



American Experiences Survey:

A Nationally Representative Multi-Mode Survey

April 2023 Omnibus Results

Overview of Methodology

Each month, Consumer Reports fields the American Experiences Survey (AES) to track consumer attitudes and behaviors over time. January results are based on interviews conducted from April 6-17, 2023. This document includes the following sections of the omnibus survey for this month: electric-only vehicles, car maintenance, hidden fees, pet food, and plant-based milk.

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 2,121 interviews, 2,012 by web mode and 109 by phone mode, 2,052 in English and 69 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 49 years old; 61% white, non-Hispanic; 36% 4-year college graduates; and 59% have a household income of \$50,000 or more.

The margin of error for results based on the total sample is +/-2.65 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

The April omnibus contained five blocks of questions, one for each topic listed above. Respondents saw the electric-only vehicles section first, followed by the other blocks in a random order.

The questions presented below were shown to respondents in this order within sections unless otherwise noted. Where appropriate, question wording, 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.

Prepared by CR Survey Research Department, April 2023

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Survey notes for trending items

Results from the 2018 "What the Fee?" survey are based on interviews conducted from October 17 through November 2, 2018 with a nationally representative sample of 2,057 US adults.

ELECTRIC-ONLY VEHICLES

EV1. [RESPONDENTS WERE PROMPTED TWICE TO RESPOND IF THEY DID NOT DO SO INITIALLY.]

Thinking about the next car, truck or SUV you will buy or lease, will this vehicle most likely be:

Select all that you would consider.

	Total
	%
New	37
Used	41
I do not expect that I will buy or lease a vehicle in the future	11
Unsure	11
Base: All respondents	2,121

EV2. [SHOW IF EV1 IS NOT "I DO NOT EXPECT THAT I WILL BUY OR LEASE A VEHICLE IN THE FUTURE." RANDOMIZE RESPONSE OPTIONS, KEEPING "A HYBRID CAR OR TRUCK" AND "A PLUG-IN HYBRID CAR OR TRUCK" TOGETHER, AND HOLDING "OTHER" AT END.]

For the next vehicle that you will buy or lease, what type(s) of vehicle do you think you will consider?

Select all that you would consider.

	Total
	%
A gasoline-powered car or truck (not hybrid)	69
A hybrid car or truck	37
A fully electric car or truck (not hybrid)	21
A <u>plug-in</u> hybrid car or truck	16
A diesel-powered car or truck (not hybrid)	6
Other, please specify	1
Base: Respondents who did not say that they do not expect to buy or lease a vehicle in the future	1,907

EV_INTRO.

For these next few questions we are interested in electric-only vehicles, not hybrid vehicles. This refers to vehicles like the Tesla, Nissan Leaf, Mustang Mach-E, etc. that are electric only and do not take gasoline or any fuel other than electricity.

EV3. [RANDOMIZE GRID ITEMS.]

Please indicate whether each of the following statements is true or not true for you.

	True
	%
In the <u>past month</u> , I have noticed an electric-only vehicle in my neighborhood	49
I have a friend, relative, or co-worker who owns an electric-only vehicle	39
In the past <u>12 months</u> , I have been a passenger in an electric-only vehicle	23
In the past <u>12 months</u> , I have driven an electric-only vehicle	10
Base: All respondents	2,109

EV4. [SHOW IF EV1 IS NOT "I DO NOT EXPECT THAT I WILL BUY OR LEASE A VEHICLE IN THE FUTURE."]

If you were to buy or lease a vehicle today, which statement below best describes your thoughts on buying or leasing an electric-only vehicle?

	Total
	%
I would definitely buy or lease an electric-only vehicle.	9
I would seriously consider buying or leasing an electric-only vehicle.	21
I might consider getting an electric-only vehicle in the future, but not if I were to buy or lease a vehicle today.	37
I would not consider getting an electric-only vehicle.	33
Base: Respondents who did not say that they do not expect to buy or lease a vehicle in the future	1,885

