



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



1 To feel good about myself

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

2 Because it makes me feel in control

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

3 To set a good example for my children


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

4 To please my spouse or partner

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

5 To express my individuality

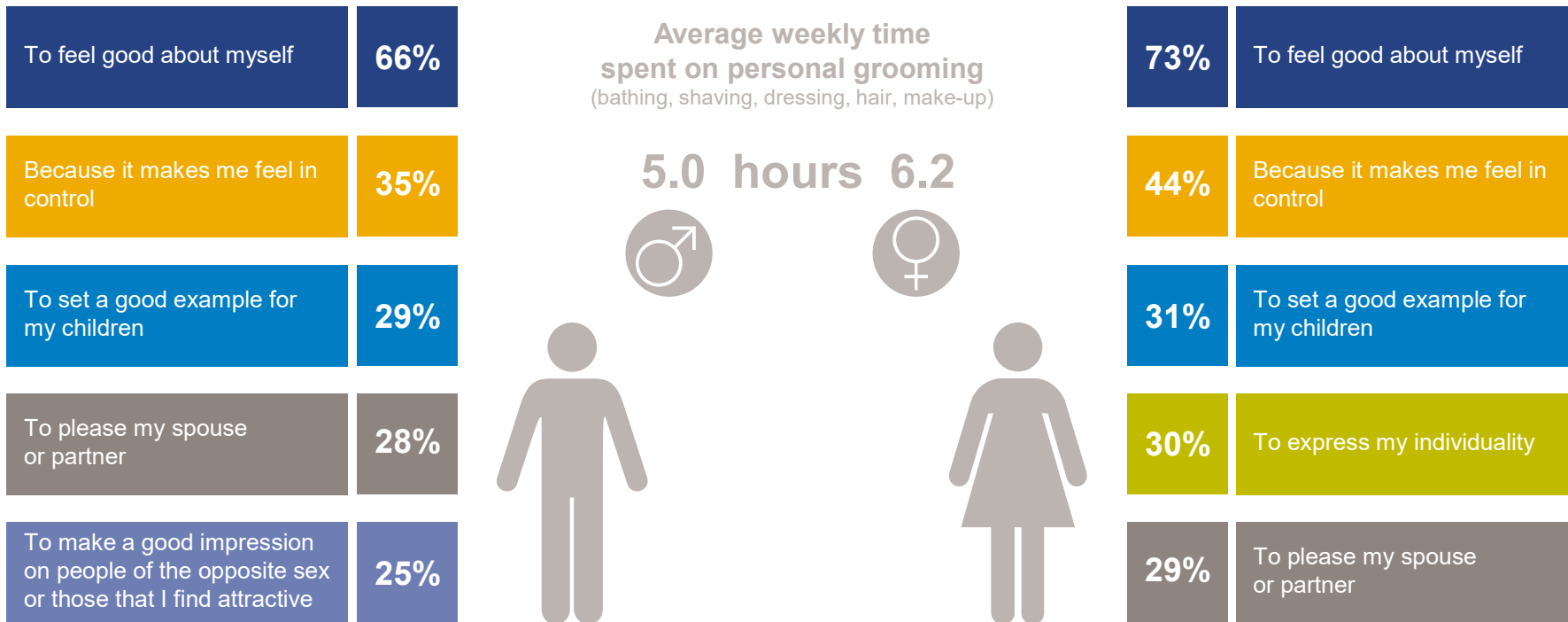
26% name this as a major reason for trying to look good

 **5.6 hours**

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

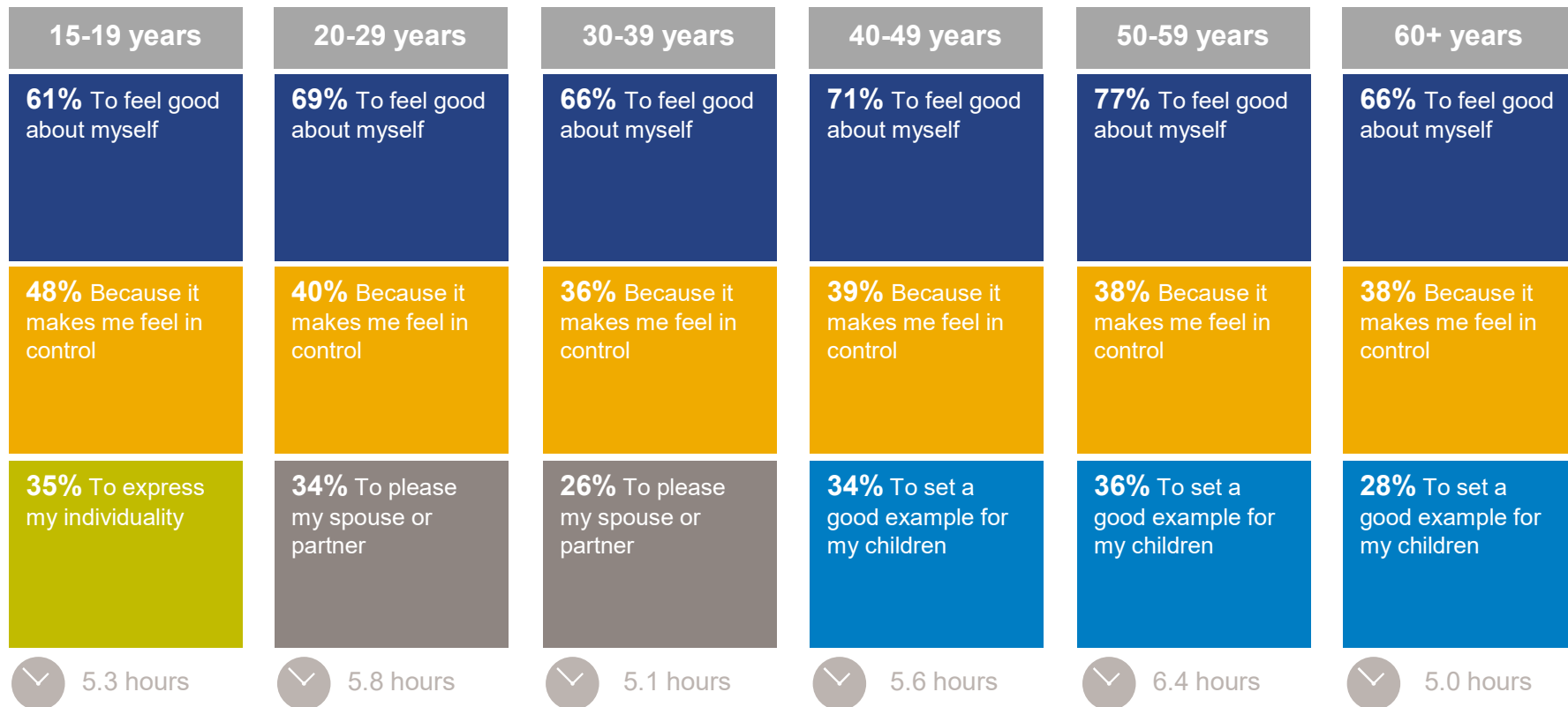
Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded
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Italy: Top 5 reasons for trying to look good and average weekly time spent on personal grooming by gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded
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Italy: Top 3 reasons for trying to look good and average weekly time spent on personal grooming by age groups



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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