



## American Experiences Survey:

A Nationally Representative Multi-Mode Survey

January 2022 Omnibus Results: Home Sustainability Section

### *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 – 20, 2022. This document includes one section from the omnibus survey for this month: home sustainability.

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 2,174 interviews, 2,061 by web mode and 113 by phone mode, 2,114 in English and 60 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.

The margin of error for results based on the total sample is +/-2.84 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

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The January omnibus contained six blocks of questions (items on COVID-19, credit reports, food safety, Buy Now Pay Later services, cryptocurrency, and sustainability). Respondents saw the COVID-19 block first, with the other five sections in a randomized order. This document contains the home sustainability items only.

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.

Prepared by CR Survey Research Department, January 2022

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## HOME SUSTAINABILITY

NOTE: THE ORDER OF SUSTAIN1 AND SUSTAIN2 WAS RANDOMIZED.

SUSTAIN1. [RANDOMIZE 'AGREE' AND 'DISAGREE' IN QUESTION STEM; ROTATE RESPONSE OPTIONS TO MATCH. RANDOMIZE ORDER OF ITEMS.]

To what extent do you agree or disagree with each of the following statements?	
	Total
	%
<b><i>There is not much that any one individual can do about the environment</i></b>	
Strongly agree	6
Agree	15
Neither agree nor disagree	21
Disagree	43
Strongly disagree	15
<b>Base: All respondents</b>	<b>2,169</b>
<b><i>The conservation efforts of one person are useless if other people don't conserve as well</i></b>	
Strongly agree	11
Agree	26
Neither agree nor disagree	26
Disagree	29
Strongly disagree	7
<b>Base: All respondents</b>	<b>2,166</b>
<b><i>I feel that my actions can help protect the environment</i></b>	
	Total
Strongly agree	17
Agree	55
Neither agree nor disagree	21
Disagree	5
Strongly disagree	2
<b>Base: All respondents</b>	<b>2,166</b>
<b><i>When I buy products for my home, I try to consider how they will affect the environment</i></b>	
Strongly agree	12
Agree	38
Neither agree nor disagree	33
Disagree	12
Strongly disagree	4
<b>Base: All respondents</b>	<b>2,166</b>

SUSTAIN1. [CONTINUED.]

<b><i>I feel that actions I take have a meaningful impact on the environment</i></b>	
Strongly agree	14
Agree	47
Neither agree nor disagree	29
Disagree	8
Strongly disagree	3
<b>Base: All respondents</b>	<b>2,169</b>

SUSTAIN2. [RANDOMIZE ITEM ORDER; ROTATE RESPONSE SCALE.]

<b>How responsible, if at all, do you think each of the following groups should be for protecting the planet?</b>	
	<b>Total</b>
	<b>%</b>
<b><i>Individual people</i></b>	
Completely responsible	26
Mostly responsible	30
Somewhat responsible	34
Slightly responsible	8
Not at all responsible	2
<b>Base: All respondents</b>	<b>2,163</b>
<b><i>Private businesses/corporations</i></b>	
	<b>Total</b>
Completely responsible	30
Mostly responsible	32
Somewhat responsible	29
Slightly responsible	6
Not at all responsible	3
<b>Base: All respondents</b>	<b>2,162</b>

SUSTAIN2. [CONTINUED.]

<b>Governments</b>	
Completely responsible	37
Mostly responsible	34
Somewhat responsible	21
Slightly responsible	5
Not at all responsible	3
<b>Base: All respondents</b>	<b>2,163</b>

SUSTAIN3. [RANDOMIZE ACROSS SCREENS, KEEPING 'AVOID PURCHASING PRODUCTS BECAUSE THE PACKING IS EXCESSIVE' AND 'AVOID PURCHASING PRODUCTS BECAUSE THE PRODUCT ITSELF IS HARMFUL' TOGETHER IN THAT ORDER. ROTATE RESPONSE SCALE, ALWAYS KEEPING 'NOT APPLICABLE' AT END.]

Assuming you have the opportunity to, how often, if ever, do you do each of the following activities?	
	<b>Total</b>
	<b>%</b>
<b><i>Avoid purchasing certain kinds of products because the packaging is excessive or environmentally harmful</i></b>	
Always	5
Often	17
Sometimes	39
Rarely	22
Never	13
Not applicable; I never have an opportunity to do this	4
<b>Base: All respondents</b>	<b>2,164</b>
<b><i>Avoid purchasing certain kinds of products because the product itself is environmentally harmful</i></b>	
	<b>Total</b>
Always	11
Often	26
Sometimes	34
Rarely	16
Never	9
Not applicable; I never have an opportunity to do this	3
<b>Base: All respondents</b>	<b>2,162</b>

SUSTAIN3. [CONTINUED.]

