

Break from technology

Global GfK survey



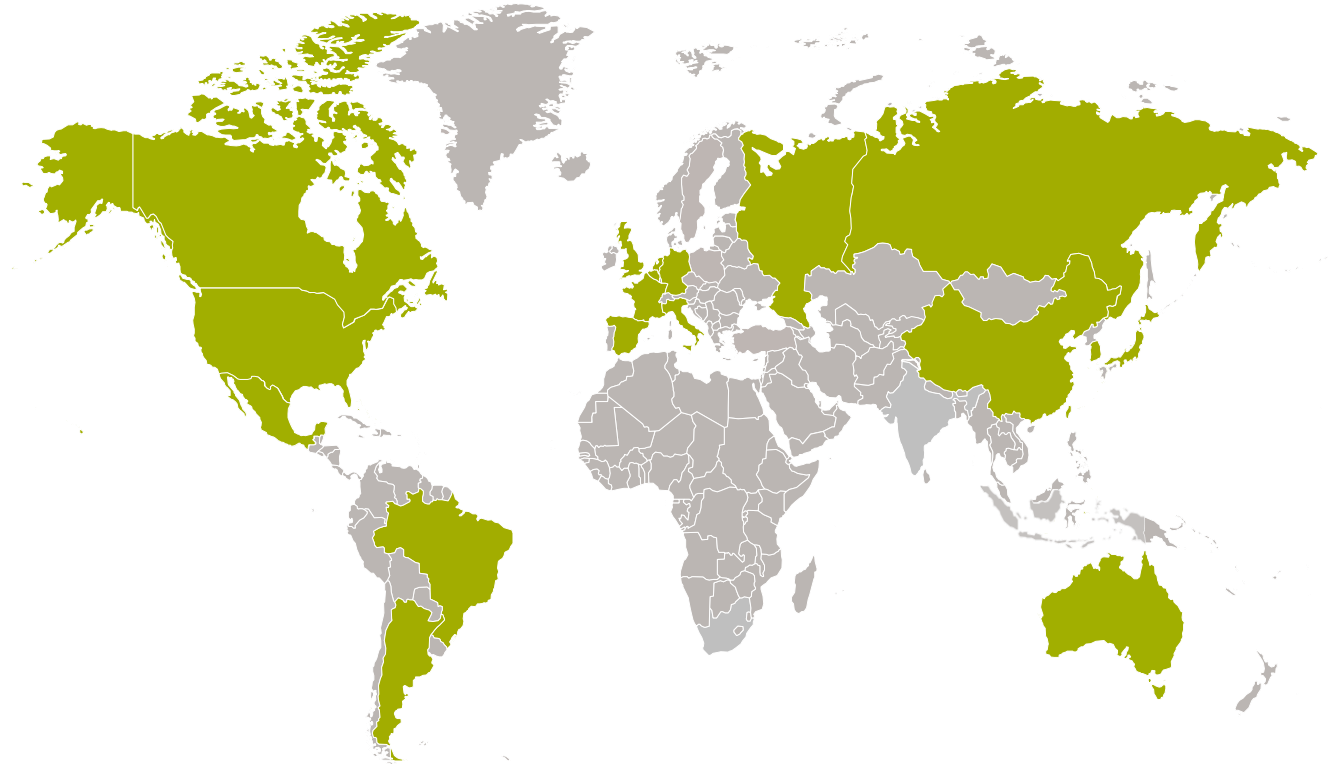
June 2017

Global GfK survey: Break from technology

1 Methodology

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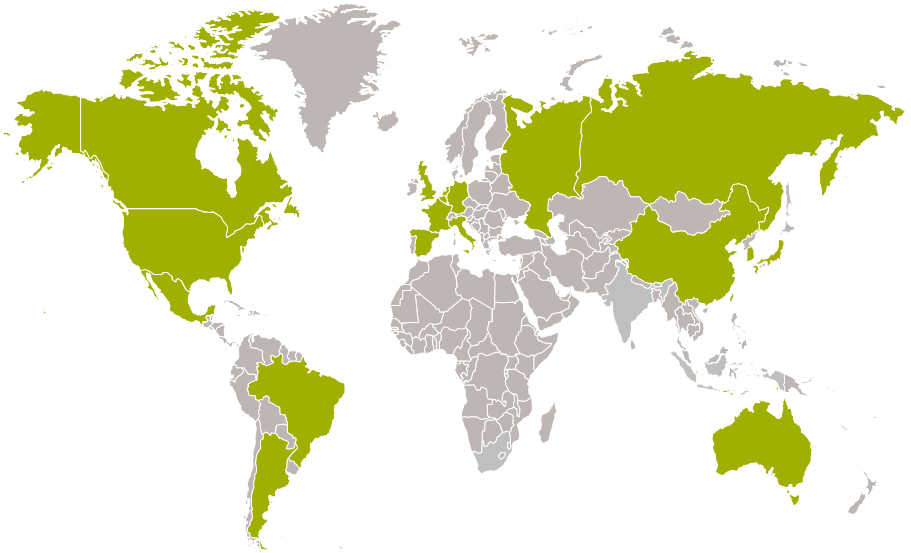
To see country results, click on the map (in PPT show). To go back to the table of content, click on the GfK logo anywhere in the document.

Methodology

Countries covered, methodology and sample size

GfK interviewed in summer 2016 more than 22,000 consumers (aged 15 and older) in 17 countries online. The data have been weighted to reflect the demographic composition of the online population age 15+ in each market. The global/total sample average shows the percentage for the weighted proportion of the target population relative to the other countries within a global, regional or other multi-country total and it is not a numerical addition of the average percentages from each country.

- Argentina (online/n=1007)
- Australia (online/n=1001)
- Belgium (online/n=1004)
- Brazil (online/n=1500)
- Canada (online/n=1002)
- China (online/n=1510)
- France (online/n=1501)
- Germany (online/n=1502)
- Italy (online/n=1503)
- Japan (online/n=1500)
- Mexico (online/n=1000)
- Netherlands (online/n=1003)
- Russia (online/n=1501)
- South Korea (online/n=1000)
- Spain (online/n=1500)
- UK (online/n=1501)
- USA (online/n=1536)



Question



Here are some general statements about attitudes towards technology and information needs. Please specify a number from 1 to 7 for each statement, where “1” means you don’t agree at all, and “7” means that you agree completely.

“I find it difficult to take a break from technology (my mobile device, computer, the TV, etc.), even when I know I should”

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

Global results



Highlights

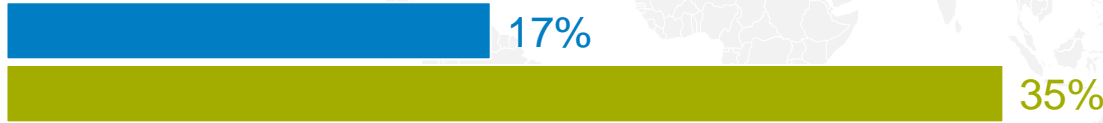
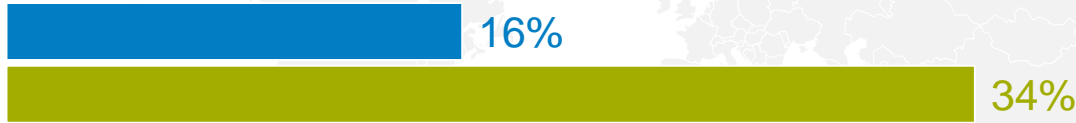
- A third of people (34 percent) in an online survey of 17 countries firmly agree that they “find it difficult to take a break from technology (mobile device, computer, TV, etc.), even when they know they should”
- Less than half that number (16 percent) firmly disagree that it is difficult to take a break
- Teenagers and higher-income households most likely to struggle with technology addiction
- China, Brazil and Argentina have highest levels who struggle to take a break
- People in Germany, Netherland and Belgium lead for finding it easy to turn off their devices

I find it difficult to take a break from technology, even when I know I should

Agreement and disagreement across 17 countries



Global



✕ Disagreement (bottom 2 boxes) ✓ Agreement (top 2 boxes)

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

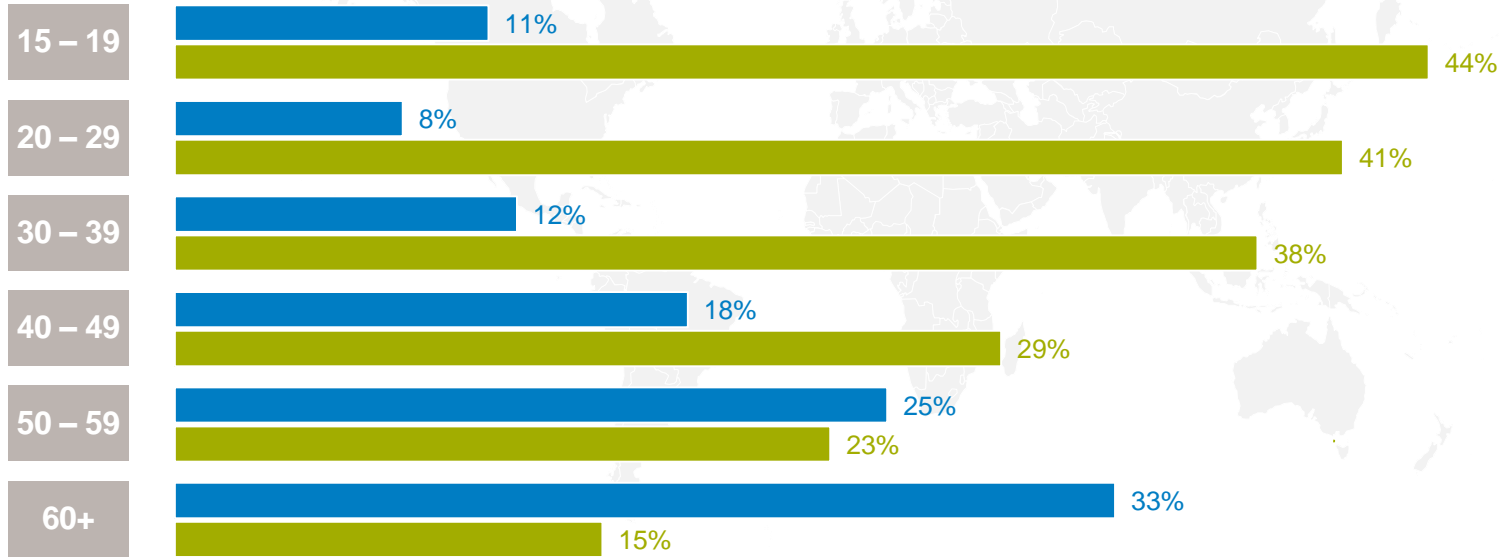
I find it difficult to take a break from technology, even when I know I should

