



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Future of Attention Survey

Topline Findings

New York, April 24, 2026 — *These are the findings of an Ipsos poll conducted between January 28-29, 2026, for the [What the Future: Attention 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





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Full Annotated Questionnaire

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

Total Agree Summary

	Total (N=1,120)
My friends and family watch, read and listen to a lot of the same things I do	54%
I feel a sense of belonging within the fan communities I am part of	50%
I am more likely to buy products or services from companies that sponsor things I'm a fan of	46%
I wish more people were fans of the things I'm a fan of	39%
I wish more brands would sponsor the things I'm a fan of	39%

a. I wish more people were fans of the things I'm a fan of

	Total
Strongly agree	14%
Somewhat agree	25%
Neither agree nor disagree	41%
Somewhat disagree	10%
Strongly disagree	8%
Don't know	2%
Agree (Net)	39%
Disagree (Net)	18%

b. My friends and family watch, read and listen to a lot of the same things I do

	Total
Strongly agree	10%
Somewhat agree	44%
Neither agree nor disagree	23%
Somewhat disagree	16%
Strongly disagree	5%
Don't know	2%
Agree (Net)	54%
Disagree (Net)	21%



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

c. I feel a sense of belonging within the fan communities I am part of

	Total
Strongly agree	17%
Somewhat agree	33%
Neither agree nor disagree	34%
Somewhat disagree	7%
Strongly disagree	7%
Don't know	1%
<i>Agree (Net)</i>	<i>50%</i>
<i>Disagree (Net)</i>	<i>14%</i>

d. I am more likely to buy products or services from companies that sponsor things I'm a fan of

	Total
Strongly agree	14%
Somewhat agree	32%
Neither agree nor disagree	33%
Somewhat disagree	12%
Strongly disagree	8%
Don't know	1%
<i>Agree (Net)</i>	<i>46%</i>
<i>Disagree (Net)</i>	<i>20%</i>

e. I wish more brands would sponsor the things I'm a fan of

	Total
Strongly agree	16%
Somewhat agree	23%
Neither agree nor disagree	41%
Somewhat disagree	12%
Strongly disagree	7%
Don't know	1%
<i>Agree (Net)</i>	<i>39%</i>
<i>Disagree (Net)</i>	<i>18%</i>

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2. How likely or unlikely would you be to use the following as proof of your age to access a platform or website?

Total Likely Summary

	Total
Your email	58%
Photographic ID (e.g. passport, driver's license)	41%
Your phone number	41%
A photo or video of your face	35%
Credit card/payment information	21%

a. Your email

	Total
Very likely	22%
Fairly likely	36%
Neither likely nor unlikely	20%
Fairly unlikely	7%
Very unlikely	14%
Don't know	1%
<i>Likely (Net)</i>	<i>58%</i>
<i>Unlikely (Net)</i>	<i>21%</i>

b. A photo or video of your face

	Total
Very likely	12%
Fairly likely	23%
Neither likely nor unlikely	19%
Fairly unlikely	18%
Very unlikely	27%
Don't know	1%
<i>Likely (Net)</i>	<i>35%</i>
<i>Unlikely (Net)</i>	<i>45%</i>



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2. How likely or unlikely would you be to use the following as proof of your age to access a platform or website? (*Continued*)

c. Photographic ID (e.g. passport, driver's license)

	Total
Very likely	19%
Fairly likely	21%
Neither likely nor unlikely	15%
Fairly unlikely	14%
Very unlikely	29%
Don't know	2%
<i>Likely (Net)</i>	41%
<i>Unlikely (Net)</i>	43%

d. Your phone number

	Total
Very likely	15%
Fairly likely	26%
Neither likely nor unlikely	20%
Fairly unlikely	17%
Very unlikely	21%
Don't know	1%
<i>Likely (Net)</i>	41%
<i>Unlikely (Net)</i>	37%

e. Credit card/payment information

	Total
Very likely	8%
Fairly likely	13%
Neither likely nor unlikely	15%
Fairly unlikely	19%
Very unlikely	42%
Don't know	2%
<i>Likely (Net)</i>	21%
<i>Unlikely (Net)</i>	62%



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3. What concerns, if any, do you have about the personal data you provide being used to tailor advertising message to you? Select all that apply.

