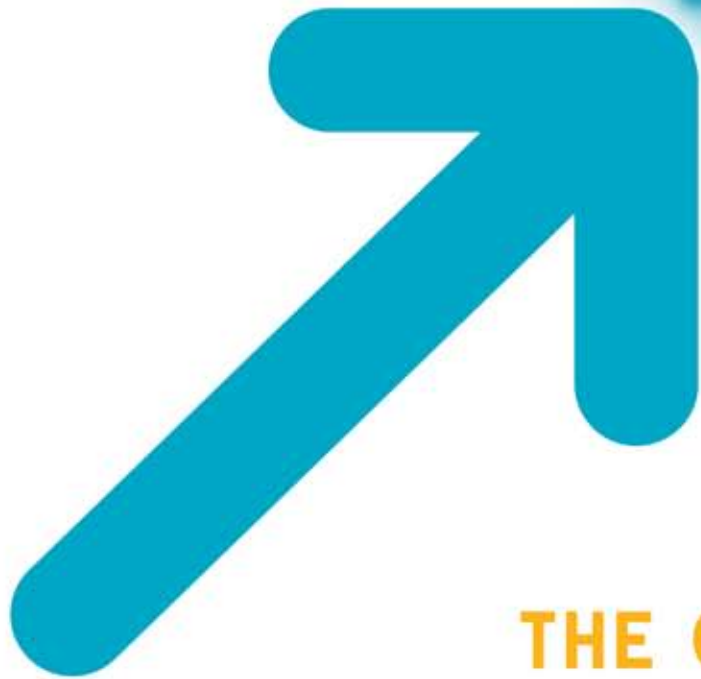


# THE FUTURE ISSUE



THE CASSANDRA REPORT 1.08



## WELCOME TO THE JANUARY 2008 ISSUE OF THE CASSANDRA REPORT!

In this issue of The Cassandra Report, we extensively researched and talked to our respondents about the most impactful trends, themes, and attitudinal shifts you need to know about in both the near and distant future. In addition to the latest trends in fashion, retail, beauty, green, entertainment, web, and tech, we've also included a comprehensive look at The 20 Trends for the Future, including Climate Change Fashion, Webfronts, Loca-sumers, Karma Offsetting and more.

In this issue's macrotrend section, you'll learn about **Gen Z**, the next big consumer group; **Questing**, an important new lifestyle that is defining Gen Y's mindset; the growing **Pop Fiction** trend in which fictional brands, products and promotions come to the real world; why marketers will need a presence in the **Social DNA**; **REgeneration**, the new model of environmental consciousness that goes beyond the traditional reduce, reuse, recycle formula; and why genetic profiles and DNA types will be the buzzwords of the future, in **Genetic Destiny**.

And as always, we've included quantitative research on favorites in all categories, as well as some new interesting stats on happiness, work, communication and sex. We hope this issue will give you inspiration and creative stimulus for present and future marketing plans!

## HAPPY NEW YEAR!

The Intelligence Group

**THE INTELLIGENCE GROUP** is a market research, trend analysis, and consulting firm focused on understanding consumer culture and translating that knowledge into actionable insights for our clients. In addition to The Cassandra Report, The Intelligence Group offers a wide range of syndicated studies and proprietary services, which are detailed below. If you are interested in learning more about specific reports and services, please contact Elizabeth Gray at [egray@intelg.com](mailto:egray@intelg.com).

### OUR REPORTS

**Tween Intelligence:** Tween Intelligence is our yearly syndicated study of 7- to 13-year-olds. The study covers tween trends, statistics and insights. The study is based on an online survey of 600 tweens. The breakout of ages and ethnicities reflects a nationally representative sample of the U.S. population. In addition, focus groups and individual, in-person interviews are held with tweens, tween parents, tween teachers, and tween community leaders in four U.S. cities.

**Latino Intelligence:** Latino Intelligence is our yearly syndicated study of Latino youth, ages 14 to 24. The study includes Latino youth trends, statistics and insights. The study is based on an online survey of 1,000 young Latinos in the top Latino markets. The sample is recruited for age and gender balance, and interviews are conducted in the language of the participant's choice. In addition, focus groups and individual in-person interviews are held in New York, Los Angeles, Miami, and Houston.

**Mom Intelligence:** Mom Intelligence is our yearly

syndicated study of new mom trends, purchasing habits and brand preferences. The study, which includes over 100 pages of mom statistics, trends, and insights, is conducted via a nationally representative online survey of 1,000 new mothers (ages 18 to 40) with children ages 0 to 13. In addition, focus groups and individual, in-person interviews are held in three U.S. cities.

### OUR SERVICES

**Consumer Intelligence:** The Intelligence Group is constantly connecting with consumers. In an average year, we conduct over 500 focus groups and talk with more than 5,000 diverse individuals. While we do use traditional techniques and settings for these exchanges, we also excel at interacting with consumers in their own worlds. It's in the coffee houses, at the music festivals, on the streets, and in the comfort of their own homes that we are able to extract the most honest, true-to-life opinions and reactions from respondents. Some of our Consumer Intelligence services include focus groups, ethnographies, intelligence panels, store tours, custom blogs, and quantitative studies.

**Brand Intelligence:** The Intelligence Group expands upon and customizes the knowledge gained from the Consumer Intelligence and Trend Intelligence divisions to create innovative strategies for building and strengthening brand identities. We work with clients on projects such as brand consulting, new product development, brand audits, brainstorm-

ing sessions, and promotional strategies. Our Brand Intelligence consulting services are dynamic, insightful, and result-driven.

**Trend Intelligence:** The Intelligence Group works with an extensive, hand recruited network of trendsetters and industry insiders to stay on top of emerging trends. We keep tabs on the latest movements in entertainment, technology, fashion, marketing, consumer products, and attitudes. Most importantly, we contextualize these trends and explain their significance. Through our extensive experience in identifying and analyzing trends, we have the concrete knowledge of how trends develop and evolve. This knowledge is crucial in forecasting emerging trends across diverse industry sectors. Trend Intelligence services include insider and trendsetter panels, trend presentations, product seeding, and Trend School.

