

# 2009+

10 Trends: Predictions & Provocations

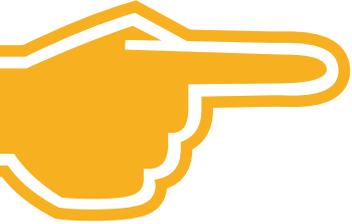
GLOBALISATION



LOCALISATION



INFLATION



DEFLATION



HAPPINESS



DEBT



CONNECTIVITY



COOPERATION

**“ Collective fear stimulates herd instinct,  
and tends to produce ferocity toward  
those who are not regarded  
as members of the herd. ”**

Bertrand Russell

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# FINANCIAL REVIEW

## FINANCIAL REVIEW

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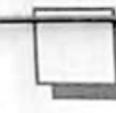
# MELTDOWN



## CENTRAL BANKS ACT TO EASE PANIC



## SHARES DIVE



## GLOBAL LENDING FEARS

### 25 PAGES OF EXPERT ANALYSIS

### PLUS

### TELSTRA AXES 800 JOBS RECORD YEAR FOR LAWYERS

Welcome to 2009. This report is an annual review of the year ahead and is generally fairly easy to put together. Not this year. The problem has been events. More specifically, the speed at which things continue to change. Impossible really is nothing these days.

Last year two key themes highlighted in the introduction were the question of who would inherit the US economy ("an economy balanced on a knife edge") and the Beijing Olympics ("a coming out party for what will one day be the largest and most powerful nation on earth... Maybe"). This year two of the biggest questions are whether or not Barack Obama can rebuild America's shattered economy and reputation worldwide and whether or not China will follow America into the economic twilight zone.

One major trend that flows from all this uncertainty is anxiety, which will in turn drive an interest in safety, security and permanence. People are no longer in the mood to experiment and we can therefore expect the return of simplicity, no-frills, back to basics, seriousness, saving and fiscal conservatism.

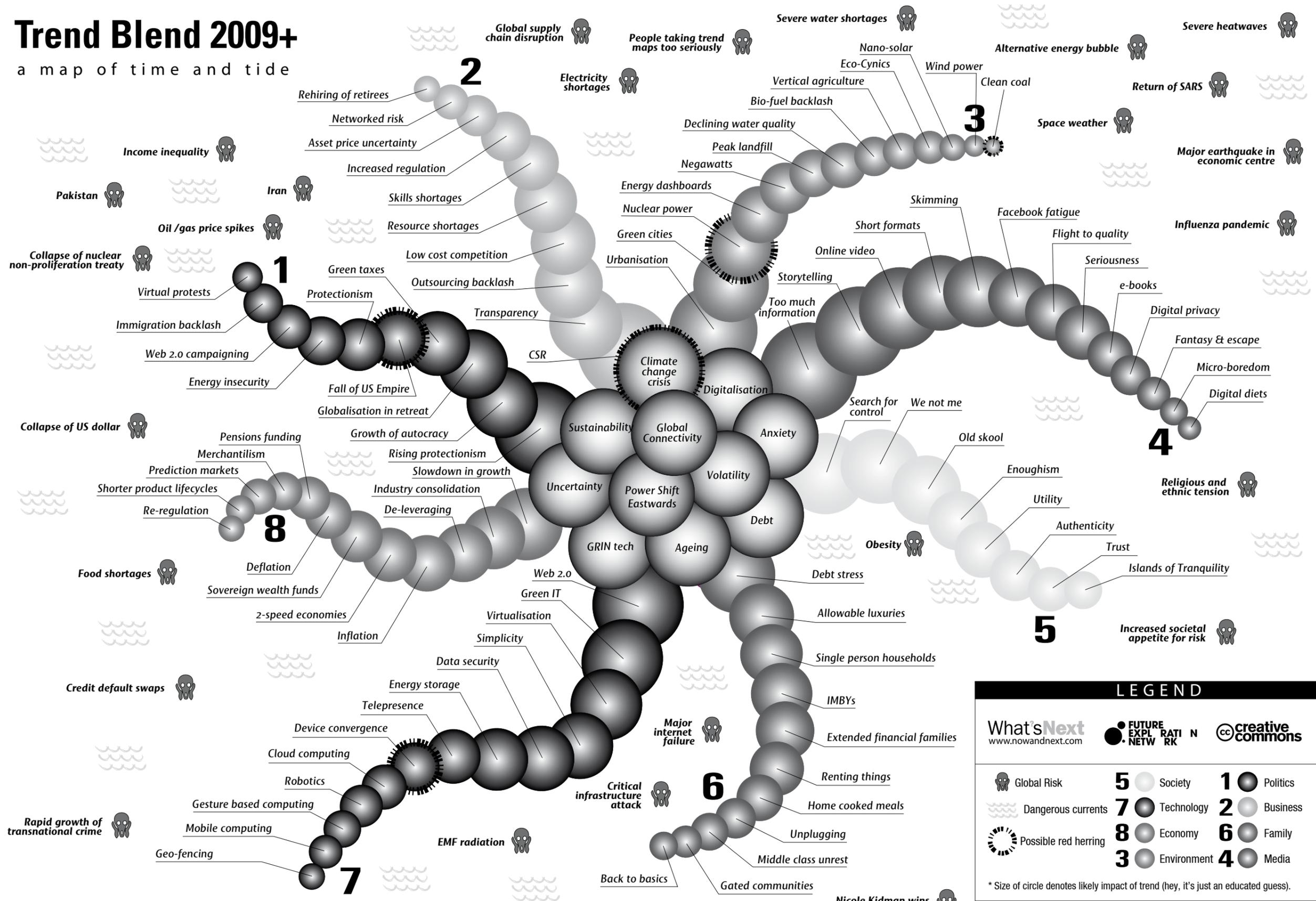
The other thought that flows from current events is the degree to which events follow historical or predictable patterns. One of the main reasons that the world is in the mess it is today is that some people forgot about cycles. People borrowed heavily to purchase what they wanted or used paper profits created by real estate to support lifestyles that were unsustainable, particularly if they had an eye on economic cycles or the performance of real estate over a long enough period. Therefore, perhaps 2009 will be the year when people finally say enough to the pervasive influence of materialism and reconnect with some of the simpler pleasures of life. Perhaps we will see a subtle cultural shift from 'me' to 'we.' We'll see. If the economy picks up sooner than expected I'd imagine that most people will just dust themselves off and carry on as though nothing ever happened.

