American Experiences Survey:

A Nationally Representative Multi-Mode Survey

January 2025 Omnibus Results

Overview of Methodology

Each month, Consumer Reports fields the American Experiences Survey (AES) to track consumer attitudes and behaviors over time. The January 2025 results are based on interviews conducted from January 10th – 22nd, 2025. This document includes the five sections of the omnibus survey for this month: retailer loyalty programs, digital wallets, air fryers, eco settings, and previous and upcoming purchases.

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 2,209 interviews, 2,081 by web mode and 128 by phone mode, 2,109 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:

   52% female; median age of 47 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 +/- 2.52 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 January omnibus contained five blocks of questions, one for each topic listed above. The first four blocks were shown in a random order, with the block of questions on previous and upcoming purchases always 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.

Prepared by CR Survey Research Department, January 2025

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LOYALTY PROGRAMS

PRICE_INTRO.

> **The next few questions are about loyalty programs, incentives that a business offers customers to get them to shop there again. We are specifically interested in loyalty programs offered by retailers, like online stores, drug stores, or grocery stores. Some loyalty programs are free. Others, like Amazon Prime or Walmart+, you have to pay to belong to.**
>
> **Punch cards are also a kind of loyalty program, but for the purposes of this survey, we are interested only in <u>loyalty programs where you need to enter a phone number at checkout, use a key fob or app, or sign in online</u>.**

PRICE1. *[RESPONDENTS WERE PROMPTED TWICE TO RESPOND IF THEY DO NOT DO SO INITIALLY.]*

> **Do <u>you personally</u> belong to <u>any</u> retailers' loyalty programs?**
>
> *This could include free loyalty programs, like Kroger Plus, or programs you pay to be part of, like Amazon Prime.*
>
> *Remember, we are not interested in punch card programs.*

	Total
	%
Yes	80
No	16
Unsure	4
Base: All respondents	2,209

[IF PRICE1 = "NO" OR "UNSURE," OR IF THERE WAS NO RESPONSE, RESPONDENT WAS SENT TO THE NEXT SECTION. PRICE2 THROUGH PRICE8 ONLY SHOWED IF PRICE1 = "YES."]

PRICE2. *[RESPONSES SHOWED IN THE FOLLOWING ORDER: "YES," "NO," "UNSURE," "IT DEPENDS ON THE PROGRAM."]*

When you belong to a loyalty program, do you expect to <u>usually</u> pay lower prices than people who do not belong to that loyalty program?	Total
	%
Yes	62
It depends on the program	26
No	7
Unsure	5
Base: Respondents who belong to any non-punch-card retailer loyalty programs	1,787

PRICE3. *[RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DO NOT DO SO INITIALLY. ROTATE RESPONSE SCALE, ALWAYS HOLDING "NO PARTICULAR OPINION" AT END. IF "SATISFIED WITH ALL THE ONES I BELONG TO" SHOWS FIRST, SHOW THE MIDDLE RESPONSE AS "SATISFIED WITH SOME AND DISSATISFIED WITH OTHERS"; IF "DISSATISFIED WITH ALL THE ONES I BELONG TO" SHOWS FIRST, SHOW THE MIDDLE RESPONSE AS "DISSATISFIED WITH SOME AND SATISFIED WITH OTHERS."]*

Think about the loyalty programs that you belong to. Which of the following <u>best</u> describes how you feel about them?	Total
	%
Satisfied with all the ones I belong to	52
Satisfied with some and dissatisfied with others	28
Dissatisfied with all the ones I belong to	3
I have no particular opinion about them	18
Base: Respondents who belong to any non-punch-card retailer loyalty programs	1,791

PRICE4. *[SHOW IF PRICE3 = "SATISFIED WITH SOME AND DISSATISFIED WITH OTHERS" OR "DISSATISFIED WITH ALL." RANDOMIZE RESPONSE OPTIONS, HOLDING "DO NOT GET AS MANY DISCOUNTS AS I EXPECTED" AND "DISCOUNTS ARE NOT AS GOOD AS I EXPECTED" TOGETHER AND HOLDING "OTHER" AT END.]*

You said that you are not satisfied with at least some of the loyalty programs you belong to. Which, if any, of the following are reasons you are not satisfied?

