

Attitudes around materialism

Global GfK survey



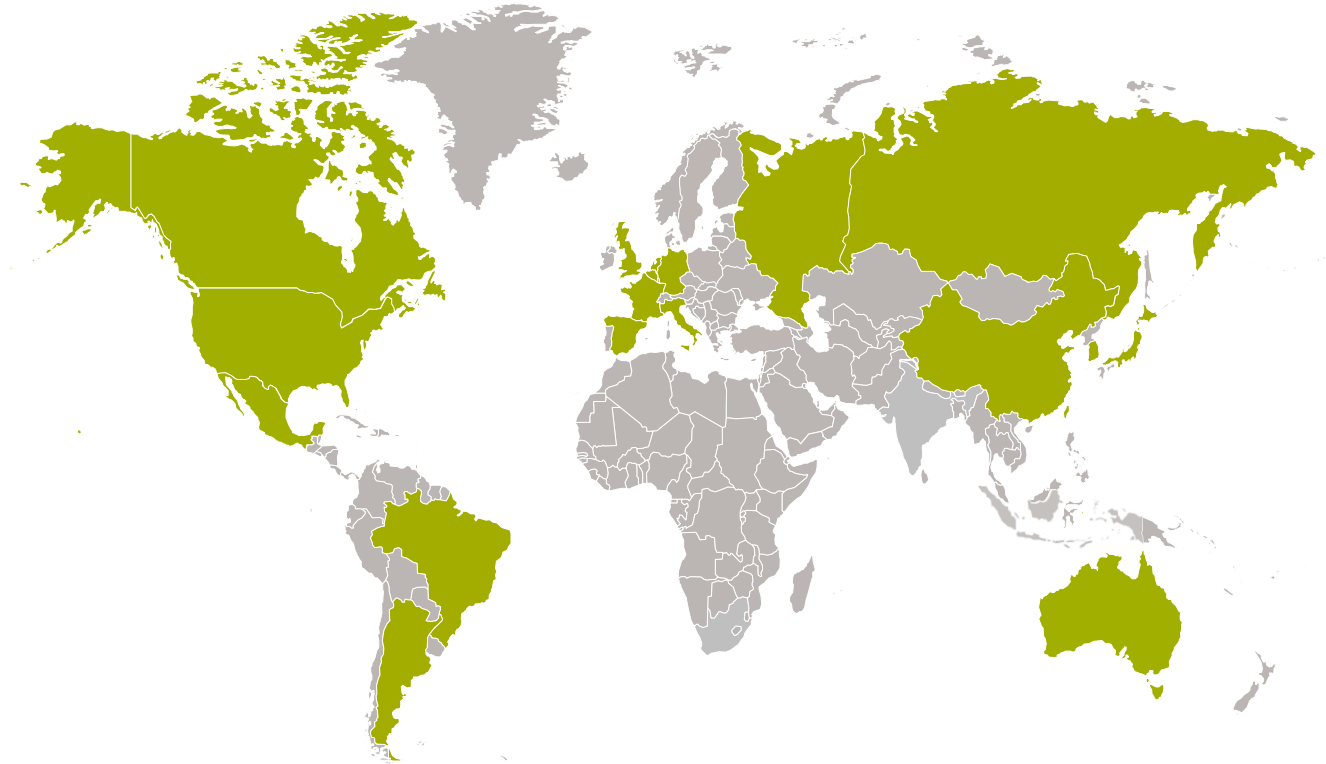
May 2017

Global GfK survey: Attitudes around materialism

1 Methodology

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3 Country results



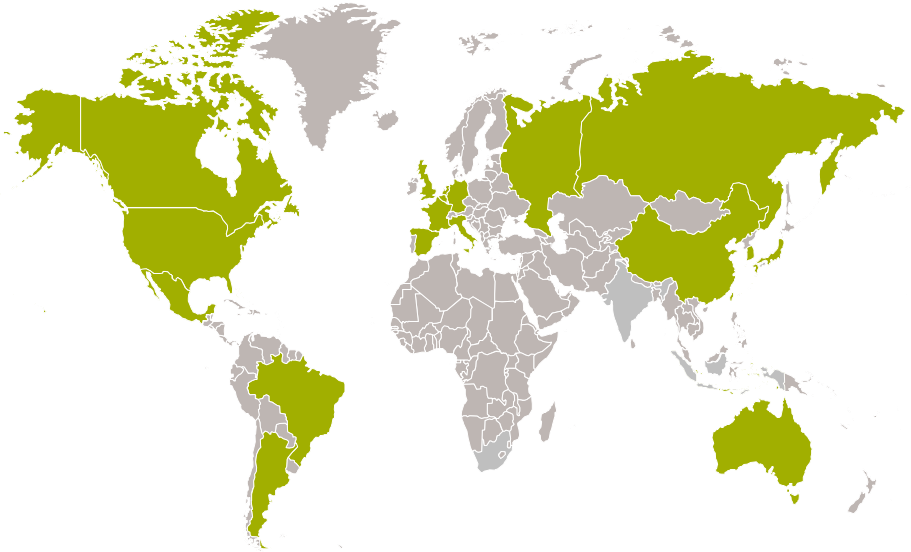
To see country results, click on the map (in PPT show). To go back to the table of content, click on the GfK logo anywhere in the document.

Methodology

Countries covered, methodology and sample size

GfK interviewed in summer 2016 more than 22,000 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=1007)
- Australia (online/n=1001)
- Belgium (online/n=1004)
- Brazil (online/n=1500)
- Canada (online/n=1002)
- China (online/n=1510)
- France (online/n=1501)
- Germany (online/n=1502)
- Italy (online/n=1503)
- Japan (online/n=1500)
- Mexico (online/n=1000)
- Netherlands (online/n=1003)
- Russia (online/n=1501)
- South Korea (online/n=1000)
- Spain (online/n=1500)
- UK (online/n=1501)
- USA (online/n=1536)



Question



Please indicate how strongly you personally agree or disagree with each of the following statements, using this scale where "1" means "disagree strongly" and "7" means "agree strongly." Select one answer for each item.

- **I would rather have more time than more money**
- **Experiences are more important than possessions**

Data used in this presentation represents top 2 boxes (agreement) and bottom 2 boxes (disagreement).

Global results

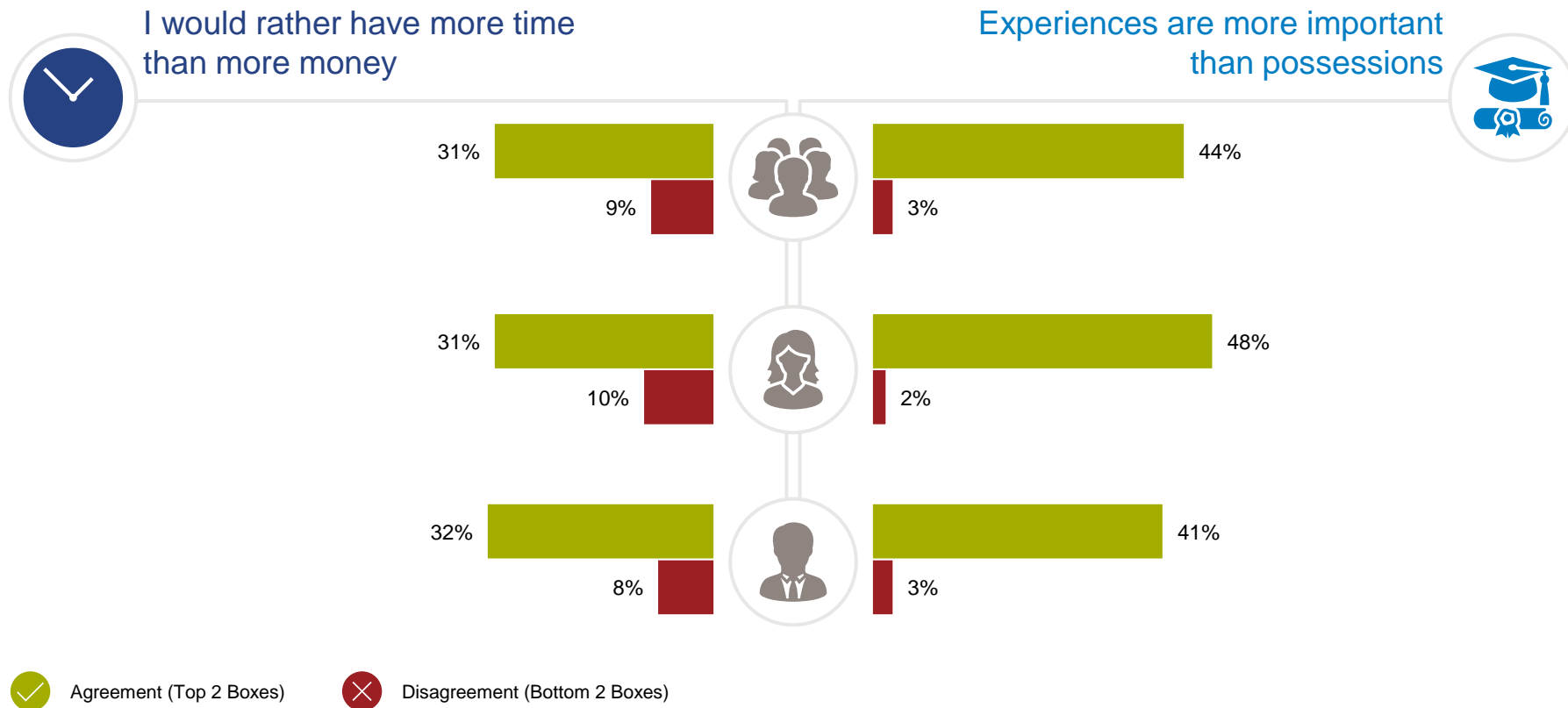


Highlights

- GfK asked 22,000 people across 17 countries how strongly they agree or disagree with two statements: “I would rather have more time than more money” and “Experiences are more important than possessions”
- Three out of ten people (31 percent) firmly prefer to have more time than more money – compared to only nine percent firmly disagree with that
- This preference for more time than more money is especially important for people in China (41 percent), Brazil (37 percent) and Argentina (32 percent)
- Over four out of ten (44 percent) firmly believe that experiences are more important than possession – compared to just three percent who firmly disagree with that
- Agreement with experiences being more important than possessions is highest in Mexico (57 percent), Argentina and the USA (both 53 percent)

Attitudes around materialism

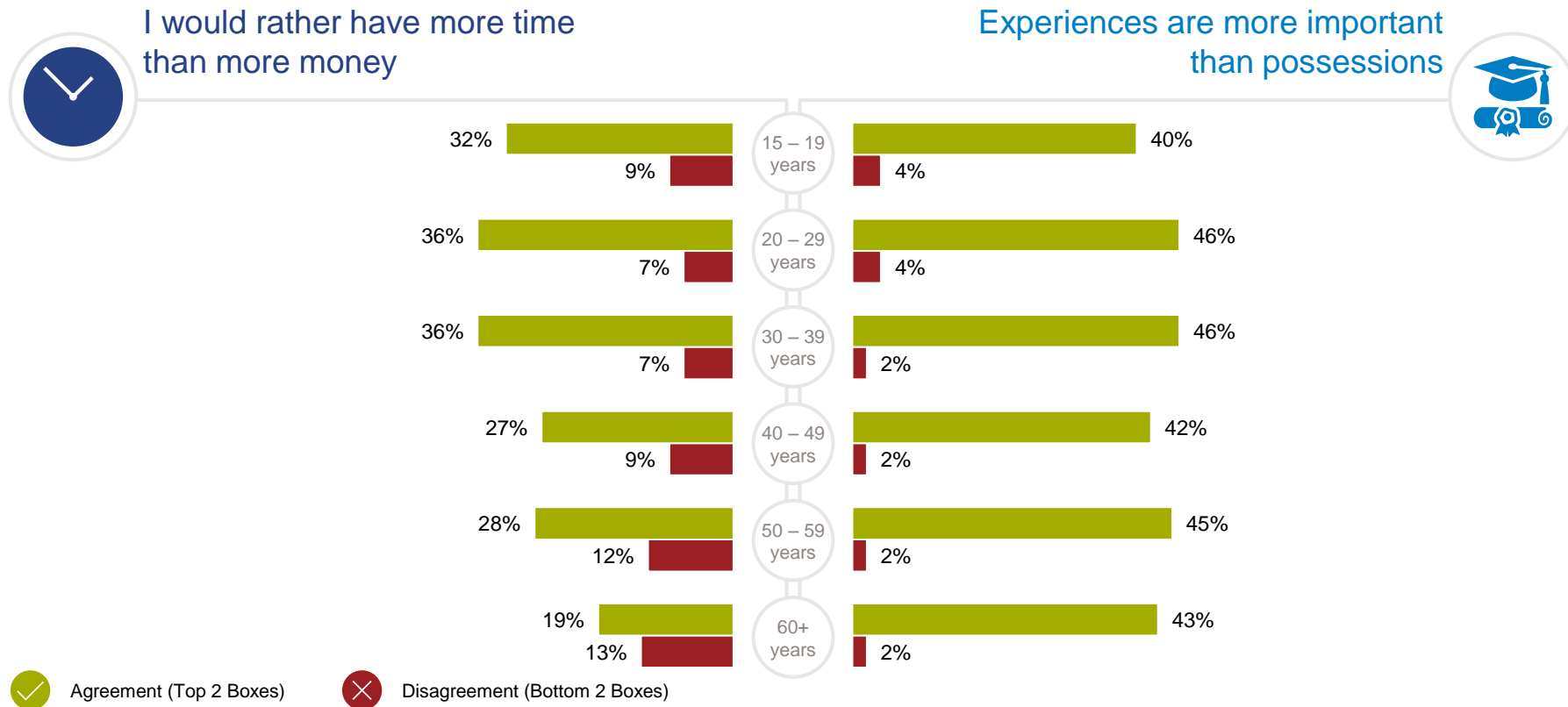
Agreement and disagreement across 17 countries



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Attitudes around materialism

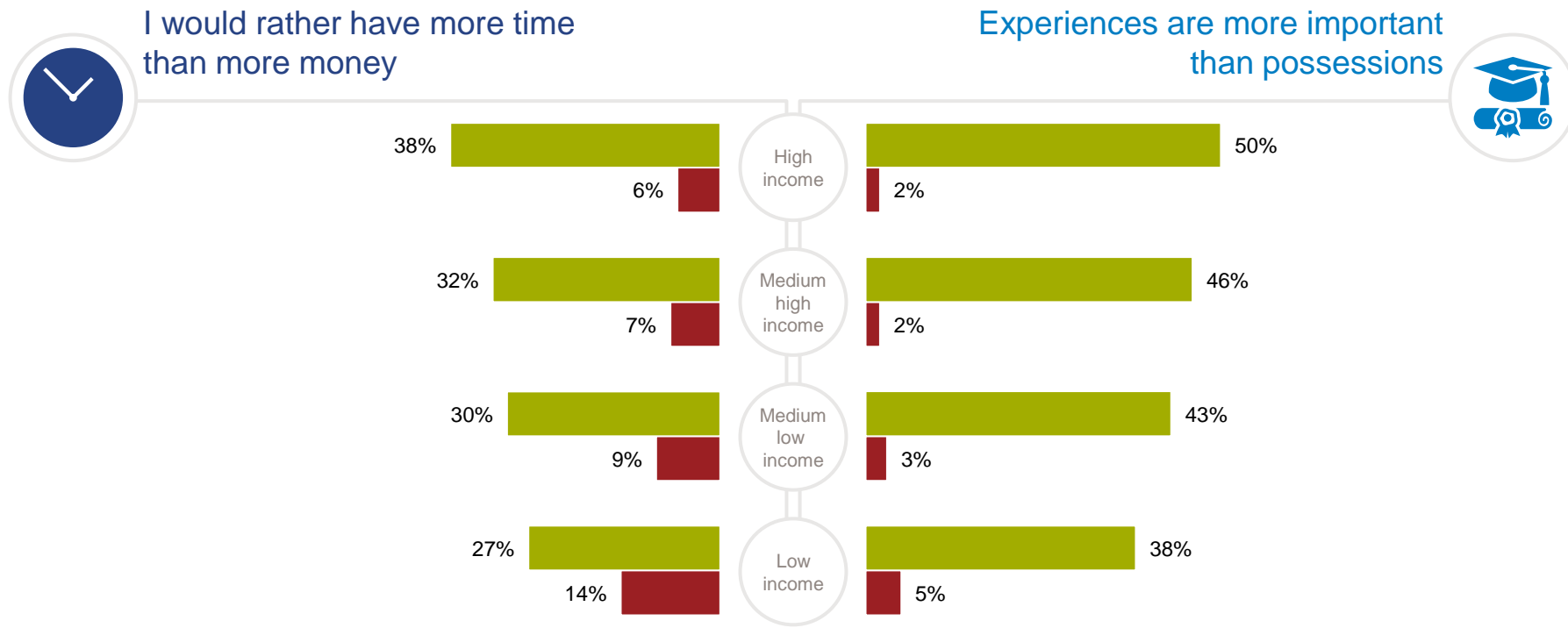
Agreement and disagreement per age-group across 17 countries



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Attitudes around materialism

Agreement and disagreement per income-group across 17 countries



Agreement (Top 2 Boxes)



Disagreement (Bottom 2 Boxes)



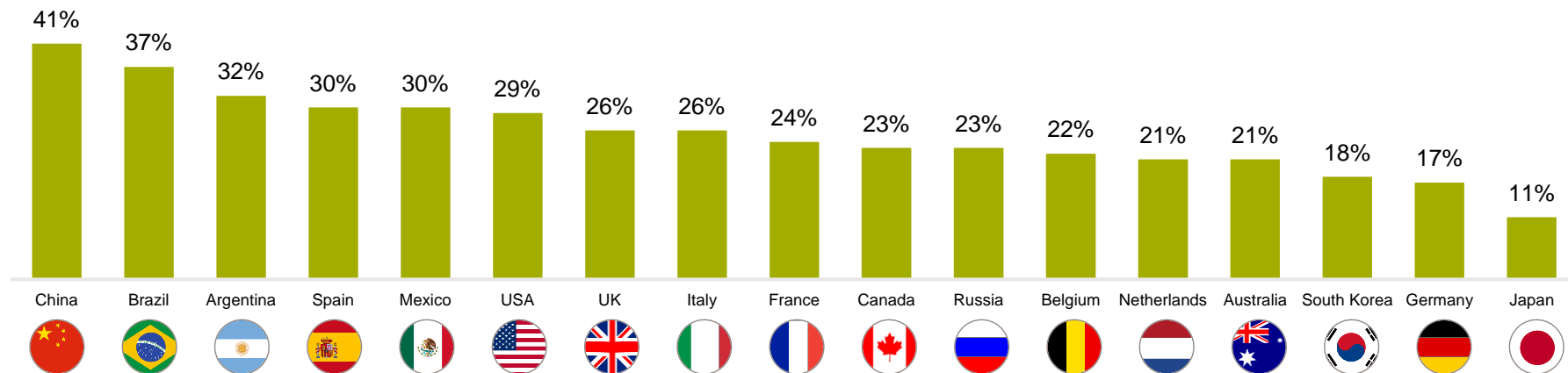
Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Attitudes around materialism – Country comparison agreement



I would rather have more time than more money



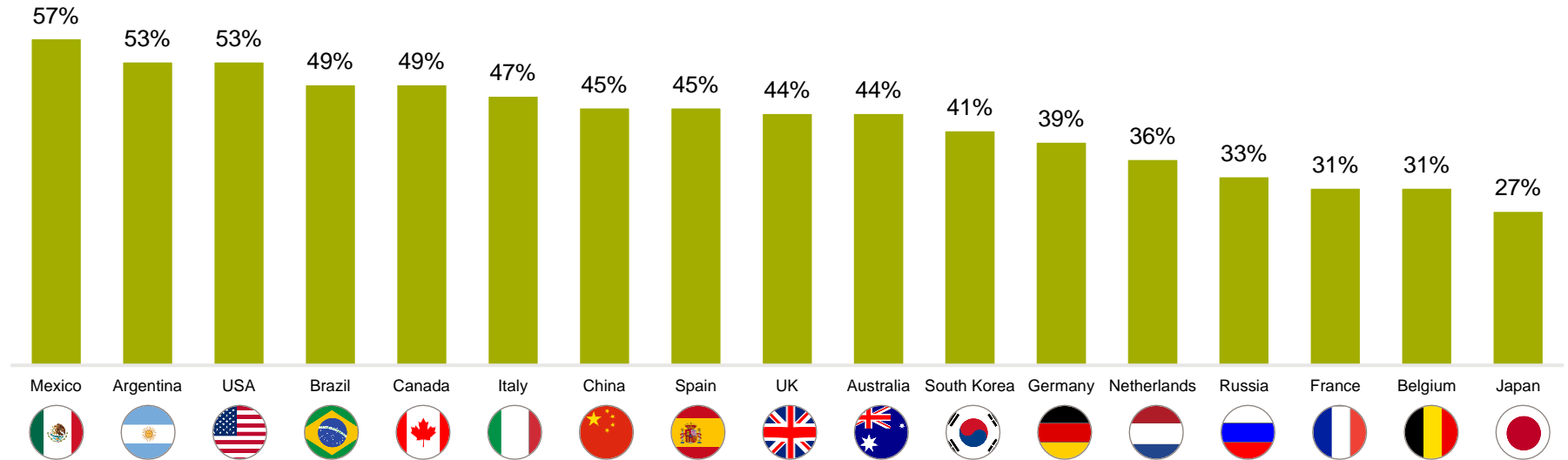
Agreement (Top 2 Boxes)

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Attitudes around materialism – Country comparison agreement



Experiences are more important than possessions



Agreement (Top 2 Boxes)