**Don't forget to sign up for our free, daily trend newsletter, trendcentral®!**

**trendcentral®** is our Internet-based resource for daily trend information, covering all aspects of youth culture, including entertainment, fashion, lifestyle, technology, hot spots and "our picks." Our daily trendcentral® emails provide up-to-the-minute commentary on anything new and noteworthy and all reported trends are archived on [trendcentral.com](http://trendcentral.com). It's comprehensive, timely and filtered to make the task of staying on top of trends effortless and interesting.

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# METHODOLOGY

The January 2008 Cassandra Report is compiled using two separate and distinct population groups and interviewing methodologies.

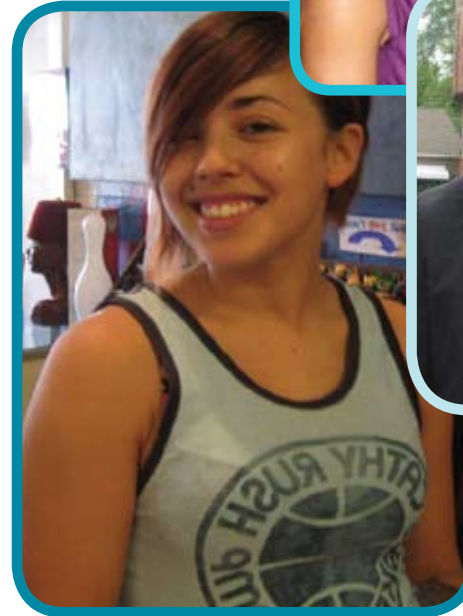
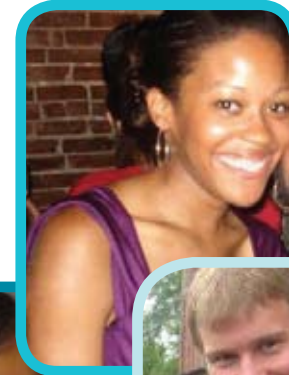
## TRENDSETTERS

The trendsetter respondent group is comprised of carefully selected males and females 14 to 34 years of age. Our trendsetters are hand-picked based on their progressive and experimental attitudes and their forward-thinking approach to life. The screening/recruiting process relies on IG's proprietary methodology, developed to eliminate ambiguity. We pick trendsetters based on their attitudes and behavior, not on their appearance.

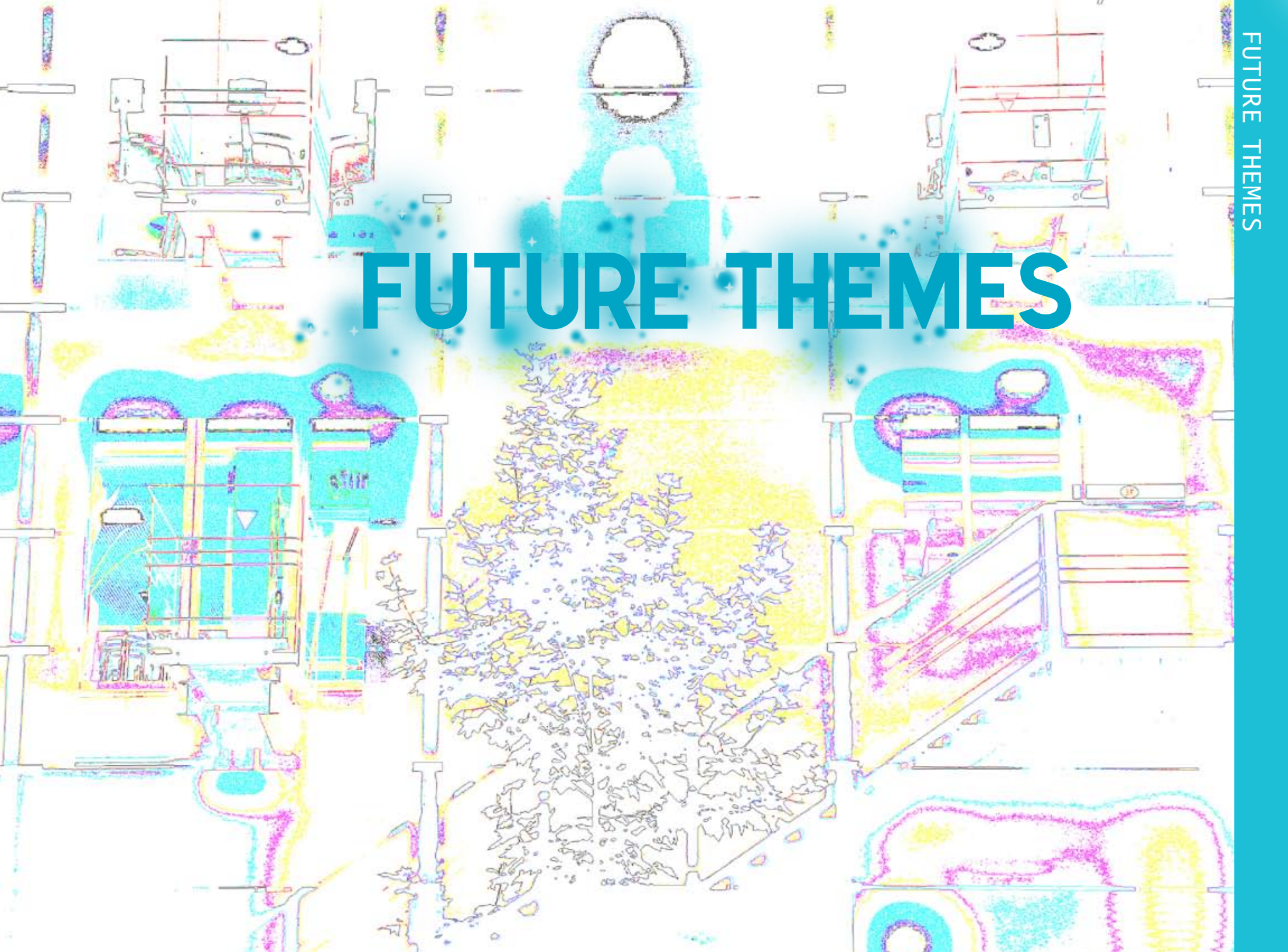
A written survey was completed by 360 male and female trendsetters in Austin, Chicago, Cincinnati, Detroit, Los Angeles, Minneapolis, New York City, Salt Lake City and Seattle.

