A photograph of two women driving in a car. The woman in the foreground is wearing a large straw hat and a red and white polka-dot shirt, smiling broadly. The woman in the background is wearing sunglasses and also smiling. The car's interior and the steering wheel are visible. The text "Enjoy life today, worry about savings and investments later" is overlaid on the image.

Enjoy life today, worry about  
savings and investments later

Global GfK survey  
April 2016

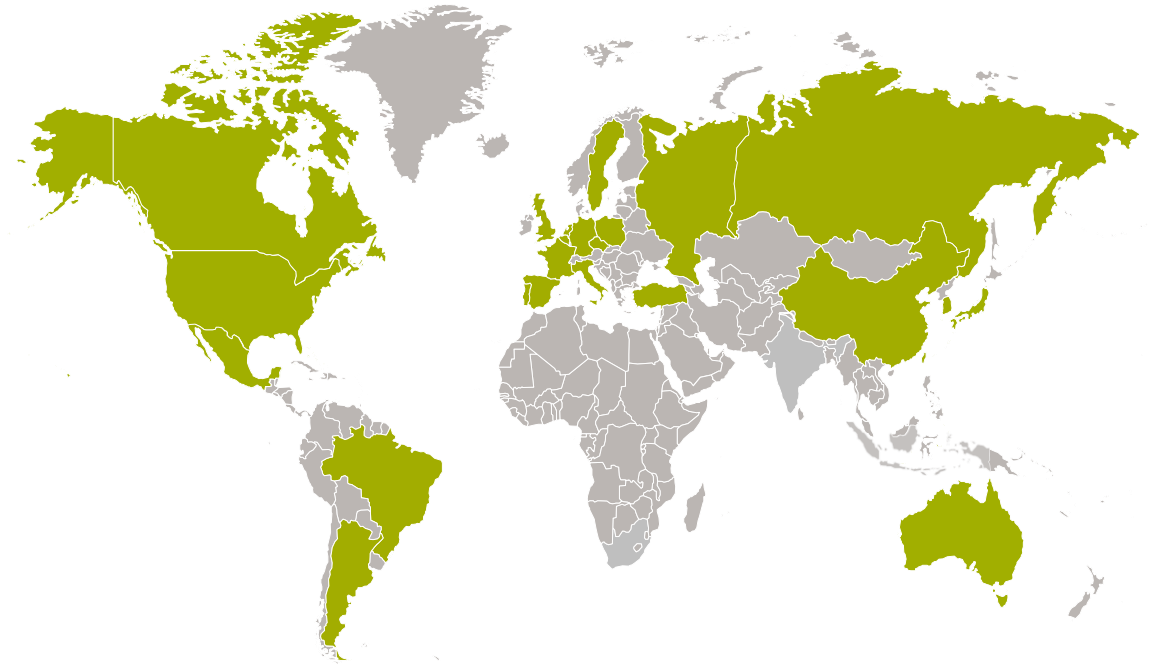
# Global GfK survey: Enjoy life today, worry about savings and investments later



**1** Methodology

**2** Global results

**3** Country results



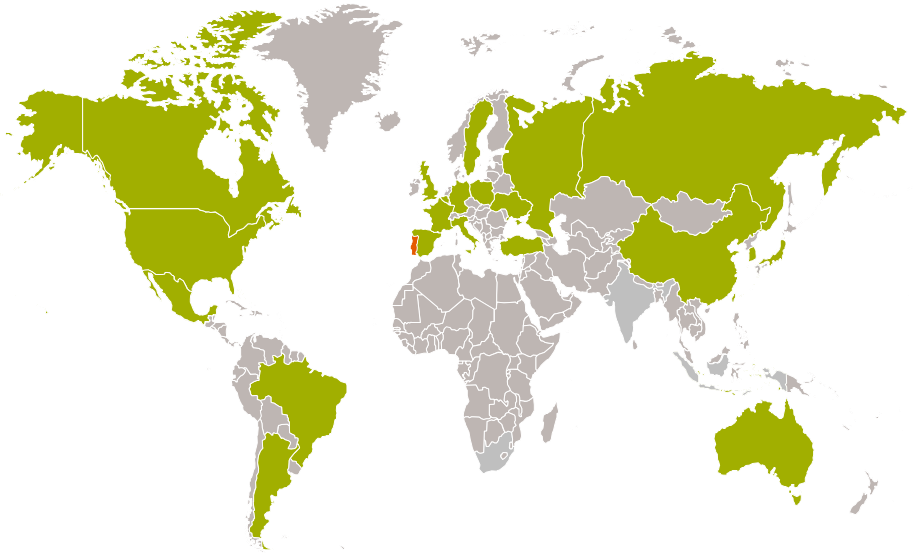
# Methodology

# Countries covered, methodology and sample size

GfK interviewed in summer 2015 more than 28,000 consumers (aged 15 and older) in 23 countries.

The data have been collected through online interviews and Face-to-Face interviews (in Portugal). 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)	Portugal (F2F/n=1250)
China (online/n=1501)	Russia (online/n=1514)
Czech Republic (online/n=1003)	South Korea (online/n=1000)
France (online/n=1517)	Spain (online/n=1534)
Germany (online/n=1511)	Sweden (online/n=1000)
Hong Kong (online/n=1003)	Turkey (online/n=831)
Italy (online/n=1521)	UK (online/n=1501)
	USA (online/n=1536)



## Question



Please indicate how strongly you disagree or agree with the following statement:

**“I want to enjoy life today and will worry about savings and investments later”**

Scale:

- Do not agree at all
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree completely
- Does not apply to me

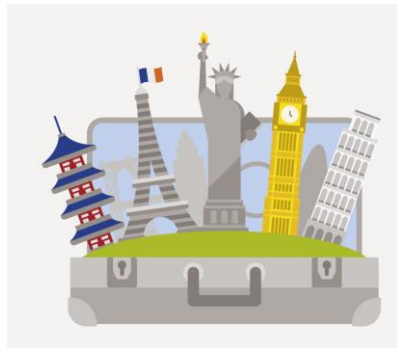
# Global results

## Highlights

- Internationally, people with a 'save now' mindset just outnumber people with a 'have fun now' mindset – but the numbers are very close.
- A third (34 percent) of online consumers say they agree – 12 percent agree completely, and 22 percent agree somewhat.
- The numbers disagreeing are slightly higher, standing at 38 percent overall – 14 percent disagree strongly and 24 percent disagree somewhat.
- A further quarter (25 percent) say they are neutral, neither agreeing nor disagreeing.
- Women more inclined to be savings-minded; men are evenly divided.
- Twenty-somethings beat teenagers on percentage of fun-lovers.
- Hong Kong is only country where the majority favor saving today.

Grau de concordância com a frase:

“Quero aproveitar a vida hoje e preocupar-me com poupanças e investimentos mais tarde”



Média Global		Portugal
<b>12%</b>		<b>14%</b>
Concordo completamente		Concordo completamente
<b>22%</b>		<b>26%</b>
Concordo um pouco		Concordo um pouco
<b>25%</b>		<b>21%</b>
Nem concordo, nem discordo		Nem concordo, nem discordo
<b>24%</b>		<b>17%</b>
Discordo um pouco		Discordo um pouco
<b>14%</b>		<b>16%</b>
Discordo completamente		Discordo completamente
<b>3%</b>		<b>6%</b>
Não se aplica a mim		Não se aplica a mim

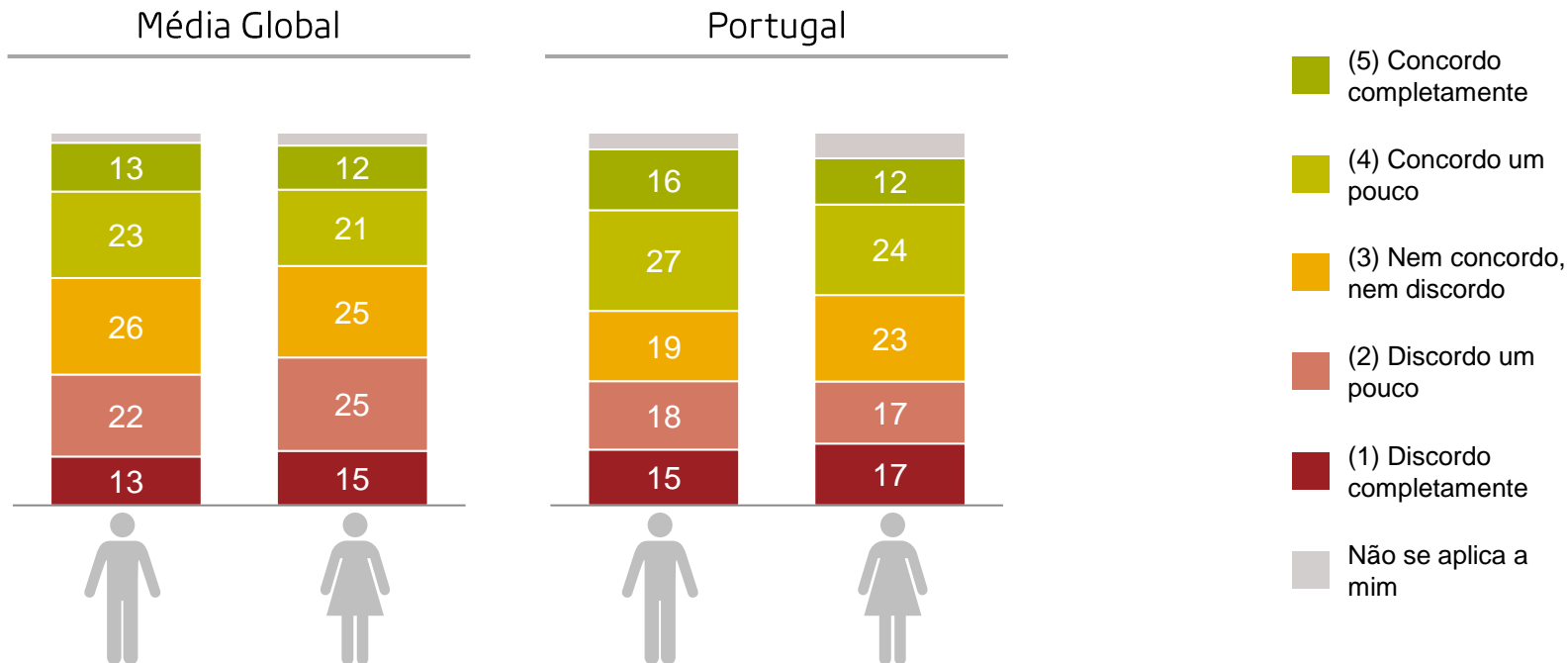




# Grau de concordância, por género, com a frase: "Quero aproveitar a vida hoje e preocupar-me com poupanças e investimentos mais tarde"



Grau de  
concordância (%)



Source: GfK survey among 28,000+ (ages 15+) in 23 countries (data collection: online and F2F in Portugal). Rounded

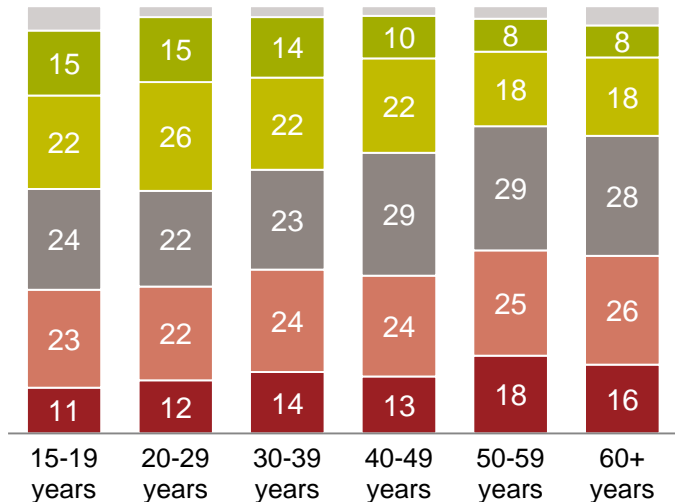
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# Grau de concordância, por idade, com a frase: "Quero aproveitar a vida hoje e preocupar-me com poupanças e investimentos mais tarde"

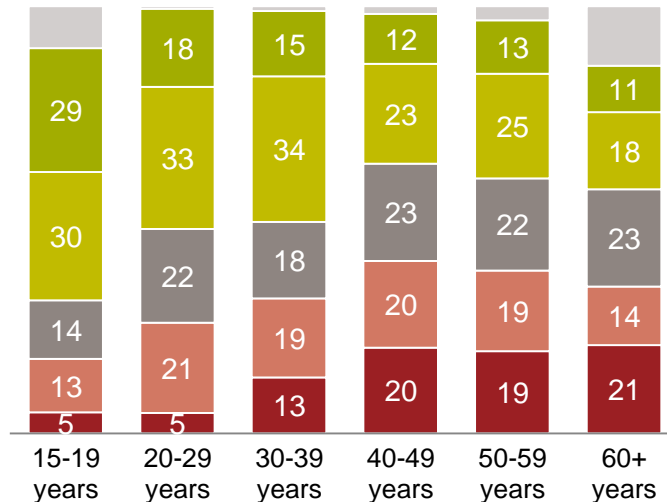


Grau de concordância (%)

Média Global



Portugal



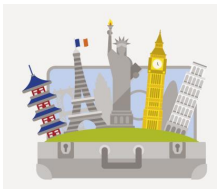
- (5) Concordo completamente
- (4) Concordo um pouco
- (3) Nem concordo, nem discordo
- (2) Discordo um pouco
- (1) Discordo completamente
- Não se aplica a mim

Source: GfK survey among 28,000+ (ages 15+) in 23 countries (data collection: online and F2F in Portugal). Rounded

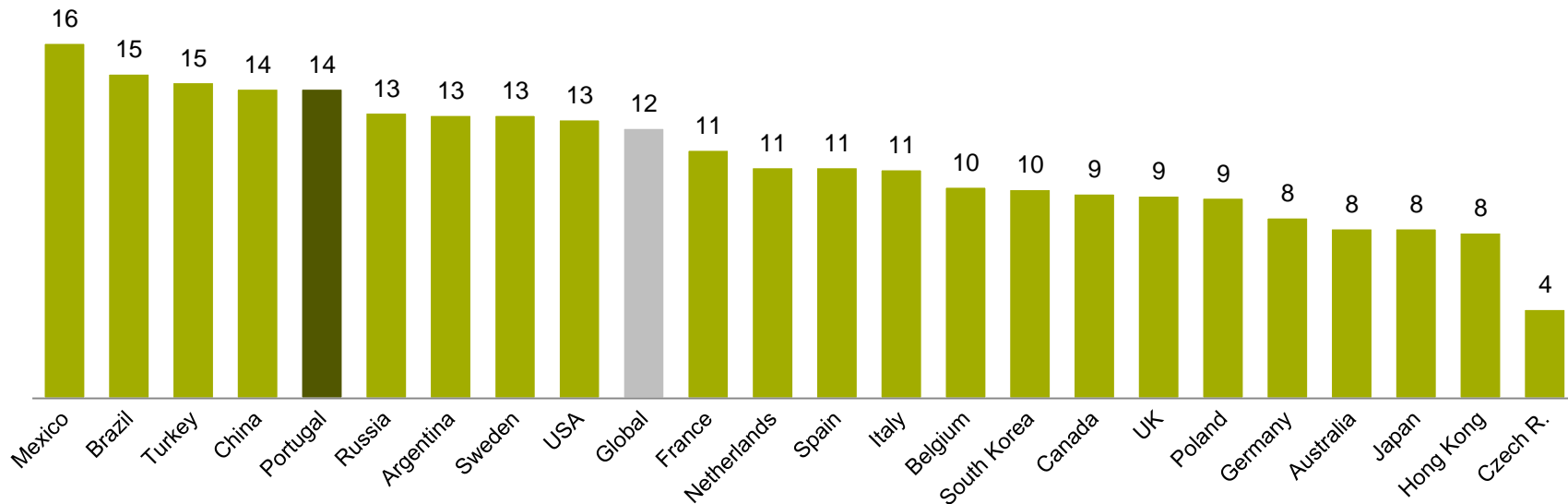
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Grau de concordância com a frase:

“Quero aproveitar a vida hoje e preocupar-me com poupanças e investimentos mais tarde”



% de “Concordo  
Completamente”



Source: GfK survey among 28,000+ (ages 15+) in 23 countries (data collection: online and F2F in Portugal). Rounded

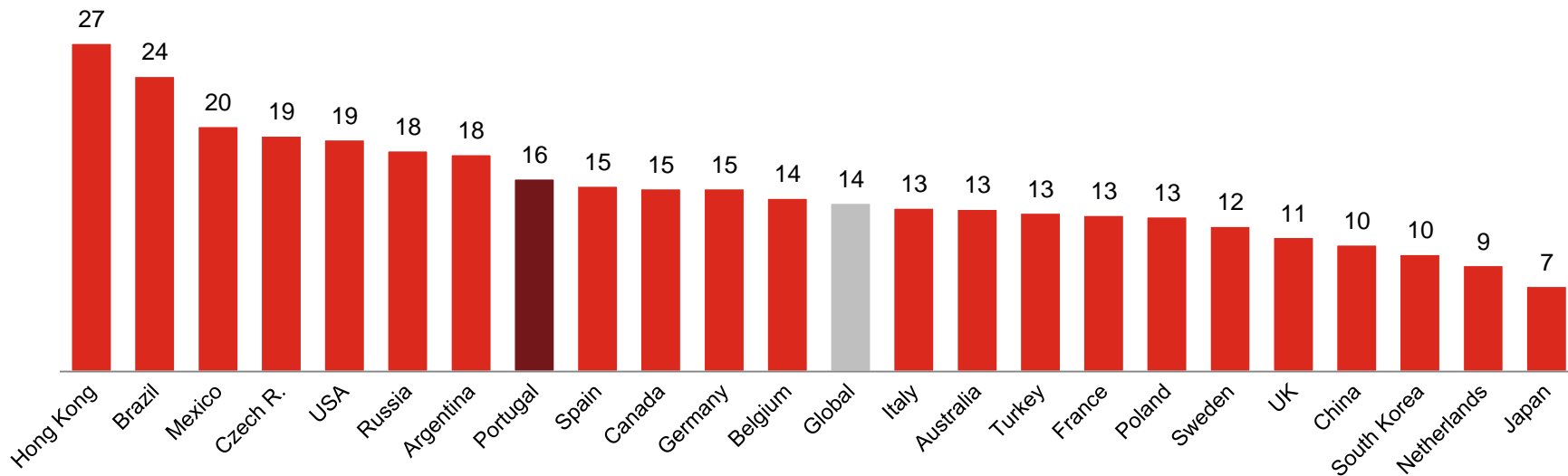
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Grau de concordância com a frase:

“Quero aproveitar a vida hoje e preocupar-me com poupanças e investimentos mais tarde”



% de “Discordo  
Completamente”



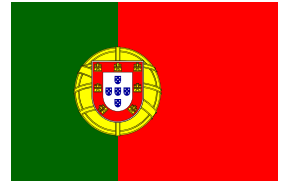
Source: GfK survey among 28,000+ (ages 15+) in 23 countries (data collection: online and F2F in Portugal). Rounded

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# Country results

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# Portugal



## Portugal: Enjoy life today, worry about savings and investments later

14%

of population in Portugal  
**agree completely**  
that they want to enjoy life today and  
will worry about savings and investments later

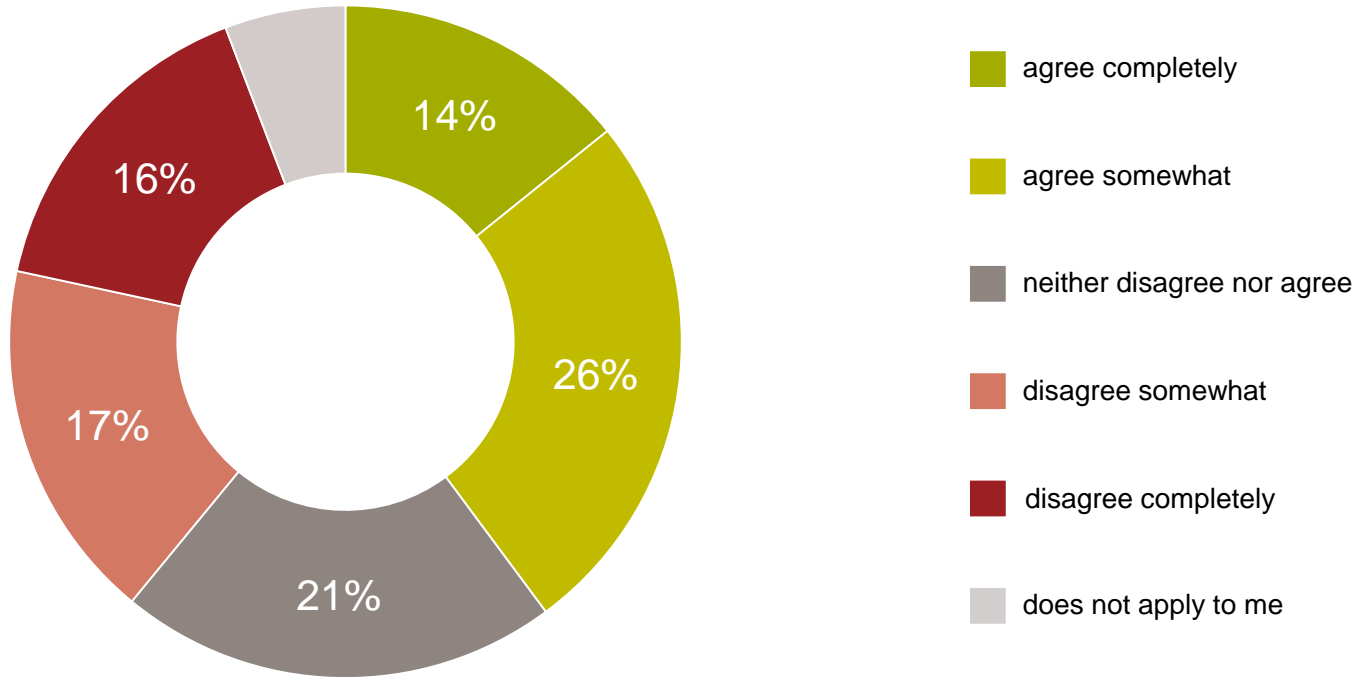


16%

of population in Portugal  
**disagree completely**  
that they want to enjoy life today and  
will worry about savings and investments later



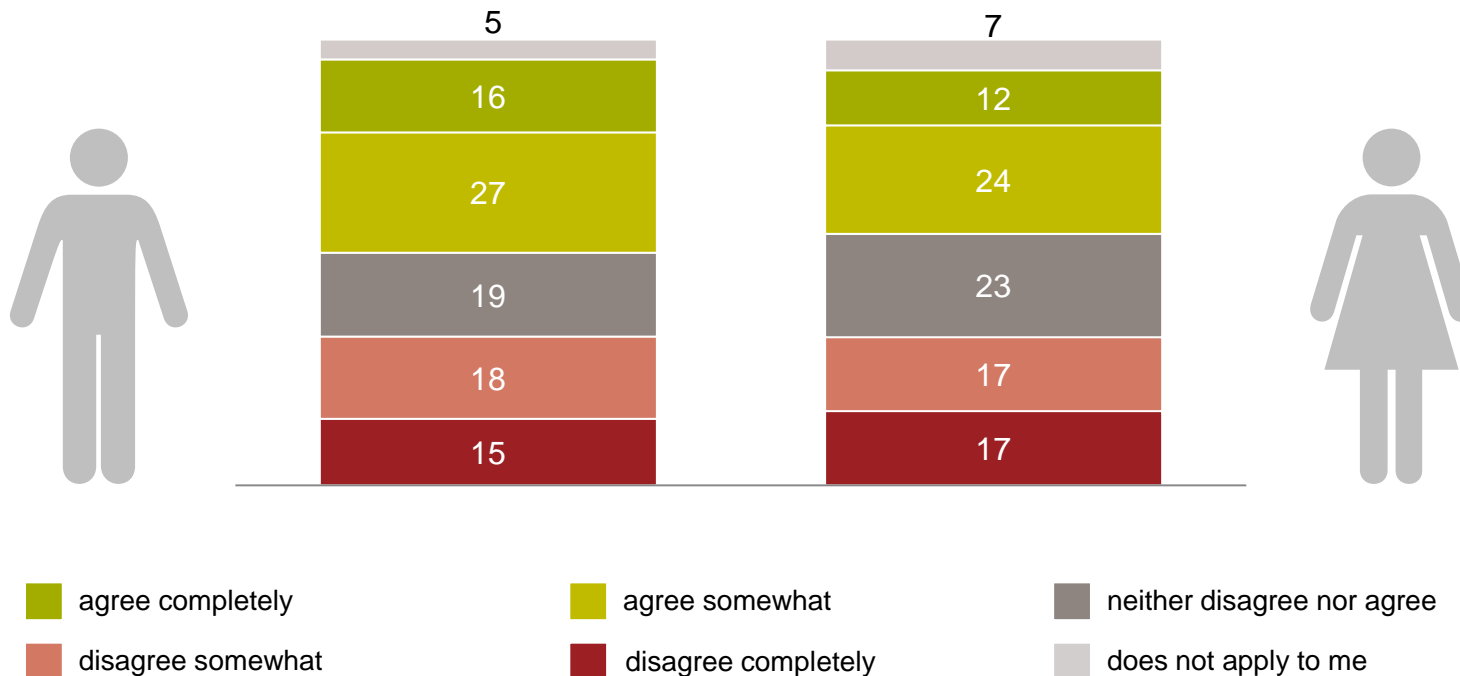
## Portugal: Enjoy life today, worry about savings and investments later





# Portugal: Enjoy life today, worry about savings and investments later

## Agreement by gender

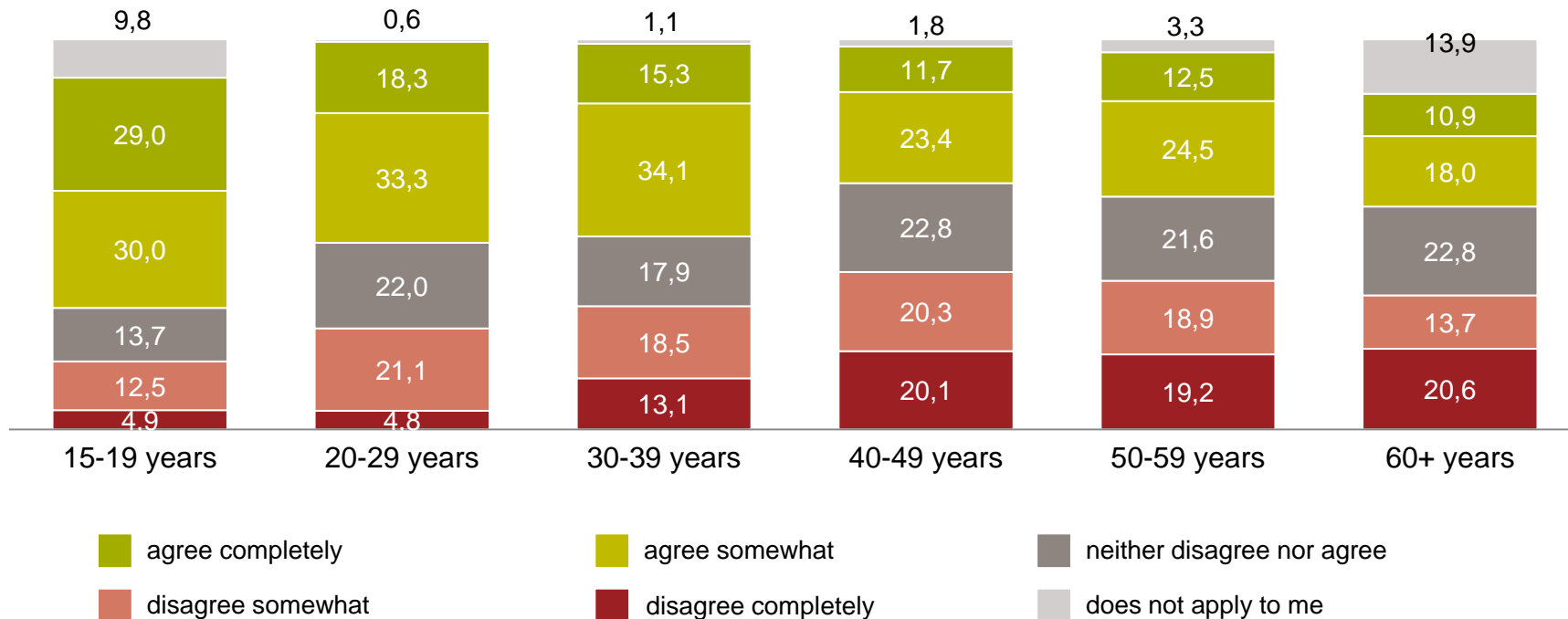


Source: GfK survey among 1,250+ (ages 15+) in Portugal (F2F data collection)

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# Portugal: Enjoy life today, worry about savings and investments later

## Agreement by age groups



Source: GfK survey among 1,250+ (ages 15+) in Portugal (F2F data collection)

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# Belgium



## Belgium: Enjoy life today, worry about savings and investments later

10%

of Internet users in Belgium

**agree completely**

that they want to enjoy life today and  
will worry about savings and investments later



14%

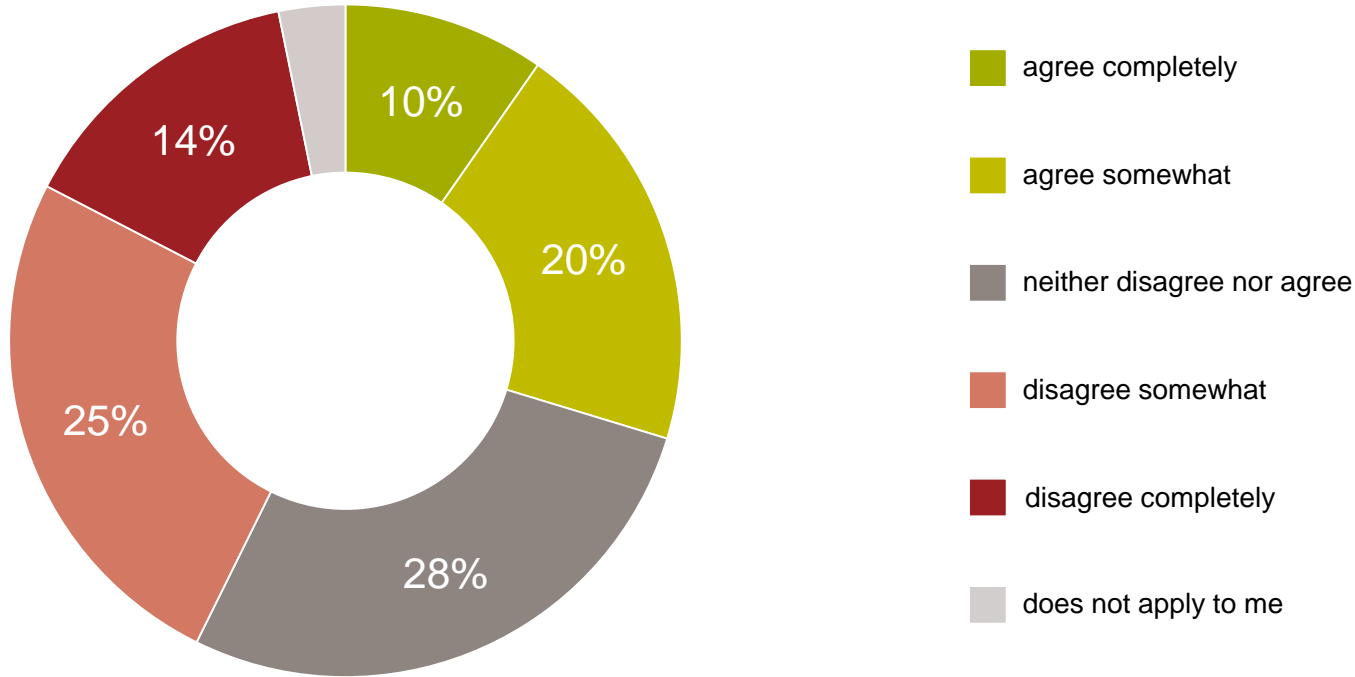
of Internet users in Belgium

**disagree completely**

that they want to enjoy life today and  
will worry about savings and investments later



