



American Experiences Survey:

A Nationally Representative Multi-Mode Survey

April 2022 Omnibus Results

Overview of Methodology

Each month, Consumer Reports fields the American Experiences Survey (AES) to track consumer attitudes and behaviors over time. April results are based on interviews conducted from April 7-18, 2022. This document includes all sections of the omnibus survey for this month: COVID-19, wills & estate planning, browser cookies, organic food, and rear vehicle seats.

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 2,224 interviews, 2,104 by web mode and 120 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 +/-2.85 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 WITH MONTHLY TRENDS

The 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.

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.*

Note that the April omnibus contained five blocks of questions. Respondents saw the COVID-19 block first, followed by the other four blocks in a random order.

Prepared by CR Survey Research Department, May 2022

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Survey Notes for Monthly Trends

April 2022 results are based on interviews conducted from April 7-18 with a nationally representative sample of 2,224 US adults.

March 2022 results are based on interviews conducted from March 11-22 with a nationally representative sample of 2,116 US adults.

February 2022 results are based on interviews conducted from February 14-22 with a nationally representative sample of 2,640 US adults.

January 2022 results are based on interviews conducted from January 7-20 with a nationally representative sample of 2,174 US adults.

December 2021 results are based on interviews conducted from December 13-22 with a nationally representative sample of 2,073 US adults.

November 2021 results are based on interviews conducted from November 5-15 with a nationally representative sample of 2,057 US adults.

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

September 2021 results are based on interviews conducted from September 13-22 with a nationally representative sample of 2,341 US adults.

August 2021 results are based on interviews conducted from August 6-17 with a nationally representative sample of 2,165 US adults.

July 2021 results are based on interviews conducted from July 12-21 with a nationally representative sample of 2,184 US adults.

June 2021 results are based on interviews conducted from June 11-22 with a nationally representative sample of 2,280 US adults.

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

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

March 2021 results are based on interviews conducted from March 4-15 with a nationally representative sample of 2,144 US adults.

February 2021 results are based on interviews conducted from February 4-15 with a nationally representative sample of 2,514 US adults.

January 2021 results are based on interviews conducted from January 7-19 with a nationally representative sample of 2,233 US adults.

December 2020 results are based on interviews conducted from December 10-21 with a nationally representative sample of 2,982 US adults.

November 2020 results are based on interviews conducted from November 5-16 with a nationally representative sample of 2,851 US adults.

October 2020 results are based on interviews conducted from October 8-26 with a nationally representative sample of 2,670 US adults.

September 2020 results are based on interviews conducted from September 11-21 with a nationally representative sample of 2,303 US adults.

August 2020 results are based on interviews conducted from August 7-19 with a nationally representative sample of 2,236 US adults.

Survey Notes for Monthly Trends (continued)

July 2020 results are based on interviews conducted from July 9-20 with a nationally representative sample of 2,031 US adults.

June 2020 results are based on interviews conducted from June 4-16 with a nationally representative sample of 1,014 US adults.

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

COVID-19

COVCONCERNNOW.

How concerned or not concerned are you about COVID-19 continuing to spread in your local area over the next month?													
	APRIL 2022 AES	MARCH 2022 AES	FEBRUARY 2022 AES	JANUARY 2022 AES	DECEMBER 2021 AES	NOVEMBER 2021 AES	OCTOBER 2021 AES	SEPTEMBER 2021 AES	AUGUST 2021 AES	JULY 2021 AES	JUNE 2021 AES	MAY 2021 AES	
	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total
	%	%	%	%	%	%	%	%	%	%	%	%	%
Very concerned	17	18	23	45	37	24	26	41	40	25	14	19	
Somewhat concerned	33	32	35	33	32	38	41	35	36	34	35	34	
Not too concerned	31	34	28	15	19	26	24	16	15	25	33	33	
Not concerned at all	18	16	15	8	11	11	9	9	9	16	17	15	
Base: All respondents	2,220	2,109	2,636	2,171	2,069	2,054	2,032	2,338	2,164	2,178	2,278	2,078	
continued													
	APRIL 2021 AES	MARCH 2021 AES	FEBRUARY 2021 AES	DECEMBER 2020 AES	NOVEMBER 2020 AES	OCTOBER 2020 AES	SEPTEMBER 2020 AES	AUGUST 2020 AES	JULY 2020 AES	JUNE 2020 AES	MAY 2020 AES		
	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total	
	%	%	%	%	%	%	%	%	%	%	%	%	
Very concerned	28	30	40	51	51	44	42	44	53	41	41		
Somewhat concerned	38	34	36	30	30	32	33	34	29	34	36		
Not too concerned	22	25	17	13	14	17	18	16	12	16	18		
Not concerned at all	12	11	7	6	5	6	7	6	5	8	6		
Base: All respondents	2,287	2,140	2,514	2,977	2,850	2,668	2,300	2,233	2,031	1,014	2,082		

