American Experiences Survey:
A Nationally Representative Multi-Mode Survey

May 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 May 2025 results are based on interviews conducted from May 8th – 19th, 2025. This document includes all seven sections of the omnibus survey for this month: Liability insurance, CFPB priorities, retirement relocation, cruises, smart stores, large kitchen appliances, and cybersecurity.

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 2,333 interviews, 2,205 by web mode and 128 by phone mode, 2,219 in English and 114 in Spanish. Final data are weighted by age, gender, race/Hispanic ethnicity, housing tenure, telephone status, education, and Census Division to be proportionally representative of the US adult population.

Key demographic characteristics (after weighting is applied) of this sample are presented below:

52% female; median age of 47 years old; 60% white, non-Hispanic; 37% 4-year college graduates; and 59% have a household income of $50,000 or more.

The margin of error for results based on the total sample is +/- 2.44 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. The blocks were shown in a random order.

The questions presented below were shown to respondents in this order within sections unless otherwise noted. Where appropriate, question wording, response answer choices, or direction of scales were randomized or rotated and those instances are noted below.

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, June 2025

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LIABILITY INSURANCE

LIABILITY1.

If a company sells a product that causes harm, should the company be required to financially compensate the people who were harmed?

Please answer for what you think should happen, not necessarily what you think does happen.

	Total
	%
Yes	85
No	4
Unsure	11
Base: All respondents	2,321

LIABILITY_INFO.

Some companies carry product liability insurance. This type of insurance helps cover the cost of injuries or damages caused by the products they sell. In this section, we are interested in liability insurance carried by SELLERS, not manufacturers. This could mean physical stores, company websites, or even third party sellers on online platforms like Amazon, Etsy, or Temu.

LIABILITY2.

	Total
Do you think <u>sellers of children's toys</u> in the U.S. should be required to have product liability insurance? *Please answer for what you think <u>should</u> happen, not necessarily what you think is actually the case.*	
	%
Yes	68
No	15
Unsure	18
Base: All respondents	2,316

LIABILITY3. *[RANDOMIZE THE TWO "YES" RESPONSE OPTIONS, ALWAYS HOLDING "NO" AND "UNSURE" AT END IN THAT ORDER.]*

	Total
Imagine you are shopping for a household product and learn that the seller has product liability insurance. Would that change how confident you feel that the products you buy from that seller are safe to use?	
	%
Yes, it would make me <u>more</u> confident that the products are safe	37
Yes, it would make me <u>less</u> confident that the products are safe	11
No, it would not change how confident I feel about whether the product is safe	36
Unsure	16
Base: All respondents	2,310

LIABILITY4. *[RANDOMIZE "THE SELLER THAT <u>HAS</u> LIABILITY INSURANCE" AND "THE SELLER THAT <u>DOES NOT</u> HAVE LIABILITY INSURANCE," KEEPING "THIS WOULD NOT AFFECT MY DECISION" AND "UNSURE" AT END IN THAT ORDER.]*

	Total
Imagine you are shopping for a household item, like a coffee maker or a pack of batteries. You find two places that sell the same item for the same price, but one seller has product liability insurance, and one does not. **Which one would you be more likely to buy the product from?**	
	%
The seller that <u>has</u> liability insurance	44
The seller that <u>does not</u> have liability insurance	4
This would not affect my decision - I would choose based on other factors about the seller	40
Unsure	13
Base: All respondents	2,295

CONSUMER REPORTS

CONSUMER FINANCIAL PROTECTION BUREAU PRIORITIES

PRIORITY1. *[RANDOMIZE RESPONSE OPTIONS, HOLDING "UNSURE" AND "NONE OF THESE" AT END IN THAT ORDER. "UNSURE" AND "NONE OF THESE" WERE EXCLUSIVE. RESPONDENTS COULD SELECT UP TO THREE.]*

There is an independent federal agency that supervises financial products to make sure companies treat consumers fairly. Consumers can report problems or suspected unfair practices to this agency, which then helps try to resolve the problem.

If this agency had to narrow its focus due to limited resources, which three areas would be most important to you personally?

Select up to three.

