

LOOKING
FURTHER
WITH FORD

2014
TRENDS



LOOKING FURTHER WITH FORD 2014 TRENDS

While the world may seem stagnated by gridlocked governments and economic uncertainty, the truth is that we live in an era of constant change. Across the globe, citizens and brands are stepping up to make things happen through innovation, collaboration and perseverance. In 2014, Ford will launch close to 20 new products worldwide, a marvel given that it once took five years to bring a new product to market, but now takes only 36 months. This accelerated pace is part of a broader sustained explosion in technology and innovation worldwide.

Notably, this new era of rapid change demands a corresponding mindfulness of the precious resources we too often take for granted: our time, our health, our population and our planet. Out of a world of hyper-stimulation, a culture of reflection is emerging, driving us to reexamine what matters most.

The second edition of Ford's annual publication on micro trends, *Looking Further with Ford*, examines the drivers of change and the complex response of consumers worldwide.

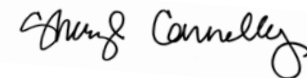
The marketplace is inundated with disruptive technology, such that even dramatic innovations are now viewed as commonplace. At the same time, consumers are increasingly drawn to

the way things were, driving demand for nostalgia-based products and services. As we seek more meaningful connections, the middle-man is being squeezed out of the products and services we buy—and where, when and how we use social media is being reconsidered.

This collection of 10 micro trends reflects our view of the attitudes that will alter consumer dynamics across the globe in 2014 and beyond. Here you will find subtle and not-so-subtle shifts from our 2013 trends, as well as inherent tensions that are emblematic of the connectivity and complexity that make this world spin. As you read this, we hope you will spot your own tensions and find your own spin on each trend.

Here's to being mindful of the changes ahead, and to persevering to make the best of them.

Enjoy.



Sheryl Connelly
Global Consumer Trends and Futuring
Ford Motor Company



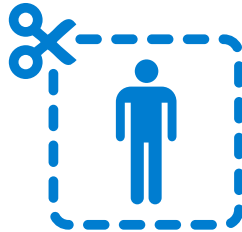
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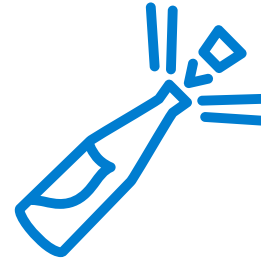
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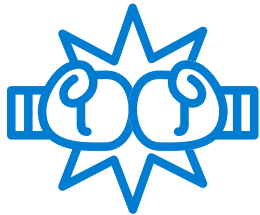
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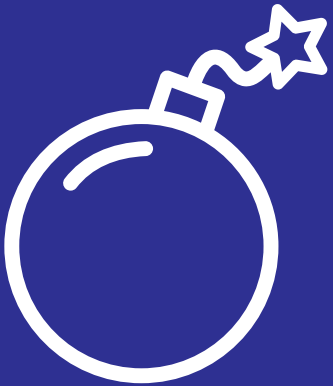


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INNOVATION'S QUIET RIOT



Only on the market for four short years, more than 1.5 million iPads are already being used in schools—proof that where we once marveled over the impossibility of such ideas, now we struggle to recall what life was like before them. Fast-paced and disruptive innovation is becoming increasingly institutionalized and ubiquitous—fundamentally changing the way we work, play and communicate.

The pace is driven in part by new, unconventional funding mechanisms that allow anyone to become an entrepreneur, angel investor or self-proclaimed captain of industry. Furthermore, open sourcing is becoming an established practice, catalyzing advancement by using the brainpower of many to quickly pursue and iterate on ideas. As a result, innovation leapfrogging is not just limited to developing countries—it is happening more and more around the world as breakthrough technologies become more common, and seemingly commonplace.

70%

of adults worldwide say the technological leaps we are making today are larger than they were five years ago.



Unreasonable at Sea

Unreasonable at Sea, a 590-foot ocean liner turned incubator for breakthrough ideas, attracts a melting pot of college students, startup founders and venture capitalists. Spearheaded by Stanford University's Institute of Design and the Unreasonable Institute, the study-abroad program is a 100+ day journey to countries around the world—with unlimited experimentation, ideation and innovation.

17,000 +

"spotters" worldwide submit innovative startups to Springwise that they've discovered during their experience in industries across the world.



Today the site has more than

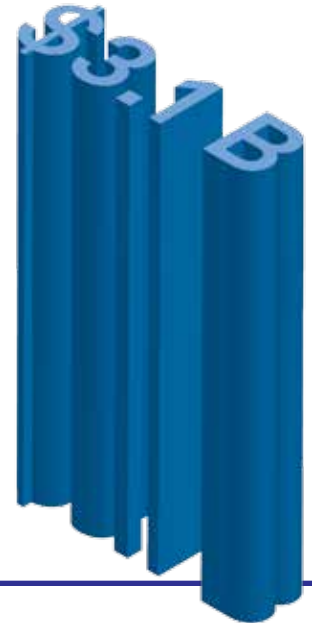
5,000

new business ideas that can be browsed by industry.

3D Printing

With the ability to create objects in just minutes, 3D printing is a game changer for the manufacturing industry—and it is even pushing the boundaries of science by printing human tissue, with the goal of re-creating organs that can be used for human transplants.

The 3D printing industry is expected to reach \$3.1 billion worldwide by 2016.





Citi Ventures

Citi Ventures is Citi's global corporate venturing arm, providing funding, tools and real-life application opportunities to the industry's most innovative, disruptive and transformative startups. In addition to capitalizing on some of the most futuristic advances in financial services technology, the group focuses on incubating new businesses inside with Citi partners and building capabilities to provide the systems and processes that help to scale innovation and drive culture change.

Square

One of the world's fastest-growing payment devices, Square can take any iPhone, iPad or Android product and turn it into a credit card reader in minutes. As a result, Square has dismantled a key barrier to commerce, giving opportunistic entrepreneurs the ability to accept credit cards on the spot without a merchant account.



The company is already looking ahead to the Square Stand, a platform designed to revolutionize big brick-and-mortar commerce infrastructure.



15 BILLION

JOHN SMITH

Square now processes upward of \$15 billion in transactions a year. It was valued at \$3.25 billion in 2012.



Rwanda's kLab

Rwanda's kLab, short for "knowledge Lab," is a startup hub where young Rwandans can bring their business ideas—and receive free Wi-Fi, free workspace and free mentorship from university professors and business leaders. Funded jointly by the Rwanda Private Sector Federation, the Rwanda Development Board and Japan International Cooperation Agency, kLab has grown in its first year to 85 tenants, including 11 startups that already have services or products on the market.

ResearchGate

A sophisticated “Facebook” for scientists, ResearchGate is an open source networking site for researchers to help each other solve problems. Berlin-based Ijad Madisch, a Harvard-trained virologist, came up with the idea when he was stumped on a project, reached out to his colleagues for help—and promptly got chastised for showing weakness. Recognizing that science needed a global community where work could take precedence over ego, he started ResearchGate, which today has facilitated more than 1.6 million connections between scientists.



77% of U.S. students in grades 5 through 12 said that they want to be their own boss.

42% said “yes” when asked if they believed they would invent something that changes the world.



LEMON-AID

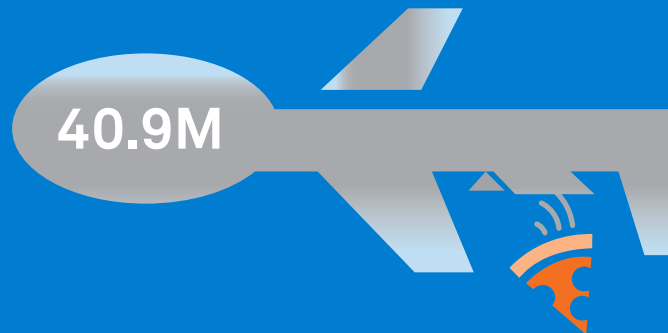


\$101,320

Make a Stand

Among the guests of honor who rang the opening bell at Twitter's stock market debut was 9-year-old Vivienne Harr, who started a lemonade stand to raise money to end child slavery, with the goal of raising \$100,000. Thanks to a father who led a savvy social media campaign, she hit her mark within six months, donating \$101,320 to the charity Not for Sale.

Once seen as the scary province of the military, drones are now pervasive. Venture capitalists in the U.S. poured \$40.9 million into drone-related startups, with the hope that you could one day enjoy drone-delivered pizza.



OLD SCHOOL



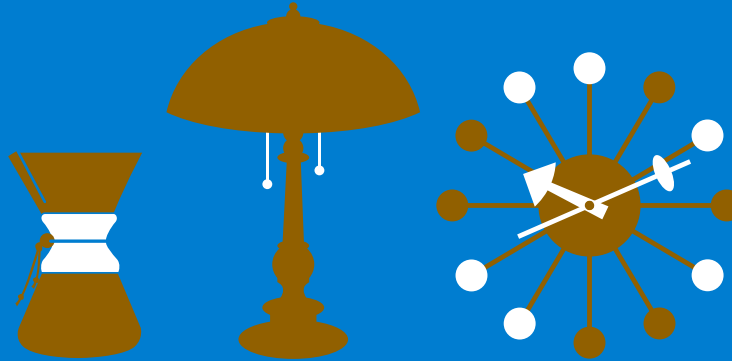
In an age of economics defined by pendulum swings, austerity squeezes and endless finger-pointing, it's easy to look back on an earlier era as the good old days. Romanticizing how things used to be, we find comfort and connection in products, brands and experiences that evoke nostalgia. As a result, heritage brands are taking off, and brands are finding success with nostalgia-based advertising. Likewise, even newer brands can tap the power of nostalgia as we place a new premium on the type of distinctive craftsmanship that existed before globalization flooded us with mass-produced and impersonal goods.



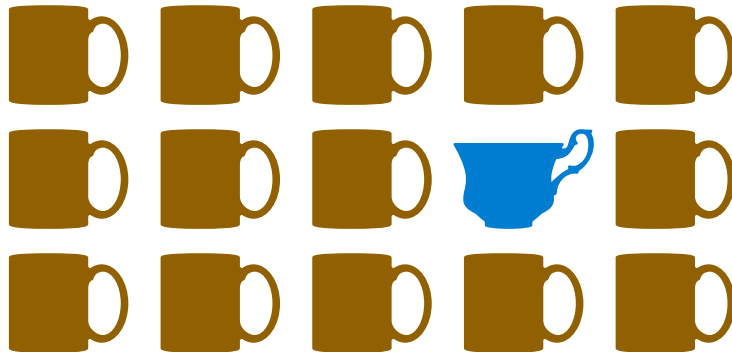
Hostess and the Twinkie

A staple of American lunchboxes ever since the 1930s, the Hostess Twinkie threatened to disappear last fall as its parent company declared bankruptcy. Despite rising concerns around health and the battle against obesity, the creme-filled spongecake stirred a rally cry among millions of devoted consumers who sought to keep the indomitable Twinkie alive. A private equity firm bought the Hostess company and the Twinkie is back on the shelves—slightly smaller with slightly fewer calories, but no less beloved: Hostess said that sales of its products were seven times greater than historic levels.

