



American Experiences Survey:

A Nationally Representative Multi-Mode Survey

July 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 July 2026 results are based on interviews conducted from July 9th – 17th, 2026. This document includes all five sections of the omnibus survey for this month: AI in toys, fuel economy and electric vehicles, tire information sources, large appliance lifespan, and product safety.

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 2,124 interviews, 2,017 by web mode and 107 by phone mode, 2,049 in English and 75 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:

53% female; median age of 47 years old; 58% 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 +/- 2.54 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 July omnibus contained five blocks of questions, one for each topic listed above. The blocks on AI in toys and product safety were randomized between first and last positions. The remaining three blocks were shown between them in a fixed order: fuel economy and EVs, then tire information sources, and then large appliance lifespan.

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, July 2026

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Survey Notes for Monthly Trends

Fuel Economy 2024 results are based on interviews conducted from August 26 – September 23, 2024 with a nationally representative sample of 2,191 US adults.

September 2023 results are based on interviews conducted from September 8 – 19, 2023 with a nationally representative sample of 2,089 US adults.

Battery Electric Vehicles/Low-Carbon Fuels (BEV/LCF) 2023 results are based on interviews conducted from June 28 – July 14, 2023 with a nationally representative sample of 9,030 US adults.

April 2023 results are based on interviews conducted from April 6 – 17, 2023 with a nationally representative sample of 2,121 US adults.

Fuel Economy 2022 results are based on interviews conducted from September 23 – October 17, 2022 with a nationally representative sample of 2,161 US adults.

July 2020 results are based on interviews conducted from July 9 – 20, 2020 with a nationally representative sample of 2,031 US adults.

AI IN TOYS

TOY_INFO.

The next section focuses on artificial intelligence (AI) chatbots in children's toys. These are physical, smart toys—such as interactive robots, dolls, or plush toys—that use AI chatbots, such as ChatGPT, to have natural conversations with children.

These do not include smart speakers, video game consoles, children's tablets (such as LeapPad devices), or traditional talking toys that use pre-recorded responses instead of AI.

TOY1.

Before taking this survey, had you ever heard of children's toys, such as stuffed animals or robots, that use AI chatbots?	
	Total
	%
Yes	34
No	54
Unsure	12
Base: All respondents	2,114

TOY2. [ROTATE RESPONSE SCALE. RESPONDENTS COULD NOT RETURN TO TOY2 AFTER ANSWERING IT AND PRESSING "NEXT."]

How concerned, if at all, are you about AI chatbots in children's toys?	
	Total
	%
Very concerned	40
Somewhat concerned	43
Not too concerned	14
Not at all concerned	4
Base: All respondents	2,103

TOY3. [RANDOMIZE WHETHER TOY3 OR TOY4 SHOWS FIRST. RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER" AND "I HAVE NO CONCERNS ABOUT AI CHATBOTS IN TOYS FOR CHILDREN" AT END IN THAT ORDER. "I HAVE NO CONCERNS ABOUT AI CHATBOTS IN TOYS FOR CHILDREN" WAS EXCLUSIVE.]

Which, if any, of the following are <u>concerns</u> you have about AI chatbots in children's toys?	
Select <u>all</u> that apply.	
	Total
	%
Could be hacked	63
Reduces the time children spend in other kinds of play, such as playing outside, reading, or pretend play	61
Collects and sells data about the child, other family members, or household routines	61
Has inappropriate boundaries—e.g., teaches children things their parents don't want them to know or gives them questionable advice	61
Makes the child feel like the toy is their friend in unhealthy ways	55
Makes it harder for children to develop social and emotional skills	54
Reduces the time children spend with family or friends	52
Uses children's data to train AI models	48
Provides incorrect information	47
Advertises products or brands to children	40
Other, please specify	2
I have no concerns about AI chatbots in toys for children	5
Base: All respondents	2,124

TOY4. [RANDOMIZE WHETHER TOY3 OR TOY4 SHOWS FIRST. RANDOMIZE RESPONSE OPTIONS, KEEPING "GENERAL EDUCATIONAL VALUE" AND "CUSTOMIZED EDUCATION" TOGETHER AND RANDOMIZING WITHIN, AND HOLDING "OTHER" AND "I DO NOT THINK THERE ARE ANY BENEFITS OF AI CHATBOTS IN TOYS FOR CHILDREN" AT END IN THAT ORDER. "I DO NOT THINK THERE ARE ANY BENEFITS OF AI CHATBOTS IN TOYS FOR CHILDREN" WAS EXCLUSIVE.]

Which, if any, of the following do you consider potential benefits of AI chatbots in children's toys?

