



American Experiences Survey:

A Nationally Representative Multi-Mode Survey

March 2026 Omnibus Results

Overview of Methodology

Each month, Consumer Reports fields the American Experiences Survey (AES) to track consumer attitudes and behaviors over time. December results are based on interviews conducted from March 5-16, 2026. This document includes the following sections of the omnibus survey for this month: pet allergies, paying bills, views on consumer protection, food safety, AV collisions, and made in USA.

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 2,212 interviews, 2,084 by web mode and 128 by phone mode, 2,113 in English and 99 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; 60% white, non-Hispanic; 36% 4-year college graduates; and 62% have a household income of \$50,000 or more.

The margin of error for results based on the total sample is +/-2.54 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 always saw the made in USA block last and the rest of 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, March 2026

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Survey Notes for Monthly Trends

January 2025 results are based on interviews conducted from January 10-22, 2025 with a nationally representative sample of 2,209 U.S. adults.

August 2024 results are based on interviews conducted from August 9-19, 2024 with a nationally representative sample of 2,100 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.

May 2021 results are based on interviews conducted from May 7-17, 2021 with a nationally representative sample of 2,079 US adults.

April 2021 results are based on interviews conducted from April 9-19, 2021 with a nationally representative sample of 2,288 US adults.

May 2020 results are based on interviews conducted from May 8-18, 2020 with a nationally representative sample of 2,085 US adults.

PET ALLERGIES

PET1. [RESPONDENTS WERE PROMPTED TWICE TO RESPOND IF THEY DID NOT DO SO INITIALLY. "NO, CURRENTLY HAVE NO PETS" WAS EXCLUSIVE.]

Do you currently have a pet?		
<i>Select <u>all</u> that apply.</i>		
	March 2026 AES	August 2024 AES
	%	%
Net: Any pet	61	65
Yes, one or more dogs	41	45
Yes, one or more cats	30	28
Yes, a pet or pets other than a dog or cat	7	8
No, currently have no pets	39	35
Base: All respondents	2,212	2,100

PET2. [SHOW IF PET1 = "YES, ONE OR MORE DOGS" OR "YES, ONE OR MORE CATS" OR "YES, A PET OR PETS OTHER THAN A DOG OR CAT." RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DID NOT DO SO INITIALLY. RESPONSE OPTIONS SHOWN IN THIS ORDER: "YES," "NO," "UNSURE."]

Do any of your pets suffer from allergies?	
	Total
	%
No	60
Yes	23
Unsure	16
Base: Respondents with one or more pets	
	1,389

PET_INFO. [SHOW IF PET2 = "YES."]

If you have more than one pet that suffers from allergies, please choose <u>one</u> of your pets to think about in the following questions.	
Base: Respondents with a pet that has allergies	
	321

PET3. [SHOW IF PET2 = "YES." RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER" AND "UNSURE" AT END. "UNSURE" WAS EXCLUSIVE.]

What causes your pet's allergies, as far as you know?	
<i>Select <u>all</u> that apply.</i>	
	Total
	%
Outdoor allergens, like pollen	59
Certain foods	39
Indoor allergens, like dust or other pets	24
Fleas or other parasites	16
Other, please specify	3
Unsure	9
Base: Respondents with a pet that has allergies	
	321

PET4. [SHOW IF PET2 = "YES." RESPONSE OPTIONS WERE SHOWN IN THIS ORDER: "SEASONAL," "OCCASIONAL FLARE-UPS," ALWAYS ACTIVE," "UNSURE."]

Are your pet's allergies seasonal, do they flare up occasionally, or are they always active?	
	Total
	%
Occasional flare-ups, but not seasonal	35
Always active	33
Seasonal	28
Unsure	5
Base: Respondents with a pet that has allergies	320

PET5. [SHOW IF PET2 = "YES." RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER, PLEASE SPECIFY" AT END.]

What symptoms does your pet have during allergy flare-ups?	
<i>Select <u>all</u> that apply.</i>	
	Total
	%
Scratching, scooting, or rubbing against things	69
Paw licking	58
Red or bumpy rash	34
Ear infections	25
Intestinal or digestive upset	19
Redness in eyes	19
Other, please specify	12
Base: Respondents with a pet that has allergies	321

PET6. [SHOW IF PET2 = "YES." RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER, PLEASE SPECIFY" AND "HAVE NOT DONE ANYTHING...BECAUSE I DON'T THINK IT'S NEEDED" AND "HAVE NOT DONE ANYTHING...FOR OTHER REASONS" AT END. "HAVE NOT DONE ANYTHING...BECAUSE I DON'T THINK IT'S NEEDED" AND "HAVE NOT DONE ANYTHING...FOR OTHER REASONS" WERE EXCLUSIVE.]

