

## 简介

1998年，我为荷兰杂志《产品设计》撰文预测1998至2008年的趋势。13年后——2011年——有人想起那篇文章，问我：“你在1998年的预测实现了吗？”我几乎忘了这篇文章，翻查之后却意外地发现它们全都实现了。继而，《产品设计》杂志为我设置了新的挑战，让我重新操刀。我照办。这篇文章包括下面四个方面的内容：1. 如何完成（预测）；2. 1998年的预测；3. 最终实现的设计，案例调查的回顾；4. 2012–2022年的预测。

### 一、如何完成（预测）

1991年，费思·波普康（“波普康”意为：爆米花）——费思·普洛特金的昵称，在她的著作《爆米花报告：生活形态新预言》中预测了“茧居”趋势。

藉此，她为西方文明创造了一个新的词语。她预测人们会逐渐回归家庭。根据是人们的工作压力与街头不断上升的犯罪率与动荡的局势。人们会重新思考他们的生活和生育，与其出门，还不如待在家里，看一部租来的电影，品一杯美酒。录像机销售量的增长以及披萨饼与中国食品快递服务的成功和其他一些材料是波普康预测的基础。

#### 繁荣、毁坏与回声

“无稽之谈”，大卫·富特这样说（1996）。波普康将因与果混为一谈。她建议说首先人们选择待在家里，继而，为了赋予生活更多的意义，决定要孩子，而在现实中，情况是相反的。美国和加拿大婴儿潮一代到了生儿育女的年龄。孩子需要父母投入大量的时间、精力与金钱。结果是，父母没有那么多富余的时间和闲钱外出。所以，他们选择

租录像带而不是去电影院。他们选择购买一瓶酒而不是前往酒吧。他们订购披萨饼而不是下馆子。不过，他们仍然热爱外出，一旦他们的孩子成长到了一定的年龄，他们就会再次出发。像费思·波普康这样的趋势观察家们会说：“茧居趋势正在减退。”事实上，人们只是在展示“正常行为”。这看似是风潮的唯一原因在于涉及到许多人。从人口统计的角度来说，婴儿潮一代基于他们的年龄与收入的所作所为看起来像是某种趋势。“茧居”不是一种风潮，是而立之年拖儿带女、承担房贷的人的正常行为。

根据大卫·富特的理论，三分之二将要发生在未来五到十年的事都可以通过人口结构变化进行预测。如果你想知道四十岁的人在五年之后的行为，只需要观察一下现在四十五岁的人。现在有许多四十岁的人吗？那么，目前四十五

## （回）望未来 (Back) to the Future

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### Introduction

In 1998, I wrote an article for the Dutch magazine *Product*, in which I tried to predict trends for the years 1998 to 2008. Thirteen years later – in 2011 – someone remembered and asked me: ‘Whatever became of your predictions of 1998?’ I had nearly forgotten about them, looked up the old article and discovered – somewhat to my surprise – that they had all come true. Then the publisher of *Product* challenged me to do it again. I did. This article contains the following four sections: 1. How it was done; 2. The predictions of 1998; 3. What became of them, a retrospective case survey; 4. The predictions for 2012–2022.

#### 1 How it was done

In 1991, Faith Popcorn – an alias for Faith Plotkin – predicted the trend ‘cocooning’ in her book ‘The Popcorn Report’. With that, she introduced a new word in western civilization. She predicted that people would withdraw more and more into their homes. Her explanation was that

this would happen because of the stress in their work and the increase of crime and turmoil in the streets. People would reconsider their lives and choose for having children, as well as for staying home and enjoying a rented movie with a glass of wine, instead of going out. Popcorn based her predictions – amongst other things – on the growing sales of video recorders and the success of courier services for pizza and Chinese food.

#### Boom, bust and echo

‘Nonsense’, says David Foot (1996). Popcorn mixes up cause and consequence. She suggests that people first choose to stay home and then – to give their lives more meaning – decide to have children. In reality, it was the other way around. The huge baby boom generation in the US and Canada had reached the age at which people usually decide to have children. Children require a lot of time and energy from their parents, and cost them a lot of money. As a consequence, the parents have less time

and money for going out. So instead of going to the cinema, they rent a video. Instead of going to a bar or pub, they buy a bottle of wine. And instead of going to a restaurant, they order pizza. But they still love to go out and as soon as their children are old enough, they will go out again. The trend watchers – such as Faith Popcorn – will say: ‘The cocooning trend is declining’. In reality, people are showing ‘normal behaviour’. The only reason it looks like a trend is because it involves so many people. Everything the baby boomers do, based on their age and their income – i.e., demographically speaking – looks like a trend. Cocooning is not a trend; it is normal behaviour for people in their thirties with children and a mortgage.

According to David Foot, two thirds of everything that will happen in the next five to ten years can be predicted on the basis of demographic shifts. If you want to know how 40-year-old people behave in five years’ time, look at the behaviour of 45-olds now, and you will know. Are there a lot

岁的人的举止在五年之内会成为风潮。遗憾的是，富特有关人的行为的调研的成果虽然贯穿他的全书，但他并没有按照年龄进行分类。为了让工业设计工程师们得以应用富特的理论，我进行了不同年龄的划分。我收集了研究成果，并根据类别分组。详情如下。<sup>[1]</sup>

#### 1. 儿童，0-9岁

这部分没有包含在富特的研究范畴中。这个年龄段的儿童通常不能做决定（这或多或少取决于他们唠叨的功夫）。通常，他们的父母做决定（参见：“起步阶段的人”和“成家立业的人”）。

#### 2. 青少年，10-19岁

青少年没有太多钱，但是他们有许多时间。这意味着他们有充足的时间寻找最便宜的产品，为了省钱愿意阅读复杂的说明书，并自行安装。他们和父母生活在一起，听音乐会，参加体育赛事，

