American Experiences Survey:
A Nationally Representative Multi-Mode Survey

November 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 November 2025 results are based on interviews conducted from November 6th – 17th, 2025. This document includes all five sections of the omnibus survey for this month: smart TVs, large kitchen appliances, falls, home energy affordability, and investment apps.

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 2,146 interviews, 2,038 by web mode and 108 by phone mode, 2,038 in English and 108 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; 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 +/- 2.52 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 November omnibus contained five 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.

Prepared by CR Survey Research Department, December 2025

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SMART TVS

SMART_INTRO.

A smart TV connects directly to the internet via a built-in smart TV system. A smart TV system allows the user to access apps like Netflix, Hulu, and YouTube directly from the TV's home screen.

SMARTTV1. *[ROTATE RESPONSE SCALE, ALWAYS HOLDING "NOT APPLICABLE: I WOULD NOT BUY A SMART TV AT ALL" AND "NOT APPLICABLE: I DO NOT THINK ABOUT SMART TV SYSTEMS AT ALL" AT END IN THAT ORDER.]*

Some TV brands use operating systems like Roku TV and Google TV, while other brands have their own smart TV operating systems.

Imagine you were shopping for a new TV today. How important, if at all, would the specific smart TV system it uses be in your decision of what TV to get?

	Total
	%
Not at all important	10
Not too important	18
Somewhat important	33
Very important	31
Not applicable: I would not buy a smart TV at all	2
Not applicable: I do not think about smart TV systems at all	5
Base: All respondents	2,138

SMARTTV2. *[RESPONDENTS WERE PROMPTED TO RESPOND IF THEY DID NOT DO SO INITIALLY. IF SMARTTV2 = "I DO NOT HAVE A TV," EXIT SECTION.]*

	Total
Do you know what smart TV system is built into your primary TV? *As a reminder, this is the operating system on the television itself, not through an external device like a Roku or Amazon Fire TV Stick .*	
	%
Yes	55
No	15
Unsure	19
Not applicable: My primary TV is not a smart TV	9
Not applicable: I do not have a TV	2
Base: All respondents	2,143

SMARTTV3. *[SHOW IF SMARTTV2 = "YES," "NO," "UNSURE," OR NO RESPONSE. RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER" AND "I DO NOT DO ANYTHING BESIDES WATCH SHOWS AND MOVIES" AT END IN THAT ORDER. "I DO NOT DO ANYTHING BESIDES WATCH SHOWS AND MOVIES" WAS EXCLUSIVE.]*

	Total
Smart TV systems let people stream shows and movies and often suggest programs to watch. Some also offer other features. Which, if any, of the following features do you <u>use</u> on your primary TV? *Select <u>all</u> that apply.*	
	%
Listen to music through apps like Spotify, Pandora, or YouTube Music	35
Use voice control to control the TV or search for content	24
Get weather, news, or sports updates through apps or widgets	19
View photos or videos from another device, like a phone or computer	16
Browse the internet	15
Play games	15
Control other smart home devices, such as speakers, lights, or thermostats	6
Monitor security devices, such as security or doorbell cameras	6
Other, please specify	2
I do not do anything besides watch shows and movies on my smart TV	36
Base: Respondents whose primary TV is a smart TV	1,912

CONSUMER REPORTS

SMARTTV4. *[SHOW TO ALL WHO REMAIN IN THE SECTION AFTER SMARTTV2. RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER" AND "I HAVE NOT HAD ANY OF THESE KINDS OF PROBLEMS WITH MY TV" AT END IN THAT ORDER. "I HAVE NOT HAD ANY OF THESE KINDS OF PROBLEMS" WAS EXCLUSIVE.]*

Which, if any, of the following are problems you've had with the interface on your primary TV--for example, the menus and settings?

Select all that apply.

