



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos What the Future: Reality Survey

Topline Findings

New York, August 29, 2022 — *These are the findings of an Ipsos poll conducted between June 30 – July 1, 2022, for the [What the Future: Reality 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:

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GAME CHANGERS





PUBLIC POLL FINDINGS AND METHODOLOGY

Full Annotated Questionnaire

1. How familiar, if at all, are you with each of the following?

Total Familiar Summary

	Total (N=1,120)
Virtual Reality	58%
Cryptocurrency	47%
Metaverse	39%
Augmented Reality	37%
NFTs (non-fungible tokens)	30%
Web 3.0	20%
DAO (Decentralized Autonomous Organizations)	16%

Metaverse	Total
Very familiar	12%
Somewhat familiar	27%
Not very familiar	29%
Not at all familiar	33%
<i>Familiar (Net)</i>	<i>39%</i>
<i>Not Familiar (Net)</i>	<i>61%</i>

Augmented Reality	Total
Very familiar	9%
Somewhat familiar	28%
Not very familiar	32%
Not at all familiar	31%
<i>Familiar (Net)</i>	<i>37%</i>
<i>Not Familiar (Net)</i>	<i>63%</i>

Virtual Reality	Total
Very familiar	16%
Somewhat familiar	42%
Not very familiar	28%
Not at all familiar	14%
<i>Familiar (Net)</i>	<i>58%</i>
<i>Not Familiar (Net)</i>	<i>42%</i>

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1. How familiar, if at all, are you with each of the following? (Continued)

NFTs (non-fungible tokens)	Total
Very familiar	9%
Somewhat familiar	21%
Not very familiar	29%
Not at all familiar	40%
<i>Familiar (Net)</i>	<i>30%</i>
<i>Not Familiar (Net)</i>	<i>70%</i>

Web 3.0	Total
Very familiar	4%
Somewhat familiar	16%
Not very familiar	23%
Not at all familiar	57%
<i>Familiar (Net)</i>	<i>20%</i>
<i>Not Familiar (Net)</i>	<i>80%</i>

Cryptocurrency	Total
Very familiar	15%
Somewhat familiar	32%
Not very familiar	29%
Not at all familiar	24%
<i>Familiar (Net)</i>	<i>47%</i>
<i>Not Familiar (Net)</i>	<i>53%</i>

DAO (Decentralized Autonomous Organizations)	Total
Very familiar	5%
Somewhat familiar	11%
Not very familiar	23%
Not at all familiar	62%
<i>Familiar (Net)</i>	<i>16%</i>
<i>Not Familiar (Net)</i>	<i>84%</i>





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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. When, if at all, do you think the metaverse will be a part of people's day-to-day lives?

	Total
Already is	11%
Within the next two years	13%
Within the next two to five years	18%
Within the next five to 10 years	21%
More than 10 years from now	18%
Never	20%

3. Which of these best describes your view of the metaverse?

	Total
Not interesting to me	39%
Primarily for gamers	25%
A risk to my privacy	22%
Just a lot of hype	20%
Enables me to learn and do new things	19%
Exciting	17%
None of these	11%

4. How interested, if at all, are you in each of the following?

Total Interested Summary

	Total
Virtual Reality	43%
Cryptocurrency	34%
Metaverse	33%
Augmented Reality	33%
Web 3.0	25%
NFTs (non-fungible tokens)	23%
DAO (Decentralized Autonomous Organizations)	20%





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4. How interested, if at all, are you in each of the following? (Continued)

Metaverse	Total
Very interested	11%
Somewhat interested	22%
Not very interested	23%
Not at all interested	44%
<i>Interested (Net)</i>	<i>33%</i>
<i>Not Interested (Net)</i>	<i>67%</i>

Augmented Reality	Total
Very interested	10%
Somewhat interested	23%
Not very interested	25%
Not at all interested	42%
<i>Interested (Net)</i>	<i>33%</i>
<i>Not Interested (Net)</i>	<i>67%</i>

Virtual Reality	Total
Very interested	16%
Somewhat interested	27%
Not very interested	23%
Not at all interested	34%
<i>Interested (Net)</i>	<i>43%</i>
<i>Not Interested (Net)</i>	<i>57%</i>

