



American Experiences Survey:

A Nationally Representative Multi-Mode Survey

June 2023 Omnibus Results

Overview of Methodology

Each month, Consumer Reports fields the American Experiences Survey (AES) to track consumer attitudes and behaviors over time. June results are based on interviews conducted from June 8-20, 2023. This document includes the following sections of the omnibus survey for this month: car buying influences, infotainment, sustainability, and regenerative agriculture.

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 2,006 interviews, 1,878 by web mode and 128 by phone mode, 1,909 in English and 97 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:

52% female; median age of 50 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 +/-2.76 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 June omnibus contained four blocks of questions, one for each topic listed above. Respondents saw the 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, June 2023

www.cr.org

CAR BUYING INFLUENCES

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

Have you been in the market to buy or lease a car or truck within the past 12 months, whether or not you have actually bought or leased one?

Please respond "Yes" if you have seriously considered buying or leasing a vehicle within the past 12 months, even if you ultimately decided not to get one in the near future.

	Total
	%
Yes, I have bought or leased a car or truck within the past 12 months	18
Yes, I have been in the market for a car or truck within the past 12 months but haven't gotten one	19
No	63
Base: All respondents	2,006

CAR2. [SHOW IF CAR1 = EITHER "YES" OPTION. RESPONSE OPTIONS SHOWED IN THE FOLLOWING ORDER: ELECTRIC; HYBRID; PLUG-IN HYBRID; GASOLINE; DIESEL; OTHER.]

While you were or have been in the market for a car or truck, what types have you considered?

Please select all types that you considered, even if you ended up deciding on a different type.

	Total
	%
A gasoline-powered car or truck (not hybrid)	76
A hybrid car or truck	28
An electric-only car or truck (not hybrid)	18
A plug-in hybrid car or truck	15
A diesel-powered car or truck (not hybrid)	6
Other	1
Base: Respondents who were or have been in the market for a car or truck within the past 12 months	727

CAR3. [SHOW IF CAR1 = EITHER "YES" OPTION. RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER" AT END.]

<p>While you were or have been in the market for a car or truck, what body types have you considered?</p> <p><i>Please select <u>all</u> body types that you considered, even if you ended up deciding on a different type.</i></p>	
	Total
	%
SUV	62
Car	48
Pickup truck	28
Minivan	9
Sports car	9
Other	2
Base: Respondents who were or have been in the market for a car or truck within the past 12 months	
	727

CAR4. [SHOW IF CAR1 = EITHER "YES" OPTION.]

<p>While you were or have been in the market for a car or truck, what price range(s) have you considered?</p> <p><i>Please select <u>all</u> price ranges that you have considered. If you leased or are planning to lease your vehicle, select the response that reflects what you think it would cost if you paid for it in full.</i></p>	
	Total
	%
Less than \$10,000	26
\$10,000 to \$24,999	39
\$25,000 to \$39,999	37
\$40,000 to \$59,999	21
\$60,000 or more	7
Base: Respondents who were or have been in the market for a car or truck within the past 12 months	
	727

CAR5. [SHOW IF CAR1 = EITHER "YES" OPTION. RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER," "UNSURE," AND "NOT APPLICABLE" AT END IN THAT ORDER. "UNSURE" AND "NOT APPLICABLE" WERE EXCLUSIVE. RESPONDENTS COULD SELECT UP TO THREE RESPONSES.]

If you were to buy or lease a new vehicle today, what would be the most influential sources of information for your decision about your new vehicle?

Please choose up to three.

	Total
	%
Recommendations from friends, family, coworkers, or other people you know	39
User reviews	34
Kelley Blue Book	32
Consumer Reports	29
Salesperson at the dealership	14
Social media, such as Reddit, YouTube, TikTok, or Instagram	14
Car and Driver	13
JD Power & Associates	8
Edmunds	7
Autotrader	7
Advertisements	6
Motor Trend	5
Other, please specify	5
Unsure	4
Not applicable; I will never buy or lease a new vehicle	6
Base: Respondents who were or have been in the market for a car or truck within the past 12 months	727

INFOTAINMENT

INTRO1.

