



American Experiences Survey: A Nationally Representative Multi-Mode Survey

August 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 August 2026 results are based on interviews conducted from August 6th – 17th, 2026. This document includes all five sections of the omnibus survey for this month: right to repair, generators, extended auto warranties, soundbars, and hair conditioner.

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 2,580 interviews, 2,463 by web mode and 117 by phone mode, 2,461 in English and 119 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; 58% white, non-Hispanic; 37% 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 +/- 2.3 percentage points at the 95% confidence level. Smaller subgroups will have larger error margins, and only those subgroups for which there are at least 100 unweighted cases are included.

TOPLINE RESULTS

The August omnibus contained 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.

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, September 2026

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Survey Notes for Monthly Trends

September 2025 results are based on interviews conducted from September 4 – 15, 2025 with a nationally representative sample of 2,240 US adults.

June 2025 results are based on interviews conducted from June 6 – 13, 2025 with a nationally representative sample of 2,016 US adults.

Right to Repair 2024 results are based on interviews conducted from June 17 – July 5, 2024 with a nationally representative sample of 2,154 US adults.

June 2024 results are based on interviews conducted from June 7 – 18, 2024 with a nationally representative sample of 2,032 US adults.

March 2021 results are based on interviews conducted from March 4 – 15, 2021 with a nationally representative sample of 2,144 US adults.

RIGHT TO REPAIR

Q1. [RESPONDENTS COULD SELECT UP TO THREE RESPONSES. RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER" AND "NONE OF THESE" AT END IN THAT ORDER. "NONE OF THESE" WAS EXCLUSIVE.]

The following are factors that people might consider when deciding whether they will repair a product they own that is no longer working, or if they will replace it.

Which, if any, of these are most important to you when deciding between repairing or replacing something you own?

Select up to three.

	August 2026 AES	Right to Repair 2024
	Total	Total
	%	%
Costs to repair or replace the product	67	70
Whether I can repair it myself	36	43
Age of the product	34	38
Price I originally paid for the product	26	25
Time it will take to repair or replace the product	20	20
History of problems with the product	20	21
Safety (e.g., concerns a product could cause harm even after being repaired)	19	16
Availability of suitable replacement products that meet my needs	16	16
How efficient my current product is, in terms of how much electricity or water it uses	9	9
Availability of competent repair professionals	9	10
Environmental impacts (e.g., waste associated with disposal of products)	7	6
Other, please specify	1	2
None of these	3	1
Base: All respondents	2,580	2,154

RR2. [RESPONDENTS COULD SELECT UP TO THREE RESPONSES. RANDOMIZE RESPONSE OPTIONS, KEEPING "IT'S BETTER FOR THE ENVIRONMENT . . ." AND "IT'S LESS WASTEFUL . . ." TOGETHER AND HOLDING "OTHER" AND "NONE OF THESE" AT END IN THAT ORDER. "NONE OF THESE" WAS EXCLUSIVE.]

In your opinion, what are the most important benefits of a product being repairable (that is, to being easy to repair or to get repaired)?

Select up to three .

	August 2026 AES	Right to Repair 2024
	Total	Total
	%	%
It costs less to repair products than to replace them	55	50
I just like it when products last a long time	46	49
It's <u>less wasteful</u> to repair a product than to throw it away and buy a new one	45	42
It indicates that the product is good quality	36	36
It's <u>better for the environment</u> to repair a product than to throw it away and buy a new one	27	37
Repairability empowers me by giving me more control over the products I own	26	23
Other, please specify	1	1
None of these: repairability is not important to me at all	4	4
Base: All respondents	2,580	2,154

RR3. [RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DID NOT DO SO INITIALLY. SHOW IF ANY RESPONSE EXCEPT "NONE OF THESE: REPAIRABILITY IS NOT IMPORTANT TO ME AT ALL" SELECTED IN RR2. GRID ITEMS WERE SHOWN IN THE ORDER SHOWN HERE. ROTATE RESPONSE SCALE, HOLDING "NOT APPLICABLE" AT END.]

