



American Experiences Survey:

A Nationally Representative Multi-Mode Survey

April 2024 Omnibus Results

Overview of Methodology

Each month, Consumer Reports fields the American Experiences Survey (AES) to track consumer attitudes and behaviors over time. April results are based on interviews conducted from April 5-15, 2024. This document includes the following sections of the omnibus survey for this month: additives in school food, snow driving, dusting, funerals, and cyber readiness/social media.

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 2,042 interviews, 1,942 by web mode and 100 by phone mode, 1,967 in English and 75 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 48 years old; 61% white, non-Hispanic; 35% 4-year college graduates; and 62% have a household income of \$50,000 or more.

The margin of error for results based on the total sample is +/-2.8 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 April omnibus contained five blocks of questions, one for each topic listed above. Respondents saw the blocks for additives in school food, snow driving, and dusting in a random order. The funerals block was always shown fourth, and the cyber readiness/social media block was always shown last.

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, April 2024

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ADDITIVES IN SCHOOL FOOD

SCHFD1. [RESPONDENTS WERE PROMPTED ONCE TO ANSWER IF THEY DID NOT DO SO INITIALLY.]

Are you a parent or caregiver of a K-8 school-aged child (that is, kindergarten through 8th grade)?

If you are a parent or caregiver but not the child's primary caregiver, please answer yes.

	Total
	%
Yes	29
No	71
Base: All respondents	2,041

SCHFD2. [SHOW IF SCHFD1 = "YES." RANDOMIZE GRID ITEMS AND ROTATE RESPONSE OPTIONS, HOLDING "NOT APPLICABLE" AT END.]

The U.S. federal guidelines for school meals emphasize whole grains, fruits, vegetables, and low-fat dairy products, and they put limits on sodium, saturated fat, trans fat, and calories. Many schools also have vending machines and other outlets where children can get snacks. There are currently no restrictions on additives or chemicals in any of the food available in schools.

How concerned are you, if at all, about each of the following additives or chemicals that may be used in food available in schools?

Pesticides	Total
	%
Very concerned	50
Somewhat concerned	24
Not too concerned	14
Not at all concerned	5
Not applicable	5
No response	2
Base: Parents and caregivers of a K-8 school-aged child	558
Pesticides, among those who gave a substantive response	Total
	%
Very concerned	53
Somewhat concerned	26
Not too concerned	15
Not at all concerned	6
Base: Parents and caregivers of a K-8 school-aged child who gave a substantive response	524

SCHFD2. [CONTINUED.]

Artificial sweeteners	Total
	%
Very concerned	34
Somewhat concerned	36
Not too concerned	18
Not at all concerned	6
Not applicable	3
No response	3
Base: Parents and caregivers of a K-8 school-aged child	558
Artificial sweeteners, among those who gave a substantive response	Total
	%
Very concerned	36
Somewhat concerned	38
Not too concerned	19
Not at all concerned	7
Base: Parents and caregivers of a K-8 school-aged child who gave a substantive response	530
Artificial colors and dyes	Total
	%
Very concerned	34
Somewhat concerned	32
Not too concerned	21
Not at all concerned	7
Not applicable	3
No response	3
Base: Parents and caregivers of a K-8 school-aged child	558
Artificial colors and dyes, among those who gave a substantive response	Total
	%
Very concerned	36
Somewhat concerned	34
Not too concerned	22
Not at all concerned	8
Base: Parents and caregivers of a K-8 school-aged child who gave a substantive response	531
Preservatives (such as BHA or potassium bromate)	Total
	%
Very concerned	32
Somewhat concerned	32
Not too concerned	22
Not at all concerned	8
Not applicable	3
No response	3
Base: Parents and caregivers of a K-8 school-aged child	558

SCHFD2. [CONTINUED.]