Select all that apply.

	Total
	%
Discounts are not as good as I expected	58
Rarely receive coupons or discounts for products I am interested in	50
Do not get as many discounts as I expected	49
Points expire too quickly	35
Too many emails or texts from the retailer	33
Discounts got lower over time	26
Too many steps to make it work, like scanning coupons	25
Subscription fee is too high	25
Technical issues getting discounts to actually apply	17
Other, please specify	4
Base: Respondents who are not satisfied with some or all of their non-punch-card retailer loyalty programs	578

PRICE5. *[RANDOMIZE RESPONSE OPTIONS, HOLDING "THIS IS OKAY FOR OTHER REASONS" AND "THIS SHOULD NOT BE ALLOWED" AT END IN THAT ORDER.]*

Imagine that a loyalty program gives different discounts to different loyalty program members. That is, some people get more or larger discounts than others.

Which of the following best describes your attitude toward this practice?

	Total
	%
This is okay if the retailer explains how to qualify for each possible discount	27
This is okay if the discounts are personalized, like special deals on products that different individuals buy regularly	18
This is okay if the people who get more discounts pay (or pay more) to be on a higher tier of the loyalty program	16
This is okay if the people who get larger discounts have spent more money with that retailer in the past	14
This is okay, that's business	13
This is okay for other reasons, please specify	0.4
This should not be allowed	11
Base: Respondents who belong to any non-punch-card retailer loyalty programs	1,785

PRICE6. *[ROTATE ORDER OF "SUPPORT" AND "OPPOSE" IN QUESTION STEM AND ROTATE RESPONSE SCALE TO MATCH.]*

Sometimes retailers give deeper discounts to newer or less active members of their loyalty programs than to customers who have been more active in their loyalty program for a long time. That is, members who shop there less often are getting better deals than those who have consistently shopped there over time.

Do you support or oppose this practice?

	Total
	%
Net: Support	*27*
Net: Oppose	*73*
Strongly support	5
Somewhat support	22
Somewhat oppose	40
Strongly oppose	33
Base: Respondents who belong to any non-punch-card retailer loyalty programs	1,777

PRICE7. *[RANDOMIZE ORDER OF PRICE7 AND PRICE8. ROTATE ORDER OF "SUPPORT" AND "OPPOSE" IN QUESTION STEM AND ROTATE RESPONSE SCALE TO MATCH.]*

Some retailers decide how often members of their loyalty programs get discounts and how large the discounts are not just based on their shopping behavior there, but also in part based on members' demographic information like age, income, race/ethnicity, where the person lives, and so on.

Do you support or oppose this practice?

	Total
	%
Net: Support	*24*
Net: Oppose	*76*
Strongly support	3
Somewhat support	21
Somewhat oppose	35
Strongly oppose	41
Base: Respondents who belong to any non-punch-card retailer loyalty programs	1,753

PRICE8. *[RANDOMIZE ORDER OF PRICE8 AND PRICE7. ROTATE ORDER OF "SUPPORT" AND "OPPOSE" IN QUESTION STEM AND ROTATE RESPONSE SCALE TO MATCH.]*

Some retailers decide how often members of their loyalty programs get discounts and how large the discounts are not just based on their shopping behavior there, but also in part based on members' online presence and behavior, like the kind of devices or browsers they use, search history, social media posts, and past purchases they have made anywhere, not just at the retailer whose loyalty program they belong to.

Do you support or oppose this practice?

	Total
	%
Net: Support	*28*
Net: Oppose	*72*
Strongly support	4
Somewhat support	24
Somewhat oppose	37
Strongly oppose	35
Base: Respondents who belong to any non-punch-card retailer loyalty programs	1,769

DIGITAL WALLETS

DW_INTRO.

> **A digital wallet is an application for your phone or computer that securely stores your payment information like credit cards or bank account details so that you can make payments electronically, either online or in a store.**
>
> **Digital wallets include apps with "wallet" in the name, like Apple Wallet, Samsung Wallet, or Google Wallet, but also other digital payment apps like PayPal, Cash App, and Venmo.**

DW1. *[RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DO NOT DO SO INITIALLY.]*

Do you use <u>any</u> digital wallet at least once per month?

