



## American Experiences Survey:

A Nationally Representative Multi-Mode Survey

### October 2022 Omnibus Results

#### **Overview of Methodology**

Each month, Consumer Reports fields the American Experiences Survey (AES) to track consumer attitudes and behaviors over time. October results are based on interviews conducted from October 6-17, 2022. This document includes all sections of the omnibus survey for this month: COVID-19 concern, peer-to-peer payment service transparency, smart appliance privacy, use of laundry and dishwashing detergent, sleep challenges and remedies, and access to coupons.

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 2,084 interviews, 1,987 by web mode and 97 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.

*Key demographic characteristics (after weighting is applied) of this sample are presented below:*

51% female; median age of 48 years old; 62% white, non-Hispanic; 36% 4-year college graduates; and 60% have a household income of \$50,000 or more.

The margin of error for results based on the total sample is +/-2.66 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 October omnibus contained six blocks of questions (one for each topic listed above). Respondents saw the COVID-19 block first, followed by the other five blocks in a random order.*

**Prepared by CR Survey Research Department, October 2022**

[www.cr.org](http://www.cr.org)

### **Survey Notes for Monthly Trends (AES)**

October 2022 results are based on interviews conducted from October 6-17 with a nationally representative sample of 2,084 US adults.

September 2022 results are based on interviews conducted from September 9-21 with a nationally representative sample of 2,519 US adults.

August 2022 results are based on interviews conducted from August 5-15 with a nationally representative sample of 2,123 US adults.

July 2022 results are based on interviews conducted from July 11-20 with a nationally representative sample of 2,125 US adults.

June 2022 results are based on interviews conducted from June 10-21 with a nationally representative sample of 2,103 US adults.

May 2022 results are based on interviews conducted from May 9-19 with a nationally representative sample of 2,076 US adults.

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.

### ***Survey Notes for Monthly Trends (continued, AES)***

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.

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 CONCERN

COVCONCERNNOW.

How concerned or not concerned are you about COVID-19 continuing to spread in your local area over the <u>next month</u> ?								
	OCTOBER 2022 AES	SEPTEMBER 2022 AES	AUGUST 2022 AES	JULY 2022 AES	JUNE 2022 AES	MAY 2022 AES	APRIL 2022 AES	MARCH 2022 AES
	Total	Total	Total	Total	Total	Total	Total	Total
	%	%	%	%	%	%	%	%
Very concerned	15	17	19	24	20	20	17	18
Somewhat concerned	34	31	41	34	36	36	33	32
Not too concerned	32	33	24	26	28	28	31	34
Not concerned at all	20	20	16	16	16	16	18	16
Base: All respondents	2,082	2,517	2,119	2,123	2,100	2,074	2,220	2,109
	FEBRUARY 2022 AES	JANUARY 2022 AES	DECEMBER 2021 AES	NOVEMBER 2021 AES	OCTOBER 2021 AES	SEPTEMBER 2021 AES	AUGUST 2021 AES	
	Total	Total	Total	Total	Total	Total	Total	
	%	%	%	%	%	%	%	
Very concerned	23	45	37	24	26	41	40	
Somewhat concerned	35	33	32	38	41	35	36	
Not too concerned	28	15	19	26	24	16	15	
Not concerned at all	15	8	11	11	9	9	9	
Base: All respondents	2,636	2,171	2,069	2,054	2,032	2,338	2,164	
	JULY 2021 AES	JUNE 2021 AES	MAY 2021 AES	APRIL 2021 AES	MARCH 2021 AES	FEBRUARY 2021 AES	DECEMBER 2020 AES	
	Total	Total	Total	Total	Total	Total	Total	
	%	%	%	%	%	%	%	
Very concerned	25	14	19	28	30	40	51	
Somewhat concerned	34	35	34	38	34	36	30	
Not too concerned	25	33	33	22	25	17	13	
Not concerned at all	16	17	15	12	11	7	6	
Base: All respondents	2,178	2,278	2,078	2,287	2,140	2,514	2,977	
	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	
	%	%	%	%	%	%	%	
Very concerned	51	44	42	44	53	41	41	
Somewhat concerned	30	32	33	34	29	34	36	
Not too concerned	14	17	18	16	12	16	18	
Not concerned at all	5	6	7	6	5	8	6	
Base: All respondents	2,850	2,668	2,300	2,233	2,031	1,014	2,082	

# PEER-TO-PEER PAYMENT SERVICES TRANSPARENCY

P2P\_INTRO. [TEXT SHOWN TO RESPONDENTS.]

This section asks about peer-to-peer payment services, also called mobile cash payment apps or money transfer apps, such as PayPal, Venmo, Cash App, Apple Pay, Google Pay, or Zelle. These services allow users to send and receive money to or from one another directly through their smartphones, tablets, or computers without using cash or checks. In this survey, we will refer to these as "P2P" services or apps.

Some of these services can also be used to pay in stores or online. However, in this section, *we are only interested in person-to-person payments*, not payments to businesses.