Richard Watson, January 2009.

This year's edition of Ten Trends is printed in black & white in line with one of the trends for 2009, namely back to basics. Hopefully 2010 will turn out to be more colourful.

# Trend Blend 2009+

a map of time and tide



**LEGEND**

What'sNext [www.nowandnext.com](http://www.nowandnext.com) FUTURE EXPLORATION NETWORK creative commons

Global Risk	<b>5</b> Society	<b>1</b> Politics
Dangerous currents	<b>7</b> Technology	<b>2</b> Business
Possible red herring	<b>8</b> Economy	<b>6</b> Family
	<b>3</b> Environment	<b>4</b> Media

\* Size of circle denotes likely impact of trend (hey, it's just an educated guess).

# Ten Trends for 2009+

1. Fear & Loathing
2. De-Leveraging
3. Back to Basics
4. Digital Diets
5. Enoughism
6. IMBY's
7. Seriousness
8. The Human Brain
9. Eco-Wars
10. Fear of the Unknown

## 1. Fear & Loathing

We are living in anxious times. First it was Y2K and then 9/11. More recently we've been worried by the threat of a global flu pandemic, SARS, Deep Vein Thrombosis, rogue asteroids, climate change and now 1929 returning. Running in parallel to all this, trust in large institutions (especially government and big business) has all but evaporated (or we've become more cynical about the ability of these institutions to tell us the truth or deliver). The result is a new age of anxiety. People are worried about jobs, homes, savings and the planet. This insecurity is to some extent generational, but there is a general feeling that the world has spun out of control and that someone is to blame.

### Implications

People are looking for scapegoats but they are also looking for safety, reassurance and control. This means that people will tend to stick with individuals and institutions that they know and trust. Hence individuals moving out of shares towards 'safe savings' such as gilts and low risk bonds. People will stay in jobs and education for longer and will aspire to public sector jobs due to perceived security. Finally, people will move away from silly spending on things such as organic water, although there will still be a market for permissible indulgences.

We may also see a demand for salary and profit caps in certain industries and there could also be an increase in ad hoc campaigns targeting specific organizations that people feel are guilty of breaching new behavioural norms.

### Opportunities

In terms of opportunities, products and services that give a sense of security or reduce stress will do well. This could be provided by technology but generally it's reassurance with a human face attached that people are after. Nostalgic products and experiences that tap into the (largely false) belief that we once lived in safer and more certain times will also do well.

### Links with...

Fear, uncertainty, debt, debt-stress, climate change, unemployment and trust.

## 2. De-leveraging

What cheap credit and irrational exuberance giveth, tighter lending controls and uncertainty taketh away. Growth is slowing down and institutions and individuals will get rid of as much debt as fast as they can. The last decade saw an unprecedented level of spending, most of it driven by cheap money and the attitude that what went up no longer went down. The impact of financial deregulation and innovation also meant that people were offered new ways to owe more money to more people. None of this is necessarily a problem if you have a job, but if you don't things can turn very nasty very quickly indeed.

