



American Experiences Survey:

A Nationally Representative Multi-Mode Survey

May 2024 Omnibus Results

Overview of Methodology

Each month, Consumer Reports fields the American Experiences Survey (AES) to track consumer attitudes and behaviors over time. May results are based on interviews conducted from May 9 – 20, 2024. This document includes the following sections of the omnibus survey for this month: cybersecurity practices, the dietary supplement Prevagen, treadmill subscriptions, home solar panels, “old” technology in the home, renters insurance, and companies’ use of AI/algorithmic decision making.

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 2,022 interviews, 1,915 by web mode and 107 by phone mode, 1,943 in English and 79 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 47 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 +/-2.72 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 May omnibus contained seven blocks of questions, one for each topic listed above, as well as a single question about homeownership. Respondents always saw that question first and the AI block last, with the rest of the blocks in a random order. The solar panels and treadmill subscriptions blocks were kept together in no particular order in that randomization.

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.

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.

Prepared by CR Survey Research Department, May 2024

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Survey Notes for Monthly Trends

May 2023 results are based on interviews conducted from May 5-16, 2023 with a nationally representative sample of 2,000 US adults.

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

HOUSING

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

Share with us a little about where you live. Are your living quarters...	
	Total
	%
Owned or being bought by you or someone in your household	69
Rented for cash	28
Occupied without payment of cash rent	3
Base: All respondents	2,019

CYBERSECURITY

CYBERINTRO.

This section is about online activities when using technology. For all questions in this section, please answer for what you do on your personal devices, not computers or phones you may use for work.

CYBER1. [RESPONDENTS ARE PROMPTED TO RESPOND IF THEY DO NOT DO SO INITIALLY. RANDOMIZE GRID ITEMS ACROSS TWO SCREENS.]

Below are things people might do to protect their privacy or personal data when using technology. For each item, please select if it is something that you currently do.

When it comes to your passwords, do you....

You can pick "Yes" or "No," but if a particular statement does not apply--such as if you do not have a smartphone or do not use the internet--please answer with "not applicable."

	MAY 2024 AES	MAY 2023 AES
	Total	Total
<i>Use a strong password, often defined as at least 8 characters long, including upper and lowercase letters, numbers and symbols, to access your home WiFi network</i>	MAY 2024 AES	MAY 2023 AES
	%	%
Yes	85	82
No	11	14
Not applicable	4	5
Base: All respondents	2,020	1,973
<i>Require a password, PIN, or other method, such as touch or face ID, to unlock your smartphone</i>	MAY 2024 AES	MAY 2023 AES
	%	%
Yes	83	79
No	14	16
Not applicable	4	6
Base: All respondents	2,018	1,976
<i>Use multi-factor authentication, a feature that requires a password plus another piece of information to log in to any of your online accounts</i>	MAY 2024 AES	MAY 2023 AES
	%	%
Yes	77	73
No	20	23
Not applicable	3	5
Base: All respondents	2,020	1,969
<i>Use a unique password across your different accounts</i>	MAY 2024 AES	MAY 2023 AES
	%	%
Yes	63	64
No	34	31
Not applicable	3	5
Base: All respondents	2,015	1,968

CYBER1. [CONTINUED]

<i>Change default passwords on devices, such as routers, modems, "smart" appliances, and so on</i>	MAY 2024 AES	MAY 2023 AES
	%	%
Yes	57	54
No	36	37
Not applicable	7	9
Base: All respondents	2,019	1,972
<i>Use a password manager that automatically creates and stores a very strong password for each of your online accounts</i>	MAY 2024 AES	MAY 2023 AES
	%	%
Yes	34	35
No	62	60
Not applicable	4	5
Base: All respondents	2,017	1,978

CYBER2. [RANDOMIZE GRID ITEMS ACROSS TWO SCREENS.]

People might also install software, apps, or browser extensions to protect their privacy or personal data when using technology. For each item, please select if it is something that you currently have installed on the personal device you use the most.

