

Major causes of stress

Global GfK survey



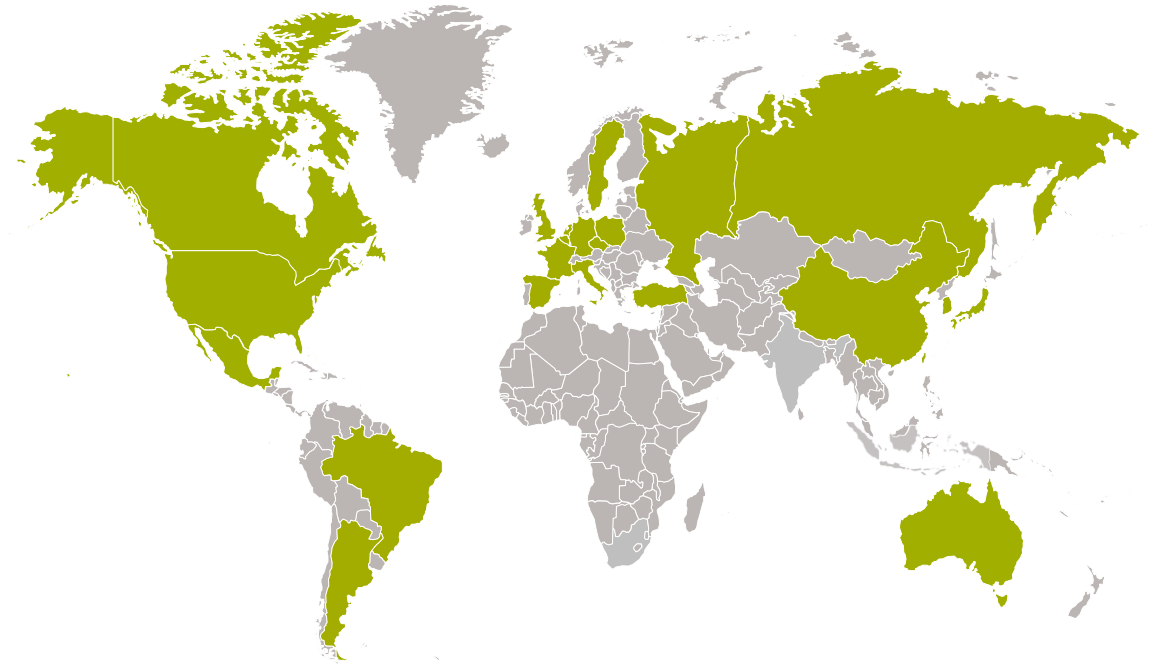
November 2015

Global GfK survey: Major causes of stress

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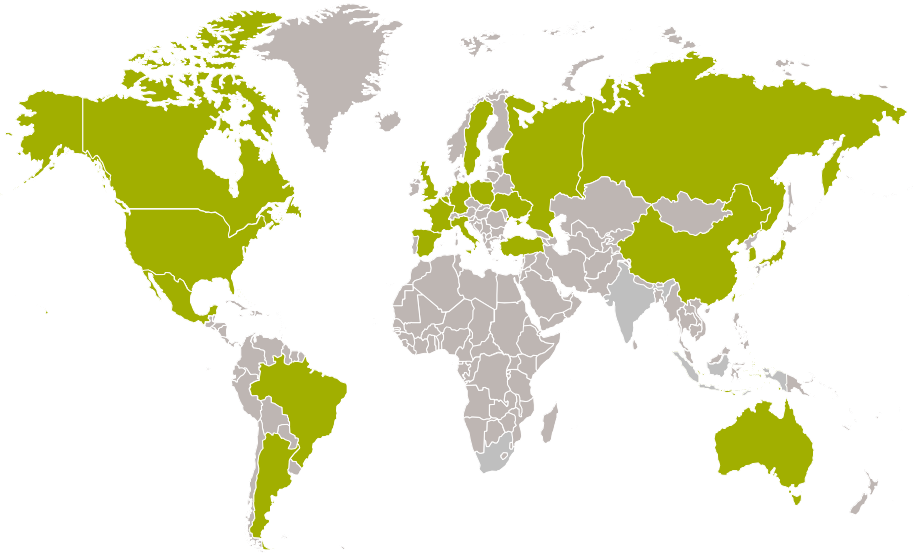
*To see country results, click on the map. To go back to the table of content, click on the GfK logo anywhere in the document.

Methodology

Countries covered, methodology and sample size

GfK interviewed in summer 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)	Japan (online/n=1533)
Australia (online/n=1000)	Mexico (online/n=1029)
Belgium (online/n=1012)	Netherlands (online/n=1001)
Brazil (online/n=1512)	Poland (online/n=1005)
Canada (online/n=1012)	Russia (online/n=1514)
China (online/n=1501)	South Korea (online/n=1000)
Czech Republic (online/n=1003)	Spain (online/n=1534)
France (online/n=1517)	Sweden (online/n=1000)
Germany (online/n=1511)	Turkey (online/n=831)
Hong Kong (online/n=1003)	UK (online/n=1501)
Italy (online/n=1521)	USA (online/n=1536)



Question



Please indicate which of these things are a major cause of stress in your life?

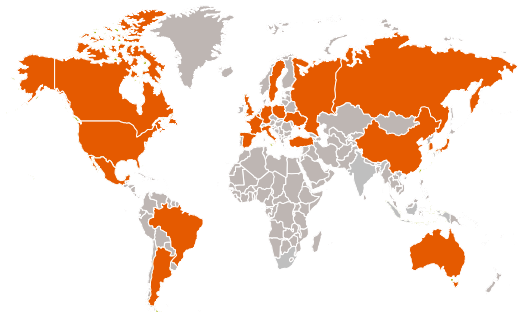
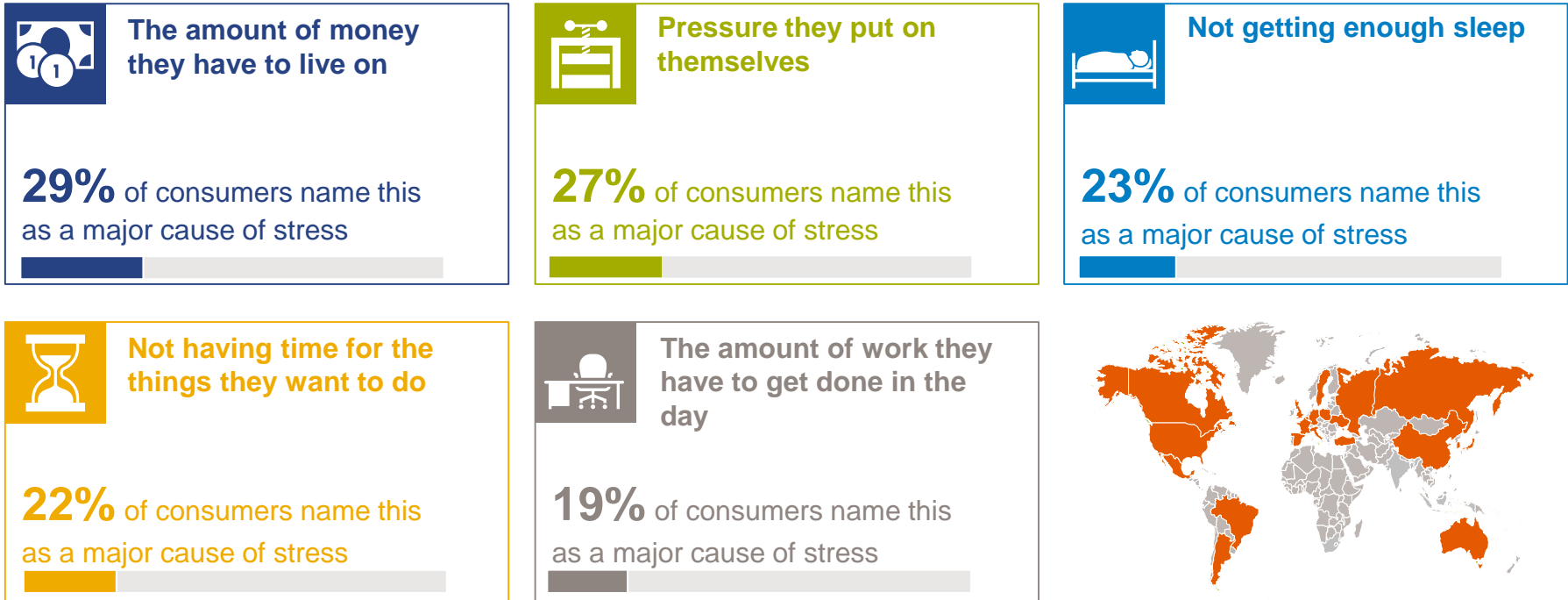
- The amount of money you have to live on
- Your children
- The amount of work you have to get done in the day
- The people you have to work with
- Your spouse
- Getting to and from the places you have to go each day
- Your parents
- Pressure you put on yourself
- Your health
- Not getting enough sleep
- The threat of crime
- Not having time for the things I want to do
- Threats from the outside world (natural disaster, terrorism, etc.)
- Taking care of a family member (beyond normal parenting) who is ill, elderly, or has other needs or problems (e.g., financial, housekeeping, etc.)

Global results

Highlights

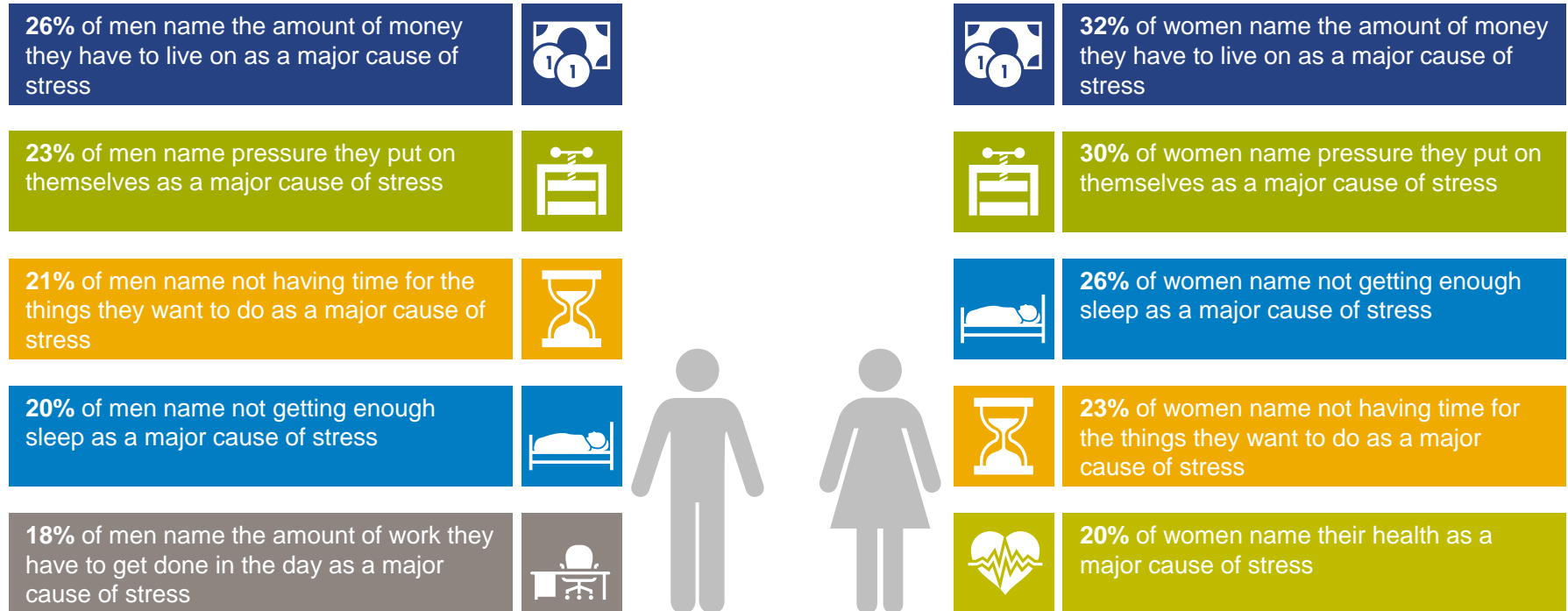
- Money, self-pressure and lack of sleep are the top three major causes of stress internationally
- LatAm countries stand out for 'threat of crime' appearing in their top five
- Causes of stress change with age: From 40 years onwards, worries about health appear in the top five major causes of stress instead of the amount of work people have to do
- France is the only country where 'children' come into the top five major causes

Top 5 major causes of stress across all 22 countries



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

Top 5 major causes of stress across all 22 countries by gender



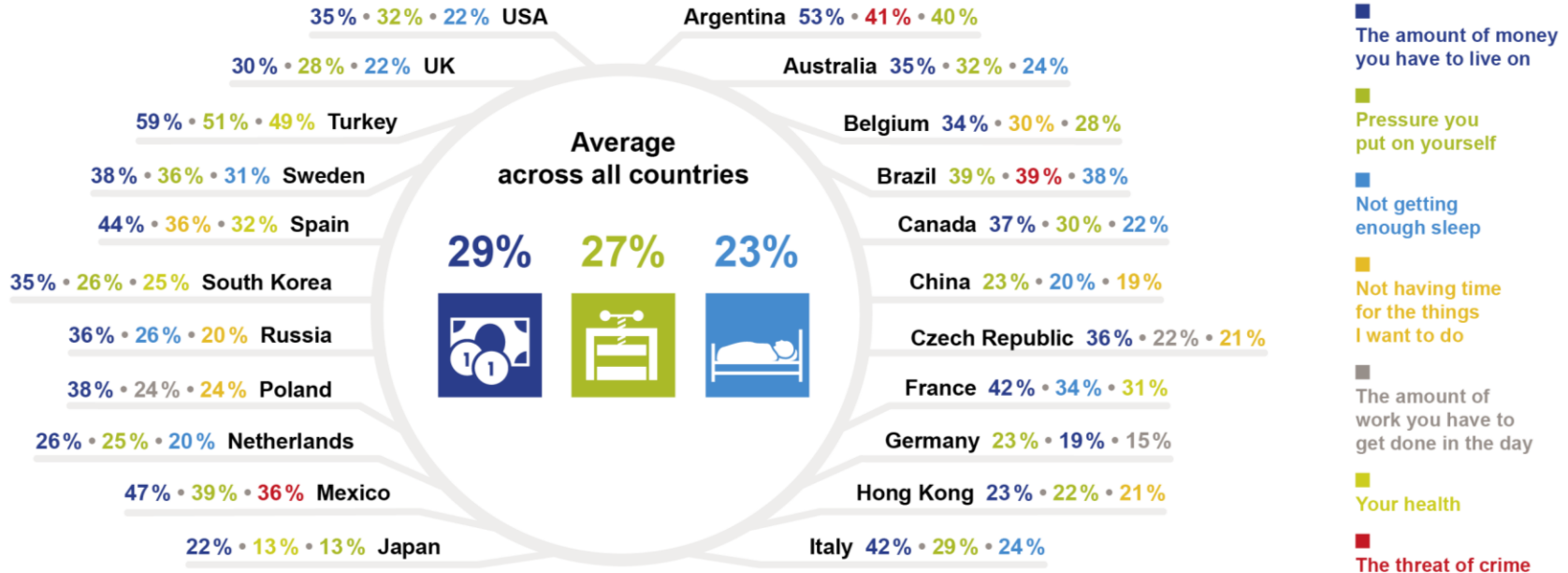
Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Top 5 major causes of stress across all 22 countries by age groups

