



American Experiences Survey:

A Nationally Representative Multi-Mode Survey

March 2025 Omnibus Results

Overview of Methodology

Each month, Consumer Reports fields the American Experiences Survey (AES) to track consumer attitudes and behaviors over time. The March 2025 results are based on interviews conducted from March 6th – 17th, 2025. This document includes the six sections of the omnibus survey for this month: pet health insurance, artificial intelligence, video streaming services, buying green, home energy efficiency, and consumer protection agencies.

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 2,291 interviews, 2,169 by web mode and 122 by phone mode, 2,202 in English and 89 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 62% have a household income of \$50,000 or more.

The margin of error for results based on the total sample is +/- 2.57 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 March omnibus contained six blocks of questions, one for each topic listed above. The first five blocks were shown in a random order, with the block of questions on consumer protection agencies 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.

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, March 2025

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Survey Notes for Monthly Trends

February 2023 results are based on interviews conducted from February 10 – 20, 2023 with a nationally representative sample of 2,097 US adults.

August 2023 results are based on interviews conducted from August 11 – 21, 2023 with a nationally representative sample of 2,062 US adults.

PET INSURANCE

PET1. [RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DID NOT DO SO INITIALLY.]

Do you currently have any pets in your household?	
	Total
	%
Yes	62
No	38
Base: All respondents	2,290

PET2. [SHOW IF PET1 = "YES." RANDOMIZE RESPONSE OPTIONS, KEEPING "HAVING TO CLEAN UP DIRT TRACKED IN...." AND "HAVING TO CLEAN UP PET WASTE...." TOGETHER AND HOLDING "OTHER" AND "I HAVE NO HOUSEHOLD MANAGEMENT ISSUES WITH MY PET" AT END IN THAT ORDER. "I HAVE NO HOUSEHOLD MANAGEMENT ISSUES WITH MY PET" WAS EXCLUSIVE.]

Pets can make it challenging to keep a home organized, decorated, and tidied the way you like. Which of the following household management issues with pets are most challenging for you?

Select up to two.

	Total
	%
Excessive shedding or pet hair on furniture and floors	40
Having to clean up pet waste, drool, or hairballs	27
Having to clean up dirt tracked in or mess from food or water	21
Damage to furniture, floors, carpets, yard, and so on	21
Pet odors in the house	20
Excessive barking, meowing, or other noise	14
Having to think about which plants are safe to have in your yard and home	8
Having to do more laundry	3
Other, please specify	2
I have no household management issues with my pet	13
Base: Respondents with pets	1,428

PET3. [SHOW IF PET1 = "YES." RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DID NOT DO SO INITIALLY.]

Do you have pet insurance--that is, health insurance--for any of your pets?

For this question, we are only interested in health insurance for your pet, not lost pet protection services or other kinds of insurance.

	Total
	%
Yes	15
No	85
Base: Respondents with pets	1,428

PET4. [SHOW IF PET3 = "YES." RANDOMIZE RESPONSE OPTIONS, KEEPING "PEACE OF MIND AROUND AFFORDING ROUTINE MEDICAL CARE" AND "PEACE OF MIND AROUND AFFORDING UNEXPECTED MEDICAL CARE" TOGETHER AND HOLDING "IT JUST SEEMED LIKE A GOOD IDEA" AND "OTHER" AT END IN THAT ORDER.]

You said that you have pet insurance. Which, if any, of the following are reasons you have it?

Select all that apply.

	Total
	%
Peace of mind around affording <u>unexpected</u> medical care if my pet has a health emergency	70
Peace of mind around affording <u>routine</u> medical care for my pet	46
It just seemed like a good idea	29
My employer offered it	10
My pet has a chronic condition, like diabetes or allergies, that requires ongoing treatment	8
I did not have it for a previous pet and I regretted it	8
Other, please specify	1
Base: Respondents with pets who have pet insurance	190

PET5. [SHOW IF PET3 = "NO." RANDOMIZE RESPONSE OPTIONS, KEEPING "I DIDN'T KNOW IT EXISTED" AND "I HAVE HEARD OF IT, BUT DON'T KNOW ENOUGH ABOUT IT" AT BEGINNING IN THAT ORDER AND "OTHER" AT END. "I DIDN'T KNOW IT EXISTED" WAS EXCLUSIVE.]

You said that you do not have pet insurance. Which, if any, of the following are reasons you do not?

Select all that apply.

