



American Experiences Survey:

A Nationally Representative Multi-Mode Survey

February 2024 Omnibus Results

Overview of Methodology

Each month, Consumer Reports fields the American Experiences Survey (AES) to track consumer attitudes and behaviors over time. February results are based on interviews conducted from February 9-19, 2024. This document includes the following sections of the omnibus survey for this month: car seat shopping, e-bikes and e-scooters, chat features, and digital wallets.

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 2,035 interviews, 1,870 by web mode and 165 by phone mode, 1,937 in English and 98 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:

52% female; median age of 47 years old; 61% white, non-Hispanic; 35% 4-year college graduates; and 59% have a household income of \$50,000 or more.

The margin of error for results based on the total sample is +/-2.68 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 February omnibus contained four 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, February 2024

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CAR SEAT SHOPPING

BABY1. [RESPONDENTS WERE PROMPTED ONCE TO ANSWER IF THEY DID NOT DO SO INITIALLY.]

Have you purchased a new infant or child car seat in the past 24 months?	
	Total
	%
Yes	14
No	86
Base: All respondents	2,034

BABY2. [SHOW IF BABY1 = "YES." RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER" AND "I DID NOT USE ANY INFORMATIONAL RESOURCES" AT END IN THAT ORDER. "I DID NOT USE ANY INFORMATIONAL RESOURCES" IS EXCLUSIVE.]

Which, if any, of the following information sources did you use to help make your purchase decision for that car seat?	
	Total
	%
<i>Please select <u>all</u> that apply.</i>	
My friends and family	36
User reviews on retailers' websites	36
Product recommendation websites or apps	34
Professional organizations, such as the American Academy of Pediatrics (AAP), the Consumer Product Safety Commission (CPSC), or the National Highway Traffic Safety Administration (NHTSA)	27
Social media	20
Community websites or apps about baby and parenting content	19
Pediatrician or other health care professionals	17
Other, please specify	2
I did not use any informational resources to help make my purchase decision	11
Base: Respondents who bought a new infant or child car seat in the past 24 months	286

BABY3. [SHOW IF BABY1 = "YES." RANDOMIZE RESPONSE OPTIONS, HOLDING "NONE OF THESE" AT END. "NONE OF THESE" IS EXCLUSIVE.]

Before purchasing that car seat, which of the following specific sources, if any, did you use to gather information about it?

Please select all that apply.

	Total
	%
Consumer Reports	26
Parents	22
BabyCenter	17
Babylist	16
Good Housekeeping	14
The Bump	13
What to Expect	13
BabyGearLab	8
Wirecutter	7
Cafe Mom	6
Scary Mommy	5
None of these	35
Base: Respondents who bought a new infant or child car seat in the past 24 months	286

BABY4. [SHOW IF BABY1 = "YES." RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER" AT END. RESPONDENTS COULD SELECT UP TO THREE OPTIONS.]

Which factors were most influential in your car seat purchasing decision?

Select up to three options.

	Total
	%
Price	45
Expert product testing, reviews, and recommendations	32
User reviews and ratings	31
Safety information, such as recalls, certifications, and material or chemical safety	31
Product or brand reputation	30
Ease of installation	28
Compatibility with other products I have, like a stroller	16
Advice from a child passenger safety (CPS) technician or instructor	15
Environmental impact and sustainability (for example, if it is made of sustainable materials, possible recycling options)	8
Other, please specify	2
Base: Respondents who bought a new infant or child car seat in the past 24 months	286

BABY5. [SHOW IF BABY1 = "YES."]

Some organizations offer access to independent product testing, research, and recommendations for baby-related items, usually via a paid subscription.

How much, if anything, would you be willing to pay for one year of access to trusted, scientific, unbiased reviews and recommendations for baby products?

	Total
	%
Not applicable - I do not need this information	20
\$0 - I would not be willing to pay for this kind of information	39
\$1-\$20	23
\$21-\$40	8
\$41-\$60	4
More than \$60	7
Base: Respondents who bought a new infant or child car seat in the past 24 months	281

BABY6.

Are you planning to have a child in the next 24 months?

	Total
	%
Yes	6
No	83
Unsure	10
Base: All respondents	2,032

E-BIKES AND E-SCOOTERS

EBIKE_INFO.