NFTs (non-fungible tokens)	Total
Very interested	7%
Somewhat interested	16%
Not very interested	23%
Not at all interested	54%
<i>Interested (Net)</i>	<i>23%</i>
<i>Not Interested (Net)</i>	<i>77%</i>

Web 3.0	Total
Very interested	6%
Somewhat interested	19%
Not very interested	25%
Not at all interested	50%
<i>Interested (Net)</i>	<i>25%</i>
<i>Not Interested (Net)</i>	<i>75%</i>

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4. How interested, if at all, are you in each of the following? (Continued)

Cryptocurrency	Total
Very interested	12%
Somewhat interested	22%
Not very interested	21%
Not at all interested	45%
<i>Interested (Net)</i>	<i>34%</i>
<i>Not Interested (Net)</i>	<i>66%</i>

DAO (Decentralized Autonomous Organizations)	Total
Very interested	6%
Somewhat interested	14%
Not very interested	25%
Not at all interested	55%
<i>Interested (Net)</i>	<i>20%</i>
<i>Not Interested (Net)</i>	<i>80%</i>

5. To what extent, if at all, would the following factor into your interest in the metaverse?

Total A great deal/Somewhat Summary

	Total
Privacy and security	65%
Cost of the equipment, platforms and software	61%
Tracking or use of my personal data	58%
Knowledge of how to use the equipment or platforms	56%
Availability of fun or interesting things to do	55%
Friends or people I know being on the equipment/platforms	50%
How I'll be treated on the platforms	50%
People like me being on the equipment/platforms	44%





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5. To what extent, if at all, would the following factor into your interest in the metaverse? (Continued)

Knowledge of how to use the equipment or platforms	Total
A great deal	29%
Somewhat	28%
Not very much	13%
Not at all	21%
Don't know	9%
<i>A great deal/Somewhat (Net)</i>	<i>56%</i>
<i>Not very much/Not at all (Net)</i>	<i>35%</i>

Cost of the equipment, platforms and software	Total
A great deal	36%
Somewhat	25%
Not very much	11%
Not at all	20%
Don't know	8%
<i>A great deal/Somewhat (Net)</i>	<i>61%</i>
<i>Not very much/Not at all (Net)</i>	<i>31%</i>

Availability of fun or interesting things to do	Total
A great deal	24%
Somewhat	31%
Not very much	15%
Not at all	21%
Don't know	9%
<i>A great deal/Somewhat (Net)</i>	<i>55%</i>
<i>Not very much/Not at all (Net)</i>	<i>36%</i>

Friends or people I know being on the equipment/platforms	Total
A great deal	20%
Somewhat	29%
Not very much	17%
Not at all	25%
Don't know	8%
<i>A great deal/Somewhat (Net)</i>	<i>50%</i>
<i>Not very much/Not at all (Net)</i>	<i>42%</i>





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5. To what extent, if at all, would the following factor into your interest in the metaverse? (Continued)

People like me being on the equipment/platforms	Total
A great deal	17%
Somewhat	27%
Not very much	19%
Not at all	27%
Don't know	10%
<i>A great deal/Somewhat (Net)</i>	<i>44%</i>
<i>Not very much/Not at all (Net)</i>	<i>46%</i>

How I'll be treated on the platforms	Total
A great deal	25%
Somewhat	26%
Not very much	14%
Not at all	25%
Don't know	10%
<i>A great deal/Somewhat (Net)</i>	<i>50%</i>
<i>Not very much/Not at all (Net)</i>	<i>40%</i>

Privacy and security	Total
A great deal	44%
Somewhat	21%
Not very much	11%
Not at all	17%
Don't know	8%
<i>A great deal/Somewhat (Net)</i>	<i>65%</i>
<i>Not very much/Not at all (Net)</i>	<i>27%</i>

Tracking or use of my personal data	Total
A great deal	37%
Somewhat	22%
Not very much	13%
Not at all	22%
Don't know	7%
<i>A great deal/Somewhat (Net)</i>	<i>58%</i>
<i>Not very much/Not at all (Net)</i>	<i>34%</i>





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6. How brilliant or ridiculous of an idea do you think each of the following is?

