



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos What the Future: Teen Survey

Topline Findings

New York, December 4, 2023 — *These are the findings of an Ipsos poll conducted between October 16 – 17, 2023, for the [What the Future: Teen issue](#). For this survey, a sample of 1,113 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:

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GAME CHANGERS





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Full Annotated Questionnaire

1. To what extent do you agree or disagree with the following statements:

Total Agree Summary

	Total (N=1,113)
I enjoy shopping in physical stores or malls	65%
Buying digital versions of physical goods (like clothing or cars) is ridiculous	59%
I think brands/companies should remain neutral on social issues	52%
Increased use of AI is going to further divide our society	52%
I tend to buy things from brands/companies that are committed to having a positive impact on society	48%
I like connecting with my friends online as much as in person	44%
The brands/companies I support are part of how I express my identity	37%
I get news and information mostly through social media	37%
I have bought things based on what social media influencers recommend	26%
AI will create enough new jobs and opportunities to make up for jobs that could be lost because of AI	26%
Children are safe from gun violence in school	16%

- a. I tend to buy things from brands/companies that are committed to having a positive impact on society

	Total
Strongly agree	13%
Somewhat agree	35%
Neither agree nor disagree	41%
Somewhat disagree	7%
Strongly disagree	4%
<i>Agree (Net)</i>	48%
<i>Disagree (Net)</i>	11%



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

b. I think brands/companies should remain neutral on social issues

	Total
Strongly agree	23%
Somewhat agree	29%
Neither agree nor disagree	30%
Somewhat disagree	12%
Strongly disagree	6%
<i>Agree (Net)</i>	<i>52%</i>
<i>Disagree (Net)</i>	<i>18%</i>

c. I have bought things based on what social media influencers recommend

	Total
Strongly agree	7%
Somewhat agree	18%
Neither agree nor disagree	18%
Somewhat disagree	21%
Strongly disagree	35%
<i>Agree (Net)</i>	<i>26%</i>
<i>Disagree (Net)</i>	<i>56%</i>

d. The brands/companies I support are part of how I express my identity

	Total
Strongly agree	10%
Somewhat agree	27%
Neither agree nor disagree	38%
Somewhat disagree	15%
Strongly disagree	10%
<i>Agree (Net)</i>	<i>37%</i>
<i>Disagree (Net)</i>	<i>25%</i>

e. Buying digital versions of physical goods (like clothing or cars) is ridiculous

	Total
Strongly agree	36%
Somewhat agree	23%
Neither agree nor disagree	27%
Somewhat disagree	8%
Strongly disagree	5%
<i>Agree (Net)</i>	<i>59%</i>
<i>Disagree (Net)</i>	<i>13%</i>

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

f. AI will create enough new jobs and opportunities to make up for jobs that could be lost because of AI

	Total
Strongly agree	9%
Somewhat agree	18%
Neither agree nor disagree	34%
Somewhat disagree	24%
Strongly disagree	16%
<i>Agree (Net)</i>	<i>26%</i>
<i>Disagree (Net)</i>	<i>40%</i>

g. Increased use of AI is going to further divide our society

	Total
Strongly agree	19%
Somewhat agree	32%
Neither agree nor disagree	34%
Somewhat disagree	10%
Strongly disagree	4%
<i>Agree (Net)</i>	<i>52%</i>
<i>Disagree (Net)</i>	<i>14%</i>

h. I get news and information mostly through social media

	Total
Strongly agree	13%
Somewhat agree	23%
Neither agree nor disagree	20%
Somewhat disagree	17%
Strongly disagree	27%
<i>Agree (Net)</i>	<i>37%</i>
<i>Disagree (Net)</i>	<i>44%</i>

i. I enjoy shopping in physical stores or malls

	Total
Strongly agree	29%
Somewhat agree	36%
Neither agree nor disagree	18%
Somewhat disagree	12%
Strongly disagree	5%
<i>Agree (Net)</i>	<i>65%</i>
<i>Disagree (Net)</i>	<i>17%</i>

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

j. I like connecting with my friends online as much as in person

	Total
Strongly agree	15%
Somewhat agree	29%
Neither agree nor disagree	27%
Somewhat disagree	20%
Strongly disagree	10%
<i>Agree (Net)</i>	<i>44%</i>
<i>Disagree (Net)</i>	<i>29%</i>

k. Children are safe from gun violence in school

	Total
Strongly agree	5%
Somewhat agree	11%
Neither agree nor disagree	19%
Somewhat disagree	24%
Strongly disagree	41%
<i>Agree (Net)</i>	<i>16%</i>
<i>Disagree (Net)</i>	<i>65%</i>

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

	Total
It's important to me to feel like I can trust the brands and companies I buy from	56%
I don't need to feel a connection to a brand or company to buy their products	44%

	Total
I don't look to people on social media for recommendations on which products I should buy	69%
It's important to me to feel like I can trust product recommendations from people I follow on social media	31%



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

	Total
America's best years might already be behind us	59%
America's best years are still ahead of us	41%

	Total
A college education is not important to achieving success	54%
A college education is important to achieving success	46%

	Total
Mental health is as important as physical health	85%
Physical health is more important than mental health	15%

	Total
Responding to climate change will create jobs in our economy	67%
Responding to climate change will cost our economy jobs	33%

	Total
It's important to me to take steps to reduce my carbon footprint with my shopping decisions	51%
I don't really think about climate change when making shopping decisions	49%

	Total
I would rather work for a company	51%
I would rather run my own business	49%



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3. Thinking about each of the following future scenarios, do you want them to happen, or not?

