



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos What the Future: Love Survey

Topline Findings

New York, February 8, 2023 — *These are the findings of an Ipsos poll conducted between January 9–10, 2022, for the [What the Future: Love issue](#). For this survey, a sample of 1,120 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 3.6 percentage points for all respondents.*

For full results, please refer to the following annotated questionnaire:

360 Park Avenue South, 17th Floor
New York, NY 10010
+1 212-265-3200

Contact: **Matt Carmichael**
Editor, What the Future and Head of the Ipsos Trends &
Foresight Lab, Ipsos North America
Email: matt.carmichael@ipsos.com
Tel: +1 312 218 7922

GAME CHANGERS





PUBLIC POLL FINDINGS AND METHODOLOGY

Full Annotated Questionnaire

1. Are you currently in a relationship?

Base: Single, Widowed, or Divorced/Separated

	Total (N=550)
Yes	25%
No	75%

2. Do you and your partner live together?

Base: Selected "Yes" in Q1

	Total (N=135)
Yes	36%
No	64%

3. How long have you and your partner/spouse been together?

Base: Selected "Yes" in Q1 or currently married or living with partner

	Total (N=705)
Less than six months	3%
6 months – under a year	2%
1 year – under 3 years	9%
3 years – under 5 years	9%
5 years – under 10 years	13%
10 years – under 20 years	20%
20+ years	41%
Prefer not to say	2%

4. You mentioned you have been widowed, divorced, or separated from your previous marriage. Would you ever want to marry again?

Base: Widowed or Divorced/Separated

	Total (N=193)
Yes	42%
No	58%





PUBLIC POLL FINDINGS AND METHODOLOGY

5. Which of the following best describes you and your partner/spouse's relationship?

Base: Selected "Yes" in Q1 or currently married or living with partner

	Total (N=705)
Monogamous	80%
Non-monogamous	5%
Open only under certain circumstances	5%
Polyamorous	3%
Prefer not to say	8%

6. How did you meet your current partner/spouse?

Base: Selected "Yes" in Q1 or currently married or living with partner

	Total (N=705)
Set up by friend/family	18%
Work	17%
Bars or other social setting	14%
High school	13%
Dating app	11%
College or grad school	10%
Church or social group	7%
Professional dating service/matchmaker	1%
Other	8%





PUBLIC POLL FINDINGS AND METHODOLOGY

7. In the next 10 years, how likely, if at all, do you believe it is that the following technology will be used for dating and relationships?

Total Likely Summary

	Total
Augmented reality (AR) / Virtual reality (VR) platforms used to date virtually (i.e., virtual spaces that allow users to meet from remote locations)	67%
Gaming platforms used to date virtually	61%
Metaverse love/romance	61%
AI Chatbots (i.e. a software application used to conduct online conversation instead of direct contact with a human)	60%
Companion robots (i.e., a robot created for the purpose of companionship with human beings)	46%

- a. Companion robots (i.e., a robot created for the purpose of companionship with human beings)

	Total
Very likely	14%
Somewhat likely	32%
Not very likely	33%
Not at all likely	21%
<i>Likely (Net)</i>	<i>46%</i>
<i>Not Likely (Net)</i>	<i>54%</i>

- b. AI Chatbots (i.e. a software application used to conduct online conversation instead of direct contact with a human)

	Total
Very likely	19%
Somewhat likely	41%
Not very likely	23%
Not at all likely	18%
<i>Likely (Net)</i>	<i>60%</i>
<i>Not Likely (Net)</i>	<i>40%</i>



PUBLIC POLL FINDINGS AND METHODOLOGY

7. In the next 10 years, how likely, if at all, do you believe it is that the following technology will be used for dating and relationships? *(Continued)*

c. Augmented reality (AR) / Virtual reality (VR) platforms used to date virtually (i.e., virtual spaces that allow users to meet from remote locations)