Preservatives, among those who gave a substantive response	Total
	%
Very concerned	34
Somewhat concerned	35
Not too concerned	23
Not at all concerned	8
Base: Parents and caregivers of a K-8 school-aged child who gave a substantive response	527
Artificial flavors	Total
	%
Very concerned	30
Somewhat concerned	34
Not too concerned	20
Not at all concerned	9
Not applicable	4
No response	4
Base: Parents and caregivers of a K-8 school-aged child	558
Artificial flavors, among those who gave a substantive response	Total
	%
Very concerned	32
Somewhat concerned	37
Not too concerned	21
Not at all concerned	9
Base: Parents and caregivers of a K-8 school-aged child who gave a substantive response	519

SNOW DRIVING

TIRE1. [RESPONDENTS ARE PROMPTED ONCE TO RESPOND IF THEY DO NOT DO SO INITIALLY.]

Do you currently drive a vehicle at least once a month?	
	Total
	%
Yes	92
No	8
Base: All respondents	2,041

TIRE2. [SHOW IF TIRE1 = "YES."]

Do you currently live in an area where it sometimes snows?	
	Total
	%
Yes	70
No	30
Base: Respondents who drive at least once a month	
	1,863

TIRE3. [RESPONDENTS ARE PROMPTED TWICE TO RESPOND IF THEY DO NOT DO SO INITIALLY. SHOW IF TIRE1 = "YES." RESPONSE OPTIONS SHOWN IN THE FOLLOWING ORDER: "YES, I HAVE CHANGED MY TIRES," "NO, BUT I HAVE ADDED CHAINS," "NO, I HAVE NOT CHANGED ANYTHING," "DON'T REMEMBER."]

In the past <u>12 months</u> , have you changed the tires on any of your vehicles to snow or "winter" tires?	
	Total
	%
No, I have not changed anything about my tires for winter weather	79
Yes, I have changed my tires	17
No, but I have added chains to my tires for winter weather	3
Don't remember	2
Base: Respondents who drive at least once a month	
	1,879

TIRE4. [SHOW TIRE4 AND TIRE5 IN RANDOM ORDER. SHOW IF TIRE1 = "YES." ROTATE RESPONSE OPTIONS.]

In the past 12 months, how often have you driven on <u>snow-covered roads</u>?	
<i>This means there was snow on the road, not that the road was just wet.</i>	
	Total
	%
Never	32
Once or twice	26
More than once or twice, but not often	20
Regularly during the snowy season	23
Base: Respondents who drive at least once a month	1,859
<i>Among those who have not changed anything about their tires for winter weather</i>	
	Total
	%
Never	35
Once or twice	27
More than once or twice, but not often	19
Regularly during the snowy season	19
Base: Respondents who drive at least once a month and have not changed anything about their tires for winter weather	1,518

TIRE5. [SHOW TIRE4 AND TIRE5 IN RANDOM ORDER. SHOW IF TIRE1 = "YES." ROTATE RESPONSE OPTIONS.]

In the past 12 months, how often have you driven on <u>icy roads</u>?	
<i>This means your tires were going over ice. We are not asking about driving in snow or slush.</i>	
	Total
	%
Never	33
Once or twice	32
More than once or twice, but not often	18
Regularly during the snowy season	16
Base: Respondents who drive at least once a month	1,866
<i>Among those who have not changed anything about their tires for winter weather</i>	
	Total
	%
Never	37
Once or twice	32
More than once or twice, but not often	17
Regularly during the snowy season	14
Base: Respondents who drive at least once a month and have not changed anything about their tires for winter weather	1,523

DUSTING

DUST1. [RESPONDENTS ARE PROMPTED ONCE TO RESPOND IF THEY DO NOT DO SO INITIALLY. ROTATE RESPONSE OPTIONS. IF "NEVER" IS SELECTED, SKIP TO THE NEXT BLOCK.]

About how often do you (or someone else) do any dusting in your home, on average?	
	Total
	%
More than once a week	10
About once a week	28
Every couple of weeks	21
About once a month	16
Every few months	12
Less often than every few months, but not never	9
Never	2
Base: All respondents	2,039

DUST2. [SHOW IF RESPONDENT INDICATED IN DUST1 THAT THEY OR SOMEONE ELSE EVER DUSTS IN THEIR HOME. RANDOMIZE RESPONSE OPTIONS, HOLDING TOGETHER "TO PROTECT RESPIRATORY HEALTH," "TO REDUCE ALLERGENS," AND "TO ADDRESS OTHER HEALTH CONCERNS" IN THAT ORDER, AND HOLDING "OTHER" AT END.]

