



## 2018 FORD TRENDS AT A GLANCE

- 2018 Looking Further with Ford Trends Report shines light on global shift toward activism, compassion and self-expression as consumers grapple with societal changes around the world
- 54 percent of adults globally say they feel more stressed out than they did a year ago, while millennials feel this even more acutely, with 65 percent of 18- to 29-year-olds in agreement
- Sixth annual report shows that while two-thirds of adults globally are overwhelmed by changes taking place around them, three-quarters believe they can influence positive change; nearly half expect brands to take a stand on political issues

Ford's report is a blueprint for understanding how these trends may influence consumers and brands for 2018 and beyond:



### The Edge of Reason

Across the world, people are overwhelmed by the change affecting everything from politics to pop culture—and consumers are hungry for inventive ways to cope and adapt.

- *Three-fourths of adults globally agree that people are increasingly intolerant of opposing views—and in the U.S., 80% of adults agree*
- *66% of adults globally say they are overwhelmed by the changes they see taking place in the world*
- *76% of U.S. adults think that there is a leadership crisis in their country*



### The Activist Awakening

Thanks to the culture of polarization, consumers are being jolted out of complacency. Individuals are debating the change we need, unafraid to topple conventional wisdom and expectations.

- *52% of adults between the ages of 18 to 29 say they expect brands to take a stand on political issues (vs. 49% of adults ages 30 to 44, and 36% of adults ages 45+)*
- *About half of U.S. adults say they'd rather pay double for a product than buy it from a brand they think is harmful to society*



### Minding the Gap

Worldwide, the spotlight is on inequality. Activists and entrepreneurs are experimenting with new ways to improve access to quality education, increase productive employment, close wage gaps and provide everyone with affordable access to basic living standards and infrastructure.

- *81% of adults globally say they are concerned about the widening gap between rich and poor*



### The Compassionate Conscience

With an omnipresent news cycle, consumers are more aware of the challenges people face across the world—and more reflective of their role in society.

- *Half of adults globally say find following the daily news is stressful*
- *76% of adults globally say they believe their actions can influence positive change*
- *70% of U.S. adults say they are overwhelmed by the all the suffering in the world today, and about half say they think we've done irreversible damage to the planet*



### Mending the Mind

Slowly, consumers and institutions are realizing that you cannot have a healthy body unless you have a healthy mind. As such, mental health and well-being are coming to the forefront as issues that individuals, governments and companies need to address.

- *73% of adults globally say they should take better care of their emotional well-being*
- *57% of adults globally say they get less sleep each night than they should*



## Retail Therapy

Many consumers are on the endless hunt for something new and different—and they're rethinking how material goods and experiences can bring them happiness.

- *66% of adults globally between the ages of 18 to 29 think that the experience of shopping is more enjoyable than the actual purchase*
- *51% of adults globally believe that when they purchase an item, they typically think that it will make them happier than it actually does*



## Helplessly Exposed

Big Data claims to be able to interpret our behaviors, which in theory should help consumers—yet it also can come with Big Bias. Consumers are ramping up the pressure on companies to be accountable and act responsibly.

- *76% of U.S. adults say they find it creepy when companies know too much about them*
- *46% of adults globally say they feel they do not have enough privacy in their lives*



## Technology's Tipping Point

Virtual reality, artificial intelligence and autonomous technology are here, integrating into our daily lives. Across the globe, humans are asking: what does the onslaught of intelligent technology mean for us as a society, and will it make a more positive impact than we thought?

- *52% of adults globally say they believe that artificial intelligence will do more harm than good*
- *61% of adults globally say they are hopeful about the future of autonomous vehicles (vs. 50% of adults in the U.S.)*



## Singled Out

Are marriage and parenthood still the desired norms for happy living? More and more people are rethinking commitment and fulfillment, with more choices at their fingertips and longer life spans to consider.

- *61% of adults globally say they feel that society treats unmarried people differently than married people*
- *63% of adults globally agree that there is an expectation to have kids when you are married*



## Big Plans for Big Cities

By 2050, roughly 75% of the world's population is expected to live in urban areas. To capitalize on the full potential of cities—to keep them happy and healthy places to live—we must be smart and mindful about planning.

- *87% of adults globally agree that cities need better transportation options*
- *57% of U.S. adults say they would gladly sacrifice parking spaces for more green space*



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