COVCONCERN6MOS.

How concerned or not concerned are you about COVID-19 continuing to spread in your local area over the next 6 months?												
	APRIL 2022 AES	MARCH 2022 AES	FEBRUARY 2022 AES	JANUARY 2022 AES	DECEMBER 2021 AES	NOVEMBER 2021 AES	OCTOBER 2021 AES	SEPTEMBER 2021 AES	AUGUST 2021 AES	JULY 2021 AES	JUNE 2021 AES	
	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total
	%	%	%	%	%	%	%	%	%	%	%	%
Very concerned	18	17	22	39	36	25	24	39	38	25	15	
Somewhat concerned	35	34	35	36	33	37	43	36	37	34	34	
Not too concerned	30	32	28	17	20	27	24	17	16	24	34	
Not concerned at all	18	17	15	8	11	11	10	8	10	17	17	
Base: All respondents	2,198	2,084	2,611	2,143	2,041	2,032	2,003	2,311	2,144	2,162	2,251	
continued												
	MAY 2021 AES	APRIL 2021 AES	MARCH 2021 AES	FEBRUARY 2021 AES	DECEMBER 2020 AES	NOVEMBER 2020 AES	OCTOBER 2020 AES	SEPTEMBER 2020 AES	AUGUST 2020 AES	JULY 2020 AES		
	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total	
	%	%	%	%	%	%	%	%	%	%	%	
Very concerned	17	26	26	35	44	49	45	41	44	53		
Somewhat concerned	35	37	36	38	34	32	31	35	33	29		
Not too concerned	32	25	27	20	15	14	18	17	17	13		
Not concerned at all	16	12	12	8	6	6	7	7	6	6		
Base: All respondents	2,055	2,275	2,123	2,505	2,948	2,809	2,643	2,282	2,214	2,031		

BOOSTER_INTRO. [TEXT SHOWN TO RESPONDENTS.]

As of the fielding of this survey, an initial COVID-19 booster shot has been approved for use in fully vaccinated individuals aged 12 and up. To strengthen protection against COVID-19, a second booster, or 4th dose, is currently recommended for those over the age of 50 and certain immunocompromised individuals. A second booster may become approved for additional people at some point in the future.

COVBOOSTER2.

What is the likelihood that you will get a second booster of the COVID-19 vaccine if/when you become eligible?

	Total
	%
I have already received a 2nd booster shot or 4th dose	9
Very likely	35
Somewhat likely	17
Not too likely	12
Not at all likely	11
Not applicable - I have not received the initial doses and/or 1st booster of the COVID-19 vaccine	17
Base: All respondents	2,220

WILLS AND ESTATE PLANNING

WILL_INTRO. [TEXT SHOWN TO RESPONDENTS.]

This section is about estate planning. This includes making preparations for yourself or for a loved one, in the case of their death, such as putting together documents like a last will and testament.

WILL1. [RESPONDENTS PROMPTED IF LEFT BLANK.]

Do you have a will for yourself?	
	Total
	%
Yes	33
No	67
Base: All respondents	2,220

WILL2. [SHOW IF WILL1 = "YES." RANDOMIZE ITEMS, WITH "NO REASON IN PARTICULAR," "OTHER," AND "NONE OF THE ABOVE" SHOWN LAST IN THAT ORDER. "NONE OF THE ABOVE" WAS EXCLUSIVE.]

Which, if any, of the following factors influenced your decision to have a will created for yourself at the time it was first set up?