Why do you (or someone else) dust in your home?	
Select <u>all</u> that apply.	
	Total
	%
To keep my home clean	84
To improve my home's appearance	67
To reduce allergens, such as pollen	55
To protect respiratory health	48
Because I was taught that it is important	31
To address other health concerns	13
To reduce fire hazard	6
Other	1
Base: Respondents whose home ever gets dusted	1,991

DUST3. [SHOW IF RESPONDENT INDICATED IN DUST1 THAT THEY OR SOMEONE ELSE EVER DUSTS IN THEIR HOME. RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER" AT END.]

What type of dusting cloth do you (or someone else) use <u>most often</u> to dust in your home?	
Select <u>all</u> that apply.	
	Total
	%
Swiffer or a similar duster	49
Microfiber cloth or duster	49
Cloth rag	43
Paper towel	28
Feather duster	20
Electrostatic cloth or duster	11
Lambswool cloth or duster	4
Other	2
Base: Respondents whose home ever gets dusted	1,991

DUST4. [SHOW IF RESPONDENT INDICATED IN DUST1 THAT THEY OR SOMEONE ELSE EVER DUSTS IN THEIR HOME. RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER" AND "NONE OF THESE" AT END IN THAT ORDER. "NONE OF THESE" IS EXCLUSIVE.]

What do you (or someone else) usually use with your dusting cloth to help pick up dust?	
Select <u>all</u> that apply.	
	Total
	%
A dusting spray or furniture polish	46
An all-purpose cleaner or another cleaning product that is not specifically for dusting	33
Water	26
Natural cleaning solutions like vinegar	18
Other	2
None of these, I dust dry	18
Base: Respondents whose home ever gets dusted	1,991

FUNERALS

FUNERAL_INTRO.

The next set of questions will be about funeral planning.

FUNERAL1. [RESPONDENTS ARE PROMPTED ONCE TO RESPOND IF THEY DO NOT DO SO INITIALLY. ROTATE RESPONSE OPTIONS.]

Have you ever planned ahead for your own or someone else's funeral?

For example, this could include choosing a funeral home or determining the type of burial, among other elements.

	Total
	%
No	50
No, but I am planning to	22
Yes	29
Base: All respondents	2,042

FUNERAL2. [SHOW IF FUNERAL1 = "YES." RANDOMIZE GRID ITEMS AND ROTATE RESPONSE OPTIONS.]

Have you ever paid in advance for any of the following elements for your own or someone else's funeral?

<i>Burial plot or space</i>	Total
	%
Yes	43
No, but I am planning to	9
No	49
Base: Respondents who have planned ahead for a funeral	617
<i>Funeral home services</i>	Total
	%
Yes	39
No, but I am planning to	11
No	51
Base: Respondents who have planned ahead for a funeral	621
<i>Casket</i>	Total
	%
Yes	27
No, but I am planning to	10
No	62
Base: Respondents who have planned ahead for a funeral	618

FUNERAL3. [RESPONSE OPTIONS SHOWN IN THIS ORDER: "BURIAL (WITHOUT CREMATION)," "CREMATION WITH BURIAL," "CREMATION WITH OTHER ARRANGEMENTS," "CREMATION WITH A COMBINATION," "OTHER," "UNSURE."]

What type of arrangements do you plan to choose for yourself as part of your end-of-life plan?	
	Total
	%
Cremation with other arrangements, like spreading ashes in a favorite place or having them kept by loved ones	35
Burial (without cremation)	24
Cremation with burial or other placement in a cemetery	12
Cremation with a combination of burial and other arrangements	5
Other	3
Unsure	22
Base: All respondents	2,019

FUNERAL4. [SHOW IF RESPONDENT SELECTS ANY OPTION IN FUNERAL3 OTHER THAN "UNSURE." RANDOMIZE RESPONSE OPTIONS, HOLDING "MY FAMILY DOES NOT HAVE A SPECIFIC TRADITION" AT END.]

