

# Attitudes around materialism

Global GfK survey



May 2017

# Global GfK survey: Attitudes around materialism

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**1** Methodology

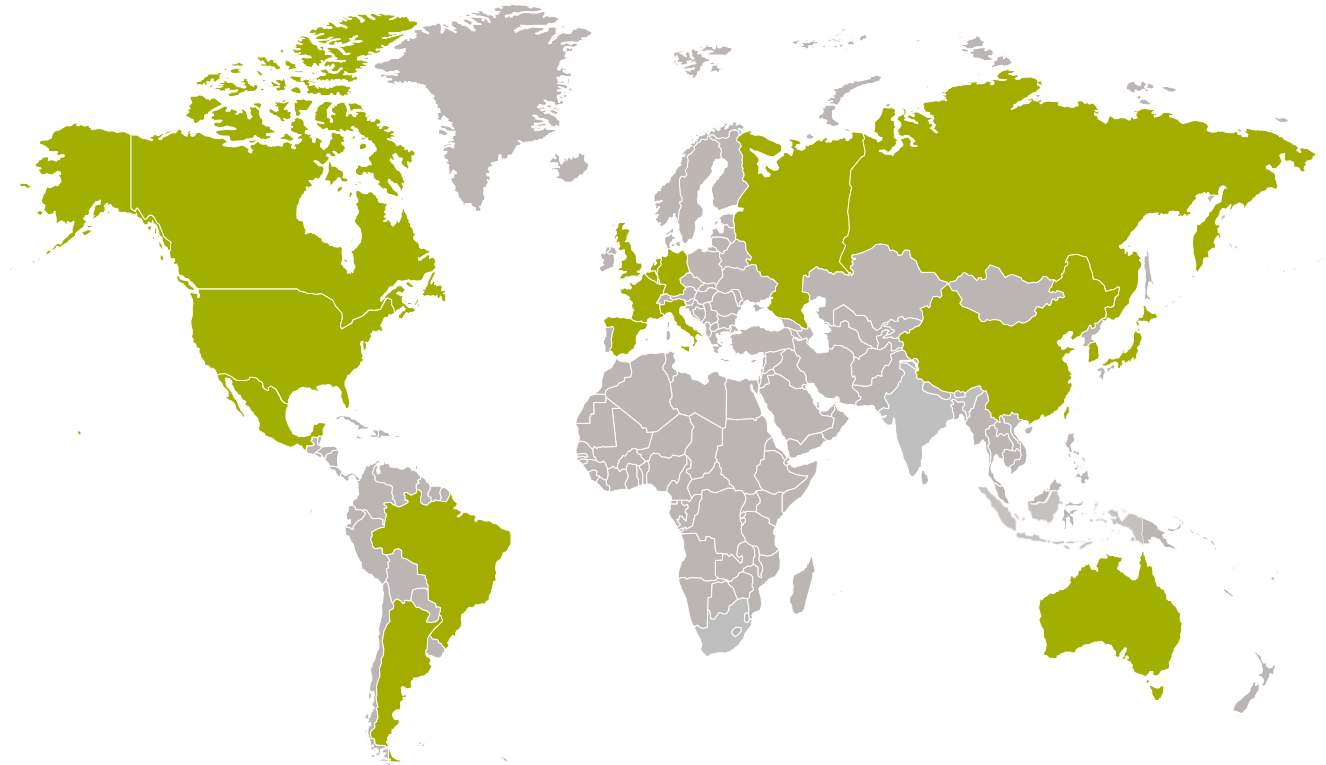
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**2** Global results

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**3** Country results

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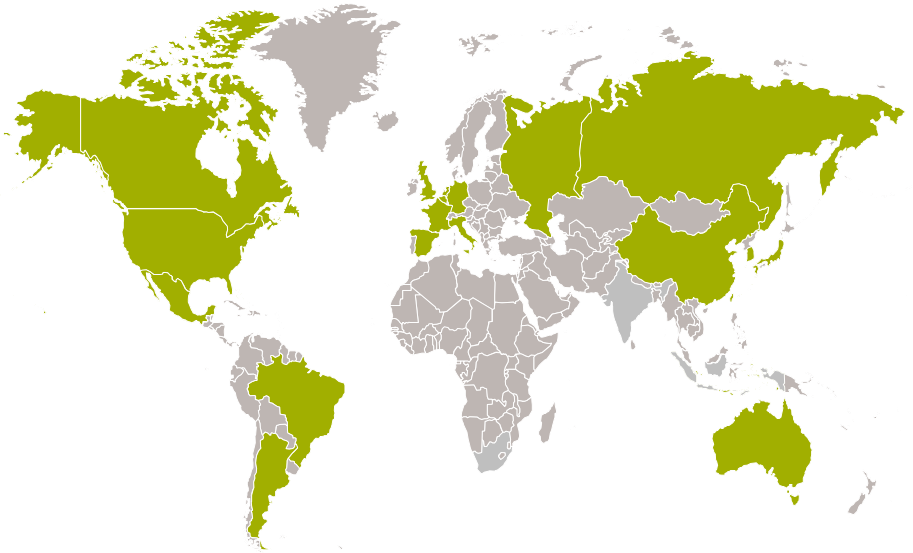
To see country results, click on the map. To go back to the table of content, click on the GfK logo anywhere in the document.

# Methodology

## Countries covered, methodology and sample size

GfK interviewed in summer 2016 more than 22,000 consumers (aged 15 and older) in 17 countries online. The data have been weighted to reflect the demographic composition of the online population age 15+ in each market. The global/total sample average shows the percentage for the weighted proportion of the target population relative to the other countries within a global, regional or other multi-country total and it is not a numerical addition of the average percentages from each country.

- Argentina (online/n=1007)
- Australia (online/n=1001)
- Belgium (online/n=1004)
- Brazil (online/n=1500)
- Canada (online/n=1002)
- China (online/n=1510)
- France (online/n=1501)
- Germany (online/n=1502)
- Italy (online/n=1503)
- Japan (online/n=1500)
- Mexico (online/n=1000)
- Netherlands (online/n=1003)
- Russia (online/n=1501)
- South Korea (online/n=1000)
- Spain (online/n=1500)
- UK (online/n=1501)
- USA (online/n=1536)



## Question



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

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

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

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# Global results

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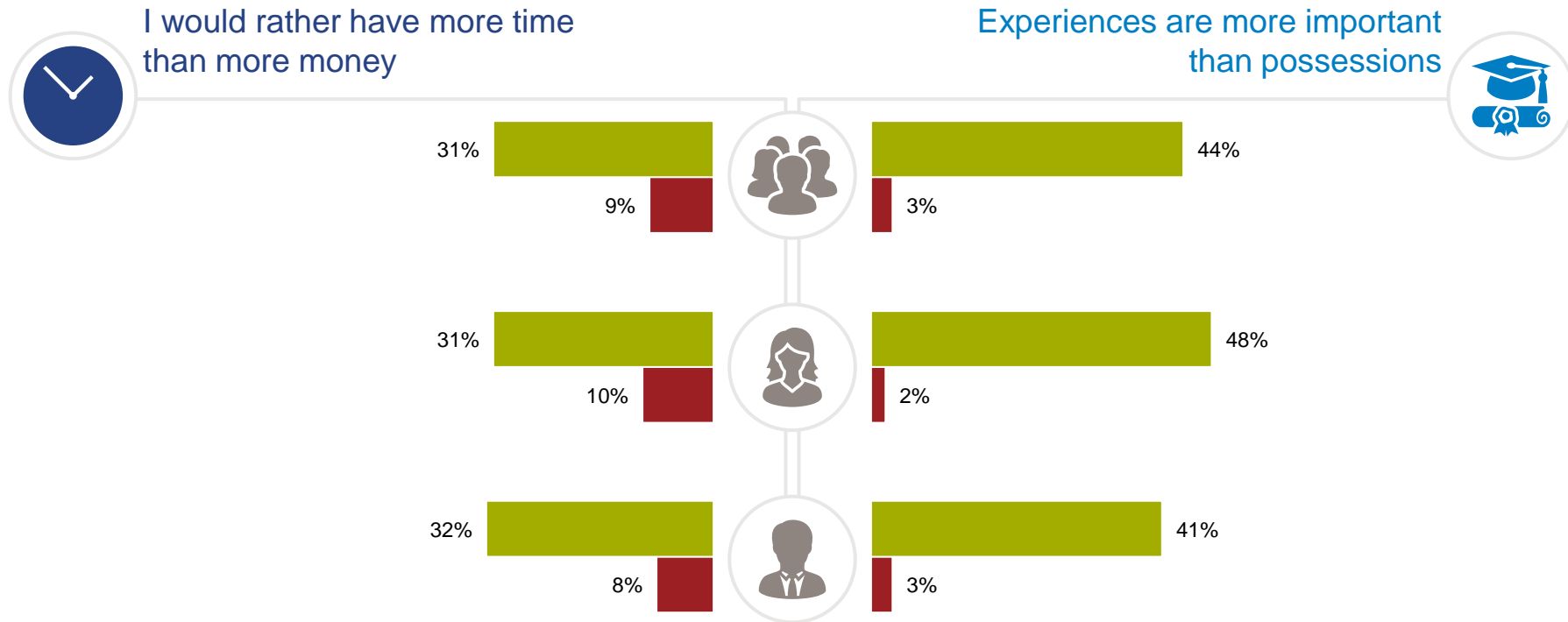


## Highlights

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

# Attitudes around materialism

## Agreement and disagreement across 17 countries



✓ Agreement (Top 2 Boxes)

✗ Disagreement (Bottom 2 Boxes)

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



# Attitudes around materialism

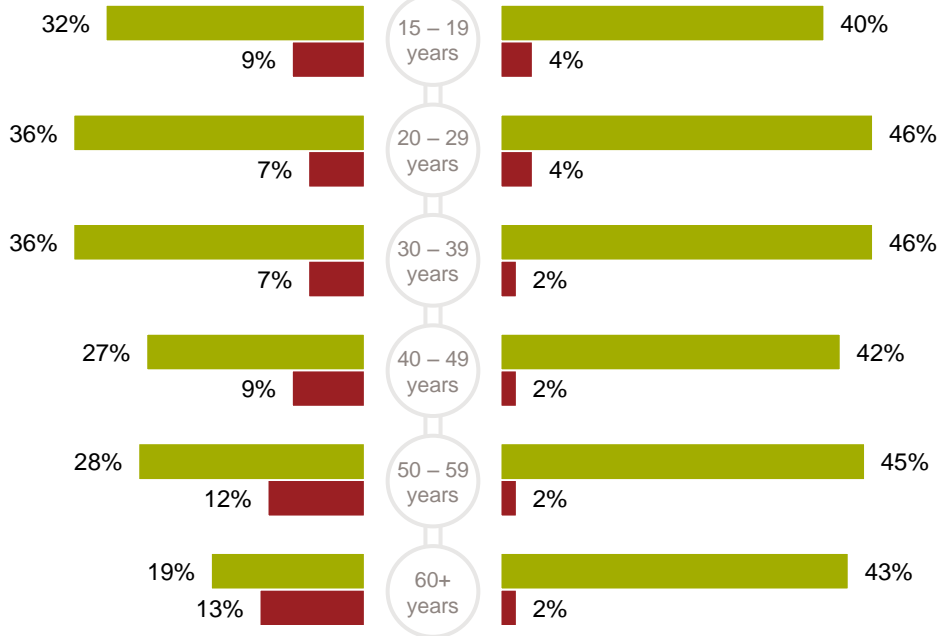
## Agreement and disagreement per age-group across 17 countries



I would rather have more time than more money



Experiences are more important than possessions



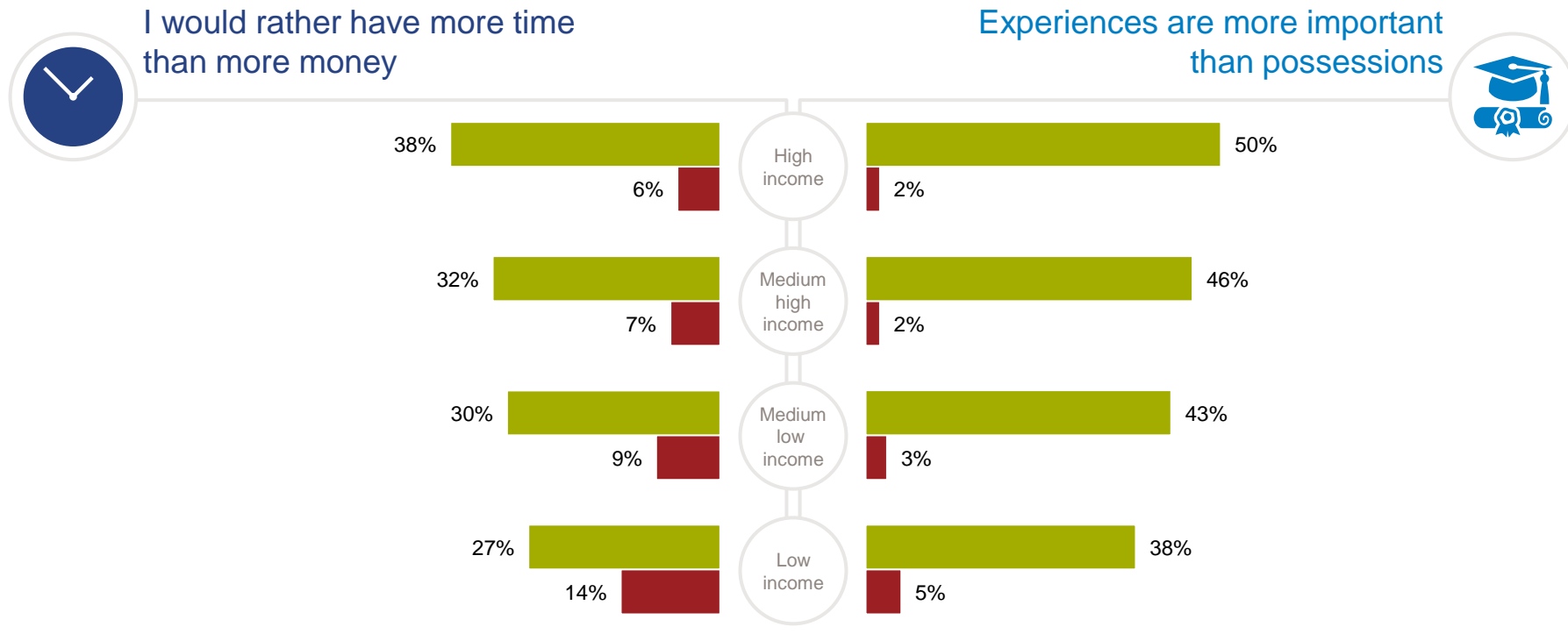
✓ Agreement (Top 2 Boxes)

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

# Attitudes around materialism

## Agreement and disagreement per income-group across 17 countries



✓ Agreement (Top 2 Boxes)

✗ Disagreement (Bottom 2 Boxes)

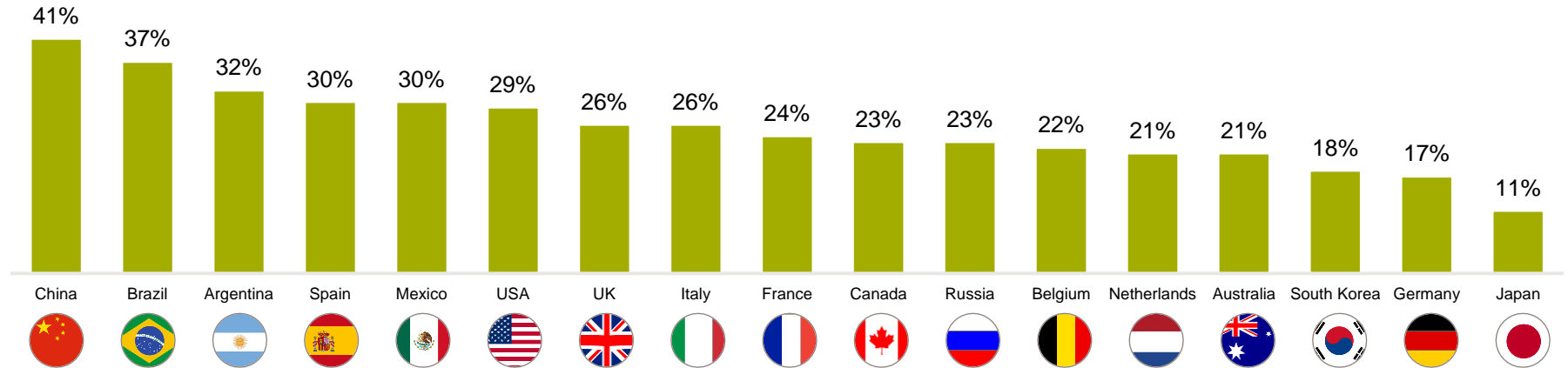
€ Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners

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

# Attitudes around materialism – Country comparison agreement



## I would rather have more time than more money



✓ Agreement (Top 2 Boxes)

