



## PUBLIC POLL FINDINGS AND METHODOLOGY

### Ipsos What the Future: Conflict Survey

#### Topline Findings

**New York, November 1, 2023** — *These are the findings of an Ipsos poll conducted between August 24 – 25, 2023, for the [What the Future: Conflict](#) issue. For this survey, a sample of 1,107 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](mailto:matt.carmichael@ipsos.com)  
Tel: +1 312 218 7922

**GAME CHANGERS**





## PUBLIC POLL FINDINGS AND METHODOLOGY

### Full Annotated Questionnaire

1. Did you ever serve on active duty in the U.S. Armed Forces? Select one answer only.

	<b>Total (N=1,107)</b>
Yes	8%
No	92%

2. Do you have an immediate family member currently serving on active duty in the U.S. Armed Forces, Military Reserves, or National Guard? *Select one answer only.*

	<b>Total</b>
Yes	9%
No	91%

3. How prepared, if at all, do you feel for the following catastrophes or other devastating events?

#### Total Prepared Summary

	<b>Total</b>
Power outage	65%
Major health epidemic or pandemic	55%
Natural disaster where I live	41%
The upcoming effects of climate change	34%
The U.S. entering an armed conflict with another country	30%
Active shooter or other mass attack at a public place	30%
Terrorist attack in my country	24%
Data ransom of a government's or utility's computer systems	20%
A civil war where I live	17%
Nuclear or chemical spill where I live	15%



## PUBLIC POLL FINDINGS AND METHODOLOGY

3. How prepared, if at all, do you feel for the following catastrophes or other devastating events?  
(Continued)

a. Data ransom of a government's or utility's computer systems

	Total
Very prepared	5%
Somewhat prepared	14%
Not very prepared	40%
Not at all prepared	27%
Don't know	13%
<i>Prepared (Net)</i>	<i>20%</i>
<i>Not prepared (Net)</i>	<i>67%</i>

b. Major health epidemic or pandemic

	Total
Very prepared	11%
Somewhat prepared	44%
Not very prepared	26%
Not at all prepared	13%
Don't know	6%
<i>Prepared (Net)</i>	<i>55%</i>
<i>Not prepared (Net)</i>	<i>39%</i>

c. Natural disaster where I live

	Total
Very prepared	8%
Somewhat prepared	33%
Not very prepared	35%
Not at all prepared	19%
Don't know	5%
<i>Prepared (Net)</i>	<i>41%</i>
<i>Not prepared (Net)</i>	<i>54%</i>

d. Nuclear or chemical spill where I live

	Total
Very prepared	4%
Somewhat prepared	11%
Not very prepared	33%
Not at all prepared	43%
Don't know	9%
<i>Prepared (Net)</i>	<i>15%</i>
<i>Not prepared (Net)</i>	<i>76%</i>

## PUBLIC POLL FINDINGS AND METHODOLOGY

3. How prepared, if at all, do you feel for the following catastrophes or other devastating events?  
(Continued)

e. Terrorist attack in my country

	Total
Very prepared	5%
Somewhat prepared	19%
Not very prepared	36%
Not at all prepared	32%
Don't know	8%
<i>Prepared (Net)</i>	<i>24%</i>
<i>Not prepared (Net)</i>	<i>68%</i>

f. The U.S. entering an armed conflict with another country

	Total
Very prepared	8%
Somewhat prepared	23%
Not very prepared	36%
Not at all prepared	23%
Don't know	10%
<i>Prepared (Net)</i>	<i>30%</i>
<i>Not prepared (Net)</i>	<i>59%</i>

g. A civil war where I live

	Total
Very prepared	5%
Somewhat prepared	12%
Not very prepared	32%
Not at all prepared	41%
Don't know	10%
<i>Prepared (Net)</i>	<i>17%</i>
<i>Not prepared (Net)</i>	<i>73%</i>

h. Active shooter or other mass attack at a public place

	Total
Very prepared	6%
Somewhat prepared	24%
Not very prepared	35%
Not at all prepared	27%
Don't know	8%
<i>Prepared (Net)</i>	<i>30%</i>
<i>Not prepared (Net)</i>	<i>62%</i>

