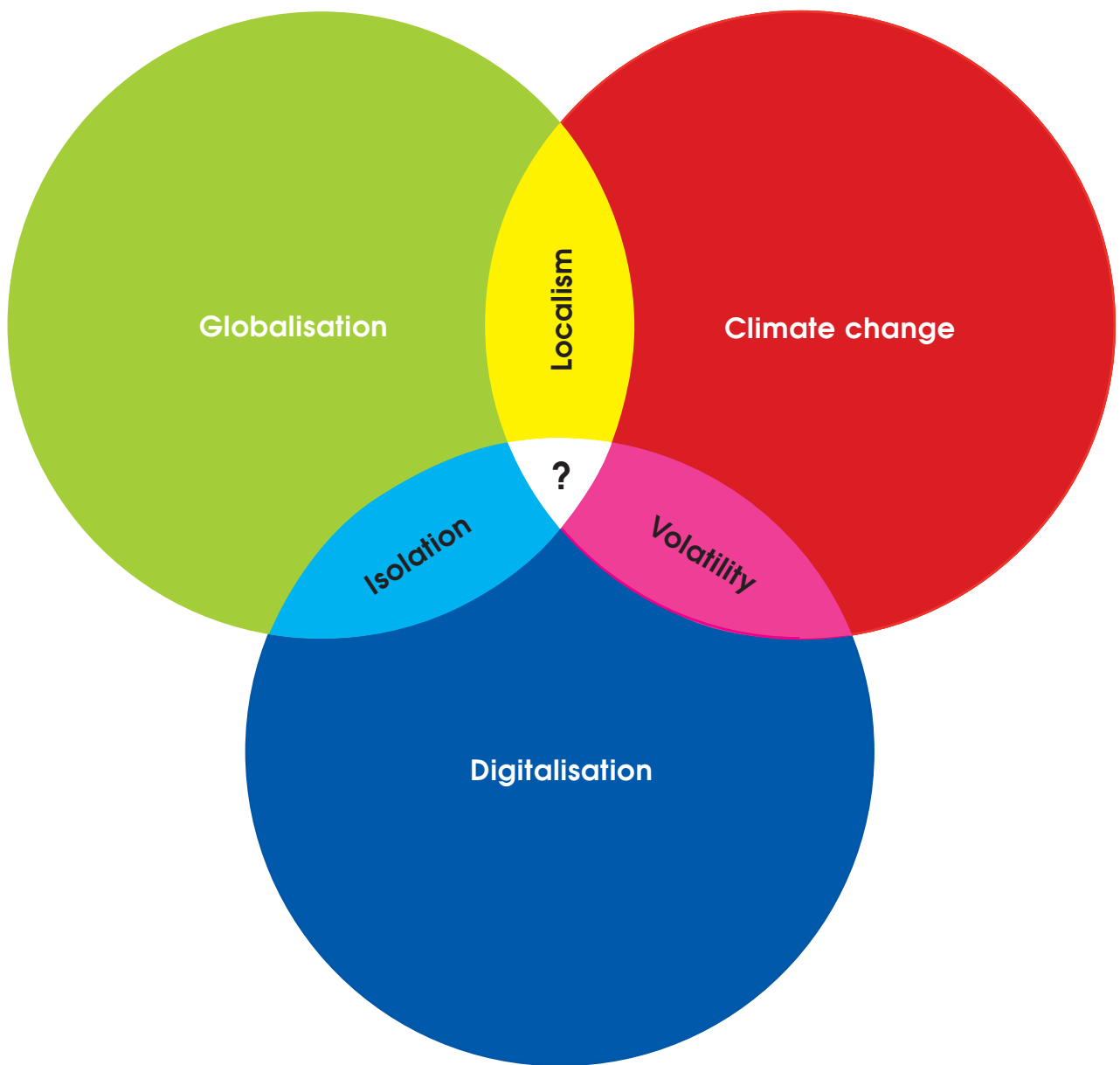


2010+

10 Trends: Predictions & Provocations



“ If the Depression didn’t make Americans wary of the pleasures of consumption, it’s unlikely that this downturn will...the evidence for a radical shift in the way we consume seems more like the product of wishful thinking ”

James Surowiecki, author, October 2009

Introduction

Here we are again. Another year and another set of forward-looking trends. And, just like last year, it has been very difficult to make any firm predictions because of the volatility and instability of the global economy. In short, anything could happen. But, then again, what's the point of looking into the future if you aren't prepared to stick your neck out a little.

