

# Perception of virtual interactions with people and places

Global GfK survey



February 2016

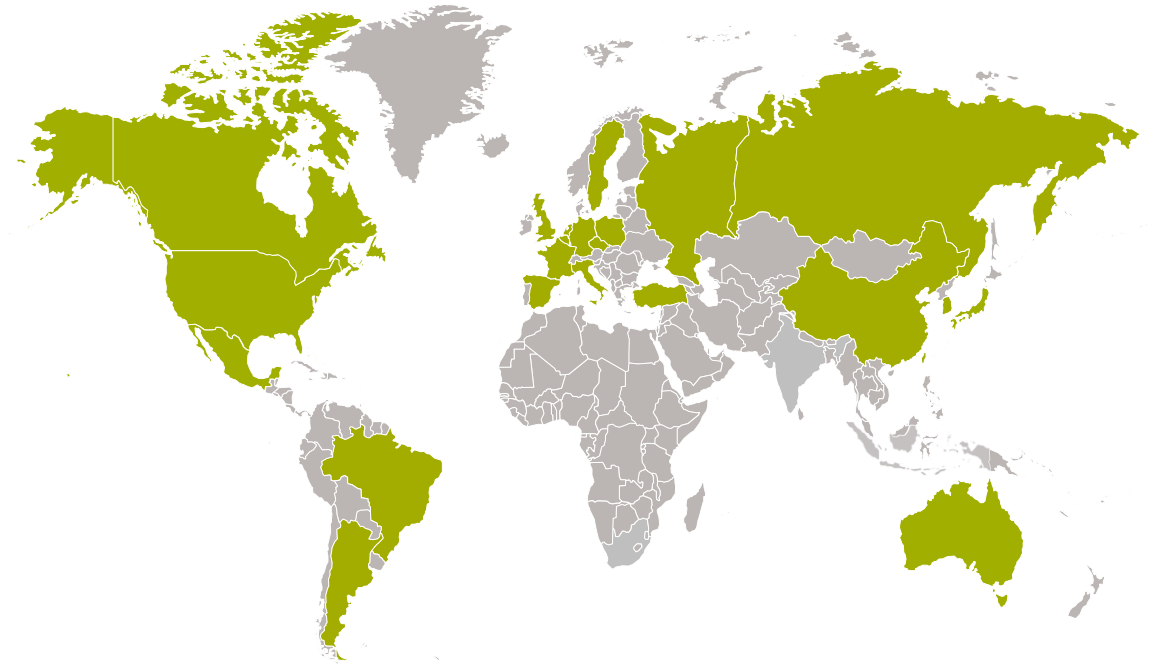
# Global GfK survey: Perception of virtual interactions with people and places



**1** Methodology

**2** Global results

**3** Country results



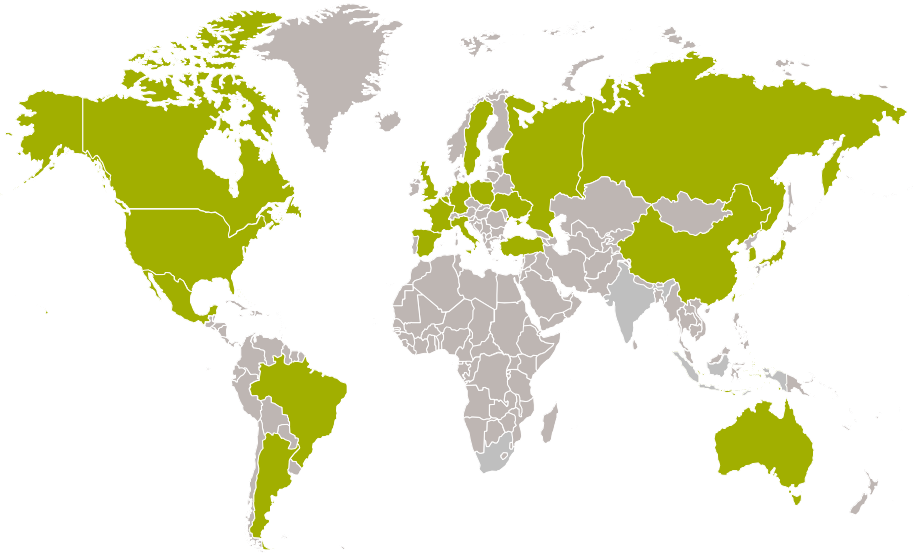
\*To see country results, click on the map (in PPT show). To go back to the table of content, click on the GfK logo anywhere in the document.

# Methodology

## Countries covered, methodology and sample size

GfK interviewed in summer 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 how strongly you personally agree or disagree with the following statement, using this scale where "1" means "disagree strongly" and "7" means "agree strongly."

**“Virtual interactions with people and places can be as good as being there in person”**

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

# Global results

## Highlights

- Internationally, 23 percent of online consumers say virtual interactions can be as good as being there in person
- Agreement peaks with those aged 20-29 and 30-39
- Unsurprisingly, agreement falls off rapidly amongst older generations
- Brazil and Turkey top the list for online consumers who believe virtual interactions can be as good as being there in person, followed by Mexico, China and Russia
- The country with the highest disagreement is Germany, followed by Sweden, Czech Republic, Belgium, Netherlands and UK

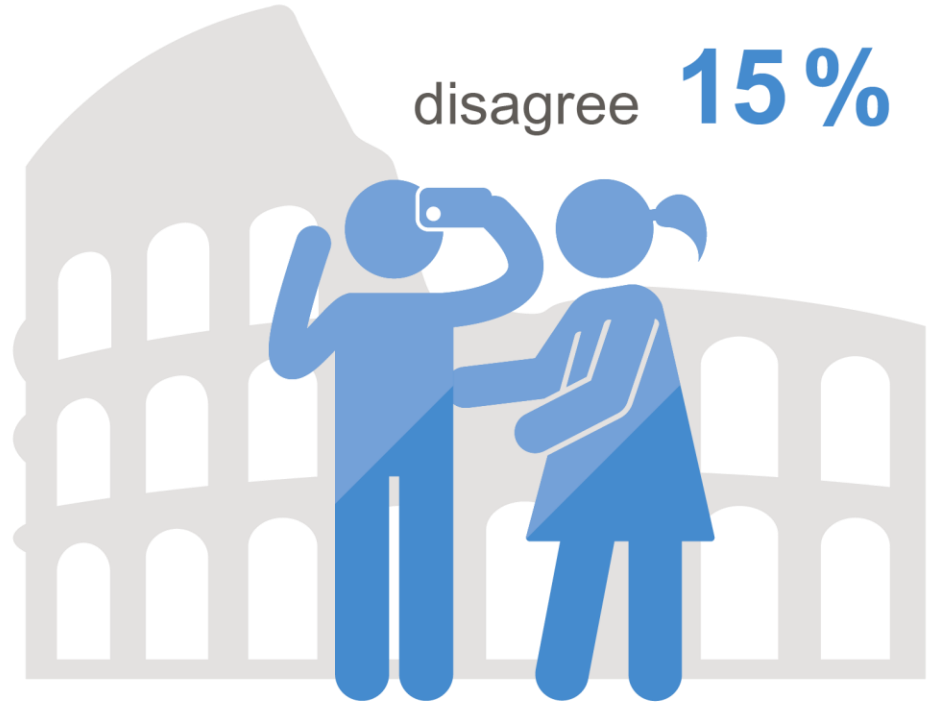
Virtual interactions with people and places can be as good as being there in person – Average across all 22 countries



**23 %** agree



disagree **15 %**

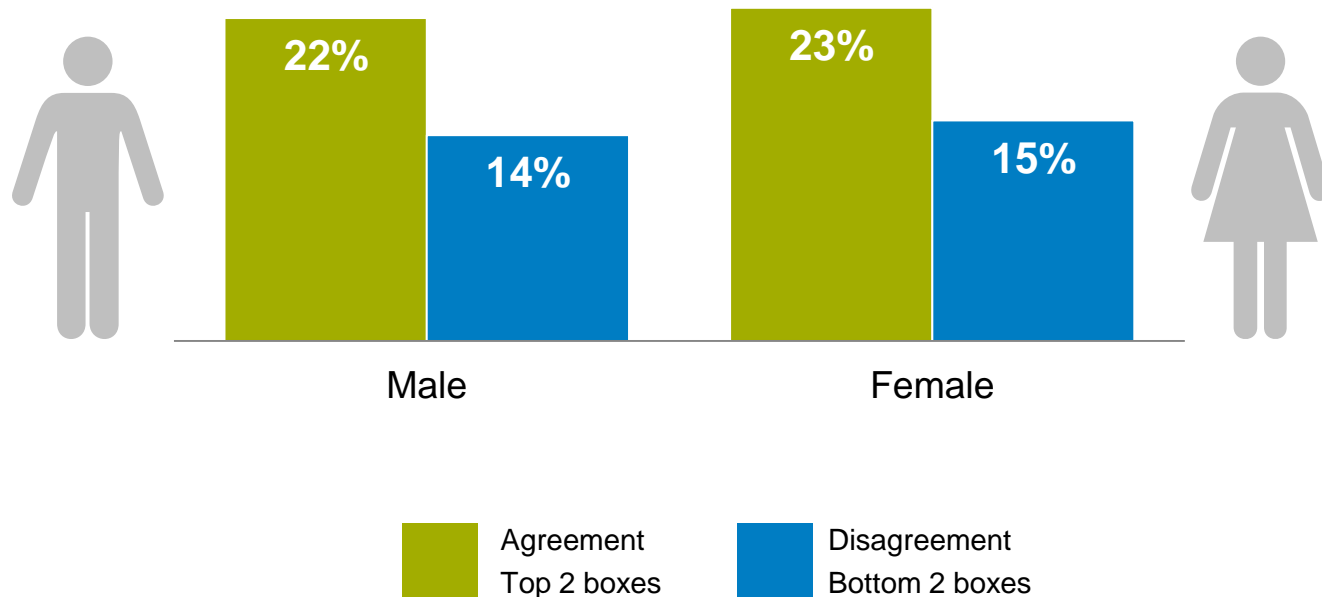


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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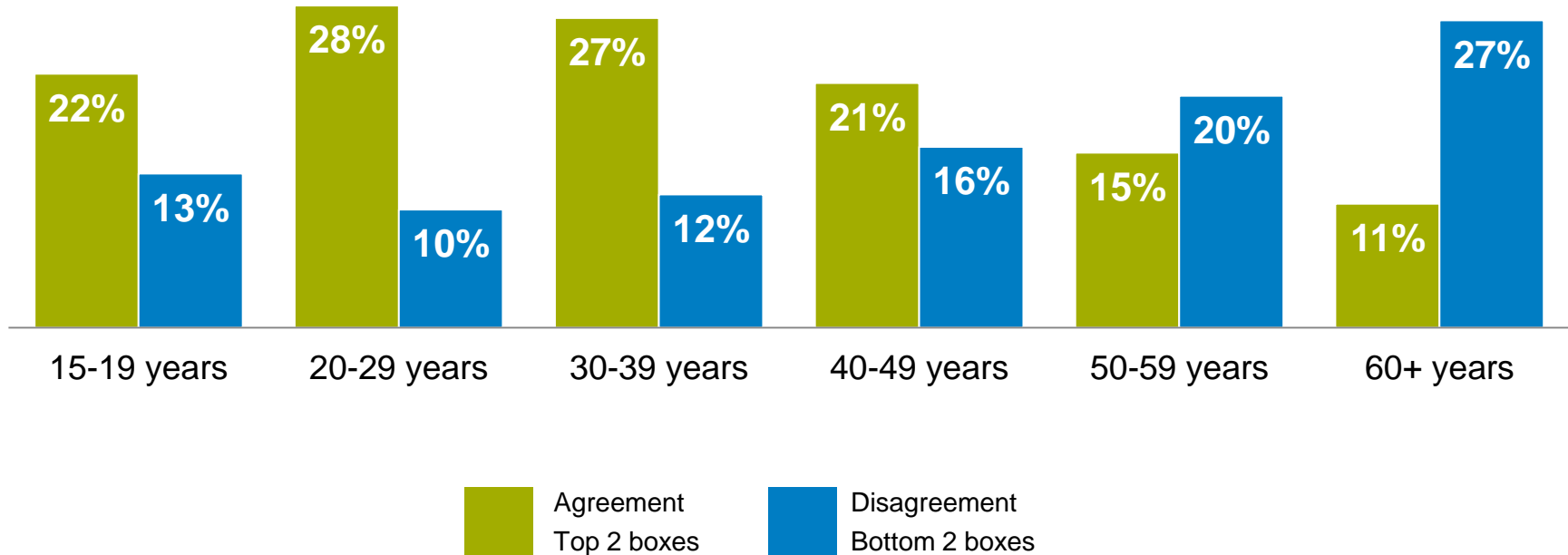
# Virtual interactions with people and places can be as good as being there in person – Average per gender across all 22 countries



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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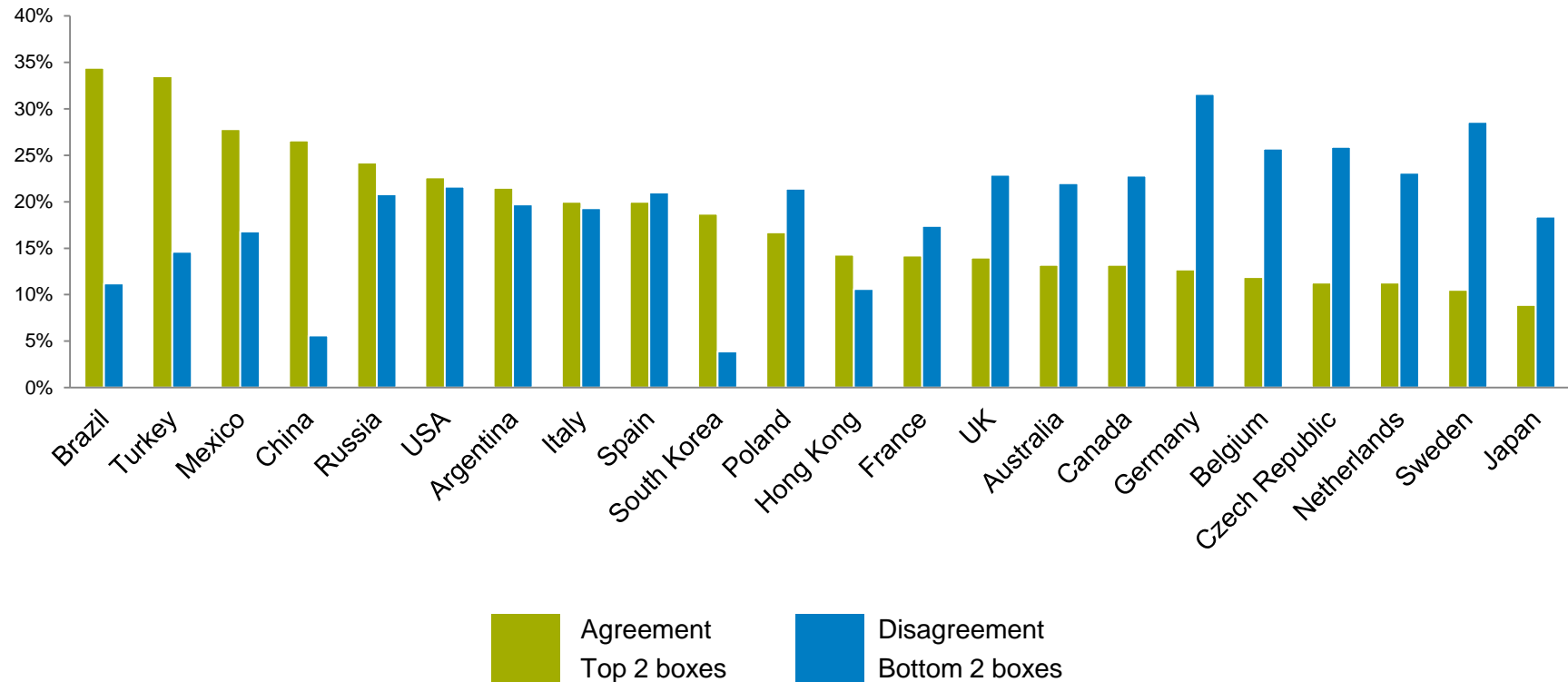
# Virtual interactions with people and places can be as good as being there in person – Average per age-group across all 22 countries



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

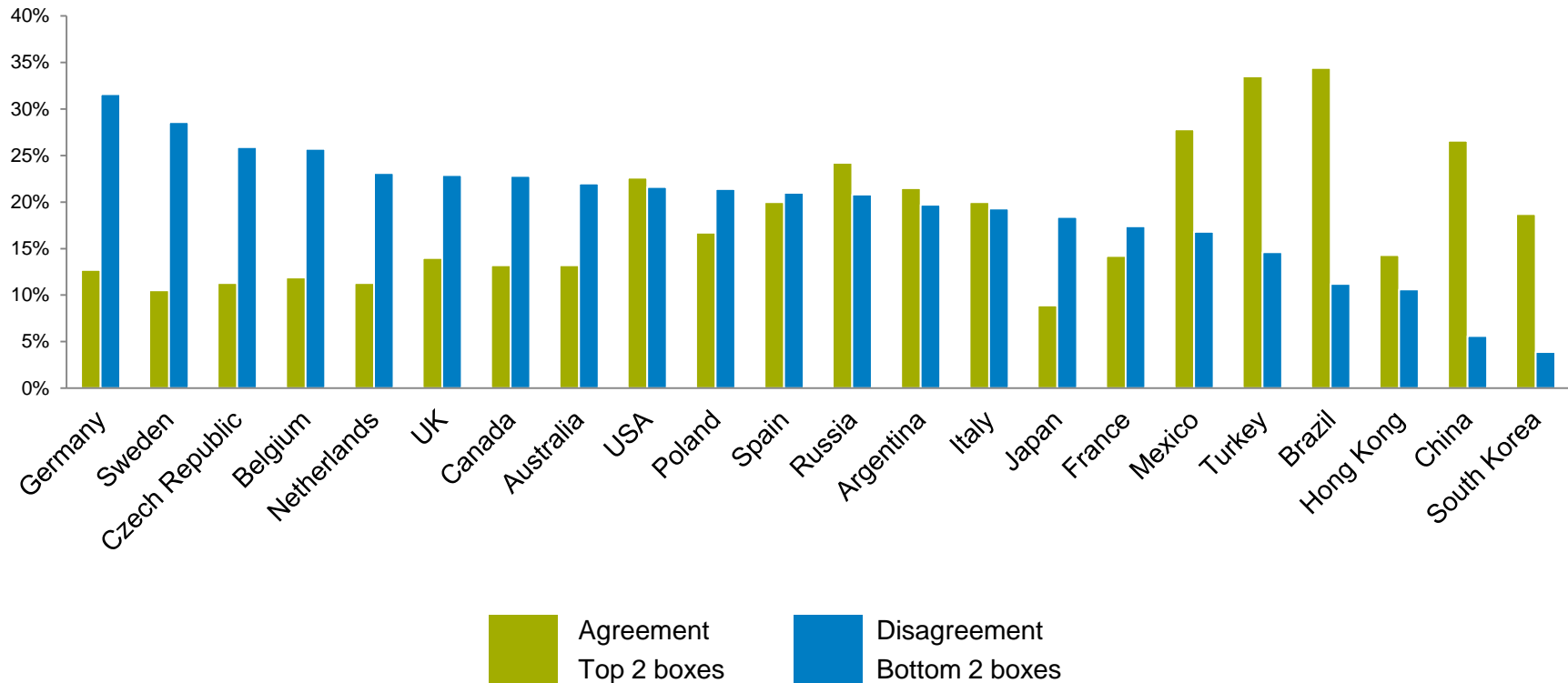
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# Virtual interactions with people and places can be as good as being there in person – Country comparison ranked by highest agreement



