



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Future of Shopping Survey

Topline Findings

New York, October 27, 2026 — *These are the findings of an Ipsos poll conducted between August 5-6, 2026, 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:



PUBLIC POLL FINDINGS AND METHODOLOGY

Full Annotated Questionnaire

1. How well, if at all, does each of the following describe you?

Total Describes Me Summary

	Total (N=1,120)
I generally enjoy shopping online	80%
I generally enjoy shopping in stores	78%
I only shop when I need something specific	68%
Shopping stresses me out	37%
I am excited for AI assistants to shop for me	24%

- a. I generally enjoy shopping online

	Total
Describes me completely	34%
Describes me somewhat	46%
Does not describe me very well	17%
Does not describe me at all	4%
<i>Describes Me (Net)</i>	80%
<i>Does Not Describe Me (Net)</i>	20%

- b. I generally enjoy shopping in stores

	Total
Describes me completely	30%
Describes me somewhat	48%
Does not describe me very well	17%
Does not describe me at all	5%
<i>Describes Me (Net)</i>	78%
<i>Does Not Describe Me (Net)</i>	22%

- c. I only shop when I need something specific

	Total
Describes me completely	20%
Describes me somewhat	48%
Does not describe me very well	22%
Does not describe me at all	10%
<i>Describes Me (Net)</i>	68%
<i>Does Not Describe Me (Net)</i>	32%

PUBLIC POLL FINDINGS AND METHODOLOGY

1. How well, if at all, does each of the following describe you? (*Continued*)

d. I am excited for AI assistants to shop for m

	Total
Describes me completely	6%
Describes me somewhat	18%
Does not describe me very well	29%
Does not describe me at all	47%
<i>Describes Me (Net)</i>	<i>24%</i>
<i>Does Not Describe Me (Net)</i>	<i>76%</i>

e. Shopping stresses me out

	Total
Describes me completely	8%
Describes me somewhat	29%
Does not describe me very well	36%
Does not describe me at all	27%
<i>Describes Me (Net)</i>	<i>37%</i>
<i>Does Not Describe Me (Net)</i>	<i>63%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

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

Total Everyday Purchase Summary

	Total
Dining out (fast food, chain restaurants)	38%
Beauty products	37%
Ordering food delivered	24%
Technology and gadgets	20%
Fashion (as opposed to everyday clothes)	19%

a. Beauty products

	Total
Much more like an everyday purchase	15%
Somewhat more like an everyday purchase	22%
Somewhat more like a luxury/splurge	23%
Much more like a luxury/splurge	13%
Even mix of both	10%
Don't know/not applicable	18%
<i>Everyday Purchase (Net)</i>	<i>37%</i>
<i>Luxury/Splurge (Net)</i>	<i>36%</i>

b. Dining out (fast food, chain restaurants)

	Total
Much more like an everyday purchase	14%
Somewhat more like an everyday purchase	25%
Somewhat more like a luxury/splurge	33%
Much more like a luxury/splurge	12%
Even mix of both	13%
Don't know/not applicable	4%
<i>Everyday Purchase (Net)</i>	<i>38%</i>
<i>Luxury/Splurge (Net)</i>	<i>44%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

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

c. Ordering food delivered

	Total
Much more like an everyday purchase	10%
Somewhat more like an everyday purchase	14%
Somewhat more like a luxury/splurge	28%
Much more like a luxury/splurge	25%
Even mix of both	9%
Don't know/not applicable	14%
<i>Everyday Purchase (Net)</i>	<i>24%</i>
<i>Luxury/Splurge (Net)</i>	<i>53%</i>

d. Technology and gadgets

	Total
Much more like an everyday purchase	7%
Somewhat more like an everyday purchase	13%
Somewhat more like a luxury/splurge	38%
Much more like a luxury/splurge	26%
Even mix of both	11%
Don't know/not applicable	6%
<i>Everyday Purchase (Net)</i>	<i>20%</i>
<i>Luxury/Splurge (Net)</i>	<i>64%</i>

e. Fashion (as opposed to everyday clothes)

	Total
Much more like an everyday purchase	5%
Somewhat more like an everyday purchase	14%
Somewhat more like a luxury/splurge	27%
Much more like a luxury/splurge	35%
Even mix of both	9%
Don't know/not applicable	11%
<i>Everyday Purchase (Net)</i>	<i>19%</i>
<i>Luxury/Splurge (Net)</i>	<i>61%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

3. Imagine you had an AI assistant that could independently complete tasks and make decisions on your behalf, including interacting with other AI systems, retailers, service providers or websites.

