44% of women say that rising equality at work and home has brought benefits for their gender in particular. 47% say that home is a woman’s domain. 88% of women say they stay in shape for themselves. 67% of women are willing to share their personal preferences with a brand in exchange for cash or a reward.
Both sexes recognise that clear societal changes have taken place, and that gender stereotypes have been swept away by them.

INTRO

Women in Australia can scent victory in the latest skirmish between the sexes – but their male opponents are showing no signs of waving the white flag, as the Future Poll Consumer Attitude Audit for Autumn/Winter 2013/14 reveals.

An XX versus XY struggle – identified by wide-ranging qualitative research from the Future Laboratory’s news division, LS:N Global – is producing strong, positive new definitions of modern womanhood that are making men feel threatened at home and in the workplace.

Our quantitative data shows the two sexes in Australia involved in a battle on several fronts, as they attempt to establish a new balance of power that overturns out-of-date economic and social gender stereotypes. It’s a struggle being played out against the backdrop of an emerging post-crash reality in which digital is king.

XX POWER

Australian women have a strong sense that they are winning the XX versus XY war. They are twice as happy as men about the effects of growing gender equality on their lives and society.

Nearly half of women in Australia (44%) say that rising equality at work and at home has brought benefits for their gender in particular.

Only one-fifth of men (21%) believe that the shift away from a male-dominated social and economic landscape has been beneficial for them.

Consequently, men appear unable, or unwilling, to acknowledge the fundamental shift in power that women describe in their lives. Over a third of (39%) men say they remain the ultimate decision-makers in the household. But only three out of ten (27%) women agree that this is true.

Over a half of men (61%) claim to make the final decision on big-ticket purchases, such as houses and cars, while less than half (48%) of women agree that is the case.

It’s clear, however, that both sexes recognise that clear societal changes have taken place, and that gender stereotypes have been swept away by them. Just under a half (47%) of Australians say that home is a woman’s domain.

A vast majority (83%) believe feminists can be feminine, and seven out of ten (69%) say alpha males can hold feminist views too.

As a result, there is a growing demand for gender-blind communications by brands. Almost two-thirds of Australians (64%) believe that lifestyle and consumer products should no longer be marketed by gender.

64%
Believe that lifestyle and consumer products should no longer be marketed by gender
Men obviously feel threatened by a new breed of confident, assertive women in the workplace. Nearly a third of men describe modern businesswomen as ‘ruthless’, while only one-fifth of women choose that definition.

**LOSS OF CONTROL**

Sensing that control at home and work is slipping away, men are reacting by refusing to embrace the new definitions of womanhood adopted by their female counterparts.

‘Multi-tasking’ (67%), ‘strong’ (54%) and ‘creative’ (49%) are among the four most popular strong, positive terms used to describe modern women.

But in each case women are much more likely to choose these terms than men. Eight out of ten women (79%) choose ‘multi-tasking’ to describe themselves, compared to 54% of men using the same term to describe their counterparts.

Moreover, 67% of women describe their gender as ‘strong’, but less than half of (40%) men agree with them.

Understandings about how a woman approaches her job, and her love affairs, are split along XX versus XY gender lines too.

In a relationship, 60% of women see themselves as independent and more than half (53%) consider themselves as ‘self-sufficient’. In turn, nearly half (47%) of men think women in relationships are emotional and sensitive (45%) and only 29% think women in relationships are self-sufficient.

An even clearer indicator of male insecurities is the discovery that only one-third of men (32%) believe that women are firmly committed to relationships, while half (50%) of women say they are.

And men obviously feel threatened by a new breed of confident, assertive women in the workplace. Nearly a third of men (30%) describe modern businesswomen as ‘ruthless’, while only one-fifth (19%) of women choose that definition. In turn, women describe themselves in business as ‘diplomatic’ (47%) and ‘collaborators’ (28%).

**FIT FACTS**

Staying fit and healthy is important for Australian men and women. But the two sexes have slightly different motives for doing so.

Nine out of ten women (88%) and 83% of men say they stay in shape for themselves.

Meanwhile, one-fifth of men (21%) see regular trips to the gym as a ticket to creating a body that will be attractive to others, whereas only 15% of women feel that way. Albeit, men and women like to stay fit and healthy for their health primarily (88% and 90% respectively).

Unlike their counterparts in Europe and the US – where women take the lead – both sexes in Australia are equally attracted to the emerging Self-Quant movement.

Over a tenth (12%) of Australians are using digital devices and software apps to track exercise.

The most fervent self-quantifiers are Millennials, with nearly a quarter (22%) saying they use online tools to track everything from levels of fitness to diet regimes.
Australian women, despite their growing equality and assertiveness in the home and office, seem unable to throw off old assumptions and stereotypes about masculinity.

Women are significantly more likely than men to use old-school terminology to describe the state of modern manhood.

So, three-quarters of women (74%) say that men are ‘strong’, compared to two-thirds (66%) of men. ‘Ambitious’ is chosen as a defining term by more than half (55%) of women, and 45% of men. And almost half of women (48%) define men as ‘assertive’, compared to four out of ten (41%) men.