## MAINSTREAM

The mainstream respondent group is derived from an online sample. A total of 1,000 respondents, males and females 14 to 34 years of age, completed the online survey. The ethnic and geographic composition of these respondents is representative of the US population. This study was fielded from September 29, 2007 to October 10, 2007.



# FUTURE THEMES





**UNTIL RECENTLY, THE CONVERGENCE OF FICTION AND FACT HAS BEEN LARGELY DRIVEN BY IMPORTING REAL PEOPLE, PLACES AND PRODUCTS INTO ONLINE ENVIRONMENTS, VIRTUAL WORLDS AND TELEVISION SCREENS. WE'VE PLACED BRANDS IN SITCOMS, BILLBOARDS IN VIDEO GAMES, PROFILES ON MYSPACE, RETAILERS IN SECOND LIFE, PLUSH PETS IN WEBKINZ AND MIIS IN WIIS. LATELY, HOWEVER, WE ARE NOT ONLY BLURRING THE LINES OF REALITY, BUT WE ARE ALSO IMPORTING FICTION INTO THE REAL WORLD.**

**THE LINE SEPARATING FICTION** from fact has become hazy, especially among the lives of the under-35 set, in particular among Gen Y. Reality-laced serialized shorts, video games, ARGs (alternate reality games), virtual worlds and reality shows have also masterfully mixed real with imaginary and fueled the development of this trend. Furthermore, online identities have changed young people's perspective on what defines reality. Digital footprints—ranging from Google links and Facebook friends to Flickr photos and *World of Warcraft* scores—continue to drive real-world cool, and who you are online increasingly determines who you are in life. In essence, cyber status has become an integral part of young people's personalities.

**THEREFORE, IT IS NOT SURPRISING** that Gen Y has established a more fluid relationship between fiction and fact; after all, if virtual identities seamlessly blend with everyday existences, why can't make-believe characters casually mix with actual events? For this

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generation, fiction easily integrates with reality, making the latter an increasingly relative concept. One of the best known examples of this was seen this past summer when *The Simpsons Movie* launched a trend of multimedia ‘reverse product placement’. In a more recent instance of this trend, CBS ran a full-page advertisement for Lucia Duque, the family-owned rum company from its new series *Cane*, in the September issue of *Rolling Stone* magazine. The ad was complemented with a ‘taste strip’ that allowed readers to sample the fictitious beverage. Similarly, Candace Bushnell’s much-anticipated new TV series, *Lipstick Jungle*, launched *Bonfire*, an online version of the in-show magazine that includes a mix of real articles and fashion advice alongside “Bonfire Buzz” (gossip about the fictional plots and characters from the show).

**NOT ONLY ARE FICTITIOUS** brands, products and plots garnering real-world presence, but virtual goods are also being freed from their 2-D environments. Through rapid prototyping, consumers are now able to create three-dimensional color models of their virtual creations, such as their favorite gnome from *World of Warcraft*, or fuzzy friend from Neopets, and import these objects into the real world. While rapid prototyping is far from common at this point in time, it is possible to conceptually imagine the emergence of “portals” that connect the real world to the virtual world and allow consumers to transport existing products into online environments, customize them, and export their new and improved creations back into the real world.

**IN SUM, IT IS EASY** to envision how, in the not-so-distant-future, television shows, video

games, virtual worlds and online environments could become prime testing grounds and launching pads for fashion labels, retail spaces, cosmetic lines, packaged goods, sports equipment, interior designs and restaurant chains. Consider it a whole new cat-

egory of product testing and a new means of publicity and product placement that will likely become vital to your business.

### MARKETING IMPLICATIONS:

- Companies should partner with content creators to seed highly conceptual products and brands in soon-to-be-released shows, movies, games, songs and communities.
- Rather than planting existing items in primetime hits, marketers may leverage TV pilots to ‘launch’ experimental brands; if the show gains momentum, the brand is likely to gather exposure and products relating to the brand could potentially be ‘spun off’ into the real world, similar to how Willy Wonka rose to become a popular candy brand.
- Simultaneously create and market a fictional media property (e.g. magazine, book, blog, movie, newspaper column) in both a fictional property and the real world. *Entourage* released a realistic movie trailer of the fictional movie, *Medellin*, being created within the show; many consumers believed that the movie was really being made and were disappointed to learn that it wasn’t. Such could also simply be a promotional item; for example, to promote the show *Ugly Betty*, an issue of *Mode* magazine may be offered to consumers.
- Allow consumers to purchase real world versions of fictional brands and products. The fictional adidas sneakers in Wes Anderson’s *The Life Aquatic* were the subject of much consumer demand, as were the fictional Nikes in *Back to the Future*. These sneakers are the subject of a consumer petition to Nike to create them for consumer purchase.
- Consider creating real world outposts of fictional locations. For example, real world Pie Hole Bakeries could promote *Pushing Daisies*, the TV series the bakery comes from.
- Create limited edition runs of coveted fictional products and give them out as contest prizes.
- Above all, listen to consumer demand for fictional products!



# POP fiction

## EXAMPLES

### THE SIMPSONS MOVIE

One of the best known examples of the pop fiction trend was seen this past summer when Krusty-O cereal, Squishee slushies and Buzz Cola stocked the shelves of 7-Eleven “Kwik-E-Marts”; characters from *The Simpsons* modeled fashion that graced the pages of *Harper’s Bazaar*; and JetBlue’s blog was taken over by Homer’s boss, Mr. Burns.



