

LOW EXPECTATIONS

How easy is it to find another job when you've been fired?

Pessimism reigns in Italy.

Asked to rate the possibility of finding a new job on a scale of 1 to 10, Italians replied **5.2** on average, against a European average of **6.2**. The Danes are the most optimistic.

Denmark **8.1** Ireland **7.6**
United Kingdom **7.3** Finland **7.1**
Sweden **7.0** Holland **6.9**
Czech Republic, Spain, Slovenia **6.3** Austria **6.2**
Germany, Greece **5.6**
France **5.5** Poland **5.4**
Italy, Portugal **5.2** European Average **6.1**

Source: European Employment and Social Policy

"POST-SURGERY BLUES"

Curves don't lead to happiness: or at least not curves sculpted by a surgeon's knife. A recent Canadian survey reveals that having breast enlargement surgery does not give a woman a sudden surge of self-esteem. **73%** of the women surveyed after breast surgery said they were "unhappy", while **22%** said they were "just about satisfied".

Source: American Journal of Epidemiology

WINE BIBLES

53% of Italian wine lovers follow guidebook recommendations when they buy wine. The *Gambero Rosso/Slow Food* guide tops the classification of the most authoritative wine guidebooks with **49%** of votes, followed by the Italian Association of Sommeliers guidebook with **24%** and the book by "L'Espresso" magazine in third

place with **12%**. Fourth and fifth place go to the Veronelli (**10%**) and Luca Maroni (**5%**) guides.

Source: Winenews.it

I BUY (SHOES) THEREFORE I AM (RICH)

Do status symbols reflect social status? They do so mainly for the Far Eastern nouveau riche, while Westerners tend to shrink from brand ostentation. **78%** of Indonesians, **71%** of Thais and **60%** of Italians equate brands with social standing. If they could pick one branded item to buy, **49%** of the world's consumers would choose a pair of shoes (**61%** of men and **69%** of women).

Source: ACNielsen

RUSSIA'S UNWANTED CHILDREN

100,000 children are abandoned each day in the Russian Federation. **260,000** children and teenagers live in homes and **550,000** live away from their families under the guardianship of the State. There were **7,526** national adoptions in Russia in 2005 and **6,904** international adoptions. Italians adopted **274** Russian children from 1 January to 30 June 2006.

Source: Associazione Amici dei Bambini

ITALIAN SAINTS

Padre Pio heads the list of saints Italians invoke most often, beating Jesus Christ and the Virgin Mary to the top spot. SWG carried out a survey on Italians' religious habits for

the weekly magazine "Famiglia Cristiana".

70% of the people surveyed said they have invoked a saint. **31%** called on Padre Pio, **25%** on St Anthony, **9%** on the Virgin Mary, **7%** on St Francis, **4%** on St Rita and St Joseph, **2%** on Jesus and **1%** on St Januarius, St Roch, Mother Teresa of Calcutta, St Agatha and St Gerald.

Source: Gruppo Swg

PROZAC

The future is bleak for antidepressant sales. According to a study in the U.K., sales will be halved over the next four years.

The market for antidepressants was worth **\$13 billion** in 2004, with 10 brands dominating the sector. Sales are expected to drop to **\$7 billion** in 2010.

Source: The World Market for Antidepressants, 2006

MORE SEX PLEASE, WE'RE INDIAN

Young Indian males have macho but confused ideas: according to a survey published by "India Today", they enjoy pre-marital sex but would prefer an untouched bride when it comes to marriage. **63%** of young Indian men want a virgin bride; **46%** say they have had pre-marital sex; **47%** say sex is an important part of their life; **34%** say they have sex "all the time, anywhere"; **62%** watch porn films with friends, **25%** say pornography is fine "once in a while" and **37%** say they have had at least one homosexual experience.

Source: AC Nielsen

YOUNG, CUTE AND COMMITTED

It is the youngest consumers, aged 13 to 25, who have the strongest social conscience. **89%** are ready to switch brands to support a worthy cause; **74%** are ready to pay more attention to a brand that communicates an ethical message; **69%** buy items produced by "responsible" companies, **61%** feel they have a responsibility in the process of world growth and **75%** think companies should do the same.

Source: Cone Inc./AMP Insight survey

FROM PAY CHEQUE TO PAY CHEQUE

For the very first time, barring the Portuguese, Americans top the world list of those who have no money left after paying essential bills. The Germans, Koreans and Hungarians tend to manage their earnings more prudently. Markets with the highest percentage of citizens who have no money left to save: Portugal **23%**; United States **22%**; Great Britain **17%**; Canada, France, Turkey **16%**; Hungary, Korea, Germany **15%**

Source: ACNielsen