



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos What the Future: Identity Survey

Topline Findings

New York, March 28, 2022 — *These are the findings of an Ipsos poll conducted between March 8-11, 2022, for Ipsos' [Identity](#) issue of [What the Future](#). For this survey, a sample of 3,015 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 2.2 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
and 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

Q1a. From the following list, please rank the **top internal or personal factors** that help form how you think about yourself. You may choose **up to 7 factors** to rank from the list below, ranking them from 1 to 7, where 1 means it is the most important factor that forms how you think about yourself, and 7 means it is the seventh most important.

Base: Split Sample A

Average Rank Summary

	Total (N=1,507)
Age	1.9
Your life experience (positive or negative)	1.7
Where you live	1.5
Relationship status	1.5
Your health and fitness level	1.4
Gender	1.3
Your body type (height, weight, etc.)	1.3
Cultural preferences (i.e. music taste, hobbies, media preferences, lifestyle)	1.3
Your psychology (insecurities, confidence, ego, etc.)	1.2
Your job/career/occupation	1.2
Religion/spirituality	1.1
Ability, or medical conditions	1.1
Status as a parent, guardian, or grandparent	1.1
Nationality	1
Race	0.8
Ethnicity	0.8
Socioeconomic status	0.8
Sexual orientation	0.7
Communities you are part of	0.7
Sports or other fandom	0.6
Political party preference	0.6
The school you attended/your education	0.5
Skin tone	0.4
Veteran status	0.3
Immigration status	0.2
Other	0.1

PUBLIC POLL FINDINGS AND METHODOLOGY

Q1b. From the following list, please rate how important, if at all, each of the following **internal or personal factors** are in forming how you think about yourself.

Base: Split Sample B

Total Important Summary

	Total (N=1,508)
Your life experience (positive or negative)	81%
Your health and fitness level	78%
Ability, or medical conditions	69%
Your psychology (insecurities, confidence, ego, etc.)	68%
Your body type (height, weight, shape, etc.)	64%
Cultural preferences (i.e. music taste, hobbies, media preferences, lifestyle)	63%
Where you live	62%
Age	59%
Communities you are part of	58%
Your job/career/occupation	57%
Relationship status	57%
Gender	56%
Religion/spirituality	56%
Status as a parent, guardian, or grandparent	55%
Sexual orientation	54%
Nationality	50%
Political party preference	47%
Ethnicity	46%
The school you attended/your education	46%
Socioeconomic status	45%
Race	41%
Sports or other fandom	36%
Skin tone	34%
Immigration status	32%
Veteran status	31%

PUBLIC POLL FINDINGS AND METHODOLOGY

Q1b. From the following list, please rate how important, if at all, each of the following **internal or personal factors** are in forming how you think about yourself. *(Continued)*

Race	Total
Very important	18%
Somewhat important	23%
Not very important	29%
Not at all important	25%
Don't know/Not applicable	5%
<i>Important (Net)</i>	<i>41%</i>
<i>Not Important (Net)</i>	<i>54%</i>

Ethnicity	Total
Very important	18%
Somewhat important	28%
Not very important	27%
Not at all important	22%
Don't know/Not applicable	5%
<i>Important (Net)</i>	<i>46%</i>
<i>Not Important (Net)</i>	<i>49%</i>

Nationality	Total
Very important	23%
Somewhat important	27%
Not very important	28%
Not at all important	18%
Don't know/Not applicable	4%
<i>Important (Net)</i>	<i>50%</i>
<i>Not Important (Net)</i>	<i>46%</i>

Skin tone	Total
Very important	14%
Somewhat important	21%
Not very important	32%
Not at all important	29%
Don't know/Not applicable	5%
<i>Important (Net)</i>	<i>34%</i>
<i>Not Important (Net)</i>	<i>61%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

Q1b. From the following list, please rate how important, if at all, each of the following **internal or personal factors** are in forming how you think about yourself. *(Continued)*

Immigration status	Total
Very important	13%
Somewhat important	19%
Not very important	20%
Not at all important	29%
Don't know/Not applicable	20%
<i>Important (Net)</i>	<i>32%</i>
<i>Not Important (Net)</i>	<i>48%</i>

