

INITIATIVE UPDATE:

EXPLORING CHANGING VIEWS OF “DWELLING” AND THE IMPACT ON OUR INDUSTRY.

10.20.16

STRATEGIC THINKING ADVISORY COMMITTEE,
NATIONAL ASSOCIATION OF REALTORS®

CONTENTS


- ▶ Initiative Background
- ▶ Research objectives and methodology
- ▶ Key highlights
- ▶ Detailed findings
- ▶ Appendix

INITIATIVE BACKGROUND



OBJECTIVE:

WHAT EMERGING
TRENDS WILL AFFECT
THE WAY PEOPLE VIEW
& USE **LIVING SPACE**?



WHY:

TO EXPOSE WAYS THEY
MIGHT IMPACT **REAL**
ESTATE AND LEAD TO
FUTURE **OPPORTUNITIES.**

TRENDS

What do we mean?

- ▶ Trends are the emergence of changing consumer behaviors
- ▶ Those behaviors are created by their experiences—no matter where those experiences come from
- ▶ They need to be looked at “outside-in”
 - ▶ **Consumers** = behaviors, expectations & needs
 - ▶ **Industries** = what they’re doing to address them

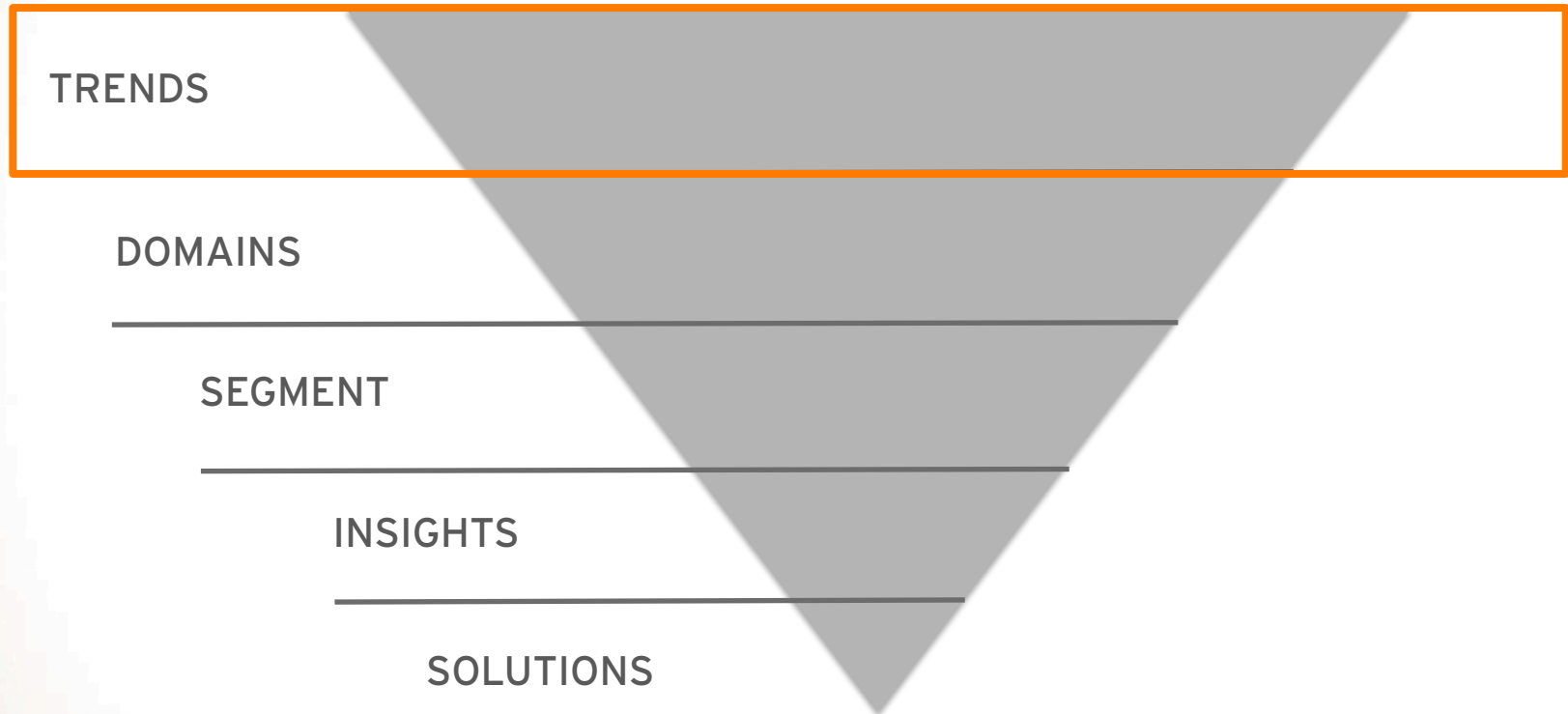
EXPLORING NEW VIEWS OF “DWELLING”

Output

- ▶ A set of testable hypotheses on those trends (behaviors) we feel are most likely to have significant impact on views of living space

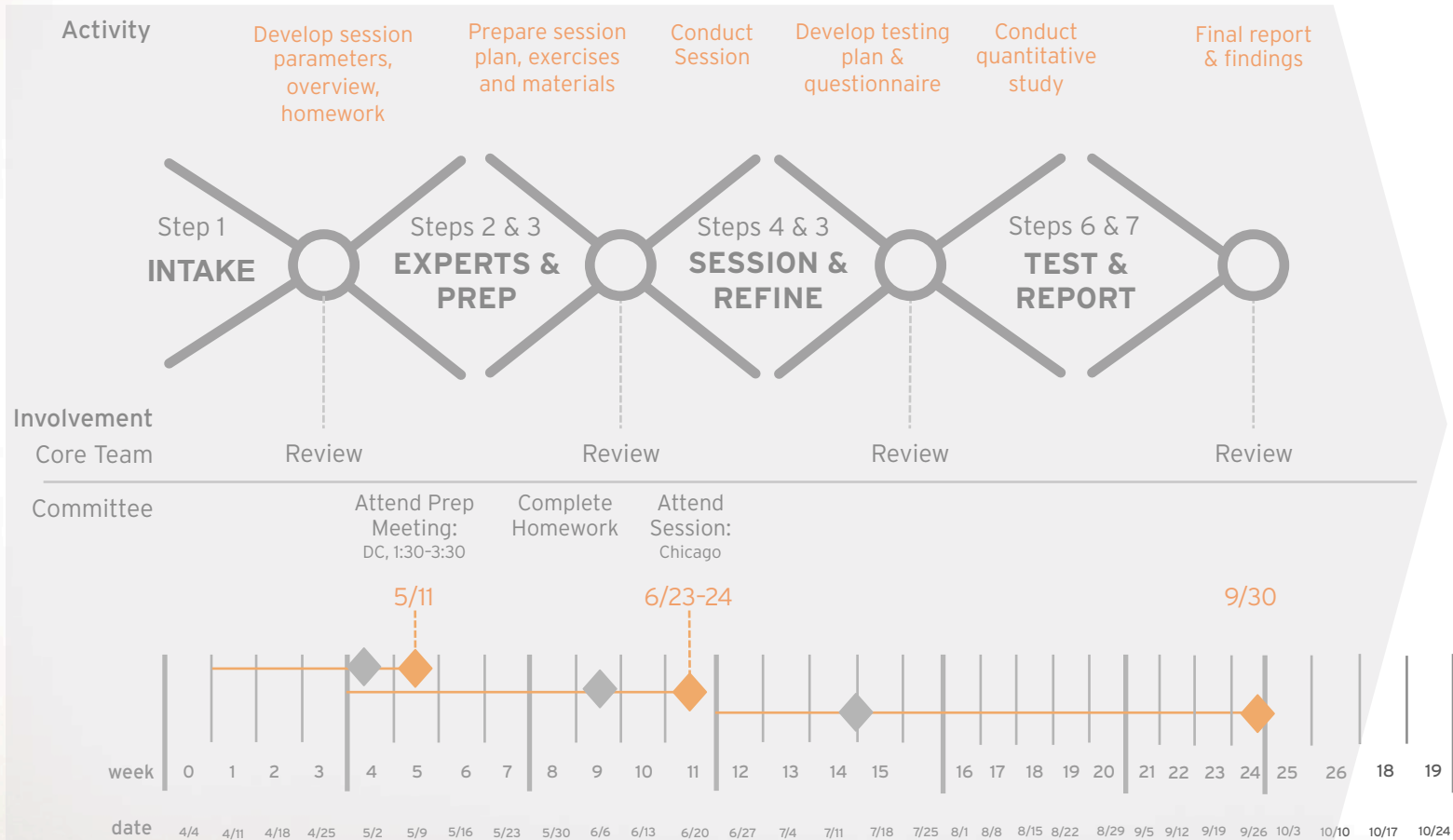
EXPLORING NEW VIEWS OF “DWELLING”

How trends fit



PROCESS

To get to tested trend hypotheses



RESEARCH OBJECTIVES AND METHODOLOGY

RESEARCH OBJECTIVES

NAR Trends Prediction Market:

- ▶ Measure predicted likelihood of future trends related to dwelling space among U.S. consumers
- ▶ Understand qualitative diagnostics or “clues” that can help explain why each trend is likely to happen (or not)
- ▶ For the more probable trends, uncover guidance around how, where, and among whom they will be most likely to unfold
- ▶ Inform decisions on where to focus future efforts

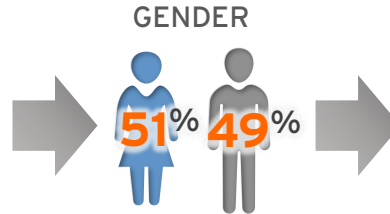
THE NINE TRENDS TESTED

The trends were tested in an online study in September 2016. The trends were collaboratively developed in the NAR Dwelling 2.0 Workshop on June 23 - 24, 2016.

Trend Name	Trend "Definition"
Artificial Intelligence	Artificial intelligence means increasingly-effective versions of things like Roomba, Siri, Nest, music/movie recommendations, automated customer service support bots, Google driverless cars, etc.
Controlling How We Age	Actively control how they age means things like not retiring, aging at home, choosing how and when they die, etc.
Internet of Things	The "internet of things" means the network of physical devices, vehicles, buildings and other items that are embedded with electronics, software, sensors, actuators, and network connectivity that enable these objects to collect and exchange data.
Minimalist Lifestyle	A minimalist lifestyle means keeping life simple by doing things such as renting instead of owning, sharing living spaces or cars, owning smaller/tiny/modular/mobile homes, having fewer children or none at all, etc.
Multi-generational Living	Multi-generational living means that grandparents, parents, and children live together or in close proximity to one another.
Non-Traditional Life Choices	Nontraditional life choices means things like not going to college, not buying a home, not buying a car, delaying marriage and children, etc., so that they might pursue their passions or an alternative path.
Non-Traditional Working Environment	Nontraditional working environment means a job environment that is virtual, transient, or otherwise not in a traditional workplace location under a single, consistent employer.
Physically Part of Community	Physically becoming part of a community means taking steps like joining and participating in clubs and groups, moving to live in more concentrated urban areas, etc.
Virtual Reality	Augmented reality and virtual reality means playing games like Pokémon Go, using headsets like Oculus Rift or Google Cardboard, utilizing virtual tours to shop and make purchases, interacting consistently with friends and family via some form of video, etc.

PARTICIPANT DEMOGRAPHICS

1505
U.S. CONSUMERS

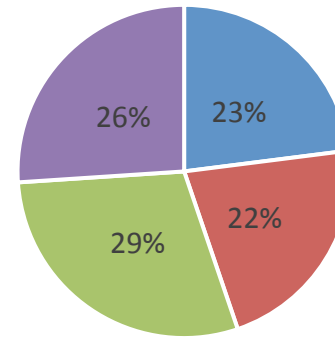


AGE

	Millennial	GenX	Boomer	Silent	Total
Female	12%	14%	19%	6%	51%
Male	12%	15%	17%	5%	49%
Total	24%	29%	36%	11%	100%

ADDITIONAL DEMOGRAPHICS

Marital Status	Married	Not Married		
	61%	39%		
Children	Children	No children		
	71%	29%		
HH Size	1-2	3 or more		
	56%	43%		
Industry	Non real estate	Real estate and rental and leasing		
	97%	3%		
Working for Pay	No	Yes		
	41%	58%		
Education	College	No college		
	58%	42%		
HH Income	\$34K and under	\$35K to \$74K	\$75K plus	
	27%	31%	42%	
Homeowner	Own free & clear	Paying mortgage	Rent	Other
	44%	30%	22%	4%
Ethnicity	African-American	Hispanic/Latino	Caucasian	Other
	5%	6%	88%	2%



REGION

- Midwest
- Northeast
- South
- West

QUESTIONNAIRE DESIGN

- ▶ Questions were designed to measure the likelihood of each of the possible stated outcomes. Participants were not asked for their individual preference, but rather make a judgment on what the general consumer base would do. This not only incorporates their individual preferences, but also the tacit knowledge about the preferences of their friends, family, professional colleagues, and acquaintances.
- ▶ Each participant evaluated three randomly selected trends. For each trend, nine questions were asked:
 - ▶ Will the trend happen?
 - ▶ Why will trend happen?
 - ▶ What will be result of trend happening?
 - ▶ What will be most common form of the trend?
 - ▶ When will trend become common?
 - ▶ Who will most likely participate (income)?
 - ▶ Who will most likely participate (ethnicity)?
 - ▶ Where will trend be most common?
 - ▶ Who will most likely influence the trend?
- ▶ Verbatim comments were solicited for each question to provide directional diagnostics on respondent rationale.

TOKENS AND METRICS

- ▶ Each participant equally received 100 tokens to invest in questions where they had the best knowledge or judgment.
- ▶ Participants were asked to review all the questions and answer only those where they had a reasonable judgment and invest based on their confidence.
- ▶ As participants invest tokens in outcomes, the “score” of each possible outcome changes in real-time, with the sum of scores equal to 100.

Key Metrics

Likelihood
% Probability

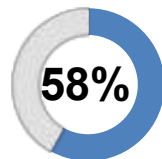
63%



Calculated probability of statement being true. Based on number of respondents and strength of individual responses.

Ranges from 0-100%

% of People
Response Mix



Proportion of responses indicating this outcome.

