WHY OPINION MATTERS IN FORESIGHT

Matt Carmichael

VP, Editor, What the Future; Head, Ipsos Trends and Foresight Lab

© 2022 Ipsos. All rights reserved. Contains Ipsos' Confidential and Proprietary information and may not be disclosed or reproduced without the prior written consent of Ipsos.

GAME CHANGERS Ips

lpsos /

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









10



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 understood 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

ALTE:

Ipso

WEGERBCHANGE



ELECTRIC VEHICLES

Electric Car Charging Stations In Chicago

CHARGING STATIONS WITH OVER 150 AMPERE PER CAR CAPACIT . GARAGED OR CHARGING STATIONS COMMONWEALTH EDISON COMPANY'S SUB-STATIONS EQUIPPED FOR EMERGENCY 90, ELECTRIC ULLEP VEHICLE CHARGING OTH NORTH SIDE No. Station Address 2 Addrese, 1128 Animore Ave. 5 Revenuescoid, 4000 Lincoln Ave. 11 Whitpile Su., M35 N. Whitpile Su 15 Lake View, 2785 Lincoln Ave. 40 W. Division Su., 3519 W. Division Su. 36 N. Clark St., 800 N. Clark St. WEST SIDE
 31
 W. Mullisen St., 2543 W. Mullisen St.

 30
 Markan St.,
 211 S. Markan St.

 35
 Herminike Arwe, 1915
 Berninke Arwe, 1920 S. Bardinak Arwe, 1920 S. Bardinak Arwe, 42

 11
 Indenin Arwe, 1920 S. Bardinak Arwe, 42
 Troy St.,
 SOUTH SIDE HIRTY FIRE TIORY NIA FORTY SEVENTH riry riry SUBURBAN PUBLIC BINTY THE ELECTRIC GARAGES EVANSTON
 Wathington Gamba,
 R11 Chicola Arg.

 Evensora Avai Ce.,
 1025 Davis Se.

 Preadher Boos,
 3105 Davis Se.

 Preadher Boos,
 3105 Davis Se.

 R. Band Elserric Ganala Ce.,
 1011 Davis Se.

 R. Band Elserric Ganala Ce.,
 1013 Davis Se.

 J. E. Balane
 1050 Ornigaton Ave.
 SEVENTY FIRST WILMETTE Wilmams Garage, . . . 723 W. Railroad Ave. GLENCOE RIVERSIDE Gimose Garaje and Livery Co., 658 Verson Ave. Riverside Gambe. . Oulary St. LA GRANGE HIGHLAND PARK La Grande Auto Station, 116 Surfington Ave. Becker's Electric Garabe, 165 Park Ave. Fidth Ave. Carule, 5 N. Fidth Ave. Prosesson Brost, Garrados, Elas PL and St. Johns Ave. JOLIET LAKE FOREST Jollet Motor Co., . 504 Clines St. Auto Specialty Co., 101 Van Pares St. Lake Forest Garage, Western Ave. Lowrence-Griffing Auto Co., 100 Cont St. OAK PARK Bade Ganate, 4025 W. Luke St. Oak Park Livery Co., Oak Park Ave. and North Blud. Radway Ganate, 339 William St. KANKAKEE O. E. Beldwin, . 543 E. Court St. G. A. Fortin, . 199 E. Station St.



1300 W. Divition St. Lincoln Auto Scallon 35 Maple St. Hugoslet Bros. Garage, 908 Lincoln Parkway CENTRAL

41

28 Central Service Garage, 36 H. McFarlane Co., 37 Fay Livery Co., 40 Downtown Garaje, 301 N. Halated St. 532 S. Canal St. 435 Plymouth Ct. 720 Michigan Ave. WEST SIDE

3423 W, Maditon St. 3036 W, Maditon St. 221 S, Hoyne Ave. 3397 Colorado Ave. 606 Independence Blvd. 29 Perkside Gerebe, Columbis Garaje,
 Rahman Garaje,
 Boman Garaje,
 Gurifeld Park Garaje, .

SOUTH SIDE

3

I

6

BOUTH SIDE O Carpentor Genite, TP99 Inlines Ave. 49 Standard Anas Station. 333 L. 308 St. 50 Willer Vahic Co., 533 L. 308 St. 50 Nat Tao Genas. 4000 Middiae Ave. 40 Genital Buerles Genite, 4918 C. 404 St. 51 Calental C. Golanda. Conver Ave. 51 Statistical Trans Calence, 395 Statistics, Ave. 51 Statistics, 195 Statistics, Ave. Statistic z Woodlawn Terreot Garain, 307 Woodlawn Ave.
 Band Garain, 418 E. (Th.Sr.)
 Babl's Garain, 111 E. (Th.Sr.)
 Babl's Garain, 101 E. (Th.Sr.)
 Bable Anot Stateline (N. 1982). State St. 38
 Hyde Fark Garain, NUZ Lake Park Ave.
 Fishin Anot Stateline (N. 1, 1992). State St. 39
 Hyde Fark Garain, 1992). State Park Ave.
 State Park Ave. 5030 Lake Park Ave.
 State Park Ave. South Shore Gorde,
 South St. South St.
 Windmaine Gorde,
 South St.

45 Eller Genka, Sol Harper Ave. 46 Bryn Mwer Genale, Sol Harper Ave. 46 Bryn Mwer Genale, 2006 E. The St. 71 Eider Auto Stoffer. 8718 E. 97th St.

W-+-E

BCALE

1 MILE







The Rise of FAST Providers

Pluto TV
 LG Channels
 Sumo
 Roku Channel
 Samsung TV Plus
 Vizio WatchFree+
 DistroTV
 STIRR
 Fire TV News
 Haystack News
 IMDb TV
 Peacock
 Plex
 Prime Video
 Redbox
 Sling Free
 Tivo+
 Tubi
 Altice Stream
 Prende TV



SOURCE: VARIETY INTELLIGENCE PLATFORM ANALYSIS







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.





20 - Powered by Ipsos



032

ELT

60

8 7

Who has the most affinity for self-driving cars?

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



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



-

6YFE545



















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



5. Trusting care to machines, or not?

A majority of people don't trust Al-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

A CONTRACTOR OF	The second se	
58%	42%	
Contain Participation of		

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.)

27 - Powered by Ipsos





- Phil Tetlock





The future won't just happen we have to m happen we have to make it happen."



People have to believe in something in order to act on something."













Chuck Wrong? We're Sut What If

Klosterman

Thinking About the Present As If It Were the Past

33 – © Ipsos









WHAT THE FUTURE: IDENTITY

How what you wear reveals your true identity PAGE 5

Is party ID the only ID? PAGE 10

Will we have different identities in virtual spaces? PAGE 15

Five tensions shaping the future of identity PAGE 24

Experts from Ready Player Me, The Sandbox and USC's Inclusion Initiative share insights on how we form, shape and express our identities

GAME CHANGERS Ipsos



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. I would be willing to try ordering from this company.

77%

31%

I would be willing to order from this company if I had to order 24 hours in advance. I would be willing to order from this company if I had to order 6 hours in advance.

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

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

7**9**%

I would be willing

to order from this

was delivered in

company if the food

20 minutes or less.

79% I would be will

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

36 – © Ipsos





"When you imagine tomorrow, you ask better questions today." - Henry Ford



"When you imagine tomorrow, you ask better questions today."
– Matt Carmichael



Subscribe to What the Future





THANK YOU

Matt Carmichael

VP, Editor, What the Future; Head, Ipsos Trends and Foresight Lab

