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7. Author(s) Michael Sivak and Brandon Schoettle				8. Performing Organization Report No. SWT-2017-6	
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16. Abstract <p>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.</p> <p>The examined topics were as follows:</p> <ul style="list-style-type: none">• 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					
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