	Total
	%
Yes	59
No	38
Unsure	3
Base: All respondents	2,208

DW2. *[SHOW IF DW1 = "YES." RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DO NOT DO SO INITIALLY. RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER" AT END.]*

You said you use a digital wallet at least once a month. Which digital wallet brand is it?

If you use more than one, please respond for the one you use <u>most often</u>.

	Total
	%
Apple Wallet	39
PayPal	16
Google Wallet	14
Cash App	12
Venmo	11
Samsung Wallet	4
Amazon Pay	2
Walmart Pay	1
Paze	0.0
Other, please specify	1
Base: Respondents who use any digital wallet at least once a month	1,286

DW3. *[RANDOMIZE RESPONSE OPTIONS, KEEPING "REPORTS ON HOW USERS' DATA IS USED AND SHARED…" WITH "WAYS FOR USERS TO CONTROL HOW THEIR DATA IS USED OR SHARED" TOGETHER AND HOLDING "NONE OF THESE FEATURES MATTER TO ME" AT END. "NONE OF THESE FEATURES MATTER TO ME" WAS EXCLUSIVE.]*

Below are some features that a digital wallet might have. Which, if any, of these features would make you more likely to use that digital wallet?

Select all that apply.

	Total
	%
Fraud protection services, such as liability protection for scams	52
Easy-to-use user interface	45
Ways for users to control how their data is used or shared	33
Insurance that protects your money in the event of a bank failure	33
An ad-free experience	33
Reports on how users' data is used and shared, such as what specific data is shared with which affiliates and third parties and why	21
Budgeting tools, such as spending indicators	16
Accessibility of the app and all policy documents in languages besides English	7
None of these features matter to me	24
Base: All respondents	2,209

DW4. *[SHOW IF DW1 = "YES." RANDOMIZE RESPONSE OPTIONS, ALWAYS HOLDING "NONE OF THESE ARE IMPORTANT TO ME" AT END.]*

Which of the following is most important to you in a digital wallet?

	Total
	%
Fraud prevention and liability protection features	28
Privacy and security features	24
Whether businesses where I shop accept it or people I pay through digital wallets use the same service	19
Easy-to-use user interface	19
Whether it comes standard on my smartphone	4
Whether it can be used for cryptocurrency	1
None of these are important to me	4
Base: Respondents who use any digital wallet at least once a month	1,275

DW5. *[SHOW IF DW1 = "YES." RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DO NOT DO SO INITIALLY.]*

Imagine you are contacted by someone pretending to be from a government agency, bank, or utility company. They falsely claim you owe them money and insist on payment via your digital wallet to an account they provide. This is later identified as a scam.

To the best of your knowledge, would your digital wallet reimburse you in that situation?

If you have more than one digital wallet, please respond thinking of the one you use most often.

	Total
	%
Yes	21
No	22
Unsure	57
Base: Respondents who use any digital wallet at least once a month	1,286

AIR FRYERS

AF_INTRO.

> **The following few questions are about standalone air fryers. These are appliances that are primarily designed for air frying. We are not interested in other appliances, such as ovens or toaster ovens, that may have an "air fry" setting.**

AF1. *[RESPONDENTS WERE PROMPTED TWICE TO RESPOND IF THEY DO NOT DO SO INITIALLY.]*

Do you have a standalone air fryer in your home?

	Total
	%
Yes	64
No	35
Unsure	1
Base: All respondents	2,209

[IF AF1 = "NO" OR "UNSURE," OR IF THERE WAS NO RESPONSE, RESPONDENT WAS SENT TO THE NEXT SECTION. AF2 THROUGH AF6 ONLY SHOWED IF AF1 = "YES."]

AF2.

About how often do you use this air fryer?

	Total
	%
About once a day	20
Less than once a day, but more than once a week	25
About once a week	22
Less than once a week, but more than once a month	13
About once a month	9
Less often than once a month	11
Base: Respondents whose households have a standalone air fryer	1,391

AF3. *[RANDOMIZE ORDER OF "NOT ON ANY PARTICULAR SCHEDULE, BUT WHEN IT LOOKS DIRTY" AND "…BUT WHEN IT SMELLS FUNNY."]*

About how often do you clean this air fryer?	Total
	%
After each use	52
After every two or three uses, but not every time	20
After several uses	11
Not on any particular schedule, but when it looks dirty	13
Not on any particular schedule, but when it smells funny	2
I never clean this air fryer	2
Base: Respondents whose households have a standalone air fryer	1,376

AF4.

