



American Experiences Survey:

A Nationally Representative Multi-Mode Survey

October 2025 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 October 9-20, 2025. This document includes the following sections of the omnibus survey for this month: healthy home, inflation, long-term care insurance, hot tubs, and online shopping platforms.

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 2,191 interviews, 2,082 by web mode and 109 by phone mode, 2,077 in English and 114 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; 60% white, non-Hispanic; 37% 4-year college graduates; and 63% have a household income of \$50,000 or more.

The margin of error for results based on the total sample is +/-2.55 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 October omnibus contained five 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. Not every item was asked on every recent omnibus survey, and where minor revisions to the wording of an item or response choices were made, they are noted below. Note these changes may impact comparability of results.

Prepared by CR Survey Research Department, October 2025

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Survey Notes for Monthly Trends

December 2024 results are based on interviews conducted from December 6-16, 2024 with a nationally representative sample of 2,130 US adults.

November 2023 results are based on interviews conducted from November 10-20, 2023 with a nationally representative sample of 2,070 US adults.

February 2023 results are based on interviews conducted from February 10-20, 2023 with a nationally representative sample of 2,097 US adults.

August 2022 results are based on interviews conducted from August 5-15, 2022 with a nationally representative sample of 2,123 US adults.

July 2022 results are based on interviews conducted from July 11-20, 2022 with a nationally representative sample of 2,125 US adults.

May 2022 results are based on interviews conducted from May 9-19, 2022 with a nationally representative sample of 2,076 US adults.

October 2021 results are based on interviews conducted from October 12-21, 2021 with a nationally representative sample of 2,036 US adults.

HEALTHY HOME

INDOOR_INFO1.

The next few questions are about actions people may take in their homes or changes they may make to help protect or support their health.

INDOOR1. [RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER" AND "I HAVE NO HEALTH CONCERNS" AT END. "I HAVE NO HEALTH CONCERNS" WAS EXCLUSIVE.]

Which, if any, of the following potential health risks are you most concerned about in your own home?

Select all that apply.

	Total
	%
Mold and dampness	41
Indoor allergens (dust mites, pet dander, pollen)	34
Fire safety risks	25
The risk of falling	23
Pesticides and household chemicals	18
Emissions from gas stoves or ovens (e.g., carbon monoxide, nitrogen dioxide)	17
Smoke (e.g., from cigarettes, wood stoves, or wildfires)	11
Lead paint or lead pipes	11
Radon	8
Other, please specify	1
I have no health concerns about my home	25
Base: All respondents	2,191

INDOOR2. [ROTATE RESPONSE SCALE.]

How concerned are you, if at all, about indoor air pollution in your home?

	Total
	%
Very concerned	9
Somewhat concerned	33
Not too concerned	41
Not concerned at all	18
Base: All respondents	2,174

INDOOR3. [RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER" AND "NONE" AT END. "NONE" WAS EXCLUSIVE.]

Which, if any, of the following steps have you taken to reduce allergens in your home in the <u>past 24 months (2 years)</u> ?	
<i>Select <u>all</u> that apply.</i>	
	Total
	%
Kept windows closed during high pollen seasons	46
Washed bedding in hot water regularly	43
Used an air purifier	37
Vacuumed with a HEPA filter vacuum	29
Used a dehumidifier to reduce moisture	25
Removed carpeting or rugs	17
Switched to hypoallergenic or fragrance-free cleaning products	17
Used allergy-proof mattress or pillow covers	16
Limited pets' access to certain rooms or furniture	14
Had carpet, upholstery, or ducts professionally cleaned	12
Other, please specify	3
None: I have not taken any steps to reduce allergens in my home	15
Base: All respondents	2,191

INDOOR4. [INDOOR4 AND INDOOR5 SHOWN IN RANDOM ORDER. RANDOMIZE RESPONSE OPTIONS, KEEPING TOGETHER "PORTABLE AIR PURIFIER" AND "WHOLE-HOME AIR PURIFICATION SYSTEM" IN RANDOM ORDER, AND KEEPING TOGETHER "SHOWER OR TAP WATER FILTER" AND "WHOLE-HOME WATER FILTRATION SYSTEM" IN RANDOM ORDER. HOLD "OTHER" AND "NONE OF THESE" AT END. "NONE OF THESE" WAS EXCLUSIVE.]