## PUBLIC POLL FINDINGS AND METHODOLOGY

3. How prepared, if at all, do you feel for the following catastrophes or other devastating events?  
(Continued)

i. Power outage

	Total
Very prepared	18%
Somewhat prepared	47%
Not very prepared	23%
Not at all prepared	9%
Don't know	4%
<i>Prepared (Net)</i>	<i>65%</i>
<i>Not prepared (Net)</i>	<i>31%</i>

j. The upcoming effects of climate change

	Total
Very prepared	8%
Somewhat prepared	26%
Not very prepared	37%
Not at all prepared	20%
Don't know	10%
<i>Prepared (Net)</i>	<i>34%</i>
<i>Not prepared (Net)</i>	<i>57%</i>

4. What, if anything, have you done to prepare for any of the possible catastrophes or other devastating events?

Total Yes Summary

	Total
Purchased generator, batteries, chargers or alternate energy	39%
Learned self-defense, first aid or survival skills	32%
Stockpiled food, water, or first aid supplies for a survival kit	31%
Stockpiled toilet paper	26%
Purchased firearms, weapons or tactical gear	21%
Researched where to get help in a disaster like shelters, hospitals, etc.	20%
Stockpiled cash or precious metals	19%
Made evacuation or bug out and shelter plan	18%

## PUBLIC POLL FINDINGS AND METHODOLOGY

4. What, if anything, have you done to prepare for any of the possible catastrophes or other devastating events? *(Continued)*

a. Made evacuation or bug out and shelter plan

	Total
Yes	18%
No	82%

b. Researched where to get help in a disaster like shelters, hospitals, etc.

	Total
Yes	20%
No	80%

c. Purchased generator, batteries, chargers or alternate energy

	Total
Yes	39%
No	61%

d. Purchased firearms, weapons or tactical gear

	Total
Yes	21%
No	79%

e. Stockpiled food, water, or first aid supplies for a survival kit

	Total
Yes	31%
No	69%

f. Learned self-defense, first aid or survival skills

	Total
Yes	32%
No	68%

g. Stockpiled cash or precious metals

	Total
Yes	19%
No	81%

## PUBLIC POLL FINDINGS AND METHODOLOGY

4. What, if anything, have you done to prepare for any of the possible catastrophes or other devastating events? (*Continued*)

- h. Stockpiled toilet paper

	Total
Yes	26%
No	74%

5. How much do you agree or disagree with the following?

### Total Agree Summary

	Total
Every person should be prepared for emergencies	83%
If there is widespread disaster or war, it won't matter how prepared I am	60%
When I feel uncertain, I tend to spend less money	58%
I can count on my family for aid in a disaster	56%
I try to save money in case of a disaster	54%
I purchase goods to have on hand in an emergency	47%
No matter what events happen, they are God's plan	40%
I am better prepared to survive a disaster than my neighbors	26%
I can count on the government for aid in a disaster	23%
I am better prepared to survive a civil conflict than my neighbors	23%

- a. Every person should be prepared for emergencies

	Total
Strongly agree	39%
Somewhat agree	44%
Neither agree nor disagree	14%
Somewhat disagree	1%
Strongly disagree	1%
Don't know	1%
<i>Agree (Net)</i>	<i>83%</i>
<i>Disagree (Net)</i>	<i>2%</i>

## PUBLIC POLL FINDINGS AND METHODOLOGY

5. How much do you agree or disagree with the following? (*Continued*)

b. I can count on the government for aid in a disaster

	<b>Total</b>
Strongly agree	5%
Somewhat agree	19%
Neither agree nor disagree	29%
Somewhat disagree	22%
Strongly disagree	21%
Don't know	5%
<i>Agree (Net)</i>	<i>23%</i>
<i>Disagree (Net)</i>	<i>42%</i>

c. I can count on my family for aid in a disaster

	<b>Total</b>
Strongly agree	22%
Somewhat agree	34%
Neither agree nor disagree	24%
Somewhat disagree	8%
Strongly disagree	8%
Don't know	4%
<i>Agree (Net)</i>	<i>56%</i>
<i>Disagree (Net)</i>	<i>17%</i>

d. If there is widespread disaster or war, it won't matter how prepared I am

	<b>Total</b>
Strongly agree	20%
Somewhat agree	40%
Neither agree nor disagree	21%
Somewhat disagree	9%
Strongly disagree	6%
Don't know	3%
<i>Agree (Net)</i>	<i>60%</i>
<i>Disagree (Net)</i>	<i>15%</i>