This section is about listening to audio content in your car. This could be music, news, or stories, either on the radio or through a streaming service, or podcasts, audio books, or anything else you might listen to while driving.

Some cars and trucks have an infotainment system, which allows you to access streaming services and XM radio directly, with controls on a screen on your dashboard. Some drivers also listen to content through their phone, in one of several ways: either directly through the phone, using controls on the phone itself; or by connecting the phone to the car's sound system; or through Apple Carplay or Android Auto, which show a modified version of your phone's apps on the car's infotainment screen and allow you to control them through the infotainment system.

INFOTAIN1. [RESPONDENTS WERE PROMPTED TWICE TO RESPOND IF THEY DID NOT DO SO INITIALLY.]

Do you drive a car, truck, or other vehicle, at least sometimes?	
	Total
	%
Yes	93
No	7
Base: All respondents	2,006

INFOTAIN2. [SHOW IF INFOTAIN1 = "YES." RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DID NOT DO SO INITIALLY.]

Does your vehicle have an infotainment system, that is, a screen on your dashboard that allows you to access and control music, news, podcasts, audio books, or other things to listen to while you drive?	
If you drive more than one vehicle, please respond for the one you drive most often.	
	Total
	%
Yes	65
No	32
Unsure	3
Base: Respondents who drive	1,867

INFOTAIN3. [SHOW IF INFOTAIN1 = "YES." "BUILT-IN STREAMING SERVICE" AND "APPLE CARPLAY OR ANDROID AUTO AUDIO" ARE SHOWN IF INFOTAIN2 = "YES." RANDOMIZE GRID ITEMS. ROTATE RESPONSE SCALE.]

How frequently do you use each of these sources of media in your car?	
Built-in FM or AM radio	Total
	%
Every time I drive	28
Most of the time	18
Sometimes	26
Rarely	16
I have this in my car, but I never use it	10
I don't have this in my car	2
Base: Respondents who drive	1,848

INFOTAIN3. [CONTINUED.]

Smartphone-connected streaming service (such as a music app, podcast, or audio book <u>on your phone</u>, connected to your car's sound system)	
	%
Every time I drive	22
Most of the time	19
Sometimes	19
Rarely	11
I have this in my car, but I never use it	11
I don't have this in my car	19
Base: Respondents who drive	
1,847	
Apple Carplay or Android Auto audio	
	%
Every time I drive	20
Most of the time	11
Sometimes	13
Rarely	9
I have this in my car, but I never use it	12
I don't have this in my car	35
Base: Respondents who have an infotainment system in their vehicle	
1,177	
Built-in satellite radio (such as Sirius XM)	
	%
Every time I drive	12
Most of the time	6
Sometimes	8
Rarely	9
I have this in my car, but I never use it	25
I don't have this in my car	41
Base: Respondents who drive	
1,851	
Built-in streaming service <u>through your infotainment system</u> (such as a music app, podcast, or audio book)	
	%
Every time I drive	9
Most of the time	8
Sometimes	16
Rarely	11
I have this in my car, but I never use it	20
I don't have this in my car	35
Base: Respondents who have an infotainment system in their vehicle	
1,183	

INFOTAIN4. [SHOW IF INFOTAIN1 = "YES." RANDOMIZE GRID ITEMS ACROSS TWO SCREENS, KEEPING "SWITCH BETWEEN BUILT-IN AND SMARTPHONE AUDIO SOURCES" TOGETHER WITH "CHANGE AUDIO WITHIN THE SAME SOURCE," AND KEEPING "TURN WHAT YOU'RE LISTENING TO ON OR OFF" TOGETHER WITH "PAUSING WHAT YOU'RE LISTENING TO." ROTATE RESPONSE SCALE.]

