

# Regular activities to maintain physical health

Global GfK survey



September 2017

# Global GfK survey: Regular activities to maintain physical health

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**1** Methodology

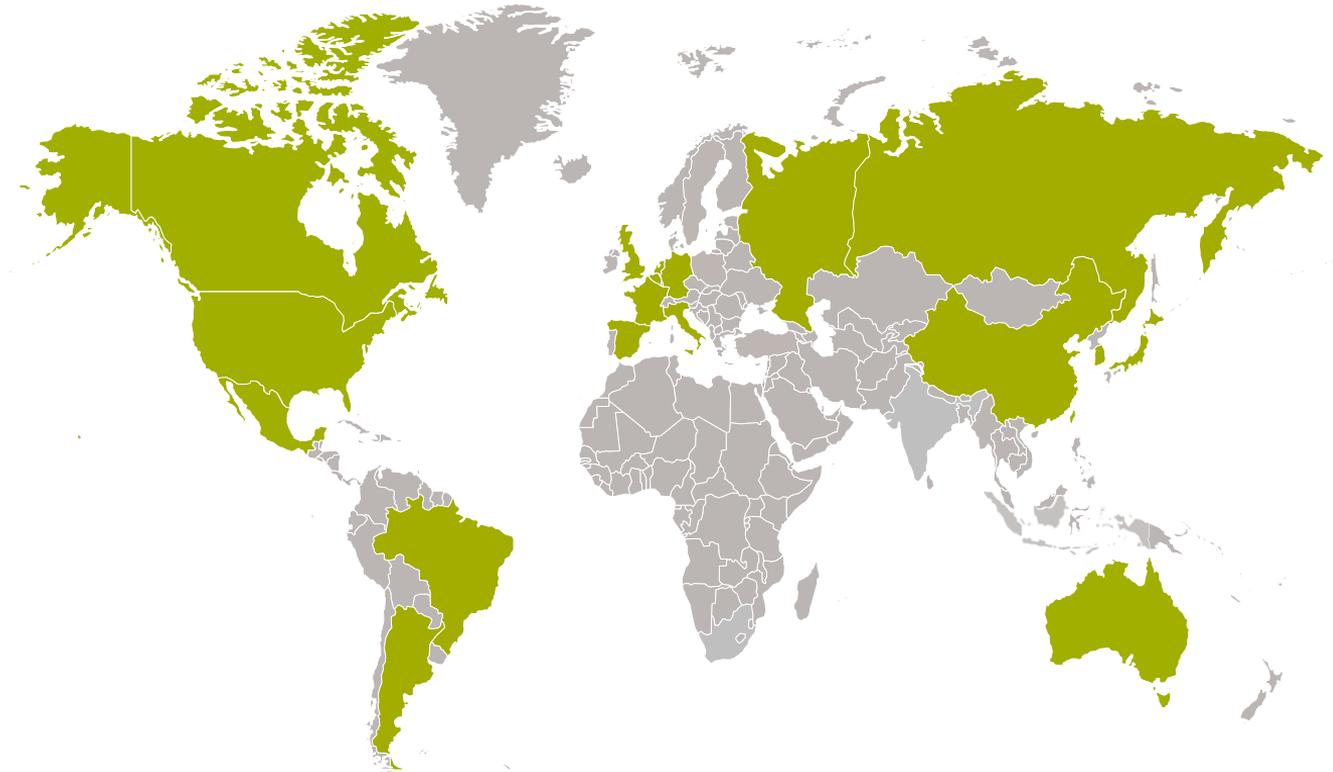
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**2** Global results

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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

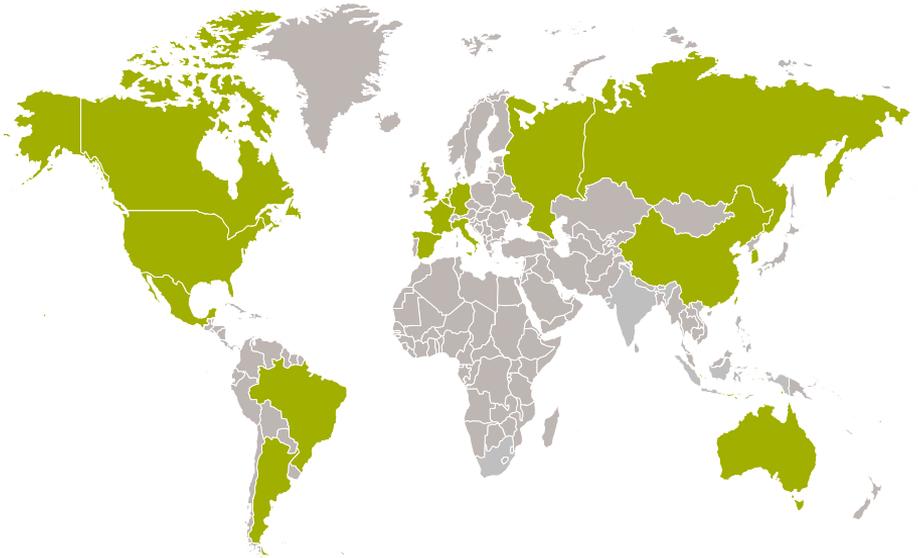
GfK interviewed in summer 2017 more than 23,000 consumers (aged 15 and older) in 17 countries online.

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

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=1017)
- Australia (online/n=1239)
- Belgium (online/n=1009)
- Brazil (online/n=1513)
- Canada (online/n=1009)
- China (online/n=1505)
- France (online/n=1510)
- Germany (online/n=1535)
- Italy (online/n=1517)
- Japan (online/n=1763)
- Mexico (online/n=1017)
- Netherlands (online/n=1026)
- Russia (online/n=1522)
- South Korea (online/n=1011)
- Spain (online/n=1506)
- UK (online/n=2175)
- USA (online/n=1503)



## Question



### Which of these activities do you do regularly to maintain your physical health?

Options:

- Get enough sleep
- Eat healthy, nutritious foods
- Follow a specific diet
- Exercise
- Meditate or use other relaxation techniques
- Use skin care or  
[WOMEN: beauty products  
MEN: personal grooming products]
- Use herbal, holistic, or other alternative remedies/therapies
- Take a break from technology or unplug/disconnect
- Spend time with family, friends, or pets
- Get cosmetic or elective surgery or non-surgical procedures including dental, eye or skin procedures
- None of these

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# Global results

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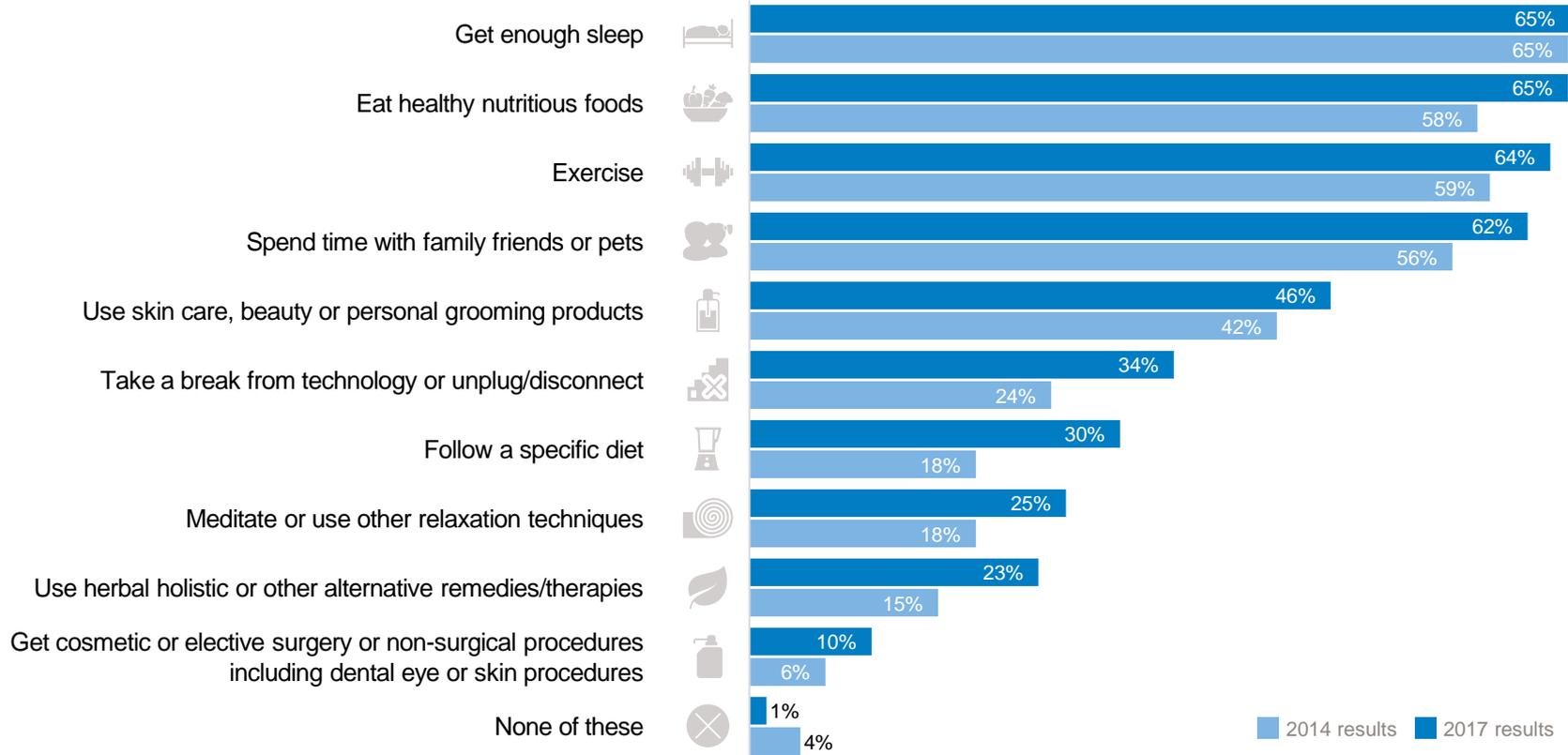


## Highlights

- When it comes to the activities that people do regularly to maintain their physical health, close to two thirds of the online population across 17 countries include getting enough sleep, eating healthy nutritious food, and exercising.
- 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.
- GfK’s research indicates that ‘quality time’ has taken a step forward in people’s perception of what keeps them physically healthy. Eating the right food is also getting notably more attention than in the past.

# Regular activities to maintain physical health

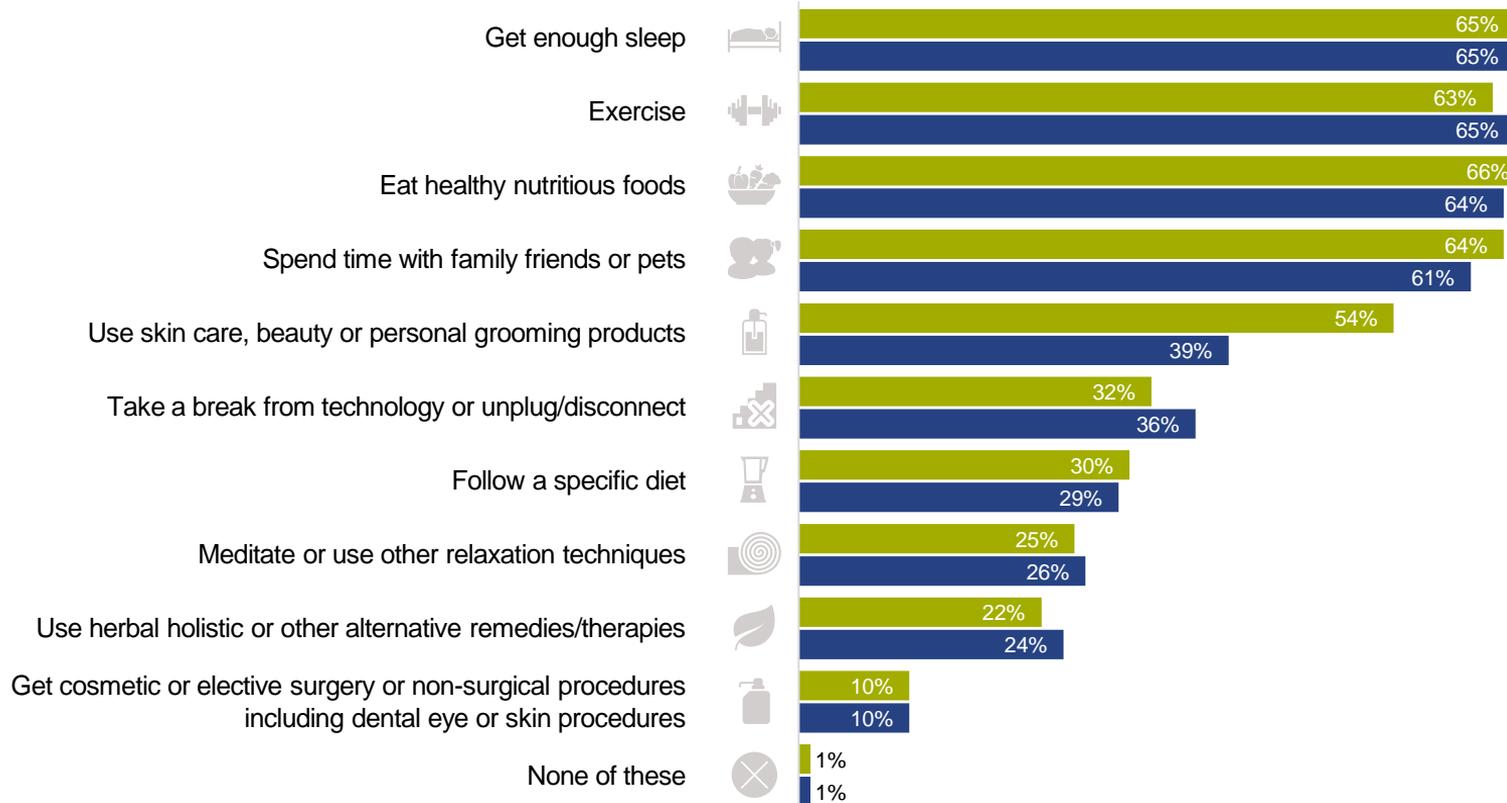
## Average across all 17 countries plus comparison to 2014 results



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries in 2017 and 21,000 Internet users in 16 countries in 2014 – multiple answers possible – rounded

# Regular activities to maintain physical health

## Average across all 17 countries among men and women

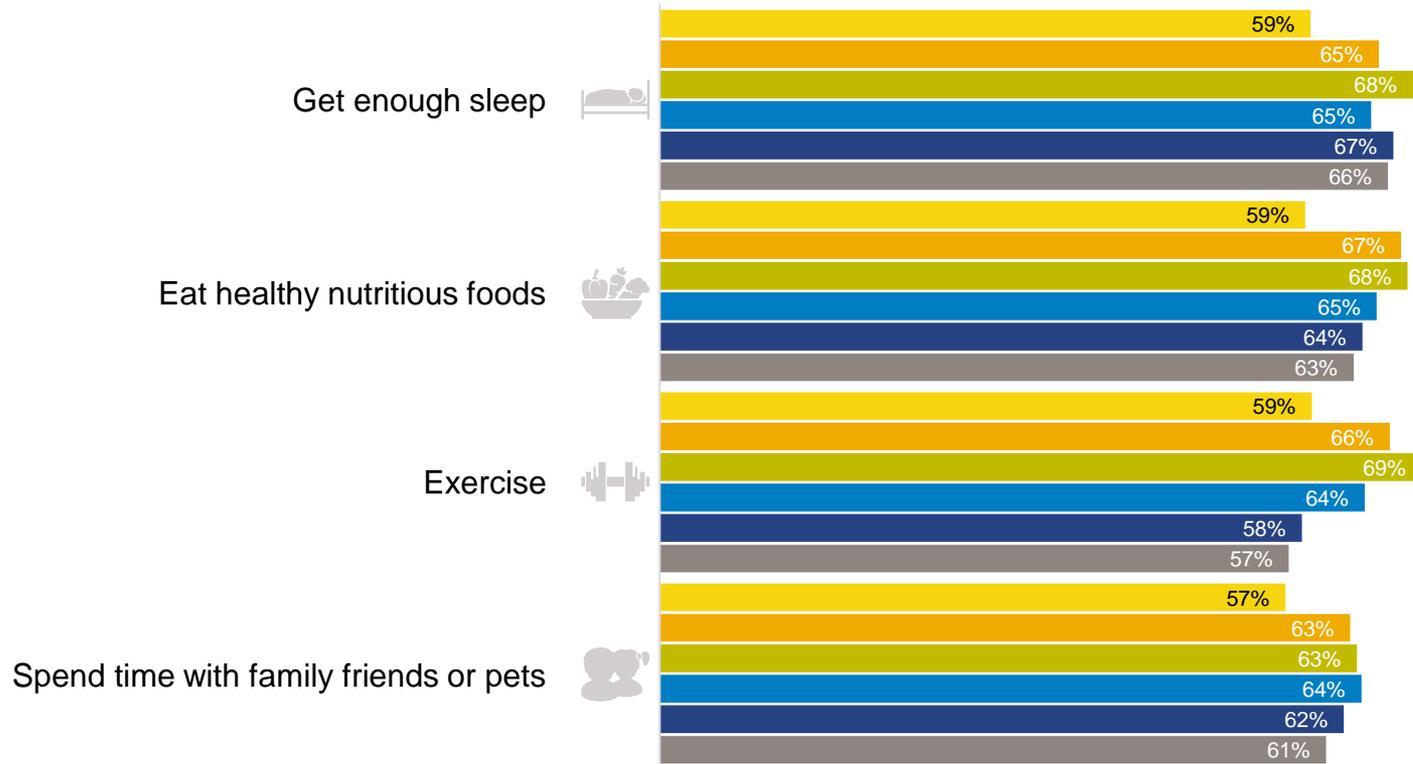


Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

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# Regular activities to maintain physical health

## Average across all 17 countries among age-groups (1/3)



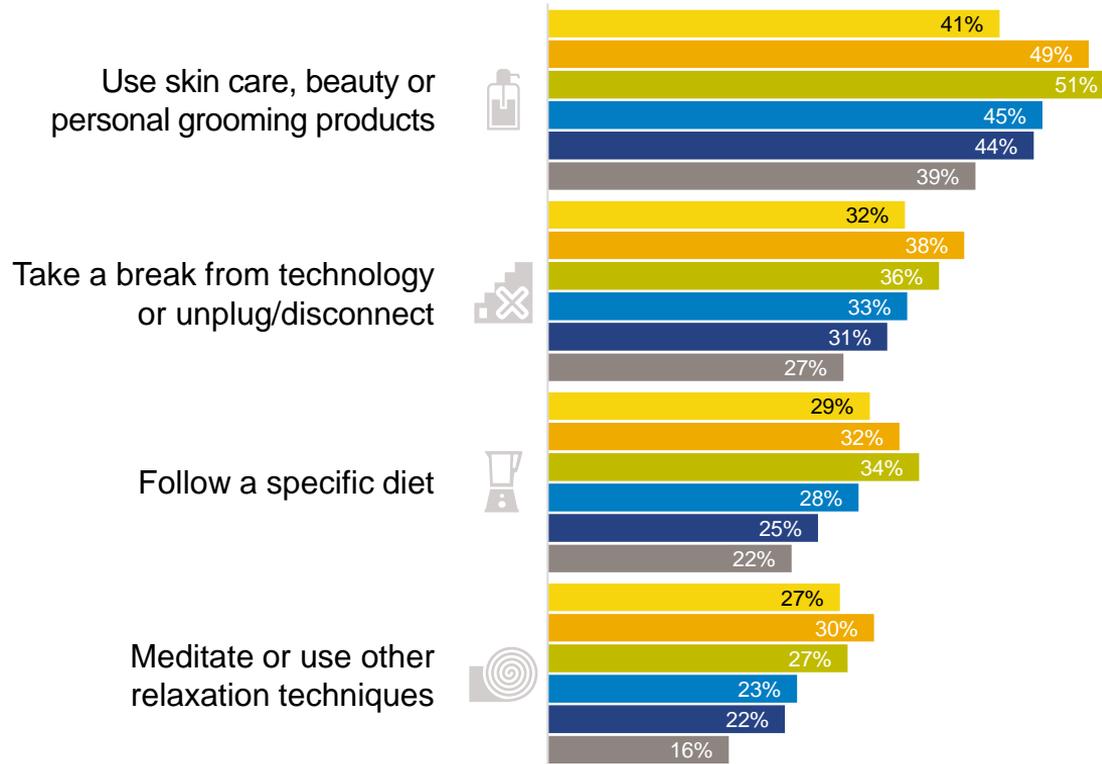
■ 15 – 19 years ■ 20 – 29 years ■ 30 – 39 years ■ 40 – 49 years ■ 50 – 59 years ■ 60+ years

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

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# Regular activities to maintain physical health

## Average across all 17 countries among age-groups (2/3)



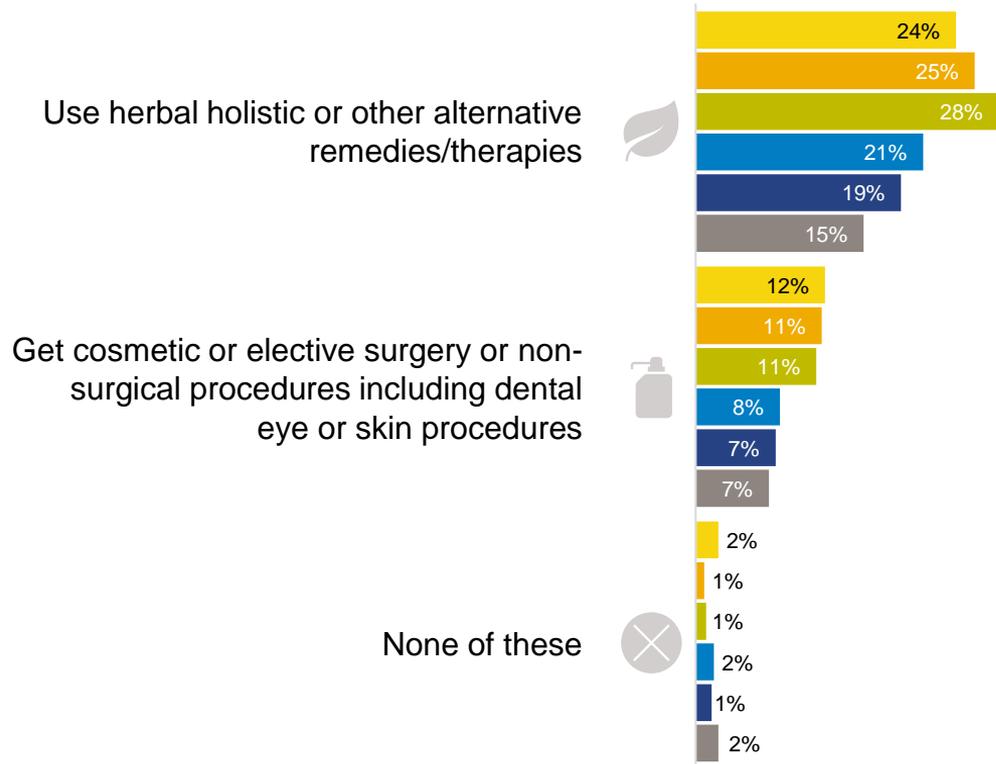
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 ■ 60+ years

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

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# Regular activities to maintain physical health

## Average across all 17 countries among age-groups (3/3)



■ 15 – 19 years  
 ■ 20 – 29 years  
 ■ 30 – 39 years  
 ■ 40 – 49 years  
 ■ 50 – 59 years  
 ■ 60+ years

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

# Regular activities to maintain physical health

## Top 5 countries per activity



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

# Country results – Europe

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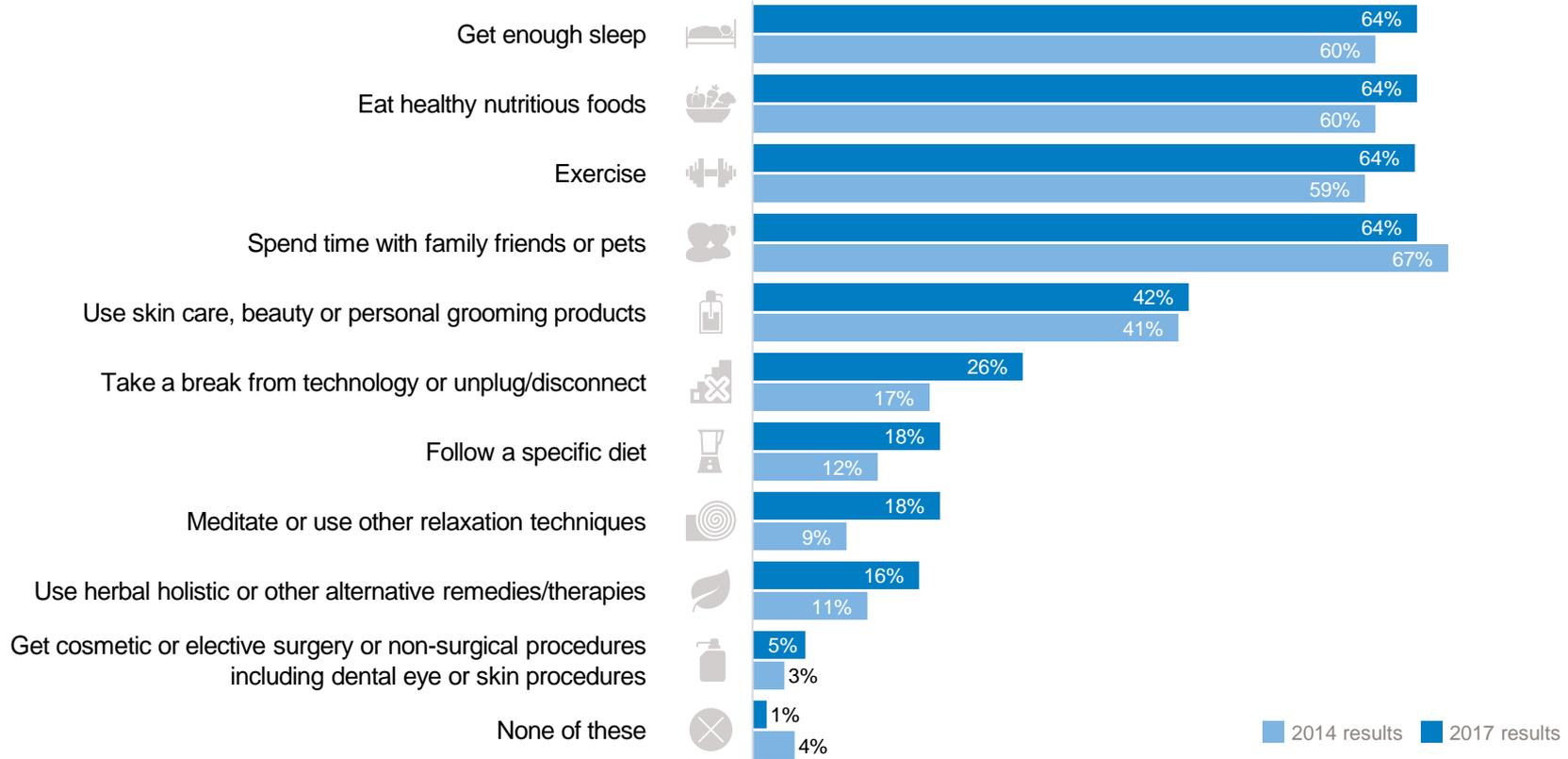
# Belgium

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# Regular activities to maintain physical health

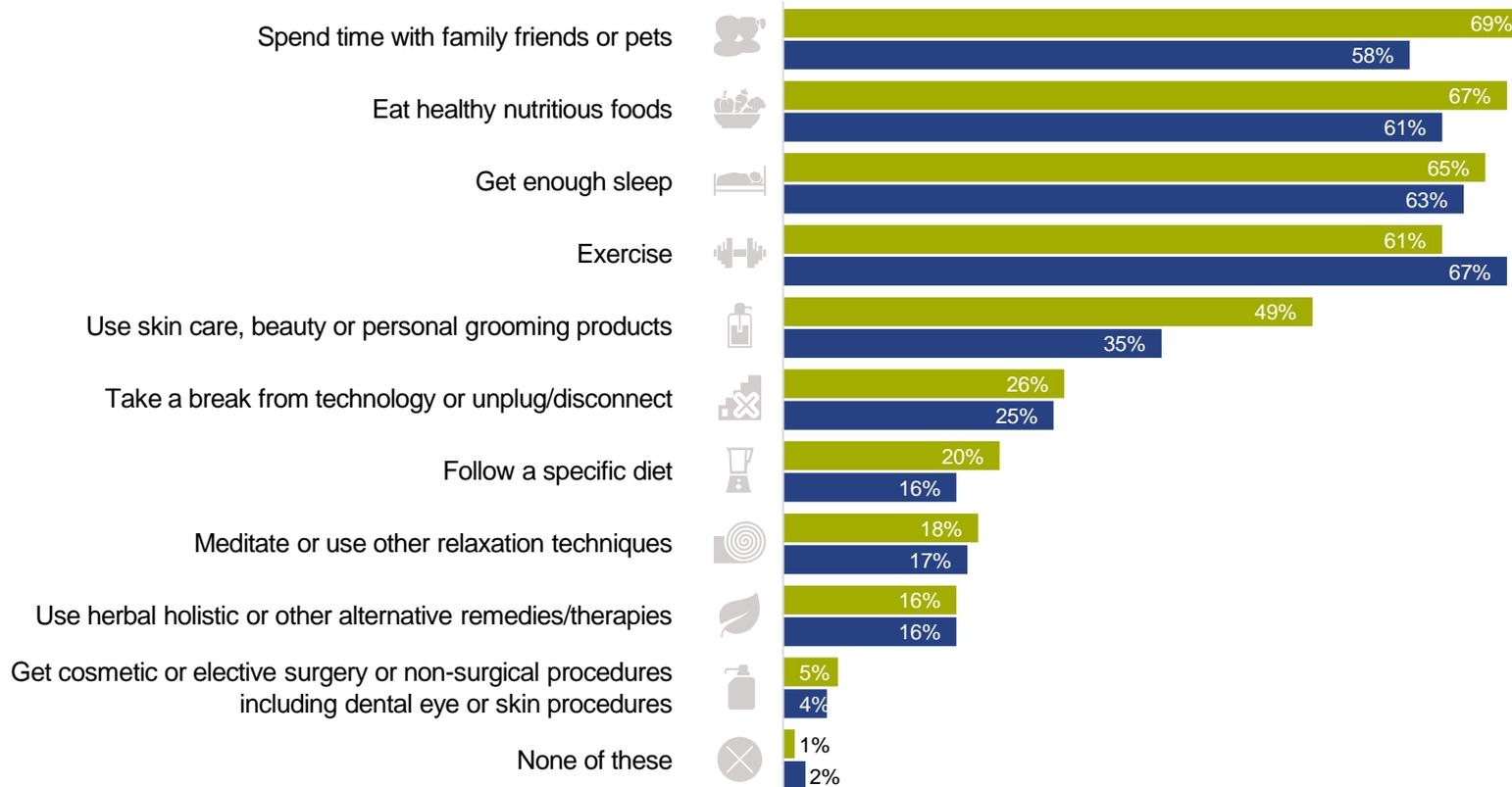
## Average across Belgium plus comparison to 2014 results



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries in 2017 and 21,000 Internet users in 16 countries in 2014 – multiple answers possible – rounded

# Regular activities to maintain physical health

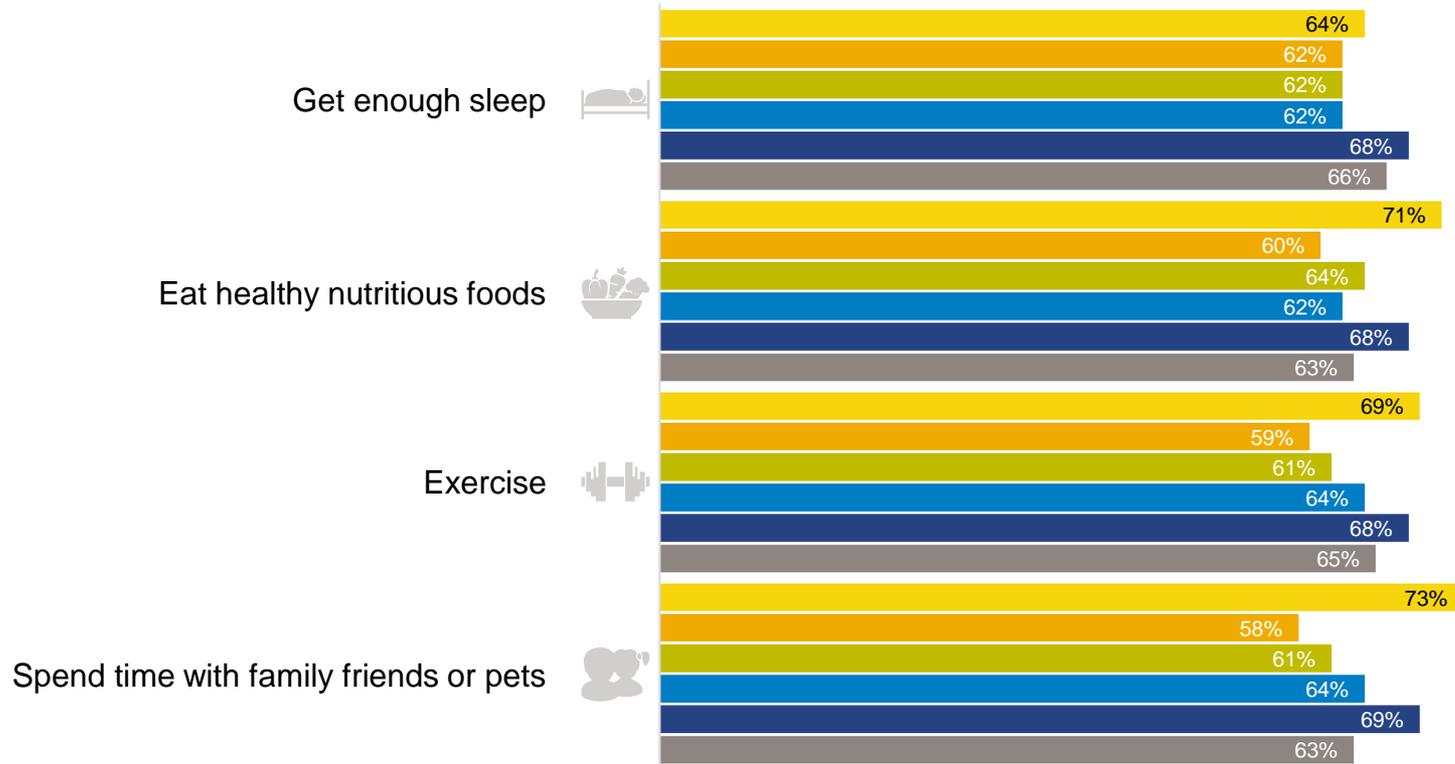
## Average across Belgium among men and women



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

# Regular activities to maintain physical health

## Average across Belgium among age-groups (1/3)



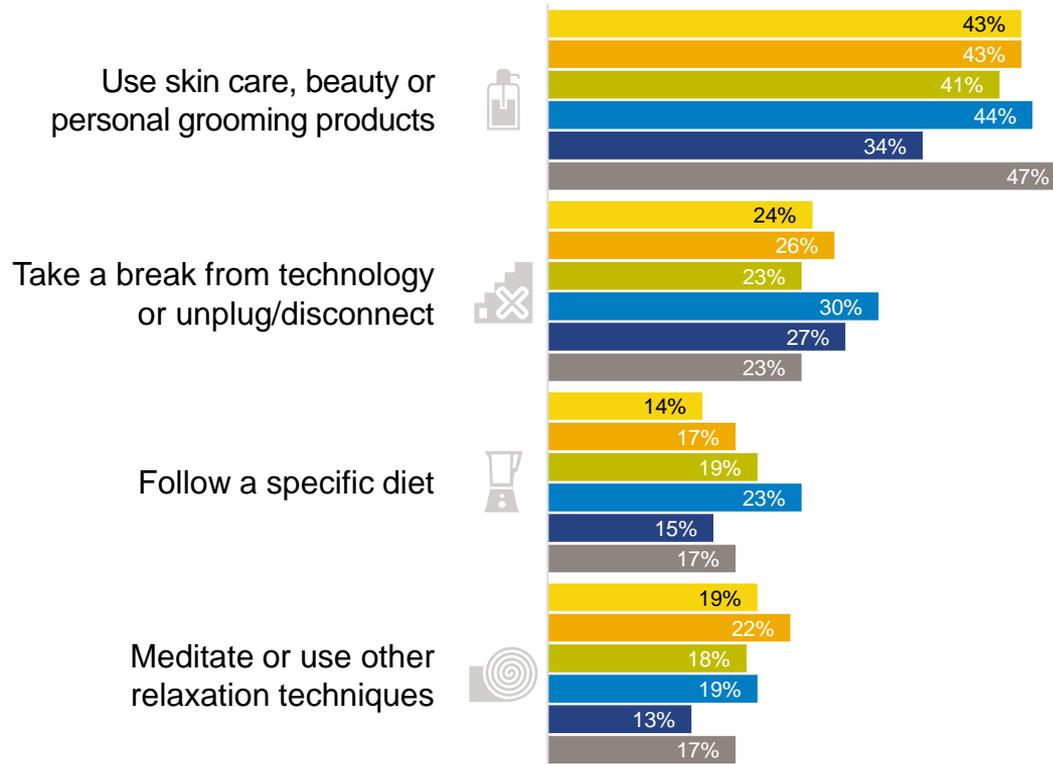
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# Regular activities to maintain physical health