## Belgium: Enjoy life today, worry about savings and investments later

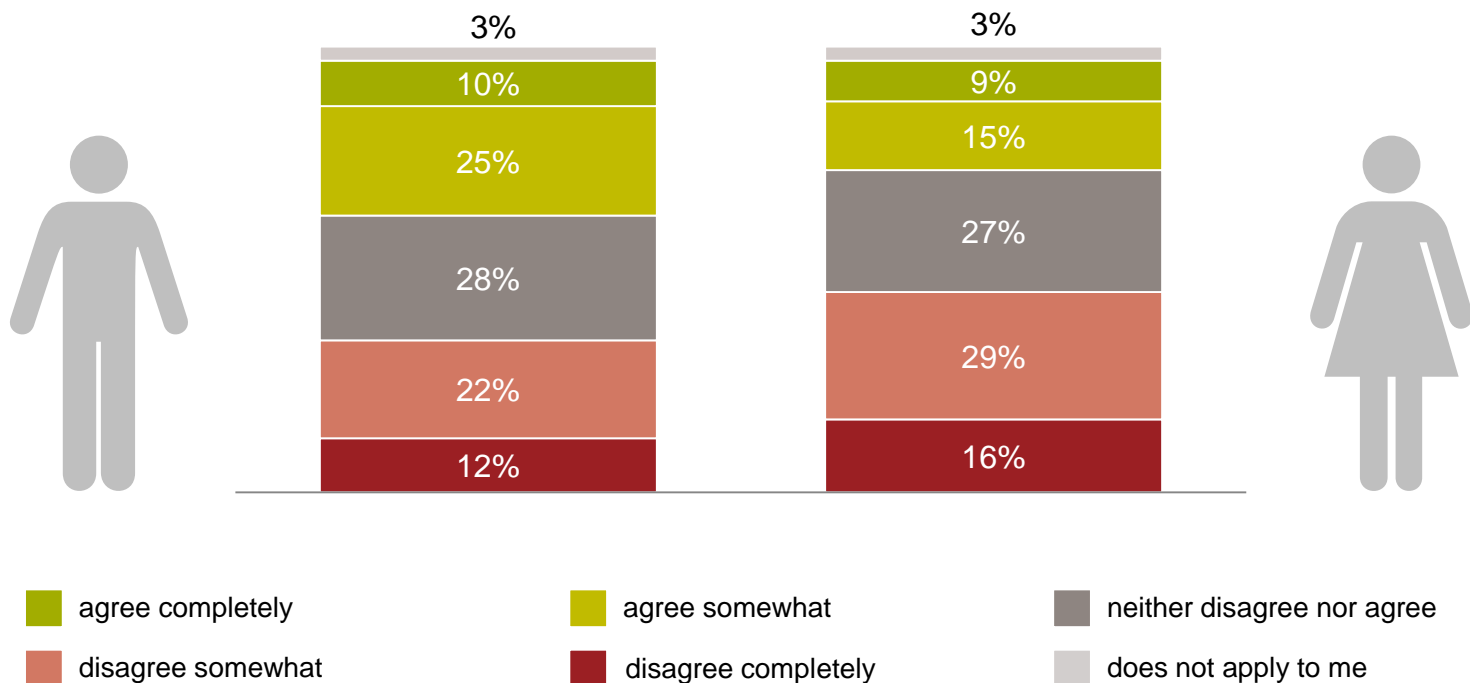


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – rounded

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# Belgium: Enjoy life today, worry about savings and investments later

## Agreement by gender

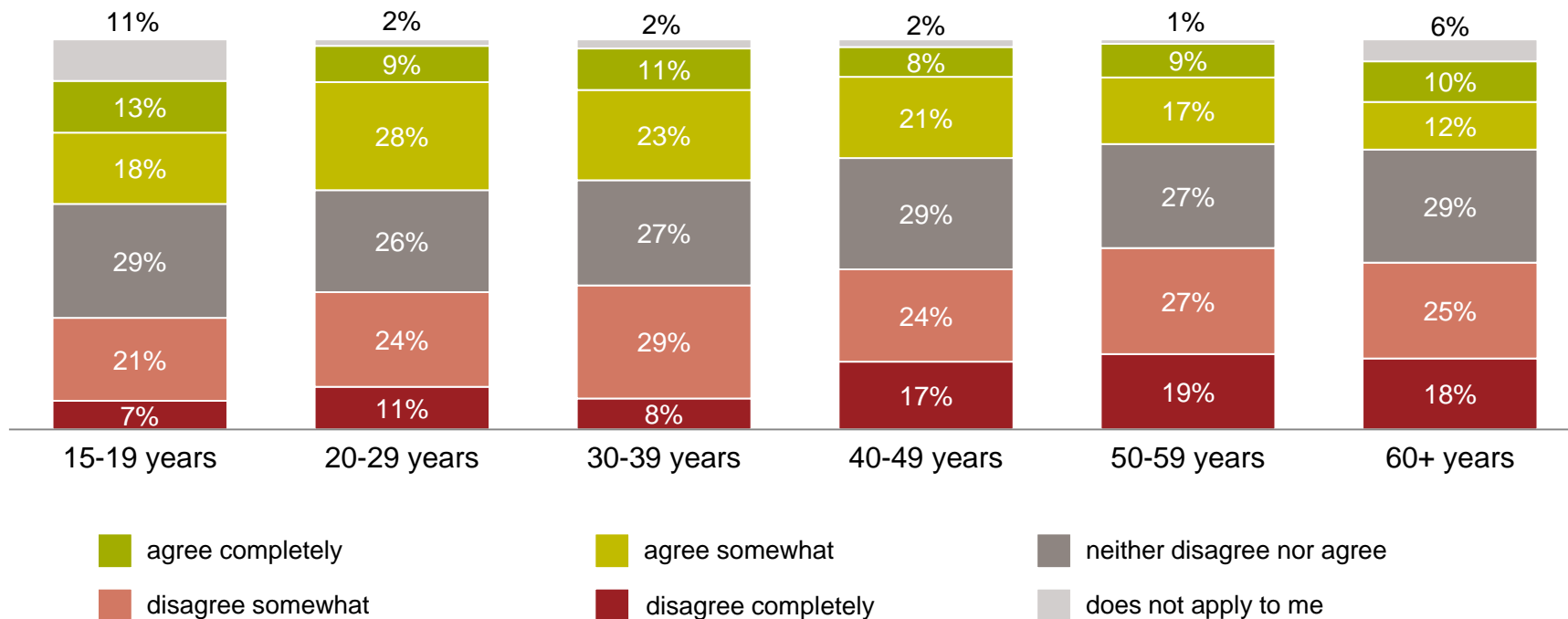


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – rounded

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# Belgium: Enjoy life today, worry about savings and investments later

## Agreement by age groups



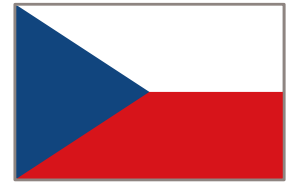
Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – rounded

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# Czech Republic

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# Czech Republic: Enjoy life today, worry about savings and investments later

4%

of Internet users in Czech Republic  
**agree completely**  
that they want to enjoy life today and  
will worry about savings and investments later

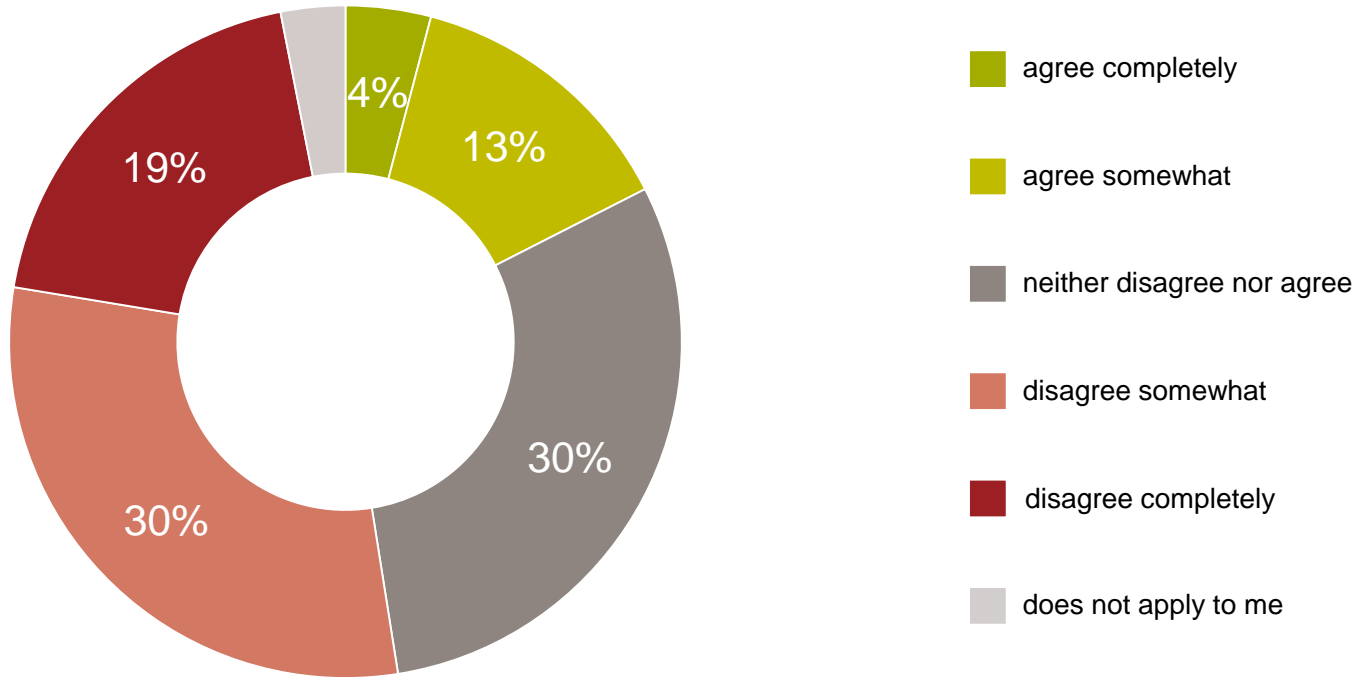


19%

of Internet users in Czech Republic  
**disagree completely**  
that they want to enjoy life today and  
will worry about savings and investments later

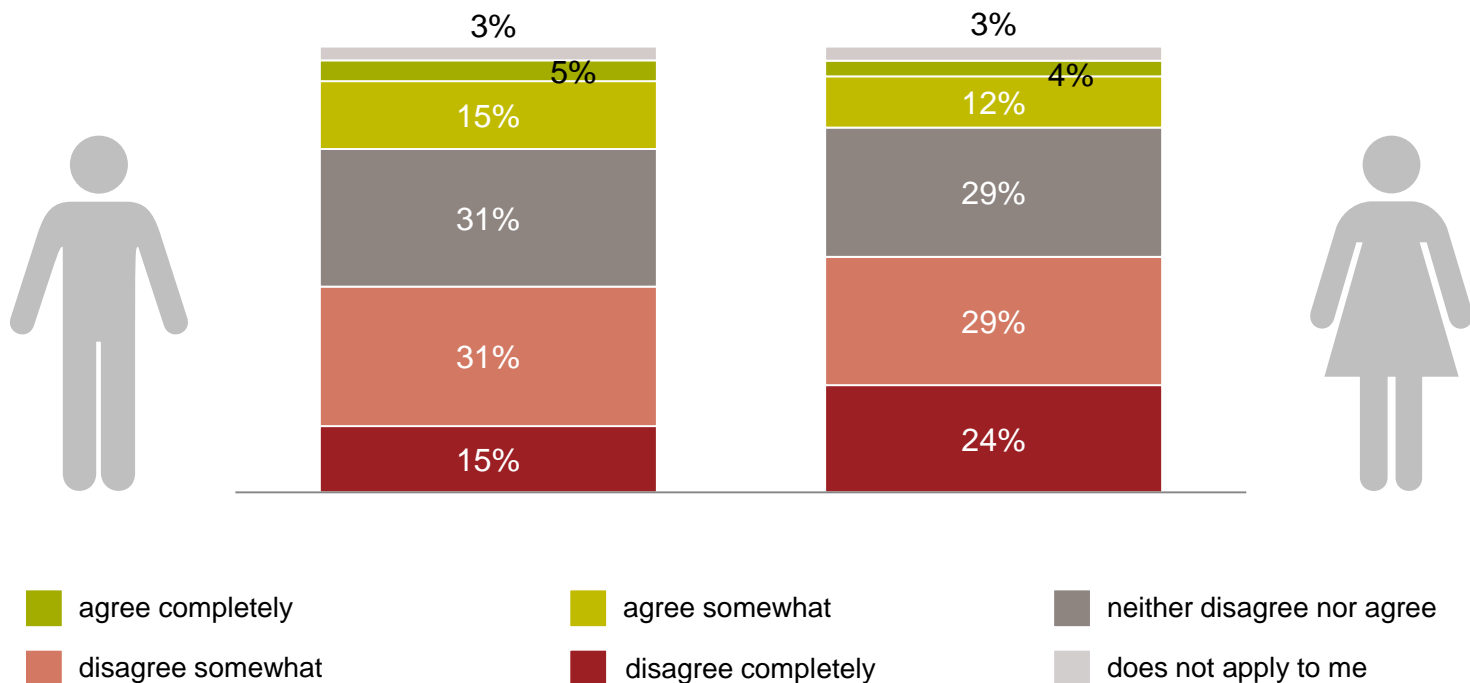


# Czech Republic: Enjoy life today, worry about savings and investments later



# Czech Republic: Enjoy life today, worry about savings and investments later

## Agreement by gender

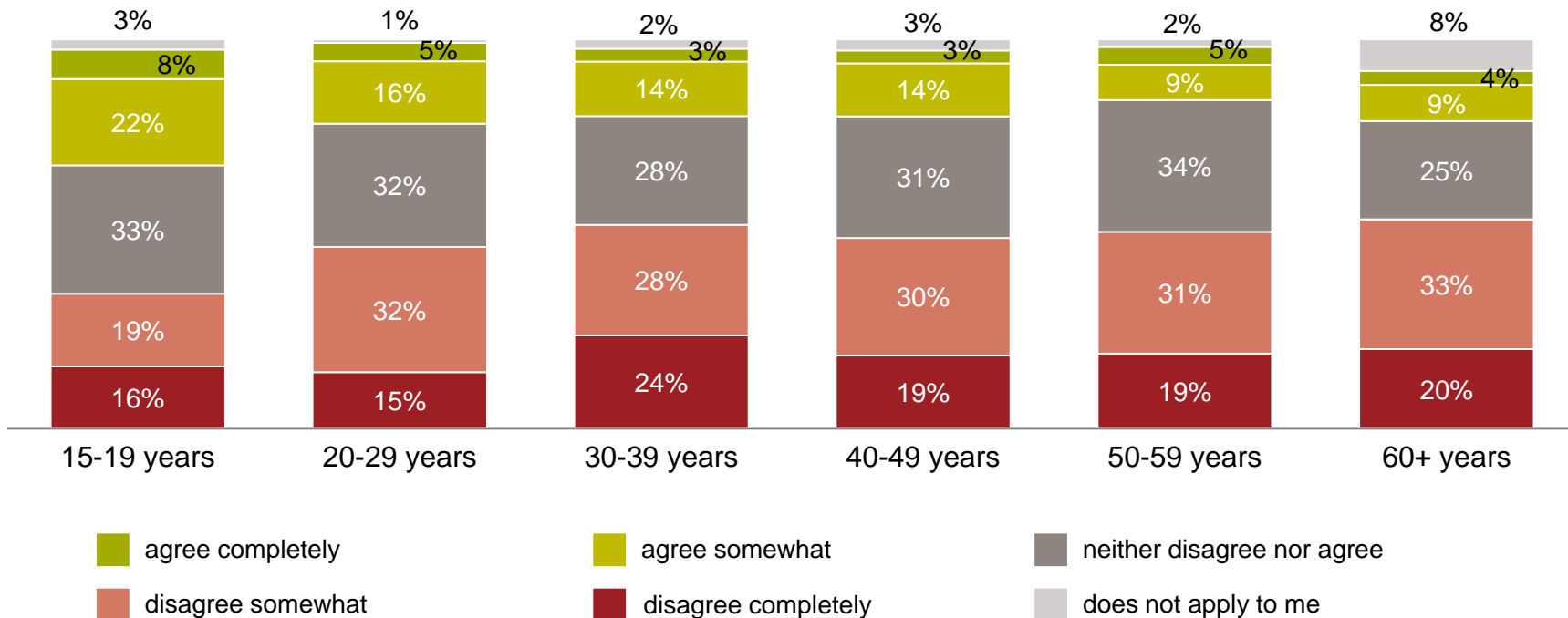


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – rounded

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# Czech Republic: Enjoy life today, worry about savings and investments later

## Agreement by age groups

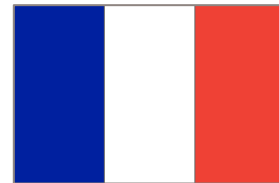


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – rounded

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# France



## France: Enjoy life today, worry about savings and investments later

11%

of Internet users in France  
**agree completely**  
that they want to enjoy life today and  
will worry about savings and investments later

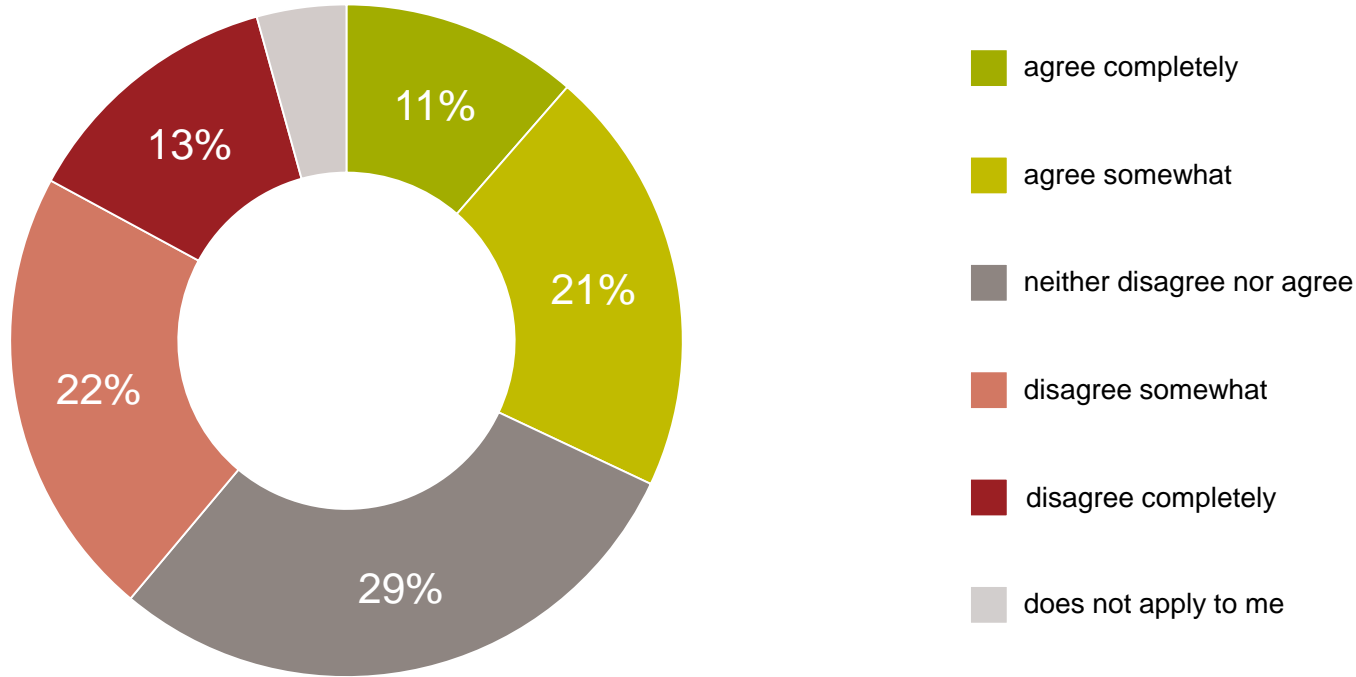


13%

of Internet users in France  
**disagree completely**  
that they want to enjoy life today and  
will worry about savings and investments later



## France: Enjoy life today, worry about savings and investments later

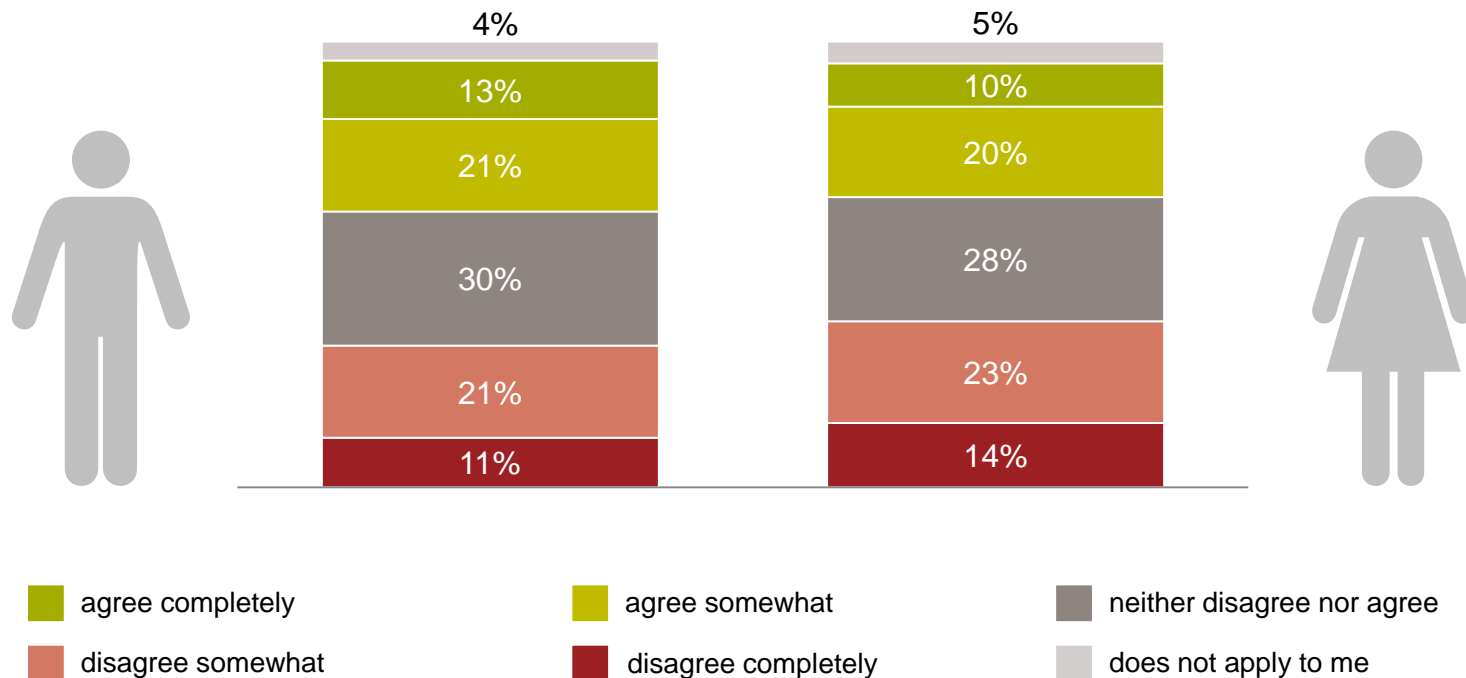


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – rounded

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# France: Enjoy life today, worry about savings and investments later

## Agreement by gender



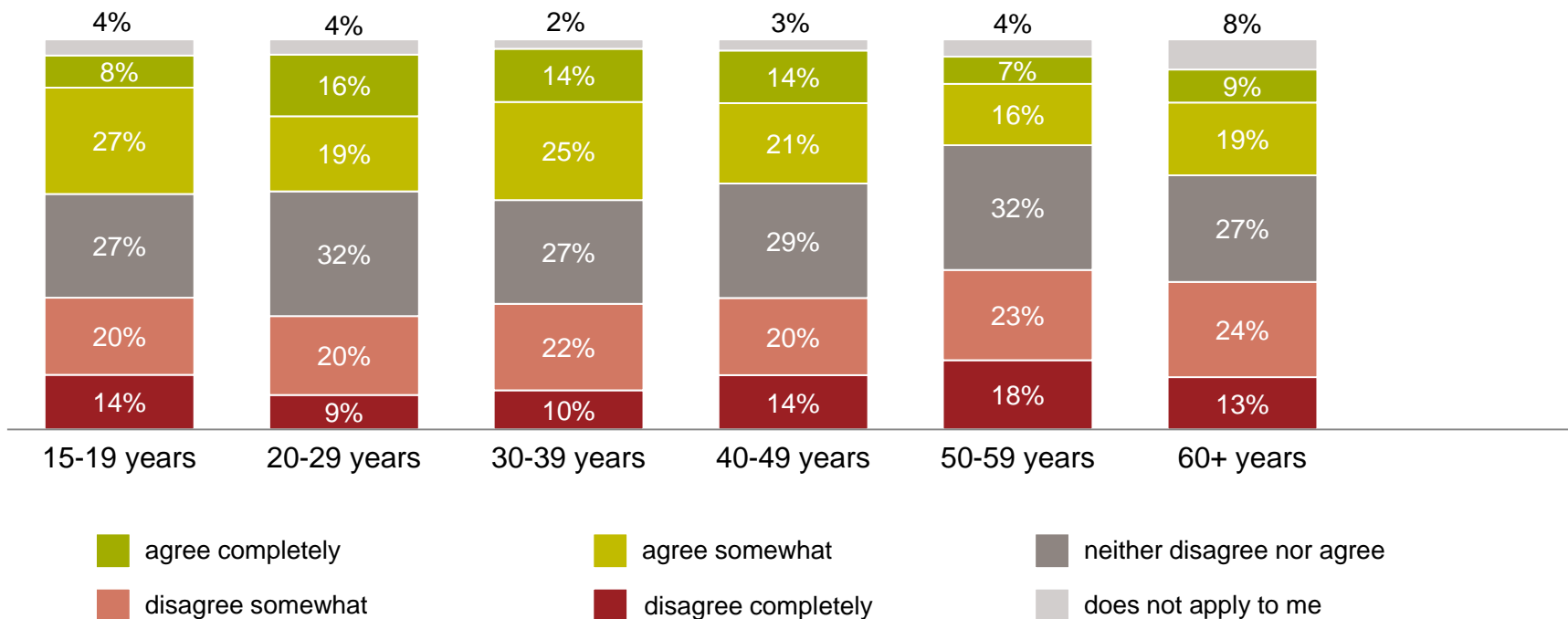
Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – rounded

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# France: Enjoy life today, worry about savings and investments later

## Agreement by age groups



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

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# Germany



# Germany: Enjoy life today, worry about savings and investments later

8%

of Internet users in Germany  
**agree completely**  
that they want to enjoy life today and  
will worry about savings and investments later

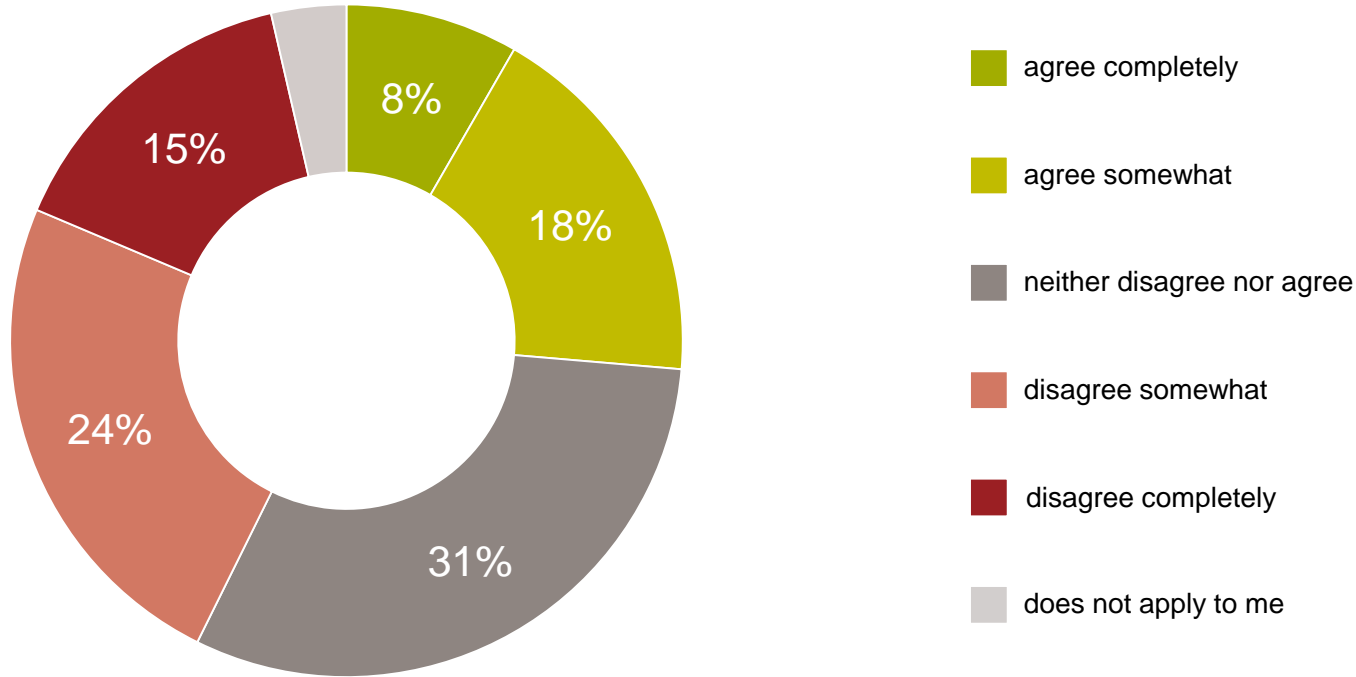


15%

of Internet users in Germany  
**disagree completely**  
that they want to enjoy life today and  
will worry about savings and investments later