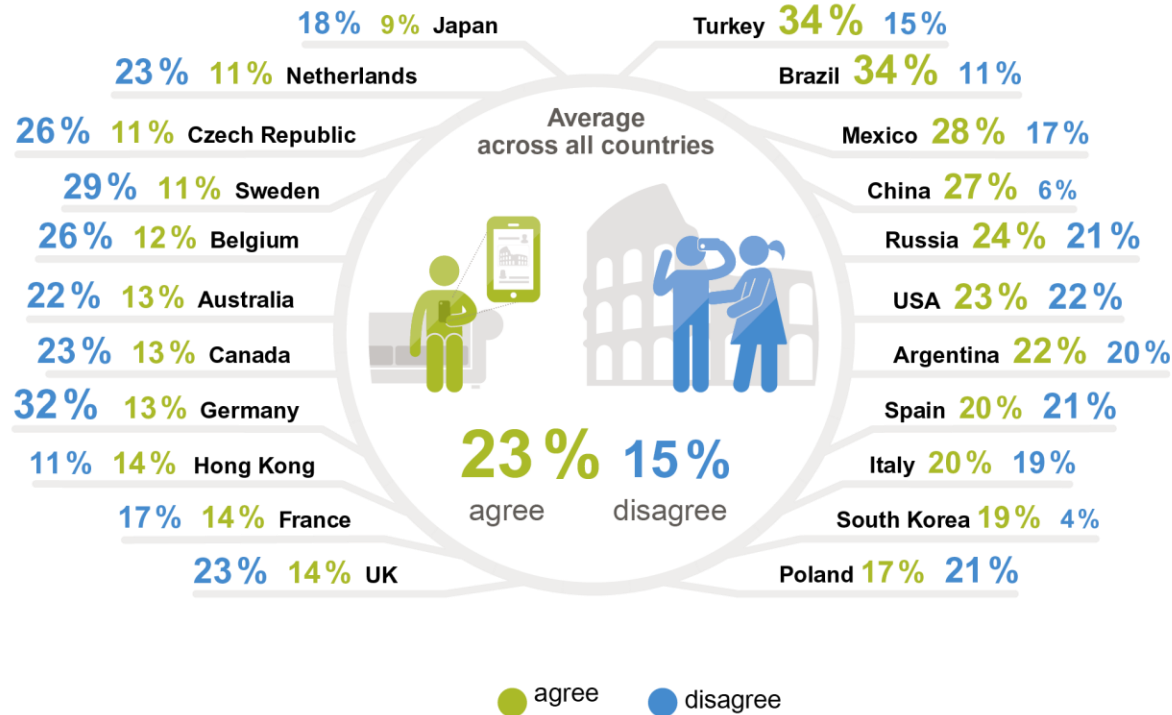
Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

# Virtual interactions with people and places can be as good as being there in person – Country comparison ranked by highest disagreement



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

# Virtual interactions with people and places can be as good as being there in person – Country comparison



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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# Country results – Europe

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# Belgium



# Belgium: Virtual interactions with people and places can be as good as being there in person



12%

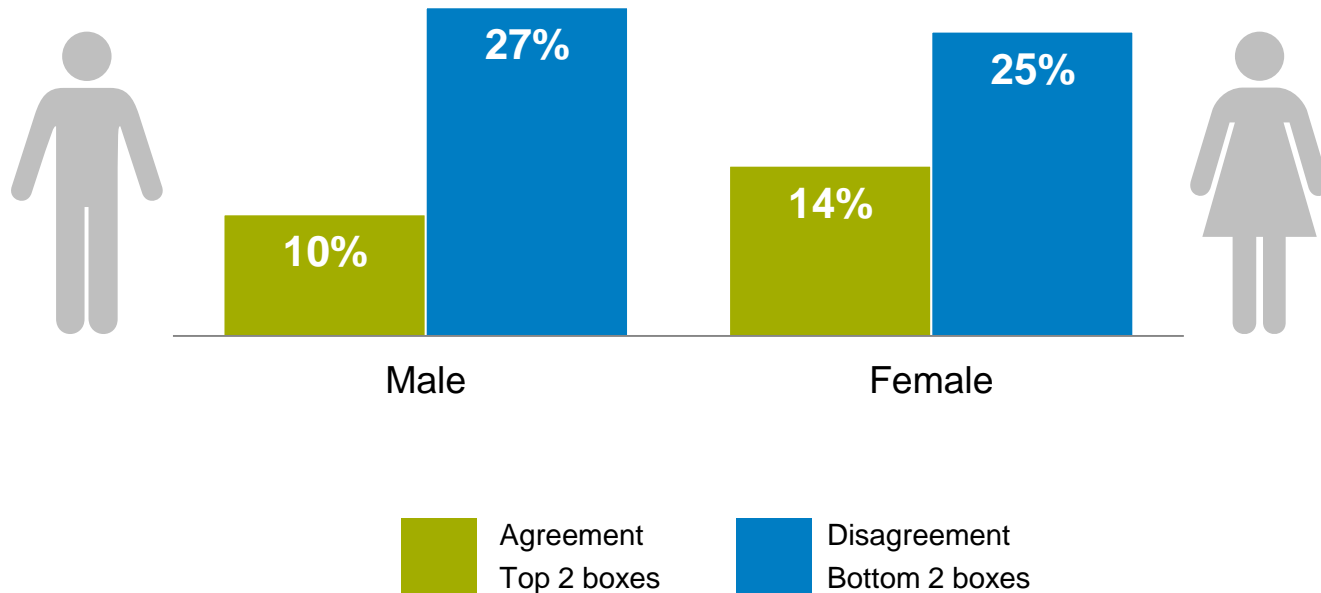
of Internet users in Belgium  
**agree** that virtual interactions  
with people and places can be as  
good as being there in person.

26%

of Internet users in Belgium  
**disagree** that virtual interactions  
with people and places can be as  
good as being there in person.



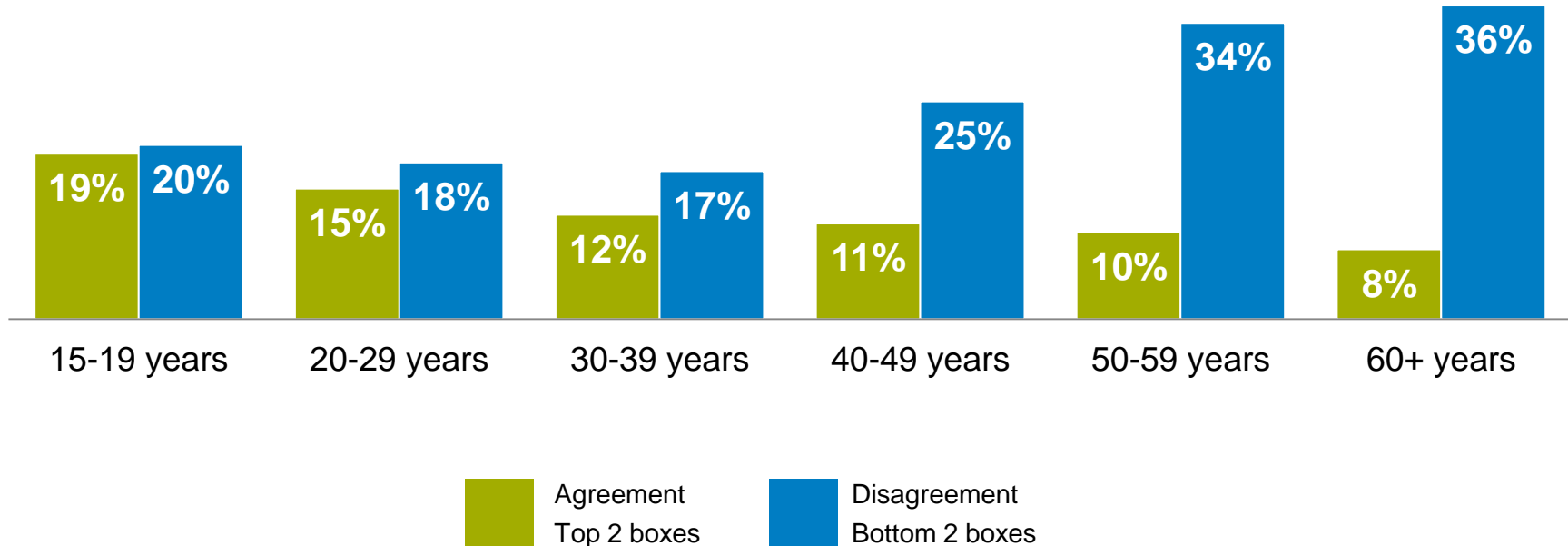
# Belgium: Virtual interactions with people and places can be as good as being there in person – Average per gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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# Belgium: Virtual interactions with people and places can be as good as being there in person – Average per age-group



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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# Czech Republic

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# Czech Republic: Virtual interactions with people and places can be as good as being there in person



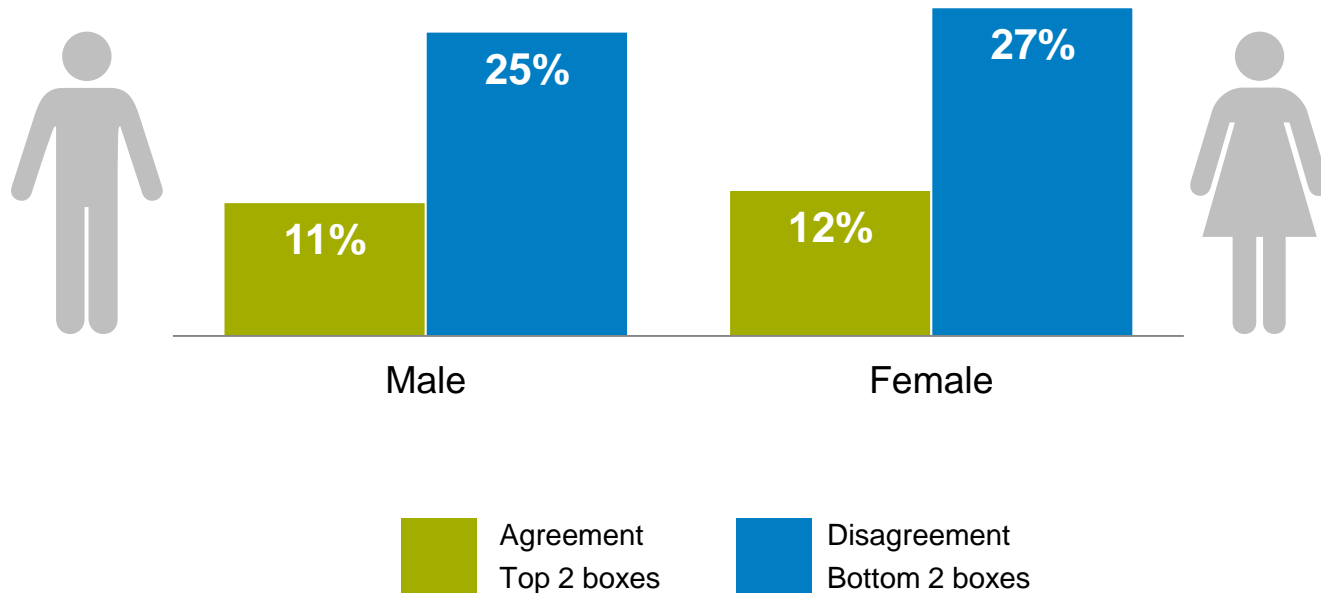
11%

of Internet users in the Czech Republic **agree** that virtual interactions with people and places can be as good as being there in person.

26%

of Internet users in the Czech Republic **disagree** that virtual interactions with people and places can be as good as being there in person.

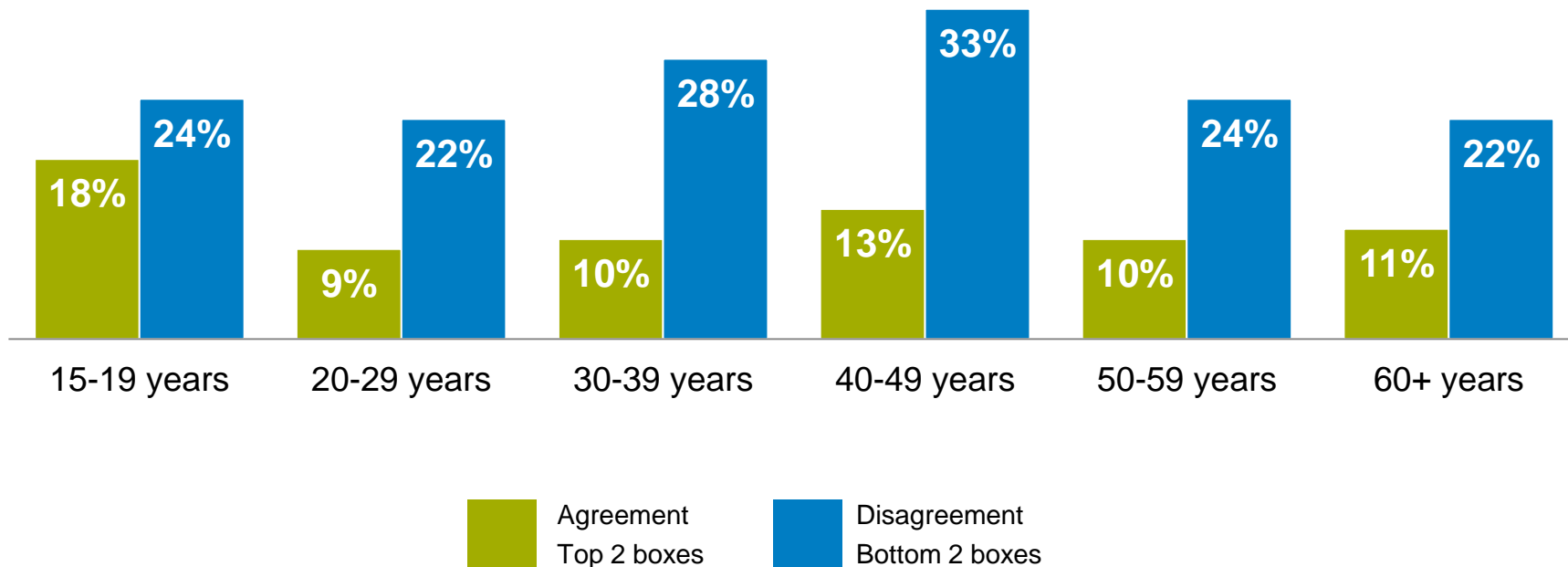
# Czech Republic: Virtual interactions with people and places can be as good as being there in person – Average per gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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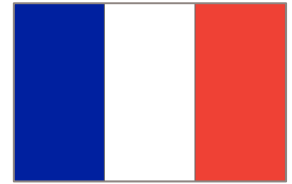
# Czech Republic: Virtual interactions with people and places can be as good as being there in person – Average per age-group



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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# France



# France: Virtual interactions with people and places can be as good as being there in person



14%

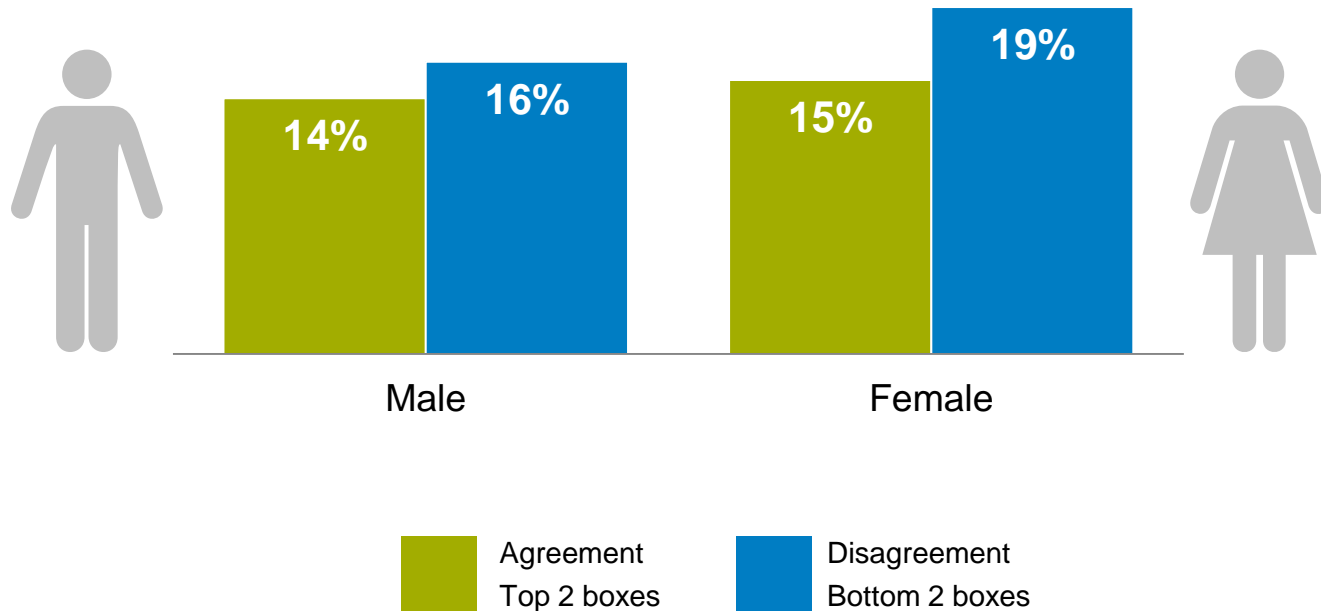
of Internet users in France  
**agree** that virtual interactions  
with people and places can be as  
good as being there in person.

