

THE PERSONAL SIDE

Because Vital Signs lets each of us see clearly trends of promise as well as trends that threaten, it gives each of us the information we need to make more intelligent decisions about how we will live.

Decisions as ordinary as how to get to work each day, what kind of light bulbs or refrigerator to buy, what investments to make — decisions that, multiplied by the millions around the globe, are determining the kind of world our children will live in.

WHAT YOU'LL FIND IN VITAL SIGNS 1997

This book gives you more than 40 key indicators of global trends, their causes, and likely outcomes. Each 2-page digest includes tables, graphs, and charts that reveal many new trends that have not been readily available to the public. Trends that should have made headlines around the world . . .

- ** World wind generating capacity has risen from near zero to more than 6,000 megawatts since 1980,
- ** Nuclear reactor construction starts have dropped from 31 in 1974 to four in 1996,
- ** As human numbers go up, those of other primates go down,
- ** Weather-related insurance claims have passed \$66 billion this decade, already more than three times the '80's \$17 billion,
- ** Last year we added 80 million people to our ranks.

Trends about wildlife and ecosystems are included, but you'll also find trends on food supplies and prices, energy costs and sources, transportation, economics, military and peace spending, social and health trends — trends that tell us what kind of a world we are building for our children.

ANALYSIS AND INSIGHT

Vital Signs also gives you analysis and insight for each key indicator, including possible changes in current trends —

- why the number of refugees declined for the first time in years
- why developing countries use more fertilizer than industrial ones
- why the insurance industry fears global warming
- where solar power has an advantage over other power sources
- why global temperatures are rising — and where they are rising fastest
- and how the aging of the global population will affect us all