



## American Experiences Survey: A Nationally Representative Multi-Mode Survey

### December 2023 Omnibus Results

#### *Overview of Methodology*

Each month, Consumer Reports fields the American Experiences Survey (AES) to track consumer attitudes and behaviors over time. October results are based on interviews conducted from December 8-18, 2023. This document includes the following sections of the omnibus survey for this month: tipping, front-of-package food labels, open banking, car buying, and sleep.

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 2,027 interviews, 1,924 by web mode and 103 by phone mode, 1,927 in English and 100 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; 61% white, non-Hispanic; 35% 4-year college graduates; and 60% have a household income of \$50,000 or more.

The margin of error for results based on the total sample is +/-2.77 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 December omnibus contained six blocks of questions, one for each topic listed above plus an additional question for internal use. Respondents saw the blocks in a random order, with the internal question shown last.

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, January 2024

[www.cr.org](http://www.cr.org)

*Survey Notes for Monthly Trends*

January 2023 AES results are based on interviews conducted from January 7-17, 2023 with a nationally representative sample of 2,088 US adults.

October 2022 AES results are based on interviews conducted from October 6-17, 2022 with a nationally representative sample of 2,084 US adults.

## TIPPING

---

TIP1. [ROTATE RESPONSE SCALE.]

Have you ever worked in a job where you regularly received tips from customers?	
	Total
	%
Yes, I currently work in a job where I receive tips	8
I have in the past, but not currently	36
No, I have never worked in a job where I received tips	56
<b>Base: All respondents</b>	<b>2,022</b>

TIP\_INFO.

The rest of this section will ask questions about the regular tipping that you do throughout the year, not about holiday tipping or end-of-year tipping.

TIP2. [ROTATE "MORE OR LESS" IN QUESTION STEM AND ROTATE RESPONSE SCALE TO MATCH.]

Compared to five years ago, how much more or less often would you say you are you being asked to give a tip?	
	Total
	%
Much more often	41
Somewhat more often	23
About the same	30
Somewhat less often	3
Much less often	4
<b>Base: All respondents</b>	<b>2,016</b>

TIP3. [RANDOMIZE GRID ITEMS ACROSS TWO SCREENS. ROTATE RESPONSE SCALE, HOLDING "NOT APPLICABLE" AT END.]

How often, if at all, do you tip for each of the following services?	
	Total
<b>Dine-in restaurants</b>	
	%
Always	75
Usually	14
Occasionally	7
Never	2
Not applicable: I never use this type of service	1
<b>Base: All respondents</b>	<b>2,018</b>
<i>[Rebased to exclude people who said "Not applicable"]</i>	<b>Total</b>
	%
Always	76
Usually	15
Occasionally	7
Never	2
<b>Base: Respondents who use dine-in restaurants</b>	<b>1,984</b>
<b>Beauty salons/barbershops</b>	
	%
Always	51
Usually	18
Occasionally	11
Never	7
Not applicable: I never use this type of service	12
<b>Base: All respondents</b>	<b>2,016</b>
<i>[Rebased to exclude people who said "Not applicable"]</i>	<b>Total</b>
	%
Always	58
Usually	21
Occasionally	13
Never	8
<b>Base: Respondents who use beauty salons or barbershops</b>	<b>1,775</b>
<b>Buying a drink at a bar</b>	
	%
Always	35
Usually	17
Occasionally	13
Never	8
Not applicable: I never use this type of service	26
<b>Base: All respondents</b>	<b>2,014</b>
<i>[Rebased to exclude people who said "Not applicable"]</i>	<b>Total</b>
	%
Always	48
Usually	24
Occasionally	18
Never	11
<b>Base: Respondents who buy drinks at bars</b>	<b>1,511</b>

TIP3. [CONTINUED.]