Age	Total
Very important	21%
Somewhat important	37%
Not very important	25%
Not at all important	12%
Don't know/Not applicable	5%
<i>Important (Net)</i>	<i>59%</i>
<i>Not Important (Net)</i>	<i>37%</i>

Gender	Total
Very important	29%
Somewhat important	27%
Not very important	23%
Not at all important	17%
Don't know/Not applicable	4%
<i>Important (Net)</i>	<i>56%</i>
<i>Not Important (Net)</i>	<i>40%</i>

Your psychology (insecurities, confidence, ego, etc.)	Total
Very important	32%
Somewhat important	36%
Not very important	17%
Not at all important	10%
Don't know/Not applicable	5%
<i>Important (Net)</i>	<i>68%</i>
<i>Not Important (Net)</i>	<i>28%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

Q1b. From the following list, please rate how important, if at all, each of the following **internal or personal factors** are in forming how you think about yourself. *(Continued)*

Your life experience (positive or negative)	Total
Very important	41%
Somewhat important	40%
Not very important	9%
Not at all important	6%
Don't know/Not applicable	4%
<i>Important (Net)</i>	<i>81%</i>
<i>Not Important (Net)</i>	<i>15%</i>

Socioeconomic status	Total
Very important	13%
Somewhat important	32%
Not very important	30%
Not at all important	16%
Don't know/Not applicable	9%
<i>Important (Net)</i>	<i>45%</i>
<i>Not Important (Net)</i>	<i>46%</i>

The school you attended/your education	Total
Very important	16%
Somewhat important	30%
Not very important	27%
Not at all important	20%
Don't know/Not applicable	7%
<i>Important (Net)</i>	<i>46%</i>
<i>Not Important (Net)</i>	<i>47%</i>

Religion/spirituality	Total
Very important	29%
Somewhat important	28%
Not very important	21%
Not at all important	17%
Don't know/Not applicable	6%
<i>Important (Net)</i>	<i>56%</i>
<i>Not Important (Net)</i>	<i>38%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

Q1b. From the following list, please rate how important, if at all, each of the following **internal or personal factors** are in forming how you think about yourself. *(Continued)*

Sexual orientation	Total
Very important	27%
Somewhat important	26%
Not very important	22%
Not at all important	19%
Don't know/Not applicable	6%
<i>Important (Net)</i>	<i>54%</i>
<i>Not Important (Net)</i>	<i>41%</i>

Your health and fitness level	Total
Very important	38%
Somewhat important	40%
Not very important	13%
Not at all important	6%
Don't know/Not applicable	3%
<i>Important (Net)</i>	<i>78%</i>
<i>Not Important (Net)</i>	<i>19%</i>

Your body type (height, weight, shape, etc.)	Total
Very important	25%
Somewhat important	39%
Not very important	22%
Not at all important	12%
Don't know/Not applicable	3%
<i>Important (Net)</i>	<i>64%</i>
<i>Not Important (Net)</i>	<i>34%</i>

Ability, or medical conditions	Total
Very important	32%
Somewhat important	37%
Not very important	17%
Not at all important	9%
Don't know/Not applicable	5%
<i>Important (Net)</i>	<i>69%</i>
<i>Not Important (Net)</i>	<i>26%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

Q1b. From the following list, please rate how important, if at all, each of the following **internal or personal factors** are in forming how you think about yourself. *(Continued)*

Veteran status	Total
Very important	14%
Somewhat important	17%
Not very important	21%
Not at all important	24%
Don't know/Not applicable	24%
<i>Important (Net)</i>	<i>31%</i>
<i>Not Important (Net)</i>	<i>45%</i>

Cultural preferences (i.e. music taste, hobbies, media preferences, lifestyle)	Total
Very important	22%
Somewhat important	41%
Not very important	22%
Not at all important	11%
Don't know/Not applicable	4%
<i>Important (Net)</i>	<i>63%</i>
<i>Not Important (Net)</i>	<i>34%</i>