15-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60+ years
35% Pressure they put on themselves	33% Pressure they put on themselves	31% The amount of money they have to live on	31% The amount of money they have to live on	30% The amount of money they have to live on	25% The amount of money they have to live on
32% Not having time for the things they want to do	29% The amount of money they have to live on	27% Pressure they put on themselves	24% Pressure they put on themselves	20% Not getting enough sleep	23% Their Health
29% Not getting enough sleep	27% Not having time for the things they want to do	22% Not getting enough sleep	23% Not getting enough sleep	20% Pressure they put on themselves	17% Not getting enough sleep
26% The amount of money they have to live on	25% Not getting enough sleep	21% Not having time for the things they want to do	19% Not having time for the things they want to do	18% Their Health	13% Threats from the outside world
26% The amount of work they have to get done	21% The amount of work they have to get done	19% The amount of work they have to get done	19% Their Health	17% Taking care of family member	12% Taking care of family member

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

Top 3 major causes of stress per country



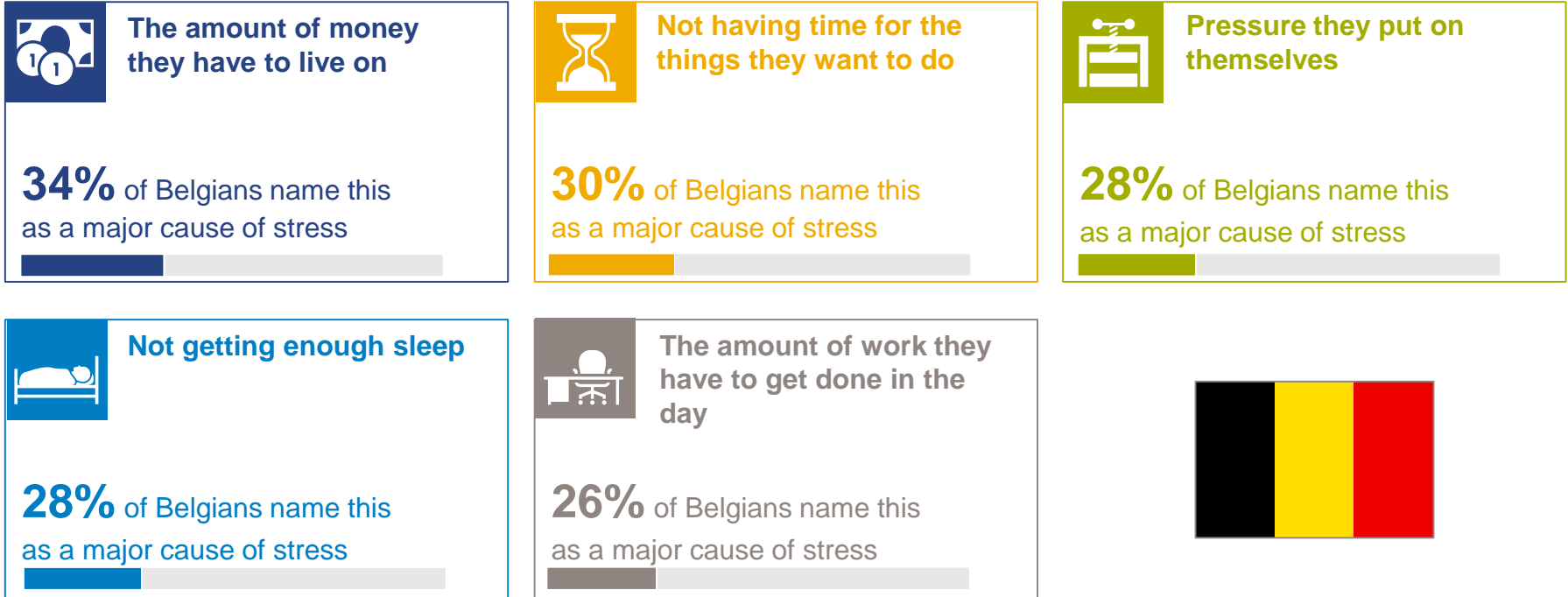
Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Country results – Europe

Belgium



Belgium: Top 5 major causes of stress



Belgium: Top 5 major causes of stress by gender



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

Belgium: Top 5 major causes of stress by age groups

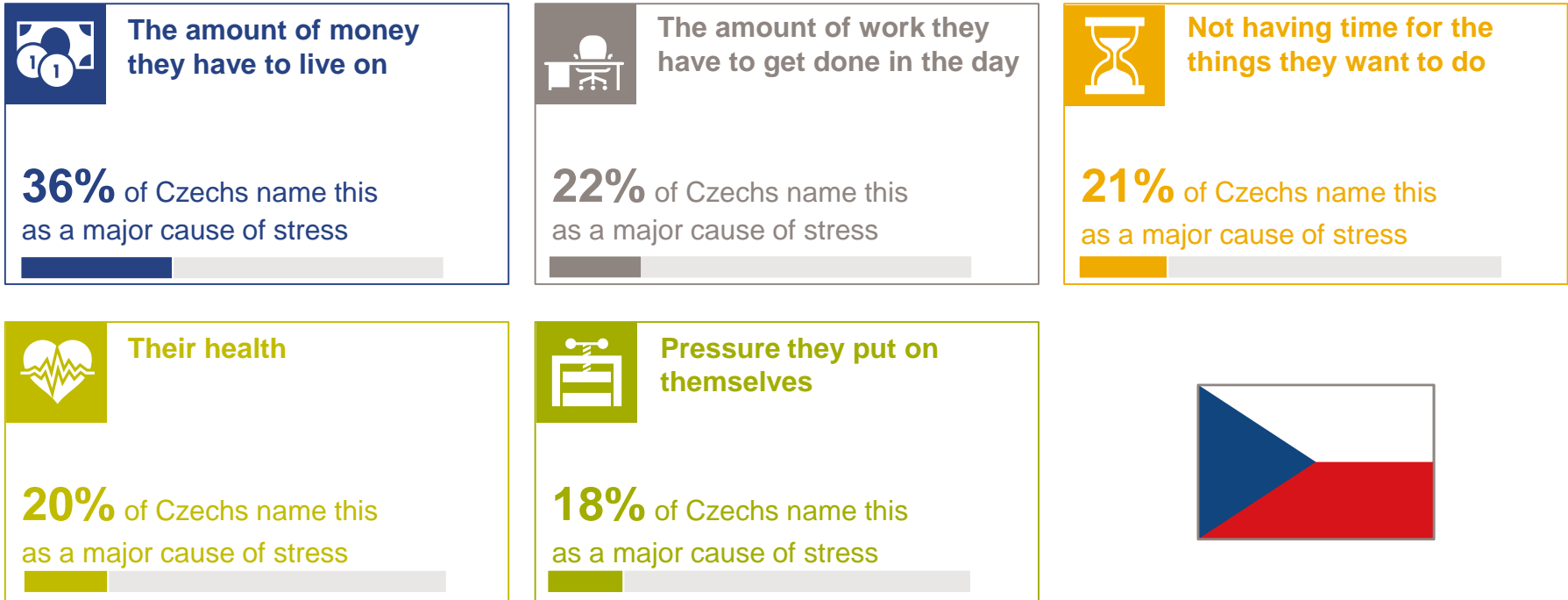
15-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60+ years
48% The amount of work they have to get done	35% The amount of work they have to get done	39% Not having time for the things they want to do	40% The amount of money they have to live on	35% The amount of money they have to live on	34% Their Health
44% Not having time for the things they want to do	35% Not having time for the things they want to do	35% The amount of money they have to live on	34% Not having time for the things they want to do	27% Not getting enough sleep	31% The amount of money they have to live on
38% Pressure they put on themselves	35% Pressure they put on themselves	34% Pressure they put on themselves	33% Not getting enough sleep	22% Pressure they put on themselves	24% Their children
32% Not getting enough sleep	33% The amount of money they have to live on	29% The amount of work they have to get done	31% The amount of work they have to get done	20% Not having time for the things they want to do	22% Not getting enough sleep
29% The amount of money they have to live on	28% Not getting enough sleep	27% Not getting enough sleep	28% Pressure they put on themselves	20% Their children	17% Threats from the outside world

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

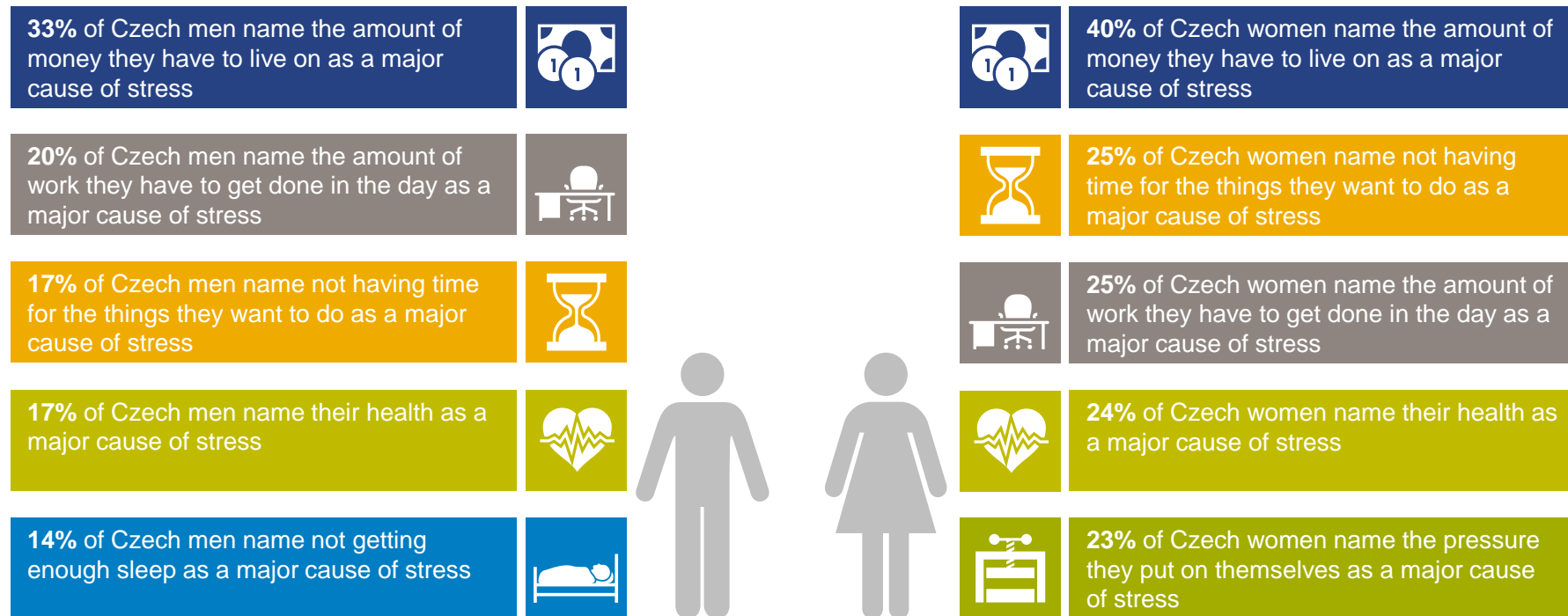
Czech Republic



Czech Republic: Top 5 major causes of stress



Czech Republic: Top 5 major causes of stress by gender



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

Czech Republic: Top 5 major causes of stress by age groups

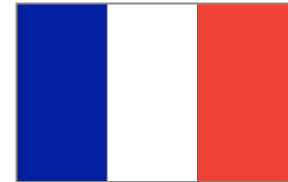
15-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60+ years
33% The amount of work they have to get done	38% The amount of money they have to live on	40% The amount of money they have to live on	34% The amount of money they have to live on	36% The amount of money they have to live on	35% The amount of money they have to live on
31% Pressure they put on themselves	30% Not having time for the things they want to do	27% Not having time for the things they want to do	24% The amount of work they have to get done	22% Their health	26% Their health
28% The amount of money they have to live on	30% The amount of work they have to get done	26% The amount of work they have to get done	22% Their health	18% The amount of work they have to get done	20% Taking care of a family member
26% Not having time for the things they want to do	25% Pressure they put on themselves	19% Not getting enough sleep	21% Their children	16% Taking care of a family member	18% Their children
24% Their health	23% Their spouse	19% Their children	20% Pressure they put on themselves	15% Their children	17% Their spouse

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

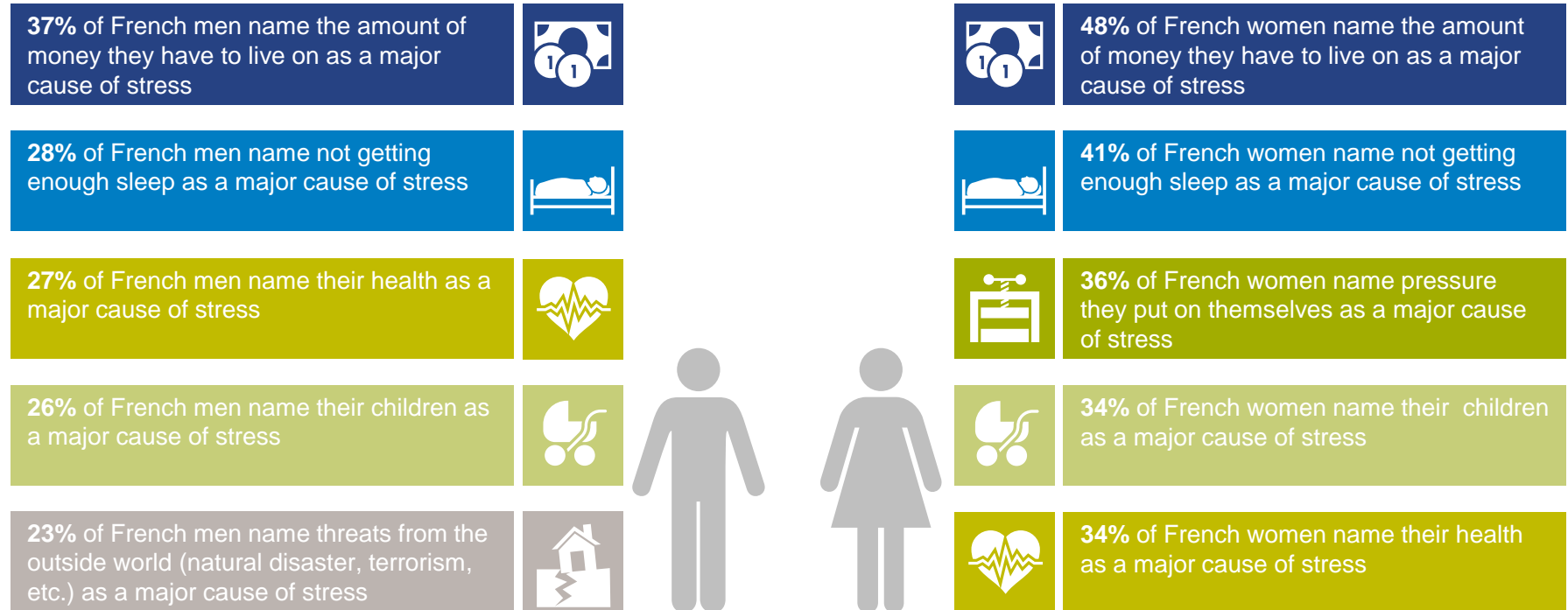
France



France: Top 5 major causes of stress



France: Top 5 major causes of stress by gender



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

France: Top 5 major causes of stress by age groups

15-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60+ years
41% Pressure they put on themselves	41% The amount of money they have to live on	42% The amount of money they have to live on	48% The amount of money they have to live on	46% The amount of money they have to live on	40% Threats from the outside world
36% The amount of money they have to live on	36% Pressure they put on themselves	35% Not getting enough sleep	37% Not getting enough sleep	38% Not getting enough sleep	40% Their children
32% Not having time for the things they want to do	29% Not having time for the things they want to do	33% Their children	33% Their health	33% Their health	40% Their health
31% Not getting enough sleep	29% Not getting enough sleep	30% Not having time for the things they want to do	31% Their children	32% Their children	38% The amount of money they have to live on
30% Their parents	28% The amount of work they have to get done	28% The amount of work they have to get done	29% The amount of work they have to get done	30% Taking care of a family member	37% The threats of crime