<b>Taxis or rideshare services</b>	
	%
Always	26
Usually	16
Occasionally	14
Never	11
Not applicable: I never use this type of service	33
<b>Base: All respondents</b>	<b>2,020</b>
<i>[Rebased to exclude people who said "Not applicable"]</i>	<b>Total</b>
	%
Always	39
Usually	24
Occasionally	20
Never	17
<b>Base: Respondents who use taxis or rideshare services</b>	<b>1,388</b>
<b>Grocery delivery</b>	
	%
Always	16
Usually	12
Occasionally	11
Never	14
Not applicable: I never use this type of service	46
<b>Base: All respondents</b>	<b>2,017</b>
<i>[Rebased to exclude people who said "Not applicable"]</i>	<b>Total</b>
	%
Always	30
Usually	22
Occasionally	21
Never	27
<b>Base: Respondents who use grocery delivery services</b>	<b>1,087</b>
<b>Take out restaurant delivery</b>	
	%
Always	26
Usually	19
Occasionally	24
Never	17
Not applicable: I never use this type of service	14
<b>Base: All respondents</b>	<b>2,011</b>
<i>[Rebased to exclude people who said "Not applicable"]</i>	<b>Total</b>
	%
Always	30
Usually	23
Occasionally	27
Never	20
<b>Base: Respondents who use take out restaurant delivery services</b>	<b>1,739</b>

TIP3. [CONTINUED.]

<b>Hotel housekeeping</b>	
	%
Always	16
Usually	16
Occasionally	26
Never	26
Not applicable: I never use this type of service	15
<b>Base: All respondents</b>	<b>2,015</b>
<i>[Rebased to exclude people who said "Not applicable"]</i>	<b>Total</b>
	%
Always	19
Usually	19
Occasionally	31
Never	31
<b>Base: Respondents who use hotel housekeeping services</b>	<b>1,715</b>
<b>Stores with counter service</b>	
	%
Always	8
Usually	17
Occasionally	39
Never	28
Not applicable: I never use this type of service	7
<b>Base: All respondents</b>	<b>2,016</b>
<i>[Rebased to exclude people who said "Not applicable"]</i>	<b>Total</b>
	%
Always	9
Usually	19
Occasionally	42
Never	30
<b>Base: Respondents who use stores with counter service</b>	<b>1,869</b>
<b>Fast food or self-serve restaurants</b>	
	%
Always	7
Usually	7
Occasionally	24
Never	57
Not applicable: I never use this type of service	4
<b>Base: All respondents</b>	<b>2,012</b>
<i>[Rebased to exclude people who said "Not applicable"]</i>	<b>Total</b>
	%
Always	8
Usually	7
Occasionally	26
Never	59
<b>Base: Respondents who use fast food or self-serve restaurants</b>	<b>1,922</b>

TIP3. [CONTINUED.]

<b>Repair person/handyman services</b>	
	%
Always	6
Usually	11
Occasionally	26
Never	42
Not applicable: I never use this type of service	14
<b>Base: All respondents</b>	<b>2,014</b>
<i>[Rebased to exclude people who said "Not applicable"]</i>	
	<b>Total</b>
	%
Always	7
Usually	13
Occasionally	30
Never	49
<b>Base: Respondents who use repair or handyman services</b>	<b>1,707</b>

TIP4. [SHOW EACH ITEM IF "ALWAYS," "USUALLY," OR "OCCASIONALLY" IS SELECTED FOR THAT ITEM IN TIP3. SHOW GRID ITEMS IN SAME ORDER AS THEY WERE SHOWN IN TIP3.]

For each of the following services, what percentage tip do you <u>usually</u> give when you tip?	
	<b>Total</b>
<b>Dine-in restaurants</b>	
	%
5% or less	7
6% to 10%	12
11% to 15%	20
16% to 20%	45
21% to 25%	15
More than 25%	2
<b>Base: Respondents who ever tip at dine-in restaurants</b>	<b>1,915</b>
<b>Beauty salons/barbershops</b>	
	%
5% or less	10
6% to 10%	21
11% to 15%	22
16% to 20%	34
21% to 25%	10
More than 25%	3
<b>Base: Respondents who ever tip at beauty salons or barbershops</b>	<b>1,606</b>

TIP4. [CONTINUED.]

