



## PUBLIC POLL FINDINGS AND METHODOLOGY

### Ipsos What the Future: Influence Survey

#### Topline Findings

**New York, January 23, 2025** — *These are the findings of an Ipsos poll conducted between November 14 – 15, 2024, for the [What the Future: Influence 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 open, if at all, are you to changing your opinion or beliefs on the following topics?

#### Total Open Summary

	<b>Total (N=1,120)</b>
Which household products or goods to buy	89%
What movies/tv shows to watch	85%
Where to travel for an upcoming vacation	82%
Economic policies to support	64%
Climate change	50%
Which political candidates to support	50%
Gender norms and roles	45%
Religion/spirituality	40%
Abortion	30%

- a. Which household products or goods to buy

	<b>Total</b>
Very open	40%
Somewhat open	48%
Not very open	6%
Not at all open	3%
Don't know	2%
<i>Open (Net)</i>	<b>89%</b>
<i>Not Open (Net)</i>	<b>10%</b>

- b. What movies/tv shows to watch

	<b>Total</b>
Very open	41%
Somewhat open	44%
Not very open	8%
Not at all open	4%
Don't know	3%
<i>Open (Net)</i>	<b>85%</b>
<i>Not Open (Net)</i>	<b>12%</b>



## PUBLIC POLL FINDINGS AND METHODOLOGY

1. How open, if at all, are you to changing your opinion or beliefs on the following topics?  
(Continued)

- c. Where to travel for an upcoming vacation

	<b>Total</b>
Very open	43%
Somewhat open	39%
Not very open	7%
Not at all open	5%
Don't know	6%
<i>Open (Net)</i>	<b>82%</b>
<i>Not Open (Net)</i>	<b>12%</b>

- d. Economic policies to support

	<b>Total</b>
Very open	16%
Somewhat open	48%
Not very open	19%
Not at all open	9%
Don't know	8%
<i>Open (Net)</i>	<b>64%</b>
<i>Not Open (Net)</i>	<b>28%</b>

- e. Abortion

	<b>Total</b>
Very open	11%
Somewhat open	19%
Not very open	26%
Not at all open	38%
Don't know	6%
<i>Open (Net)</i>	<b>30%</b>
<i>Not Open (Net)</i>	<b>64%</b>

- f. Climate change

	<b>Total</b>
Very open	19%
Somewhat open	32%
Not very open	22%
Not at all open	22%
Don't know	7%
<i>Open (Net)</i>	<b>50%</b>
<i>Not Open (Net)</i>	<b>43%</b>

## PUBLIC POLL FINDINGS AND METHODOLOGY

1. How open, if at all, are you to changing your opinion or beliefs on the following topics?  
(Continued)

- g. Which political candidates to support

	<b>Total</b>
Very open	13%
Somewhat open	37%
Not very open	26%
Not at all open	18%
Don't know	6%
<i>Open (Net)</i>	<i>50%</i>
<i>Not Open (Net)</i>	<i>44%</i>

- h. Gender norms and roles

	<b>Total</b>
Very open	19%
Somewhat open	26%
Not very open	24%
Not at all open	25%
Don't know	7%
<i>Open (Net)</i>	<i>45%</i>
<i>Not Open (Net)</i>	<i>49%</i>

- i. Religion/spirituality

	<b>Total</b>
Very open	14%
Somewhat open	25%
Not very open	27%
Not at all open	28%
Don't know	5%
<i>Open (Net)</i>	<i>40%</i>
<i>Not Open (Net)</i>	<i>55%</i>

## PUBLIC POLL FINDINGS AND METHODOLOGY

2. When making a decision about a complicated topic, which of the following factors, if any, do you find most persuasive?

	Total
Factual arguments	56%
Personal experience	51%
Weighing the fairness of the outcome	35%
How it will benefit you in the end	23%
Hearing a story about someone you know personally who is affected by the issue	22%
How friends and/or family feel about the topic	12%
How much you relate to the people making the argument	11%
Hope for one outcome	11%
Hearing a story about someone you don't know who is affected by the issue	10%
Fear of one outcome	9%
Religious texts or stories	7%
Loyalty to one side in the argument	5%
Emotional pleas	3%
None of the above	5%

3. In the next few years, do you think the following will get better or worse, or will they stay the same?

### Total Will Get Better Summary

	Total
Disinformation about healthcare topics	17%
Political polarization in the U.S.	16%
The truthfulness of advertising	15%
The truthfulness of content on social media	13%
Disinformation about political topics	12%

