

# WHY OPINION MATTERS IN FORESIGHT

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GAME CHANGERS





**All you need  
to remember  
today is this:**

**Consider foresight as part  
of your research**

**And consider humans when  
you consider foresight.**

# Let's talk about history

STOP

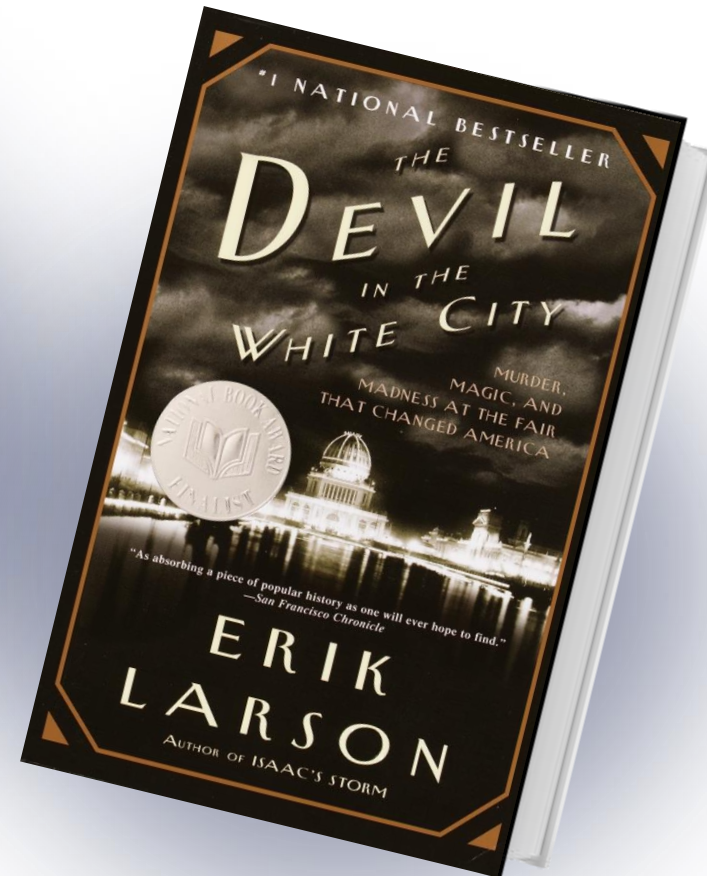
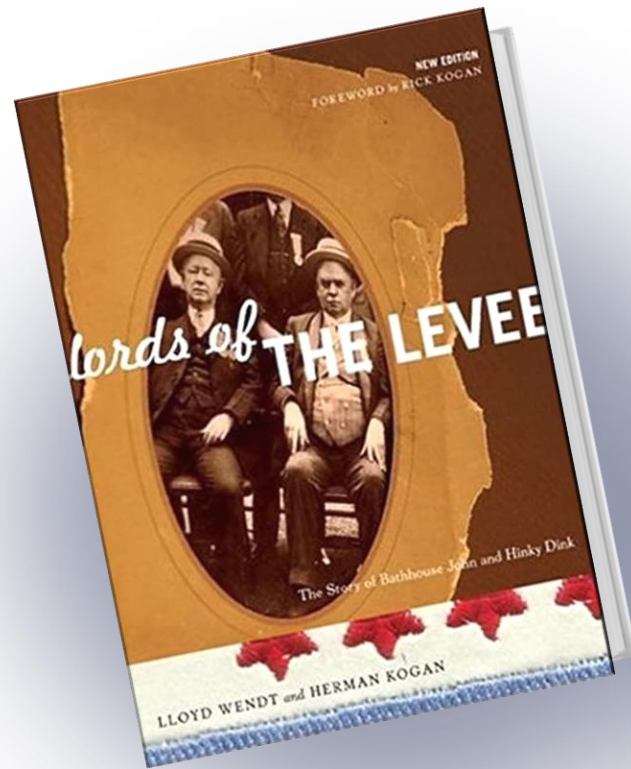
















<https://www.flickr.com/photos/smcdevitt/3827626945>



# Decline in Detroit

“Detroit’s decline has been going on for a long while. In the face of growing foreign and domestic competition, auto companies merged, or quit, or moved out of town to get closer to markets... The U.S. Government lists Detroit as an area of “substantial and persistent unemployment.”

