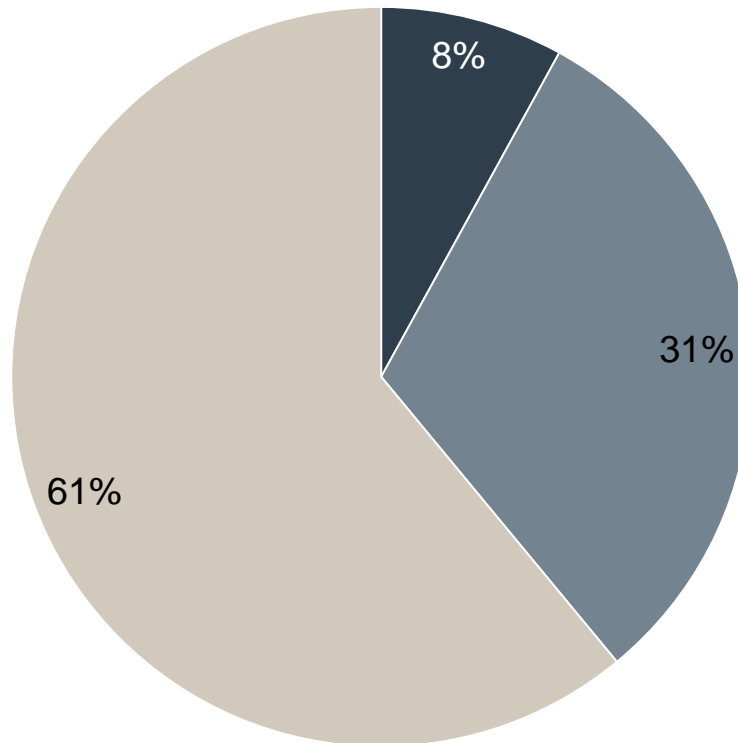


# 39% of Germans have heard of “self-improvement”

## Familiarity with the term “self-improvement”

Multiple choice; figures in % (rounded)

