

Good life factors

Global GfK survey



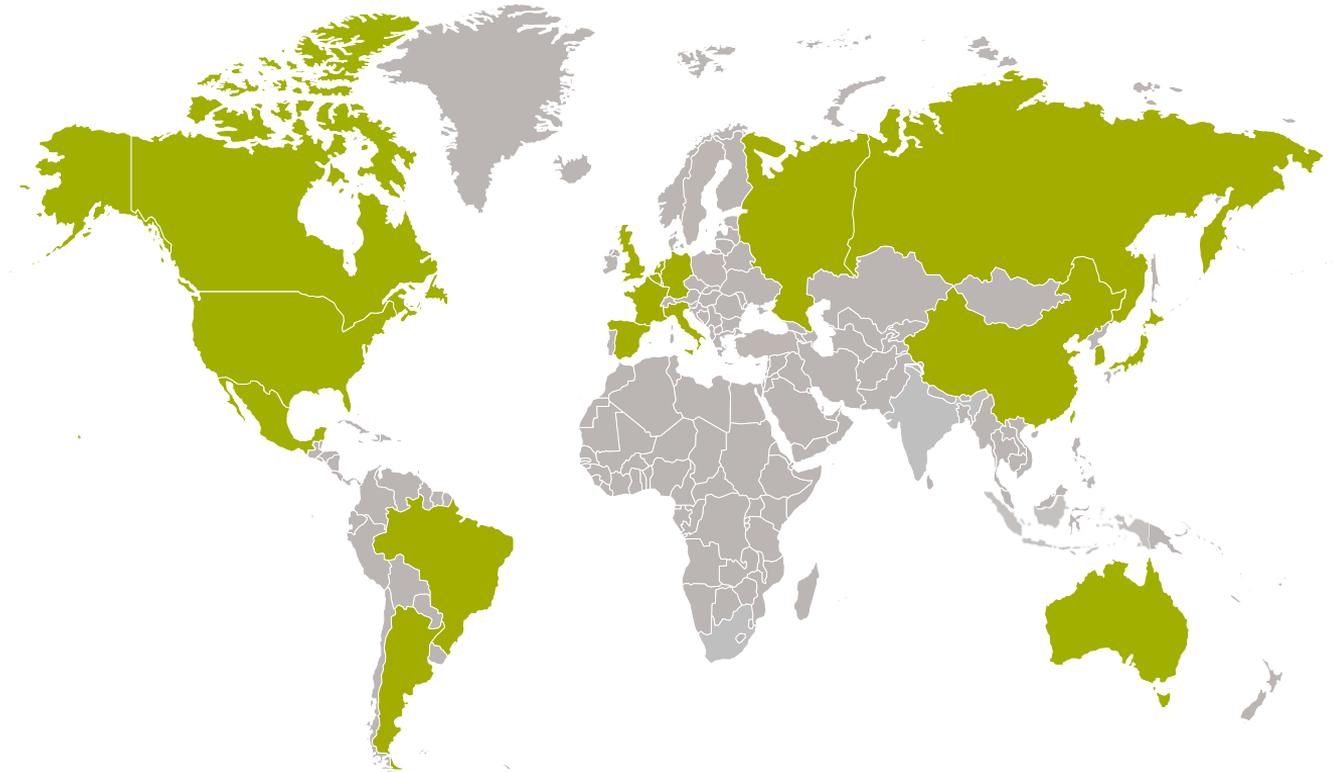
November 2017

Global GfK survey: Good life factors

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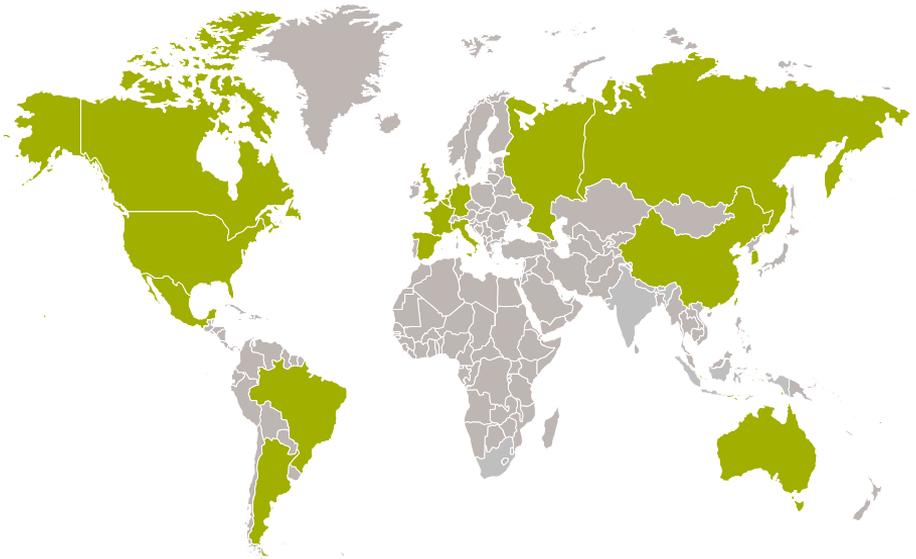
To see country results, click on the map. To go back to the table of content, click on the GfK logo anywhere in the document.

Methodology

Countries covered, methodology and sample size

GfK interviewed in summer 2017 more than 23,000 consumers (aged 15 and older) in 17 countries online. The data have been weighted to reflect the demographic composition of the online population age 15+ in each market. The global/total sample average shows the percentage for the weighted proportion of the target population relative to the other countries within a global, regional or other multi-country total and it is not a numerical addition of the average percentages from each country.

- Argentina (online/n=1,017)
- Australia (online/n=1,239)
- Belgium (online/n=1,009)
- Brazil (online/n=1,513)
- Canada (online/n=1,009)
- China (online/n=1,505)
- France (online/n=1,510)
- Germany (online/n=1,535)
- Italy (online/n=1,517)
- Japan (online/n=1,763)
- Mexico (online/n=1,017)
- Netherlands (online/n=1,026)
- Russia (online/n=1,522)
- South Korea (online/n=1,011)
- Spain (online/n=1,506)
- UK (online/n=2,175)
- USA (online/n=1,503)



Question



When you think of the Good Life – the life you’d like to have, which of the things on this list, if any, are part of that Good Life as far as you, personally, are concerned?

Options:

- A home you own
- Good health
- A happy marriage
- A job that is interesting
- Children
- A yard and lawn/a nice garden
- Free time/leisure time
- Spiritual enrichment
- A college education
- Financial security
- A luxury car or second car
- Travel for leisure
- Really nice clothes/accessories/jewelry
- Having the latest electronics and gadgets for my home
- Control over one’s own life
- None of the above
- Don’t know

Global results

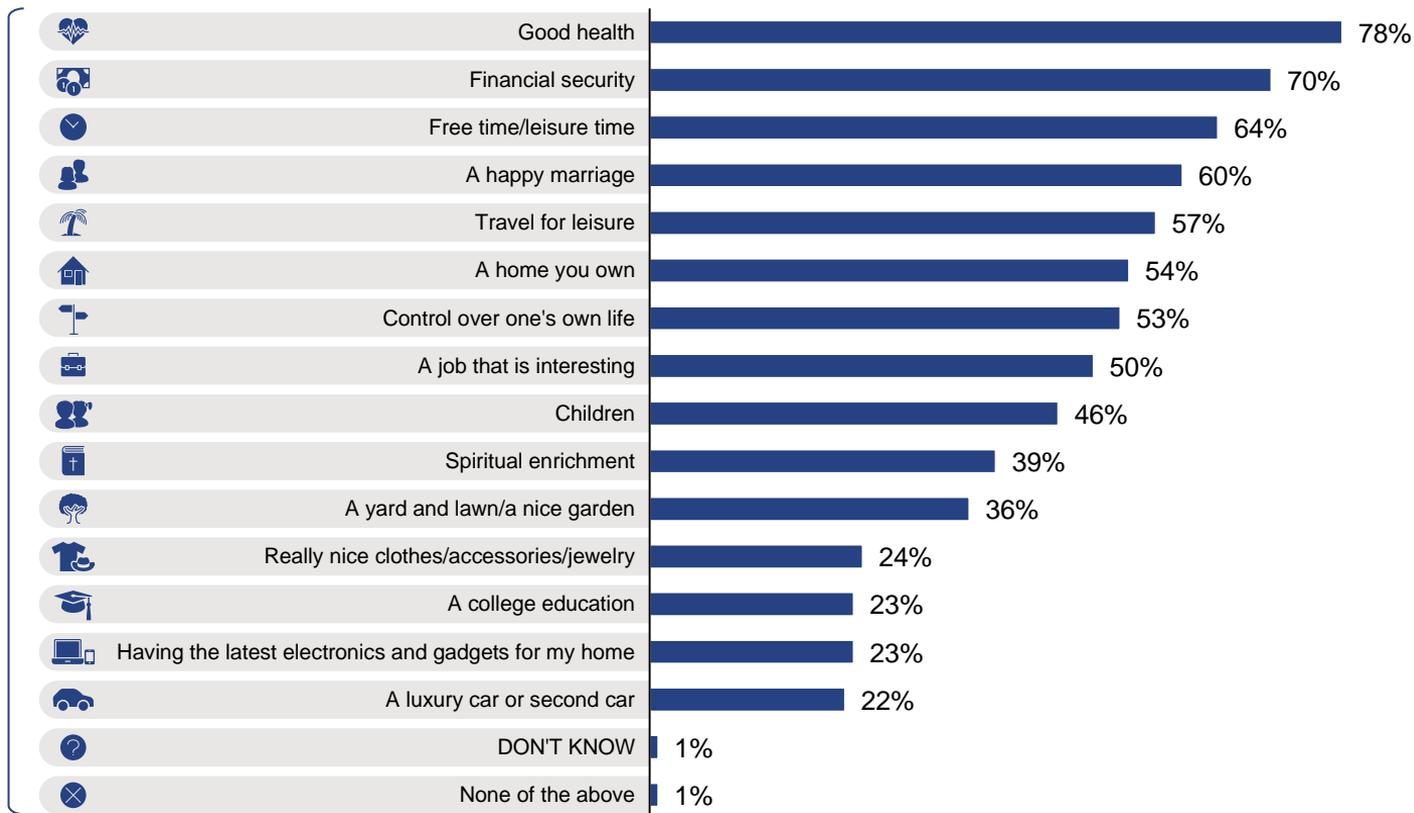


Highlights

- GfK asked 23,000 consumers online in 17 countries about what factors they personally see as being part of ‘the good life’, specified as the life they would like to have.
- Top three most popular items selected internationally are good health, financial security and leisure time. These are followed by a happy marriage, travel for leisure, a home you own, and control over one’s life.
- In contrast, less than half of people include children, spiritual enrichment, or a yard and lawn or nice garden. And less than a quarter include really nice clothes, accessories or jewelry, a college education, the latest electronics and gadgets, or a luxury or second car.
- Younger age groups lead for seeing ‘a college education’ as part of the Good Life; older age groups lead for ‘financial security’

Good life factors

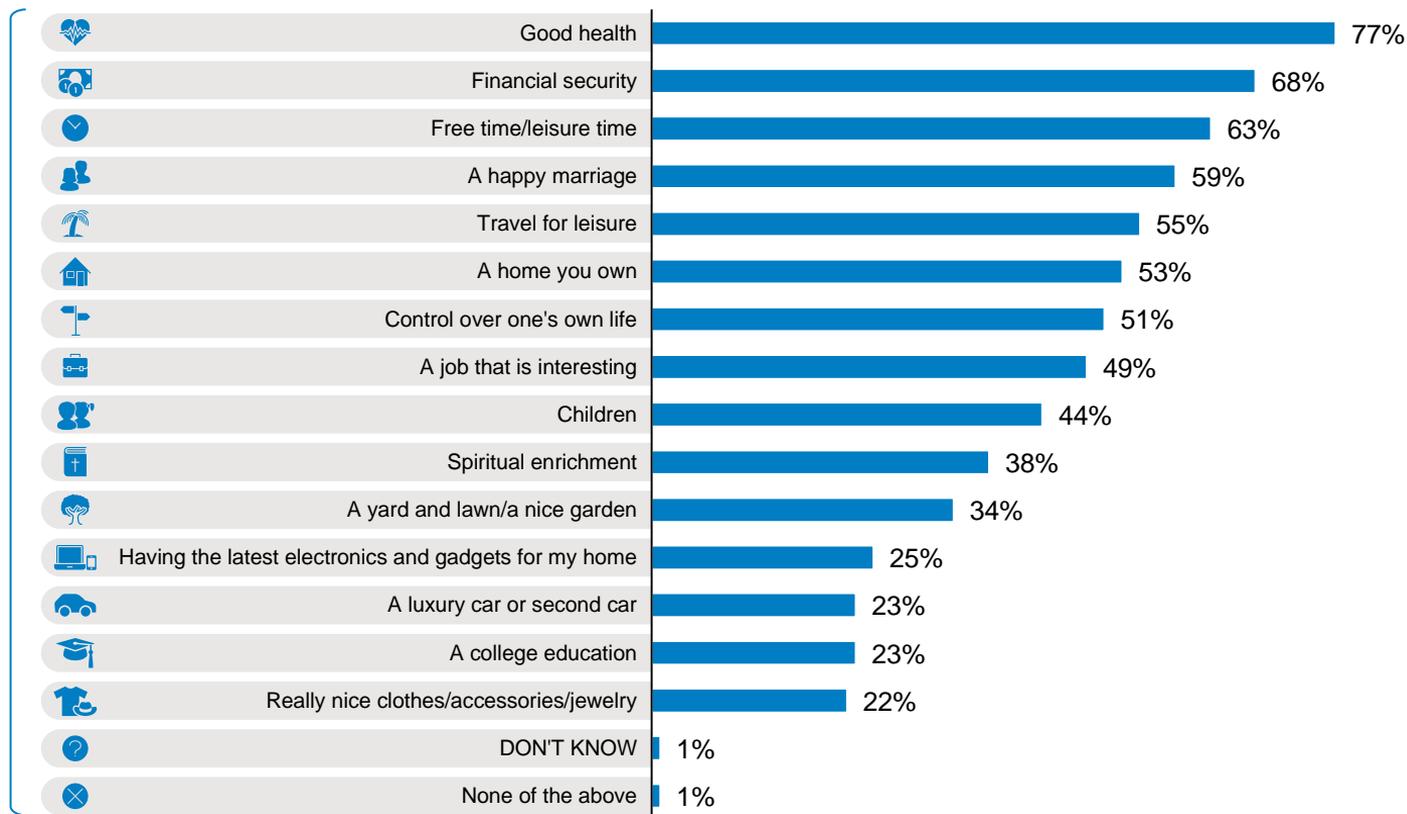
Average across all 17 countries



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

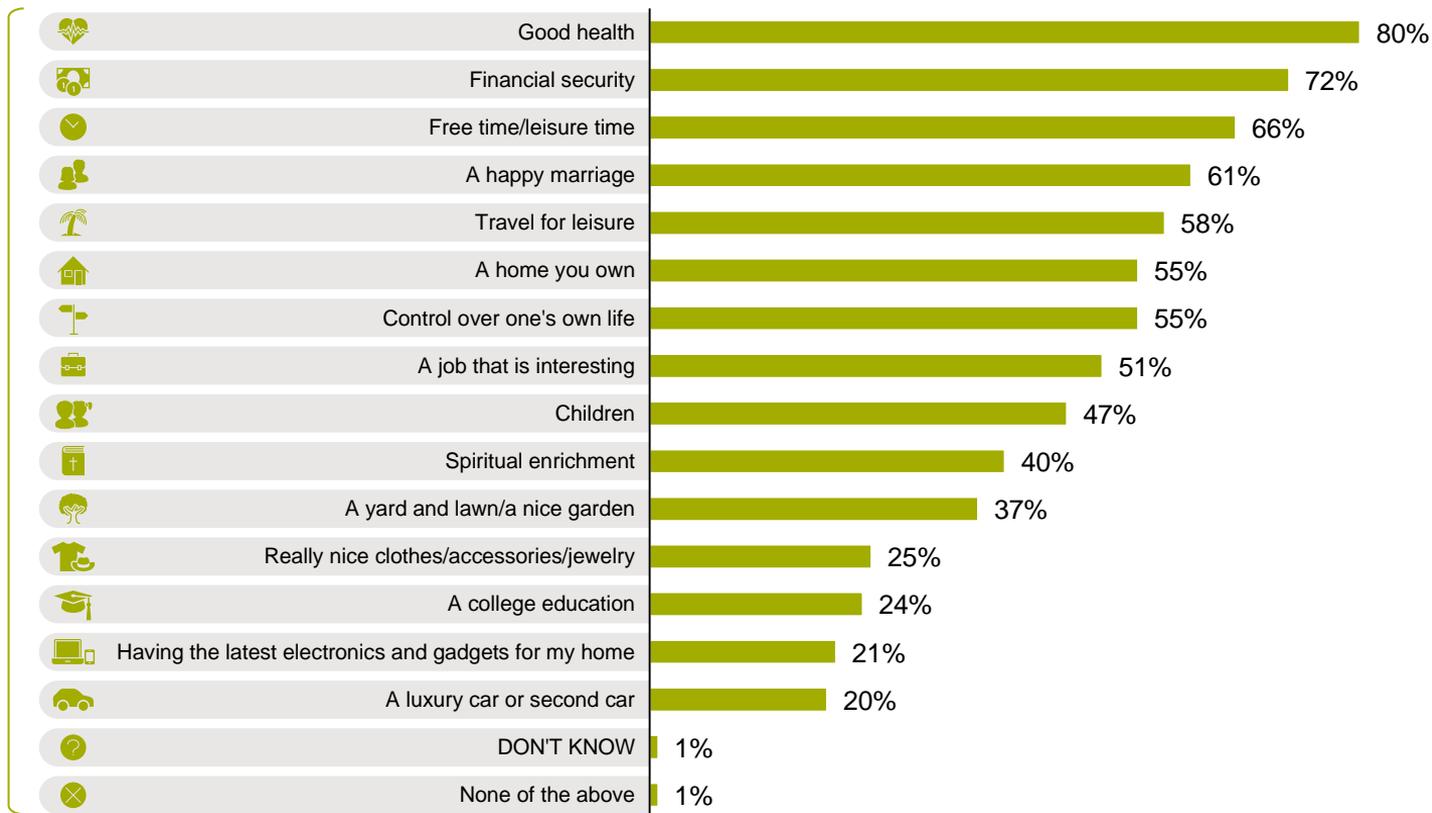
Average across all 17 countries among men



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

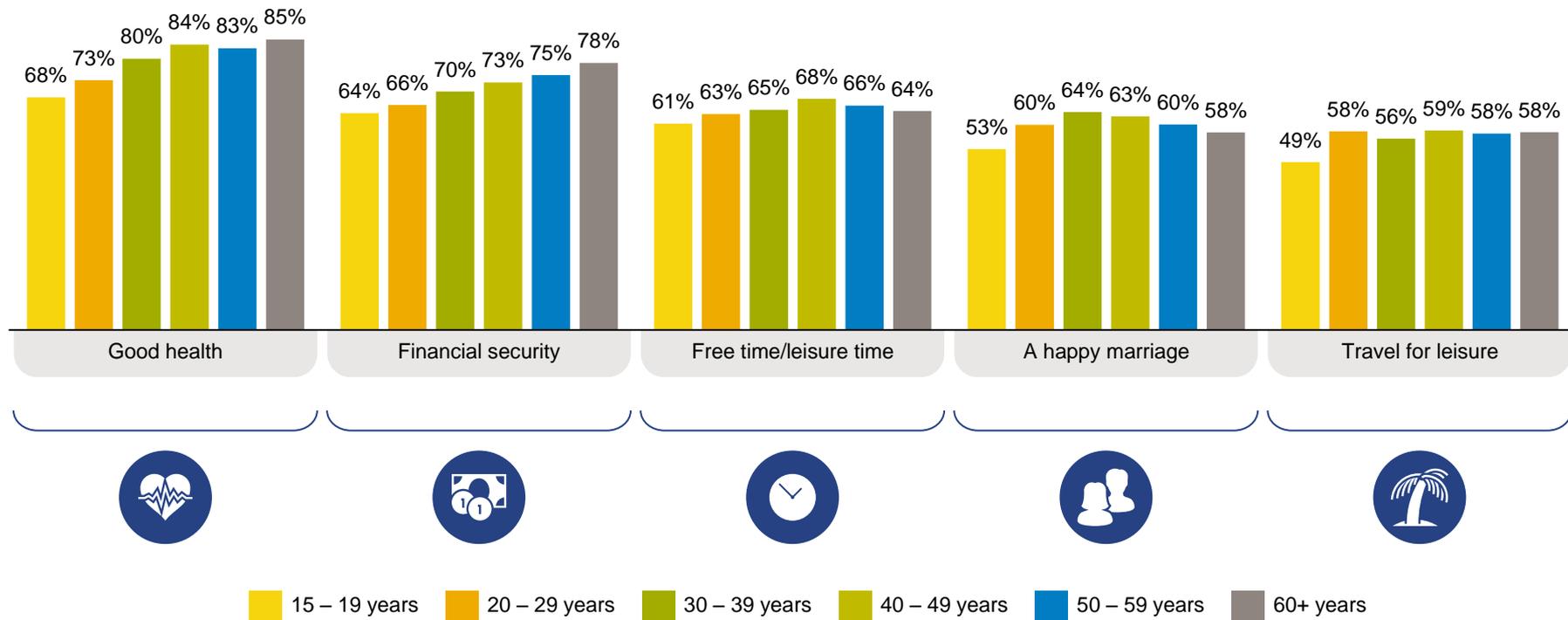
Average across all 17 countries among women



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

Average across all 17 countries among age-groups (1/3)

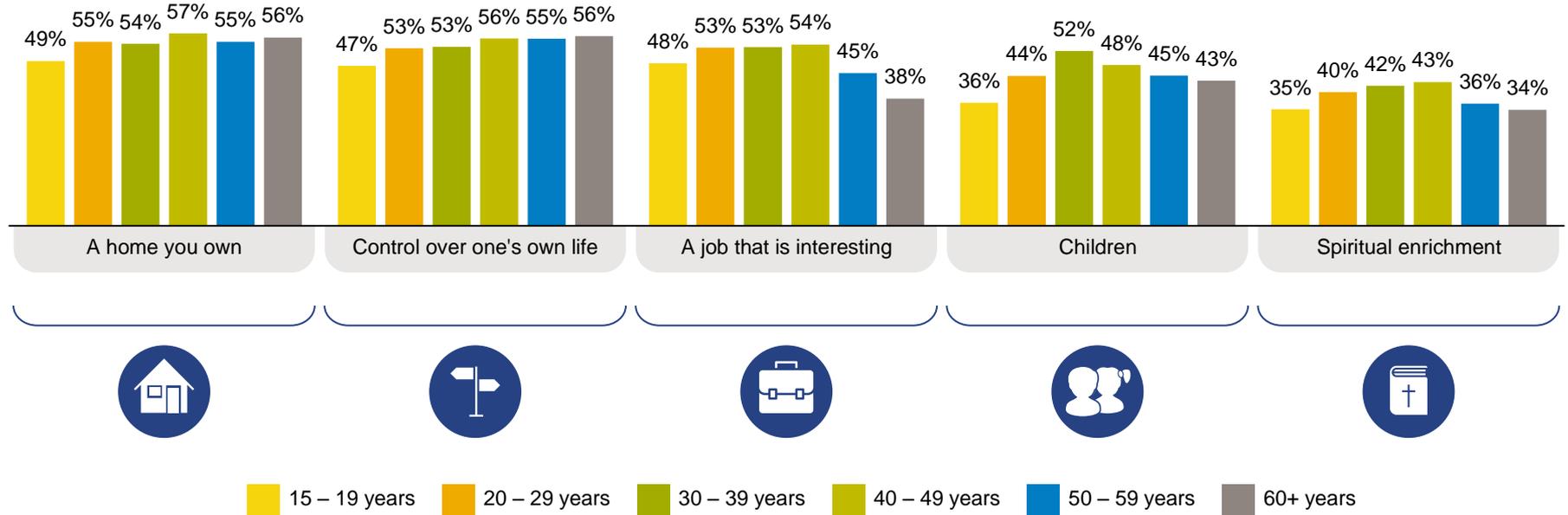


Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

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Good life factors

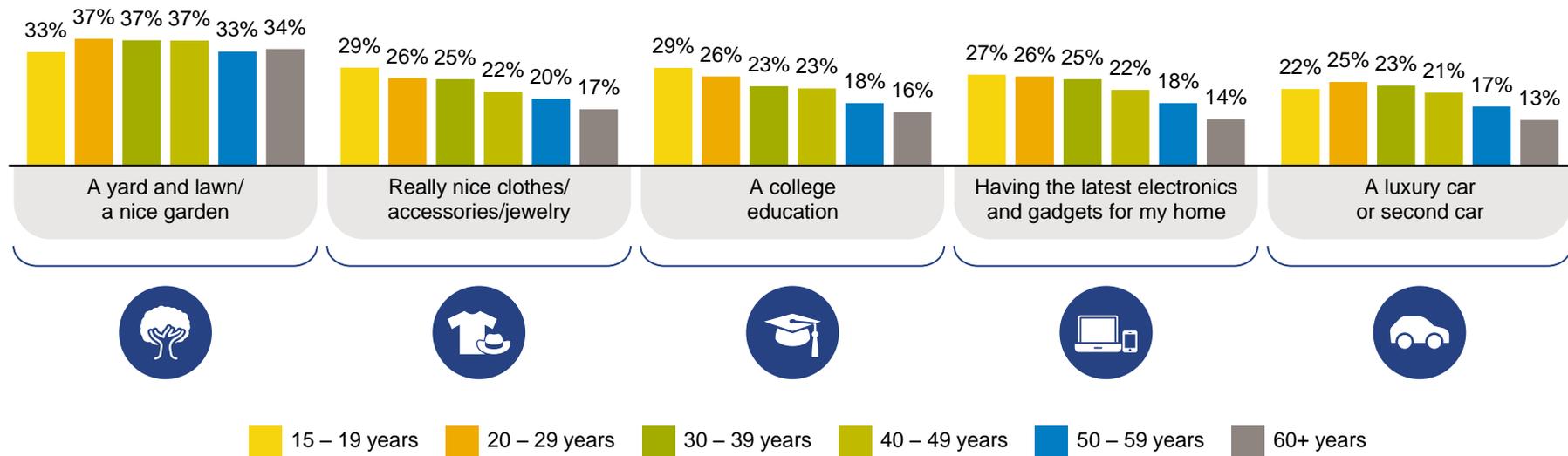
Average across all 17 countries among age-groups (2/3)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

Average across all 17 countries among age-groups (3/3)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

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Good life factors

Top 3 countries per factor



Good health
Germany 87%
Russia 85%
Argentina 84%



Financial security
Russia 82%
Germany 79%
Belgium 79%



Free time/leisure time
Russia 72%
Spain 71%
Belgium 70%



A happy marriage
Russia 70%
Argentina 68%
Germany 64%



Travel for leisure
Argentina 71%
Brazil 67%
Spain 66%



A home you own
Argentina 69%
Mexico 67%
Brazil 65%



Control over one's own life
Argentina 64%
Germany 61%
Mexico 58%



A job that is interesting
Russia 66%
Argentina 64%
Brazil 62%



Children
Russia 60%
Germany 51%
Brazil 50%



Spiritual enrichment
Brazil 47%
China 45%
Japan 43%



**A yard and lawn/
a nice garden**
Mexico 47%
Argentina 46%
Brazil 45%



**Really nice clothes/
accessories/jewelry**
Russia 31%
Argentina 30%
Brazil 29%



A college education
Argentina 41%
Mexico 36%
Brazil 35%



**Latest electronics and
gadgets for my home**
Russia 32%
Argentina 30%
Brazil 27%



**A luxury car
or second car**
Mexico 29%
Argentina 27%
Brazil 26%

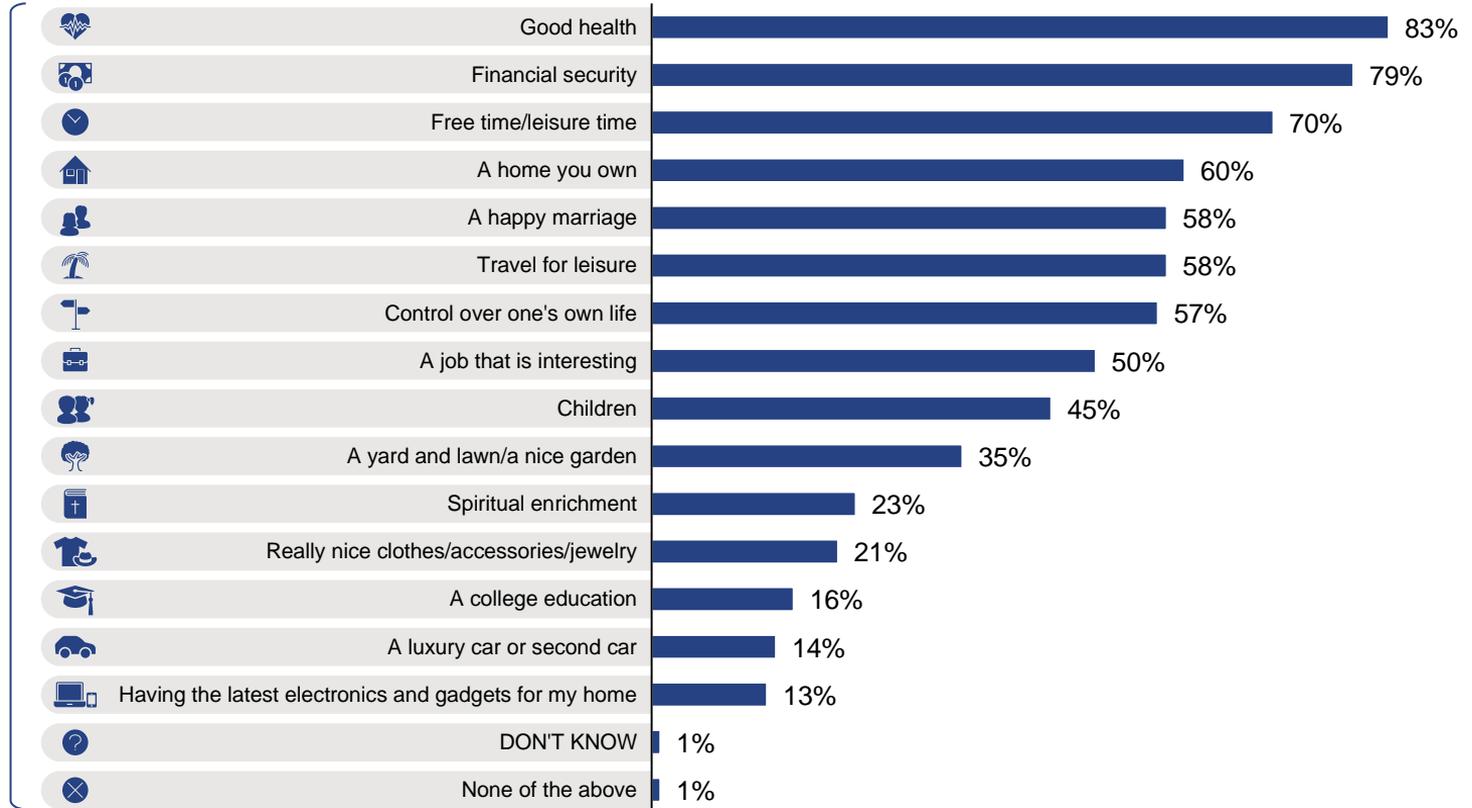
Country results – Europe

Belgium



Good life factors

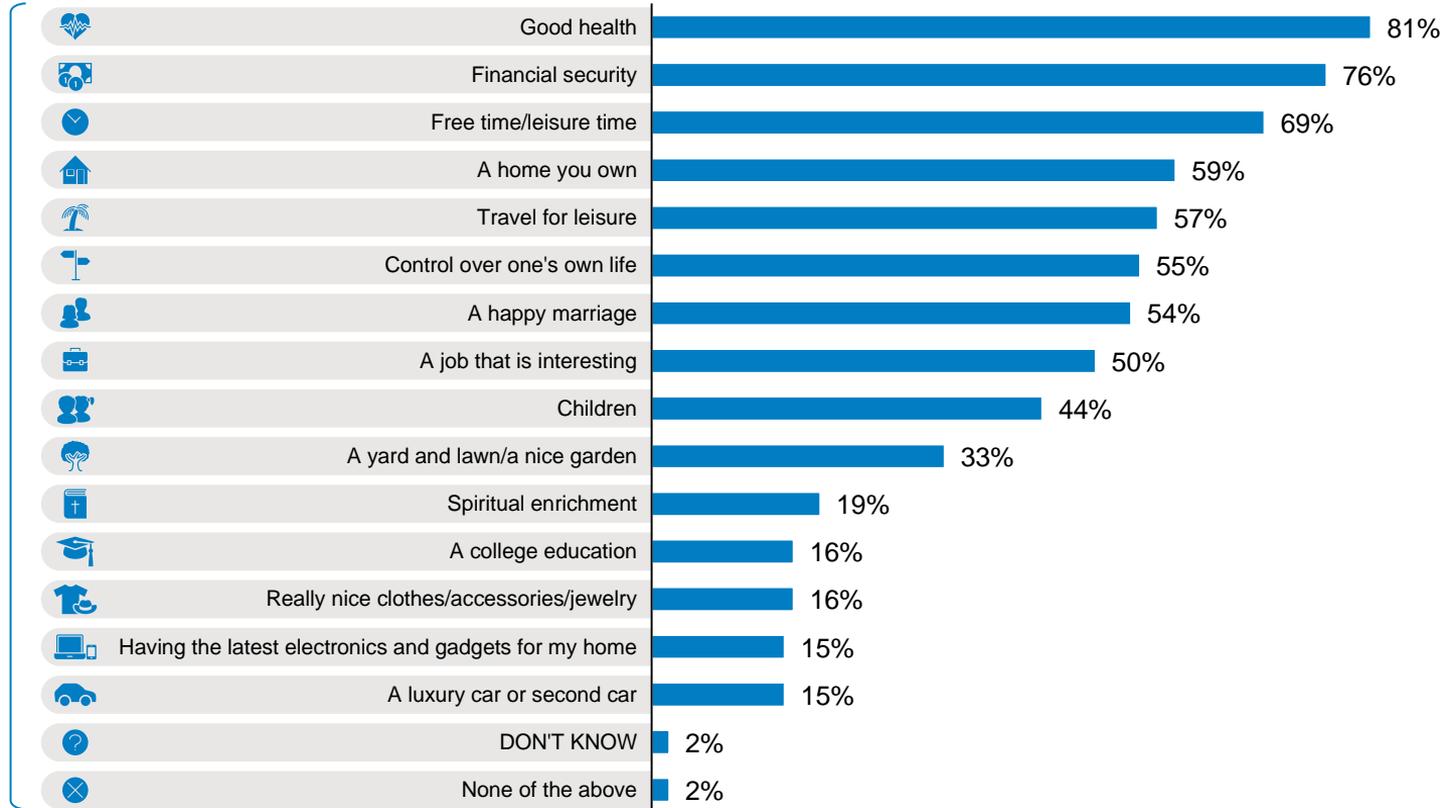
Average across Belgium



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

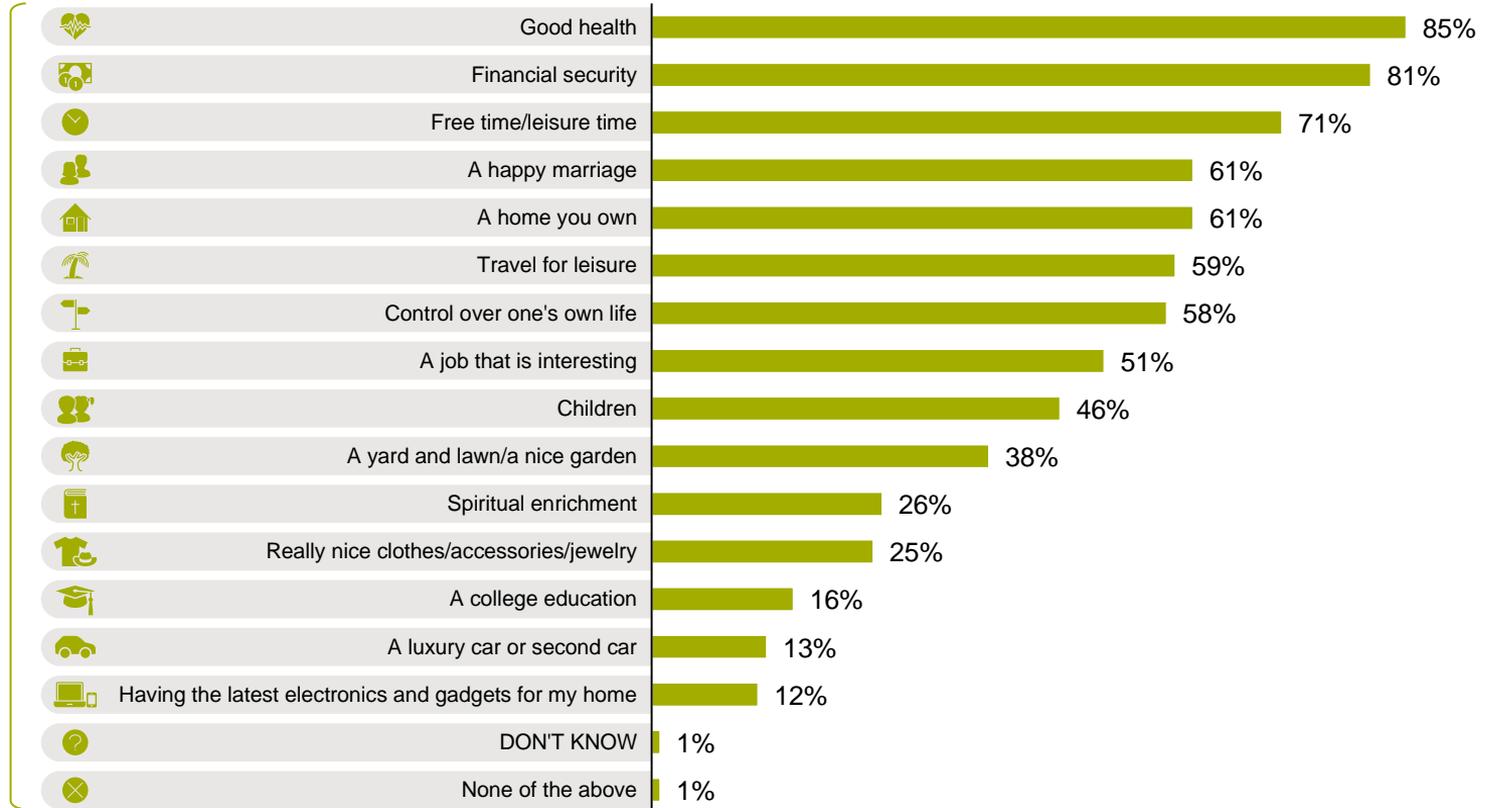
Average across Belgium among men



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

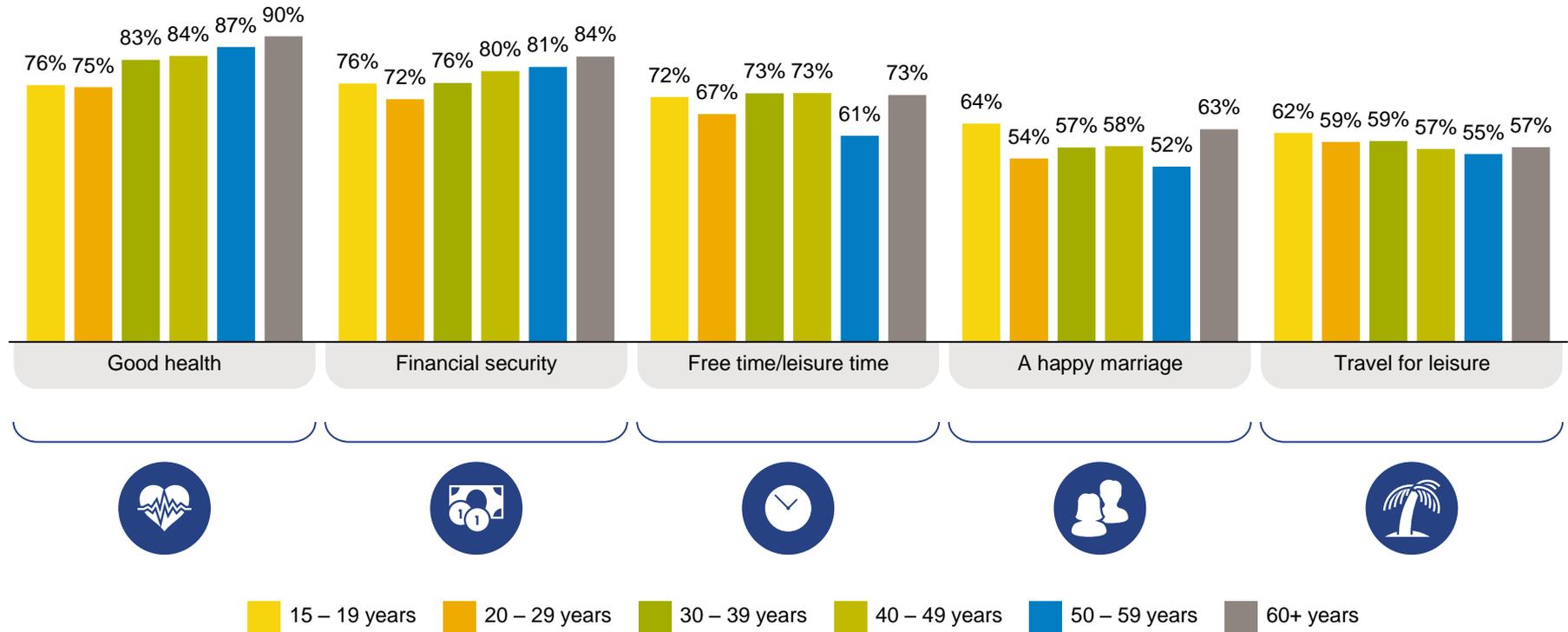
Average across Belgium among women



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

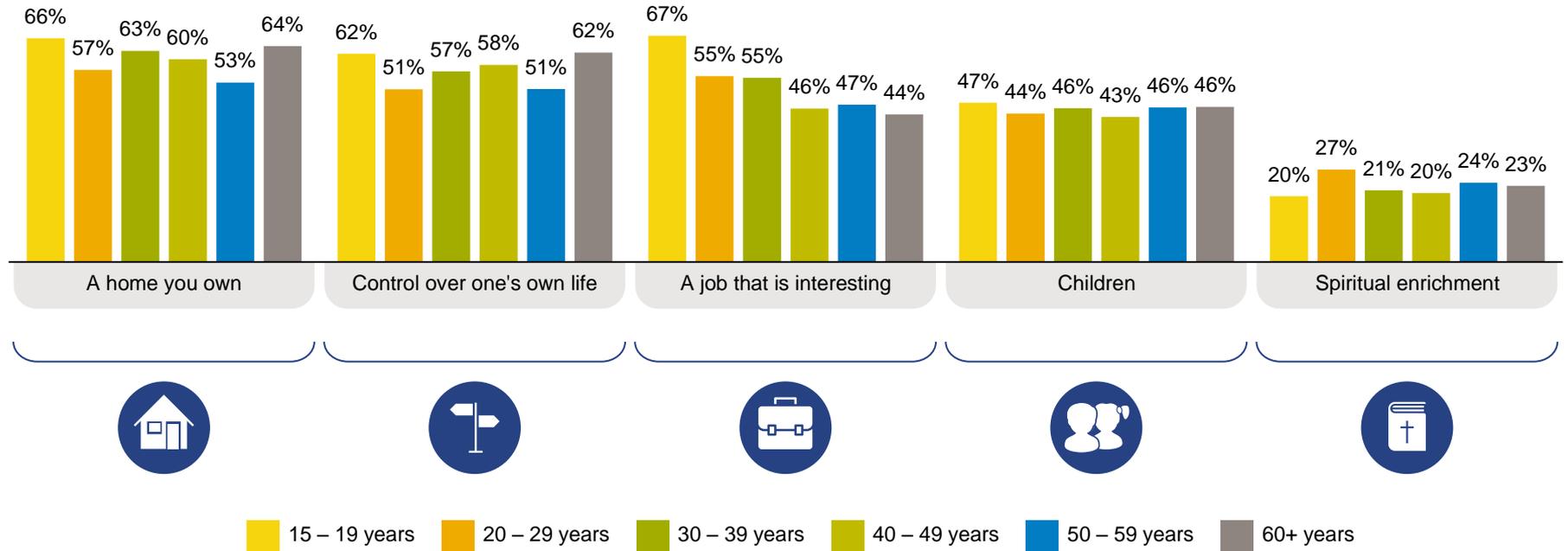
Average across Belgium among age-groups (1/3)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

