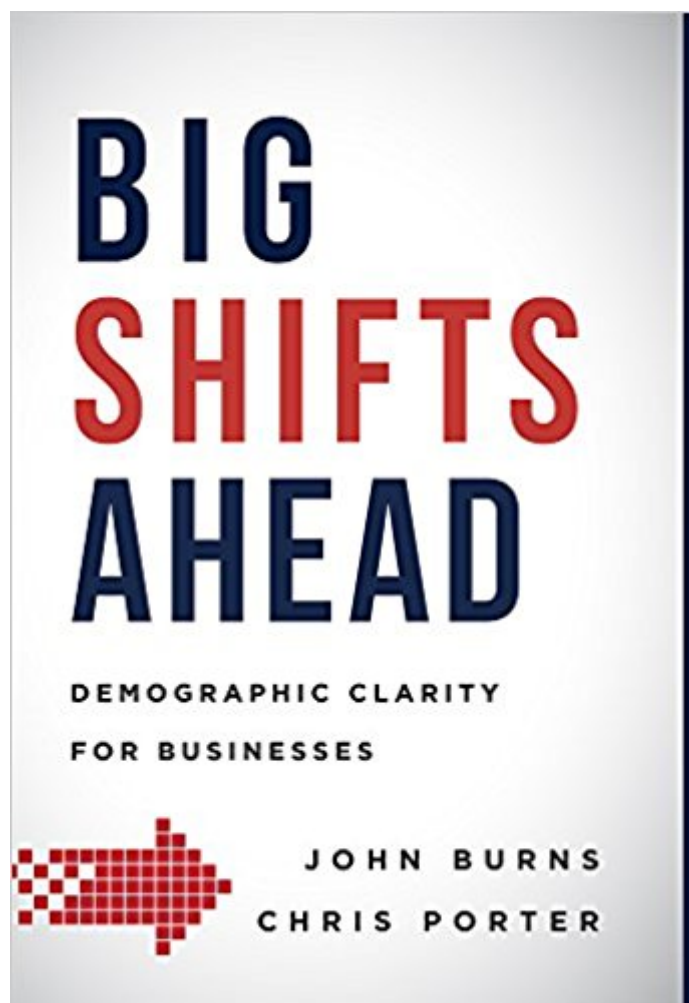


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Big Shifts Ahead: Demographic Clarity For Business



Synopsis

Please Note: This book contains over 100 colored charts. The Kindle version of *Big Shifts Ahead: Demographic Clarity for Businesses* is best viewed in color on the Kindle Fire or through the Kindle app on any Apple or Android device. Huge Demographic Shifts Explained and Quantified for Decision Makers Demographics determine the direction of your business. Demographic trends can be overwhelming, misleading, confusing, conflicting, and difficult to predict. Not anymore. John Burns and Chris Porter wrote this book to help make demographic trends easier to understand, quantify, and anticipate. Readers of this book will have a huge competitive advantage because they will be making decisions with facts, and they will be better able to adjust their strategies when unanticipated events shift prevailing trends. Know the facts, and learn to: plan your business better; support your decisions with facts; and clarify the demographic confusion using the groupings and frameworks used in this book. Usable Generational Definitions John Burns and Chris Porter redefine the generations by decade born, grouping people by age and life stage. Each generation born in the 1950s and later is 40 to 44 million in size, although the life experiences and foreign-born composition of each vary dramatically. Burns and Porter give each generation a name to reflect the shift in society that they led. Four Big Influencers Four Big Influencers explain why those born in different decades behave so differently, and help explain the big shifts ahead: New technologies Changing government Policies Economic growth Shifts in societal acceptability Seven Biggest Opportunities Burns and Porter devote a chapter to each of the seven biggest opportunities, forecast the future of each, and provide a framework to shift strategy when unexpected changes occur. Working women Affluent immigrants Workaholic retirees Delayed young adults The Sharing economy Southern growth Urban life moving to the suburbs They support the research with more than 100 easy-to-read color charts and plenty of facts.

Book Information

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Customer Reviews

"I applaud John Burns and Chris Porter's bold challenge to the conventional wisdom on demographics. This book addresses the influences that have accelerated changes in generations. Their analysis provides valuable insights for any marketer working to unlock value for their customers. A relief to finally find some good data which breaks down the vast millennial cohort into more distinct behavioral motivators. For those who read carefully, there's excellent nuggets on how to strategically position business for growth." --Deborah Wahl, Chief Marketing Officer of McDonald's USA

"John Burns and Chris Porter make a phenomenal case for how demographics trends influence long-term societal behavior. Airbnb has learned that, when it comes to housing and travel, we're moving from detached dwellings to sharing societies that create both better efficiency and personal connections." --Chip Conley, Bestselling Author and Head of Global Hospitality and Strategy of Airbnb

"Big Shifts Ahead is aptly titled. It provides a valuable service in categorizing our population more in line with how we think about ourselves. A valuable and interesting read for both business planners and anyone interested in thinking about who Americans are." --Doug Duncan, Chief Economist at Fannie Mae

"Nobody knows housing like John Burns, and now he offers the demographics which underlie his long term forecasts. This data has implication for every business, as he clearly demonstrates. This is one of the best books you can read on demographics and consumer spending." --John Mauldin, Multi- New York Times bestselling author and writer of one of the world's largest online newsletters, Thoughts from the Frontline.