– Time magazine

Photo: Angela Anderson-Cobb/Flickr



**The future is built  
on the present.**

**The present is built  
on the past.**

**The past is built  
on people.**

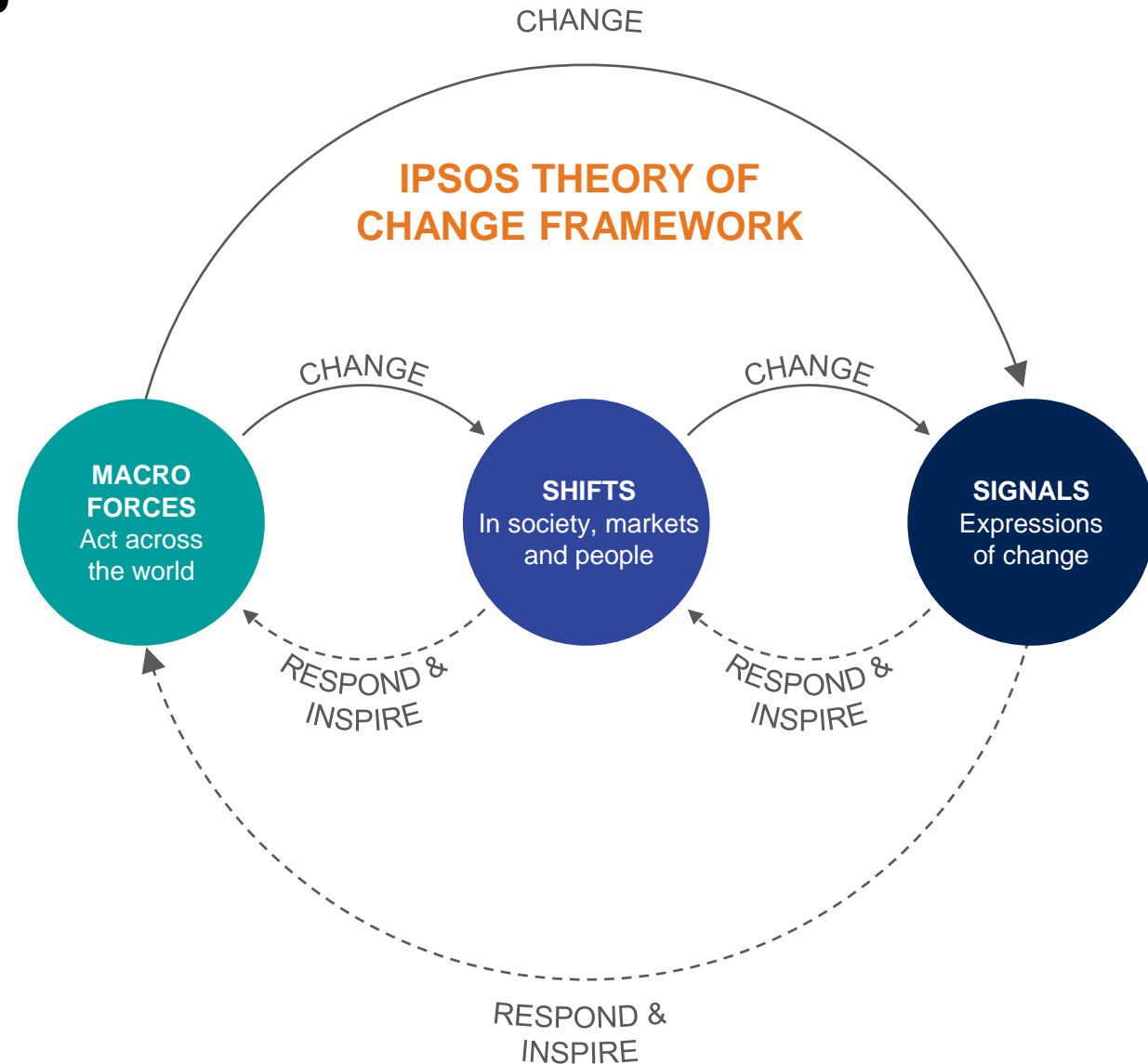


# The Ipsos Theory of Change

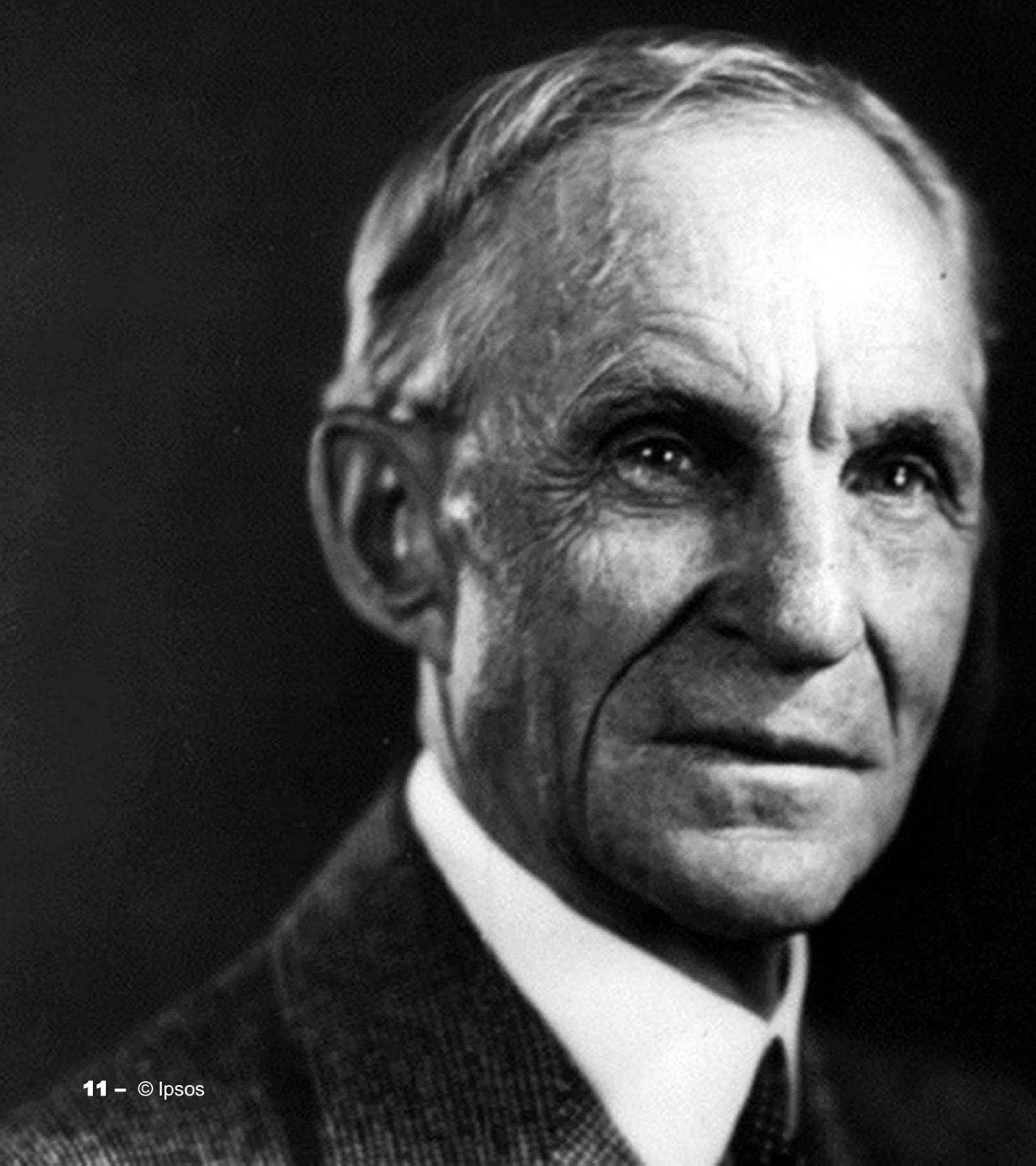
The Ipsos **THEORY OF CHANGE** is a proprietary and comprehensive view of how and why change happens.

We use this framework to understand **MACRO FORCES**, **SHIFTS** and **SIGNALS**, the interrelationships and tensions between the three levels, and systems of resilience, resonance and reciprocity.

These dynamics help us to develop, deliver and disseminate **TRENDS** and **FORESIGHT** and assess how it will impact our clients' current and future organisations.