Select all that apply.

	Total
	%
Strengthens children's speaking, vocabulary, or language skills	37
Adapts to the needs of children with different learning or communication styles or disabilities	35
Helps children learn STEM (science, technology, engineering, and math)	34
Adapts stories, games, and learning to a child's age and interests	30
Customized education: Provides personalized teaching that builds on children's strengths and adapts lessons to where they need more support	29
General educational value: Answers questions on topics children are curious about	29
Assists with imaginative play such as storytelling and role-playing	26
Keeps children engaged longer than traditional toys	21
Provides emotional comfort, encouragement, and companionship	17
Other, please specify	1
I do not think there are any benefits of AI chatbots in toys for children	30
Base: All respondents	2,124

TOY5. [ROTATE RESPONSE SCALE, HOLDING "DO NOT KNOW ENOUGH TO SAY" AT END.]

Which of the following best describes how you feel about regulating toys with AI chatbots in them?

Please choose whatever is closest to your view, even if none are exactly right.

	Total
	%
No new regulation is required. Existing consumer protection laws are enough	3
No new regulation is required but packaging and online listings must clearly disclose the AI risks to parents	7
New regulation should be required to specifically address the unique risks of AI chatbots in children's toys	37
<u>Temporary</u> ban on the sale of these toys until more research is done on how they affect children	17
<u>Permanent</u> ban on the sale of these toys	16
Do not know enough to say	20
Base: All respondents	2,091

TOY6. ["NO" WAS EXCLUSIVE.]

Are you a parent or primary caregiver for any child under the age of 14?

Select all that apply.

	Total
	%
Yes, one or more children age five or younger	17
Yes, one or more children age six to thirteen	15
No	70
Base: All respondents	2,124

FUEL ECONOMY AND ELECTRIC VEHICLES

EV1. [RESPONDENTS WERE PROMPTED TWICE TO RESPOND IF THEY DID NOT DO SO INITIALLY.]

Thinking about the <u>next</u> car, truck or SUV you will buy or lease, will this vehicle most likely be:			
	July 2026 AES	BEV/LCF 2023	April 2023 AES
	Total	Total	Total
	%	%	%
Used	44	42	41
New	30	34	37
I do not expect that I will buy or lease a vehicle in the future	15	11	11
Unsure	11	13	11
Base: All respondents	2,122	9,014	2,121

EV2. [SHOW UNLESS EV1 = "I DO NOT EXPECT THAT I WILL BUY OR LEASE A VEHICLE IN THE FUTURE." ROTATE RESPONSE SCALE.]

How important is fuel economy to you when considering what vehicle to purchase or lease?			
	July 2026 AES	Fuel Economy 2024	Fuel Economy 2022
	Total	Total	Total
	%	%	%
Not at all important	2	1	2
Not very important	4	3	3
Somewhat important	27	30	26
Very important	38	39	41
Extremely important	30	27	29
Base: Respondents who expect to buy or lease a vehicle in the future (July 2026); Respondents who drive (Fuel Economy surveys)	1,801	2,063	2,059

Note: The Fuel Economy surveys filtered out people who said "I do not drive" in response to an earlier question about "the personal vehicle you drive most often"--similar, but not identical, to the filtering in the July 2026 AES based on people who said they do not expect to buy or lease a vehicle in the future.

EV_INTRO.

This next section is about battery electric vehicles (BEVs). This refers to vehicles like the Tesla and the Nissan Leaf that are electric only and do not take gasoline or any fuel other than electricity.

EV3. [RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DID NOT DO SO INITIALLY. ITEMS DISPLAYED IN ORDER SHOWN.]

Please indicate whether each of the following statements is <u>true</u> or <u>not true</u> for you.			
	July 2026 AES	BEV/LCF 2023	April 2023 AES
	Total	Total	Total
<i>In the <u>past month</u>, I have seen an electric-only vehicle in my neighborhood</i>			
	%	%	%
True	66	57	49
Not true	34	43	51
Base: All respondents	2,119	8,970	2,109
<i>I have a friend, relative, or co-worker who owns an electric-only vehicle</i>			
	%	%	%
True	47	37	39
Not true	53	63	61
Base: All respondents	2,120	8,975	2,109
<i>In the past <u>12 months</u>, I have been a passenger in an electric-only vehicle</i>			
	%	%	%
True	31	21	23
Not true	69	79	77
Base: All respondents	2,118	8,979	2,109
<i>In the past <u>12 months</u>, I have driven an electric-only vehicle</i>			
	%	%	%
True	11	9	10
Not true	89	91	90
Base: All respondents	2,120	8,975	2,109

Note: In April 2023, the wording for the item about spotting an EV in one's neighborhood was "noticed" rather than "seen."