Agreement and disagreement per age-group across 17 countries



Global

Years



Disagreement (bottom 2 boxes)



Agreement (top 2 boxes)

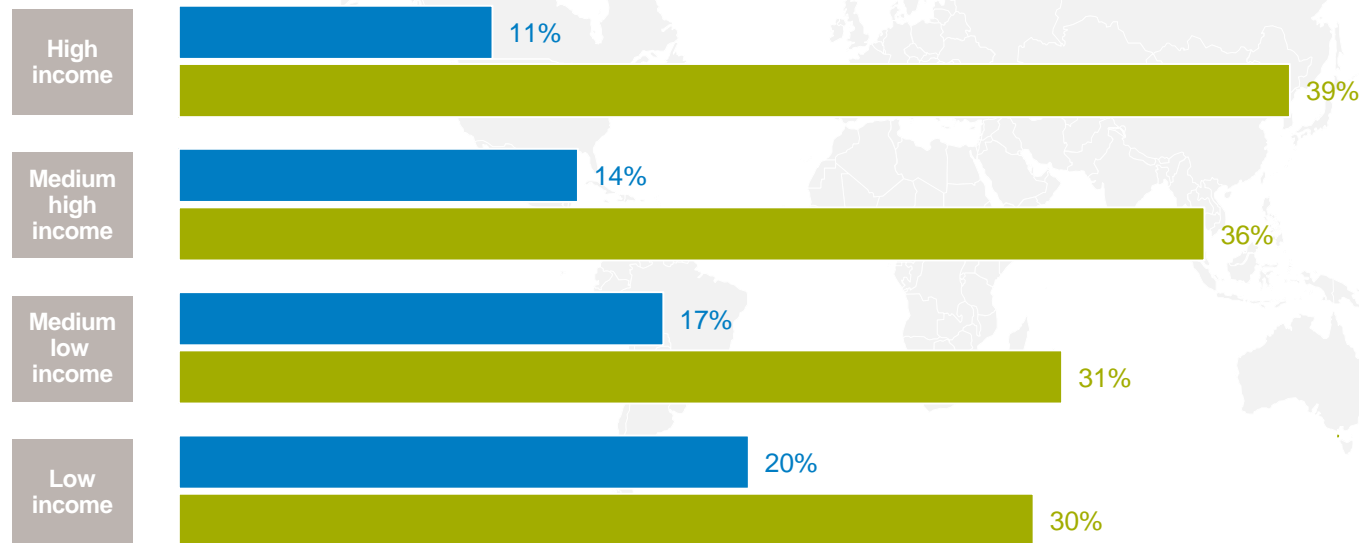
Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

I find it difficult to take a break from technology, even when I know I should

Agreement and disagreement per income group across 17 countries



Global



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners



Disagreement (bottom 2 boxes)

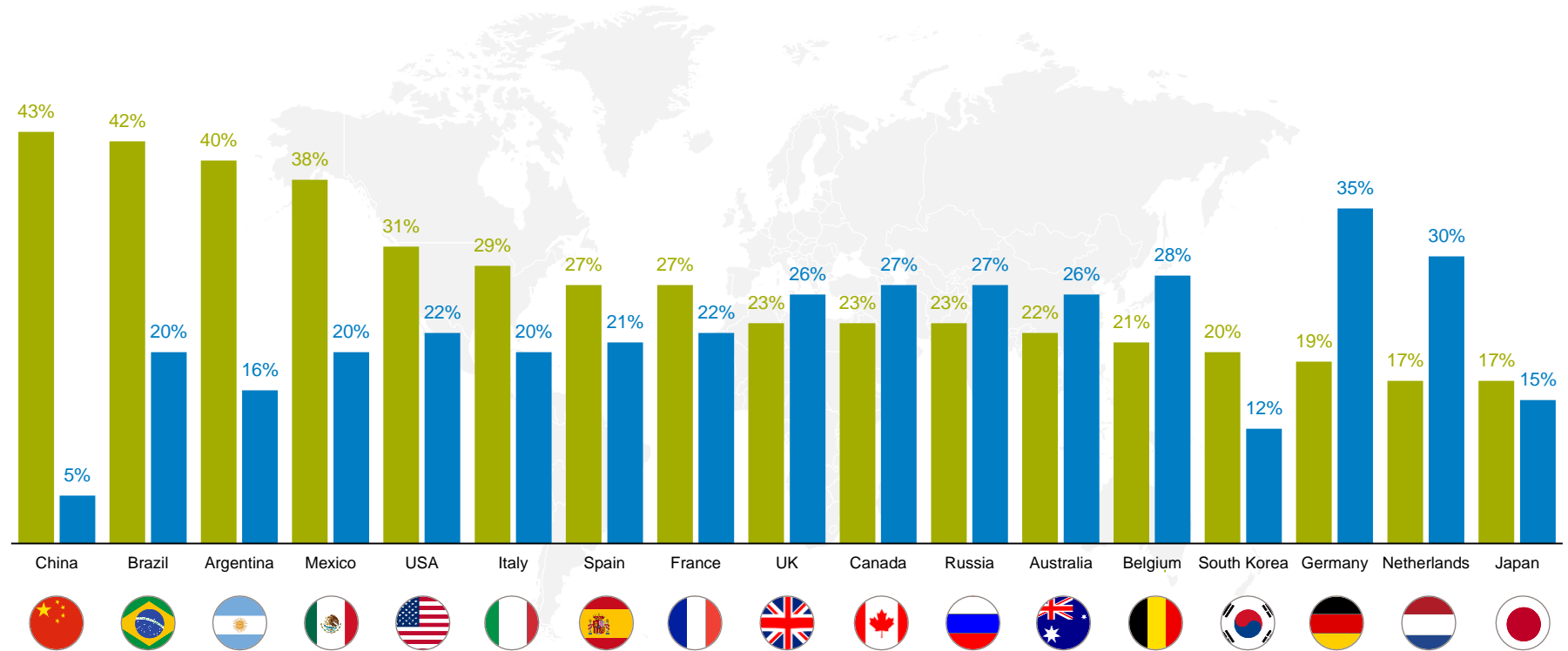


Agreement (top 2 boxes)

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

I find it difficult to take a break from technology, even when I know I should

Country comparison ranked by highest agreement

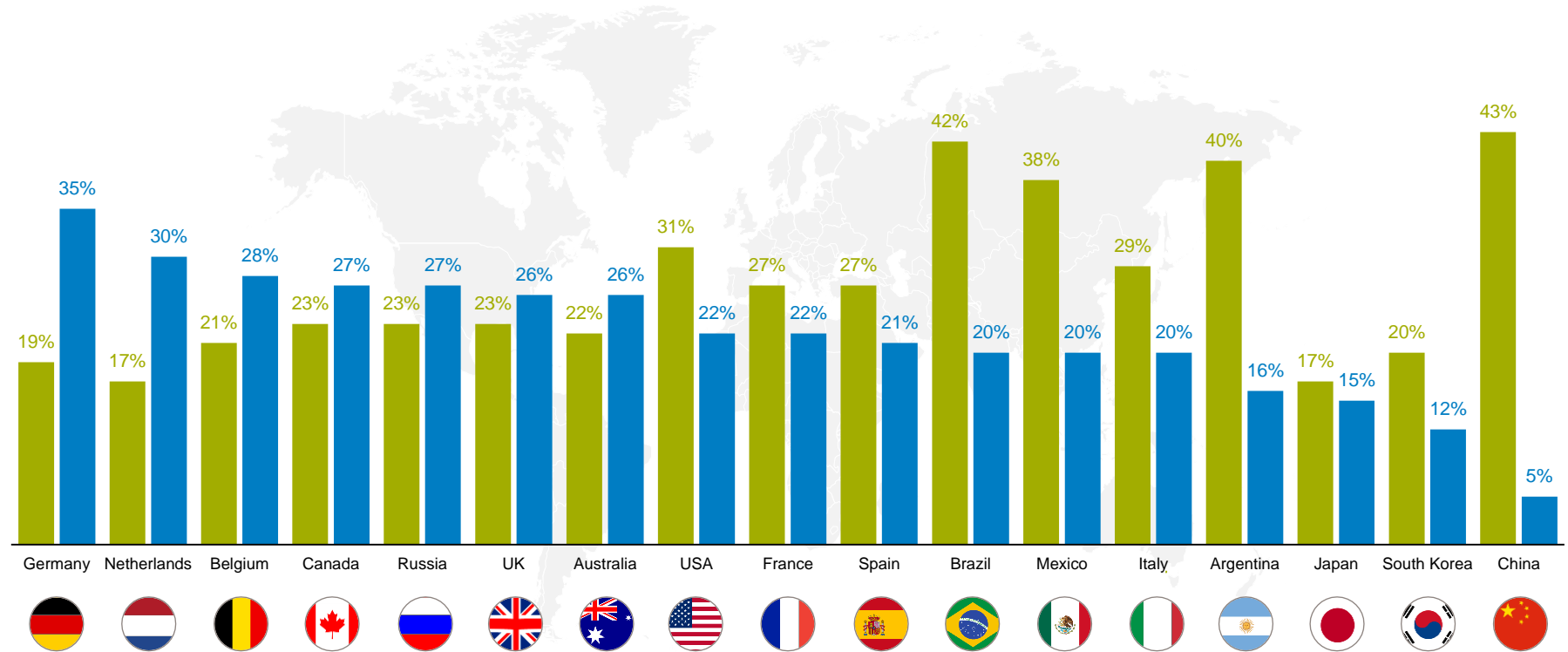


✕ Disagreement (bottom 2 boxes) ✓ Agreement (top 2 boxes)

