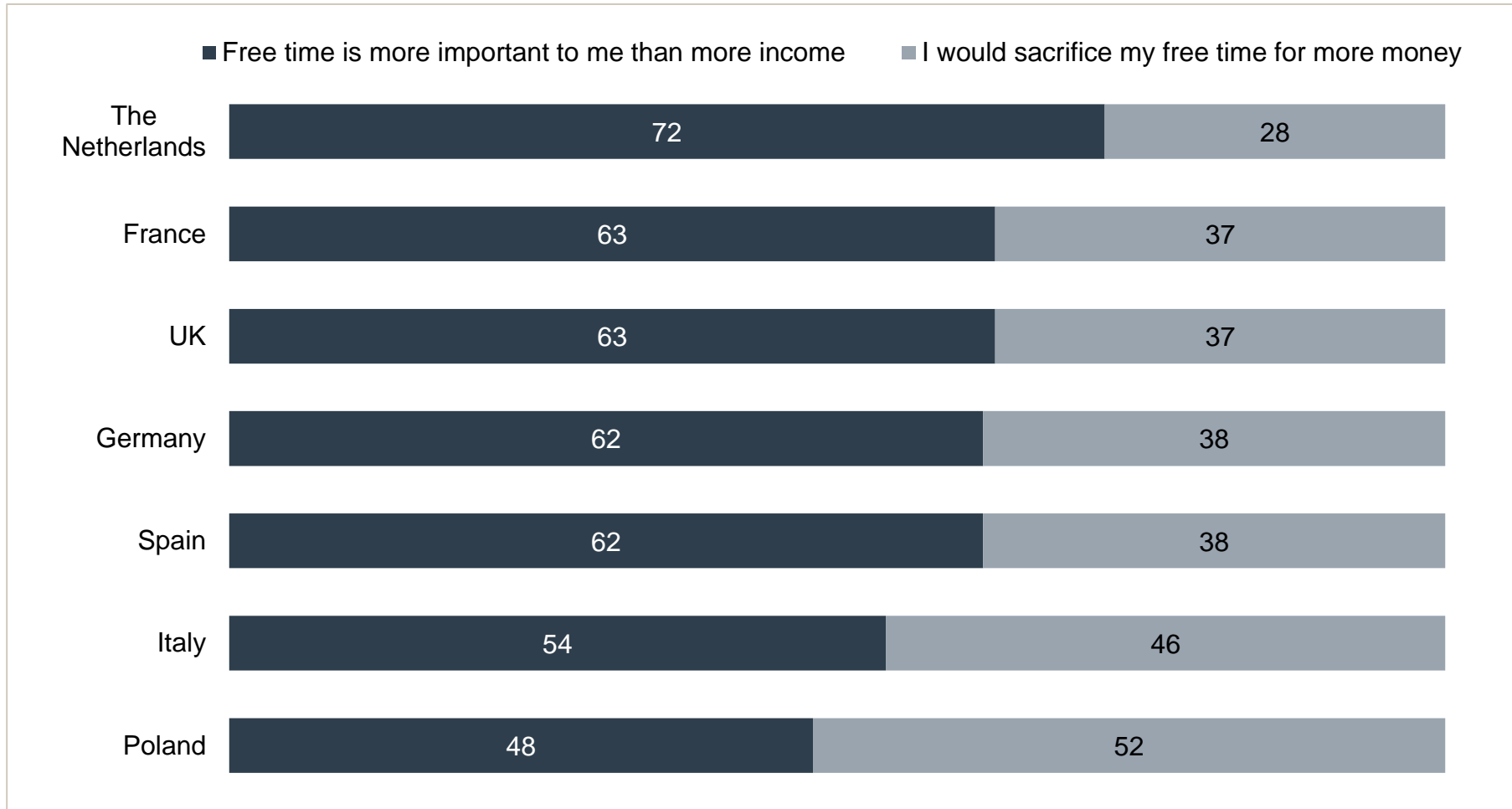


In most countries, respondents value their free time more than additional income; in Poland this is not the case

Profiles of attitudes by country

Polarity profile (agreement with opposing statements in a four-tier scale, summarized in Top2Boxes); answers in % (rounded)