	Total
	%
Too many ads on the TV's home screen or in menus	21
No instructions or guidance about how to use all the features	17
Cluttered screens make it hard to find what you want	14
Customizing the menu with preferred apps and services is difficult or not possible	13
Remote control is not intuitive to use	13
Difficult or complicated to set up	12
Difficult to find the settings menu	11
Menus or on-screen displays are hard to use	11
Other, please specify	4
I have not had any of these kind of problems with my TV	46
Base: Respondents who own TVs	2,100

LARGE KITCHEN APPLIANCES

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

Have you <u>ever</u> purchased a large kitchen appliance, such as a refrigerator, dishwasher, or range?	
	Total
	%
Yes	75
No	25
Base: All respondents	2,146

LA1. *[SHOW IF LASCREEN = "YES." RESPONDENTS WERE PROMPTED TO RESPOND IF THEY DID NOT DO SO INITIALLY. RESPONSES SHOWED IN THE FOLLOWING ORDER: YES, THE SAME BRAND; NO, A DIFFERENT BRAND; DON'T RECALL; NOT APPLICABLE.]*

Thinking about your <u>most recent</u> large kitchen appliance purchase, did you get the same brand of that appliance as the one it replaced?	
	Total
	%
No, a different brand	61
Yes, the same brand as the appliance it replaced	21
Don't recall	12
Not applicable; this was not a replacement	6
Base: Respondents who have ever purchased a large kitchen appliance	1,615

LA2. *[SHOW IF LA1 = "YES" OR "NO." IF LA1 = NO, QUESTION STEM READS "YOU SAID YOU GOT A DIFFERENT BRAND FROM . . ." INSTEAD OF "THE SAME BRAND AS . . ." RANDOMIZE RESPONSE OPTIONS, HOLDING "NONE OF THESE" AT END.]*

You said you got the same brand as your previous appliance.

What was your <u>main</u> reason for doing so?

	Total
	%
Cost of the brand	24
Brand reputation	17
Reliability of previous appliance--that is, how consistently it performed over time	11
Performance of previous appliance--that is, how well it did what it was supposed to do	11
Design/look of the brand	9
It was what was available at the time	8
Consistency with the brand of other appliances in the kitchen	8
How the brand contributed to resale value of your home	1
None of these; the brand was not a factor in any way	11
Base: Respondents who remembered if their most recent large kitchen appliance replacement was the same brand as the previous one	1,312

LA3. *[RESPONDENTS WERE PROMPTED TO RESPOND IF THEY DID NOT DO SO INITIALLY.]*

Imagine you were shopping for a large kitchen appliance. Would you narrow down your search to a specific <u>brand</u> before deciding on a specific model to buy, or would you make your decision some other way?

	Total
	%
Yes, I would choose a brand before choosing a model	32
No, I would choose a model directly based on other criteria	51
Unsure	16
Base: All respondents	2,146

LA4. *[SHOW IF LA3 = "YES." RANDOMIZE RESPONSE OPTIONS, KEEPING "RETAIL STORE ASSOCIATES OR SALESPEOPLE" AND "KITCHEN DESIGN PROFESSIONAL I WORK WITH" TOGETHER IN RANDOM ORDER AND HOLDING "OTHER" AND "NOT APPLICABLE" AT END IN THAT ORDER.]*

Assuming you were trying to decide which <u>brand</u> to buy, which of the following sources of information do you trust <u>most</u> when researching large kitchen appliances?	Total
	%
Online customer reviews, like those on Amazon or retailers' websites	29
Product testing and review organizations like Consumer Reports or Wirecutter	25
Friends or family	14
Brands' websites and marketing materials	7
Retail store associates or salespeople	6
Online forums like Reddit	5
Kitchen design professional I work with, such as an interior designer or contractor	4
Social media influencers, such as on Instagram, YouTube, or TikTok	4
Other, please specify	2
Not applicable; I don't do research before making purchase decisions	4
Base: Respondents who would choose a brand before choosing a model when shopping for a large kitchen appliance	686

LA5. *[ROTATE "MORE" AND "LESS" IN QUESTION STEM AND ROTATE RESPONSE SCALE TO MATCH, ALWAYS HOLDING "NO EFFECT" AT END.]*

Imagine that you were choosing between two large kitchen appliances that were similar in style and price and other characteristics. One of them was from a <u>brand</u> that had a third-party seal or endorsement, like the Good Housekeeping Seal of Approval or Consumer Reports' "CR Recommended" label, and the other was not. How much more or less likely, if at all, would you be to buy the appliance from the brand with the seal?	Total
	%
Much more likely	20
Somewhat more likely	46
Somewhat less likely	5
Much less likely	2
No effect	26
Base: All respondents	2,140

FALLS

FALL_DEF.