	Total
	%
Too expensive--deductible or monthly premiums are too high	43
My pet has no special medical conditions requiring extra care	25
I can afford my pet's medical care without it	22
I have heard of it, but don't know enough about it	19
Policies do not cover enough	13
I have heard it is not worth it	13
I didn't know it existed	9
I think I would not be able to get coverage for my pet due to their age or pre-existing conditions	7
Filing claims is too much of a hassle	5
My employer offers a stipend or discount for veterinary services	0.3
Other, please specify	4
Base: Respondents with pets who do not have pet insurance	1,238

ARTIFICIAL INTELLIGENCE

CHAT_INTRO.

The next few questions are about text-based generative artificial intelligence (AI) chatbots like ChatGPT or Claude. These are interactive computer programs that humans can have a conversation with by typing. In addition to making conversation, they can respond to instructions like "Write an email cancelling my appointment" or "Make a list of common baby names" or "What are three themes in *War and Peace*?"

We are not interested in task-focused chatbots, like some online customer service tools.

CHAT1. [RESPONDENTS WERE PROMPTED TWICE TO RESPOND IF THEY DID NOT DO SO INITIALLY. RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER," "I HAVE USED AN AI CHATBOT IN THE PAST THREE MONTHS, BUT I DO NOT REMEMBER WHAT IT WAS," AND "I HAVE NOT USED AN AI CHATBOT IN THE PAST THREE MONTHS" AT END IN THAT ORDER. "I HAVE USED AN AI CHATBOT ... BUT I DO NOT REMEMBER WHAT IT WAS" AND "I HAVE NOT USED AN AI CHATBOT" WERE EXCLUSIVE.]

Which, if any, of the following AI chatbots have you used in the past three months?

Select all that apply.

Remember, we are only interested in text-based AI. Please do not include other forms of AI you may have used, such as ones that generate images, audio, or video.

	MARCH 2025 AES	AUGUST 2023 AES
	Total	Total
	%	%
ChatGPT	30	19
Google Gemini [<i>"Bard by Google" in August 2023</i>]	13	4
Microsoft Copilot / Bing Chat [<i>"Bing AI" in August 2023</i>]	10	6
DeepSeek	2	-
Claude by Anthropic	2	-
Perplexity	2	-
YouChat / You.com [<i>"YouChat" in August 2023</i>]	1	1
HuggingChat / HuggingFace [<i>"HuggingChat" in August 2023</i>]	1	1
Jasper	1	-
OpenAI Playground	-	1
Sparrow by DeepMind	-	1
ChatSonic	-	0.5
Other, please specify	2	2
I have used an AI chatbot in the past three months, but I do not remember what it was	6	4
I have not used an AI chatbot in the past three months	53	69
Base: All respondents	2,291	2,062

CHAT2. [SHOW IF ANY RESPONSE IN CHAT1 SELECTED OTHER THAN "I HAVE NOT USED AN AI CHATBOT IN THE PAST THREE MONTHS." RANDOMIZE RESPONSE OPTIONS, KEEPING BOTH "WRITE, RE-WRITE, OR EDIT" RESPONSE OPTIONS TOGETHER; KEEPING BOTH "COME UP WITH IDEAS" RESPONSE OPTIONS TOGETHER; AND KEEPING "OTHER" AND "NO PARTICULAR TASK, I JUST WANTED TO SEE WHAT IT WAS LIKE" AT END IN THAT ORDER. "NO PARTICULAR TASK" WAS EXCLUSIVE.]

You said that you have used an AI chatbot in the past three months. Which, if any, of the following have you used an AI chatbot to do?

Select all that apply.

	MARCH 2025 AES	AUGUST 2023 AES
	Total	Total
	%	%
Answer a question, using the chatbot instead of a search engine	44	35
Have it explain something	42	35
Write, re-write, or edit something <u>to accomplish a task</u>	34	23
Have it summarize a longer piece of text	22	14
Come up with ideas <u>for an assignment</u> for work or school	16	17
Translate something from one language to another	13	12
Come up with ideas <u>not for a school or work task</u> , like plans for a six-year-old's birthday party, gift ideas for a boss's retirement, and so on	13	17
Have a conversation with someone	12	13
Write, re-write, or edit something <u>for an artistic or entertainment purpose</u>	12	14
Get recommendations, such as what TV show to watch next, where to go eat, what to buy, and so on	11	13
Come up with travel plans	9	9
Generate computer code	9	10
Other, please specify	4	4
No particular task, I just wanted to see what it was like	6	13
Base: Respondents who have used chatbots in the past three months	1,045	581

CHAT3. [RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DID NOT DO SO INITIALLY. RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER" AND "I HAVE NOT ENCOUNTERED ANYTHING I AM REASONABLY SURE WAS AI-GENERATED" AT END IN THAT ORDER. "I HAVE NOT ENCOUNTERED ANYTHING I AM REASONABLY SURE WAS AI-GENERATED" WAS EXCLUSIVE.]