82% of Americans agree that vintage products have more character than new products.

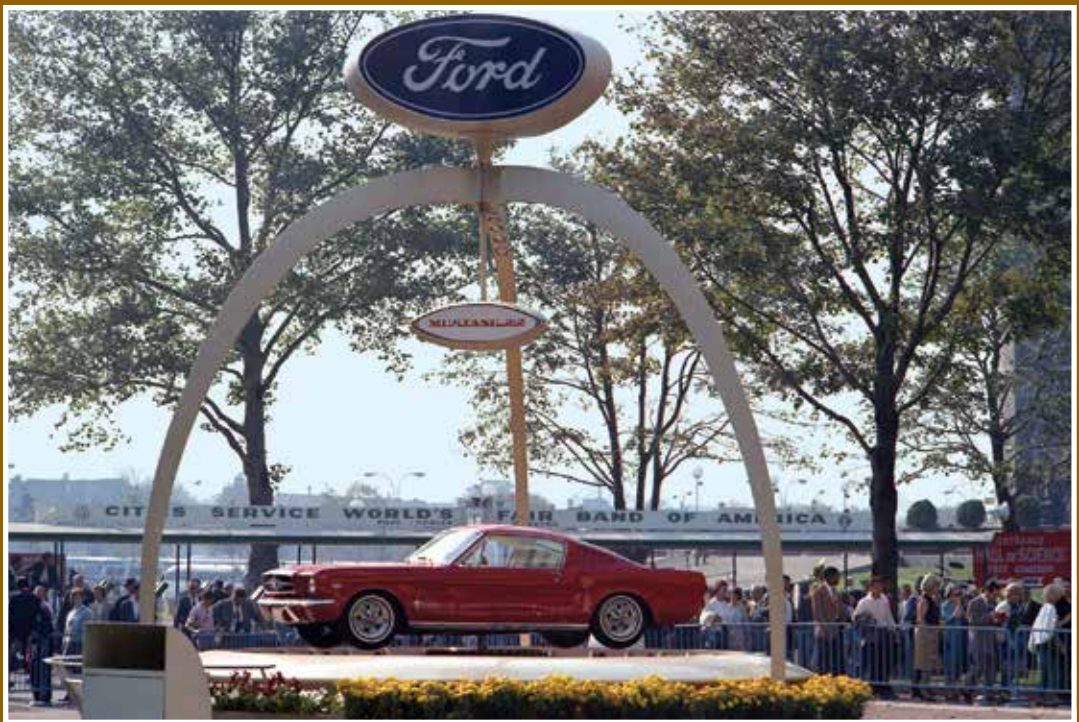


74% of adults globally say it is difficult to find products that are truly special in today's world.



GDR Brands

After the fall of the Berlin Wall in 1989, many symbols of the German Democratic Republic disappeared, quickly replaced by Western culture and brands. Today, as Germany fights to remain stable amidst a volatile European Union, a fierce “ostalgie” has emerged, referring to nostalgia for aspects of daily life and culture in the former East Germany, as well as its absence of unemployment and poverty. Ostpaket, a popular retailer in the center of what was once East Berlin, sells a medley of East Germany-era items—the store’s name loosely translates to “care package from the East,” a throwback to a time when West Germans sent “Westpakets,” including clothes, food and other West German products, to friends and relatives behind the wall.



Mustang at 50

2014 marks the 50th anniversary of Ford's iconic Mustang. With its unique combination of style, performance and affordability, the Mustang made history in 1964 by establishing an entirely new class of sporty cars. Since then, more than 9 million Mustangs have been sold, and today the sports car is the newest member of an exclusive club of vehicles that have been in continuous production for 50 years. From the racetrack to the silver screen to the airwaves to the toy box, the Mustang has become an enduring part of pop culture—and it continues to draw new generations of pony car enthusiasts.

The car has made more than 3,000 screen appearances.

3,000

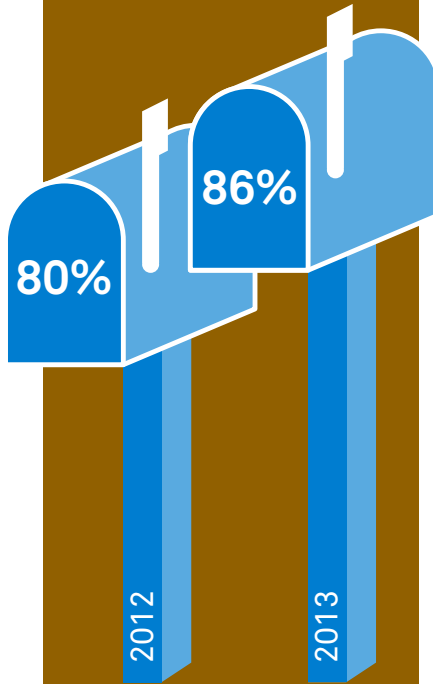
Dozens of songs have been written, recorded and released about the Mustang.



More than 600 Mustang enthusiast clubs exist across the globe, including the U.S., Canada, Mexico, South America, Europe, Australia and even Iceland.



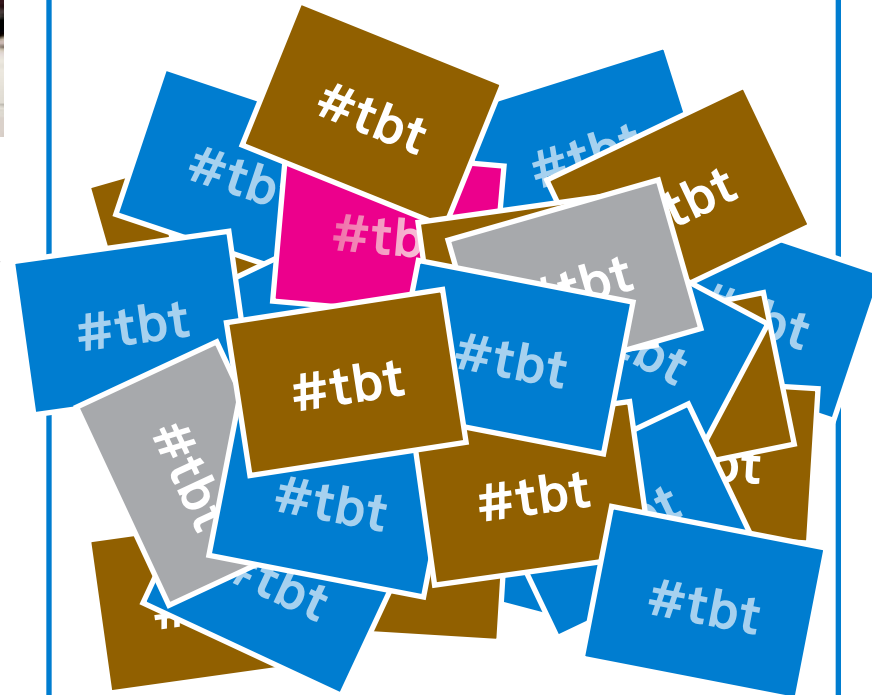
Percentage of U.S. consumers who say they prefer traditional holiday cards through the mail as opposed to cards sent online:



Flying Pigeon

Workers at the Flying Pigeon company don't see their products as bicycles—they see them as icons. First unveiled in China in 1950 and given as national gifts to presidents and dignitaries, Flying Pigeons are simple, all-steel single-speed bikes—billed as working machines built to last a lifetime. The Chinese government estimates that a half-billion bikes are in use throughout China, many handed down through generations. One of the few nostalgically regarded artifacts of China's post-revolutionary era, in 1994 the government named the Flying Pigeon bicycle a “national key trademark brand under protection.”

Give a nod to the past in your digital life with #throwbackthursday, a weekly excuse to post a picture of your old school self and reminisce about the good old days...and the not-so-good old haircuts.



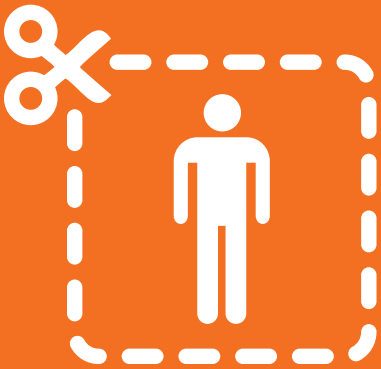
63 million+

pictures tagged on Instagram with #throwbackthursday or #tbt

#tbt



MEANINGFUL VS. THE MIDDLE MAN



Today, consumers' desire to feel connected to those who are making their products is driving a disintermediation that's cutting through bureaucracy, creating more authentic bonds and shortening distribution models. There is a rising feeling that the middle man has scrubbed the consumer experience to the point of nothingness, a backlash to the growing—and seemingly hollowed—power of big box retailers and, more recently, online conglomerates. As a result, consumers and suppliers are seeking more intimate connections with retailers and service providers, hunting for stories of identity and meaning in the products they buy and the services they use.



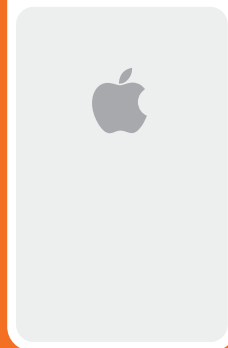
Winestyr

Of all the wine sold at retail in the U.S., nearly half of it is produced by one of three wine conglomerates—and yet there are more than 4,000 craft wineries in the U.S. that most people have probably never even heard of, much less sampled. But a new startup called Winestyr is changing all that. Bucking the traditional distributor model and linking wine lovers directly with some of the best small wineries in the nation—from vineyard straight to consumer—Winestyr is bringing consumers big wine taste, without having to go through big wine dealers.

66%

of adults globally agree with the statement:

“I feel a stronger connection with brands when I buy directly from them.”



Chef Gaston Acurio

In an industry known for guarded recipes, Peruvian chef Gaston Acurio has broken down barriers, welcoming local competitors to study his methods, copy his dishes and even buy from his suppliers to help fuel the tourist industry.

With restaurants in more than seven countries across the Americas, the Le Cordon Bleu-schooled chef has also bucked conventional restaurant elitism, employing hundreds of local men and women at his restaurants and galvanizing low-income youth from the slums by training them at his schools for one-tenth the cost of high-end culinary educations.

Since Kickstarter was launched, it has raised \$880 million for projects.

