



American Experiences Survey: A Nationally Representative Multi-Mode Survey

April 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 April 2026 results are based on interviews conducted from April 10th – 20th, 2026. This document includes all five sections of the omnibus survey for this month: Internet of Things (IoT) labels, banking priorities, ridehailing prices, ad-based streaming, and telecom choices.

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 2,183 interviews, 2,066 by web mode and 117 by phone mode, 2,087 in English and 96 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 +/- 2.53 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 April omnibus contained five blocks of questions, one for each topic listed above. Most blocks were shown in a random order, with telecom always held 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, April 2026

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Survey Notes for Monthly Trends

July 2023 results are based on interviews conducted from July 7 - 17, 2023 with a nationally representative sample of 2,028 US adults.

INTERNET OF THINGS (IOT) LABELS

IOT_INTRO.

This section is about your experience with IoT devices, or Internet of Things devices. These are everyday objects that can gather data and connect to the internet and to other devices. This includes smart thermostats; smart speakers; smart appliances like refrigerators; wearable devices like fitness trackers or smartwatches; and home security systems like video doorbells.

Note: In July 2023, the concept of the Internet of Things was newer, so the introduction was longer. It read: "This section is about your experience with IoT devices, or Internet of Things devices. These are everyday objects that can gather data and connect to the internet and to other devices. For example, smart thermostats, such as Nest, can adjust the temperature of your home based on your preferences. Connected wearable devices like fitness trackers or smartwatches can monitor your heart rate and track your physical activity. Home security systems, such as Ring doorbell cameras, allow you to monitor and control your home's security remotely. Smart speakers like Amazon Echo and Google Home can respond to voice commands and perform various tasks. Additionally, there are smart appliances, like refrigerators that can keep track of food inventory."

VD2. [RESPONDENTS ARE PROMPTED TO RESPOND IF THEY DO NOT DO SO INITIALLY.]

Does your home have a video doorbell?

A video doorbell has a camera lens and live video feed. It connects to your home WiFi network and sends real time notifications to your smartphone or tablet when someone is at your door.

	APRIL 2026 AES	JULY 2023 AES
	Total	Total
	%	%
Yes	41	33
No	58	65
Unsure	1	2
Base: All respondents	2,183	2,028

Note: In July 2023, the video doorbell description read "A video doorbell connects to your home WiFi network..." The first sentence of description was new in 2026.

IOT1. [RESPONDENTS ARE PROMPTED TWICE TO RESPOND IF THEY DO NOT DO SO INITIALLY.]

Do you have or use any other IoT or connected devices, such as a smart thermostat, fitness tracker, smartwatch, smart home security system, smart speaker, or smart appliance?		
	APRIL 2026 AES	JULY 2023 AES
	Total	Total
	%	%
Yes	60	59
No	37	38
Unsure	3	3
Base: All respondents	2,183	2,028

IOT2. [SHOW IF VD2 AND/OR IOT1 = "YES." IF ONLY VD2 = "YES," QUESTION STEM READS "...ABOUT HOW MUCH INFORMATION YOUR VIDEO DOORBELL COLLECTS AND SHARES ..."; IF ITO1 = "YES," REGARDLESS OF RESPONSE TO VD2, QUESTION STEM READS AS SHOWN. ROTATE RESPONSE SCALE, ALWAYS HOLDING "I HAVEN'T THOUGHT ABOUT THE FACT THAT THESE DEVICES COLLECT AND SHARE DATA" AT END.]

How concerned, if at all, are you about how much information your connected devices collect and share about you?		
	APRIL 2026 AES	JULY 2023 AES
	Total	Total
	%	%
Not at all concerned	8	11
Not too concerned	29	30
Somewhat concerned	39	39
Very concerned	18	15
I haven't thought about the fact that these devices collect and share data	5	5
Base: Respondents who have a video doorbell or any other connected devices	1,519	1,320

IOT3. [SHOW IF VD2 AND/OR IOT1 = "YES." IF ONLY VD2 = "YES," QUESTION STEM READS "...ABOUT HOW WELL YOUR VIDEO DOORBELL PROTECTS THE DATA IT COLLECTS..."; IF ITO1 = "YES," REGARDLESS OF RESPONSE TO VD2, QUESTION STEM READS AS SHOWN. ROTATE RESPONSE SCALE.]

