



Press release

Embargo date: November 23, 2017

November 23, 2017

Amanda Martin
Global PR
T +44 7919 624 688
press@gfk.com

Stefan Gerhardt
Global PR
T +31 614 759284
press@gfk.com

Less than half say ‘children’ are part of ‘the good life’; less than a quarter say ‘college education’

Nuremberg, November 23, 2017 – When it comes to the factors that make up ‘the good life’, the top three most popular items selected by people internationally are good health, financial security and leisure time. These are followed by a happy marriage, travel for leisure, a home you own, and control over one’s life.

Market insight experts, GfK, asked 23,000 consumers online in 17 countries about what factors they personally see as being part of ‘the good life’, specified as the life they would like to have.

‘Good health’ was selected by nearly eight out of ten of respondents, while ‘financial security’ attracted seven out of ten and ‘leisure time’ nearly six and a half out of ten. Over half of people also see a happy marriage, travel for leisure, a home you own, and control over one’s life as being part of the good life. And exactly half include having a job that is interesting.

In contrast, less than half of people include children, spiritual enrichment, or a yard and lawn or nice garden. And less than a quarter include really nice clothes, accessories or jewelry, a college education, the latest electronics and gadgets, or a luxury or second car.

Younger age groups lead for seeing ‘a college education’ as part of the good life; older age groups lead for ‘financial security’

College education has greater ‘good life’ resonance with younger age groups than older ones. Teenagers lead with 29 percent including this, falling to 26 percent of 20-29 year olds and 23 percent of those aged in their thirties and forties, with further drops for those in their fifties and sixty plus. This trend of lessening popularity within each consecutively older age group is also seen for the factors of: really nice clothes, accessories or jewelry, having the latest electronics or gadgets, and having a luxury or second car.

GfK SE
Nordwestring 101
90419 Nuremberg
Germany

T +49 911 395 0

Management Board:
Peter Feld (CEO)
Christian Bigatà Joseph (CFO)

Supervisory Board Chairman:
Ralf Klein-Bölting

Commercial register:
Nuremberg HRB 25014

Factors seen as being part of the good life

Good health	78%
Financial security	70%
Free time/leisure time	64%
A happy marriage	60%
Travel for leisure	57%
A home you own	54%
Control over one's own life	53%
A job that is interesting	50%
Children	46%
Spiritual enrichment	39%
A yard and lawn/a nice garden	36%
Really nice clothes/accessories/jewelry	24%
A college education	23%
Having the latest electronics and gadgets for my home	23%
A luxury car or second car	22%
Don't know	1%
None of the above	1%
GfK online survey of 23,000 adults 15+ across 17 countries. Multiple answers possible.	

In direct contrast, good health, financial security and control over one's own life is most popular among older age groups than younger ones, for their vision of a good life. For financial security, this is led by those aged 60 plus, where 78 percent include this, and then falls steadily for each consecutively younger age group, to reach just 64 percent of teenagers.

Argentinians lead on seeing travelling for leisure as part of the good life; Russian lead on financial security

People in Argentina are the most likely to include travelling for leisure in their picture of the good life - standing at 71 percent. They are followed by Brazilians (67 percent) and Spaniards (66 percent).

Financial security, on the other hand, has most resonance with people in Russia, where 82 percent list this, followed by those in Germany and Belgium (both 79 percent).

FACTORS FOR A GOOD LIFE



Top 3 countries per factor



Source: GfK survey among 23,000 Internet users (ages 15+) in 17 countries – multiple answers possible – rounded
Question: When you think of the Good Life – the life you'd like to have, which of the things on this list, if any, are part of that Good Life as far as you, personally, are concerned?

© GfK 2017

To download the infographic in high-resolution, please click [here](#).

Download [GfK's complimentary "Good Life factors" report](#) to see key demographic data for each of the 17 countries included in this survey.

GfK combines these self-reported insights with data from areas such as point of sales tracking, consumer panels and geo-marketing to help clients identify and target high-potential audiences both globally and within specific countries.

-Ends-

About the study

The survey question asked, "When you think of the Good Life – the life you'd like to have - which of the things on this list, if any, are part of that Good Life as far as you, personally, are concerned?: A home you own; Good health; A happy marriage; A job that is interesting; Children; A yard and lawn/a nice garden; Free time/leisure time; Spiritual enrichment; A college education; Financial security; A luxury car or second car; Travel for leisure; Really nice clothes / accessories / jewelry; Having the latest electronics and gadgets for my home; Control over one's own life; None of the above; Don't know"

GfK interviewed 23,000 consumers online in 17 countries in the summer 2017. Data are weighted to reflect the demographic composition of the online population aged 15+ in each market. The global average given in this release is weighted, based on the size of each country proportional to the other countries.



Countries included are Argentina, Australia, Belgium, Brazil, Canada, China, France, Germany, Italy, Japan, Mexico, Netherlands, Russia, South Korea, Spain, UK and USA

About GfK

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.

For more information, please visit www.gfk.com or follow GfK on Twitter: <https://twitter.com/GfK>