

IN 10 YEARS FROM NOW, WE WILL...



Y&R GROUP SWITZERLAND

Y&R Group Switzerland conducted a Trends Survey among more than 1'200 people in various industries worldwide. This flyer highlights the survey's key findings.

Figures show the total percentage of respondents that «strongly agree» or «agree»

Mobility



America is at the forefront of auto-piloted cars. They are legally allowed in four states: California, Nevada, Michigan, and Florida. However, according to our survey only 39% of Americans believe that auto-piloted cars will populate our cities in ten years, compared to 52% in Europe and 54% in Asia.

47% Auto-piloted cars will populate our cities

62% Electric engines will be the predominate engine for cars

Male: 53% / Female: 65%

18% Private space flights will be affordable

Social



Facebook is currently the leading social network with 1.35 billion monthly active users but 61% of the respondents of the Y&R Trend Survey believe that this will no longer be the case in 10 years. They might be right. According to the «Global Social Media Impact Study», which was funded by the EU, young people (16–18 years old) leave the network due to the increasing number of adults on Facebook. Also in Switzerland the network is struggling among the digital natives. Based on the data from the Media Use Index 2014 only 44% of this age group deem Facebook to be important compared to 67% two years ago.

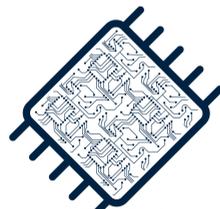
61% Facebook won't be the leading social platform anymore

82% Real-time computer translation will allow people to talk together in different languages

**Due to cybersex
the amount of singles
will increase**

North-America: 18% / Europe: 24% / Asia: 42%

Technology



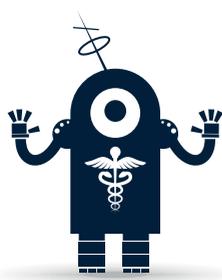
3D printers and the Internet of Things were two of the most discussed technology trends at this years' Consumer Electronic Show (CES) in Las Vegas. 72% of the respondents believe that we will soon live in fully connected homes. Interestingly though, 47% don't recognize the potential of 3D printers yet.

72% We will live in fully connected homes

34% Objects of daily life will be printed at home

20% People will surf the web with the power of their thoughts

Health



In the year 2030 20% of Europe's population will be over 65 years old (UN population division). Due to the fast growing share of the world's elderly population care robots are likely to become a viable alternative for the future of health care. Especially in Asia 57% of the respondents agree that human robots as personal care assistants will be a reality in ten years.

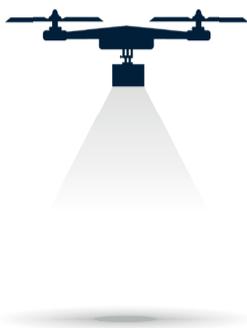
77% Wearable health devices will monitor all our activities

59% People will implant chips in their body to monitor their health

Human robots as personal assistants will be reality

North-America: 29% / Europe: 40% / Asia: 57%

Media



Print Newspaper Circulation is expected to drop by 23.0% in Europe and 10.3% in the US over the next 5 years according to the World Association of Newspapers and News Publishers (WAN-IFRA). Unimpressed by those facts, a high share of 63% of Europeans believe that printed newspaper will still be available in ten years.

33% Printed newspaper will no longer be available

59% Linear TV will no longer exist

72% Large drone networks will report in real-time

Finance



The financial crisis accelerated the mistrust of consumers in traditional banks according to the BrandAsset™ Valuator. This development gave other companies the opportunity to gain momentum and build customer intimacy: PayPal for transactions, Zopa for social lending, or Kickstarter to finance your projects. This is also reflected in the Y&R Trend Survey, where 47% share the opinion that crowd financing will become the predominant mean of financing. Nevertheless 53% think that banks will still be needed in ten years.

47% Crowd financing will become a predominant mean of financing

26% Banks will no longer be needed for retail banking

Brands & Advertising



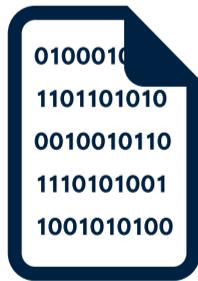
68% of the respondents agree that big brands will experience a strong competition from local brands. Compared to local brands multi-national brands often don't have the agility, speed and market knowledge to respond to local needs in every country they operate. A good example for strong local brands is Switzerland. Brands such as Zweifel, Migros, Rivella, Ragusa or M-Budget are among the Top 20 strongest brands according to the BrandAsset™ Valuator.

68% Big brands will see strong competition from local brands

67% Pricing will become personalized through digitization

77% Advertising will be content marketing driven

Politics



Did you know that Estonia is one of the most advanced e-societies in the world? Internet access is a social right, citizen already vote from home and they fill in their income tax return within 5 minutes. They can also sign a legally-binding contract over the Internet from anywhere in the world via mobile phone or register a company in as little as 18 minutes. This advanced e-society may soon evolve in other countries: 62% of the respondents believe that all governmental services will be digital in 10 years from now.

80% Omnipresence of technology devices will create a complete new field of law regulations

68% Hackers and security will be the dominating topic of governments

62% All governmental services will be digital