## Germany: Enjoy life today, worry about savings and investments later

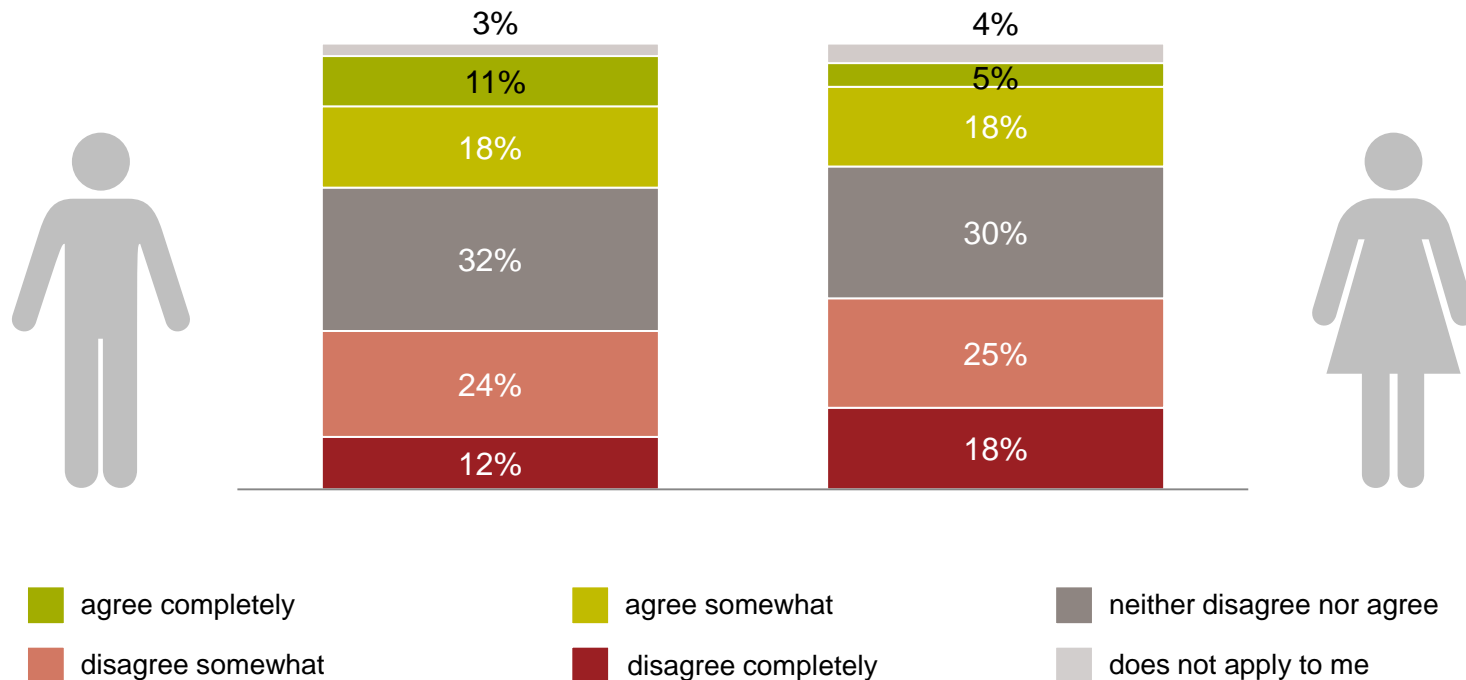


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – rounded

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# Germany: Enjoy life today, worry about savings and investments later

## Agreement by gender

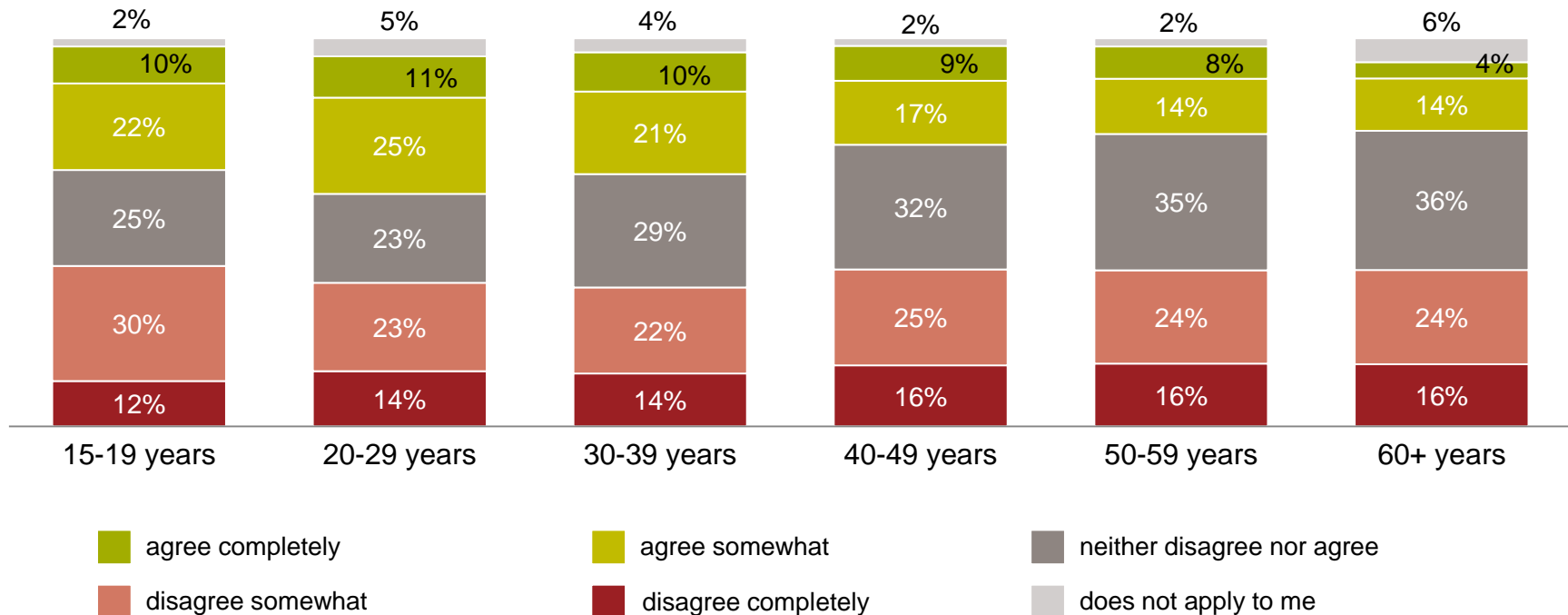


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – rounded

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# Germany: Enjoy life today, worry about savings and investments later

## Agreement by age groups



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

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# Italy



# Italy: Enjoy life today, worry about savings and investments later

11%

of Internet users in Italy  
**agree completely**  
that they want to enjoy life today and  
will worry about savings and investments later



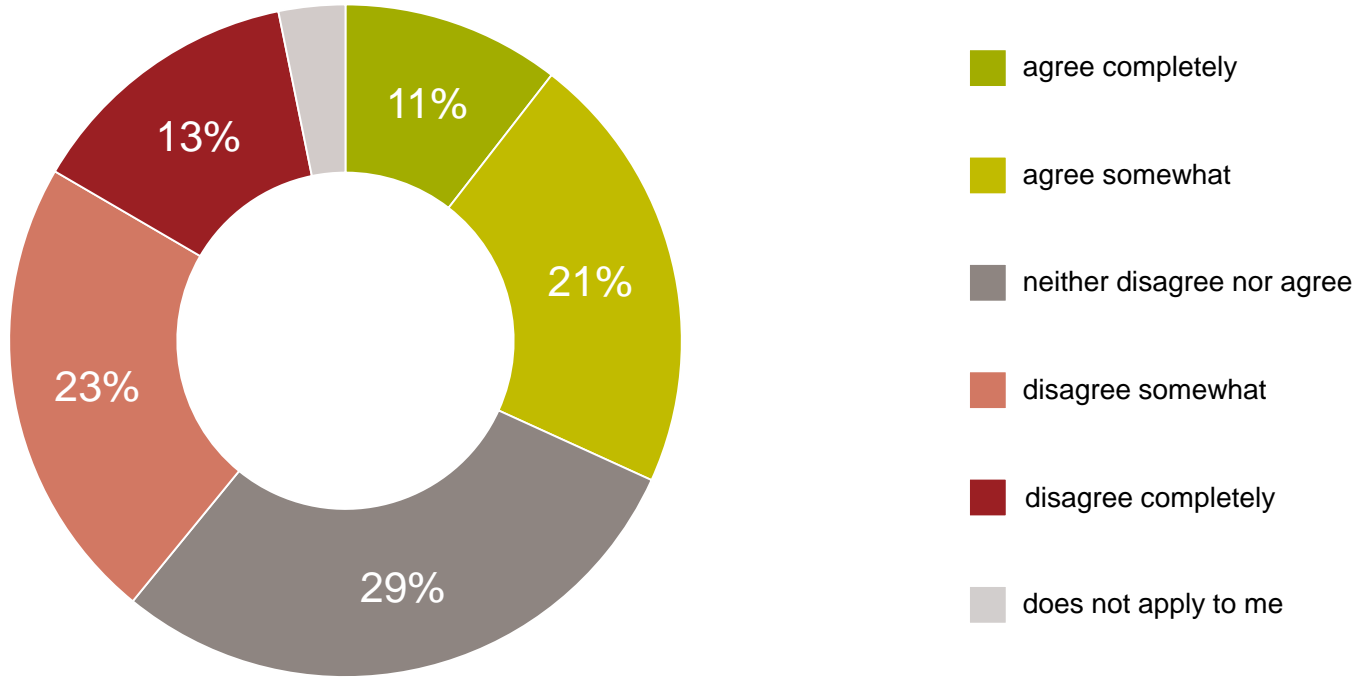
13%

of Internet users in Italy  
**disagree completely**  
that they want to enjoy life today and  
will worry about savings and investments later





## Italy: Enjoy life today, worry about savings and investments later

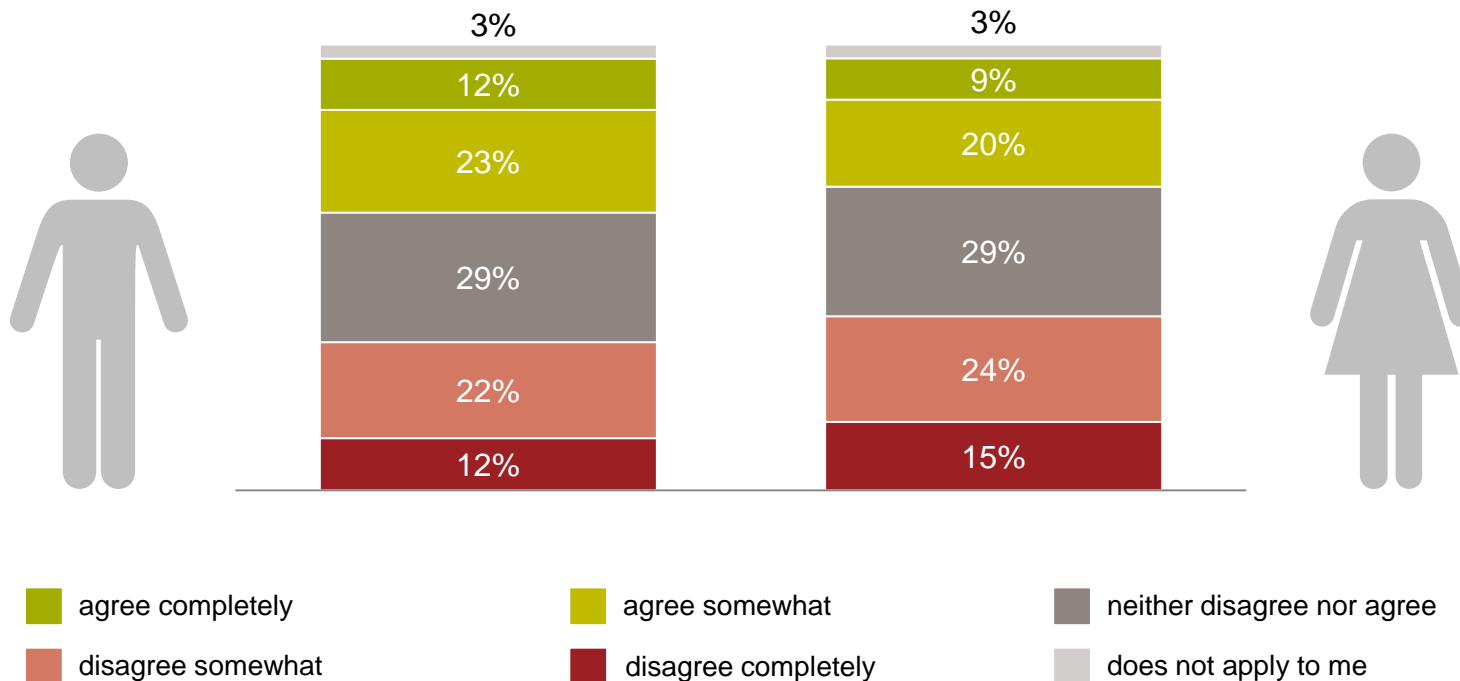


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – rounded

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# Italy: Enjoy life today, worry about savings and investments later

## Agreement by gender

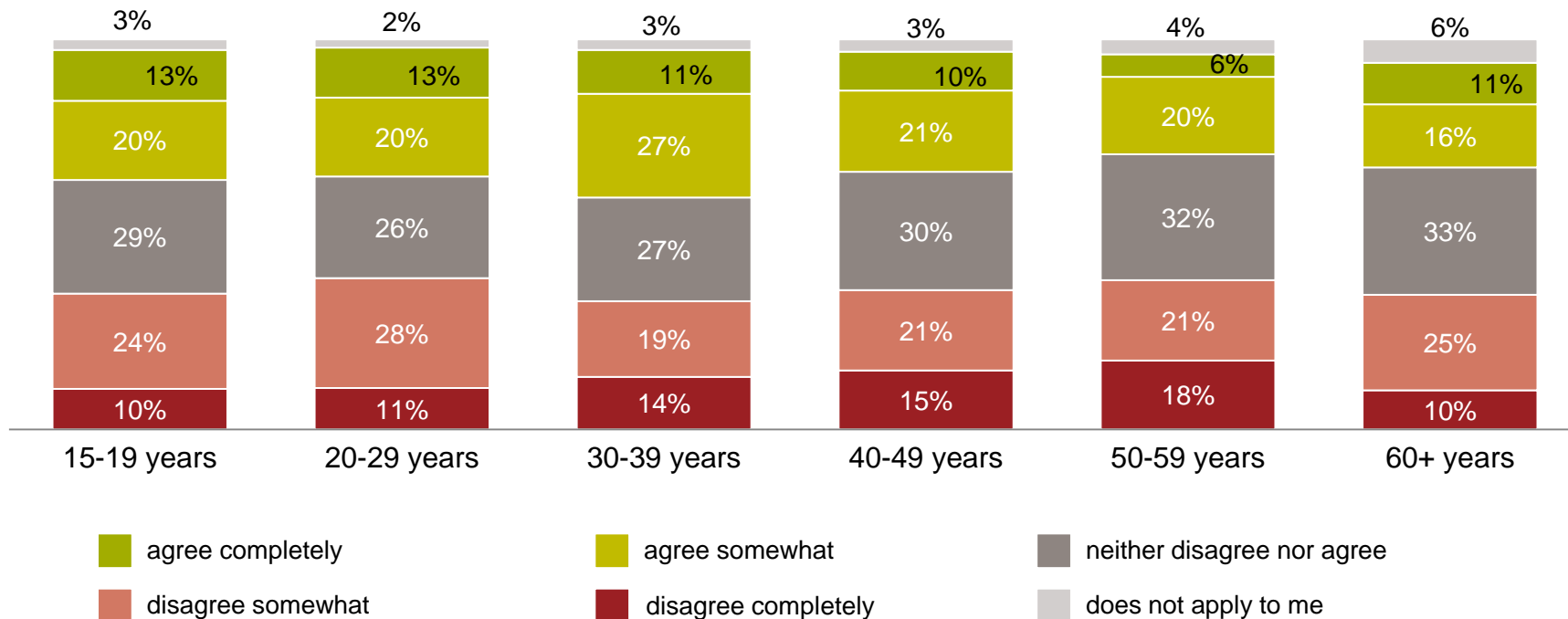


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – rounded

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# Italy: Enjoy life today, worry about savings and investments later

## Agreement by age groups



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

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# Netherlands

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# Netherlands: Enjoy life today, worry about savings and investments later

11%

of Internet users in the Netherlands  
**agree completely**  
that they want to enjoy life today and  
will worry about savings and investments later

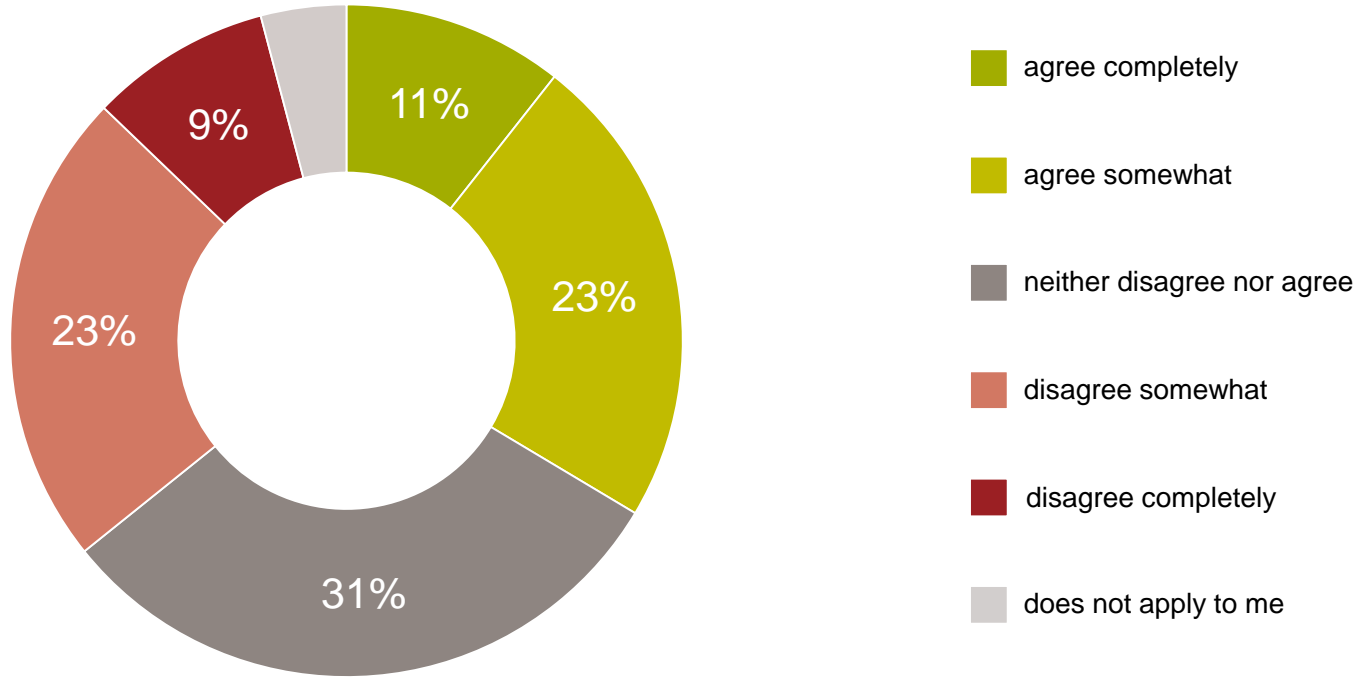


9%

of Internet users in the Netherlands  
**disagree completely**  
that they want to enjoy life today and  
will worry about savings and investments later



# Netherlands: Enjoy life today, worry about savings and investments later

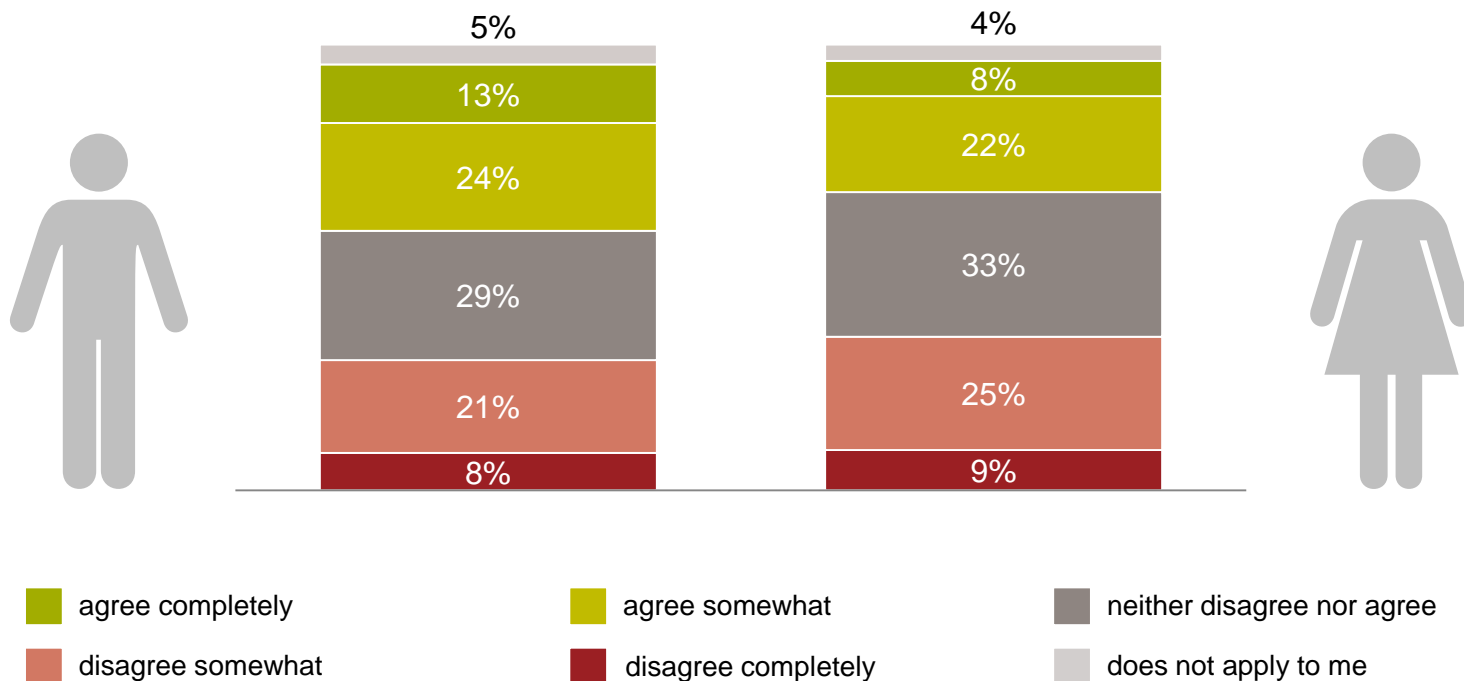


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – rounded

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# Netherlands: Enjoy life today, worry about savings and investments later

## Agreement by gender

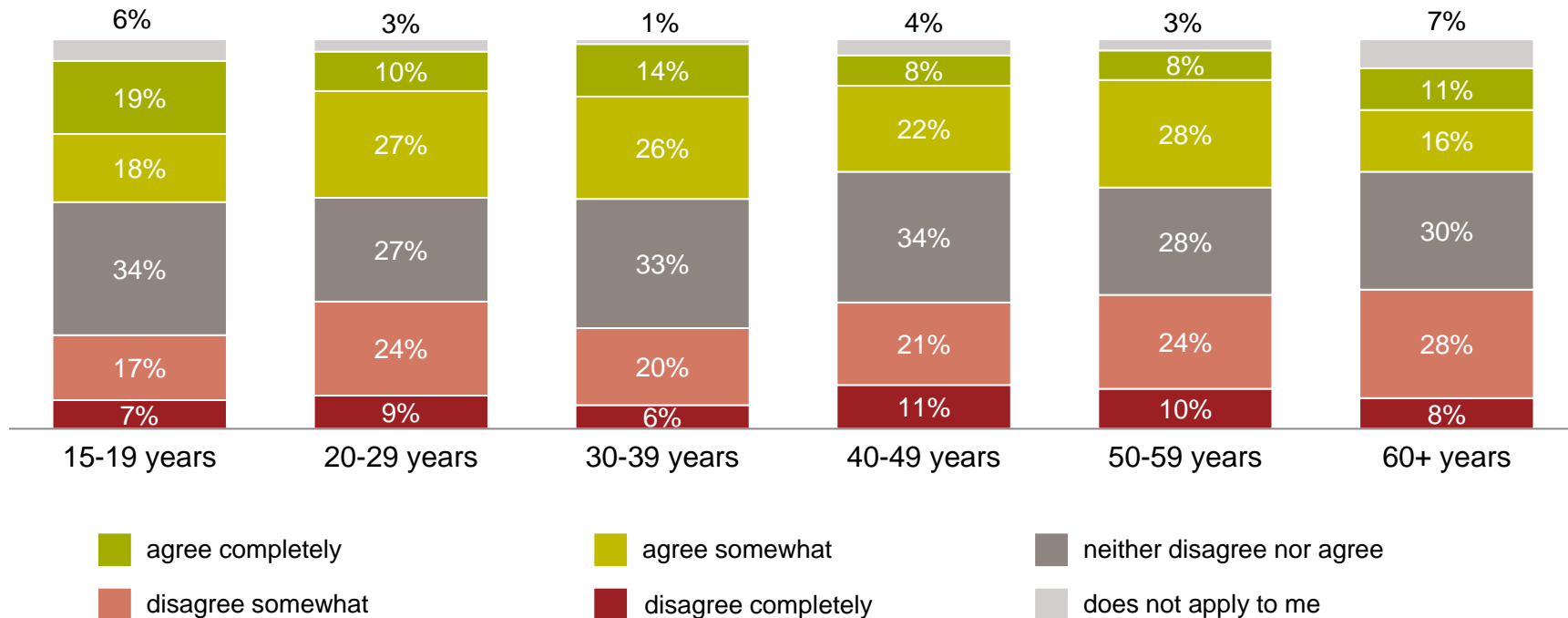


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – rounded

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# Netherlands: Enjoy life today, worry about savings and investments later

## Agreement by age groups



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

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# Poland

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## Poland: Enjoy life today, worry about savings and investments later

9%

of Internet users in Poland  
**agree completely**  
that they want to enjoy life today and  
will worry about savings and investments later

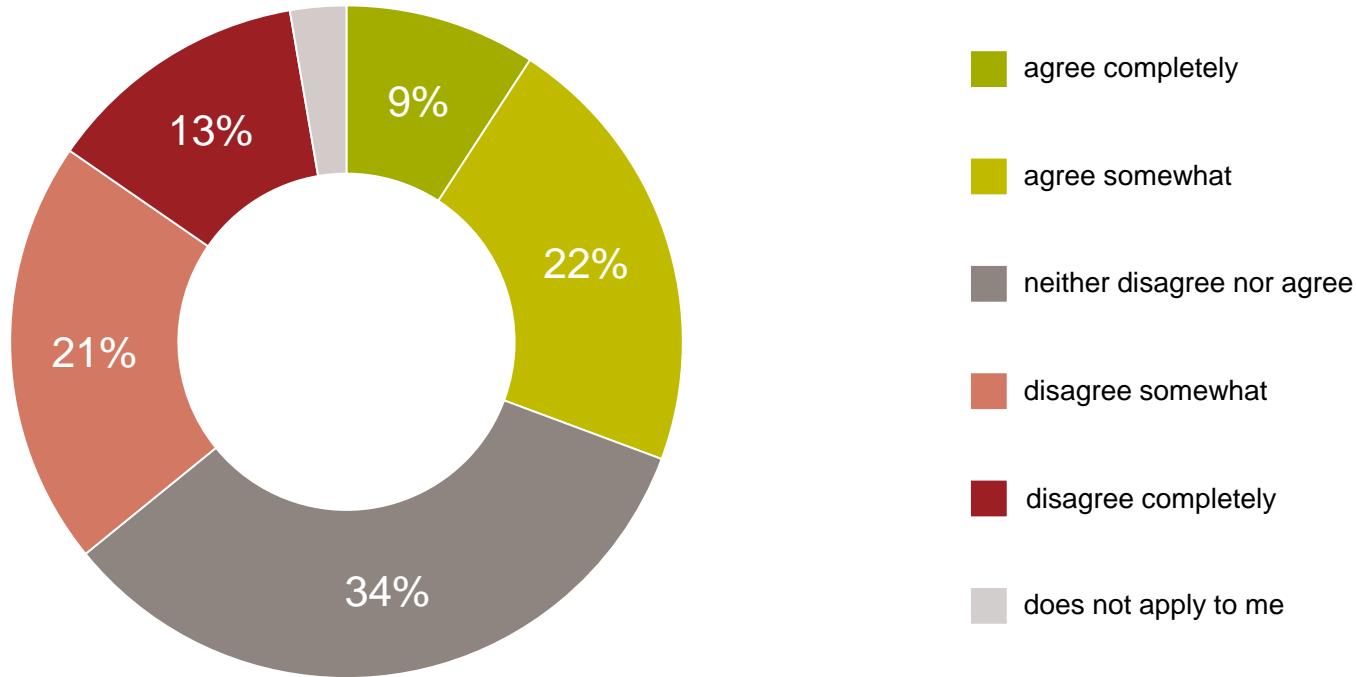


13%

of Internet users in Poland  
**disagree completely**  
that they want to enjoy life today and  
will worry about savings and investments later