Besides reducing risks, some people make changes to their home to help support their health in other ways, such as by adding equipment for exercise, relaxation, or improving air and water quality.

Which, if any, of these do you currently have in your home?

Select all that apply.

	Total
	%
Humidifier or dehumidifier	38
Strength training equipment (e.g., weights, resistance bands)	35
Home gym cardio equipment (e.g., treadmill, rowing machine, stationary bike)	27
Portable air purifier (e.g., HEPA filter, smart air purifier)	27
Shower or tap water filter	25
Features to reduce the risk of falling (e.g., grab bars, handrails, non-slip flooring)	21
Whole-home water filtration system	12
Relaxation or recovery feature (e.g., sauna, hot tub, massage chair, cold plunge tub)	10
Whole-home air purification system	6
Other, please specify	1
None of these	19
Base: All respondents	2,191

INDOOR5. [INDOOR4 AND INDOOR5 SHOWN IN RANDOM ORDER. RESPONDENTS COULD SELECT UP TO THREE RESPONSES. RANDOMIZE RESPONSE OPTIONS, KEEPING TOGETHER "IMPROVING SLEEP" AND "SUPPORTING MENTAL HEALTH" IN RANDOM ORDER, AND HOLDING "OTHER" AND "NONE" AT END. "NONE" WAS EXCLUSIVE.]

Thinking about your home, what are your top health-related goals?

Select up to three.

	Total
	%
Improving sleep	54
Supporting mental health, e.g., reducing stress	46
Supporting physical fitness or movement	39
Reducing exposure to allergens or pollutants	23
Improving indoor water quality	15
Managing a specific health condition	15
Making the home more accessible for a disability or mobility need	9
Other, please specify	1
None: I have no health-related goals for my home	14
Base: All respondents	2,191

INFLATION

INFLATION1. [ROTATE RESPONSE SCALE AND TERMS IN QUESTION STEM TO MATCH.]

How do your current spending habits compare with your spending six months ago? Are you being more cautious in your spending, less cautious in your spending, or about the same?						
	OCTOBER 2025 AES	DECEMBER 2024 AES	NOVEMBER 2023 AES	FEBRUARY 2023 AES	JULY 2022 AES	MAY 2022 AES
	%	%	%	%	%	%
Much more cautious	26	22	25	27	27	25
Slightly more cautious	27	22	27	30	27	28
About the same	38	45	38	35	36	38
Slightly less cautious	7	8	7	6	7	7
Much less cautious	2	3	3	2	3	2
Base: All respondents	2,177	2,122	2,068	2,094	2,117	2,074

INFLATION2. [ROTATE RESPONSE SCALE.]

How concerned, if at all, are you that the price of products and services will <u>rise</u> over the next six months?						
	OCTOBER 2025 AES	DECEMBER 2024 AES	NOVEMBER 2023 AES	FEBRUARY 2023 AES	JULY 2022 AES	MAY 2022 AES
	%	%	%	%	%	%
Not at all concerned	4	5	3	2	2	1
Somewhat concerned	18	21	18	18	12	15
Moderately concerned	24	25	22	22	19	21
Very concerned	24	25	27	28	28	28
Extremely concerned	31	24	29	30	38	34
Base: All respondents	2,159	2,111	2,065	2,091	2,100	2,061

Trending note: Wording was "continue to rise" for surveys before December 2024.

INFLATION3. [RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DID NOT DO SO INITIALLY. RANDOMIZE GRID ITEMS, KEEPING TOGETHER "GROCERIES" AND "HOUSEHOLD SUPPLIES" IN RANDOM ORDER. ROTATE RESPONSE SCALE.]

