SUPPORT FOR RULES PROTECTING PEDESTRIANS

CONSUMER REPORTS NATIONALLY REPRESENTATIVE PHONE AND INTERNET SURVEY, NOVEMBER 2024

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CONSUMER REPORTS® SURVEY GROUP

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INTRODUCTION

In November 2024, Consumer Reports conducted a nationally representative multi-mode **American Experiences Survey.** NORC at the University of Chicago administered the survey from **November 7th – 18th, 2024** through its AmeriSpeak® Panel to a nationally representative sample of 2,108 adult U.S. residents.

The November omnibus included four sections:

— Large vehicles
— Loyalty programs
— Financial services and artificial intelligence
— Children's sunscreen

This report covers **one item** from the **large vehicles** section.

Toplines for the complete survey, including all sections, are available at the following link: https://article.images.consumerreports.org/image/upload/v1734120809/prod/content/dam/surveys/ Consumer_Reports_AES_November_2024.pdf.

LARGE VEHICLES

This section explored the potential safety concerns Americans may have around large vehicles. Earlier in the survey, we asked Americans who drive a personal vehicle at least once a month to tell us the body type and size of the vehicle they drive most often. Overall, **around two-thirds of drivers replied that their vehicle was medium-sized** (65%), with one in five saying it was small and 15% saying it was a large vehicle. The most common body types were **SUVs (43%) and sedans (31%).** Twelve percent of drivers said the vehicle they drive most often is a pickup truck. Other body types were far less common, selected by five percent of drivers at most. **Twelve percent of American drivers said that their vehicle was a large pickup truck or large SUV.**

POLICY SUPPORT

We asked Americans about a proposed set of regulations that could lead to styling changes to large pickup trucks and SUVs sold new in the United States. These changes would, essentially, improve the odds of survival for pedestrians struck by these large vehicles. They could also lead to cosmetic changes in the appearance of the vehicles. We explained all this to respondents.

Three in four Americans said they would support such rules, including one in four (27%) who would strongly support them.

> To improve pedestrian safety and save lives in the event of a collision, a government agency has proposed new regulations for the design of new large pickup trucks and SUVs. Some people have said these rules would lead automakers to make changes to the appearance of these vehicles, such as having more gently sloping hoods or narrower grilles.
>
> Would you support or oppose these rules to protect pedestrians, even if they led to design or styling changes on the front of all new large pickup trucks and SUVs sold in the United States?
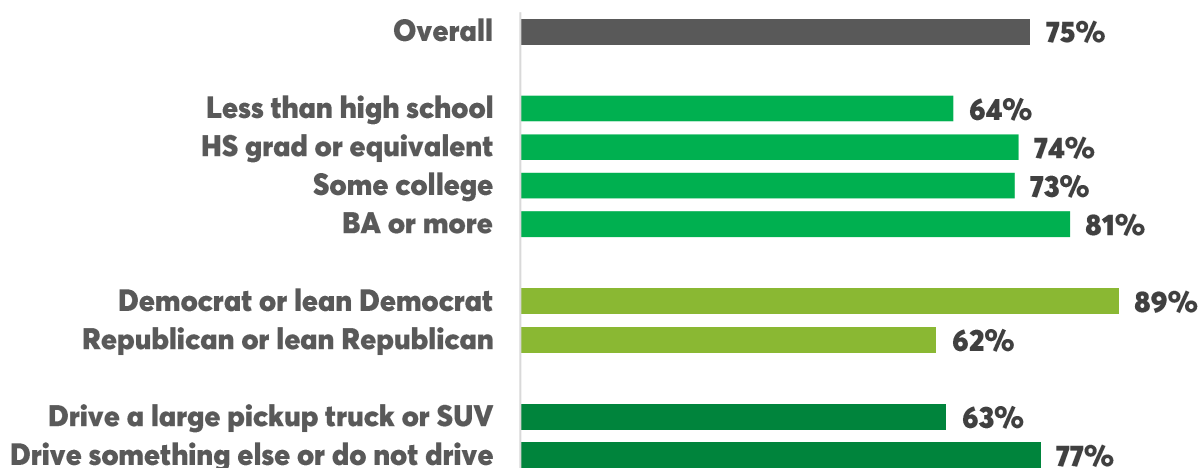

- 8%
- 27%
- 17%
- 48%

■ Strongly support
■ Somewhat support
■ Somewhat oppose
■ Strongly oppose
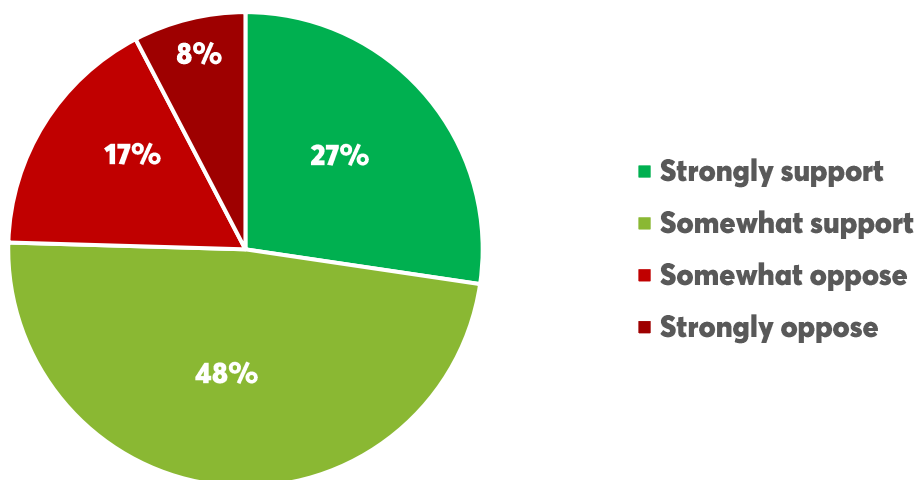
Base: All respondents