Electric bicycles (e-bikes) and electric scooters (e-scooters) look mainly like traditional bicycles and scooters, but with an electric motor. On e-bikes, the motor assists the rider's pedal power. E-scooters have a small, upright frame, with a platform to stand on and handlebars, and small wheels.

We are not asking about motor scooters, which have a larger frame with a seat and a gasoline-powered engine.

EBIKE1A. [RESPONDENTS ARE PROMPTED TWICE TO RESPOND IF THEY DO NOT DO SO INITIALLY. RESPONSE OPTIONS SHOWN IN THIS ORDER: "YES, AN E-BIKE," "YES, AN E-SCOOTER," "NEITHER ONE." "NEITHER ONE" IS EXCLUSIVE.]

Do you own an e-bike or e-scooter?	
<i>Please select <u>all</u> that apply.</i>	
	Total
	%
Neither one	87
Yes, an e-scooter	8
Yes, an e-bike	6
Base: All respondents	2,035

EBIKE1. [RESPONDENTS ARE PROMPTED ONCE TO RESPOND IF THEY DO NOT DO SO INITIALLY. RESPONSE OPTIONS SHOWN IN THIS ORDER: "YES, AN E-BIKE," "YES, AN E-SCOOTER," "NEITHER ONE." "NEITHER ONE" IS EXCLUSIVE.]

In the past 12 months, have you used (ridden) an e-bike or e-scooter?	
<i>Please select <u>all</u> that apply.</i>	
	Total
	%
Neither one	78
Yes, an e-scooter	13
Yes, an e-bike	11
Base: All respondents	2,035

EBIKE2. [SHOW IF EBIKE1 = "YES, AN E-BIKE" OR "YES, AN E-SCOOTER." RESPONSE OPTIONS SHOWN IN THIS ORDER: "I OWN IT," "I BORROWED IT FROM SOMEONE I KNOW," "I RENTED IT FROM AN E-BIKE OR E-SCOOTER SHARING SYSTEM," "I RENTED IT FROM A SHOP," "I BORROWED OR LEASED IT FROM MY EMPLOYER OR SCHOOL," "OTHER."]

Thinking about the last time you rode an e-bike or e-scooter, how did you access it?	
	Total
	%
I rented it from an e-bike or e-scooter sharing system	32
I own it	32
I borrowed it from someone I know	25
I rented it from a shop	7
I borrowed or leased it from my employer or school	1
Other, please specify	4
Base: Respondents who have ridden an e-bike or an e-scooter in the past 12 months	442

EBIKE3. [SHOW IF EBIKE1 = "YES, AN E-BIKE" OR "YES, AN E-SCOOTER." RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER" AT END.]

The last time you rode an e-bike or e-scooter, what did you use it for?	
<i>Please select <u>all</u> that apply.</i>	
	Total
	%
Fun or leisure activities	71
Personal errands	19
Exercise	17
Commuting to and from work or school	14
To help me get around, because I have physical limitations	10
For work purposes, such as making deliveries, leading tours, or moving around a work site	5
Other, please specify	3
Base: Respondents who have ridden an e-bike or an e-scooter in the past 12 months	442

EBIKE4. [SHOW IF EBIKE1 = "YES, AN E-BIKE" OR "YES, AN E-SCOOTER." RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER" AT END.]

What do you like best about using an e-bike or e-scooter?	
Please select <u>all</u> that apply.	
	Total
	%
It's fun	61
It's an easy way to get around	48
I can travel farther than I can with a regular bicycle or scooter	33
It is easier for me to ride than a regular bicycle or scooter	32
It is better for the environment than using a car	25
It is less expensive than other modes of transportation	25
It helps me avoid driving hassles like traffic and parking	23
It's good exercise	23
I don't need a driver's license to use it	19
Other, please specify	3
Base: Respondents who have ridden an e-bike or an e-scooter in the past 12 months	442

EBIKE5. [ROTATE RESPONSE OPTIONS.]

Based on your experience, do you have plans to buy an (or another) e-bike?	
	Total
	%
No, I don't plan to buy one	68
I would consider it, but I don't have any definite plans	28
Yes, I plan to buy one	4
Base: All respondents	2,026

EBIKE6. [ROTATE RESPONSE OPTIONS.]