Total Brilliant Summary

	Total
Buying "virtual art and collectibles"	20%
Buying "virtual clothing for your virtual avatar"	18%
Buying virtual versions of "real" goods	17%
Buying "virtual land"	16%

Buying 'virtual land'	Total
Very brilliant	5%
Somewhat brilliant	11%
Neither brilliant nor ridiculous	23%
Somewhat ridiculous	17%
Very ridiculous	44%
<i>Brilliant (Net)</i>	<i>16%</i>
<i>Ridiculous (Net)</i>	<i>61%</i>

Buying 'virtual clothing for your virtual avatar'	Total
Very brilliant	5%
Somewhat brilliant	13%
Neither brilliant nor ridiculous	21%
Somewhat ridiculous	19%
Very ridiculous	42%
<i>Brilliant (Net)</i>	<i>18%</i>
<i>Ridiculous (Net)</i>	<i>61%</i>

Buying 'virtual art and collectibles'	Total
Very brilliant	6%
Somewhat brilliant	15%
Neither brilliant nor ridiculous	20%
Somewhat ridiculous	20%
Very ridiculous	40%
<i>Brilliant (Net)</i>	<i>20%</i>
<i>Ridiculous (Net)</i>	<i>59%</i>

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GAME CHANGERS





PUBLIC POLL FINDINGS AND METHODOLOGY

6. How brilliant or ridiculous of an idea do you think each of the following is? (Continued)

Buying virtual versions of “real” goods	Total
Very brilliant	5%
Somewhat brilliant	12%
Neither brilliant nor ridiculous	22%
Somewhat ridiculous	21%
Very ridiculous	40%
<i>Brilliant (Net)</i>	<i>17%</i>
<i>Ridiculous (Net)</i>	<i>61%</i>

7. Would you use an app or a virtual world to do any of the following?

Total Yes Summary

	Total
Try on clothes and accessories	49%
Purchase clothes and accessories	45%
Try makeup, hair color, nail colors/designs	44%
Purchase furniture, household goods, home improvement items	43%
Test drive a car or vehicle	39%
Purchase food	38%
Purchase a car or vehicle	34%

Try on clothes and accessories	Total
Yes, I already have	9%
Yes, I would try it	40%
No	51%
<i>Yes (Net)</i>	<i>49%</i>

Try makeup, hair color, nail colors/designs	Total
Yes, I already have	9%
Yes, I would try it	35%
No	56%
<i>Yes (Net)</i>	<i>44%</i>

Test drive a car or vehicle	Total
Yes, I already have	6%
Yes, I would try it	33%
No	61%
<i>Yes (Net)</i>	<i>39%</i>



PUBLIC POLL FINDINGS AND METHODOLOGY

7. Would you use an app or a virtual world to do any of the following? (Continued)

Purchase clothes and accessories	Total
Yes, I already have	11%
Yes, I would try it	35%
No	55%
Yes (Net)	45%

Purchase food	Total
Yes, I already have	12%
Yes, I would try it	26%
No	62%
Yes (Net)	38%

Purchase furniture, household goods, home improvement items	Total
Yes, I already have	9%
Yes, I would try it	34%
No	57%
Yes (Net)	43%

Purchase a car or vehicle	Total
Yes, I already have	7%
Yes, I would try it	27%
No	66%
Yes (Net)	34%

PUBLIC POLL FINDINGS AND METHODOLOGY

8. Which of the following roles, if any, do you want companies to play in virtual reality/augmented reality or the metaverse?

	Total
Educate me on how to use the equipment or platforms	31%
Provide deals, discounts and incentives for me to use the equipment or platforms	29%
Make it cheaper or free for me to obtain the equipment to use the metaverse	28%
Make it easier for me to obtain the equipment to use the metaverse	24%
Provide ways to use or buy from their companies on the platforms	18%
Help make me a leader with my friends and family on the equipment or platforms	12%
None of the above	44%

9. Which of the following activities, if any, would you be interested in participating in in a virtual world?

	Total
Entertainment experiences	30%
Connecting with friends and family	28%
Gaming	27%
Travel experiences	26%
Training for a personal skill (e.g. home improvement task, craft, etc.)	24%
Education	24%
Training for a job skill	21%
Sports	17%
Work meetings	15%
None of these	37%