In what way, if at all, do you expect prices will change for goods and services in each of the following categories over the <u>next year</u> ?			
<i>Electronics</i>	OCTOBER 2025 AES	DECEMBER 2024 AES	OCTOBER 2021 AES
	%	%	%
Net increase	83	68	78
Net decrease	7	12	6
Large decrease in price	2	3	2
Slight decrease in price	4	9	4
No change in price	10	18	15
Slight increase in price	41	37	42
Large increase in price	42	31	35
No response	1	2	2
Base: All respondents	2,191	2,130	2,036
<i>Groceries [in 2025: like milk, bread, and rice]</i>	OCTOBER 2025 AES	DECEMBER 2024 AES	OCTOBER 2021 AES
	%	%	%
Net increase	82	70	74
Net decrease	8	16	6
Large decrease in price	3	4	2
Slight decrease in price	5	12	4
No change in price	10	11	17
Slight increase in price	40	36	38
Large increase in price	42	35	36
No response	0.3	2	3
Base: All respondents	2,191	2,130	2,036
<i>Clothes</i>	OCTOBER 2025 AES	DECEMBER 2024 AES	OCTOBER 2021 AES
	%	%	%
Net increase	79	65	74
Net decrease	6	13	7
Large decrease in price	2	2	2
Slight decrease in price	4	10	5
No change in price	14	20	17
Slight increase in price	50	42	43
Large increase in price	30	23	31
No response	0.5	3	2
Base: All respondents	2,191	2,130	2,036
<i>Gas for your vehicle</i>	OCTOBER 2025 AES	DECEMBER 2024 AES	OCTOBER 2021 AES
	%	%	%
Net increase	71	54	73
Net decrease	12	26	7
Large decrease in price	3	6	2
Slight decrease in price	9	19	5
No change in price	16	18	17
Slight increase in price	43	32	42
Large increase in price	27	22	31
No response	1	2	3
Base: All respondents	2,191	2,130	2,036

INFLATION3. [CONTINUED.]

<i>Cars and trucks</i>	OCTOBER 2025 AES	DECEMBER 2024 AES
	%	%
Net increase	82	69
Net decrease	7	14
Large decrease in price	3	3
Slight decrease in price	4	11
No change in price	10	15
Slight increase in price	34	35
Large increase in price	48	34
No response	1	2
Base: All respondents	2,191	2,130
<i>Large appliances, such as refrigerators and washing machines</i>	OCTOBER 2025 AES	DECEMBER 2024 AES
	%	%
Net increase	82	68
Net decrease	6	11
Large decrease in price	3	3
Slight decrease in price	3	9
No change in price	11	19
Slight increase in price	41	39
Large increase in price	41	30
No response	0.4	2
Base: All respondents	2,191	2,130
<i>Energy bills, like electric, gas, or propane</i>	OCTOBER 2025 AES	
	%	
Net increase	83	
Net decrease	6	
Large decrease in price	3	
Slight decrease in price	4	
No change in price	11	
Slight increase in price	41	
Large increase in price	42	
No response	0.5	
Base: All respondents	2,191	
<i>Household supplies, such as laundry detergent, paper towels, or trash bags</i>	OCTOBER 2025 AES	
	%	
Net increase	80	
Net decrease	6	
Large decrease in price	2	
Slight decrease in price	4	
No change in price	13	
Slight increase in price	48	
Large increase in price	32	
No response	0.3	
Base: All respondents	2,191	

INFLATION3. [CONTINUED.]

<i>Small home appliances, like a blender, coffee maker, or toaster</i>	OCTOBER 2025 AES
	%
Net increase	79
Net decrease	7
Large decrease in price	2
Slight decrease in price	4
No change in price	14
Slight increase in price	49
Large increase in price	31
No response	0.5
Base: All respondents	2,191
<i>Baby items, like diapers, car seats, or strollers</i>	OCTOBER 2025 AES
	%
Net increase	78
Net decrease	6
Large decrease in price	2
Slight decrease in price	3
No change in price	15
Slight increase in price	47
Large increase in price	32
No response	1.1
Base: All respondents	2,191

INFLATION4. [SHOW IF THE RESPONSE TO ANY INFLATION3 ITEM IS "SLIGHT INCREASE IN PRICE" OR "LARGE INCREASE IN PRICE." RANDOMIZE RESPONSE OPTIONS, KEEPING TOGETHER "TARIFFS" AND "OTHER GOVERNMENT POLICIES" IN THAT ORDER, AND HOLDING "OTHER" AND "UNSURE" AT END. "UNSURE" WAS EXCLUSIVE.]