📍 New York, NY

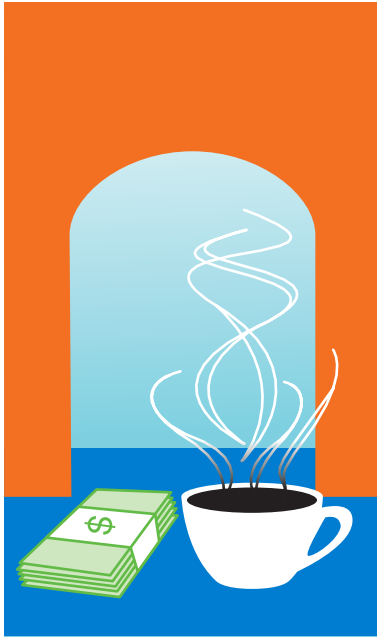
SUCCESSFUL!

2009
LAUNCH

\$880 MILLION
PLEDGED

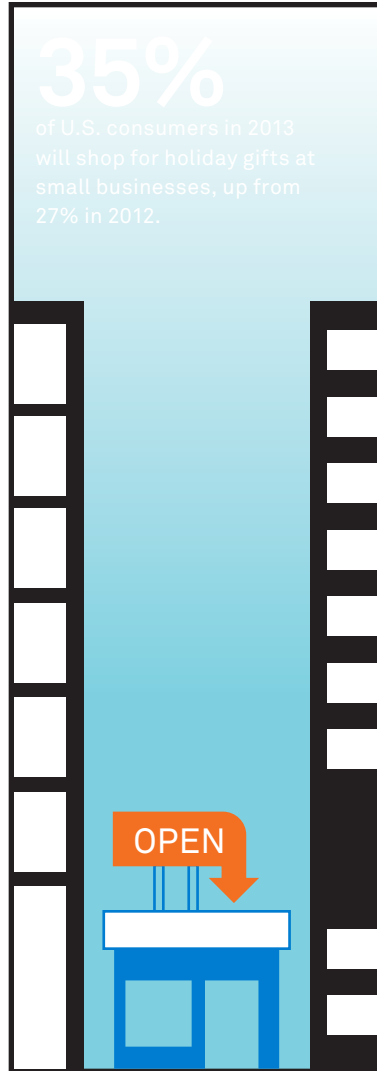
50K+
PROJECTS





Capital One 360 Café

Recognizing that even a digital age needs a human touch, retail and direct bank Capital One 360 is building out branded cafés across the country—places where customers can recharge their bank accounts, tap into Wi-Fi, grab a cup of coffee and connect with the brand and their community.



Grannies, Inc.

At Grannies, Inc., a UK-based handmade custom knitwear company, customers don't just choose a product—they also choose the Granny who makes it. This approach fosters a personal connection between customers and producers, down to the label on the item, which carries a special custom message from the Granny. The result? Customers feel more connected and valued, and are more likely to remain loyal buyers.

65%

of adults globally
say they are wary of
how charities spend
their donation dollars.



\$\$\$\$\$\$
\$\$\$\$\$\$



YOU ARE NOT A LOAN WITH US.



77%

of adults globally say that when they make a donation,
they want to see how their money is making a difference.

CommonBond

Launched in 2012 by MBA students at the University of Pennsylvania, CommonBond, a student lending platform linking student borrowers and alumni lenders, has already received more than \$100 million in funding. Its allure? Philanthropic pragmatism. The return for investors is typically 4 to 6 percent, a solid ROI for investors looking to play it safe—with the assumption that students will keep the loans in good standing. And while it feels good for alumni to know they're helping out their community, they also get the benefit of having a connection to a younger generation—often a helpful contact when it comes to recruiting top talent for business.

STATUSPHERE



Across the globe, there are huge differences between how “old money” and “new money” narrate their place in society—and with it, marked shifts in the ways in which we express our wealth, status and influence. In the words of *The New York Times*, “Is it money that whispers, or money that screams?”

In developed markets, displays of wealth were once regarded with admiration and aspiration. Today, post-recession, conspicuous displays of wealth are frowned upon—and there is a growing contingent of educated youth who see material ownership as an unnecessary burden when it comes to enjoying life. Access is a powerful, if also subtle, manifestation of status—so too is the luxury of time in an increasingly demanding world: How we choose to spend our time can be even more important than how we spend our money.



The Royal Couple

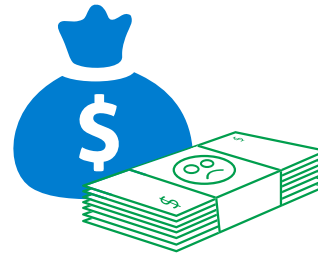
At a time when Europe is still struggling with austerity measures, Prince William and Princess Kate are smartly emerging as a symbol of down-home glamour over gussied-up glitz—earning the affection of royal fans across the globe not just because of their title, but because of their behavior in spite of it. Universally praised as “down to earth,” the couple is known to prefer to stay in and cook meals themselves. Now, with baby George in the family, they’re still looking to keep it real—fewer nannies, more diaper-changing duty for Prince William.

Percent of all adults who say:
“Displays of wealth are tasteless.”



90% Japan
78% China

70% Germany
56% U.S.



86% of Americans say what you do with your money is more important to your status than how much money you have.



Venture for America

Rather than choosing lucrative jobs with Wall Street and the top-tier consulting firms that are recruiting them, many of America’s top college graduates are eschewing traditional career status and joining Venture for America. The program places graduates in the trenches of startups across the country, where they’ll spend two years becoming mobilized as entrepreneurs. Their goal is to participate in the creation of 100,000 new U.S. jobs by 2025.

In China, once a bastion of bling, Gucci reported that the number of handbags sold without its logo prominently displayed increased

400%

between 2009 and 2012.



Rich Kids of Instagram

Rich Kids of Instagram, a wildly popular blog, shows images of receipts totalling thousands of dollars, pictures taken from high up in private planes and other ostentatious displays of wealthy teenagers from the U.S. to China to Brazil—proving that while discreet may be en vogue for adults, younger kids still feel like they have something to prove, or perhaps nothing to lose.

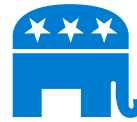

Once known for frivolous spending, the top 1% in the U.S. is increasingly purposeful about how they spend their money. Compared to the top 10%, the top 1% spends:

2 X 

Twice as much on college tuitions.

3 X 

Three times as much on tutoring to get their children into elite institutions.

4 X  

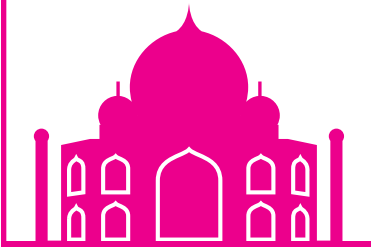
Four times more on political and charitable contributions.



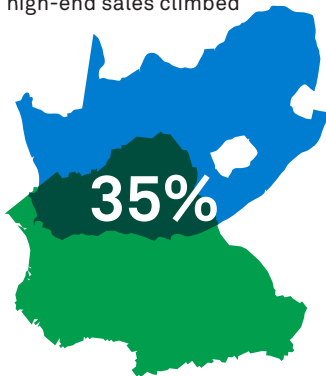
India saw an

86%

growth in luxury sales
between 2008 and
2013.

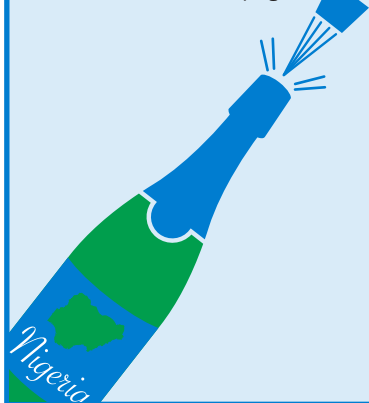


In South Africa and Nigeria,
high-end sales climbed



between 2008 and 2013.

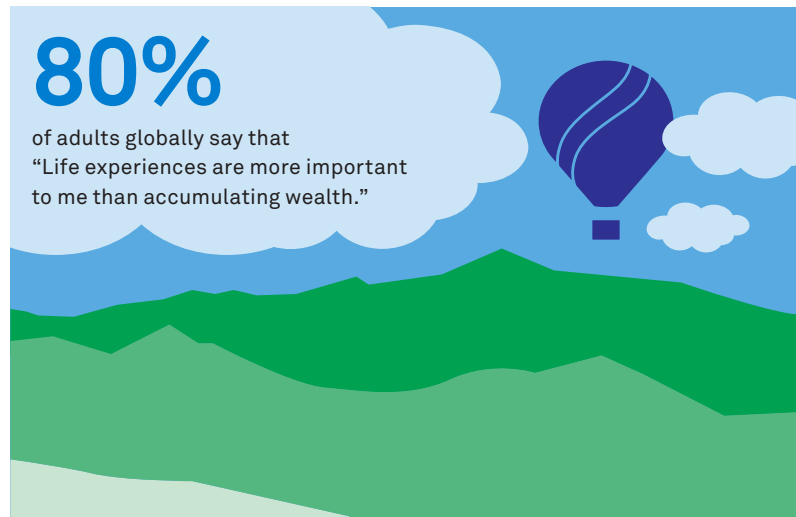
Nigeria has emerged as the
third-fastest-growing market
in the world for champagne.



of adults globally say that if they find a cool item
at a bargain price, it has more cachet than if they'd
paid a premium for it.

80%

of adults globally say that
“Life experiences are more important
to me than accumulating wealth.”

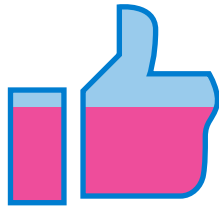


VYING FOR VALIDATION





We are living in a world of hyper self-expression, complete with “selfies,” chronic public-journaling and other forms of digital self-expression. As authors, we have the opportunity to craft our own identity and tell the stories that are unique to us. What looks like—and perhaps started as—vanity showmanship is now a deep desire for validation. A Facebook “like” or two makes us feel good. A dozen “likes” makes us feel great, creating a quiet but fierce need to revisit the pieces of our narrative, to tweak, color and edit them to our liking—and to the liking of others. But as we smooth out the rough edges of our public self, do we gloss over our real character?


“When people react positively to the things I share on social media, I feel better about myself.”



62%
of adults
globally agree



**250
billion**

More than 250 billion photos have been uploaded to Facebook.


**350
million**


On average, more than 350 million photos are uploaded every day.

Older Americans are more self-conscious on social media than younger Americans:

I only share things on social media that I think people will like.



74

Tweet

72%
over age 34 agree

40%
age 34 and under agree



Snapchat

Launched in 2011, Snapchat has since grown wildly popular, spearheading an entirely new messaging category—you send photos and videos to your friends; those messages then “self-destruct” in a matter of seconds. Roughly 350 million snaps are shared every day. In Asia, the popular social media site RenRen, which has 172 million registered users, is looking toward a similar success: It recently launched a Snapchat clone called FeiFei.