	Total
Very likely	25%
Somewhat likely	42%
Not very likely	19%
Not at all likely	14%
<i>Likely (Net)</i>	<i>67%</i>
<i>Not Likely (Net)</i>	<i>33%</i>

d. Gaming platforms used to date virtually

	Total
Very likely	22%
Somewhat likely	39%
Not very likely	23%
Not at all likely	16%
<i>Likely (Net)</i>	<i>61%</i>
<i>Not Likely (Net)</i>	<i>39%</i>

e. Metaverse love/romance

	Total
Very likely	21%
Somewhat likely	39%
Not very likely	24%
Not at all likely	15%
<i>Likely (Net)</i>	<i>61%</i>
<i>Not Likely (Net)</i>	<i>39%</i>



PUBLIC POLL FINDINGS AND METHODOLOGY

8. To what extent do you agree or disagree with the following statements?

Total Agree Summary

	Total
Cheating on your spouse is never acceptable	87%
People should marry for love, not for financial security or other reasons	81%
In the future it will be more common for people in relationships or with partners to remain unmarried	76%
In the next ten years, more people will meet their partners/spouses virtually (dating apps, AR/VR platforms, gaming, etc.)	70%
I expect to have one spouse/partner during my lifetime	64%
Women tolerate less bad behavior in relationships than they did 10 years ago	61%
People should be married before they have children	59%
Increasing discussions on sexual harassment and assault in recent years has made dating harder for men	52%
It is possible to have a romantic relationship with someone without meeting in person	45%
The man should make the first move in asking out a woman	43%
People should be married before they live together	35%
A relationship/partnership can be between more than two people	33%
I feel pressure from friends and family to be in a relationship rather than stay single	28%

a. People should marry for love, not for financial security or other reasons

	Total
Strongly agree	52%
Somewhat agree	29%
Somewhat disagree	10%
Strongly disagree	2%
Don't know	6%
<i>Agree (Net)</i>	<i>81%</i>
<i>Disagree (Net)</i>	<i>12%</i>





PUBLIC POLL FINDINGS AND METHODOLOGY

8. To what extent do you agree or disagree with the following statements? (Continued)

b. It is possible to have a romantic relationship with someone without meeting in person

	Total
Strongly agree	12%
Somewhat agree	33%
Somewhat disagree	26%
Strongly disagree	21%
Don't know	9%
<i>Agree (Net)</i>	<i>45%</i>
<i>Disagree (Net)</i>	<i>46%</i>

c. The man should make the first move in asking out a woman

	Total
Strongly agree	13%
Somewhat agree	29%
Somewhat disagree	32%
Strongly disagree	17%
Don't know	8%
<i>Agree (Net)</i>	<i>43%</i>
<i>Disagree (Net)</i>	<i>49%</i>

d. I expect to have one spouse/partner during my lifetime

	Total
Strongly agree	42%
Somewhat agree	22%
Somewhat disagree	13%
Strongly disagree	12%
Don't know	11%
<i>Agree (Net)</i>	<i>64%</i>
<i>Disagree (Net)</i>	<i>25%</i>

e. People should be married before they live together

	Total
Strongly agree	17%
Somewhat agree	18%
Somewhat disagree	30%
Strongly disagree	29%
Don't know	6%
<i>Agree (Net)</i>	<i>35%</i>
<i>Disagree (Net)</i>	<i>59%</i>



PUBLIC POLL FINDINGS AND METHODOLOGY

8. To what extent do you agree or disagree with the following statements? *(Continued)*

f. People should be married before they have children

	Total
Strongly agree	32%
Somewhat agree	26%
Somewhat disagree	21%
Strongly disagree	12%
Don't know	8%
<i>Agree (Net)</i>	<i>59%</i>
<i>Disagree (Net)</i>	<i>33%</i>

g. Cheating on your spouse is never acceptable

	Total
Strongly agree	71%
Somewhat agree	16%
Somewhat disagree	6%
Strongly disagree	3%
Don't know	4%
<i>Agree (Net)</i>	<i>87%</i>
<i>Disagree (Net)</i>	<i>9%</i>

h. A relationship/partnership can be between more than two people

	Total
Strongly agree	8%
Somewhat agree	24%
Somewhat disagree	20%
Strongly disagree	39%
Don't know	9%
<i>Agree (Net)</i>	<i>33%</i>
<i>Disagree (Net)</i>	<i>58%</i>

i. In the next ten years, more people will meet their partners/spouses virtually (dating apps, AR/VR platforms, gaming, etc.)