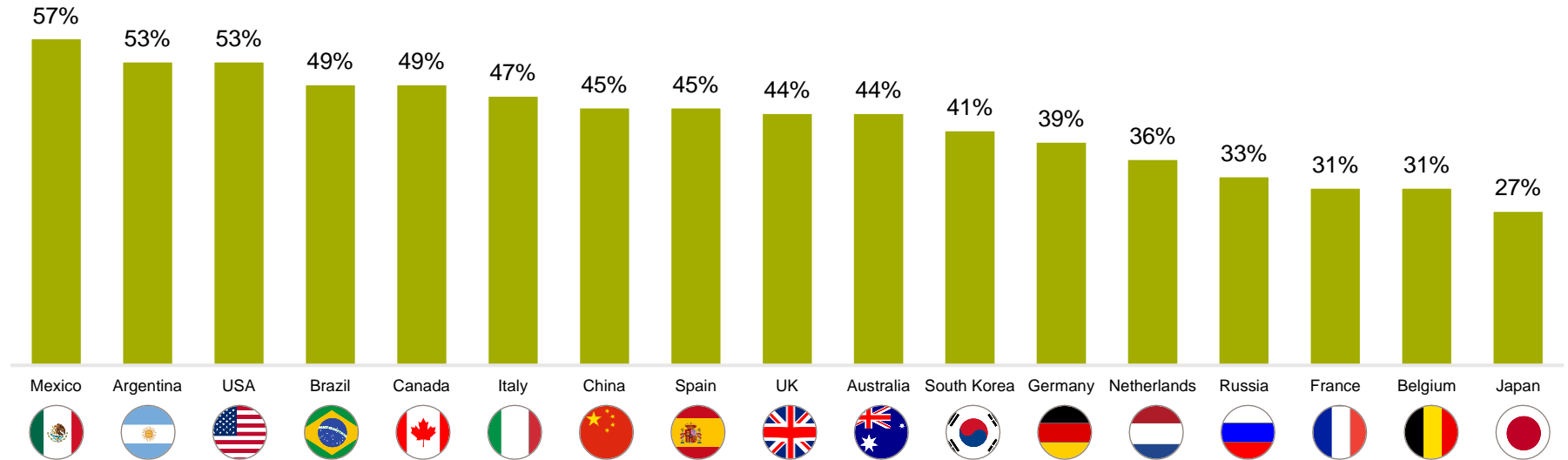
Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

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# Attitudes around materialism – Country comparison agreement



## Experiences are more important than possessions



✓ Agreement (Top 2 Boxes)

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

# Country results – Europe

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# Belgium

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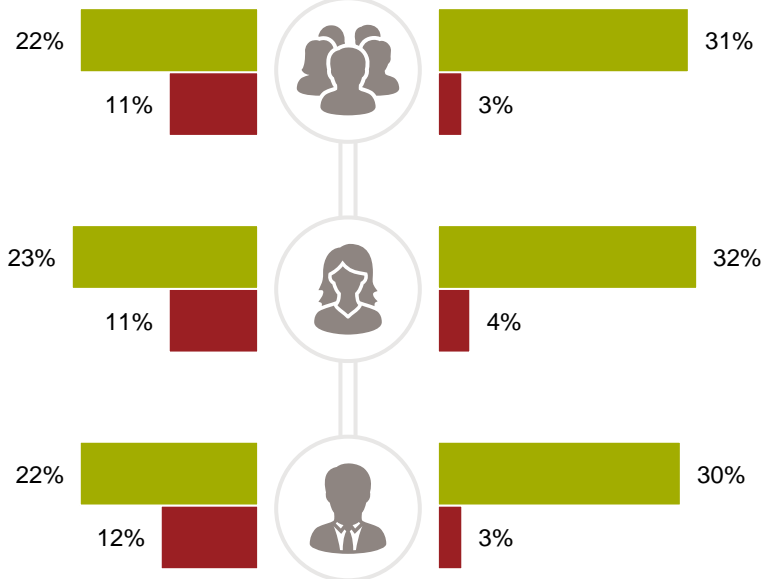
# Attitudes around materialism

## Agreement and disagreement across Belgium



I would rather have more time than more money

Experiences are more important than possessions



Agreement (Top 2 Boxes)



Disagreement (Bottom 2 Boxes)

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

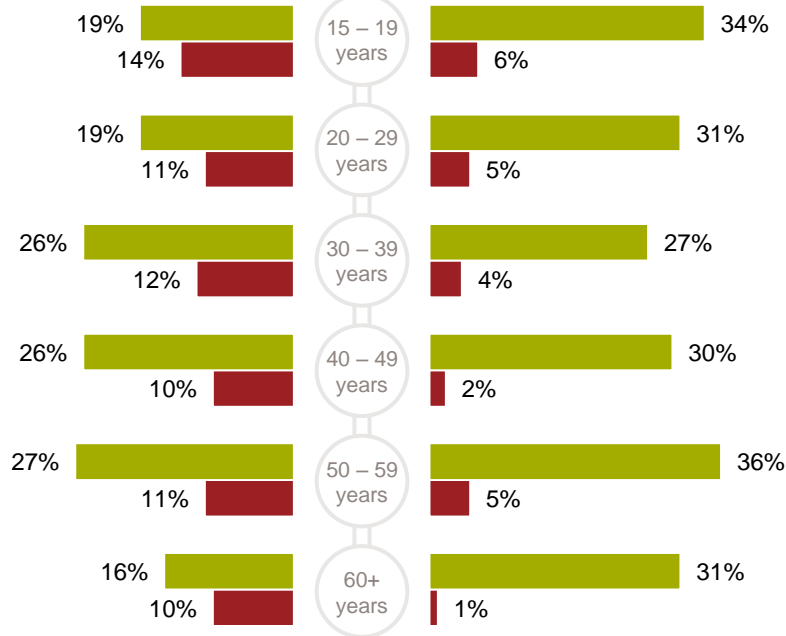
# Attitudes around materialism

## Agreement and disagreement per age-group across Belgium



I would rather have more time than more money

Experiences are more important than possessions



Agreement (Top 2 Boxes)



Disagreement (Bottom 2 Boxes)

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



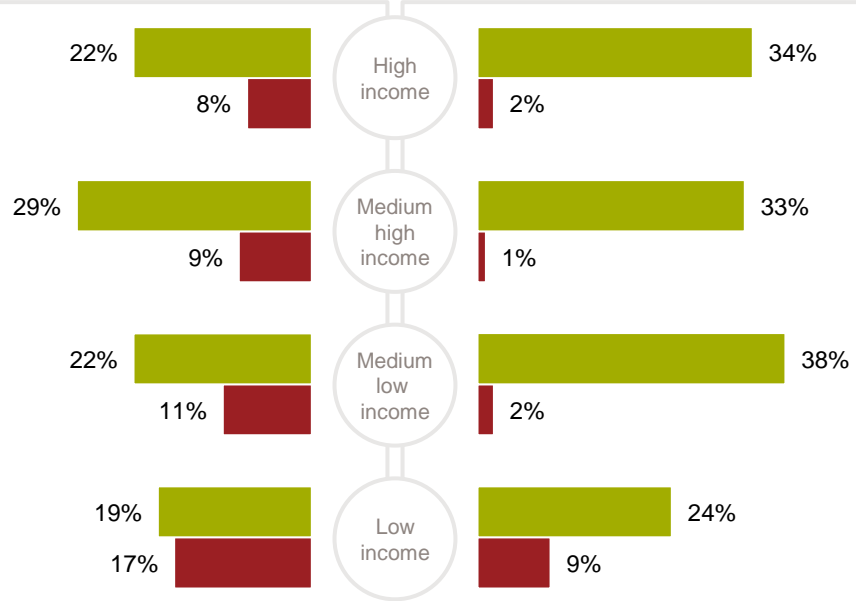
# Attitudes around materialism

## Agreement and disagreement per income-group across Belgium



I would rather have more time than more money

Experiences are more important than possessions



Agreement (Top 2 Boxes)



Disagreement (Bottom 2 Boxes)

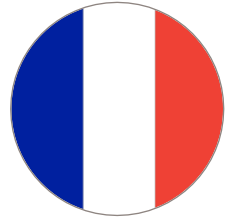


Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners

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

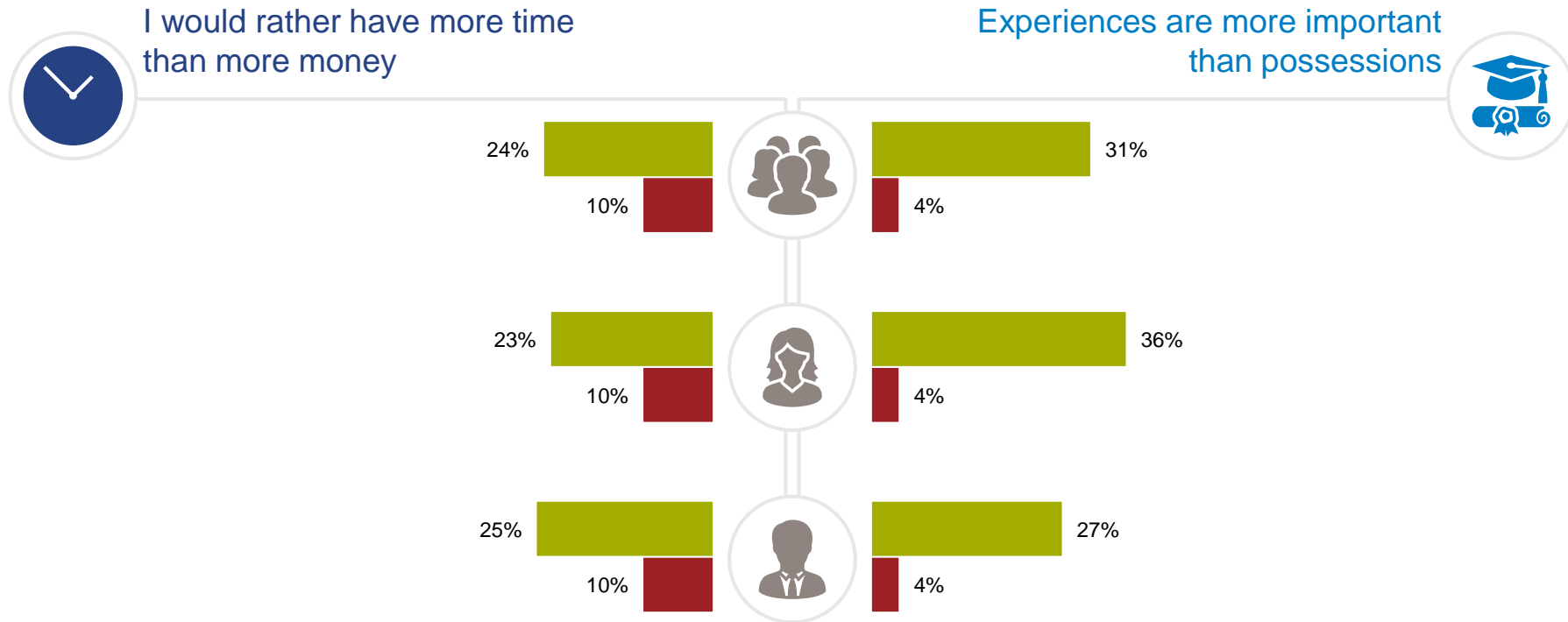
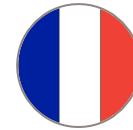
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# France



# Attitudes around materialism

## Agreement and disagreement across France



Agreement (Top 2 Boxes)



Disagreement (Bottom 2 Boxes)

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

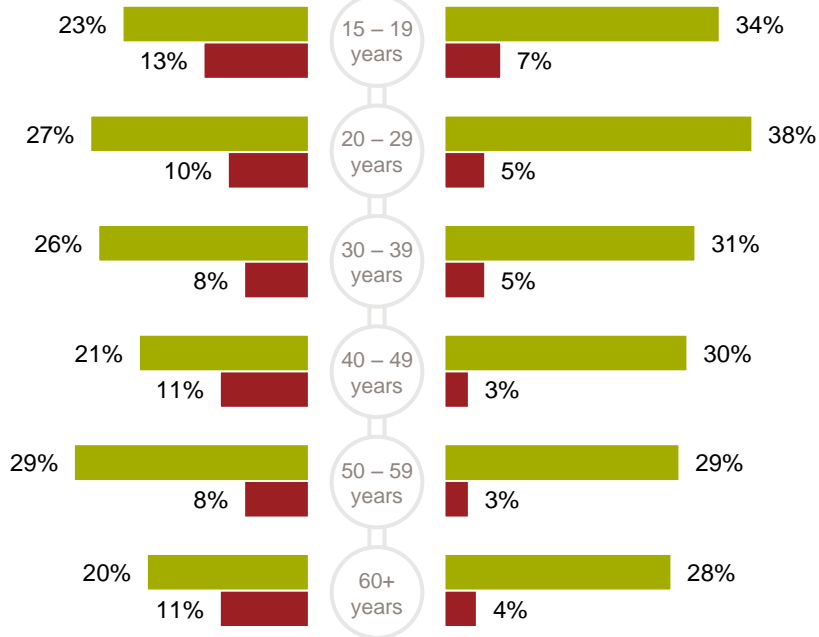
# Attitudes around materialism

## Agreement and disagreement per age-group across France



I would rather have more time than more money

Experiences are more important than possessions



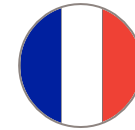
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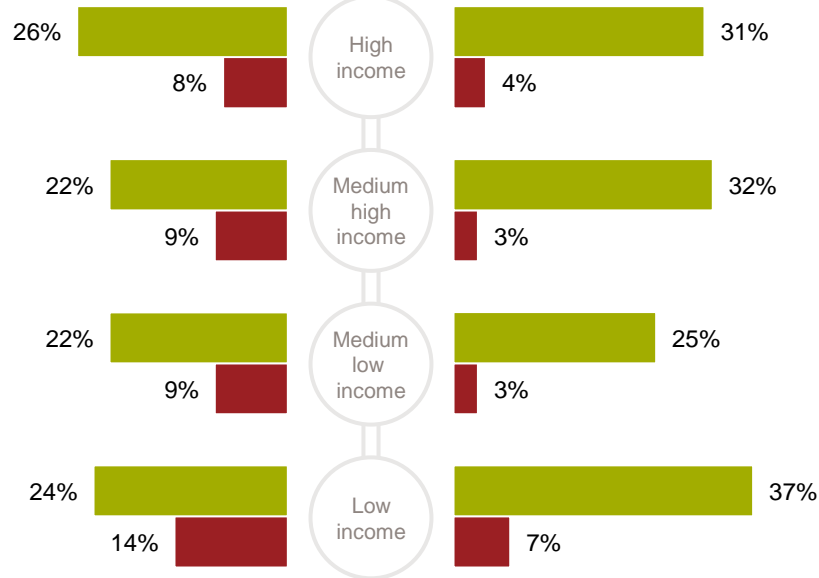
# Attitudes around materialism

## Agreement and disagreement per income-group across France



I would rather have more time than more money

Experiences are more important than possessions



Agreement (Top 2 Boxes)



Disagreement (Bottom 2 Boxes)



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

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

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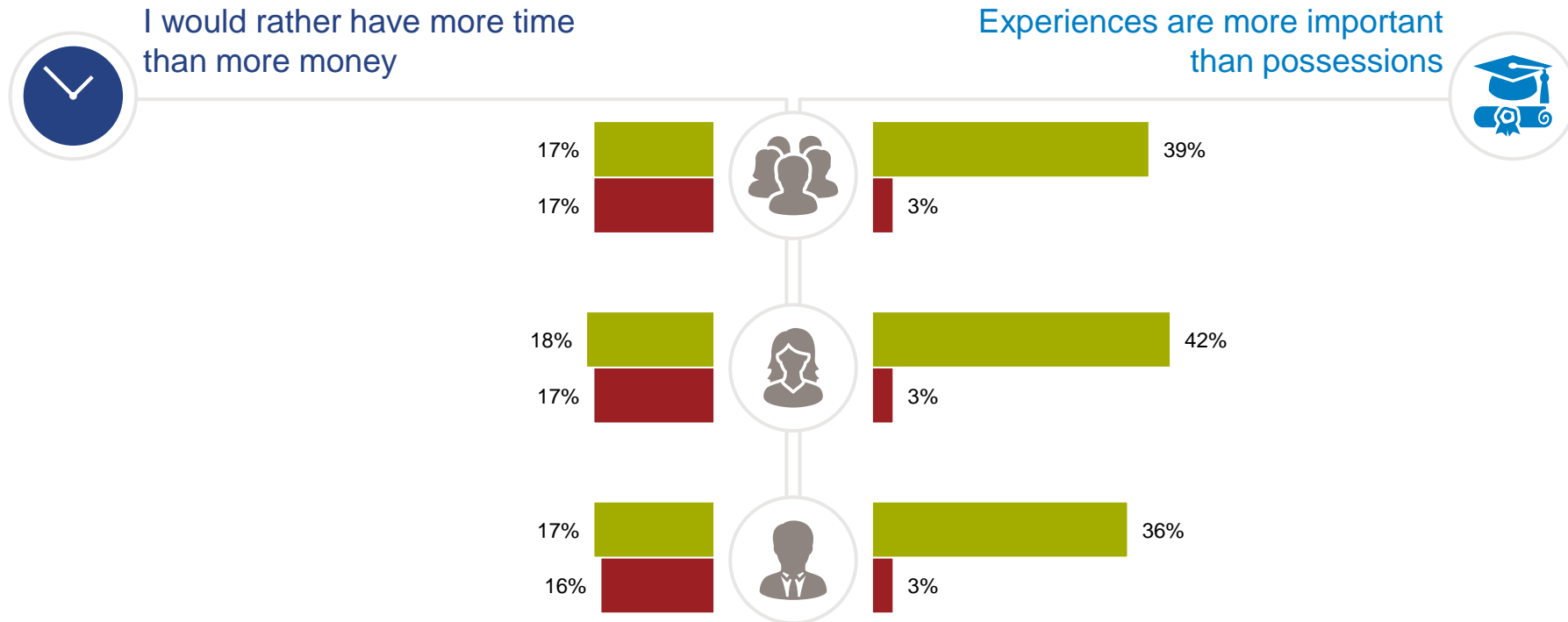
# Germany

