

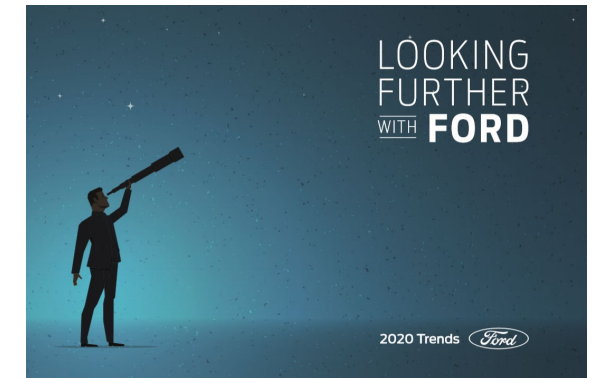
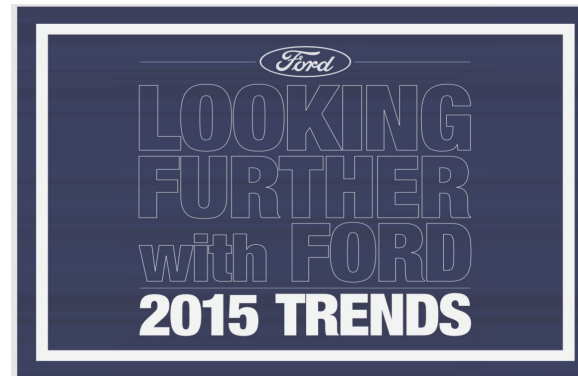
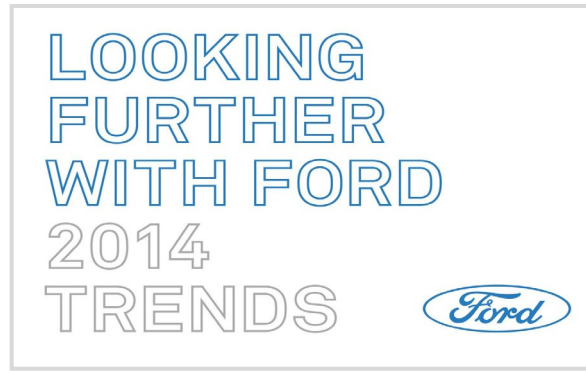
**Sheryl Connelly**

Chief Futurist

Ford Motor Company

**“If I had asked people what  
they wanted, they would have  
said faster horses”**

Henry Ford





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2021



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# PRESSURE POINTS



“

*I am overwhelmed by the changes I see taking place in the world.”*

Percentage of Adults globally agree

2017  
**66%**

2020  
**69%**





In 2017

**50%**

OF ALL ADULTS GLOBALLY AGREED

“Following the daily news is  
**stressful.**”