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

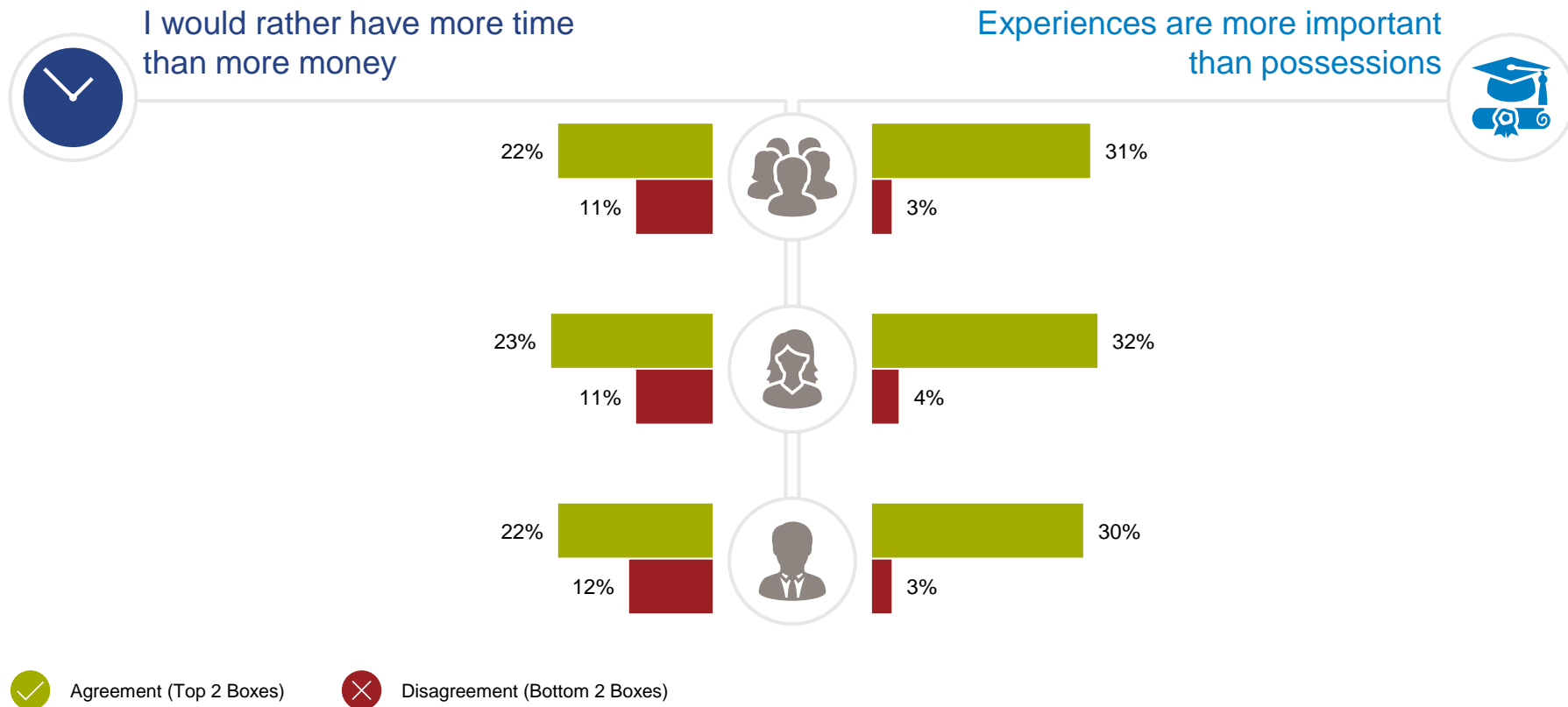
Country results – Europe

Belgium



Attitudes around materialism

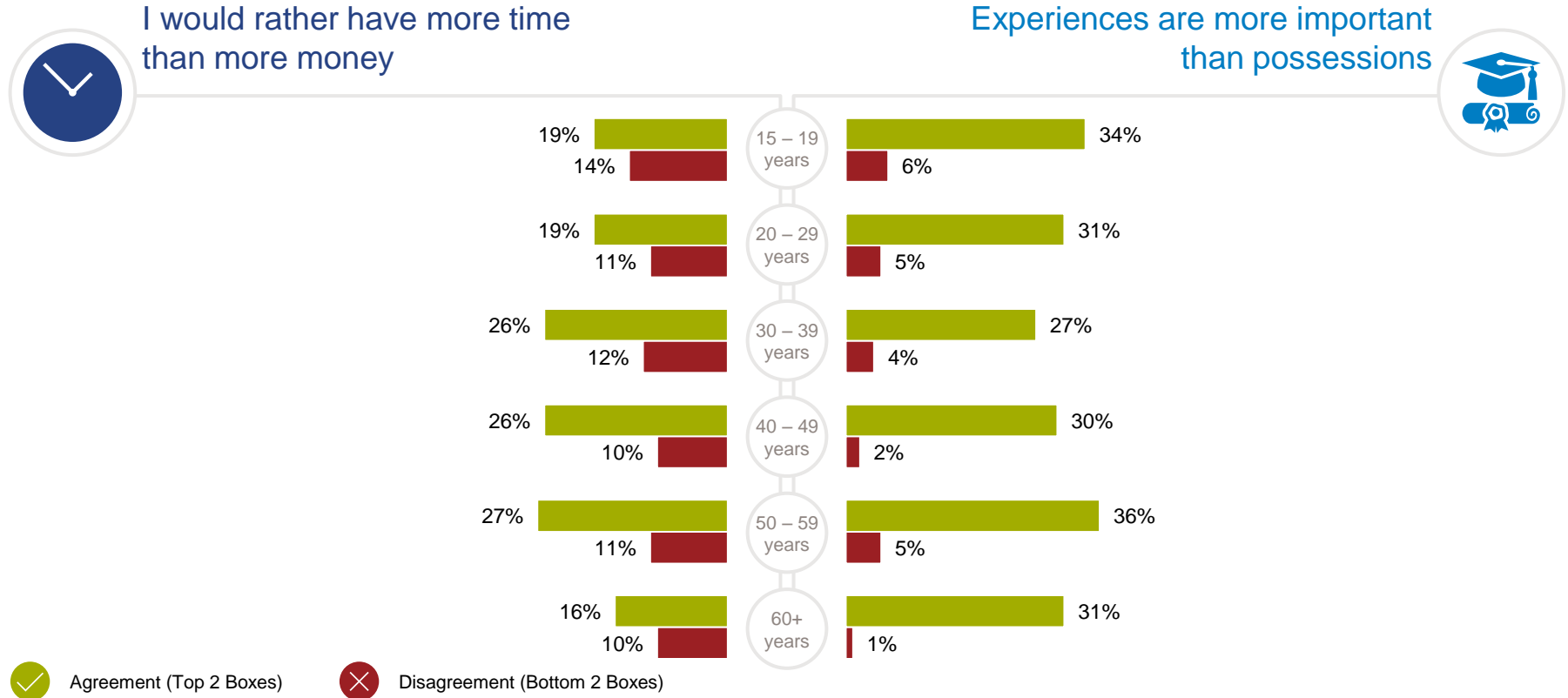
Agreement and disagreement across Belgium



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Attitudes around materialism

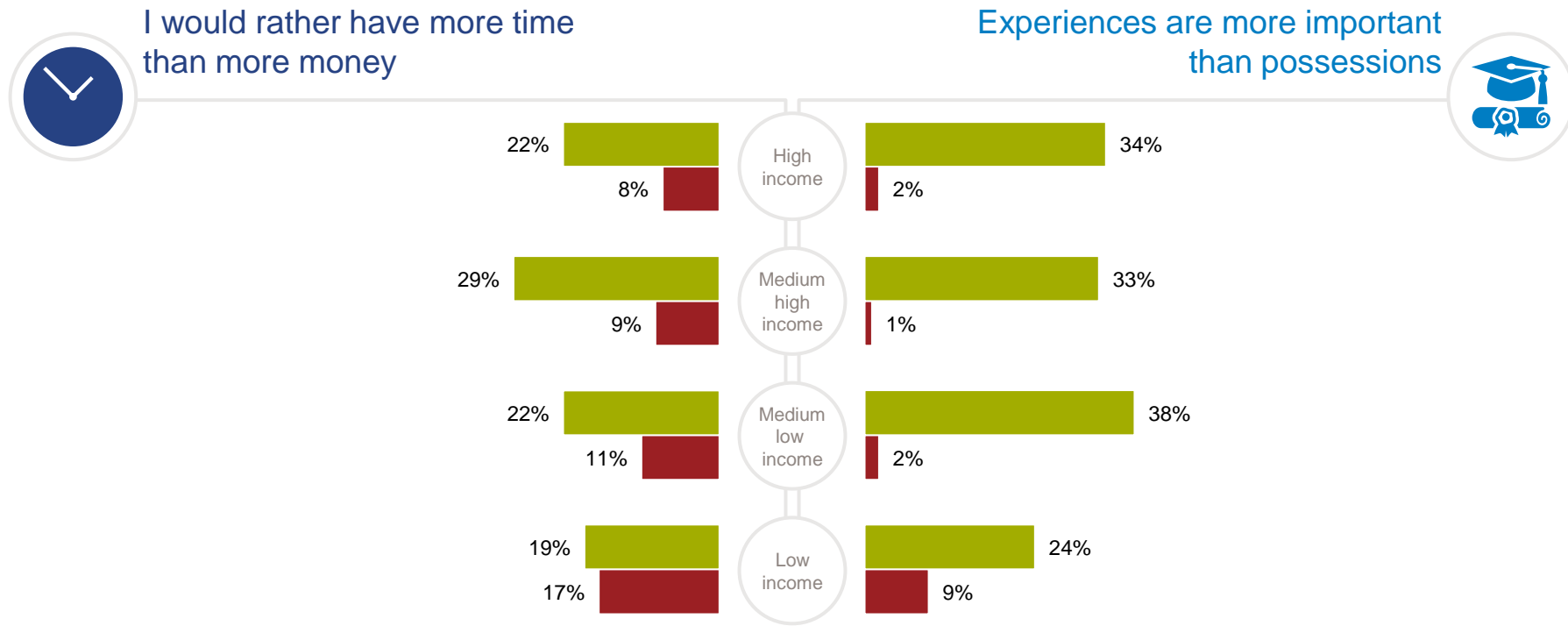
Agreement and disagreement per age-group across Belgium



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Attitudes around materialism

Agreement and disagreement per income-group across Belgium



Agreement (Top 2 Boxes)



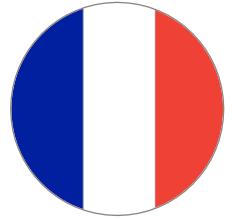
Disagreement (Bottom 2 Boxes)



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners

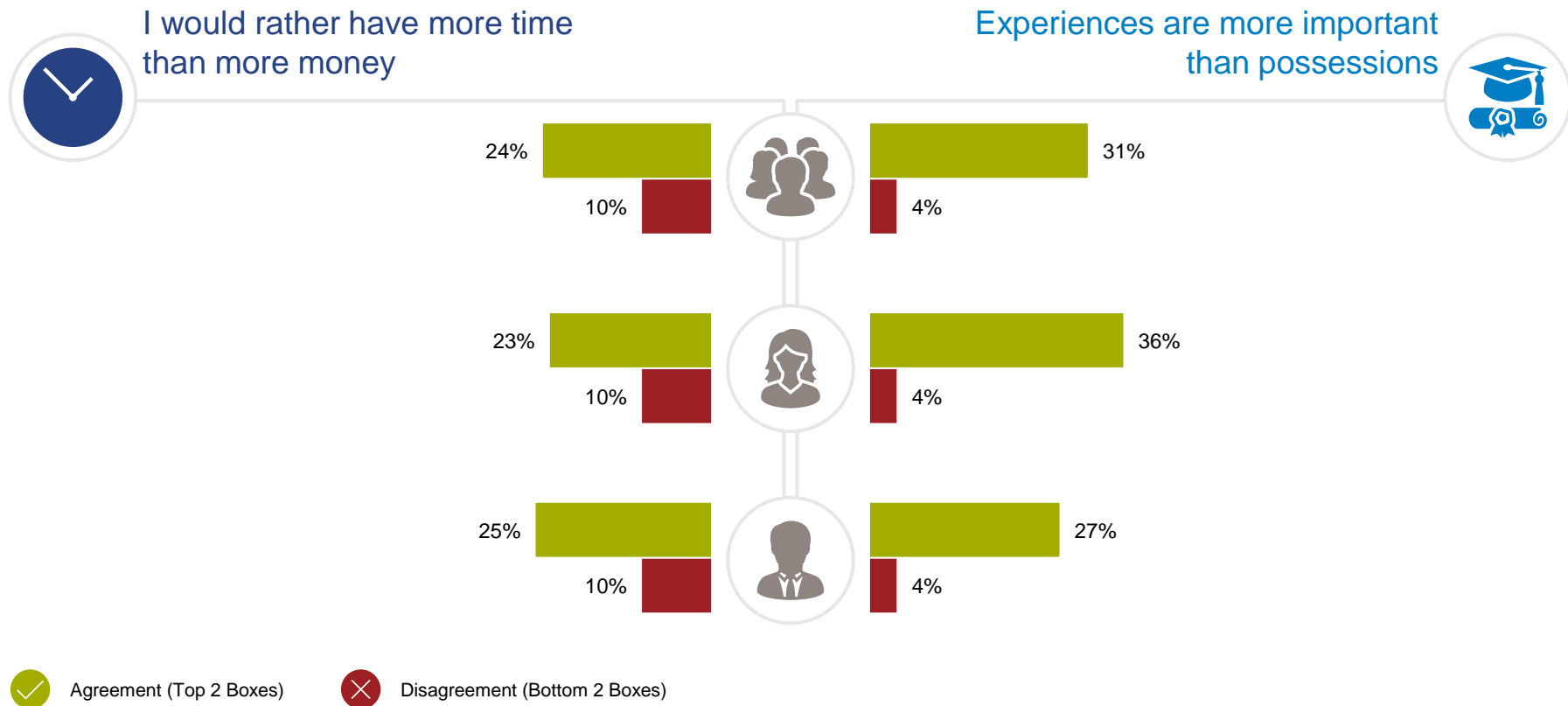
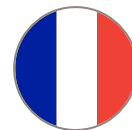
Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

France



Attitudes around materialism

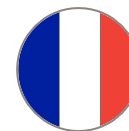
Agreement and disagreement across France



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Attitudes around materialism

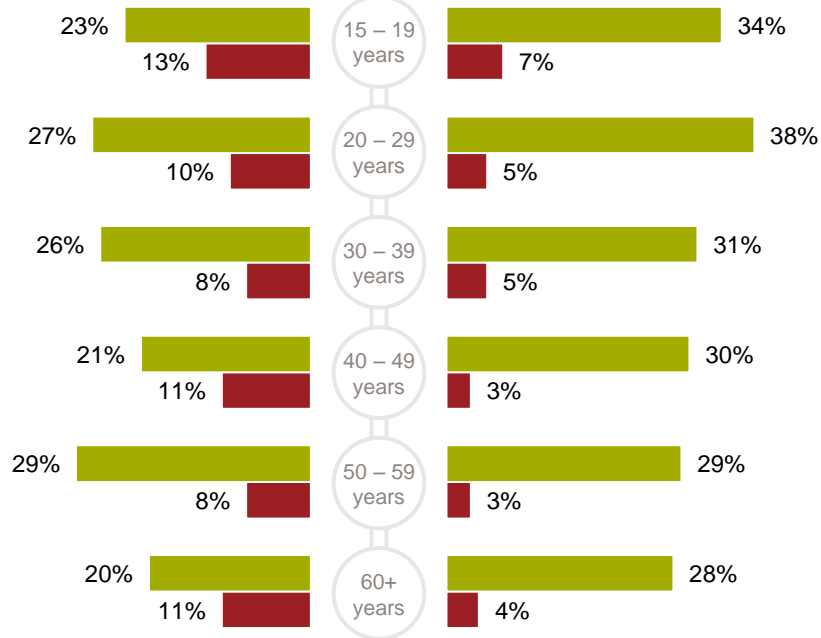
Agreement and disagreement per age-group across France



I would rather have more time
than more money



Experiences are more important
than possessions



Agreement (Top 2 Boxes)

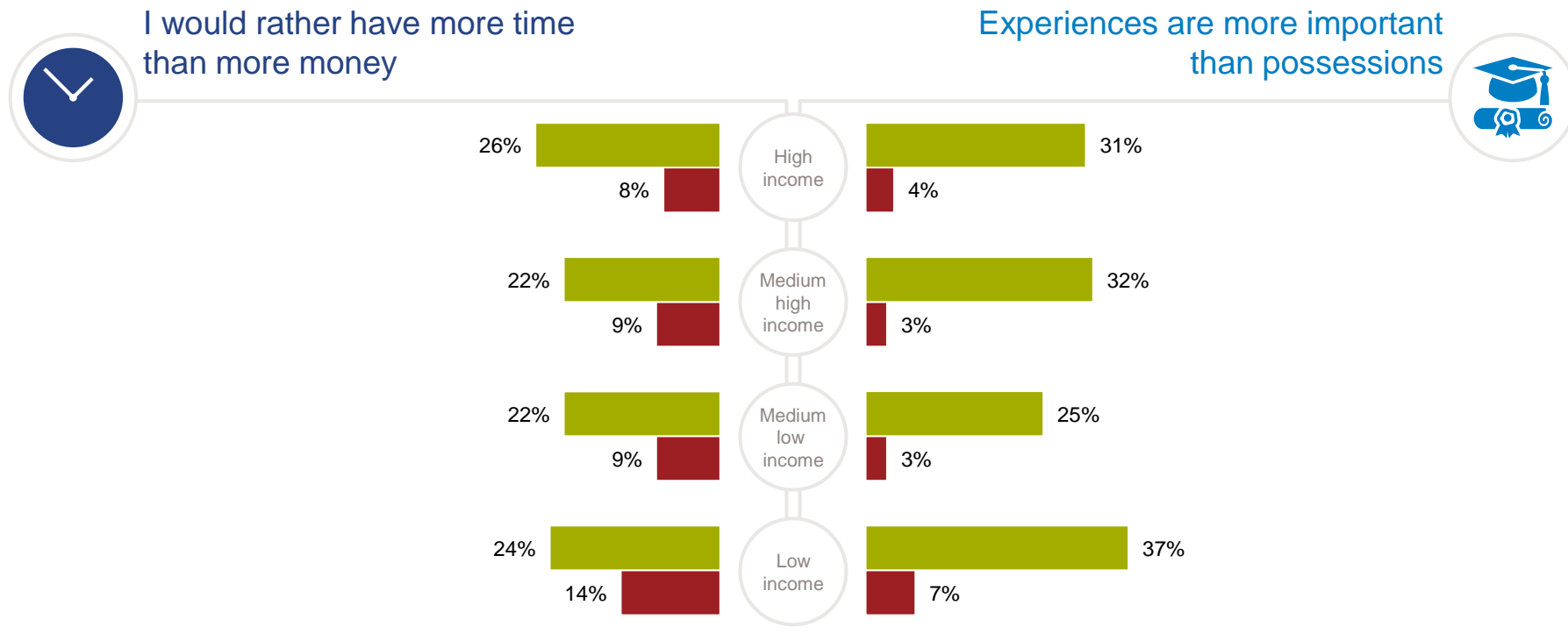
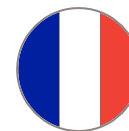


Disagreement (Bottom 2 Boxes)

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Attitudes around materialism

Agreement and disagreement per income-group across France



Agreement (Top 2 Boxes)



Disagreement (Bottom 2 Boxes)



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners

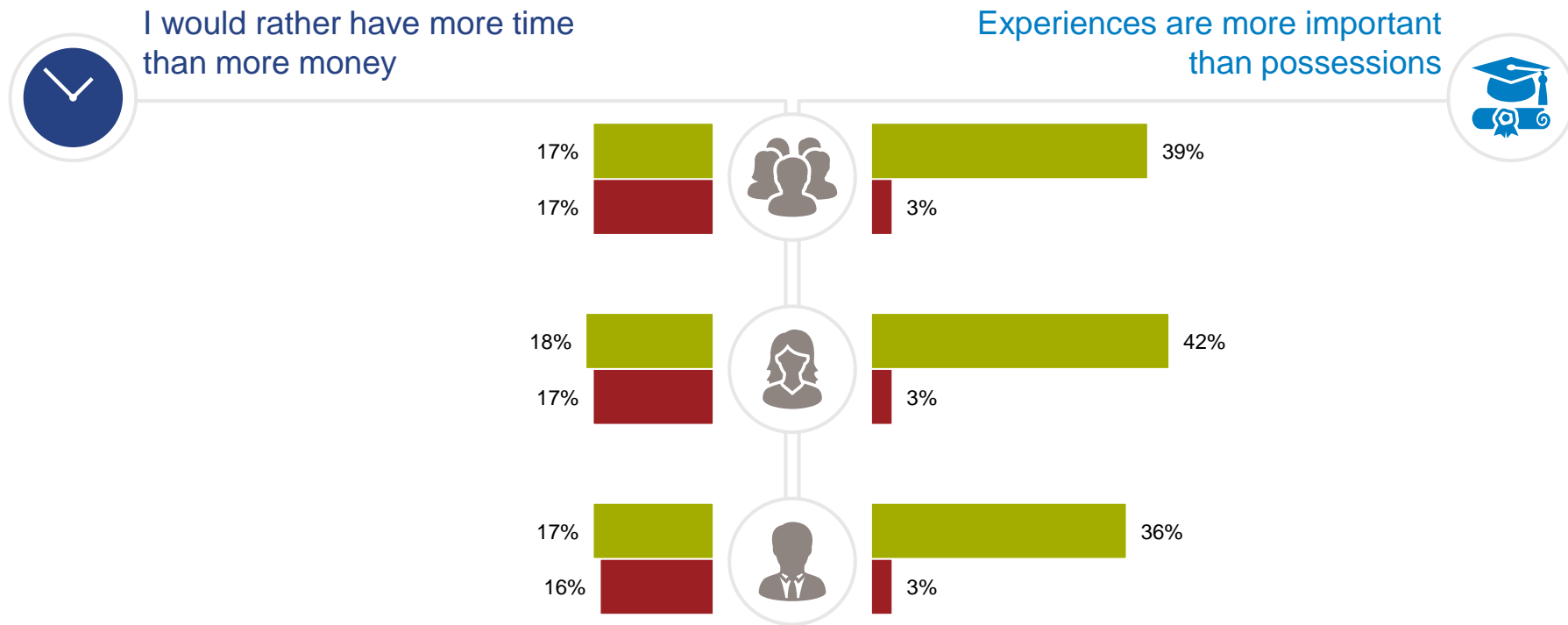
Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Germany



Attitudes around materialism

Agreement and disagreement across Germany



Agreement (Top 2 Boxes)

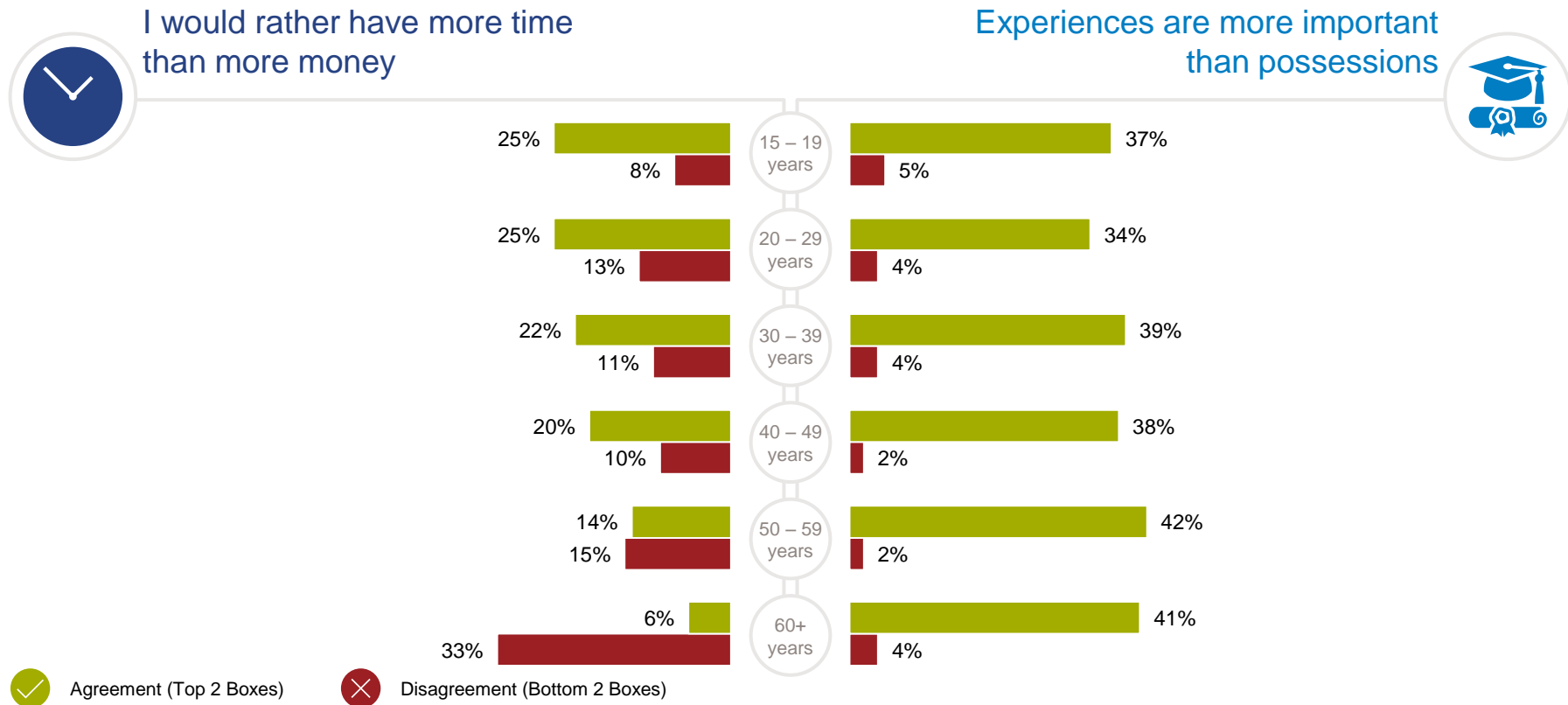


Disagreement (Bottom 2 Boxes)