## PUBLIC POLL FINDINGS AND METHODOLOGY

5. How much do you agree or disagree with the following? (*Continued*)

e. I am better prepared to survive a disaster than my neighbors

	<b>Total</b>
Strongly agree	9%
Somewhat agree	17%
Neither agree nor disagree	43%
Somewhat disagree	14%
Strongly disagree	6%
Don't know	11%
<i>Agree (Net)</i>	<i>26%</i>
<i>Disagree (Net)</i>	<i>21%</i>

f. I am better prepared to survive a civil conflict than my neighbors

	<b>Total</b>
Strongly agree	8%
Somewhat agree	14%
Neither agree nor disagree	41%
Somewhat disagree	18%
Strongly disagree	8%
Don't know	10%
<i>Agree (Net)</i>	<i>23%</i>
<i>Disagree (Net)</i>	<i>26%</i>

g. No matter what events happen, they are God's plan

	<b>Total</b>
Strongly agree	20%
Somewhat agree	20%
Neither agree nor disagree	24%
Somewhat disagree	8%
Strongly disagree	21%
Don't know	6%
<i>Agree (Net)</i>	<i>40%</i>
<i>Disagree (Net)</i>	<i>30%</i>

## PUBLIC POLL FINDINGS AND METHODOLOGY

5. How much do you agree or disagree with the following? (*Continued*)

h. I try to save money in case of a disaster

	<b>Total</b>
Strongly agree	14%
Somewhat agree	40%
Neither agree nor disagree	24%
Somewhat disagree	14%
Strongly disagree	5%
Don't know	2%
<i>Agree (Net)</i>	<i>54%</i>
<i>Disagree (Net)</i>	<i>19%</i>

i. I purchase goods to have on hand in an emergency

	<b>Total</b>
Strongly agree	13%
Somewhat agree	33%
Neither agree nor disagree	25%
Somewhat disagree	17%
Strongly disagree	9%
Don't know	2%
<i>Agree (Net)</i>	<i>47%</i>
<i>Disagree (Net)</i>	<i>26%</i>

j. When I feel uncertain, I tend to spend less money

	<b>Total</b>
Strongly agree	20%
Somewhat agree	38%
Neither agree nor disagree	27%
Somewhat disagree	9%
Strongly disagree	4%
Don't know	3%
<i>Agree (Net)</i>	<i>58%</i>
<i>Disagree (Net)</i>	<i>13%</i>

## PUBLIC POLL FINDINGS AND METHODOLOGY

6. What reasons, if any, would you be willing to fight for or support the U.S in if it joined conflict over them?

	Total
Responding to an attack on the U.S.	49%
I don't believe we should fight wars	26%
Responding to an attack on an ally	22%
Natural resources (energy, metals, water)	19%
Ideology (e.g., Democracy, Socialism, Conservatism, Feminism)	18%
Land	17%
Economics	15%
Religion	14%
Control over the moon or satellite space	5%
None of these	12%

7. How likely, if at all, is it that the following will happen in the next twelve months?

### Total Likely Summary

	Total
Active shooter or other mass attack at a public place somewhere in the U.S.	79%
A large-scale cyberattack on U.S. infrastructure or businesses	57%
Active shooter or other mass attack at a public place near you	52%
Widespread civil unrest in the U.S.	49%
Economic collapse	46%
Your personal information gets hacked and/or ransomed	45%
A natural disaster where you live	44%
The U.S. becoming engaged in a broad global conflict like a world war	43%
A crime surge in your town	38%
A civil war in the U.S.	29%
A break-in at your house	21%



## PUBLIC POLL FINDINGS AND METHODOLOGY

7. How likely, if at all, is it that the following will happen in the next twelve months? (Continued)

a. Widespread civil unrest in the U.S.

	Total
Very likely	10%
Somewhat likely	39%
Not very likely	41%
Not at all likely	10%
<i>Likely (Net)</i>	<i>49%</i>
<i>Not Likely (Net)</i>	<i>51%</i>

b. A civil war in the U.S.