EV5. [SHOW IF EV4 = "I WOULD SERIOUSLY CONSIDER," "I MIGHT CONSIDER," OR "I WOULD NOT CONSIDER GETTING AN ELECTRIC-ONLY VEHICLE." RANDOMIZE RESPONSE OPTIONS, WITH THE FOLLOWING GROUPS OF RESPONSE OPTIONS HELD TOGETHER AND RANDOMIZED WITHIN EACH GROUP: "CHARGING LOGISTICS," COSTS INVOLVED WITH CHARGING," AND "NUMBER OF MILES THE VEHICLE CAN GO BEFORE IT NEEDS TO BE CHARGED" ARE HELD TOGETHER; "MAINTENANCE AND REPAIR COSTS" AND "NOT BEING ABLE TO FIX THE VEHICLE MYSELF OR AT MY LOCAL MECHANIC" ARE HELD TOGETHER; AND "LACK OF MODELS THAT MEET MY NEEDS" AND "I DON'T LIKE THE STYLE/LOOK OF ANY OF THE MODELS" ARE HELD TOGETHER. BOTH OF THE "NOTHING" RESPONSES ARE EXCLUSIVE AND THEY ARE HELD THIRD TO LAST AND SECOND TO LAST, WITH "I JUST DON'T FEEL LIKE I KNOW ENOUGH" BEFORE "I HAVE NO INTEREST," WHILE "OTHER" IS HELD AT END.]

Of the following attributes, which, if any, are holding you back from buying or leasing an electric-only vehicle now or in the future?

Select all that apply. We are interested in knowing your thoughts in general, even if you are not currently in the market to buy or lease a vehicle of any type.

	Total
	%
Charging logistics, such as where and when I'd be able to charge it	61
Purchase price	55
Number of miles the vehicle can go before it needs to be charged	54
Maintenance and repair costs	47
Costs involved with charging the vehicle	37
Not being able to fix the vehicle myself or at my local mechanic	34
Concern about the performance of an electric-only vehicle in cold weather	29
Lack of models among electric-only vehicles currently on the market that meet my needs	15
I'd worry that it would not be powerful enough for what I need a vehicle to do	15
I don't like the style/look of any of the models that are currently available	11
It's different from what I'm used to and I'm afraid it might be too hard to use	10
Nothing; I have no interest in getting an electric-only vehicle now or in the future	9
Nothing; I just don't feel I know enough about electric-only vehicles to buy one	5
Other, please specify	5
Base: Respondents who did not say that they would definitely buy or lease an electric-only vehicle	1,703

CAR MAINTENANCE

CAR1. [RESPONDENTS WERE PROMPTED TWICE TO RESPOND IF THEY DID NOT DO SO INITIALLY.]

Who is primarily responsible for doing maintenance on the vehicle(s) in your household, or taking it (or them) to get maintenance done?

	Total
	%
Myself	59
Someone other than me	37
Not applicable: my household does not have a vehicle	4
Base: All respondents	2,120

CAR_INFO. [SHOW IF CAR1 = "MYSELF."]

If you have more than one vehicle, please answer for the one that you use the most.

CAR2. [SHOW IF CAR1 = "MYSELF." RANDOMIZE RESPONSE OPTIONS, WITH "OTHER" AND "NO MAINTENANCE HAS BEEN DONE ON THIS VEHICLE" HELD AT END. "NO MAINTENANCE HAS BEEN DONE ON THIS VEHICLE" IS EXCLUSIVE.]

When general maintenance is needed on your vehicle, where do you typically take it for service?

Select all that apply.

	Total
	%
A local repair shop	45
A car dealer	35
I do the maintenance myself	32
A national chain repair shop or quick lube	16
Other, please specify	3
No maintenance has been done on this vehicle	1
Base: Respondents who are responsible for their car maintenance themselves	1,288

CAR3. [SHOW IF CAR1 = "MYSELF" AND "NO MAINTENANCE HAS BEEN DONE ON THIS VEHICLE" IS NOT SELECTED IN CAR2. RANDOMIZE GRID ITEMS. "NO RESPONSE" REPRESENTS RESPONDENTS WHO SKIPPED OR REFUSED THE QUESTION.