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Attitudes around materialism

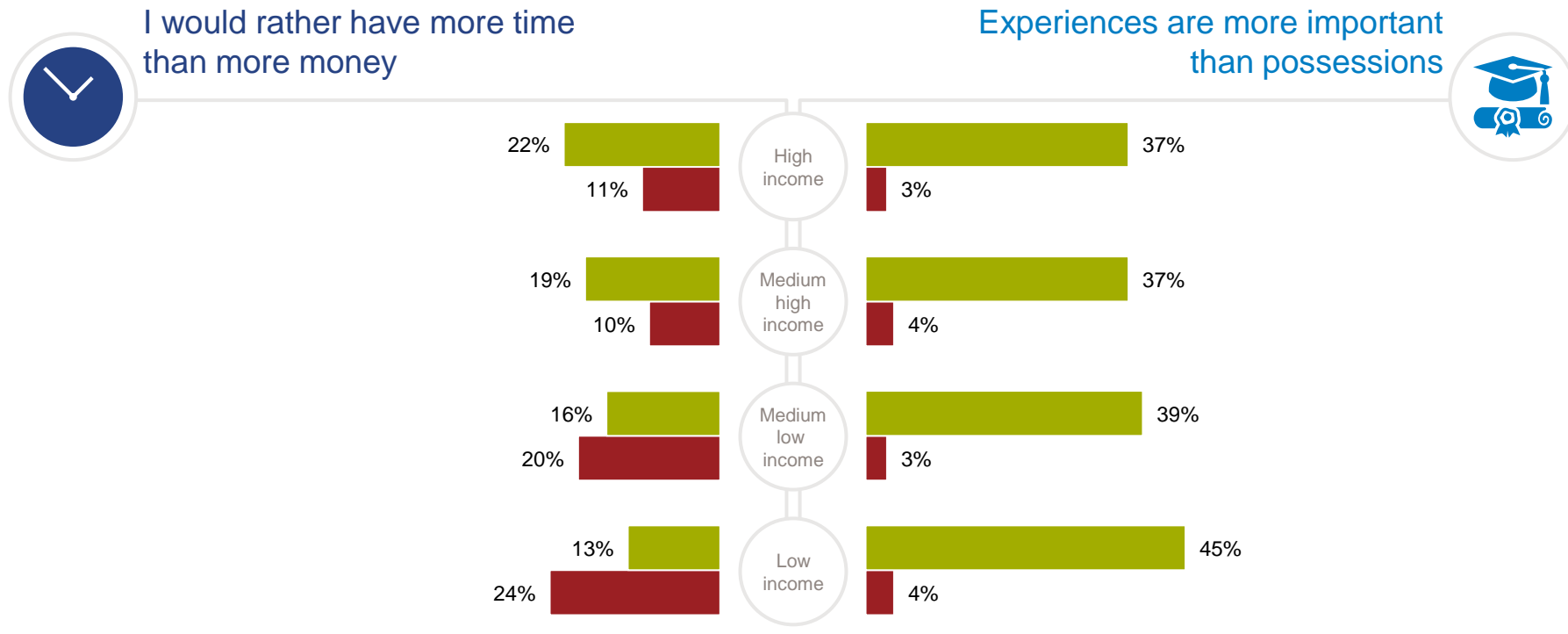
Agreement and disagreement per age-group across Germany



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Attitudes around materialism

Agreement and disagreement per income-group across Germany



Agreement (Top 2 Boxes)



Disagreement (Bottom 2 Boxes)



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners

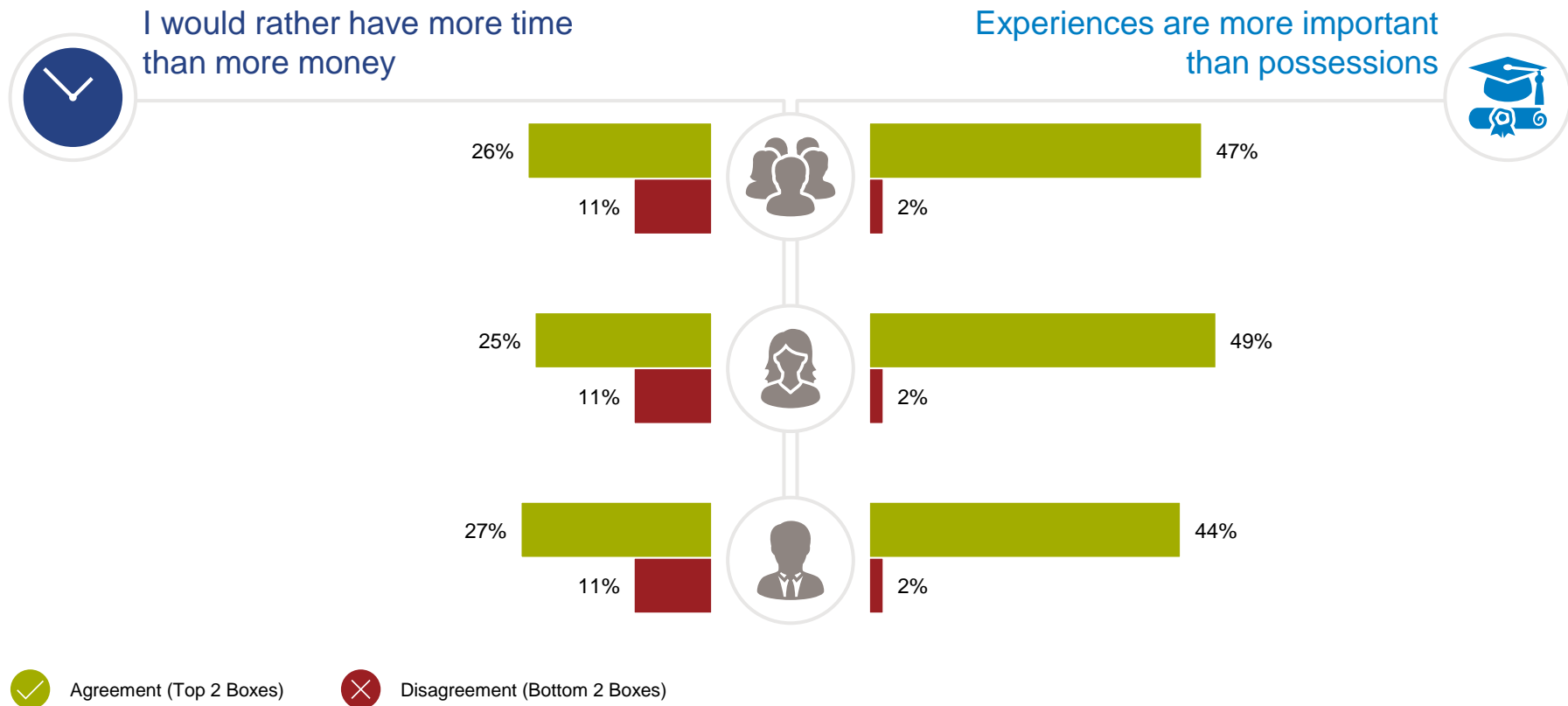
Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Italy



Attitudes around materialism

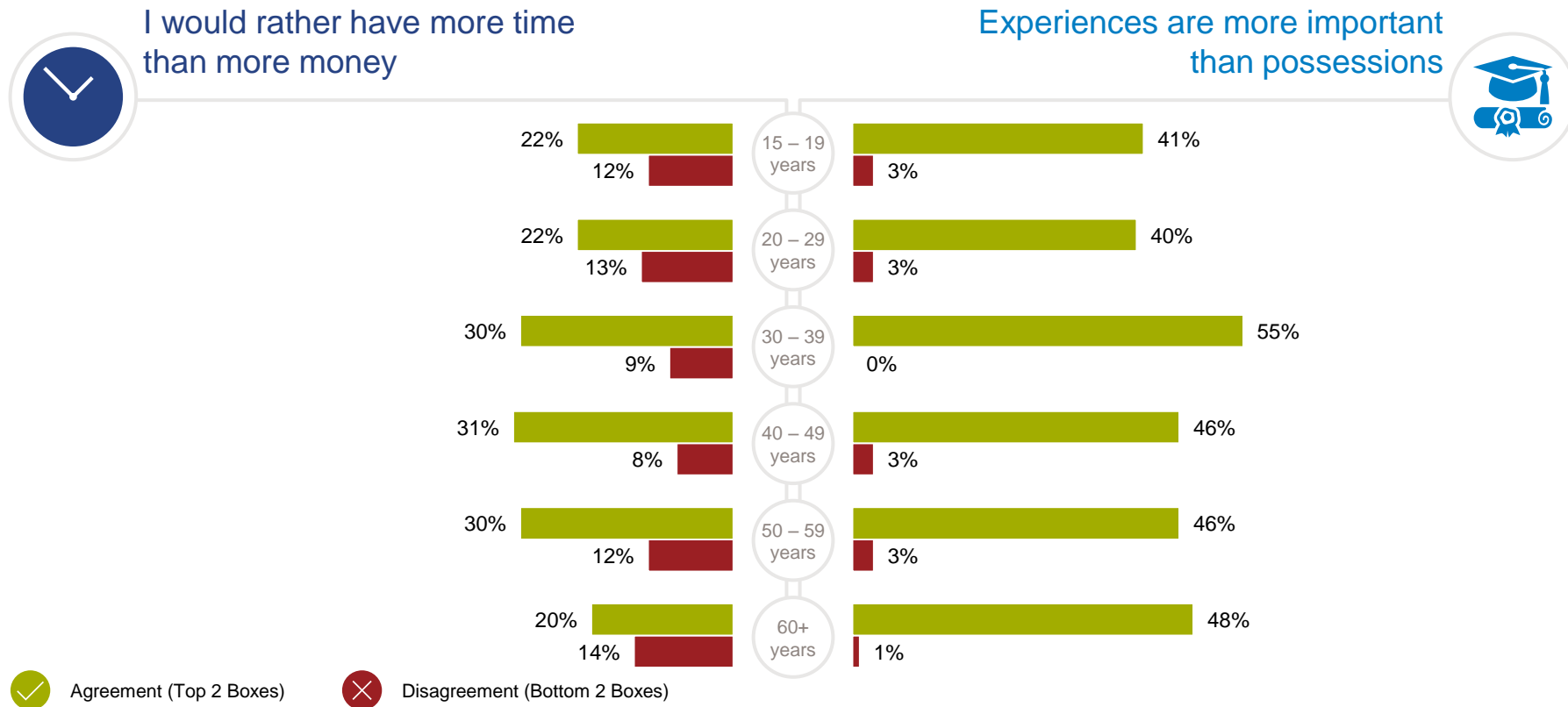
Agreement and disagreement across Italy



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Attitudes around materialism

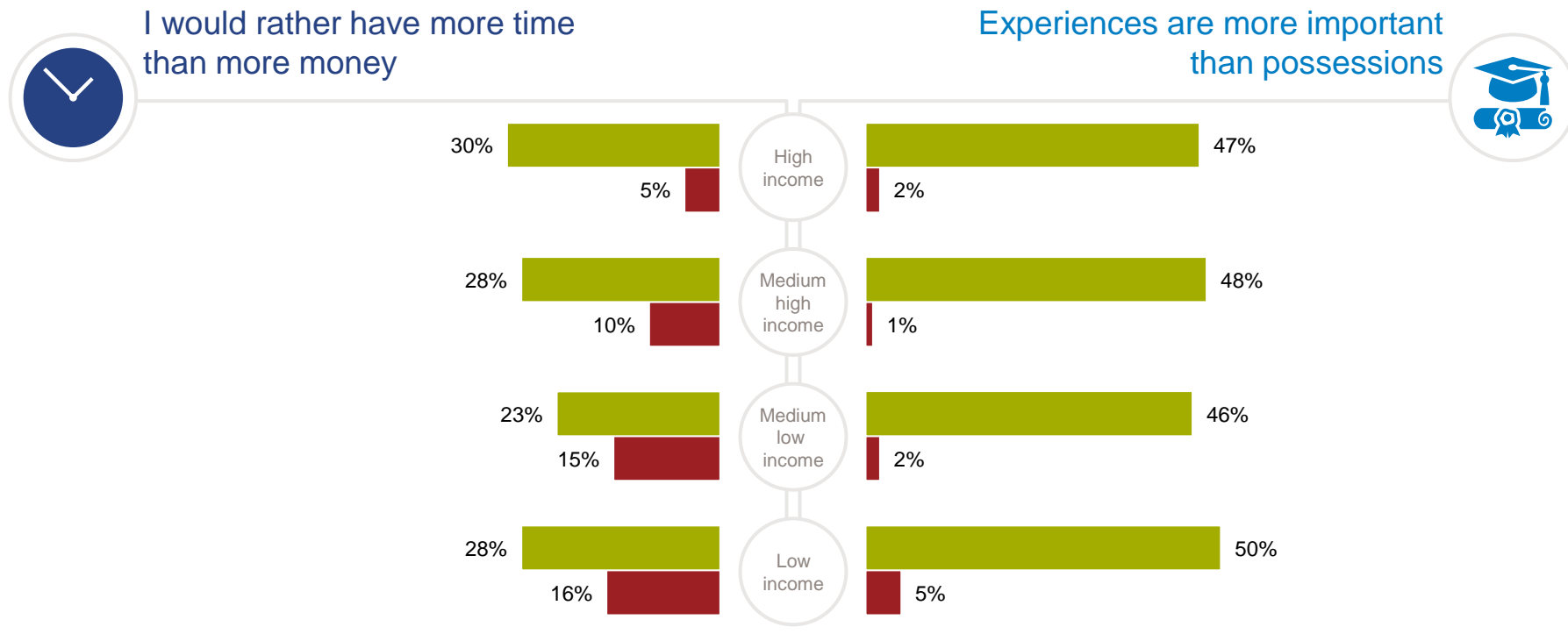
Agreement and disagreement per age-group across Italy



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Attitudes around materialism

Agreement and disagreement per income-group across Italy



Agreement (Top 2 Boxes)



Disagreement (Bottom 2 Boxes)



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners

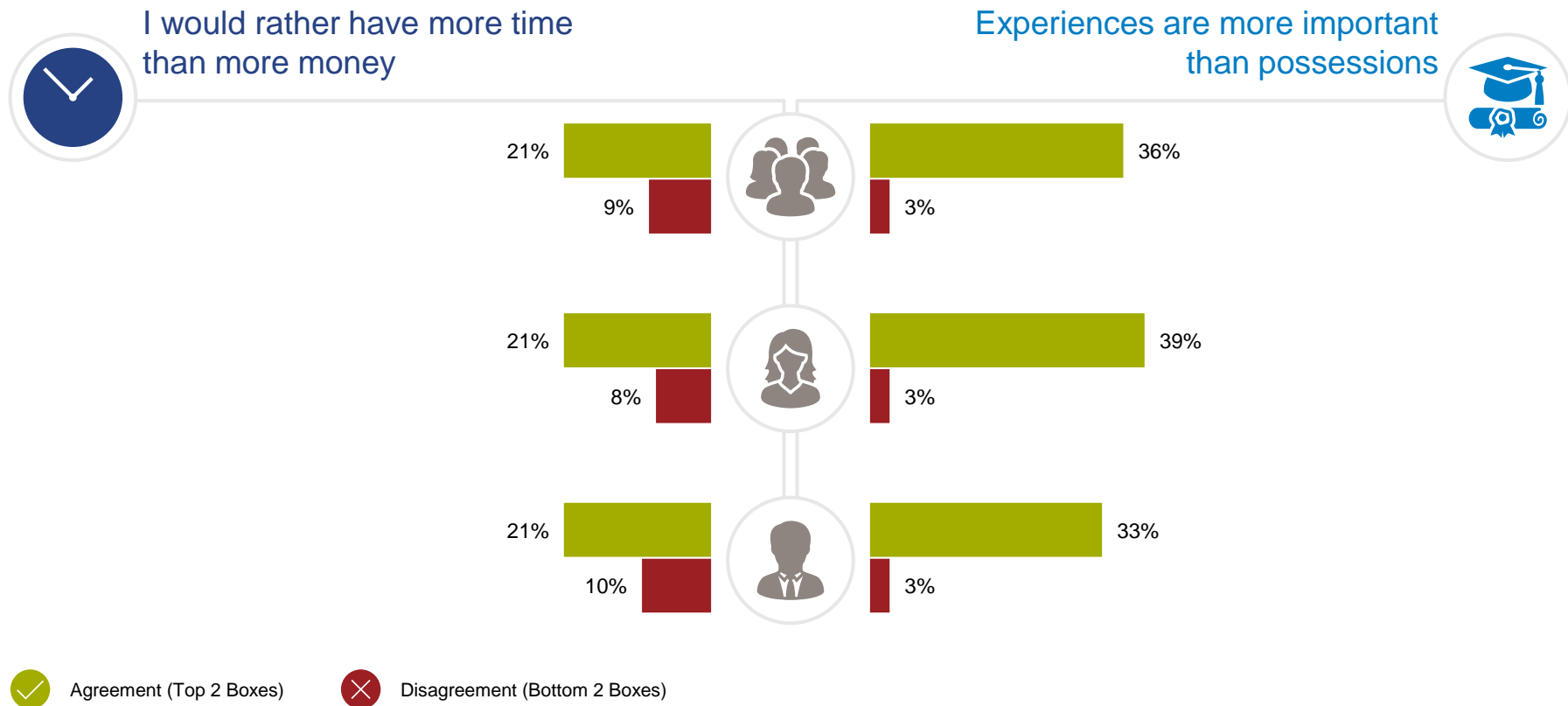
Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Netherlands



Attitudes around materialism

Agreement and disagreement across the Netherlands



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Attitudes around materialism

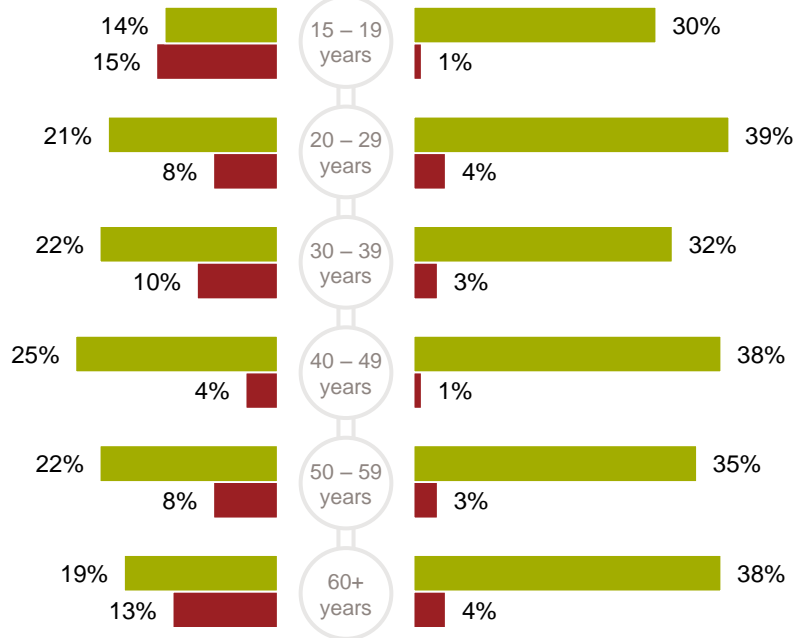
Agreement and disagreement per age-group across the Netherlands



I would rather have more time
than more money



Experiences are more important
than possessions



Agreement (Top 2 Boxes)

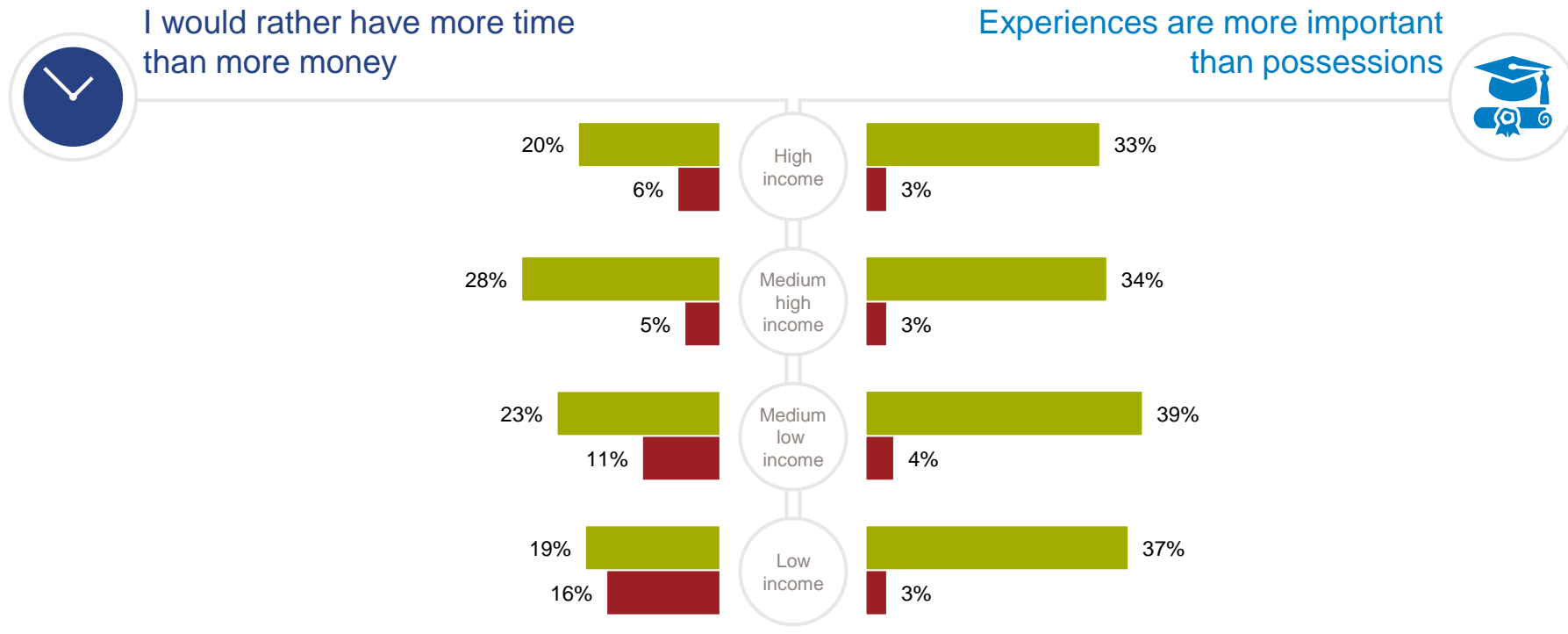


Disagreement (Bottom 2 Boxes)