Your job/career/occupation	Total
Very important	24%
Somewhat important	33%
Not very important	19%
Not at all important	11%
Don't know/Not applicable	13%
<i>Important (Net)</i>	<i>57%</i>
<i>Not Important (Net)</i>	<i>30%</i>

Sports or other fandom	Total
Very important	12%
Somewhat important	24%
Not very important	24%
Not at all important	31%
Don't know/Not applicable	9%
<i>Important (Net)</i>	<i>36%</i>
<i>Not Important (Net)</i>	<i>55%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

Q1b. From the following list, please rate how important, if at all, each of the following **internal or personal factors** are in forming how you think about yourself. *(Continued)*

Political party preference	Total
Very important	19%
Somewhat important	29%
Not very important	25%
Not at all important	22%
Don't know/Not applicable	6%
<i>Important (Net)</i>	<i>47%</i>
<i>Not Important (Net)</i>	<i>47%</i>

Communities you are part of	Total
Very important	18%
Somewhat important	40%
Not very important	22%
Not at all important	13%
Don't know/Not applicable	6%
<i>Important (Net)</i>	<i>58%</i>
<i>Not Important (Net)</i>	<i>36%</i>

Where you live	Total
Very important	23%
Somewhat important	40%
Not very important	24%
Not at all important	11%
Don't know/Not applicable	3%
<i>Important (Net)</i>	<i>62%</i>
<i>Not Important (Net)</i>	<i>35%</i>

Relationship status	Total
Very important	28%
Somewhat important	29%
Not very important	22%
Not at all important	16%
Don't know/Not applicable	6%
<i>Important (Net)</i>	<i>57%</i>
<i>Not Important (Net)</i>	<i>38%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

Q1b. From the following list, please rate how important, if at all, each of the following **internal or personal factors** are in forming how you think about yourself. *(Continued)*

Status as a parent, guardian, or grandparent	Total
Very important	28%
Somewhat important	27%
Not very important	17%
Not at all important	14%
Don't know/Not applicable	13%
<i>Important (Net)</i>	<i>55%</i>
<i>Not Important (Net)</i>	<i>32%</i>

Q2a. From this list, please now rank the top factors that help you **express who you are**. You may rank up to five, with 1 meaning the most important factor that helps express who you are, and 5 meaning the 5th most important factor.

Base: Split Sample A

Average Rank Summary

	Total (N=1507)
How you treat others	1.5
Where you live	1.4
The groups you join (friends, clubs, fraternities, social media groups, etc.)	1.1
Fashion/things you wear	1
Your speech/accent/how you speak	1
Things you don't do (watch TV, participate in social media, eat meat, etc.)	1
Vehicle you drive/ride	0.9
Possessions or collections	0.9
How you vote	0.9
Charities you donate to	0.8
What you post on social media	0.8
Brands/companies you support	0.7
Make-up, cosmetics, tattoos, piercings	0.6
Other	0.1

PUBLIC POLL FINDINGS AND METHODOLOGY

Q2b. From the following list, please rate how important, if at all, each of the following are in **expressing** who you are.

Base: Split Sample B

Total Important Summary

	Total (N=1,508)
How you treat others	89%
Where you live	57%
How you vote	57%
The groups you join (friends, clubs, fraternities, social media groups, etc.)	53%
Charities you donate to	52%
Your speech/accent/how you speak	52%
Brands/companies you support	46%
What you post on social media	46%
Possessions or collections	44%
Things you don't do (watch TV, participate in social media, eat meat, etc.)	43%
Fashion/things you wear	42%
Vehicle you drive/ride	40%
Make-up, cosmetics, tattoos, piercings	36%

Fashion/things you wear	Total
Very important	13%
Somewhat important	29%
Not very important	33%
Not at all important	22%
Don't know/Not applicable	4%
<i>Important (Net)</i>	<i>42%</i>
<i>Not Important (Net)</i>	<i>54%</i>

Charities you donate to	Total
Very important	18%
Somewhat important	34%
Not very important	24%
Not at all important	15%
Don't know/Not applicable	9%
<i>Important (Net)</i>	<i>52%</i>
<i>Not Important (Net)</i>	<i>39%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