### Implications

Organisations will reduce their dependency on debt. This means that they will sell assets although by so doing they will inadvertently push the value of these assets even lower. For individuals selling assets is more problematic because their largest asset is generally their home. Hence the only real strategy is to spend less by cutting back on non-essentials. This means buying less, fixing things rather than throwing them away and possibly renting things rather than buying them outright.

In terms of business, expect to see more consolidation with markets becoming more polarised between the very large and the very small. In the public sector, expect to see government debt soar, resulting in a variety of u-turns over spending pledges in areas such as climate change, education, health and transport.

### Opportunities

The debt binge is not going away completely but it's likely that we are entering a new era of thrift and delayed gratification. The main force driving this is the economy but the environment is also a factor.

### Links with...

Industry consolidation, deferred gratification, cost savings, clothing swaps, second-hand stores, garage sales and selling on auction sites.

## 3. Back to Basics

Bye bye complex financial products – at least for a while. Following the sub-prime fiasco, simplicity, transparency and products that are not over-engineered or overly complex are back in vogue. So too are local lenders where what you see is what you get. But this swing back to the old skool doesn't just apply to financial services. Uncertainty and anxiety are driving people towards people and products that they know and understand in all spheres.

### Implications

If people are strapped for cash they will do many of the things that they did the last time there was a major recession. Therefore expect to see a resurgence of fresh home cooked meals (because cooking from scratch costs less money but also because home cooking tends to pull the immediate family back together). We should also see more people growing their own food, mending their own clothes, cleaning their own houses and fixing their own cars. At least we will for a while until people remember how difficult and frustrating some of these activities are and revert to previous behaviour.

### Opportunities

Products that are basic in the sense of being stripped down or simple to understand and use. For instance, own brand or house brand products in supermarkets will do well as will supermarket brands that are themselves basic (e.g. Aldi and Lidl). We may also experience an increased level of interest in old-fashioned, ecologically responsible items such as hand-powered lawn mowers, washing lines and bicycles. Having said this, if the economic crisis is short-lived people will revert back to type pretty quickly.

### Links with...

Nostalgia, simplicity, localisation, provenance, no-frills, austerity, value for money.

## 4. Digital Diets

People are drowning in digital data. For example, according to an Australian survey, 63% of people feel that they are overloaded with information and 40% have difficulty remembering more than 3 phone numbers. People are also realising that being less connected can actually be a good thing. For example, some people are starting to find out that you can have too many digital friends. Hence not responding to friendships requests or dropping out of social networks will become commonplace. Similarly people are slowly waking up to the fact that they waste an extraordinary amount of time and money on technology that doesn't make their lives any easier or better. Thus unplugging on a general level will become popular as a way of rebalancing frantic and frenetic lives.

### Implications

In many instances this trend will be driven by necessity. It is a way of saving money or reclaiming personal or family time. However, there is also an aspirational element to this trend. In the same way that owning a mobile phone was once seen as a mark of sophistication, not owning one (or using one sparingly) is becoming a signal that a person has sorted out their priorities or has rebalanced their life. People may also decide that in some instances the old ways were the better ways and will start to use products and services that do not require power or are an antidote to fast digital alternatives.

### Opportunities

Expect to see an interest in analogue products. For example, fountain pens, wet-film photography, landline telephones, paper diaries and vinyl records.

### Links with...

No email Fridays, no Blackberry Bank Holidays, Facebook Fatigue, MySpace Malaise, unplugged vacations (camping, canoeing and walking etc).

## 5. Enoughism

People are becoming alarmed about the health of the planet and especially the pervasive influence of materialism upon their lives. Some people have therefore decided to take personal responsibility and do something about it. Enoughism is about switching things off, buying less stuff and seeking to reconnect with the simpler pleasures of life. It is a world where quality counts. People are still prepared to pay for things but they expect them to last. The trend is best summed up by Tom Hodgkinson in his book 'How to Be Free', who talks about the shift from finding out what you want to discovering what you can do without.

### Implications

Organizations will become increasingly values-driven. They will also become more connected with their communities, be it a geographic area or the wider community of employees, customers and suppliers.

### Opportunities

People will be spending more time with their immediate family and friends. This is an opportunity because people will be interested in things that enable this or tap into the need to slow things down a little. However, using technology to give people superficial or remote access is liable to backfire. Hence childcare robots (currently available in Japan) will not be an instant hit.

### Links with...

Down-shifting, work/life balance, search for meaning and spirituality.