Besides chatbots, AI has been used for many purposes. Which, if any, of the following have you encountered that you are reasonably sure were at least partially AI-generated?

Select all that apply.

	Total
	%
Social media post	38
Search results summary	33
Advertisement	30
Advice, assistance, or customer service feature on a website or app	29
Art	25
Graphic for a poster, presentation, or meeting	22
News article	18
Music	15
Other, please specify	2
I have not encountered anything I am reasonably sure was AI-generated	29
Base: All respondents	2,291

CHAT4. [SHOW IF ANY RESPONSE SELECTED IN CHAT3 OTHER THAN "OTHER" OR "I HAVE NOT ENCOUNTERED ANYTHING I AM REASONABLY SURE WAS AI-GENERATED." ROTATE RESPONSE SCALE.]

You said that you have encountered AI-generated content. Which of the following best describes how you generally feel about AI-generated material?

	Total
	%
Strongly positive	4
Somewhat positive	17
Neutral	40
Somewhat negative	27
Strongly negative	11
Base: Respondents who have encountered one of the types of AI-generated content we asked about	1,640

CHAT5. [RANDOMIZE ITEMS ACROSS TWO SCREENS, WITH FIVE ITEMS ON THE FIRST AND FOUR ON THE SECOND. ROTATE RESPONSE SCALE, ALWAYS HOLDING "I AM UNSURE OR HAVE MIXED FEELINGS" AT END.]

How do you feel about the use of AI in each of the following contexts?	
	Total
<i>Creative production, like generating art and music</i>	
	%
I approve--AI can be used in this area without restrictions	14
I approve as long as there is human oversight	35
I disapprove--AI should not be used in this area	30
I am unsure or have mixed feelings	22
Base: All respondents	2,252
<i>Digital assistants and automation, like scheduling, responding to emails, and summarizing documents</i>	
	%
I approve--AI can be used in this area without restrictions	14
I approve as long as there is human oversight	50
I disapprove--AI should not be used in this area	18
I am unsure or have mixed feelings	19
Base: All respondents	2,254
<i>Retail and e-commerce, like product recommendations and customer service chatbots</i>	
	%
I approve--AI can be used in this area without restrictions	13
I approve as long as there is human oversight	46
I disapprove--AI should not be used in this area	21
I am unsure or have mixed feelings	19
Base: All respondents	2,250
<i>Social media, like content recommendations and content moderation</i>	
	%
I approve--AI can be used in this area without restrictions	10
I approve as long as there is human oversight	40
I disapprove--AI should not be used in this area	27
I am unsure or have mixed feelings	23
Base: All respondents	2,257

CHAT5. [CONTINUED.]

<i>Education and learning, like AI tutors (such as Khanmigo or Duolingo) and automated grading</i>	
	%
I approve--AI can be used in this area without restrictions	9
I approve as long as there is human oversight	48
I disapprove--AI should not be used in this area	25
I am unsure or have mixed feelings	19
Base: All respondents	2,256
<i>Financial services, like credit scoring and fraud detection</i>	
	%
I approve--AI can be used in this area without restrictions	7
I approve as long as there is human oversight	45
I disapprove--AI should not be used in this area	27
I am unsure or have mixed feelings	20
Base: All respondents	2,252
<i>Journalism and research, like finding and analyzing information and writing articles or reports</i>	
	%
I approve--AI can be used in this area without restrictions	6
I approve as long as there is human oversight	40
I disapprove--AI should not be used in this area	33
I am unsure or have mixed feelings	21
Base: All respondents	2,253
<i>Hiring, like AI-powered resume screening and automated interview analysis</i>	
	%
I approve--AI can be used in this area without restrictions	5
I approve as long as there is human oversight	34
I disapprove--AI should not be used in this area	40
I am unsure or have mixed feelings	21
Base: All respondents	2,255
<i>Healthcare and medicine, like AI-assisted diagnostics and drug development</i>	
	%
I approve--AI can be used in this area without restrictions	5
I approve as long as there is human oversight	44
I disapprove--AI should not be used in this area	31
I am unsure or have mixed feelings	19
Base: All respondents	2,257

VIDEO STREAMING SERVICES

STREAM_INTRO.