How often do you do these tasks while driving?	
Adjust the volume of what you're listening to, using the car's controls	
	%
Never	4
Very infrequently	6
Infrequently	6
Sometimes	30
Frequently	25
Very frequently	19
Constantly	10
Base: Respondents who drive	
1,855	
Switch between radio presets	
	%
Never	17
Very infrequently	15
Infrequently	11
Sometimes	29
Frequently	14
Very frequently	8
Constantly	5
Base: Respondents who drive	
1,854	
Skip to the next or previous song or track	
	%
Never	20
Very infrequently	11
Infrequently	9
Sometimes	30
Frequently	15
Very frequently	10
Constantly	4
Base: Respondents who drive	
1,849	

INFOTAIN4. [CONTINUED.]

Turn what you're listening to on or off	
	%
Never	10
Very infrequently	15
Infrequently	12
Sometimes	38
Frequently	14
Very frequently	7
Constantly	4
Base: Respondents who drive 1,856	
Change the radio station or channel using the dial, knob, or typing (not using presets or the seek or skip buttons)	
	%
Never	25
Very infrequently	21
Infrequently	12
Sometimes	23
Frequently	9
Very frequently	6
Constantly	3
Base: Respondents who drive 1,852	
Pressing shuffle or repeat on what you're listening to	
	%
Never	31
Very infrequently	17
Infrequently	12
Sometimes	22
Frequently	10
Very frequently	5
Constantly	3
Base: Respondents who drive 1,852	
Switch between built-in and smartphone audio sources (like switching from your car radio to music from your phone)	
	%
Never	36
Very infrequently	15
Infrequently	12
Sometimes	22
Frequently	9
Very frequently	4
Constantly	3
Base: Respondents who drive 1,855	

INFOTAIN4. [CONTINUED.]

Pausing what you're listening to	
	%
Never	30
Very infrequently	16
Infrequently	14
Sometimes	26
Frequently	9
Very frequently	4
Constantly	2
Base: Respondents who drive	
1,849	
Change audio within the same source (between apps on your phone, or switching from FM to XM radio)	
	%
Never	37
Very infrequently	16
Infrequently	12
Sometimes	21
Frequently	8
Very frequently	3
Constantly	2
Base: Respondents who drive	
1,853	

INFOTAIN5. [SHOW IF INFOTAIN2 = "YES." SHOW ITEMS ACROSS TWO SCREENS IN THE FOLLOWING ORDER: "USE VOICE COMMANDS TO PLACE A HANDS-FREE PHONE CALL"; "USE THE VEHICLE CONTROLS TO PLACE A HANDS-FREE CALL"; "RECEIVE A HANDS-FREE PHONE CALL"; "SELECT FROM A LIST OF RECENTS TO PLACE A HANDS-FREE CALL"; "SELECT FROM A LIST OF FAVORITES TO PLACE A HANDS-FREE CALL"; "SEARCH THROUGH YOUR CONTACT LIST TO PLACE A HANDS-FREE CALL." ROTATE RESPONSE SCALE.]

While driving, how often do you use the infotainment system to do the following tasks?	
Receive a hands-free phone call	
	%
Never	17
Sometimes, but not on every drive	52
About once on every drive	17
Two to five times on each drive	9
More than five times on each drive	4
Base: Respondents who have an infotainment system in their vehicle	
1,175	

INFOTAIN5. [CONTINUED.]

Use the vehicle controls to place a hands-free call	
	%
Never	36
Sometimes, but not on every drive	43
About once on every drive	13
Two to five times on each drive	4
More than five times on each drive	3
Base: Respondents who have an infotainment system in their vehicle	
	1,178
Use voice commands to place a hands-free phone call	
	%
Never	38
Sometimes, but not on every drive	43
About once on every drive	11
Two to five times on each drive	5
More than five times on each drive	3
Base: Respondents who have an infotainment system in their vehicle	
	1,179
Select from a list of recents to place a hands-free call	
	%
Never	48
Sometimes, but not on every drive	37
About once on every drive	9
Two to five times on each drive	4
More than five times on each drive	2
Base: Respondents who have an infotainment system in their vehicle	
	1,173
Select from a list of favorites to place a hands-free call	
	%
Never	50
Sometimes, but not on every drive	35
About once on every drive	9
Two to five times on each drive	4
More than five times on each drive	2
Base: Respondents who have an infotainment system in their vehicle	
	1,168
Search through your contact list to place a hands-free call	
	%
Never	54
Sometimes, but not on every drive	33
About once on every drive	8
Two to five times on each drive	3
More than five times on each drive	2
Base: Respondents who have an infotainment system in their vehicle	
	1,170

