

Press release

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Spending time with family or pets as popular as exercise and healthy eating to maintain “physical health”

One in three now include “take a break from technology” in their health routine.

Nuremberg, October 11, 2017 – When it comes to the activities that people do regularly to maintain their physical health, it is no surprise that close to two thirds of the online population across 17 countries include getting enough sleep, eating healthy nutritious food, and exercising. What is more surprising is that nearly equal numbers (62 percent) now include “spending time with family, friends or pets” as something they “do regularly to maintain their physical health”. This is up from 56 percent in 2014.

Getting enough sleep has stayed constant over the last three years, in terms of the percentage of people who regularly include this as part of their physical health routine. However, there are notable increases in some other activities – especially following a specific diet, unplugging from technology, eating healthy nutritious food and spending time with family, friends or pets:

	2017	%-point difference 2017 vs 2014
Get enough sleep	65%	0%
Eat healthy nutritious food	65%	+7%
Exercise	64%	+5%
Spend time with family, friends or pets	62%	+6%
Use skin care or beauty/personal grooming products	46%	+4%
Take a break from technology	34%	+10%
Follow a specific diet	30%	+12%
Meditate or use other relaxation techniques	25%	+7%
Use herbal, holistic or other alternative remedies	23%	+8%
Get cosmetic / elective surgery or non-surgical procedures including dental	10%	+4%
None of these	1%	-3%

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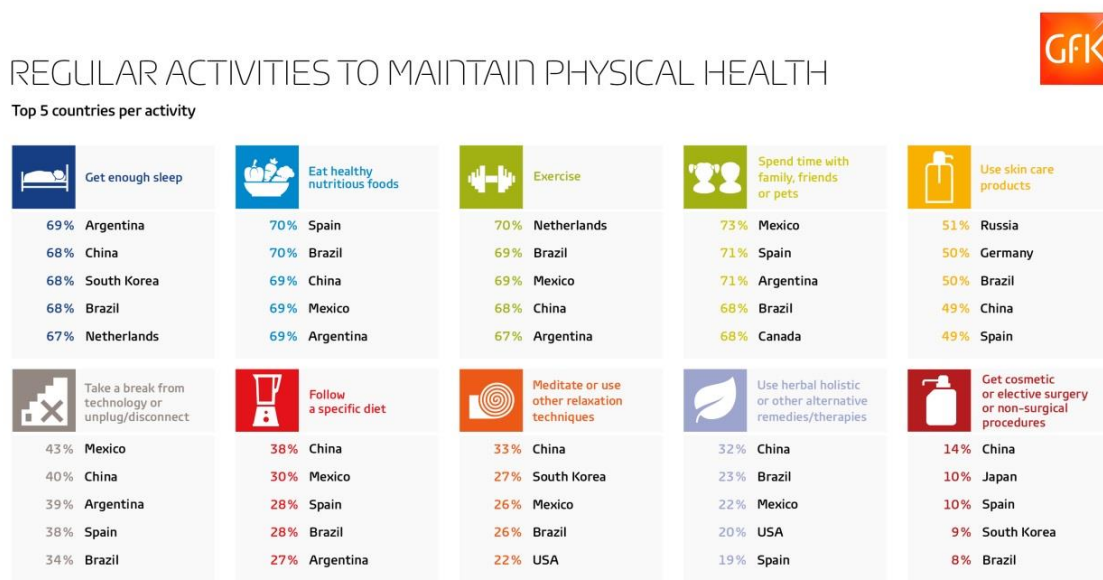
GfK's research indicates that 'quality time' has taken a step forward in people's perception of what keeps them physically healthy. "Taking a break from technology" has increased from one in four people (24 percent) in 2014 regularly doing this to maintain their physical health to one in three people (34 percent) this year – the second largest increase across all the activities listed. In addition, "spending time with family, friends or pets" has increased from just over half of people (56 percent) in 2014, to just under two thirds (62 percent) this year.

Eating the right food is also getting notably more attention than in the past. "Following a specific diet" climbed from 18 percent in 2014 to 30 percent this year; the biggest increase among all the activities listed. And "eating healthy nutritious food" is now mentioned by 65 percent of respondents, compared to 58 percent in 2014.

Mexico, Spain and Canada in top five countries for spending time with family, friends or pets as part of their physical health routine

Nearly three quarters of the online population in Mexico regularly spend time with family, friends or pets in order to maintain physical health – the highest percentage for all 17 countries surveyed. They are followed by Spain and Argentina (level on 71 percent) and Canada and Brazil (level on 68 percent).

Mexico also tops the list when it comes to taking a break from technology as an activity to help maintain physical health, with 43 percent of the online population regularly doing this. Here they are followed by China (40 percent), Argentina (39 percent), Spain (38 percent) and Brazil (34 percent).



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

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Download [GfK's complimentary report on "activities to maintain physical health"](#) to see specific data for each of the 17 countries included in this survey, showing key demographics.

GfK combines these self-reported insights with data from areas such as point of sales tracking, consumer panels and geo-marketing to help clients successfully target high-potential audiences both globally and within specific countries.

-Ends-

About the study

GfK asked 23,000 consumers (aged 15 or over) online in 17 countries to indicate which activities from a given list they do regularly to maintain their physical health.

Fieldwork was completed in summer 2017. Data are weighted to reflect the demographic composition of the online population aged 15+ in each market. The global average given in this release is weighted, based on the size of each country proportional to the other countries.

In 2014 GfK interviewed more than 21,000 consumers in 16 countries (excluding the Netherlands).

Countries included are Argentina, Australia, Belgium, Brazil, Canada, China, France, Germany, Italy, Japan, Mexico, Netherlands, Russia, South Korea, Spain, UK and USA.

About GfK

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.

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