



American Experiences Survey:

A Nationally Representative Multi-Mode Survey

April 2025 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 10-21, 2025. This document includes the following sections of the omnibus survey for this month: thermostats, remittances, nonstick cookware, Consumer Product Safety Commission, and cyberattacks and digital scams.

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 2,158 interviews, 2,038 by web mode and 120 by phone mode, 2,051 in English and 107 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; 60% white, non-Hispanic; 37% 4-year college graduates; and 61% have a household income of \$50,000 or more.

The margin of error for results based on the total sample is +/-2.53 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 cyberattacks and digital scams block last, and the other blocks in a random order before it.

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, April 2025

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Survey Notes for Monthly Trends

April 2024 results are based on interviews conducted from April 5-15, 2024 with a nationally representative sample of 2,042 US adults.

THERMOSTATS

THERM_INTRO.

This section is about different kinds of thermostats you might have in your home.

THERM1.

A programmable thermostat allows you to set a schedule for when it should change the temperature (for example, make it cooler at night) and it adjusts the temperature automatically according to the schedule you have set.

Do you have a programmable thermostat in your home?

	Total
	%
Yes, and I program it (or someone else in my household does)	47
Yes, but no one in my household programs it	15
No	38
Base: All respondents	2,145

THERM2. [RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DID NOT DO SO INITIALLY.]

A smart thermostat is a programmable thermostat that can be controlled remotely through an app or a digital assistant.

Do you have a smart thermostat in your home?

	Total
	%
Yes	30
No	70
Base: All respondents	2,154

REMITTANCES

REMIT_INTRO.

The next few questions are about sending money to family or friends who live in another country.

We're asking about personal money transfers — not business transactions, purchases, or payments for goods or services.

As a reminder, AmeriSpeak has strong precautions in place to protect your privacy.

REMIT1. [RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DID NOT DO SO INITIALLY.]

Have you ever sent money to family or friends who live in another country?	
	Total
	%
Yes, in the past 12 months	12
Yes, but it was more than 12 months ago	12
No, I have never done this	76
Base: All respondents	2,157

REMIT2. [SHOW IF REMIT2 = EITHER "YES" OPTION. RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DID NOT DO SO INITIALLY. RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER" AT END.]

How have you sent money to friends and family in another country?	
Select <u>all</u> that apply.	
	Total
	%
By using an <u>app</u> for international money transfers, like Remitly, Wise, or the Moneygram or Western Union apps	40
By sending a wire transfer through a bank or credit union	30
By going to a <u>physical location</u> , like a Western Union or Moneygram location	27
By sending cash, check, or money order by mail	17
Through an informal arrangement, like giving cash to someone to bring to another country	10
Using cryptocurrency or stablecoins	4
Other, please specify	7
Base: Respondents who have ever sent money to family or friends in another country	509

REMIT3. [SHOW IF REMIT1 = "YES, IN THE PAST 12 MONTHS."]

How often have you sent money to friends or family in another country <u>in the past 12 months</u> ?	
	Total
	%
About once a week or more	8
About once every two weeks	12
About once a month	27
A few times a year	35
About once a year	19
Base: Respondents who have sent money to family or friends in another country in the past 12 months	263

REMIT4. [SHOW IF REMIT1 = "YES, IN THE PAST 12 MONTHS."]

When you have sent money to friends and family in another country in the past 12 months, about how much have you <u>typically</u> sent each time?	
<i>If you sent different amounts each time, please tell us how much you usually sent on average.</i>	
	Total
	%
Less than \$50	12
Between \$50 and \$99	21
Between \$100 and \$199	28
Between \$200 and \$299	12
Between \$300 and \$399	10
Between \$400 and \$499	4
\$500 or more	13
Base: Respondents who have sent money to family or friends in another country in the past 12 months	263

REMIT5. [SHOW IF ANY METHOD ASIDE FROM "OTHER" WAS SELECTED IN REMIT2. SHOW EACH GRID ITEM IF THE CORRESPONDING METHOD WAS SELECTED IN REMIT2. SHOW GRID ITEMS IN THE SAME ORDER AS REMIT2. ROTATE RESPONSE SCALE.]