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Attitudes around materialism

Agreement and disagreement per income-group across Netherlands



Agreement (Top 2 Boxes)



Disagreement (Bottom 2 Boxes)



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners

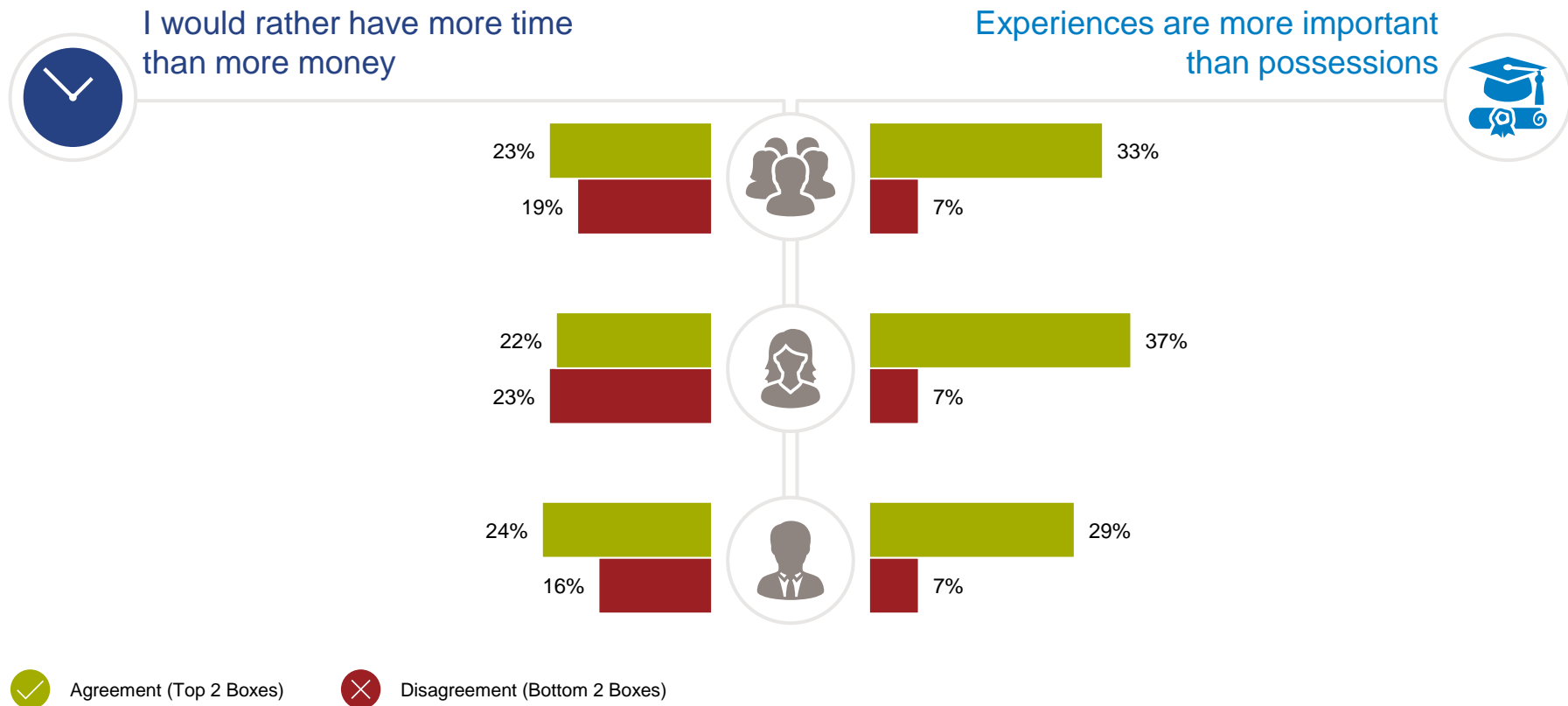
Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Russia



Attitudes around materialism

Agreement and disagreement across Russia



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Attitudes around materialism

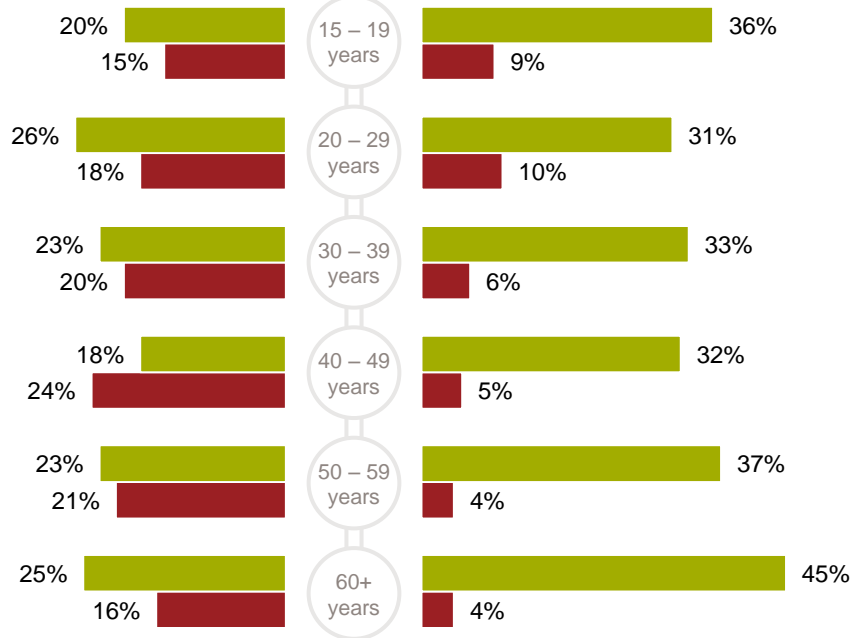
Agreement and disagreement per age-group across Russia



I would rather have more time
than more money



Experiences are more important
than possessions



Agreement (Top 2 Boxes)

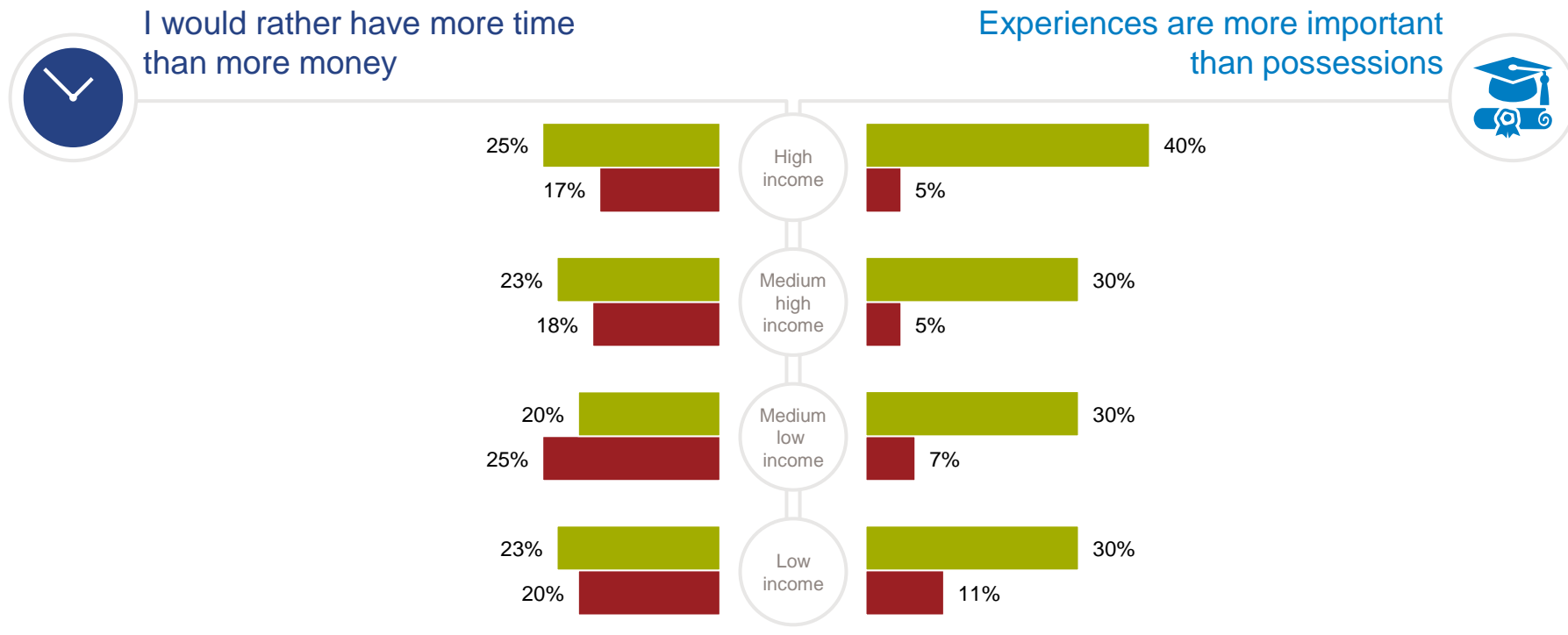


Disagreement (Bottom 2 Boxes)

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Attitudes around materialism

Agreement and disagreement per income-group across Russia



Agreement (Top 2 Boxes)

Disagreement (Bottom 2 Boxes)



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners

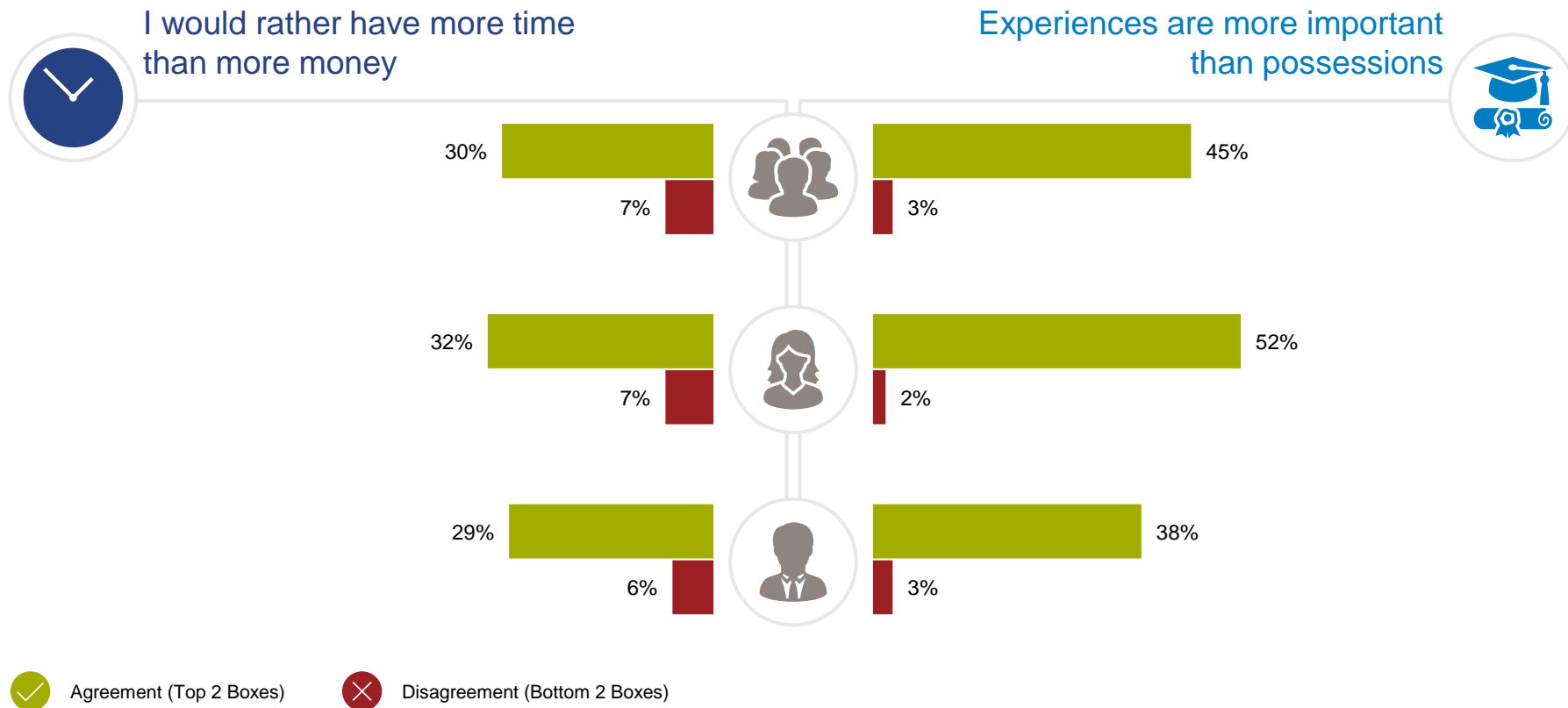
Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Spain



Attitudes around materialism

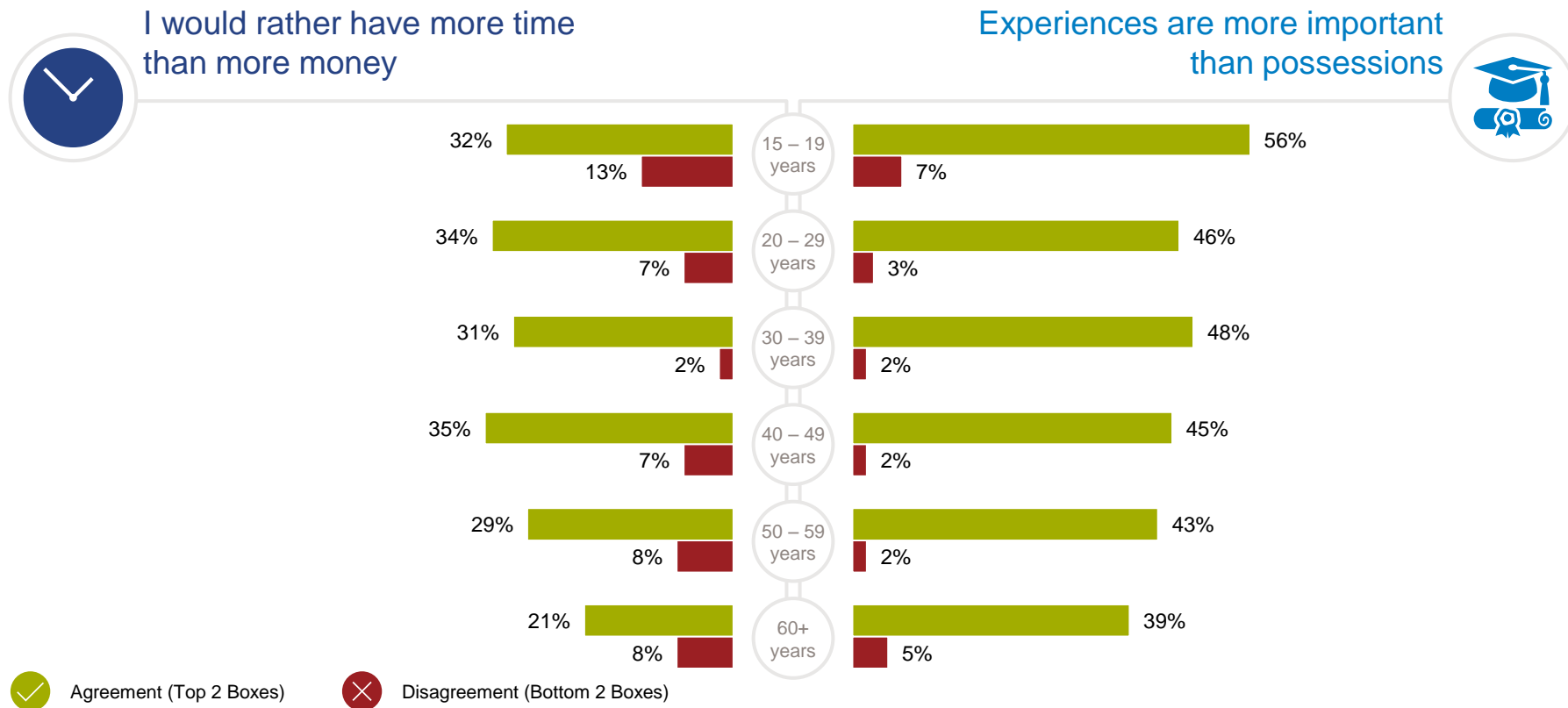
Agreement and disagreement across Spain



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Attitudes around materialism

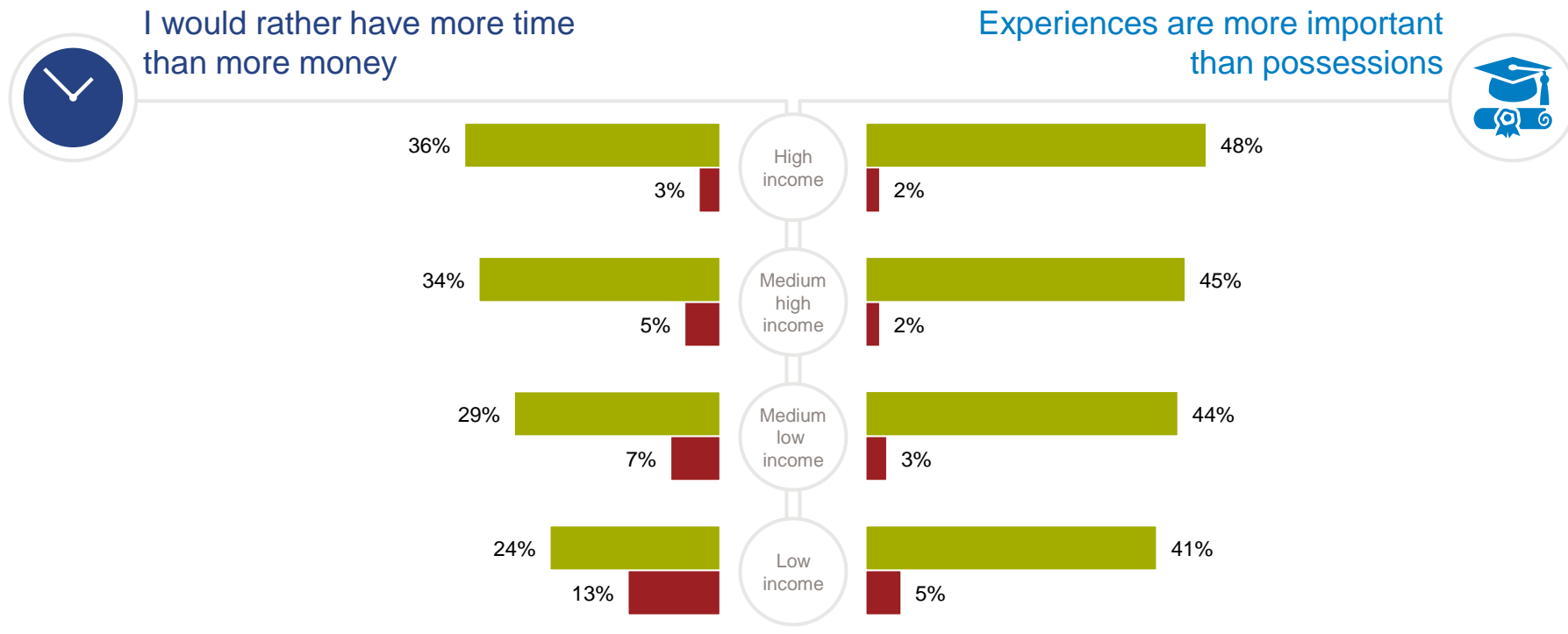
Agreement and disagreement per age-group across Spain



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Attitudes around materialism

Agreement and disagreement per income-group across Spain



Agreement (Top 2 Boxes)



Disagreement (Bottom 2 Boxes)



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners

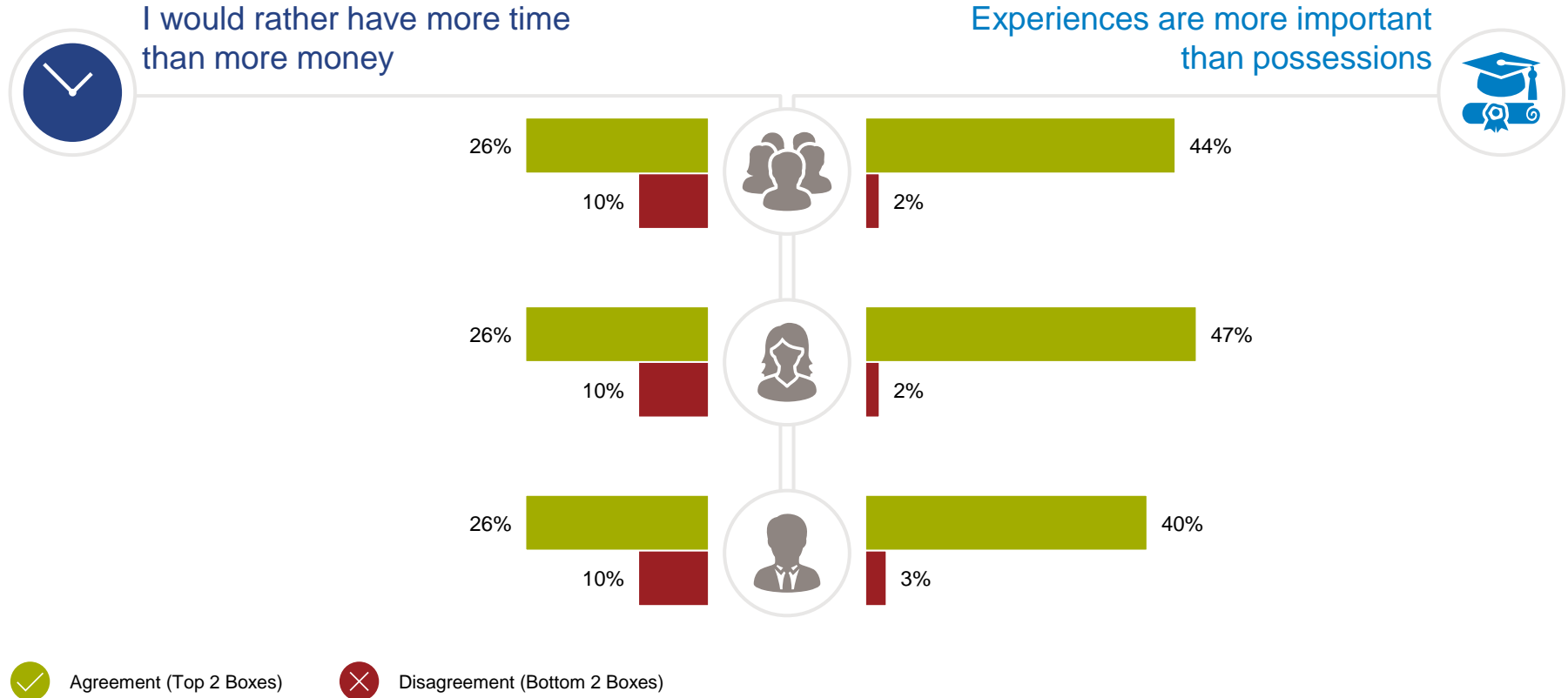
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United Kingdom