	Total
	%
Ensuring that companies keep consumers' financial data private and safe from hackers and fraud	53
Protections against fraud and scams involving financial products, such as banking apps, peer-to-peer services like Zelle or Venmo, or remittance services like Western Union and MoneyGram	47
Ensuring that companies do not sell consumers' financial data	36
Preventing debt collections practices that are deceptive, abusive, or violate consumer protection laws, such as harassment or intimidation	33
Protections against financial "junk fees," including overdraft fees, credit card late fees, and surprise fees	29
Correcting errors on your credit report, such as outdated information or medical debt appearing though it should not	22
Protections against "redlining" and discrimination for financial products like home and auto loans and mortgages	18
Protections and assistance for people with student loans, such as access to accurate information, options for repayment, and loan forgiveness programs	12
Unsure	6
None of these are important to me personally	4
Base: All respondents	2,333

PRIORITY2. *[RANDOMIZE RESPONSE OPTIONS.]*

> **This agency may also offer programs assisting traditionally underserved groups like veterans, older Americans, and formerly incarcerated people with financial support programs such as advice on fraud protection, increasing loan access, making people aware of resources, and so on.**
>
> **Which of the following <u>best</u> describes how you feel about these programs, even if none is exactly correct?**
>
> ***For this question, don't worry about the resources the agency has or doesn't have; just tell us whether you think these programs should exist.***

	Total
	%
The agency <u>should</u> offer these programs	87
The agency <u>should not</u> offer these programs	11
Unsure or no response	3
Base: All respondents	2,333

Note: "Unsure or no response" was not a response option. These respondents volunteered "unsure" on the phone or skipped the question entirely on phone or web.

RET1. *[RESPONDENTS ARE PROMPTED TO RESPOND IF THEY DO NOT DO SO INITIALLY.]*

Are you considering retiring in the next five years?

	Total
	%
NET: Considering retirement or already retired	*36*
Yes	11
No	53
Not applicable--I am already retired	24
Not applicable--I am not in the workforce	6
Unsure	5
Base: All respondents	2,332

RET2. *[SHOW IF RET1 = "YES" OR "I AM ALREADY RETIRED," WITH DIFFERENT WORDING FOR EACH RESPONSE, AS SHOWN. RESPONDENTS ARE PROMPTED TO RESPOND IF THEY DO NOT DO SO INITIALLY. RESPONSE OPTIONS SHOWED IN THE FOLLOWING ORDER: "YES, DEFINITELY," "YES, MAYBE," "NO," "UNSURE."]*

[If considering retirement] Do you plan to move from your current home after retiring?

[If already retired] Did you move after retiring, or do you plan to do so in the near future?

	Total
	%
Yes, definitely	24
Yes, maybe	13
No	55
Unsure	9
Base: Respondents who are considering retirement or already retired	853

RET3. *[SHOW IF RET2 = EITHER "YES." DISPLAY WITH DIFFERENT WORDING DEPENDING ON RESPONSE TO RET1, AS SHOWN. RESPONDENTS ARE PROMPTED TO RESPOND IF THEY DO NOT DO SO INITIALLY. RESPONSE OPTIONS SHOWED IN THE FOLLOWING ORDER: "WITHIN THE SAME GENERAL AREA," "MORE THAN 50 MILES," "TO A DIFFERENT GEOGRAPHIC REGION," "TO ANOTHER COUNTRY IN NORTH AMERICA," "TO A DIFFERENT CONTINENT," "UNSURE."]*

[If considering retirement] You said that you are at least considering moving after you retire. About how far are you considering moving?

[If already retired] You said that you moved after you retired or are considering moving at some point in the future. About how far did you move or how far are you considering moving?

Select all that apply.

	Total
	%
NET: Considering moving (or have already moved) outside the US	*8*
Within the same general area--less than 50 miles	31
More than 50 miles, but within the same geographic region of the US--Midwest, Northeast, West, or South, for example	30
To a different geographic region within the US	29
To a different continent	7
To another country in North America	2
Unsure	8
Base: Respondents who are considering moving after retirement or have already done so	312

RET4. *[SHOW IF RET2 = EITHER "YES." RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER" AT END.]*

Which, if any, of the following are or were an influence on your plans about whether to move and where to live after retirement?

Select all that apply.

