American Experiences Survey:

A Nationally Representative Multi-Mode Survey

September 2022 Omnibus Results

Overview of Methodology

Each month, Consumer Reports fields the American Experiences Survey (AES) to track consumer attitudes and behaviors over time. September results are based on interviews conducted from September 9-21, 2022. This document includes all sections of the omnibus survey for this month: COVID-19, holiday shopping, vehicle knowledge and speed limiters, financial safety in peer-to-peer payment services, store brand groceries, and food safety.

The survey was administered by NORC at the University of Chicago through its AmeriSpeak® Panel to a nationally representative sample. Interviews were administered both online and by phone. In total NORC collected 2,519 interviews, 2,386 by web mode and 133 by phone mode, 2,452 in English and 67 in Spanish. Final data are weighted by age, gender, race/Hispanic ethnicity, housing tenure, telephone status, education, and Census Division to be proportionally representative of the US adult population.

Key demographic characteristics (after weighting is applied) of this sample are presented below:

51% female; median age of 47 years old; 62% white, non-Hispanic; 35% 4-year college graduates; and 58% have a household income of $50,000 or more.

The margin of error for results based on the total sample is +/- 2.47 percentage points at the 95% confidence level. Smaller subgroups will have larger error margins, and only those subgroups for which there are at least 100 unweighted cases are included.

TOPLINE RESULTS WITH MONTHLY TRENDS

The September omnibus contained six blocks of questions (one for each topic listed above). Note, respondents saw the COVID-19 block first, followed by the other five blocks in a random order (keeping the store brand groceries and food safety blocks together).

The questions presented below were shown to respondents in this order unless otherwise noted. Where appropriate, question verbiage, response answer choices, or direction of scales were randomized or rotated and those instances are noted below.

Also shown, where available, are trends over time. Not every item was asked on every recent omnibus survey, and where minor revisions to the wording of an item or response choices were made, they are noted below. *Note these changes may impact comparability of results.*

Prepared by CR Survey Research Department, September 2022

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Survey Notes for Monthly Trends

September 2022 results are based on interviews conducted from September 9-21 with a nationally representative sample of 2,519 US adults.

August 2022 results are based on interviews conducted from August 5-15 with a nationally representative sample of 2,123 US adults.

July 2022 results are based on interviews conducted from July 11-20 with a nationally representative sample of 2,125 US adults.

June 2022 results are based on interviews conducted from June 10-21 with a nationally representative sample of 2,103 US adults.

May 2022 results are based on interviews conducted from May 9-19 with a nationally representative sample of 2,076 US adults.

April 2022 results are based on interviews conducted from April 7-18 with a nationally representative sample of 2,224 US adults.

March 2022 results are based on interviews conducted from March 11-22 with a nationally representative sample of 2,116 US adults.

February 2022 results are based on interviews conducted from February 14-22 with a nationally representative sample of 2,640 US adults.

January 2022 results are based on interviews conducted from January 7-20 with a nationally representative sample of 2,174 US adults.

December 2021 results are based on interviews conducted from December 13-22 with a nationally representative sample of 2,073 US adults.

November 2021 results are based on interviews conducted from November 5-15 with a nationally representative sample of 2,057 US adults.

October 2021 results are based on interviews conducted from October 12-21 with a nationally representative sample of 2,036 US adults.

September 2021 results are based on interviews conducted from September 13-22 with a nationally representative sample of 2,341 US adults.

August 2021 results are based on interviews conducted from August 6-17 with a nationally representative sample of 2,165 US adults.

July 2021 results are based on interviews conducted from July 12-21 with a nationally representative sample of 2,184 US adults.

June 2021 results are based on interviews conducted from June 11-22 with a nationally representative sample of 2,280 US adults.

May 2021 results are based on interviews conducted from May 7-17 with a nationally representative sample of 2,079 US adults.

April 2021 results are based on interviews conducted from April 9-19 with a nationally representative sample of 2,288 US adults.

March 2021 results are based on interviews conducted from March 4-15 with a nationally representative sample of 2,144 US adults.

Survey Notes for Monthly Trends, ***cont'd.***

February 2021 results are based on interviews conducted from February 4-15 with a nationally representative sample of 2,514 US adults.

January 2021 results are based on interviews conducted from January 7-19 with a nationally representative sample of 2,233 US adults.

December 2020 results are based on interviews conducted from December 10-21 with a nationally representative sample of 2,982 US adults.

November 2020 results are based on interviews conducted from November 5-16 with a nationally representative sample of 2,851 US adults.

October 2020 results are based on interviews conducted from October 8-26 with a nationally representative sample of 2,670 US adults.