How important to you is repairability (that is, how easy the product is to repair or get repaired) when it comes to the next product you purchase in each of the following categories?		
	August 2026 AES	Right to Repair 2024
	Total	Total
Large home appliance (such as a dishwasher or clothes dryer)		
	%	%
Very important	57	55
Somewhat important	29	32
Not too important	7	7
Not important at all	2	2
Not applicable - I don't plan to purchase a product in this category	5	3
Base: Respondents who did not say repairability is not important to them at all	2,491	2,081
Small home appliance (such as a blender, coffee maker, or toaster)		
	%	%
Very important	16	20
Somewhat important	34	37
Not too important	34	33
Not important at all	14	9
Not applicable - I don't plan to purchase a product in this category	2	2
Base: Respondents who did not say repairability is not important to them at all	2,483	2,071
Portable rechargeable electronic device (such as a smartphone, laptop, or wireless earphones)		
	%	%
Very important	40	40
Somewhat important	36	39
Not too important	16	15
Not important at all	6	4
Not applicable - I don't plan to purchase a product in this category	2	1
Base: Respondents who did not say repairability is not important to them at all	2,480	2,066

RR5. [RANDOMIZE ORDER OF THE TWO "YES" RESPONSES, HOLDING "NO, THEY SHOULD NOT BE REQUIRED TO MAKE THIS AVAILABLE TO INDEPENDENT REPAIR PROFESSIONALS" AND "UNSURE" AT END IN THAT ORDER.]

Currently, in many states, you can't get some products repaired at an independent repair shop because their manufacturers will only provide the needed information and supplies to authorized or certified shops.

Do you believe that manufacturers should be required to make available to independent repair professionals the basic diagnostic information, tools, and replacement parts needed to make repairs to their products?

	August 2026 AES	Right to Repair 2024
	Total	Total
	%	%
Yes, available on the same terms and at the same price charged to authorized repair shops	60	60
Yes, available on whatever terms and price the manufacturer decides	21	22
No, they should not be required to make this available to independent repair professionals	6	6
Unsure	14	12
Base: All respondents	2,561	2,136

RR6. [RANDOMIZE ORDER OF THE TWO "YES" RESPONSES, HOLDING "NO, THEY SHOULD NOT BE REQUIRED TO MAKE THIS AVAILABLE TO PEOPLE WHO OWN THEIR PRODUCTS" AND "UNSURE" AT END IN THAT ORDER.]

Do you believe that manufacturers should be required to make available to people who own their products the basic diagnostic information, tools, and replacement parts needed to make repairs to their products?

	August 2026 AES	Right to Repair 2024
	Total	Total
	%	%
Yes, available on the same terms and at the same price charged to authorized repair shops	61	57
Yes, available on whatever terms and price the manufacturer decides	21	23
No, they should not be required to make this available to people who own their products	6	8
Unsure	12	13
Base: All respondents	2,550	2,139

RTR1. [RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DID NOT DO SO INITIALLY.]

Some states have what is known as a right to repair law. This type of law requires manufacturers to make available the tools and information required to fix their products. That way, consumers can take their broken product to an independent repair shop, or fix it themselves, instead of needing to use the manufacturer's repair service.

As far as you know, does your state have a right to repair law?

	August 2026 AES	June 2025 AES	June 2024 AES
	Total	Total	Total
	%	%	%
Yes	10	12	15
No	11	12	11
Unsure	79	76	74
Base: All respondents	2,577	2,014	2,032

GENERATORS

GENER1. [RESPONDENTS WERE PROMPTED TWICE TO RESPOND IF THEY DID NOT DO SO INITIALLY. RANDOMIZE RESPONSE OPTIONS, KEEPING "PORTABLE GENERATOR" AND "INVERTER GENERATOR" TOGETHER AND HOLDING "UNSURE" AND "NONE OF THE ABOVE" AT END IN THAT ORDER. "UNSURE" AND "NONE OF THE ABOVE" WERE EXCLUSIVE.]

Which, if any, of the following types of generators or backup power systems do you currently have for your home?

Select all that apply.

	August 2026 AES	September 2025 AES	March 2021 AES
	Total	Total	Total
	%	%	%
Portable generator (typically powered by gasoline)	19	17	16
Power station or solar generator (powered by a rechargeable battery)	9	7	3
Power inverter (a small device powered by connecting to a car battery)	7	5	5
Home standby generator (permanently installed and turns on automatically; powered by natural gas or propane)	6	6	4
Inverter generator (typically powered by gasoline; similar to a portable generator, but tend to be more efficient, smaller, and quieter)	5	4	3
Unsure	7	8	-
None of the above	57	60	74
Base: All respondents	2,580	2,240	2,144

Note: In March 2021, there was no "Unsure" response option.