	Total
I will be targeted for spam or phishing	69%
A data breach exposing my information	69%
My personal information will be sold on the dark web	64%
My identity will be stolen	64%
Not being able to control what companies do with my data	63%
I will be "doxed" where my private information will be published as punishment or revenge	29%
Other	1%
Don't know	3%
I do not have any concerns	5%

4. Would seeing a brand's advertisement or content near the following make you feel more or less favorable toward a brand, or would it make no difference?

Feel More Favorable Toward Brand Summary

	Total
Entertainment content	30%
Sports content	24%
News content	15%
Political content	13%
AI-generated content	11%
Controversial content	8%
Violent content	6%
Sexual or pornographic content	5%

- a. Political content

	Total
Would make me feel more favorable toward the brand	13%
Would have no impact on how I feel about the brand	45%
Would make me feel less favorable toward the brand	42%



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4. Would seeing a brand's advertisement or content near the following make you feel more or less favorable toward a brand, or would it make no difference? (*Continued*)

b. Violent content

	Total
Would make me feel more favorable toward the brand	6%
Would have no impact on how I feel about the brand	27%
Would make me feel less favorable toward the brand	68%

c. Sexual or pornographic content

	Total
Would make me feel more favorable toward the brand	5%
Would have no impact on how I feel about the brand	26%
Would make me feel less favorable toward the brand	69%

d. AI-generated content

	Total
Would make me feel more favorable toward the brand	11%
Would have no impact on how I feel about the brand	49%
Would make me feel less favorable toward the brand	40%

e. News content

	Total
Would make me feel more favorable toward the brand	15%
Would have no impact on how I feel about the brand	66%
Would make me feel less favorable toward the brand	19%



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4. Would seeing a brand's advertisement or content near the following make you feel more or less favorable toward a brand, or would it make no difference? *(Continued)*

f. Entertainment content

	Total
Would make me feel more favorable toward the brand	30%
Would have no impact on how I feel about the brand	64%
Would make me feel less favorable toward the brand	6%

g. Sports content

	Total
Would make me feel more favorable toward the brand	24%
Would have no impact on how I feel about the brand	64%
Would make me feel less favorable toward the brand	12%

h. Controversial content

	Total
Would make me feel more favorable toward the brand	8%
Would have no impact on how I feel about the brand	45%
Would make me feel less favorable toward the brand	47%

5. Many retailers show ads in their stores and on their online platforms to promote or suggest products they sell. How do you feel about these ads and suggestions? Select all that apply.

	Total
I find these ads informative and helpful	34%
I find these ads annoying and not helpful	31%
Suggested products blend in with regular products too much	19%
I haven't noticed these ads or suggestions	18%
AI-generated product suggestions intrigue me more than regular ads	9%
Don't know	7%



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

Total Confident Summary

	Total
Something I saw with my own eyes	91%
My memory	85%
Live audio/video as it happens	82%
Government records (birth/death/marriage, property, licenses, etc.)	79%
Statements from researchers/academics	72%
Eyewitness statements	65%
Communications or advertising from major companies	46%
Statements from government officials	37%
Photos you see on social media	31%
Videos you see on social media	29%

- a. Live audio/video as it happens

	Total
Very confident	33%
Somewhat confident	49%
Not very confident	13%
Not at all confident	3%
Don't know/Does not apply to me	2%
<i>Confident (Net)</i>	<i>82%</i>
<i>Not Confident (Net)</i>	<i>16%</i>

- b. Eyewitness statements

	Total
Very confident	17%
Somewhat confident	49%
Not very confident	25%
Not at all confident	5%
Don't know/Does not apply to me	4%
<i>Confident (Net)</i>	<i>65%</i>
<i>Not Confident (Net)</i>	<i>31%</i>



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

c. Statements from government officials

	Total
Very confident	8%
Somewhat confident	29%
Not very confident	35%
Not at all confident	25%
Don't know/Does not apply to me	2%
<i>Confident (Net)</i>	<i>37%</i>
<i>Not Confident (Net)</i>	<i>61%</i>

d. Statements from researchers/academics

	Total
Very confident	25%
Somewhat confident	47%
Not very confident	22%
Not at all confident	4%
Don't know/Does not apply to me	2%
<i>Confident (Net)</i>	<i>72%</i>
<i>Not Confident (Net)</i>	<i>26%</i>

e. Something I saw with my own eyes

	Total
Very confident	61%
Somewhat confident	31%
Not very confident	5%
Not at all confident	1%
Don't know/Does not apply to me	3%
<i>Confident (Net)</i>	<i>91%</i>
<i>Not Confident (Net)</i>	<i>6%</i>

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

f. Government records (birth/death/marriage; property, licenses, etc.)

