PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos What the Future: Shopping Survey

Topline Findings

New York, May 16, 2024 — *These are the findings of an Ipsos poll conducted between March 19 – 20, 2024, for the What the Future: Shopping 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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Full Annotated Questionnaire

1. How often do you shop for items in the following product categories?

Total At Least Weekly Summary

	Total (N=1,120)
Food and beverages	78%
Beauty and personal care products	17%
Apparel and accessories	15%
Health and fitness	15%
Technology and electronics	11%
Luxury goods	10%
Furniture and home decor	8%

a. Food and beverages

	Total
Multiple times per week	26%
Weekly	52%
1-2 times per month	16%
Less than once per month	4%
Never	1%
At Least Weekly Net (Net)	*78%*

b. Apparel and accessories

	Total
Multiple times per week	5%
Weekly	10%
1-2 times per month	29%
Less than once per month	52%
Never	3%
At Least Weekly Net (Net)	*15%*

c. Beauty and personal care products

	Total
Multiple times per week	5%
Weekly	12%
1-2 times per month	37%
Less than once per month	40%
Never	6%
At Least Weekly Net (Net)	*17%*

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1. How often do you shop for items in the following product categories? *(Continued)*

d. Luxury goods

	Total
Multiple times per week	4%
Weekly	6%
1-2 times per month	10%
Less than once per month	37%
Never	43%
At Least Weekly Net (Net)	*10%*

e. Furniture and home décor

	Total
Multiple times per week	3%
Weekly	6%
1-2 times per month	10%
Less than once per month	64%
Never	17%
At Least Weekly Net (Net)	*8%*

f. Health and fitness

	Total
Multiple times per week	4%
Weekly	10%
1-2 times per month	25%
Less than once per month	47%
Never	13%
At Least Weekly Net (Net)	*15%*

g. Technology and electronics

	Total
Multiple times per week	4%
Weekly	7%
1-2 times per month	15%
Less than once per month	64%
Never	10%
At Least Weekly Net (Net)	*11%*

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2. Where do you prefer to buy from for the following product categories?

Base: Did not select "Never" in Q1; varies for each item

a. Food and beverages

	Total (N=1,103)
In store, directly from the company/manufacturer	47%
In store, from a discount or warehouse store	30%
Online, for in-store pickup	6%
Online, for delivery or shipping	11%
Social media	3%
Secondhand/resale	2%
Livestream retail	2%

b. Apparel and accessories

	Total (N=1,070)
In store, directly from the company/manufacturer	29%
In store, from a discount or warehouse store	26%
Online, for in-store pickup	5%
Online, for delivery or shipping	29%
Social media	3%
Secondhand/resale	4%
Livestream retail	3%

c. Beauty and personal care products

	Total (N=1,043)
In store, directly from the company/manufacturer	33%
In store, from a discount or warehouse store	26%
Online, for in-store pickup	8%
Online, for delivery or shipping	26%
Social media	3%
Secondhand/resale	2%
Livestream retail	2%

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2. Where do you prefer to buy from for the following product categories? *(Continued)*

d. Luxury goods

	Total (N=612)
In store, directly from the company/manufacturer	37%
In store, from a discount or warehouse store	17%
Online, for in-store pickup	7%
Online, for delivery or shipping	26%
Social media	5%
Secondhand/resale	7%
Livestream retail	2%

e. Furniture and home décor

	Total (N=906)
In store, directly from the company/manufacturer	37%
In store, from a discount or warehouse store	26%
Online, for in-store pickup	5%
Online, for delivery or shipping	20%
Social media	4%
Secondhand/resale	5%
Livestream retail	3%

f. Health and fitness

	Total (N=941)
In store, directly from the company/manufacturer	28%
In store, from a discount or warehouse store	23%
Online, for in-store pickup	6%
Online, for delivery or shipping	30%
Social media	5%
Secondhand/resale	4%
Livestream retail	3%

g. Technology and electronics

	Total (N=987)
In store, directly from the company/manufacturer	30%
In store, from a discount or warehouse store	19%
Online, for in-store pickup	7%
Online, for delivery or shipping	33%
Social media	4%
Secondhand/resale	2%
Livestream retail	4%

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

Total Often/Sometimes Summary

	Total
Secondhand or used	49%
In specialty stores	47%
That you've discovered via social media	39%
That you received email offers for	39%
The moment a new product is released	33%
That you can't pay for yet or need to pay for over time	27%

a. That you've discovered via social media

	Total
Often	9%
Sometimes	30%
Rarely	31%
Never	30%
Often/Sometimes (Net)	*39%*
Rarely/Never (Net)	*61%*

b. In specialty stores

	Total
Often	11%
Sometimes	36%
Rarely	41%
Never	12%
Often/Sometimes (Net)	*47%*
Rarely/Never (Net)	*53%*

c. That you received email offers for

	Total
Often	8%
Sometimes	31%
Rarely	43%
Never	18%
Often/Sometimes (Net)	*39%*
Rarely/Never (Net)	*61%*