When you use your air fryer, about how long is it typically on? *If you cook a variety of foods in your air fryer, please try to estimate an average length of time.*	Total
	%
Less than ten minutes	16
Ten minutes to less than 20 minutes	55
Twenty minutes to less than 30 minutes	23
Thirty minutes or more	6
Base: Respondents whose households have a standalone air fryer	1,383

AF5.

When you use your air fryer, do you usually <u>lower</u> the power setting from the default? *This does not mean adjusting the temperature; this is a different setting, like a microwave's power level, that not all air fryers have.*	Total
	%
Yes	18
No, I usually use it at the default power setting	50
No, there is only one power setting	20
Unsure	13
Base: Respondents whose households have a standalone air fryer	1,383

AF6. *[RANDOMIZE RESPONSE OPTIONS, KEEPING "HEATING UP SLOWLY" AND "NOT HEATING UP AT ALL" TOGETHER IN THAT ORDER AND HOLDING "OTHER" AND "I HAVE NOT EXPERIENCED ANY PROBLEMS WITH ANY AIR FRYER" AT END IN THAT ORDER. "I HAVE NOT EXPERIENCED ANY PROBLEMS" WAS EXCLUSIVE.]*

	Total
Which, if any, of the following problems have you <u>ever</u> experienced with <u>any</u> standalone air fryer? *Select <u>all</u> that apply.*	
	%
Difficult to clean	32
Inner pot scratches easily	13
Heating up slowly	7
Handle uncomfortably hot to touch	7
Food smells will not go away	7
Pieces melting	2
Not heating up at all	2
Other, please specify	4
I have not experienced any problems with any air fryer	49
Base: Respondents whose households have a standalone air fryer	1,395

ECO SETTINGS

ECO_INTRO.

> **The next few questions are about "eco" buttons or settings on appliances. These switch the appliances to an energy- or water-efficient setting by reducing water usage, lowering temperature settings, and optimizing features to minimize energy consumption.**

ECO1. *[RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DO NOT DO SO INITIALLY. RANDOMIZE RESPONSE OPTIONS, KEEPING "CLOTHES WASHER" AND "CLOTHES DRYER" TOGETHER IN THAT ORDER AND HOLDING "I DON'T OWN ANY OF THESE WITH AN ECO BUTTON OR SETTING THAT I EVER USE" AT END. "I DON'T OWN ANY OF THESE WITH AN ECO BUTTON OR SETTING THAT I EVER USE" WAS EXCLUSIVE.]*

> **For each of the following appliances or systems, please indicate whether you own one with an eco setting <u>that you ever use</u>.**
>
> ***Select <u>all</u> that apply.***

	Total
	%
Clothes washer	36
Clothes dryer	29
Thermostat or heating and cooling system	27
Dishwasher	26
Water heater	14
Window or portable air conditioner	13
Toilet with adjustable flush settings	11
Portable room heater	10
Dehumidifier	7
I don't own any of these with an eco button or setting that I ever use	36
Base: All respondents	2,209

ECO2. *[SHOW IF ANY RESPONSE SELECTED IN ECO1 EXCEPT "I DON'T OWN ANY OF THESE WITH AN ECO BUTTON OR SETTING THAT I EVER USE." SHOW EACH RESPONSE OPTION IF IT WAS SELECTED IN ECO1, IN THE SAME ORDER AS SHOWN IN ECO1, HOLDING "I DON'T USE THE ECO SETTING EVERY TIME OR MOST TIMES FOR ANY OF THESE" AT END. "I DON'T USE THE ECO SETTING EVERY TIME OR MOST TIMES FOR ANY OF THESE" WAS EXCLUSIVE.]*

You said you use an eco setting on each of the following appliances. For which, if any, do you use the eco setting every time or most times you use the appliance?

Select all that apply.

