PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos What the Future: Cities Survey

Topline Findings

New York, September 27, 2023 – *These are the findings of an Ipsos poll conducted between August 11 – 14, 2023, for the [What the Future: Cities issue](). For this survey, a sample of 1,111 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:

MetLife Bldg, 200 Park Ave., 11th Fl.
New York, NY 10166, USA
+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

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Full Annotated Questionnaire

1. Thinking about the city or town that you live in, how much do you agree or disagree that it has the following characteristics?

Total Agree Summary

	Total (N=1,111)
The ability to get around easily via car	86%
Access to outdoor spaces and recreation (e.g., parks)	82%
[ASKED IF EMPLOYED] Access to jobs in your field	65%
The ability to easily walk to places	56%
Low crime rate	54%
Access to public transit	53%
Access to affordable housing	40%

a. Access to affordable housing

	Total
Strongly agree	12%
Somewhat agree	28%
Neither agree nor disagree	25%
Somewhat disagree	24%
Strongly disagree	12%
Agree (Net)	*40%*
Disagree (Net)	*36%*

b. Low crime rate

	Total
Strongly agree	18%
Somewhat agree	36%
Neither agree nor disagree	20%
Somewhat disagree	17%
Strongly disagree	9%
Agree (Net)	*54%*
Disagree (Net)	*26%*

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1. Thinking about the city or town that you live in, how much do you agree or disagree that it has the following characteristics? *(Continued)*

   c. The ability to easily walk to places

	Total
Strongly agree	24%
Somewhat agree	32%
Neither agree nor disagree	15%
Somewhat disagree	19%
Strongly disagree	10%
Agree (Net)	*56%*
Disagree (Net)	*29%*

   d. The ability to get around easily via car

	Total
Strongly agree	51%
Somewhat agree	34%
Neither agree nor disagree	7%
Somewhat disagree	5%
Strongly disagree	2%
Agree (Net)	*86%*
Disagree (Net)	*7%*

   e. Access to public transit

	Total
Strongly agree	23%
Somewhat agree	31%
Neither agree nor disagree	15%
Somewhat disagree	18%
Strongly disagree	13%
Agree (Net)	*53%*
Disagree (Net)	*32%*

   f. Access to outdoor spaces and recreation (e.g., parks)

	Total
Strongly agree	44%
Somewhat agree	38%
Neither agree nor disagree	10%
Somewhat disagree	5%
Strongly disagree	3%
Agree (Net)	*82%*
Disagree (Net)	*8%*

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1. Thinking about the city or town that you live in, how much do you agree or disagree that it has the following characteristics? *(Continued)*

    g. **[ASKED IF EMPLOYED]** Access to jobs in your field

	Total (N=579)
Strongly agree	24%
Somewhat agree	41%
Neither agree nor disagree	20%
Somewhat disagree	9%
Strongly disagree	6%
Agree (Net)	*65%*
Disagree (Net)	*15%*

Metaverses are 3D digital worlds you would enter as an avatar (a digital character of yourself that you create) using devices that enable you to move and interact with people and objects. In a metaverse, you can play games, attend concerts, participate in classes such as fitness, art or languages, tour cities and monuments, meet with friends, and do day-to-day activities such as shopping for items such as clothing, home goods or cars. You could use, buy and sell currency in a metaverse.

2. If you could do each of the following, how interested, if at all, would you be in doing this in a virtual immersive experience or metaverse?

    Total Interested Summary

	Total
Watch a concert, show or movie	63%
Spend time with friends	58%
Purchase real items such as clothing or shoes	55%
Participate in fitness	52%
Watch a sporting event	49%
Collaborate with coworkers	46%
Attend a work or professional meeting	45%
Attend a public meeting	44%
Attend school full-time	33%

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2. If you could do each of the following, how interested, if at all, would you be in doing this in a virtual immersive experience or metaverse? *(Continued)*

a. Purchase real items such as clothing or shoes

	Total
Very interested	21%
Interested	33%
Not very interested	20%
Not interested at all	22%
Don't know	3%
Interested (Net)	*55%*
Not Interested (Net)	*43%*

b. Watch a concert, show or movie

	Total
Very interested	26%
Interested	37%
Not very interested	15%
Not interested at all	19%
Don't know	3%
Interested (Net)	*63%*
Not Interested (Net)	*34%*

c. Watch a sporting event

	Total
Very interested	19%
Interested	30%
Not very interested	20%
Not interested at all	29%
Don't know	2%
Interested (Net)	*49%*
Not Interested (Net)	*49%*

d. Attend a public meeting

	Total
Very interested	12%
Interested	32%
Not very interested	28%
Not interested at all	25%
Don't know	3%
Interested (Net)	*44%*
Not Interested (Net)	*53%*

