

THE NEW CALENDAR OF LIFE SENIORS 2010



ACCORDING TO DEMOGRAPHIC TRANSITION THEORY, WESTERN SOCIETIES, INCLUDING ITALY, HAVE SEEN A SHIFT IN THE CALENDAR OF LIFE EVENTS. IN OTHER WORDS ALL THE FUNDAMENTAL STAGES OF LIFE HAVE BEEN EXTENDED - WE BECOME ADULTS LATER, WE GET MARRIED AND HAVE CHILDREN LATER, AND WE "MAY" GROW OLD LATER.

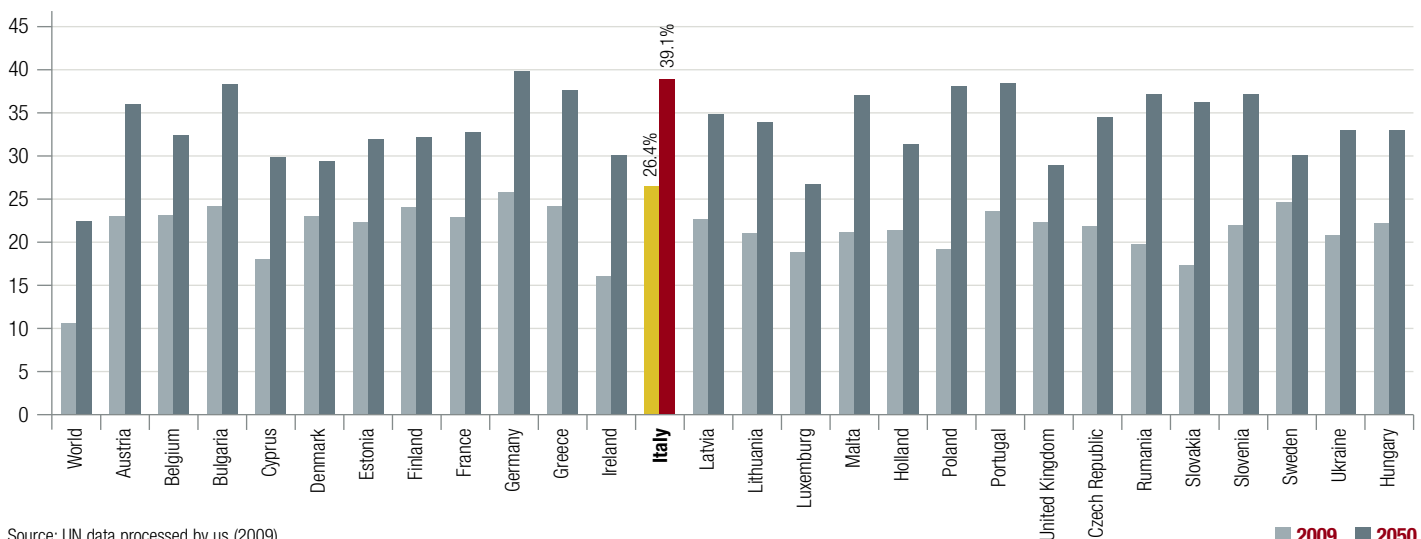
More specifically, the meaning of old age is changing with new categories - elderly from 60 to 69, old from 70 to 79, venerable at over 80. According to demographers even the entry points into the world of the seniors are blurring, due to a combination of various factors. In essence ageing today means many, even positive things, whereas

our cultural tradition leads us to see old age as a slow and then sudden decay. The concept of threshold is key today, almost as though there were rites of passage to go through to become elderly and then old. This is a major social, cultural and economic change. These elderly cohorts are creating new life concepts, such as active ageing and lifelong learning; as well as the need

for new ways of increasing or reducing their presence in the economic system. More seniors also means new impacts on the health system ranging from greater life expectancy, and the consequent costs for the country as a whole, to the scientific and technological progress which the new cohorts could bring about, as well as a political, economic and welfare system geared to them. All this will also affect businesses, starting with those selling FMCG, but also those which provide essential goods and services. Moreover, the age of retirement is no longer one of rest