常常外出并下载许多音乐。他们使用公共交通工具并相信自己是不朽的。

#### 3. 起步阶段的人，20-29岁

就像青少年一样，起步阶段的人没有太多的钱，但是有充足的时间。他们在学院或综合性大学，开始独立生活，通常居住在（大）城市的中心。他们对于所购买的产品质量并不挑剔。他们希望讨价还价，会花时间寻找可以讲价的产品。他们在折扣店购物，如果可以省钱，他们会选择自己组装产品。大多数情况下，他们选择公共交通工具，喝啤酒（选择价格便宜的品牌大量饮用；尽可能少花钱把自己灌醉）。他们也表现得似乎自己是不朽的。他们最喜欢的运动是足球（英式足球）、网球和冰球。他们使用彩妆（时髦的，带有表现性的色彩），追逐新潮。他们在寻找伴侣。他们的第一辆车通常是便宜的二手车。

#### 4. 成家立业的人，30-39岁

通常，成了家有了年幼的孩子会增加花销，不过他们还有更大的开支。他们的房子、家具、车和孩子都得花钱。（在荷兰，女性第一个孩子降生的平均年龄是29.5岁；1992年的数据是28岁。）因为开销大，他们经常会抵押（房屋抵押贷款）。他们居住在郊区，希望拥有带花园的房子。减少饮酒量，选择更加昂贵的品牌并增加了多样性：尤其是啤酒和红酒。为了攀比，每隔两年购买新车。当他们四十岁的时候，他们有了更多的钱却没有足够的时间花钱。他们对所购买产品的品质更加挑剔。他们选择护肤产品而不是彩妆，不再那么热衷于运动，或是将兴趣转向了高尔夫。因为孩子，他们会选择小型货车、七座三菱菱绅或SUV越野车。

#### 5. 以事业为导向阶段的人，40-49岁

#### 注释：

[1] 请注意，这本书创作于1996年，富特是加拿大人。虽然部分信息得到了更新，但并不是所有的方面都适用于每个国家。

of people of age 40? Then the behaviour of people, who are 45 now, will appear to be a trend in five year's time. Unfortunately, the results of Foot's research regarding people's behaviours are spread throughout his book, and he does not use age categories. To make Foot's theory useful for industrial design engineers, I created age categories. I collected the results of the research and grouped them according to these categories. These results are described below.<sup>[1]</sup>

#### Children, 0 - 9 years

This group cannot be found in Foot's research. Children of this age usually don't decide for themselves (this may depend somewhat on their nagging skills). In general, their parents decide (see: Starters and Families).

#### Adolescents, 10 - 19 years

Adolescents don't have much money, but they do have a lot of time. This means that they have enough time to look for the cheapest offers and are willing to read complicated instructions and assemble do-

it-yourself products to save money. They live with their parents, visit concerts and sports events, go out often and download lots of music. They use public transport and think they are immortal.

#### Starters, 20 - 29 years

Just like Adolescents, Starters do not have much money, but have a lot of time. They are in college or at university, and start living on their own, mostly in the centre of a (big) city. They are not very critical with regard to the quality of the products they buy. They look for bargains and spend time to find them. They buy in discount shops and assemble products themselves if that saves them money. Mostly, they use public transport and they drink beer (lots of it and cheap brands; they get drunk on as little money as possible). They also act as if they are immortal. Their favourite sports are football (soccer), tennis and hockey. They use decorative cosmetics (fashionable, with expressive colours) and they are followers of the latest fashions. They are looking for a partner. If they

buy their first car, it is second-hand and inexpensive.

#### Families, 30-39 years

Starting families with small children usually have a bit more to spend, but they also have a lot of expenses. Their house, furnishings, car and children all cost money. (In the Netherlands, the average age of women having their first child is 29.5; in 1992, this was 28.) As they spend a lot of money, they also often borrow (mortgage). They live in a suburb and want a house with a garden. They drink less alcohol, but more expensive varieties: specialty beers or wine. They buy a new car every two years to keep up with the Joneses. When they approach their forties, they have more money, but less time to spend it. They become more critical with regard to the quality of the products they buy. They select skin care products instead of decorative cosmetics and are less active in sports, or change to golf. Because of the kids, they opt for a minivan, space wagon or SUV.

这个群体的人非常有钱。他们的事业发展顺利而开销却在下降。孩子们开始自立，房屋抵押贷款基本还清，他们拥有的许多产品状态不错，无需购买新的替代。他们生活忙碌，意识到好品质的重要性，没有时间（或是不愿意花时间）讨价还价。他们购买顶尖的品牌，希望得到好的建议。因为没有时间阅读说明书，他们期待简单的产品。他们喜欢便利性，也愿意在这方面花钱：他们需要的不是一颗生菜，而是经过清洗的、包装好的、随时可食用的沙拉。他们购买的超市产品丰富。只要不浪费太多时间，花点钱不是问题。他们购买小一点的，但是更加豪华的车。他们很少跟风，早在二十出头的时候就因为穿着松糕鞋而崴了脚踝。他们根据经验选择适合自己风格的服装。他们购买更多的亚麻质服装，包括经过修改的服饰，因

为他们的身体已经走形。大约80%的人需要近视眼镜。他们选择更加休闲的运动，例如高尔夫和散步。他们不再热衷摇滚音乐会和体育赛事，转而光顾芭蕾和古典音乐会。四十五岁左右的时候，他们开始经历中年危机：我将如何度过余生？他们开始经营自己的公司或新的职业。他们甚至可以接受一份低薪的工作。

#### 6. 即将步入老年阶段的人，50-59岁

即将步入老年阶段的人既有时间又有金钱。孩子们早已离开他们。需要好的品质与服务。对坏品质产品有了足够的经历，他们变得非常挑剔，欣赏好品质。他们认为已经拥有了自己所需的产品。因此，更愿意把钱花在旅游上，或是外出就餐、观看音乐会或戏剧表演。他们喜欢远途假日旅行。关于服饰，他们知道哪些适合自己并愿意为此买单。

