

Survey on consumer perceptions of the General Motors ignition switch recall

Dear Respondent,

Due to the fact that I am currently working on my thesis on the impact of a product recall, I would like to ask you to take a little time to fill out the following form about your personal opinion with the product recall and its manufacturer. This survey is primarily intended for car owners, who are customers of General Motors or are aware of their ignition switch recall. The mentioned recall was issued in 2014 by General Motors and included Chevrolet Cobalts, Chevrolet HHRs, Saturn Ions, Saturn Skys, Pontiac G5s, and Pontiac Solstices that were produced between 2003 and 2011.

If you will have any questions, please don't hesitate to contact me on victoria.t.969@gmail.com. Thank you for your time and cooperation.

1. Where are you from?

Mark only one oval.

- Europe
- Asia
- North America
- South America
- Africa
- Other: _____

2. What is your gender?

Mark only one oval.

- Male
- Female
- Prefer not to say

3. What is your age?

Mark only one oval.

- 18-20
- 21-29
- 30-39
- 40-49
- 50-59
- 60 or older

4. What is your occupation?

Mark only one oval.

- Student
- Employed for wages
- Self-employed
- Retired
- Other: _____

5. Do you own a car?

Mark only one oval.

- Yes
- No

Part 2

6. Have you heard any negative comments on General Motors recall?

Mark only one oval.

Yes

No

7. What was your attitude towards General Motors and its products before the recall took place?

Mark only one oval.

	1	2	3	4	5	
Unfavourable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Favourable

8. What is your attitude towards General Motors and its products after the recall?

Mark only one oval.

	1	2	3	4	5	
Unfavourable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Favourable

9. How satisfied are you with the GM recall measures and communication?

Mark only one oval.

	1	2	3	4	5	
Not satisfied at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very satisfied

10. What is your perception of product quality of General Motors in relation to the recall?

Mark only one oval.

1 2 3 4 5

Highly negative Highly positive

11. How likely are you to consider buying cars from General Motors?

Mark only one oval.

1 2 3 4 5

Not likely at all Very likely

12. How satisfied are you with the General Motors and it's products now?

Mark only one oval.

1 2 3 4 5

Not satisfied at all Very satisfied

13. Do you consider yourself loyal to General Motors?

Mark only one oval.

1 2 3 4 5

Totally disagree Totally agree

14. Do you still trust General Motors?

Mark only one oval.

	1	2	3	4	5	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

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