The next few questions are about video streaming services, including both paid subscription services such as Hulu or Netflix and free services such as Pluto TV or Tubi. These services let you watch TV shows and movies via an internet connection.

Note: We are not interested in social media video apps such as YouTube and TikTok.

STREAM1. [RESPONDENTS WERE PROMPTED TWICE TO RESPOND IF THEY DO NOT DO SO INITIALLY.]

How many, if any, paid and free video streaming services has your household used in the past 12 months?

Please include any services you or someone in your household has used in the past 12 months, even if you don't use that particular streaming service yourself. For example, your partner or child might use a service that you yourself don't watch. Make your best guess if you are not sure.

	MARCH 2025 AES	FEBRUARY 2023 AES
	Total	Total
<i>Paid services</i>		
	%	%
None, and I've never subscribed to any	15	14
None, but I've subscribed to one or more in the past	5	7
One	13	13
Two	18	16
Three	19	18
Four	13	12
Five	8	7
Six	4	5
Seven	2	2
Eight	1	1
Nine or more	2	2
No response	-	2
Base: All respondents	2,275	2,097
<i>Free services</i>		
	%	%
None, and I've never subscribed to any	23	26
None, but I've subscribed to one or more in the past	11	10
One	24	21
Two	19	18
Three	12	10
Four	5	4
Five	2	2
Six	1	1
Seven	1	1
Eight	1	0
Nine or more	1	2
No response	-	4
Base: All respondents	2,249	2,097

Note: In March 2025, non-response for the separate "paid services" and "free services" items was low enough to be excluded.

[CALCULATED COMBINATION OF PAID AND FREE SERVICES]

Calculated total of paid and free services combined	MARCH 2025 AES	FEBRUARY 2023 AES
	%	%
None	13	15
One	7	7
Two	10	12
Three	14	13
Four	14	12
Five	12	12
Six	9	9
Seven	7	5
Eight	5	5
Nine or more	8	9
No response	0.03	1.36
Base: All respondents	2,291	2,097

Note: Though the low non-response for the separate items in "paid services" and "free services" in March 2025 means that non-response is also very low for the calculated total, it is shown here for trending purposes with the prior year.

STREAM2. [SHOW IF ANYTHING BUT "NONE" SELECTED IN EITHER GRID ITEM IN STREAM1.]

Some streaming services offer multiple tiers, with less expensive subscriptions supported by ads that play before or during the shows users stream, while more expensive memberships are ad-free. In the past 12 months, has your household switched from a higher-priced, ad-free subscription to a lower-cost, ad-supported subscription from the same streaming service?

	Total
	%
No	65
Yes, with one service	18
Yes, with more than one service	10
Unsure if my household has changed subscription tiers for any streaming services	7
Base: Respondents who have subscribed to at least one paid or free streaming service in the past 12 months	2,010

STREAM3. [SHOW IF ANYTHING BUT "NONE" SELECTED IN EITHER GRID ITEM IN STREAM1.]

Many people these days sign up for a streaming service to watch a particular show, event, or movie and cancel that service when they are done. Then they sign up for another service and repeat the process. Have you or anyone in your household done that in the past 12 months?

	Total
	%
Yes	38
No	54
Unsure	8
Base: Respondents who have subscribed to at least one paid or free streaming service in the past 12 months	2,017

STREAM4. [SHOW IF ANYTHING BUT "NONE" SELECTED IN EITHER GRID ITEM IN STREAM1.]

About how much a month does your household currently spend on paid streaming services?	
	Total
	%
Nothing; my household only uses free streaming services right now	9
Something, but less than \$10	7
\$10 to less than \$20	18
\$20 to less than \$30	17
\$30 to less than \$40	13
\$40 to less than \$50	9
\$50 to less than \$60	7
\$60 to less than \$80	5
\$80 to less than \$100	6
\$100 or more	8
Base: Respondents who have subscribed to at least one paid or free streaming service in the past 12 months	1,982
[Rebased to exclude those with only free streaming services]	Total
	%
Something, but less than \$10	8
\$10 to less than \$20	20
\$20 to less than \$30	19
\$30 to less than \$40	14
\$40 to less than \$50	10
\$50 to less than \$60	8
\$60 to less than \$80	6
\$80 to less than \$100	7
\$100 or more	8
Base: Respondents who have subscribed to at least one paid or free streaming service in the past 12 months and currently use at least one paid one	1,805

STREAM5.