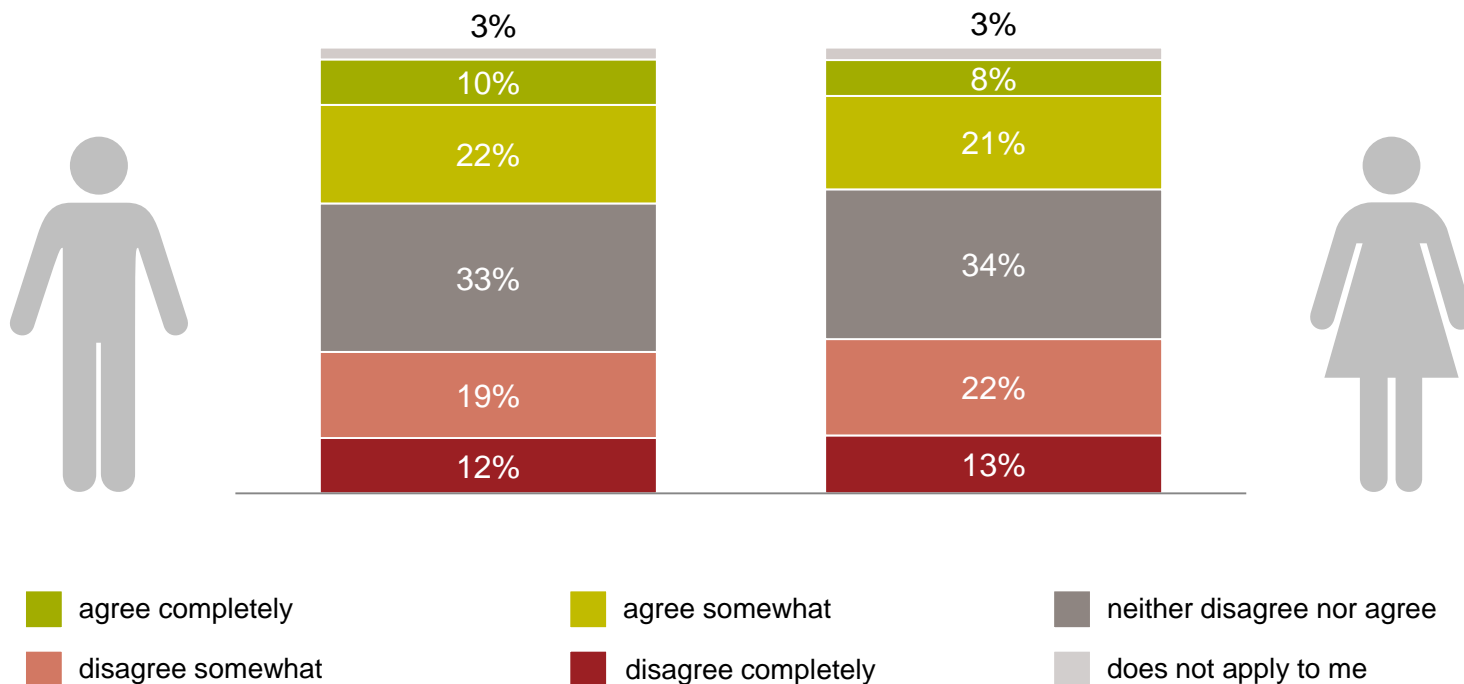


## Poland: Enjoy life today, worry about savings and investments later



# Poland: Enjoy life today, worry about savings and investments later

## Agreement by gender

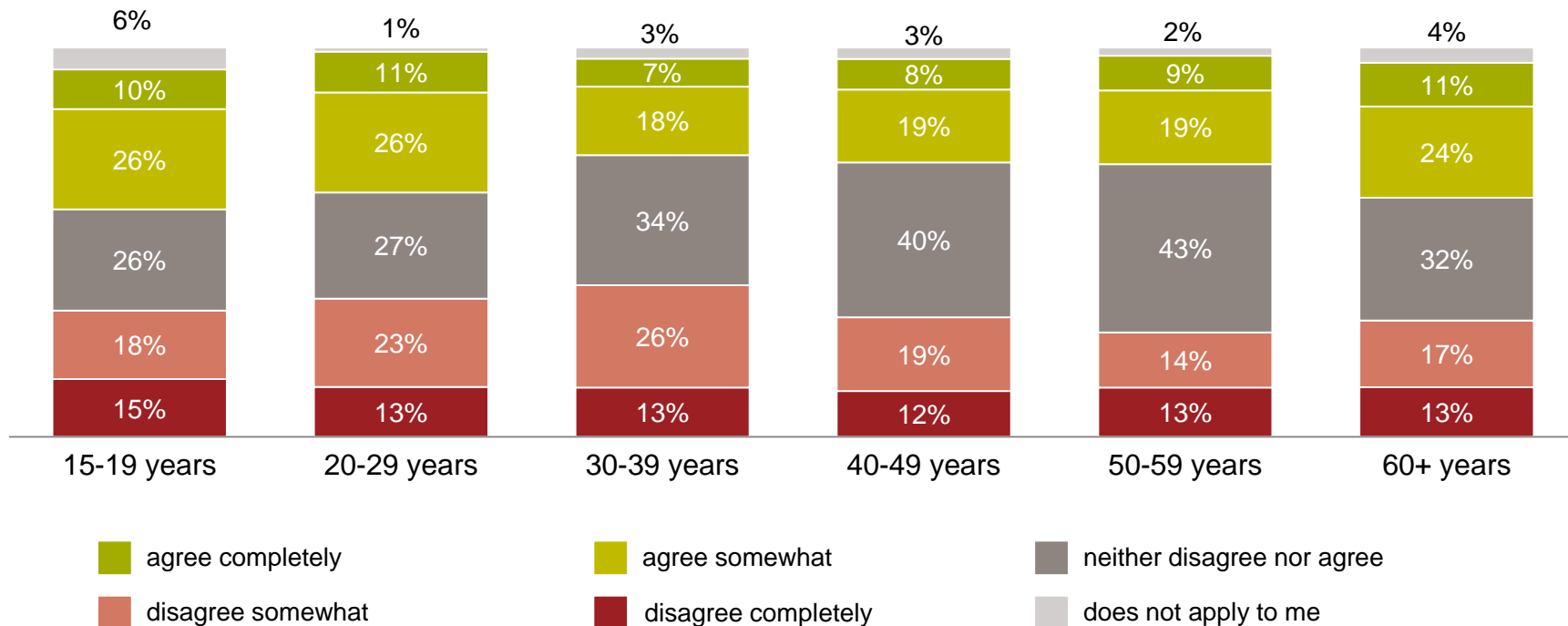


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – rounded

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# Poland: Enjoy life today, worry about savings and investments later

## Agreement by age groups



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

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---

# Russia



## Russia: Enjoy life today, worry about savings and investments later

13%

of Internet users in Russia

**agree completely**

that they want to enjoy life today and  
will worry about savings and investments later



18%

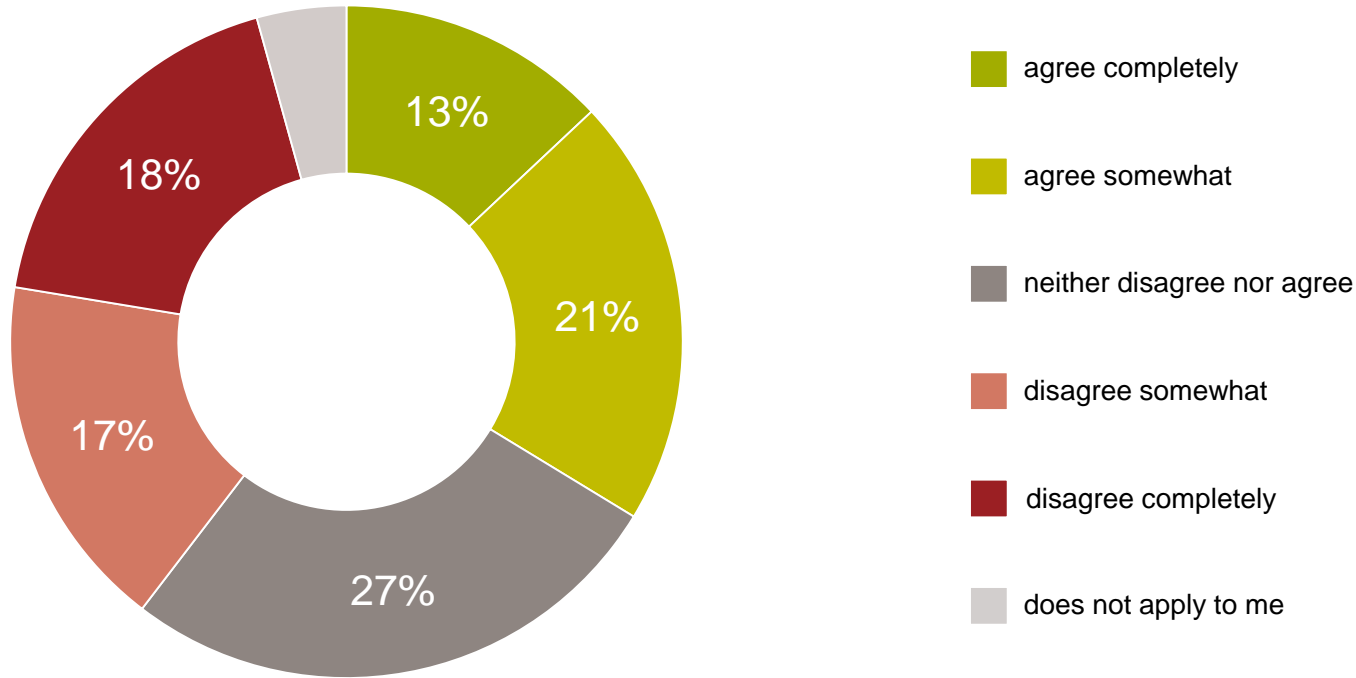
of Internet users in Russia

**disagree completely**

that they want to enjoy life today and  
will worry about savings and investments later



## Russia: Enjoy life today, worry about savings and investments later



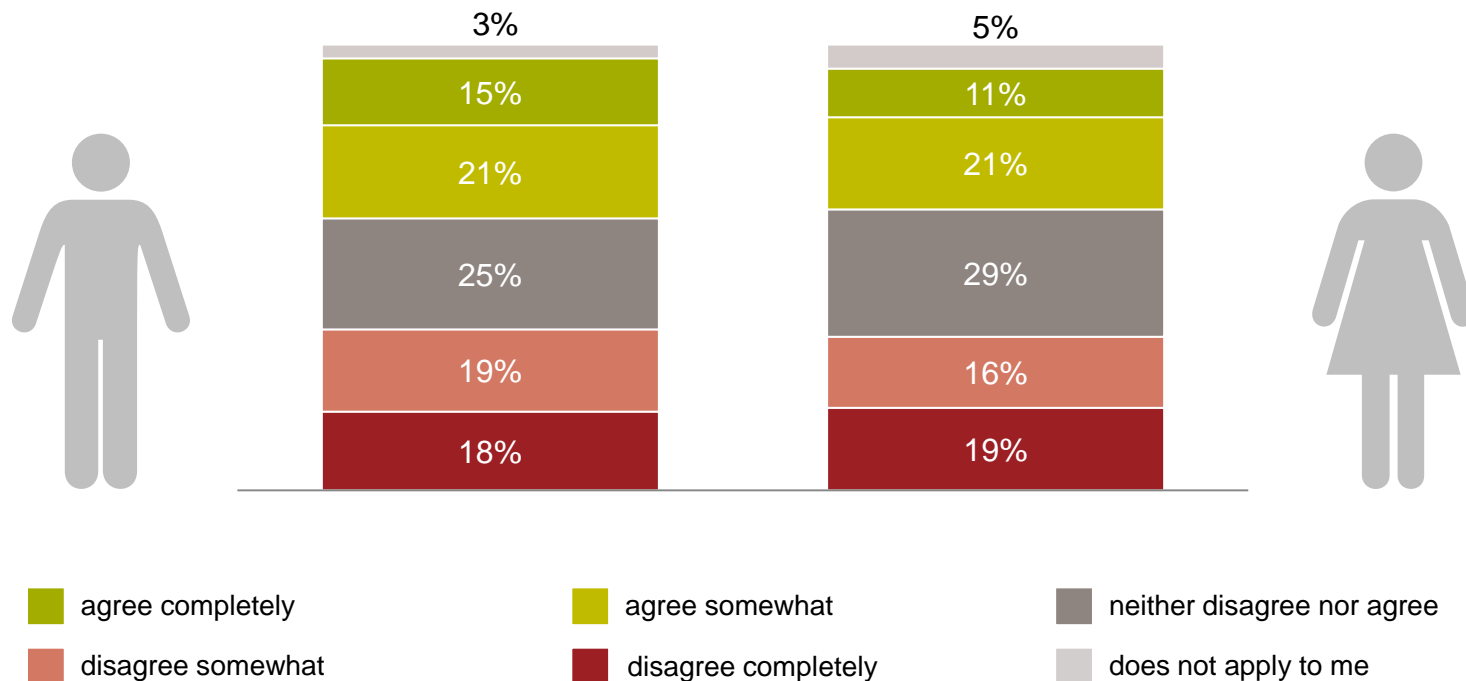
Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – rounded

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# Russia: Enjoy life today, worry about savings and investments later

## Agreement by gender

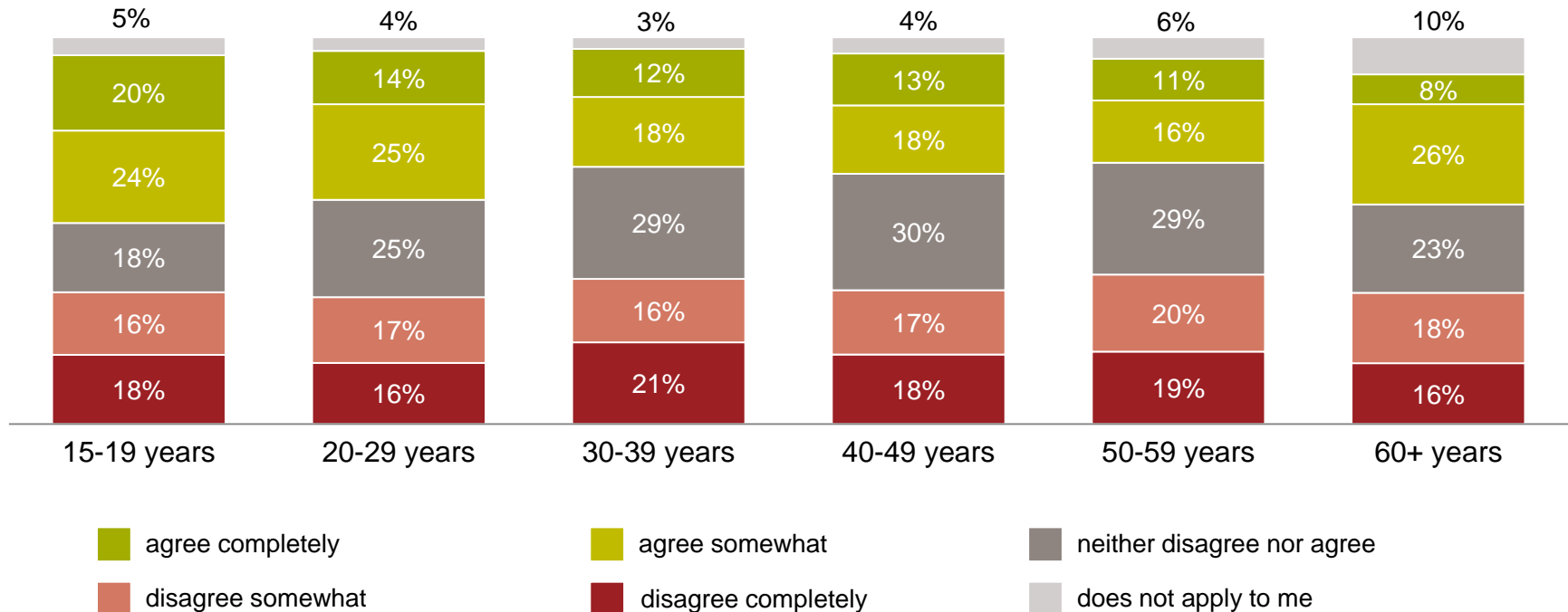


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – rounded

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# Russia: Enjoy life today, worry about savings and investments later

## Agreement by age groups



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

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# Spain



## Spain: Enjoy life today, worry about savings and investments later

11%

of Internet users in Spain  
**agree completely**  
that they want to enjoy life today and  
will worry about savings and investments later

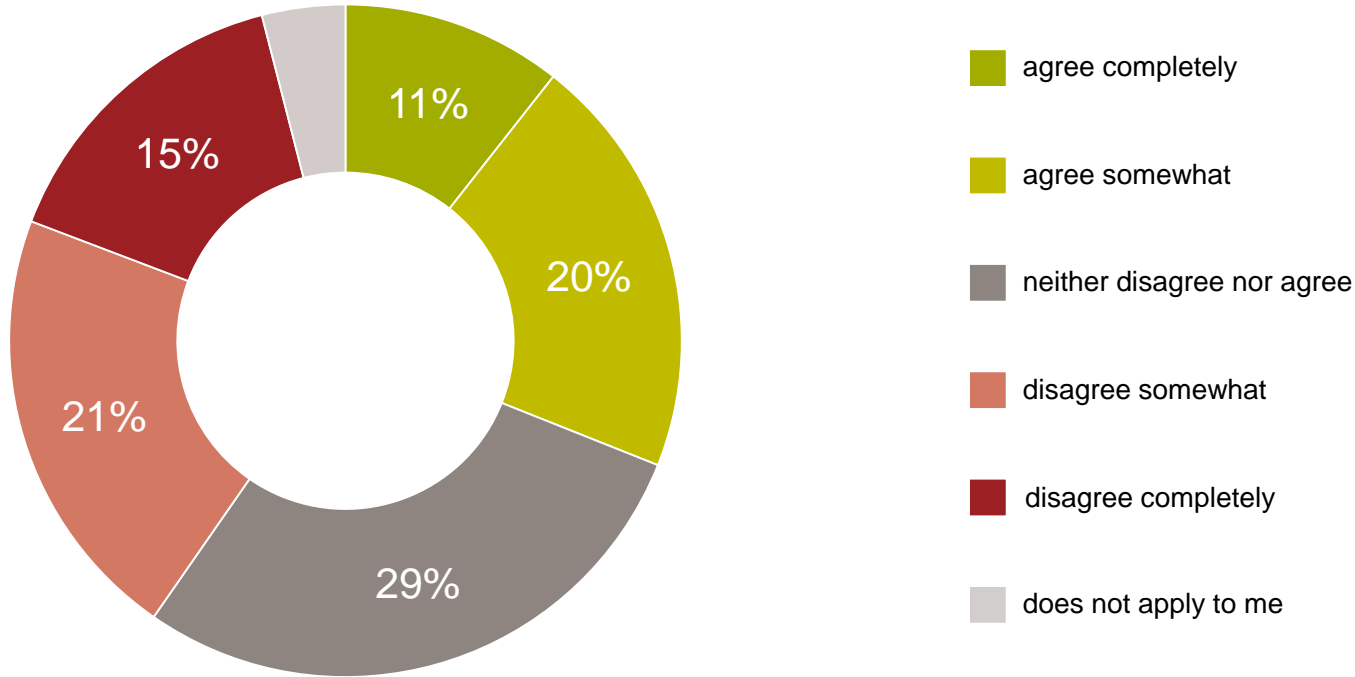


15%

of Internet users in Spain  
**disagree completely**  
that they want to enjoy life today and  
will worry about savings and investments later



## Spain: Enjoy life today, worry about savings and investments later

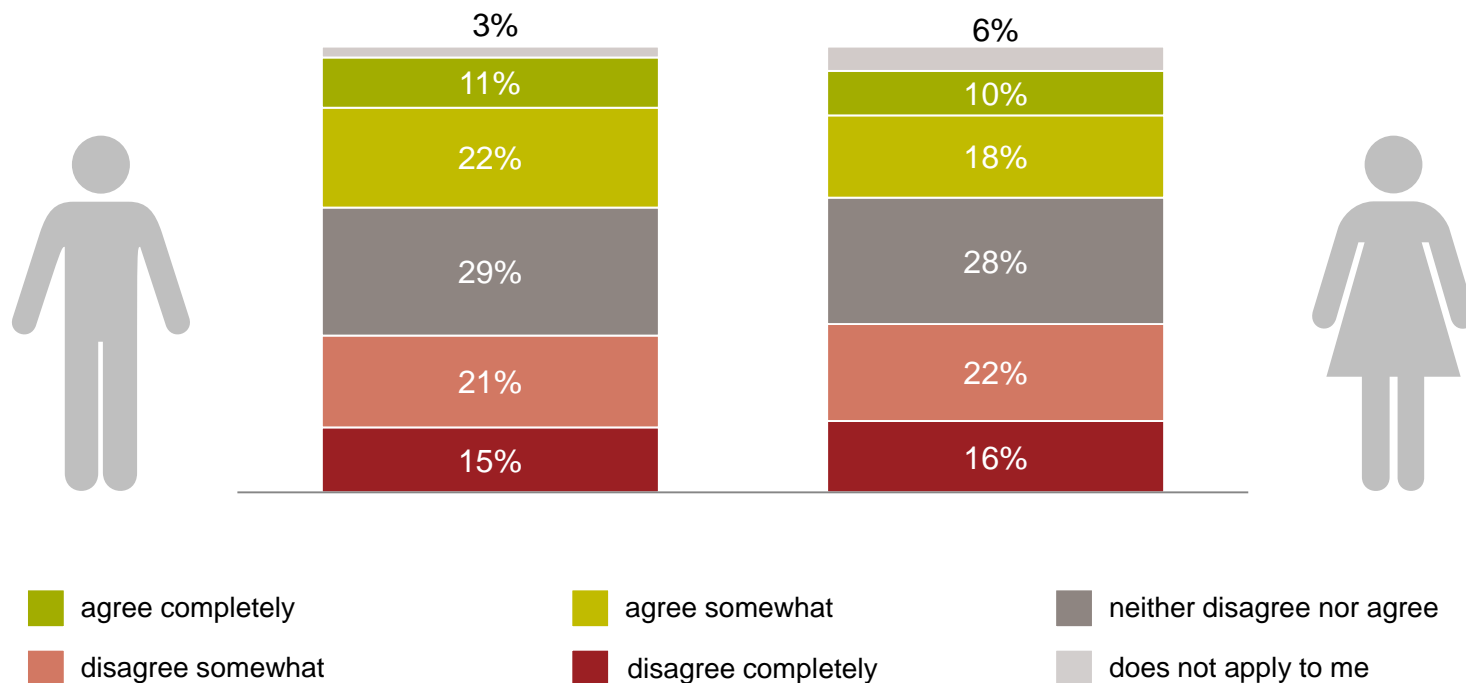


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – rounded

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# Spain: Enjoy life today, worry about savings and investments later

## Agreement by gender

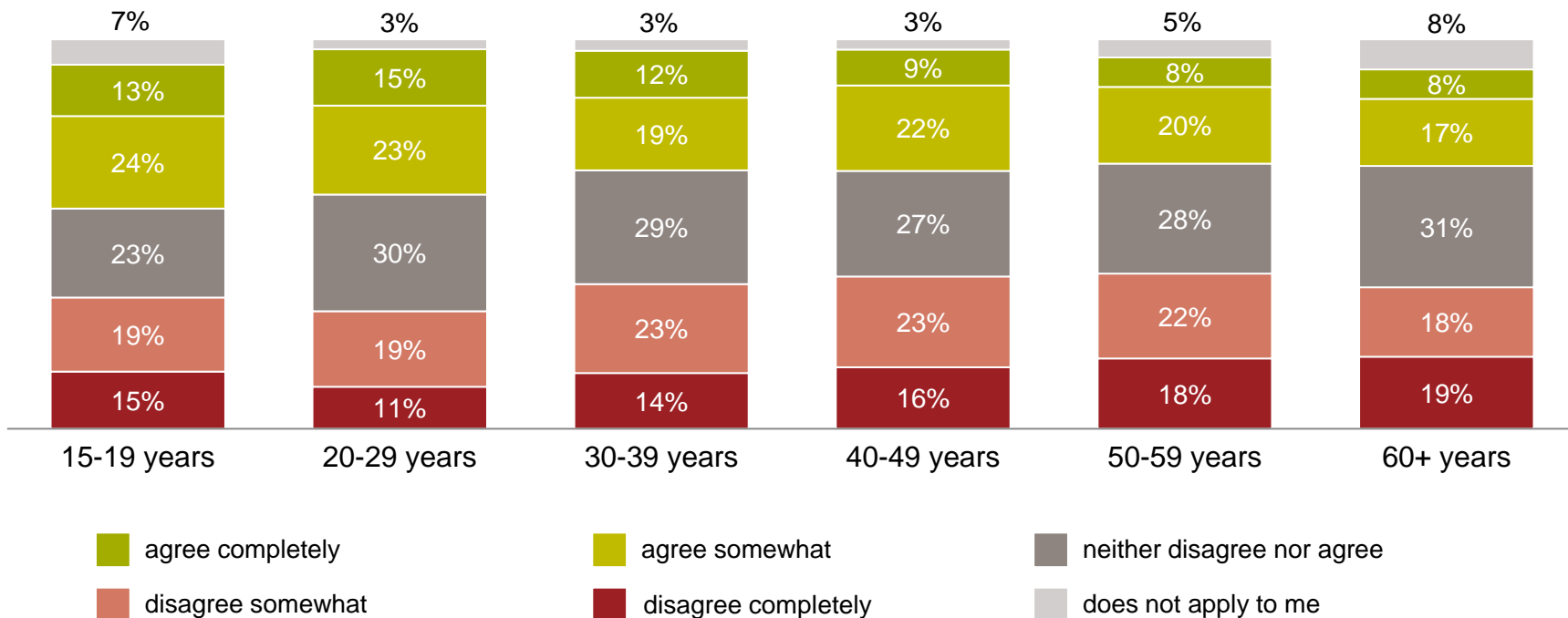


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – rounded

© GfK 2016 | Enjoy life today, worry about savings and investments later

# Spain: Enjoy life today, worry about savings and investments later

## Agreement by age groups



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

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---

# Sweden





## Sweden: Enjoy life today, worry about savings and investments later

13%

of Internet users in Sweden

**agree completely**

that they want to enjoy life today and  
will worry about savings and investments later



12%

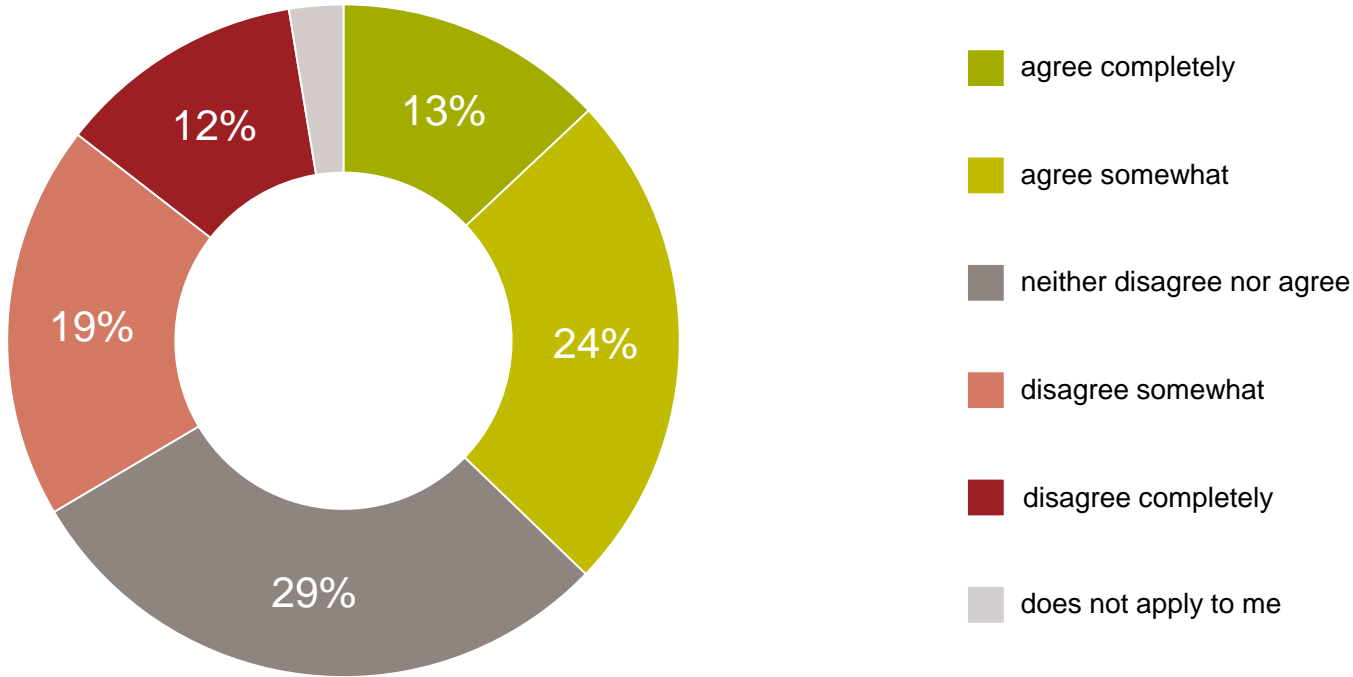
of Internet users in Sweden

**disagree completely**

that they want to enjoy life today and  
will worry about savings and investments later