PUBLIC POLL FINDINGS AND METHODOLOGY

10. Are the following good or bad ways to run online spaces like social media or the metaverse?

Total Good Summary

	Total
Have community management (i.e. moderators, ability to report content)	59%
Have platforms (e.g., Meta, Roblox, Fortnite, etc.) set the rules	44%
Government regulations	40%
Let individuals do what they want	39%
Distributed Autonomous Organizations (DAOs) led by a collective of member-owners.	30%

Let individuals do what they want	Total
Very good	13%
Somewhat good	26%
Somewhat bad	19%
Very bad	21%
Don't know	21%
<i>Good (Net)</i>	<i>39%</i>
<i>Bad (Net)</i>	<i>40%</i>

Have platforms (e.g., Meta, Roblox, Fortnite, etc.) set the rules	Total
Very good	13%
Somewhat good	31%
Somewhat bad	15%
Very bad	12%
Don't know	29%
<i>Good (Net)</i>	<i>44%</i>
<i>Bad (Net)</i>	<i>27%</i>

Government regulations	Total
Very good	12%
Somewhat good	27%
Somewhat bad	19%
Very bad	17%
Don't know	25%
<i>Good (Net)</i>	<i>40%</i>
<i>Bad (Net)</i>	<i>36%</i>

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PUBLIC POLL FINDINGS AND METHODOLOGY

10. Are the following good or bad ways to run online spaces like social media or the metaverse?
(Continued)

Have community management (i.e. moderators, ability to report content)	Total
Very good	24%
Somewhat good	35%
Somewhat bad	10%
Very bad	7%
Don't know	23%
<i>Good (Net)</i>	<i>59%</i>
<i>Bad (Net)</i>	<i>18%</i>

Distributed Autonomous Organizations (DAOs) led by a collective of member-owners	Total
Very good	8%
Somewhat good	22%
Somewhat bad	15%
Very bad	11%
Don't know	44%
<i>Good (Net)</i>	<i>30%</i>
<i>Bad (Net)</i>	<i>26%</i>

11. How important are the following to make you feel like spending time on social media?

Total Important Summary

	Total
Being treated with respect regardless of your identity	80%
Having freedom of speech	76%
Being free to express your identity	69%
Constructive and civil discourse and discussion	68%
Having moderators of behavior or comments	62%
Being able to create groups that are limited to certain identities or beliefs	50%





PUBLIC POLL FINDINGS AND METHODOLOGY

11. How important are the following to make you feel like spending time on social media? (Continued)

Being treated with respect regardless of your identity	Total
Very important	52%
Somewhat important	28%
Not very important	6%
Not important at all	7%
Don't know	7%
<i>Important (Net)</i>	<i>80%</i>
<i>Not Important (Net)</i>	<i>13%</i>

Having freedom of speech	Total
Very important	44%
Somewhat important	32%
Not very important	7%
Not important at all	7%
Don't know	9%
<i>Important (Net)</i>	<i>76%</i>
<i>Not Important (Net)</i>	<i>14%</i>

Having moderators of behavior or comments	Total
Very important	27%
Somewhat important	35%
Not very important	13%
Not important at all	12%
Don't know	13%
<i>Important (Net)</i>	<i>62%</i>
<i>Not Important (Net)</i>	<i>25%</i>

Being free to express your identity	Total
Very important	36%
Somewhat important	33%
Not very important	10%
Not important at all	9%
Don't know	11%
<i>Important (Net)</i>	<i>69%</i>
<i>Not Important (Net)</i>	<i>20%</i>

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PUBLIC POLL FINDINGS AND METHODOLOGY

11. How important are the following to make you feel like spending time on social media? (Continued)

Constructive and civil discourse and discussion	Total
Very important	31%
Somewhat important	37%
Not very important	10%
Not important at all	9%
Don't know	13%
<i>Important (Net)</i>	<i>68%</i>
<i>Not Important (Net)</i>	<i>19%</i>

Being able to create groups that are limited to certain identities or beliefs	Total
Very important	19%
Somewhat important	31%
Not very important	18%
Not important at all	17%
Don't know	15%
<i>Important (Net)</i>	<i>50%</i>
<i>Not Important (Net)</i>	<i>35%</i>

12. What, if anything, are you interested in doing with the metaverse?

	Total
Watching a movie or show in the metaverse	29%
Exploring virtual worlds based on a TV show or film you've seen (e.g. "Star Wars," Marvel)	27%
Watching a movie or show in the metaverse and influence or choose the story line	20%
Shop products in a virtual world based on a story you know (TV show, movie, book, etc.)	20%
Become part of the story yourself in a virtual world	20%
None of these	50%



PUBLIC POLL FINDINGS AND METHODOLOGY

13. How confident, if at all, are you that the content or information you receive from each of the following sources is true?