In the past 12 months, have you or anyone in your household discovered that you were paying for a streaming service no one was using anymore?	
	Total
	%
Yes	18
No	72
Unsure	10
Base: All respondents	2,285
[Rebased out of only those with any paid streaming services in the past 12 months]	
	Total
	%
Yes	21
No	69
Unsure	10
Base: Respondents with any paid streaming services in the past 12 months	1,830

*Note: All respondents saw this question, including people who may have paid for services they did not report in STREAM1 because they did not use them. (STREAM1 asked about services people "used.") For comparison purposes, results are also shown out of those who said in STREAM1 that they **used** any paid streaming services.*

BUYING GREEN

SOCSUSTAIN. [RANDOMIZE RESPONSE OPTIONS, HOLDING "I AM NOT WILLING TO PAY MORE FOR A PRODUCT WITH ANY OF THESE" AT END. "I AM NOT WILLING TO PAY MORE" WAS EXCLUSIVE.]

Below are several claims that might be put on a product. Please indicate which, if any, of the following claims would generally make you willing to pay more for a product.

Select all that apply.

	Total
	%
Made or grown in the U.S.A.	52
Green, eco-friendly, or safe for the environment	40
Fair trade, meaning the producers or workers were paid a living wage	40
Animal welfare labels, like humanely raised or certified humane, found only on products made from animals	33
I am not willing to pay more for a product with any of these	23
Base: All respondents	2,291

GREEN2. [RESPONSES WERE RANDOMLY SHOWN IN ANY OF THE FOLLOWING ORDERS:

- "DON'T BELIEVE ANY CLAIMS," "BELIEVE SPECIFIC CLAIMS," "BELIEVE CLAIMS IF THEY ARE CERTIFIED BY AN INDEPENDENT ORGANIZATION," "BELIEVE MOST CLAIMS," "IT DEPENDS"
- "DON'T BELIEVE ANY CLAIMS," "BELIEVE CLAIMS IF THEY ARE CERTIFIED BY AN INDEPENDENT ORGANIZATION," "BELIEVE SPECIFIC CLAIMS," "BELIEVE MOST CLAIMS," "IT DEPENDS"
- "BELIEVE MOST CLAIMS," "BELIEVE CLAIMS IF THEY ARE CERTIFIED BY AN INDEPENDENT ORGANIZATION," "BELIEVE SPECIFIC CLAIMS," "DON'T BELIEVE ANY CLAIMS," "IT DEPENDS"
- "BELIEVE MOST CLAIMS," "BELIEVE SPECIFIC CLAIMS," "BELIEVE CLAIMS IF THEY ARE CERTIFIED BY AN INDEPENDENT ORGANIZATION," "DON'T BELIEVE ANY CLAIMS," "IT DEPENDS."]

In general, when you see a product with a sustainability-related claim on the label like "green," "eco-friendly," or "safe for the environment," which of the following best describes how you feel about it?

	Total
	%
I believe sustainability claims if they are certified by an independent organization, like "USDA Organic" or "Rainforest Alliance Certified"	28
I believe specific claims, such as "low-carbon" or "made of recycled material," more than general claims like "eco-friendly"	15
I don't believe any claims products make about their sustainability	15
I believe most claims products make about their sustainability	9
It depends	33
Base: All respondents	2,249

GREEN3. [RANDOMIZE ORDER OF "AGREE" AND "DISAGREE" IN QUESTION STEM AND ROTATE RESPONSE SCALE TO MATCH, ALWAYS HOLDING "UNSURE" AT END.]

To what extent do you agree or disagree with the following statement?

"My individual purchase decisions affect businesses environmental practices and therefore their environmental impact."

	Total
	%
Strongly agree	10
Somewhat agree	41
Somewhat disagree	21
Strongly disagree	9
Unsure	19
Base: All respondents	2,278

GREEN4.

Buying a carbon offset supports projects that remove or reduce carbon pollution, balancing out the carbon emissions you create.

Have you ever purchased a carbon offset or paid a fee to reduce your carbon footprint?

We are interested in specific additional costs or donations, not costs rolled inot the purchase--that is, not "this low-carbon product costs more." For example, some travel companies like airlines offer an option to pay extra to offset your carbon footprint.

	Total
	%
Yes	8
No	68
Unsure	25
Base: All respondents	2,278

HOME ENERGY EFFICIENCY

HEE_INTRO.

The next few questions are about energy efficiency in appliances and homes.