GENER2. [SHOW IF AT LEAST ONE TYPE OF GENERATOR SELECTED IN GENER1. RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DID NOT DO SO INITIALLY. RESPONDENTS SAW EACH TYPE OF GENERATOR THEY HAD SELECTED IN GENER1 IN THE SAME ORDER AS GENER1.]

Listed below are the types of generators or backup power systems you said you currently have for your home.

For each type, when was one most recently purchased for your home?

	August 2026 AES	March 2021 AES
	Total	Total
Portable generator		
	%	%
Less than a year ago	10	10
A year to less than five years ago	37	34
Five years to less than ten years ago	27	34
Ten years or more ago	21	17
Unsure	5	6
Base: Respondents with portable generators	480	325

Note: Due to insufficient sample size for all other generator types in March 2021, only August 2026 results are shown for the others.

Power station or solar generator	
	%
Less than a year ago	28
A year to less than five years ago	45
Five years to less than ten years ago	16
Ten years or more ago	5
Unsure	6
Base: Respondents with power stations or solar generators	223
Power inverter	
	%
Less than a year ago	21
A year to less than five years ago	39
Five years to less than ten years ago	28
Ten years or more ago	8
Unsure	4
Base: Respondents with power inverters	182

GENER2. [CONTINUED.]

Home standby generator	
	%
Less than a year ago	18
A year to less than five years ago	27
Five years to less than ten years ago	29
Ten years or more ago	16
Unsure	10
Base: Respondents with home standby generators	152
Inverter generator	
	%
Less than a year ago	20
A year to less than five years ago	27
Five years to less than ten years ago	36
Ten years or more ago	12
Unsure	5
Base: Respondents with inverter generators	121

GENER3. [SHOW IF "PORTABLE GENERATOR" OR "INVERTER GENERATOR" SELECTED IN GENER1. IF ONLY "PORTABLE GENERATOR" WAS SELECTED, QUESTION STEM DISPLAYED AS "...USE OF A PORTABLE GENERATOR..."; IF ONLY "INVERTER GENERATOR" WAS SELECTED, QUESTION STEM DISPLAYED AS "...USE OF AN INVERTER GENERATOR..."; AND IF BOTH WERE SELECTED, QUESTION STEM DISPLAYED AS SHOWN. RANDOMIZE RESPONSE OPTIONS, KEEPING "OUTSIDE, LESS THAN 5 FEET FROM THE HOME, GARAGE, OR SHED", "OUTSIDE, 5 FEET TO LESS THAN 20 FEET FROM THE HOME, GARAGE, OR SHED", AND "OUTSIDE, 20 FEET OR MORE FROM THE HOME, GARAGE, OR SHED" TOGETHER IN THAT ORDER, AND HOLDING "UNSURE" AT END.]

Thinking about your <u>typical</u> use of a portable or inverter generator at your home, where is the generator usually located when it is running?		
	August 2026 AES	March 2021 AES
	Total	Total
	%	%
Inside the home or an attached garage	8	9
Inside a detached garage or shed	8	11
Outside, less than 5 feet from the home, garage, or shed	31	26
Outside, 5 feet to less than 20 feet from the home, garage, or shed	37	35
Outside, 20 feet or more from the home, garage, or shed	13	14
Unsure	3	5
Base: Respondents who have portable and/or inverter generators	562	373

GENER4. [RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DID NOT DO SO INITIALLY. SHOW IF "PORTABLE GENERATOR" OR "INVERTER GENERATOR" SELECTED IN GENER1. . IF ONLY "PORTABLE GENERATOR" WAS SELECTED, QUESTION STEM DISPLAYED AS "DO YOU HAVE ANY PORTABLE GENERATORS...."; IF ONLY "INVERTER GENERATOR" WAS SELECTED, QUESTION STEM DISPLAYED AS "DO YOU HAVE ANY INVERTER GENERATORS ..."; AND IF BOTH WERE SELECTED, QUESTION STEM DISPLAYED AS SHOWN. GRID ITEMS SHOWED IN RANDOM ORDER.]