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# Attitudes around materialism

## Agreement and disagreement across Germany



✓ Agreement (Top 2 Boxes)

✗ Disagreement (Bottom 2 Boxes)

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

# Attitudes around materialism

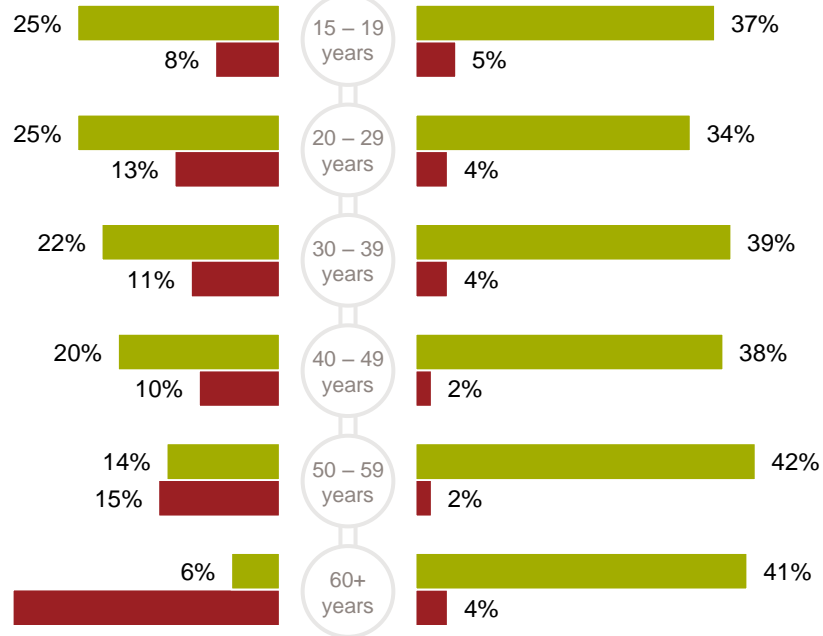
## Agreement and disagreement per age-group across Germany



I would rather have more time than more money



Experiences are more important than possessions



✓ Agreement (Top 2 Boxes)

✗ Disagreement (Bottom 2 Boxes)

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



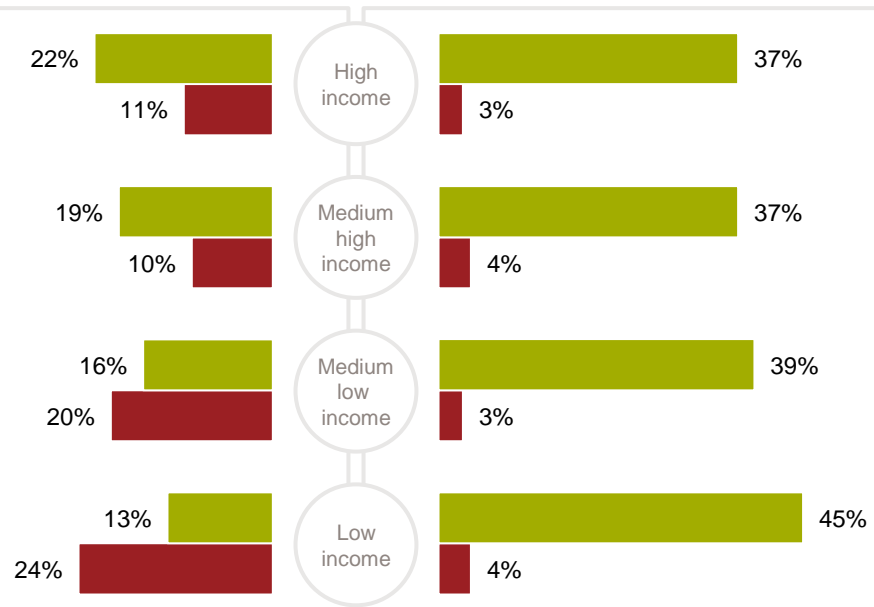
# Attitudes around materialism

## Agreement and disagreement per income-group across Germany



I would rather have more time than more money

Experiences are more important than possessions



Agreement (Top 2 Boxes)



Disagreement (Bottom 2 Boxes)



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

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

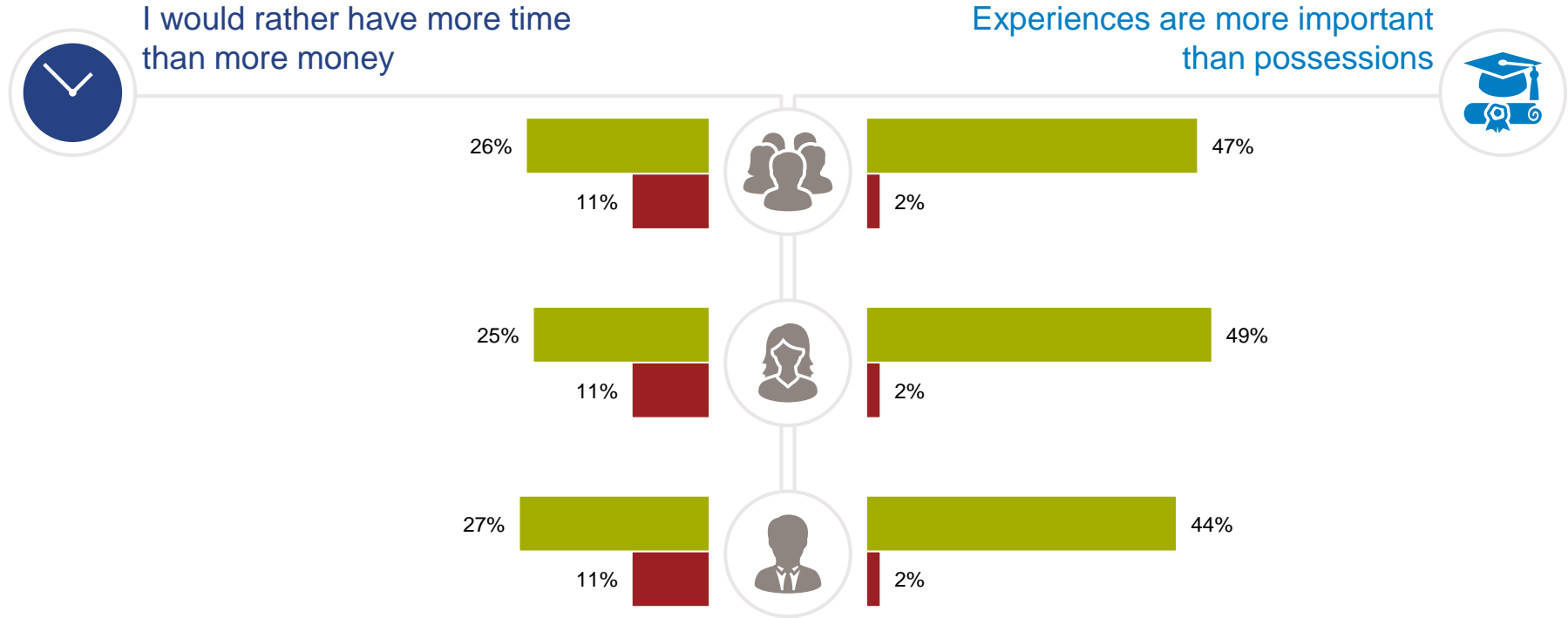
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# Italy



# Attitudes around materialism

## Agreement and disagreement across Italy



Agreement (Top 2 Boxes)

Disagreement (Bottom 2 Boxes)

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

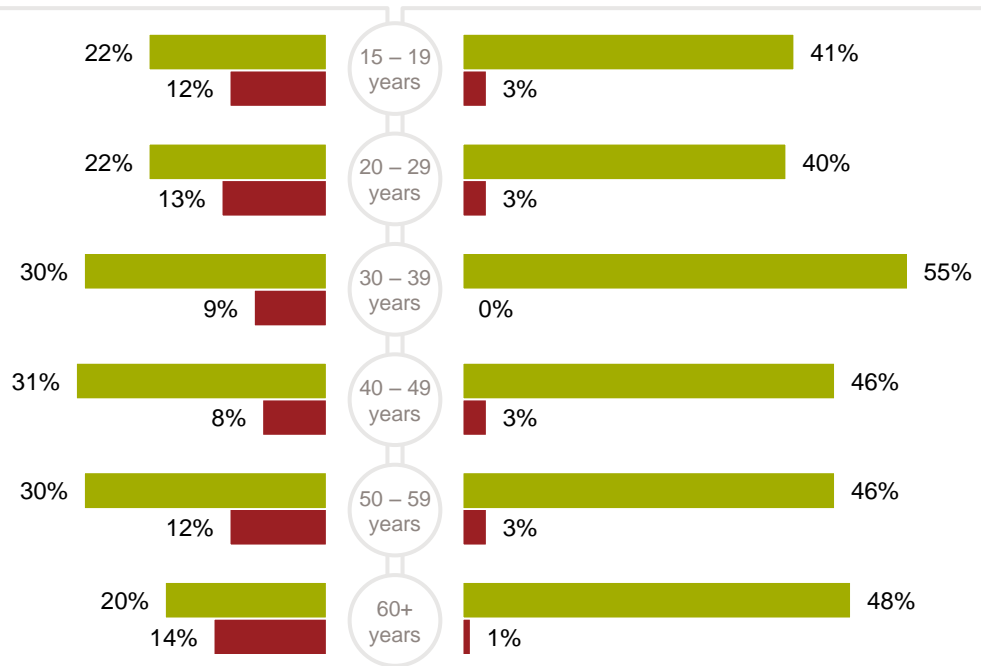
# Attitudes around materialism

## Agreement and disagreement per age-group across Italy



I would rather have more time than more money

Experiences are more important than possessions



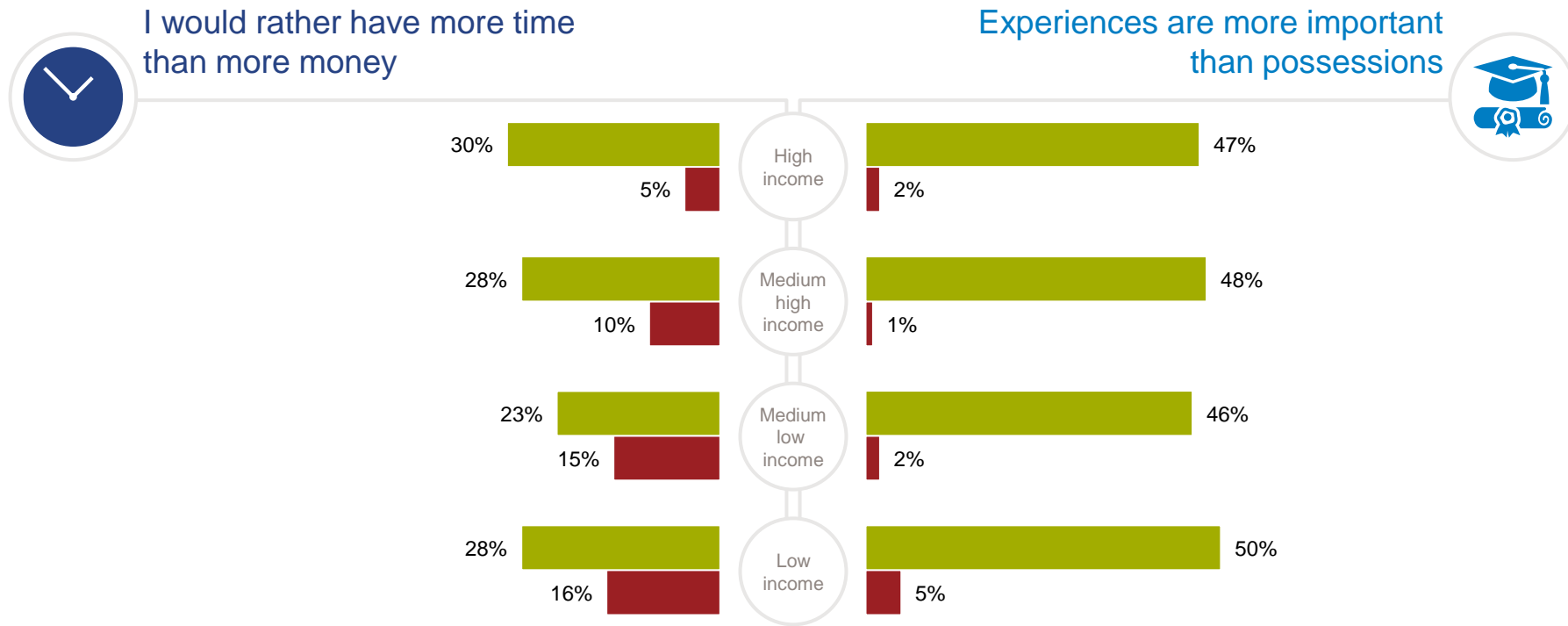
✓ Agreement (Top 2 Boxes)

✗ Disagreement (Bottom 2 Boxes)

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

# Attitudes around materialism

## Agreement and disagreement per income-group across Italy



Agreement (Top 2 Boxes)



Disagreement (Bottom 2 Boxes)



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

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

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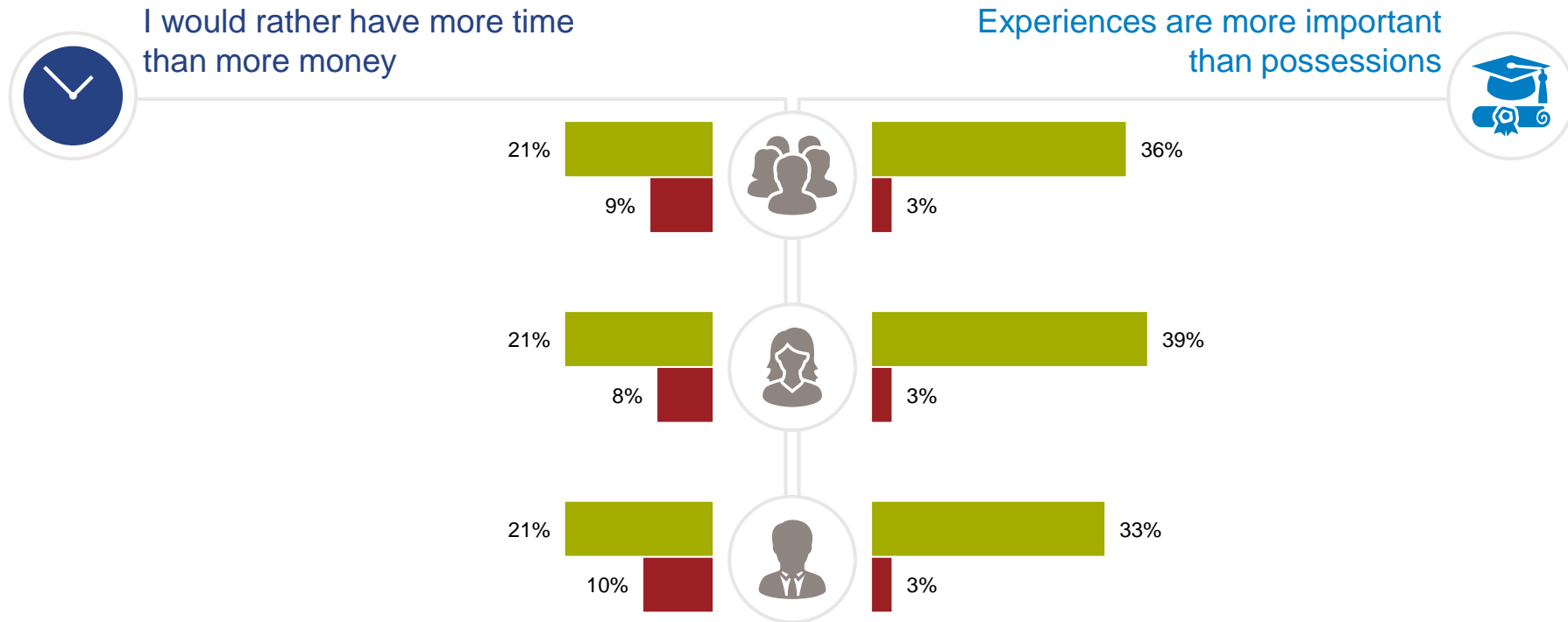
# Netherlands

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# Attitudes around materialism

## Agreement and disagreement across the Netherlands



Agreement (Top 2 Boxes)



Disagreement (Bottom 2 Boxes)