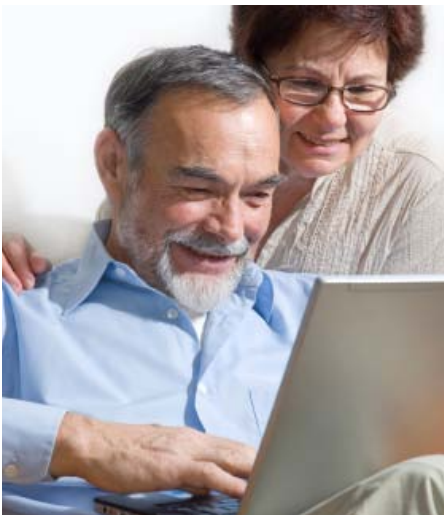
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THE OVER-60S IN EUROPE NOW AND IN 2050



Source: UN data processed by us (2009)

THE NEW CALENDAR OF LIFE **SENIORS 2010**



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but active involvement in new projects. Surveys conducted in Anglo-Saxon countries point to the emergence of a new model for the third age, with a tendency to promote and make use of one's talents and knowledge in activities of social value in order to improve everyone's quality of life. In Italy, too, there are increasing signs of a desire to be more socially engaged. But research data from seniors also show that Italy is witnessing a different model, one of greater hedonism (more time for oneself, for friends, culture and travel).

ITALY NOW AND IN 2050

Demographic forecasts for Italy (2010-2050)

Years	Fertility rate	Life expectancy at birth (in years)		Population pattern		
		Men	Women	0-14	15-64	65+
2010	1.42	79.1	84.6	14.0	65.7	20.3
2015	1.47	79.9	85.4	14.0	64.3	21.7
2020	1.52	80.7	86.1	13.7	63.5	22.8
2025	1.55	81.4	86.8	13.3	62.5	24.2
2030	1.57	82.2	87.5	12.9	60.6	26.5
2035	1.59	82.9	88.0	12.7	58.2	29.0
2040	1.59	83.5	88.6	12.8	56.0	31.3
2045	1.59	84.0	89.0	12.8	54.6	32.6
2050	1.58	84.5	89.5	12.9	54.1	33.0

Source: Istat data 2009b processed by us

Per cent

Obviously all this will also translate into greater material and immaterial consumption by the new elderly, from restaurants to holidays, to technological tools for socialisation (mobile phones, PCs, internet, etc.). And even multi-channel shopping, i.e. the enthusiasm with which seniors frequent different outlets and explore various media (from the press to television, from radio to the Internet). This also implies new ways of communicating, new languages and new rationales to intercept the drivers behind the desires of seniors.

An example of a forum for these new players is the website www.grey-panthers.it, an online newspaper for the over 50s. The paper's mission is to promote social exchange among the grey panthers of the new millennium, by offering the space to invent life opportunities and new activities. All this and more was discussed at GfK Eurisko's seminar on 18 February, featuring contributions by Manuela Stranges, Paolo Anselmi, Rosanna Savoldelli, Alessandra Rizzo, Luca Antonietti and Vitalba Paesano.

G. M.

GfK CORPORATE

If you are seeking ways to increase your profits and add shareholder value for your company without turning it into a cost cutting exercise, you might like to consider the importance of a coherent pricing strategy and the competitive advantage it offers. To review your current business models from a completely new perspective, take advantage of the **GfK Academy seminar**

STRATEGIC PRICING MANAGEMENT – MEASURING, CAPTURING AND RETAINING VALUE

to be held on **May 5-7 2010 in Germany**

Klaus Wertenbroch, Professor of Marketing at **INSEAD**, is one of the leading experts on behavioral pricing. He will demonstrate how best to move towards effective pricing policies. Drawn from his extensive experience as a consultant and from his scientific projects, he will clarify the complex factors relevant to exploiting the profit potential of pricing decisions: the company's strategic objectives, economic forces, competitive interactions, and behavioral insights. Consequently, the seminar is based on economics, psychology and the principles of marketing strategy, which together form the foundation of effective pricing decisions.

Please review the **seminar brochure** for further details. To register, please use the registration form or enter your details online at www.gfk-academy.com

Think Tank

ADULTESENTS

Where have all the bobos gone? They are still aimlessly roving the streets of Paris, using the underground railway network as a map for potential encounters. They work in the once advanced, but now fragile service industry. Their incomes and, in particular, their loves are precarious. They hook up and split up with abandon in search of the ideal partner. They want to have the physique of a rugby player but also that of a left-wing intellectual, as they search for women with a firm bottom, although the first chick they meet will do. They decide to become adult at the tender age of thirty-five, through rites of passage such as finally deciding to take their driving test. They have no intention of settling down and having a family in their thirties. These are the "adultescents", as mercilessly described by a writer, who in "The Class" depicted the multicultural melting pot that is France. In a Paris going through the motions of electing a new President - Nicholas Sarkozy - these somewhat unpleasant characters live their lives without ever asking any deeper questions. Are these women and men without qualities only Parisian? We need only think about, and look at 30-40 year olds in Italy. It may well be that Europe is experiencing a new emergency, that of a generation which is unable to find answers (but perhaps it has lost sight of the questions).



