



American Experiences Survey:

A Nationally Representative Multi-Mode Survey

January 2026 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 2026 results are based on interviews conducted from January 9th – 19th, 2026. This document includes all five sections of the omnibus survey for this month: "soft-roader" vehicles, autonomous vehicle safety, broadband labels, holiday spending, and buying "green" products.

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 2,228 interviews, 2,126 by web mode and 102 by phone mode, 2,119 in English and 109 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; 36% 4-year college graduates; and 61% 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 blocks were shown 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, February 2026

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“SOFT-ROADER” VEHICLES

SOFT1. [RESPONDENTS WERE PROMPTED TO RESPOND IF THEY DID NOT DO SO INITIALLY. RANDOMIZE RESPONSE OPTIONS, ALWAYS HOLDING “NOT APPLICABLE–I DO NOT CURRENTLY OWN OR LEASE A VEHICLE” AT BEGINNING AND ALWAYS HOLDING “OTHER, PLEASE SPECIFY” AT END.]

What type(s) of vehicle(s) do you currently own or lease?

Please select all that apply.

| | Total |
|--|--------------|
| | % |
| Not applicable–I do not currently own or lease a vehicle | 10 |
| SUV or crossover, including Jeeps | 48 |
| Car or sports car | 42 |
| Pickup truck, including Cybertrucks | 18 |
| Minivan | 5 |
| Other, please specify | 2 |
| Base: All respondents | 2,228 |

SOFT2. [SHOW IF ANY RESPONSE SELECTED IN SOFT1 EXCEPT “NOT APPLICABLE.” RESPONSES WERE ENTERED INTO A TEXT BOX.]

Please enter the make and model (for example, “Jeep Patriot”) of the vehicle you just answered about in the text box below.

If you own more than one, please respond for the one you drive most often.

If you’re unsure, please make your best guess.

| | |
|------------------------------|--------------|
| Base: All respondents | 2,020 |
|------------------------------|--------------|

SOFT_INFO.

Some vehicles—like some SUVs, crossovers, and trucks—have “off-roading” capabilities, meaning their body design allows for driving over both paved and unpaved terrains.

“True” off-roaders typically have truck-based frames, four-wheel drive (4WD), special tires, and high lift off the ground. These specifications make them suitable for traveling over most off-road terrains (including more extreme spaces like deep mud, paths with large boulders, and sand dunes).

On the other hand, “soft” off-roaders (also known as “soft-roaders”) typically have car-like frames, but they may also have all-wheel drive (AWD) and extra lift off the ground. These specifications make them suitable for both everyday use and driving on “soft” off-road terrains (like light muddy trails, dirt or gravel roads, and beach paths).

SOFT3. [ROTATE RESPONSE SCALE.]

Before taking this survey, how familiar, if at all, were you with the differences between “soft-roaders” and “true” off-roaders?

| | Total |
|-----------------------|-------|
| | % |
| Not at all familiar | 29 |
| Not too familiar | 27 |
| Somewhat familiar | 33 |
| Very familiar | 11 |
| Base: All respondents | 2,211 |

SOFT4. [SHOW IF SOFT1 = "SUV OR CROSSOVER, INCLUDING JEEPS" OR "PICKUP TRUCK, INCLUDING CYBERTRUCKS." RESPONDENTS WERE PROMPTED TO RESPOND IF THEY DID NOT DO SO INITIALLY. ROTATE RESPONSE SCALE, ALWAYS HOLDING "UNSURE" AT END.]

You mentioned you currently own or lease an SUV, crossover, or truck.

To the best of your knowledge, how would you classify this vehicle's driving capabilities?