> The next few questions are about falls--that is, when an adult accidentally ends up on the ground or floor during normal daily activities, like slipping in the shower or tripping over a tree root.
>
> We are not asking about falls that might be expected, like adults playing sports or children learning to walk.

FALLSCREEN. *[RESPONDENTS WERE PROMPTED TWICE TO RESPOND IF THEY DID NOT DO SO INITIALLY. "NO" AND "DON'T RECALL" WERE EXCLUSIVE.]*

Have you or an adult in your family fallen in the past five years?

Select all that apply.

	Total
	%
NET: Any "Yes"	**54**
Yes, me	32
Yes, someone else	29
No	42
Don't recall	4
Base: All respondents	2,146

FALL2. *[SHOW IF FALLSCREEN = EITHER "YES." RESPONSE OPTIONS DISPLAYED IN THE FOLLOWING ORDER: BATHROOM; KITCHEN; BEDROOM; HALLWAY; LIVING ROOM; STAIRS; DOORWAY OR ENTRYWAY; GETTING IN OR OUT OF A VEHICLE; OUTSIDE; INSIDE, BUT NOT AT HOME; GARAGE OR SHED; OTHER.]*

Where did this fall happen? *If more than one person fell, or one person fell more than once, please answer for the* <u>*most recent fall.*</u>	
	Total
	%
Outside--for example, on a sidewalk, driveway, or in a yard	34
Stairs	11
Living room	9
Bathroom	9
Bedroom	8
Kitchen	8
Hallway	5
Doorway or entryway	5
Inside, but not at home, like at work or in a store	5
Getting in or out of a vehicle	2
Garage or shed	1
Other, please specify	4
Base: Respondents who said they or another adult in their family fell in the past five years	1,185

FALL3. *[SHOW IF FALLSCREEN = EITHER "YES." RESPONDENTS WERE PROMPTED TO RESPOND IF THEY DID NOT DO SO INITIALLY. RESPONSE OPTIONS DISPLAYED IN ORDER SHOWN. "UNSURE" WAS EXCLUSIVE. IF RESPONDENT SELECTED BOTH "GOT UP EASILY" AND "NEEDED HELP GETTING UP," THEY GOT AN ERROR MESSAGE READING "PLEASE DO NOT SELECT BOTH 'GOT UP EASILY' AND 'NEEDED HELP GETTING UP.'"]*

Still thinking about the most recent time you or a loved one fell, which, if any, of the following did you or they do? *Select* <u>*all*</u> *that apply.*	
	Total
	%
Needed help getting up	44
Got up easily	34
Saw their doctor or went to an urgent care center	18
Went to an emergency room	16
Called an ambulance	11
Got admitted to a hospital for extended treatment	8
Unsure	1
Base: Respondents who said they or another adult in their family fell in the past five years	1,187

FALL4. *[SHOW IF FALL3 = "NEEDED HELP GETTING UP," "SAW THEIR DOCTOR," "CALLED AN AMBULANCE," "WENT TO AN EMERGENCY ROOM," OR "GOT ADMITTED TO A HOSPITAL." RANDOMIZE RESPONSE OPTIONS, KEEPING "ANOTHER PERSON NEARBY CAME ON THEIR OWN" AND "SHOUTED FOR HELP FROM A NEARBY PERSON" TOGETHER IN THAT ORDER; KEEPING "USED A WEARABLE OR WALL-MOUNTED MEDICAL ALERT SYSTEM" AND "USED A SMARTWATCH" TOGETHER IN THAT ORDER; KEEPING "USED A LANDLINE PHONE," "USED A SMARTPHONE," AND "USED ANOTHER KIND OF CELL PHONE" TOGETHER IN THAT ORDER; AND KEEPING "OTHER" AND "UNSURE" AT END IN THAT ORDER. "UNSURE" WAS EXCLUSIVE.]*