	Total
	%
Toilet with adjustable flush settings	68
Base: Respondents who have a toilet with an eco flush setting they ever use	240
Thermostat or heating and cooling system	59
Base: Respondents who have a thermostat/heating and cooling system with an eco setting they ever use	588
Window or portable air conditioner	58
Base: Respondents who have a window or portable air conditioner with an eco setting they ever use	294
Dishwasher	54
Base: Respondents who have a dishwasher with an eco setting they ever use	546
Clothes washer	53
Base: Respondents who have a clothes washer with an eco setting they ever use	771
Water heater	45
Base: Respondents who have a water heater with an eco setting they ever use	316
Portable room heater	45
Base: Respondents who have a portable room heater with an eco setting they ever use	226
Clothes dryer	43
Base: Respondents who have a clothes dryer with an eco setting they ever use	634
Dehumidifier	36
Base: Respondents who have a dehumidifier with an eco setting they ever use	168
I don't use the eco setting every time or most times for any of these	23
Base: Respondents who had at least one of the systems or appliances we asked about with an eco setting they ever use	1,383

PREVIOUS AND UPCOMING PURCHASES

US1. *[RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DO NOT DO SO INITIALLY. RANDOMIZE RESPONSE OPTIONS, KEEPING "LARGE APPLIANCES" AND "SMALL APPLIANCES" TOGETHER AND HOLDING "I HAVEN'T PURCHASED ANYTHING IN ANY OF THESE CATEGORIES" AT END. "I HAVEN'T PURCHASED ANYTHING IN ANY OF THESE CATEGORIES" WAS EXCLUSIVE.]*

Please indicate whether you have purchased any products in the following categories in the past six months.

Select all that apply.

	Total
	%
Personal care products, such as soap, deodorant, or makeup	82
Tech and electronics, such as computers, cell phones, or televisions	35
Small appliances, such as toasters, blenders, or vacuum cleaners	29
Baby products, such as baby food or formula, diapers, or toys	16
Large appliances, such as refrigerators, dishwashers, or clothes washers or dryers	12
Vehicles, such as a car, truck, or SUV	10
I haven't purchased anything in any of these categories	7
Base: All respondents	2,209

US2. *[SHOW IF ANY RESPONSE SELECTED IN US1 EXCEPT "I HAVEN'T PURCHASED ANYTHING IN ANY OF THESE CATEGORIES." SHOW EACH GRID ITEM IF IT WAS SELECTED IN US1. RANDOMIZE GRID ITEMS, KEEPING "LARGE APPLIANCES" AND "SMALL APPLIANCES" TOGETHER IF BOTH ARE SHOWN. RANDOMIZE RESPONSE OPTIONS, ALWAYS HOLDING "NONE OF THESE" AT END. "NONE OF THESE" WAS EXCLUSIVE.]*

You said you have purchased products in the following categories in the past six months. For each, please tell us which, if any, of the following labels or claims you <u>actively looked for</u> when deciding what to purchase.

Select <u>all</u> that apply.

	Total
Personal care products, such as soap, deodorant, or makeup	
	%
Non-toxic	38
Made in the U.S.A.	29
Green, eco-friendly, or carbon neutral	19
Minority-owned or women-owned	7
None of these	41
Base: Respondents who purchased personal care products in the past six months	1,844
Tech and electronics, such as computers, cell phones, or televisions	
	%
Made in the U.S.A.	21
Green, eco-friendly, or carbon neutral	12
Non-toxic	11
Minority-owned or women-owned	2
None of these	66
Base: Respondents who purchased tech and electronics in the past six months	804
Small appliances, such as toasters, blenders, or vacuum cleaners	
	%
Made in the U.S.A.	30
Non-toxic	13
Green, eco-friendly, or carbon neutral	12
Minority-owned or women-owned	2
None of these	56
Base: Respondents who purchased small appliances in the past six months	671