### LAST EXIT TO NOWHERE.COM

This t-shirt company creates designs inspired by “some of the most memorable places, corporations and companies in 20th-century fiction”. Found online at LastExit-toNowhere.com, popular shirts include ones for Polymer Records (fictional music label in *This Is Spinal Tap*), Amity Island (from *Jaws*), and Mighty Mick’s Boxing (from *Rocky*). Created by 34-year-old graphic designer Mike Ford, the UK-based site has sold more than 4,000 shirts globally.



### LIPSTICK JUNGLE

Candace Bushnell’s much-anticipated new TV series, *Lipstick Jungle*, launched *Bonfire*, an online version of the in-show magazine that includes a mix of real articles and fashion advice alongside “Bonfire Buzz” (gossip about the fictional plots and characters from the show). The magazine will be found at iVillage.

### BRAWNDO

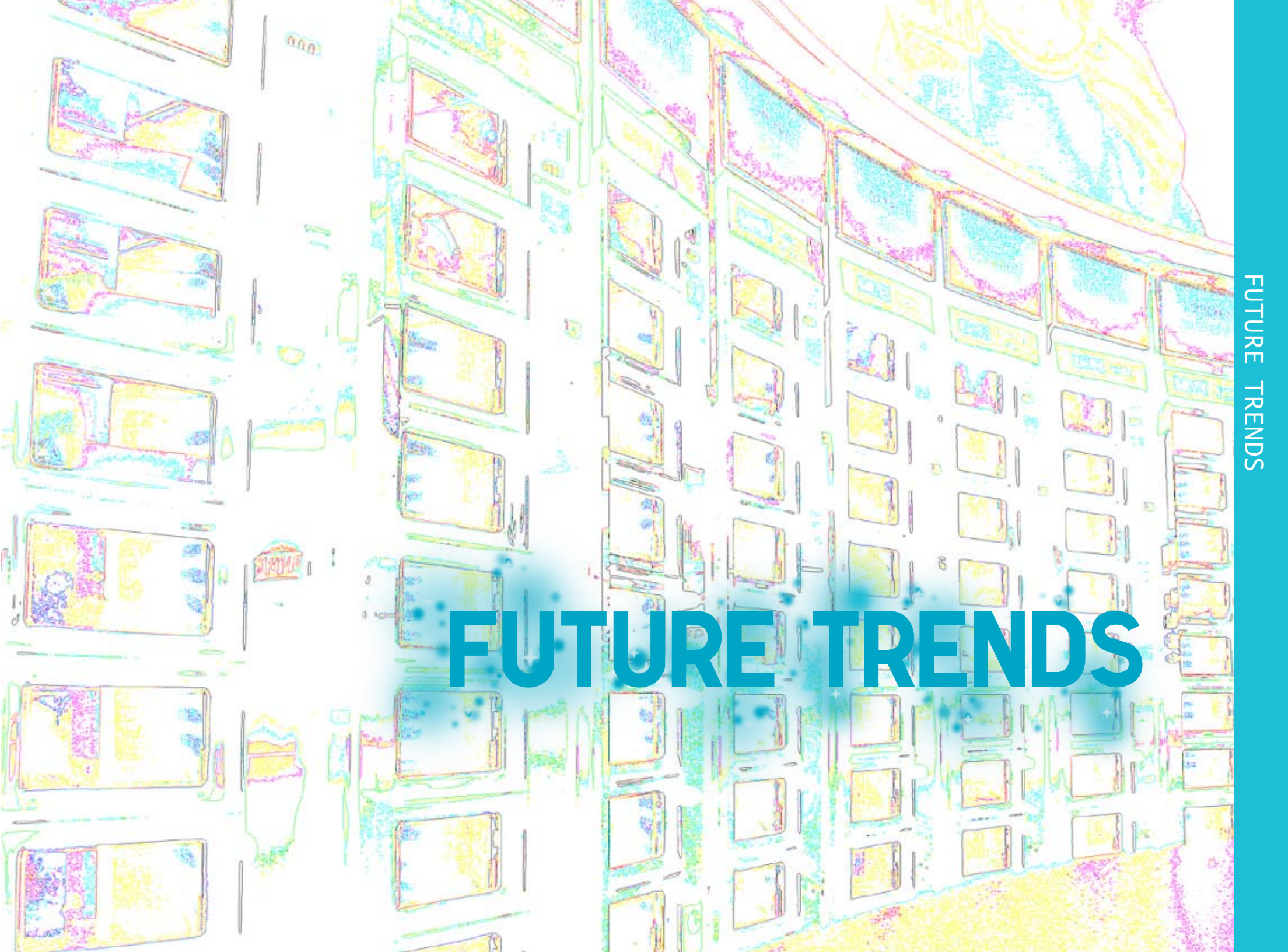
“The Thirst Mutilator” from Mike Judge’s cult movie *Idiotocracy*, Brawndo is now available for consumer purchase. Although in the movie, it was a sports drink that replaced water, the real world version is a lemon-lime energy drink.



### CANE

CBS ran a full-page advertisement for Lucia Duque, the family-owned rum company from its new series *Cane*, in the September issue of *Rolling Stone* magazine. The ad was complemented with a ‘taste strip’ that allowed readers to sample the fictitious beverage.





# FUTURE TRENDS

FUTURE TRENDS

# 20 FUTURE TRENDS



## VIRTUAL AFFAIRS

With the rise in technological access, communication, and social networking, we are beginning to see the boundaries of “cheating” in a relationship expand beyond the physical realm. The seemingly casual nature of communication through email, social networking sites, and text messaging is, in many instances, leading people to form intensely intimate personal “relationships” outside of their existing romantic relationships. Naturally, this can often stem from the ease in looking up an old flame online. Through sites such as Classmates.com, LinkedIn, MySpace, and Facebook, it’s become simple for people to reconnect with an old relationship in ways that weren’t possible in the past, and the result is often “emotional cheating” through wired communication.