P2P1. [RESPONDENTS PROMPTED TWICE IF LEFT BLANK.]

Have you <u>ever</u> used any peer-to-peer (P2P) payment service?	
Please select "Yes" if you have used this type of app either to send to or receive money from other people.	
	Total
	%
Yes	60
No	35
Unsure	5
Base: All respondents	2,084

P2P\_INTRO2. [TEXT SHOWN TO RESPONDENTS IF P2P1 NOT EQUAL TO "YES."]

The next few questions are about your understanding of and opinions regarding peer-to-peer payment apps. Even if you have not used these services, we'd like to get your responses. Please do your best to answer based on what you know about these types of apps.

P2P2. [ORDER OF SCALE ROTATED.]

Like all businesses, P2P companies must make money, or earn revenue, in order to run. How familiar, if at all, are you about the ways in which P2P services make their money?

We are interested in, generally speaking, if you know which types of methods they use to earn revenue, not about the details of how it's done.

		Among those who have:	
	Total	Used P2P services	NOT used P2P services
	%	%	%
Very familiar	6	9	2
Somewhat familiar	23	30	12
Not too familiar	29	31	24
Not familiar at all	43	30	62
Base: All respondents	2,077	1,282	795

P2P3. [RANDOMIZE ITEMS, WITH "OTHER" SHOWN LAST. RESPONSES LIMITED TO THREE SELECTIONS.]

Below is a list of ways that P2P services might make money. Companies may do more than one of these practices to earn revenue, while some of the items listed are not actually in use by P2P companies.

From which of these do you think P2P services make the most money? Please select your top three choices.

Even if you aren't sure, make your best guesses.

		Among those who have:	
	Total	Used P2P services	NOT used P2P services
	%	%	%
Charging businesses a fee to accept payment from users, like a credit card company does	35	40	27
Selling their customers' data	34	37	29
Charging users a fee each time they send money	34	33	34
Charging a fee for users to rush or expedite a transfer (that is, instantly or faster than a typical P2P transfer)	33	40	23
Advertising on the app and website	31	34	27
Charging fees for additional, non-P2P, services they provide, such as crypto investing or credit cards	21	23	17
Charging a fee when a customer can't cover a payment	16	14	18
Investing the money that customers keep in their balances, like a bank does	16	19	11
Collecting membership fees to use the app	15	11	22
Other, please specify	1	1	2
Base: All respondents	2,084	1,283	801

[P2P4 AND P2P5 SHOWN IN A RANDOM ORDER.]

P2P4. [ORDER OF "AGREE/DISAGREE" IN STEM ROTATED AND ORDER OF SCALE ROTATED TO MATCH, KEEPING POSITIVE/NEGATIVE DIRECTION CONSISTENT WITH P2P2 SCALE.]

<p><b>When it comes to risks associated with using a P2P service, do you agree or disagree with the following statement?</b></p> <p><i>I believe that I am fully informed about the potential risks to users of P2P services.</i></p>			
		Among those who have:	
	Total	Used P2P services	NOT used P2P services
	%	%	%
Strongly agree	5	6	4
Somewhat agree	36	45	21
Somewhat disagree	35	36	33
Strongly disagree	24	13	42
Base: All respondents	2,050	1,274	776

P2P5. [SHOW IF P2P1 = "YES." ORDER OF SCALE ROTATED, KEEPING POSITIVE/NEGATIVE DIRECTION CONSISTENT WITH P2P2 SCALE.]

<p><b>Thinking about the P2P service you use <u>most often</u>, how knowledgeable, if at all, would you say you are on <u>how to use</u> it?</b></p> <p><i>For this question, we are interested in how much you know about the steps to use, settings, and functionality of your P2P app.</i></p>	
	Total
	%
Very knowledgeable	15
Somewhat knowledgeable	56
Not too knowledgeable	21
Not knowledgeable at all	8
Base: Respondents who have ever used a P2P service.	1,276

## SMART APPLIANCE PRIVACY

SA\_INFO. [TEXT SHOWN TO RESPONDENTS.]

This section is about large "smart" appliances. Smart appliances are appliances that can connect to the internet and be controlled remotely.

SA1. [RANDOMIZE ITEMS ACROSS TWO SCREENS, WITH "WASHER" AND "DRYER" ITEMS KEPT TOGETHER IN THAT ORDER AND "RANGE," "COOKTOP," AND "WALL OVEN" ITEMS KEPT TOGETHER IN THAT ORDER.]

For each of the following large appliances that you may have in your home, please indicate whether the one you have is smart and currently connected to your home internet; smart and not connected to the internet; you're not sure if it's a smart or a regular appliance; or you are sure it's a regular appliance. If you don't own one, please indicate that below as well.

If you have more than one in a category, please tell us about the one you use most often.