Investors are rumored to have valued Snapchat at roughly \$3.5 billion,

3.5x

the price of Instagram.

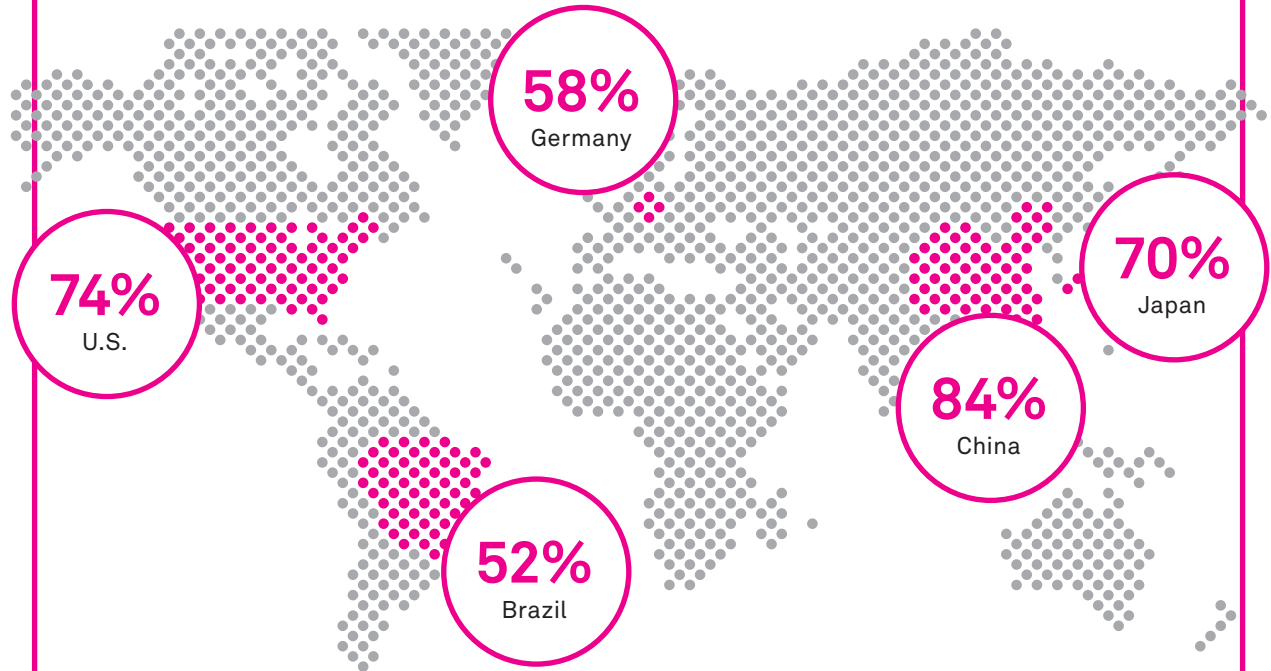
Tinder

Let's face it: The game "Hot or Not?" never gets old—and startup Tinder is capitalizing on this entrenched appeal of judging others by their looks. The popular matchmaking app pulls up pictures of Facebook friends-of-friends, curating by location, and matches are made with the swipe of a finger: Swipe left for rejects, swipe right for keepers. If a connection isn't made, no harm, no foul. And when it is? Behold, instant validation—and a potential partner.



“People paint a better picture of their lives on social media than it is in reality.”

Percent of all adults that agree:

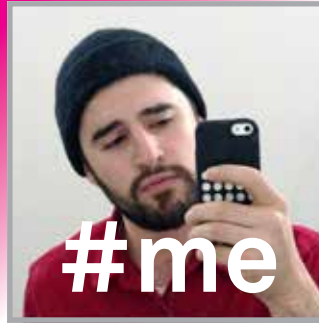


“The idea of being invisible is less seductive to people. More and more things are done to be photographed. They don’t count unless they’re photographed.”

Fred Ritchin

New York University Professor of Photography, on the rising visibility of the American counterculture movement

The third most frequently used hashtag on Instagram is #me, after #love and #instagood.



♥ 23,567 likes

sel•fie /'sɛlfe/ n. (plural selfies)
a photograph that one has taken of oneself, typically one taken with a smartphone or webcam and uploaded to a social media website.

In late August, Oxford Dictionaries Online added the term “selfie” to its lexicon.

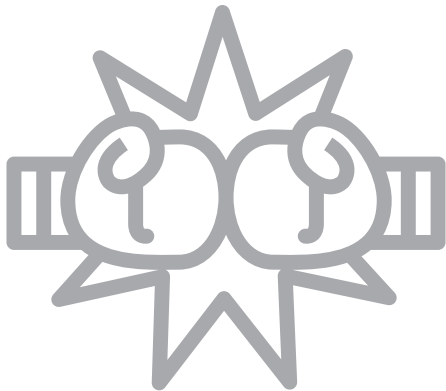


The Artist Known as JR

An unidentified and self-described “photographeur” who began in Paris, JR is a modern-day international graffiti artist, papering large black-and-white images in public locations across the globe—human portraits acclaimed for celebrating real beauty in a landscape of photoshopped billboards. The newspaper *le Monde* has described his work as “revealing humanity.” He even invites people to send in images of themselves, which he then prints and returns so that they can plaster pieces of personal identity across their own communities. To date, the project has participants from more than 108 countries.

FOMO

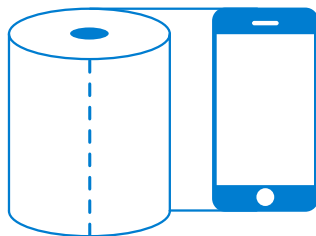
Humans are naturally wary of being isolated. And now, thanks to social media, we can constantly “be” with other people. We can talk, text, video chat and see pictures of their every move. But the digital binge has also led us to fear that we’re missing out, second-guessing whether we’ve made the right choice with regard to how and with whom we’re spending our time. Is there something better out there? As this question becomes more pervasive, it becomes harder to find contentment.



JOMO

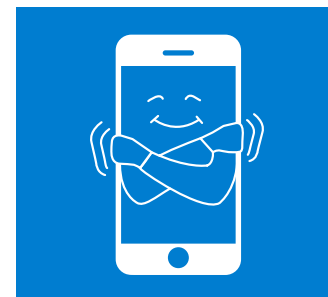
Paradoxically, in a world where so much is buzzing around us, people are increasingly finding joy in missing out, seeking solace in moments free of digital distraction or preoccupation. While Internet access used to be a luxury, the “digital detox” is now a spa-like experience for a privileged few. Similarly, there is a rising “slow movement”—not just slow cook, but slow run, slow bike—to slow down and enjoy the sights that are right in front of us, instead of being preoccupied with those that aren’t.

Worldwide, the average cell phone user checks their phone 150 times per day.



40%

of Americans say they check their phones on the toilet.

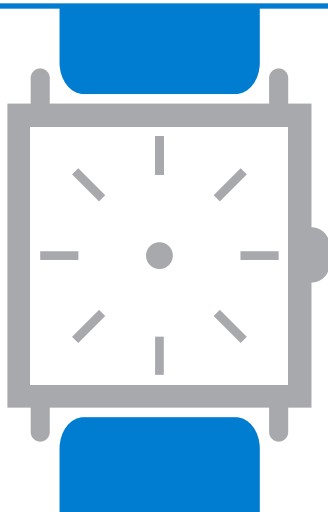


“Today, the cell phone is a crutch for people’s fear of being idle.”

“There is not enough time for me to take advantage of all the opportunities I want to.”

60%

of adults worldwide agree



Cell Phone Stacking

In developed countries across the globe, it’s increasingly common to see people at bars and restaurants stacking their phones. The phone-stacking game is a pact between friends to help ensure a gathering of genuine togetherness, free of distraction—and it does so by putting money at stake: The first person to check their phone picks up the tab for the table.

Percent who agree:

92%

China

80%

U.S.

72%

Brazil

Hy•po•vi•bo•chon•dr•ia phantom vibration syndrome, also known as ring-xiety.

Nearly 90 percent of college undergrads in a 2012 U.S. study said they felt phantom vibrations. The number was just as high for a survey of hospital workers, who reported feeling phantom vibrations on either a weekly or monthly basis.



Younger Americans are almost twice as likely as older Americans to feel like they are missing out when they see pictures of their friends having fun without them.



“You need to build an ability to just be yourself and not be doing something. That’s what the phones are taking away, is the ability to just sit there. That’s being a person. Because underneath everything in your life there is that thing... That knowledge that it’s all for nothing and that you’re alone.... And sometimes when things clear away, you’re not watching anything...you start going, ‘Oh no, here it comes. That I’m alone.’ That’s why we text and drive... People are willing to risk taking a life and ruining their own because they don’t want to be alone for a second because it’s so hard.”

Sept. 20, 2013

Louis C.K.

Early this fall, American comedian and actor Louis C.K. unleashed a tirade against the pervasive culture of cell phones and the fear of missing out it induces. The rant quickly went viral, provoking commentary on both sides of the argument.

"Finding time to disconnect and be alone with myself is important to my health."



94%	75%
U.S. Agree	Global Agree



The Color Run

Popular in the U.S. and Australia, The Color Run—also known as “The Happiest 5K on the Planet”—says that it’s not about the finish line, it’s about the journey there. Runners (and cartwheelers) are doused from head to toe in different colors at each kilometer marker as they complete the race. People signing up for events are not “racing” for time—but instead are there to enjoy every colorful moment.

"When I go on vacation, I try not to check my email."

60%
U.S.
Agree

32%
Japan
Agree

The IINDM, or the International Institute of Not Doing Much, celebrates the art of slowing down. The Institute claims more than 5,000 members who adopt the Slow Lifestyle Manifesto, including:

Put your feet up and stare idly out of the window.



Ponder, take your time.
Do not be pushed into answering questions.
A response is not the same as an answer.



Spend more time in bed.



Spend more time in the bathtub.

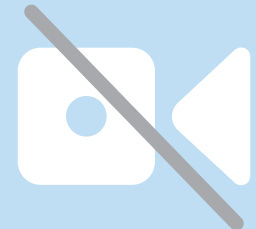


Practice doing nothing.



Unsound Music Festival

In August, the Unsound music festival in Poland banned fans from recording the event, saying it did not want “instant documentation” and distractions that might take away from the performances.



MICRO-MOMENTS



Cross immediate gratification with attention deficit and we get an escalating appetite for micro-moments—bite-sized chunks of information, education and entertainment—rendering downtime as a thing of the past. With so much information at our fingertips, and with so many expectations tugging at us, down time has given way to a new kind of snack time, known as “media snacking.”

From the two minutes in the grocery checkout aisle to the five minutes between meetings, we are looking to pack as much as we can into 24 hours. We fill every moment of our day using smartphones and other devices on hand, engaging with bite-sized pieces of information and entertainment. Seemingly trivial, these micro-moments are powerful in the aggregate—allowing us to block out larger chunks of time later to fulfil more meaningful goals, including, maybe, a little old-fashioned down time.