INFOTAIN6. [SHOW IF INFOTAIN2 = "YES." SHOW ITEMS IN THE FOLLOWING ORDER: "USE VOICE COMMANDS TO READ A TEXT MESSAGE ALOUD"; "USE THE VEHICLE CONTROLS TO READ A TEXT MESSAGE ALOUD"; "USE VOICE COMMANDS TO REPLY TO A TEXT MESSAGE"; "USE THE VEHICLE CONTROLS TO REPLY TO A TEXT MESSAGE"; "USE VOICE COMMANDS TO INITIATE A NEW TEXT MESSAGE TO A CONTACT." ROTATE RESPONSE SCALE.]

While driving, how often do you use the infotainment system to do the following tasks?	
Use voice commands to read a text message aloud	
	%
Never	56
Sometimes, but not on every drive	27
About once on every drive	9
Two to five times on each drive	5
More than five times on each drive	2
Base: Respondents who have an infotainment system in their vehicle	
1,179	
Use the vehicle controls to read a text message aloud	
	%
Never	57
Sometimes, but not on every drive	28
About once on every drive	8
Two to five times on each drive	5
More than five times on each drive	2
Base: Respondents who have an infotainment system in their vehicle	
1,177	
Use voice commands to reply to a text message	
	%
Never	57
Sometimes, but not on every drive	28
About once on every drive	8
Two to five times on each drive	5
More than five times on each drive	2
Base: Respondents who have an infotainment system in their vehicle	
1,176	
Use voice commands to initiate a new text message to a contact	
	%
Never	63
Sometimes, but not on every drive	24
About once on every drive	7
Two to five times on each drive	4
More than five times on each drive	3
Base: Respondents who have an infotainment system in their vehicle	
1,168	

INFOTAIN6. [CONTINUED.]

Use the vehicle controls to reply to a text message	
	%
Never	68
Sometimes, but not on every drive	19
About once on every drive	6
Two to five times on each drive	5
More than five times on each drive	2
Base: Respondents who have an infotainment system in their vehicle	
	1,177

SUSTAINABILITY

SUSTAIN_INTRO.

This section is about the concept of sustainability. Sustainability may have different meanings to different people. We are interested in learning about how you think about it.

SUSTAIN1. [RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DID NOT DO SO INITIALLY. RANDOMIZE ITEMS. ROTATE RESPONSE SCALE, HOLDING "NOT APPLICABLE" AT END.]

If you had to buy an item from one of these categories today, how important would sustainability be in your decision of what to buy? Thinking about all of the factors that would go into your decision, such as price, quality, and style, what level of priority would sustainability hold?	
Large appliance, such as a refrigerator, range, dishwasher, or laundry machine	
	%
Top priority	19
Higher priority compared to most other factors, but not the top priority	20
I would consider it equally with other factors	29
Lower priority compared to most other factors, but still a priority	13
Not a priority at all	16
Not applicable; I never buy items from this category	3
Base: All respondents	
	1,989

SUSTAIN1. [CONTINUED.]

Baby care items, such as a crib, stroller, carseat, and other baby needs	
	%
Top priority	15
Higher priority compared to most other factors, but not the top priority	13
I would consider it equally with other factors	17
Lower priority compared to most other factors, but still a priority	11
Not a priority at all	17
Not applicable; I never buy items from this category	27
Base: All respondents	1,986
Electronics like computers, TVs, tablets, phones, game consoles, or cameras	
	%
Top priority	14
Higher priority compared to most other factors, but not the top priority	20
I would consider it equally with other factors	27
Lower priority compared to most other factors, but still a priority	19
Not a priority at all	17
Not applicable; I never buy items from this category	2
Base: All respondents	1,986
Mattress	
	%
Top priority	13
Higher priority compared to most other factors, but not the top priority	19
I would consider it equally with other factors	29
Lower priority compared to most other factors, but still a priority	19
Not a priority at all	18
Not applicable; I never buy items from this category	2
Base: All respondents	1,991
Furniture	
	%
Top priority	9
Higher priority compared to most other factors, but not the top priority	20
I would consider it equally with other factors	31
Lower priority compared to most other factors, but still a priority	19
Not a priority at all	20
Not applicable; I never buy items from this category	2
Base: All respondents	1,990