	Total
	%
Cost of living	52
Quality of life	51
To be near family or loved ones	48
Weather conditions	40
It seems like a good place to grow old	29
Reputation for being retiree-friendly with easy access to services as people age	25
It's a place I've always dreamed of living	21
Wanting to try something new	21
Political climate	17
Other, please specify	6
Base: Respondents who are considering moving after retirement or have already done so	312

RET5. *[SHOW IF RET3= "TO ANOTHER COUNTRY IN NORTH AMERICA" AND/OR "TO A DIFFERENT CONTINENT." DISPLAY WITH DIFFERENT WORDING DEPENDING ON RESPONSE TO RET1, AS SHOWN. RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER" AND "I HAVE NO CONCERNS" AT END IN THAT ORDER. "I HAVE NO CONCERNS" WAS EXCLUSIVE.]*

[If considering retirement] **You said that you are at least considering moving outside of the US when you retire. Which, if any, of the following are concerns you have about living abroad?**

[If already retired] **You said that you moved outside the US after you retired or are considering moving outside the US at some point in the future. Which, if any, of the following are concerns you have or had about living abroad?**

Select all that apply.

	Total
	%
Access to medical care	
Health insurance	
Legal issues for citizens of other countries, such as visas, taxes, and regulations	
Safety and crime	
Cost of living	
Language differences	Insufficient sample size to report results
Distance from family or loved ones	
Potential political changes or upheaval	
Cultural differences	
Not having access to services or products you are used to	
Other, please specify	
I have no concerns about living abroad	
Base: Respondents who moved or are considering moving abroad when they retire	20

Note: Too few respondents qualified to see this question for results to be reported.

CRUISES

CRUISE1. *[RANDOMIZE ORDER OF "YES, ON AN OCEAN CRUISE" AND "YES, ON A RIVER CRUISE," ALWAYS HOLDING "NO" AT END. "NO" WAS EXCLUSIVE.]*

Have you traveled on a cruise ship in the past 24 months?

Select all that apply.

	Total
	%
Yes, on an ocean cruise	13
Yes, on a river cruise	4
No	83
Base: All respondents	2,333

SMART STORES

STORE1. *[SHOW STORE1, STORE2, AND STORE3 IN A RANDOM ORDER. RANDOMIZE WHETHER "A STORE THAT HAS THIS" OR "A STORE THAT DOESN'T HAVE THIS" COMES FIRST IN QUESTION STEM AND ROTATE RESPONSE OPTIONS TO MATCH, ALWAYS KEEPING "NO PREFERENCE" AT END. KEEP THAT ORDER CONSISTENT ACROSS STORE1, STORE2, AND STORE3.]*

Some grocery stores are using or considering <u>self-checkouts with facial recognition</u>. This technology could track people's purchases, apply loyalty rewards, and identify shoplifters, among other uses.

All else being equal, would you prefer to shop in a store that has this or one that doesn't have this?

	Total
	%
A store that <u>does not</u> have this technology	55
No preference	27
A store that <u>has</u> this technology	18
Base: All respondents	2,296

STORE2. *[SHOW STORE1, STORE2, AND STORE3 IN A RANDOM ORDER. RANDOMIZE WHETHER "A STORE THAT HAS THIS" OR "A STORE THAT DOESN'T HAVE THIS" COMES FIRST IN QUESTION STEM AND ROTATE RESPONSE OPTIONS TO MATCH, ALWAYS KEEPING "NO PREFERENCE" AT END. KEEP THAT ORDER CONSISTENT ACROSS STORE1, STORE2, AND STORE3.]*

Some grocery stores are using or considering <u>electronic shelf labels</u>. These digital displays replace paper price tags and can update prices instantly.

All else being equal, would you prefer to shop in a store that has this or one that doesn't have this?

	Total
	%
No preference	43
A store that <u>has</u> this technology	31
A store that <u>does not</u> have this technology	27
Base: All respondents	2,291

STORE3. *[SHOW STORE1, STORE2, AND STORE3 IN A RANDOM ORDER. RANDOMIZE WHETHER "A STORE THAT HAS THIS" OR "A STORE THAT DOESN'T HAVE THIS" COMES FIRST IN QUESTION STEM AND ROTATE RESPONSE OPTIONS TO MATCH, ALWAYS KEEPING "NO PREFERENCE" AT END. KEEP THAT ORDER CONSISTENT ACROSS STORE1, STORE2, AND STORE3.]*

Some grocery stores are using or considering <u>Bluetooth beacons</u>. These devices connect to shoppers' smartphones and send them information while they shop based on where they are in the store.

All else being equal, would you prefer to shop in a store that has this or one that doesn't have this?

