



Americans Give Their Forecast for 2030

It's hard to believe that only a decade ago, the iPhone and Uber weren't words ingrained in our lexicon.

The world is constantly changing and that pace seems to quicken each year. The 1980s brought the personal computer, while cordless phones were all the rage in the 90s, and the 21st century introduced smartphones which ultimately changed the way we communicate. All of these advancements are deeply embedded in our everyday life, yet they didn't even exist a generation ago.

So, in the spirit of casting an eye to the future as we ring in a new year, the results of our December Ipsos Omnibus poll asked Americans what they expect by the year 2030. It found that the majority of people predict driverless vehicles (71%) will be around by then, as well as wearable personal health intelligence (64%) and screenless technology (51%). Surprisingly, the 55 and older age group are those most likely (79%) to believe driverless cars will be available. Perhaps their view is influenced by wishful thinking, as age-related factors may impact their ability to drive.

What else is expected to happen by 2030? A majority (59%) say print newspapers will be a thing of the past and carrying a wallet will no longer be necessary (48%). Brick and mortar retail stores will be greatly reduced from today's options (46%). A full 43% of Americans are expecting cell phones be to worn as a watch, rather than carried in their purse or pocket.

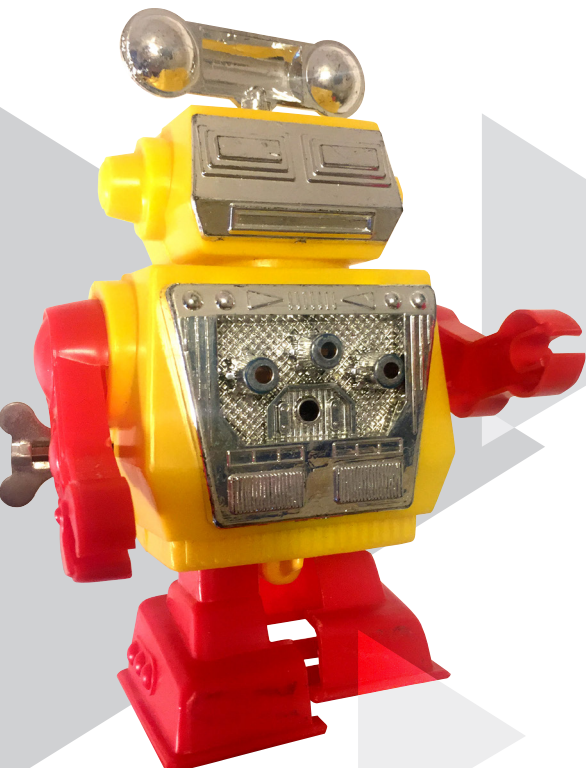
As we continue to use the internet to conduct most of our daily business, how will cyber hacking affect us in the future? The vast majority (72%) think cyber hacking and privacy concerns will be a larger problem in 2030 as compared to today. Frightening, yes — however, advancements in cyber security are fertile ground for the next big leap in technology development.

While less than half of American adults expect major diseases to disappear in the foreseeable future, 40% predict a cure for most cancers, 38% for diabetes and 32% predict a cure for Alzheimer's by 2030. These numbers indicate a hopeful outlook for some of our most debilitating chronic diseases.

Overall, what one area do Americans expect to see the biggest change by 2030? Not surprisingly, technology (38%) was by far the leading prediction, followed by medicine/science (14%), environment (11%), economy (8%), diversity of population (8%), politics (6%), travel/transportation (6%), health & nutrition (5%) and household composition/lifestyle (5%).

Will our homes finally look like the Jetsons' by 2030? Unfortunately, no. That's according to most Americans, at least. No one anticipates that cars will fly us home to Rosie the Robot, but they do think homes will be more environmentally-friendly. Most suggest homes that use significantly less energy and water will be standard in 2030. Americans expect to see high efficiency appliances (70%), wireless networks (67%), energy efficient windows/doors (65%), high efficiency toilets/showers/tubs (64%) and solar heating/cooling (62%) as the norm in the future. Women are especially likely to anticipate those energy efficient amenities.