	October 2022 AES	October 2021 AES
	%	%
<b>Washing machine</b>		
Smart and currently connected to the internet	4	2
Smart but not currently connected to the internet	9	7
Not sure if it is smart or not	6	6
Not smart	71	75
Do not own this appliance	10	9
Base: All respondents	2,069	2,027
<b>Clothes dryer</b>		
Smart and currently connected to the internet	3	3
Smart but not currently connected to the internet	8	6
Not sure if it is smart or not	6	5
Not smart	72	77
Do not own this appliance	11	10
Base: All respondents	2,065	2,028
<b>Refrigerator</b>		
Smart and currently connected to the internet	3	2
Smart but not currently connected to the internet	5	4
Not sure if it is smart or not	5	6
Not smart	79	83
Do not own this appliance	7	5
Base: All respondents	2,070	2,026



(continued)		
	October 2022 AES	October 2021 AES
	%	%
<b><i>Oven range or stove (single appliance that includes <u>both</u> an oven and stovetop burners)</i></b>		
Smart and currently connected to the internet	2	1
Smart but not currently connected to the internet	5	3
Not sure if it is smart or not	4	4
Not smart	78	81
Do not own this appliance	11	11
Base: All respondents	2,070	2,022
<b><i>Over-the-range or built-in microwave</i></b>		
Smart and currently connected to the internet	2	1
Smart but not currently connected to the internet	3	4
Not sure if it is smart or not	4	3
Not smart	68	67
Do not own this appliance	22	25
Base: All respondents	2,067	2,020
<b><i>Dishwasher</i></b>		
Smart and currently connected to the internet	1	1
Smart but not currently connected to the internet	4	4
Not sure if it is smart or not	5	4
Not smart	67	70
Do not own this appliance	24	21
Base: All respondents	2,071	2,025
<b><i>Cooktop or stovetop (does <u>not</u> have an attached oven)</i></b>		
Smart and currently connected to the internet	1	1
Smart but not currently connected to the internet	3	2
Not sure if it is smart or not	4	4
Not smart	59	57
Do not own this appliance	33	36
Base: All respondents	2,064	2,020
<b><i>Wall oven (does <u>not</u> include any burners)</i></b>		
Smart and currently connected to the internet	1	1
Smart but not currently connected to the internet	2	2
Not sure if it is smart or not	3	4
Not smart	47	50
Do not own this appliance	46	43
Base: All respondents	2,061	2,020

Note: In October 2021, instructions read as "If you have more than one,..." (omitting the "in a category") and appliance descriptions differed as follows:

- Oven range was described as: "Range (stovetop over oven)"
- Cooktop was described as: "Cooktop (stovetop without attached oven)"
- Wall oven did not include any explanatory text
- Microwave was described as: "Over-the-range microwave"

SA2. [SHOW IF "SMART AND CURRENTLY CONNECTED TO THE INTERNET" SELECTED FOR ANY APPLIANCE IN SA1.]

You said that you have at least one smart large appliance that is currently connected to the internet. Do you ever use the internet-connected features?

By "internet-connected features," we mean the ability to control the appliance and receive status updates about your appliance from a smartphone, smart speaker, or other internet-connected device.

	October 2022 AES	October 2021 AES
	%	%
Yes	79	80
No	21	20
Base: Respondents who have any smart appliances currently connected to the internet.	164	108

SA1 and SA2 Nets out of all respondents (calculated analytically)

	October 2022 AES	October 2021 AES
	%	%
Have any smart appliance we asked about	21	17
Have any smart appliance we asked about currently connected to the internet	9	5
Have any smart appliance we asked about currently connected to the internet AND use the internet-connected features	7	4
Base: All respondents	2,084	2,036

SA5. [RANDOMIZE ITEMS, WITH "DO NOT SEE ANY BENEFITS" SHOWN LAST (THIS RESPONSE WAS EXCLUSIVE).]

Of the following potential benefits of smart appliances, which, if any, are reasons you'd consider using smart appliances in your home?

Select all that apply.

		Among those who have:	
	Total	Any smart appliance connected to internet	None connected to internet
	%	%	%
Convenience (helps make my life easier)	39	49	38
Money savings over time due to energy efficiency	31	22	32
Additional features that non-smart models do not offer	22	23	22
Protection against home damage (such as from water leaks)	16	16	17
I like to be on the cutting edge of technology	10	16	10
More attractive design than non-smart models	10	11	10
I think they will have a longer lifespan than non-smart models	6	10	5
It's something to show to friends and colleagues	3	4	3
I do not see any benefits to using smart appliances in my home	38	15	40
Base: All respondents	2,084	166	1,918

SA6. [RANDOMIZE ITEMS, WITH "DO NOT SEE ANY DRAWBACKS" SHOWN LAST (THIS RESPONSE WAS EXCLUSIVE).]

Of the following potential drawbacks of smart appliances, which, if any, are reasons you'd consider NOT using smart appliances in your home?

Select all that apply.