What follows is a list of 10 trends for the next 12-18 months. Readers should note that the list does not replace previous annual lists but represents additional trends that are – or are expected – to emerge. They are generally additions rather than replacements. Moreover, they are not the biggest trends either. They are simply things that are new that I find interesting. But before we get stuck into the 10 trends here's a list of things I expect to see in the not too distant future.

1. The global financial system will not collapse any time soon
2. Shifts in consumer behaviour will turn out to be temporary and superficial
3. The global economy is about to return to its default growth setting
4. A fault line will open up between developed and developing economies
5. Economies will run on a two-speed setting dependent on geography and sector
6. We have not addressed any of the fundamental causes of the GFC
7. There will eventually be another global crash and this time it will be a humdinger
8. There will be a growing sense of anger in developed countries
9. Food inflation will return and it will cause trouble in some countries
10. The middle classes in the US and Europe are about to get squeezed

Richard Watson

January 2010



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TIME ZONES

ZONE 1: 2010-2015

ZONE 2: 2015-2020

ZONE 3: 2020-2025

ZONE 4: 2025-2035

ZONE 5: 2035-2050

Notes on time travel

This map is a broad representation of some of the trends and technologies currently visible. Improvement works are carried out at weekends and travellers should check to see whether lines are still operable before commencing any journeys. Helpful suggestions concerning new routes and excursions are always welcome.

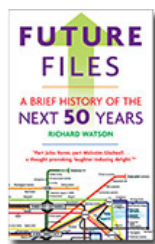
If you wish to travel outside of Zone 1 you are advised to bring comfy shoes and a camera. Travellers are also advised to bring their own supplies of food and water although weapons are unnecessary if you keep to well trodden paths. Also note that travel into Zone 5 is not available for people aged over 75 years of age.

A3 and A2 Prints of this map

Full colour prints of this map are available to anyone that asks nicely. A small charge is levied to cover print and postage costs only. Contact - richard@nowandnext.com - stating whether you'd like A3 or A2 size and saying which country the map is to be delivered to. Delivery is available to anywhere in the world. Alternatively, just print this out yourself (A3 minimum recommended)

Sourced

Material for this map has been sourced from a number of publications including Future Files and What's Next



www.futuretrendsbook.com

What'sNext
www.nowandnext.com

Acknowledgements

This map was conceived and created by Richard Watson at Nowandnext.com with some help from Benjamin Frazer at Snap. Also thanks to Oliver Freeman, Mike Jackson and Scott Martin.



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TRENDS & TECHNOLOGY TIMELINE 2010+

A roadmap for the exploration of current & future trends
(+ some predictions to stir things up. More at nowandnext.com)



Global risks*

* Low probability/high impact events that could derail any of the above trends and predictions

- ▲ Commodity price spikes
- ▲ Raw materials shortages
- ▲ Mass migration of population
- ▲ Nuclear terrorism
- ▲ Internet brownouts

- ▲ Electricity shortages
- ▲ Rapid increase in cyber crime
- ▲ Critical infrastructure attack
- ▲ Rogue stakeholder
- ▲ WMD Proliferation

- ▲ Green energy bubble
- ▲ Genetic terrorism
- ▲ Collapse of US dollar
- ▲ Global supply chain d
- ▲ Terrorist attack on ur



Ten Trends for 2010+

1. Globalisation unravelling

2. Re-sourcing

3. Expecting less

4. Conspicuous non-consumption

5. Unsupervised adults

6. Constant Partial Stupidity

7. Digital isolation

8. Flight to the physical

9. Hunger for shared experiences

10. Fear fatigue



1. Globalisation unravelling

This is a tricky one. It is likely that the global financial crisis is now over in most parts of the world (OK, maybe not in the UK and a few other fragile economies) and that growth will return to previous levels. Surging demand will result in higher oil prices and resources shortages, while government debt will push up inflation* and interest rates. In short, globalisation will accelerate once again, albeit with a few billion rather disgruntled and jittery people at its core. Only perhaps it won't. Maybe what will happen is that developing nations will embrace globalisation whilst developed nations resist it. Hence, a 'new normal' where globalisation occurs within a context of localism and protectionism.

Could globalisation ever stop? It's not probable but it is possible. It happened once before, starting with the lead up to WW1 and consolidated by the Great Depression of the late 1920s and early 1930s. The most likely scenario, in my view, is that despite getting the global economy back on track, nationalist sentiments will take over and certain things will collapse back into national boundaries.

This is partly because people will be worried about the level of connectivity and complexity (hence risk) that is still built into the global financial system and partly because a few people have got an eye on what a booming global population, together with shifting consumption habits, means for raw materials demand.

