How do you get information about food recalls? We are exploring how information about food recalls from the US Food and Drug administration can be made available to consumers to help them understand if they are impacted by a food recall.

1. Have you ever purchase a food item that was later recalled? Yes or No. If No, skip to 4.
2. How did you learn about the food recall?
   1. Retailer where item was purchased
   2. Radio
   3. Television
   4. Social media
   5. Internet search
   6. Friends or family
   7. Other
3. What information was most important to you about the food recall? Please rank these with 1 being most important and 6 being least important.
   1. Product name
   2. Product identifier i.e. lot number, product number, manufacturer number, sell by date
   3. Reason for recall
   4. Severity of health risk
   5. Whether the recall was voluntary or mandated by the FDA
   6. The date the recall began
4. When you hear about a food recall, how do you find out more information?
   1. Call or visit your grocery store
   2. Listen for information about the recall on the radio
   3. Watch for information about the recall on the television
   4. Check social media
   5. Search the internet
   6. Ask friends or family
   7. Other
5. If you were using the internet, how would you want to search for information?
   1. By product name
   2. By manufacturer
   3. By product type
6. What information would you like to learn from your search? Please rank these with 1 being most important and 6 being least important.
   1. Product name
   2. Product identifier i.e. lot number, product number, manufacturer number, sell by date
   3. Reason for recall
   4. Severity of health risk
   5. Whether the recall was voluntary or mandated by the FDA
   6. The date the recall began
7. Would you like information about what to do with the recalled food item?
8. Would you like information about whether the cost of the item will be refunded to you and how?
9. If you are comfortable, please describe a situation where you were impacted by a food recall and how you learned about it.
10. We will be conducting testing of a product prototype on Tuesday, June 30th. Would you be interested in receiving a $30 Amazon gift card for participating in a 30 minute webex interview about the tool? If so, please provide your contact information below.