Ranges from 0-100%

Strength Meter
How strongly respondents felt about their answers

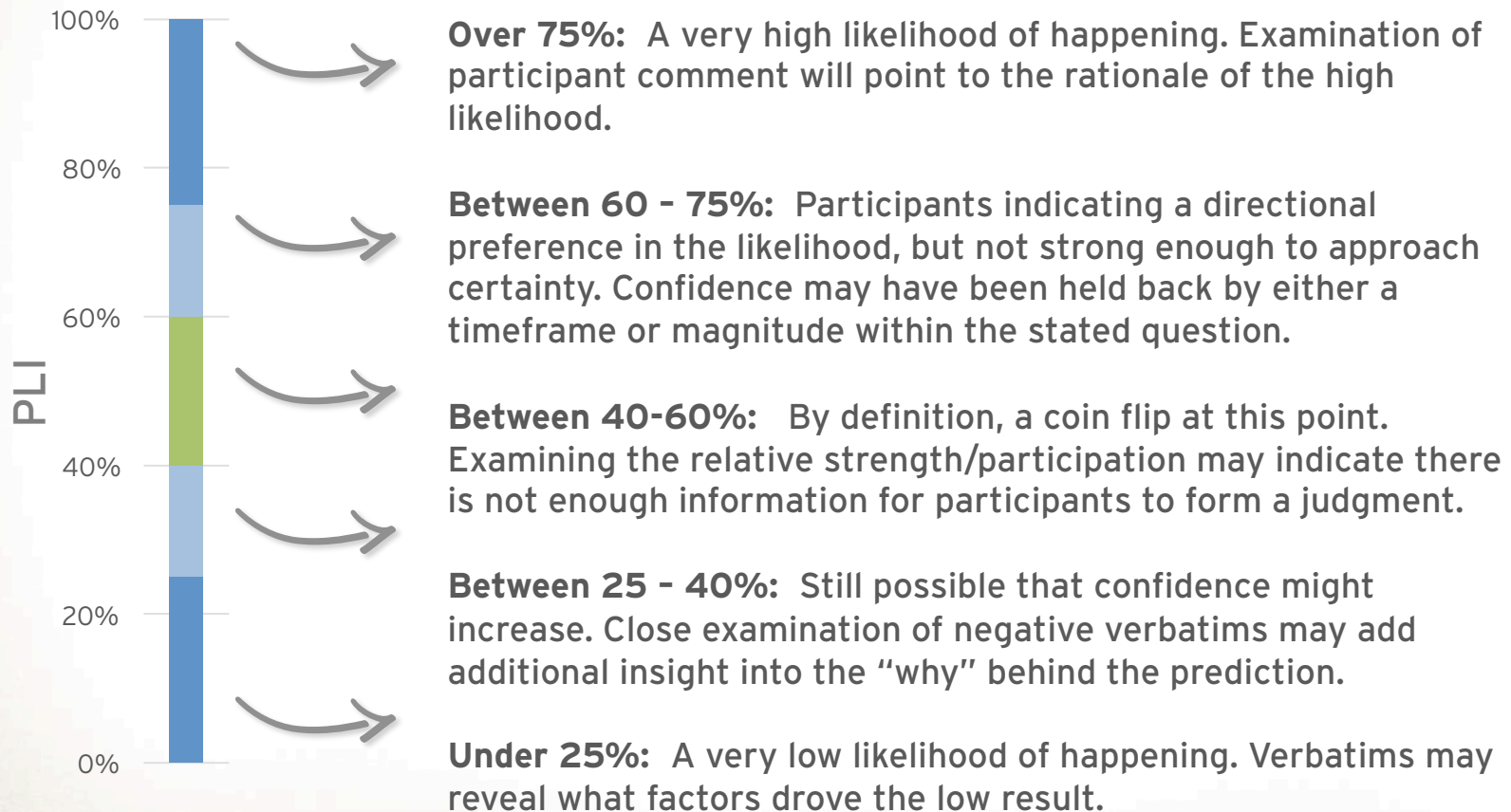


Overall certainty demonstrated in the speed and size of the response.

Ranges from 0-10

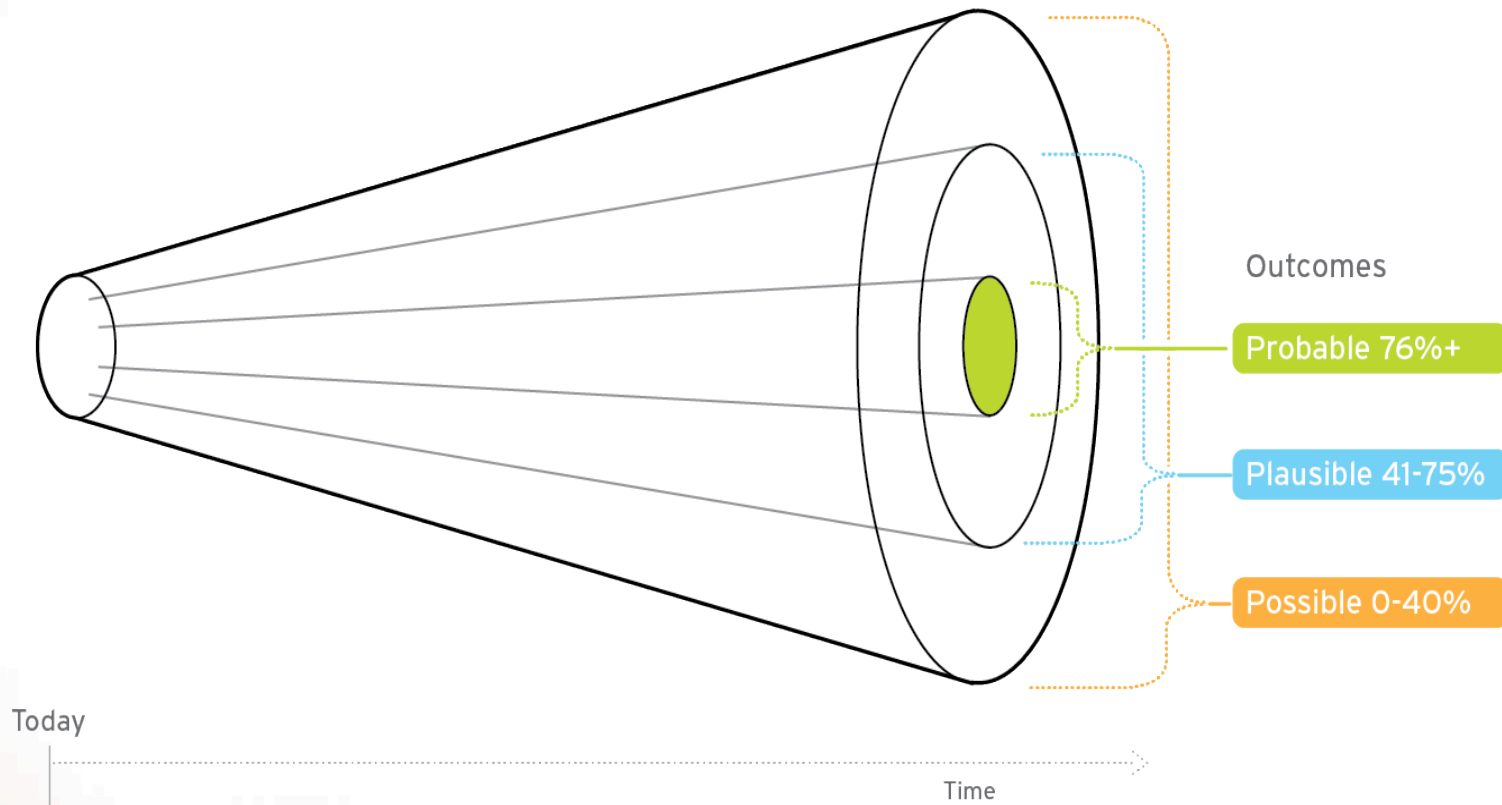
PREDICTION LIKELIHOOD INDEX (PLI)

- ▶ Based on the collective judgment of the participants over thousands of predictive questions, interpretation tiers have been developed for a Prediction Likelihood Index (PLI).



VISUALIZING TYPES OF FUTURES

The "Futures Cone"



Adapted from Hancock & Bezold (1994) and Candy (2010)

KEY HIGHLIGHTS

KEY HIGHLIGHTS

- ▶ Consumers predict that nearly all of the trends tested (eight out of nine) are highly likely to occur. These hypothesized future trends appear to already be in the process of becoming reality!
 - ▶ Two have an expected likelihood of 90% or higher: “Controlling How We Age” and “Virtual Reality”
- ▶ Respondents expect these trends to be commonplace between 10 and 17 years from now on average.
 - ▶ Technology-driven trends like “Virtual Reality” and “The Internet of Things” in particular are viewed as inevitable, and more than half expect them to come to fruition within the next five years.
- ▶ Economic factors (both real and perceived) are driving the likelihood of occurrence for many of the trends.

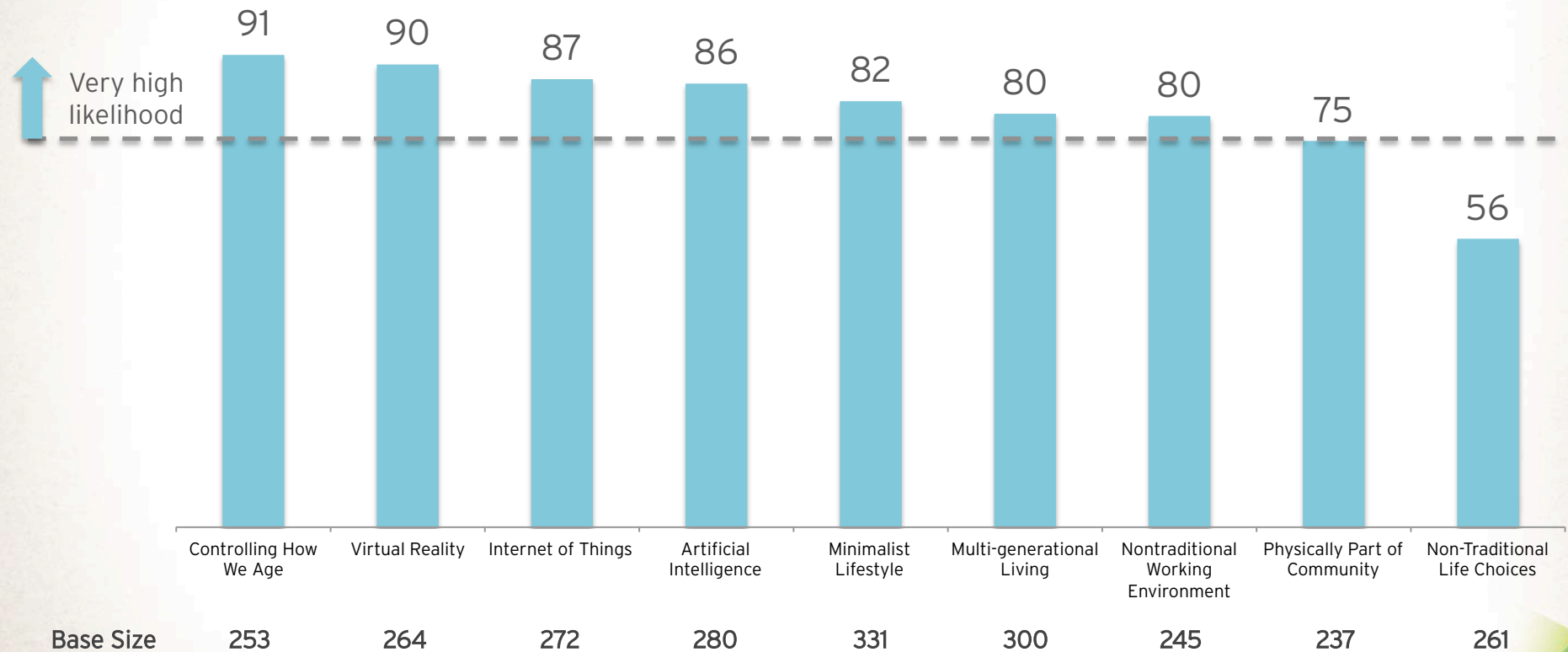
KEY HIGHLIGHTS

- ▶ The maturation of four trends in particular seem likely to have the most direct implications for the real estate industry, because they are likely to create demand for physical changes to U.S. living and working spaces.
 - ▶ Controlling How We Age
 - ▶ Minimalist Lifestyle
 - ▶ Multi-generational Living
 - ▶ Non-traditional Working Environment
- ▶ The other five trends will certainly impact people's perception and usage of dwelling spaces, but may have more of an indirect impact on NAR member issues.
 - ▶ Virtual Reality
 - ▶ Internet of Things
 - ▶ Artificial Intelligence
 - ▶ Physically Part of Community
 - ▶ Non-traditional Life Choices

SUMMARY OF TREND LIKELIHOOD

- ▶ Respondents predict that most of the trends are highly likely to occur

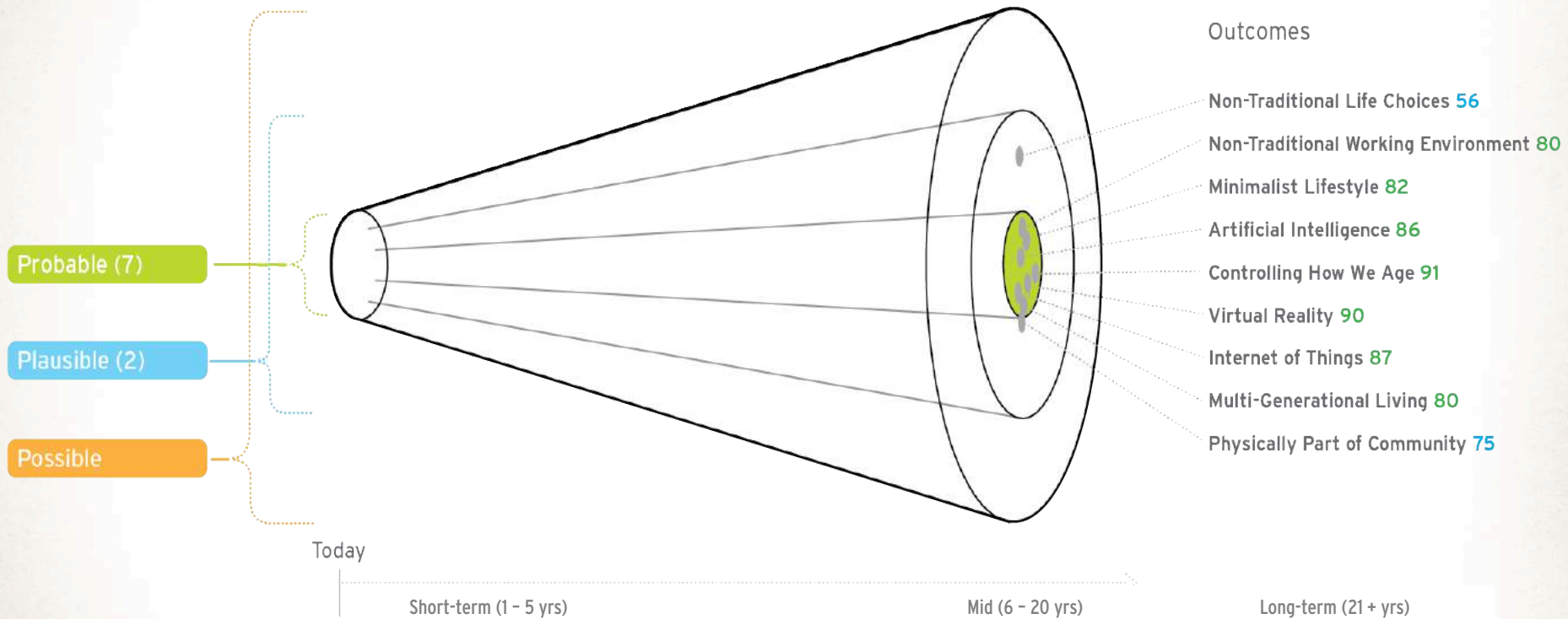
Predicted Likelihood



Q: In the future, will people ...? Yes or no?

