



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Future of Indulgence Survey

Topline Findings

New York, October 2, 2025 — *These are the findings of an Ipsos poll conducted between August 13-14, 2025, for the [What the Future: Indulgence 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

- Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase?

Total More Like An Everyday Purchase Summary

| | Total (N=1,120) |
|---|----------------------------|
| Health insurance | 67% |
| Sweets and treats | 57% |
| Beauty products | 48% |
| Owning a car | 47% |
| Dining out (fast food, chain restaurants) | 46% |
| Owning your own home | 38% |
| Home and decor | 38% |
| Ordering food delivered | 31% |
| Experiences | 29% |
| Technology and gadgets | 29% |
| Fashion (as opposed to everyday clothes) | 23% |
| Fine dining | 15% |
| Travel and vacations | 15% |
| Jewelry | 12% |
| Owning a sports car/luxury sedan/luxury SUV | 12% |

a. Fine dining

| | Total |
|---|--------------|
| Much more like an everyday purchase | 5% |
| Somewhat more like an everyday purchase | 11% |
| Somewhat more like a luxury/splurge | 25% |
| Much more like a luxury/splurge | 51% |
| Even mix of both | 4% |
| Don't know/not applicable | 4% |
| <i>More like an everyday purchase (Net)</i> | <i>15%</i> |
| <i>More like a luxury/splurge (Net)</i> | <i>76%</i> |





PUBLIC POLL FINDINGS AND METHODOLOGY

1. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? (*Continued*)

b. Dining out (fast food, chain restaurants)

| | Total |
|---|--------------|
| Much more like an everyday purchase | 14% |
| Somewhat more like an everyday purchase | 32% |
| Somewhat more like a luxury/splurge | 32% |
| Much more like a luxury/splurge | 12% |
| Even mix of both | 8% |
| Don't know/not applicable | 3% |
| <i>More like an everyday purchase (Net)</i> | <i>46%</i> |
| <i>More like a luxury/splurge (Net)</i> | <i>43%</i> |

c. Ordering food delivered

| | Total |
|---|--------------|
| Much more like an everyday purchase | 10% |
| Somewhat more like an everyday purchase | 21% |
| Somewhat more like a luxury/splurge | 31% |
| Much more like a luxury/splurge | 20% |
| Even mix of both | 7% |
| Don't know/not applicable | 11% |
| <i>More like an everyday purchase (Net)</i> | <i>31%</i> |
| <i>More like a luxury/splurge (Net)</i> | <i>51%</i> |

d. Owning your own home

| | Total |
|---|--------------|
| Much more like an everyday purchase | 18% |
| Somewhat more like an everyday purchase | 20% |
| Somewhat more like a luxury/splurge | 18% |
| Much more like a luxury/splurge | 24% |
| Even mix of both | 10% |
| Don't know/not applicable | 9% |
| <i>More like an everyday purchase (Net)</i> | <i>38%</i> |
| <i>More like a luxury/splurge (Net)</i> | <i>42%</i> |



PUBLIC POLL FINDINGS AND METHODOLOGY

1. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? (*Continued*)

e. Health insurance

| | Total |
|---|--------------|
| Much more like an everyday purchase | 42% |
| Somewhat more like an everyday purchase | 25% |
| Somewhat more like a luxury/splurge | 11% |
| Much more like a luxury/splurge | 9% |
| Even mix of both | 7% |
| Don't know/not applicable | 7% |
| <i>More like an everyday purchase (Net)</i> | <i>67%</i> |
| <i>More like a luxury/splurge (Net)</i> | <i>19%</i> |

f. Jewelry

| | Total |
|---|--------------|
| Much more like an everyday purchase | 4% |
| Somewhat more like an everyday purchase | 8% |
| Somewhat more like a luxury/splurge | 24% |
| Much more like a luxury/splurge | 49% |
| Even mix of both | 6% |
| Don't know/not applicable | 8% |
| <i>More like an everyday purchase (Net)</i> | <i>12%</i> |
| <i>More like a luxury/splurge (Net)</i> | <i>74%</i> |

g. Sweets and treats

| | Total |
|---|--------------|
| Much more like an everyday purchase | 22% |
| Somewhat more like an everyday purchase | 35% |
| Somewhat more like a luxury/splurge | 23% |
| Much more like a luxury/splurge | 9% |
| Even mix of both | 8% |
| Don't know/not applicable | 3% |
| <i>More like an everyday purchase (Net)</i> | <i>57%</i> |
| <i>More like a luxury/splurge (Net)</i> | <i>32%</i> |

