



American Experiences Survey:

A Nationally Representative Multi-Mode Survey

March 2024 Omnibus Results

Overview of Methodology

Each month, Consumer Reports fields the American Experiences Survey (AES) to track consumer attitudes and behaviors over time. March results are based on interviews conducted from March 8 – 20, 2024. This document includes the following sections of the omnibus survey for this month: granola, groceries, sunscreen and skin cancer, EV charging locations, sustainability, and payment methods.

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 2,000 interviews, 1,892 by web mode and 108 by phone mode, 1,898 in English and 102 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:

50% female; median age of 47 years old; 61% white, non-Hispanic; 35% 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 +/-2.78 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 March omnibus contained six 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.

Prepared by CR Survey Research Department, March 2024

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GRANOLA

GRAN_INFO.

The following questions are about granola cereal--that is, not granola bars.

GRANOLA1. [RESPONDENTS ARE PROMPTED ONCE TO RESPOND IF THEY DO NOT DO SO INITIALLY.]

Have you eaten granola cereal in the past six months?	
	Total
	%
Yes	37
No	59
Don't remember	5
Base: All respondents	2,000

GRANOLA2. [SHOW IF GRANOLA1 = 'NO.' RANDOMIZE RESPONSE OPTIONS, HOLDING 'OTHER' AT END. 'I FIND IT HARD TO DIGEST' AND 'I JUST DON'T LIKE IT' WERE EXCLUSIVE WITH 'I HAVE NEVER TRIED IT,' MEANING NEITHER COULD BE SELECTED TOGETHER WITH 'I HAVE NEVER TRIED IT.']

You said that you have not eaten granola cereal in the past six months. Which, if any, of the following are reasons you did not?	
	Total
	%
I just don't like it	38
I think it costs too much	17
It is too high in sugar for me	16
I have never tried it and am not interested in it	16
It is too high in carbohydrates for me	13
It is too high in calories for me	10
I find it hard to digest	4
It is too high in fat for me	4
It usually contains ingredients I am allergic to	2
Other, please specify	18
Base: Respondents who have not eaten granola in the past six months	1,173

GRANOLA3. [RANDOMIZE, HOLDING 'I ALWAYS THINK GRANOLA IS GOOD FOR YOUR HEALTH' AT BEGINNING OF LIST AND 'OTHER,' 'I NEVER THINK GRANOLA IS GOOD FOR MY HEALTH,' AND 'UNSURE' AT END IN THAT ORDER. 'ALWAYS,' 'NEVER,' AND 'UNSURE' WERE EXCLUSIVE.]

Under what circumstances, if any, do you think of granola as good for your health?

Select all that apply.

	Total
	%
Any "if" (calculated)	58
I <u>always</u> think granola is good for my health	20
If it is high in fiber	35
If it is low in added sugars	31
If it is high in protein	26
If I have a small portion	15
If it is low-fat	14
If it is low-calorie	12
If it is labeled low-carbohydrate	8
If it does not contain chocolate	5
If it is grain-free	4
Other, please specify	3
I <u>never</u> think granola is good for my health	7
Unsure	15
Base: All respondents	2,000

GROCERY STORES

GROCERY1. [RESPONDENTS ARE PROMPTED TWICE TO RESPOND IF THEY DO NOT DO SO INITIALLY. RANDOMIZE RESPONSE OPTIONS, KEEPING 'CHAIN GROCERY STORE' AND 'LOCAL OR INDEPENDENT GROCERY STORE' TOGETHER AND HOLDING 'NOT APPLICABLE' AT END. 'NOT APPLICABLE' WAS EXCLUSIVE. IF 'NOT APPLICABLE' WAS SELECTED, RESPONDENT WAS SENT TO THE NEXT SECTION.]

At which, if any, of the following types of stores have you shopped for groceries in the past 12 months?

Select ***all*** that apply.

	Total
	%
Big box store, like Walmart or Target	72
<u>Chain</u> grocery store or supermarket, like Kroger, Albertson's, or Publix	69
Warehouse club, like Costco or BJ's	49
Value retailer, like Dollar Tree, Family Dollar, or Big!Lots	37
<u>Local or independent</u> grocery store or supermarket	35
Convenience store, drug store, or gas station, like 7-Eleven, Walgreens, or Stop-N-Go	35
Gourmet grocery stores like Trader Joe's, Whole Foods, or Balducci's	27
Specialty market, like a butcher shop, bakery, or farmer's market	25
Ethnically or culturally-focused grocery store, such as H Mart, Fiesta Mart, or 99 Ranch Market	14
Online-only grocer, like FreshDirect or Misfits Market	5
Not applicable; I do not shop for groceries	2
Base: All respondents	2,000