		Among those who have:	
	Total	Any smart appliance connected to internet	None connected to internet
	%	%	%
Cost/price (to purchase new appliances or services)	52	22	55
I have no need/just don't see the point	42	16	45
Concern over reliability/glitches in technology (malfunctions/breakage, what happens during a power outage, etc.)	42	22	44
Data security concerns (increased vulnerabilities to hackers)	37	19	39
Loss of privacy (concern that appliances are collecting information about you or your habits)	35	18	37
Increased dependence on smartphone or tablet	26	15	27
I think they will have a shorter lifespan than non-smart models	23	14	24
Seems like a hassle to set up	21	14	21
Lack of confidence that the Wi-Fi coverage and speed in my home would be compatible	18	5	20
Safety concerns (such as fear of losing the mobile device with which you control your appliances)	18	13	19
Increased distraction by smartphone or tablet	17	15	17
I'm not tech savvy enough	16	9	17
I do not see any drawbacks to using smart appliances in my home	9	19	8
Base: All respondents	2,084	166	1,918

SA3. [ORDER OF SCALE ROTATED.]

When thinking about these smart large appliances and their connection to the internet, how worried, if at all, would you say you are about <u>privacy</u> (for example, tracking your habits)?			
		Among those who have:	
	Total	Any smart appliance connected to internet	None connected to internet
	%	%	%
Not worried at all	10	21	9
Not too worried	27	31	27
Somewhat worried	42	34	43
Very worried	21	13	22
Base: All respondents	2,071	164	1,907

SA4. [ORDER OF SCALE ROTATED, KEEPING POSITIVE/NEGATIVE DIRECTION CONSISTENT WITH SA3 SCALE.]

When thinking about these smart large appliances and their connection to the internet, how worried, if at all, would you say you are about potential <u>security issues</u> (for example, hacks to the network that compromise your personal information, your connected devices, etc.)?			
		Among those who have:	
	Total	Any smart appliance connected to internet	None connected to internet
	%	%	%
Not worried at all	8	14	7
Not too worried	23	31	23
Somewhat worried	46	41	47
Very worried	22	15	23
Base: All respondents	2,069	163	1,906

# USE OF LAUNDRY AND DISHWASHING DETERGENT

DETERGENT\_INTRO. [TEXT SHOWN TO RESPONDENTS.]

This section is about the use of washing machines and dishwashers.

DETERGENT1. [RESPONDENTS PROMPTED TWICE IF LEFT BLANK. "DISHWASHER" AND "WASHING MACHINE" ORDER ROTATED. RANDOMIZE ITEMS, WITH "OTHER," "UNSURE," AND "DO NOT USE THIS APPLIANCE" SHOWN LAST IN THAT ORDER.]

When you, or someone in your household, use each of the following appliances, what type of detergent is typically used?

Please keep in mind that by detergent, we are referring only to the soap/cleansing agent used in these appliances. We are not interested in other products like rinse aids, softeners, and so forth.

	Total
	%
<b>Dishwasher</b>	
Pods or single-use packs	46
Liquid	22
Powder	5
Other	1
Do not use this appliance	25
Unsure	1
Base: All respondents	2,083
<b>Washing machine (for laundry/clothing)</b>	
Liquid	66
Pods or single-use packs	21
Powder	8
Other	2
Do not use this appliance	2
Unsure	1
Base: All respondents	2,083

Detergent1 Nets (calculated analytically)	
	Total
	%
Use liquid or powder detergent for either appliance type	78
Use pods or single-use packs detergent for either appliance type	53
Base: All respondents	2,084

DETERGENT2. [SHOW IF "LIQUID" OR "POWDER" SELECTED FOR EITHER APPLIANCE IN DETERGENT1. APPLIANCES SHOWN IN SAME ORDER AS IN DETERGENT1, AND EACH APPLIANCE ONLY SHOWN IF "LIQUID" OR "POWDER" SELECTED FOR THAT APPLIANCE. RESPONSES SHOWN IN THIS ORDER: "FILL TO MAX LINE," "VARY HOW MUCH USED," "AUTOMATIC DISPENSER," "DON'T PAY ATTENTION TO HOW MUCH," AND "UNSURE."]

You mentioned that you use liquid or powder detergent. Which of the following best describes how much detergent is used in each load?	
	Total
	%
<b>Dishwasher</b>	
Vary how much is used based on the load size (more detergent for larger loads and less for smaller loads)	36
Fill the cap or detergent reservoir to the max line whether the load is large or small	32
Use a built-in automatic detergent dispenser	17
I don't really pay attention to how much I'm using	9
Unsure	7
Base: Respondents who use liquid or powder detergent for their dishwasher.	594
<b>Washing machine</b>	
Vary how much is used based on the load size (more detergent for larger loads and less for smaller loads)	69
Fill the cap or detergent reservoir to the max line whether the load is large or small	21
Use a built-in automatic detergent dispenser	5
I don't really pay attention to how much I'm using	4
Unsure	1
Base: Respondents who use liquid or powder detergent for their washing machine.	1,578

**DETERGENT3.** [SHOW IF "DO NOT USE THIS APPLIANCE" NOT SELECTED FOR AT LEAST ONE APPLIANCE IN DETERGENT1. APPLIANCES SHOWN IN SAME ORDER AS IN DETERGENT1, AND EACH APPLIANCE ONLY SHOWN IF "DO NOT USE THIS APPLIANCE" NOT SELECTED.]