SUSTAIN2. [SHOW IF SUSTAIN1 INDICATES THAT SUSTAINABILITY IN BUYING A LARGE APPLIANCE IS ANY LEVEL OF PRIORITY; I.E., NOT "NOT A PRIORITY AT ALL" OR "NOT APPLICABLE." RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER" AT END. RESPONDENTS WERE ALLOWED TO CHOOSE UP TO THREE RESPONSES.]

When you think about sustainability in buying a large appliance for your home, what are the three most important aspects of sustainability to you?

Select up to three.

	%
Good quality products that last a long time	59
Energy efficiency	56
Cost savings	39
Products that need very little maintenance or repairs	33
Health concerns, like reducing the production of harmful chemicals or emissions	16
Reducing waste, or keeping items out of the landfill	15
Buying American	14
Reducing climate change	11
Reducing pollution	10
Protecting natural resources	10
Safety concerns, like protecting users' safety or workers' safety	8
Buying local	7
Protecting animals	4
Other, please specify	0
Base: Respondents who did not say they never buy large appliances	
	1,628

SUSTAIN3. [SHOW IF SUSTAIN1 INDICATES THAT SUSTAINABILITY IN BUYING BABY CARE ITEMS IS ANY LEVEL OF PRIORITY; I.E., NOT "NOT A PRIORITY AT ALL" OR "NOT APPLICABLE." RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER" AT END. RESPONDENTS WERE ALLOWED TO CHOOSE UP TO THREE RESPONSES.]

When you think about sustainability in buying baby care items, what are the three most important aspects of sustainability to you?

Select up to three .

	%
Good quality products that last a long time	54
Health concerns, like reducing the production of harmful chemicals or emissions	44
Safety concerns, like protecting users' safety or workers' safety	40
Cost savings	34
Reducing waste, or keeping items out of the landfill	28
Products that need very little maintenance or repairs	19
Buying American	15
Reducing pollution	12
Reducing climate change	10
Buying local	8
Protecting wildlife	6
Other, please specify	1
Base: Respondents who did not say they never buy baby care items	
1,069	

SUSTAIN4. [RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER," "I JUST DON'T BELIEVE IT IS A HIGH PRIORITY," AND "NOTHING, IT IS ALWAYS MY HIGHEST PRIORITY" AT END IN THAT ORDER. "I JUST DON'T BELIEVE IT IS A HIGH PRIORITY" AND "NOTHING, IT IS ALWAYS MY HIGHEST PRIORITY" WERE EXCLUSIVE.]

What gets in the way of sustainability being a higher priority in your purchase decisions?	
Select <u>all</u> that apply.	
	%
Price	61
I'm not sure which sustainability claims are true	40
Availability of sustainable products where I shop	32
I just don't think what I do as an individual makes a difference	12
Sustainable products are not as convenient to use	8
I think sustainable products aren't made as well	7
I think sustainable products don't work as well	6
I don't like the way sustainable products look	3
Other, please specify	2
I just don't believe it is a high priority	15
Nothing, it is always my highest priority	5
Base: All respondents	2,006

SUSTAIN5. [ROTATE ORDER OF "WISH YOU HAD MORE, RELIABLE INFORMATION" AND "HAVE ALL THE INFORMATION YOU NEED" IN QUESTION STEM AND ROTATE RESPONSE SCALE TO MATCH. RESPONSE OPTIONS SHOWED IN THE FOLLOWING ORDER: "WHAT TO LOOK FOR IF YOU WANT TO BUY A SUSTAINABLE MATTRESS"; "WHAT TO LOOK FOR IF YOU WANT TO BUY A SUSTAINABLE LARGE APPLIANCE"; "WHAT TO LOOK FOR IF YOU WANT TO BUY SUSTAINABLE BABY ITEMS"; "WHETHER THE ITEMS YOU SEPARATE FOR RECYCLING ACTUALLY GET RECYCLED"; "WHETHER IT REALLY MATTERS TO SAVE WATER IN YOUR AREA"; "WHICH COMPANIES ARE BETTER AT PROTECTING THE ENVIRONMENT THAN OTHERS"; "HOW YOU CAN MAKE THE MOST IMPACT ON SUSTAINABILITY AS AN INDIVIDUAL."]