Question: Have you ever heard, read or seen the term “self-improvement” before?



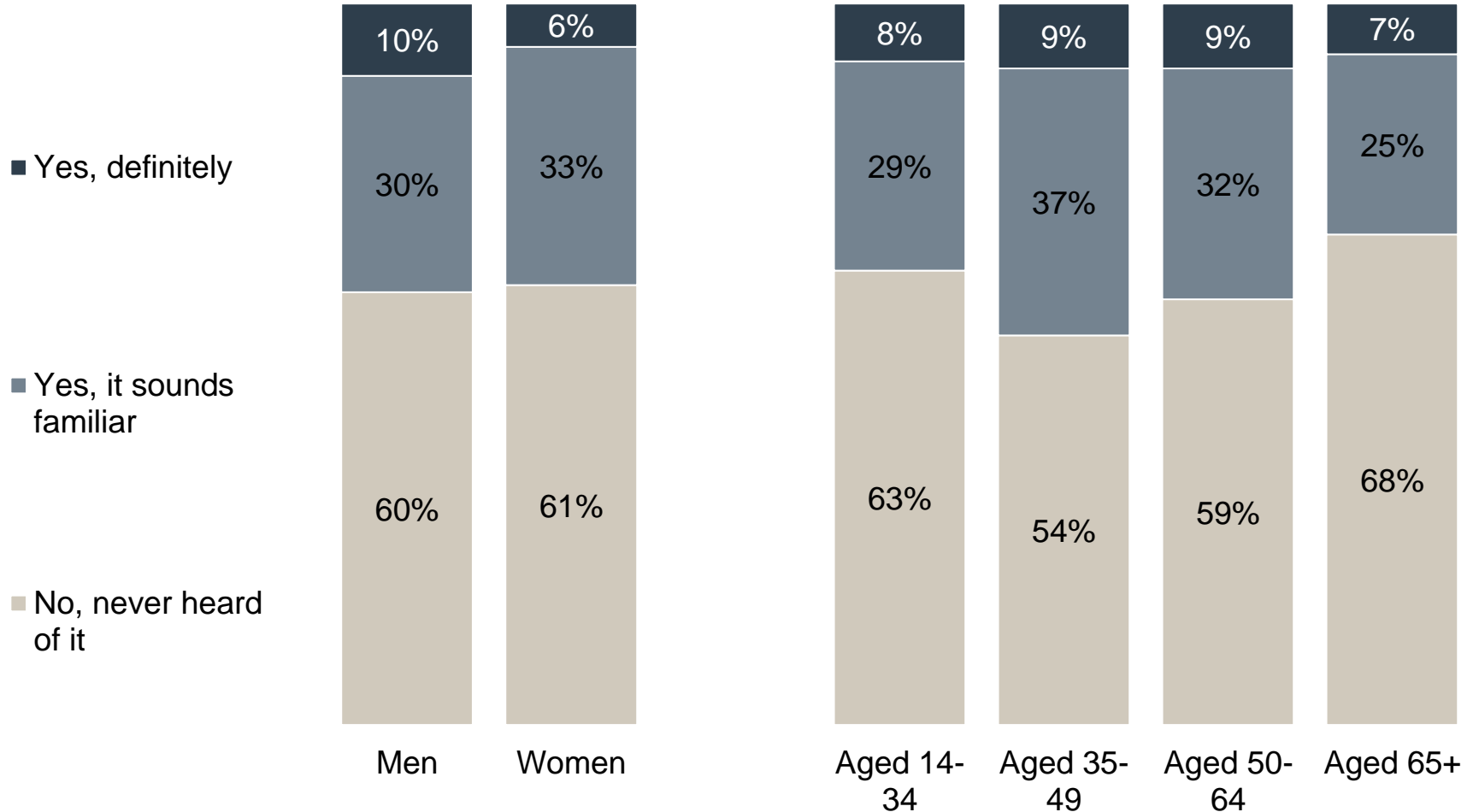
- Yes, definitely
- Yes, it sounds familiar
- No, never heard of it