Are your chosen end-of-life arrangements considered a traditional practice for your family or background?	
	Total
	%
No, it is not traditional	30
Yes, it is traditional	29
My family does not have a specific tradition for end-of-life arrangements	41
Base: Respondents who know what type of end-of-life arrangements they plan to choose for themselves	1,583

FUNERAL5.

Do you currently have insurance coverage for yourself or your partner for burial or funeral expenses?	
This is sometimes called final expense insurance or end-of-life insurance.	
	Total
	%
Yes	29
No	71
Base: All respondents	2,017

FUNERAL6.

Are you currently responsible for any ongoing costs for the maintenance of someone else's grave?	
	Total
	%
Yes	8
No	92
Base: All respondents	2,021

FUNERAL_INFO.

The following question is about any funeral arrangements you have made.

This could include funerals you have planned in advance or funerals you have planned that have occurred.

FUNERAL7. [RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER" AND "I WAS NOT SURPRISED BY ANY FUNERAL COSTS" AT END IN THAT ORDER. "I WAS NOT SURPRISED BY ANY FUNERAL COSTS" IS EXCLUSIVE.]

If you have planned a funeral within the last 5 years, which, if any, of the following costs were you surprised by?

Select all that apply.

	Total
	%
Not applicable, I have not planned a funeral in the last 5 years	61
I was not surprised by any funeral costs	14
The funeral home services	11
The casket or urn	11
The burial, the cremation, or other final arrangements	9
The headstone or grave marker	9
Paperwork, like death certificates or tax documents	9
The burial plot or urn space	7
Publishing the obituary	7
Transportation of the remains of the deceased	5
Payment to the place of worship or presiding religious officiant	4
Other	1
No response	3
Base: All respondents	2,042
Among those who have planned a funeral within the past 5 years	
	Total
	%
I was not surprised by any funeral costs	36
The funeral home services	28
The casket or urn	27
The burial, the cremation, or other final arrangements	24
The headstone or grave marker	23
Paperwork, like death certificates or tax documents	23
The burial plot or urn space	18
Publishing the obituary	17
Transportation of the remains of the deceased	13
Payment to the place of worship or presiding religious officiant	11
Other	2
No response	8
Base: Respondents who have planned a funeral within the past 5 years	800

CYBER READINESS/SOCIAL MEDIA

CYBER1. [RESPONDENTS ARE PROMPTED ONCE TO RESPOND IF THEY DO NOT DO SO INITIALLY.]

Do you currently use any social media? These are websites or apps such as Facebook, Instagram, X (formerly Twitter), TikTok, SnapChat, Pinterest, or Reddit.

By "use," we mean look at them at least once every two weeks.

	Total
	%
Yes	83
No	17
Base: All respondents	2,040

CYBER2. [RANDOMIZE RESPONSE OPTIONS, HOLDING TOGETHER "IMESSAGE" AND "GOOGLE MESSAGES" IN THAT ORDER, AND HOLDING "ANOTHER ENCRYPTED MESSAGING APP" AND "NONE OF THESE" AT END IN THAT ORDER. "NONE OF THESE" IS EXCLUSIVE.]

The following apps use digital encryption to protect your communications and keep them private. Which, if any, of these apps do you use to communicate with other people?

Select all that apply.

	Total
	%
Facebook Messenger	60
iMessage (the default Messages app on iPhones)	39
WhatsApp	25
Google Messages (the default Messages app on Android phones)	22
Signal	4
Wire	1
Threema	0.4
Another encrypted messaging app	2
None of these	14
Base: All respondents	2,042

CYBER3. [SHOW IF CYBER1 = "YES." RANDOMIZE RESPONSE OPTIONS, HOLDING TOGETHER "BOUGHT A PRODUCT BY CLICKING THROUGH AN AD" AND "BOUGHT A PRODUCT THROUGH A SOCIAL MEDIA PLATFORM" TOGETHER IN RANDOM ORDER, AND HOLDING "I HAVE NOT EXPERIENCED ANY OF THESE" AT END. "I HAVE NOT EXPERIENCED ANY OF THESE" IS EXCLUSIVE.]

Have you had any of the following experiences on any social media site or app in the past 12 months?

Select all that apply.

