



American Experiences Survey: A Nationally Representative Multi-Mode Survey

February 2026 Omnibus Results

Overview of Methodology

Each month, Consumer Reports fields the American Experiences Survey (AES) to track consumer attitudes and behaviors over time. The February 2026 results are based on interviews conducted from February 5th – 16th, 2026. This document includes all five sections of the omnibus survey for this month: Sleep and device use, auto lending, supplements, theme parks, and betting apps (sports gambling apps and market prediction 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 2,272 interviews, 2,172 by web mode and 100 by phone mode, 2,161 in English and 111 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 65% have a household income of \$50,000 or more.

The margin of error for results based on the total sample is +/- 2.51 percentage points at the 95% confidence level. Smaller subgroups will have larger error margins, and only those subgroups for which there are at least

TOPLINE RESULTS

The February omnibus contained five blocks of questions, one for each topic listed above. The blocks were shown in a random order, except for the section on betting apps, which was 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 2026

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Survey Notes for Monthly Trends

December 2023 results are based on interviews conducted from December 8 – 18, 2023 with a nationally representative sample of 2,027 US adults.

October 2022 results are based on interviews conducted from October 6 - 17, 2022 with a nationally representative sample of 2,084 US adults.

The 2022 Supplements Survey results are based on interviews conducted from June 28 – July 5, 2022 with a nationally representative sample of 3,004 US adults.

The 2019 Supplements Survey results are based on interviews conducted from June 7 – July 1, 2019 with a nationally representative sample of 2,006 US adults.

SLEEP

SLEEP_INTRO.

The next few questions are about your sleep and habits before going to sleep.

SLEEP1.

About how many hours would you say you have slept on a typical night in the past 12 months?

	Total
	%
Less than five hours	10
Five hours to less than seven hours	47
Seven hours to less than nine hours	39
Nine hours or more	4
Base: All respondents	2,269

SLEEP2. [RESPONSE SCALE WAS ROTATED.]

Thinking about the past 12 months, how would you rate the sleep you get most nights?

Please answer about the quality of sleep (how rested you feel after sleeping) and the length of sleep (that the number of hours was appropriate and/or sufficient).

	FEBRUARY 2026 AES	DECEMBER 2023 AES	OCTOBER 2022 AES
	Total	Total	Total
Quality of sleep			
	%	%	%
Very good	8	9	9
Good	35	34	33
Fair	40	38	40
Poor	13	15	15
Very poor	3	4	4
Base: All respondents	2,263	2,021	2,075
Length of sleep			
	%	%	%
Very good	9	9	8
Good	32	29	30
Fair	40	40	40
Poor	16	18	18
Very poor	4	4	3
Base: All respondents	2,223	2,005	2,057

SLEEP3.

People sometimes wake up during the night and have trouble falling back asleep.

In the past 12 months, how often have you used a phone or tablet (for more than just checking the time) when you woke up during the night?

		Total
		%
Every night or almost every night		10
Most nights		13
Some nights		27
Hardly any nights		19
Never; I wake up sometimes but do not use a phone or tablet		27
Not applicable; I do not tend to wake up during the night		5
Base: All respondents		2,264

SLEEP4. [RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DID NOT DO SO INITIALLY.]

Thinking about the past 12 months, have you typically used a smartphone, tablet, or other small-screen device in the hour or two before you go to sleep?

		Total
		%
Yes		84
No		16
Base: All respondents		2,269

SLEEP5. [SHOW IF SLEEP4 = "YES." RANDOMIZE RESPONSE OPTIONS, KEEPING "VIDEO OR STREAMING SERVICE" AND "SOCIAL MEDIA" TOGETHER IN RANDOM ORDER AND HOLDING "OTHER" AT END.]

Which, if any, of the following kinds of apps or programs do you use on this device in the hour or two before sleep?

Select all that apply.

	Total
	%
Social media	61
Email or text messages	53
Games or puzzles	43
Video or streaming service, like YouTube, Netflix, or Hulu	38
News	26
Shopping	24
Music or podcasts	20
Calendar, schedule, or to-do list	19
E-books or audiobooks	15
Meditation app	5
Other, please specify	3
Base: Respondents who use a small-screen device in the hour or two before sleep	1,905

SLEEP6. [SHOW IF SLEEP4 = "YES."]

You said that you usually use a device before sleep. In general, do you actively use it while you are in bed?

Please think only about actively using the device. If you use it for less than a minute to set an alarm, or if it is playing music or a meditation track and you are not touching it, please answer "No."