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2. If you could do each of the following, how interested, if at all, would you be in doing this in a virtual immersive experience or metaverse? *(Continued)*

e. Participate in fitness

	Total
Very interested	17%
Interested	35%
Not very interested	20%
Not interested at all	25%
Don't know	2%
Interested (Net)	*52%*
Not Interested (Net)	*46%*

f. Spend time with friends

	Total
Very interested	26%
Interested	32%
Not very interested	19%
Not interested at all	21%
Don't know	3%
Interested (Net)	*58%*
Not Interested (Net)	*40%*

g. Attend a work or professional meeting

	Total
Very interested	14%
Interested	31%
Not very interested	22%
Not interested at all	29%
Don't know	3%
Interested (Net)	*45%*
Not Interested (Net)	*52%*

h. Collaborate with coworkers

	Total
Very interested	13%
Interested	33%
Not very interested	22%
Not interested at all	27%
Don't know	5%
Interested (Net)	*46%*
Not Interested (Net)	*49%*

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2. If you could do each of the following, how interested, if at all, would you be in doing this in a virtual immersive experience or metaverse? *(Continued)*

    i.   Attend school full-time

	Total
Very interested	10%
Interested	23%
Not very interested	27%
Not interested at all	37%
Don't know	3%
Interested (Net)	*33%*
Not Interested (Net)	*64%*

3. If finances and circumstances allowed, how interested, if at all, would you be in living in the following places?

Total Interested Summary

	Total
Suburban areas	79%
Rural areas	66%
Urban areas	57%
Exurban areas	46%

    a.   Urban areas

	Total
Very interested	20%
Somewhat interested	37%
Not very interested	28%
Not at all interested	15%
Interested (Net)	*57%*
Not Interested (Net)	*43%*

    b.   Rural areas

	Total
Very interested	27%
Somewhat interested	40%
Not very interested	22%
Not at all interested	12%
Interested (Net)	*66%*
Not Interested (Net)	*34%*

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3.   If finances and circumstances allowed, how interested, if at all, would you be in living in the following places? *(Continued)*

   c.   Suburban areas

	Total
Very interested	32%
Somewhat interested	47%
Not very interested	14%
Not at all interested	6%
Interested (Net)	*79%*
Not Interested (Net)	*21%*

   d.   Exurban areas

	Total
Very interested	9%
Somewhat interested	36%
Not very interested	39%
Not at all interested	15%
Interested (Net)	*46%*
Not Interested (Net)	*54%*

4.   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.

[ASKED IF EMPLOYED]	Total (N=579)
I want to work from home	64%
I want to work in an office setting	36%

	Total
I would be happier living outside of a big city	74%
I would be happier living in a big city	26%

[ASKED IF EMPLOYED]	Total (N=579)
I would accept a longer commute if it meant being able to afford a better place to live	64%
I will generally prioritize living somewhere with a shorter commute, regardless of housing prices	36%

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4. 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
It's easy for me to live where I live	82%
It's hard for me to live where I live	18%

	Total
I expect the climate to stay similar to how it is now in my lifetime	53%
I expect the climate where I live to change significantly in my lifetime	47%

	Total
I prioritize living in an area I love, regardless of political beliefs	76%
I prioritize living near people with the same political views as me	24%

	Total
I do not want to spend more time in 3D virtual spaces like the metaverse	72%
I want to spend more time in 3D virtual spaces like the metaverse	28%

5. 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 urban housing is affordable	91%
A world where urban housing is too expensive for many people	9%

	Total
A world where cities are safe	95%
A world where cities are not safe	5%

	Total
A world where most people work from home	54%
A world where most people work at a worksite or office	46%

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5. 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. *(Continued)*

	Total
A world where cities are built for public transit as the primary transportation mode	53%
A world where cities are built for cars as the primary transportation mode	47%

	Total
A world where climate change won't force me to move	92%
A world where climate change will force me to move	8%

	Total
A world where people shape their community to their values	79%
A world where people have to move to find a place that matches their values	21%

	Total
A world where local politics are united	84%
A world where local politics are divisive	16%

	Total
A world where people will not spend more time in 3D virtual spaces like the metaverse	76%
A world where people will spend more time in 3D virtual spaces like the metaverse	24%

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6. 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 urban housing is too expensive for many people	52%
A world where urban housing is affordable	48%

	Total
A world where cities are safe	58%
A world where cities are not safe	42%

	Total
A world where most people work at a worksite or office	51%
A world where most people work from home	49%

	Total
A world where cities are built for cars as the primary transportation mode	53%
A world where cities built for public transit as the primary transportation mode	47%

	Total
A world where climate change won't force me to move	63%
A world where climate change will force me to move	37%

	Total
A world where people shape their community to their values	50%
A world where people have to move to find a place that matches their values	50%

	Total
A world where local politics are divisive	57%
A world where local politics are united	43%

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6. 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 people will spend more time in 3D virtual spaces like the metaverse	51%
A world where people will not spend more time in 3D virtual spaces like the metaverse	49%

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About the Study

These are some of the findings of an Ipsos poll conducted between August 11 – 14, 2023. For this survey, a sample of 1,111 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=1,111, 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

MetLife Bldg, 200 Park Ave., 11th Fl.
New York, NY 10166, USA
+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

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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).

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