



American Experiences Survey:

A Nationally Representative Multi-Mode Survey

August 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: leaf blowers & string trimmers, health & fitness trackers, corporate commitments, weatherization, protein supplements, and renters insurance.

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 2,153 interviews, 2,014 by web mode and 139 by phone mode, 2,032 in English and 121 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 64% have a household income of \$50,000 or more.

The margin of error for results based on the total sample is +/-2.56 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 August omnibus contained six blocks of questions, one for each topic listed above. Respondents saw the blocks 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.

Prepared by CR Survey Research Department, August 2025

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LEAF BLOWERS & STRING TRIMMERS

LEAF1. [RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DID NOT DO SO INITIALLY.]

Does your home have a yard--that is, an outdoor green space, such as a lawn--that you are responsible for maintaining?	
	Total
	%
Yes	75
No	25
Base: All respondents	2,151

LEAF2. [SHOW IF LEAF1="YES." RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DID NOT DO SO INITIALLY. "NO" WAS EXCLUSIVE.]

Have you purchased, or planned to purchase, a leaf blower in the past 24 months?	
This is a piece of equipment used to blow leaves or debris off lawns, driveways, and sidewalks.	
<i>Select <u>all</u> that apply.</i>	
	Total
	%
Yes, purchased	34
Yes, planned to but haven't actually purchased yet	9
No	58
Base: Respondents with a yard	1,615

LEAF3. [SHOW IF LEAF1 = "YES." RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DID NOT DO SO INITIALLY. "NO" WAS EXCLUSIVE.]

Have you purchased, or planned to purchase, a string trimmer (also known as a weed whacker) in the past 24 months?

This is a piece of equipment used to trim grass or weeds around edges, fences, trees, or flower beds.

Select all that apply.

	Total
	%
Yes, purchased	39
Yes, planned to but haven't actually purchased yet	6
No	55
Base: Respondents with a yard	1,615

LEAF4. [SHOW IF LEAF1="YES." RANDOMIZE RESPONSE OPTIONS, KEEPING TOGETHER "QUALITY," "DURABILITY," AND "RELIABILITY" IN RANDOM ORDER, AND HOLDING "OTHER," "NONE OF THESE," AND "NOT APPLICABLE" AT END IN THAT ORDER. "NONE OF THESE" AND "NOT APPLICABLE" WERE EXCLUSIVE. RESPONDENTS COULD SELECT UP TO THREE RESPONSES.]

Which, if any, of the following are most important to you when buying a string trimmer or leaf blower?

Select up to three.

	Total
	%
Price	38
Reliability, that is, works as expected every time you use it	32
Power source (battery, gas, or corded electric)	31
Ease of use, such as weight, balance, or ergonomic design	28
Durability, that is, withstands wear and tear	28
Quality, that is, functions well	27
Compatibility with other products I own, such as battery systems from the same brand	14
Brand	10
Safety features, like automatic shut-off, safety switches, or debris guards	8
Size or bulkiness for storage	7
Type, like a handheld blower vs. backpack blower, or curved-shaft vs. straight-shaft trimmer	7
Eco-friendliness/sustainability	5
Other, please specify	1
None of these	4
Not applicable: I would not buy these items	8
Base: Respondents with a yard	1,615

LEAF5. [SHOW IF LEAF1="YES" AND LEAF4 IS NOT "NOT APPLICABLE." RESPONDENTS COULD SELECT UP TO THREE RESPONSE OPTIONS. RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER" AND "NONE OF THESE" AT END. "NONE OF THESE" WAS EXCLUSIVE.]

When you think about sustainability in buying a string trimmer or leaf blower, what are the three most important aspects of sustainability to you?

Select up to three.

	Total
	%
Good quality products that last a long time	63
Products that need very little maintenance or repairs	46
Cost savings	37
Energy efficiency	26
Made in the U.S.A.	18
Safety concerns, like protecting users' safety or workers' safety	16
Reducing pollution	11
Reducing waste, or keeping items out of the landfill	10
Health concerns, like reducing the production of harmful chemicals or emissions	8
Reducing climate change	7
Protecting natural resources	5
Other, please specify	1
None of these--sustainability is not important to me	6
Base: Respondents with a yard who did not say they would not buy these items	1,496

HEALTH & FITNESS TRACKERS

WEAR_INTRO. [IF THIS SECTION IS NOT SHOWN FIRST, THE TEXT IS SHOWN AS, "THE NEXT QUESTIONS ARE ABOUT..."]