Resource nationalism is hardly a new idea. It refers to governments shifting control of key resources away from foreign and private interests, but it could also mean governments refusing to sell certain resources (e.g. farm land or rare earth minerals) to other nations, regardless of price, citing national security reasons.

Implications?

Expect borders to become less permeable. Also expect anti-Chinese sentiments to increase and expect G20 relations with China to deteriorate once China becomes the World's #1 economy (somewhere between 2020 and 2025)** Expect a shift in free-trade too. Free trade is an excellent way for a dominant power to cement its position, but once power is lost things can reverse quite quickly.

Also expect rage to increase. In the US, 1 in 8 mortgages are in delinquency or foreclosure. Add rising unemployment (one person every 7.5 seconds in the US), declining real wages, runaway executive compensation, simmering discontent with President Obama - and a few million guns in the US - and things could turn very nasty indeed. In particular, watch for companies stressing local heritage and connections and also for the extreme right manipulating popular rage for political advantage.

* Or maybe not. So far there isn't much evidence for this. Perhaps we will have deflation instead

** Unless complications within the Chinese system lead to a systemic collapse



2. Re-sourcing

Ten or twenty years ago companies outsourced various activities to developing economies because of cost. Now the opposite is occurring. Companies (critically their customers, but increasingly their employees) are starting to question the high cost of low prices – specifically what are the social, ethical and environmental policies behind what they buy.

Having looked into these issues, many people don't like what's happening and they are starting to insist that things are made closer to home where they have more control. Hence the emergence of terms such as re-sourcing or industrial repatriation.

Examples? Steif, the German toy company, recently moved its production facilities away from China back to Germany because, in the words of Steif's CEO, "Money isn't everything."

Prediction: Expect to see more companies (starting with companies operating in the luxury market or high-end segments) moving call centres, R&D facilities, design centres and factories back home.

Links: Provenance, authenticity, CSR, nationalism, de-globalisation, localism, repatriation of call centres.



3. Expecting less (developed markets only)

I have a bad feeling about this one. In theory 'Enoughism' is in full swing. We have seamlessly shifted from greed to good – from me to we – and we are now at the start of a new era in which social, environmental and ethical considerations are central to any discussion, issue or idea. There are clearly still people that believe in free market dogmas but they are looking increasingly silly. Or perhaps not.

Part of this shift from the primacy of the individual to that of the group means that the needs of others have to be taken into account. Thus, the idea that all of the world's people should be able to share a slice of the pie. This inevitably means that some people will get more and some will get less than they have been used to. In developed economies this means buying less, consuming less and perhaps fixing or mending things rather than replacing them. It also means doing without certain things.

Books such as *Enough* by John Naish and *How to be Free* by Tom Hodgkinson tap into this ethos and there are undoubtedly a large number of people out there for whom 'less' is the new aspiration. But will it last? Is greed really dead or is it just resting for a while? Personally, I think it's largely a fad. Either it won't last or it will only affect a small number of people. Moreover, whilst 'Enoughist' values become popular in developed nations, such beliefs appear rather ridiculous in other regions. Across much of Africa and Asia people many people barely have enough and in fast growing urban areas such as Dubai, Shanghai or Mumbai people can't, it seems, get enough. Part of this is clearly a re-balancing of global consumption. But from a values point of view it is almost as though we are witnessing the desire to trade places.

Links with: Environmentalism, resource shortages, rising costs, make do and mend, frugality, no-frills, utility, declining real wages.

Conflicts with: Greed, instant gratification, culture of immediacy, individualism, sense of entitlement.



4. Conspicuous non-consumption (developed markets only)

This is a flip side to expecting less. Expecting less is inner directed, much in the same way that true philanthropy is anonymous. You do both because you believe that what you are doing is right. What anyone else thinks (or sees) is irrelevant. But there is another side to expecting less, where using or consuming less meets an old set of selfish attitudes and behaviours.

The idea here is that some people not only want to be green or good but want others to see them doing it. It is externally directed. In some ways this is no bad thing. The more people that see a Toyota Prius (Pious?) the more other people might accept the idea of buying one for themselves. Ditto smaller cars in the US, water conservation, recycling and so on.

But there is another, more selfish side to this too. This is the flaunting-it side of social, ethical and environmental behaviour, where people are not simply content with doing their bit but want to be seen as either a trend-setter or someone that's better than everyone else.

Again, nothing so dreadfully wrong with this in one sense except that at the extreme these people don't actually give a damn about being good or responsible. It is ethical behaviour as a fashion statement and fashions, as we all know, change.