Select all that apply.

	Total
	%
Realizing I was getting older	47
Becoming a parent	26
Increasing assets or personal wealth	25
No reason in particular - I just decided I should have one	21
Experiencing a death in the family	19
Experiencing health issues	16
Getting married or entering a civil union/domestic partnership	13
Purchasing a home	13
Friend or family member recommended it	12
Financial planner advised I get one	11
Self or loved ones having an accident	8
Starting a new job	2
Other, please specify:	8
None of the above	2
Base: Respondents with a will	796

WILL3. [SHOW IF WILL1 NOT EQUAL TO "YES." RANDOMIZE ITEMS, WITH "NO REASON IN PARTICULAR," "OTHER," AND "NONE OF THE ABOVE" SHOWN LAST IN THAT ORDER. "NONE OF THE ABOVE" WAS EXCLUSIVE. "DON'T KNOW - ATTORNEY" AND "DON'T KNOW - ONLINE SERVICES" KEPT TOGETHER WHEN RANDOMIZING.]

<p>Which, if any, of the following are reasons why you have not had a will set up for yourself?</p> <p>Select <u>all</u> that apply.</p>	
	Total
	%
I plan to but haven't gotten around to it yet	43
No reason in particular - I just haven't set one up	27
Don't have enough assets or personal wealth to need one	25
Too young to think about that yet	23
Not sure of the process or steps to take to have one set up	20
Don't know of, or how to find, an attorney to use	13
Think it will cost too much	12
Prefer not to think about death	12
Don't know which online legal services to trust	11
Don't think I need one if I want all assets to go to next of kin	9
Don't have enough time	8
Don't have any close family to leave things to	3
Concerned that my family situation would require extra or complex legal paperwork	2
Don't believe the choices I make in a will would be upheld anyway	2
Concerned about discrimination or judgement from a legal professional	1
Other, please specify:	3
None of the above	2
Base: Respondents without a will	1,428

WILL4. [SHOW IF WILL1 = "YES." RANDOMIZE ITEMS, WITH "NO ONE" AND "OTHER" SHOWN LAST IN THAT ORDER. "NO ONE" WAS EXCLUSIVE.]

Which of the following did you use or consult with when having a will set up for yourself?	
Select <u>all</u> that apply.	
	Total
	%
Estate planning attorney	49
Friend or family member	16
No one, I did it myself	15
Financial or other advisor	14
Online templates	11
Online legal service	9
Other, please specify:	4
Base: Respondents with a will	796

WILL5. [RANDOMIZE ITEMS, WITH "NONE OF THESE" SHOWN LAST. "NONE OF THESE" WAS EXCLUSIVE. BOTH "POWER OF ATTORNEY" ITEMS KEPT TOGETHER WHEN RANDOMIZING.]

In addition to a will, listed below are several other types of estate planning documents or agreements.	
Which, if any, of these have you had set up for yourself?	
Select <u>all</u> that apply.	
	Total
	%
Living will or advanced healthcare directive	26
Medical power of attorney or healthcare proxy	23
Financial power of attorney	18
A trust (in which assets are held with instructions on how and when they pass on to beneficiaries)	13
Charitable gift annuity	1
None of these	61
Base: All respondents	2,224

WILL6.

Do you have beneficiaries assigned for any retirement accounts?	
<i>Please select the choice that best describes your current beneficiary designations.</i>	
	Total
	%
Yes, and my beneficiary designations are all up-to-date	50
Yes, they are assigned but at least some designations should be updated	7
No, beneficiaries are not designated for my retirement accounts	6
I do not have any retirement accounts	28
Unsure	8
Base: All respondents	2,209

WILL7A. [RANDOMIZE ITEMS.]

Over the past two years, many of us have seen close friends, family members, and loved ones get sick with COVID-19.

For each of the following, please tell us if you experienced it or not since March of 2020.