Total Confident Summary

	Total
Something I saw with my own eyes	81%
My memory	76%
Government records (birth/death/marriage; property, licenses, etc.)	74%
Live audio/video as it happens	72%
My K-12 education	68%
Statements from researchers/academics	66%
Eyewitness statements	61%
My religious leaders	50%
Communications or advertising from major companies	42%
Statements from government officials	39%

Live audio/video as it happens	Total
Very confident	27%
Somewhat confident	45%
Not very confident	13%
Not at all confident	4%
Don't know/Does not apply to me	11%
<i>Confident (Net)</i>	<i>72%</i>
<i>Not Confident (Net)</i>	<i>17%</i>

Eyewitness statements	Total
Very confident	15%
Somewhat confident	45%
Not very confident	23%
Not at all confident	6%
Don't know/Does not apply to me	10%
<i>Confident (Net)</i>	<i>61%</i>
<i>Not Confident (Net)</i>	<i>29%</i>





PUBLIC POLL FINDINGS AND METHODOLOGY

13. How confident, if at all, are you that the content or information you receive from each of the following sources is true? (*Continued*)

Statements from government officials	Total
Very confident	10%
Somewhat confident	28%
Not very confident	32%
Not at all confident	20%
Don't know/Does not apply to me	10%
<i>Confident (Net)</i>	<i>39%</i>
<i>Not Confident (Net)</i>	<i>52%</i>

My religious leaders	Total
Very confident	18%
Somewhat confident	33%
Not very confident	19%
Not at all confident	12%
Don't know/Does not apply to me	19%
<i>Confident (Net)</i>	<i>50%</i>
<i>Not Confident (Net)</i>	<i>31%</i>

Statements from researchers/academics	Total
Very confident	21%
Somewhat confident	45%
Not very confident	19%
Not at all confident	5%
Don't know/Does not apply to me	10%
<i>Confident (Net)</i>	<i>66%</i>
<i>Not Confident (Net)</i>	<i>24%</i>

Something I saw with my own eyes	Total
Very confident	46%
Somewhat confident	36%
Not very confident	9%
Not at all confident	3%
Don't know/Does not apply to me	7%
<i>Confident (Net)</i>	<i>81%</i>
<i>Not Confident (Net)</i>	<i>12%</i>

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PUBLIC POLL FINDINGS AND METHODOLOGY

13. How confident, if at all, are you that the content or information you receive from each of the following sources is true? (Continued)

Government records (birth/death/marriage; property, licenses, etc.)	Total
Very confident	31%
Somewhat confident	42%
Not very confident	12%
Not at all confident	6%
Don't know/Does not apply to me	9%
<i>Confident (Net)</i>	<i>74%</i>
<i>Not Confident (Net)</i>	<i>18%</i>

My memory	Total
Very confident	29%
Somewhat confident	47%
Not very confident	14%
Not at all confident	4%
Don't know/Does not apply to me	7%
<i>Confident (Net)</i>	<i>76%</i>
<i>Not Confident (Net)</i>	<i>18%</i>

My K-12 education	Total
Very confident	24%
Somewhat confident	43%
Not very confident	14%
Not at all confident	5%
Don't know/Does not apply to me	13%
<i>Confident (Net)</i>	<i>68%</i>
<i>Not Confident (Net)</i>	<i>19%</i>

Communications or advertising from major companies	Total
Very confident	10%
Somewhat confident	32%
Not very confident	34%
Not at all confident	14%
Don't know/Does not apply to me	9%
<i>Confident (Net)</i>	<i>42%</i>
<i>Not Confident (Net)</i>	<i>49%</i>



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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
I do not want brand experiences in the metaverse	65%
I want brand experiences in the metaverse	35%

	Total
I can easily make purchasing decisions online today	77%
It would be easier to make purchasing decisions online in 3D virtual environments	23%