17%

of Internet users in France  
**disagree** that virtual interactions  
with people and places can be as  
good as being there in person.



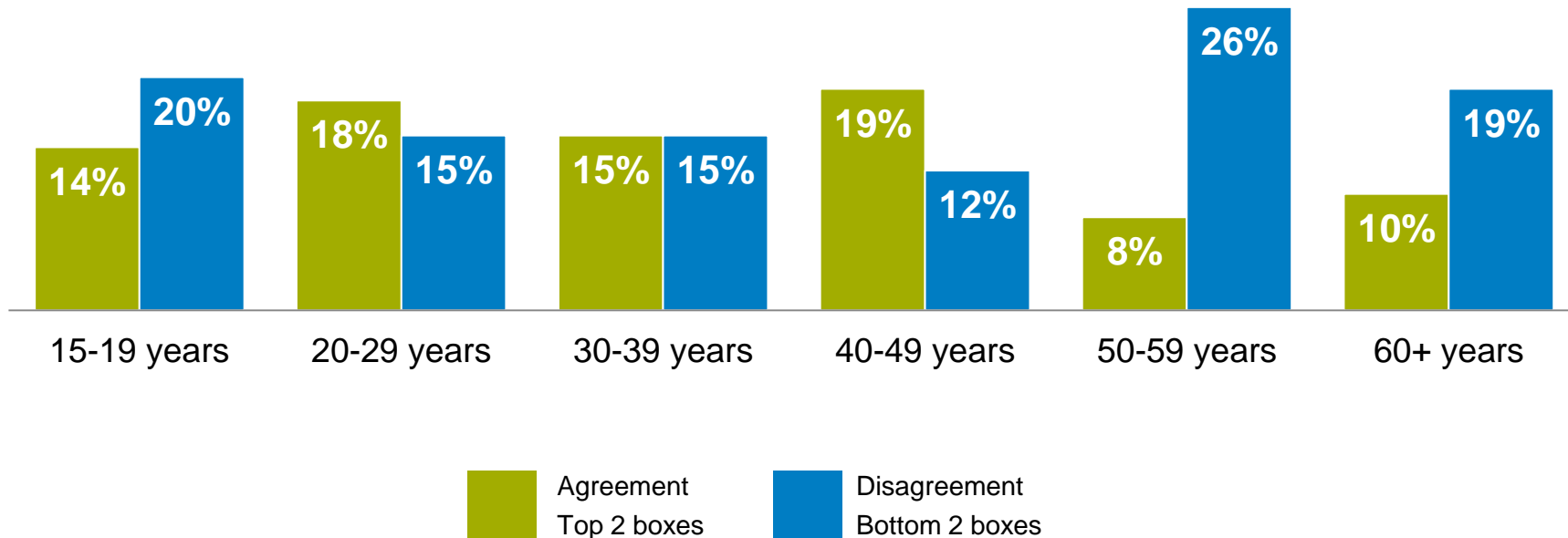
# France: Virtual interactions with people and places can be as good as being there in person – Average per gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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# France: Virtual interactions with people and places can be as good as being there in person – Average per age-group



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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# Germany

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# Germany: Virtual interactions with people and places can be as good as being there in person



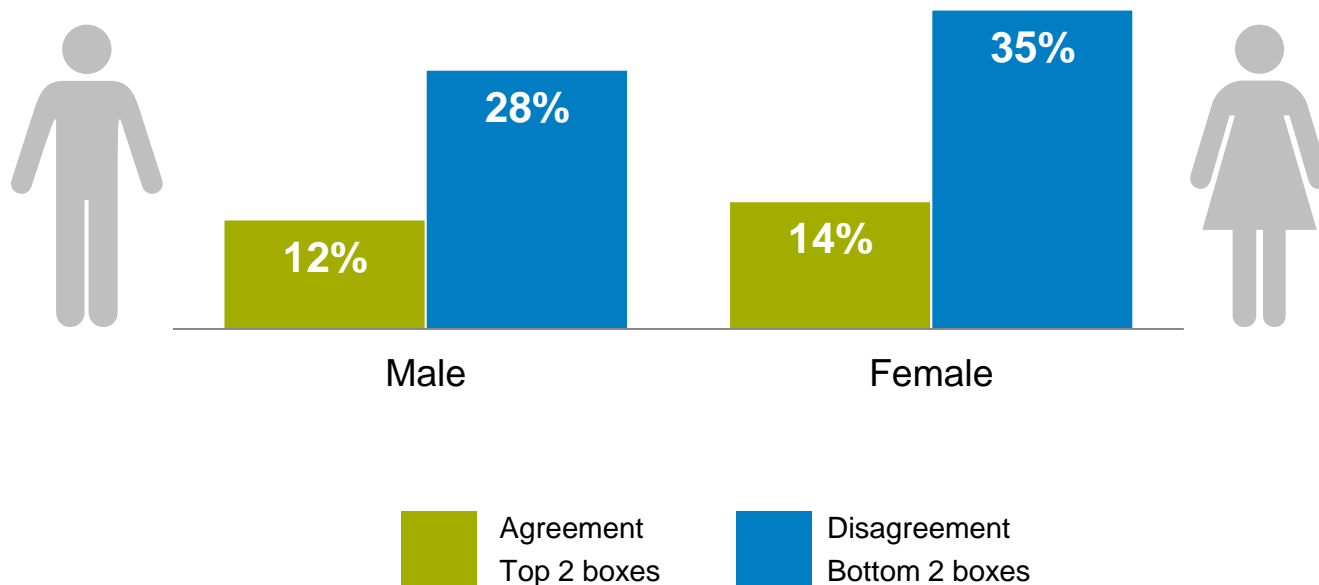
13%

of Internet users in Germany  
**agree** that virtual interactions  
with people and places can be as  
good as being there in person.

32%

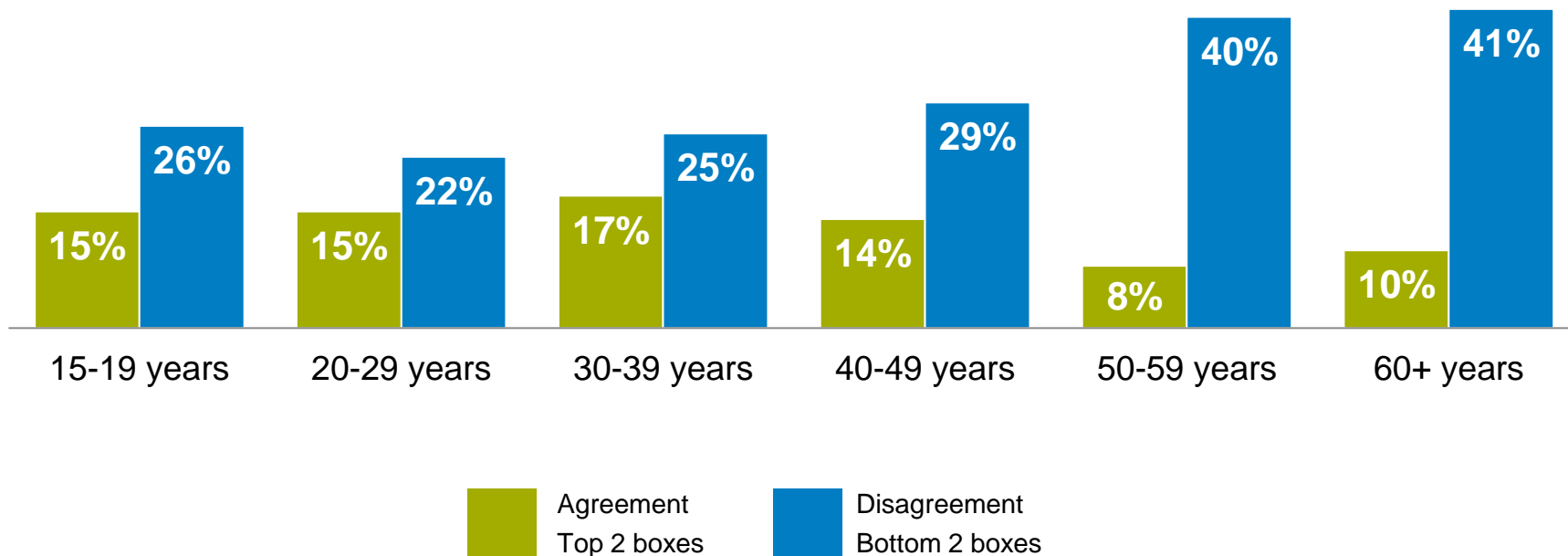
of Internet users in Germany  
**disagree** that virtual interactions  
with people and places can be as  
good as being there in person.

# Germany: Virtual interactions with people and places can be as good as being there in person – Average per gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

# Germany: Virtual interactions with people and places can be as good as being there in person – Average per age-group



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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# Italy



# Italy: Virtual interactions with people and places can be as good as being there in person



20%

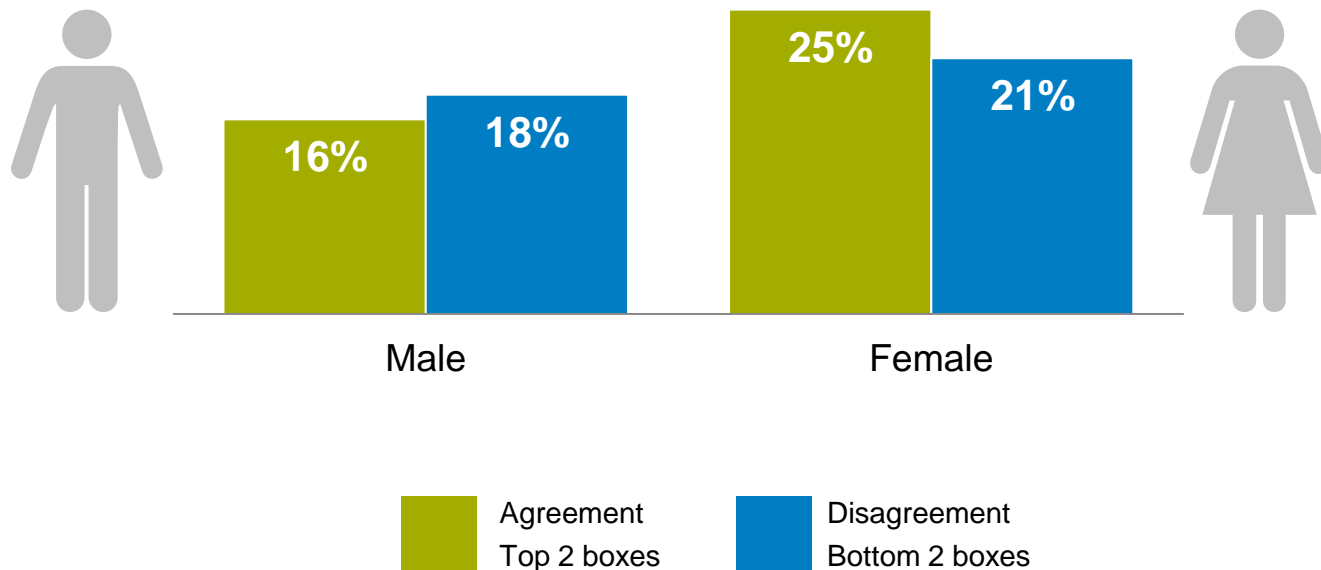
of Internet users in Italy  
**agree** that virtual interactions  
with people and places can be as  
good as being there in person.

19%

of Internet users in Italy  
**disagree** that virtual interactions  
with people and places can be as  
good as being there in person.

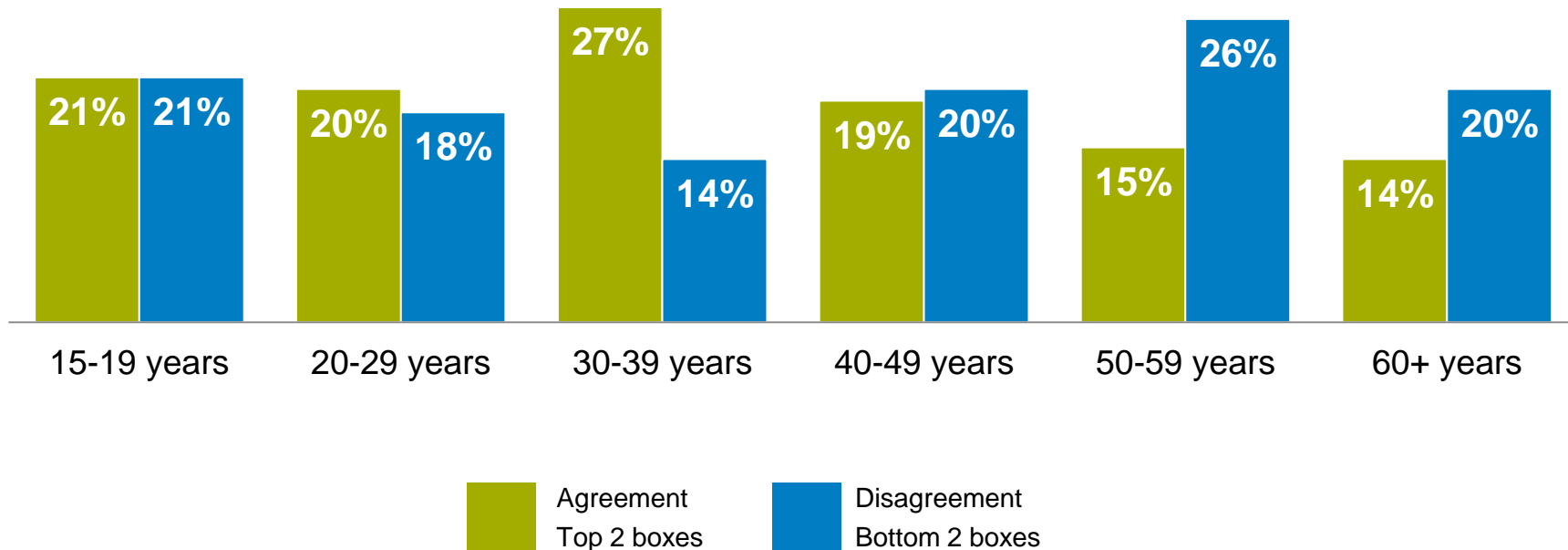


# Italy: Virtual interactions with people and places can be as good as being there in person – Average per gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

# Italy: Virtual interactions with people and places can be as good as being there in person – Average per age-group



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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# Netherlands

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# Netherlands: Virtual interactions with people and places can be as good as being there in person



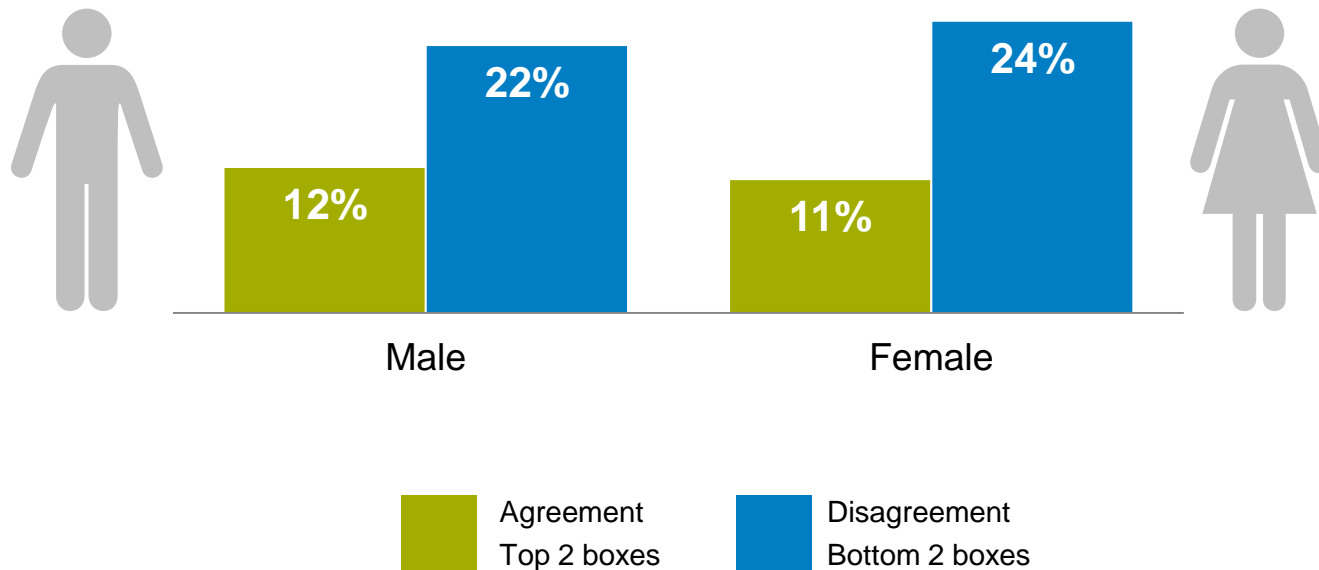
11%

of Internet users in the Netherlands **agree** that virtual interactions with people and places can be as good as being there in person.

23%

of Internet users in the Netherlands **disagree** that virtual interactions with people and places can be as good as being there in person.