Predictions: Companies charging customers more to get less



5. Unsupervised adults (UK only)

First it was unsupervised children. The thought that it was unsafe for children to play alone outside. But it appears that battery-farmed children are merely the beginning. Collectively, we are now so afraid of the unknown that adults (primarily men) are now seen as predatory until proven innocent - i.e. adults cannot be trusted and need supervision. For example, last summer I took my two boys, aged 8 and 6, to an outdoor swimming pool outside London. They got changed and we all walked over to the pool. They jumped in and I walked* over to a row of chairs a few feet away from them. In what seemed like a nanosecond a lifeguard appeared and informed me that I would have to move for “child protection reasons.” Apparently, being a man, I might be a risk. This was slightly odd. The only children in the swimming pool were my own kids. Presumably this was because, being an English summer, most parents had done a personal risk assessment and concluded that the water temperature in the outdoor pool might be a health and safety risk. This precautionary principle is now being applied to schools. Anyone wanting to physically enter a school (a parent with kids at school for instance) will have to undergo police checks to ensure that they are not a threat. What’s next compulsory video monitoring inside every home in the country? Why not? If you weren’t doing anything wrong how could you object?** George Orwell is turning in his grave. I can see him with my live, government approved, security webcam.

* Running is obviously not allowed due to risk of injury and potential litigation

** I can think of several fairly serious objections to this idea

Facebook Login

Incorrect Email/Password Combination

Facebook passwords are case sensitive. Please check your CAPS lock key. You can [reset your password here](#).

Email:

Password:

☐ Keep me logged in

Login

or Sign up for Facebook

[Forgot your password?](#)

6. Constant Partial Stupidity

People are now constantly distracted and find it difficult to stay focused on any one thing for more than a matter of minutes. This state of affairs is known as Constant Partial Attention (CPA), a term coined by an ex- Microsoft researcher by the name of Linda Stone. But CPA is starting to spawn something else, which I think should be called Constant Partial Stupidity (CPS).

The idea here is that we are so busy monitoring the digital environment with digital devices that our attention is becoming fragmented. Furthermore, the explosion of digital information means that our memories are under attack because there is now just too much to remember. The result is a lack of quality thinking and an increase in avoidable mistakes.

For example, have you ever missed an appointment because you read an email too fast and didn't see the footnote about the last minute change of venue? You probably used a mobile phone to find out where everyone was but you could have been in trouble if the battery was dead (you still haven't backed-up your address list or printed out those photographs have you?).

Or how about your inability to remember multiple passwords, with the result that getting money out of an ATM at weekends has been turned into something resembling the national lottery? Or what about phone numbers? What is your home telephone number? Many people no longer have a clue and it's not simply because they use a mobile telephone. This is the brave new world of too much information and not enough functioning memory.

Human attention is finite so inventing new distractions like Twitter is all very well but there are consequences, such as our inability not to notice or remember simple bits of information. Doing things too fast (and having too much to do) can result in other silly things, such as sending out rushed emails (compose in haste, repent at leisure) or hitting 'reply all' when you really don't want to.

In London a local council has experimented with cushioning on lampposts because pedestrians are walking into lampposts while they are texting. There are serious examples of semi-stupidity too. How about the truck driver that was looking at Google maps whilst driving on the M6 motorway – he ended up killing six people.

Links: Multi-tasking, single tasking, the attention economy, distraction, information explosion, memory, risk. Also links with the opposite trend - i.e. never forgetting, digital immortality, spot knowledge and so on.



7. Digital isolation

One of the more ironic consequences of digitalisation is that the more connected we become the more isolated we feel. In short, real-world communities are breaking apart in favour of sealed off individuals. Part of the reason for this is that most of our newfound connectivity is wafer thin and it is isolation that is the recurring theme of life in the 21st Century. We have been persuaded to trade intimacy for familiarity and we are now paying the price.

For example, we know lots of people but we know them less well. We follow people on Twitter and feel that we know them but we are deluding ourselves. How can any friendship be properly maintained in 140 characters or less? It can't. The reason that Twitter has been successful is that it gives the illusion of connection. We feel empowered because we can tell the world what we are doing (right now) but it plays straight into exhibitionist, narcissistic and voyeuristic urges.

Facebook friends are another example. Did you know that the average Facebook user has 130 friends? Great. But did you also know that research by sociologists at the University of Arizona and Duke University North Carolina (US) has found that Americans have fewer real friends? What's a real friend? Back in 1985 the average American had three people to talk to about their problems. Now the figure is just two.

Other research suggests that the proportion of Americans who say that they have nobody whatsoever to confide in has increased from 10% to 25% over the last twelve years. This broadly supports some very recent (December 2009) research by the Samaritan's in the UK that showed that young people are more worried about loneliness than the elderly (21% for those aged 18-24 years of age versus 8% for the 55+ age group).

