PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos What the Future: Spending Survey

Topline Findings

New York, September 26, 2022 — *These are the findings of an Ipsos poll conducted between August 23 – 24, 2022, for the **What the Future**: **Spending issue**. For this survey, a sample of 1,116 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:

GAME CHANGERS

PUBLIC POLL FINDINGS AND METHODOLOGY

Full Annotated Questionnaire

1. Do you set a monthly household budget, or not?

	Total (N=1,116)
Yes, and I stick to it	33%
Yes, but I do not always stick to it	32%
No	35%

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

Total Agree Summary

	Total
I buy large items only when I need to, such as when they break or need replacing	75%
The overall economy right now (prices, inflation, stock market, etc.) impacts how I spend today	65%
Where I think the economy is headed in the future (up or down) impacts how I spend today	58%
I plan large purchases (appliances, cars, homes) in advance so I can budget for them	58%
I am just spending on daily necessities right now, nothing more	52%
When prices go up, I can't always buy the things I need	48%
I am pulling money from savings to cover expenses	34%
I am putting more purchases on credit cards than usual	31%
When money is tight, I will treat myself to a small luxury purchase (like designer lipstick, or a designer key chain)	22%

GAME CHANGERS

PUBLIC POLL FINDINGS AND METHODOLOGY

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

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

	Total
Strongly agree	28%
Somewhat agree	37%
Neither agree nor disagree	22%
Somewhat disagree	8%
Strongly disagree	5%
Agree (Net)	*65%*
Disagree (Net)	*13%*

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

	Total
Strongly agree	21%
Somewhat agree	37%
Neither agree nor disagree	28%
Somewhat disagree	9%
Strongly disagree	5%
Agree (Net)	*58%*
Disagree (Net)	*14%*

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

	Total
Strongly agree	25%
Somewhat agree	33%
Neither agree nor disagree	23%
Somewhat disagree	10%
Strongly disagree	8%
Agree (Net)	*58%*
Disagree (Net)	*18%*

PUBLIC POLL FINDINGS AND METHODOLOGY

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

d. I buy large items only when I need to, such as when they break or need replacing

	Total
Strongly agree	39%
Somewhat agree	36%
Neither agree nor disagree	16%
Somewhat disagree	6%
Strongly disagree	3%
Agree (Net)	*75%*
Disagree (Net)	*9%*

e. When prices go up, I can't always buy the things I need

	Total
Strongly agree	18%
Somewhat agree	29%
Neither agree nor disagree	25%
Somewhat disagree	16%
Strongly disagree	11%
Agree (Net)	*48%*
Disagree (Net)	*27%*

f. I am just spending on daily necessities right now, nothing more

	Total
Strongly agree	21%
Somewhat agree	31%
Neither agree nor disagree	25%
Somewhat disagree	15%
Strongly disagree	7%
Agree (Net)	*52%*
Disagree (Net)	*22%*

g. I am pulling money from savings to cover expenses

	Total
Strongly agree	12%
Somewhat agree	22%
Neither agree nor disagree	22%
Somewhat disagree	20%
Strongly disagree	24%
Agree (Net)	*34%*
Disagree (Net)	*44%*

GAME CHANGERS

PUBLIC POLL FINDINGS AND METHODOLOGY

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

    h. I am putting more purchases on credit cards than usual

	Total
Strongly agree	12%
Somewhat agree	19%
Neither agree nor disagree	24%
Somewhat disagree	18%
Strongly disagree	27%
Agree (Net)	*31%*
Disagree (Net)	*45%*

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

	Total
Strongly agree	8%
Somewhat agree	14%
Neither agree nor disagree	24%
Somewhat disagree	23%
Strongly disagree	31%
Agree (Net)	*22%*
Disagree (Net)	*54%*

3. Have you bought products or services based on recommendations from each of the following, or not?

    Total Yes Summary

	Total
Family	71%
Close friends	66%
Acquaintances	39%
Someone that works in the store/for the company	38%
Companies or brands on social media	35%
A review site (such as wirecutter.com, engadget.com, honestproductreviews.com)	33%
Groups on social media (such as Reddit boards, Facebook groups, etc.)	28%
Individual influencers on social media (such as Instagram, TikTok, Facebook)	27%

PUBLIC POLL FINDINGS AND METHODOLOGY

3. Have you bought products or services based on recommendations from each of the following, or not? *(Continued)*

    a. Close friends

	Total
Yes	66%
No	34%

    b. Family

	Total
Yes	71%
No	29%

    c. Acquaintances

	Total
Yes	39%
No	61%

    d. Someone that works in the store/for the company

	Total
Yes	38%
No	62%

    e. A review site (such as wirecutter.com, engadget.com, honestproductreviews.com)

	Total
Yes	33%
No	67%

    f. Individual influencers on social media (such as Instagram, TikTok, Facebook)

	Total
Yes	27%
No	73%

    g. Groups on social media (such as Reddit boards, Facebook groups, etc.)