	Total
	%
<i>Discovered that a loved one was without a current will when they passed away</i>	
Yes	15
No	85
Base: All respondents	2,205
<i>Was told I did not have the authority to make healthcare decisions for a sick loved one</i>	
Yes	7
No	93
Base: All respondents	2,202
<i>Realized I did not know the end-of-life wishes of a sick loved one</i>	
Yes	16
No	84
Base: All respondents	2,204
<i>Found out that a loved one had outdated beneficiary designations</i>	
Yes	7
No	93
Base: All respondents	2,202

WILL7B. [RANDOMIZE ITEMS. ITEM TEXT SHOWN DIFFERENTLY BASED ON RESPONSE TO WILL1—SEE BELOW.]

Over the past two years, many of us have seen close friends, family members, and loved ones get sick with COVID-19.

For each of the following, please tell us if you did it or not since March of 2020.

	Total
	%
<i>For those with a will: Created or made revisions to my own will or estate planning documents</i>	
<i>For those without a will: Decided or made plans to set up my own will or estate planning documents</i>	
Yes	22
No	78
Base: All respondents	2,204
<i>Recommended to loved ones that they should create or make revisions to their will or estate planning documents</i>	
Yes	27
No	73
Base: All respondents	2,201

BROWSER COOKIES

COOKIE_INTRO. [TEXT SHOWN TO RESPONDENTS.]

Now, we are going to ask some questions about your behaviors and attitudes regarding visiting websites and privacy.

COOKIE1. [RANDOMIZE ITEMS.]

Below are things people might do to protect their privacy or personal data when browsing the web. For each item, we are interested in whether or not it is something you've ever done.

Have you...

	Total
	%
<i>Blocked or routinely deleted some or all cookies on your web browser</i>	
Yes	68
No	32
Base: All respondents	2,212
<i>Used "private" or "incognito" mode on your web browser when you want to keep your browsing or search history from being saved or seen by others</i>	
Yes	52
No	49
Base: All respondents	2,211
<i>Adjusted the privacy settings in your web browser</i>	
Yes	57
No	43
Base: All respondents	2,207
<i>Read a company's "Terms of Service" or "Privacy Policy" on their website</i>	
Yes	48
No	52
Base: All respondents	2,208

COOKIE_INTRO2. [TEXT SHOWN TO RESPONDENTS.]

Cookies, sometimes called *internet cookies* or *browser cookies*, are small pieces of information from a website that are stored within the web browser on your computer. They can ensure that websites function properly, for example, by keeping you logged in. They can also be used to keep track of the websites you have visited online or other online habits.

COOKIE2. [RESPONDENTS PROMPTED IF LEFT BLANK. PRESENTED IN THIS ORDER: "ACCEPT ALL," "VISIT SETTINGS," "DECLINE ALL," "CLOSE BANNER," "LEAVE WEBSITE," AND "I HAVE NEVER RECEIVED ANY."]

When visiting a website, you will sometimes see a banner or pop-up notice alerting you to the site's use of cookies, and asking if you agree to allow cookies to be used.

When you receive a notification from a website you are visiting about their use of cookies, which of the following best describes what you typically do?

	Total
	%
"Accept All" cookies or select "Okay"	42
Close the banner or pop-up without responding	17
"Decline All" or "Reject All" cookies	16
Visit the "Cookie Settings" or "Preferences" option within the pop-up to enable or disable certain types of cookies	15
Leave the website without responding	7
I have never received any of these notices when browsing the web	3
Base: All respondents	2,208

COOKIE3. [SHOW IF COOKIE2 = ANY RESPONSE OTHER THAN "I HAVE NEVER RECEIVED THESE NOTICES." ORDER OF "MORE OFTEN" AND "LESS OFTEN" ROTATED IN STEM AND IN RESPONSE OPTIONS TO MATCH. 'NO PREFERENCE' ALWAYS SHOWN LAST.]

Some people appreciate that they are asked permission to use cookies when they visit websites, and others would rather not be asked. Personally, would you prefer to receive pop-up notifications from websites asking for permission to use cookies more often, less often, or just about as often as you already are?	
	Total
	%
Much more often	13
Somewhat more often	10
As often	36
Somewhat less often	14
Much less often	12
I have no preference	16
Base: Respondents who have received cookie pop-up notices when browsing the web	2,130

COOKIE4.

