

Reasons for trying to look good and time spent on personal grooming

Global GfK survey



January 2016

Global GfK survey: Reasons for trying to look good and time spent on personal grooming





*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 2015 more than 27,000 consumers (aged 15 and older) in 22 countries online. The data have been weighted to reflect the demographic composition of the online population age 15+ in each market.

Argentina (online/n=1011) Australia (online/n=1000) Belgium (online/n=1012) Brazil (online/n=1512) Canada (online/n=1012) China (online/n=1501) Czech Republic (online/n=1003) France (online/n=1517) Germany (online/n=1511) Hong Kong (online/n=1003) Italy (online/n=1521)

Japan (online/n=1533) Mexico (online/n=1029) Netherlands (online/n=1001) Poland (online/n=1005) Russia (online/n=1514) South Korea (online/n=1000) Spain (online/n=1534) Sweden (online/n=1534) Turkey (online/n=831) UK (online/n=1501) USA (online/n=1536)



Questions





We all have our own reasons for wanting to look our best. Here are the reasons some people have given for trying to look their best. For each one, please indicate if it is a major reason why you try to look your best.

- To feel good about myself
- Because it is important for my career
- Because it is expected of me
- To be admired and respected by other people
- To please my spouse or partner
- To make a good impression on people whom I meet for the first time
- To express my individuality
- To set a good example for my children
- To make a good impression on people of the opposite sex or those that I find attractive
- Because it makes me feel in control

About how many hours per week do you typically spend at each of these activities?

On personal grooming (bathing, shaving, dressing, hair, make-up)

Global results



- Women spend an average of almost five hours a week on personal grooming (bathing, shaving, dressing, hair, make-up), while men spend just over three hours.
- The most popular major reason for trying to look their best, cited by 60 percent of the 27,000 people surveyed, is to feel good about themselves. Followed by making a good impression on people they meet for the first time (44 percent) and setting a good example for their children (40 percent).
- Men and women mirror each other in seeing these as the top three reasons for wanting to look good.
- All age groups agree that feeling good about themselves is the leading major motivation for trying to their best.

Top 5 reasons for trying to look good and average weekly time spent on personal grooming across all 22 countries





Top 5 reasons for trying to look good and average weekly time spent on personal grooming across all 22 countries by gender





Top 3 reasons for trying to look good and average weekly time spent on personal grooming across all 22 countries by age groups



15-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60+ years
61% To feel good about myself	61% To feel good about myself	60% To feel good about myself	58% To feel good about myself	59% To feel good about myself	56% To feel good about myself
54% To make a good impression on people whom I meet for the first time	49% To make a good impression on people whom I meet for the first time	49% To set a good example for my children	44% To set a good example for my children	37% To set a good example for my children	34% To set a good example for my children
46% To make a good impression on people of the opposite sex or those that I find attractive	40% To make a good impression on people of the opposite sex or those that I find attractive	49% To make a good impression on people whom I meet for the first time	41% To make a good impression on people whom I meet for the first time	33% To please my spouse or partner	34% To please my spouse or partner
3.6 hours	3.8 hours	4.0 hours	4.2 hours	4.4 hours	4.5 hours

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries - multiple answers possible - rounded

Top 3 reasons for trying to look good and weekly time spent on personal grooming





Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries - multiple answers possible - rounded



Country results – Europe

Belgium



Belgium: Top 5 reasons for trying to look good and average weekly time spent on personal grooming





reason for trying to look good

35% name this as a major reason for trying to look good

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries - multiple answers possible - rounded

Belgium: Top 5 reasons for trying to look good and average weekly time spent on personal grooming by gender





Belgium: Top 3 reasons for trying to look good and average weekly time spent on personal grooming by age groups