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

Germany

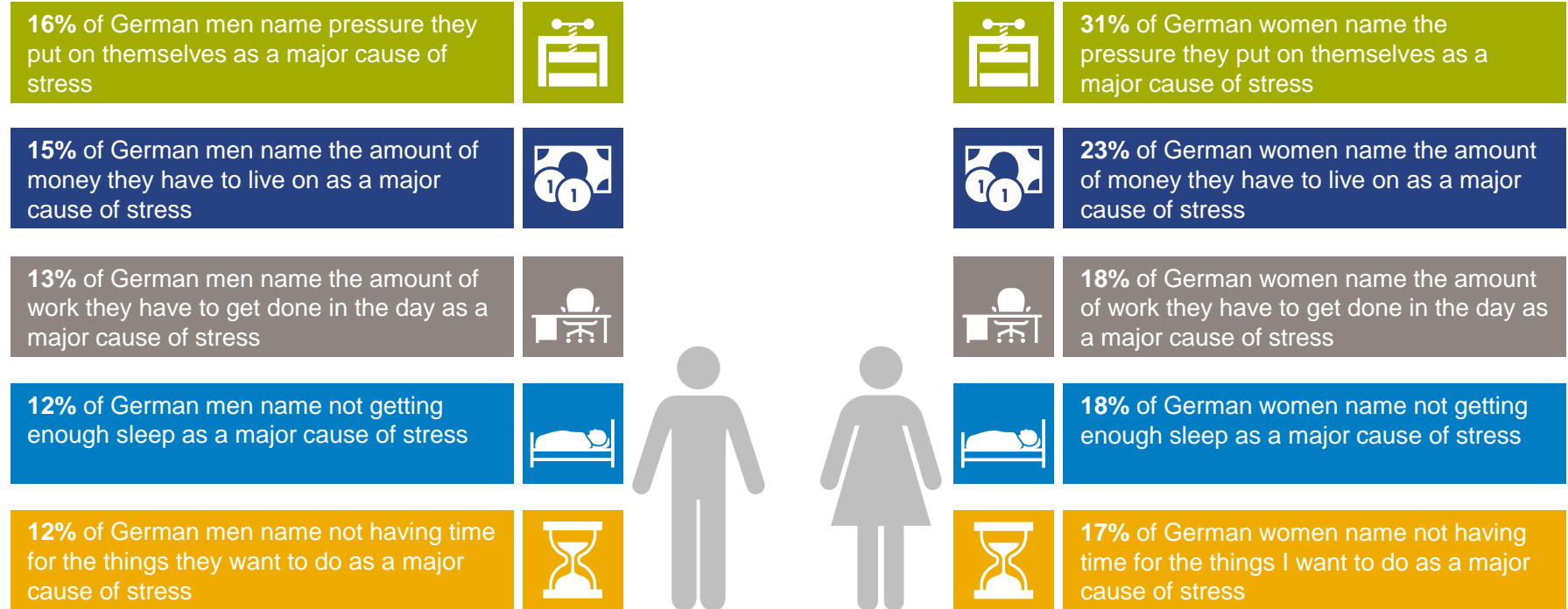


Germany: Top 5 major causes of stress



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

Germany: Top 5 major causes of stress by gender



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

Germany: Top 5 major causes of stress by age groups

15-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60+ years
34% Pressure they put on themselves	38% Pressure they put on themselves	32% Pressure they put on themselves	20% The amount of work they have to get done	22% Pressure they put on themselves	14% The amount of money they have to live on
25% The amount of work they have to get done	26% The amount of money they have to live on	23% The amount of money they have to live on	19% Pressure they put on themselves	17% Not getting enough sleep	9% Their health
24% Not having time for the things they want to do	21% Not having time for the things they want to do	18% Not getting enough sleep	19% The amount of money they have to live on	17% The amount of money they have to live on	8% Pressure they put on themselves
21% Not getting enough sleep	19% The amount of work they have to get done	18% Not having time for the things they want to do	17% Not having time for the things they want to do	16% The amount of work they have to get done	7% not getting enough sleep
17% Their parents	16% Not getting enough sleep	17% The amount of work they have to get done	15% Not getting enough sleep	13% Their health	7% The threats of crime

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

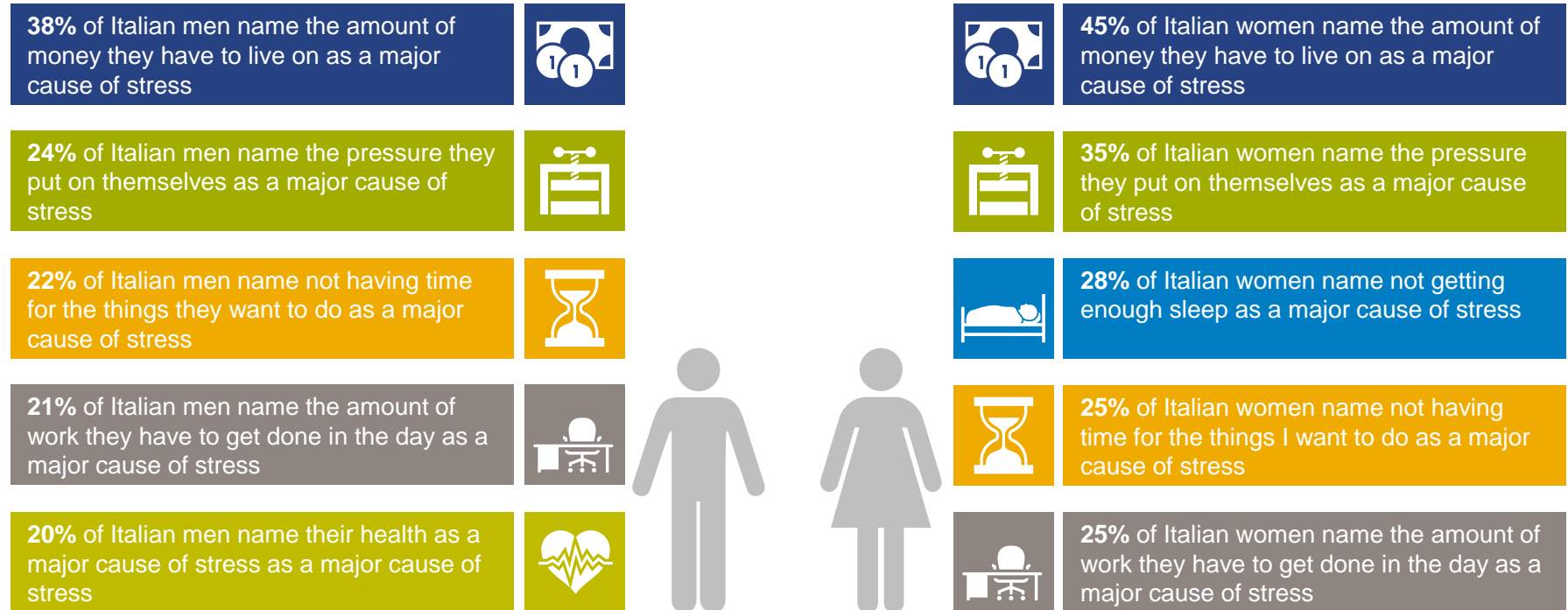
Italy



Italy: Top 5 major causes of stress



Italy: Top 5 major causes of stress by gender



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

Italy: Top 5 major causes of stress by age groups

15-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60+ years
40% Pressure they put on themselves	44% The amount of money they have to live on	41% The amount of money they have to live on	45% The amount of money they have to live on	38% The amount of money they have to live on	41% The amount of money they have to live on
36% The amount of money they have to live on	36% Pressure they put on themselves	34% Pressure they put on themselves	24% Not having time for the things they want to do	28% Pressure they put on themselves	27% Their health
34% Not getting enough sleep	29% Not having time for the things they want to do	28% Not having time for the things they want to do	23% The amount of work they have to get done	21% Their health	21% Their children
31% The amount of work they have to get done	27% The amount of work they have to get done	26% Not getting enough sleep	22% Pressure they put on themselves	20% The threats of crime	18% The threats of crime
30% Not having time for the things they want to do	26% Not getting enough sleep	24% The amount of work they have to get done	22% Their health	20% Taking care of a family member	17% Threats from the outside world

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

Netherlands



Netherlands: Top 5 major causes of stress



Netherlands: Top 5 major causes of stress by gender



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

Netherlands: Top 5 major causes of stress by age groups

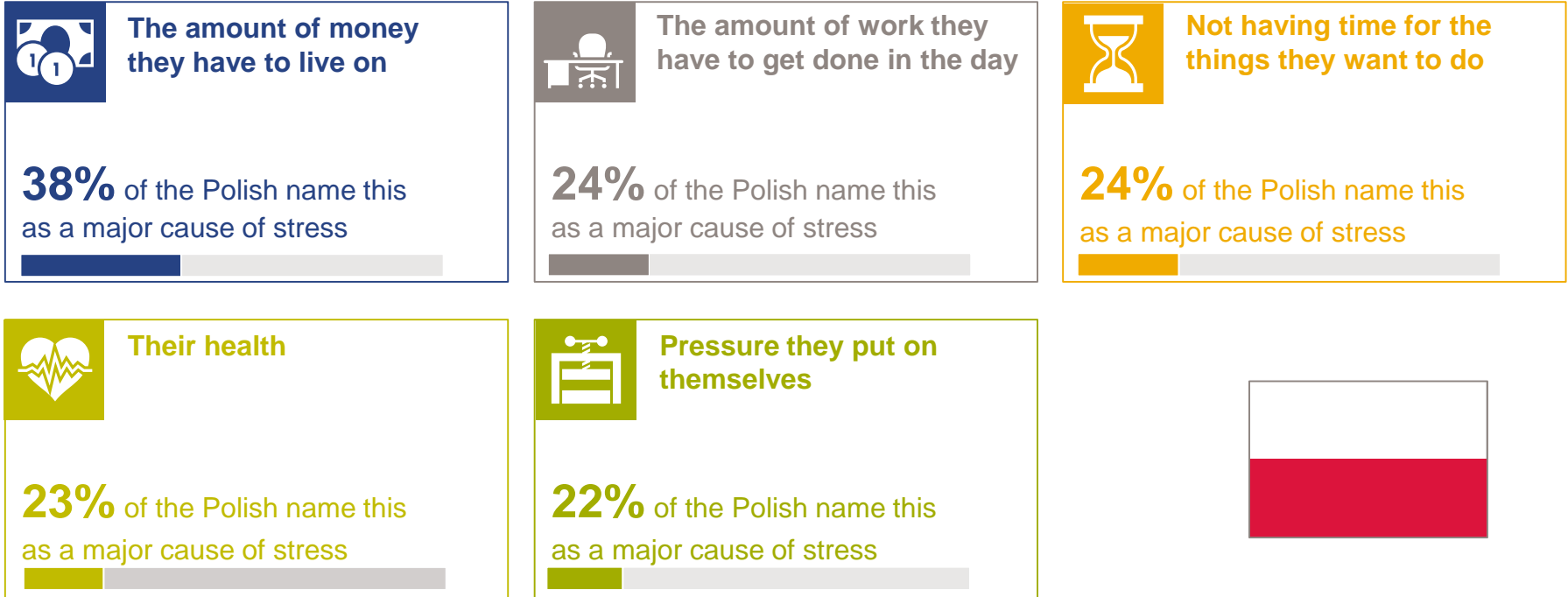
15-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60+ years
38% The amount of work they have to get done	40% Pressure they put on themselves	29% The amount of money they have to live on	30% The amount of money they have to live on	26% The amount of money they have to live on	19% The amount of money they have to live on
38% Pressure they put on themselves	33% The amount of work they have to get done	26% Pressure they put on themselves	23% Pressure they put on themselves	23% Not getting enough sleep	18% Their health
34% Not having time for the things they want to do	30% Not having time for the things they want to do	23% Not having time for the things they want to do	23% Not getting enough sleep	21% Pressure they put on themselves	12% Pressure they put on themselves
27% Their parents	28% The amount of money they have to live on	22% Not getting enough sleep	20% Not having time for the things they want to do	16% Their health	12% Their children
23% The amount of money they have to live on	24% Not getting enough sleep	16% The amount of work they have to get done	19% Their health	14% The amount of work they have to get done	11% Not getting enough sleep