## Average across Belgium among age-groups (2/3)

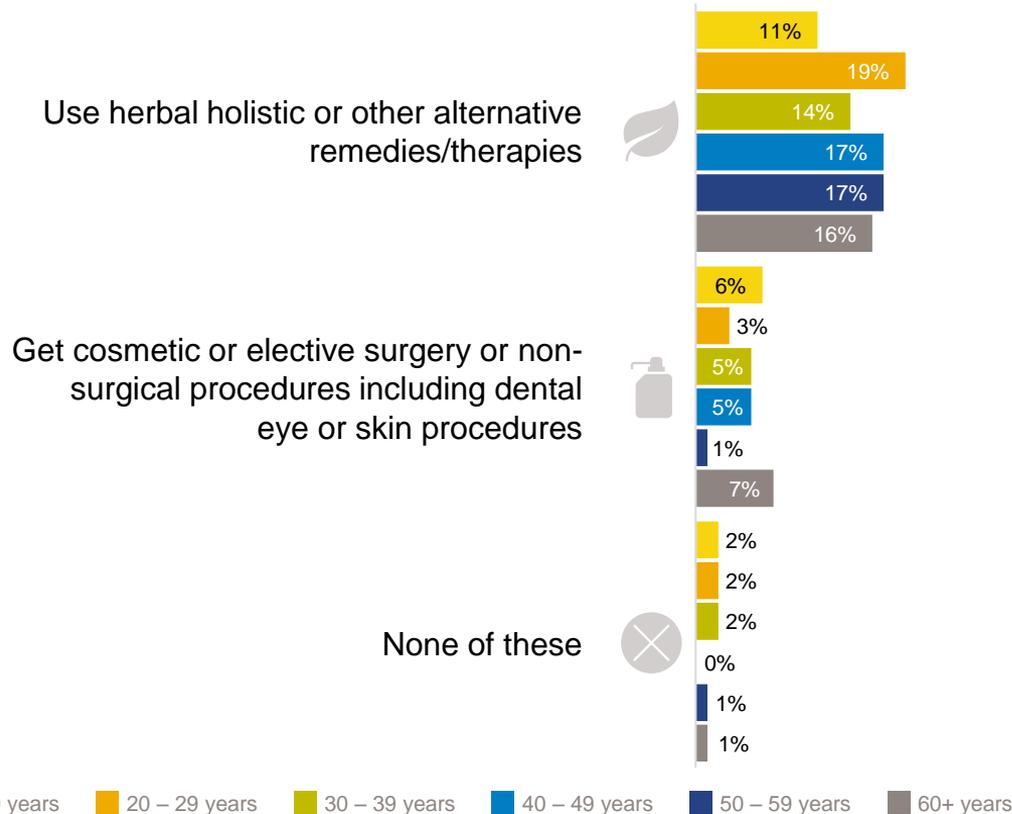


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Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

# Regular activities to maintain physical health

## Average across Belgium among age-groups (3/3)

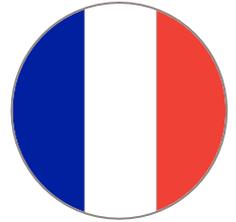


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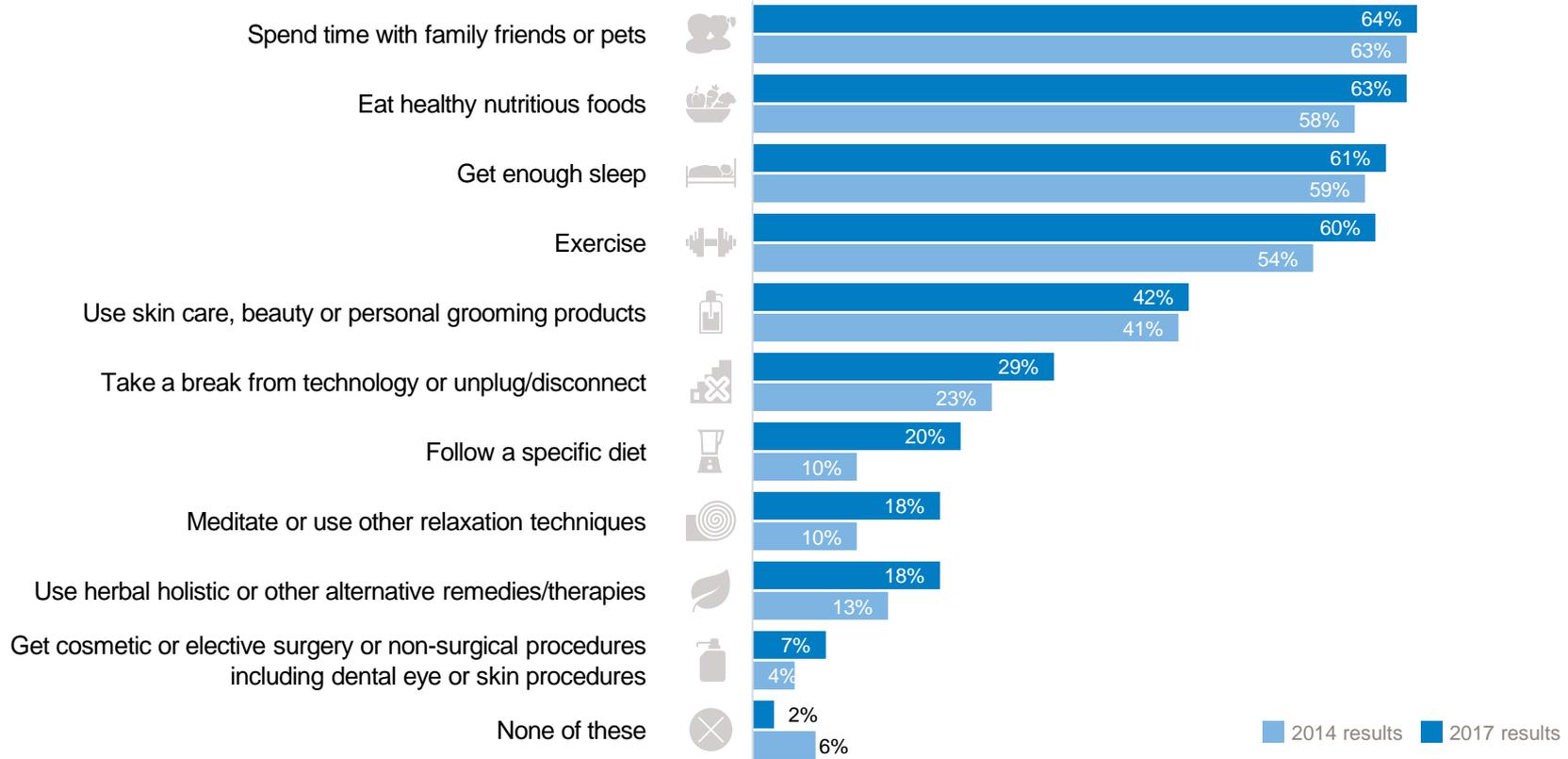
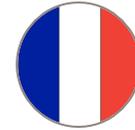
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# France



# Regular activities to maintain physical health

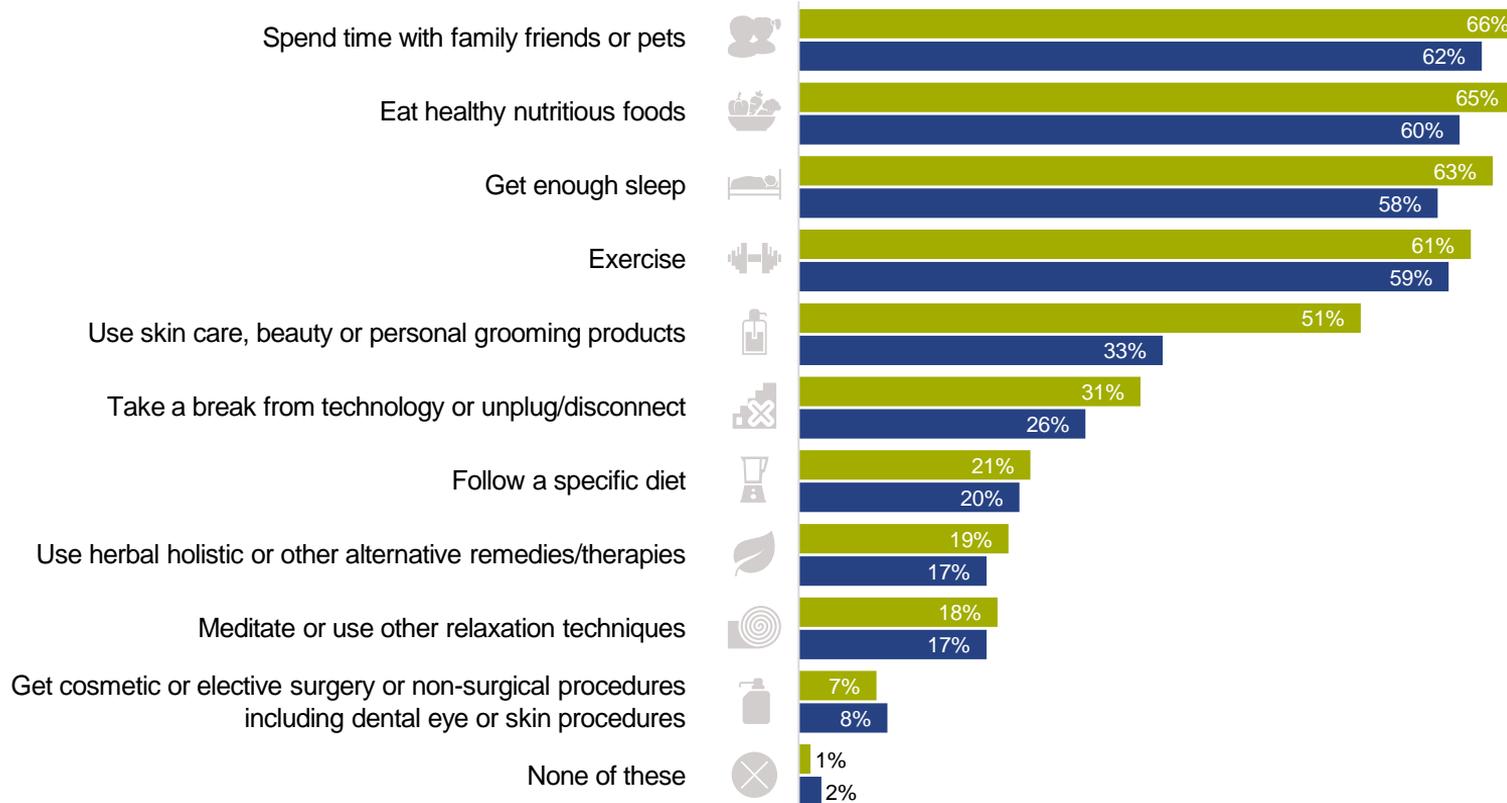
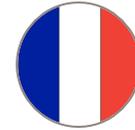
## Average across France plus comparison to 2014 results



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries in 2017 and 21,000 Internet users in 16 countries in 2014 – multiple answers possible – rounded

# Regular activities to maintain physical health

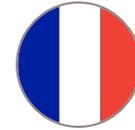
## Average across France among men and women



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

# Regular activities to maintain physical health

## Average across France among age-groups (1/3)



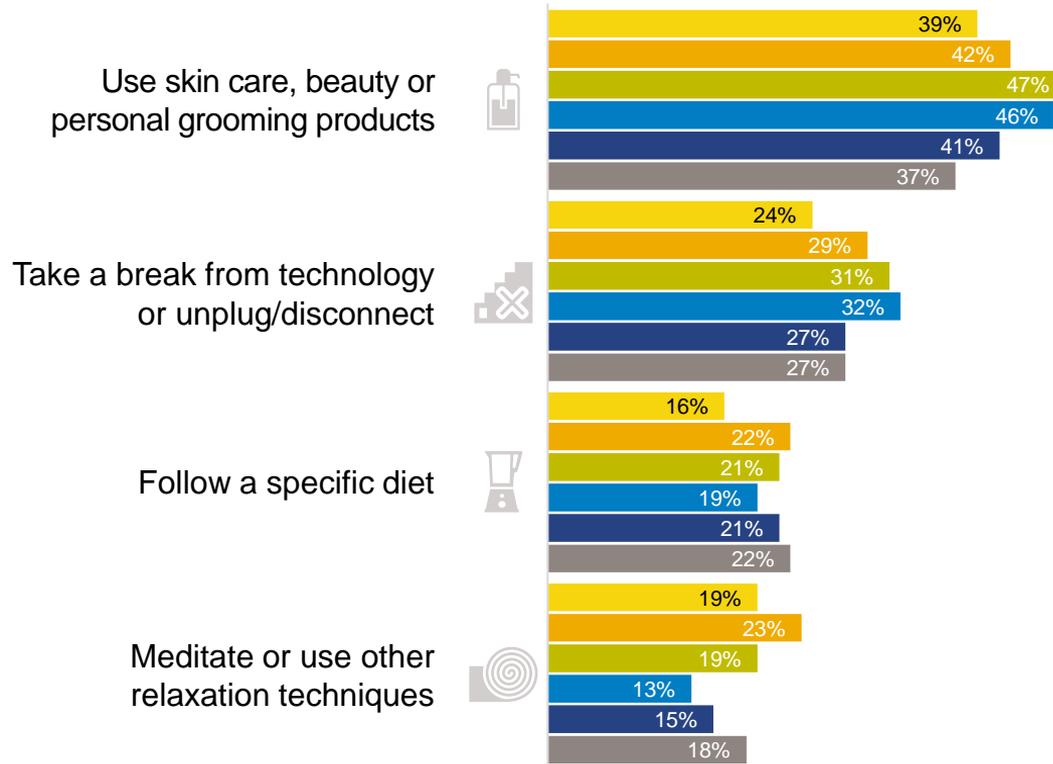
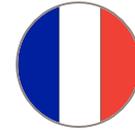
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 ■ 60+ years

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

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# Regular activities to maintain physical health

## Average across France among age-groups (2/3)



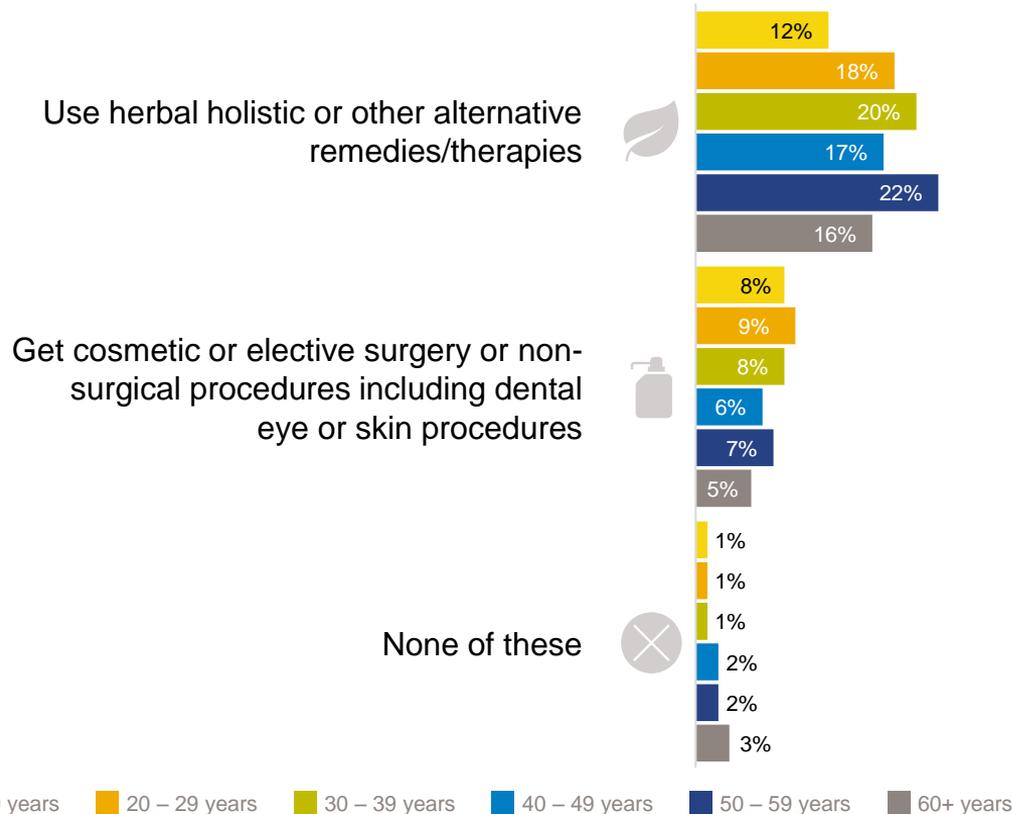
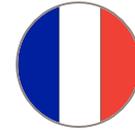
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Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

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# Regular activities to maintain physical health

## Average across France among age-groups (3/3)



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

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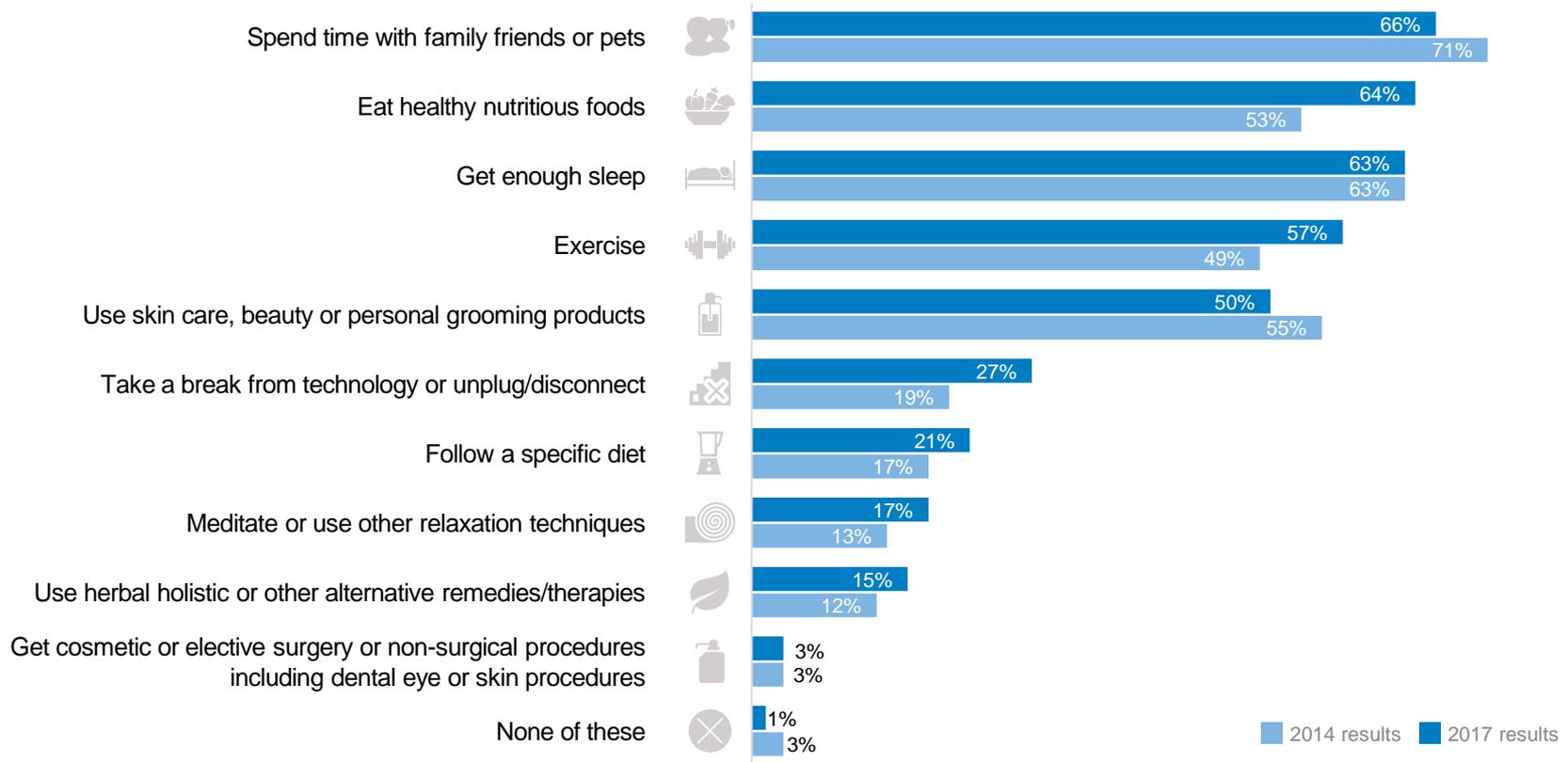
# Germany

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# Regular activities to maintain physical health

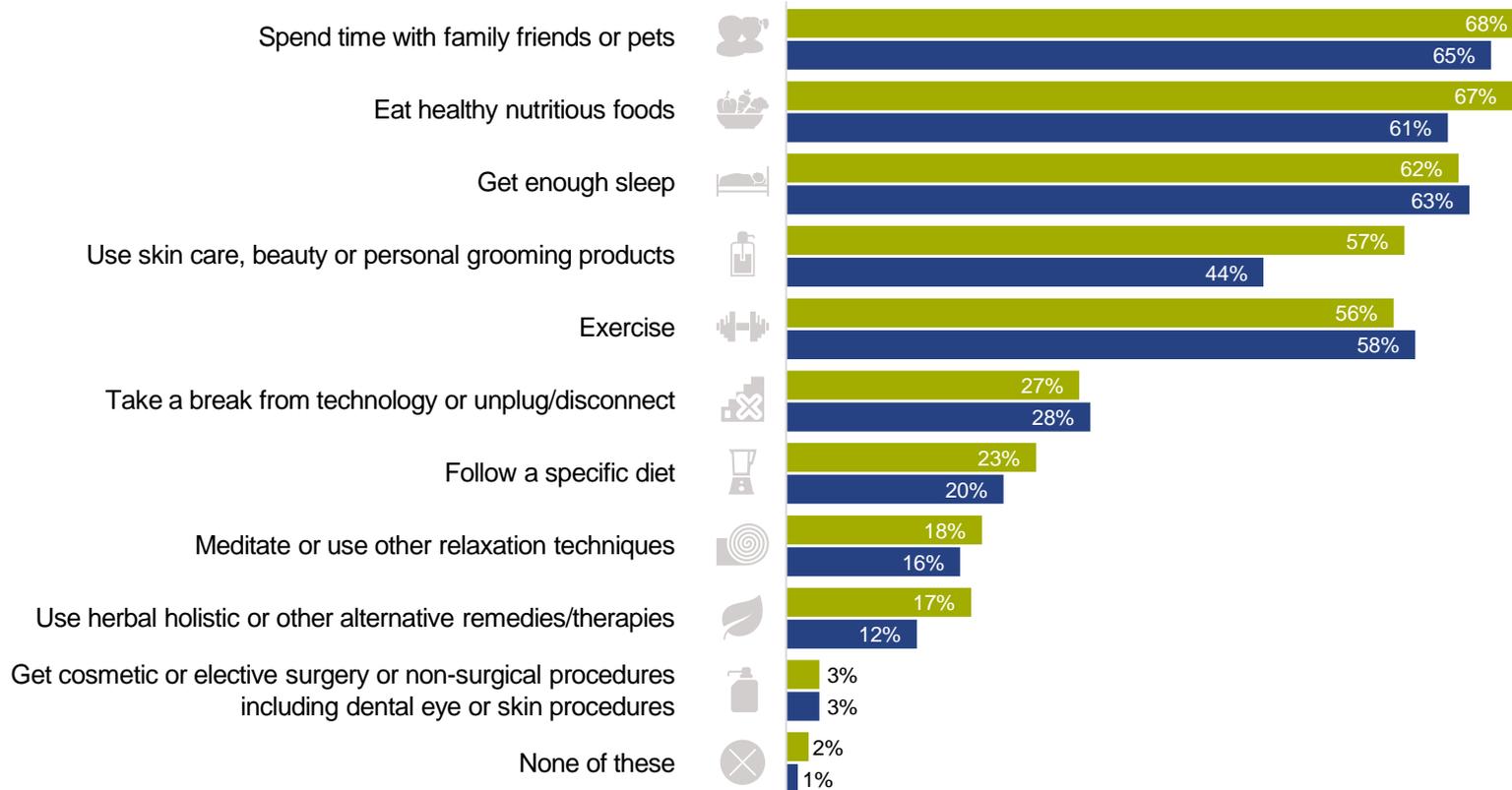
## Average across Germany plus comparison to 2014 results



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries in 2017 and 21,000 Internet users in 16 countries in 2014 – multiple answers possible – rounded

# Regular activities to maintain physical health

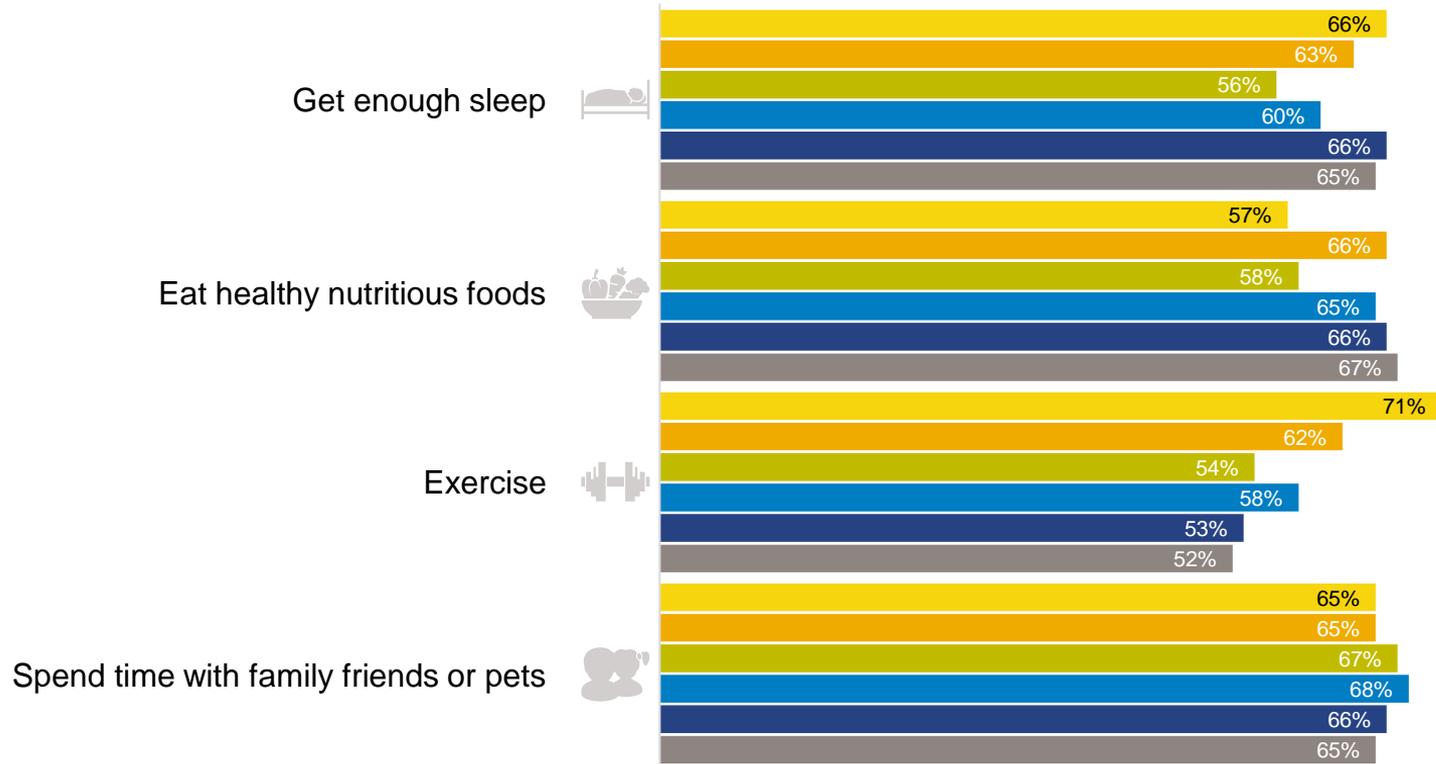
## Average across Germany among men and women



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

# Regular activities to maintain physical health

## Average across Germany among age-groups (1/3)



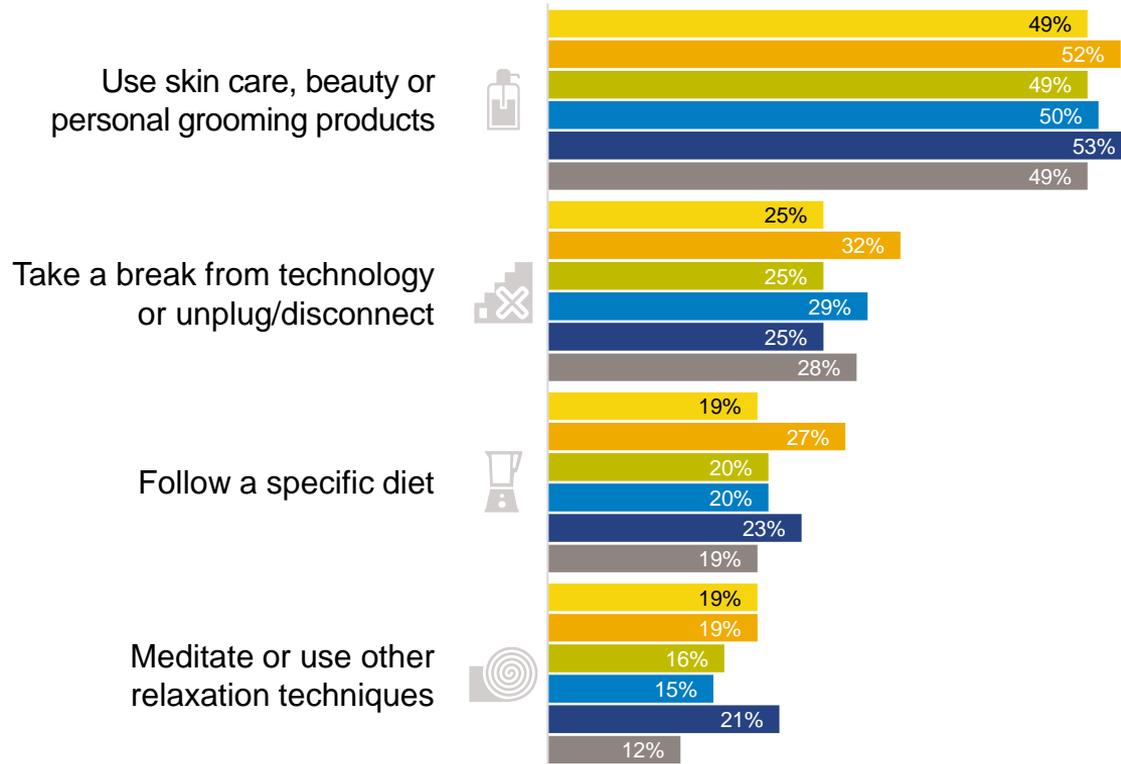
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Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

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# Regular activities to maintain physical health

## Average across Germany among age-groups (2/3)



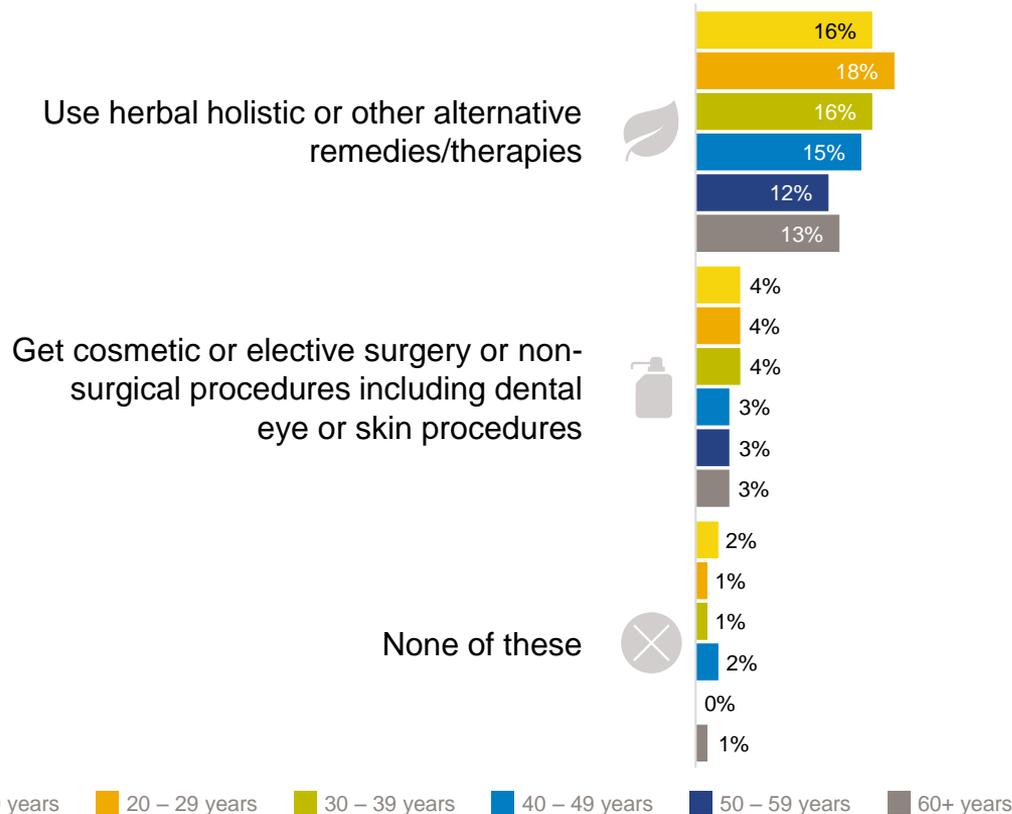
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Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

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# Regular activities to maintain physical health

## Average across Germany among age-groups (3/3)



■ 15 – 19 years  
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Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

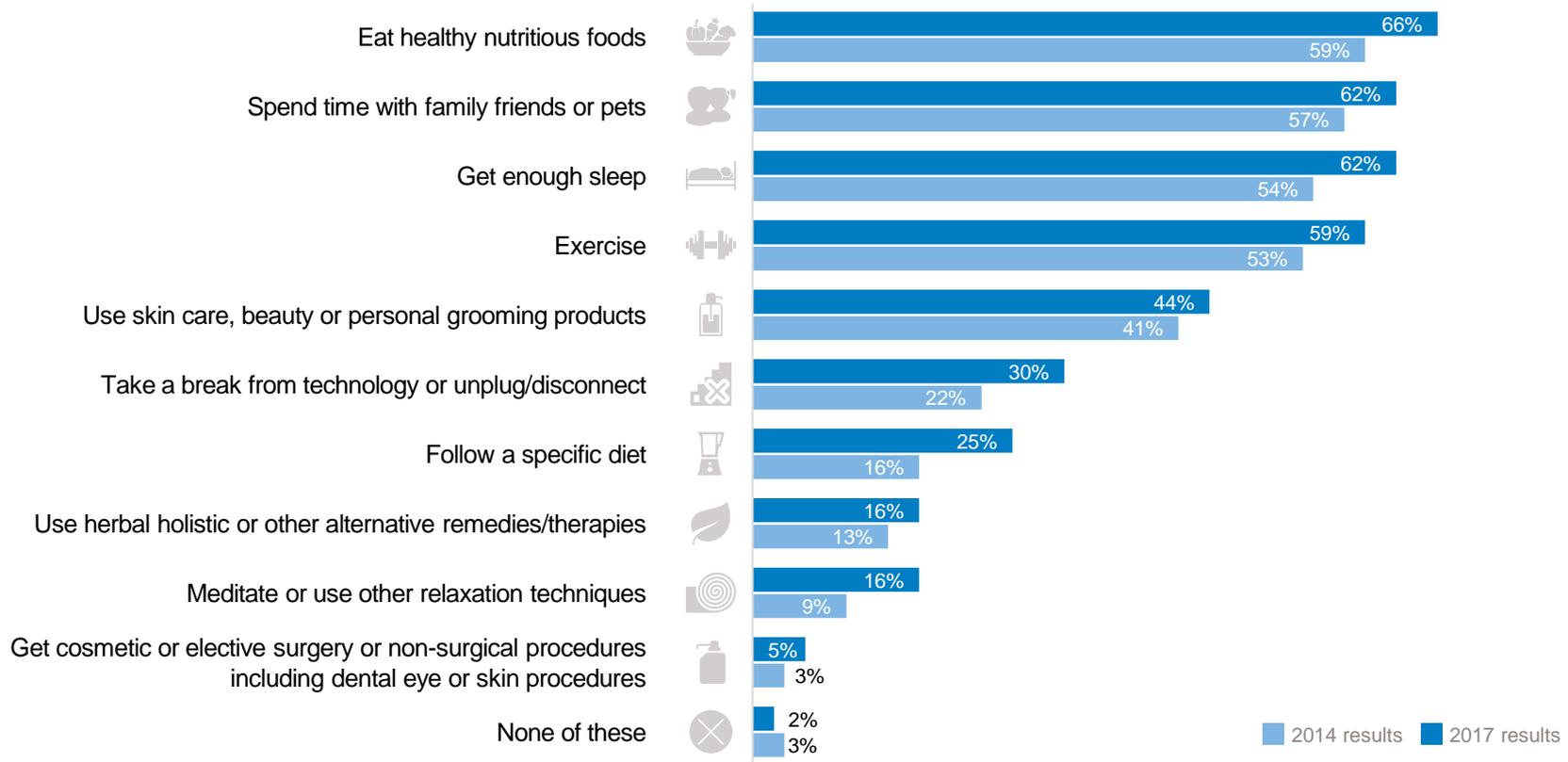
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# Italy



# Regular activities to maintain physical health

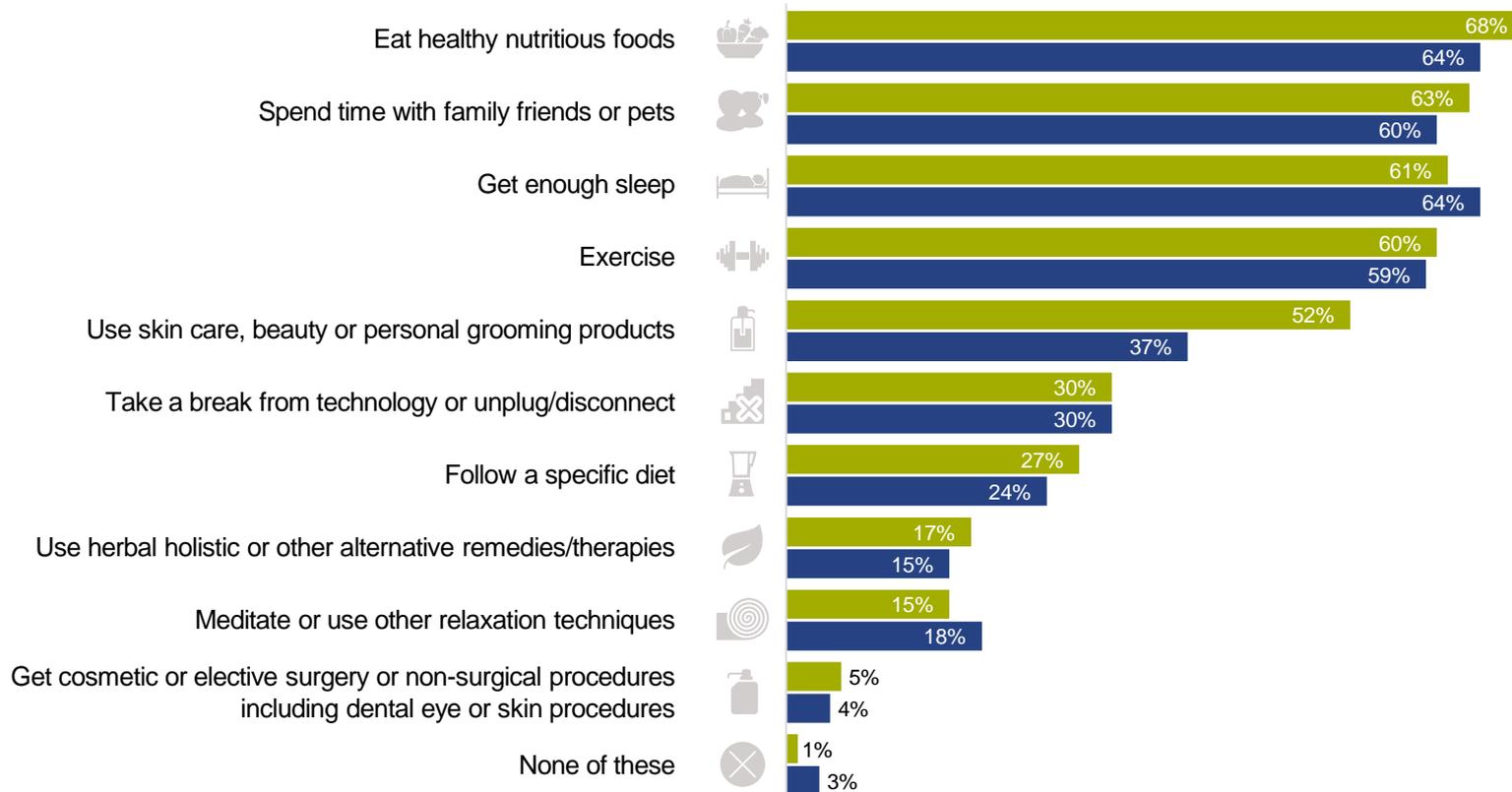
## Average across Italy plus comparison to 2014 results