	Total
Very confident	37%
Somewhat confident	42%
Not very confident	13%
Not at all confident	4%
Don't know/Does not apply to me	4%
<i>Confident (Net)</i>	<i>79%</i>
<i>Not Confident (Net)</i>	<i>17%</i>

g. My memory

	Total
Very confident	31%
Somewhat confident	55%
Not very confident	11%
Not at all confident	2%
Don't know/Does not apply to me	2%
<i>Confident (Net)</i>	<i>85%</i>
<i>Not Confident (Net)</i>	<i>13%</i>

h. Communications or advertising from major companies

	Total
Very confident	9%
Somewhat confident	37%
Not very confident	41%
Not at all confident	10%
Don't know/Does not apply to me	3%
<i>Confident (Net)</i>	<i>46%</i>
<i>Not Confident (Net)</i>	<i>51%</i>

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

i. Photos you see on social media

	Total
Very confident	7%
Somewhat confident	24%
Not very confident	43%
Not at all confident	23%
Don't know/Does not apply to me	4%
<i>Confident (Net)</i>	<i>31%</i>
<i>Not Confident (Net)</i>	<i>66%</i>

j. Videos you see on social media

	Total
Very confident	8%
Somewhat confident	21%
Not very confident	46%
Not at all confident	22%
Don't know/Does not apply to me	4%
<i>Confident (Net)</i>	<i>29%</i>
<i>Not Confident (Net)</i>	<i>67%</i>

7. Should the federal government be able to regulate the following types of speech online, or not?

a. Political speech

	Total
Should be able to regulate	17%
Should only be able to regulate in an emergency or matter of public safety	32%
Should not be able to regulate	46%
I don't know	6%

b. Opinions

	Total
Should be able to regulate	10%
Should only be able to regulate in an emergency or matter of public safety	23%
Should not be able to regulate	62%
I don't know	5%

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7. Should the federal government be able to regulate the following types of speech online, or not?
(Continued)

c. News

	Total
Should be able to regulate	16%
Should only be able to regulate in an emergency or matter of public safety	33%
Should not be able to regulate	45%
I don't know	6%

d. Content that may conflict with or offend someone's religious beliefs

	Total
Should be able to regulate	15%
Should only be able to regulate in an emergency or matter of public safety	35%
Should not be able to regulate	43%
I don't know	6%

e. Marketing or sales content

	Total
Should be able to regulate	24%
Should only be able to regulate in an emergency or matter of public safety	38%
Should not be able to regulate	28%
I don't know	9%

f. Hate speech

	Total
Should be able to regulate	42%
Should only be able to regulate in an emergency or matter of public safety	29%
Should not be able to regulate	22%
I don't know	7%

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7. Should the federal government be able to regulate the following types of speech online, or not?
(Continued)

g. Disinformation

	Total
Should be able to regulate	52%
Should only be able to regulate in an emergency or matter of public safety	23%
Should not be able to regulate	20%
I don't know	6%

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
My phone is a helpful distraction from overwhelming thoughts or feelings	52%
My phone is an unhelpful distraction from things I should focus on	48%

	Total
I prefer watching content	63%
I prefer reading content	37%

	Total
I prefer watching content	76%
I prefer listening to content	24%

	Total
I prefer reading content	57%
I prefer listening to content	43%

	Total
I use my screens more for entertainment	58%
I use my screens more for information gathering, working, or being productive	42%

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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
It should be required to disclose if AI is used to make content	88%
It does not need to be disclosed if AI is used to make content	12%

	Total
Freedom of speech should be protected at all costs	69%
There should be limitations on speech to prevent harm and disinformation	31%

	Total
Having fewer media companies controlling most content will hurt content quality and cost	61%
Having fewer media companies controlling most content will improve content quality and cost	39%

	Total
Fewer companies controlling content will give the owners too much power over public opinion	71%
Fewer companies controlling content won't affect public opinion	29%