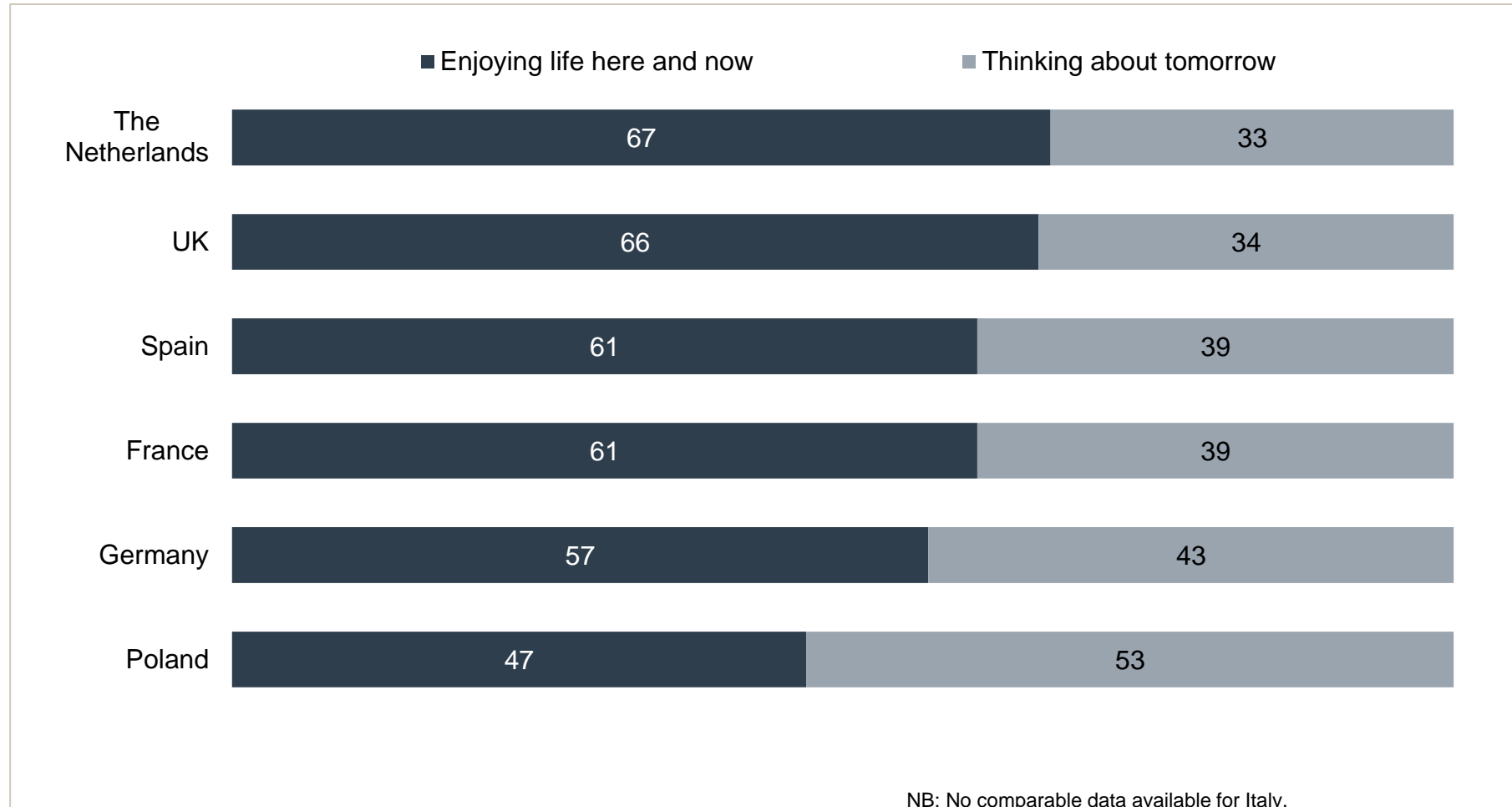


Source: GfK Verein, Consumer Study 2016; survey basis: 2,087 respondents in Germany, approx. 1,000 each in France, Italy, Poland, Spain, the UK and 505 in the Netherlands

A present-oriented attitude to life is most common in the Netherlands and the UK

Profiles of attitudes by country

Polarity profile (agreement with opposing statements in a four-tier scale, summarized in Top2Boxes); answers in % (rounded)