If you own more than one, please respond for the one you drive most often.

| | Total |
|---|--------------|
| | % |
| This vehicle has "true" off-roading capabilities —that is, it has some combination of a truck-based frame, 4WD, a high lift, and can travel effectively on <u>most off-road surfaces</u> | 18 |
| This vehicle has "soft" off-roading capabilities —that is, it has some combination of a car-based frame, AWD, a moderate lift, and can travel effectively on <u>"soft" off-road surfaces</u> , but not more extreme terrains | 42 |
| This vehicle has only on-road capabilities | 29 |
| Unsure | 11 |
| Base: Respondents who own or lease an SUV, crossover, or pickup truck | 1,315 |

SOFT5. [SHOW IF SOFT4 = "THIS VEHICLE HAS 'TRUE' OFF-ROADING CAPABILITIES" OR "THIS VEHICLE HAS 'SOFT' OFF-ROADING CAPABILITIES." RANDOMIZE GRID ITEMS, ALWAYS KEEPING "ANY 'SOFT' OFF-ROAD TERRAINS" AND "ANY 'TRUE' OFF-ROAD TERRAINS" TOGETHER IN RANDOM ORDER. RESPONSE OPTIONS SHOWN IN THE FOLLOWING ORDER: "NEVER," "ONCE OR TWICE," "MORE THAN ONCE OR TWICE," "MORE THAN ONCE OR TWICE, BUT NOT OFTEN," "REGULARLY."]

You mentioned you currently own or lease a vehicle with at least some off-roading capabilities.

Over the past 12 months, how often, if at all, have you driven it over the following terrains?

If you own more than one, please respond for the one you drive most often .

| Any "soft" off-road terrains, like grassland, dirt or gravel roads, and/or beach paths | | Total |
|--|--|--------------|
| Regularly | | 9 |
| More than once or twice, but not often | | 34 |
| Once or twice | | 29 |
| Never | | 28 |
| Base: Respondents who own or lease a vehicle with "soft" or "true" off-road capabilities | | 791 |
| Any uneven or rough roads that caused your vehicle to bounce hard | | Total |
| Regularly | | 7 |
| More than once or twice, but not often | | 25 |
| Once or twice | | 33 |
| Never | | 35 |
| Base: Respondents who own or lease a vehicle with "soft" or "true" off-road capabilities | | 788 |
| Surfaces where you needed to use 4WD or AWD to keep moving <u>because of low traction</u> | | Total |
| Regularly | | 6 |
| More than once or twice, but not often | | 27 |
| Once or twice | | 29 |
| Never | | 37 |
| Base: Respondents who own or lease a vehicle with "soft" or "true" off-road capabilities | | 791 |

SOFT5. [CONTINUED.]

| Steep slopes on any unpaved surface | | Total |
|--|--|--------------|
| Regularly | | 5 |
| More than once or twice, but not often | | 18 |
| Once or twice | | 26 |
| Never | | 51 |
| Base: Respondents who own or lease a vehicle with "soft" or "true" off-road capabilities | | 790 |
| Any "true" off-road terrains, like deep mud, paths with large boulders, water crossing, and/or sand dunes | | Total |
| Regularly | | 2 |
| More than once or twice, but not often | | 9 |
| Once or twice | | 13 |
| Never | | 76 |
| Base: Respondents who own or lease a vehicle with "soft" or "true" off-road capabilities | | 791 |

SOFT6. [SHOW IF SOFT4 = "THIS VEHICLE HAS 'TRUE' OFF-ROADING CAPABILITIES" OR "THIS VEHICLE HAS 'SOFT' OFF-ROADING CAPABILITIES." ROTATE RESPONSE SCALE.]

| | |
|--|--------------|
| You mentioned you currently own or lease a vehicle with at least some off-roading capabilities. | |
| To what extent was its "off-road" style, design, or look influential in your decision to purchase it? | |
| <i>If you own more than one, please respond for the one you drive <u>most often</u>.</i> | |
| | |
| | Total |
| | % |
| Not at all influential | 26 |
| Not too influential | 30 |
| Somewhat influential | 30 |
| Very influential | 14 |
| Base: Respondents who own or lease a vehicle with "soft" or "true" off-road capabilities | |
| | 791 |

SOFT7. [SHOW IF SOFT4 = "THIS VEHICLE HAS 'TRUE' OFF-ROADING CAPABILITIES" OR "THIS VEHICLE HAS 'SOFT' OFF-ROADING CAPABILITIES." ROTATE RESPONSE SCALE.]