For this type of appliance, do you typically use detergent that is environmentally friendly? That is, a detergent that makes a claim to be "green," "eco," or "natural."			
		Among those who use:	
	Total	Liquid or powder	Pods
	%	%	%
<b>Dishwasher</b>			
Yes	26	30	23
No	44	39	46
Unsure	31	31	31
Base: Respondents who use a dishwasher.	1,546	594	929
<b>Washing machine</b>			
Yes	32	30	36
No	40	42	35
Unsure	28	28	29
Base: Respondents who use a washing machine.	2,028	1,578	401

<b>Detergent3 Net (calculated analytically)</b>	
	Total
	%
Use environmentally friendly detergent for either appliance type	34
Base: All respondents	2,084

**DETERGENT4.** [SHOW IF "DO NOT USE THIS APPLIANCE" NOT SELECTED FOR AT LEAST ONE APPLIANCE IN DETERGENT1. APPLIANCES SHOWN IN SAME ORDER AS IN DETERGENT1, AND EACH APPLIANCE ONLY SHOWN IF "DO NOT USE THIS APPLIANCE" NOT SELECTED.]

<p><b>How many loads do you typically run through this appliance per week?</b></p> <p><i>Please make your best guess if you are unsure.</i></p>			
		<b>Among those who use:</b>	
	<b>Total</b>	<b>Liquid or powder</b>	<b>Pods</b>
	%	%	%
<b>Dishwasher (loads of dishes)</b>			
1 or less per week	28	32	26
2 to 3	32	27	35
4 to 5	21	20	21
6 to 8	14	15	14
8 to 10	3	2	3
More than 10 per week	3	4	2
Base: Respondents who use a dishwasher.	1,554	592	937
<b>Washing machine (loads of laundry)</b>			
1 or less per week	19	19	20
2 to 3	37	37	35
4 to 5	26	26	27
6 to 8	11	11	12
8 to 10	5	5	5
More than 10 per week	2	2	2
Base: Respondents who use a washing machine.	2,032	1,578	403



# SLEEP CHALLENGES AND REMEDIES

SLEEP\_INTRO. [TEXT SHOWN TO RESPONDENTS.]

This section is about sleep habits and changes to improve your sleep.

SLEEP1. [ORDER OF SCALE ROTATED.]

Thinking about the past 12 months, how would you rate the sleep you get most nights?

Please answer about the quality of sleep (how rested you feel after sleeping) and the length of sleep (that the number of hours was appropriate and/or sufficient).

	Total
	%
<b>Quality of sleep</b>	
Very good	9
Good	33
Fair	40
Poor	15
Very poor	4
Base: All respondents	2,075
<b>Length of sleep</b>	
Very good	8
Good	30
Fair	40
Poor	18
Very poor	3
Base: All respondents	2,057

**SLEEP2.** [RANDOMIZE ITEMS, WITH "DIFFICULTY STAYING ASLEEP" AND "DIFFICULTY FALLING ASLEEP" KEPT TOGETHER. "OTHER" AND "I HAVE NOT EXPERIENCED ANY" SHOWN LAST IN THAT ORDER. "I HAVE NOT EXPERIENCED ANY" WAS EXCLUSIVE.]

Which, if any, of the following sleep challenges have you experienced in the past 12 months?	
Select <u>all</u> that apply.	
	<b>Total</b>
	%
Thoughts running through my mind keep me awake	42
Difficulty staying asleep (such as waking up in the middle of the night)	41
Waking up earlier than desired and being unable to fall back asleep	38
Difficulty falling asleep (that is, taking 30 minutes or longer to get to sleep)	33
Disrupted sleep due to a sleep partner, children, or pets	26
Temperature issues keep me awake (too hot or too cold in bed)	26
Lack of sleep due to work, schoolwork, or other responsibilities	22
Lack of sleep due to scrolling on social media, surfing the web, or watching TV	20
Pain keeps me awake	18
Restless sensations or involuntary movement in legs at night	17
Snoring	15
Noise keeps me awake	12
Grinding or clenching teeth at night	12
Shortness of breath or gasping for air upon waking	4
Other	4
I have not experienced any sleep challenges in the past 12 months	9
Base: All respondents	2,084

[SLEEP3 AND SLEEP4 SHOWN IN A RANDOM ORDER.]

**SLEEP3.** [RANDOMIZE ITEMS, WITH "MATTRESS," "MATTRESS PAD," AND "COOLING MATTRESS TOPPER" KEPT TOGETHER IN THAT ORDER; "PILLOW/BEDDING" AND "WEIGHTED BLANKET" KEPT TOGETHER IN THAT ORDER; AND "AIR CONDITIONER/FAN" AND "AIR PURIFIER" KEPT TOGETHER IN THAT ORDER. "OTHER" AND "I HAVE NOT PURCHASED ANYTHING" SHOWN LAST IN THAT ORDER. "I HAVE NOT PURCHASED ANYTHING" WAS EXCLUSIVE.]