September 2020 results are based on interviews conducted from September 11-21 with a nationally representative sample of 2,303 US adults.

August 2020 results are based on interviews conducted from August 7-19 with a nationally representative sample of 2,236 US adults.

July 2020 results are based on interviews conducted from July 9-20 with a nationally representative sample of 2,031 US adults.

June 2020 results are based on interviews conducted from June 4-16 with a nationally representative sample of 1,014 US adults.

May 2020 results are based on interviews conducted from May 8-18 with a nationally representative sample of 2,085 US adults.

<u>This report also contains trending data from two non-AES surveys.</u>

2020 Holiday Survey results are based on interviews conducted from October 27 – November 11, 2020 with a nationally representative sample of 2,001 US adults.

2019 Water Safety Survey results are based on interviews conducted from April 19 – May 6, 2019 with a nationally representative sample of 4,225 US adults.

COVCONCERNNOW.

How concerned or not concerned are you about COVID-19 continuing to spread in your local area over the next month?

	SEPTEMBER 2022 AES	AUGUST 2022 AES	JULY 2022 AES	JUNE 2022 AES	MAY 2022 AES	APRIL 2022 AES	MARCH 2022 AES
	Total	**Total**	**Total**	**Total**	**Total**	**Total**	**Total**
	%	%	%	%	%	%	%
Very concerned	17	19	24	20	20	17	18
Somewhat concerned	31	41	34	36	36	33	32
Not too concerned	33	24	26	28	28	31	34
Not concerned at all	20	16	16	16	16	18	16
Base: All respondents	2,517	2,119	2,123	2,100	2,074	2,220	2,109

(Continued)

	FEBRUARY 2022 AES	JANUARY 2022 AES	DECEMBER 2021 AES	NOVEMBER 2021 AES	OCTOBER 2021 AES	SEPTEMBER 2021 AES	AUGUST 2021 AES
	Total	**Total**	**Total**	**Total**	**Total**	**Total**	**Total**
	%	%	%	%	%	%	%
Very concerned	23	45	37	24	26	41	40
Somewhat concerned	35	33	32	38	41	35	36
Not too concerned	28	15	19	26	24	16	15
Not concerned at all	15	8	11	11	9	9	9
Base: All respondents	2,636	2,171	2,069	2,054	2,032	2,338	2,164

(Continued)

	JULY 2021 AES	JUNE 2021 AES	MAY 2021 AES	APRIL 2021 AES	MARCH 2021 AES	FEBRUARY 2021 AES	DECEMBER 2020 AES
	Total	**Total**	**Total**	**Total**	**Total**	**Total**	**Total**
	%	%	%	%	%	%	%
Very concerned	25	14	19	28	30	40	51
Somewhat concerned	34	35	34	38	34	36	30
Not too concerned	25	33	33	22	25	17	13
Not concerned at all	16	17	15	12	11	7	6
Base: All respondents	2,178	2,278	2,078	2,287	2,140	2,514	2,977

(Continued)

	NOVEMBER 2020 AES	OCTOBER 2020 AES	SEPTEMBER 2020 AES	AUGUST 2020 AES	JULY 2020 AES	JUNE 2020 AES	MAY 2020 AES
	Total	**Total**	**Total**	**Total**	**Total**	**Total**	**Total**
	%	%	%	%	%	%	%
Very concerned	51	44	42	44	53	41	41
Somewhat concerned	30	32	33	34	29	34	36
Not too concerned	14	17	18	16	12	16	18
Not concerned at all	5	6	7	6	5	8	6
Base: All respondents	2,850	2,668	2,300	2,233	2,031	1,014	2,082

HOLIDAY SHOPPING

HOLIDAY_INTRO.

For this section of the survey we are interested in your experiences and expectations regarding the upcoming holiday season, which typically begins with Thanksgiving and ends with New Year's Eve.

HOLIDAY1. *[PROMPT TWICE IF NO RESPONSE.]*

Do you plan to shop for gifts this upcoming holiday season?

	SEPTEMBER 2022 AES	JULY 2021 AES
	Total	**Total**
	%	%
Yes	83	87
No	17	13
Base: All respondents	2,510	2,181

HOLIDAY2. *[IF HOLIDAY1 = 'YES,' SHOW FIRST VERSION OF QUESTION STEM AND DO NOT SHOW RESPONSE OPTION 'I AM NOT PLANNING ON BUYING GIFTS AT ALL.' IF HOLIDAY1 = 'NO,' SHOW SECOND VERSION OF QUESTION STEM; BOTH 'I ALREADY HAVE' RESPONSE OPTIONS; 'I PLAN TO START BEFORE BLACK FRIDAY' RESPONSE OPTION; AND 'I AM NOT PLANNING ON BUYING GIFTS AT ALL' RESPONSE OPTION.]*

[If HOLIDAY1 is "Yes":] When do you plan to start shopping for holiday gifts?