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

# Attitudes around materialism

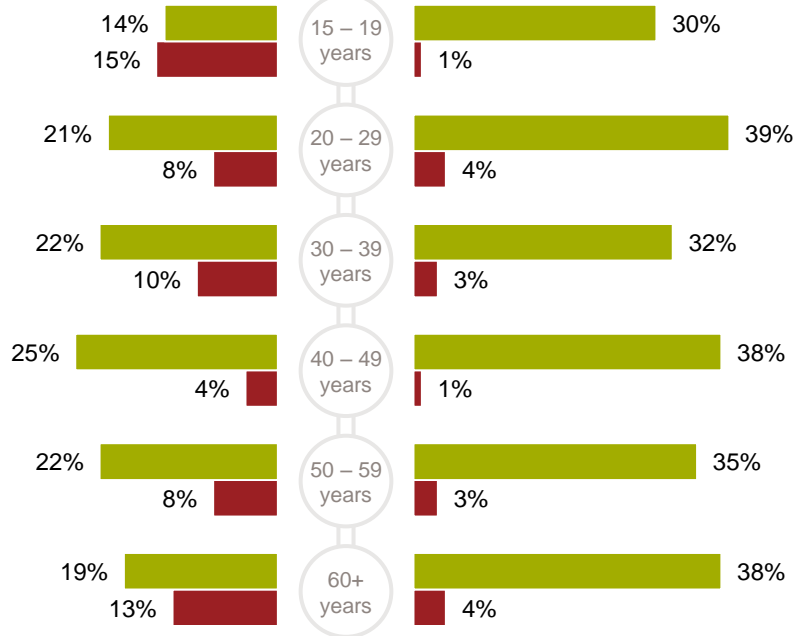
## Agreement and disagreement per age-group across the Netherlands



I would rather have more time than more money



Experiences are more important than possessions



✓ Agreement (Top 2 Boxes)

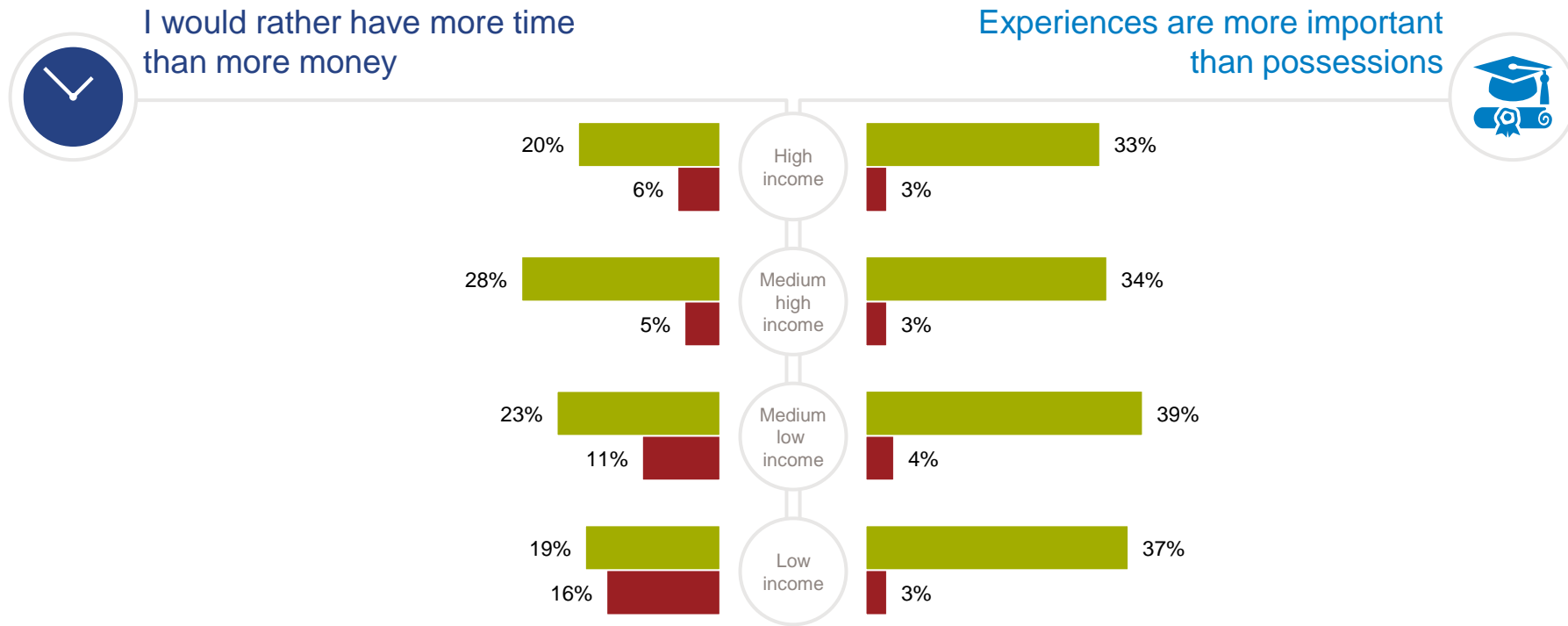
✗ Disagreement (Bottom 2 Boxes)

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



# Attitudes around materialism

## Agreement and disagreement per income-group across Netherlands



Agreement (Top 2 Boxes)



Disagreement (Bottom 2 Boxes)



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

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

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# Russia

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# Attitudes around materialism

## Agreement and disagreement across Russia



I would rather have more time than more money

Experiences are more important than possessions



✓ Agreement (Top 2 Boxes)

✗ Disagreement (Bottom 2 Boxes)

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

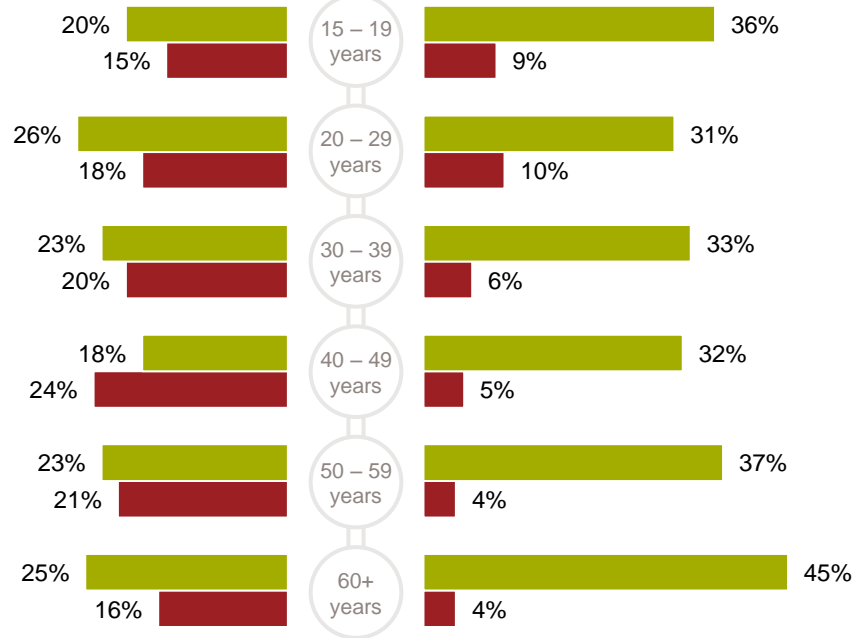
# Attitudes around materialism

## Agreement and disagreement per age-group across Russia



I would rather have more time than more money

Experiences are more important than possessions



✓ Agreement (Top 2 Boxes)

✗ Disagreement (Bottom 2 Boxes)

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

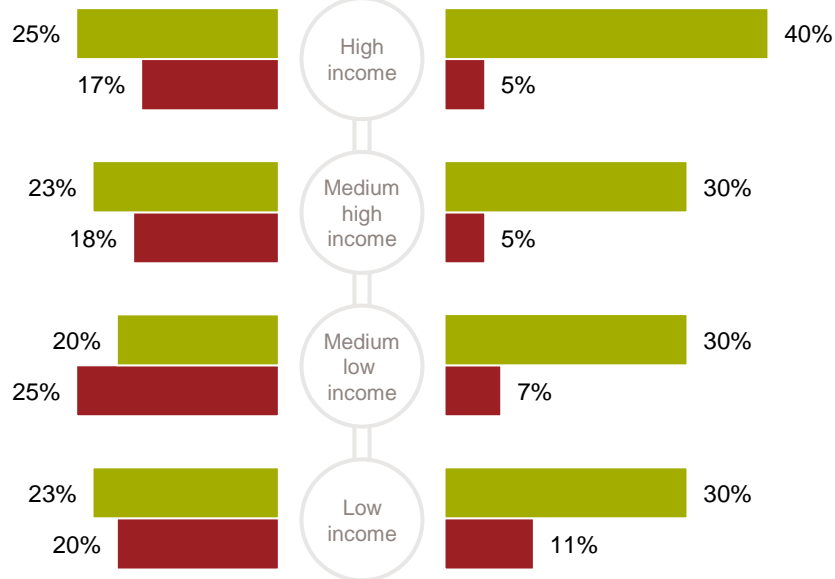
# Attitudes around materialism

## Agreement and disagreement per income-group across Russia



I would rather have more time than more money

Experiences are more important than possessions



Agreement (Top 2 Boxes)



Disagreement (Bottom 2 Boxes)



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

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

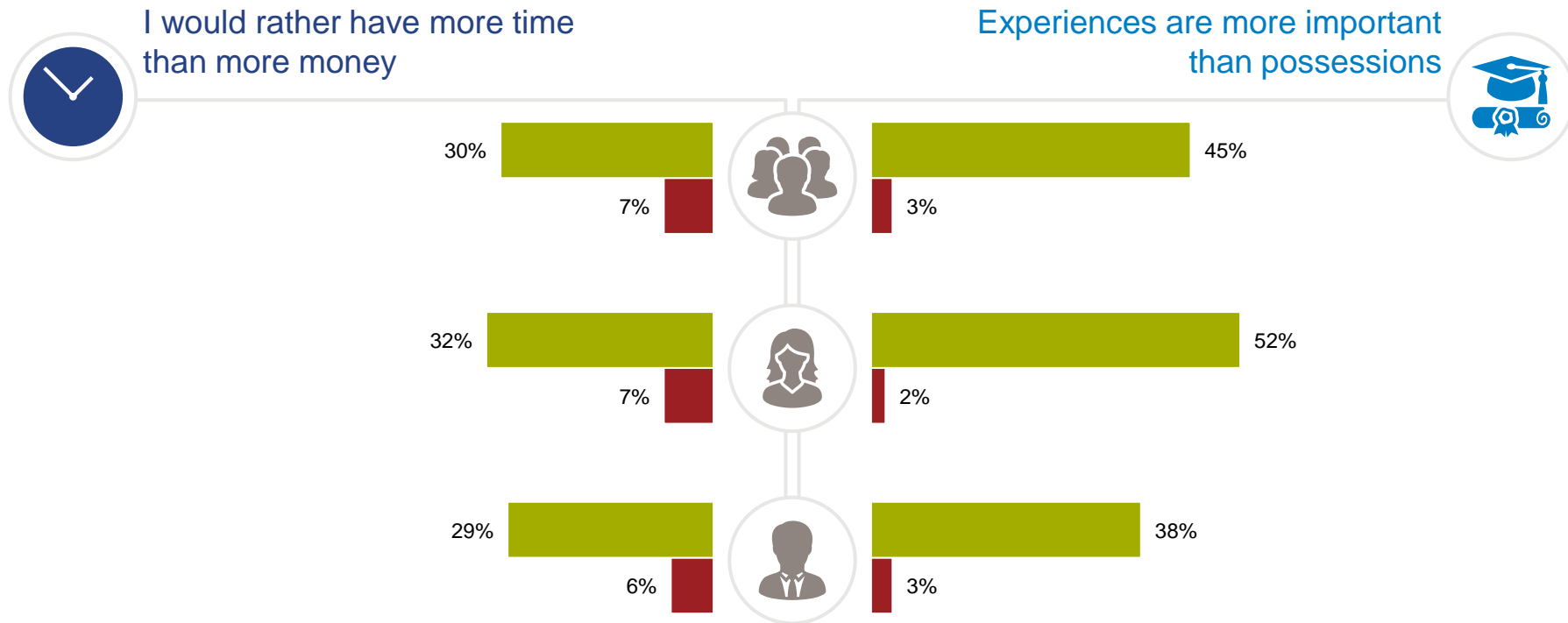
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# Spain



# Attitudes around materialism

## Agreement and disagreement across Spain



Agreement (Top 2 Boxes)

Disagreement (Bottom 2 Boxes)

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

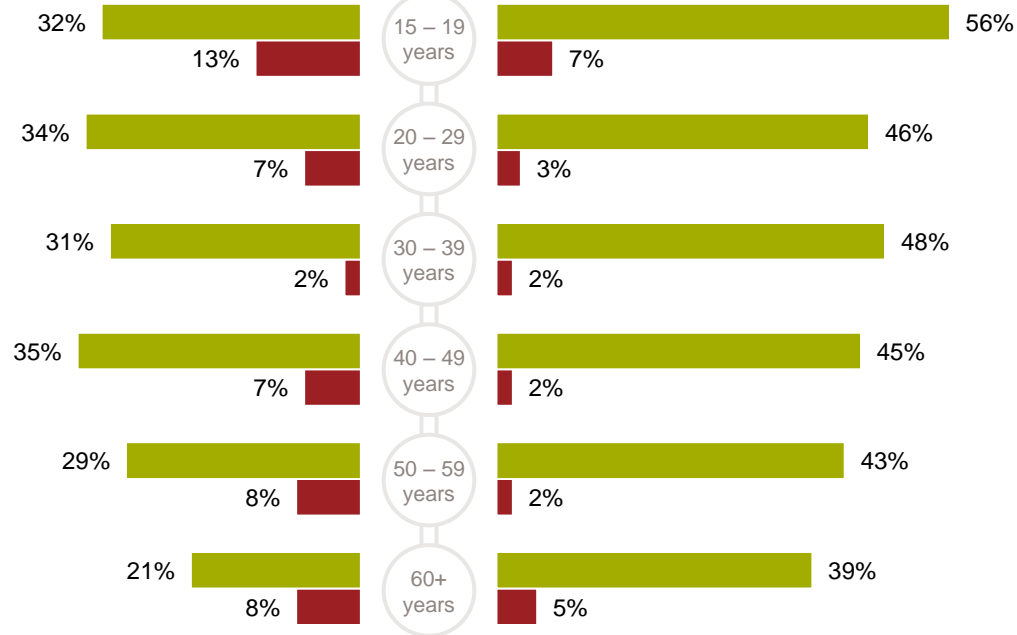
# Attitudes around materialism

## Agreement and disagreement per age-group across Spain



I would rather have more time than more money

Experiences are more important than possessions



✓ Agreement (Top 2 Boxes)

✗ Disagreement (Bottom 2 Boxes)

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



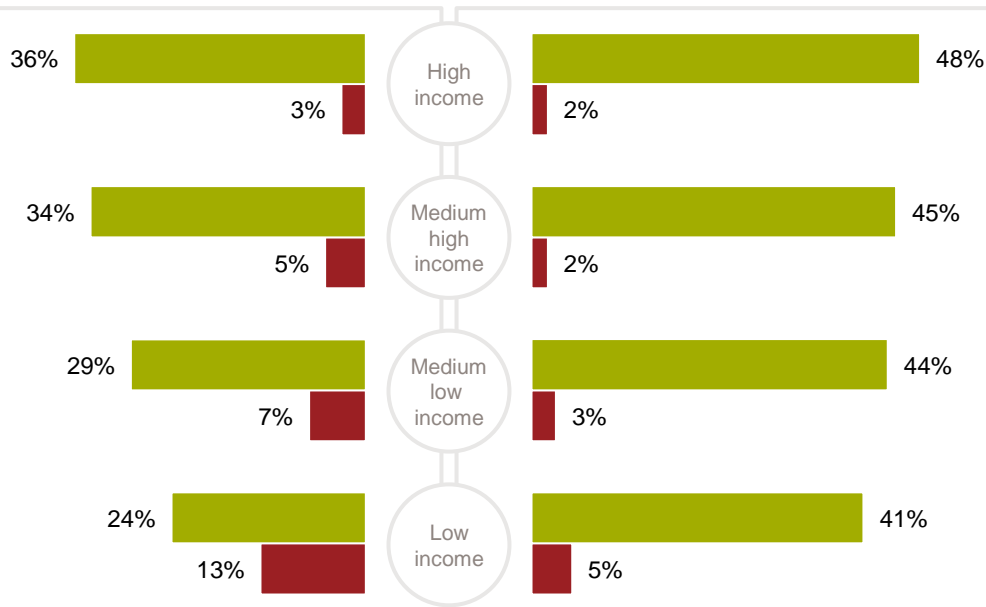
# Attitudes around materialism

## Agreement and disagreement per income-group across Spain



I would rather have more time than more money

Experiences are more important than possessions



Agreement (Top 2 Boxes)



Disagreement (Bottom 2 Boxes)