HEE1. [RANDOMIZE ORDER OF "AGREE" AND "DISAGREE" IN QUESTION STEM AND ROTATE RESPONSE SCALE TO MATCH.]

To what extent do you agree or disagree with the following statement?

"New home appliances for sale in the US should be required to achieve at least a minimum level of energy efficiency."

By "home appliances," we mean both large appliances, like a refrigerator or washing machine, and small appliances, like toasters, vacuum cleaners, and coffee makers.

	Total
	%
Strongly agree	47
Somewhat agree	40
Somewhat disagree	9
Strongly disagree	4
Base: All respondents	2,273

HEE2. [RANDOMIZE ORDER OF "SUPPORT" AND "OPPOSE" IN QUESTION STEM AND ROTATE RESPONSE SCALE TO MATCH, ALWAYS HOLDING "UNSURE" AT END. "HOMEOWNERS" ALWAYS SHOWED BEFORE "LANDLORDS" IN GRID.]

Would you support or oppose government rebates or tax incentives that would help homeowners or landlords pay for improvements to the energy efficiency of their buildings, such as insulation in the walls, better-insulated doors and windows or more efficient heating and cooling systems?	
	Total
Homeowners	
	%
NET: Any support	81
Strongly support	46
Somewhat support	35
Somewhat oppose	6
Strongly oppose	3
Unsure	8
No response	1
Base: All respondents	2,291
Landlords	
	%
NET: Any support	74
Strongly support	37
Somewhat support	38
Somewhat oppose	8
Strongly oppose	5
Unsure	10
No response	3
Base: All respondents	2,291

HEE3. [RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER" AND "UNSURE" AT END IN THAT ORDER. "UNSURE" WAS EXCLUSIVE.]

When a large home appliance is labeled "energy efficient," what does that mean to you?

By "large home appliance," we mean a product like a refrigerator, furnace, or washing machine. In this question, we are not asking about small, portable appliances like toasters or vacuum cleaners.

Select all that apply.

	Total
	%
I will have lower energy bills using this appliance than using one not labeled "energy efficient"	73
It will have a lower environmental impact than an appliance not labeled "energy efficient"	46
It will reduce my home's reliance on the electrical grid	35
It will increase my home's value	13
It will improve air quality in my home or community	12
It will last longer than an appliance not labeled "energy efficient"	11
Other, please specify	1
Unsure	8
Base: All respondents	2,291

HEE4. [RANDOMIZE RESPONSE OPTIONS.]

Below are some possible benefits of an energy-efficient large home appliance. If you were shopping for a large home appliance, which would most encourage you to buy an energy-efficient one?

	Total
	%
Lower energy bills than an appliance not labeled "energy efficient"	63
Lasting longer than an appliance not labeled "energy efficient"	9
Lower environmental impact than an appliance not labeled "energy efficient"	9
Reducing my home's reliance on the electrical grid	9
Increasing my home's value	5
Improved air quality in my home or community	4
Base: All respondents	2,251

HOUSING. [RESPONDENTS WERE PROMPTED ONCE 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	68
Rented for cash	29
Occupied without payment of cash rent	3
Base: All respondents	2,288

CONSUMER PROTECTION AGENCIES

GOV1. [ROTATE RESPONSE SCALE.]

Do you believe the federal government should be responsible for making laws about product safety for products sold in the US?

Please select the response that is closest to your opinion, even if it is not exactly right.

	Total
	%
Yes, the federal government should do this	61
Some organization should do this, but it should not be associated with the federal government	29
No, no organization should do this	8
No response	2
Base: All respondents	2,291

GOV2. [ROTATE RESPONSE SCALE.]

Do you believe that a federal agency should be responsible for enforcing laws about product safety for products sold in the US?

Please select the response that is closest to your opinion, even if it is not exactly right.

	Total
	%
Yes, a federal agency should do this	65
Some organization should do this, but it should not be associated with the federal government	25
No, no organization should do this	7
No response	4
Base: All respondents	2,291

GOV3. [ROTATE RESPONSE SCALE.]

Do you believe that a federal agency should be responsible for warning consumers about unsafe products for sale in the US?

Please select the response that is closest to your opinion, even if it is not exactly right.

	Total
	%
Yes, a federal agency should do this	68
Some organization should do this, but it should not be associated with the federal government	25
No, no organization should do this	5
No response	3
Base: All respondents	2,291

CONTACT:

Tess M. Yanisch
Senior Research Associate
Tess.Yanisch@consumer.org