How informed do you feel, if at all, about how well your connected devices protect the data they collect from you?		
	APRIL 2026 AES	JULY 2023 AES
	Total	Total
	%	%
Very informed	6	7
Somewhat informed	36	39
Not too informed	43	41
Not informed at all	14	13
Base: Respondents who have a video doorbell or any other connected devices	1,517	1,314

IOT4. [RESPONDENTS ARE PROMPTED TO RESPOND IF THEY DO NOT DO SO INITIALLY. RANDOMIZE RESPONSE OPTIONS, ALWAYS HOLDING "OTHER," "NOT APPLICABLE: I WOULD BUY A CONNECTED DEVICE BUT WOULDN'T WANT THIS INFORMATION," AND "NOT APPLICABLE: I WOULD NOT BUY A CONNECTED DEVICE" AT END IN THAT ORDER.]

Some people have suggested that connected devices should come with clear information, like the nutrition labels we have for food, that would show what data the device collects from its users and how it keeps that data safe. That way, users would know more about how a device would use and protect their data, and could easily compare that information between devices.		
Imagine that you were going to buy a new connected device today. Where would be the <u>most helpful</u> place to find that information about the device before you buy it?		
	APRIL 2026 AES	JULY 2023 AES
	Total	Total
	%	%
On the product package	36	30
In a searchable registry on a website where you can compare products	17	20
On the manufacturer's website	16	19
In the store, on a display or in a brochure	9	9
On a retailer product web page	9	9
Other, please specify	1	2
Not applicable: I would buy a connected device but I wouldn't want this information	2	2
Not applicable: I would not buy a connected device	10	11
Base: All respondents	2,181	2,004

IOT5. [RESPONDENTS ARE PROMPTED TO RESPOND IF THEY DO NOT DO SO INITIALLY. SHOW IF ANY RESPONSE BESIDES EITHER OF THE "NOT APPLICABLE" OPTIONS SELECTED IN IOT4. RANDOMIZE ITEMS. ROTATE RESPONSE SCALE, ALWAYS HOLDING "UNSURE" AT END.]

If you were to purchase a new connected device today, how important would it be for you to have information about each of the following security and privacy policies before buying the device?

	Total
Who user data is shared with or sold to	
	%
Very important: I will not buy an item if I don't know this	58
Somewhat important	32
Not too important	5
Not important at all	1
Unsure	4
Base: Respondents who would buy a connected device and would want privacy and security information about it	1,923
The types of data that are collected (for example, video from camera, audio from microphone, location, biometrics, etc.)	
	%
Very important: I will not buy an item if I don't know this	57
Somewhat important	33
Not too important	5
Not important at all	1
Unsure	3
Base: Respondents who would buy a connected device and would want privacy and security information about it	1,926
Whether or not users can be identified by the collected data	
	%
Very important: I will not buy an item if I don't know this	55
Somewhat important	33
Not too important	6
Not important at all	2
Unsure	4
Base: Respondents who would buy a connected device and would want privacy and security information about it	1,923

IOT5. [CONTINUED.]

<i>Whether the company is required to report publicly when a security vulnerability is discovered</i>	
	%
Very important: I will not buy an item if I don't know this	53
Somewhat important	35
Not too important	6
Not important at all	2
Unsure	4
Base: Respondents who would buy a connected device and would want privacy and security information about it	1,920
<i>What purposes the data is being collected for</i>	
	%
Very important: I will not buy an item if I don't know this	53
Somewhat important	36
Not too important	6
Not important at all	2
Unsure	4
Base: Respondents who would buy a connected device and would want privacy and security information about it	1,921
<i>What control users have about the collection of data (such as the ability to opt out from data sharing)</i>	
	%
Very important: I will not buy an item if I don't know this	52
Somewhat important	37
Not too important	6
Not important at all	1
Unsure	4
Base: Respondents who would buy a connected device and would want privacy and security information about it	1,923
<i>What kind of security features it uses, like passwords or two-factor authentication</i>	
	%
Very important: I will not buy an item if I don't know this	44
Somewhat important	42
Not too important	8
Not important at all	1
Unsure	4
Base: Respondents who would buy a connected device and would want privacy and security information about it	1,923

IOT5. [CONTINUED.]