Overall, how satisfied, if at all, are you with the method(s) that you have used for sending money to other countries?	
An <u>app</u> for international money transfers, like Remitly, Wise, or the Moneygram or Western Union apps	Total
	%
Very satisfied	47
Somewhat satisfied	36
Somewhat dissatisfied	9
Very dissatisfied	8
Base: Respondents who have used an app to send money to family or friends in another country in the past 12 months	210
A money transfer service <u>location</u>, like a Western Union or MoneyGram location	Total
	%
Very satisfied	41
Somewhat satisfied	39
Somewhat dissatisfied	15
Very dissatisfied	5
Base: Respondents who have used a money transfer service location to send money to family or friends in another country in the past 12 months	146
A wire transfer through a bank or credit union	Total
	%
Very satisfied	37
Somewhat satisfied	46
Somewhat dissatisfied	15
Very dissatisfied	2
Base: Respondents who have used a wire transfer to send money to family or friends in another country in the past 12 months	142
An informal arrangement, like giving cash to someone to bring to another country	Total
	%
Very satisfied	-
Somewhat satisfied	
Somewhat dissatisfied	
Very dissatisfied	
Base: Respondents who have used an informal arrangement to send money to family or friends in another country in the past 12 months	
Sending cash, check, or money order by mail	Total
	%
Very satisfied	-
Somewhat satisfied	
Somewhat dissatisfied	
Very dissatisfied	
Base: Respondents who have used the mail to send money to family or friends in another country in the past 12 months	

REMIT5. [CONTINUED.]

Using cryptocurrency or stablecoins	Total
	%
Very satisfied	-
Somewhat satisfied	
Somewhat dissatisfied	
Very dissatisfied	
Base: Respondents who have used cryptocurrency or stablecoins to send money to family or friends in another country in the past 12 months	

NOTE: SOME DISTRIBUTIONS NOT SHOWN BECAUSE OF INSUFFICIENT SAMPLE SIZE.

NONSTICK COOKWARE

NONSTICK1. [RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DID NOT DO SO INITIALLY. RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER," "I'M NOT SURE," AND "NOT APPLICABLE" AT END IN THAT ORDER. "I'M NOT SURE" AND "NOT APPLICABLE" WERE EXCLUSIVE.]

What type or types of cookware do you use on a regular basis? We mean items like pots, pans, or bakeware.	
<i>By "regular basis," we mean cookware you use at least occasionally for your usual cooking and baking — not items that are only rarely used.</i>	
<i>Select <u>all</u> that apply.</i>	
	Total
	%
Stainless steel	56
Glass or stoneware (e.g., Pyrex, baking dishes)	54
Teflon (black or dark nonstick coating that is not ceramic)	46
Cast iron (including enameled)	42
Ceramic-coated (a smooth white, copper, grey, black, or blue coating)	33
Silicone bakeware	13
Copper	10
Carbon steel	7
Other, please specify	2
I'm not sure what my pots and pans are made of	5
Not applicable: I never cook or bake	1
Base: All respondents	2,158

NONSTICK2. [SHOW IF ANY TYPE OF COOKWARE OR "OTHER" WAS SELECTED IN NONSTICK1, AND IF MORE THAN ONE TYPE OF COOKWARE WAS SELECTED IN NONSTICK1. SHOW EACH GRID ITEM IF IT WAS SELECTED IN NONSTICK1, AND SHOW IN SAME ORDER AS NONSTICK1. IF "OTHER" WAS SELECTED IN NONSTICK1, PIPE IN THE WRITTEN RESPONSE FROM NONSTICK1. IF ONLY ONE RESPONSE OPTION WAS SELECTED IN NONSTICK1, THAT RESPONSE WAS AUTOMATICALLY RECORDED FOR NONSTICK2 WITHOUT THE RESPONDENT SEEING THE QUESTION. ALLOW UP TO TWO RESPONSES.]

Now, what type or types of cookware or bakeware do you use most often?

Select up to two.

	Total
	%
Stainless steel	36
Teflon (black or dark nonstick coating that is not ceramic)	32
Glass or stoneware (e.g., Pyrex, baking dishes)	22
Cast iron (including enameled)	19
Ceramic-coated (a smooth white, copper, grey, black, or blue coating)	18
Silicone bakeware	3
Copper	3
Carbon steel	2
[TEXTBOX RESPONSE FROM NONSTICK1]	2
Base: Respondents who cook and who know what their cookware is made of	2,024

NONSTICK3. [SHOW IF ANY TYPE OF COOKWARE OR "OTHER" WAS SELECTED IN NONSTICK1. RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DID NOT DO SO INITIALLY. RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER" AND "I HAVE NOT USED ANY" AT END IN THAT ORDER. "I HAVE NOT USED ANY" WAS EXCLUSIVE.]