Conversely, men are trying to take ownership of traditionally female character traits – and finding women unwilling to allow them to do so, or unable to believe they are being genuine.

Half of men (48%) say they are ‘wise’, a suggestion with which closer to one-third (35%) of women agree. Nearly half (49%) of men choose ‘creative’ as a definition of masculinity, while only (26%) of women agree with them.

It’s a pattern of disagreement that continues into how the two genders describe a man’s role in the home, and at work.

Half of women (53%) see men as sexually motivated in a relationship, while only four out of ten (44%) men agree with that definition.

Supporting the emergence of male Commitment Pros revealed by LS:N Global qualitative research, 44% of men say they are committing in a relationship.

In the office, women believe that men are still macho and domineering – a suggestion that men themselves contest.

Two-thirds of women (65%) describe their male colleagues as ‘ambitious’, while fewer men (55%) believe that is the case. Half of women (53%) say men are ‘authoritative’, while 45% of men share the same view. Men see themselves primarily as ‘leaders’ in the workplace (58%).
More than half (52%) of women trust Google compared to 46% of men.

Ostrich Men

Australian men are finding it harder than their female counterparts to face up to the realities of a new economic world order.

A solid six out of ten (62%) of people believe that, while the Australian economy will recover from the trials and tribulations of the 2008 crash, it will look and feel very different.

But just over a quarter (28%) hanker after the consumer excesses of the past, clinging to the belief that ‘business as normal’ will emerge from the wreckage of the recession. Only one-fifth (21%) of women share that view.

Interestingly, neither gender is as attached to the idea of the return of the old economic paradigm as some of their counterparts in Europe. One-third of Swedish men (36%) believe the economy will resume its pre-crash shape, and one-quarter of Swedish women (25%) think so as well.

Economic optimism runs high among Australians. Only 12% of men and 16% of women believe that the economy will never recover.

Like their counterparts in Europe and the US, Millennials – the demographic hardest hit by the financial turbulence of the past five years – is the group most likely to believe that pre-2008 consumerist glory days will return.

One-third (32%) of Millennials believe the economy will return to its pre-crash model, compared to 28% of Generation X, and just 17% of Boomers.

Hankering for a lost past appears to be breeding an air of discontent, even rebellion, among Millennials. One-fifth (22%) of them know someone who has participated in protests, strikes or other direct action within the past two years, compared to 16% of Australians overall.

Women Trust

Women, who spend more time than men engaged online with Google, Amazon, eBay and Facebook, appear to have slightly more trust in the global megasystems than men.

More than half (52%) of women trust Google, a third (33%) trust Apple and under a quarter (20%) trust Facebook, while fewer men trust these megasystems with 46%, 33% and 18% trust levels respectively.

This is at odds with gender attitudes in the US, where three out of ten men (29%) say they trust eBay, compared to closer to one-fifth (22%) of women.

In an extension of the same trend, nearly a half of women (45%) believe Facebook is more influential than their own government, almost matched by the 39% of men who hold the same view.

In the US, the situation is reversed, with half of women (48%) saying their government is more influential than any megasystem, and 43% of men agreeing with them.

32% of Millennials believe the economy will return to its pre-crash model.

17% of Boomers believe the economy will return to its pre-crash model.
Australian men and women have different priorities when they apply their growing libertarian sensibilities to the vexed question of who should be allowed to keep secrets.

### PROHIBITION TIPPING POINT

Prohibition Culture has been on the rise across the developed economies since 2008, as a ‘rights v responsibilities’ argument has raged. In Australia, attitudes seem to be finely balanced at a tipping-point between prohibition and the desire to protect individual freedoms.

On the pro-prohibition side, Australians are up in arms about anti-social behaviour. Half of them (52%) would like to see fellow citizens fined, or even jailed, for spitting, littering or discarding chewing-gum in public.

Women (55%) support this harsh approach more than men (49%) and, astonishingly, it is the second most popular reason expressed for fining or jailing a fellow citizen.

Unemployed people who make no effort to find work should face fines or imprisonment too, according to 40% of Australians who clearly believe responsibilities outweigh rights.

By contrast, just 15% of Swedes would support this ‘tough love’ approach to persistent joblessness.

On the libertarian side, however, there has been a significant drop in the proportion of Australians who want to see people punished through the tax system for damaging health or the planet.

Just under a third (31%) of Australians support punitive lifestyle taxes in 2013, compared to four out of ten (39%) in 2012. Men are more likely to support this view.

Older demographics are the most libertarian. One-third of Millennials (33%) reject lifestyle taxes, compared to half (49%) of Boomers.

Australian men and women have different priorities when they apply their growing libertarian sensibilities to the vexed question of who should be allowed to keep secrets.

60% of women feel they have the right to know everything about a charity, as opposed to just over half (53%) of men.

But 45% of men feel that no politician has a right to privacy, compared to 37% of women who feel the same way.
**DIGITAL SOCIALITES**

Enhanced opportunities to socialise are what Australian women most value about cyberspace. Most women (61%) use the web to chat to their friends, slightly more than men (53%).