## 6. IMBYs

People are becoming disillusioned with the effects of globalisation. Thus we are starting to see the development of campaigns to make production and consumption more local. Hence IMBYs (In My Back Yard). This trend is the opposite of the previous NIMBY trend (Not In My Back Yard).

This links with environmental concerns but is also driven by a desire to control outcomes. Thus, in the same way that people once campaigned to stop things happening locally, there will now be campaigns to ensure that everything from factories to schools are built around the corner and support the local community.

The trend is most evident with food where localisation and provenance are already important but the trend will move beyond this to affect everything from politics to business.

### Implications

An interest in all things local, including protests. Add a pinch of austerity and thrift caused by economic circumstances and this trend could be a catalyst for a major shift towards local interactions. Also expect to see boom in domestic travel and local holidays.

### Opportunities

Life -Story labelling of products and services when these products and services are 'home grown'.

### Links with...

Economic protectionism, localisation, nationalism, regulation and provenance.

## 7. Seriousness

In times of serious economic upheaval individuals have two options. The first option is to bury ones head in the sand and go somewhere else (everything from escapist movies to virtual worlds). The second route is to find out what's going on. Serious newspapers and magazines such as The Financial Times and The Economist are seeing increases in circulation and they are being joined by a plethora of steadfastly old-fashioned ink-on-dead-tree titles such as Prospect, The Weekly Standard, Harper's and The Monthly. This trend is primarily evident within newspapers and magazines but the same affect can be seen with non-fiction books.

### Implications

There is undoubtedly a large market for information and entertainment that is dumbed down and served in small bite-sized chunks. However, there is also a large market for the analysis of complex issues and ideas. Outside of media expect things to become more serious in other areas too. Fashion will become smarter and more formal (at least at work) and haircuts will get shorter.

### Opportunities

Physical objects and live experiences tailored to a need to know.

### Links with...

Documentaries, literary festivals, public debates, serious polititions.

## 8. The Human Brain

With neuro-enhancement around the corner the brain is becoming sexy and is set to become the media's favourite organ in 2009. This links to developments in neuroscience, most notably MRI and fMRI technology. It also links with the fact that digital interfaces are starting to penetrate human flesh and brain implants are being developed to treat serious diseases such as epilepsy. The starting point for this trend will be developments in technology, especially within medicine, but the implications go beyond treating disease towards who owns what's inside your own head.

### Implications

Expect to see a rush of books on the inner working of the human brain and how this relates to everything from our appreciation of music to work and human relationships. On the less serious side there will be a rash of products and services aimed at helping people to exercise their brain and also a bunch of pseudo science surrounding the use of brain scans to understand customer behaviour and refine commercial messages.

### Opportunities

Expect to see more serious medical diagnosis and monitoring products. Also the emergence of mind-control interfaces (products that people can control just by thinking about it). There will also be a continuing interest in brain-enhancing foods, brain-enhancing drugs and brain-enhancing games, especially for the over-55s.

### Links with...

Brain training games, neuroethics, neuroplasticity and collective intelligence.

## 9. Eco-Wars

Have you noticed how global warming has turned into a religious crusade of late? On one side we have the evangelical believers that talk in apocalyptic terms about the 'end of days.' Opposing them are the heretics who deny anything is happening or insist that it is still uncertain why something is happening or what the consequences will be. Both sides use armies of facts to fight their battles although both sides seem to forget that these 'facts' are historical and that any forecast is just a prediction and not an empirical observation. Somewhere in the middle of this are the vast majority of people who suspect that something significant is going on but aren't too sure what, due to the complexity of the debate.

### Implications

The debate will continue to polarise along the old lines of left and right. Radical environmentalists will argue that accumulating wealth is morally suspect and will pursue an anti-consumerist and anti-capitalist agenda that includes population control, higher taxation, new regulatory regimes and radical changes to personal attitudes and behaviour. The other side will increasingly argue that the mind of man is at times taken over by anxiety and apprehension when physical enemies disappear.

### Opportunities

On the balance of probability climate change is a real issue and organizations should be doing something about it, if only from a risk management perspective. In other words we owe the Earth the benefit of the doubt. Having said this there are worse catastrophes imaginable and there might be better ways of spending trillions of dollars if your fundamental objective is either to save the most lives or to improve the quality of life for the greatest number of people.