To what extent do you agree or disagree with the following statement?	
Adjusting the cookie settings when prompted by a pop-up on a website you visit gives you control over how your personal information is used by websites and other online companies.	
	Total
	%
Strongly agree	15
Somewhat agree	36
Neither agree nor disagree	34
Somewhat disagree	10
Strongly disagree	5
Base: All respondents	2,176

COOKIE5. [RANDOMIZE ITEMS. ORDER OF "COMFORTABLE" AND "UNCOMFORTABLE" ROTATED IN STEM AND IN RESPONSE OPTIONS TO MATCH.]

There are several different ways that websites may use cookies. For instance, cookies can help ensure that the website is functional, provide personalized content based on user settings, track user habits or website performance, or for advertising purposes.

How comfortable or uncomfortable are you with allowing websites to save cookies in each of the following categories?

	Total
	%
<i>Cookies that are necessary for the website to work properly</i>	
Very comfortable	25
Slightly comfortable	42
Slightly uncomfortable	22
Very uncomfortable	11
Base: All respondents	2,183
<i>Cookies that use past user habits to personalize and enhance the website experience</i>	
Very comfortable	6
Slightly comfortable	30
Slightly uncomfortable	38
Very uncomfortable	26
Base: All respondents	2,184
<i>Cookies that monitor and count visits to certain pages within a website</i>	
Very comfortable	10
Slightly comfortable	27
Slightly uncomfortable	36
Very uncomfortable	27
Base: All respondents	2,183
<i>Cookies that allow for targeted advertising based on browsing history</i>	
Very comfortable	4
Slightly comfortable	18
Slightly uncomfortable	40
Very uncomfortable	38
Base: All respondents	2,183

ORGANIC FOOD

ORGANIC1. [RESPONDENTS PROMPTED IF LEFT BLANK.]

In the <u>past 12 months</u> , have you shopped for groceries?	
Please answer "Yes" if you have chosen groceries to purchase when shopping in-person <u>or</u> through a grocery delivery or pick-up service.	
	Total
	%
Yes	97
No	3
Base: All respondents	2,224

ORGANIC_INTRO. [TEXT SHOWN TO RESPONDENTS.]

Labels on fresh and processed foods may make a claim that they are "organic." You may also see the "USDA Organic" seal.

ORGANIC2. [RANDOMIZE ITEMS, WITH "NONE OF THESE" SHOWN LAST. "NONE OF THESE" WAS EXCLUSIVE. "PESTICIDES" AND "FERTILIZERS" ITEMS KEPT TOGETHER WHEN RANDOMIZING.]

In your opinion, which, if any, of the following should an "organic" label on food mean?	
Select <u>all</u> that apply.	
	Total
	%
No synthetic <u>pesticides</u> that can be harmful to human health and the environment are used	71
No drugs are administered to the animals for the purpose of increasing their rate of growth, such as hormones	68
No artificial ingredients are added to the food	65
No synthetic <u>fertilizers</u> are used	63
The animals' feed contains no genetically modified ingredients (GMOs)	57
Food is made without ingredients that are derived from genetically modified ingredients (GMOs)	56
The animals' feed contains no artificial ingredients	55
No antibiotics are administered to the animals	54
Plants are grown in soil and get their nutrients from the soil (as opposed to being grown in greenhouses in a soil-less nutrient solution)	37
The animals are able to go outdoors	30
Farm workers are provided with healthy working conditions	20
Farmers are paid a fair price that covers their cost of production	18
None of these	6
Base: All respondents	2,224

ORGANIC3. [SHOW IF ORGANIC1 = "YES." RANDOMIZE ITEMS, WITH "OTHER" AND "I HAVE NEVER BOUGHT ORGANIC FOOD" SHOWN LAST IN THAT ORDER. "I HAVE NEVER BOUGHT ORGANIC FOOD" WAS EXCLUSIVE.]

<p>When shopping for groceries, which, if any, of the following types of food have you bought labeled as "organic"?</p> <p>Select <u>all</u> that apply.</p>	
	Total
	%
NET: ANY organic food	73
Base: All respondents	2,224
Fruits and vegetables	62
Eggs	37
Meats and poultry	35
Dairy, such as milk, cheese, or yogurt	32
Packaged foods, such as cereal, pasta, or rice	20
Bread or other baked goods	16
Frozen meals	11
Other, please specify:	2
I have <u>never</u> bought food labeled as organic	24
Base: Respondents who shop for groceries	2,162

ORGANIC4. [SHOW IF ORGANIC1 = "YES."]