Consequently, women are considerably more engaged with social media than men. Three-quarters of women (75%) use Facebook, compared to two-thirds (65%) of men.

Almost seven out of ten women (68%) agree that social media helps maintain their friendships, while less than six out of ten (57%) men feel the same way.

However, while both genders – 57% of women and 61% of men – are in agreement about the trustworthiness of the web, women are more likely to take the next step and begin sharing their personal data online.

Two-thirds (67%) of women are willing to share their personal preferences with a brand in exchange for cash or a reward, compared to 58% of men.

Only one-fifth of women (21%) would refuse to grant a brand access to personal information in return for cash or rewards, while one-quarter (26%) of men would continue to refuse to do so.

Millennials are the least suspicious about a cash-for-data deal, with 14% still refusing to share anything, compared to one-fifth (19%) of Generation X, and almost one-third (31%) of Boomers.

Australian women may be more enthusiastic about this form of digital trading. But they are slightly more determined to know exactly how their data will be used than their male counterparts.

One-fifth of men (21%) don’t mind how their personal information is used online, compared with 16% of women who feel the same way.

A belief that bad behaviour online should be severely punished is shared most strongly by women – perhaps because they conduct more of their social life in cyberspace, and are therefore more alive to the effects of digital bullying.

Almost three-quarters (72%) of women would like to see people who abuse social network sites fined, or even jailed, compared to less than two-thirds (64%) of men.

This prohibitionist instinct is far stronger in Australia than in the US, where half of women (53%) and 44% of men would like to see digital trolls fined or jailed.

Perhaps as a further extension of their desire to encourage honesty and good behaviour in their digital heartland, women are slightly less likely than men to lie about themselves online – or at least less willing to admit that they do.

Some 43% of men confess to creating an online profile that is more appealing version of their offline self, compared to 38% of women.
Australian men and women are just as keen as ever to engage with brands in the real world, despite their growing passion for digital shopping.

**BRAND NEW FRIENDS**

Digitally engaged women are more likely than their male counterparts to regard brands as living, breathing entities with unique personalities.

A large proportion of women (60%) say a brand has a distinct character, like a human being, compared to closer to five out of ten (54%) men.

In many areas of their lives, the two sexes are rejecting old stereotypes. But in their attitude to brands as personalities, the old gender divide is as strong as ever.

The majority (81%) of women feel that fashion brands have human traits, while only closer to six out of ten (65%) men agree.

Seven out of ten women (69%) say cosmetics brands have a personality, whereas (41%) can see human characteristics in a manufacturing brand.

Australian men and women are just as keen as ever to engage with brands in the real world, despite their growing passion for digital shopping.

Women are the most attached to bricks-and-mortar retail, with more than eight out of ten (85%) saying that they enjoy the excitement and experience of a trip to a store, despite shopping online.

But men aren’t far behind. More than three-quarters (76%) of them share the same view.

Having taken the time, trouble and expense to engage with brands in the real and virtual worlds, Australians expect them to share their collaborative instincts.

A vast majority (93%) of women want brands to work together, not against each other, in public, with 86% of men sharing the same view.

Similarly, 84% of women believe brands should avoid wasteful competition in the current economic climate, as do three-quarters (77%) of men.
Which of these words would you use to define what it means to be a woman nowadays?

**FIG 1 – WOMEN ARE SEEN AS...**

- **MULTI-TASKING**: 67%
- **STRONG**: 54%
- **MOTHER**: 54%
- **CREATIVE**: 49%
- **NURTURING**: 48%

*Sample: n= 2,005*
Which of these words would you use to define what it means to be a woman nowadays?

**MULTI-TASKING**
- Female: 79%
- Male: 54%

**STRONG**
- Female: 67%
- Male: 40%

**CREATIVE**
- Female: 54%
- Male: 44%

**WISE**
- Female: 27%
- Male: 40%

**EMOTIONAL**
- Female: 50%
- Male: 40%

Sample: female: n = 1,007 male: n = 998

*Consumer Attitudes Audit Australia Autumn/Winter 2013/14*
Which of these words would you use to define what it means to be a man nowadays?

- Strong: 70%
- Father: 59%
- Ambitious: 50%
- Trustworthy: 48%
- Assertive: 44%

Sample: n=2,005
Consumer Attitudes Audit Australia Autumn/Winter 2013/14
Which of these words would you use to define what it means to be a man nowadays?

**FIG 4 – MEN ARE SEEN AS...**

<table>
<thead>
<tr>
<th>Trait</th>
<th>Male (%)</th>
<th>Female (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strong</td>
<td>74%</td>
<td>66%</td>
</tr>
<tr>
<td>Ambitious</td>
<td>55%</td>
<td>45%</td>
</tr>
<tr>
<td>Trustworthy</td>
<td>44%</td>
<td>52%</td>
</tr>
<tr>
<td>Risk-Taker</td>
<td>41%</td>
<td>36%</td>
</tr>
<tr>
<td>Creative</td>
<td>26%</td>
<td>39%</td>
</tr>
</tbody>
</table>

Sample: male: n = 998 female: n = 1,007
Which of these words would you use to define men/women nowadays in the context of relationships?