15-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60+ years
59% To feel good about myself	64% To feel good about myself	71% To feel good about myself	73% To feel good about myself	70% To feel good about myself	66% To feel good about myself
51% To make a good impression on people of the opposite sex or those that I find attractive	53% To please my spouse or partner	45% Because it makes me feel in control	46% To please my spouse or partner	41% To please my spouse or partner	41% To set a good example for my children
46% To make a good impression on people whom I meet for the first time	46% To make a good impression on people whom I meet for the first time	43% To please my spouse or partner	37% To set a good example for my children	31% To set a good example for my children	38% To please my spouse or partner
3.6 hours	4.4 hours	4.4 hours	4.1 hours	4.5 hours	4.2 hours

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries - multiple answers possible - rounded

Czech Republic



Czech Republic: Top 5 reasons for trying to look good and average weekly time spent on personal grooming





Czech Republic: Top 5 reasons for trying to look good and average weekly time spent on personal grooming by gender





Czech Republic: Top 3 reasons for trying to look good and average weekly time spent on personal grooming by age groups



15-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60+ years
69% To feel good about myself	71% To feel good about myself	78% To feel good about myself	80% To feel good about myself	76% To feel good about myself	78% To feel good about myself
53% To make a good impression on people of the opposite sex or those that I find attractive	49% To please my spouse or partner	57% To please my spouse or partner	49% To please my spouse or partner	48% To please my spouse or partner	48% To set a good example for my children
44% To please my spouse or partner	45% To make a good impression on people of the opposite sex or those that I find attractive	47% To set a good example for my children	47% To set a good example for my children	43% To set a good example for my children	42% To please my spouse or partner
5.8 hours	4.9 hours	4.9 hours	5.4 hours	5.0 hours	4.9 hours

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries - multiple answers possible - rounded





France: Top 5 reasons for trying to look good and average weekly time spent on personal grooming





Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

 $\ensuremath{\mathbb{C}}$ GfK 2016 | Reasons for trying to look good and time spent on personal grooming

France: Top 5 reasons for trying to look good and average weekly time spent on personal grooming by gender





France: Top 3 reasons for trying to look good and average weekly time spent on personal grooming by age groups



15-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60+ years
65% To feel good about myself	60% To feel good about myself	66% To feel good about myself	68% To feel good about myself	70% To feel good about myself	67% To feel good about myself
53% To make a good impression on people whom I meet for the first time	44% To please my spouse or partner	52% To please my spouse or partner	46% To please my spouse or partner	48% To please my spouse or partner	46% To set a good example for my children
49% Because it makes me feel in control	41% Because it makes me feel in control	46% To set a good example for my children	45% To set a good example for my children	44% To set a good example for my children	44% To please my spouse or partner
4.1 hours	5.1 hours	5.3 hours	5.4 hours	5.8 hours	5.2 hours

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries - multiple answers possible - rounded





Germany: Top 5 reasons for trying to look good and average weekly time spent on personal grooming



To please my spouse or To feel good about myself To express my individuality partner **46%** name this as a major **53%** name this as a major **70%** name this as a major reason for trying to look good reason for trying to look good reason for trying to look good To make a good impression Because it makes me feel on people whom I meet for 5.1 hours in control the first time Average weekly time spent

43% name this as a major reason for trying to look good

37% name this as a major reason for trying to look good

on personal grooming (bathing, shaving, dressing, hair, make-up)

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries - multiple answers possible - rounded

Germany: Top 5 reasons for trying to look good and average weekly time spent on personal grooming by gender





Germany: Top 3 reasons for trying to look good and average weekly time spent on personal grooming by age groups



15-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60+ years
73% To feel good about myself	72% To feel good about myself	69% To feel good about myself	70% To feel good about myself	69% To feel good about myself	68% To feel good about myself
66% To make a good impression on people whom I meet for the first time	57% To please my spouse or partner	53% To please my spouse or partner	53% To please my spouse or partner	54% To please my spouse or partner	49% To please my spouse or partner
59% To make a good impression on people of the opposite sex or those that I find attractive	53% To make a good impression on people whom I meet for the first time	49% To express my individuality	45% To express my individuality	45% To express my individuality	39% To express my individuality
4.8 hours	5.4 hours	4.7 hours	5.2 hours	4.9 hours	5.4 hours