	Total
It's not easy to tell what's real and true in the news and social media	68%
It's easy to tell what's real and true in the news and social media	32%

	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%

	Total
I don't want to choose the storyline for a TV show or movie in real time	62%
I want to be able to choose the storyline for a TV show or movie in real time	38%

	Total
The government should help regulate the metaverse	54%
The government should not regulate the metaverse	46%



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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
Augmented reality tools that visually layer information over the physical world won't help my everyday life	63%
Augmented reality tools that visually layer information over the physical world will help my everyday life	37%

	Total
I feel safe to express myself online	52%
I do not feel safe to express myself online	48%

15. For each of the following future scenarios, select the one that seems most likely to happen.

	Total
Disinformation online will be harder to spot	73%
Disinformation online will be easier to spot	27%

	Total
People will spend more time in 3D virtual spaces like the metaverse	65%
People will not spend more time in 3D virtual spaces like the metaverse	35%

	Total
The metaverse will not be a safe place for everyone to participate and express themselves	71%
The metaverse will be a safe place for everyone to participate and express themselves	29%

	Total
The metaverse will be subject to government regulation	67%
The metaverse will not be subject to government regulation	33%





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16. For each of the following future scenarios, select the one that you would most prefer.

	Total
A world in which disinformation will be easier to spot	71%
A world in which disinformation will be harder to spot	29%

	Total
A world in which people do not spend more time in 3D virtual spaces like the metaverse	66%
A world in which people spend more time in 3D virtual spaces like the metaverse	34%

	Total
A world in which the government regulates the metaverse	55%
A world in which the government does not regulate the metaverse	45%

	Total
A world in which the metaverse will be a safe place for everyone to participate and express themselves	70%
A world in which the metaverse will not be a safe place for everyone to participate and express themselves	30%

17. For each of the various types of political systems below, please indicate how you feel about each as a way of governing this country.

Total Good Way of Governing Summary

	Total
Having a democracy, where politicians are elected	81%
Having experts, not elected politicians, govern a country	50%
Having a strong leader who does not have to work with Congress and elections	38%
Having religious leaders rule	28%
Having the military rule	26%

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17. For each of the various types of political systems below, please indicate how you feel about each as a way of governing this country. (Continued)

Having a democracy, where politicians are elected	Total
Very good way of governing the country	43%
Somewhat good way of governing the country	38%
Somewhat bad way of governing the country	13%
Very bad way of governing the country	6%
<i>Good Way of Governing (Net)</i>	<i>81%</i>
<i>Bad Way of Governing (Net)</i>	<i>19%</i>

Having experts, not elected politicians, govern a country	Total
Very good way of governing the country	13%
Somewhat good way of governing the country	37%
Somewhat bad way of governing the country	28%
Very bad way of governing the country	22%
<i>Good Way of Governing (Net)</i>	<i>50%</i>
<i>Bad Way of Governing (Net)</i>	<i>50%</i>

Having a strong leader who does not have to work with Congress and elections	Total
Very good way of governing the country	13%
Somewhat good way of governing the country	25%
Somewhat bad way of governing the country	30%
Very bad way of governing the country	32%
<i>Good Way of Governing (Net)</i>	<i>38%</i>
<i>Bad Way of Governing (Net)</i>	<i>62%</i>

Having the military rule	Total
Very good way of governing the country	7%
Somewhat good way of governing the country	19%
Somewhat bad way of governing the country	27%
Very bad way of governing the country	47%
<i>Good Way of Governing (Net)</i>	<i>26%</i>
<i>Bad Way of Governing (Net)</i>	<i>74%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

17. For each of the various types of political systems below, please indicate how you feel about each as a way of governing this country. (Continued)

Having religious leaders rule	Total
Very good way of governing the country	7%
Somewhat good way of governing the country	20%
Somewhat bad way of governing the country	28%
Very bad way of governing the country	45%
<i>Good Way of Governing (Net)</i>	<i>28%</i>
<i>Bad Way of Governing (Net)</i>	<i>72%</i>

[The Order of Q18 and Q19 Was Rotated]

18. Thinking about companies in each of the following industries, if you saw, read, or heard news or information that was **positive** about companies in that industry, how likely would you be to believe that story?