In your opinion, what do you think will cause that increase in prices?	
<i>Select <u>all</u> that apply.</i>	
	Total
	%
Tariffs	76
Other government policies (e.g., interest rates, regulations)	49
Higher energy or fuel prices	45
Increased corporate profits	41
Supply chain disruptions	38
Higher labor costs	37
Increased demand for certain products or services	21
Other, please specify	5
Unsure	4
Base: Respondents who expect prices to increase in at least one category of goods and services	2,047

INFLATION5. [RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER" AND "NONE OF THESE" AT END.
 "NONE OF THESE" WAS EXCLUSIVE.]

Which, if any, of the following have you done in the past six months to manage your household spending?

Select all that apply.

	Total
	%
Chose a less expensive version of something	55
Bought less of certain products	45
Shopped at different stores or online platforms to save money	45
Sought out coupons or discounts more than I used to	40
Postponed a planned purchase	33
Bought used or secondhand instead of new	30
Stocked up on items I think might get more expensive	28
Paid more attention to where products are made than I used to	20
Started my holiday shopping earlier	14
Other, please specify	2
None of these	12
Base: All respondents	2,191

LONG-TERM CARE INSURANCE

LTC_INTRO.

This section is about long-term care insurance. This type of insurance provides certain benefits to older individuals or those with chronic disabling conditions. A long-term care insurance policy may provide coverage such as nursing home care or home-based health assistance--benefits that are not typically covered by regular health insurance.

LTC1. [RESPONDENTS WERE PROMPTED TWICE TO RESPOND IF THEY DID NOT DO SO INITIALLY. RANDOMIZE RESPONSE OPTIONS, HOLDING "MYSELF" AT THE BEGINNING, AND HOLDING "OTHER" AND "I HAVE NEVER PURCHASED LONG-TERM CARE INSURANCE" AT END. "NEVER PURCHASED LONG-TERM CARE INSURANCE" WAS EXCLUSIVE.]

For whom, if anyone, have you ever purchased long-term care insurance?

Please include both traditional long-term care insurance policies and hybrid long-term care insurance policies that convert to life insurance if not used for care.

Select all that apply.

	OCTOBER 2025 AES	AUGUST 2022 AES
	%	%
Myself	20	18
My spouse	7	7
My child(ren)	5	4
My parent(s)	3	3
My sibling(s)	1	1
Other	0.4	0.2
I have never purchased long-term care insurance for anyone	75	78
Base: All respondents	2,191	2,123

LTC2. [SHOW IF RESPONDENT INDICATED IN LTC1 THAT THEY HAD EVER BOUGHT LONG-TERM CARE INSURANCE FOR ANYONE. RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DID NOT DO SO INITIALLY.]

You said that you purchased a long-term care policy for yourself or a loved one. Have you or a family member ever used the benefits of that policy (for example, to pay for a nursing home, assisted living, or in-home care)?

	Total
	%
Yes	23
No	66
Unsure	11
Base: Respondents who have purchased long-term care insurance	526

LTC3. [SHOW IF LTC2 = "YES." ROTATE RESPONSE SCALE AND TERMS IN QUESTION STEM.]

Thinking about your experience using long-term care insurance to pay for care, how much do you agree or disagree with the following statement?	
"The benefits were worth the cost of the insurance."	
	Total
	%
Strongly agree	29
Somewhat agree	39
Somewhat disagree	19
Strongly disagree	13
Base: Respondents who have used the benefits of a long-term care policy	102

LTC4. [SHOW IF RESPONDENT INDICATED IN LTC1 THAT THEY HAD EVER BOUGHT LONG-TERM CARE INSURANCE FOR ANYONE. ROTATE RESPONSE SCALE AND TERMS IN QUESTION STEM.]