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries - multiple answers possible - rounded

Italy



Italy: Top 5 reasons for trying to look good and average weekly time spent on personal grooming





Italy: Top 5 reasons for trying to look good and average weekly time spent on personal grooming by gender





Italy: Top 3 reasons for trying to look good and average weekly time spent on personal grooming by age groups



15-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60+ years
61% To feel good about myself	69% To feel good about myself	66% To feel good about myself	71% To feel good about myself	77% To feel good about myself	66% To feel good about myself
48% Because it makes me feel in control	40% Because it makes me feel in control	36% Because it makes me feel in control	39% Because it makes me feel in control	38% Because it makes me feel in control	38% Because it makes me feel in control
35% To express my individuality	34% To please my spouse or partner	26% To please my spouse or partner	34% To set a good example for my children	36% To set a good example for my children	28% To set a good example for my children
5.3 hours	5.8 hours	5.1 hours	5.6 hours	6.4 hours	5.0 hours

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries - multiple answers possible - rounded

Netherlands



Netherlands: Top 5 reasons for trying to look good and average weekly time spent on personal grooming





reason for trying to look good

32% name this as a major reason for trying to look good

shaving, dressing, hair, make-up)

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries - multiple answers possible - rounded

Netherlands: Top 5 reasons for trying to look good and average weekly time spent on personal grooming by gender





Netherlands: Top 3 reasons for trying to look good and average weekly time spent on personal grooming by age groups



15-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60+ years
69% To feel good about myself	69% To feel good about myself	66% To feel good about myself	66% To feel good about myself	67% To feel good about myself	61% To feel good about myself
52% To make a good impression on people of the opposite sex or those that I find attractive	52% To make a good impression on people whom I meet for the first time	46% To please my spouse or partner	42% To please my spouse or partner	33% To please my spouse or partner	43% To please my spouse or partner
49% To make a good impression on people whom I meet for the first time	43% To please my spouse or partner	44% To make a good impression on people whom I meet for the first time	36% Because it makes me feel in control	30% To make a good impression on people whom I meet for the first time	37% To set a good example for my children
4.6 hours	4.0 hours	5.2 hours	5.1 hours	4.4 hours	4.5 hours

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries - multiple answers possible - rounded
Poland



Poland: Top 5 reasons for trying to look good and average weekly time spent on personal grooming



To feel good about myself

53% name this as a major reason for trying to look good



To set a good example for my children

47% name this as a major reason for trying to look good



To make a good impression on people whom I meet for the first time

47% name this as a major reason for trying to look good



To please my spouse or partner

46% name this as a major reason for trying to look good



To make a good impression on people of the opposite sex or those that I find attractive

44% name this as a major reason for trying to look good



Average weekly time spent on personal grooming (bathing, shaving, dressing, hair, make-up)

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

 $\ensuremath{\mathbb{C}}$ GfK 2016 | Reasons for trying to look good and time spent on personal grooming

Poland: Top 5 reasons for trying to look good and average weekly time spent on personal grooming by gender





Poland: Top 3 reasons for trying to look good and average weekly time spent on personal grooming by age groups



15-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60+ years
61% To feel good about myself	57% To feel good about myself	52% To set a good example for my children	51% To set a good example for my children	61% To set a good example for my children	59% To set a good example for my children
59% To make a good impression on people of the opposite sex or those that I find attractive	52% To make a good impression on people whom I meet for the first time	51% To feel good about myself	49% To please my spouse or partner	49% To please my spouse or partner	57% To feel good about myself
53% To make a good impression on people whom I meet for the first time	52% To make a good impression on people of the opposite sex or those that I find attractive	47% To please my spouse or partner	47% To feel good about myself	47% To feel good about myself	47% To make a good impression on people whom I meet for the first time
5.3 hours	5.3 hours	4.8 hours	4.4 hours	4.6 hours	4.6 hours

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries - multiple answers possible - rounded

Russia



Russia: Top 5 reasons for trying to look good and average weekly time spent on personal grooming