# Respondents between the ages of 35 and 49 have most often heard of the term “self-improvement”

## Familiarity with the term according to age group

Multiple choice; figures in % (rounded)

Question: Have you ever heard, read or seen the term “self-improvement” before?



Source: Omnibus survey on behalf of the GfK Verein (September 2014, 1,018 respondents)

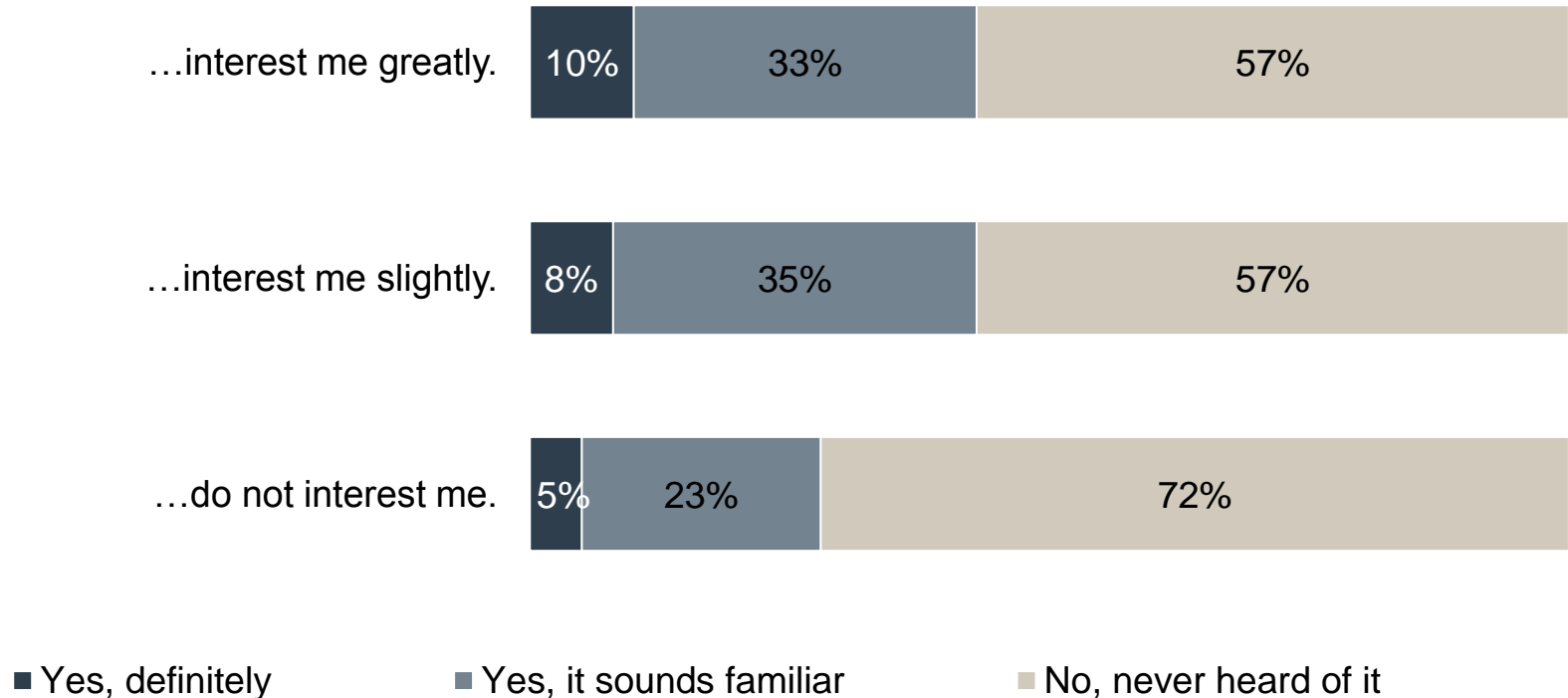
# Germans who do not take an interest in emerging trends are often less familiar with the term “self-improvement”

## Familiarity with the term according to interest in new trends

Multiple choice; figures in % (rounded)

Question: Have you ever heard, read or seen the term “self-improvement” before?