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

I find it difficult to take a break from technology, even when I know I should

Country comparison ranked by highest disagreement



✕ Disagreement (bottom 2 boxes) ✓ Agreement (top 2 boxes)

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Country results – Europe

Belgium

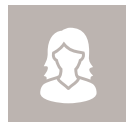


I find it difficult to take a break from technology, even when I know I should

Agreement and disagreement across Belgium



Belgium



✕ Disagreement (bottom 2 boxes) ✓ Agreement (top 2 boxes)

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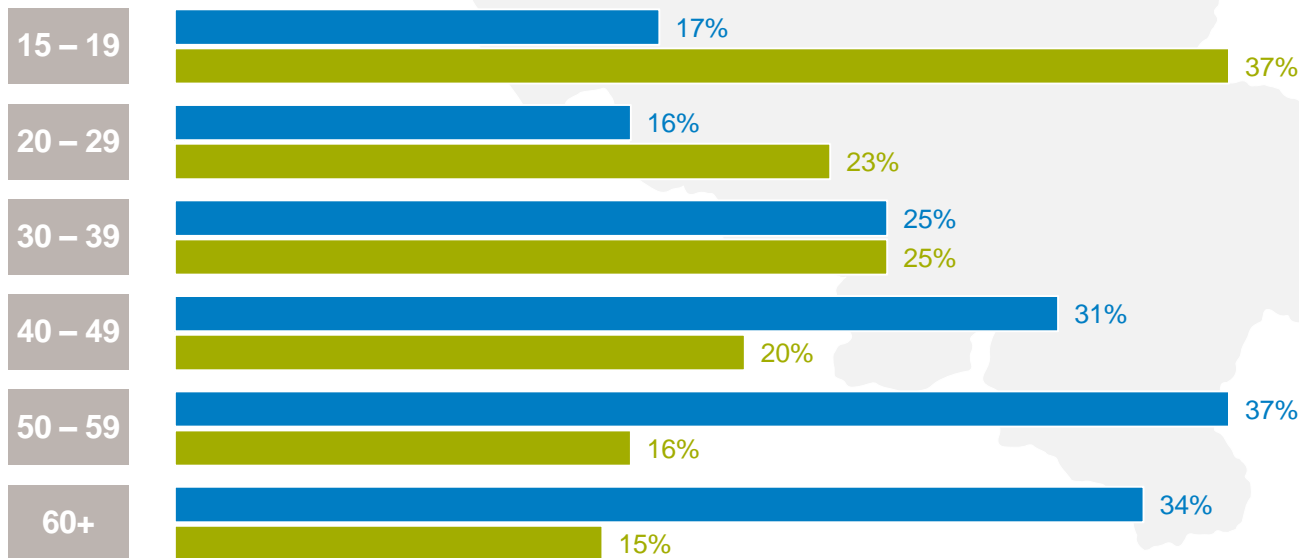
I find it difficult to take a break from technology, even when I know I should

Agreement and disagreement per age-group across Belgium



Belgium

Years



Disagreement (bottom 2 boxes)



Agreement (top 2 boxes)

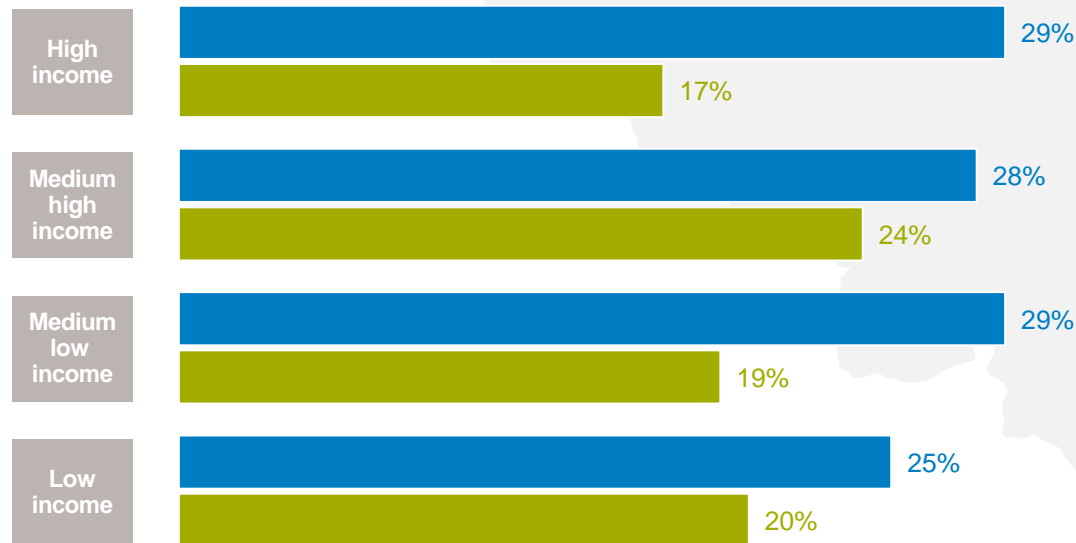
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I find it difficult to take a break from technology, even when I know I should

Agreement and disagreement per income group across Belgium



Belgium



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners



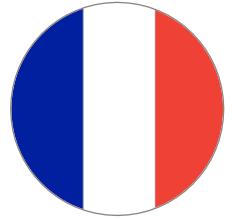
Disagreement (bottom 2 boxes)



Agreement (top 2 boxes)

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

France

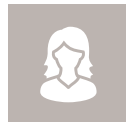


I find it difficult to take a break from technology, even when I know I should

Agreement and disagreement across France



France



Disagreement (bottom 2 boxes)



Agreement (top 2 boxes)

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

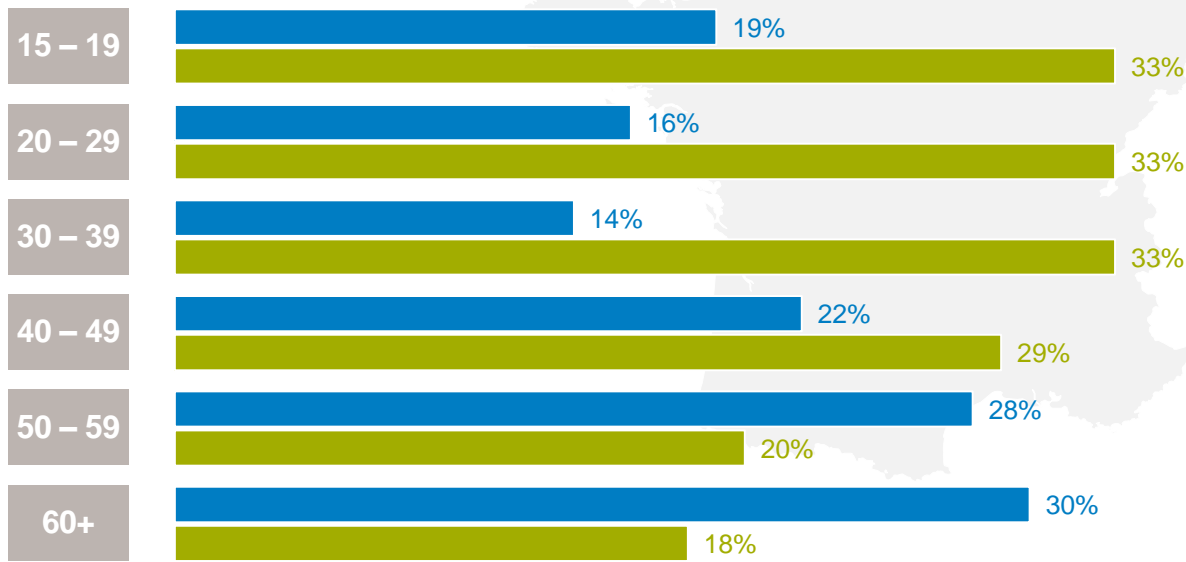
I find it difficult to take a break from technology, even when I know I should

Agreement and disagreement per age-group across France



France

Years



Disagreement (bottom 2 boxes)



Agreement (top 2 boxes)