“I try to get small tasks done in spare bits of time so I can enjoy a stretch of free time later.”

% of all adults who agree:

98.00
China

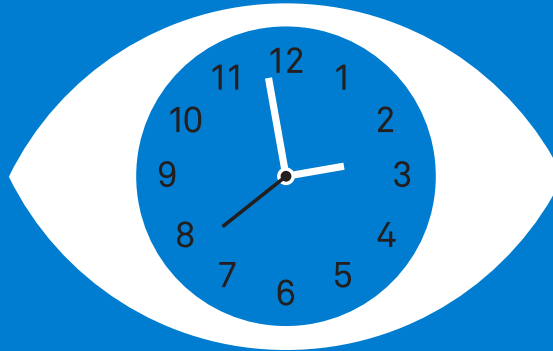
90.00
U.S.

76.00
Global

Start

Reset

“Life is so busy, I try to make use of every minute that I’m awake.”



64%
over age 34 agree

84%
age 34 & under agree

U.S.

88%
over age 34 agree

84%
age 34 & under agree

China

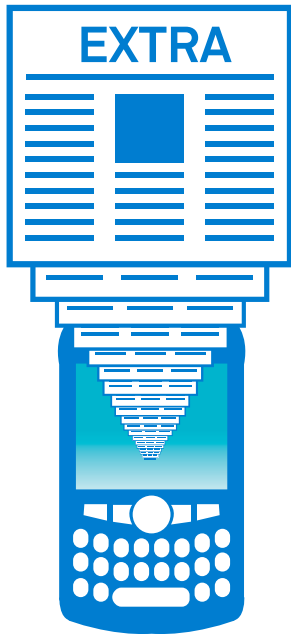


Headlines often don’t do stories justice, but who has time to read entire articles? Cue Summly, a platform that condenses new stories to just

400 words or less

Begun by a 17-year-old, the startup was acquired by Yahoo! this spring for roughly

\$30 million



95%

of Europeans and Americans get their news through news aggregators.

"With technology, you can get a lot done in a short amount of time."



of adults globally agree



Vine



Launched by Twitter in January 2013, Vine is an app that allows users to post six-second video clips. Within just two months of its debut, Vine surpassed **40 million** users.



0:02

0:06



Who has time to listen to voicemail today? Increasingly, people prefer messages by text instead. Vonage, an Internet phone company, says that between 2011 and 2012 the number of retrieved voicemail messages decreased by

↓ 14%



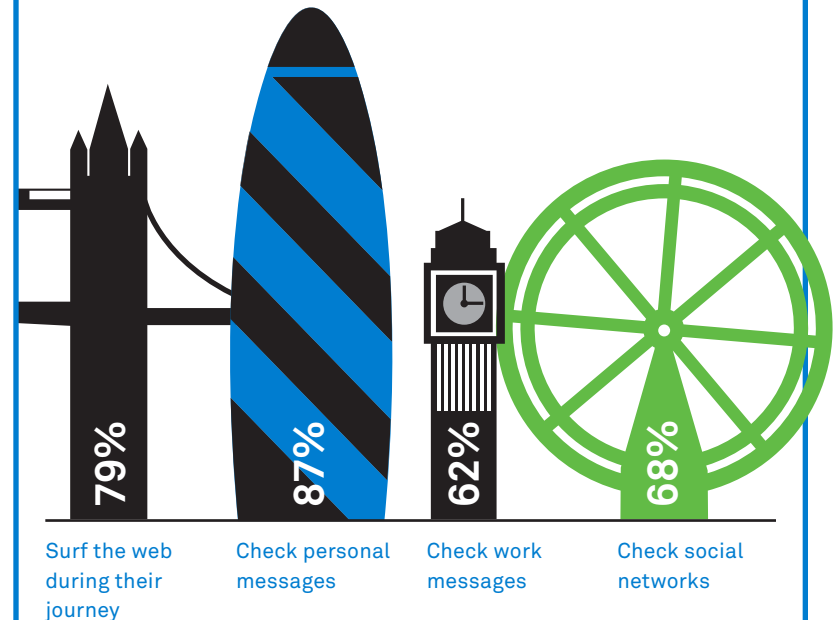
Ford SYNC and AppLink

A commute can be trying—but with the right tools to make the most of your travel time, it can also be a blessing. Whether it's humming along to music, listening to podcasts or catching up on calls, Ford's SYNC® platform helps transform time in the car into time well spent. Just six years after launching Ford SYNC, the company has delivered more than 10 million vehicles equipped with the hands-free, voice-activated command system that lets users safely and intuitively control mobile phones and digital music players while driving—without missing a beat.

SYNC comes with both auxiliary inputs and USB ports, and it streams audio from apps via Bluetooth®, so you can easily pull up a music app like Pandora or a navigation app like Google Maps. You can also charge your MP3 player using the USB port, and transfer your phone's contact list to the car. This system comes with a text-based LCD for viewing track names, radio station names, caller ID and phonebook entries—and, depending on carrier, can read your phone's incoming text messages out loud. SYNC with MyFord Touch even allows you to create a Wi-Fi hotspot using your phone.

With SYNC AppLink, you can link certain apps on your phone—such as Pandora, iHeart Radio, *USA Today*, NPR News, Stitcher and Kaliki—to voice activation and steering wheel controls so that you can control each app without ever reaching for your phone. It provides audio versions of favorite articles from magazines and newspapers such as *Shape Magazine*, *TV Guide*, *Men's Fitness*, *OK!* and *Agence France-Presse*—so you can stay in the know while on the go.

From the London Eye to Big Ben, Londoners are hustling and bustling—and now they're making the most of commuter time. Many Tube stations and London taxis are now equipped with Wi-Fi.



MYTH OF MULTITASKING



November 2013 marked the death of Stanford professor Clifford Nass, whose pioneering research into how humans interact with technology found that the increasingly screen-saturated, multitasking modern world was hindering our quality of engagement, retention and critical thinking. His work was breakthrough in a society where we've convinced ourselves that we can tackle many things at once—thanks to savvy new technological innovations and increasingly relaxed expectations around “attention span”—and yet we're only just now beginning to heed his warnings. As we type emails while conversing on the phone, “second-screen” while watching TV and text while driving, further evidence is emerging to suggest that multitasking is not doing us any favors. This issue is as much economic as it is societal—more and more, companies are recognizing that mindfulness, rather than multitasking, can yield better productivity, and with it, higher profits.

Only 2% of people are effective at multitasking. For the remaining 98%, it can do more harm than good.



Studies show that while working, being distracted by incoming calls or email lowers a person's IQ by 10 points.



New message

Your IQ just dropped 10 points.

Stay focused.

Delete

Reply



Stand Still, Get a Beer

Is standing still for three minutes worth it, even for a beer? Sentient, a Bulgarian beer company, thinks so. Their new vending machines ask—or perhaps bribe?—users to stand still for three minutes in exchange for a cold and refreshing beer.

“It turns out multitaskers are terrible at every aspect of multitasking. They’re terrible at ignoring irrelevant information; they’re terrible at keeping information in their head nicely and neatly organized; and they’re terrible at switching from one task to another. However, when we talk with the multitaskers, they seem to think they’re great at it and seem totally unfazed... We worry that it may be creating people who are unable to think well and clearly.”

Clifford Nass

in an interview with PBS’s “Frontline,” a U.S. public affairs television program



Close Those Laptops

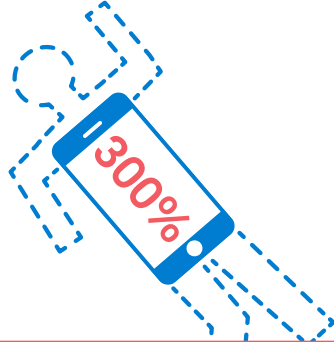
As Harvard launches its online education platform EdX, professors in traditional classrooms are asking students to shut their laptops during class, an attempt to shut out the distractions of the Internet. While there is not an official policy on the use of digital devices during class, professors say they are well aware of how class time is becoming anything-goes time, thanks to Internet connectivity. In February, the student-run *Duke Chronicle* published an editorial advocating a ban on laptop use in class, arguing that “the quality of discussion is highly dependent on each student being fully present.”

60%

of U.S. pedestrians text, email, talk on the phone or listen to music while walking.



Between 2004 and 2010, the number of U.S. pedestrians treated in emergency rooms for cell phone-related incidents rose roughly:



Search Inside Yourself

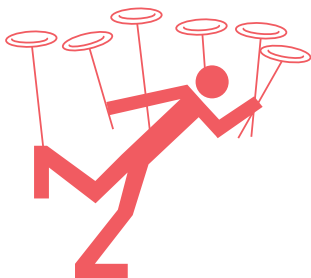
At Google, the pace of work is fast and furious, with employees pushed to produce under an ethos of “a healthy disregard for the impossible.” And yet while the company’s products seemingly perpetuate multitasking (hello, Google Glass), its headquarters recognizes that there’s more productivity—and profit—to be gained from employees who are fully focused on the task at hand. At its campus in Mountain View, CA, a free class called Search Inside Yourself teaches mindfulness using scientific research and the profit motive to entice coders and programmers to stay in the here and now. The class, offered four times a year, always has a full wait list.

40%

of all American teens say they have been in a car when the driver used a cell phone in a way that put people in danger.



According to a Stanford study, the more you multitask, the less you're able to learn, concentrate or be nice.

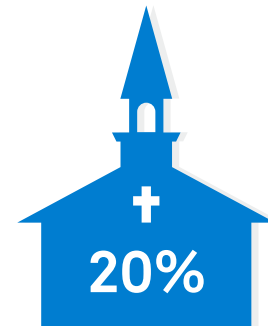


Ford MyKey and Do Not Disturb

Inspired by Andy Sarkisian, Ford's safety planning and strategy manager who wanted a way to keep his two daughters safe behind the wheel, MyKey is now on more than 6 million Ford vehicles on the road, protecting teens nationwide. With features like the Ford Belt-Minder, which mutes the radio until everyone is buckled up, and speed alerts that remind teens to slow down (and limit how fast they can go), parents can comfortably give their teens freedom to roam—with assurances that they are driving responsibly.

Think your teen might be jamming too hard to music behind the wheel? Volume controls can limit the audio system to 44 percent of the maximum output. Concerned about your teen being stranded on the side of the road with an empty gas tank? MyKey provides an extra alert when there's only 75 miles of gas left to remind your teen to fill up.