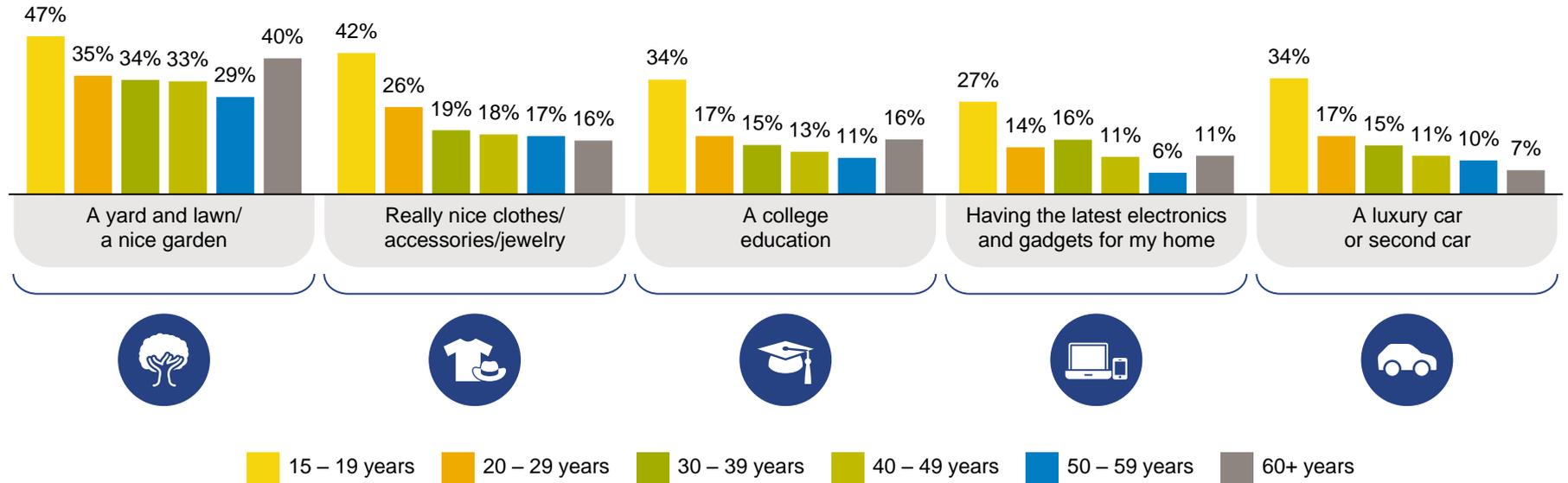
Average across Belgium among age-groups (2/3)



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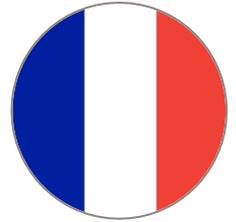
Good life factors

Average across Belgium among age-groups (3/3)



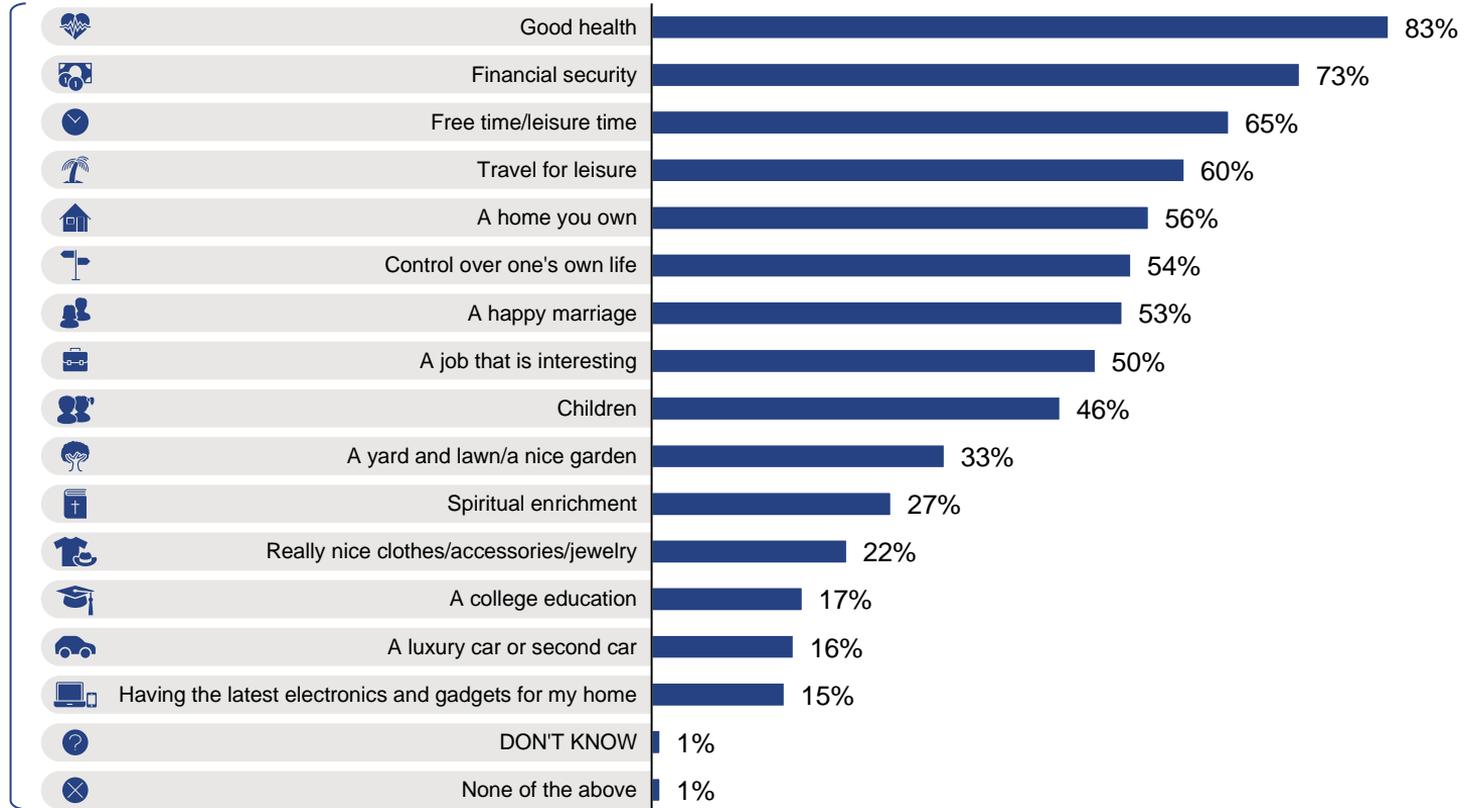
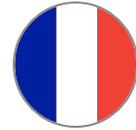
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

France



Good life factors

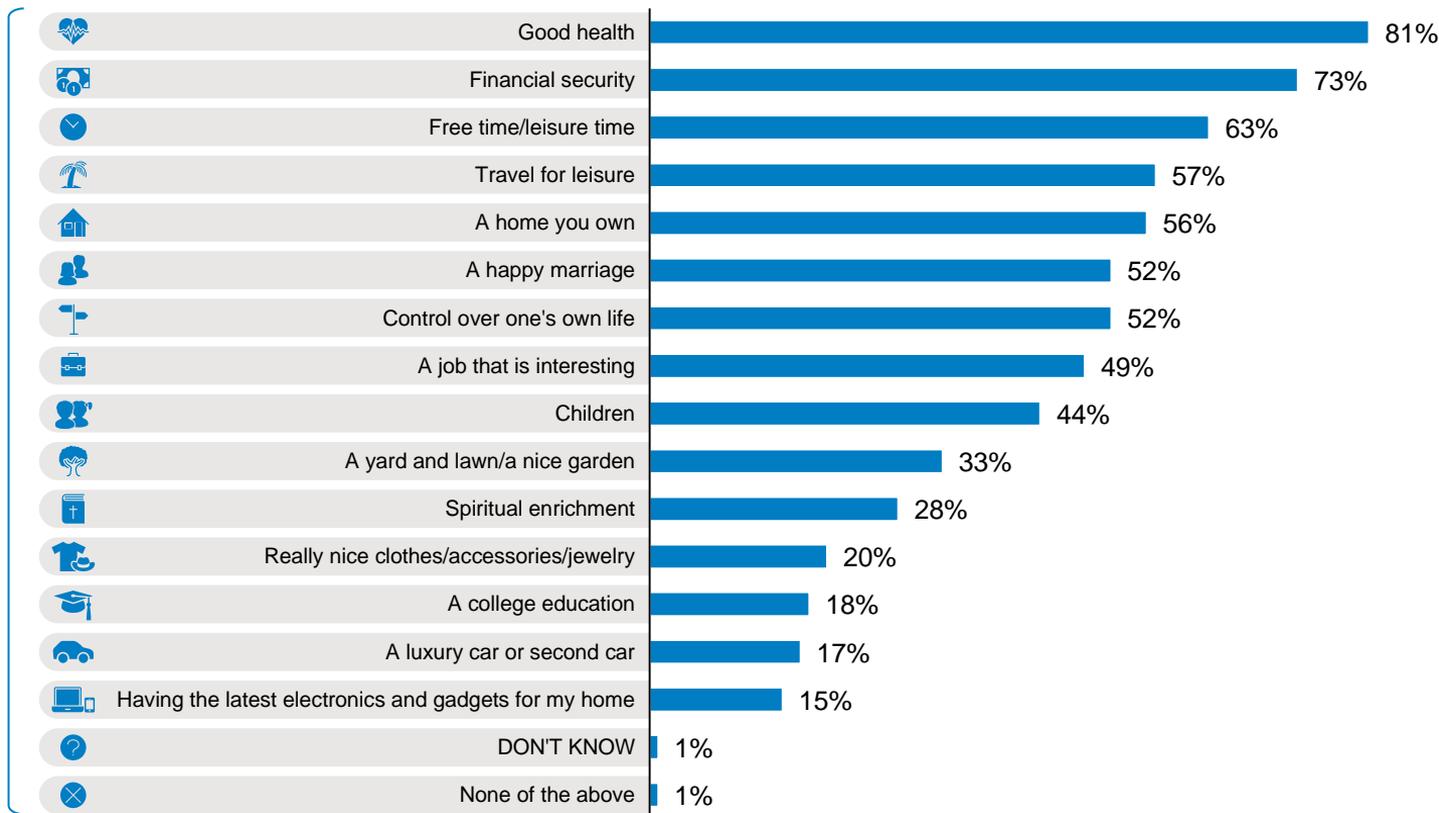
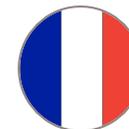
Average across France



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

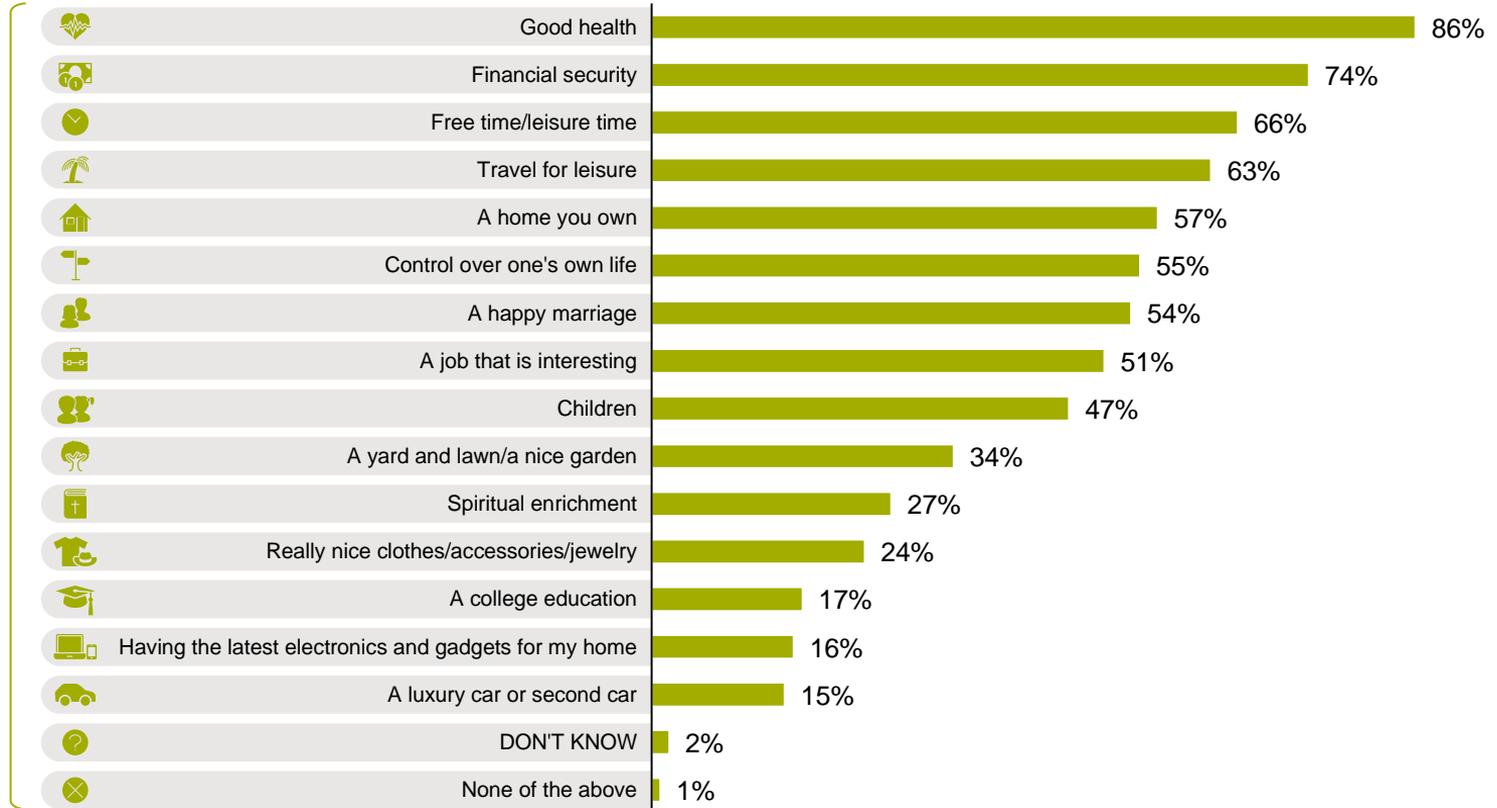
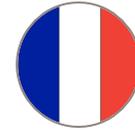
Average across France among men



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

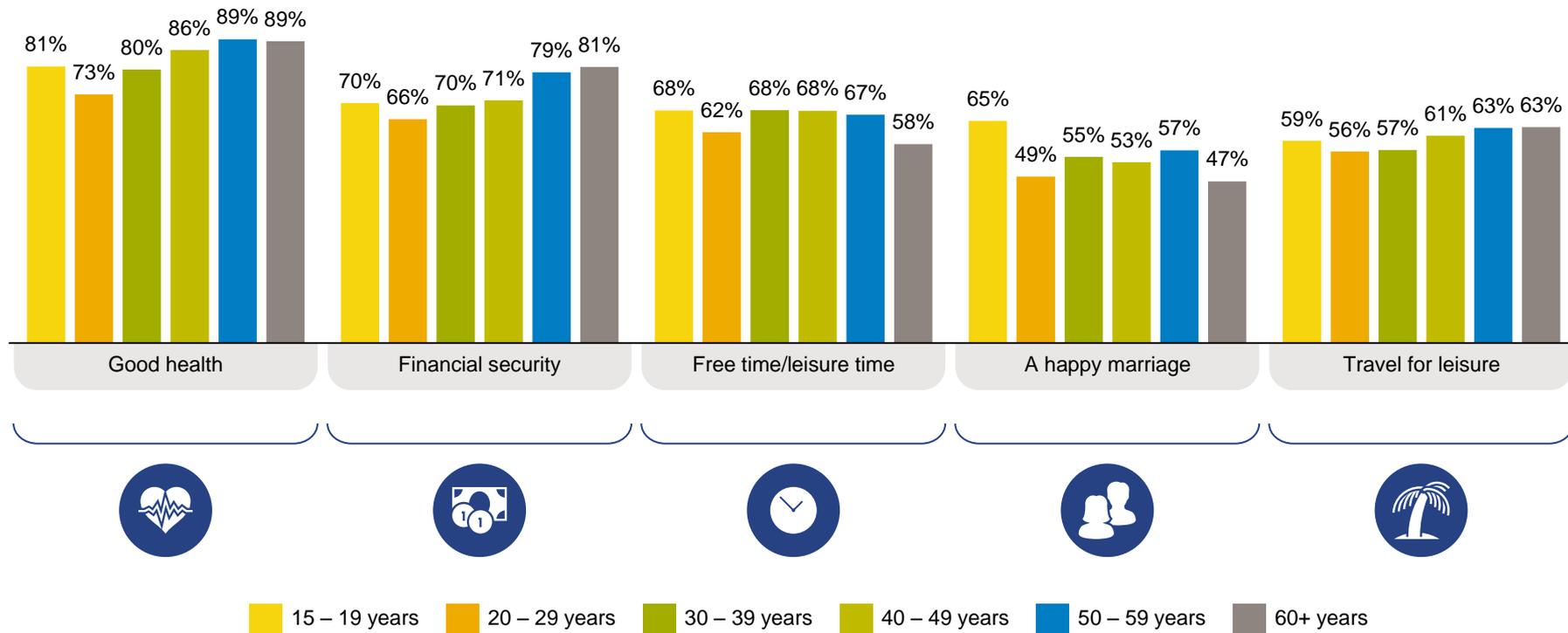
Average across France among women



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

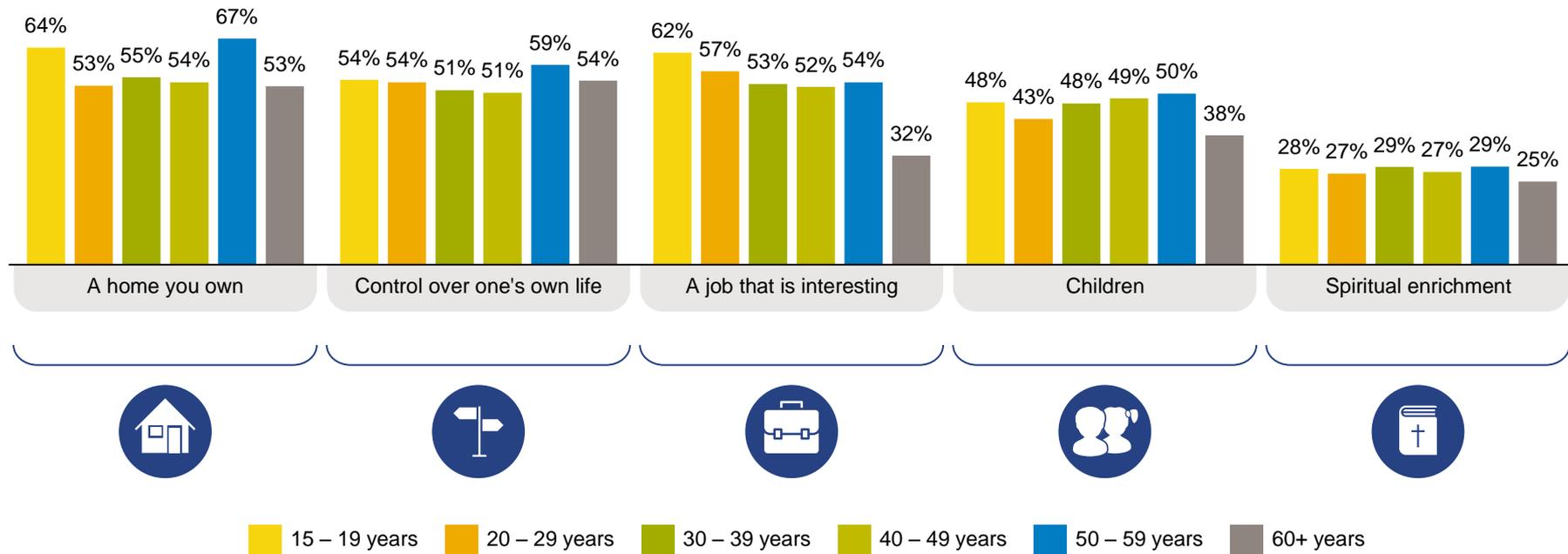
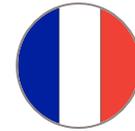
Average across France among age-groups (1/3)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

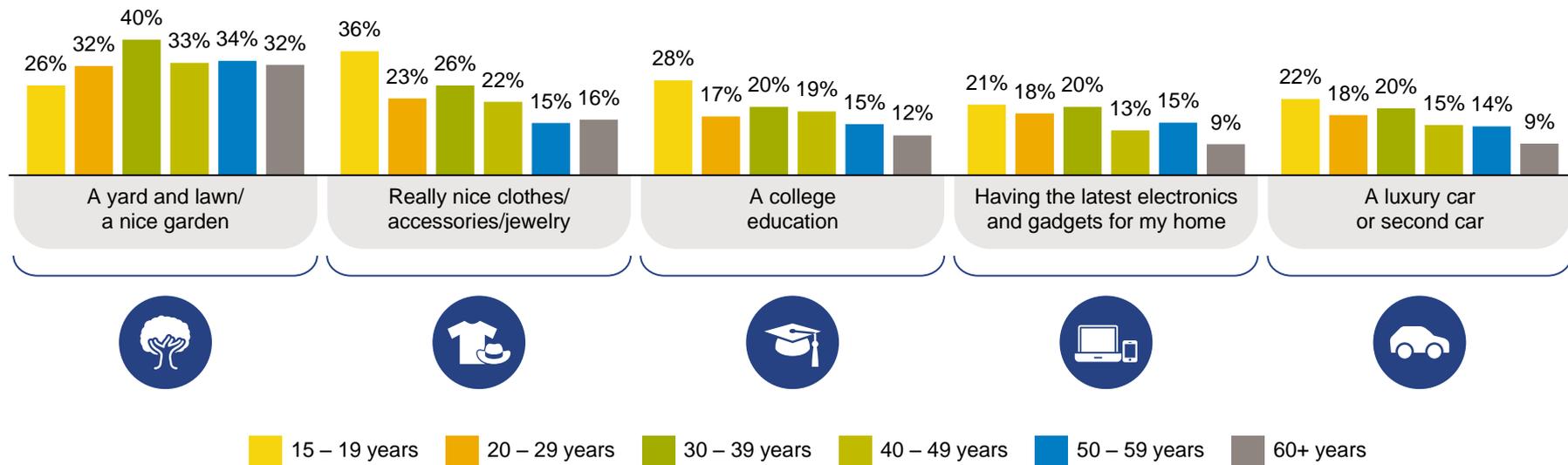
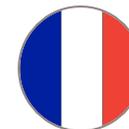
Average across France among age-groups (2/3)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

Average across France among age-groups (3/3)



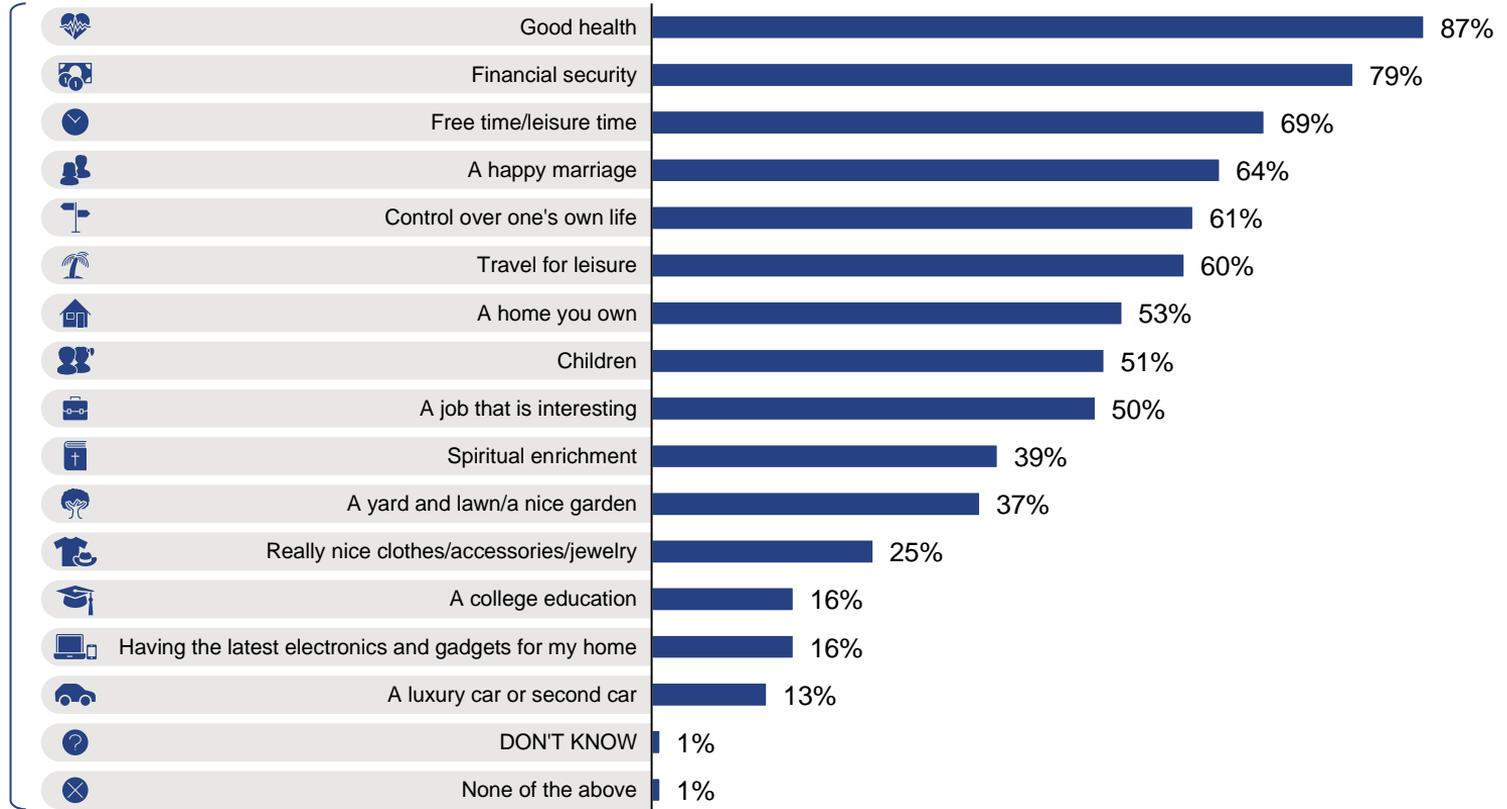
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Germany



Good life factors

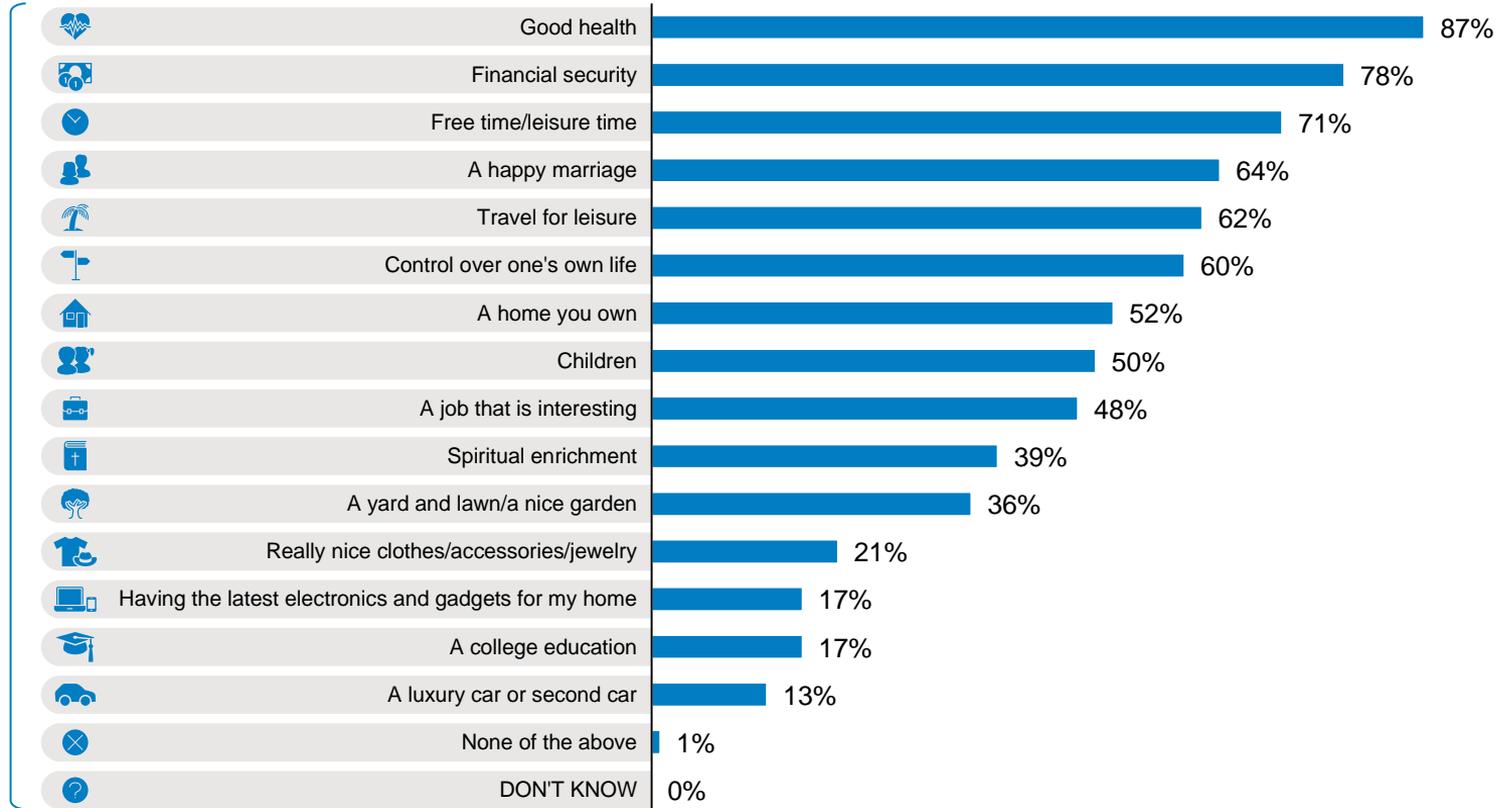
Average across Germany



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

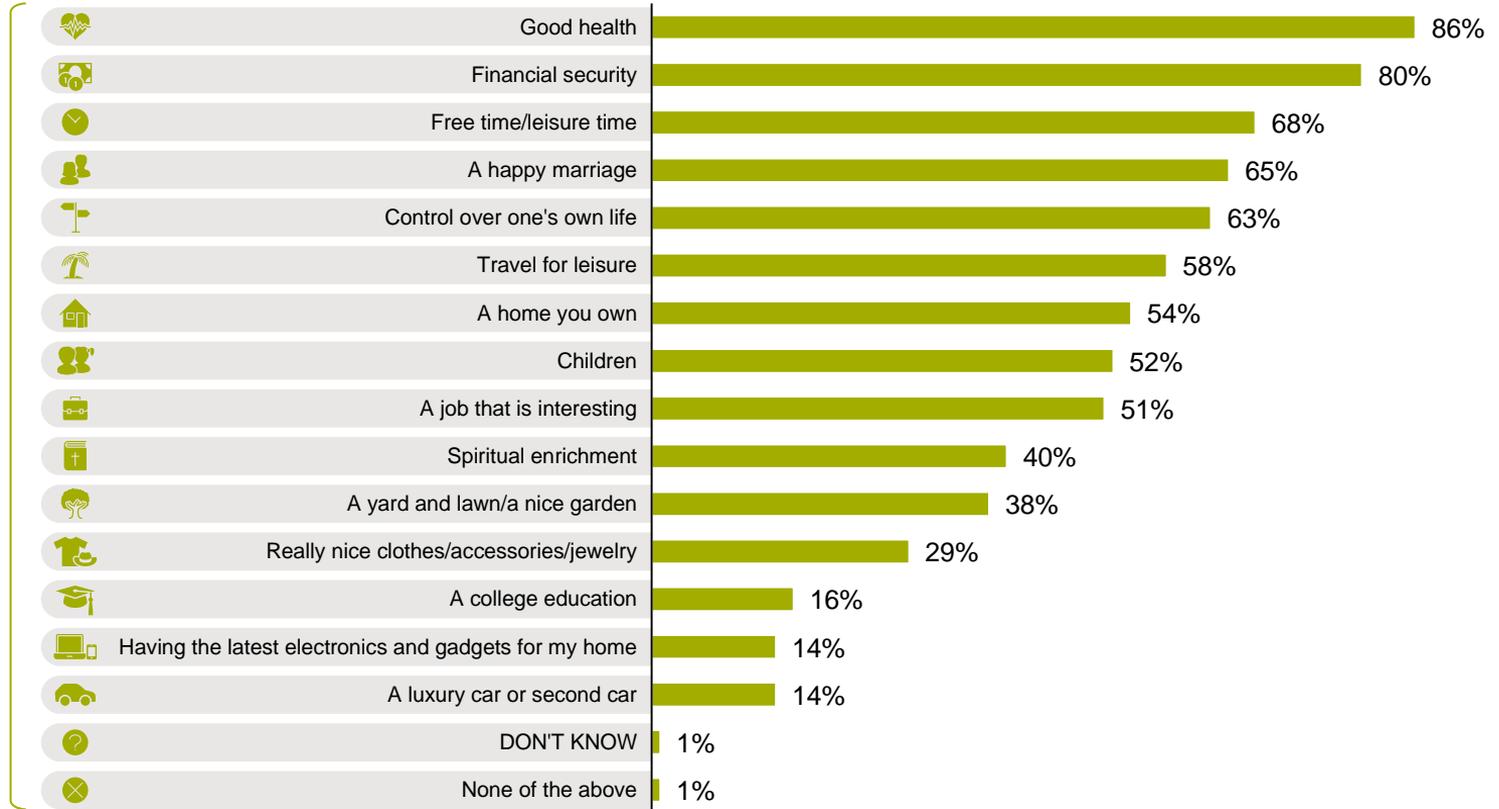
Average across Germany among men



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

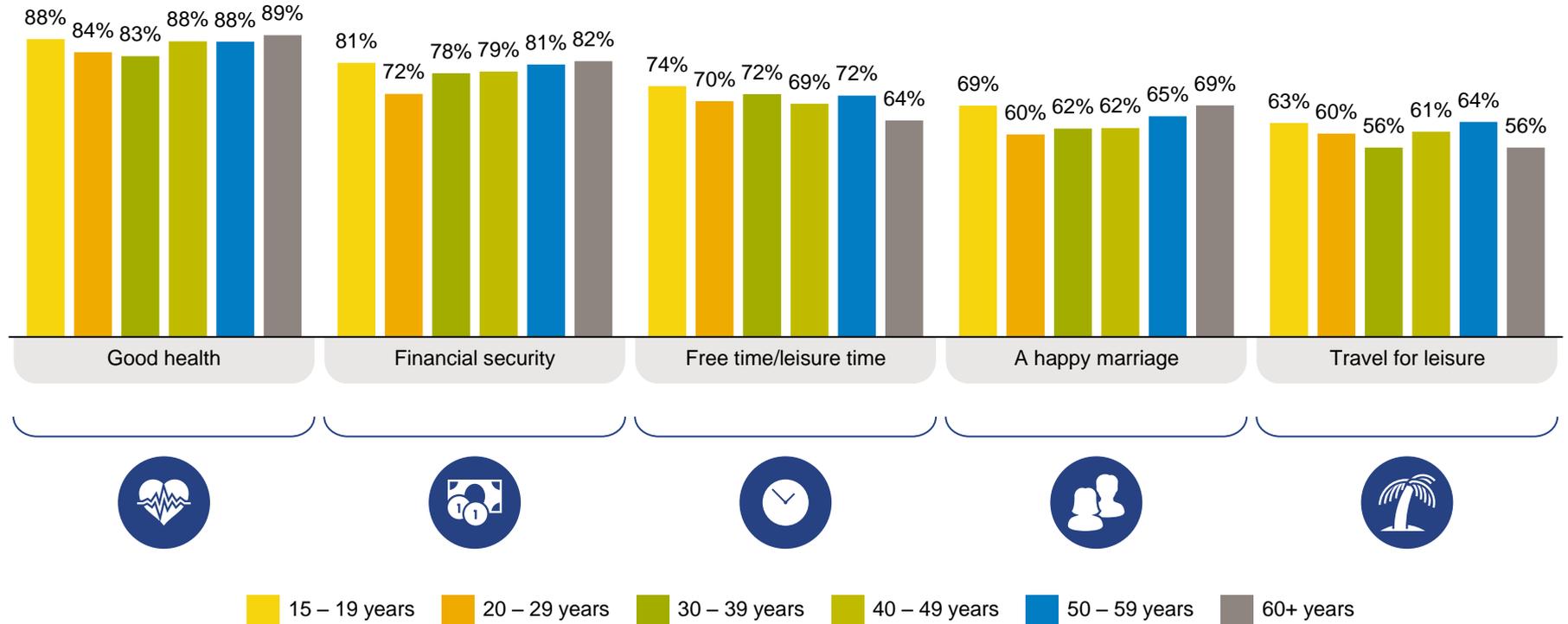
Average across Germany among women



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

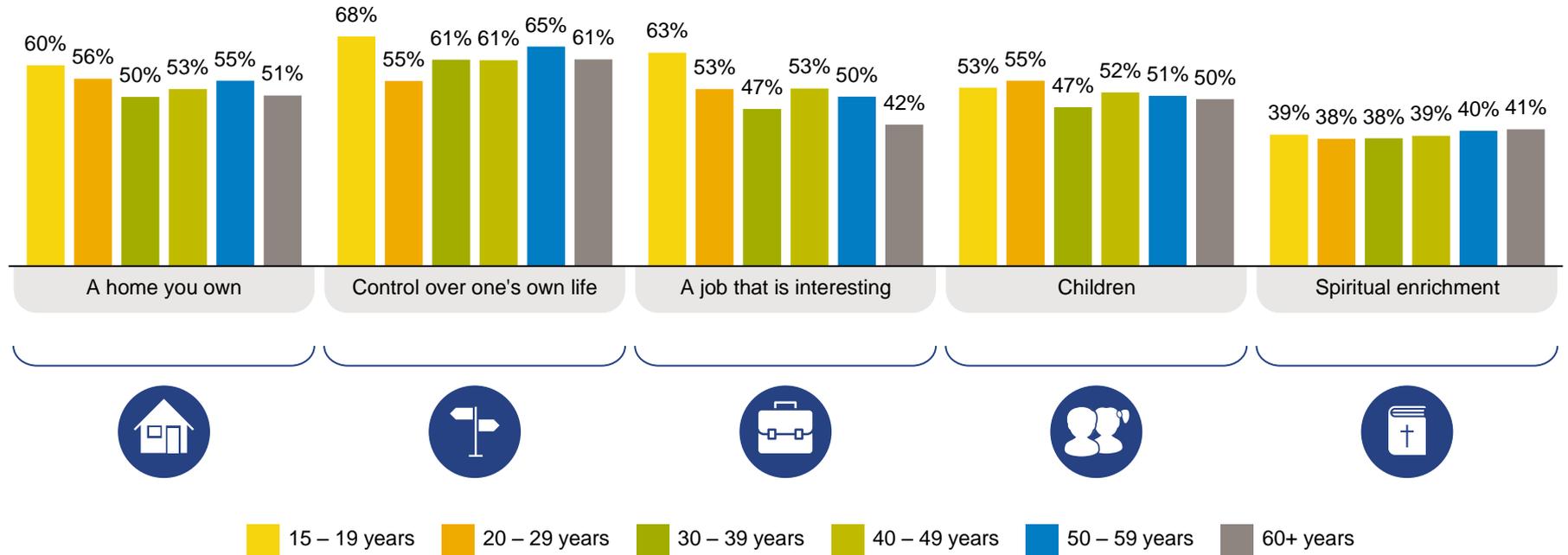
Average across Germany among age-groups (1/3)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

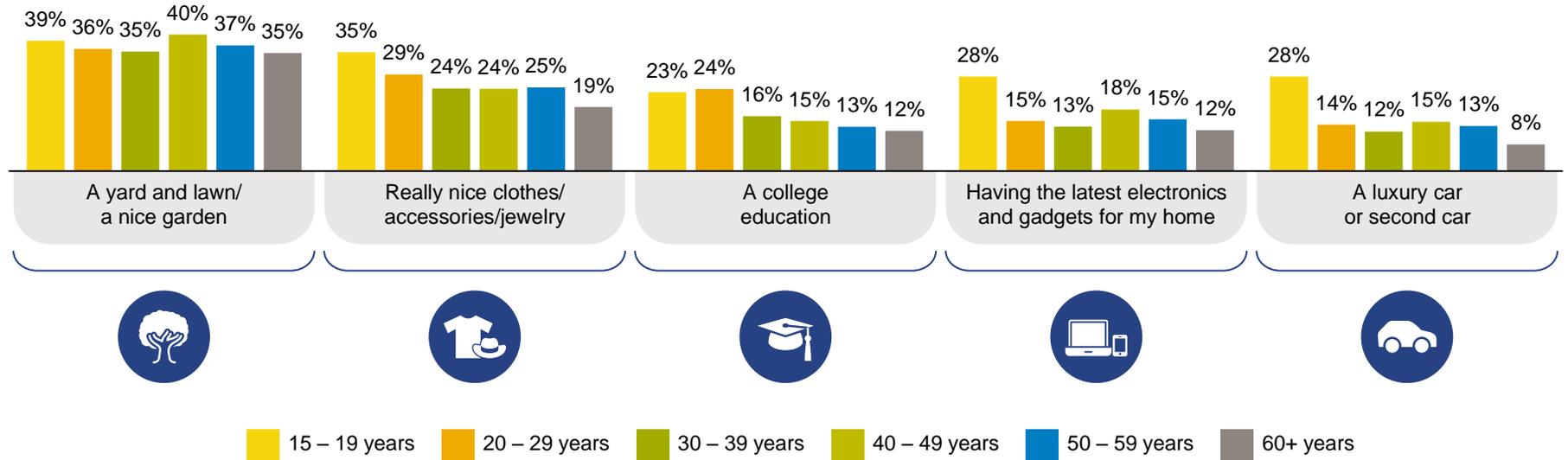
Average across Germany among age-groups (2/3)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

Average across Germany among age-groups (3/3)



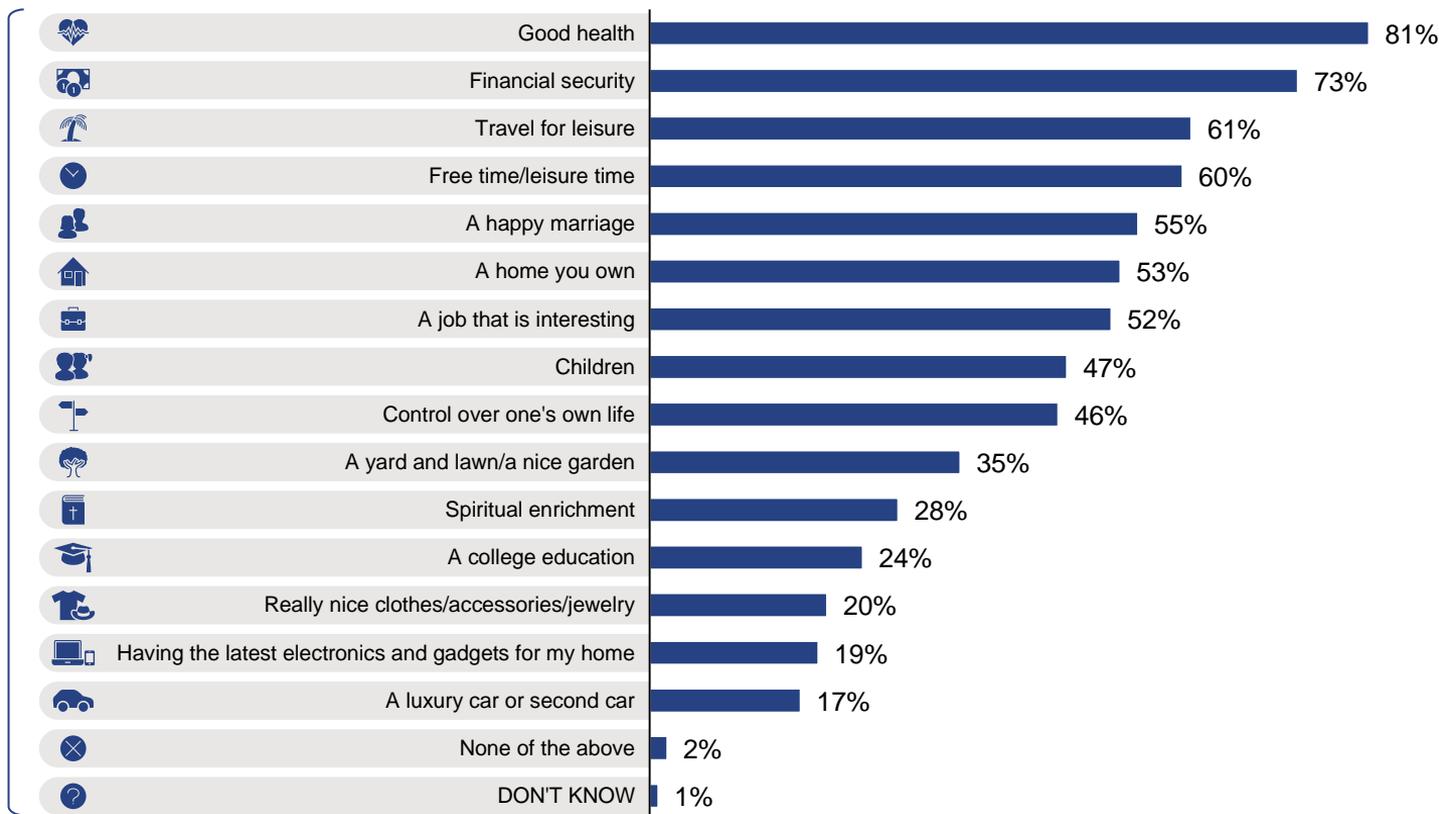
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Italy