	Total
	%
A store that <u>does not</u> have this technology	53
No preference	31
A store that <u>has</u> this technology	16
Base: All respondents	2,290

STORE4. *[RANDOMIZE ORDER OF "SUPPORT" AND "OPPOSE" IN QUESTION STEM AND ROTATE RESPONSE OPTIONS TO MATCH.]*

Electronic shelf labels in grocery stores could enable dynamic pricing, where prices change instantly based on product demand, similar to Uber's surge pricing model. High-demand items that are low in stock would see price increases, while prices for less popular items would decrease.

Do you support or oppose this practice?

	Total
	%
Strongly support	4
Somewhat support	19
Somewhat oppose	29
Strongly oppose	48
Base: All respondents	2,301

STORE5.

Now, imagine that a grocery store you use frequently has installed electronic shelf labels and plans to use them for that kind of dynamic pricing.

Do you believe the store would <u>tell</u> customers that they are doing this?

Please answer thinking of what you think <u>would</u> happen, not what you think <u>should</u> happen.

	Total
	%
Yes	25
No	52
Unsure	24
Base: All respondents	2,307

LARGE KITCHEN APPLIANCES

KITCHEN1.

	Total
	%
None, although I do cook occasionally	3
One or two	11
Three or four	26
Five or six	34
Every day	25
Not applicable; I don't cook at all	1
Base: All respondents	2,325

How many days per week do you (or someone else in your household) typically cook dinner at home?

KITCHEN2. *[RESPONDENTS ARE PROMPTED TO RESPOND IF THEY DO NOT DO SO INITIALLY.]*

Have you ever purchased a large kitchen appliance, such as a refrigerator, dishwasher, or range?

	Total
	%
Yes	72
No	28
Base: All respondents	2,332

KITCHEN3. *[SHOW IF KITCHEN2 = "YES." RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER" AT END.]*

Think of the large kitchen appliance you purchased most recently. Which of the following is the main reason you purchased it?

Please choose the answer that comes closest to how you feel, even if none are exactly right.

	Total
	%
Needed to replace one that had stopped working well or had broken completely	65
Wanted a newer appliance or one with different features	12
Renovated the kitchen	11
Built a custom home or fully remodeled before moving into a new home	6
Had not had this kind of appliance before	3
Other, please specify	3
Base: Respondents who have ever purchased a large kitchen appliance	1,679

KITCHEN4. *[SHOW IF KITCHEN2 = "YES." RANDOMIZE RESPONSE OPTIONS, HOLDING "NO" AT BEGINNING AND "FOR ANOTHER REASON" AT END. "NO" IS EXCLUSIVE.]*

Have you ever purchased multiple large kitchen appliances as a set or bundle, such as a refrigerator, dishwasher, and range?

Select all that apply.

	Total
	%
No, I have never done this	62
Yes, because I was remodeling	14
Yes, because I wanted the brand and finish to match	13
Yes, because there was a bundle discount or other incentive, like buy two get one free	11
Yes, because I wanted all the appliances to be delivered at around the same time	6
Yes, because multiple appliances broke down at the same time	4
Yes, for another reason (please specify)	3
Base: Respondents who have ever purchased a large kitchen appliance	1,691

KITCHEN5. *[RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER" AND "NO PREFERENCE" AT END IN THAT ORDER.]*

Imagine you were redoing your kitchen and had a comfortable budget to do it. Which finish would you choose for your large appliances?

	Total
	%
Stainless steel	53
Matte black	12
White	9
Panelled to match kitchen cabinets	8
Reflective black	6
Colorful	4
Other, please specify	2
No preference	7
Base: All respondents	2,318

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 <u>personal</u> 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. FOR THE ITEM ON USING A STRONG PASSWORD FOR HOME WIFI NETWORK, HALF OF RESPONDENTS SAW THE LANGUAGE SHOWN—WHICH IS WHAT WAS USED IN PAST YEARS—WHILE HALF SAW "USE A STRONG PASSWORD TO ACCESS YOUR HOME WIFI NETWORK, SUCH AS ONE AT LEAST 8 CHARACTERS LONG THAT INCLUDES UPPER AND LOWERCASE LETTERS, NUMBERS AND SYMBOLS." RESPONSES DID NOT DIFFER GREATLY BETWEEN THE TWO, SO THE COMBINED RESULTS ARE SHOWN HERE.]*