Which, if any, of the following have you done to help your pet with their allergies?	
<i>Please only tell us about things you have done <u>for allergies</u>, not for any other purpose.</i>	
<i>Select <u>all</u> that apply.</i>	
	Total
	%
Taken my pet to the veterinarian	54
Changed my pet's diet	47
Used special shampoos	42
Given my pet prescription medication	42
Given my pet over-the-counter, homeopathic, or herbal remedies	37
Given more frequent baths or cleanings	34
Changed or cleaned my pet's bedding more frequently	25
Used an air purifier	17
Limited my pet from going outside	15
Allergy testing	8
Used protective clothing or devices, such as a cone, shirt, or socks	7
Other, please specify	1
I have not done anything for my pet's allergies because I don't think it's needed	4
I have not done anything for my pet's allergies for other reasons	1
Base: Respondents with a pet that has allergies	321

PAYING BILLS

BILL_INTRO.

This section is about your experiences paying your bills. By "bills," we mean recurring household financial obligations and major expenses.

Just a reminder that we have strong protections in place to protect your privacy, but if any questions feel too difficult you do not have to answer.

BILL1. [RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DID NOT DO SO INITIALLY. ROTATE RESPONSE SCALE AND TERMS IN STEM TO MATCH, HOLDING "NOT APPLICABLE" AT END.]

How easy or difficult has it been for you to pay your bills in the <u>past six months</u> ?	
	Total
	%
Very easy	28
Somewhat easy	30
Somewhat difficult	29
Very difficult	10
Not applicable, someone else pays my bills	4
Base: All respondents	2,208

BILL2. [SHOW IF BILL1 = "VERY EASY," "SOMEWHAT EASY," "SOMEWHAT DIFFICULT," OR "VERY DIFFICULT." RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DID NOT DO SO INITIALLY.]

In the past six months, have you paid <u>any</u> of your bills late?	
	Total
	%
Yes	28
No	69
Don't recall	3
Base: Respondents who pay their own bills	2,148

BILL4. [SHOW IF BILL2= YES." RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER, PLEASE SPECIFY" AT END.]

Which, if any, of the following types of bills have you paid late in the past six months because of financial pressures?

Select all that apply.

		Total
		%
Utilities (gas, electric, water)		53
Cell phone, internet, or cable bill		45
Credit card payment		45
Rent/mortgage		34
Medical bills		27
Groceries		26
Car payment		23
Auto or home insurance		17
Health insurance premium		7
Child care costs		3
Other, please specify		4
No response		3
Base: Respondents who have paid any bill late in the past six months		620

BILL5. ["NO" AND "PREFER NOT TO SAY" WERE EXCLUSIVE.]

Have you been contacted by a debt collector in the last six months?

Select all that apply.

		Total
		%
Yes, about medical expenses		9
Yes, about other kinds of debt		13
No		77
I'd prefer not to say		3
Base: All respondents		2,212

VIEWS ON CONSUMER PROTECTION

BUYERAWARE1. [RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DID NOT DO SO INITIALLY. RANDOMIZE GRID ITEMS AND ROTATE RESPONSE SCALE.]

How confident are you that....		
Our country's food supply is safe and free of contamination	March 2026 AES	August 2022 AES
	%	%
Very confident	4	6
Somewhat confident	34	43
Not too confident	37	35
Not confident at all	25	16
Base: All respondents	2,209	2,107
Going forward, most Americans seeking higher education will be able to afford it	March 2026 AES	August 2022 AES
	%	%
Very confident	4	4
Somewhat confident	20	24
Not too confident	46	48
Not confident at all	30	24
Base: All respondents	2,206	2,108
Going forward, the companies that sell consumer goods and services will resolve safety problems openly and quickly	March 2026 AES	August 2022 AES
	%	%
Very confident	3	4
Somewhat confident	31	42
Not too confident	44	41
Not confident at all	21	13
Base: All respondents	2,205	2,105

BUYERAWARE1A2. [ROTATE RESPONSE SCALE.]

