

LOOKING FURTHER WITH FORD 2019 TRENDS AT A GLANCE

The 2019 Looking Further with Ford Trends Report takes a deep look into the drivers of behavioral change, including the dynamic relationships consumers have with the shifting landscape of technology.

This report identifies seven consumer trends and serves as a blueprint for understanding how key patterns of consumer behavior around the globe are expected to influence consumers and corporations in 2019 and beyond.

A Few Top Stats

- Nearly half of adults globally agree that fear drives change, and 7 in 10 agree that they are energized by change
- 87 percent agree that technology is the biggest driver of today's change, and nearly 8 in 10 agree that technology is a force for good
- 45 percent say they envy people who can disconnect from their devices
- 7 out of 10 agree that we should have a mandatory timeout from our devices
- 67 percent say they'd rather their children ride in a self-driving vehicle than ride with a stranger

Chapter Summaries



The Tech Divide

Technology has a profound impact on how we connect with and see the world—yet while strong majorities see tech as a force for good, many are wary or fearful of unforeseen consequences.

- *87% of adults globally agree technology is today's biggest driver of change; almost eight in 10 citizens agree technology is a force for good.*
- *Sixty-nine percent of Millennials globally say they'd like to undo some behavioral changes that have occurred because of technology.*
- *57% of Gen Z and Millennials globally agree that artificial intelligence will be stronger than the human mind within 10 years.*



Digital Detox

Across the world, people are increasingly aware of and alarmed by their device dependency—and are becoming more mindful of the need to disconnect and pursue greater well-being in their offline lives.

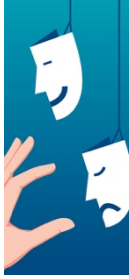
- *69% of adults globally agree we should have mandatory timeouts from our devices.*
- *25% of Gen Z and Millennials would rather lose their ability to smell than give up their device.*



Reclaiming Control

Today, self-improvement is having its moment as consumers seek to regain control over their lives, driven in part by a growing set of tools that make it easier to set, track, and achieve even the most ambitious of goals.

- *84% of adults globally say they have taken small steps to improve their lives over the past year; of those, 92% are still following through with those steps today.*
- *82% of adults in China and 81% of adults in the Middle East agree that technology can train their brain to think differently, vs just 66% of adults in the U.S. who say the same.*



Many Faces of Me

With social media playing such a large part in the lives of consumers, many tend to take on various personas – who they are in real life versus how they depict themselves online. This ultimately impacts identity, including what consumers buy, wear and drive, as well as what they choose to post on social media—which has become a platform for consumers to express and define themselves.

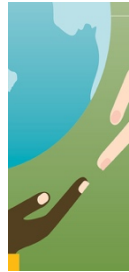
- 65% of Gen Z and 53% of Millennials agree that they are more outgoing on social media than they are in person.
- 74% of Gen Z respondents agree that people are fighting to stay relevant.



Life's Work

As consumers across the world rethink their work-life balance, companies are responding with benefits, sabbaticals and extended leaves, opportunities for mental enrichment, and more.

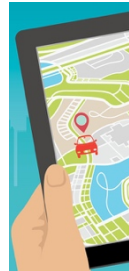
- 84% of adults globally say companies should offer mental health days as part of their benefits.
- 77% of adults globally agree that companies don't do enough to accommodate the needs of working parents.



Eco-Momentum

Consumers overwhelmingly agree that environmental progress will depend on changes in human behavior, yet that awareness doesn't always translate to action. Many are looking for guidance on how and where to decrease their environmental footprint.

- 84% and 83% of adults in China and India, respectively, say they'd change their diets if they thought it could help the planet. These are among the areas hardest hit by pollution and climate change.
- The majority of adults in all countries surveyed agree that environmental progress will depend more on changes in human behavior than on technology.



Easy Street

Consumers are increasingly recognizing that the mobility journey isn't as simple as going from point A to B, it's about what they do with their time along the way. Americans spend more time in their cars than they receive in vacation time, so the ability to get things done while on the road could change the commute experience as we know it.

- 67% of adults globally rather their children ride in a self-driving vehicle than ride with a stranger.
- Almost half of adults globally, on average, believe self-driving cars will drive more safely than human drivers.



Sheryl Connelly has served as Ford Motor Company's futurist for more than a decade. She is responsible for identifying global trends, exploring potential implications and cascading these insights on futuring to organizations throughout the company, including design, product development and corporate strategy. She is a member of the Global Advisory Council on transportation for the World Economic Forum. Fast Company magazine named her one of the Most Creative People in Business in 2013 and 2015. Connelly has been a featured speaker at TED Global, appeared on CBS This Morning, CNBC's Fast Money and NPR's All Things Considered with Robert Siegel. Before working for Ford, she practiced law. In addition to a juris doctorate, Connelly holds a bachelor's degree in finance and a master's in business administration.

For news releases and related materials, visit www.media.ford.com.