This study explored the factors that influence consumer responses to safety recalls in general and to vehicle-related safety recalls in particular. The data consisted of the responses of 516 adults in the U.S. to an online survey.

The examined topics were as follows:
- Awareness of recalls by product category
- Likelihood of responding to safety recalls by product category
- Experience with the latest safety recall
- Preferred method for notification of vehicle-related safety recalls
- Consequences of not having vehicle-related safety-recall notices addressed for future vehicle registration and resale
- Options and factors making responding to vehicle-related safety-recall notices more likely
- Concerns that prevent responding to vehicle-related safety-recall notices