**Trend:** A long-term change in social direction, broad in scope, and identified by many sources.

Trends affect us in a number of different ways, in our personal life, in our jobs, and as consumers.

There are consequences and effects on the economy from what we may think of as very simple trends. For example, an **aging population** can lead to more products and services (such as housing and television programming) geared to seniors.

**Directions:**

1. Examine the examples filled in the chart below. Add to the lists of changes and opportunities.

2. Identify three more trends that have developed in the last five to ten years.

3. Identify the type of trend each is—social, demographic, technological, environmental, economic, et cetera.

4. List the changes that have occurred as result of each of these trends.

5. Identify work or lifestyle opportunities that have opened up because of each of these changes.

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| **Trend** | **Type of Trend** | **Changes** | **Opportunities** |
| Aging population | Demographic | More seniors, more retired people | Special tours/travel, stores, and recreation aimed at seniors |
| Emphasis on health and fitness | Social | More prevention education | Fitness centres, organic foods and produce, stores that distribute prevention products |
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Source: *Facilitator’s Guide: Making Career Sense of Labour Market Information*. Victoria, BC: BC Ministry of Education, Skills and Training, 1995. Adapted with permission of BC Ministry of Advanced Education and Labour Market Development.