<p>Compared to the price of conventional foods, would you be willing to <u>pay more</u> for food labeled as "organic"?</p>	
	Total
	%
Yes, quite a bit more	7
Yes, a small amount more	51
No, I would not be willing to pay more for organic compared to conventional foods	42
Base: Respondents who shop for groceries	2,155

ORGANIC5. [SHOW IF ORGANIC3 = ANY RESPONSE OTHER THAN "I HAVE NEVER BOUGHT ORGANIC FOOD." ORDER OF "MORE OFTEN" AND "LESS OFTEN" ROTATED IN STEM AND IN RESPONSE OPTIONS TO MATCH.]

Inflation has made the cost of groceries go up in recent months.	
Due to changes in food prices, are you purchasing organic food more or less often than you used to?	
	Total
	%
Much more often	2
Slightly more often	3
About the same	52
Slightly less often	20
Much less often	24
Base: Respondents who have bought organic food	1,659

ORGANIC6. [RANDOMIZE ITEMS. ORDER OF "BETTER" AND "WORSE" ROTATED IN STEM AND IN RESPONSE OPTIONS TO MATCH.]

Compared to conventional foods, do you think organic foods are better, about the same, or worse for each of the following?	
	Total
	%
Nutritional quality	
Better	42
About the same	44
Worse	2
Unsure	12
Base: All respondents	2,214
Limiting exposure to synthetic pesticides or fertilizers	
Better	66
About the same	19
Worse	3
Unsure	13
Base: All respondents	2,215
Impact on the environment	
Better	49
About the same	32
Worse	4
Unsure	15
Base: All respondents	2,213
Treatment of farm animals	
Better	46
About the same	33
Worse	2
Unsure	18
Base: All respondents	2,213
Taste	
Better	31
About the same	52
Worse	5
Unsure	12
Base: All respondents	2,214
Avoiding bacteria that can cause food poisoning	
Better	30
About the same	43
Worse	7
Unsure	19
Base: All respondents	2,215

REAR VEHICLE SEATS

REAR_INTRO. [TEXT SHOWN TO RESPONDENTS.]

This section is about driving a vehicle with passengers located in the rear, or backseat.

REAR1. [RESPONDENTS PROMPTED IF LEFT BLANK.]

About how often do you, or someone in your household, drive a vehicle with a passenger seated in the backseat?	
	Total
	%
More than once a day	16
Once a day	5
Three to six times a week	10
One to two times a week	12
Two to three times a month	11
Once a month or less	17
Never or almost never	25
Not applicable - no one in my household drives a vehicle	3
Base: All respondents	2,223

REAR2. [SHOW IF REAR1 = ANY RESPONSE MORE OFTEN THAN "NEVER OR ALMOST NEVER." RANDOMIZE ITEMS, WITH "OTHER" SHOWN LAST. BOTH "CARPOOLING" ITEMS KEPT TOGETHER WHEN RANDOMIZING.]

Which, if any, of the following describe the circumstances when passengers ride seated in the backseat of your vehicle?

Select all that apply.

	Total
	%
Going on errands or day-to-day activities	62
Taking a road trip or driving to a vacation	36
Carpooling to/from activities with family members and one or more children you are not related to	23
Carpooling to/from work or other events with one or more other adults	21
Driving a for-hire vehicle or rideshare	3
Other, please specify:	8
Base: Respondents who have people ride in their backseat	1,543

REAR3. [SHOW IF REAR1 NOT EQUAL TO "NO ONE IN MY HOUSEHOLD DRIVES A VEHICLE." RANDOMIZE ITEMS.]