<b><i>Recycle used cans, bottles, or paper</i></b>	Total
Always	49
Often	21
Sometimes	15
Rarely	8
Never	4
Not applicable; I never have an opportunity to do this	3
<b>Base: All respondents</b>	<b>2,169</b>
<b><i>Use public transportation, walk, or ride a bike, scooter, etc. rather than drive</i></b>	Total
Always	5
Often	11
Sometimes	25
Rarely	27
Never	23
Not applicable; I never have an opportunity to do this	10
<b>Base: All respondents</b>	<b>2,163</b>
<b><i>Buy a product because the label or advertising said it was environmentally safe</i></b>	Total
Always	5
Often	24
Sometimes	43
Rarely	16
Never	9
Not applicable; I never have an opportunity to do this	2
<b>Base: All respondents</b>	<b>2,165</b>
<b><i>Buy a product because the label or advertising said it was made out of recycled or sustainably produced material</i></b>	Total
Always	5
Often	24
Sometimes	43
Rarely	17
Never	10
Not applicable; I never have an opportunity to do this	2
<b>Base: All respondents</b>	<b>2,165</b>
<b><i>Compost food waste</i></b>	Total
Always	11
Often	10
Sometimes	17
Rarely	17
Never	33
Not applicable; I never have an opportunity to do this	12
<b>Base: All respondents</b>	<b>2,163</b>

SUSTAIN4. [RANDOMIZE ACROSS TWO SCREENS, KEEPING 'FOOD OR HERB GARDEN' AND 'ANY OTHER KIND OF GARDEN' TOGETHER IN THAT ORDER.]

Which, if any, of the following changes have you made in the past year?

	Total
	%
<b>Began composting</b>	
Yes, I made this change in the past year	5
I had already done this prior to the past year	28
I have never done this	66
<b>Base: All respondents</b>	<b>2,154</b>
<b>Installed solar panels</b>	
Yes, I made this change in the past year	2
I had already done this prior to the past year	7
I have never done this	91
<b>Base: All respondents</b>	<b>2,158</b>
<b>Started a <u>food or herb</u> garden</b>	
	Total
Yes, I made this change in the past year	9
I had already done this prior to the past year	37
I have never done this	53
<b>Base: All respondents</b>	<b>2,160</b>
<b>Started any other kind of garden</b>	
Yes, I made this change in the past year	9
I had already done this prior to the past year	42
I have never done this	50
<b>Base: All respondents</b>	<b>2,153</b>
<b>Installed an electric vehicle charger</b>	
	Total
Yes, I made this change in the past year	3
I had already done this prior to the past year	4
I have never done this	93
<b>Base: All respondents</b>	<b>2,156</b>
<b>Installed LED lightbulbs</b>	
Yes, I made this change in the past year	25
I had already done this prior to the past year	62
I have never done this	13
<b>Base: All respondents</b>	<b>2,160</b>

SUSTAIN4. [CONTINUED.]

<b><i>Began using a rain barrel</i></b>	Total
Yes, I made this change in the past year	3
I had already done this prior to the past year	11
I have never done this	86
<b>Base: All respondents</b>	<b>2,156</b>
<b><i>Installed an appliance designed to use less water or electricity, like an energy-efficient dishwasher or low-flow showerhead</i></b>	
Yes, I made this change in the past year	16
I had already done this prior to the past year	49
I have never done this	35
<b>Base: All respondents</b>	<b>2,159</b>
<b><i>Purchased a reusable version of a traditionally disposable item, such as reusable plastic baggies, straws, food wrap, coffee filters, etc.</i></b>	Total
Yes, I made this change in the past year	23
I had already done this prior to the past year	43
I have never done this	34
<b>Base: All respondents</b>	<b>2,159</b>

SUSTAIN5. [SHOW QUESTION IF RESPONSE TO ANY SUSTAIN4 = 'I HAVE NEVER DONE THIS' OR SKIPPED. SHOW EACH ITEM IF RESPONSE TO THAT ITEM IN SUSTAIN4 = 'I HAVE NEVER DONE THIS' OR SKIPPED. SHOW IN SAME ORDER AS SUSTAIN4. 'NONE OF THESE' ALWAYS SHOWN AT END.]

Which, if any, of the following changes would you <u>consider</u> making in the <u>coming year</u> ?	
Select <u>all</u> that apply.	
	<b>Total</b>
	%
Install LED lightbulbs	37
Start a <u>food or herb</u> garden	29
Purchase a reusable version of a traditionally disposable item, such as reusable plastic baggies, straws, food wrap, coffee filters, etc.	27
Install an appliance designed to use less water or electricity, like an energy-efficient dishwasher or low-flow showerhead	24
Install solar panels	24
Start any other kind of garden	23
Begin using a rain barrel	23
Begin composting	17
Install an electric vehicle charger	8
None of these	36
<b>Base: Respondents who had not already done each action; "none of these" showed to all respondents who had not already done any action on this list.</b>	<b>2,141</b>

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