When it comes to privacy protection tools installed on your device, do you . . .

Please respond for everything that is installed on the device you use the most, whether you personally installed it or not.

If you do not know if it is installed or not, please select "Unsure."

	Total MAY 2024 AES	Total MAY 2023 AES
<i>Implement software updates as soon as they are available</i>	%	%
Yes	68	64
No	22	23
Not applicable	3	4
Unsure	7	9
Base: All respondents	2,015	1,978
<i>Have software that prevents malware or viruses, like Norton or McAfee</i>	MAY 2024 AES	MAY 2023 AES
	%	%
Yes	52	53
No	34	29
Not applicable	3	5
Unsure	12	13
Base: All respondents	2,010	1,981
<i>Have a firewall</i>	MAY 2024 AES	MAY 2023 AES
	%	%
Yes	41	44
No	31	27
Not applicable	3	5
Unsure	25	24
Base: All respondents	2,009	1,968

CYBER2. [CONTINUED]

<i>Have a "virtual private network," or VPN, for accessing the internet</i>	MAY 2024 AES	MAY 2023 AES
	%	%
Yes	31	31
No	50	49
Not applicable	3	5
Unsure	17	15
Base: All respondents	2,011	1,980
<i>Have a browser extension that blocks trackers, like Privacy Badger or uBlock Origin</i>	MAY 2024 AES	MAY 2023 AES
	%	%
Yes	24	25
No	51	49
Not applicable	3	6
Unsure	22	21
Base: All respondents	2,017	1,977
<i>Have identity theft protection services, like Experion, Aura, or LifeLock</i>	MAY 2024 AES	MAY 2023 AES
	%	%
Yes	27	25
No	61	58
Not applicable	3	5
Unsure	9	11
Base: All respondents	2,013	1,977
<i>Have software like BitLocker or FileVault to encrypt files on your device so no one else can use them</i>	MAY 2024 AES	MAY 2023 AES
	%	%
Yes	10	11
No	72	68
Not applicable	4	7
Unsure	14	14
Base: All respondents	2,012	1,975

CYBER3. [RANDOMIZE GRID ITEMS ACROSS TWO SCREENS.]

Finally, here is a list of actions people might take to protect their privacy or personal data when using technology. For each item, please select if it is something that you currently do.

Do you . . .

You can pick "Yes" or "No," but if a particular statement does not apply--such as if you do not have a smartphone or do not use the internet--please answer with "not applicable."

	Total MAY 2024 AES	Total MAY 2023 AES
<i>Avoid clicking links in texts from people you don't know</i>	%	%
Yes	91	87
No	5	8
Not applicable	3	5
Base: All respondents	2,003	1,974
<i>Avoid clicking links in emails from people you don't know</i>	MAY 2024 AES	MAY 2023 AES
	%	%
Yes	91	87
No	6	8
Not applicable	3	5
Base: All respondents	2,009	1,966

CYBER3. [CONTINUED]

Delete or choose to not install apps on your smartphone if you think they collect too much personal information or do not protect it adequately	MAY 2024 AES	MAY 2023 AES
	%	%
Yes	80	77
No	15	16
Not applicable	5	7
Base: All respondents	1,997	1,969
Adjust your smartphone settings to only allow an app access to your location while you are using the app	MAY 2024 AES	MAY 2023 AES
	%	%
Yes	79	76
No	15	16
Not applicable	6	8
Base: All respondents	2,000	1,961
Set permissions for apps on your smartphone to block access to things like your camera, location or contacts if they aren't needed for the app to function	MAY 2024 AES	MAY 2023 AES
	%	%
Yes	75	74
No	19	19
Not applicable	6	7
Base: All respondents	2,007	1,954
Block or routinely delete some or all cookies on your web browser	MAY 2024 AES	MAY 2023 AES
	%	%
Yes	67	67
No	28	27
Not applicable	5	6
Base: All respondents	2,007	1,956
Adjust the privacy settings in your web browser	MAY 2024 AES	MAY 2023 AES
	%	%
Yes	58	59
No	37	34
Not applicable	5	7
Base: All respondents	2,001	1,963
Use "private" or "incognito" mode on your web browser when you want to keep your browsing or search history from being saved or seen by others	MAY 2024 AES	MAY 2023 AES
	%	%
Yes	53	53
No	40	40
Not applicable	7	7
Base: All respondents	2,000	1,962
Review security settings at least once every six months	MAY 2024 AES	MAY 2023 AES
	%	%
Yes	44	44
No	51	51
Not applicable	5	5
Base: All respondents	2,004	1,958
Encrypt your hard drive	MAY 2024 AES	MAY 2023 AES
	%	%
Yes	19	19
No	68	67
Not applicable	12	15
Base: All respondents	1,988	1,936