[If HOLIDAY1 is "No":] You said that you are not planning to shop for gifts this holiday season. Have you already bought gifts, plan to start shopping before the holiday season, or are you not planning on buying gifts at all?

	Total
	%
I already have, during Amazon Prime Day, Fourth of July, Labor Day, or other early sales events	8
I already have, but not on any special sale days	16
I plan to start sometime before Black Friday	27
I plan to start on Black Friday weekend	15
I plan to start on Cyber Monday	4
I plan to start in early December	14
I plan to start on the second or third week in December	3
I am not planning on buying gifts at all	13
Base: All respondents	2,497

HOLIDAY3. *[SHOW IF 'NOT PLANNING ON BUYING GIFTS AT ALL' IS NOT SELECTED IN HOLIDAY2. ROTATE ORDER OF RESPONSE OPTONS 'LESS' AND 'MORE.' 'ABOUT THE SAME' ALWAYS SHOWN LAST.]*

Compared to last year's holiday season, do you anticipate spending...?

	SEPTEMBER 2022 AES	JULY 2021 AES
	Total	**Total**
	%	%
About the same amount of money on gifts	49	61
Less money this year on gifts	35	22
More money this year on gifts	17	17
Base: Respondents who plan to or have already bought gifts	2,167	1,877

Note: In the 2021 survey, the base was respondents who planned to shop for gifts.

HOLIDAY4. *[ROTATE ORDER OF RESPONSE OPTIONS, KEEPING 'UNSURE' AT END.]*

Compared to last year's holiday season, which of the following best describes how you are feeling about this **holiday season? Are you looking forward to it...**

	SEPTEMBER 2022 AES	2020 HOLIDAY SURVEY
	Total	**Total**
	%	%
Much more than last year	6	6
More than last year	12	9
About the same as last year	57	35
Less than last year	11	29
Much less than last year	8	17
Unsure	6	5
Base: All respondents	2,515	2,000

Note: In the 2020 Holiday survey, the final option was "Or are you unsure?" and the scale was not rotated.

HOLIDAY5. *[SHOW IF HOLIDAY4 = 'LESS' OR 'MUCH LESS.' RANDOMIZE RESPONSE OPTIONS, KEEPING BOTH 'VISIT WITH FAMILY' ITEMS TOGETHER AND KEEPING 'EXPECT TO GIVE FEWER GIFTS' AND 'EXPECT TO GET FEWER GIFTS' TOGETHER. HOLD 'SOME OTHER REASON' AND 'NO REASON IN PARTICULAR' AT END IN THAT ORDER. 'NO REASON IN PARTICULAR' WAS EXCLUSIVE.]*

Which, if any, of the following are reasons you are not looking forward to this holiday season as much as last year?

Select all that apply.

	SEPTEMBER 2022 AES	2020 HOLIDAY SURVEY
	Total	**Total**
	%	%
My finances are tight and I cannot spend much money on gifts this year	56	35
I expect to give fewer gifts than last year	37	-
It's been a bad year and I don't feel like celebrating	31	34
I may not be able to afford to travel as I normally would for the holidays	21	-
I expect to get fewer gifts than last year	17	-
It will be stressful to visit with family safely	9	35
Because of COVID-19 I won't be able to visit with family and friends	8	52
Some other reason, please specify	11	4
No reason in particular	7	2
Base: Respondents who are looking forward to the holiday season less or much less than last year	476	938

Note: The 2020 Holiday survey did not have some of the 2022 response options (shown here with a dash, -). It had other response options related specifically to COVID-19 precautions that were not asked in 2022 (and are not shown here).

VEHICLE KNOWLEDGE & SPEED LIMITERS

[CAR1 AND CAR2 WERE SHOWN IN A RANDOM ORDER.]

CAR1.

To the best of your knowledge, are fully self-driving vehicles available for purchase in the US today?	
	Total
	%
Yes	29
No	37
Unsure	34
Base: All respondents	2,504

CAR2.

To the best of your knowledge, do hybrid vehicles need to be charged by being plugged in (such as to an electrical outlet or charging station) in order to run?	
	Total
	%
Yes	37
No	45
Unsure	18
Base: All respondents	2,509

CAR_INFO.

A speed limiter is a system in a vehicle that prevents the vehicle from going above a certain speed, even if the vehicle otherwise has the ability to go faster. Manufacturers can install them in newly produced vehicles.