	Total
Strongly agree	23%
Somewhat agree	47%
Somewhat disagree	13%
Strongly disagree	5%
Don't know	12%
<i>Agree (Net)</i>	<i>70%</i>
<i>Disagree (Net)</i>	<i>18%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

8. To what extent do you agree or disagree with the following statements? *(Continued)*

- j. In the future it will be more common for people in relationships or with partners to remain unmarried

	Total
Strongly agree	29%
Somewhat agree	47%
Somewhat disagree	9%
Strongly disagree	4%
Don't know	11%
<i>Agree (Net)</i>	<i>76%</i>
<i>Disagree (Net)</i>	<i>13%</i>

- k. Increasing discussions on sexual harassment and assault in recent years has made dating harder for men

	Total
Strongly agree	17%
Somewhat agree	35%
Somewhat disagree	20%
Strongly disagree	14%
Don't know	14%
<i>Agree (Net)</i>	<i>52%</i>
<i>Disagree (Net)</i>	<i>34%</i>

- l. Women tolerate less bad behavior in relationships than they did 10 years ago

	Total
Strongly agree	26%
Somewhat agree	34%
Somewhat disagree	16%
Strongly disagree	10%
Don't know	14%
<i>Agree (Net)</i>	<i>61%</i>
<i>Disagree (Net)</i>	<i>26%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

8. To what extent do you agree or disagree with the following statements? *(Continued)*

m. I feel pressure from friends and family to be in a relationship rather than stay single

	Total
Strongly agree	8%
Somewhat agree	19%
Somewhat disagree	23%
Strongly disagree	41%
Don't know	7%
<i>Agree (Net)</i>	<i>28%</i>
<i>Disagree (Net)</i>	<i>65%</i>

9. Whether you are currently in a relationship or not, which of the following are examples of how you express your love to a romantic partner? Please select all that apply.

	Total
Words of affirmation or verbally expressing your feelings	74%
Planning dates / time together	74%
Sex/physical intimacy	70%
Cooking for them	65%
Traveling together	62%
Gifts	59%
Romantic text messages	51%
Romantic notes or letters	45%
Ring or other jewelry	37%
Sharing your live location with your partner	31%
Public posts/messages on social media	20%
Tattoos	8%
Other	1%
None of these	4%

10. For each of the following, do you have a joint account or item with your spouse/partner, a separate account or item, or both?

a. Checking or savings accounts

	Total
Joint	41%
Separate	32%
Both	21%
None of these/Not applicable	7%

PUBLIC POLL FINDINGS AND METHODOLOGY

10. For each of the following, do you have a joint account or item with your spouse/partner, a separate account or item, or both? *(Continued)*

b. Credit cards

	Total
Joint	31%
Separate	38%
Both	20%
None of these/Not applicable	11%

c. Email address

	Total
Joint	9%
Separate	74%
Both	10%
None of these/Not applicable	7%

d. Insurance policy

	Total
Joint	44%
Separate	28%
Both	16%
None of these/Not applicable	12%

e. Debt (Mortgage, loan, etc.)

	Total
Joint	38%
Separate	27%
Both	10%
None of these/Not applicable	25%

11. Do you and your partner/spouse have any of the following? Please select all that apply.

Base: Selected "Yes" in Q1 or currently married or living with partner

	Total
A will	40%
A medical directive/power of attorney	31%
A trust instrument	14%
A prenuptial agreement	5%
None of the above	49%



PUBLIC POLL FINDINGS AND METHODOLOGY

12. Whether you are currently in a relationship or not, how likely or unlikely would you be to consider a divorce or breakup under the following circumstances?