### New trends and developments...



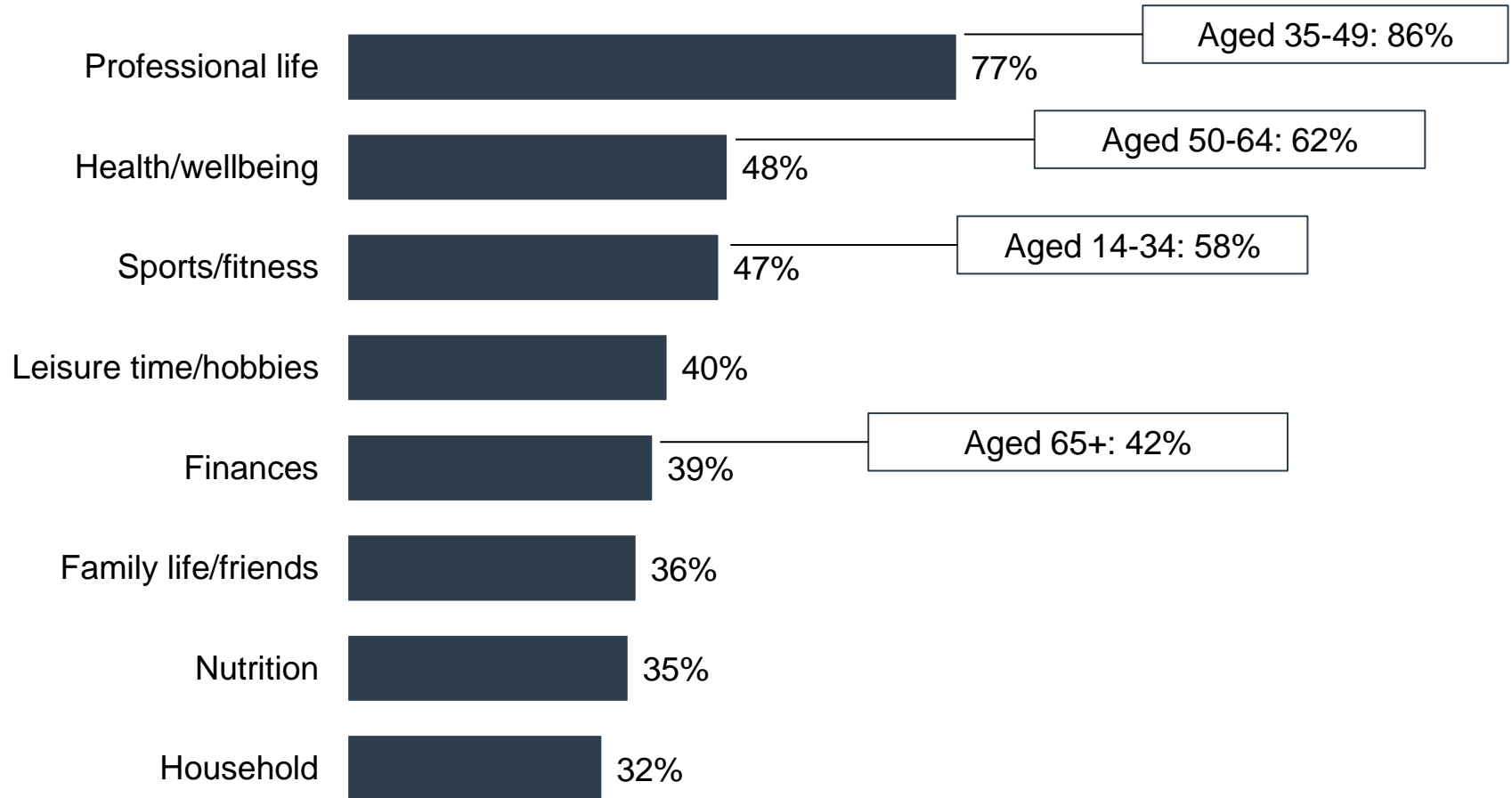
Source: Omnibus survey on behalf of the GfK Verein (September 2014, 1,018 people, of whom 244 are interested in trends, 488 are slightly interested and 286 are not interested)

# Self-improvement most often associated with professional life

## (Life) areas for self-improvement

**Sub-group: Term well-known/seems familiar (“experts”);** multiple choice, figures in % (rounded)

Question: Which (life) areas do you associate with “self-improvement”?