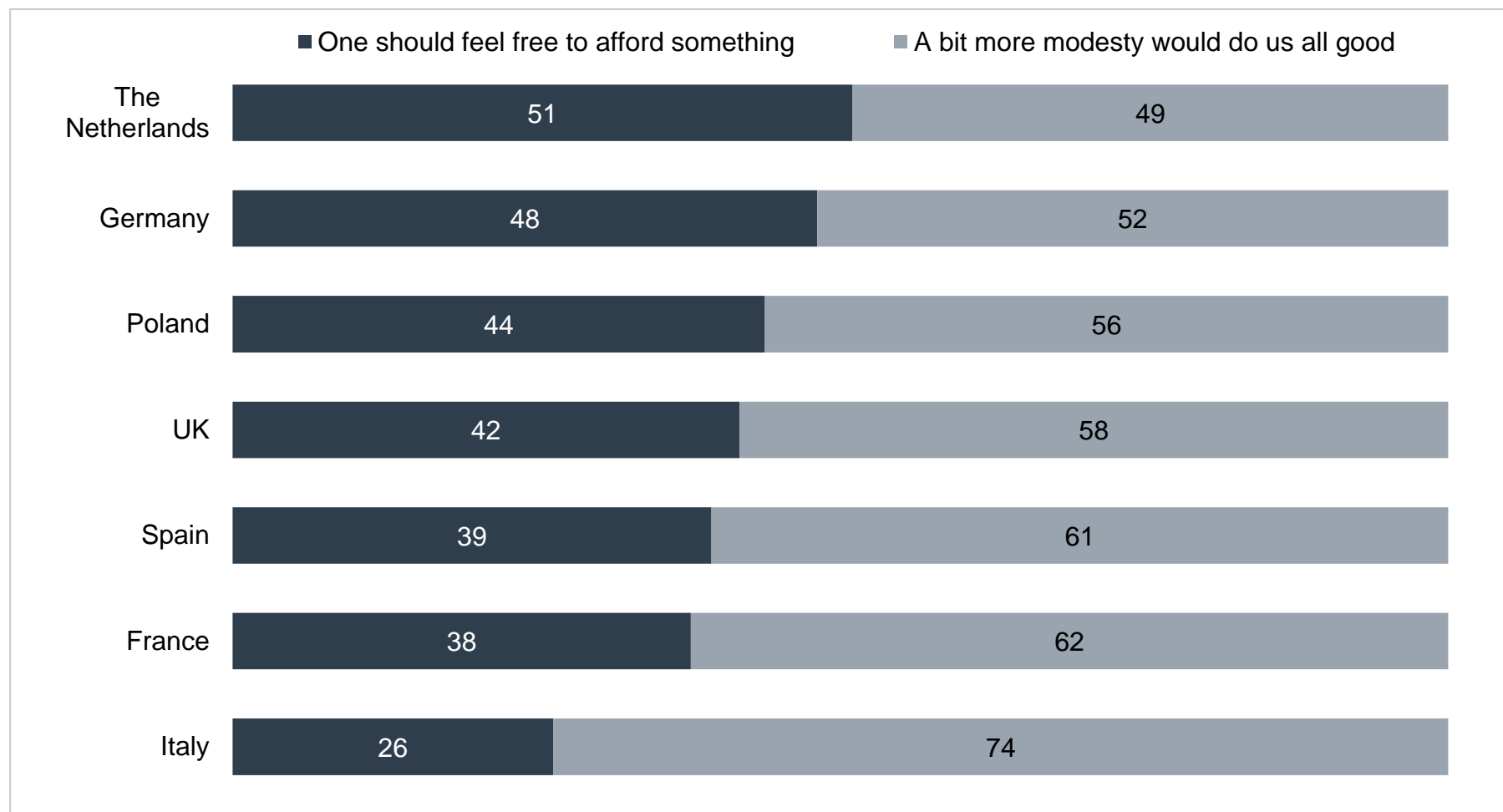


Source: GfK Verein, Consumer Study 2016; survey basis: 2,087 respondents in Germany, approx. 1,000 each in France, Italy, Poland, Spain, the UK and 505 in the Netherlands

On the subject of materialism, Dutch and Italian respondents are polar opposites; Germany is a distant second

Profiles of attitudes by country

Polarity profile (agreement with opposing statements in a four-tier scale, summarized in Top2Boxes); answers in % (rounded)