	Total
	%
Yes	67
No	33
Base: Respondents who use a small-screen device in the hour or two before sleep	1,899

AUTO LENDING

AUTO1. [RESPONDENTS WERE PROMPTED TO RESPOND IF THEY DID NOT DO SO INITIALLY. RESPONSE OPTIONS DISPLAYED IN THE FOLLOWING ORDER: "YES, A NEW VEHICLE"; "YES, A USED VEHICLE"; "NO."]

In the past five years, have you bought a personal vehicle, such as a car, truck, or SUV?

Please only respond for buying a vehicle, not leasing or being given one.

If you have bought more than one, please respond for the most recent purchase.

	Total
	%
Yes, a used vehicle	34
Yes, a new vehicle	25
No	41
Base: All respondents	2,271

[IF AUTO1= "NO" OR NO RESPONSE, RESPONDENTS EXITED THE SECTION. REST OF SECTION ONLY SHOWS IF AUTO1 = EITHER "YES."]

AUTO_INFO.

For the next few questions, if you have purchased more than one vehicle in the past five years, please answer thinking of the one you purchased most recently.

AUTO2. [RESPONDENTS WERE PROMPTED TO RESPOND IF THEY DID NOT DO SO INITIALLY. RANDOMIZE ORDER OF "OUT OF POCKET" AND "FINANCING," ALWAYS HOLDING "A MIX" AND "OTHER" AT END IN THAT ORDER.]

You said that you bought a vehicle in the past five years. How did you pay for it?

We are interested in how you paid what you owed after taking the value of any trade-in into account.

	Total
	%
Financing--that is, a loan	39
Out of pocket (cash, check, etc.)	38
A mix of both out of pocket and financing	22
Other, please specify	1
Base: Respondents who bought a vehicle in the past five years	1,342

[IF AUTO2 = "OUT OF POCKET," "OTHER," OR NO RESPONSE, RESPONDENTS EXITED THE SECTION. REMAINING QUESTIONS ONLY SHOW IF AUTO2="FINANCING" OR "A MIX."]

AUTO3. [RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER" AT END.]

You said that you financed a vehicle in the past five years. Where did the loan come from?

	Total
	%
Arranged through an auto dealership or the auto manufacturer	53
Directly from a bank, credit union, or other financial institution	39
Obtained through a website that arranges car financing independently	6
Other, please specify	1
Base: Respondents who at least partially financed a vehicle they bought in the past five years	799

AUTO4. [RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER" AND "NOT APPLICABLE" AT END IN THAT ORDER. "NOT APPLICABLE" WAS EXCLUSIVE.]

Which, if any, of the following did you use to find information about loan options for your vehicle?

Select all that apply.

	Total
	%
Recommendations from dealer or seller	38
Banks or credit unions	36
A search engine, such as Google or Bing	15
Recommendations from friends or family	11
Independent sources such as Consumer Reports, Kelley Blue Book, or the CFPB	10
A rate-shopping website like Nerdwallet or Lending Tree	5
An AI chatbot, such as ChatGPT or Google Gemini	3
Other, please specify	2
Not applicable; I did not do any research	17
Base: Respondents who at least partially financed a vehicle they bought in the past five years	803

AUTO5. [RANDOMIZE ORDER OF "AGREE" AND "DISAGREE" IN QUESTION STEM AND ROTATE RESPONSE SCALE TO MATCH. RANDOMIZE GRID ITEMS. "I WAS ABLE TO FIND ALL THE INFORMATION I WANTED" ITEM ONLY SHOWED IF "NOT APPLICABLE" WAS NOT SELECTED IN AUTO4.]

Please indicate how much you agree or disagree with each of the following statements about obtaining your auto loan.	
	Total
<i>The process was fair</i>	
	%
Strongly agree	32
Somewhat agree	47
Somewhat disagree	15
Strongly disagree	5
Base: Respondents who at least partially financed a vehicle they bought in the past five years	795
<i>I trust that this lender gave me the best rate available</i>	
	%
Strongly agree	30
Somewhat agree	44
Somewhat disagree	20
Strongly disagree	6
Base: Respondents who at least partially financed a vehicle they bought in the past five years	797
<i>I was able to find all the information I wanted about different auto loan options</i>	
	%
Strongly agree	26
Somewhat agree	45
Somewhat disagree	22
Strongly disagree	7
Base: Respondents who at least partially financed a vehicle they bought in the past five years <u>and</u> did any research on loan options	657
<i>I felt pressured to choose a loan option before I had all the information I wanted</i>	
	%
Strongly agree	6
Somewhat agree	25
Somewhat disagree	31
Strongly disagree	38
Base: Respondents who at least partially financed a vehicle they bought in the past five years	797

SUPPLEMENTS

SUPPLEMENTS.