PUBLIC POLL FINDINGS AND METHODOLOGY

1. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? (*Continued*)

h. Fashion (as opposed to everyday clothes)

| | Total |
|---|--------------|
| Much more like an everyday purchase | 7% |
| Somewhat more like an everyday purchase | 16% |
| Somewhat more like a luxury/splurge | 33% |
| Much more like a luxury/splurge | 31% |
| Even mix of both | 7% |
| Don't know/not applicable | 7% |
| <i>More like an everyday purchase (Net)</i> | <i>23%</i> |
| <i>More like a luxury/splurge (Net)</i> | <i>63%</i> |

i. Travel and vacations

| | Total |
|---|--------------|
| Much more like an everyday purchase | 5% |
| Somewhat more like an everyday purchase | 10% |
| Somewhat more like a luxury/splurge | 31% |
| Much more like a luxury/splurge | 40% |
| Even mix of both | 9% |
| Don't know/not applicable | 4% |
| <i>More like an everyday purchase (Net)</i> | <i>15%</i> |
| <i>More like a luxury/splurge (Net)</i> | <i>71%</i> |

j. Owning a car

| | Total |
|---|--------------|
| Much more like an everyday purchase | 24% |
| Somewhat more like an everyday purchase | 23% |
| Somewhat more like a luxury/splurge | 20% |
| Much more like a luxury/splurge | 15% |
| Even mix of both | 11% |
| Don't know/not applicable | 6% |
| <i>More like an everyday purchase (Net)</i> | <i>47%</i> |
| <i>More like a luxury/splurge (Net)</i> | <i>36%</i> |

PUBLIC POLL FINDINGS AND METHODOLOGY

1. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? (*Continued*)

k. Owning a sports car/luxury sedan/luxury SUV

| | Total |
|---|--------------|
| Much more like an everyday purchase | 4% |
| Somewhat more like an everyday purchase | 8% |
| Somewhat more like a luxury/splurge | 13% |
| Much more like a luxury/splurge | 61% |
| Even mix of both | 5% |
| Don't know/not applicable | 9% |
| <i>More like an everyday purchase (Net)</i> | <i>12%</i> |
| <i>More like a luxury/splurge (Net)</i> | <i>74%</i> |

l. Home and décor

| | Total |
|---|--------------|
| Much more like an everyday purchase | 9% |
| Somewhat more like an everyday purchase | 29% |
| Somewhat more like a luxury/splurge | 34% |
| Much more like a luxury/splurge | 13% |
| Even mix of both | 10% |
| Don't know/not applicable | 5% |
| <i>More like an everyday purchase (Net)</i> | <i>38%</i> |
| <i>More like a luxury/splurge (Net)</i> | <i>47%</i> |

m. Experiences

| | Total |
|---|--------------|
| Much more like an everyday purchase | 11% |
| Somewhat more like an everyday purchase | 19% |
| Somewhat more like a luxury/splurge | 32% |
| Much more like a luxury/splurge | 18% |
| Even mix of both | 14% |
| Don't know/not applicable | 6% |
| <i>More like an everyday purchase (Net)</i> | <i>29%</i> |
| <i>More like a luxury/splurge (Net)</i> | <i>51%</i> |

