



American Experiences Survey:

A Nationally Representative Multi-Mode Survey

July 2023 Omnibus Results

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 7-17, 2023. This document includes the following sections of the omnibus survey for this month: paywalls, Internet of Things (IoT) labels, car seat installation, Juneteenth, and insect repellent.

The survey was administered by NORC at the University of Chicago through its AmeriSpeak® Panel to a nationally representative sample. Interviews were administered both online and by phone. In total NORC collected 2,028 interviews, 1,853 by web mode and 175 by phone mode, 1,924 in English and 104 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.

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

51% female; median age of 50 years old; 61% 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 +/-2.73 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

The July omnibus contained five blocks of questions, one for each topic listed above. Respondents saw the blocks in a random order.

The questions presented below were shown to respondents in this order within sections unless otherwise noted. Where appropriate, question wording, response answer choices, or direction of scales were randomized or rotated and those instances are noted below.

Prepared by CR Survey Research Department, July 2023

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PAYWALLS

PAYWALL_INFO.

The next few questions are about online paywalls. A paywall is a digital barrier that requires you to pay a fee or purchase a subscription in order to access online content. They are common on news and print content sites, social media, and streaming sites.

PAYWALL1. [RESPONDENTS ARE PROMPTED TWICE TO ANSWER IF THEY DO NOT DO SO INITIALLY. ROTATE RESPONSE SCALE, HOLDING "NOT APPLICABLE" AT END.]

In a typical month, how often do you encounter online paywalls?	
	Total
	%
Multiple times a day	7
About once a day	8
Multiple times a week, but not every day	20
About once a week	16
Less often than once a week	18
Not at all	24
Not applicable: I don't use the internet or access online content	7
Base: All respondents	2,027
Excluding people who said "Not applicable"	Total
Multiple times a day	8
About once a day	8
Multiple times a week, but not every day	21
About once a week	17
Less often than once a week	20
Not at all	26
Base: All respondents who did not say "Not applicable"	1,893

PAYWALL2. [SHOW IF PAYWALL1 = ANY RESPONSE OTHER THAN "NOT AT ALL" OR "NOT APPLICABLE."
RANDOMIZE GRID ITEMS AND ROTATE RESPONSE SCALE.]

When you encounter an online paywall for content that you really want to see, how often is each of the following statements true for you?	
I look for another way to access the content or similar content without paying	Total
	%
Often	48
Sometimes	35
Rarely	13
Never	4
Base: Respondents who ever encounter online paywalls	1,377
I feel very annoyed and it turns me off from that website completely	Total
	%
Often	38
Sometimes	39
Rarely	17
Never	6
Base: Respondents who ever encounter online paywalls	1,374
I feel annoyed and it lowers my opinion of that website somewhat	Total
	%
Often	33
Sometimes	42
Rarely	18
Never	7
Base: Respondents who ever encounter online paywalls	1,373
I'm happy to pay to support quality journalism and content creation	Total
	%
Often	5
Sometimes	25
Rarely	36
Never	34
Base: Respondents who ever encounter online paywalls	1,374

PAYWALL3. [SHOW IF PAYWALL1 = ANY RESPONSE OTHER THAN "NOT AT ALL" OR "NOT APPLICABLE."
ROTATE RESPONSE SCALE.]

There are two kinds of paywalls that websites might use.

A limited access paywall gives you access for a certain amount of time or to a certain amount of content before requiring you to pay. For example, a news website might give you 3 free articles per month, but you need to subscribe to read more than that.

A mid-article paywall lets you read or watch part of a specific piece of content for free, and then blocks the rest of it unless you pay or subscribe. For example, you might encounter a paywall in the middle of an article or video.

Which of the following statements is the most true, in your opinion?

	Total
	%
Mid-article paywalls are more annoying than limited access paywalls	53
I don't find one kind of paywall more annoying than the other	36
Limited access paywalls are more annoying than mid-article paywalls	12
Base: Respondents who ever encounter online paywalls	1,372

PAYWALL4. [SHOW IF PAYWALL1 IS NOT "NOT APPLICABLE." ROTATE RESPONSE SCALE.]

If a website began using a paywall in order to protect its material from being used without permission in content generated by artificial intelligence (AI), would you view that paywall...

	Total
	%
More favorably than paywalls that are established to make money	24
The same as paywalls that are established to make money	55
Less favorably than paywalls that are established to make money	21
Base: Respondents who use the internet or access online content	1,825

PAYWALL5. [SHOW IF PAYWALL1 = ANY RESPONSE OTHER THAN "NOT AT ALL" OR "NOT APPLICABLE."
ROTATE RESPONSE SCALE.]