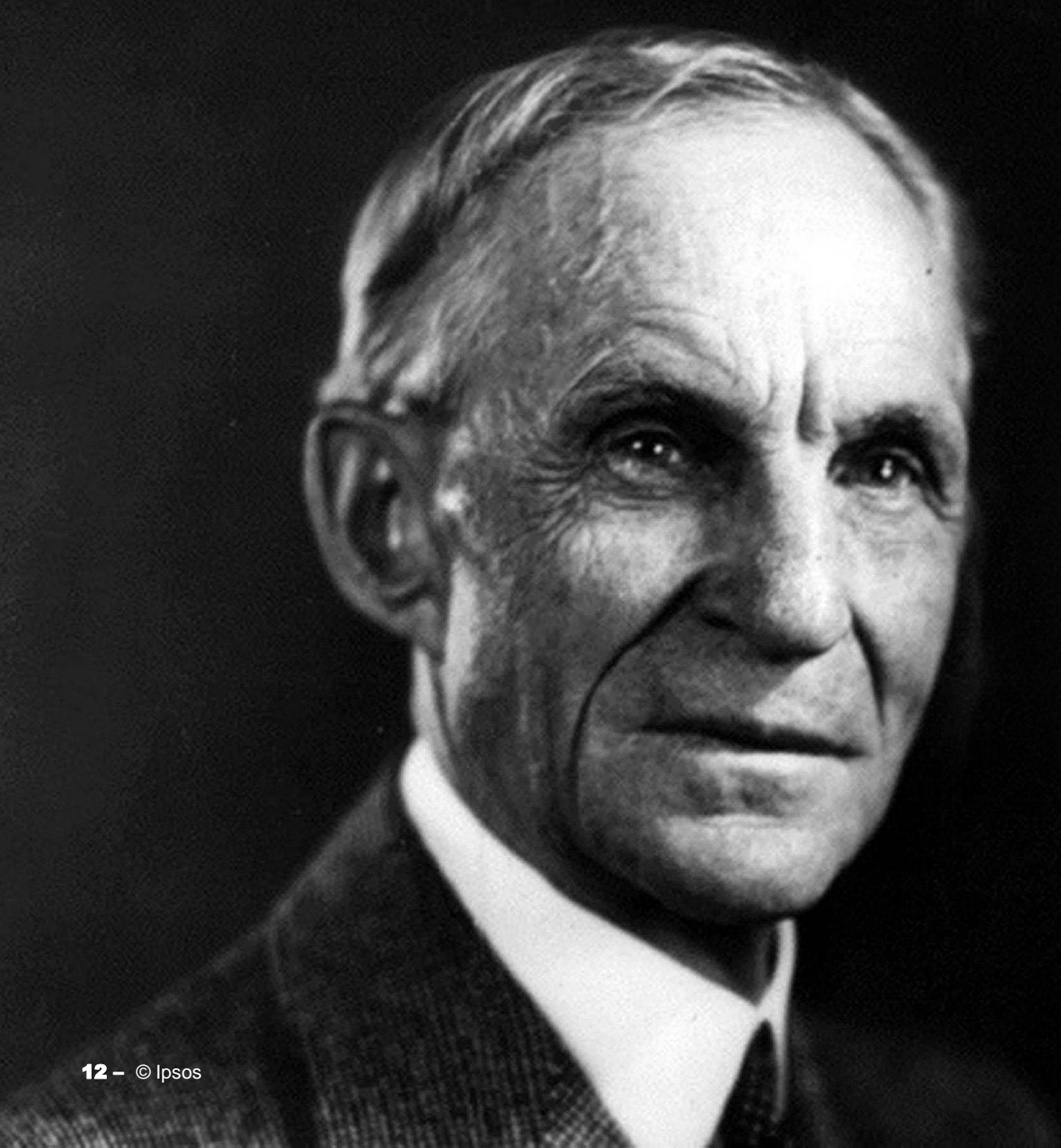




**“If I had asked  
people what they  
wanted, they  
would have said  
faster horses”**

— Henry Ford





**“I helped popularize  
the automobile  
because I under-  
stood not what  
people *want*, but  
what people *value*.”**