**Fig 5 – Women are seen as...**

- Independent: 41% female, 29% male
- Self-sufficient: 53% female, 29% male
- Committing: 50% female, 32% male

**Fig 6 – Men are seen as...**

- Sexually motivated: 53% female, 41% male
- Committing: 44% female, 39% male
- Financially motivated: 37% female, 29% male

Sample: female: n = 1,077 male: n = 998

Consumer Attitudes Audit Australia Autumn/Winter 2013/14
Which of these words would you use to define men / women nowadays in the context of business?

** FIG 7 – WOMEN ARE SEEN AS...**

- Ambitious: 70% (Female), 62% (Male)
- Communicative: 65% (Female), 47% (Male)
- Diplomatic: 47% (Female), 35% (Male)

** FIG 8 – MEN ARE SEEN AS...**

- Leader: 64% (Female), 58% (Male)
- Ambitious: 65% (Female), 55% (Male)
- Risk-taker: 51% (Female), 44% (Male)

Sample: female: n = 1,087 male: n = 988
Re-con Man

Rather than wallowing in the professed crisis of masculinity or the end of men, the Re-con man is carving out a new agenda that allows him to recast masculinity in a positive and powerful post-recessionary light.
‘Men have become defined by what they consume, which has led to a feminizing process. Men are now more comfortable with their home lives and fatherly roles. They used to not have relationships with their children. With this re-connection with the home comes a sense of emotional emancipation.’

Dylan Jones, editor of men’s magazine GQ

Never have people been less sure of what it is that makes a man. The ability to be a breadwinner has vanished with the economic squeeze, and early 21st-century machismo in the boardroom is being supplanted by women who, in the words of Facebook COO Sheryl Sandberg, are ‘Leaning In’ at work.

Against these changes, men in their mid-twenties and early thirties are undergoing a revolution in their personal and professional lives that has far-reaching consequences for brands, agencies and retailers attempting to address the conundrum that is the Re-con male.

‘Re-Con because he is reconstituted,’ explains Martin Raymond, co-founder of The Future Laboratory. ‘Unlike his Loaded magazine-reading lad equivalent in the 90s, or his more knowing and recent brother, the hipster, this is a man who embraces simplicity, enjoys back-to-basics values, and keeps his friends close, but his boozer closer.’

These changes are kickstarting a new wave of products and tribes that redefine how brands will market, sell and communicate with the male population. The Re-Con Man is rejecting the frills with ‘No-Bollocks Boutique’. He is seeking out design help from ‘Manteriors’, learning crucial life lessons by studying ‘Man-uals’ while all the time looking after his body and mind with ‘Re-valorised Sport’, ‘Man-venturism’, ‘Alpha Snacks’ and ‘New Porn’.

‘Men have become defined by what they consume, which has led to a feminizing process,’ says Dylan Jones, editor of men’s magazine GQ. ‘Men are now more comfortable with their home lives and fatherly roles. They used to not have relationships with their children. With this re-connection with the home comes a sense of emotional emancipation.’
Drivers

Turbulent Teens
The 2010s are forcing men to tether themselves to new, more meaningful lifestyles. Ongoing unemployment, portfolio careers and project-based work patterns are making them less likely to regard their career or job title as an indicator of status.

Collaborative Millennials
Millennial mindsets are changing men’s working relationships. Instead of the traditional hierarchical male mode, men are gravitating toward democratic and consensual workplaces pioneered by companies such as Google.

Womenomics
Since 2008, the number of women in employment in the UK has grown by a quarter of a million, while the number of men in work has dropped, according to The Jobs Economist. Meanwhile in education, women are racing ahead. Women’s success in these areas is forcing men to reassess the meaning of masculinity.

Social Media Awareness
The fast adoption of social media has given men a main line into lifestyle culture, which allows them to play more positively with their sense of masculinity. Information and ideas about fashion, grooming, food and other interests are shared and spread through peer networks, leading to experimentation.

Impacts
These drivers are creating lifestyle and attitudinal shifts – living with parents, committing to partners and looking after children are now becoming natural choices for the Re-con man.

Adultlescents
The ongoing recession and lack of Millennial jobs is forcing more 20something men to stay at home, creating a group we’ve dubbed the male Adultlescent. Men are more likely to take this decision according to the US Census Bureau, with around 20% of Millennial men living with their parents compared to 10% of women. Living at home allows Adultlescents to save on rent and food, which means that they have more disposable income to splurge on their favourite brands.

Man-uals
With masculinity undergoing a widespread re-think, brands, publishers and groups of men are reacting by providing simple how-to guides, such as The Good Men Project. Luksusowa vodka, which is owned by Pernod Ricard, is establishing itself as an authority on masculinity via jovial, knowing campaigns.