- a. Disinformation about political topics

	Total
Will get much better	3%
Will get somewhat better	8%
Will stay the same	22%
Will get somewhat worse	28%
Will get much worse	31%
Don't know	7%
<i>Will Get Better (Net)</i>	<i>12%</i>
<i>Will Get Worse (Net)</i>	<i>59%</i>

## PUBLIC POLL FINDINGS AND METHODOLOGY

3. In the next few years, do you think the following will get better or worse, or will they stay the same? (*Continued*)

b. Disinformation about healthcare topics

	<b>Total</b>
Will get much better	4%
Will get somewhat better	13%
Will stay the same	28%
Will get somewhat worse	24%
Will get much worse	21%
Don't know	9%
<i>Will Get Better (Net)</i>	<i>17%</i>
<i>Will Get Worse (Net)</i>	<i>46%</i>

c. The truthfulness of advertising

	<b>Total</b>
Will get much better	4%
Will get somewhat better	10%
Will stay the same	37%
Will get somewhat worse	22%
Will get much worse	17%
Don't know	8%
<i>Will Get Better (Net)</i>	<i>15%</i>
<i>Will Get Worse (Net)</i>	<i>40%</i>

d. Political polarization in the U.S.

	<b>Total</b>
Will get much better	5%
Will get somewhat better	11%
Will stay the same	22%
Will get somewhat worse	25%
Will get much worse	27%
Don't know	11%
<i>Will Get Better (Net)</i>	<i>16%</i>
<i>Will Get Worse (Net)</i>	<i>52%</i>

## PUBLIC POLL FINDINGS AND METHODOLOGY

3. In the next few years, do you think the following will get better or worse, or will they stay the same? (*Continued*)

e. The truthfulness of content on social media

	Total
Will get much better	3%
Will get somewhat better	10%
Will stay the same	26%
Will get somewhat worse	25%
Will get much worse	28%
Don't know	7%
<i>Will Get Better (Net)</i>	<i>13%</i>
<i>Will Get Worse (Net)</i>	<i>53%</i>

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

Total Agree Summary

	Total
I am comfortable calling out misinformation when I see it on social media	54%
<b>[ASK IF EMPLOYED]</b> I consider myself influential at my workplace, meaning my opinions hold significant weight	45%
I consider myself influential among my friends and family, meaning my opinions hold significant weight	39%
I'm okay with getting into debates about products but not politics	38%
I'm worried about being attacked for my beliefs on social media	26%
Corporations should have a right to lobby and donate to political candidates	26%
I care about how many likes and shares my posts get on social media	18%
I would rather engage on social media with strangers than with people I know	16%
Corporations should play an important role in the political system	16%
I trust influencers on social media as much as expert reviewers	14%

## PUBLIC POLL FINDINGS AND METHODOLOGY

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

a. I am comfortable calling out misinformation when I see it on social media

	<b>Total</b>
Strongly agree	23%
Somewhat agree	30%
Neither agree nor disagree	19%
Somewhat disagree	10%
Strongly disagree	8%
Don't know / Not applicable	10%
<i>Agree (Net)</i>	<i>54%</i>
<i>Disagree (Net)</i>	<i>18%</i>

b. I'm worried about being attacked for my beliefs on social media

	<b>Total</b>
Strongly agree	11%
Somewhat agree	16%
Neither agree nor disagree	21%
Somewhat disagree	16%
Strongly disagree	26%
Don't know / Not applicable	11%
<i>Agree (Net)</i>	<i>26%</i>
<i>Disagree (Net)</i>	<i>42%</i>

c. I'm okay with getting into debates about products but not politics

	<b>Total</b>
Strongly agree	13%
Somewhat agree	26%
Neither agree nor disagree	29%
Somewhat disagree	16%
Strongly disagree	12%
Don't know / Not applicable	4%
<i>Agree (Net)</i>	<i>38%</i>
<i>Disagree (Net)</i>	<i>28%</i>

## PUBLIC POLL FINDINGS AND METHODOLOGY

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

d. I would rather engage on social media with strangers than with people I know

	<b>Total</b>
Strongly agree	5%
Somewhat agree	12%
Neither agree nor disagree	22%
Somewhat disagree	19%
Strongly disagree	33%
Don't know / Not applicable	9%
<i>Agree (Net)</i>	<i>16%</i>
<i>Disagree (Net)</i>	<i>53%</i>

e. I consider myself influential among my friends and family, meaning my opinions hold significant weight