CAR3. *[ROTATE ORDER OF RESPONSE CHOICES. 'DO NOT BELIEVE VEHICLES IN THE US SHOULD COME EQUIPPED WITH SPEED LIMITERS AT ANY SPEED' ALWAYS SHOWN LAST.]*

If new vehicles in the United States came with speed limiters, what would you want the top speed to be? That is, what is the maximum speed in miles per hour (MPH) that you would be comfortable with vehicles being able to reach?

Remember, this refers to a speed that the vehicle physically could not exceed; this would not mean a change in posted speed limits anywhere in the United States.

	Total
	%
120 MPH or faster	6
110 MPH	3
100 MPH	13
90 MPH	15
80 MPH	21
70 MPH	12
Less than 70 MPH	7
I do not believe vehicles in the US should come equipped with speed limiters at any speed	23
Base: All respondents	2,509

CAR4. *[SHOW IF 'DO NOT BELIEVE VEHICLES IN THE US SHOULD COME EQUIPPED WITH SPEED LIMITERS AT ANY SPEED' NOT SELECTED IN CAR3. IF 'DO NOT BELIEVE VEHICLES IN THE US SHOULD COME EQUIPPED WITH SPEED LIMITERS' WAS SELECTED IN CAR3, AUTOPUNCH 'NO.']*

Do you think personal vehicles in the US should come equipped with speed limiters?

	Total
	%
Yes	34
No	47
Unsure	18
Base: All respondents* ***Respondents who selected "I do not believe vehicles in the US should come equipped with speed limiters at any speed" in CAR3 did not see this question, but were automatically marked as "No."**	2,512

CAR5.

Do you currently have a valid driver's license?	
	Total
	%
Yes	91
No	9
Base: All respondents	2,506

FINANCIAL SAFETY IN PEER-TO-PEER PAYMENT SERVICES

P2P_INTRO.

This section asks about peer-to-peer payment services, also called mobile cash payment apps or money transfer apps, such as PayPal, Venmo, Apple Pay, Google Pay, or Zelle. These services allow users to send and receive money to one another directly through their smartphones, tablets, or computers without using cash or checks. In this survey, we will refer to these as "P2P" services or apps.

Some of these services can also be used to pay in stores or online. However, in this section, *we are only interested in person-to-person payments, not payments to businesses.* We are interested in informal payment for services, such as for babysitting or home repair.

P2P1. *[PROMPT TWICE IF NO RESPONSE.]*

If you use any P2P payment apps, please think about the one you use the most. When you open the app to access your account, do you need to do anything in the app to verify that it's really you?

This could be a fingerprint or face scan, a password, or a code that is sent to you separately that you need to enter into the app. Please answer only for security built into this app, not any other security features built into your device.

If you do not remember off the top of your head, feel free to check your app before answering this question.

	Total
	%
Yes, the P2P app requires identity verification	42
No, the P2P app does not require identity verification	16
I don't use any P2P apps	42
Base: All respondents	2,518

P2P2. *[SHOW IF P2P1 = 'YES' OR 'NO.' RESPONSE OPTIONS SHOWN IN THIS ORDER: 'TURNED ON,' 'TURNED OFF,' 'TURNING SOME ON AND OTHERS OFF,' 'HAVE NOT CHANGED ANY,' 'DON'T REMEMBER.']*

In the P2P app you use most, are you using the default identity verification settings, or have you changed any of them? That is, are you using the app the way it came when you first got it, or have you intentionally turned any identity verification settings on or off?

For example, you may have set the app to require a password or a fingerprint scan, or you may have turned that kind of feature off.

	Total
	%
I have not changed any identity verification settings	39
I have turned an identity verification setting on	37
I have changed identity verification settings by turning some on and others off	7
I have turned an identity verification setting off	4
Don't remember	13
Base: Respondents who use P2P apps	1,456

P2P3. *[SHOW IF P2P1 = 'YES' OR 'NO.' ROTATE 'AGREE' AND 'DISAGREE' IN QUESTION STEM AND ROTATE ORDER OF RESPONSE SCALE TO MATCH, ALWAYS HOLDING 'DON'T KNOW' AT END.]*

Your payment data is the information that you have given a P2P app to use to make payments that you want to send. This could be your bank account information, a credit card or debit card number, a prepaid card, a cryptocurrency wallet, or any other source of money that you use to make payments through the app.

Please indicate to what extent you agree or disagree with the following statement:

Thinking about the P2P app that I use the most, and with the settings that I currently have in place for that app, I believe that the app adequately protects my payment data from security risks like hacking or identity theft.