	Total
Yes	28%
No	72%

GAME CHANGERS

PUBLIC POLL FINDINGS AND METHODOLOGY

3. Have you bought products or services based on recommendations from each of the following, or not? *(Continued)*

    h. Companies or brands on social media

	Total
Yes	35%
No	65%

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

    a. Food and beverages

	Total
In store, directly from the company/manufacturer	41%
In store, from a discount or warehouse store	32%
Online, for in-store pickup	8%
Online, for delivery or shipping	9%
Social media	4%
Secondhand/resale	2%
Livestream retail	4%

    b. Apparel and accessories

	Total
In store, directly from the company/manufacturer	29%
In store, from a discount or warehouse store	26%
Online, for in-store pickup	8%
Online, for delivery or shipping	25%
Social media	5%
Secondhand/resale	6%
Livestream retail	2%

    c. Beauty and personal care products

	Total
In store, directly from the company/manufacturer	32%
In store, from a discount or warehouse store	28%
Online, for in-store pickup	7%
Online, for delivery or shipping	23%
Social media	4%
Secondhand/resale	3%
Livestream retail	3%

GAME CHANGERS

PUBLIC POLL FINDINGS AND METHODOLOGY

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

d. Luxury goods

	Total
In store, directly from the company/manufacturer	34%
In store, from a discount or warehouse store	25%
Online, for in-store pickup	6%
Online, for delivery or shipping	18%
Social media	4%
Secondhand/resale	9%
Livestream retail	4%

e. Furniture and home décor

	Total
In store, directly from the company/manufacturer	37%
In store, from a discount or warehouse store	29%
Online, for in-store pickup	6%
Online, for delivery or shipping	15%
Social media	4%
Secondhand/resale	6%
Livestream retail	4%

f. Health and fitness

	Total
In store, directly from the company/manufacturer	31%
In store, from a discount or warehouse store	28%
Online, for in-store pickup	5%
Online, for delivery or shipping	24%
Social media	5%
Secondhand/resale	4%
Livestream retail	2%

PUBLIC POLL FINDINGS AND METHODOLOGY

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

g. Technology and electronics

	Total
In store, directly from the company/manufacturer	33%
In store, from a discount or warehouse store	24%
Online, for in-store pickup	8%
Online, for delivery or shipping	26%
Social media	5%
Secondhand/resale	2%
Livestream retail	2%

5a. In which of the following ways, if any, is climate change affecting your spending? Please select all the items that you have already done or experienced.

	Total
I've purchased products to help with my energy costs (like smart thermostats)	18%
I have to purchase different clothing for changing weather patterns or extreme weather	15%
I have made changes to my home (HVAC, insulation, energy sources like solar)	15%
My homeowner or renter insurance costs are going up	14%
I moved to a place with better weather or climate	5%
Other	1%
None of the above	49%
Don't know	7%

5b. How much of an impact, if any, do you think climate change will affect your spending in the future?

	Total
A major impact	27%
A minor impact	34%
No impact at all	23%
Don't know	17%
Major/Minor Impact (net)	*61%*

GAME CHANGERS

PUBLIC POLL FINDINGS AND METHODOLOGY

6. How important, if at all, are the following to you when thinking about which companies or brands to buy from?

Total Important Summary

	Total
Whether a brand manufactures products in the U.S.	73%
A company's stance on environment and sustainability	66%
Whether a brand is local to your community	66%
Whether a brand is a small business	61%
A company's stance on race	60%
A company's stance on gender equality	57%
A company's stance on politics	52%
A company's stance on LGBTQ+ issues	48%

a. A company's stance on gender equality

	Total
Very important	23%
Somewhat important	34%
Not very important	25%
Not at all important	18%
Important (Net)	*57%*
Not Important (Net)	*43%*

b. A company's stance on LGBTQ+ issues

	Total
Very important	18%
Somewhat important	30%
Not very important	29%
Not at all important	23%
Important (Net)	*48%*
Not Important (Net)	*52%*