	Total
How, if at all, did the person who fell (whether that was you or someone else) get others to come and help? *Select all that apply.*	
	%
Another person nearby came on their own--for example, someone else in the home or nearby outside	48
Shouted for help from a nearby person	21
Used a smartphone	16
Not applicable; the person did not need others to come help	10
Used a landline phone	4
Used a wearable or wall-mounted medical alert system, like Life Alert, Lifeline, or Bay Alarm Medical	4
Used a smartwatch	3
Used another kind of cell phone	1
Other, please specify	6
Unsure	3
Base: Respondents who said the person who fell needed some kind of help	779

FALL5. [SHOW IF FALLSCREEN = EITHER "YES." RANDOMIZE RESPONSE OPTIONS, KEEPING "A MEDICAL EVENT" AND "AN UNDERLYING MEDICAL CONDITION" TOGETHER IN RANDOM ORDER AND HOLDING "OTHER" AND "UNSURE" AT END IN THAT ORDER.]

To the best of your knowledge, what was the <u>main</u> reason for the fall?

	Total
	%
An obstacle like an uneven sidewalk or a bunched-up rug	18
Poor balance	16
Slippery surface like ice or wet pavement	15
An underlying medical condition causing poor balance or mobility	13
Lightheadedness, dizziness, or vertigo	8
Shoes, socks, or slippers that made it harder to keep balance	6
Did not have a needed mobility aid like a cane, walker, or rollator	3
A medical event like a stroke, seizure, or fainting	3
Trouble standing up or staying upright	2
Difficulty seeing	2
Other, please specify	12
Base: Respondents who said they or another adult in their family fell in the past five years	1,138

FALL6. [RANDOMIZE, HOLDING "OTHER" AND "I DO NOT DO ANYTHING IN PARTICULAR TO AVOID FALLS" AT END IN THAT ORDER. "I DO NOT DO ANYTHING IN PARTICULAR" WAS EXCLUSIVE.]

Which, if any, of the following do you do to protect <u>yourself</u> from falls?

Select <u>all</u> that apply.

Some of these may also be things people do for other reasons—for example, having motion- *activated lights so guests can find the bathroom at night. Please select only the things you do specifically to avoid falls.*

	Total
	%
Use handrails on stairs	42
Keep my home free of tripping hazards such as area rugs or loose cords	36
Choose sturdy shoes with non-slip soles	31
Do balance or strength exercises	25
Have my vision and hearing checked regularly	25
Have grab bars installed in bathrooms in my home	15
Use a cane, walker, rollator, or other assistive device	10
Have motion-activated lights in my home	9
Have a doctor or pharmacist review medications to make sure they do not affect coordination or balance	6
Other, please specify	3
I do not do anything in particular to avoid falls	27
Base: All respondents	2,146

HOME ENERGY AFFORDABILITY

ENERGY1. *[ROTATE RESPONSE SCALE, HOLDING "UNSURE" AND "NOT APPLICABLE" AT END IN THAT ORDER.]*

Home energy costs, such as gas and electricity, have increased for many people in the past few years. To what extent, if at all, has this strained your household's finances?	
	Total
	%
Did not strain at all	20
Strained a little	45
Strained a lot	23
Not applicable; my home energy costs have not changed	6
Unsure	6
Base: All respondents	2,140

ENERGY2. *[RANDOMIZE RESPONSE OPTIONS, KEEPING "UTILITY COMPANIES' INVESTMENTS IN RENEWABLE ENERGY SOURCES, LIKE WIND OR SOLAR POWER" AND "UTILITY COMPANIES' INVESTMENTS IN POWER PLANTS RUNNING ON FUELS LIKE NUCLEAR, COAL, OR NATURAL GAS" TOGETHER IN RANDOM ORDER AND HOLDING "OTHER" AND "UNSURE" AT END IN THAT ORDER. "UNSURE" WAS EXCLUSIVE.]*

Here are some theories people have about what affects home energy costs, besides normal inflation. Which, if any, of them do you think affect what you pay for energy for your home? *Select all that apply.*	
	Total
	%
Utility companies' profits	49
Costs to upgrade or repair energy systems and infrastructure	38
Increased energy demand from data centers and artificial intelligence systems	37
Frequent changes in the prices of fossil fuels like coal or natural gas	34
Costs from extreme weather and wildfires	33
Policies that make it more difficult to build new energy infrastructure	29
International trade policies and sanctions	26
Utility companies' investments in renewable energy sources, like wind or solar power	23
Utility companies' investments in power plants running on fuels like nuclear, coal, or natural gas	20
Increased energy demand from electric vehicle drivers	19
Other, please specify	4
Unsure	14
Base: All respondents	2,146