GROCERY2. [RANDOMIZE ORDER OF GROCERY2 AND GROCERY3. SHOW IF MORE THAN ONE RESPONSE TO GROCERY1 SELECTED. IF ONLY ONE RESPONSE WAS SELECTED IN GROCERY1, THAT RESPONSE WAS AUTOMATICALLY RECORDED FOR THIS QUESTION. SHOW ALL RESPONSE OPTIONS SELECTED IN GROCERY1, RANDOMIZED, ALONG WITH 'UNSURE.' HOLD 'UNSURE' AT END.]

You said that you shop for groceries at the following types of stores. Which type do you shop at most often?	
	Total
	%
<u>Chain</u> grocery store or supermarket, like Kroger or Albertson's	37
<u>Big box</u> store, like Walmart or Target	32
<u>Local or independent</u> grocery store or supermarket	11
Warehouse club, like Costco or BJ's	8
Gourmet grocery stores like Trader Joe's, Whole Foods, or Balducci's	3
Value retailer, like Dollar Tree, Family Dollar, or Big!Lots	3
Gas station, convenience store, or bodega, like 7-Eleven, Wawa, or Stop-N-Go	1
Ethnically or culturally-focused grocery store, such as H Mart, Fiesta Mart, or 99 Ranch Market	1
Online-only grocer, like FreshDirect or Misfits Market	1
Specialty market, like a butcher shop, bakery, or farmer's market	1
Unsure	2
Base: Respondents who shop for groceries	1,961

GROCERY3. [RESPONDENTS ARE PROMPTED ONCE TO RESPOND IF THEY DO NOT DO SO INITIALLY. RANDOMIZE ORDER OF GROCERY2 AND GROCERY3. SHOW IF MORE THAN ONE RESPONSE TO GROCERY1 SELECTED. IF ONLY ONE RESPONSE WAS SELECTED IN GROCERY1, THAT RESPONSE WAS AUTOMATICALLY RECORDED FOR THIS QUESTION. SHOW ALL RESPONSE OPTIONS SELECTED IN GROCERY1, RANDOMIZED, ALONG WITH 'UNSURE.' HOLD 'UNSURE' AT END.]

You said that you shop for groceries at the following types of stores. At which type do you <u>buy the most</u> groceries?	
	Total
	%
Chain grocery store or supermarket, like Kroger or Albertson's	37
Big box store, like Walmart or Target	30
Warehouse club, like Costco or BJ's	11
Local or independent grocery store or supermarket	11
Gourmet grocery stores like Trader Joe's, Whole Foods, or Balducci's	3
Value retailer, like Dollar Tree, Family Dollar, or Big!Lots	2
Ethnically or culturally-focused grocery store, such as H Mart, Fiesta Mart, or 99 Ranch Market	2
Online-only grocer, like FreshDirect or Misfits Market	1
Gas station, convenience store, or bodega, like 7-Eleven, Wawa, or Stop-N-Go	1
Specialty market, like a butcher shop, bakery, or farmer's market	1
Unsure	1
Base: Respondents who shop for groceries	1,974

GROCERY4. [RANDOMIZE, KEEPING 'CONVENIENT LOCATION' WITH 'CONVENIENT HOURS'; KEEPING 'ADDITIONAL SERVICES WITHIN THE STORE' WITH 'CLOSE TO OTHER SERVICES I USE'; AND HOLDING 'OTHER' AT END. SHOW 'PRICE,' 'ABLE TO GET MOST OR ALL OF MY GROCERIES IN ONE PLACE,' 'QUALITY OF PRODUCTS,' AND 'OTHER' TO ALL; SHOW 'CONVENIENT LOCATION,' 'CONVENIENT HOURS,' 'ADDITIONAL SERVICES WITHIN THE STORE,' 'CLOSE TO OTHER SERVICES,' 'STORE OFFERS CURBSIDE PICKUP,' AND 'FREE SAMPLES' TO THOSE WHO GET MOST OF THEIR GROCERIES AT ANY TYPE OF GROCERY STORE EXCEPT AN ONLINE-ONLY GROCER; AND SHOW 'DELIVERY IS CONVENIENT' TO THOSE WHO GET MOST OF THEIR GROCERIES AT ONLINE-ONLY GROCERS. RESPONDENTS COULD SELECT UP TO THREE.]

Now, think of the store where you get most of your groceries. Which, if any, of the following are reasons you shop there?

