



## American Experiences Survey:

A Nationally Representative Multi-Mode Survey

### January 2021 Results—Emissions Pollution Items

#### **Overview of Methodology**

Each month, Consumer Reports fields the American Experiences Survey (AES) to track consumer attitudes and behaviors over time. January results are based on interviews conducted from January 7-19, 2021. This document focuses on the section of the omnibus survey related to Emissions Pollution.

The survey was administered by NORC at the University of Chicago through its AmeriSpeak® Panel to a nationally representative sample. Interviews were conducted in English and in Spanish, and were administered both online and by phone. In total NORC collected 2,223 interviews, 2,000 by web mode and 223 by phone mode. 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.

The margin of error for results based on the total sample is +/-2.72 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

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The Emissions Pollution questions presented below were shown to respondents in this order unless otherwise noted. Where appropriate, question verbiage, response answer choices, or direction of scales were randomized or rotated and those instances are noted below.

*Note that the January omnibus contained five blocks of questions (items on COVID vaccines, emissions pollution, credit report errors, video doorbells, and product safety recalls) and respondents saw the COVID block first, followed by emissions pollution, credit report errors, video doorbells, and product safety recalls in a random order.*

**Prepared by CR Survey Research Department, February 2021**

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EP1. [RESPONDENTS SELECTED ALL THAT APPLY AND 'NO' WAS EXCLUSIVE.]

Have you shopped for a new or used car in the past two years?	
	Total
	%
Yes, a new car	20
Yes, a used car	29
No	55
<b>Base: All respondents</b>	<b>2,223</b>

EP2.

How important to you is <u>fuel economy</u> when considering what vehicle to purchase or lease?	
	Total
	%
Very important	42
Somewhat important	45
Not too important	11
Not at all important	2
<b>Base: All respondents (excludes those who responded 'Not applicable')</b>	<b>2,143</b>

EP3.

How important to you are <u>tailpipe emissions</u> when considering what vehicle to purchase or lease?	
	Total
	%
Very important	24
Somewhat important	37
Not too important	26
Not at all important	13
<b>Base: All respondents (excludes those who responded 'Not applicable')</b>	<b>2,062</b>

EP4. [SHOW IF EP1 = 'YES, A NEW CAR'.]

<b>When shopping for a new car in the past two years, did you check the emissions data on the window sticker of a car you were considering buying or leasing?</b>	
	<b>Total</b>
	%
Yes, I did check it	26
No, I didn't check it because I did not know it was available on the window sticker	53
Even though I knew it was available on the window sticker, I did not check it	20
<b>Base: Respondents who said they have shopped for a new car in the past two years</b>	<b>463</b>

EP5. [SHOW IF EP4 = 'YES, I DID CHECK IT'.]

<b>Did the emissions data on the window sticker influence your decision on whether or not you would purchase/lease the vehicle?</b>	
	<b>Total</b>
	%
Yes	46
No	41
I don't remember	13
<b>Base: Respondents who said they have shopped for a new car in the past two years and checked the emissions sticker</b>	<b>149</b>

EP6.

<b>How worried or not worried are you about car exhaust contributing to <u>smog, haze, and other types of air pollution?</u></b>	
	<b>Total</b>
	%
Very worried	23
Somewhat worried	43
Not too worried	25
Not at all worried	9
<b>Base: All respondents</b>	<b>2,215</b>

EP7.

How worried or not worried are you about car exhaust contributing to <u>health conditions related to air quality?</u>	
	Total
	%
Very worried	25
Somewhat worried	41
Not too worried	26
Not at all worried	8
Base: All respondents	2,199

EP8.

How worried or not worried are you about car exhaust contributing to <u>climate change?</u>	
	Total
	%
Very worried	27
Somewhat worried	37
Not too worried	23
Not at all worried	13
Base: All respondents	2,205

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