How long the device will receive security updates	
	%
Very important: I will not buy an item if I don't know this	40
Somewhat important	44
Not too important	10
Not important at all	2
Unsure	5
Base: Respondents who would buy a connected device and would want privacy and security information about it	1,920
How long the device or its company stores user data	
	%
Very important: I will not buy an item if I don't know this	39
Somewhat important	45
Not too important	10
Not important at all	2
Unsure	4
Base: Respondents who would buy a connected device and would want privacy and security information about it	1,925

IOT6. [RANDOMIZE, HOLDING "OTHER," "NO ONE," AND "UNSURE" AT END IN THAT ORDER.]

Who do you think should be <u>most responsible</u> for providing information to consumers about the security and privacy of connected devices?		
	APRIL 2026 AES	JULY 2023 AES
	Total	Total
	%	%
The companies that make these devices	78	75
Government	7	8
Consumers are responsible for finding the information themselves	6	8
Other, please specify	0.4	1
No one; this information is not needed	2	2
Unsure	7	7
Base: All respondents	2,177	2,009

BANKING PRIORITIES

BANK_INTRO.

This section is about personal banking. By "personal bank," we mean the place where you keep your day-to-day money and do most of your banking, such as receiving income and paying bills.

BANK1. [RANDOMIZE RESPONSE OPTIONS, KEEPING "WEBSITE AND ONLINE BANKING EXPERIENCE" AND "APP AND MOBILE BANKING EXPERIENCE" TOGETHER IN THAT ORDER; KEEPING "FEES AND INTEREST" AND "OVERALL VALUE" TOGETHER IN THAT ORDER; AND HOLDING "NOT APPLICABLE" AT END. "NOT APPLICABLE" WAS EXCLUSIVE. RESPONDENTS COULD SELECT UP TO FIVE RESPONSES.]

Which, if any, of the following features of your bank are most important to you?

Select up to five.

	Total
	%
Security, such as handling of fraud, scams, or data breaches	57
Availability of a low-cost or no-cost checking account	48
Customer service, including ease of resolving issues	48
Convenience of physical locations, such as bank branches, ATM machines, or other in-person banking services	46
The app and the mobile banking experience	43
Fees and interest, including monthly fees, overdraft charges, and interest rates on interest-bearing accounts	43
Privacy, such as how the bank collects, uses, and shares your data, and what control you have over your information	35
The website and the online banking experience	34
How clear and fair the terms of the bank's accounts and services are--for instance, whether you're notified before they change	17
Overall <u>value</u> I get for the costs and fees I pay	16
Availability of a variety of accounts and services that meet evolving financial needs	16
Support for goal planning, budgeting, or money management	8
Not applicable; I don't have a personal bank account	2
Base: All respondents	2,183

BANK2. [SHOW IF AT LEAST FOUR RESPONSES CHOSEN IN BANK2. IF THREE OR FEWER RESPONSES ARE CHOSEN, AUTOPUNCH THOSE RESPONSES BUT DO NOT SHOW THE QUESTION. SHOW EACH ITEM IF IT WAS SELECTED IN BANK1. DISPLAY IN THE SAME ORDER AS BANK1. RESPONDENTS COULD SELECT UP TO THREE RESPONSES.]

These are the features that you said are most important to you about your bank. Now, of those, which three are most important to you?

Select up to three.

	Total
	%
Security, such as handling of fraud, scams, or data breaches	47
Availability of a low-cost or no-cost checking account	33
Convenience of physical locations, such as bank branches, ATM machines, or other in-person banking services	31
Fees and interest, including monthly fees, overdraft charges, and interest rates on interest-bearing accounts	31
Customer service, including ease of resolving issues	31
The app and the mobile banking experience	30
Privacy, such as how the bank collects, uses, and shares your data, and what control you have over your information	22
The website and the online banking experience	18
Overall <u>value</u> I get for the costs and fees I pay	8
How clear and fair the terms of the bank's accounts and services are--for instance, whether you're notified before they change	8
Availability of a variety of accounts and services that meet evolving financial needs	7
Support for goal planning, budgeting, or money management	3
Base: Respondents with personal bank accounts	2,133

BANK3. [SHOW IF AT LEAST TWO RESPONSES CHOSEN (OR AUTOPUNCHED) IN BANK2. IF ONLY ONE RESPONSE WAS CHOSEN, AUTOPUNCH THAT RESPONSE BUT DO NOT SHOW THE QUESTION. SHOW EACH ITEM IF IT WAS SELECTED (OR AUTOPUNCHED) IN BANK2. DISPLAY IN THE SAME ORDER AS BANK1 AND BANK2.]