**— Henry Ford**





## Opinions

Ripples on the surface  
of public consciousness  
– shallow, changeable views

## Attitudes

The currents operating  
below the surface –  
deeper and stronger

## Values

The deep tides of public  
mood – slow to change  
but powerful

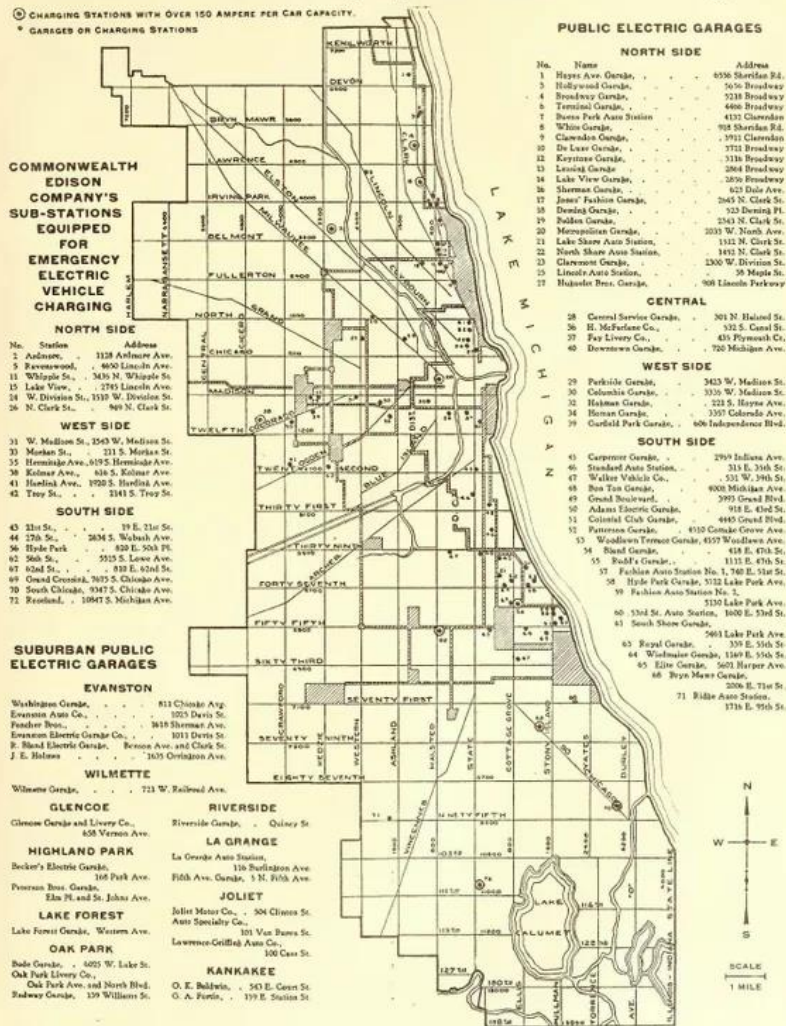






# Electric Car Charging Stations In Chicago

⊙ CHARGING STATIONS WITH OVER 150 AMPERE PER CAR CAPACITY.  
 \* GARAGES OR CHARGING STATIONS

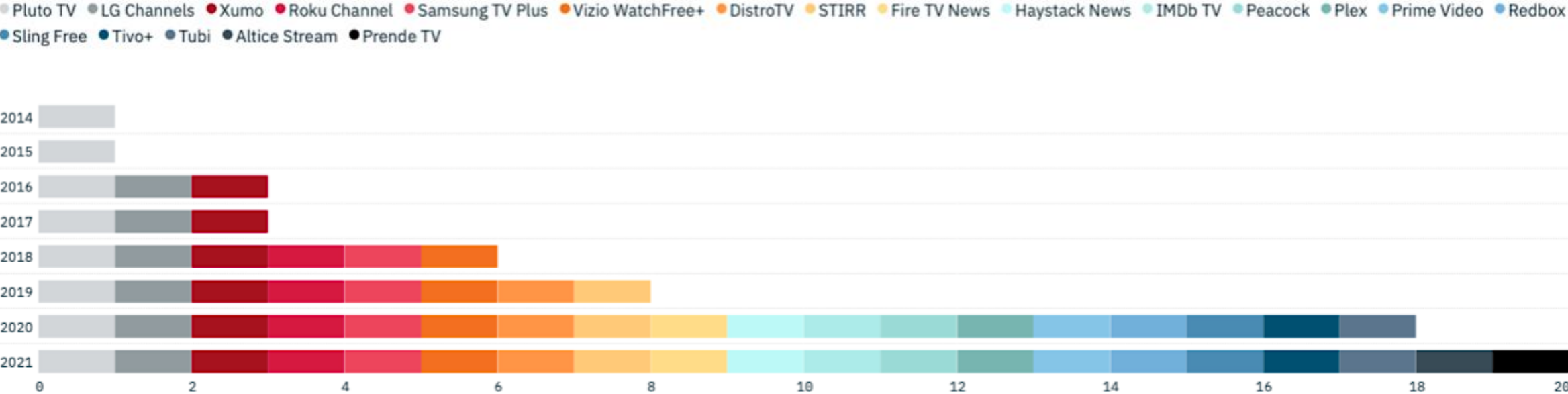








# The Rise of FAST Providers



SOURCE: VARIETY INTELLIGENCE PLATFORM ANALYSIS





**Plan for the certain  
uncertainty”**



## Territory

# What the world around sports looks like

How does the fan experience evolve in the future?  
To answer that, we have to understand what will drive that evolution not just within sports, but around it.  
Here's the map that will guide our discussion.









# Who has the most affinity for self-driving cars?

Q. What is your view of self-driving cars?

Ages 18-34



Ages 35-54



Ages 55+



Very positive    Somewhat positive  
Somewhat negative    Very negative    Don't know

(Source: Ipsos survey conducted May 13-17, 2021, among 2,010 U.S. adults.)





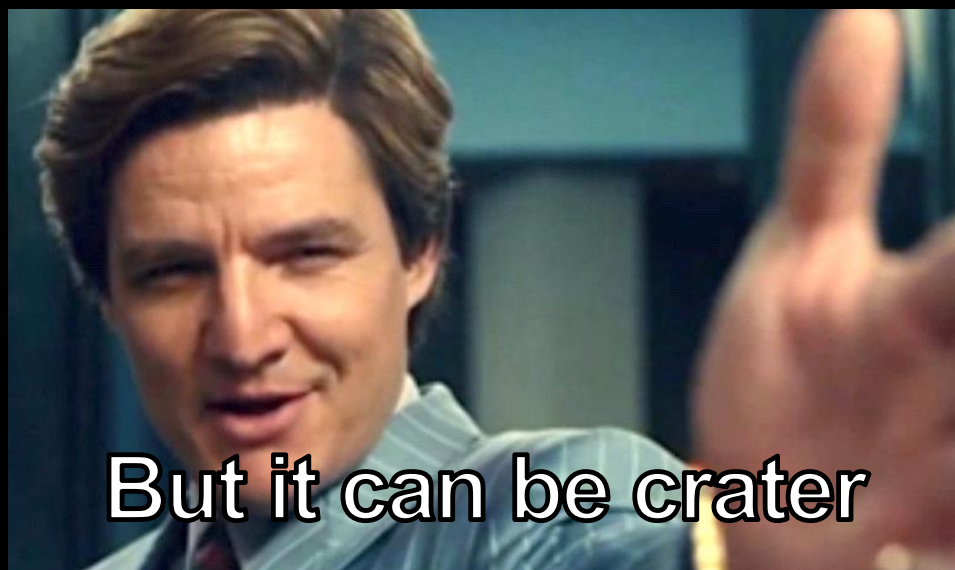


“

**You can't plan for  
everything”**



Meteorite is good



But it can be crater









“

**Humans, and their  
opinions, values and  
behaviors, are the secret  
sauce of foresight.”**



## Five tensions that will drive change:

# 5. Trusting care to machines, or not?

A majority of people don't trust AI-driven technology to assist with their caregiving. With most tech, trust grows — until it doesn't. As more of these products come to market and mature, this 60/40 tension could easily dissipate. One might think that would certainly be the case as currently tech-savvy younger generations age.

Dor Skuler of Intuition Robotics sees one potential counterpoint: You can learn anything at any age, he says. It just takes longer when you're older. But he notes, "The rate of change around us is not slowing down. It's accelerating like no point before in human history. The amount of stuff you need to keep up with is not static." As tech advances continue in coming decades, will today's techsters be able to keep up any better than today's elders have?

## A majority wouldn't trust machines to care for them. But will they have a choice?

I would not trust eldercare robots, virtual voice assistants, or artificial intelligence (AI) to care for me as I age

58%

42%

I would trust eldercare robots, virtual voice assistants, or artificial intelligence (AI) to care for me as I age

Q. For each pair of statements, please select which statement you agree with more, even if neither is exactly right.

(Source: Ipsos survey conducted Jan. 28-31, 2021, among 1,154 U.S. adults.)