Do you have any portable or inverter generators for your home with each of the following features?		
	August 2026 AES	March 2021 AES
	Total	Total
NET: Have either feature	32	25
Automatic CO shutoff (has a built-in sensor that turns off the generator if it detects too much carbon monoxide buildup)		
	%	%
Yes	28	18
No	35	44
Unsure	37	38
Base: Respondents who have portable and/or inverter generators	561	373
Low-CO engine (designed to emit less carbon monoxide than conventional generators)		
	%	%
Yes	24	18
No	35	40
Unsure	41	42
Base: Respondents who have portable and/or inverter generators	558	373

EXTENDED AUTO WARRANTY

AW1. [RESPONDENTS WERE PROMPTED TWICE TO RESPOND IF THEY DID NOT DO SO INITIALLY.]

Do you currently <u>own</u> a personal vehicle, such as a car, truck, or SUV?	
<i>"Personal vehicle" means your own vehicle, not one owned by your workplace.</i>	
	Total
	%
Yes	86
No	14
Base: All respondents	2,579

AW2. [RESPONDENTS WERE PROMPTED TWICE TO RESPOND IF THEY DID NOT DO SO INITIALLY. "NO, I'VE NEVER HAD ONE" AND "UNSURE" WERE EXCLUSIVE.]

Have you <u>ever</u> had an <u>extended warranty</u> on a personal vehicle you owned?	
<i>This is optional coverage that goes beyond the manufacturer's standard warranty. It may also be called a vehicle service contract, mechanical breakdown insurance, or vehicle protection plan.</i>	
<i>Select <u>all</u> that apply.</i>	
	Total
	%
Yes, I currently have at least one	19
Yes, I used to	24
No, I've never had one	51
Unsure	7
Base: All respondents	2,580

[EXIT SECTION IF NEITHER KIND OF "YES" IS SELECTED IN AW2.]

AWINFO.

The next few questions will be about your extended warranty. If you have ever had extended warranties on more than one vehicle, please answer for the warranty you bought most recently.

AW3.

Where did you get this extended warranty?	
	Total
	%
The vehicle manufacturer, such as Ford, Kia, or Toyota	60
The insurance company I have my regular auto insurance with, such as State Farm, GEICO, or Progressive	9
A separate, third-party company (not the manufacturer or my other auto insurance company)	25
Unsure	6
Base: Respondents who have ever had an extended warranty on a personal vehicle	1,102
<i>[Rebased to exclude those who said "Unsure"]</i>	
	Total
	%
The vehicle manufacturer, such as Ford, Kia, or Toyota	64
The insurance company I have my regular auto insurance with, such as State Farm, GEICO, or Progressive	9
A separate, third-party company (not the manufacturer or my other auto insurance company)	27
Base: Respondents who have ever had an extended warranty on a personal vehicle and know where they got it	1,036

AW4.

When did you get this warranty?	
	Total
	%
When I bought the vehicle	84
When the initial warranty on the vehicle expired	12
Another time, please specify	1
Unsure	3
Base: Respondents who have ever had an extended warranty on a personal vehicle	1,103
<i>[Rebased to exclude those who said "Unsure"]</i>	
	Total
	%
When I bought the vehicle	86
When the initial warranty on the vehicle expired	12
Another time, please specify	2
Base: Respondents who have ever had an extended warranty on a personal vehicle and know when they got it	1,069

AW5.

Have you ever used this extended warranty to cover a repair?	
	Total
	%
Yes, it was accepted and covered the <u>full</u> repair cost	31
Yes, it was accepted and covered <u>part</u> of the repair cost	17
No, I tried but it was not accepted	7
No, I never needed to use it	42
Unsure	3
Base: Respondents who have ever had an extended warranty on a personal vehicle	1,094
[Rebased to exclude those who said "Unsure"]	
	Total
	%
Yes, it was accepted and covered the <u>full</u> repair cost	32
Yes, it was accepted and covered <u>part</u> of the repair cost	17
No, I tried but it was not accepted	7
No, I never needed to use it	43
Base: Respondents who have ever had an extended warranty on a personal vehicle and know what happened if they tried to use it to cover a repair	1,060

AW6.

Based on your experience, would you buy an extended warranty on your next vehicle?	
	Total
	%
Yes	55
No	39
Not applicable; I will not get another vehicle	5
Base: Respondents who have ever had an extended warranty on a personal vehicle	1,092
[Rebased to exclude those who said "Not applicable"]	
	Total
	%
Yes	58
No	42
Base: Respondents who have ever had an extended warranty on a personal vehicle and will get another vehicle someday	1,032

SOUNDBARS

SOUND1. [RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DID NOT DO SO INITIALLY.]