How often, if at all, do you pay to get across a paywall in order to access content that you want to see?	
	Total
	%
Often	2
Sometimes	16
Rarely	33
Never	49
Base: Respondents who ever encounter online paywalls	1,375

PAYWALL6. [SHOW IF PAYWALL1 IS NOT "NOT APPLICABLE." RANDOMIZE RESPONSE OPTIONS, HOLDING
"OTHER" AND "NONE OF THESE" AT END IN THAT ORDER. "NONE OF THESE" IS EXCLUSIVE.]

Which, if any, of the following might make you more willing to pay for content behind a paywall?	
Select <u>all</u> that apply.	
	Total
	%
There is a free preview or trial period that lets me see if I really like the content	36
I know I will use the site often	35
I need the information behind the paywall to make a decision, such as product reviews, college ratings, and so on	23
I get some other item or benefit along with the content, such as access to multiple websites or features	21
I want to support the site's mission or creator, such as independent journalism or a freelance artist	19
Other, please specify	1
None of these	29
Base: Respondents who use the internet or access online content	1,894

INTERNET OF THINGS (IOT) LABELS

IOT_INTRO.

This section is about your experience with IoT devices, or Internet of Things devices. These are everyday objects that can gather data and connect to the internet and to other devices. For example, smart thermostats, such as Nest, can adjust the temperature of your home based on your preferences. Connected wearable devices like fitness trackers or smartwatches can monitor your heart rate and track your physical activity. Home security systems, such as Ring doorbell cameras, allow you to monitor and control your home's security remotely. Smart speakers like Amazon Echo and Google Home can respond to voice commands and perform various tasks. Additionally, there are smart appliances, like refrigerators that can keep track of food inventory.

VD2. [RESPONDENTS ARE PROMPTED ONCE TO RESPOND IF THEY DO NOT DO SO INITIALLY.]

Does your home have a video doorbell?

A video doorbell connects to your home WiFi network and sends real time notifications to your smartphone or tablet when someone is at your door.

	Total
	%
Yes	33
No	65
Unsure	2
Base: All respondents	2,028

IOT1. [RESPONDENTS ARE PROMPTED TWICE TO RESPOND IF THEY DO NOT DO SO INITIALLY.]

Do you have or use any other IoT or connected devices, such as a smart thermostat, fitness tracker, smartwatch, smart home security system, smart speaker, or smart appliance?

	Total
	%
Yes	59
No	38
Unsure	3
Base: All respondents	2,028

IOT2. [SHOW IF VD2 = "YES" OR IOT1 = "YES." IF RESPONDENTS SAY THAT THEY HAVE A VIDEO DOORBELL AND NO OTHER CONNECTED DEVICES, THIS QUESTION TEXT CHANGES TO, "HOW CONCERNED, IF AT ALL, ARE YOU ABOUT HOW MUCH INFORMATION YOUR VIDEO DOORBELL COLLECTS AND SHARES ABOUT YOU?" ROTATE RESPONSE SCALE, HOLDING "I HAVEN'T THOUGHT ABOUT THE FACT THAT THESE DEVICES COLLECT AND SHARE DATA" AT END.]

How concerned, if at all, are you about how much information your connected devices collect and share about you?	
	Total
	%
Not at all concerned	11
Not too concerned	30
Somewhat concerned	39
Very concerned	15
I haven't thought about the fact that these devices collect and share data	5
Base: Respondents who have a video doorbell or any other connected devices	1,320

IOT3. [SHOW IF VD2 = "YES" OR IOT1 = "YES." IF RESPONDENTS SAY THAT THEY HAVE A VIDEO DOORBELL AND NO OTHER CONNECTED DEVICES, THIS QUESTION TEXT CHANGES TO, "HOW INFORMED DO YOU FEEL, IF AT ALL, ABOUT HOW WELL YOUR VIDEO DOORBELL PROTECTS THE DATA IT COLLECTS FROM YOU?" ROTATE RESPONSE SCALE.]

How informed do you feel, if at all, about how well your connected devices protect the data they collect from you?	
	Total
	%
Very informed	7
Somewhat informed	39
Not too informed	41
Not informed at all	13
Base: Respondents who have a video doorbell or any other connected devices	1,314

IOT4. [RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER" AND BOTH "NOT APPLICABLE" OPTIONS AT END IN THE ORDER SHOWN.]

Some people have suggested that connected devices should come with clear information, like the nutrition labels we have for food, that would show what data the device collects from its users and how it keeps that data safe. That way, users would know more about how a device would use and protect their data, and could easily compare that information between devices.