Total Likely Summary

	Total
Food and beverage	55%
Technology	51%
Retail	50%
Consumer Product Goods	49%
Automotive	46%
Airlines	45%
Telecommunications	45%
Finance	43%
Pharmaceuticals	40%
Mining, oil and gas	38%
Social media	34%

Airlines	Total
Very likely	9%
Somewhat likely	36%
Neither likely nor unlikely	41%
Somewhat unlikely	10%
Very unlikely	4%
<i>Likely (Net)</i>	<i>45%</i>
<i>Unlikely (Net)</i>	<i>14%</i>



PUBLIC POLL FINDINGS AND METHODOLOGY

18. Thinking about companies in each of the following industries, if you saw, read, or heard news or information that was **positive** about companies in that industry, how likely would you be to believe that story? (Continued)

Automotive	Total
Very likely	9%
Somewhat likely	36%
Neither likely nor unlikely	41%
Somewhat unlikely	9%
Very unlikely	4%
<i>Likely (Net)</i>	<i>46%</i>
<i>Unlikely (Net)</i>	<i>13%</i>

Consumer Product Goods	Total
Very likely	10%
Somewhat likely	39%
Neither likely nor unlikely	42%
Somewhat unlikely	6%
Very unlikely	2%
<i>Likely (Net)</i>	<i>49%</i>
<i>Unlikely (Net)</i>	<i>9%</i>

Mining, oil and gas	Total
Very likely	9%
Somewhat likely	29%
Neither likely nor unlikely	41%
Somewhat unlikely	12%
Very unlikely	9%
<i>Likely (Net)</i>	<i>38%</i>
<i>Unlikely (Net)</i>	<i>21%</i>

Finance	Total
Very likely	9%
Somewhat likely	33%
Neither likely nor unlikely	43%
Somewhat unlikely	10%
Very unlikely	5%
<i>Likely (Net)</i>	<i>43%</i>
<i>Unlikely (Net)</i>	<i>15%</i>

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18. Thinking about companies in each of the following industries, if you saw, read, or heard news or information that was **positive** about companies in that industry, how likely would you be to believe that story? (Continued)

Food and beverage	Total
Very likely	11%
Somewhat likely	44%
Neither likely nor unlikely	38%
Somewhat unlikely	5%
Very unlikely	3%
<i>Likely (Net)</i>	<i>55%</i>
<i>Unlikely (Net)</i>	<i>7%</i>

Pharmaceuticals	Total
Very likely	11%
Somewhat likely	29%
Neither likely nor unlikely	40%
Somewhat unlikely	13%
Very unlikely	7%
<i>Likely (Net)</i>	<i>40%</i>
<i>Unlikely (Net)</i>	<i>20%</i>

Retail	Total
Very likely	9%
Somewhat likely	41%
Neither likely nor unlikely	41%
Somewhat unlikely	7%
Very unlikely	3%
<i>Likely (Net)</i>	<i>50%</i>
<i>Unlikely (Net)</i>	<i>10%</i>

Social media	Total
Very likely	8%
Somewhat likely	25%
Neither likely nor unlikely	37%
Somewhat unlikely	20%
Very unlikely	9%
<i>Likely (Net)</i>	<i>34%</i>
<i>Unlikely (Net)</i>	<i>29%</i>

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PUBLIC POLL FINDINGS AND METHODOLOGY

18. Thinking about companies in each of the following industries, if you saw, read, or heard news or information that was **positive** about companies in that industry, how likely would you be to believe that story? (Continued)

Technology	Total
Very likely	13%
Somewhat likely	39%
Neither likely nor unlikely	38%
Somewhat unlikely	7%
Very unlikely	4%
<i>Likely (Net)</i>	<i>51%</i>
<i>Unlikely (Net)</i>	<i>11%</i>

Telecommunications	Total
Very likely	11%
Somewhat likely	35%
Neither likely nor unlikely	43%
Somewhat unlikely	8%
Very unlikely	3%
<i>Likely (Net)</i>	<i>45%</i>
<i>Unlikely (Net)</i>	<i>11%</i>

19. Thinking about companies in each of the following industries, if you saw, read, or heard news or information that was **negative** about companies in that industry, how likely would you be to believe that story?