### Links with...

Global warming, global cooling, green washing, decline of trust (or at least an increase in cynicism), carbon labelling, carbon footprints and carbon offsets

## 10. Fear of the Unknown

The point of this trend is to push home the point that the future is ultimately unknowable. Yes you can see general patterns and make well-educated speculations about next week or next year based partly on past events and human behaviour. But if history teaches us anything it is surely that totally unexpected ideas, inventions and events (the so-called 'Black Swans' in 2008 speak) have a habit of ruining logical and well laid-out plans. Uncertainty also links with ideas surrounding anxiety and complexity and it is interesting to note that during previous periods of rapid change and upheaval, superstition and dogmatic religious beliefs both flourished.

### Implications

Anything can happen. Having said this there are clearly things we know. There are also things we know we don't know and there are things we don't know that we don't know. Trend #10 is about the second group of unknowns (highly improbable but highly impactful events that tend not to follow trend lines or logic - those Black Swans again).

This trend (OK, it's really more of an idea or observation) is about how when something big and unexpected happens (e.g. a financial crisis) we overreact after the event. We assume that the same thing will happen again and make plans to stop it. For example, if terrorists take over some planes and fly them into buildings we assume that they will do it again, in the same way and possibly even on the same date. The big link here is with our aversion to risk and the (largely false) idea that we can totally control risk or live in a 100% risk free environment.

### Opportunities

Anything can work. Anything can't.

### Links with...

Almost anything.

## 100 words to describe 2009.

- ▶ Anxiety ▶ Austerity ▶ Authenticity ▶ Badoo ▶ Basic ▶ Blue ▶ Busy ▶ Change ▶ Classic ▶ Cloud
- ▶ Community ▶ Compliance ▶ Connectivity ▶ Control ▶ Conviction ▶ Core ▶ Crisis ▶ Debt ▶ Deflation
- ▶ Demur ▶ Earthy ▶ Eco ▶ Enough ▶ Ergonomic ▶ Eviction ▶ Experience ▶ Family ▶ Factual ▶ Fear
- ▶ Free ▶ Frugal ▶ Gardening ▶ Grateful ▶ Green ▶ Haptics ▶ Home ▶ Honest ▶ Hopeful ▶ Indebted
- ▶ Inflation ▶ Infrastructure ▶ Intimacy ▶ Juncture ▶ Keepsake ▶ Local ▶ Meta ▶ Natural
- ▶ Outlier ▶ Overwhelmed ▶ Pamphlet ▶ Payoff ▶ Polarisation ▶ Privacy ▶ Protectionism
- ▶ Prudery ▶ Purpose ▶ Quality ▶ Reassurance ▶ Recession ▶ Recovery ▶ Redundancy
- ▶ Regulation ▶ Resentment ▶ Resignation ▶ Renovation ▶ Restraint ▶ Risk ▶ Saving ▶ Security
- ▶ Serious ▶ Shaken ▶ Shortage ▶ Shredding ▶ Simplicity ▶ Slow ▶ Smart ▶ Sparkle ▶ Spike
- ▶ Stress ▶ Stagflation ▶ Struggling ▶ Surviving ▶ Technophobic ▶ Telepresence ▶ Thrift
- ▶ Tired ▶ Traditional ▶ Trustworthy ▶ Uncertain ▶ Unfashioning ▶ Unplugged
- ▶ Unwind ▶ Unwired ▶ Virtual ▶ Volatile ▶ Water ▶ White
- ▶ Xenophobic ▶ Yearning ▶ Zeitgeist

# Things that are supposed to be dead.

If you still doubt the existence of cycles consider the following list which appropriately enough, includes both economic cycles and bicycles.

## Inflation

Food inflation, Energy inflation, General inflation. They are all coming. Trust me.

## Stagflation

Most of the world is slipping into recession but at the same time inflation is rising almost universally. Stagflation was last seen in the 1970s and was widely thought to be a dead economic phenomenon.

## Newspapers, books and magazines

Well you're reading this aren't you? Maybe physical media will be dead in the future but not for a very long time yet.

## Religion

Some people thought that religion would be dead by now, killed either by a scientific theory that explained creation or by the internet, under which it would be impossible to hide from information that challenged your beliefs. Neither has happened. Indeed in times of insecurity, complexity, and anxiety an increasing number of people are tuning towards one faith or another because they offer both certainty and simplicity.

## Miss Universe

The pageant was done away with by feminists but was bewilderingly resurrected by television executives.

## Society

Margaret Thatcher once famously proclaimed that society is dead. It isn't.

## Physical Meetings

We're all supposed to be telecommuting and video conferencing remember?

## Gout, Rickets & TB

What goes around comes around, in this case largely due to bad diet, inactivity and a pinch of complacency.

## Apple

People forget that about ten years ago Apple Computer (they used the word Computer in those days) was almost bankrupt. Steve Jobs got kicked out of the company and most analysts regarded the company as an also ran that would eventually run out of steam. Steve Jobs then came back as CEO in what must surely be one of the greatest second acts in business history and Apple is transforming itself into a global consumer electronics colossus.