In 2020

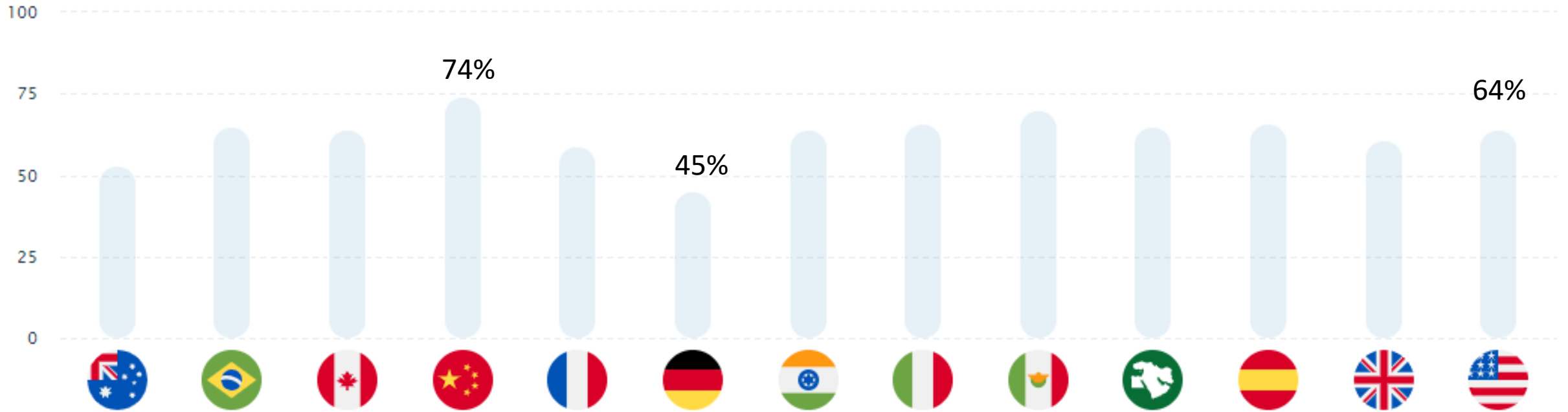
**67%**

OF ALL ADULTS GLOBALLY AGREED

# “I feel **more stressed** than I did a year ago.”

PERCENT OF ADULTS WHO AGREE

All Adults







In 2017

**73%**

OF ALL ADULTS GLOBALLY AGREED

“I should take better care of  
**my emotional well-being.”**

In 2020

**80%**

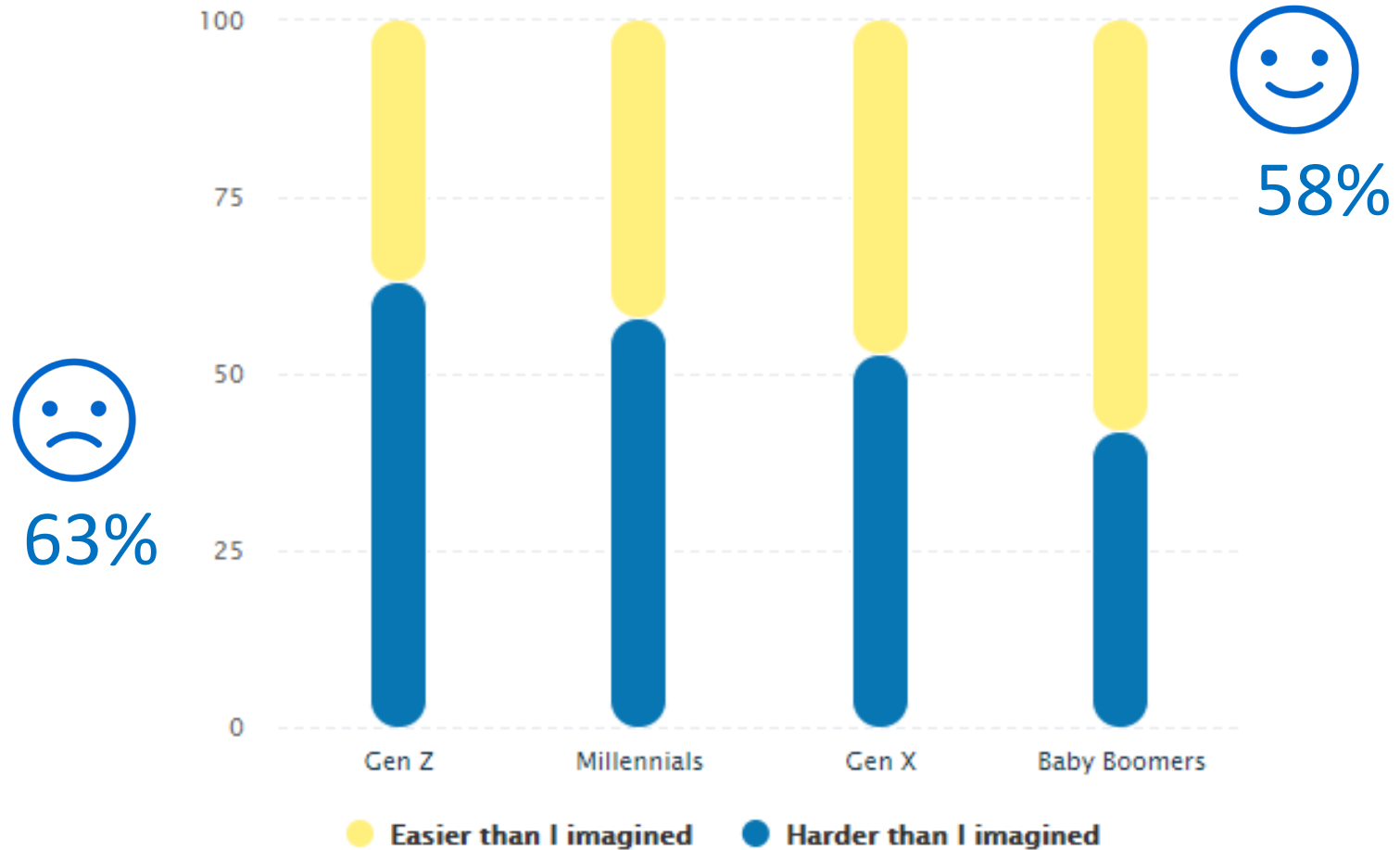
OF ALL ADULTS GLOBALLY AGREED

# THE COMPANY YOU KEEP



# Adapting to changes during the pandemic has been:

PERCENT OF ADULTS GLOBALLY WHO AGREE



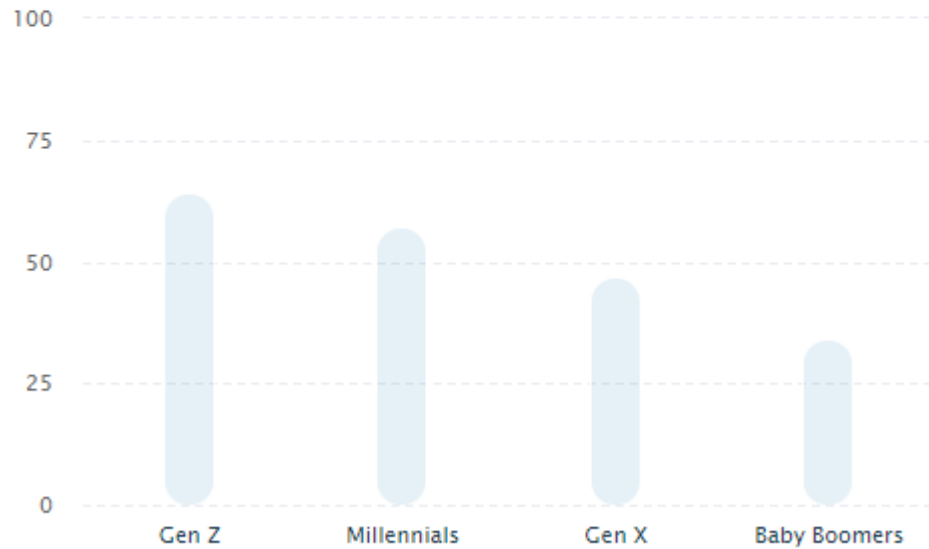
# ALL ALONE



“I **feel lonely** on a regular basis  
(at least once a week).”