Ausperity Brands
The need among Re-con men to live austere but aspirational lives has led to the creation of a new genre of products, which are inexpensive, finely executed and without embellishment, such as the US-based Dollar Shave Club.

Commitment Pros
Rather than flitting from one relationship to another, men are re-constituting their masculinity by prizeing commitment over hedonism, and family over the single life. Just 8% of men in the UK and US say that the number of sexual partners was a primary definer of manhood, according to JWT Intelligence’s The State of Men 2013 report.

Plate-spinner Man
As Re-con men take a greater hand in home and family life, brands such as Dove and US retailer Sears are responding by marketing to plate-spinner men, an emerging demographic.

VIPeers
Thanks to social media and peer-to-peer culture, men are rejecting celebrity hype and are looking up to friends and local heroes. This ethos is mirrored in Live True, the first global campaign by whisky brand Dewar’s, which shows men – and one woman – from different walks of life following their passions.
**Consequences**

These impacts are challenging the way brands traditionally communicate with men. Dads are no longer marginalised, and the booze, birds, ball sports and burgers traditionally associated with men have likewise undergone a Re-con man makeover.

**Save Our Boozers**

Fashion designers, brands and young creatives are again frequenting old-school boozers, and rekindling affection for these once-dwindling national treasures with campaigns and branding exercises. For example, men’s fashion retailer Topman took over The Old Crown pub during the ‘London Collections: Men’ shows, turning it into a lock-in style men’s members’ club.

**Mate Clubs**

As traditional work-associated social activities decline, men are igniting friendships around shared interests and circumstances. In Shanghai, a new group called Guy Tai (a play on the Chinese ‘taitai’, which means a lady who lunches) is connecting expat husbands who’ve followed their wives to postings abroad.

**Ladiator Fitness**

Instead of focusing on muscles for show, a slimmer silhouette has emerged, and fitness is now central to personal success as well as to a long, healthy life. Ladiators take a functional approach to training, drawing on little but their own body weight, with CrossFit regimes and explosive workouts.

**Re-con Junk**

As healthy eating and fitness become even more important to men, their attitude to junk food is changing to one of fetish, novelty and humour. A new wave of suped-up junk food, such as the Glazed Donut Breakfast Sandwich at Dunkin’ Donuts, says ‘if you’re going to do junk, do it big’.

**Alpha Snacks**

In health food, meanwhile, a new ‘alpha’ mode has appeared in messaging, from macho protein-filled yoghurts to Bulletproof coffee.

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**Futures**

**Re-equilibrium**

As both sexes acclimatised to a changing society, they will reassess their relationship and roles. "As women get an even footing with men in terms of education and income, a generation will have to re-adjust," says David Autor, associate department head of the MIT’s Department of Economics.

**Mind Temples**

As women and men live longer, more services, products and platforms will launch to help them optimise their mental fitness. People will look to monitor their mental health and incorporate daily practices like digital downtime.

**New Menerationalists**

With fatherhood ascendant, consumers will demand baby products that appeal to design-conscious parents of both genders. Los Angeles company Beco offers a unisex baby carrier that emphasises ergonomics, stylish design and environmental responsibility.

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This page: Dr. Carver’s Easy Shave Butter and One Wipe Charlie’s flushable moist wipes for men

Opposite page: ESPN The Magazine, The Body Issue front cover

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**Alpha Amortals**

The millennial Re-con man and Athena woman will lead lives where age does not dictate behaviour. One outcome will be the rise of the Alpha Amortal, a person who through gruelling workouts, diet, self-medication and hormone boosters will stay at his or her best indefinitely.

**Genderless Retail**

In the future, the traditional marketing parameters of age and gender will vanish. Instead, brands will track interests and attitudes through future incarnations of Facebook Graph and platforms such as Social fMRI developed by the MIT Human Dynamics Laboratory.

**Gen-ducation**

Rather than envisioning a future where everyone functions the same way, society will place more emphasis on designing school and work environments that let individual talents shine through.
Re-con man Toolkit

Social norms associated with men are changing, and the ways in which brands used to talk to them are losing their resonance. As he surges towards a new vision of masculinity, use the points below to remain in step with the Re-con man.

1. **Re-norm your brand**
The Re-con man comes from a generation that calls brands to account over climate change, equality and ethics. Make your brand conscientious and culturally aware as a given.

2. **Consider commitment pros**
Hedonism is out and commitment is in. Create product offerings that cater to couples and allow Re-con men to plan for the future.

3. **Write a man-ual**
In turbulent times men need advice more than ever. Brands that can provide this will establish strong links with Re-con men.

4. **Give kudos to the plate-spinner man**
Men are shoe-horning more tasks into their home and work lives than ever before. Allow them to compartmentalise their time and give them space for reflection.

5. **Connect through VIPeers**
The Re-con man has no time for celebrity for celebrity’s sake. His heroes are peers and social media power-users. Use them to reach vast communities of followers.

6. **Use the boozer**
Men are re-kindling their love for the British public house. Use the pub as a main line into local communities and use them as the backdrop for a range of convivial, micro-local events.