How frequently do you do each of the following types of maintenance tasks on your vehicle?	
Oil change	
	Total
	%
About every 3,000 miles or less	21
About every 5,000 miles	38
About every 7,500 miles	15
About every 10,000 miles	11
About every 15,000 miles	2
About every 20,000 miles	1
About every 30,000 miles	2
About every 50,000 miles	1
About every 60,000 miles or more	1
When I notice there is a problem	2
Unsure	3
I have never done this on my vehicle	1
No response	3
Base: Respondents who are responsible for their car maintenance and whose vehicle has ever had maintenance done	
	1,275
Air filter replacement (cabin and engine)	
	Total
	%
About every 3,000 miles or less	8
About every 5,000 miles	13
About every 7,500 miles	8
About every 10,000 miles	18
About every 15,000 miles	9
About every 20,000 miles	7
About every 30,000 miles	5
About every 50,000 miles	2
About every 60,000 miles or more	1
When I notice there is a problem	13
Unsure	10
I have never done this on my vehicle	4
No response	4
Base: Respondents who are responsible for their car maintenance and whose vehicle has ever had maintenance done	
	1,275

CAR3. [CONTINUED.]

Tire rotation		Total
		%
About every 3,000 miles or less		7
About every 5,000 miles		28
About every 7,500 miles		12
About every 10,000 miles		15
About every 15,000 miles		4
About every 20,000 miles		5
About every 30,000 miles		3
About every 50,000 miles		2
About every 60,000 miles or more		1
When I notice there is a problem		10
Unsure		7
I have never done this on my vehicle		5
No response		3
Base: Respondents who are responsible for their car maintenance and whose vehicle has ever had maintenance done		1,275
Brake replacement		Total
		%
About every 3,000 miles or less		2
About every 5,000 miles		3
About every 7,500 miles		3
About every 10,000 miles		7
About every 15,000 miles		3
About every 20,000 miles		6
About every 30,000 miles		9
About every 50,000 miles		6
About every 60,000 miles or more		4
When I notice there is a problem		36
Unsure		9
I have never done this on my vehicle		7
No response		4
Base: Respondents who are responsible for their car maintenance and whose vehicle has ever had maintenance done		1,275

CAR4. [SHOW IF CAR1 = "MYSELF."]

How often do you check the tire pressure on your vehicle?	
	Total
	%
Once a week or more often than once a week	12
About once every two weeks	9
About once a month	19
About once every 3 months	11
About once every six months	5
About once a year or more	2
When the temperature changes significantly	4
When the tire pressure light goes on	27
When I notice there is a problem	8
I have never done this on my vehicle	3
Base: Respondents who are responsible for their car maintenance themselves	1,279

CAR5. [SHOW IF CAR1 = "MYSELF." RANDOMIZE ITEMS.]

Compared with how often you <u>actually</u> do the following maintenance tasks on your vehicle, how often do you think they should <u>ideally</u> be done?	
	Total
	%
Tire pressure check	
I should probably do this more often	36
I do this exactly the right amount	47
I do this more often than I really need to	7
Unsure	10
Base: Respondents who are responsible for their car maintenance themselves	1,267
Tire rotation	
I should probably do this more often	33
I do this exactly the right amount	51
I do this more often than I really need to	5
Unsure	11
Base: Respondents who are responsible for their car maintenance themselves	1,271

CAR5. [CONTINUED.]

Air filter replacement (cabin and engine)	Total
	%
I should probably do this more often	30
I do this exactly the right amount	51
I do this more often than I really need to	4
Unsure	15
Base: Respondents who are responsible for their car maintenance themselves	1,270
Brake replacement	Total
	%
I should probably do this more often	22
I do this exactly the right amount	53
I do this more often than I really need to	4
Unsure	22
Base: Respondents who are responsible for their car maintenance themselves	1,268
Oil change	Total
	%
I should probably do this more often	13
I do this exactly the right amount	77
I do this more often than I really need to	5
Unsure	4
Base: Respondents who are responsible for their car maintenance themselves	1,270

HIDDEN FEES

FEES_INTRO.

We would like to hear about your experiences with unexpected or hidden fees. These include fees that make it difficult to compare prices when you shop, to know what you are going to be asked to pay before you get the actual bill, or to know what you are getting for your money. For example, baggage fees and change fees charged by airlines can be hard to track down and can make it hard to comparison shop. These are generally company-imposed fees, however some government taxes and fees can fit this description.

FEES1. [RESPONDENTS WERE PROMPTED TWICE TO RESPOND IF THEY DID NOT DO SO INITIALLY. RANDOMIZE GRID ITEMS ACROSS SCREENS.]