For each of the following, please indicate if you wish you had more, reliable information or if you have all the information you need.	
Which companies are better at protecting the environment than others	
	%
I wish I had more, reliable information	72
I have all the information I need	28
Base: All respondents	1,952
How I can make the most impact on sustainability as an individual	
	%
I wish I had more, reliable information	68
I have all the information I need	32
Base: All respondents	1,948

SUSTAIN5. [CONTINUED.]

Whether the items I separate for recycling actually get recycled	
	%
I wish I had more, reliable information	65
I have all the information I need	35
Base: All respondents	1,955
What to look for if I want to buy a sustainable large appliance	
	%
I wish I had more, reliable information	63
I have all the information I need	37
Base: All respondents	1,967
What to look for if I want to buy sustainable baby items	
	%
I wish I had more, reliable information	53
I have all the information I need	47
Base: All respondents	1,894
Whether it really matters to save water in my area	
	%
I wish I had more, reliable information	50
I have all the information I need	50
Base: All respondents	1,959

REGENERATIVE AGRICULTURE

AG1. [RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DID NOT DO SO INITIALLY. RANDOMIZE RESPONSE OPTIONS, HOLDING "I HAVE NOT HEARD OF ANY OF THESE" AT END. "I HAVE NOT HEARD OF ANY OF THESE" WAS EXCLUSIVE.]

Which, if any, of the following phrases have you heard of?	
<i>Please select <u>all</u> that apply.</i>	
	%
Organic farming or organic agriculture	72
Sustainable farming or sustainable agriculture	57
Climate-smart farming or climate-smart agriculture	19
Regenerative farming or regenerative agriculture	18
I have not heard of any of these	17
Base: All respondents	2,006

AG2. [RANDOMIZE RESPONSE OPTIONS, HOLDING "THE FOOD IS VEGAN" TOGETHER WITH "THE FOOD IS VEGETARIAN," AND HOLDING "FARM ANIMALS ARE NOT GIVEN ANTIBIOTICS" TOGETHER WITH "FARM ANIMALS ARE NOT GIVEN GROWTH HORMONES." "NONE OF THE ABOVE" AND "UNSURE" ARE EACH EXCLUSIVE AND ARE HELD AT END IN THAT ORDER.]

What do you think the phrase "sustainable food" means, as far as you know?	
Please select <u>all</u> that apply. Just make your best guess if you aren't sure.	
	%
The food is produced without depleting the soil	46
The food is produced with a low carbon footprint	43
The food is produced using less water than traditionally produced food	32
The food is produced without chemical fertilizers or pesticides	30
The food is made without genetically modified organisms (GMOs)	24
The food is minimally processed	23
Farm animals are not given growth hormones	19
Farm animals are treated humanely	18
Farm animals are not given antibiotics	16
Farm workers are treated fairly	12
The food is vegetarian	5
The food is vegan	4
None of the above	3
Unsure	18
Base: All respondents	2,006

AG3. [RANDOMIZE RESPONSE OPTIONS, HOLDING "UNSURE" AT END. "UNSURE" IS EXCLUSIVE.]

Which, if any, of the following would you expect a company that says that it advances sustainable agriculture to do?	
Please select <u>all</u> that apply. Just make your best guess if you aren't sure.	
	%
Ensure that ingredients in the foods they make come from farms using sustainable farming practices	64
Purchase crops from farmers who are using sustainable farming practices	61
Pay farmers more for using sustainable farming practices	42
Donate money to groups that help farmers do more sustainable farming practices on their farms	34
Unsure	17
Base: All respondents	2,006

CONTACT:

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