Implications?

Expect to see an increase in feelings of aloneness and depression. Also expect people over a certain age to drift away from social networks and digital friendships in favour of their physical equivalents. Finally, expect to see an increased amount of interest in physical gatherings, live events and the thought that life is about quality not quantity.

Links: People buying digital friends online (e.g. uSocial.net)



8. Flight to the physical

Digitalisation has recently reshaped entire industries, including music, photography and publishing. It is also changing behaviour. Thanks to digitalisation we are now constantly connected and expect to get whatever we want whenever we want it, which is usually now. And we expect to personalise everything too. But there are some significant downsides emerging. One issue is that of overall experience. No virtual experience can possibly match its physical equivalent and people are slowly starting to realise this. For example, it was widely predicted that DVD stores would eventually go out of business – replaced by instant downloads or next day delivery in the mail. Similarly, people forecast that going to the cinema would soon die out because it would be cheaper and more convenient to rent a film for the night. Perhaps you could even have a film delivered by motorcycle and have your dinner picked up at the same time.

But all this rather misses the point. Browsing thousands of movie titles online is all very well but spending half an hour in a well-run video store is somehow more satisfying. Accidental encounters with other customers, or serendipitous conversations with passionate staff, are both richer experiences than sitting in front of a PC or fiddling with a mobile phone. The same is true with public libraries.

The prediction that libraries will one day disappear due to a combination of Google + e-books misses one rather vital point. Physical libraries contain books but that's not the only reason people visit. Libraries are an experience that is the sum of the physical space (usually quiet and safe) + books + information + people.

Another example of the flight to the physical is the survival of vinyl. In Australia, vinyl records – and record shops – are making a comeback. In Japan sales of fountain pens are doing well. So too are sales of 'wet film' for 35mm photography. Part of all this is undoubtedly to do with nostalgia – or being seen to be 'different' – but there is something much deeper going on here too. Humans are inherently social. We crave interaction with other people and we desire sensation, especially interaction with aesthetically pleasing physical objects. Perhaps this is why we are starting to see a reaction against the soullessness of digital products and services.

Implications?

The more that everyday life becomes digital and virtual the more you can expect some people (tactilists perhaps?) to crave the opposite. Moreover, if people continue to be anxious about the future there will be a continued interest in holding physical assets that can be touched. Think of real estate and physical gold as two examples.



9. Hunger for shared experiences.

We are spending more time alone, either because we live/work alone or because everyday life increasingly involves a degree of automation, digitalisation and virtualisation, all of which can reduce physical human contact.

For example, there is now less need to interact with ticketing staff at airports. Once you are on onboard there is also little chance of a real conversation because you are confronted with a seat-back screen the moment you sit down, or because the person next to you is on the phone*

Similarly, some companies are experimenting with customer service avatars, so in the future you won't even be able to have a real conversation with a nice man from Mumbai. And even if you do come into contact with other people many of them do not wish to connect with you. This might be because they are in a hurry to get somewhere else or because there is a digital device, such as a mobile phone or iPod, in between you and them.

Examples of shared experiences? Live music is a very good example. We are downloading music files, movies and now books but all these can be strangely sterile experiences. Perhaps this is why live music festivals, cinema going, theatre going, book clubs and writer's festivals are all booming.

Predictions: Expect a shift whereby people celebrate participation and the communality of experience above and beyond idiosyncratic expression. Also expect a continued boom in father/son camping trips and communal tables in fast-food joints and top-end restaurants. We might also see shops attempting (probably unsuccessfully) to ban mobile phone use in stores, especially at service counters and in check-out isles. BTW, this is a counter-trend to digitalisation, which is a much stronger trend. Do not expect this to replace digitalisation or virtualisation. It will simply sit alongside both.

Links: Presence (the opposite of telepresence)

* Use of mobile phones is now allowed on British Airways flights between London City Airport and JFK and on some Malaysia Airlines and Emirates Airlines flights

Photo credit: Jonathan Sands (I think?)



10. Fear fatigue* (especially UK)

Fed up with being anxious or afraid? You are probably not alone. A spate of recent apocalyptic warnings about everything from total financial meltdown (another Great Depression and the end of Capitalism as we know it), swine flu (millions likely to die), the disappearance of bees (global food shortages), rogue asteroids (total planetary destruction) and deep vein thrombosis on long-haul flights (buy special socks or you might die) have made some people a little bit jumpy.

On the other hand, there is only so much bad news that people can take. At some point people figure that things are so bad that they can't possibly get any worse, or else because so many of the so-called 'apocalyptic' warnings and predictions have not come true, you really can't believe anything anyone says these days – especially nothing uttered by politicians, journalists and scientists. It's almost a blitz mentality. Things are so gloomy that you might as well just keep calm and carry on in the hope that it's them and not you.