<b>Buying a drink at a bar</b>	
	%
5% or less	16
6% to 10%	24
11% to 15%	25
16% to 20%	25
21% to 25%	7
More than 25%	2
<b>Base: Respondents who ever tip when buying a drink at a bar</b>	<b>1,363</b>
<b>Taxis or rideshare services</b>	
	%
5% or less	16
6% to 10%	27
11% to 15%	28
16% to 20%	24
21% to 25%	3
More than 25%	1
<b>Base: Respondents who ever tip for taxi or rideshare services</b>	<b>1,141</b>
<b>Grocery delivery</b>	
	%
5% or less	21
6% to 10%	34
11% to 15%	20
16% to 20%	21
21% to 25%	4
More than 25%	1
<b>Base: Respondents who ever tip for grocery delivery services</b>	<b>778</b>
<b>Take out restaurant delivery</b>	
	%
5% or less	22
6% to 10%	31
11% to 15%	26
16% to 20%	18
21% to 25%	2
More than 25%	1
<b>Base: Respondents who ever tip for take out restaurant delivery services</b>	<b>1,359</b>
<b>Hotel housekeeping</b>	
	%
5% or less	30
6% to 10%	29
11% to 15%	21
16% to 20%	14
21% to 25%	4
More than 25%	1
<b>Base: Respondents who ever tip for hotel housekeeping services</b>	<b>1,145</b>



TIP4. [CONTINUED.]

<b>Stores with counter service</b>	
	%
5% or less	32
6% to 10%	29
11% to 15%	21
16% to 20%	15
21% to 25%	2
More than 25%	1
<b>Base: Respondents who ever tip at stores with counter service</b>	<b>1,293</b>
<b>Fast food or self-serve restaurants</b>	
	%
5% or less	33
6% to 10%	31
11% to 15%	21
16% to 20%	13
21% to 25%	3
More than 25%	0
<b>Base: Respondents who ever tip at fast food or self-serve restaurants</b>	<b>741</b>
<b>Repair person/handyman services</b>	
	%
5% or less	24
6% to 10%	31
11% to 15%	23
16% to 20%	17
21% to 25%	4
More than 25%	1
<b>Base: Respondents who ever tip for repair or handyman services</b>	<b>835</b>

TIP5. [RANDOMIZE GRIS ITEMS ACROSS TWO SCREENS. ROTATE RESPONSE SCALE.]

How much do you agree or disagree with each of the following statements?	
	Total
<b><i>I am annoyed by payment devices that preselect a tip amount</i></b>	
	%
Strongly agree	49
Somewhat agree	28
Somewhat disagree	17
Strongly disagree	7
<b>Base: All respondents</b>	<b>2,002</b>
<b><i>I think prices should include enough to pay workers a fair wage without tips</i></b>	
	%
Strongly agree	49
Somewhat agree	34
Somewhat disagree	13
Strongly disagree	5
<b>Base: All respondents</b>	<b>1,997</b>
<b><i>I am being asked to tip at types of businesses that never used to ask for them</i></b>	
	%
Strongly agree	39
Somewhat agree	30
Somewhat disagree	18
Strongly disagree	13
<b>Base: All respondents</b>	<b>1,997</b>
<b><i>I feel good when I leave a tip</i></b>	
	%
Strongly agree	28
Somewhat agree	50
Somewhat disagree	17
Strongly disagree	5
<b>Base: All respondents</b>	<b>2,002</b>
<b><i>I've recently felt pressured to leave a bigger tip than I wanted to</i></b>	
	%
Strongly agree	24
Somewhat agree	29
Somewhat disagree	23
Strongly disagree	23
<b>Base: All respondents</b>	<b>2,004</b>
<b><i>I think tips encourage workers to provide better service</i></b>	
	%
Strongly agree	22
Somewhat agree	47
Somewhat disagree	22
Strongly disagree	9
<b>Base: All respondents</b>	<b>2,002</b>

TIP6. [ROTATE RESPONSE SCALE, HOLDING "NOT APPLICABLE" AT END.]

When you tip digitally (that is, on a screen) instead of by any other method, does that affect the size of your tip?	
	<b>Total</b>
	%
I generally tip more on a screen than when I tip by another method	10
I generally tip the same amount on a screen as when I tip by another method	59
I generally tip less on a screen than when I tip by another method	16
Not applicable: I never tip on a screen	15
<b>Base: All respondents</b>	<b>1,991</b>
<i>[Rebased to exclude people who said "Not applicable"]</i>	
	<b>Total</b>
	%
I generally tip more on a screen than when I tip by another method	11
I generally tip the same amount on a screen as when I tip by another method	69
I generally tip less on a screen than when I tip by another method	19
<b>Base: Respondents who ever tip on a screen</b>	<b>1,695</b>

TIP7.