## Musicals

Twenty years ago the theatre was supposed to be dead and nothing was more unpopular than musicals. Now you can't get a seat for Mama Mia, Cats or We Will Rock You for love or money.

## History

The End of History? Hardly. As predictions go, this one, from Francis Fukayama proved to be more than a little off the mark.

## Butter & milk

Yes they are bad for you and we stopped eating and drinking dairy products for a while but now we have much bigger things to worry about over our skinny latte.

## The Eagles

When rock bands split up they are not supposed to come back. Not anymore. A wave of boomer and Gen X nostalgia has rebuilt the lost careers of bands as diverse as The Eagles, Led Zeppelin, Take That, Blur and The Sex Pistols.

## Bicycles

The humble pedal cycle is a classic example of a consumer market that most people had written off as a market in terminal decline. However, someone in California started to play around and soon invented the mountain bike. This happened at about the same time that the exercise and fitness boom took off in the 1980s and hey presto the market was reborn. Proof, if you need it, that there is no such thing as a tired and declining market – only tired and declining marketers.

## The Cold War

Relations between the US and Russia thawed out for a while but they are now starting to freeze over again. As for dictators and authoritarian governments they never went away.

## Physical Banks

It was widely assumed that phone banking and then online and Internet banking would kill physical bank branches. Not so. There are now 10% more physical banks in the US than there were 10 years ago. Go figure.

## Keith Richards

No, I don't understand either.

# The World in Numbers

In Algeria, 70% of lawyers and 60% of judges are women.

Murder is the leading cause of death among pregnant women in the US.

There are now 3.3 billion mobile phone accounts globally, a figure roughly equal to half the world's population.

Sharks kill around 10 people each year. Falling coconuts kill approximately 150.

It is estimated that financial services companies hold around 30% of all office space in London.

There is expected to be a 36% increase in the number of people aged 75+ in Japan between 2005 and 2015. During the same period the number of people aged under 5 years-of-age is predicted to decline by 13%.

The Self-storage industry in America has grown more than 40-fold since the 1960s and now consists of over a billion square-feet of empty (and not so empty) space. In value terms the industry is now considerably larger than the US music industry.

According to Gartner, 80% of Internet users will have avatars or digital replicas of themselves by the year 2011.

Approximately 2,600 people die and 330,000 people are seriously injured every year in the US due to talking and texting on cell-phones whilst driving.

24% of Russians expect to see a clash with the US in the near future compared with only 4% of Chinese.

Around 80% of all news available on the Internet originates in newspapers.

9.5 million people now have financial assets of at least US\$1 million.

The US Department of Defence is aiming to replace 33% of armed vehicles with robots by the year 2015.

Almost 10% of British homes no longer have a landline telephone.

14,000 new cars take to the road in China every single day.

Sales of CD music titles sold in paper jackets (i.e. reminiscent of vinyl records) rose by 100% in Japan in 2005.

90% of all scientists and engineers with PhDs will live in Asia by 2010.

Of the 120,000 blogs created daily, 50% are about the same subject - the writer.

By the year 2015, West Africa will become the world's largest source of crude oil outside of the Middle East.

A report by the Kaiser Family Foundation says that 53% of US students (grades 7-12) consumed another form of media whilst 'watching' television.

The fine for possessing a hamster in Vietnam is US\$1,900.

1% of all adults in the US are in jail.

Families in the UK spend GB £14,800 per year on household bills. Five years ago the figure was £8,000.

There are now more pensioners aged > sixty (11.2 million) than children aged < sixteen (11.1 million) in the UK.

Pets outnumber people 1.5:1 in Australia.

The latest Justin Timberlake Album is available in 115 formats.

There was a 400% rise in Chinese patent applications between 1995 and 2005.

The number of breast augmentation surgeries performed on female teens rose by 55% in the US between 2006 and 2007.

50% of New York University students said they would "permanently forfeit" the right to vote in exchange for a one-off payment of US\$1 million.

Between 1991 and 2005 deaths directly related to alcohol nearly doubled in the UK.

80% of UK wealth is held by people aged 55+

Around 100 million people are thought to have died prematurely during the 20th Century due to cigarette smoking.

In 2005, 40% of UK weddings involved someone that was getting married for at least the second time.

2.9 million rooms have been 'lost' in British homes since 2003 due to open-plan home conversions.

Consumer spending by those aged 65-74 in the UK is predicted to increase by 40% by 2017.

In 2003, the minimum wage in the UK was £4.20 per hour. In the US it was \$5.15. In China it was 18 pence (29 cents) and in India it was 7 pence (11 cents).