## Sweden: Enjoy life today, worry about savings and investments later

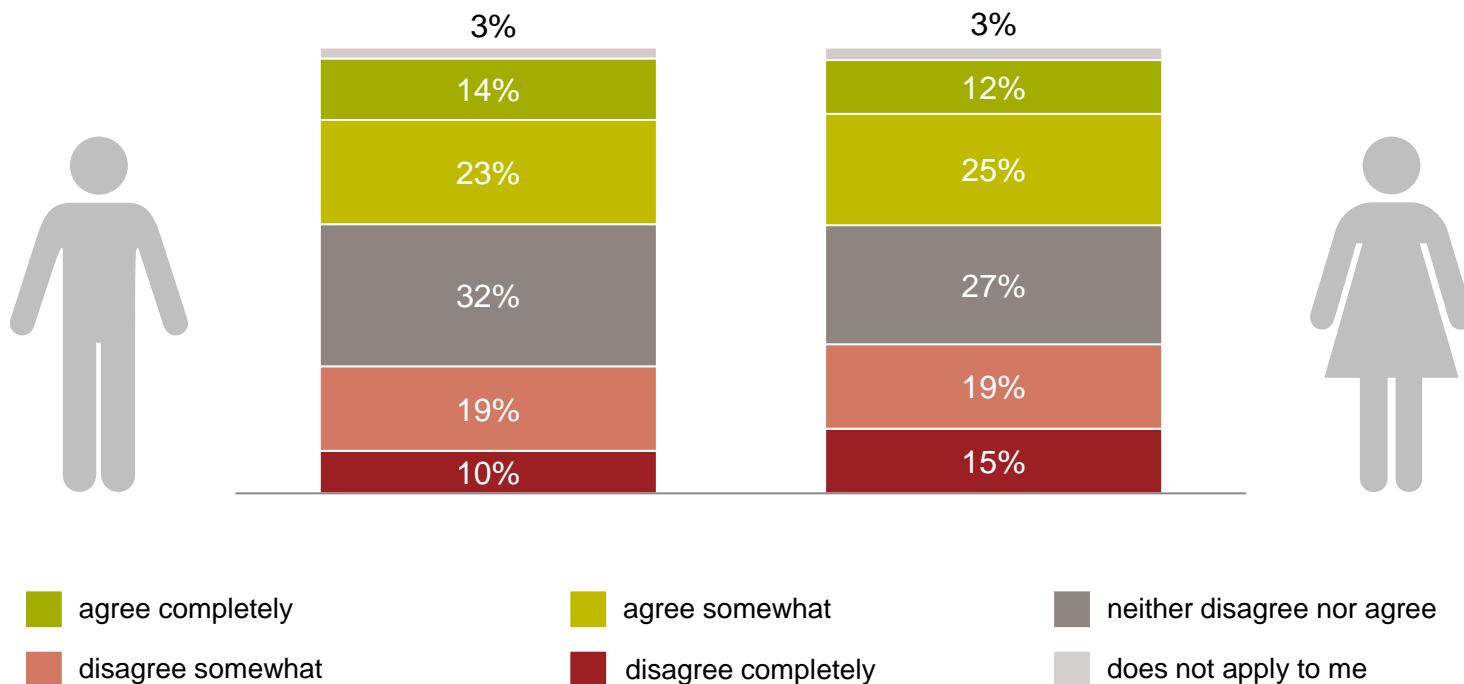


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – rounded

© GfK 2016 | Enjoy life today, worry about savings and investments later

# Sweden: Enjoy life today, worry about savings and investments later

## Agreement by gender

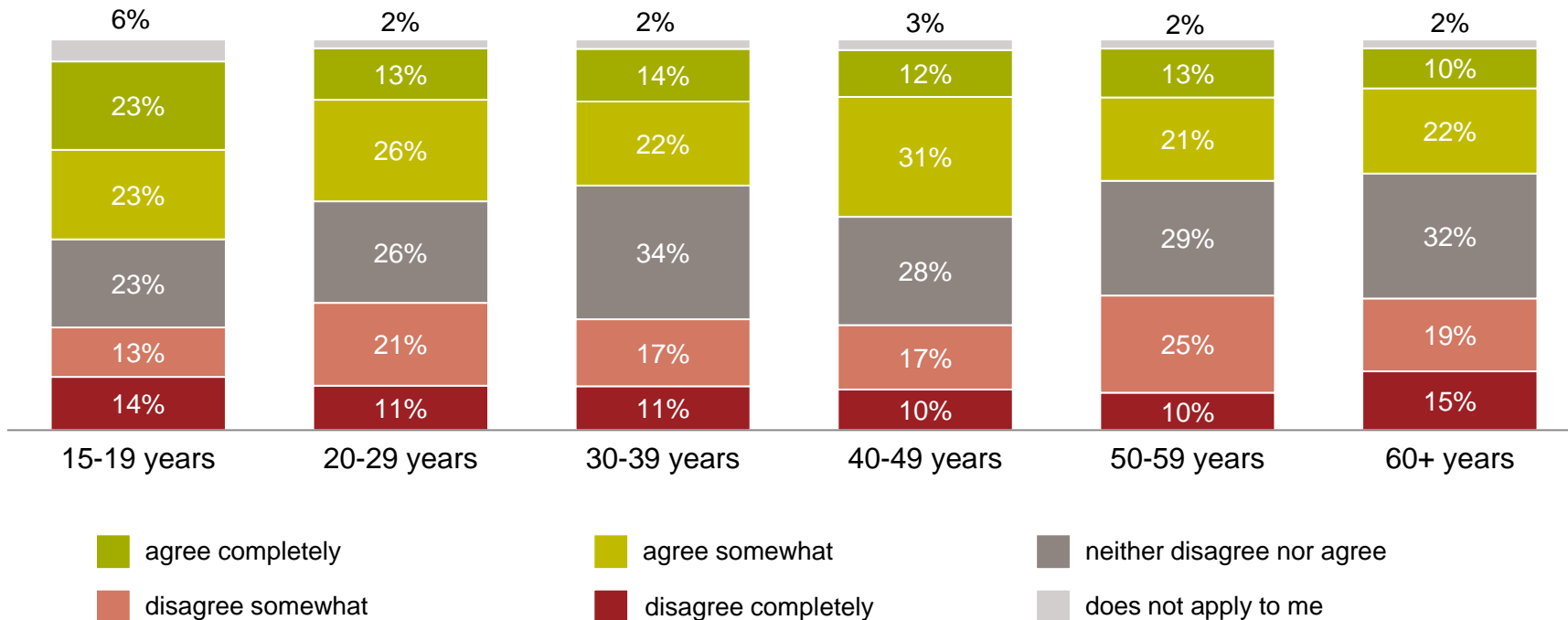


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – rounded

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# Sweden: Enjoy life today, worry about savings and investments later

## Agreement by age groups



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

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# Turkey

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## Turkey: Enjoy life today, worry about savings and investments later

15%

of Internet users in Turkey  
**agree completely**  
that they want to enjoy life today and  
will worry about savings and investments later

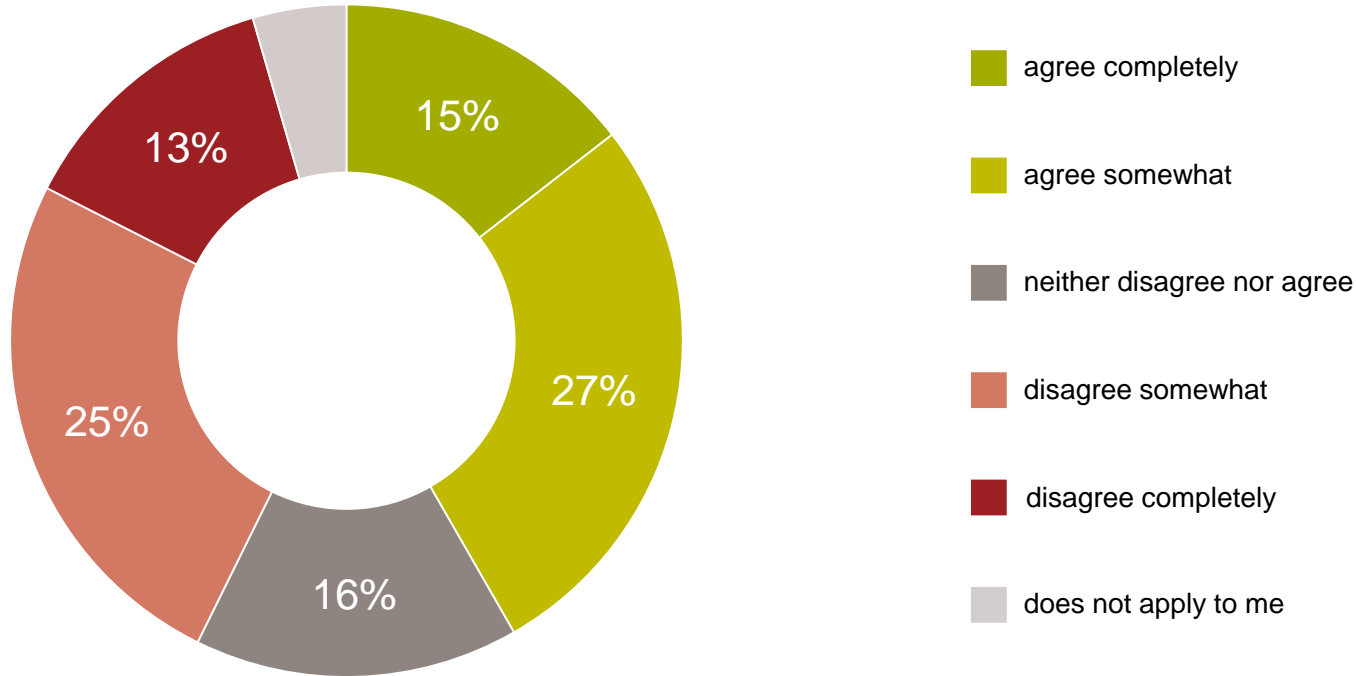


13%

of Internet users in Turkey  
**disagree completely**  
that they want to enjoy life today and  
will worry about savings and investments later



## Turkey: Enjoy life today, worry about savings and investments later

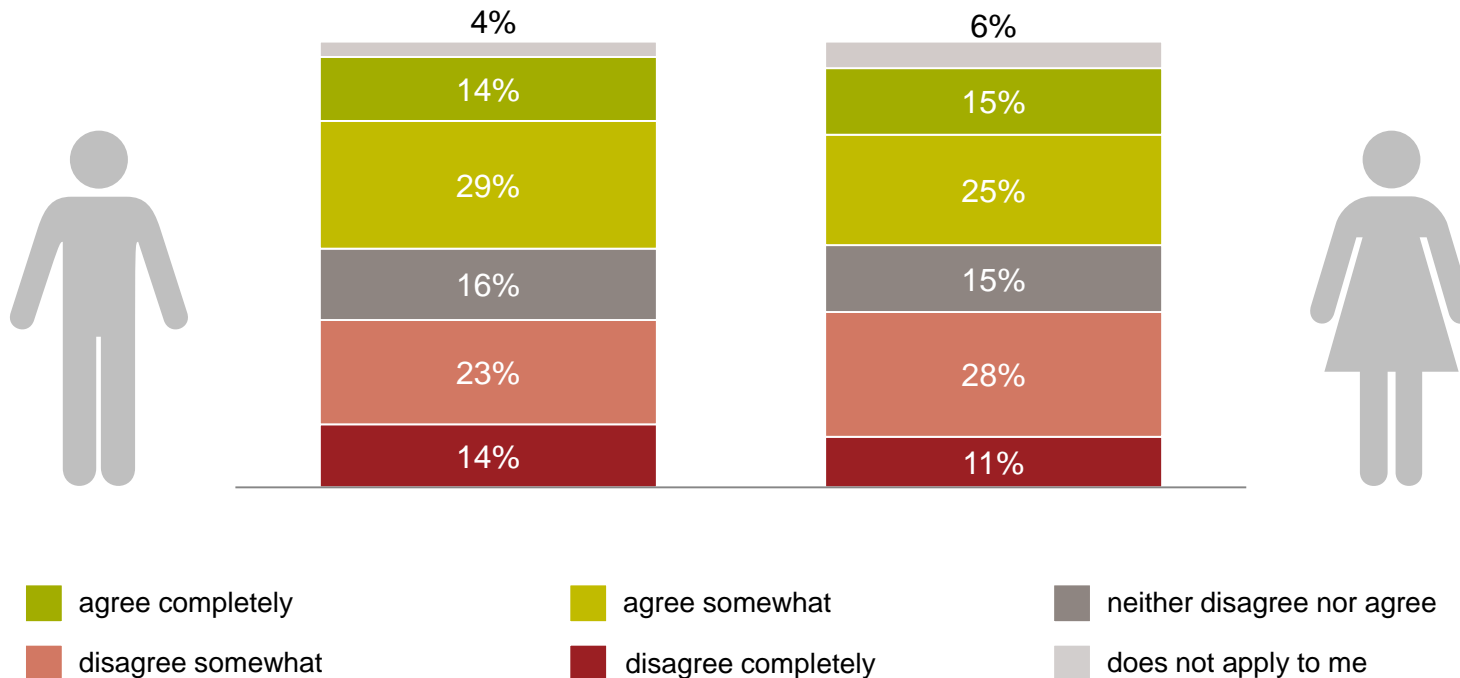


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – rounded

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# Turkey: Enjoy life today, worry about savings and investments later

## Agreement by gender



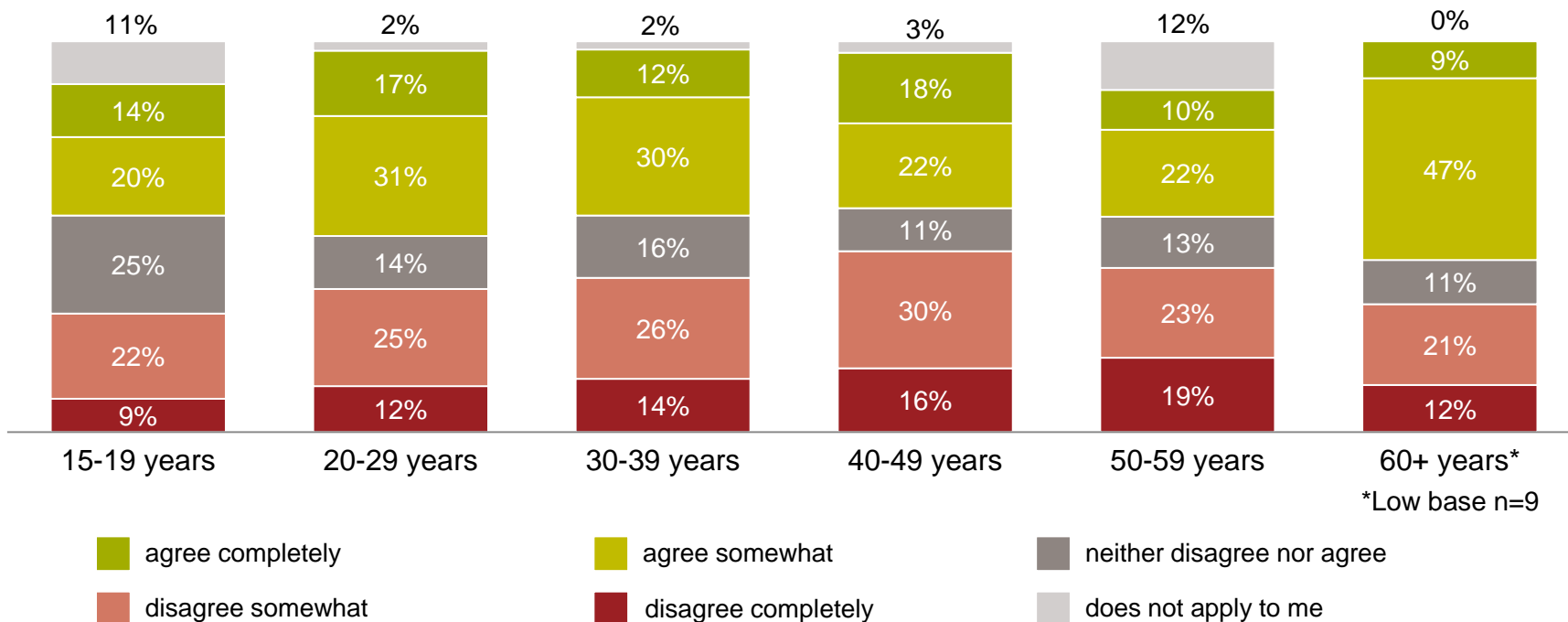
Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – rounded

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# Turkey: Enjoy life today, worry about savings and investments later

## Agreement by age groups



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

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# United Kingdom



# United Kingdom: Enjoy life today, worry about savings and investments later



9%

of Internet users in the United Kingdom  
**agree completely**  
that they want to enjoy life today and  
will worry about savings and investments later

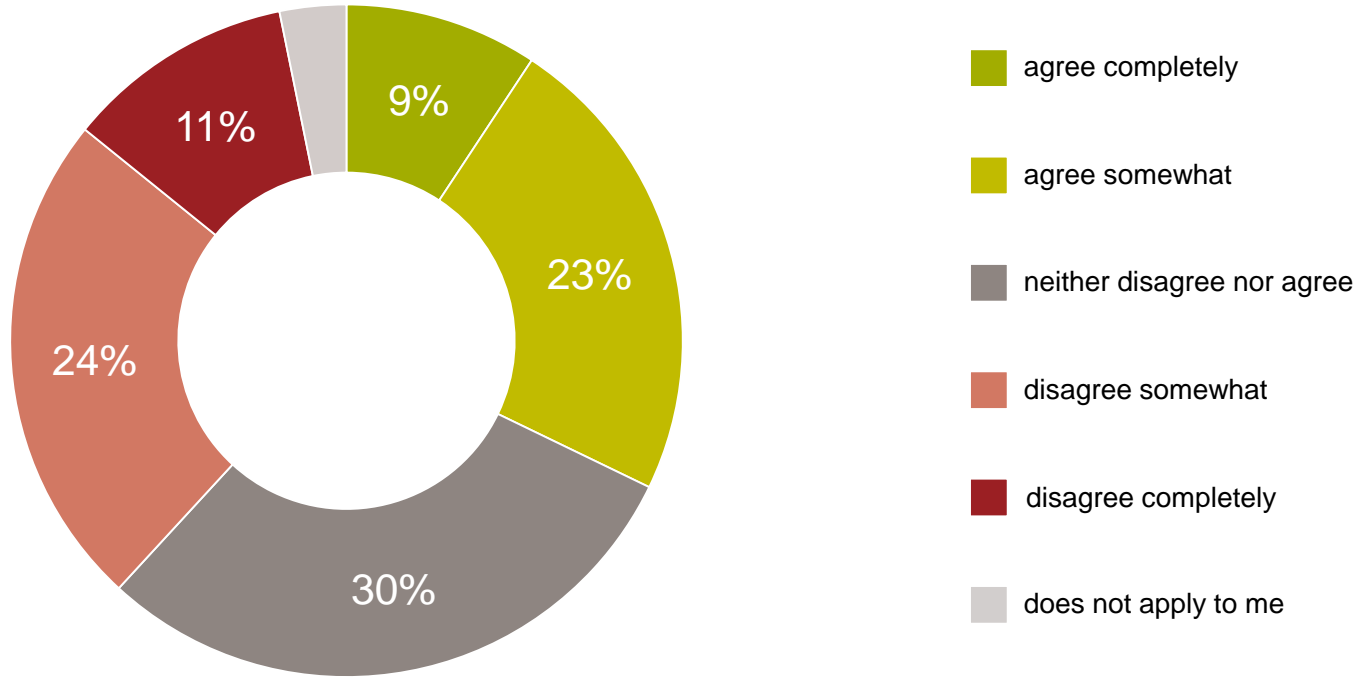


11%

of Internet users in the United Kingdom  
**disagree completely**  
that they want to enjoy life today and  
will worry about savings and investments later



# United Kingdom: Enjoy life today, worry about savings and investments later

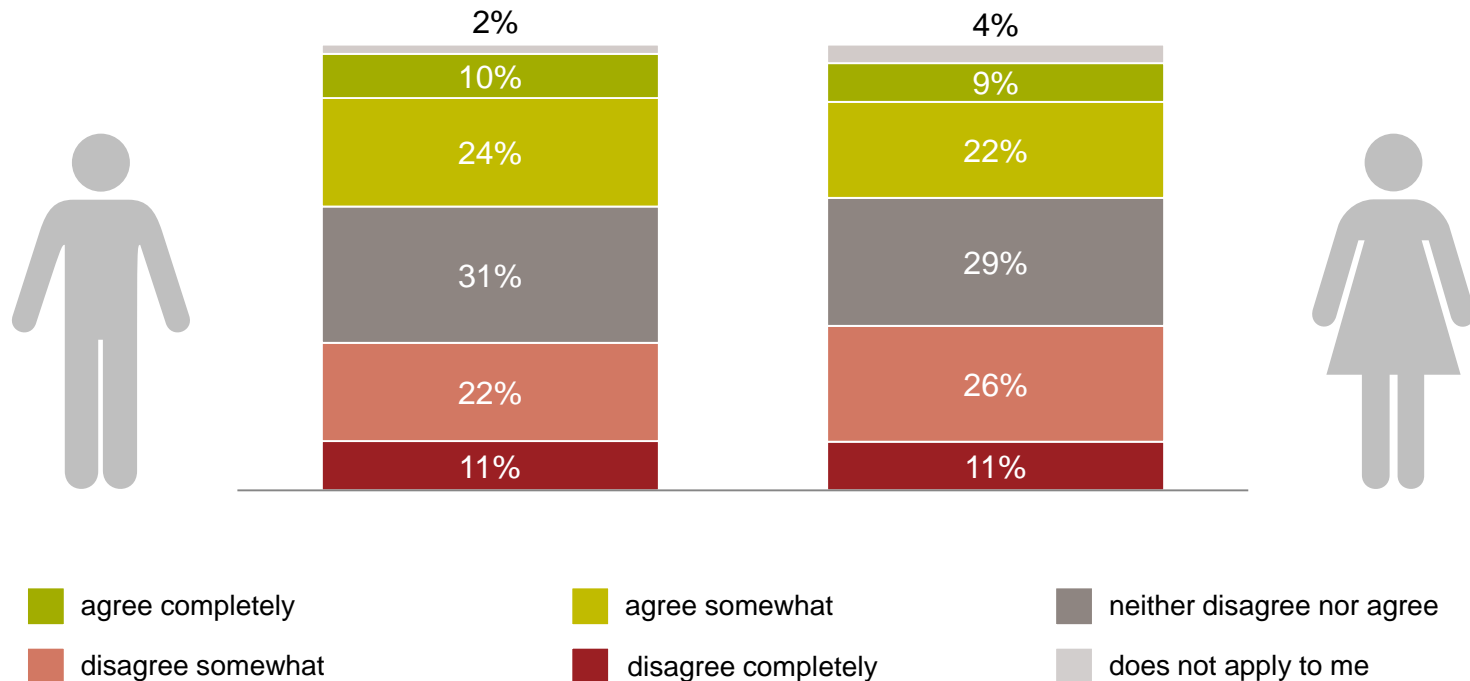


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – rounded

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# United Kingdom: Enjoy life today, worry about savings and investments later

## Agreement by gender

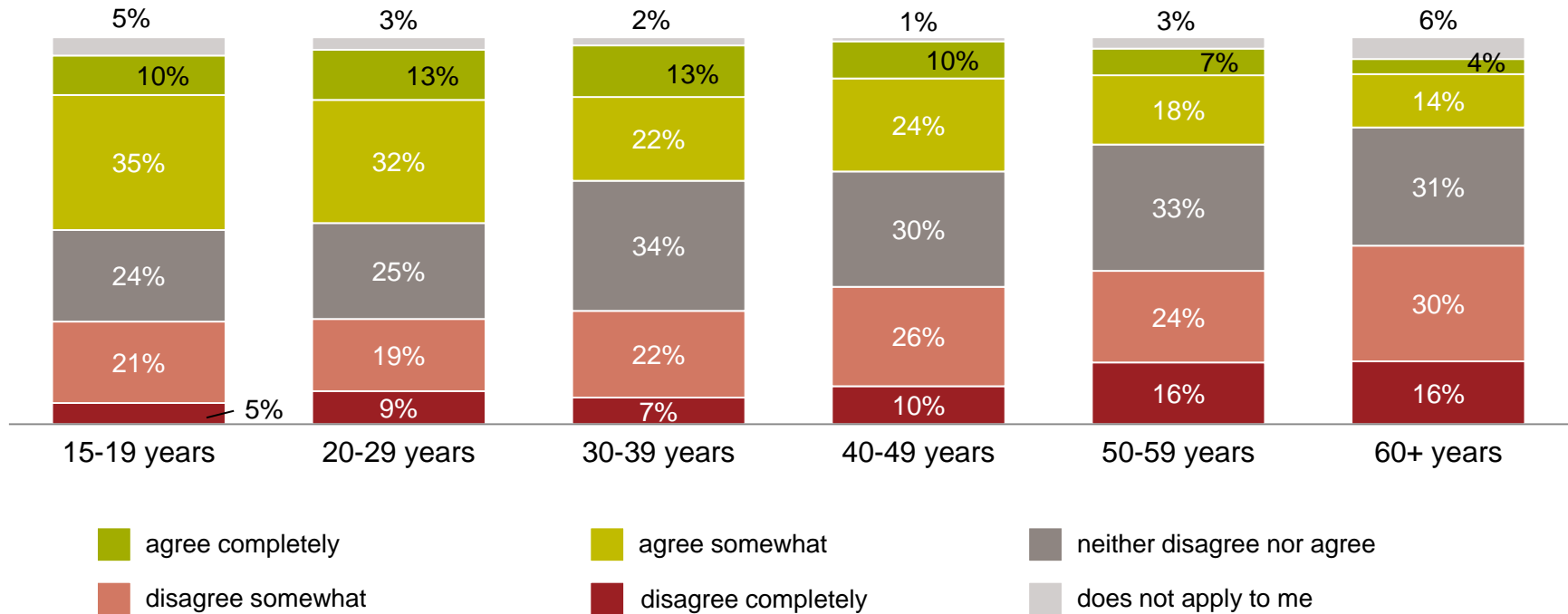


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – rounded

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# United Kingdom: Enjoy life today, worry about savings and investments later

## Agreement by age groups



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

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# Canada



## Canada: Enjoy life today, worry about savings and investments later

9%

of Internet users in Canada  
**agree completely**  
that they want to enjoy life today and  
will worry about savings and investments later



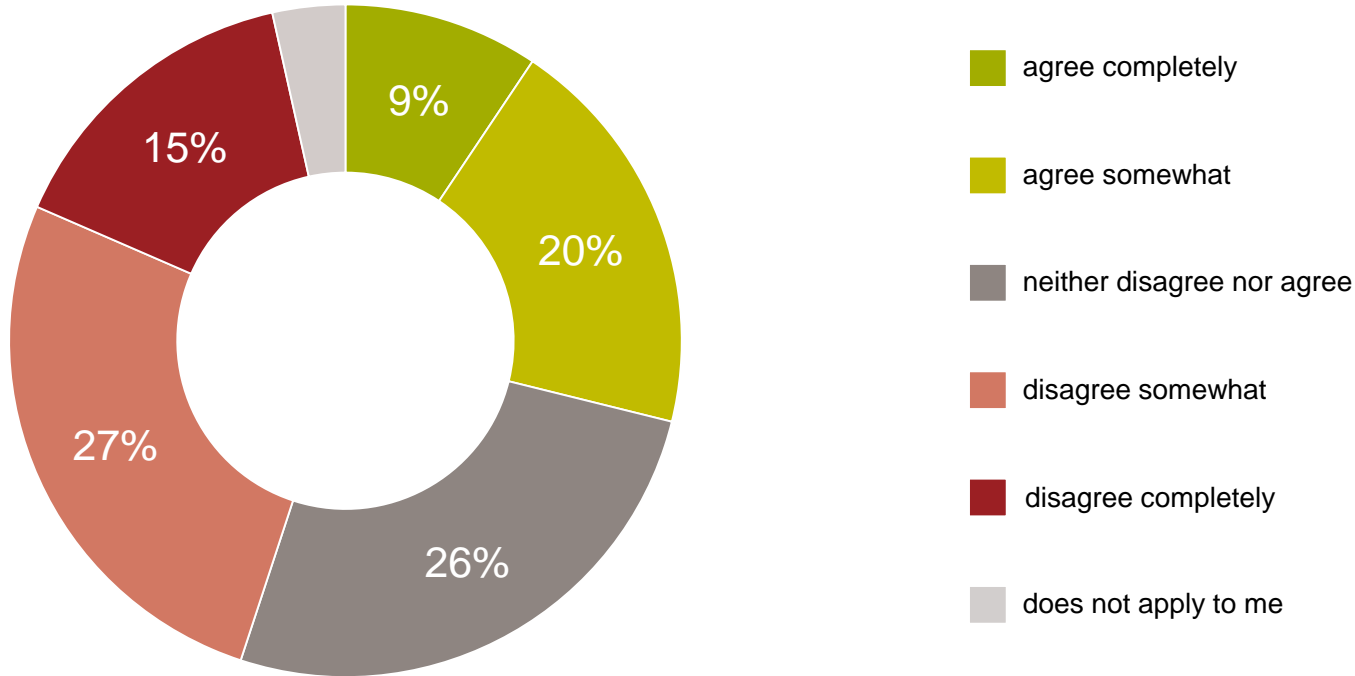
15%

of Internet users in Canada  
**disagree completely**  
that they want to enjoy life today and  
will worry about savings and investments later





## Canada: Enjoy life today, worry about savings and investments later

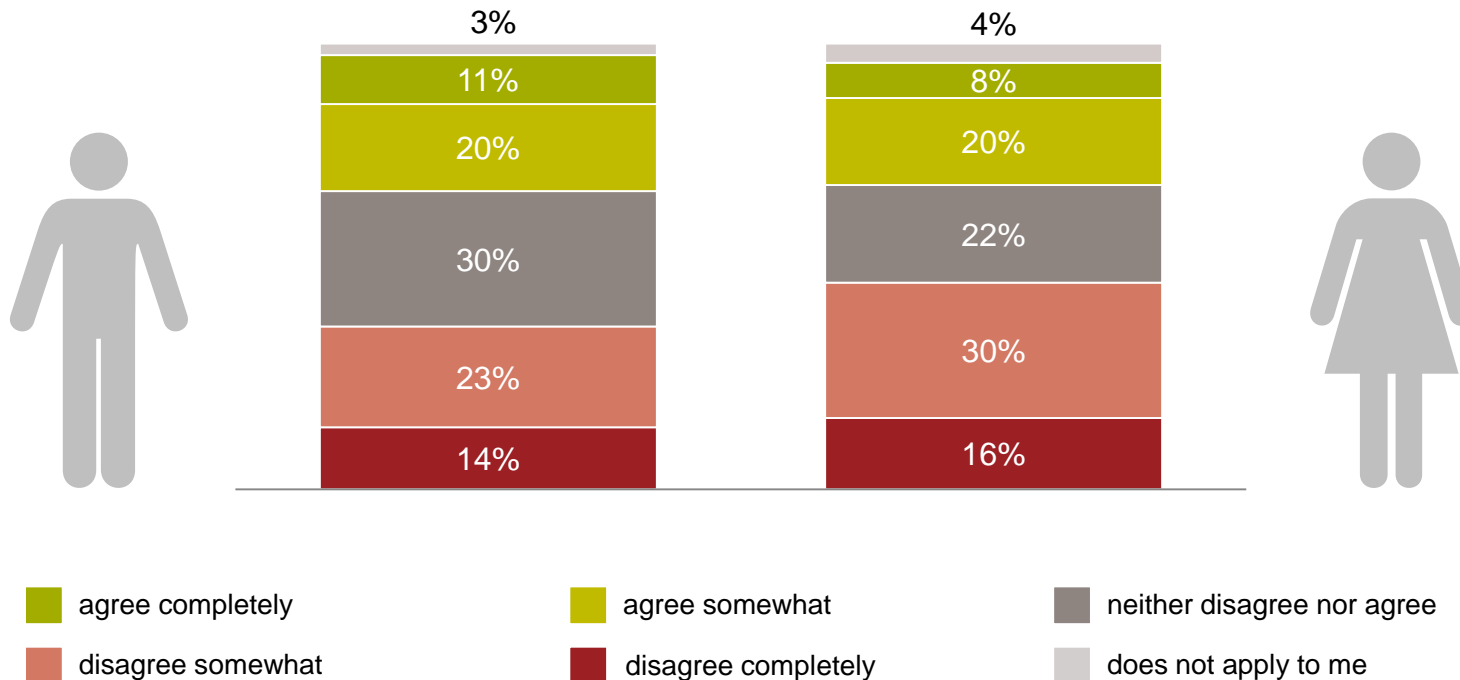


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – rounded

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# Canada: Enjoy life today, worry about savings and investments later

