Perception of virtual interactions with people and places

Global GfK survey

February 2016
Global GfK survey:
Perception of virtual interactions with people and places

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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.

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Methodology
Countries covered, methodology and sample size

GfK interviewed in summer 2015 more than 27,000 consumers (aged 15 and older) in 22 countries online. The data have been weighted to reflect the demographic composition of the online population age 15+ in each market.

Argentina (online/n=1011)  Japan (online/n=1533)
Australia (online/n=1000)  Mexico (online/n=1029)
Belgium (online/n=1012)  Netherlands (online/n=1001)
Brazil (online/n=1512)  Poland (online/n=1005)
Canada (online/n=1012)  Russia (online/n=1514)
Czech Republic (online/n=1003)  South Korea (online/n=1000)
France (online/n=1517)  Spain (online/n=1534)
Germany (online/n=1511)  Sweden (online/n=1000)
Hong Kong (online/n=1003)  Turkey (online/n=831)
Italy (online/n=1521)  USA (online/n=1536)
Question

Please indicate how strongly you personally agree or disagree with the following statement, using this scale where "1" means "disagree strongly" and "7" means "agree strongly."

“Virtual interactions with people and places can be as good as being there in person”

Data used in this presentation represents top 2 boxes (agreement) and bottom 2 boxes (disagreement)
Global results
Highlights

- Internationally, 23 percent of online consumers say virtual interactions can be as good as being there in person.
- Agreement peaks with those aged 20-29 and 30-39.
- Unsurprisingly, agreement falls off rapidly amongst older generations.
- Brazil and Turkey top the list for online consumers who believe virtual interactions can be as good as being there in person, followed by Mexico, China and Russia.
- The country with the highest disagreement is Germany, followed by Sweden, Czech Republic, Belgium, Netherlands and UK.

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded.
Virtual interactions with people and places can be as good as being there in person – Average across all 22 countries

23% agree

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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Virtual interactions with people and places can be as good as being there in person – Average per gender across all 22 countries

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded
Virtual interactions with people and places can be as good as being there in person – Average per age-group across all 22 countries

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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Virtual interactions with people and places can be as good as being there in person – Country comparison ranked by highest agreement

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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Virtual interactions with people and places can be as good as being there in person – Country comparison ranked by highest disagreement

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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Virtual interactions with people and places can be as good as being there in person – Country comparison

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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Country results – Europe
Belgium
Belgium: Virtual interactions with people and places can be as good as being there in person

12% of Internet users in Belgium agree that virtual interactions with people and places can be as good as being there in person.

26% of Internet users in Belgium disagree that virtual interactions with people and places can be as good as being there in person.

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded
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Belgium: Virtual interactions with people and places can be as good as being there in person – Average per gender

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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Belgium: Virtual interactions with people and places can be as good as being there in person – Average per age-group

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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Czech Republic
Czech Republic: Virtual interactions with people and places can be as good as being there in person

11% of Internet users in the Czech Republic agree that virtual interactions with people and places can be as good as being there in person.

26% of Internet users in the Czech Republic disagree that virtual interactions with people and places can be as good as being there in person.

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded
Czech Republic: Virtual interactions with people and places can be as good as being there in person – Average per gender

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded
Czech Republic: Virtual interactions with people and places can be as good as being there in person – Average per age-group

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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France
France: Virtual interactions with people and places can be as good as being there in person

14% of Internet users in France agree that virtual interactions with people and places can be as good as being there in person.

17% of Internet users in France disagree that virtual interactions with people and places can be as good as being there in person.

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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France: Virtual interactions with people and places can be as good as being there in person – Average per gender

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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France: Virtual interactions with people and places can be as good as being there in person – Average per age-group

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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Germany
Germany: Virtual interactions with people and places can be as good as being there in person

13% of Internet users in Germany agree that virtual interactions with people and places can be as good as being there in person.

32% of Internet users in Germany disagree that virtual interactions with people and places can be as good as being there in person.

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded
Germany: Virtual interactions with people and places can be as good as being there in person – Average per gender

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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Germany: Virtual interactions with people and places can be as good as being there in person – Average per age-group

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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Italy
Italy: Virtual interactions with people and places can be as good as being there in person

20% of Internet users in Italy agree that virtual interactions with people and places can be as good as being there in person.

19% of Internet users in Italy disagree that virtual interactions with people and places can be as good as being there in person.

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded
Italy: Virtual interactions with people and places can be as good as being there in person – Average per gender

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded
Italy: Virtual interactions with people and places can be as good as being there in person – Average per age-group

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Agreement (Top 2 boxes)</th>
<th>Disagreement (Bottom 2 boxes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>15-19 years</td>
<td>21%</td>
<td>19%</td>
</tr>
<tr>
<td>20-29 years</td>
<td>21%</td>
<td>20%</td>
</tr>
<tr>
<td>30-39 years</td>
<td>27%</td>
<td>14%</td>
</tr>
<tr>
<td>40-49 years</td>
<td>19%</td>
<td>20%</td>
</tr>
<tr>
<td>50-59 years</td>
<td>15%</td>
<td>26%</td>
</tr>
<tr>
<td>60+ years</td>
<td>14%</td>
<td>20%</td>
</tr>
</tbody>
</table>

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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Netherlands: Virtual interactions with people and places can be as good as being there in person

11% of Internet users in the Netherlands agree that virtual interactions with people and places can be as good as being there in person.

