

Generational Recall Rift

A new survey* finds that while most consumers claim to respond to notices of food, pharmaceutical, medical device, and consumer product recalls, millennials (age 18-34) are the least likely to take action, especially compared to baby boomers (age 55+).



Percent of respondents who say they:

Typically ignore recall notices



18%

Millennials



6%

Baby Boomers

Usually read them and throw them away



36%

Millennials



16%

Baby Boomers

All age groups consider electronics recalls to be least important - **even millennials**



70%

of all respondents rank food and pharmaceutical recalls as first or second most important



40%

rank food recalls as most important



39%

say pharmaceutical recalls are most important



27%

believe recall notices are technicalities and are not serious

*Toluna survey of 1,104 respondents, weighted against U.S. census