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries in 2017 and 21,000 Internet users in 16 countries in 2014 – multiple answers possible – rounded

# Regular activities to maintain physical health

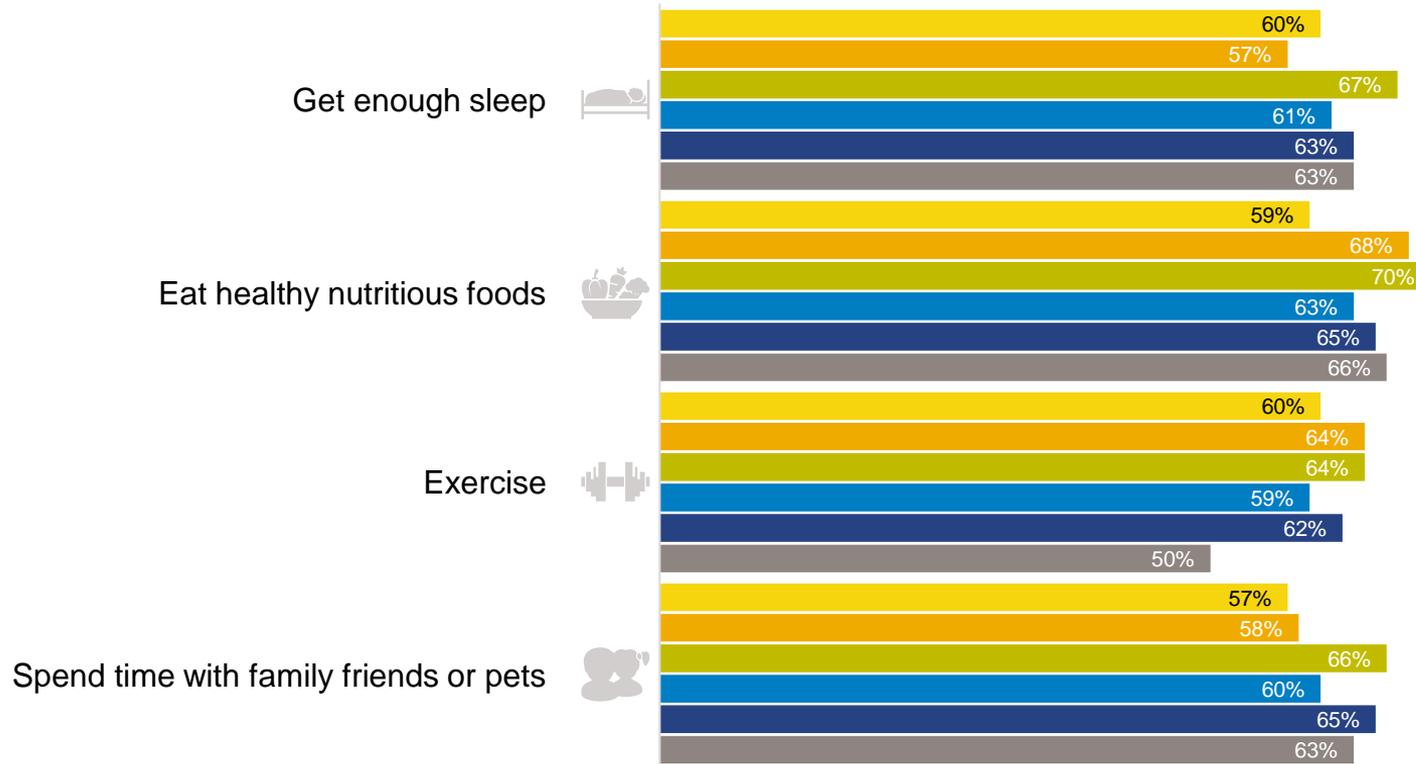
## Average across Italy among men and women



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

# Regular activities to maintain physical health

## Average across Italy among age-groups (1/3)



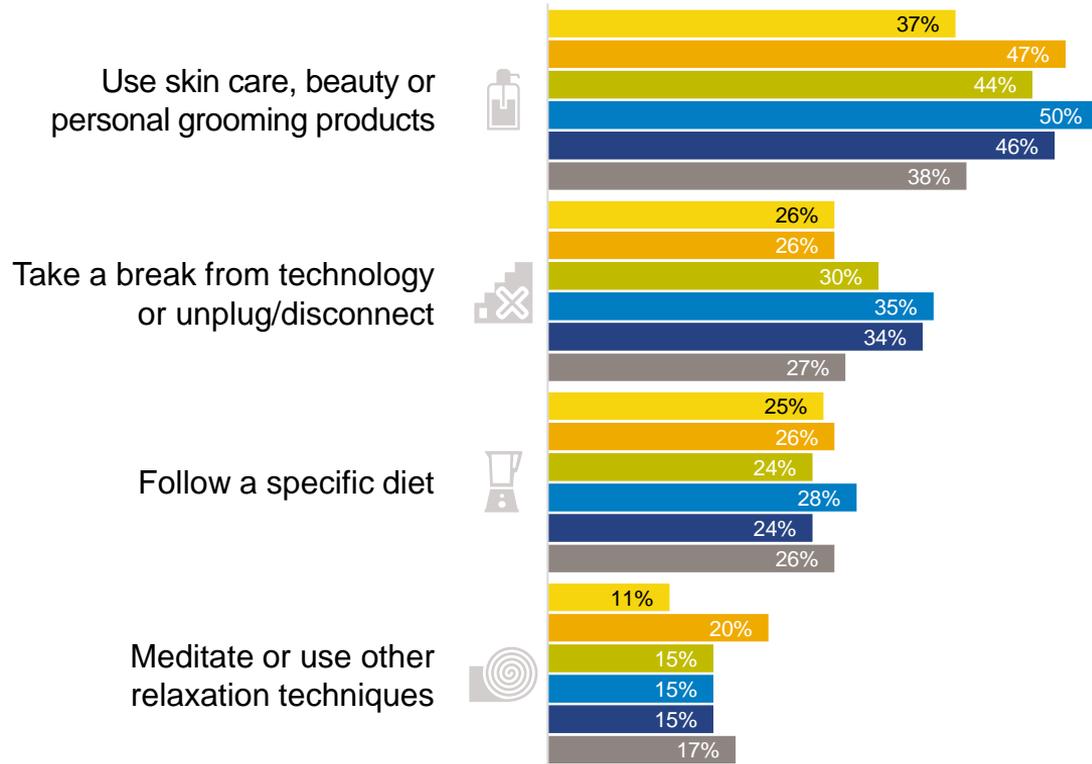
■ 15 – 19 years  
 ■ 20 – 29 years  
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 ■ 50 – 59 years  
 ■ 60+ years

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

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# Regular activities to maintain physical health

## Average across Italy among age-groups (2/3)



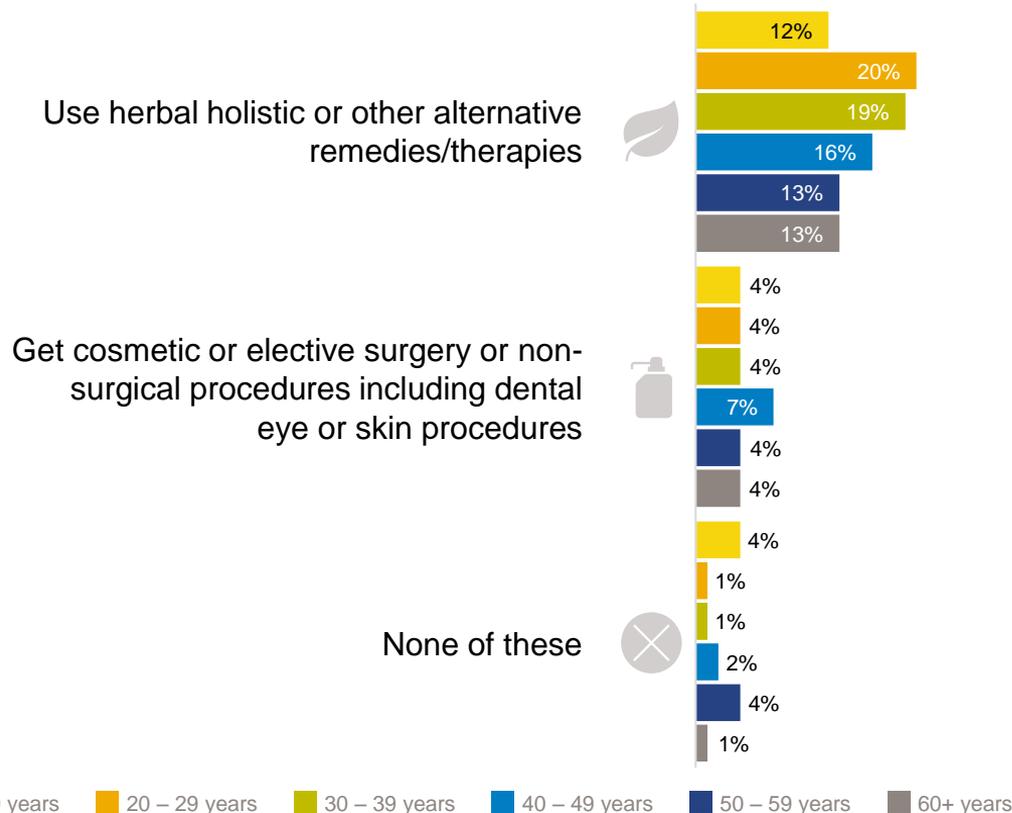
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Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

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# Regular activities to maintain physical health

## Average across Italy among age-groups (3/3)



15 – 19 years 20 – 29 years 30 – 39 years 40 – 49 years 50 – 59 years 60+ years

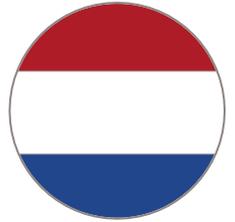
Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

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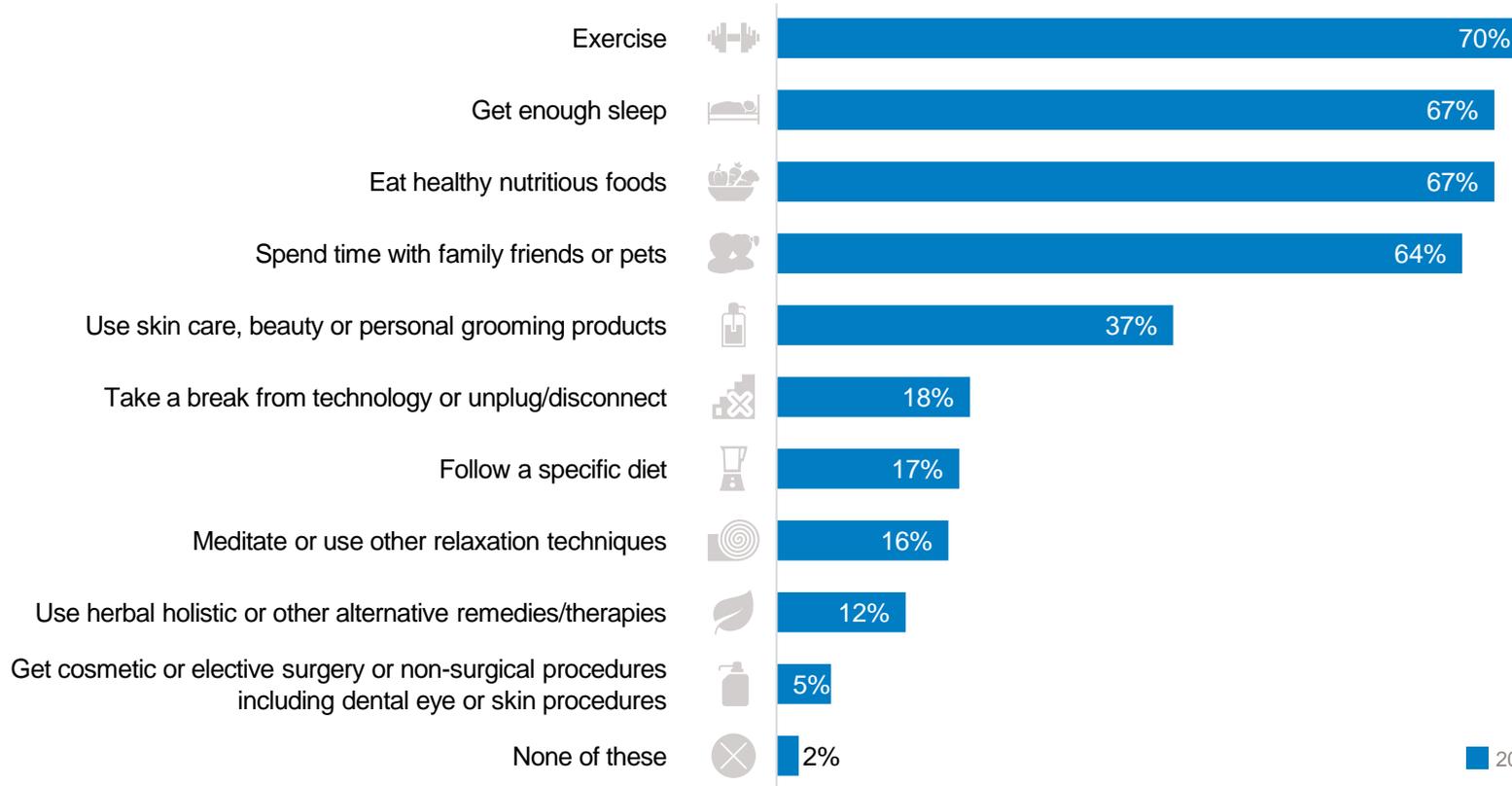
# Netherlands

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# Regular activities to maintain physical health

## Average across the Netherlands



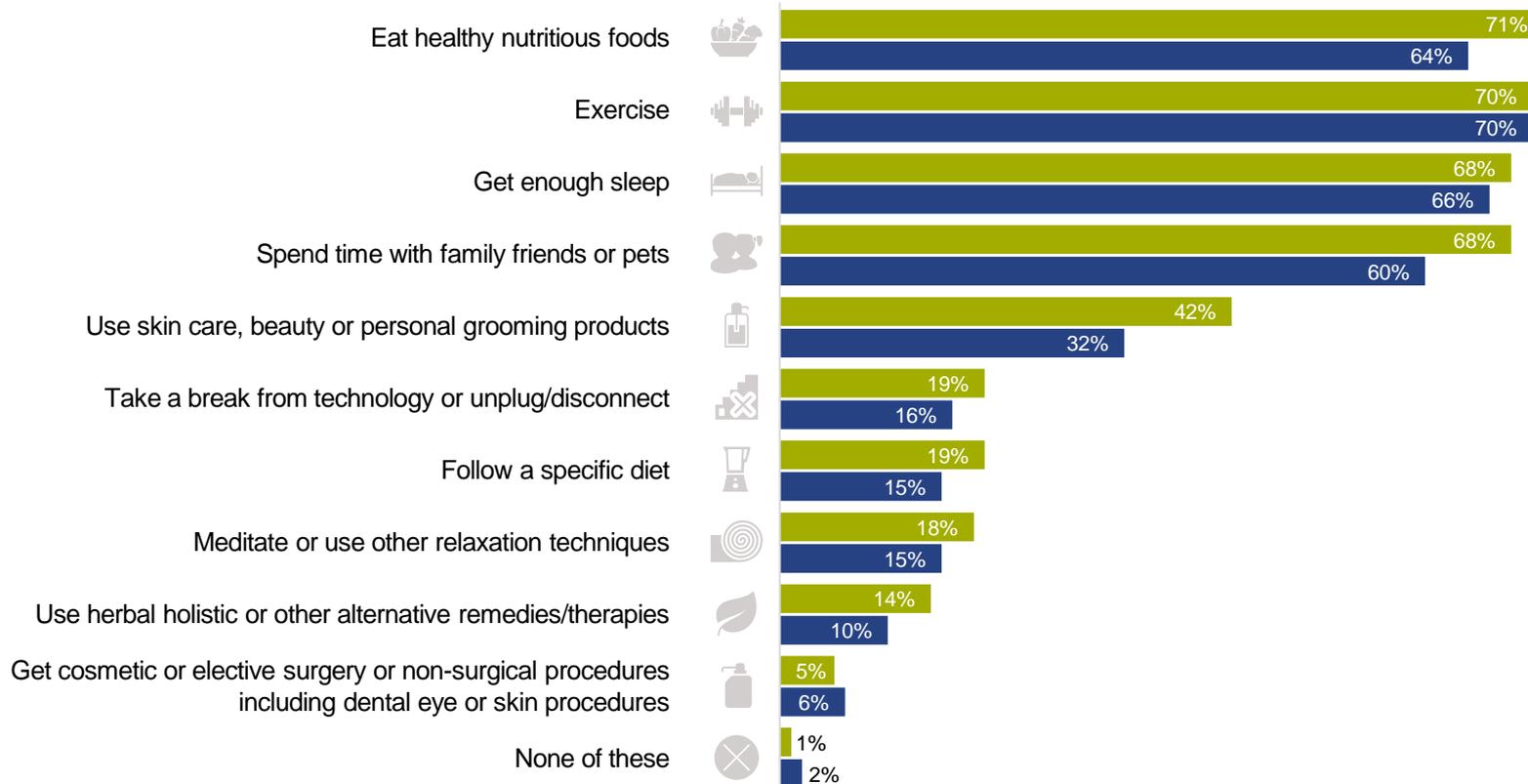
■ 2017 results\*



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded – \*survey was not conducted in the Netherlands in 2014

# Regular activities to maintain physical health

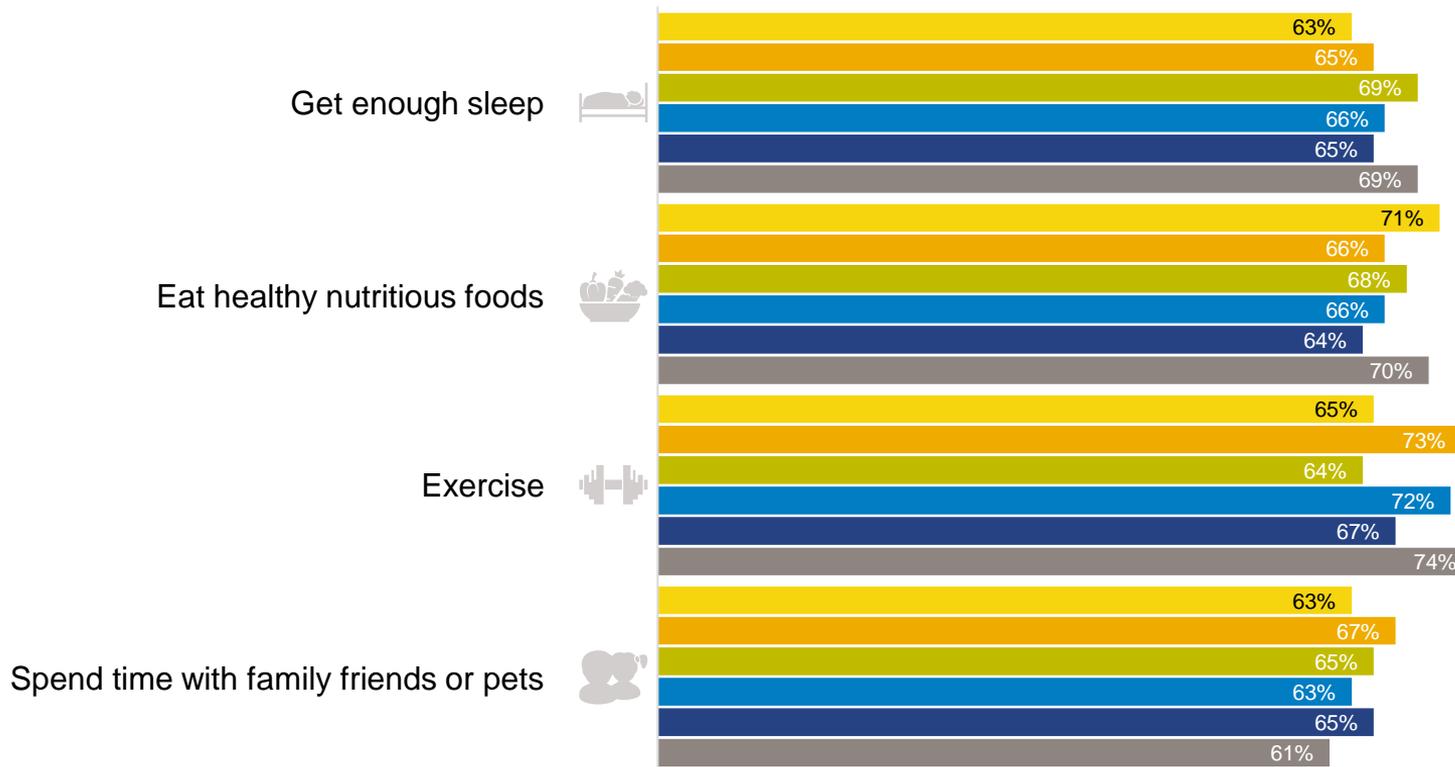
## Average across the Netherlands among men and women



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

# Regular activities to maintain physical health

## Average across the Netherlands among age-groups (1/3)



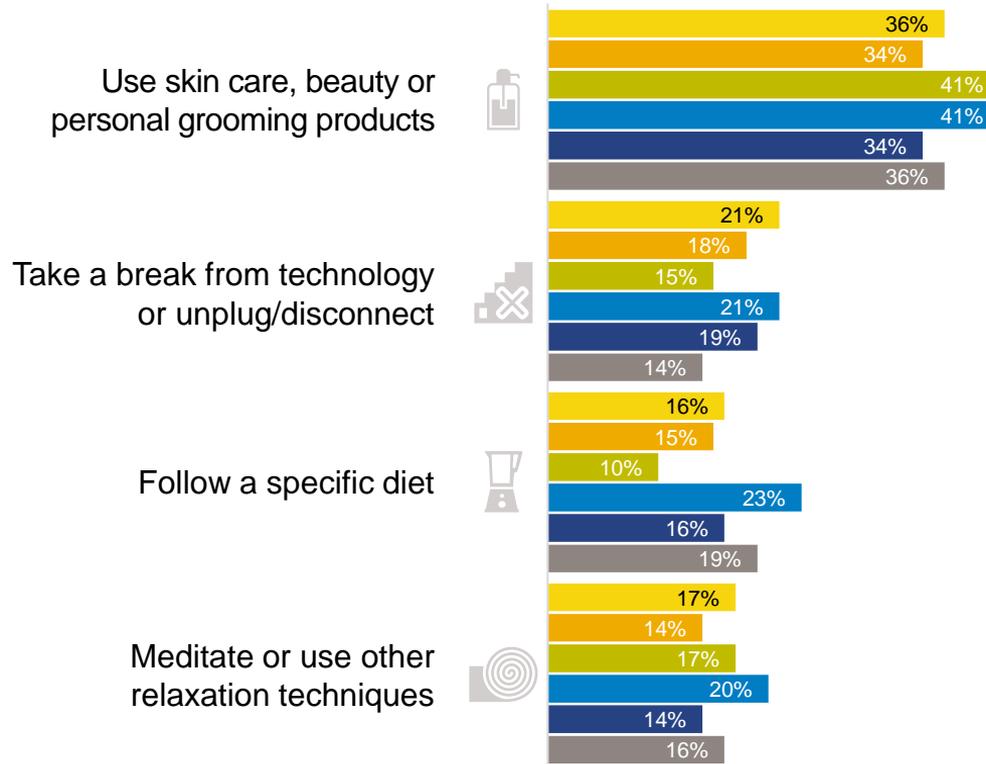
■ 15 – 19 years 
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Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

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# Regular activities to maintain physical health

## Average across the Netherlands among age-groups (2/3)

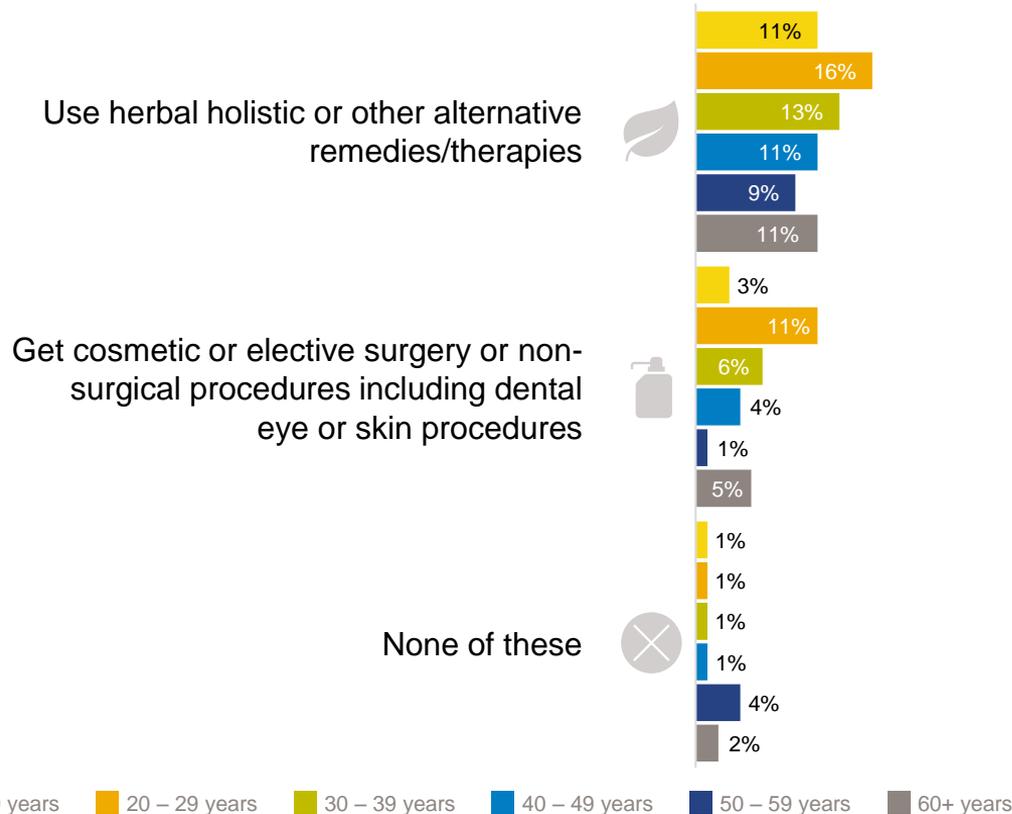


■ 15 – 19 years  
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Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

# Regular activities to maintain physical health

## Average across the Netherlands among age-groups (3/3)



■ 15 – 19 years  
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Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

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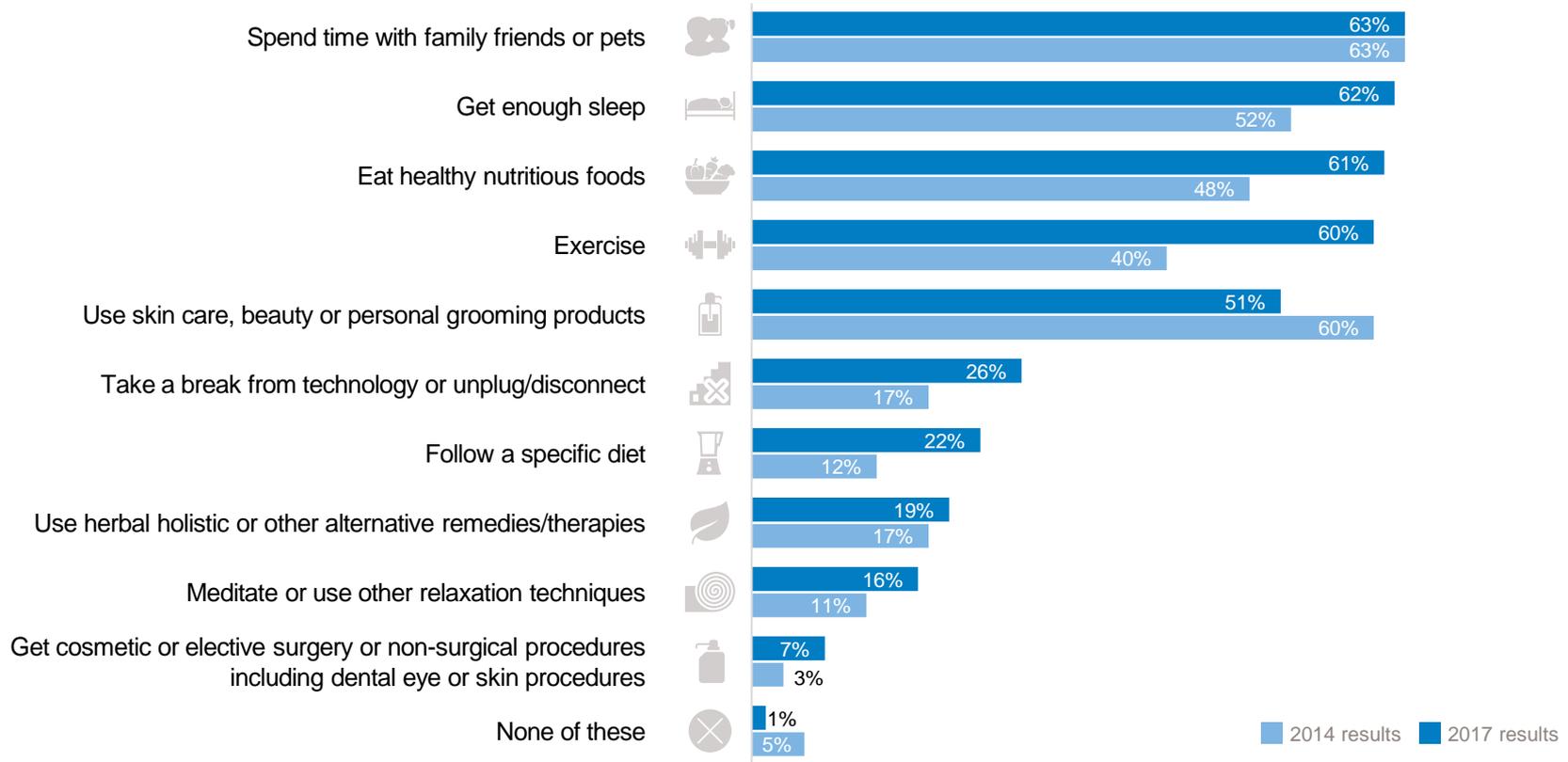
# Russia

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# Regular activities to maintain physical health

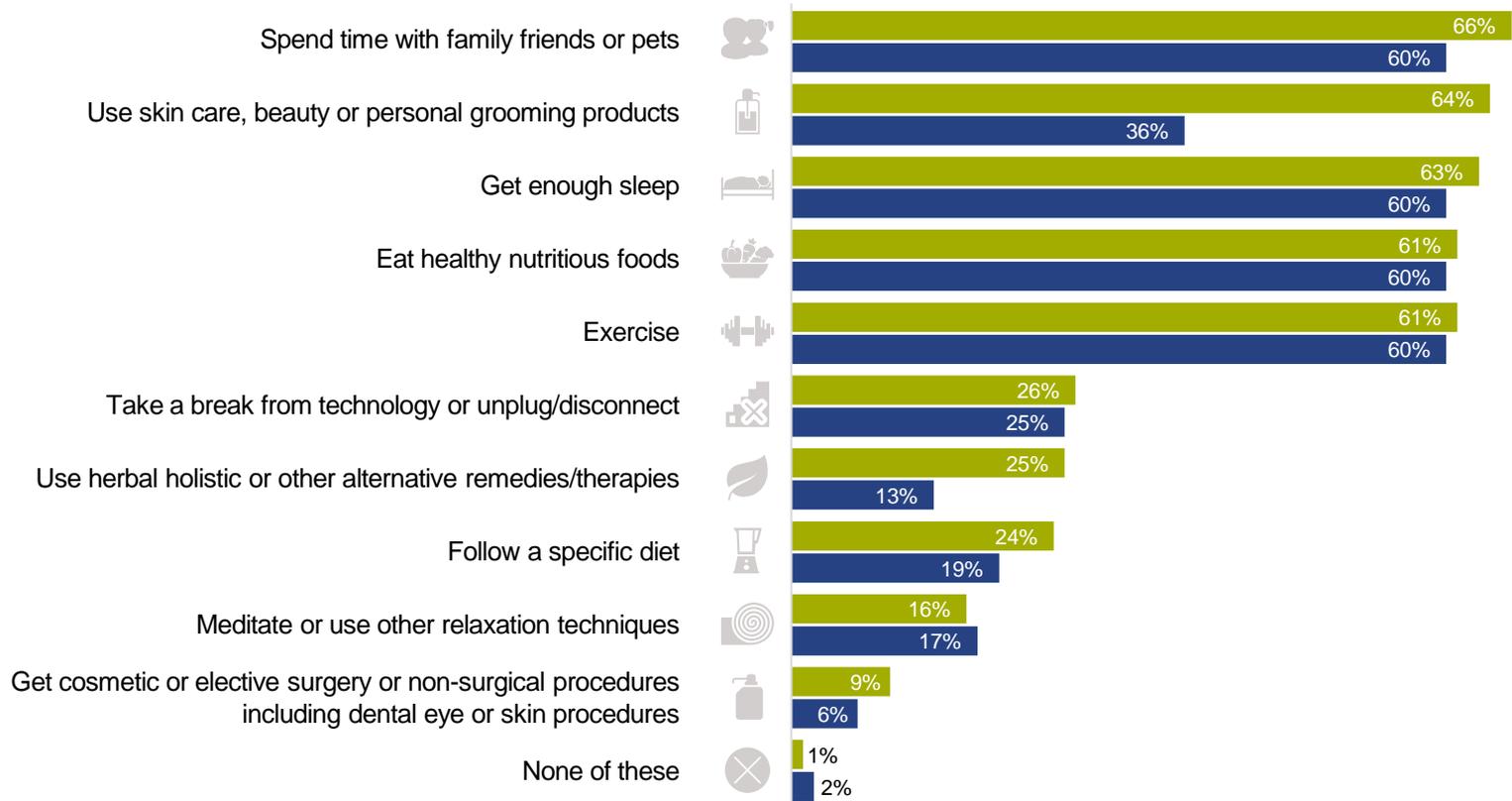
## Average across Russia plus comparison to 2014 results



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries in 2017 and 21,000 Internet users in 16 countries in 2014 – multiple answers possible – rounded

# Regular activities to maintain physical health

## Average across Russia among men and women



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

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# Regular activities to maintain physical health

## Average across Russia among age-groups (1/3)



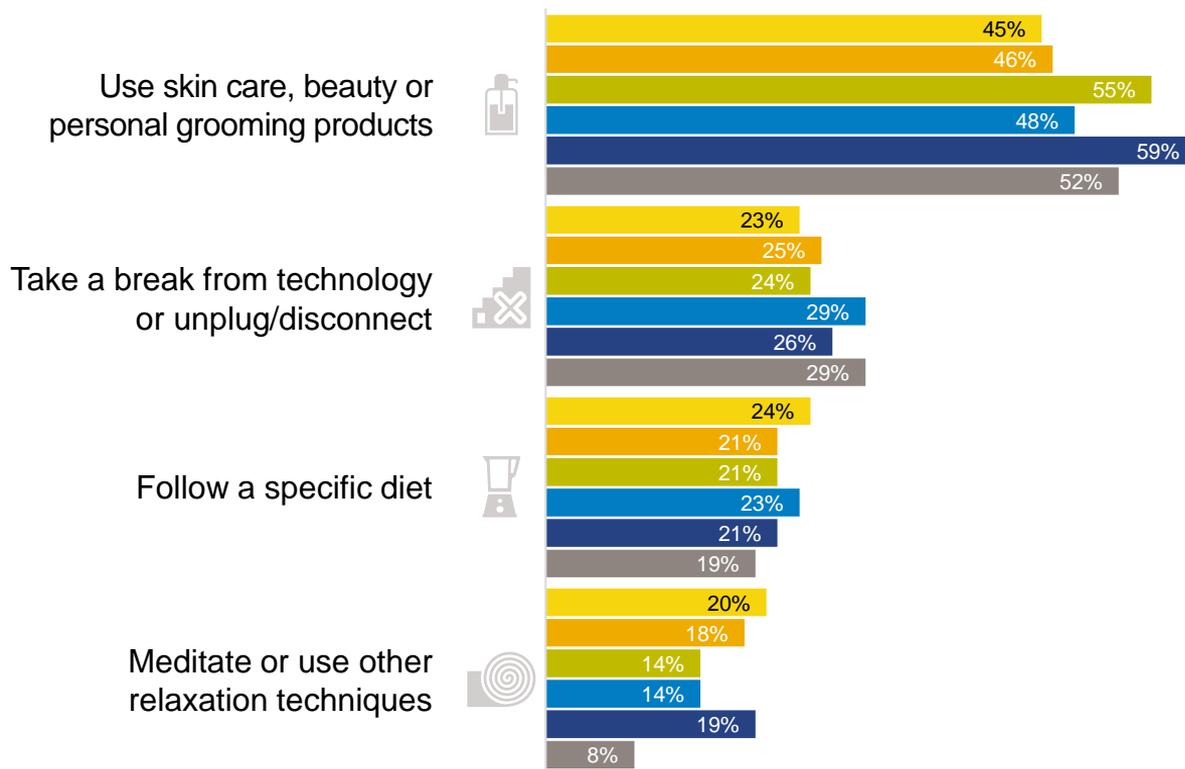
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Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

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# Regular activities to maintain physical health