While seeking out an old romantic partner can have complicated implications, this emotional cheating is also happening in other types of relationships, such as through work-related acquaintances. The immediate nature of today’s communication has a tendency to make people feel comfortable virtually baring their souls—which can be considered inappropriate when one has a romantic partner. The problem starts when one’s romantic partner learns of these virtual relationships through the trail they leave. Not only can emails, MySpace comments and text messages be read, but one can also see the frequency of communication, and for many this emotional cheating is considered just as bad as sexual infidelity. We are already hearing of broken relationships caused by such, and in the future, we expect that we will see a rise in divorces caused by these virtual affairs.

## THE NEW THIRD PARTY



Consumers are looking to celebrities more than ever for leadership and guidance, as many are increasingly using their wealth and influence to educate and inform the general public of political issues and causes. American politics has always been a mélange of politicians, celebrities, and corporations each vying for their own agendas, power positions, and positive PR. However, the growing influence of celebrities in the political province is creating a new third party: celebrity as authority.

Charismatic entertainers have a history of moving seamlessly onto the political stage (Ronald Reagan, Arnold Schwarzenegger, Sonny Bono); however, now that celebrities are such an influential group in their own right, they don’t necessarily need to switch careers to affect change: ‘The Oprah Factor’ lent momentum to Obama’s presidential bid, luring record crowds to his speeches; *The Economist* published an article by Angelina Jolie in their *The World in 2008* edition (just months after she became a member of the Council on Foreign Relations, a group which includes Dick Cheney, Condoleezza Rice, Henry Kissinger, Colin Powell and Alan Greenspan); and celebs including Sean Penn, Leonardo DiCaprio, and George Clooney are now recognized as much for their activism as for their acting. Speaking to the tremendous influence of celebrity, ex-politicians are increasingly shifting their work towards entertainment-based activism including documentaries, books, and publicity tours (consider the difference between Al Gore’s post-White House *An Inconvenient Truth*, red carpet presence, and late night talk show appearances versus Jimmy Carter’s comparably understated work with Habitat for Humanity). Expect to see more celebrities taking the role of politicians and politicians taking the role of celebrities in the future.



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# HOT SHEET

# HOT TRENDS



**3D MOVIES** Entertainment industry insiders have been touting the imminent success of 3D movies for years (as have we in past Cassandra Reports), while cynics have called it a sci-fi genre novelty that would never get more mainstream than IMAX. However, with this year's large scale release of the 3D film *Beowulf*, Hollywood proved that there is in fact a mass market for such films. In a time when direct-to-consumer content is overly abundant, consumers are looking for theaters to provide an intense and immersive experience. Now, all the major studios have 3D projects planned for release in the next few years. Dreamworks Animation has even announced that starting in 2009, every one of their movies will be 3D.



**CHONGA CHIC** Urban hipsters are taking style tips from the over-the-top aesthetic of "chongas": slang for the stereotypical look of Miami-area Latinas who wear brightly colored too tight clothing, long acrylic nails, excessive hair gel, thick dark lip liner, and heaps of flea market gold jewelry including oversize name-plate hoop earrings and necklaces. While the look is the latest in the ongoing Hispanic culture mashing trend, it may have emerged in part due to the popularity of the "Chongalicious" viral video which racked up 1,600,000 views on YouTube.



**CRISIS COVERAGE 2.0** The 2007 California wildfires made clear just how significant social media has become. As cell phone networks crashed, Web 2.0 sites kept millions of people abreast of the rapidly spreading fires so they could take the necessary safety precautions. Citizen journalists posted real-time images and commentary on blogs, Google Maps mash-ups tracked dangerous and destroyed sites, more than 3,000 "California fire" videos were posted on YouTube, the LA Fire Department Twittered updates, Flickr tags enabled targeted image searches, and a Wikipedia entry outlined facts as they became known.



**"IT" BAG FATIGUE** With new bags introduced every season, excessive price hikes and consumers looking for something fresh, it seems that "must-have" bags may soon be a thing of the past. While there are hot new entries to the market, such as the YSL Downtown bag, *Women's Wear Daily* recently reported that many high end consumers are cautiously looking to value over opulence; consequentially, Coach expects their traffic to slow this holiday season. In the future, collectors may be the only ones with a new bag every season.

## LONDON



## BASS HEAVY NICHE MUSIC

Niche music (a.k.a. bassline house), which has been popular in the northern UK underground scene for some time, is now blowing up across the UK and in the London urban scene. Influenced by R&B, house and UK garage, niche is created, played and danced to by a young, multi-racial crowd. The sound is a harder, darker and more intense variation of dance music that keeps clubs rocking and crowds at high-energy with its excessive bass and modern electronic elements. It's interesting to note that while niche is a genre that evolved outside of the music hotbed of London, its hits, such as DJ T2'S "Heartbroken", are steadily surpassing grime, funky house and dubstep as the most dominant force in the UK urban music. Niche artists to keep an eye out for in the "big city" scene are Dexplicit and DJ ReKless.

## BLYK

Similar to commitment-free service MOSH Mobile in the US, Blyk is an invite-only cell phone service in the UK that is offering 16- to 24-year-olds 217 texts and 43 minutes of talk time per month, in exchange for receiving six advertisements



a day. To distract from the sometimes negative connotations evoked by the word “advertisements”, Blyk tries to ensure its users that they will be linked to brands and bands that they like. Interested users must prove their age with a driver’s license or passport number, as well as fill out an online survey that indicates their likes and dislikes. They are then sent a free SIM card, which is then inserted into their already existing phone; Blyk cards can be used with any UK network. If after a month, a user wishes to cease using Blyk, they are free to do so. In keeping with their music angle, Blyk even teamed up with Vice to sponsor a free live music party, Unitaur.

**DO GOOD 4 DEBT**

Recently founded by a debt-burdened graduate in the UK, Do Good 4 Debt allows graduates in debt to work some of it off by doing charity work on behalf of companies interested in sponsoring them. Participants can choose from a variety of participating charities to give their time for a period of up to six months. At the completion of each assignment, the corporate sponsor pays off a portion of their outstanding debt. Membership costs £16 and is open to anyone struggling with debt.