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

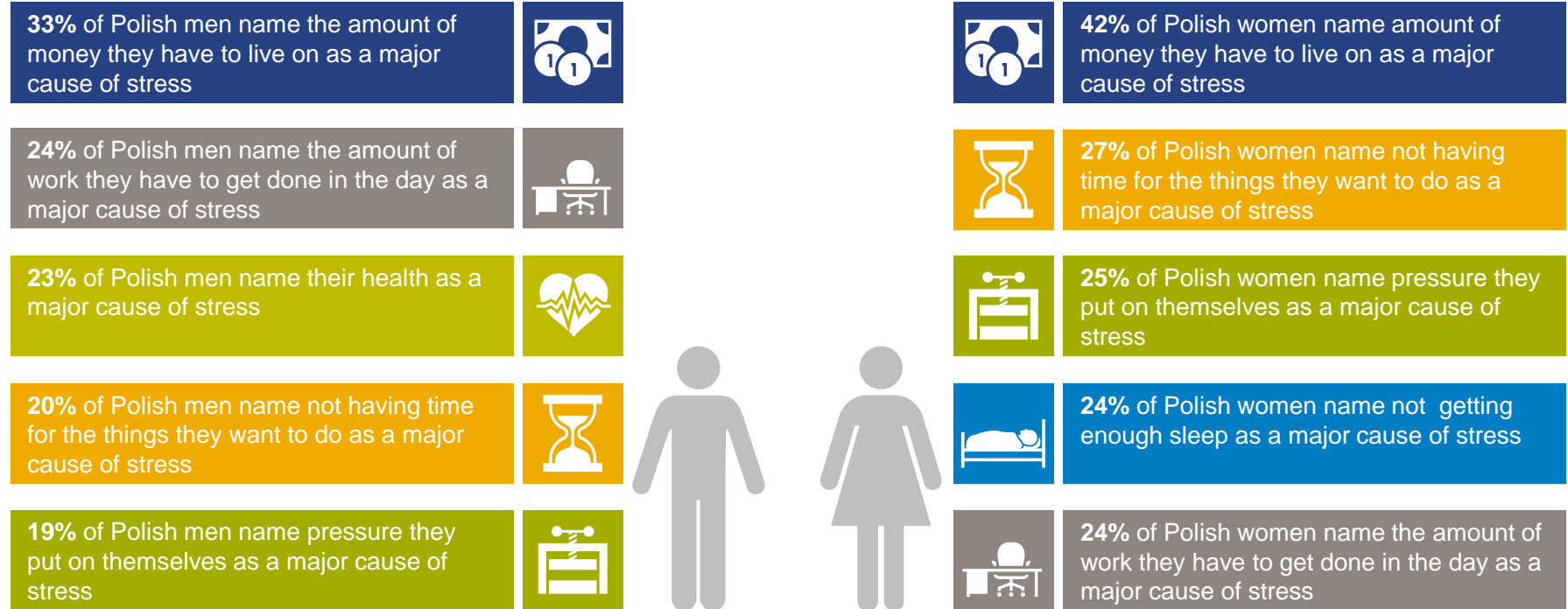
Poland



Poland: Top 5 major causes of stress



Poland: Top 5 major causes of stress by gender



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

Poland: Top 5 major causes of stress by age groups

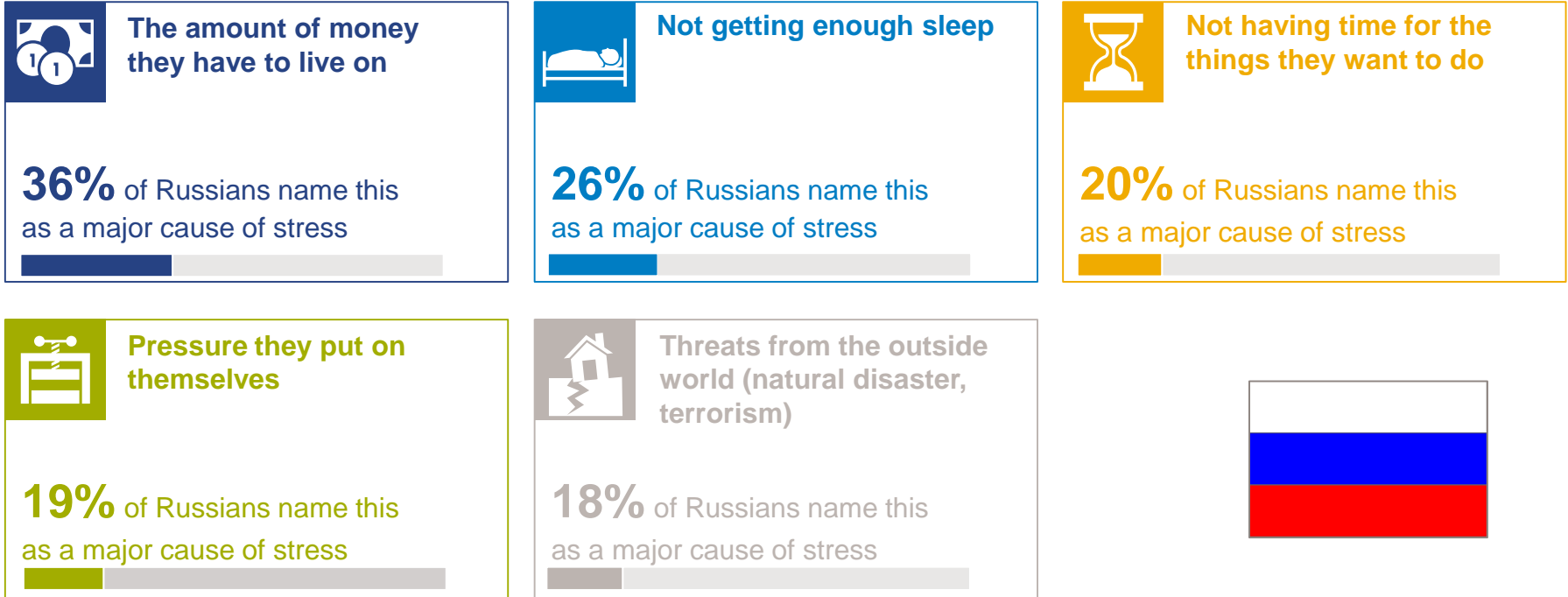
15-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60+ years
36% The amount of work they have to get done	35% The amount of money they have to live on	38% The amount of money they have to live on	40% The amount of money they have to live on	40% The amount of money they have to live on	44% The amount of money they have to live on
35% Not having time for the things they want to do	33% Pressure they put on themselves	24% The amount of work they have to get done	24% The amount of work they have to get done	34% Their health	42% Their health
34% Pressure they put on themselves	32% Not having time for the things they want to do	21% Not having time for the things they want to do	24% Not having time for the things they want to do	22% Not getting enough sleep	21% Their children
26% The amount of money they have to live on	28% The amount of work they have to get done	20% Their health	23% The people they have to work with	19% Pressure they put on themselves	16% Taking care of a family member
25% Not getting enough sleep	22% Not getting enough sleep	20% The people they have to work with	21% Not getting enough sleep	16% Not having time for the things they want to do	16% Pressure they put on themselves

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

Russia

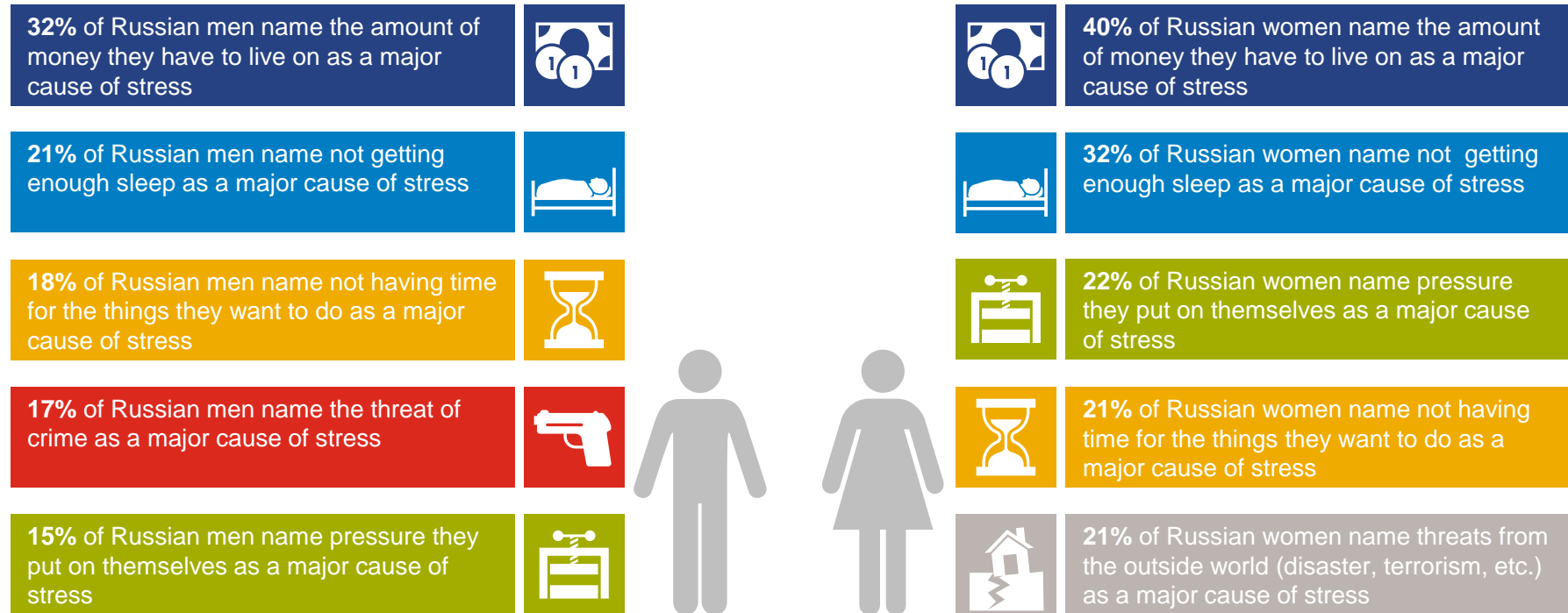


Russia: Top 5 major causes of stress



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

Russia: Top 5 major causes of stress by gender



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

Russia: Top 5 major causes of stress by age groups

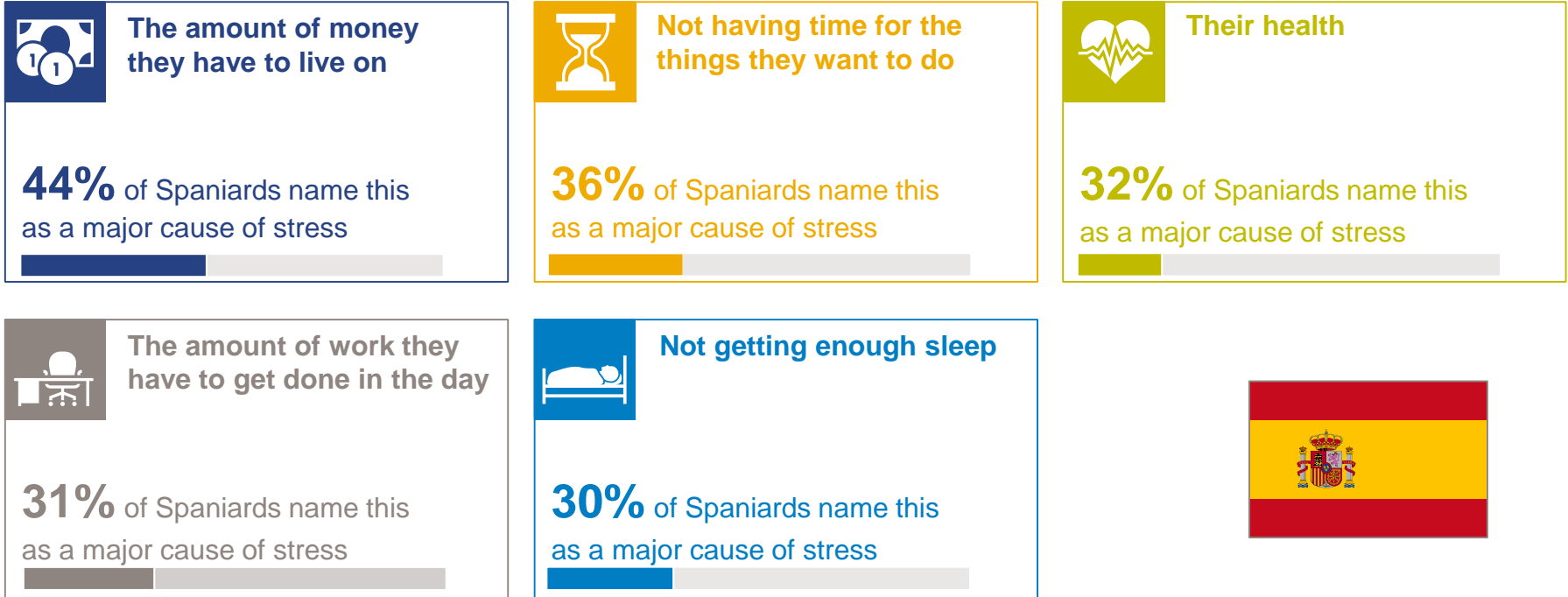
15-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60+ years
38% Pressure they put on themselves	40% The amount of money they have to live on	37% The amount of money they have to live on	32% The amount of money they have to live on	31% The amount of money they have to live on	28% The amount of money they have to live on
38% The amount of money they have to live on	30% Not getting enough sleep	26% Not getting enough sleep	24% Not getting enough sleep	23% Not getting enough sleep	28% Threats from the outside world
32% Not getting enough sleep	24% Pressure they put on themselves	19% Not having time for the things they want to do	19% Not having time for the things they want to do	20% Threats from the outside world	22% Their health
31% Not having time for the things they want to do	22% Not having time for the things they want to do	17% Pressure they put on themselves	18% Threats from the outside world	19% Taking care of a family member	22% The threat of crime
30% The amount of work they have to get done	19% The threat of crime	15% Threats from the outside world	15% The threat of crime	19% The threat of crime	21% Taking care of a family member

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

Spain



Spain: Top 5 major causes of stress



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

Spain: Top 5 major causes of stress by gender



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

Spain: Top 5 major causes of stress by age groups

15-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60+ years
43% Not having time for the things they want to do	43% The amount of money they have to live on	44% The amount of money they have to live on	51% The amount of money they have to live on	47% The amount of money they have to live on	42% Their health
40% Pressure they put on themselves	42% Not having time for the things they want to do	44% Not having time for the things they want to do	40% Not having time for the things they want to do	34% Their health	39% The amount of money they have to live on
36% The amount of work they have to get done	34% The amount of work they have to get done	37% The amount of work they have to get done	36% The amount of work they have to get done	34% Not getting enough sleep	32% Their children
36% The amount of money they have to live on	32% Pressure they put on themselves	31% Pressure they put on themselves	34% Their health	32% Their children	27% Not getting enough sleep
36% Not getting enough sleep	27% Their parents	29% Their health	34% Their children	29% Pressure they put on themselves	25% Threats from the outside world