EV4. [RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DID NOT DO SO INITIALLY.]

Which statement below BEST describes your thoughts on buying or leasing an <u>electric-only</u> vehicle if you were to buy or lease a vehicle today?		
	July 2026 AES	BEV/LCF 2023
	Total	Total
	%	%
I would definitely buy or lease an electric-only vehicle.	9	10
I would seriously consider buying or leasing an electric-only vehicle.	16	21
I might consider getting an electric-only vehicle in the future, but not if I were to buy or lease a vehicle today.	34	37
I would not consider getting an electric-only vehicle today or ever.	41	31
Base: All respondents	2,123	4,483

Note: In the BEV/LCF 2023 survey, we also asked if they had already had an EV, so "an EV" displayed as "another EV" if they had.

EV5. [SHOW IF ANY RESPONSE SELECTED IN EV4 OTHER THAN "I WOULD DEFINITELY BUY OR LEASE AN ELECTRIC-ONLY VEHICLE." RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER", "NOTHING; I JUST DON'T FEEL I KNOW ENOUGH ABOUT ELECTRIC-ONLY VEHICLES TO BUY ONE", AND "NOTHING; I HAVE NO INTEREST IN GETTING AN ELECTRIC-ONLY VEHICLE IF I WERE TO BUY OR LEASE A VEHICLE TODAY" AT END IN THAT ORDER. BOTH "NOTHING" RESPONSES WERE EXCLUSIVE.]

Of the following attributes, which, if any, would prevent you from buying or leasing an <u>electric-only</u> vehicle if you were to buy or lease a vehicle today?		
Please select <u>all</u> that apply.		
	July 2026 AES	BEV/LCF 2023
	Total	Total
	%	%
Charging logistics, such as where and when I'd be able to charge it	57	62
Number of miles the vehicle can go before it needs to be charged	51	56
Costs involved with buying, owning, and maintaining an electric-only vehicle	45	56
Not being able to fix the car myself or at my local mechanic	35	41
Concern about the performance of an electric-only vehicle in cold weather	29	33
I'd worry that it would not be as powerful as a gasoline-powered vehicle	14	17
Lack of models among electric-only vehicles currently on the market	11	15
I don't like the style/look of any of the models that are currently available	11	9
I'm not sure where I'll be living in the next few years	11	10
They are not common where I live	10	16
I'm afraid the technology would be hard to use	8	9
Other, please specify	6	6
Nothing; I just don't feel I know enough about electric-only vehicles to buy one	5	5
Nothing; I have no interest in getting an electric-only vehicle if I were to buy or lease a vehicle today	15	11
Base: Respondents who said something other than they "definitely" would buy or lease an electric-only vehicle if they were to buy or lease a vehicle today	1,931	8,191

Note: In the BEV/LCF 2023 survey, we also asked if they had already had an EV, and so "an EV" displayed as "another EV" if they had.

TIRE INFORMATION SOURCES

TIRE1. [RESPONDENTS WERE PROMPTED TWICE TO RESPOND IF THEY DID NOT DO SO INITIALLY.]

Do you currently drive a personal vehicle at least once a month?

By "vehicle," we mean a car, truck, or SUV. We do not mean motorcycles, scooters, or boats.

"Personal vehicle" means your own vehicle, not one owned by your workplace.

	Total
	%
Yes	87
No	13
Base: All respondents	2,124

TIRE2. [SHOW IF TIRE1 = "YES." RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DID NOT DO SO INITIALLY. RANDOMIZE RESPONSE OPTIONS, HOLDING "NONE OF THESE" AT END. "NONE OF THESE" WAS EXCLUSIVE.]

Which, if any, of the following have you heard of?

Select all that apply.

	Total
	%
Consumer Reports	75
Discount Tire	69
Car and Driver	59
Road and Track	35
Tire Rack	28
None of these	7
Base: Respondents who drive a personal vehicle at least once a month	1,873

TIRE3. [SHOW IF TIRE1 = "YES." ONLY SHOW "CONSUMER REPORTS," "DISCOUNT TIRE," "CAR AND DRIVER," "ROAD AND TRACK," AND "TIRE RACK" IF THEY WERE SELECTED IN TIRE2. RANDOMIZE RESPONSE OPTIONS, KEEPING "NOT APPLICABLE" AT BEGINNING AND HOLDING "OTHER" AND "UNSURE" AT END IN THAT ORDER. RESPONDENTS COULD SELECT UP TO THREE. "NOT APPLICABLE" AND "UNSURE" WERE EXCLUSIVE.]