Have you ever tipped more than you meant to because the payment system didn't work the way you expected?	
<i>For example, if the tipping options were higher or lower than you expected, if you couldn't find the "Custom amount" button, or if you misunderstood how it works.</i>	
	<b>Total</b>
	%
Yes	35
No	48
Unsure	17
<b>Base: All respondents</b>	<b>2,017</b>

TIP8. [ROTATE RESPONSE SCALE.]

When you leave a tip at a dine-in restaurant, how confident are you that the tip actually goes to the person you intended to receive it?	
	<b>Total</b>
	%
Very confident	19
Somewhat confident	54
Not very confident	20
Not confident at all	7
<b>Base: All respondents</b>	<b>2,014</b>

## FRONT-OF-PACKAGE FOOD LABELS

---

FOP\_INFO1.

Currently, the Food and Drug Administration (FDA) requires most packaged foods to have a Nutrition Facts panel on their packaging. This panel provides information about the product's serving size, calories, nutrient content (such as fats, carbohydrates, protein, vitamins, and minerals), and percent Daily Value (%DV) based on a 2,000-calorie diet.

The FDA is now considering adding a smaller set of nutrition facts on the front of the package as well, to make it easier to get the most important information at a glance.

FOP1. [RESPONDENTS ARE PROMPTED ONCE TO RESPOND IF THEY DO NOT DO SO INITIALLY. ROTATE RESPONSE SCALE, HOLDING "NOT APPLICABLE" AT END.]

How helpful, if at all, would a simplified <u>front-of-package</u> nutrition label be in helping you choose what foods to buy?	
	Total
	%
Very helpful	36
Somewhat helpful	42
Not very helpful	14
Not helpful at all	7
Not applicable: I never shop for food	1
<b>Base: All respondents</b>	<b>2,025</b>

FOP2. [SHOW IF FOP1 IS NOT "NOT APPLICABLE" OR NON-RESPONSE. ROTATE RESPONSE OPTIONS, HOLDING "UNSURE" AT END.]

Which of the following statements best describes your opinion, even if neither one is exactly right?	
	Total
	%
All food packages should be required to have front-of-package labels to make it easier for consumers to compare across brands	54
It should be up to the manufacturer whether to include a front-of-package label	31
Unsure	15
<b>Base: Respondents who ever shop for food</b>	<b>1,995</b>
<i>[Rebased to exclude people who said "Unsure"]</i>	
	Total
	%
All food packages should be required to have front-of-package labels to make it easier for consumers to compare across brands	63
It should be up to the manufacturer whether to include a front-of-package label	37
<b>Base: Respondents who shop for food and did not say "unsure"</b>	<b>1,697</b>

FOP3. [SHOW IF FOP1 IS "VERY HELPFUL," "SOMEWHAT HELPFUL," OR "NOT VERY HELPFUL." RANDOMIZE RESPONSE OPTIONS, KEEPING TOGETHER "TOTAL FAT," "SATURATED FAT," "TRANS FAT," AND "CHOLESTEROL" IN THAT ORDER, AND HOLDING "OTHER" AND "NONE" AT END IN THAT ORDER. "NONE" IS EXCLUSIVE.]

What nutrition information would you find helpful on the <u>front</u> of a food package so that you can get the <u>most important</u> information at a glance?	
<i>Please select <u>all</u> that apply.</i>	
	Total
	%
Calories	68
Added sugar	66
Sodium	53
Total fat	51
Protein	48
Carbohydrates	45
Cholesterol	39
Saturated fat	38
Trans fat	35
Fiber	30
Other, please specify	5
None	6
<b>Base: Respondents who would find a front-of-package label at least a little helpful</b>	<b>1,865</b>

FOP4. [SHOW IF FOP1 IS "VERY HELPFUL," "SOMEWHAT HELPFUL," OR "NOT VERY HELPFUL."]

Do you think it is important for a front-of-package label to communicate the recommended serving size?	
	<b>Total</b>
	%
Yes	71
No	18
Unsure	11
<b>Base: Respondents who would find a front-of-package label at least a little helpful</b>	<b>1,860</b>
<i>[Rebased to exclude people who said "Unsure"]</i>	
	<b>Total</b>
	%
Yes	80
No	20
<b>Base: Respondents who would find a front-of-package label at least a little helpful and know if they think it is important for such a label to communicate serving size</b>	<b>1,646</b>

FOP5. [SHOW IF FOP1 IS "VERY HELPFUL," "SOMEWHAT HELPFUL," OR "NOT VERY HELPFUL." RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER," "NONE," AND "UNSURE" AT END IN THAT ORDER.]