GAME CHANGERS

PUBLIC POLL FINDINGS AND METHODOLOGY

6. How important, if at all, are the following to you when thinking about which companies or brands to buy from? *(Continued)*

    c.   A company's stance on politics

	Total
Very important	17%
Somewhat important	35%
Not very important	29%
Not at all important	19%
Important (Net)	*52%*
Not Important (Net)	*48%*

    d.   A company's stance on race

	Total
Very important	26%
Somewhat important	34%
Not very important	24%
Not at all important	16%
Important (Net)	*60%*
Not Important (Net)	*40%*

    e.   A company's stance on environment and sustainability

	Total
Very important	24%
Somewhat important	42%
Not very important	22%
Not at all important	12%
Important (Net)	*66%*
Not Important (Net)	*34%*

    f.   Whether a brand is local to your community

	Total
Very important	18%
Somewhat important	48%
Not very important	27%
Not at all important	7%
Important (Net)	*66%*
Not Important (Net)	*34%*

GAME CHANGERS

PUBLIC POLL FINDINGS AND METHODOLOGY

6. How important, if at all, are the following to you when thinking about which companies or brands to buy from? *(Continued)*

   g. Whether a brand is a small business

	Total
Very important	16%
Somewhat important	45%
Not very important	30%
Not at all important	9%
Important (Net)	*61%*
Not Important (Net)	*39%*

   h. Whether a brand manufactures products in the U.S.

	Total
Very important	27%
Somewhat important	46%
Not very important	21%
Not at all important	6%
Important (Net)	*73%*
Not Important (Net)	*27%*

7. How likely, if at all, are you to use an augmented reality app, meaning an app that layers a digital image or information, over something in the physical world around you, to do any of the following:

   Total Likely Summary

	Total
Learn a skill like how to make or fix something	57%
View seats for an event before buying tickets (i.e. sporting event, concert, etc.)	54%
Capture my home measurements to find new furniture or decor for my home	48%
Change paint colors, flooring or fabrics in my home with a single click	46%
Try on clothes, shoes or accessories accurately without having to use a fitting room	42%
Get advice from a stylist or designer while I'm shopping	35%

GAME CHANGERS

PUBLIC POLL FINDINGS AND METHODOLOGY

7. How likely, if at all, are you to use an augmented reality app, meaning an app that layers a digital image or information, over something in the physical world around you, to do any of the following: *(Continued)*

a. Try on clothes, shoes or accessories accurately without having to use a fitting room

	Total
Very likely	16%
Somewhat likely	26%
Not very likely	25%
Not at all likely	30%
I have already done this	3%
Likely (Net)	*42%*
Not Likely (Net)	*55%*

b. Get advice from a stylist or designer while I'm shopping

	Total
Very likely	11%
Somewhat likely	24%
Not very likely	27%
Not at all likely	35%
I have already done this	3%
Likely (Net)	*35%*
Not Likely (Net)	*62%*

c. Capture my home measurements to find new furniture or decor for my home

	Total
Very likely	18%
Somewhat likely	30%
Not very likely	22%
Not at all likely	26%
I have already done this	4%
Likely (Net)	*48%*
Not Likely (Net)	*48%*

GAME CHANGERS

PUBLIC POLL FINDINGS AND METHODOLOGY

7. How likely, if at all, are you to use an augmented reality app, meaning an app that layers a digital image or information, over something in the physical world around you, to do any of the following: *(Continued)*

    d. Change paint colors, flooring or fabrics in my home with a single click

	Total
Very likely	16%
Somewhat likely	30%
Not very likely	24%
Not at all likely	26%
I have already done this	4%
Likely (Net)	*46%*
Not Likely (Net)	*50%*

    e. Learn a skill like how to make or fix something

	Total
Very likely	23%
Somewhat likely	34%
Not very likely	18%
Not at all likely	21%
I have already done this	4%
Likely (Net)	*57%*
Not Likely (Net)	*39%*

    f. View seats for an event before buying tickets (i.e. sporting event, concert, etc.)