<p>In the past 12 months, which, if any, of the following have you purchased for your bedroom or sleeping environment for the <u>purpose of improving your sleep</u>?</p> <p>Please include all items you have bought for this purpose, even if they were not effective. Do <u>not</u> include items purchased without improving sleep in mind.</p> <p>Select <u>all</u> that apply.</p>	
	Total
	%
Pillow or bedding	28
Air conditioner or fan	22
Black-out shades or curtains	13
Mattress	12
White noise (or other soothing sounds) machine	9
Mattress pad	8
Air purifier	7
Sleep or eye mask	7
Humidifier	6
Weighted blanket	6
Ear plugs or other ear device, such as noise canceling headphones	6
CPAP (Continuous Positive Airway Pressure) machine	4
Cooling mattress topper	3
Smart bulb	2
Sunrise alarm clock	2
Other	2
I have not purchased anything for my bedroom for the purpose of improving sleep in the past 12 months	37
Base: All respondents	2,084

**SLEEP4.** [RANDOMIZE ITEMS, WITH "SUPPLEMENTS," "OTC MEDICATION," AND "PRESCRIPTION MEDICATION" KEPT TOGETHER IN THAT ORDER. "OTHER" AND "I HAVE NOT CHANGED/TRIED ANY" SHOWN LAST IN THAT ORDER. "I HAVE NOT CHANGED/TRIED ANY" WAS EXCLUSIVE.]

<p>In the past 12 months, which, if any, of the following habit changes or remedies have you tried for the purpose of improving your sleep?</p> <p>Please include all changes or remedies you have tried for this purpose, even if they were not effective. Do <u>not</u> include things you've done without improving sleep in mind.</p> <p>Select <u>all</u> that apply.</p>	
	Total
	%
Sticking to a regular sleep schedule (that is, a consistent bedtime and wake-up time)	27
Watching what I eat and drink (such as lighter meals in the evening or avoiding caffeine)	25
Limiting screen time before bed	20
Warm bath or shower before bed	20
Dietary or natural supplements (such as melatonin, CBD, valerian)	17
Exercise or yoga	13
Over the counter (OTC) medication (such as Sominex, Tylenol PM)	13
Meditation, progressive relaxation, or deep breathing exercises	12
Drinking tea or warm milk at night	10
Using a sleep tracking app	7
Aromatherapy	6
Prescription sleep medication (such as Ambien)	6
Therapy, counseling, or other mental health treatments	5
Using nasal strips (for example, Breathe Right)	4
Acupuncture	1
Other	3
I have not changed any habits or tried remedies for the purpose of improving sleep in the past 12 months	26
Base: All respondents	2,084

<p><b>Sleep3 and Sleep4 Combined (calculated analytically)</b></p>	
	Total
	%
Purchased or tried anything in the past 12 months to improve sleep	82
Base: All respondents	2,084

**SLEEP5.** [SHOW IF ANY PURCHASES OR HABITS/REMEDIES SELECTED IN SLEEP3 OR SLEEP4. ONLY THOSE ITEMS SELECTED IN SLEEP3/SLEEP4 WERE SHOWN TO EACH RESPONDENT. IF "OTHER" SELECTED IN SLEEP3 OR SLEEP4, ITEM DISPLAYED AS PIPED TEXT FROM THAT RESPONSE. RANDOMIZE ITEMS ACROSS SCREENS (NUMBER OF SCREENS VARIES DEPENDING ON HOW MANY ITEMS WERE SELECTED IN SLEEP3/SLEEP4). ORDER OF SCALE ROTATED, KEEPING POSITIVE/NEGATIVE DIRECTION CONSISTENT WITH SLEEP1 SCALE.]

Next, you'll see the items you selected from the previous two questions.	
For each one, we'd like to know <u>how effective</u> , if at all, it is at improving your sleep.	
	Total
	%
<b>Air conditioner or fan</b>	
Very effective	47
Somewhat effective	48
Not too effective	5
Not effective at all	0
Base: Respondents who purchased this to improve sleep.	412
<b>Prescription sleep medication (such as Ambien)</b>	
Very effective	45
Somewhat effective	45
Not too effective	5
Not effective at all	5
Base: Respondents who tried this to improve sleep.	132
<b>Black-out shades or curtains</b>	
Very effective	44
Somewhat effective	44
Not too effective	10
Not effective at all	1
Base: Respondents who purchased this to improve sleep.	269
<b>White noise (or other soothing sounds) machine</b>	
Very effective	40
Somewhat effective	45
Not too effective	11
Not effective at all	4
Base: Respondents who purchased this to improve sleep.	173
<b>Sleep or eye mask</b>	
Very effective	40
Somewhat effective	36
Not too effective	17
Not effective at all	6
Base: Respondents who purchased this to improve sleep.	146
<b>Mattress</b>	
Very effective	35
Somewhat effective	49
Not too effective	11
Not effective at all	5
Base: Respondents who purchased this to improve sleep.	265