	Total
Very likely	6%
Somewhat likely	23%
Not very likely	51%
Not at all likely	20%
<i>Likely (Net)</i>	<i>29%</i>
<i>Not Likely (Net)</i>	<i>71%</i>

c. The U.S. becoming engaged in a broad global conflict like a world war

	Total
Very likely	8%
Somewhat likely	35%
Not very likely	48%
Not at all likely	10%
<i>Likely (Net)</i>	<i>43%</i>
<i>Not Likely (Net)</i>	<i>57%</i>

d. Active shooter or other mass attack at a public place near you

	Total
Very likely	12%
Somewhat likely	40%
Not very likely	40%
Not at all likely	8%
<i>Likely (Net)</i>	<i>52%</i>
<i>Not Likely (Net)</i>	<i>48%</i>





## PUBLIC POLL FINDINGS AND METHODOLOGY

7. How likely, if at all, is it that the following will happen in the next twelve months? (Continued)

e. Active shooter or other mass attack at a public place somewhere in the U.S.

	<b>Total</b>
Very likely	35%
Somewhat likely	45%
Not very likely	16%
Not at all likely	4%
<i>Likely (Net)</i>	<i>79%</i>
<i>Not Likely (Net)</i>	<i>21%</i>

f. Your personal information gets hacked and/or ransomed

	<b>Total</b>
Very likely	8%
Somewhat likely	37%
Not very likely	47%
Not at all likely	9%
<i>Likely (Net)</i>	<i>45%</i>
<i>Not Likely (Net)</i>	<i>55%</i>

g. A large-scale cyberattack on U.S. infrastructure or businesses

	<b>Total</b>
Very likely	9%
Somewhat likely	47%
Not very likely	36%
Not at all likely	7%
<i>Likely (Net)</i>	<i>57%</i>
<i>Not Likely (Net)</i>	<i>43%</i>

h. A crime surge in your town

	<b>Total</b>
Very likely	7%
Somewhat likely	30%
Not very likely	51%
Not at all likely	11%
<i>Likely (Net)</i>	<i>38%</i>
<i>Not Likely (Net)</i>	<i>62%</i>



## PUBLIC POLL FINDINGS AND METHODOLOGY

7. How likely, if at all, is it that the following will happen in the next twelve months? *(Continued)*

i. A break-in at your house

	<b>Total</b>
Very likely	4%
Somewhat likely	17%
Not very likely	61%
Not at all likely	18%
<i>Likely (Net)</i>	<i>21%</i>
<i>Not Likely (Net)</i>	<i>79%</i>

j. A natural disaster where you live

	<b>Total</b>
Very likely	8%
Somewhat likely	36%
Not very likely	48%
Not at all likely	9%
<i>Likely (Net)</i>	<i>44%</i>
<i>Not Likely (Net)</i>	<i>56%</i>

k. Economic collapse

	<b>Total</b>
Very likely	10%
Somewhat likely	37%
Not very likely	44%
Not at all likely	10%
<i>Likely (Net)</i>	<i>46%</i>
<i>Not Likely (Net)</i>	<i>54%</i>

## PUBLIC POLL FINDINGS AND METHODOLOGY

### 8. How bad would it be if each of these events were to happen in the next 12 months?

#### Total Bad Summary

	Total
The U.S. becoming engaged in a broad global conflict like a world war	94%
Economic collapse	94%
Widespread civil unrest in the U.S.	93%
A civil war in the U.S.	92%
Active shooter or other mass attack at a public place somewhere in the U.S.	92%
A natural disaster where you live	92%
Active shooter or other mass attack at a public place near you	91%
Your personal information gets hacked and/or ransomed	91%
A large-scale cyberattack on U.S. infrastructure or businesses	91%
A crime surge in your town	91%
A break-in at your house	91%

#### a. Widespread civil unrest in the U.S.

	Total
Very bad	64%
Somewhat bad	29%
Not so bad	5%
Not bad at all	2%
<b>Bad (Net)</b>	<b>93%</b>
<b>Not Bad (Net)</b>	<b>7%</b>

#### b. A civil war in the U.S.

	Total
Very bad	77%
Somewhat bad	15%
Not so bad	6%
Not bad at all	2%
<b>Bad (Net)</b>	<b>92%</b>
<b>Not Bad (Net)</b>	<b>8%</b>