For each of the following services that you've had or used in the past two years, have you encountered unexpected or hidden fees at any time from when you signed up or during use of each service?

Select an answer for each row.

	AES April 2023	Fees Survey 2018
	Total	Total
	%	%
Telecommunications (i.e., cable, internet, phone service providers)		
Yes	49	69
No	38	31
Unsure	13	0
Base: Respondents who have had or used telecommunications services in the past two years	2055	1968
Gas and electric utilities		
Yes	37	41
No	47	59
Unsure	16	0
Base: Respondents who have had or used gas and electric utility services in the past two years	2029	1942
Auto loans/Purchasing		
Yes	26	34
No	63	66
Unsure	11	0
Base: Respondents who have had auto loans or purchasing in the past two years	1398	1400
Home buying loans		
Yes	19	25
No	70	75
Unsure	12	0
Base: Respondents who have had home buying loans in the past two years	1233	1126
Investment services (e.g., stocks, mutual funds, 401k, etc.)		
Yes	19	24
No	63	76
Unsure	18	0
Base: Respondents who have had or used investment services in the past two years	1661	1495
Credit cards		
Yes	27	36
No	62	64
Unsure	11	0
Base: Respondents who have had or used credit cards in the past two years	1935	1838
Personal banking		
Yes	23	37
No	66	63
Unsure	11	0
Base: Respondents who have had or used personal banking in the past two years	2012	1954

FEES2. [RESPONDENTS WERE PROMPTED TWICE TO RESPOND IF THEY DID NOT DO SO INITIALLY. RANDOMIZE GRID ITEMS ACROSS SCREENS.]

In the past two years, did you encounter an unexpected or hidden fee when you used or received a bill for the following?

Select an answer for each row.

	AES April 2023	Fees Survey 2018
	Total	Total
	%	%
College tuition bill (e.g., mandatory on-campus fees such as health service fees, technology fees, student union fees, recreation facilities fees, etc.)		
Yes	24	28
No	65	66
Unsure	10	7
Base: Respondents who have received a college tuition bill in the past two years	1048	1011
Hotel (e.g., Marriott, Hilton, Choice Hotels)		
Yes	37	34
No	54	56
Unsure	10	10
Base: Respondents who have used or received a hotel bill in the past two years	1655	1642
Air travel (e.g., Delta, United, Southwest)		
Yes	35	31
No	56	60
Unsure	9	9
Base: Respondents who have used or received a bill for air travel in the past two years	1473	1425
Rental car (e.g., Avis, Enterprise, Hertz)		
Yes	32	31
No	57	61
Unsure	11	8
Base: Respondents who have used or received a bill for a rental car in the past two years	1284	1264
Live entertainment or sporting events (e.g., venue ticket surcharges, venue fees, convenience fees, etc.)		
Yes	45	44
No	46	47
Unsure	9	8
Base: Respondents who have used or received a bill for live entertainment or sporting events in the past two years	1495	1518

FEES_INFO. [SHOW IF "TELECOMMUNICATIONS" IS SELECTED IN FEES1, OR IF ANY OF "HOTEL," "AIR TRAVEL," "RENTAL CAR," OR "LIVE ENTERTAINMENT" ARE SELECTED IN FEES2.]

For this next question, "budget" refers to the amount of money you expected to, or could afford to, pay for the service.

FEES3. [SHOW IF "TELECOMMUNICATIONS" IS SELECTED IN FEES1, OR IF ANY OF "HOTEL," "AIR TRAVEL," "RENTAL CAR," OR "LIVE ENTERTAINMENT" ARE SELECTED IN FEES2. EACH ITEM IS ONLY SHOWN IF THE CORRESPONDING ITEM IS SELECTED IN FEES1 OR FEES2. RANDOMIZE GRID ITEMS ACROSS SCREENS.]

For each of the following that you've used in the past two years, please tell us if you exceeded your budget when using this service or business due to unexpected or hidden fees.

Select an answer for each row.