Attitudes around materialism

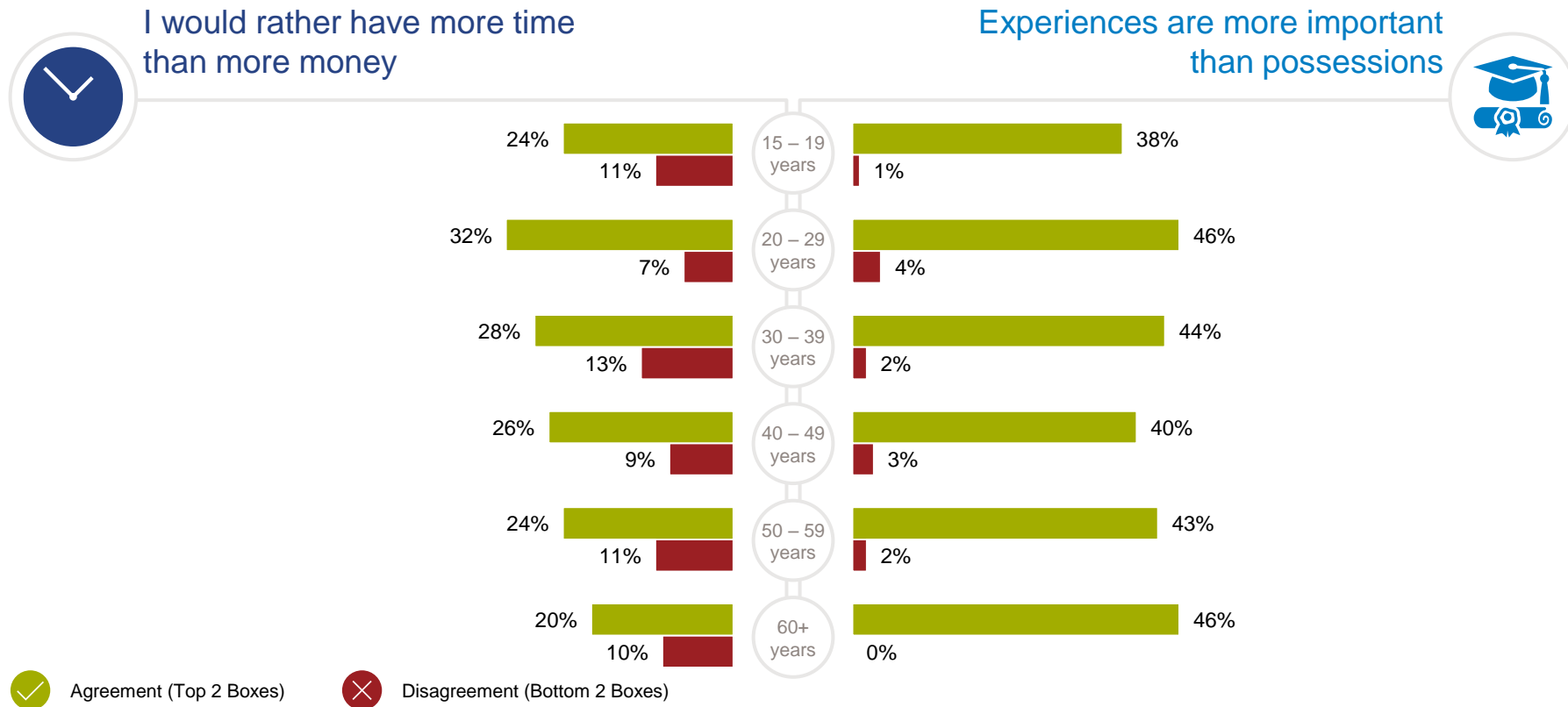
Agreement and disagreement across the United Kingdom



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Attitudes around materialism

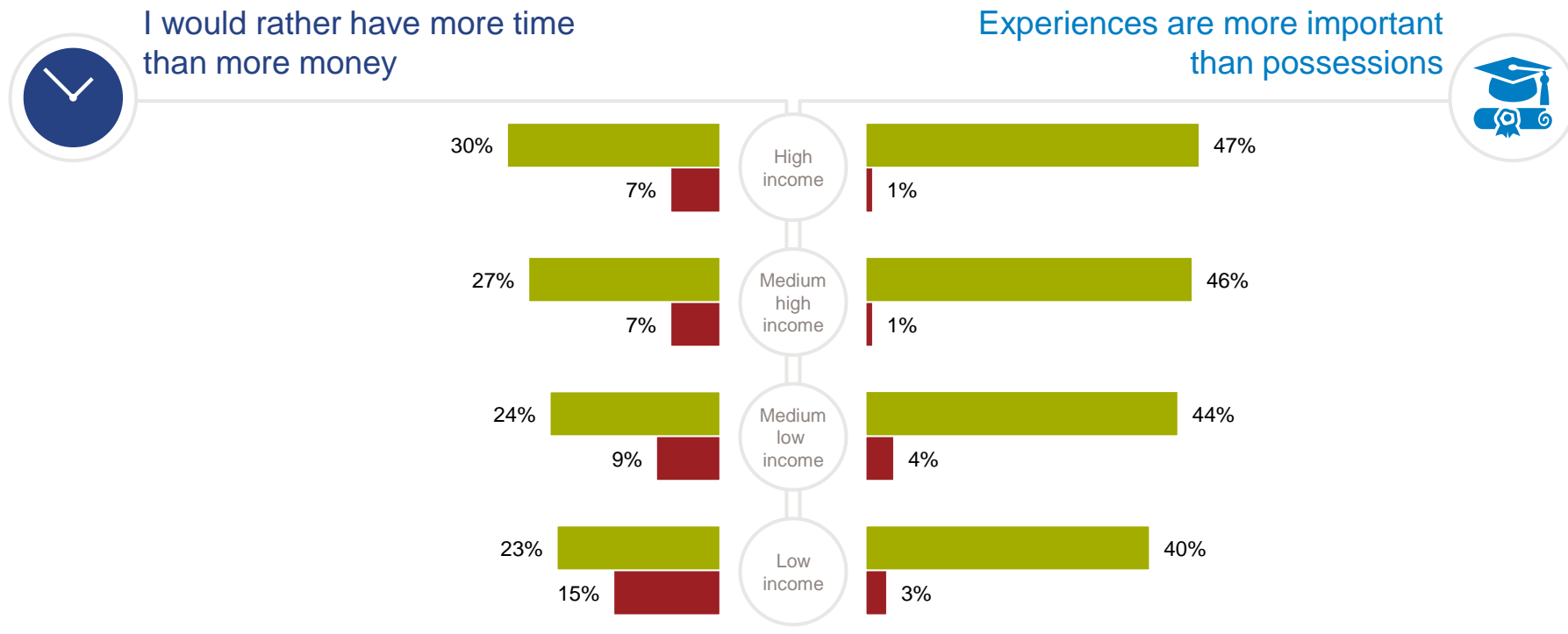
Agreement and disagreement per age-group across the UK



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Attitudes around materialism

Agreement and disagreement per income-group across the UK



Agreement (Top 2 Boxes)



Disagreement (Bottom 2 Boxes)



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

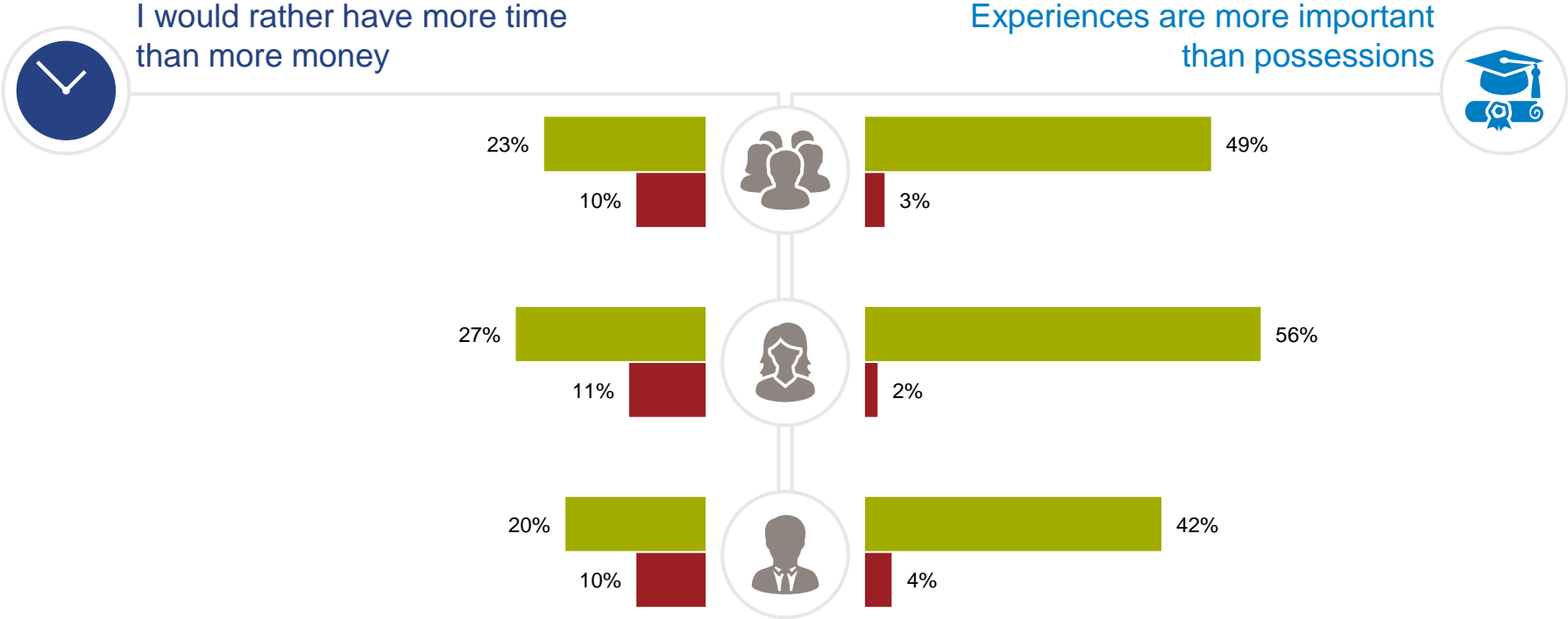
Country results – North America

Canada



Attitudes around materialism

Agreement and disagreement across Canada

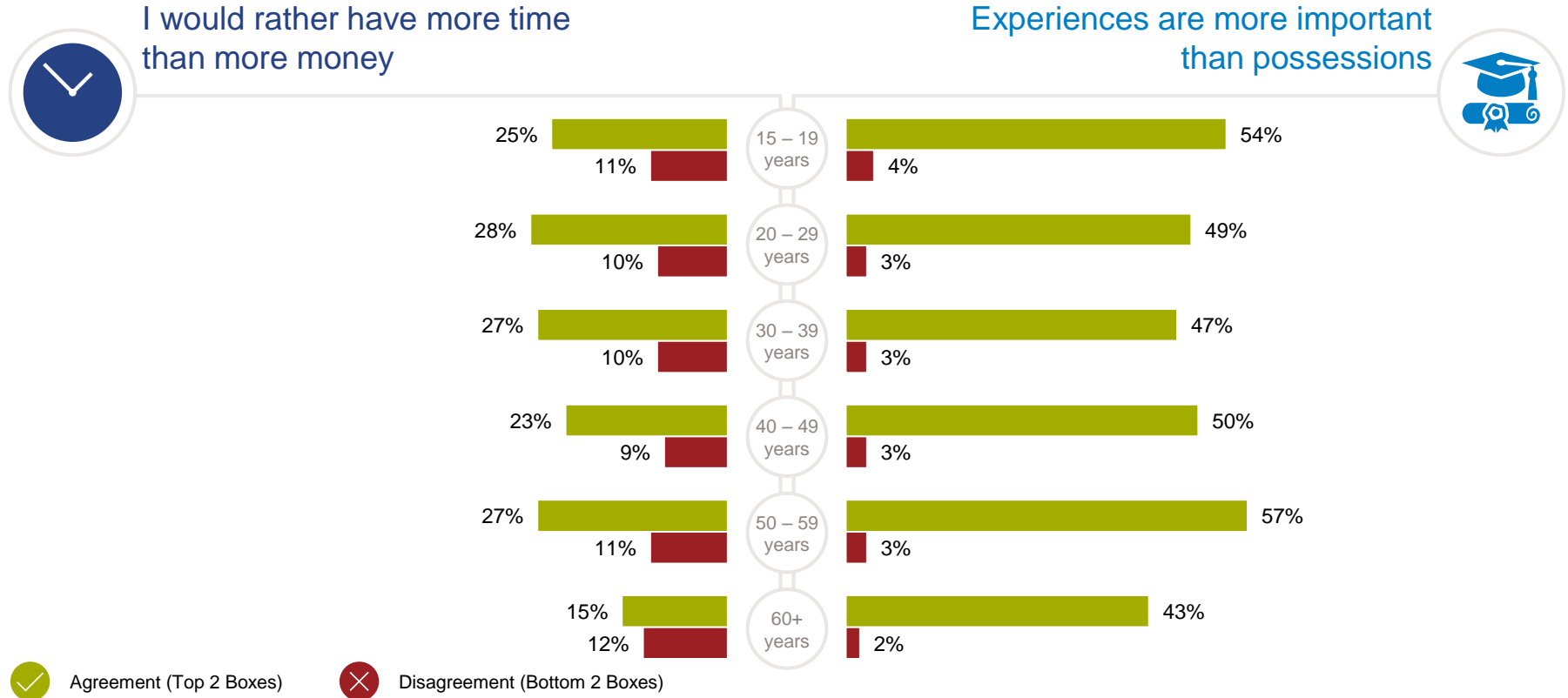


✓ Agreement (Top 2 Boxes) ✗ Disagreement (Bottom 2 Boxes)

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Attitudes around materialism

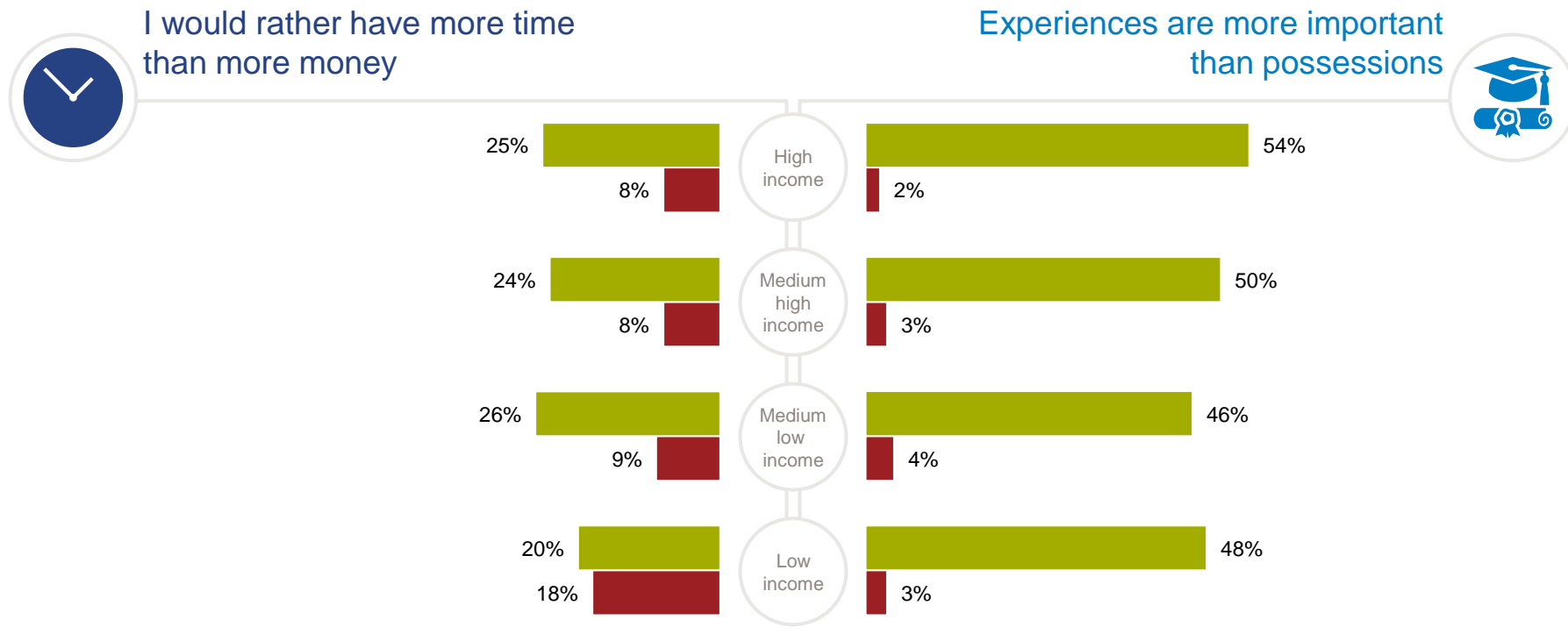
Agreement and disagreement per age-group across Canada



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Attitudes around materialism

Agreement and disagreement per income-group across Canada



Agreement (Top 2 Boxes)



Disagreement (Bottom 2 Boxes)



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

USA



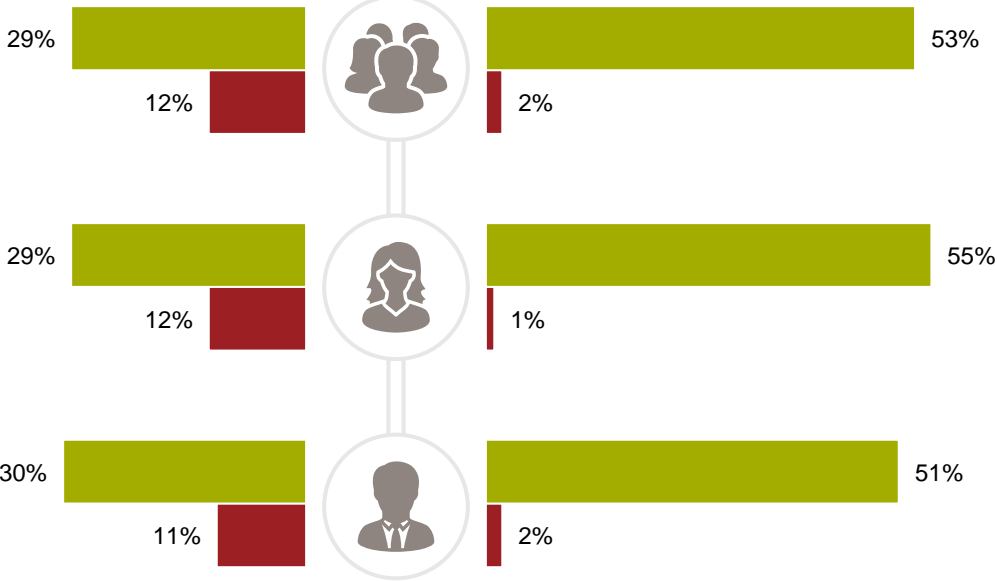
Attitudes around materialism

Agreement and disagreement across the USA



I would rather have more time
than more money

Experiences are more important
than possessions



Agreement (Top 2 Boxes)

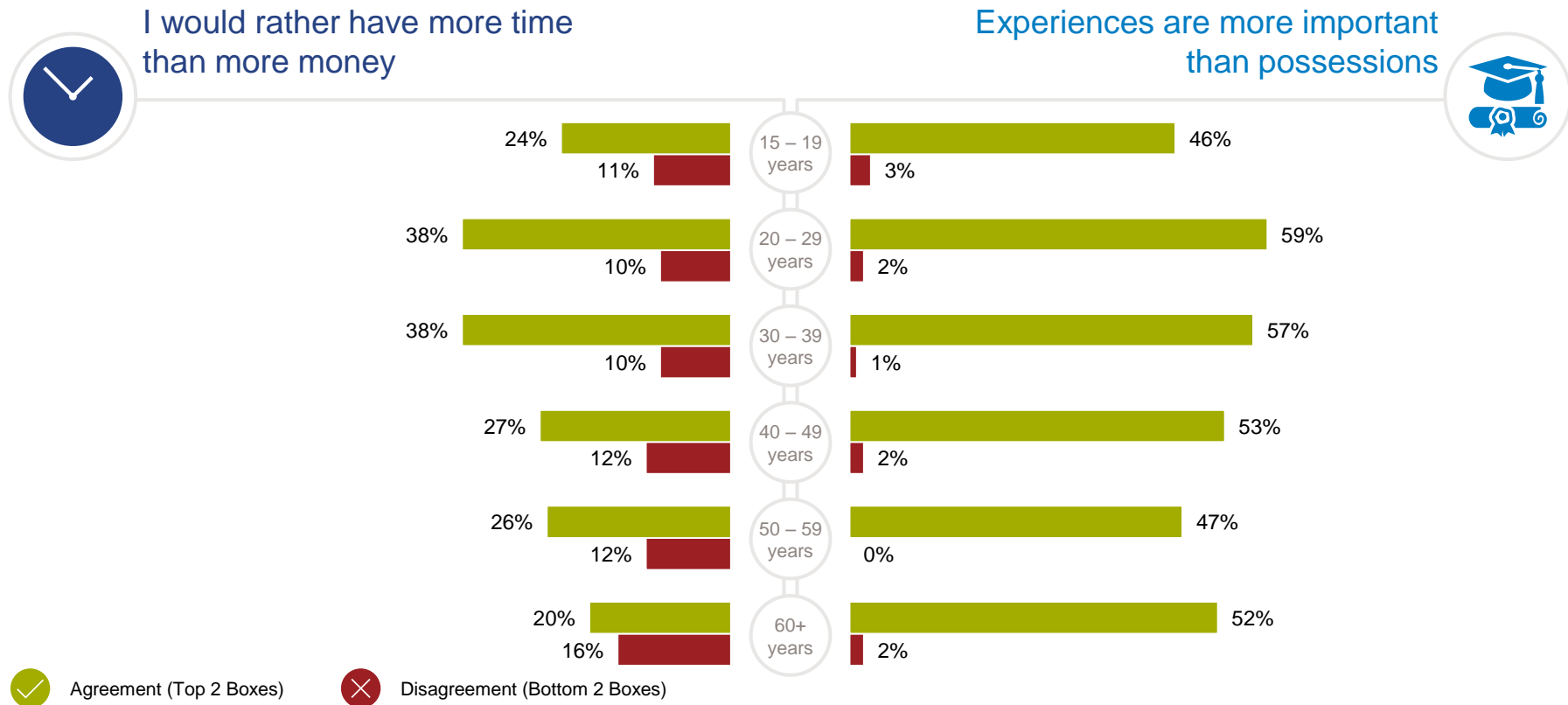


Disagreement (Bottom 2 Boxes)

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Attitudes around materialism