	<b>Total</b>
Strongly agree	9%
Somewhat agree	30%
Neither agree nor disagree	32%
Somewhat disagree	13%
Strongly disagree	11%
Don't know / Not applicable	4%
<i>Agree (Net)</i>	<i>39%</i>
<i>Disagree (Net)</i>	<i>24%</i>

f. **[ASK IF EMPLOYED]** I consider myself influential at my workplace, meaning my opinions hold significant weight

	<b>Total (N=591)</b>
Strongly agree	12%
Somewhat agree	33%
Neither agree nor disagree	30%
Somewhat disagree	9%
Strongly disagree	11%
Don't know / Not applicable	5%
<i>Agree (Net)</i>	<i>45%</i>
<i>Disagree (Net)</i>	<i>20%</i>

## PUBLIC POLL FINDINGS AND METHODOLOGY

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

g. I care about how many likes and shares my posts get on social media

	<b>Total</b>
Strongly agree	5%
Somewhat agree	13%
Neither agree nor disagree	18%
Somewhat disagree	15%
Strongly disagree	38%
Don't know / Not applicable	11%
<b>Agree (Net)</b>	<b>18%</b>
<b>Disagree (Net)</b>	<b>53%</b>

h. Corporations should play an important role in the political system

	<b>Total</b>
Strongly agree	6%
Somewhat agree	10%
Neither agree nor disagree	23%
Somewhat disagree	21%
Strongly disagree	34%
Don't know / Not applicable	7%
<b>Agree (Net)</b>	<b>16%</b>
<b>Disagree (Net)</b>	<b>55%</b>

i. Corporations should have a right to lobby and donate to political candidates

	<b>Total</b>
Strongly agree	7%
Somewhat agree	19%
Neither agree nor disagree	29%
Somewhat disagree	18%
Strongly disagree	20%
Don't know / Not applicable	7%
<b>Agree (Net)</b>	<b>26%</b>
<b>Disagree (Net)</b>	<b>38%</b>

## PUBLIC POLL FINDINGS AND METHODOLOGY

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

j. I trust influencers on social media as much as expert reviewers

	<b>Total</b>
Strongly agree	4%
Somewhat agree	10%
Neither agree nor disagree	16%
Somewhat disagree	19%
Strongly disagree	46%
Don't know / Not applicable	5%
<i>Agree (Net)</i>	<i>14%</i>
<i>Disagree (Net)</i>	<i>65%</i>

5. In what places are you willing to call out misinformation to others, generally? Select all that apply.

	<b>Total</b>
In a personal, private conversation	67%
At a gathering of friends and family	55%
In a group conversation	47%
On my own social media feeds	34%
In my own name on public comments	28%
On my friends' or family members' social media feeds	26%
Anonymously on public comments	23%
On a digital discussion or group like Reddit	19%
I am not willing to do this	10%

6. How confident are you that the following types of information you receive or see from companies are truthful?

Total Confident Summary

	<b>Total</b>
Product packaging or labels	70%
Company website	66%
Product reviews	66%
Advertising	42%
Social media content	28%

## PUBLIC POLL FINDINGS AND METHODOLOGY

6. How confident are you that the following types of information you receive or see from companies are truthful? (*Continued*)

a. Product packaging or labels

	<b>Total</b>
Very confident	12%
Somewhat confident	58%
Not very confident	20%
Not at all confident	6%
Don't know/Does not apply to me	4%
<i>Confident (Net)</i>	<i>70%</i>
<i>Not Confident (Net)</i>	<i>26%</i>

b. Advertising

	<b>Total</b>
Very confident	7%
Somewhat confident	35%
Not very confident	39%
Not at all confident	14%
Don't know/Does not apply to me	5%
<i>Confident (Net)</i>	<i>42%</i>
<i>Not Confident (Net)</i>	<i>53%</i>

c. Company website

	<b>Total</b>
Very confident	10%
Somewhat confident	55%
Not very confident	21%
Not at all confident	7%
Don't know/Does not apply to me	6%
<i>Confident (Net)</i>	<i>66%</i>
<i>Not Confident (Net)</i>	<i>28%</i>

d. Product reviews

	<b>Total</b>
Very confident	11%
Somewhat confident	55%
Not very confident	22%
Not at all confident	7%
Don't know/Does not apply to me	5%
<i>Confident (Net)</i>	<i>66%</i>
<i>Not Confident (Net)</i>	<i>29%</i>