**Every policy is  
a prediction”**

**– Phil Tetlock**



“

**The future won't just  
*happen* we have to make  
it happen.”**



**People have to believe  
in something in order  
to act on something.”**



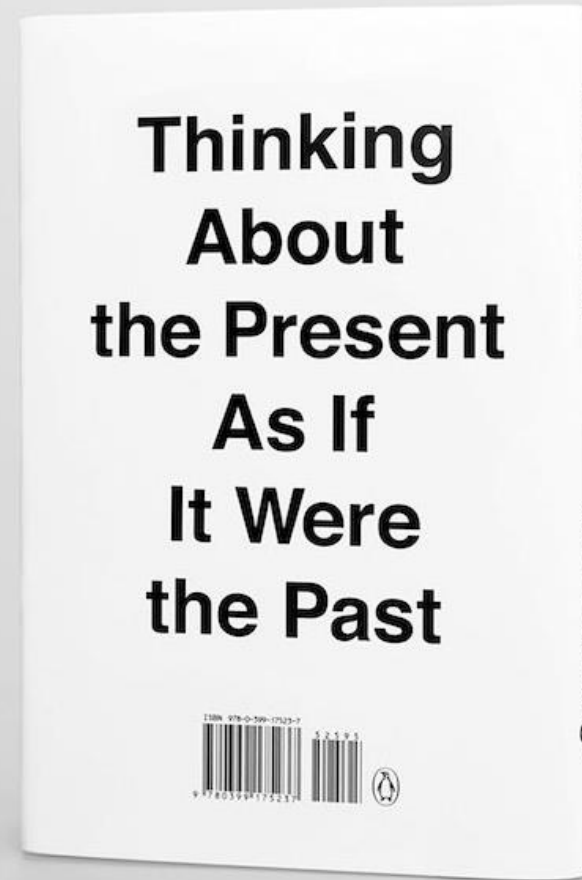
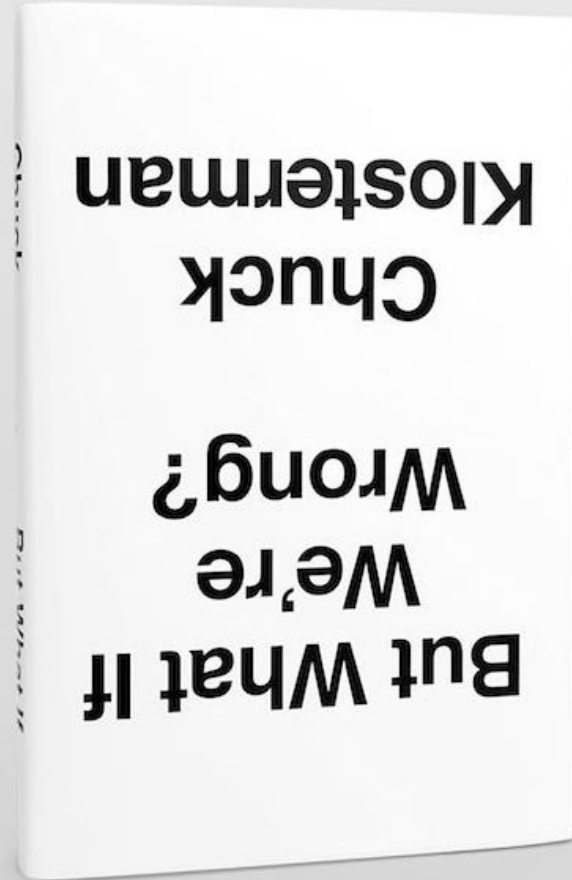


**The future is  
in tension”**



**The future is  
intention”**











# Timing is key to this disruptive scenario



Think about if a company started a virtual restaurant. This restaurant has no retail locations (there is no seating and no drive-through). The restaurant will deliver hot and cold food to you that you order from a website or app. Please indicate how much do you agree or disagree with each of the following statements. (Agree net)

83%

I would be willing to try ordering if it was from a brand I know and trust.

77%

I would be willing to try ordering from this company.

79%

I would be willing to order from this company if the food was delivered in 20 minutes or less.

79%

I would be willing to order from this company if the food was delivered in 30 minutes or less.

28%

I would be willing to order from this company if I had to order 24 hours in advance.