This set of questions is about wearable devices that track health or fitness, such as a smartwatch or a fitness tracker. These devices can track things like steps, heart rate, sleep, or physical activity.

WEAR1. [RESPONDENTS WERE PROMPTED TWICE TO RESPOND IF THEY DID NOT DO SO INITIALLY.]

<p>Do you currently track your health or fitness in any way using a wearable device, such as a smartwatch or fitness tracker?</p> <p><i>This could include tracking steps, sleep, heart rate, or activity, even if you only wear the device sometimes. If you use more than one type of wearable fitness tracking device, please answer for the one you use the most.</i></p>	
	Total
	%
Yes, a smartwatch	35
Yes, a fitness band	6
Yes, a smart ring or other wearable device for fitness tracking	3
No, none of these	56
Base: All respondents	2,153

WEAR2. [SHOW IF WEAR1=ANY "YES" RESPONSE. RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DID NOT DO SO INITIALLY. RANDOMIZE RESPONSE OPTIONS, KEEPING TOGETHER "HEART RATE MONITORING" AND "ECG/EKG MONITORING" IN RANDOM ORDER, AND HOLDING "OTHER" AT END.]

<p>Which, if any, of the following health or fitness features on your wearable device do you regularly check or use?</p> <p><i>For this question, we're only interested in data that is collected by your wearable device or features your wearable device has, whether you check them on the device or in an app. Please respond based on whether you actively check the data or use the feature.</i></p> <p><i>Select <u>all</u> that apply.</i></p>	
	Total
	%
Step counter	70
Heart rate monitoring	60
Everyday activity tracking (e.g., active minutes, daily activity goals)	51
Sleep tracking	37
Distance tracking	37
Sports activity tracking (e.g., cycling, swimming, weightlifting)	30
Calorie tracking	22
Stair climbing	17
Stress level tracking (e.g., based on electrodermal activity)	16
ECG/EKG monitoring	15
Other, please specify	1
Base: Respondents with a wearable health or fitness tracker	975

WEAR3. [SHOW IF WEAR2=ANY SPECIFIED RESPONSE OPTION OTHER THAN "OTHER." SHOW EACH GRID ITEM ONLY IF THAT FEATURE WAS SELECTED IN WEAR2. SHOW GRID ITEMS IN THE SAME ORDER AS WEAR2.]

How important to you, if at all, are each of these health features on your wearable device?	
Step counter	Total
	%
Very important	56
Somewhat important	36
Not too important	8
Not important at all	1
Base: Respondents who regularly use the step counter on their wearable device	687
Heart rate monitoring	Total
	%
Very important	57
Somewhat important	37
Not too important	5
Not important at all	1
Base: Respondents who regularly use heart rate monitoring on their wearable device	572
Everyday activity tracking (e.g., active minutes, daily activity goals)	Total
	%
Very important	52
Somewhat important	40
Not too important	7
Not important at all	1
Base: Respondents who regularly use everyday activity tracking on their wearable device	517
Sleep tracking	Total
	%
Very important	47
Somewhat important	41
Not too important	11
Not important at all	1
Base: Respondents who regularly use sleep tracking on their wearable device	364
Distance tracking	Total
	%
Very important	45
Somewhat important	42
Not too important	13
Not important at all	1
Base: Respondents who regularly use distance tracking on their wearable device	344

WEAR3. [CONTINUED.]

<i>Sports activity tracking (e.g., cycling, swimming, weightlifting)</i>	Total
	%
Very important	54
Somewhat important	39
Not too important	6
Not important at all	1
Base: Respondents who regularly use sports activity tracking on their wearable device	303
<i>Calorie tracking</i>	Total
	%
Very important	47
Somewhat important	40
Not too important	12
Not important at all	2
Base: Respondents who regularly use calorie tracking on their wearable device	232
<i>Stair climbing</i>	Total
	%
Very important	29
Somewhat important	48
Not too important	22
Not important at all	2
Base: Respondents who regularly use stair climbing tracking on their wearable device	176
<i>Stress level tracking (e.g., based on electrodermal activity)</i>	Total
	%
Very important	37
Somewhat important	43
Not too important	18
Not important at all	2
Base: Respondents who regularly use stress level tracking on their wearable device	166
<i>ECG/EKG monitoring</i>	Total
	%
Very important	51
Somewhat important	36
Not too important	12
Not important at all	1
Base: Respondents who regularly use ECG/EKG monitoring on their wearable device	140

WEAR4. [SHOW IF WEAR1=ANY "YES" RESPONSE.]