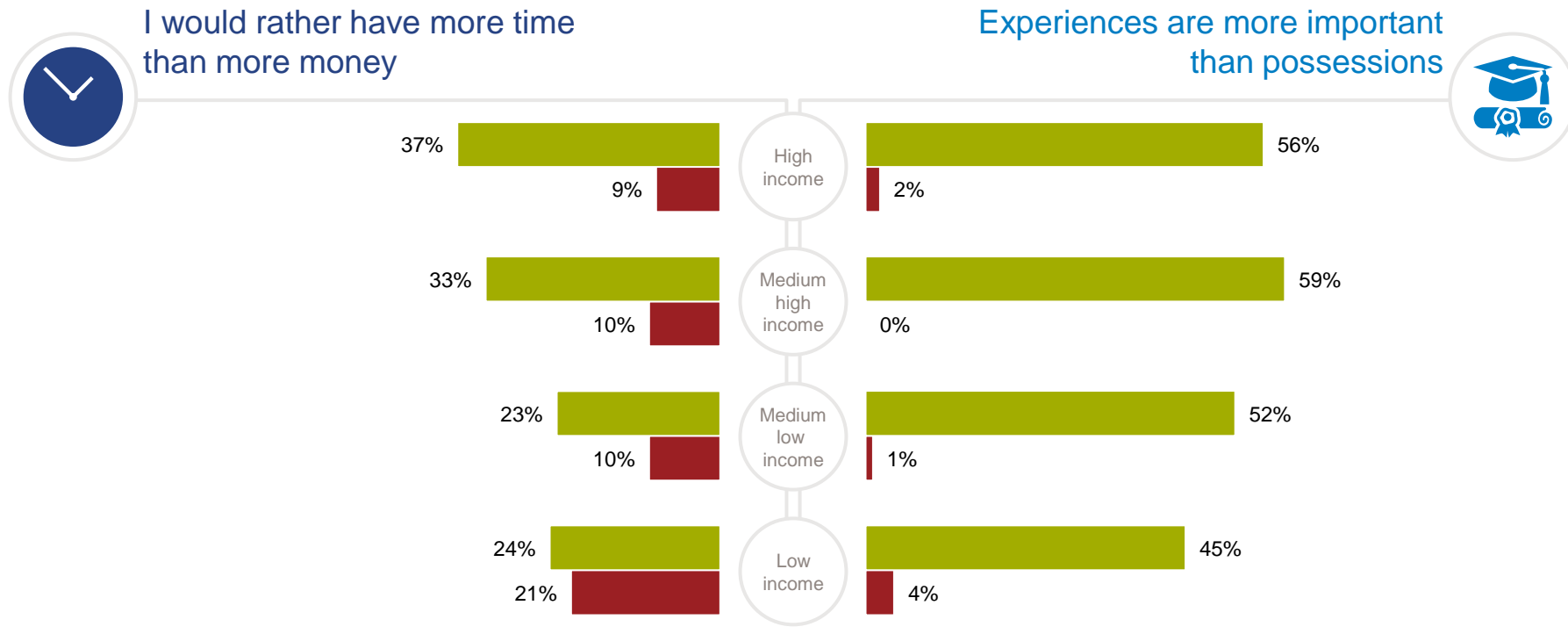
Agreement and disagreement per age-group across the USA



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Attitudes around materialism

Agreement and disagreement per income-group across the USA



Agreement (Top 2 Boxes)



Disagreement (Bottom 2 Boxes)



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

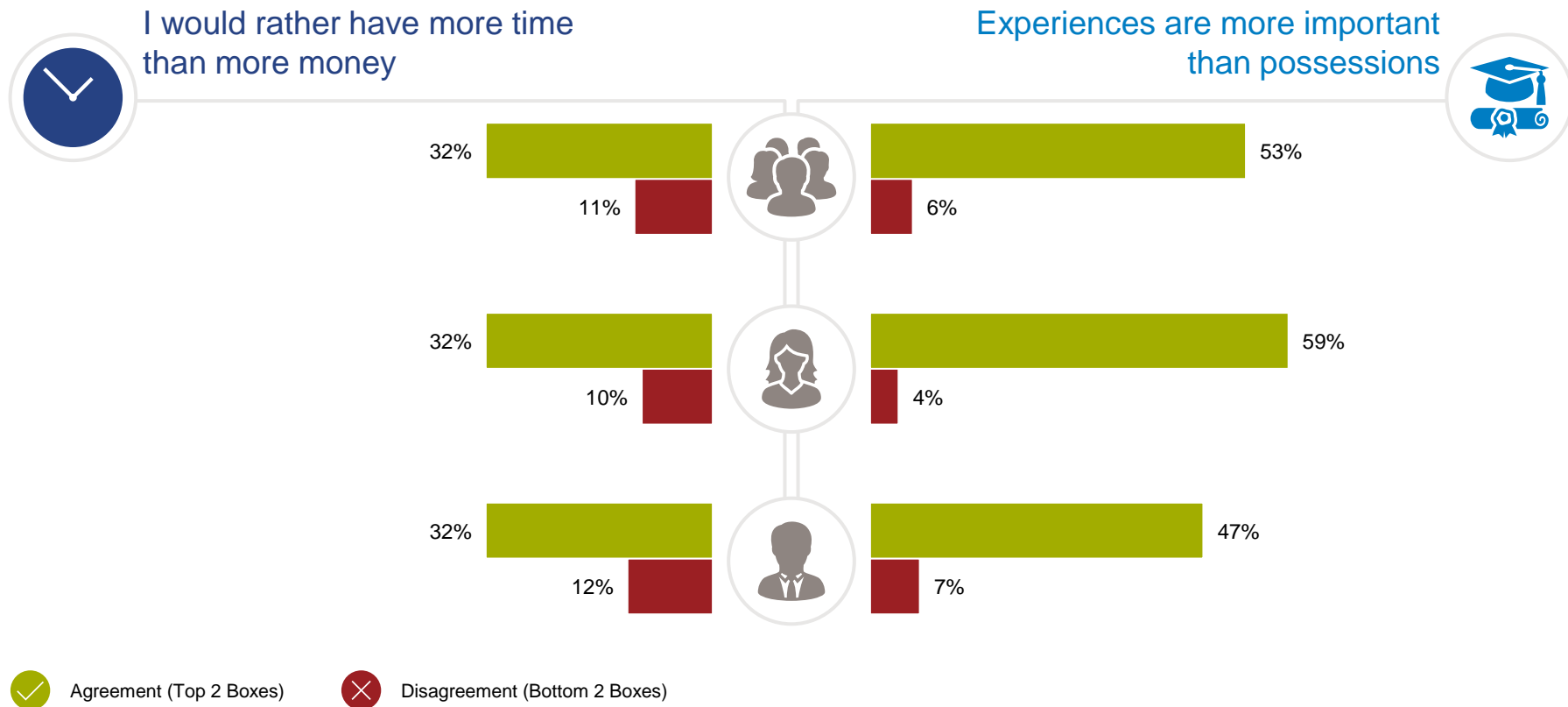
Country results – Latin America

Argentina



Attitudes around materialism

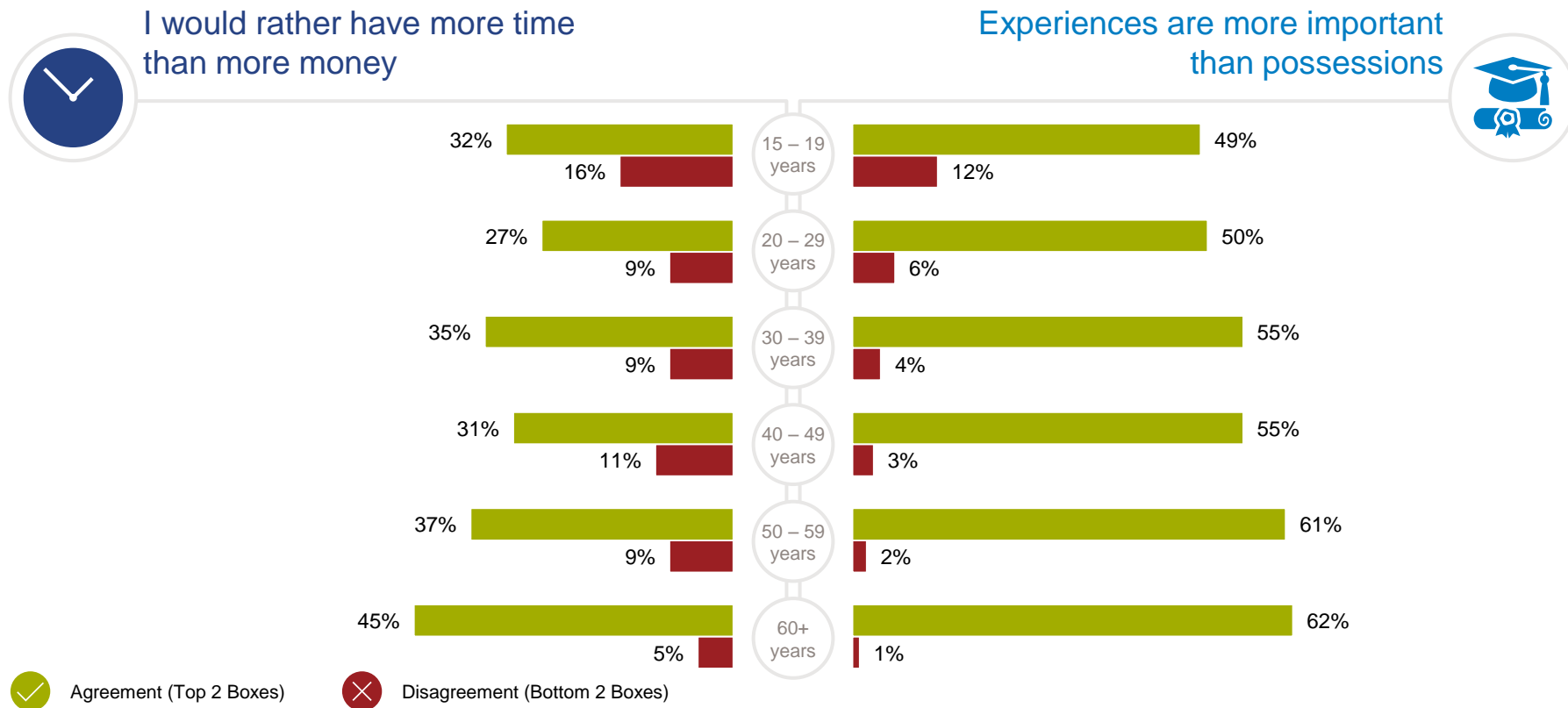
Agreement and disagreement across Argentina



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Attitudes around materialism

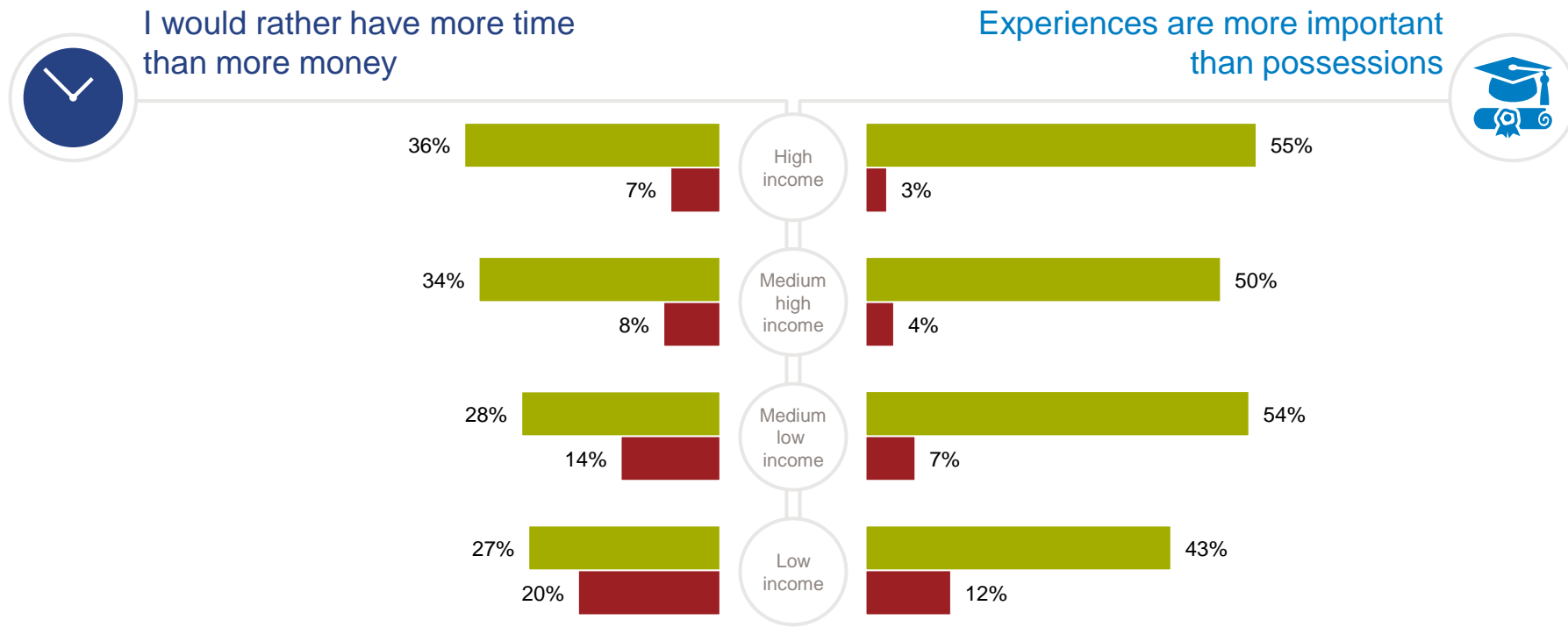
Agreement and disagreement per age-group across Argentina



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Attitudes around materialism

Agreement and disagreement per income-group across Argentina



Agreement (Top 2 Boxes)



Disagreement (Bottom 2 Boxes)



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners

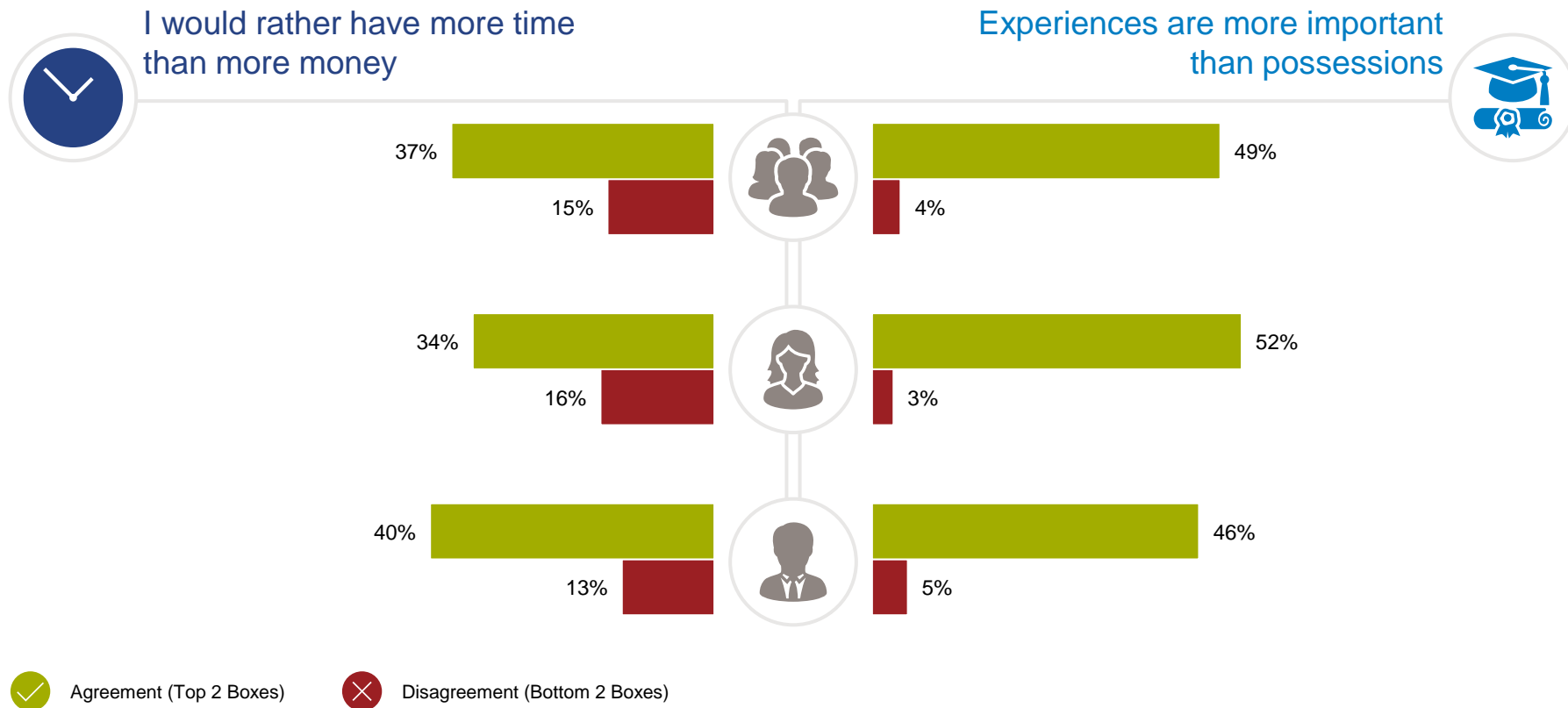
Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Brazil



Attitudes around materialism

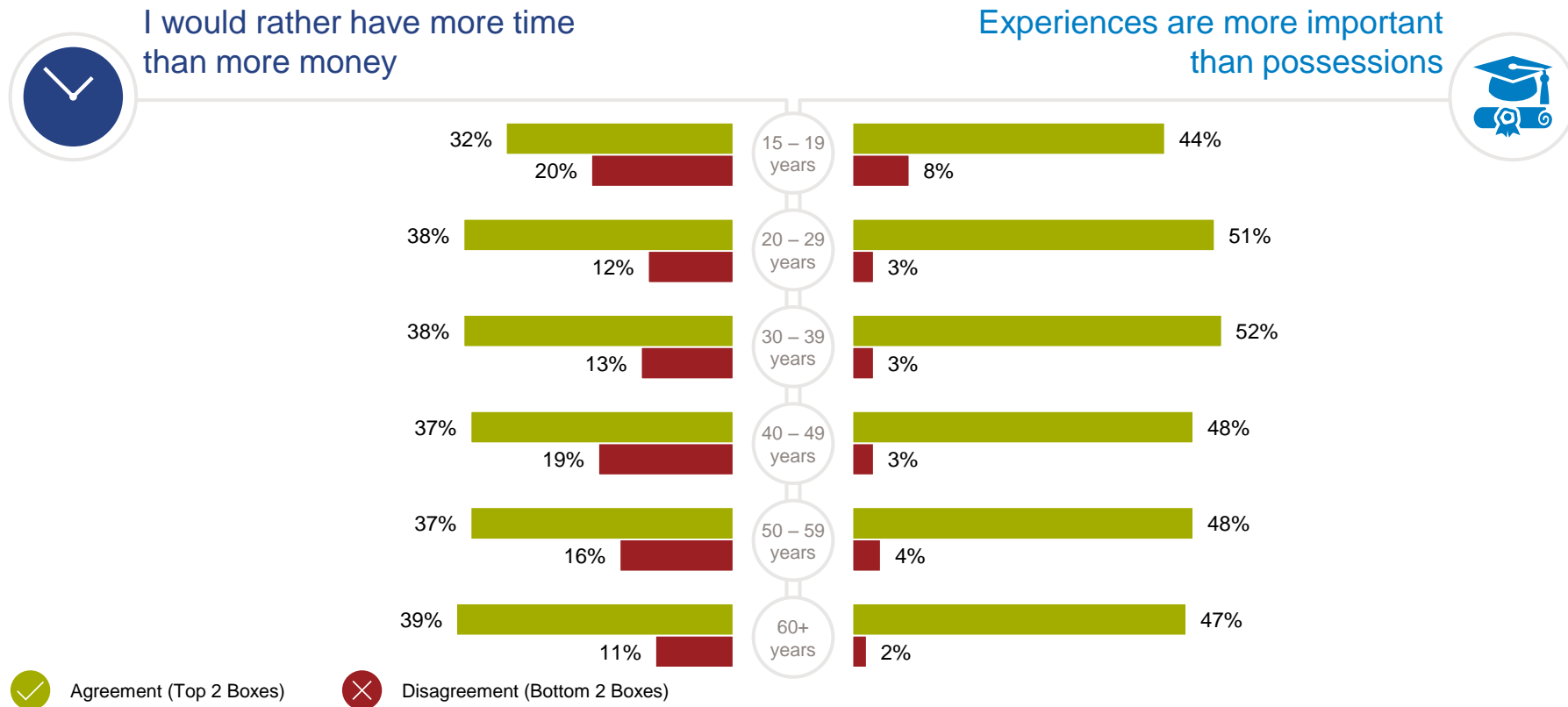
Agreement and disagreement across Brazil



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Attitudes around materialism

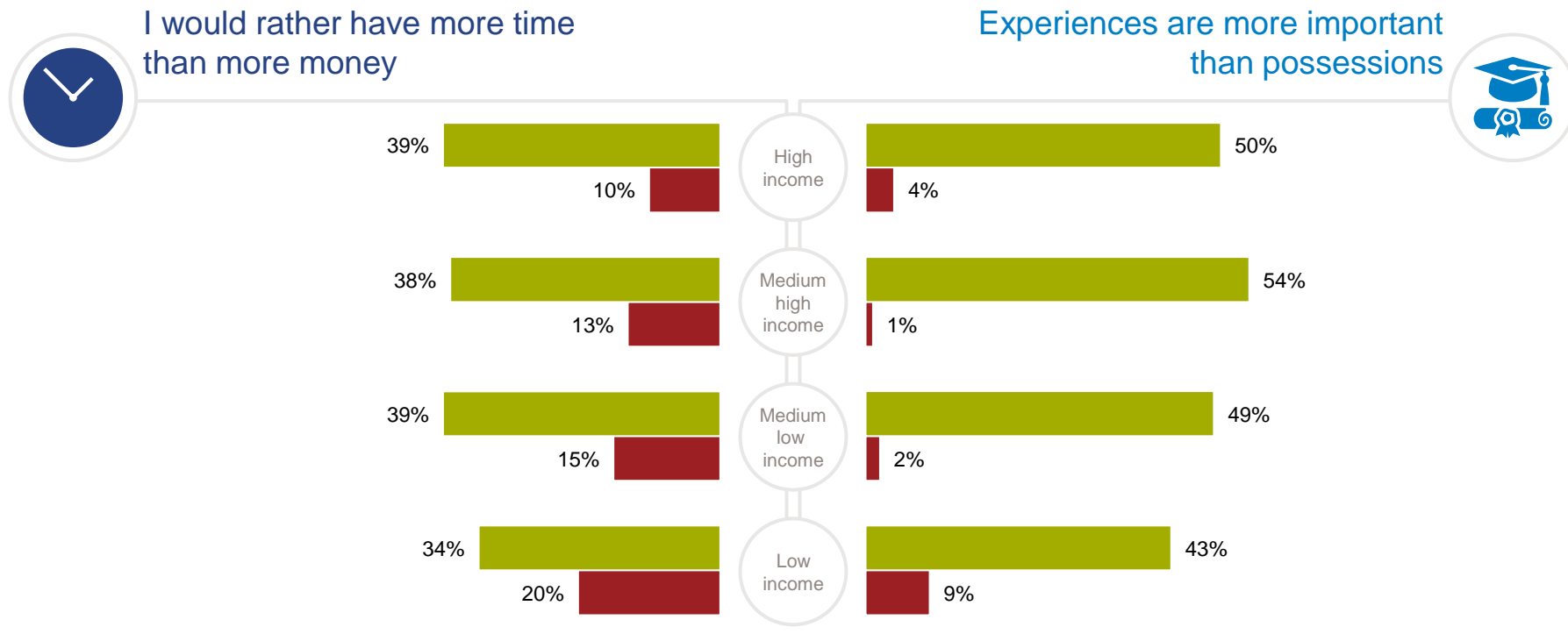
Agreement and disagreement per age-group across Brazil