How willing, if at all, would you be to use an AI assistant and let it make purchasing decisions for you?

	Total
Very willing	11%
Somewhat willing	25%
Not very willing	20%
Not at all willing	40%
Don't know	4%
<i>Willing (Net)</i>	<i>36%</i>
<i>Not Willing (Net)</i>	<i>59%</i>

4. How safe or risky would it be to allow an AI assistant to handle each of the following activities on your behalf?

Total Safe Summary

	Total
Researching consumer electronics	51%
Purchasing household essentials (e.g., laundry detergent, toothpaste, milk) when needed	40%
Reviewing bills and subscriptions	32%
Planning a vacation	30%
Purchasing consumer electronics	28%
Booking a vacation	25%
Evaluating your health symptoms	25%
Negotiating bills and subscriptions	24%
Choosing care based on your symptoms	23%
Preparing your taxes	21%

PUBLIC POLL FINDINGS AND METHODOLOGY

4. How safe or risky would it be to allow an AI assistant to handle each of the following activities on your behalf? (*Continued*)

a. Purchasing household essentials (e.g., laundry detergent, toothpaste, milk) when needed

	Total
Completely safe	13%
Mostly safe	27%
Neither safe nor risky	27%
Mostly risky	16%
Extremely risky	17%
<i>Safe (Net)</i>	<i>40%</i>
<i>Risky (Net)</i>	<i>34%</i>

b. Researching consumer electronics

	Total
Completely safe	17%
Mostly safe	34%
Neither safe nor risky	23%
Mostly risky	11%
Extremely risky	15%
<i>Safe (Net)</i>	<i>51%</i>
<i>Risky (Net)</i>	<i>26%</i>

c. Purchasing consumer electronics

	Total
Completely safe	6%
Mostly safe	22%
Neither safe nor risky	27%
Mostly risky	24%
Extremely risky	21%
<i>Safe (Net)</i>	<i>28%</i>
<i>Risky (Net)</i>	<i>45%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

4. How safe or risky would it be to allow an AI assistant to handle each of the following activities on your behalf? (*Continued*)

d. Planning a vacation

	Total
Completely safe	7%
Mostly safe	23%
Neither safe nor risky	25%
Mostly risky	21%
Extremely risky	23%
<i>Safe (Net)</i>	<i>30%</i>
<i>Risky (Net)</i>	<i>44%</i>

e. Booking a vacation

	Total
Completely safe	5%
Mostly safe	20%
Neither safe nor risky	24%
Mostly risky	26%
Extremely risky	26%
<i>Safe (Net)</i>	<i>25%</i>
<i>Risky (Net)</i>	<i>52%</i>

f. Reviewing bills and subscriptions

	Total
Completely safe	6%
Mostly safe	27%
Neither safe nor risky	24%
Mostly risky	22%
Extremely risky	22%
<i>Safe (Net)</i>	<i>32%</i>
<i>Risky (Net)</i>	<i>44%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

4. How safe or risky would it be to allow an AI assistant to handle each of the following activities on your behalf? (*Continued*)

g. Negotiating bills and subscriptions

	Total
Completely safe	5%
Mostly safe	19%
Neither safe nor risky	22%
Mostly risky	27%
Extremely risky	27%
<i>Safe (Net)</i>	<i>24%</i>
<i>Risky (Net)</i>	<i>54%</i>

h. Evaluating your health symptoms

	Total
Completely safe	6%
Mostly safe	19%
Neither safe nor risky	25%
Mostly risky	23%
Extremely risky	28%
<i>Safe (Net)</i>	<i>25%</i>
<i>Risky (Net)</i>	<i>50%</i>

i. Choosing care based on your symptoms

	Total
Completely safe	3%
Mostly safe	20%
Neither safe nor risky	21%
Mostly risky	29%
Extremely risky	27%
<i>Safe (Net)</i>	<i>23%</i>
<i>Risky (Net)</i>	<i>56%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