Imagine that you were going to buy a new connected device today. Where would be the most helpful place to find that information about the device before you buy it?

	Total
	%
On the product package	30
In a searchable registry on a website where you can compare products	20
On the manufacturer's website	19
In the store, on a display or in a brochure	9
On a retailer product web page	9
Other, please specify	2
Not applicable: I would buy a connected device but I wouldn't want this information	2
Not applicable: I would not buy a connected device	11
Base: All respondents	2,004

IOT5. [SHOW IF IOT4 IS NOT EITHER OF THE "NOT APPLICABLE" RESPONSES. RANDOMIZE GRID ITEMS ACROSS TWO SCREENS. ROTATE RESPONSE SCALE, HOLDING "UNSURE" AT END.]

If you were to purchase a new connected device today, how important would it be for you to have information about each of the following security and privacy policies before buying the device?

Who user data is shared with or sold to	Total
	%
Very important	69
Somewhat important	23
Not too important	4
Not important at all	2
Unsure	2
Base: Respondents who would buy a connected device and would want privacy and security information about it	1,718

IOT5. [CONTINUED.]

Whether the company is required to report publicly when a security vulnerability is discovered	Total
	%
Very important	66
Somewhat important	25
Not too important	6
Not important at all	1
Unsure	2
Base: Respondents who would buy a connected device and would want privacy and security information about it	1,719
Whether or not users can be identified by the collected data	Total
	%
Very important	65
Somewhat important	24
Not too important	5
Not important at all	2
Unsure	3
Base: Respondents who would buy a connected device and would want privacy and security information about it	1,725
The types of data that are collected (for example, video from camera, audio from microphone, location, biometrics, etc.)	Total
	%
Very important	64
Somewhat important	26
Not too important	6
Not important at all	2
Unsure	2
Base: Respondents who would buy a connected device and would want privacy and security information about it	1,724
What purposes the data is being collected for	Total
	%
Very important	64
Somewhat important	26
Not too important	6
Not important at all	2
Unsure	2
Base: Respondents who would buy a connected device and would want privacy and security information about it	1,724
What control users have about the collection of data (such as the ability to opt out from data sharing)	Total
	%
Very important	63
Somewhat important	27
Not too important	6
Not important at all	2
Unsure	2
Base: Respondents who would buy a connected device and would want privacy and security information about it	1,723

IOT5. [CONTINUED.]

What kind of security features it uses, like passwords or two-factor authentication	Total
	%
Very important	58
Somewhat important	31
Not too important	6
Not important at all	2
Unsure	2
Base: Respondents who would buy a connected device and would want privacy and security information about it	1,723
How long the device will receive security updates	Total
	%
Very important	54
Somewhat important	32
Not too important	9
Not important at all	2
Unsure	3
Base: Respondents who would buy a connected device and would want privacy and security information about it	1,721
How long the device or its company stores user data	Total
	%
Very important	51
Somewhat important	36
Not too important	9
Not important at all	2
Unsure	3
Base: Respondents who would buy a connected device and would want privacy and security information about it	1,714

IOT6. [RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER," "NO ONE; THIS INFORMATION IS NOT NEEDED," AND "UNSURE" AT END IN THAT ORDER.]

Who do you think should be <u>most responsible</u> for providing information to consumers about the security and privacy of connected devices?	
	Total
	%
The companies that make these devices	75
Government	8
Consumers are responsible for finding the information themselves	8
Other, please specify	1
No one; this information is not needed	2
Unsure	7
Base: All respondents	2,009

CAR SEAT INSTALLATION

CARSEAT1. [RESPONDENTS ARE PROMPTED TWICE TO RESPOND IF THEY DO NOT DO SO INITIALLY. RESPONSE OPTIONS DISPLAYED IN THE ORDER SHOWN HERE.]

Have you installed a child car seat within the past 24 months (2 years)?

Please note, we are only interested in car seats that need to be secured to the car, not booster seats that are simply placed in the car without being secured.

	Total
	%
Yes, I installed it myself without outside help	20
Yes, a member of my family or a friend installed it	8
Yes, I installed it with help from a professional	2
No	70
Base: All respondents	2,027

CARSEAT2. [SHOW IF CARSEAT1 = ANY "YES" OPTION. "UNSURE: SOMEONE OTHER THAN ME INSTALLED IT" IS ONLY SHOWN IF CARSEAT1 = "YES, A MEMBER OF MY FAMILY OR A FRIEND INSTALLED IT." RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER," "UNSURE," AND "NONE" AT END IN THAT ORDER. "UNSURE" AND "NONE" ARE EXCLUSIVE.]