	Total
	%
Strongly agree	14
Agree	58
Disagree	12
Strongly disagree	3
Don't know	13
Base: Respondents who use P2P apps	1,462

P2P4. *[SHOW IF P2P1 = 'YES' OR 'NO.' ROTATE RESPONSE OPTIONS, ALWAYS HOLDING 'IT DEPENDS ON THE APP' AT END.]*

When you send money using a P2P app in each of the circumstances listed below, about how often, if at all, would you say you check to make sure you're sending it to the right person?

This means confirming that you are sending to the correct username in the app. For example, this could mean asking someone to provide their username instead of just searching their real name in the app, to spell their username, to confirm that you found the right one in the app by showing them the screen, etc.

	Total
	%
The first time you send money to this person through this app	
Always	66
Sometimes	19
Never	7
It depends on the app	8
Base: Respondents who use P2P apps	1,452
Sending money again to a person you have previously sent money to through this app	
Always	39
Sometimes	36
Never	17
It depends on the app	8
Base: Respondents who use P2P apps	1,448

P2P5. *[SHOW IF P2P1 = 'YES' OR 'NO.']*

How many times, if ever, would you say you have sent money through a P2P app to someone you have not met?

For example, this could be paying for an item or service you purchased before receiving that item or service, such as when buying online through a neighborhood group or Facebook Marketplace. Again, we are only interested in payments to individuals, not businesses.

	Total
	%
I have never done this	41
Once or twice	31
At least three times but less than ten times	17
At least ten times but less than twenty times	6
At least 20 times	5
Base: Respondents who use P2P apps	1,459

STORE BRAND GROCERIES

SB1. *[PROMPT TWICE IF NO RESPONSE.]*

Do you or someone in your household buy store brand or private label foods, as opposed to name brands, when grocery shopping?

Some examples are brands like Great Value at Walmart, Kirkland at Costco, Private Selection at Kroger, Signature Select at Safeway, "365 by Whole Foods" at Whole Foods, or Trader Joe's branded products at Trader Joe's.

	Total
	%
Yes, often	57
Yes, sometimes	39
No, never	4
Base: All respondents	2,516

SB2. *[SHOW IF SB1 = 'YES, SOMETIMES' OR 'NO, NEVER.' IF SB1 = 'NO, NEVER,' 'OFTEN' IS OMITTED FROM QUESTION STEM. RANDOMIZE RESPONSE OPTIONS, HOLDING 'JUST NOT INTERESTED' AND 'OTHER' AT END IN THAT ORDER.]*

You said that you do not often buy store brand foods when shopping. Which, if any, of the following are reasons why not?

Select all that apply.

	Total
	%
The price is not different enough to make it worthwhile	33
Store brands do not taste as good	33
I know what I am getting with the name brand, whereas store brands are an unknown	29
Name brands are more likely to be in stock	16
Other people in my household prefer name brands	15
I believe name brands are healthier	7
I don't want others to think I can't afford name brands	2
Just not interested	18
Other, please specify	9
Base: Respondents who never or only sometimes buy store brand foods.	1,064

SB3. *[SHOW IF S1B = EITHER 'YES.' RANDOMIZE ITEMS ACROSS TWO SCREENS.]*

You said that you, or someone in your household, buys store brand or private-label foods at least sometimes. Do you or someone in your household <u>ever</u> buy a store brand version of the following types of food?

	Total
	%
Bread	
Yes, buy store brands at least sometimes for this kind of food	73
No, never buy store brands of this kind of food	24
I never buy this kind of food at all	3
Base: Respondents who buy store brand foods at least sometimes.	2,391
[rebased to exclude those who said "I never buy this kind of food at all"]	**Total**
	%
Yes, buy store brands at least sometimes for this kind of food	75
No, never buy store brands of this kind of food	25
Base: Respondents who buy store brand foods at least sometimes and who ever buy this kind of food.	2,315
Frozen vegetables	
Yes, buy store brands at least sometimes for this kind of food	81
No, never buy store brands of this kind of food	11
I never buy this kind of food at all	8
Base: Respondents who buy store brand foods at least sometimes.	2,390
[rebased to exclude those who said "I never buy this kind of food at all"]	**Total**
	%
Yes, buy store brands at least sometimes for this kind of food	88
No, never buy store brands of this kind of food	12
Base: Respondents who buy store brand foods at least sometimes and who ever buy this kind of food.	2,221
Cereal	
Yes, buy store brands at least sometimes for this kind of food	55
No, never buy store brands of this kind of food	36
I never buy this kind of food at all	9
Base: Respondents who buy store brand foods at least sometimes.	2,387
[rebased to exclude those who said "I never buy this kind of food at all"]	**Total**
	%
Yes, buy store brands at least sometimes for this kind of food	61
No, never buy store brands of this kind of food	39
Base: Respondents who buy store brand foods at least sometimes and who ever buy this kind of food.	2,163