SUMMARY OF TREND LIKELIHOOD

- ▶ Respondents predict that most of the trends are highly likely to occur



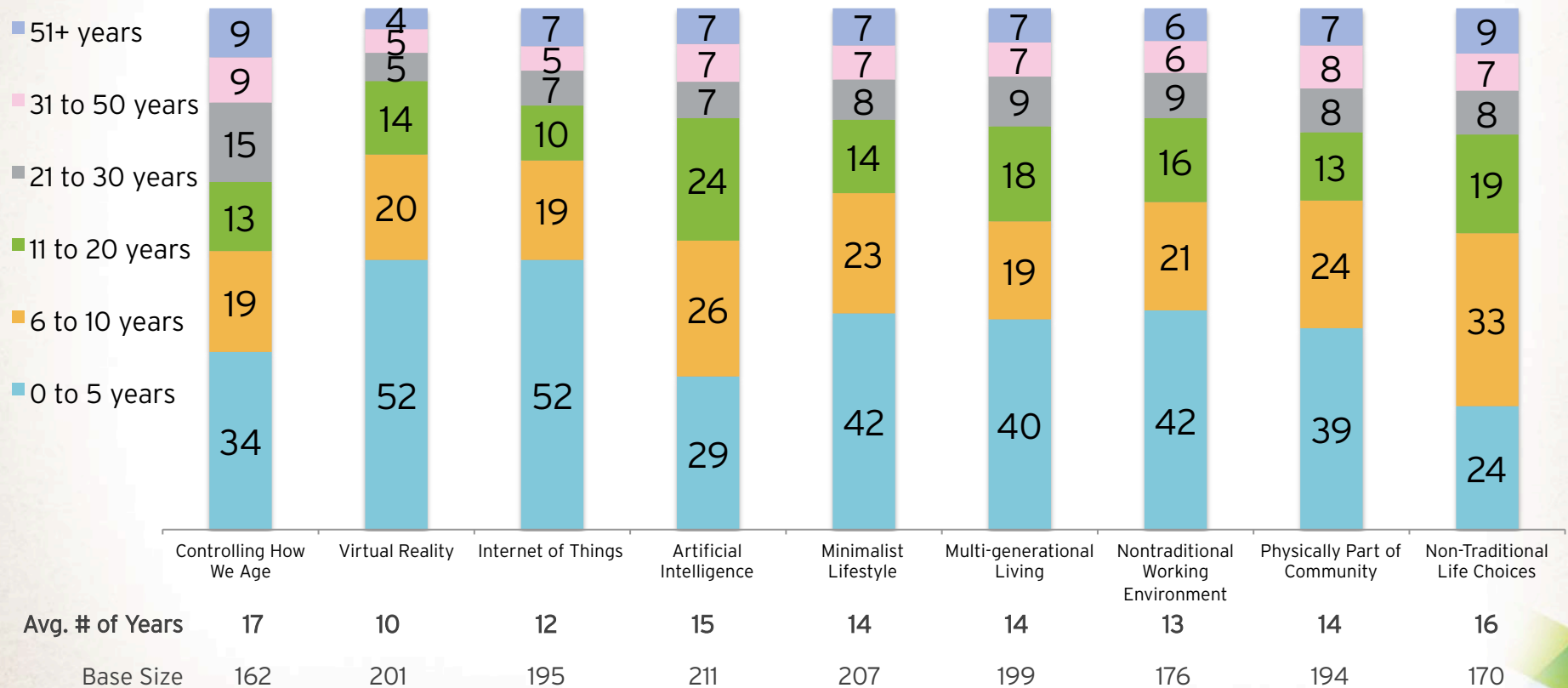
Adapted from Hancock & Bezold (1994) and Candy (2010)

Q: In the future, will people ...? Yes or no?

SUMMARY OF TREND TIMING

- ▶ More than half of respondents believe that all of the trends will become common within the next 10 years.

Predicted Timing

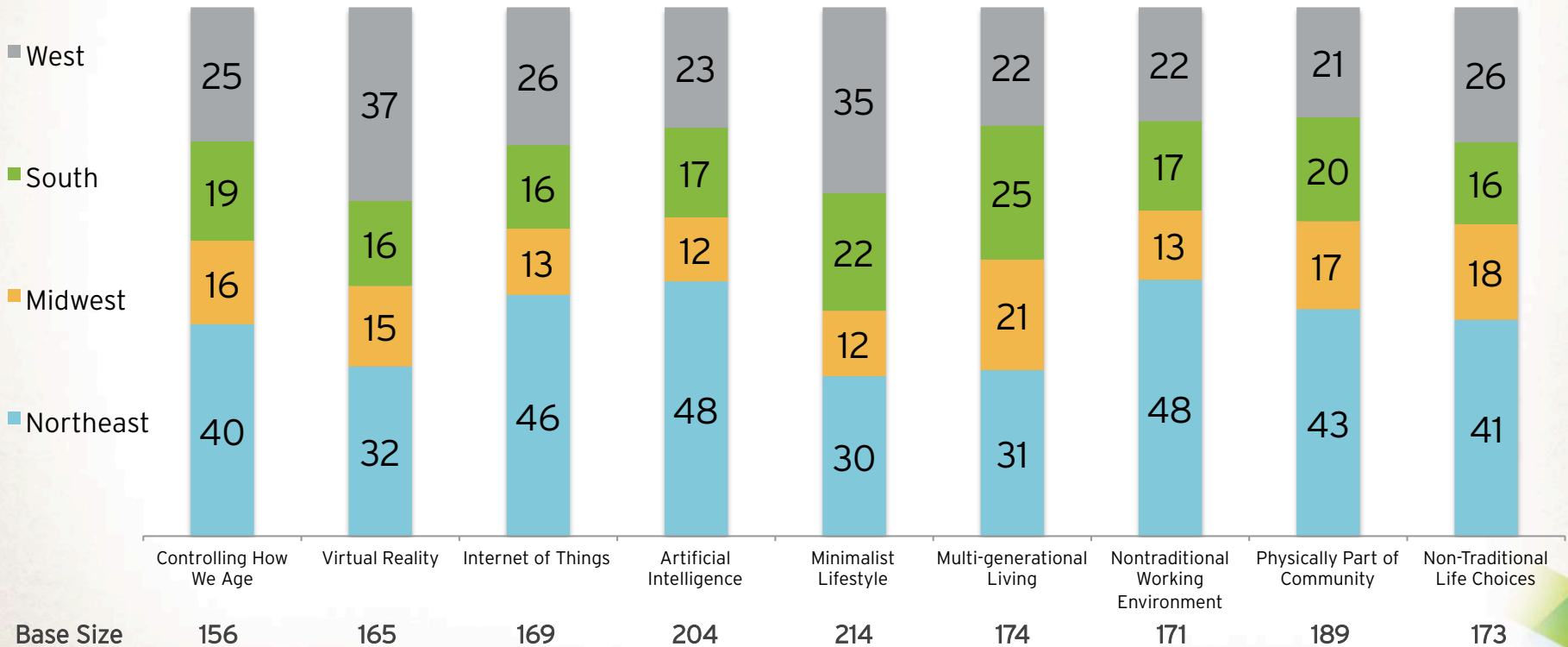


Q When (how many years from now) will ... start to be common?

SUMMARY OF TREND REGION

- ▶ Respondents believe that many of the trends tested are most likely to emerge in the northeastern states, with the exceptions of Virtual Reality and Minimalist Lifestyle trends in the west.

Predicted Region

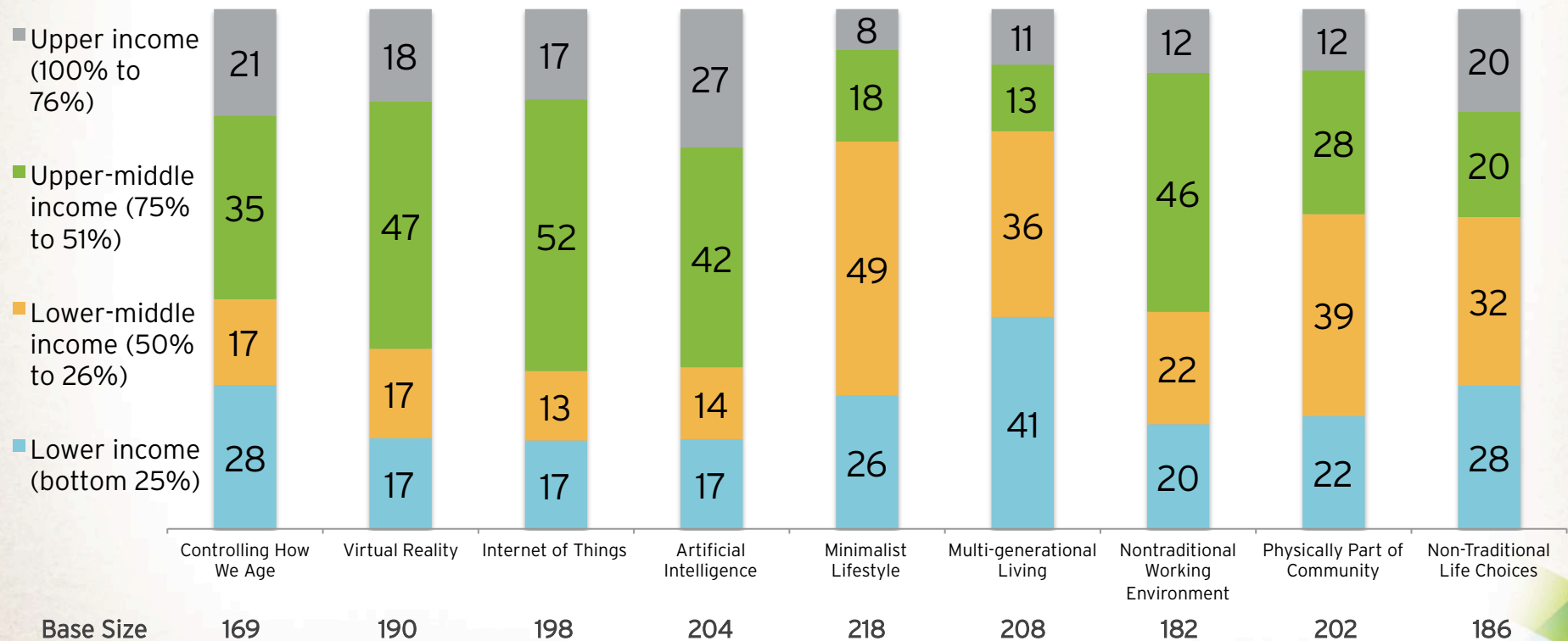


Q In what region of the country will ... be most likely to happen?

SUMMARY OF TREND ADOPTERS' INCOME

- ▶ Respondents believe the people most likely to take part in the trends will be either upper-middle or lower-middle income, with the exception of lower income (0-25th percentile) for the Multi-generational Living trend.

Predicted Income Level

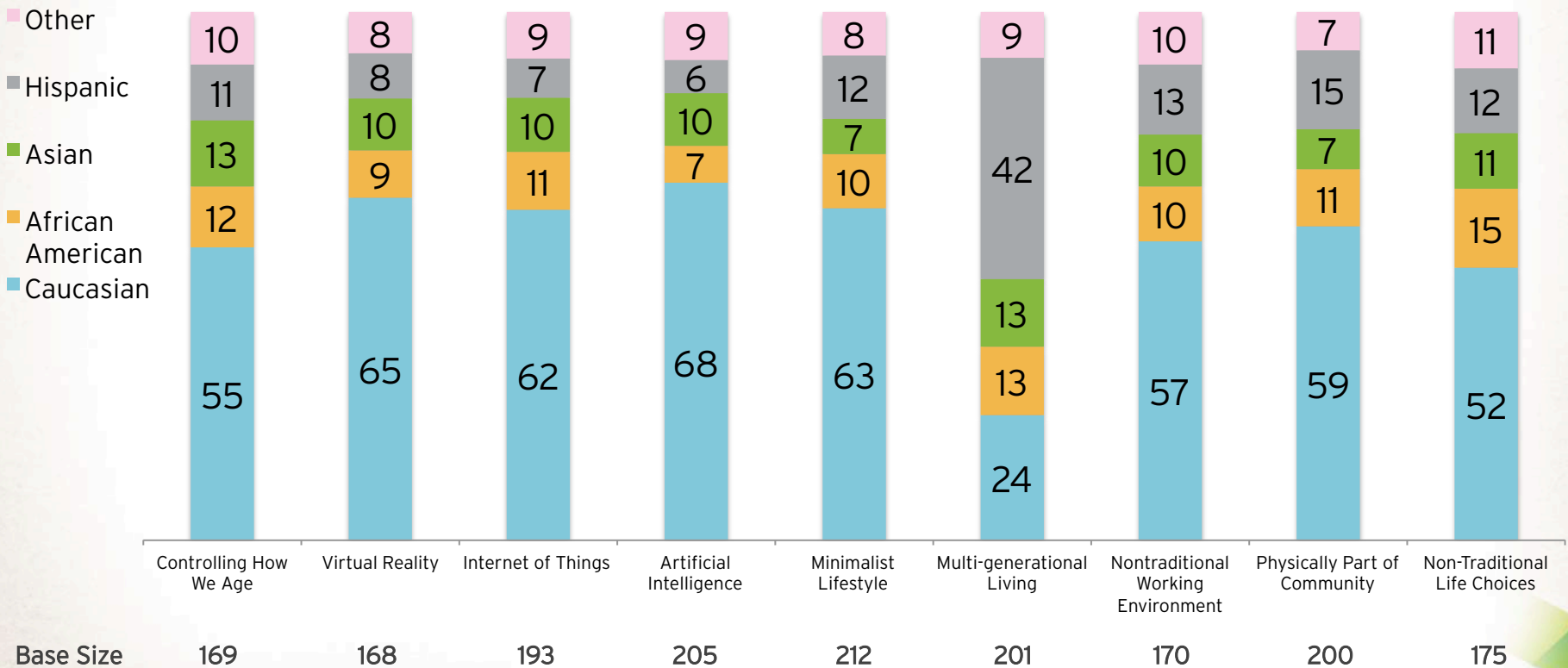


Q Who will be will be most likely to ...?

SUMMARY OF TREND ADOPTERS' ETHNICITY

- ▶ Respondents believe that the people most likely to take part in the trends will be Caucasian, with the exception of Hispanics for the Multi-generational Living trend.

Predicted Ethnicity

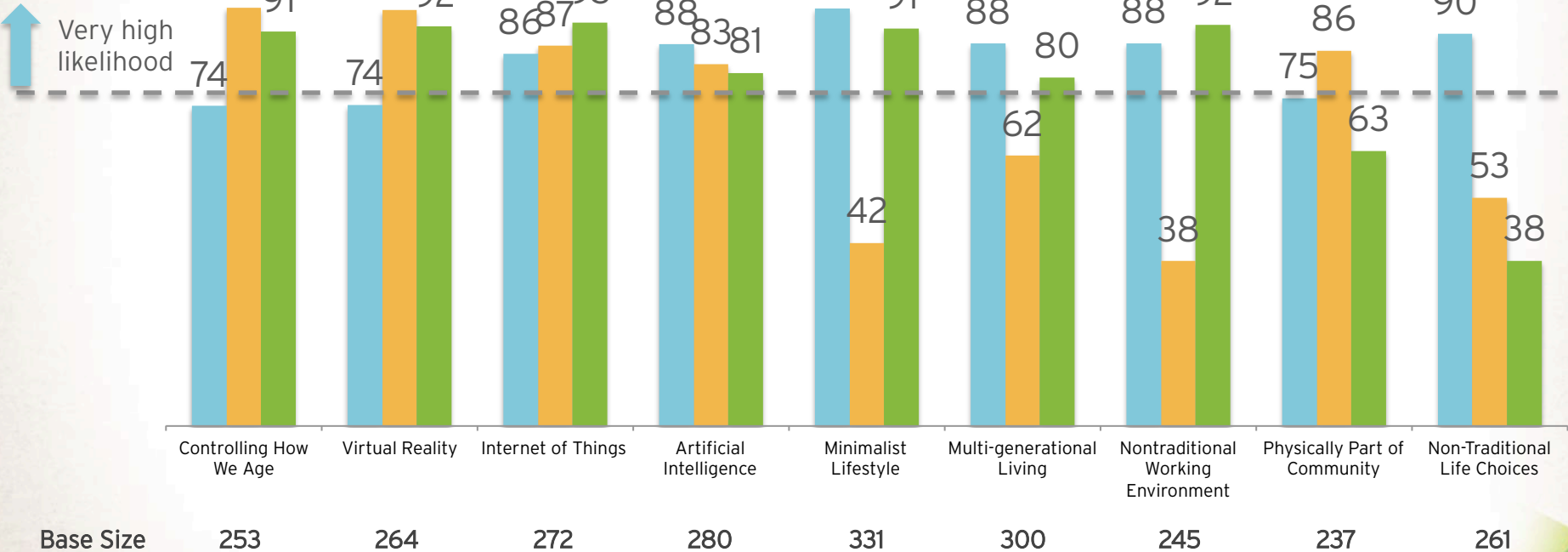


Q Which ethnic group will be most likely to ...?

SUMMARY OF TREND LIKELIHOOD BY GENERATION

Predicted Likelihood

■ Millennials ■ Gen X ■ Baby Boomers



Base Size

253 264 272 280 331 300 245 237 261

Q: In the future, will people ...? Yes or no?

