



Plurality of Americans Are Unsure of How the Company They Work For is Preparing for the Future

Ipsos Poll on the Future of Industries

Washington, DC, October 6, 2017 – In the latest Ipsos poll on the future and how companies plan for it, nearly 1 in 5 Americans (19%) say they don't really spend time thinking about the future of their industry. When thinking about their own future, 17% of Americans typically only think about 5-10 years in the future. Over half of Americans (57%) are familiar with strategy development, a technique some companies use to prepare for the future. Only a quarter of Americans (24%) are familiar with fringe sketches, which is another technique companies use. A plurality of Americans is unsure of how the companies they work for are preparing for the future.

1. When you think about the future of the industry or area in which you work, how far in the future do you typically think about?

	Total
A few months	4%
A year	9%
1-3 years	17%
3-5 years	16%
5-10 years	18%
10-15 years	9%
15-20 years	4%
20-30 years	3%
30+ years	2%
I don't really spend time thinking about the future of my industry	19%

2. When you think about your own personal future, how far in the future do you typically think about?

	Total
A few months	10%
A year	7%
1-3 years	16%
3-5 years	13%
5-10 years	17%

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10-15 years	7%
15-20 years	9%
20-30 years	3%
30+ years	6%
I don't really spend time thinking about the future of my industry	12%

3. Below are some techniques and strategies that some companies may use to plan for the future. How familiar, if at all, are you with each? *Total*

	Very familiar	Somewhat familiar	Not very familiar	Not at all familiar	Familiar (Net)	Unfamiliar (Net)
Fringe Sketches	10%	15%	32%	43%	24%	76%
Tech Trend Research	14%	28%	27%	31%	42%	58%
Tech Trend Analysis	15%	25%	28%	32%	41%	59%
Scenario Mapping	12%	28%	28%	32%	41%	59%
Scenario Testing	13%	30%	28%	28%	44%	56%
Strategy Development	21%	36%	19%	24%	57%	43%
Strategy Revision	15%	29%	27%	29%	44%	56%

4. The next question is about the organization or company where you work, and how they plan for the future. How often, if at all, does your organization or company undertake each of the below?

	Annually	Quarterly	Monthly	Weekly	Daily	Unsure	Never
Fringe Sketches	3%	5%	6%	6%	7%	49%	24%
Tech Trend Research	6%	8%	10%	6%	7%	42%	21%
Tech Trend Analysis	6%	8%	10%	8%	6%	42%	21%
Scenario Mapping	4%	7%	11%	7%	5%	45%	20%
Scenario Testing	5%	8%	10%	8%	7%	42%	21%
Strategy Development	8%	10%	11%	11%	9%	37%	15%
Strategy Revision	8%	9%	12%	8%	7%	40%	16%

5. How often do you think about something that might happen, or something that you might do, at least 10 years from the present?

	Total
Rarely	31%
A few times a year	21%
Quarterly	6%
Monthly	10%
Weekly	9%
A few times a week	8%
Daily	5%
Never	9%

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6. How often do you think about something that might happen, or something that you might do, at least 30 years from the present?

	Total
Rarely	38%
A few times a year	10%
Quarterly	4%
Monthly	5%
Weekly	5%
A few times a week	5%
Daily	1%
Never	33%

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About the Study

These are findings from an Ipsos poll conducted August 31 – September 1, 2017. For the survey, a sample of roughly 1,004 adults age 18+ from the continental U.S., Alaska and Hawaii was interviewed online in English.

The sample for this study was randomly drawn from Ipsos’s online panel (see link below for more info on “Access Panels and Recruitment”), partner online panel sources, and “river” sampling (see link below for more info on the Ipsos “Ampario Overview” sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing 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 2013 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 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 3.5 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=1,004, DEFF=1.5, adjusted Confidence Interval=5).

For more information about conducting research intended for public release or Ipsos’ online polling methodology, please visit our [Public Opinion Polling and Communication](#) page where you can download our brochure, see our public release protocol, or contact us.

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Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,782.7 million in 2016.

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