"From the impact of immigration, to women in the workforce, to the coming boom in household formation, John Burns and Chris Porter masterfully use graphs and demographic data to illustrate many of the past and future trends." --Bill McBride, Blogger at CalculatedRiskBlog.com, named #4 best financial blog by Time.com

"Really great way to break down the generations. You may have a game changer on your hands! How cool would that be!" --Bruce Norris, President of The Norris Group and host of the award-winning series, "I Survived Real Estate"

"The single most important work on forecasting consumer behavior in a generation." --Bill McLoughlin, Chief Content Officer at Furniture Today

"John Burns and Chris Porter's Big Shifts Ahead is a very readable presentation of how demographic trends influence the demand for many kinds of goods and services. It should be a must

read for individuals making long term Real Estate investment decisions." --Mark Kroll, Managing Director at Sares-Regis Group "Fantastic read and such great data as we move forward in these late innings of our 'recovery'. I have scribbled notes all over the book as it is sure to be beyond valuable to me and EA Homes in the near and long terms. And yes, 'urban' is right on! We have already experienced the success 'urban' can deliver." --Caroline Simmel, Senior Vice President of Marketing at Edward Andrews Homes "It has become a great reference for me in talking on a macro level with investors." --Eric Wood, Chairman at Nest Homes "It's a great book. It gives you a detailed journey through the demographics in our market and what/where the demand will come from. There were a number of great takeaways for me. It gave me the sense that we may have a longer run than I would have forecast." --Adrian Foley, President and COO at Brookfield Residential

John Burns has helped executives form demographic-based strategies for more than 27 years. He wrote this book to create clarity for himself and his clients. John is a highly regarded consultant and speaker, and is the CEO of John Burns Real Estate Consulting. He earned his BA in Economics from Stanford University and his MBA from UCLA. Chris Porter is Vice President and Chief Demographer at John Burns Real Estate Consulting, where he has helped many executives anticipate demographic shifts over the last decade. He earned his BA in Economics from Princeton University and his MS in journalism from Northwestern University.

This is a great read for anyone who wants to get a glimpse of how the world has changed and will be changing. There are tons of charts and an ocean of data, but it is always presented in an understandable and engaging way. The graphs and charts are easy to follow and well-presented. Sure a couple of old saws sneak in (e.g., Wall Street having to sell some mortgages to poor people caused the housing crash), but overall a great job in sticking to the facts and not carrying the water for any ideological bias. If you are looking for great insights on how changing people and events and attitudes are changing our world, this is your book.

I've been working in the housing sector for over 20 years and found myself saying "A-ha!" several times while reading *Big Shifts Ahead*. The authors redefined the usual sloppy generations into decades, and looked at how each group has been impacted by factors as diverse as birth control, technology and the Great Recession. Cameos of several company employees really illustrate what motivates women, immigrants, aging boomers, and millennials in their household and consumer

decisions. The conclusions and forecasts aren't just for homebuilders and developers, but potentially for anyone with a product or service to sell. I'm keeping the graphic of the decades and lifestages on my desktop to refer to daily!

This book should be required reading for anyone whose business depends on understanding consumer behavior. Rather than using the same amorphous and - ultimately - unproductive generational definitions we've all become accustomed to, Burns and Porter approach the subject of demographics through the context of shared experience. It's a straightforward but potent idea: what was happening in the country and world when you were born and raised creates some degree of shared behavior and perspective, which informs consumer lifestyle choices. This context makes all the difference as it has the capacity to help root out useless or even damaging generalizations about how people make lifestyle decisions. Using a broad swath of carefully footnoted consumer data, plus the historical experiences and perspectives of real people born within each decade going back to the 30s, the authors craft a framework through which to view the future behaviors of these waves of consumers. When I applied this framework to several theses (business plans, product ideas, etc), the outcome was new perspectives on who might be the best buyers, and why. A couple of things in the book stood out for me:- Looking at four major variables (tech advancement, government policies, growth, societal norms) driving these consumers' shifting behaviors helps the reader understand how younger (larger) generations will behave going forward. Focusing on the changing patterns of marriage and birth is of particular interest.- The effects of foreign-born consumers in the US have been - until now - poorly understood and often discounted. Yet these consumers make up at least 15% of mature generations and tend to be better savers, so ignoring them is provably foolish.- Rather than just being a bunch of data and charts, the authors bring the data to life and make it actionable information, pointing out specific areas of opportunity in all the trends. All in all, having read many marketing strategy and demographic trends books, I recommend this book without reservation for readers seeking to understand and capitalize on the changing behaviors of consumers of different age ranges.

I have been running an economic and real estate consulting firm for over 30 years. So, we are always looking at demographics and related information. John's book is the best I've seen related to age demographics and their impact on housing. Usually, we have to search many sources to get the type of information he has compiled in one place. In addition, his approach of looking at different age cohorts by 10 year increments instead of the usual 20 or so

year groupings is clever. It gives one a much better perspective on things since someone born, say in 1982, will have a different perspective because of different life experiences than someone born in 2000. I highly recommend the book.

Very insightful book that will change how businesses think about and target their consumers in the years to come. No other book on demographics breaks down the data and makes it more useful than *Big Shifts Ahead*. Easy to read, easy to digest information with colorful charts that bring the data to life. The book connects data to real people examples to make it that much easier to understand. This book will change how you think about demographics! Excellent read.

The book provides an insightful overview of the current demographic landscape in the U.S. by analyzing generations in 10 year segments from the 1930s Savers to the 2000s Globals. Previous demographics research analyzes the "traditional" generational groups, such as the Millennial group, which tends to over generalize, but this book provides the much needed detailed research. In addition, the book discusses the four key influencers that have shaped and continue to shape the overall demographics landscape in America. While the book provides rigorous and detailed data and research analysis, the authors managed to make it engaging by providing real life stories. It is definitely a fun yet informative read!! I would highly recommend the book to anyone interested in understanding current demographic trends in the U.S. and the drivers behind those trends.

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