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Attitudes around materialism

Agreement and disagreement per income-group across Brazil



Agreement (Top 2 Boxes)



Disagreement (Bottom 2 Boxes)



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners

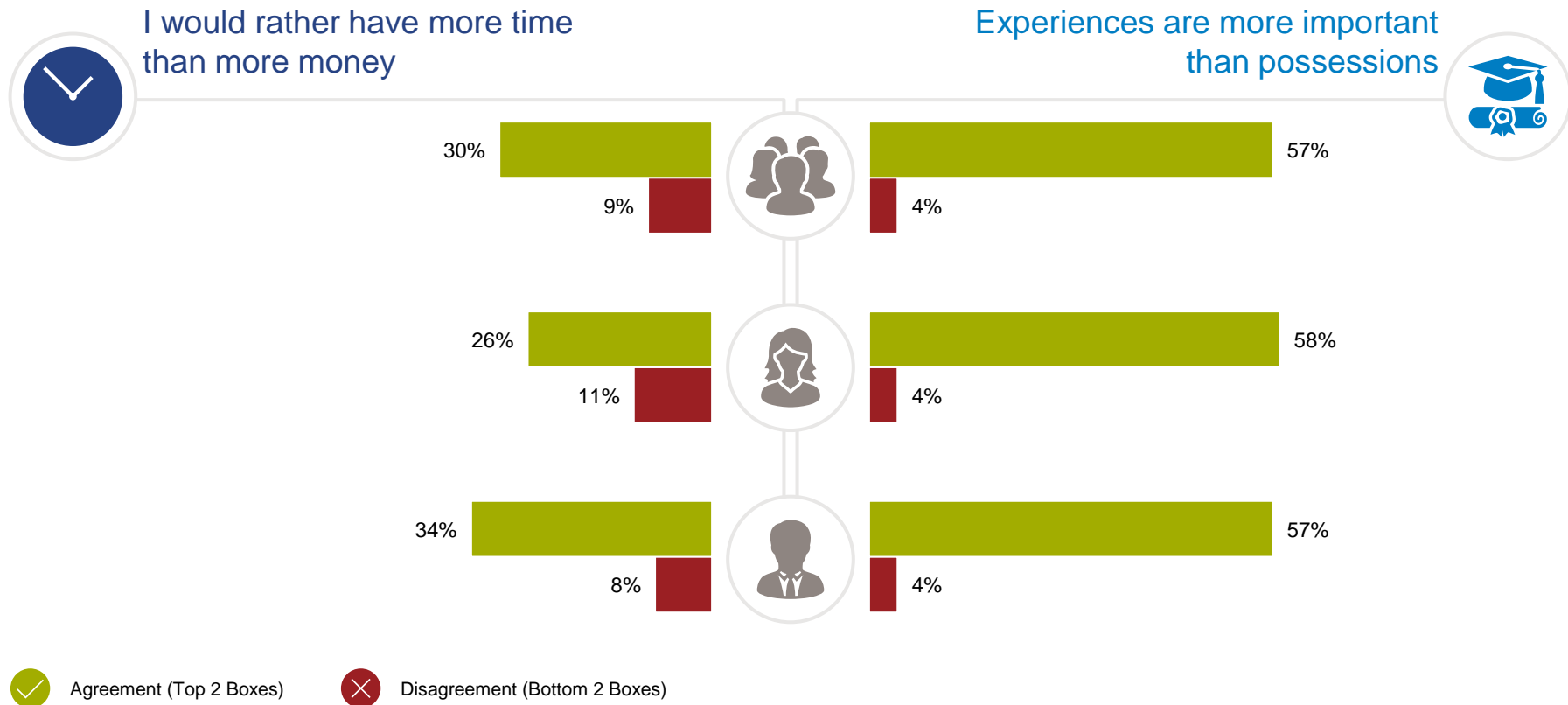
Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Mexico



Attitudes around materialism

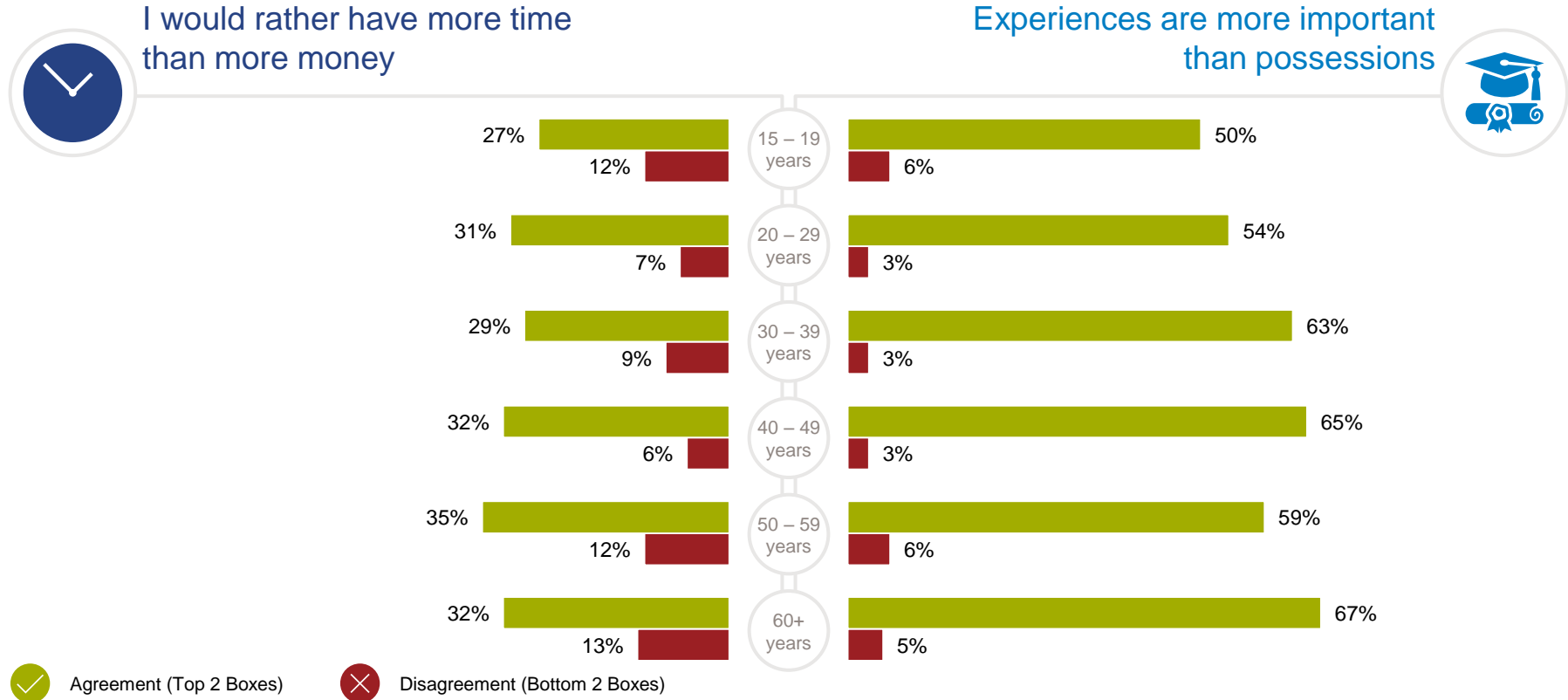
Agreement and disagreement across Mexico



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Attitudes around materialism

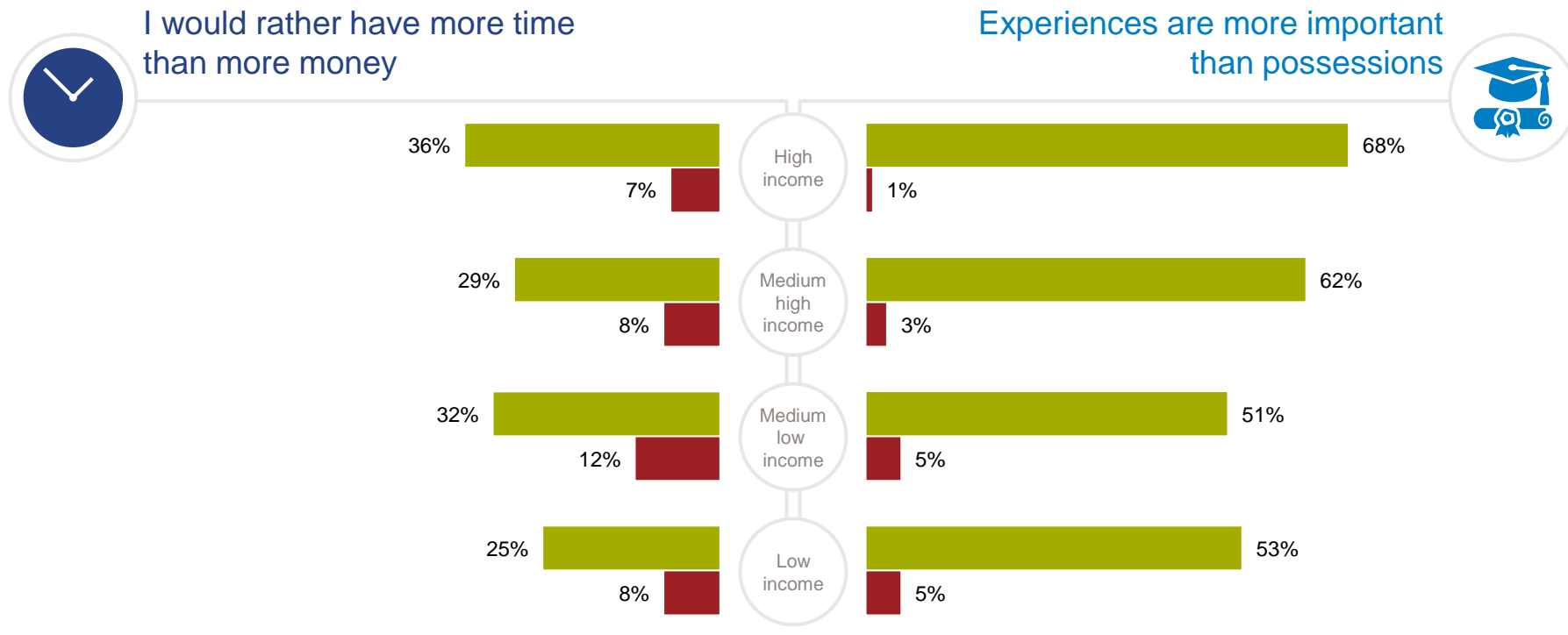
Agreement and disagreement per age-group across Mexico



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Attitudes around materialism

Agreement and disagreement per income-group across Mexico



Agreement (Top 2 Boxes)



Disagreement (Bottom 2 Boxes)



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

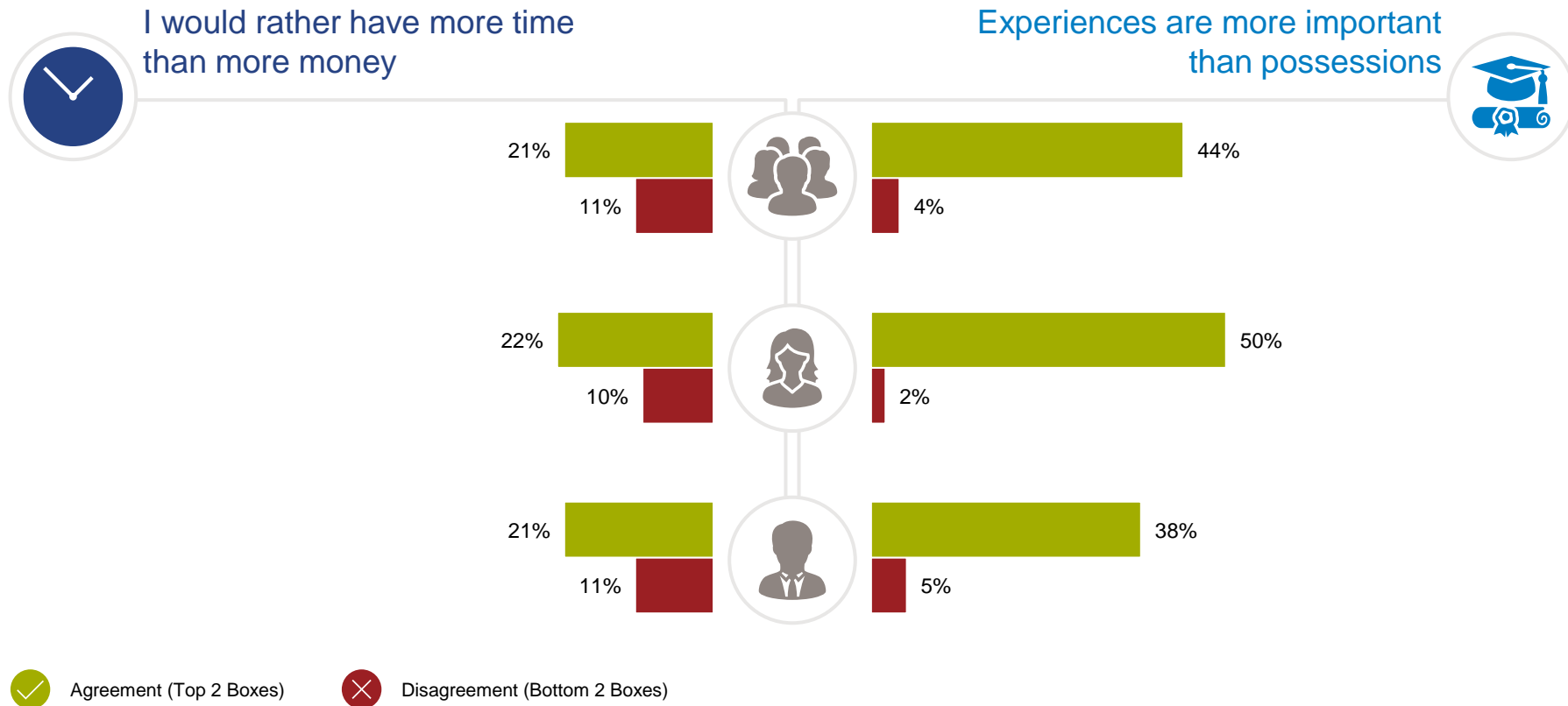
Country results – Asia-Pacific

Australia



Attitudes around materialism

Agreement and disagreement across Australia



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Attitudes around materialism

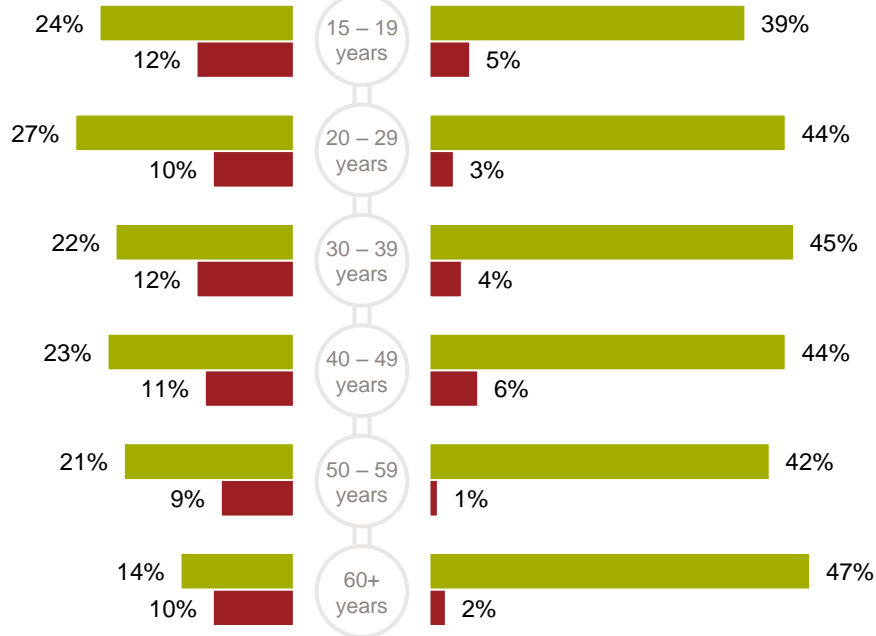
Agreement and disagreement per age-group across Australia



I would rather have more time
than more money



Experiences are more important
than possessions



Agreement (Top 2 Boxes)

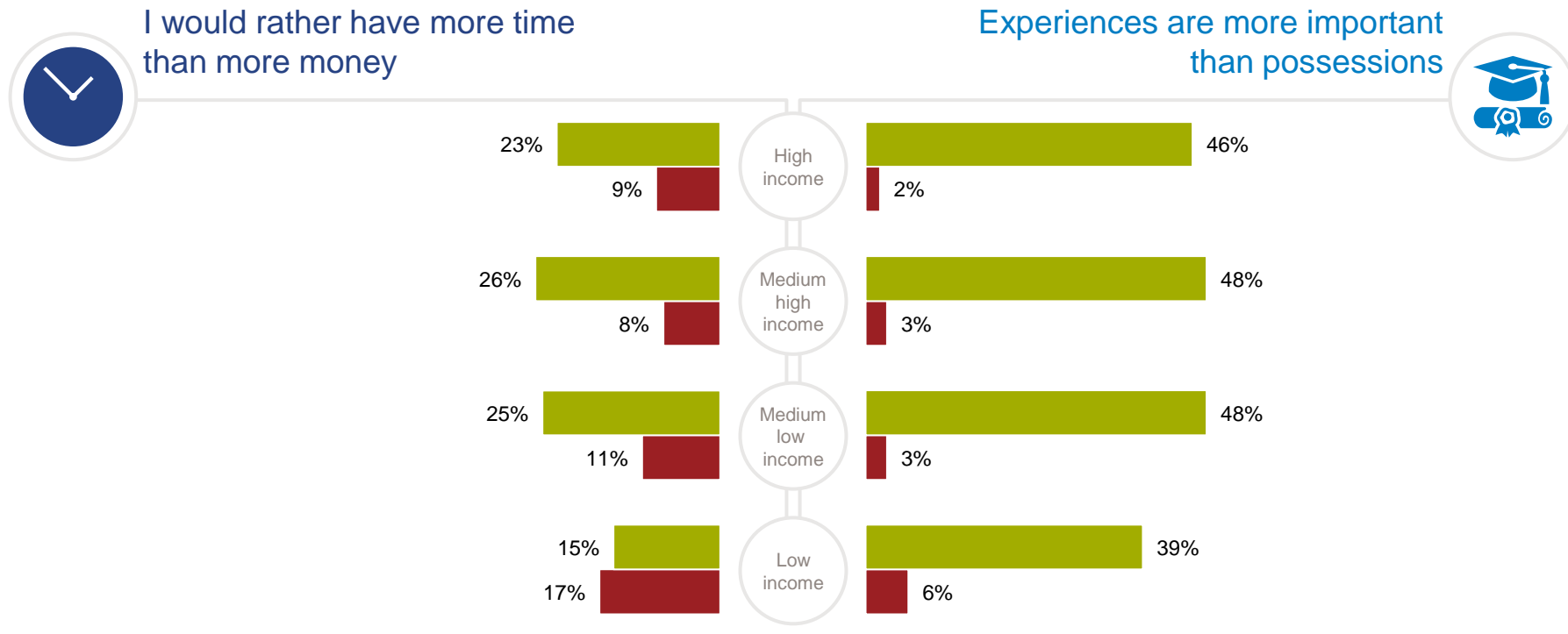


Disagreement (Bottom 2 Boxes)

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Attitudes around materialism

Agreement and disagreement per income-group across Australia



Agreement (Top 2 Boxes)



Disagreement (Bottom 2 Boxes)



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners

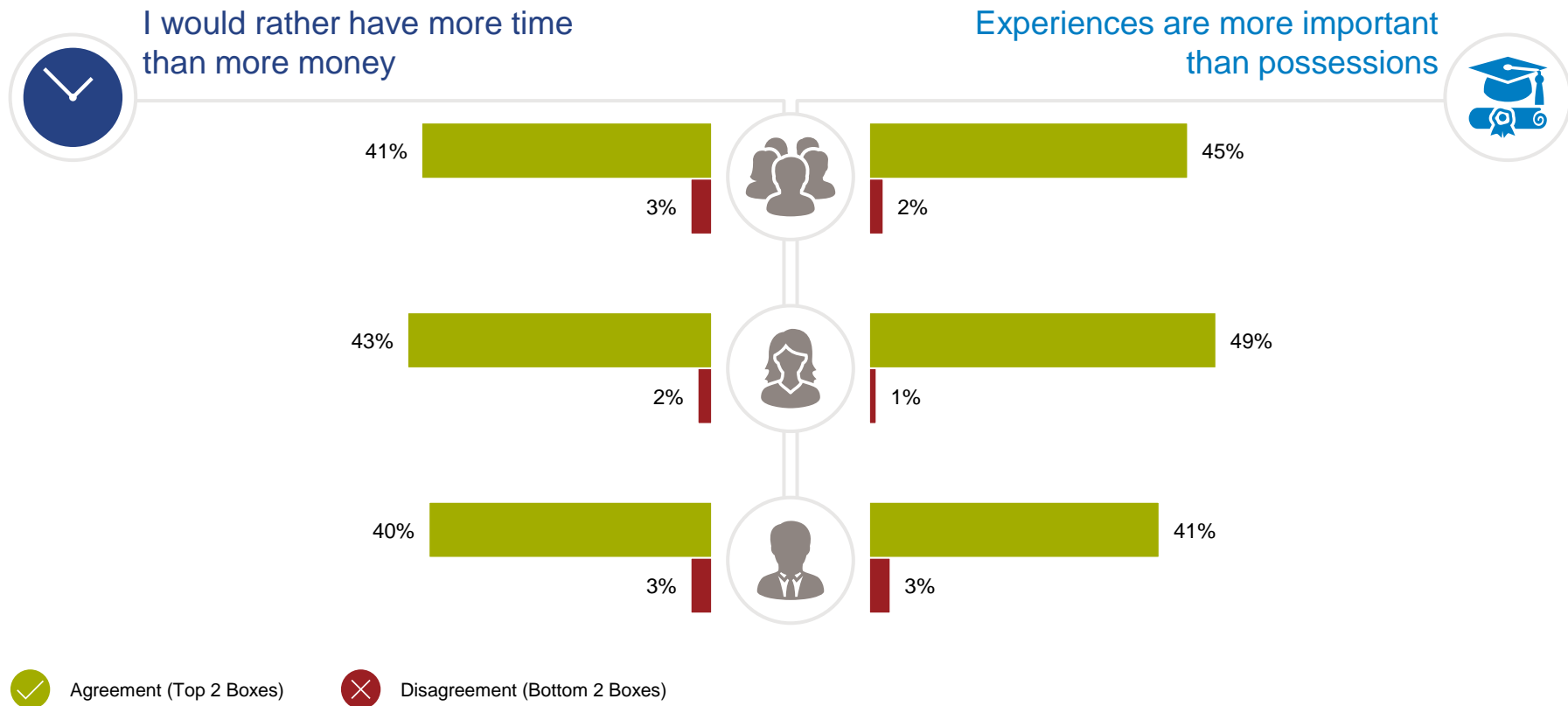
Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