## PUBLIC POLL FINDINGS AND METHODOLOGY

8. How bad would it be if each of these events were to happen in the next 12 months? (*Continued*)

c. The U.S. becoming engaged in a broad global conflict like a world war

	<b>Total</b>
Very bad	71%
Somewhat bad	22%
Not so bad	5%
Not bad at all	1%
<i>Bad (Net)</i>	<i>94%</i>
<i>Not Bad (Net)</i>	<i>6%</i>

d. Active shooter or other mass attack at a public place near you

	<b>Total</b>
Very bad	67%
Somewhat bad	24%
Not so bad	7%
Not bad at all	2%
<i>Bad (Net)</i>	<i>91%</i>
<i>Not Bad (Net)</i>	<i>9%</i>

e. Active shooter or other mass attack at a public place somewhere in the U.S.

	<b>Total</b>
Very bad	62%
Somewhat bad	30%
Not so bad	6%
Not bad at all	2%
<i>Bad (Net)</i>	<i>92%</i>
<i>Not Bad (Net)</i>	<i>8%</i>

f. Your personal information gets hacked and/or ransomed

	<b>Total</b>
Very bad	55%
Somewhat bad	36%
Not so bad	7%
Not bad at all	2%
<i>Bad (Net)</i>	<i>91%</i>
<i>Not Bad (Net)</i>	<i>9%</i>



## PUBLIC POLL FINDINGS AND METHODOLOGY

8. How bad would it be if each of these events were to happen in the next 12 months? (*Continued*)

g. A large-scale cyberattack on U.S. infrastructure or businesses

	<b>Total</b>
Very bad	63%
Somewhat bad	29%
Not so bad	6%
Not bad at all	2%
<i>Bad (Net)</i>	<i>91%</i>
<i>Not Bad (Net)</i>	<i>9%</i>

h. A crime surge in your town

	<b>Total</b>
Very bad	54%
Somewhat bad	37%
Not so bad	7%
Not bad at all	2%
<i>Bad (Net)</i>	<i>91%</i>
<i>Not Bad (Net)</i>	<i>9%</i>

i. A break-in at your house

	<b>Total</b>
Very bad	60%
Somewhat bad	32%
Not so bad	6%
Not bad at all	2%
<i>Bad (Net)</i>	<i>91%</i>
<i>Not Bad (Net)</i>	<i>9%</i>

j. A natural disaster where you live

	<b>Total</b>
Very bad	58%
Somewhat bad	34%
Not so bad	6%
Not bad at all	2%
<i>Bad (Net)</i>	<i>92%</i>
<i>Not Bad (Net)</i>	<i>8%</i>

## PUBLIC POLL FINDINGS AND METHODOLOGY

8. How bad would it be if each of these events were to happen in the next 12 months? *(Continued)*

k. Economic collapse

	<b>Total</b>
Very bad	72%
Somewhat bad	22%
Not so bad	5%
Not bad at all	1%
<i>Bad (Net)</i>	<i>94%</i>
<i>Not Bad (Net)</i>	<i>6%</i>

9. If the following were to happen in the next twelve months, how prepared would you be?

Total Prepared Summary

	<b>Total</b>
A break-in at your house	47%
A natural disaster where you live	40%
Your personal information gets hacked and/or ransomed	37%
A crime surge in your town	35%
Economic collapse	33%
Active shooter or other mass attack at a public place somewhere in the U.S.	29%
Active shooter or other mass attack at a public place near you	27%
Widespread civil unrest in the U.S.	25%
The U.S. becoming engaged in a broad global conflict like a world war	21%
A large-scale cyberattack on U.S. infrastructure or businesses	20%
A civil war in the U.S.	19%

a. Widespread civil unrest in the U.S.

	<b>Total</b>
Very prepared	6%
Somewhat prepared	19%
Not very prepared	42%
Not at all prepared	23%
Don't know	10%
<i>Prepared (Net)</i>	<i>25%</i>
<i>Not Prepared (Net)</i>	<i>65%</i>

## PUBLIC POLL FINDINGS AND METHODOLOGY

9. If the following were to happen in the next twelve months, how prepared would you be?  
(Continued)

b. A civil war in the U.S.

