

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

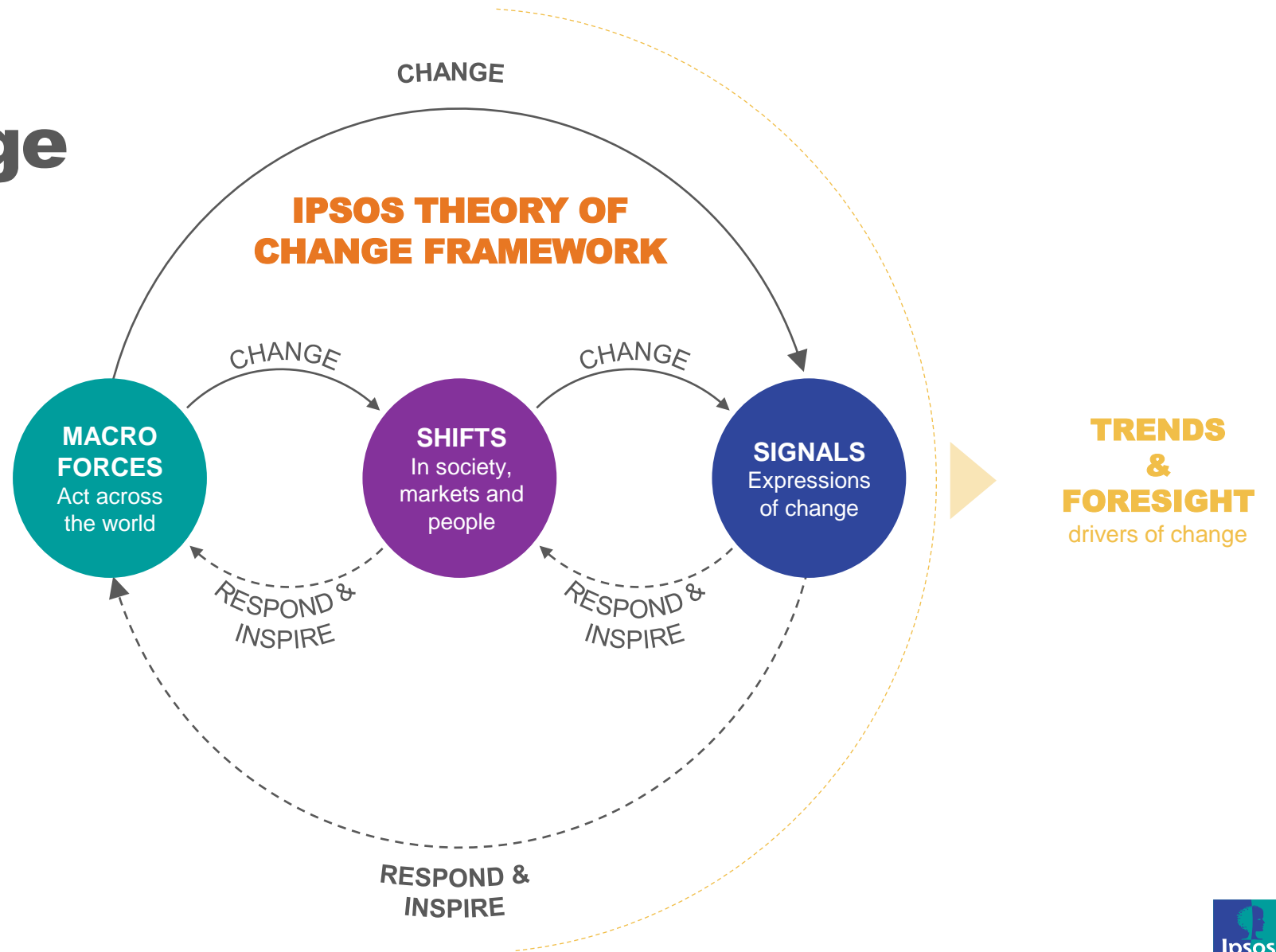
Photo: Angela Anderson-Cobb/Flickr

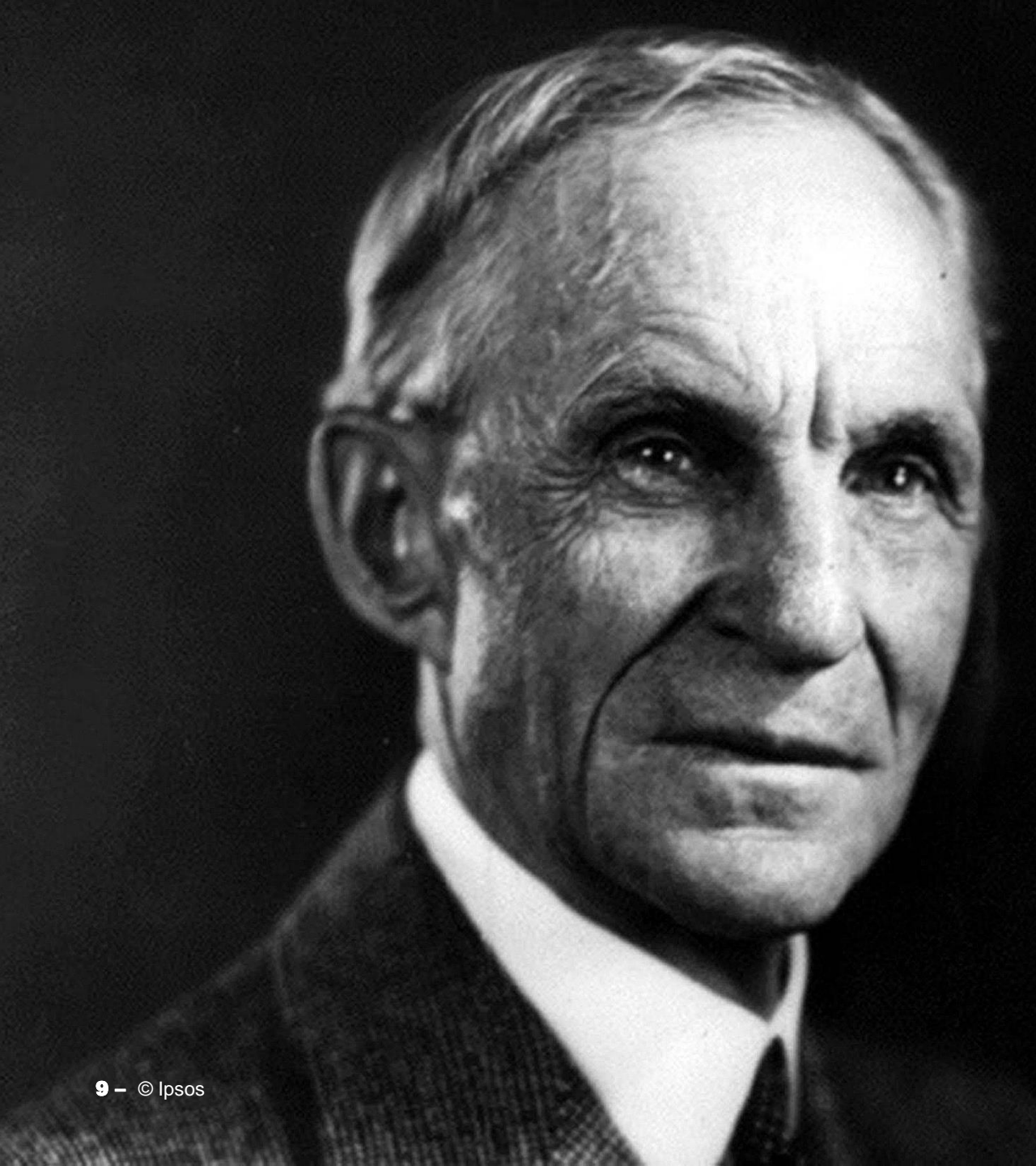
**The future is built
on the present.**