DETAILED FINDINGS

CONTROLLING HOW WE AGE

The most likely reasons		Likelihood Score
Closed-Ended	People living longer/healthier lives	24%
	More knowledge about aging/health	17%
	Want control of all aspects of life	14%
	Aging at home near family and friends is becoming more important	12%
Supporting Verbatims		
Open-Ended	“Life expectancy has increased so the need to dictate how the end years go is needed”	
	“We all want to be in control of our life”	
	“More and more people are taking an active role in choosing how and where they live their lives in old age”	
	“I think science is progressing every day and making changes all the time”	

The most likely...		Likelihood Score
Result	More services to help age at home	20%
	Health diagnostic/monitoring tech	19%
	Increase in new homes built for aging	14%
	More contractors retrofitting for aging	13%
Format	Aging in their current home	34%
	Aging in “active adult” community	13%
	Aging close to their children	10%
	Having current home retrofitted	10%
Influencers	The aging person	32%
	The aging person’s children	14%
	The aging person’s grandchildren	10%
	The government	8%

Q In the future, will people actively pursue control of how they and their loved ones age? (By actively control how they age, we mean things like not retiring, aging at home, choosing how and when they die, etc.) Yes or no?

VIRTUAL REALITY

The most likely reasons		Likelihood Score
Closed-Ended	Escapes from real life	31%
	Shopping will require it	14%
	Employers will require it	10%
	Technology will blur lines of reality	9%
Supporting Verbatims		
Open-Ended	“The world is becoming more and more technology based so it would make sense that this reality become the true reality”	
	“New technology sometimes takes a while to be mainstream but if it’s a good way of communication it will eventually take off”	
	“Look at how many people stare at their phones all the time now. VR will really give them that escape.”	

The most likely...		Likelihood Score
Result	More time spent playing games	32%
	Decrease in business travel	13%
	Fewer real estate agents showing property	11%
	More participation in virtual communities	9%
Format	Virtual reality games	43%
	Virtual medical diagnosis/treatment	11%
	Virtual travel	9%
	Virtual socializing	7%
Influencers	Entertainment industry	31%
	Immediate family members	9%
	Friends	8%
	Product providers/marketers	8%

Q In the future, will people increasingly integrate augmented reality and virtual reality into their lives? (By augmented reality and virtual reality, we mean playing games like Pokémon Go, using headsets like Oculus Rift or Google Cardboard, utilizing virtual tours to shop and make purchases, interacting consistently with friends and family via some form of video, etc.) Yes or no?

INTERNET OF THINGS

The most likely reasons		Likelihood Score
Closed-Ended	More devices on market	35%
	Increased desire to monitor/control	24%
	Demand for workforce connectivity	13%
	Demand for more efficient/less expensive medical care	12%
Supporting Verbatims		
Open-Ended	"There will be no choice but to accept it. For example, cash as a currency, will most likely not even exist in 10 years"	
	"Because they will have grown up with these items and be used to them"	
	"It makes the way we live more efficient"	
	"It will be more difficult to find things that are not part of the internet of things"	

The most likely...		Likelihood Score
Result	Increased demand for privacy/security	27%
	More smart/connected homes	19%
	Desire to get "off the grid"	16%
	More diagnostic info/interpretation	11%
Format	Person to home/devices/appliances	46%
	Person to vehicle	11%
	Person to medical community	11%
	Person to businesses/providers	10%
Influencers	Product and service providers	39%
	Employers	11%
	The medical community	10%
	The government	7%

Q In the future, will people fully embrace the "internet of things"? (By the "internet of things", we mean the network of physical devices, vehicles, buildings and other items that are embedded with electronics, software, sensors, actuators, and network connectivity that enable these objects to collect and exchange data.) Yes or no?

ARTIFICIAL INTELLIGENCE

The most likely reasons		Likelihood Score
Closed-Ended	To make life easier	55%
	To save time	15%
	To save money	7%
	To eliminate human error	7%
Supporting Verbatims		
Open-Ended	"It makes life easier and frees up more time for them to do other activities"	
	"Technology is developing very quickly"	
	"increasingly-effective versions of things"	
	"We will want more mundane tasks done by machine than by human hands"	

The most likely...		Likelihood Score
Result	Decrease in customer service jobs	22%
	Homes equipped to accommodate AI	16%
	Increase in hardware/software jobs	12%
	Home appliance decisions based on AI	11%
Format	Transportation	25%
	Environment/climate control	24%
	Customer service	16%
	Cleaning	9%
Influencers	Family members	27%
	Home appliance industry	22%
	Auto industry	15%
	Real estate/developer industry	8%

Q In the future, will people rely heavily on "artificial intelligence"? (By artificial intelligence, we mean increasingly-effective versions of things like Roomba, Siri, Nest, music/movie recommendations, automated customer service support bots, Google driverless cars, etc.) Yes or no?

MINIMALIST LIFESTYLE

The most likely reasons		Likelihood Score
Closed-Ended	This will be all they can afford	34%
	They care about future of environment	21%
	To spend more on experiences	14%
	To provide greater financial security	10%
Supporting Verbatims		
Open-Ended	"Rising cost of living will force people towards a simpler lifestyle"	
	"No choice when in debt and/or not having a high paying job"	
	"People will focus more on having good experiences instead of possessions"	
	"They will feel like it is the right thing to do"	

The most likely...		Likelihood Score
Result	Increase in flexible housing options	32%
	More environmentally-friendly options	19%
	More options for shared living spaces	13%
	More shared transportation options	10%
Format	Fewer children than parents did	21%
	Environmentally-friendly living	19%
	Renting instead of owning	10%
	Owning a tiny home	9%
Influencers	Couples with no children	33%
	Single adults	29%
	Parents	18%
	Child(ren)	10%

Q In the future, will people be living a more "minimalist" lifestyle? (By a minimalist lifestyle, we mean keeping life simple by doing things such as renting instead of owning, sharing living spaces or cars, owning smaller/tiny/modular/mobile homes, having fewer children or none at all, etc.) Yes or no?

MULTI-GENERATIONAL LIVING

The most likely reasons		Likelihood Score
Closed-Ended	Increasing housing costs	25%
	People will have insufficient savings	10%
	Increasing costs of education	10%
	People will take on caregiver role	9%
Supporting Verbatims		
Open-Ended	"Younger people can't afford living on their own and older people can't afford assisted living homes"	
	"Parents living longer and children having college debt"	
	"Baby Boomers will need to be taken care of by their children if they can't afford a home"	
	"Everyone wants to be near each other in case help is needed"	

The most likely...		Likelihood Score
Result	More MGL units w/ flexible floor plans	24%
	City planners will develop MGL options	21%
	Regulation changes (land use, zoning)	16%
	Migration to urban settings	12%
Format	All living together in single home	48%
	Separate units in same building	18%
	Living within driving distance	16%
	Living within walking distance	13%
Influencers	Children	36%
	Parents	25%
	Grandparents	18%
	Grandchild(ren)	12%

Q In the future, will people gravitate toward multi-generational living? (By multi-generational living, we mean grandparents, parents, and children living together or in close proximity to one another..) Yes or no?

NON-TRADITIONAL WORKING ENVIRONMENT

The most likely reasons		Likelihood Score
Closed-Ended	Can do work with phone/laptop	40%
	Employees demand flexibility	15%
	People create own job opportunities	14%
	Traditional companies cut costs	10%
Supporting Verbatims		
Open-Ended	"Due to technological advances"	
	"The need for flexibility"	
	"More cost effective for both employees and employers"	
	"This is a convenient way to work, and one does not need transportation every day to do the job"	

The most likely...		Likelihood Score
Result	Companies reduce office space size	35%
	Home offices more common	26%
	Companies hire more freelancers	20%
	Shared office spaces for short-term lease	11%
Format	Home offices	63%
	Mobile offices	19%
	Shared office spaces	11%
	Other	7%
Influencers	Employees	49%
	Employers	35%
	Other	16%

Q In the future, will people likely be working in a nontraditional working environment? (By nontraditional working environment, we mean a job environment that is virtual, transient, or otherwise not in a traditional workplace location under a single, consistent employer.) Yes or no?

PHYSICALLY PART OF COMMUNITY

The most likely reasons		Likelihood Score
Closed-Ended	Interact w/ others who share interests	25%
	Avoid being alone/isolated as they age	23%
	More access to activities	16%
	Sense of belonging	10%
Supporting Verbatims		
Open-Ended	“Being physically part of a community is essential to a person’s feelings of self-worth and happiness”	
	“People already feel disconnected by technology so I believe there will be a resurgence of face to face interaction”	
	“They want to belong to something.”	
	“People are wanting to help communities and get involved in them.”	

The most likely...		Likelihood Score
Result	Living decisions based on community	26%
	Increased participation in groups/clubs	12%
	Renting instead of buying	10%
	Revitalization of downtown areas	6%
Format	Suburban areas with thriving downtowns	34%
	Neighborhoods w/ community centers	14%
	Sports/Philanthropic groups/clubs	9%
	Urban cities	9%
Influencers	Friends	34%
	Local governments/municipalities	18%
	Family members	16%
	Social/Phianthropic/Hobby clubs	15%

Q In the future, will people take steps toward physically becoming part of a community? (By physically becoming part of a community, we mean steps like joining and participating in clubs and groups, moving to live in more concentrated urban areas, etc.) Yes or no?

NON-TRADITIONAL LIFE CHOICES

The most likely reasons		Likelihood Score
Closed-Ended	Want better life for children	29%
	Want to encourage more freedom	20%
	Debt-free viewed as necessity	15%
	ROI on 4-yr college won't pay out	9%
Supporting Verbatims		
Open-Ended	"Dissatisfaction with current society"	
	"Stereotypes are falling behind with the passage of time"	
	"Since the current generation fell short on tradition, they will be encouraging their children to not think traditional."	
"They will not be able to help their children financially."		

The most likely...		Likelihood Score
Result	Home ownership will decline	13%
	Online education accreditation important	12%
	Shortage of full-time skilled workers	12%
	College enrollment will decline	11%
Format	Not taking on debt	19%
	Life experience as education alternative	13%
	Not having children	13%
	Learning online instead of classroom	12%
Influencers	Social media	30%
	Grandparents	15%
	Friends	13%
	Teachers	10%

Q In the future, will people strongly encourage their children to make "nontraditional" life choices? (By nontraditional life choices we mean things like not going to college, not buying a home, not buying a car, delaying marriage and children, etc., so that they might pursue their passions or an alternative path?) Yes or no?

APPENDIX

Controlling How We Age

Actively control how they age means things like not retiring, aging at home, choosing how and when they die, etc.

CONTROLLING HOW WE AGE

- 91% likelihood of occurrence driven by increasing lifespans and increased knowledge/awareness
- Strong increased demand for services and technologies assisting the trend
- Strongest influencer of trend is the aging population themselves and immediate family
- Remaining in current home is predicted to be most common manifestation of trend
- Caucasians seen as highest probability ethnic group with impact across all income groups
- 53% likelihood will occur over next 10 years
- Highest probability of occurrence in Northeast and West

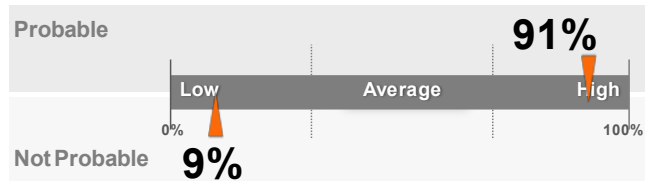
Will people actively pursue control of how they and their loved ones age?

91%
likelihood

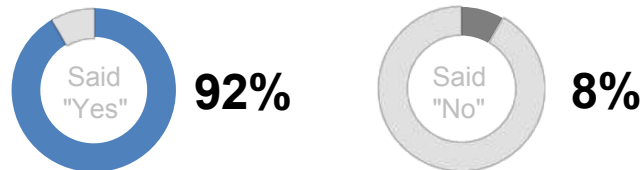
In the future, will people actively pursue control of how they and their loved ones age?

Results Breakout

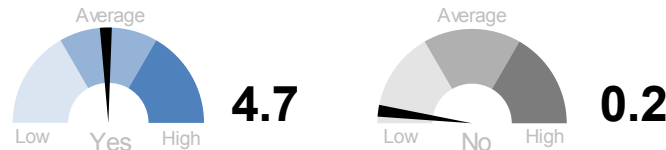
Likelihood
% Probability



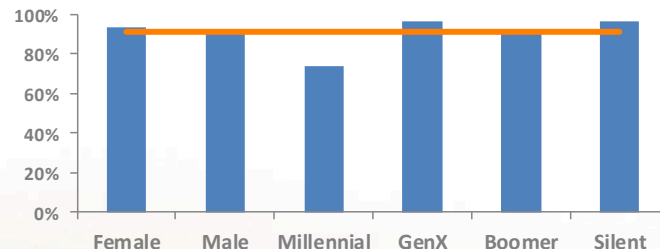
% of People
Response Mix



Strength Meter
How strongly respondents felt about their answers



Segment Breakout
How likely each segment felt the outcome would be



Commentary

Keywords - YES

1) want	26%	3) control	15%
2) live	16%	4) longer	12%

"Life expectancy has increased so the need to dictate how the end years go is also needed."

"We all want to be in control of our life"

"More and more people are taking an active role in choosing how and where they live their lives in old age"

"I think science is progressing everyday and making changes all the time"

Keywords - NO

1) much	33%
2) control	33%

"too much like playing god"

"financial inability"

"We have not embraced euthanasia entirely"

"There isn't much a person can do to control getting older"

MOST LIKELY REASON

Assuming this trend of people actively pursuing control of how they and their loved ones age actually does happen....

Which of the following is the most likely reason why people will actively pursue control of how they and their loved ones age?

Why will trend happen?	Likelihood Score	% of Traders	Strength
In-home care is readily available	8%	5%	0.5
People are becoming more knowledgeable about aging and health	17%	21%	2.1
People are going to live longer and healthier lives	24%	30%	3.2
People want control of all aspects of their life	14%	19%	1.7
The belief that aging at home close to family and friends is becoming more important	12%	11%	1.5
There is negative media coverage of bad things happening to aging people who live in nursing homes/assisted living facilities	8%	9%	0.6
They saw an aging friend or relative have a bad/sad experience	9%	11%	0.8
Other	7%	3%	0.5

MOST LIKELY RESULT

Assuming this trend of people actively pursuing control of how they and their loved ones age actually does happen....

Which of these will be the most likely result of people actively pursuing control of how they and their loved ones age?

What will be result of trend happening?	Likelihood Score	% of Traders	Strength
An increase in contractors who specialize in retrofitting homes for the aging	13%	9%	1.6
An increase in development of new "active adult" planned communities	10%	12%	1.2
An increase in new homes built specifically for the aging	14%	6%	1.6
An increase in services that help older adults age at home (e.g. transportation, financial, medical)	20%	30%	3.0
An increase in the availability of lower priced in-home care	7%	7%	0.5
Assisted suicide will become more common	7%	6%	0.5
Health diagnostic/monitoring technology will be more commonly utilized by the aging and their families	19%	29%	2.9
Robotic assistance will become more common	6%	3%	0.4
Other	5%	3%	0.1

MOST LIKELY TYPE

Assuming this trend of people actively pursuing control of how they and their loved ones age actually does happen....

In what ways will people most commonly pursue control over how they and their loved ones age?

What will be most common type?	Likelihood Score	% of Traders	Strength
Aging close to a hospital	4%	1%	0.1
Aging close to an assisted living facility	6%	3%	0.6
Aging close to their children	10%	10%	1.1
Aging in an 'active adult' planned community	13%	17%	2.3
Aging in their current home	34%	40%	6.2
Choosing assisted suicide	6%	4%	0.6
Having their current home retrofitted to be a safe place for aging	10%	12%	1.5
Moving to a different house that is already retrofitted for aging	4%	3%	0.2
Not retiring	8%	10%	1.4
Other	6%	3%	0.6

MOST LIKELY TO INFLUENCE

Assuming this trend of people actively pursuing control of how they and their loved ones age actually does happen....

Who will be most likely to influence people to actively pursue control over how they and their loved ones age?

Who will most likely influence?	Likelihood Score	% of Traders	Strength
The aging person	32%	44%	5.0
The aging person's children	14%	23%	1.9
The aging person's doctor(s)	7%	5%	0.6
The aging person's eldercare attorney	5%	2%	0.2
The aging person's friends	7%	5%	0.5
The aging persons grandchildren	10%	3%	0.9
The aging person's spouse	6%	5%	0.4
The government	8%	10%	0.9
The media	7%	6%	0.6
Other	5%	3%	0.2

MOST LIKELY ETHNICITY AND INCOME

Assuming this trend of people actively pursuing control of how they and their loved ones age actually does happen....