	Total
Very likely	24%
Somewhat likely	30%
Not very likely	16%
Not at all likely	23%
I have already done this	7%
Likely (Net)	*54%*
Not Likely (Net)	*39%*

GAME CHANGERS

PUBLIC POLL FINDINGS AND METHODOLOGY

8. Regardless of your likelihood to use augmented reality apps, what do you personally want most from these apps when thinking about using them for shopping? You may select up to two. As a reminder, an augmented reality app layers a digital image or information, over something in the physical world around you.

	Total
The ability to compare prices across retailers	34%
An app that works with any mobile device or store or retailer	27%
The ability to buy directly from the app	19%
The ability to create or add to wish lists	15%
To buy virtual items, like avatars, clothing, or NFTs	8%
Something else	1%
None of these	24%
Don't know	12%

9. How concerned, if at all, are you about each of the following in using virtual reality or augmented reality tools to select and buy items?

Total Concerned Summary

	Total
The level of accuracy of the item	81%
Privacy	80%
Quality	78%
Not getting the right thing	76%
Technical glitches	74%

a. Privacy

	Total
Very concerned	43%
Somewhat concerned	37%
Not very concerned	13%
Not concerned at all	6%
Concerned (Net)	*80%*
Not Concerned (Net)	*20%*

GAME CHANGERS

PUBLIC POLL FINDINGS AND METHODOLOGY

9. How concerned, if at all, are you about each of the following in using virtual reality or augmented reality tools to select and buy items? *(Continued)*

b. Not getting the right thing

	Total
Very concerned	29%
Somewhat concerned	47%
Not very concerned	17%
Not concerned at all	8%
Concerned (Net)	*76%*
Not Concerned (Net)	*24%*

c. Quality

	Total
Very concerned	35%
Somewhat concerned	43%
Not very concerned	15%
Not concerned at all	7%
Concerned (Net)	*78%*
Not Concerned (Net)	*22%*

d. Technical glitches

	Total
Very concerned	29%
Somewhat concerned	44%
Not very concerned	18%
Not concerned at all	8%
Concerned (Net)	*74%*
Not Concerned (Net)	*26%*

e. The level of accuracy of the item

	Total
Very concerned	35%
Somewhat concerned	46%
Not very concerned	12%
Not concerned at all	7%
Concerned (Net)	*81%*
Not Concerned (Net)	*19%*

GAME CHANGERS

PUBLIC POLL FINDINGS AND METHODOLOGY

10. How concerned, if at all, are you about your privacy when taking part in the following:

Total Concerned Summary

	Total
Being able to check out a store more quickly and securely but the marketer stores your biometric data like fingerprints or retina scans	74%
Using a shopping website that uses location services to direct you to a store or products in store but then tracks your location off the site	74%
Getting customized recommendations for products (nutrition, health, beauty, etc.) but you must provide your DNA	73%
Using an augmented reality app to see how a product looks in your home if that allows the marketer to map your home and its contents	70%
Being able to get custom clothing tailored and fitted for you, but you must submit a body scan and measurements	64%

a. Using an augmented reality app to see how a product looks in your home if that allows the marketer to map your home and its contents

	Total
Very concerned	31%
Somewhat concerned	39%
Not very concerned	21%
Not concerned at all	9%
Concerned (Net)	*70%*
Not Concerned (Net)	*30%*

b. Being able to check out a store more quickly and securely but the marketer stores your biometric data like fingerprints or retina scans

	Total
Very concerned	37%
Somewhat concerned	38%
Not very concerned	17%
Not concerned at all	9%
Concerned (Net)	*74%*
Not Concerned (Net)	*26%*

GAME CHANGERS

PUBLIC POLL FINDINGS AND METHODOLOGY

10. How concerned, if at all, are you about your privacy when taking part in the following:
    (Concerned)

    c. Getting customized recommendations for products (nutrition, health, beauty, etc.) but you must provide your DNA

	Total
Very concerned	44%
Somewhat concerned	29%
Not very concerned	18%
Not concerned at all	9%
Concerned (Net)	*73%*
Not Concerned (Net)	*27%*

    d. Being able to get custom clothing tailored and fitted for you, but you must submit a body scan and measurements

	Total
Very concerned	25%
Somewhat concerned	39%
Not very concerned	25%
Not concerned at all	11%
Concerned (Net)	*64%*
Not Concerned (Net)	*36%*

    e. Using a shopping website that uses location services to direct you to a store or products in store but then tracks your location off the site