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

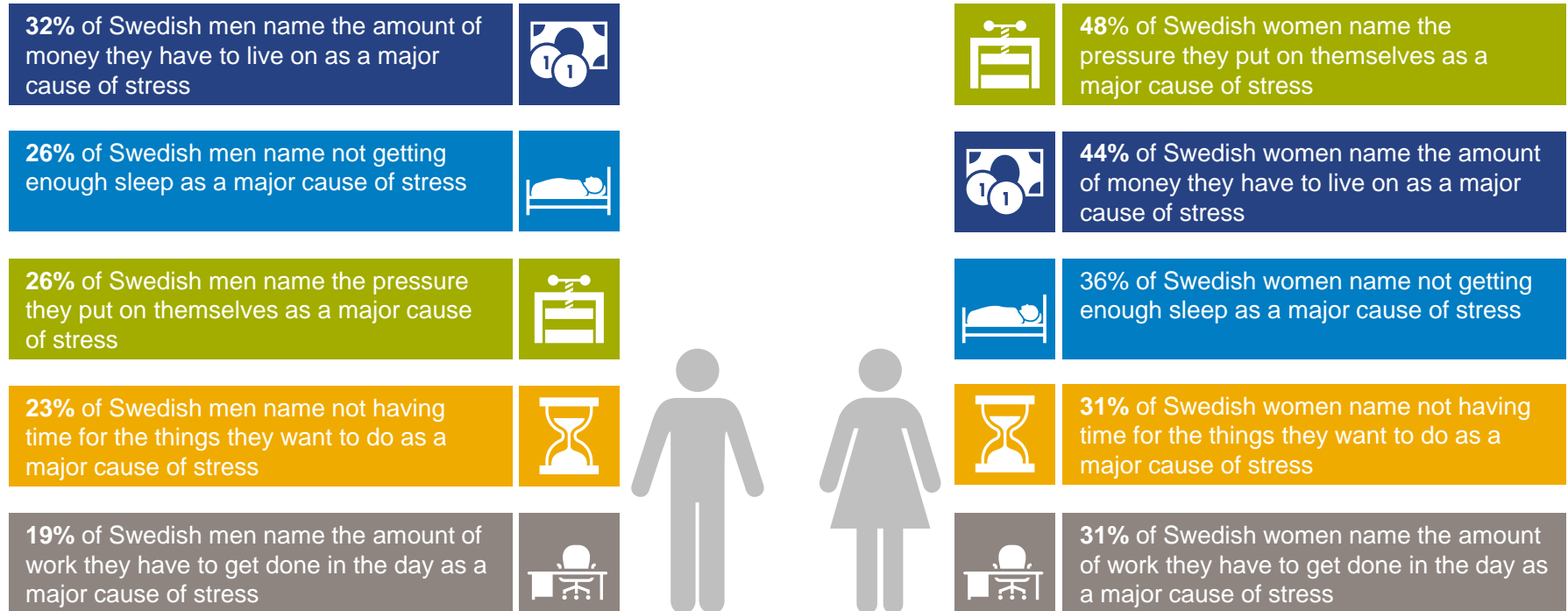
Sweden



Sweden: Top 5 major causes of stress



Sweden: Top 5 major causes of stress by gender



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

Sweden: Top 5 major causes of stress by age groups

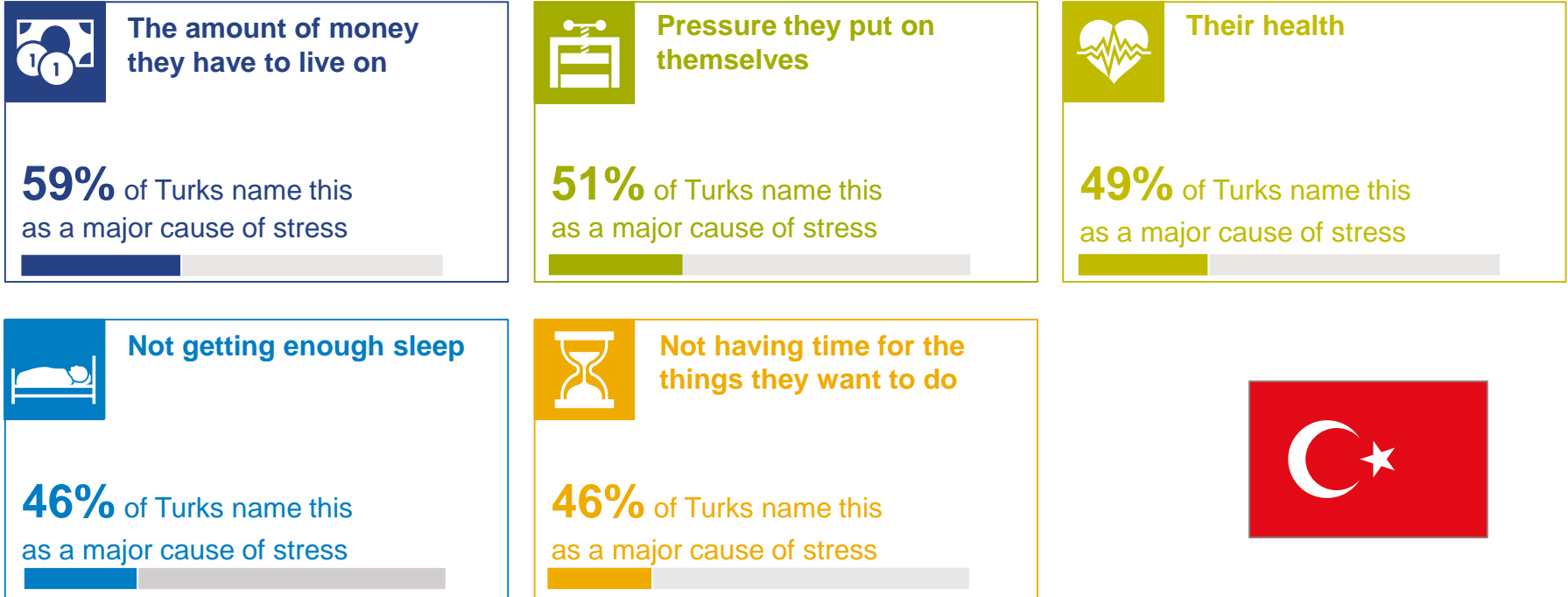
15-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60+ years
52% Pressure they put on themselves	47% Pressure they put on themselves	46% The amount of money they have to live on	38% Not getting enough sleep	38% The amount of money they have to live on	31% The amount of money they have to live on
40% Not having time for the things they want to do	43% The amount of money they have to live on	41% Pressure they put on themselves	38% Pressure they put on themselves	35% Not getting enough sleep	26% Their health
34% The amount of money they have to live on	32% The amount of work they have to get done	36% Not having time for the things they want to do	37% The amount of money they have to live on	35% Pressure they put on themselves	25% Not getting enough sleep
29% The amount of work they have to get done	30% Not getting enough sleep	31% The amount of work they have to get done	28% The amount of work they have to get done	28% Not having time for the things they want to do	20% Pressure they put on themselves
28% Not getting enough sleep	29% Not having time for the things they want to do	30% Not getting enough sleep	25% Not having time for the things they want to do	26% The amount of work they have to get done	16% Not having time for the things they want to do

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

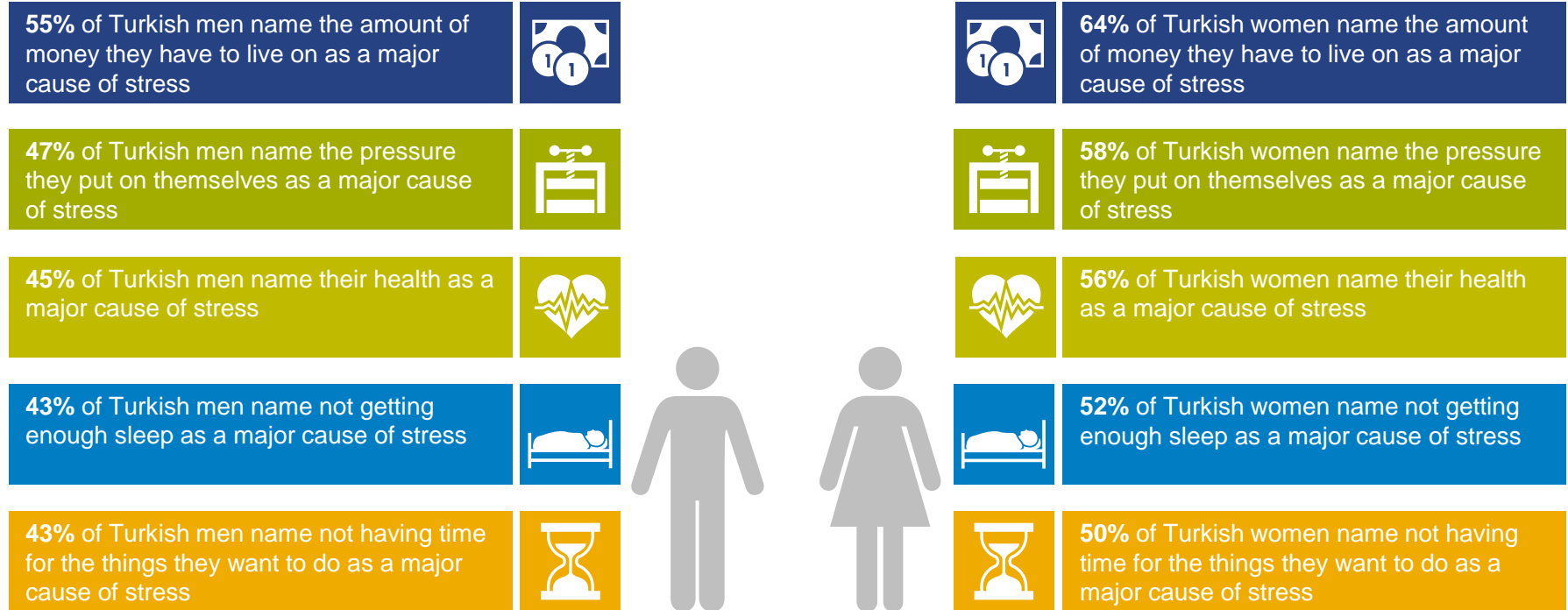
Turkey



Turkey: Top 5 major causes of stress



Turkey: Top 5 major causes of stress by gender



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

Turkey: Top 5 major causes of stress by age groups

15-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60+ years*
51% Pressure they put on themselves	56% Pressure they put on themselves	63% The amount of money they have to live on	68% The amount of money they have to live on	65% The amount of money they have to live on	57% The people they have to work with
50% Not having time for the things they want to do	55% The amount of money they have to live on	49% Their health	55% Their health	58% Their health	57% Their spouse
47% Not getting enough sleep	48% Not getting enough sleep	48% Pressure they put on themselves	55% Pressure they put on themselves	50% Threats from the outside world	46% The amount of money they have to live on
47% The amount of work they have to get done	48% Not having time for the things they want to do	44% Not getting enough sleep	52% Threats from the outside world	46% Their children	46% Not getting enough sleep
47% The amount of money they have to live on	47% Their health	44% Threats from the outside world	50% Taking care of a family member	42% Not getting enough sleep	45% Their parents

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded | *Low base n=9 for age group 60+

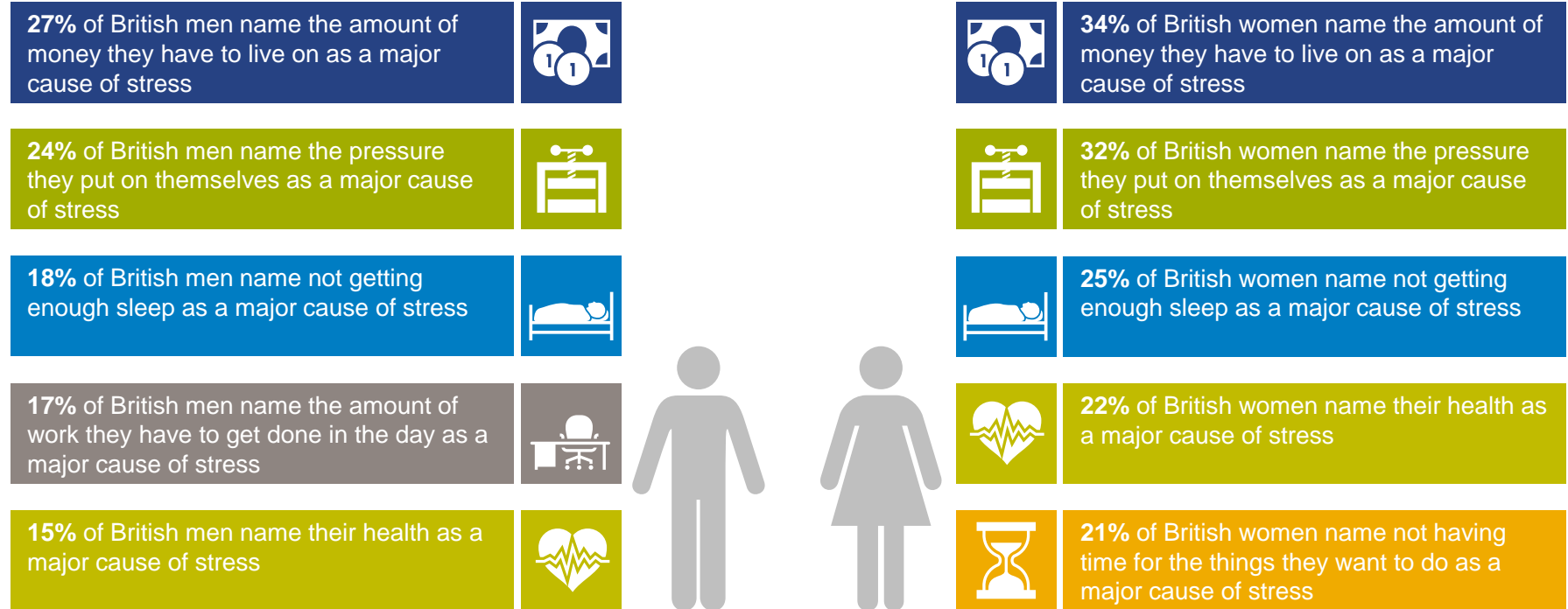
United Kingdom



United Kingdom: Top 5 major causes of stress



United Kingdom: Top 5 major causes of stress by gender



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

United Kingdom: Top 5 major causes of stress by age groups

15-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60+ years
49% Pressure they put on themselves	43% Pressure they put on themselves	38% The amount of money they have to live on	29% The amount of money they have to live on	34% The amount of money they have to live on	17% The amount of money they have to live on
40% The amount of work they have to get done	35% The amount of money they have to live on	34% Pressure they put on themselves	23% Not getting enough sleep	23% Pressure they put on themselves	15% Their health
33% The amount of money they have to live on	29% Their health	24% Not having time for the things they want to do	22% Pressure they put on themselves	21% Not getting enough sleep	14% Not getting enough sleep
31% Not getting enough sleep	28% The amount of work they have to get done	22% The amount of work they have to get done	17% The amount of work they have to get done	21% Their health	11% Pressure they put on themselves
28% Not having time for the things they want to do	26% Not getting enough sleep	21% Not getting enough sleep	15% Their health	15% Not having time for the things they want to do	11% Not having time for the things they want to do