## Average across Russia among age-groups (2/3)



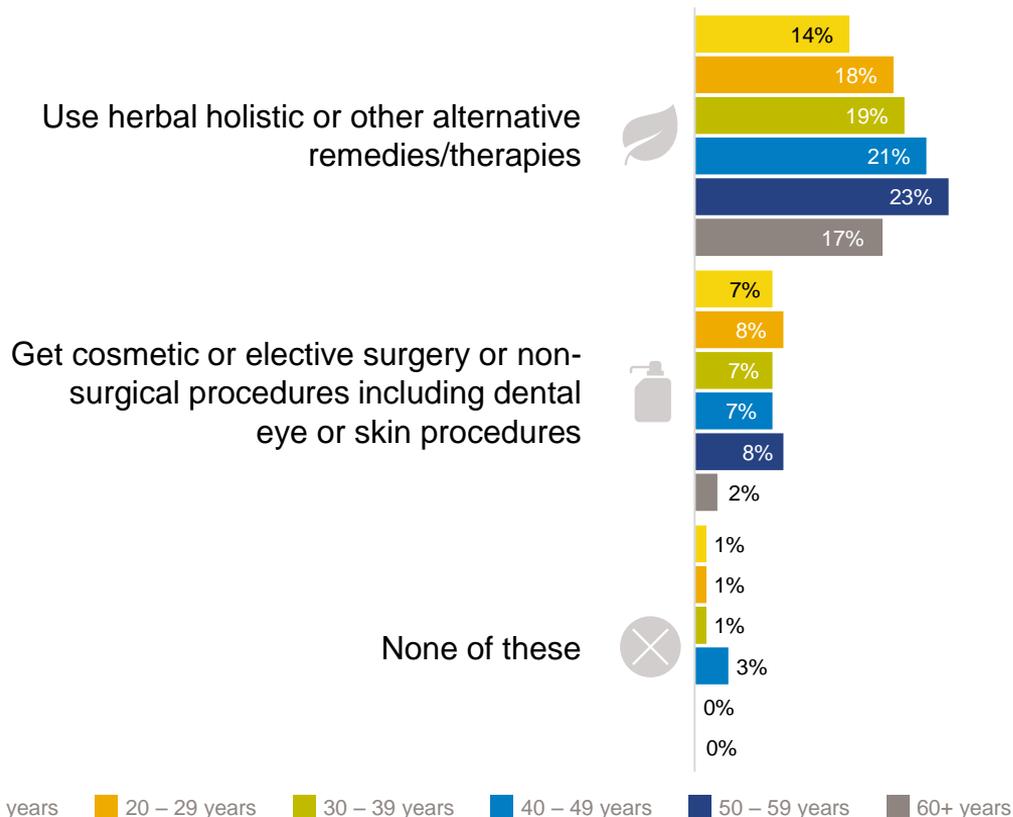
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Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

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# Regular activities to maintain physical health

## Average across Russia among age-groups (3/3)



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

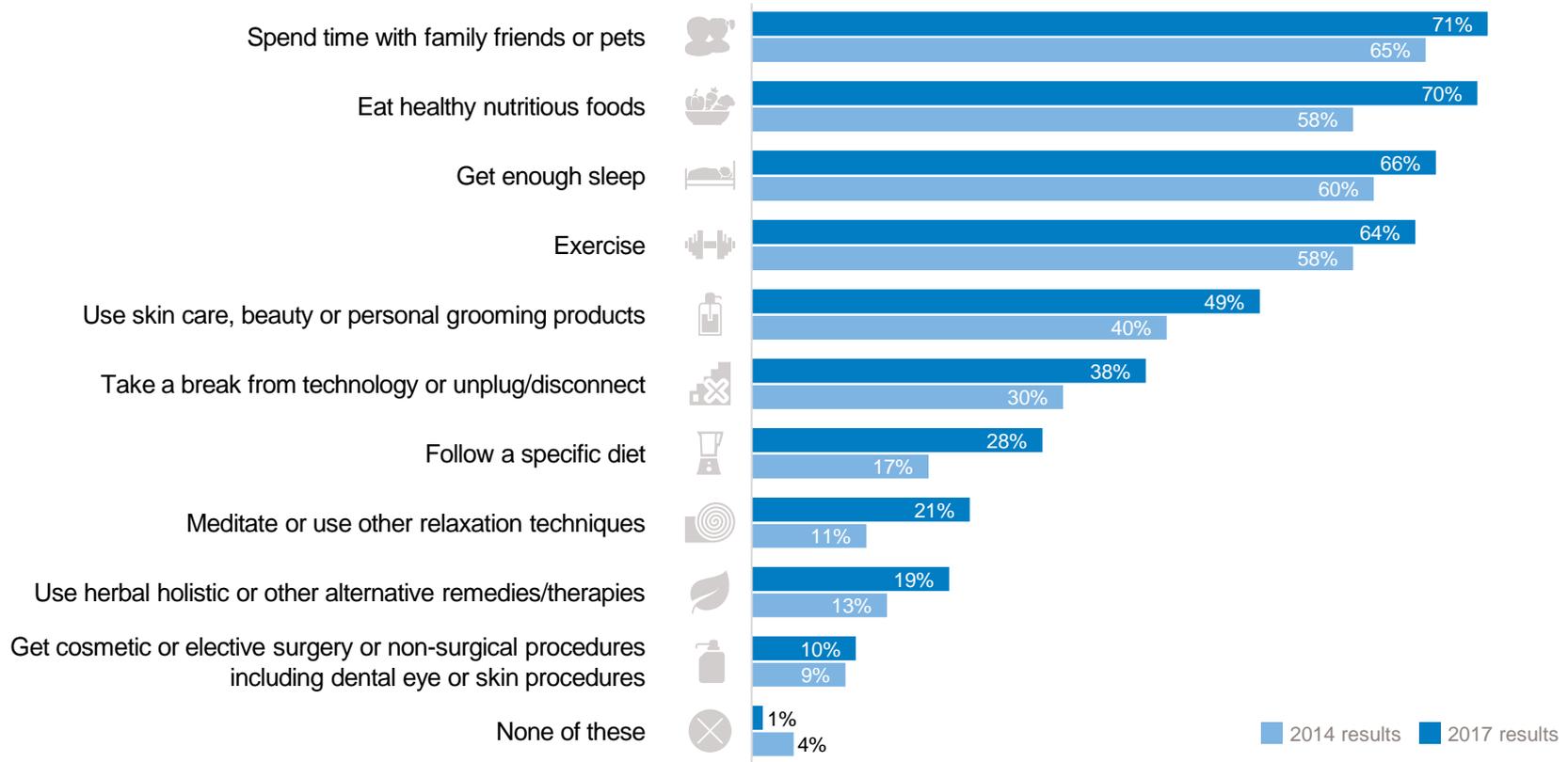
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# Spain



# Regular activities to maintain physical health

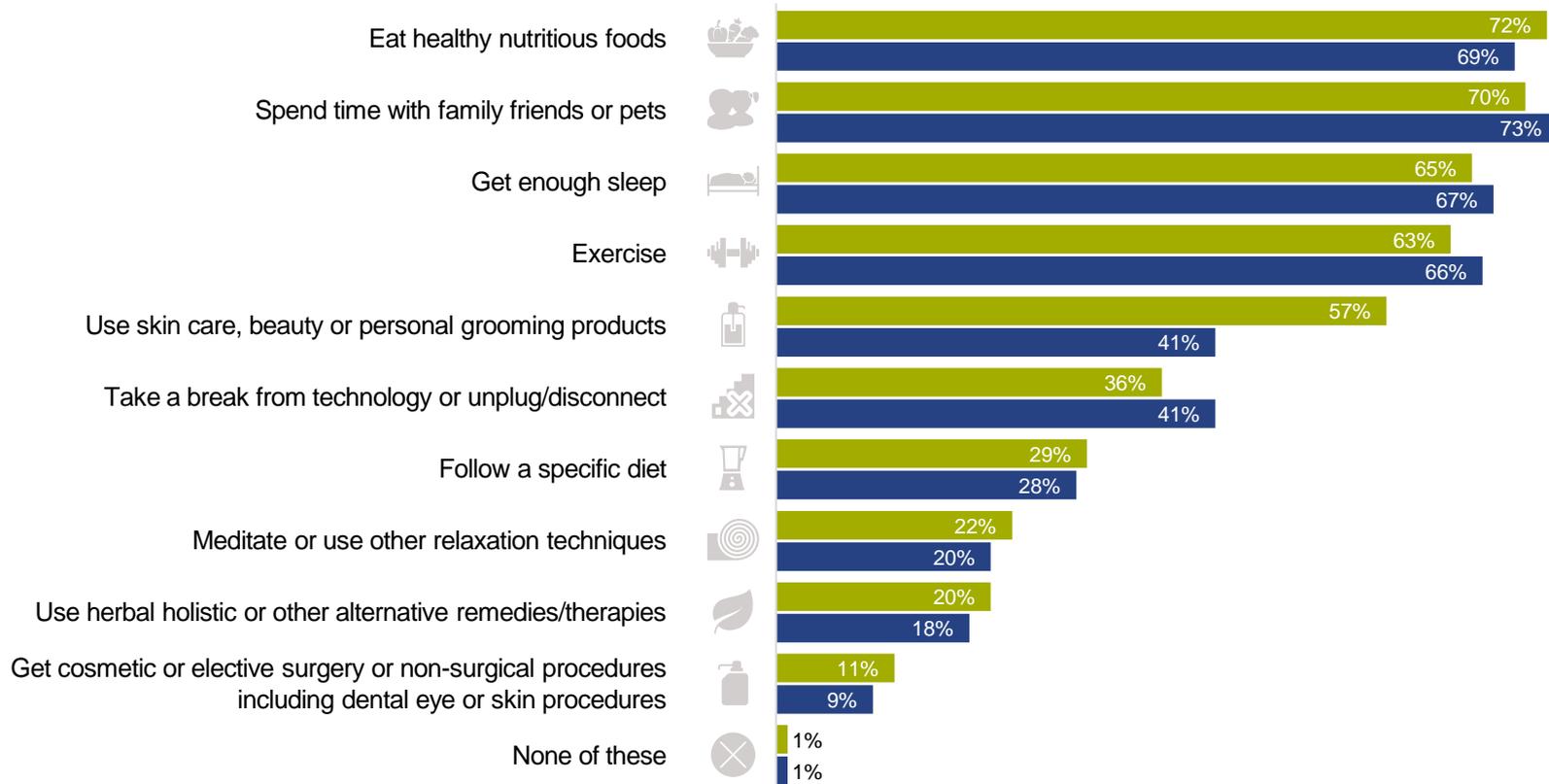
## Average across Spain plus comparison to 2014 results



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries in 2017 and 21,000 Internet users in 16 countries in 2014 – multiple answers possible – rounded

# Regular activities to maintain physical health

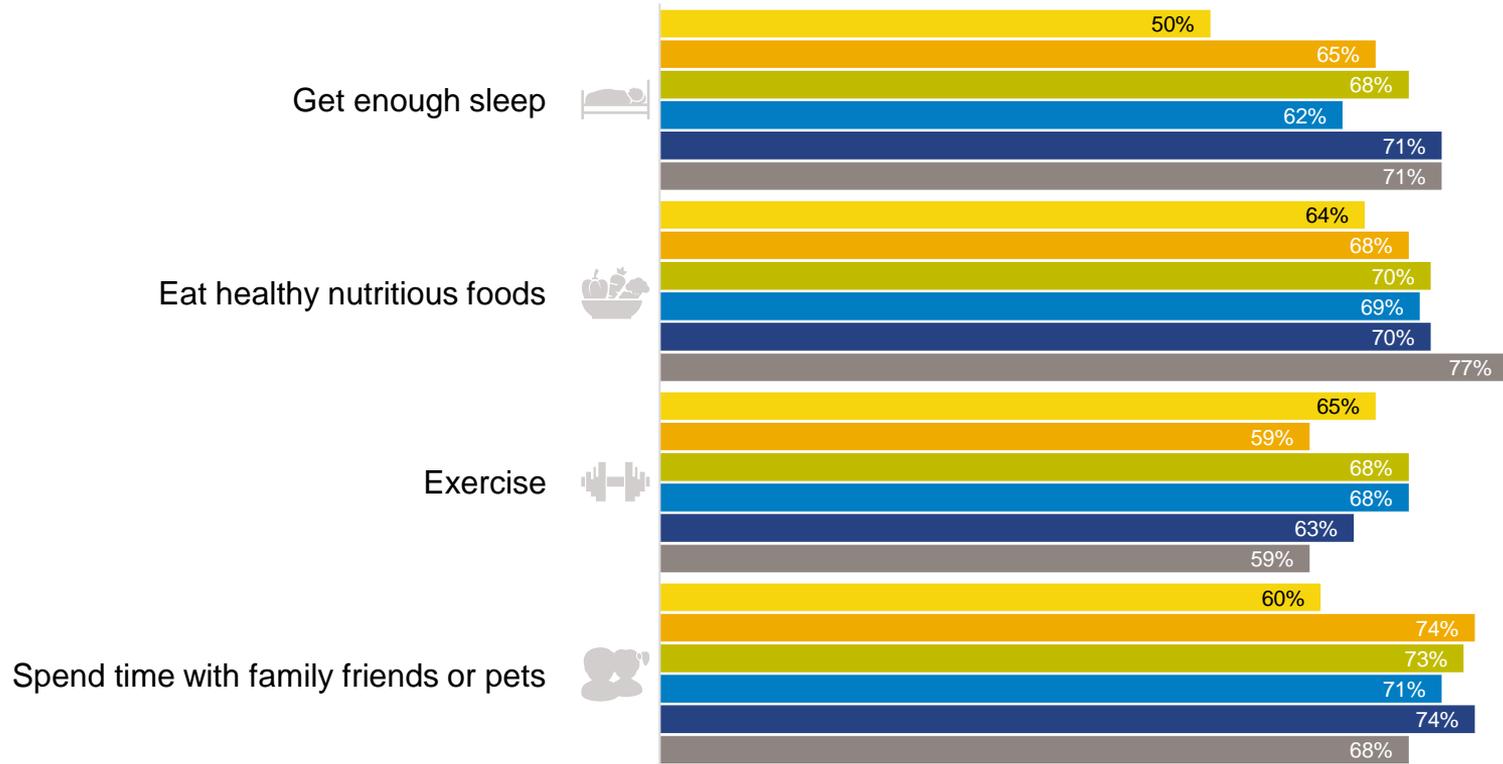
## Average across Spain among men and women



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

# Regular activities to maintain physical health

## Average across Spain among age-groups (1/3)



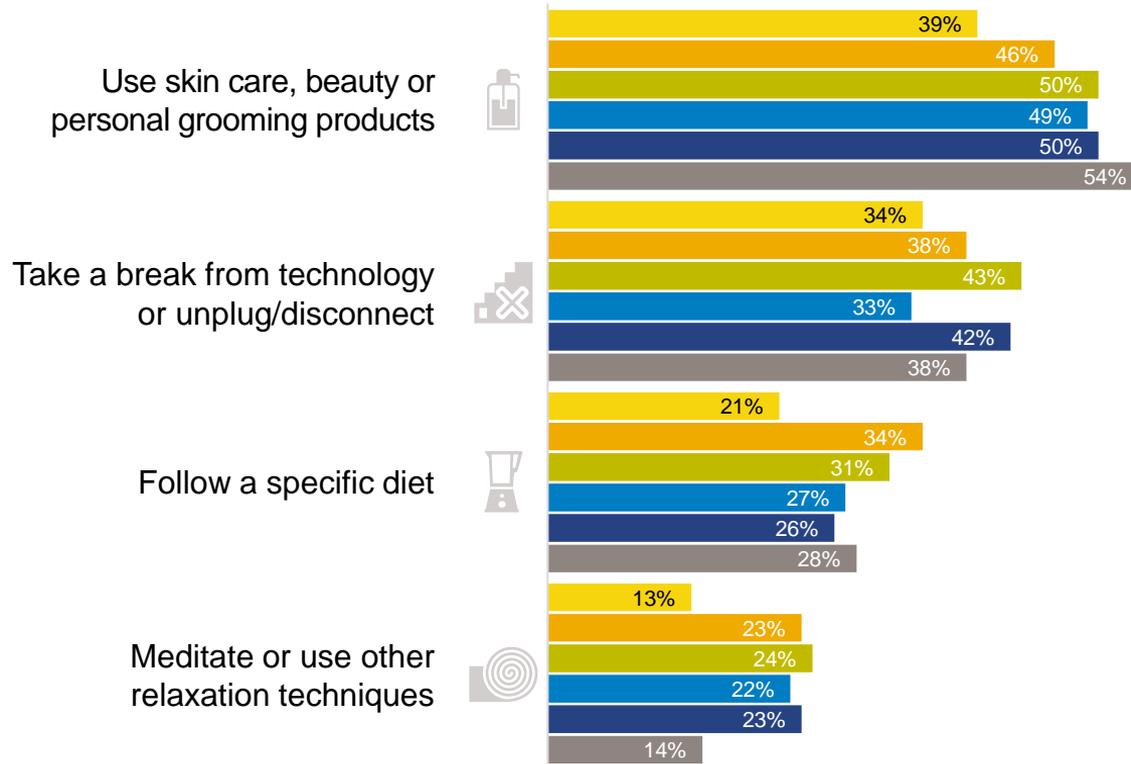
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Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

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# Regular activities to maintain physical health

## Average across Spain among age-groups (2/3)



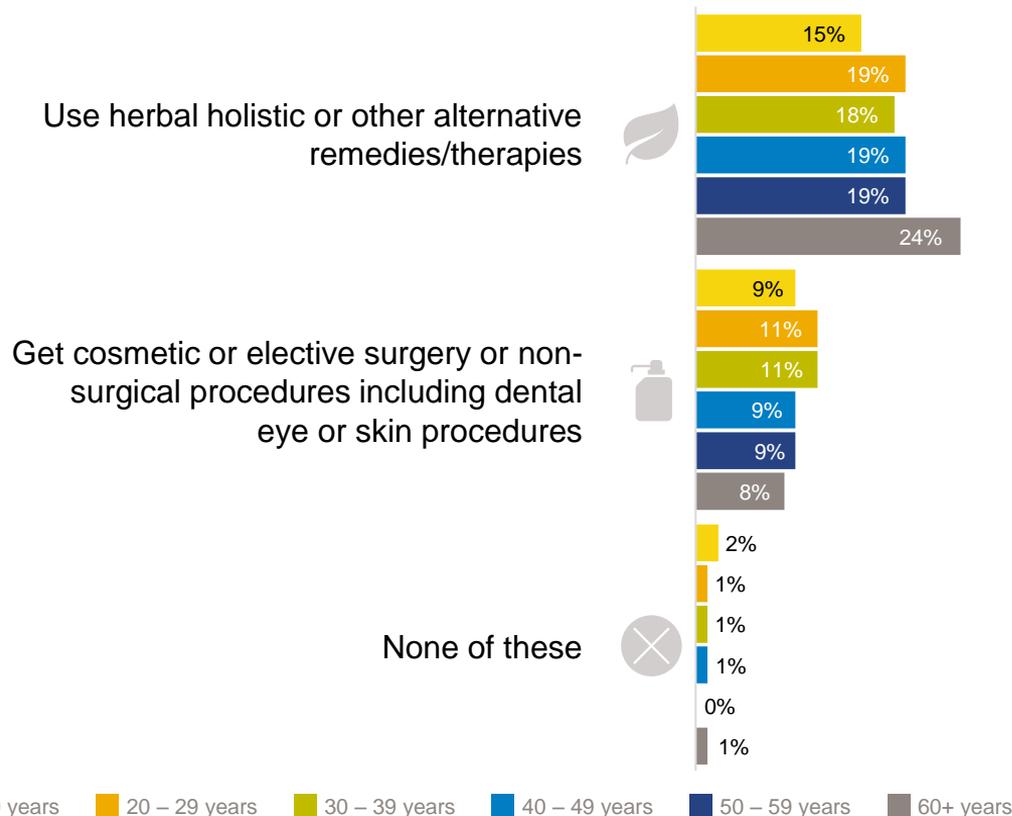
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Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

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# Regular activities to maintain physical health

## Average across Spain among age-groups (3/3)



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

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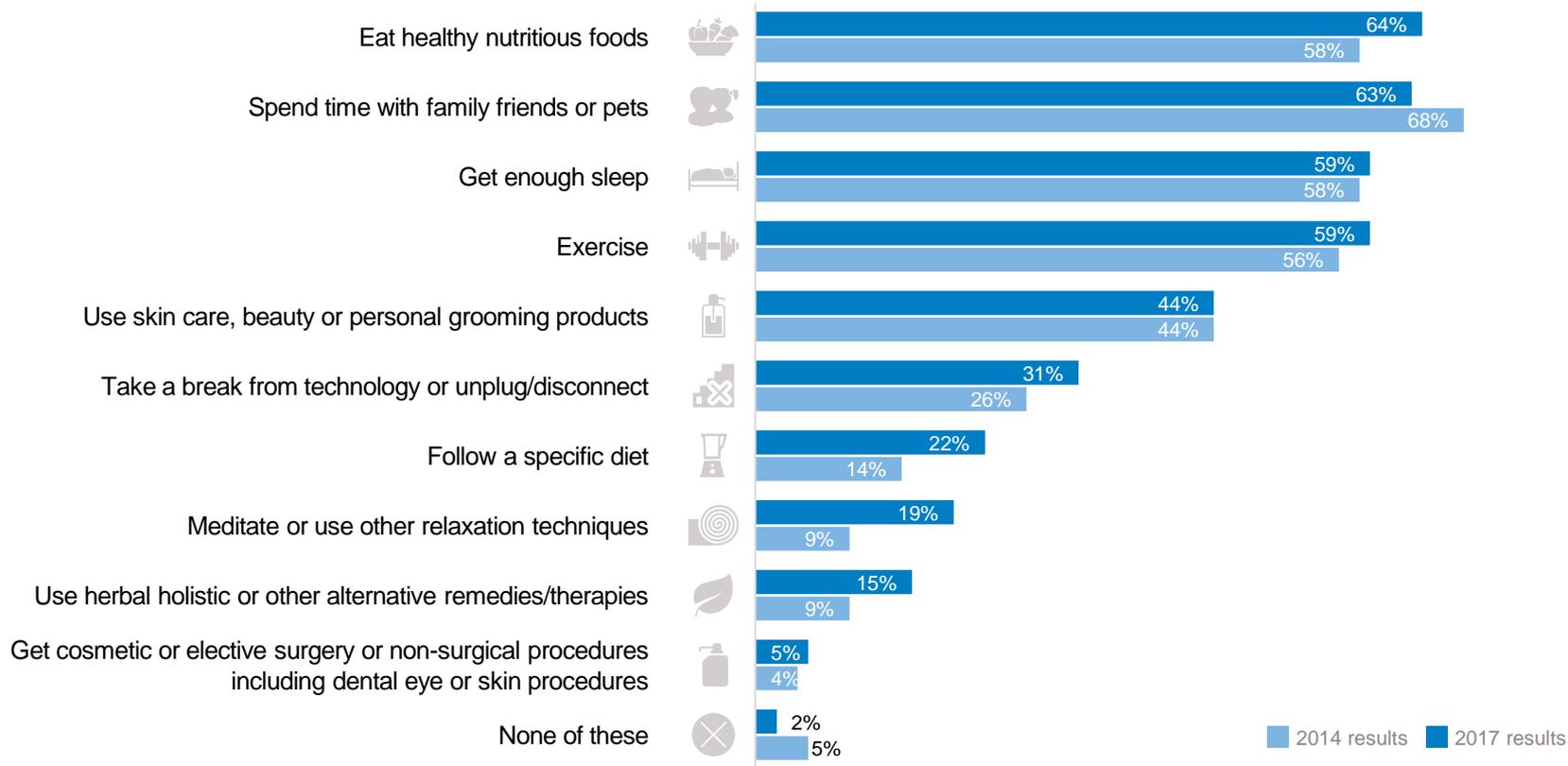
# United Kingdom

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# Regular activities to maintain physical health

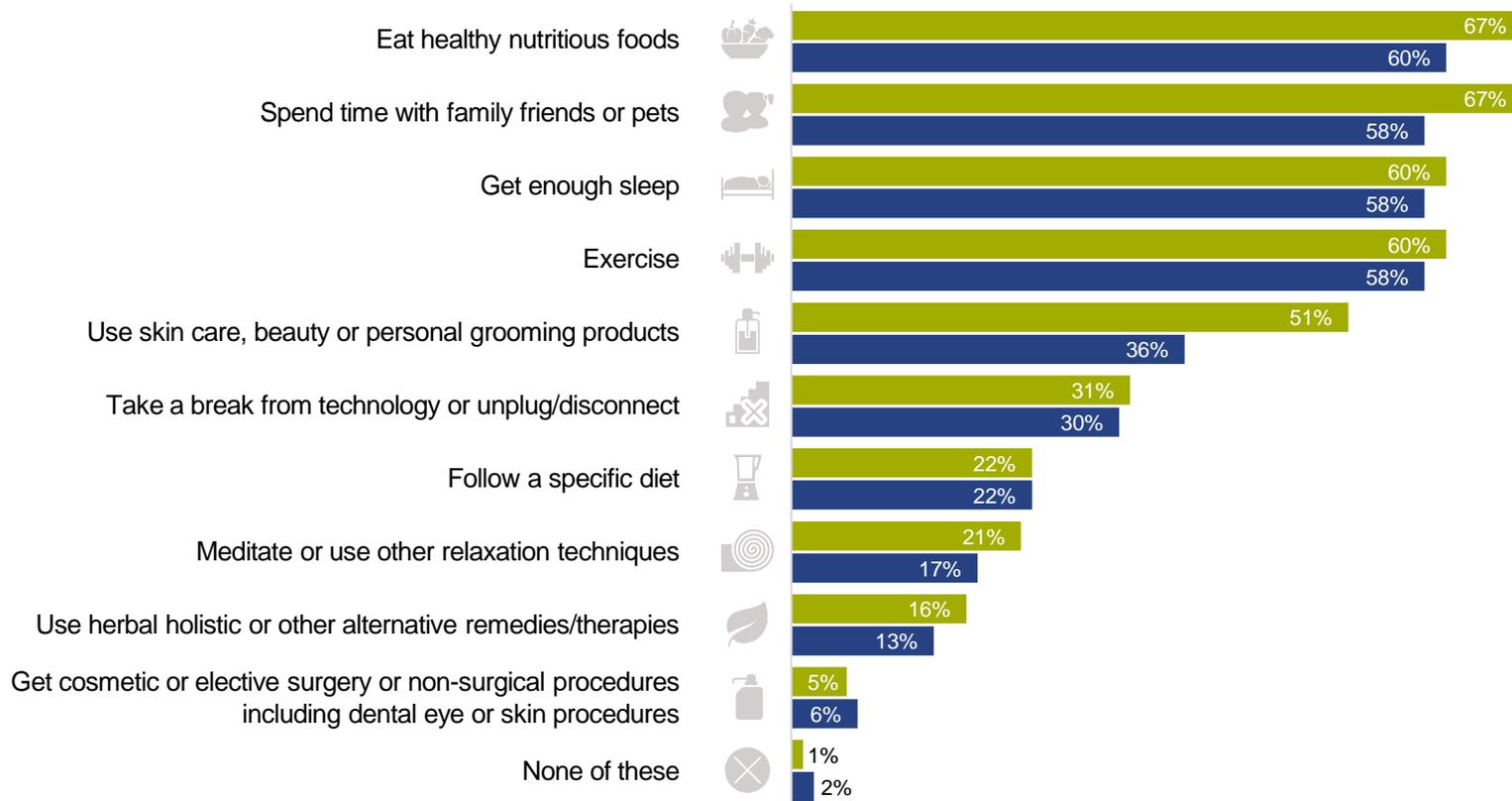
## Average across the United Kingdom plus comparison to 2014 results



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries in 2017 and 21,000 Internet users in 16 countries in 2014 – multiple answers possible – rounded

# Regular activities to maintain physical health

## Average across the United Kingdom among men and women

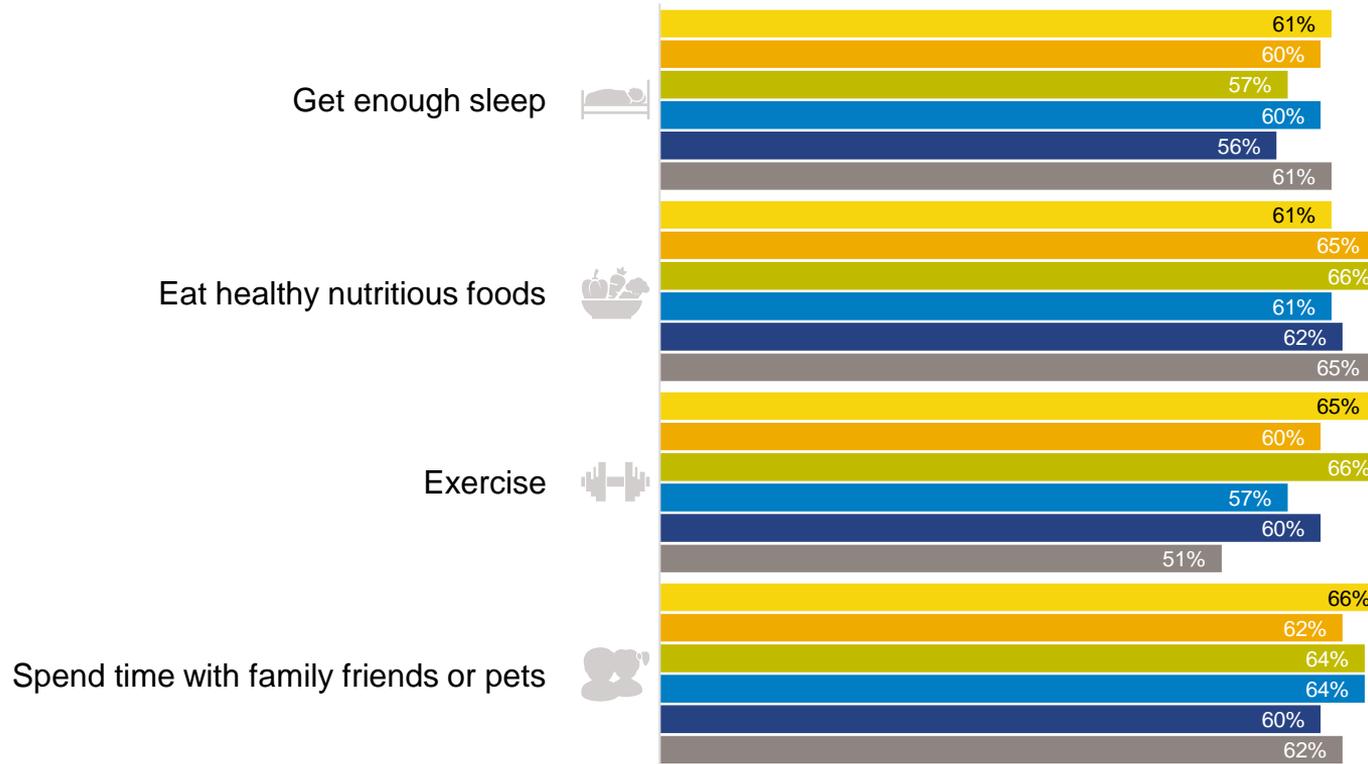


Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

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# Regular activities to maintain physical health

## Average across the United Kingdom among age-groups (1/3)



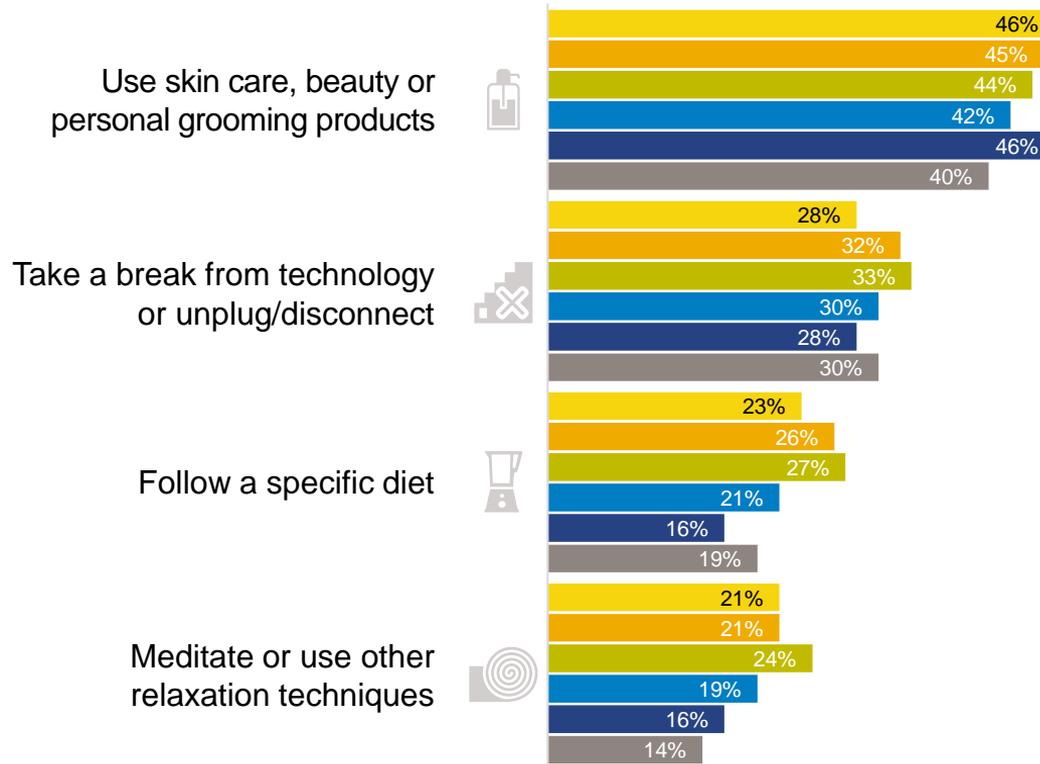
■ 15 – 19 years  
 ■ 20 – 29 years  
 ■ 30 – 39 years  
 ■ 40 – 49 years  
 ■ 50 – 59 years  
 ■ 60+ years

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

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# Regular activities to maintain physical health

## Average across the United Kingdom among age-groups (2/3)

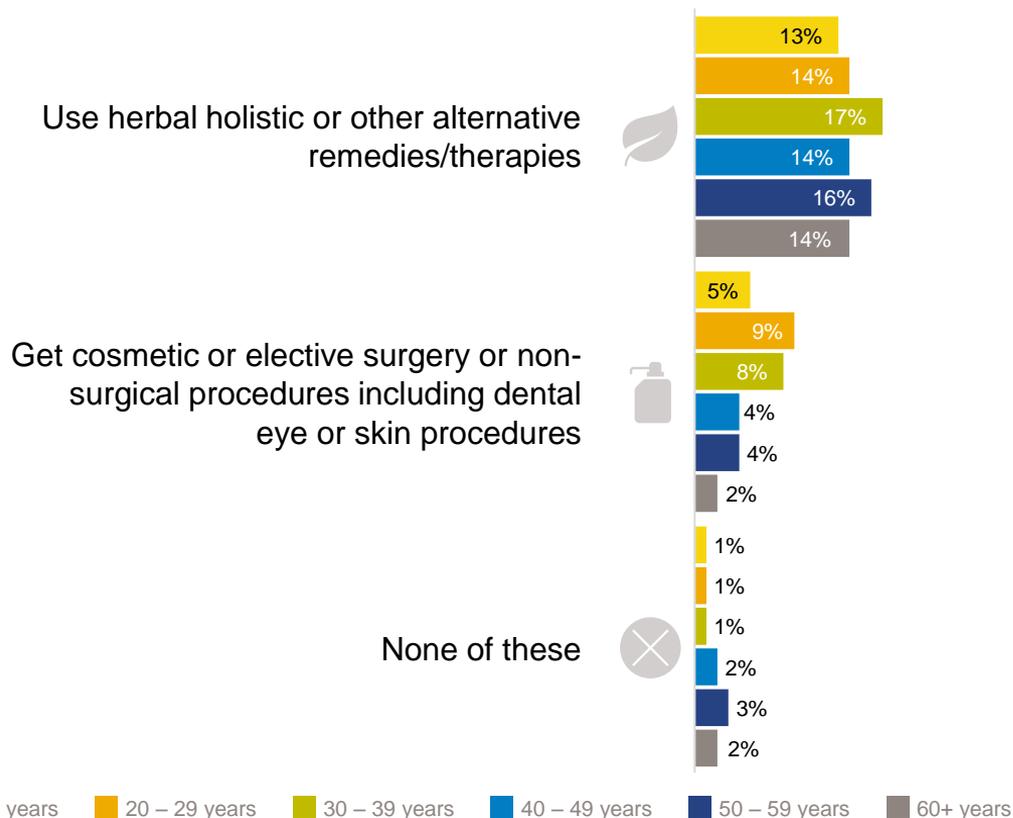


■ 15 – 19 years  
 ■ 20 – 29 years  
 ■ 30 – 39 years  
 ■ 40 – 49 years  
 ■ 50 – 59 years  
 ■ 60+ years

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

# Regular activities to maintain physical health

## Average across the United Kingdom among age-groups (3/3)



15 – 19 years 20 – 29 years 30 – 39 years 40 – 49 years 50 – 59 years 60+ years

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

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# Country results – North America

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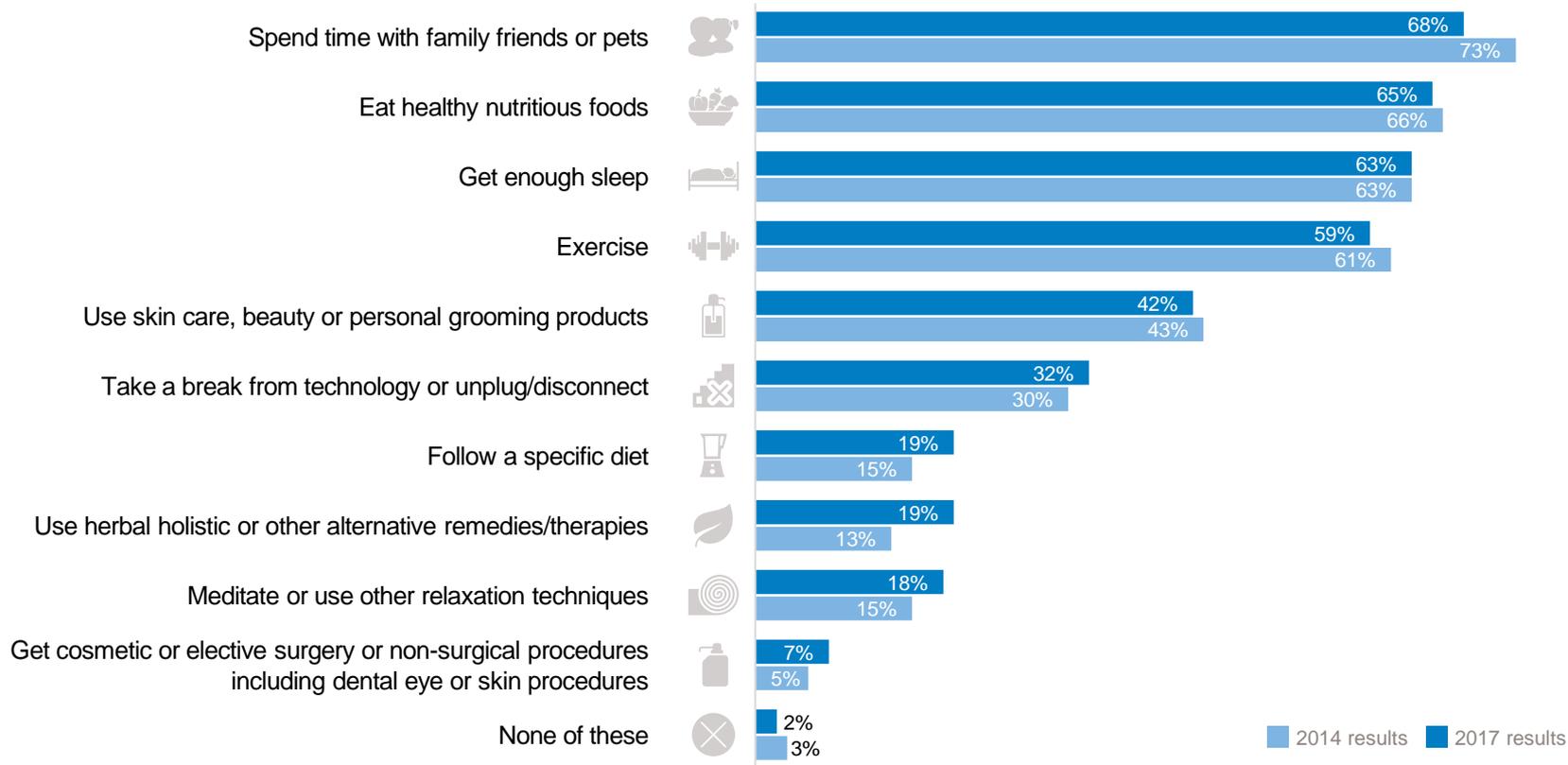
# Canada