Select up to three.

	Total	Physical stores only
	%	%
Price	59	59
Able to get most or all of my groceries in one place	58	58
Convenient location*	53	54
Quality of products	33	32
Convenient hours*	15	15
Close to other services I use and stores I shop at*	9	9
Store offers curbside pickup*	9	9
Additional services <u>within</u> the store, like a pharmacy, bank, or café*	7	7
Free samples*	3	3
Delivery is convenient**	1	n/a
Other, please specify	4	4
Base: Respondents who shop for groceries.		
*Only showed to people who get most of their groceries at a physical store.	1,975	1,940
**Only showed to people who get most of their groceries by online order and delivery.		

Note: Too few people get most of their groceries from an online-only grocer to show those responses separately.

GROCERY5. [SHOW IF 'ONLINE-ONLY GROCER' WAS NOT SELECTED IN GROCERY3. RANDOMIZE, HOLDING 'I DO NOT USE ANY OF THESE' AT END.]

Now, thinking of the same store, which, if any, other services or amenities do you use there besides buying groceries?

For this question, we are only interested in other services at the store itself, not other services that happen to be nearby.

Select all that apply.

	Total
	%
Self check-out	51
Parking	42
Pharmacy	28
Curbside pickup	18
In-store dining area or café	11
Bank or ATM	9
Optical center	6
Nutritionist or health coach	2
EV charging	2
I do not use any of these at the store where I buy most of my groceries	18
Base: Respondents who get most of their groceries at a physical store	1,963

GROCERY6.

How many grocery store loyalty or rewards programs do you belong to?

These often have a card or keychain fob you scan at the checkout or require you to enter your phone number on a PIN pad.

	Total
	%
I do not belong to any	22
One	24
Two	29
Three	15
Four	4
Five	1
More than five	4
Base: Respondents who shop for groceries	1,963

SUNSCREEN AND SKIN CANCER

SUNINFO.

This section asks about sunscreen. By this, we mean both sunscreen as its own product and moisturizers with sunscreen, but not other products--such as makeup or lip balm--with SPF protection.

SUN1. [RANDOMIZE, HOLDING 'OTHER' AND 'I DO NOT DO ANYTHING' AT END IN THAT ORDER. 'I DO NOT DO ANYTHING' WAS EXCLUSIVE.]

Which, if any, of the following do you regularly do to protect your skin from the sun during times when you know you will be exposed to the sun?

Select all that apply.

	Total
	%
Wear sunscreen	63
Wear a hat	51
Stay in the shade	50
Cover up with clothing	42
Wear a rashguard or swim shirt instead of or over a swimsuit	11
Other, please specify	2
I do not do anything to protect my skin from the sun	11
Base: All respondents	2,000

SUN2. [RANDOMIZE, HOLDING 'EVERY DAY, AS PART OF MY DAILY SKINCARE ROUTINE' AND 'I TRY TO WEAR IT EVERY DAY, BUT I SOMETIMES FORGET' AT THE BEGINNING OF THE LIST IN THAT ORDER; KEEPING 'OTHER' AND 'NOT APPLICABLE, I NEVER WEAR SUNSCREEN' AT END IN THAT ORDER; AND KEEPING 'WHEN I PLAN TO BE OUTSIDE FOR LONGER THAN 15 MINUTES' TOGETHER WITH 'WHEN I PLAN TO BE DRIVING FOR LONGER THAN 15 MINUTES.' 'EVERY DAY,' 'I TRY TO WEAR IT EVERY DAY,' AND 'NOT APPLICABLE' WERE EXCLUSIVE.]

Under what circumstances do you wear sunscreen?	
<i>Remember, this also includes moisturizers with sunscreen.</i>	
<i>Select <u>all</u> that apply. If you say you never wear sunscreen, wear it every day, or try to wear it every day, you will not be able to select any other options.</i>	
	Total
	%
Every day, as part of my daily skincare routine	11
I try to wear it every day, but I sometimes forget	7
When I am near water, like at a pool, lake, or beach	43
When more of my skin is exposed than usual, such as when wearing shorts or a swimsuit	31
When I plan to be <u>outside</u> for longer than 15 minutes	26
When it is sunny	19
When my skin is especially sensitive, such as when I already have a sunburn, a skin condition I have is flaring up, or I am taking medication that increases my sensitivity to the sun	15
In high altitudes	5
When I plan to be <u>driving</u> for longer than 15 minutes	3
Other	2
Not applicable; I <u>never</u> wear sunscreen	15
Base: All respondents	2,000

SUN3. [RESPONDENTS ARE PROMPTED ONCE TO RESPOND IF THEY DO NOT DO SO INITIALLY.]