PERCENT WHO AGREE

Global average ▾



“Since the pandemic, I have moved in with  
or **moved closer to my family.**”

PERCENT WHO AGREE

Gen Z ▾



51%



52%



50%

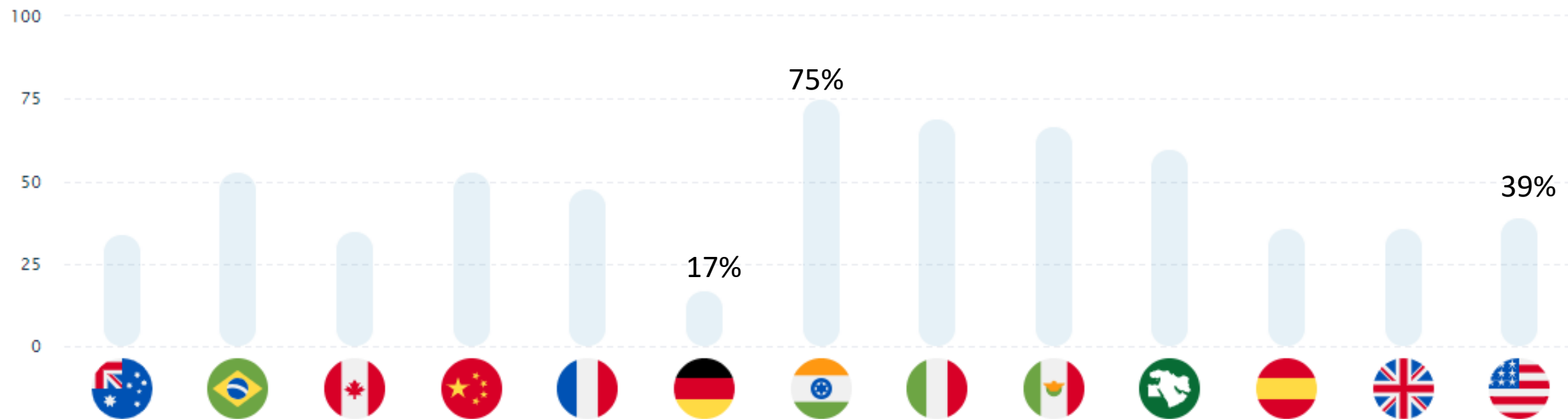
OF GEN ZERS GLOBALLY AGREE

—  
“I often feel lonely  
when I am around  
**other people.**”