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# Regular activities to maintain physical health

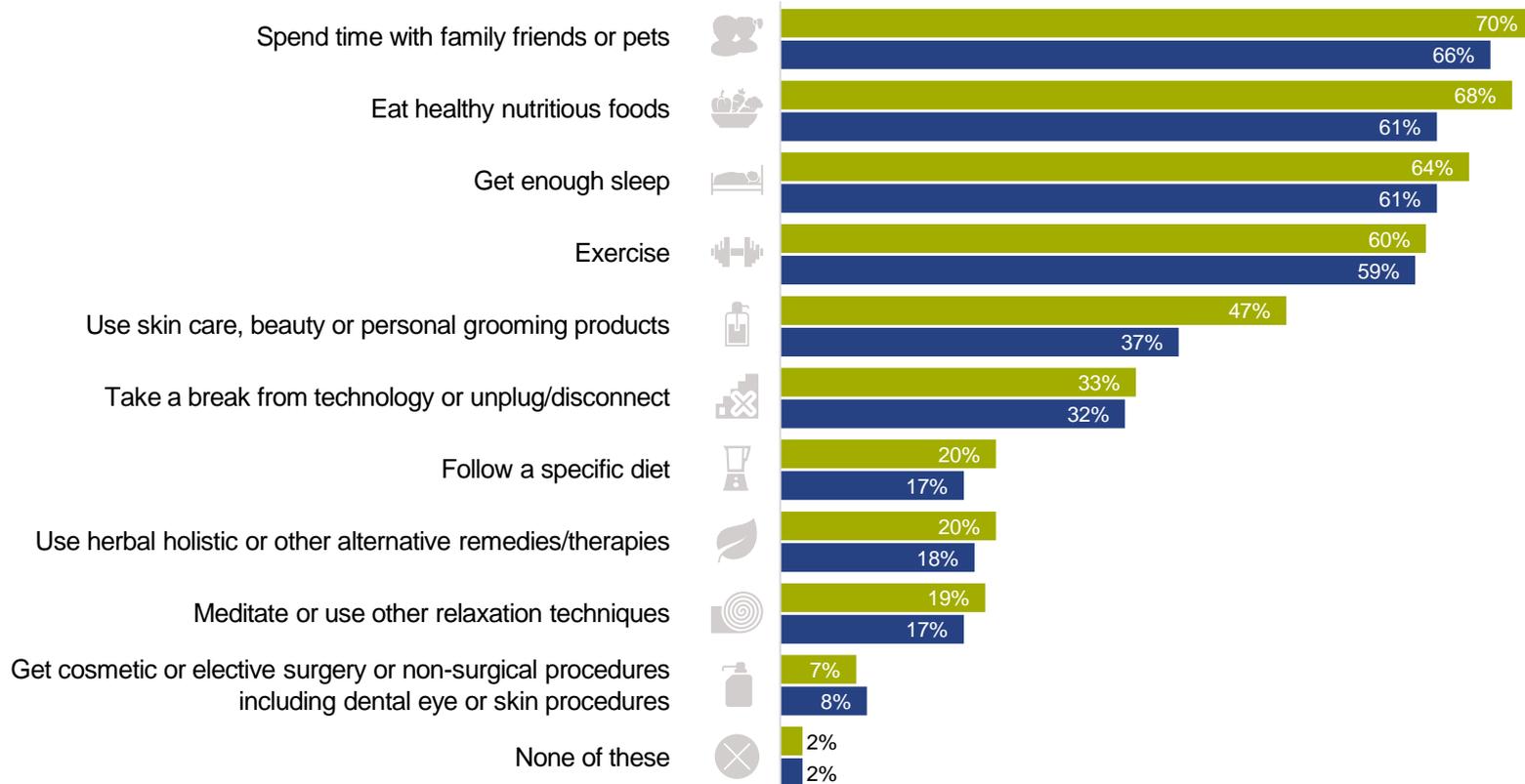
## Average across Canada plus comparison to 2014 results



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries in 2017 and 21,000 Internet users in 16 countries in 2014 – multiple answers possible – rounded

# Regular activities to maintain physical health

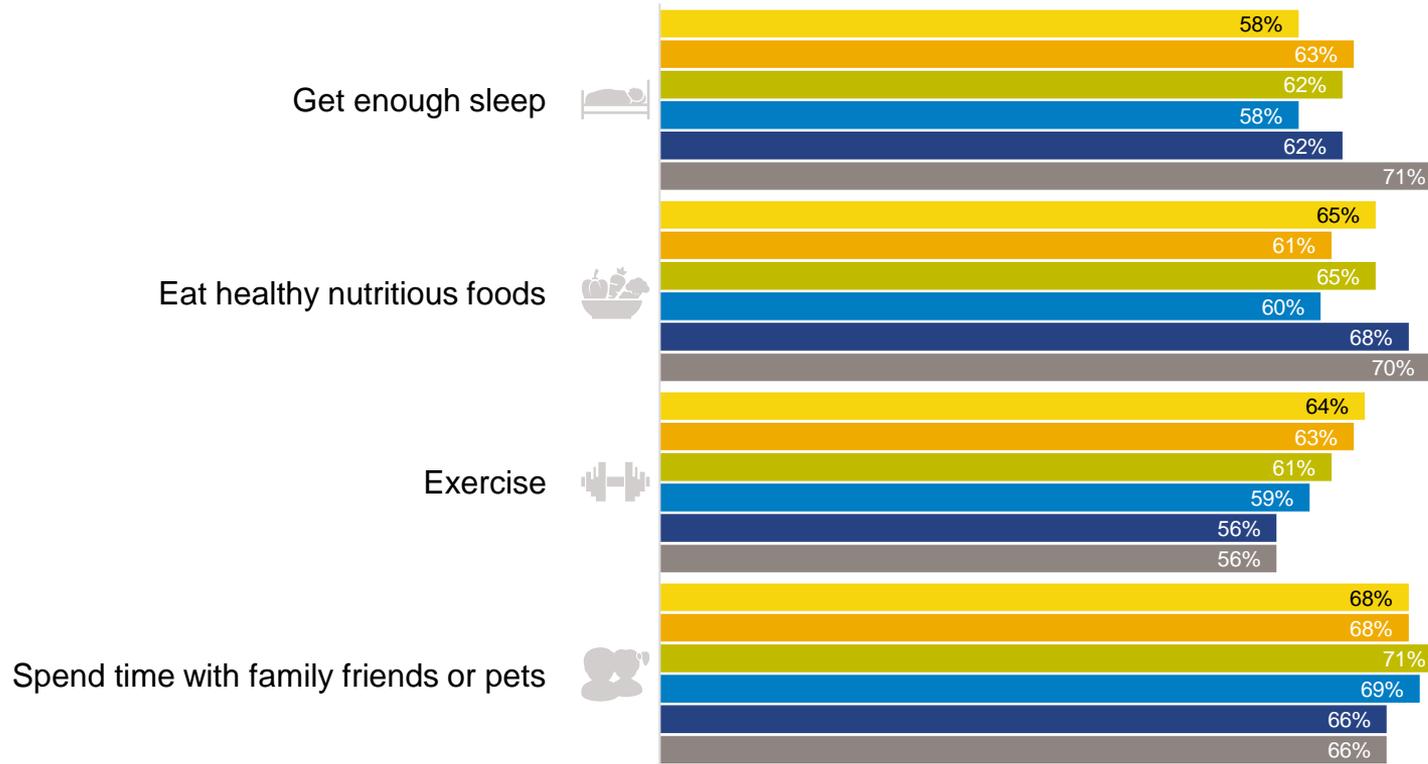
## Average across Canada among men and women



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

# Regular activities to maintain physical health

## Average across Canada among age-groups (1/3)



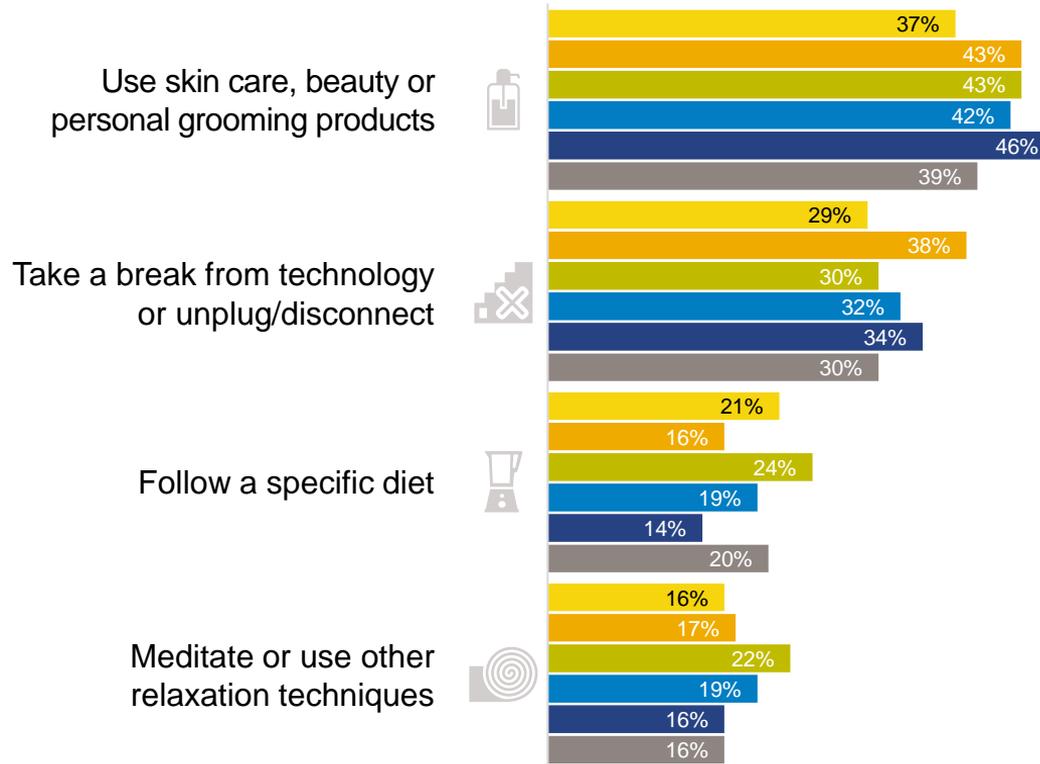
■ 15 – 19 years  
 ■ 20 – 29 years  
 ■ 30 – 39 years  
 ■ 40 – 49 years  
 ■ 50 – 59 years  
 ■ 60+ years

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

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# Regular activities to maintain physical health

## Average across Canada among age-groups (2/3)



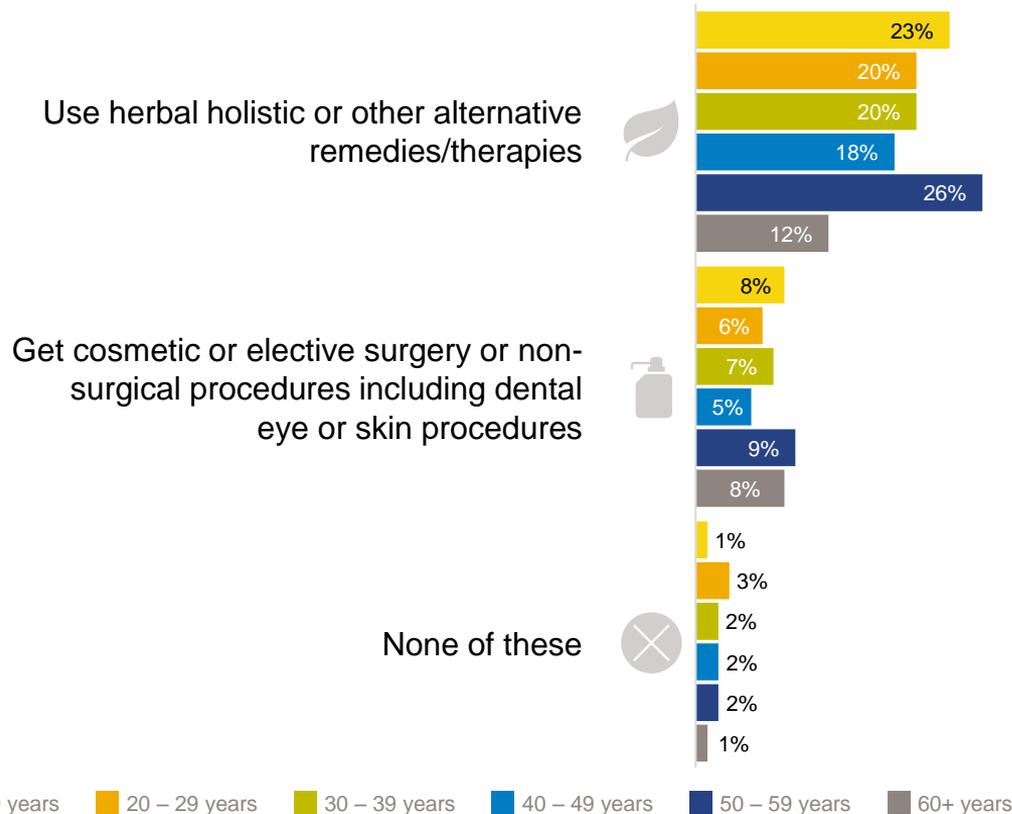
■ 15 – 19 years  
 ■ 20 – 29 years  
 ■ 30 – 39 years  
 ■ 40 – 49 years  
 ■ 50 – 59 years  
 ■ 60+ years

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

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# Regular activities to maintain physical health

## Average across Canada among age-groups (3/3)



15 – 19 years 20 – 29 years 30 – 39 years 40 – 49 years 50 – 59 years 60+ years

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

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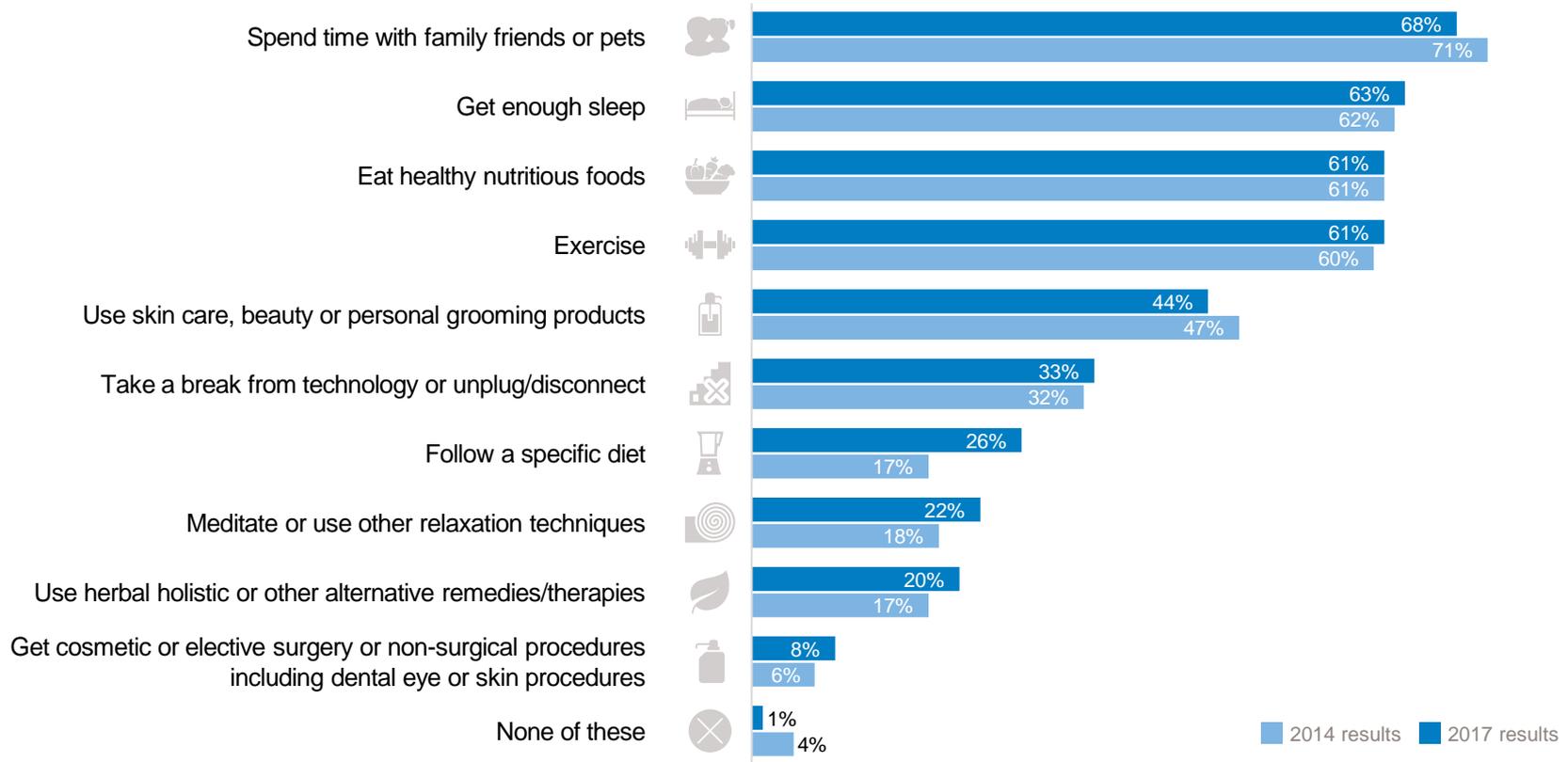
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USA



# Regular activities to maintain physical health

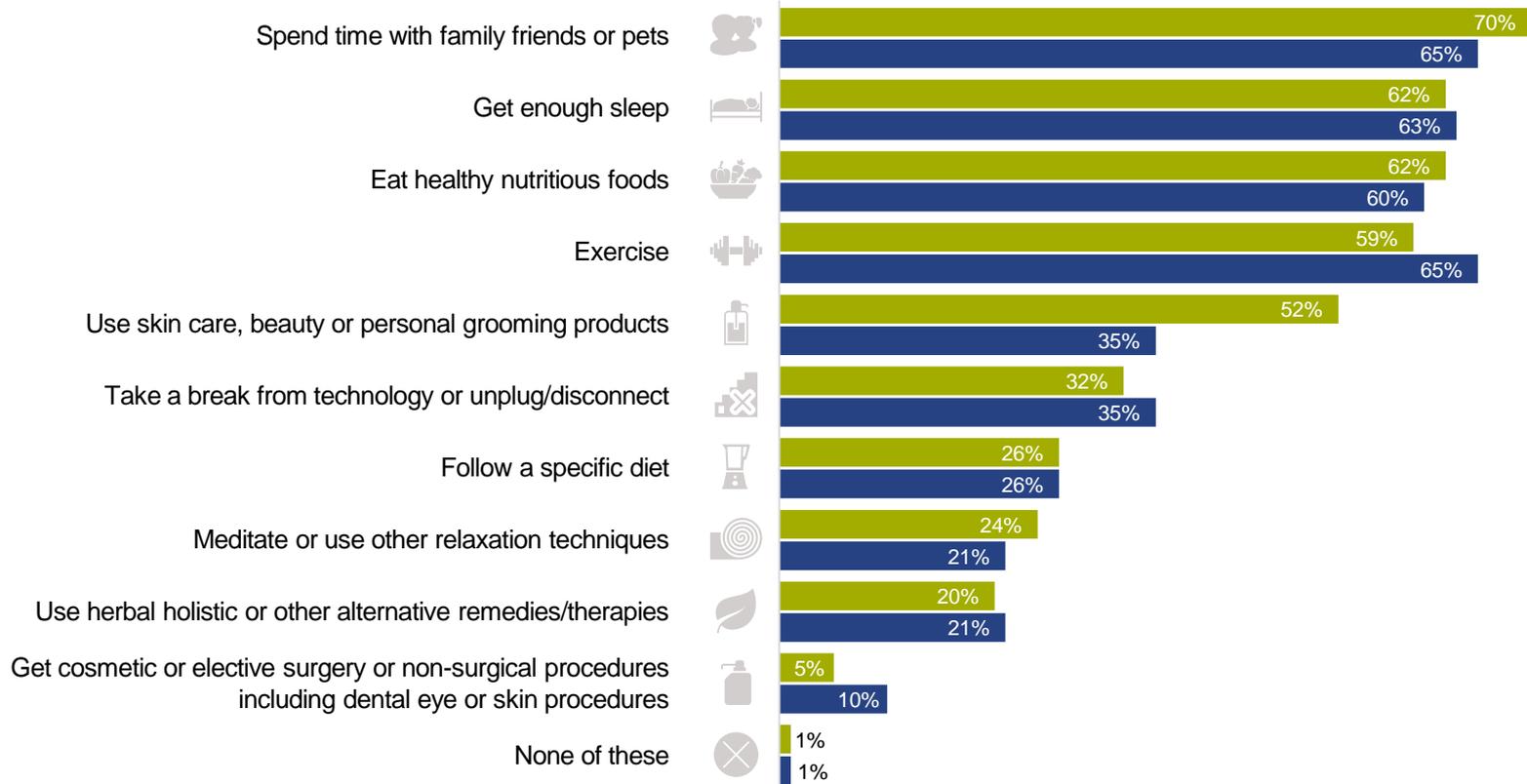
## Average across the USA plus comparison to 2014 results



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries in 2017 and 21,000 Internet users in 16 countries in 2014 – multiple answers possible – rounded

# Regular activities to maintain physical health

## Average across the USA among men and women

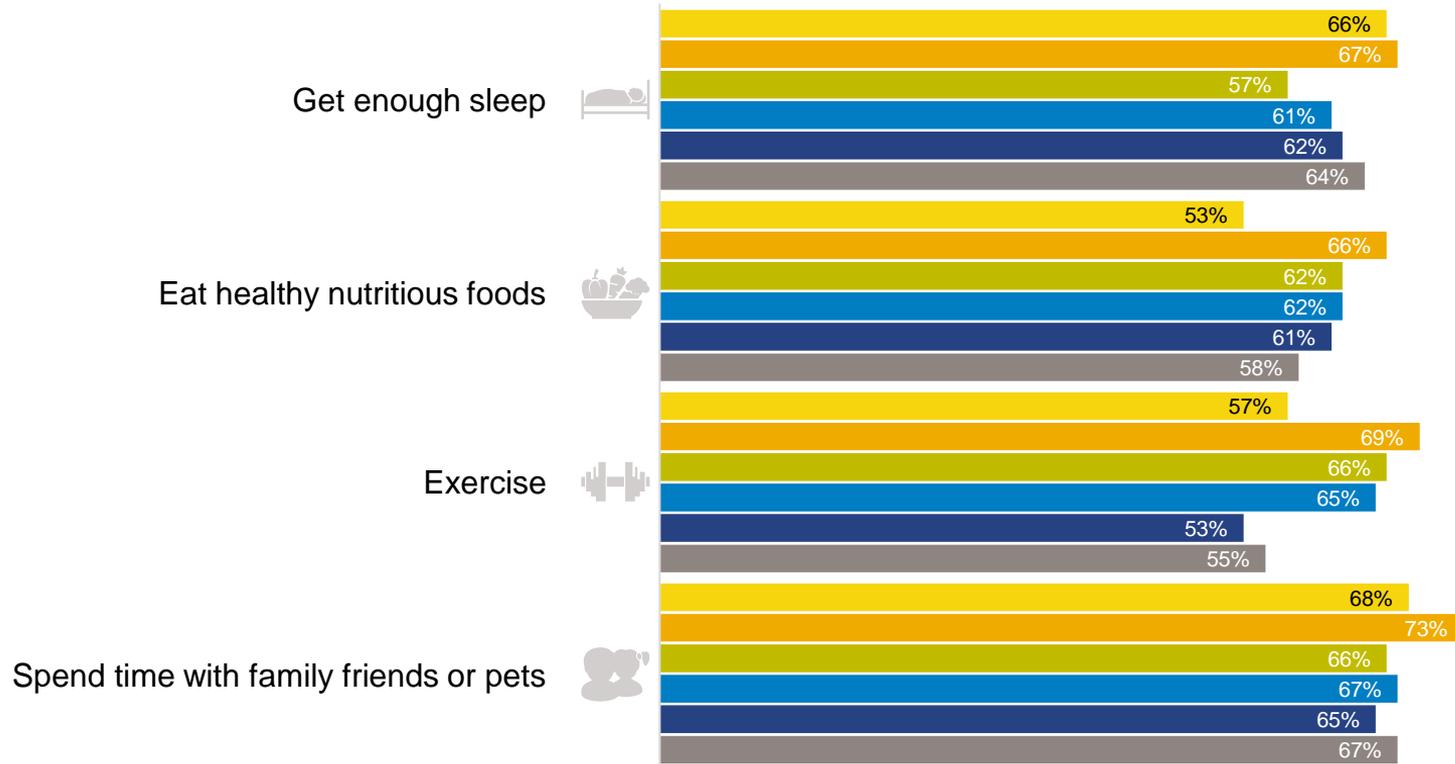


Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

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# Regular activities to maintain physical health

## Average across the USA among age-groups (1/3)



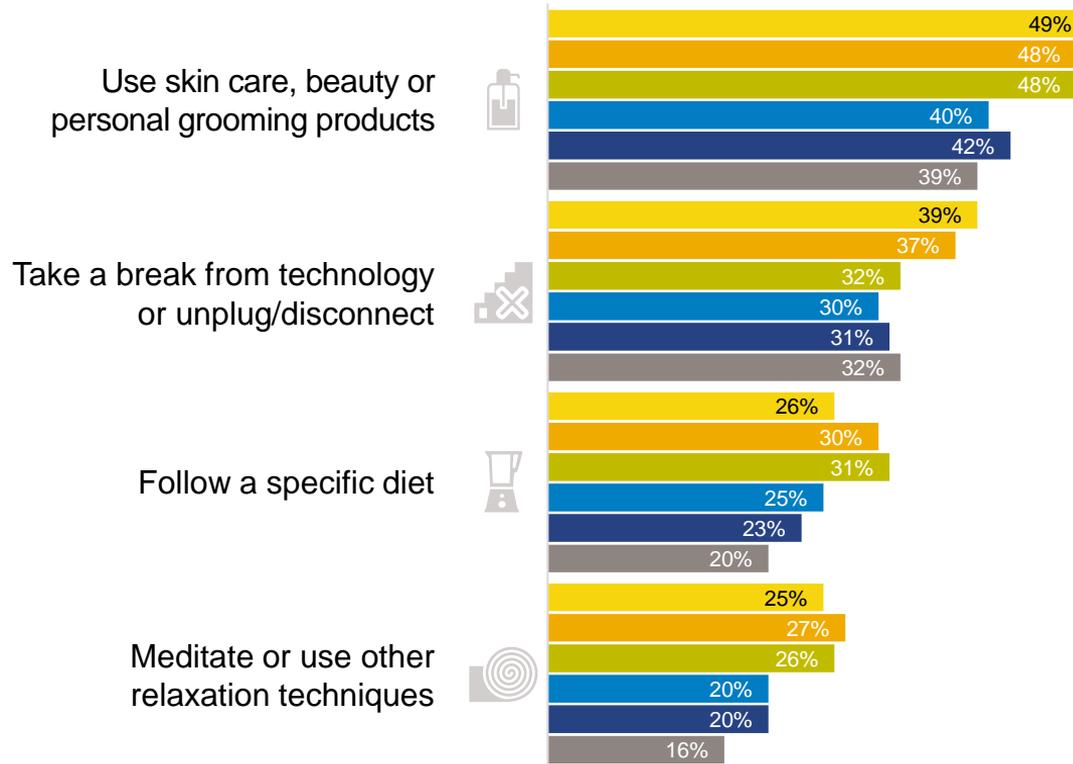
■ 15 – 19 years  
 ■ 20 – 29 years  
 ■ 30 – 39 years  
 ■ 40 – 49 years  
 ■ 50 – 59 years  
 ■ 60+ years

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

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# Regular activities to maintain physical health

## Average across the USA among age-groups (2/3)



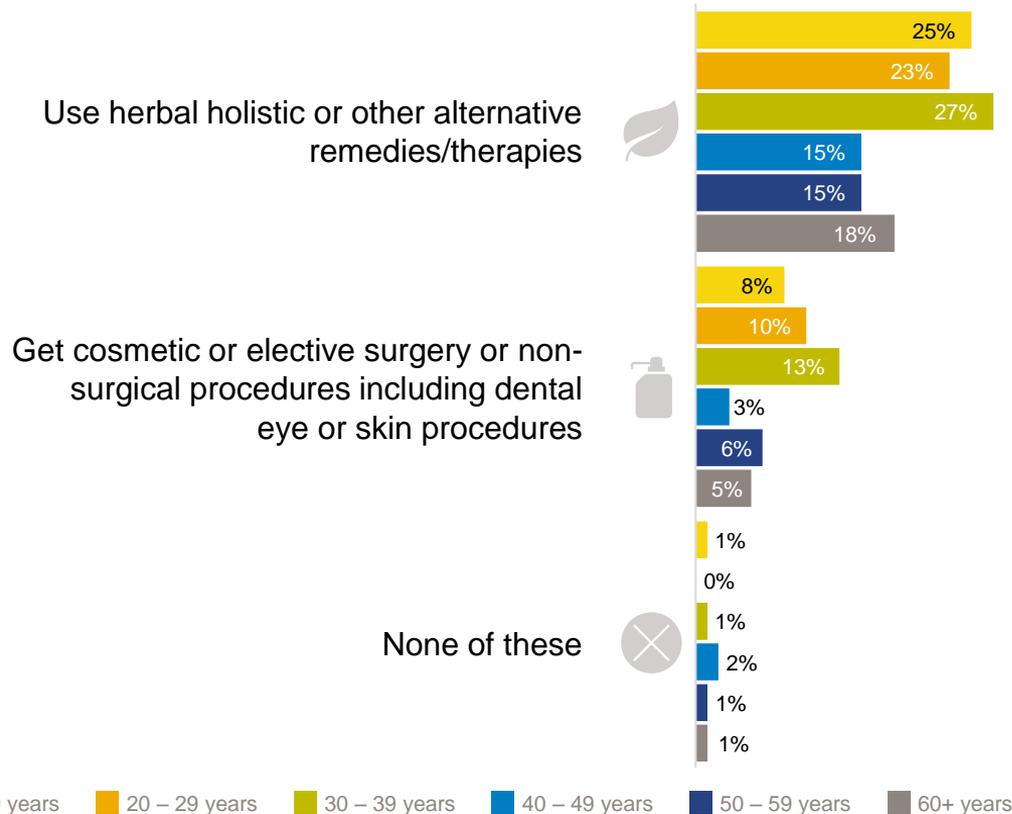
■ 15 – 19 years  
 ■ 20 – 29 years  
 ■ 30 – 39 years  
 ■ 40 – 49 years  
 ■ 50 – 59 years  
 ■ 60+ years

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

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# Regular activities to maintain physical health

## Average across the USA among age-groups (3/3)



15 – 19 years 20 – 29 years 30 – 39 years 40 – 49 years 50 – 59 years 60+ years

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

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# Country results – Latin America

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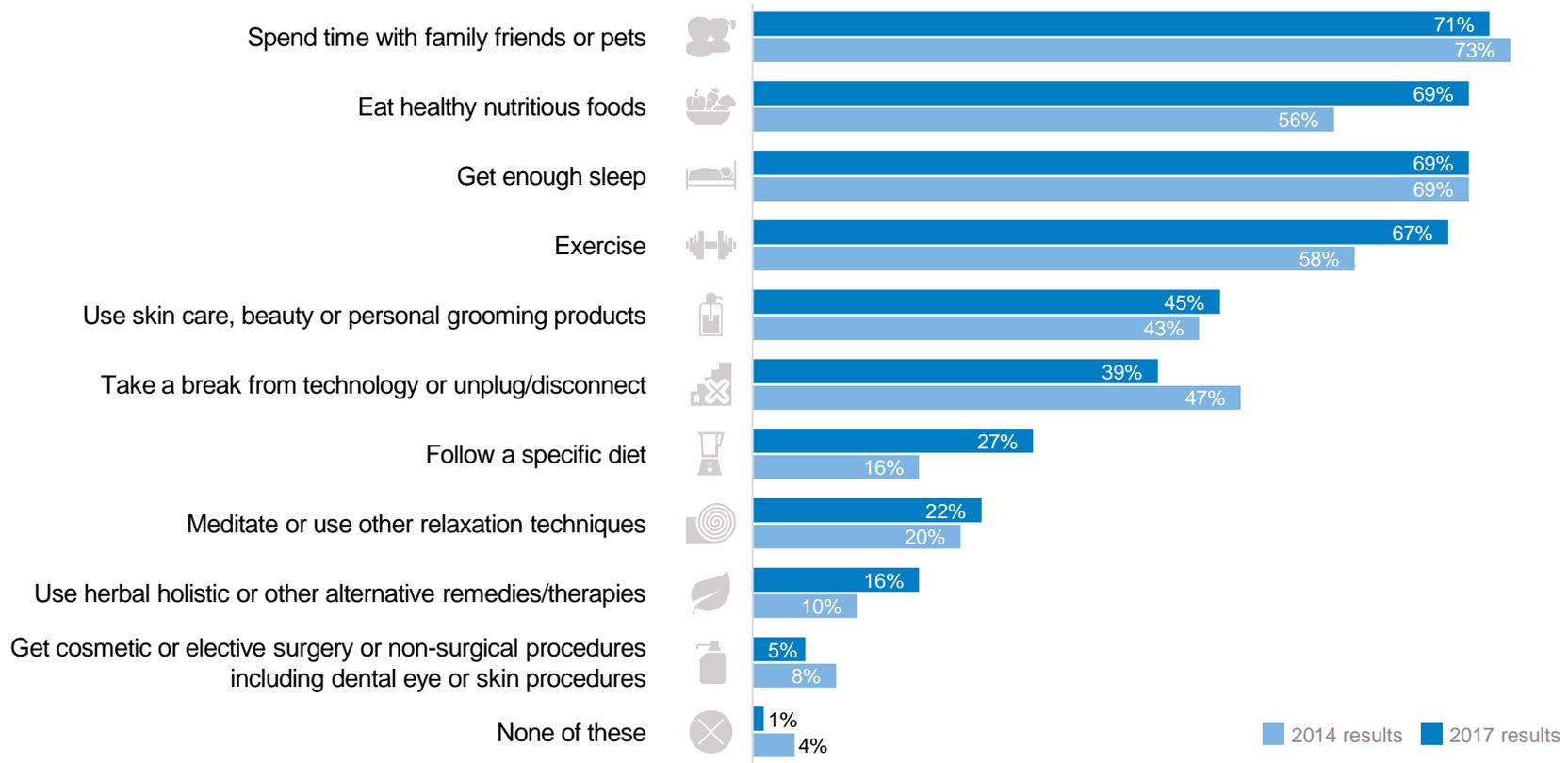
# Argentina

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# Regular activities to maintain physical health

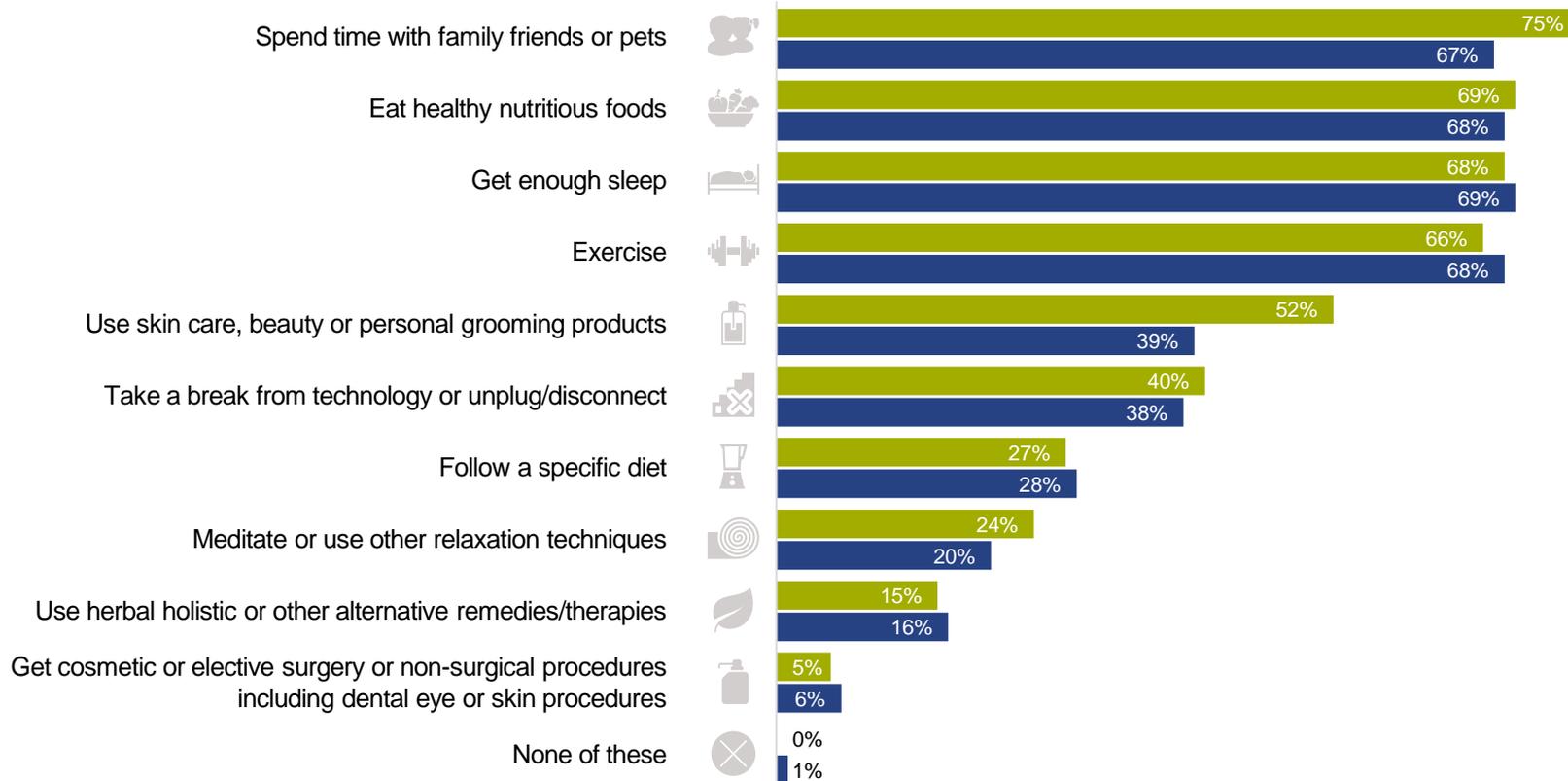
## Average across Argentina plus comparison to 2014 results