You mentioned you currently own or lease a vehicle with at least some off-roading capabilities.

How informed, if at all, were you about its specific off-road performance capabilities and limitations before you purchased it?

If you own more than one, please respond for the one you drive most often.

| | | Total |
|---|--|--------------|
| | | % |
| Not at all informed | | 12 |
| Not too informed | | 23 |
| Somewhat informed | | 38 |
| Very informed | | 27 |
| Base: Respondents who own or lease a vehicle with "soft" or "true" off-road capabilities | | 784 |

SOFT8. [SHOW IF SOFT4 = "THIS VEHICLE HAS 'TRUE' OFF-ROADING CAPABILITIES" OR "THIS VEHICLE HAS 'SOFT' OFF-ROADING CAPABILITIES." ROTATE RESPONSE SCALE.]

You mentioned you currently own or lease a vehicle with at least some off-roading capabilities.

To what extent did you consider the potential performance trade-offs (like fuel economy, ease of handling, and noise)–compared to a regular SUV, crossover, or truck–before you purchased it?

If you own more than one, please respond for the one you drive most often.

| | | Total |
|---|--|--------------|
| | | % |
| Not at all–I was <u>not aware</u> of the potential tradeoffs | | 10 |
| Not at all–I was <u>aware</u> of the potential trade-offs, <u>but</u> it was not an important consideration | | 22 |
| Not too much | | 27 |
| Somewhat | | 29 |
| Very much | | 12 |
| Base: Respondents who own or lease a vehicle with "soft" or "true" off-road capabilities | | 786 |

SOFT9. [RANDOMIZE RESPONSE OPTIONS, ALWAYS KEEPING "ON-ROAD PERFORMANCE IN SNOWY AND ICY CONDITIONS" AND "ON-ROAD PERFORMANCE IN RAINY CONDITIONS" TOGETHER IN RANDOM ORDER, AND ALWAYS HOLDING "NONE; I AM NOT INTERESTED IN LEARNING MORE ABOUT SOFT-ROADER VEHICLES AT THIS TIME" AT END.]

Imagine you are interested in buying or leasing a soft-roader, and you got the opportunity to talk with a car expert beforehand.

What type(s) of information, if any, about soft-roaders would you be interested in learning more about?

When we say "information about soft-roaders," we mean information about these vehicles in general, not about a specific make or model.

Please select all that apply.

| | Total |
|---|--------------|
| | % |
| Maintenance costs | 46 |
| Overall driving safety | 46 |
| On-road performance <u>in snowy and icy conditions</u> | 43 |
| On-road performance <u>in rainy conditions</u> | 40 |
| How well they maintain their value over time | 33 |
| Potential trade-offs of driving soft-roaders versus other vehicle types, like fuel economy, handling, and noise | 32 |
| The specific differences between road-only vehicles, "soft-roaders" and "true" off-roaders and their capabilities | 24 |
| None; I am not interested in learning more about soft-roader vehicles at this time | 26 |
| Base: All respondents | 2,228 |

AUTONOMOUS VEHICLE SAFETY

AV_INTRO.

Autonomous vehicles, which are sometimes called "self-driving cars," rely on advanced sensors, software, and other technology to drive without the active supervision of a human behind the wheel. That is, they can mostly or fully drive themselves.

Currently, they are being used as ride-hailing vehicles ("robotaxis") in some metro areas and for trucking of goods between certain cities, but they are expected to become more commonplace nationwide.

AV1. [ROTATE RESPONSE SCALE, ALWAYS HOLDING "UNSURE" AT END.]

In a recent case in Austin, Texas, a company's robotaxis were documented illegally passing stopped school buses at least 20 times within the past year. Incidents like this have been reported in other U.S. cities as well.

When a company's robotaxis repeatedly violate a traffic law like this, what do you believe the consequences should be?