Which ethnic group(s) will be most likely to actively pursue control of how they and their loved ones age?

Who will most likely participate (ethnic)?	Likelihood Score	% of Traders	Strength
African American	12%	4%	0.3
Asian	13%	6%	0.4
Caucasian	55%	85%	5.1
Hispanic	11%	5%	0.2
Other	10%	3%	0.1

Assuming this trend of people actively pursuing control of how they and their loved ones age actually does happen....









Who will be most likely to actively pursue control of how they and their loved ones age?

Who will most likely participate (income)?	Likelihood Score	% of Traders	Strength
Lower income (bottom 25%)	28%	17%	1.3
Lower-middle income (26% to 50%)	17%	18%	0.5
Upper-middle income (51% to 75%)	35%	52%	2.3
Upper income (76% to 100%)	21%	17%	0.9

MOST LIKELY GEOGRAPHY AND TIMEFRAME













Assuming this trend of people actively pursuing control of how they and their loved ones age actually does happen....

In what region of the country will people be most likely to actively pursue control over how they and their loved ones age?

Where will it be most common?	Likelihood Score	% of Traders	Strength
Midwest	 16%	 12%	0.5
Northeast	 40%	 47%	2.6
South	 19%	 20%	0.8
West	 25%	 24%	1.4

Assuming this trend of people actively pursuing control of how they and their loved ones age actually does happen....

When (how many years from now) will it be common for people to actively pursue control of how they and their loved age?

When will trend be common?	Likelihood Score	% of Traders	Strength
0 to 5 years	 34%	 52%	3.4
6 to 10 years	 19%	 23%	1.5
11 to 20 years	 13%	 13%	0.7
21 to 30 years	 15%	 8%	0.9
31 to 50 years	 9%	 3%	0.2
51 + years	 9%	 3%	0.2

Virtual Reality

Augmented reality and virtual reality means playing games like Pokémon Go, using headsets like Oculus Rift or Google Cardboard, utilizing virtual tours to shop and make purchases, interacting consistently with friends and family via some form of video, etc.

VIRTUAL REALITY

- 90% likelihood of occurrence was heavily attributed to need for escape from real life and resulting in increase time spent playing games
- Entertainment industry seen as largest influencer
- Caucasians seen as highest probability ethnic group to integrate into their lives
- Predicted to impact upper-middle income more than others
- 72% likelihood will occur over next 10 years
- Highest probability of occurrence in Northeast

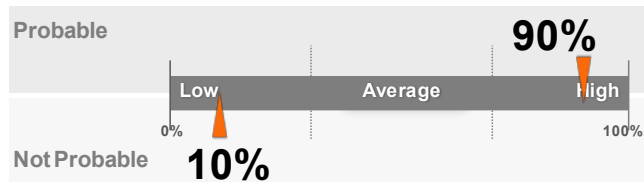
Will people increasingly integrate augmented reality and virtual reality into their lives?

90%
likelihood

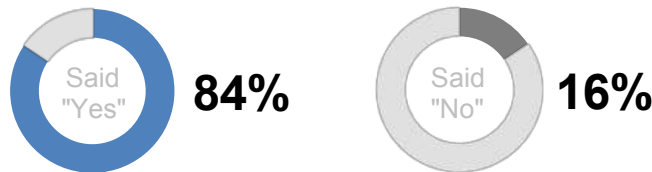
In the future, will people increasingly integrate augmented reality and virtual reality into their lives?

Results Breakout

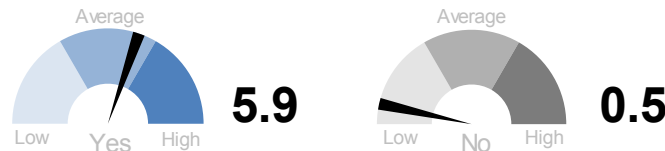
Likelihood
% Probability



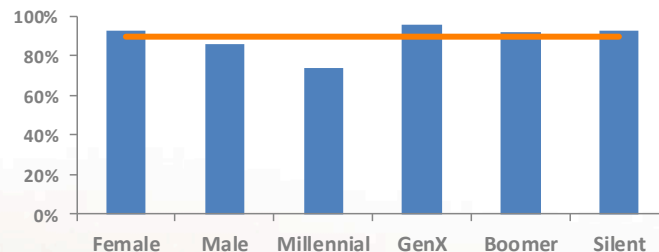
% of People
Response Mix



Strength Meter
How strongly respondents felt about their answers



Segment Breakout
How likely each segment felt the outcome would be



Commentary

Keywords - YES

1) technology	23%	3) reality	14%
2) new	16%	4) trend	9%

"The world is becoming more and more technology based so it would make sense that this reality become the true reality"

"New technology sometimes takes a while to be mainstream but if it's a good way of communication it will eventually takeoff."

"Look at how many people stare at their phones all the time now. VR will really give them that escape."

"Technology is constantly advancing and I do not seeing it stop with future generations"

Keywords - NO

1) live	19%	3) world	13%
2) real	19%	4) afford	13%

"Its too confusing for most people\le"

"They are not going to let something take over their lives"

"just a fad, reality is so much better that virtual"

"People will not be able to afford it."

MOST LIKELY REASON

Assuming this trend of people increasingly integrating augmented reality and virtual reality into their lives actually does happen....

Which of the following is the most likely reason why people will increasingly integrate augmented and virtual reality into their lives?

Why will trend happen?	Likelihood Score	% of Traders	Strength
People will be looking for more escapes from real life	31%	44%	6.1
People will be required to use it by their employer/workplace	10%	8%	1.9
People will desire closer social connections to others not in the same physical location	7%	5%	0.7
People will desire closer work connections to others not in the same physical location	7%	4%	0.9
People will desire virtual experiences that they could not normally afford in real life	7%	10%	1.2
People will desire virtual experiences that they could not physically do in real life	6%	11%	1.0
Shopping will require it (homes, automobiles, goods, services, etc.)	14%	8%	2.0
Technological advances will continually redefine what is considered a community	4%	5%	0.4
Technological advances will continue to blur the lines of what is considered reality	9%	8%	1.3
This will allow people to declutter/have fewer physical things	3%	1%	0.2
Other	3%	3%	0.2



MOST LIKELY RESULT

Assuming this trend of people increasingly integrating augmented reality and virtual reality into their lives actually does happen....

Which of these will be the most likely result of increased integration of augmented and virtual reality into people's lives?

What will be result of trend happening?	Likelihood Score	% of Traders	Strength
A decrease in business travel	13%	6%	1.8
A decrease in demand for real estate agents to show property	11%	9%	1.4
A decrease in travel for leisure	6%	7%	0.7
An increase in participation in virtual communities and gatherings	6%	10%	0.9
An increase in time spent playing games	32%	49%	6.7
Fewer showrooms for products and services	8%	6%	1.0
home	9%	0%	0.0
Less space needed for recreation in the home	6%	5%	0.7
Lower occupancy in office buildings	4%	2%	0.2
Smaller retail spaces	6%	6%	0.9
Other	8%	9%	1.2

MOST LIKELY TYPE

Assuming this trend of people increasingly integrating augmented reality and virtual reality into their lives actually does happen....

What type of "virtual reality" will be most common?

What will be most common type?	Likelihood Score	% of Traders	Strength
Virtual collaborative work environments	4%	4%	1.0
Virtual communities	2%	2%	0.2
Virtual dating	5%	4%	0.8
Virtual event attendance	2%	1%	0.1
Virtual family interactions	4%	4%	0.7
Virtual medical diagnostics and treatment	11%	12%	2.1
Virtual product sampling	2%	4%	0.3
Virtual real estate tours	2%	2%	0.2
Virtual reality games	43%	52%	10.0
Virtual socializing	7%	7%	1.7
Virtual test drives	5%	5%	0.9
Virtual travel	9%	8%	1.4
Other	3%	3%	0.4

MOST LIKELY TO INFLUENCE

Assuming this trend of people increasingly integrating augmented reality and virtual reality into their lives actually does happen....

Who will be most likely to influence increased integration of augmented and virtual reality into people's lives?

Who will most likely influence?	Likelihood Score	% of Traders	Strength
Auto manufacturers	7%	3%	0.8
Business owners (employers)	5%	4%	0.4
Coworkers	4%	3%	0.2
Friends	8%	9%	1.0
Home builders	6%	2%	0.4
Immediate family members	9%	9%	1.1
Medical professionals	5%	5%	0.5
Product providers/marketers	8%	13%	1.3
Real estate agents/professionals	5%	4%	0.5
The entertainment industry	31%	47%	5.8
The government	5%	2%	0.4
Travel industry	4%	3%	0.3
Other	3%	3%	0.2

MOST LIKELY ETHNICITY AND INCOME

Assuming this trend of people increasingly integrating augmented reality and virtual reality into their lives actually does happen....

Which ethnic group will be most likely to increasingly integrate augmented and virtual reality into their lives?

Who will most likely participate (ethnic)?	Likelihood Score	% of Traders	Strength
African American	9%	6%	0.4
Asian	10%	7%	0.6
Caucasian	65%	80%	7.6
Hispanic	8%	4%	0.4
Other	8%	5%	0.2

Assuming this trend of people increasingly integrating augmented reality and virtual reality into their lives actually does happen....









Who will be most likely to increasingly integrate augmented and virtual reality into their lives?

Who will most likely participate (income)?	Likelihood Score	% of Traders	Strength
Lower income (bottom 25%)	17%	12%	0.9
Lower-middle income (26% to 50%)	17%	24%	1.1
Upper-middle income (51% to 75%)	47%	56%	4.2
Upper income (76% to 100%)	18%	11%	1.1

MOST LIKELY GEOGRAPHY AND TIMEFRAME













Assuming this trend of people increasingly integrating augmented reality and virtual reality into their lives actually does happen....

In what region of the country will people increasingly integrate augmented and virtual reality into their lives be most likely to happen?

Where will it be most common?	Likelihood Score	% of Traders	Strength
Midwest	 15%	 9%	0.5
Northeast	 32%	 38%	2.0
South	 16%	 10%	0.6
West	 37%	 50%	2.7

Assuming this trend of people increasingly integrating augmented reality and virtual reality into their lives actually does happen....

When (how many years from now) will people increasingly integrating augmented and virtual reality into their lives start to be common?

When will trend be common?	Likelihood Score	% of Traders	Strength
0 to 5 years	 52%	 58%	8.1
6 to 10 years	 20%	 28%	2.8
11 to 20 years	 14%	 13%	1.9
21 to 30 years	 5%	 2%	0.2
31 to 50 years	 5%	 1%	0.2
51 + years	 4%	 1%	0.0

Internet of Things

The “internet of things” means the network of physical devices, vehicles, buildings and other items that are embedded with electronics, software, sensors, actuators, and network connectivity that enable these objects to collect and exchange data.

INTERNET OF THINGS

- 87% likelihood of occurrence driven by increase proliferation of devices and desire for convenience by consumers
- This trend will result in increase demand for security products/services
- Person to home devices will be the most common
- Caucasians seen as highest probability ethnic group to fully embrace
- Predicted to impact middle to upper income more than others
- 71% likelihood will occur within 10 years
- Highest probability of occurrence in Northeast

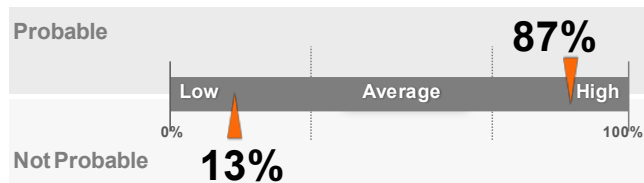
Will people fully embrace the "internet of things"?

87%
likelihood

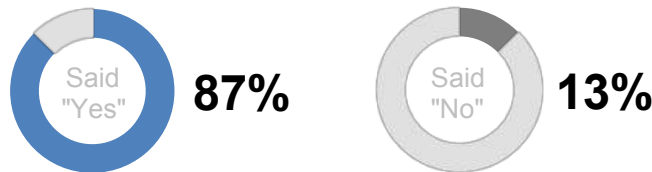
In the future, will people fully embrace the "internet of things"?

Results Breakout

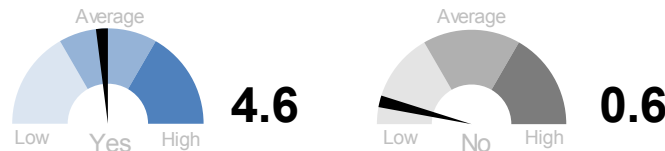
Likelihood
% Probability



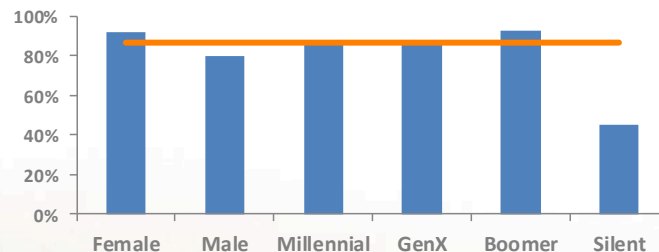
% of People
Response Mix



Strength Meter
How strongly respondents felt about their answers



Segment Breakout
How likely each segment felt the outcome would be



Commentary

Keywords - YES

1) internet	14%	3) choice	13%
2) technology	13%	4) thing	13%

"There will be no choice but to accept it. For example, cash, as a currency, will most likely not even exist in 10 years. Everything

"Because they will have grown up with these items and will be used to them"

"It makes the way we live more efficient."

"Because it will be more difficult to find things that are not part of the internet of things"

Keywords - NO

1) thing	15%	3) issue	10%
2) want	15%	4) security	10%

"Security issues are too scary."

"Fears of personal info being compromised; fear of having companies or "government" know everything about them

"Privacy issues are important to everyone"

"To many things can and will go wrong"

MOST LIKELY REASON

Assuming this trend towards fully embracing the "internet of things" actually does happen... Which of the following is the most likely reason why people will fully embrace the "internet of things"?

Why will trend happen?	Likelihood Score	% of Traders	Strength
People will desire an increased ability to monitor and control their home and work environments (e.g. climate, security, energy usage)	24%	37%	5.1
The business world will demand greater connectivity of its workforce	13%	12%	2.1
The medical community will use connectivity to make medical care more efficient and less expensive	12%	9%	1.7
The price of connected products will be affordable	11%	13%	1.7
There will be more devices on the market that seamlessly connect the home, person, vehicle, business, medical providers and government	35%	31%	5.6
Other	6%	6%	0.8

MOST LIKELY RESULT

Assuming this trend towards fully embracing the "internet of things" actually does happen...
Which of these will be the most likely result of people fully embracing the "internet of things"?

What will be result of trend happening?	Likelihood Score	% of Traders	Strength
People will experience information overload and will want be able to get "off the grid".	16%	10%	2.2
There will be a rise in the need for personal/home IT specialists	9%	10%	1.0
There will be an increase in demand for privacy/security products and services	27%	31%	4.6
There will be an increase in demand for training to integrate connected devices	9%	9%	1.1
There will be an increase in diagnostic information available and an increase in demand for outside interpretation of that information	11%	10%	1.7
There will be more "smart"/connected homes on the market	19%	27%	3.4
Other	9%	7%	1.2

MOST LIKELY TYPE

Assuming this trend towards fully embracing the "internet of things" actually does happen...
 What type of connected devices will be most common?

What will be most common type?	Likelihood Score	% of Traders	Strength
Person to business (product and service providers)	10%	8%	1.4
Person to employer	7%	5%	1.0
Person to government	10%	4%	1.2
Person to home (including the devices and appliances within the home)	46%	62%	10.0
Person to medical community (healthcare providers and medical records)	11%	13%	1.9
Person to vehicle	11%	8%	1.8
Other	5%	5%	0.6

MOST LIKELY TO INFLUENCE

Assuming this trend towards fully embracing the "internet of things" actually does happen....
Who will be most likely to influence people to fully embrace the "internet of things"?