74% of Britons think that 'green taxes' are a con.

The number of non-food antibacterial products launched globally grew from less than 200 in 2003 to 1,610 in 2006 according to Mintel's New Products Database.

US \$750 billion is now managed globally under Islamic or Sharia principles.

In 2020 the dominant family type in Australia will be couples without children.

Smoking kills 25% of all men in the developing world.

Sales of the five major painkilling medicines grew by 88% in the US between 1997-2005.

China has 21% of the world's population but only 1.8% of the world's oil supply.

Ford's 2007 car fleet averaged 18.7 mpg. A 1908 Ford Model T could reach 25mpg.

The UK's DNA Database contains information on 40% of black men in Britain.

According to the General Social Survey (US) there has been a 300% increase in the number of Americans that have absolutely nobody to talk to about their problems.

50% of men in the UK say that they would give up sex for six months in return for a 50-inch plasma television. However, only 17% would give up the internet in exchange for the television.

40% of the world's 923,000 industrial robots reside in Japan.

Between 1990-2000 membership of political parties in the West fell by almost 50%

It is predicted that the retail space devoted to recorded music in the US will have fallen by 30% during 2008.

90% of men that have walked on the moon were once Boy Scouts.

85% of primary school teachers in the UK are female and 39% of boys aged 8-11 have no male teachers whatsoever.

Fewer than 5% of Americans take public transport to work.

In 1970, 80% of British children walked to school. By 2007 the figure had fallen to 9%.

86% of the world's population will live in emerging markets by the year 2050

In 2007, only 6% of American men wore a tie to work every day. In 2002 the figure was 10%.

Oil majors control less than 10 percent of world resources of gas and oil, against 70 percent in the 1970s.

There are 26 million businesses in the US and 20 million of these have no employees.

35% of US small-business owners are dyslexics.

In 1992 girls aged 14 drank 3.8 units (roughly 2/3 of a bottle) of wine a week. By 2004 the figure had risen to 9.7 units per week.

Britons spend 20% of their annual income on leisure, up from 9% in 1957

To make a cotton T-Shirt requires 27,000 litres of water

42% of the world's population now lives under double-digit inflation.

There were 8,987 new cases of MRSA in the US in 2005, resulting in 1,598 deaths. The total number of deaths since 2005 stands at 18,650, which compares to 17,011 deaths from AIDS.

Cement production accounts for 5% of global carbon dioxide emissions.

81,000 people died on Chinese roads during 2007

14% of American dogs suffer from separation anxiety.

According to the University of East Anglia (UK) the chance of finding intelligent life on another planet over the next 4 billion years is 0.01%

More than 85% of the information held by organizations is unstructured.

According to a 2007 UNICEF study, the UK is ranked last of 27 surveyed countries when it comes to child well being.

In China there are 228 million Internet users compared to 217 million in the US.

55% of women in America die their hair.

12.6% of US residents (37.6 million people) are illegal immigrants.

31% of people living in London were born outside of the UK.

62% of people living in Britain aged 18-24 say they believe in horoscopes versus 38% who say they believe in the Bible.

10% of Americans believe that the Internet brings them closer to God versus 6% that say it makes them feel more distant.

The average cost to create a cancer drug is US\$1.04 billion. The FDA's approval rate for cancer drugs between 1990-2007 was 8%.

2.5 million US children are on prescribed antipsychotic drugs.

In 2004, the richest 1% of the American population took home US\$1.35 trillion in pay.

This is more than the total national take-home pay in Canada, Italy or France.

52% of Korean infants aged 3-5 regularly use the Internet, spending on average 4 hours every week online.

77 billion corporate emails are sent every working day. By 2012 the number is expected to be around 150 billion.

5% of Soviet officials under President Gorbachev had

security service backgrounds. Under Putin the figure was 78%.

70% of people in the UK have no ties whatsoever to any local group or association.

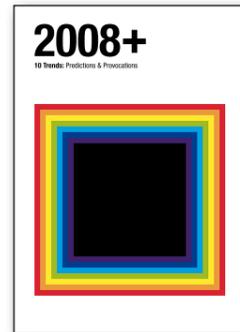
There were 411,000 books published in the US in 2007

Over 50% of Harvard

# Past Trends.

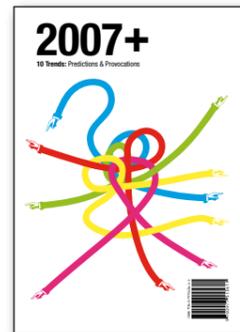
How are the trend predictions from previous issues of this publication doing? Looking back it seems they are standing up quite well. For example, Happiness was identified as an issue back in January 2006. Remember though that major trends don't change very fast, so most of these historical trends are still very active today. In other words, don't ignore these trends simply because they are old.