Finally, which one of those is <u>most</u> important to you?	
	Total
	%
Security, such as handling of fraud, scams, or data breaches	26
Fees and interest, including monthly fees, overdraft charges, and interest rates on interest-bearing accounts	12
Availability of a low-cost or no-cost checking account	12
The app and the mobile banking experience	10
Convenience of physical locations, such as bank branches, ATM machines, or other in-person banking services	10
Customer service, including ease of resolving issues	8
Privacy, such as how the bank collects, uses, and shares your data, and what control you have over your information	7
The website and the online banking experience	6
Overall <u>value</u> I get for the costs and fees I pay	4
Availability of a variety of accounts and services that meet evolving financial needs	2
How clear and fair the terms of the bank's accounts and services are--for instance, whether you're notified before they change	2
Support for goal planning, budgeting, or money management	1
Base: Respondents with personal bank accounts	2,113

RIDEHAILING PRICES

RIDE_INFO.

This section will be about ridehailing services. These are apps, like Uber or Lyft, that connect passengers with drivers in real time or by scheduling ahead through the app. These are not the same as taxicab or black car services, where you hail the car on the street or arrange a ride without an app.

RIDE1. [ROTATE RESPONSE SCALE.]

In the past year, how often have you used ridehailing services, like Uber or Lyft?

Remember, we are not interested in formal taxi systems, only ridehailing.

	Total
	%
I have never used this kind of service	36
I used to use this kind of service, but have not in the past year	22
Less than once a month	26
About once a month	7
More than once a month, but less than once a week	4
About once a week	2
More than once a week	3
Base: All respondents	2,174

RIDE2. [ROTATE RESPONSE SCALE, ALWAYS HOLDING "UNSURE" AT END.]

Many ridehailing services use surge pricing, where prices are higher during times of high demand in a given area. For instance, prices might be higher outside a stadium after a concert or game lets out, or prices might go up when weather is bad.

Which of the following best describes how you feel about surge pricing?

	Total
	%
Ridehailing services should be required to <u>keep prices consistent</u> regardless of demand	41
Ridehailing services should be able to increase prices during high demand with a <u>fixed maximum limit</u>	32
Ridehailing services should be able to increase prices during high demand with <u>no maximum limit</u>	6
Unsure	21
Base: All respondents	2,169

RIDE3. [IF RIDE2 = "RIDEHAILING SERVICES SHOULD BE REQUIRED TO KEEP PRICES CONSISTENT," QUESTION STEM DISPLAYS AS SHOWN. IF ANY OTHER RESPONSE WAS CHOSEN, OR THERE WAS NO RESPONSE TO RIDE2, QUESTION STEM DISPLAYS AS "IN YOUR OPINION, WHO SHOULD RECEIVE THE EXTRA REVENUE FROM SURGE PRICING?" ROTATE RESPONSE SCALE, ALWAYS HOLDING "NO PREFERENCE" AT END.]

Currently, surge pricing does happen. Given that, in your opinion, who should receive the extra revenue from it?

	Total
	%
Most or all of the additional money should go to the driver	59
The additional money should be about equally split between the driver and the company	25
Most or all of the additional money should go to the company	2
No preference	15
Base: All respondents	2,166

RIDE4. [RANDOMIZE RESPONSE OPTIONS, ALWAYS HOLDING "RIDEHAILING COMPANIES SHOULD NOT GIVE DIFFERENT CUSTOMERS DIFFERENT DISCOUNTS FOR ANY REASON" AT END. "RIDEHAILING COMPANIES SHOULD NOT GIVE DIFFERENT CUSTOMERS DIFFERENT DISCOUNTS" WAS EXCLUSIVE.]

Ridehailing services sometimes offer varying discounts for similar trips based on different factors.

In your opinion, which, if any, of the following practices are acceptable?

Select all that apply.