Based on your experience, do you have plans to buy an (or another) e-scooter?	
	Total
	%
No, I don't plan to buy one	74
I would consider it, but I don't have any definite plans	22
Yes, I plan to buy one	4
Base: All respondents	2,011

CHAT FEATURES

CHAT1. [RESPONDENTS ARE PROMPTED ONCE TO RESPOND IF THEY DO NOT DO SO INITIALLY. RESPONSE OPTIONS DISPLAYED IN ORDER SHOWN. "NO" AND "DON'T RECALL" ARE EXCLUSIVE.]

Some websites and mobile apps offer a chat feature as a way to contact them. In a chat feature, you type messages and receive short written responses, similar to texting or instant messaging.	
Have you ever used a chat feature for customer service?	
Please select <u>all</u> that apply.	
	Total
	%
Yes, on a website or app that sells products or services	64
Yes, for my bank's or credit union's website or app	24
Yes, for another type of website or app: please specify	7
No	21
Don't recall	6
Base: All respondents	2,035

CHAT2. [SHOW IF RESPONDENT INDICATED IN CHAT1 THAT THEY HAVE EVER USED A CHAT FEATURE FOR CUSTOMER SERVICE. RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER" AND "DON'T RECALL" AT END IN THAT ORDER. "DON'T RECALL" IS EXCLUSIVE.]

The last time you used a chat feature, what was your main purpose for doing so?	
<i>Please select <u>all</u> that apply.</i>	
	Total
	%
Asking a question about a product or service that I already have	40
Managing my account	31
Asking a question about a product or service that I was thinking about getting	30
Making a complaint	27
Making a return or exchange	25
Making a purchase or a payment	13
Scheduling an appointment	12
Reporting fraud	6
Other, please specify	5
Don't recall	3
Base: Respondents who recalled ever using a chat feature for customer service	1,526

CHAT3. [SHOW IF RESPONDENT INDICATED IN CHAT1 THAT THEY HAVE EVER USED A CHAT FEATURE FOR CUSTOMER SERVICE. ROTATE RESPONSE OPTIONS, HOLDING "I WAS NOT SURE" AT END.]

Some customer service chat features let you chat with a live person, and some let you chat with a virtual assistant or a digital chatbot.	
<i>Please think about the last time you used a chat feature. Did you have the impression that you were chatting with a real person or with a digital chatbot?</i>	
	Total
	%
Digital chatbot	45
Real person	42
I was not sure	13
Base: Respondents who recalled ever using a chat feature for customer service	1,522

CHAT4. [SHOW IF CHAT3 = "REAL PERSON." RANDOMIZE RESPONSE OPTIONS.]

<p>You had the impression that you were chatting with a real person. Why did you think so?</p> <p><i>Please select the statement that comes closest, even if none are exactly right.</i></p>	
	Total
	%
I knew it was a real person because the chat feature clearly disclosed that it was a human representative	47
I thought it was a real person because what they wrote sounded like a real person	37
I thought it was a real person because I always assume that customer service chat features are with a real person	10
I asked if they were a real person or a bot, and they told me they were a real person	6
Base: Respondents who had the impression they were chatting with a real person the last time they used a chat feature	664

CHAT5. [SHOW IF CHAT3 = "DIGITAL CHATBOT." RANDOMIZE RESPONSE OPTIONS.]

<p>You had the impression that you were chatting with a virtual assistant or a digital chatbot. Why did you think so?</p> <p><i>Please select the statement that comes closest, even if none are exactly right.</i></p>	
	Total
	%
I thought it was a chatbot because what it wrote sounded machine-written	44
I knew it was a chatbot because the chat feature clearly disclosed that it was a chatbot	35
I thought it was a chatbot because I always assume that customer service chat features are digital chatbots	16
I asked if it was a real person or a bot, and it told me it was a chatbot or a virtual assistant	5
Base: Respondents who had the impression they were chatting with a chatbot the last time they used a chat feature	659

CHAT6. [SHOW IF RESPONDENT INDICATED IN CHAT1 THAT THEY HAVE EVER USED A CHAT FEATURE FOR CUSTOMER SERVICE. "I HAD DIFFICULTY REACHING A LIVE REPRESENTATIVE" IS ONLY SHOWN IF CHAT3 = "DIGITAL CHATBOT." RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER" AND "I DID NOT EXPERIENCE ANY PROBLEMS" AT END IN THAT ORDER. "I DID NOT EXPERIENCE ANY PROBLEMS" IS EXCLUSIVE.]