Francois Bégaudeau **VERSO LA DOLCEZZA**  publisher **Einaudi** pages **152** price **15,50 euros**



DISTRIBUTING PASSION

Anyone who has been lucky enough to attend the "Umberto and Elisabetta Mauri" School for Booksellers at the Giorgio Cini Foundation in Venice will have experienced its atmosphere of intensely pleasurable learning. This is due, in no small measure, to the charismatic figures of its founders who take the future managers of tomorrow's bookshops into their care. Bookshops whose very form and survival we find hard to imagine. As with the dreaded last print issue of the New York Times, we are increasingly forced to ask whether paper books will make it. Questions to which we are tempted to answer that as long as there are bookshops, be they the specialist bookstore or the megastore, paper books will continue to live, alongside their electronic counterparts. No, books will not disappear, also because there is nothing to beat the pleasure of reading the text for those who love the synaesthetic visual, olfactory and tactile contact that they offer. Books will survive also because they are sustained by values and by a truly unique human capital. We increasingly use the word "touchpoint" to define points of distribution. But there is no better touchpoint than the bookshop, where we discover, almost surreptitiously, a jacket, we glance at a title, we carefully open a work, we discretely leaf through it, we stop at a certain chapter, at a dialogue, at the name of a character. To discover the human capital behind the bookshop we recommend reading the biography of Romano Montroni, one of those charismatic figures of the School for Booksellers in Venice.

Montroni is a man with a depth of experience and humanity, a true model for those younger generations that are on the point of joining this extraordinary profession. He talks about when he went cycling round Bologna carrying books in a chest, and his subsequent encounter with Giangiacomo Feltrinelli. The two were soon to form a long-standing partnership in creating the Feltrinelli bookshop chain all over Italy, as the country evolved culturally from the economic boom to 1968 and the years of lead, and into the new millennium - a period in which Montroni began to question whether and how his incredibly long experience could be useful to the new generations. The book *Libraio per caso* might have ended here, with Montroni heading into retirement. But the story continues, with a new twist. It is at this point that he begins a new project, agreeing to help the COOP retail chain open bookshops in its outlets. It's the start of another success story for a man who can't say no. A story for the young on how to market passion.

Romano Montroni **LIBRAIO PER CASO**  publisher **Marsilio** pages **362** price **18 euros**

NEWS GfK EURISKO

MULTICHANNEL RETAILING
AND PURCHASING TODAY

This is GfK Eurisko's new survey to:

- understand consumer decisions in the context of multichannel retailing
- understand their needs
- verify their choices and purchase behaviours at the point of sale

The survey methodology is very rigorous and uses a number of approaches. It involves:

- the use of our Consumer Panel
- an ethnographic survey
- a qualitative survey
- a quantitative survey

Every client company subscribing will also be entitled to an ad hoc module

The investment required is modest

FOR MORE INFORMATION CONTACT:

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Agenda

GfK EURISKO 2010 SEMINARS

- Annual Seminar
- GfK Eurisko Prometeia
- GfK Eurisko Crif
- Consumer and business sentiment
- The media today
- The new GfK Eurisko communication chain
- Auto 2.0
- Sense and passion changing patterns in cycle usage
- Brand Equity
- The "importance" of celebrities (sports, TV, cinema, music, etc.)
- The value of Italian products
- Corporate Social Responsibility (CSR)
- High-end products
- Health communication
- New needs
- Strategic Innovation
- New qualitative surveys
- The Brand on Trial

••• To find out more contact seminari@gfk-eurisko.it or visit our website www.gfk-eurisko.it

SYNDICATED SURVEYS
READY FOR ROLL OUT

- Multifinanziaria Companies
- Night Life
- Energy
- Immigrant consumers
- Seniors in the age of affluence
- Tracking survey on digital terrestrial TV and web TV
- Consumer and business sentiment Workshop

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