Have you <u>ever</u> been diagnosed with skin cancer?	
	Total
	%
Yes	6
No	94
Base: All respondents	2,000

SUN4. [SHOW IF SUN3 = 'YES.' RANDOMIZE RESPONSE OPTIONS, HOLDING 'DON'T KNOW' AT END. 'DON'T KNOW' WAS EXCLUSIVE.]

You said that you have, or have had, skin cancer. Which of the following skin cancer(s) have you had?

Select all that apply.

	Total
	%
Basal cell carcinoma	55
Squamous cell carcinoma	37
Melanoma	19
Another type of skin cancer	2
Don't know	16
Base: Respondents who have ever had skin cancer	149

SUN5. [SHOW IF SUN3 = 'YES.']

At what age were you first diagnosed with skin cancer?

	Total
	%
Under 25	5
25 to 34	4
35 to 44	8
45 to 54	25
55 to 64	27
65 to 74	20
75 or older	11
Base: Respondents who have ever had skin cancer	148

ELECTRIC VEHICLE CHARGING

CHARGESCREEN. [RESPONDENTS ARE PROMPTED ONCE TO RESPOND IF THEY DO NOT DO SO INITIALLY. END SECTION IF CHARGESCREEN = 'NO' OR NO RESPONSE (SUCH AS A RESPONDENT SKIPPING THE QUESTION ONLINE OR ON THE PHONE, OR SAYING 'I DON'T KNOW' ON THE PHONE).]

Do you currently drive a vehicle at least once a month?	
	Total
	%
Yes	91
No	9
Base: All respondents	2,000

CHARGE2. [RANDOMIZE, HOLDING 'I DO NOT REGULARLY STOP AT ANY OF THESE' AT END. 'I DO NOT REGULARLY STOP AT ANY OF THESE' WAS EXCLUSIVE.]

Think about places you typically visit, other than your home and workplace, when you drive in your local area.	
Which, if any, of the following kinds of <u>retail locations</u> do you stop at for <u>at least 15 minutes at least once a week?</u>	
<i>Select <u>all that apply</u>. Remember, do <u>not</u> include where you work.</i>	
	Total
	%
Grocery store	75
Big box store, like Costco, Target, or Walmart	54
Restaurant, coffee shop, or bar	43
Dollar store, like Dollar Tree or Dollar General	29
Drug store, like Walgreens or CVS	28
Convenience store or bodega, like a 7-Eleven or Wawa	23
Department store, like Macy's or Kohl's	9
Shopping mall	9
I do not regularly stop at any of these	5
Base: Respondents who drive at least once a month	1,833

CHARGE3. [RANDOMIZE, HOLDING 'I WOULD NOT WANT TO CHARGE AT ANY OF THESE' AT END. 'I WOULD NOT WANT TO CHARGE AT ANY OF THESE' WAS EXCLUSIVE. RESPONDENTS COULD SELECT UP TO THREE.]

Imagine you had a plug-in electric vehicle, either fully electric (like a Tesla or Bolt) or a plug-in hybrid, like a Prius Prime, that you wanted to charge at a public charging station.

Which, if any, of these types of retail locations would you prefer to charge at?

Select up to three.

	Total
	%
Big box store, like Costco, Target, or Walmart	45
Grocery store	44
Restaurant, coffee shop, or bar	26
Shopping mall	22
Department store, like Macy's or Kohl's	10
Convenience store or bodega, like a 7-Eleven or Wawa	10
Drug store, like Walgreens or CVS	9
Dollar store, like Dollar Tree or Dollar General	8
I would not want to charge at any of these	21
Base: Respondents who drive at least once a month	1,833

CHARGE4.

In the past 12 months, have you ever charged a plug-in electric vehicle at a public charging station?