Total Likely Summary

	Total
If my spouse/partner was unfaithful or abusive	81%
If my spouse/partner's gender or sexual identity changed	70%
If I didn't love my spouse/partner anymore	62%
If my spouse/partner was convicted of a crime	44%
If my spouse/partner was charged with a crime	38%
If my spouse/partner's work was affecting their time for me	20%
If my spouse/partner had a political stance I didn't agree with	17%
If my spouse/partner lost their job or put our relationship in difficult financial circumstances	15%
If my children were grown	13%
If my spouse/partner changed their diet (e.g., became vegan or started eating meat)	8%

a. If my spouse/partner was unfaithful or abusive

	Total
Very likely	61%
Somewhat likely	20%
Somewhat unlikely	5%
Very unlikely	5%
Already have	4%
Don't know	5%
<i>Likely (Net)</i>	<i>81%</i>
<i>Not Likely (Net)</i>	<i>9%</i>



PUBLIC POLL FINDINGS AND METHODOLOGY

12. Whether you are currently in a relationship or not, how likely or unlikely would you be to consider a divorce or breakup under the following circumstances? *(Continued)*

b. If my spouse/partner lost their job or put our relationship in difficult financial circumstances

	Total
Very likely	5%
Somewhat likely	10%
Somewhat unlikely	26%
Very unlikely	49%
Already have	1%
Don't know	8%
<i>Likely (Net)</i>	<i>15%</i>
<i>Not Likely (Net)</i>	<i>75%</i>

c. If my spouse/partner was charged with a crime

	Total
Very likely	15%
Somewhat likely	23%
Somewhat unlikely	23%
Very unlikely	19%
Already have	1%
Don't know	19%
<i>Likely (Net)</i>	<i>38%</i>
<i>Not Likely (Net)</i>	<i>42%</i>

d. If my spouse/partner was convicted of a crime

	Total
Very likely	19%
Somewhat likely	26%
Somewhat unlikely	21%
Very unlikely	16%
Already have	1%
Don't know	17%
<i>Likely (Net)</i>	<i>44%</i>
<i>Not Likely (Net)</i>	<i>37%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

12. Whether you are currently in a relationship or not, how likely or unlikely would you be to consider a divorce or breakup under the following circumstances? *(Continued)*

e. If my children were grown

	Total
Very likely	5%
Somewhat likely	8%
Somewhat unlikely	16%
Very unlikely	51%
Already have	3%
Don't know	16%
<i>Likely (Net)</i>	<i>13%</i>
<i>Not Likely (Net)</i>	<i>67%</i>

f. If I didn't love my spouse/partner anymore

	Total
Very likely	33%
Somewhat likely	29%
Somewhat unlikely	15%
Very unlikely	9%
Already have	3%
Don't know	11%
<i>Likely (Net)</i>	<i>62%</i>
<i>Not Likely (Net)</i>	<i>24%</i>

g. If my spouse/partner's gender or sexual identity changed

	Total
Very likely	52%
Somewhat likely	17%
Somewhat unlikely	8%
Very unlikely	9%
Already have	2%
Don't know	11%
<i>Likely (Net)</i>	<i>70%</i>
<i>Not Likely (Net)</i>	<i>18%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

12. Whether you are currently in a relationship or not, how likely or unlikely would you be to consider a divorce or breakup under the following circumstances? *(Continued)*

h. If my spouse/partner changed their diet (e.g., became vegan or started eating meat)

	Total
Very likely	3%
Somewhat likely	5%
Somewhat unlikely	18%
Very unlikely	67%
Already have	2%
Don't know	5%
<i>Likely (Net)</i>	<i>8%</i>
<i>Not Likely (Net)</i>	<i>85%</i>

i. If my spouse/partner had a political stance I didn't agree with

	Total
Very likely	5%
Somewhat likely	12%
Somewhat unlikely	26%
Very unlikely	46%
Already have	1%
Don't know	9%
<i>Likely (Net)</i>	<i>17%</i>
<i>Not Likely (Net)</i>	<i>72%</i>

j. If my spouse/partner's work was affecting their time for me

	Total
Very likely	5%
Somewhat likely	15%
Somewhat unlikely	35%
Very unlikely	34%
Already have	2%
Don't know	9%
<i>Likely (Net)</i>	<i>20%</i>
<i>Not Likely (Net)</i>	<i>69%</i>



PUBLIC POLL FINDINGS AND METHODOLOGY

13. Below are some reasons why people may choose to stay in an unhappy relationship. Regardless of your current relationship status, how likely or unlikely would you be to stay in a relationship for the following reasons?