CYBER1B. [SHOW IF 'USE MULTI-FACTOR AUTHENTICATION' SELECTED IN CYBER1. RANDOMIZE RESPONSE OPTIONS, HOLDING 'OTHER, PLEASE SPECIFY' AT END.]

You said that you use multi-factor authentication for at least one of your online accounts. Which, if any, of the following types of multi-factor authentication do you use?

Select all that apply.

	MAY 2024 AES	MAY 2023 AES
	Total	Total
	%	%
SMS or text-based: you get a code texted to you that you enter to log in	83	82
Multi-factor authentication apps, like Google Authenticator or Duo Mobile	54	50
Phone call authentication, that is, you get a call and answer or press a particular key to log in	25	26
Physical security key: you plug in a USB-c or other small device when logging on	5	6
Other, please specify	1	2
Base: Respondents who use multi-factor authentication on a personal device	1,591	1,434

CYBER4. [ROTATE RESPONSE SCALE.]

How confident are you that your personal data, such as social security number, health history, and financial information, is private and not distributed without your knowledge?

	MAY 2024 AES	MAY 2023 AES	JUNE 2022 AES
	Total	Total	Total
	%	%	%
Very confident	8	10	7
Somewhat confident	45	46	45
Not too confident	32	31	34
Not confident at all	15	13	14
Base: All respondents	2,011	1,986	2,097

PREVAGEN

PREV1. [RESPONDENTS ARE PROMPTED TO RESPOND IF THEY DO NOT DO SO INITIALLY.]

Have you ever heard of the dietary supplement Prevagen?	
	Total
	%
I have heard about it and know what it is for	15
I recognize the name, but do not know what it does	28
I have never heard of it	48
Unsure	9
Base: All respondents	2,021

PREV2. [SHOW IF PREV1 = 'I HAVE HEARD ABOUT IT AND KNOW WHAT IT IS FOR' OR 'I RECOGNIZE THE NAME, BUT DO NOT KNOW WHAT IT DOES.' RANDOMIZE RESPONSE OPTIONS, HOLDING 'OTHER' AND 'UNSURE' AT END IN THAT ORDER. 'UNSURE' WAS EXCLUSIVE.]

You said that you have heard of Prevagen. In which, if any, of the following ways did you learn about it?	
	Total
	%
<i>Select <u>all</u> that apply.</i>	
An ad on TV, in print, or online	78
Social media, such as Facebook, X (formerly Twitter), or Instagram	14
A friend or family member	9
A news story	8
A doctor or other medical professional	3
Other, please specify	1
Base: Respondents who have heard of Prevagen	898

PREV3. [SHOW IF PREV1 = 'I HAVE HEARD ABOUT IT AND KNOW WHAT IT IS FOR' OR 'I RECOGNIZE THE NAME, BUT DO NOT KNOW WHAT IT DOES.']

Have you ever taken Prevagen?	
	Total
	%
Yes	4
No	94
Unsure	2
Base: Respondents who have heard of Prevagen	898

TREADMILL SUBSCRIPTIONS

TS1. [RESPONDENTS ARE PROMPTED TO RESPOND IF THEY DO NOT DO SO INITIALLY.]