Listed below are several types of safety features for vehicle <u>backseats</u> .	
For each one, does your vehicle, or a vehicle driven by someone in your household, have this feature?	
	Total
	%
<u>Rear occupant alert</u> (warning light or chime to remind you to check the backseat at the end of a trip to prevent passengers being left behind in a vehicle)	
Yes	17
No, but I've heard of this	36
No, and I've never heard of this	39
Unsure	8
Base: Respondents with a vehicle in their household	2,147
<u>Rear belt minder</u> (warning light or chime to alert you that a backseat passenger has their seatbelt unbuckled)	
Yes	28
No, but I've heard of this	28
No, and I've never heard of this	32
Unsure	11
Base: Respondents with a vehicle in their household	2,149
<u>Adjustable upper shoulder belt anchors</u> (ability to change the height of a shoulder belt in the backseat to fit a passenger properly/more comfortably)	
Yes	51
No, but I've heard of this	22
No, and I've never heard of this	15
Unsure	12
Base: Respondents with a vehicle in their household	2,150

REAR4A. [REAR4A AND REAR4B PRESENTED IN A RANDOM ORDER. SHOW IF REAR1 = ANY RESPONSE MORE OFTEN THAN "NEVER OR ALMOST NEVER." PRESENTED IN THIS ORDER: "REAR-FACING," "FORWARD-FACING," "BOOSTER," "SEATBELT" (ORDER OF SIDE/CENTER ROTATED), "UNBUCKLED," AND "I HAVE NOT DRIVEN A CHILD IN THE BACKSEAT."]

<p>In the <u>past 30 days</u>, which, if any, of the following have been used <u>by a child aged 10 and under</u> in the <u>backseat</u> of your vehicle, or a vehicle driven by someone in your household?</p> <p>Select <u>all</u> that apply.</p>	
	Total
	%
Booster seat that uses vehicle seatbelt	21
Forward-facing car seat with a harness	20
Vehicle seatbelt in an outboard/side backseat	15
Vehicle seatbelt in the middle/center backseat	13
Rear-facing car seat with a harness	12
Seated in backseat unbuckled	3
I have not, nor has anyone in my household, driven a child aged 10 and under in the backseat of the vehicle in the past 30 days	48
Base: Respondents who have people ride in their backseat	1,543

REAR4A (continued).

(continued)	
	Total
	%
NET: Drive with child aged 10 and under in backseat	36
Booster seat that uses vehicle seatbelt	15
Forward-facing car seat with a harness	14
Vehicle seatbelt in an outboard/side backseat	11
Vehicle seatbelt in the middle/center backseat	10
Rear-facing car seat with a harness	8
Seated in backseat unbuckled	2
Base: All respondents	2,224

Note: While the original survey question was only asked out of those who told us people at least sometimes ride in their backseat (as shown in the first REAR4A table above), percentages shown in this table were calculated to show results out of all respondents (including those who have not driven people in their backseat).

REAR4B. [REAR4A AND REAR4B PRESENTED IN A RANDOM ORDER. SHOW IF REAR1 = ANY RESPONSE MORE OFTEN THAN "NEVER OR ALMOST NEVER." PRESENTED IN THIS ORDER: "BOOSTER," "SEATBELT" (ORDER OF SIDE/CENTER ROTATED), "UNBUCKLED," AND "I HAVE NOT DRIVEN AN ADULT IN THE BACKSEAT."]

<p>In the past 30 days, which, if any, of the following have been used by an adult passenger (or child over the age of 10) in the backseat of your vehicle, or a vehicle driven by someone in your household?</p> <p>Select all that apply.</p>	
	Total
	%
Vehicle seatbelt in an outboard/side backseat	49
Vehicle seatbelt in the middle/center backseat	26
Seated in backseat unbuckled	13
Booster seat that uses vehicle seatbelt	12
I have not, nor has anyone in my household, driven an adult passenger (or child over the age of 10) in the backseat of the vehicle in the past 30 days	28
Base: Respondents who have people ride in their backseat	1,543

REAR4B (continued).

(continued)	
	Total
	%
NET: Drive with adult or child over the age of 10 in backseat	51
Vehicle seatbelt in an outboard/side backseat	35
Vehicle seatbelt in the middle/center backseat	19
Seated in backseat unbuckled	9
Booster seat that uses vehicle seatbelt	9
Base: All respondents	2,224

Note: While the original survey question was only asked out of those who told us people at least sometimes ride in their backseat (as shown in the first REAR4B table above), percentages shown in this table were calculated to show results out of all respondents (including those who have not driven people in their backseat).

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