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

Country results – North America

Canada

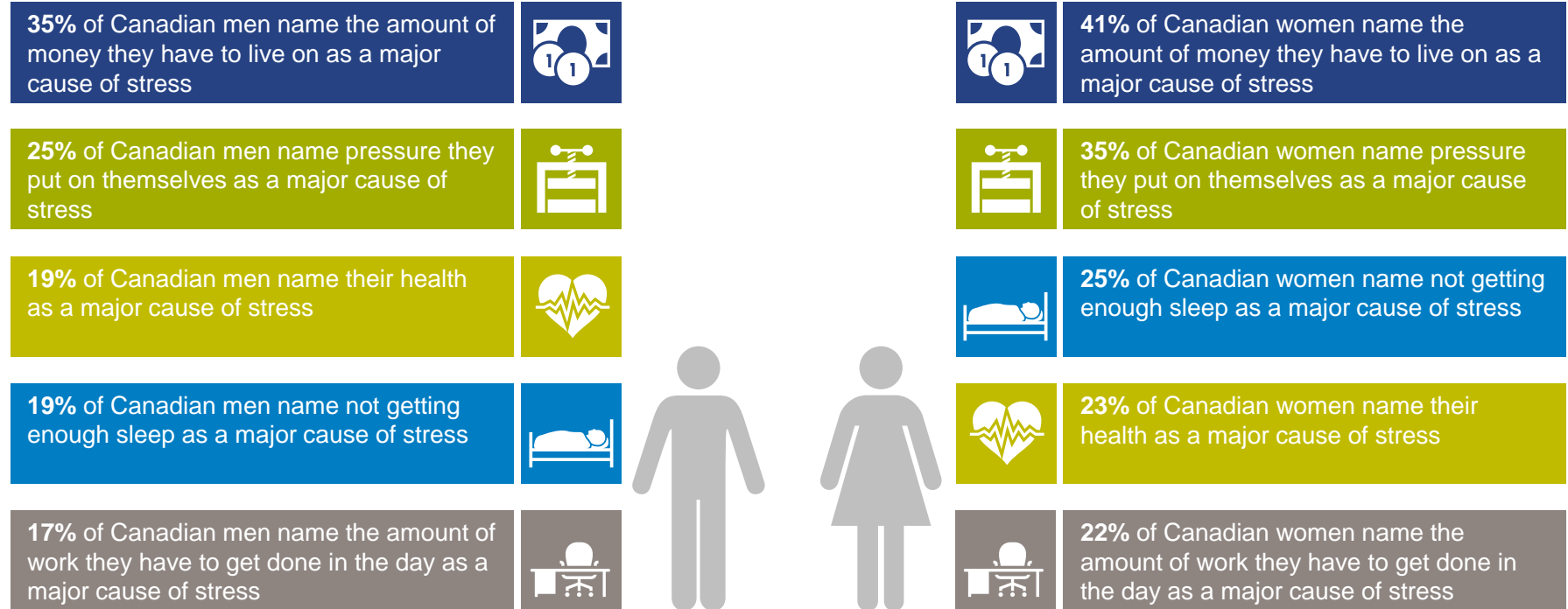


Canada: Top 5 major causes of stress



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

Canada: Top 5 major causes of stress by gender



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

Canada: Top 5 major causes of stress by age groups

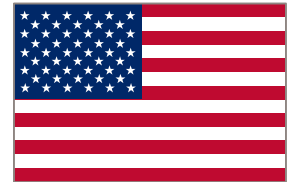
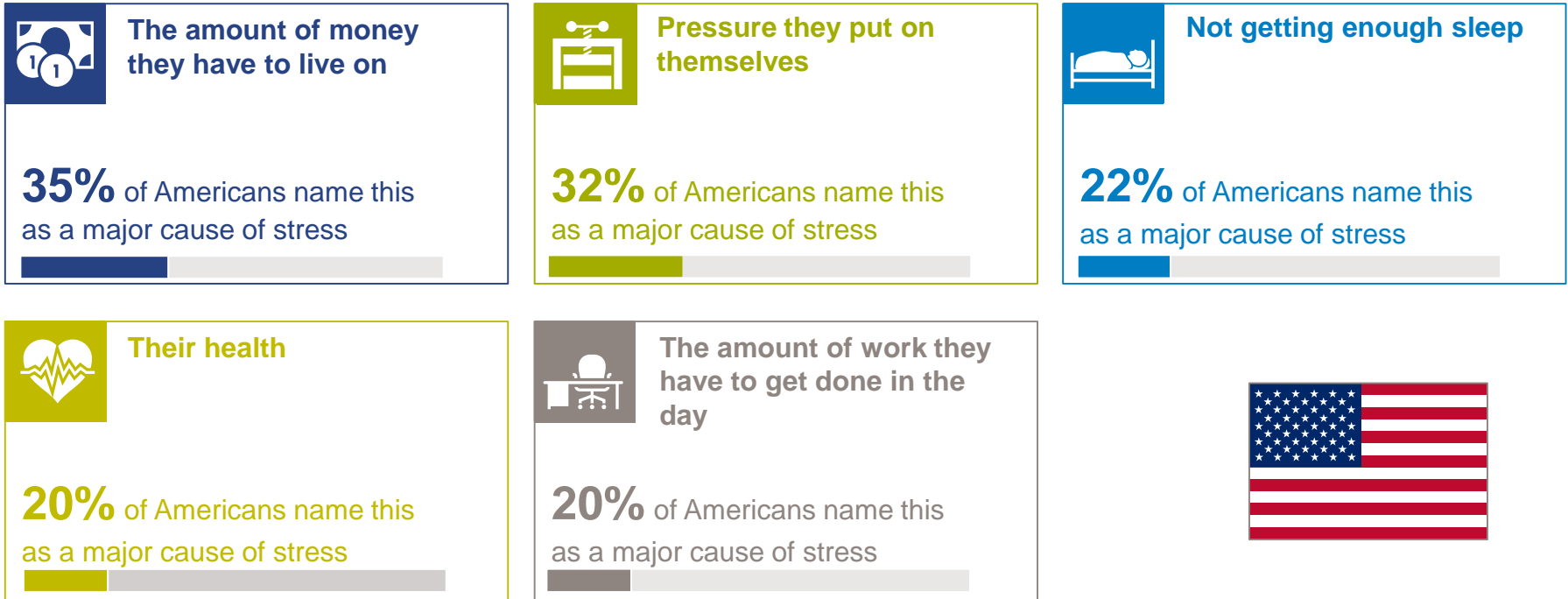
15-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60+ years
44% Pressure they put on themselves	39% Pressure they put on themselves	41% The amount of money they have to live on	47% The amount of money they have to live on	39% The amount of money they have to live on	25% The amount of money they have to live on
37% The amount of work they have to get done	36% The amount of money they have to live on	33% Pressure they put on themselves	33% Pressure they put on themselves	24% Pressure they put on themselves	23% Their health
30% Not having time for the things they want to do	22% Not having time for the things they want to do	26% The amount of work they have to get done	26% Not getting enough sleep	21% Not getting enough sleep	19% Pressure they put on themselves
30% The amount of money they have to live on	21% Their health	26% Not having time for the things they want to do	23% Not having time for the things they want to do	20% Their health	17% Not getting enough sleep
27% Their parents	19% Not getting enough sleep	24% Their children	23% The amount of work they have to get done	17% Taking care of a family member	11% Their spouse

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

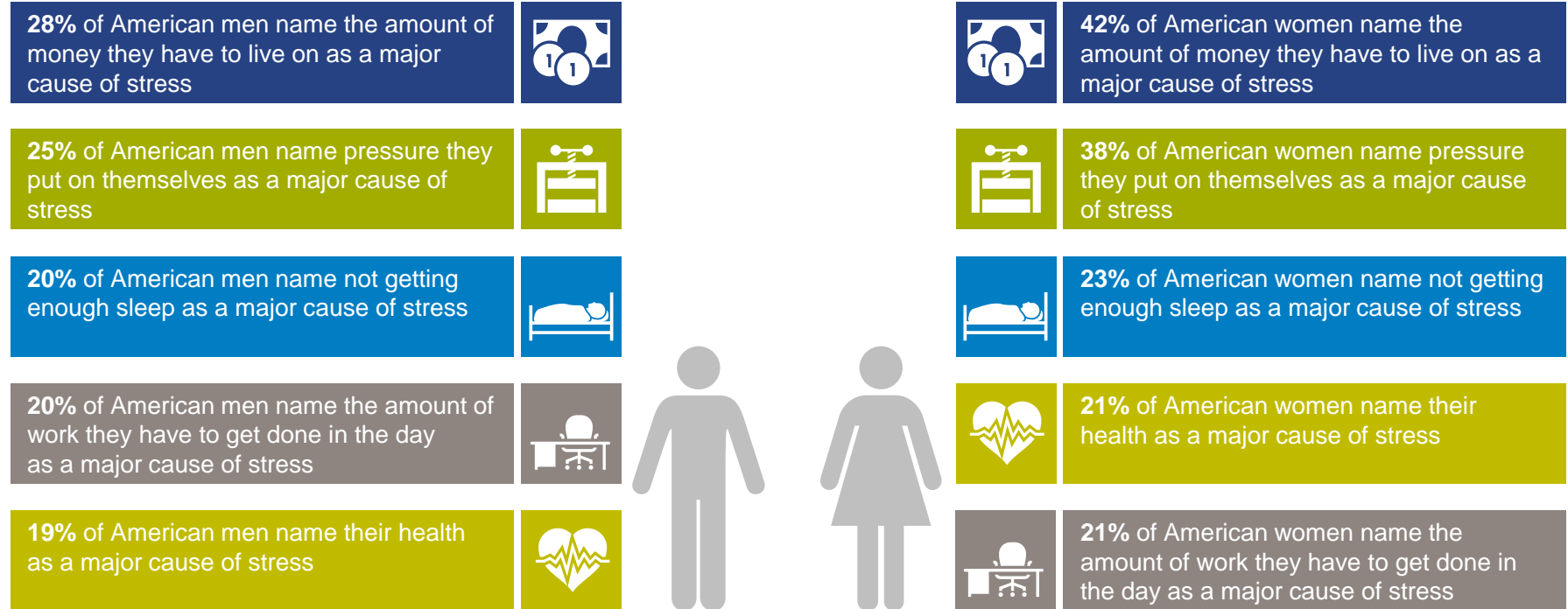
USA



USA: Top 5 major causes of stress



USA: Top 5 major causes of stress by gender



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

USA: Top 5 major causes of stress by age groups

15-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60+ years
49% Pressure they put on themselves	40% The amount of money they have to live on	42% The amount of money they have to live on	36% The amount of money they have to live on	33% The amount of money they have to live on	28% The amount of money they have to live on
38% Their parents	37% Pressure they put on themselves	33% Pressure they put on themselves	34% Pressure they put on themselves	27% Pressure they put on themselves	24% Their health
38% The amount of work they have to get done	26% The amount of work they have to get done	26% The amount of work they have to get done	27% Not getting enough sleep	29% Not getting enough sleep	17% Pressure they put on themselves
36% Not having time for the things they want to do	25% Not having time for the things they want to do	22% Not having time for the things they want to do	22% The amount of work they have to get done	16% Their health	14% Not getting enough sleep
30% The amount of money they have to live on	24% Not getting enough sleep	20% Their children	22% Their health	14% Not having time for the things they want to do	9% Their spouse

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

Country results – Latin America

Argentina

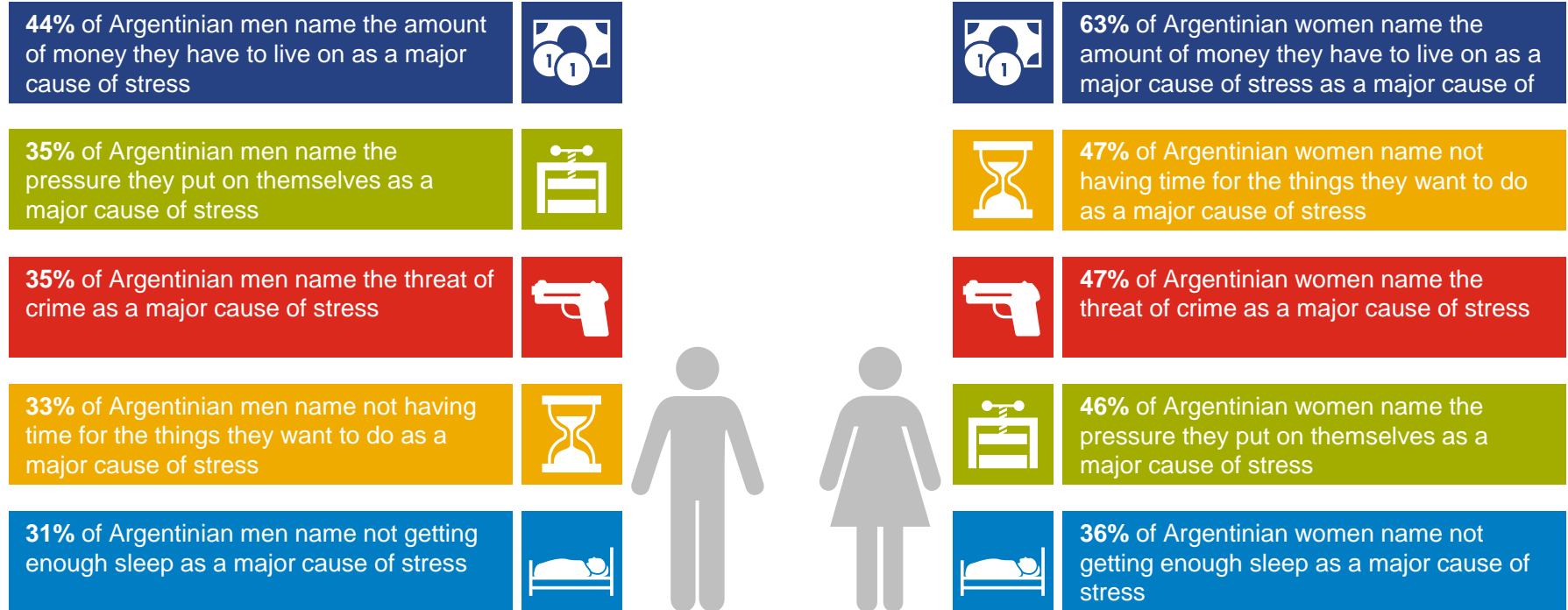


Argentina: Top 5 major causes of stress



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

Argentina: Top 5 major causes of stress by gender



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

Argentina: Top 5 major causes of stress by age groups

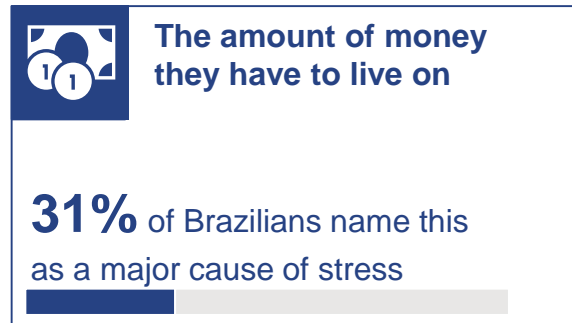
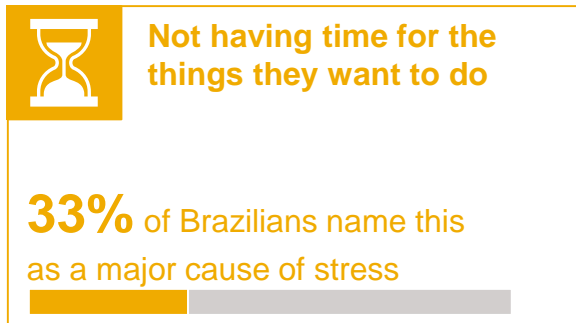
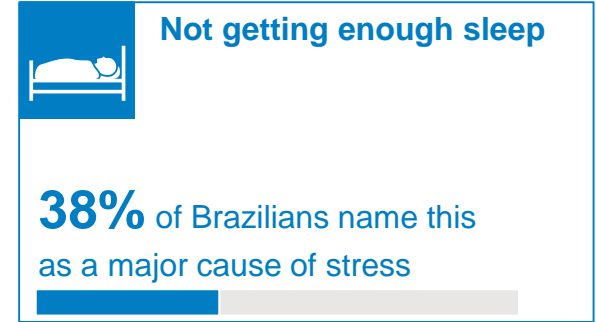
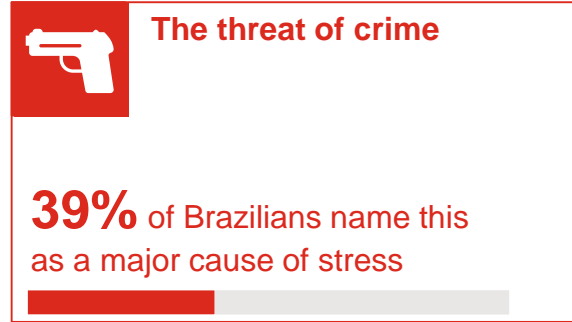
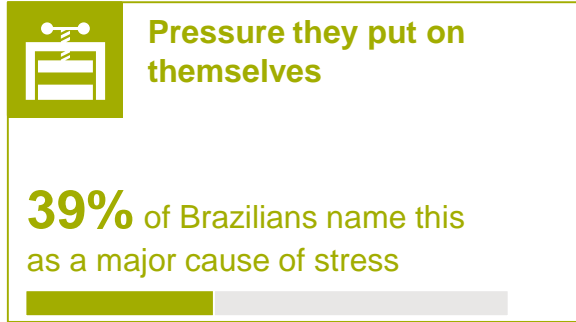
15-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60+ years
46% Not having time for the things they want to do	55% The amount of money they have to live on	60% The amount of money they have to live on	60% The amount of money they have to live on	56% The amount of money they have to live on	53% The threat of crime
41% The amount of money they have to live on	44% Pressure they put on themselves	44% The threat of crime	50% The threat of crime	50% The threat of crime	41% The amount of money they have to live on
40% Pressure they put on themselves	41% Not having time for the things they want to do	41% Pressure they put on themselves	41% The amount of work they have to get done	37% Their health	38% Their health
33% The threat of crime	37% Not getting enough sleep	39% Not having time for the things they want to do	39% Pressure they put on themselves	32% Pressure they put on themselves	35% Pressure they put on themselves
32% Not getting enough sleep	36% The threat of crime	38% The amount of work they have to get done	37% Not having time for the things they want to do	30% Not having time for the things they want to do	32% Taking care of a family member