	Total
	%
Yes	4
No; I have a plug-in electric vehicle but I only charge it at home or at work	3
No, because I do not have a plug-in electric vehicle	93
Base: Respondents who drive at least once a month	1,820

CHARGE5. [SHOW IF CHARGE4 = 'YES' OR 'NO, BECAUSE I DO NOT HAVE A PLUG-IN ELECTRIC VEHICLE.' IF CHARGE4 = 'YES,' QUESTION STEM READS, 'YOU SAID THAT YOU HAVE CHARGED A PLUG-IN ELECTRIC VEHICLE AT A PUBLIC CHARGING STATION AT LEAST ONCE IN THE PAST 12 MONTHS. WHICH OF THE FOLLOWING MOST INFLUENCED YOUR DECISION OF WHERE TO CHARGE IT?' WITHOUT THE INFORMATIONAL INSTRUCTION ABOUT ASSUMING YOU ARE ABLE TO PLUG YOUR VEHICLE INTO ANY CHARGING STATION. IF CHARGE4 = 'NO, BECAUSE I DO NOT HAVE A PLUG-IN ELECTRIC VEHICLE,' QUESTION STEM READS AS SHOWN. IF CHARGE4 = 'YES,' RESPONSE OPTION ABOUT CONVENIENCE READS 'HOW CONVENIENT THE LOCATION WAS TO GET TO' (INSTEAD OF 'IS') AND THE ONE ABOUT SAFETY READS 'HOW SAFE I FELT' INSTEAD OF 'FEEL.' RANDOMIZE RESPONSE OPTIONS, KEEPING 'HOW CONVENIENT' TOGETHER WITH 'WHETHER I WAS ALREADY PLANNING TO BE IN THE AREA,' AND HOLDING 'OTHER' AT END. RESPONDENTS COULD SELECT UP TO TWO.]

Imagine you had a plug-in electric vehicle, either fully electric (like a Tesla or Bolt) or a plug-in hybrid like a Prius Prime, that you wanted to charge at a public charging station.

Which of the following would most influence your decision of where to charge it?

For this question, please assume that you are able to successfully plug your vehicle into any charging station and receive a charge for your model of vehicle.

Select up to two.

	Total
	%
Cost of charging	42
Speed of charging	38
How convenient the location is to get to	26
How safe I feel at the charging station	24
Whether I was already planning to be in the area long enough to charge anyway	19
Availability of open chargers	18
Availability of amenities near charging stations (for example, bathrooms, food, shopping, etc.)	15
Other, please specify	3
Base: Respondents who do not have an electric vehicle or who have one and have charged at a public charging station in the past 12 months	1,776

SUSTAINABILITY

SUSTAIN1. [RANDOMIZE ITEMS. ROTATE RESPONSE SCALE.]

<p>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?</p>	
	Total
Large appliance, such as a refrigerator, range, dishwasher, or laundry machine	
	%
Top priority	22
Higher priority compared to most other factors, but not the top priority	21
I would consider it equally with other factors	23
Lower priority compared to most other factors, but still a priority	13
Not a priority at all	14
Not applicable; I never buy items from this category	5
No response or unsure	2
Base: All respondents	2,000
Mattress	
	%
Top priority	16
Higher priority compared to most other factors, but not the top priority	19
I would consider it equally with other factors	25
Lower priority compared to most other factors, but still a priority	16
Not a priority at all	17
Not applicable; I never buy items from this category	4
No response or unsure	3
Base: All respondents	2,000
Home cleaning products like soap, laundry detergent, cleaning sprays, and so on	
	%
Top priority	15
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	18
Not a priority at all	12
Not applicable; I never buy items from this category	1
No response or unsure	3
Base: All respondents	2,000

SUSTAIN1. [CONTINUED.]

<i>Electronics like computers, TVs, tablets, phones, game consoles, or cameras</i>	
	%
Top priority	14
Higher priority compared to most other factors, but not the top priority	19
I would consider it equally with other factors	26
Lower priority compared to most other factors, but still a priority	18
Not a priority at all	17
Not applicable; I never buy items from this category	3
No response or unsure	2
Base: All respondents	2,000
<i>Baby care items, such as a crib, stroller, carseat, or other baby needs</i>	
	%
Top priority	13
Higher priority compared to most other factors, but not the top priority	12
I would consider it equally with other factors	14
Lower priority compared to most other factors, but still a priority	8
Not a priority at all	17
Not applicable; I never buy items from this category	34
No response or unsure	3
Base: All respondents	2,000
<i>Furniture</i>	
	%
Top priority	12
Higher priority compared to most other factors, but not the top priority	16
I would consider it equally with other factors	29
Lower priority compared to most other factors, but still a priority	18
Not a priority at all	18
Not applicable; I never buy items from this category	4
No response or unsure	4
Base: All respondents	2,000

SUSTAIN2. [RANDOMIZE RESPONSE OPTIONS, HOLDING 'OTHER' AND 'NOT APPLICABLE' AT END IN THAT ORDER. 'NOT APPLICABLE' WAS EXCLUSIVE. RESPONDENTS COULD SELECT UP TO THREE.]