Who will most likely influence?	Likelihood Score	% of Traders	Strength
Auto manufacturers	6%	3%	0.6
Employers	11%	10%	1.4
Family members	5%	4%	0.5
Friends	6%	8%	0.8
Home builders/rehabbers/developers	5%	7%	0.5
Product and service providers	39%	50%	7.0
Real estate professionals	4%	2%	0.3
The government	7%	8%	1.3
The medical community	10%	6%	1.4
Other	8%	8%	1.1

MOST LIKELY ETHNICITY AND INCOME

Assuming this trend towards fully embracing the "internet of things" actually does happen...
Which ethnic group will be most likely to fully embrace the "internet of things"?









Who will most likely participate (ethnic)?	Likelihood Score	% of Traders	Strength
African American	11%	3%	0.6
Asian	10%	10%	0.7
Caucasian	62%	80%	7.3
Hispanic	7%	4%	0.2
Other	9%	7%	0.5

Assuming this trend towards fully embracing the "internet of things" actually does happen...
Who will be most likely to fully embrace the "internet of things"?













Who will most likely participate (income)?	Likelihood Score	% of Traders	Strength
Lower income (bottom 25%)	17%	14%	1.0
Lower-middle income (26% to 50%)	13%	13%	0.7
Upper-middle income (51% to 75%)	52%	60%	4.5
Upper income (76% to 100%)	17%	18%	1.1

MOST LIKELY GEOGRAPHY AND TIMEFRAME

Assuming this trend towards fully embracing the "internet of things" actually does happen...
In what region of the country will the full embrace of the "internet of things" most likely happen?

Where will it be most common?	Likelihood Score	% of Traders	Strength
Midwest	 13%	 6%	0.2
Northeast	 46%	 54%	3.5
South	 16%	 12%	0.5
West	 26%	 33%	1.7

Assuming this trend towards fully embracing the "internet of things" actually does happen...
When (how many years from now) will it be common for people to fully embrace the "internet of things"?

When will trend be common?	Likelihood Score	% of Traders	Strength
0 to 5 years	 52%	 54%	7.2
6 to 10 years	 19%	 27%	2.6
11 to 20 years	 10%	 11%	1.1
21 to 30 years	 7%	 4%	0.4
31 to 50 years	 5%	 1%	0.0
51 + years	 7%	 4%	0.5

Artificial Intelligence

Artificial intelligence means increasingly-effective versions of things like Roomba, Siri, Nest, music/movie recommendations, automated customer service support bots, Google driverless cars, etc.

ARTIFICIAL INTELLIGENCE

- 86% likelihood of occurrence was heavily driven by potential conveniences yet would likely result in fewer customer service jobs
- Family members, home appliance and auto were seen as most likely influencers
- Transportation, environment/climate control and customer service are most likely areas
- Caucasians seen as highest probability ethnic group to rely on Artificial Intelligence
- Predicted to impact middle to upper income more than others
- Strong likelihood will occur over next 20 years
- Highest probability of occurrence in Northeast

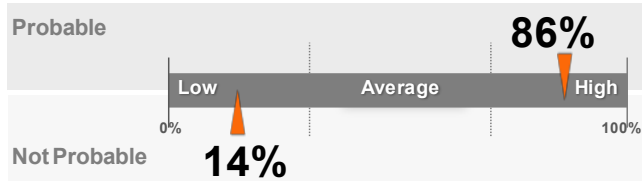
Will people rely heavily on "artificial intelligence"?

86%
likelihood

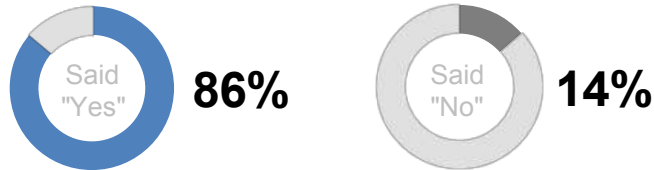
In the future, will people rely heavily on "artificial intelligence"?

Results Breakout

Likelihood
% Probability

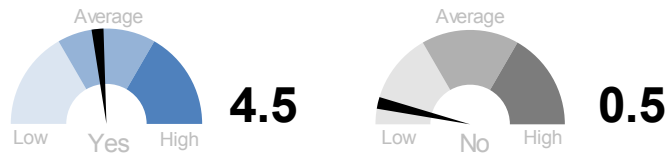


% of People
Response Mix



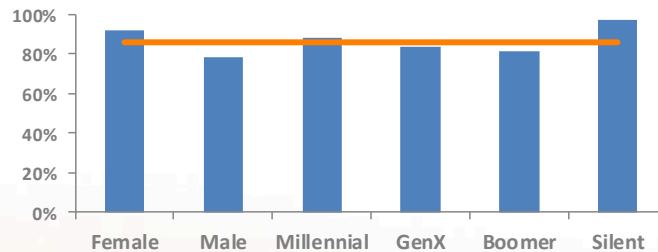
Strength Meter

How strongly respondents felt about their answers



Segment Breakout

How likely each segment felt the outcome would be



Commentary

Keywords - YES

1) easy	16%	3) technology	12%
2) life	13%	4) already	12%

"It makes life easier and frees up more time for them to do other activities."

"Technology is developing very quickly"

"increasingly-effective versions of things"

"We will want more mundane tasks done by machine than by human hands."

Keywords - NO

1) still	25%	3) little	13%
2) ai	19%	4) may	13%

"It is too early to accept AI as a viable form of usage or convenience"

"People want to make up their own minds"

"if this happens it will be in far away future"

"still a little early for some older generations to accept AI"

MOST LIKELY REASON

Assuming this trend of people relying heavily on "artificial intelligence" actually does happen... Which of the following is the most likely reason why people will rely heavily on "artificial intelligence"?

Why will trend happen?	Likelihood Score	% of Traders	Strength
To eliminate human error	7%	9%	0.8
To ensure they get exactly what they need when they need it	6%	6%	0.5
To lower stress	5%	4%	0.3
To make life easier	55%	59%	10.0
To save money	7%	6%	0.6
To save time	15%	17%	2.3
Other	5%	3%	0.3

























MOST LIKELY RESULT

Assuming this trend of people relying heavily on "artificial intelligence" actually does happen.... Which of these will be the most likely result of people heavily relying on "artificial intelligence"?

What will be result of trend happening?	Likelihood Score	% of Traders	Strength
A decrease in customer service jobs	22%	30%	3.4
A frustration with outdated Artificial Intelligence (a.k.a. "gadget envy")	8%	11%	0.7
An increase in deliberately waiting for new upgrades before purchasing new products and services	10%	8%	1.2
An increase in hardware and software development jobs	12%	15%	1.7
Home appliance decisions will become based on how intelligent the products are	11%	9%	1.2
Home-buying and renting decisions will become based on what amount, quality and upgradability of artificial intelligence is included	10%	9%	1.2
Homes becoming equipped to accommodate artificial intelligence	16%	14%	2.1
Other	11%	11%	1.6

MOST LIKELY TYPE

Assuming this trend of people relying heavily on "artificial intelligence" actually does happen...
 What type of "artificial intelligence" will be most common?

What will be most common type?	Likelihood Score	% of Traders	Strength
Cleaning		9% 	11% 
Companionship		8% 	6% 
Customer service		16% 	21% 
Environment/climate control		24% 	31% 
Lawn care		5% 	3% 
Recommendation engines		7% 	8% 
Transportation		25% 	21% 
Other		7% 	7% 

MOST LIKELY TO INFLUENCE

Assuming this trend of people relying heavily on "artificial intelligence" actually does happen...
Who will be most likely to influence the heavy reliance on "artificial intelligence"?

Who will most likely influence?	Likelihood Score	% of Traders	Strength
Auto industry	15%	17%	1.7
Family members	27%	30%	4.2
Friends	8%	6%	0.5
Home appliance industry	22%	29%	3.1
Lawn/outside care industry	6%	3%	0.1
Real estate/developer industry	8%	6%	0.5
Other	14%	16%	1.7

MOST LIKELY ETHNICITY AND INCOME

Assuming this trend of people relying heavily on "artificial intelligence" actually does happen....
Which ethnic group will be most likely to rely heavily on "artificial intelligence"?

Who will most likely participate (ethnic)?	Likelihood Score	% of Traders	Strength
African American	7%	3%	0.3
Asian	10%	10%	0.9
Caucasian	68%	82%	8.7
Hispanic	6%	2%	0.2
Other	9%	6%	0.7

Assuming this trend of people relying heavily on "artificial intelligence" actually does happen....
Who will be most likely to rely heavily on "artificial intelligence"?

Who will most likely participate (income)?	Likelihood Score	% of Traders	Strength
Lower income (bottom 25%)	17%	9%	1.0
Lower-middle income (26% to 50%)	14%	13%	0.7
Upper-middle income (51% to 75%)	42%	55%	3.4
Upper income (76% to 100%)	27%	26%	2.0

MOST LIKELY GEOGRAPHY AND TIMEFRAME

Assuming this trend of people relying heavily on "artificial intelligence" actually does happen....
In what region of the country will a heavy reliance on "Artificial intelligence" be most likely to happen?

Where will it be most common?	Likelihood Score	% of Traders	Strength
Midwest	12%	7%	0.3
Northeast	48%	62%	4.0
South	17%	11%	0.9
West	23%	25%	1.7

Assuming this trend of people relying heavily on "artificial intelligence" actually does happen....
When (how many years from now) will it start to be common for people to rely heavily on "artificial intelligence"?

When will trend be common?	Likelihood Score	% of Traders	Strength
0 to 5 years	29%	37%	3.8
6 to 10 years	26%	34%	3.2
11 to 20 years	24%	20%	2.5
21 to 30 years	7%	3%	0.2
31 to 50 years	7%	5%	0.2
51+ years	7%	3%	0.3

Minimalist Lifestyle

A minimalist lifestyle means keeping life simple by doing things such as renting instead of owning, sharing living spaces or cars, owning smaller/tiny/modular/mobile homes, having fewer children or none at all, etc.

MINIMALIST LIFESTYLE

- 82% likelihood of occurrence primarily caused by economic conditions
- The minimalist lifestyle will most likely result in increased housing options, reduced family sizes and more environmentally friendly living
- Couples w/o children and single adults will lead trend
- Caucasians seen as highest probability ethnic group to live a minimalist lifestyle
- 74% likely that middle to lower income rely on minimalist lifestyle
- 80% likely trend will occur over next 20 years
- Strong likelihood in all geographic regions except the Midwest

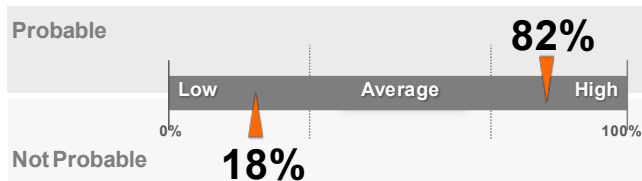
Will people be living a more "minimalist" lifestyle?

82%
likelihood

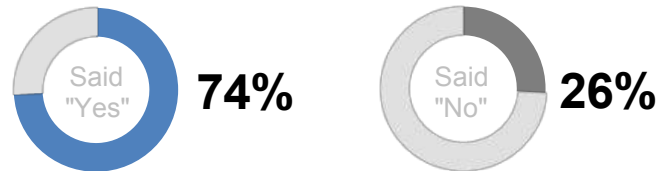
In the future, will people be living a more "minimalist" lifestyle?

Results Breakout

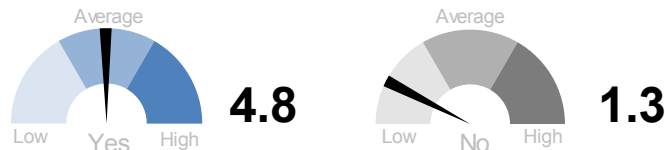
Likelihood
% Probability



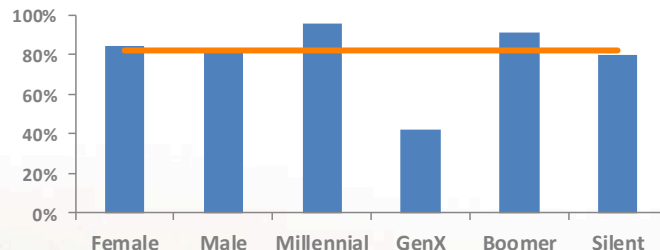
% of People
Response Mix



Strength Meter
How strongly respondents felt about their answers



Segment Breakout
How likely each segment felt the outcome would be



Commentary

Keywords - YES

1) price	27%	3) less	11%
2) living	13%	4) economy	10%

"Rising cost of living will force people towards a simpler lifestyle."

"No choice when in debt and/or not having a high paying job."

"People will focus more on having good experiences instead of possessions"

"Because they will feel like it is the right thing to do."

Keywords - NO

1) want	24%	3) thing	11%
2) like	17%	4) possessions	9%

"In America it is most peoples mentality to have the bigger and better and more"

"It's a fad that a few will adopt, but people are still generally materialistic and like luxury and owning nice things."

"People want to move forward and improve their lives. Minimalist seems to signify stagnation."

"We are still on the road to over consumption"

MOST LIKELY REASON

Assuming this trend towards living a more "minimalist" lifestyle actually does happen....
Which of the following is the most likely reason why people will be living a more "minimalist" lifestyle?

Why will trend happen?	Likelihood Score	% of Traders	Strength
They will care about the future of the environment	21%	13%	3.8
They will desire a simpler life than previous generations had	5%	6%	0.8
They will want to lower the level of responsibility they have	9%	7%	1.7
This will be all that they can afford	34%	44%	8.8
This will enable them to spend more on experiences instead of possessions	14%	19%	3.6
This will provide greater financial security	10%	14%	2.0
This will provide more flexibility to move to different places	4%	4%	0.9
Other	3%	1%	0.5

MOST LIKELY RESULT

Assuming this trend towards living a more "minimalist" lifestyle actually does happen...
Which of these will be the most likely result of people living a more "minimalist" lifestyle?

What will be result of trend happening?	Likelihood Score	% of Traders	Strength
An increase in environmentally-friendly housing options	19%	17%	3.4
An increase in options for shared living spaces	13%	12%	1.8
An increase in shared transportation options	10%	8%	1.3
An increase in the amount of flexible housing options (mobile homes, modular homes, etc.)	32%	41%	5.9
Changes in land use, zoning, and insurance regulations	8%	8%	0.8
Less need for real estate agents and related services	9%	6%	1.2
Other	9%	12%	1.4

MOST LIKELY TYPE

Assuming this trend towards living a more "minimalist" lifestyle actually does happen....
 What type of "minimalist lifestyle " will be most common?

What will be most common type?	Likelihood Score	% of Traders	Strength
Environmentally-friendly living	19%	15%	3.2
Having fewer children than parents did	21%	25%	4.0
Having no children	8%	6%	1.3
Owning a mobile home	6%	3%	0.6
Owning a modular home	5%	5%	0.7
Owning a tiny home	9%	14%	1.8
Renting instead of owning a home/living space	14%	21%	3.3
Sharing a car	7%	7%	1.2
Sharing a home/living space	10%	9%	1.6
Other	4%	2%	0.3

MOST LIKELY TO INFLUENCE

Assuming this trend towards living a more "minimalist" lifestyle actually does happen...
Who will be most likely to influence the living of a "minimalist" lifestyle?

Who will most likely influence?	Likelihood Score	% of Traders	Strength
Child(ren)	10%	6%	0.7
Couples with no children	33%	47%	5.9
Parents	18%	14%	2.6
Single adults	29%	32%	4.6
Other	10%	5%	0.9

MOST LIKELY ETHNICITY AND INCOME

Assuming this trend towards living a more "minimalist" lifestyle actually does happen....
Which ethnic group will be most likely to live a "minimalist" lifestyle?

Who will most likely participate (ethnic)?	Likelihood Score	% of Traders	Strength
African American	10%	7%	0.7
Asian	7%	3%	0.1
Caucasian	63%	77%	7.5
Hispanic	12%	6%	0.8
Other	8%	7%	0.5

Assuming this trend towards living a more "minimalist" lifestyle actually does happen....
Who will be most likely to live a "minimalist" lifestyle?