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 <u>passwords,</u> 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 2025 AES**	**MAY 2024 AES**	**MAY 2023 AES**
	Total	Total	Total
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	**MAY 2025 AES**	**MAY 2024 AES**	**MAY 2023 AES**
	%	%	%
Yes	82	85	82
No	13	11	14
Not applicable	5	4	5
Base: All respondents	2,329	2,020	1,973
[Rebased to exclude people who said "Not applicable"]	Total	Total	Total
	%	%	%
Yes	86	89	86
No	14	11	14
Base: Respondents who did not say "not applicable"	2,210	1,956	1,892
Require a password, PIN, or other method, such as touch or face ID, to unlock your smartphone	**MAY 2025 AES**	**MAY 2024 AES**	**MAY 2023 AES**
	%	%	%
Yes	81	83	79
No	14	14	16
Not applicable	5	4	6
Base: All respondents	2,330	2,018	1,976
[Rebased to exclude people who said "Not applicable"]	Total	Total	Total
	%	%	%
Yes	86	86	83
No	14	14	17
Base: Respondents who did not say "not applicable"	2,214	1,959	1,862

Use multi-factor authentication, a feature that requires a password plus another piece of information to log in to any of your online accounts	MAY 2025 AES	MAY 2024 AES	MAY 2023 AES
	%	%	%
Yes	77	77	73
No	18	20	23
Not applicable	5	3	5
Base: All respondents	2,327	2,020	1,969
[Rebased to exclude people who said "Not applicable"]	**Total**	**Total**	**Total**
	%	%	%
Yes	81	80	76
No	19	20	24
Base: Respondents who did not say "not applicable"	2,209	1,973	1,879
Use a unique password across your different accounts	**MAY 2025 AES**	**MAY 2024 AES**	**MAY 2023 AES**
	%	%	%
Yes	62	63	64
No	34	34	31
Not applicable	5	3	5
Base: All respondents	2,326	2,015	1,968
[Rebased to exclude people who said "Not applicable"]	**Total**	**Total**	**Total**
	%	%	%
Yes	65	65	67
No	35	35	33
Base: Respondents who did not say "not applicable"	2,220	1,970	1,878
Change default passwords on devices, such as routers, modems, "smart" appliances, and so on	**MAY 2025 AES**	**MAY 2024 AES**	**MAY 2023 AES**
	%	%	%
Yes	58	57	54
No	32	36	37
Not applicable	10	7	9
Base: All respondents	2,327	2,019	1,972
[Rebased to exclude people who said "Not applicable"]	**Total**	**Total**	**Total**
	%	%	%
Yes	65	61	59
No	35	39	41
Base: Respondents who did not say "not applicable"	2,115	1,886	1,795

CYBER1. *[CONTINUED.]*

Use a password manager that automatically creates and stores a very strong password for each of your online accounts	MAY 2025 AES	MAY 2024 AES	MAY 2023 AES
	%	%	%
Yes	40	34	35
No	55	62	60
Not applicable	5	4	5
Base: All respondents	2,330	2,017	1,978
[Rebased to exclude people who said "Not applicable"]	**Total**	**Total**	**Total**
	%	%	%
Yes	42	36	37
No	58	64	63
Base: Respondents who did not say "not applicable"	2,217	1,946	1,868

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 <u>use the most.</u>

When it comes to <u>privacy protection tools installed on your device,</u> do you . . .

Please respond for <u>everything</u> 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	Total	Total
Implement software updates as soon as they are available	MAY 2025 AES	MAY 2024 AES	MAY 2023 AES
	%	%	%
Yes	66	68	64
No	22	22	23
Not applicable	3	3	4
Unsure	9	7	9
Base: All respondents	2,320	2,015	1,978
[Rebased to exclude people who said "Not applicable" or "Unsure"]	**Total**	**Total**	**Total**
	%	%	%
Yes	75	76	74
No	25	24	26
Base: Respondents who did not say "not applicable" and were sure	2,047	1,833	1,721

Have a firewall	MAY 2025 AES	MAY 2024 AES	MAY 2023 AES
	%	%	%
Yes	43	41	44
No	28	31	27
Not applicable	4	3	5
Unsure	24	25	24
Base: All respondents	2,317	2,009	1,968
[Rebased to exclude people who said "Not applicable" or "Unsure"]	Total	Total	Total
	%	%	%
Yes	60	57	62
No	40	43	38
Base: Respondents who did not say "not applicable" and were sure	1,669	1,448	1,422