Q2b. From the following list, please rate how important, if at all, each of the following are in **expressing** who you are. (Continued)

Brands/companies you support	Total
Very important	16%
Somewhat important	30%
Not very important	32%
Not at all important	18%
Don't know/Not applicable	5%
<i>Important (Net)</i>	<i>46%</i>
<i>Not Important (Net)</i>	<i>50%</i>

How you treat others	Total
Very important	66%
Somewhat important	23%
Not very important	5%
Not at all important	4%
Don't know/Not applicable	2%
<i>Important (Net)</i>	<i>89%</i>
<i>Not Important (Net)</i>	<i>9%</i>

Vehicle you drive/ride	Total
Very important	12%
Somewhat important	28%
Not very important	32%
Not at all important	21%
Don't know/Not applicable	7%
<i>Important (Net)</i>	<i>40%</i>
<i>Not Important (Net)</i>	<i>53%</i>

Where you live	Total
Very important	19%
Somewhat important	38%
Not very important	26%
Not at all important	13%
Don't know/Not applicable	4%
<i>Important (Net)</i>	<i>57%</i>
<i>Not Important (Net)</i>	<i>39%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

Q2b. From the following list, please rate how important, if at all, each of the following are in **expressing** who you are. (Continued)

Possessions or collections	Total
Very important	14%
Somewhat important	30%
Not very important	34%
Not at all important	18%
Don't know/Not applicable	5%
<i>Important (Net)</i>	<i>44%</i>
<i>Not Important (Net)</i>	<i>51%</i>

Your speech/accent/how you speak	Total
Very important	21%
Somewhat important	32%
Not very important	27%
Not at all important	18%
Don't know/Not applicable	4%
<i>Important (Net)</i>	<i>52%</i>
<i>Not Important (Net)</i>	<i>45%</i>

Make-up, cosmetics, tattoos, piercings	Total
Very important	11%
Somewhat important	25%
Not very important	26%
Not at all important	27%
Don't know/Not applicable	10%
<i>Important (Net)</i>	<i>36%</i>
<i>Not Important (Net)</i>	<i>54%</i>

Things you don't do (watch TV, participate in social media, eat meat, etc.)	Total
Very important	13%
Somewhat important	30%
Not very important	32%
Not at all important	19%
Don't know/Not applicable	6%
<i>Important (Net)</i>	<i>43%</i>
<i>Not Important (Net)</i>	<i>51%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

Q2b. From the following list, please rate how important, if at all, each of the following are in **expressing** who you are. (Continued)

The groups you join (friends, clubs, fraternities, social media groups, etc.)	Total
Very important	18%
Somewhat important	35%
Not very important	25%
Not at all important	16%
Don't know/Not applicable	7%
<i>Important (Net)</i>	<i>53%</i>
<i>Not Important (Net)</i>	<i>41%</i>

How you vote	Total
Very important	28%
Somewhat important	29%
Not very important	19%
Not at all important	17%
Don't know/Not applicable	7%
<i>Important (Net)</i>	<i>57%</i>
<i>Not Important (Net)</i>	<i>36%</i>

What you post on social media	Total
Very important	18%
Somewhat important	29%
Not very important	21%
Not at all important	21%
Don't know/Not applicable	12%
<i>Important (Net)</i>	<i>46%</i>
<i>Not Important (Net)</i>	<i>42%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

Q3a. Finally, please rank the top external factors, or things around you, that help **shape** who you are. You may rank up to five, with 1 meaning the most important factor that helps shape who you are, and 5 meaning the 5th most important factor.

Base: *Split Sample A*

Average Rank Summary

	Total (N=1,507)
Friends	2.1
Family	1.6
TV, music, and popular culture	1.2
Belief in God/a higher power	1.2
Fate	1.1
Religious organization	0.8
Societal influences (racism, classism, etc.)	0.8
How your community views you	0.8
Institutions such as schools, colleges, armed forces	0.8
Social media	0.7
Coworkers	0.7
What your community expects of you	0.6
Other	0.1

Q3b. Finally, please rate how important, if at all, each of the following external factors, or things around you, are in **shaping** who you are.

