



2017 FORD TRENDS AT A GLANCE

- Ford releases newest findings in its annual trend report, exploring societal shifts expected to influence consumers and brands to help inform its role in what is shaping up to be the most dynamic time in the transportation business; **2017 marks the report's fifth anniversary of publication.**
- Report reveals **consumers are rethinking priorities** and assessing what really matters; shifts uncovered in how they define prosperity, value material possessions and use their time.
- At a time in which truthfulness tends to be subjective, two-thirds of adults say it has never been harder to find fact-based information, while just 55 percent say the things they put on social media are what they really think.



Revisiting 'Trust Is the New Black'

Five years ago, we declared that "Trust Is the New Black." Today, trust is increasingly a matter of perspective, and truth, once indisputable, is often heavily influenced by perception and reinforced by like-minded viewpoints.

- *80% of adults globally agree that today's media outlets offer more opinion than objective news coverage.*
- *41% of adults ages 18-29 globally agree that perception is more important than truth, while 45% agree that you can be authentic without being truthful.*



Revisiting The 'Female Frontier'

Three years ago, we wrote about the female frontier – an upsurge in recognition across women and men alike that rigid gender constructs hinder cultural, social and economic development. Today, consumers across the globe continue the push for gender parity, so that not just their own lives are improved, but the world at large.

- *78% of adults globally say they feel women have more opportunities today than they did three years ago, and 74% think the roles of men and women are becoming more blurred.*
- *Yet 82% of adults globally say women and men are still not viewed as equals.*
- *10.4% of the world's billionaires are women today, compared to 9.7% in 2014.*



Revisiting 'Sustainability Blues'

In our 2014 trend book, we addressed the world's increasing concerns about water. Sadly, this trend has not subsided. In 2015, World Economic Forum declared the water crisis to be the most devastating risk to society and today that risk still looms large.

- *70% of adults globally are more aware of drought and flooding concerns than they were two years ago.*
- *Yet less than half (44%) of U.S. adults surveyed have changed their behavior in the last year as a direct result of their concerns related to water.*



The Good Life 2.0

Today, global citizens are rethinking what it means to live the good life – where "good" encompasses not just possessions, but access, experiences and values.

- *72% of adults globally agree that prosperity today is more about happiness than wealth, and 68% care less about material possessions than they did in the past.*
- *77% of U.S. adults are annoyed by people who are showy with their money.*



Time Well Spent

Time is a currency that we spend, and value, differently than we did in the past. There are more and more ways to rationalize how we spend our time – rather than declaring it "wasted."

- *72% of adults globally agree that their definition of wasting time is different than it was in the past.*
- *56% of U.S. adults say that sleeping is a productive use of time.*



Decider's Dilemma

Consumers are reluctant to commit when they have so many choices at their fingertips – and today they don't have to. Products, services and values are adapting to accommodate a sampling society that prioritizes trying over buying.

- *73% of adults globally agree that the internet creates more choice than they need or want.*
- *60% of adults globally ages 18-29 agree that after they buy something, they worry they should have kept looking for a better product or deal.*

Tech Spiral



In many ways, tech has made life more convenient and efficient – yet we also have shorter attention spans, lower retention capacities and a greater likelihood to allow our gadgets to do our thinking for us.

- *75% of adults globally find that information online is frequently contradictory.*
- *81% of adults globally agree that the quest to find “something better” is never-ending.*
- *People agree that there is a dark side to technology that's making us dumber (47% of adults globally agree), less polite (63% agree), sleep deprived (74% agree) and contributing to obesity (77% agree).*

Championing Change



For decades, the buck has been passed back and forth between individuals and institutions to provide solutions for the world's biggest issues. Today, we are increasingly holding each other – and ourselves – accountable for making the right decisions for society at large.

- *In the U.S., more than half (54%) of adults believe that individual consumers have the most power to effect positive change, rather than companies or governments.*
- *67% of adults globally believe boycotting a brand can change corporate behavior for the better, and 86% agree they should pay closer attention to the production ethics of the products they buy.*

Parent Trap



As parenting styles proliferate, so, too, has judgement – yet parents are more open and forthcoming about their struggles, looking for empathy and advice from their peers.

- *66% of parents agree that the success of their parenting is measured by the success of their children, and 41% feel people constantly judge their parenting style.*
- *61% of adults globally agree that technology has a more positive than negative impact on children's development; in the U.S., more than half disagree (54%).*

Community Ties



Today, community takes on many forms, shapes and sizes – online and off. These communities are often the result of citizens, educators, economic leaders and governments acting in concerted and coordinated ways to build societies that give its members both purpose and hope.

- *85% of adults globally agree that they are more likely to support companies that prioritize purpose over profit.*
- *62% of adults globally agree that companies are responsible for improving the lives of their customers.*



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. In addition to a juris doctorate, Connelly holds a bachelor's degree in finance and a master's in business administration.