31%

I would be willing to order from this company if I had to order 6 hours in advance.

64%

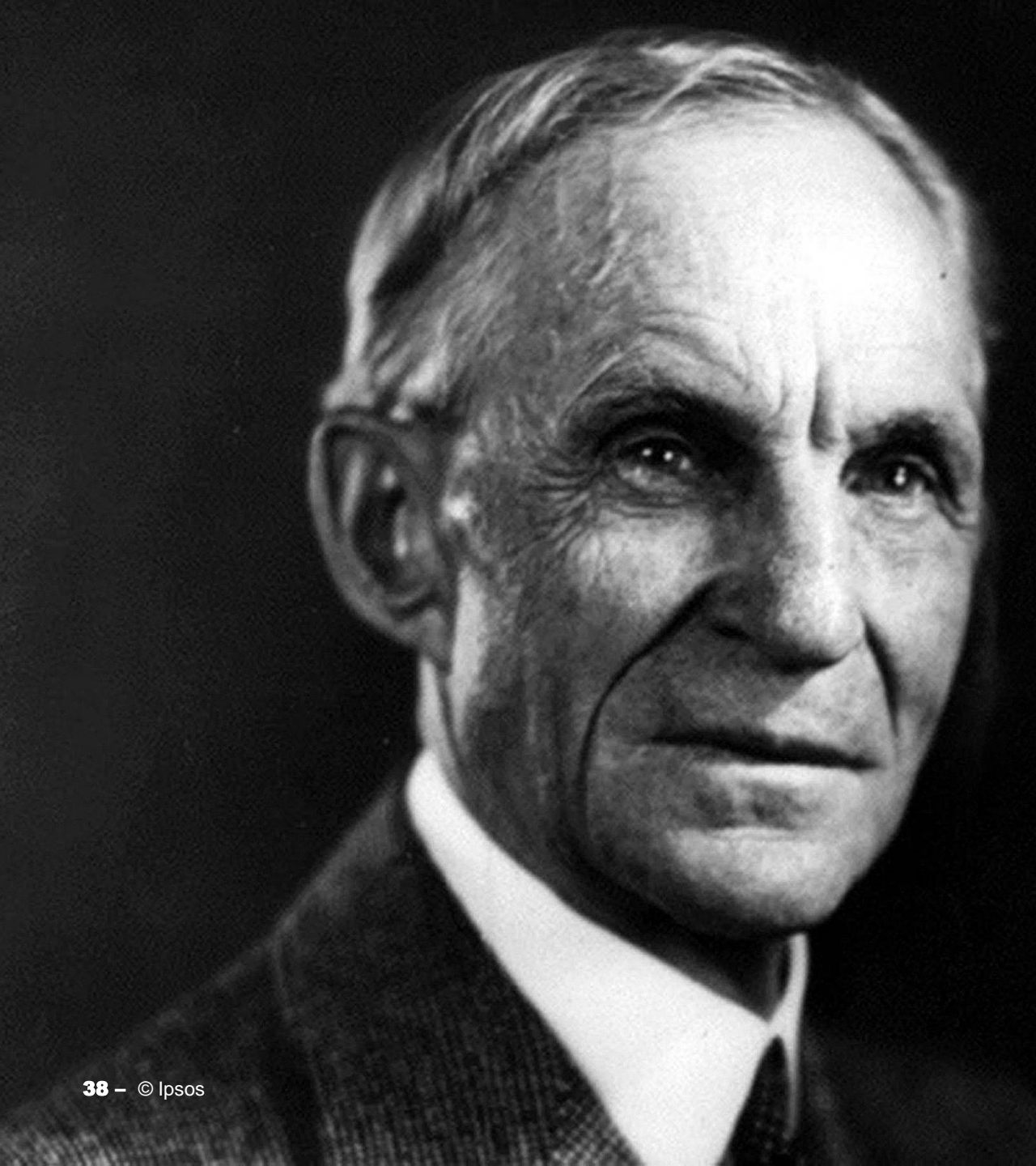
I would be willing to order from this company if I had to order 1 hour in advance.

(Source: Ipsos survey conducted between Oct. 10 and 12, 2018 among 2,010 adults in the U.S.)









**“When you imagine tomorrow, you ask better questions today.”**

– Henry Ford





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**– Matt Carmichael**

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# THANK YOU!

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