Base: *Split Sample B*

Total Important Summary

	Total (N=1,508)
Family	87%
Friends	79%
Belief in God/a higher power	69%
Fate	53%
Institutions such as schools, colleges, armed forces	52%
Religious organization	51%
TV, music, and popular culture	51%
How your community views you	49%
What your community expects of you	49%
Societal influences (racism, classism, etc.)	47%
Coworkers	47%
Social media	33%

PUBLIC POLL FINDINGS AND METHODOLOGY

Q3b. Finally, please rate how important, if at all, each of the following external factors, or things around you, are in **shaping** who you are. (*Continued*)

Family	Total
Very important	60%
Somewhat important	27%
Not very important	7%
Not at all important	4%
Don't know/Not applicable	3%
<i>Important (Net)</i>	<i>87%</i>
<i>Not Important (Net)</i>	<i>11%</i>

Friends	Total
Very important	39%
Somewhat important	40%
Not very important	12%
Not at all important	5%
Don't know/Not applicable	4%
<i>Important (Net)</i>	<i>79%</i>
<i>Not Important (Net)</i>	<i>17%</i>

Religious organization	Total
Very important	23%
Somewhat important	28%
Not very important	22%
Not at all important	19%
Don't know/Not applicable	8%
<i>Important (Net)</i>	<i>51%</i>
<i>Not Important (Net)</i>	<i>41%</i>

TV, music, and popular culture	Total
Very important	16%
Somewhat important	36%
Not very important	30%
Not at all important	15%
Don't know/Not applicable	4%
<i>Important (Net)</i>	<i>51%</i>
<i>Not Important (Net)</i>	<i>45%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

Q3b. Finally, please rate how important, if at all, each of the following external factors, or things around you, are in **shaping** who you are. (*Continued*)

Societal influences (racism, classism, etc.)	Total
Very important	17%
Somewhat important	31%
Not very important	26%
Not at all important	19%
Don't know/Not applicable	7%
<i>Important (Net)</i>	<i>47%</i>
<i>Not Important (Net)</i>	<i>45%</i>

Social media	Total
Very important	11%
Somewhat important	22%
Not very important	31%
Not at all important	29%
Don't know/Not applicable	8%
<i>Important (Net)</i>	<i>33%</i>
<i>Not Important (Net)</i>	<i>60%</i>

How your community views you	Total
Very important	15%
Somewhat important	35%
Not very important	27%
Not at all important	17%
Don't know/Not applicable	6%
<i>Important (Net)</i>	<i>49%</i>
<i>Not Important (Net)</i>	<i>45%</i>

What your community expects of you	Total
Very important	14%
Somewhat important	36%
Not very important	27%
Not at all important	17%
Don't know/Not applicable	7%
<i>Important (Net)</i>	<i>49%</i>
<i>Not Important (Net)</i>	<i>44%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

Q3b. Finally, please rate how important, if at all, each of the following external factors, or things around you, are in **shaping** who you are. (*Continued*)

Institutions such as schools, colleges, armed forces	Total
Very important	17%
Somewhat important	35%
Not very important	22%
Not at all important	16%
Don't know/Not applicable	10%
<i>Important (Net)</i>	<i>52%</i>
<i>Not Important (Net)</i>	<i>38%</i>

Coworkers	Total
Very important	14%
Somewhat important	33%
Not very important	22%
Not at all important	13%
Don't know/Not applicable	18%
<i>Important (Net)</i>	<i>47%</i>
<i>Not Important (Net)</i>	<i>35%</i>

Fate	Total
Very important	20%
Somewhat important	32%
Not very important	24%
Not at all important	14%
Don't know/Not applicable	9%
<i>Important (Net)</i>	<i>53%</i>
<i>Not Important (Net)</i>	<i>39%</i>

Belief in God/a higher power	Total
Very important	41%
Somewhat important	28%
Not very important	13%
Not at all important	14%
Don't know/Not applicable	5%
<i>Important (Net)</i>	<i>69%</i>
<i>Not Important (Net)</i>	<i>27%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

4. For each of the categories below, please select the types of products you are open to purchase for yourself in the future.