If you agree with more than one of these consequences, please choose the one you agree with the most.

| | Total |
|---|-------|
| | % |
| There should be <u>no consequences</u> —the company's vehicles should keep operating as usual, as these mistakes are part of the company's development process | 1 |
| The company should be able to keep operating as usual, but they should have to <u>pay a traffic ticket for each violation</u> , just like a human driver | 12 |
| The company should not be able to operate as usual—they should have to <u>pay a traffic ticket for each violation</u> and they should <u>be limited where and when they can operate</u> , such as during school hours or rush hour | 26 |
| The company should <u>not be allowed to operate at all</u> until they can prove the issue(s) has been resolved | 52 |
| Unsure | 9 |
| Base: All respondents | 2,203 |

AV2.

When self-driving cars are involved in collisions or other incidents that could put people's safety at risk, do you think those companies should be required to report those incidents and related details to regulators, like the Department of Transportation safety groups?

| | Total |
|------------------------------|--------------|
| | % |
| Yes | 89 |
| No | 3 |
| Unsure | 8 |
| Base: All respondents | 2,206 |

BROADBAND LABELS

LABEL1. [RESPONDENTS WERE PROMPTED TO RESPOND IF THEY DID NOT DO SO INITIALLY. RANDOMIZE RESPONSE OPTIONS, ALWAYS HOLDING "MY HOUSEHOLD DOES NOT HAVE INTERNET ACCESS" AT END.]

Which, if any, of the following services does your household use to access the internet?

Please select the one type of internet access that is used most often at home.

"Wireless" should only be selected if your household does not have access to any other type of internet access.

| | Total |
|---|-------|
| | % |
| Broadband (such as, high speed internet through a fixed cable or fiber connection) | 63 |
| Wireless (such as, only having access to the internet through a smartphone data plan) | 27 |
| Satellite (such as, internet delivered via a satellite dish) | 4 |
| DSL or dial-up (such as, internet through a phone line) | 3 |
| My household does not have internet access | 3 |
| Base: All respondents | 2,218 |

LABEL2. [SHOW IF LABEL1 = "BROADBAND." RESPONDENTS WERE PROMPTED TO RESPOND IF THEY DID NOT DO SO INITIALLY.]

You mentioned your household has broadband internet access.

When was the last time you shopped around for a broadband service or plan?

By "shopped around," we mean looked for broadband services to use, whether you actually signed up for it or not.

If you're unsure, please make your best guess.

| | Total |
|--|-------|
| | % |
| Before April 2024 | 62 |
| Between April 2024 and October 2024 | 13 |
| After October 2024 | 25 |
| Base: Respondents with broadband internet access | 1,434 |

LABEL_INFO. [SHOW IF LABEL1 = "BROADBAND (SUCH AS HIGH SPEED INTERNET THROUGH A FIXED CABLE OF FIBER CONNECTION)" AND LABEL2 = "BETWEEN APRIL 2024 AND OCTOBER 2024" OR "AFTER OCTOBER 2024."]

As of October 2024, the FCC now requires all internet companies to give you a clear label showing key details about your plan—like real speeds, data limits, monthly costs, and extra fees. These are sometimes referred to as "Broadband Nutrition Labels."

The next questions are about these labels.

LABEL3. [SHOW IF LABEL2 = "BETWEEN APRIL 2024 AND OCTOBER 2024" OR "AFTER OCTOBER 2024." RESPONDENTS WERE PROMPTED TO RESPOND IF THEY DID NOT DO SO INITIALLY. ROTATE RESPONSE SCALE, ALWAYS HOLDING "DON'T RECALL OR UNSURE" AT END.]