How concerned, if at all, are you that energy costs will be an increased burden on your household budget in the future?	
	Total
	%
Very concerned	41
Somewhat concerned	42
Not very concerned	13
Not concerned at all	3
Base: All respondents	2,193

BUYER AWARE2. [RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DID NOT DO SO INITIALLY. RANDOMIZE GRID ITEMS AND ROTATE RESPONSE SCALE.]

Please tell us how much you agree or disagree with the following statements.				
The federal government today favors corporate interests over consumer rights and wellbeing	March 2026 AES	August 2022 AES	May 2021 AES	May 2020 AES
	%	%	%	%
Strongly agree	41	29	23	25
Somewhat agree	28	36	34	36
Neither agree nor disagree	22	26	30	27
Somewhat disagree	6	8	10	10
Strongly disagree	3	2	3	2
Base: All respondents	2,206	2,108	2,069	2,085
The internet makes it easy for today's consumers to quickly find the products and services they need	March 2026 AES	August 2022 AES	May 2021 AES	May 2020 AES
	%	%	%	%
Strongly agree	30	41	56	41
Somewhat agree	45	42	32	47
Neither agree nor disagree	18	12	8	8
Somewhat disagree	5	3	2	2
Strongly disagree	3	2	2	1
Base: All respondents	2,210	2,109	2,068	2,085
Consumers today are powerless to change unfair consumer practices by manufacturers and service providers	March 2026 AES	August 2022 AES	May 2021 AES	May 2020 AES
	%	%	%	%
Strongly agree	16	12	10	8
Somewhat agree	36	31	28	29
Neither agree nor disagree	27	27	26	26
Somewhat disagree	16	26	29	32
Strongly disagree	5	5	7	5
Base: All respondents	2,210	2,109	2,068	2,085
Consumers today have access to better quality products and services than ever before	March 2026 AES	August 2022 AES	May 2021 AES	May 2020 AES
	%	%	%	%
Strongly agree	8	15	22	17
Somewhat agree	34	39	39	46
Neither agree nor disagree	32	27	22	23
Somewhat disagree	18	13	13	12
Strongly disagree	9	6	4	3
Base: All respondents	2,211	2,108	2,075	2,085
Consumers today can trust that the products and services they buy will not cause physical harm to them or their family members	March 2026 AES	August 2022 AES	May 2021 AES	May 2020 AES
	%	%	%	%
Strongly agree	4	4	6	4
Somewhat agree	21	31	32	28
Neither agree nor disagree	28	30	29	34
Somewhat disagree	32	25	25	28
Strongly disagree	15	9	8	6
Base: All respondents	2,210	2,112	2,071	2,085

BUYERAWARE3. [ROTATE RESPONSE SCALE AND TERMS IN STEM TO MATCH.]

From what you know, do you think the federal government <u>does too little or too much</u> to protect consumers today, or are they doing the right amount?	
	Total
	%
Too little	73
Doing the right amount	23
Too much	4
Base: All respondents	2,170

BUYERAWARE4. [ROTATE RESPONSE SCALE AND TERMS IN STEM TO MATCH.]

In general, <u>should the US government do more or do less</u> to encourage competition in major industries like telecom, energy and media, or do you think the government is doing the right amount?		
	March 2026	August 2022
	AES	AES
	%	%
Should do a lot more	23	18
Should do more	42	47
Doing the right amount	23	24
Should do less	7	7
Should do a lot less	2	4
No response	3	-
Base: All respondents	2,212	2,085

BUYERAWARE5. [RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DID NOT DO SO INITIALLY. RANDOMIZE GRID ITEMS AND ROTATE RESPONSE SCALE.]

How often, if at all, do you think companies in each of the following industries are held <u>accountable</u> by the government for unfair consumer practices?		
Financial institutions, such as banks and lenders	March 2026	August 2022
	AES	AES
	%	%
Always or almost always	5	7
Most of the time	13	18
Sometimes	37	34
Hardly ever	29	29
Never	16	12
Base: All respondents	2,203	2,090

BUYER AWARE5. [CONTINUED.]