23% of Internet users in the Netherlands disagree that virtual interactions with people and places can be as good as being there in person.

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded
Netherlands: Virtual interactions with people and places can be as good as being there in person – Average per gender

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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Netherlands: Virtual interactions with people and places can be as good as being there in person – Average per age-group

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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Poland
Poland: Virtual interactions with people and places can be as good as being there in person

17% of Internet users in Poland agree that virtual interactions with people and places can be as good as being there in person.

21% of Internet users in Poland disagree that virtual interactions with people and places can be as good as being there in person.

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded
Poland: Virtual interactions with people and places can be as good as being there in person – Average per gender

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded
Poland: Virtual interactions with people and places can be as good as being there in person – Average per age-group

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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Russia
Russia: Virtual interactions with people and places can be as good as being there in person

24% of Internet users in Russia agree that virtual interactions with people and places can be as good as being there in person.

21% of Internet users in Russia disagree that virtual interactions with people and places can be as good as being there in person.

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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Russia: Virtual interactions with people and places can be as good as being there in person – Average per gender

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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Russia: Virtual interactions with people and places can be as good as being there in person – Average per age-group

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<tr>
<td>15-19 years</td>
<td>22% 18%</td>
<td></td>
</tr>
<tr>
<td>20-29 years</td>
<td>23% 22%</td>
<td></td>
</tr>
<tr>
<td>30-39 years</td>
<td>25% 24%</td>
<td></td>
</tr>
<tr>
<td>40-49 years</td>
<td>23% 19%</td>
<td></td>
</tr>
<tr>
<td>50-59 years</td>
<td>27% 19%</td>
<td></td>
</tr>
<tr>
<td>60+ years</td>
<td>28% 19%</td>
<td></td>
</tr>
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Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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Spain
Spain: Virtual interactions with people and places can be as good as being there in person

20% of Internet users in Spain agree that virtual interactions with people and places can be as good as being there in person.

21% of Internet users in Spain disagree that virtual interactions with people and places can be as good as being there in person.

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

© GfK 2016 | Perception of virtual interactions with people and places
Spain: Virtual interactions with people and places can be as good as being there in person – Average per gender

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

© GfK 2016 | Perception of virtual interactions with people and places
Spain: Virtual interactions with people and places can be as good as being there in person – Average per age-group

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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Sweden
Sweden: Virtual interactions with people and places can be as good as being there in person

11% of Internet users in Sweden agree that virtual interactions with people and places can be as good as being there in person.

29% of Internet users in Sweden disagree that virtual interactions with people and places can be as good as being there in person.

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded
Sweden: Virtual interactions with people and places can be as good as being there in person – Average per gender

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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Sweden: Virtual interactions with people and places can be as good as being there in person – Average per age-group

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<td>16%</td>
<td>20%</td>
</tr>
<tr>
<td>30-39 years</td>
<td>12%</td>
<td>23%</td>
</tr>
<tr>
<td>40-49 years</td>
<td>8%</td>
<td>25%</td>
</tr>
<tr>
<td>50-59 years</td>
<td>6%</td>
<td>38%</td>
</tr>
<tr>
<td>60+ years</td>
<td>5%</td>
<td>41%</td>
</tr>
</tbody>
</table>

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded
Turkey
Turkey: Virtual interactions with people and places can be as good as being there in person

34% of Internet users in Turkey agree that virtual interactions with people and places can be as good as being there in person.

15% of Internet users in Turkey disagree that virtual interactions with people and places can be as good as being there in person.

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded
Turkey: Virtual interactions with people and places can be as good as being there in person – Average per gender

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

© GfK 2016 | Perception of virtual interactions with people and places
Turkey: Virtual interactions with people and places can be as good as being there in person – Average per age-group

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<td>17%</td>
</tr>
<tr>
<td>30-39 years</td>
<td>32%</td>
<td>9%</td>
</tr>
<tr>
<td>40-49 years</td>
<td>36%</td>
<td>16%</td>
</tr>
<tr>
<td>50-59 years</td>
<td>35%</td>
<td>17%</td>
</tr>
<tr>
<td>60+ years*</td>
<td>34%</td>
<td>0%</td>
</tr>
</tbody>
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*Low base n=9 for age group 60+

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded
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UK: Virtual interactions with people and places can be as good as being there in person

14% of Internet users in UK agree that virtual interactions with people and places can be as good as being there in person.

23% of Internet users in UK disagree that virtual interactions with people and places can be as good as being there in person.

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded
UK: Virtual interactions with people and places can be as good as being there in person – Average per gender

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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UK: Virtual interactions with people and places can be as good as being there in person – Average per age-group

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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Country results – North America
Canada
Canada: Virtual interactions with people and places can be as good as being there in person

13% of Internet users in Canada agree that virtual interactions with people and places can be as good as being there in person.