他们需要优质的财务顾问帮助他们明确投资理财（私人银行服务）。他们明白自己不是不朽的（通常，他们的双亲，或者其中之一已经过世），因为健康而忧虑，并努力改善。他们服用维生素或预防药。男人有前列腺的问题，女人经历绝经，或即将面临这一阶段。他们更愿意把钱花在靠运气取胜的游戏上：买彩票、宾果游戏或是进赌场。他们喜欢安静的购物环境和热诚耐心的服务员，不愿意讨价还价。喜欢豪华小轿车，驾驶一辆车的时间在五年或五年以上。他们开始像志愿者那样工作，在慈善方面投入更多金钱。他们去美术馆，开始一项爱好，例如收藏（或是重新“复活”之前的收藏），或（再次）开始阅读。

#### 7. 老年人，60岁以上

老年人与即将步入老年阶段的人非常相似。不过，他们有更多的健康方面

#### Career-oriented, 40 – 49 years

The people who belong to this group have a lot of money to spend. Their career is running smoothly while their expenses decrease. The children start living on their own, the mortgage is nearly paid off and many of the products they have are good enough and don't need replacing. They have busy lives, find good quality important and don't have time (or don't want to take the time) to look for bargains. They buy leading brands and want good advice. They don't have time to read the manual so they want simple products. They like convenience and are willing to spend money on it: not a head of lettuce, but a pre-packaged, prewashed, ready-to-use salad melange. They shop in a supermarket with a wide product range. It's fine if that costs some money, as long as it does not cost a lot of time. They buy a smaller, but more luxurious car. They hardly follow fashion, because they already dislocated their ankles in their twenties while wearing platform shoes. They buy

clothes about which experience has taught them that they fit their style. They buy more lingerie, including corrective garments, because their body is not as toned as it used to be. About 80% need reading glasses. They look for more subdued sports, such as golf or walking. They visit musicals, ballets and classical concerts instead of rock concerts and sports events. Around their 45th birthday, they experience a midlife crisis: what am I going to do with the rest of my life? They start their own company or begin a new career. They may even be willing to accept a lower salary.

#### Young Seniors, 50 – 59 years

The Young Seniors have both time and money. Their children have left the nest. Young Seniors want good quality and service. They have sufficient experience with products of poor quality to have become very critical and appreciative of good quality. They think that they have everything they need with regard to products. They therefore prefer to

spend their money on vacations, going out for dinner, visiting concerts or theatre performances. They prefer faraway, exclusive holiday destinations. With regard to clothing, they know what fits and suits them and they are willing to pay for it. They need good financial advice about how to invest their money (private banking). They are aware of their mortality (often one or both of their parents have passed away), worry about their health, and work to improve it. They use vitamins and preventive medicines. Men develop prostate problems, women are post-menopausal or almost there. They spend more money on games of chance: lotteries, bingo, and the casino. They prefer quiet shops with dedicated and patient staff and don't want to negotiate about prices. They prefer a luxurious sedan and will drive it for five years or longer. They commence working as a volunteer and spend more money on charity. They visit museums, begin a hobby, such as a collection (or they revive an old collection), or start to read (again).

的问题。他们需要更多的时间冥想，而流动性逐渐降低。

什么是可以预测的，什么不可以？

富特宣称在人口统计学知识的帮助下，三分之二不久将要发生的“一切”都可以被预测，至少如果是与年龄相关的一些行为。在富特看来，情况就是这样了。不过，有些事情是不能预测的。一个惊人的例子就是选举的结果。有人或许认为上了年纪的人在投票的时候会比较保守。实则不然。看来，在年龄和选举行为之间并没有联系。因此，人口年龄结构的变化对于选举结果并没有前兆价值。另一个例子是引入新产品（创新）带来的最即时的后果，例如电脑（与至今仍未实现的预测中的无纸办公室）。还有就是吸烟致癌的发现以非常缓慢的速度减少了烟民的数量。若干年后，当新产品的影响力变得清晰的时候，其所

带来的后果会变得越来越可预见。

## 二、1998年的预测

1998年，约三分之一（31.6%）的荷兰人口在30至49岁之间（荷兰中央统计局，1998）。这些人的行为看似一种潮流。十年后，他们的年龄在40至50岁之间。大约半数以上会成为“即将步入老年阶段的人”（50-59）。根据目前<sup>[2]</sup>“即将步入老年阶段的人”的行为，我们可以做出以下预测：

1. 逐渐增强的品质意识；
2. 对（财经服务）不断增长的需求；
3. 更多远途假日旅游；
4. 外出就餐、听（古典）音乐会、观看芭蕾、参观美术馆的次数增多；
5. 对高品质、昂贵且不受时间影响（不时髦的）衣服的需求；
6. 对预防用药不断增长的需求；

7. 靠运气取胜的游戏参与度的提高；

8. 对豪华车的需求（不过，对制造商来说遗憾的是这部分人群换车的频率不高）；

9. 为慈善机构做更多的捐助，对志愿者工作产生更多的兴趣；

10. 对简单且易于使用的产品的需求；

11. 股票与债券的低利率与不断提升的兑换率；

12. 犯罪率与毒品使用率降低（这与街头警察数量增多无关）。

## 三、他们成为了什么，回顾性的个案调查

在对各项预测进行评估之前，请容我做一说明：就预测的准确性而言，金融危机没有发生在1998年之前是一件幸事，因为这场危机是很有破坏性的。你可能会想：“那你为什么不能预测这场危机呢？”我会在这部分结束的时候

[2] 请注意，此处的“目前”指的是1998年。

Seniors, 60+

The Seniors are – to a great extent – comparable to the Young Seniors. However, they develop more and more problems with their health. Their need for medication slowly grows, whereas their mobility slowly decreases.