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

d. That you can't pay for yet or need to pay for over time

	Total
Often	6%
Sometimes	21%
Rarely	31%
Never	42%
Often/Sometimes (Net)	*27%*
Rarely/Never (Net)	*73%*

e. Secondhand or used

	Total
Often	12%
Sometimes	37%
Rarely	30%
Never	21%
Often/Sometimes (Net)	*49%*
Rarely/Never (Net)	*51%*

f. The moment a new product is released

	Total
Often	7%
Sometimes	25%
Rarely	40%
Never	27%
Often/Sometimes (Net)	*33%*
Rarely/Never (Net)	*67%*

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4. Which of the following do you find most worrying when you are shopping? Select up to three.

	Total
The quality isn't what I expected	44%
Finding the lowest price for what I'm buying	40%
Stores/items being out of stock	30%
The item isn't what it looked like on the website	24%
How I'll afford to pay for the items	17%
Finding a store that is close to me	16%
That I'll have a hard time returning something I bought online	16%
That I'll have a hard time choosing between similar items	15%
That I won't have enough choices	11%
Other	1%
None of the above	11%

5. Thinking about your shopping experiences (for both food and non-grocery products) today, to what extent do you agree or disagree with the following statements?

Total Agree Summary

	Total
I do not want salespeople to bother me when I'm shopping unless I approach them first	83%
It's easy to find the products I'm looking for in stores	80%
I am concerned that increased use of AI will lead to more counterfeit products and offers	67%
I prefer to buy directly from a manufacturer rather than going through a middle retailer	66%
I purchase things based on brand loyalty	60%
I would like to use "try before you buy" services when I shop	60%
I'm interested in buying more items secondhand or thrifted	53%
I will buy "knock-off" or "dupe" products if they are less expensive	51%
I'm willing to pay more for a product that is exclusive or scarce	48%
I see the value in buying digital goods like virtual clothing, automobiles or avatars, either as a collectible or for use in online platforms and games	32%

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5. Thinking about your shopping experiences (for both food and non-grocery products) today, to what extent do you agree or disagree with the following statements? *(Continued)*

   a. I am concerned that increased use of AI will lead to more counterfeit products and offers

	Total
Strongly agree	22%
Somewhat agree	45%
Somewhat disagree	24%
Strongly disagree	9%
Agree (Net)	*67%*
Disagree (Net)	*33%*

   b. It's easy to find the products I'm looking for in stores

	Total
Strongly agree	16%
Somewhat agree	65%
Somewhat disagree	17%
Strongly disagree	3%
Agree (Net)	*80%*
Disagree (Net)	*20%*

   c. I purchase things based on brand loyalty

	Total
Strongly agree	11%
Somewhat agree	49%
Somewhat disagree	30%
Strongly disagree	10%
Agree (Net)	*60%*
Disagree (Net)	*40%*

   d. I will buy "knock-off" or "dupe" products if they are less expensive

	Total
Strongly agree	10%
Somewhat agree	41%
Somewhat disagree	29%
Strongly disagree	20%
Agree (Net)	*51%*
Disagree (Net)	*49%*

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5. Thinking about your shopping experiences (for both food and non-grocery products) today, to what extent do you agree or disagree with the following statements? *(Continued)*

e. I'm interested in buying more items secondhand or thrifted

	Total
Strongly agree	15%
Somewhat agree	38%
Somewhat disagree	29%
Strongly disagree	18%
Agree (Net)	*53%*
Disagree (Net)	*47%*

f. I prefer to buy directly from a manufacturer rather than going through a middle retailer

	Total
Strongly agree	16%
Somewhat agree	50%
Somewhat disagree	29%
Strongly disagree	5%
Agree (Net)	*66%*
Disagree (Net)	*34%*

g. I'm willing to pay more for a product that is exclusive or scarce

	Total
Strongly agree	10%
Somewhat agree	38%
Somewhat disagree	35%
Strongly disagree	17%
Agree (Net)	*48%*
Disagree (Net)	*52%*

h. I do not want salespeople to bother me when I'm shopping unless I approach them first

	Total
Strongly agree	34%
Somewhat agree	49%
Somewhat disagree	14%
Strongly disagree	3%
Agree (Net)	*83%*
Disagree (Net)	*17%*

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5. Thinking about your shopping experiences (for both food and non-grocery products) today, to what extent do you agree or disagree with the following statements? *(Continued)*

   i. I would like to use "try before you buy" services when I shop

	Total
Strongly agree	11%
Somewhat agree	48%
Somewhat disagree	28%
Strongly disagree	13%
Agree (Net)	*60%*
Disagree (Net)	*40%*

   j. I see the value in buying digital goods like virtual clothing, automobiles or avatars, either as a collectible or for use in online platforms and games