However, this optimistic silver lining has a nasty dark cloud inside. If the experts are proved wrong time and time again, either due to bad information or because they err of the extreme side of caution, then people will, in all probability, ignore a very real warning when one finally comes along. Best not to worry about that possibility I guess.

Links: Global connectivity, information pandemics, culture of litigation, risk management, Precautionary Principle, shift to safe savings (bonds, gilts, cash).

Opportunities: People want security, safety and control. They also want things that are simple and easy to understand.

* Max Kaehn's idea (thanks Max)

50 Facts for the Future

Only 1% of Google searches proceed beyond the first page of results.

Ref: The Dumbest Generation by Mark Bauerlein

20% of UK teachers think that the cane (corporal punishment) should be re-introduced in UK schools in order to restore classroom order.

Ref: Times Education Supplement (UK)

The English language version of Wikipedia lost 49,000 volunteer contributors during QTR 1 2009.

Ref: Daily Mail (UK)

The number of female bank robbers in the US increased by 25% since 2002.

Ref: CNN (US)

20% of 26-year-olds in the US live with their parents. In 1990 the figure was 11%.

Ref: Mark Bauerlein, The Dumbest Generation

In Italy, in 2007, there were 574,215 official limousines to ferry around 180,000 elected politicians.

Ref: London Review of Books (UK)

90% of Chinese do not possess health insurance or a retirement fund.

Ref: Jacques Attali, A Brief History of the Future

In 1985, Chinese people ate roughly 20kg of meat per head. In 2009 this figure is expected to hit 50kg per head.

Ref: The Economist (UK)

The average length of stay in Australian hospitals was 3.3 days in 2006. In 1986 the figure was 6.5 days.

Ref: Australian Bureau of Statistics (Aus)

37,000 state employees in Alabama (US) will have to pay an extra \$25 a month in health insurance in 2011 because their weight is now considered a health risk.

Ref: New Scientist (US)

In the 1950s the fertility rate in South Korea was 4.5%. It is now 1.5%.

Ref: Jacques Attali, A Brief History of the Future

53% of births in London are to immigrant mothers. The highest percentage (68%) is in Kensington & Chelsea.

Ref: Newsweek (US)

Sales of newspapers increased by 1.3% worldwide in 2008. Between 2005-2009 sales increased by 8.8%

Ref: AFP/Prospect (UK)

The use of public libraries has doubled in the US over the past decade in the US.

Ref: NPR.org (US)

50% of China's 500 largest cities lack drinkable water or proper sewage.

Ref: A Brief History of the Future by Jacques Attali

50% of people in the UK think that the world is getting worse as a place to live. In Greece the figure is 74%. (where else they would like to live is unclear).

Ref: Wall Street Journal (US)

There are roughly 700 million cars in existence worldwide.
According to the IMF, this figure will rise to 3 billion by 2050.
Ref: Economist. (UK)

By 2050 there will be almost as many cars in China as there are currently in the entire world.
Ref: Economist (UK)

Almost 40% of Britons that emigrate eventually return home.
Ref: Daily Telegraph (UK)

19% of American children live in poverty.
Ref: US Government census (US)

In the US, real estate was responsible for 60% of financial gains of households over the last two decades.
Ref: A Brief History of the Future by Jacques Attali

There are 228 million internet users in China versus 217 million in the US. In penetration terms China has 16% penetration versus 69% in the US.
Ref: William's Inference (US)

In 1800, average life expectancy in Europe and the US was about 40. By 2000 it was roughly 80.
Ref: The Next 100 Years by George Friedman

Polluted water kills 22,000 people every day.
Ref: A Brief History of the Future by Jacques Attali

The average person drinks 2 litres of water per day but actually uses approximately 3,000.
Ref: Economist (UK)

In the US, 50 million families can't afford to pay off their credit card bills.
Ref: Harvard Business Review (US)

According to JP Morgan Nestle, Unilever, Coca-Cola and Anheuser-Busch together use 575 billion litres of water annually
Ref: The Economist (UK)

90% of rivers near urban areas in China are severely polluted
Ref: World Bank.