## PUBLIC POLL FINDINGS AND METHODOLOGY

6. How confident are you that the following types of information you receive or see from companies are truthful? (*Continued*)

e. Social media content

	<b>Total</b>
Very confident	6%
Somewhat confident	22%
Not very confident	38%
Not at all confident	26%
Don't know/Does not apply to me	7%
<b>Confident (Net)</b>	<b>28%</b>
<b>Not Confident (Net)</b>	<b>65%</b>

7. How confident are you that the following types of information you receive or see from politicians are truthful?

Total Confident Summary

	<b>Total</b>
Debates	37%
Speeches from a politician	25%
Political social media content	18%
Political advertising	17%

a. Speeches from a politician

	<b>Total</b>
Very confident	6%
Somewhat confident	19%
Not very confident	42%
Not at all confident	27%
Don't know/Does not apply to me	6%
<b>Confident (Net)</b>	<b>25%</b>
<b>Not Confident (Net)</b>	<b>68%</b>

b. Political advertising

	<b>Total</b>
Very confident	4%
Somewhat confident	14%
Not very confident	40%
Not at all confident	38%
Don't know/Does not apply to me	5%
<b>Confident (Net)</b>	<b>17%</b>
<b>Not Confident (Net)</b>	<b>77%</b>

## PUBLIC POLL FINDINGS AND METHODOLOGY

7. How confident are you that the following types of information you receive or see from politicians are truthful? (*Continued*)

c. Debates

	<b>Total</b>
Very confident	7%
Somewhat confident	30%
Not very confident	38%
Not at all confident	20%
Don't know/Does not apply to me	6%
<i>Confident (Net)</i>	<i>37%</i>
<i>Not Confident (Net)</i>	<i>57%</i>

d. Political social media content

	<b>Total</b>
Very confident	5%
Somewhat confident	13%
Not very confident	37%
Not at all confident	37%
Don't know/Does not apply to me	8%
<i>Confident (Net)</i>	<i>18%</i>
<i>Not Confident (Net)</i>	<i>74%</i>

8. For each type of information you might see, read, or hear about a company, please indicate if that information makes you more or less likely to trust that company.

Total More Likely to Trust Summary

	<b>Total</b>
Your own product/service experiences	74%
Ingredient/process transparency	62%
Sustainability/social responsibility programs	42%
The company's statements/presence on social media	20%
Celebrity endorsements	11%

## PUBLIC POLL FINDINGS AND METHODOLOGY

8. For each type of information you might see, read, or hear about a company, please indicate if that information makes you more or less likely to trust that company. (*Continued*)

a. Celebrity endorsements

	<b>Total</b>
Much more likely to trust	3%
Somewhat more likely to trust	8%
Makes no difference	46%
Somewhat less likely to trust	16%
Much less likely to trust	22%
Don't know/Does not apply to me	5%
<i>More Likely to Trust (Net)</i>	<i>11%</i>
<i>Less Likely to Trust (Net)</i>	<i>38%</i>

b. Sustainability/social responsibility programs

	<b>Total</b>
Much more likely to trust	10%
Somewhat more likely to trust	32%
Makes no difference	36%
Somewhat less likely to trust	9%
Much less likely to trust	6%
Don't know/Does not apply to me	6%
<i>More Likely to Trust (Net)</i>	<i>42%</i>
<i>Less Likely to Trust (Net)</i>	<i>16%</i>

c. Ingredient/process transparency

	<b>Total</b>
Much more likely to trust	16%
Somewhat more likely to trust	46%
Makes no difference	25%
Somewhat less likely to trust	5%
Much less likely to trust	2%
Don't know/Does not apply to me	6%
<i>More Likely to Trust (Net)</i>	<i>62%</i>
<i>Less Likely to Trust (Net)</i>	<i>7%</i>