The <u>amounts</u> of nutrients can be shown in different ways. Which format would you prefer for displaying nutrient amounts on the <u>front</u> of food packages?	
	<b>Total</b>
	%
Percent daily value for an average adult	27
A "traffic light" design using red, yellow, and green colors to show whether the amount of the nutrient is high, medium or low	23
Number, grams, or milligrams of the nutrient	18
A simple symbol showing whether the amount of the nutrient is too high according to dietary recommendations	14
Other, please specify	0
None	4
Unsure	12
<b>Base: Respondents who would find a front-of-package label at least a little helpful</b>	<b>1,857</b>
<i>[Rebased to exclude people who said "Unsure"]</i>	
	<b>Total</b>
	%
Percent daily value for an average adult	31
A "traffic light" design using red, yellow, and green colors to show whether the amount of the nutrient is high, medium or low	27
Number, grams, or milligrams of the nutrient	21
A simple symbol showing whether the amount of the nutrient is too high according to dietary recommendations	16
Other, please specify	0
None	5
<b>Base: Respondents who would find a front-of-package label at least a little helpful and are not unsure how they would prefer to see nutrient amounts displayed</b>	<b>1,648</b>

## OPEN BANKING

OPEN\_INTRO.

The next few questions are about open banking, a proposed way for people to share their financial information safely. An open banking system would work like this: if you give your permission, your bank or credit union would use special secure computer connections called APIs to let other companies access your financial details.

Sharing that information lets these other companies provide you with financial services, like apps to help you manage your budget, make payments easily, or get loans. The proposed system would also include limits on how companies are allowed to collect, use, and share your data.

OPEN1. [RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER," "I HAVE NEVER CONNECTED MY BANK ACCOUNT WITH ANY OTHER SERVICE," AND "NOT APPLICABLE" AT END IN THAT ORDER. "I HAVE NEVER CONNECTED MY BANK ACCOUNT WITH ANY OTHER SERVICE" AND "NOT APPLICABLE" ARE EXCLUSIVE.]

Have you ever connected your bank account to any of the following types of financial services?

When you connect your bank account to another service, you usually have to enter the bank account number and routing number and sometimes follow a few other steps.

Please select all that apply.

	Total
	%
A payments app to send money to other people or businesses	52
A digital wallet	32
A service for filing taxes	27
A service to apply for or manage a loan, such as a home mortgage, auto loan, or student loan	21
An app for checking or improving your credit score	18
An investment service	18
A budgeting app	10
Other, please specify	2
I have never connected my bank account with any other service	20
Not applicable: I do not have a bank account	3
<b>Base: All respondents</b>	<b>2,027</b>

OPEN2. [SHOW IF RESPONDENT INDICATED IN OPEN1 THAT THEY HAVE EVER CONNECTED THEIR BANK ACCOUNT WITH ANOTHER SERVICE. ROTATE RESPONSE SCALE.]

When you have connected your bank account to another financial service, in general how easy or difficult was it?	
	Total
	%
Very easy	37
Somewhat easy	51
Somewhat difficult	10
Very difficult	2
<b>Base: Respondents who have connected their bank account to some other financial service</b>	<b>1,549</b>

OPEN3. [ROTATE RESPONSE SCALE.]

One proposal is that open banking systems could provide users with a dashboard where they could see their whole financial picture across all of the financial services they use. For example, a person might have a checking account at one bank, a credit card with another company, and also a payments app to send money to friends. A dashboard would let you see all of your accounts in one place. How interested, if at all, would you be in having a dashboard like that?	
	Total
	%
Very interested	19
Somewhat interested	37
Not very interested	21
Not interested at all	23
<b>Base: All respondents</b>	<b>2,008</b>



OPEN4. [SHOW IF RESPONDENT DID NOT INDICATE IN OPEN1 THAT THEY DO NOT HAVE A BANK ACCOUNT. RANDOMIZE GRID ITEMS AND ROTATE RESPONSE SCALE.]