	Total
	%
Received friend requests on social media from people you don't know	67
Received direct messages on social media that seemed to be part of a scam or fraud attempt	48
Received direct messages on social media from people you don't know	47
Bought a product by clicking through an ad on social media	22
Bought a product through a social media platform like Facebook Marketplace or NextDoor	21
Responded to requests for donations that came directly from an organization on social media (not including requests that came from your friends, like Facebook birthday fundraisers)	7
I have not experienced any of these in the past 12 months	15
Base: Respondents who use any social media	1,697

CYBER4. [RESPONDENTS ARE PROMPTED ONCE TO RESPOND IF THEY DO NOT DO SO INITIALLY.]

A cyberattack or digital scam is when bad actors use technology to harm, steal from, or deceive people over the internet. This can include hacking into systems to access private data, tricking people into revealing personal information, spreading viruses, or using any deceptive tactics to commit a crime.

Have you ever personally encountered a cyberattack or a digital scam attempt?

	Total
	%
Yes	46
No	54
Base: All respondents	2,040

CYBER5. [SHOW IF CYBER4 = "YES."]

Have you ever lost money to a cyberattack or a digital scam?	
	Total
	%
Yes	19
No	81
Base: Respondents who have personally encountered a cyberattack or a digital scam attempt	
	967

CYBER_INFO1. [SHOW IF CYBER5 = "YES."]

We're very sorry to hear it. The next few questions will be about the attack or scam that you experienced (or the most recent one, if you have had more than one). Your answers will help us learn about how to prevent scams in the future, but if any questions feel too sensitive you don't have to answer.

CYBER_INFO2. [SHOW IF CYBER4 = "YES."]

If you have encountered more than one cyberattack or digital scam, please answer the next few questions about the most recent one that you experienced.

CYBER6. [SHOW IF CYBER4 = "YES." RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER" AND "UNSURE" AT END IN THAT ORDER.]

What type of platform did the cyberattack or scam begin on?	
	Total
	%
Email	30
Social media	23
A text message or messaging app like iMessage, WhatsApp, or Facebook Messenger	20
A phone call	9
A dating app or website	3
Other, please specify	7
Unsure	9
Base: Respondents who have personally encountered a cyberattack or a digital scam attempt	
	958

CYBER7. [SHOW IF CYBER4 = "YES." RANDOMIZE RESPONSE OPTIONS, HOLDING TOGETHER "IMPERSONATING SOMEONE YOU KNOW" AND "IMPERSONATING A FAMOUS PERSON" IN RANDOM ORDER, AND HOLDING TOGETHER "PRETENDING TO BE TECH SUPPORT" AND "PRETENDING TO BE YOUR BANK OR CREDIT CARD COMPANY" IN RANDOM ORDER. HOLD "OTHER" AT END.]

Which, if any, of the following methods did the attack or scam use?	
<i>Select all that apply.</i>	
	Total
	%
Phishing, where scammers trick you into giving them your personal information like a password or a credit card number	38
Pretending to be your bank or credit card company	27
Pretending to be tech support	27
Impersonating someone you know	17
Catfishing, where scammers use a fake identity to get into a relationship with you	16
Ransomware, where criminals lock up your files and demand a ransom to unlock them	7
Stalkerware or spyware, that is, monitoring software secretly installed on your device to allow someone to access your calls and text messages, or track your location	5
Impersonating a famous person	4
SIM swapping, where criminals get your phone number assigned to their device and use it, for example, to sign in to your bank account or other sensitive accounts	3
Deepfake video	2
Other	12
No response	3
Base: Respondents who have personally encountered a cyberattack or a digital scam attempt	968

CYBER8. [SHOW IF CYBER4 = "YES." RANDOMIZE RESPONSE OPTIONS, HOLDING "YES, ANOTHER TYPE OF ACCOUNT" AND "NO" AT END IN THAT ORDER. "NO" IS AN EXCLUSIVE RESPONSE.]

Have you ever had one of your online accounts hacked or taken over by a scammer?	
<i>Select all that apply.</i>	
	Total
	%
No	65
Yes, a social media account	22
Yes, an email account	11
Yes, another type of account	5
Base: Respondents who have personally encountered a cyberattack or a digital scam attempt	968

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