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

**The past is built
on people.**

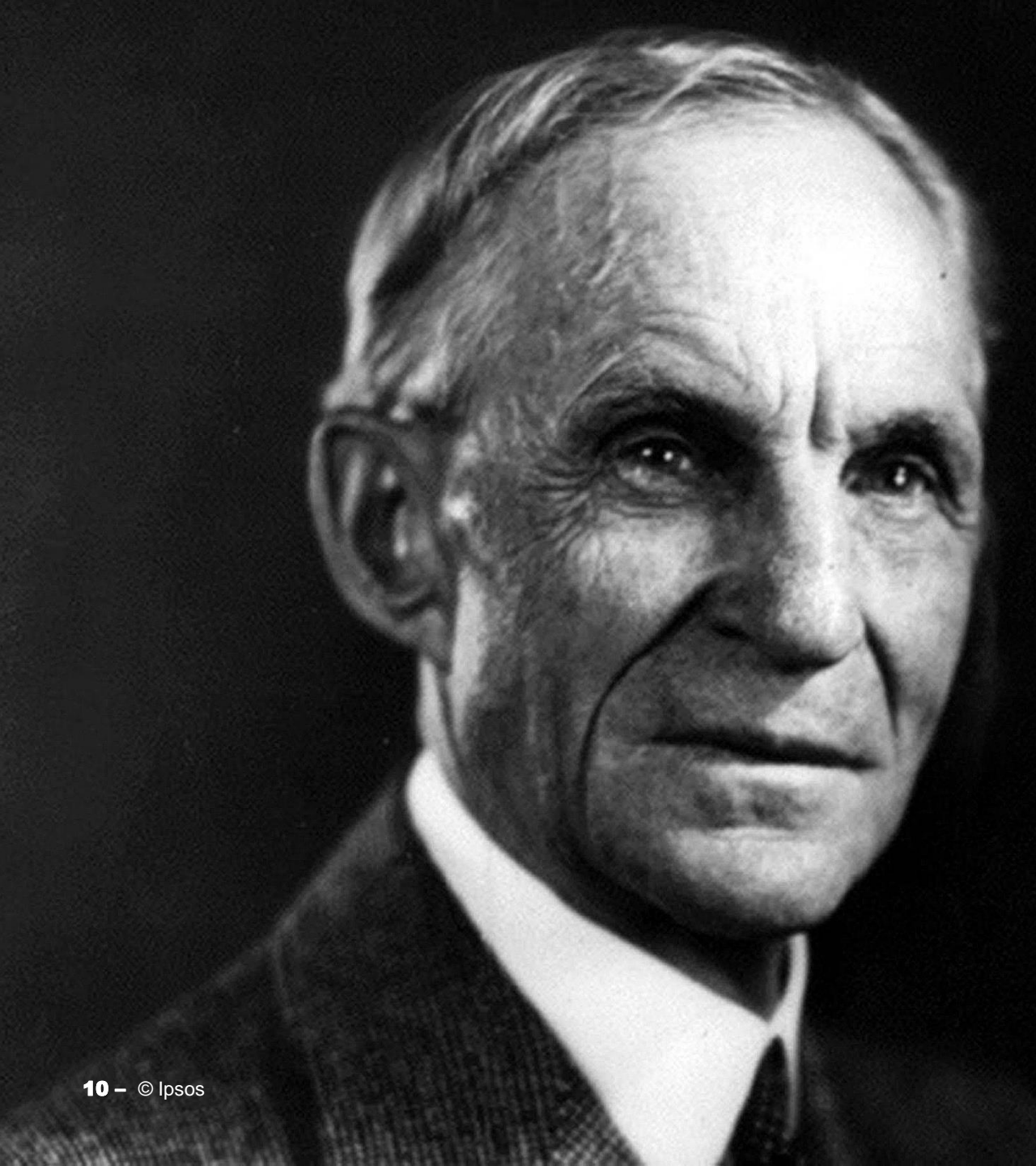
The Ipsos Theory of Change