When you watch TV shows or movies at home, have you ever had trouble understanding or hearing the dialogue?	
	Total
	%
Yes, sometimes	50
Yes, regularly	13
No	37
Not applicable; I do not have a TV	1
Base: All respondents	2,579

[IF SOUND1 = "NOT APPLICABLE; I DO NOT HAVE A TV," EXIT SECTION.]

SOUND2. [SHOW IF "YES, SOMETIMES" OR "YES, REGULARLY" SELECTED IN SOUND1. RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DID NOT DO SO INITIALLY. RANDOMIZE RESPONSE OPTIONS, HOLDING "TURNING UP THE VOLUME ON THE TV ITSELF" AT BEGINNING, KEEPING "A SOUNDBAR" AND "EXTERNAL SPEAKERS (NOT A SOUNDBAR)" TOGETHER IN THAT ORDER, KEEPING "HEARING AIDS CONNECTED TO THE TV THROUGH BLUETOOTH" AND "OTHER HEARING AIDS" TOGETHER IN THAT ORDER, AND HOLDING "OTHER, PLEASE SPECIFY" AND "I HAVE NOT DONE ANYTHING" AT END IN THAT ORDER. "I HAVE NOT DONE ANYTHING" WAS EXCLUSIVE.]

You said you have had trouble understanding dialogue when you watch TV at least sometimes. Which, if any, of the following have you used to help with that issue?	
Select <u>all</u> that apply.	
	Total
	%
Turning up the volume on the TV itself, not using external speakers or a soundbar	64
Closed captions	63
A soundbar	23
TV or sound system settings that make speech easier to hear, such as Voice Clarity, Speech Boost, or Dialogue Enhancement	12
Headphones	9
External speakers (not a soundbar)	8
Other hearing aids	5
A device that sends the TV's sound directly to wireless headphones made for TV listening, like TV Ears or Sennheiser TV headphones	4
Hearing aids connected to the TV through Bluetooth	3
Other, please specify	2
I have not done anything	3
Base: Respondents who have trouble understanding or hearing dialogue on TV at least sometimes	1,582

SOUND3. [SHOW IF ANY RESPONSE SELECTED IN SOUND2 EXCEPT "I HAVE NOT DONE ANYTHING". SHOW ONLY RESPONSES SELECTED IN SOUND2 IN THE SAME ORDER AS SOUND2. IF "OTHER" WAS SELECTED IN SOUND2, RESPONDENTS SAW THE TEXT THEY HAD ENTERED THERE FOR THIS QUESTION. "NOTHING HAS BEEN HELPFUL" WAS EXCLUSIVE AND HELD AT END.]

Which, if any, of those things you tried have been helpful in making dialogue easier to understand?

Select all that apply.

	Total
	%
Closed captions	61
Turning up the volume on the TV itself	50
A soundbar	16
TV or sound system settings that make speech easier to hear, such as Voice Clarity, Speech Boost, or Dialogue Enhancement	7
Headphones	6
External speakers (not a soundbar)	5
Other hearing aids	3
A device that sends the TV's sound directly to wireless headphones made for TV listening, like TV Ears or Sennheiser TV headphones	3
Hearing aids connected to the TV through Bluetooth	2
["Other" response from previous question, if anything written]	2
Nothing has been helpful	2
Base: Respondents who have trouble understanding or hearing dialogue on TV at least sometimes and have tried anything to help with that issue	1,547

SOUND3. [OUT OF THOSE WHO TRIED EACH OPTION.]

Which, if any, of those things you tried have been helpful in making dialogue easier to understand?

Select all that apply.

[Rebased out of only those who tried each option]	Total
	%
Turning up the volume on the TV itself	76
Base: Respondents who have tried this	1,025
Closed captions	94
Base: Respondents who have tried this	1,003
A soundbar	67
Base: Respondents who have tried this	381
TV or sound system settings that make speech easier to hear, such as Voice Clarity, Speech Boost, or Dialogue Enhancement	56
Base: Respondents who have tried this	190
Headphones	65
Base: Respondents who have tried this	158
External speakers (not a soundbar)	59
Base: Respondents who have tried this	134
Other hearing aids	Too few tried these methods to report results.
Base: Respondents who have tried this	
A device that sends the TV's sound directly to wireless headphones made for TV listening, like TV Ears or Sennheiser TV headphones	
Base: Respondents who have tried this	
Hearing aids connected to the TV through Bluetooth	
Base: Respondents who have tried this	
["Other" response from previous question, if anything written]	
Base: Respondents who have tried this	
Nothing has been helpful	2
Base: Respondents who have tried anything	1,547

SOUND4. [RESPONDENTS WERE PROMPTED TWICE TO RESPOND IF THEY DID NOT DO SO INITIALLY.]