What can be predicted and what cannot?

Foot claims that the near future of two thirds of ‘everything’ can be predicted with the aid of demographic knowledge, at least if the behaviour is related to age. And according to Foot, that is almost always the case. However, some things cannot be predicted. A surprising example is the result of elections. One might expect an aging population to vote more conservatively. This is not the case. There proves to be no relationship between age and voting behaviour. Therefore, a change in the age structure of the population has no predictive value on election outcome. Another example is the introduction of new products (innovations) and their immediate consequences, such as the computer (and

the predicted paperless office that still has not materialized). Or the discovery that smoking causes cancer which had a – very slowly – diminishing number of smokers as a consequence. After a number of years, when the influence of the new product becomes clearer, the consequences become more and more predictable.

## 2 The predictions of 1998

In 1998, nearly one third (31.6%) of the Dutch population was between 30 and 49 years old (Statistics Netherlands, 1998). What these people do, and how they behave will look like a trend. Ten years later, they will be between 40 and 59. About half of them will then be Young Seniors (50-59). Based on the present behaviour of today’s Young Seniors,<sup>[2]</sup> we can predict the following for the near future:

1. Increasing quality-consciousness;
2. Growing demand for (financial) services;
3. More exclusive vacations to far-away destinations;

4. Increase in dining out, attendance of (classical) concerts and ballet performances, and museum visits.

5. Demand for expensive, timeless (non-fashionable) clothing of high quality;

6. Growing need for preventive medication;

7. Growth of participation in games of chance;

8. Demand for luxury cars (which, unfortunately for the manufacturers, will not be replaced very quickly);

9. More donations to charity organizations and more interest in volunteering with organizations that work with volunteers;

10. Demand for products that are simple and easy to use;

11. Low interest rates and rising exchange rates of stocks and bonds,

12. Decline of crime and drugs use (which will not be due to more police in the streets).

## What became of them, a retrospective case survey

Before I evaluate the various predictions,

讨论这个话题。

### 1. 人们的品质意识会增强

“自 1985 年以来，欧盟国家人民的品质意识有了很大的提升。即便是在欧盟成员之一的荷兰，这个低品牌意识的国家”。埃尔兰德和凡·克拉林根在他们的著作《风尚时间旅行》中这样写道。这本书的第三版于 1999 年问世，所以说与品质相关的预测并不是什么新鲜事。不过，虽然要找到数量证据是困难的，但是已经可以得出结论这是正确的。

### 2. 对（财经）服务不断增长的需求

这个预测很容易确认，在荷兰，诸如兰斯贺银行，Staal Bankiers 和 Schretlen & Co 之类专注于私人银行服务的银行的出现及其不断增长的数量是

一个明显的标志。

### 3. 更多远途假日旅行

4. 外出就餐、听（古典）音乐会、观看芭蕾、参观美术馆的次数增加

5. 对高品质、昂贵且不受时间影响（不时髦的）衣服的需求

要确认这一点，欧洲人（西方世界）只需环顾四周。如果他们注意到这一点，说明他们并不居住在这里。

### 6. 对预防用药不断增长的需求

根据《荷兰医疗费用》报告 (Takken, et al., 2002), 1999 至 2002 年间，卫生保健的费用每年增长 6.1%。根据《国家罗盘》（卢伊滕与考曼, 2010）的记载，在 1999 至 2007 年间，这笔费用每年的增长率为 6.8%。“每一位荷兰居民的

卫生保健平均花费与其年龄有着紧密的联系。就将近 60 岁的人群而言，他们在这方面的开销是低且稳定的。（……）不过，对于超过 60 岁的人来说，每年的花销增长得很快，最高龄的人每人平均费用是 3 万欧元。”这些资料引自第一份报告。毫无疑问，荷兰政府对于这些数据非常忧虑。

### 7. 靠运气取胜的游戏参与度的提高

收集这部分的数据是有难度的。图表 1 中的数据是以德·布鲁因等出版物为基础的。（2005）

很显然，有些部分的比例稳步上升，而有些百分比在下降。不过，总的来说，靠运气取胜的游戏的参与度在上升。荷兰政府的积极介入究竟对这种局面的形

	1994	2004
彩票	38%	60%
纸牌	22%	12%
老虎机	19%	9%
赌场游戏	12%	4%
宾果游戏	4%	8%
共计	55%	72%

	1994	2004
Lotteries	38%	60%
Scratch-off cards	22%	12%
Slot machines	19%	9%
Casino games	12%	4%
Bingo	4%	8%
Total	55%	72%

1. 参与游戏回答者的百分比可以代表荷兰人口比例。

let me first make a general remark: For the accuracy of the predictions, it was good that the financial crisis did not start before 2008, because that crisis was quite confounding. You may think: 'But why did you not foretell this crisis?' I will come to that at the end of this section.

### 1. The quality-consciousness of people will grow

'Since 1985, the quality-consciousness of people in the European Union has grown substantially. Even in the Netherlands, although this is one of Europe's countries with a low quality-awareness'. This is what Eilander and Van Kralingen wrote in their book 'Tijdreis in Trends' [9]. The third edition of this book appeared in 1999, so the prediction with regard to quality was not very new. However, even though it is hard to find quantitative evidence, it can be concluded that this has become true.

### 2. The demand for (financial) services will grow

This prediction is quite easy to confirm. In the Netherlands, the appearance and

growth of the number of banks that concentrate on private banking – such as Van Lanschot, Staal Bankiers en Schretlen & Co – are a clear indication.

### 3. More exclusive vacations to far-away destinations

### 4. Increase of dining out, visiting (classical) concerts, going to ballet or museums

### 5. Demand for expensive, timeless (non-fashionable) clothing of high quality

To confirm this, people in Europe (and the Western world) simply had to look around them. If they did not notice, they were not living there.