Open banking should make it easier to take certain financial actions safely and securely. How important or unimportant would it be to you to be able to do each of the following actions?	
	Total
<b>More easily close a financial account, such as if you wanted to stop using a particular service</b>	
	%
Very important	29
Somewhat important	41
Not very important	16
Not important at all	14
<b>Base: Respondents with bank accounts</b>	<b>1,947</b>
<b>More easily transfer your bank account from one bank to another</b>	
	%
Very important	29
Somewhat important	37
Not very important	18
Not important at all	16
<b>Base: Respondents with bank accounts</b>	<b>1,951</b>
<b>Share your bank account information safely and securely with a set of companies that you select in order to get tailored product offers or quotes from them</b>	
	%
Very important	22
Somewhat important	29
Not very important	23
Not important at all	26
<b>Base: Respondents with bank accounts</b>	<b>1,946</b>
<b>Share your bank account information with other financial services you are using, such as investment services or budgeting services</b>	
	%
Very important	16
Somewhat important	36
Not very important	25
Not important at all	23
<b>Base: Respondents with bank accounts</b>	<b>1,946</b>

OPEN5. [SHOW IF RESPONDENT DID NOT INDICATE IN OPEN1 THAT THEY DO NOT HAVE A BANK ACCOUNT. RANDOMIZE GRID ITEMS AND ROTATE RESPONSE SCALE.]

How important, if at all, is each of the following to you?	
	Total
<b>Knowing exactly which companies can access your banking data</b>	
	%
Very important	78
Somewhat important	15
Not very important	5
Not important at all	3
<b>Base: Respondents with bank accounts</b>	<b>1,952</b>
<b>Requiring your permission to share your banking data with any other company</b>	
	%
Very important	76
Somewhat important	16
Not very important	5
Not important at all	3
<b>Base: Respondents with bank accounts</b>	<b>1,950</b>
<b>Being able to withdraw your permission for sharing your data with a particular company whenever you want to</b>	
	%
Very important	71
Somewhat important	19
Not very important	6
Not important at all	4
<b>Base: Respondents with bank accounts</b>	<b>1,952</b>
<b>Limiting the purposes for which banks can share your banking data, for example, for financial services but not for advertising</b>	
	%
Very important	69
Somewhat important	21
Not very important	6
Not important at all	4
<b>Base: Respondents with bank accounts</b>	<b>1,947</b>
<b>Requiring your bank to quickly share your data with another company when you ask it to</b>	
	%
Very important	37
Somewhat important	42
Not very important	15
Not important at all	7
<b>Base: Respondents with bank accounts</b>	<b>1,948</b>

OPEN6. [SHOW IF RESPONDENT DID NOT INDICATE IN OPEN1 THAT THEY DO NOT HAVE A BANK ACCOUNT. ROTATE RESPONSE SCALE, HOLDING "NOT APPLICABLE" AT START OF SCALE.]

Currently, banks and credit unions may share their customers' banking data with other companies, even if it's not for a banking purpose, without letting the customer know. Before taking this survey, how concerned were you about this, if at all?	
	<b>Total</b>
	%
Not applicable: I was not aware of this before taking this survey	23
Very concerned	25
Somewhat concerned	31
Not too concerned	15
Not concerned at all	6
<b>Base: Respondents with bank accounts</b>	<b>1,957</b>
<i>[Rebased to exclude people who said "Not applicable"]</i>	
	<b>Total</b>
	%
Very concerned	33
Somewhat concerned	40
Not too concerned	19
Not concerned at all	7
<b>Base: Respondents with bank accounts who were previously aware that banks could share banking data with other companies</b>	<b>1,530</b>

## CAR BUYING

CAR1. [RESPONDENTS ARE PROMPTED ONCE TO RESPOND IF THEY DO NOT DO SO INITIALLY.]

Are you currently in the market to buy or lease a car or truck within the next year?	
	Total
	%
Yes	24
No	76
<b>Base: All respondents</b>	<b>2,021</b>

CAR2. [SHOW IF CAR1 = "YES."]

In your decision about your next car or truck, are you most likely to get a new or a used vehicle?	
	Total
	%
New	30
Used, less than 10 years old	48
Used, older than 10 years old	10
Unsure	11
<b>Base: Respondents who are in the market to get a vehicle within the next year</b>	<b>499</b>
<i>[Rebased to exclude people who said "Unsure"]</i>	
	Total
	%
New	34
Used, less than 10 years old	54
Used, older than 10 years old	12
<b>Base: Respondents who are in the market to get a vehicle within the next year and know if they plan to get new or used</b>	<b>437</b>

## SLEEP

SLEEP1. [ROTATE RESPONSE SCALE.]