When you buy products <u>for your home</u>, which elements of sustainability, if any, are most important to you?	
<i>Please select <u>up to three</u>.</i>	
	Total
	%
How long it will last before it has to be replaced	68
How efficient it is--that is, how much energy or water it uses	55
Chemicals used in the product--that is, the possible health or environmental effects of dyes or materials in household products, active ingredients in cleaning products, and so on	38
How it can be disposed of eventually--that is, whether it can be recycled, whether its components are dangerous to leave in a landfill, and so on	25
How workers are treated in the supply chain--that is, how people are treated and paid in collecting the raw materials, manufacturing the product, and so on	13
The social consciousness of the brand--that is, whether it holds itself to commitments about social issues such as contributing to local communities, donating its products to people in need, sourcing materials ethically, and so on	13
Its carbon footprint--that is, how much greenhouse gas is created by its manufacturing, delivery, and use	8
Other aspects of sustainability, please specify	1
Not applicable; sustainability is not important to me when I buy products for my home	9
Base: All respondents	2,000

SUSTAIN_INFO.

Now we'd like to know about three specific products.

SUSTAIN3A. [SHOW SUSTAIN3A, SUSTAIN3B, AND SUSTAIN3C IN A RANDOMIZED ORDER. RANDOMIZE RESPONSE OPTIONS, HOLDING 'OTHER,' 'NOT APPLICABLE; SUSTAINABILITY IS NOT IMPORTANT TO ME WHEN I BUY THIS KIND OF PRODUCT,' AND 'NOT APPLICABLE: I NEVER BUY THINGS LIKE THIS' AT END IN THAT ORDER. BOTH 'NOT APPLICABLE' RESPONSE OPTIONS WERE EXCLUSIVE. RESPONDENTS COULD SELECT UP TO THREE.]

Which, if any, of the following elements of sustainability are <u>most</u> important for you when you buy a <u>clothes dryer</u>?	
<i>Please select up to three.</i>	
	Total
	%
How long it lasts before it has to be replaced	68
How efficient it is--that is, how much energy or water it uses	67
How it can be disposed of eventually--that is, whether it can be recycled, whether its components are dangerous to leave in a landfill, and so on	20
Chemicals used in the product--that is, the possible health or environmental effects of dyes or materials in household products, active ingredients in cleaning products, and so on	15
Its carbon footprint--that is, how much greenhouse gas is created by its manufacturing, delivery, and use	11
How workers are treated in the supply chain--that is, how people are treated and paid in collecting the raw materials, manufacturing the product, and so on	8
The social consciousness of the brand--that is, whether it holds itself to commitments about social issues such as contributing to local communities, donating its products to people in need, sourcing materials ethically, and so on	8
Other aspects of sustainability, please specify	1
Not applicable; sustainability is not important to me when I buy this kind of product	5
Not applicable: I never buy things like this	7
Base: All respondents	2,000

SUSTAIN3B. [SHOW SUSTAIN3A, SUSTAIN3B, AND SUSTAIN3C IN A RANDOMIZED ORDER. RANDOMIZE RESPONSE OPTIONS, HOLDING 'OTHER,' 'NOT APPLICABLE; SUSTAINABILITY IS NOT IMPORTANT TO ME WHEN I BUY THIS KIND OF PRODUCT,' AND 'NOT APPLICABLE: I NEVER BUY THINGS LIKE THIS' AT END IN THAT ORDER. BOTH 'NOT APPLICABLE' RESPONSE OPTIONS WERE EXCLUSIVE. RESPONDENTS COULD SELECT UP TO THREE.]

Which, if any, of the following elements of sustainability are <u>most</u> important for you when you buy a <u>washing machine</u> ?	
<i>Please select up to three.</i>	
	Total
	%
How long it lasts before it has to be replaced	71
How efficient it is--that is, how much energy or water it uses	71
How it can be disposed of eventually--that is, whether it can be recycled, whether its components are dangerous to leave in a landfill, and so on	18
Chemicals used in the product--that is, the possible health or environmental effects of dyes or materials in household products, active ingredients in cleaning products, and so on	15
Its carbon footprint--that is, how much greenhouse gas is created by its manufacturing, delivery, and use	11
How workers are treated in the supply chain--that is, how people are treated and paid in collecting the raw materials, manufacturing the product, and so on	9
The social consciousness of the brand--that is, whether it holds itself to commitments about social issues such as contributing to local communities, donating its products to people in need, sourcing materials ethically, and so on	8
Other aspects of sustainability, please specify	1
Not applicable; sustainability is not important to me when I buy this kind of product	5
Not applicable: I never buy things like this	6
Base: All respondents	2,000