Thinking about the <u>most recent</u> time you purchased long-term care insurance, how easy or difficult were each of the following?		
	OCTOBER 2025 AES	AUGUST 2022 AES
Finding trustworthy information to compare my options		
	%	%
Very easy	15	17
Somewhat easy	35	22
Somewhat difficult	35	37
Very difficult	14	20
No response	2	5
Base: Respondents who have purchased long-term care insurance	526	464
Deciding which long-term care insurance policy to purchase	OCTOBER 2025 AES	AUGUST 2022 AES
	%	%
Very easy	14	17
Somewhat easy	33	20
Somewhat difficult	37	32
Very difficult	13	23
No response	3	8
Base: Respondents who have purchased long-term care insurance	526	459
Getting the policy set up initially	OCTOBER 2025 AES	AUGUST 2022 AES
	%	%
Very easy	20	19
Somewhat easy	39	24
Somewhat difficult	27	36
Very difficult	10	14
No response	3	6
Base: Respondents who have purchased long-term care insurance	526	458

HOT TUBS

HOTTUB_INFO.

The next few questions are about hot tubs. These are large tubs, usually located outdoors, designed for soaking or hydrotherapy, and typically fitting more than one person. We are not asking about regular bathtubs.

HOTTUB1. [RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DID NOT DO SO INITIALLY.]

Do you currently own a hot tub that you purchased new?	
	Total
	%
Yes	8
No	92
Base: All respondents	2,191

HOTTUB2. [SHOW IF HOTTUB1 = "YES." RESPONSE OPTIONS DISPLAYED IN THE ORDER SHOWN.]

What type of hot tub do you currently own?	
	Total
	%
Traditional: above-ground, rigid shell, commonly installed on a patio or deck	50
In-ground: built into a deck, patio, or pool area, often custom-installed	20
Installed indoors	18
Inflatable: soft-sided, temporary, usually vinyl	12
Other, please specify	1
Unsure	3
Base: Respondents who own a hot tub that they purchased new	163

HOTTUB3. [SHOW IF HOTTUB1 = "YES." RESPONSE OPTIONS SHOWN IN A DROPDOWN MENU WITH CURRENT YEAR FIRST.]

When did you purchase this hot tub?	
If you're uncertain, please make your best guess.	
	Total
	%
2025	6
2024	12
2023	15
2022	11
2021	9
2020	10
2019	7
2018	2
2017	4
2016	2
2015	2
2014 or earlier	13
No response	6
Base: Respondents who own a hot tub that they purchased new	163

HOTTUB4. [SHOW IF HOTTUB1 = "YES." A SET OF BRAND NAMES (NOT SHOWN HERE) DISPLAYED IN A DROPDOWN MENU IN ALPHABETICAL ORDER, HOLDING "OTHER BRAND" AND "DON'T KNOW" AT END.]

What brand of hot tub do you currently own?	
	Total
	%
Listed brand	65
Other brand (please specify)	5
Don't know / Not sure	26
No response	4
Base: Respondents who own a hot tub that they purchased new	163

HOTTUB5. [SHOW IF HOTTUB1 = "YES."]

Who installed your hot tub?	
	Total
	%
A professional installer sent by the company I bought it from	38
A professional installer I hired on my own	21
I installed it myself or a friend or family member did it	31
Other, please specify	4
Don't recall	6
Base: Respondents who own a hot tub that they purchased new	160

HOTTUB6. [SHOW IF HOTTUB1 = "YES." ROTATE RESPONSE SCALE.]

About how often do you use your hot tub?	
	Total
	%
Daily	4
2 to 6 times a week	23
Once a week	19
2 to 3 times a month	24
Once a month	12
1 to 11 times a year	12
Less than once per year	5
Never	2
Base: Respondents who own a hot tub that they purchased new	160

ONLINE SHOPPING PLATFORMS

PLATFORM_INFO.

This section is about online shopping platforms such as Amazon, Walmart, Target, or Temu. These platforms may sell products directly and/or allow third-party sellers to list items on their sites.

A "third-party seller" is an independent business that sells products through another company's online sales platform. For example, if you buy a phone charger on Walmart.com from a company that isn't Walmart itself, like a small electronics seller using the Walmart platform, that is a third-party seller.