	AES April 2023	Fees Survey 2018
	Total	Total
	%	%
Telecommunications (i.e., cable, internet, phone service providers)		
Yes	51	59
No	49	41
Base: Respondents who have encountered an unexpected fee with telecommunications services in the past two years	1004	1374
Hotel (e.g., Marriott, Hilton, Choice Hotels)		
Yes	52	54
No	48	45
Base: Respondents who have used encountered an unexpected fee with a hotel in the past two years	604	621
Air travel (e.g., Delta, United, Southwest)		
Yes	54	49
No	46	51
Base: Respondents who have encountered an unexpected fee with air travel in the past two years	514	500
Rental car (e.g., Avis, Enterprise, Hertz)		
Yes	53	48
No	47	52
Base: Respondents who have encountered an unexpected fee with rental car services in the past two years	411	458
Live entertainment or sporting events (e.g., venue ticket surcharges, venue fees, convenience fees, etc.)		
Yes	59	54
No	41	45
Base: Respondents who have encountered an unexpected fee with live entertainment services in the past two years	673	721

FEES4. [SHOW IF ANY ITEMS ARE SELECTED IN FEES1 OR FEES2.]

In the past two years, have you ever decided to not follow through with a purchase or sign up with a service provider because of an unexpected or hidden fee?

	AES April 2023	Fees Survey 2018
	Total	Total
	%	%
Yes	54	63
No	46	37
Base: Respondents who have encountered an unexpected fee in the past two years for any of the services listed	1659	1773

FEES5.

Other than what you might pay from inflation over 5 years, do you think you are paying more now in unexpected or hidden fees than you did 5 years ago?		
	AES April 2023	Fees Survey 2018
	Total	Total
	%	%
Yes	68	64
No	31	36
Base: All respondents	2077	2045

PET FOOD

PET1. [RESPONDENTS WERE PROMPTED TWICE TO RESPOND IF THEY DID NOT DO SO INITIALLY. THE "NO" RESPONSE IS EXCLUSIVE.]

Do you currently have a pet?	
<i>Select <u>all</u> that apply.</i>	
	Total
	%
Yes, a dog	42
Yes, a cat	28
Yes, a pet other than a dog or a cat	6
No	39
Base: All respondents	2,121

PET1A. [SHOW IF "YES, A DOG" OR "YES, A CAT" IS SELECTED IN PET1. INSTRUCTION TO RESPOND ONLY FOR DOGS OR CATS SHOWN ONLY TO THOSE WHO ALSO SELECTED "YES, A PET OTHER THAN A DOG OR CAT" IN PET1. RESPONSE OPTIONS SHOWN IN THIS ORDER: REGULAR PET FOOD, PRESCRIPTION PET FOOD, SPECIALTY PET FOOD, FRESH PET FOOD, RAW OR UNCOOKED FOOD, PET FOOD I MAKE AT HOME, OTHER.]

What type of food do you usually feed your dog or cat?

Please respond only for your dog(s) or cat(s), not for any other types of pets you have.

Select all that apply.

		Total
		%
Regular pet food (can or dry)		81
Specialty pet food such as grain, gluten, GMO, or preservative-free (can or dry)		15
Prescription pet food (can or dry)		9
Pet food I make at home		8
Fresh pet food (can or dry)		7
Raw or uncooked food		3
Other, please specify		2
Base: Respondents who have a dog or a cat		1,216

PET2. [SHOW IF "YES, A DOG," "YES, A CAT," OR "YES, A PET OTHER THAN A DOG OR A CAT" IS SELECTED IN PET1. ROTATE RESPONSE OPTIONS, HOLDING "UNSURE" AT END.]

How much of a risk, if at all, do you consider the possibility of heavy metals such as arsenic, mercury, cadmium, lead, and copper, in the food that you usually feed your pet?

		Total
		%
High risk		5
Medium risk		15
Low risk		39
Not a risk at all		17
Unsure		25
Base: Respondents who have a pet		1,261

PET3. [SHOW IF "YES, A DOG," "YES, A CAT," OR "YES, A PET OTHER THAN A DOG OR A CAT" IS SELECTED IN PET1. ROTATE RESPONSE OPTIONS, HOLDING "UNSURE" AND "NOT APPLICABLE" AT END.]

How much of a risk, if at all, do you consider the possibility that pet treats might be contaminated, either with heavy metals or with bacterial pathogens like live Salmonella?

	Total
	%
High risk	6
Medium risk	16
Low risk	32
Not a risk at all	11
Not applicable: I do not give my pet treats	9
Unsure	26
Base: Respondents who have a pet	1,258

PET4. [SHOW IF "YES, A DOG," "YES, A CAT," OR "YES, A PET OTHER THAN A DOG OR A CAT" IS SELECTED IN PET1. ROTATE RESPONSE OPTIONS, HOLDING "UNSURE" AND "NOT APPLICABLE" AT END.]