Total Yes Summary

	Total
How hard you work determines your success	75%
Healthcare is too expensive for many	70%
You can fail economically even if you work hard because of other factors	69%
More people have access to quality education	68%
People are divided	65%
The next generation has better opportunities than we did	62%
People have access to healthcare that is affordable	57%
Climate change has a major impact on daily life	53%
People have access to housing that is affordable	51%
People are united	46%

a. Climate change has a major impact on daily life

	Total
Yes	53%
No	47%

b. People have access to housing that is affordable

	Total
Yes	51%
No	49%

c. People have access to healthcare that is affordable

	Total
Yes	57%
No	43%

d. Healthcare is too expensive for many

	Total
Yes	70%
No	30%

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3. Thinking about each of the following future scenarios, do you want them to happen, or not?
(Continued)

e. How hard you work determines your success

	Total
Yes	75%
No	25%

f. You can fail economically even if you work hard because of other factors

	Total
Yes	69%
No	31%

g. More people have access to quality education

	Total
Yes	68%
No	32%

h. People are united

	Total
Yes	46%
No	54%

i. People are divided

	Total
Yes	65%
No	35%

j. The next generation has better opportunities than we did

	Total
Yes	62%
No	38%

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4. Thinking again about the following future scenarios, how likely, if at all, are they to actually happen?

Total Likely Summary

	Total
People are divided	89%
Healthcare is too expensive for many	88%
You can fail economically even if you work hard because of other factors	87%
Climate change has a major impact on daily life	73%
How hard you work determines your success	68%
More people have access to quality education	57%
The next generation has better opportunities than we did	55%
People have access to healthcare that is affordable	42%
People have access to housing that is affordable	36%
People are united	33%

- a. Climate change has a major impact on daily life

	Total
Very likely	34%
Somewhat likely	38%
Not very likely	17%
Not at all likely	10%
<i>Likely (Net)</i>	<i>73%</i>
<i>Not Likely (Net)</i>	<i>27%</i>

- b. People have access to housing that is affordable

	Total
Very likely	9%
Somewhat likely	27%
Not very likely	45%
Not at all likely	19%
<i>Likely (Net)</i>	<i>36%</i>
<i>Not Likely (Net)</i>	<i>64%</i>

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4. Thinking again about the following future scenarios, how likely, if at all, are they to actually happen? (*Continued*)

c. People have access to healthcare that is affordable

	Total
Very likely	9%
Somewhat likely	33%
Not very likely	41%
Not at all likely	17%
<i>Likely (Net)</i>	<i>42%</i>
<i>Not Likely (Net)</i>	<i>58%</i>

d. Healthcare is too expensive for many

	Total
Very likely	48%
Somewhat likely	40%
Not very likely	9%
Not at all likely	3%
<i>Likely (Net)</i>	<i>88%</i>
<i>Not Likely (Net)</i>	<i>12%</i>

e. How hard you work determines your success

	Total
Very likely	22%
Somewhat likely	46%
Not very likely	25%
Not at all likely	8%
<i>Likely (Net)</i>	<i>68%</i>
<i>Not Likely (Net)</i>	<i>32%</i>

f. You can fail economically even if you work hard because of other factors

	Total
Very likely	33%
Somewhat likely	53%
Not very likely	10%
Not at all likely	3%
<i>Likely (Net)</i>	<i>87%</i>
<i>Not Likely (Net)</i>	<i>13%</i>

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4. Thinking again about the following future scenarios, how likely, if at all, are they to actually happen? (*Continued*)

g. More people have access to quality education

	Total
Very likely	14%
Somewhat likely	43%
Not very likely	34%
Not at all likely	9%
<i>Likely (Net)</i>	<i>57%</i>
<i>Not Likely (Net)</i>	<i>43%</i>

h. People are united

	Total
Very likely	8%
Somewhat likely	25%
Not very likely	43%
Not at all likely	24%
<i>Likely (Net)</i>	<i>33%</i>
<i>Not Likely (Net)</i>	<i>67%</i>

i. People are divided

	Total
Very likely	48%
Somewhat likely	41%
Not very likely	8%
Not at all likely	3%
<i>Likely (Net)</i>	<i>89%</i>
<i>Not Likely (Net)</i>	<i>11%</i>

j. The next generation has better opportunities than we did

	Total
Very likely	17%
Somewhat likely	38%
Not very likely	34%
Not at all likely	10%
<i>Likely (Net)</i>	<i>55%</i>
<i>Not Likely (Net)</i>	<i>45%</i>



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About the Study

These are some of the findings of an Ipsos poll conducted between October 16 – 17, 2023. For this survey, a sample of 1,113 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 2021 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=1,113, DEFF=1.5, adjusted Confidence Interval=+/- 5.1 percentage points).

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