Total Likely Summary

	Total
Love for the other person/A belief they will change	57%
For the benefit of children	56%
Financial stability	49%
The difficult legal and financial issues tied to breaking up	38%
Fear of being alone	36%
Fear of personal safety if you left	31%
Health insurance	30%
Citizenship	27%
Societal pressure/reputation	26%

- a. Fear of personal safety if you left

	Total
Very likely	11%
Somewhat likely	20%
Somewhat unlikely	23%
Very unlikely	37%
Don't know	9%
<i>Likely (Net)</i>	31%
<i>Unlikely (Net)</i>	60%

- b. Financial stability

	Total
Very likely	17%
Somewhat likely	32%
Somewhat unlikely	22%
Very unlikely	21%
Don't know	8%
<i>Likely (Net)</i>	49%
<i>Unlikely (Net)</i>	43%





PUBLIC POLL FINDINGS AND METHODOLOGY

13. Below are some reasons why people may choose to stay in an unhappy relationship. Regardless of your current relationship status, how likely or unlikely would you be to stay in a relationship for the following reasons? (Continued)

c. Societal pressure/reputation

	Total
Very likely	10%
Somewhat likely	15%
Somewhat unlikely	25%
Very unlikely	42%
Don't know	8%
<i>Likely (Net)</i>	<i>26%</i>
<i>Unlikely (Net)</i>	<i>66%</i>

d. For the benefit of children

	Total
Very likely	24%
Somewhat likely	31%
Somewhat unlikely	14%
Very unlikely	19%
Don't know	11%
<i>Likely (Net)</i>	<i>56%</i>
<i>Unlikely (Net)</i>	<i>34%</i>

e. Health insurance

	Total
Very likely	11%
Somewhat likely	19%
Somewhat unlikely	24%
Very unlikely	38%
Don't know	8%
<i>Likely (Net)</i>	<i>30%</i>
<i>Unlikely (Net)</i>	<i>61%</i>



PUBLIC POLL FINDINGS AND METHODOLOGY

13. Below are some reasons why people may choose to stay in an unhappy relationship. Regardless of your current relationship status, how likely or unlikely would you be to stay in a relationship for the following reasons? *(Continued)*

f. Citizenship

	Total
Very likely	10%
Somewhat likely	17%
Somewhat unlikely	15%
Very unlikely	46%
Don't know	13%
<i>Likely (Net)</i>	<i>27%</i>
<i>Unlikely (Net)</i>	<i>60%</i>

g. Love for the other person/A belief they will change

	Total
Very likely	23%
Somewhat likely	34%
Somewhat unlikely	17%
Very unlikely	16%
Don't know	10%
<i>Likely (Net)</i>	<i>57%</i>
<i>Unlikely (Net)</i>	<i>33%</i>

h. Fear of being alone

	Total
Very likely	14%
Somewhat likely	22%
Somewhat unlikely	23%
Very unlikely	35%
Don't know	7%
<i>Likely (Net)</i>	<i>36%</i>
<i>Unlikely (Net)</i>	<i>57%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

13. Below are some reasons why people may choose to stay in an unhappy relationship. Regardless of your current relationship status, how likely or unlikely would you be to stay in a relationship for the following reasons? *(Continued)*

i. The difficult legal and financial issues tied to breaking up

	Total
Very likely	12%
Somewhat likely	26%
Somewhat unlikely	27%
Very unlikely	24%
Don't know	10%
<i>Likely (Net)</i>	<i>38%</i>
<i>Unlikely (Net)</i>	<i>51%</i>

14. For each of the following pairs of statements, please select the one that comes closest to your view, even if neither statement is exactly right.