(continued)	
	Total
	%
<b><i>Ear plugs or other ear device, such as noise canceling headphones</i></b>	
Very effective	33
Somewhat effective	45
Not too effective	16
Not effective at all	6
Base: Respondents who purchased this to improve sleep.	112
<b><i>Exercise or yoga</i></b>	
Very effective	31
Somewhat effective	53
Not too effective	14
Not effective at all	3
Base: Respondents who tried this to improve sleep.	296
<b><i>Warm bath or shower before bed</i></b>	
Very effective	31
Somewhat effective	50
Not too effective	16
Not effective at all	3
Base: Respondents who tried this to improve sleep.	371
<b><i>Sticking to a regular sleep schedule (that is, a consistent bedtime and wake-up time)</i></b>	
Very effective	28
Somewhat effective	52
Not too effective	16
Not effective at all	3
Base: Respondents who tried this to improve sleep.	592
<b><i>Watching what I eat and drink (such as lighter meals in the evening or avoiding caffeine)</i></b>	
Very effective	27
Somewhat effective	56
Not too effective	16
Not effective at all	2
Base: Respondents who tried this to improve sleep.	546
<b><i>Limiting screen time before bed</i></b>	
Very effective	26
Somewhat effective	54
Not too effective	15
Not effective at all	5
Base: Respondents who tried this to improve sleep.	409

<b>(continued)</b>	
	<b>Total</b>
	%
<b>Over the counter (OTC) medication (such as Sominex, Tylenol PM)</b>	
Very effective	25
Somewhat effective	54
Not too effective	16
Not effective at all	5
Base: Respondents who tried this to improve sleep.	260
<b>Pillow or bedding</b>	
Very effective	24
Somewhat effective	56
Not too effective	16
Not effective at all	3
Base: Respondents who purchased this to improve sleep.	563
<b>Meditation, progressive relaxation, or deep breathing exercises</b>	
Very effective	23
Somewhat effective	58
Not too effective	12
Not effective at all	6
Base: Respondents who tried this to improve sleep.	266
<b>Mattress pad</b>	
Very effective	21
Somewhat effective	51
Not too effective	20
Not effective at all	9
Base: Respondents who purchased this to improve sleep.	164
<b>Air purifier</b>	
Very effective	19
Somewhat effective	55
Not too effective	21
Not effective at all	5
Base: Respondents who purchased this to improve sleep.	145
<b>Dietary or natural supplements (such as melatonin, CBD, valerian)</b>	
Very effective	19
Somewhat effective	54
Not too effective	21
Not effective at all	5
Base: Respondents who tried this to improve sleep.	381

<b>(continued)</b>	
	<b>Total</b>
	%
<b>Weighted blanket</b>	
Very effective	18
Somewhat effective	45
Not too effective	19
Not effective at all	18
Base: Respondents who purchased this to improve sleep.	120
<b>Aromatherapy</b>	
Very effective	16
Somewhat effective	54
Not too effective	26
Not effective at all	4
Base: Respondents who tried this to improve sleep.	128
<b>Drinking tea or warm milk at night</b>	
Very effective	16
Somewhat effective	51
Not too effective	25
Not effective at all	8
Base: Respondents who tried this to improve sleep.	224
<b>Humidifier</b>	
Very effective	12
Somewhat effective	65
Not too effective	15
Not effective at all	8
Base: Respondents who purchased this to improve sleep.	125
<b>Using a sleep tracking app</b>	
Very effective	7
Somewhat effective	44
Not too effective	36
Not effective at all	12
Base: Respondents who tried this to improve sleep.	165

*Note: Several options had insufficient sample size to report results for this question (examples include those who purchased a sunrise alarm clock or tried acupuncture to improve their sleep). These items are not shown here.*



# ACCESS TO COUPONS

COUPON\_INTRO [TEXT SHOWN TO RESPONDENTS.]

This section is about coupons and other methods for getting discounts when shopping.

COUPON1. [RESPONDENTS PROMPTED TWICE IF LEFT BLANK.]

In the past 12 months, have you used coupons or promotion codes when shopping?

*We are interested in both paper and digital offers that the shopper must provide at checkout, or otherwise act on to receive the discount. This does not include retailer sales or discounts that happen automatically.*

	Total
	%
Yes, I use them frequently	31
Yes, I use them occasionally	45
No, but I've used them in the past	16
No, I've never used them	9
Base: All respondents	2,084

COUPON2. [SHOW IF EITHER "YES" OR "NO, BUT I'VE USED THEM IN THE PAST" SELECTED IN COUPON1. RANDOMIZE ITEMS, WITH "RETAILER WEBSITES" AND "MANUFACTURER WEBSITES" KEPT TOGETHER. "OTHER" SHOWN LAST.]