4. How safe or risky would it be to allow an AI assistant to handle each of the following activities on your behalf? (*Continued*)

- j. Preparing your taxes

	Total
Completely safe	4%
Mostly safe	17%
Neither safe nor risky	17%
Mostly risky	21%
Extremely risky	40%
<i>Safe (Net)</i>	<i>21%</i>
<i>Risky (Net)</i>	<i>61%</i>

5. How much do you like or dislike doing each of the following?

Total Like Summary

	Total
Planning a vacation	67%
Booking a vacation	64%
Purchasing consumer electronics	58%
Purchasing household essentials (e.g., laundry detergent, toothpaste, milk) when needed	55%
Researching consumer electronics	50%
Choosing care based on your symptoms	42%
Evaluating your health symptoms	35%
Reviewing bills and subscriptions	34%
Negotiating bills and subscriptions	25%
Preparing your taxes	23%

- a. Purchasing household essentials (e.g., laundry detergent, toothpaste, milk) when needed

	Total
Strongly like	22%
Somewhat like	32%
Neither like nor dislike	34%
Somewhat dislike	9%
Strongly dislike	2%
I don't do this activity	1%
<i>Like (Net)</i>	<i>55%</i>
<i>Dislike (Net)</i>	<i>10%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

5. How much do you like or dislike doing each of the following? (*Continued*)

b. Researching consumer electronics

	Total
Strongly like	15%
Somewhat like	35%
Neither like nor dislike	27%
Somewhat dislike	13%
Strongly dislike	6%
I don't do this activity	4%
<i>Like (Net)</i>	<i>50%</i>
<i>Dislike (Net)</i>	<i>19%</i>

c. Purchasing consumer electronics

	Total
Strongly like	23%
Somewhat like	36%
Neither like nor dislike	27%
Somewhat dislike	8%
Strongly dislike	5%
I don't do this activity	2%
<i>Like (Net)</i>	<i>58%</i>
<i>Dislike (Net)</i>	<i>12%</i>

d. Planning a vacation

	Total
Strongly like	33%
Somewhat like	35%
Neither like nor dislike	17%
Somewhat dislike	9%
Strongly dislike	2%
I don't do this activity	4%
<i>Like (Net)</i>	<i>67%</i>
<i>Dislike (Net)</i>	<i>11%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

5. How much do you like or dislike doing each of the following? (*Continued*)

e. Booking a vacation

	Total
Strongly like	30%
Somewhat like	35%
Neither like nor dislike	19%
Somewhat dislike	8%
Strongly dislike	3%
I don't do this activity	5%
<i>Like (Net)</i>	<i>64%</i>
<i>Dislike (Net)</i>	<i>11%</i>

f. Reviewing bills and subscriptions

	Total
Strongly like	10%
Somewhat like	24%
Neither like nor dislike	37%
Somewhat dislike	18%
Strongly dislike	9%
I don't do this activity	2%
<i>Like (Net)</i>	<i>34%</i>
<i>Dislike (Net)</i>	<i>28%</i>

g. Negotiating bills and subscriptions

	Total
Strongly like	9%
Somewhat like	16%
Neither like nor dislike	31%
Somewhat dislike	24%
Strongly dislike	15%
I don't do this activity	4%
<i>Like (Net)</i>	<i>25%</i>
<i>Dislike (Net)</i>	<i>39%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

5. How much do you like or dislike doing each of the following? (*Continued*)

h. Evaluating your health symptoms

	Total
Strongly like	12%
Somewhat like	23%
Neither like nor dislike	40%
Somewhat dislike	19%
Strongly dislike	3%
I don't do this activity	3%
<i>Like (Net)</i>	<i>35%</i>
<i>Dislike (Net)</i>	<i>22%</i>

i. Choosing care based on your symptoms

	Total
Strongly like	15%
Somewhat like	27%
Neither like nor dislike	41%
Somewhat dislike	11%
Strongly dislike	3%
I don't do this activity	3%
<i>Like (Net)</i>	<i>42%</i>
<i>Dislike (Net)</i>	<i>15%</i>

j. Preparing your taxes

	Total
Strongly like	9%
Somewhat like	14%
Neither like nor dislike	23%
Somewhat dislike	23%
Strongly dislike	24%
I don't do this activity	7%
<i>Like (Net)</i>	<i>23%</i>
<i>Dislike (Net)</i>	<i>47%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