	<b>Total</b>
Very prepared	5%
Somewhat prepared	14%
Not very prepared	37%
Not at all prepared	34%
Don't know	10%
<i>Prepared (Net)</i>	<i>19%</i>
<i>Not Prepared (Net)</i>	<i>71%</i>

c. The U.S. becoming engaged in a broad global conflict like a world war

	<b>Total</b>
Very prepared	7%
Somewhat prepared	15%
Not very prepared	42%
Not at all prepared	29%
Don't know	8%
<i>Prepared (Net)</i>	<i>21%</i>
<i>Not Prepared (Net)</i>	<i>70%</i>

d. Active shooter or other mass attack at a public place near you

	<b>Total</b>
Very prepared	6%
Somewhat prepared	20%
Not very prepared	38%
Not at all prepared	27%
Don't know	8%
<i>Prepared (Net)</i>	<i>27%</i>
<i>Not Prepared (Net)</i>	<i>65%</i>

e. Active shooter or other mass attack at a public place somewhere in the U.S.

	<b>Total</b>
Very prepared	7%
Somewhat prepared	23%
Not very prepared	35%
Not at all prepared	25%
Don't know	11%
<i>Prepared (Net)</i>	<i>29%</i>
<i>Not Prepared (Net)</i>	<i>60%</i>

## PUBLIC POLL FINDINGS AND METHODOLOGY

9. If the following were to happen in the next twelve months, how prepared would you be?  
(Continued)

f. Your personal information gets hacked and/or ransomed

	Total
Very prepared	7%
Somewhat prepared	30%
Not very prepared	36%
Not at all prepared	20%
Don't know	7%
<i>Prepared (Net)</i>	<i>37%</i>
<i>Not Prepared (Net)</i>	<i>56%</i>

g. A large-scale cyberattack on U.S. infrastructure or businesses

	Total
Very prepared	4%
Somewhat prepared	16%
Not very prepared	45%
Not at all prepared	26%
Don't know	9%
<i>Prepared (Net)</i>	<i>20%</i>
<i>Not Prepared (Net)</i>	<i>71%</i>

h. A crime surge in your town

	Total
Very prepared	7%
Somewhat prepared	29%
Not very prepared	40%
Not at all prepared	17%
Don't know	7%
<i>Prepared (Net)</i>	<i>35%</i>
<i>Not Prepared (Net)</i>	<i>57%</i>

i. A break-in at your house

	Total
Very prepared	15%
Somewhat prepared	32%
Not very prepared	30%
Not at all prepared	16%
Don't know	6%
<i>Prepared (Net)</i>	<i>47%</i>
<i>Not Prepared (Net)</i>	<i>46%</i>

## PUBLIC POLL FINDINGS AND METHODOLOGY

9. If the following were to happen in the next twelve months, how prepared would you be?  
(Continued)

j. A natural disaster where you live

	<b>Total</b>
Very prepared	6%
Somewhat prepared	34%
Not very prepared	35%
Not at all prepared	19%
Don't know	6%
<i>Prepared (Net)</i>	<i>40%</i>
<i>Not Prepared (Net)</i>	<i>54%</i>

k. Economic collapse

	<b>Total</b>
Very prepared	5%
Somewhat prepared	27%
Not very prepared	33%
Not at all prepared	26%
Don't know	8%
<i>Prepared (Net)</i>	<i>33%</i>
<i>Not Prepared (Net)</i>	<i>60%</i>

10. How much of an impact, if any, do you expect your skills/proficiency in the following to shape your employability in the future?

### Total Major Impact Summary

	<b>Total</b>
Critical thinking	47%
Mental resilience	42%
Ethics/morals	38%
Technical/technological	37%
Project management	30%
Foresight	29%
Physical fitness	26%

a. Technical/technological

	<b>Total</b>
Major impact	37%
Minor impact	37%
No impact at all	26%
<i>Impact (Net)</i>	<i>74%</i>