PUBLIC POLL FINDINGS AND METHODOLOGY

1. Does each of the following items typically feel more like a luxury/splurge purchase or more like an everyday purchase? (*Continued*)

n. Technology and gadgets

| | Total |
|---|------------|
| Much more like an everyday purchase | 8% |
| Somewhat more like an everyday purchase | 21% |
| Somewhat more like a luxury/splurge | 36% |
| Much more like a luxury/splurge | 23% |
| Even mix of both | 9% |
| Don't know/not applicable | 3% |
| <i>More like an everyday purchase (Net)</i> | <i>29%</i> |
| <i>More like a luxury/splurge (Net)</i> | <i>59%</i> |

o. Beauty products

| | Total |
|---|------------|
| Much more like an everyday purchase | 14% |
| Somewhat more like an everyday purchase | 34% |
| Somewhat more like a luxury/splurge | 22% |
| Much more like a luxury/splurge | 11% |
| Even mix of both | 9% |
| Don't know/not applicable | 10% |
| <i>More like an everyday purchase (Net)</i> | <i>48%</i> |
| <i>More like a luxury/splurge (Net)</i> | <i>33%</i> |

2. In your opinion, which of the following characteristics define luxury products or brands? Please select your top 3 choices.

| | Total |
|--------------------------------------|-------|
| Expensive | 62% |
| Designer branded | 54% |
| Quality materials | 49% |
| Limited availability/exclusivity | 35% |
| Rare materials | 27% |
| Handmade construction | 20% |
| Bespoke or custom made | 19% |
| Celebrity influencers use/endorse it | 12% |
| Sustainability | 11% |
| Heritage | 11% |
| Other | * |

PUBLIC POLL FINDINGS AND METHODOLOGY

3. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable?

Total Agree Summary

| | Total |
|-----------------------------|-------|
| Coffee | 79% |
| Candy | 67% |
| [Age 21+] Wine | 66% |
| [Age 21+] Beer | 62% |
| Sugary soft drinks | 54% |
| [Age 21+] Liquor | 54% |
| Cannabis/marijuana | 42% |
| Casino gambling | 38% |
| Online betting and gambling | 33% |
| Violent video games | 32% |
| Tobacco cigarettes | 29% |
| E-cigarettes/vaping | 27% |
| Overeating | 26% |
| Pornography | 25% |
| Psychedelic drugs/opiates | 20% |

a. Sugary soft drinks

| | Total |
|----------------------------|-------|
| Strongly agree | 18% |
| Somewhat agree | 37% |
| Neither agree nor disagree | 27% |
| Somewhat disagree | 11% |
| Strongly disagree | 7% |
| <i>Agree (Net)</i> | 54% |
| <i>Disagree (Net)</i> | 18% |

b. **[Age 21+] Wine**

| | Total (N=1,085) |
|----------------------------|--------------------|
| Strongly agree | 26% |
| Somewhat agree | 40% |
| Neither agree nor disagree | 22% |
| Somewhat disagree | 7% |
| Strongly disagree | 5% |
| <i>Agree (Net)</i> | 66% |
| <i>Disagree (Net)</i> | 12% |



PUBLIC POLL FINDINGS AND METHODOLOGY

3. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? (*Continued*)

c. **[Age 21+] Beer**

| | Total (N=1,085) |
|----------------------------|----------------------------|
| Strongly agree | 23% |
| Somewhat agree | 40% |
| Neither agree nor disagree | 21% |
| Somewhat disagree | 9% |
| Strongly disagree | 7% |
| <i>Agree (Net)</i> | <i>62%</i> |
| <i>Disagree (Net)</i> | <i>16%</i> |

d. **[Age 21+] Liquor**

| | Total (N=1,085) |
|----------------------------|----------------------------|
| Strongly agree | 18% |
| Somewhat agree | 36% |
| Neither agree nor disagree | 25% |
| Somewhat disagree | 12% |
| Strongly disagree | 9% |
| <i>Agree (Net)</i> | <i>54%</i> |
| <i>Disagree (Net)</i> | <i>21%</i> |

e. **E-cigarettes/vaping**

| | Total |
|----------------------------|--------------|
| Strongly agree | 9% |
| Somewhat agree | 18% |
| Neither agree nor disagree | 22% |
| Somewhat disagree | 24% |
| Strongly disagree | 27% |
| <i>Agree (Net)</i> | <i>27%</i> |
| <i>Disagree (Net)</i> | <i>51%</i> |