PLATFORM1. [RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DID NOT DO SO INITIALLY. RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER ONLINE SHOPPING PLATFORM" AND "I HAVE NOT SHOPPED ON ANY ONLINE PLATFORMS IN THE PAST 12 MONTHS" AT END. "HAVE NOT SHOPPED ON ANY ONLINE PLATFORMS IN THE PAST 12 MONTHS" WAS EXCLUSIVE.]

Which, if any, of the following online shopping platforms have you used to make a purchase in the past 12 months, either through a website or a mobile app?

Select all that apply.

	Total
	%
Amazon	85
Walmart	55
Target	29
eBay	25
Home Depot	21
Temu	20
Etsy	16
Shein	14
Best Buy	13
Wayfair	8
AliExpress	4
Wish	2
Other online shopping platform	10
I have not shopped on any online platforms in the past 12 months	5
Base: All respondents	2,191

PLATFORM_INFO2.

In the next few questions, we are interested in your opinions about what online retailers ought to do in an ideal world, not about what they actually do today.

PLATFORM2. [ROTATE RESPONSE OPTIONS, HOLDING "UNSURE" AT END.]

Physical stores are responsible for making sure the products they sell are safe. Do you think online retailers should also be responsible for the safety of products sold <u>by third party sellers</u> on their platforms?	
	Total
	%
Yes, just like in physical stores	84
No, I don't think that is their responsibility	6
Unsure	10
Base: All respondents	2,181

PLATFORM3.

Do you think online platforms should thoroughly vet third-party sellers before allowing them to sell on their sites (for example, verifying their identity, history, or compliance with safety rules)?	
	Total
	%
Yes	86
No	4
Unsure	10
Base: All respondents	2,153

PLATFORM4. [ROTATE RESPONSE OPTIONS, HOLDING "UNSURE" AT END. IF "THEY SHOULD NOTIFY AFFECTED CONSUMERS AND PROVIDE A REMEDY" APPEARED FIRST, IT INCLUDED THE ADDITION: "SUCH AS A REFUND, REPLACEMENT, OR REPAIR." IF "THEY SHOULD NOTIFY CONSUMERS, BUT THEY ARE NOT OBLIGATED TO PROVIDE A REMEDY" APPEARED FIRST, IT INCLUDED THE ADDITION: "SUCH AS A REFUND, REPLACEMENT, OR REPAIR."]

If a product sold on an online platform is found to be unsafe, what do you think the platform's responsibility should be?	
	Total
	%
They should notify affected consumers and provide a remedy, such as a refund, replacement, or repair	68
They should notify consumers, but they are not obligated to provide a remedy	18
They have no responsibility--recalls should be handled by the manufacturer or the third-party seller	5
Unsure	9
Base: All respondents	2,176

PLATFORM5. [ROTATE RESPONSE OPTIONS, HOLDING "UNSURE" AT END.]

What actions, if any, do you think online platforms should take if a third-party seller repeatedly sells unsafe or counterfeit products?	
	Total
	%
They should permanently ban those sellers	55
They should suspend them, and only reinstate them if they show they've made a substantial improvement	36
Nothing: they are not responsible for doing anything about those sellers	2
Unsure	8
Base: All respondents	2,150

PLATFORM6. [ROTATE RESPONSE SCALE, HOLDING "UNSURE" AT END.]

Product packages are required to show certain safety information, such as a warning that the product might pose a choking hazard. But when a product is for sale on an online platform, the product label may not be visible on the website. In your opinion, how important is it that online platforms require safety information like this to be clearly displayed on the product page?	
	Total
	%
Very important	66
Somewhat important	21
Not too important	5
Not important at all	2
Unsure	6
Base: All respondents	2,175

PLATFORM7. [ROTATE RESPONSE SCALE.]

Imagine that an organization like Consumer Reports, Good Housekeeping, or Wirecutter rated online shopping platforms (like Amazon, Walmart or Target) for product safety. Would you be more likely to shop on an online platform that was rated highly for product safety, compared to a platform that was not rated as highly?	
	Total
	%
Yes, definitely	40
Yes, probably	45
No, probably not	10
No, definitely not	3
No response	2
Base: All respondents	2,191

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