Do you own a treadmill that you or someone in your household use at home?	
<i>Please respond only for a full-sized treadmill, not a "walking pad treadmill" with no handlebars that you might use under a desk.</i>	
	Total
	%
Yes	25
No	75
Base: All respondents	2,022

TS2. [SHOW IF TS1 = 'YES.']

Some treadmills are designed to be used with a monthly subscription to programs like iFit, Echelon Fit, or Peloton, which offer on-demand workouts, streaming lessons, or interactive workout programs. These treadmills usually have a large tablet-like touchscreen built in. For some treadmills, you have to have a particular subscription for all the functions on your treadmill to work.	
Which of the following <u>best</u> describes your situation?	
	Total
	%
My treadmill is <u>not</u> designed to be used with subscription to a service providing on-demand workouts	76
My treadmill is designed to be used with a subscription to a service providing on-demand workouts and I <u>do not</u> have that subscription	11
My treadmill is designed to be used with a subscription to a service providing on-demand workouts and I <u>have</u> that subscription	9
I am <u>not sure</u> whether my treadmill is designed to be used with a subscription to a service providing on-demand workouts	4
Base: Respondents with treadmills	489

SOLAR PANELS

[SHOW SECTION IF HOUSING = 'OWNED OR BEING BOUGHT BY YOU OR SOMEONE IN YOUR HOUSEHOLD.']

SOLAR_INFO.

This section will ask about solar panels.

Here, we are only interested in large solar panels, such as those installed on a roof or mounted in a yard, that create electricity you can use in your home or feed back into the electric grid.

We are NOT interested in smaller solar-powered devices, such as outdoor lights that are solar powered.

SOLAR1. [RESPONDENTS ARE PROMPTED TO RESPOND IF THEY DO NOT DO SO INITIALLY.]

Do you have solar panels installed in your current home?

If you live in an apartment or condominium complex that has solar panels, please say no.

	Total
No	90
Yes, I had them installed	8
Yes, they were there when I moved in	2
Base: Respondents who own their homes	1,386

SOLAR2. [SHOW IF SOLAR1 = 'YES, I HAD THEM INSTALLED.']

You said that you have had solar panels installed in your current home. How long ago did you have that done?

	Total
	%
Recently, in 2023 or 2024	19
In 2022	22
In 2021	9
In 2020	18
In 2019	5
Between 2015 and 2018	16
Between 2010 and 2014	6
Before 2010	2
Don't recall	3
Base: Respondents who had solar panels installed in their current home	105

SOLAR3. [SHOW IF SOLAR1 = EITHER 'YES.']

<p>You said you have solar panels installed on your home. Solar panels can be connected to solar generators or batteries which store power for later use, like a backup generator. Examples are the Hysolis Apollo or the Tesla Powerwall.</p> <p>Is your solar panel array connected to anything like that?</p>	
	Total
	%
Yes	20
No	68
Unsure	13
Base: Respondents who own their homes and have solar panels	128
<p><i>[Rebased out of all Americans]</i></p>	
	Total
	%
<i>[Do not have solar panels and/or do not own their homes]</i>	93
Yes	1
No	5
Unsure	1
Base: All respondents	2,022

OLD TECHNOLOGY

OT_INFO.

The following section is about types of technology that some people may consider old or outdated. Please respond thinking only about things you use in your home or personal life, instead of at work or when visiting others.

OT1. [RANDOMIZE RESPONSE OPTIONS, HOLDING 'NONE OF THESE' AT END. 'NONE OF THESE' WAS EXCLUSIVE.]

Below are some types of audio media that some people might consider old or outdated. Which, if any, have you used at home in the past year?

Select all that apply.

	Total
	%
CDs	45
Vinyl records	21
Digital music player like an iPod or Zune that can <i>only</i> play audio files--not a phone or tablet used mostly for music	20
Cassette tapes	15
Eight-track tapes	5
Reel-to-reel tape	4
None of these	41
Base: All respondents	2,022

OT2. [RANDOMIZE RESPONSE OPTIONS, HOLDING 'NONE OF THESE' AT END. 'NONE OF THESE' WAS EXCLUSIVE.]