**LILY ALLEN AND FRIENDS**

UK pop singer Lily Allen will be getting her own BBC3 TV show later this year, which could set a new trend in the broadcast television category. Inspired by the pivotal role social networking played in establishing Allen’s career, *Lily Allen and Friends* will essentially be produced by Allen’s friends, an audience consisting of her MySpace and Facebook “friends”. Once fans become Allen’s online friends they will be able to contribute to online discussions regarding the show’s topics, including questions for guests, which will consist of celebrities and musicians—signed and not—selected by the online network. These same online friends will also have the opportunity to pitch ideas and, if selected, host certain segments of Lily’s show, and will also have exclusive access to behind-the-scenes footage and mobile content.

**THE MIGHTY BOOSH**

*The Mighty Boosh*, a cult fantasy/comedy show created by Julian Barratt and Noel Fielding, is all the rage in Britain. In the show, Barratt and Fielding play two zookeepers working at The Zooniverse, a dilapidated but magical zoo run by Bob Fossil, a demented American with a military disposition. Each week they get involved in a different adventure, each featuring elaborate musical numbers in different genres, as well as many animated sequences, puppets and special effects. With little attention paid to continuity (think *Monty Python*), it’s the constantly quirky and entertaining off-the-wall humor and pop culture references that have Brits buzzing.



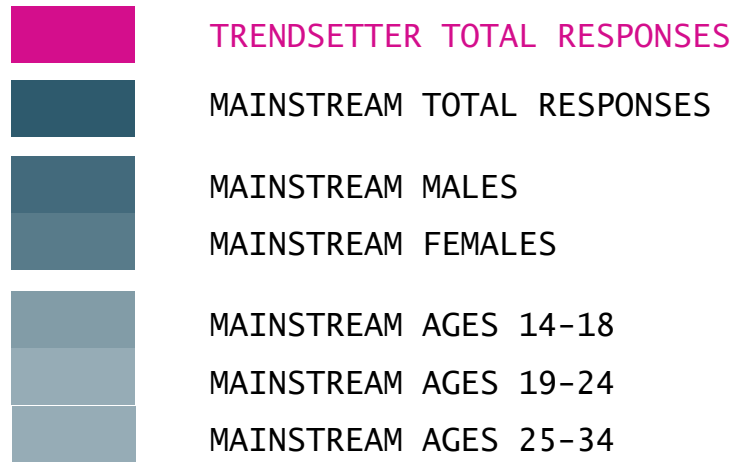
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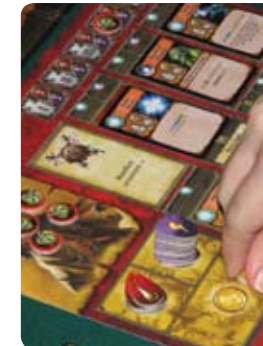
# ATTITUDES



# → WHICH WOULD YOU RATHER DO?



	PLAY A VIDEO GAME	PLAY A BOARD GAME
<b>TRENDSETTER</b>	<b>40%</b>	<b>60%</b>
<b>MAINSTREAM</b>	<b>55%</b>	<b>45%</b>
MALES	<b>72%</b>	<b>28%</b>
FEMALES	<b>38%</b>	<b>62%</b>
14-18	<b>66%</b>	<b>34%</b>
19-24	<b>45%</b>	<b>55%</b>
25-34	<b>53%</b>	<b>47%</b>



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# → WHICH WOULD YOU RATHER DO?



	GIVE UP THE INTERNET	GIVE UP SEX
<b>TRENDSETTER</b>	<b>90%</b>	<b>10%</b>
<b>MAINSTREAM</b>	<b>74%</b>	<b>26%</b>
MALES	<b>80%</b>	<b>20%</b>
FEMALES	<b>69%</b>	<b>31%</b>
14-18	<b>71%</b>	<b>29%</b>
19-24	<b>75%</b>	<b>25%</b>
25-34	<b>78%</b>	<b>22%</b>



	BUY A \$2 NON-ORGANIC VEGETABLE	BUY A \$4 ORGANIC VEGETABLE
<b>TRENDSETTER</b>	<b>41%</b>	<b>59%</b>
<b>MAINSTREAM</b>	<b>64%</b>	<b>36%</b>
MALES	<b>62%</b>	<b>38%</b>
FEMALES	<b>65%</b>	<b>35%</b>
14-18	<b>54%</b>	<b>46%</b>
19-24	<b>71%</b>	<b>29%</b>
25-34	<b>67%</b>	<b>33%</b>