Which of the following best describes your experience with broadband labels the last time you shopped for a broadband service?

| | Total |
|---|--------------|
| | % |
| I <u>saw</u> the broadband label(s) when I was shopping around, and that information was <u>helpful</u> in determining which broadband service I should use | 23 |
| I <u>saw</u> the broadband label(s) when I was shopping around, but that information was <u>not helpful</u> in determining which broadband service I should use | 7 |
| I <u>did not see</u> any broadband label(s) when I was shopping around | 29 |
| Don't recall or unsure | 41 |
| Base: Respondents who currently have broadband internet access and shopped for it since April 2024 | 547 |

LABEL4. [SHOW IF LABEL3 = "I DID NOT SEE ANY BROADBAND LABEL(S) WHEN I WAS SHOPPING AROUND." ROTATE RESPONSE SCALE.]

You mentioned you did not see any broadband label(s) when you were last shopping around for a broadband service.

Imagine you had a choice between two or more broadband internet providers and saw the label information—like speeds, data limits, costs, and fees—when you were deciding which service to use. How helpful, if at all, would that information be in your decision making?

| | | Total |
|--|--|-------|
| | | % |
| Very helpful | | 69 |
| Somewhat helpful | | 29 |
| Not too helpful | | 2 |
| Not at all helpful | | - |
| Base: Respondents who currently have broadband internet access and did not see any broadband label(s) when shopping for it | | 157 |

LABEL5. [RANDOMIZE RESPONSE OPTIONS, ALWAYS HOLDING "UNSURE" AT END.]

Imagine you are shopping around and intend to sign up for a new broadband service.

In what way are you most likely to sign up for it?

| | | Total |
|---|--|-------|
| | | % |
| Online or using an app | | 46 |
| Over the phone | | 20 |
| In-person at an internet service provider's store | | 18 |
| Unsure | | 16 |
| Base: All respondents | | 2,212 |

HOLIDAY SPENDING

HOLIDAY_INTRO.

For this section of the survey, we are interested in your experiences regarding the past holiday season (Thanksgiving to New Year's Eve, 2025).

HOLIDAY1. [RESPONDENTS WERE PROMPTED TO RESPOND IF THEY DID NOT DO SO INITIALLY.]

Did you shop for gifts this past holiday season?

| | Total |
|-----------------------|-------|
| | % |
| Yes | 79 |
| No | 21 |
| Base: All respondents | 2,225 |

HOLIDAY2. [SHOW IF HOLIDAY1 = "YES." ROTATE RESPONSE SCALE, ALWAYS HOLDING "UNSURE" AT END.]

Compared to last year's holiday season, did you spend...

| | Total |
|--|-------|
| | % |
| Less money this year on gifts | 32 |
| About the same amount of money this year on gifts | 39 |
| More money this year on gifts | 26 |
| Unsure | 3 |
| Base: Respondents who shopped for gifts this past holiday season | 1,777 |

HOLIDAY3. [SHOW IF HOLIDAY1 = "YES."]

In total, about how much did you spend on gifts this past holiday season?

If you're unsure, please make your best guess.

| | Total |
|---|--------------|
| | % |
| Less than \$100 | 9 |
| \$100 to \$499 | 41 |
| \$500 to \$999 | 26 |
| \$1,000 to \$2,499 | 19 |
| \$2,500 to \$4,999 | 3 |
| \$5,000 or more | 2 |
| Base: Respondents who shopped for gifts this past holiday season | 1,771 |

BUYING "GREEN" PRODUCTS

TPB1. [RESPONDENTS WERE PROMPTED TO RESPOND IF THEY DID NOT DO SO INITIALLY. RANDOMIZE GRID ITEMS. ROTATE RESPONSE SCALE.]

| Please indicate how you feel about using each of the following types of products. | |
|--|--------------|
| Canvas or cloth shopping bag | |
| | Total |
| | % |
| Net positive | 86 |
| Net negative | 14 |
| Very positive | 25 |
| Positive | 31 |
| Somewhat positive | 29 |
| Somewhat negative | 9 |
| Negative | 3 |
| Very negative | 2 |
| Base: All respondents | |
| 2,223 | |
| Smart or programmable thermostat | |
| | % |
| Net positive | 85 |
| Net negative | 15 |
| Very positive | 26 |
| Positive | 30 |
| Somewhat positive | 29 |
| Somewhat negative | 10 |
| Negative | 4 |
| Very negative | 2 |
| Base: All respondents | |
| 2,223 | |
| Secondhand clothing, like coats, shirts, and pants | |
| | % |
| Net positive | 79 |
| Net negative | 21 |
| Very positive | 23 |
| Positive | 27 |
| Somewhat positive | 28 |
| Somewhat negative | 13 |
| Negative | 6 |
| Very negative | 3 |
| Base: All respondents | |
| 2,225 | |