Have software that prevents malware or viruses, like Norton or McAfee	MAY 2025 AES	MAY 2024 AES	MAY 2023 AES
	%	%	%
Yes	50	52	53
No	33	34	29
Not applicable	4	3	5
Unsure	12	12	13
Base: All respondents	2,318	2,010	1,981
[Rebased to exclude people who said "Not applicable" or "Unsure"]	Total	Total	Total
	%	%	%
Yes	60	61	65
No	40	39	35
Base: Respondents who did not say "not applicable" and were sure	1,957	1,747	1,657

Have a "virtual private network," or VPN, for accessing the internet	MAY 2025 AES	MAY 2024 AES	MAY 2023 AES
	%	%	%
Yes	32	31	31
No	50	50	49
Not applicable	5	3	5
Unsure	14	17	15
Base: All respondents	2,318	2,011	1,980
[Rebased to exclude people who said "Not applicable" or "Unsure"]	Total	Total	Total
	%	%	%
Yes	39	38	39
No	61	62	61
Base: Respondents who did not say "not applicable" and were sure	1,884	1,636	1,586

Have identity theft protection services, like Experion, Aura, or LifeLock	MAY 2025 AES	MAY 2024 AES	MAY 2023 AES
	%	%	%
Yes	32	27	25
No	53	61	58
Not applicable	4	3	5
Unsure	11	9	11
Base: All respondents	2,316	2,013	1,977
[Rebased to exclude people who said "Not applicable" or "Unsure"]	Total	Total	Total
	%	%	%
Yes	37	31	30
No	63	69	70
Base: Respondents who did not say "not applicable" and were sure	1,975	1,779	1,660

Have a browser extension that blocks trackers, like Privacy Badger or uBlock Origin	MAY 2025 AES	MAY 2024 AES	MAY 2023 AES
	%	%	%
Yes	28	24	25
No	50	51	49
Not applicable	4	3	6
Unsure	18	22	21
Base: All respondents	2,319	2,017	1,977
[Rebased to exclude people who said "Not applicable" or "Unsure"]	Total	Total	Total
	%	%	%
Yes	36	32	34
No	64	68	66
Base: Respondents who did not say "not applicable" and were sure	1,767	1,520	1,478

Have software like BitLocker or FileVault to encrypt files on your device so no one else can use them	MAY 2025 AES	MAY 2024 AES	MAY 2023 AES
	%	%	%
Yes	13	10	11
No	67	72	68
Not applicable	6	4	7
Unsure	14	14	14
Base: All respondents	2,319	2,012	1,975
[Rebased to exclude people who said "Not applicable" or "Unsure"]	Total	Total	Total
	%	%	%
Yes	16	12	14
No	84	88	86
Base: Respondents who did not say "not applicable" and were sure	1,853	1,657	1,576

CYBER3. *[RANDOMIZE GRID ITEMS ACROSS TWO SCREENS.]*

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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."

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	Total	Total	Total
Avoid clicking links in texts from people you don't know	**MAY 2025 AES**	**MAY 2024 AES**	**MAY 2023 AES**
	%	%	%
Yes	89	91	87
No	6	5	8
Not applicable	4	3	5
Base: All respondents	2,293	2,003	1,974
[Rebased to exclude people who said "Not applicable"]	**Total**	**Total**	**Total**
	%	%	%
Yes	94	94	92
No	6	6	8
Base: Respondents who did not say "not applicable"	2,193	1,947	1,890
Avoid clicking links in emails from people you don't know	**MAY 2025 AES**	**MAY 2024 AES**	**MAY 2023 AES**
	%	%	%
Yes	90	91	87
No	6	6	8
Not applicable	4	3	5
Base: All respondents	2,300	2,009	1,966
[Rebased to exclude people who said "Not applicable"]	**Total**	**Total**	**Total**
	%	%	%
Yes	93	94	91
No	7	6	9
Base: Respondents who did not say "not applicable"	2,212	1,956	1,887
Adjust your smartphone settings to only allow an app access to your location while you are using the app	**MAY 2025 AES**	**MAY 2024 AES**	**MAY 2023 AES**
	%	%	%
Yes	80	79	76
No	13	15	16
Not applicable	7	6	8
Base: All respondents	2,302	2,000	1,961
[Rebased to exclude people who said "Not applicable"]	**Total**	**Total**	**Total**
	%	%	%
Yes	86	84	82
No	14	16	18
Base: Respondents who did not say "not applicable"	2,148	1,896	1,820