Who will most likely participate (income)?	Likelihood Score	% of Traders	Strength
Lower income (bottom 25%)	26%	20%	1.8
Lower-middle income (26% to 50%)	49%	65%	4.5
Upper-middle income (51% to 75%)	18%	17%	1.3
Upper income (76% to 100%)	8%	2%	0.1

MOST LIKELY GEOGRAPHY AND TIMEFRAME

Assuming this trend towards living a more "minimalist" lifestyle actually does happen....
In what region of the country will people living a "minimalist" lifestyle most likely happen?

Where will it be most common?	Likelihood Score	% of Traders	Strength
Midwest	12%	11%	0.8
Northeast	30%	35%	2.6
South	22%	15%	1.5
West	35%	45%	3.5

Assuming this trend towards living a more "minimalist" lifestyle actually does happen....
When (how many years from now) will people living a "minimalist" lifestyle start to be common?

When will trend be common?	Likelihood Score	% of Traders	Strength
0 to 5 years	42%	52%	5.2
6 to 10 years	23%	28%	2.5
11 to 20 years	14%	12%	1.2
21 to 30 years	8%	5%	0.3
31 to 50 years	7%	2%	0.2
51 + years	7%	2%	0.2

Multi-generational Living

Multi-generational living means that grandparents, parents, and children live together or in close proximity to one another.

MULTI-GENERATIONAL LIVING

- 80% likelihood of occurrence driven by increased housing costs and depleted savings
- Will result in more multigenerational housing units and architects/city planners development or more affordable units
- Children and parents were seen as most likely influencers
- Multiple generations living under single roof was seen as most likely arrangement
- Hispanics seen as highest probability ethnic group to live in multi-generational setting
- 76% likelihood to impact middle to upper income more than others
- 40% likelihood will occur over next 5 years
- Slightly strong probability of occurrence in Northeast

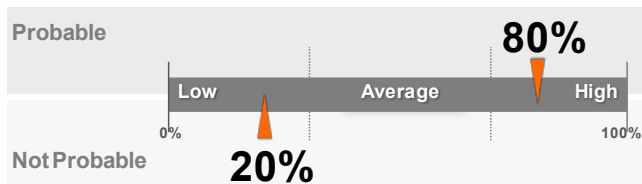
Will people gravitate toward multi-generational living?

80%
likelihood

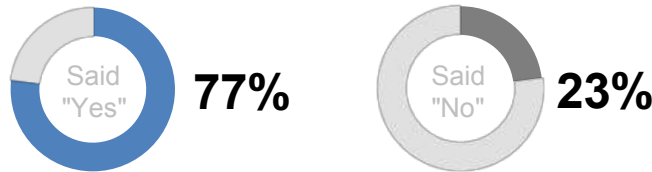
In the future, will people gravitate toward multi-generational living?

Results Breakout

Likelihood
% Probability

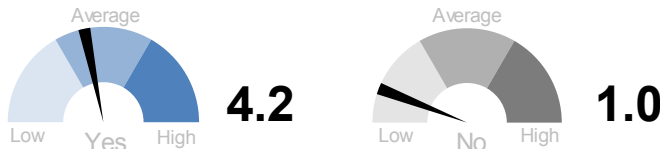


% of People
Response Mix



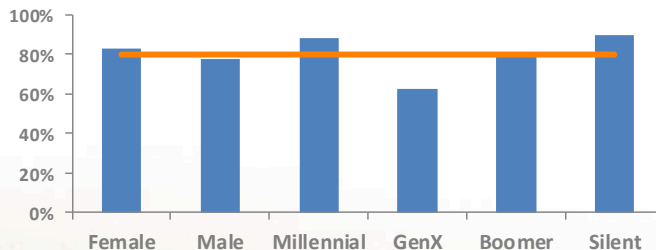
Strength Meter

How strongly respondents felt about their answers



Segment Breakout

How likely each segment felt the outcome would be



Commentary

Keywords - YES

1) price	28%	3) family	12%
2) living	13%	4) economy	9%

"younger people can't afford living on their own and older people can't afford assisted living homes"

"Parents living longer and children having college debt"

"Baby Boomers will need to be taken care of by their children if they cannot afford going to a home."

"Yes because everyone wants to be near each other in case help is needed"

Keywords - NO

1) family	14%	3) independence	14%
2) live	14%	4) other	11%

"Every generation wants to live independent of other generations."

"People don't value family and community nearly as much as they used to."

"people moving for employment or other reasons"

"It is very hard on you emotionally to live with relatives."

MOST LIKELY REASON

Assuming this trend towards multi-generational living actually does happen...
Which of the following is the most likely reason multi-generational living will happen?

Why will trend happen?	Likelihood Score	% of Traders	Strength
Increasing costs of education (and higher levels of student debt) will make it necessary	10%	8%	2.4
Increasing healthcare costs will make it necessary	6%	5%	1.0
Increasing housing costs will make it necessary	25%	27%	5.7
In-home care/assisted living for the elderly/disabled will be too expensive	7%	9%	1.5
It will provide greater financial security	9%	11%	1.7
People will be taking on the role of caregiver for another family member	9%	15%	2.2
People will be underemployed	8%	8%	1.7
People will have insufficient savings	10%	10%	2.1
People will value having stronger family bonds created by spending more time together	9%	8%	1.5
This will allow people to follow their passions and pursue personal fulfillment	7%	4%	1.1
Other	2%	3%	0.3



MOST LIKELY RESULT

Assuming this trend towards multi-generational living actually does happen....
Which of these will be the most likely result of people gravitating toward multi-generational living?

What will be result of trend happening?	Likelihood Score	% of Traders	Strength
Architects/city planners will develop affordable multi-generational options	21%	14%	3.7
More multigenerational housing units with more flexible floor plans/living spaces will be created	24%	37%	5.6
Rural areas will grow/become more urbanized	9%	9%	1.3
There will be a migration to urban settings	12%	12%	1.8
There will be a migration toward warmer, retirement-focused areas	8%	11%	1.4
There will be many changes in regulations related to land use, zoning, and development	16%	8%	2.2
Other	9%	12%	1.3
















MOST LIKELY TYPE

Assuming this trend towards multi-generational living actually does happen....
 What type of multi-generational living arrangement will be most common?

What will be most common type?	Likelihood Score	% of Traders	Strength
All living together in a single family home	48%	61%	10.0
Different generations living in separate units within the same building	18%	19%	3.3
Different generations living separately within driving distance in the same town or city	16%	10%	1.9
Different generations living separately within walking distance in the same neighborhood	13%	15%	1.7
Other	5%	3%	0.2
















MOST LIKELY TO INFLUENCE

Assuming this trend towards multi-generational living actually does happen....
Who will be most likely to influence multiple generations to live together in close proximity?













Who will most likely influence?	Likelihood Score	% of Traders	Strength	
Children		36% 	41% 	4.9
Grandchildren		12% 	7% 	0.7
Grandparents		18% 	20% 	2.3
Parents		25% 	29% 	2.8
Other		10% 	6% 	0.4

MOST LIKELY ETHNICITY AND INCOME

Assuming this trend towards multi-generational living actually does happen....
Which ethnic group will be most likely to live in a multi-generational setting?













Who will most likely participate (ethnic)?	Likelihood Score	% of Traders	Strength
African American	 13%	 10%	 1.1
Asian	 13%	 12%	 1.1
Caucasian	 24%	 29%	 2.5
Hispanic	 42%	 46%	 4.7
Other	 9%	 8%	 0.5

Assuming this trend towards multi-generational living actually does happen....
Who will be most likely to live in a multi-generational setting?



















Who will most likely participate (income)?	Likelihood Score	% of Traders	Strength
Lower income (bottom 25%)	 41%	 49%	 3.5
Lower-middle income (26% to 50%)	 36%	 39%	 2.9
Upper-middle income (51% to 75%)	 13%	 10%	 0.6
Upper income (76% to 100%)	 11%	 9%	 0.5

MOST LIKELY GEOGRAPHY AND TIMEFRAME

Assuming this trend towards multi-generational living actually does happen....
 In what region of the country will multi-generational living be most likely to happen?

Where will it be most common?	Likelihood Score	% of Traders	Strength
Midwest	 21%	 17%	 1.0
Northeast	 31%	 36%	 2.0
South	 25%	 31%	 1.4
West	 22%	 21%	 1.2

Assuming this trend towards multi-generational living actually does happen....
 When (how many years from now) will multi-generational living start to be common?

When will trend be common?	Likelihood Score	% of Traders	Strength
0 to 5 years	 40%	 46%	 4.9
6 to 10 years	 19%	 26%	 1.8
11 to 20 years	 18%	 21%	 1.9
21 to 30 years	 9%	 6%	 0.4
31 to 50 years	 7%	 2%	 0.1
51 + years	 7%	 3%	 0.1

Nontraditional Working Environment

Nontraditional working environment means a job environment that is virtual, transient, or otherwise not in a traditional workplace location under a single, consistent employer.

NONTRADITIONAL WORKING ENVIRONMENT

- 80% likelihood of occurrence was heavily driven by technology advances and result in reduced office space needs
- Home offices seen as most likely type of nontraditional working environment and most likely influenced by employees
- Caucasians seen as highest probability ethnic group
- Upper middle income predicted as most likely group to participate
- 79% likelihood will occur over next 20 years
- Highest probability of occurrence in Northeast

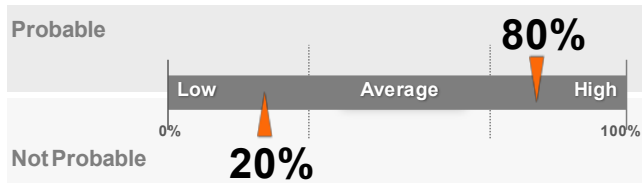
Will people likely be working in a nontraditional working environment?

80%
likelihood

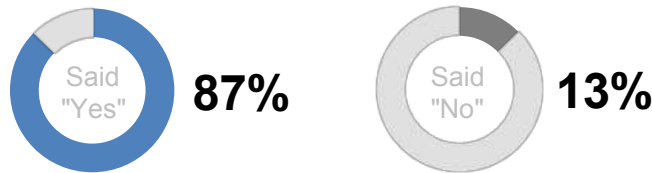
In the future, will people likely be working in a nontraditional working environment?

Results Breakout

Likelihood
% Probability

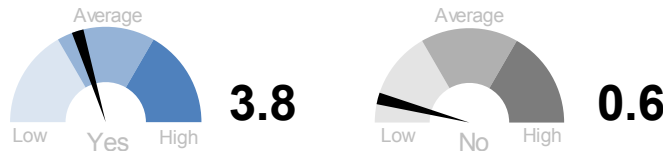


% of People
Response Mix



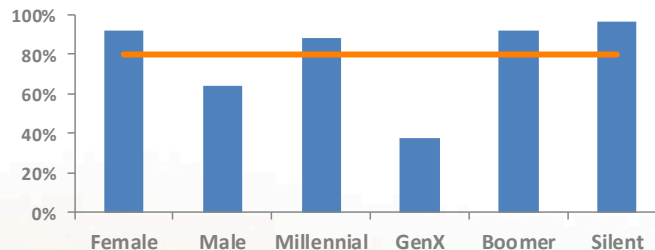
Strength Meter

How strongly respondents felt about their answers



Segment Breakout

How likely each segment felt the outcome would be



Commentary

Keywords - YES

1) work	22%	3) home	15%
2) technology	16%	4) already	9%

"Due to technological advances"

"The need for flexibility"

"more cost effective for both employees and employers"

"This is a convenient way to work, and one does not need transportation every day to do the job."

Keywords - NO

1) work	19%	3) way	13%
2) still	13%	4) need	13%

"still a lot of things need done in the traditional way"

"Because how could a doctor work from home? How can a teacher teach to public school students from home."

"No, because too few of them will be actually working."

"employer wants to watch you and needs you on their site"

MOST LIKELY REASON

Assuming this trend of people working in a nontraditional working environment actually does happen....

Which of the following is the most likely reason why nontraditional working environments will be more common?

Why will trend happen?	Likelihood Score	% of Traders	Strength
A large percentage of the work required can be done from anywhere with a phone and a laptop	40%	48%	7.1
Employees will demand freedom and flexibility that traditional business cannot provide	15%	12%	1.9
Entrepreneurism will be more attractive than working for someone else	7%	7%	0.8
New companies like UBER will pop up that require a large, flexible workforce	9%	11%	1.2
People will create their own job opportunities	14%	10%	1.7
Traditional companies will be cutting overhead costs	10%	14%	1.3
Other	5%	4%	0.3

MOST LIKELY RESULT

Assuming this trend of people working in a nontraditional working environment actually does happen....

Which of these will be the most likely result of people working in nontraditional working environments?

What will be result of trend happening?	Likelihood Score	% of Traders	Strength
Companies will hire more freelance workers/contractors	20%	18%	2.6
Companies will reduce the size of their office spaces	35%	40%	5.8
Home offices will become more common	26%	35%	4.0
Shared office spaces and equipment will be available for short-term rental leases	11%	10%	0.9
Other	8%	3%	0.4

MOST LIKELY TYPE

Assuming this trend of people working in a nontraditional working environment actually does happen....

What type of nontraditional working environments will be most common?

What will be most common type?	Likelihood Score	% of Traders	Strength
Home offices	63%	76%	10.0
Mobile offices	19%	13%	2.7
Shared office spaces	11%	13%	1.4
Other	7%	4%	0.3

MOST LIKELY TO INFLUENCE

Assuming this trend of people working in a nontraditional working environment actually does happen....

Who will be most likely to influence people to be employed in nontraditional working environments?

Who will most likely influence?	Likelihood Score	% of Traders	Strength
Employees	49%	55%	6.5
Employers	35%	39%	4.5
Other	16%	8%	0.8

MOST LIKELY ETHNICITY AND INCOME

Assuming this trend of people working in a nontraditional working environment actually does happen....

Which ethnic group will be most likely to be working in nontraditional working environments?

Who will most likely participate (ethnic)?	Likelihood Score	% of Traders	Strength
African American	10%	5%	0.3
Asian	10%	4%	0.2
Caucasian	57%	83%	5.6
Hispanic	13%	6%	0.6
Other	10%	4%	0.2

Assuming this trend of people working in a nontraditional working environment actually does happen....

Who will be most likely to be working in nontraditional working environments?

Who will most likely participate (income)?	Likelihood Score	% of Traders	Strength
Lower income (bottom 25%)	20%	16%	0.8
Lower-middle income (26% to 50%)	22%	22%	1.0
Upper-middle income (51% to 75%)	46%	58%	3.2
Upper income (76% to 100%)	12%	6%	0.2

MOST LIKELY GEOGRAPHY AND TIMEFRAME

Assuming this trend of people working in a nontraditional working environment actually does happen....

In what region of the country will nontraditional working environments be most likely to happen?

Where will it be most common?	Likelihood Score	% of Traders	Strength
Midwest	13%	11%	0.3
Northeast	48%	61%	3.6
South	17%	12%	0.6
West	22%	20%	1.0

Assuming this trend of people working in a nontraditional working environment actually does happen....

When (how many years from now) will nontraditional working environments start to be common?

When will trend be common?	Likelihood Score	% of Traders	Strength
0 to 5 years	42%	60%	5.0
6 to 10 years	21%	27%	2.3
11 to 20 years	16%	10%	1.4
21 to 30 years	9%	4%	0.3
31 to 50 years	6%	1%	0.0
51 + years	6%	1%	0.0

Physically Part of Community

Physically becoming part of a community means taking steps like joining and participating in clubs and groups, moving to live in more concentrated urban areas, etc.

PHYSICALLY PART OF COMMUNITY

- 75% likelihood of occurrence because of desire to have human interaction with those of shared interests/values and also avoid being alone as aging
- Expected to result in heavier interest in community features over individual home features during relocation decisions
- Suburban areas are predicted to be the most sought
- Friends are seen as the most likely influencers
- Caucasians seen as highest probability ethnic group to seek
- Predicted to impact middle to lower income more than others
- 63% likelihood will occur over next 10 years
- Highest probability of occurrence in Northeast

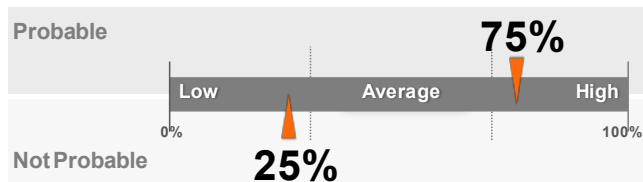
Will people take steps toward physically becoming part of a community?