PUBLIC POLL FINDINGS AND METHODOLOGY

3. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? (*Continued*)

f. Tobacco cigarettes

| | Total |
|----------------------------|--------------|
| Strongly agree | 9% |
| Somewhat agree | 19% |
| Neither agree nor disagree | 22% |
| Somewhat disagree | 21% |
| Strongly disagree | 29% |
| <i>Agree (Net)</i> | <i>29%</i> |
| <i>Disagree (Net)</i> | <i>50%</i> |

g. Casino gambling

| | Total |
|----------------------------|--------------|
| Strongly agree | 10% |
| Somewhat agree | 27% |
| Neither agree nor disagree | 29% |
| Somewhat disagree | 20% |
| Strongly disagree | 14% |
| <i>Agree (Net)</i> | <i>38%</i> |
| <i>Disagree (Net)</i> | <i>34%</i> |

h. Pornography

| | Total |
|----------------------------|--------------|
| Strongly agree | 9% |
| Somewhat agree | 16% |
| Neither agree nor disagree | 24% |
| Somewhat disagree | 19% |
| Strongly disagree | 33% |
| <i>Agree (Net)</i> | <i>25%</i> |
| <i>Disagree (Net)</i> | <i>52%</i> |

PUBLIC POLL FINDINGS AND METHODOLOGY

3. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? (*Continued*)

i. Online betting and gambling

| | Total |
|----------------------------|-------|
| Strongly agree | 9% |
| Somewhat agree | 24% |
| Neither agree nor disagree | 29% |
| Somewhat disagree | 20% |
| Strongly disagree | 17% |
| <i>Agree (Net)</i> | 33% |
| <i>Disagree (Net)</i> | 38% |

j. Violent video games

| | Total |
|----------------------------|-------|
| Strongly agree | 12% |
| Somewhat agree | 20% |
| Neither agree nor disagree | 25% |
| Somewhat disagree | 20% |
| Strongly disagree | 24% |
| <i>Agree (Net)</i> | 32% |
| <i>Disagree (Net)</i> | 44% |

k. Cannabis/marijuana

| | Total |
|----------------------------|-------|
| Strongly agree | 18% |
| Somewhat agree | 24% |
| Neither agree nor disagree | 24% |
| Somewhat disagree | 15% |
| Strongly disagree | 20% |
| <i>Agree (Net)</i> | 42% |
| <i>Disagree (Net)</i> | 35% |

PUBLIC POLL FINDINGS AND METHODOLOGY

3. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? *(Continued)*

i. Candy

| | Total |
|----------------------------|------------|
| Strongly agree | 28% |
| Somewhat agree | 39% |
| Neither agree nor disagree | 25% |
| Somewhat disagree | 5% |
| Strongly disagree | 2% |
| <i>Agree (Net)</i> | <i>67%</i> |
| <i>Disagree (Net)</i> | <i>8%</i> |

m. Psychedelic drugs/opiates

| | Total |
|----------------------------|------------|
| Strongly agree | 6% |
| Somewhat agree | 14% |
| Neither agree nor disagree | 18% |
| Somewhat disagree | 22% |
| Strongly disagree | 40% |
| <i>Agree (Net)</i> | <i>20%</i> |
| <i>Disagree (Net)</i> | <i>62%</i> |

n. Overeating

| | Total |
|----------------------------|------------|
| Strongly agree | 7% |
| Somewhat agree | 19% |
| Neither agree nor disagree | 30% |
| Somewhat disagree | 30% |
| Strongly disagree | 14% |
| <i>Agree (Net)</i> | <i>26%</i> |
| <i>Disagree (Net)</i> | <i>44%</i> |