TPB1. [CONTINUED.]

| Electric vehicle | | Total |
|------------------------------|--|--------------|
| | | % |
| Net positive | | 56 |
| Net negative | | 44 |
| Very positive | | 10 |
| Positive | | 17 |
| Somewhat positive | | 29 |
| Somewhat negative | | 18 |
| Negative | | 14 |
| Very negative | | 12 |
| Base: All respondents | | 2,219 |
| Low-flow showerhead | | |
| | | % |
| Net positive | | 47 |
| Net negative | | 53 |
| Very positive | | 7 |
| Positive | | 13 |
| Somewhat positive | | 27 |
| Somewhat negative | | 25 |
| Negative | | 16 |
| Very negative | | 11 |
| Base: All respondents | | 2,216 |

TPB2. [RESPONDENTS WERE PROMPTED TO RESPOND IF THEY DID NOT DO SO INITIALLY. RANDOMIZE GRID ITEMS. ROTATE RESPONSE SCALE.]

How do you think people who are important to you, such as close friends or family, feel about using each of these products, in general?

Even if you're unsure, please make your best guess.

Smart or programmable thermostat

| | % |
|-----------------------|-------|
| Net approve | 87 |
| Net disapprove | 13 |
| Strongly approve | 18 |
| Approve | 37 |
| Somewhat approve | 32 |
| Somewhat disapprove | 8 |
| Disapprove | 3 |
| Strongly disapprove | 2 |
| Base: All respondents | 2,215 |

Canvas or cloth shopping bag

| | % |
|-----------------------|-------|
| Net approve | 86 |
| Net disapprove | 14 |
| Strongly approve | 19 |
| Approve | 36 |
| Somewhat approve | 32 |
| Somewhat disapprove | 9 |
| Disapprove | 3 |
| Strongly disapprove | 2 |
| Base: All respondents | 2,214 |

Secondhand clothing, like coats, shirts, and pants

| | % |
|-----------------------|-------|
| Net approve | 78 |
| Net disapprove | 22 |
| Strongly approve | 15 |
| Approve | 31 |
| Somewhat approve | 33 |
| Somewhat disapprove | 13 |
| Disapprove | 6 |
| Strongly disapprove | 3 |
| Base: All respondents | 2,214 |

TPB2. [CONTINUED.]

| Electric vehicle | |
|------------------------------|--------------|
| | % |
| Net approve | 59 |
| Net disapprove | 41 |
| Strongly approve | 9 |
| Approve | 22 |
| Somewhat approve | 28 |
| Somewhat disapprove | 19 |
| Disapprove | 13 |
| Strongly disapprove | 9 |
| Base: All respondents | 2,208 |
| Low-flow showerhead | |
| | % |
| Net approve | 55 |
| Net disapprove | 45 |
| Strongly approve | 6 |
| Approve | 18 |
| Somewhat approve | 31 |
| Somewhat disapprove | 22 |
| Disapprove | 14 |
| Strongly disapprove | 8 |
| Base: All respondents | 2,213 |

TPB3. [RESPONDENTS WERE PROMPTED TO RESPOND IF THEY DID NOT DO SO INITIALLY. RANDOMIZE GRID ITEMS. RANDOMIZE ORDER OF "EASY" AND "DIFFICULT" IN QUESTION STEM AND ROTATE RESPONSE SCALE TO MATCH.]

Imagine you were trying to purchase each of these products, whether or not you currently think you would.

How easy or difficult do you think it would be for you to make each purchase?