Which, if any, of the following resources did you (or your friend or family member) refer to when installing the car seat, to make sure it was done correctly?

Select all that apply.

	Total
	%
The owner's manual for the car seat or vehicle	56
Online videos from the manufacturer	21
Installation advice from social media, like YouTube, Facebook groups, or Instagram	17
Installation information from a trusted source such as a pediatrician or a nonprofit organization	13
I (or they) consulted a professional	8
Other, please specify	4
Unsure: someone other than me installed it and I don't know what resources they used*	4
None	11
Base: Respondents who have installed or have had someone install a child car seat within the past 24 months	
* Only respondents who said a member of their family or a friend installed it saw this option. Of that smaller group, 15% selected this option.	581

CARSEAT3. [SHOW IF CARSEAT1 = ANY "YES" OPTION. ROTATE RESPONSE SCALE.]

Right after it was installed, how confident were you that the car seat was installed properly?	
	Total
	%
Very confident	68
Somewhat confident	25
Not too confident	6
Not confident at all	1
Base: Respondents who have installed or have had someone install a child car seat within the past 24 months	579

CARSEAT4. [SHOW IF CARSEAT1 = "YES, I INSTALLED IT MYSELF WITHOUT OUTSIDE HELP" OR "YES, A MEMBER OF MY FAMILY OR A FRIEND INSTALLED IT." RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER," "UNSURE," AND "NONE OF THE ABOVE" AT END IN THAT ORDER. "UNSURE" AND "NONE OF THE ABOVE" ARE EXCLUSIVE.]

Which, if any, of the following ways did you check to see if the car seat was installed correctly?	
Select <u>all</u> that apply.	
	Total
	%
I consulted a knowledgeable friend or family member	32
I had it checked at my local fire station or police station	15
I had it checked by a child passenger safety technician and/or at a car seat checkpoint	11
Other, please specify	8
Unsure: someone other than me had it checked, but I don't know how	7
None of the above: the car seat was not checked in any way	32
No response	3
Base: Respondents who have installed or have had someone install a child car seat within the past 24 months, without help from a professional	548

CARSEAT5. [SHOW IF CARSEAT4 = "I CONSULTED A KNOWLEDGEABLE FRIEND OR FAMILY MEMBER," "I HAD IT CHECKED BY A CHILD PASSENGER SAFETY TECHNICIAN," "I HAD IT CHECKED AT MY LOCAL FIRE STATION OR POLICE STATION," "OTHER," OR "UNSURE." ROTATE RESPONSE OPTIONS, HOLDING "UNSURE" AT END.]

After the car seat was checked, did you find anything about the installation that needed to be fixed?	
	Total
	%
No, it was done correctly and didn't need any fixes	74
Yes, it needed one or a few minor fixes	18
Yes, it needed a major fix or many fixes	4
Unsure	3
Base: Respondents who had their car seat installation checked	351

CARSEAT6. [SHOW IF CARSEAT1 = "YES, I INSTALLED IT MYSELF WITHOUT OUTSIDE HELP" OR "YES, A MEMBER OF MY FAMILY OR A FRIEND INSTALLED IT." ROTATE "EASY" AND "DIFFICULT" IN QUESTION STEM AND ROTATE RESPONSE SCALE TO MATCH. IF CARSEAT1 = "YES, I INSTALLED IT MYSELF," RESPONSE OPTIONS USE FIRST PERSON PRONOUNS (E.G., "I INSTALLED IT EASILY"). IF CARSEAT1 = "YES, A MEMBER OF MY FAMILY OR A FRIEND INSTALLED IT", RESPONSE OPTIONS USE THIRD PERSON PRONOUNS (E.G., "THEY INSTALLED IT EASILY").]

Thinking about the process of installing the car seat overall, how easy or difficult was it?	
	Total
	%
Very easy - I installed it easily and correctly with no problems	41
Somewhat easy - it took a few tries, but I eventually figured it out	42
Somewhat difficult - I needed to get help or advice in order to get it done	16
Very difficult - I had to give up and learn from a professional	1
Base: Respondents who have installed or have had someone install a child car seat within the past 24 months, without help from a professional	543

JUNETEENTH

JUN1. [ROTATE RESPONSE SCALE.]

How much do you know about the U.S. holiday known as Juneteenth? It is also sometimes called Emancipation Day, Freedom Day, Jubilee Day, or Black Independence Day.	
	Total
	%
I know quite a lot about it	12
I know a moderate amount about it	31
I know a little bit about it	40
I have heard of it but I know nothing about it	12
I have not heard of this	4
Base: All respondents	2,023

JUN2.