Total Likely Summary

	Total
Social media	54%
Airlines	51%
Pharmaceuticals	49%
Consumer Product Goods	48%
Mining, oil and gas	48%
Automotive	47%
Finance	47%
Food and beverage	47%
Technology	46%
Retail	45%
Telecommunications	44%



PUBLIC POLL FINDINGS AND METHODOLOGY

19. Thinking about companies in each of the following industries, if you saw, read, or heard news or information that was **negative** about companies in that industry, how likely would you be to believe that story? (Continued)

Airlines	Total
Very likely	14%
Somewhat likely	37%
Neither likely nor unlikely	38%
Somewhat unlikely	8%
Very unlikely	3%
<i>Likely (Net)</i>	<i>51%</i>
<i>Unlikely (Net)</i>	<i>11%</i>

Automotive	Total
Very likely	10%
Somewhat likely	37%
Neither likely nor unlikely	42%
Somewhat unlikely	8%
Very unlikely	3%
<i>Likely (Net)</i>	<i>47%</i>
<i>Unlikely (Net)</i>	<i>11%</i>

Consumer Product Goods	Total
Very likely	11%
Somewhat likely	37%
Neither likely nor unlikely	41%
Somewhat unlikely	8%
Very unlikely	3%
<i>Likely (Net)</i>	<i>48%</i>
<i>Unlikely (Net)</i>	<i>11%</i>

Mining, oil and gas	Total
Very likely	16%
Somewhat likely	32%
Neither likely nor unlikely	37%
Somewhat unlikely	10%
Very unlikely	4%
<i>Likely (Net)</i>	<i>48%</i>
<i>Unlikely (Net)</i>	<i>14%</i>



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19. Thinking about companies in each of the following industries, if you saw, read, or heard news or information that was **negative** about companies in that industry, how likely would you be to believe that story? (Continued)

Finance	Total
Very likely	14%
Somewhat likely	33%
Neither likely nor unlikely	41%
Somewhat unlikely	8%
Very unlikely	4%
<i>Likely (Net)</i>	<i>47%</i>
<i>Unlikely (Net)</i>	<i>12%</i>

Food and beverage	Total
Very likely	10%
Somewhat likely	37%
Neither likely nor unlikely	40%
Somewhat unlikely	10%
Very unlikely	3%
<i>Likely (Net)</i>	<i>47%</i>
<i>Unlikely (Net)</i>	<i>13%</i>

Pharmaceuticals	Total
Very likely	16%
Somewhat likely	33%
Neither likely nor unlikely	37%
Somewhat unlikely	10%
Very unlikely	4%
<i>Likely (Net)</i>	<i>49%</i>
<i>Unlikely (Net)</i>	<i>14%</i>

Retail	Total
Very likely	10%
Somewhat likely	35%
Neither likely nor unlikely	42%
Somewhat unlikely	9%
Very unlikely	3%
<i>Likely (Net)</i>	<i>45%</i>
<i>Unlikely (Net)</i>	<i>12%</i>

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19. Thinking about companies in each of the following industries, if you saw, read, or heard news or information that was **negative** about companies in that industry, how likely would you be to believe that story? (Continued)

Social media	Total
Very likely	22%
Somewhat likely	33%
Neither likely nor unlikely	31%
Somewhat unlikely	9%
Very unlikely	6%
<i>Likely (Net)</i>	<i>54%</i>
<i>Unlikely (Net)</i>	<i>14%</i>

Technology	Total
Very likely	10%
Somewhat likely	36%
Neither likely nor unlikely	41%
Somewhat unlikely	10%
Very unlikely	3%
<i>Likely (Net)</i>	<i>46%</i>
<i>Unlikely (Net)</i>	<i>13%</i>

Telecommunications	Total
Very likely	11%
Somewhat likely	34%
Neither likely nor unlikely	44%
Somewhat unlikely	8%
Very unlikely	3%
<i>Likely (Net)</i>	<i>44%</i>
<i>Unlikely (Net)</i>	<i>12%</i>





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About the Study

These are some of the findings of an Ipsos poll conducted between June 30 – July 1, 2022. 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).

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About Ipsos

Ipsos is the world's third largest Insights and Analytics company, present in 90 markets and employing more than 18,000 people.

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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

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