SB3. *[CONTINUED]*

Condiments, such as ketchup, mayonnaise, BBQ sauce, etc.	
Yes, buy store brands at least sometimes for this kind of food	67
No, never buy store brands of this kind of food	31
I never buy this kind of food at all	2
Base: Respondents who buy store brand foods at least sometimes.	2,385
[rebased to exclude those who said "I never buy this kind of food at all"]	**Total**
	%
Yes, buy store brands at least sometimes for this kind of food	69
No, never buy store brands of this kind of food	31
Base: Respondents who buy store brand foods at least sometimes and who ever buy this kind of food.	2,331
Pasta sauce	
Yes, buy store brands at least sometimes for this kind of food	58
No, never buy store brands of this kind of food	35
I never buy this kind of food at all	6
Base: Respondents who buy store brand foods at least sometimes.	2,385
[rebased to exclude those who said "I never buy this kind of food at all"]	**Total**
	%
Yes, buy store brands at least sometimes for this kind of food	62
No, never buy store brands of this kind of food	38
Base: Respondents who buy store brand foods at least sometimes and who ever buy this kind of food.	2,216
Pasta (including boxed macaroni and cheese), rice, and other grains such as quinoa	
Yes, buy store brands at least sometimes for this kind of food	79
No, never buy store brands of this kind of food	18
I never buy this kind of food at all	3
Base: Respondents who buy store brand foods at least sometimes.	2,391
[rebased to exclude those who said "I never buy this kind of food at all"]	**Total**
	%
Yes, buy store brands at least sometimes for this kind of food	82
No, never buy store brands of this kind of food	18
Base: Respondents who buy store brand foods at least sometimes and who ever buy this kind of food.	2,312
Peanut butter, almond butter, etc.	
Yes, buy store brands at least sometimes for this kind of food	60
No, never buy store brands of this kind of food	35
I never buy this kind of food at all	5
Base: Respondents who buy store brand foods at least sometimes.	2,382
[rebased to exclude those who said "I never buy this kind of food at all"]	**Total**
	%
Yes, buy store brands at least sometimes for this kind of food	63
No, never buy store brands of this kind of food	37
Base: Respondents who buy store brand foods at least sometimes and who ever buy this kind of food.	2,239

SB3. *[CONTINUED]*

Salad dressing	
Yes, buy store brands at least sometimes for this kind of food	57
No, never buy store brands of this kind of food	35
I never buy this kind of food at all	8
Base: Respondents who buy store brand foods at least sometimes.	2,385
[rebased to exclude those who said "I never buy this kind of food at all"]	**Total**
	%
Yes, buy store brands at least sometimes for this kind of food	62
No, never buy store brands of this kind of food	38
Base: Respondents who buy store brand foods at least sometimes and who ever buy this kind of food.	2,193
Canned or packaged soup	
Yes, buy store brands at least sometimes for this kind of food	64
No, never buy store brands of this kind of food	26
I never buy this kind of food at all	10
Base: Respondents who buy store brand foods at least sometimes.	2,387
[rebased to exclude those who said "I never buy this kind of food at all"]	**Total**
	%
Yes, buy store brands at least sometimes for this kind of food	71
No, never buy store brands of this kind of food	29
Base: Respondents who buy store brand foods at least sometimes and who ever buy this kind of food.	2,148
Yogurt	
Yes, buy store brands at least sometimes for this kind of food	52
No, never buy store brands of this kind of food	34
I never buy this kind of food at all	14
Base: Respondents who buy store brand foods at least sometimes.	2,383
[rebased to exclude those who said "I never buy this kind of food at all"]	**Total**
	%
Yes, buy store brands at least sometimes for this kind of food	60
No, never buy store brands of this kind of food	40
Base: Respondents who buy store brand foods at least sometimes and who ever buy this kind of food.	2,048

SB4. *[SHOW IF S1B = EITHER 'YES.' RANDOMIZE RESPONSE OPTIONS, KEEPING 'PREFER THE TASTE' AND 'PREFER BECAUSE OF SOMETHING OTHER THAN TASTE' TOGETHER. 'OTHER' ALWAYS SHOWN LAST.]*

You said that you or someone in your household buys store brand or private-label foods. Under which circumstances do you buy store brand products?

Select all that apply.