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

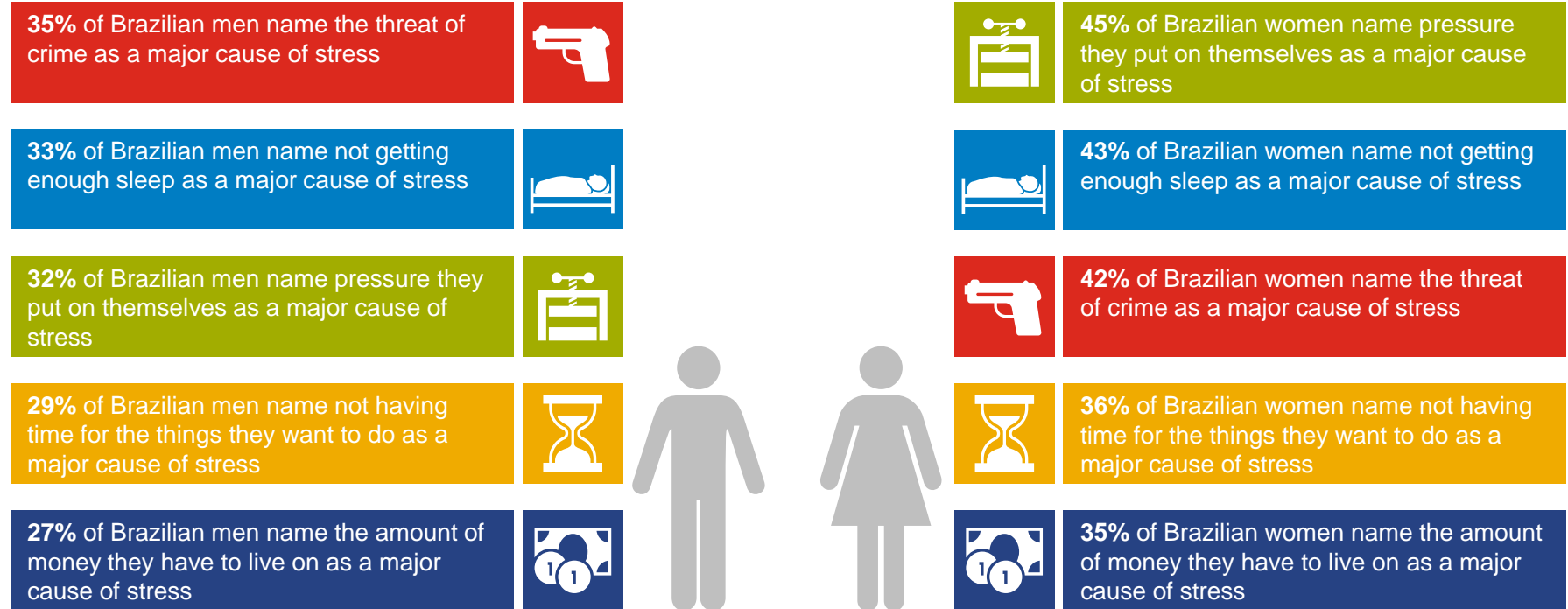
Brazil



Brazil: Top 5 major causes of stress



Brazil: Top 5 major causes of stress by gender



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

Brazil: Top 5 major causes of stress by age groups

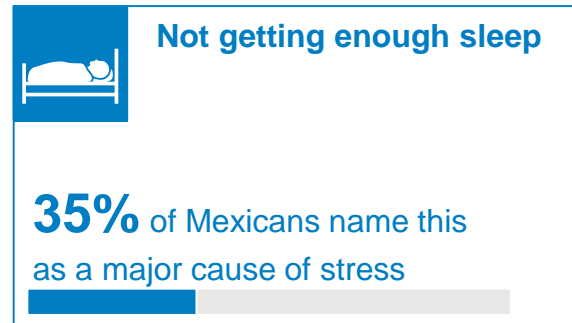
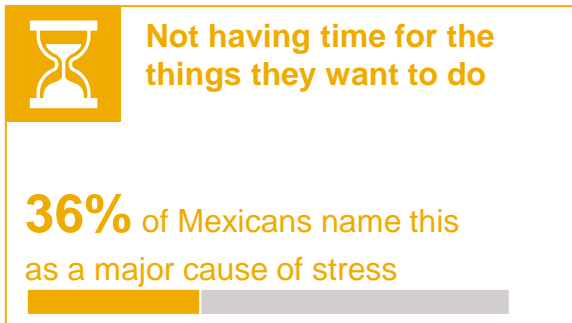
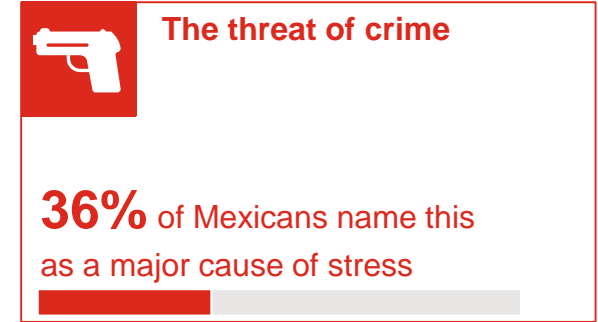
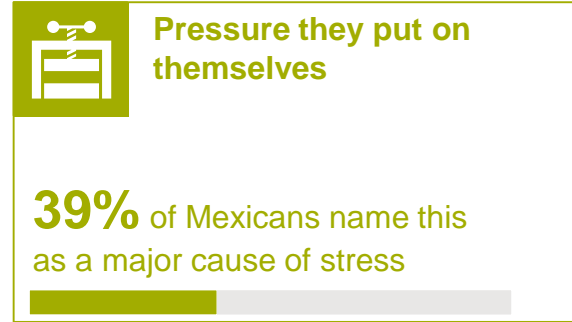
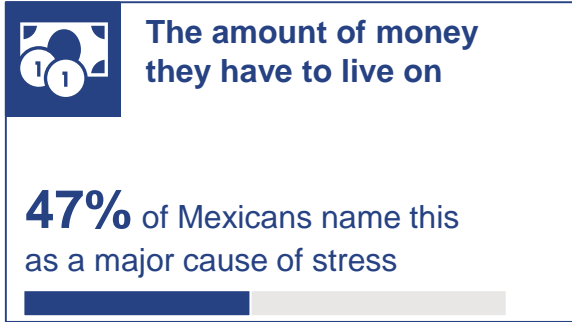
15-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60+ years
43% Pressure they put on themselves	41% Not getting enough sleep	42% Pressure they put on themselves	42% The threat of crime	49% The threat of crime	48% The threat of crime
38% Not having time for the things they want to do	40% Pressure they put on themselves	41% Not getting enough sleep	38% Pressure they put on themselves	34% Not getting enough sleep	36% Threats from the outside world
37% Not getting enough sleep	37% Not having time for the things they want to do	40% The threat of crime	35% Not getting enough sleep	32% The amount of money they have to live on	25% Not getting enough sleep
35% The amount of work they have to get done	37% The threat of crime	34% The amount of money they have to live on	33% The amount of money they have to live on	29% Pressure they put on themselves	18% Pressure they put on themselves
30% The threat of crime	32% The amount of money they have to live on	32% Not having time for the things they want to do	27% Not having time for the things they want to do	27% Not having time for the things they want to do	17% Not having time for the things they want to do

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

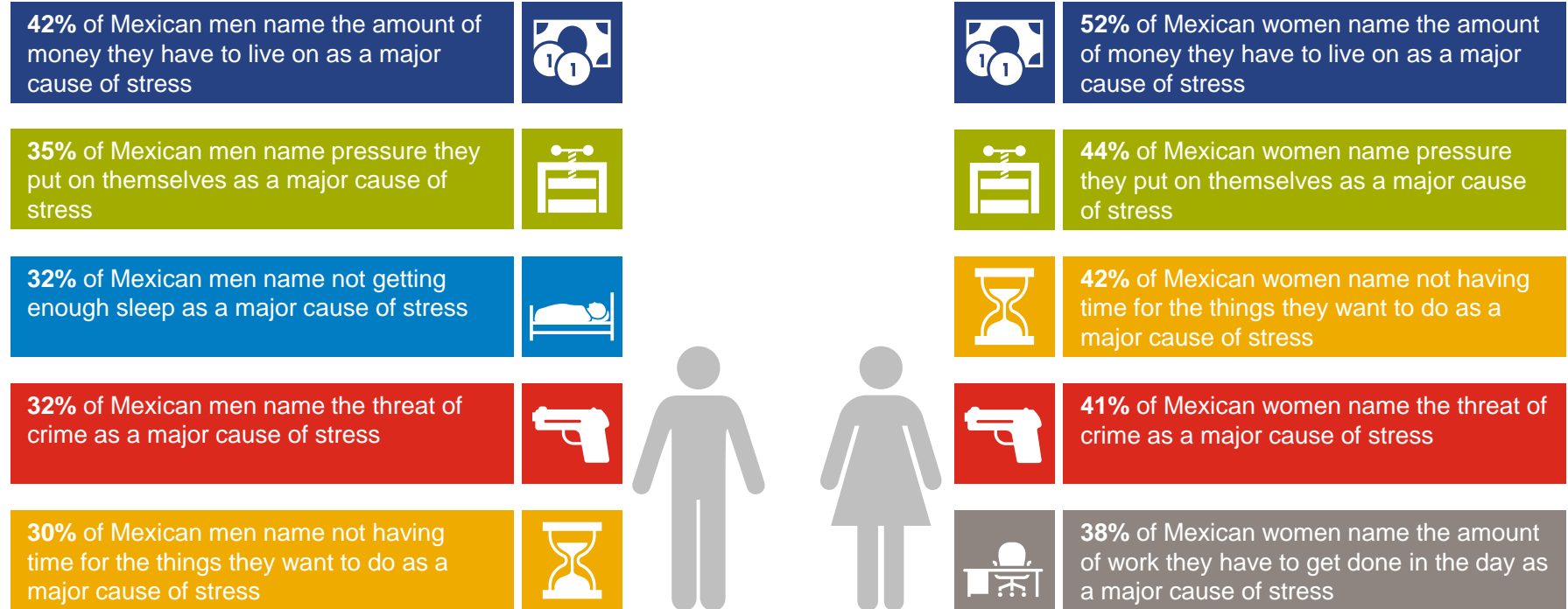
Mexico



Mexico: Top 5 major causes of stress



Mexico: Top 5 major causes of stress by gender



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

Mexico: Top 5 major causes of stress by age groups

15-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60+ years
47% Not having time for the things they want to do	42% The amount of money they have to live on	47% The amount of money they have to live on	56% The amount of money they have to live on	53% The amount of money they have to live on	57% The amount of money they have to live on
44% Pressure they put on themselves	36% Pressure they put on themselves	42% The threat of crime	42% The threat of crime	46% The threat of crime	56% Their health
43% The amount of money they have to live on	35% Not having time for the things they want to do	41% Pressure they put on themselves	39% Pressure they put on themselves	40% Pressure they put on themselves	52% The threat of crime
40% The amount of work they have to get done	34% Not getting enough sleep	39% Not having time for the things they want to do	33% Not getting enough sleep	38% Their children	50% Their children
39% Not getting enough sleep	33% The threat of crime	38% The amount of work they have to get done	33% Their health	38% Their health	38% Not getting enough sleep

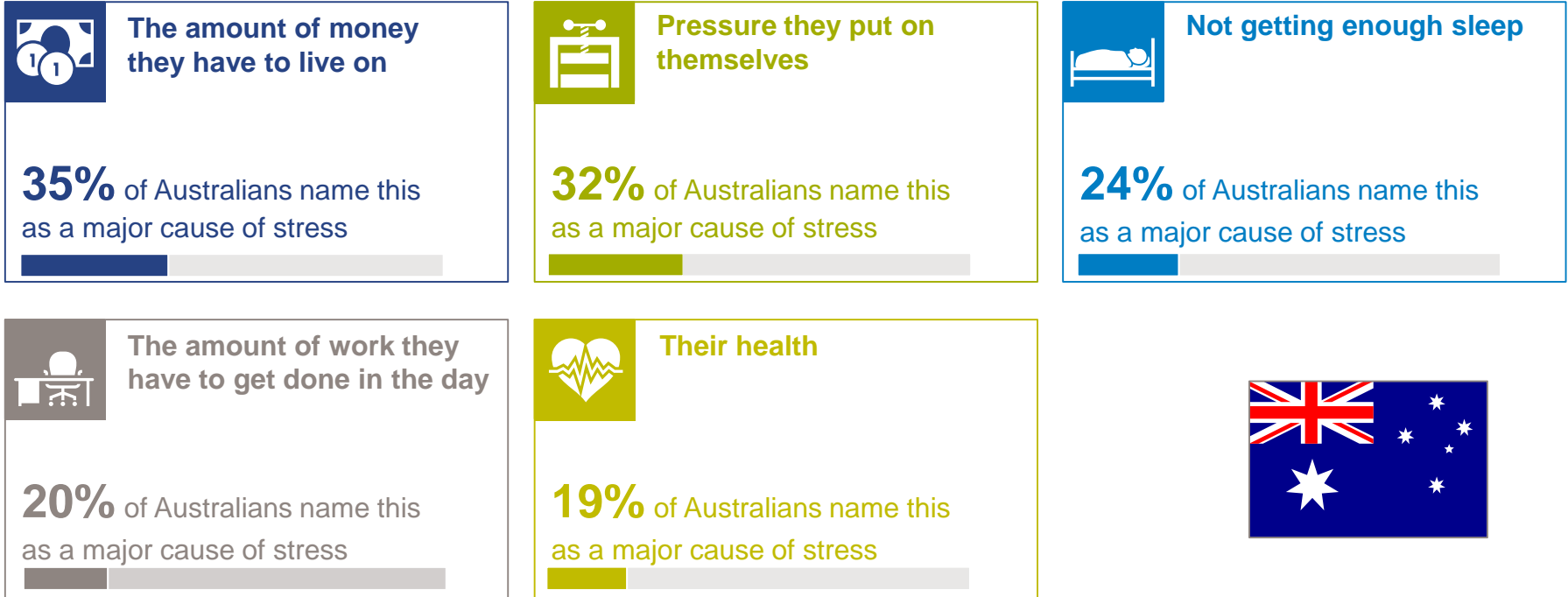
Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Country results – Asia-Pacific