If you had to buy new tires for your vehicle today, what would be the most influential sources of information for your decision about which tires to get?

Please choose up to three .

	Total
	%
Not applicable; I would just get the same tires I currently have	17
Recommendations from friends, family, coworkers, or other people I know	30
Recommendation from someone at a tire shop or service center, like a salesperson or mechanic	30
Online user reviews	22
Discount Tire	20
Consumer Reports	18
A tire manufacturer's website	9
Social media, such as Reddit, YouTube, Tiktok, or Instagram	5
Advertisements	5
Tire Rack	5
Car and Driver	3
Road and Track	2
Other, please specify	6
Base: Respondents who drive a personal vehicle at least once a month	1,873
<i>[Sources from Tire2 rebased to be only out of those who had heard of them]</i>	Total
	%
Discount Tire	28
Base: Respondents who drive a personal vehicle at least once a month and have heard of Discount Tire	1,300
Consumer Reports	25
Base: Respondents who drive a personal vehicle at least once a month and have heard of Consumer Reports	1,473
Tire Rack	17
Base: Respondents who drive a personal vehicle at least once a month and have heard of Tire Rack	537
Road and Track	5
Base: Respondents who drive a personal vehicle at least once a month and have heard of Road and Track	673
Car and Driver	4
Base: Respondents who drive a personal vehicle at least once a month and have heard of Car and Driver	1,140

LARGE APPLIANCE LIFESPAN

LAL1. [RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DID NOT DO SO INITIALLY. GRID ITEMS WERE RANDOMIZED.]

Have you ever had any of the following large appliances that you got rid of or replaced?

By "got rid of or replaced," we mean no longer having the appliance in your possession. For example, if you moved an older fridge from your kitchen to your garage, you did NOT "get rid of" it.

	Total
Clothes washer or dryer	
	%
Yes	64
No	32
Unsure	4
Base: All respondents	2,117
Refrigerator	
	%
Yes	58
No	39
Unsure	3
Base: All respondents	2,112
Range (combined cooktop and oven)	
	%
Yes	43
No	53
Unsure	4
Base: All respondents	2,111
Dishwasher	
	%
Yes	40
No	56
Unsure	4
Base: All respondents	2,109

LAL2. [RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DID NOT DO SO INITIALLY. SHOW IF AT LEAST ONE "YES" SELECTED IN LAL1. SHOW EACH GRID ITEM IF IT WAS SELECTED IN LAL1, IN SAME ORDER AS LAL1.]

You said that you have replaced or gotten rid of at least one of each of these types of large appliances.

For each, what happened to it?

If you have gotten rid of more than one of a particular type of appliance, such as three dishwashers, please answer for the one that you got rid of most recently.

	Total
Clothes washer or dryer	
	%
Stopped working and was not repaired	66
It was still working, but I replaced it with an upgrade	18
It was still working, but I replaced it for another reason	5
It was left behind when I moved out	7
Other, please specify	2
Don't remember	2
Base: Respondents who have gotten rid of at least one washer or dryer	1,366
Refrigerator	
	%
Stopped working and was not repaired	54
It was still working, but I replaced it with an upgrade	29
It was still working, but I replaced it for another reason	7
It was left behind when I moved out	6
Other, please specify	2
Don't remember	2
Base: Respondents who have gotten rid of at least one refrigerator	1,257
Dishwasher	
	%
Stopped working and was not repaired	55
It was still working, but I replaced it with an upgrade	25
It was still working, but I replaced it for another reason	8
It was left behind when I moved out	7
Other, please specify	2
Don't remember	3
Base: Respondents who have gotten rid of at least one dishwasher	876
Range (combined cooktop and oven)	
	%
Stopped working and was not repaired	40
It was still working, but I replaced it with an upgrade	38
It was still working, but I replaced it for another reason	10
It was left behind when I moved out	7
Other, please specify	2
Don't remember	3
Base: Respondents who have gotten rid of at least one range	912

LAL3. [RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DID NOT DO SO INITIALLY. SHOW IF AT LEAST ONE "YES" SELECTED IN LAL1. SHOW EACH GRID ITEM IF IT WAS SELECTED IN LAL1, IN SAME ORDER AS LAL1.]

About how old was it when you got rid of it?

If you're not sure, your best estimate is fine.