## PUBLIC POLL FINDINGS AND METHODOLOGY

10. How much of an impact, if any, do you expect your skills/proficiency in the following to shape your employability in the future? (*Continued*)

b. Project management

	<b>Total</b>
Major impact	30%
Minor impact	38%
No impact at all	33%
<i>Impact (Net)</i>	<i>67%</i>

c. Ethics/morals

	<b>Total</b>
Major impact	38%
Minor impact	36%
No impact at all	26%
<i>Impact (Net)</i>	<i>74%</i>

d. Foresight

	<b>Total</b>
Major impact	29%
Minor impact	44%
No impact at all	27%
<i>Impact (Net)</i>	<i>73%</i>

e. Physical fitness

	<b>Total</b>
Major impact	26%
Minor impact	44%
No impact at all	30%
<i>Impact (Net)</i>	<i>70%</i>

f. Mental resilience

	<b>Total</b>
Major impact	42%
Minor impact	34%
No impact at all	24%
<i>Impact (Net)</i>	<i>76%</i>



## PUBLIC POLL FINDINGS AND METHODOLOGY

10. How much of an impact, if any, do you expect your skills/proficiency in the following to shape your employability in the future? (*Continued*)

g. Critical thinking

	<b>Total</b>
Major impact	47%
Minor impact	31%
No impact at all	22%
<i>Impact (Net)</i>	<i>78%</i>

11. For the following future scenarios, do **you want** any of them to happen?

Total Yes Summary

	<b>Total</b>
U.S. veterans get the physical and mental healthcare they need	88%
We have energy independence	82%
We are largely free of global armed conflict	76%
The U.S. will reshore many of its vital industries	66%
Countries fend for themselves	54%
The U.S. spends more on defense	49%
The U.S. spends less on defense	42%
Cyber warfare will create ongoing chaos	23%
The U.S. is no longer the leading superpower	21%
Climate change forces more conflict between nations	19%

a. The U.S. is no longer the leading superpower

	<b>Total</b>
Yes	21%
No	79%

b. Countries fend for themselves

	<b>Total</b>
Yes	54%
No	46%

c. We have energy independence

	<b>Total</b>
Yes	82%
No	18%



## PUBLIC POLL FINDINGS AND METHODOLOGY

11. For the following future scenarios, do **you want** any of them to happen? (*Continued*)

d. We are largely free of global armed conflict

	Total
Yes	76%
No	24%

e. The U.S. spends less on defense

	Total
Yes	42%
No	58%

f. The U.S. spends more on defense

	Total
Yes	49%
No	51%

g. Climate change forces more conflict between nations

	Total
Yes	19%
No	81%

h. The U.S. will reshore many of its vital industries

	Total
Yes	66%
No	34%

i. Cyber warfare will create ongoing chaos

	Total
Yes	23%
No	77%

j. U.S. veterans get the physical and mental healthcare they need

	Total
Yes	88%
No	12%



## PUBLIC POLL FINDINGS AND METHODOLOGY

12. For the following future scenarios, to what extent do you think they **are likely** to happen?

### Total Likely Summary

	Total
The U.S. spends more on defense	71%
Cyber warfare will create ongoing chaos	67%
Climate change forces more conflict between nations	58%
The U.S. is no longer the leading superpower	46%
The U.S. will reshore many of its vital industries	45%
U.S. veterans get the physical and mental healthcare they need	45%
We have energy independence	38%
Countries fend for themselves	29%
The U.S. spends less on defense	27%
We are largely free of global armed conflict	21%

a. The U.S. is no longer the leading superpower

	Total
Very likely	10%
Somewhat likely	36%
Not very likely	43%
Not at all likely	10%
<i>Likely (Net)</i>	<i>46%</i>
<i>Not Likely (Net)</i>	<i>54%</i>

b. Countries fend for themselves

	Total
Very likely	6%
Somewhat likely	23%
Not very likely	57%
Not at all likely	14%
<i>Likely (Net)</i>	<i>29%</i>
<i>Not Likely (Net)</i>	<i>71%</i>

