



TOPLINE & METHODOLOGY

Ipsos Survey

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)
Interview dates: July 14-16, 2023
Number of interviews: 1,019

Margin of error: +/- 3.3 percentage points at the 95% confidence level for all respondents

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: * = less than 0.5%, - = no respondents, N/A = not applicable

Annotated Questionnaire:

1. Have you used any of the following in the last month?

Total Yes Summary

	Total June 2023 (N=1,019)	Total April 2023 (N=1,008)
A smartphone	93%	93%
An internet search engine	90%	89%
Social media	78%	77%
An online shopping site or e-commerce site	75%	77%
Two-factor security authentication on any of your devices	63%	69%
An online or app-based financial payment system	51%	63%
Voice assistants	31%	36%
A customer service chat program	30%	41%
An artificial intelligence (AI) chat or text program (chatbot)	15%	20%
An artificial intelligence (AI) image generation system	6%	9%
Virtual reality or metaverse systems	4%	7%
Crypto currency	4%	6%





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1_1. Have you used any of the following in the last month? – A smartphone

	Total June 2023 (N=1,019)	Total April 2023 (N=1,008)
Yes	93%	93%
No	6%	7%
Refused	1%	1%

1_2. Have you used any of the following in the last month? – An online shopping site or e-commerce site

	Total June 2023 (N=1,019)	Total April 2023 (N=1,008)
Yes	75%	77%
No	24%	22%
Refused	1%	1%

1_3. Have you used any of the following in the last month? – An online or app-based financial payment system

	Total June 2023 (N=1,019)	Total April 2023 (N=1,008)
Yes	51%	63%
No	48%	37%
Refused	1%	*

1_4. Have you used any of the following in the last month? – An internet search engine

	Total June 2023 (N=1,019)	Total April 2023 (N=1,008)
Yes	90%	89%
No	9%	11%
Refused	1%	*

1_5. Have you used any of the following in the last month? – Social media

	Total June 2023 (N=1,019)	Total April 2023 (N=1,008)
Yes	78%	77%
No	21%	22%
Refused	1%	1%





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1_6. Have you used any of the following in the last month? – A customer service chat program

	Total June 2023 (N=1,019)	Total April 2023 (N=1,008)
Yes	30%	41%
No	69%	59%
Refused	1%	*

1_7. Have you used any of the following in the last month? – An artificial intelligence (AI) chat or text program (chatbot)

	Total June 2023 (N=1,019)	Total April 2023 (N=1,008)
Yes	15%	20%
No	84%	79%
Refused	1%	1%

1_8. Have you used any of the following in the last month? – An artificial intelligence (AI) image generation system

	Total June 2023 (N=1,019)	Total April 2023 (N=1,008)
Yes	6%	9%
No	93%	90%
Refused	1%	*

1_9. Have you used any of the following in the last month? – Crypto currency

	Total June 2023 (N=1,019)	Total April 2023 (N=1,008)
Yes	4%	6%
No	94%	93%
Refused	2%	1%

1_10. Have you used any of the following in the last month? – Voice assistants

	Total June 2023 (N=1,019)	Total April 2023 (N=1,008)
Yes	31%	36%
No	67%	63%
Refused	1%	*





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1_11. Have you used any of the following in the last month? – Two-factor security authentication on any of your devices

	Total June 2023 (N=1,019)	Total April 2023 (N=1,008)
Yes	63%	69%
No	35%	30%
Refused	1%	1%

1_12. Have you used any of the following in the last month? – Virtual reality or metaverse systems

	Total June 2023 (N=1,019)	Total April 2023 (N=1,008)
Yes	4%	7%
No	95%	92%
Refused	1%	1%

2. Thinking about something else...Have you, personally, as an adult or as a child ever...?

Total Yes Summary

	Total June 2023 (N=1,019)	Total October 2021 (N=1,013)	Total April 2021 (N=1,017)	Total October 2007 (N=1,013)
Woken up from sleep with sense of a strange presence in the room	28%	27%	30%	30%
Seen or believed yourself to be in the presence of a ghost	25%	24%	24%	23%
Read your horoscope that accurately predicted your day/week/month	17%	21%	22%	N/A
Seen an unidentified flying object (UFO)	10%	10%	11%	14%
Experienced the healing power of crystals	4%	5%	4%	N/A

2_1. Thinking about something else...Have you, personally, as an adult or as a child ever...? – Seen or believed yourself to be in the presence of a ghost