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

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

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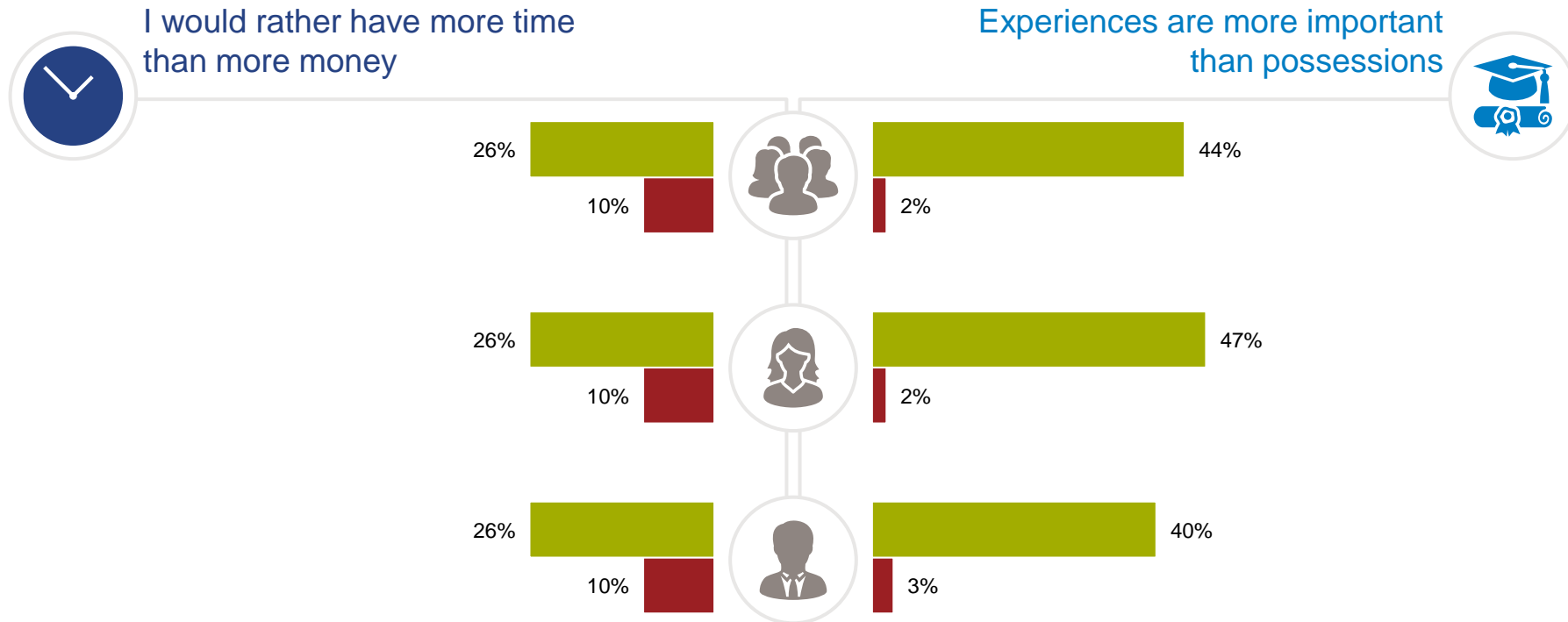
# United Kingdom

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# Attitudes around materialism

## Agreement and disagreement across the United Kingdom



Agreement (Top 2 Boxes)



Disagreement (Bottom 2 Boxes)

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

# Attitudes around materialism

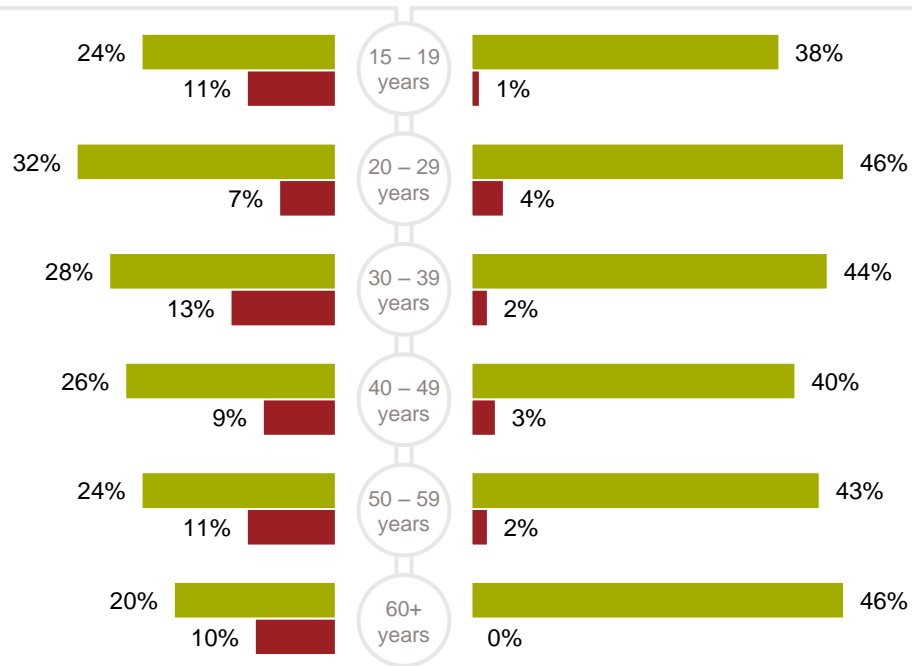
## Agreement and disagreement per age-group across the UK



I would rather have more time than more money



Experiences are more important than possessions



✓ Agreement (Top 2 Boxes)

✗ Disagreement (Bottom 2 Boxes)

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

# Attitudes around materialism

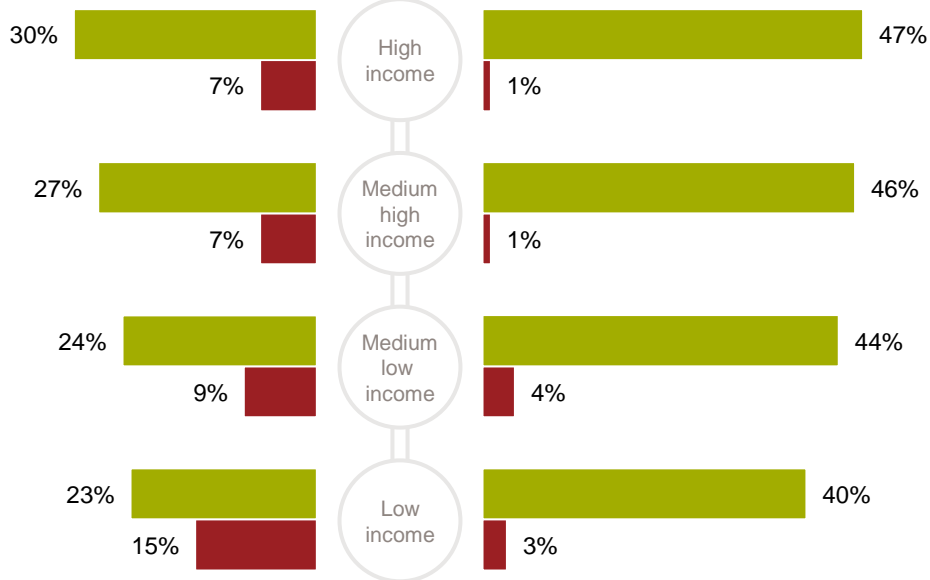
## Agreement and disagreement per income-group across the UK



I would rather have more time than more money



Experiences are more important than possessions



✓ Agreement (Top 2 Boxes)

✗ Disagreement (Bottom 2 Boxes)

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

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

# Country results – North America

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# Canada



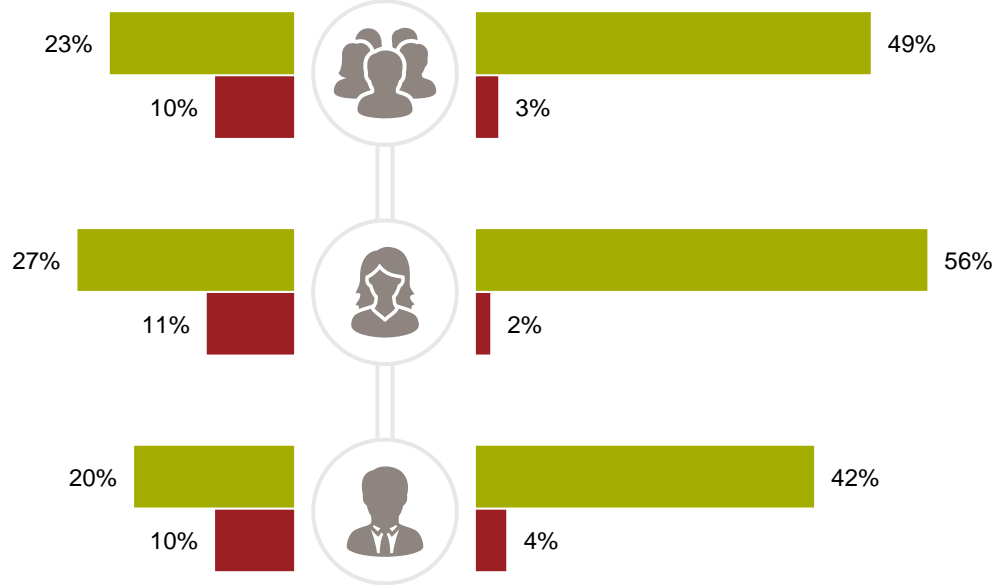
# Attitudes around materialism

## Agreement and disagreement across Canada



I would rather have more time than more money

Experiences are more important than possessions



✓ Agreement (Top 2 Boxes)

✗ Disagreement (Bottom 2 Boxes)

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



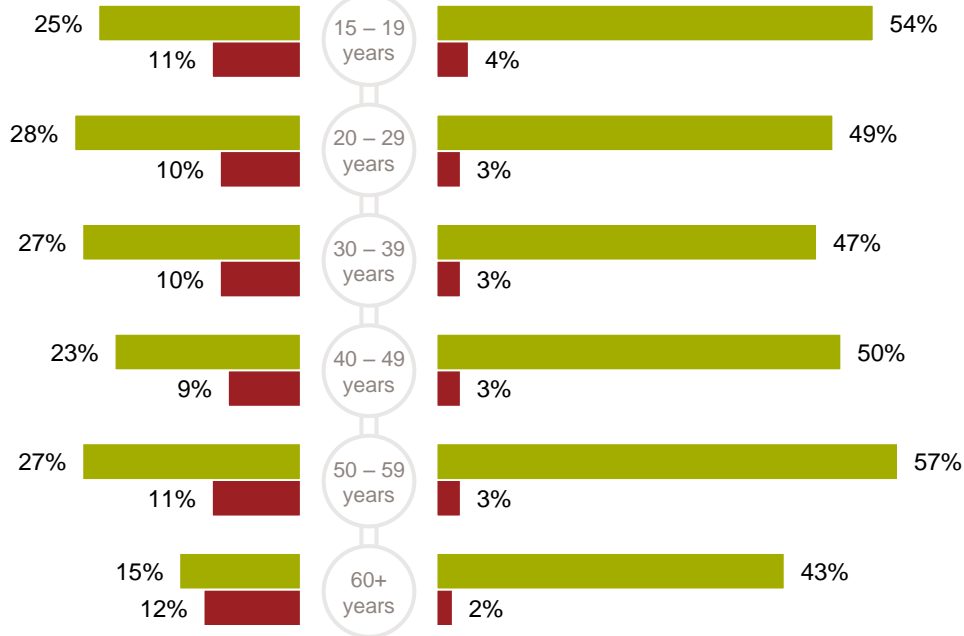
# Attitudes around materialism

## Agreement and disagreement per age-group across Canada



I would rather have more time than more money

Experiences are more important than possessions



✓ Agreement (Top 2 Boxes)

✗ Disagreement (Bottom 2 Boxes)

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

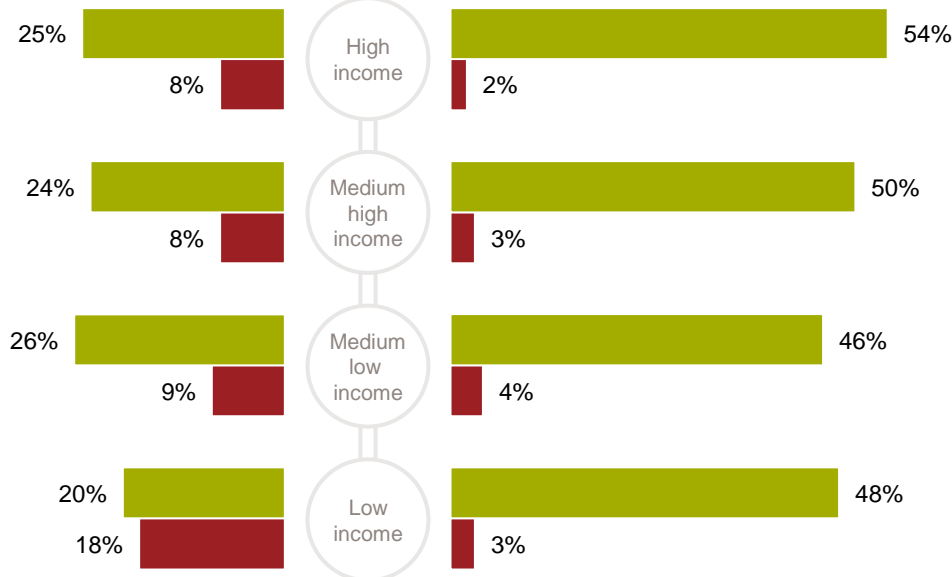
# Attitudes around materialism

## Agreement and disagreement per income-group across Canada



I would rather have more time than more money

Experiences are more important than possessions



Agreement (Top 2 Boxes)



Disagreement (Bottom 2 Boxes)



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

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

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USA



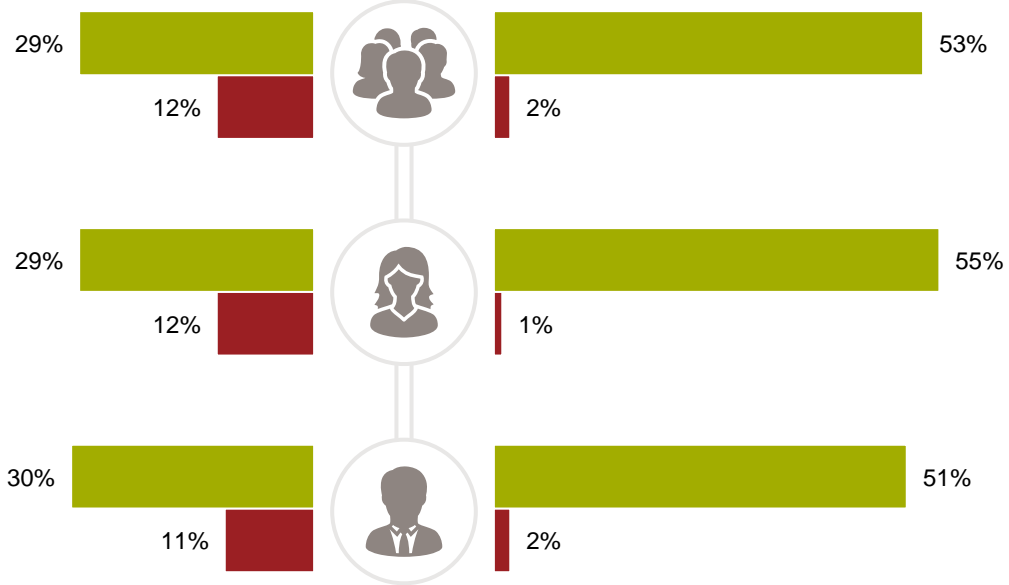
# Attitudes around materialism

## Agreement and disagreement across the USA



I would rather have more time than more money

Experiences are more important than possessions



✓ Agreement (Top 2 Boxes)

✗ Disagreement (Bottom 2 Boxes)

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

# Attitudes around materialism

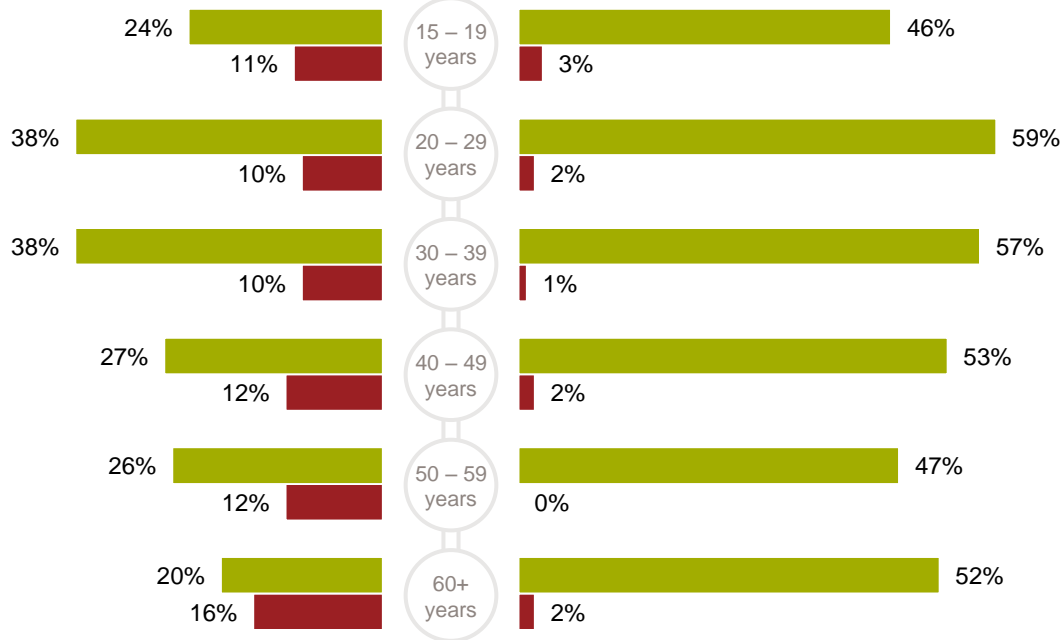
## Agreement and disagreement per age-group across the USA