The last time you used a chat feature, did you experience any of the following issues? Please select <u>all</u> that apply.	HAD THE IMPRESSION THEY WERE CHATTING WITH:		
	Digital chatbot	Real person	I was not sure
	%	%	%
I did not get the help I was looking for from the chat	58	21	31
I had difficulty reaching a live representative	47	N/A	N/A
I received incorrect information	13	8	9
I did not like the product recommendations I got	9	5	7
The marketing was too aggressive	6	5	5
Other, please specify	2	3	1
I did not experience any problems	18	64	57
Base: Respondents who recalled ever using a chat feature for customer service	664	665	193

CHAT7. [SHOW IF RESPONDENT INDICATED IN CHAT1 THAT THEY HAVE EVER USED A CHAT FEATURE FOR CUSTOMER SERVICE. RANDOMIZE GRID ITEMS AND ROTATE RESPONSE SCALE.]

If you were certain that you were chatting with a digital chatbot or a virtual assistant, how much would you trust it to successfully help you with the following actions, if at all?	
Provide accurate information about the company or its policies	Total
	%
Trust completely	13
Somewhat trust	40
Trust a little	32
Do not trust at all	15
Base: Respondents who recalled ever using a chat feature for customer service	1,511
Make a purchase or payment	Total
	%
Trust completely	11
Somewhat trust	35
Trust a little	29
Do not trust at all	25
Base: Respondents who recalled ever using a chat feature for customer service	1,508

CHAT7. [CONTINUED.]

Close an account	Total
	%
Trust completely	9
Somewhat trust	27
Trust a little	29
Do not trust at all	34
Base: Respondents who recalled ever using a chat feature for customer service	1,505
Report fraud	Total
	%
Trust completely	8
Somewhat trust	28
Trust a little	34
Do not trust at all	30
Base: Respondents who recalled ever using a chat feature for customer service	1,503
Resolve a complaint	Total
	%
Trust completely	6
Somewhat trust	30
Trust a little	34
Do not trust at all	30
Base: Respondents who recalled ever using a chat feature for customer service	1,511
Provide personalized recommendations	Total
	%
Trust completely	5
Somewhat trust	26
Trust a little	37
Do not trust at all	32
Base: Respondents who recalled ever using a chat feature for customer service	1,507
Provide personalized advice	Total
	%
Trust completely	4
Somewhat trust	21
Trust a little	34
Do not trust at all	41
Base: Respondents who recalled ever using a chat feature for customer service	1,506

CHAT8. [SHOW IF RESPONDENT INDICATED IN CHAT1 THAT THEY HAVE EVER USED A CHAT FEATURE FOR CUSTOMER SERVICE. ROTATE RESPONSE SCALE.]

If you were certain that you were chatting with a digital chatbot or a virtual assistant, how comfortable would you be giving it your personal information, such as your home address or phone number?	
	Total
	%
Very comfortable	7
Somewhat comfortable	39
Not too comfortable	30
Not comfortable at all	25
Base: Respondents who recalled ever using a chat feature for customer service	1,520

DIGITAL WALLETS

WALLET_INFO1.

A digital wallet is an application for your phone or computer that securely stores your payment information like credit cards or bank account details so that you can make purchases or payments electronically. Some examples are Apple Wallet, Samsung Wallet, Google Wallet, and PayPal.

WALLET1 [RESPONDENTS ARE PROMPTED ONCE TO RESPOND IF THEY DO NOT DO SO INITIALLY. RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER" AND "NONE OF THESE" AT END. "NONE OF THESE" IS EXCLUSIVE.]

Which, if any, of these digital wallets do you use on your phone, computer, or other electronic device?	
<i>Please select <u>all</u> that apply.</i>	
	Total
	%
PayPal	42
Apple Wallet	34
Venmo	33
CashApp	24
Google Wallet	17
Samsung Wallet	6
Other, please specify	2
None of these	24
Base: All respondents	2,035

WALLET2. [SHOW IF MORE THAN ONE OPTION IS SELECTED IN WALLET1. SHOW EACH RESPONSE OPTION IF IT IS SELECTED IN WALLET1, AND SHOW THEM IN THE SAME ORDER AS WALLET1. HOLD "I USE MORE THAN ONE DIGITAL WALLET, BUT I DON'T CONSIDER ANY ONE TO BE MY PRIMARY ONE" AT END.]