7. **Create an ausperity brand**
The Re-con man responds to simple, impactful messages behind finely executed, multifunctional products.

8. **Market to Ladiators**
Alpha snacks, functional fitness, and holistic health are all key routes into the modern, body-conscious Ladiator.

9. **Prepare for genderless retail**
Traditional marketing parameters of gender will vanish and instead profiles based on attitudes and interests will emerge.

10. **Be an amortal brand**
Age will no longer denote lifestyle behaviour as fitness and health tech improves.
The Athena

Meet the modern woman. Educated. Affluent. Confident. Optimistic. She will rise to the top of her company, or start her own. She embraces community – online and offline. With her busy lifestyle, she’s looking for services that boost her fitness and wellbeing. She wants property and luxury goods. She won’t be patronised. She is the Athena woman.
‘This is the female century. It has been a long wait, but women are taking control of their destiny. The real people we have to take care of in this century are men.’

Paul Seabright, author, The War of the Sexes

This is the female century. Women are filling the world’s universities, starting businesses and taking up positions of power. ‘What we are reaching is a tipping point in consciousness,’ says Niamh Corbett, a vice-president at Morgan Stanley and member of the 30% Club, a London-based group promoting women on corporate boards.

Today, women are carving out their own space through Womazines, social networks and Feminclusive retreats. They are embracing athleticism and ‘Sexy Sweat’. They expect their partners to be their equals, at home and work. Instead of shopping for their family, No-Mos (non-mothers), Mo-Mos (modern mothers) and DINKs (dual income, no kids) are spending on themselves. Re-Enlightenment products, which draw on space-age technology and aesthetics, are in. Brands that ‘shrink and pink’ in an effort to appeal to women are out.

Our contemporary woman – The Athena – is wise and powerful, a goddess for the modern age. She wants to be spoken to, not as a woman, but as an individual. Glossy adverts do nothing for her; she’s into Reality Check Branding, Fantasy Blogs and She Porn. Not that she has much time for that. She’s too busy building her own vision of happiness, acquiring New Female Status Symbols and looking for the occasional Sensory Splurge. She favours functionality and design over gender-specific products, quenches her thirst with Boozette Brands, and shops in immersive retail environments that awaken her senses. Welcome to the new Womenomics.

Opposite page: Clue app for tracking your menstrual cycle and the monitor the best time to become pregnant

This page: Time magazine 18/03/13 front cover

A $6 Billion Move / The New Soft Money / Bowie’s Back

DON’T HATE HER

BECAUSE SHE’S

SUCCESSFUL

Facebook’s Sheryl Sandberg and her mission to reboot feminism

By Belinda Luscombe

Opposite page: Clue app for tracking your menstrual cycle and the monitor the best time to become pregnant

This page: Time magazine 18/03/13 front cover
Drivers
Education and birth control are driving the rise of women. And with feminist rhetoric more spirited than ever, men are exploring new roles.

Education and Birth Control
Today, over half of graduate students globally are female, according to the Unesco Institute for Statistics. As she excels in education the modern woman is having fewer children. Fertility treatments such as oocyte cryopreservation, or egg freezing, are making it possible for women to postpone their reproduction to focus on their careers.

Feminist Renaissance
Once a dirty word, feminism has returned, driven in part by a growing network of activists such those who co-ordinate the Twitter-centric Everyday Sexism Project, which upholds feminist ideals.

Manomics
Men today are focused on the home and childrearing like never before. More men in the US and UK associate manhood with the word ‘father’ than women associate womanhood with the word ‘mother’, according to LS:N Global’s 2013 Consumer Attitudes Audit.

Impacts
Women are earning more, and conferring with their peers online before they spend their money. They’re moving into science, creating their own literature and male fantasies, and turning away from products ‘for girls’.

Fempreneurs
From law to medicine to management, women today are storming the professional world. The number of Fortune 500 companies run by women increased from 12 in 2011 to a record 21 in 2013, and women now head one-fifth of start-ups around the world, according to Forbes.

Reality Check Branding
Brands are using inspirational women of all sizes and ages to front their campaigns. This autumn, Marks & Spencer’s Leading Ladies campaign featured women who had achieved a diverse range of accomplishments.

Re-Enlightenment Beauty
Space- and lab-inspired aesthetics and services are in vogue, with companies such as makeup brand Mac creating products with interstellar names and ingredients, and retailers including Sephora offering digital skin/foundation matching.

Mantasy Blogs
Mantasy blogs, a feminine form of feminist resistance, juxtapose pictures of ‘dream boyfriends’ with invented quotes and stories. For example, Your LL Bean Boyfriend is a Tumblr dedicated to pictures of the hunky men from the catalogue of outdoor clothing company LL Bean.

Fem Lit Rising
The age of the women’s glossy is waning while intelligent, women-focused media is on the rise. New thinking—women’s print titles like Libertine and Suitcase are making feminism accessible to all gender identities.

Science Starlets
Smart brands are encouraging more women to enter male-dominated science and technology fields. Companies such as Google are working to hire and educate women programmers by offering scholarships.

