¹⁶

These changes would simplify the search process for Federal information by identifying the location of regulatory documents early in the search process in addition to

¹⁵ Language recommended by Office of General Counsel

¹⁶ Now found on FOIA page, organized by fiscal year.

consolidating this information to a single location allowing for “One Stop Shopping” for CPSC customers unfamiliar with retrieving Federal documents.

In a related matter, the SBA Office of National Ombudsman has proposed changes in the criteria used to rate Small Business Ombudsman Programs. To conform to these proposed changes, I recommend the following changes to the “**Small Business Guide to the U.S. Consumer Product Safety Commission,**” as it appears on the CPSC Website, (<http://www.cpsc.gov/businfo/smbusgde.html>)

In item three titled, **How We Can Help**, replace the phone number to read 1-888-REG-FAIR (1-888-734-3247) or www.sba.gov/ombudsman