Which, if any, of the following types of nonstick cookware or bakeware have you used in the past 30 days?

Select all that apply.

	Total
	%
Teflon (black nonstick coating that is not ceramic)	53
Ceramic-coated (a smooth white, copper, grey, black, or blue coating)	38
Cast iron (including enameled)	33
Silicone bakeware	15
Other, please specify	3
I have not used any nonstick cookware in the past 30 days	9
Base: Respondents who cook and who know what their cookware is made of	2,024

NONSTICK4. [SHOW IF ANY TYPE OF NONSTICK COOKWARE OR "OTHER" WAS SELECTED IN NONSTICK3. RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER" AT END. ALLOW UP TO THREE RESPONSES.]

What are the top reasons you use nonstick cookware or bakeware?	
Select up to three.	
	Total
	%
Food doesn't stick	61
It's easy to clean	59
I can use less oil or fat when cooking	26
It's what I've always used	21
For eggs	20
It's lightweight and easy to handle	16
It was part of a cookware set	11
It was inexpensive or on sale	11
It's a healthy, safe option	11
Other, please specify	1
Base: Respondents who have used any nonstick cookware or bakeware in the past 30 days	1,845

NONSTICK5. [SHOW IF NONSTICK1 IS NOT "NOT APPLICABLE: I NEVER COOK OR BAKE." ROTATE RESPONSE SCALE. RESPONDENTS WERE PREVENTED FROM BACKING UP IN THE SURVEY FROM THIS POINT.]

How concerned, if at all, are you about chemicals such as PFAS, PFOA, or PTFE (Teflon) that may be present in some types of nonstick cookware and bakeware?	
	Total
	%
Very concerned	22
Somewhat concerned	43
Not very concerned	24
Not at all concerned	11
Base: Respondents who ever cook or bake	2,111

NONSTICK6. [SHOW IF NONSTICK1 IS NOT "NOT APPLICABLE: I NEVER COOK OR BAKE."]

Do you plan to buy any nonstick <u>ceramic-coated</u> cookware or bakeware for yourself in the next 12 months?	
	Total
	%
Yes	19
No	43
Unsure	38
Base: Respondents who ever cook or bake	2,124

CONSUMER PRODUCT SAFETY COMMISSION

CPSC_INTRO. [ROTATE THE TERMS "AGREE" AND "DISAGREE." MAINTAIN CONSISTENT ROTATION WITHIN THIS SECTION; THAT IS, EITHER "AGREE" IS ALWAYS SHOWN FIRST, OR "DISAGREE" IS ALWAYS SHOWN FIRST.]

In the following four questions, you'll see four different statements about the government's role in product safety. For each one, please tell us how much you agree or disagree.

CPSC1. [ROTATE RESPONSE SCALE AND "AGREE" AND "DISAGREE" IN QUESTION STEM TO MATCH ROTATION ASSIGNED FOR THIS SECTION.]

How much do you agree or disagree with the following statement?	
If the government knows a children's product is hazardous and has been linked to a child being injured or killed, the government should take action to recall the product (take it off the market for safety).	
	Total
	%
Strongly agree	71
Somewhat agree	23
Somewhat disagree	4
Strongly disagree	3
Net agree	93
Net disagree	7
Base: All respondents	2,148

CPSC2. [ROTATE RESPONSE SCALE AND "AGREE" AND "DISAGREE" IN QUESTION STEM TO MATCH ROTATION ASSIGNED FOR THIS SECTION.]

Here is the second statement. How much do you agree or disagree?	
The government should inspect the safety of imported products before they are allowed to be sold in the U.S.	
	Total
	%
Strongly agree	62
Somewhat agree	30
Somewhat disagree	6
Strongly disagree	2
<i>Net agree</i>	92
<i>Net disagree</i>	8
Base: All respondents	2,141

CPSC3. [ROTATE RESPONSE SCALE AND "AGREE" AND "DISAGREE" IN QUESTION STEM TO MATCH ROTATION ASSIGNED FOR THIS SECTION.]