Thinking about the past <u>12 months</u> , how would you rate the sleep you get most nights?	
<i>Please answer about the <u>quality</u> of sleep (how rested you feel after sleeping) and the <u>length</u> of sleep (that the number of hours was appropriate and/or sufficient).</i>	
	Total
<b>Quality of sleep</b>	
	%
Very good	9
Good	34
Fair	38
Poor	15
Very poor	4
<b>Base: All respondents</b>	<b>2,021</b>
<b>Length of sleep</b>	
	%
Very good	9
Good	29
Fair	40
Poor	18
Very poor	4
<b>Base: All respondents</b>	<b>2,005</b>

SLEEP2. [RANDOMIZE RESPONSE OPTIONS.]

The next question is about your sleep environment. In the study of sleep, the "sleep environment" means the physical and sensory conditions where a person sleeps. This is a way to consider these factors separately from the lifestyle and health-related factors that can also affect sleep.

The following aspects of the sleep environment can influence the quality of sleep a person gets. If you had to pick just one, which of these would you say is the most important for helping you personally to get a good night's sleep?

	Total
	%
Temperature	28
Mattress	24
Sound levels	15
Pillow	12
Blanket, comforter, or quilt	11
Light	8
Sheets and pillowcases	2
<b>Base: All respondents</b>	<b>2,019</b>

SLEEP3. [RANDOMIZE RESPONSE OPTIONS, HOLDING "I WAS WAKING UP WITH PAIN" AND "FOR OTHER HEALTH REASONS" TOGETHER IN THAT ORDER, AND HOLDING "OTHER" AND "NOT APPLICABLE" AT END IN THAT ORDER. "NOT APPLICABLE" IS EXCLUSIVE. RESPONDENTS COULD SELECT UP TO THREE RESPONSES.]

Thinking about the last time you replaced your mattress, what were your main reasons for doing so?

Select up to three.

	Total
	%
I wanted a different level of firmness or softness	33
It had become uneven with dips or lumps	31
It had started sagging	24
I was waking up with pain	24
I wanted a different size mattress	22
I moved and decided not to take it	12
It was torn or otherwise damaged	7
For other health reasons, such as to manage allergies or posture	5
It was stained or had a smell	4
Other, please specify	6
Not applicable: I have never replaced my mattress	6
<b>Base: All respondents</b>	<b>2,027</b>

SLEEP4. [SHOW IF SLEEP3 IS NOT "NOT APPLICABLE." RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER" AND "NONE OF THESE" AT END IN THAT ORDER. "NONE OF THESE" IS EXCLUSIVE. RESPONDENTS COULD SELECT UP TO THREE RESPONSES.]

Which, if any, of the following are most important to you when buying a mattress?

Select up to three.

	Total
	%
Firmness (that is, how firm or soft it is)	72
Price	63
Construction	37
Delivery options	12
Whether it comes with a label or guarantee that the materials it is made of are not potentially harmful to humans	11
How long the warranty lasts	10
Whether the seller will remove a previous mattress	8
Brand	8
Return policy or trial period	8
Whether the materials it is made of are eco-friendly	7
Whether it works with an adjustable foundation	7
Other, please specify	2
None of these	1
<b>Base: Respondents who have ever replaced a mattress</b>	<b>1,896</b>

SLEEP5. [ROTATE RESPONSE OPTIONS, HOLDING "UNSURE" AT END.]

Imagine that you were going to buy a new mattress today. How would you prefer to buy the mattress, in person or online (that is, on a website)?

	Total
	%
I would prefer to do my shopping and purchasing online	11
I would prefer to do my research and comparisons online, but then buy it in person	20
I would prefer to do my research and comparisons in person, but then buy it online	14
I would prefer to do my shopping and purchasing in person	50
Unsure	5
<b>Base: All respondents</b>	<b>2,018</b>

**CONTACT:**

Tess M. Yanisch  
 Senior Research Associate  
[Tess.Yanisch@consumer.org](mailto:Tess.Yanisch@consumer.org)