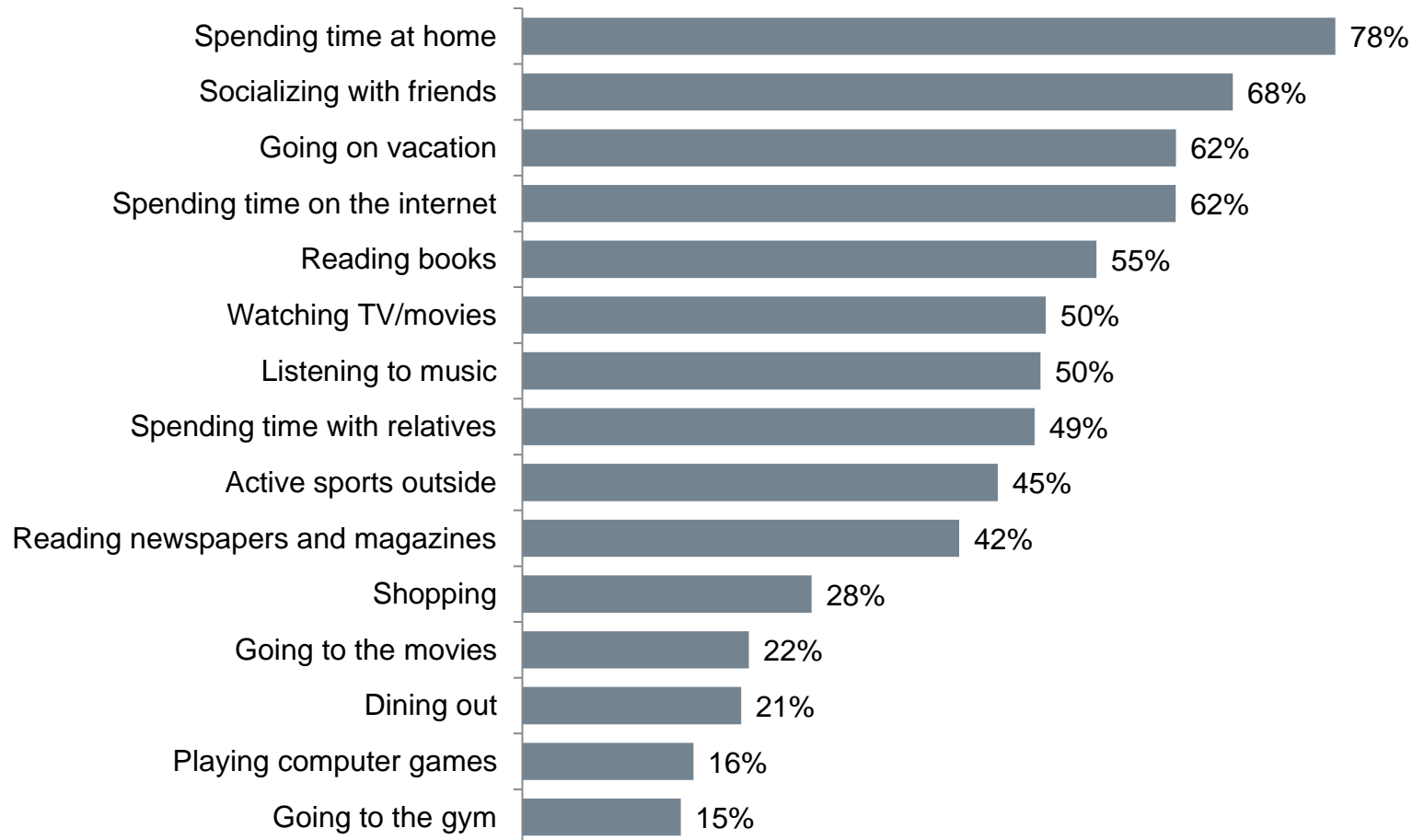


Spending time at home, socializing with friends, vacationing and going online are the most important factors for wellbeing for Germans

Rankings for the importance of activities and media for the wellbeing of Germans

Multiple choice; subgroup of respondents who rate an aspect as being “very” or “quite” important for personal wellbeing.
Scale: definitely not important – not particularly important – neither important or unimportant – quite important – very important



Source: GfK Verein and GfK Switzerland, “Self Care” study, March 2014, online questionnaire, 14-65 year olds, Germany: N=1,002 respondents.

Agreement on the ranking for the most important factors for wellbeing

Rankings for the importance of activities and media for the wellbeing of Germans

Multiple choice; subgroup of respondents who rate an aspect as being “very” or “quite” important for personal wellbeing.
 Scale: definitely not important – not particularly important – neither important or unimportant – quite important – very important

Activities which are either very or quite important for personal wellbeing	Total	Men	Women	Aged 20-30	Aged 31-40	Aged 41-50	Aged 51-60	Aged 61-65
Number of respondents	1,002	506	496	214	195	276	227	90
Spending time at home	78%	74%	81%	74%	73%	82%	80%	78%
Socializing with friends	68%	63%	73%	81%	71%	63%	62%	60%
Going on vacation	62%	63%	62%	58%	64%	67%	62%	56%
Spending time with relatives	49%	40%	58%	59%	49%	45%	43%	51%
Active sports outside	45%	45%	46%	49%	43%	48%	41%	46%
Shopping	28%	22%	33%	32%	32%	27%	24%	18%
Dining out	21%	20%	21%	19%	23%	24%	21%	13%
Going to the gym	15%	15%	15%	24%	16%	11%	10%	18%

Source: GfK Verein and GfK Switzerland, “Self Care” study, March 2014, online questionnaire, 14-65 year olds, Germany: N=1,002 respondents.