PUBLIC POLL FINDINGS AND METHODOLOGY

3. How much do you agree or disagree that consuming, watching or doing each of the following in moderation is morally acceptable? (*Continued*)

o. Coffee

| | Total |
|----------------------------|------------|
| Strongly agree | 46% |
| Somewhat agree | 33% |
| Neither agree nor disagree | 15% |
| Somewhat disagree | 3% |
| Strongly disagree | 2% |
| <i>Agree (Net)</i> | <i>79%</i> |
| <i>Disagree (Net)</i> | <i>5%</i> |

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

Total Agree Summary

| | Total |
|--|-------|
| I plan large purchases (appliances, cars, homes) in advance so I can budget for them | 76% |
| The overall economy right now (prices, inflation, stock market, etc.) impacts how I spend today | 72% |
| Where I think the economy is headed in the future (up or down) impacts how I spend today | 66% |
| If it's easy to get, it's not a luxury | 38% |
| When money is tight, I will treat myself to a small luxury purchase (like designer lipstick or a designer key chain) | 24% |

- a. The overall economy right now (prices, inflation, stock market, etc.) impacts how I spend today

| | Total |
|----------------------------|------------|
| Strongly agree | 34% |
| Somewhat agree | 38% |
| Neither agree nor disagree | 18% |
| Somewhat disagree | 7% |
| Strongly disagree | 3% |
| <i>Agree (Net)</i> | <i>72%</i> |
| <i>Disagree (Net)</i> | <i>10%</i> |

PUBLIC POLL FINDINGS AND METHODOLOGY

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

b. Where I think the economy is headed in the future (up or down) impacts how I spend today

| | Total |
|----------------------------|--------------|
| Strongly agree | 25% |
| Somewhat agree | 41% |
| Neither agree nor disagree | 22% |
| Somewhat disagree | 9% |
| Strongly disagree | 4% |
| <i>Agree (Net)</i> | <i>66%</i> |
| <i>Disagree (Net)</i> | <i>13%</i> |

c. I plan large purchases (appliances, cars, homes) in advance so I can budget for them

| | Total |
|----------------------------|--------------|
| Strongly agree | 36% |
| Somewhat agree | 40% |
| Neither agree nor disagree | 13% |
| Somewhat disagree | 7% |
| Strongly disagree | 4% |
| <i>Agree (Net)</i> | <i>76%</i> |
| <i>Disagree (Net)</i> | <i>11%</i> |

d. When money is tight, I will treat myself to a small luxury purchase (like designer lipstick or a designer key chain)

| | Total |
|----------------------------|--------------|
| Strongly agree | 6% |
| Somewhat agree | 18% |
| Neither agree nor disagree | 19% |
| Somewhat disagree | 25% |
| Strongly disagree | 32% |
| <i>Agree (Net)</i> | <i>24%</i> |
| <i>Disagree (Net)</i> | <i>57%</i> |

PUBLIC POLL FINDINGS AND METHODOLOGY

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

e. If it's easy to get, it's not a luxury

| | Total |
|----------------------------|--------------|
| Strongly agree | 10% |
| Somewhat agree | 28% |
| Neither agree nor disagree | 32% |
| Somewhat disagree | 21% |
| Strongly disagree | 9% |
| <i>Agree (Net)</i> | 38% |
| <i>Disagree (Net)</i> | 30% |

5. When you are looking to buy a “splurge” item, do you do any of the following?

| | Total |
|---|--------------|
| Use credit (e.g., credit card(s), loans, buy now, pay later) | 30% |
| Use savings | 26% |
| Buy used | 26% |
| Buy a similar, but off-brand version | 25% |
| Buy a cheaper version from the same brand | 21% |
| Look for a sustainable version of it | 16% |
| Spend less on essentials | 14% |
| Buy a more expensive version/model of something I already buy | 13% |
| Other | 1% |
| None of the above | 16% |