## Agreement by gender

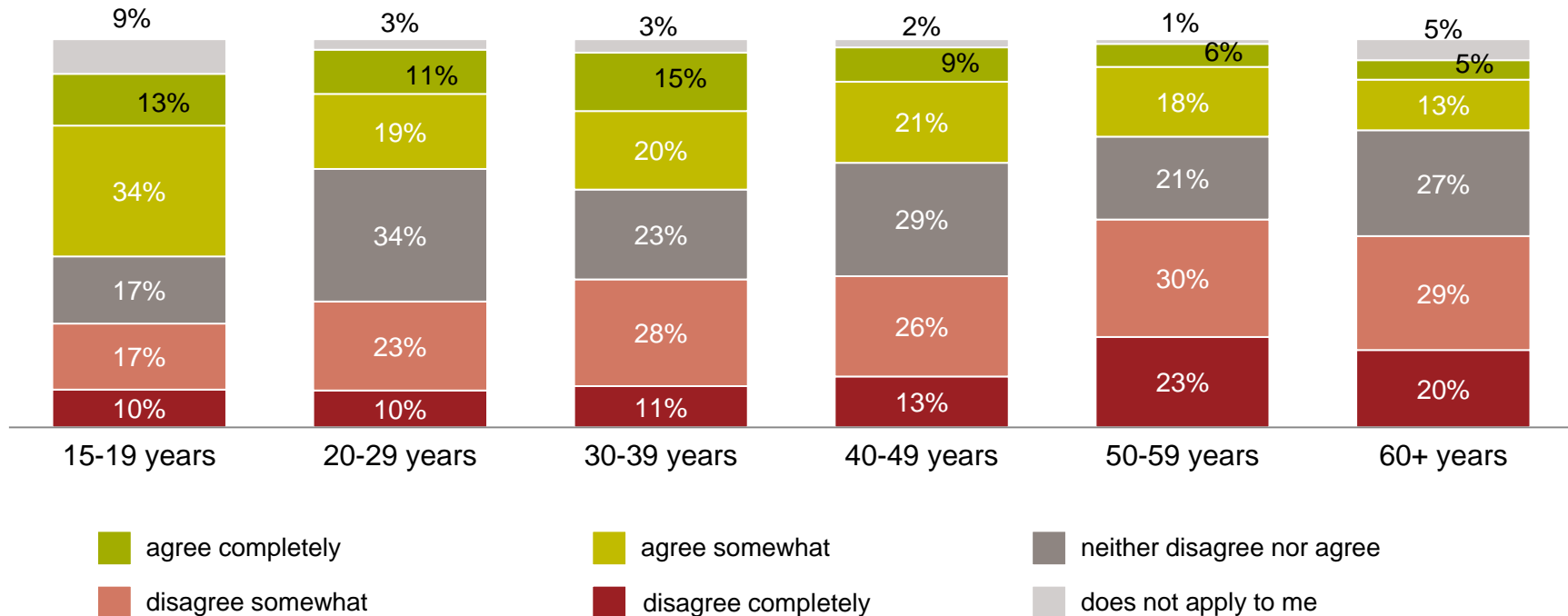


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – rounded

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# Canada: Enjoy life today, worry about savings and investments later

## Agreement by age groups

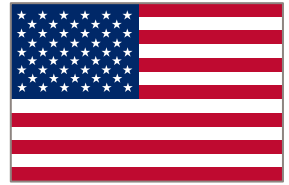


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – rounded

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# USA



# USA: Enjoy life today, worry about savings and investments later

13%

of Internet users in USA  
**agree completely**  
 that they want to enjoy life today and  
 will worry about savings and investments later

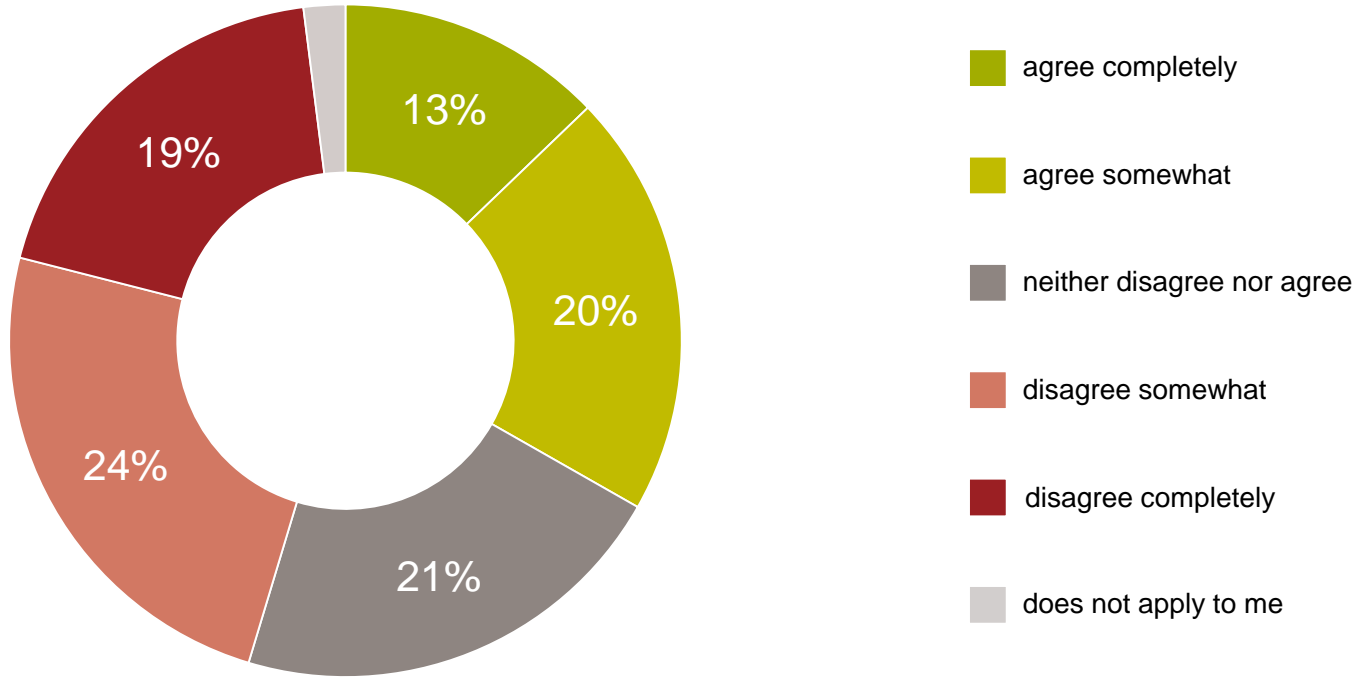


19%

of Internet users in USA  
**disagree completely**  
 that they want to enjoy life today and  
 will worry about savings and investments later



## USA: Enjoy life today, worry about savings and investments later

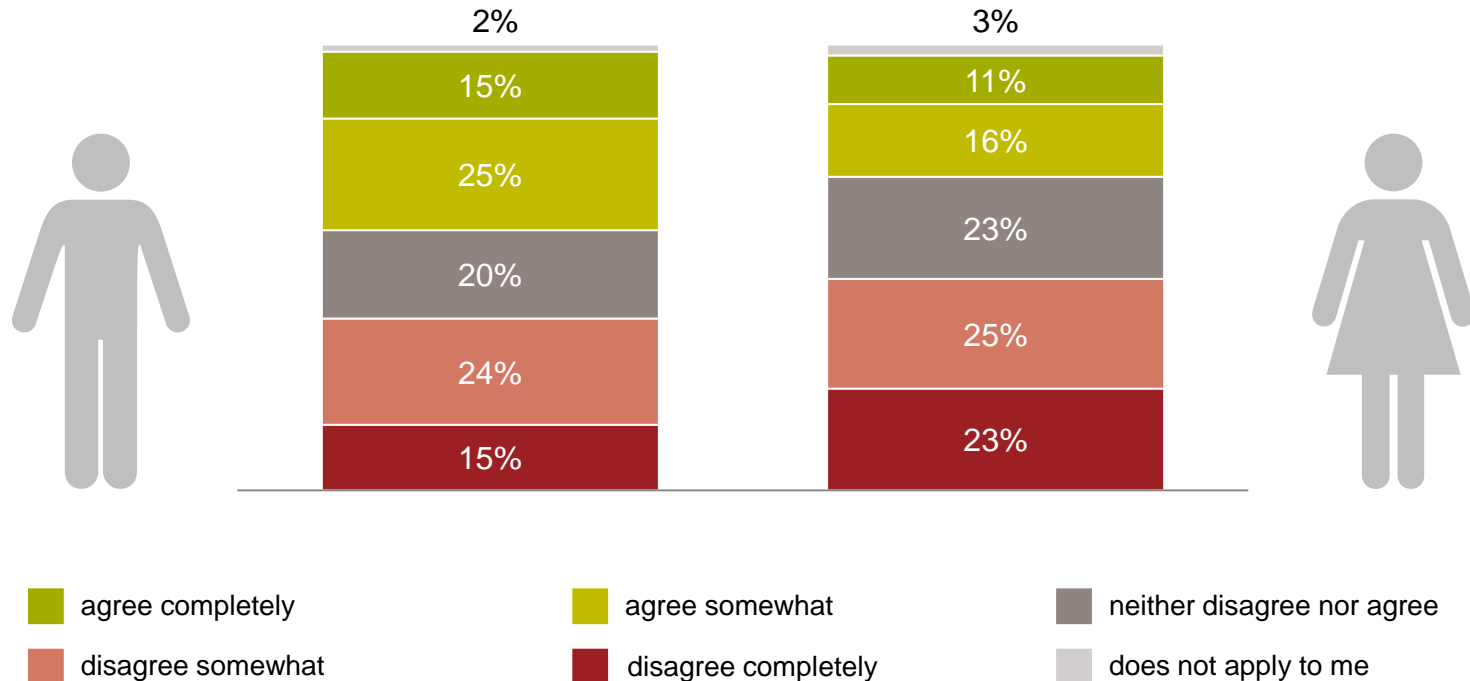


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – rounded

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# USA: Enjoy life today, worry about savings and investments later

## Agreement by gender

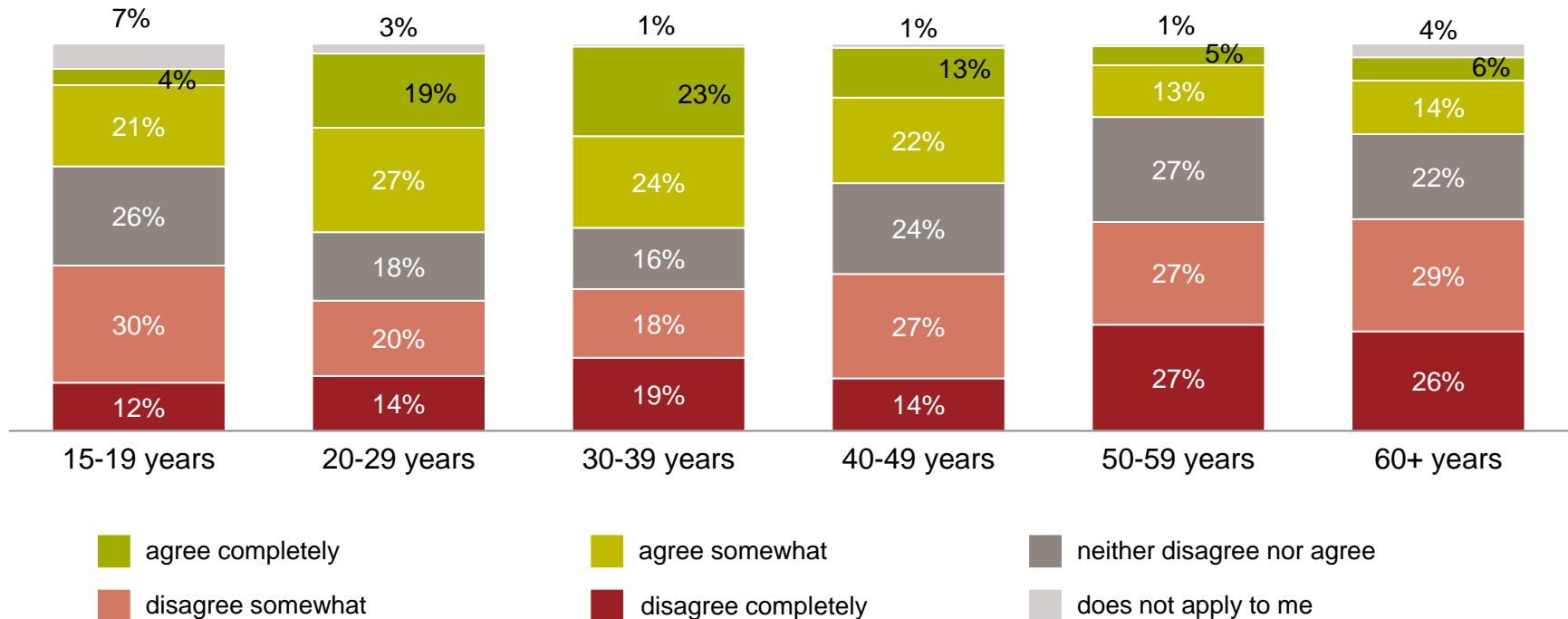


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – rounded

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# USA: Enjoy life today, worry about savings and investments later

## Agreement by age groups



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

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# Argentina



## Argentina: Enjoy life today, worry about savings and investments later

13%

of Internet users in Argentina  
**agree completely**  
that they want to enjoy life today and  
will worry about savings and investments later

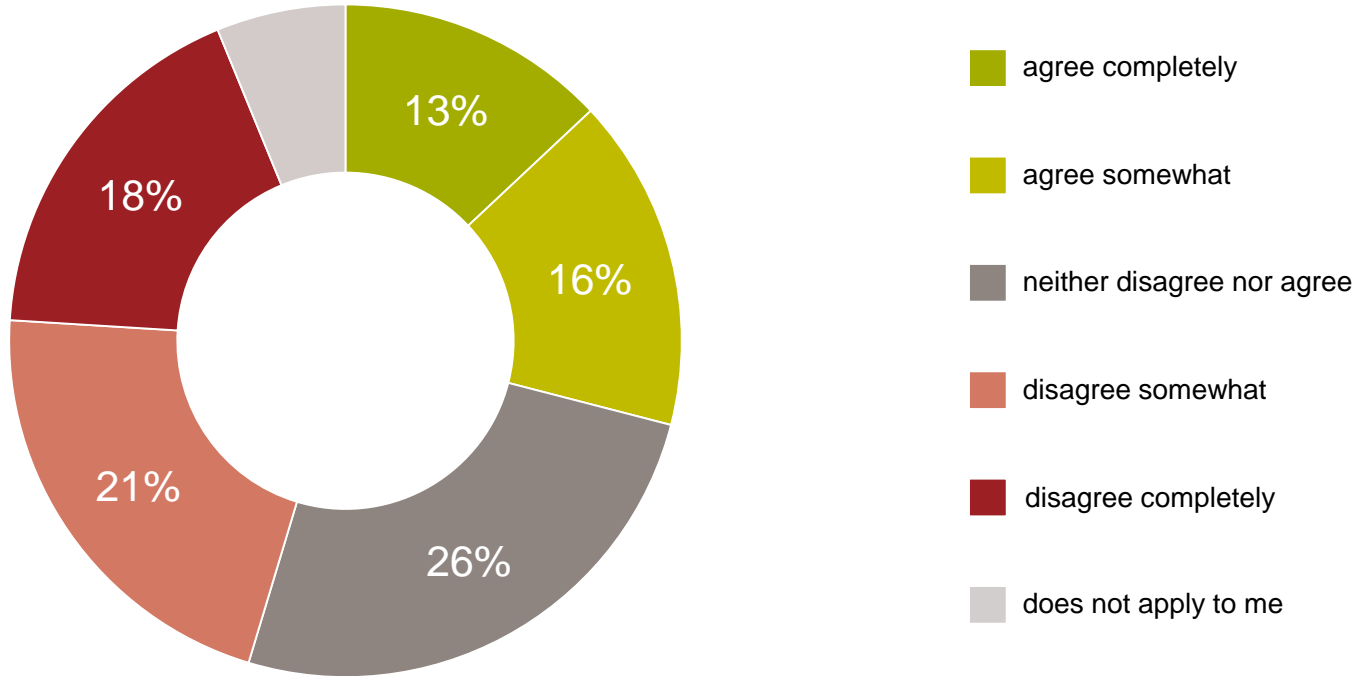


18%

of Internet users in Argentina  
**disagree completely**  
that they want to enjoy life today and  
will worry about savings and investments later



## Argentina: Enjoy life today, worry about savings and investments later

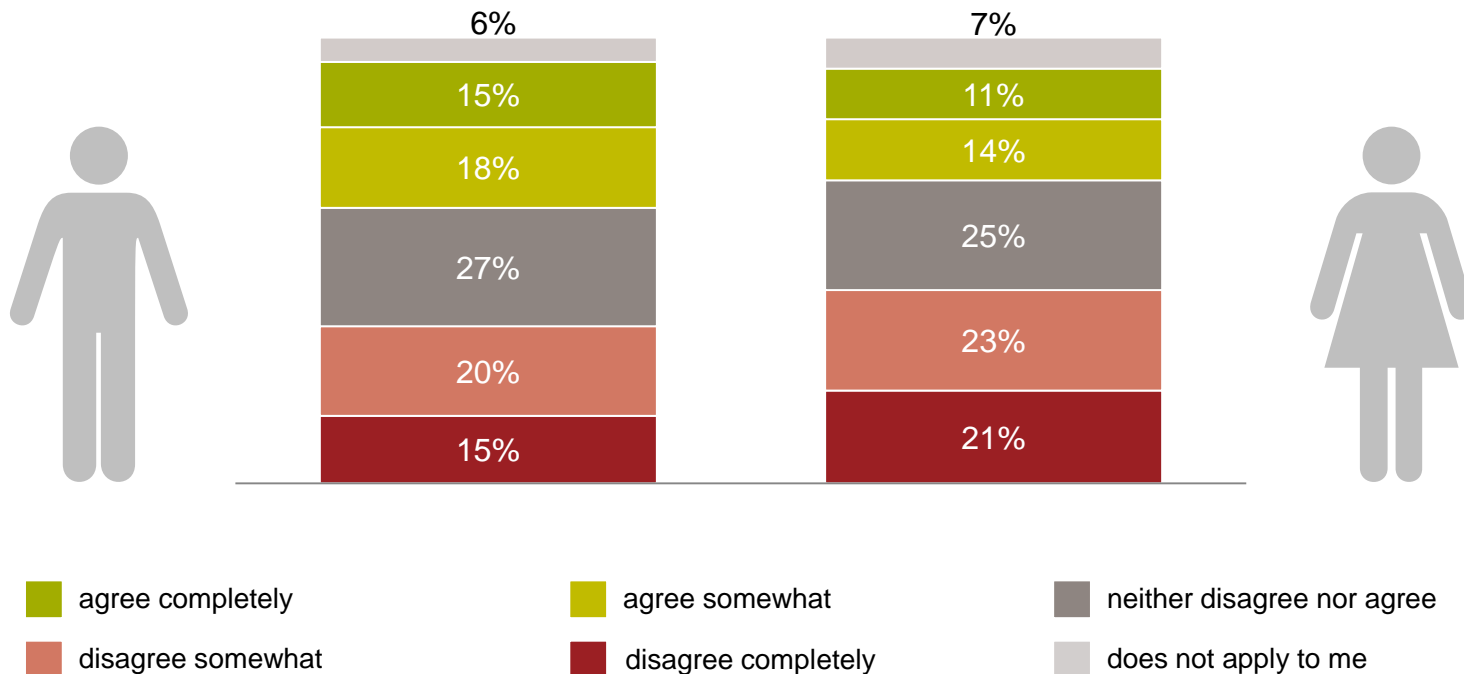


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – rounded

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# Argentina: Enjoy life today, worry about savings and investments later

## Agreement by gender

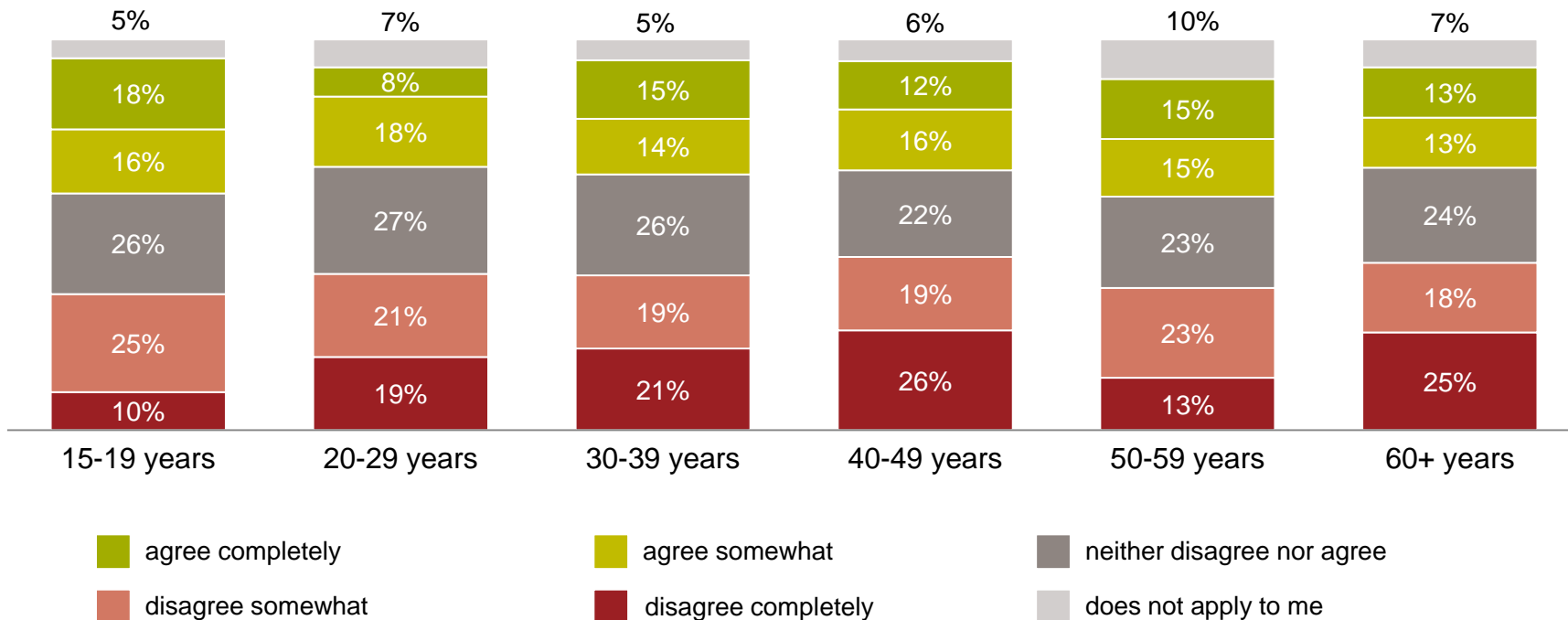


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – rounded

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# Argentina: Enjoy life today, worry about savings and investments later

## Agreement by age groups



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

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# Brazil

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## Brazil: Enjoy life today, worry about savings and investments later

15%

of Internet users in Brazil  
**agree completely**  
that they want to enjoy life today and  
will worry about savings and investments later

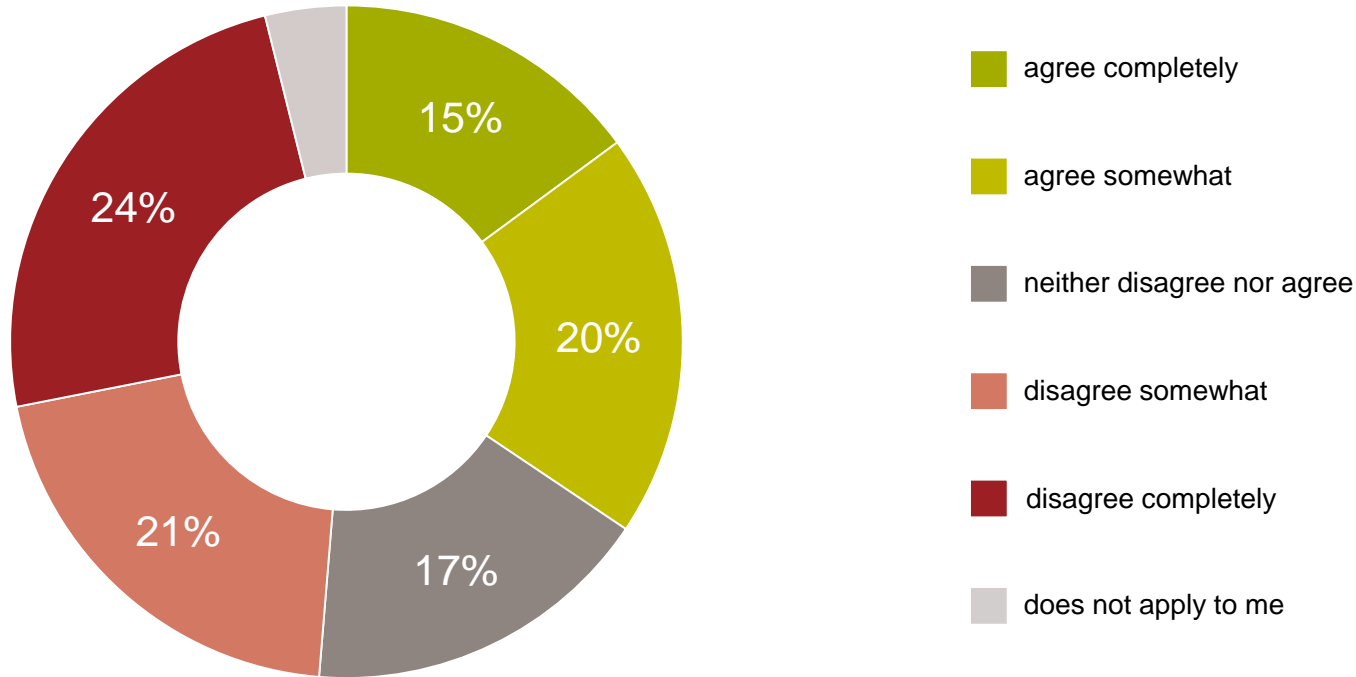


24%

of Internet users in Brazil  
**disagree completely**  
that they want to enjoy life today and  
will worry about savings and investments later



## Brazil: Enjoy life today, worry about savings and investments later



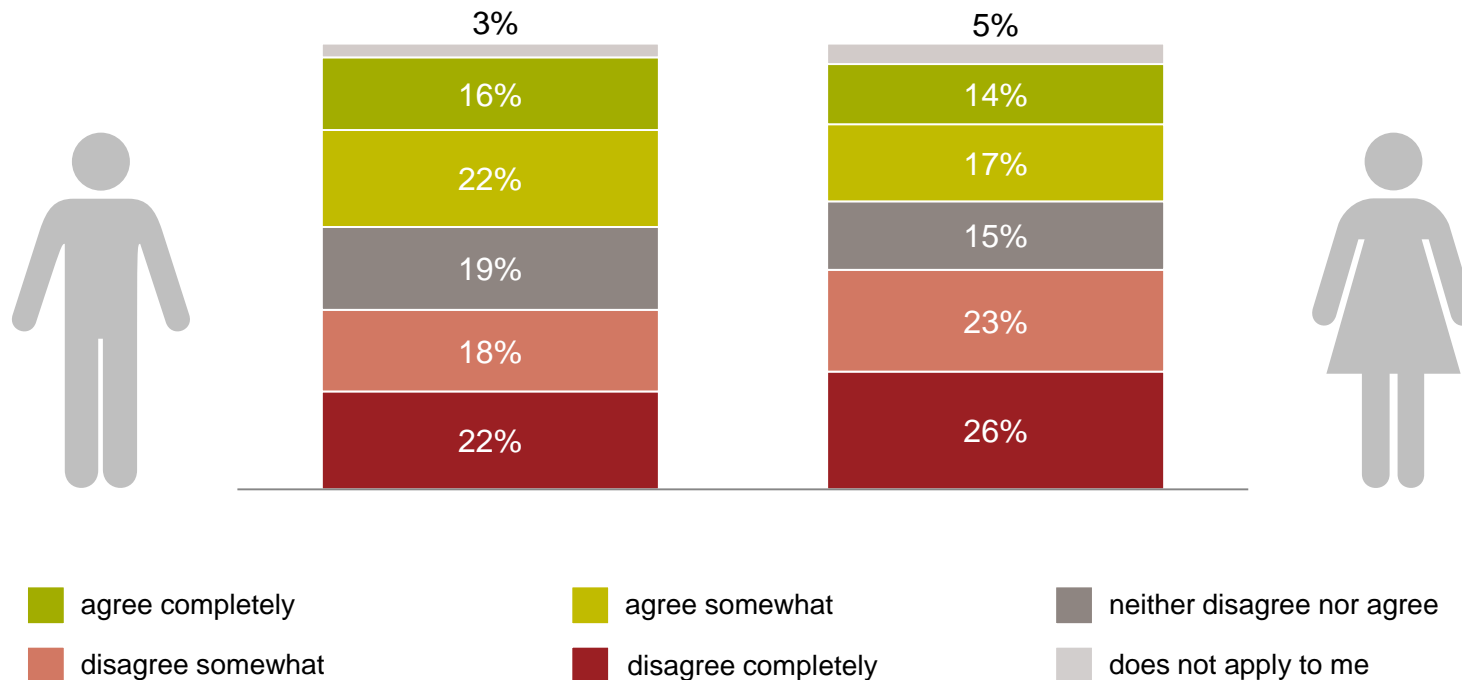
Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – rounded

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# Brazil: Enjoy life today, worry about savings and investments later