Here is the third statement. How much do you agree or disagree?	
The government should oversee online retailers and marketplaces (like Amazon or Walmart) to prevent them from selling products that are recalled, banned, or unsafe, like faulty smoke alarms or kids' toys made with toxic chemicals.	
	Total
	%
Strongly agree	59
Somewhat agree	29
Somewhat disagree	9
Strongly disagree	3
<i>Net agree</i>	88
<i>Net disagree</i>	12
Base: All respondents	2,142

CPSC4. [ROTATE RESPONSE SCALE AND "AGREE" AND "DISAGREE" IN QUESTION STEM TO MATCH ROTATION ASSIGNED FOR THIS SECTION.]

And now the last of the four statements. How much do you agree or disagree?	
The government should hold companies accountable if they violate product safety laws, such as by failing to report hazardous products in a timely way.	
	Total
	%
Strongly agree	75
Somewhat agree	20
Somewhat disagree	4
Strongly disagree	1
Net agree	95
Net disagree	5
Base: All respondents	2,133

CPSC5. [ROTATE RESPONSE OPTIONS, HOLDING "UNSURE" AT END.]

If the government learns of a safety issue with a product used in the home that could potentially cause harm to a child, when do you think they should notify consumers?	
	Total
	%
As soon as possible, even if the issue hasn't been fully investigated or no injuries have been reported yet	56
Only after the issue has been fully investigated and confirmed, even if that means delaying a warning to consumers	31
I don't think it is the government's role to notify consumers about product safety issues	4
Unsure	9
Base: All respondents	2,133

CYBERATTACKS AND DIGITAL SCAMS

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.

	APRIL 2025	APRIL 2024
	%	%
Yes	84	83
No	16	17
Base: All respondents	2,158	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.

	APRIL 2025	APRIL 2024
	%	%
Facebook Messenger	57	60
iMessage (the default Messages app on iPhones)	39	39
WhatsApp	27	25
Google Messages (the default Messages app on Android phones)	23	22
Signal	4	4
Wire	1	1
Threema	0.5	0.4
Another encrypted messaging app, please specify	1	2
None of these	14	14
Base: All respondents	2,158	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 <u>in the past 12 months</u> ?		
<i>Select <u>all</u> that apply.</i>		
	APRIL 2025	APRIL 2024
	%	%
Received friend requests on social media from people you don't know	64	67
Received direct messages on social media that seemed to be part of a scam or fraud attempt	48	48
Received direct messages on social media from people you don't know	46	47
Bought a product by clicking through an ad on social media	21	22
Bought a product through a social media platform like Facebook Marketplace or NextDoor	21	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)	6	7
I have not experienced any of these in the past 12 months	16	15
Base: Respondents who use social media	1,817	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?		
	APRIL 2025	APRIL 2024
	%	%
Yes	46	46
No	54	54
Base: All respondents	2,157	2,040

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

Have you ever lost money to a cyberattack or a digital scam?		
	APRIL 2025	APRIL 2024
	%	%
Yes	19	19
No	81	81
Base: Respondents who have personally encountered a cyberattack or a digital scam attempt	1,067	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?		
	APRIL 2025	APRIL 2024
	%	%
A text message or messaging app like iMessage, WhatsApp, or Facebook Messenger	30	20
Email	27	30
Social media	17	23
A phone call	11	9
A dating app or website	3	3
Other, please specify	6	7
Unsure	5	9
Base: Respondents who have personally encountered a cyberattack or a digital scam attempt	1,053	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 <u>all</u> that apply.</i>		
	APRIL 2025	APRIL 2024
	%	%
Phishing, where scammers trick you into giving them your personal information like a password or a credit card number	39	38
Pretending to be your bank or credit card company	25	27
Pretending to be tech support	25	27
Impersonating someone you know	17	17
Catfishing, where scammers use a fake identity to get into a relationship with you	14	16
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	7	5
Impersonating a famous person	6	4
Ransomware, where criminals lock up your files and demand a ransom to unlock them	4	7
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	4	3
Deepfake video	3	2
Other, please specify	14	12
No response	1	3
Base: Respondents who have personally encountered a cyberattack or a digital scam attempt	1,070	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 <u>all</u> that apply.</i>		
	APRIL 2025	APRIL 2024
	%	%
No	69	65
Yes, a social media account	17	22
Yes, an email account	12	11
Yes, another type of account, please specify	5	5
Base: Respondents who have personally encountered a cyberattack or a digital scam attempt	1,070	968

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