Below are some types of visual media that some people might consider old or outdated. Which, if any, have you used at home in the past year?

Select all that apply.

	Total
	%
DVDs or Blu-Rays	49
VHS tapes	15
Classic videogame systems that came out before 2000, like the NES or GameBoy	14
Film camera	9
Videocamera or camcorder--that is, a video recorder that uses some kind of cassette tape	9
TiVo or other digital video recorder as a separate device, not integrated into a cable box	4
Slide projector for physical film slides	4
Laserdisc	3
None of these	40
Base: All respondents	2,022

OT3. [RANDOMIZE RESPONSE OPTIONS, HOLDING 'NONE OF THESE' AT END. 'NONE OF THESE' WAS EXCLUSIVE.]

Below are some pieces of home office equipment that some people might consider old or outdated. Which, if any, have you used at home in the past year?

As a reminder, please answer only for technology you have used at home, not at work.

Select all that apply.

	Total
	%
Landline phone	24
CDs used to install a program or back up data, such as CD-ROM, CD-R, or CD+R	15
Fax machine	11
Answering machine as a separate device, not integrated into a phone	7
Typewriter	5
Rolodex	5
Microcassette recorder	5
Floppy disks	4
Pager	4
Dot matrix printer	2
None of these	54
Base: All respondents	2,022

RENTERS INSURANCE

RENT2. [SHOW IF HOUSING = 'RENTED FOR CASH.' RESPONDENTS ARE PROMPTED TO RESPOND IF THEY DO NOT DO SO INITIALLY.]

Do you or someone in your household have renters insurance?	
<i>Renters insurance reimburses renters if their possessions are damaged or stolen and provides liability coverage if someone gets hurt in their rental home.</i>	
	Total
	%
Yes	49
No	44
Unsure	7
Base: Respondents who rent their home	572

RENT3. [SHOW IF RENT2 = 'YES:']

You said that your household has renters insurance. How much do you pay on the <u>annual</u> premium for your renters insurance policy?	
	Total
	%
Less than \$100	26
\$100 to less than \$200	39
\$200 to less than \$300	13
\$300 to less than \$400	5
\$400 or more	3
Unsure	14
Base: Respondents with renters insurance	306

RENT4. [SHOW IF RENT2 = 'YES.' RANDOMIZE RESPONSE OPTIONS, HOLDING 'AN INSURANCE COMPANY I CURRENTLY HAVE ANOTHER TYPE OF INSURANCE WITH,' 'OTHER INSURANCE COMPANY WEBSITES,' 'OTHER INSURANCE AGENT OR BROKER,' 'OTHER, PLEASE SPECIFY,' AND 'NONE OF THESE' AT END, IN THAT ORDER. 'NONE OF THESE' WAS EXCLUSIVE.]

Think about the last time you were shopping for renters insurance. Which, if any, of the following types of information sources did you use?

Select all that apply.

	Total
	%
An insurance company I currently have another type of insurance with	40
Friends and family	24
Search engines like Google, Bing, or Yahoo	23
Management office for your apartment or condo	17
Renter insurance review website	14
Financial advice websites like Nerdwallet or Credit Karma	6
Nonprofit consumer advocacy organizations like Consumer Reports or AARP	5
Other insurance agent or broker	4
Other insurance company websites	3
Other, please specify	2
None of these	10
Base: Respondents with renters insurance	308

RENT5. [SHOW IF RENT2 = 'YES.']

How helpful, if at all, would it be to have insurance company ratings or recommendations from a nonprofit consumer advocacy group the next time you have to purchase renters insurance?

	Total
	%
Very helpful	35
Somewhat helpful	56
Not too helpful	6
Not helpful at all	3
Base: Respondents with renters insurance	304

AI/ALGORITHMIC DECISION MAKING

AI_INFO.