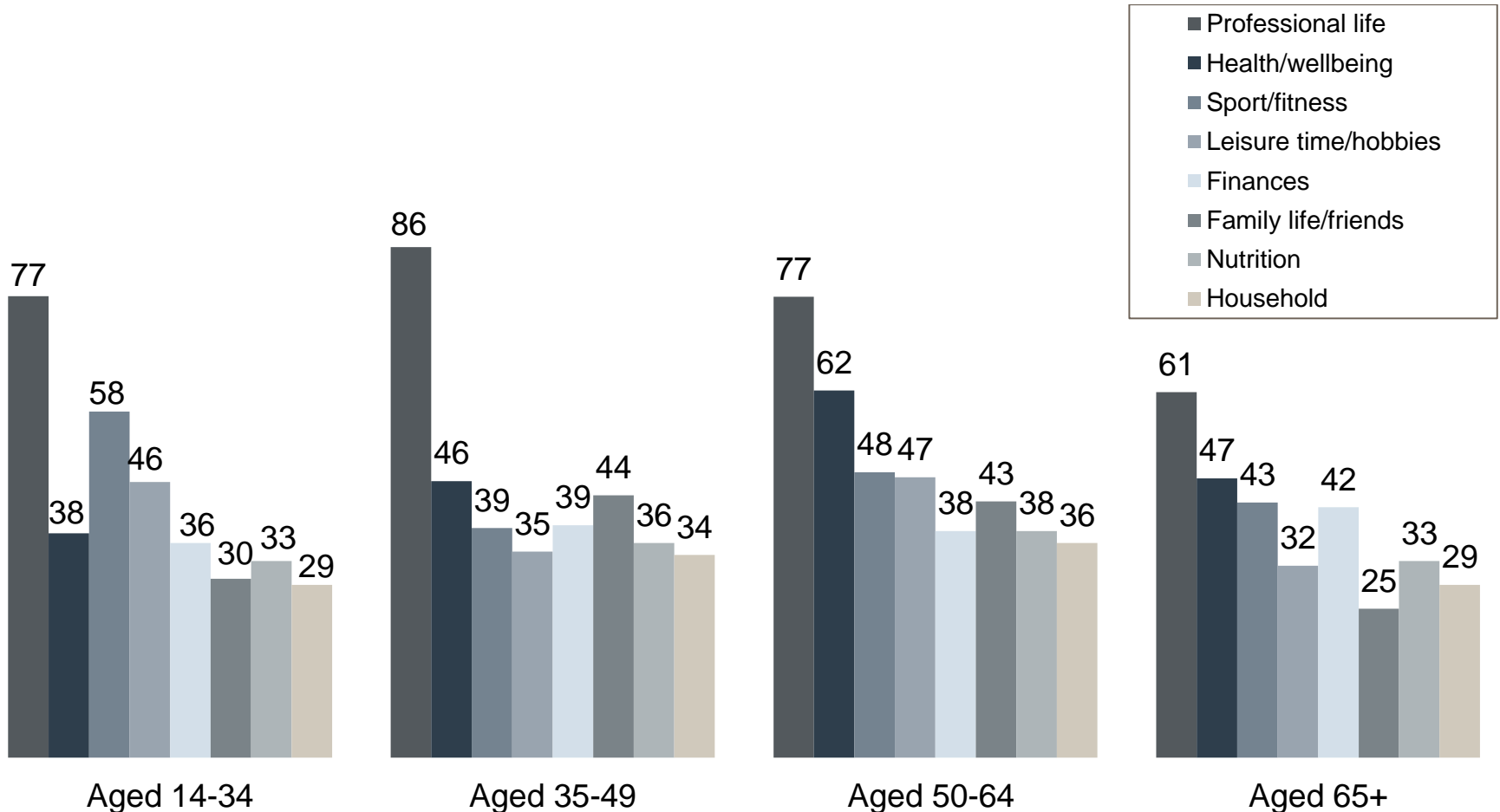


Source: Omnibus survey on behalf of the GfK Verein (September 2014, 1,018 respondents, of whom 398 are “experts”, term is “well known” to 81 and “seems familiar” to 316)

# The life areas with which self-improvement is associated also depends on age

## (Life) areas for self-improvement according to age

**Sub-group: Term well-known/seems familiar (“experts”);** multiple choice, figures in % (rounded)  
Question: Which (life) areas do you associate with “self-improvement”?