	Total
	%
Giving different discounts based on consumer habits, such as how often you use the service	52
Giving discounts based on other loyalty programs the customer is in, such as airline, hotel, or credit card rewards programs	45
Giving different discounts to local residents than to out-of-town visitors	27
Giving different discounts based on destination (expensive hotel vs. motel, for instance)	16
Giving different discounts based on whether the card on file is a business card or a personal card	11
Giving different discounts based on other personal data, such as gender, household income, or type of device used to book the ride	9
Ridehailing companies should not give different consumers different discounts for any reason	18
[No response]	5
Base: All respondents	2,183

AD-BASED STREAMING SERVICES

ADSTREAM1. [RESPONDENTS ARE PROMPTED TO RESPOND IF THEY DO NOT DO SO INITIALLY.]

Do you use any ad-supported paid video streaming services?

Here, we are talking about things like the lower tiers of Netflix, where you pay for access to the service but also see ads. We are not talking about ads on YouTube or cable TV shows.

		Total
		%
Yes		63
No		31
Unsure		6
Base: All respondents		2,183

[THE REMAINING QUESTIONS IN THIS SECTION ONLY SHOWED IF ADSTREAM1 = "YES." RESPONDENTS WHO SELECTED "NO" OR "UNSURE," OR WHO DID NOT RESPOND TO ADSTREAM1, WERE SENT TO THE NEXT SECTION.]

ADSTREAM2. [RANDOMIZE RESPONSE OPTIONS.]

Which of the following best describes your preference for when ads would show on a paid streaming service?

		Total
		%
At the beginning and/or end of the program only		60
At natural breaks in the program, such as the end of a scene		32
At set time intervals within the program, such as every ten minutes, regardless of what is happening in the program		8
Base: Respondents who use ad-supported paid video streaming services		1,372

ADSTREAM3. [RESPONDENTS ARE PROMPTED TO RESPOND IF THEY DO NOT DO SO INITIALLY. ROTATE RESPONSE SCALE, ALWAYS HOLDING "DO NOT WATCH FREQUENTLY ENOUGH TO SAY" AT END.]

Thinking only of the ads in those paid video streaming services, to what extent, if at all, do you find it annoying to have ads in these programs?

		Total
		%
Not at all annoying		3
Not too annoying		15
Somewhat annoying		34
Very annoying		47
Do not watch frequently enough to say		1
Base: Respondents who use ad-supported paid video streaming services		1,378

ADSTREAM4. [SHOW IF ADSTREAM3 = "VERY ANNOYING," "SOMEWHAT ANNOYING," OR "NOT TOO ANNOYING." RANDOMIZE RESPONSE OPTIONS, KEEPING "THERE ARE TOO MANY AD BREAKS" AND "THERE ARE TOO MANY ADS IN A ROW IN EACH AD BREAK" TOGETHER IN RANDOM ORDER AND HOLDING "OTHER, PLEASE SPECIFY" AT END. RESPONDENTS COULD SELECT UP TO THREE RESPONSES.]

You said that you find ads in these streaming services at least a little bit annoying. Which three of the following most annoy you?

Select up to three.

		Total
		%
The same ads repeat too often		51
I don't think there should be any ads in services I pay for		45
There are too many ad breaks that interrupt what I'm watching		36
The shows cut to ads at disruptive times instead of natural breaks in the programming		32
The ads are not relevant to my interests		26
There are too many ads in a row in each ad break		24
I see too many ads watching shows in general		23
The individual ads are too long		22
Other, please specify		2
Base: Respondents who find ads in ad-supported video streaming services they use at all annoying		1,327

ADSTREAM5. [ROTATE RESPONSE SCALE.]

Think about the ad-based streaming service you use most often. How much more, if anything, would you be willing to pay each month for an ad-free version of this streaming service?

	Total
	%
I would not be willing to pay any more	50
Less than \$5 more	29
\$5 to \$9.99 more	14
\$10 to \$14.99 more	4
\$15 to \$19.99 more	2
At least \$20 more	2
Base: Respondents who use ad-supported paid video streaming services	1,374

TELECOM CHOICES

T1. [RANDOMIZE ORDER OF T1 AND T2. RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER," "NOT APPLICABLE, I DID NOT CHOOSE . . ." AND "NOT APPLICABLE; I MADE A CHOICE BUT I DID NOT DO ANY RESEARCH" AT END IN THAT ORDER. BOTH "NOT APPLICABLE" RESPONSES WERE EXCLUSIVE. RESPONDENTS COULD SELECT UP TO TWO RESPONSES.]