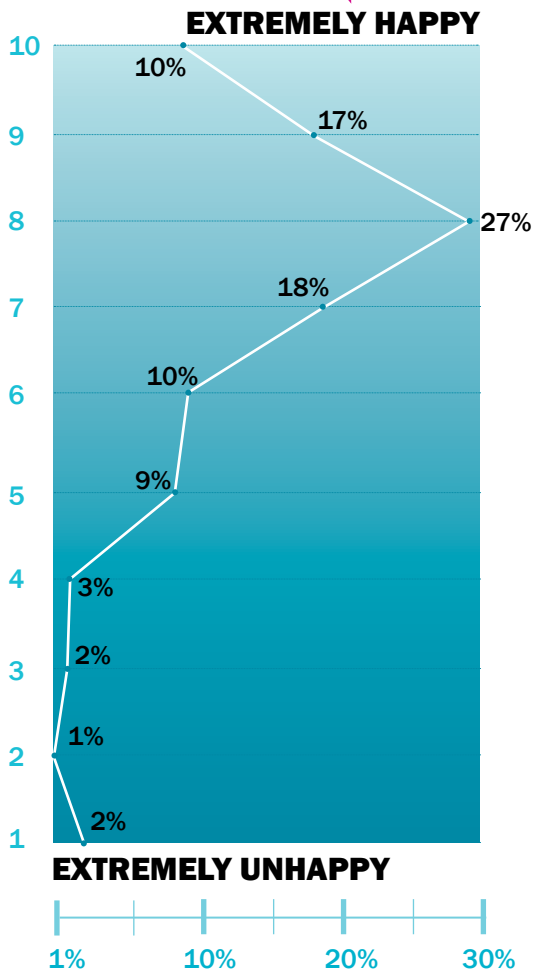


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# HAPPINESS

**HOW HAPPY ARE YOU ON A SCALE OF 1 TO 10?**



**65%**

Family



**58%**

Health



**49%**

Friends



**48%**

Money

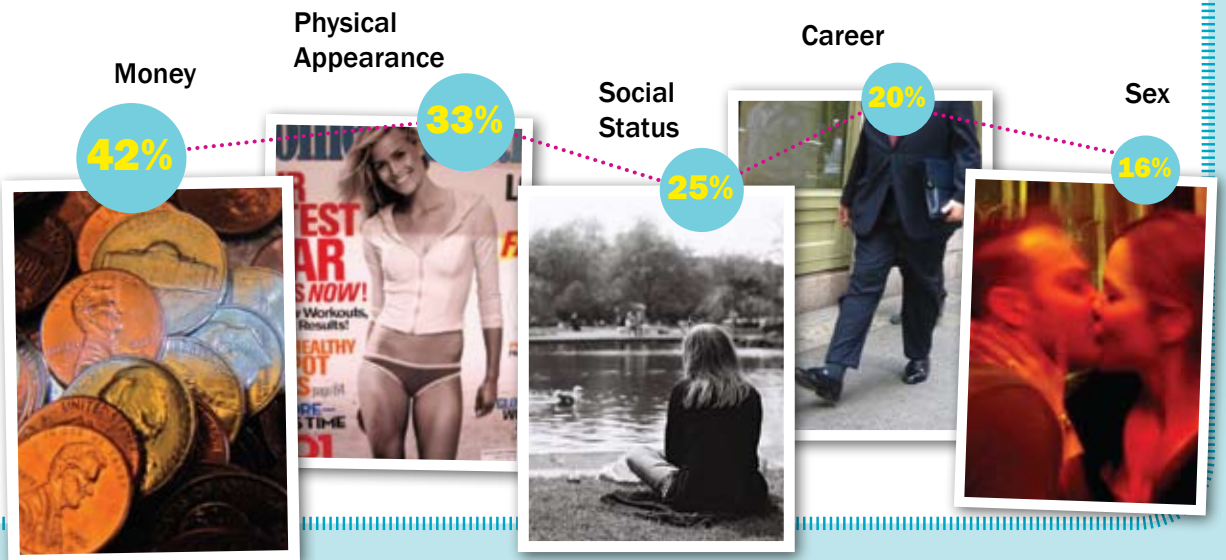


**35%**

Romantic Relationships

## 5 TOP FACTORS OF HAPPINESS

## 5 TOP FACTORS OF UNHAPPINESS



# → HAPPINESS

“My happiness now is determined often by the new – trying new things, learning new things, going new places, meeting new people, having great friends, creating, and really being yourself no matter what.”

“WELL IF WE ARE HEADED FOR FINANCIAL/ECOLOGICAL CRISIS DUE TO OUR USE OF NATURAL RESOURCES, WE MAY BE GOING BACK TO JUST BEING HAPPY WITH ANYTHING AT ALL, SINCE THERE MAY NOT BE MUCH ROOM FOR EXCESS IN THE FUTURE.”

**“I THINK IN THE PAST HAPPINESS WAS ABOUT SECURITY AND NOW IT’S MORE ABOUT AMBITION.”**



**“I SEE A DEFINITE SWITCH BACK TO THE IDEA THAT HAPPINESS IS COMPLETELY WITHIN ONE’S CONTROL, AS WELL AS THE FACTORS WHICH SHAPE IT (I’M THINKING OF *THE SECRET* HERE.)”**

“In the past, happiness seemed to have more to do with having a normal, comfortable life; a house, children, steady job, two cars, etc etc. Now people are changing careers more often, and waiting longer to get married and have children. I think this indicates that the current perception of happiness has maybe more to do with personal fulfillment than taking on the trappings of adulthood and doing what one’s peers are doing.”



# WEB

# WEB AND MOBILE TRENDS

## ANDROID

Although the long-anticipated Google “Gphone” isn’t happening (yet), Google is leading an industry wide alliance to make over mobile phones into multitasking mobile computers. Using Google-created software, known as “Android”, a 34-member Open Handset Alliance that includes handset companies such as Motorola, LG, and Samsung and service providers such as T-Mobile and Sprint, is expected to make the computer-communication convergence device available sometime in the latter half of 2008. The technology is rumored to be more sophisticated than smartphone software made by Apple, Nokia, Palm, Microsoft, and Research in Motion, and the software will be offered under “open source” conditions—meaning not only that handset manufacturers will be able to add new unique features, but also that it will be available at no cost. While more specific details aren’t available at press time, from what we’ve heard, it sounds like we may see a lot of iPhone and Blackberry competitors flooding the market next year.



## BLOG COMMENTING

Well-written, insightful, and/or snarky commenting on blogs has become its own form of social currency online. The commenting hierarchy has become so competitive that blogs are creating systems to separate the wheat from the chaff. Metafilter has created a Digg-like system in which commenters can mark other comments as “favorite”, thus raising to the top the most well-received comments; and every week on Gawker, editors choose the best comments of the week while also taking away commenting privileges from those deemed unworthy. Although commenters certainly like the opportunity to not only participate in a dialogue and share their opinions, they also value the ability to attract fans through their prose without the pressure of committing to regular posting on a blog of their own.

## EMUSIC AUDIOBOOKS

With the road trip trend growing, so is the audience for audio books. Digital music retailer eMusic (second to iTunes in download sales) now offers more than a thousand books for download—many of them with a more affordable pricetag than that of iTunes. Even better for consumers, although not so good for publishers, is the fact that all eMusic MP3s are DRM-free, meaning that purchasers can make copies of *Fast Food Nation* for as many friends as they want.