Super Mom Backlash
As women embrace new roles, they are rejecting the ‘helicopter parent’ paradigm with books such as the 2013 guide, I Don’t Know Why She Bothers: Guilt-Free Motherhood For Thoroughly Modern Women.

No-Gen Retail
Women today are rejecting overtly gendered goods, and instead are choosing design-led unisex products such as beers by Swedish microbrewery Church of the Atom, sports cosmetics by Spanish brand Fisix and unisex make-up line Enter Pronoun.
Consequences

Stress, sloth and bad sex. These are the new enemies of the modern female lifestyle. Instead, women want adventure, new sensual and sexual horizons, wellness and fitness.

DINK Dollar

The term ‘dual income, no kids’ (DINK) emerged in the 1980s, but today DINK couples are growing in number around the world, and are driving lifestyle sales in urban areas globally.

Sensory Splurge

The design firm Studio Toogood and fragrance expert Odette Toilette are among those who have pioneered events and products that cater to women’s superior sense of smell, allowing them to lose themselves in a sensory world.

Stress is the New Fat

In an age of hyper-awareness about wellness, stress is the new fat. A number of beauty brands, from Kiehl’s to Aveda to Shiseido, are rolling out products that treat the effects of stress on the skin.

Sexy Sweat

Sweating during exercise was once considered unfeminine. Today, brands like US women’s sportswear line Carbon38 are celebrating sweat and helping redefine femininity.

New Female Status Symbols

From mechanical watches to sports cars to whisky, women are snapping up wealth signifiers once purchased mostly by men.

She Comes First

In a new era of thinking on women’s sexuality, porn directed by women is gaining ground while brands including Swedish company Lelo are steering the sex-toy industry towards female needs.

Futures

Re-equilibrium

As both sexes acclimatise to a changing society, they will reassess their relationship and roles. ‘As women get an even footing with men in terms of education and income, a generation will have to re-adjust,’ says David Autor, associate department head of the MIT’s Department of Economics.

Mind Temples

As women and men live longer, more services, products and platforms will launch to help them optimise their mental fitness. People will look to monitor their mental health and incorporate daily practices like digital downtime.

New Menerationalists

With fatherhood ascendant, consumers will demand baby products that appeal to design-conscious parents of both genders. Los Angeles company Beco offers a unisex baby carrier that emphasises ergonomics, stylish design and environmental responsibility.

Alpha Amortals

The millennial Re-con man and Athena woman will lead lives where age does not dictate behaviour. One outcome will be the rise of the Alpha Amortal, a person who through grueling workouts, diet, self-medication and hormone boosters will stay at his or her best indefinitely.

Genderless Retail

In the future, the traditional marketing parameters of age and gender will vanish. Instead, brands will track interests and attitudes through future incarnations of Facebook Graph and platforms such as Social fMRI developed by the MIT Human Dynamics Laboratory.

Gen-ducation

Rather than envisioning a future where everyone functions the same way, society will place more emphasis on designing school and work environments that let individual talents shine through.
Womenomics Toolkit

More affluent, educated and enterprising than ever, women are carving out a new space in society. Use these tools to tap into this new She-conomy.

1. Transcend the gender divide
Focus on non-gender specific aspects – such as superlative design – to strengthen your brand’s appeal.

2. Be scientific
Appeal to women’s new-found verve for nature-inspired advanced technology that delivers results.

3. Go deeper
Women want you to go beyond consumer and celebrity culture and present real role models.

4. Challenge convention
Help women sweat with style and redefine what constitutes fitness and femininity.

5. Don’t patronise
When marketing your brand, remember that women don’t want to be treated as a separate group.

6. Aid co-opetition
The Athena woman wants to cooperate, not just compete, to get ahead.

7. Offer adventure
Cater to women’s appetite for novelty products and experiences, and excitement outdoors.

8. Stimulate the senses
Offer convivial, unique experiences that appeal to women’s heightened sensory powers.

9. Be fitness savvy
Now, playing hard means exercising hard. Help the Athena woman to create the fit lifestyle she wants.

10. Encourage wellness
Ideas about success are changing. Ambition for the Athena woman means health and happiness.
You type, they swipe. You click, they tap. You customise the template, they code their own. Born after 2002, today’s digital natives are demanding experiences that are richer, more immediate, interactive and, above all, intuitive than ever before. We call them Generation I.
‘Digital natives born after 2002 will have a constant layer of effortless augmentation in their lives. Their habits will be fundamentally different from those who grew up switching technology on and off for individual tasks.’

Tom Chatfield, author of How to Thrive in a Digital Age: The School of Life
This page : Harrods Toy Kingdom by Shed Design.
Photography by Ed Reeve
Previous page : LS:N Global case study Art Albert and Ron Robert
**Trend Drivers**

**Sharenting**

Parents today share more of their own and their children’s lives than ever. In Britain, almost eight out of 10 (77%) of mums and dads are now Sharents who upload photos of their children to social networks, according to discount website MyVoucherCodes.co.uk. In the US, 3.9m mums are bloggers and 14% of all American mothers blog about parenting or turn to blogs for advice, according to consumer research company Scarborough Research.