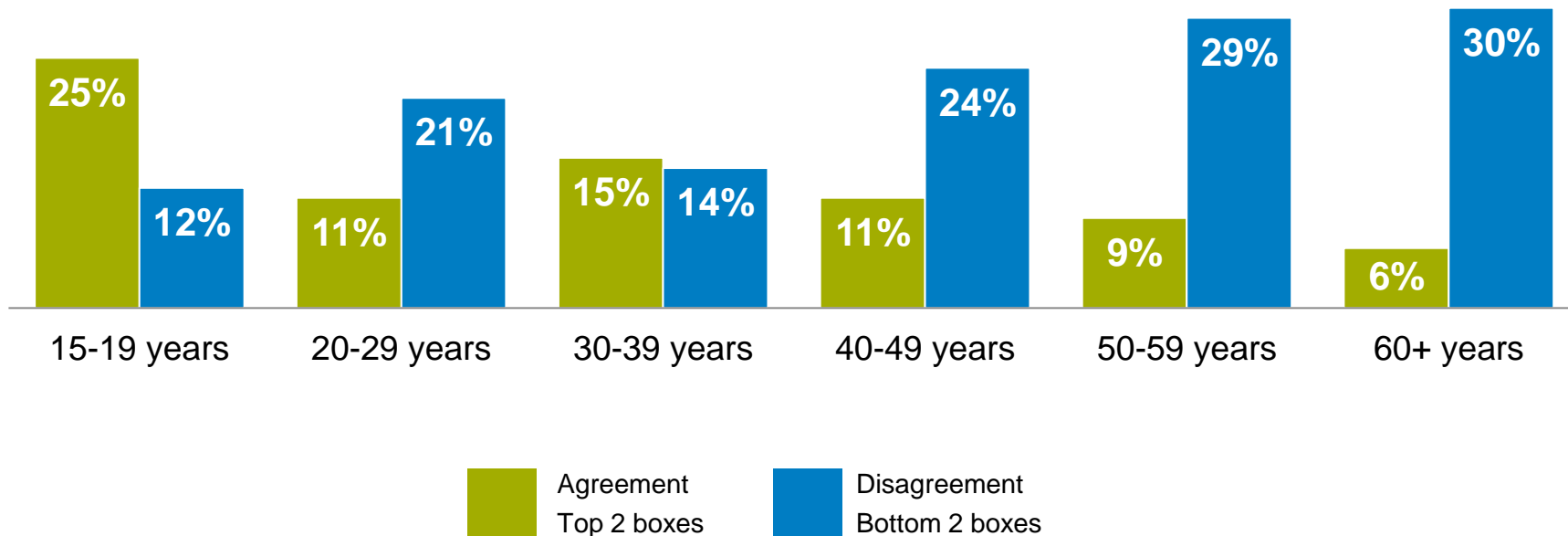
# Netherlands: Virtual interactions with people and places can be as good as being there in person – Average per gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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# Netherlands: Virtual interactions with people and places can be as good as being there in person – Average per age-group



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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# Poland

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# Poland: Virtual interactions with people and places can be as good as being there in person



17%

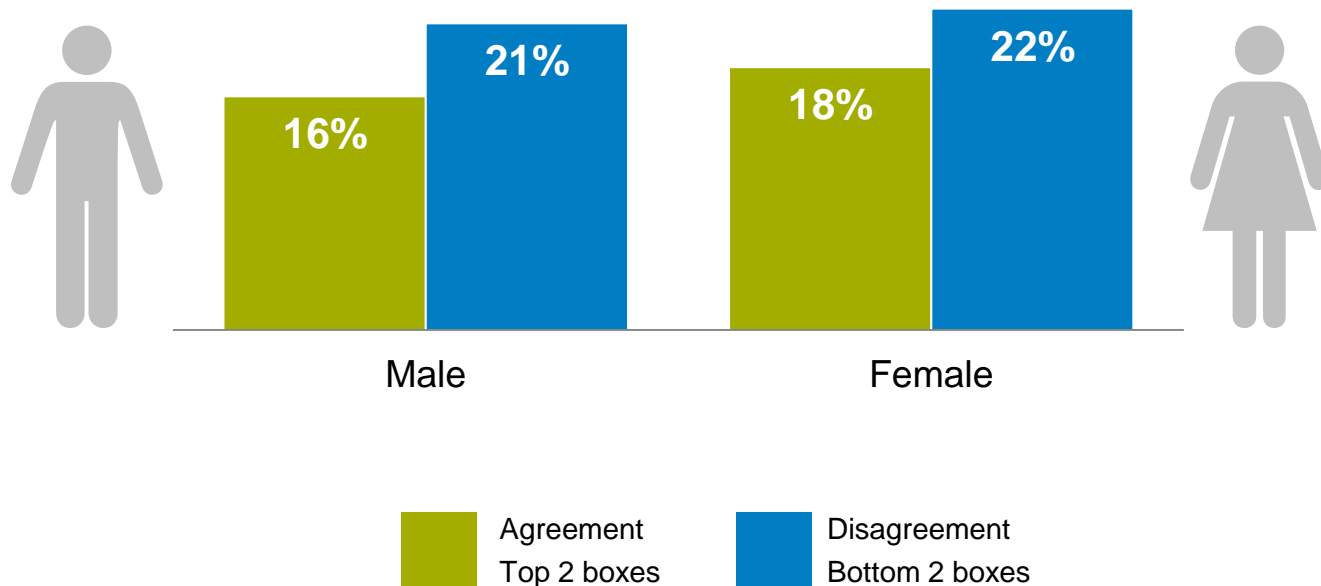
of Internet users in Poland  
**agree** that virtual interactions  
with people and places can be as  
good as being there in person.

21%

of Internet users in Poland  
**disagree** that virtual interactions  
with people and places can be as  
good as being there in person.



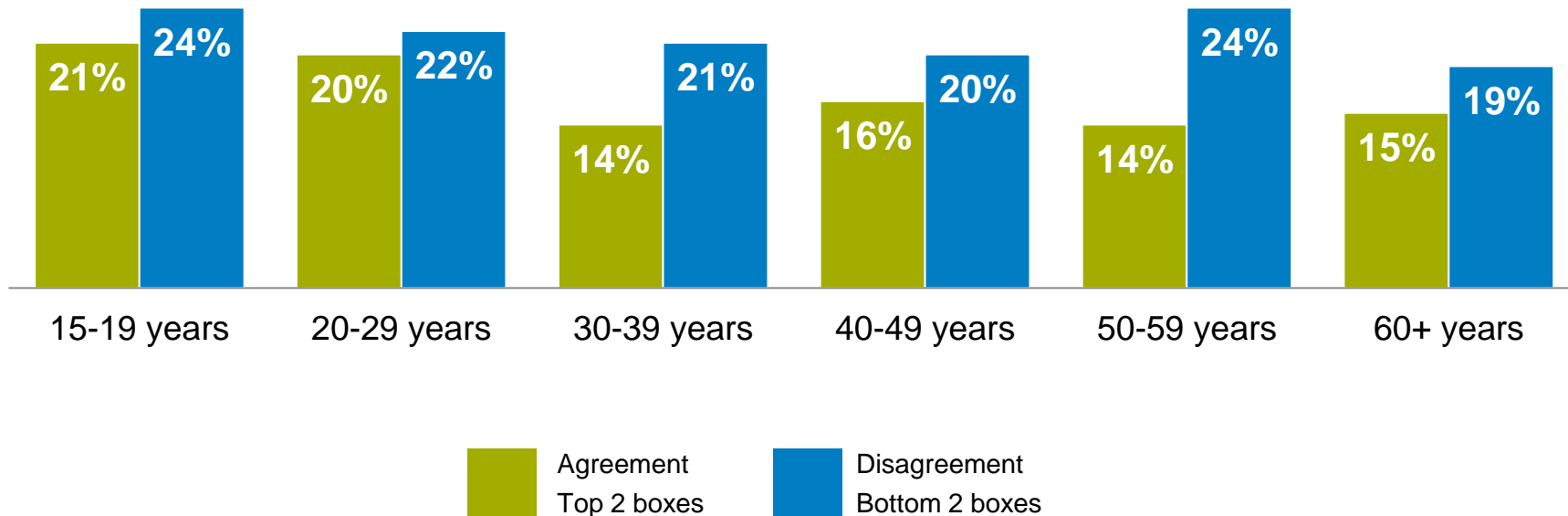
# Poland: Virtual interactions with people and places can be as good as being there in person – Average per gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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# Poland: Virtual interactions with people and places can be as good as being there in person – Average per age-group



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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# Russia

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# Russia: Virtual interactions with people and places can be as good as being there in person



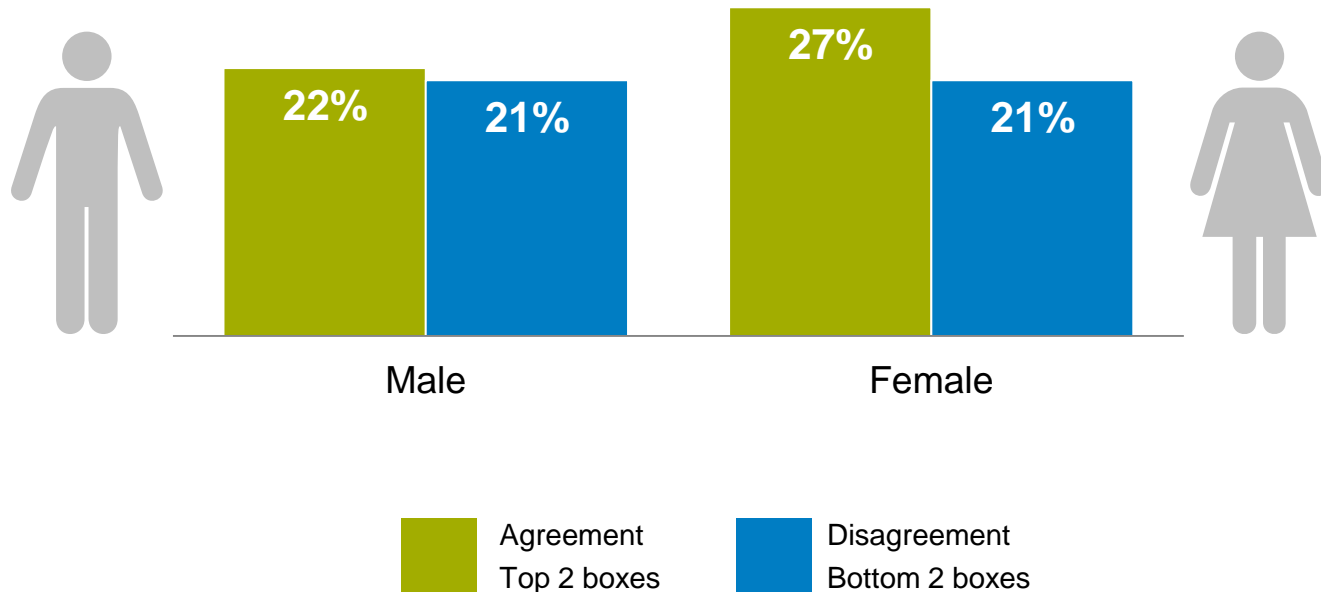
24%

of Internet users in Russia  
**agree** that virtual interactions  
with people and places can be as  
good as being there in person.

21%

of Internet users in Russia  
**disagree** that virtual interactions  
with people and places can be as  
good as being there in person.

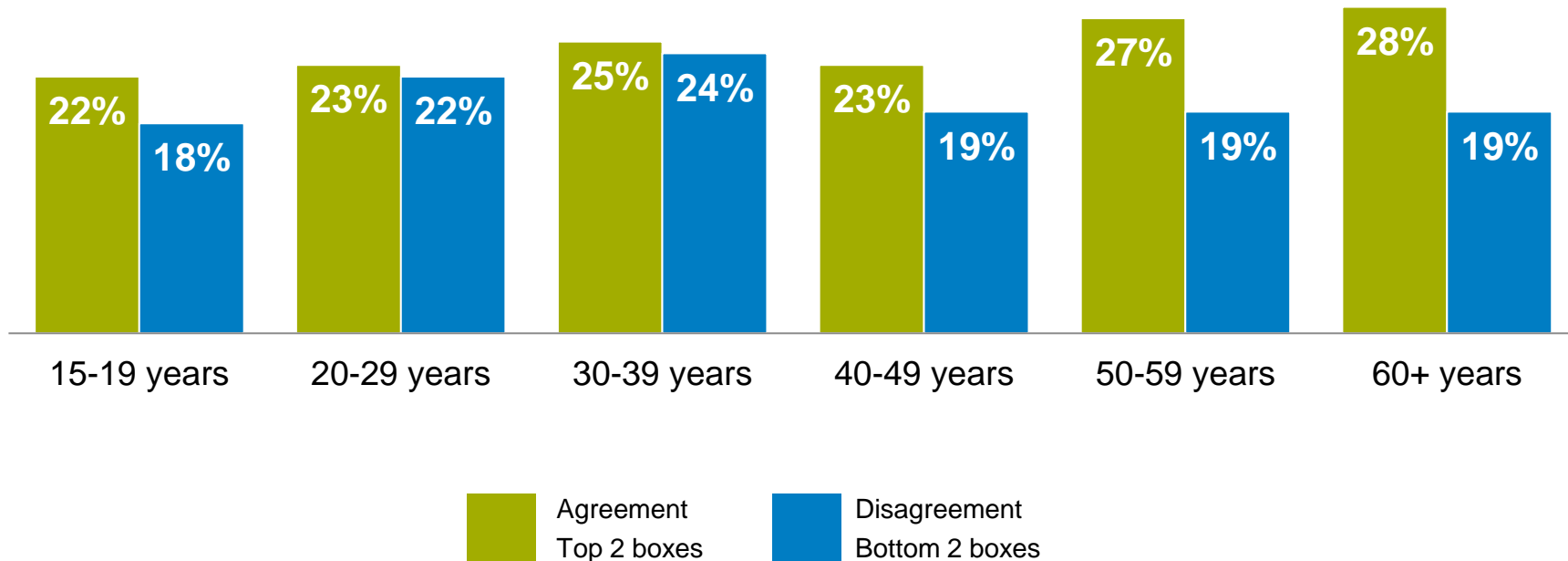
# Russia: Virtual interactions with people and places can be as good as being there in person – Average per gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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# Russia: Virtual interactions with people and places can be as good as being there in person – Average per age-group



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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# Spain



# Spain: Virtual interactions with people and places can be as good as being there in person



20%

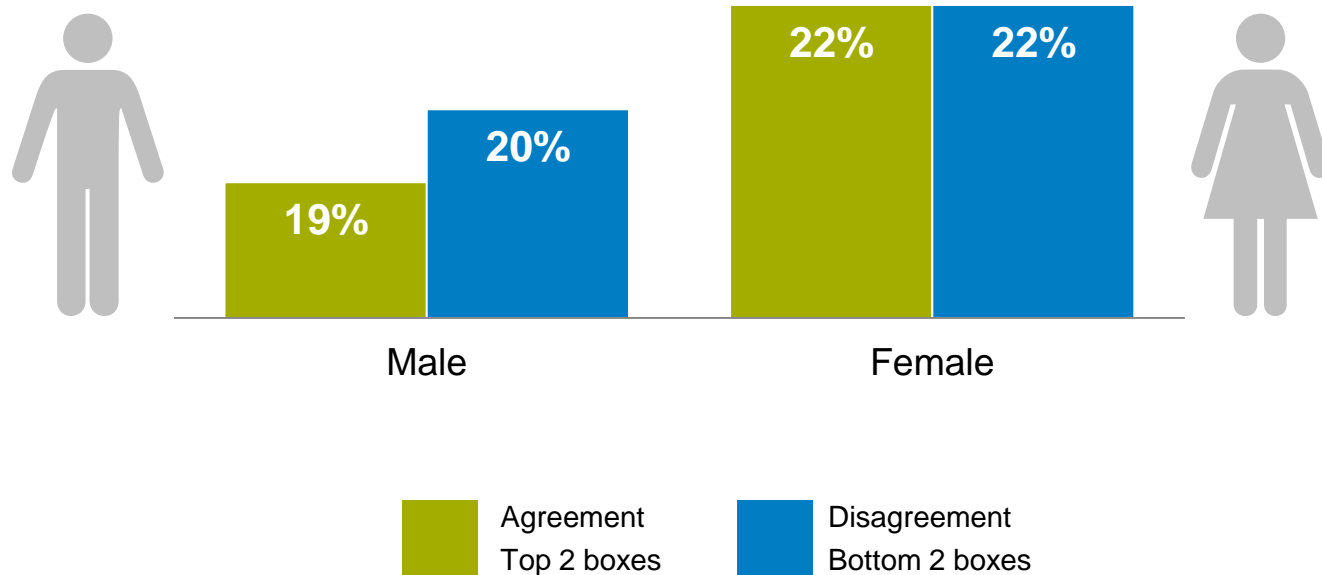
of Internet users in Spain  
**agree** that virtual interactions  
with people and places can be as  
good as being there in person.

21%

of Internet users in Spain  
**disagree** that virtual interactions  
with people and places can be as  
good as being there in person.



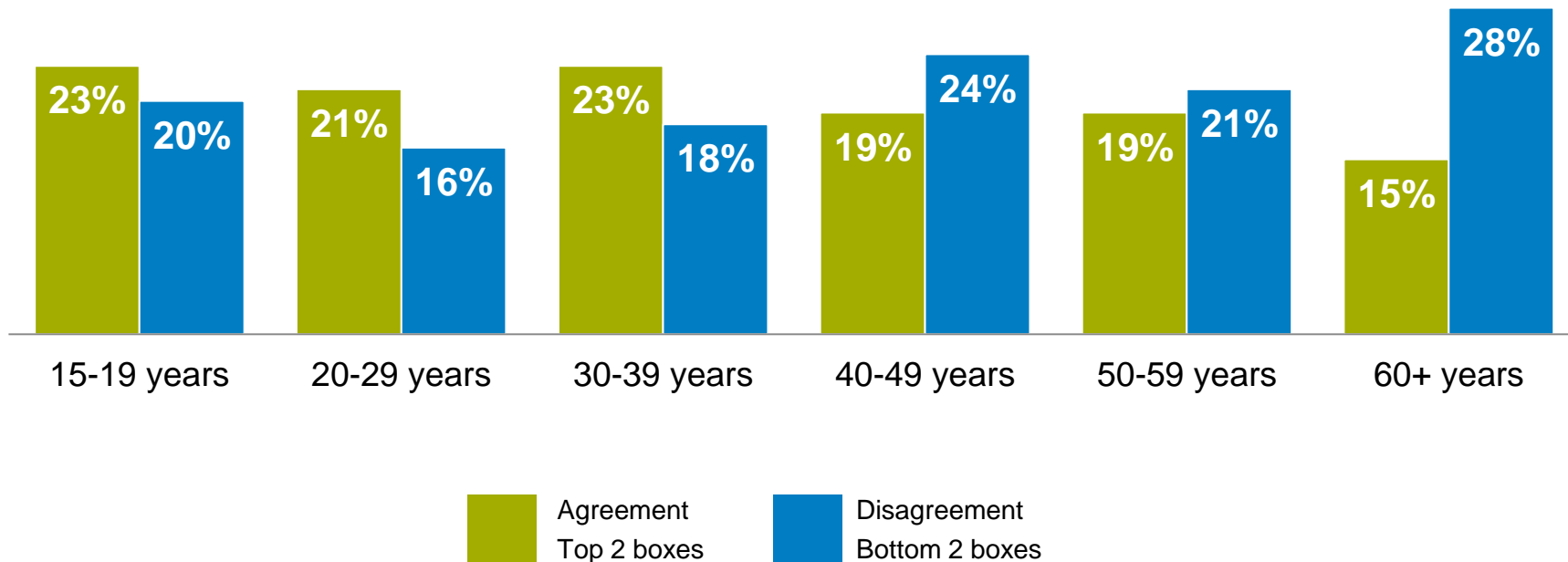
# Spain: Virtual interactions with people and places can be as good as being there in person – Average per gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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# Spain: Virtual interactions with people and places can be as good as being there in person – Average per age-group



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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# Sweden



# Sweden: Virtual interactions with people and places can be as good as being there in person



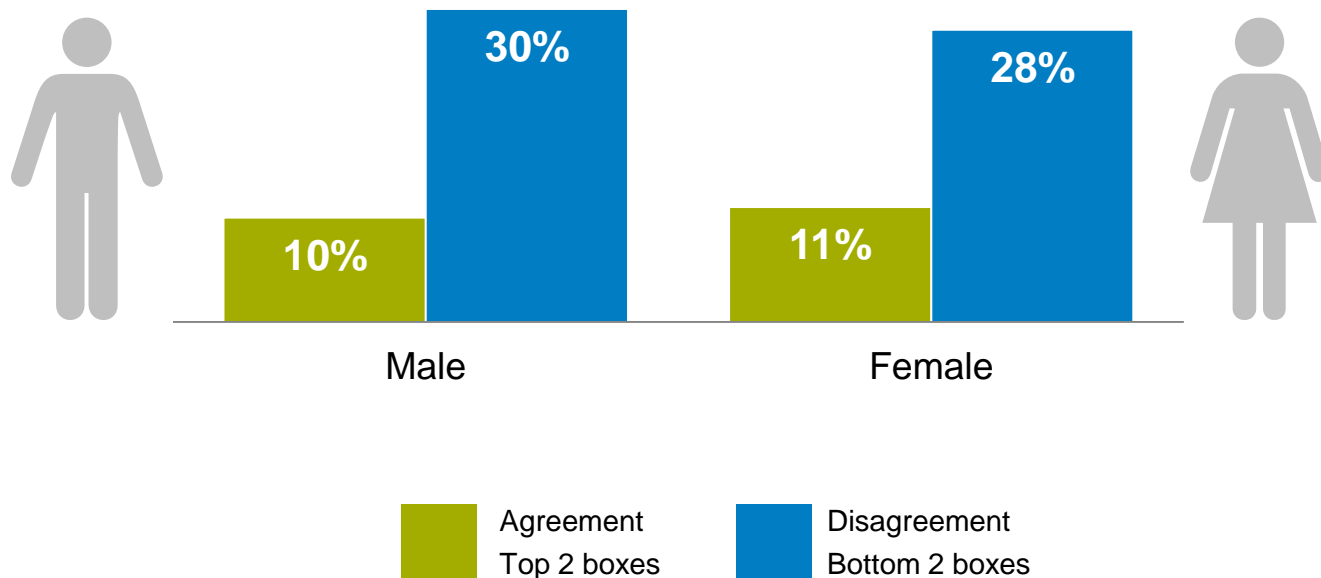
11%

of Internet users in Sweden  
**agree** that virtual interactions  
with people and places can be as  
good as being there in person.