Do you <u>currently</u> use a soundbar <u>with a TV</u> in your home?	
	Total
	%
Yes	35
No	61
Unsure	4
Base: Respondents who have a TV	2,554
[Rebased to exclude those who said "Unsure"]	
	Total
	%
Yes	37
No	63
Base: Respondents who have a TV and know whether or not they use a soundbar with it	2,482

SOUND5. [SHOW IF "YES" SELECTED IN SOUND4. RANDOMIZE RESPONSE OPTIONS, KEEPING "WANTED BETTER OVERALL SOUND QUALITY" AND "WANTED CLEARER DIALOGUE SOUND QUALITY" TOGETHER AND HOLDING "OTHER" AT END.]

What is the <u>main</u> reason you got this soundbar for your TV?	
If you have more than one soundbar used with a TV in your home, please think of the one you use <u>most often</u> .	
	Total
	%
Wanted better <u>overall</u> sound quality than the TV's built-in speakers provided	47
Wanted a theater-like experience while watching TV and movies	33
Wanted clearer <u>dialogue</u> sound quality than the TV's built-in speakers provided	10
Wanted a better experience listening to music	7
Other, please specify	2
Base: Respondents who have a soundbar used with a TV	918

HAIR CONDITIONER

CON1. [RESPONDENTS WERE PROMPTED ONCE TO RESPOND IF THEY DID NOT DO SO INITIALLY.]

How often do you use hair conditioner?

For this question, we mean a separate conditioner that you rinse out in the shower. Do not include shampoo-and-conditioner combination products or leave-in conditioners.

	Total
	%
Every day	15
Two to six times a week	33
About once a week	19
Less than once a week, but sometimes	13
Never	21
Base: All respondents	2,580

CON2. [SHOW IF "EVERY DAY", "TWO TO SIX TIMES A WEEK", OR "ABOUT ONCE A WEEK" SELECTED IN CON1. RESPONDENTS COULD SELECT UP TO THREE RESPONSES. RANDOMIZE RESPONSE OPTIONS, HOLDING "I KNOW IT WORKS WELL ON MY HAIR", "OTHER", AND "NOT APPLICABLE; SOMEONE ELSE IN MY HOUSEHOLD CHOOSES THE CONDITIONER" AT END IN THAT ORDER. "NOT APPLICABLE" WAS EXCLUSIVE.]

What factors are most important to you when choosing a hair conditioner for yourself?

Select up to three.

	Total
	%
Price	38
Moisturizing ability	35
Designed for my hair type or texture	27
Ability to repair damaged hair	24
I know it works well on my hair	21
Ingredients	21
Frizz control	20
Fragrance	16
Safe for color-treated hair	13
Not tested on animals or cruelty free	13
Detangling ability	12
Brand	12
Other, please specify	3
Not applicable; someone else in my household chooses the conditioner	2
Base: Respondents who condition their hair at least once a week	1,704

CON3. [SHOW IF "NOT APPLICABLE" WAS NOT SELECTED IN CON2.]

Following up on that, how much do you typically spend on a single bottle of hair conditioner for yourself?

If you're unsure, please make your best guess.

	Total
	%
Less than \$5	15
\$5 to less than \$15	58
\$15 to less than \$25	17
\$25 to less than \$40	7
\$40 to less than \$60	2
\$60 or more	1
Base: Respondents who condition their hair at least once a week and choose their conditioner	1,668

CON4. [SHOW IF "NOT APPLICABLE" WAS NOT SELECTED IN CON2. RESPONDENTS COULD SELECT UP TO TWO RESPONSES. RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER" AT END.]

Where do you usually buy hair conditioner?

Select up to two.

	Total
	%
Big-box store like Target, Walmart, or Costco	56
Grocery store	24
Online-only retailer, such as Amazon or Temu	21
Beauty supply store like Sephora or Ulta	14
Drug store	12
Salon	6
Directly from the manufacturer	5
Other, please specify	3
Base: Respondents who condition their hair at least once a week and choose their conditioner	1,679

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