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

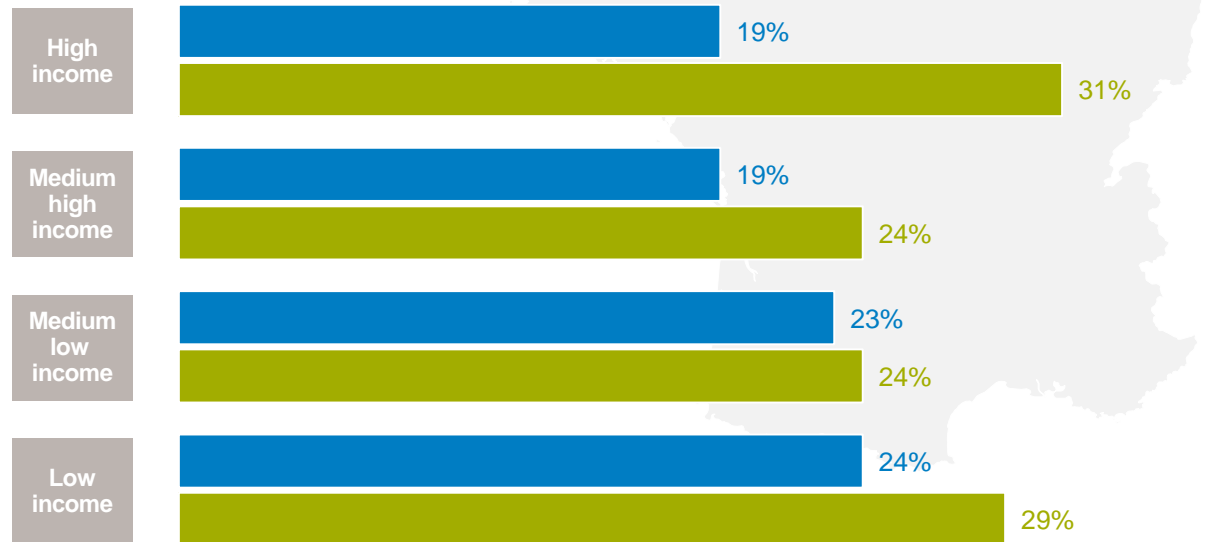
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I find it difficult to take a break from technology, even when I know I should

Agreement and disagreement per income group across France



France



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners



Disagreement (bottom 2 boxes)



Agreement (top 2 boxes)

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Germany



I find it difficult to take a break from technology, even when I know I should

Agreement and disagreement across Germany



Germany



Disagreement (bottom 2 boxes)



Agreement (top 2 boxes)

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

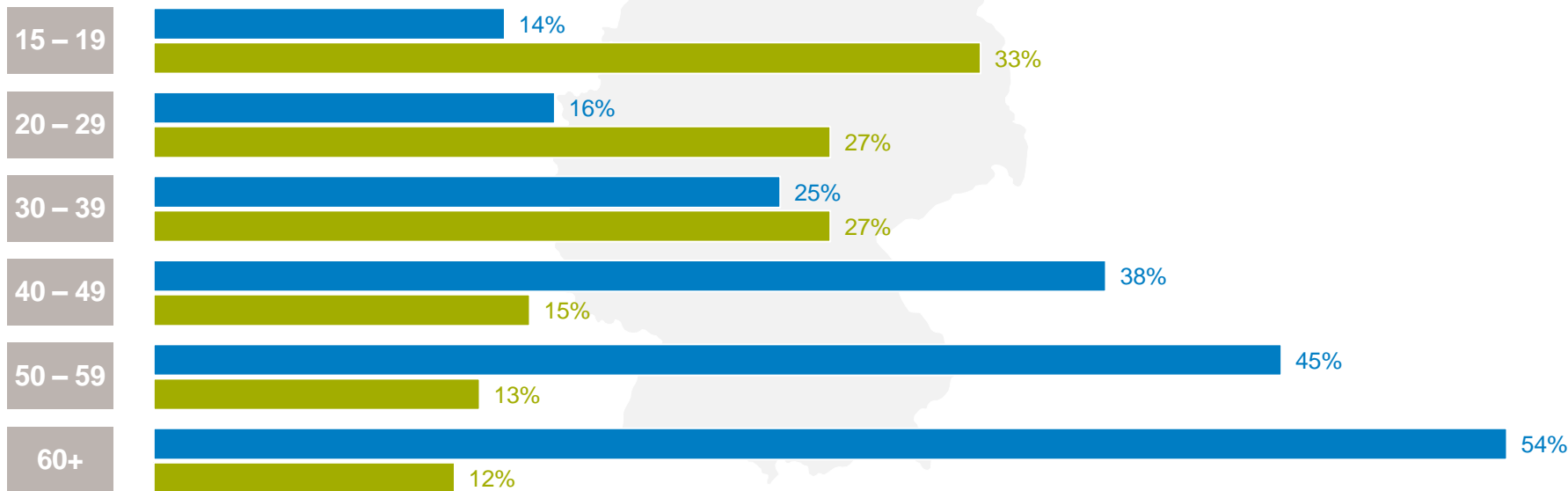
I find it difficult to take a break from technology, even when I know I should

Agreement and disagreement per age-group across Germany



Germany

Years



✕ Disagreement (bottom 2 boxes) ✓ Agreement (top 2 boxes)

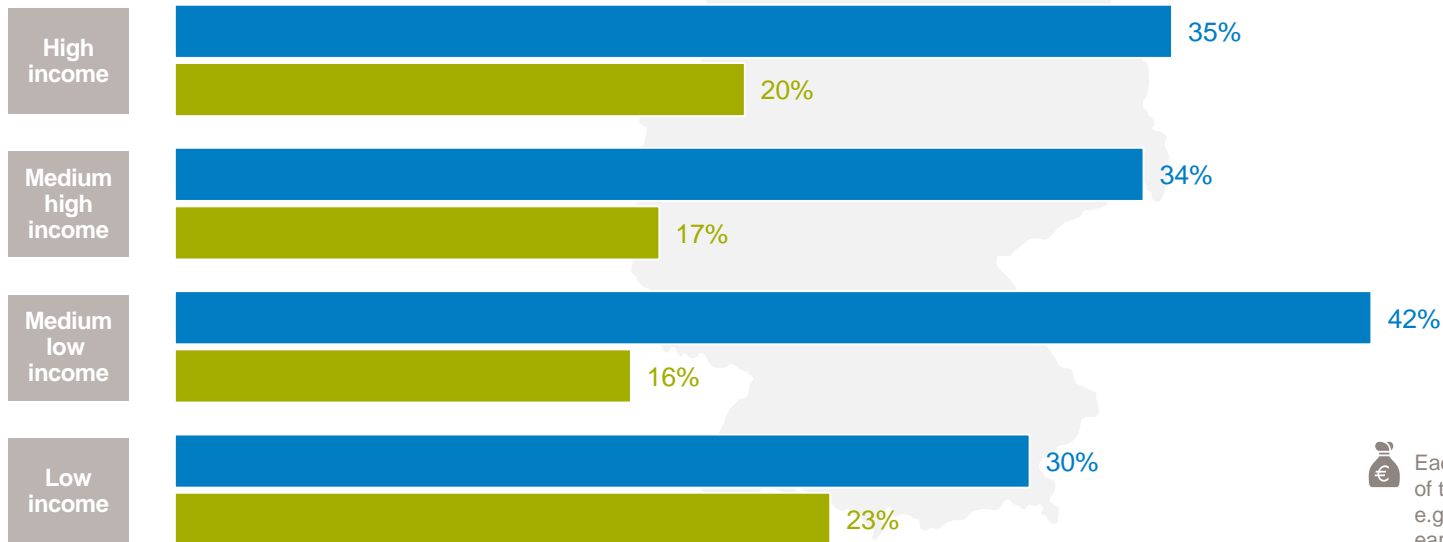
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I find it difficult to take a break from technology, even when I know I should

Agreement and disagreement per income group across Germany



Germany



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners



Disagreement (bottom 2 boxes)



Agreement (top 2 boxes)

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Italy



I find it difficult to take a break from technology, even when I know I should

Agreement and disagreement across Italy



Italy



Disagreement (bottom 2 boxes)



Agreement (top 2 boxes)

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

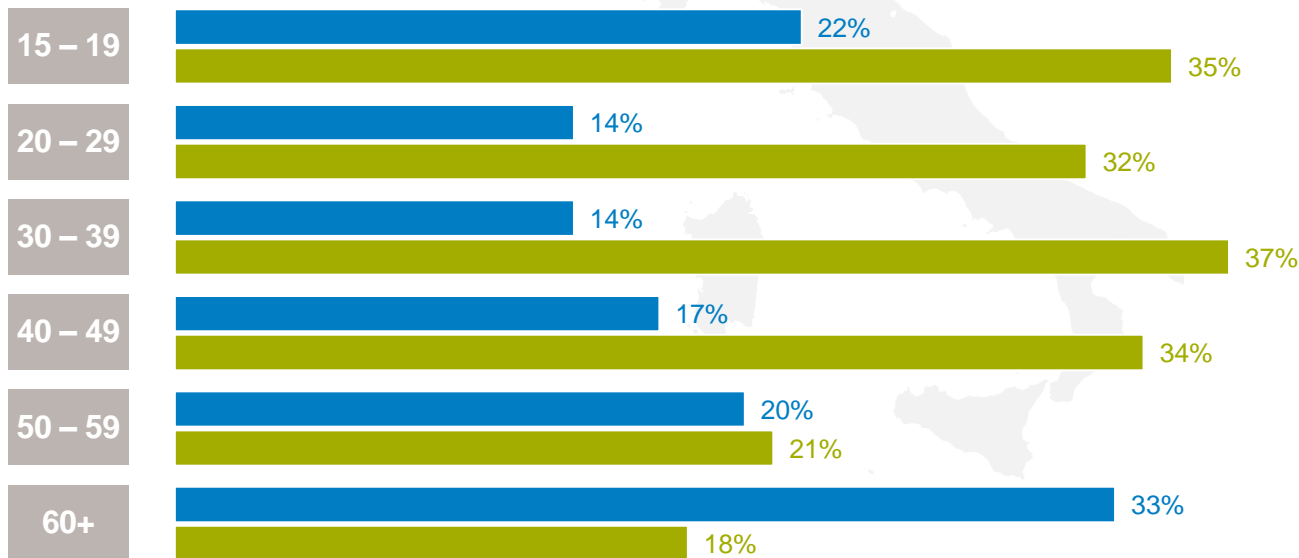
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Agreement and disagreement per age-group across Italy



Italy

Years



✕ Disagreement (bottom 2 boxes) ✓ Agreement (top 2 boxes)