### 6. Growing demand for preventive medication

According to the report 'The Medical Expenses in the Netherlands' (Takken, et al., 2002), the costs of health care grew with 6.1% each year in the period between 1999 and 2002. Those costs were 6.8% each year in the period between 1999 and 2007, according to the 'National Compass' (Luijben and Kommer, 2010). A quote from

the first report says: 'The average costs of health care per Dutch resident are strongly dependent on age. For people up to 60 years old, they are low and quite stable. (...) For people of over 60, however, they grow more quickly each year, to end up at an average of 30 thousand euro per person of the highest age.' It will not come as a surprise that the Dutch government is very worried about these figures.

### 7. Growth of the participation in games of chance

It was difficult to find figures about this. The amounts in Figure 1 are based on a publication by De Bruin, et al. (2005).

Remarkably, some percentages grew substantially where others decreased. However, the overall participation in games of chance grew. It is unknown what the impact was of active interventions by the Dutch government.

### 8. Demand for luxury cars (which, unfortunately for the manufacturers, will not be replaced very quickly)

A study by MacNeill and Chanaron (2005)

[3] 'A Journey through Time about Trends'

## 参考文献：

- [1] J. 凡·阿梅龙根 (2011), 《游乐场上的40年》(告别演说), 恩斯赫德: 屯特大学, 节选自 D. 德·布鲁因、C. 梅杰曼、F. 伦德斯和 R. 布拉姆 (2005), 《远离游戏》, 乌德勒支: WODC(司法部)。
- [2] 荷兰统计局, <http://statline.cbs.nl/statweb/>, 获取数据时间: 2011。
- [3] 荷兰政府 (2012), <http://www.rijksoverheid.nl/nieuws/2011/01/13/nederland-mag-trots-zijn-op-vele->

成造成什么样的影响不得而知。

8. 对豪华车的需求 (不过, 对制造商来说遗憾的是这部分人群换车的频率不高)

麦克尼尔和夏纳宏的一项研究 (2005) 显示了在西欧对于带有更多配件的昂贵的车的需求在增多。根据作者的记录, 类似的情况并没有发生在东欧——那里流行“5000 欧元的车”, 作为对这些国家强大的讨价还价能力的一种让步。以下两段引文有关荷兰车的寿命:

“车主年龄越大, 他们选择的车越旧、越轻。(……) 老年人 (60 岁以上) 的车要比‘即将步入老年阶段的人’的车更旧、更轻。”

“客车与卡车的使用期在延长。

(……) 2006 年, 约 22.6 万辆客车和超过 1.5 万辆的卡车与厢式货车被送往废料场。这个数据比前一年少了 1 万辆。16 年后被抛弃的车的数量上升到了 45%。2000 年, 这个数据仅仅为 22%。汽车的使用期在延长。”

9. 慈善机构与使用志愿者的机构的好时机  
引自荷兰政府网站 (2012) 的一段文字: “在荷兰, 大约 550 万志愿者是活跃的。从这个角度来看, 荷兰在欧洲处于领先的位置。他们活跃在运动俱乐部、健康管理部、教育部门和福利部门。”

然而, 来自荷兰统计局的数据展示了 1997 到 2003 年期间稳定的百分比 44%。随着人口总数的增长, 志愿者数量的 (轻微) 上涨是绝对的。

10. 对简单且易于使用的产品的需求

对于荷兰飞利浦公司的优势, 史丹伐诺·马沙诺在他了不起的著作《过去

式, 未来感》(2005) 第 9 页《感性简洁》中给出了解释, 他谈到这家公司是如何试图与趋势挂钩: “时至今日, 飞利浦公司对客户的承诺——经过文字包装之后是‘感性简洁’——以有意义的方式运用先进技术帮助他们提高生活质量, 同时最大程度降低复杂性。”

沁心浓咖啡机的成功似乎验证了他的正确。不过, 苹果似乎更好地实现了飞利浦的这一口号。2011 年 10 月 19 日, 屯特大学的约伯·凡·阿梅龙根教授在他的告别演说中谈到: “看到我那些 88 到 93 岁之间的姻亲们毫不费劲地学习使用 iPad 真是令人感慨, 甚至是我那位从不碰电脑的岳母。现在, 她很享受用她的 iPad 收发邮件、上谷歌搜索, 或是听收音机。”(见图 2)

11. 股票与债券的低利率与不断提升的兑换率



2. 年长的人群毫不费劲地使用 iPad (图片提供: 约伯·凡·阿梅龙根)

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revealed a growing demand for more expensive cars with more accessories in Western Europe. This does not apply for Eastern Europe where— according to the authors – there is a trend towards the ‘5000-euro car’, designed to concede to the bargaining power in these countries. The following two quotations refer to the lifespan of cars in the Netherlands:

‘The older the owner, the older and lighter the car. (...) Seniors (60+) have older and lighter cars than Young Seniors.’

‘Passenger cars and trucks stay in use longer. (...) In 2006, nearly 226 thousand passenger cars and over 15 thousand trucks and vans were brought to scrap yards. This was about 10 thousand less than the year before. The number of cars that is abandoned only after 16 years has grown to 45%. In 2000, this number was only 22%. The lifespan of cars keeps growing.’

9. Good times for charity organizations and organizations that use volunteers

A citation from the website of the Dutch

government (2012): ‘In the Netherlands, about 5.5 million volunteers are active. In this respect, the Dutch are leading in Europe. They are active in sports clubs, care, education and the welfare sector.’

Data from Statistics Netherlands, however, show a stable percentage of 44% over the period between 1997 and 2003. The number of volunteers is growing (slightly) in absolute terms, as the population is growing.