PUBLIC POLL FINDINGS AND METHODOLOGY

6. If the following were legal where you live, how interested would you be in betting on them?

Total Interested Summary

| | Total |
|---|-------|
| Professional sports outcomes | 27% |
| College or amateur sport teams from your state | 21% |
| College or amateur sport teams from other states | 21% |
| In-game sports events (coin toss, specific plays, etc.) | 19% |
| Political races | 19% |
| Entertainment events (like the Oscars) | 18% |
| Anything someone can make odds on | 16% |
| Celebrity deaths | 11% |

a. Professional sports outcomes

| | Total |
|---------------------------------|------------|
| 5 - Extremely interested | 12% |
| 4 | 15% |
| 3 | 17% |
| 2 | 8% |
| 1 - Not interested at all | 48% |
| <i>Interested 5/4 (Net)</i> | <i>27%</i> |
| <i>Not Interested 1/2 (Net)</i> | <i>56%</i> |

b. College or amateur sport teams from your state

| | Total |
|---------------------------------|------------|
| 5 - Extremely interested | 10% |
| 4 | 11% |
| 3 | 16% |
| 2 | 9% |
| 1 - Not interested at all | 53% |
| <i>Interested 5/4 (Net)</i> | <i>21%</i> |
| <i>Not Interested 1/2 (Net)</i> | <i>63%</i> |



PUBLIC POLL FINDINGS AND METHODOLOGY

6. If the following were legal where you live, how interested would you be in betting on them?
(Continued)

c. College or amateur sport teams from other states

| | Total |
|---------------------------------|------------|
| 5 - Extremely interested | 9% |
| 4 | 12% |
| 3 | 15% |
| 2 | 10% |
| 1 - Not interested at all | 54% |
| <i>Interested 5/4 (Net)</i> | <i>21%</i> |
| <i>Not Interested 1/2 (Net)</i> | <i>64%</i> |

d. In-game sports events (coin toss, specific plays, etc.)

| | Total |
|---------------------------------|------------|
| 5 - Extremely interested | 9% |
| 4 | 10% |
| 3 | 16% |
| 2 | 10% |
| 1 - Not interested at all | 56% |
| <i>Interested 5/4 (Net)</i> | <i>19%</i> |
| <i>Not Interested 1/2 (Net)</i> | <i>66%</i> |

e. Entertainment events (like the Oscars)

| | Total |
|---------------------------------|------------|
| 5 - Extremely interested | 7% |
| 4 | 12% |
| 3 | 14% |
| 2 | 10% |
| 1 - Not interested at all | 57% |
| <i>Interested 5/4 (Net)</i> | <i>18%</i> |
| <i>Not Interested 1/2 (Net)</i> | <i>68%</i> |





PUBLIC POLL FINDINGS AND METHODOLOGY

6. If the following were legal where you live, how interested would you be in betting on them?
(Continued)

f. Political races

| | Total |
|---------------------------------|------------|
| 5 - Extremely interested | 8% |
| 4 | 12% |
| 3 | 13% |
| 2 | 10% |
| 1 - Not interested at all | 57% |
| <i>Interested 5/4 (Net)</i> | <i>19%</i> |
| <i>Not Interested 1/2 (Net)</i> | <i>67%</i> |

g. Celebrity deaths

| | Total |
|---------------------------------|------------|
| 5 - Extremely interested | 3% |
| 4 | 8% |
| 3 | 11% |
| 2 | 10% |
| 1 - Not interested at all | 68% |
| <i>Interested 5/4 (Net)</i> | <i>11%</i> |
| <i>Not Interested 1/2 (Net)</i> | <i>77%</i> |

h. Anything someone can make odds on

| | Total |
|---------------------------------|------------|
| 5 - Extremely interested | 5% |
| 4 | 11% |
| 3 | 17% |
| 2 | 12% |
| 1 - Not interested at all | 55% |
| <i>Interested 5/4 (Net)</i> | <i>16%</i> |
| <i>Not Interested 1/2 (Net)</i> | <i>67%</i> |



PUBLIC POLL FINDINGS AND METHODOLOGY

7. Thinking about times you have seen sexual content in entertainment and advertising, how much do you agree or disagree with the following statements?