Which, if any, of the following have you used to find discounts or coupons?			
Select <u>all</u> that apply.			
		Among those who:	
	Total	Use coupons	Don't use but have in the past
	%	%	%
In-store promotions offered through a member card or loyalty program	50	54	31
Digital coupons for a particular store saved through their app	46	51	23
Letters or mailers sent from stores/retailers	38	41	25
Email or text messaged discounts from retailers	37	39	27
Printed store circulars	36	38	28
Coupons that print out with my receipt at checkout	35	37	25
From retailer websites	31	34	19
Newspapers or mass mailings (such as Valpak or TheClipper)	24	26	19
Websites that archive coupon codes and promotions (like RetailMeNot or SlickDeals)	18	20	8
Shopping apps on my phone for cash back, coupons, and promotions (like Rakuten or Ibotta)	18	21	5
Internet browser add-ons that identify coupon codes (such as Honey or Capital One Shopping)	17	18	11
From manufacturer websites	15	16	9
Groupon or other daily deal sites	14	14	11
Social media sites like Facebook or Twitter	8	8	6
Other	1	1	1
Base: Respondents who have ever used coupons.	1,919	1,602	317

COUPON3. [SHOW IF EITHER "YES" OR "NO, BUT I'VE USED THEM IN THE PAST" SELECTED IN COUPON1. ORDER OF "MORE/LESS" IN STEM ROTATED AND ORDER OF SCALE ROTATED TO MATCH. "ABOUT THE SAME" SHOWN LAST.]

Compared to <u>3 years ago</u> , would you say you use coupons or promotion codes more often now, less often now, or about the same?	
	Total
	%
About the same	49
More often	31
Less often	20
Base: Respondents who have ever used coupons.	1,913

**COUPON4.** [SHOW IF COUPON1 = "NO, BUT I'VE USED THEM IN THE PAST" OR COUPON3 = "LESS OFTEN." STEM TEXT SHOWN DIFFERENTLY BASED ON RESPONSE TO COUPON1 AND COUPON3—SEE BELOW. RANDOMIZE ITEMS, WITH "OTHER" SHOWN LAST.]

*Among those who say they use coupons less often now than 3 years ago:*

Which, if any, of the following are reasons why you use coupons or promotion codes less often than you used to?

*Among those who have used coupons in the past but not in the past 12 months:*

Which, if any, of the following are reasons why you don't use coupons or promotion codes anymore?

Select all that apply.

		Among those who:	
	Total	Use them less often now	No longer use them
	%	%	%
I don't see as many paper coupons as I used to	42	54	34
My shopping habits are different than they used to be	34	34	34
The discounts are not as big as they used to be	33	40	29
I have less time to look for coupons	31	30	31
I find digital coupons harder/more complicated to access	24	31	19
Fewer stores accept coupons	14	17	13
I don't have a computer printer	11	7	13
Bad experiences in the past with digital coupons that did not work	7	6	8
I care less about saving money than I used to	7	8	7
I don't have a smartphone	4	4	5
Other	5	3	5
Base: Respondents who have stopped using coupons or are using them less now than they used to.	557	317	240

COUPON5. [SHOW IF EITHER "YES" SELECTED IN COUPON1. ORDER OF "SAVE MONEY ON PRODUCTS YOU NORMALLY BUY/TRY OUT NEW BRANDS OR NEW PRODUCTS" IN STEM ROTATED AND ORDER OF RESPONSE OPTIONS ROTATED TO MATCH.]

<p>Do you use coupons or promotion codes more often to save money on products you <u>normally buy</u>, or to try out <u>new brands or new products</u> at a discount?</p> <p>We understand that you may use coupons in both of these circumstances, but please choose the one that you do <u>more</u> frequently.</p>	
	Total
	%
To save money on products I normally buy	87
To try out new brands or new products at a discount	13
Base: Respondents who have used coupons in the past 12 months.	1,594

COUPON6. [ORDER OF "OFFERS THAT REQUIRE A FULL PRICE PURCHASE/FOR A SPECIFIC MONETARY VALUE" IN STEM ROTATED AND ORDER OF RESPONSE OPTIONS ROTATED TO MATCH. "NOT APPLICABLE" SHOWN LAST.]

<p>When you see coupons or promotion codes, are they more often offers that require a full price purchase to get something, for example 'Buy One Get One Free', or for a specific monetary value or percentage off the purchase price, for example 'Save \$1' or '20% off'?</p> <p>We understand that you may see coupons of both of these types, but please choose the one that you notice <u>more</u> frequently.</p>	
	Total
	%
A specific monetary value or percentage off the purchase price, for example 'Save \$1' or '20% off'	61
Offers that require a full price purchase to get something, for example 'Buy One Get One Free'	28
Not applicable - I don't pay attention to coupons or promotion codes	11
Base: All respondents	2,067

**CONTACT:**

**Jane Manweiler**  
**Senior Research Associate**  
[Jane.Manweiler@consumer.org](mailto:Jane.Manweiler@consumer.org)

 @JaneManweiler