Hair care products	Total (N=3,015)
Products specifically designed for men	31%
Products specifically designed for women	43%
Unisex products	36%
Not applicable/Will not purchase	8%

Skin care products	Total
Products specifically designed for men	26%
Products specifically designed for women	45%
Unisex products	29%
Not applicable/Will not purchase	15%

Personal care or grooming products (lotion, deodorant, shaving products)	Total
Products specifically designed for men	42%
Products specifically designed for women	45%
Unisex products	27%
Not applicable/Will not purchase	5%

Cosmetics	Total
Products specifically designed for men	14%
Products specifically designed for women	45%
Unisex products	13%
Not applicable/Will not purchase	36%

Clothing	Total
Products specifically designed for men	45%
Products specifically designed for women	47%
Unisex products	23%
Not applicable/Will not purchase	4%

Footwear	Total
Products specifically designed for men	44%
Products specifically designed for women	45%
Unisex products	21%
Not applicable/Will not purchase	5%

PUBLIC POLL FINDINGS AND METHODOLOGY

4. For each of the categories below, please select the types of products you are open to purchase for yourself in the future. (*Continued*)

Accessories (bags, jewelry, headwear, etc.)	Total
Products specifically designed for men	24%
Products specifically designed for women	46%
Unisex products	17%
Not applicable/Will not purchase	26%

Wellness/vitamin products	Total
Products specifically designed for men	30%
Products specifically designed for women	36%
Unisex products	40%
Not applicable/Will not purchase	11%

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

	Total
I identify with people I see in popular culture (movies, tv shows, etc.)	36%
I don't identify with people I see in popular culture (movies, tv shows, etc.)	64%

	Total
I am interested in creating a virtual identity, like an avatar, to express my identity online	26%
I am not interested in creating a virtual identity, like an avatar, to express my identity online	75%

	Total
I care a great deal about others' opinions of me	31%
I pay little attention to others' opinions of me	69%

	Total
If I were engaging in a virtual world, I would want that world controlled by the people or companies who created it	23%

PUBLIC POLL FINDINGS AND METHODOLOGY

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

If I were engaging in a virtual world, I would want that world governed by the community of members who are part of it	77%
--	-----

	Total
I feel like I am part of a tight-knit group or community	43%
I do not feel like I am part of a tight-knit group or community	57%

	Total
I live in an area where there are a lot of people like me	58%
There are not a lot of people like me where I live	42%

	Total
I want to use my identity (facial recognition, biometrics, etc.) for access to places and services	28%
I don't want to use my identity (facial recognition, biometrics, etc.) for access to places and services	72%

	Total
I feel free to express my true identity in my daily life	79%
I don't feel free to express my true identity in my daily life	22%

PUBLIC POLL FINDINGS AND METHODOLOGY

6. Please indicate the extent to which you agree or disagree with the following statements.

Total Agree Summary

	Total
I am concerned about my identity being stolen or misused	60%
A person is either a man or a woman and not anything in between	48%
I feel a sense of belonging in my community	44%
People should always have to post on social media under their own verifiable identity	42%
My political identity represents more than just my political beliefs; it impacts who I spend time with, the things I buy, the news I trust, and my overall values	38%
I feel safer on the Internet when I can be anonymous	38%
I feel that my identity is often stereotyped in popular culture	37%
People often make assumptions about me because of my identity	35%
I can express myself more freely on the Internet when I can be anonymous	35%

A person is either a man or a woman and not anything in between	Total
Strongly agree	32%
Somewhat agree	16%
Neither agree nor disagree	23%
Somewhat disagree	11%
Strongly Disagree	14%
Don't know	4%
<i>Agree (Net)</i>	<i>48%</i>
<i>Disagree (Net)</i>	<i>24%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