Good life factors

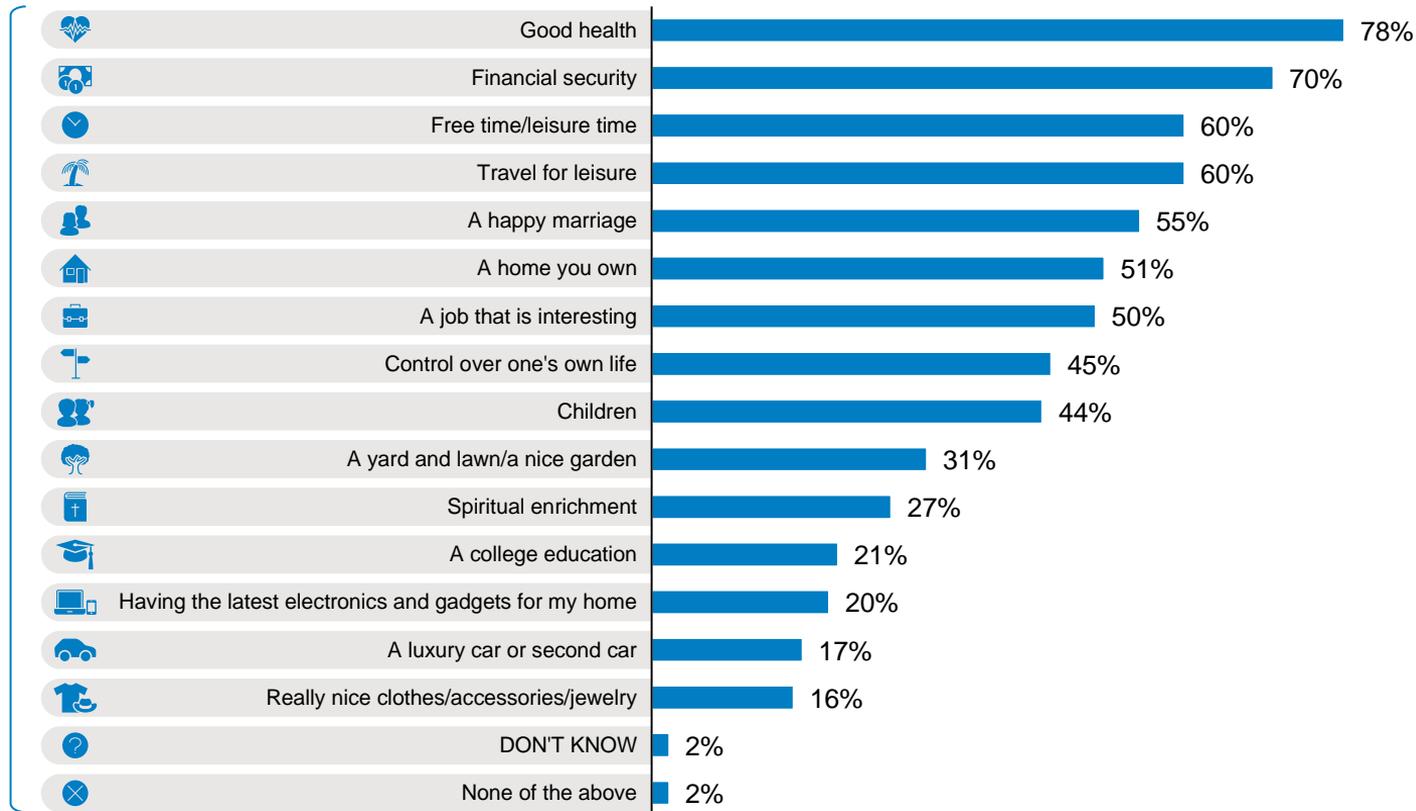
Average across Italy



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

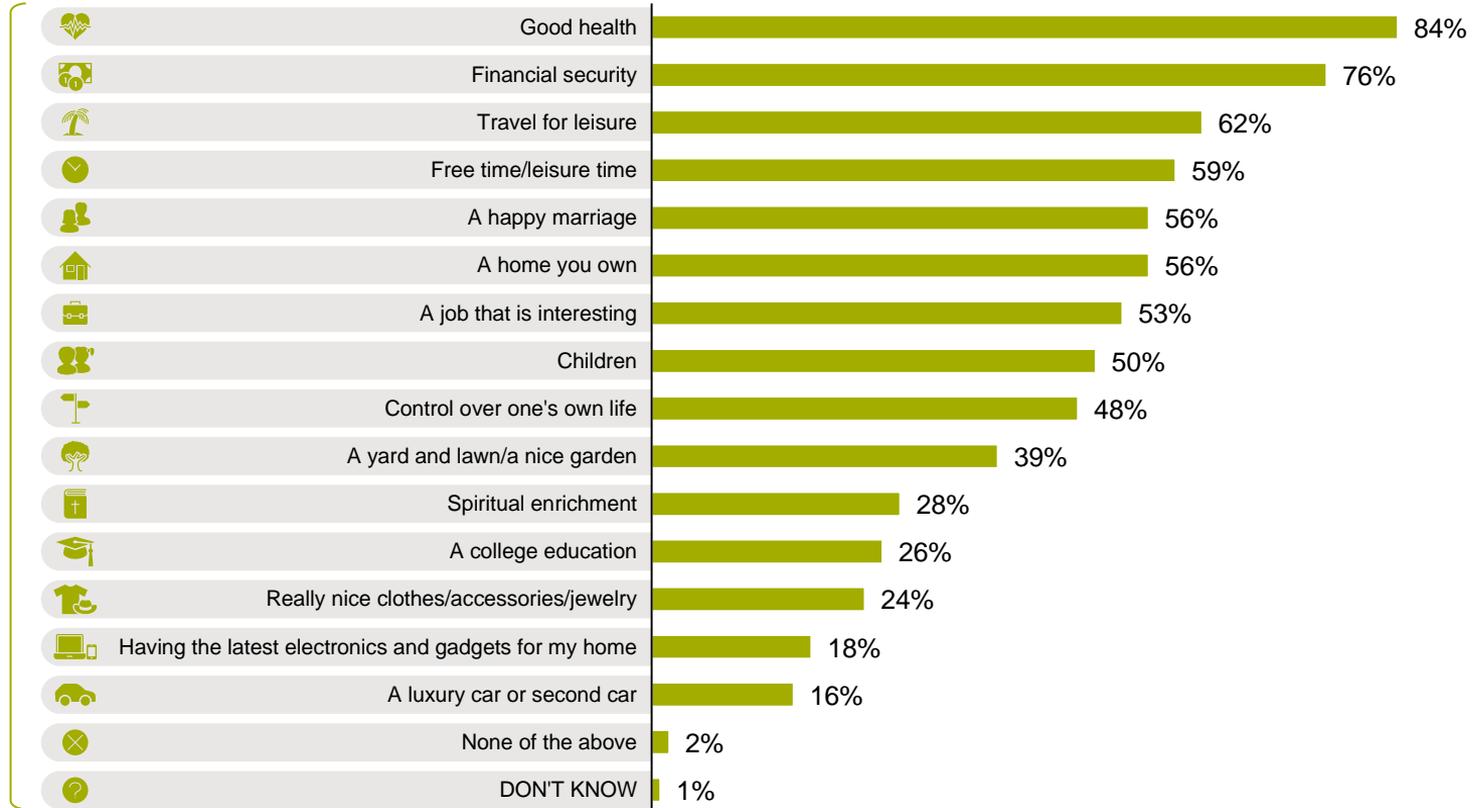
Average across Italy among men



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

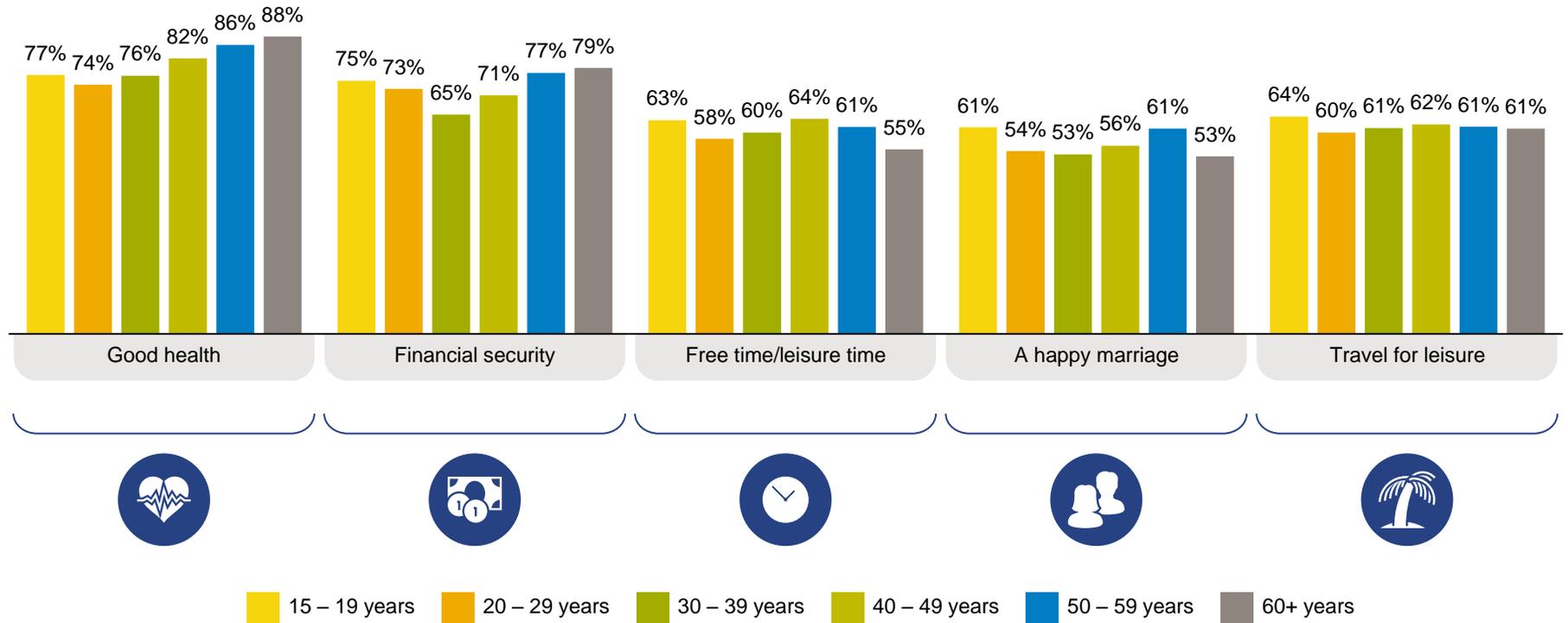
Average across Italy among women



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

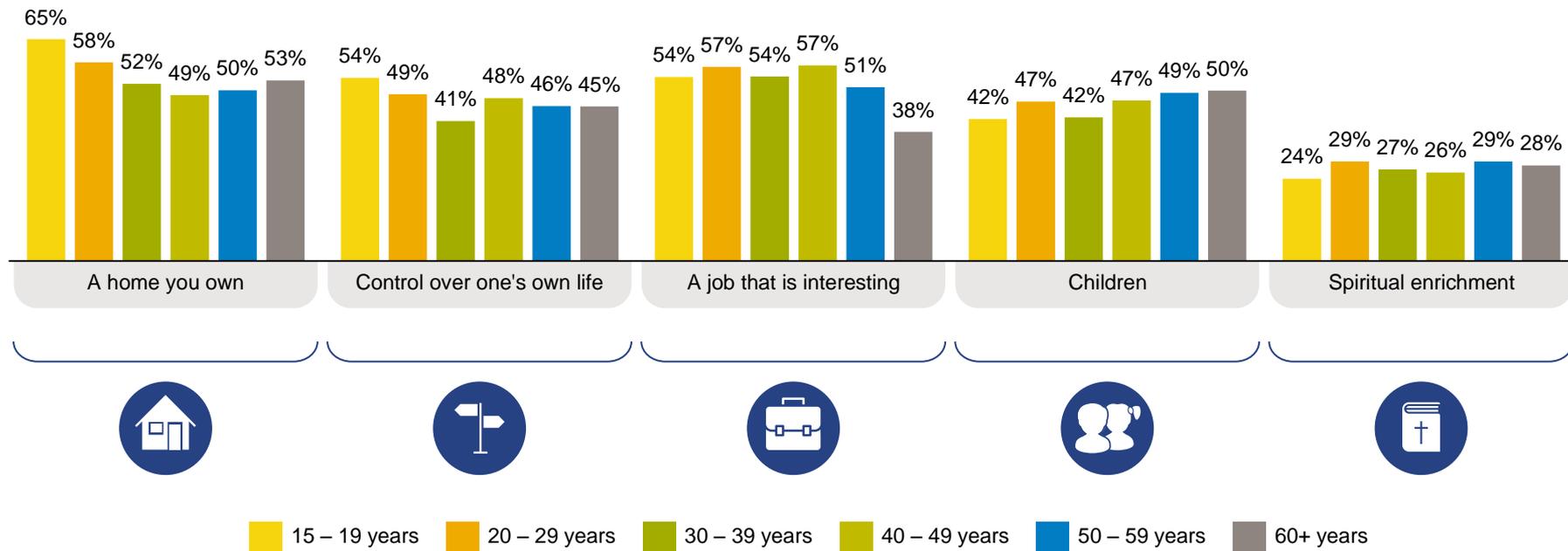
Average across Italy among age-groups (1/3)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

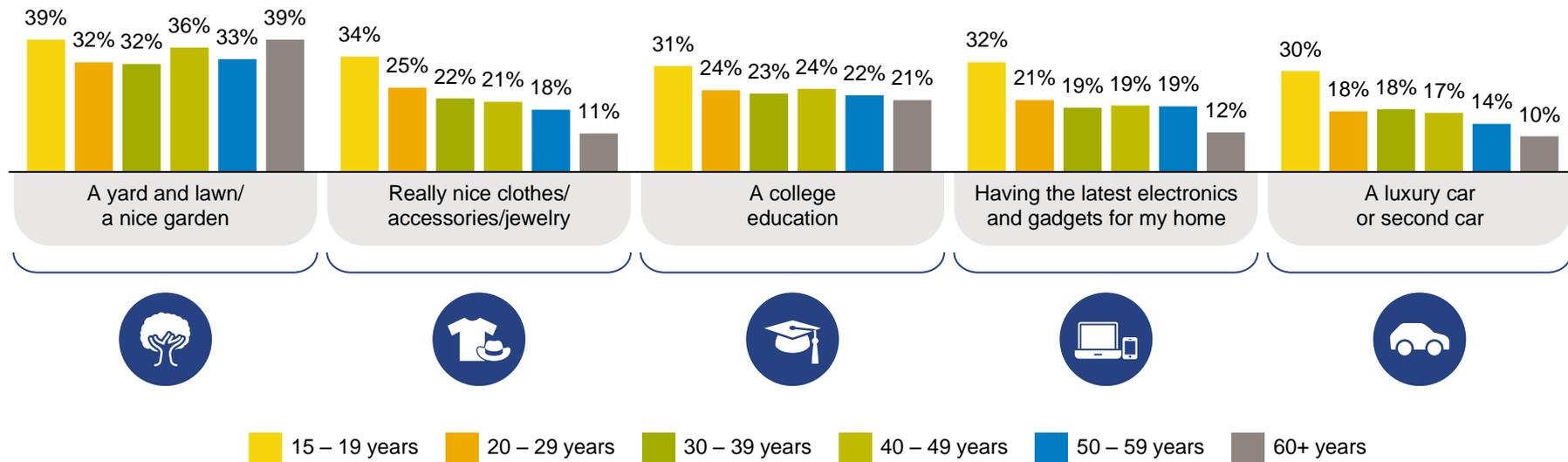
Average across Italy among age-groups (2/3)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

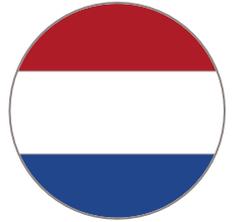
Good life factors

Average across Italy among age-groups (3/3)



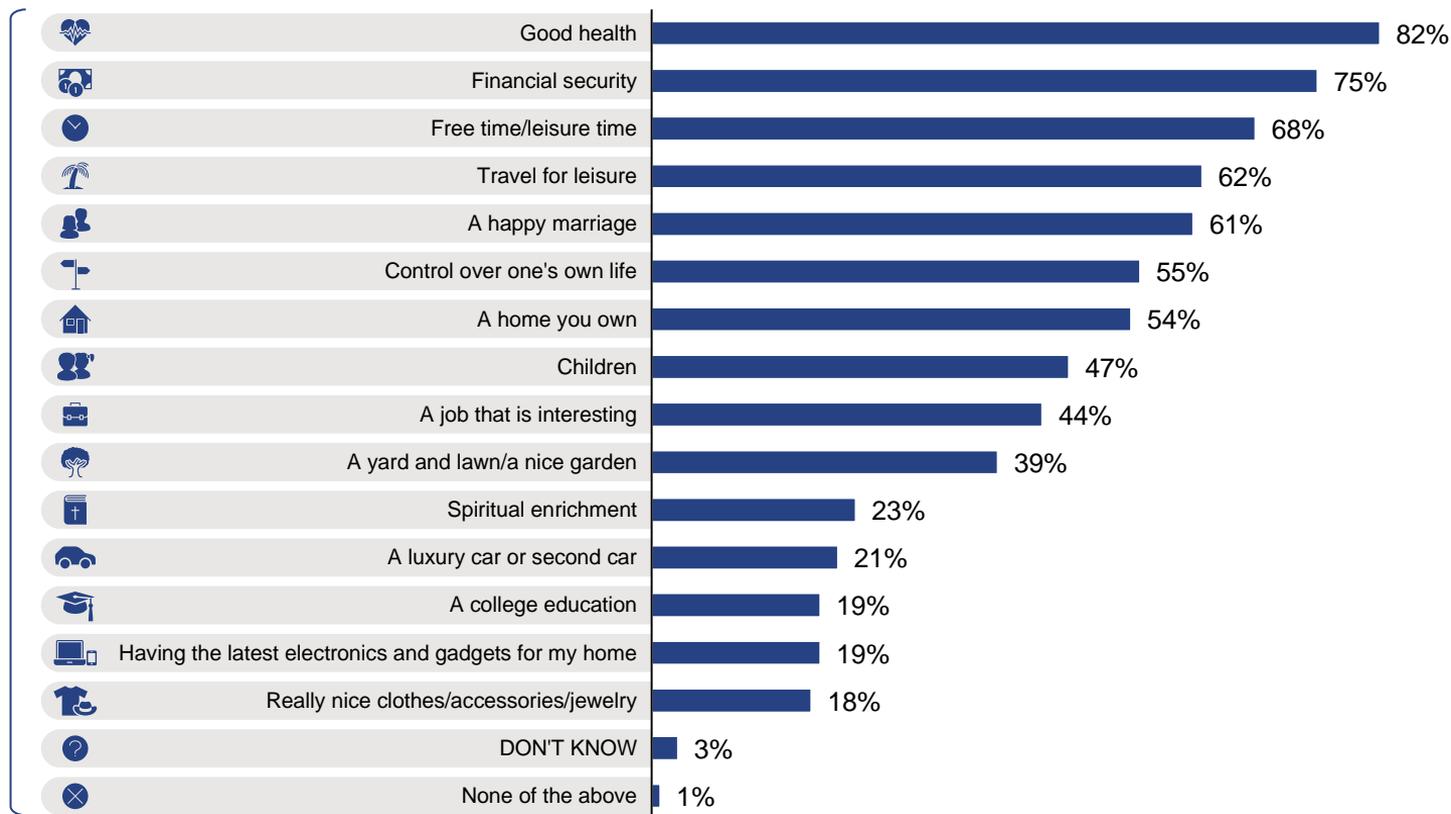
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Netherlands



Good life factors

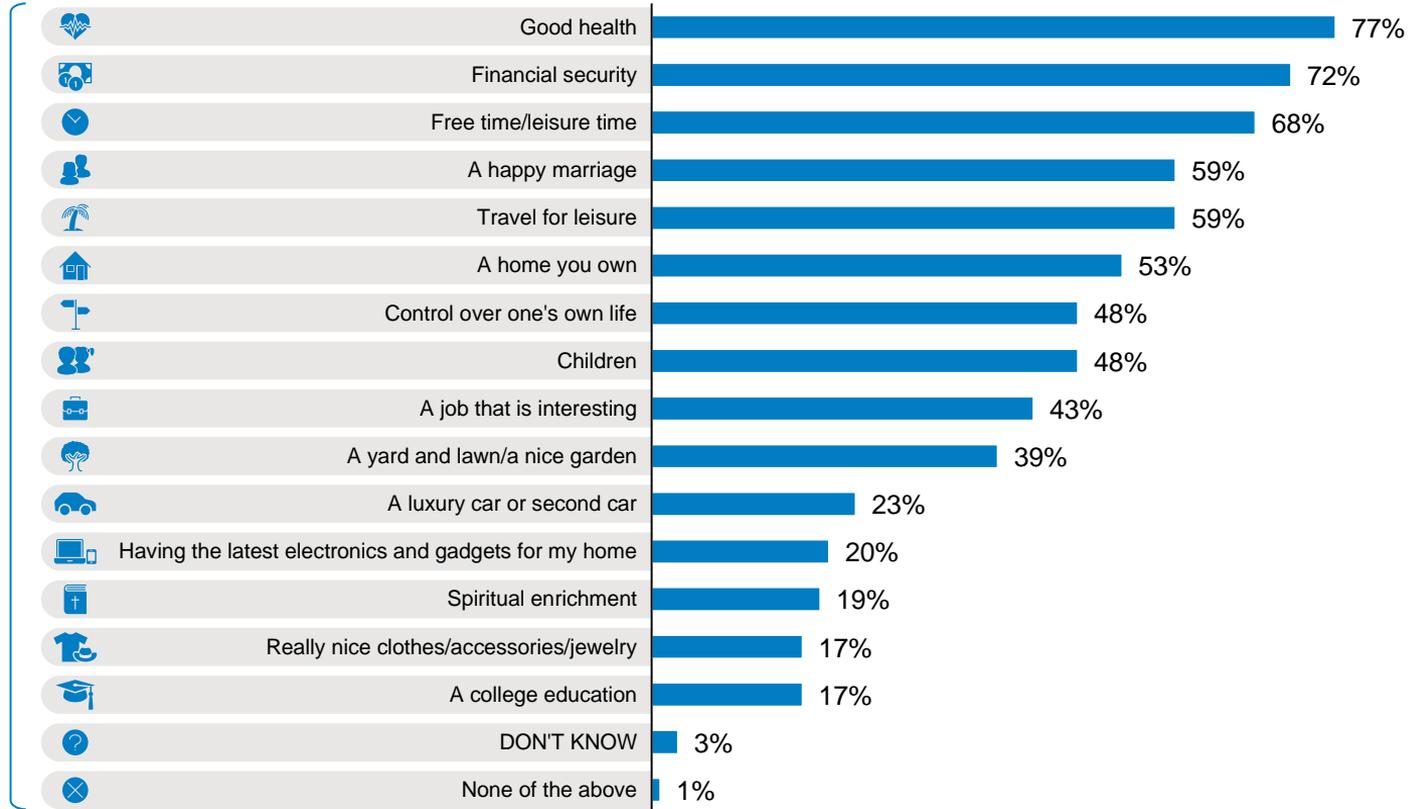
Average across the Netherlands



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

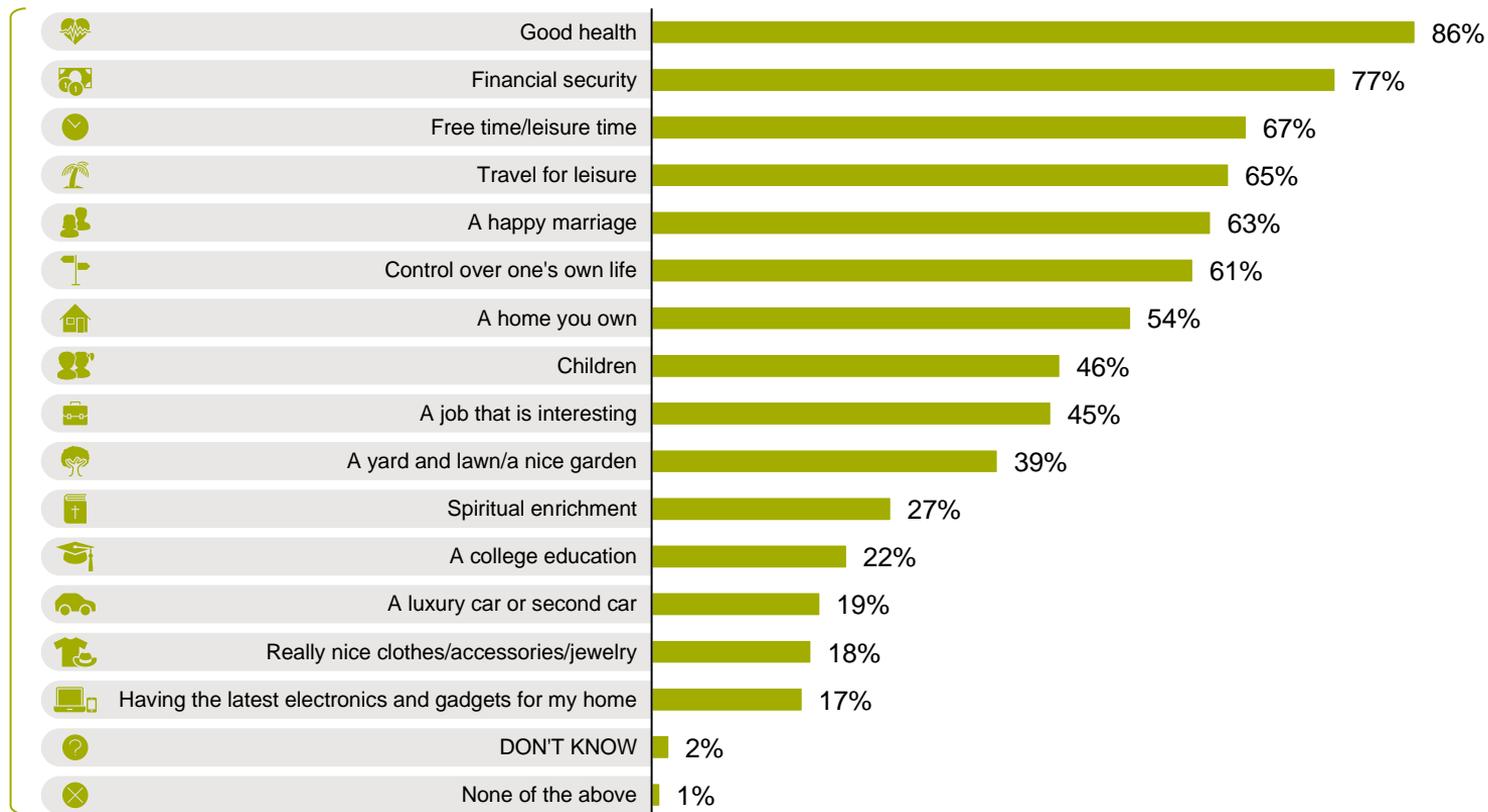
Average across the Netherlands among men



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

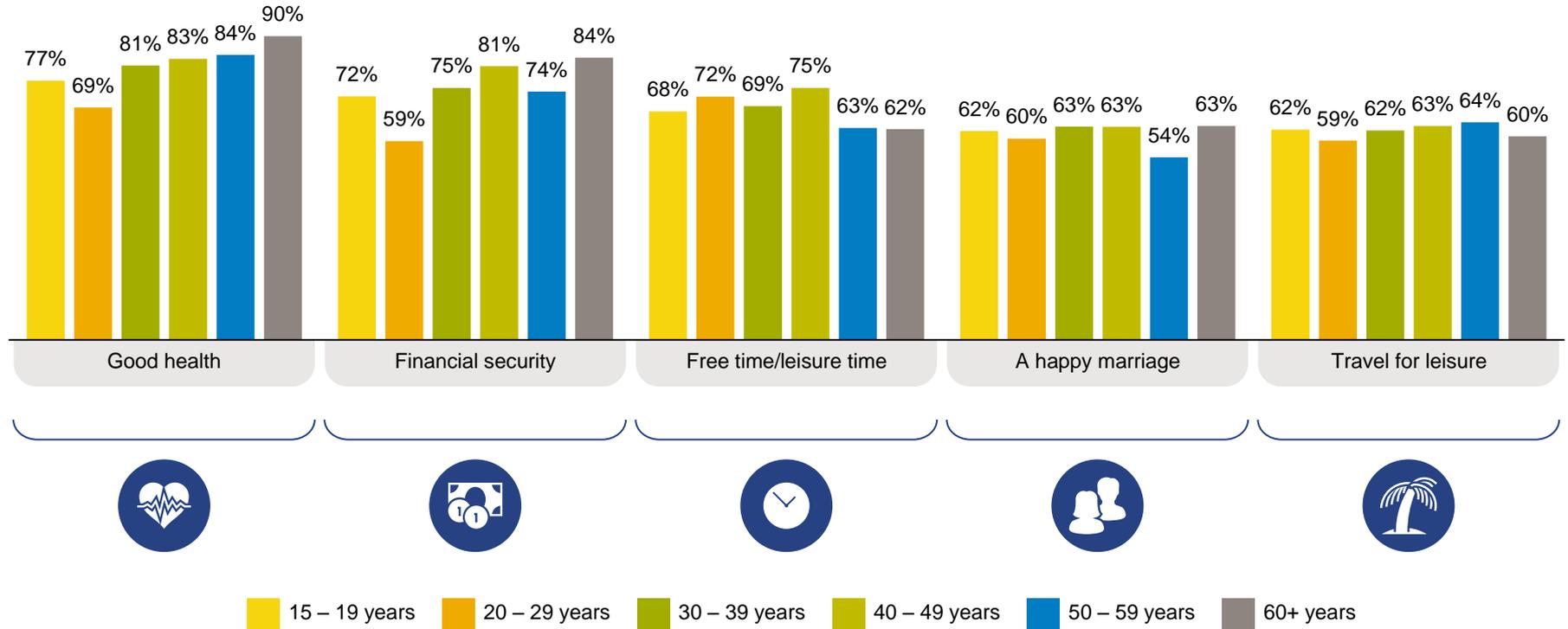
Average across the Netherlands among women



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

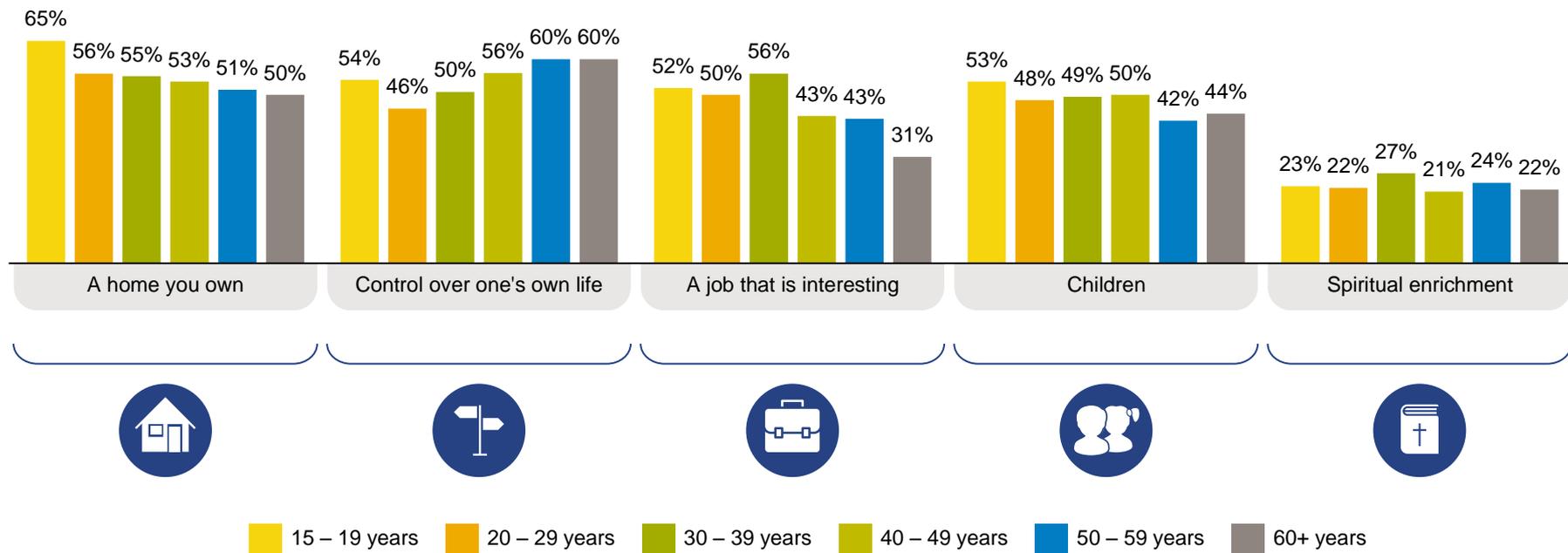
Average across the Netherlands among age-groups (1/3)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

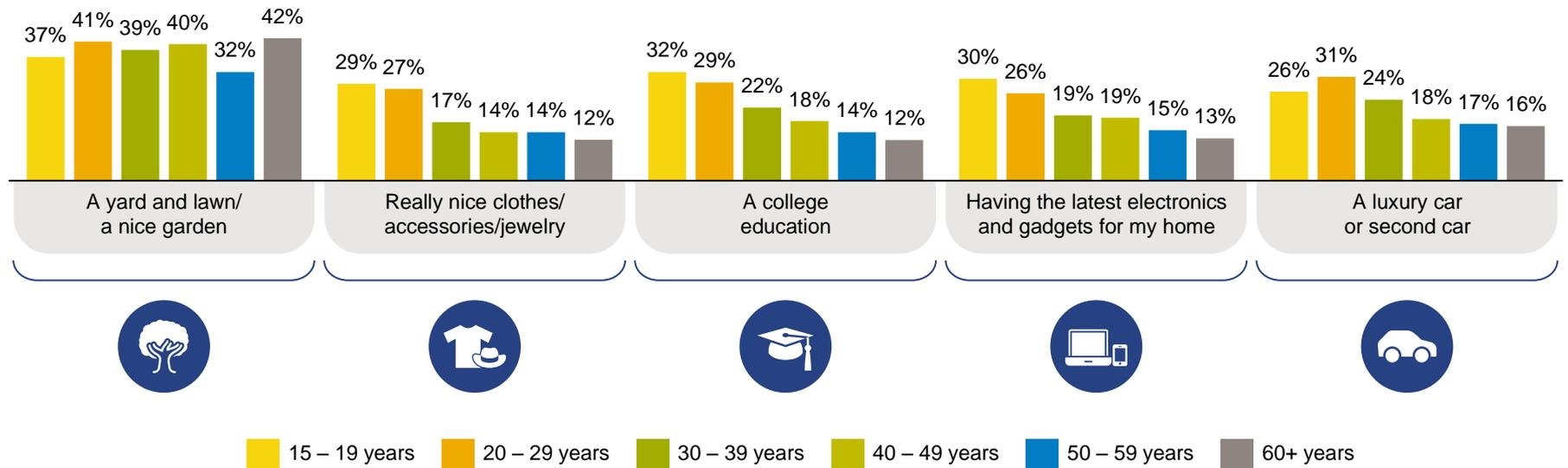
Average across the Netherlands among age-groups (2/3)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

Average across the Netherlands among age-groups (3/3)



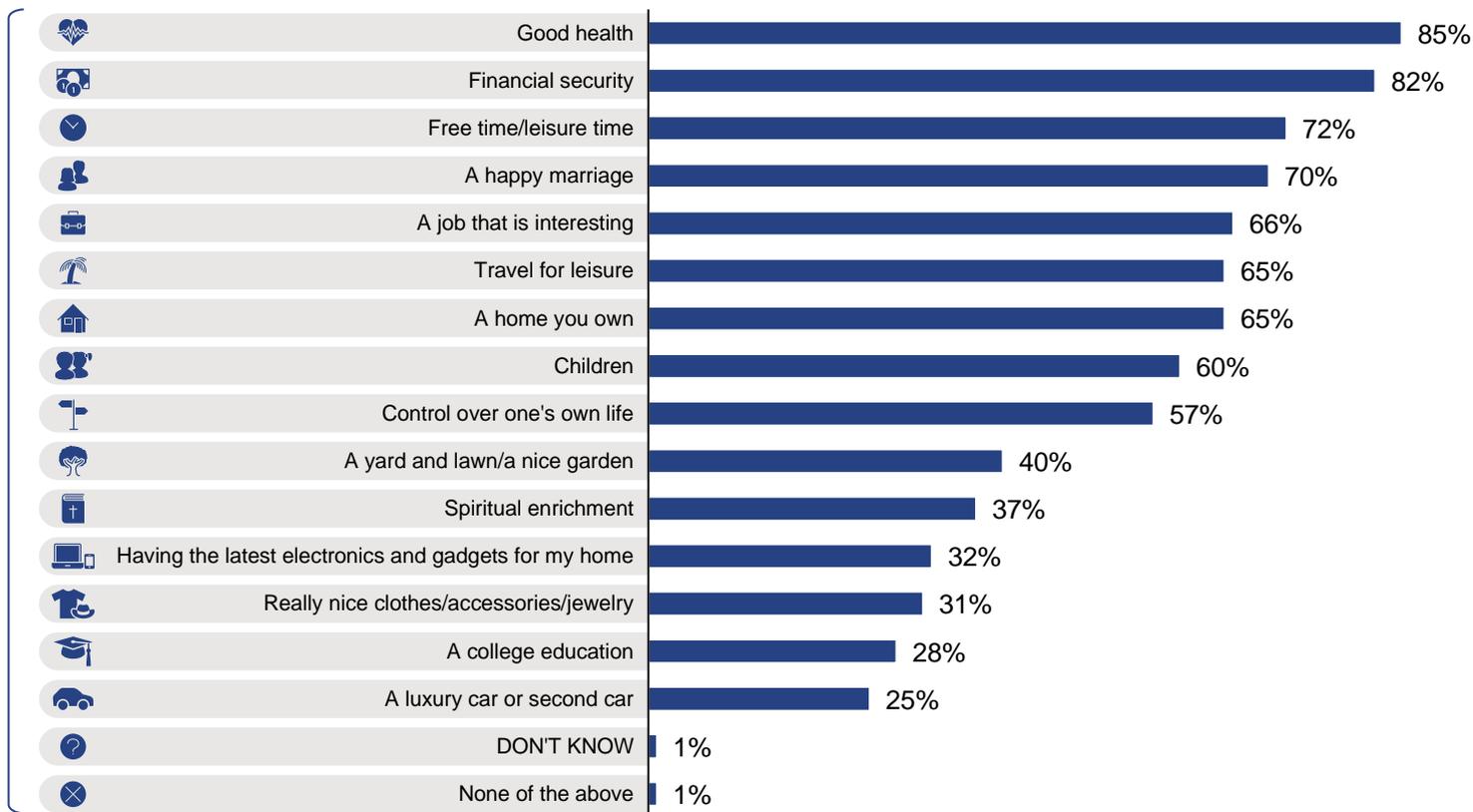
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Russia