In this survey, "supplement" refers to pills and powders you may take for health reasons, including vitamins, minerals, herbals, protein powders, fish oil, melatonin, and many others. This does not include prescription drugs and over-the-counter drugs like Tylenol.

Q1. [RESPONDENTS WERE PROMPTED TO RESPOND IF THEY DO NOT DO SO INITIALLY.]

When is the last time you took any type of supplement <u>for any reason</u> ?			
	FEBRUARY 2026 AES	2022 SUPPLEMENTS SURVEY	2019 SUPPLEMENTS SURVEY
	Total	Total	Total
	%	%	%
Today	50	57	50
One to six days ago	18	17	18
One week to less than one month ago	6	6	6
One month to less than one year ago	7	8	9
One year to less than five years ago	6	6	7
Five years ago or more	3	3	4
Never	10	4	6
Base: All respondents	2,271	3,069	2,005

[IF Q1 = "NEVER" OR NO RESPONSE, RESPONDENTS EXITED THE SECTION. REMAINING QUESTIONS ONLY SHOW IF Q1 = "TODAY," "ONE TO SIX DAYS AGO," "ONE WEEK TO LESS THAN ONE MONTH AGO," "ONE MONTH TO LESS THAN ONE YEAR AGO," "ONE YEAR TO LESS THAN FIVE YEARS AGO," OR "FIVE YEARS AGO OR MORE."]

Q2.

How often do you typically take <u>any</u> supplements?		
	FEBRUARY 2026 AES	2022 SUPPLEMENTS SURVEY
	Total	Total
	%	%
Daily	62	63
At least once a week, but not as frequently as daily	14	16
At least once a month, but not as frequently as weekly	6	5
Less often than once a month	3	3
Irregularly, for specific reasons (e.g., for joint pain)	6	5
I don't typically take supplements	9	8
Base: Respondents who have ever taken supplements	2,062	2,949

Q3. [RESPONDENTS WERE PROMPTED TO RESPOND IF THEY DO NOT DO SO INITIALLY.]

Approximately how many different types of supplements have you taken in the <u>past 12 months</u> ?			
<i>Please count multivitamins or other products that combine multiple supplements into one pill as ONE supplement.</i>			
	FEBRUARY 2026 AES	2022 SUPPLEMENTS SURVEY	2019 SUPPLEMENTS SURVEY
	Total	Total	Total
	%	%	%
None	8	5	8
One	21	22	18
Two	23	25	24
Three	20	17	20
Four	9	9	10
Five	6	6	6
More than five	13	16	13
Base: Respondents who have ever taken supplements	2,065	2,959	1,879

Note: The 2022 and 2019 surveys said "past year" rather than "past 12 months" and did not have the italicized instruction. In addition, the 2019 wording was "tried," not "taken," and the final response option was "Six or more" instead of "More than five."

Q4. [SHOW IF Q3 = ANY RESPONSE BUT "NONE." SHOW RESPONSE OPTIONS IN ALPHABETICAL ORDER WITH THE EXCEPTION OF "SINGLE VITAMINS," WHICH SHOULD SHOW AFTER "MULTIVITAMINS." HOLD "OTHER" AND "I DO NOT REMEMBER" AT END IN THAT ORDER. "I DO NOT REMEMBER" WAS EXCLUSIVE.]

Which, if any, of the following supplements have you taken in the past 12 months?

Please remember to answer only for what you take or used to take as a supplement. That is, do not select "green tea" if you drink green tea or "garlic" if you eat garlic.

Select all that apply.