## ARTICLE SUGGESTION SERVICE

Consumer-rated tech article database Digg—the site that essentially introduced the practice of “digging” to the Internet—is launching a “suggestion service”. Overwhelmed by the sheer quantity and sources of information available online, consumers want and need recommendations from those with similar taste. Utilizing their social networking features to find data patterns in their users’ article preferences, Digg plans to help their readers create a personalized means of consuming news from sources across the Web.



## GOOGLE VIRTUAL WORLD

Second Life is still having a hard time retaining users due to its less-than-user friendly interface, but the buzz on virtual worlds taking over the future is certainly not waning. In fact, Google is rumored to be creating its own virtual world based on Google Earth. The Web megabrand’s Sketchup service reportedly has the technology to do



# SOCIAL NETWORKING

## Social Networking Helps 14- to 34-Year-Olds Keep In Touch With Friends, Acquaintances And Colleagues

Almost all mainstream and trendsetter 14- to 34-year-olds have a social networking profile. In addition, these young people tend to keep in touch with or regularly see most of the friends/acquaintances/colleagues they have in their social networks.

### Q HOW MANY SOCIAL NETWORKING PROFILES DO YOU HAVE?

MAINSTREAM	TOTAL	MALES	FEMALES	14-18	19-24	25-34
Average number	1.6	1.6	1.6	2.0	1.8	1.0
One	35%	37%	33%	29%	35%	42%
Two	29	30	29	37	35	16
Three	9	8	9	13	9	6
Four	3	3	2	2	5	*
Five	1	1	2	3	1	-
Six	1	1	1	1	1	1
Seven or more	2	1	2	3	1	-
None	20	18	22	12	13	35

\*Less than 0.5%



### 1. WWW.HULU.COM

Out of all the new “online TV” sites to flood the Web this past year, Hulu has the most consumer buzz. A new online video site created by NBC and FOX as a competitor to YouTube and the like, Hulu features full streaming shows from the two networks, including *The Office*, *Heroes*, *The Simpsons*, *24*, and *The Late Show*.



### 2. WWW.GLASSBOOTH.ORG

As the presidential election draws closer, the pressure to learn about each candidate and determine who might be the best choice grows. A new site, Glassbooth, is aiming to make this task a little bit easier by doing all the research for you. Site visitors can take a quiz to learn which candidate is best representative of their most important issues and opinions.



### 3. WWW.THEPOINT.COM

A social consumer activism site, The Point allows anyone to create an online grassroots campaign. The differentiating factor from other online activism tools is that participants pledge to take action only when a specified number of other people have pledged to do the same. So far campaigns include crusades to get Aquafina to switch to bio-degradable bottles and for Universal Music to sell DRM-free MP3s.



### 4. WWW.ASK500PEOPLE.COM

Perfect for researchers who want supplementary qualitative insights, Ask500People allows users to tap into the wisdom of the crowds by posing questions to respondents across the globe for real-time answers.

## 10 WEBSITES TO CHECK OUT

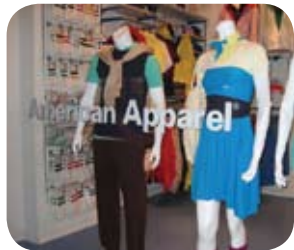


### 5. WWW.FAFARAZZI.COM

The preferred fantasy league portal among females, Fafarazzi hosts celebrity and reality TV fantasy leagues. Most recently, beloved creative class series *Project Runway* has been attracting new visitors to the site with a fantasy game that offers viewers the opportunity to compete against each other.

# MARKETING

# BRAND YOU CAN'T LIVE WITHOUT



## TOP TRENDSETTER

- |                       |                         |
|-----------------------|-------------------------|
| 1. NIKE               | 11. MICROSOFT           |
| 2. AMERICAN APPAREL   | 12. ABERCROMBIE & FITCH |
| 3. APPLE              | 13. HOLLISTER           |
| 4. VANS               | 14. ADIDAS              |
| 5. SEVEN              | 15. H&M                 |
| 6. LEVI'S             | 16. TARGET              |
| 7. MAC                | 17. GAP                 |
| 8. MARC JACOBS        | 18. FOREVER 21          |
| 9. HANES              | 19. CONVERSE            |
| 10. VICTORIA'S SECRET | 20. GUCCI/ TRADER JOE'S |

## TOP MAINSTREAM

- |                        |                       |
|------------------------|-----------------------|
| 1. AMERICAN EAGLE      | 11. CHANEL            |
| 2. NIKE                | 12. SONY              |
| 3. OLD NAVY            | 13. APPLE             |
| 4. HOLLISTER           | 14. COVERGIRL         |
| 5. COACH               | 15. AEROPOSTALE       |
| 6. ABERCROMBIE & FITCH | 16. MOUNTAIN DEW      |
| 7. LEVI'S              | 17. VICTORIA'S SECRET |
| 8. MICROSOFT           | 18. CLINIQUE          |
| 9. PEPSI               | 19. MAYBELLINE        |
| 10. COKE               | 20. AVON              |



# BRAND YOU CAN'T LIVE WITHOUT

TRENDSETTER		MAINSTREAM	
MALES 14-18	FEMALES 14-18	MALES 14-18	FEMALES 14-18
NIKE	SEVEN	NIKE	AMERICAN EAGLE
VANS	MAC	MICROSOFT	HOLLISTER
AMERICAN APPAREL	AMERICAN APPAREL/ H&M	AMERICAN EAGLE	COACH/MAYBELLINE
MALES 19-24	FEMALES 19-24	MALES 19-24	FEMALES 19-24
APPLE	AMERICAN APPAREL	NIKE	AMERICAN EAGLE
VANS	MARC JACOBS	SONY	OLD NAVY
NIKE	LEVI'S	FRUIT OF THE LOOM	COACH/ VICTORIA'S SECRET
MALES 25-34	FEMALES 25-34	MALES 25-34	FEMALES 25-34
APPLE	MAC	NIKE	COACH
AMERICAN APPAREL	GUCCI	LEVI'S	OLD NAVY
HANES	TRADER JOE'S	DELL	PEPSI

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