23% of Internet users in Canada disagree that virtual interactions with people and places can be as good as being there in person.

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded
Canada: Virtual interactions with people and places can be as good as being there in person – Average per gender

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded
Canada: Virtual interactions with people and places can be as good as being there in person – Average per age-group

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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USA
USA: Virtual interactions with people and places can be as good as being there in person

23% of Internet users in the USA agree that virtual interactions with people and places can be as good as being there in person.

22% of Internet users in the USA disagree that virtual interactions with people and places can be as good as being there in person.

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded
USA: Virtual interactions with people and places can be as good as being there in person – Average per gender

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded
USA: Virtual interactions with people and places can be as good as being there in person – Average per age-group

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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Country results – Latin America
Argentina
Argentina: Virtual interactions with people and places can be as good as being there in person

22% of Internet users in Argentina agree that virtual interactions with people and places can be as good as being there in person.

20% of Internet users in Argentina disagree that virtual interactions with people and places can be as good as being there in person.

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded
Argentina: Virtual interactions with people and places can be as good as being there in person – Average per gender

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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Argentina: Virtual interactions with people and places can be as good as being there in person – Average per age-group

![Bar chart showing agreement and disagreement by age group](image-url)

**Source:** GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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Brazil
Brazil: Virtual interactions with people and places can be as good as being there in person

34% of Internet users in Brazil agree that virtual interactions with people and places can be as good as being there in person.

11% of Internet users in Brazil disagree that virtual interactions with people and places can be as good as being there in person.

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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Brazil: Virtual interactions with people and places can be as good as being there in person – Average per gender

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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Brazil: Virtual interactions with people and places can be as good as being there in person – Average per age-group

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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Mexico
Mexico: Virtual interactions with people and places can be as good as being there in person

28% of Internet users in Mexico **agree** that virtual interactions with people and places can be as good as being there in person.

17% of Internet users in Mexico **disagree** that virtual interactions with people and places can be as good as being there in person.

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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Mexico: Virtual interactions with people and places can be as good as being there in person – Average per gender

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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Mexico: Virtual interactions with people and places can be as good as being there in person – Average per age-group

- **15-19 years**: Agreement 25% / Disagreement 16%
- **20-29 years**: Agreement 33% / Disagreement 19%
- **30-39 years**: Agreement 32% / Disagreement 12%
- **40-49 years**: Agreement 26% / Disagreement 13%
- **50-59 years**: Agreement 22% / Disagreement 21%
- **60+ years**: Agreement 14% / Disagreement 29%

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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Country results – Asia-Pacific
Australia
Australia: Virtual interactions with people and places can be as good as being there in person

13% of Internet users in Australia agree that virtual interactions with people and places can be as good as being there in person.

22% of Internet users in Australia disagree that virtual interactions with people and places can be as good as being there in person.

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded
Australia: Virtual interactions with people and places can be as good as being there in person – Average per gender

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded
Australia: Virtual interactions with people and places can be as good as being there in person – Average per age-group

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded
China: Virtual interactions with people and places can be as good as being there in person

27% of Internet users in China agree that virtual interactions with people and places can be as good as being there in person.

6% of Internet users in China disagree that virtual interactions with people and places can be as good as being there in person.

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded
China: Virtual interactions with people and places can be as good as being there in person – Average per gender

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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China: Virtual interactions with people and places can be as good as being there in person – Average per age-group

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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Hong Kong
Honk Kong: Virtual interactions with people and places can be as good as being there in person

14% of Internet users in Hong Kong agree that virtual interactions with people and places can be as good as being there in person.

11% of Internet users in Hong Kong disagree that virtual interactions with people and places can be as good as being there in person.

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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Hong Kong: Virtual interactions with people and places can be as good as being there in person – Average per gender

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agreement Top 2 boxes</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>Disagreement Bottom 2 boxes</td>
<td>12%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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Hong Kong: Virtual interactions with people and places can be as good as being there in person – Average per age-group

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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Japan
Japan: Virtual interactions with people and places can be as good as being there in person

9% of Internet users in Japan agree that virtual interactions with people and places can be as good as being there in person.

18% of Internet users in Japan disagree that virtual interactions with people and places can be as good as being there in person.

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded
Japan: Virtual interactions with people and places can be as good as being there in person – Average per gender

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded
Japan: Virtual interactions with people and places can be as good as being there in person – Average per age-group

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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South Korea
South Korea: Virtual interactions with people and places can be as good as being there in person

19% of Internet users in South Korea agree that virtual interactions with people and places can be as good as being there in person.

4% of Internet users in South Korea disagree that virtual interactions with people and places can be as good as being there in person.

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded
South Korea: Virtual interactions with people and places can be as good as being there in person – Average per gender

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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South Korea: Virtual interactions with people and places can be as good as being there in person – Average per age-group

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

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For more information please contact press@gfk.com