**“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

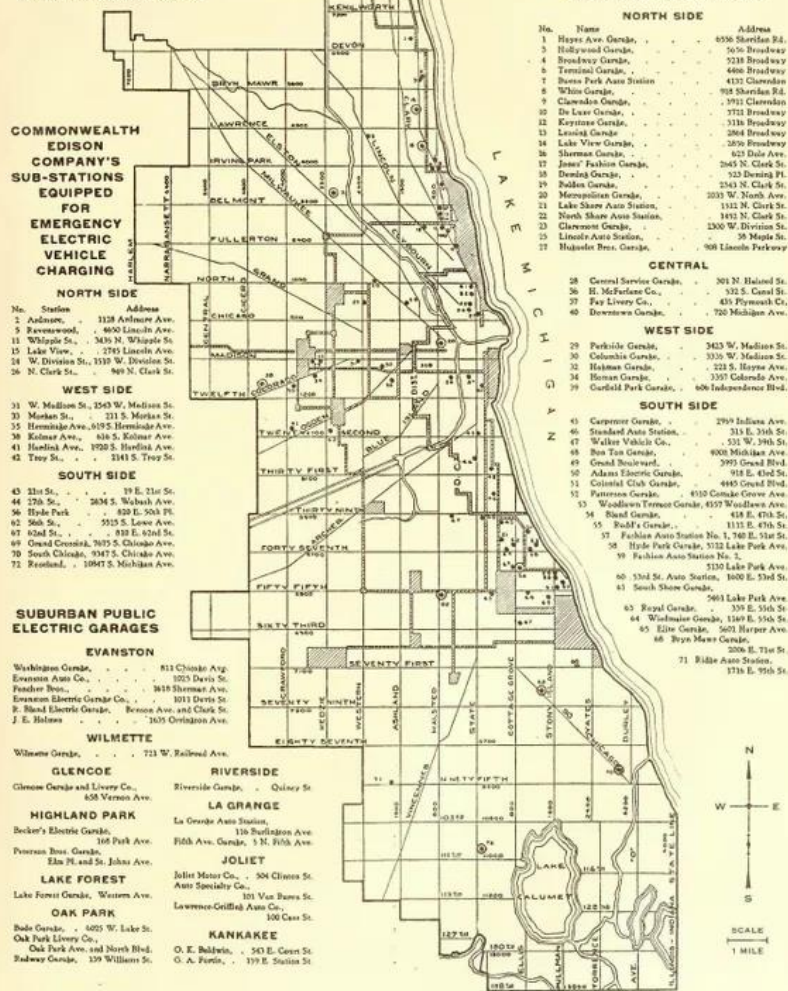
Values

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

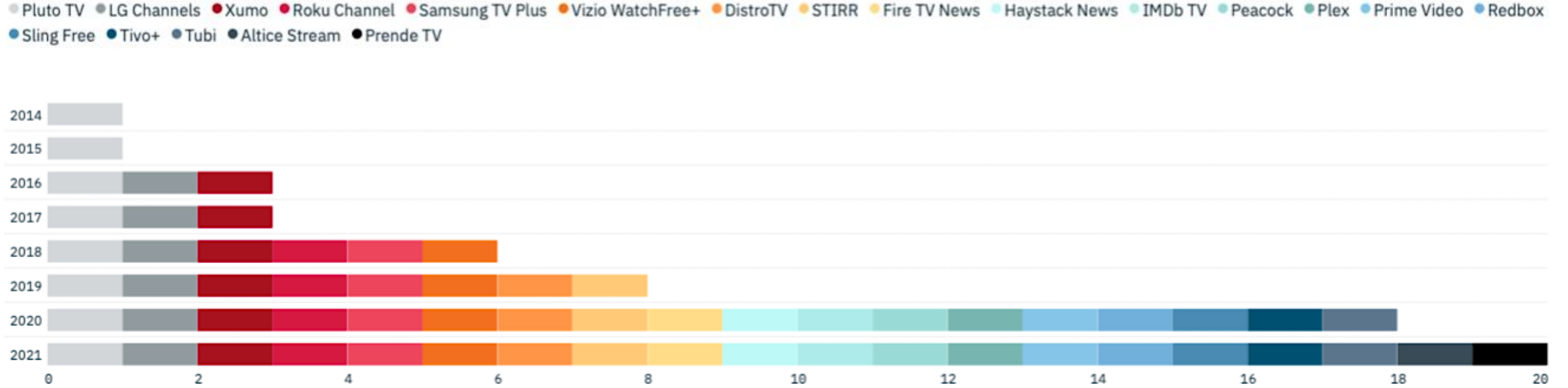