ENERGY3. *[SHOW IF MORE THAN ONE RESPONSE SELECTED IN ENERGY2. SHOW ONLY RESPONSES SELECTED IN ENERGY2, AND SHOW RESPONSE OPTIONS IN SAME ORDER AS ENERGY2. IF ONLY ONE RESPONSE (BESIDES "UNSURE") WAS CHOSEN IN ENERGY2, IT WAS AUTOMATICALLY RECORDED IN ENERGY3 WITHOUT RESPONDENT SEEING ENERGY3.]*

You said you think these factors affect your home energy costs. Now, which one do you think affects those costs the <u>most</u>?	Total
	%
Utility companies' profits	28
Costs to upgrade or repair energy systems and infrastructure	11
Increased energy demand from data centers and artificial intelligence systems	11
Frequent changes in the prices of fossil fuels like coal or natural gas	10
Costs from extreme weather and wildfires	7
Policies that make it more difficult to build new energy infrastructure	7
Utility companies' investments in renewable energy sources, like wind or solar power	5
International trade policies and sanctions	5
Utility companies' investments in power plants running on fuels like nuclear, coal, or natural gas	3
Increased energy demand from electric vehicle drivers	3
"Other" response from ENERGY2	3
Unsure	6
Base: Respondents who did not say they were unsure about which factors affected their home energy costs	1,838

ENERGY_INFO. *[RESPONDENTS COULD NOT RETURN TO ENERGY2 OR ENERGY3 AFTER SEEING ENERGY_INFO.]*

Data centers, especially those used for artificial intelligence (AI), use a lot of energy. This increases overall energy demand in the U.S., and that can make energy prices rise.

ENERGY4. *[ROTATE RESPONSE SCALE, ALWAYS HOLDING "UNSURE" AT END.]*

Had you heard about the potential increase in energy prices due to data centers' energy use before taking this survey?	Total
	%
No, I didn't know about that	36
I knew AI used a lot of energy, but I did not know that could raise energy prices	20
Yes, I knew that	37
Unsure	7
Base: All respondents	2,139

ENERGY5. *[ROTATE RESPONSE SCALE.]*

New data centers are being built across the U.S. How concerned, if at all, are you that this will make your household's energy bills go up?

	Total
	%
Not at all concerned	4
Not too concerned	18
Somewhat concerned	47
Very concerned	31
Base: All respondents	2,116

INVESTMENT APPS

INVEST_INFO.

> The next few questions are about financial investments. This includes things like stocks, bonds, mutual funds, and money in a retirement account, such as a 401(k) or an IRA. It does not include regular checking and savings accounts.

INVEST1. *[RESPONDENTS WERE PROMPTED TWICE TO RESPOND IF THEY DID NOT DO SO INITIALLY. RESPONSES DISPLAYED IN THE FOLLOWING ORDER: NO, I DON'T HAVE INVESTMENTS; NO, I HAVE INVESTMENTS BUT I NEVER USE AN INVESTMENT APP; SOMETIMES, BUT I MAINLY MANAGE MY INVESTMENTS THROUGH A WEBSITE; SOMETIMES, BUT MY INVESTMENTS ARE MOSTLY MANAGED BY A FINANCIAL ADVISOR; YES, AND THAT'S HOW I PRIMARILY MANAGE MY INVESTMENTS; UNSURE.]*

Do you have financial investments that you ever manage using an investment app, such as Robinhood, Fidelity, or Acorns?

	Total
	%
No, I don't have investments	41
No, I have investments but I never use an investment app	24
Yes, and that's how I primarily manage my investments	14
Sometimes, but I mainly manage my investments through a website, not an app	8
Sometimes, but my investments are mostly managed by a financial advisor	8
Unsure	5
Base: All respondents	2,145

INVEST2. *[SHOW IF INVEST1 = HAVE ANY KIND OF INVESTMENTS, NO MATTER HOW THEY ARE MANAGED. RANDOMIZE RESPONSE OPTIONS, KEEPING "LONG-TERM INVESTING" AND "SHORT-TERM INVESTING" TOGETHER IN RANDOM ORDER; KEEPING "PASSIVE INVESTING" AND "ACTIVE INVESTING" TOGETHER IN RANDOM ORDER; AND HOLDING "OTHER" AT END.]*

Which of the following approaches do you use when investing?