SUSTAIN3C. [SHOW SUSTAIN3A, SUSTAIN3B, AND SUSTAIN3C IN A RANDOMIZED ORDER. RANDOMIZE RESPONSE OPTIONS, HOLDING 'OTHER,' 'NOT APPLICABLE; SUSTAINABILITY IS NOT IMPORTANT TO ME WHEN I BUY THIS KIND OF PRODUCT,' AND 'NOT APPLICABLE: I NEVER BUY THINGS LIKE THIS' AT END IN THAT ORDER. BOTH 'NOT APPLICABLE' RESPONSE OPTIONS WERE EXCLUSIVE. RESPONDENTS COULD SELECT UP TO THREE.]

Which, if any, of the following elements of sustainability are <u>most</u> important for you when you buy a <u>laundry detergent</u> ?	
<i>Please select up to three.</i>	
	Total
	%
How efficient it is--that is, how much you need to use	62
Chemicals used in the product--that is, the possible health or environmental effects of dyes or materials in household products, active ingredients in cleaning products, and so on	54
How long it lasts before it has to be refilled	39
How it can be disposed of eventually--that is, whether it can be recycled, whether its components are dangerous to leave in a landfill, and so on	17
The social consciousness of the brand--that is, whether it holds itself to commitments about social issues such as contributing to local communities, donating its products to people in need, sourcing materials ethically, and so on	10
Its carbon footprint--that is, how much greenhouse gas is created by its manufacturing, delivery, and use	9
How workers are treated in the supply chain--that is, how people are treated and paid in collecting the raw materials, manufacturing the product, and so on	8
Other aspects of sustainability, please specify	1
Not applicable; sustainability is not important to me when I buy this kind of product	8
Not applicable: I never buy things like this	3
Base: All respondents	2,000

PAYMENT METHODS

PAY1A. [ORDER OF PAY1A AND PAY1B WAS RANDOMIZED. RESPONDENTS ARE PROMPTED ONCE TO RESPOND IF THEY DO NOT DO SO INITIALLY. RANDOMIZE RESPONSE ITEMS, HOLDING 'OTHER' AND 'I DO NOT SHOP IN STORES' AT END IN THAT ORDER. 'I DO NOT SHOP IN STORES' WAS EXCLUSIVE.]

Which, if any, of the following payment methods have you used when shopping in a store in person in the past 12 months?

Select all that apply.

	Total
	%
Credit card	70
Cash	69
Debit card	63
Prepaid cards or gift cards	31
Digital wallet, such as PayPal, Apple Pay, or Google Pay	24
EBT cards	15
Checks	7
Buy Now, Pay Later systems, like Klarna or Affirm	5
Layaway or installment plan	2
Other, please specify	0.3
I do not shop in stores	1
Base: All respondents	2,000

PAY1B. [ORDER OF PAY1A AND PAY1B WAS RANDOMIZED. RESPONDENTS ARE PROMPTED ONCE TO RESPOND IF THEY DO NOT DO SO INITIALLY. RANDOMIZE RESPONSE ITEMS, HOLDING 'OTHER' AND 'I DO NOT SHOP ONLINE' AT END IN THAT ORDER. 'I DO NOT SHOP ONLINE' WAS EXCLUSIVE.]

Which, if any, of the following payment methods have you used when shopping online in the past 12 months?

Select all that apply.

	Total
	%
Credit card	71
Debit card	53
Digital wallet, such as PayPal, Apple Pay, or Google Pay	36
Prepaid cards or gift cards	36
Buy Now, Pay Later systems, like Klarna or Affirm	11
EBT cards	9
Bank transfers	8
Other, please specify	1
I do not shop online	5
Base: All respondents	2,000

PAY2. [SHOW PAY2 BEFORE PAY3 IF PAY1A SHOWED BEFORE PAY1B. SHOW IF MORE THAN ONE OPTION SELECTED IN PAY1A. ONLY SHOW RESPONSE OPTIONS SELECTED IN PAY1A, ALONG WITH 'UNSURE.' IF 'OTHER, PLEASE SPECIFY' WAS SELECTED IN PAY1A, SHOW WHAT RESPONDENT WROTE IN THAT ITEM. RANDOMIZE, HOLDING 'UNSURE' AT END.]

You said that you use the following payment methods when shopping in a store in person. Which one do you use most often?