## Agreement by gender

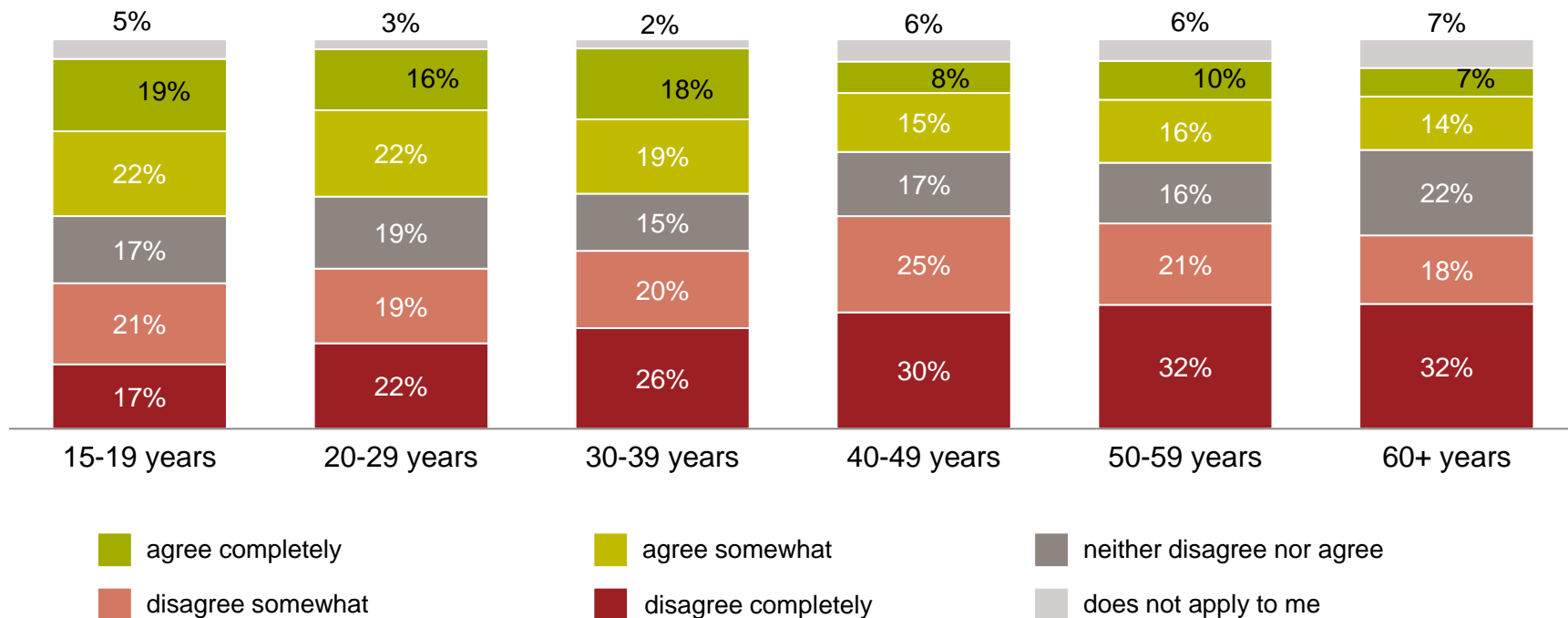


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – rounded

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# Brazil: Enjoy life today, worry about savings and investments later

## Agreement by age groups



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

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# Mexico



## Mexico: Enjoy life today, worry about savings and investments later

16%

of Internet users in Mexico  
**agree completely**  
that they want to enjoy life today and  
will worry about savings and investments later

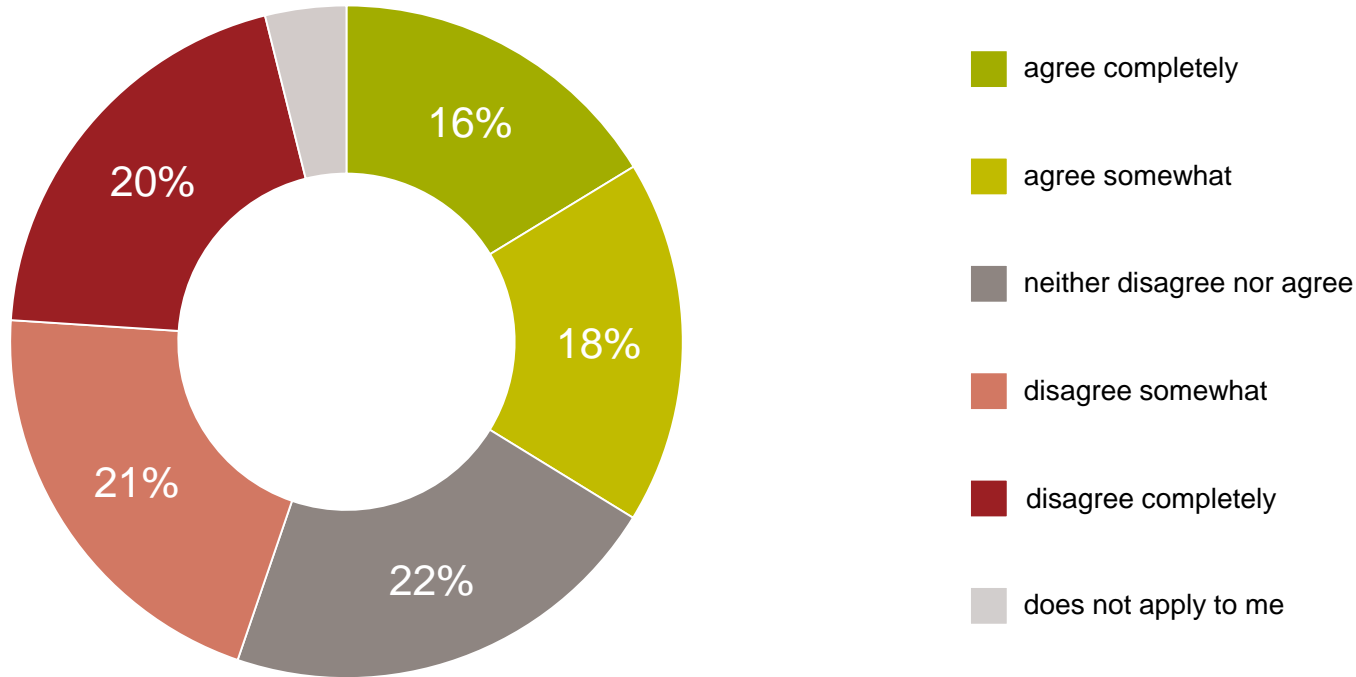


20%

of Internet users in Mexico  
**disagree completely**  
that they want to enjoy life today and  
will worry about savings and investments later



## Mexico: Enjoy life today, worry about savings and investments later

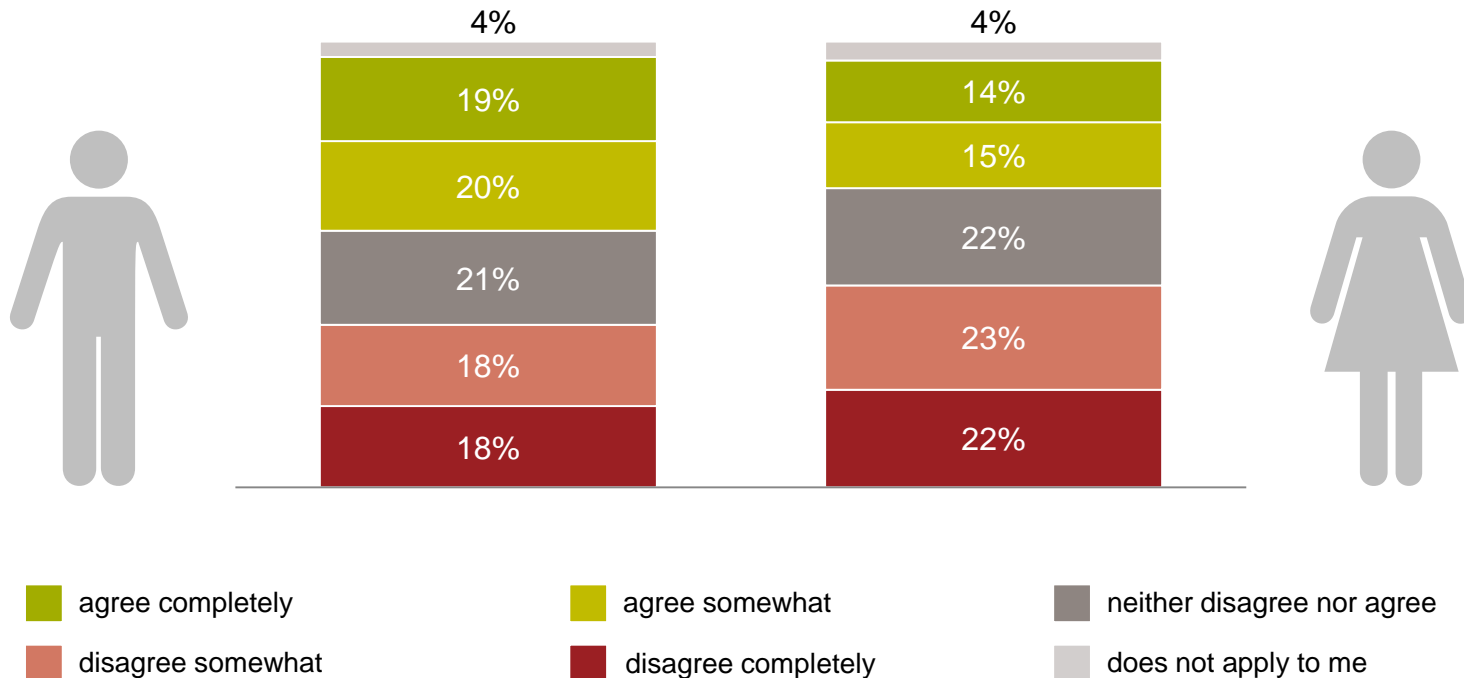


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – rounded

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# Mexico: Enjoy life today, worry about savings and investments later

## Agreement by gender

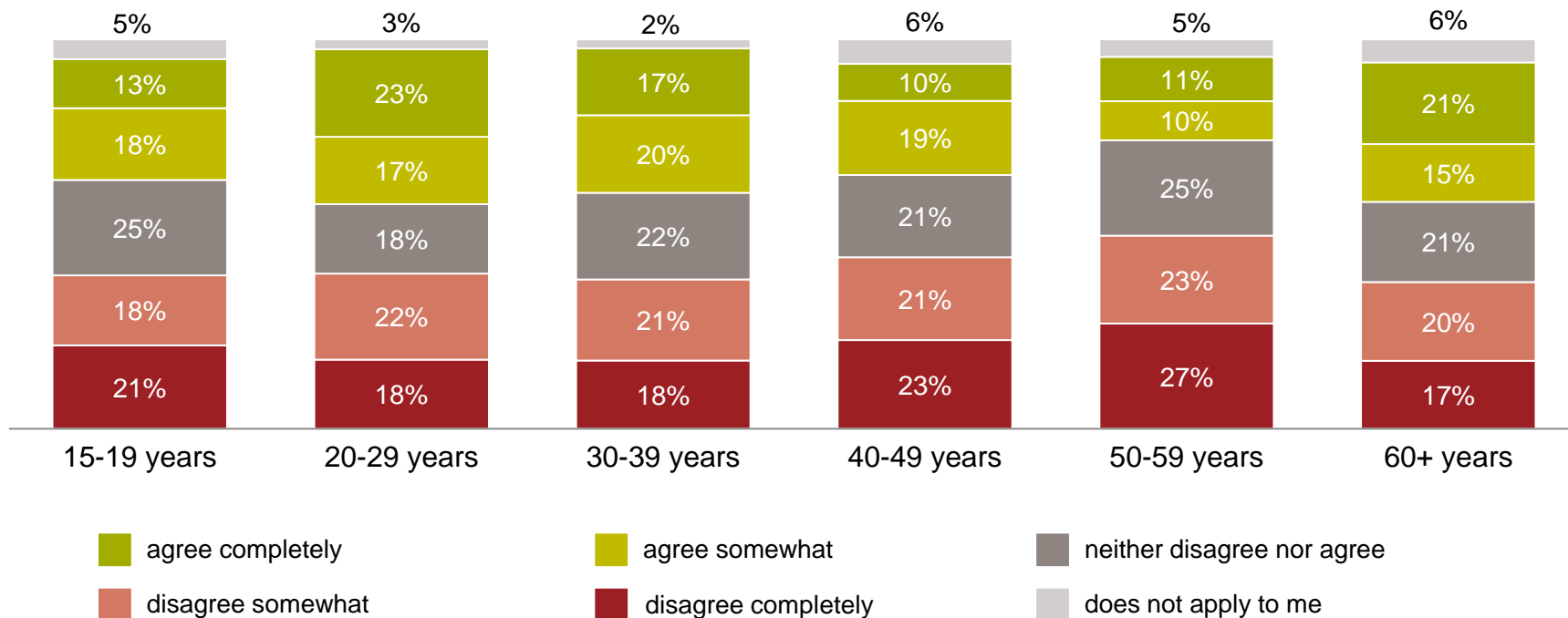


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – rounded

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# Mexico: Enjoy life today, worry about savings and investments later

## Agreement by age groups



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

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# Australia





## Australia: Enjoy life today, worry about savings and investments later

8%

of Internet users in Australia

**agree completely**

that they want to enjoy life today and  
will worry about savings and investments later



13%

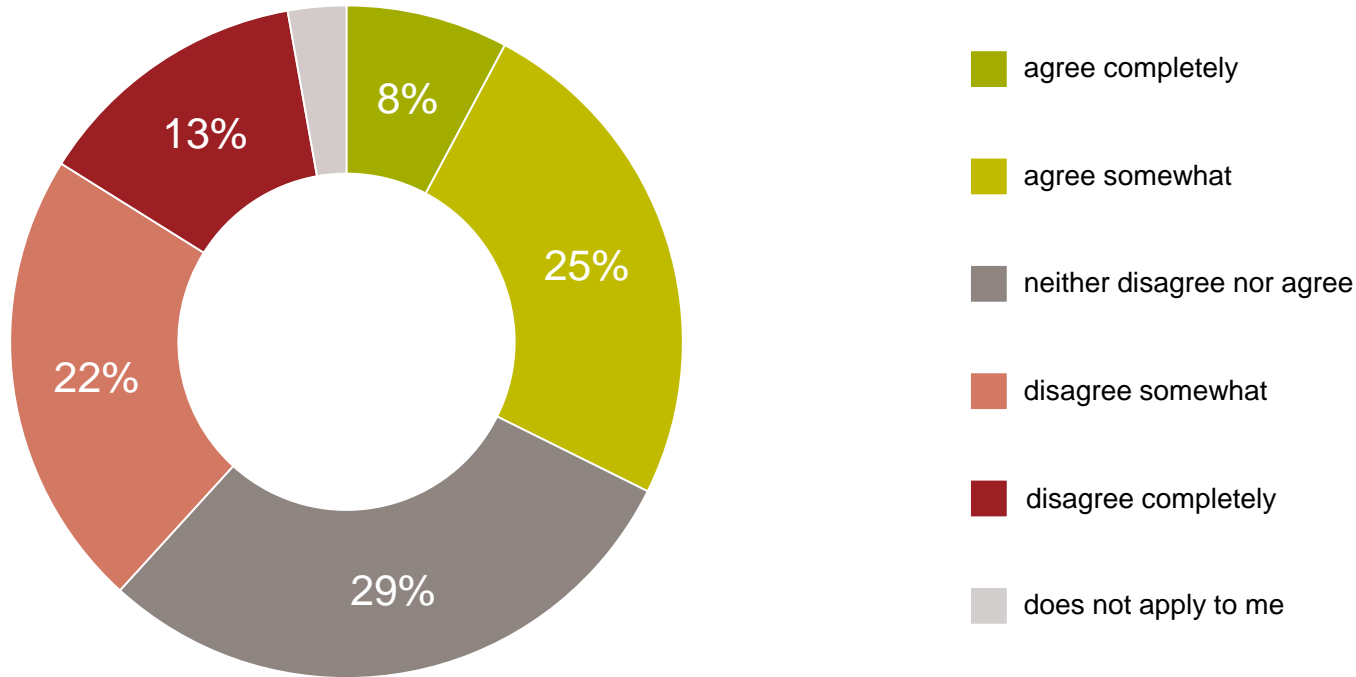
of Internet users in Australia

**disagree completely**

that they want to enjoy life today and  
will worry about savings and investments later



## Australia: Enjoy life today, worry about savings and investments later

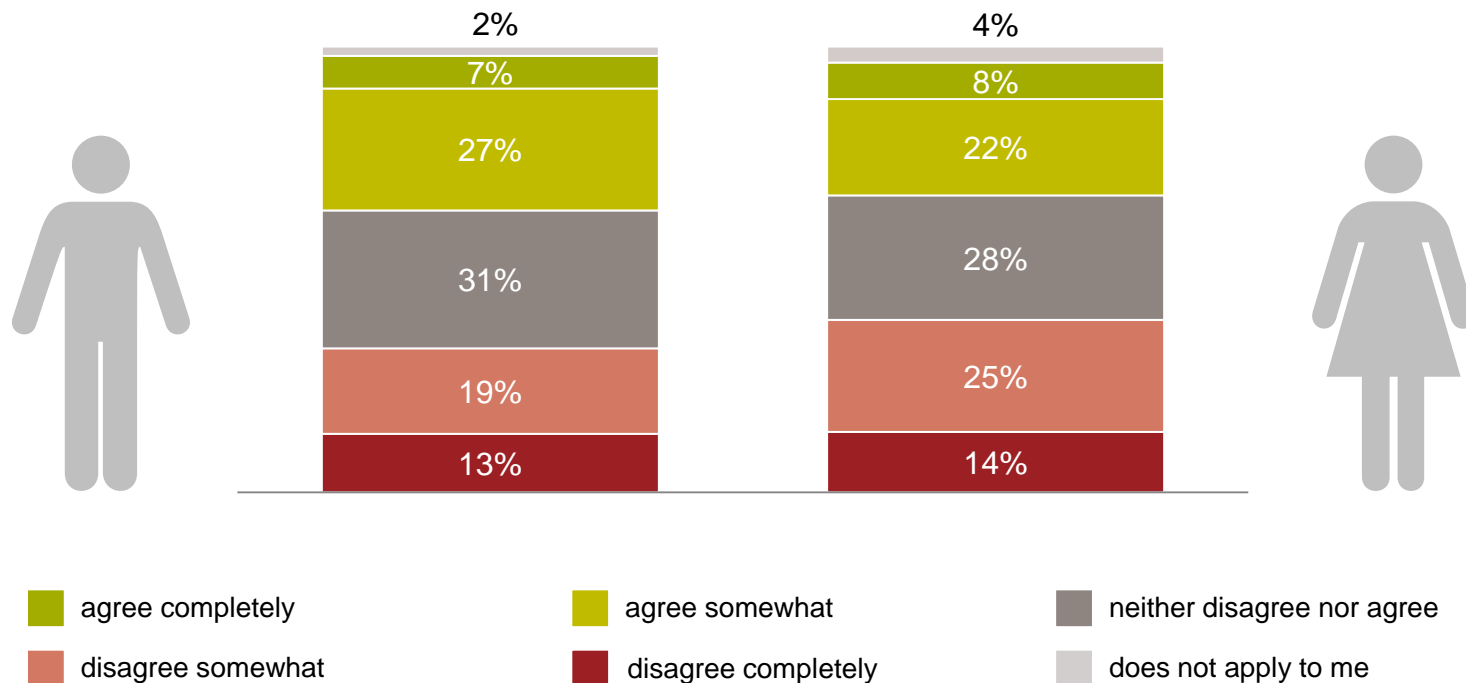


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – rounded

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# Australia: Enjoy life today, worry about savings and investments later

## Agreement by gender

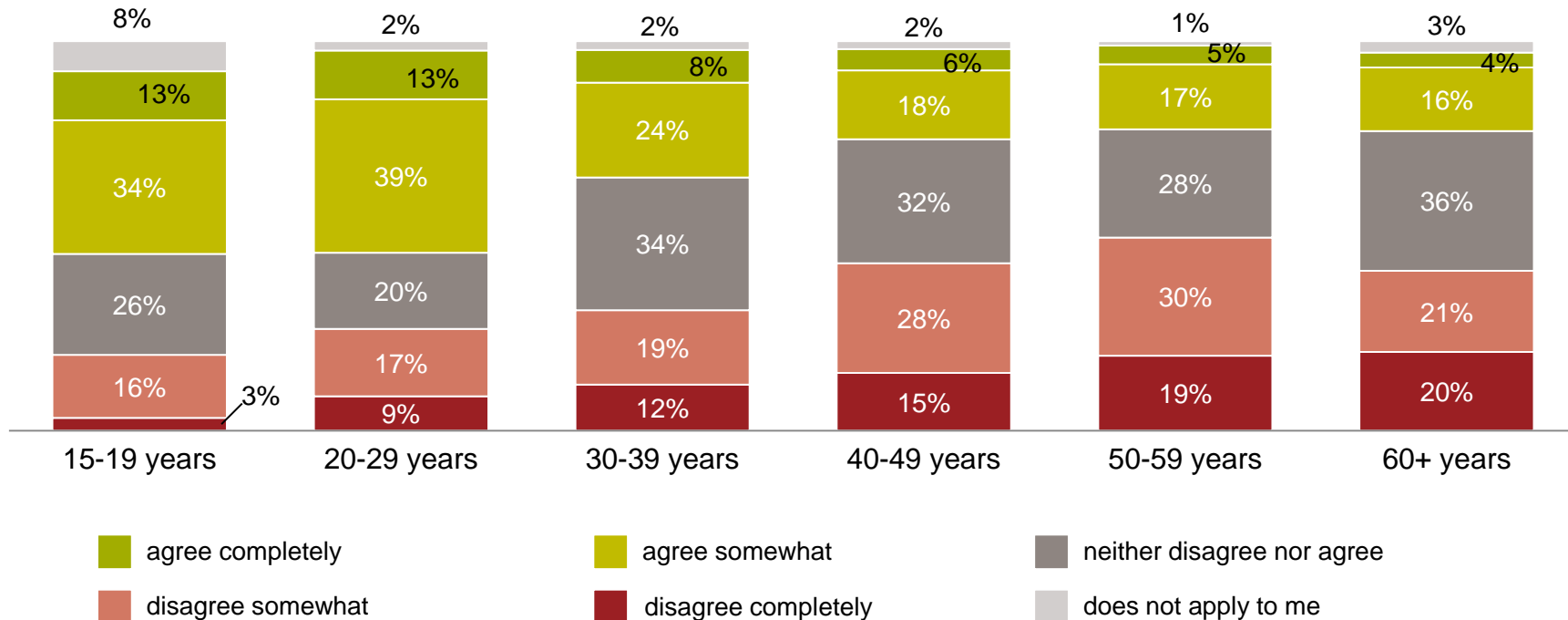


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – rounded

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# Australia: Enjoy life today, worry about savings and investments later

## Agreement by age groups



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

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# China



## China: Enjoy life today, worry about savings and investments later

14%

of Internet users in China  
**agree completely**  
that they want to enjoy life today and  
will worry about savings and investments later

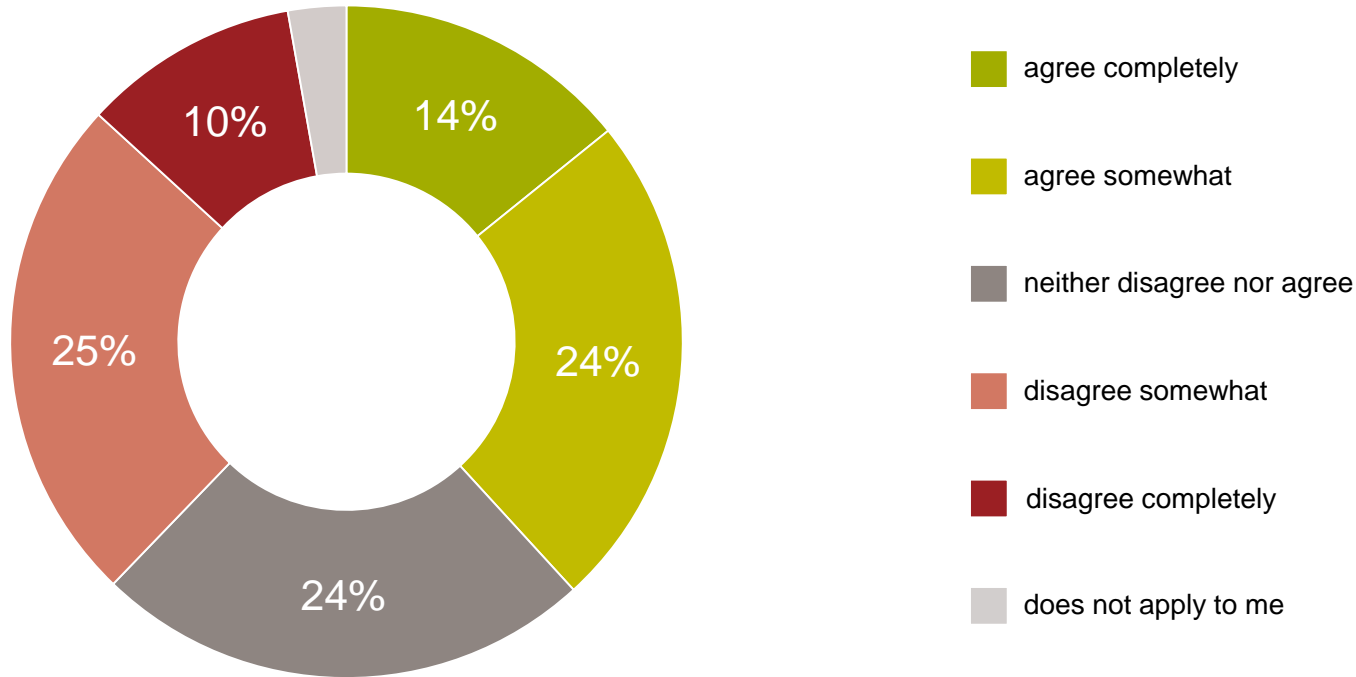


10%

of Internet users in China  
**disagree completely**  
that they want to enjoy life today and  
will worry about savings and investments later



## China: Enjoy life today, worry about savings and investments later

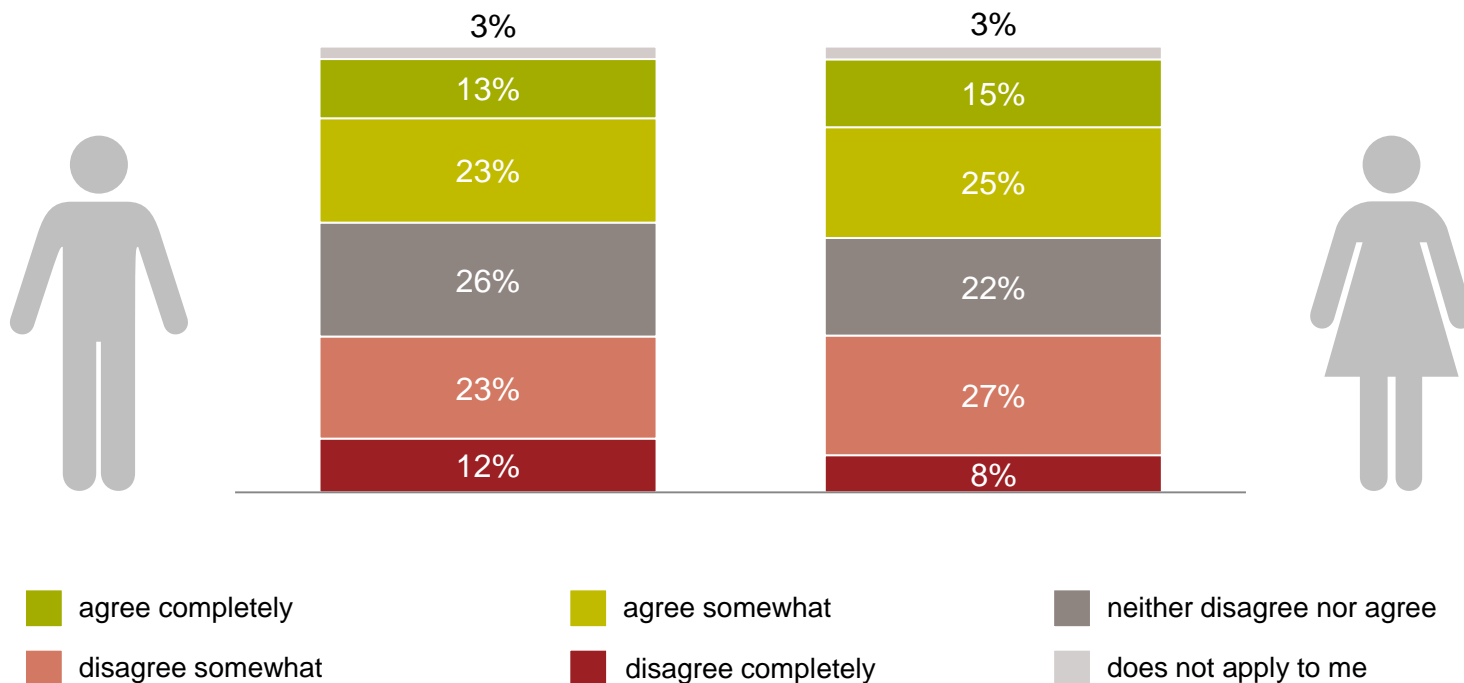


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – rounded

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# China: Enjoy life today, worry about savings and investments later

## Agreement by gender



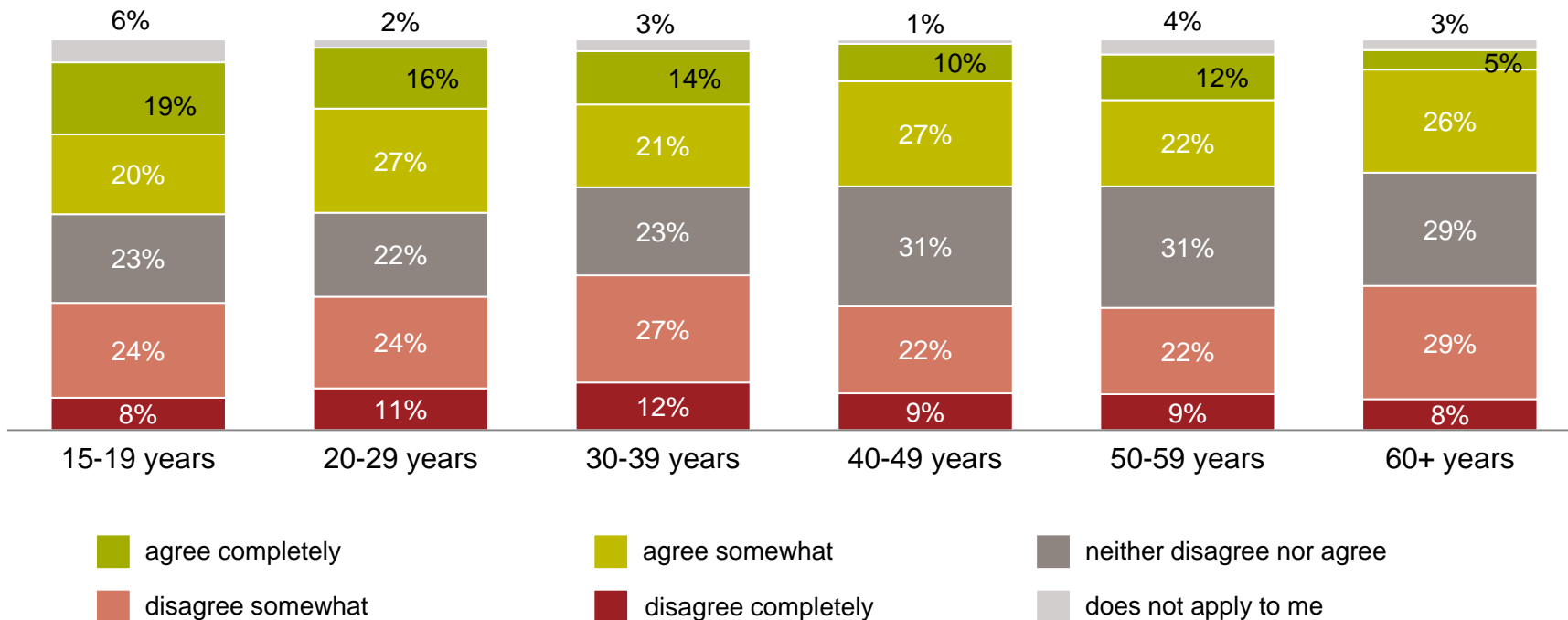
Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – rounded