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries in 2017 and 21,000 Internet users in 16 countries in 2014 – multiple answers possible – rounded

# Regular activities to maintain physical health

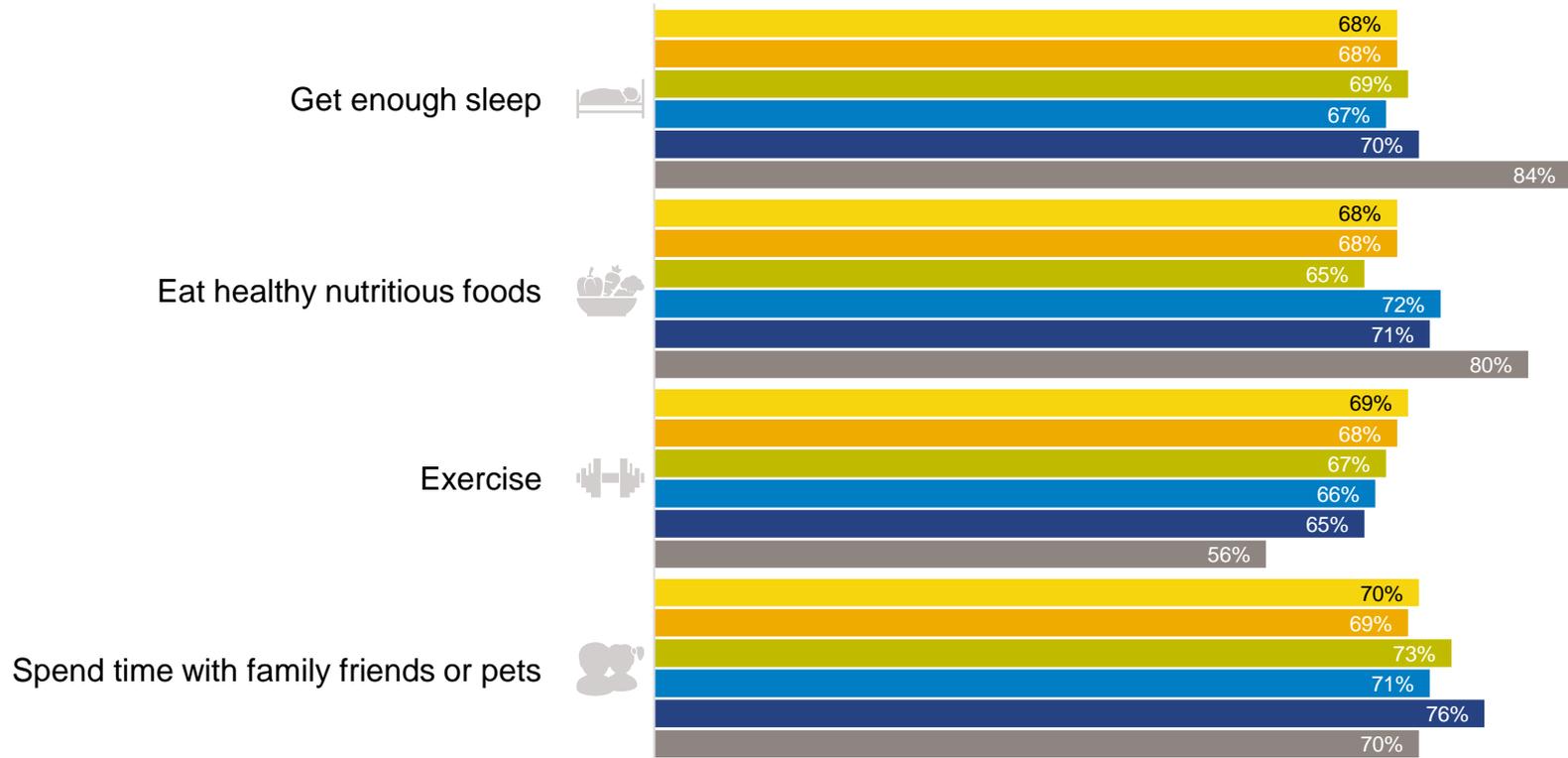
## Average across Argentina among men and women



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

# Regular activities to maintain physical health

## Average across Argentina among age-groups (1/3)



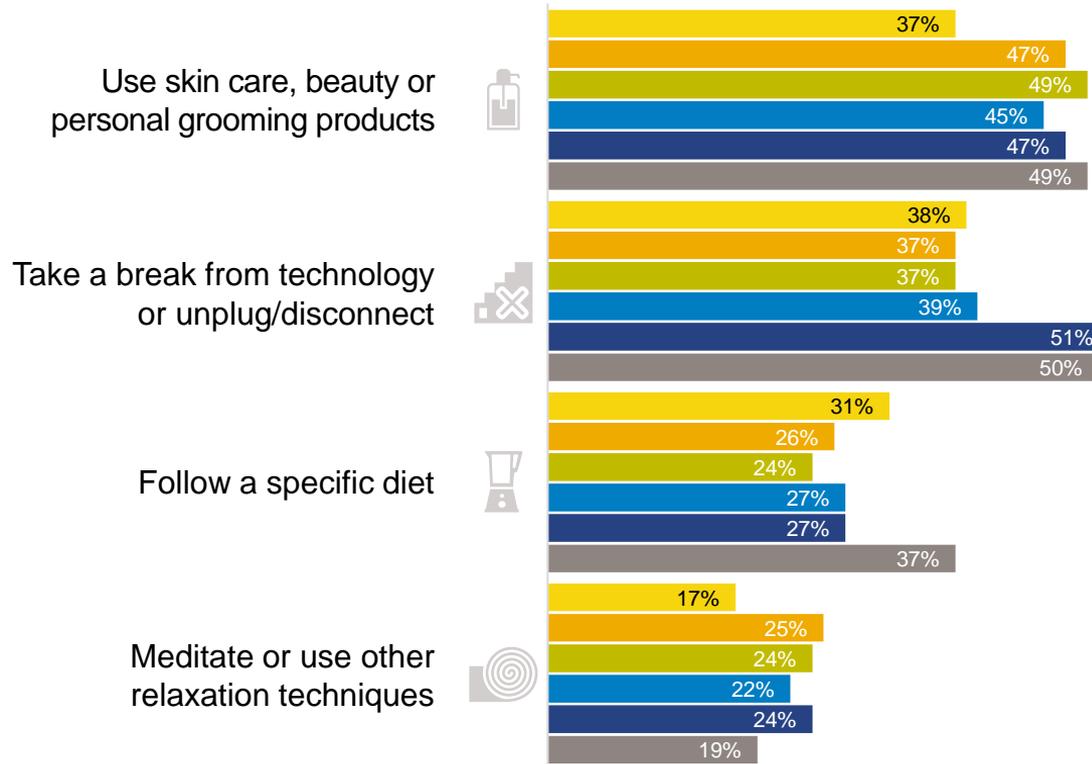
■ 15 – 19 years 
 ■ 20 – 29 years 
 ■ 30 – 39 years 
 ■ 40 – 49 years 
 ■ 50 – 59 years 
 ■ 60+ years

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

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# Regular activities to maintain physical health

## Average across Argentina among age-groups (2/3)



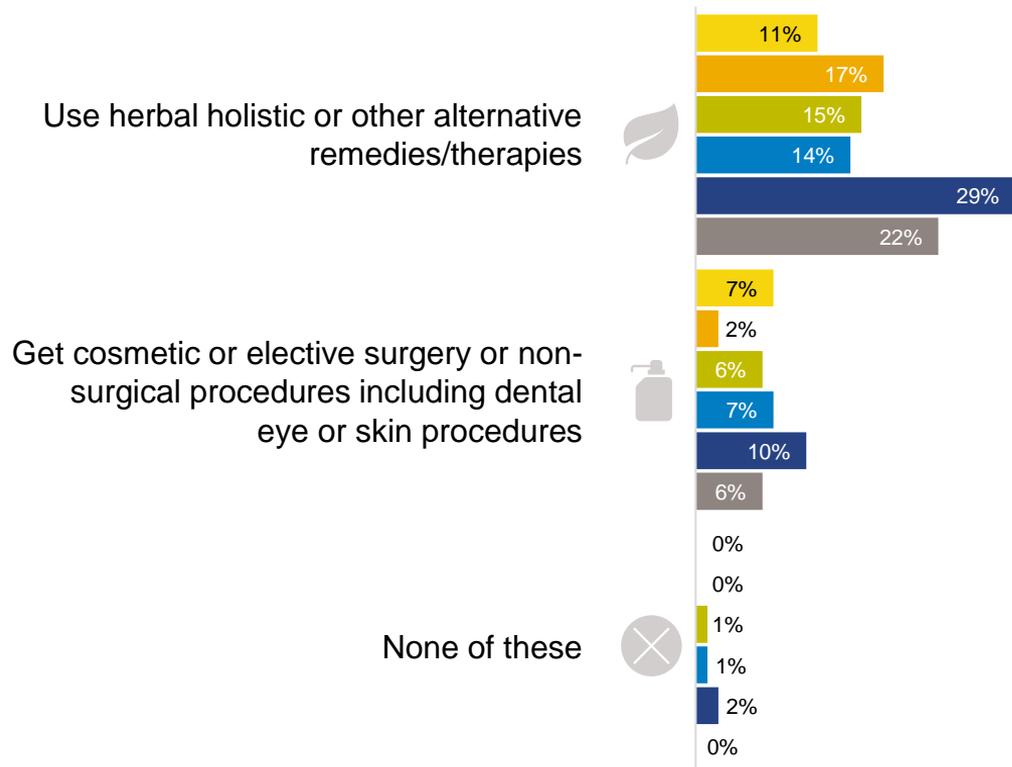
■ 15 – 19 years  
 ■ 20 – 29 years  
 ■ 30 – 39 years  
 ■ 40 – 49 years  
 ■ 50 – 59 years  
 ■ 60+ years

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

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# Regular activities to maintain physical health

## Average across Argentina among age-groups (3/3)



■ 15 – 19 years  
 ■ 20 – 29 years  
 ■ 30 – 39 years  
 ■ 40 – 49 years  
 ■ 50 – 59 years  
 ■ 60+ years

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

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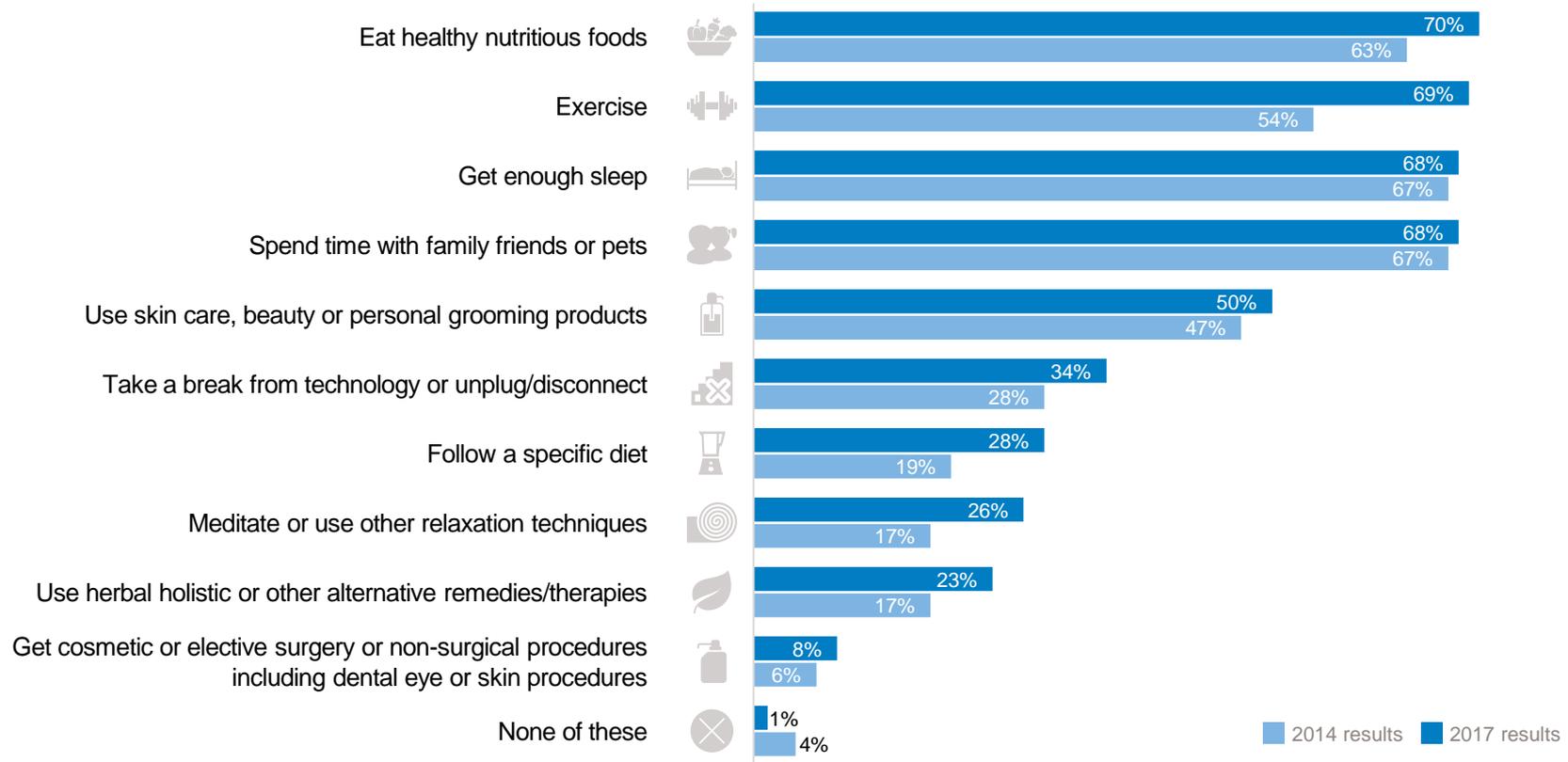
# Brazil

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# Regular activities to maintain physical health

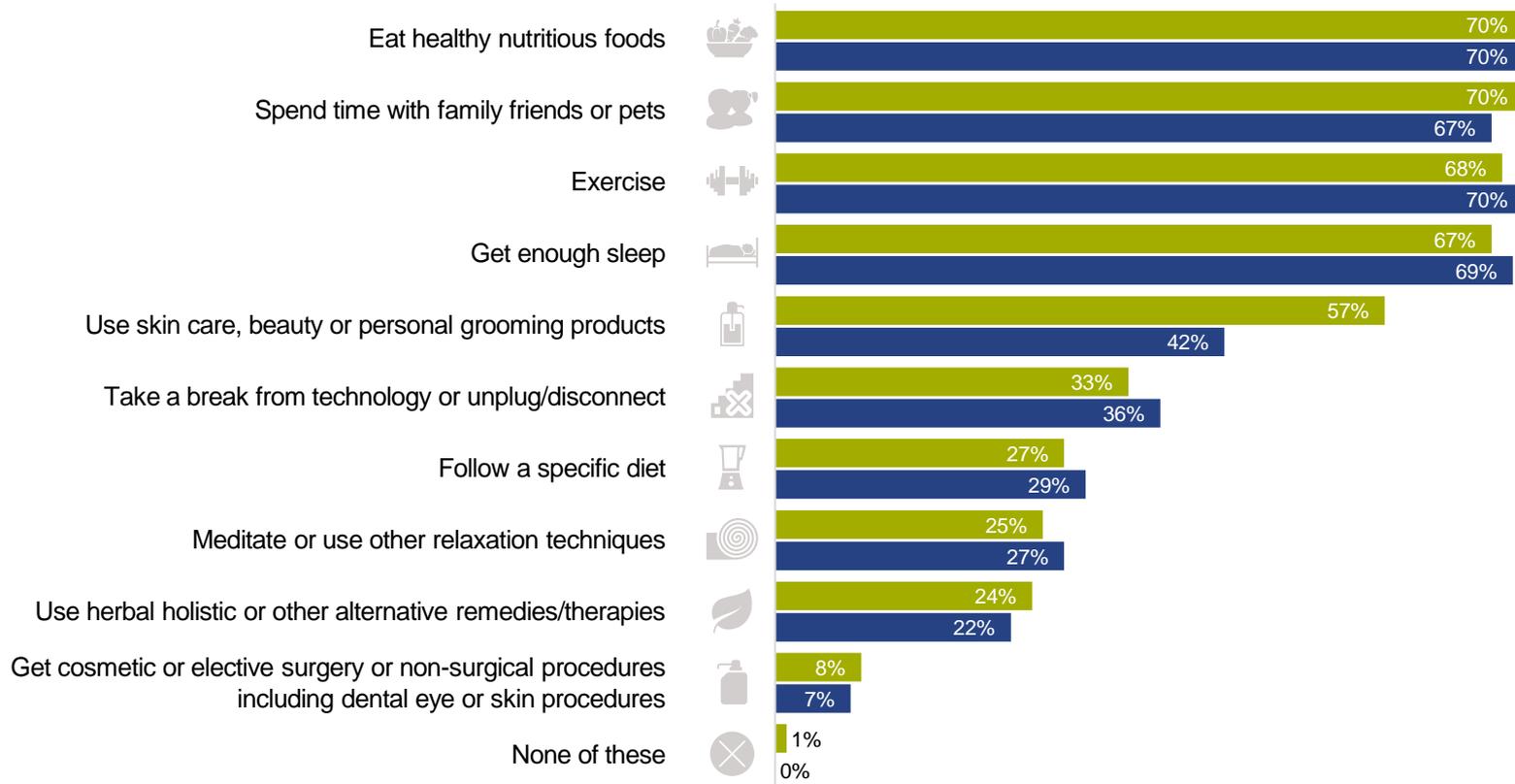
## Average across Brazil plus comparison to 2014 results



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries in 2017 and 21,000 Internet users in 16 countries in 2014 – multiple answers possible – rounded

# Regular activities to maintain physical health

## Average across Brazil among men and women

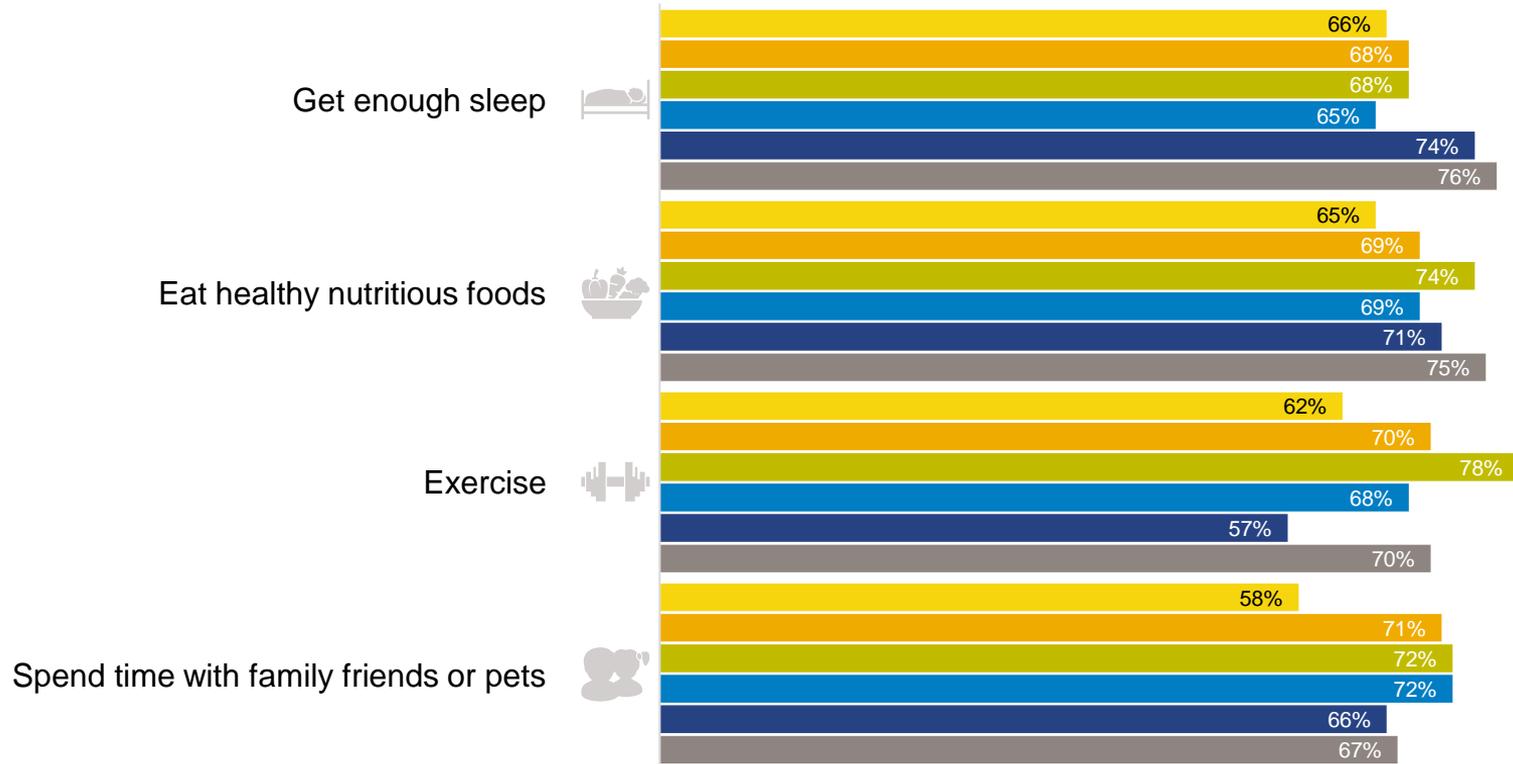


Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded

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# Regular activities to maintain physical health

## Average across Brazil among age-groups (1/3)



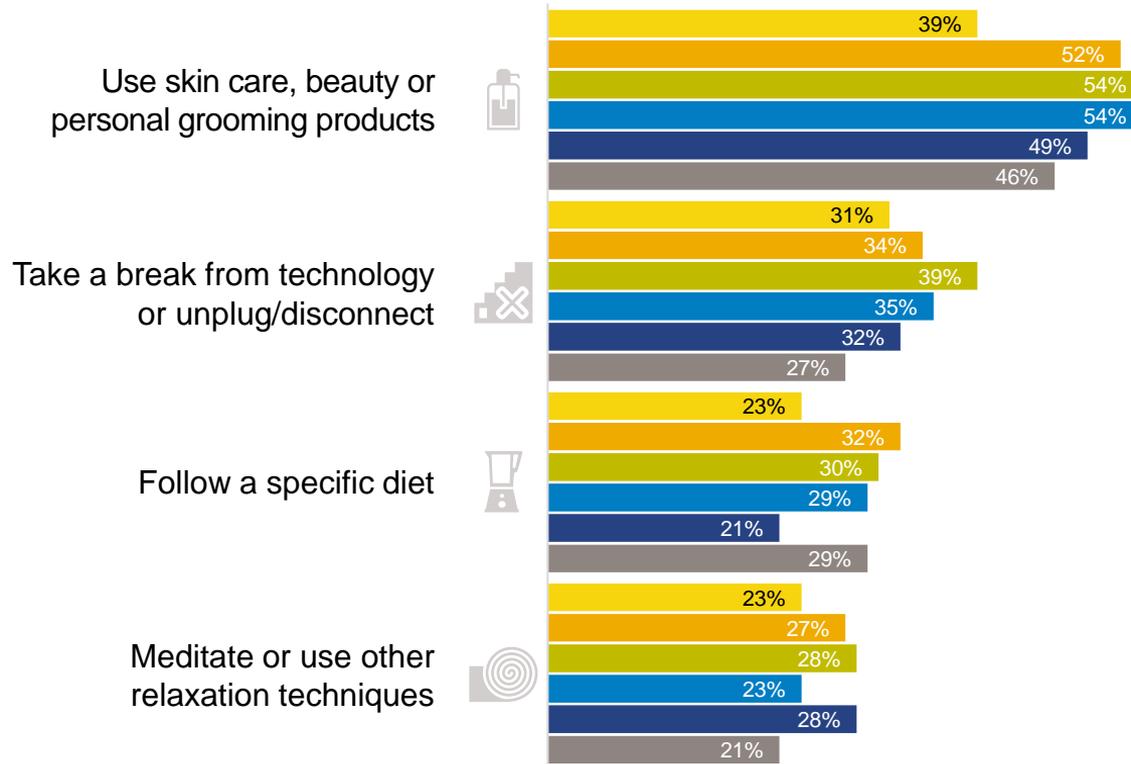
■ 15 – 19 years
 ■ 20 – 29 years
 ■ 30 – 39 years
 ■ 40 – 49 years
 ■ 50 – 59 years
 ■ 60+ years

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

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# Regular activities to maintain physical health

## Average across Brazil among age-groups (2/3)



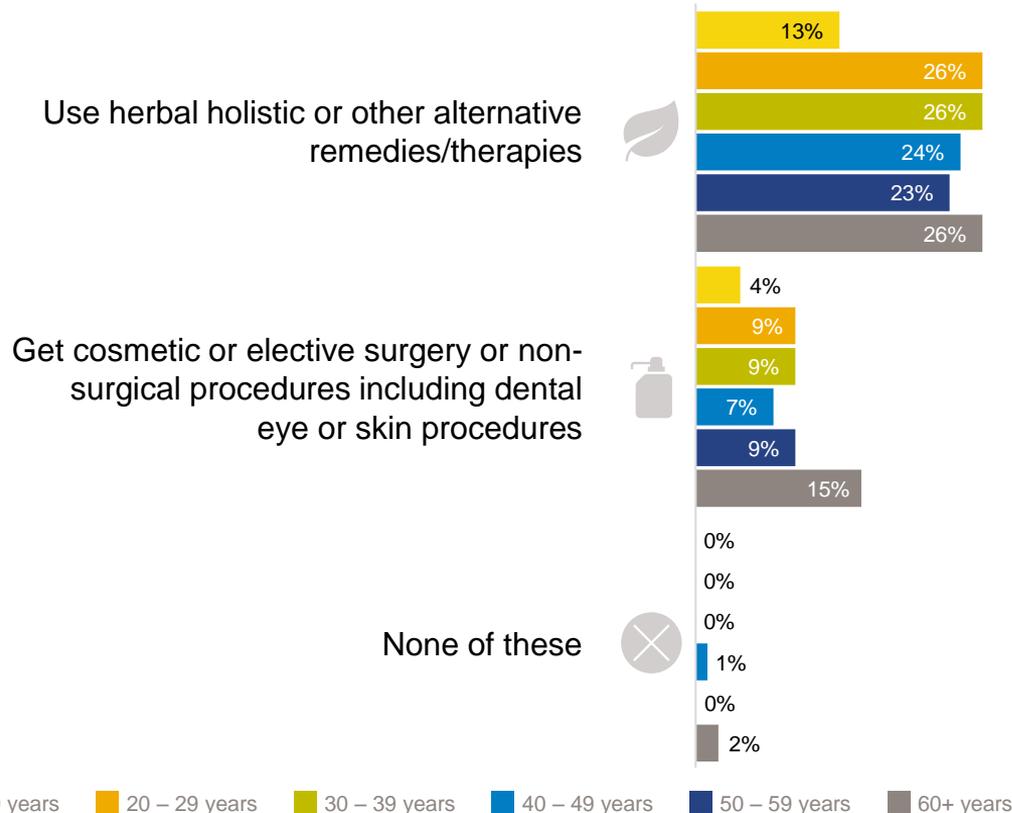
■ 15 – 19 years  
 ■ 20 – 29 years  
 ■ 30 – 39 years  
 ■ 40 – 49 years  
 ■ 50 – 59 years  
 ■ 60+ years

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

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# Regular activities to maintain physical health

## Average across Brazil among age-groups (3/3)



■ 15 – 19 years  
 ■ 20 – 29 years  
 ■ 30 – 39 years  
 ■ 40 – 49 years  
 ■ 50 – 59 years  
 ■ 60+ years

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

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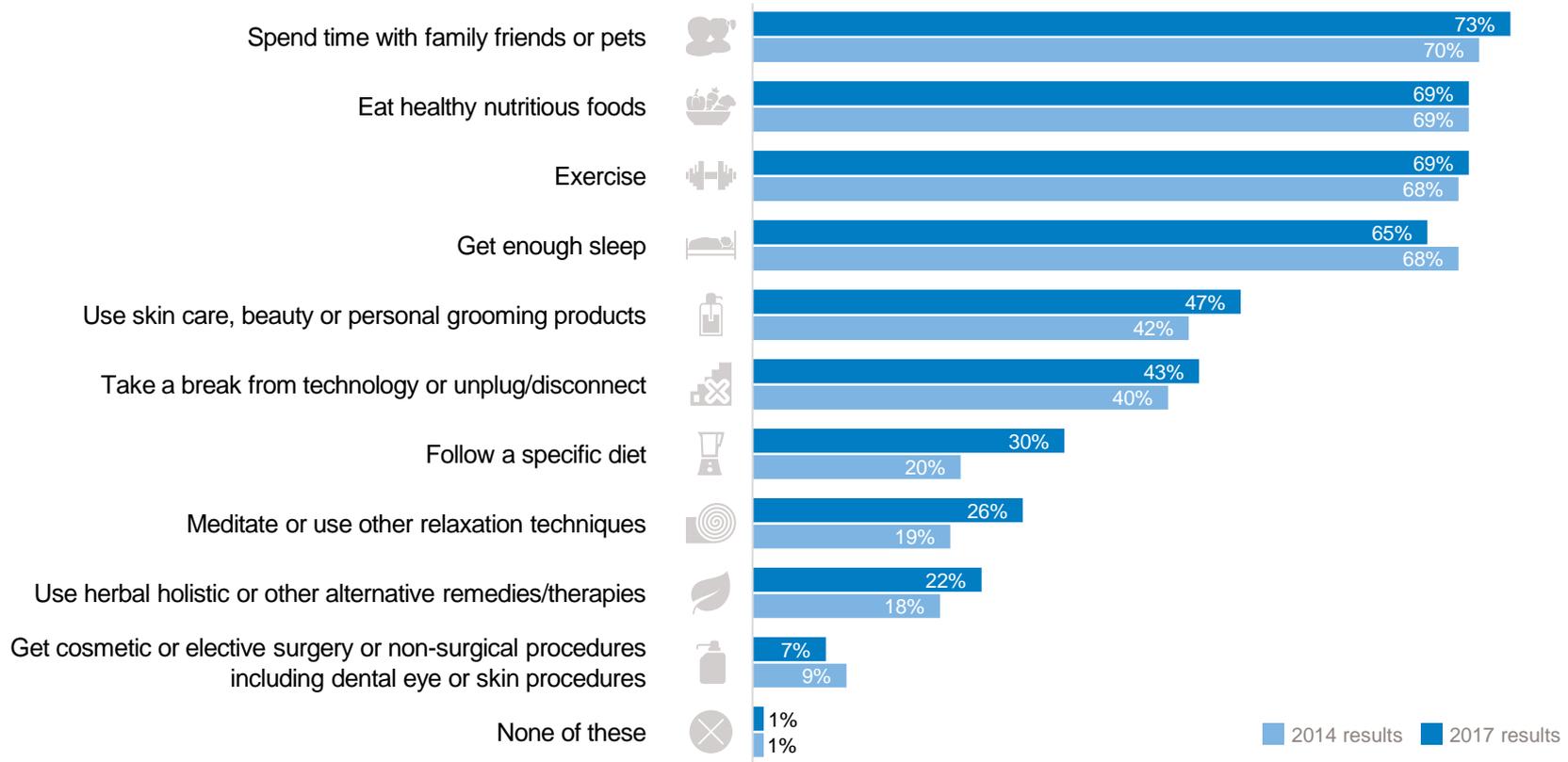
# Mexico

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# Regular activities to maintain physical health

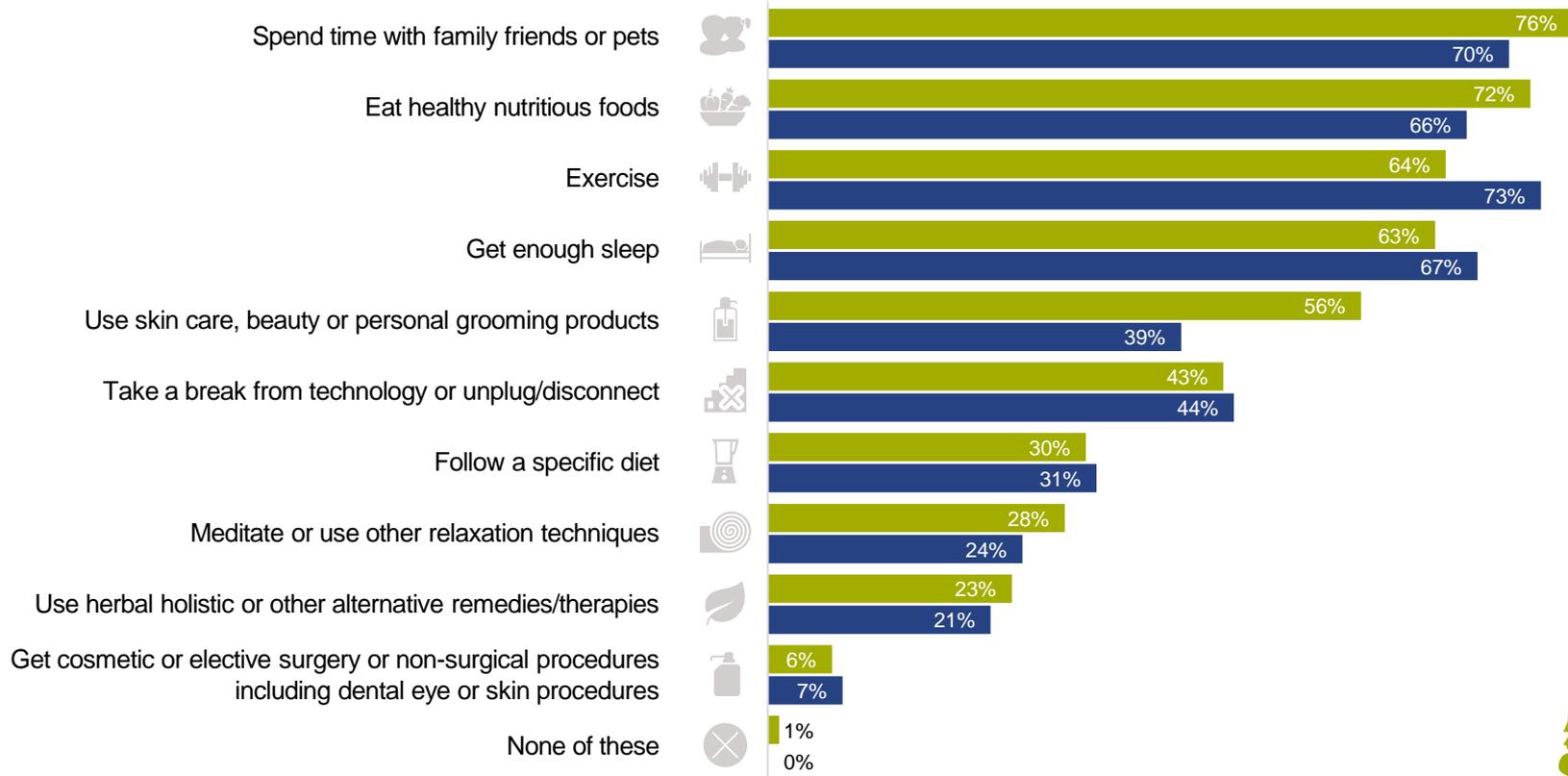
## Average across Mexico plus comparison to 2014 results



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries in 2017 and 21,000 Internet users in 16 countries in 2014 – multiple answers possible – rounded

# Regular activities to maintain physical health

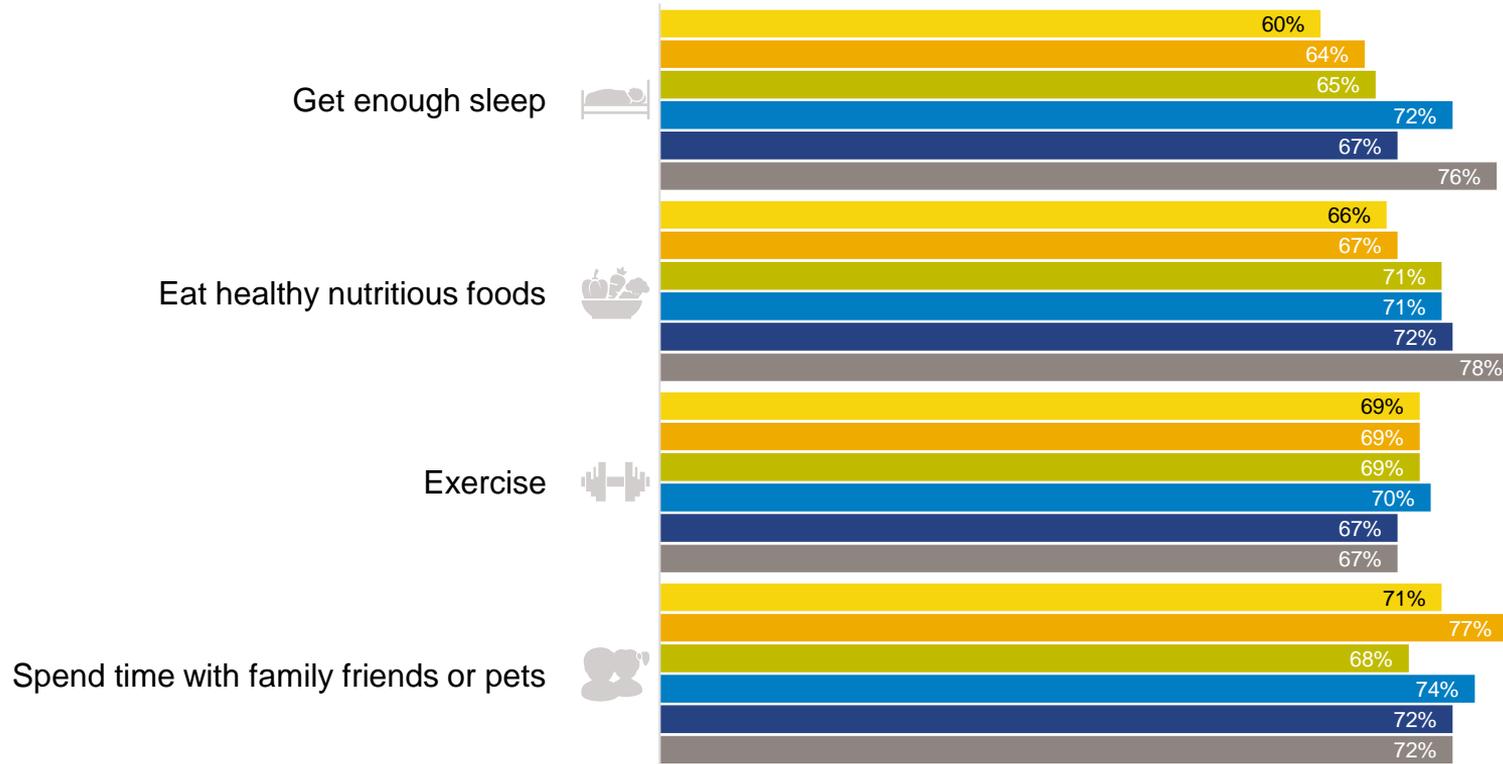
## Average across Mexico among men and women