75%
likelihood

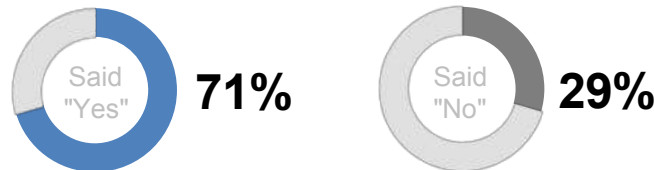
In the future, will people take steps toward physically becoming part of a community?

Results Breakout

Likelihood
% Probability

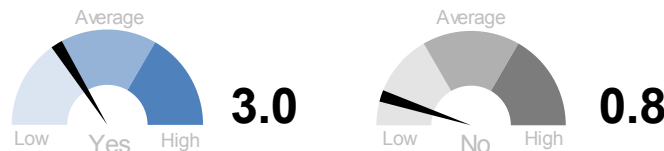


% of People
Response Mix



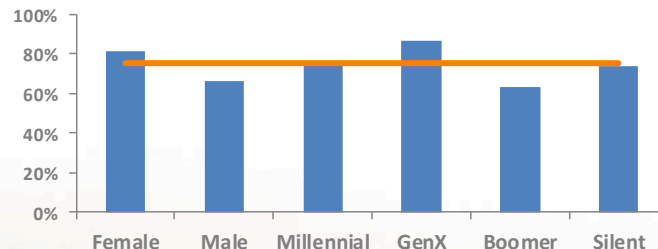
Strength Meter

How strongly respondents felt about their answers



Segment Breakout

How likely each segment felt the outcome would be



Commentary

Keywords - YES

1) want	17%	3) part	10%
2) community	15%	4) like	9%

"Being physically part of a community is essential to a person's feelings of self-worth and happiness."

"People already feel disconnected by technology so I believe there will be a resurgence of face to face interaction"

"Because they want to belong to something>"

"People are wanting to help community and get involved in them"

Keywords - NO

1) want	19%	3) privacy	10%
2) time	13%	4) enough	8%

"People simply do not have the time to join groups"

"People want & need privacy so this simply wont interest enough people"

"Too Busy"

"Because technology will enable them to accomplish things without having human interaction"

MOST LIKELY REASON

Assuming this trend of people taking steps toward physically becoming part of a community actually does happen....

Which of the following is the most likely reason why people will take steps toward physically becoming part of a community?

Why will trend happen?	Likelihood Score	% of Traders	Strength
A desire for a sense of belonging	10%	16%	1.6
A desire for access to convenient transportation options	5%	7%	0.5
A desire for diversity	5%	5%	0.5
A desire for more access to activities	16%	12%	2.7
A desire for the ability to "give back" through acts of service	6%	7%	0.8
A desire to avoid being alone/feeling isolated as they get older	23%	17%	3.2
A desire to meet new people	4%	3%	0.5
A desire to physically interact with other people with shared values and interests	25%	34%	4.8
Other	6%	6%	0.6

MOST LIKELY RESULT

Assuming this trend of people taking steps toward physically becoming part of a community actually does happen....

Which of these will be the most likely result of people taking steps toward physically becoming part of a community?

What will be result of trend happening?	Likelihood Score	% of Traders	Strength
An increase in the number of physical meeting places	3%	3%	0.2
Decisions on where to live based more on the community than the physical home/living space	26%	35%	5.2
Development of communal/socially-focused housing structures	4%	5%	0.6
Emergence of new social clubs	3%	2%	0.2
Higher prices for housing in community-based neighborhoods	6%	5%	0.8
Higher prices for urban housing	4%	2%	0.3
Increased demand for real estate in urban areas	4%	4%	0.5
Increased membership and participation in hobby-based groups and clubs	12%	8%	1.8
Increased membership and participation in philanthropic groups and clubs	2%	0%	0.0
People renting instead of buying	10%	7%	1.4
People utilizing social media platforms to learn about different communities that they could join	6%	6%	0.7
Reurbanization (people moving from suburban to urban areas)	4%	4%	0.3
Revitalization of downtown areas	6%	7%	0.9
Suburban areas making changes to becoming more like urban areas	6%	7%	0.9
Other	4%	4%	0.4

MOST LIKELY TYPE

Assuming this trend of people taking steps toward physically becoming part of a community actually does happen....

What type of communities will become most common for people to physically become part of?

What will be most common type?	Likelihood Score	% of Traders	Strength	
Hobby-based groups/clubs		7%	8%	0.5
Neighborhoods with community centers		14%	19%	1.8
Philanthropic groups/clubs		9%	3%	0.6
Social groups/clubs		10%	15%	1.3
Sports groups/clubs		9%	7%	0.9
Suburban areas with thriving downtowns		34%	38%	5.1
Urban cities		9%	11%	0.9
Other		8%	4%	0.6

MOST LIKELY TO INFLUENCE

Assuming this trend of people taking steps toward physically becoming part of a community actually does happen....

Who will be most likely to influence people to start taking steps to become physically part of a community?

Who will most likely influence?	Likelihood Score	% of Traders	Strength
Family members	16%	21%	1.8
Friends	34%	39%	4.7
Local governments/municipalities	18%	18%	2.1
Real estate professionals	8%	4%	0.4
Social/Philanthropic/Sports/Hobby based clubs	15%	15%	1.5
Other	10%	6%	0.5

MOST LIKELY ETHNICITY AND INCOME

Assuming this trend of people taking steps toward physically becoming part of a community actually does happen....

Which ethnic group will be most likely to take steps toward physically becoming part of a community?

Who will most likely participate (ethnic)?	Likelihood Score	% of Traders	Strength
African American	11%	8%	0.6
Asian	7%	3%	0.1
Caucasian	59%	73%	6.8
Hispanic	15%	13%	1.4
Other	7%	5%	0.2

Assuming this trend of people taking steps toward physically becoming part of a community actually does happen....













Who will be most likely to take steps toward physically becoming part of a community?

Who will most likely participate (income)?	Likelihood Score	% of Traders	Strength
Lower income (bottom 25%)	22%	20%	1.2
Lower-middle income (26% to 50%)	39%	48%	2.9
Upper-middle income (51% to 75%)	28%	29%	1.8
Upper income (76% to 100%)	12%	5%	0.3

MOST LIKELY GEOGRAPHY AND TIMEFRAME



















Assuming this trend of people taking steps toward physically becoming part of a community actually does happen....

In what region of the country will it be most likely for people to take steps to physically become a part of a community?

Where will it be most common?	Likelihood Score	% of Traders	Strength	
Midwest		17% 	12% 	0.7
Northeast		43% 	52% 	3.2
South		20% 	17% 	1.1
West		21% 	21% 	1.2

Assuming this trend of people taking steps toward physically becoming part of a community actually does happen....

When (how many years from now) will people start taking steps toward physically becoming part of a community?

When will trend be common?	Likelihood Score	% of Traders	Strength	
0 to 5 years		39% 	56% 	4.6
6 to 10 years		24% 	27% 	2.5
11 to 20 years		13% 	11% 	0.9
21 to 30 years		8% 	3% 	0.2
31 to 50 years		8% 	2% 	0.2
51 + years		7% 	3% 	0.1

Non-Traditional Life Choices

Nontraditional life choices means things like not going to college, not buying a home, not buying a car, delaying marriage and children, etc., so that they might pursue their passions or an alternative path.

NON-TRADITIONAL LIFE CHOICES

- Only 56% likelihood that this will be a future trend
- Better lives for children and encouraging more freedom of choice were primary reasons why trend will occur
- Likely results include declining home ownership, increased online education with declining college/university enrollment and shortage of full-time skilled workers
- Reduced personal debt and non-traditional education paths are seen as most likely ways parents will encourage children
- Social media is seen as the most likely influencer
- Caucasians seen as highest probability ethnic group
- Trend predicted to impact broadly across all income levels
- 57% likelihood will occur within next 10 years
- Highest probability of occurrence in Northeast and West

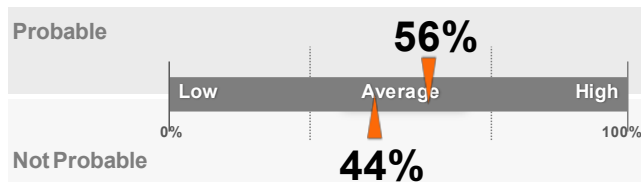
Will people strongly encourage their children to make nontraditional life choices?

56%
likelihood

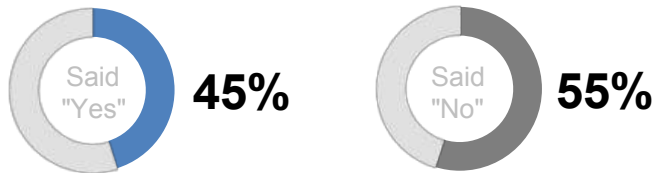
In the future, will people strongly encourage their children to make nontraditional life choices?

Results Breakout

Likelihood
% Probability

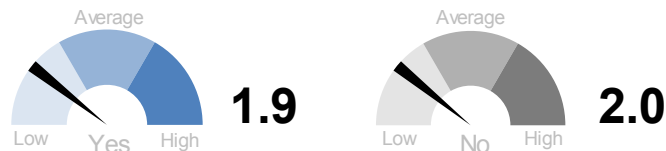


% of People
Response Mix



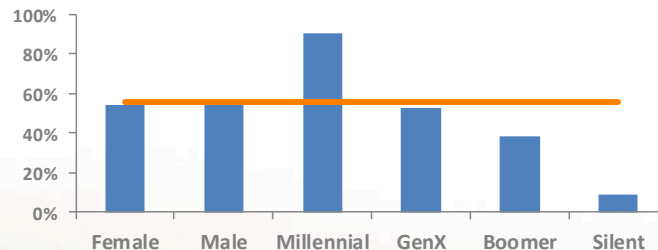
Strength Meter

How strongly respondents felt about their answers



Segment Breakout

How likely each segment felt the outcome would be



Commentary

Keywords - YES

1) college	17%	3) children	13%
2) good/great	13%	4) price	8%

"Dissatisfaction with the current society"

"Stereotypes are falling behind with the passage of time"

"Since the current generation fell short on tradition, they will be encouraging their children to not think traditional."

"They will not be able to help their children financially"

Keywords - NO

1) children	29%	3) traditional	14%
2) want	24%	4) still	11%

"People tend to go with traditional life choices. They way they grew up is what they will want for their children."

"Tried and true traditional choices will continue to be the most satisfying choice for the majority of young people."

"people are mostly oriented by beliefs and what they know as common, so they tend to traditional options"

"they want their children to make good life decisions"

MOST LIKELY REASON

Assuming this trend of people strongly encouraging their children to make nontraditional life choices actually does happen....

Which of the following is the most likely reason why people will strongly encourage their children to make nontraditional life choices?

Why will trend happen?	Likelihood Score	% of Traders	Strength
Being debt-free will be viewed as a necessity	15%	16%	2.7
The economy will be unstable/down	6%	7%	0.6
The return on the investment of a four-year college degree will not pay out	9%	9%	1.4
They do not want their children to make the same sacrifices they made	6%	5%	0.9
They want their children to have a better life than they did	29%	33%	5.1
They will want to encourage more freedom of thought and action	20%	18%	4.1
Traditional values will continually evolve	9%	12%	1.5
Other	7%	4%	0.7

MOST LIKELY RESULT

Assuming this trend of people strongly encouraging their children to make nontraditional life choices actually does happen....

Which of these will be the most likely result of people encouraging their children to make nontraditional life choices?

What will be result of trend happening?	Likelihood Score	% of Traders	Strength
College/university enrollment will decline	11%	13%	1.6
Home ownership will decline	13%	14%	2.4
Home sharing will increase	6%	7%	0.8
Online education accreditation/validation will be important	12%	13%	2.0
Only the very wealthy will be able to afford a traditional 4-year college education	9%	13%	1.1
Only the very wealthy will own homes	4%	5%	0.2
People will have more discretionary income	7%	6%	0.8
The government will increase education subsidies	6%	4%	0.6
The number of rental homes/living spaces will increase	5%	4%	0.4
The rental services/agent industry will grow	5%	4%	0.4
There will be a shortage of full-time skilled workers	12%	15%	1.7
Other	9%	6%	1.1

MOST LIKELY TYPE

Assuming this trend of people strongly encouraging their children to make nontraditional life choices actually does happen....

What type of nontraditional life choices will people most commonly encourage their children to make?

What will be most common type?	Likelihood Score	% of Traders	Strength
Crowdfunding instead of purchasing traditional insurance	3%	3%	0.5
Crowdfunding to cover big expenses	2%	1%	0.1
Gaining life experiences as an alternative to a traditional education	13%	12%	2.6
Having children out of wedlock	3%	4%	0.3
Learning a trade (through a trade-school or an apprenticeship)	8%	8%	1.2
Learning online instead of in a classroom	10%	13%	1.9
Living in a multi-generational setting (grandparents, parents, and children living together)	5%	10%	0.9
Not having children	12%	9%	2.7
Not purchasing an automobile	4%	2%	0.4
Not taking on debt	19%	27%	4.5
Renting instead of owning	4%	6%	0.8
Renting their home to tenants	1%	1%	0.0
Sharing an automobile instead of owning one	6%	5%	1.0
Sharing the cost of a home with friends and/or tenants	2%	3%	0.1
Working as an independent contractor instead of as a full-time employee - Not getting married	4%	5%	0.6
Other	3%	2%	0.2

MOST LIKELY TO INFLUENCE

Assuming this trend of people strongly encouraging their children to make nontraditional life choices actually does happen....

Who will be most likely to influence people to encourage their children to make nontraditional life choices?

Who will most likely influence?	Likelihood Score	% of Traders	Strength
Co-workers	8%	3%	0.5
Friends	13%	20%	1.7
Grandparents	15%	15%	1.7
Public figures	6%	3%	0.2
Social media	30%	44%	4.6
Teachers	10%	7%	0.7
Traditional media	7%	5%	0.3
Other	10%	11%	0.8

MOST LIKELY ETHNICITY AND INCOME

Assuming this trend of people strongly encouraging their children to make nontraditional life choices actually does happen....

Which ethnic group will be most likely to encourage their children to make nontraditional life choices?

Who will most likely participate (ethnic)?	Likelihood Score	% of Traders	Strength
African American	15%	13%	0.9
Asian	11%	5%	0.3
Caucasian	52%	72%	4.9
Hispanic	12%	8%	0.5
Other	11%	7%	0.3

Assuming this trend of people strongly encouraging their children to make nontraditional life choices actually does happen....

Who will be most likely to encourage their children to make nontraditional life choices?

Who will most likely participate (income)?	Likelihood Score	% of Traders	Strength
Lower income (bottom 25%)	28%	26%	1.5
Lower-middle income (26% to 50%)	32%	48%	2.1
Upper-middle income (51% to 75%)	20%	20%	1.1
Upper income (76% to 100%)	20%	11%	1.0

MOST LIKELY GEOGRAPHY AND TIMEFRAME

Assuming this trend of people strongly encouraging their children to make nontraditional life choices actually does happen....

In what region of the country will it be most likely for people to encourage their children to make nontraditional life choices?

Where will it be most common?	Likelihood Score	% of Traders	Strength
Midwest	18%	19%	0.8
Northeast	41%	50%	3.0
South	16%	13%	0.7
West	26%	27%	1.5

Assuming this trend of people strongly encouraging their children to make nontraditional life choices actually does happen....

When (how many years from now) will it start to be common for people to encourage their children to make nontraditional life choices?

When will trend be common?	Likelihood Score	% of Traders	Strength
0 to 5 years	24%	29%	2.3
6 to 10 years	33%	44%	3.4
11 to 20 years	19%	19%	1.5
21 to 30 years	8%	4%	0.2
31 to 50 years	7%	1%	0.0
51 + years	9%	5%	0.3