**CTOs: child technology officers**

Generation I children are more digitally advanced than their older brothers and sisters were at their age. In the US, 69% of parents consult children about which products to buy for the whole family. When choosing mobile phones, 49% of parents draw on the knowledge of their CTOs, according to Viacom International Media Networks.

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**Trend Impacts**

**Coder culture**

Instead of simply participating in the digital world as it is offered to them, Generation I members want to get their digital hands dirty by messing around with the building blocks. Coding clubs and workshops are springing up around the world, and inspiring the young minds of Generation I.

In the UK, Code Club, a network of after-school clubs run by professional developers and digital designers, has grown since September 2012 to 577 clubs in February 2013. ‘And most of our clubs are oversubscribed,’ Code Club co-founder Clare Sutcliffe tells LS:N Global.

**The Tomorrow Store today**

Generation I children will grow up shopping in The Tomorrow Store. For them, retail – if not in their hands or pockets at all times – will be experiential, immersive and about much more than buying things.
Trend
Consequences

Post-stereotype world

Previous generations grew up with a clear distinction between toys for boys and toys for girls. If you were buying a child a gift, it was clear where to shop and what to buy: you bought an Action Man or a Barbie doll. Now, in an era of Womenomics, these stereotyped gender divisions are becoming less clear. Since it redesigned its toy department in summer 2012, London department store Harrods has grouped products by theme rather than by male or female.

Resensitised idealists

For years, parents and cultural commentators have worried about their children becoming desensitised, no longer able to distinguish between violence in video games and the real world. They need not worry about members of Generation I. Research shows that the time they spend online, instead of making them less sensitive, is making them more so.

‘Generation I children are extremely good at distinguishing between what is real and what is not online,’ says Andy Phippen, professor of social responsibility in IT at Plymouth University. ‘They have a high level of empathy for suffering and animal cruelty.’

Trend Futures

Ubiquitous retail

Generation I children have grown up knowing that any item they want is just a tap away, as long as their parents are on hand with a credit card. ‘Betsy Lou has understood from a very young age that in two seconds you can order something online now and it will arrive the next day,’ says her mother Clare Rudd.

Tomorrow’s consumers will expect to be able to buy more and more easily, from more physical-digital places – leading to an era of Ubiquitous Retail.

Design agency Think Big Factory has showed how retail could go beyond the smartphone to be ubiquitous through its Smart Tasting Prototype, which features smart panels and holographic projections that give dinner the same functionality as content on a tablet computer. If you like the wine, you can tap to buy or ‘like’ it on social media.

Computer-mediated conversation

Used to talking through Skype, Generation I children augment their conversations by sending relevant content to each other, such as links, pictures and answers to general knowledge questions. ‘I-chatting is best because you can send pictures about what you are talking about,’ says Lim Xin Quan, 7, from Singapore.

Technology start-up Expect Labs is helping to facilitate computer-mediated conversation through MindMeld, an app that listens in to conversations and pulls up relevant information. Images and links are displayed in a stream that people share with others.
# Generation I Toolkit

Generation I children are forming new digital habits, and at age 10 and under they are recreating the web. Use these tools to align your brand with the latest digital natives.

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<tr>
<td><strong>Be image-conscious</strong></td>
<td><strong>Target CTOs</strong></td>
<td><strong>Let them code</strong></td>
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<tr>
<td>Offer Generation I products and experiences that enable them to be the stars of the show, and spread this image online.</td>
<td>Child technology officers are gaining sway. Pester power has now become expert influence.</td>
<td>Coding is a global movement. Make disruptable products.</td>
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<tr>
<td><strong>Be non-linear</strong></td>
<td><strong>Let them hack</strong></td>
<td><strong>Be post-stereotype</strong></td>
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<tr>
<td>Generation I members want to be masters of their own experience.</td>
<td>Give Generation I the tools to create their own games and interventions from existing products.</td>
<td>Generation I kids are growing up redefining the blue for boys and pink for girls adage.</td>
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<tr>
<td><strong>Resensitise your brand</strong></td>
<td><strong>Overlay data</strong></td>
<td><strong>Enter the Tomorrow Store</strong></td>
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<tr>
<td>The web brings Generation I into contact with real issues, and helps Generation I understand them. Make your brand part of this learning.</td>
<td>Generation I will be used to data that makes physical experiences better.</td>
<td>Retail is about experience, play and socialising – not just buying stuff.</td>
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<tr>
<td><strong>Screen-age your content</strong></td>
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<tr>
<td>Make your content work with flexible, touch-sensitive and haptic interfaces.</td>
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The Future Laboratory is one of Europe's foremost brand strategy, consumer insight and trends research consultancies. Through its online network LS:N Global, it speaks to 300 clients in 14 lifestyle sectors on a daily, weekly and monthly basis. Its consumer survey and data research department Future Poll works with household panels globally to discover what is new, next and profitable in consumer thinking.

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