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# China: Enjoy life today, worry about savings and investments later

## Agreement by age groups



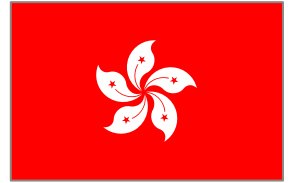
Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – rounded

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# Hong Kong

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# Hong Kong: Enjoy life today, worry about savings and investments later

8%

of Internet users in Hong Kong  
**agree completely**  
that they want to enjoy life today and  
will worry about savings and investments later

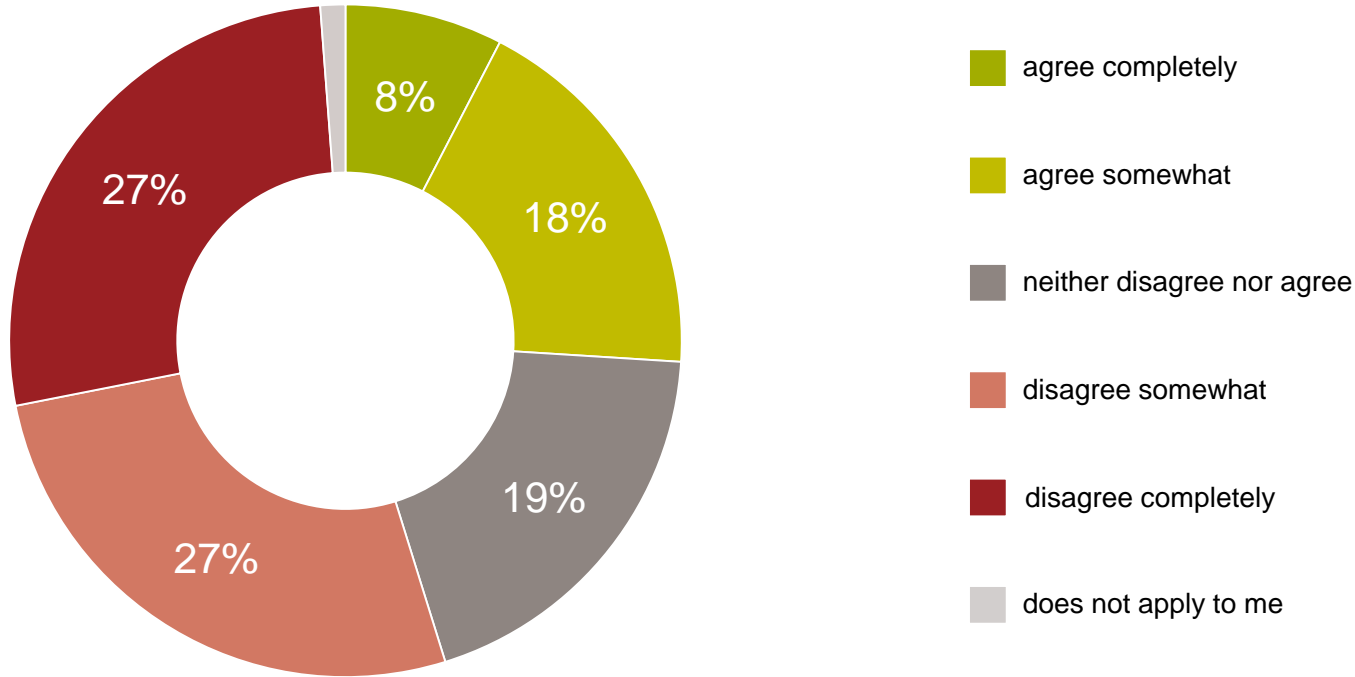


27%

of Internet users in Hong Kong  
**disagree completely**  
that they want to enjoy life today and  
will worry about savings and investments later



# Hong Kong: Enjoy life today, worry about savings and investments later

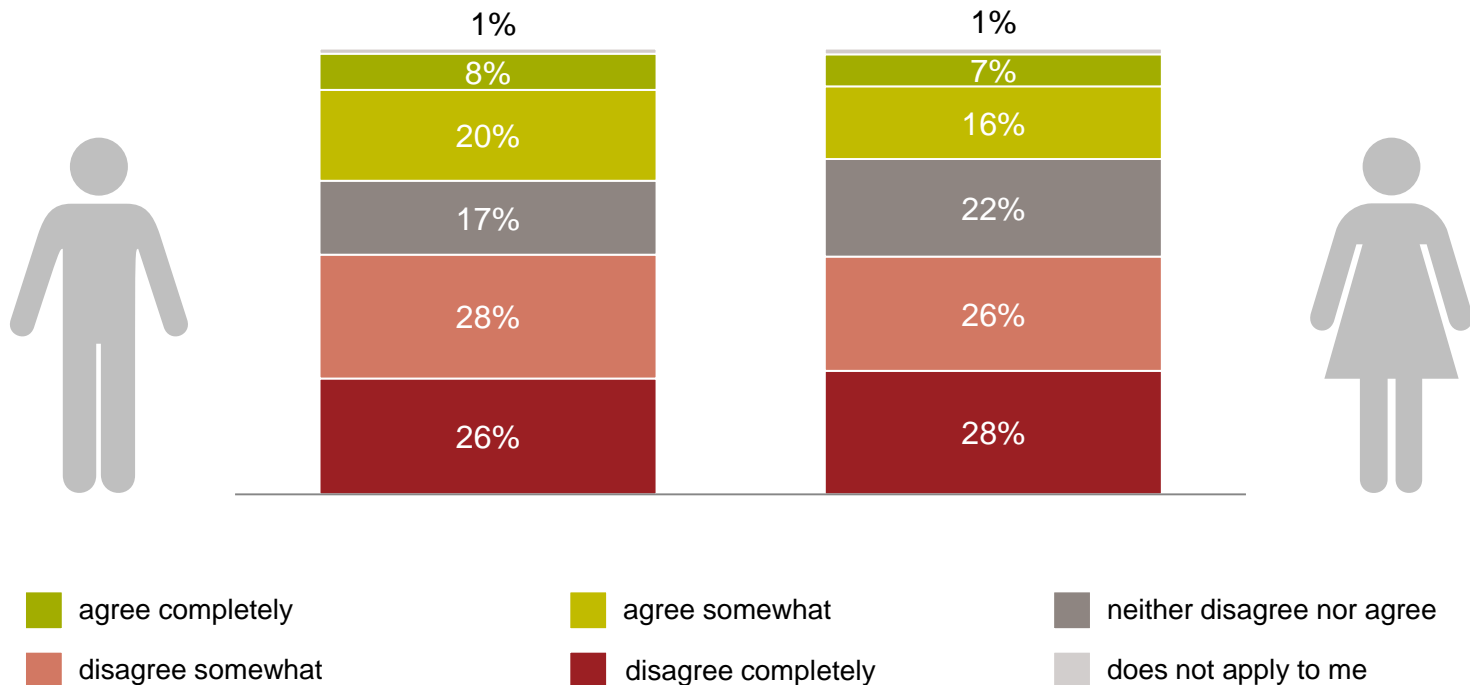


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – rounded

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# Hong Kong: Enjoy life today, worry about savings and investments later

## Agreement by gender

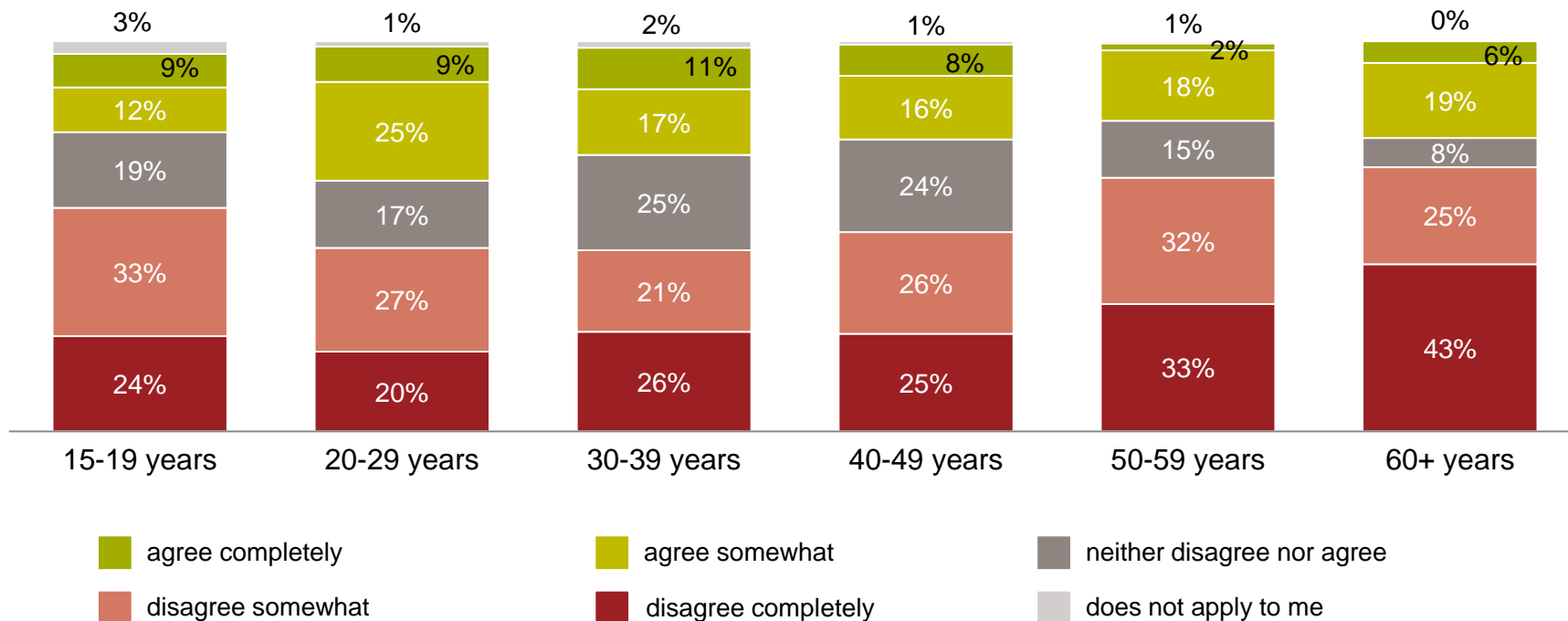


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – rounded

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# Hong Kong: Enjoy life today, worry about savings and investments later

## Agreement by age groups

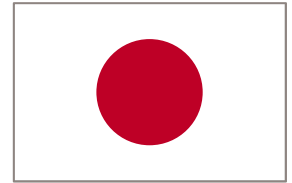


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – rounded

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# Japan



## Japan: Enjoy life today, worry about savings and investments later

8%

of Internet users in Japan  
**agree completely**  
that they want to enjoy life today and  
will worry about savings and investments later



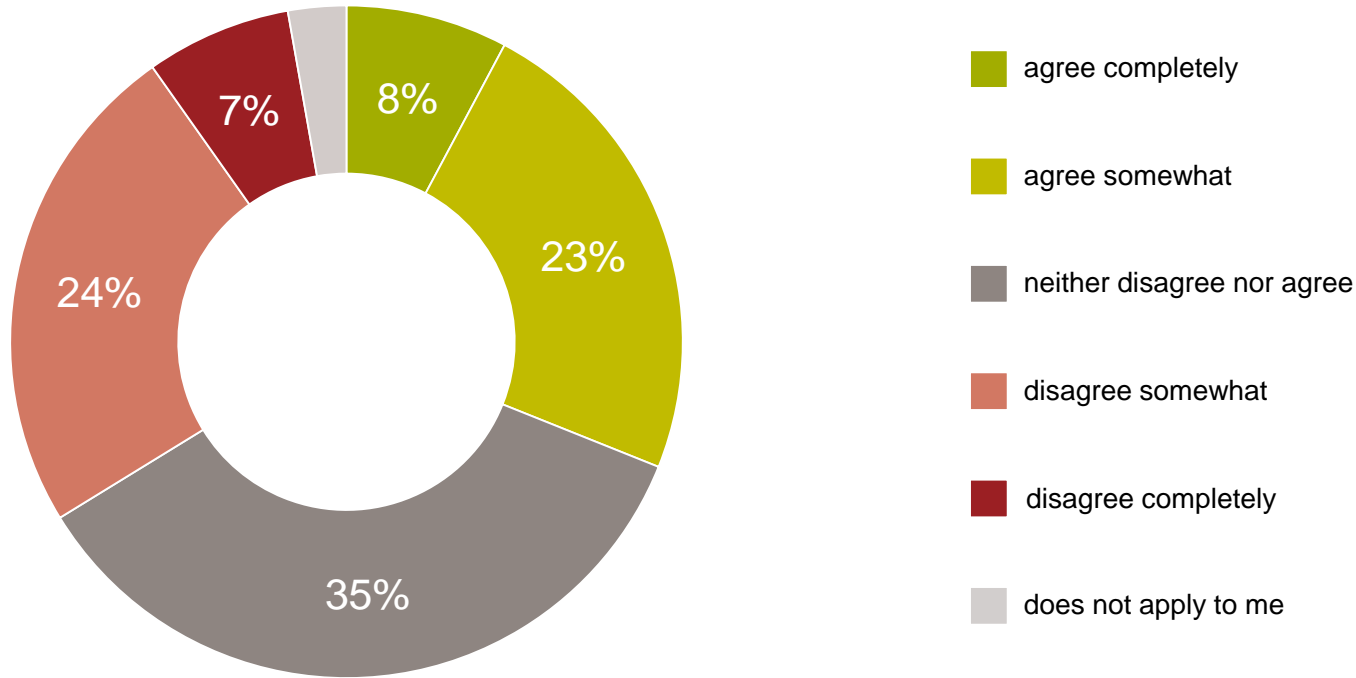
7%

of Internet users in Japan  
**disagree completely**  
that they want to enjoy life today and  
will worry about savings and investments later



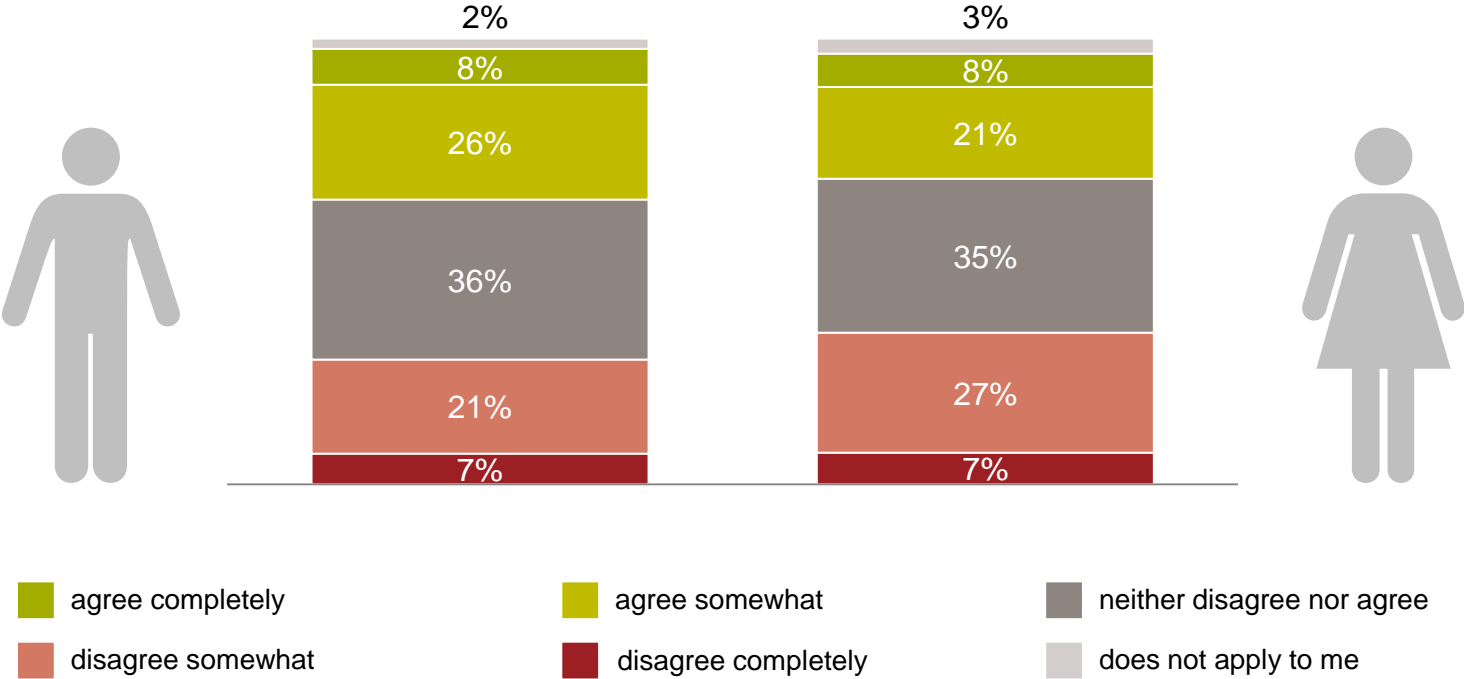


## Japan: Enjoy life today, worry about savings and investments later



# Japan: Enjoy life today, worry about savings and investments later

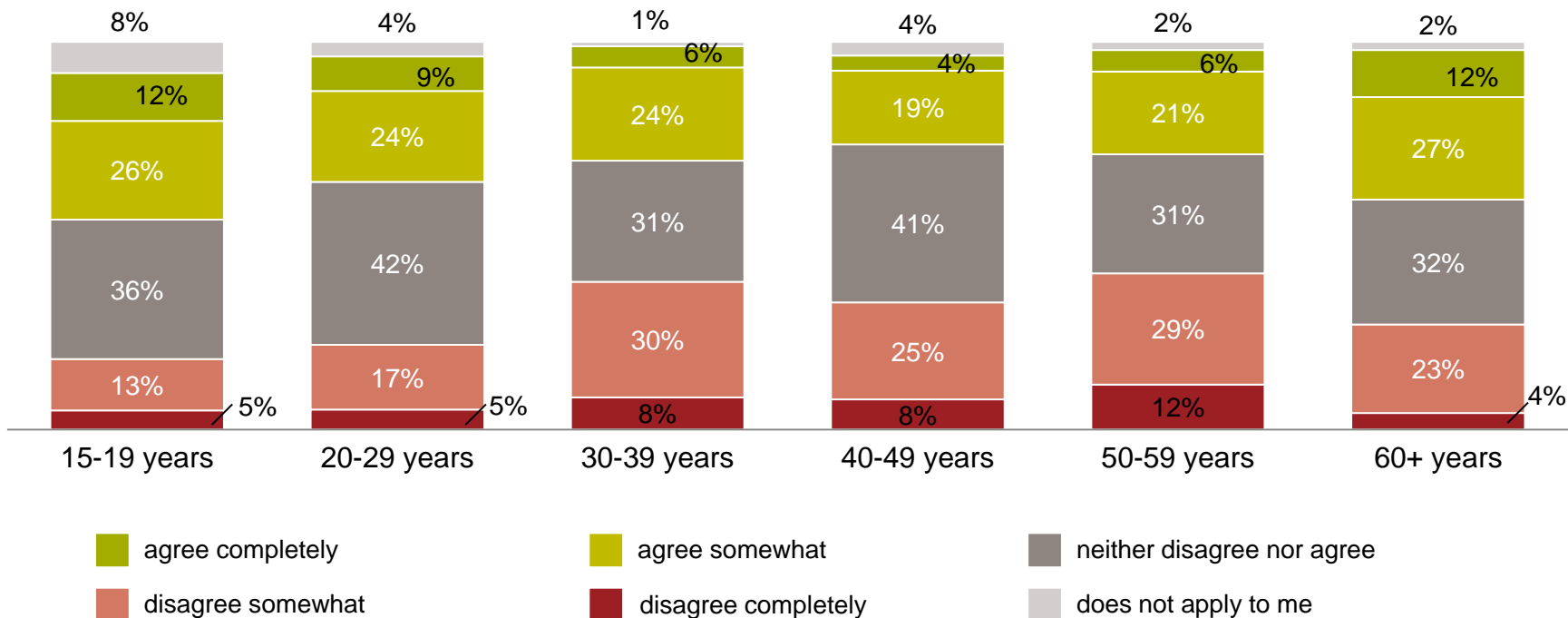
## Agreement by gender



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

# Japan: Enjoy life today, worry about savings and investments later

## Agreement by age groups



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

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# South Korea

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## South Korea: Enjoy life today, worry about savings and investments later

10%

of Internet users in South Korea  
**agree completely**  
that they want to enjoy life today and  
will worry about savings and investments later

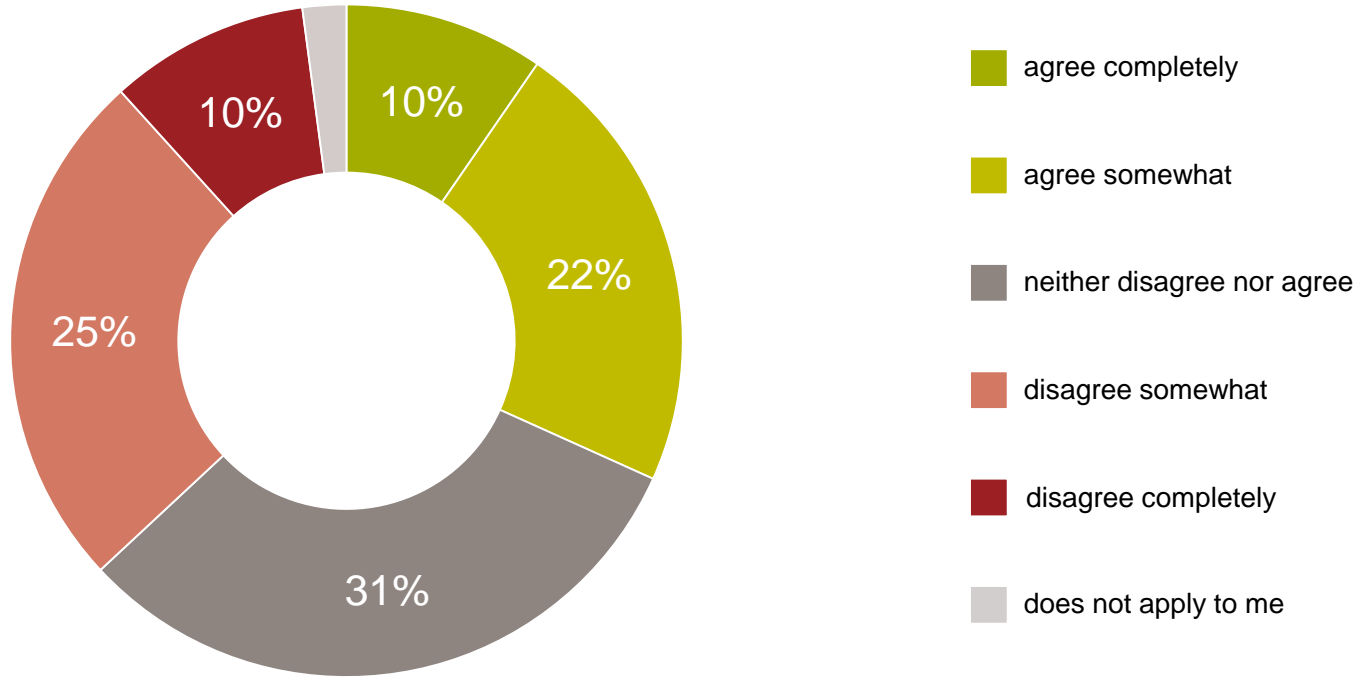


10%

of Internet users in South Korea  
**disagree completely**  
that they want to enjoy life today and  
will worry about savings and investments later



## South Korea: Enjoy life today, worry about savings and investments later

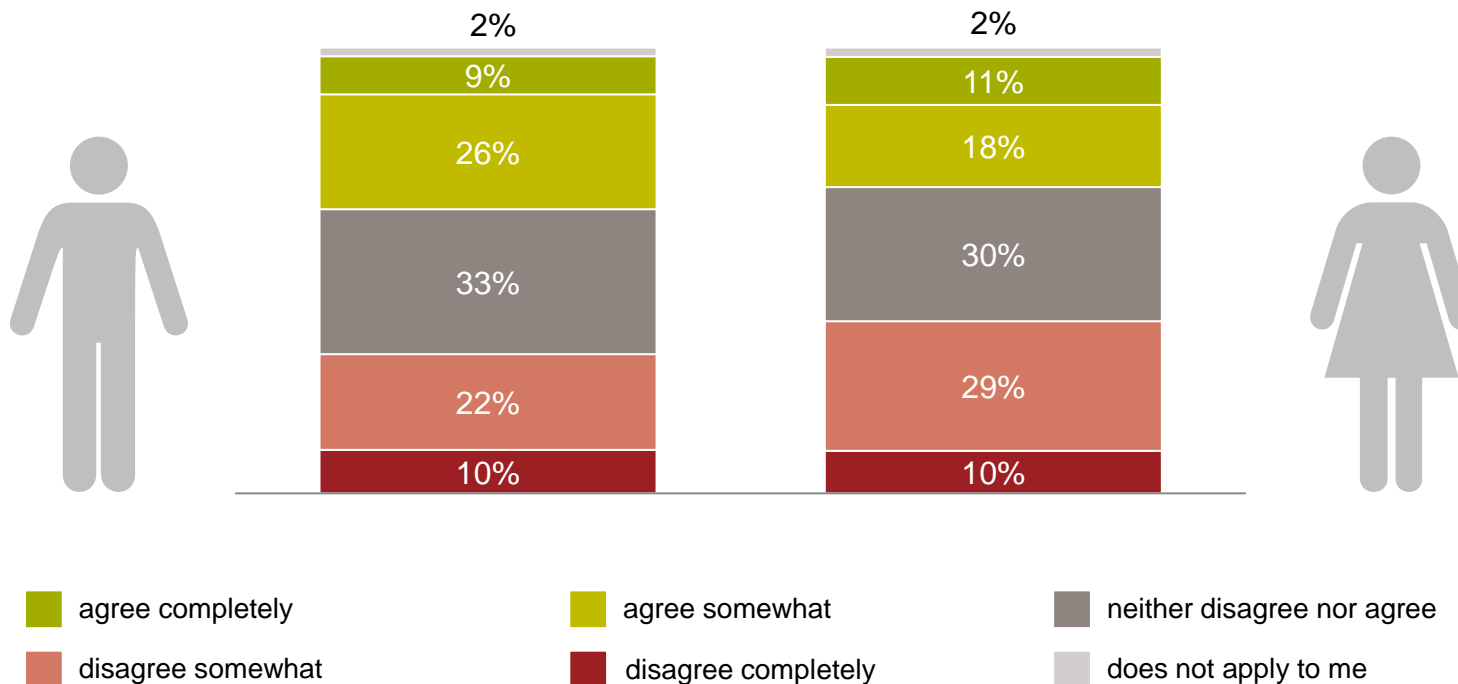


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – rounded

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# South Korea: Enjoy life today, worry about savings and investments later

## Agreement by gender

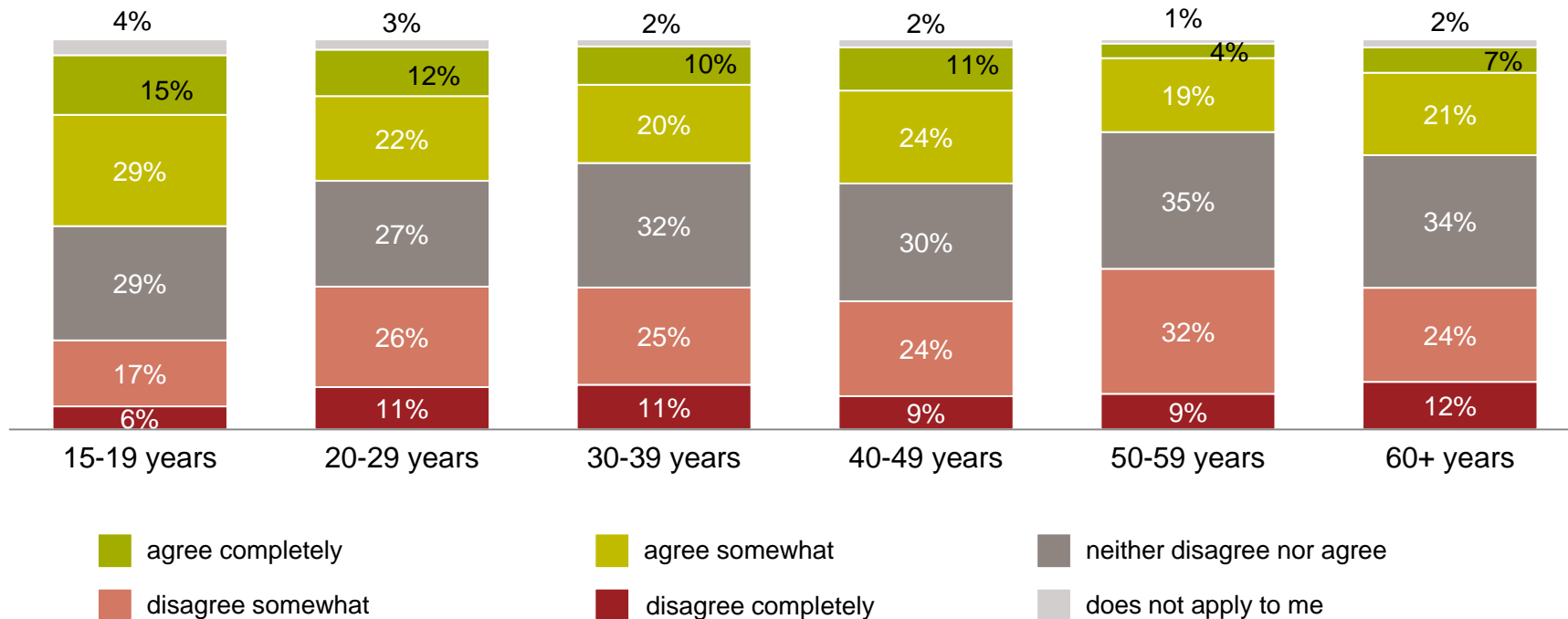


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – rounded

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# South Korea: Enjoy life today, worry about savings and investments later

## Agreement by age groups



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

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For more information please contact  
[press@gfk.com](mailto:press@gfk.com)