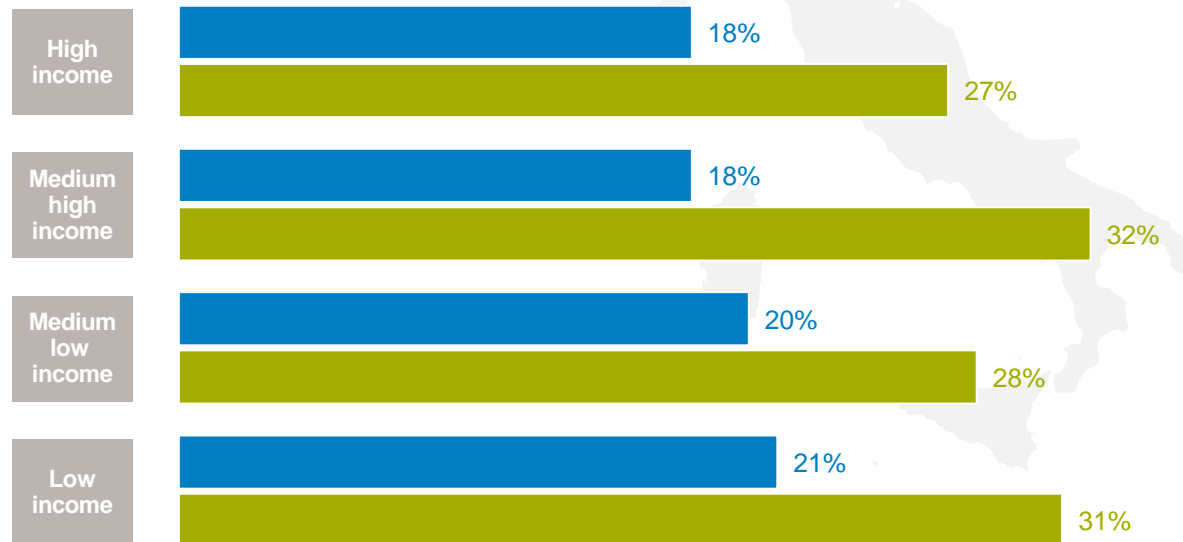
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I find it difficult to take a break from technology, even when I know I should

Agreement and disagreement per income group across Italy



Italy



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners



Disagreement (bottom 2 boxes)



Agreement (top 2 boxes)

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Netherlands

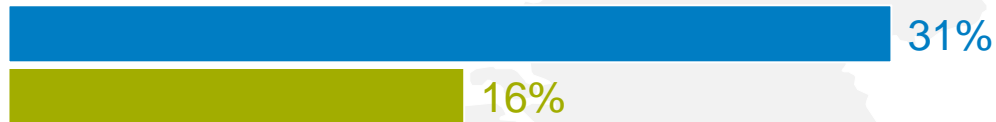
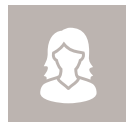


I find it difficult to take a break from technology, even when I know I should

Agreement and disagreement across the Netherlands



Netherlands



✕ Disagreement (bottom 2 boxes) ✓ Agreement (top 2 boxes)

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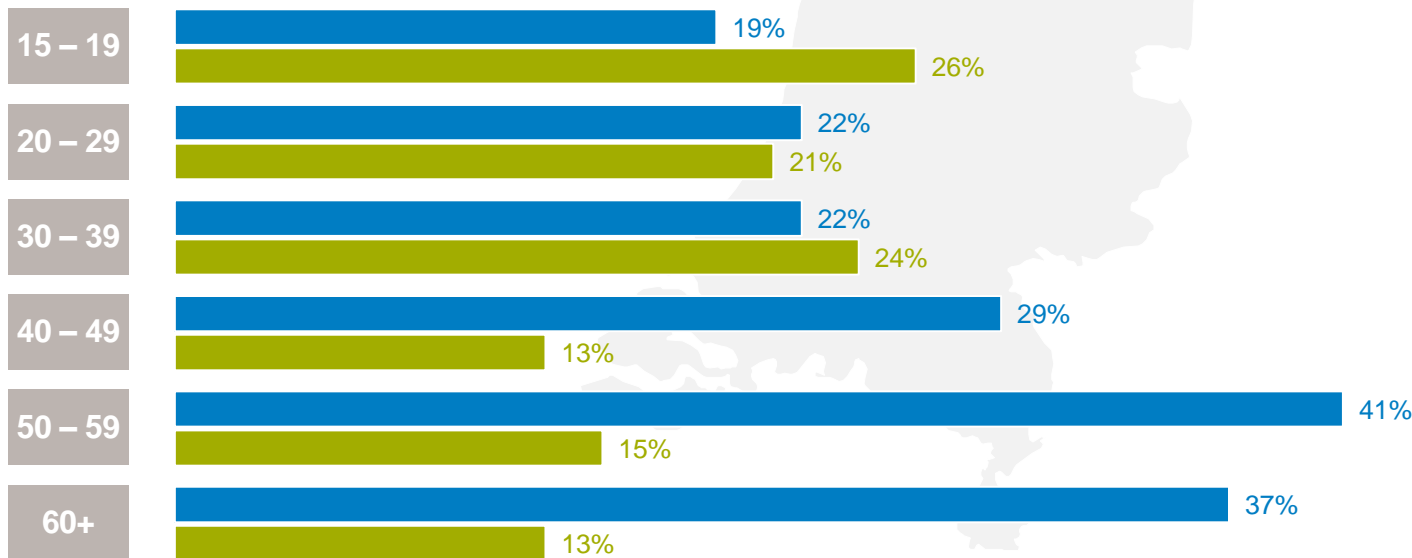
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Agreement and disagreement per age-group across the Netherlands



Netherlands

Years



Disagreement (bottom 2 boxes)



Agreement (top 2 boxes)

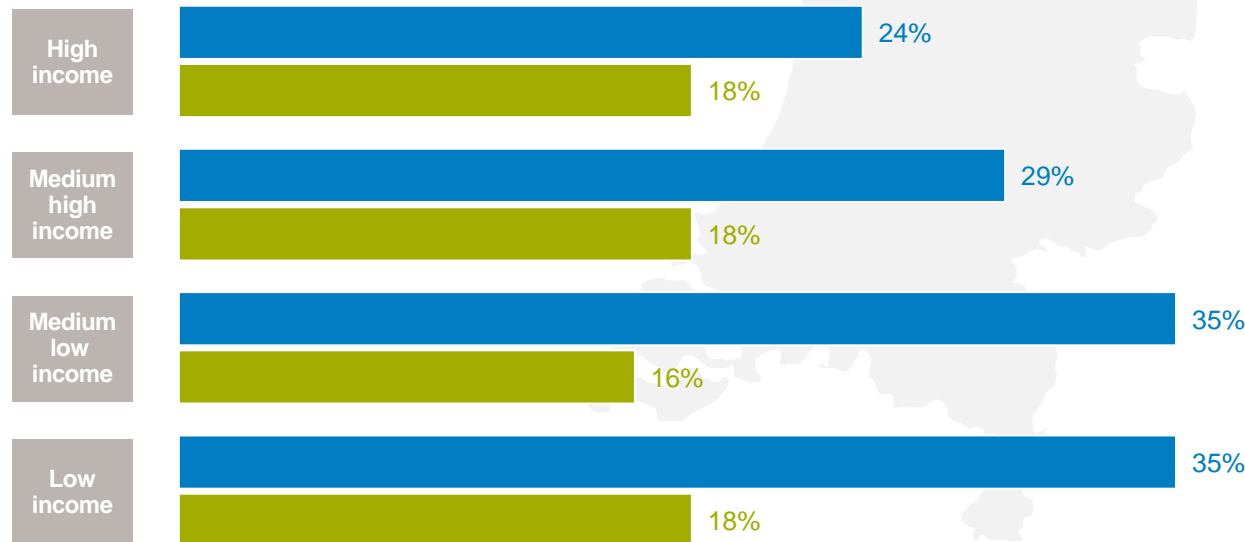
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I find it difficult to take a break from technology, even when I know I should

Agreement and disagreement per income group across the Netherlands



Netherlands



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners



Disagreement (bottom 2 boxes)



Agreement (top 2 boxes)

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Russia

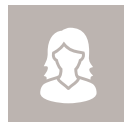


I find it difficult to take a break from technology, even when I know I should

Agreement and disagreement across Russia



Russia



✕ Disagreement (bottom 2 boxes) ✓ Agreement (top 2 boxes)

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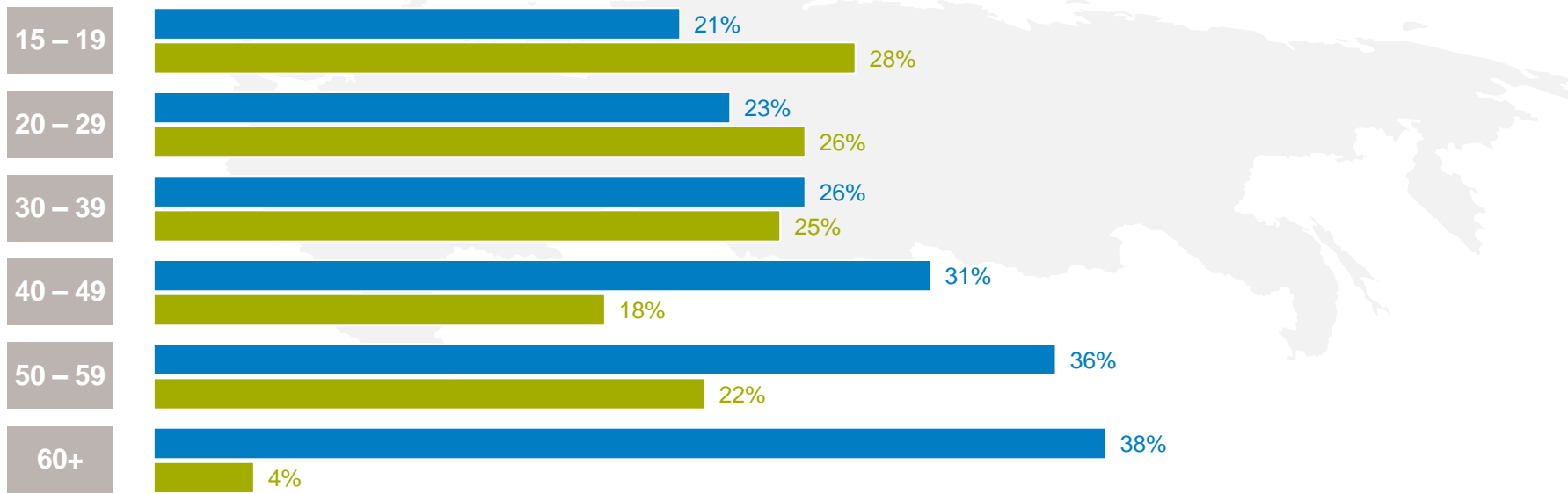
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Agreement and disagreement per age-group across Russia