## 2008+ Top Ten Trends ( released January 2008 )



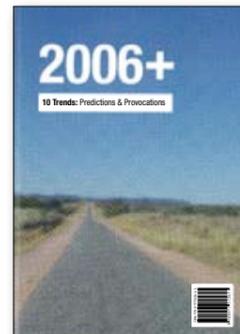
1. Rhythm & balance
2. Karma capitalism
3. Making things
4. Something for nothing
5. Industrial provenance
6. Robotics
7. Data visualisation
8. Reality mining
9. Eco-exhaustion
10. Fantasy & escape

## 2007+ Top Ten Trends ( released January 2007 )

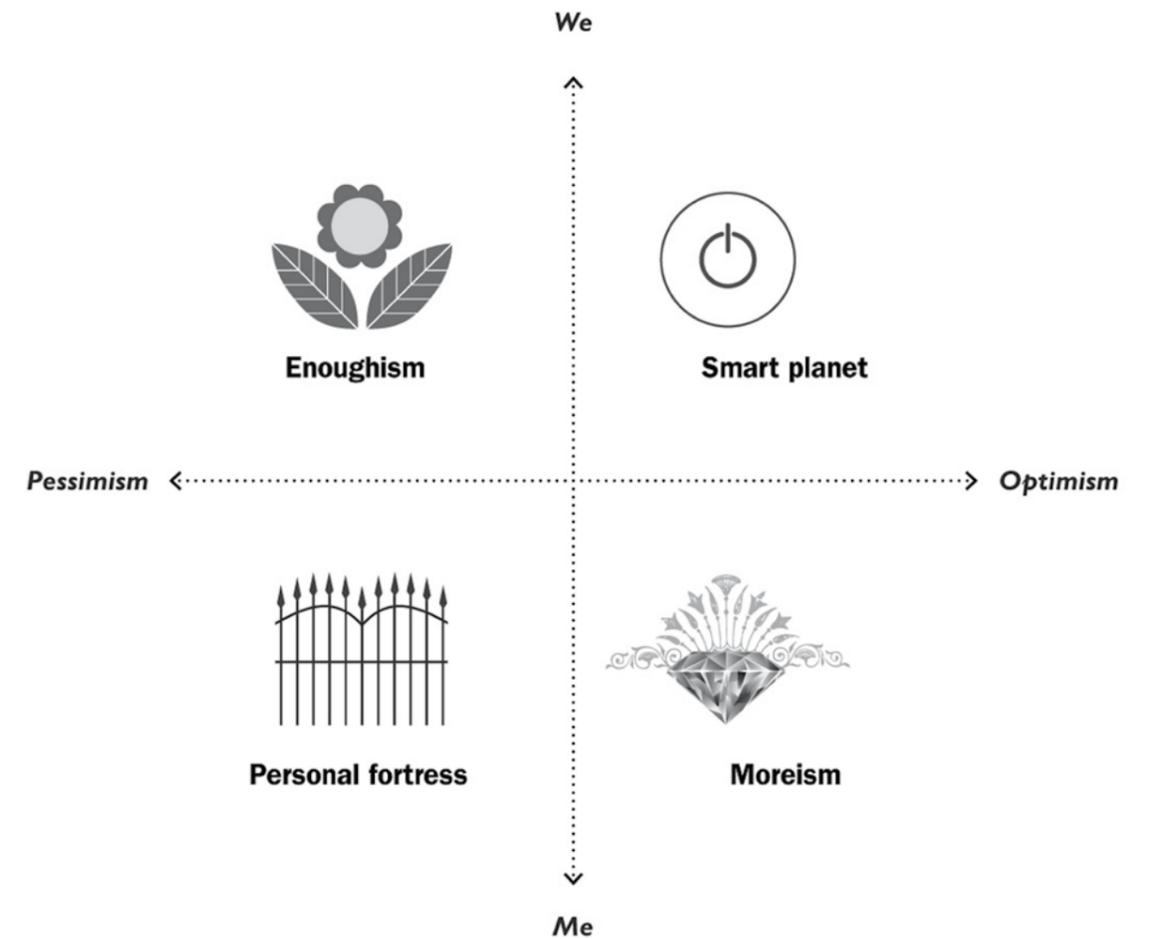


1. Simplicity
2. My way
3. Self reliance
4. Carbon
5. Water
6. Open
7. Private equity
8. Low cost
9. Luxury
10. Meaning

## 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



What'sNext

NEVILLEFREEMANAGENCY



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