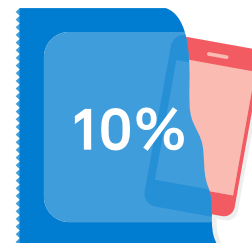
Ford has also been developing and researching technology that combats the digital overload. MyKey's Do Not Disturb feature inhibits text messages and phone conversations from occurring while the driver is in motion. (In case of emergency, 911 calls can still be made.) Up next? Ford's research on the Digital Workload Estimator looks to block out technology when traffic conditions and health readings determine that outside interference would increase driver stress levels.



of Americans say they have used their cell phone in a place of worship



say they have used a cell phone while in the shower



claim to have texted while having sex



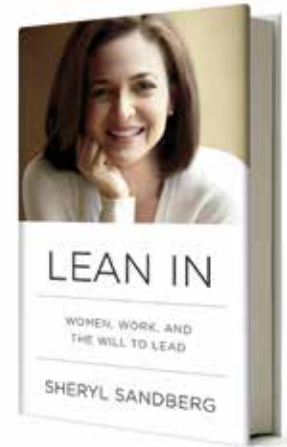
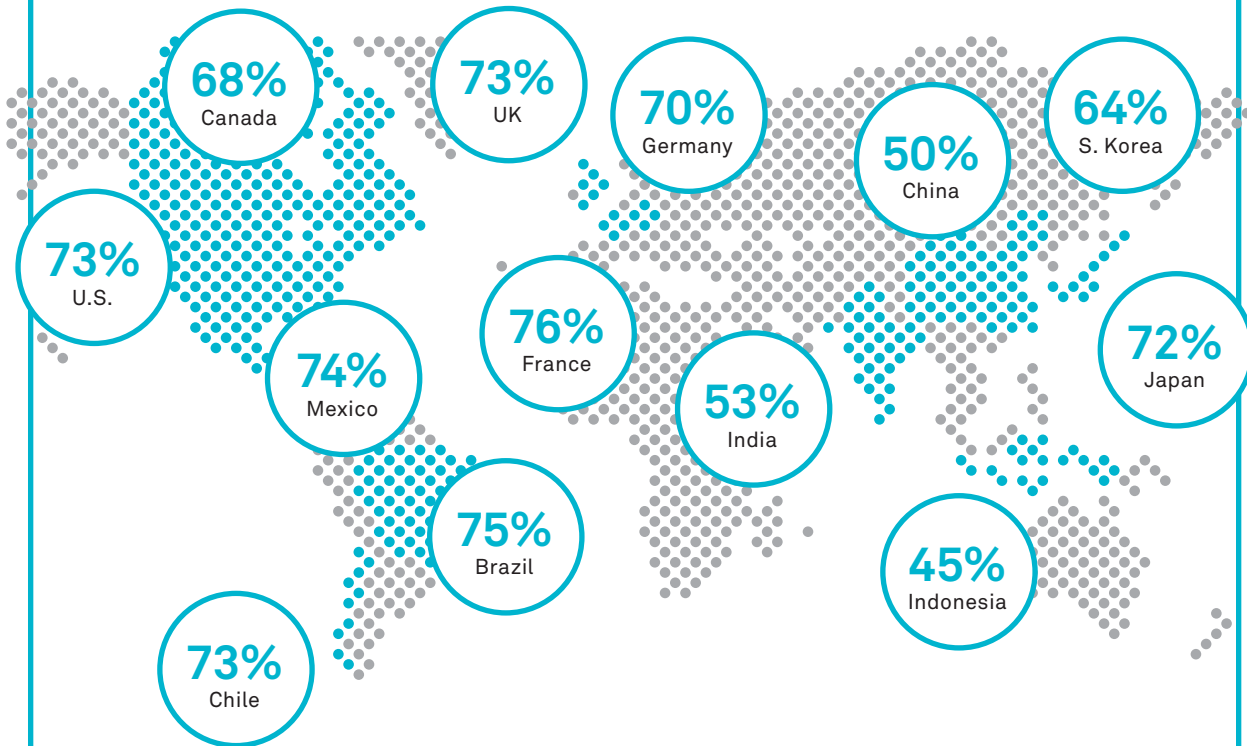
FEMALE FRONTIER



The glass ceiling above women may not yet be shattered, but the spotlight is certainly shining on it. Across the globe, societies are realizing that rigid gender constructs are hindering our economic development. After all, when 50 percent of our population is underutilized in the workforce, the impact to commerce is significant—and so too is the impact on the happiness of both men and women alike. Across the globe, profiles of women have reached new prominence in public discourse, turning attention to their place in politics and the workforce, and changing the dialogue around gender roles. In part, the shift is happening thanks to improvements in women's education, but also because of corresponding demographic shifts that are changing household dynamics and definitions of family worldwide, including women avoiding marriage and parenting altogether and men actively stepping in to fill traditionally feminine roles and responsibilities.

66% of men and women globally agree that the world would be a better place if men thought more like women.

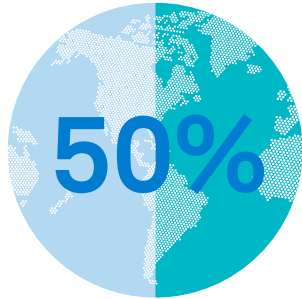
Here's how that thinking breaks down by country:



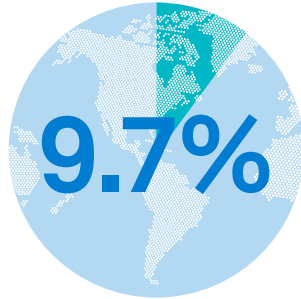
Lean In

What started as a popular 2010 TEDWomen talk about women in leadership quickly turned into a best-selling book, and now Sheryl Sandberg's *Lean In* has ballooned into a global nonprofit dedicated to helping women worldwide make good on their ambitions. The success of both the book and the nonprofit suggests just how hungry both women and men are for insight into a gender that can help bring prosperity for all. This summer, Ms. Sandberg discussed her message with Japanese Prime Minister Shinzō Abe, who said he was looking to encourage more women to join the workforce as part of Japan's growth strategy.

Women by the Numbers



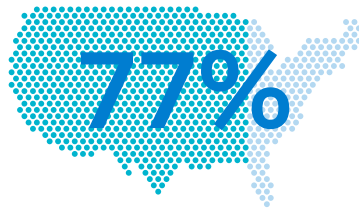
Women make up roughly 50% of the world's population



comprise 9.7% of the world's billionaires

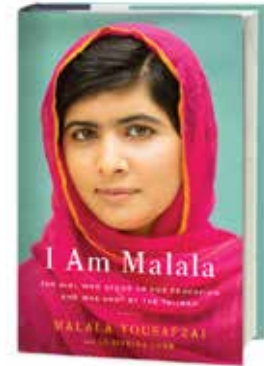
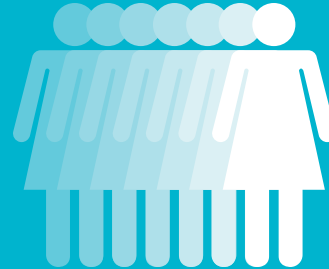


represent 12% of *Forbes'* 2013 list of The World's Most Powerful People



and in the U.S., earn just three-quarters of what U.S. men earn.

On Oct. 26th, 2013, dozens of Saudi women got behind the wheels of their cars as part of a protest against a ban on women driving in Saudi Arabia.



I Am Malala

The 16-year-old Pakistani girl who was shot by the Taliban because she stood up for women's right to an education, Malala Yousafzai was a nominee for the Nobel Peace Prize this year. Though she didn't win the prize, she won the hearts and attention of citizens across the globe—and is still campaigning today with the slogan "I am Malala," crusading for all children worldwide to be in school by the end of 2015. Her petition helped lead to the ratification of Pakistan's first Right to Education Bill.

Studies show the overall output of development is greater when loans are given to women instead of men....

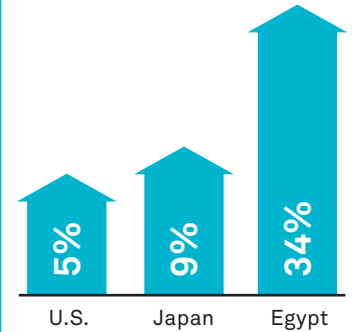
because women are more likely to use their earnings to improve their living situations and educate their children.



Egalia School

Recognizing that ingrained concepts of what's masculine and feminine influence the development of girls and boys in unexpected ways, the Egalia School in Sweden consciously offers the same supports and limits to its students—no matter their gender. Toys of all sorts, from dolls and carriages to trucks and tools, are made available without regard for gender, and no one who crosses the old gender lines is stigmatized. Boys are comforted. Girls are challenged. The end goal is to raise children who, as adults, see free choices and possibilities everywhere.

Greater participation by women in the labor force would raise GDP worldwide:



Increasingly in the U.S., men are filing legal action against their employers, demanding paternity leave on par with maternity leave.



The number of American men who have left work to become full-time parents has **doubled** in a decade.



2003



2013

SUSTAINABILITY BLUES

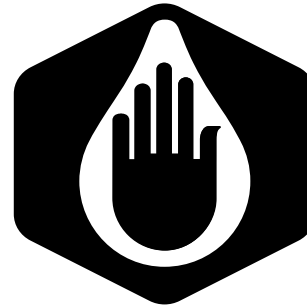


Everywhere, water is rising as an issue. Massive droughts. Uncontrollable floods. Contaminated drinking water. Jeopardized shipping routes. Mysterious color changes, as happened last fall when huge portions of China's Yangtze River turned a sensational bright red. And most recently, the devastating typhoon that brought tragedy all across the Philippines. For years, we have been fixated on "going green," protecting 30 percent of the earth's surface—but today, we're turning our attention to the other 70 percent, slowly recognizing that water is both a force of nature and the resource most critical to keeping our society afloat. While concern for water is growing, the issue is more urgent than most realize—but some forward-looking brands are already investing time and money into protecting and managing this critical resource.

In the last century, the global population has tripled and water usage per individual has doubled.

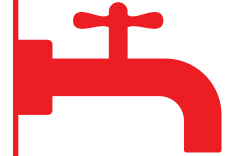
POPULATION X 3
+ WATER USAGE X 2

UNSUSTAINABLE



**Levi's® Water<Less™
collection**

Last year, Levi Strauss launched its water-conscious brand, Levi's® Water<Less™ collection. According to the company, the average pair of jeans uses 42 liters of water in the finishing process, while Levi's® Water<Less™ products reduces the use of water in the finishing process by up to 96 percent for some styles. In 2012, Levi's® produced more than 29 million Water<Less units, saving a total of more than 360 million liters of water.



of Chinese adults
say water is the
most critical of
our environmental
resources.