Auto manufacturers	March 2026 AES	August 2022 AES
	%	%
Always or almost always	5	5
Most of the time	17	23
Sometimes	43	44
Hardly ever	26	22
Never	10	6
Base: All respondents	2,203	2,085
Social media platforms, such as Facebook, Twitter, and TikTok	March 2026 AES	August 2022 AES
	%	%
Always or almost always	4	4
Most of the time	8	9
Sometimes	32	33
Hardly ever	37	33
Never	19	21
Base: All respondents	2,191	2,092
Food and beverage companies	March 2026 AES	August 2022 AES
	%	%
Always or almost always	4	5
Most of the time	15	21
Sometimes	44	46
Hardly ever	28	21
Never	9	6
Base: All respondents	2,201	2,079
Electronics manufacturers	March 2026 AES	August 2022 AES
	%	%
Always or almost always	4	4
Most of the time	11	14
Sometimes	43	46
Hardly ever	31	28
Never	11	8
Base: All respondents	2,197	2,087
Internet service providers	March 2026 AES	August 2022 AES
	%	%
Always or almost always	4	4
Most of the time	9	9
Sometimes	36	36
Hardly ever	37	37
Never	14	14
Base: All respondents	2,196	2,081

BUYERAWARE5. [CONTINUED.]

Big technology companies, such as Google, Amazon, Apple, Microsoft, and Meta	March 2026 AES
	%
Always or almost always	5
Most of the time	9
Sometimes	32
Hardly ever	34
Never	20
Base: All respondents	2,201

FOOD SAFETY

FOOD_INFO1.

The next few questions are about synthetic dyes in food and medicines, such as Red #40 or Yellow #5 or #6. Food companies might add dyes to make foods more visually appealing, and drug companies might use dyes to help consumers tell their medicines apart.

FOOD1. [RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DID NOT DO SO INITIALLY. ROTATE RESPONSE SCALE.]

How concerned, if at all, are you about the use of synthetic dyes in:	
Food	Total
	%
Very concerned	33
Somewhat concerned	39
Not too concerned	21
Not concerned at all	7
Base: All respondents	2,208
Medications	Total
	%
Very concerned	34
Somewhat concerned	34
Not too concerned	24
Not concerned at all	8
Base: All respondents	2,200

FOOD2. [RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DID NOT DO SO INITIALLY. ROTATE RESPONSE SCALE.]

When choosing foods and medicines for yourself and your family, how often do you try to avoid synthetic dyes, if at all?

		Total
		%
Food		
		%
	Always	14
	Most of the time	21
	Sometimes	29
	Rarely	21
	Never	15
Base: All respondents		2,207
Medications		
		%
	Always	14
	Most of the time	18
	Sometimes	22
	Rarely	23
	Never	24
Base: All respondents		2,196

FOOD3. [RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DID NOT DO SO INITIALLY.]

The federal government has called on food and drug companies to stop using synthetic dyes that have been linked to health problems in their products, but not all of them have done so yet.

Do you think the following types of companies should be required to stop using synthetic dyes altogether?

		Total
		%
Food companies		
		%
	Yes	66
	No	7
	Maybe, it depends	27
Base: All respondents		2,208
Drug companies		
		%
	Yes	66
	No	7
	Maybe, it depends	26
Base: All respondents		2,205

FOOD_INFO2.

The next few questions are about the possible presence of toxic elements, such as lead, arsenic, or cadmium, in certain food products. We are interested in your opinions even if you do not personally use these products.

FOOD4. [RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DID NOT DO SO INITIALLY. ROTATE RESPONSE SCALE.]

How concerned, if at all, are you about toxic elements, such as lead, arsenic, or cadmium, in:

Remember, we are interested in your opinion even if you don't personally use this type of product.

Protein powders and shakes	
	Total
	%
Very concerned	43
Somewhat concerned	34
Not too concerned	15
Not concerned at all	8
Base: All respondents	2,208
Infant formula and baby food	
	Total
	%
Very concerned	63
Somewhat concerned	23
Not too concerned	9
Not concerned at all	5
Base: All respondents	2,204

FOOD5. [RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DID NOT DO SO INITIALLY. ROTATE RESPONSE SCALE, HOLDING "I DON'T HAVE A STRONG OPINION" AT END.]

Do you think the manufacturers of these foods should be required to regularly test their products for the presence of toxic elements <u>and</u> make the results public?	
Protein powders and shakes	Total
	%
Yes, they should be required	86
No, they should not be required	4
I don't have a strong opinion either way	10
Base: All respondents	2,210
Infant formula and baby food	Total
	%
Yes, they should be required	90
No, they should not be required	4
I don't have a strong opinion either way	6
Base: All respondents	2,204

AV COLLISIONS

AV_INFO1.

Autonomous vehicles, which are sometimes called "self-driving cars," use cameras, sensors, and software to drive themselves without a human actively 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 between certain cities, and they are expected to become more common nationwide.

AV_INFO2.