To set a good example for To please my spouse or To feel good about myself my children partner 54% name this as a major 53% name this as a major 69% name this as a major reason for trying to look good reason for trying to look good reason for trying to look good Because it makes me feel To make a good impression 4.2 hours on people whom I meet for in control the first time

49% name this as a major reason for trying to look good



48% name this as a major reason for trying to look good



Average weekly time spent on personal grooming (bathing, shaving, dressing, hair, make-up)

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries - multiple answers possible - rounded

Russia: Top 5 reasons for trying to look good and average weekly time spent on personal grooming by gender





Russia: Top 3 reasons for trying to look good and average weekly time spent on personal grooming by age groups



15-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60+ years
67% To feel good about myself	72% To feel good about myself	70% To feel good about myself	69% To feel good about myself	66% To feel good about myself	62% To feel good about myself
54% To make a good impression on people of the opposite sex or those that I find attractive	56% To please my spouse or partner	62% To set a good example for my children	58% To set a good example for my children	60% To set a good example for my children	53% To set a good example for my children
52% To make a good impression on people whom I meet for the first time	53% To make a good impression on people whom I meet for the first time	61% To please my spouse or partner	54% To please my spouse or partner	49% To make a good impression on people whom I meet for the first time	49% Because it makes me feel in control
3.9 hours	4.4 hours	4.5 hours	4.1 hours	3.9 hours	3.7 hours

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries - multiple answers possible - rounded

 $\ensuremath{\mathbb{C}}$ GfK 2016 | Reasons for trying to look good and time spent on personal grooming





Spain: Top 5 reasons for trying to look good and average weekly time spent on personal grooming



To please my spouse or To set a good example for To feel good about myself my children partner **39%** name this as a major **35%** name this as a major 73% name this as a major reason for trying to look good reason for trying to look good reason for trying to look good Because it makes me feel To make a good 5.0 hours impression on people in control whom I meet for the first time Average weekly time spent on personal grooming (bathing, **29%** name this as a major **27%** name this as a major shaving, dressing, hair, make-up) reason for trying to look good reason for trying to look good

Spain: Top 5 reasons for trying to look good and average weekly time spent on personal grooming by gender





Spain: Top 3 reasons for trying to look good and average weekly time spent on personal grooming by age groups



15-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60+ years
60% To feel good about myself	71% To feel good about myself	72% To feel good about myself	73% To feel good about myself	73% To feel good about myself	79% To feel good about myself
37% Because it makes me feel in control	42% To please my spouse or partner	39% To please my spouse or partner	44% To set a good example for my children	36% To set a good example for my children	37% To please my spouse or partner
36% To make a good impression on people whom I meet for the first time	32% To make a good impression on people of the opposite sex or those that I find attractive	37% To set a good example for my children	41% To please my spouse or partner	34% To please my spouse or partner	36% To set a good example for my children
4.2 hours	5.1 hours	5.1 hours	5.2 hours	4.5 hours	5.2 hours

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries - multiple answers possible - rounded

Sweden



Sweden: Top 5 reasons for trying to look good and average weekly time spent on personal grooming



To make a good impression To please my spouse or To feel good about myself on people whom I meet for partner the first time **44%** name this as a major **39%** name this as a major 65% name this as a major reason for trying to look good reason for trying to look good reason for trying to look good To make a good impression Because it makes me feel on people of the opposite in control



sex or those that I find attractive

37% name this as a major reason for trying to look good



35% name this as a major reason for trying to look good



Average weekly time spent on personal grooming (bathing, shaving, dressing, hair, make-up)

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries - multiple answers possible - rounded

Sweden: Top 5 reasons for trying to look good and average weekly time spent on personal grooming by gender





Sweden: Top 3 reasons for trying to look good and average weekly time spent on personal grooming by age groups