10. Demand for products that are simple and easy to use

The explanation that Stefano Marzano gives for the new payoff of Philips: ‘Sense and Simplicity’ on page 9 of his impressive book ‘Past Tense, Future Sense’ (2005) illustrates how this company has tried to hook into this trend: ‘Today, Philips makes a promise to its customers – encapsulated in the words ‘Sense and Simplicity’ – that will apply advanced technology to help them improve their quality of life in meaningful ways while minimizing complexity.’

The success of for instance the Senseo

coffeemaker seems to prove him right. However, it looks like Apple is even more successful in realizing this slogan of Philips. As professor Job van Amerongen of the University of Twente said in his farewell speech on the 19th of October 2011: ‘It is striking to see how my in-laws aged between 88 and 93 learned how to use the iPad without much difficulty, even though my mother-in-law had never touched a computer before. Now she enjoys receiving and sending e-mails, Googling and listening to the radio on her iPad.’ (See Figure 2.)

11. Low interest rates and rising exchange rates of stocks and bonds

Until 2007, I could not have been more right (see Figure 3). See the section: ‘But what about the financial crisis?’ for the subsequent years.

12. Decline of crime and drugs use (which will not be due to more police in the streets)

Despite the reports in some Dutch newspapers, this prediction has also come

我的说法在 2007 年之前都是正确的 (图 3)。接下来几年的情况, 请见“那么如何解释金融危机?” 部分。

12. 犯罪率与毒品使用率降低 (这与街头警察数量增多无关)

除了某些荷兰报纸的报道, 这个预测也成真了。当然, 某些类型的犯罪率上升了, 例如, 所谓的“网络犯罪”, 即与互联网有关的犯罪。毫无疑问, 这个数目在上涨 (2000 年, 3 亿 6000 万人与此有关; 现在, 这个数据已经超过了 20 亿)。荷兰的统计资料 (荷兰统计局) 非常清晰。虽然在这个时期的早先几年中, 此类数据还是呈现增长的趋势, 2002 年之后, 犯罪率明显地下降了 (图

4)。从 2007 年开始, 下降的趋势停滞了。遗憾的是, 荷兰统计局并没有就此给出解释。

那么如何解释金融危机?

1998 年之前几年, 我以康德拉季耶夫的长波理论为基础做了一个回顾, 体现在图 5 中。第五个繁荣期 (1992-2012) 的时长以之前四个繁荣期的平均值为基础的认识是错误的。这个时间段要短得多。即便是基于这种明显的趋势, 预测中的经济萧条期应该发生在 2009 年或 2010 年。如果我们缩短所有的周期, 一项新的预测可能是这样的, 即经济萧条期应该开始于 2013 年, 而改善的周期则开始于 2020 年。这个数据暴

露了康德拉季耶夫的长波理论的缺陷: 时间段长度的差异如此之大, 以至于很容易产生长达几年的误差。

结论

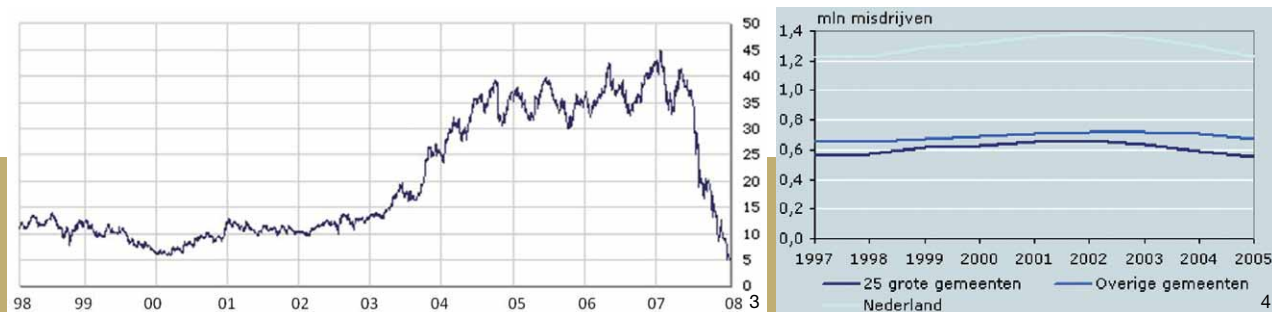
除了康德拉季耶夫长波理论的第五波 (第五个周期)——不以人口统计学为基础——1998 年的预测大部分都实现了。结果是, 《产品设计》的出版人给了我一个新的挑战, 让我对未来五到十年做出预测。

### 三、2012-2022 年的预测

第二部分的预测基于“即将步入老年阶段的人”的行为。这是婴儿潮一代即将步入的阶段。因此, 新的预测看起

3. 1998 年至 2008 年兑换率的发展变化 (资料来源: BigCharts.com, 2011)。

4. 1997 年至 2005 年间犯罪率的发展变化 (资料来源: 荷兰统计局)。图表文字翻译: mln misdrijven: 以百万为单位的犯罪数字; 25 grote gemeenten: 25 座最大的自治市 / 自治区; overige gemeenten: 其他自治市 / 自治区; Nederland: 荷兰。



true. Of course, some types of crimes have increased, for instance what is called ‘cybercrime’, crime that is connected with the internet. Without a doubt, that has grown (in 2000, 360 million people were connected; nowadays, that figure is over two billion). The statistical data for the Netherlands (Statistics Netherlands) are very clear. Even though in the first years of the period, there still was some growth, after 2002, the crime rate clearly declined (Figure 4). From 2007 onward, there appears to be stagnation in this decrease. Unfortunately, Statistics Netherlands does not offer an explanation for it.

**But what about the financial crisis?**

A few years before 1998, I made the overview depicted in Figure 5, which is based on Kondratieff waves. The length of the fifth prosperity cycle (1992-2012) was based on the average of the preceding four prosperity cycles. That proved to be wrong. The period was much shorter. Even if it had been based on the apparent trend that the periods become shorter,

the prediction for the recession would have been 2009 or 2010. If we shorten all periods, a new prediction might be that the depression cycle will start in 2013, and the improvement cycle in 2020. The figure shows an important weakness of Kondratieff waves: the length of the periods differs so much that it is very easy to miss the date by a few years.