Autonomous vehicles record video footage and sensor data. When one of these vehicles is in a collision, its company generally decides whether that data is shared. Safety experts say sharing this information can help understand what caused a collision and prevent similar incidents, while companies want to protect their proprietary information.

AV1.

When an autonomous vehicle is involved in a collision, should the company be required to share its video footage and sensor data <u>with traffic safety officials and law enforcement?</u>	
	Total
	%
Yes, all of it	59
Yes, as long as no one's personal information is exposed	34
No	3
Unsure	4
Base: All respondents	2,194

AV2.

If an autonomous vehicle were involved in a collision in your community, should the company be required to share its video footage and sensor data related to the incident <u>with the general public?</u>	
	Total
	%
Yes, all of it	33
Yes, as long as no one's personal information is exposed	43
No	14
Unsure	9
Base: All respondents	2,173

MADE IN USA

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

	March 2026 AES	January 2025 AES
	%	%
Personal care products, such as soap, deodorant, or makeup	80	82
Tech and electronics, such as computers, cell phones, or televisions	34	35
Small appliances, such as toasters, blenders, or vacuum cleaners	27	29
Baby products, such as baby food or formula, diapers, or toys	14	16
Large appliances, such as refrigerators, dishwashers, or clothes washers or dryers	13	12
Vehicles, such as a car, truck, or SUV	11	10
I haven't purchased anything in any of these categories	9	7
Base: All respondents	2,212	2,209

US2. [SHOW IF ANY OF "VEHICLES," "LARGE APPLIANCES," "SMALL APPLIANCES," "BABY PRODUCTS," "PERSONAL CARE PRODUCTS," OR "TECH AND ELECTRONICS" WERE SELECTED IN US1. RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DID NOT DO SO INITIALLY. EACH GRID ITEM WAS ONLY SHOWN IF THE CORRESPONDING OPTION WAS SELECTED IN US1. GRID ITEMS WERE SHOWN IN THE SAME ORDER AS US1. RANDOMIZE RESPONSE OPTIONS, 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 actively looked for when deciding what to purchase.

Select all that apply.

	March 2026 AES	January 2025 AES
	%	%
Net: Any "Non-toxic"	42	38
Net: Any "Made in the U.S.A."	36	36
Base: Respondents who purchased products in any of these categories in the past six months	2,025	2,066

US2. [CONTINUED.]

Personal care products, such as soap, deodorant, or makeup	March 2026 AES	January 2025 AES
	%	%
Non-toxic	43	38
Made in the U.S.A.	28	29
Green, eco-friendly, or carbon neutral	20	19
Minority-owned or women-owned	8	7
None of these	39	41
Base: Respondents who purchased personal care products in the past six months	1,826	1,844
Tech and electronics, such as computers, cell phones, or televisions	March 2026 AES	January 2025 AES
	%	%
Made in the U.S.A.	24	21
Green, eco-friendly, or carbon neutral	10	12
Non-toxic	8	11
Minority-owned or women-owned	4	2
None of these	64	66
Base: Respondents who purchased tech and electronics in the past six months	764	804
Small appliances, such as toasters, blenders, or vacuum cleaners	March 2026 AES	January 2025 AES
	%	%
Made in the U.S.A.	32	30
Non-toxic	14	13
Green, eco-friendly, or carbon neutral	13	12
Minority-owned or women-owned	5	2
None of these	51	56
Base: Respondents who purchased small appliances in the past six months	603	671
Baby products, such as baby food or formula, diapers, or toys	March 2026 AES	January 2025 AES
	%	%
Non-toxic	50	47
Made in the U.S.A.	30	31
Green, eco-friendly, or carbon neutral	22	18
Minority-owned or women-owned	5	6
None of these	30	32
Base: Respondents who purchased baby products in the past six months	334	361
Large appliances, such as refrigerators, dishwashers, or clothes washers or dryers	March 2026 AES	January 2025 AES
	%	%
Made in the U.S.A.	33	28
Green, eco-friendly, or carbon neutral	26	22
Non-toxic	11	10
Minority-owned or women-owned	4	3
None of these	41	49
Base: Respondents who purchased large appliances in the past six months	294	291

US2. [CONTINUED.]