Many businesses and other organizations use computer programs to help them make decisions, including about the products and services they provide to consumers. These programs are sometimes called algorithms and sometimes artificial intelligence (AI), depending on their underlying mechanisms and capabilities.

AI1. [ROTATE 'GOOD' AND 'BAD' IN QUESTION STEM AND ROTATE RESPONSE SCALE TO MATCH, KEEPING 'UNSURE' AT END.]

If a company uses AI or computer algorithms to make decisions about what products or services to offer customers, overall would you view this as a good or bad thing, or are you unsure?

	Total
	%
Mostly good	7
Somewhat good	27
Somewhat bad	20
Mostly bad	12
Unsure	34
Base: All respondents	2,013

AI2. [ROTATE RESPONSE SCALE. DISPLAY THE CENTER POINT AS 'NEITHER SUPPORT NOR OPPOSE' IF 'STRONGLY SUPPORT IT' SHOWS FIRST AND 'NEITHER OPPOSE NOR SUPPORT' IF 'STRONGLY OPPOSE IT' SHOWS FIRST.]

Online retailers are in the practice of selling the same goods and services at different prices, depending on things like your income, home address, age, credit rating, browsing history and other personal information. This can result in someone being charged more or less than the standard retail price, depending on the AI program or algorithm used. How do you feel about this practice?

	Total
	%
Strongly support it	2
Somewhat support it	5
Neither support nor oppose	26
Somewhat oppose it	19
Strongly oppose it	47
Base: All respondents	2,004

A13. RANDOMIZE GRID ITEMS ACROSS TWO SCREENS. ROTATE 'COMFORTABLE' AND 'UNCOMFORTABLE' IN QUESTION STEM AND ROTATE RESPONSE SCALE TO MATCH, KEEPING 'UNSURE' AT END.]

For each of the following, please tell us how comfortable, or uncomfortable, you would be allowing AI or computer algorithms to make these decisions.	
	Total
After submitting a video of yourself answering preselected questions as part of a job interview process, allowing AI or algorithms to screen your interview by grading your responses and in some cases facial movements	
	%
Very comfortable	5
Somewhat comfortable	12
Somewhat uncomfortable	27
Very uncomfortable	45
Unsure	10
Base: All respondents	2,007
Allowing banks to use AI or algorithms to determine if you qualify for a personal loan	
	%
Very comfortable	5
Somewhat comfortable	19
Somewhat uncomfortable	27
Very uncomfortable	39
Unsure	10
Base: All respondents	2,003
Using AI or algorithms to screen you as a potential tenant in an apartment, condo, or senior community	
	%
Very comfortable	5
Somewhat comfortable	16
Somewhat uncomfortable	30
Very uncomfortable	39
Unsure	10
Base: All respondents	2,006
Using AI or algorithms in video surveillance systems to identify you using facial recognition	
	%
Very comfortable	7
Somewhat comfortable	24
Somewhat uncomfortable	26
Very uncomfortable	33
Unsure	10
Base: All respondents	2,004
Using AI or algorithms in hospital systems to help make diagnoses and a treatment plan for you	
	%
Very comfortable	6
Somewhat comfortable	26
Somewhat uncomfortable	26
Very uncomfortable	32
Unsure	11
Base: All respondents	2,010

Note: Shown in descending order of percentage saying "Very uncomfortable."

A14.

Imagine an AI or computer algorithm has been used to determine whether or not you will be interviewed for a job you applied for. Would you like to know specifically what information about you the program used to make the decision?

This could be your age, income, zip code, race/ethnicity, shopping habits, phone history, social media profiles, etc.

	Total
	%
Yes, I would want to know	83
No, I would prefer not to know	10
No, I would not care	7
Base: All respondents	2,001

A15.

Now, imagine that you were given the information the AI or computer algorithm had used to determine whether or not you would be interviewed and realized that some of that information was incorrect. For example, the program may have used information from a different person with the same name as you, or used an old address rather than where you currently live.

In that situation, would you like a way to correct the data?

	Total
	%
Yes	91
No	9
Base: All respondents	1,997

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