While support was strong overall, a series of analyses revealed some variation:

- There was **no difference** in likelihood of supporting the proposed rule between those who do and do not drive a personal vehicle at least once a month.[1]
- People with **more education were more likely to support the proposed rules,** from 64% among those with less than a high school degree to 81% of those with a BA or more. **Democrats were more likely to say they would support it than Republicans** (89% vs. 62%).[2]
- People who drive **large SUVs or pickups themselves were *less* likely to say they would support this rule** than other Americans (63% vs. 77%).[3]

Percentage who would support the proposed rule changes to protect pedestrians

BY DEMOGRAPHICS AND DRIVER STATUS

Overall	75%
Less than high school	64%
HS grad or equivalent	74%
Some college	73%
BA or more	81%
Democrat or lean Democrat	89%
Republican or lean Republican	62%
Drive a large pickup truck or SUV	63%
Drive something else or do not drive	77%

Base: All respondents

Finally, we examined the subgroup of only those who drive. The difference between drivers of large pickup trucks and SUVs and those who drove other vehicles was virtually identical (63% vs. 78%).[4] The political difference holds when only examining drivers, too: 89% of Democrats and those who lean Democrat would support the proposed rule compared to just 61% of Republicans and those who lean Republican. In a different analysis of drivers only, the size of the vehicle people drove did not matter, but body type did: **people who drove sedans or SUVs were more likely to say they would support this rule than those who drove pickups** (82% and 75%, respectively, vs. 54%).[5]

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[1] Differences in this paper are statistically significant at the .05 level. Predictors in models include gender, age, race/ethnicity, household income, education, region, urbanicity, and political party unless otherwise noted. Predictors in this model included driver status in addition to those demographics.

[2] The difference by education was significant when only demographics were predictors, but ceased to be when an indicator for large SUV or large pickup truck vs. any other vehicle was included in the model. The political difference was significant both with only demographics as predictors and with the added variable.

[3] Predictors in this model included an indicator for driving a large SUV or large pickup truck vs. any other vehicle in addition to the standard demographics.

[4] Predictors in this model included an indicator for driving a large SUV or large pickup truck vs. any other vehicle in addition to the standard demographics.

[5] Predictors in this model included vehicle size and body type in addition to the standard demographics.

METHODOLOGY

This multi-mode survey was fielded by NORC at the University of Chicago using a nationally representative sample. The survey was conducted from November 7th – 18th, 2024. Interviews were conducted in English (*n* = 2,024) and in Spanish (*n* = 84), and were administered both online (*n* = 1,986) and by phone (*n* = 122).

A general population sample of U.S adults age 18 and older was selected from NORC's AmeriSpeak® Panel for this study.   Funded and operated by NORC at the University of Chicago, AmeriSpeak® is a probability-based panel designed to be representative of the US household population. Randomly selected US households are sampled using area probability and address-based sampling, with a known, non-zero probability of selection from the NORC National Sample Frame. These sampled households are then contacted by US mail, telephone, and field interviewers (face to face). The panel provides sample coverage of approximately 97% of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings.   While most AmeriSpeak households participate in surveys by web, non-internet households can participate in AmeriSpeak   surveys by telephone. Households without conventional internet access but having web access via smartphones are allowed to participate in AmeriSpeak surveys by web.   AmeriSpeak panelists participate in NORC studies or studies conducted by NORC on behalf of governmental agencies,   academic researchers, and media and commercial organizations.

In total NORC collected 2,108 interviews. The margin of error for the sample of 2,108 is +/- 2.59 at the 95% confidence level. Smaller subgroups will have larger error margins. Web-mode panelists were offered the cash equivalent of $3 for completing the survey, while phone-mode panelists were offered the cash equivalent of $5.

Final data are weighted by age, gender, race/Hispanic ethnicity, housing tenure, telephone status, education, and Census Division to be proportionally representative of the U.S. adult population. Key demographic characteristics (after weighting is applied) of this sample are presented below:

- 52% female
- Median age of 47 years old
- 61% white, non-Hispanic
- 36% 4-year college graduates
- 57% have an annual household income of $50,000 or more

NORC asks separately about race and ethnicity. This report refers to "white" and "Black" Americans. This should be taken to mean people who gave their race as white or Black and did not give their ethnicity as Hispanic; people who gave their ethnicity as Hispanic are reported as Hispanic here, regardless of what race(s) they selected.