29%

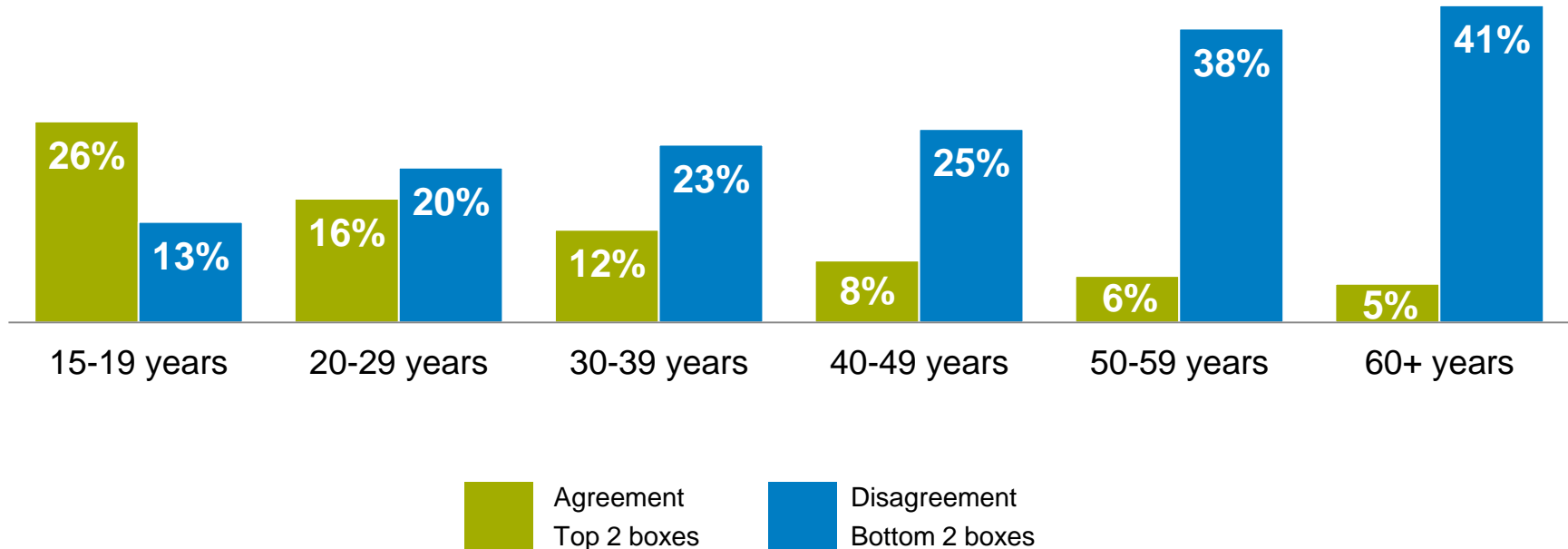
of Internet users in Sweden  
**disagree** that virtual interactions  
with people and places can be as  
good as being there in person.

# Sweden: Virtual interactions with people and places can be as good as being there in person – Average per gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

# Sweden: Virtual interactions with people and places can be as good as being there in person – Average per age-group



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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# Turkey



# Turkey: Virtual interactions with people and places can be as good as being there in person



34%

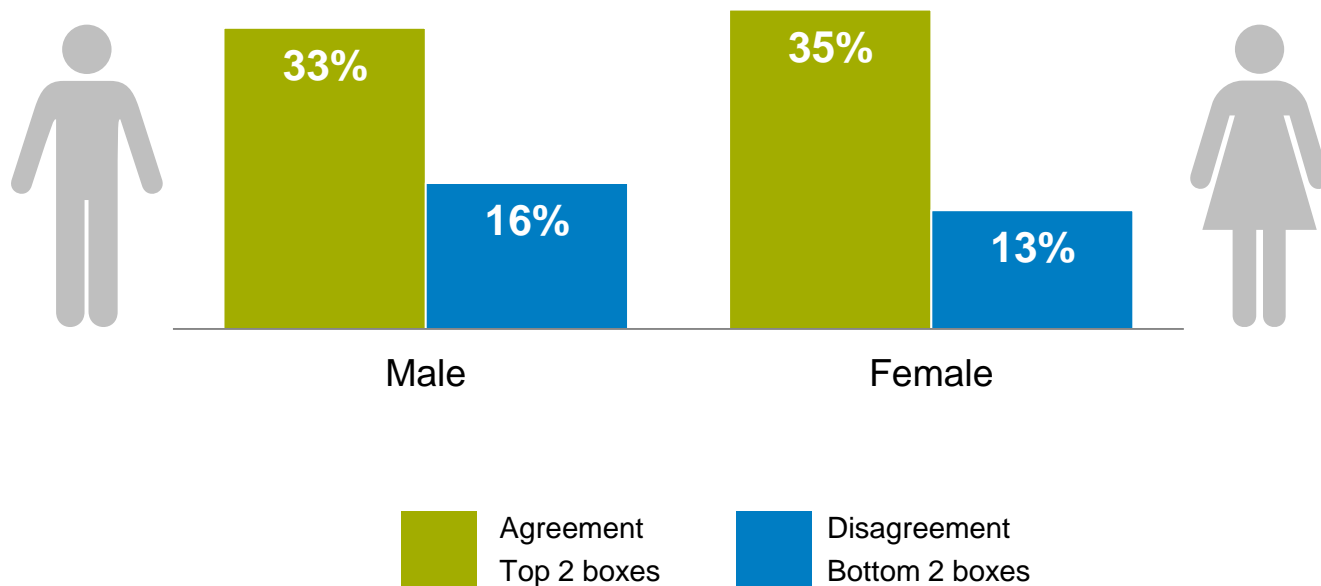
of Internet users in Turkey  
**agree** that virtual interactions  
with people and places can be as  
good as being there in person.

15%

of Internet users in Turkey  
**disagree** that virtual interactions  
with people and places can be as  
good as being there in person.



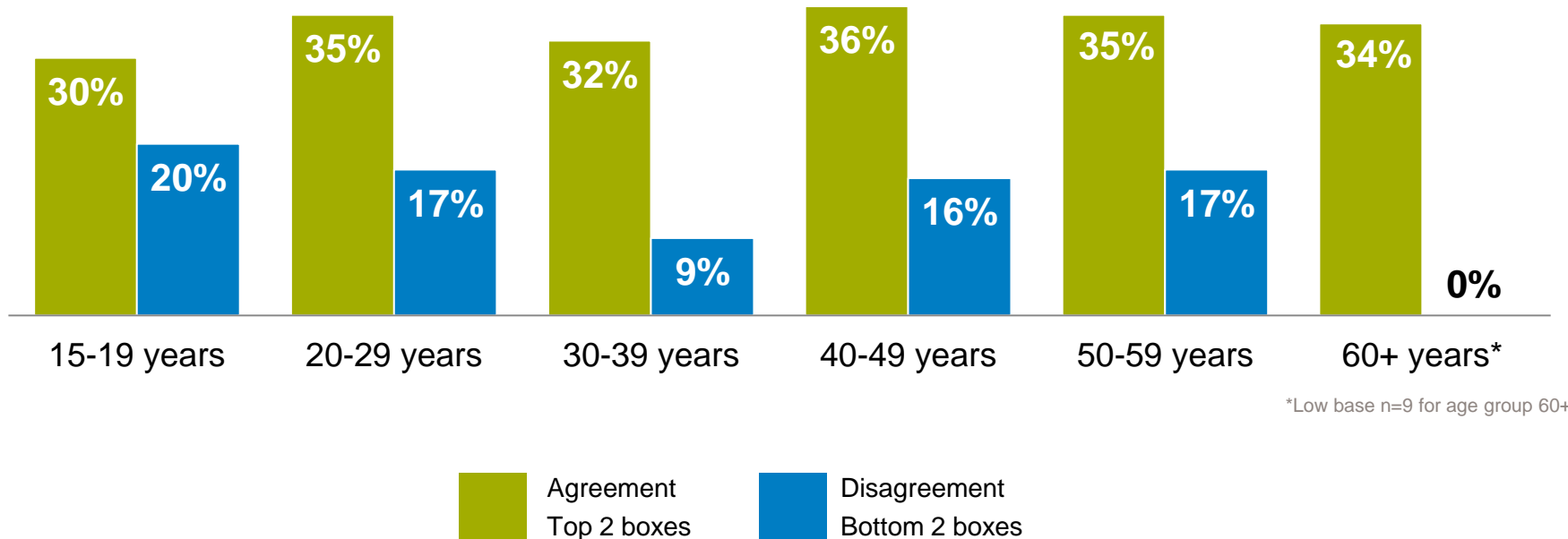
# Turkey: Virtual interactions with people and places can be as good as being there in person – Average per gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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# Turkey: Virtual interactions with people and places can be as good as being there in person – Average per age-group



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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# United Kingdom

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# UK: Virtual interactions with people and places can be as good as being there in person



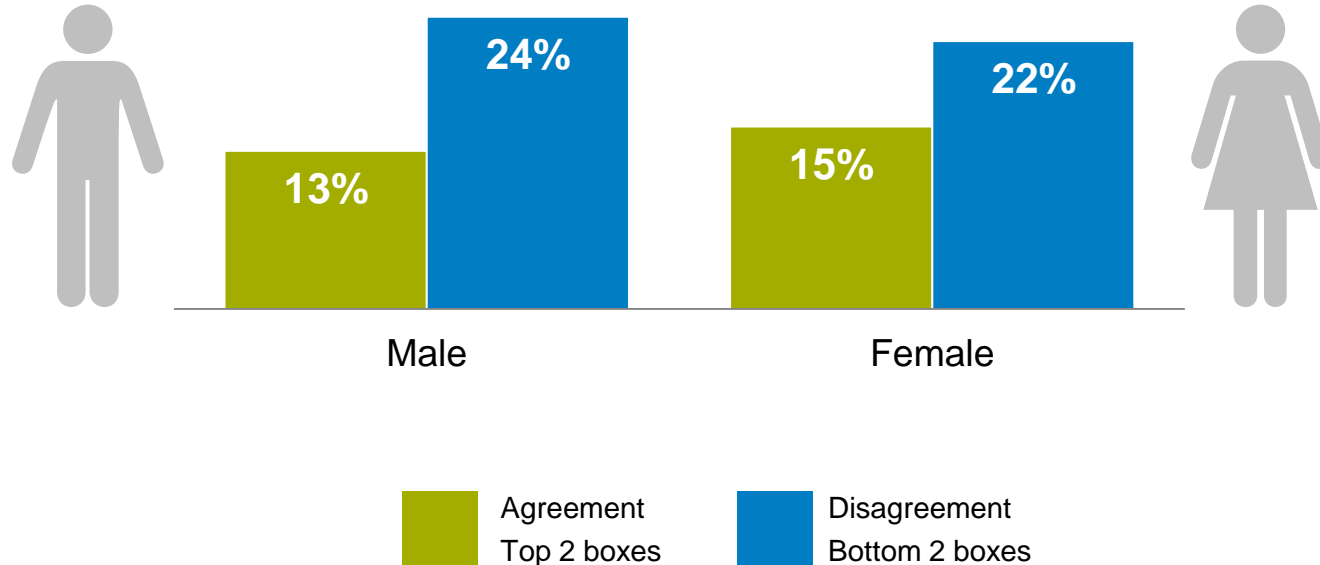
14%

of Internet users in UK  
**agree** that virtual interactions  
with people and places can be as  
good as being there in person.

23%

of Internet users in UK  
**disagree** that virtual interactions  
with people and places can be as  
good as being there in person.

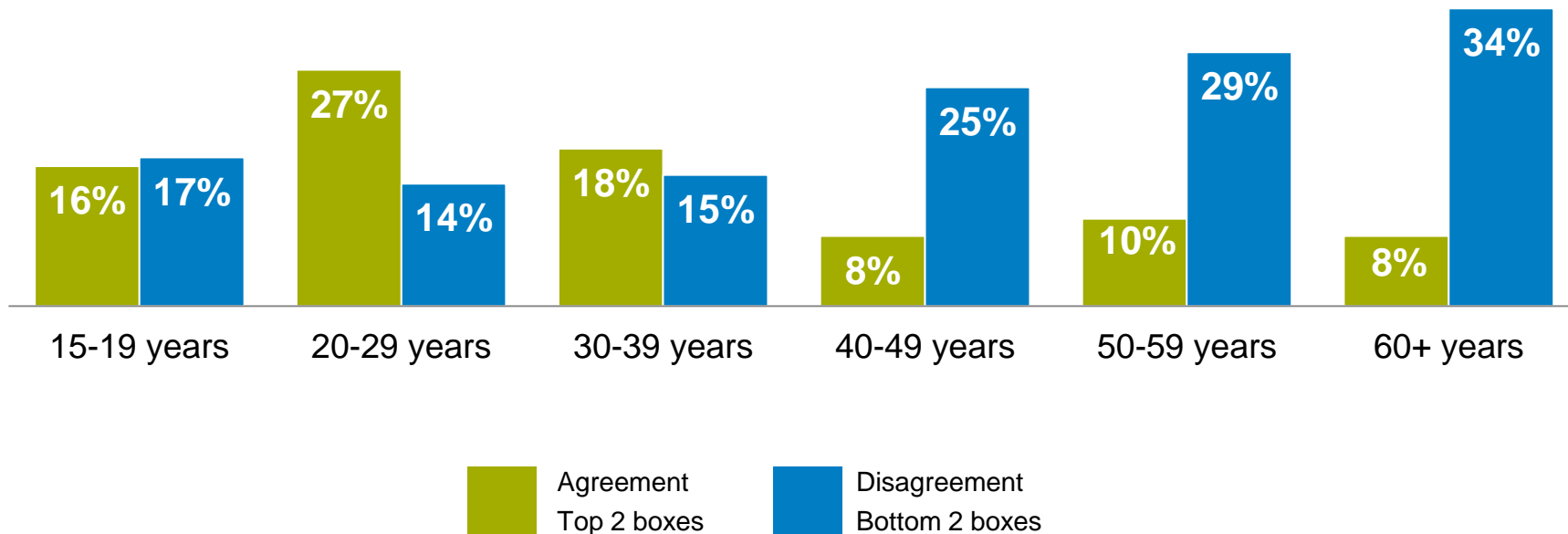
# UK: Virtual interactions with people and places can be as good as being there in person – Average per gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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# UK: Virtual interactions with people and places can be as good as being there in person – Average per age-group



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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# Country results – North America

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# Canada





# Canada: Virtual interactions with people and places can be as good as being there in person



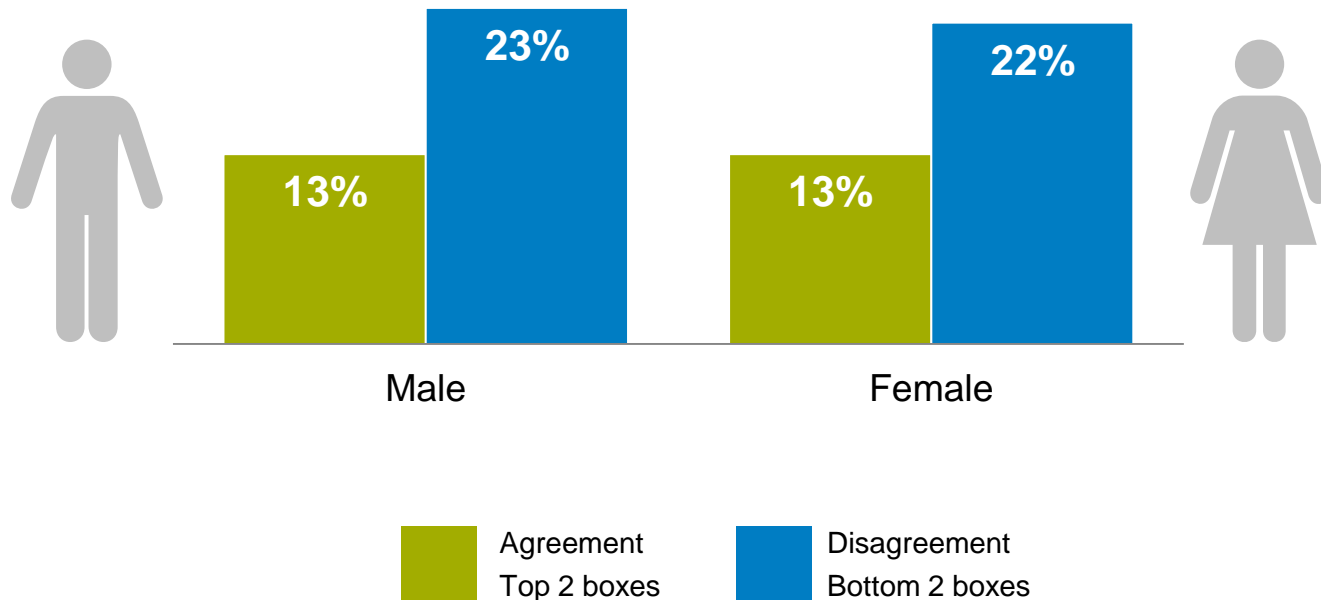
13%

of Internet users in Canada  
**agree** that virtual interactions  
with people and places can be as  
good as being there in person.