I would rather have more time than more money



Experiences are more important than possessions



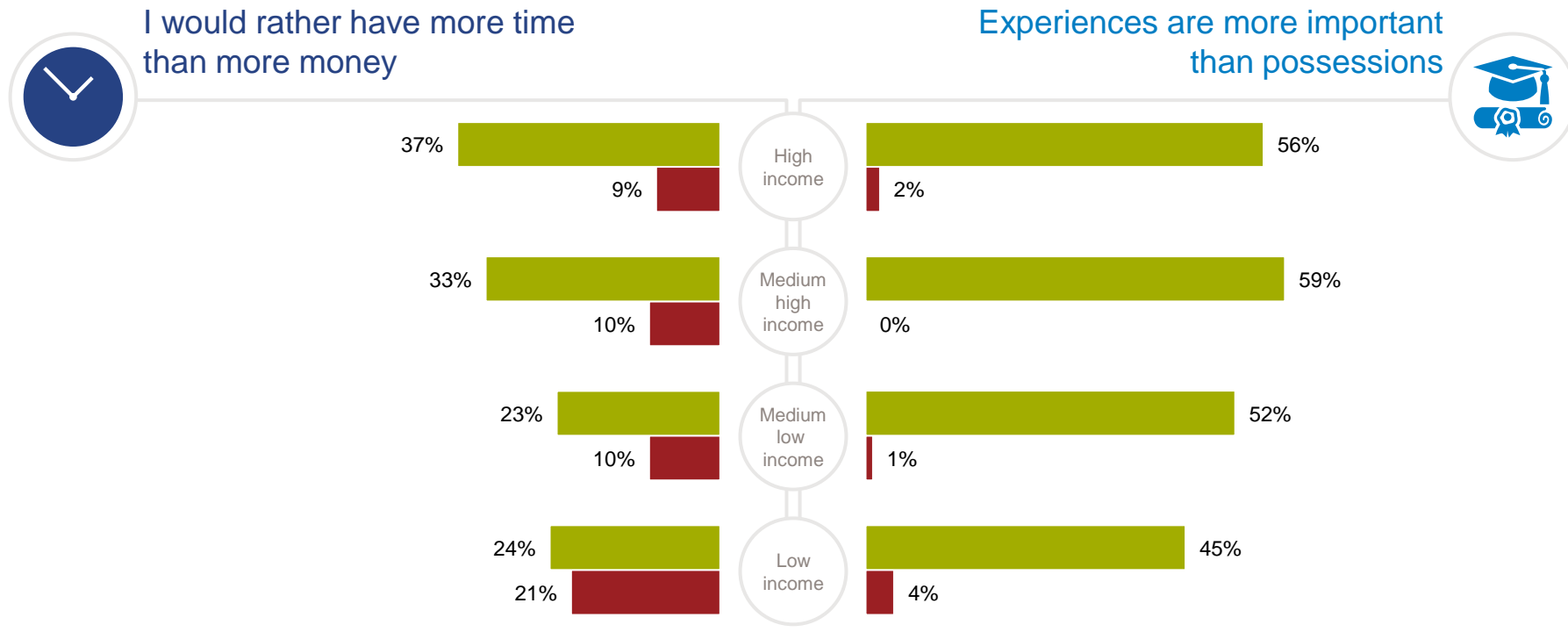
✓ Agreement (Top 2 Boxes)

✗ Disagreement (Bottom 2 Boxes)

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

# Attitudes around materialism

## Agreement and disagreement per income-group across the USA



Agreement (Top 2 Boxes)



Disagreement (Bottom 2 Boxes)



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

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

# Country results – Latin America

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# Argentina

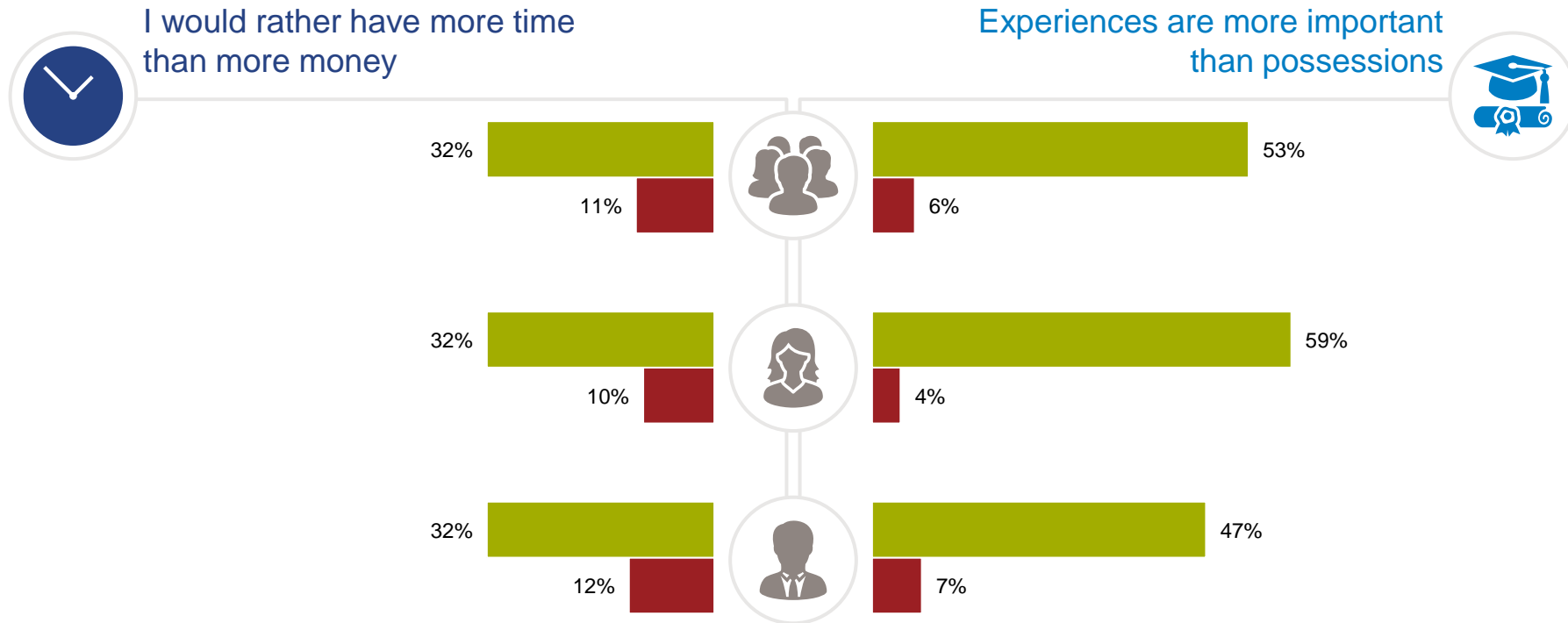
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# Attitudes around materialism

## Agreement and disagreement across Argentina



Agreement (Top 2 Boxes)



Disagreement (Bottom 2 Boxes)

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

# Attitudes around materialism

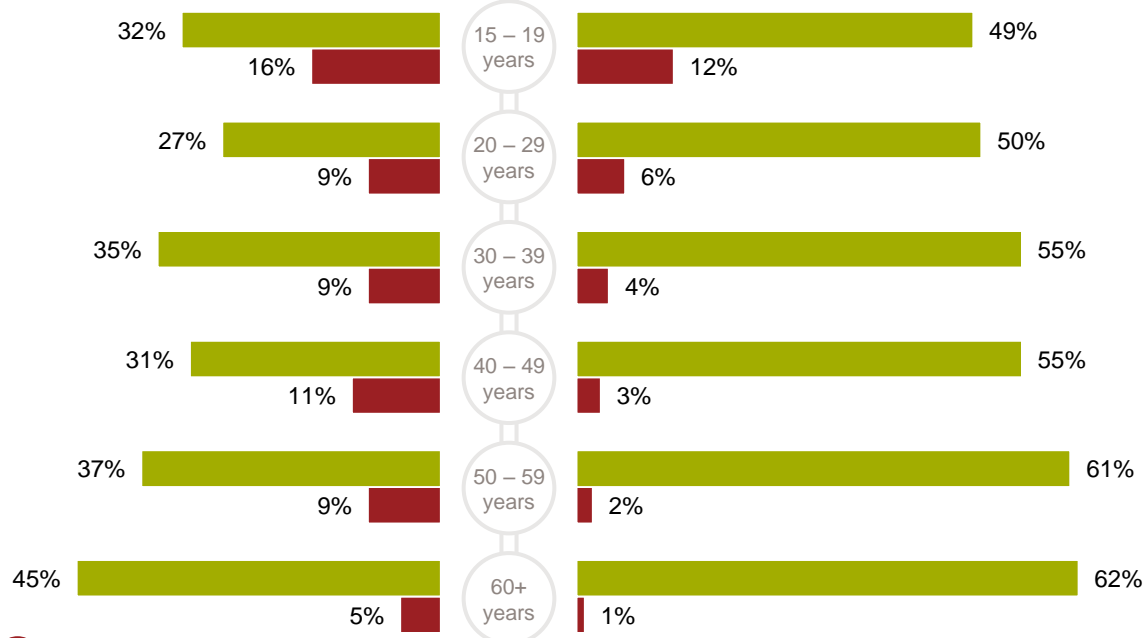
## Agreement and disagreement per age-group across Argentina



I would rather have more time than more money



Experiences are more important than possessions



✓ Agreement (Top 2 Boxes)

✗ Disagreement (Bottom 2 Boxes)

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

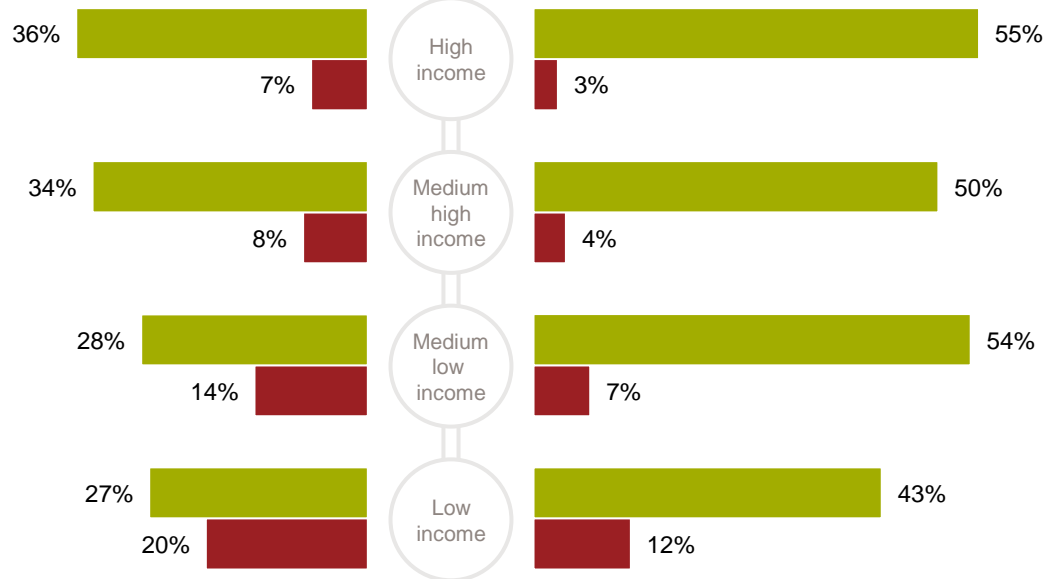
# Attitudes around materialism

## Agreement and disagreement per income-group across Argentina



I would rather have more time than more money

Experiences are more important than possessions



Agreement (Top 2 Boxes)



Disagreement (Bottom 2 Boxes)



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

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

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# Brazil

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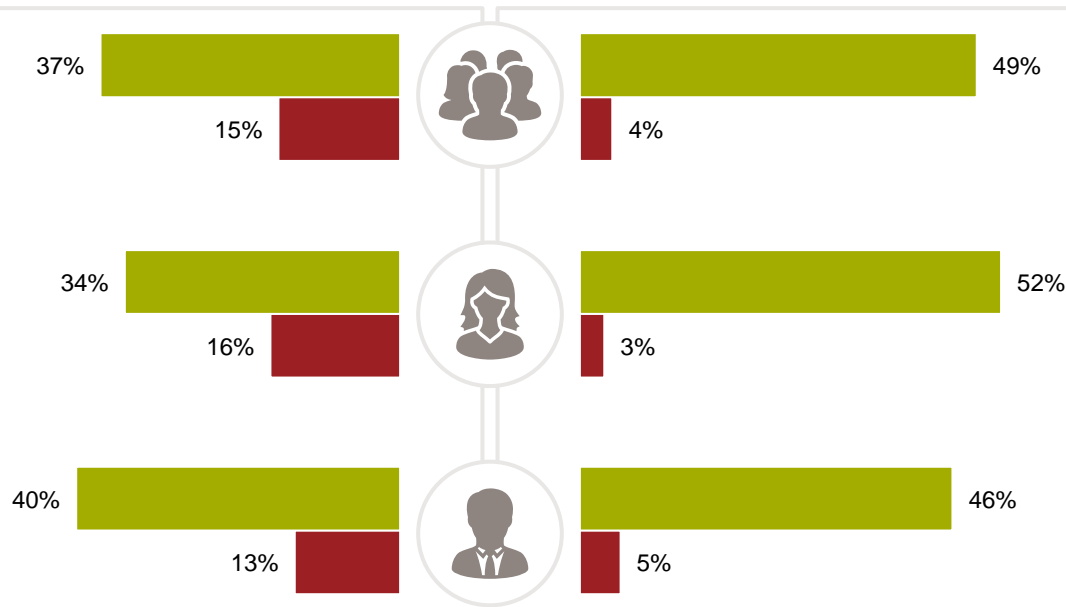
# Attitudes around materialism

## Agreement and disagreement across Brazil



I would rather have more time than more money

Experiences are more important than possessions



✓ Agreement (Top 2 Boxes)

✗ Disagreement (Bottom 2 Boxes)

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

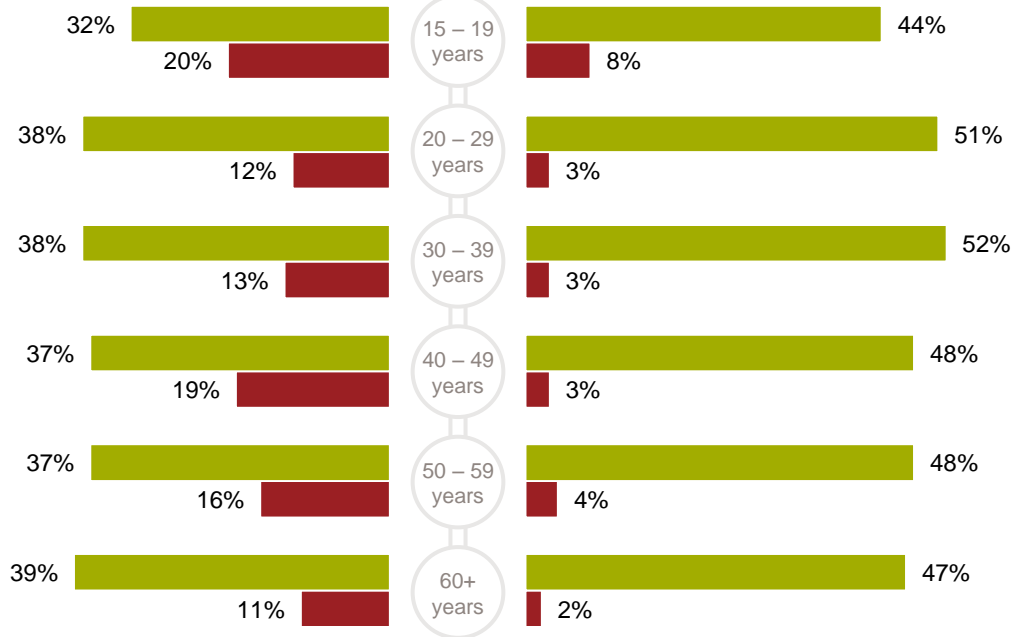
# Attitudes around materialism

## Agreement and disagreement per age-group across Brazil



I would rather have more time than more money

Experiences are more important than possessions



✓ Agreement (Top 2 Boxes)

✗ Disagreement (Bottom 2 Boxes)

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

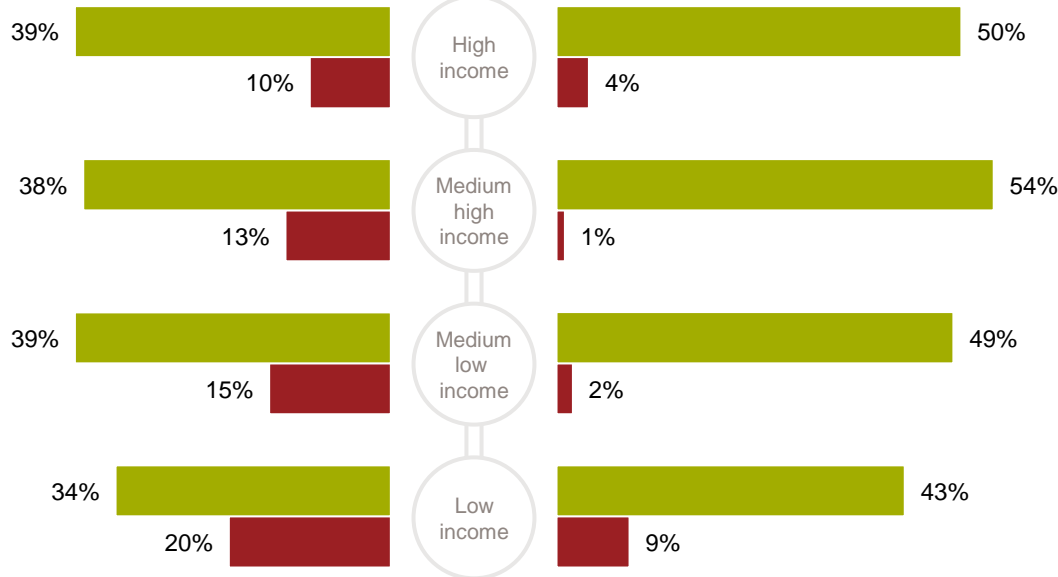
# Attitudes around materialism

## Agreement and disagreement per income-group across Brazil



I would rather have more time than more money

Experiences are more important than possessions



Agreement (Top 2 Boxes)