Good life factors

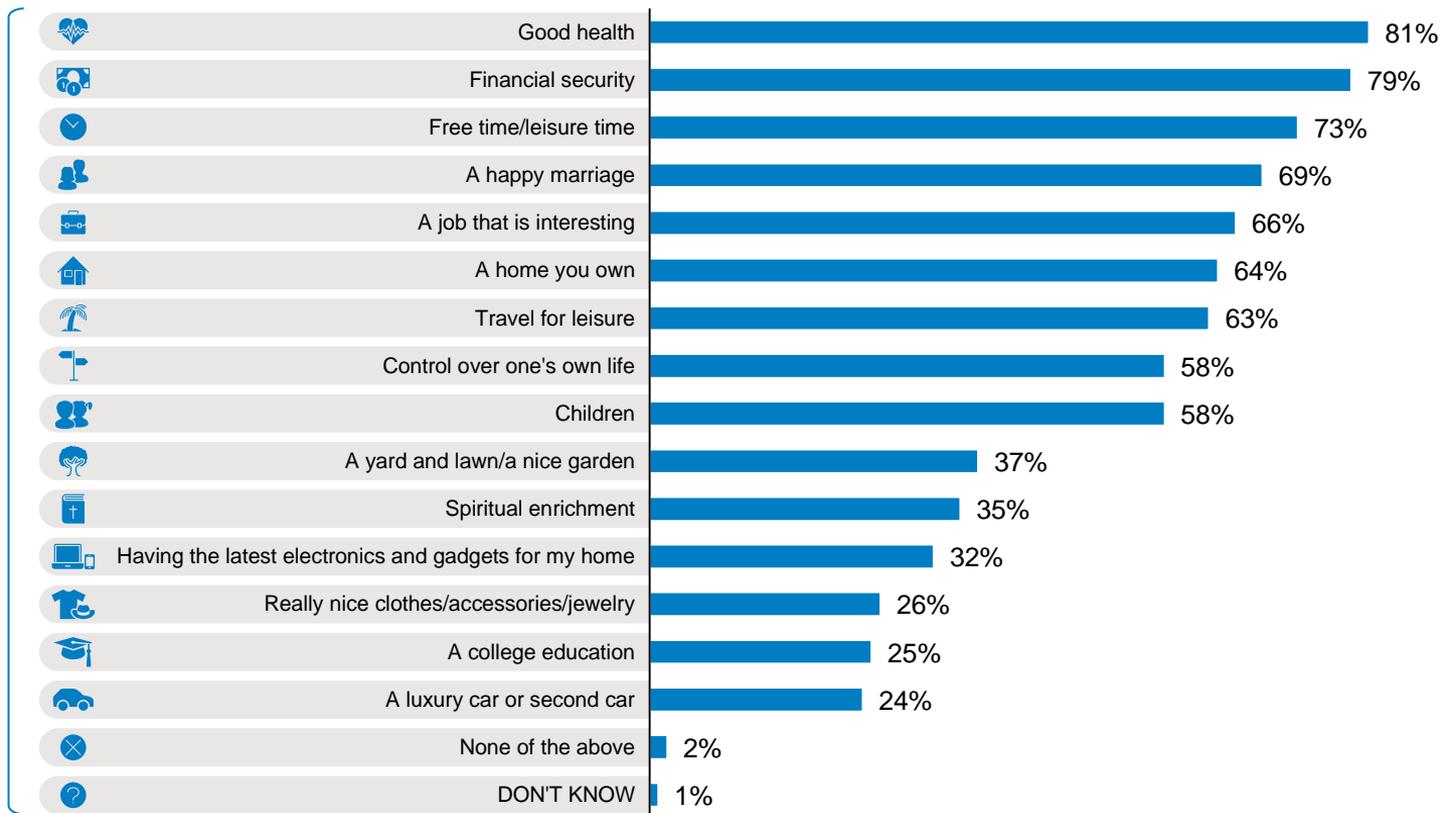
Average across Russia



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

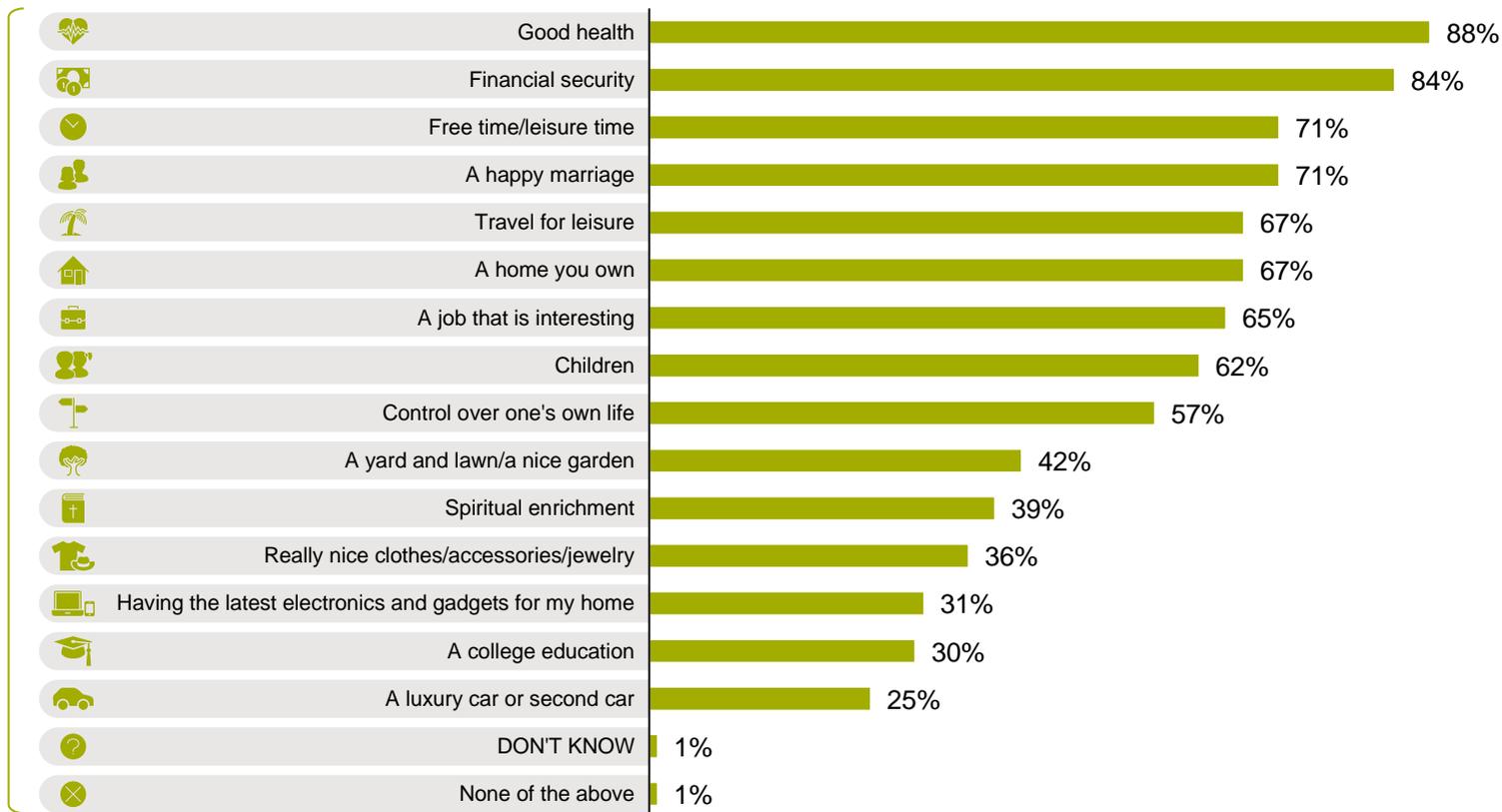
Average across Russia among men



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

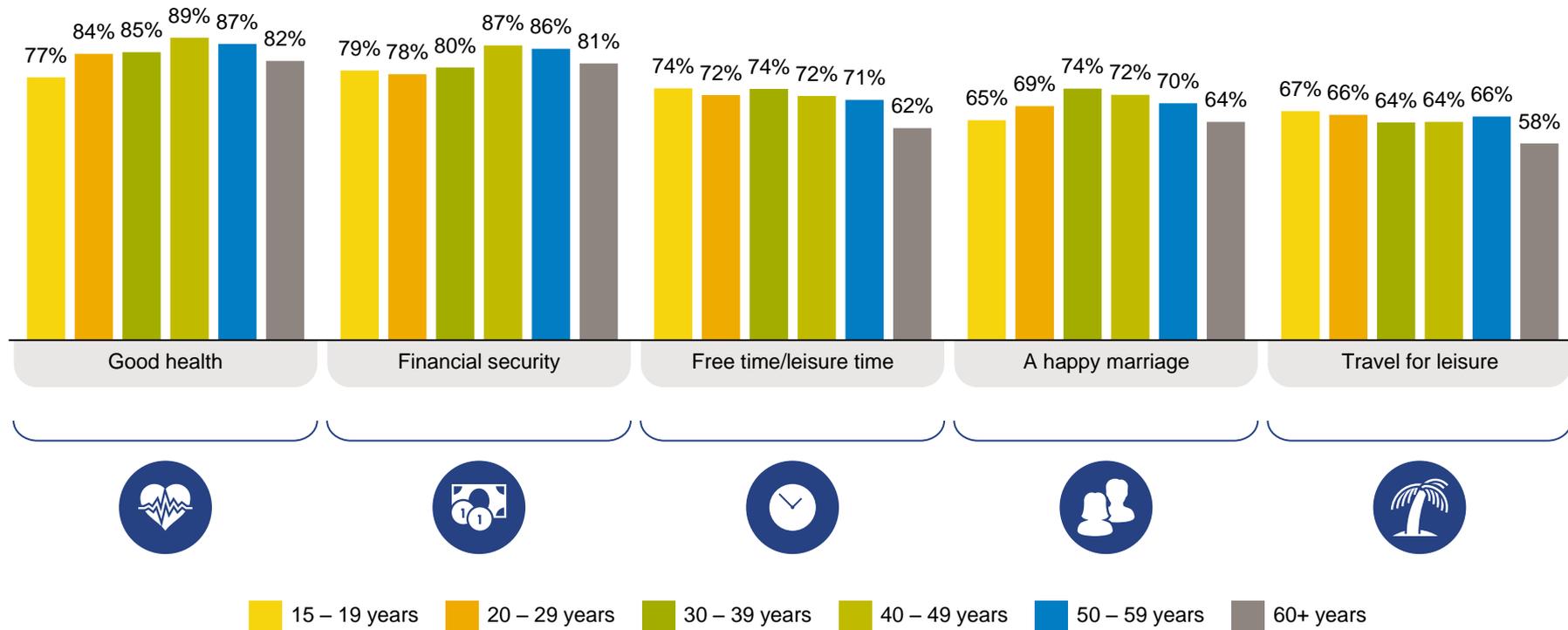
Average across Russia among women



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

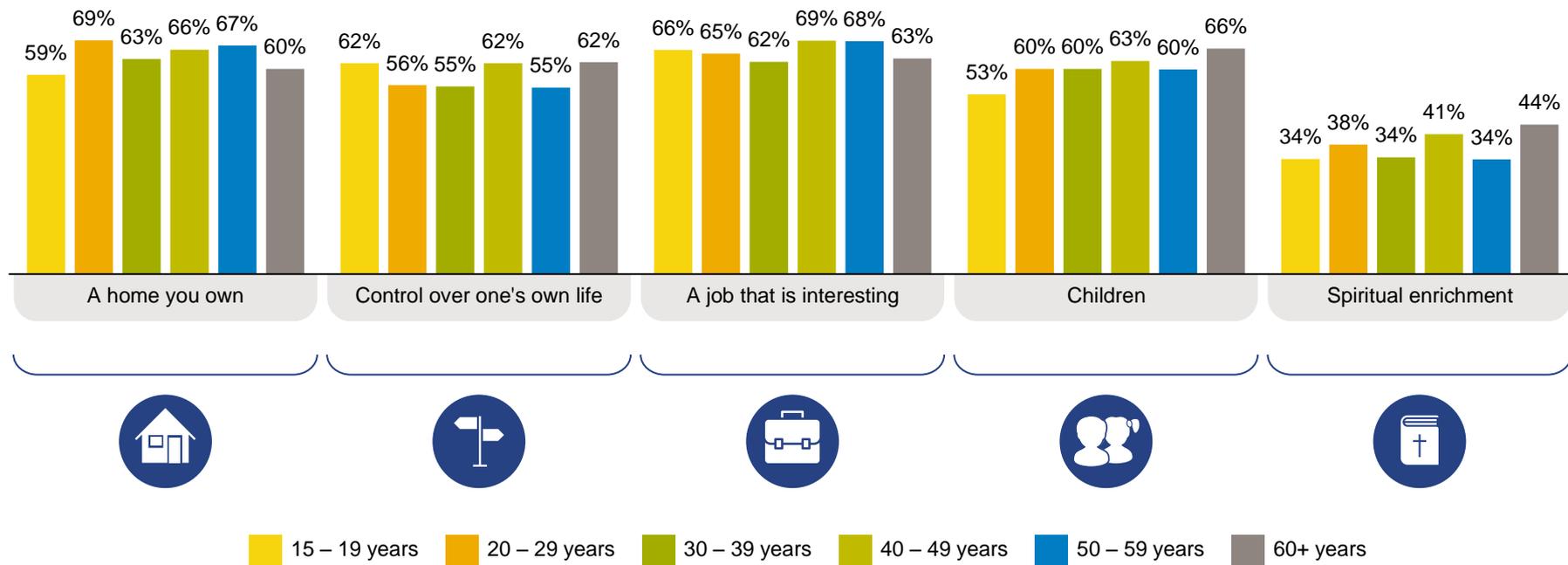
Average across Russia among age-groups (1/3)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

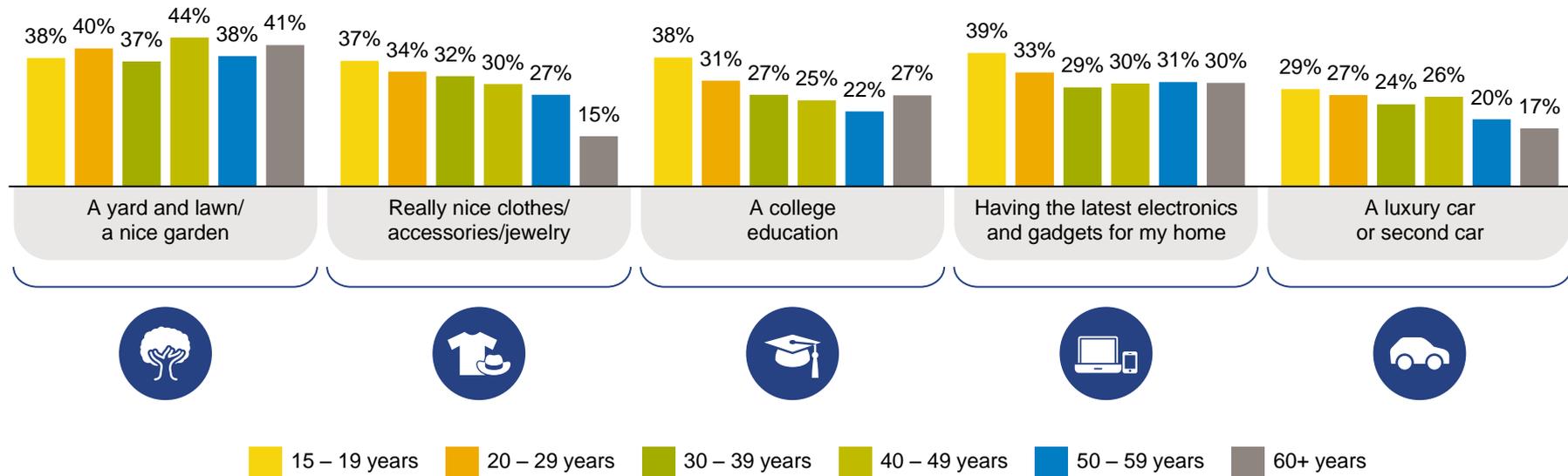
Average across Russia among age-groups (2/3)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

Average across Russia among age-groups (3/3)



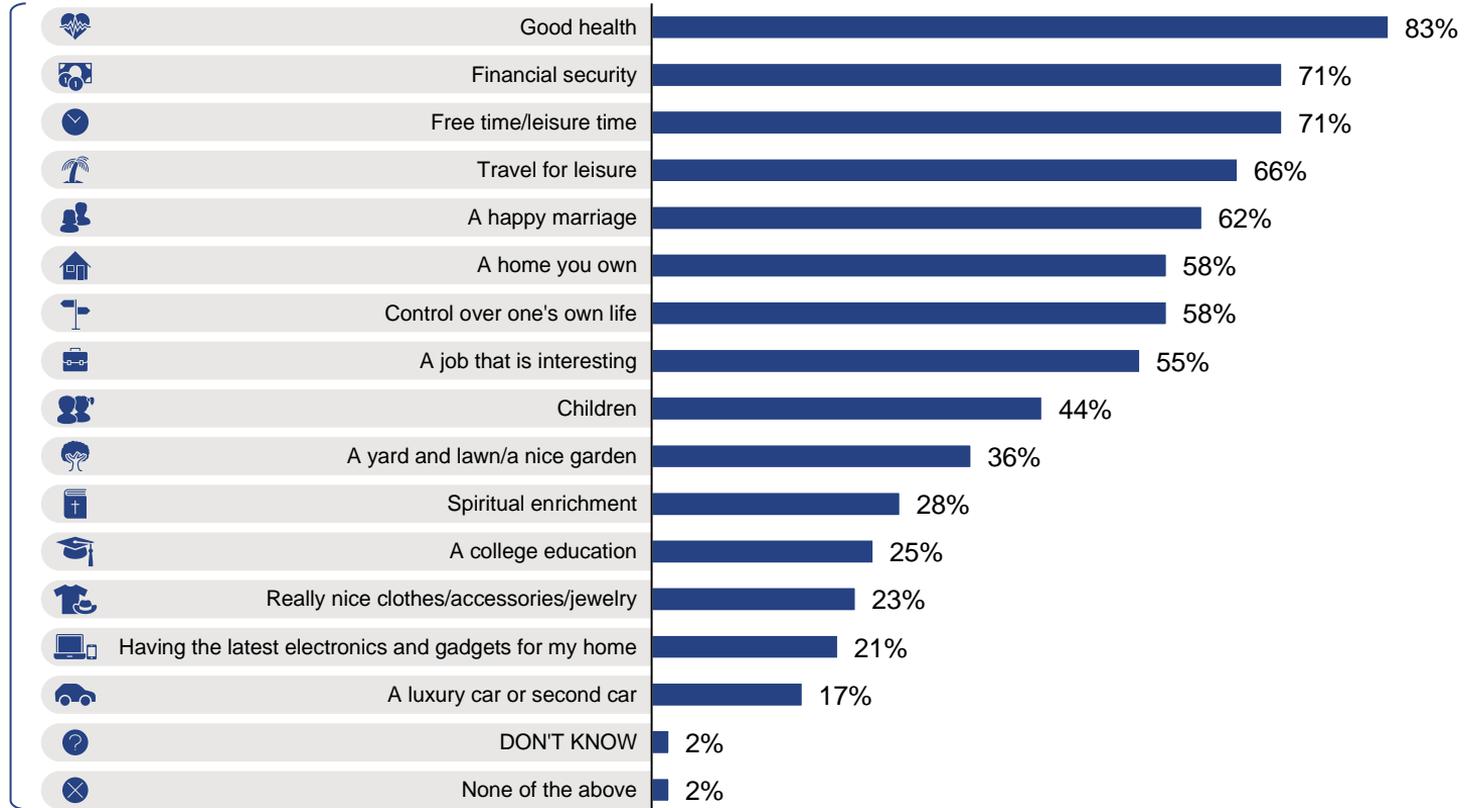
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Spain



Good life factors

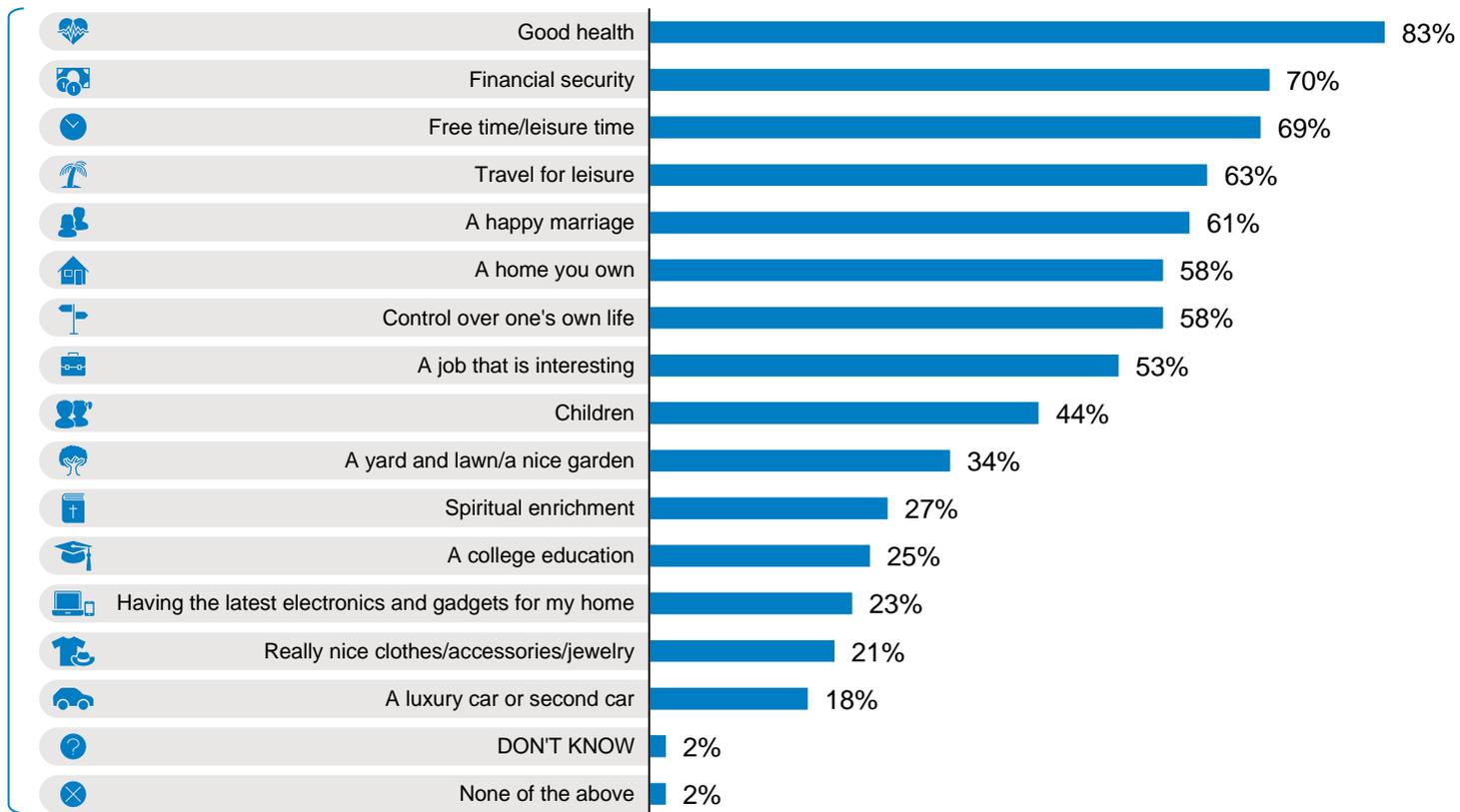
Average across Spain



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

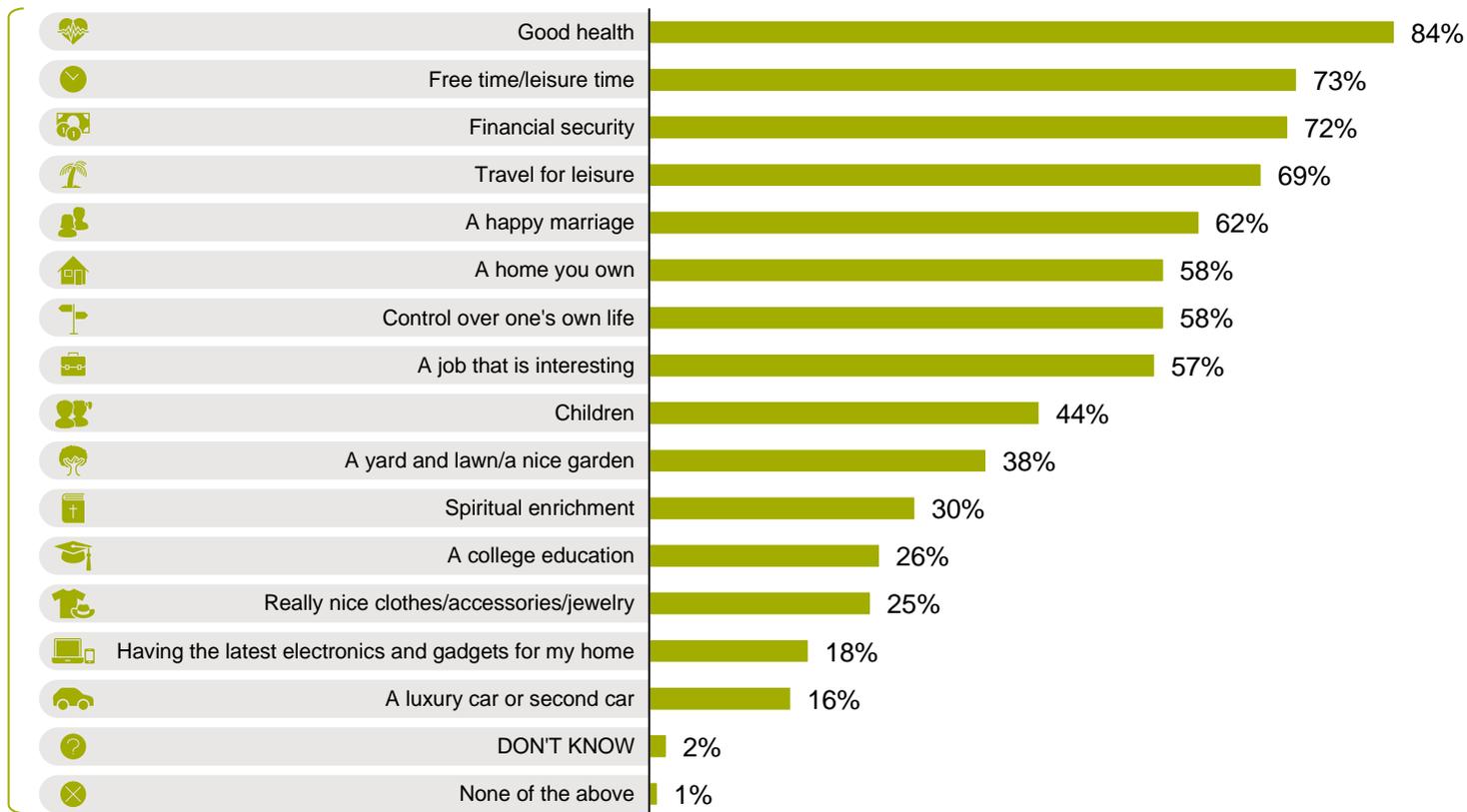
Average across Spain among men



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

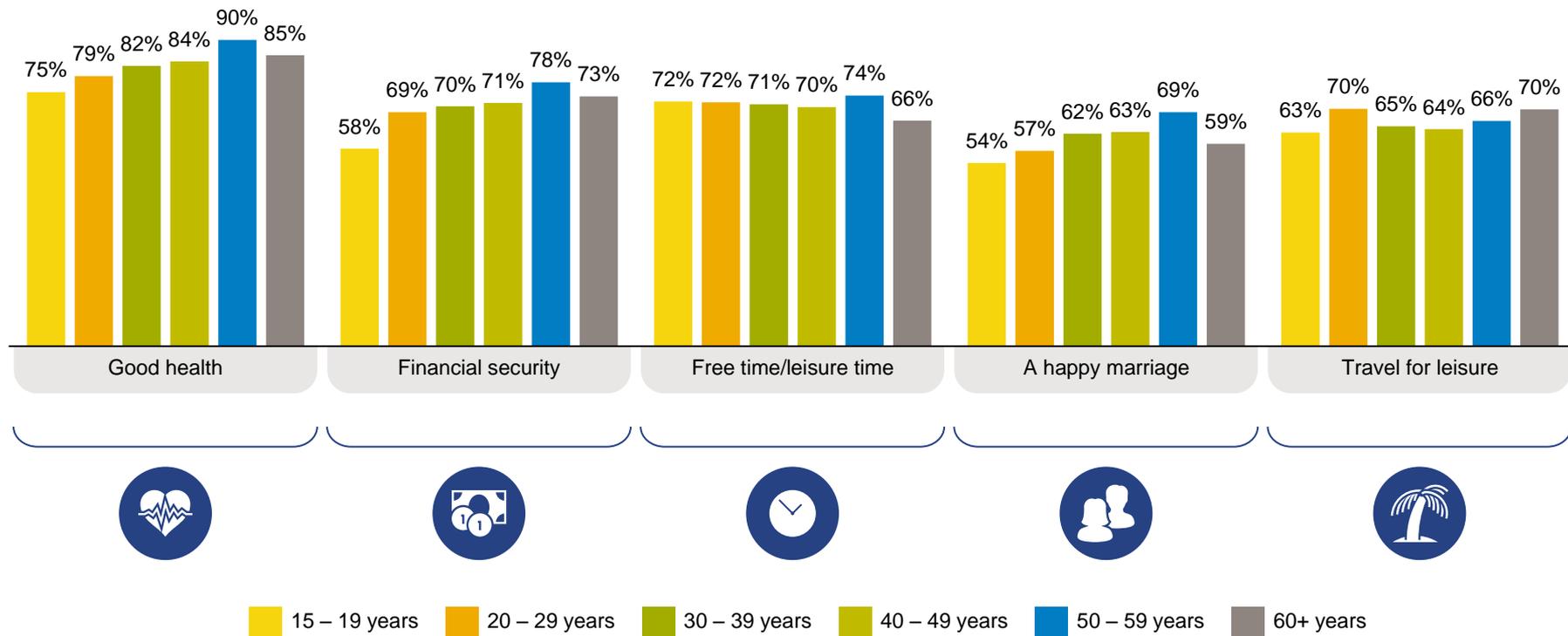
Average across Spain among women



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

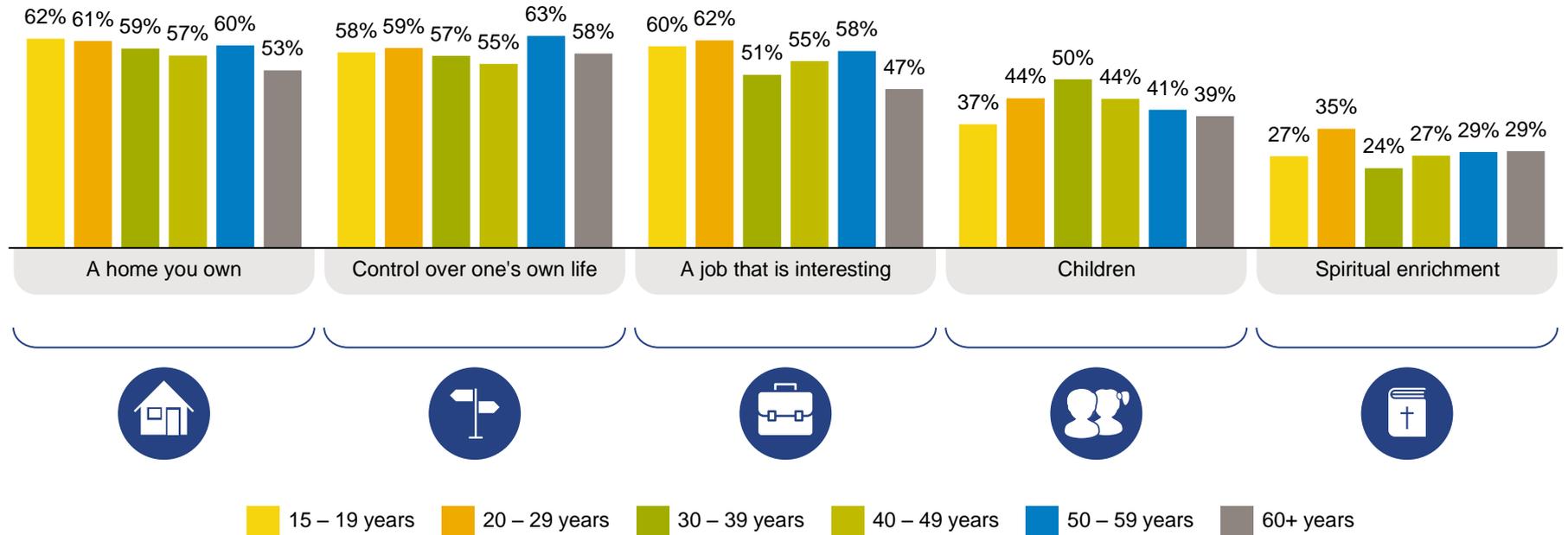
Average across Spain among age-groups (1/3)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

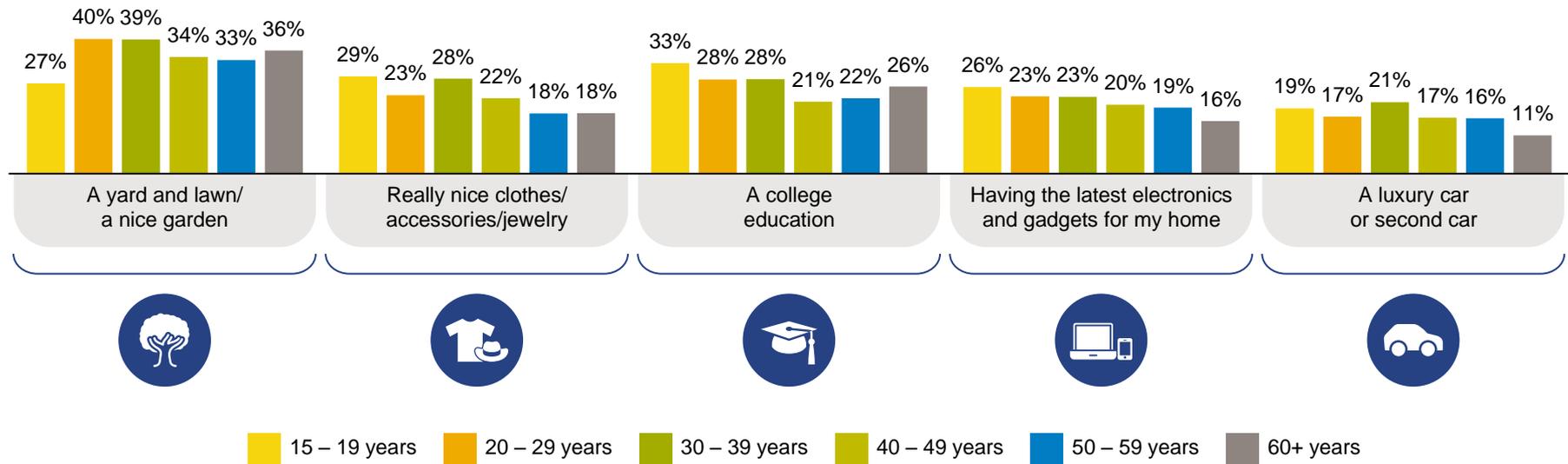
Average across Spain among age-groups (2/3)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

Average across Spain among age-groups (3/3)



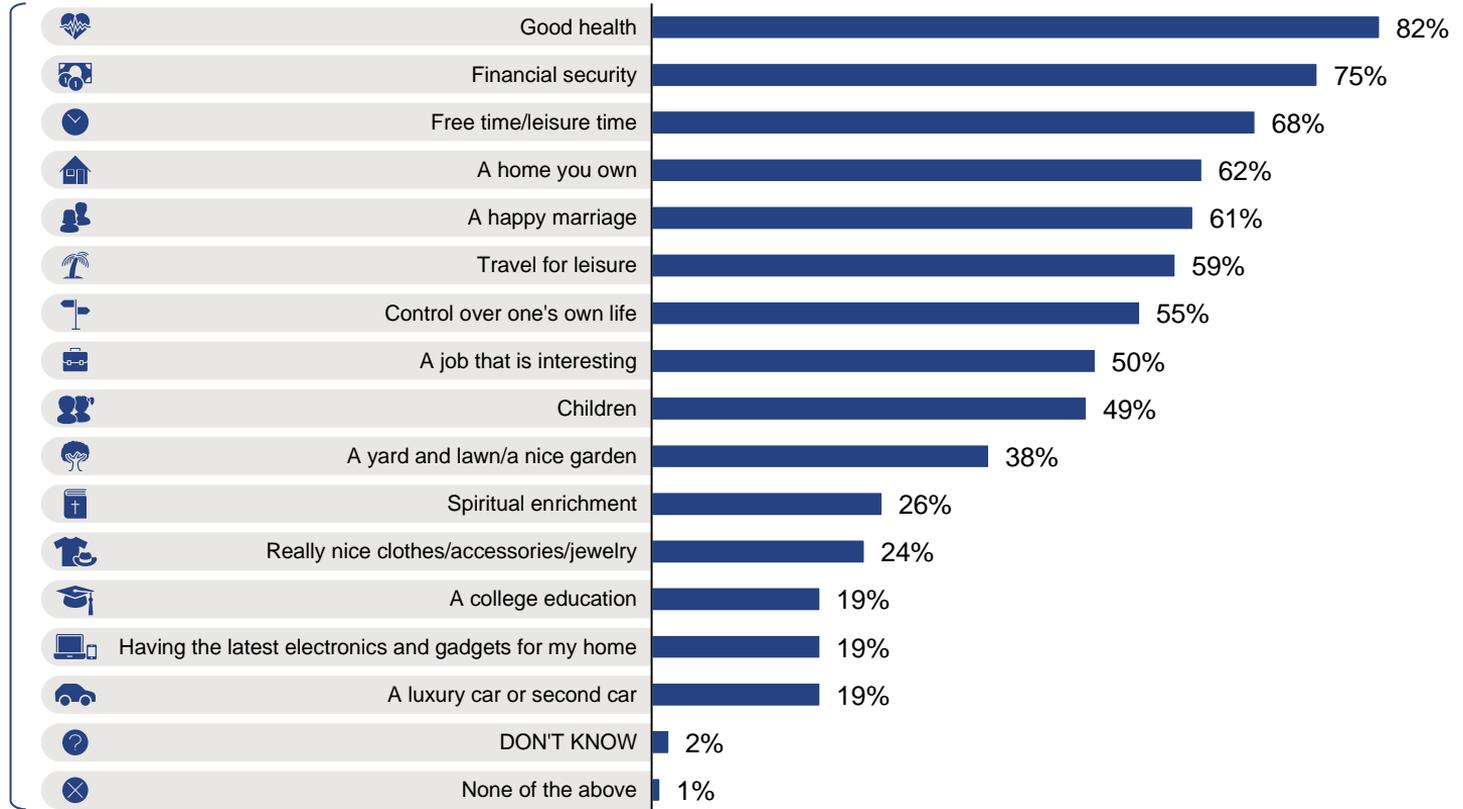
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

United Kingdom



Good life factors

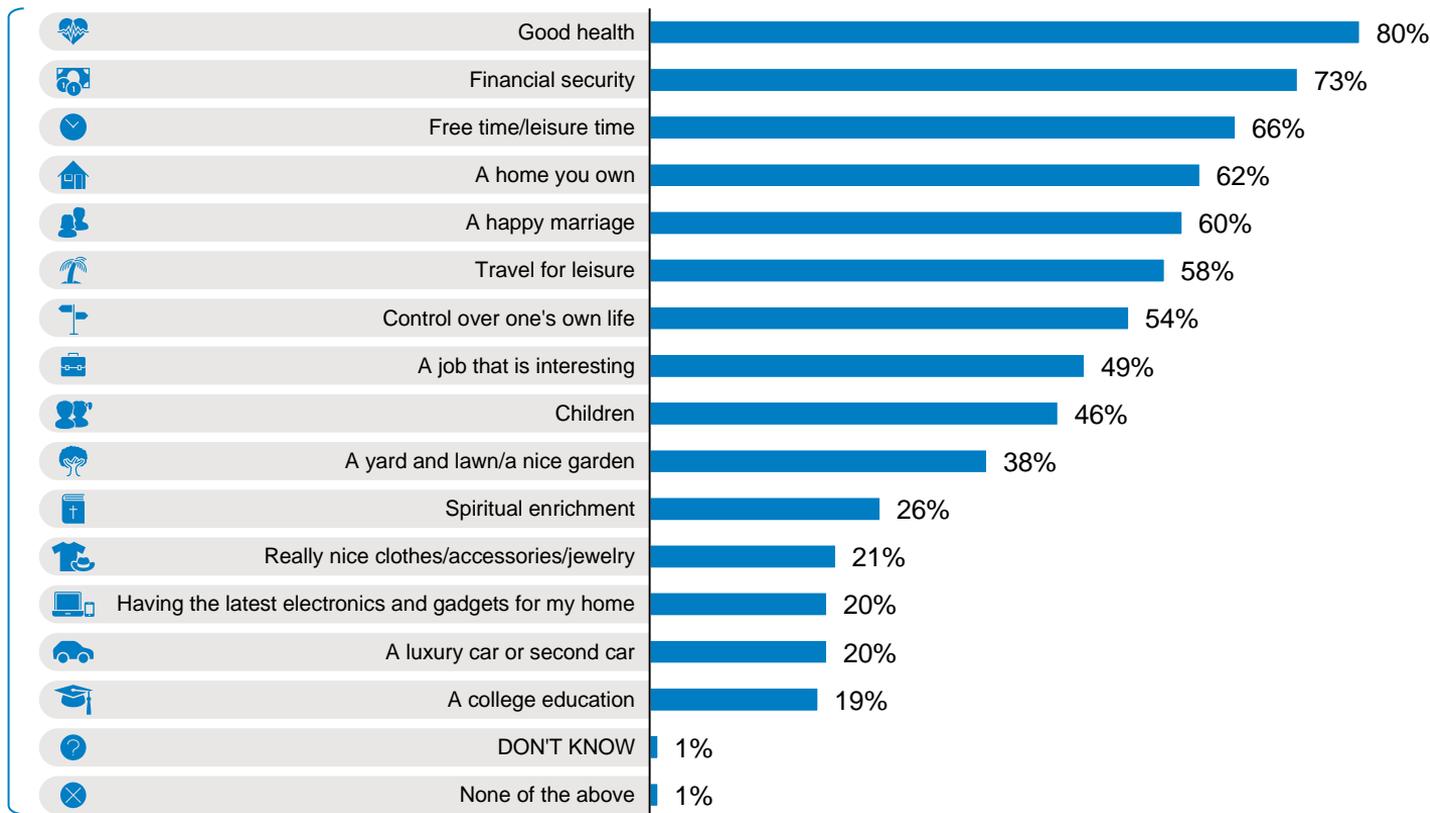
Average across the United Kingdom



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

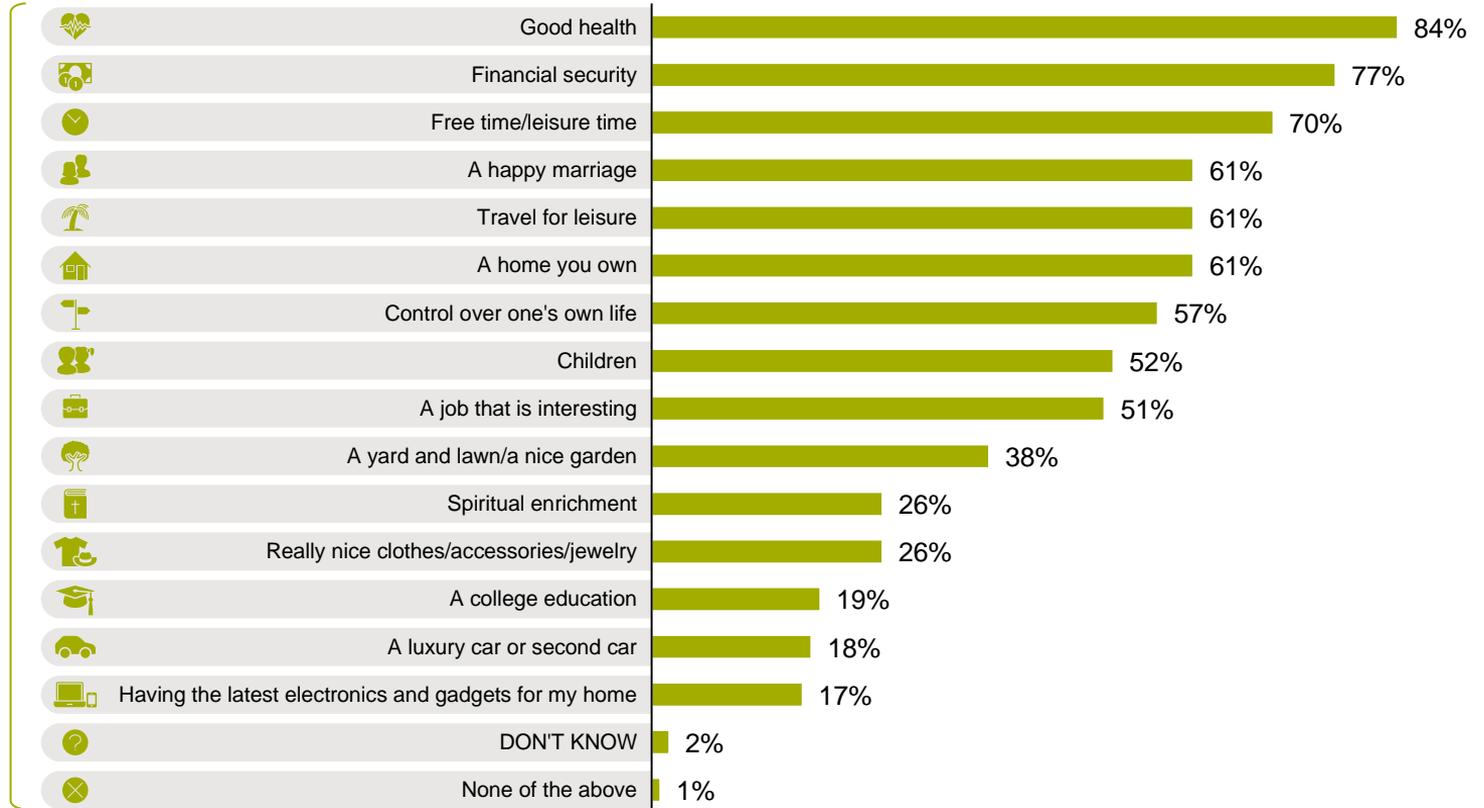
Average across the United Kingdom among men



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

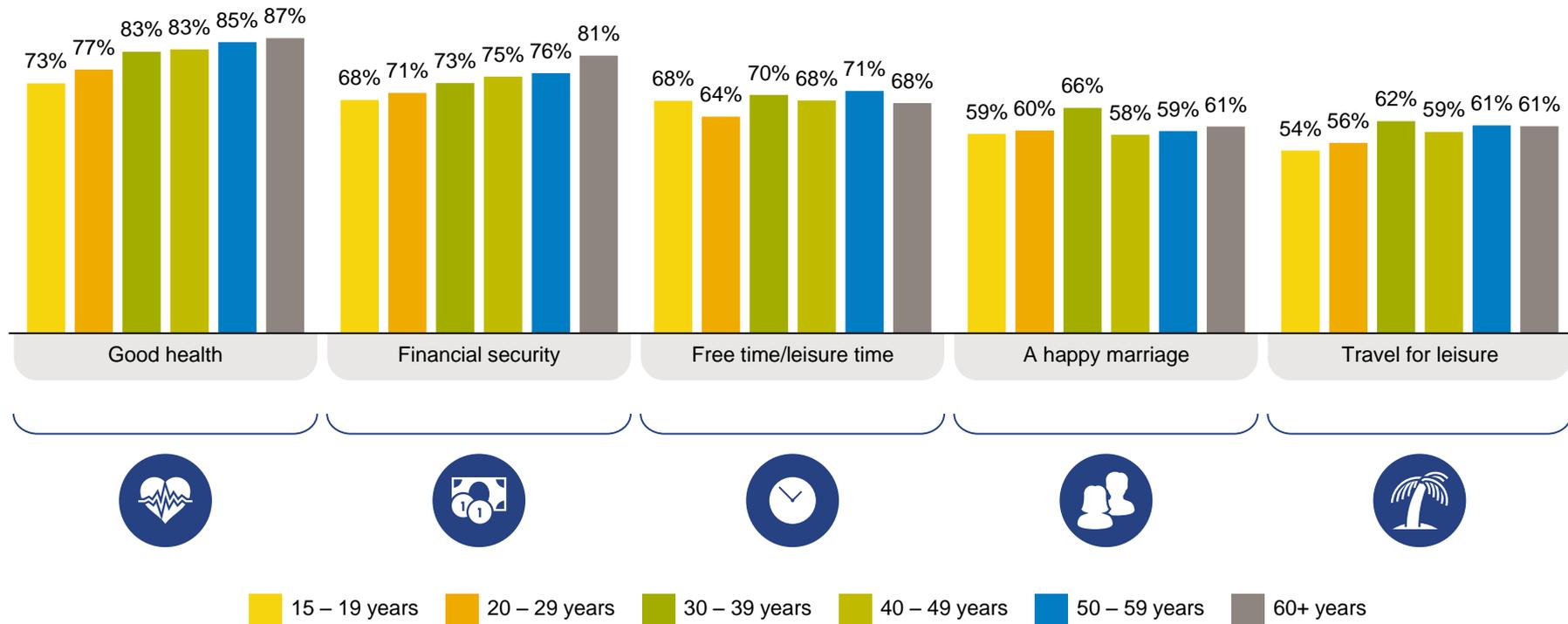
Average across the United Kingdom among women