	Total
	%
When the cost is lower	78
When I prefer the taste of the store brand to the name brand equivalent	41
When the name brand is sold out	30
When I prefer the store brand to the name brand equivalent because of something other than taste (ingredients, business practices, sustainable packaging, portion size, etc.)	27
When I believe the store brand version is healthier	19
Other, please specify	2
Base: Respondents who buy store brand foods at least sometimes.	2,407

SB5. *[ROTATE ORDER OF 'MORE OFTEN' AND 'LESS OFTEN' IN QUESTION STEM AND ROTATE RESPONSE SCALE TO MATCH. 'NO CHANGE' RESPONSE OPTION ALWAYS SHOWS IN THE MIDDLE.*

In the past six months, would you say you have been buying store brand foods more often than you did before that, less often, or has there been no change?

	Total
	%
More often	26
No change	68
Less often	6
Base: All respondents	2,511

SB6. *[SHOW IF P2P5 = 'MORE OFTEN.' RANDOMIZE RESPONSE OPTIONS, HOLDING 'OTHER' AT END.]*

You said that you have been buying store brand products more often than you did six months ago. Which, if any, of the following are reasons why?

Select all that apply.

	Total
	%
I wanted to save money	87
I tried one or more types of store brand food once and liked it, so I kept buying it	39
Wider variety of store brand products available	22
One or more types of store brand food looked interesting and I wanted to try it	20
Other, please specify	2
Base: Respondents who have been buying store brand products more often than they did six months ago.	655

FOOD1. *[RANDOMIZE ACROSS TWO SCREENS. ROTATE RESPONSE SCALE ORDER.]*

How concerned, if at all, are you about each of the following when it comes to food safety <u>in the United States today?</u>

	Total
	%
Safety of meat and produce (that is, contamination by* e coli, *salmonella, etc.)	
Extremely concerned	21
Very concerned	25
Somewhat concerned	33
Not too concerned	15
Not concerned at all	5
Base: All respondents	2,497
Artificial preservatives, colors, or flavors	
Extremely concerned	14
Very concerned	22
Somewhat concerned	37
Not too concerned	19
Not concerned at all	8
Base: All respondents	2,495

FOOD1. *[CONTINUED.]*

Heavy metal contaminants, such as lead or arsenic	
Extremely concerned	22
Very concerned	26
Somewhat concerned	29
Not too concerned	17
Not concerned at all	6
Base: All respondents	2,492
Exposure to PFAS chemicals ("forever" chemicals)	
Extremely concerned	22
Very concerned	26
Somewhat concerned	32
Not too concerned	14
Not concerned at all	6
Base: All respondents	2,488
Exposure to pesticides	
Extremely concerned	21
Very concerned	24
Somewhat concerned	35
Not too concerned	14
Not concerned at all	6
Base: All respondents	2,488
GMOs (genetically modified organisms)	
Extremely concerned	16
Very concerned	20
Somewhat concerned	32
Not too concerned	21
Not concerned at all	11
Base: All respondents	2,488
Antibiotics used in raising animals for meat	
Extremely concerned	16
Very concerned	25
Somewhat concerned	35
Not too concerned	17
Not concerned at all	7
Base: All respondents	2,490

FOOD1. *[CONTINUED.]*

Hormones given to animals raised for meat	
Extremely concerned	18
Very concerned	24
Somewhat concerned	37
Not too concerned	15
Not concerned at all	6
Base: All respondents	2,496

FOOD2. *[RANDOMIZE ACROSS THREE SCREENS. SHOW RESPONSE SCALE IN THE SAME ORDER AS SHOWN IN FOOD1.]*

When you shop for food, how important, if at all, is each of the following as an objective <u>for you personally?</u>

This is a similar list to the previous question, but this time we are interested in your own values and decisions.

	Total
	%
Reducing exposure to pesticides in foods	
Extremely important	25
Very important	33
Somewhat important	28
Not too important	10
Not important at all	4
Base: All respondents	2,495
Protecting the environment from chemicals such as pesticides	
Extremely important	24
Very important	32
Somewhat important	32
Not too important	8
Not important at all	4
Base: All respondents	2,496
Avoiding recalled foods, such as those contaminated by e coli or salmonella	
Extremely important	46
Very important	32
Somewhat important	16
Not too important	4
Not important at all	2
Base: All respondents	2,494