# “The pandemic has made me **reconsider where I live.**”

PERCENT WHO AGREE

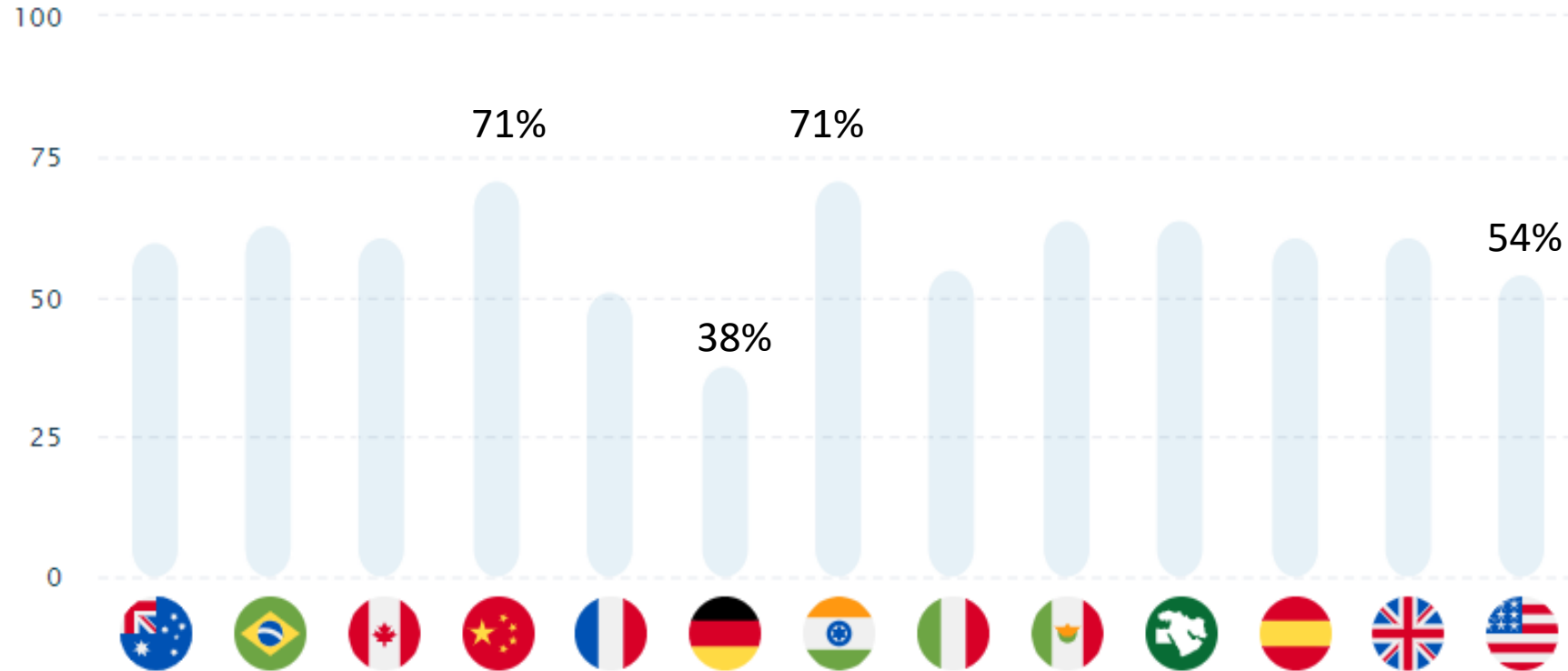
All Adults ▾



“Since the pandemic began, I have felt **less rushed** in life.”

PERCENT WHO AGREE

All Adults ▾







“During the pandemic, I feel I have more time to get things done during the day.”

**49%**

OF ADULTS GLOBALLY AGREE

# TRAFFIC DETOUR



“Because of the pandemic, I am less likely to...”

Take the subway/  
light rail/metro or bus

**52%**

Ride on a train

**50%**

Travel by airplane

**58%**

Use a ridesharing  
service or taxi

**47%**

Carpool

**45%**

GLOBAL AVERAGE, ALL ADULTS



“I can’t imagine a life without having my own automobile.”

**76%**

OF VEHICLE OWNERS GLOBALLY AGREE

## “I use my vehicle...”

To relax:

**26%**

To get privacy:

**20%**

As a place to work:

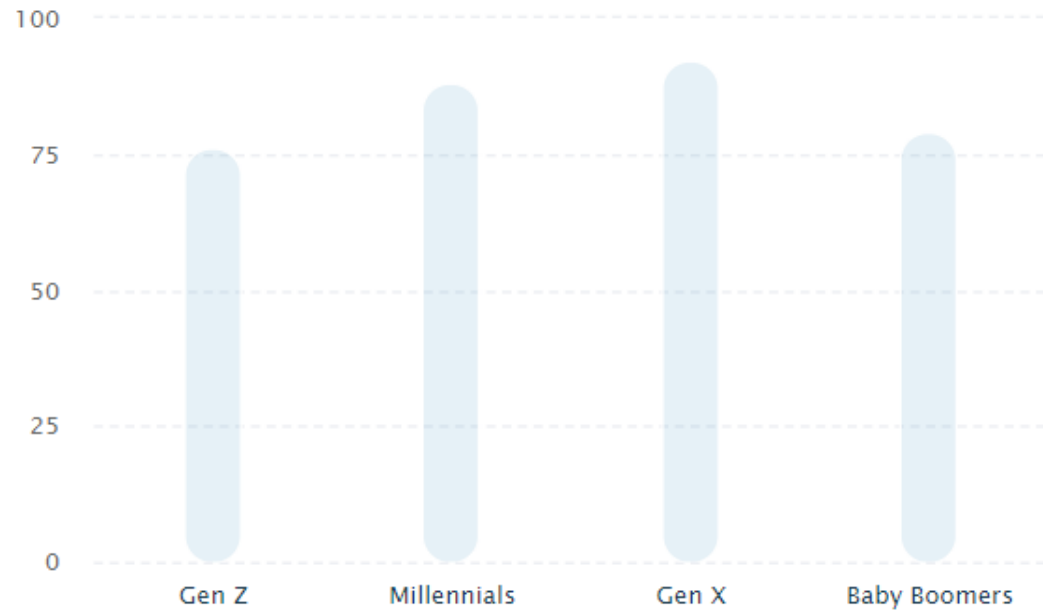
**17%**

GLOBAL AVERAGE, ALL VEHICLE OWNERS

## “I am hopeful about the future of autonomous vehicles.”

PERCENT WHO AGREE

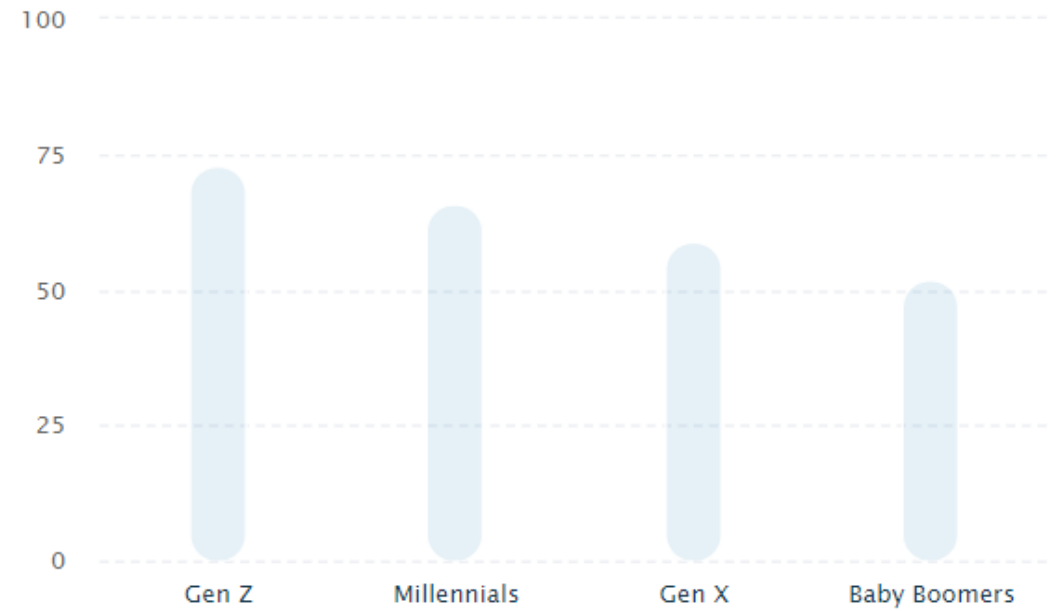
China

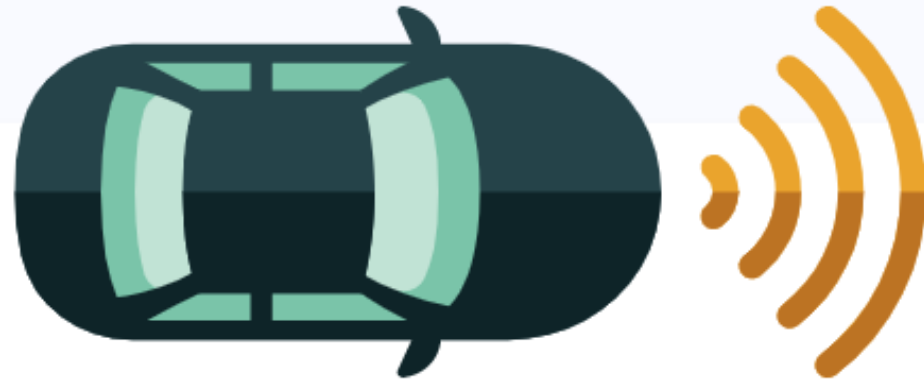


## “I am hopeful about the future of autonomous vehicles.”

PERCENT WHO AGREE

US





“I’d rather my children ride in a self-driving vehicle than ride with a stranger.”

**75%**

OF PARENTS GLOBALLY AGREE

# TIME TO ESCAPE

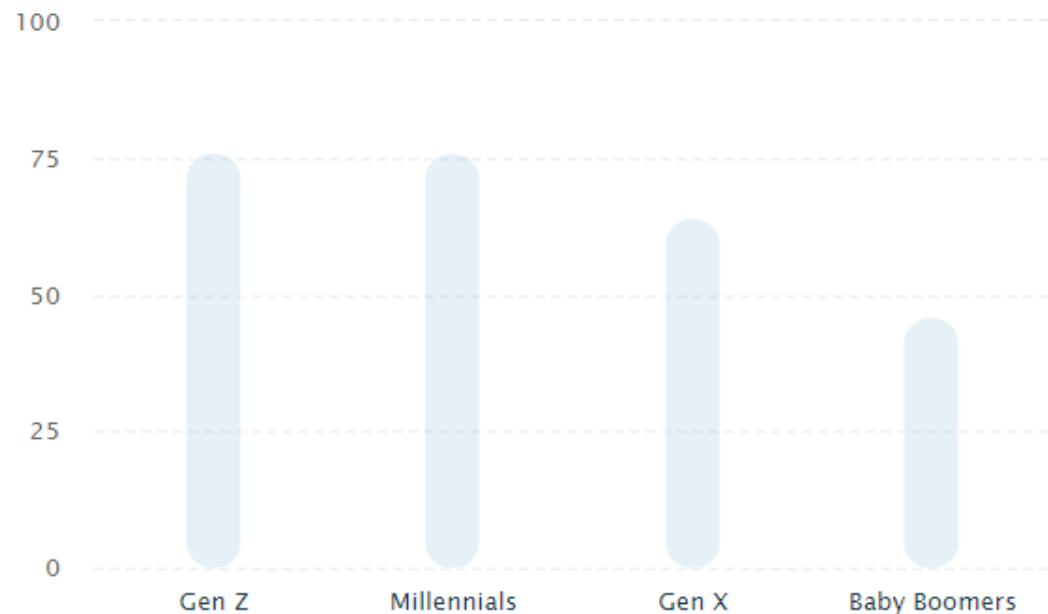




“I spend **too much time on the internet**  
(surfing the web, social media, apps).”