Some smartwatches and fitness trackers offer a premium subscription that costs extra and offers added features such as personalized workout routines and advanced health insights. A few examples are Apple Fitness Plus, Garmin Connect Plus, and Fitbit Premium.

Would you pay more for additional or enhanced health features on your wearable device, for example with a monthly subscription?

	Total
	%
Yes, I would	12
Yes, I already do	8
No	64
Unsure	17
Base: Respondents with a wearable health or fitness tracker	968

WEAR5. [SHOW IF WEAR1=ANY "YES" RESPONSE. ROTATE RESPONSE SCALE.]

How often do you use your wearable fitness device for communication features, like text messages, emails, or social media?

	Total
	%
Not at all	23
Occasionally, less often than once a week	18
1-2 times a week	15
1-2 times a day	18
3 or more times a day	26
Base: Respondents with a wearable health or fitness tracker	967

CORPORATE COMMITMENTS

CORP_INFO.

In recent years, many companies have begun making public commitments to protect the environment. Some earn environmental certifications that qualify them for special labeling programs—like Amazon’s “Climate Pledge Friendly” or Wayfair’s “Shop Sustainably”—while others, like Apple, have pledged to reach goals such as carbon neutrality by 2030.

CORP1. [ROTATE RESPONSE SCALE AND RELATED TERMS IN STEM.]

How much do you approve or disapprove of companies making public commitments to protect the environment?	
	Total
	%
Strongly approve	42
Somewhat approve	46
Somewhat disapprove	9
Strongly disapprove	3
Base: All respondents	2,115

CORP2. [ROTATE RESPONSE SCALE, HOLDING “DON’T MATTER TO YOU ONE WAY OR THE OTHER” AT END.]

Imagine you were choosing between two similar products, and one company had made an environmental commitment and the other had not. How would that influence your choice of which to buy? Would you say that environmental commitments...	
	Total
	%
Make you more likely to buy the product, even if it costs more	22
Make you more likely to buy the product, but only if it costs the same or less	44
Make you less likely to buy the product	4
Don't matter to you one way or the other	30
Base: All respondents	2,124

CORP3. [RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DID NOT DO SO INITIALLY. ROTATE RESPONSE OPTIONS.]

If you learned that a company pulled back from its public environmental commitments, how, if at all, would that affect your likelihood to purchase their products (assuming everything else about their products stayed the same)?	
	Total
	%
I would be <u>less likely</u> to buy their products than I was before	53
I would be <u>more likely</u> to buy their products than I was before	7
It would not affect my likelihood to buy their products at all	40
Base: All respondents	2,140

CORP4. [SHOW IF CORP3 = "I WOULD BE LESS LIKELY TO BUY THEIR PRODUCTS" OR "IT WOULD NOT AFFECT MY LIKELIHOOD TO BUY THEIR PRODUCTS AT ALL." RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER" AT END. IF "KEEP BUYING THE PRODUCT" AND "SWITCH TO A PRODUCT FROM A MORE ENVIRONMENTALLY RESPONSIBLE COMPANY" ARE BOTH SELECTED, PROMPT "YOU CANNOT SELECT BOTH 'KEEP BUYING THE PRODUCT' AND 'SWITCH TO A DIFFERENT PRODUCT.'"]

If the manufacturer of a product you regularly buy withdrew its public environmental commitments, what actions, if any, would you take?	
<i>Select <u>all</u> that apply.</i>	
	Total
	%
Keep buying the product, with no other actions selected	25
Switch to a product from a more environmentally responsible company	45
Talk about it with friends and family	32
Keep buying the product	31
Post about it on social media to share the news or express my opinion	10
Contact the company directly (e.g., by email, phone, or chat) to express concern	9
Write a review of the product about the change	9
Other, please specify	5
No response	3
Base: Respondents who would be similarly or less likely to buy from a company that had pulled back environmental commitments	2,009

WEATHERIZATION

WEATHER_INTRO. [IF THIS SECTION IS NOT SHOWN FIRST, THE TEXT IS SHOWN AS, "THE NEXT FEW QUESTIONS ARE ABOUT..."]

This set of questions is about preparing your home for extreme winter weather. That can include extreme or prolonged periods of cold, blizzards or other winter storms, ice, or heavy snowfall.

WEATHER1. [RANDOMIZE RESPONSE OPTIONS, KEEPING TOGETHER "ROOF DAMAGE" WITH "DAMAGE TO THE EXTERIOR OF THE HOME OTHER THAN THE ROOF" IN THAT ORDER, AND HOLDING "OTHER," "NONE," "NOT APPLICABLE: I'M NOT RESPONSIBLE FOR MY HOME IN THAT WAY," AND "NOT APPLICABLE: MY AREA NEVER GETS COLD WEATHER" AT END IN THAT ORDER. "NONE" AND BOTH "NOT APPLICABLE" RESPONSES WERE EXCLUSIVE.]