FOOD2. *[CONTINUED.]*

Avoiding heavy metal contaminants, such as lead or arsenic	
Extremely important	36
Very important	31
Somewhat important	22
Not too important	7
Not important at all	4
Base: All respondents	2,497
Avoiding exposure to PFAS ("forever" chemicals)	
Extremely important	27
Very important	31
Somewhat important	28
Not too important	10
Not important at all	4
Base: All respondents	2,481
Avoiding meat products made from animals given hormones	
Extremely important	17
Very important	25
Somewhat important	36
Not too important	16
Not important at all	6
Base: All respondents	2,496
Avoiding meat products made from animals given antibiotics	
Extremely important	17
Very important	24
Somewhat important	34
Not too important	17
Not important at all	6
Base: All respondents	2,497
Avoiding genetically engineered or modified ingredients (GMOs)	
Extremely important	18
Very important	25
Somewhat important	30
Not too important	18
Not important at all	10
Base: All respondents	2,495

FOOD2. *[CONTINUED.]*

Avoiding artificial ingredients such as preservatives, colors, or flavors	
Extremely important	15
Very important	24
Somewhat important	35
Not too important	18
Not important at all	7
Base: All respondents	2,499
Supporting companies that provide good working conditions and fair pay to farmworkers	
Extremely important	23
Very important	33
Somewhat important	31
Not too important	9
Not important at all	4
Base: All respondents	2,498
Supporting local farmers	
Extremely important	28
Very important	36
Somewhat important	28
Not too important	6
Not important at all	3
Base: All respondents	2,493
Supporting companies that provide better living conditions for farm animals	
Extremely important	23
Very important	29
Somewhat important	31
Not too important	11
Not important at all	5
Base: All respondents	2,496
Limiting consumption of foods high in fat, salt, and/or sugar	
Extremely important	19
Very important	30
Somewhat important	36
Not too important	11
Not important at all	4
Base: All respondents	2,493

FOOD3. *[RANDOMIZE RESPONSE OPTIONS, HOLDING 'EXPERIENCED SOMETHING ELSE,' 'HAVEN'T EXPERIENCED CHALLENGES,' AND 'NOT APPLICABLE' AT END IN THAT ORDER. 'HAVEN'T EXPERIENCED CHALLENGES' AND 'NOT APPLICABLE' WERE EXCLUSIVE.]*

Which, if any, of these statements describes experiences you've had when shopping for groceries for your household in the past month?

Select all that apply.

	SEPTEMBER 2022 AES	DECEMBER 2020 AES
	Total	**Total**
	%	%
I've found the stores near me have limited options	34	-
I've had a hard time paying for groceries	21	14
I've found that I have very few choices in where to shop	17	-
I've experienced health or other physical problems that make it difficult for me to get to and/or around in a store	8	10
I've found it challenging to get groceries because stores are located too far away	6	5
I've experienced something else that has made shopping for groceries difficult, please specify:	5	11
I haven't experienced challenges when shopping for groceries in the past month	42	62
Not applicable, because I have not shopped for groceries in the past month	3	5
Base: All respondents	2,519	2,982

Note: The December 2020 AES did not have some of the 2022 response options (shown here with a dash, -).

FOOD4. *[PROMPT TWICE IF NO RESPONSE.]*

What is the main source of the tap water in the home where you currently live?

	SEPTEMBER 2022 AES	2019 WATER QUALITY SURVEY
	Total	**Total**
	%	%
City/Municipal Water	83	84
Well Water	15	14
Other, please specify:	1	2
Base: All respondents	2,516	4,219

FOOD5. *[RANDOMIZE ITEMS. ROTATE ORDER OF 'AGREE' AND 'DISAGREE' IN QUESTION STEM AND ROTATE RESPONSE SCALE TO MATCH.]*

To what extent do you agree or disagree with the following statements?

	Total	Well	City
	%	%	%
I am concerned about the safety of drinking <u>my home tap water.</u>			
Strongly agree	20	10	22
Agree	25	25	26
Neither agree nor disagree	21	17	22
Disagree	21	25	20
Strongly disagree	12	23	10
Base: All respondents	2,501	348	2,114
I am concerned about the safety of drinking <u>bottled water.</u>			
Strongly agree	8		
Agree	16		
Neither agree nor disagree	31		
Disagree	29		
Strongly disagree	15		
Base: All respondents	2,501		

FOOD5. *[CONTINUED]*

To what extent do you agree or disagree with the following statements?

	SEPTEMBER 2022 AES	2019 WATER QUALITY SURVEY
	Total	**Total**
	%	%
I am concerned about the safety of drinking <u>my home tap water.</u>		
Strongly agree	20	16
Agree	25	24
Neither agree nor disagree	21	22
Disagree	21	24
Strongly disagree	12	14
Base: All respondents	2,501	4,218

<u>Note:</u> The 2019 Water Quality Survey did not have the item on concern about bottled water, so only concern about drinking home tap water is shown here.

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