#### Conclusion

With the exception of the fifth Kondratieff wave (5th cycle) – which was not based on demographics – the predictions of 1998 came true for the greater part. The consequence is that the publisher of Product challenged me to make predictions for the next five to ten years.

#### 4 The predictions for 2012-2022

The predictions of Section 2 were based on the behaviour of the Young Seniors. That was the age group the baby boom generation would reach. Therefore, the new prediction seems to be quite easy: A further extrapolation of the previous

predictions, because the Seniors are – to a great extent – comparable to the Young Seniors. Unfortunately, it is not that simple. The behaviour of the groups slowly changes over time. Also, in 1998, the Netherlands was more isolated. We still had our own currency (the guilder), crossing borders without passports had only just started (the Schengen agreement was implemented in 1995) and internet was not very big yet (as it started only in 1989).

#### The New Seniors, 60+

This is how the behaviour of the Seniors has changed: the Seniors are still somewhat comparable to the Young Seniors. However, many of them will be retiring, and as most of them have taken good care of themselves, they have a lot of money to spend and a lot of time to spend it. [3] They do not plan to save this money for their children (see Figures 6 and 7). They are assertive and critical; they want to enjoy the rest of their lives, but they also want to give it meaning (fulfilment).

[3] 每个国家情况不同。在欧洲，许多国家的情况都是这样的。

vrijwilligers.html。获取数据时间：2012年4月16日。

[4] 亚瑟·欧·埃格勒(1998),《人口结构变化》,摘自《产品设计》,4月,第29-31页。

[5] G. 艾兰德和 R. 凡·克拉林金(1999),《时尚的时间之旅》,代芬特尔·克鲁维尔。

[6] D.K. 富特(1996),《繁荣、毁灭与回声》,多伦多:麦克法兰·沃尔特 & 罗斯。

[7] A.H.P. 卢伊滕与 G.J. 考曼(2010),《时间与未来》,比特霍

5. 这些波长是以康德拉季耶夫长波理论为基础的,第五个周期是原先的期望;最短的周期给出了新的建议。

来似乎非常容易:即对之前德·布鲁因等预测进行外推,因为从很大程度上来说,老年人与“即将步入老年阶段的人”非常相近。遗憾的是,问题并没有那么简单。人群的行为方式随着时间产生了变化。此外,在1998年的时候,荷兰相对孤立。那时候,我们仍然有自己的货币(盾),刚刚开始过境无需签证(1995年开始执行申根协议)而互联网的影响还没有那么广泛(开始于1989年)。

新一代老年人,60岁以上

这有关于老年人的行为是如何变化的:就我而言,老年人与“即将步入老年阶段的人”是很相近的。不过,他们中的许多人即将退休,大多数人保养得

不错,他们有许多钱可以花销,也有充足的花钱的时间。<sup>[9]</sup>他们没有计划将这些钱留给子孙(图6、7)。他们有自己的主张且挑剔;希望享受余生,同时过有意义(充实)的生活。不过,他们有着越来越多的健康问题。对于药品的需求慢慢增多,而他们的行动能力逐渐减退。

一个重要的问题是这些变化会带来什么样的影响。我们应该考虑欧洲的人口组成结构,而不仅仅局限于荷兰吗?欧洲的平均年龄要大大低于荷兰。互联网会带来进一步的国际主义吗?或是说反对移民的右翼势力的成长会令我们更加孤立?而最终,一些老年人会去世,这意味着一些家庭(30-39年)会获得

大量遗产;他们与“即将步入老年阶段的人”和老年人的差别迥异。问题是,所有这一切如何影响大的局面?我试图考量所有这些因素。

预测……

在未来的十年里,大约一半的荷兰人口将会在40到70岁之间。这些人会做什么,他们怎样去做,看起来会成为一种风潮。以目前“即将步入老年阶段的人”以及老年人的行为作为基础,以下是未来五到十年的预测。

1. 对(财经服务)不断增长的需求;
2. 更多远途假日旅行,对奢侈品与服务不断增长的需求,减少冒险,提高舒适性;

繁荣	衰退	萧条	改善	时间跨度	经过调整的	版本
1782 (20)	1802 (23)	1825 (11)	1836 (9)	直至 1845	第 1 周期	63 年
1845 (21)	1866(6)	1872 (11)	1883 (9)	直至 1892	第 2 周期	47 年
1892 (21)	1913(16)	1929(8)	1937(11)	直至 1948	第 3 周期	56 年
1948 (18)	1966(7)	1973(9)	1982(10)	直至 1992	第 4 周期	44 年
1992 (20)	2012(10)	2022(10)	2032(10)	直至 2042	第 5 周期	63 年?
1992 (16)	2008 (5)	2013 (7)	2020 (7)	直至 2027	第 5 周期	35 年?
Prosperity	Recession	Depression	Improvement	Time Span	Improved	version
1782 (20)	1802 (23)	1825 (11)	1836 (9)	until 1845	1st cycle	63 years
1845 (21)	1866(6)	1872 (11)	1883 (9)	until 1892	2nd cycle	47 years
1892 (21)	1913(16)	1929(8)	1937(11)	until 1948	3rd cycle	56 years
1948 (18)	1966(7)	1973(9)	1982(10)	until 1992	4th cycle	44 years
1992 (20)	2012(10)	2022(10)	2032(10)	until 2042	5th cycle	63 years?
1992 (16)	2008 (5)	2013 (7)	2020 (7)	until 2027	5th cycle	35 years?

Foot, D.K. (1996). Boom, Bust & Echo. Toronto: Macfarlane Walter & Ross.