PERCENT WHO AGREE

All Adults ▾



“I resent being **interrupted by my devices.**”

PERCENT WHO AGREE

Gen Z ▾



59%



52%

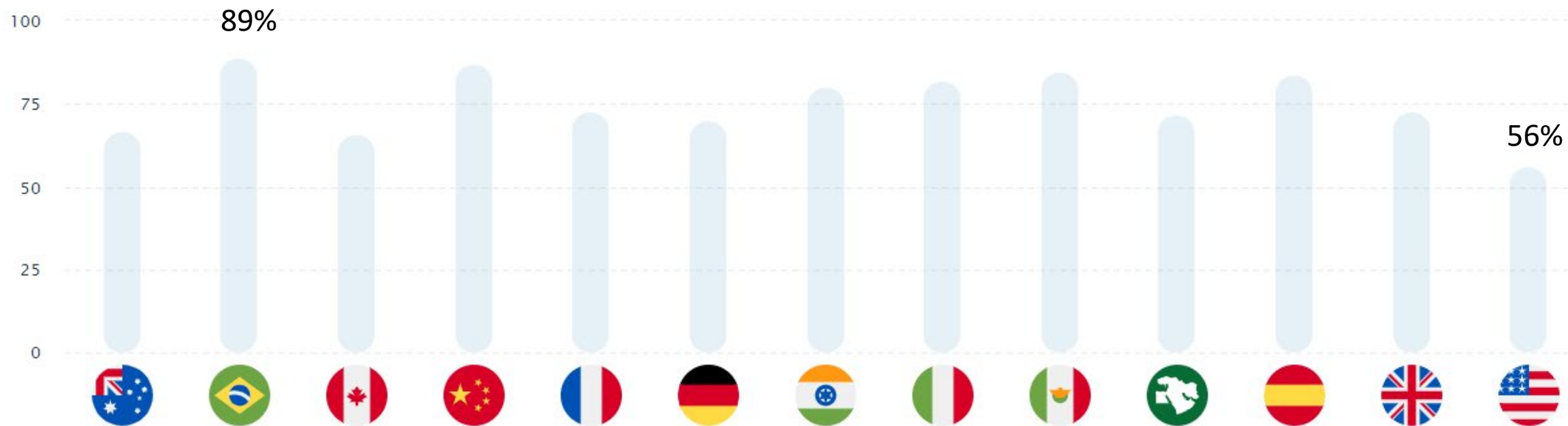
# MINDING THE GAP



## “I expect brands to take a **stand on social issues.**”

PERCENT WHO AGREE

All Adults ▾



“Companies have a responsibility to address **social injustice.**”

PERCENT WHO AGREE

Global average ▾



**72%**



**76%**



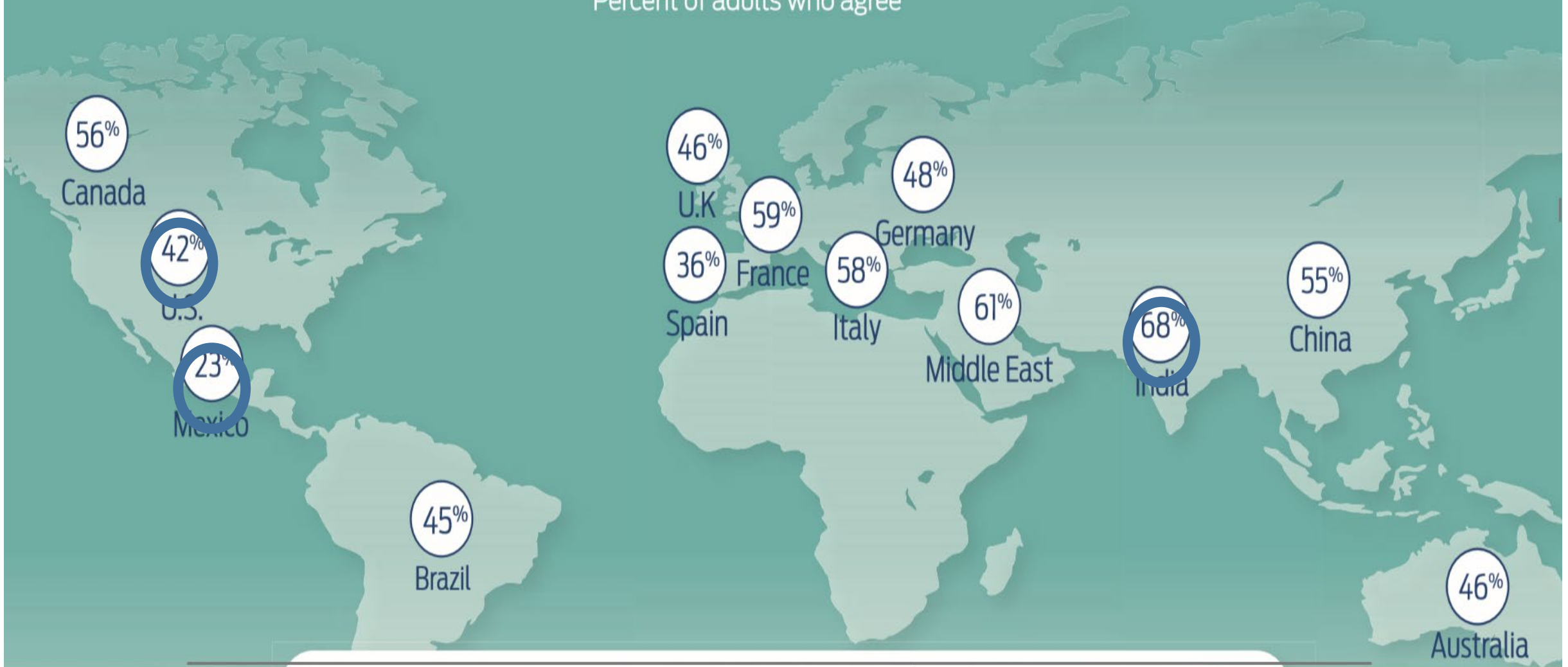
“I think more brands today are trying to do the right thing.”