China



Attitudes around materialism

Agreement and disagreement across China



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

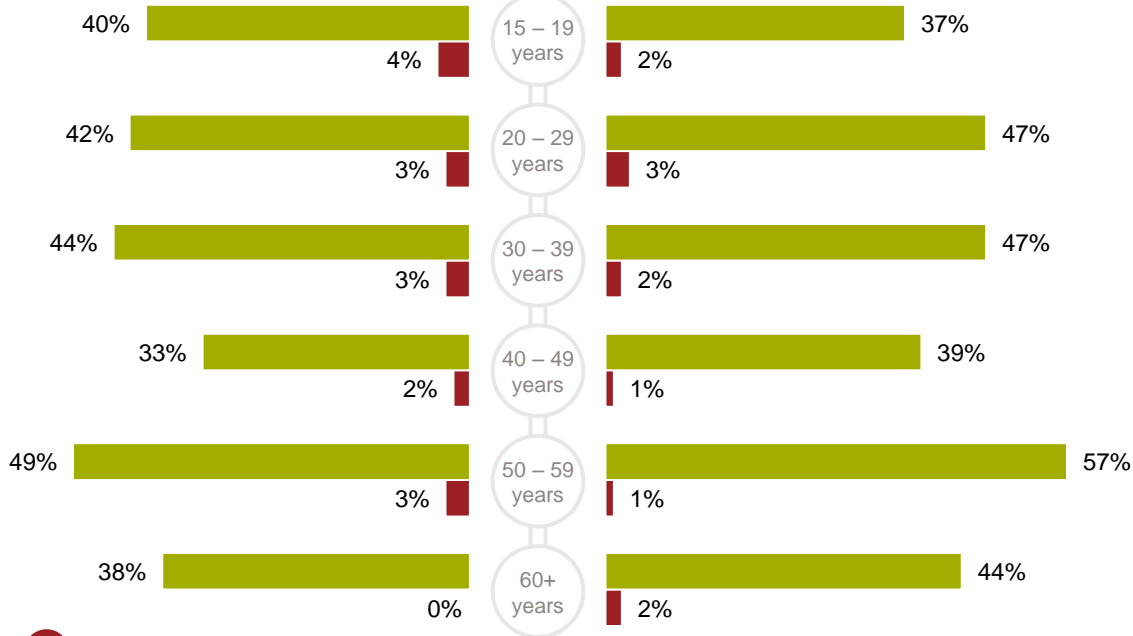
Attitudes around materialism

Agreement and disagreement per age-group across China



I would rather have more time
than more money

Experiences are more important
than possessions



Agreement (Top 2 Boxes)

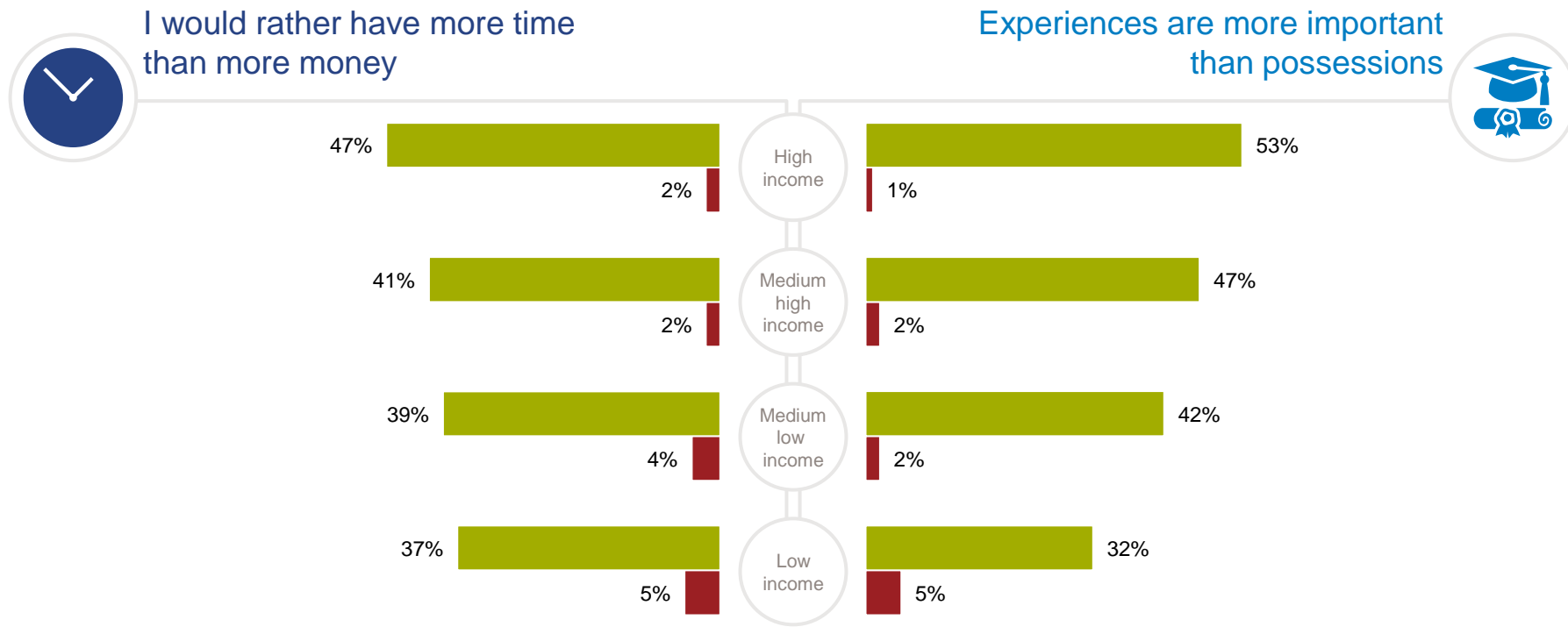


Disagreement (Bottom 2 Boxes)

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Attitudes around materialism

Agreement and disagreement per income-group across China



Agreement (Top 2 Boxes)



Disagreement (Bottom 2 Boxes)



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners

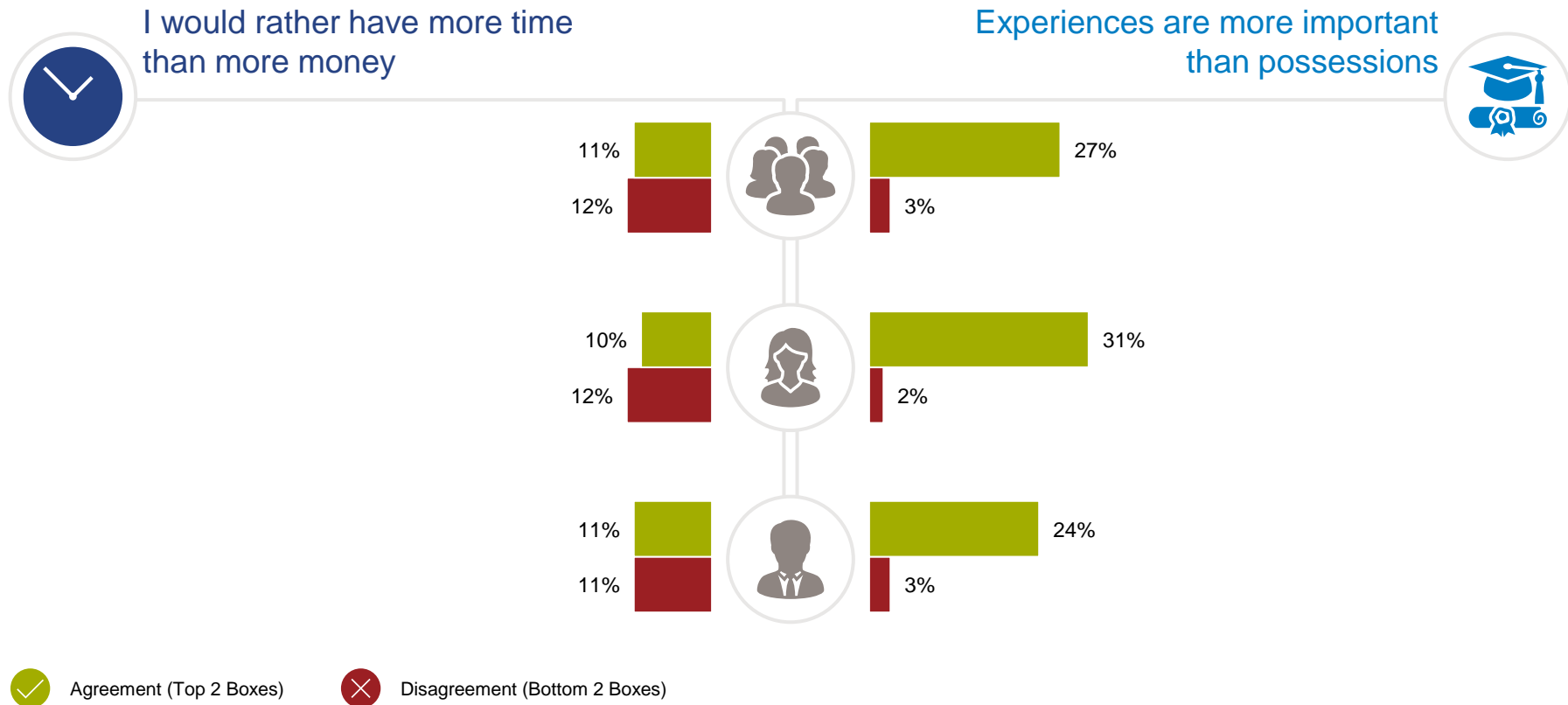
Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Japan



Attitudes around materialism

Agreement and disagreement across Japan



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Attitudes around materialism

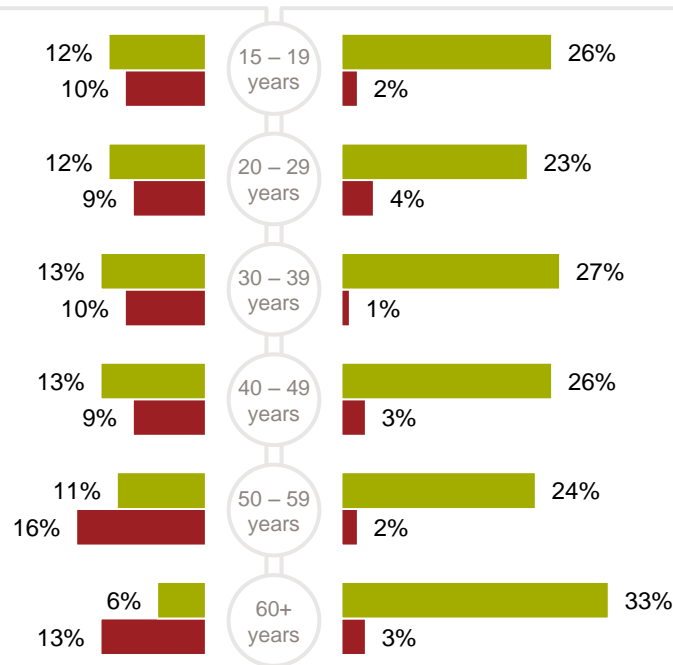
Agreement and disagreement per age-group across Japan



I would rather have more time
than more money



Experiences are more important
than possessions



Agreement (Top 2 Boxes)

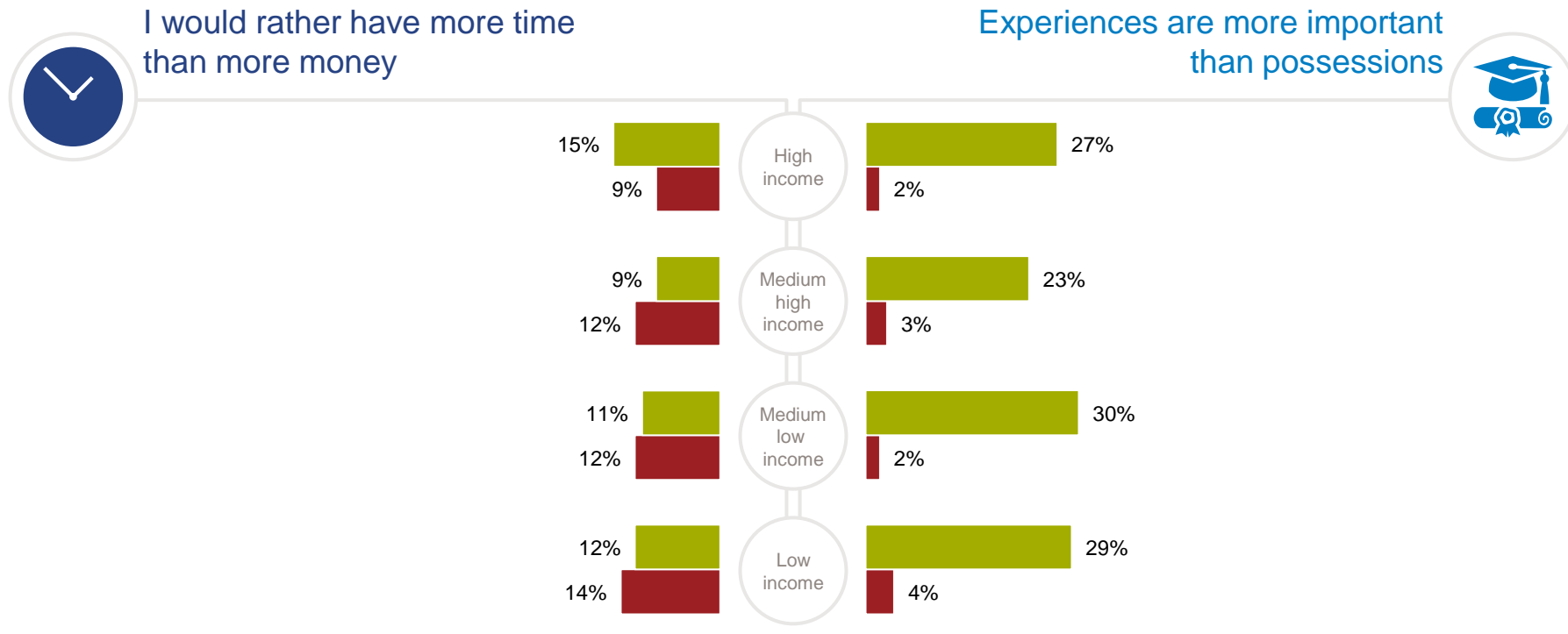


Disagreement (Bottom 2 Boxes)

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Attitudes around materialism

Agreement and disagreement per income-group across Japan



Agreement (Top 2 Boxes)



Disagreement (Bottom 2 Boxes)



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners

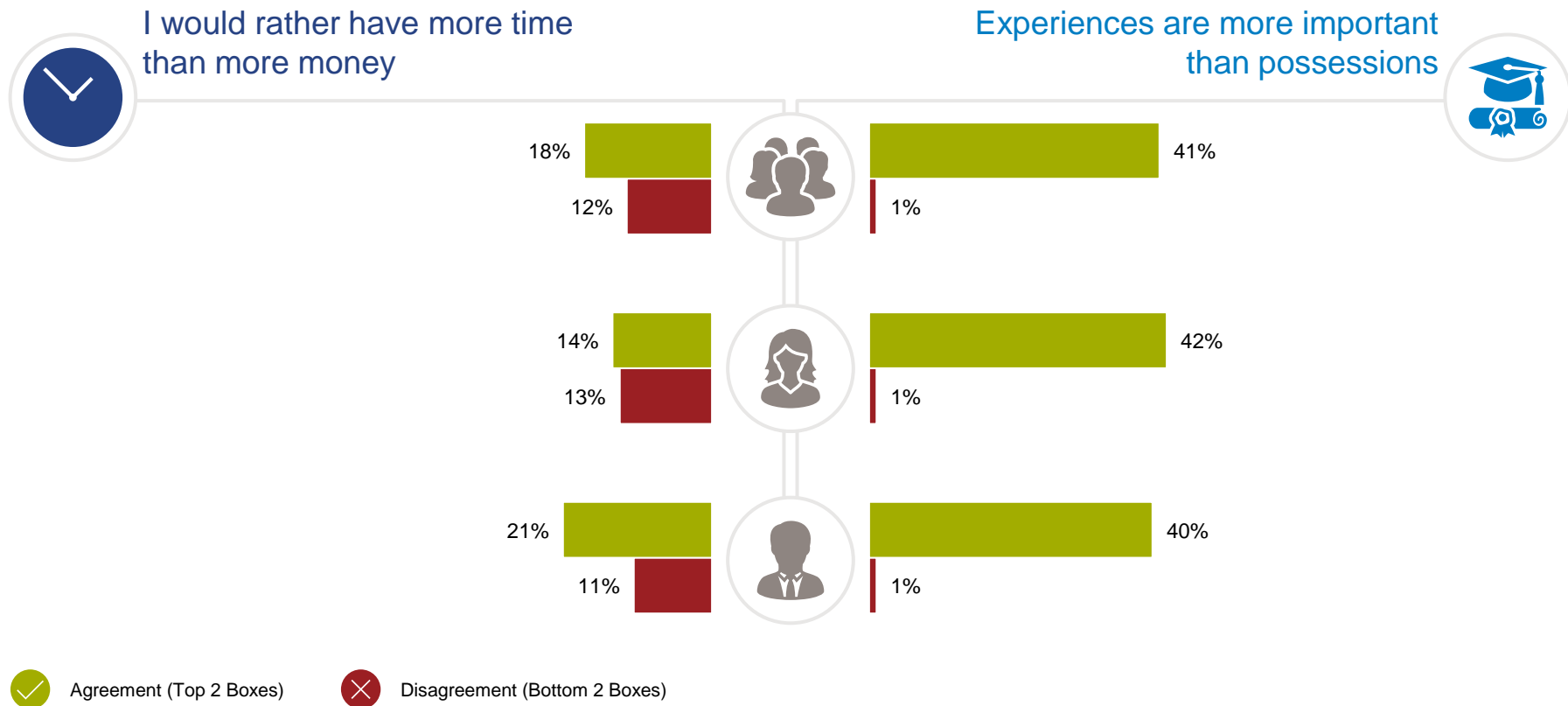
Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

South Korea



Attitudes around materialism

Agreement and disagreement across South Korea



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Attitudes around materialism

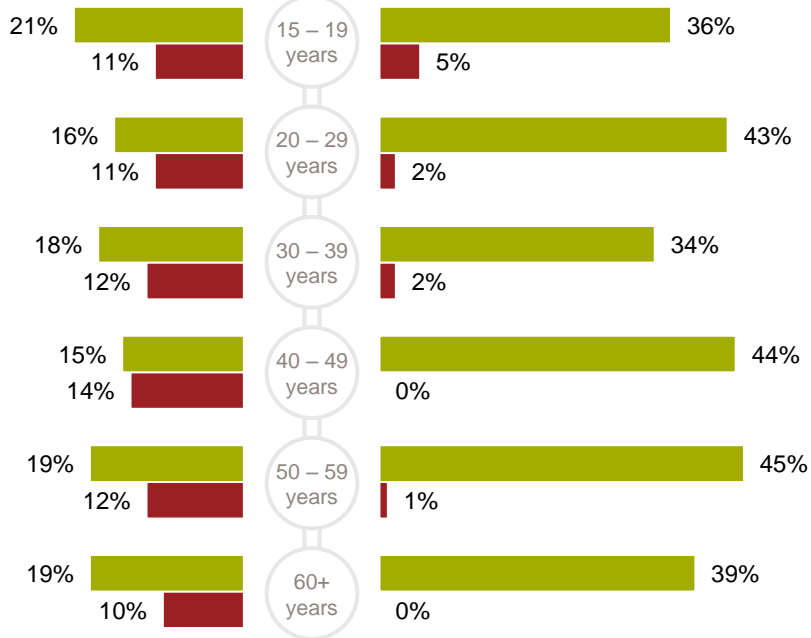
Agreement and disagreement per age-group across South Korea



I would rather have more time
than more money



Experiences are more important
than possessions



Agreement (Top 2 Boxes)

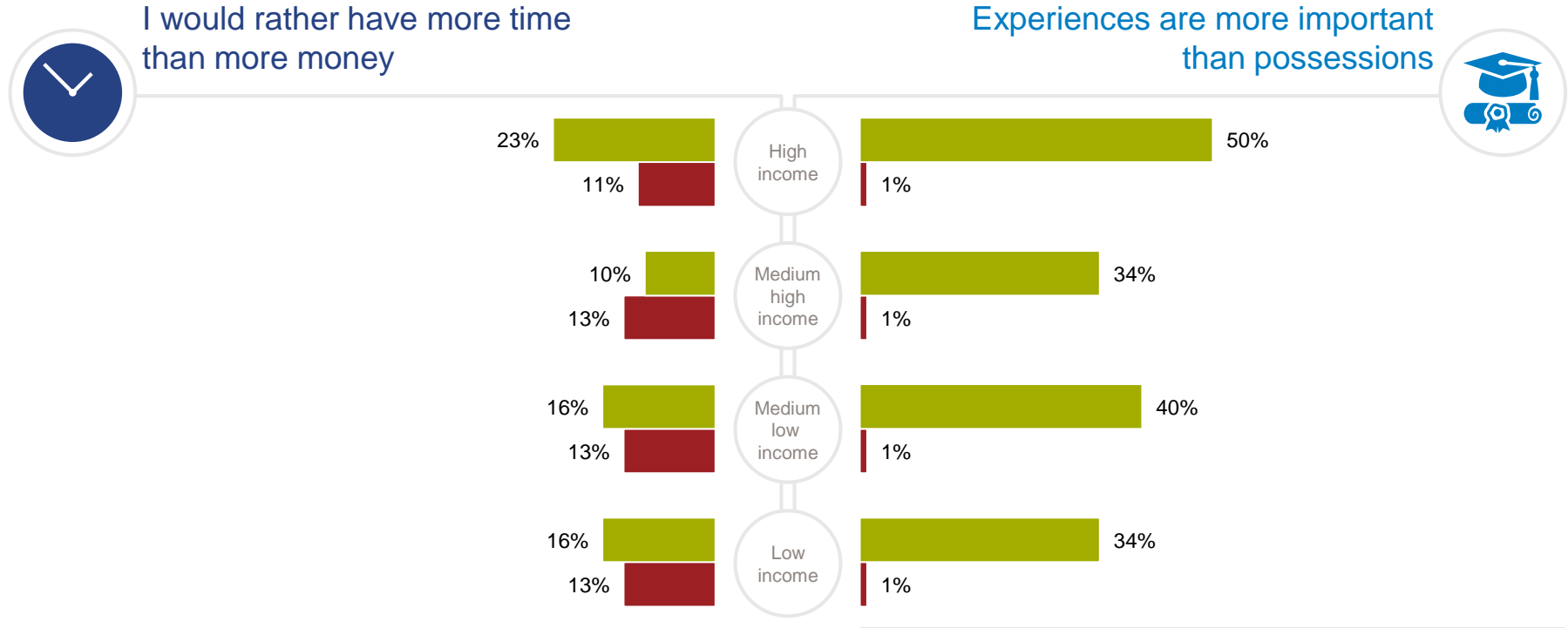


Disagreement (Bottom 2 Boxes)

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Attitudes around materialism

Agreement and disagreement per income-group across South Korea



Agreement (Top 2 Boxes)



Disagreement (Bottom 2 Boxes)



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

For more information please contact
press@gfk.com