Think back to the last time you chose an internet service provider for your home. Which two sources of information did you rely on most in choosing that service?

Select up to two.

	Total
	%
Recommendations from family or friends	28
Internet providers' own websites, like Spectrum or Xfinity	28
Search engines like Google or Bing	22
Testing and review organizations like Consumer Reports or Wirecutter	8
Social media, like Instagram or TikTok	7
Online forums like Reddit	5
AI chatbots like ChatGPT, Claude, or Gemini	2
Tech-focused sources like CNET or PCMag	2
Other, please specify	7
Not applicable; I did not choose the internet provider for my home, there is only one provider in my area, or I do not have home internet	17
Not applicable; I made a choice but I <u>did not do any research</u>	12
Base: All respondents	2,183

T2. [RANDOMIZE ORDER OF T1 AND T2. RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER," "NOT APPLICABLE, I DID NOT CHOOSE MY OWN CELL PHONE PROVIDER" AND "NOT APPLICABLE; I MADE A CHOICE BUT I DID NOT DO ANY RESEARCH" AT END IN THAT ORDER. BOTH "NOT APPLICABLE" RESPONSES WERE EXCLUSIVE. RESPONDENTS COULD SELECT UP TO TOW RESPONSES.]

Think back to the last time you chose a [cell phone service provider](#). Which two sources of information did you rely on most in choosing that service?

Select [up to two](#) .

	Total
	%
Recommendations from family or friends	34
Carriers' own websites, like Verizon or T-Mobile	32
Search engines like Google or Bing	19
Testing and review organizations like Consumer Reports or Wirecutter	10
Social media, like Instagram or TikTok	6
Online forums like Reddit	5
AI chatbots like ChatGPT, Claude, or Gemini	3
Tech-focused sources like CNET or PCMag	3
Other, please specify	6
Not applicable; I did not choose my own cell phone provider	12
Not applicable; I made a choice but I <u>did not do any research</u>	13
Base: All respondents	2,183

T3A. [SHOW T3A BEFORE T3B IF T1 SHOWS BEFORE T2; SHOW T3B BEFORE T3A IF T2 SHOWS BEFORE T1. IF ANY RESPONSE BUT "NOT APPLICABLE" SELECTED IN T1, QUESTION STEM DISPLAYS AS SHOWN. IF T1 = EITHER "NOT APPLICABLE" RESPONSE OPTION OR NO RESPONSE, QUESTION STEM DISPLAYS AS "IMAGINE YOU WANTED TO GET [INTERNET SERVICE](#) AND WERE SELECTING A PROVIDER." RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER" AT END.]

Imagine you wanted to change your [internet service provider](#).

What types of information would you find [most helpful](#) when researching your options?

Select [up to two](#) .

	Total
	%
Least expensive plans	46
Side-by-side provider comparisons	30
Providers with best customer service and support	29
Customer reviews	26
Customer satisfaction ratings	25
Ability to identify providers in my geographic region	15
Other, please specify	3
Base: All respondents	2,183

T3B. [SHOW T3A BEFORE T3B IF T1 SHOWS BEFORE T2; SHOW T3B BEFORE T3A IF T2 SHOWS BEFORE T1. IF ANY RESPONSE BUT "NOT APPLICABLE" SELECTED IN T2, QUESTION STEM DISPLAYS AS SHOWN. IF T2 = EITHER "NOT APPLICABLE" RESPONSE OPTION OR NO RESPONSE, QUESTION STEM DISPLAYS AS "IMAGINE YOU WANTED TO GET CELL PHONE SERVICE AND WERE SELECTING A PROVIDER." RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER" AT END.]

Imagine you wanted to change your cell phone service provider.

What types of information would you find most helpful when researching your options?

Select up to two.

	Total
	%
Least expensive plans	46
Side-by-side provider comparisons	29
Providers with best customer service and support	25
Customer satisfaction ratings	24
Customer reviews	23
Best providers for <u>family plans</u>	17
Ability to identify providers in my geographic region	11
Other, please specify	2
Base: All respondents	2,183

T5. [ROTATE RESPONSE SCALE].

If you saw ratings from a well-known independent testing and review site showing that another internet or cell phone provider performed better than your current provider, how likely would you be to switch providers?

	Total
	%
Very likely	7
Somewhat likely	46
Not too likely	38
Not at all likely	10
Base: All respondents	2,160

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