Please think of the entire purchasing process, from finding information on the product, to finding the product itself, to being able to afford it.

If you're unsure, please make your best guess.

Canvas or cloth shopping bag

| | % |
|------------------------------|--------------|
| Net easy | 91 |
| Net difficult | 9 |
| Very easy | 46 |
| Easy | 24 |
| Somewhat easy | 21 |
| Somewhat difficult | 6 |
| Difficult | 2 |
| Very difficult | 1 |
| Base: All respondents | 2,221 |

Secondhand clothing, like coats, shirts, and pants

| | % |
|------------------------------|--------------|
| Net easy | 89 |
| Net difficult | 11 |
| Very easy | 44 |
| Easy | 27 |
| Somewhat easy | 18 |
| Somewhat difficult | 7 |
| Difficult | 3 |
| Very difficult | 2 |
| Base: All respondents | 2,220 |

TPB3. [CONTINUED.]

| Smart or programmable thermostat | |
|---|--------------|
| | % |
| Net easy | 78 |
| Net difficult | 22 |
| Very easy | 26 |
| Easy | 26 |
| Somewhat easy | 27 |
| Somewhat difficult | 13 |
| Difficult | 5 |
| Very difficult | 4 |
| Base: All respondents | 2,220 |
| Low-flow showerhead | |
| | % |
| Net easy | 77 |
| Net difficult | 23 |
| Very easy | 24 |
| Easy | 25 |
| Somewhat easy | 28 |
| Somewhat difficult | 12 |
| Difficult | 5 |
| Very difficult | 5 |
| Base: All respondents | 2,218 |
| Electric vehicle | |
| | % |
| Net easy | 46 |
| Net difficult | 54 |
| Very easy | 11 |
| Easy | 12 |
| Somewhat easy | 23 |
| Somewhat difficult | 23 |
| Difficult | 16 |
| Very difficult | 15 |
| Base: All respondents | 2,216 |

TPB4. [RESPONDENTS WERE PROMPTED TO RESPOND IF THEY DID NOT DO SO INITIALLY. RANDOMIZE GRID ITEMS. ROTATE RESPONSE SCALE, ALWAYS HOLDING "NOT APPLICABLE: I NEVER BUY THIS TYPE OF PRODUCT" AT END.]

Please indicate how likely you are to purchase each of the following types of products the next time you need a product in that general category.

| Canvas or cloth shopping bag | |
|---|--------------|
| | % |
| Net likely | 65 |
| Net unlikely | 29 |
| Very likely | 34 |
| Somewhat likely | 30 |
| Somewhat unlikely | 18 |
| Very unlikely | 11 |
| Not applicable: I never buy this type of product | 6 |
| Base: All respondents | 2,218 |
| Secondhand clothing, like coats, shirts, and pants | |
| | % |
| Net likely | 64 |
| Net unlikely | 30 |
| Very likely | 33 |
| Somewhat likely | 31 |
| Somewhat unlikely | 17 |
| Very unlikely | 14 |
| Not applicable: I never buy this type of product | 6 |
| Base: All respondents | 2,216 |
| Smart or programmable thermostat | |
| | % |
| Net likely | 60 |
| Net unlikely | 30 |
| Very likely | 30 |
| Somewhat likely | 30 |
| Somewhat unlikely | 17 |
| Very unlikely | 14 |
| Not applicable: I never buy this type of product | 10 |
| Base: All respondents | 2,218 |

TPB4. [CONTINUED.]

| Low-flow showerhead | |
|--|--------------|
| | % |
| Net likely | 36 |
| Net unlikely | 52 |
| Very likely | 13 |
| Somewhat likely | 22 |
| Somewhat unlikely | 22 |
| Very unlikely | 31 |
| Not applicable: I never buy this type of product | 12 |
| Base: All respondents | 2,213 |
| Electric vehicle | |
| | % |
| Net likely | 26 |
| Net unlikely | 58 |
| Very likely | 8 |
| Somewhat likely | 17 |
| Somewhat unlikely | 22 |
| Very unlikely | 36 |
| Not applicable: I never buy this type of product | 16 |
| Base: All respondents | 2,218 |