Disagreement (Bottom 2 Boxes)



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

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

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# Mexico





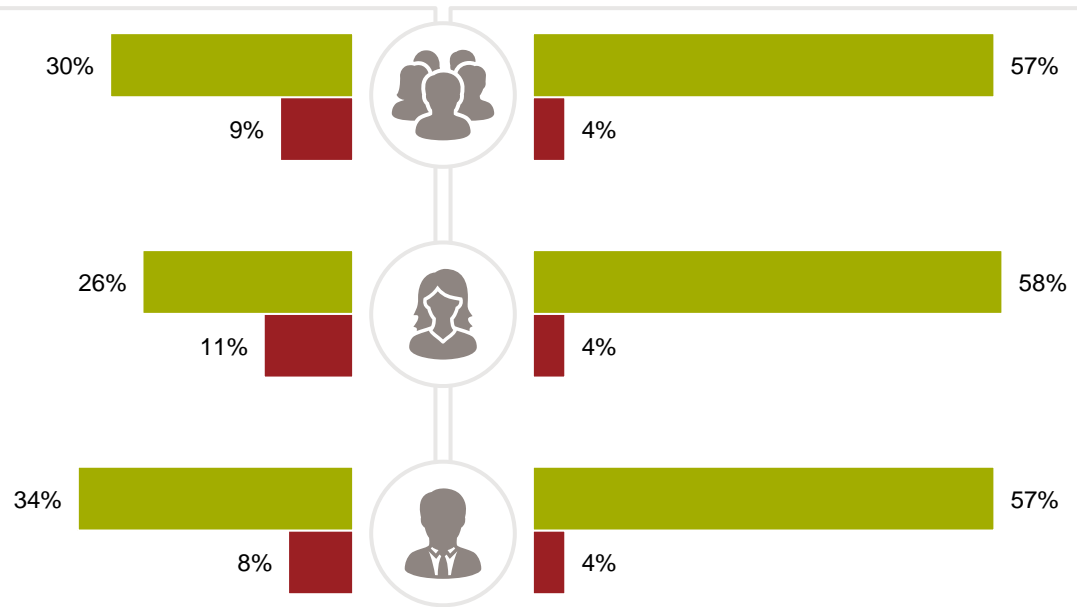
# Attitudes around materialism

## Agreement and disagreement across Mexico



I would rather have more time than more money

Experiences are more important than possessions



✓ Agreement (Top 2 Boxes)

✗ Disagreement (Bottom 2 Boxes)

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

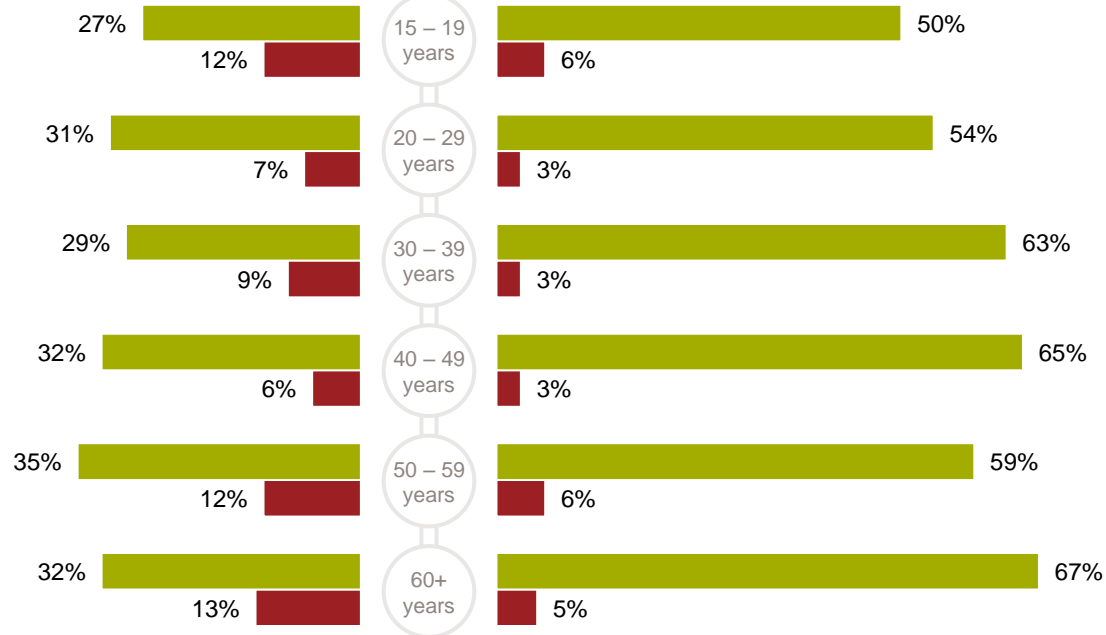
# Attitudes around materialism

## Agreement and disagreement per age-group across Mexico



I would rather have more time than more money

Experiences are more important than possessions



✓ Agreement (Top 2 Boxes)

✗ Disagreement (Bottom 2 Boxes)

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

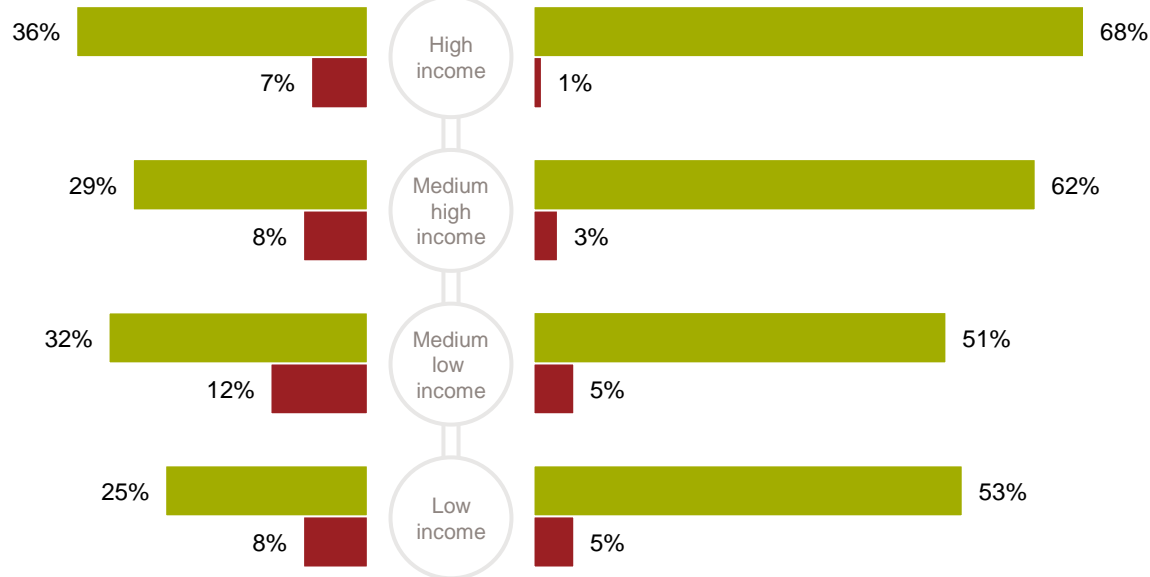
# Attitudes around materialism

## Agreement and disagreement per income-group across Mexico



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Experiences are more important than possessions



Agreement (Top 2 Boxes)



Disagreement (Bottom 2 Boxes)



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

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

# Country results – Asia-Pacific

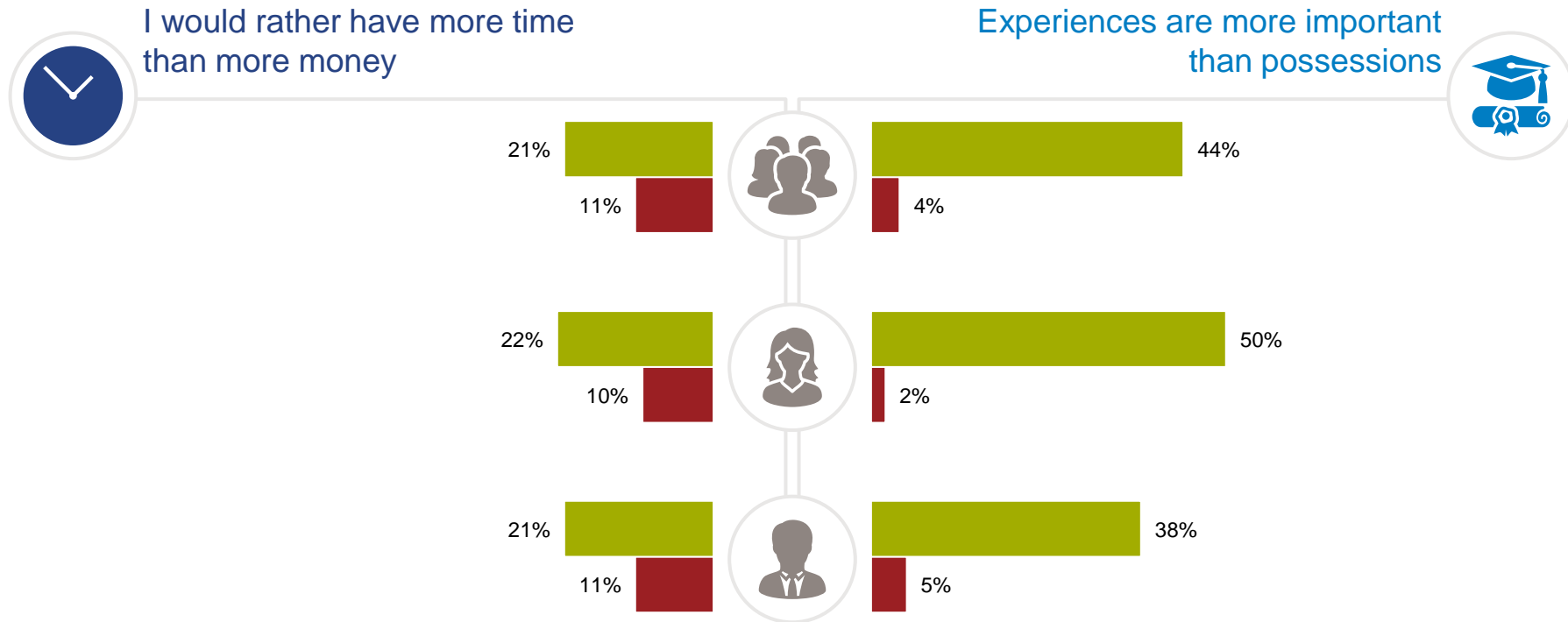
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# Australia



# Attitudes around materialism

## Agreement and disagreement across Australia



✓ Agreement (Top 2 Boxes)

✗ Disagreement (Bottom 2 Boxes)

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

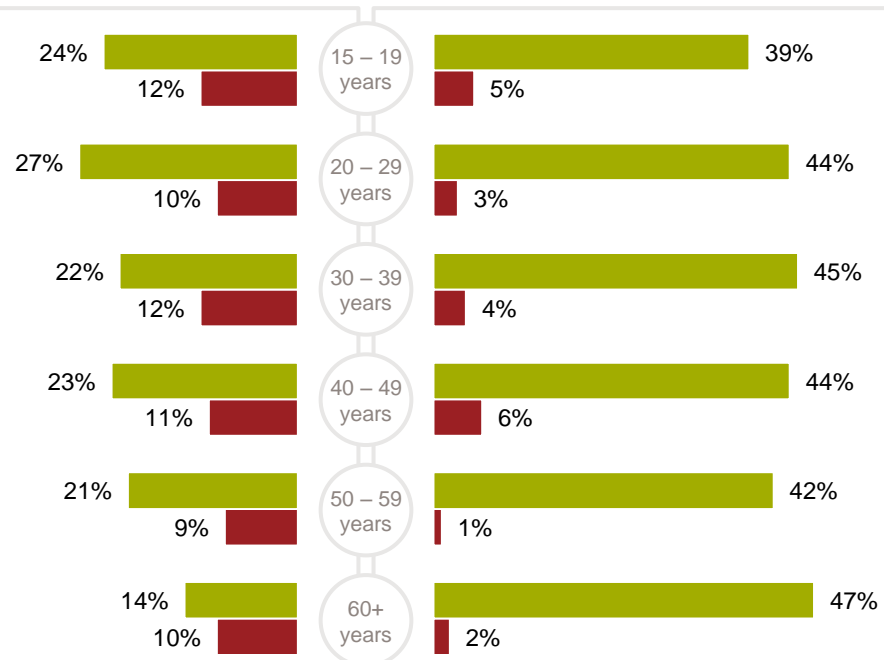
# Attitudes around materialism

## Agreement and disagreement per age-group across Australia



I would rather have more time than more money

Experiences are more important than possessions



✓ Agreement (Top 2 Boxes)

✗ Disagreement (Bottom 2 Boxes)

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

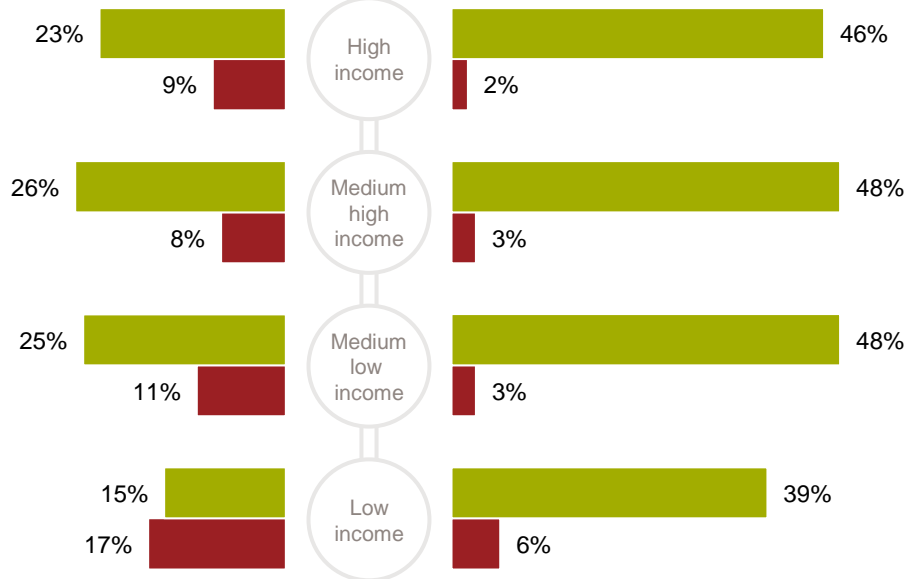
# Attitudes around materialism

## Agreement and disagreement per income-group across Australia



I would rather have more time than more money

Experiences are more important than possessions



Agreement (Top 2 Boxes)



Disagreement (Bottom 2 Boxes)



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

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



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# China

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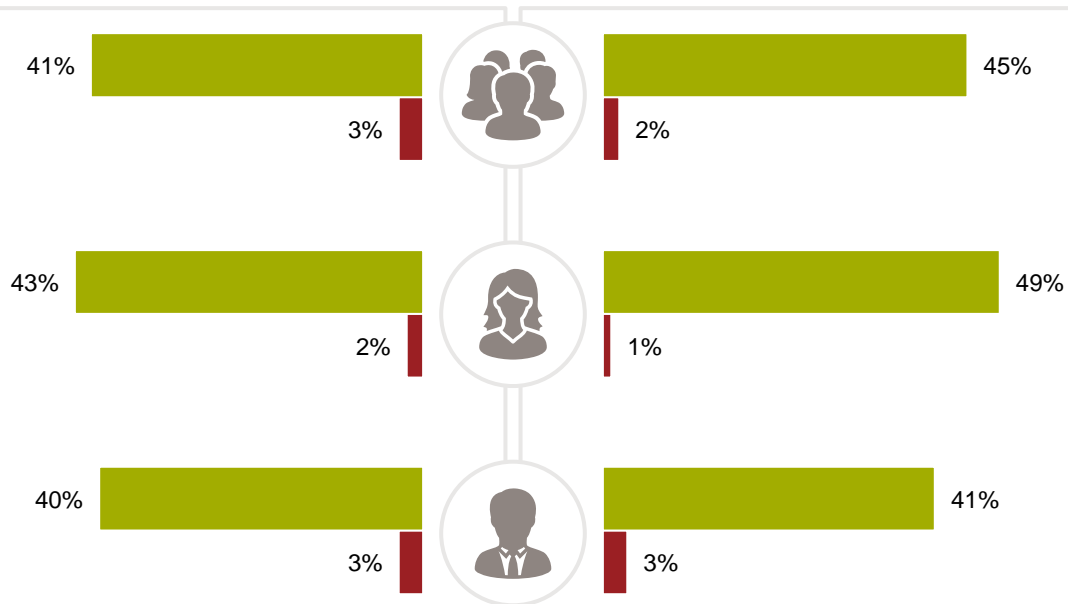
# Attitudes around materialism