In the past 12 months, have you had any of the following types of damage to your home as a result of extreme winter weather?

Select all that apply.

	Total
	%
Any type of damage due to extreme winter weather	23
Roof damage	9
Damage to the exterior of the home other than the roof, such as siding, windows, driveways, or fences	7
Frozen or burst pipes	6
Flooding (e.g., in a basement or on a ground floor)	4
Water damage from melting ice or snow leaking through the roof or walls (ice dams)	4
Ventilation blockages, such as snow-clogged furnace vents or dryer vents	2
Other, please specify	1
None	54
Not applicable: I'm not responsible for my home in that way (e.g., I rent or live in a multi-unit building)	13
Not applicable: My area never gets cold weather	9
Base: All respondents	2,153

WEATHER2. [SHOW IF NEITHER "NOT APPLICABLE" OPTION WAS SELECTED IN WEATHER1. RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DID NOT DO SO INITIALLY. RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER" AND "NONE" AT END. "NONE" WAS EXCLUSIVE.]

Which of the following steps have you taken, if any, specifically to prepare your home for extreme winter weather in the past 12 months?	
<i>Select <u>all</u> that apply.</i>	
	Total
	%
Cleared gutters or storm drains	29
Had my heating system inspected or serviced	28
Sealed air leaks (e.g., caulking, weather stripping)	20
Insulated or wrapped water pipes	17
Added insulation to attic or walls	9
Had my generator serviced	6
Installed a generator	5
Installed a backup heating system, such as a wood stove or pellet stove	4
Other, please specify	4
None: I have not taken any steps to prepare my home for extreme or cold weather	35
Base: Respondents who did not select a "Not applicable" response in WEATHER1	1,688

WEATHER3. [SHOW IF NEITHER "NOT APPLICABLE" OPTION WAS SELECTED IN WEATHER1. RANDOMIZE RESPONSE OPTIONS, HOLDING "NOTHING HAS PREVENTED ME" AT BEGINNING OF LIST AND HOLDING "OTHER" AND "I JUST DON'T THINK IT'S NECESSARY" AT END.]

What, if anything, has prevented you from preparing your home for extreme winter weather?	
<i>Select <u>all</u> that apply.</i>	
	Total
	%
Nothing has prevented me--I have made preparations	28
My home already has very good weatherization	25
It's too expensive	19
I'm not sure what steps I should take to prepare my home	9
I haven't had time	9
Difficulty finding a local contractor to do the work	4
Other, please specify	3
I just don't think it's necessary	17
Base: Respondents who did not select a "Not applicable" response in WEATHER1	1,688

WEATHER4. ["NO" WAS EXCLUSIVE. RESPONSE OPTIONS WERE SHOWN IN THIS ORDER: "GENERATOR," "FIREPLACE OR WOOD STOVE," "ANOTHER TYPE OF BACKUP HEAT," "NO."]

Do you have a backup heating source you could use in a winter power outage?	
Select <u>all</u> that apply.	
	Total
	%
No, I do not have a backup heating source	57
Yes, a fireplace or wood stove	25
Yes, a generator	18
Yes, another type of backup heat, please specify	6
Base: All respondents	2,153

WEATHER5.

Do you have a household emergency kit with supplies you might need during a weather-related power outage?	
	Total
	%
Yes, a full kit with water, food, first aid, and supplies	17
I have some emergency supplies put together, but not a full kit	27
I have emergency supplies, but they are not gathered in one place	25
No, I don't have any emergency supplies	32
Base: All respondents	2,125

PROTEIN SUPPLEMENTS

PROTEIN1.

In the past 36 months (3 years), have you made an effort to increase the amount of protein in your diet?	
	Total
	%
Yes	59
No	41
Base: All respondents	2,146

PROTEIN2. [RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DID NOT DO SO INITIALLY. ROTATE RESPONSE OPTIONS, HOLDING "UNSURE" AT END.]

How often, if at all, do you consume <u>protein powders</u> or <u>protein shakes</u> ?	
<i>We are asking here specifically about protein <u>shakes</u>, not any other kind of protein drinks.</i>	
	Total
	%
More than once a day	3
Once a day	9
1-6 times a week	12
1-3 times a month	11
Only occasionally, less than once a month	15
Never	47
Unsure	3
Base: All respondents	2,152

PROTEIN_INFO.