	Total
Very concerned	34%
Somewhat concerned	40%
Not very concerned	18%
Not concerned at all	9%
Concerned (Net)	*74%*
Not Concerned (Net)	*26%*

GAME CHANGERS

PUBLIC POLL FINDINGS AND METHODOLOGY

11. How important are the following when you are buying products?

Total Important Summary

	Total
Quality of products	93%
Total price	91%
Reviews or recommendations	80%
If it is made in the USA	72%
If it is ethically sourced	69%

a. Total price

	Total
Very important	63%
Somewhat important	28%
Not very important	6%
Not at all important	1%
Don't know	2%
Important (Net)	*91%*
Not Important (Net)	*7%*

b. Quality of products

	Total
Very important	68%
Somewhat important	25%
Not very important	4%
Not at all important	1%
Don't know	2%
Important (Net)	*93%*
Not Important (Net)	*5%*

c. If it is made in the USA

	Total
Very important	30%
Somewhat important	42%
Not very important	18%
Not at all important	7%
Don't know	3%
Important (Net)	*72%*
Not Important (Net)	*25%*

PUBLIC POLL FINDINGS AND METHODOLOGY

11. How important are the following when you are buying products? *(Continued)*

    d.   Reviews or recommendations

	Total
Very important	34%
Somewhat important	46%
Not very important	13%
Not at all important	5%
Don't know	2%
Important (Net)	*80%*
Not Important (Net)	*18%*

    e.   If it is ethically sourced

	Total
Very important	27%
Somewhat important	42%
Not very important	18%
Not at all important	10%
Don't know	3%
Important (Net)	*69%*
Not Important (Net)	*28%*

12. How much extra are you willing to pay for a product that's made in America?

	Total
Zero - I'm not willing to pay more	36%
5% more	27%
10% more	24%
25% more	9%
50% more	3%
100% more	2%

GAME CHANGERS Ipsos

PUBLIC POLL FINDINGS AND METHODOLOGY

13. For each of the pairs of statements, please select the statement that comes closest to your view, even if neither statement is exactly right.

	Total
The broader economy shapes how I spend my money	57%
I spend what I want and need to regardless of what the economy is doing	43%

	Total
Climate change is not impacting how I spend and what I buy	58%
Climate change is impacting how I spend and what I buy	42%

	Total
Augmented reality will never replace stores or online shopping	60%
There's a future for shopping via augmented reality	40%

	Total
There are products that I will always want to buy in a store	75%
I can see a future where I buy everything online	25%

	Total
I want companies to do more to protect my privacy and information online	74%
I believe companies are doing their best to protect my privacy and information online	26%

	Total
I wish the government did more to protect my privacy and information online	70%
The government is not responsible for protecting my privacy and information online	30%

PUBLIC POLL FINDINGS AND METHODOLOGY

13. For each of the pairs of statements, please select the statement that comes closest to your view, even if neither statement is exactly right. *(Continued)*

	Total
I would prefer to limit the amount of personal data companies have, even if it means I don't get these things	74%
I'm ok with companies using my personal data to provide customized recommendations for products	26%

	Total
I think about where a product is made before I buy it	54%
I don't think about where a product is made before I buy it	46%

GAME CHANGERS

PUBLIC POLL FINDINGS AND METHODOLOGY

About the Study

These are some of the findings of an Ipsos poll conducted between August 23 – 24, 2022. For this survey, a sample of 1,116 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 2019 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=1,116, DEFF=1.5, adjusted Confidence Interval=+/- 5.1 percentage points).

For more information on this news release, please contact:

Matt Carmichael
Editor, What the Future and
Head of the Ipsos Trends & Foresight Lab
Ipsos North America
+1 312 218 7922
matt.carmichael@ipsos.com

Mallory Newall
Vice President, US
Public Affairs
+1 202 374-2613
mallory.newall@ipsos.com

Kate Silverstein
Media Relations Specialist, US
Public Affairs
+1 718 755-8829
kate.silverstein@ipsos.com

GAME CHANGERS

PUBLIC POLL FINDINGS AND METHODOLOGY

About Ipsos

Ipsos is the world's third largest Insights and Analytics company, present in 90 markets and employing more than 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).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com

GAME CHANGERS