23%

of Internet users in Canada  
**disagree** that virtual interactions  
with people and places can be as  
good as being there in person.

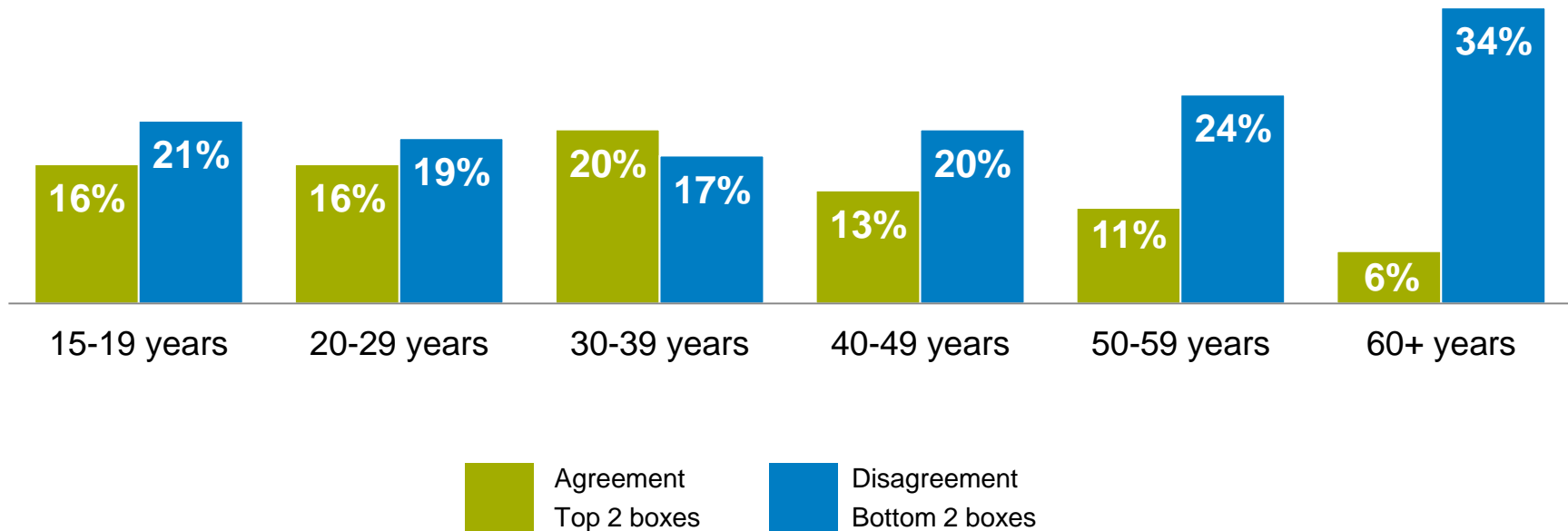
# Canada: Virtual interactions with people and places can be as good as being there in person – Average per gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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# Canada: Virtual interactions with people and places can be as good as being there in person – Average per age-group



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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# USA



# USA: Virtual interactions with people and places can be as good as being there in person



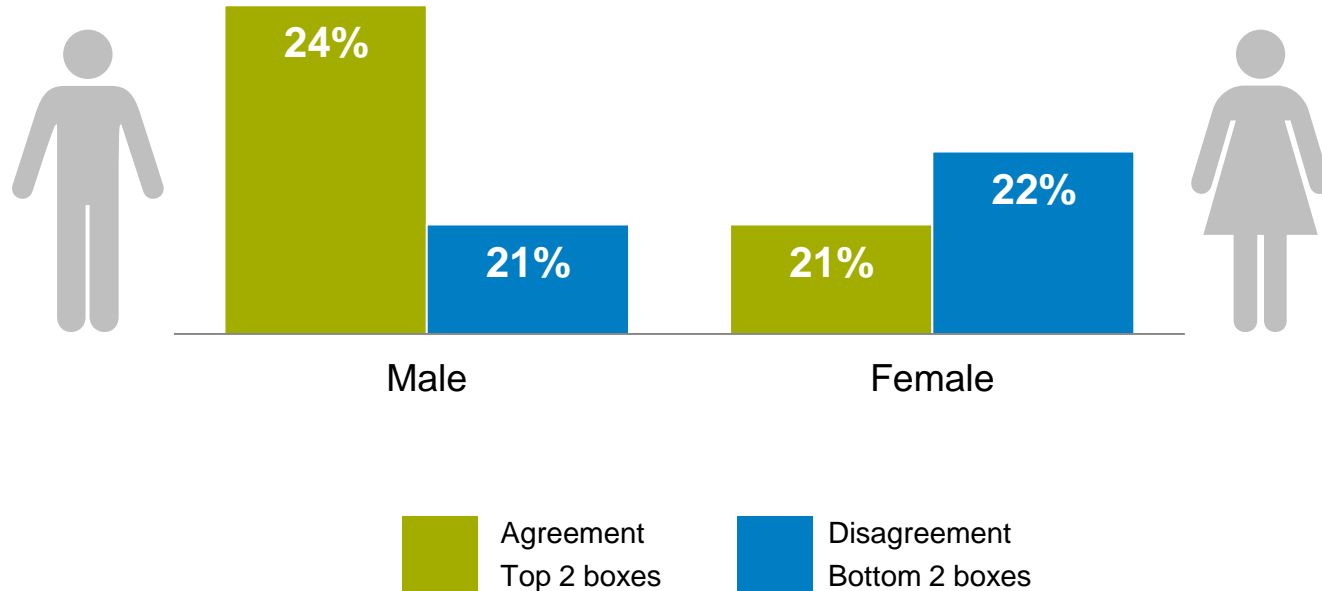
23%

of Internet users in the USA  
**agree** that virtual interactions  
with people and places can be as  
good as being there in person.

22%

of Internet users in the USA  
**disagree** that virtual interactions  
with people and places can be as  
good as being there in person.

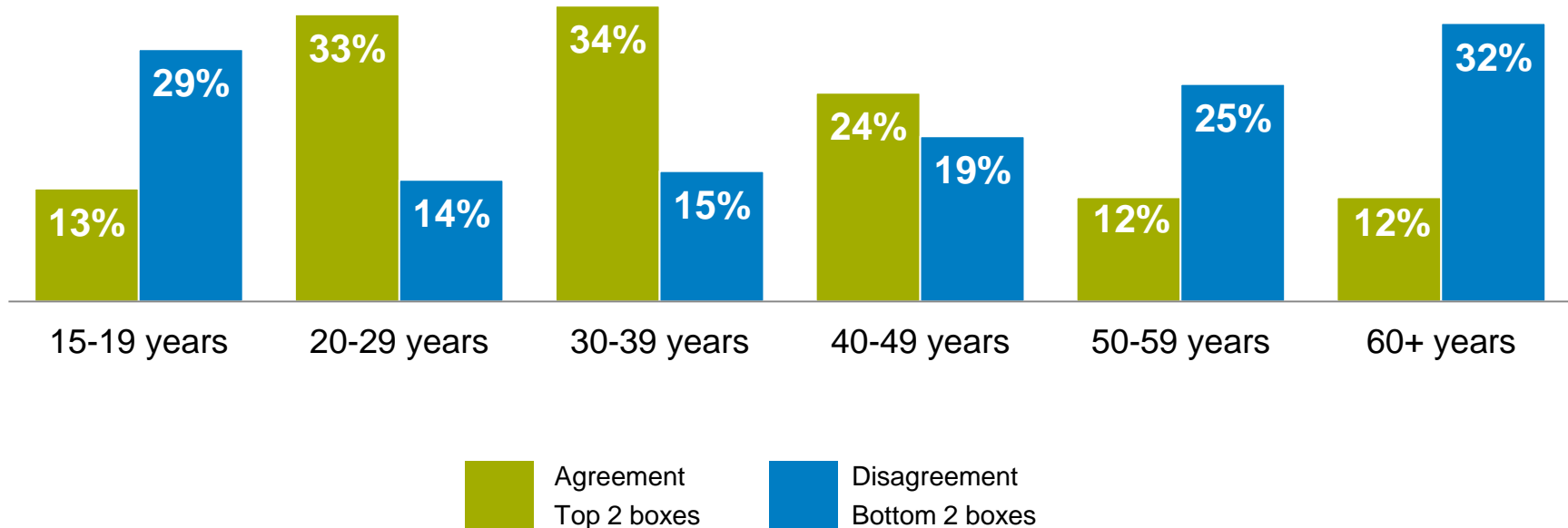
# USA: Virtual interactions with people and places can be as good as being there in person – Average per gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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# USA: Virtual interactions with people and places can be as good as being there in person – Average per age-group



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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# Country results – Latin America



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# Argentina



# Argentina: Virtual interactions with people and places can be as good as being there in person



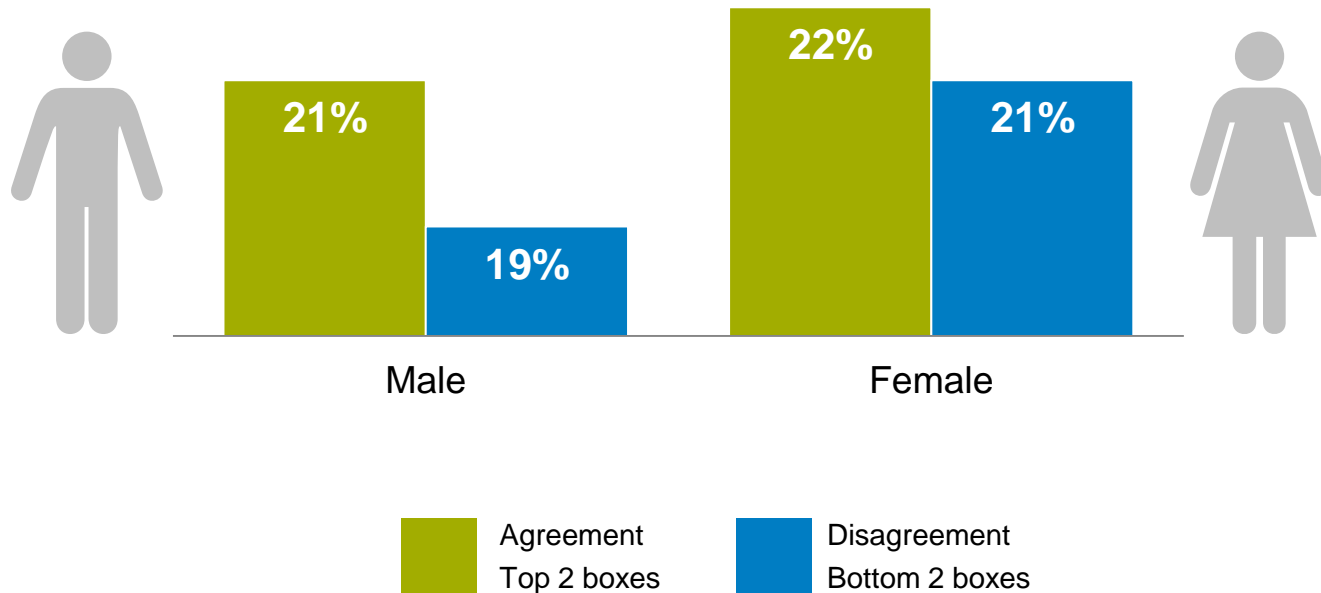
22%

of Internet users in Argentina  
**agree** that virtual interactions  
with people and places can be as  
good as being there in person.

20%

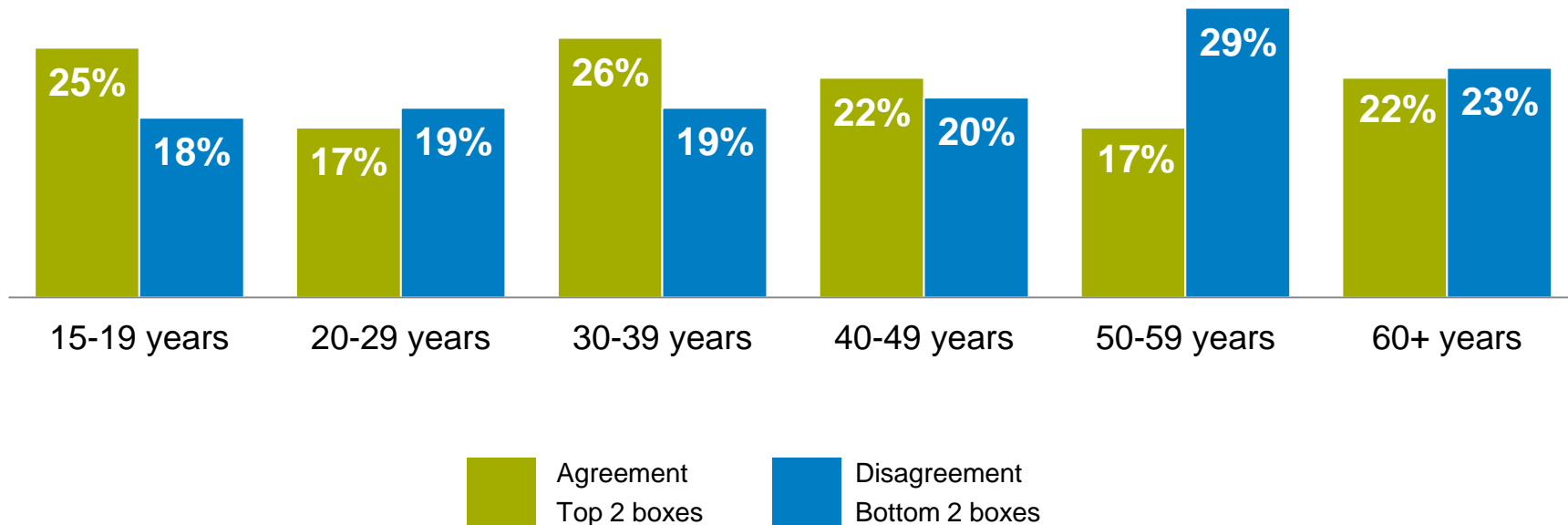
of Internet users in Argentina  
**disagree** that virtual interactions  
with people and places can be as  
good as being there in person.

# Argentina: Virtual interactions with people and places can be as good as being there in person – Average per gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

# Argentina: Virtual interactions with people and places can be as good as being there in person – Average per age-group



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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# Brazil



# Brazil: Virtual interactions with people and places can be as good as being there in person



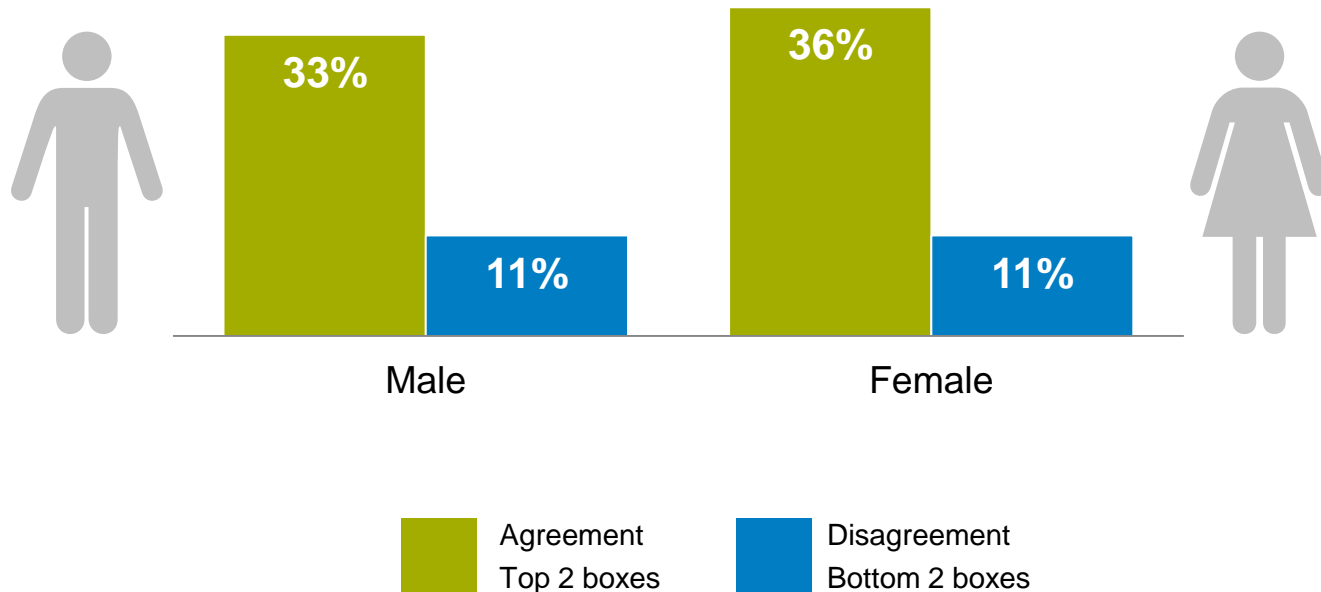
34%

of Internet users in Brazil  
**agree** that virtual interactions  
with people and places can be as  
good as being there in person.

11%

of Internet users in Brazil  
**disagree** that virtual interactions  
with people and places can be as  
good as being there in person.