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 2025 AES	MAY 2024 AES	MAY 2023 AES
	%	%	%
Yes	79	80	77
No	16	15	16
Not applicable	6	5	7
Base: All respondents	2,302	1,997	1,969
[Rebased to exclude people who said "Not applicable"]	**Total**	**Total**	**Total**
	%	%	%
Yes	83	84	83
No	17	16	17
Base: Respondents who did not say "not applicable"	2,170	1,907	1,837
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 2025 AES**	**MAY 2024 AES**	**MAY 2023 AES**
	%	%	%
Yes	75	75	74
No	19	19	19
Not applicable	6	6	7
Base: All respondents	2,291	2,007	1,954
[Rebased to exclude people who said "Not applicable"]	**Total**	**Total**	**Total**
	%	%	%
Yes	80	80	79
No	20	20	21
Base: Respondents who did not say "not applicable"	2,159	1,899	1,826
Block or routinely delete some or all cookies on your web browser	**MAY 2025 AES**	**MAY 2024 AES**	**MAY 2023 AES**
	%	%	%
Yes	69	67	67
No	26	28	27
Not applicable	5	5	6
Base: All respondents	2,293	2,007	1,956
[Rebased to exclude people who said "Not applicable"]	**Total**	**Total**	**Total**
	%	%	%
Yes	72	70	71
No	28	30	29
Base: Respondents who did not say "not applicable"	2,181	1,925	1,844

Adjust the privacy settings in your web browser	MAY 2025 AES	MAY 2024 AES	MAY 2023 AES
	%	%	%
Yes	59	58	59
No	34	37	34
Not applicable	6	5	7
Base: All respondents	2,294	2,001	1,963
[Rebased to exclude people who said "Not applicable"]	Total	Total	Total
	%	%	%
Yes	63	61	63
No	37	39	37
Base: Respondents who did not say "not applicable"	2,146	1,910	1,837
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 2025 AES	MAY 2024 AES	MAY 2023 AES
	%	%	%
Yes	56	53	53
No	37	40	40
Not applicable	7	7	7
Base: All respondents	2,296	2,000	1,962
[Rebased to exclude people who said "Not applicable"]	Total	Total	Total
	%	%	%
Yes	60	57	57
No	40	43	43
Base: Respondents who did not say "not applicable"	2,146	1,888	1,818
Review security settings at least once every six months	MAY 2025 AES	MAY 2024 AES	MAY 2023 AES
	%	%	%
Yes	45	44	44
No	49	51	51
Not applicable	6	5	5
Base: All respondents	2,292	2,004	1,958
[Rebased to exclude people who said "Not applicable"]	Total	Total	Total
	%	%	%
Yes	48	46	47
No	52	54	53
Base: Respondents who did not say "not applicable"	2,165	1,919	1,857

CYBER3. *[CONTINUED.]*

Encrypt your hard drive	MAY 2025 AES	MAY 2024 AES	MAY 2023 AES
	%	%	%
Yes	20	19	19
No	65	68	67
Not applicable	15	12	15
Base: All respondents	2,291	1,988	1,936
[Rebased to exclude people who said "Not applicable"]	Total	Total	Total
	%	%	%
Yes	24	22	22
No	76	78	78
Base: Respondents who did not say "not applicable"	1,958	1,752	1,641

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 2025 AES	MAY 2024 AES	MAY 2023 AES
	Total	Total	Total
	%	%	%
SMS or text-based: you get a code texted to you that you enter to log in	83	83	82
Multi-factor authentication apps, like Google Authenticator or Duo Mobile	55	54	50
Passkey, a digital credential tied to a user account, usually used instead of a password	33	not asked	not asked
Phone call authentication, that is, you get a call and answer or press a particular key to log in	24	25	26
Physical security key: you plug in a USB-c or other small device when logging on	5	5	6
Other, please specify	1	1	2
Base: Respondents who use multi-factor authentication on a personal device	1,805	1,591	1,434

Note: The "passkey" response was added in 2025 and refers to things like having to enter a PIN or use a fingerprint or face ID.

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 2025 AES	MAY 2024 AES	MAY 2023 AES	JUNE 2022 AES
	Total	Total	Total	Total
	%	%	%	%
Very confident	8	8	10	7
Somewhat confident	40	45	46	45
Not too confident	36	32	31	34
Not confident at all	16	15	13	14
Base: All respondents	2,312	2,011	1,986	2,097

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