Russia

Years



✕ Disagreement (bottom 2 boxes) ✓ Agreement (top 2 boxes)

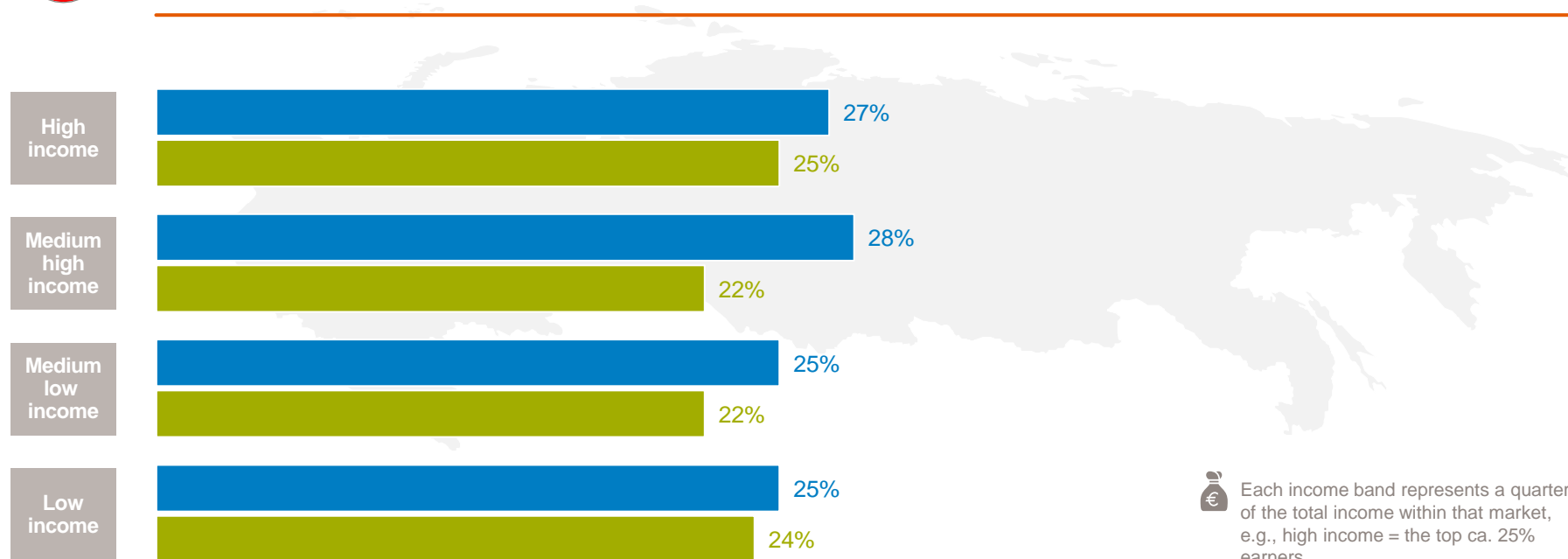
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I find it difficult to take a break from technology, even when I know I should

Agreement and disagreement per income group across Russia



Russia



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners



Disagreement (bottom 2 boxes)



Agreement (top 2 boxes)

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Spain

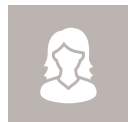


I find it difficult to take a break from technology, even when I know I should

Agreement and disagreement across Spain



Spain



Disagreement (bottom 2 boxes)



Agreement (top 2 boxes)

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

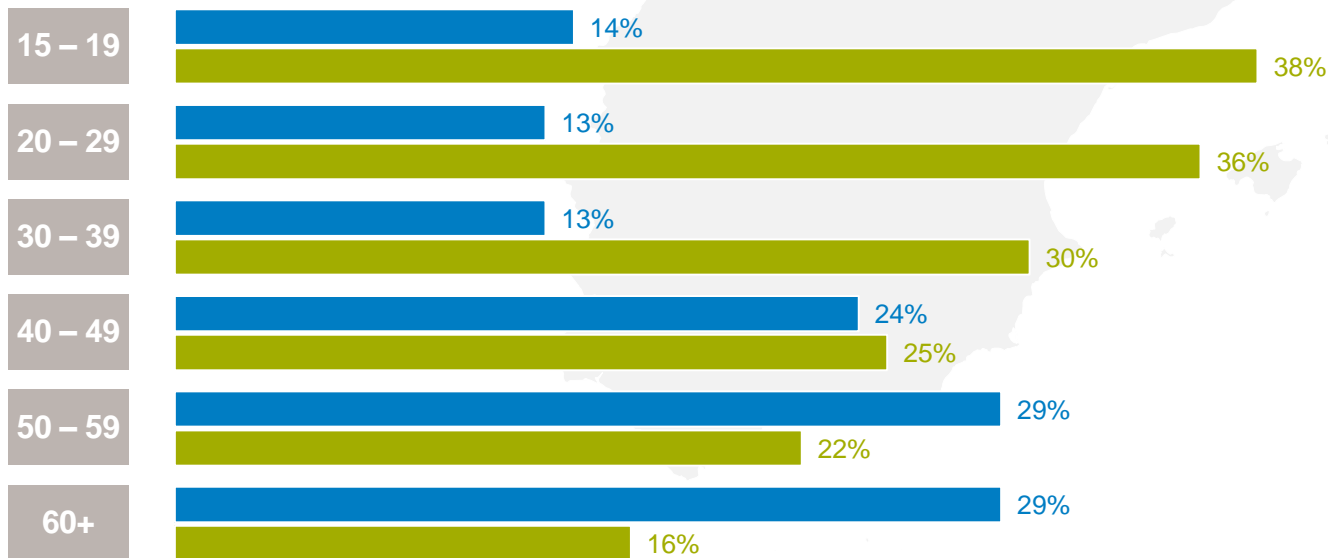
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Agreement and disagreement per age-group across Spain



Spain

Years



Disagreement (bottom 2 boxes)



Agreement (top 2 boxes)

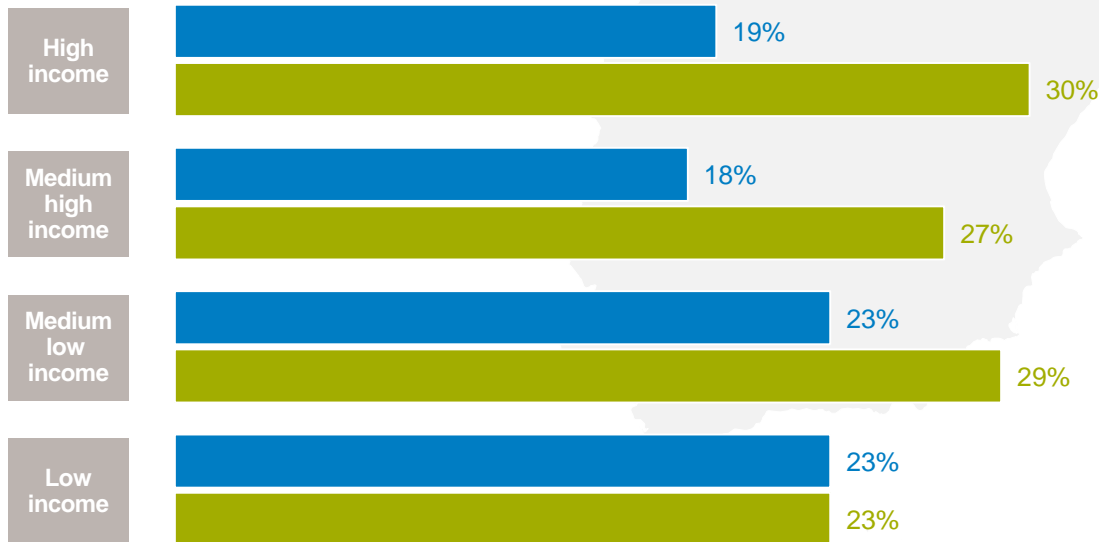
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I find it difficult to take a break from technology, even when I know I should

Agreement and disagreement per income group across Spain



Spain



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners



Disagreement (bottom 2 boxes)



Agreement (top 2 boxes)

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

United Kingdom

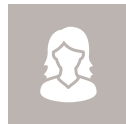


I find it difficult to take a break from technology, even when I know I should

Agreement and disagreement across the United Kingdom



United Kingdom



Disagreement (bottom 2 boxes)



Agreement (top 2 boxes)