	Total
Strongly agree	8%
Somewhat agree	24%
Somewhat disagree	27%
Strongly disagree	41%
Agree (Net)	*32%*
Disagree (Net)	*68%*

6. How likely, if at all, do you think are the following are to happen in the next five years?

   Total Likely Summary

	Total
It will be easier to discover new products that interest me	76%
It will be harder to find customer service people in stores	76%
It will be easier to try products virtually	69%
It will be easier to afford the products I'm looking for	52%
It will be more difficult to find the products I'm looking for	49%

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6. How likely, if at all, do you think are the following are to happen in the next five years? *(Continued)*

   a. It will be easier to discover new products that interest me

	Total
Very likely	18%
Somewhat likely	58%
Not very likely	20%
Not at all likely	4%
Likely (Net)	*76%*
Not Likely (Net)	*24%*

   b. It will be easier to afford the products I'm looking for

	Total
Very likely	13%
Somewhat likely	39%
Not very likely	38%
Not at all likely	10%
Likely (Net)	*52%*
Not Likely (Net)	*48%*

   c. It will be easier to try products virtually

	Total
Very likely	15%
Somewhat likely	53%
Not very likely	25%
Not at all likely	6%
Likely (Net)	*69%*
Not Likely (Net)	*31%*

   d. It will be more difficult to find the products I'm looking for

	Total
Very likely	10%
Somewhat likely	40%
Not very likely	44%
Not at all likely	7%
Likely (Net)	*49%*
Not Likely (Net)	*51%*

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6. How likely, if at all, do you think are the following are to happen in the next five years? *(Continued)*

    e. It will be harder to find customer service people in stores

	Total
Very likely	24%
Somewhat likely	52%
Not very likely	19%
Not at all likely	5%
Likely (Net)	*76%*
Not Likely (Net)	*24%*

7. When making purchases, how often, if at all, does whether a product is made in America or produced by an American company factor into your decision?

	Total
Often	26%
Sometimes	41%
Rarely	19%
Never	10%
Don't know	4%
Often/Sometimes (Net)	*67%*
Rarely/Never (Net)	*29%*

8. When it comes to "buying American," how much do you agree or disagree with the following statements?

Total Likely Summary

	Total
I want to support American values with the purchases I make	81%
I like keeping my money in my community	80%
I think American made products are better quality	69%
American-made products usually have a smaller supply chain which is better for the environment	65%

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8. When it comes to "buying American," how much do you agree or disagree with the following statements? *(Continued)*

a. I think American made products are better quality

	Total
Strongly agree	28%
Somewhat agree	41%
Somewhat disagree	15%
Strongly disagree	3%
Don't know	13%
Agree (Net)	*69%*
Disagree (Net)	*18%*

b. American-made products usually have a smaller supply chain which is better for the environment

	Total
Strongly agree	20%
Somewhat agree	45%
Somewhat disagree	12%
Strongly disagree	4%
Don't know	19%
Agree (Net)	*65%*
Disagree (Net)	*15%*

c. I like keeping my money in my community

	Total
Strongly agree	32%
Somewhat agree	49%
Somewhat disagree	9%
Strongly disagree	3%
Don't know	7%
Agree (Net)	*80%*
Disagree (Net)	*12%*

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8. When it comes to "buying American," how much do you agree or disagree with the following statements? *(Continued)*

   d. I want to support American values with the purchases I make

	Total
Strongly agree	35%
Somewhat agree	46%
Somewhat disagree	8%
Strongly disagree	3%
Don't know	8%
Agree (Net)	*81%*
Disagree (Net)	*11%*

9. 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 prefer to shop in stores	54%
I prefer to shop online	46%

	Total
I prioritize buying items based on how much they cost	69%
I prioritize buying from brands that support my values	31%

	Total
I always pay off my credit card balance every month (or don't have a credit card)	64%
I usually carry a balance on my credit cards	36%

	Total
I expect prices for the goods I buy will go up a lot in the next five years	64%
I expect prices for the goods I buy will go up a little or not at all in the next five years	36%

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GAME CHANGERS

PUBLIC POLL FINDINGS AND METHODOLOGY

9. 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 will be easier to save on the products I'm looking for online	65%
It will be easier to save on the products I'm looking for in stores	35%

	Total
I prioritize my budget when shopping	63%
I prioritize my convenience when shopping	37%

	Total
I think social media influencers just sell what will make them money	72%
I think social media influencers provide useful information and product recommendations	28%

	Total
When I'm shopping, I just want to get what I'm getting and get out	57%
I want shopping to be a fun experience	43%

	Total
AI will lead to more disinformation	69%
AI will not lead to more disinformation	31%

	Total
U.S. relations with China will remain strained in the coming years	74%
U.S. relations with China will improve in the coming years	26%

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About the Study

These are some of the findings of an Ipsos poll conducted between March 19 – 20, 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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About Ipsos

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Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 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, STOXX Europe 600 and is eligible for the Deferred Settlement Service (SRD).
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