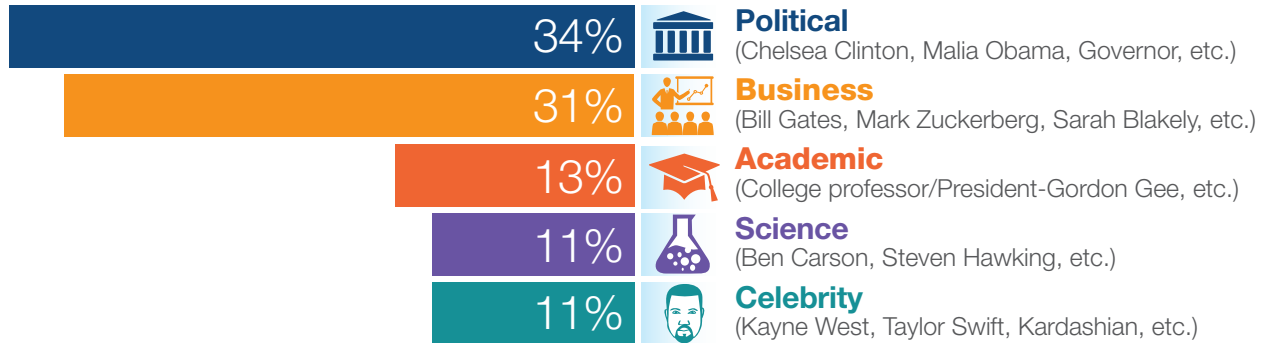
Americans have positive feelings about the economy: 67% predict economic growth will be stronger in 2030 than today. That's a good thing, because many people expect college costs to increase in the years to come. About half of Americans said they expect public college to cost over \$50,000 and private to be over \$100,000 per year by 2030. Only 20% expect college to be cheaper in 13 years and one fourth say they expect the government will pay for college by 2030.



And who will be president in 2030? After the surprising outcome of the 2016 election, Americans are predicting a more traditional leader for 2030:

Expected President in 2030

To have following background



Surely, the future will continue to bring exciting life changing inventions. Some say the best way to predict the future is to create the future. There will be many new innovations that we can't even imagine today and won't be able to live without tomorrow. Just like twenty years ago, when no one would have predicted that almost one-half of the world's population would be using the internet in 2017. Anticipating the change to come and how our lives will be affected gives us a lot to think about!

Each week Ipsos U.S. eNation omnibus completes five national surveys. Ipsos Omnibus offers a variety of services, including overnight or custom studies. To collect complimentary access to this Year 2030 study or to learn more about eNation omnibus, please contact:

Paul Abbate

Senior Vice President, U.S.
Ipsos Public Affairs
617.959.9548
paul.abbate@ipsos.com

Chris Deeney

Senior Vice President, U.S.
Ipsos Public Affairs
630.526.4088
chris.deeney@ipsos.com

About Ipsos Public Affairs

Ipsos Public Affairs is a non-partisan, objective, survey-based research practice made up of seasoned professionals. We conduct strategic research initiatives for a diverse number of American and international organizations, based not only on public opinion research, but elite stakeholder, corporate, and media opinion research.

Ipsos has media partnerships with the most prestigious news organizations around the world. In the U.S., UK and internationally, Ipsos Public Affairs is the media polling supplier to Reuters News, the world's leading source of intelligent information for businesses and professionals. Ipsos Public Affairs is a member of the Ipsos Group, a leading global survey-based market research company. We provide boutique-style customer service and work closely with our clients, while also undertaking global research.

To learn more, visit: www.ipsos-na.com



Ipsos Public Affairs

The Social Research and Corporate Reputation Specialists