	Total
	%
Debit card	42
Credit card	37
Cash	9
Digital wallet, such as PayPal, Apple Pay, or Google Pay	6
EBT cards	4
Prepaid cards or gift cards	1
Buy Now, Pay Later systems, like Klarna or Affirm	0.3
Checks	0.2
Layaway or installment plan	0.2
[response to "other" in previous question]	0.1
Unsure	1
Base: Respondents who shop in stores and pay with more than one type of payment	1,706

PAY3. [SHOW PAY3 BEFORE PAY2 IF PAY1B SHOWED BEFORE PAY1A. SHOW IF MORE THAN ONE OPTION SELECTED IN PAY1B. ONLY SHOW RESPONSE OPTIONS SELECTED IN PAY1B, ALONG WITH 'UNSURE.' IF 'OTHER, PLEASE SPECIFY' WAS SELECTED IN PAY1B, SHOW WHAT RESPONDENT WROTE IN THAT ITEM. RANDOMIZE, HOLDING 'UNSURE' AT END.]

You said that you use the following payment methods when shopping in a store <u>online</u>. Which one do you use <u>most often</u>?	
	Total
	%
Credit card	46
Debit card	32
Digital wallet, such as PayPal, Apple Pay, or Google Pay	13
Prepaid cards or gift cards	3
Buy Now, Pay Later systems, like Klarna or Affirm	2
EBT cards	2
Bank transfers	0.5
<i>[response to "other" in previous question]</i>	0.4
Unsure	2
Base: Respondents who shop online and pay with more than one type of payment	1,368

PAY4. [SHOW IF RESPONDENT DID NOT SELECT 'DIGITAL WALLET' AT ALL—THAT IS, NEITHER IN PAY1A NOR PAY1B. RANDOMIZE RESPONSE OPTIONS, HOLDING 'I ACTUALLY DO USE A DIGITAL WALLET' AT BEGINNING OF LIST AND 'I AM HAPPY WITH THE PAYMENT TYPES I USE' AND 'OTHER' AT END, IN THAT ORDER. 'I ACTUALLY DO USE A DIGITAL WALLET' WAS EXCLUSIVE. RESPONDENTS COULD SELECT UP TO THREE.]

You said that you hadn't used a digital wallet in the past year. Which, if any, of the following are the top three reasons you didn't?

Select up to three.

	Total
	%
I actually <u>do</u> use a digital wallet, just not for shopping	7
I am happy with the payment types I use, and don't need another	50
I'm not sure how to use it	27
I am concerned my payment information wouldn't be secure	25
I wouldn't want to depend on a payment method that could glitch or have technical problems	18
If my phone gets lost or stolen someone might be able to use it to spend my money	18
The digital wallet company might share or sell my personal data or transaction history	12
I might not be able to use it at the places where I shop	8
I might spend more than I would with other payment methods	5
I might lose track of my spending	5
Other, please specify	5
Base: Respondents who did not say they used a digital wallet either online or in stores in the past 12 months	1,163

PAY5. [SHOW IF MULTIPLE RESPONSE OPTIONS BESIDES 'OTHER' SELECTED ACROSS PAY1A AND PAY1B. DO NOT SHOW IF ONLY ONE TYPE OF PAYMENT WAS SELECTED ACROSS THOSE TWO—THAT IS, ONLY ONE OPTION SELECTED IN ONE QUESTION AND 'OTHER,' 'NOT APPLICABLE,' OR NON-RESPONSE IN THE OTHER, OR IF ONLY THE SAME ITEM WAS SELECTED IN BOTH PAY1A AND PAY1B, SUCH AS 'CREDIT CARD' ONLY FOR BOTH PAY1A AND PAY1B. BESIDES 'NO,' ONLY SHOW RESPONSE OPTIONS SELECTED IN EITHER PAY1A OR PAY1B. RANDOMIZE RESPONSE OPTIONS, HOLDING 'NO' AT BEGINNING OF LIST.]

Sometimes, people spend more than they expected or can afford to pay because they lose track of their spending, and for some people, this is more likely with different forms of payment.

Thinking about the payment methods you have used in the past year, is there one where you have had that happen more than with others?

Please respond only about your spending in the past 12 months.

	Total
	%
No	54
Yes, credit card	21
Yes, debit card	13
Yes, cash	5
Yes, digital wallet, such as PayPal, Apple Pay, or Google Pay	4
Yes, Buy Now, Pay Later systems, like Klarna or Affirm	2
Yes, prepaid cards or gift cards	1
Yes, layaway or installment plan	0.4
Yes, bank transfers	0.3
Yes, checks	0.0
Base: Respondents who used more than one type of payment in the past 12 months	1,686

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