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

Average across the United Kingdom among age-groups (1/3)

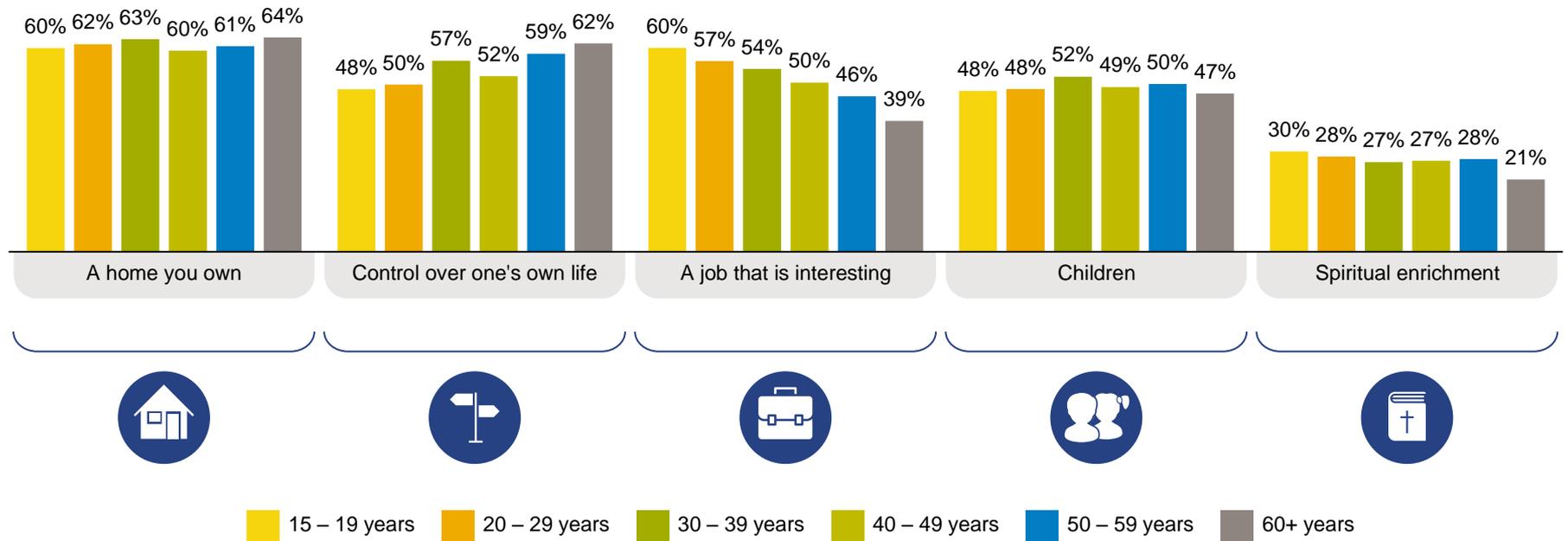


Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

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Good life factors

Average across the United Kingdom among age-groups (2/3)

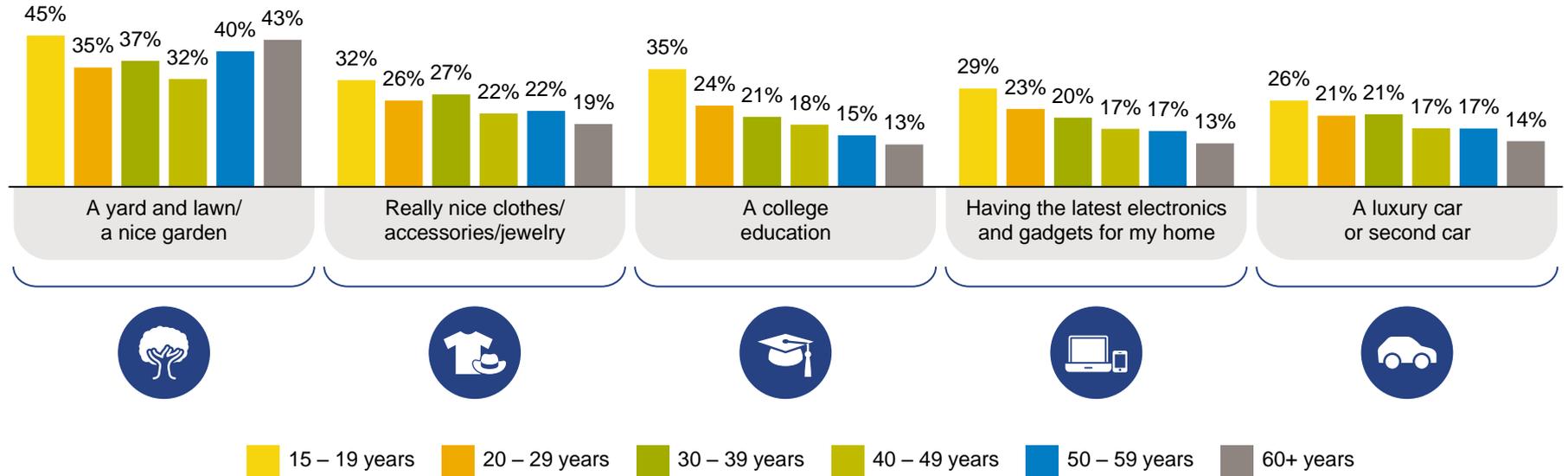


Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

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Good life factors

Average across the United Kingdom among age-groups (3/3)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

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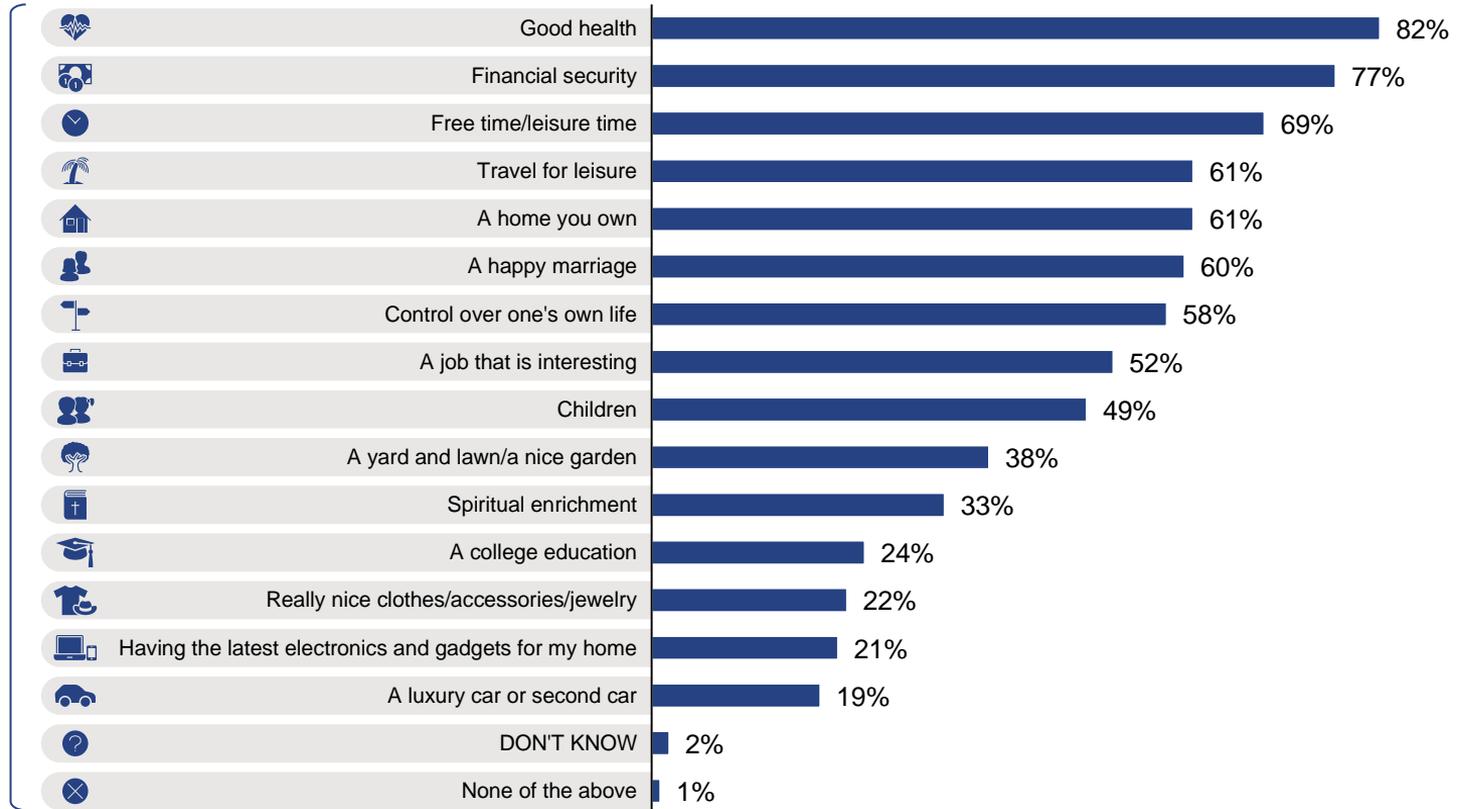
Country results – North America

Canada



Good life factors

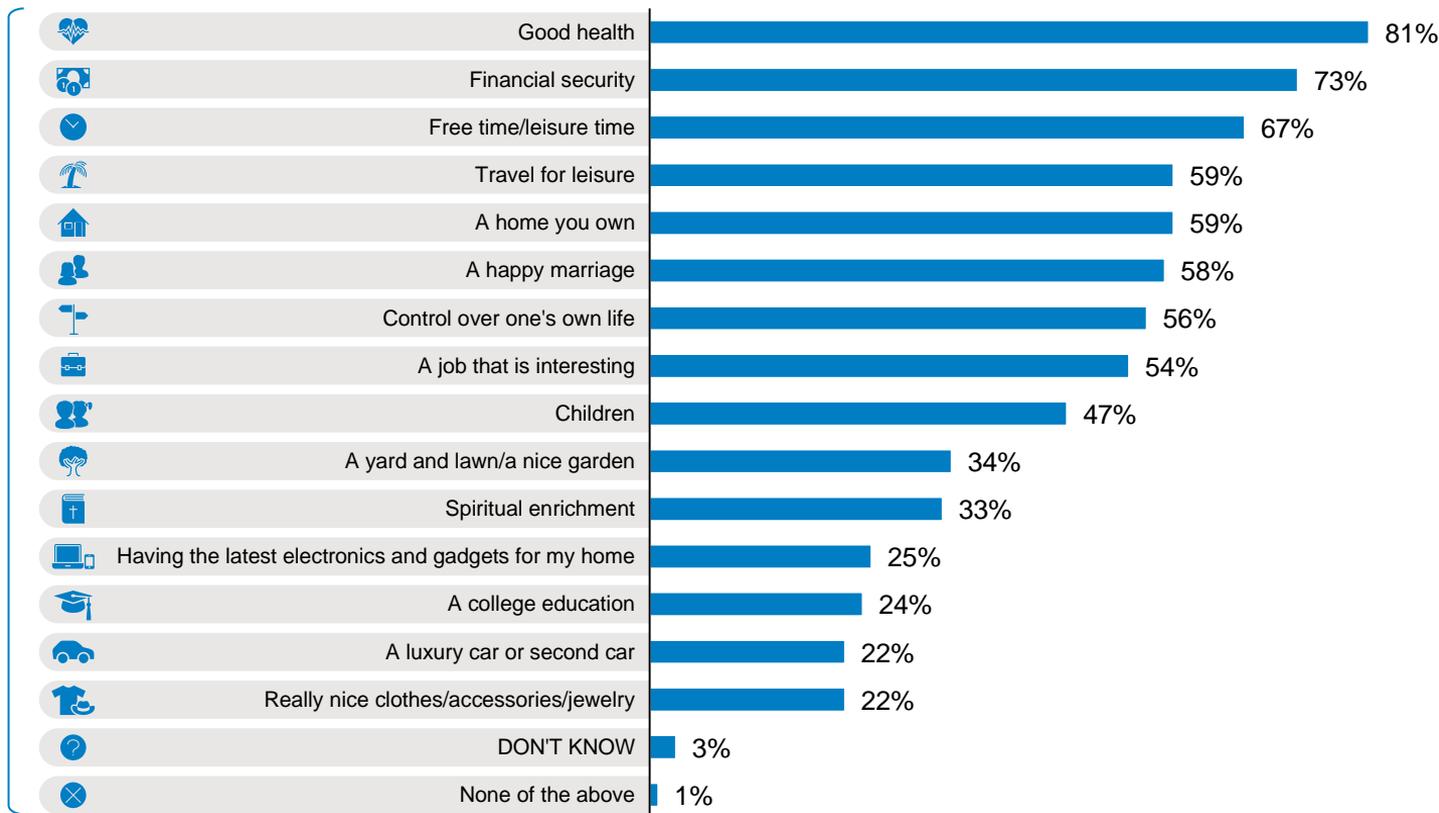
Average across Canada



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

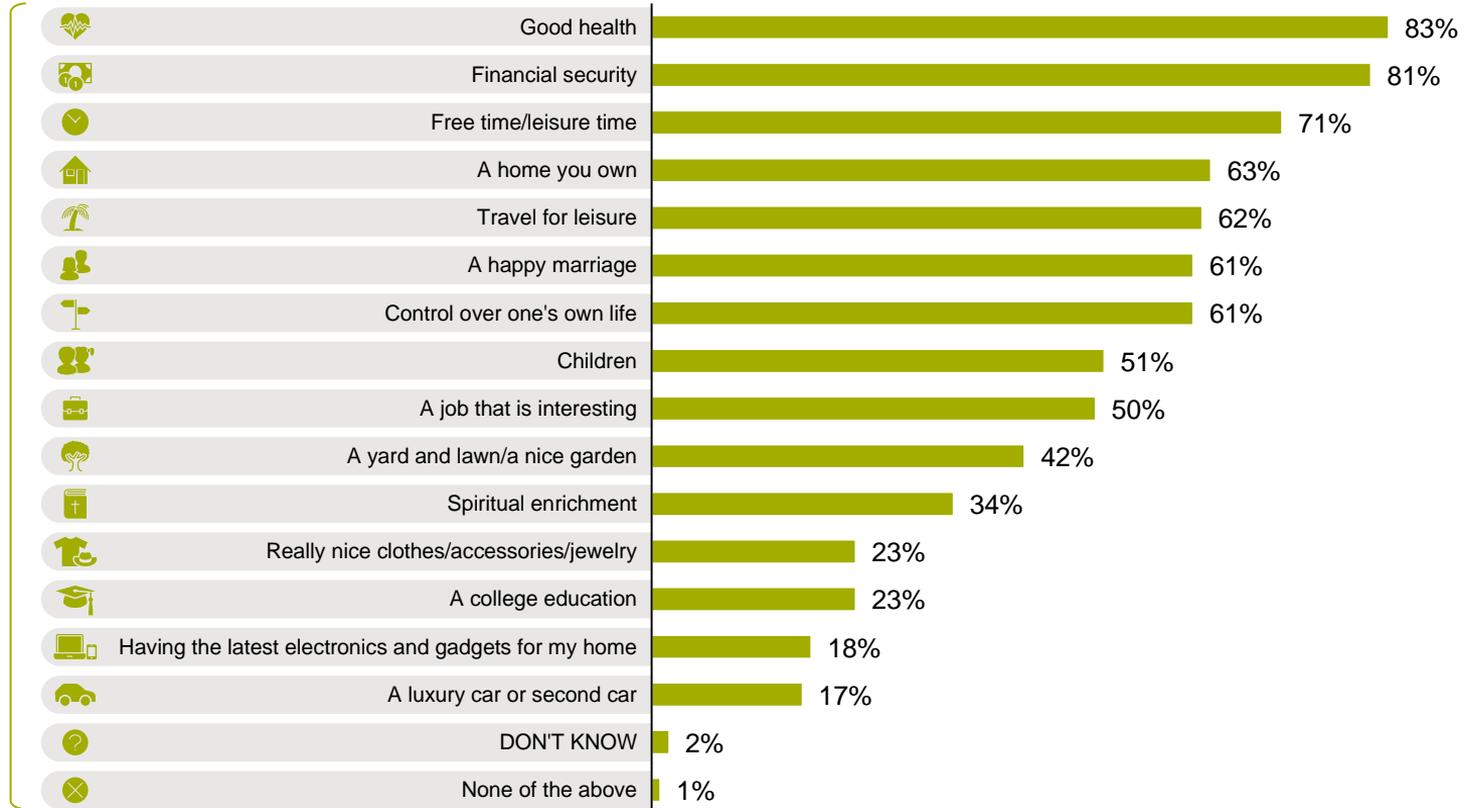
Average across Canada among men



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

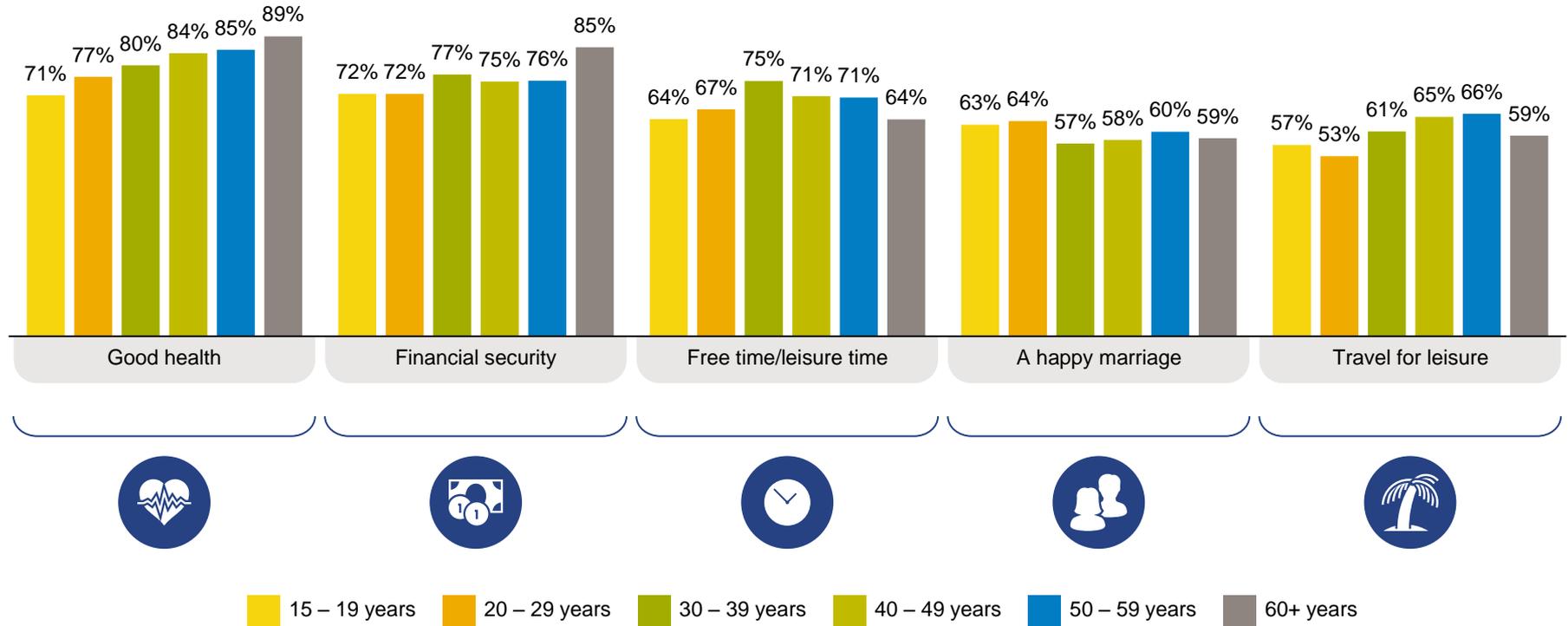
Average across Canada among women



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

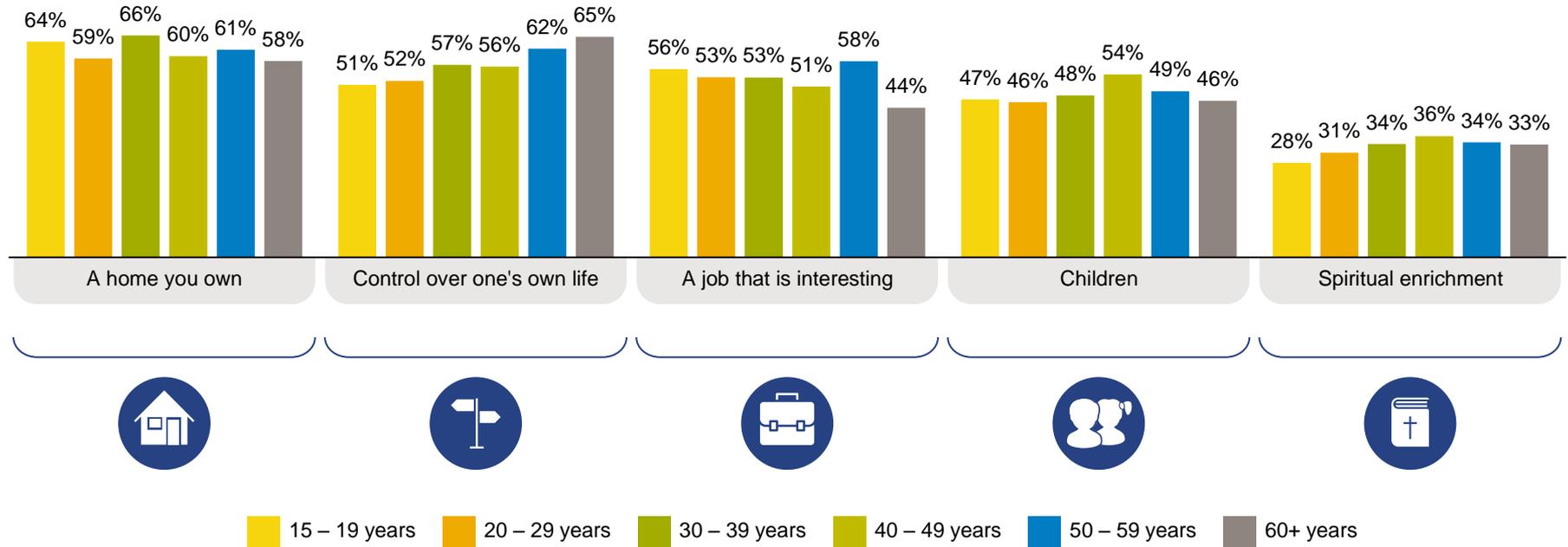
Average across Canada among age-groups (1/3)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

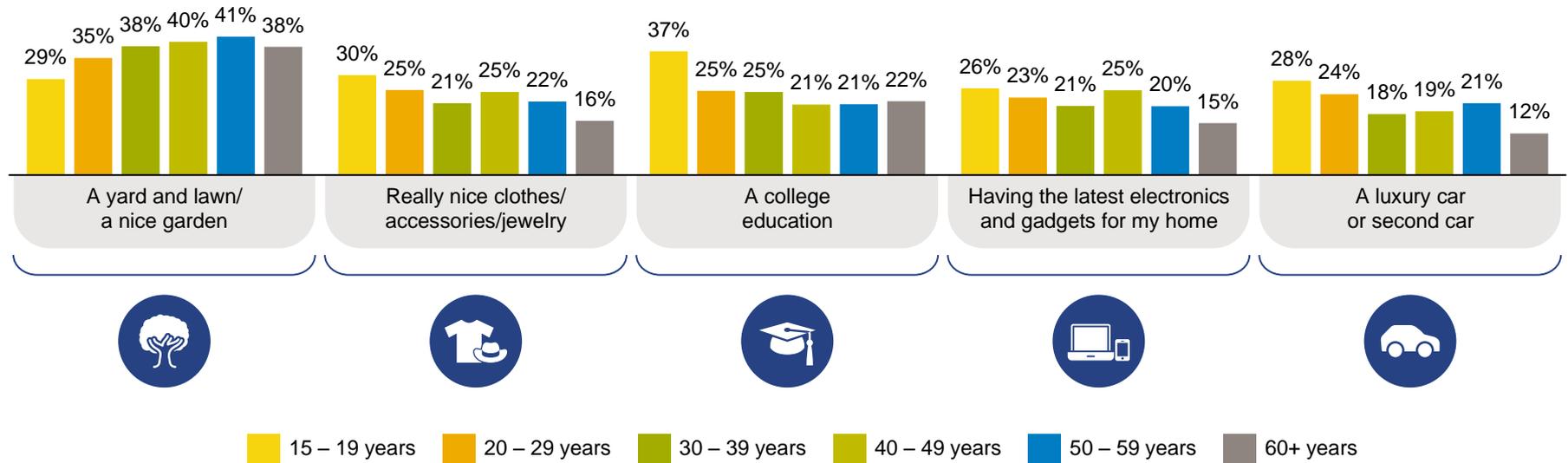
Average across Canada among age-groups (2/3)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

Average across Canada among age-groups (3/3)



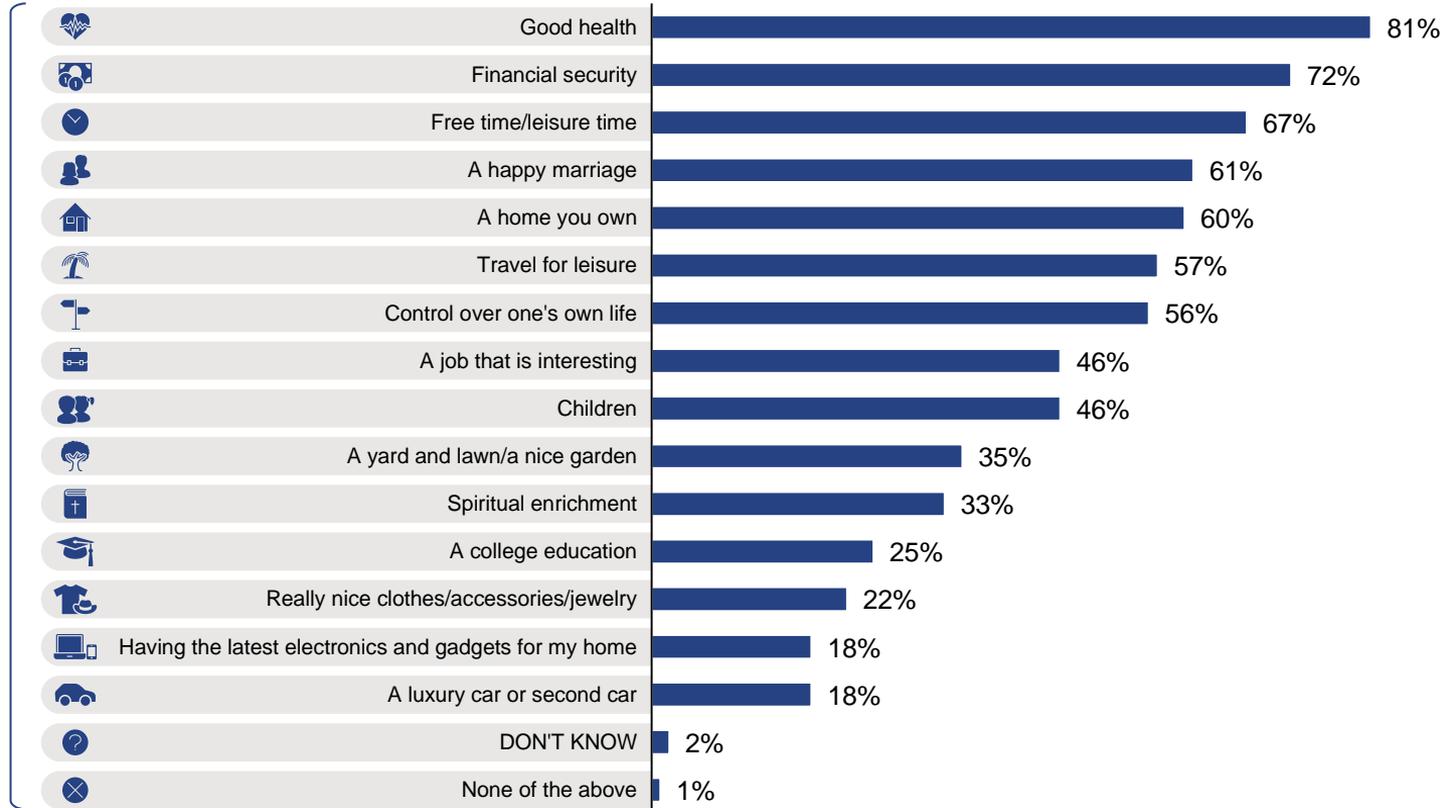
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

USA



Good life factors

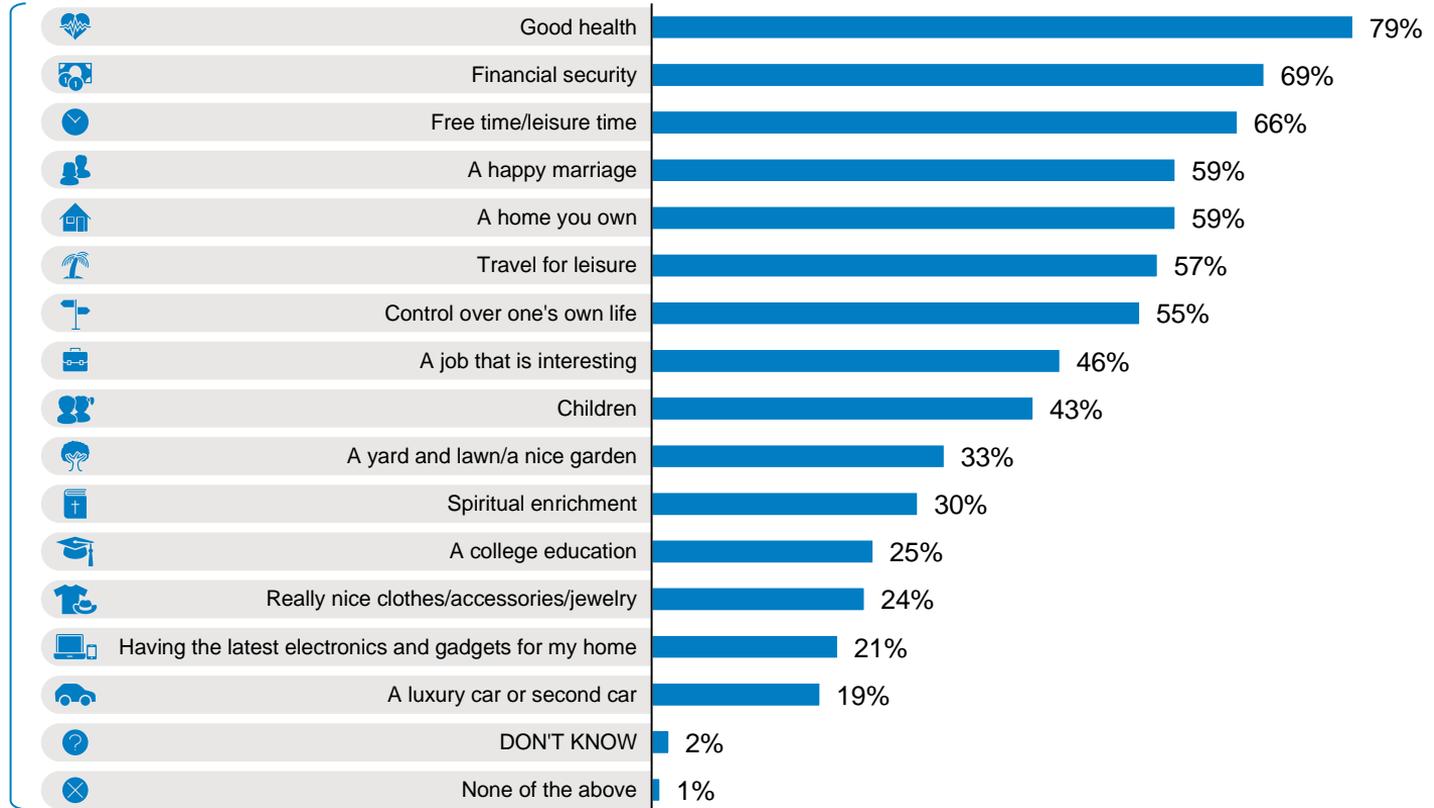
Average across the USA



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

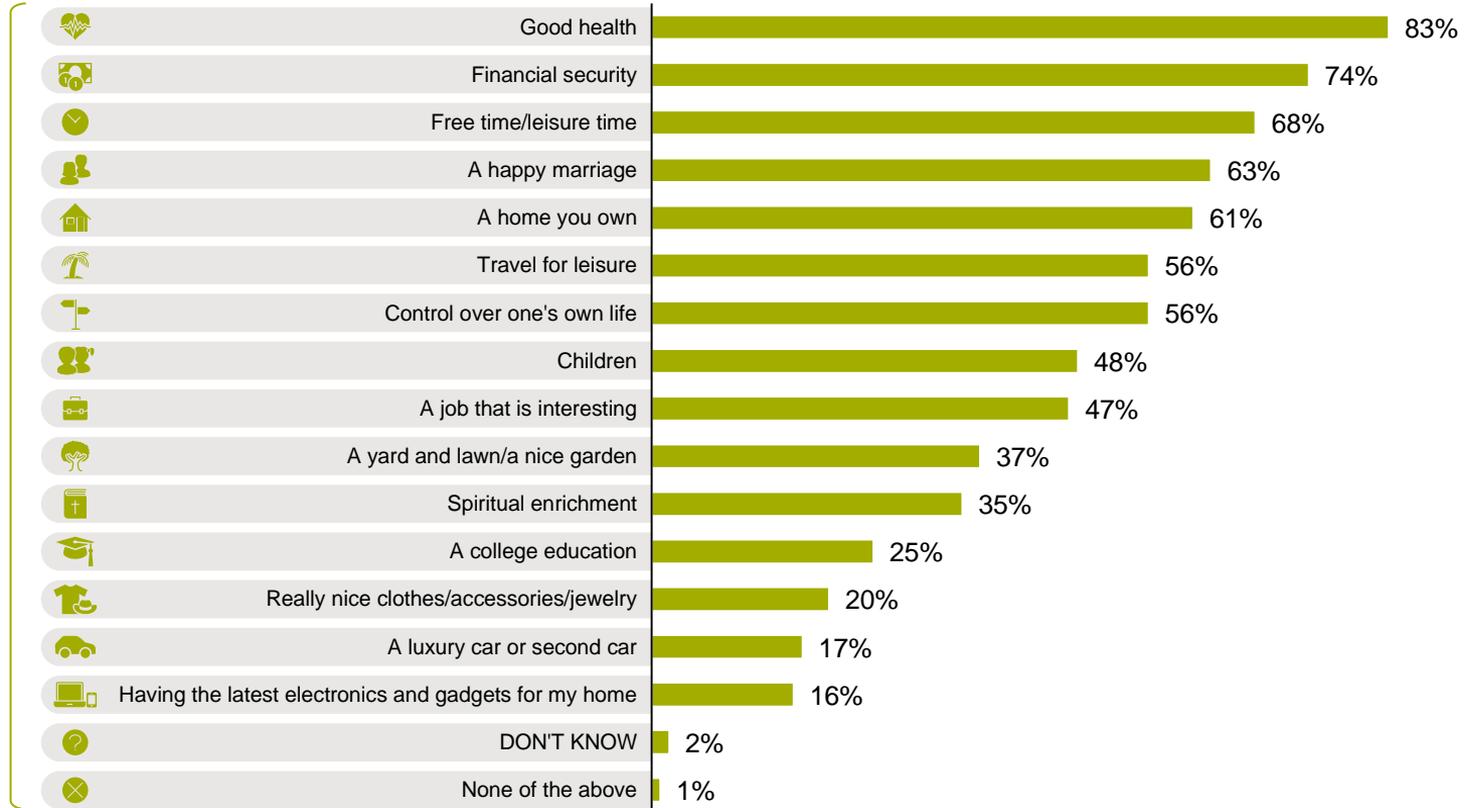
Average across the USA among men



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

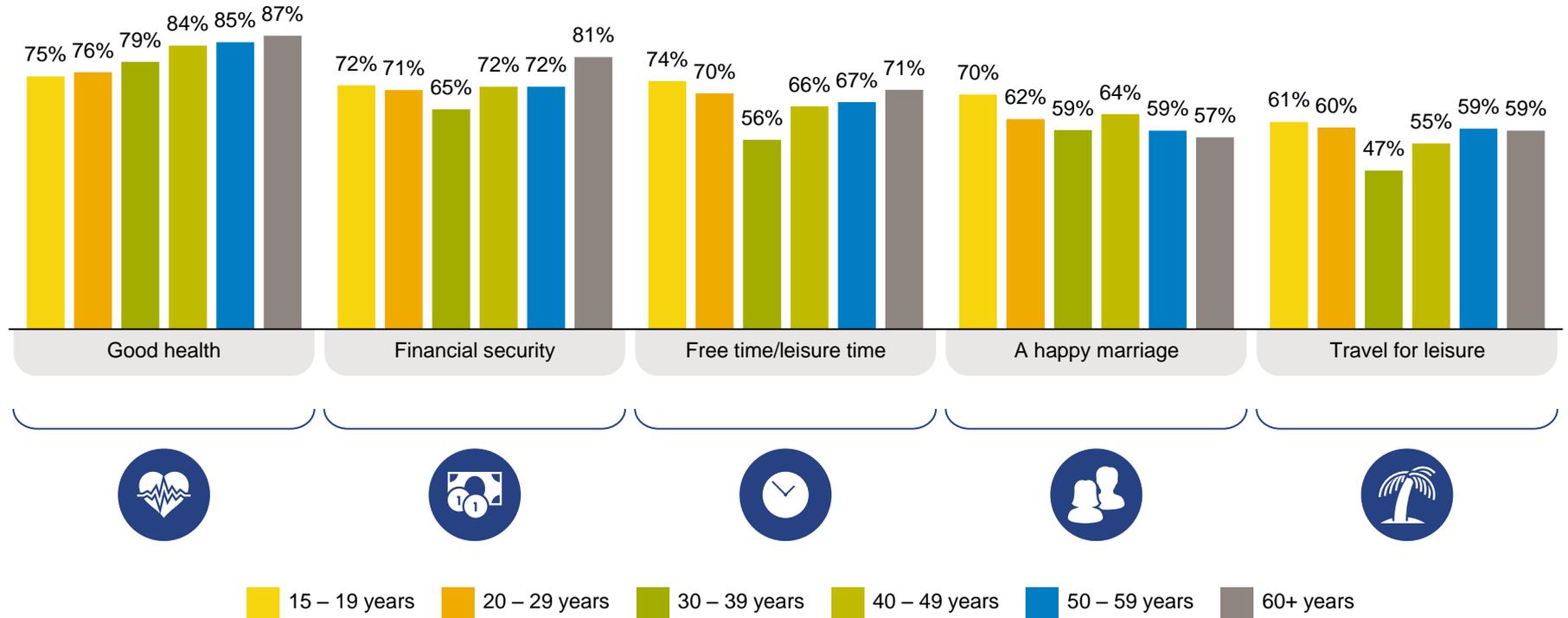
Average across the USA among women



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

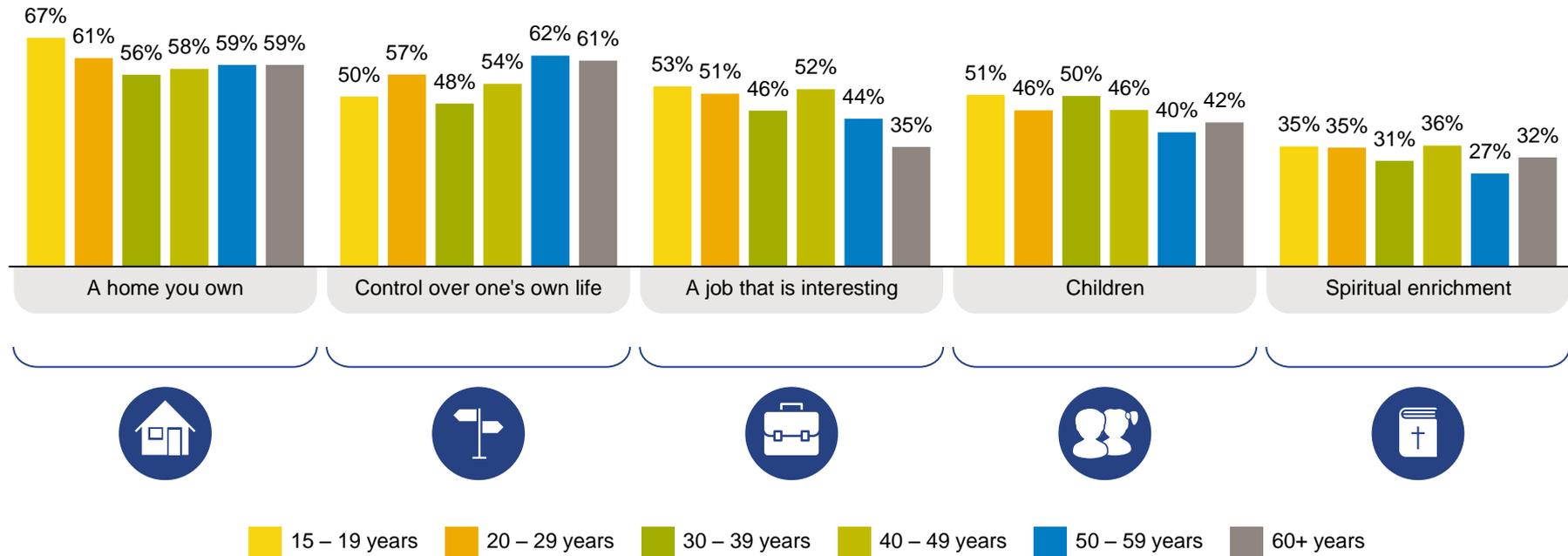
Average across the USA among age-groups (1/3)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

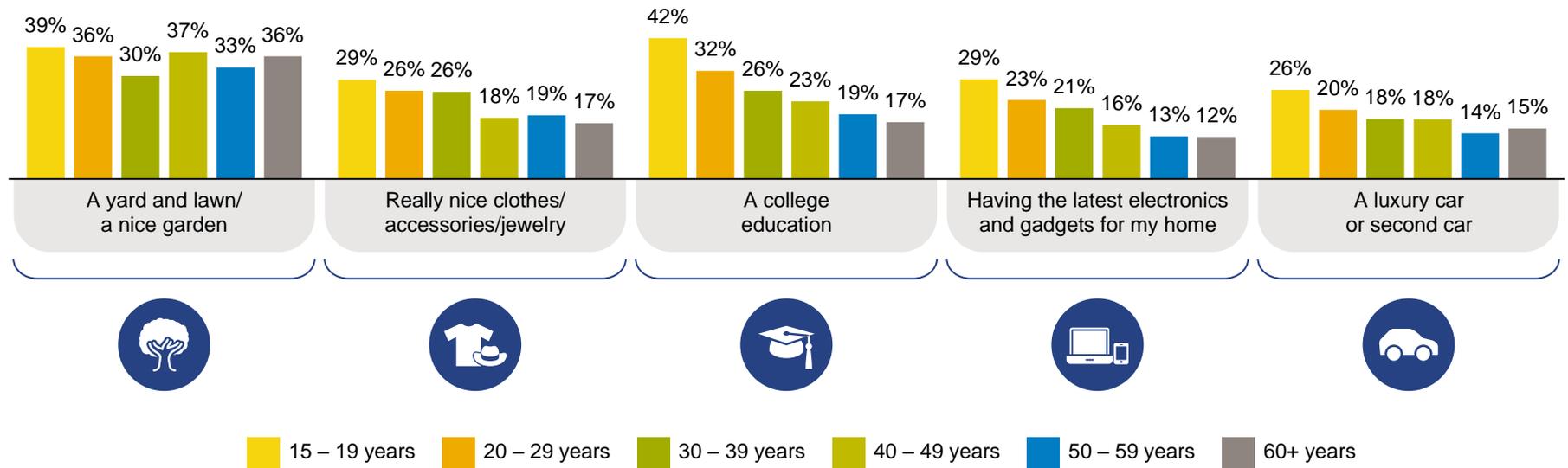
Average across the USA among age-groups (2/3)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

Average across the USA among age-groups (3/3)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