Electric Car Charging Stations In Chicago

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



The Rise of FAST Providers



SOURCE: VARIETY INTELLIGENCE PLATFORM ANALYSIS



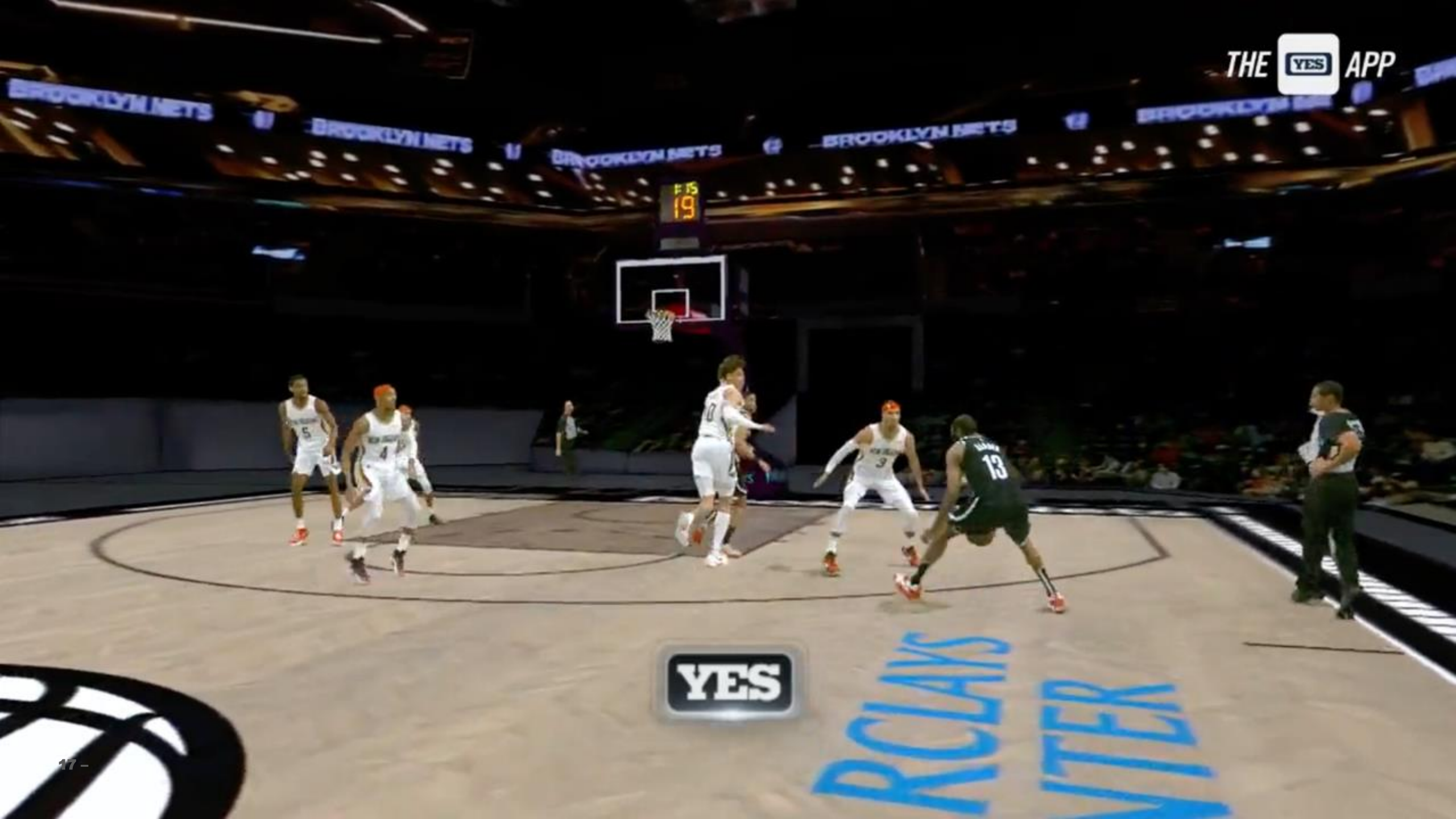
**Plan for the certain
uncertainty”**

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.





YES

RCLAYS
VITER



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.)