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

# Regular activities to maintain physical health

## Average across Mexico among age-groups (1/3)



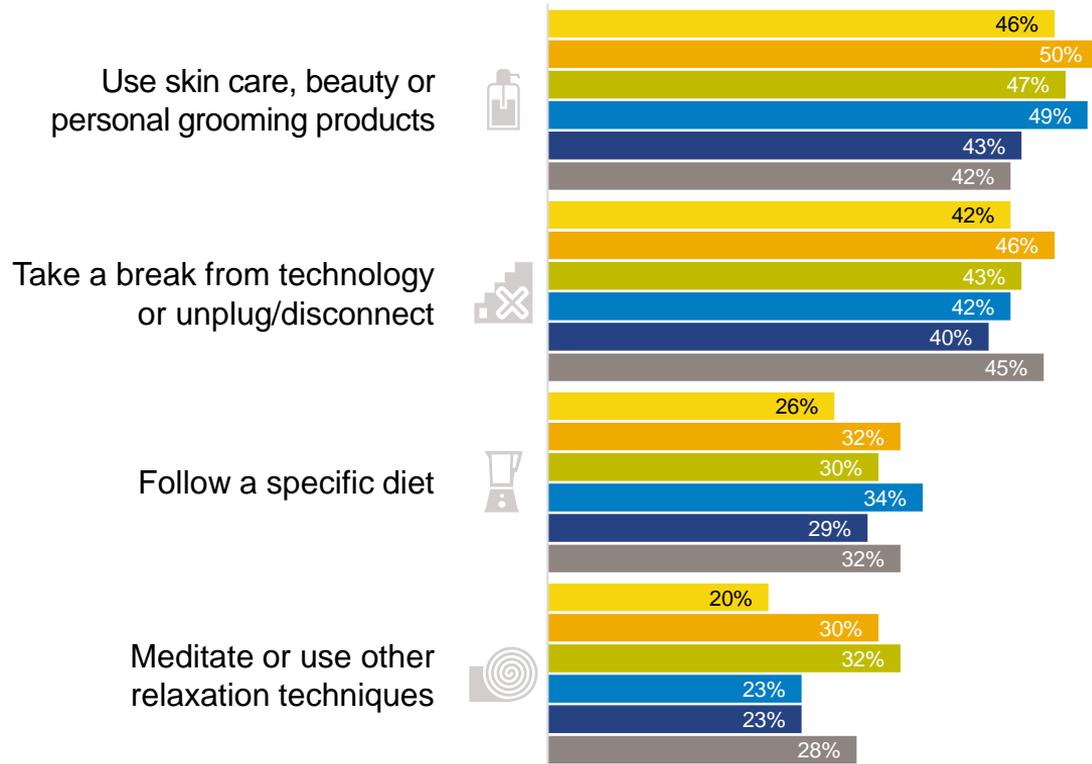
■ 15 – 19 years 
 ■ 20 – 29 years 
 ■ 30 – 39 years 
 ■ 40 – 49 years 
 ■ 50 – 59 years 
 ■ 60+ years

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

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# Regular activities to maintain physical health

## Average across Mexico among age-groups (2/3)



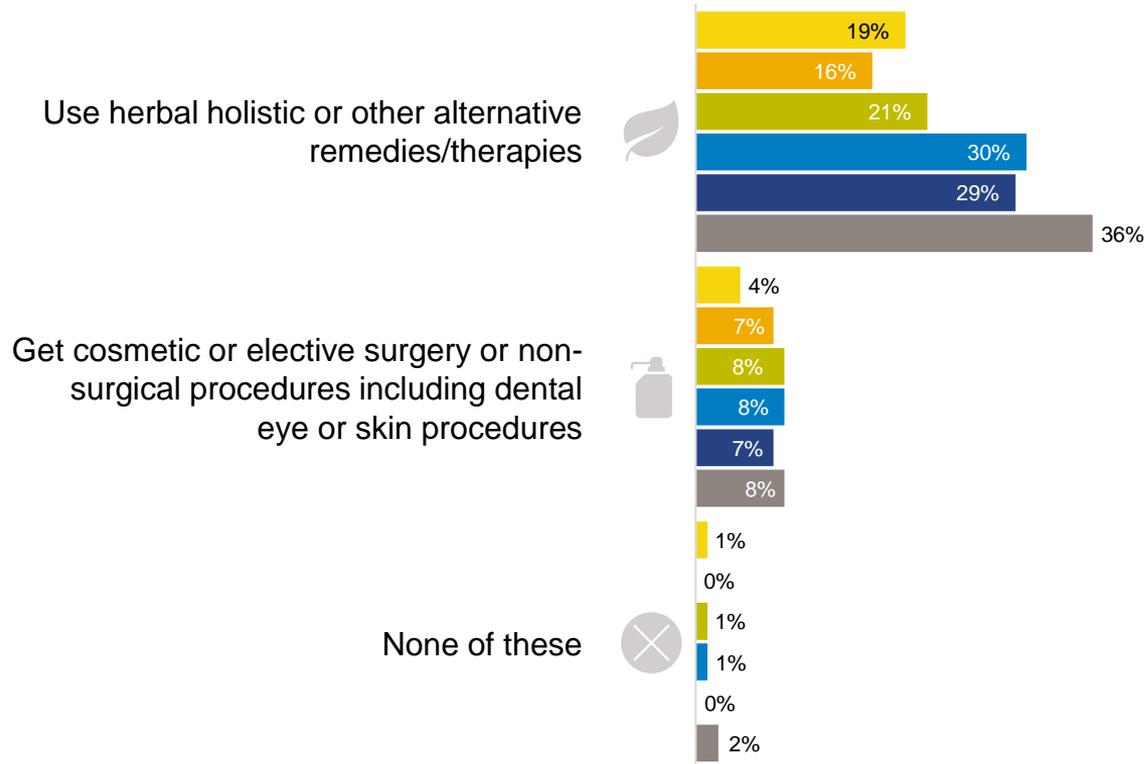
■ 15 – 19 years  
 ■ 20 – 29 years  
 ■ 30 – 39 years  
 ■ 40 – 49 years  
 ■ 50 – 59 years  
 ■ 60+ years

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

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# Regular activities to maintain physical health

## Average across Mexico among age-groups (3/3)



■ 15 – 19 years  
 ■ 20 – 29 years  
 ■ 30 – 39 years  
 ■ 40 – 49 years  
 ■ 50 – 59 years  
 ■ 60+ years

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

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# Country results – Asia-Pacific

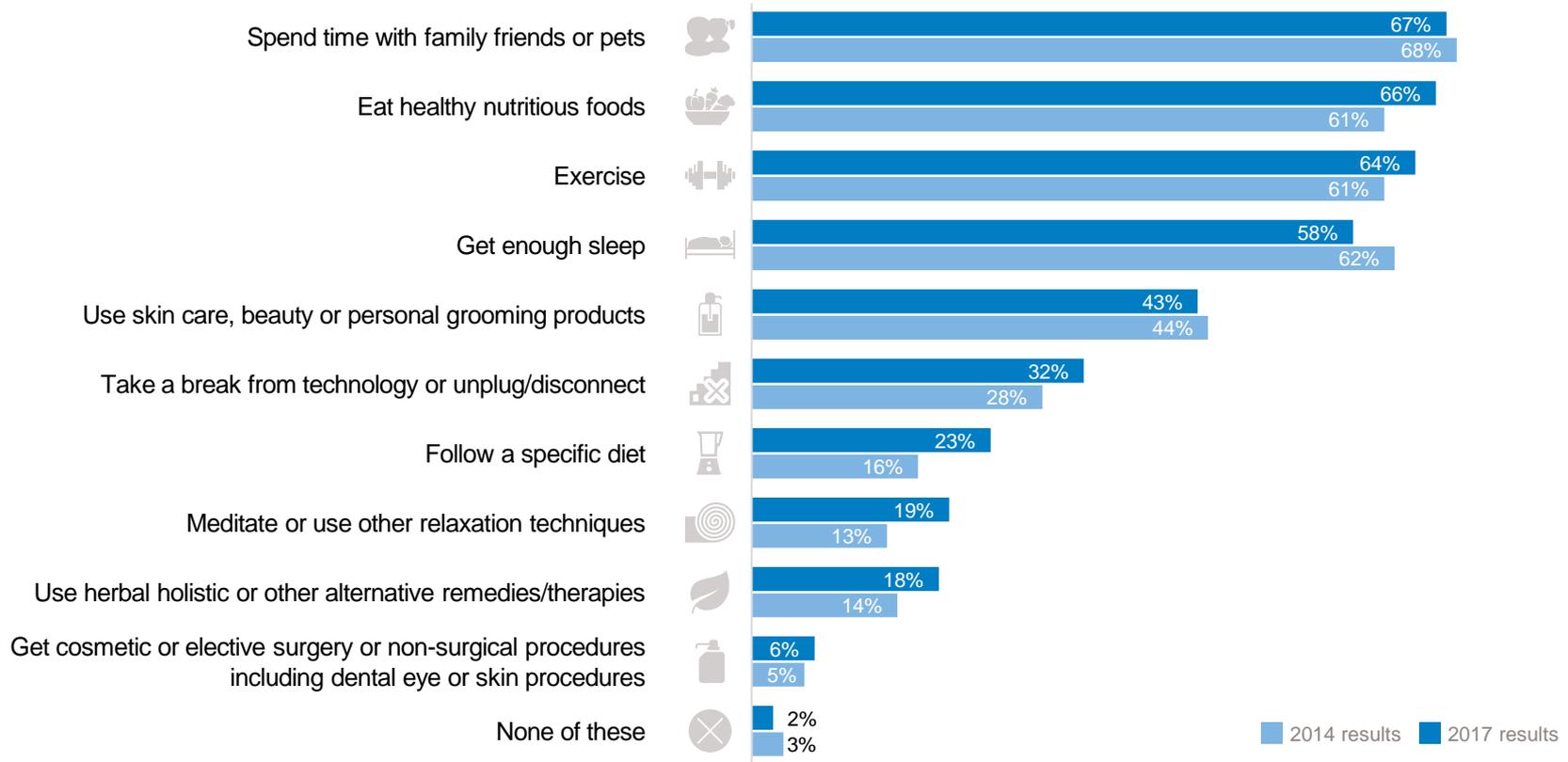
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# Australia



# Regular activities to maintain physical health

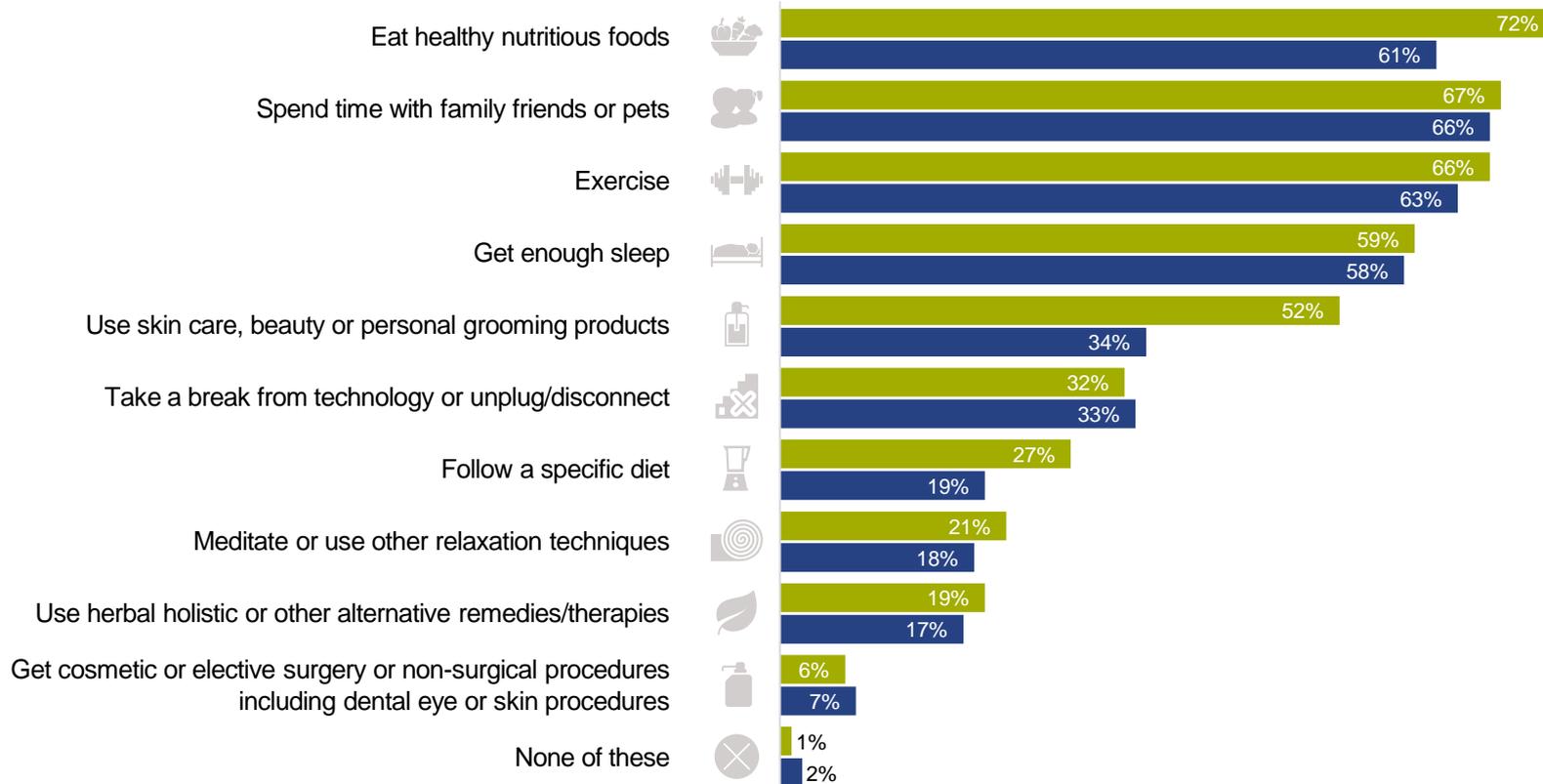
## Average across Australia plus comparison to 2014 results



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries in 2017 and 21,000 Internet users in 16 countries in 2014 – multiple answers possible – rounded

# Regular activities to maintain physical health

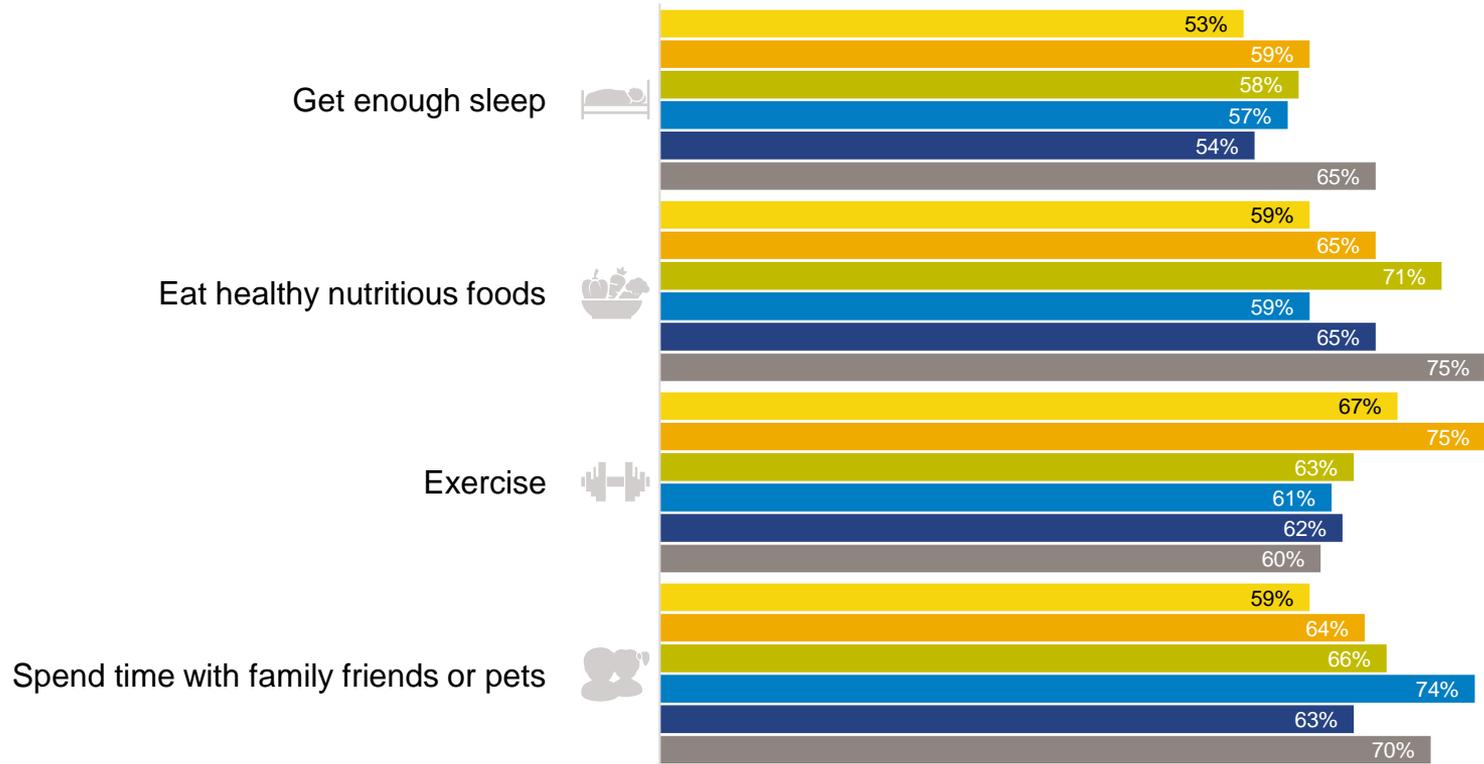
## Average across Australia among men and women



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

# Regular activities to maintain physical health

## Average across Australia among age-groups (1/3)



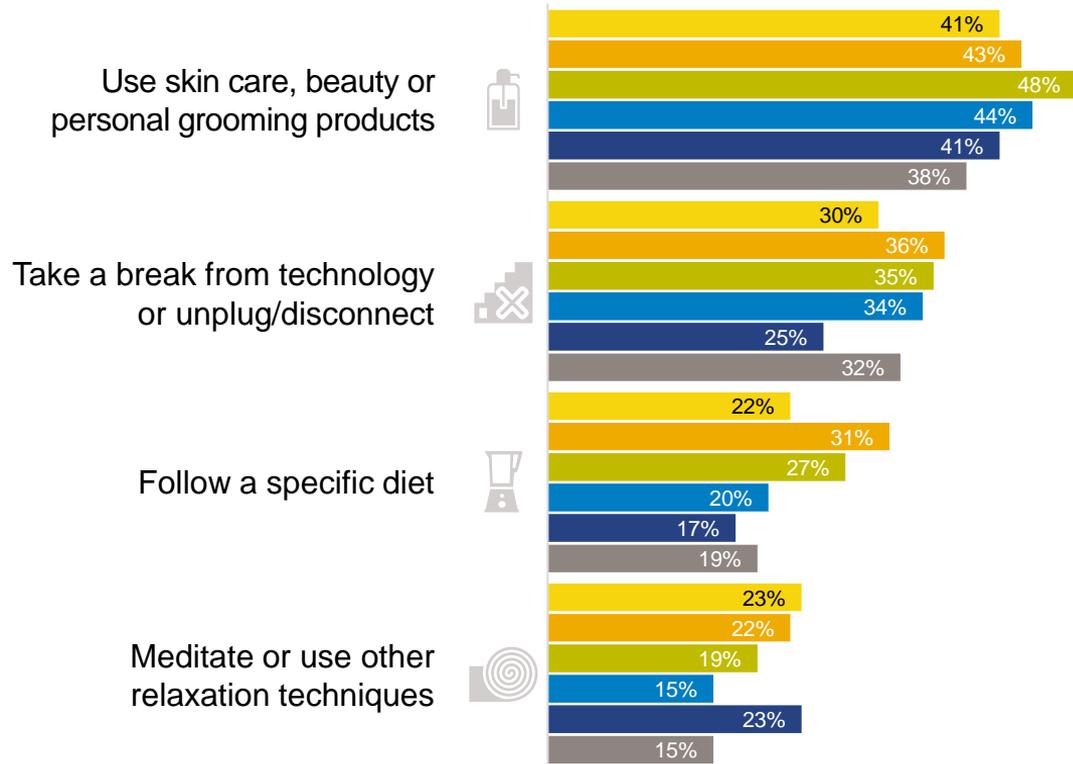
■ 15 – 19 years 
 ■ 20 – 29 years 
 ■ 30 – 39 years 
 ■ 40 – 49 years 
 ■ 50 – 59 years 
 ■ 60+ years

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

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# Regular activities to maintain physical health

## Average across Australia among age-groups (2/3)

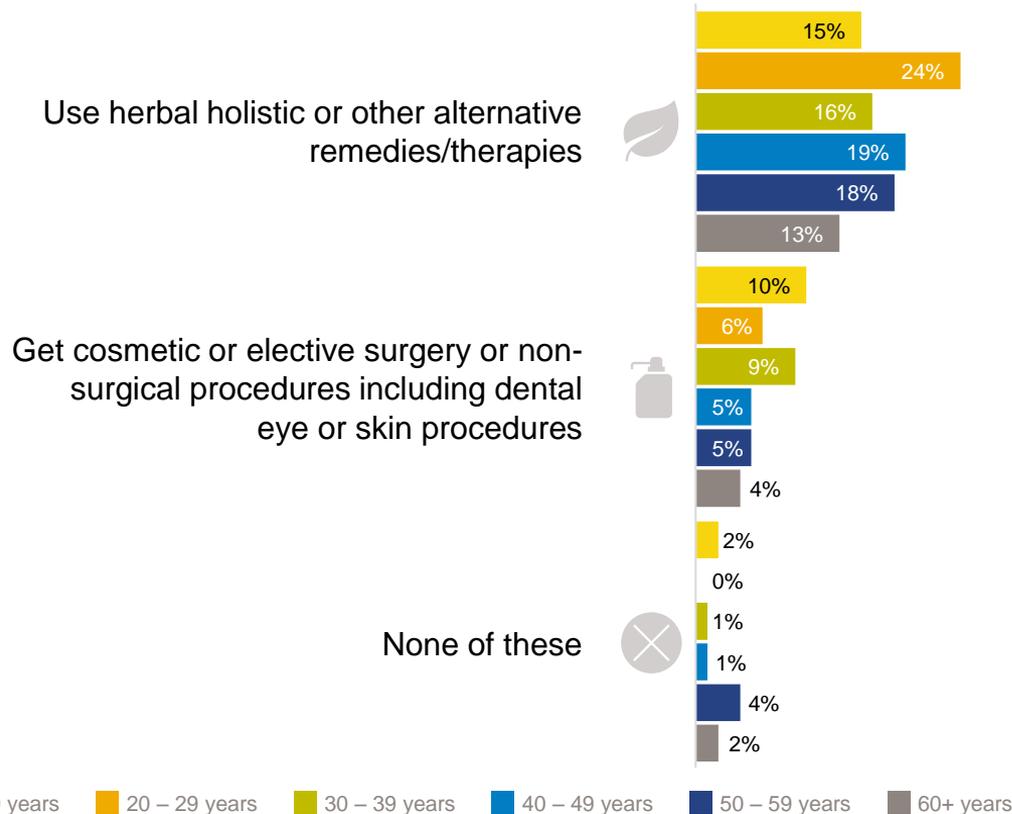


■ 15 – 19 years  
 ■ 20 – 29 years  
 ■ 30 – 39 years  
 ■ 40 – 49 years  
 ■ 50 – 59 years  
 ■ 60+ years

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

# Regular activities to maintain physical health

## Average across Australia among age-groups (3/3)



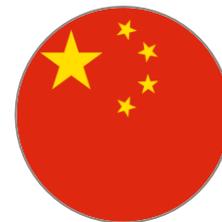
15 – 19 years 20 – 29 years 30 – 39 years 40 – 49 years 50 – 59 years 60+ years

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

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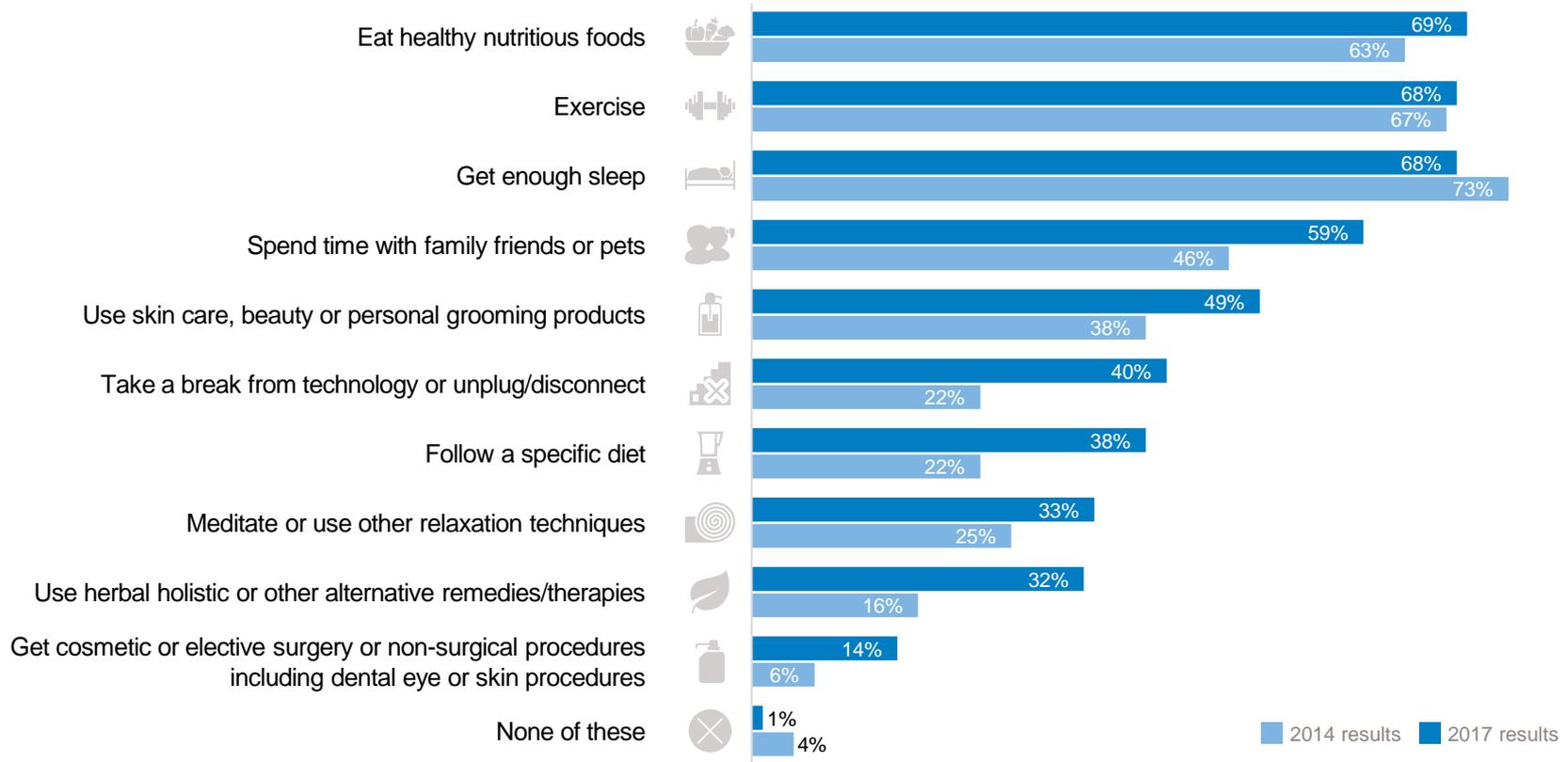
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# China



# Regular activities to maintain physical health

## Average across China plus comparison to 2014 results

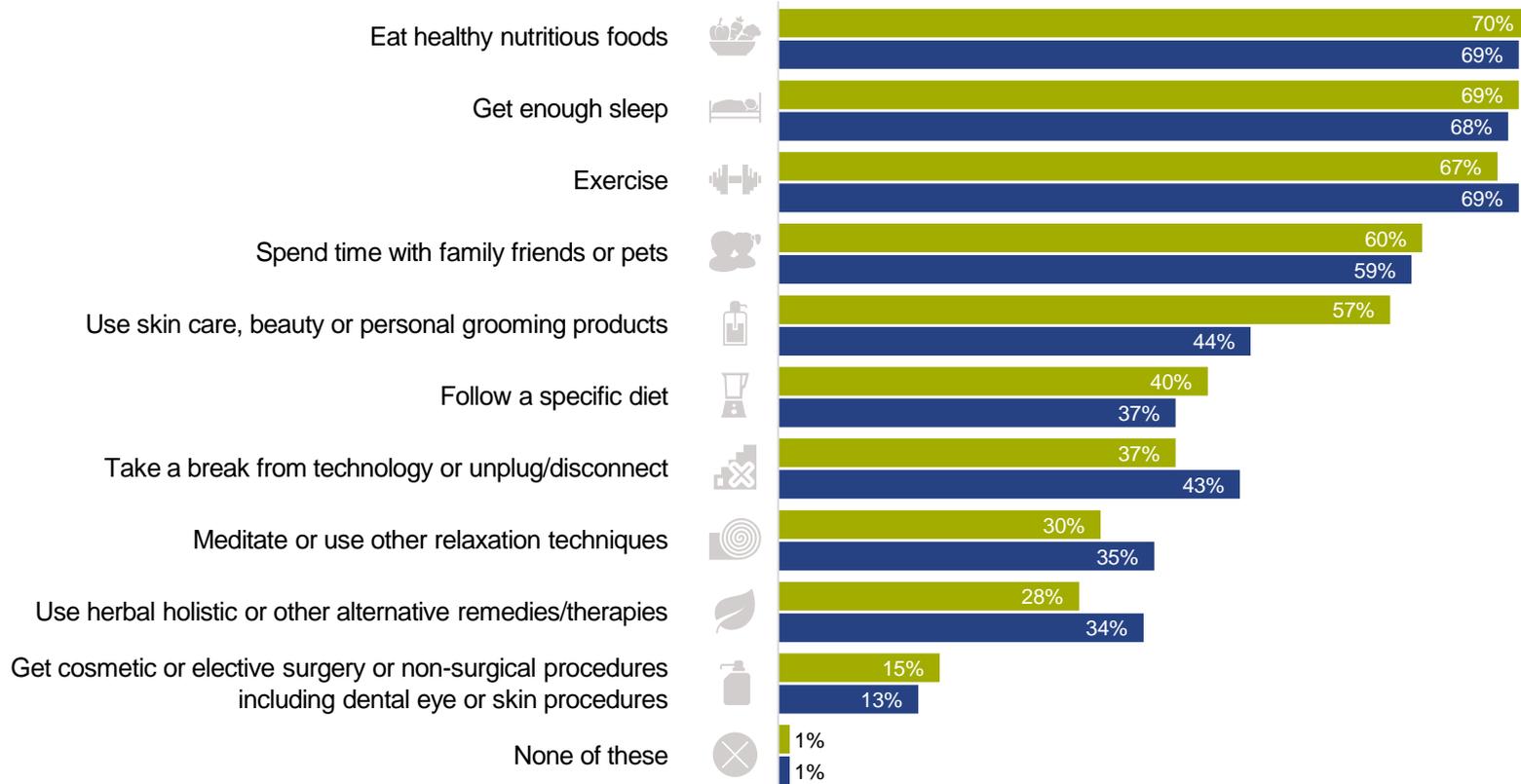


Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries in 2017 and 21,000 Internet users in 16 countries in 2014 – multiple answers possible – rounded



# Regular activities to maintain physical health

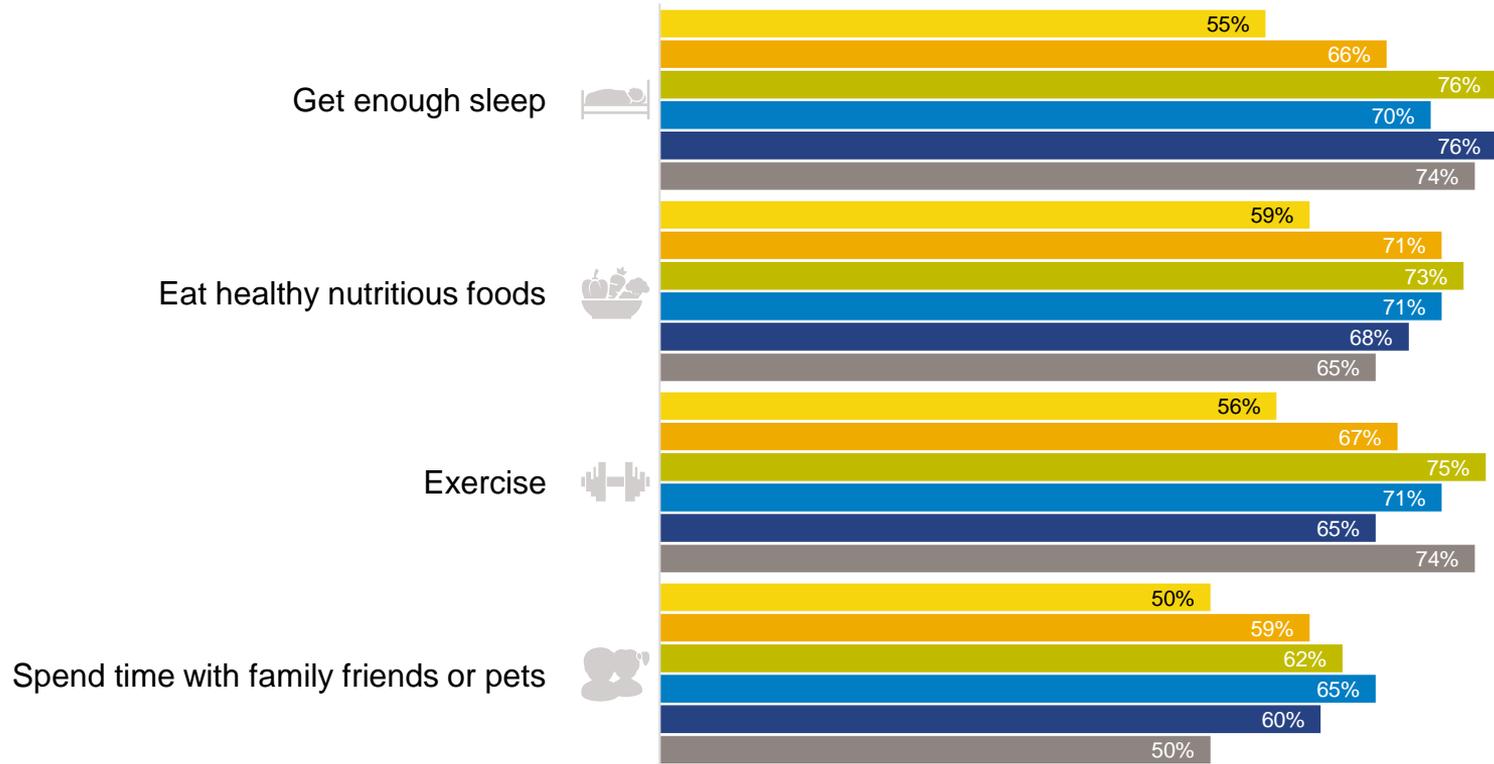
## Average across China among men and women



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

# Regular activities to maintain physical health

## Average across China among age-groups (1/3)



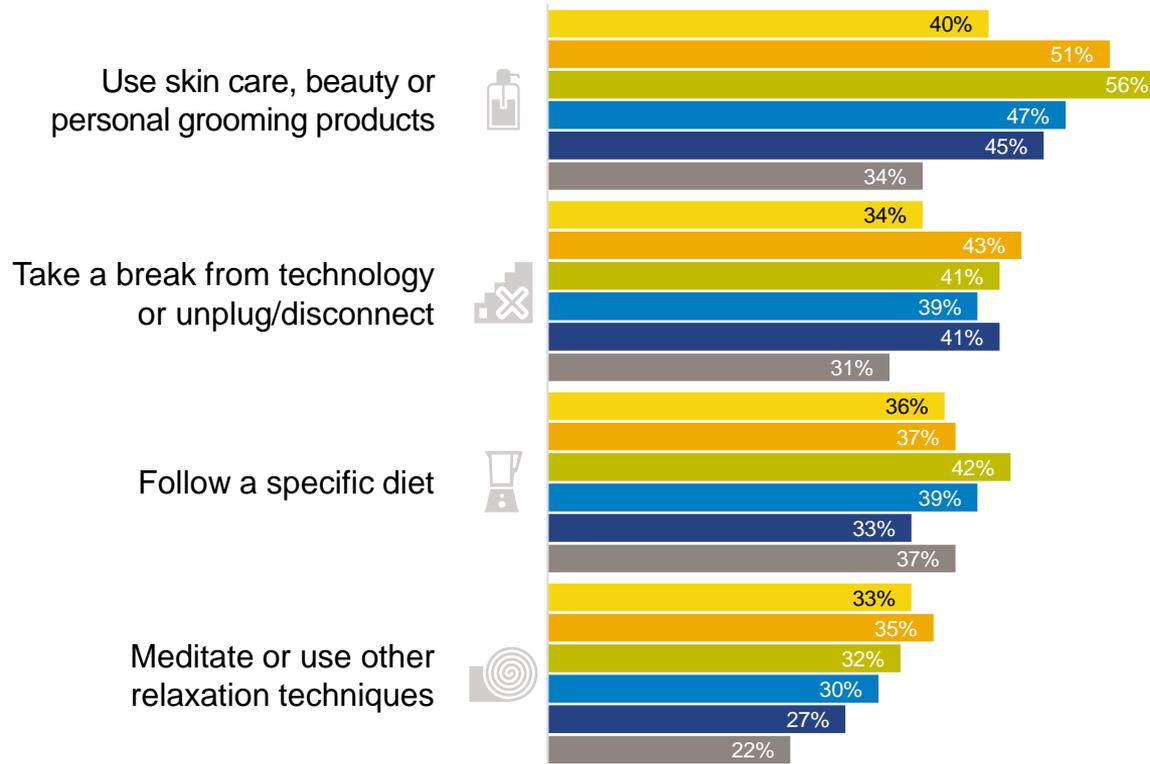
■ 15 – 19 years 
 ■ 20 – 29 years 
 ■ 30 – 39 years 
 ■ 40 – 49 years 
 ■ 50 – 59 years 
 ■ 60+ years