Australia

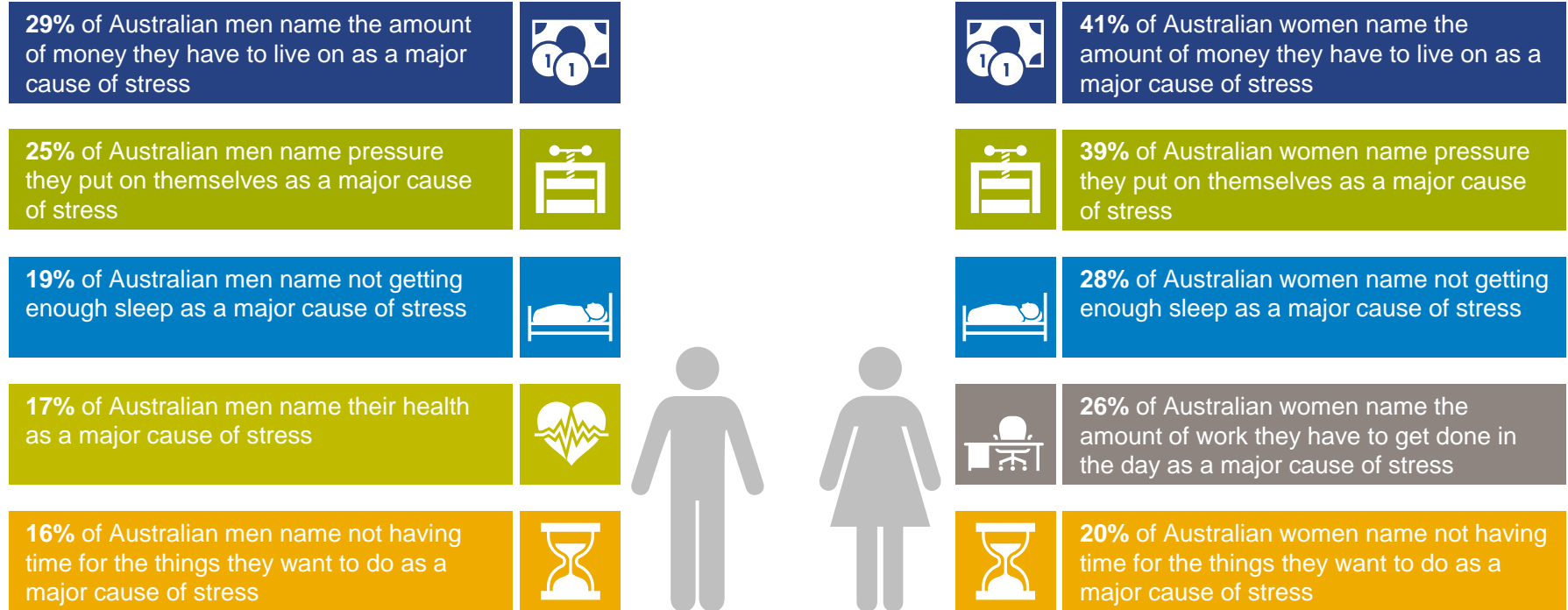


Australia: Top 5 major causes of stress



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

Australia: Top 5 major causes of stress by gender



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

Australia: Top 5 major causes of stress by age groups

15-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60+ years
44% Pressure they put on themselves	40% Pressure they put on themselves	36% Pressure they put on themselves	40% The amount of money they have to live on	32% The amount of money they have to live on	31% The amount of money they have to live on
35% The amount of work they have to get done	38% The amount of money they have to live on	36% The amount of money they have to live on	33% Pressure they put on themselves	25% Pressure they put on themselves	23% Not getting enough sleep
32% Not having time for the things they want to do	24% Not getting enough sleep	26% Not getting enough sleep	22% Not getting enough sleep	21% Their health	22% Their health
32% The amount of money they have to live on	21% The amount of work they have to get done	23% The amount of work they have to get done	19% The amount of work they have to get done	21% Not getting enough sleep	13% Pressure they put on themselves
27% Not getting enough sleep	18% Their health	23% Their health	19% Not having time for the things they want to do	16% The amount of work they have to get done	13% Their spouse

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

China



China: Top 5 major causes of stress



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

China: Top 5 major causes of stress by gender



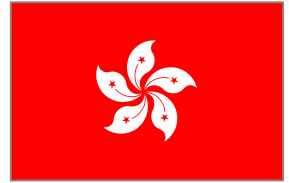
Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

China: Top 5 major causes of stress by age groups

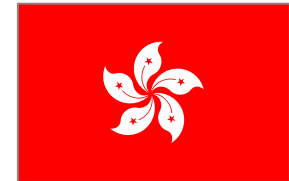
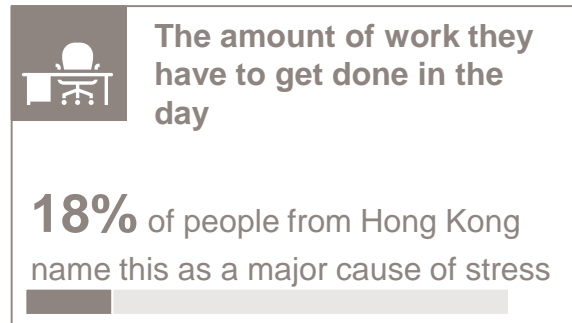
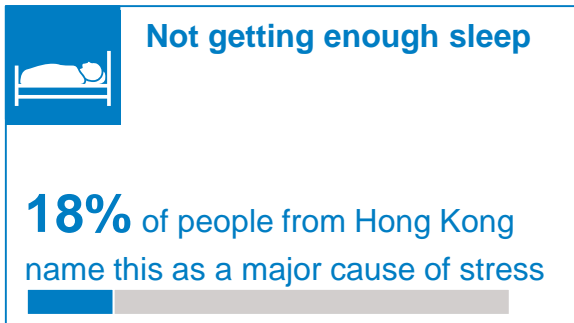
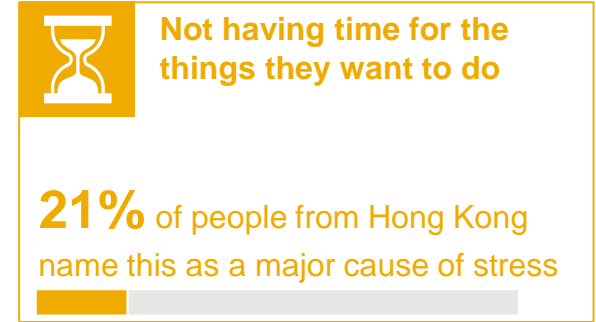
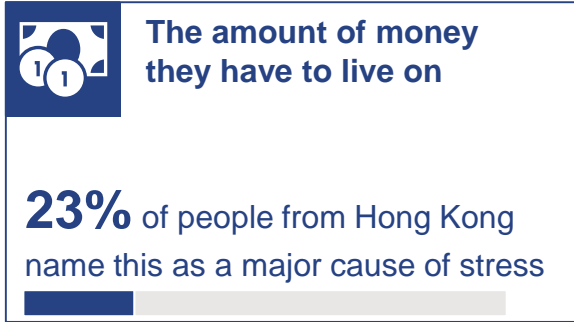
15-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60+ years
28% Not having time for the things they want to do	29% Pressure they put on themselves	22% Their children	17% Their children	16% Taking care of a family member	29% Not getting enough sleep
27% Pressure they put on themselves	26% Not having time for the things they want to do	21% Pressure they put on themselves	17% The amount of money they have to live on	14% The amount of money they have to live on	20% Their health
26% Not getting enough sleep	21% Not getting enough sleep	20% The amount of money they have to live on	17% Pressure they put on themselves	11% Not getting enough sleep	16% Threats from the outside world
21% Their parents	20% Their parents	18% Not getting enough sleep	15% Not getting enough sleep	11% Their health	15% Taking care of a family member
20% The amount of money they have to live on	19% The amount of money they have to live on	16% Their health	13% Their health	10% Threats from the outside world	14% The threat of crime

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

Hong Kong



Hong Kong: Top 5 major causes of stress



Hong Kong: Top 5 major causes of stress by gender



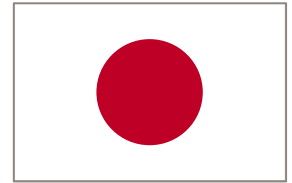
Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Hong Kong: Top 5 major causes of stress by age groups

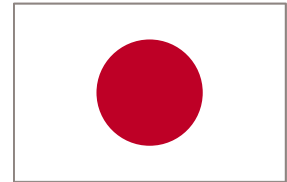
15-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60+ years
38% Not having time for the things they want to do	29% Pressure they put on themselves	24% The amount of money they have to live on	24% The amount of money they have to live on	24% The amount of money they have to live on	16% Taking care of a family member
38% Pressure they put on themselves	25% Not having time for the things they want to do	23% Not getting enough sleep	21% Pressure they put on themselves	19% Taking care of a family member	13% Their health
33% The amount of work they have to get done	24% The amount of money they have to live on	22% Pressure they put on themselves	21% Not getting enough sleep	17% Not having time for the things they want to do	12% Pressure they put on themselves
23% The amount of money they have to live on	21% The amount of work they have to get done	21% Not having time for the things they want to do	20% Their children	15% Their children	12% The amount of money they have to live on
20% Not getting enough sleep	16% The people you have to work with	21% The amount of work they have to get done	20% Taking care of a family member	13% Not getting enough sleep	12% Their parents

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

Japan



Japan: Top 5 major causes of stress



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

Japan: Top 5 major causes of stress by gender



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

Japan: Top 5 major causes of stress by age groups

15-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60+ years
25% Not having time for the things they want to do	24% The amount of money they have to live on	19% The amount of money they have to live on	28% The amount of money they have to live on	23% The amount of money they have to live on	18% The amount of money they have to live on
22% Pressure they put on themselves	24% Pressure they put on themselves	15% Pressure they put on themselves	15% Not having time for the things they want to do	13% Taking care of a family member	16% Their health
20% Not getting enough sleep	17% Not having time for the things they want to do	14% Not having time for the things they want to do	14% Pressure they put on themselves	12% The people they have to work with	11% Taking care of a family member
18% The amount of money they have to live on	16% The people they have to work with	14% Not getting enough sleep	14% The people they have to work with	12% Their health	7% Their children
14% The amount of work they have to get done	13% The amount of work they have to get done	14% Their health	13% Not getting enough sleep	12% Pressure they put on themselves	7% Not getting enough sleep

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

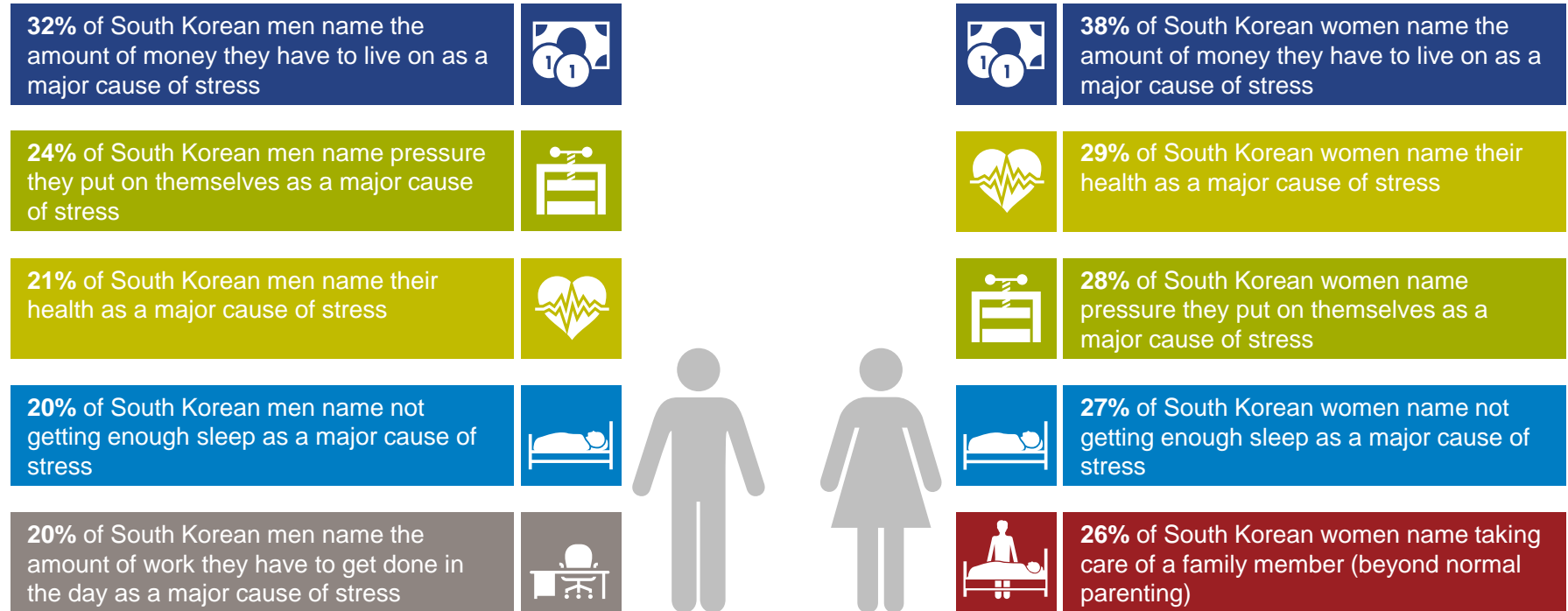
South Korea



South Korea: Top 5 major causes of stress



South Korea: Top 5 major causes of stress by gender



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

South Korea: Top 5 major causes of stress by age groups

15-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60+ years
35% Pressure they put on themselves	42% The amount of money they have to live on	37% The amount of money they have to live on	36% The amount of money they have to live on	34% The amount of money they have to live on	32% The amount of money they have to live on
28% The amount of work they have to get done	38% Pressure they put on themselves	30% Pressure they put on themselves	28% Their health	30% Their health	32% Taking care of a family member
26% Not having time for the things they want to do	26% The amount of work they have to get done	26% The amount of work they have to get done	25% Taking care of a family member	28% Taking care of a family member	31% Their health
25% The amount of money they have to live on	26% Not having time for the things they want to do	23% Not having time for the things they want to do	25% Not getting enough sleep	21% Their spouse	27% Not getting enough sleep
24% Not getting enough sleep	25% Not getting enough sleep	22% Not getting enough sleep	24% Pressure they put on themselves	18% Not getting enough sleep	23% Their children

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