Luijben, A. H. P. and Kommer, G. J. (2010). Tijd en toekomst. Bilthoven: Report National Institute for Public Health and the Environment (RIVM).

MacNeil, S. and Chanaron, J. J. (2005). Trends and drivers of change in the European automotive industry: (I) mapping the current situation. Int. Journal of Automotive Technology and Management, vol. 5, no. 1, pp. 83-106.

However, they develop more and more problems with their health. Their need for medication slowly grows, whereas their mobility slowly decreases.

An important question is what the influence of these changes will be. Should we consider the composition of the European population instead of only the Dutch population? The average age in Europe is much lower than in the Netherlands. Will the internet lead to further internationalisation? Or will the growth of right-wing parties that are opposed to immigration cause us to become more isolated? And, finally, a number of Seniors will pass away, which means that a group of Families(30-39 year's) will collect a

substantial inheritance; they differ greatly from the Young Seniors and Seniors. The question is: how will that influence the overall picture? I have tried to consider all these aspects.

**The predictions ...**

In ten years, about half of the Dutch population will be between 40 and 70. What these people will do, how they behave, will look like a trend. Based on the behaviour of the present Young Seniors and Seniors, the following predictions can be made for the coming five to ten years.

1. Growing demand for (financial) services;
2. More exclusive vacations to far-away destinations, with a growing desire for luxury and service, less adventurous but

with more comfort;

3. Increase of dining out, visiting (classical) concerts, going out to ballet or museums;
4. Demand for expensive, timeless (non-fashionable) clothing of high quality;
6. Growing request for (preventive) medication and home care;
7. Growing interest in health food and wholesome living;
8. Demand for luxury cars (which, unfortunately for the manufacturers, will not be replaced very quickly);
9. Good times for charities (donations) and organizations that rely on volunteers;
10. Continuing growing demand for high-tech products that are simple and easy to use, such as the iPad (see Figure 2);



3. 外出就餐、听(古典)音乐会、观看芭蕾、参观美术馆的次数增多;

4. 对高品质、昂贵且不受时间影响(不时髦的)衣服的需求;

5. 对(预防)用药和家庭护理需求的增多;

6. 对健康食品与健康生活兴趣的提升;

7. 对豪华车的需求(不过,对制造商来说遗憾的是这部分人群换车的频率不高);

8. 慈善(捐赠)机构与依赖志愿者的组织的好时期;

9. 对诸如 iPad 之类(图 2)简单且易于使用的高科技产品不断增长的需求;

10. 老年人对(互联网)应用(计算机应用程序)不断增长,例如,增强现实技术的应用;

11. 犯罪率与毒品使用率降低(这

与街头警察数量增多无关)。

除此之外,另两个与年龄无关的风潮将会变得日趋明显:

12. 兼职工作的人数会(继续)增长。

13. 与肥胖相关的问题会增多。

预测背后的解释

部分预测需要进一步细分:

10. 老年人对(互联网)应用(计算机应用程序)不断增长,例如,增强现实技术的应用。

这与(即将步入)老年阶段的人不断增长的对旅行的热爱,对奢侈品、舒适性以及自我完善的需求有关。增强现实技术不仅在街上,还可以在机场、超市或者办公楼里帮助他们找到方向。还可以帮助他们找到最近的餐厅(或最近的药店),可以(为游客)提供某个区域的信息。前提是所需的硬件易于操作且直观。

11. 犯罪率与毒品使用率降低(这与街头警察数量增多无关)

这是以人口统计学的结论。不过,欧盟市场与互联网可能对此产生影响。互联网的蓬勃发展可能会导致网络犯罪的上升。申根国家之间的国界不再构成限制,这样,在欧洲大多数国家旅行将不受阻碍,也使得跨境犯罪更加容易。

12. 兼职工作的人数会(继续)增长这与不断增长的期待好的生活品质的想法有关。不局限于老年人群而成为共同的趋势。

13. 与肥胖相关的问题会增多

肥胖问题主要集中于年轻人群体。不过,在老年人中也出现了这样的趋势。就老年人而言,这种外形上的变化更加显眼且常见。

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芬:国家公共卫生和环境研究所报告(RIVM)。  
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11. Growing number of (internet) applications (apps) for elderly people, for instance, with the use of augmented reality;

12. Decline of crime and drugs use (which will not be due to more police in the streets).

In addition, two new trends that do not have much to do with age will become discernible:

13. The number of people who work part-time will (continue) to grow.

14. Obesity-related problems will increase.

#### Explanation behind the predictions

Some of the predictions need a little clarification or nuancing.

11. Growing number of (internet) applications (apps) for elderly people, for instance, with the use of augmented reality. This is related to the increasing love of travel, growing desire for luxury and convenience and for fulfilment of the (Young) Seniors. Augmented reality can help them find their way, not only in the

streets, but also at airports, in shopping malls or in office buildings. It can also show them where to find the nearest restaurants (or the nearest pharmacy), and it can give (tourist) information about the area. A condition is that the needed hardware is very easy to handle and intuitive.

12. Decline of crime and drugs use (which will not be due to more police in the streets)

This should be the case, based on the demographic facts. However, the European common market and internet can impact this. The enormous growth of the internet will probably also cause an increased growth of cybercrime. Borders between the Schengen countries no longer form a restriction and this unhampered travelling through a large part of Europe makes cross-border crime easier.

13. The number of people who work part-time will (continue) to grow

This has to do with the growing wish for a good quality of life. It concerns a general trend that is not restricted to the Seniors.



6. 一张美国与加拿大的保险杆贴纸

7. “抱歉,孩子……都花完了”;露营车背后的文字

14. Obesity-related problems will increase. The growth of obesity is mainly a problem of younger people. However, it is also a growing problem amongst elderly people. For the elderly, the physical consequences are greater and more frequent.

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