

Press release

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People average 4 hours a week on personal grooming. What motivates them?

Top reasons people try to look good

Nuremberg, January 27, 2016 – Findings released by GfK from a 22-country survey show that women spend an average of almost five hours a week on personal grooming (bathing, shaving, dressing, hair, make-up), while men spend just over three hours. But what are the major (as opposed to minor) reasons that motivate people to try to look their best?

The most popular motivation, cited by 60 percent of the 27,000 people surveyed as a major reason for trying to look their best, is to feel good about themselves. This was followed by making a good impression on people they meet for the first time (44 percent) and setting a good example for their children (40 percent).

TOP 3 REASONS FOR TRYING TO LOOK GOOD AND WEEKLY TIME SPENT ON PERSONAL GROOMING

Average across 22 countries



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

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Men and women mirror each other in seeing these as the top three reasons for wanting to look good. But the number one reason - feeling good about themselves - resonates more strongly with women than men (67 percent, versus 52 percent), while making a good first impression and setting a good example for their children are cited by almost the same percentage of men as women.

Gender stereotypes still lurking

For men, the 4th and 5th major reasons for trying to look their best have amorous connotations – namely, to please their spouse or partner and to make a good impression on people of the opposite sex or those they find

attractive (37 and 36 percent respectively). By contrast, women are more motivated by the wish to express their individuality and because it makes them feel in control (equal at 40 percent each).

Top 3 motivations change with age

All age groups agree that feeling good about themselves is the leading major motivation for trying to their best. Unsurprisingly, for those aged under 30, making a good impression on people they meet for the first time, and making a good impression on people of the opposite sex or those they find attractive rank 2nd and 3rd as the major reasons for looking their best. For those aged 30 and above, setting a good example for their children is consistent across all age groups as the 2nd most commonly cited motivation. And when it comes to those aged 50 and over, pleasing their spouse or partner makes an appearance as their 3rd most popular major reason.

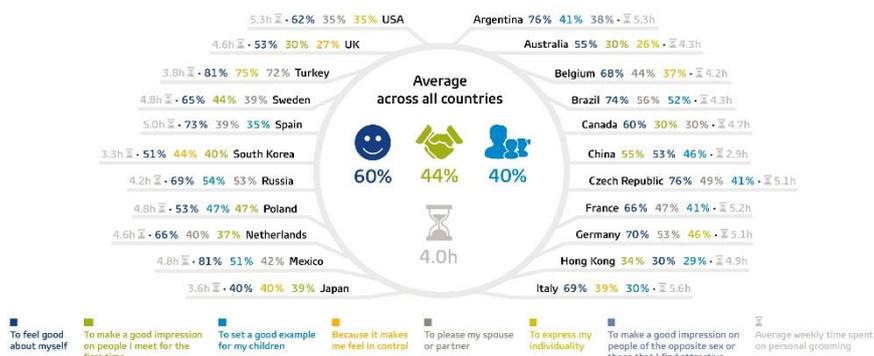
Italians spend most time on personal grooming; Chinese spend least

When it comes to time spent on personal grooming (bathing, shaving, dressing, hair, make-up), Italians are in the lead, spending just over five and a half hours per week on average. They are followed by Argentinians and Americans, who are equal with an average time of just over five and a quarter hours per week. At the other end of the scale, Chinese spend less than three hours per week on average, followed by South Koreans with just over three and a quarter hours and Japanese just over three and a half.

TOP 3 REASONS FOR TRYING TO LOOK GOOD AND WEEKLY TIME SPENT ON PERSONAL GROOMING



Country results



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About the study

GfK conducted an online survey with over 27,000 consumers aged 15 or older in 22 countries. Online data were collected using a staggered field

start that completed in June 2015 and weighted to reflect the demographic composition of the online population age 15+ in each market. The countries included are Argentina, Australia, Belgium, Brazil, Canada, China, Czech Republic, France, Germany, Hong Kong, Italy, Japan, Mexico, Netherlands, Poland, Russia, South Korea, Spain, Sweden, Turkey, UK and USA.

¹The survey question asked: “Here are the reasons some people have given for trying to look their best. For each one, please indicate if it is a major reason why you try to look your best: To feel good about myself / Because it is important for my career / Because it is expected of me / To be admired and respected by other people / To please my spouse or partner / To make a good impression on people whom I meet for the first time / To express my individuality / To set a good example for my children / To make a good impression on people of the opposite sex or those that I find attractive / Because it makes me feel in control

About 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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