Do you consider one of these to be your <u>primary</u> digital wallet?	
	Total
	%
Apple Wallet	28
PayPal	19
Venmo	10
Google Wallet	9
CashApp	9
Samsung Wallet	3
The other digital wallet I mentioned	1
I use more than one digital wallet, but I don't consider any one to be my primary one	21
Base: Respondents who use more than one digital wallet	943

WALLET_INFO2. [SHOW IF ANY OPTION IS SELECTED AS PRIMARY IN WALLET2.]

For the rest of this section please answer only about your primary digital wallet.

WALLET3. [SHOW IF RESPONDENT INDICATES IN WALLET1 THAT THEY USE ANY DIGITAL WALLET. IF WALLET2 = "I USE MORE THAN ONE DIGITAL WALLET, BUT I DON'T CONSIDER ANY ONE TO BE MY PRIMARY ONE," QUESTION STEM SHOWS "WALLETS" INSTEAD OF "WALLET" AND THE RESPONSE OPTION "STORE MONEY IN IT" SHOWS AS "STORE MONEY IN THEM." RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER" AT END.]

Which of the following ways, if any, do you use your digital wallet?	
<i>Please select <u>all</u> that apply.</i>	
	Total
	%
Make purchases at online merchants	61
Send payments to friends and family	50
Make purchases in person at physical stores	38
Store electronic tickets to events	24
Reviewing transaction history	24
Store tickets for travel, such as airplane boarding passes or commuter tickets	23
Store money in it, that is, keep a balance	17
Store other documents or passes	16
Viewing receipts	13
Tracking orders	13
Other, please specify	2
Base: Respondents who use one or more digital wallets	1,546

WALLET4. [SHOW IF RESPONDENT INDICATES IN WALLET1 THAT THEY USE ANY DIGITAL WALLET. IF WALLET2 = "I USE MORE THAN ONE DIGITAL WALLET, BUT I DON'T CONSIDER ANY ONE TO BE MY PRIMARY ONE," QUESTION STEM SHOWS "WALLETS" INSTEAD OF "WALLET." ROTATE RESPONSE SCALE.]

How often do you use your digital wallet?	
	Total
	%
Every day	10
Not every day, but at least once a week	28
Not every week, but at least once a month	31
Less often than once a month, but I do use it occasionally	28
Never	3
Base: Respondents who use one or more digital wallets	1,542

WALLET5. [SHOW IF RESPONDENT INDICATES IN WALLET1 THAT THEY USE ANY DIGITAL WALLET. RANDOMIZE RESPONSE OPTIONS, KEEPING TOGETHER "VIEWING RECENT TRANSACTIONS" AND "TRACKING ORDERS AND DELIVERIES," AND HOLDING "OTHER" AT END. RESPONDENTS COULD SELECT UP TO THREE RESPONSES.]

What do you like the most about digital wallets?	
<i>Please select up to <u>three</u> responses.</i>	
	Total
	%
Convenience for purchases	51
Faster checkout process	41
Sending payments to friends and family, or splitting bills	34
It is more secure than using a physical card or cash	21
Storing tickets for travel, such as airplane boarding passes or commuter tickets	18
Storing electronic tickets to events	16
Viewing recent transactions in one place	12
Rewards or loyalty programs	7
Storing digital receipts	7
Tracking orders and deliveries in one place	6
Other, please specify	2
Base: Respondents who use one or more digital wallets	1,546

WALLET6. [SHOW IF RESPONDENT INDICATES IN WALLET1 THAT THEY USE ANY DIGITAL WALLET. RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER" AND "THERE IS NOTHING I DISLIKE" AT END IN THAT ORDER. "THERE IS NOTHING I DISLIKE" IS EXCLUSIVE. RESPONDENTS COULD SELECT UP TO THREE RESPONSES.]

What do you like the least about digital wallets?	
<i>Please select up to <u>three</u> responses.</i>	
	Total
	%
Security concerns - my payment information might be vulnerable to hacking or data breaches	42
Privacy concerns - the digital wallet company might share or sell my personal data or transaction history	36
It is not accepted everywhere I want to shop	30
If I have technical issues, such as if it glitches or if there is no WiFi, I would not be able to make my transaction	29
I might spend more than I would with other payment methods	14
I might lose track of my spending	13
It is somewhat complicated or confusing to use	7
Other, please specify	1
There is nothing I dislike about digital wallets	13
Base: Respondents who use one or more digital wallets	1,546

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