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

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# Regular activities to maintain physical health

## Average across China among age-groups (2/3)



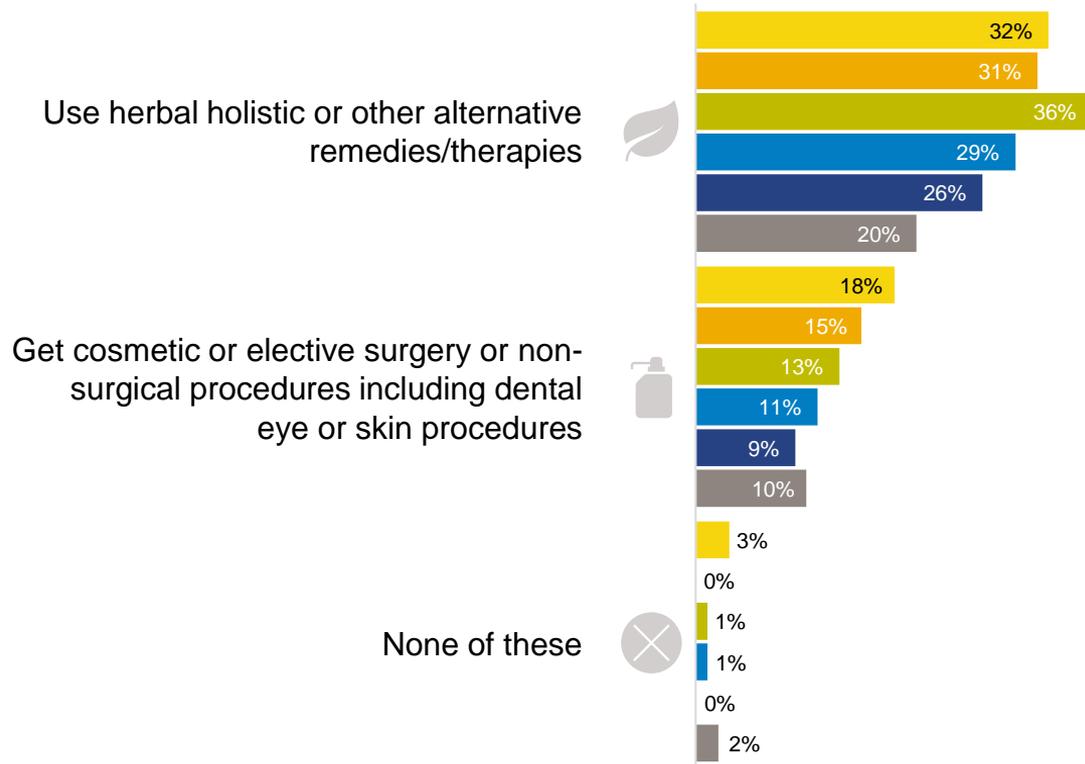
■ 15 – 19 years  
 ■ 20 – 29 years  
 ■ 30 – 39 years  
 ■ 40 – 49 years  
 ■ 50 – 59 years  
 ■ 60+ years

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

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# Regular activities to maintain physical health

## Average across China among age-groups (3/3)



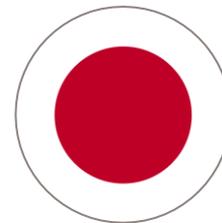
■ 15 – 19 years  
 ■ 20 – 29 years  
 ■ 30 – 39 years  
 ■ 40 – 49 years  
 ■ 50 – 59 years  
 ■ 60+ years

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

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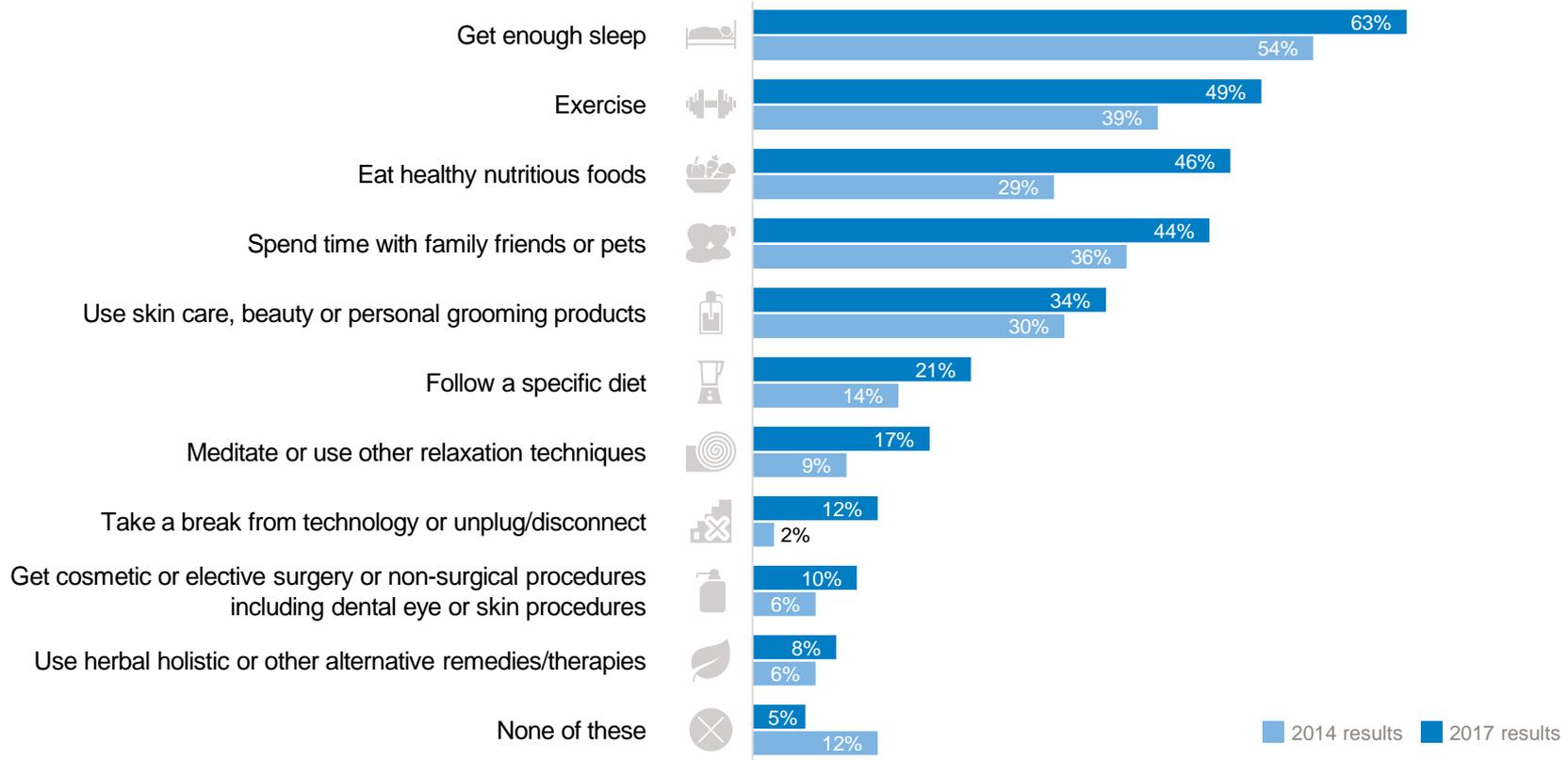
# Japan

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# Regular activities to maintain physical health

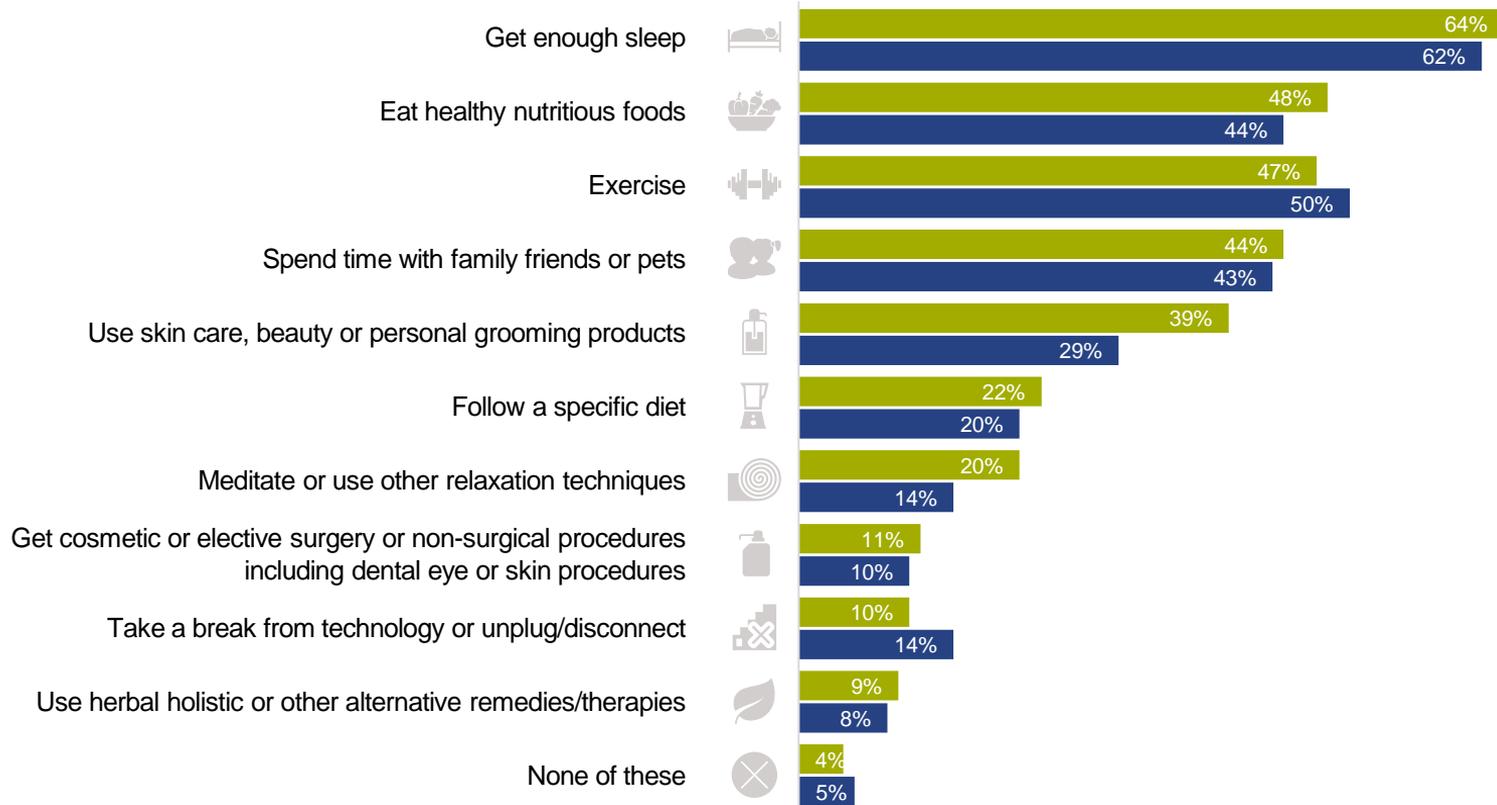
## Average across Japan plus comparison to 2014 results



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries in 2017 and 21,000 Internet users in 16 countries in 2014 – multiple answers possible – rounded

# Regular activities to maintain physical health

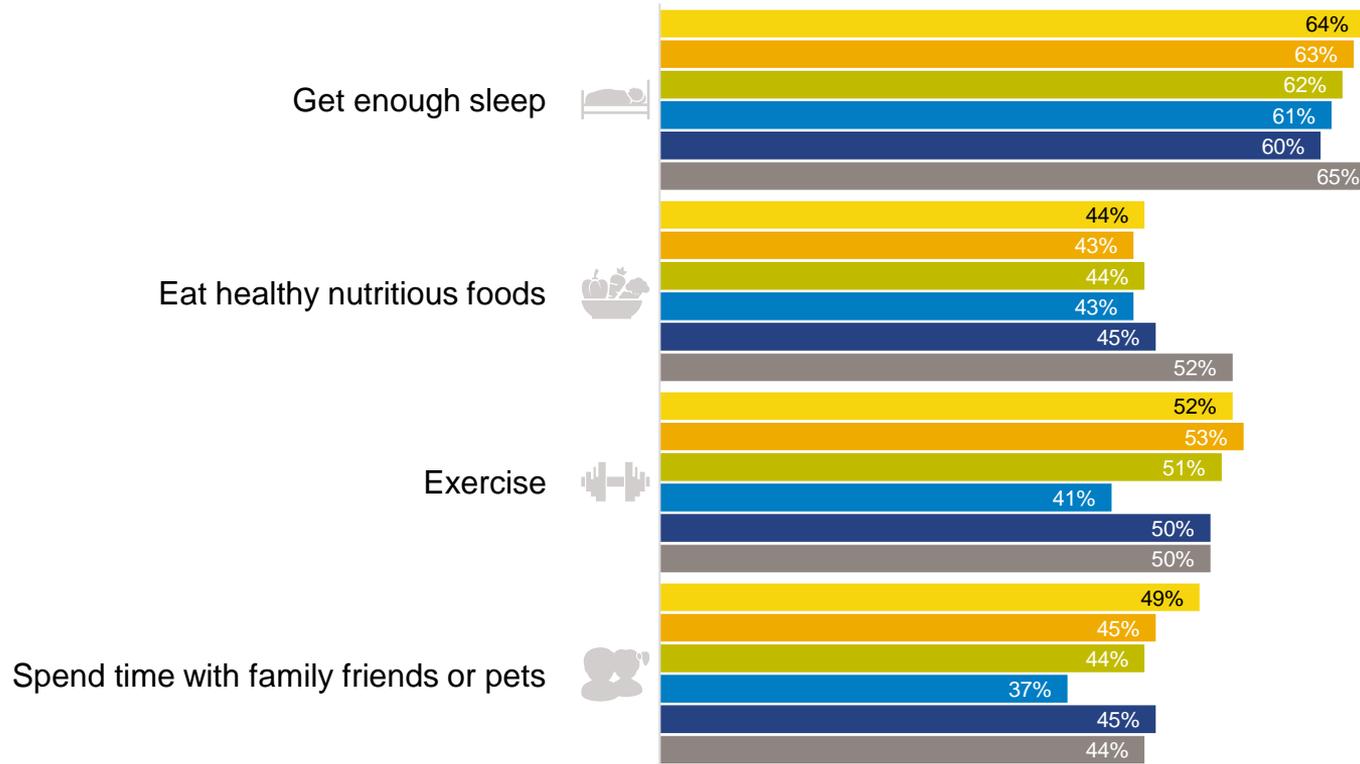
## Average across Japan among men and women



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

# Regular activities to maintain physical health

## Average across Japan among age-groups (1/3)



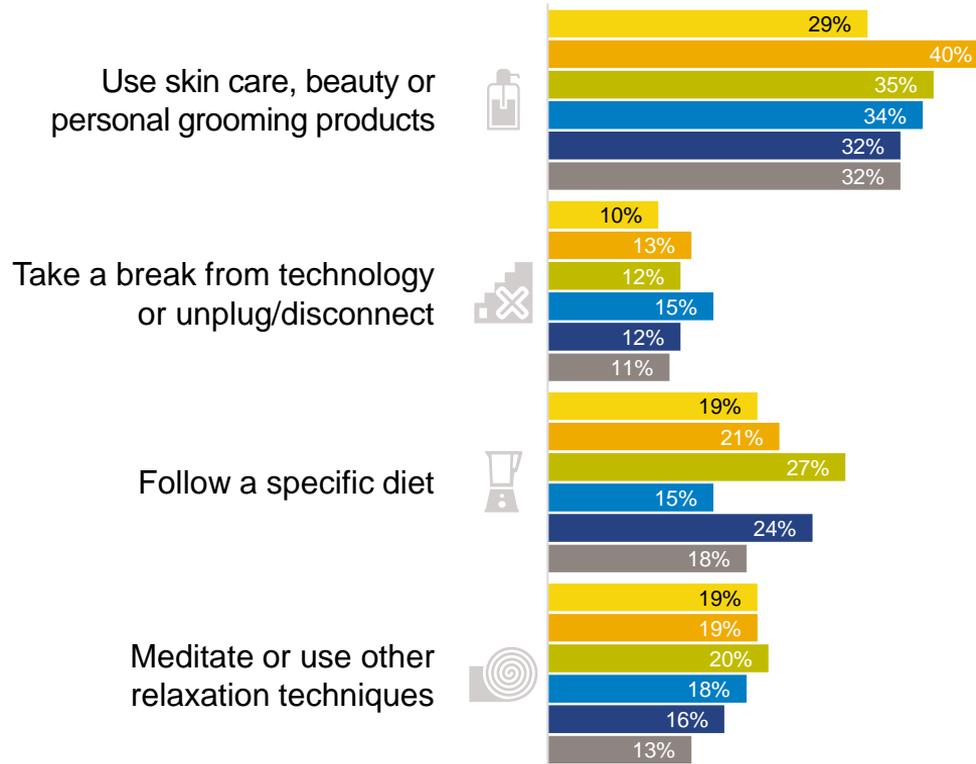
■ 15 – 19 years 
 ■ 20 – 29 years 
 ■ 30 – 39 years 
 ■ 40 – 49 years 
 ■ 50 – 59 years 
 ■ 60+ years

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

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# Regular activities to maintain physical health

## Average across Japan among age-groups (2/3)

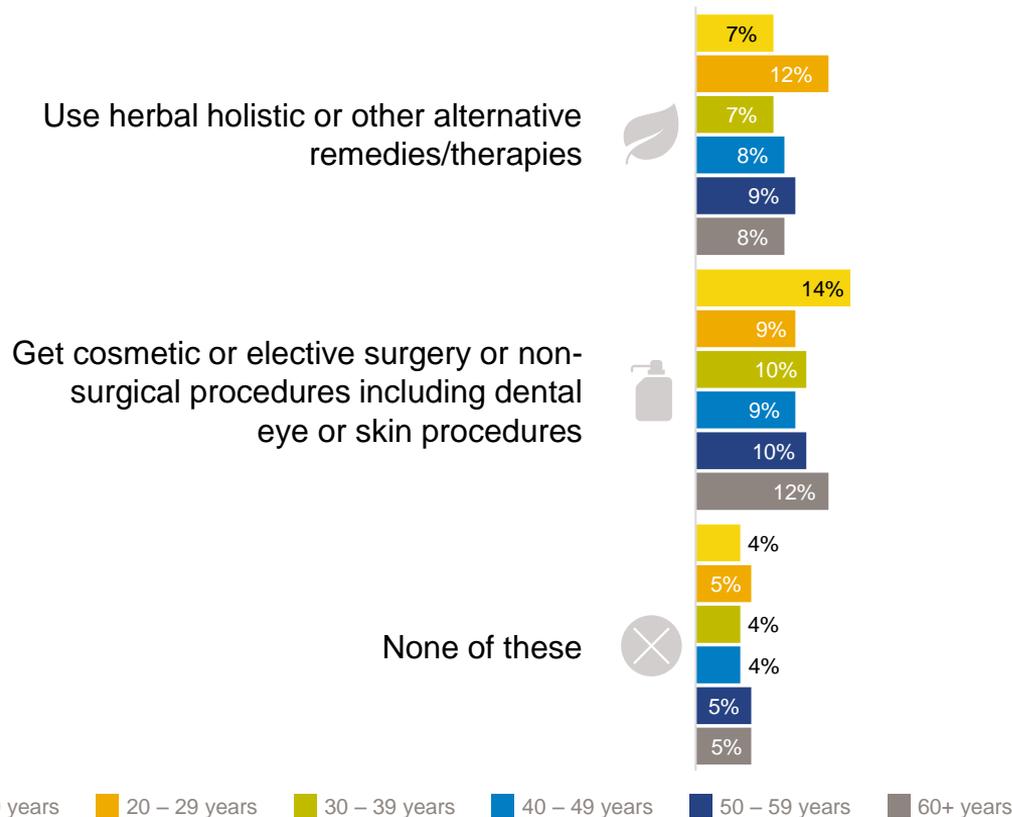


■ 15 – 19 years  
 ■ 20 – 29 years  
 ■ 30 – 39 years  
 ■ 40 – 49 years  
 ■ 50 – 59 years  
 ■ 60+ years

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

# Regular activities to maintain physical health

## Average across Japan among age-groups (3/3)



■ 15 – 19 years 
 ■ 20 – 29 years 
 ■ 30 – 39 years 
 ■ 40 – 49 years 
 ■ 50 – 59 years 
 ■ 60+ years

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

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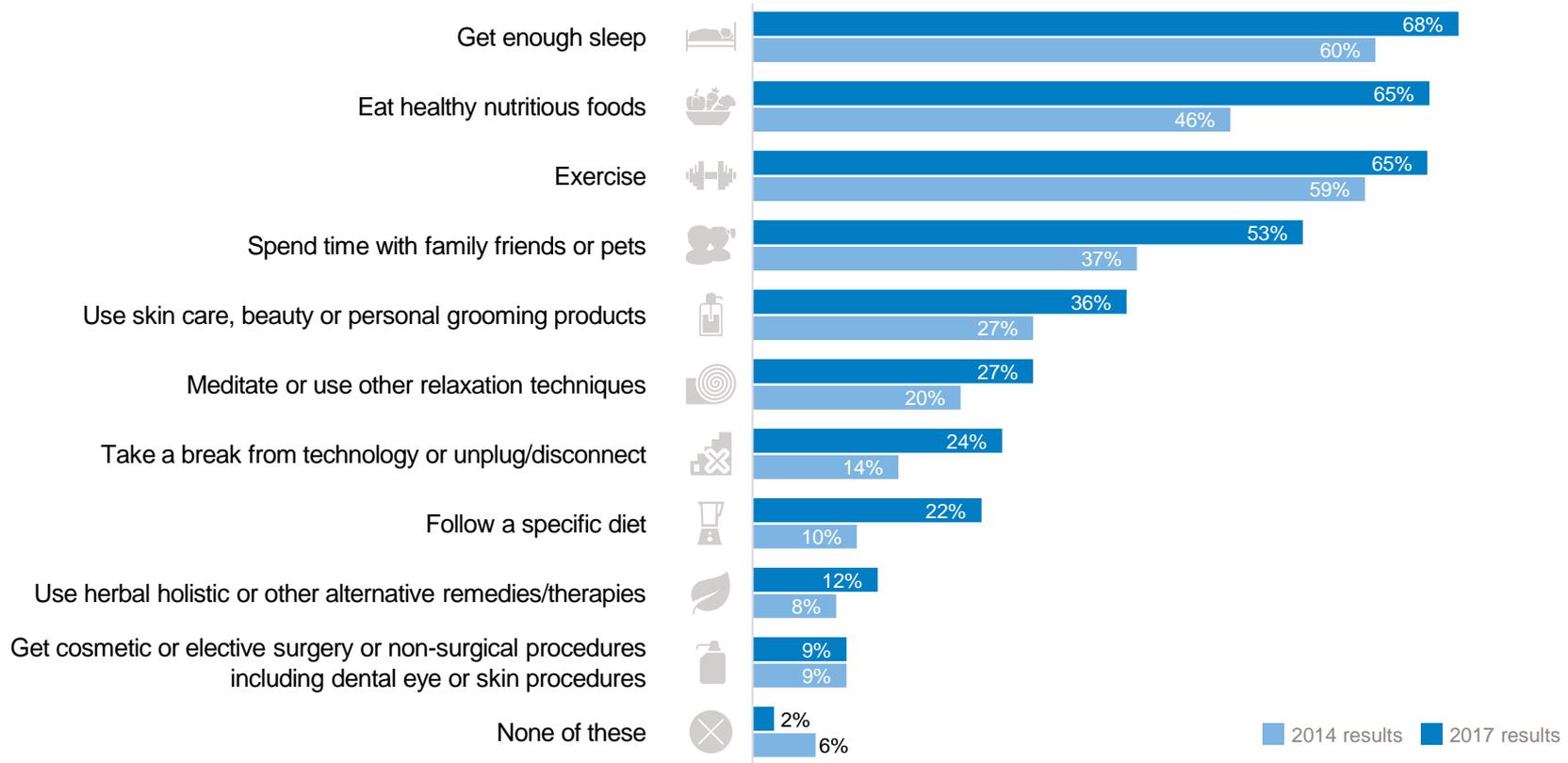
# South Korea

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# Regular activities to maintain physical health

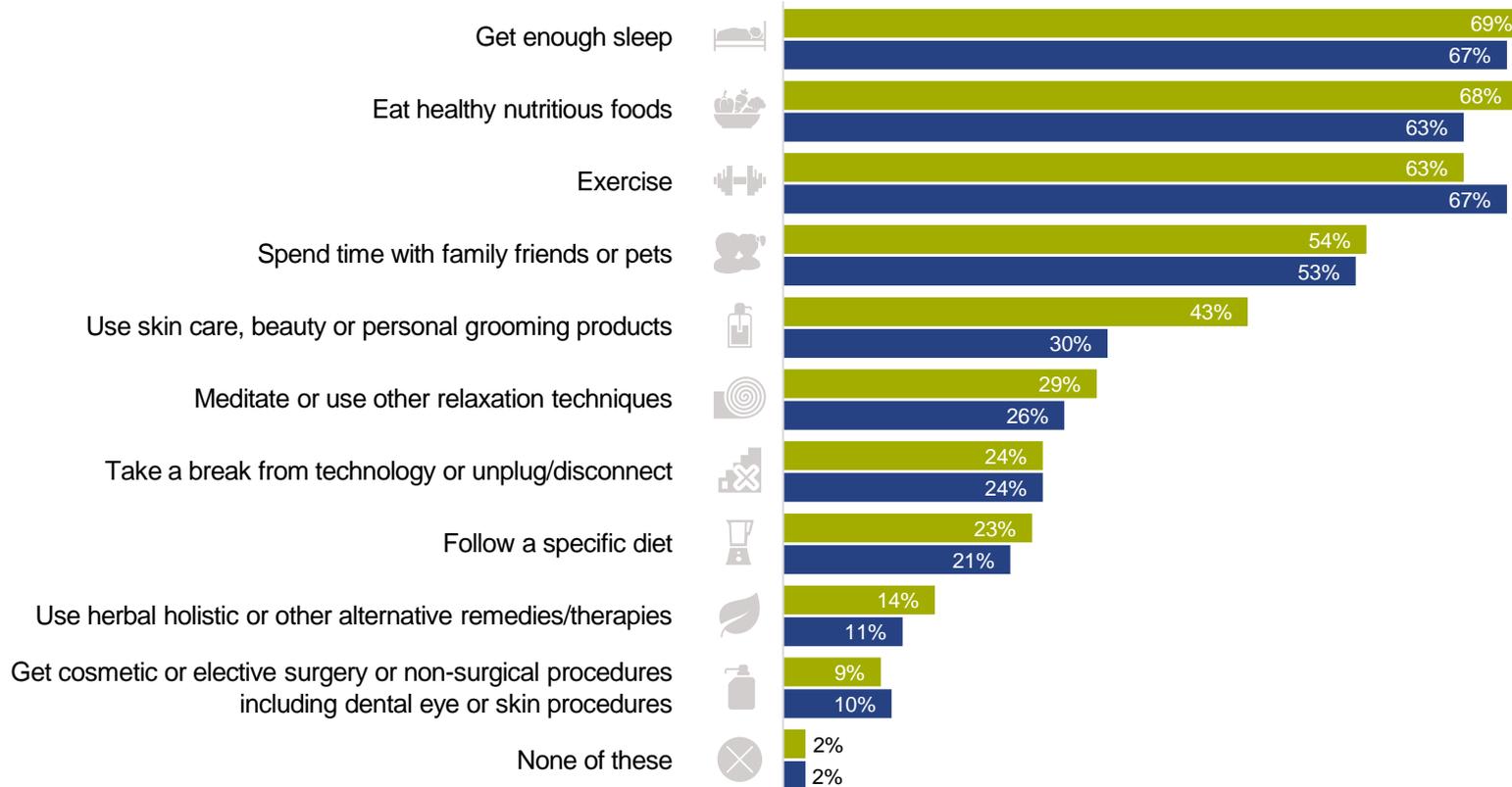
## Average across South Korea plus comparison to 2014 results



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries in 2017 and 21,000 Internet users in 16 countries in 2014 – multiple answers possible – rounded

# Regular activities to maintain physical health

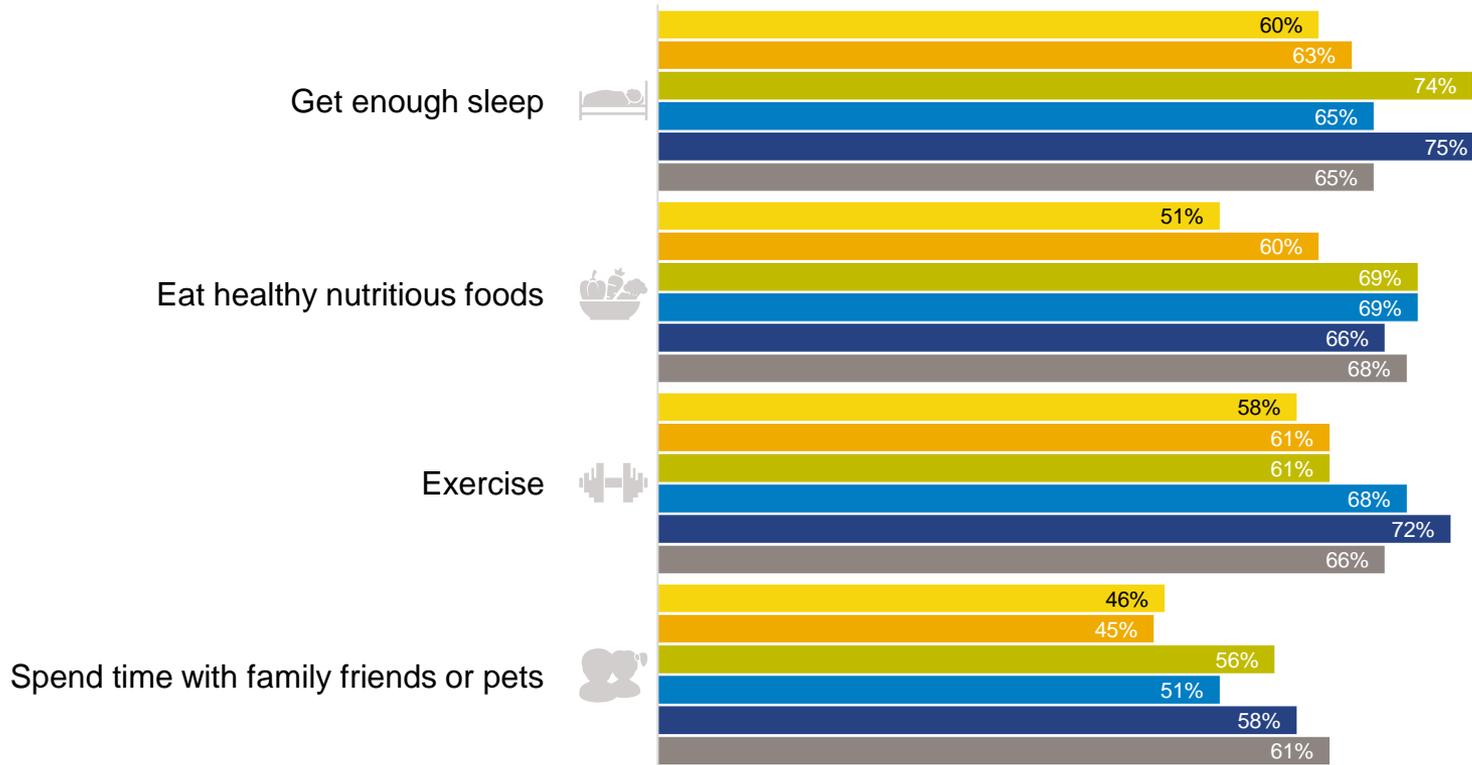
## Average across South Korea among men and women



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

# Regular activities to maintain physical health

## Average across South Korea among age-groups (1/3)



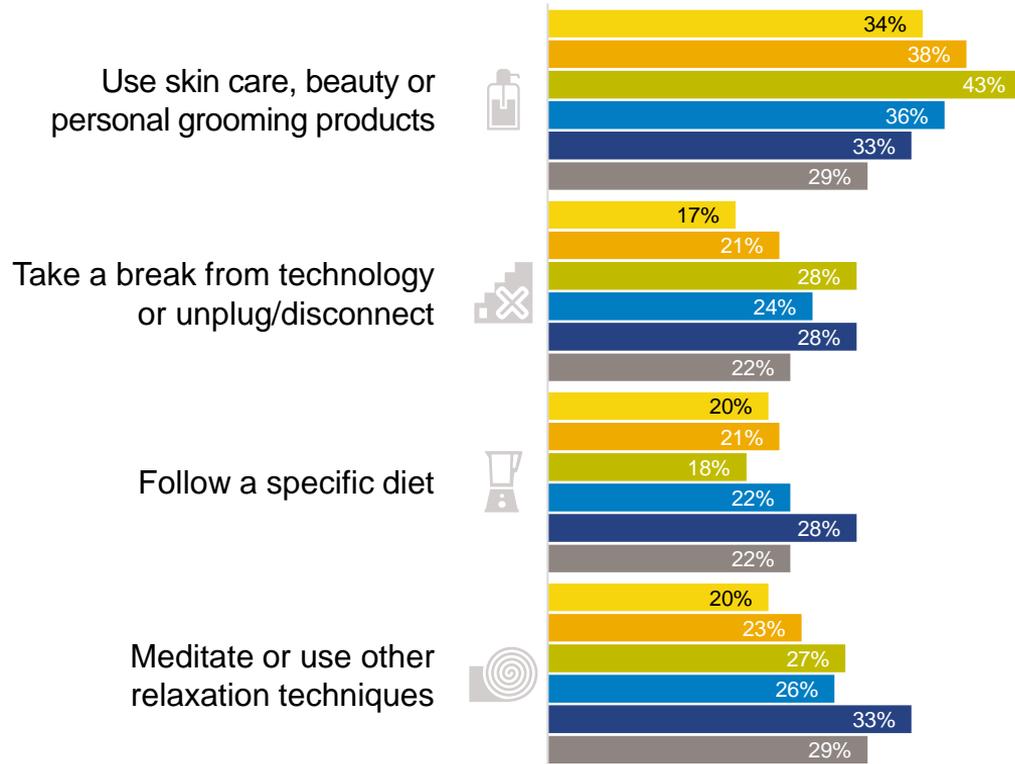
■ 15 – 19 years  
 ■ 20 – 29 years  
 ■ 30 – 39 years  
 ■ 40 – 49 years  
 ■ 50 – 59 years  
 ■ 60+ years

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

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# Regular activities to maintain physical health

## Average across South Korea among age-groups (2/3)



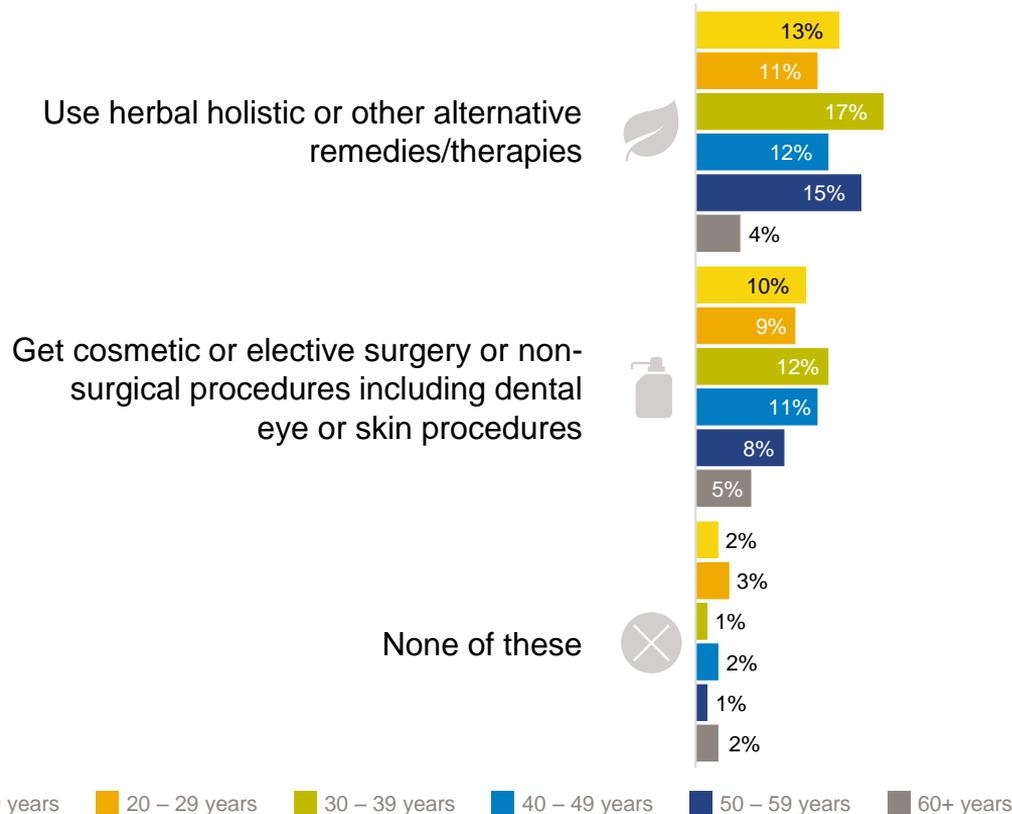
■ 15 – 19 years  
 ■ 20 – 29 years  
 ■ 30 – 39 years  
 ■ 40 – 49 years  
 ■ 50 – 59 years  
 ■ 60+ years

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

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# Regular activities to maintain physical health

## Average across South Korea among age-groups (3/3)



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

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