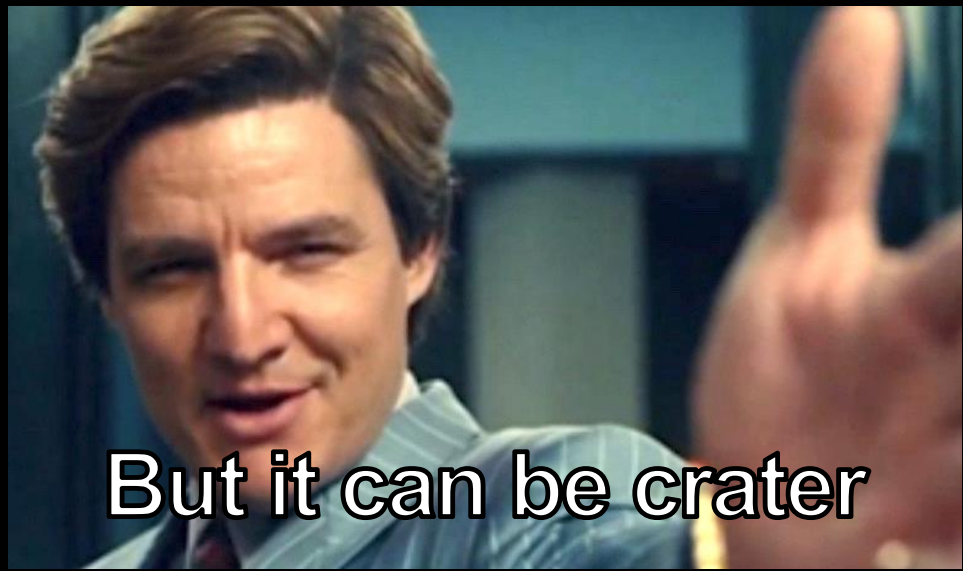




**You can't plan for
everything”**



Meteorite is good

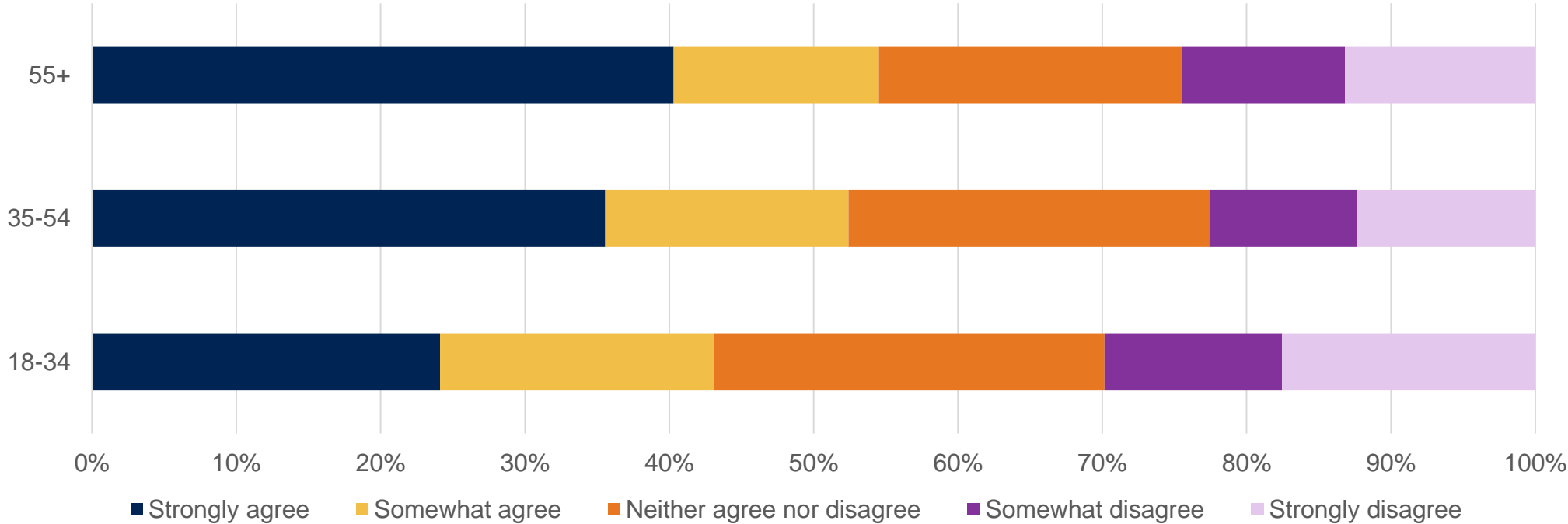


But it can be crater



How do generations define gender?