Protein-enriched foods are otherwise low- or moderate-protein products like bars, cereal, pasta, chips, or clear sports drinks or milk (not protein shakes) that have been fortified with added protein. They are often labeled "protein-enriched" or "high protein."

These are different from foods that are naturally high in protein, like meat, eggs, or tofu.

PROTEIN3. [RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DID NOT DO SO INITIALLY. ROTATE RESPONSE OPTIONS, HOLDING "UNSURE" AT END.]

How often, if at all, do you consume <u>protein-enriched foods</u> ?	
	Total
	%
More than once a day	8
Once a day	12
1-6 times a week	22
1-3 times a month	16
Only occasionally, less than once a month	17
Never	17
Unsure	8
Base: All respondents	2,151

PROTEIN4. [SHOW IF RESPONDENT INDICATED IN PROTEIN2 OR PROTEIN3 THAT THEY CONSUME PROTEIN POWDERS, PROTEIN SHAKES, OR PROTEIN-ENRICHED FOODS AT LEAST OCCASIONALLY. RANDOMIZE RESPONSE OPTIONS, KEEPING TOGETHER "AS PART OF A WEIGHT LOSS PLAN WITH A GLP-1 MEDICATION" AND "AS PART OF A WEIGHT LOSS PLAN NOT INVOLVING A GLP-1 MEDICATION." HOLD "I JUST THINK I DON'T GET ENOUGH PROTEIN FROM MY REGULAR DIET" AND "OTHER" AT END.]

Which, if any, of the following are reasons why you use protein powders or protein shakes, or eat protein-enriched foods?

Select all that apply.

	Total
	%
To improve energy or stamina	38
To support healthy aging	36
For convenience — it's an easy or quick meal/snack	34
I just think I don't get enough protein from my regular diet	28
To support bone health or prevent bone loss	26
To help with recovery after exercise or sports	19
For bodybuilding or muscle gain	19
As part of a weight-loss plan <u>not</u> involving a GLP-1 medication	17
My doctor recommended it	11
As part of a weight-loss plan with a GLP-1 medication (such as Ozempic, Wegovy, or Mounjaro)	7
For pregnancy or postpartum recovery	2
Other, please specify	4
No response	2
Base: Respondents who consume protein powders, protein shakes, or protein-enriched foods	1,729

PROTEIN5. [ROTATE RESPONSE OPTIONS, HOLDING "UNSURE" AT END. IN THE RESPONSE OPTION THAT IS NOT THE FIRST MENTION, "THE U.S. FOOD AND DRUG ADMINISTRATION" IS SHOWN AS "THE FDA." IF THE RESPONSE OPTION "THE FDA DOES NOT REQUIRE SAFETY TESTING..." IS SHOWN BEFORE THE OTHER RESPONSE OPTION THAT MENTIONS THE FDA, IT USES ALTERNATE TEXT: "THE U.S. FOOD AND DRUG ADMINISTRATION (FDA) DOES NOT REQUIRE SAFETY TESTING BEFORE PROTEIN POWDERS AND SHAKES ARE SOLD, SUCH AS FOR HEAVY METALS LIKE LEAD, BUT IT CAN TAKE ACTION IF A PRODUCT IS FOUND TO BE UNSAFE."]

Which of the following statements do you believe is most accurate about protein powders and shakes?

If you're not sure, please make your best guess.

	Total
	%
The U.S. Food and Drug Administration (FDA) requires protein powders and shakes to be tested for safety, such as for heavy metals like lead, before they are sold	17
The FDA does not require safety testing before protein protein powders and shakes are sold, but it can take action if a product is found to be unsafe	17
There are industry standards for the safety of protein powders and shakes, but no government requirements	12
There are no standards or guidelines for the safety of protein powders and shakes	11
Unsure	43
Base: All respondents	2,123

RENTERS INSURANCE

RENTERS1. [RESPONDENTS WERE PROMPTED TWICE TO RESPOND IF THEY DID NOT DO SO INITIALLY.]

Renters insurance typically covers your personal belongings in a rental home or apartment, and may also include liability protection.

Do you or someone in your household currently have renters insurance?

	Total
	%
Yes	21
No	73
Unsure	6
Base: All respondents	2,152

RENTERS2. [SHOW IF RENTERS1 = "YES." RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DID NOT DO SO INITIALLY.]

Have you <u>filed a claim</u> on this renters insurance policy within the past three years?	
	Total
	%
Yes	9
No	89
Unsure	2
Base: Respondents with renters insurance	
	486

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