15-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60+ years
64% To feel good about myself	65% To feel good about myself	69% To feel good about myself	65% To feel good about myself	68% To feel good about myself	63% To feel good about myself
56% To express my individuality	46% To make a good impression on people of the opposite sex or those that I find attractive	44% To make a good impression on people of the opposite sex or those that I find attractive	47% To make a good impression on people whom I meet for the first time	42% To make a good impression on people whom I meet for the first time	38% To make a good impression on people whom I meet for the first time
54% To make a good impression on people of the opposite sex or those that I find attractive	46% To make a good impression on people whom I meet for the first time	43% To make a good impression on people whom I meet for the first time	37% To please my spouse or partner	39% To set a good example for my children	35% To please my spouse or partner
4.7 hours	4.5 hours	4.2 hours	4.4 hours	4.5 hours	5.8 hours

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries - multiple answers possible - rounded

Turkey



Turkey: Top 5 reasons for trying to look good and average weekly time spent on personal grooming





Turkey: Top 5 reasons for trying to look good and average weekly time spent on personal grooming by gender





Turkey: Top 3 reasons for trying to look good and average weekly time spent on personal grooming by age groups



15-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60+ years*
73% To feel good about myself	79% To feel good about myself	82% To feel good about myself	89% To feel good about myself	87% To feel good about myself	77%* To feel good about myself
69% To express my individuality	73% To express my individuality	75% To set a good example for my children	83% To set a good example for my children	84% To set a good example for my children	77% * To set a good example for my children
63% Because it is important for my career	70% Because it is important for my career	75% To express my individuality	83% To express my individuality	83% To please my spouse or partner	77%* To please my spouse or partner
4.4 hours	4.0 hours	3.3 hours	3.7 hours	3.7 hours	2.7 hours*

United Kingdom



United Kingdom: Top 5 reasons for trying to look good and average weekly time spent on personal grooming





United Kingdom: Top 5 reasons for trying to look good and average weekly time spent on personal grooming by gender





United Kingdom: Top 3 reasons for trying to look good and average weekly time spent on personal grooming by age groups



15-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60+ years
65% To feel good about myself	57% To feel good about myself	50% To feel good about myself	51% To feel good about myself	53% To feel good about myself	51% To feel good about myself
50% To make a good impression on people whom I meet for the first time	38% To make a good impression on people whom I meet for the first time	35% Because it makes me feel in control	25% To please my spouse or partner	25% To express my individuality	33% To please my spouse or partner
46% To make a good impression on people of the opposite sex or those that I find attractive	34% To express my individuality	35% To make a good impression on people whom I meet for the first time	24% To make a good impression on people whom I meet for the first time	24% To please my spouse or partner	22% To make a good impression on people whom I meet for the first time
5.0 hours	4.4 hours	4.1 hours	4.3 hours	4.8 hours	4.9 hours

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries - multiple answers possible - rounded

Country results – North America

Canada



Canada: Top 5 reasons for trying to look good and average weekly time spent on personal grooming





Canada: Top 5 reasons for trying to look good and average weekly time spent on personal grooming by gender





Canada: Top 3 reasons for trying to look good and average weekly time spent on personal grooming by age groups



15-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60+ years
62% To feel good about myself	55% To feel good about myself	60% To feel good about myself	60% To feel good about myself	58% To feel good about myself	63% To feel good about myself
52% To make a good impression on people whom I meet for the first time	30% To make a good impression on people whom I meet for the first time	36% To please my spouse or partner	33% To make a good impression on people whom I meet for the first time	27% To please my spouse or partner	29% To please my spouse or partner
43% To be admired and respected by other people	28% Because it makes me feel in control	35% Because it makes me feel in control	33% To please my spouse or partner	25% To make a good impression on people whom I meet for the first time	24% To express my individuality
3.8 hours	4.6 hours	4.7 hours	4.8 hours	4.5 hours	5.1 hours

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries - multiple answers possible - rounded

USA



USA: Top 5 reasons for trying to look good and average weekly time spent on personal grooming



To feel good about myself 2 To please my spouse or partner 52% name this as a major reason for trying to look good 50% name this as a major reason for trying to look good