Baby products, such as baby food or formula, diapers, or toys	
	%
Non-toxic	47
Made in the U.S.A.	31
Green, eco-friendly, or carbon neutral	18
Minority-owned or women-owned	6
None of these	32
Base: Respondents who purchased baby products in the past six months	361
Large appliances, such as refrigerators, dishwashers, or clothes washers or dryers	
	%
Made in the U.S.A.	28
Green, eco-friendly, or carbon neutral	22
Non-toxic	10
Minority-owned or women-owned	3
None of these	49
Base: Respondents who purchased large appliances in the past six months	291
Vehicles, such as a car, truck, or SUV	
	%
Made in the U.S.A.	20
Green, eco-friendly, or carbon neutral	13
Non-toxic	4
Minority-owned or women-owned	2
None of these	58
Base: Respondents who purchased vehicles in the past six months	249

US3. *[RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DO NOT DO SO INITIALLY. RANDOMIZE RESPONSE OPTIONS, KEEPING "LARGE APPLIANCES" AND "SMALL APPLIANCES" TOGETHER AND HOLDING "I DON'T PLAN TO PURCHASE ANYTHING IN ANY OF THESE CATEGORIES" AT END. "I DON'T PLAN TO PURCHASE ANYTHING IN ANY OF THESE CATEGORIES" WAS EXCLUSIVE.]*

Now, please indicate whether you <u>plan to</u> purchase any products in the following categories in the <u>next</u> six months.

Select <u>all</u> that apply.

	Total
	%
Personal care products, such as soap, deodorant, or makeup	68
Tech and electronics, such as computers, cell phones, or televisions	22
Small appliances, such as toasters, blenders, or vacuum cleaners	13
Baby products, such as baby food or formula, diapers, or toys	13
Vehicles, such as a car, truck, or SUV	11
Large appliances, such as refrigerators, dishwashers, or clothes washers or dryers	8
I don't plan to purchase anything in any of these categories	20
Base: All respondents	2,209

US4. *[SHOW IF ANY RESPONSE SELECTED IN US3 EXCEPT "I DON'T PLAN TO PURCHASE ANYTHING IN ANY OF THESE CATEGORIES." SHOW EACH GRID ITEM IF IT WAS SELECTED IN US3. RANDOMIZE GRID ITEMS, KEEPING "LARGE APPLIANCES" AND "SMALL APPLIANCES" TOGETHER IF BOTH ARE SHOWN. RANDOMIZE RESPONSE OPTIONS, ALWAYS HOLDING "NONE OF THESE" AT END. "NONE OF THESE" WAS EXCLUSIVE.]*

You said you plan to purchase products in the following categories in the next six months. For each, please tell us which, if any, of the following labels or claims you <u>plan to look for</u> when deciding what to purchase.

Select <u>all</u> that apply.

	Total
Personal care products, such as soap, deodorant, or makeup	
	%
Non-toxic	49
Made in the U.S.A.	31
Green, eco-friendly, or carbon neutral	26
Minority-owned or women-owned	9
None of these	34
Base: Respondents who plan to purchase personal care products in the next six months	1,548
Tech and electronics, such as computers, cell phones, or televisions	
	%
Made in the U.S.A.	28
Green, eco-friendly, or carbon neutral	24
Non-toxic	19
Minority-owned or women-owned	4
None of these	51
Base: Respondents who plan to purchase tech or electronic products in the next six months	474
Small appliances, such as toasters, blenders, or vacuum cleaners	
	%
Green, eco-friendly, or carbon neutral	37
Made in the U.S.A.	37
Non-toxic	28
Minority-owned or women-owned	8
None of these	34
Base: Respondents who plan to purchase small appliances in the next six months	281

Baby products, such as baby food or formula, diapers, or toys	
	%
Non-toxic	60
Made in the U.S.A.	34
Green, eco-friendly, or carbon neutral	25
Minority-owned or women-owned	14
None of these	21
Base: Respondents who plan to purchase baby products in the next six months	290

Vehicles, such as a car, truck, or SUV	
	%
Made in the U.S.A.	31
Green, eco-friendly, or carbon neutral	23
Non-toxic	12
Minority-owned or women-owned	1
None of these	45
Base: Respondents who plan to purchase vehicles in the next six months	224

Large appliances, such as refrigerators, dishwashers, or clothes washers or dryers	
	%
Made in the U.S.A.	46
Green, eco-friendly, or carbon neutral	32
Non-toxic	15
Minority-owned or women-owned	3
None of these	27
Base: Respondents who plan to purchase large appliances in the next six months	184

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