## PUBLIC POLL FINDINGS AND METHODOLOGY

12. For the following future scenarios, to what extent do you think they **are likely** to happen?  
(Continued)

c. We have energy independence

	Total
Very likely	8%
Somewhat likely	30%
Not very likely	50%
Not at all likely	12%
<i>Likely (Net)</i>	<i>38%</i>
<i>Not Likely (Net)</i>	<i>62%</i>

d. We are largely free of global armed conflict

	Total
Very likely	5%
Somewhat likely	16%
Not very likely	54%
Not at all likely	25%
<i>Likely (Net)</i>	<i>21%</i>
<i>Not Likely (Net)</i>	<i>79%</i>

e. The U.S. spends less on defense

	Total
Very likely	6%
Somewhat likely	21%
Not very likely	54%
Not at all likely	18%
<i>Likely (Net)</i>	<i>27%</i>
<i>Not Likely (Net)</i>	<i>73%</i>

f. The U.S. spends more on defense

	Total
Very likely	20%
Somewhat likely	51%
Not very likely	24%
Not at all likely	5%
<i>Likely (Net)</i>	<i>71%</i>
<i>Not Likely (Net)</i>	<i>29%</i>

## PUBLIC POLL FINDINGS AND METHODOLOGY

12. For the following future scenarios, to what extent do you think they **are likely** to happen?  
(Continued)

g. Climate change forces more conflict between nations

	<b>Total</b>
Very likely	12%
Somewhat likely	46%
Not very likely	34%
Not at all likely	8%
<i>Likely (Net)</i>	<i>58%</i>
<i>Not Likely (Net)</i>	<i>42%</i>

h. The U.S. will reshore many of its vital industries

	<b>Total</b>
Very likely	7%
Somewhat likely	38%
Not very likely	48%
Not at all likely	7%
<i>Likely (Net)</i>	<i>45%</i>
<i>Not Likely (Net)</i>	<i>55%</i>

i. Cyber warfare will create ongoing chaos

	<b>Total</b>
Very likely	16%
Somewhat likely	51%
Not very likely	29%
Not at all likely	5%
<i>Likely (Net)</i>	<i>67%</i>
<i>Not Likely (Net)</i>	<i>33%</i>

j. U.S. veterans get the physical and mental healthcare they need

	<b>Total</b>
Very likely	7%
Somewhat likely	38%
Not very likely	43%
Not at all likely	12%
<i>Likely (Net)</i>	<i>45%</i>
<i>Not Likely (Net)</i>	<i>55%</i>

## PUBLIC POLL FINDINGS AND METHODOLOGY

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

	<b>Total</b>
The U.S. will be involved in a global conflict in my lifetime	72%
The U.S. will be in peace in my lifetime	28%

	<b>Total</b>
The U.S. will experience renewed civic cooperation	54%
The U.S. will experience a civil war in my lifetime	46%

	<b>Total</b>
The U.S. will embrace international collaboration and diplomacy	63%
The U.S. will become more nationalist and isolationist	37%

	<b>Total</b>
Cyber conflict will increase the likelihood of real-world conflicts	77%
Cyber conflict will not increase the likelihood of real-world conflicts	23%

	<b>Total</b>
I am not prepared for potential natural disasters or emergencies	62%
I am prepared for potential natural disasters or emergencies	38%

	<b>Total</b>
Climate change and resource scarcity will be primary drivers of future conflicts	53%
Global cooperation will provide solutions to climate change and resource scarcity	47%

## PUBLIC POLL FINDINGS AND METHODOLOGY

13. 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
Businesses are not prepared to continue providing goods and services in a long-term conflict or disaster	66%
Businesses are prepared to continue providing goods and services in a long-term conflict or disaster	34%

	Total
Our armed forces have trained properly for future conflicts	67%
Our armed forces have not trained properly for future conflicts	33%



## PUBLIC POLL FINDINGS AND METHODOLOGY

### About the Study

These are some of the findings of an Ipsos poll conducted between August 24 – 25, 2023. For this survey, a sample of 1,107 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=1,107, 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](mailto:matt.carmichael@ipsos.com)

Mallory Newall  
Vice President, US  
Public Affairs  
+1 202 374-2613  
[mallory.newall@ipsos.com](mailto:mallory.newall@ipsos.com)

Kate Silverstein  
Media Relations Specialist, US  
Public Affairs  
+1 718 755-8829  
[kate.silverstein@ipsos.com](mailto: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](mailto:matt.carmichael@ipsos.com)  
Tel: +1 312 218 7922

GAME CHANGERS





## PUBLIC POLL FINDINGS AND METHODOLOGY

### 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).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP [www.ipsos.com](http://www.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](mailto:matt.carmichael@ipsos.com)  
Tel: +1 312 218 7922

**GAME CHANGERS**