To express my individuality

35% name this as a major reason for trying to look good

4

To make a good impression on people whom I meet for the first time

34% name this as a major reason for trying to look good



Because it makes me feel in control

33% name this as a major reason for trying to look good



Average weekly time spent on personal grooming (bathing, shaving, dressing, hair, make-up)

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

 $\ensuremath{\mathbb{C}}$ GfK 2016 | Reasons for trying to look good and time spent on personal grooming

USA: Top 5 reasons for trying to look good and average weekly time spent on personal grooming by gender





USA: Top 3 reasons for trying to look good and average weekly time spent on personal grooming by age groups



15-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60+ years
54% To feel good about myself	63% To feel good about myself	65% To feel good about myself	63% To feel good about myself	63% To feel good about myself	62% To feel good about myself
40% To express my individuality	46% To make a good impression on people whom I meet for the first time	44% To make a good impression on people whom I meet for the first time	39% To please my spouse or partner	29% To express my individuality	33% To please my spouse or partner
38% To make a good impression on people of the opposite sex or those that I find attractive	42% To express my individuality	42% To set a good example for my children	39% To set a good example for my children	29% To please my spouse or partner	28% To make a good impression on people whom I meet for the first time
4.7 hours	5.1 hours	5.3 hours	5.6 hours	5.4 hours	5.3 hours

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries - multiple answers possible - rounded

 $\ensuremath{\mathbb{C}}$ GfK 2016 | Reasons for trying to look good and time spent on personal grooming

Country results – Latin America

Argentina



Argentina: Top 5 reasons for trying to look good and average weekly time spent on personal grooming



To feel good about myself

76% name this as a major reason for trying to look good



To set a good example for my children

41% name this as a major reason for trying to look good



To make a good impression on people of the opposite sex or those that I find attractive

38% name this as a major reason for trying to look good



To please my spouse or partner

37% name this as a major reason for trying to look good



To make a good impression on people whom I meet for the first time

37% name this as a major reason for trying to look good



Average weekly time spent on personal grooming (bathing, shaving, dressing, hair, make-up)

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded
Argentina: Top 5 reasons for trying to look good and average weekly time spent on personal grooming by gender





Argentina: Top 3 reasons for trying to look good and average weekly time spent on personal grooming by age groups



15-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60+ years
67% To feel good about myself	79% To feel good about myself	79% To feel good about myself	79% To feel good about myself	77% To feel good about myself	87% To feel good about myself
45% To make a good impression on people of the opposite sex or those that I find attractive	46% To make a good impression on people of the opposite sex or those that I find attractive	48% To set a good example for my children	48% To set a good example for my children	54% To set a good example for my children	49% To set a good example for my children
43% To make a good impression on people whom I meet for the first time	38% To express my individuality	44% To please my spouse or partner	39% To please my spouse or partner	30% To make a good impression on people whom I meet for the first time	36% To express my individuality
4.6 hours	5.8 hours	5.0 hours	5.2 hours	5.4 hours	6.6 hours

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries - multiple answers possible - rounded

Brazil



Brazil: Top 5 reasons for trying to look good and average weekly time spent on personal grooming





Brazil: Top 5 reasons for trying to look good and average weekly time spent on personal grooming by gender





Brazil: Top 3 reasons for trying to look good and average weekly time spent on personal grooming by age groups



15-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60+ years
67% To feel good about myself	73% To feel good about myself	73% To feel good about myself	82% To feel good about myself	80% To feel good about myself	80% To feel good about myself
47% Because it makes me feel in control	56% To please my spouse or partner	63% To please my spouse or partner	64% To set a good example for my children	65% To set a good example for my children	65% To set a good example for my children
46% To express my individuality	55% Because it makes me feel in control	58% To set a good example for my children	62% To please my spouse or partner	53% To please my spouse or partner	57% To please my spouse or partner
4.5 hours	4.6 hours	4.5 hours	3.8 hours	3.7 hours	4.6 hours

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries - multiple answers possible - rounded

Mexico



Mexico: Top 5 reasons for trying to look good and average weekly time spent on personal grooming