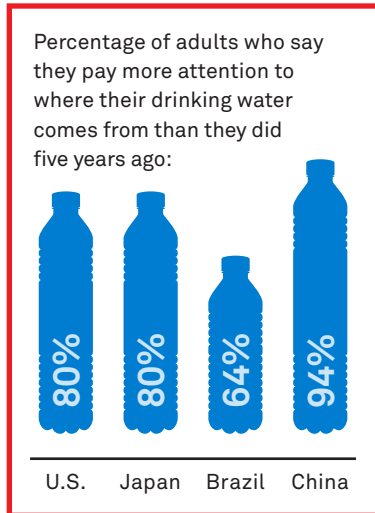
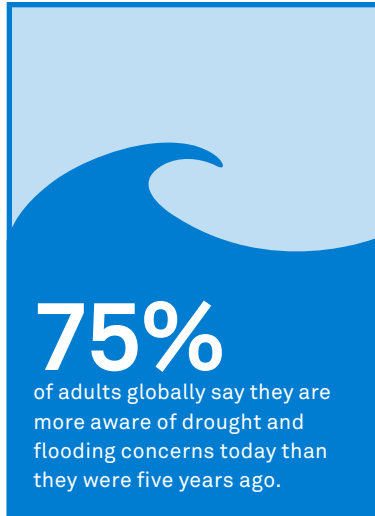


Coca-Cola plans to erect 150 kiosks around the world that will offer water, electricity and Internet access.



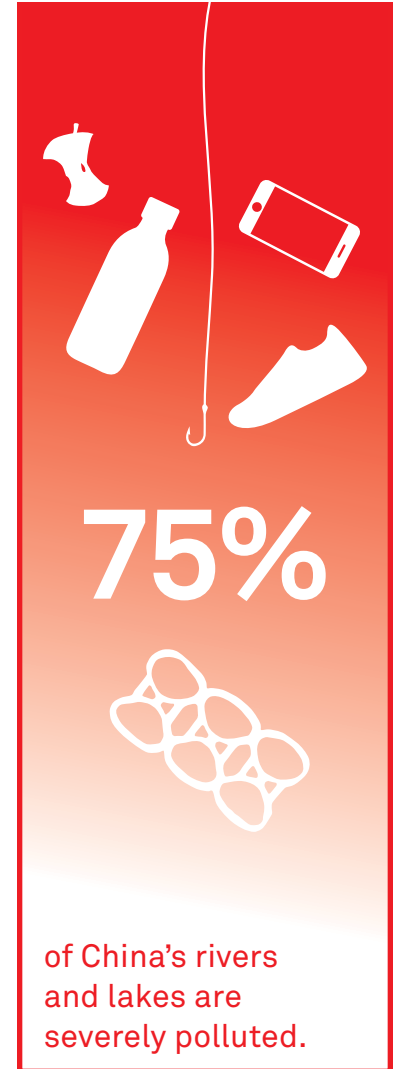
Water-Making Billboard

In areas of Lima, Peru that receive less than one inch of rain annually, an innovative billboard is creating much-needed drinking water out of thin air for residents of the desert city. Built by Lima's University of Engineering and Technology, the "water production" process filters humid air through the billboard, then condenses it through reverse osmosis before piping it out through a faucet at the foot of the billboard for residents to take as needed. The billboard has generated about 2,500 gallons of water in three months, helping hundreds of families.



Skiing on Sewage

After decades of unpredictable ski seasons that lasted as little as four days, last January the Arizona Snowbowl started ensuring a reliable supply of snow by using water recycled from sewage. It was the first ski area to make snow entirely from treated effluent, but as facilities across the country confront drought and future water restrictions, the practice could become more widespread throughout the \$12.2 billion global skiing industry.



Ford's Water Commitment

For more than a decade, Ford has been committed to decreasing its water footprint by successfully implementing water-saving initiatives across its global facilities. Between 2000 and 2012, the company has pared down water usage in everything from cooling towers to parts washing to paint operations, resulting in a 62 percent reduction in total global water consumption and saving 10.6 billion gallons—enough water to fill 16,000 Olympic-size pools. As our business grows and we continue to expand production to meet growing consumer demand, water remains a top environmental priority and we are working to make both our products and our operations more efficient when it comes to this critical resource.

Global average water use per vehicle:



Between 2011 and 2012, Ford reduced the average amount of water used to make each vehicle by

8.5%

By 2015, Ford's goal is to reduce its water use per vehicle by

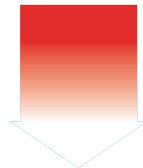
30%

In Pretoria, South Africa, Ford began using a new \$2.5 million on-site wastewater treatment plant, increasing the amount of water that can be reused by up to 15 percent.



Around our global facilities, Ford has decreased the total amount of liters of water used per year from:

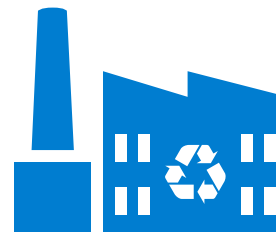
64 billion



24 billion

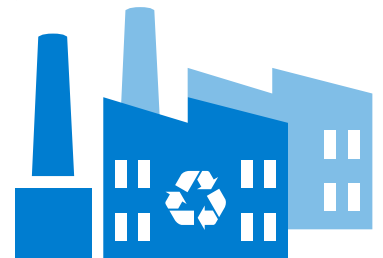
Ford's assembly plant in Chennai, India installed a new system that allows the facility to recycle

100%
of its water.



In Chongqing, China, two assembly plants have added advanced water treatment equipment to recycle as much as

100,000
gallons of water daily.



CITATIONS

1. INNOVATION'S QUIET RIOT

- 70% of adults worldwide say that the technological leaps we are making today are larger than they were five years ago (BAV Consulting, Global Survey, Adults 2013)
- Unreasonable at Sea (*The New York Times*, "A Cruise on the S.S. Brainstorm," Sept. 27, 2013)
- Springwise (www.springwise.com)
- The 3D printing industry is expected to reach \$3.1 Billion worldwide by 2016 (*Forbes.com*, "3D Printing Industry Will Reach \$3.1 Billion Worldwide by 2016," Mar. 27, 2012)
- Citi Ventures (ventures.citi.com)
- Square now processes upward of \$15 billion in transactions a year (SquareUp.com, May 14, 2013)
- Square was valued at \$3.25 billion in 2012 (*The Wall Street Journal*, "Square Exploring 2014 IPO With Banks," Nov. 6, 2013)
- Square is already looking ahead to the Square Stand, a platform designed to revolutionize big brick-and-mortar commerce infrastructure (squareup.com/stand)
- Rwanda's kLab (*Wired*, "Welcome to kLab, Rwanda's Startup Hub for Top Young Tech Talent," Oct. 30, 2013)
- ResearchGate (ResearchGate.net; John Gerzema & Michael D'Antonio, *The Athena Doctrine: How Women (and the Men Who Think Like Them) Will Rule the Future*, Wiley 2013)

- 77% of U.S. students in grades five through 12 said that they want to be their own boss. When asked if they believed they would "invent something that changes the world," 42% said "yes." (*Gallup Business Journal*, "Don't Fail Tomorrow's Entrepreneurs," Oct. 9, 2012)
- Venture capitalists in the U.S. poured \$40.9 million into drone-related startups. (*Bloomberg News*, "Drones Delivering Pizza? Venture Capitalists Wager on it," Oct. 30, 2013)
- Make a Stand (*Bloomberg*, "Meet the 9-Year-Old Who Rang the Twitter IPO Bell," Nov. 15, 2013)

2. OLD SCHOOL

- Hostess said that sales of its products were seven times greater than historic levels. (*The Huffington Post*, "Hostess: Twinkies Demand at Record Highs," July 17, 2013)
- 82% of Americans agree that vintage products have more character than new products. (BAV Consulting, Global Survey, Adults 2013)
- 74% of adults globally say it is difficult to find products that are truly special in today's world. (BAV Consulting, Global Survey, Adults 2013)
- In 2013, 86% of U.S. consumers said they prefer traditional holiday cards through the mail as opposed to cards sent online, a rise from 80% in

- 2012. (Deluxe Corporation, "Annual Holiday Shopping Survey," Sept. 2013)
- GDR Brands (*The Atlantic*, "Searching for Ostalgie," Dec. 20, 2011)
- The Chinese government estimates that a half-billion bikes are in use throughout China. (*Bicycling.com*, "Flight of the Pigeon")
- 63+ million pictures are tagged on Instagram with #throwbackthursday or #tbt. (*Digital Trends*, "Everything you need to know about your favorite day: Throwback Thursday (er, #tbt)," May 30, 2013)

3. MEANINGFULNESS VS. THE MIDDLE MAN

- Winestyr (www.winestyr.com)
- 66% of all adults globally agree with the statement, "I feel a stronger connection with brands when I buy directly from them" (BAV Consulting, Global Survey, Adults 2013)
- Kickstarter has raised \$880 million and launched 50k+ projects since its launch in 2009 (www.kickstarter.com/help/stats)
- Gaston Acurio (John Gerzema & Michael D'Antonio, *The Athena Doctrine: How Women (and the Men Who Think Like Them) Will Rule the Future*, Wiley 2013)
- Capital One 360 Cafes (cafes.capitalone360.com)

- In 2013, 35% of U.S. consumers will shop for holiday gifts at small businesses, up from 27% in 2012 (Deluxe Corporation, “Annual Holiday Shopping Survey,” Sept. 2013)
- Grannies, Inc. (John Gerzema & Michael D’Antonio, *The Athena Doctrine: How Women (and the Men Who Think Like Them) Will Rule the Future*, Wiley 2013)
- 65% of all adults globally say they are wary of how charities spend their donation dollars. (BAV Consulting, Global Survey, Adults 2013)
- 77% of all adults globally say that when they make a donation, they want to see how their money is making a difference. (BAV Consulting, Global Survey, Adults 2013)
- Common Bond (commonbond.co)

4. STATUSPHERE

- “Displays of wealth are tasteless.” 90% Japan, 78% China, 70% Germany, 56% U.S. (BAV Consulting, Global Survey, Adults 2013)
- 86% of Americans say what you do with your money is more important to your status than how much money you have. (BAV Consulting, Global Survey, Adults 2013)
- Venture for America’s goal is to participate in the creation of 100,000 new U.S. jobs by 2025

(ventureforamerica.org)

- Gucci reported that 23% of 2012 handbags sold in China did not prominently display logo, versus 6% in 2009 (*The Wall Street Journal*, “Bling Toned Down in Beijing,” Aug. 6, 2013)
- Once known for frivolous spending, the top 1% in the U.S. is increasingly purposeful about how they spend their money (*The New York Times*, “The 21st Century Silver Spoon,” Nov. 9, 2013)
- India saw an 86% growth in luxury sales between 2008 and 2013. In South Africa and Nigeria, high-end sales climbed 35% between 2008 and 2013. Nigeria has emerged as the third fastest growing market in the world for champagne. (*Blouin Artinfo*, “Emerging Markets Drive Luxury Sales, Africa Next,” Oct. 8, 2013)
- 68% of adults globally say that if they find a cool item at a bargain price, it has more cache than if they’d paid a premium for it (BAV Consulting, Global Survey, Adults 2013)
- 80% of adults globally say that “Life experiences are more important to me than accumulating wealth” (BAV Consulting, Global Survey, Adults 2013)