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

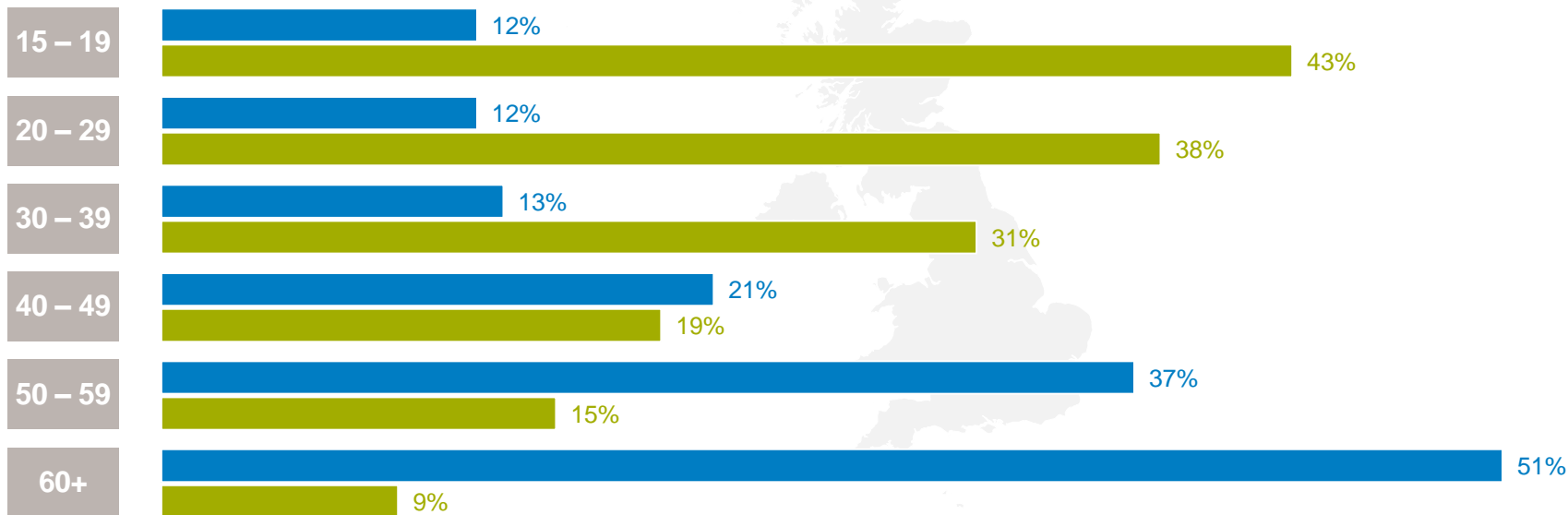
I find it difficult to take a break from technology, even when I know I should

Agreement and disagreement per age-group across the United Kingdom



United Kingdom

Years



✕ Disagreement (bottom 2 boxes) ✓ Agreement (top 2 boxes)

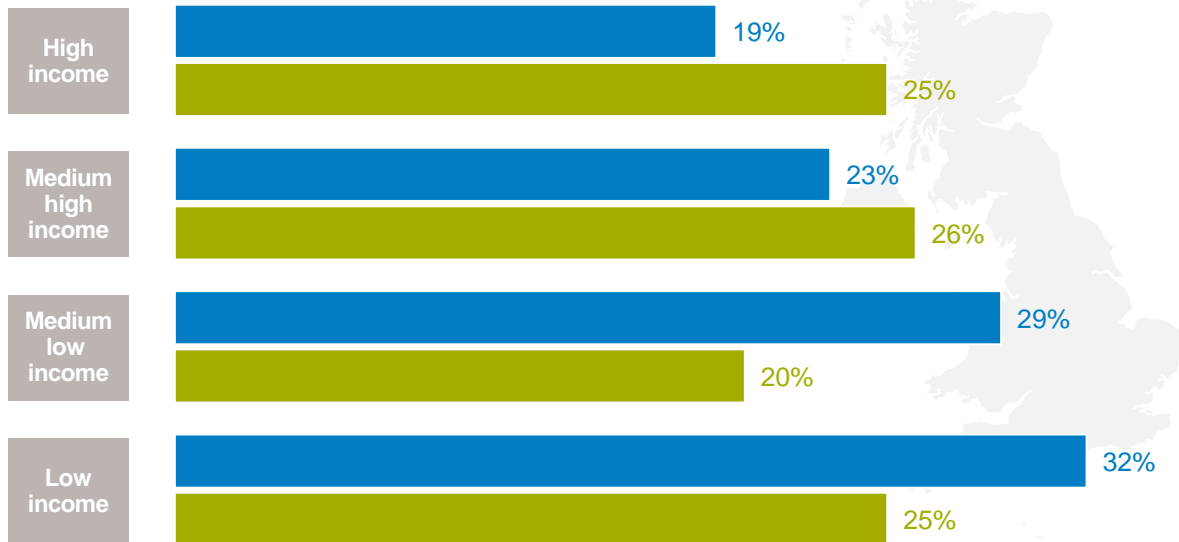
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I find it difficult to take a break from technology, even when I know I should

Agreement and disagreement per income group across the United Kingdom



United Kingdom



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners



Disagreement (bottom 2 boxes)



Agreement (top 2 boxes)

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Country results – North America

Canada



I find it difficult to take a break from technology, even when I know I should

Agreement and disagreement across Canada



Canada



✕ Disagreement (bottom 2 boxes) ✓ Agreement (top 2 boxes)

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

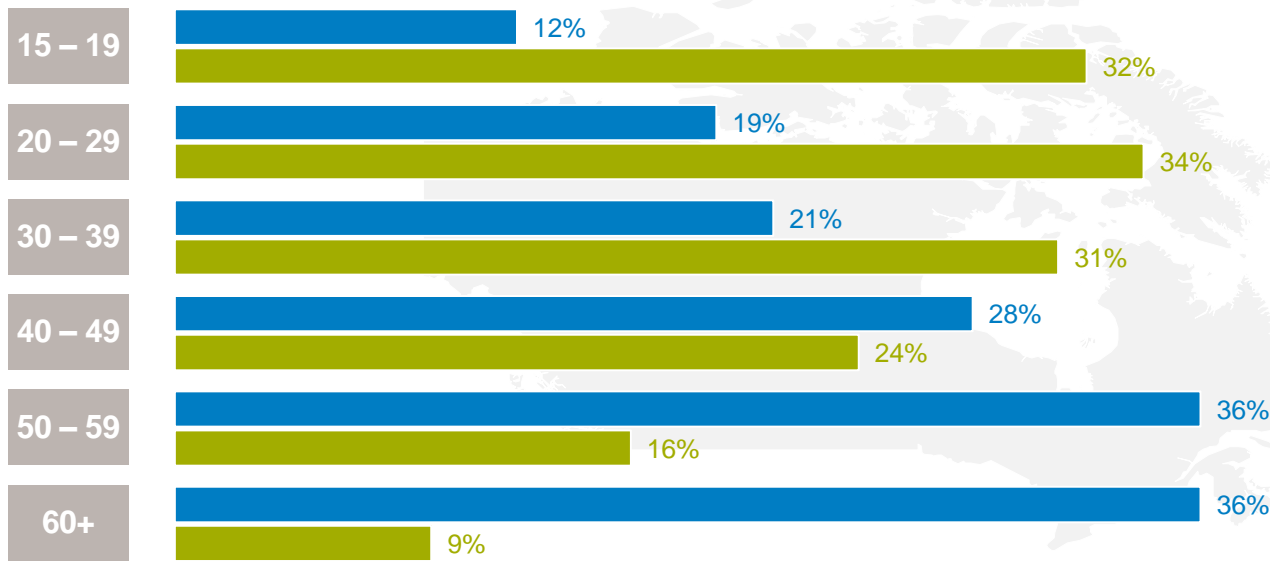
I find it difficult to take a break from technology, even when I know I should

Agreement and disagreement per age-group across Canada



Canada

Years



Disagreement (bottom 2 boxes)



Agreement (top 2 boxes)

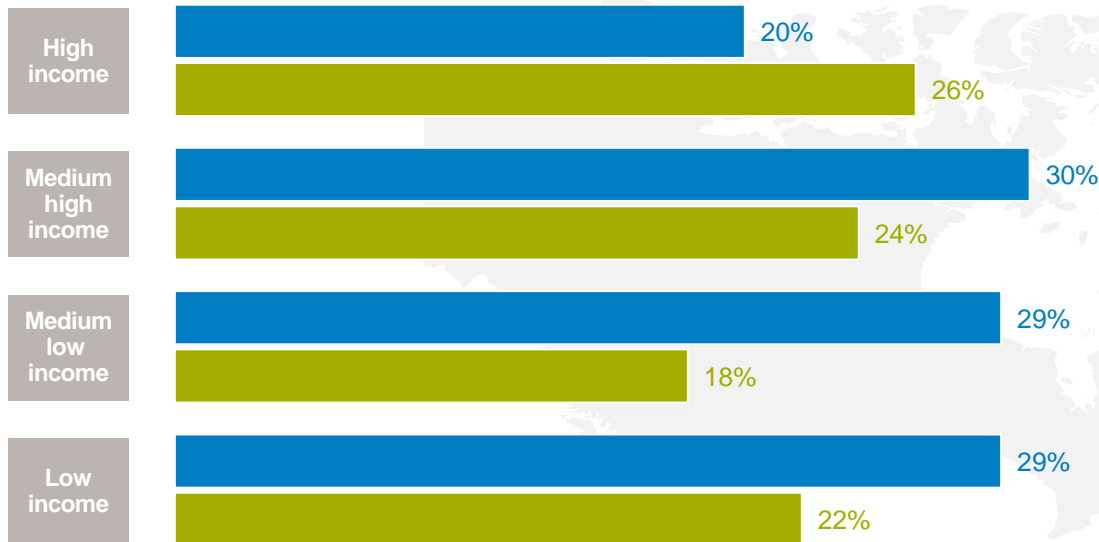
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I find it difficult to take a break from technology, even when I know I should