Q. Please indicate the extent to which you agree or disagree with the following statements. — A person is either a man or a woman and not anything in between



(Source: Ipsos survey conducted Mar. 8-11, 2022, among 3,015 U.S. adults.)

How we think about generational attitudes



Cohort effects

A cohort has different views and these stay different over time: Likely iGen's relationship to technology, or the silent generation influenced by the depression, etc.

Lifestage effects

People's attitudes change as they age — attitudes are shifted by life stages or events: Being a twentysomething, getting married, having kids, retiring, etc.

Period effects

Attitudes of all cohorts change in a similar way over the same period of time: The events of September 11, 2001, COVID-19, etc.

“

**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.”**

“

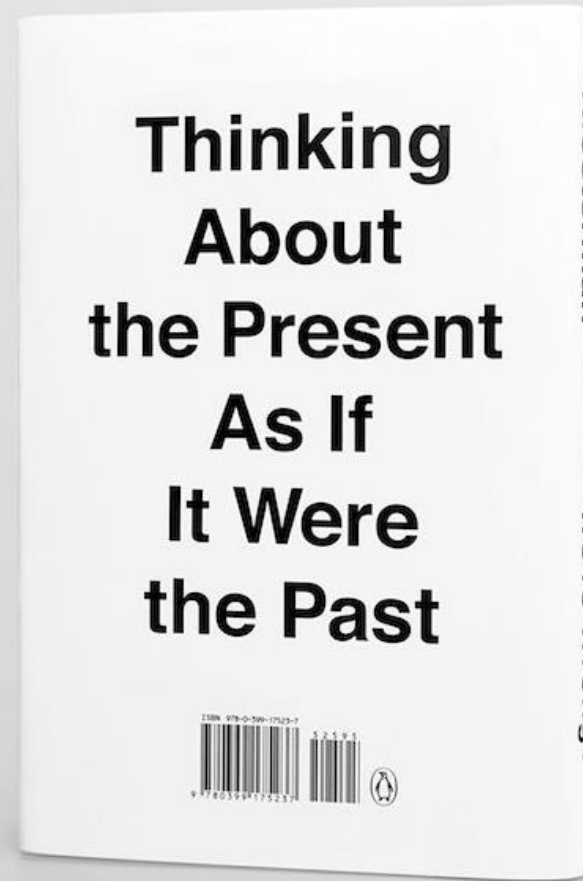
**People have to believe
in something in order
to act on something.”**



**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.)

Future Jobs to Be Done: Music

Potential future Jobs to Be Done in the next music era

1

Help me relive my favorite concerts

Visit any concert venue post-2007 and you're guaranteed to see an ocean of gleaming smartphones attempting to capture the moment. Now imagine that capture goes beyond 2D, bringing in full 360 views, smells, sounds, and the feel of the bass!

Potential fJTBD:

- Help me capture the experience in a digital format
- Help me combine my memories and experience with friends and other attendees

Imagine a world where ... instead of a swipe across pictures on your phone, you can share a virtual capture of the whole concert experience with those who couldn't attend.

2

Help me get close to my favorite artists

Fandom continues to drive the love affair that people have with their favorite artists. Meet-and-greets — once an exclusive experience that only those with means could afford — could be democratized or even personalized.

Potential fJTBD:

- Help me have a 1:1 experience with my favorite artist
- Help me move around the show and experience the musician's performance from multiple perspectives

Imagine a world where ... a virtualized version of your favorite artist can escort you to the show and share in the moment with you.