**75%**

OF ADULTS GLOBALLY AGREE

# “I have boycotted a brand because their values did not align with my own.”

Percent of adults who agree



40%

OF ADULTS GLOBALLY AGREE

“I have tried to **dissuade my friends and family** from doing business with companies that I don't like.”





“The pandemic has made  
my **community kinder.**”

**50%**

OF ADULTS GLOBALLY AGREE

**GOOD BUY**

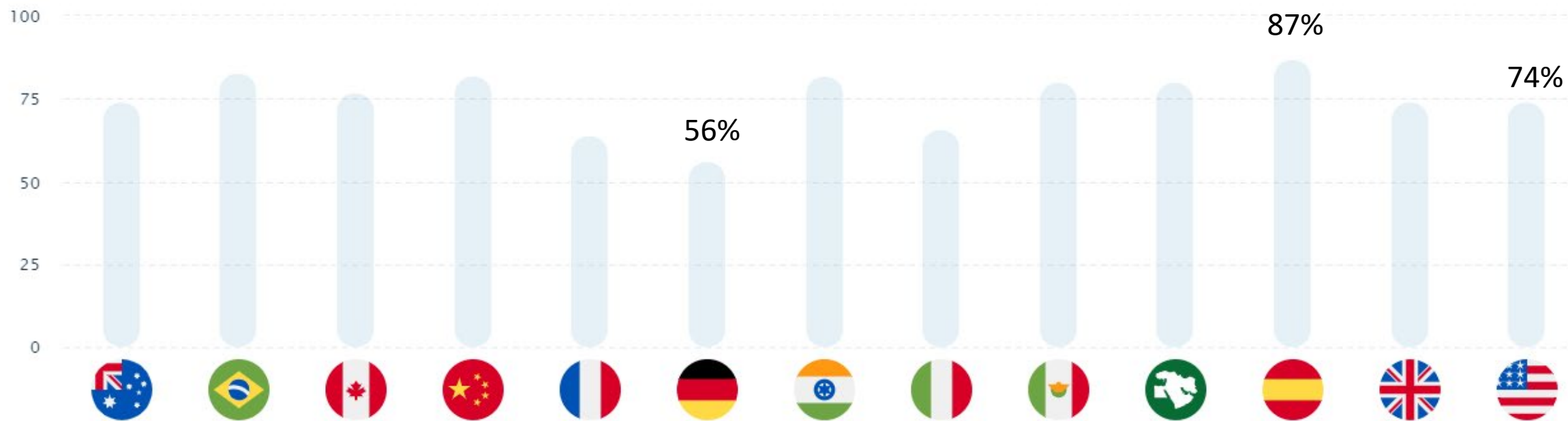




“I appreciate the ways in which companies have **improved the shopping experience** since the pandemic began.”

PERCENT WHO AGREE

All Adults ▾



In 2019

**36%**

OF ADULTS GLOBALLY AGREED

View the past trend:

[Great Expectations](#)

“I **no longer** get joy from  
shopping.”

In 2020

**44%**

OF ADULTS GLOBALLY AGREED



Once the pandemic is over and things return to normal, I think my **shopping habits** will be:

Very different

**22%**

Somewhat different

**41%**

Mostly the same

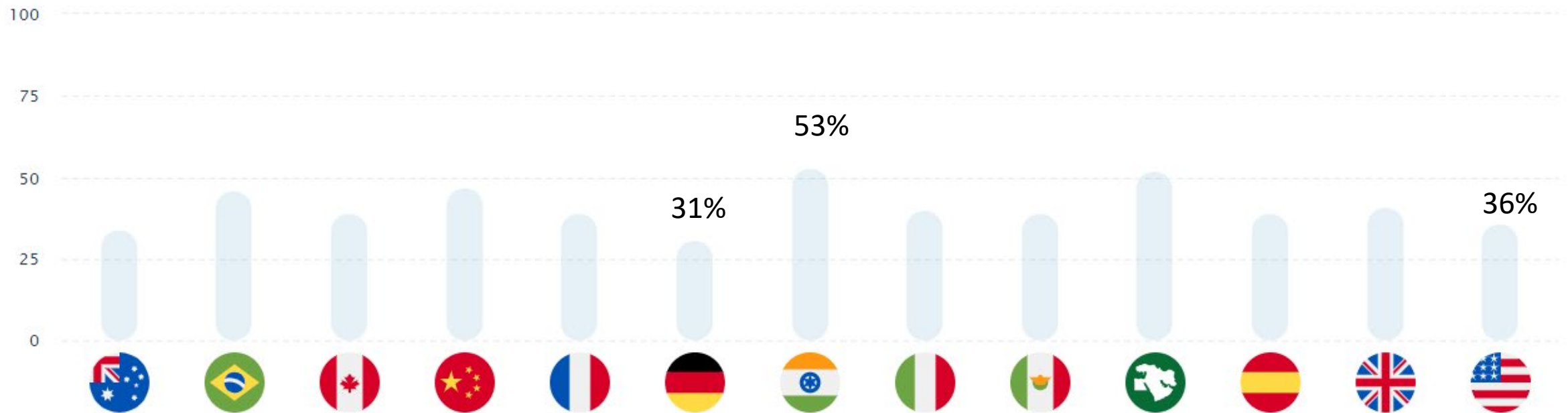
**35%**

PERCENT OF ADULTS GLOBALLY WHO AGREE

# “I don’t want to go back to the way I shopped **before the pandemic.**”

PERCENT WHO AGREE

All Adults ▾



In 2017

43%

OF ADULTS GLOBALLY AGREED

View the past trend:  
[Retail Therapy](#)

“It is a **luxury** to go shopping in a  
physical store.”