## PUBLIC POLL FINDINGS AND METHODOLOGY

8. For each type of information you might see, read, or hear about a company, please indicate if that information makes you more or less likely to trust that company. (*Continued*)

d. Your own product/service experiences

	<b>Total</b>
Much more likely to trust	40%
Somewhat more likely to trust	35%
Makes no difference	16%
Somewhat less likely to trust	4%
Much less likely to trust	1%
Don't know/Does not apply to me	5%
<i>More Likely to Trust (Net)</i>	<i>74%</i>
<i>Less Likely to Trust (Net)</i>	<i>5%</i>

e. The company's statements/presence on social media

	<b>Total</b>
Much more likely to trust	4%
Somewhat more likely to trust	17%
Makes no difference	51%
Somewhat less likely to trust	12%
Much less likely to trust	8%
Don't know/Does not apply to me	9%
<i>More Likely to Trust (Net)</i>	<i>20%</i>
<i>Less Likely to Trust (Net)</i>	<i>20%</i>

9. To what extent, if any, do you think companies should be able to do the following?

Total A Great/Some Extent Summary

	<b>Total</b>
Donate to specific political candidates	22%
Donate anonymously to political action committees (PACs)	19%
Suggest specific appointees to regulatory agencies	15%
Have input in creating legislation	14%
Give gifts to political leaders after they pass favorable laws	11%

## PUBLIC POLL FINDINGS AND METHODOLOGY

9. To what extent, if any, do you think companies should be able to do the following? (*Continued*)

a. Have input in creating legislation

	<b>Total</b>
A great extent	4%
Some extent	11%
A little	26%
Not at all	48%
Don't know	12%
<i>A Great/Some Extent (Net)</i>	<i>14%</i>
<i>A Little/Not at All (Net)</i>	<i>74%</i>

b. Donate to specific political candidates

	<b>Total</b>
A great extent	5%
Some extent	17%
A little	22%
Not at all	45%
Don't know	11%
<i>A Great/Some Extent (Net)</i>	<i>22%</i>
<i>A Little/Not at All (Net)</i>	<i>67%</i>

c. Give gifts to political leaders after they pass favorable laws

	<b>Total</b>
A great extent	3%
Some extent	7%
A little	13%
Not at all	66%
Don't know	10%
<i>A Great/Some Extent (Net)</i>	<i>11%</i>
<i>A Little/Not at All (Net)</i>	<i>80%</i>

d. Donate anonymously to political action committees (PACs)

	<b>Total</b>
A great extent	6%
Some extent	13%
A little	19%
Not at all	49%
Don't know	13%
<i>A Great/Some Extent (Net)</i>	<i>19%</i>
<i>A Little/Not at All (Net)</i>	<i>68%</i>

## PUBLIC POLL FINDINGS AND METHODOLOGY

9. To what extent, if any, do you think companies should be able to do the following? (*Continued*)

e. Suggest specific appointees to regulatory agencies

	<b>Total</b>
A great extent	4%
Some extent	11%
A little	22%
Not at all	50%
Don't know	13%
<i>A Great/Some Extent (Net)</i>	<i>15%</i>
<i>A Little/Not at All (Net)</i>	<i>72%</i>

10. Which of the following matter most to you when looking online for product reviews and deciding who to trust? [Select the top three]

	<b>Total</b>
Authenticity/transparency	42%
Expertise/background	34%
Credentials/formal qualifications	30%
Trust or agree with their reviews/recommendations/track record	29%
Relatability	26%
Rigor of their process/verification/fact-checking	24%
Their deals/offers	20%
Shared values/views	18%
Personality	9%
Engaging content	8%
Their counter or alternative perspective	7%
Entertainment value	5%
Aspirational lifestyle	3%
None of the above	8%
Don't know	7%

## PUBLIC POLL FINDINGS AND METHODOLOGY

11. 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
On most issues, I am open to new ideas or beliefs	69%
On most issues, my mind is generally made up and cannot be changed	31%

	Total
My faith is important to me	63%
I don't consider myself a person of faith	37%

	Total
I tend to buy products and services that are recommended by professional reviewers (Consumer Reports, Wirecutter, etc.)	77%
I tend to buy products and services that are recommended by people I follow on social media	23%

	Total
Political polarization in the U.S. will get worse in the next five years	70%
Political polarization in the U.S. will get better in the next five years	30%

	Total
I tend to be skeptical of the things people say	73%
I tend to trust the things people say	27%

	Total
I tend to be skeptical of advertising claims	77%
I tend to trust brand advertisements	23%



## PUBLIC POLL FINDINGS AND METHODOLOGY

### About the Study

These are some of the findings of an Ipsos poll conducted between November 14 – 15, 2024. 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 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=1,120, DEFF=1.5, adjusted Confidence Interval=+/- 5.1 percentage points).

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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).

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