Select all that apply.

	Total
	%
Long-term investing, such as saving for retirement through a 401(k) or IRA, or other long-term plans	58
Allow a financial advisor to manage my investments	33
''Passive investing,'' such as investing mainly in index funds or exchange-traded funds rather than choosing individual stocks	28
'Active investing'' involving choosing specific stocks	20
Short-term investing that involves frequent trading	8
Allow a robo-advisor to manage my investments	5
Investing to support a specific business, issue, or cause, such as through an ESG or socially responsible fund	3
Other, please specify	2
Base: Respondents who invest	1,204

INVEST3. *[SHOW IF INVEST1 = ANY INVESTMENT APP USE. RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER" AT END.]*

Which, if any, of the following do you use investment apps to do?

Select all that apply.

	Total
	%
Check portfolio performance or account balance	57
Access statements or documents	40
Buy and hold investments for long-term goals, such as mutual or index funds	34
Withdraw or transfer funds or stocks to other accounts I own	26
Research or learn about investments, such as by tracking performance, reading articles, or watching videos	26
Receive market alerts or updates	21
Do short-term trading, such as buying or selling individual stocks or ETFs	20
Set up or adjust automatic or recurring deposits, such as automatic contributions and micro-investing	19
Contact customer support	15
Use automated or ''robo-advisor'' features to manage my portfolio	8
Other, please specify	1
Base: Respondents who use investment apps at all	663

INVEST4. *[SHOW IF INVEST1 = ANY INVESTMENT APP USE. RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER" AND "I HAVE HAD NO PROBLEMS" AT END IN THAT ORDER. "I HAVE HAD NO PROBLEMS" WAS EXCLUSIVE.]*

	Total
	%
Little or no guidance for people with little investing experience	16
Difficulty navigating the app	13
Confusing or incomplete information about investments	12
Technical glitches or lags	11
Limited access to personalized advice from a human	9
Unexpected or unclear fees	9
Poor customer support services--that is, hard to reach or unhelpful	8
App design that seems to encourage impulsive or risky investing, such as one-tap trading features or alerts about ''hot'' stocks	7
Experienced fraud, scams, or data breaches	5
Not accessible for me	4
Other, please specify	2
I have had no problems using an investment app	44
Base: Respondents who use investment apps at all	663

Which, if any, of the following issues have you had when using an investment app?

Select all that apply.

INVEST5. *[IF RESPONDENT SAID IN INVEST1 THAT THEY USE ANY INVESTMENT APP, QUESTION STEM READ AS SHOWN. IF RESPONDENT DID NOT SAY THEY USE ANY INVESTMENT APP, QUESTION STEM BEGAN, "IMAGINE YOU HAD INVESTMENTS THAT YOU MANAGED THROUGH AN INVESTING APP. WHICH THREE OF THE FOLLOWING WOULD MATTER MOST TO YOUR DECISION…." RANDOMIZE RESPONSE OPTIONS, KEEPING "HOW ITS FEES COMPARE TO THOSE OF OTHER APPS" AND "WHAT ITS INVESTMENT MINIMUMS ARE" TOGETHER IN RANDOM ORDER AND HOLDING "OTHER" AT END.]*

Which three of the following matter <u>most</u> to your decision of what investing app to use?

Select <u>up to three</u> .

	Total
	%
Security and privacy protections	47
Company reputation for trustworthiness	44
How easy it is to use	42
How its fees compare to those of other apps	30
Reputation for good customer support	24
Whether I already have an account with that organization	21
What its investment minimums are	12
Whether it has educational tools or guidance	12
Download bonuses it comes with, such as $50 to invest when you download the app	8
Whether I can invest in cryptocurrency using it	4
Other, please specify	3
Did not select any response	3
Base: All respondents	2,146

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