42% name this as a major reason for trying to look good

41% name this as a major reason for trying to look good

Average weekly time spent on personal grooming (bathing, shaving, dressing, hair, make-up)

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

 $\ensuremath{\mathbb{C}}$ GfK 2016 | Reasons for trying to look good and time spent on personal grooming

Mexico: Top 5 reasons for trying to look good and average weekly time spent on personal grooming by gender





Mexico: Top 3 reasons for trying to look good and average weekly time spent on personal grooming by age groups



15-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60+ years
76% To feel good about myself	79% To feel good about myself	80% To feel good about myself	86% To feel good about myself	88% To feel good about myself	91% To feel good about myself
53% To express my individuality	45% To make a good impression on people whom I meet for the first time	60% To set a good example for my children	72% To set a good example for my children	65% To set a good example for my children	66% To set a good example for my children
52% To make a good impression on people whom I meet for the first time	44% To set a good example for my children	50% To please my spouse or partner	49% To please my spouse or partner	38% To please my spouse or partner	43% To express my individuality
5.1 hours	4.8 hours	4.6 hours	5.4 hours	4.4 hours	4.1 hours

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries - multiple answers possible - rounded

 $\ensuremath{\mathbb{C}}$ GfK 2016 | Reasons for trying to look good and time spent on personal grooming

Country results – Asia-Pacific

Australia



Australia: Top 5 reasons for trying to look good and average weekly time spent on personal grooming





Australia: Top 5 reasons for trying to look good and average weekly time spent on personal grooming by gender





Australia: Top 3 reasons for trying to look good and average weekly time spent on personal grooming by age groups



15-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60+ years
62% To feel good about myself	61% To feel good about myself	56% To feel good about myself	59% To feel good about myself	50% To feel good about myself	42% To feel good about myself
45% To make a good impression on people whom I meet for the first time	41% Because it makes me feel in control	35% To make a good impression on people whom I meet for the first time	30% To set a good example for my children	20% To please my spouse or partner	21% To please my spouse or partner
44% To make a good impression on people of the opposite sex or those that I find attractive	38% To make a good impression on people whom I meet for the first time	33% Because it makes me feel in control	29% To make a good impression on people whom I meet for the first time	18% To express my individuality	20% To set a good example for my children
5.1 hours	4.8 hours	4.6 hours	5.4 hours	4.4 hours	4.1 hours

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries - multiple answers possible - rounded

China



China: Top 5 reasons for trying to look good and average weekly time spent on personal grooming





reason for trying to look good

reason for trying to look good

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries - multiple answers possible - rounded

China: Top 5 reasons for trying to look good and average weekly time spent on personal grooming by gender





China: Top 3 reasons for trying to look good and average weekly time spent on personal grooming by age groups



15-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60+ years
63% To make a good impression on people whom I meet for the first time	55% To feel good about myself	58% To make a good impression on people whom I meet for the first time	55% To make a good impression on people whom I meet for the first time	46% To set a good example for my children	52% To set a good example for my children
59% To feel good about myself	53% To make a good impression on people whom I meet for the first time	56% To set a good example for my children	49% To set a good example for my children	46% To feel good about myself	41% To make a good impression on people whom I meet for the first time
46% To make a good impression on people of the opposite sex or those that I find attractive	45% To set a good example for my children	53% To feel good about myself	46% To feel good about myself	41% To make a good impression on people whom I meet for the first time	31% To feel good about myself
2.5 hours	2.7 hours	3.2 hours	2.8 hours	3.4 hours	2.4 hours

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries - multiple answers possible - rounded

Hong Kong



Hong Kong: Top 5 reasons for trying to look good and average weekly time spent on personal grooming





Hong Kong: Top 5 reasons for trying to look good and average weekly time spent on personal grooming by gender





Hong Kong: Top 3 reasons for trying to look good and average weekly time spent on personal grooming by age groups