6. In order for an AI agent to buy things on your behalf, it would need access to your payment methods and personal information. Knowing that, which TWO of the following, if any, would be MOST important for you to trust the system? (Select up to two)

	Total
Requiring my approval before every purchase	29%
Guaranteeing I get my money back if the AI makes a mistake	26%
Using secure payment methods that keep my card or bank details hidden	18%
Letting me cancel a purchase within a set time after it's made	13%
Setting a strict spending limit (e.g., "Do not spend more than \$50")	11%
Only allowing purchases from retailers or brands I've approved	6%
Having an outside company confirm the AI is safe to use	4%
Having the government confirm the AI is safe to use	4%
Explaining why the AI selected a certain product or seller	3%
I would never link my payment information to an AI agent	41%

7. Thinking about your shopping experiences, how often do you shop at shopping malls (i.e., large shopping centers anchored by department stores)?

	Total
Often	7%
Sometimes	35%
Rarely	49%
Never	9%
<i>Often/Sometimes (Net)</i>	<i>42%</i>
<i>Rarely/Never (Net)</i>	<i>58%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

8. Which of the following are reasons you visit shopping malls today? Select all that apply.

Base: Q7 ≠ Never

	Total (N=989)
To see, touch or try products before I buy them	46%
To have a fun outing or way to spend the day	40%
To buy something I need immediately	37%
To spend time with friends or family	34%
To visit restaurants, cafés or entertainment venues	34%
To enjoy the atmosphere and energy of the mall or to people-watch	30%
To discover new products, brands or trends	24%
To compare products from multiple stores in one place	20%
To get ideas or inspiration for future purchases	20%
To access services such as salons, tailoring, repairs or personal styling	8%
Other	3%
None of these	5%

9. Which of the following are reasons you don't visit shopping malls today? Select all that apply.

Base: Q7 = Never

	Total (N=131)
Getting to a mall is inconvenient	43%
Online shopping is more convenient	39%
It's too crowded or busy	31%
It takes too much time	29%
Parking is inconvenient	27%
I can usually find better prices online	26%
The stores and brands I want are available online	19%
There isn't enough that feels unique or worth the trip	18%
The sizes I need are rarely available in stores	6%
Other	21%
None of these	13%

PUBLIC POLL FINDINGS AND METHODOLOGY

10. In the past 6 months, have you purchased something in the following ways?

a. Purchased a product directly through my TV remote while watching a streaming show

	Total
Yes	11%
No	89%

b. Purchased a product by clicking directly through a video on social media

	Total
Yes	27%
No	73%

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
AI will displace jobs and cause economic instability	68%
AI will drive innovation and boost the economy	32%

	Total
I want to research and make purchasing decisions myself	87%
I want an AI assistant to automatically buy the best products for me	13%

	Total
I am not willing to give up some of my privacy or data to save money	70%
I am willing to give up some of my privacy or data to save money	30%

	Total
I am not willing to give up some of my privacy or data to save time	73%
I am willing to give up some of my privacy or data to save time	27%

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. *(Continued)*

	Total
I prefer to buy from brands that prioritize keeping costs low	84%
I prefer to buy from luxury or "status symbol" brands	16%

	Total
AI will make it impossible to tell real versus fake goods	71%
AI will make it easy to prove authenticity of goods	29%

	Total
Luxury is becoming more about unique, personal experiences accessible to anyone	56%
The more exclusive something is, the more it feels like true luxury	44%

	Total
The amount of advertising I see when I shop doesn't bother me	57%
I am overwhelmed by the amount of advertising I see when I shop	43%



PUBLIC POLL FINDINGS AND METHODOLOGY

About the Study

These are some of the findings of an Ipsos poll conducted between August 5-6, 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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PUBLIC POLL FINDINGS AND METHODOLOGY

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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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GAME CHANGERS