	Total
Disinformation is a problem for society	89%
Disinformation is not a problem for society	11%

	Total
There's still time to protect my privacy on online media	54%
It's too late to protect my privacy on online media	46%

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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
I am willing to watch ads to get content for free	74%
I am not willing to watch ads to get content for free	26%

	Total
Economic inequality is a significant threat to society's future	59%
Economic inequality is a natural outcome of economic growth	41%

9. Looking into the next decade, do you think the following will get better or worse?

Total Will Get Better Summary

	Total
The variety of food I can buy	39%
The quality of the food I eat	35%
My access to healthy food	32%
The overall quality of food	30%
The cost of the food I eat	20%

- a. The overall quality of food

	Total
Will get much better	10%
Will get somewhat better	20%
Will stay the same	35%
Will get somewhat worse	29%
Will get much worse	6%
<i>Will Get Better (Net)</i>	<i>30%</i>
<i>Will Get Worse (Net)</i>	<i>34%</i>

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9. Looking into the next decade, do you think the following will get better or worse? (*Continued*)

b. The cost of the food I eat

	Total
Will get much better	6%
Will get somewhat better	15%
Will stay the same	12%
Will get somewhat worse	43%
Will get much worse	24%
<i>Will Get Better (Net)</i>	<i>20%</i>
<i>Will Get Worse (Net)</i>	<i>67%</i>

c. The quality of the food I eat

	Total
Will get much better	12%
Will get somewhat better	23%
Will stay the same	34%
Will get somewhat worse	25%
Will get much worse	6%
<i>Will Get Better (Net)</i>	<i>35%</i>
<i>Will Get Worse (Net)</i>	<i>31%</i>

d. My access to healthy food

	Total
Will get much better	10%
Will get somewhat better	23%
Will stay the same	37%
Will get somewhat worse	24%
Will get much worse	7%
<i>Will Get Better (Net)</i>	<i>32%</i>
<i>Will Get Worse (Net)</i>	<i>31%</i>

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9. Looking into the next decade, do you think the following will get better or worse? (*Continued*)

e. The variety of food I can buy

	Total
Will get much better	12%
Will get somewhat better	27%
Will stay the same	36%
Will get somewhat worse	21%
Will get much worse	4%
<i>Will Get Better (Net)</i>	<i>39%</i>
<i>Will Get Worse (Net)</i>	<i>25%</i>

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

Total Agree Summary

	Total
I have a good understanding of what “processed foods” means	89%
I see a lot of conflicting information about what is healthy to eat	80%
I love trying new foods	74%
I don’t know who to trust about nutrition and wellness information	60%
I spend a lot of time thinking about the foods I eat	57%

a. I don’t know who to trust about nutrition and wellness information

	Total
Strongly agree	19%
Somewhat agree	41%
Somewhat disagree	27%
Strongly disagree	11%
Don’t know	2%
<i>Agree (Net)</i>	<i>60%</i>
<i>Disagree (Net)</i>	<i>38%</i>

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

b. I see a lot of conflicting information about what is healthy to eat

	Total
Strongly agree	30%
Somewhat agree	50%
Somewhat disagree	16%
Strongly disagree	3%
Don't know	1%
<i>Agree (Net)</i>	<i>80%</i>
<i>Disagree (Net)</i>	<i>19%</i>

c. I have a good understanding of what “processed foods” means

	Total
Strongly agree	42%
Somewhat agree	47%
Somewhat disagree	8%
Strongly disagree	1%
Don't know	2%
<i>Agree (Net)</i>	<i>89%</i>
<i>Disagree (Net)</i>	<i>9%</i>

d. I spend a lot of time thinking about the foods I eat

	Total
Strongly agree	18%
Somewhat agree	39%
Somewhat disagree	31%
Strongly disagree	11%
Don't know	2%
<i>Agree (Net)</i>	<i>57%</i>
<i>Disagree (Net)</i>	<i>41%</i>



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

e. I love trying new foods

	Total
Strongly agree	35%
Somewhat agree	39%
Somewhat disagree	19%
Strongly disagree	5%
Don't know	2%
<i>Agree (Net)</i>	<i>74%</i>
<i>Disagree (Net)</i>	<i>24%</i>





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About the Study

These are some of the findings of an Ipsos poll conducted between January 28-29, 2026. 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 2025 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.

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“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

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