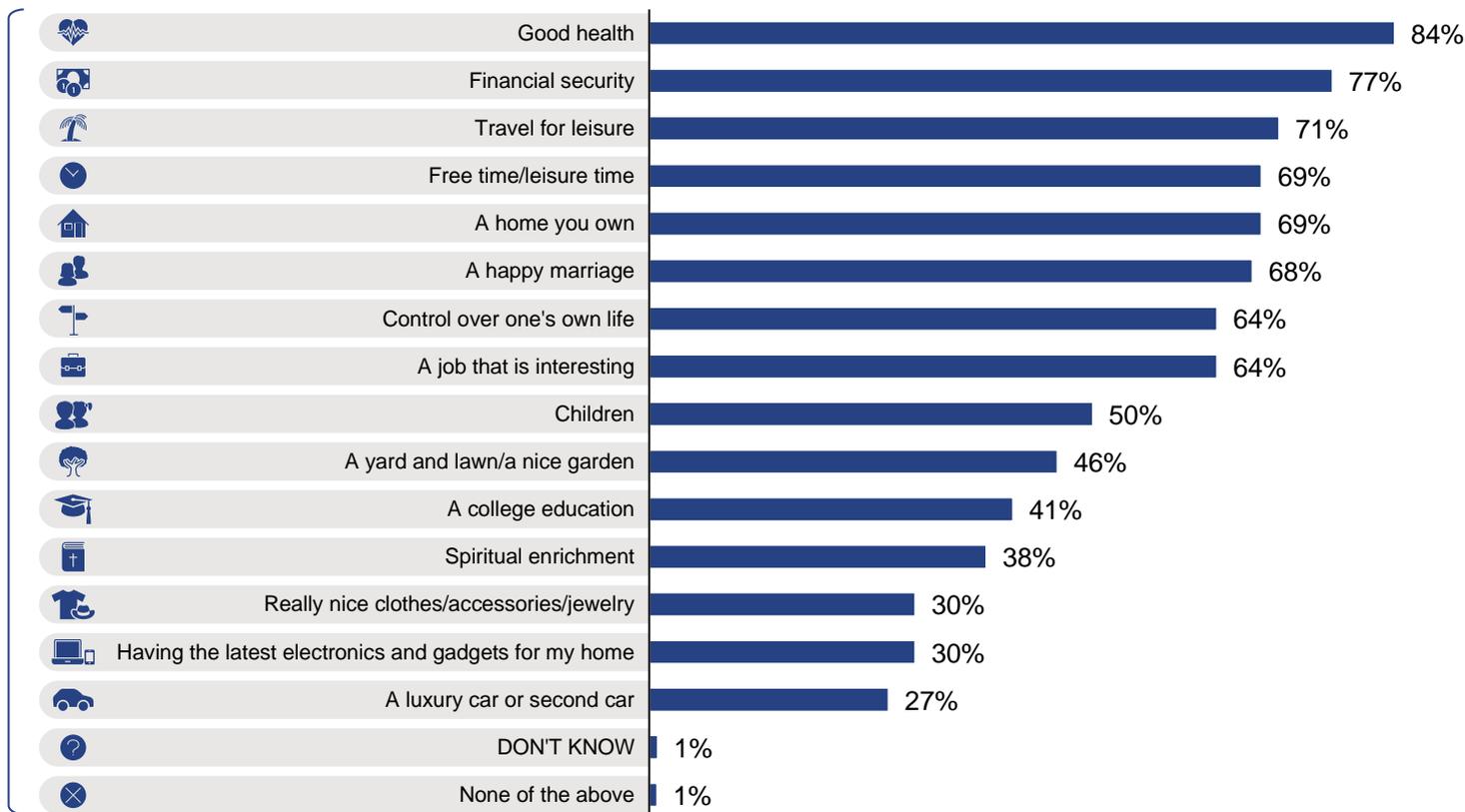
Country results – Latin America

Argentina



Good life factors

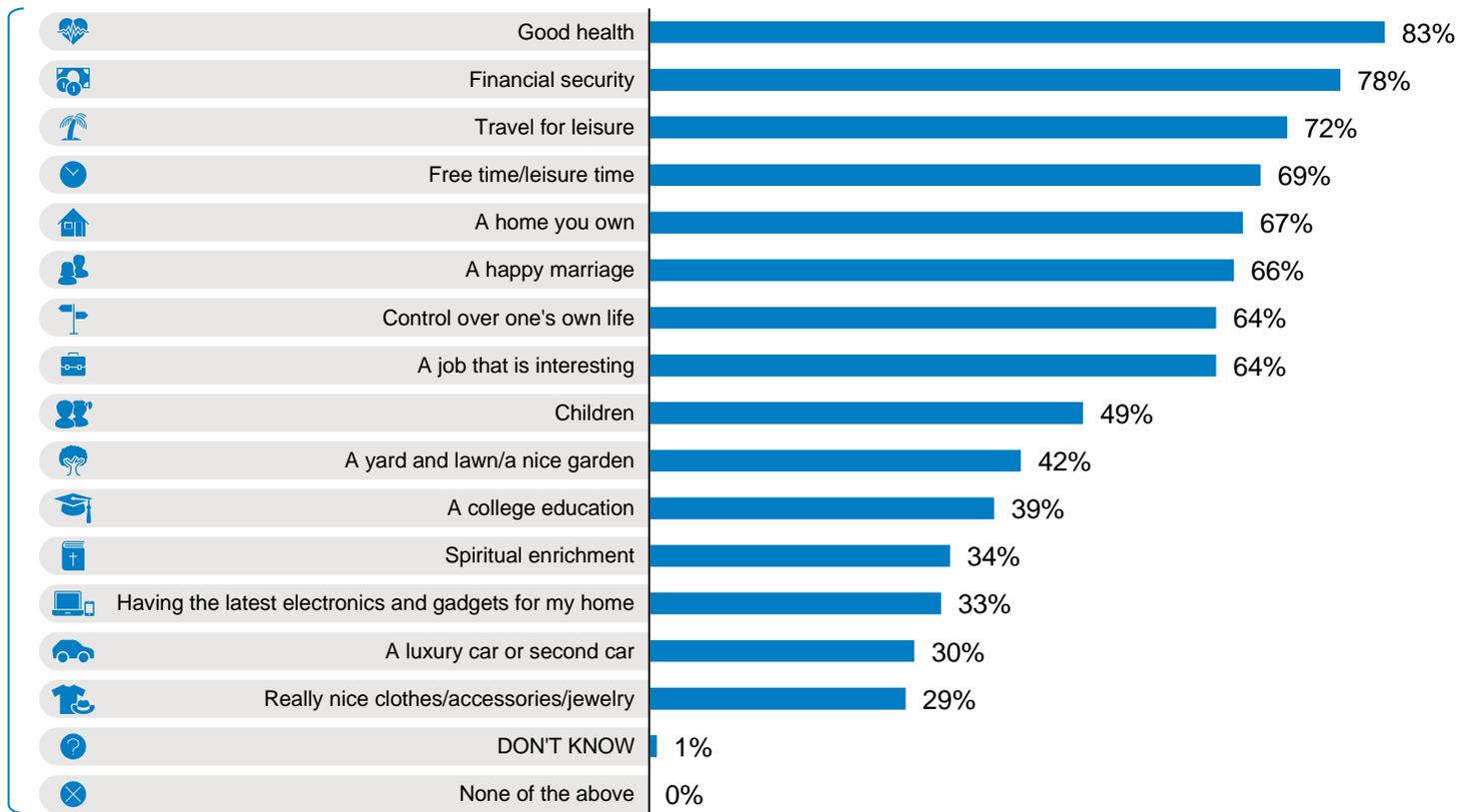
Average across Argentina



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

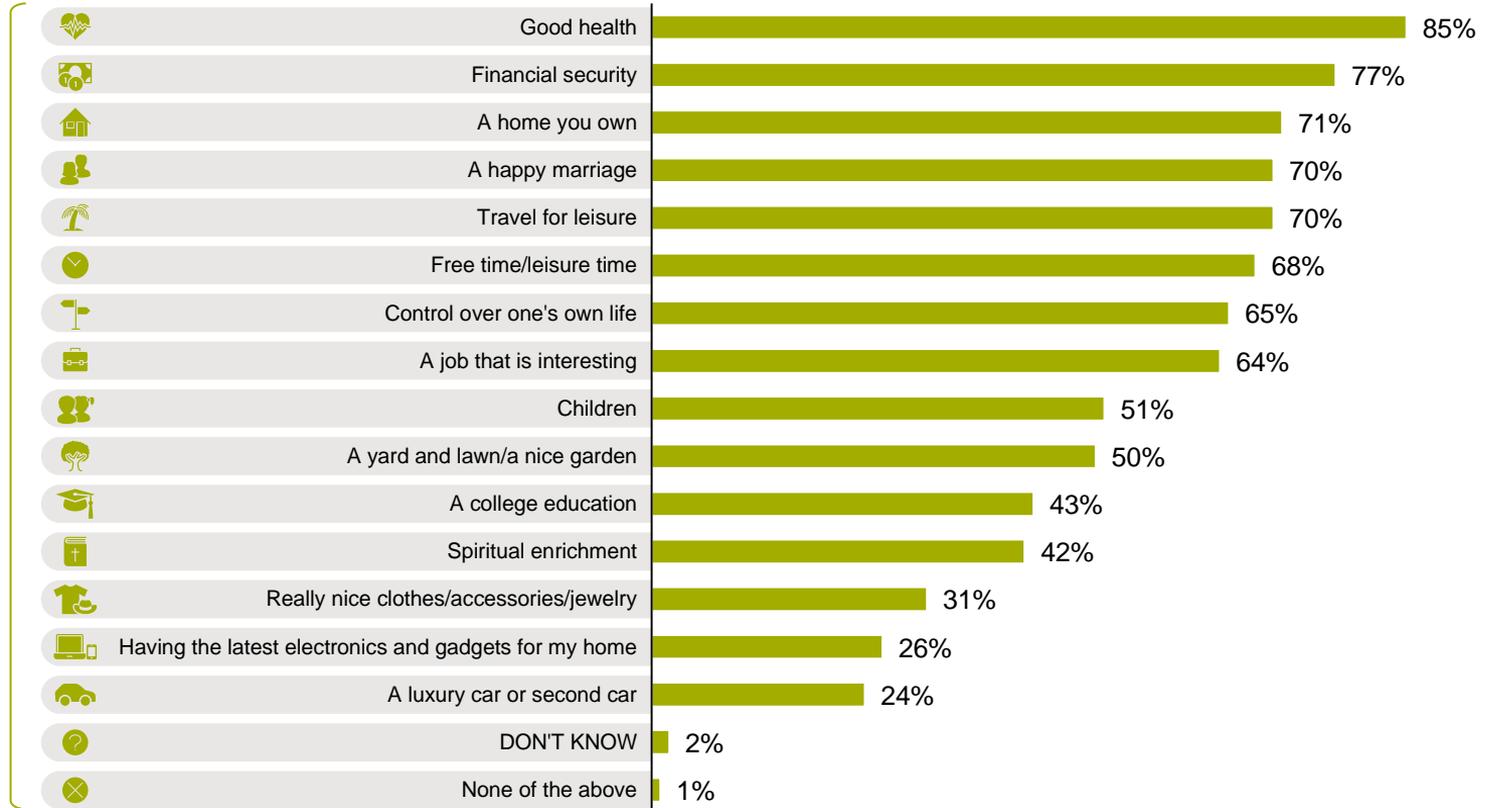
Average across Argentina among men



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

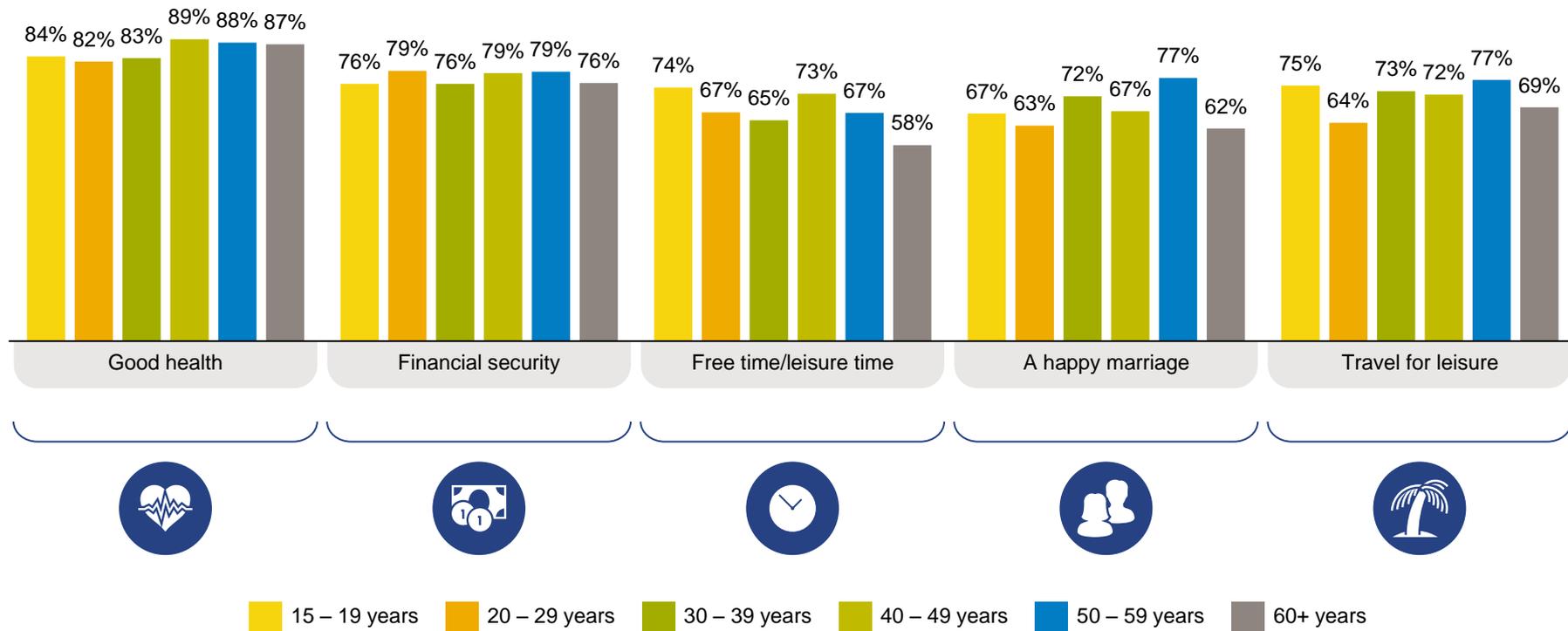
Average across Argentina among women



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

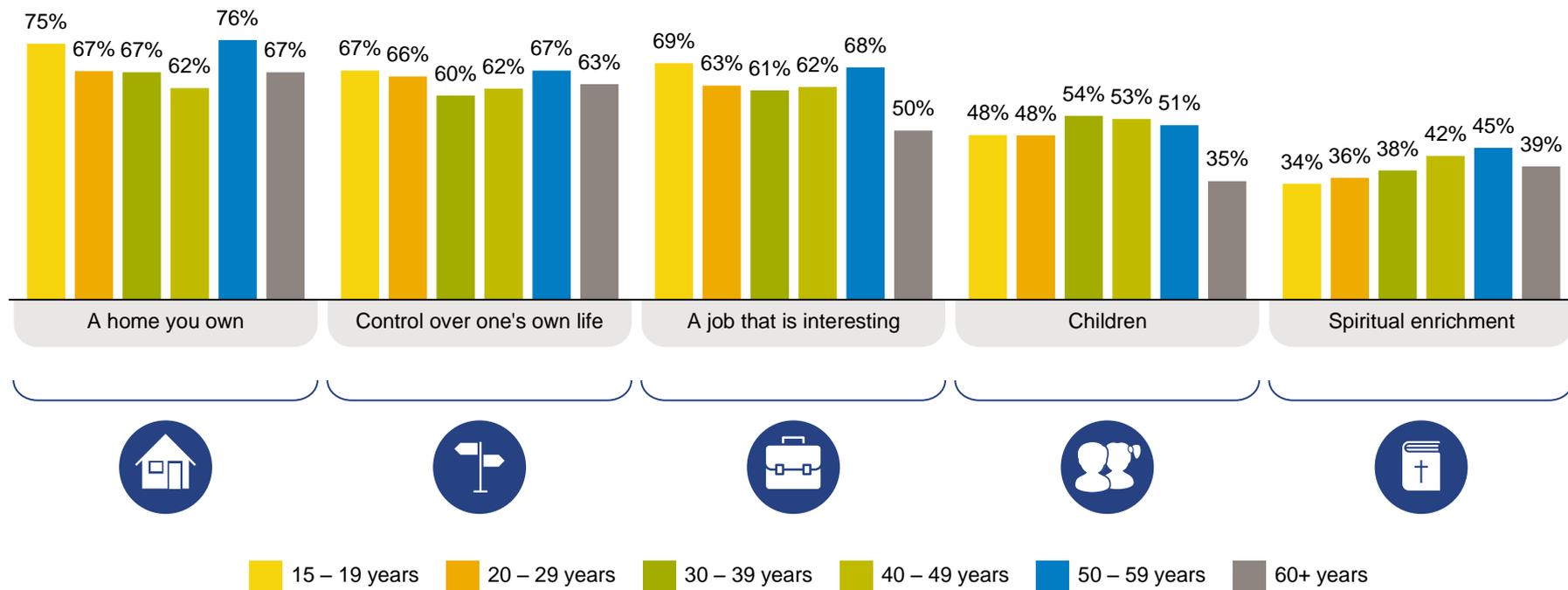
Average across Argentina among age-groups (1/3)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

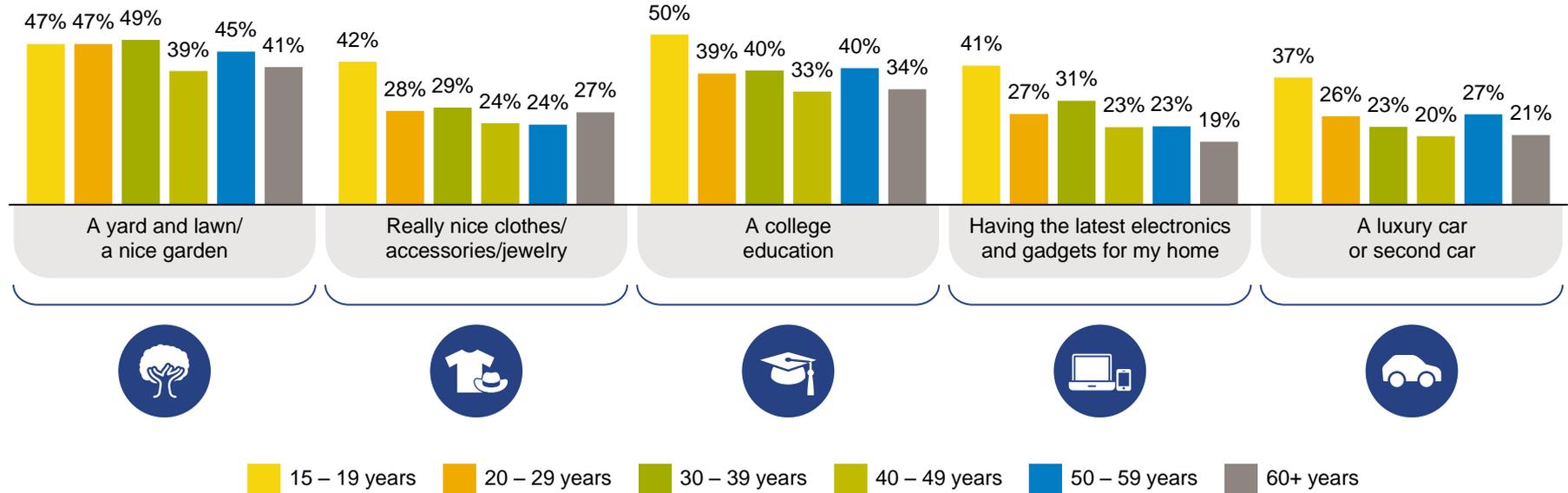
Average across Argentina among age-groups (2/3)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

Average across Argentina among age-groups (3/3)



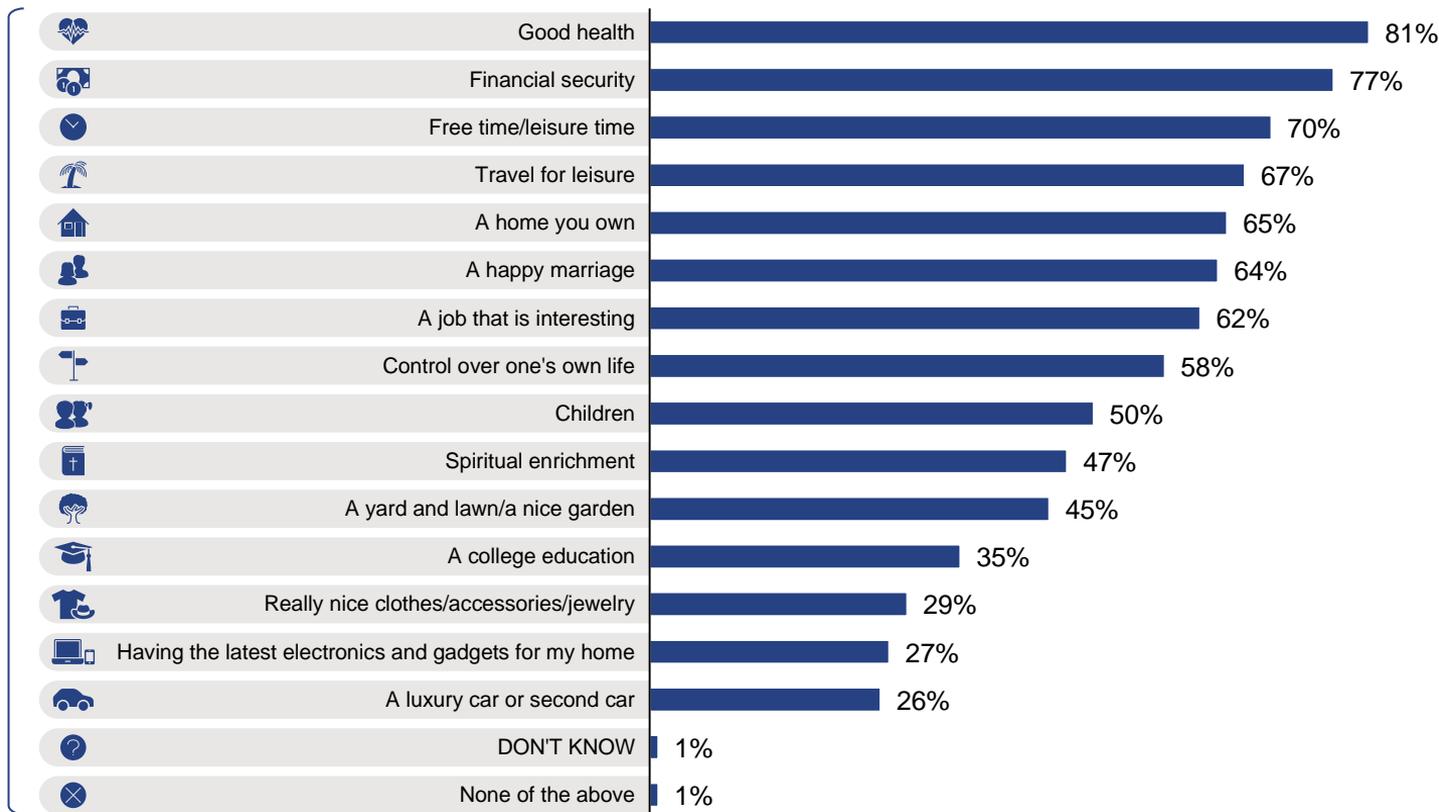
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Brazil



Good life factors

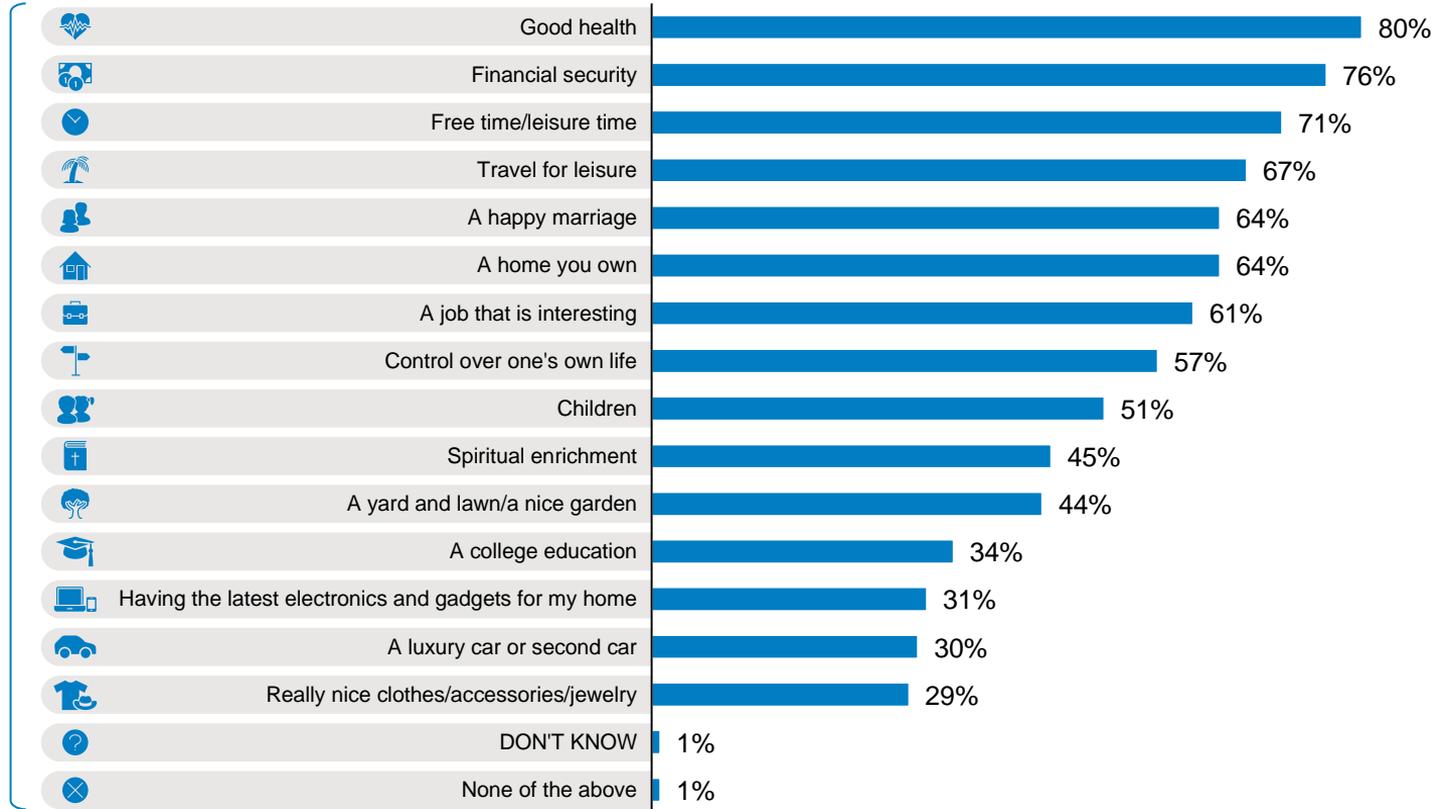
Average across Brazil



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

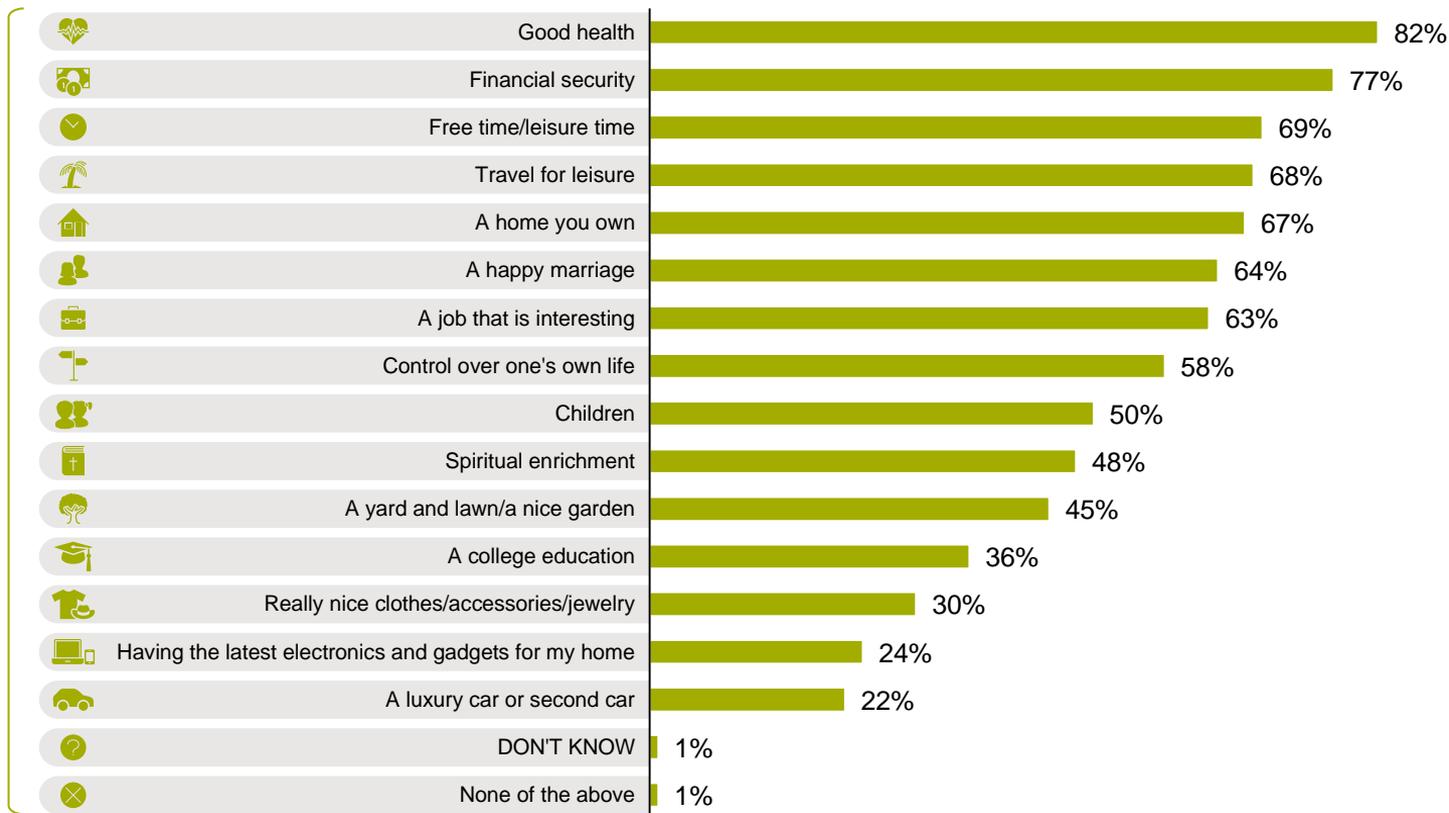
Average across Brazil among men



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

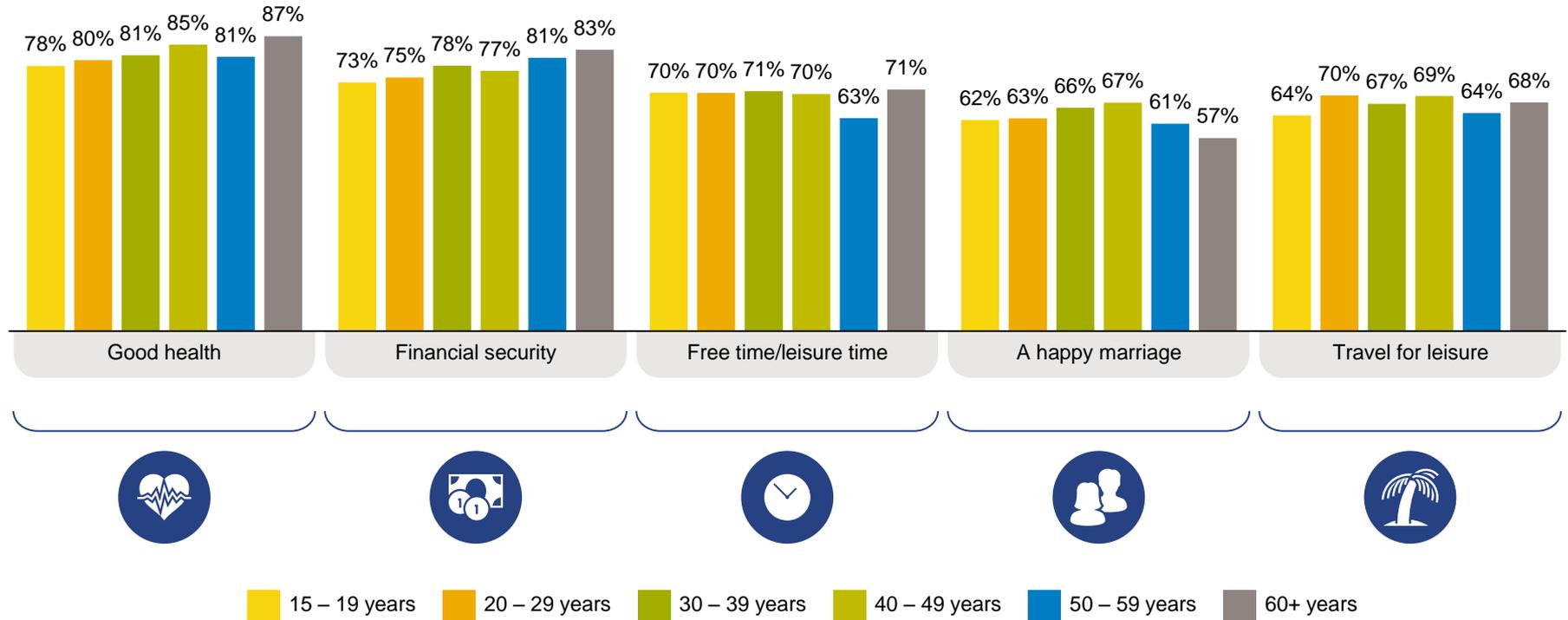
Average across Brazil among women



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

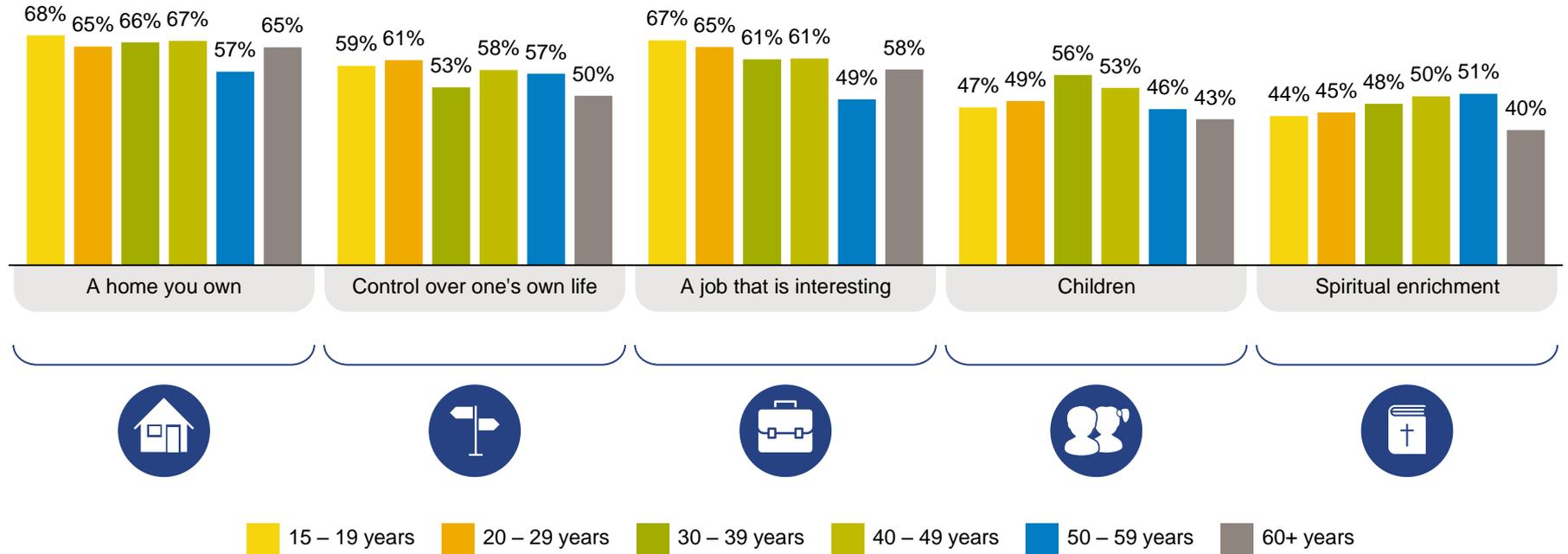
Average across Brazil among age-groups (1/3)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

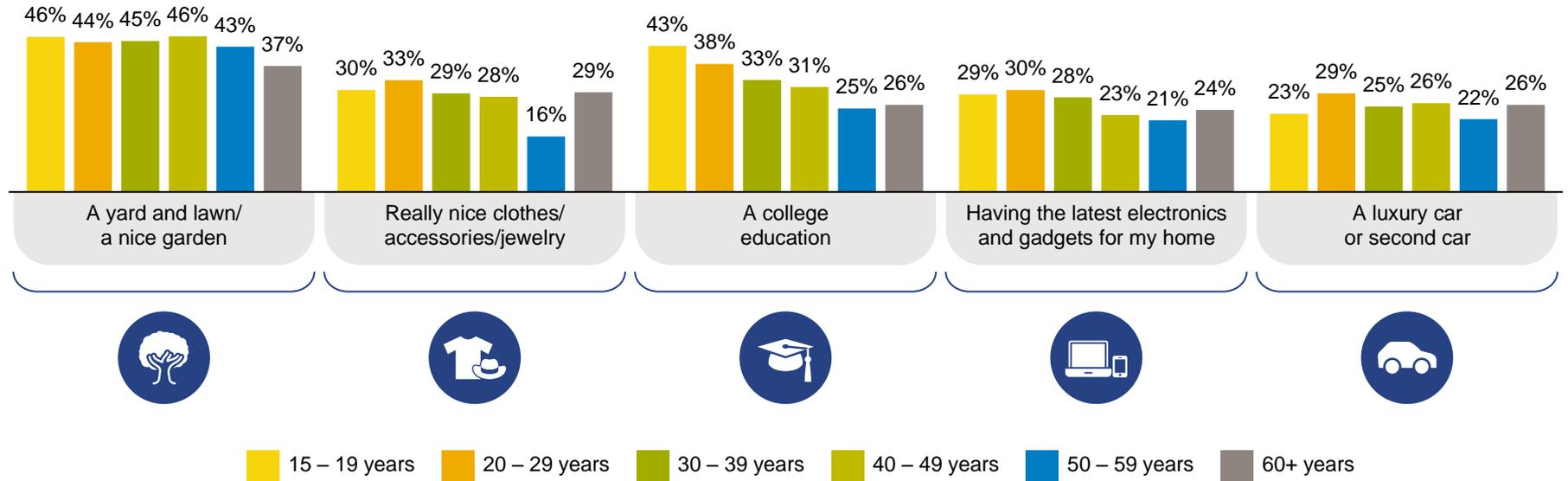
Average across Brazil among age-groups (2/3)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

Average across Brazil among age-groups (3/3)



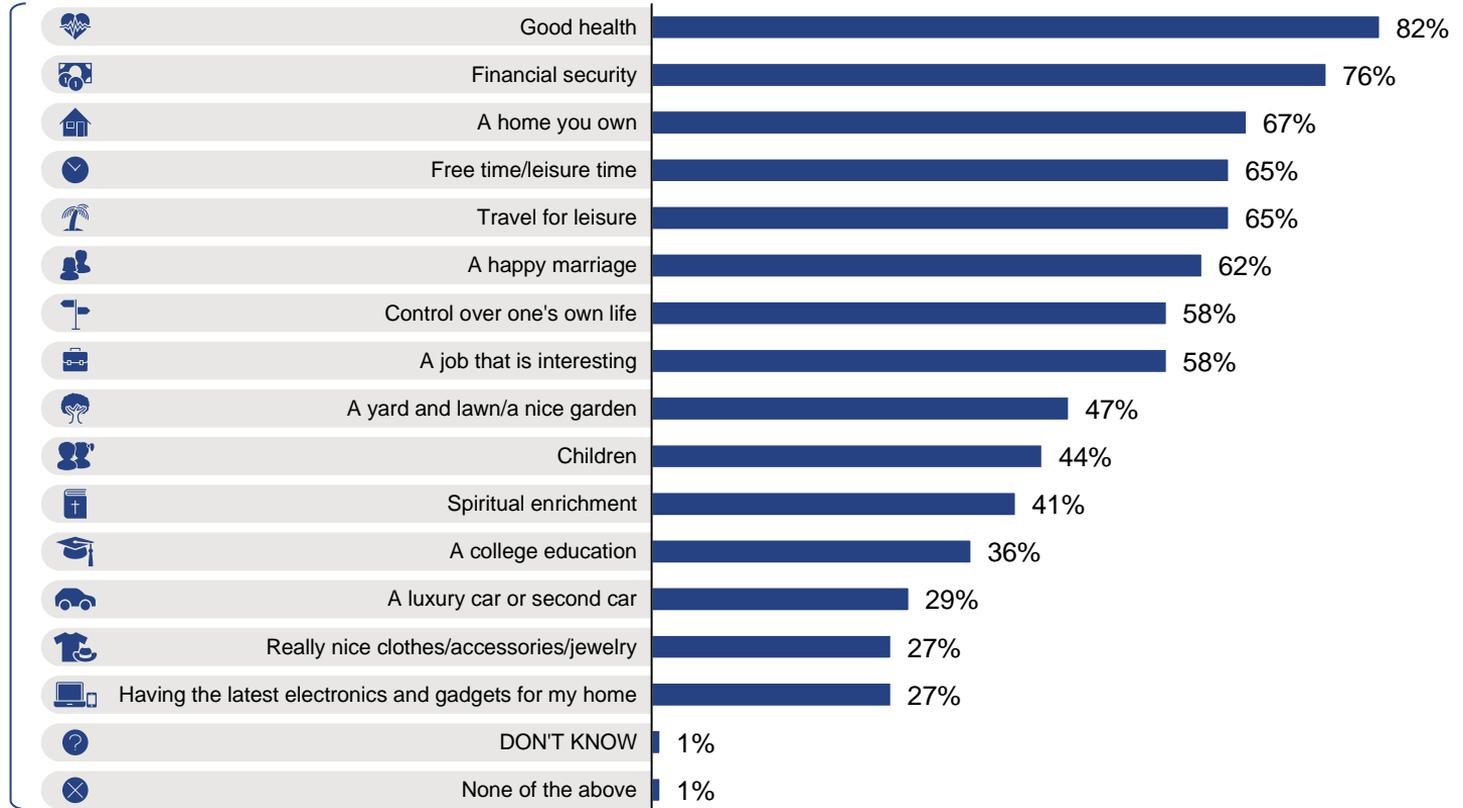
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Mexico