US energy needs are around 21 million barrels of oil per day. 70% of this energy is imported.
Ref: Newsweek (US)

In 2008 an average PC was 32,000 times more powerful and 12 times less expensive than an average PC in 1981.
Ref: A Brief History of the Future by Jacques Attali

Membership of cooperatives stands at 800 million people worldwide. This figure is up 100% from 30 years ago.
Ref: Strategy + Business (US)

Approximately 3m people are employed in the retail sector in the UK - about the same number that are employed in manufacturing.
Ref Economist (UK)

The ratio of workers to people drawing social security benefits was 16.5 to 1 in 1950. In 2050 this is predicted to increase to 2 to 1 primarily due to societal ageing.
Ref: Time (US)

There are now 4 billion mobile (cell) phones in the world. 75% of these phones are in the developing world
Ref: The Economist (UK)

The average Londoner creates more than 500kg of waste every year.

Ref: Economist (UK)

Last year (2008) fewer Americans moved home than in any year since the 1940s.

Ref: Newsweek (US)

In 2008, 23,000 children died in workplace accidents.

Ref: A Brief History of the Future by Jacques Attali

75% of mergers and acquisitions fail to deliver any value for shareholders

Ref: The Economist (UK)

More than 25% of children aged two and under have a television in their bedroom.

Ref: New York Times (US)

50% of toys sold in the US have a computer chip inside.

Ref: New Yorker (US)

In the mid 1950s 9% of adults were single in the US. The figure is now 44%

Ref: Innovation Watch (US)

36% of US high-school students believe that the US government should approve news stories prior to publication or broadcast.

Ref: Harpers (US)

In 1990 there were 50 regional trade agreements around the world. By 2005 this number had increased to 250.

Ref: McKinsey Quarterly (US)

The average length of stay on major newspaper websites in the US is 26 seconds.

Ref: Harper's (US)

Mobile phone penetration is forecast to reach 75% of the world's population by 2011.

Ref: WFS.org (US)

26% of children in the UK have no siblings. In 1972 the figure was 18%

Ref: The Times (UK)

The number of Hispanic voters in the US has increased by 122% since 2000.

Ref: Harper's (US)

The Internet uses 5% of global electricity.

Ref: Kevin Kelly (Youtube)

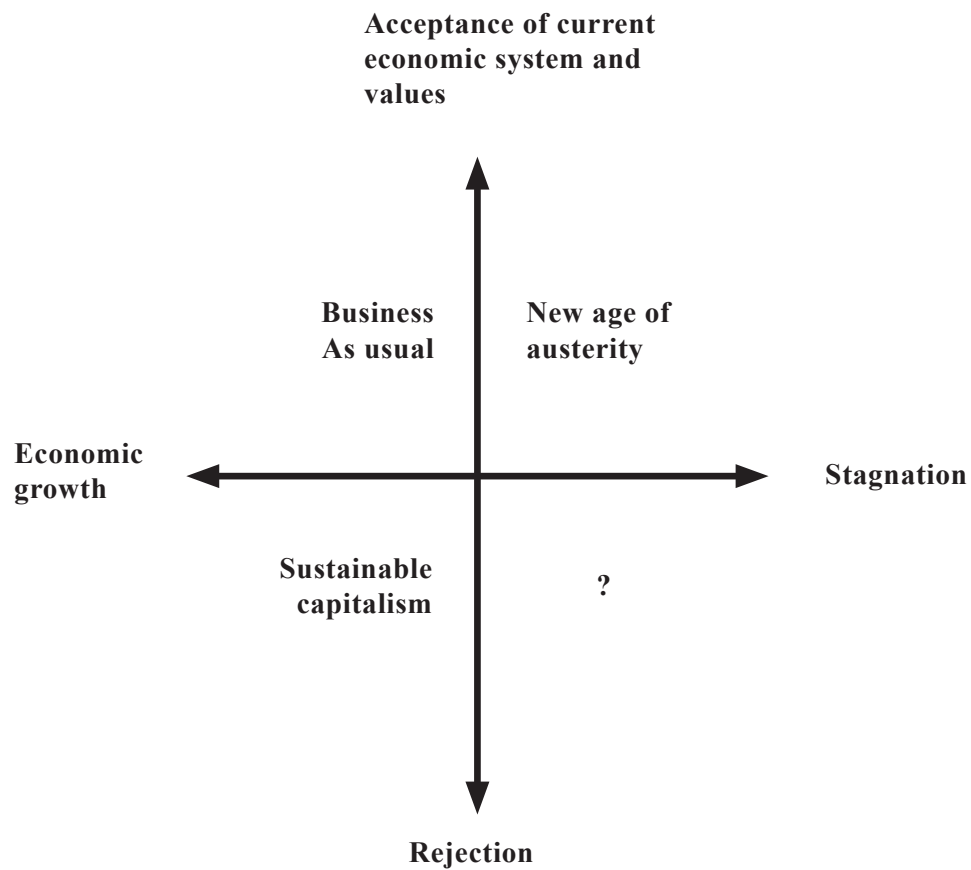
In 1970, 80% of British kids walked to school. By 2007, this figure had fallen to 8%.