	Total June 2023 (N=1,019)	Total October 2021 (N=1,013)	Total April 2021 (N=1,017)	Total October 2007 (N=1,013)
Yes	25%	24%	24%	23%
No	66%	67%	67%	77%
Don't know	8%	9%	9%	-
Refused	1%	1%	1%	N/A





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2_2. Thinking about something else...Have you, personally, as an adult or as a child ever...? – Seen an unidentified flying object (UFO)

	Total June 2023 (N=1,019)	Total October 2021 (N=1,013)	Total April 2021 (N=1,017)	Total October 2007 (N=1,013)
Yes	10%	10%	11%	14%
No	83%	82%	81%	85%
Don't know	6%	8%	7%	-
Refused	1%	1%	1%	N/A

2_3. Thinking about something else...Have you, personally, as an adult or as a child ever...? – Woken up from sleep with sense of a strange presence in the room

	Total June 2023 (N=1,019)	Total October 2021 (N=1,013)	Total April 2021 (N=1,017)	Total October 2007 (N=1,013)
Yes	28%	27%	30%	30%
No	67%	66%	63%	70%
Don't know	5%	6%	6%	-
Refused	1%	1%	1%	N/A

2_4. Thinking about something else...Have you, personally, as an adult or as a child ever...? – Experienced the healing power of crystals

	Total June 2023 (N=1,019)	Total October 2021 (N=1,013)	Total April 2021 (N=1,017)
Yes	4%	5%	4%
No	91%	90%	89%
Don't know	4%	5%	6%
Refused	1%	1%	1%

2_5. Thinking about something else...Have you, personally, as an adult or as a child ever...? – Read your horoscope that accurately predicted your day/week/month

	Total June 2023 (N=1,019)	Total October 2021 (N=1,013)	Total April 2021 (N=1,017)
Yes	17%	21%	22%
No	76%	68%	70%
Don't know	6%	10%	7%
Refused	1%	1%	1%



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3. In general, do you believe in or do you not believe in...

Total Believe Summary

	Total June 2023 (N=1,019)	Total October 2021 (N=1,013)	Total October 2007 (N=1,013)
Unidentified flying objects or U.F.O.s	42%	39%	34%
Ghosts	39%	36%	34%
Extra-sensory perception or E.S.P.	34%	36%	48%
Spells or witchcraft	22%	21%	19%

3_1. In general, do you believe in or do you not believe in... – Ghosts

	Total June 2023 (N=1,019)	Total October 2021 (N=1,013)	Total October 2007 (N=1,013)
Believe in it	39%	36%	34%
Do not believe in it	38%	43%	65%
Don't know	22%	20%	1%
Refused	*	1%	N/A

3_2. In general, do you believe in or do you not believe in... – Spells or witchcraft

	Total June 2023 (N=1,019)	Total October 2021 (N=1,013)	Total October 2007 (N=1,013)
Believe in it	22%	21%	19%
Do not believe in it	58%	60%	80%
Don't know	19%	18%	1%
Refused	*	1%	N/A

3_3. In general, do you believe in or do you not believe in... – Extra-sensory perception or E.S.P.

	Total June 2023 (N=1,019)	Total October 2021 (N=1,013)	Total October 2007 (N=1,013)
Believe in it	34%	36%	48%
Do not believe in it	37%	37%	49%
Don't know	29%	26%	3%
Refused	*	1%	N/A



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3_4. In general, do you believe in or do you not believe in... – Unidentified flying objects or U.F.O.s

	Total June 2023 (N=1,019)	Total October 2021 (N=1,013)	Total October 2007 (N=1,013)
Believe in it	42%	39%	34%
Do not believe in it	31%	35%	63%
Don't know	26%	26%	3%
Refused	1%	1%	N/A





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About the Study

This Ipsos poll was conducted July 14-16, 2023, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,019 general population adults age 18 or older.

The margin of sampling error for this study is plus or minus 3.3 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.15 for all respondents.

In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The data for the total sample were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, and household income. The demographic benchmarks came from the 2022 March Supplement of the Current Population Survey (CPS).

- Gender (Male, Female) by Age (18–29, 30–44, 45–59 and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other, Non-Hispanic, Hispanic, 2+ Races, Non-Hispanic)
- Education (Less than High School, High School, Some College, Bachelor or higher)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)





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About Ipsos

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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. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices 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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