How much of a risk, if at all, do you consider the possibility of live Salmonella or other pathogens in raw or uncooked pet food?

For example, this could be raw meat (either fresh or purchased frozen from a pet store) for a dog or cat, or uncooked vegetables or fruit for a rabbit or hamster, or live foods for a reptile.

	Total
	%
High risk	16
Medium risk	16
Low risk	19
Not a risk at all	6
Not applicable: I do not give my pet raw or uncooked food	30
Unsure	13
Base: Respondents who have a pet	1,261

PET_INFO. [SHOW IF "YES, A DOG," "YES, A CAT," OR "YES, A PET OTHER THAN A DOG OR A CAT" IS SELECTED IN PET1.]

PFAS, or per- and polyfluoroalkyl substances, are used in hundreds of products to make them resistant to heat, water, oil and corrosion. The compounds are sometimes called "forever chemicals" because they are resistant to breaking down naturally in the environment, and can remain in people's (or animals') bodies for years.

PET5. [SHOW IF "YES, A DOG," "YES, A CAT," OR "YES, A PET OTHER THAN A DOG OR A CAT" IS SELECTED IN PET1. ROTATE RESPONSE OPTIONS, HOLDING "UNSURE" AT END.]

How much of a risk, if at all, do you consider the possibility that the packaging of pet food (including treats) might include PFAS?	
	Total
	%
High risk	9
Medium risk	22
Low risk	27
Not a risk at all	6
Unsure	37
Base: Respondents who have a pet	1,259

PLANT-BASED MILK

PLANTMILK1.

Have you ever heard of or seen plant-based milks, such as almond, soy, oat, or coconut milk?	
	Total
	%
Yes	94
No	6
Base: All respondents	2,116

PLANTMILK2. [ROTATE RESPONSE OPTIONS AND TEXT IN QUESTION STEM TO MATCH. "NO RESPONSE" INDICATES THAT THE RESPONDENT SKIPPED OR REFUSED THE QUESTION, OR REPLIED "DON'T KNOW."]

Compared to cow's milk, do you think unsweetened plant-based milks overall have <u>more</u>, <u>the same</u>, or <u>less</u> nutrients (i.e., protein, calcium, vitamin A, and potassium) than cow's milk?	
	Total
	%
Plant-based milks have <u>more</u> protein, calcium, vitamin A, and potassium	18
Plant-based milks have <u>the same</u> amount of protein, calcium, vitamin A, and potassium	41
Plant-based milks have <u>less</u> protein, calcium, vitamin A, and potassium	36
No response	5
Base: All respondents	2,121

PLANTMILK3.

In the past year, have you purposely drunk or cooked with plant-based milk as a substitute for cow's milk?	
	Total
	%
Yes	43
No	57
Base: All respondents	2,106

PLANTMILK4. [RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DID NOT DO SO INITIALLY.]

When you purchase milk, would you say you...	
	Total
	%
Usually or always purchase cow's milk	61
Purchase both cow's milk and plant-based milk about equally	18
Usually or always purchase plant-based milk	15
I don't purchase milk	6
Base: All respondents	2,115

PLANTMILK5. [SHOW IF PLANTMILK4 = "PURCHASE BOTH COW'S MILK AND PLANT-BASED MILK ABOUT EQUALLY" OR "USUALLY OR ALWAYS PURCHASE PLANT-BASED MILK." RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER" AT END.]

Which, if any, of the following are reasons you purchase plant-based milk for your household?

Select all that apply.

	Total
	%
Someone in my household is allergic or sensitive to cow's milk	38
It's healthier than cow's milk	34
It tastes better than cow's milk	27
To reduce exposure to antibiotics and hormones	26
It's better for the environment	22
To protect animals, meaning no animals are involved in its production	17
It has more nutrients that I need than cow's milk	14
It costs less than cow's milk	10
I, or someone in my household, is vegan	8
Other, please specify	9
Base: Respondents who purchase plant-based milk at least sometimes	709

CONTACT:

Noemi Altman
Senior Research Associate
Noemi.Altman@consumer.org