

Reasons for trying to look good and time spent on personal grooming

Global GfK survey



January 2016

Italy



Italy: Top 5 reasons for trying to look good and average weekly time spent on personal grooming



To feel good about myself

69% name this as a major reason for trying to look good

To please my spouse or partner

28% name this as a major reason for trying to look good

Because it makes me feel in control

39% name this as a major reason for trying to look good

To express my individuality

26% name this as a major reason for trying to look good

To set my chi

To set a good example for my children

30% name this as a major reason for trying to look good

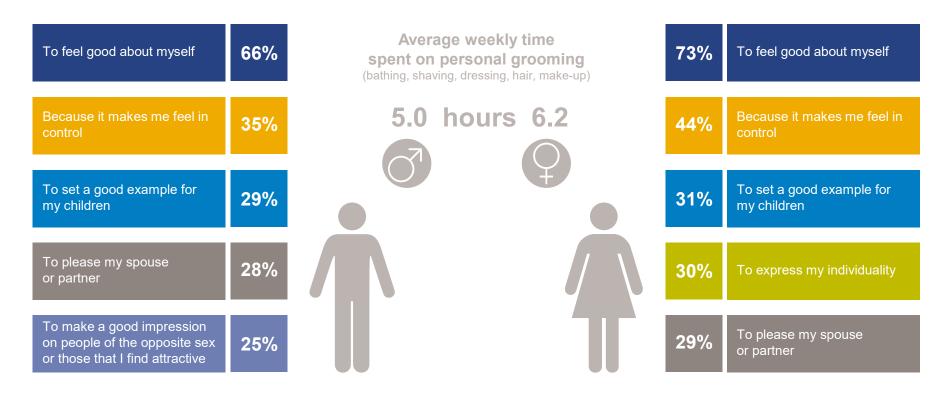


5.6 hours

Average weekly time spent on personal grooming (bathing, shaving, dressing, hair, make-up)

Italy: Top 5 reasons for trying to look good and average weekly time spent on personal grooming by gender





Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded © GfK 2016 | Reasons for trying to look good and time spent on personal grooming

Italy: Top 3 reasons for trying to look good and average weekly time spent on personal grooming by age groups



15-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60+ years
61% To feel good about myself	69% To feel good about myself	66% To feel good about myself	71% To feel good about myself	77% To feel good about myself	66% To feel good about myself
48% Because it makes me feel in control	40% Because it makes me feel in control	36% Because it makes me feel in control	39% Because it makes me feel in control	38% Because it makes me feel in control	38% Because it makes me feel in control
35% To express my individuality	34% To please my spouse or partner	26% To please my spouse or partner	34% To set a good example for my children	36% To set a good example for my children	28% To set a good example for my children
5.3 hours	5.8 hours	5.1 hours	5.6 hours	6.4 hours	5.0 hours

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