Good life factors

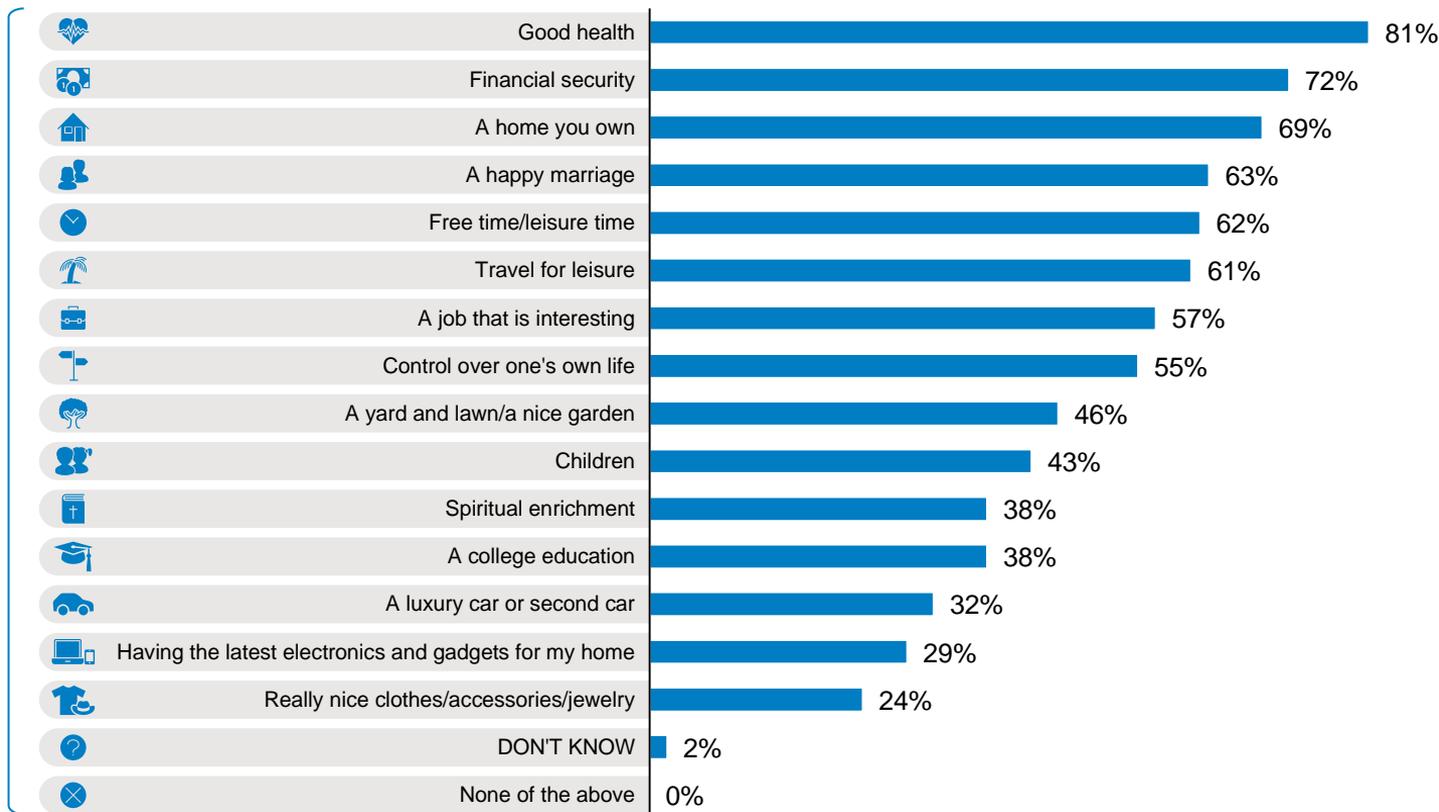
Average across Mexico



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

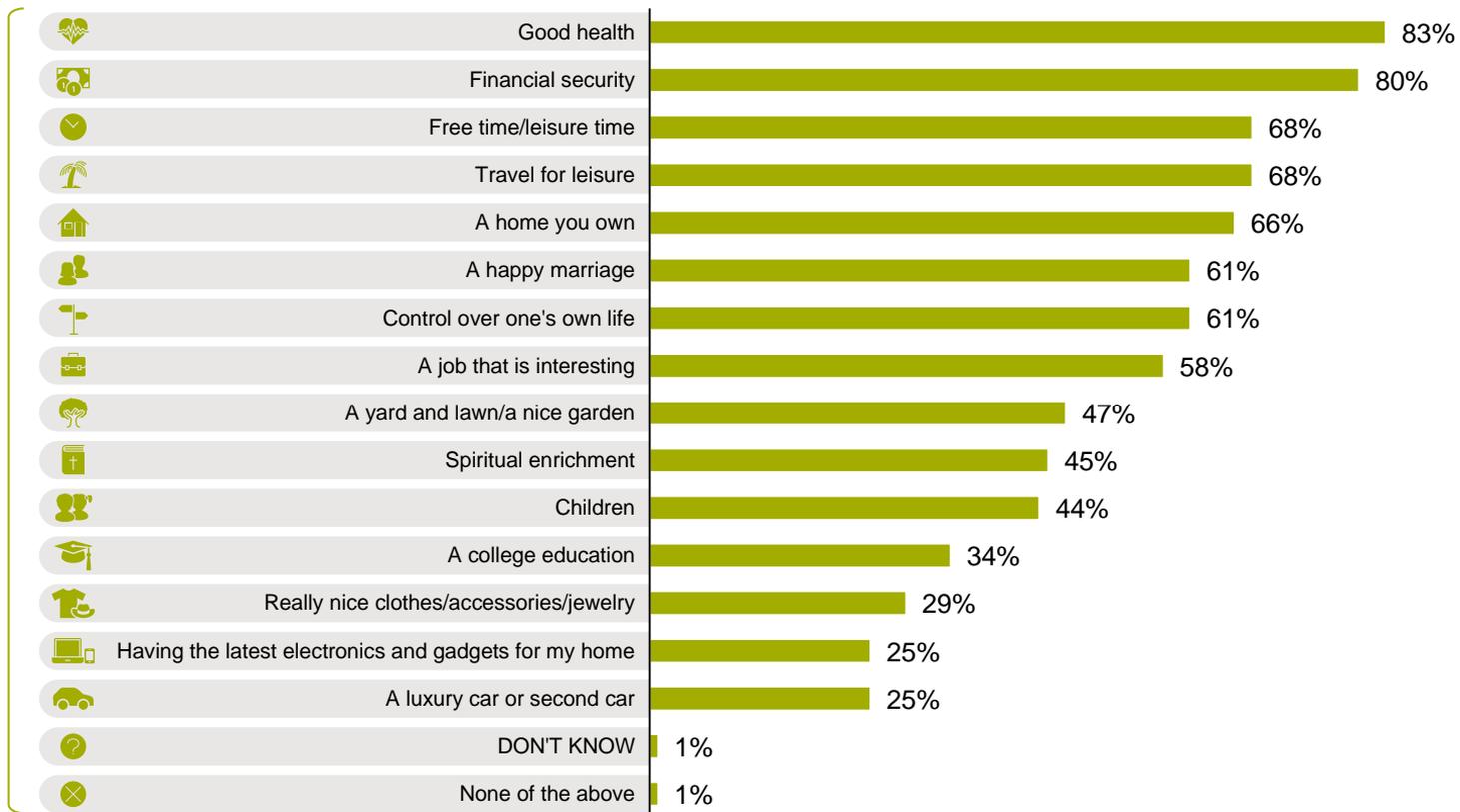
Average across Mexico among men



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

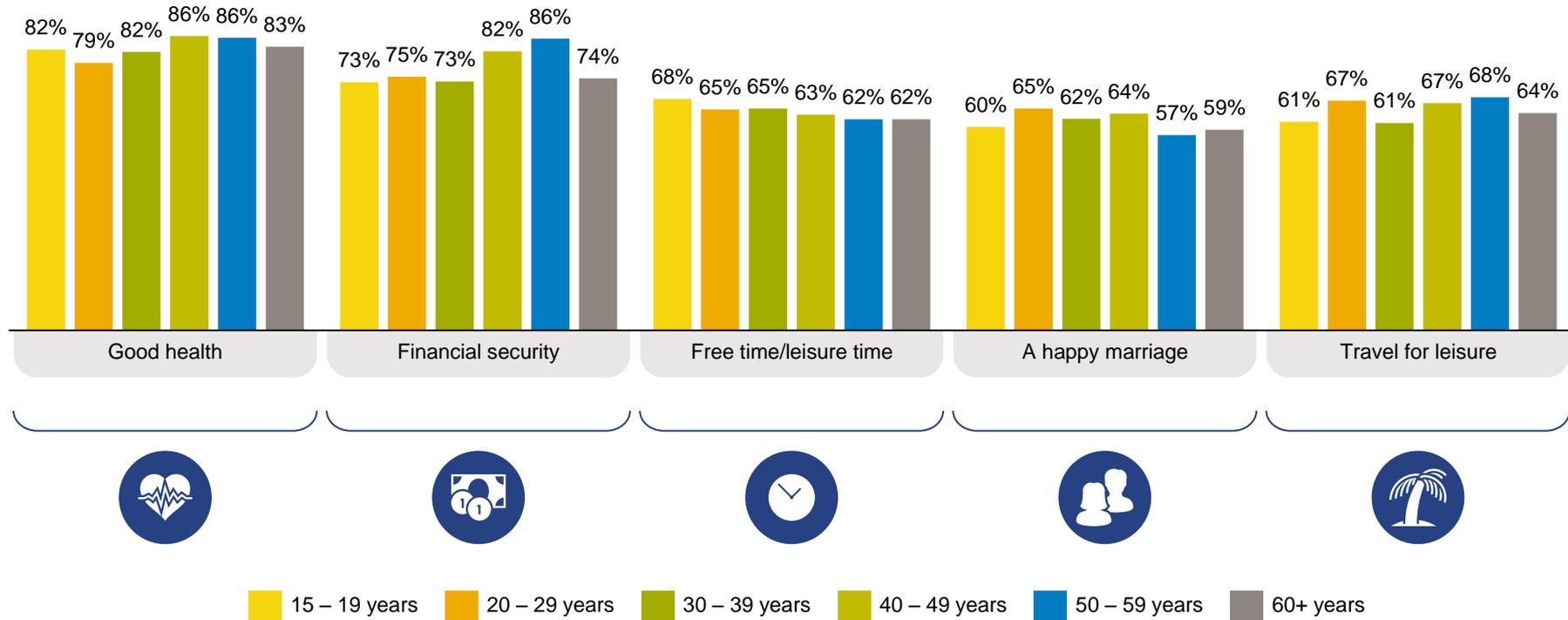
Average across Mexico among women



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

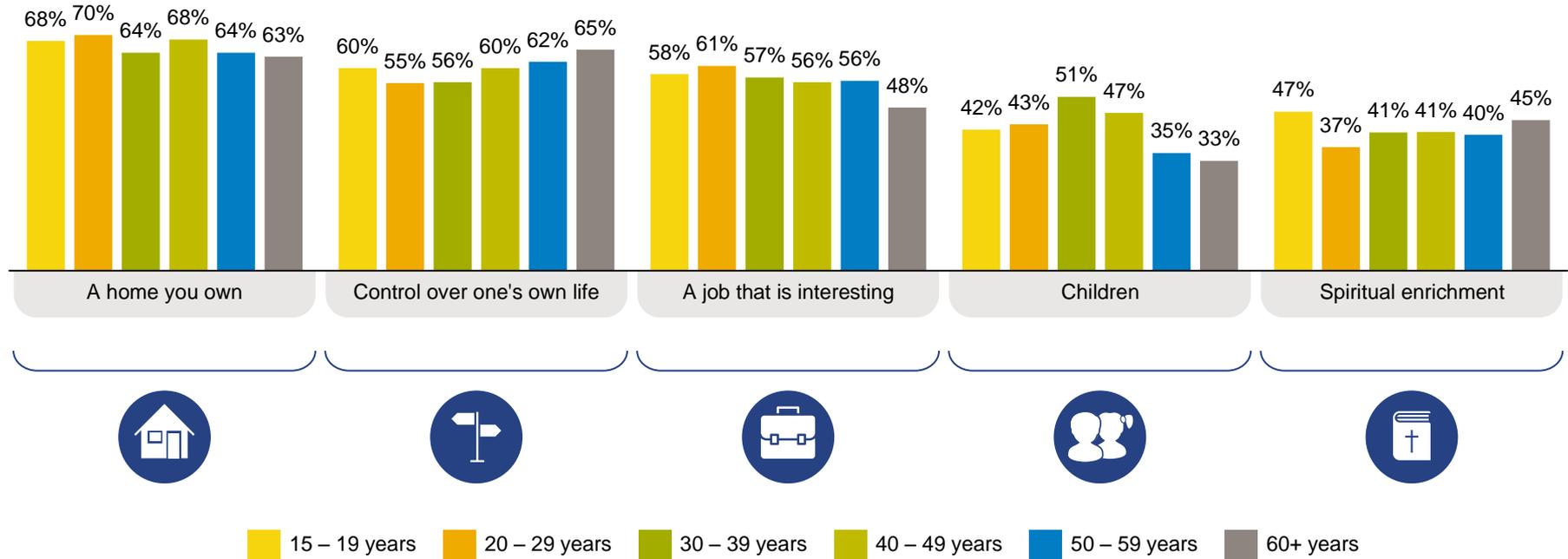
Average across Mexico among age-groups (1/3)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

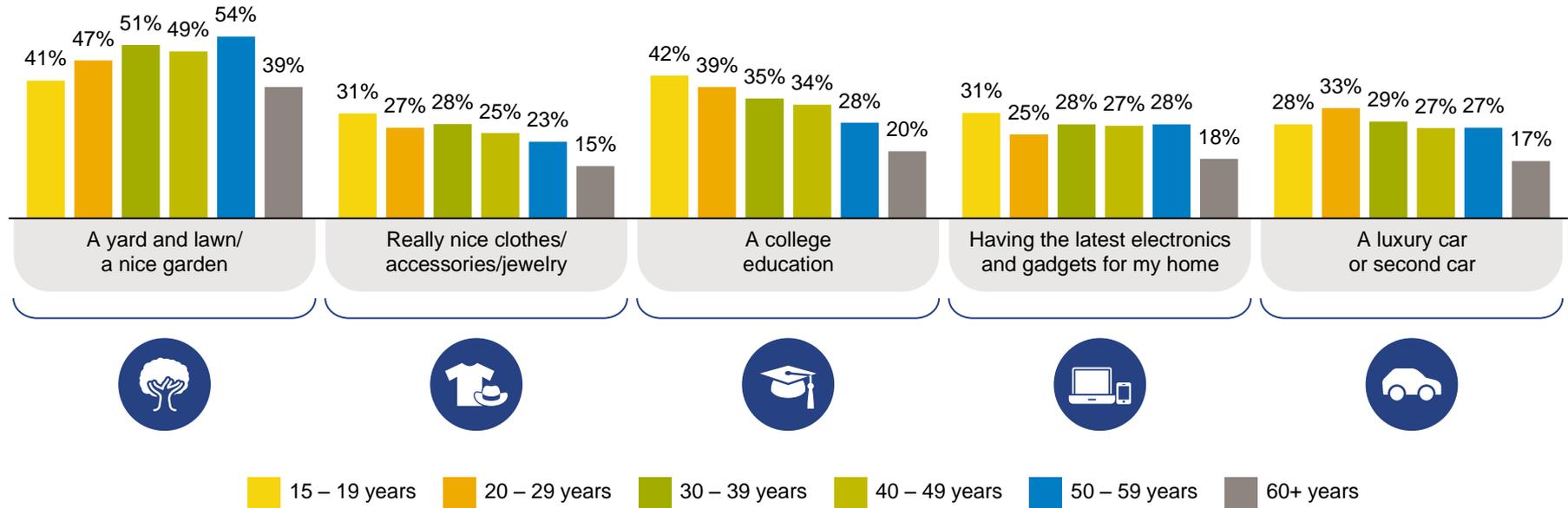
Average across Mexico among age-groups (2/3)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

Average across Mexico among age-groups (3/3)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

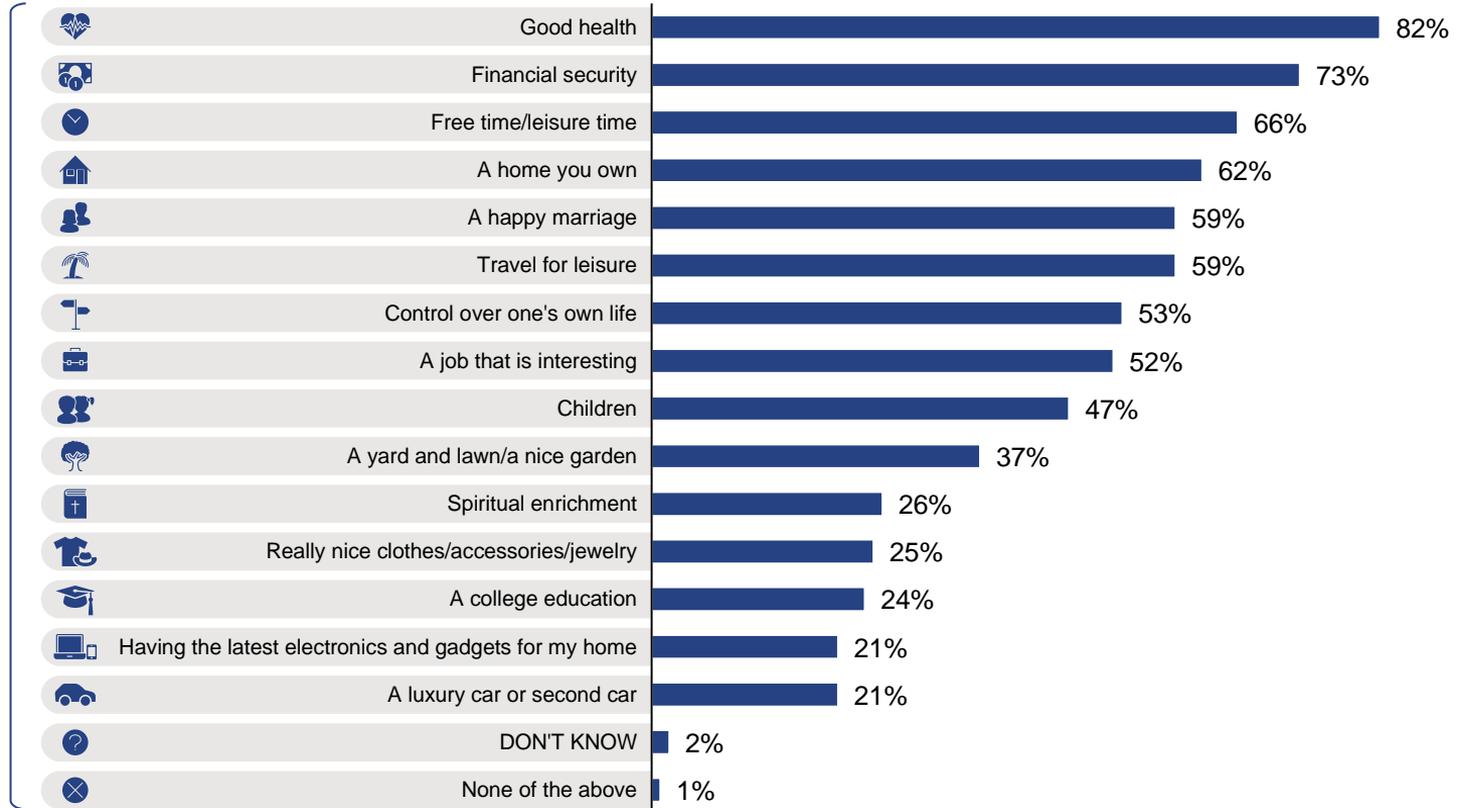
Country results – Asia-Pacific

Australia



Good life factors

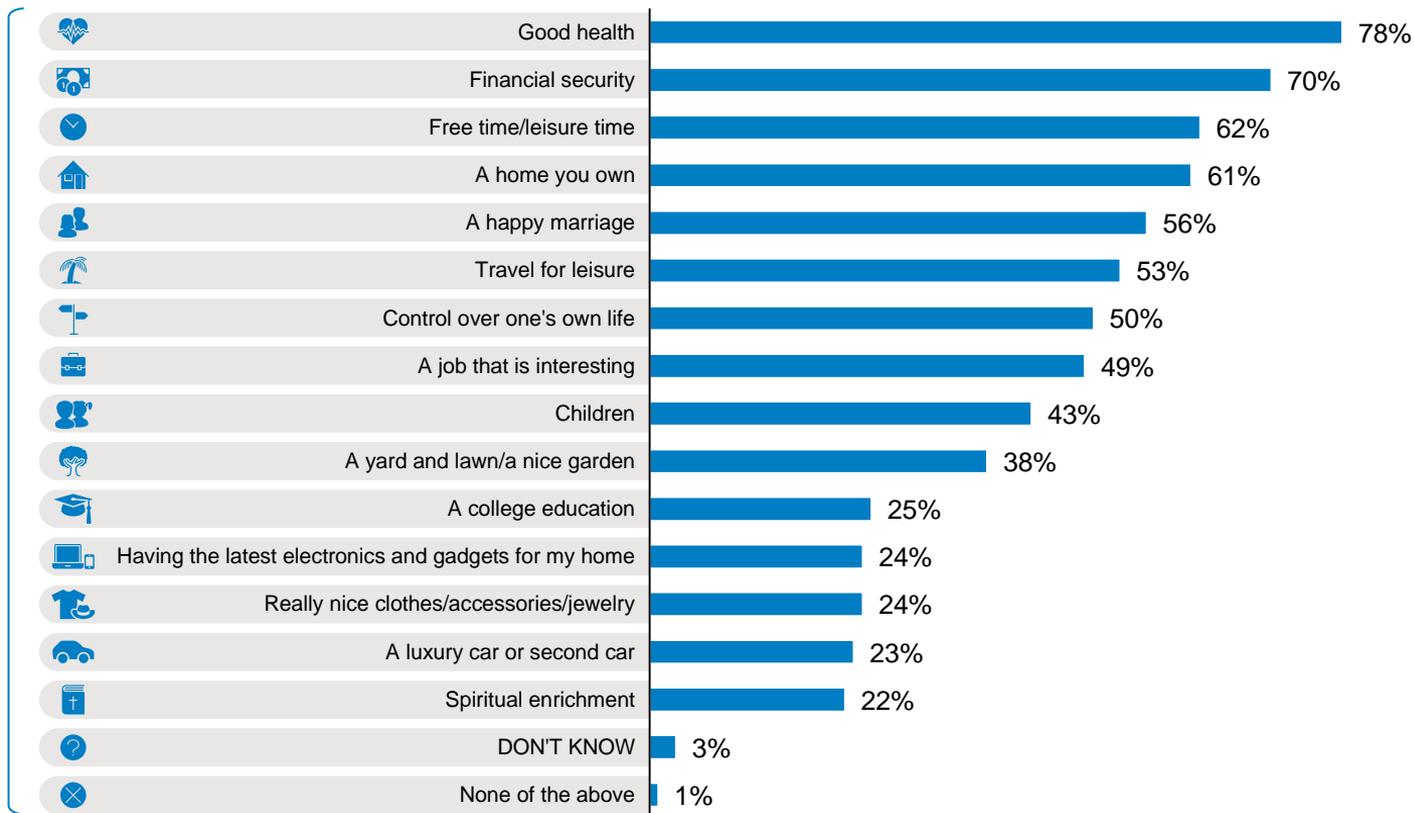
Average across Australia



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

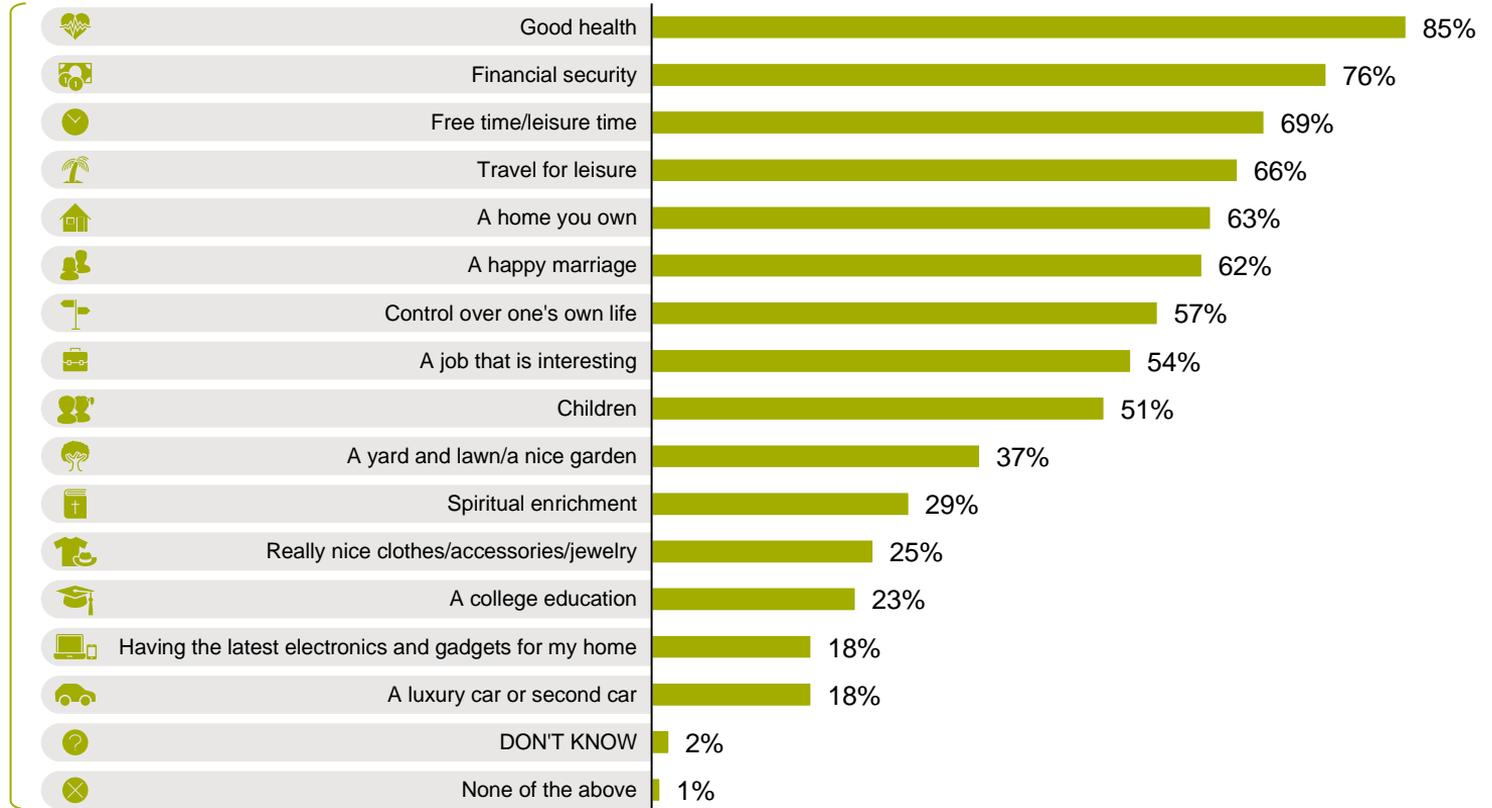
Average across Australia among men



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

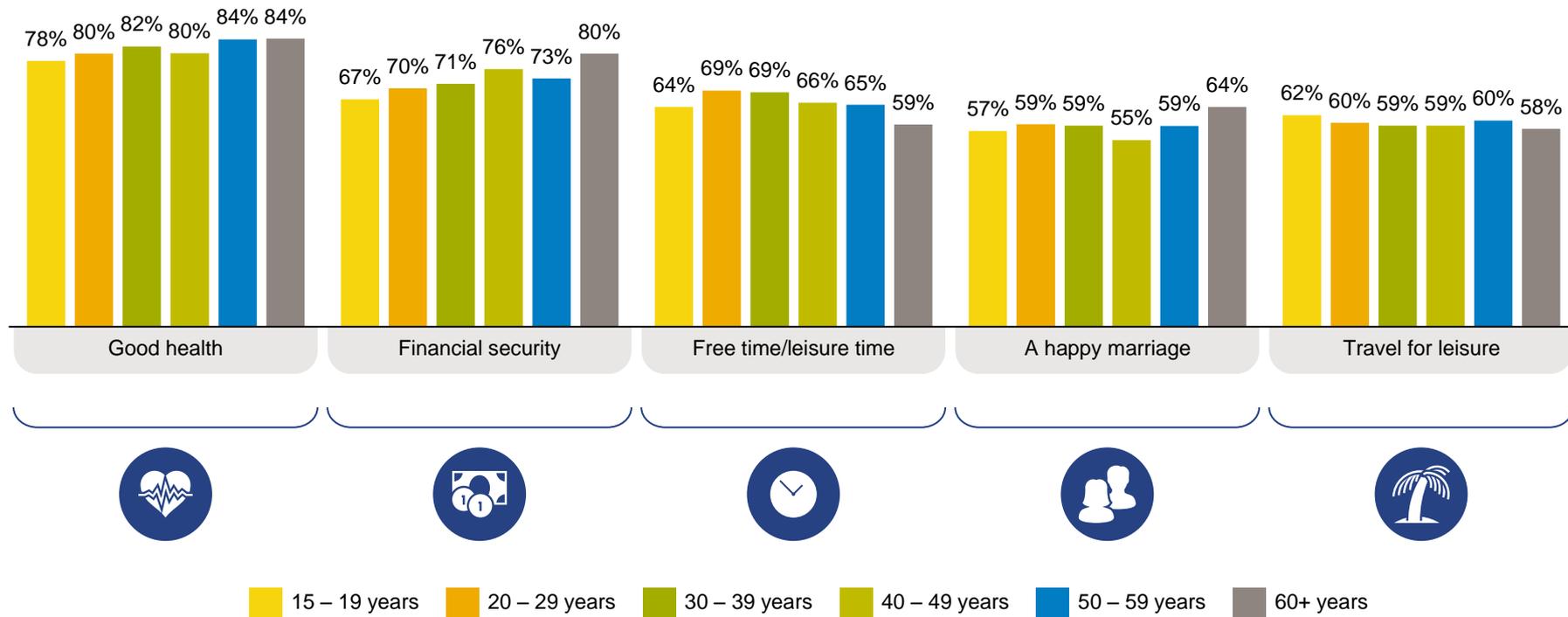
Average across Australia among women



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

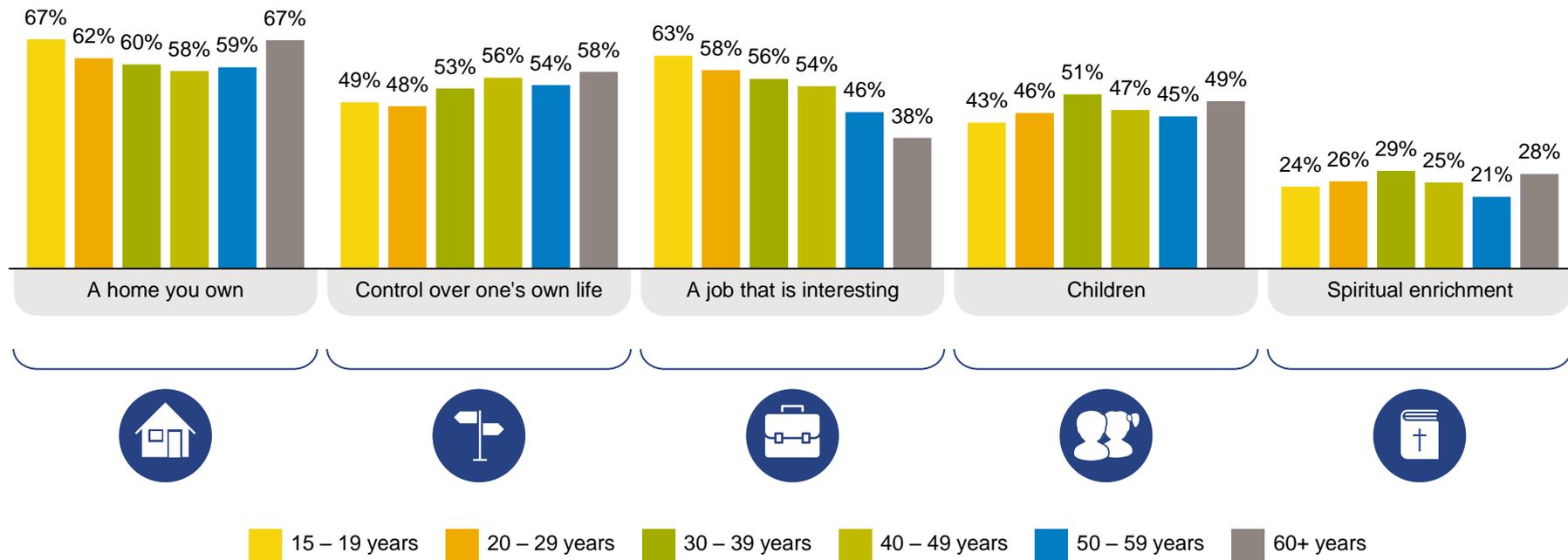
Average across Australia among age-groups (1/3)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

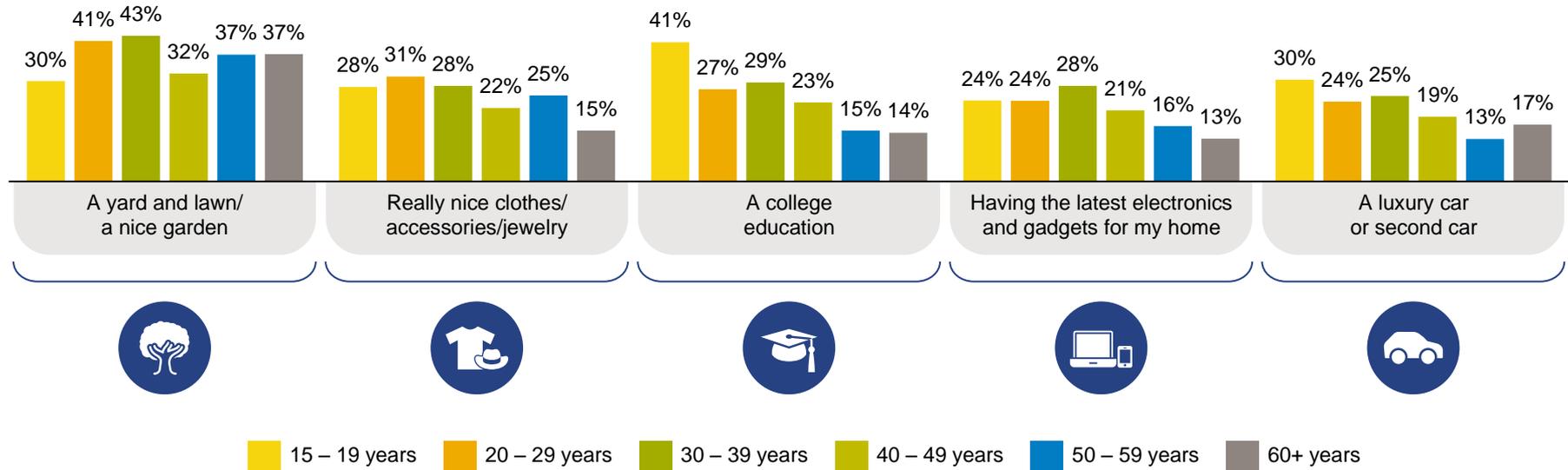
Average across Australia among age-groups (2/3)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

Average across Australia among age-groups (3/3)



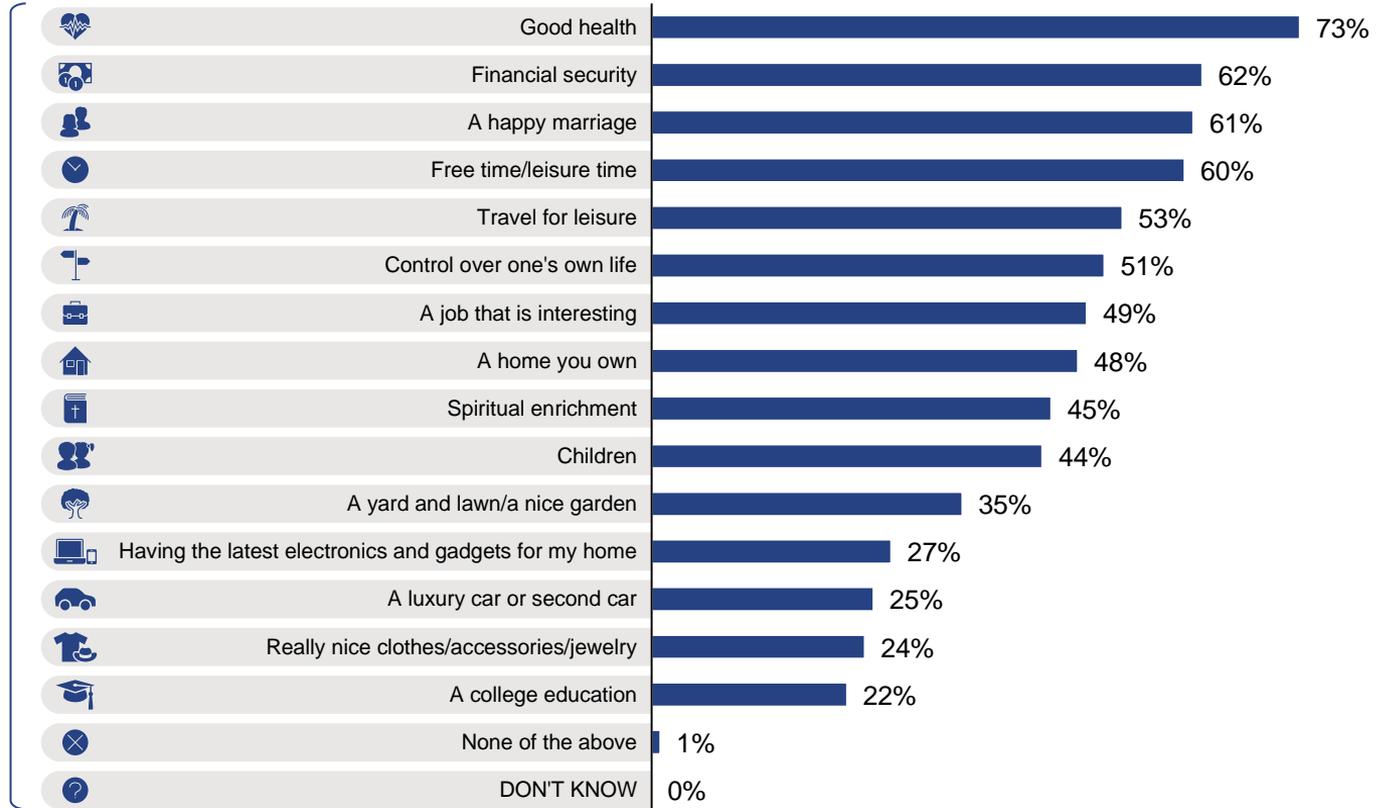
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

China



Good life factors

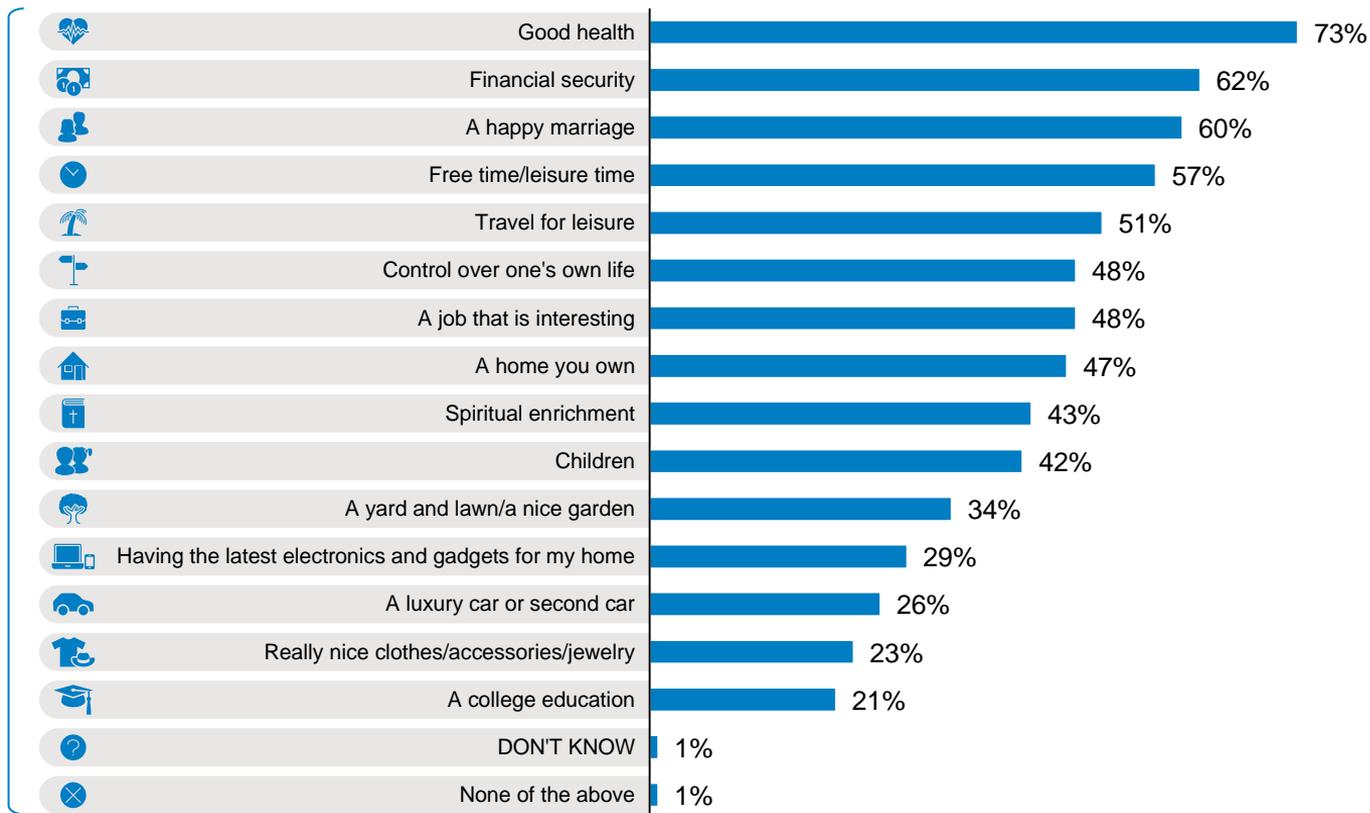
Average across China



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

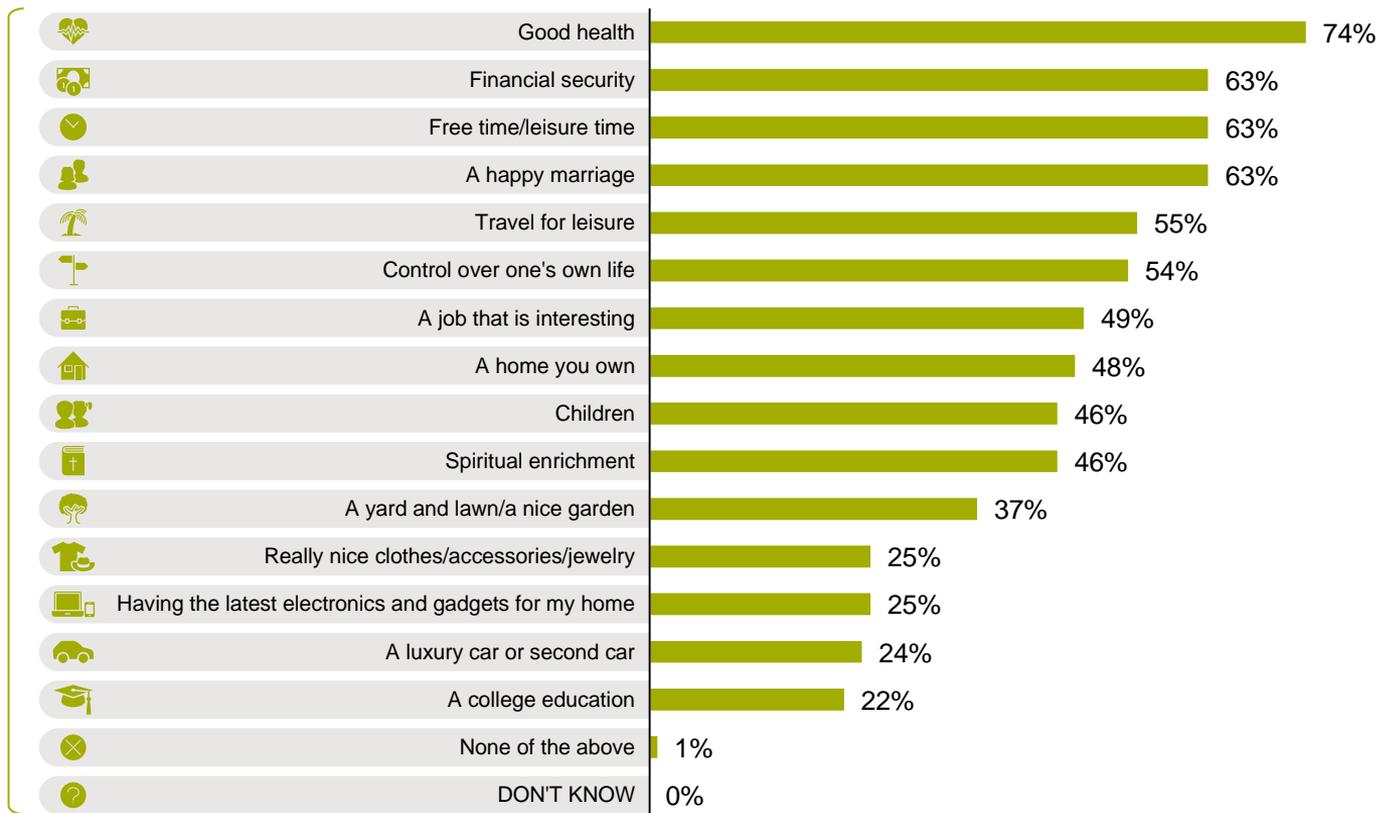
Average across China among men



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

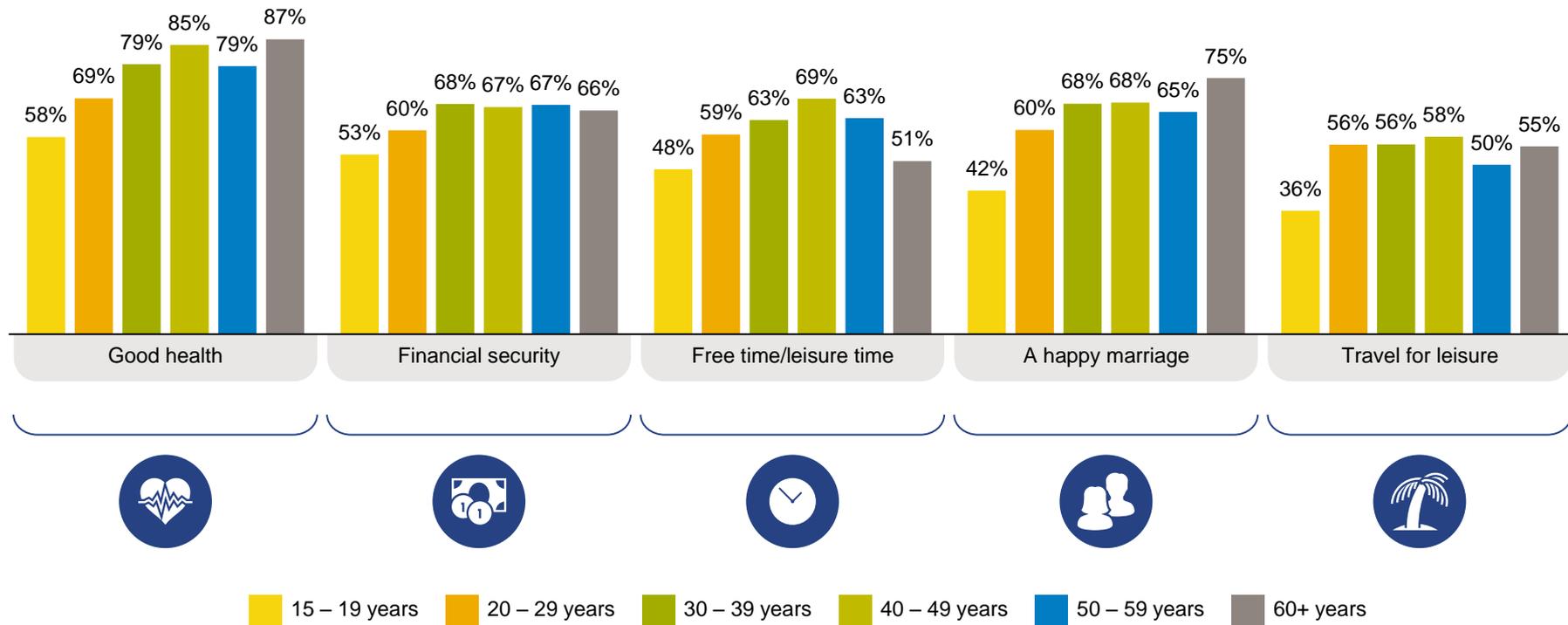
Average across China among women



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

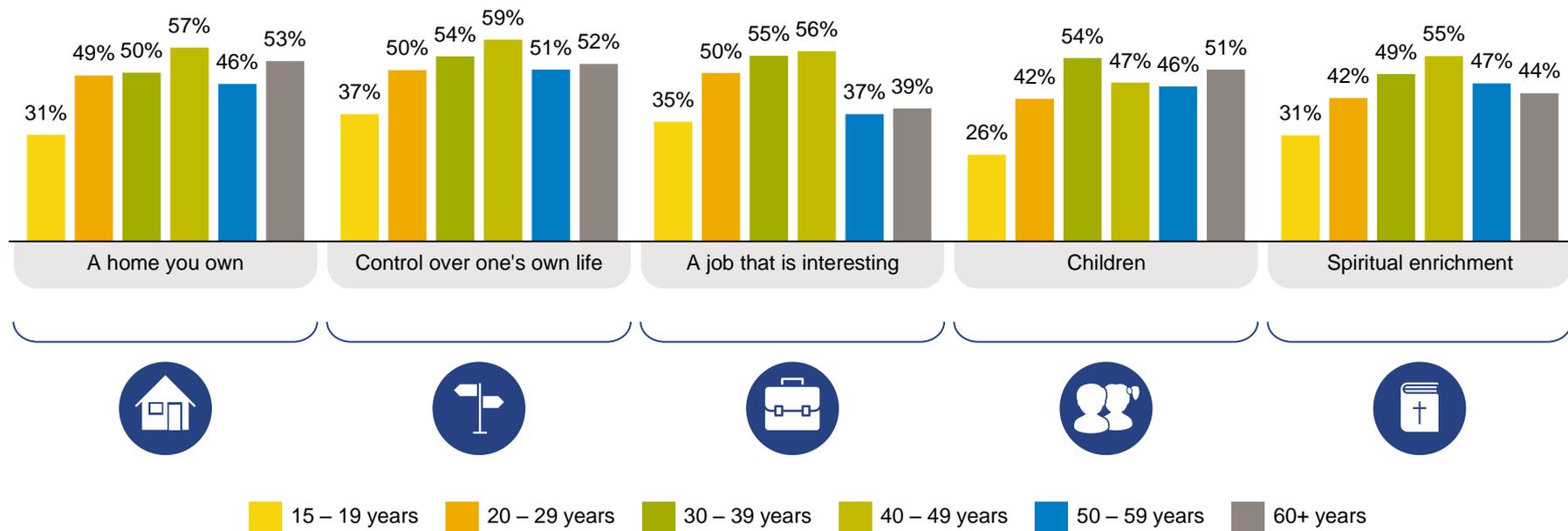
Average across China among age-groups (1/3)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