Ref: The Times (UK)

In China and India 40% of tertiary students would like to take engineering degrees. In the US the figure is 4%.

Ref: The Australian (Aus)

Scenarios for 2010+



100 Words for 2010.

» Asia » Abstain » Accelerate » Accountant » Acquaintance » Adjust » Authenticity
» Apocalyptic » Afghanistan » Aggregation » Aggression » Acquisition » Balance
» Brazil » Biomechatronics » Bio-plastic » China » Cloud » Chaos » Carbon » Chapter-11
» Debt » Domestic » Delusional » Eco » Emissions » e-Books » Electricity » Food » Flood
» Fatigue » Fascism » Green » Genetics » Home » Healthcare » Hybrid » Inflation » Iran » Identity,
» Infrastructure » Jittery » Jobs » Kidult » Local » Malady » Multi-local
» Merger » Nationalism » New » Nanotubes » Obama » Old » Oil » Protectionism,
» Pastism » Pakistan » Purpose » Personalised » Quality » Receivership » Recession » Resources »
Recovery » Realness » Rage » Robotics » Right-wing » Regulation » Rogue » Screenager » Skittish,
» Sustainability » Shock » Skills » Saving » Simplicity » Storm » Steam-punk » Subdued » Shortage,
» Turnaround » Trust » Tribal » Techo-Romance » Transparency » Two-speed » U-turn
» Unemployed » Unfriend » Vancouver » Vinyl » Value » Virtual » Water » Wild
» X-Gen » You » Zen » Zipcar

Past Trends.

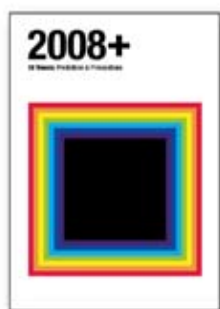
How are the trends from previous issues of this publication doing? Looking back it seems they are standing up quite well. Remember though that major trends don't change very fast, so most of these historical trends are still very active today. In other words, don't ignore these trends simply because they are old.

2009+ Top Ten Trends (released January 2008)



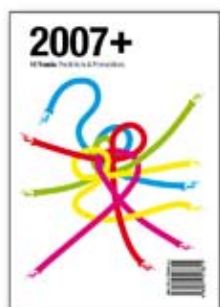
1. Anxiety (2009 remix)
2. De-Leveraging
3. Back to Basics
4. Enoughism
5. Digital Diets
6. IMBY's
7. Serious Media
8. The Human Brain
9. Eco-Warriors
10. Fear of the Unknown

2008+ Top Ten Trends (released January 2008)



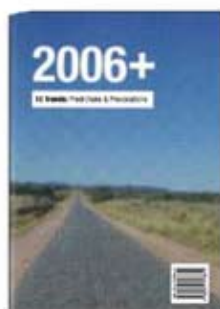
1. Rhythm & balance
2. Karma capitalism
3. Making things
4. Something for nothing
5. Industrial provenance
6. Robotics
7. Data visualisation
8. Reality mining
9. Eco-exhaustion
10. Fantasy & escape

2007+ Top Ten Trends (released January 2007)

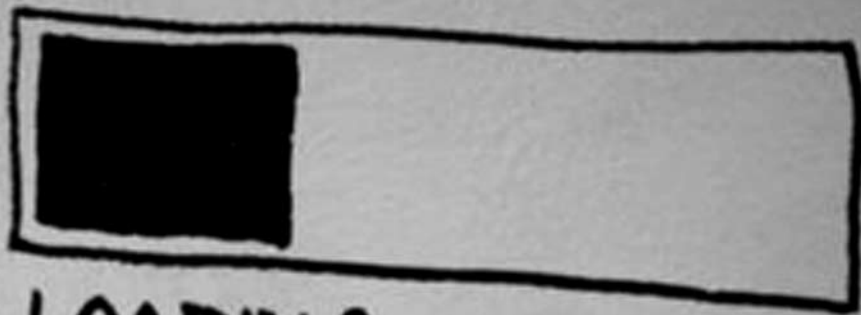


1. Simplicity
2. My way
3. Self reliance
4. Carbon
5. Water
6. Open
7. Private equity
8. Low cost
9. Luxury
10. Meaning

2006+ Top Ten Trends (released January 2006)



1. Anxiety
2. Connectedness
3. Speeding-up
4. Mobility
5. Convergence
6. Privacy
7. Nostalgia
8. Localisation
9. Authenticity
10. Happiness



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