6. Please indicate the extent to which you agree or disagree with the following statements. (*Continued*)

My political identity represents more than just my political beliefs; it impacts who I spend time with, the things I buy, the news I trust, and my overall values	Total
Strongly agree	15%
Somewhat agree	23%
Neither agree nor disagree	30%
Somewhat disagree	13%
Strongly Disagree	15%
Don't know	5%
<i>Agree (Net)</i>	<i>38%</i>
<i>Disagree (Net)</i>	<i>28%</i>

I am concerned about my identity being stolen or misused	Total
Strongly agree	22%
Somewhat agree	38%
Neither agree nor disagree	23%
Somewhat disagree	10%
Strongly Disagree	5%
Don't know	2%
<i>Agree (Net)</i>	<i>60%</i>
<i>Disagree (Net)</i>	<i>15%</i>

I feel a sense of belonging in my community	Total
Strongly agree	14%
Somewhat agree	30%
Neither agree nor disagree	33%
Somewhat disagree	12%
Strongly Disagree	7%
Don't know	3%
<i>Agree (Net)</i>	<i>44%</i>
<i>Disagree (Net)</i>	<i>19%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

6. Please indicate the extent to which you agree or disagree with the following statements. (*Continued*)

People often make assumptions about me because of my identity	Total
Strongly agree	12%
Somewhat agree	23%
Neither agree nor disagree	31%
Somewhat disagree	14%
Strongly Disagree	14%
Don't know	7%
<i>Agree (Net)</i>	<i>35%</i>
<i>Disagree (Net)</i>	<i>27%</i>

I feel that my identity is often stereotyped in popular culture	Total
Strongly agree	13%
Somewhat agree	24%
Neither agree nor disagree	33%
Somewhat disagree	14%
Strongly Disagree	10%
Don't know	6%
<i>Agree (Net)</i>	<i>37%</i>
<i>Disagree (Net)</i>	<i>24%</i>

I feel safer on the Internet when I can be anonymous	Total
Strongly agree	14%
Somewhat agree	24%
Neither agree nor disagree	35%
Somewhat disagree	11%
Strongly Disagree	11%
Don't know	5%
<i>Agree (Net)</i>	<i>38%</i>
<i>Disagree (Net)</i>	<i>22%</i>

I can express myself more freely on the Internet when I can be anonymous	Total
Strongly agree	13%
Somewhat agree	22%
Neither agree nor disagree	36%
Somewhat disagree	11%
Strongly Disagree	13%
Don't know	5%
<i>Agree (Net)</i>	<i>35%</i>
<i>Disagree (Net)</i>	<i>24%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

6. Please indicate the extent to which you agree or disagree with the following statements. (*Continued*)

People should always have to post on social media under their own verifiable identity	Total
Strongly agree	21%
Somewhat agree	21%
Neither agree nor disagree	31%
Somewhat disagree	10%
Strongly Disagree	9%
Don't know	8%
<i>Agree (Net)</i>	<i>42%</i>
<i>Disagree (Net)</i>	<i>19%</i>

7. How do you currently describe yourself?

	Total
Male	48%
Female	51%
Transgender	*
Non-binary, non-conforming or gender-fluid	1%
In another way	*
Prefer not to say	*

8. And which, if any, of the following do you identify as?

	Total
Heterosexual / straight	88%
Bisexual	5%
Lesbian	1%
Gay	2%
Queer	*
Asexual	1%
Pansexual	1%
Other	1%
Prefer not to say	1%
Don't know	*



PUBLIC POLL FINDINGS AND METHODOLOGY

About the Study

These are some of the findings of an Ipsos poll conducted between March 8-11, 2022. For this survey, a sample of 3,015 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 2016 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 2.2 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=3,015, DEFF=1.5, adjusted Confidence Interval=+/- 3.7 percentage points).

For more information on this news release, please contact:

Matt Carmichael
Editor, What the Future and
head of the Ipsos Insights and 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
and 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 the world's third largest Insights and Analytics company, present in 90 markets and employing more than 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
and Foresight Lab, Ipsos North America
Email: matt.carmichael@ipsos.com
Tel: +1 312 218 7922

GAME CHANGERS