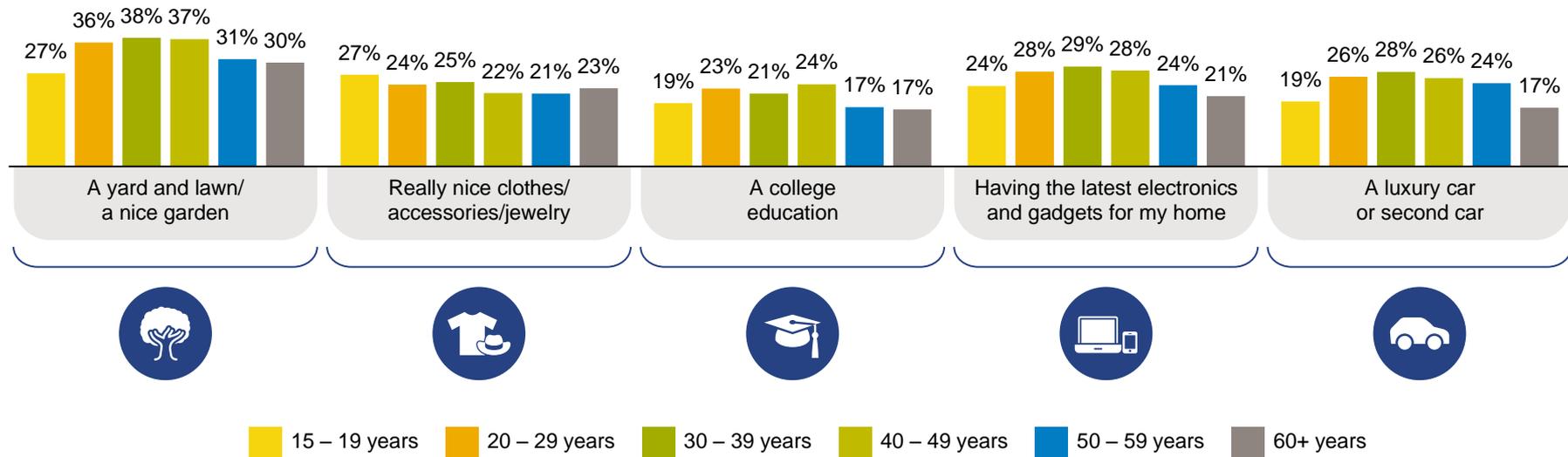
Average across China among age-groups (2/3)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

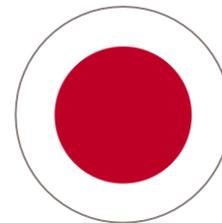
Good life factors

Average across China among age-groups (3/3)



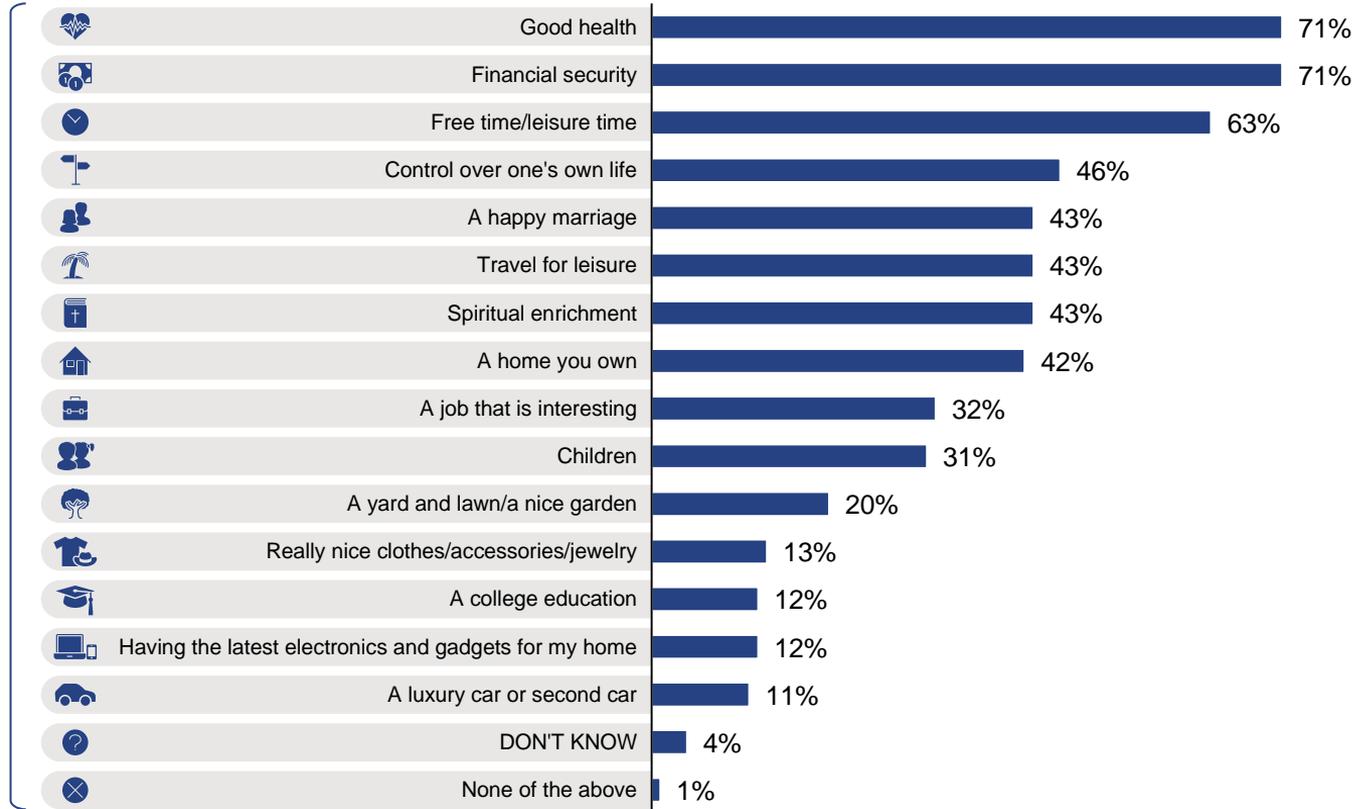
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Japan



Good life factors

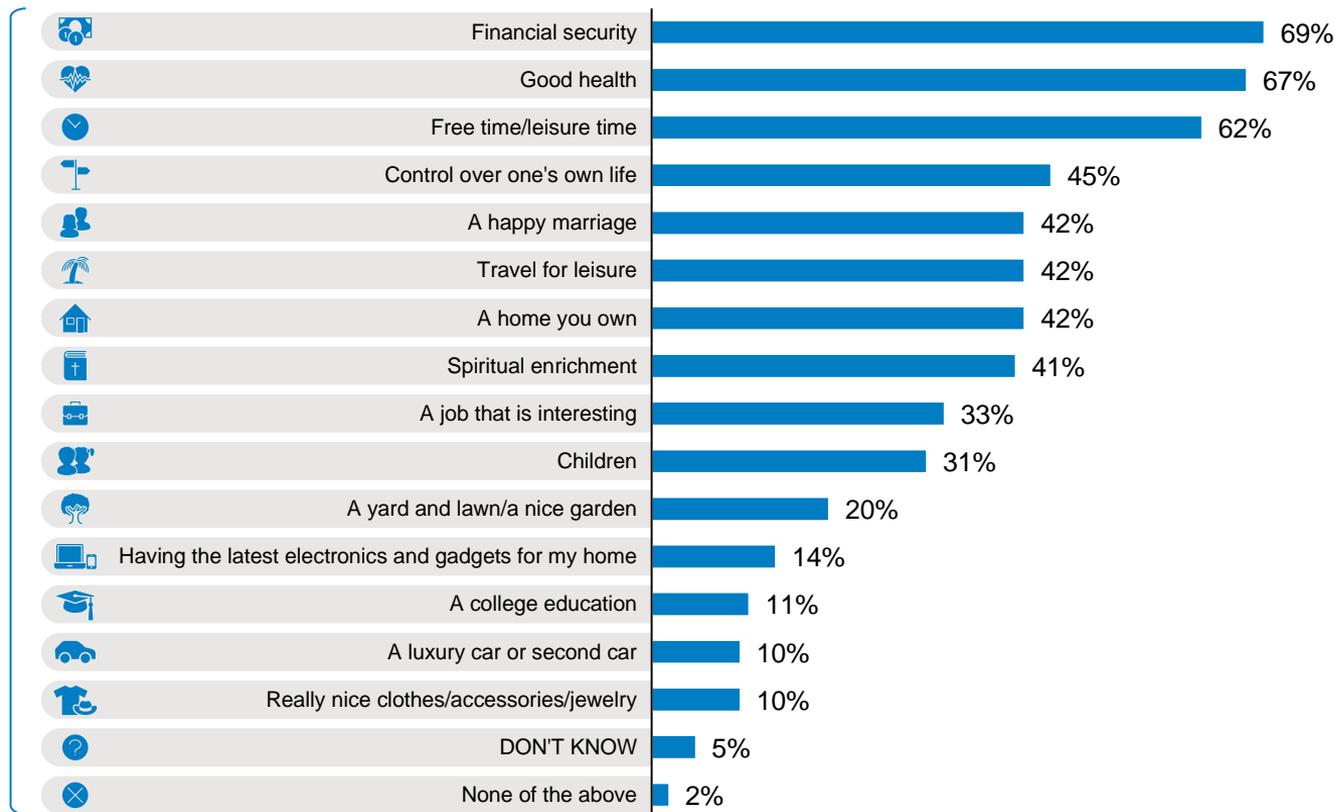
Average across Japan



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

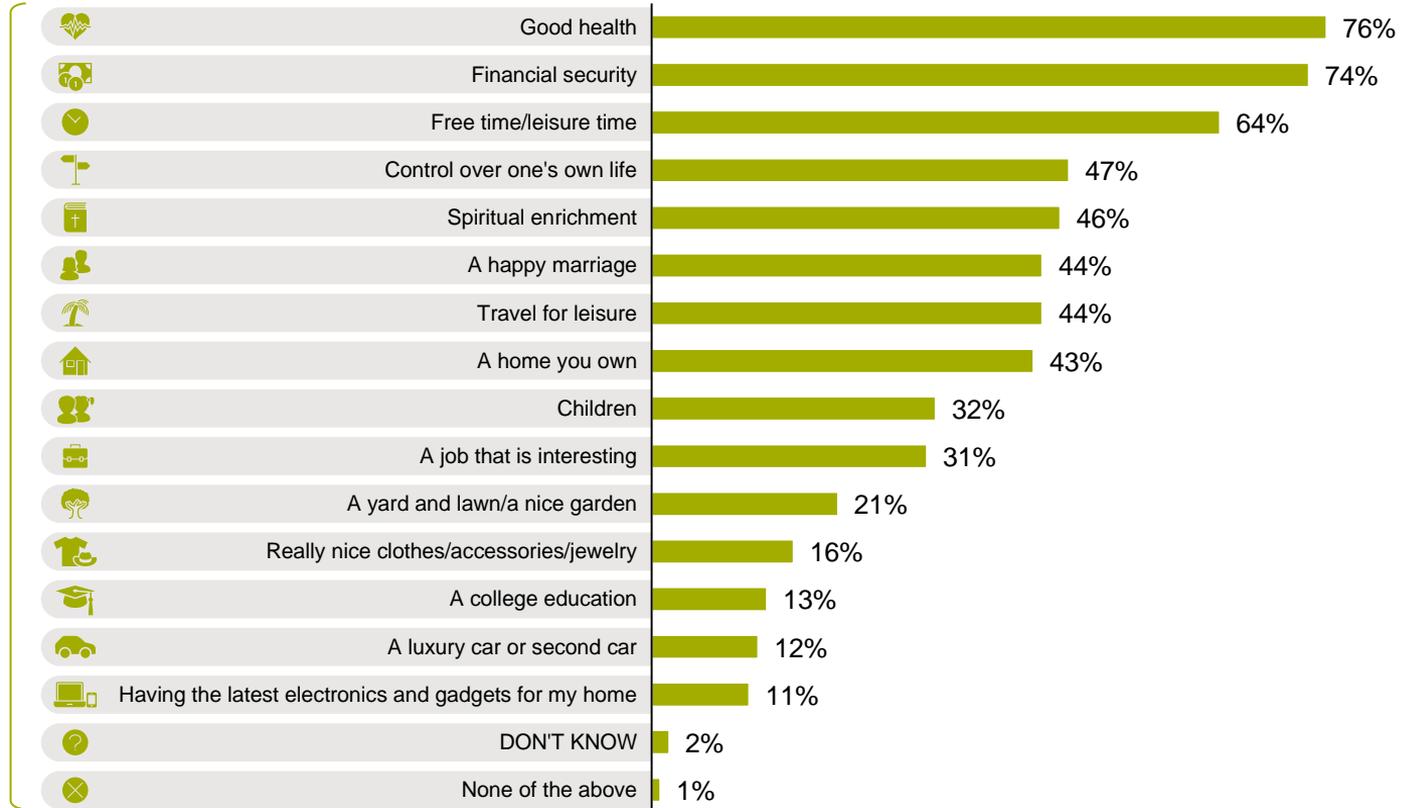
Average across Japan among men



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

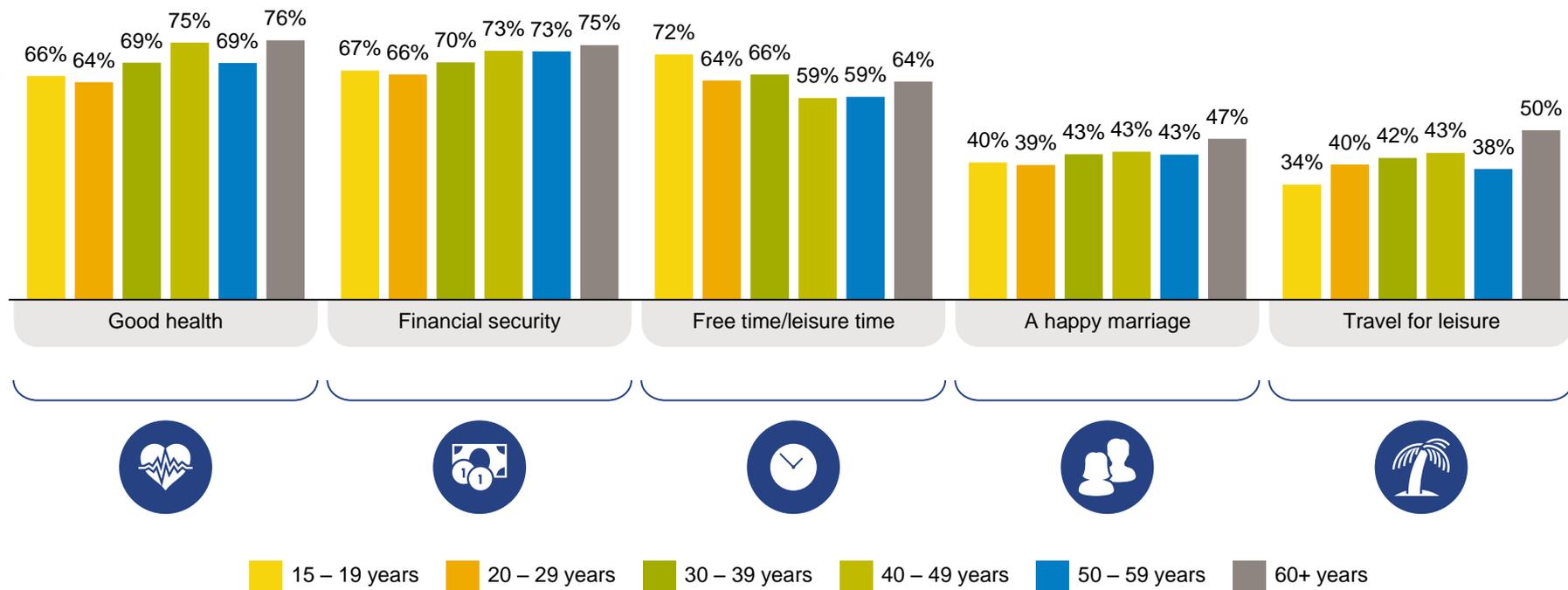
Average across Japan among women



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

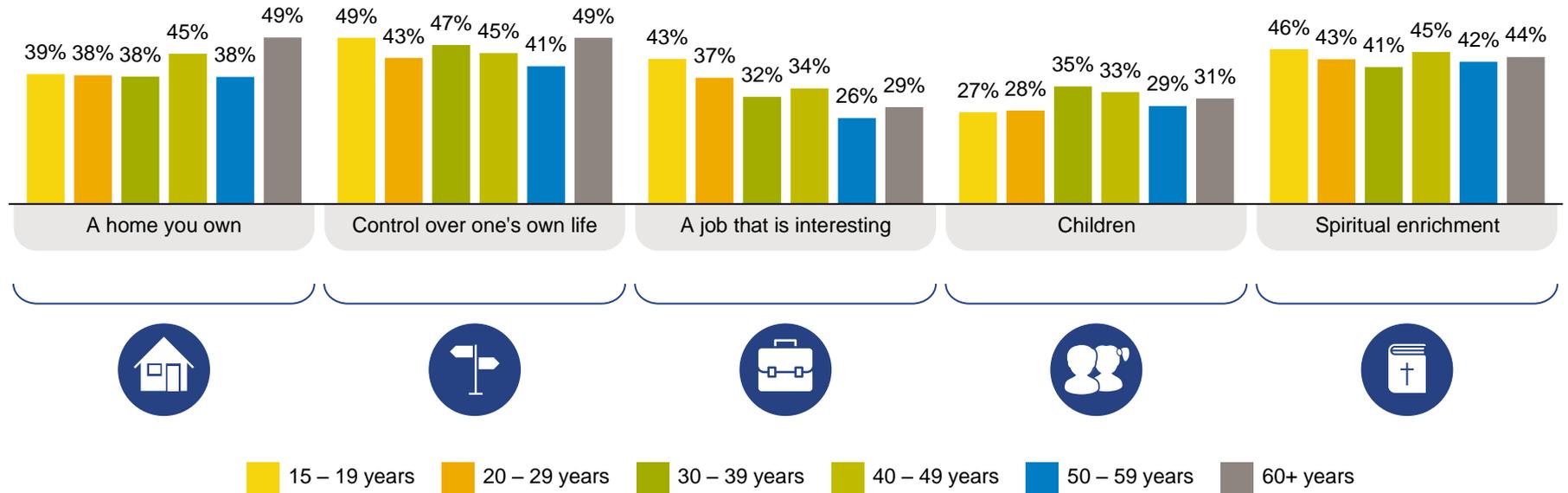
Average across Japan among age-groups (1/3)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

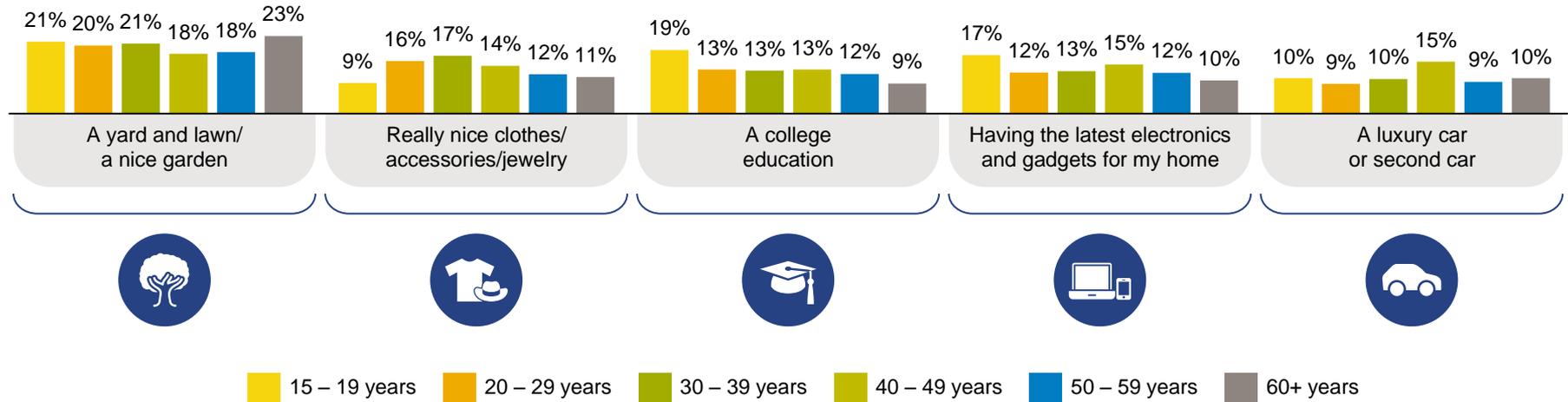
Average across Japan among age-groups (2/3)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

Average across Japan among age-groups (3/3)



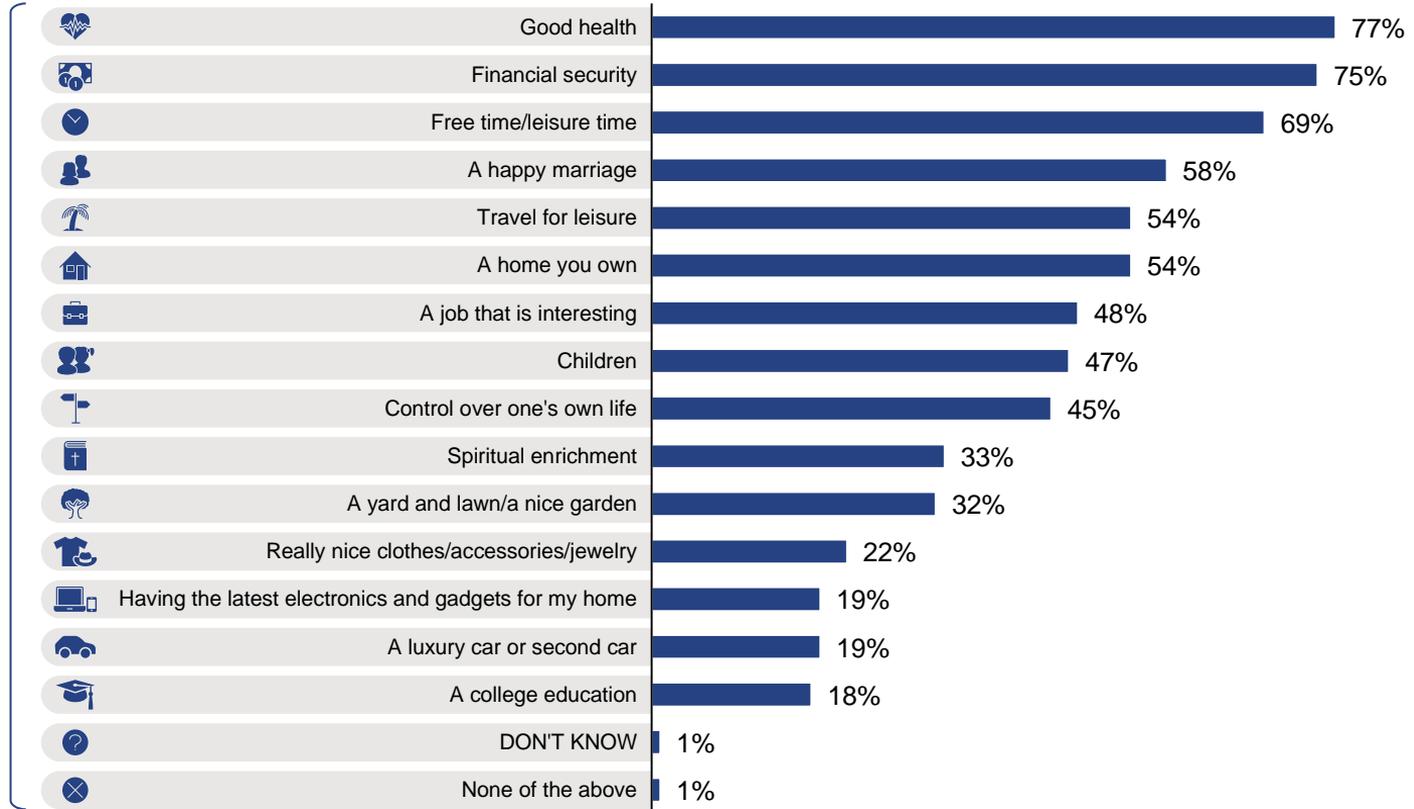
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

South Korea



Good life factors

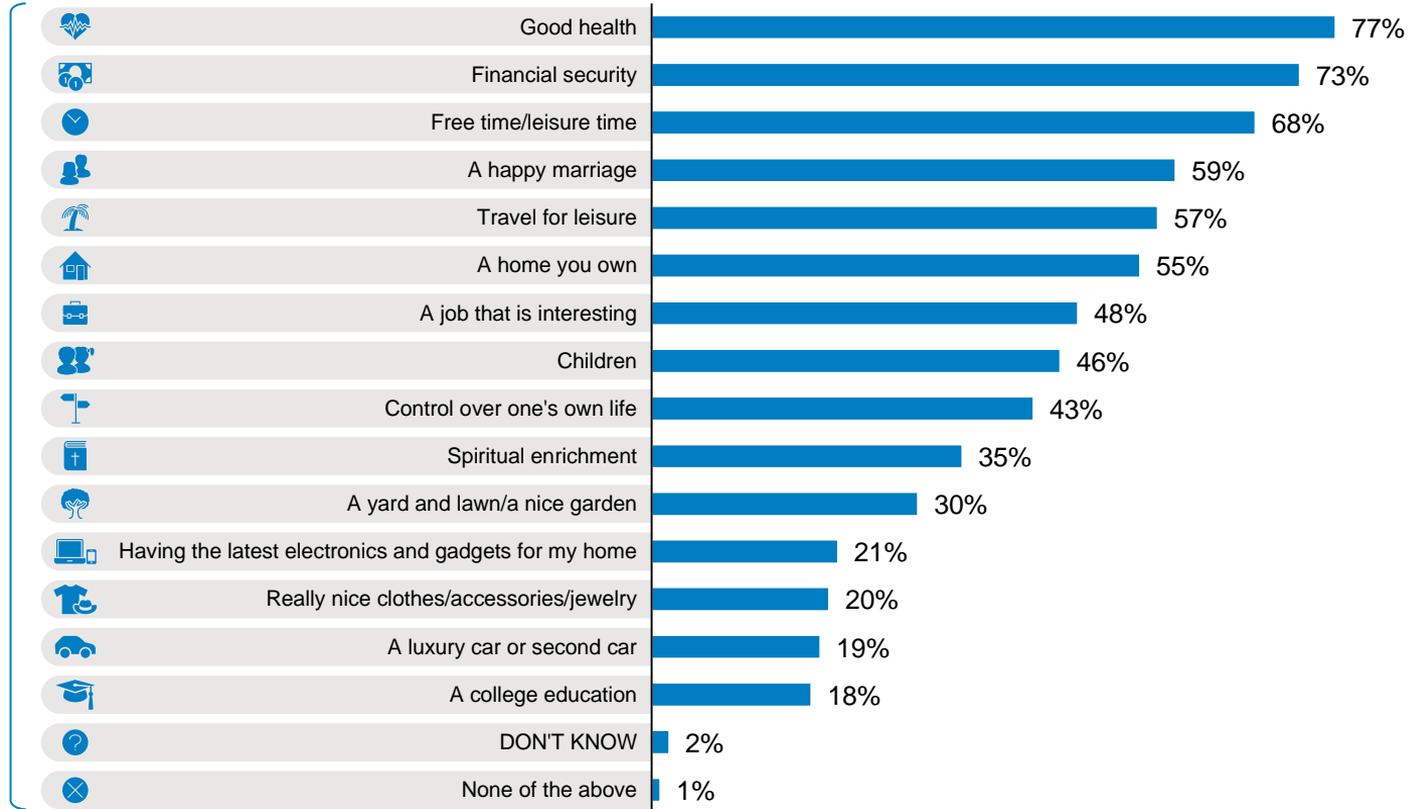
Average across South Korea



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

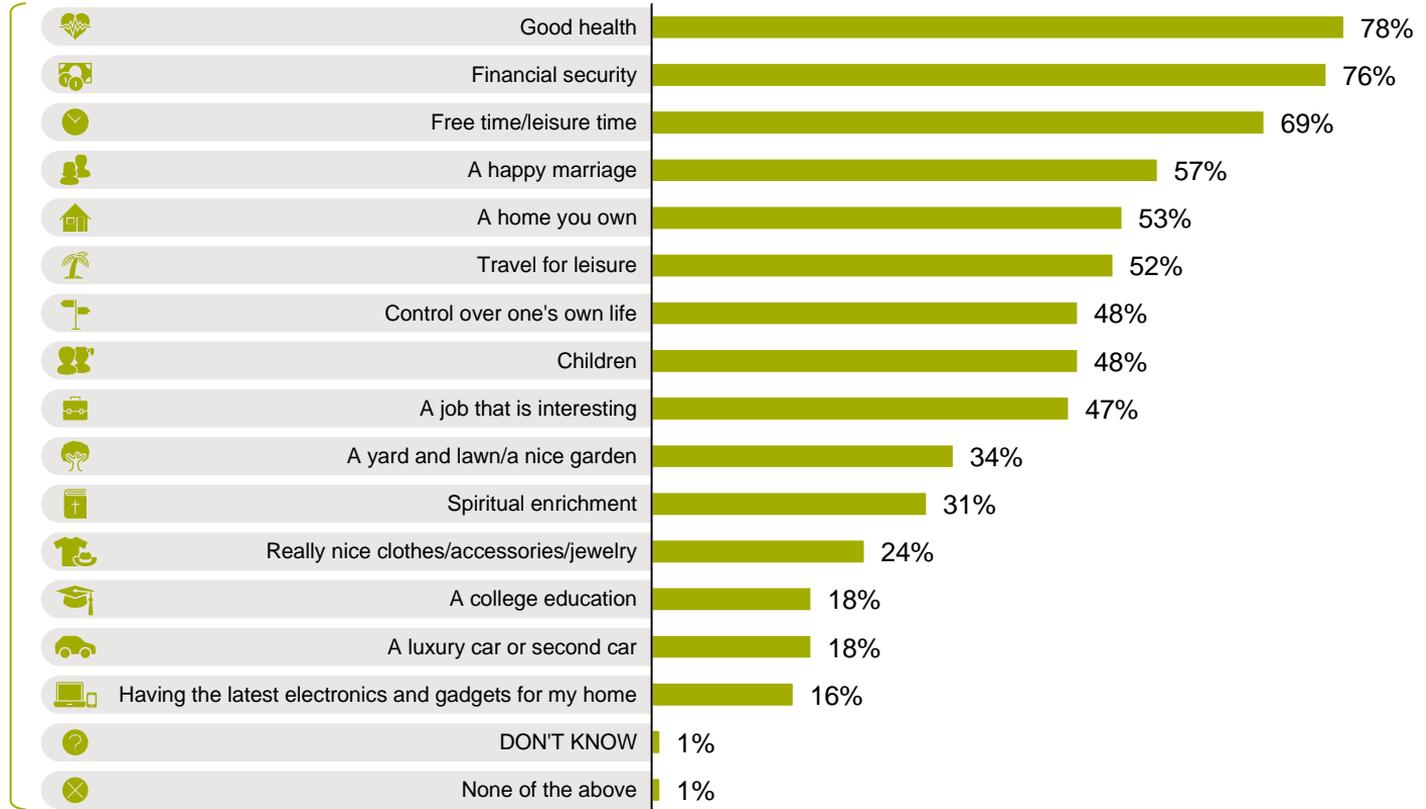
Average across South Korea among men



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

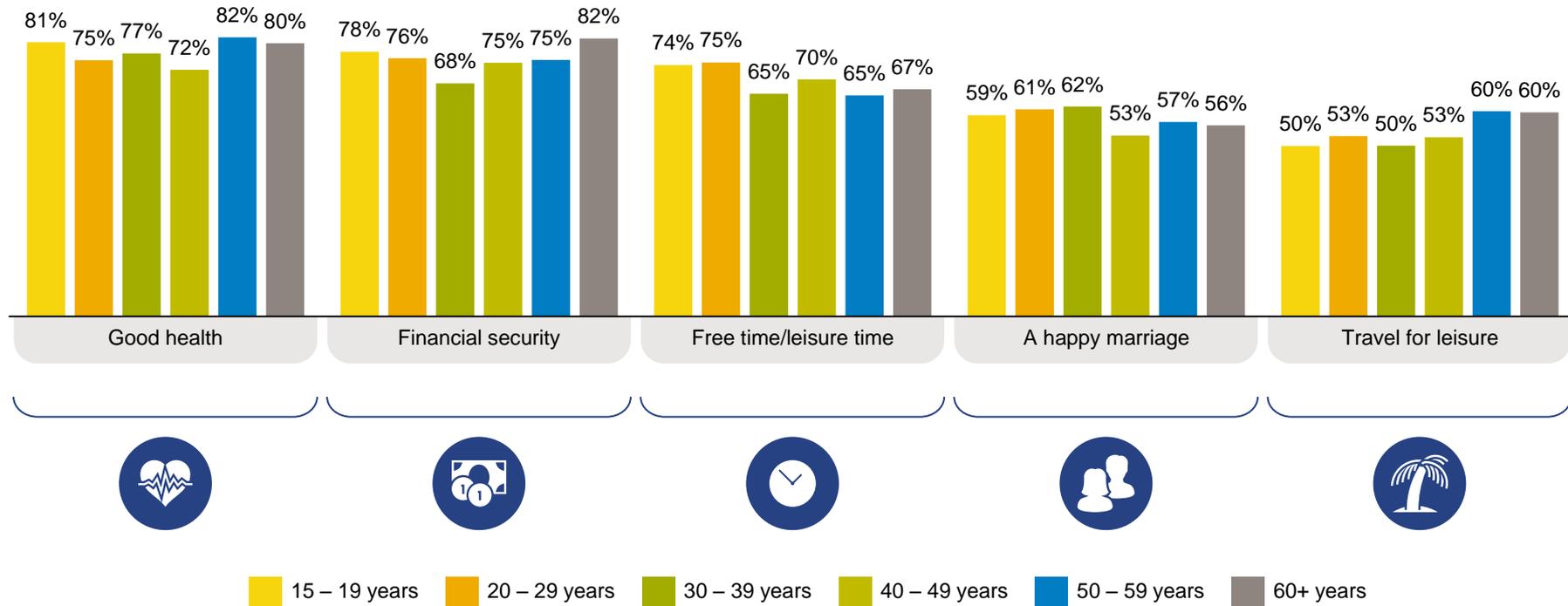
Average across South Korea among women



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

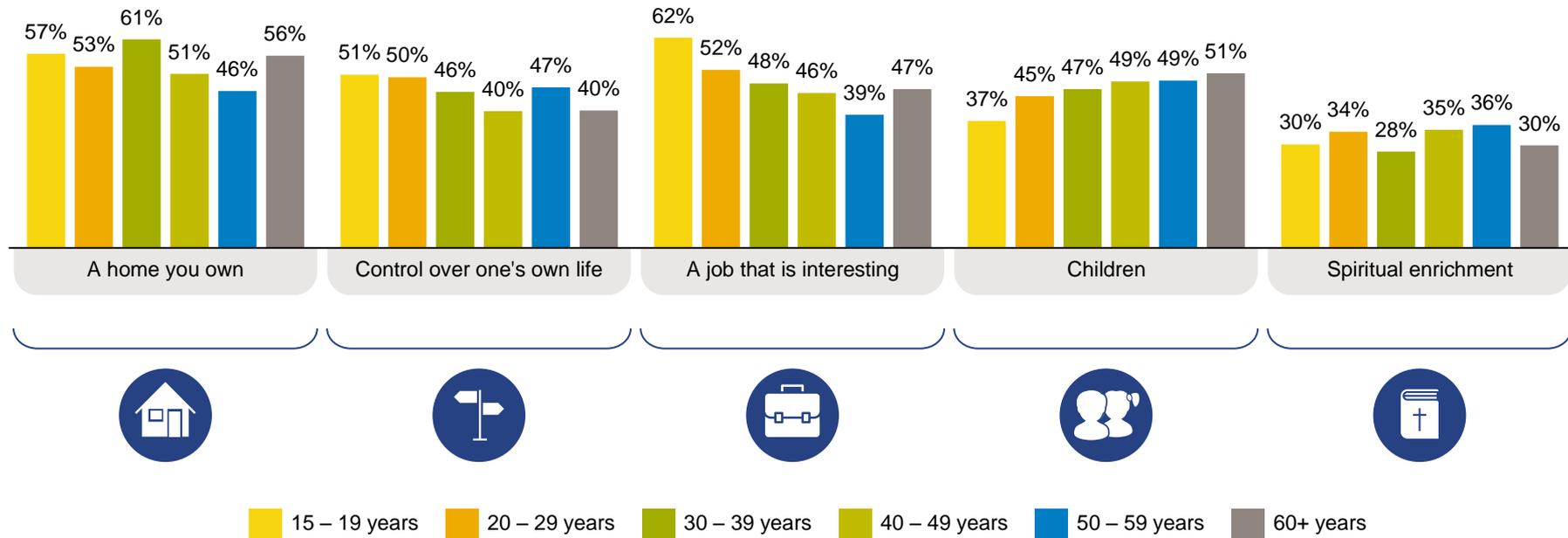
Average across South Korea among age-groups (1/3)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

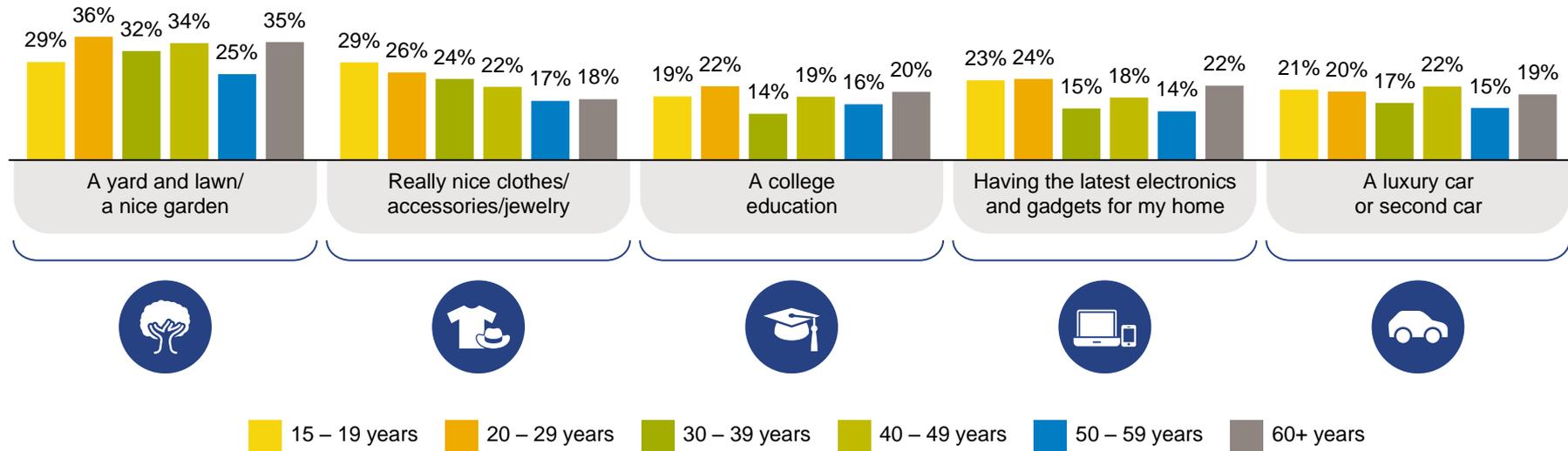
Average across South Korea among age-groups (2/3)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

Good life factors

Average across South Korea among age-groups (3/3)



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

For more information please contact
press@gfk.com