	Total
Clothes washer or dryer	
	%
Less than one year	2
One to less than three years	6
Three to less than five years	13
Five to less than seven years	19
Seven to less than 10 years	24
10 to less than 15 years	21
15 to less than 20 years	9
20 to less than 30 years	4
30 years or more	1
Base: Respondents who have gotten rid of at least one washer or dryer	1,367
Refrigerator	
	%
Less than one year	3
One to less than three years	4
Three to less than five years	10
Five to less than seven years	17
Seven to less than 10 years	22
10 to less than 15 years	28
15 to less than 20 years	10
20 to less than 30 years	6
30 years or more	1
Base: Respondents who have gotten rid of at least one refrigerator	1,258
Range (combined cooktop and oven)	
	%
Less than one year	2
One to less than three years	4
Three to less than five years	10
Five to less than seven years	17
Seven to less than 10 years	20
10 to less than 15 years	27
15 to less than 20 years	13
20 to less than 30 years	6
30 years or more	2
Base: Respondents who have gotten rid of at least one range	908

LAL3. [CONTINUED]

Dishwasher	
	%
Less than one year	3
One to less than three years	6
Three to less than five years	11
Five to less than seven years	18
Seven to less than 10 years	22
10 to less than 15 years	25
15 to less than 20 years	10
20 to less than 30 years	4
30 years or more	1
Base: Respondents who have gotten rid of at least one dishwasher	
	877

LAL4. [RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DID NOT DO SO INITIALLY. SHOW IF AT LEAST ONE "YES" SELECTED IN LAL1. SHOW EACH GRID ITEM IF IT WAS SELECTED IN LAL1, IN SAME ORDER AS LAL1. ROTATE RESPONSE SCALE.]

About how <u>confident</u> are you in that estimate of its age when you got rid of it?	
	Total
Clothes washer or dryer	
	%
Very confident	41
Somewhat confident	43
Not too confident	12
Not at all confident	4
Base: Respondents who have gotten rid of at least one washer or dryer	1,365
Refrigerator	
	%
Very confident	36
Somewhat confident	46
Not too confident	14
Not at all confident	4
Base: Respondents who have gotten rid of at least one refrigerator	1,257
Range (combined cooktop and oven)	
	%
Very confident	36
Somewhat confident	46
Not too confident	13
Not at all confident	6
Base: Respondents who have gotten rid of at least one range	908
Dishwasher	
	%
Very confident	36
Somewhat confident	44
Not too confident	14
Not at all confident	6
Base: Respondents who have gotten rid of at least one dishwasher	875

PRODUCT SAFETY

PS1.

How much do you agree or disagree with the following statement:

"I expect the manufacturer of a product I buy for my home to design and test the product to be safe before selling it to customers."

	July 2026 AES	SEPTEMBER 2023 AES	JULY 2020 AES
	Total	Total	Total
	%	%	%
Strongly agree	81	80	76
Agree	17	19	21
Disagree	1	1	2
Strongly disagree	1	0.3	1
Base: All respondents	2,113	2,082	2,017

I1.

For the remainder of this section, we are ONLY interested in products that cost \$75.00 or more.

PS2.

How much do you agree or disagree with the following statement:

"I believe products I buy for my home adhere to a required safety standard."

	July 2026 AES	SEPTEMBER 2023 AES	JULY 2020 AES
	Total	Total	Total
	%	%	%
Strongly agree	54	47	48
Agree	43	49	48
Disagree	3	3	3
Strongly disagree	1	1	1
Base: All respondents	2,106	2,082	2,014

PS3. [RANDOMIZE RESPONSE OPTIONS.]

If the manufacturer learns of a safety problem with a product you use in your home that could potentially cause an injury to you or your family, when do you think they should recall these products and notify product owners?			
	July 2026 AES	SEPTEMBER 2023 AES	JULY 2020 AES
	Total	Total	Total
	%	%	%
As soon as possible once the manufacturer learns about the safety problem, even if they aren't aware of any harm yet	84	83	84
After the manufacturer fully investigates the extent and severity of the safety problem, even if it means delaying a warning to its customers	16	17	16
Base: All respondents (in 2026, this means excluding a slightly higher than usual nonresponse percentage)	2,076	2,056	2,006

PS4.

How much do you agree or disagree with the following statement:			
<i>"It is the manufacturer's responsibility to do everything it can to get its recalled products out of homes if they have a safety problem that could potentially cause an injury, even if it requires them to follow up with customers that don't participate in the recall at first."</i>			
	July 2026 AES	SEPTEMBER 2023 AES	JULY 2020 AES
	Total	Total	Total
	%	%	%
Strongly agree	57	54	53
Agree	36	40	40
Disagree	6	6	6
Strongly disagree	1	1	1
Base: All respondents	2,094	2,071	2,015

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