	Total
	%
Multivitamins	51
Single vitamins--that is, not a blend of vitamins, such as a multivitamin, but an individual one, such as Vitamin D, Vitamin C, Vitamin E, Vitamin K, Vitamin H/biotin, etc.	39
Magnesium	28
Fish oil	22
Probiotics	20
Calcium	17
Melatonin	15
Collagen	15
Protein powders	14
Fiber (e.g., psyllium)	14
Zinc	13
Biotin	13
Iron	12
Antioxidants	11
Turmeric or curcumin	11
Creatine	10
Digestive enzymes	9
Green tea	9
Potassium	7
Cranberry	7
Coenzyme Q10 (CoQ10)	7
Glucosamine/Chondroitin	6
CBD	6
Garlic	5
Caffeine powder	4
NAD or NAD+ (Nicotinamide adenine dinucleotide)	2
Echinacea	2
Kratom	1
Other, please specify	10
I do not remember which specific supplements I have taken this past year	2
Base: Respondents who have taken any supplements in the past year	1,903

Q5. [SHOW IF Q4 = "SINGLE VITAMINS." SHOW RESPONSE OPTIONS IN ALPHABETICAL ORDER, VITAMIN A THROUGH VITAMIN K (WITH VITAMIN B, B-9, AND B-12 SHOWING IN THAT ORDER), AND HOLDING "OTHER" AT END.]

You said that you have taken single vitamins. Which, if any, of the following single vitamins did you take in the past 12 months?

Select all that apply.

	Total
	%
Vitamin D	72
Vitamin C	41
Vitamin B-12	38
Vitamin B/thiamin/niacin	14
Vitamin E	12
Vitamin K	9
Vitamin B-9/folate/folic acid	7
Vitamin A/beta-carotene/carotenoids	5
Vitamin H/biotin	4
Other, please specify	4
Base: Respondents who have taken single vitamins in the past year	731
	Total
	%
<i>[Rebased to be out of those who took any supplements in the past year (same as Q4)]</i>	
Vitamin D	28
Vitamin C	16
Vitamin B-12	15
Vitamin B/thiamin/niacin	5
Vitamin E	5
Vitamin K	3
Vitamin B-9/folate/folic acid	3
Vitamin A/beta-carotene/carotenoids	2
Vitamin H/biotin	2
Other, please specify	2
Base: Respondents who have taken any supplements in the past year	1,903

THEME PARKS

PARK_INTRO.

The next few questions are about theme parks.

PARK1. [SHOW RESPONSE OPTIONS IN ALPHABETICAL ORDER, HOLDING "NOT APPLICABLE" AT BEGINNING AND "OTHER, PLEASE SPECIFY" AT END. "NOT APPLICABLE" WAS EXCLUSIVE.]

Which, if any, of the following theme parks have you been to at least once in the past two years?

Select all that apply.

	Total
	%
Not applicable; I have not been to any theme parks in the past two years	57
Disney parks, such as Disneyland, Disney World, or Disney's Hollywood Studios	16
Six Flags parks	11
Universal Studios parks, such as Universal Studios Hollywood, Universal Orlando, or Islands of Adventure	10
Cedar Fair parks, such as Cedar Point, Knott's Berry Farm, or Valleyfair	6
LEGOLAND parks	5
SeaWorld parks	5
Hersheypark	3
Dollywood	3
Silver Dollar City	2
Other, please specify	5
Base: All respondents	2,272

PARK_INFO.

The following questions are about different ways theme parks might set ticket prices. Some of the questions might look similar. Please read each one carefully.

[PARK2, PARK3, PARK4, AND PARK5 SHOWED IN RANDOM ORDER, KEEPING PARK2 DIRECTLY BEFORE PARK3.]

PARK2.

Some theme parks charge different prices for the same type of ticket for different days based on how busy the park is expected to be. For example, tickets may cost more on weekends than on weekdays.

Do you think it is fair for theme parks to set prices this way?

		Total
		%
Yes		39
No		47
Unsure		14
Base: All respondents		2,256

PARK3.

Some theme parks may charge different prices for the same type of ticket for the same day based on when you buy the ticket. For example, tickets might cost less if you buy early or if you buy after rain is forecast for that day.

Do you think it is fair for theme parks to set prices this way?

		Total
		%
Yes		43
No		41
Unsure		16
Base: All respondents		2,256

PARK4.

Some theme parks may charge different prices for the same type of ticket on the same day based on how much money the buyer has previously spent at that particular theme park or other theme parks in the same chain.

Do you think it is fair for theme parks to set prices this way?

		Total
		%
Yes		16
No		68
Unsure		16
Base: All respondents		2,262

PARK5.

Some theme parks may charge different prices for the same type of ticket on the same day based on the buyer's personal information, such as race, income, or where they live.

Do you think it is fair for theme parks to set prices this way?

		Total
		%
Yes		6
No		83
Unsure		10
Base: All respondents		2,258

SPORTS GAMBLING APPS AND PREDICTION MARKET APPS

SG_INTRO.