## Agreement and disagreement across China



I would rather have more time than more money

Experiences are more important than possessions



Agreement (Top 2 Boxes)



Disagreement (Bottom 2 Boxes)

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

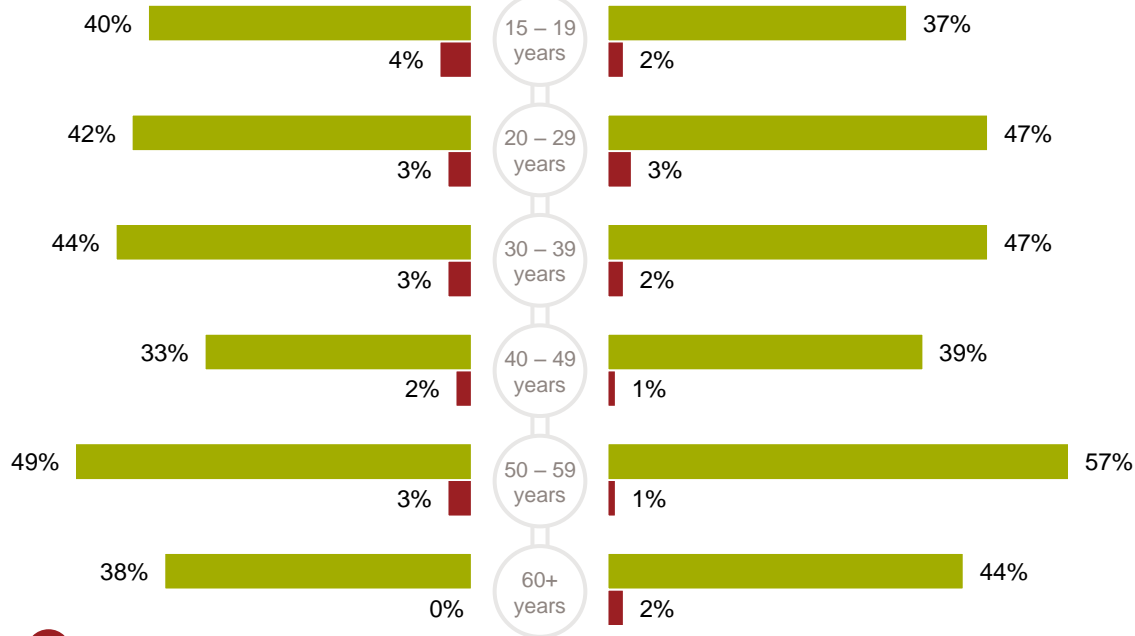
# Attitudes around materialism

## Agreement and disagreement per age-group across China



I would rather have more time than more money

Experiences are more important than possessions



✓ Agreement (Top 2 Boxes)

✗ Disagreement (Bottom 2 Boxes)

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

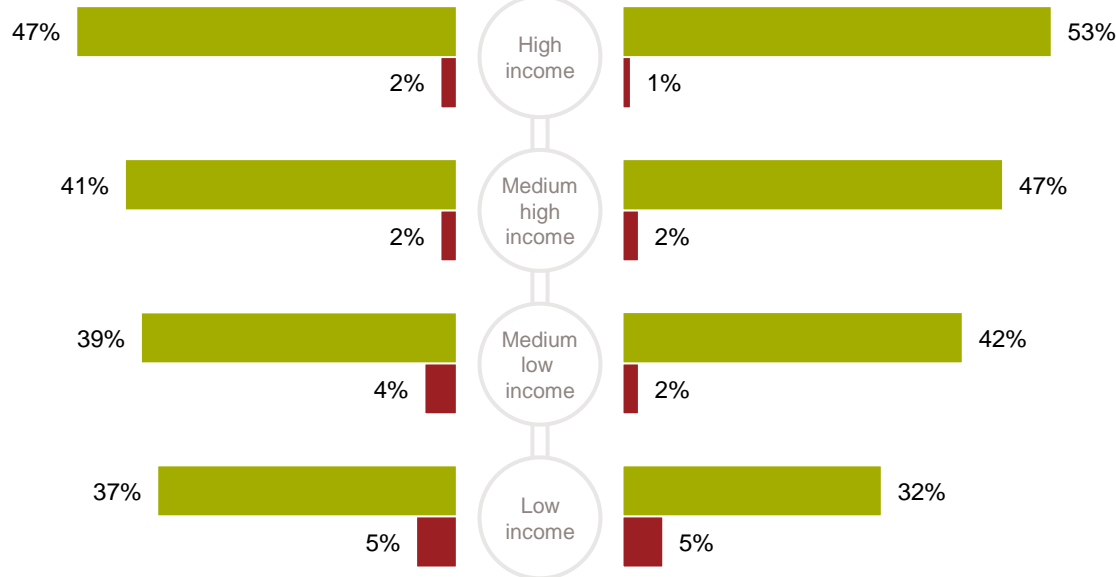
# Attitudes around materialism

## Agreement and disagreement per income-group across China



I would rather have more time than more money

Experiences are more important than possessions



Agreement (Top 2 Boxes)



Disagreement (Bottom 2 Boxes)



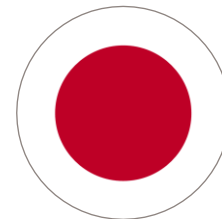
Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners

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

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# Japan

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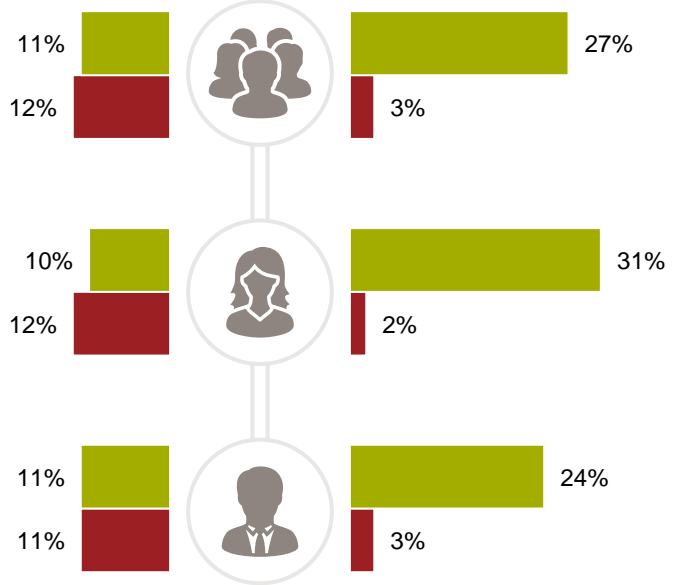
# Attitudes around materialism

## Agreement and disagreement across Japan



I would rather have more time than more money

Experiences are more important than possessions



✓ Agreement (Top 2 Boxes)

✗ Disagreement (Bottom 2 Boxes)

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

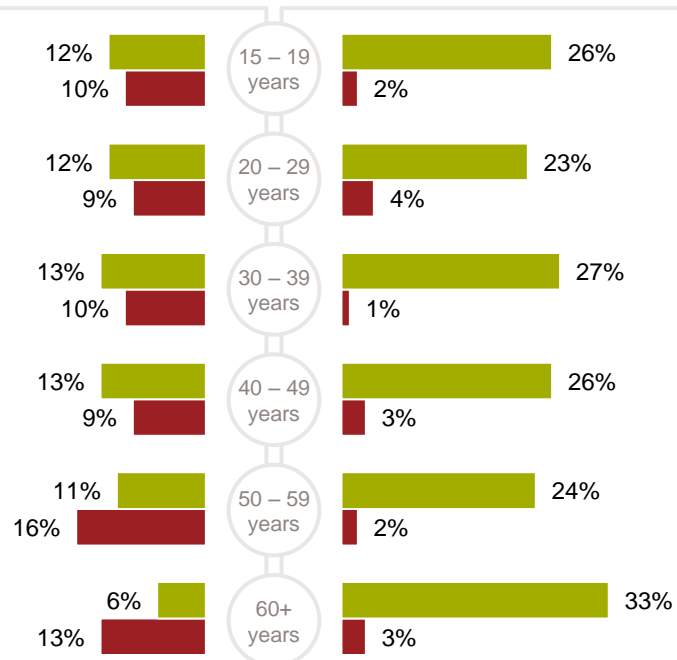
# Attitudes around materialism

## Agreement and disagreement per age-group across Japan



I would rather have more time than more money

Experiences are more important than possessions



✓ Agreement (Top 2 Boxes)

✗ Disagreement (Bottom 2 Boxes)

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

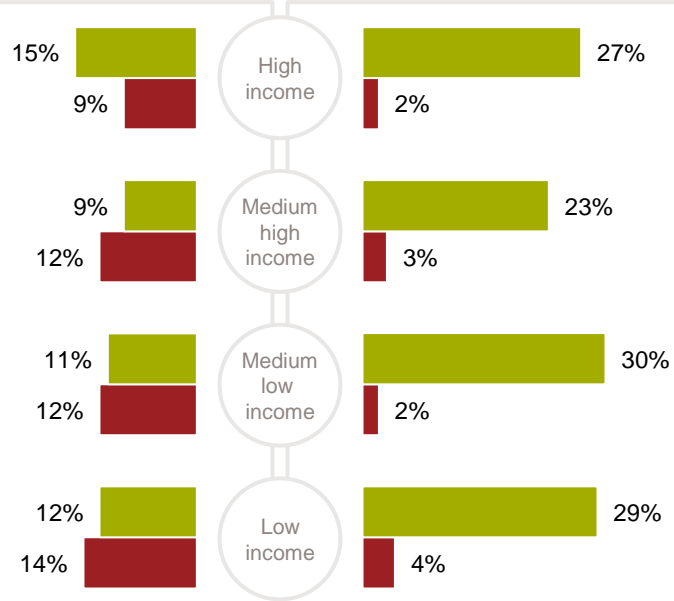
# Attitudes around materialism

## Agreement and disagreement per income-group across Japan



I would rather have more time than more money

Experiences are more important than possessions



Agreement (Top 2 Boxes)



Disagreement (Bottom 2 Boxes)



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

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



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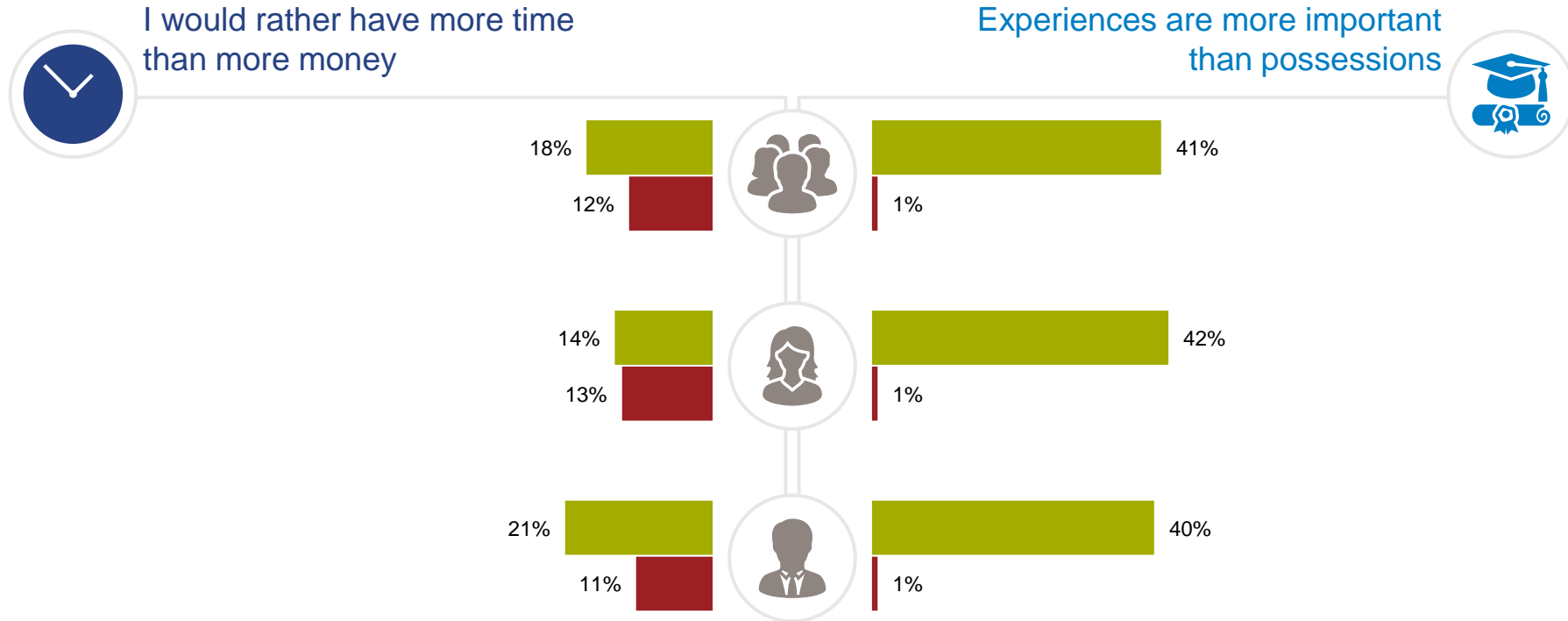
# South Korea

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# Attitudes around materialism

## Agreement and disagreement across South Korea



✓ Agreement (Top 2 Boxes)

✗ Disagreement (Bottom 2 Boxes)

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

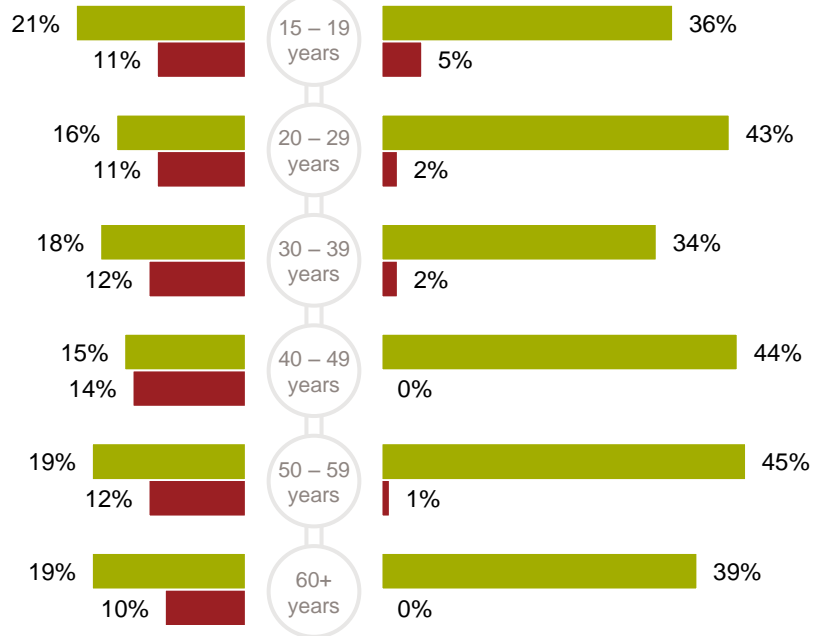
# Attitudes around materialism

## Agreement and disagreement per age-group across South Korea



I would rather have more time than more money

Experiences are more important than possessions



Agreement (Top 2 Boxes)



Disagreement (Bottom 2 Boxes)

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

# Attitudes around materialism

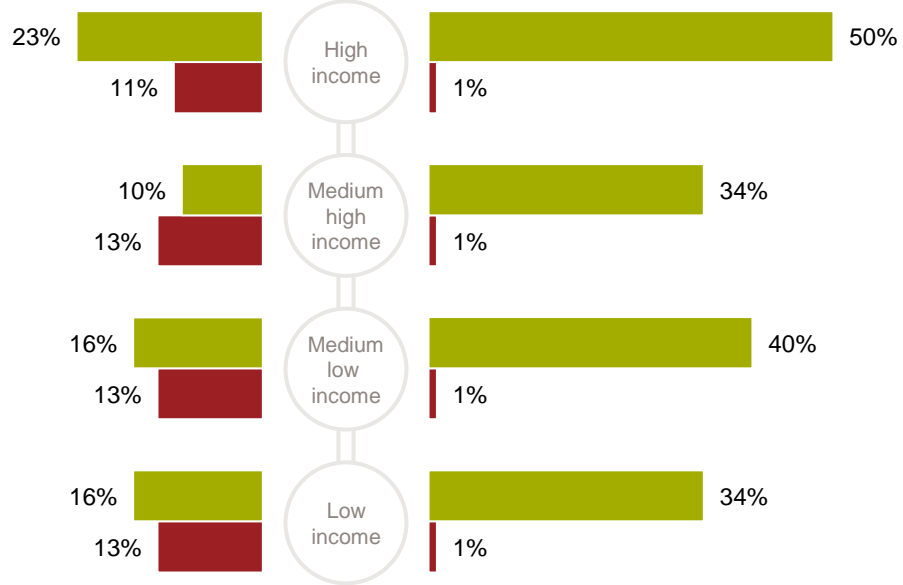
## Agreement and disagreement per income-group across South Korea



I would rather have more time than more money



Experiences are more important than possessions



✓ Agreement (Top 2 Boxes)

✗ Disagreement (Bottom 2 Boxes)



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

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

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