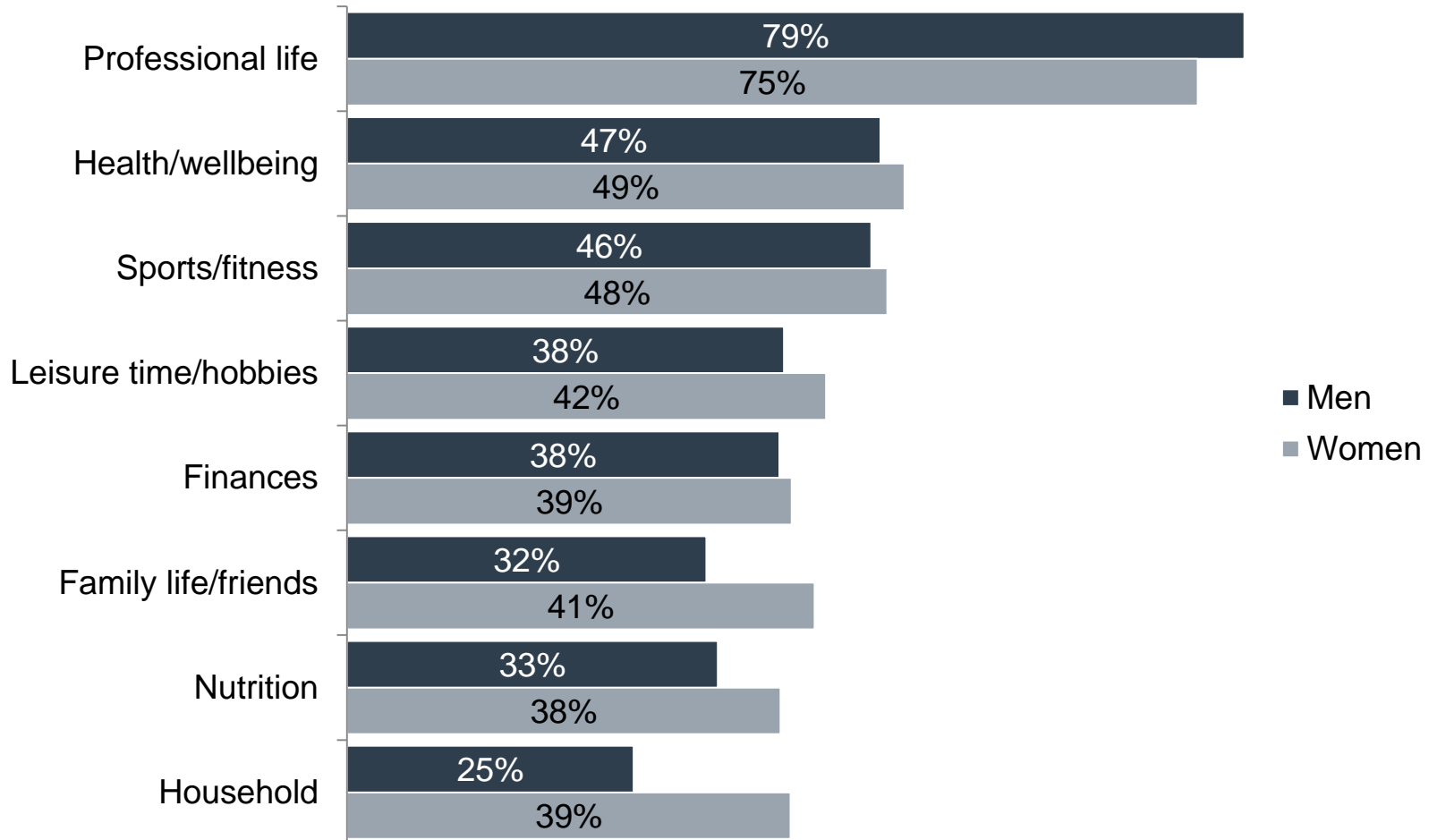
Source: Omnibus survey on behalf of the GfK Verein (September 2014, 1,018 respondents, of whom 398 are “experts”, term is “well known” to 81 and “seems familiar” to 316)

# Women see more room for self-improvement in areas such as family life, nutrition and household than men

## Associations with (life) areas

**Sub-group: Term well-known/seems familiar (“experts”);** multiple choice, figures in % (rounded)

Question: Which (life) areas do you associate with “self-improvement”?