5. VYING FOR VALIDATION

- 62% of adults globally agree with the statement “When people react positively to the things I share on social media, I feel better about myself.” (BAV Consulting, Global Survey, Adults 2013)
- More than 250 billion photos have been uploaded to Facebook, and more than 350 million photos are uploaded every day on average. (*Internet.org*, “A Focus on Efficiency: A Whitepaper from Facebook, Eriksson, and Qualcomm,” Sept. 16, 2013)
- 72% of Americans over age 34 agree with the statement “I only share things on social media that I think people will like,” versus just 40% of Americans under age 34 who agree. (BAV Consulting, Global Survey, Adults 2013)
- FeiFei had 172 million registered users at the time of its launch (*TechinAsia*, “China’s RenRen Looks to Emulate the Sexting Success of Snapchat,” Mar. 26, 2013)
- Snapchat is valued at more than \$3 billion. (*USA Today*, “Snapchat turned down more than \$3B from Facebook,” Nov. 13, 2013)
- Instagram is worth \$1 billion (*The New York Times*, “Facebook Buys Instagram for \$1 Billion,” Apr. 29, 2012)
- Percent who agree “People paint a better picture of their lives on social

- media than it is in reality”—74% U.S., 52% Brazil, 58% Germany, 84% China, 70% Japan (BAV Consulting, Global Survey, Adults 2013)
- Fred Ritchin quote (*The New York Times*, “Sidestepping the Digital Demimonde,” Nov. 8, 2013)
- The third most frequently used hashtag on Instagram is #me. (*The Huffington Post*, “The Top 10 Most Popular Hashtags on Instagram,” Jan. 15, 2013)
- Selfie was recently added to The Oxford English Dictionary. (*BBC News*, “Twerking and Selfie Added to the Oxford English Dictionary,” Aug. 28, 2013)
- The Artist Known as JR (www.insideoutproject.net; photo credit: Christophe Durande-Lyon)

6. FOMO/JOMO

- Worldwide, the average cell phone user checks their phone 150 times per day. (Kleiner, Perkins, Caufield, Byers, “2013 Internet Trends,” May 29, 2013)
- 40% of Americans say they check their phones on the toilet. (Lookout, Inc., “Mobile Mindset Study,” June 2012)
- Worldwide, 60% of all adults agree, “There is not enough time for me to take advantage of all the opportunities I want to” (BAV Consulting, Global Survey, Adults 2013)

- Percent who agree that “Today, the cell phone is a crutch for people’s fear of being idle”—92% China, 80% U.S., 72% Brazil (BAV Consulting, Global Survey, Adults 2013)
- Nearly 90 percent of college undergrads in a 2012 U.S. study said they felt phantom vibrations (*Science Direct*, “Phantom vibrations among undergraduates: Prevalence and associated psychological characteristics,” July 2012)
- Hospital workers reported feeling phantom vibrations on either a weekly or monthly basis (*British Medical Journal*, “Phantom vibration syndrome among medical staff: a cross sectional survey,” Dec. 15, 2010)
- Younger Americans are almost twice as likely as older Americans to feel like they are missing out when they see pictures of their friends having fun without them (BAV Consulting, Global Survey, Adults 2013)
- Louis CK quote (*Late Night with Conan O’Brien*, Sept. 20, 2013)
- Percent who agree with the statement “Finding time to disconnect and be alone with myself is important to my health”—94% U.S., 75% Global (BAV Consulting, Global Survey, Adults 2013)
- Percent who agree with the statement “When I go on vacation, I try not to check my email”—60%

U.S., 32% Japan (BAV Consulting, Global Survey, Adults 2013)

- The Color Run (www.thecolorrun.com)
- The International Institute of Not Doing Much Manifesto (International Institute of Not Doing Much, “Slow Manifesto”)
- Unsound Music Festival (*NME.com*, “Polish Festival Bans Fans’ Cameras, Aug. 30, 2013; photography/poster credit: Piotr Jakubowicz)

7. MICRO-MOMENTS

- “I try to get small tasks done in spare bits of time so that I can enjoy a stretch of free time later”—98% China, 90% U.S., 76% Global. (BAV Consulting, Global Survey, Adults 2013)
- “Life is so busy, I try to make use of every minute that I’m awake,” U.S.: 64% over 34, 84% under 34, China: 88% over 34, 84% under 34 (BAV Consulting, Global Survey, Adults 2013)
- Summly was acquired by Yahoo! this spring for roughly \$30 million (*Business Insider*, “Yahoo Buys a Mobile News Startup Founded by a 15-Year-Old For \$30 Million,” Mar. 25, 2013)
- 95% of Europeans and Americans get their news through news aggregators. (*Mobiles Republic*, “The Change in News Reading

Habits 2013,” June 2013)

- “With technology, you can get a lot done in a short amount of time”—86% Global Adults (BAV Consulting, Global Survey, Adults 2013)
- Within just two months of its debut, Vine surpassed 40 million users. (*Los Angeles Times*, “Vine Hits Impressive 40 Million Users. The Key? Comedy,” Aug. 21, 2013)
- Vonage, an Internet phone company, says the number of voice-mail messages left on user accounts was down 8% between 2011 and 2012—and retrieved voice mail fell 14% among Vonage users in the same period. (*USA Today*, “Voice mail in decline with rise of text, loss of patience,” Sept. 9, 2012)
- 79% of British taxi passengers spend time during their journeys surfing the Web, 87% spend time during journeys checking personal messages, 62% check work messages, and 68% check social networks (*Ubiquitous Taxis*, “Ubiquitous Taxi Survey,” Aug., 2013)

8. MYTH OF MULTITASKING

- Only 2% of people are effective at multitasking—for the remaining 98% of us, it can do more harm than good (*Plos One*, “Who Multitasks and Why? Multitasking Ability, Perceived Multitasking Ability, Impulsivity, and Sensation Seeking,” Jan. 23, 2013)
- Studies show that while working,

being distracted by incoming calls or e-mails lowers a person’s IQ by 10 points (*CNN*, “E-mails Hurt IQ More than Pot,” Apr. 22, 2005)

- Clifford Nass quote (*PBS Frontline*, “What is Multitasking?” Feb. 2, 2010)
- Close Those Laptops (*The Duke Chronicle*, “Ban Laptops in Class,” Feb. 26, 2013)
- 60 percent of U.S. pedestrians walk while texting, emailing, talking on the phone or listening to music (Liberty Mutual, “Pedestrian Safety Infographic,” June 10, 2013)
- In 2010, 1,500 U.S. pedestrians were treated in emergency rooms for cell phone-related incidents, up from 559 in 2004 (Ohio State University, “Distracted Walking: Injuries Soar for Pedestrians on Phones,” June 19, 2013)
- Search Inside Yourself (*Forbes*, “Google Teaches Employees to ‘Search inside yourself,’” Apr 30, 2012)
- Forty percent of all American teens say they have been in a car when the driver used a cell phone in a way that put people in danger (Federal Communications Commission, “The Dangers of Texting While Driving”)
- According to a Stanford study, the more you multitask, the less you’re able to learn, concentrate, or be nice to people (*Fast Company*, “What Multitasking Does to your Brain,” Oct. 9, 2013)

- 1 in 10 Americans claimed to have texted while having sex, 1 in 5 say they have used their cell phone in a place of worship, and 1 in 9 say they have used a cell phone while in the shower (Jumio, “The 2013 Mobile Consumer Habits Study,” July 11, 2013)

9. FEMALE FRONTIER

- 66% percent of men and women globally agree that the world would be a better place if men thought more like women: 68% Canada, 73% UK, 73% US, 74% Mexico, 73% Chile, 75% Brazil, 70% Germany, 76% France, 53% India, 50% China, 64% South Korea, 72% Japan, 45% Indonesia (BAV Consulting, Global Survey, Adults 2012)
- In this year’s Forbes list of the world’s billionaires women comprised 9.7% of the total, up from 8.5% last year (*Forbes*, “The World’s Billionaires” 2013)
- This year there are nine women on FORBES’ list of The World’s Most Powerful People, representing 12% of the ranking. 2012 featured six women leaders. (*Forbes*, “The World’s Most Powerful People” 2013)
- In 2012, the median earnings of women who worked full time, year-round, was 77 percent of that for men working full time, year-round (United States Census Bureau, “Income, Poverty, and Health Insurance Coverage in the United States: 2012,” Sept. 17, 2013)
- Overall output of development is greater when loans are given to women instead of men (Grameen Bank, “Grameen Bank FAQ”)
- The number of American men who have left work to become full-time parents has doubled in a decade (*Time Magazine*, “Stay-at-home Dads Will Never Become the Norm,” Aug. 21, 2013)
- Egalia School (John Gerzema & Michael D’Antonio, *The Athena Doctrine: How Women (and the Men Who Think Like Them) Will Rule the Future*, Wiley 2013; photo credit: TT/Sipa USA)
- Raising female labor force participation rates to the same levels as males could boost U.S. gross domestic product by 5%, add 9% to Japan’s GDP and expand Egyptian GDP by a whopping 34% (Booz & Co. “Empowering the Third Billion: Women & The World of Work in 2012,” 2012)
- Increasingly in the U.S., men are filing legal action against their employers, demanding paternity leave on par with maternity leave (*The New York Times*, “Standing Up for the Rights of New Fathers,” Nov. 8, 2013)

10. BLUE IS THE NEW GREEN

- In the last century, the global population has tripled and water usage per individual has doubled (The Arlington Institute, “Global Water Crisis Overview,” Apr. 2007)
- Coca-Cola (CocaCola, “Global Ekocenter Partnership,” Sept. 24, 2013)
- Levi’s® Water<Less™ collection. (<http://store.levi.com/waterless>)
- 100% of Chinese adults say water is the most critical of our environmental resources. (BAV Consulting, Global Survey, Adults 2013)
- Water-Making Billboard (*Popular Mechanics*, “A Billboard That Condenses Water From Humidity,” Apr. 25, 2013)
- 75% of all adults say, “I am more aware of drought and flooding concerns today than I was five years ago.” (BAV Consulting, Global Survey, Adults 2013)
- “I pay more attention to where my drinking water comes from now than I did five years ago” 80% U.S., 64% Brazil, 94% China, 80% Japan (BAV Consulting, Global Survey, Adults 2013)
- The global skiing industry is worth \$12.2 billion (Natural Resources Defense Council, “Climate Impacts on the Winter Tourism Economy in the United States,” Dec. 2012)
- 75 percent of China’s rivers and lakes are severely polluted. (Judith Shapiro, *China’s Environmental Challenges*, 2012 Polity Press)

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