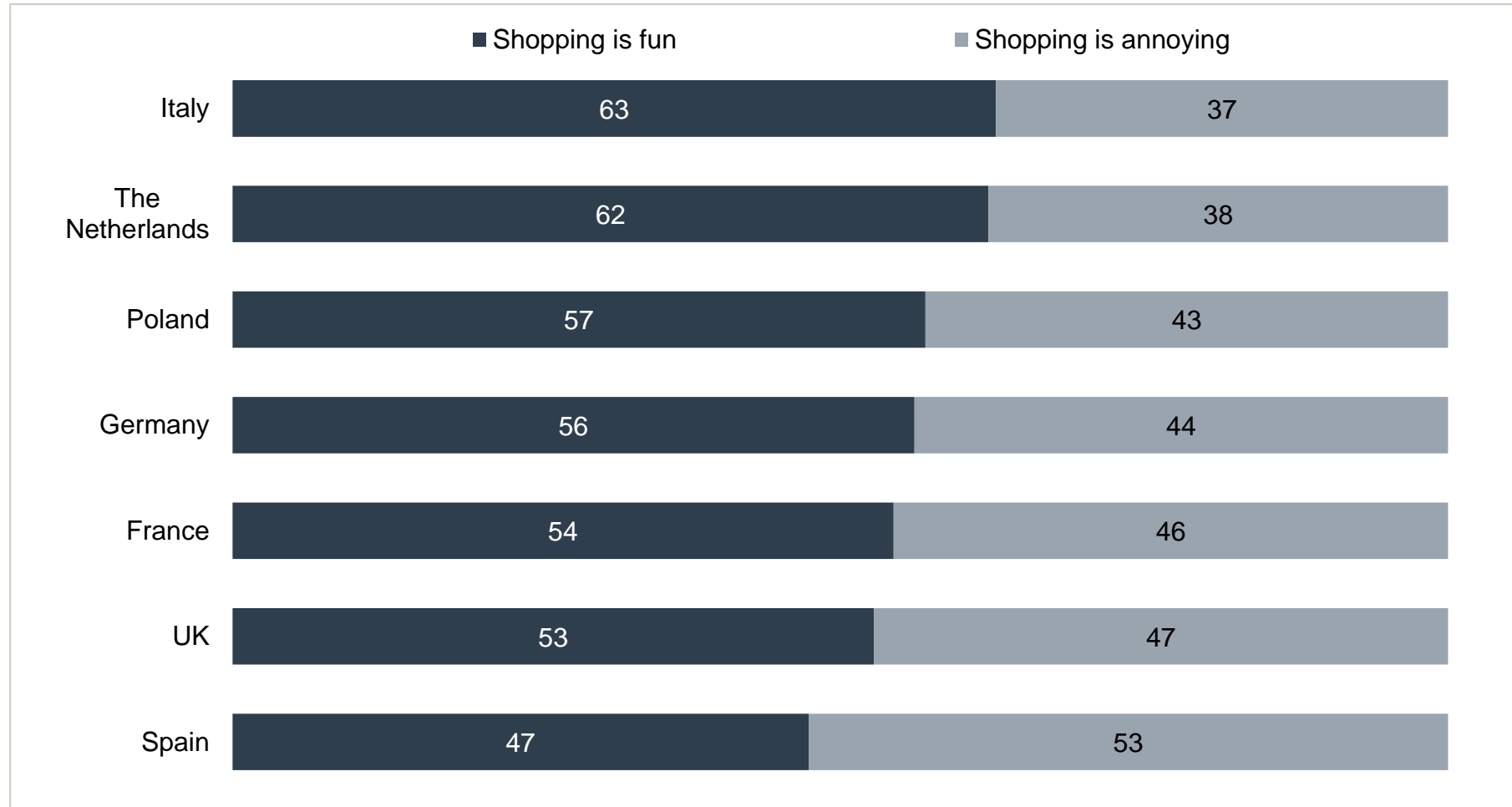


Source: GfK Verein, Consumer Study 2016; survey basis: 2,087 respondents in Germany, approx. 1,000 each in France, Italy, Poland, Spain, the UK and 505 in the Netherlands

It is not just about spending money: Italian consumers enjoy shopping just as much as the Dutch

Profiles of attitudes by country

Polarity profile (agreement with opposing statements in a four-tier scale, summarized in Top2Boxes); answers in % (rounded)



Source: GfK Verein, Consumer Study 2016; survey basis: 2,087 respondents in Germany, approx. 1,000 each in France, Italy, Poland, Spain, the UK and 505 in the Netherlands

Study description

Method

| | |
|------------------------------|---|
| Source: | GfK Consumer Study 2016, Consumption trend sensor |
| Method: | Computer Assisted Personal Interviews (Capi, “face-to-face” survey) |
| Survey time frame: | Winter 2015/2016 |
| Target group: | General population aged 14+ (representative) |
| Sample (selected countries): | |
| Germany | n = 2,087 |
| France | n = 1,007 |
| Italy | n = 1,017 |
| The Netherlands | n = 505 |
| Poland | n = 1,008 |
| Spain | n = 1,035 |
| UK | n = 1,016 |