



## **American Experiences Survey:**

A Nationally Representative Multi-Mode Survey

### **July 2020 Omnibus Results – Product Safety**

#### **Overview of Methodology**

Each month, Consumer Reports fields the American Experiences Survey (AES) to track consumer attitudes and behaviors over time. July results are based on interviews conducted from July 9-20, 2020. This document focuses on the section of the omnibus survey related to product safety.

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 2,031 interviews, 1,724 by web mode and 307 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 +/-2.95 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 product safety 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 July omnibus contained four blocks of questions (items on race/discrimination, television privacy/security, product safety, and COVID) and respondents saw blocks in a random order.*

**Prepared by CR Survey Research Department, August 2020**

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PRODSAFETYEXP.

How much do you agree or disagree with the following statement:	
<i>"I expect the manufacturer of a product I buy for my home to design and test the product to be safe before selling it to customers."</i>	
	Total
	%
Strongly agree	76
Agree	21
Disagree	2
Strongly disagree	1
Base: All respondents	2,017

INFO. [INSTRUCTION TEXT SHOWN TO RESPONDENTS.]

*For the remainder of this section, we are ONLY interested in products that cost \$75.00 or more.*

PRODSAFETYSTDs.

How much do you agree or disagree with the following statement:	
<i>"I believe products I buy for my home adhere to a required safety standard."</i>	
	Total
	%
Strongly agree	48
Agree	48
Disagree	3
Strongly disagree	1
Base: All respondents	2,014

PRODSAFETYRECALL. [ROTATE ORDER OF RESPONSE OPTIONS.]

<p>If the manufacturer learns of a safety problem with a product you use in your home that could potentially cause an injury to you or your family, when do you think they should recall these products and notify product owners?</p>	
	Total
	%
As soon as possible once the manufacturer learns about the safety problem, even if they aren't aware of any harm yet	84
After the manufacturer fully investigates the extent and severity of the safety problem, even if it means delaying a warning to its customers	16
Base: All respondents	2,006

PRODSAFETYRESP.

<p>How much do you agree or disagree with the following statement:</p> <p><i>"It is the manufacturer's responsibility to do everything it can to get its recalled products out of homes if they have a safety problem that could potentially cause an injury, even if it requires them to follow up with customers that don't participate in the recall at first."</i></p>	
	Total
	%
Strongly agree	53
Agree	40
Disagree	6
Strongly disagree	1
Base: All respondents	2,015

#### CONTACT:

**Kristen Purcell**  
**Chief Research Officer**  
[Kristen.Purcell@consumer.org](mailto:Kristen.Purcell@consumer.org)

 @kristenpurcell