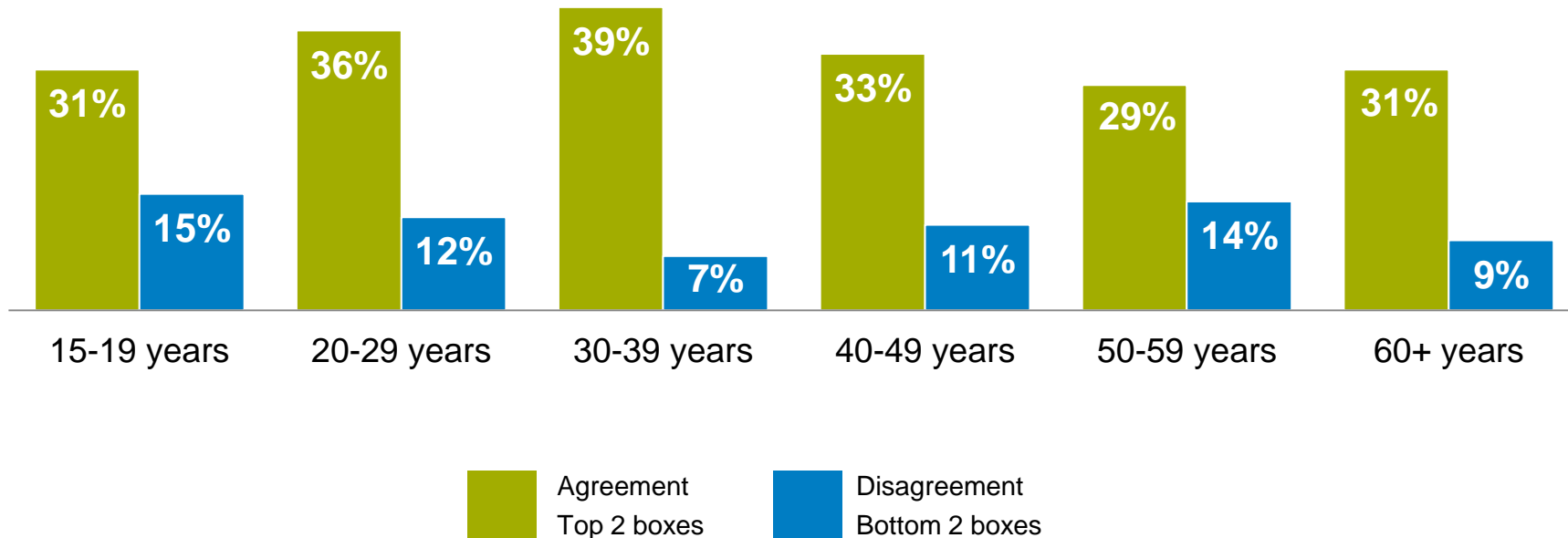
# Brazil: Virtual interactions with people and places can be as good as being there in person – Average per gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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# Brazil: Virtual interactions with people and places can be as good as being there in person – Average per age-group



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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# Mexico



# Mexico: Virtual interactions with people and places can be as good as being there in person



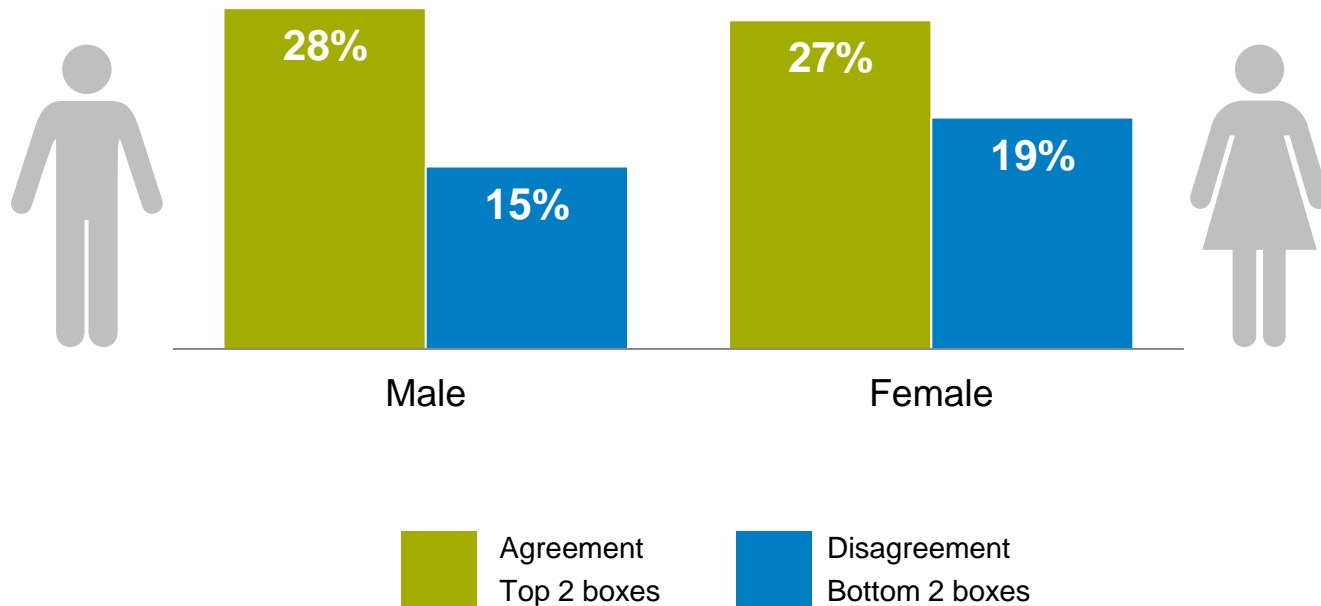
28%

of Internet users in Mexico  
**agree** that virtual interactions  
with people and places can be as  
good as being there in person.

17%

of Internet users in Mexico  
**disagree** that virtual interactions  
with people and places can be as  
good as being there in person.

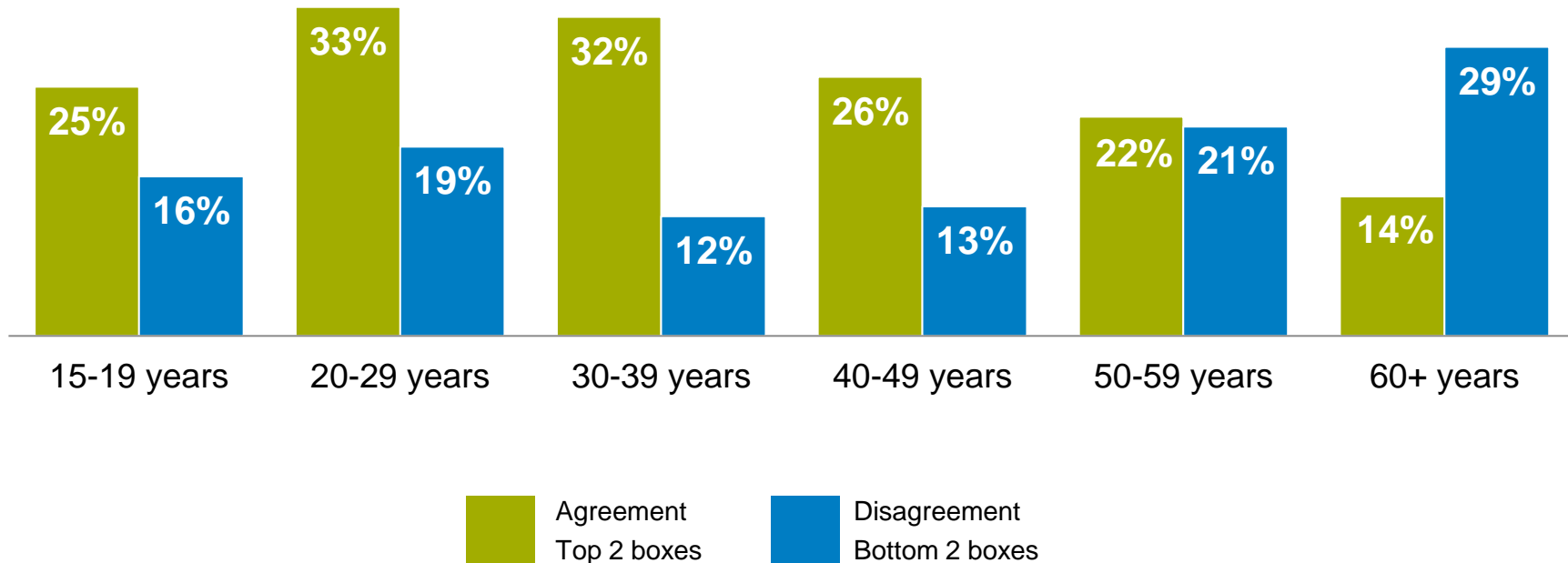
# Mexico: Virtual interactions with people and places can be as good as being there in person – Average per gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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# Mexico: Virtual interactions with people and places can be as good as being there in person – Average per age-group



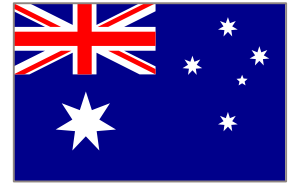
Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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# Country results – Asia-Pacific

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# Australia



# Australia: Virtual interactions with people and places can be as good as being there in person



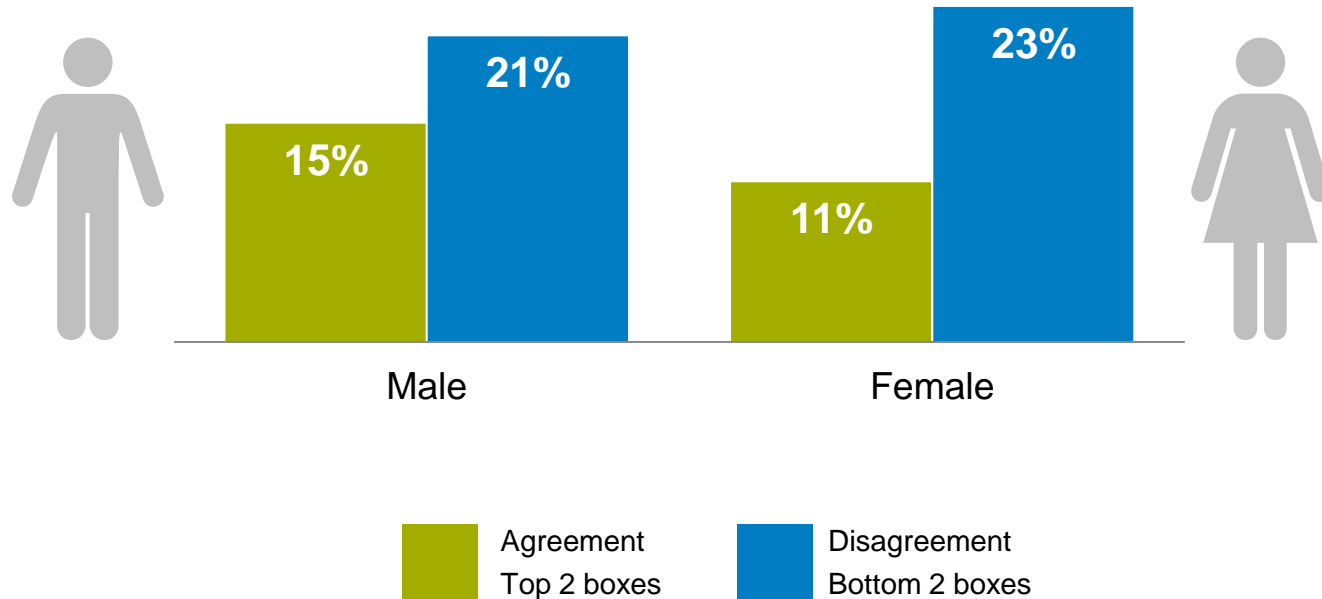
13%

of Internet users in Australia  
**agree** that virtual interactions  
with people and places can be as  
good as being there in person.

22%

of Internet users in Australia  
**disagree** that virtual interactions  
with people and places can be as  
good as being there in person.

# Australia: Virtual interactions with people and places can be as good as being there in person – Average per gender

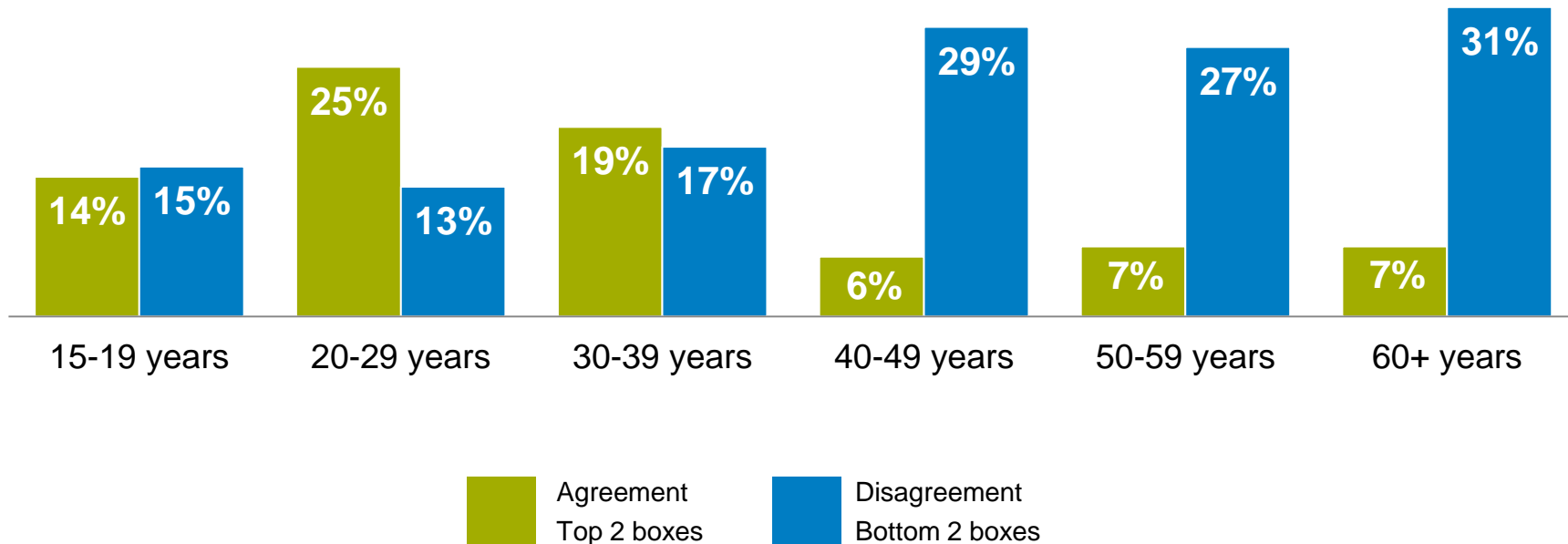


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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# Australia: Virtual interactions with people and places can be as good as being there in person – Average per age-group



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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# China



# China: Virtual interactions with people and places can be as good as being there in person



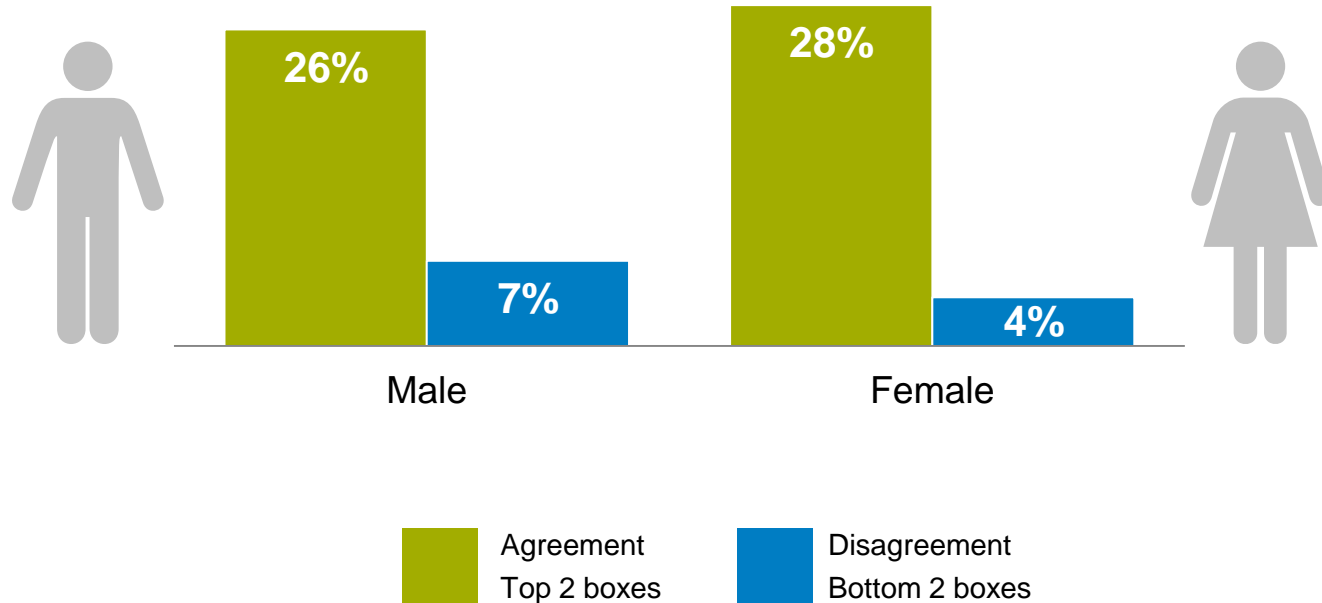
27%

of Internet users in China  
**agree** that virtual interactions  
with people and places can be as  
good as being there in person.

6%

of Internet users in China  
**disagree** that virtual interactions  
with people and places can be as  
good as being there in person.