Vehicles, such as a car, truck, or SUV	March 2026 AES	January 2025 AES
	%	%
Made in the U.S.A.	34	20
Green, eco-friendly, or carbon neutral	15	13
Non-toxic	8	4
Minority-owned or women-owned	1	2
None of these	50	58
Base: Respondents who purchased vehicles in the past six months	245	249

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

Now, please indicate whether you <u>plan to purchase</u> any products in the following categories in the <u>next</u> six months.		
<i>Select <u>all</u> that apply.</i>		
	March 2026 AES	January 2025 AES
	%	%
Personal care products, such as soap, deodorant, or makeup	66	68
Tech and electronics, such as computers, cell phones, or televisions	20	22
Small appliances, such as toasters, blenders, or vacuum cleaners	13	13
Baby products, such as baby food or formula, diapers, or toys	12	13
Vehicles, such as a car, truck, or SUV	9	11
Large appliances, such as refrigerators, dishwashers, or clothes washers or dryers	8	8
I don't plan to purchase anything in any of these categories	22	20
Base: All respondents	2,212	2,209

US4. [SHOW IF ANY OF "VEHICLES," "LARGE APPLIANCES," "SMALL APPLIANCES," "BABY PRODUCTS," "PERSONAL CARE PRODUCTS," OR "TECH AND ELECTRONICS" WERE SELECTED IN US3. RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DID NOT DO SO INITIALLY. EACH GRID ITEM WAS ONLY SHOWN IF THE CORRESPONDING OPTION WAS SELECTED IN US3. GRID ITEMS WERE SHOWN IN THE SAME ORDER AS US3. RANDOMIZE RESPONSE OPTIONS, 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 plan to look for when deciding what to purchase.

Select all that apply.

	March 2026 AES	January 2025 AES
	%	%
Net: Any "Non-toxic"	52	47
Net: Any "Made in the U.S.A."	36	36
Base: Respondents who plan to purchase products in any of these categories in the next six months	1,753	1,802
Personal care products, such as soap, deodorant, or makeup	March 2026 AES	January 2025 AES
	%	%
Non-toxic	54	49
Made in the U.S.A.	31	31
Green, eco-friendly, or carbon neutral	26	26
Minority-owned or women-owned	11	9
None of these	29	34
Base: Respondents who plan to purchase personal care products in the next six months	1,510	1,548
Tech and electronics, such as computers, cell phones, or televisions	March 2026 AES	January 2025 AES
	%	%
Made in the U.S.A.	29	28
Non-toxic	19	19
Green, eco-friendly, or carbon neutral	18	24
Minority-owned or women-owned	4	4
None of these	52	51
Base: Respondents who plan to purchase tech or electronic products in the next six months	451	474
Small appliances, such as toasters, blenders, or vacuum cleaners	March 2026 AES	January 2025 AES
	%	%
Made in the U.S.A.	43	37
Non-toxic	29	28
Green, eco-friendly, or carbon neutral	26	37
Minority-owned or women-owned	10	8
None of these	31	34
Base: Respondents who plan to purchase small appliances in the next six months	290	281

US4. [CONTINUED.]

Baby products, such as baby food or formula, diapers, or toys	March 2026 AES	January 2025 AES
	%	%
Non-toxic	66	60
Made in the U.S.A.	36	34
Green, eco-friendly, or carbon neutral	28	25
Minority-owned or women-owned	9	14
None of these	19	21
Base: Respondents who plan to purchase baby products in the next six months	280	290
Vehicles, such as a car, truck, or SUV	March 2026 AES	January 2025 AES
	%	%
Made in the U.S.A.	36	31
Green, eco-friendly, or carbon neutral	20	23
Non-toxic	11	12
Minority-owned or women-owned	2	1
None of these	43	45
Base: Respondents who plan to purchase vehicles in the next six months	196	224
Large appliances, such as refrigerators, dishwashers, or clothes washers or dryers	March 2026 AES	January 2025 AES
	%	%
Made in the U.S.A.	47	46
Green, eco-friendly, or carbon neutral	34	32
Non-toxic	27	15
Minority-owned or women-owned	8	3
None of these	27	27
Base: Respondents who plan to purchase large appliances in the next six months	175	184

Net values calculated from US2 and US4		
	March 2026 AES	January 2025 AES
	%	%
Any "Non-toxic," past or upcoming	49	47
Any "Made in the U.S.A.," past or upcoming	40	40
Base: All respondents	2,212	2,209
<i>[Rebased to exclude people who had not and did not plan to purchase anything in these categories]</i>	March 2026 AES	January 2025 AES
	%	%
Any "Non-toxic," past or upcoming	52	49
Any "Made in the U.S.A.," past or upcoming	43	43
Base: Respondents who purchased or plan to purchase anything in any of these categories	2,079	2,119

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