3

Help me create my own music and shows

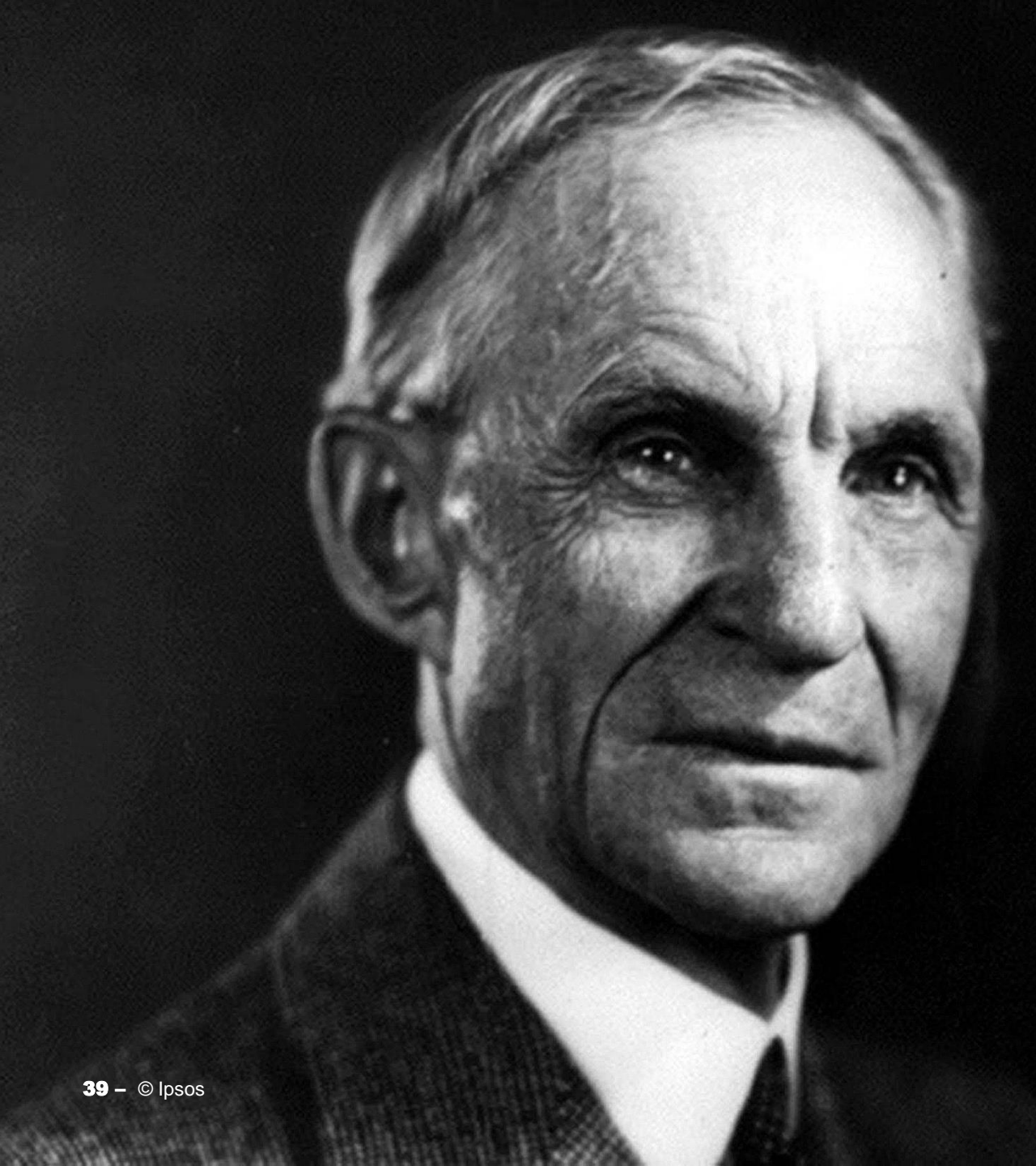
What's better than listening to your favorite band jam? Joining the jam session! While Auto-Tune has helped lackluster singers stay in pitch, imagine a next-gen version that takes people with imperfect pitch and gives them what they've always wanted — the chance to become a star.

Potential fJTBD:

- Help me to learn any instrument easily
- Help me to tweak, edit and blend music as it enters my ears

Imagine a world where ... you can make authentic-sounding music without having to know how to sing or play an actual instrument.





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

– Henry Ford



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

– Matt Carmichael

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THANK YOU!

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