The next section is about sports gambling apps and prediction market apps.

Sports gambling apps let people bet on sports, such as which team will win or how many points a player will score.

Prediction market apps essentially let people place bets on all sorts of events, from elections to the weather.

SG1. [RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER," "NOT APPLICABLE; I HAVE NEVER USED ANY SPORTS GAMBLING OR PREDICTION MARKET APPS," AND "NOT APPLICABLE; I HAVE USED SPORTS GAMBLING OR PREDICTION MARKET APPS, BUT NOT IN THE PAST 12 MONTHS" AT END IN THAT ORDER. BOTH "NOT APPLICABLE" RESPONSES WERE EXCLUSIVE.]

Which, if any, of the following sports gambling apps or prediction market apps have you used in the past 12 months?

Select all that apply.

	Total
	%
Not applicable; I have <u>never</u> used any sports gambling or prediction market apps	75
Not applicable; I have used sports gambling or prediction market apps, but not in the past 12 months	8
FanDuel, including FanDuel Predicts	5
DraftKings, including DraftKings Predictions	5
Robinhood	4
BetMGM	3
Kalshi	2
Sleeper	2
ESPN Bet	2
Polymarket	1
Other, please specify	1
Base: All respondents	2,272

SG2.

Sports gambling and prediction market apps collect information about the people who use them.

That information can include how much or how often users bet, how often they win their bets, or demographic information about them like age or where they live.

Had you heard about that before taking this survey?

	Total
	%
No, I didn't know about that	45
I thought they might do that, but I didn't know for sure	26
Yes, I knew that	20
Unsure	8
Base: All respondents	2,251

SG3. [RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER," "UNSURE," AND "NOT APPLICABLE" AT END IN THAT ORDER. "UNSURE" AND "NOT APPLICABLE" WERE EXCLUSIVE.]

Which, if any, of the following would you expect these apps to use that information for?

Select all that apply.

	Total
	%
Show users targeted ads for products	56
Encourage users to bet more often or make larger bets	54
Sell user data to other companies	52
Offer users promotions or rewards	52
Improve the app's functionality	29
Other, please specify	1
Unsure	18
Not applicable; I don't think they use this information for anything	6
Base: All respondents	2,272

SG4. [ROTATE RESPONSE SCALE, ALWAYS HOLDING "NOT APPLICABLE" AT END.]

For the next few questions, please imagine that you used a sports gambling or prediction market app and learned that the company sold information it collected about you--like how much and how often you bet, how often you win, and your age or physical location--to another company.

How concerned, if at all, would you be if the app sold this information to . . .

	Total
. . . your bank or credit card company?	
	%
Very concerned	60
Somewhat concerned	23
Not too concerned	10
Not at all concerned	4
<i>No response</i>	3
Base: All respondents	2,272
. . . a credit bureau, such as Experian or Equifax?	
	%
Very concerned	59
Somewhat concerned	22
Not too concerned	10
Not at all concerned	5
<i>No response</i>	3
Base: All respondents	2,272
. . . your insurance company?	
	%
Very concerned	59
Somewhat concerned	23
Not too concerned	10
Not at all concerned	5
<i>No response</i>	3
Base: All respondents	2,272

SG4. [CONTINUED.]

... a marketing or advertising company?	
	%
Very concerned	50
Somewhat concerned	28
Not too concerned	13
Not at all concerned	5
<i>No response</i>	3
Base: All respondents	2,272
... a company connected to the app, such as the company that maintains the app's software?	
	%
Very concerned	44
Somewhat concerned	28
Not too concerned	18
Not at all concerned	7
<i>No response</i>	3
Base: All respondents	2,272

SG5. [ROTATE RESPONSE SCALE, ALWAYS HOLDING "NOT APPLICABLE" AT END.]

How concerned, if at all, would you be if the app's makers sold your information to <u>your employer</u>?	
	Total
	%
Very concerned	59
Somewhat concerned	14
Not too concerned	8
Not at all concerned	4
Not applicable; I do not have an employer	14
<i>No response</i>	1
Base: All respondents	2,272

SG6. [ROTATE RESPONSE SCALE, ALWAYS HOLDING "NOT APPLICABLE" AT END.]

How concerned, if at all, would you be if the app's makers sold your information to your landlord?

	Total
	%
Very concerned	52
Somewhat concerned	13
Not too concerned	7
Not at all concerned	5
Not applicable; I do not rent	22
<i>No response</i>	2
Base: All respondents	2,272

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