

Time-rich and Time-poor *Consequences for the Society*

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Agenda

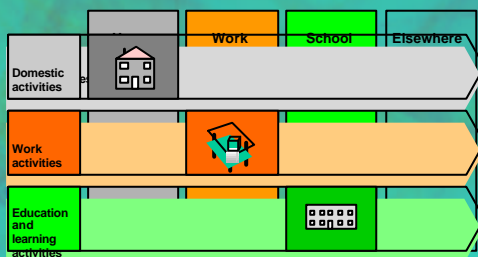
- Anytime, anywhere, anyway
- Time-rich and time-poor
- Time and money
- Time-richness and time-poverty reasons and consequences
- Market segmentation based on time

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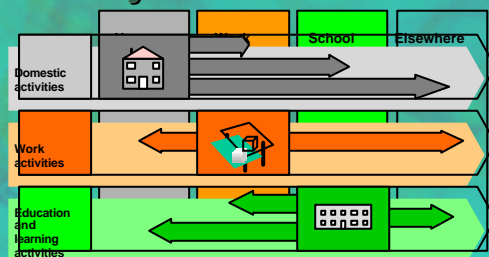
Yesterday...



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Today → Tomorrow



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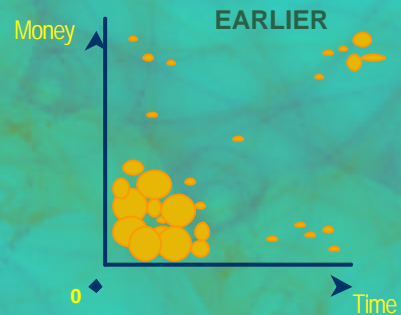
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Time is unevenly divided

Some feel they have too much time and want to kill time. They are **time-rich**. Some feel time is the most scarce resource and they want to save time. They are **time-poor**.

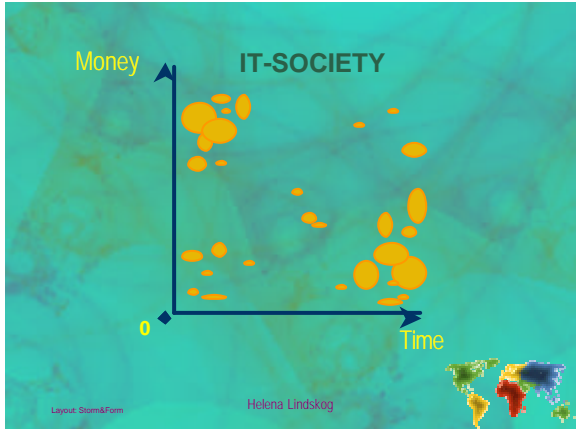
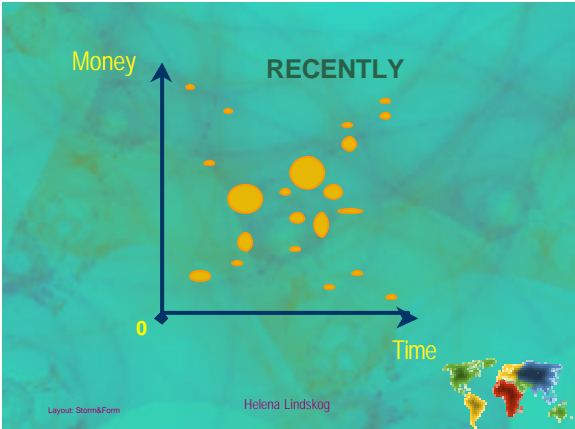
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Who are time-rich and who are time-poor?


- Time-rich are:
 - Children and youngsters
 - Retired
 - Unemployed
- Time-poor are:
 - Employed
 - Parents with small children




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Time-poverty

- No distinction between leisure and work
- Increased supply and choices to fill up our time
- Difficult to consume
- Need to always be prepared for changes, to learn new things and acquire new knowledge
- Consciousness that you are responsible for your future



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Time-poverty

- Trendsetters
- Economic success
- Work more and more exciting
- Total engagement in work
- Work identity takes over and work related contacts are prioritized
- Burnt-out
- Human capital have no time



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Time-richness

- Increased prosperity
- Retirement with pension
- Longer life
- No child work

The time-rich group is large, larger than in any other period of human history. However, only a fraction of the time-rich is also money-rich.



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Time-richness

- We are afraid of timerichness
- Shall timerich take care of time-poor children?
- Time-rich are marginalized and feel unneeded
- Should time-rich be pacified?
- Entertainment instead for vodka or religion

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Market segmentation based on time

- Division on time-rich and time-poor will be the most important criteria for market segmentation in the future
- Time-rich and time-poor criteria together with other measurable criteria such as geographical and demographic factors can be a powerful way to approach a market.

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- Food/Eating
- Travel
- Relax
- Buying
- ...

...depends if you are time-rich or time-poor

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