TPB5. [RESPONDENTS WERE PROMPTED TO RESPOND IF THEY DID NOT DO SO INITIALLY. SHOW EACH PAIRED GRID ITEM IF ANY OPTION EXCEPT "I NEVER BUY THIS PRODUCT" IS SELECTED FOR CORRESPONDING GRID ITEM IN TPB4. RANDOMIZE ITEMS. DUE TO PROGRAMMING DISPLAY REQUIREMENTS, RESPONSE OPTIONS "1" AND "5" DID NOT INCLUDE THE ADDITIONAL BRACKETED TEXT; INSTEAD, THOSE PRODUCT NAMES SHOWED NEAR THE "1" AND "5" ANCHORS. THE NUMBER "3" DID NOT SHOW IN THE "EQUALLY LIKELY TO BUY EITHER" RESPONSE OPTION]

Below you will see pairs of different versions of everyday products below. For each row, please select the response that shows which option you are more likely to purchase the next time you need a product in that general category.

Manual VS. Smart or programmable thermostat

| | |
|---|--------------|
| | % |
| Net smart or programmable thermostat | 41 |
| Net manual thermostat | 25 |
| 1 More likely to buy a manual thermostat | 13 |
| 2 | 12 |
| 3 Equally likely to buy either | 33 |
| 4 | 17 |
| 5 More likely to buy a smart or programmable thermostat | 25 |
| Base: Respondents who ever buy thermostats | 2,013 |

Plastic VS. Canvas or cloth shopping bags

| | |
|---|--------------|
| | % |
| Net canvas or cloth shopping bag | 39 |
| Net plastic shopping bag | 23 |
| 1 More likely to buy a plastic shopping bag | 12 |
| 2 | 11 |
| 3 Equally likely to buy either | 38 |
| 4 | 14 |
| 5 More likely to buy a canvas or cloth shopping bag | 25 |
| Base: Respondents who ever buy shopping bags | 2,086 |

Gas-powered VS. Electric vehicles

| | |
|--|--------------|
| | % |
| Net electric vehicle | 26 |
| Net gas-powered vehicle | 48 |
| 1 More likely to buy a gas-powered vehicle | 29 |
| 2 | 19 |
| 3 Equally likely to buy either | 26 |
| 4 | 12 |
| 5 More likely to buy an electric vehicle | 14 |
| Base: Respondents who ever buy vehicles | 1,888 |

TPB5. [CONTINUED.]

| Standard VS. Low-flow showerheads | |
|---|--------------|
| | % |
| Net low-flow showerhead | 25 |
| Net standard shower-head | 44 |
| 1 More likely to buy a standard showerhead | 26 |
| 2 | 17 |
| 3 Equally likely to buy either | 31 |
| 4 | 12 |
| 5 More likely to buy a low-flow showerhead | 13 |
| Base: Respondents who ever buy showerheads | 1,968 |
| New VS. Secondhand clothing | |
| | % |
| Net secondhand clothing | 22 |
| Net new clothing | 38 |
| 1 More likely to buy new clothing | 20 |
| 2 | 18 |
| 3 Equally likely to buy either | 40 |
| 4 | 11 |
| 5 More likely to buy secondhand clothing | 11 |
| Base: Respondents who ever buy clothing | 2,090 |

TPB6. [ROTATE "AGREE" AND "DISAGREE" IN QUESTION STEM AND ROTATE RESPONSE SCALE TO MATCH.]

| Please rate the extent to which you agree or disagree with the following statement: | |
|--|--------------|
| "I believe it is important for people to use environmentally friendly products in their daily lives." | |
| | Total |
| | % |
| Net agree | 89 |
| Net disagree | 11 |
| Strongly agree | 33 |
| Somewhat agree | 56 |
| Somewhat disagree | 9 |
| Strongly disagree | 2 |
| Base: All respondents | 2,203 |

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