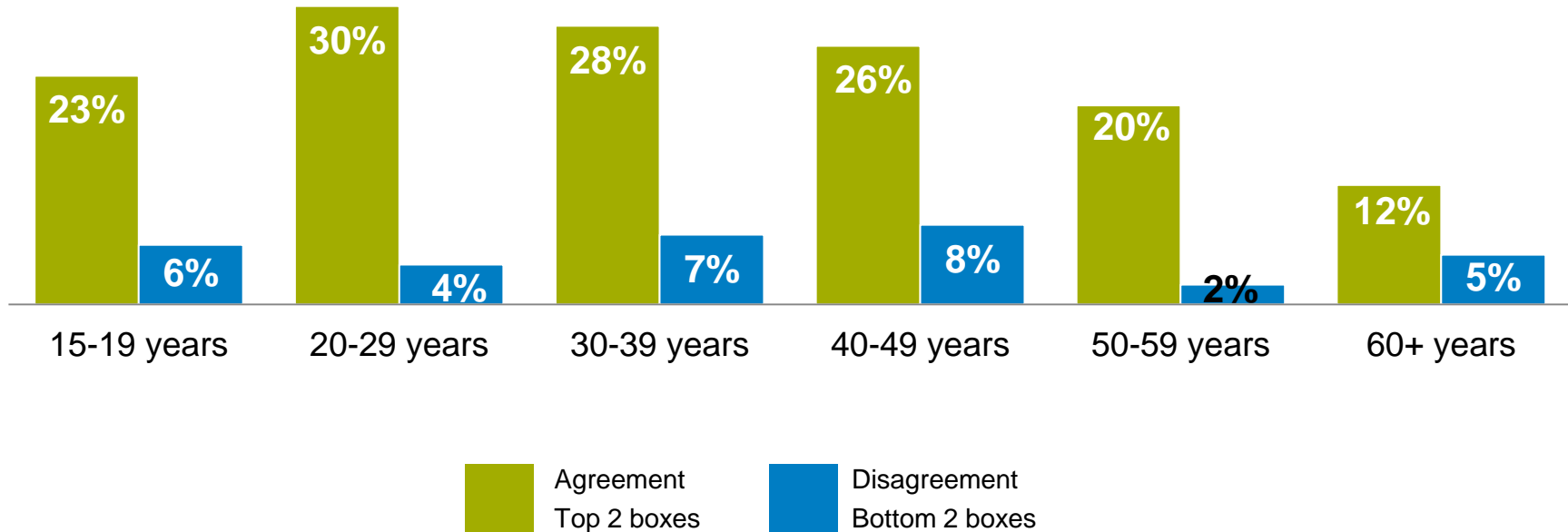
# China: Virtual interactions with people and places can be as good as being there in person – Average per gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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# China: Virtual interactions with people and places can be as good as being there in person – Average per age-group



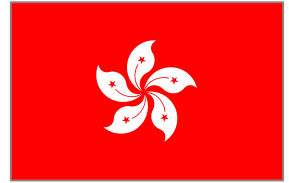
Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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# Hong Kong

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# Hong Kong: Virtual interactions with people and places can be as good as being there in person



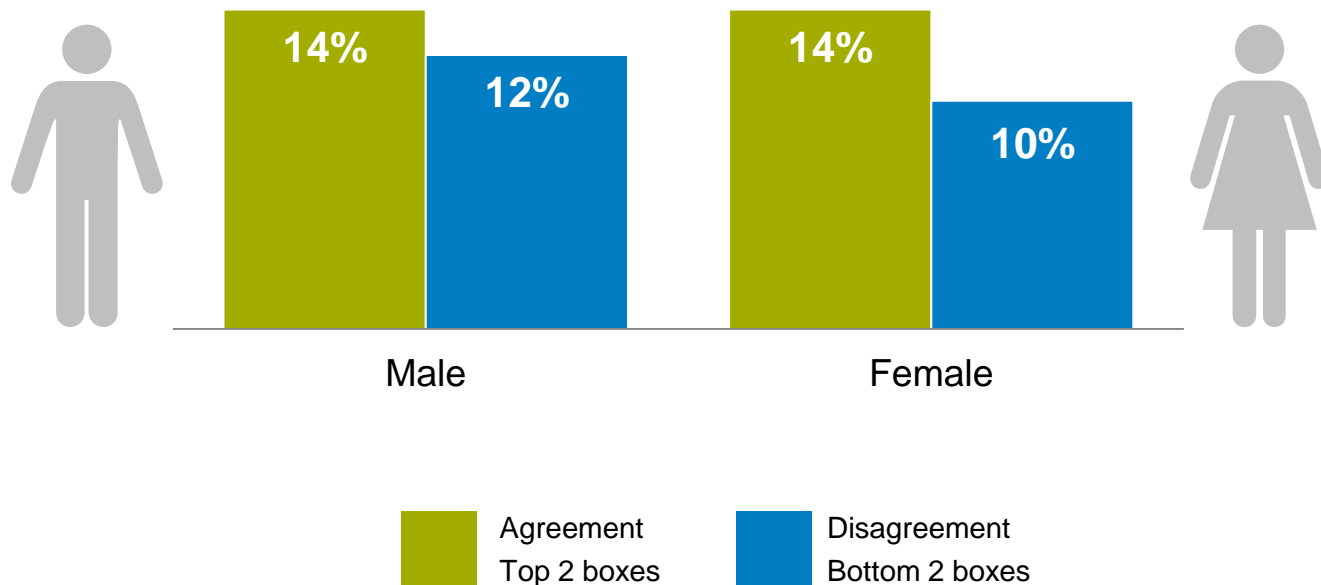
14%

of Internet users in Hong Kong  
**agree** that virtual interactions  
with people and places can be as  
good as being there in person.

11%

of Internet users in Hong Kong  
**disagree** that virtual interactions  
with people and places can be as  
good as being there in person.

# Hong Kong: Virtual interactions with people and places can be as good as being there in person – Average per gender

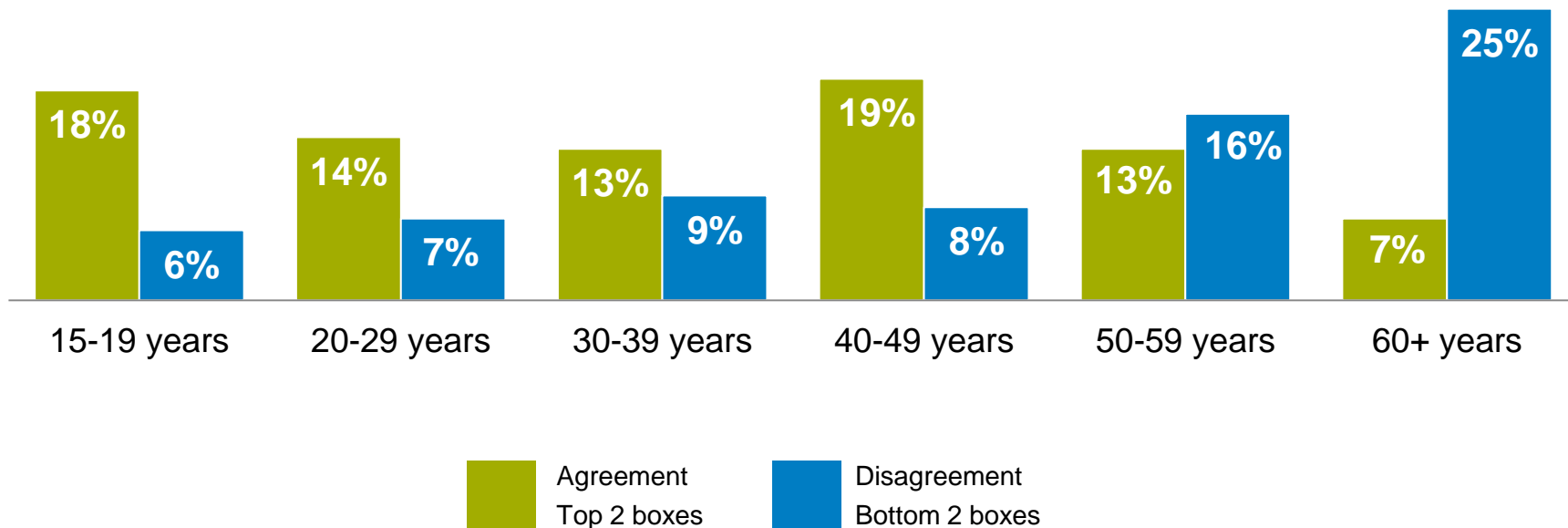


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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# Hong Kong: Virtual interactions with people and places can be as good as being there in person – Average per age-group

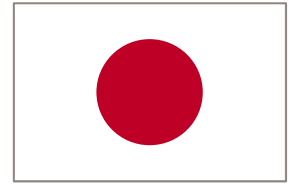


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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# Japan



# Japan: Virtual interactions with people and places can be as good as being there in person



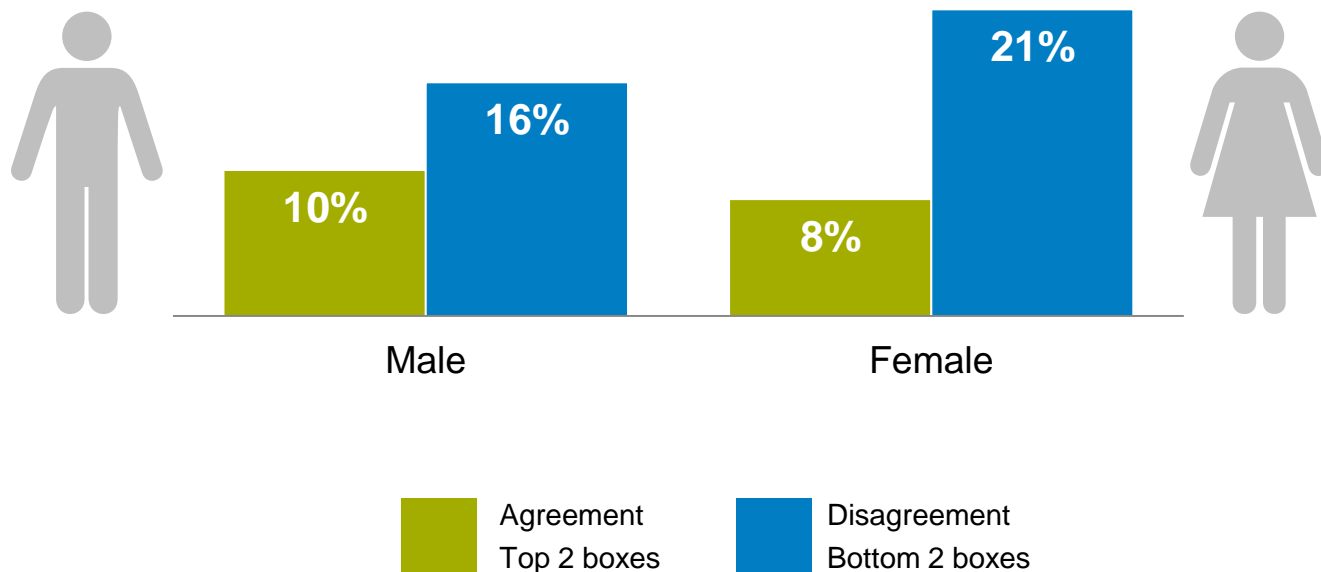
9%

of Internet users in Japan  
**agree** that virtual interactions  
with people and places can be as  
good as being there in person.

18%

of Internet users in Japan  
**disagree** that virtual interactions  
with people and places can be as  
good as being there in person.

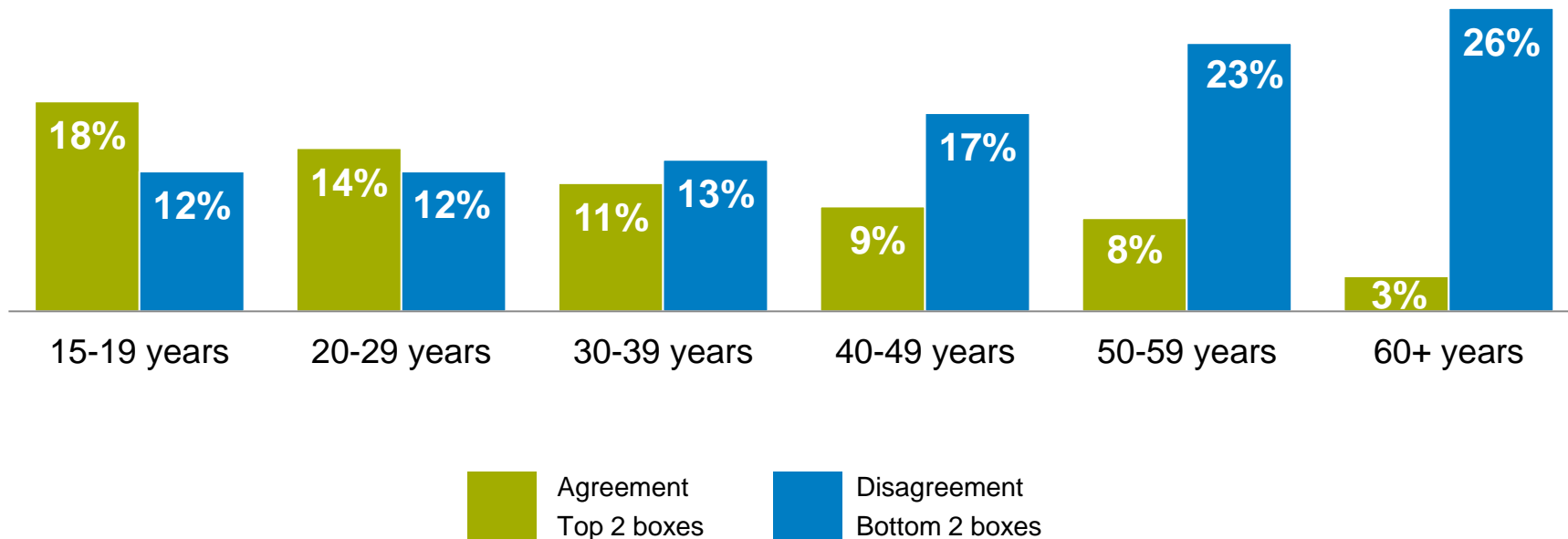
# Japan: Virtual interactions with people and places can be as good as being there in person – Average per gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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# Japan: Virtual interactions with people and places can be as good as being there in person – Average per age-group



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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# South Korea

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# South Korea: Virtual interactions with people and places can be as good as being there in person



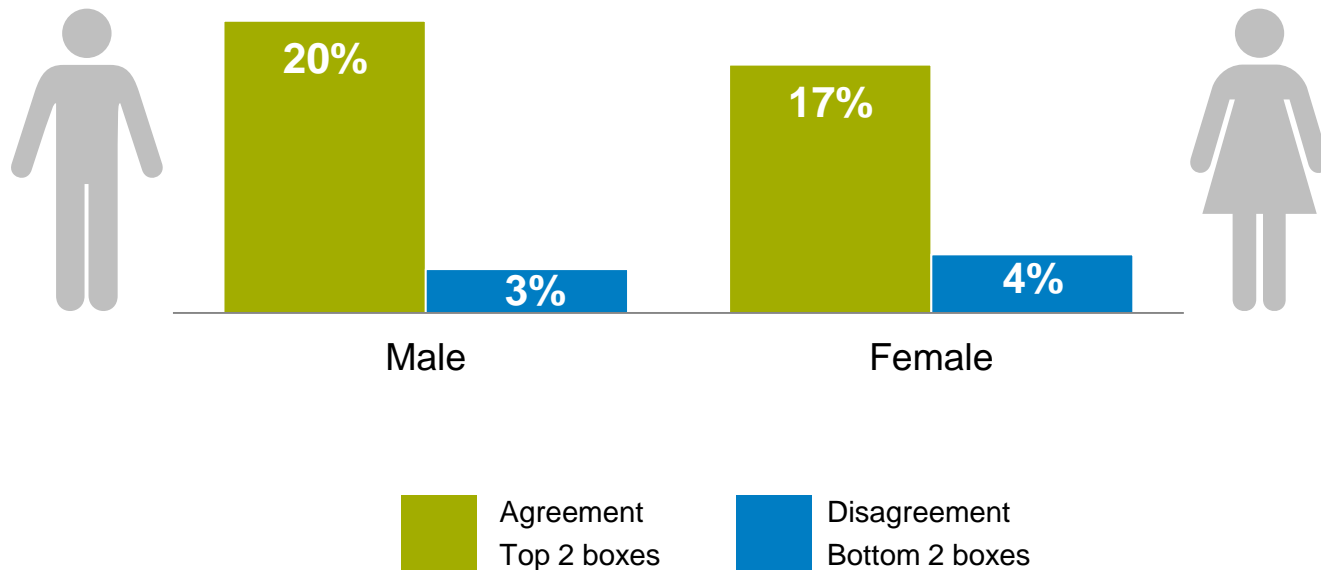
19%

of Internet users in South Korea  
**agree** that virtual interactions  
with people and places can be as  
good as being there in person.

4%

of Internet users in South Korea  
**disagree** that virtual interactions  
with people and places can be as  
good as being there in person.

# South Korea: Virtual interactions with people and places can be as good as being there in person – Average per gender

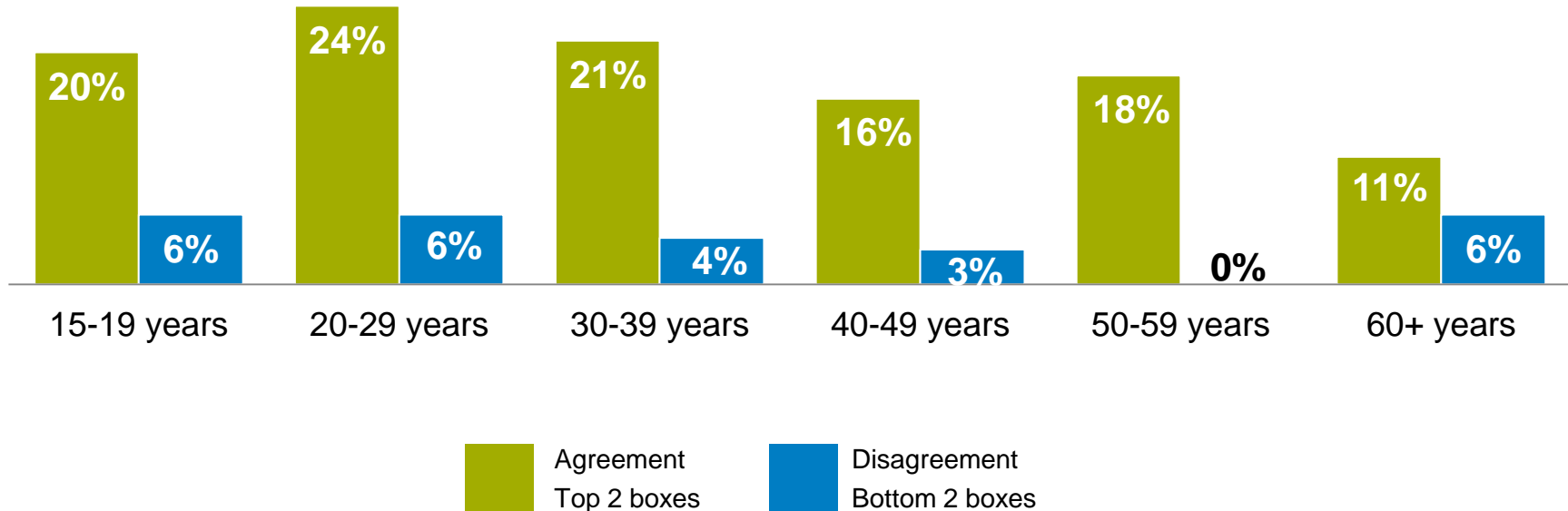


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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# South Korea: Virtual interactions with people and places can be as good as being there in person – Average per age-group



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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