Total Agree Summary

| | Total |
|--|-------|
| Sexual content gets my attention | 43% |
| Sexual content demeans the people involved | 41% |
| Sexual content makes me uncomfortable | 36% |
| I see less sexual content than I used to | 30% |
| Sexual content should be used in marketing | 15% |

- a. Sexual content gets my attention

| | Total |
|----------------------------|------------|
| Strongly agree | 10% |
| Somewhat agree | 33% |
| Neither agree nor disagree | 30% |
| Somewhat disagree | 15% |
| Strongly disagree | 13% |
| <i>Agree (Net)</i> | <i>43%</i> |
| <i>Disagree (Net)</i> | <i>27%</i> |

- b. Sexual content makes me uncomfortable

| | Total |
|----------------------------|------------|
| Strongly agree | 14% |
| Somewhat agree | 22% |
| Neither agree nor disagree | 28% |
| Somewhat disagree | 20% |
| Strongly disagree | 16% |
| <i>Agree (Net)</i> | <i>36%</i> |
| <i>Disagree (Net)</i> | <i>36%</i> |

- c. Sexual content should be used in marketing

| | Total |
|----------------------------|------------|
| Strongly agree | 4% |
| Somewhat agree | 11% |
| Neither agree nor disagree | 27% |
| Somewhat disagree | 25% |
| Strongly disagree | 33% |
| <i>Agree (Net)</i> | <i>15%</i> |
| <i>Disagree (Net)</i> | <i>58%</i> |

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7. Thinking about times you have seen sexual content in entertainment and advertising, how much do you agree or disagree with the following statements? (*Continued*)

d. I see less sexual content than I used to

| | Total |
|----------------------------|------------|
| Strongly agree | 11% |
| Somewhat agree | 20% |
| Neither agree nor disagree | 32% |
| Somewhat disagree | 22% |
| Strongly disagree | 16% |
| <i>Agree (Net)</i> | <i>30%</i> |
| <i>Disagree (Net)</i> | <i>38%</i> |

e. Sexual content demeans the people involved

| | Total |
|----------------------------|------------|
| Strongly agree | 16% |
| Somewhat agree | 25% |
| Neither agree nor disagree | 32% |
| Somewhat disagree | 18% |
| Strongly disagree | 9% |
| <i>Agree (Net)</i> | <i>41%</i> |
| <i>Disagree (Net)</i> | <i>27%</i> |

8. 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 expect prices for the goods I buy will go up a lot in the next five years | 69% |
| I expect prices for the goods I buy will go up a little or not at all in the next five years | 31% |

| | Total |
|--|-------|
| There are certain topics people shouldn't gamble on | 78% |
| There should be no limits to what people can gamble on | 22% |

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8. 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 |
|--|--------------|
| Luxury goods are still something to aspire to | 52% |
| Luxury goods have become too common and less special | 48% |

| | Total |
|------------------------------|--------------|
| Everyone deserves luxury | 65% |
| Not everyone deserves luxury | 35% |

| | Total |
|------------------------|--------------|
| Porn should be legal | 55% |
| Porn should be illegal | 45% |

| | Total |
|---|--------------|
| The more exclusive something is, the more it feels like true luxury | 54% |
| Luxury is becoming more about unique, personal experiences accessible to anyone | 46% |

| | Total |
|---|--------------|
| Economic growth is essential for progress | 54% |
| Sustainability is more important than economic growth | 46% |

| | Total |
|--|--------------|
| We need modern technology to solve future problems | 64% |
| Technical progress is destroying our lives | 36% |

| | Total |
|---|--------------|
| AI will make it impossible to tell real versus fake goods | 73% |
| AI will make it easy to prove authenticity of goods | 27% |



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About the Study

These are some of the findings of an Ipsos poll conducted between August 13-14, 2025. 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 2023 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 one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 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. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our 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, Mid-60 indices, and is eligible for the Deferred Settlement Service (SRD).

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GAME CHANGERS