The majority of all Germans regard the internet as a factor contributing to their wellbeing – regardless of age or gender

Rankings for the importance of the following media for the wellbeing of Germans

Multiple choice; subgroup of respondents who rate an aspect as being “very” or “quite” important for personal wellbeing.

Scale: definitely not important – not particularly important – neither important or unimportant – quite important – very important

Media which are either very or quite important for personal wellbeing	Total	Men	Women	Aged 20-30	Aged 31-40	Aged 41-50	Aged 51-60	Aged 61-65
Number of respondents	1,002	506	496	214	195	276	227	90
Spending time on the internet	62%	67%	58%	63%	58%	61%	66%	69%
Reading books	55%	43%	67%	48%	49%	58%	59%	64%
Watching TV/movies	50%	50%	50%	58%	50%	49%	47%	46%
Listening to music	50%	46%	53%	58%	43%	48%	46%	57%
Reading newspapers/magazines	42%	41%	42%	27%	32%	44%	51%	66%
Going to the movies	22%	20%	24%	30%	27%	19%	16%	14%
Playing computer games	16%	20%	13%	25%	16%	12%	13%	18%









Source: GfK Verein and GfK Switzerland, “Self Care” study, March 2014, online questionnaire, 14-65 year olds, Germany: N=1,002 respondents.

Swedes prefer to relax at home, while for the French, spending time with relatives is the no. 1 feelgood factor

Rankings for the importance of the following activities for personal wellbeing in the various countries surveyed.

Multiple choice; subgroup of respondents who rate an aspect as being “very” or “quite” important for personal wellbeing.

Scale: definitely not important – not particularly important – neither important or unimportant – quite important – very important









Activities which are either very or quite important for personal wellbeing	Germany 	France 	Italy 	Spain 	UK 	Switzerland 	Sweden 	USA 
Number of respondents	1,002	1,000	1,153	1,012	835	1,005	1,002	1,948
Spending time at home	78%	76%	70%	57%	73%	81%	86%	73%
Socializing with friends	68%	72%	71%	62%	60%	74%	74%	62%
Going on vacation	62%	72%	72%	60%	59%	71%	63%	47%
Spending time with relatives	49%	84%	61%	73%	68%	57%	58%	68%
Active sports outside	45%	50%	55%	33%	33%	52%	44%	41%
Shopping	28%	33%	36%	24%	39%	25%	18%	38%
Dining out	21%	33%	28%	18%	27%	28%	23%	32%
Going to the gym	15%	23%	30%	17%	18%	17%	28%	28%

Source: GfK Verein and GfK Switzerland, “Self Care” study, March 2014, online questionnaire, 14-65 year olds.

Internet surfers or bookworms: media usage for personal wellbeing differs greatly from country to country

Rankings for the importance of the following media for personal wellbeing in the various countries surveyed

Multiple choice; subgroup of respondents who rate an aspect as being “very” or “quite” important for personal wellbeing.
Scale: definitely not important – not particularly important – neither important or unimportant – quite important – very important

Media which are either very or quite important for personal wellbeing	Germany 	France 	Italy 	Spain 	UK 	Switzerland 	Sweden 	USA 
Number of respondents	1,002	1,000	1,153	1,012	835	1,005	1,002	1,948
Spending time on the internet	62%	58%	55%	34%	61%	50%	63%	57%
Reading books	55%	52%	62%	47%	55%	52%	53%	53%
Watching TV/movies	50%	56%	59%	42%	61%	53%	57%	59%
Listening to music	50%	59%	60%	39%	56%	55%	56%	59%
Reading newspapers/magazines	42%	41%	47%	33%	40%	53%	49%	42%
Going to the movies	22%	40%	39%	27%	28%	23%	22%	33%
Playing computer games	16%	20%	19%	14%	21%	11%	14%	29%

Source: GfK Verein and GfK Switzerland, “Self Care” study, March 2014, online questionnaire, 14-65 year olds.

Method chart

Survey description

Source:	GfK Verein/GfK Switzerland, “Self Care” study
Method:	Online questionnaire
Survey period:	March 2014
Target groups:	14-65 year olds in France, Germany, Italy, Spain, Sweden, Switzerland, the UK and the USA

Survey population	Germany	France	Italy	Spain	UK	Switzerland	Sweden	USA
Aged 20-30	214	235	222	220	204	215	234	492
Aged 31-40	195	215	280	272	179	222	218	413
Aged 41-50	276	229	298	245	202	262	232	446
Aged 51-60	227	218	238	192	167	209	206	426
Aged 61-65	90	103	115	83	83	97	112	171
Men	506	496	581	513	416	504	509	974
Women	496	504	572	499	419	501	493	974
Total	1,002	1,000	1,153	1,012	835	1,005	1,002	1,948