15-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60+ years
48% To make a good impression on people whom I meet for the first time	39% To make a good impression on people whom I meet for the first time	37% To feel good about myself	37% To set a good example for my children	33% To set a good example for my children	32% To set a good example for my children
44% To feel good about myself	34% To feel good about myself	35% To make a good impression on people whom I meet for the first time	31% To make a good impression on people whom I meet for the first time	28% To make a good impression on people whom I meet for the first time	26% To make a good impression on people whom I meet for the first time
40% Because it is important for my career	29% To express my individuality	35% Because it is important for my career	26% To express my individuality	27% Because it is important for my career	26% To express my individuality
5.6 hours	4.3 hours	5.2 hours	4.5 hours	5.9 hours	4.1 hours

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries - multiple answers possible - rounded





Japan: Top 5 reasons for trying to look good and average weekly time spent on personal grooming



Because it makes me feel To make a good impression To feel good about myself on people whom I meet for in control the first time **40%** name this as a major **39%** name this as a major **40%** name this as a major reason for trying to look good reason for trying to look good reason for trying to look good To express my individuality To make a good impression 3.6 hours on people of the opposite sex or those that I find attractive Average weekly time spent on personal grooming (bathing,

29% name this as a major reason for trying to look good

28% name this as a major reason for trying to look good

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries - multiple answers possible - rounded

© GfK 2016 | Reasons for trying to look good and time spent on personal grooming

shaving, dressing, hair, make-up)

Japan: Top 5 reasons for trying to look good and average weekly time spent on personal grooming by gender





Japan: Top 3 reasons for trying to look good and average weekly time spent on personal grooming by age groups



15-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60+ years
48% To make a good impression on people whom I meet for the first time	46% Because it makes me feel in control	48% To feel good about myself	37% To make a good impression on people whom I meet for the first time	40% To feel good about myself	39% Because it makes me feel in control
45% Because it makes me feel in control	45% To make a good impression on people whom I meet for the first time	43% To make a good impression on people whom I meet for the first time	36% To feel good about myself	35% Because it makes me feel in control	37% To feel good about myself
42% To feel good about myself	41% To feel good about myself	42% Because it makes me feel in control	36% Because it makes me feel in control	35% To make a good impression on people whom I meet for the first time	35% To make a good impression on people whom I meet for the first time
3.0 hours	4.1 hours	4.1 hours	3.6 hours	3.4 hours	3.2 hours

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries - multiple answers possible - rounded

South Korea



South Korea: Top 5 reasons for trying to look good and average weekly time spent on personal grooming



Because it makes me feel To make a good impression To feel good about myself on people whom I meet for in control the first time **44%** name this as a major **40%** name this as a major 51% name this as a major reason for trying to look good reason for trying to look good reason for trying to look good To set a good example for To make a good impression 3.3 hours on people of the opposite my children sex or those that I find attractive Average weekly time spent

35% name this as a major reason for trying to look good

32% name this as a major reason for trying to look good

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

© GfK 2016 | Reasons for trying to look good and time spent on personal grooming

on personal grooming (bathing, shaving, dressing, hair, make-up)

South Korea: Top 5 reasons for trying to look good and average weekly time spent on personal grooming by gender





South Korea: Top 3 reasons for trying to look good and average weekly time spent on personal grooming by age groups



15-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60+ years
50% To make a good impression on people whom I meet for the first time	63% To feel good about myself	47% To feel good about myself	57% To feel good about myself	45% To feel good about myself	45% To feel good about myself
50% To feel good about myself	58% Because it makes me feel in control	43% Because it makes me feel in control	45% Because it makes me feel in control	41% To set a good example for my children	41% To set a good example for my children
49% To make a good impression on people of the opposite sex or those that I find attractive	50% To make a good impression on people whom I meet for the first time	42% To make a good impression on people whom I meet for the first time	44% To set a good example for my children	40% Because it makes me feel in control	32% Because it makes me feel in control
3.3 hours	4.9 hours	3.4 hours	3.4 hours	2.7 hours	2.5 hours

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries - multiple answers possible - rounded

For more information please contact press@gfk.com