In 2020

51%

OF ADULTS GLOBALLY AGREED



# SUSTAINING SUSTAINABILITY



Long term, the impact of the pandemic on the **environment** will be:

PERCENT WHO AGREE

Global average ▾

Positive



56%

Negative



44%

Long term, the impact of the pandemic on the **environment** will be:

PERCENT WHO AGREE

US ▾

Positive



41%

Negative



59%

In 2019

**78%**

OF ADULTS GLOBALLY AGREED

View the past trend:

[The Green Paradox](#)

**“I am actively changing my  
behavior to help in the fight  
against climate change.”**

In 2020

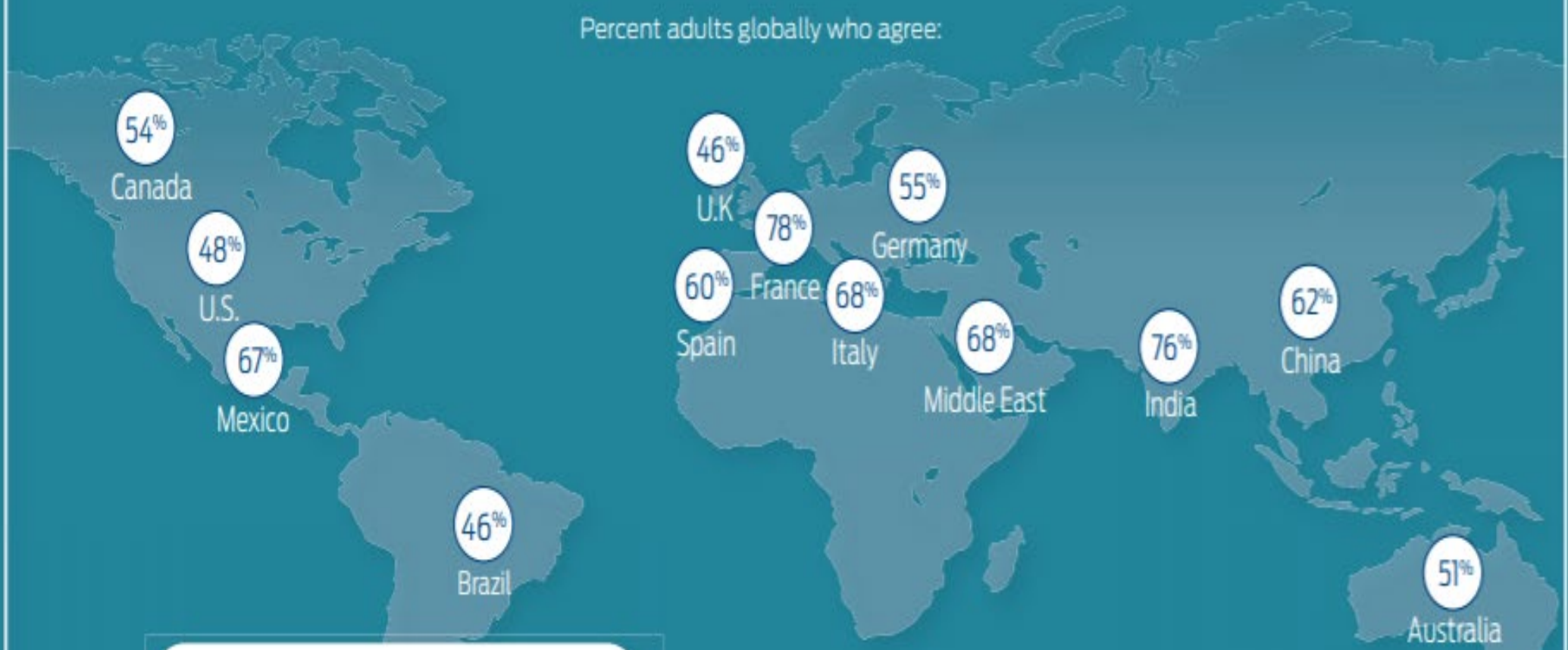
**71%**

OF ADULTS GLOBALLY AGREED



“I’ll only embrace sustainable initiatives  
(e.g. not using plastic straws, carrying reusable bags)  
**if the inconvenience to me is small or nonexistent.”**

Percent adults globally who agree:





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**WHEN WILL LIFE RETURN TO NORMAL? . . .**

In 2017

**76%**

OF ADULTS GLOBALLY AGREE

View the past trend:

[The Activist Awakening](#)

“I believe my actions can  
influence **positive change.**”

In 2020

**80%**

OF ADULTS GLOBALLY AGREE



“The pandemic has made  
my **community kinder.**”

**50%**

OF ADULTS GLOBALLY AGREE