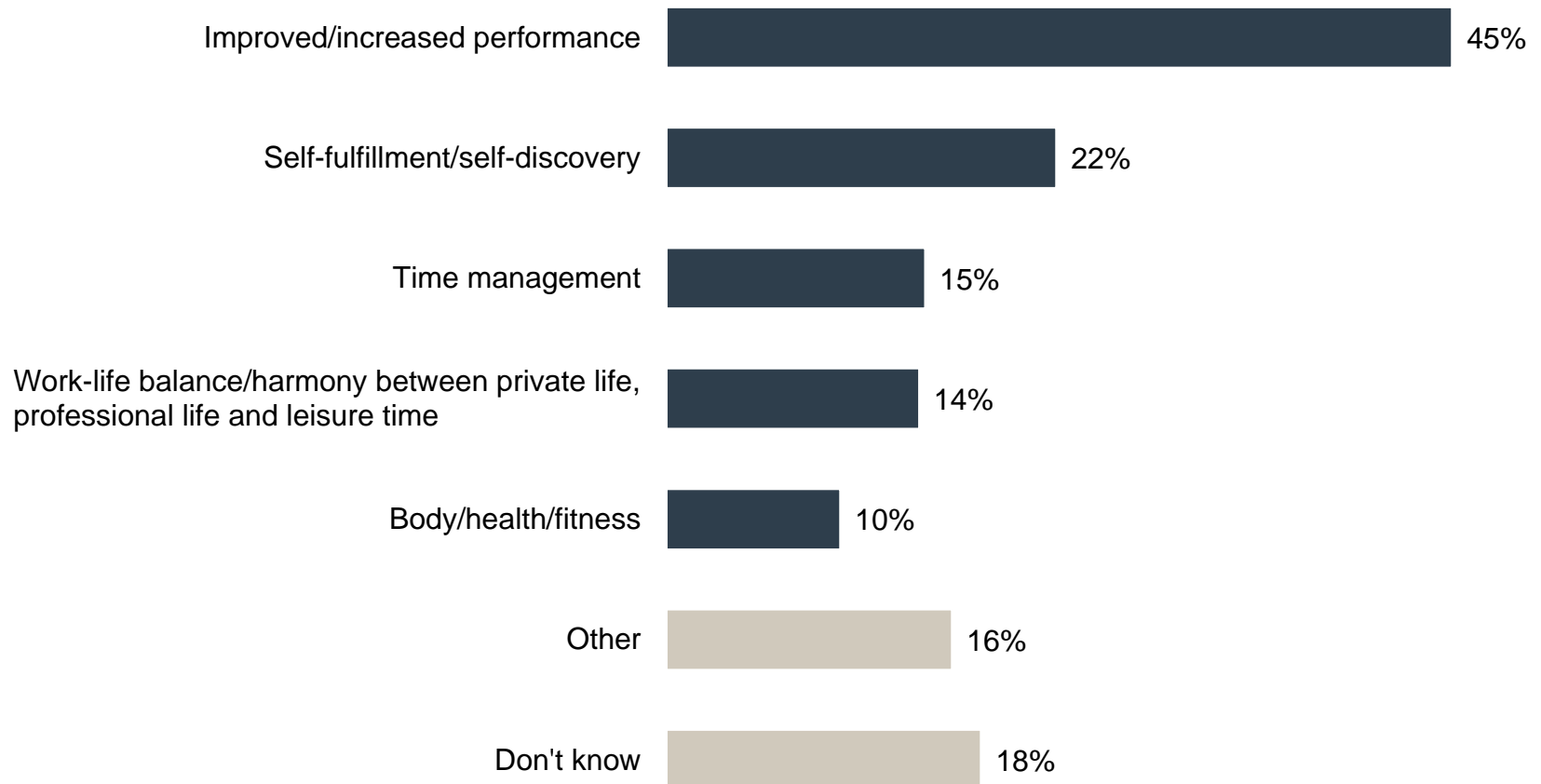
Source: Omnibus survey on behalf of the GfK Verein (September 2014, 1,018 respondents, of whom 398 are “experts”, term is “well known” to 81 and “seems familiar” to 316)

# As regards content, increased performance and self-fulfillment are most often linked to “self-improvement”

## Content of “self-improvement”

**Sub-group: Term well-known/seems familiar (“experts”):** open-ended question; figures in %.

Question: Regardless of whether you are familiar with the term “self-improvement”, what do you associate with the term when you hear it?



Source: Omnibus survey on behalf of the GfK Verein (September 2014, 1,018 respondents, of whom 398 are “experts”, term is “well known” to 81 and “seems familiar” to 316)

# Method chart

## Survey description

Source:	<b>GfK Verein/GfK Compact</b>
Method:	GfK Classic Bus, face-to-face interview
Survey period	August/September 2014
Target groups	German population over the age of 14 (representative)
Sample	N= 1,018 people
of which:	
Men	n= 499
Women	n= 519
Aged 14–34	n= 281
Aged 35–49	n= 263
Aged 50–64	n= 238
Aged 65+	n= 237