Did you have the day off from work or school for Juneteenth?	
	Total
	%
Yes	24
No	44
Not applicable: I am not currently employed or a student	32
Base: All respondents	2,019

JUN3. [ROTATE RESPONSE OPTIONS.]

This year, 2023, did you personally celebrate or participate in any Juneteenth events or activities?	
	Total
	%
Yes, I attended a Juneteenth celebration, event, or activity	7
I did not attend an event, but I commemorated Juneteenth in another way	15
No, I did not engage in any Juneteenth events, activities, or other type of commemoration	77
Base: All respondents	2,016

JUN4. [ROTATE RESPONSE SCALE.]

In your opinion, how important is it for Americans to recognize Juneteenth as a holiday?	
	Total
	%
Very important	30
Somewhat important	28
Not too important	13
Not important at all	14
Unsure: I have no opinion	15
Base: All respondents	2,015

INSECT REPELLENT

BUG_INTRO.

The next few questions are about insect repellents that you apply to your skin or clothing, sometimes known as bug spray. Insect repellents are most commonly used to repel outdoor insects like mosquitoes, ticks, or flies.

BUG1. [RESPONDENTS WERE PROMPTED TWICE TO RESPOND IF THEY DID NOT DO SO INITIALLY. ROTATE RESPONSE OPTIONS. "I NEVER BUY INSECT REPELLENT" IS EXCLUSIVE.]

Which of the following statements best describes your buying habits related to insect repellent?	
Select <u>all</u> that apply.	
	Total
	%
I buy insect repellent for myself or other adults	62
I buy insect repellent for children <u>10 years old or older</u>	17
I buy insect repellent for children <u>under 10 years old</u>	17
I never buy insect repellent	29
Base: All respondents	2,028

BUG2. [SHOW IF "FOR MYSELF OR OTHER ADULTS" IS SELECTED IN BUG1. RANDOMIZE RESPONSE OPTIONS, KEEPING TOGETHER "EUCALYPTUS OIL," "LEMON EUCALYPTUS OIL," AND "OTHER ALL-NATURAL PLANT OILS" IN THAT ORDER, AND HOLDING "OTHER" AND "UNSURE" AT END IN THAT ORDER. "UNSURE" IS EXCLUSIVE.]

When you buy insect repellent <u>for yourself or other adults</u> , what type or types do you usually buy?	
<i>Select <u>all</u> that apply.</i>	
	Total
	%
A product that contains DEET	44
A product that contains other all-natural plant oils such as citronella, lavender, peppermint, lemongrass, or others	33
A product that contains lemon eucalyptus oil	18
A product that contains eucalyptus oil	17
A product that contains picaridin	6
A product that contains IR3535	3
Other, please specify	2
Unsure	25
Base: Respondents who buy insect repellent for adults	1,256

BUG3. [SHOW IF "FOR CHILDREN UNDER 10 YEARS OLD" IS SELECTED IN BUG1. RANDOMIZE RESPONSE OPTIONS, KEEPING TOGETHER "EUCALYPTUS OIL," "LEMON EUCALYPTUS OIL," AND "OTHER ALL-NATURAL PLANT OILS" IN THAT ORDER, AND HOLDING "OTHER" AND "UNSURE" AT END IN THAT ORDER. "UNSURE" IS EXCLUSIVE.]

When you buy insect repellent for children <u>under 10 years old</u> , what type or types do you usually buy?	
<i>Select <u>all</u> that apply.</i>	
	Total
	%
A product that contains other all-natural plant oils such as citronella, lavender, peppermint, lemongrass, or others	45
A product that contains DEET	23
A product that contains lemon eucalyptus oil	22
A product that contains eucalyptus oil	20
A product that contains picaridin	7
A product that contains IR3535	2
Other, please specify	1
Unsure	24
Base: Respondents who buy insect repellent for children under 10 years old	337

BUG4. [SHOW UNLESS BUG1 = "I NEVER BUY INSECT REPELLENT." RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER" AT END. RESPONDENTS COULD SELECT UP TO THREE OPTIONS.]

What considerations are most important to you when choosing an insect repellent?	
Select up to <u>three</u> .	
	Total
	%
It works well to keep insects away	54
It protects against insects for a long time before you have to reapply	35
It is safe for children	26
It is safe for sensitive skin	23
It has an active ingredient I prefer, such as DEET, Picaridin, IR3535, eucalyptus oil, lemon eucalyptus oil, or citronella	23
Price	20
It doesn't smell bad	18
It doesn't feel uncomfortable on my skin	17
It is all-natural	17
It is eco-friendly	13
It is convenient to use or to carry	9
Other, please specify	1
Base: Respondents who buy insect repellent	1,438

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