	Total
The purpose of dating is to find a spouse or life partner	61%
The purpose of dating is to have fun	39%

	Total
It's too easy to divorce	52%
It's too complicated to divorce	48%

	Total
Financial services like loans and taxes should be flexible in defining relationships	59%
Financial services like loans and taxes should consider only legal relationship status	41%

	Total
Marriage should be defined by the state/legal system	60%
Marriage should be defined by religious views	40%



PUBLIC POLL FINDINGS AND METHODOLOGY

14. For each of the following pairs of statements, please select the one that comes closest to your view, even if neither statement is exactly right. *(Continued)*

	Total
Dating apps are not a good tool for finding a lifelong partner	51%
Dating apps are a good tool for finding a lifelong partner	49%

	Total
Marriage should be a relationship between any two people	55%
Marriage should be a relationship between one man and one woman	45%

	Total
The definition of marriage should be fluid and up to an individual	51%
Marriage should be a relationship between one man and one woman	49%

	Total
People don't need to marry to start a family or live together as partners	53%
People should marry before starting a family or living together as partners	47%

	Total
Religion is important in how people decide to marry or partner legally	51%
Religion has no place in how people decide to marry or partner legally	49%

	Total
Actions and feelings are more important than gifts to show love	85%
Gifts like flowers and jewelry and grand gestures are an important way to show love	15%





PUBLIC POLL FINDINGS AND METHODOLOGY

15. For each of the following future scenarios, select the one that you MOST WANT to happen.
Please select the one that comes closest to your view, even if neither statement is exactly right.

	Total
A world where relationships are a legal status	57%
A world where relationships aren't a legal standing	43%

	Total
A world where technology makes it easier to find romantic partners	57%
A world where technology is not used to find romantic partners	43%

	Total
A world where divorce or splitting up is simple (legally and financially)	61%
A world where divorce or splitting up continues to be complicated (legally and financially)	39%

	Total
A world where people only need to marry for love	83%
A world where marriage continues to impact someone's financial or legal status	17%

	Total
A world where we partner with just one person	79%
A world where it is normalized to have more than one partner	21%

	Total
A world where we normalize life-long relationships	75%
A world where we normalize breaking up / divorcing when wanted	25%



PUBLIC POLL FINDINGS AND METHODOLOGY

16. For each of the following future scenarios, select the one that seems MOST LIKELY to happen. Please select the one that comes closest to your view, even if neither statement is exactly right.

	Total
A world where relationships are a legal status	63%
A world where relationships aren't a legal standing	37%

	Total
A world where technology makes it easier to find romantic partners	66%
A world where technology is not used to find romantic partners	34%

	Total
A world where divorce or splitting up is simple (legally and financially)	57%
A world where divorce or splitting up continues to be complicated (legally and financially)	43%

	Total
A world where people only need to marry for love	58%
A world where marriage continues to impact someone's financial or legal status	42%

	Total
A world where we partner with just one person	66%
A world where it is normalized to have more than one partner	34%

	Total
A world where we normalize life-long relationships	58%
A world where we normalize breaking up / divorcing when wanted	42%



PUBLIC POLL FINDINGS AND METHODOLOGY

About the Study

These are some of the findings of an Ipsos poll conducted between January 9 – 10, 2023. For this survey, a sample of 1,120 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

The sample was randomly drawn from [Ipsos' online panel](#), [partner online panel sources](#), and “river” [sampling](#) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2019 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.6 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,120, DEFF=1.5, adjusted Confidence Interval=+/- 5.1 percentage points).

For more information on this news release, please contact:

Matt Carmichael
Editor, What the Future and
Head of the Ipsos Trends & Foresight Lab
Ipsos North America
+1 312 218 7922
matt.carmichael@ipsos.com

Mallory Newall
Vice President, US
Public Affairs
+1 202 374-2613
mallory.newall@ipsos.com

Kate Silverstein
Media Relations Specialist, US
Public Affairs
+1 718 755-8829
kate.silverstein@ipsos.com

360 Park Avenue South, 17th Floor
New York, NY 10010
+1 212-265-3200

Contact: **Matt Carmichael**
Editor, What the Future and Head of the Ipsos Trends &
Foresight Lab, Ipsos North America
Email: matt.carmichael@ipsos.com
Tel: +1 312 218 7922

GAME CHANGERS





PUBLIC POLL FINDINGS AND METHODOLOGY

About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com

360 Park Avenue South, 17th Floor
New York, NY 10010
+1 212-265-3200

Contact: **Matt Carmichael**
Editor, What the Future and Head of the Ipsos Trends &
Foresight Lab, Ipsos North America
Email: matt.carmichael@ipsos.com
Tel: +1 312 218 7922

GAME CHANGERS