Agreement and disagreement per income group across Canada



Canada



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners



Disagreement (bottom 2 boxes)



Agreement (top 2 boxes)

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

USA

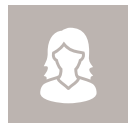


I find it difficult to take a break from technology, even when I know I should

Agreement and disagreement across the USA



USA



Disagreement (bottom 2 boxes)



Agreement (top 2 boxes)

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

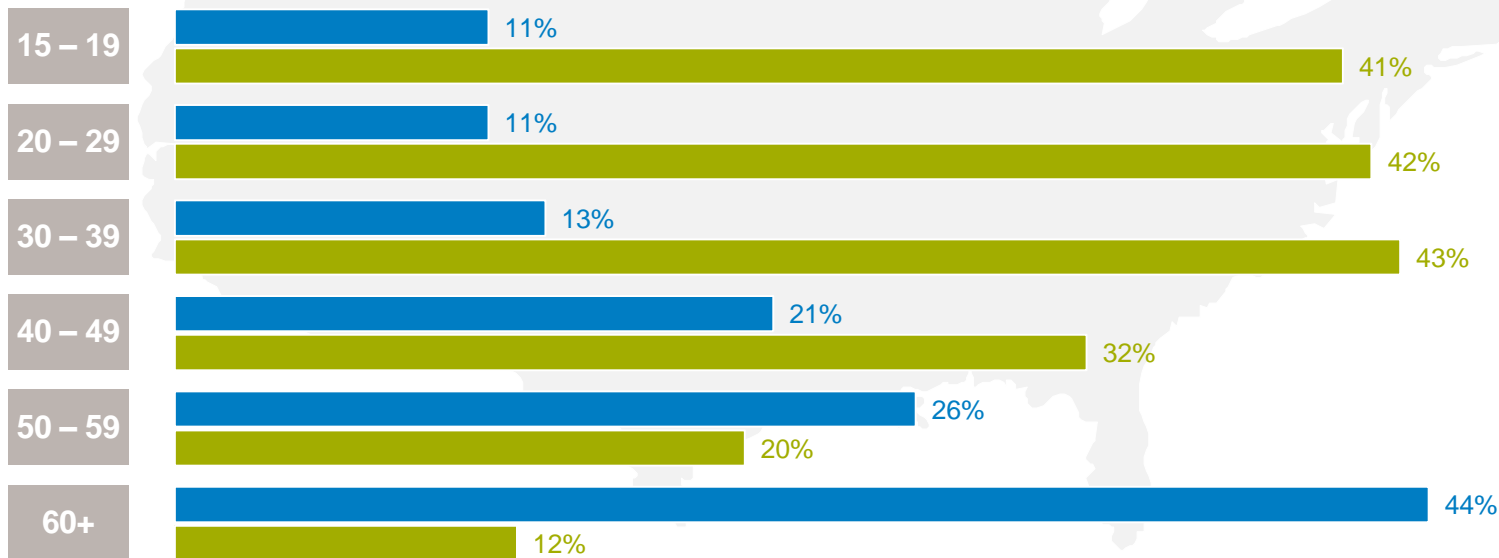
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Agreement and disagreement per age-group across the USA



USA

Years



Disagreement (bottom 2 boxes)



Agreement (top 2 boxes)

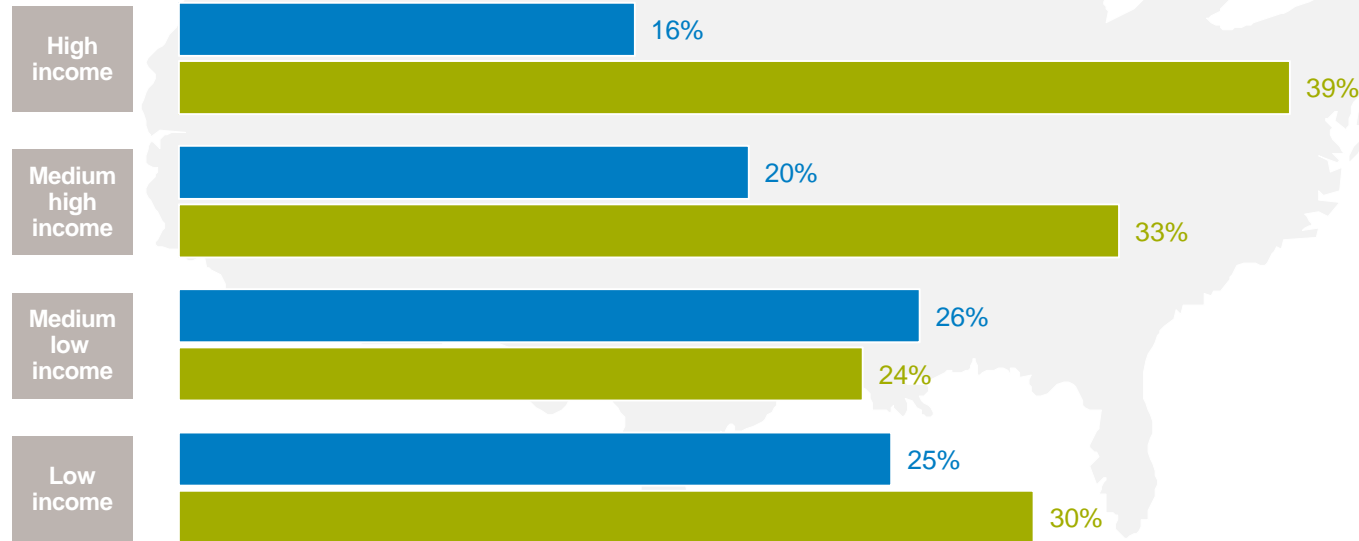
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I find it difficult to take a break from technology, even when I know I should

Agreement and disagreement per income group across the USA



USA



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners



Disagreement (bottom 2 boxes)



Agreement (top 2 boxes)

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Country results – Latin America

Argentina

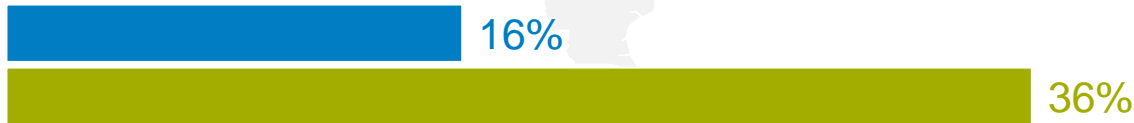
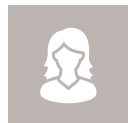


I find it difficult to take a break from technology, even when I know I should

Agreement and disagreement across Argentina



Argentina



✕ Disagreement (bottom 2 boxes) ✓ Agreement (top 2 boxes)

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

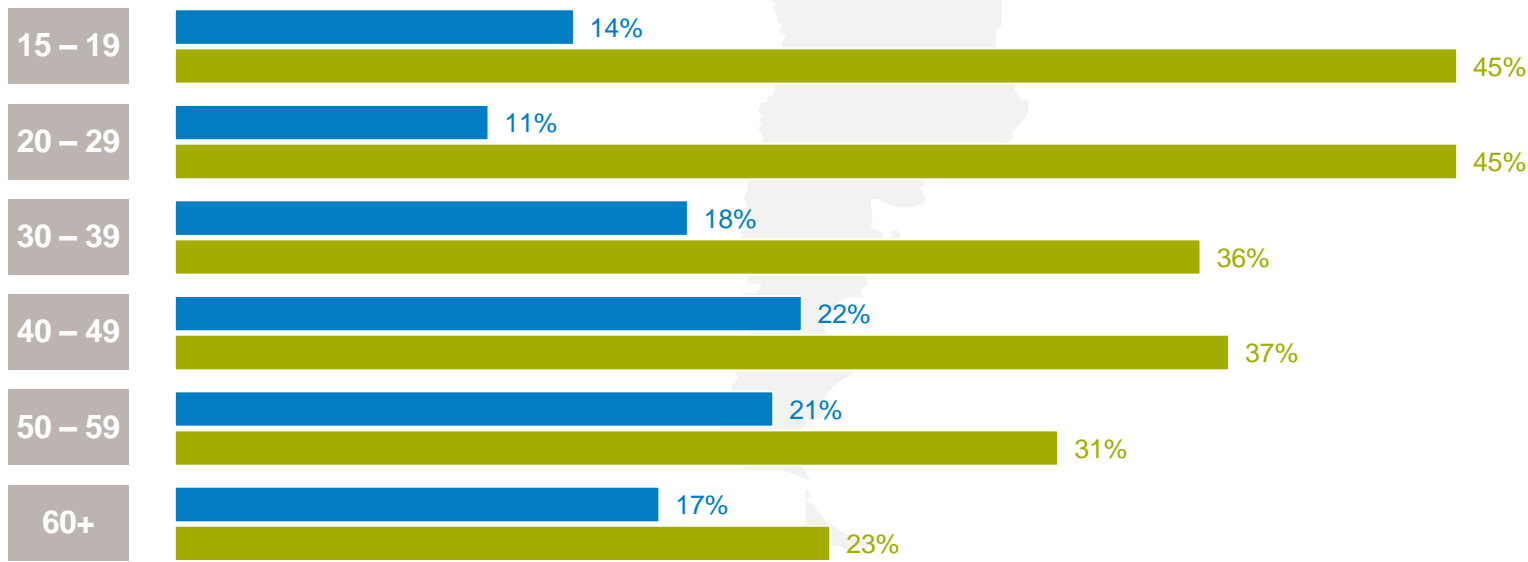
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Agreement and disagreement per age-group across Argentina



Argentina

Years



Disagreement (bottom 2 boxes)



Agreement (top 2 boxes)

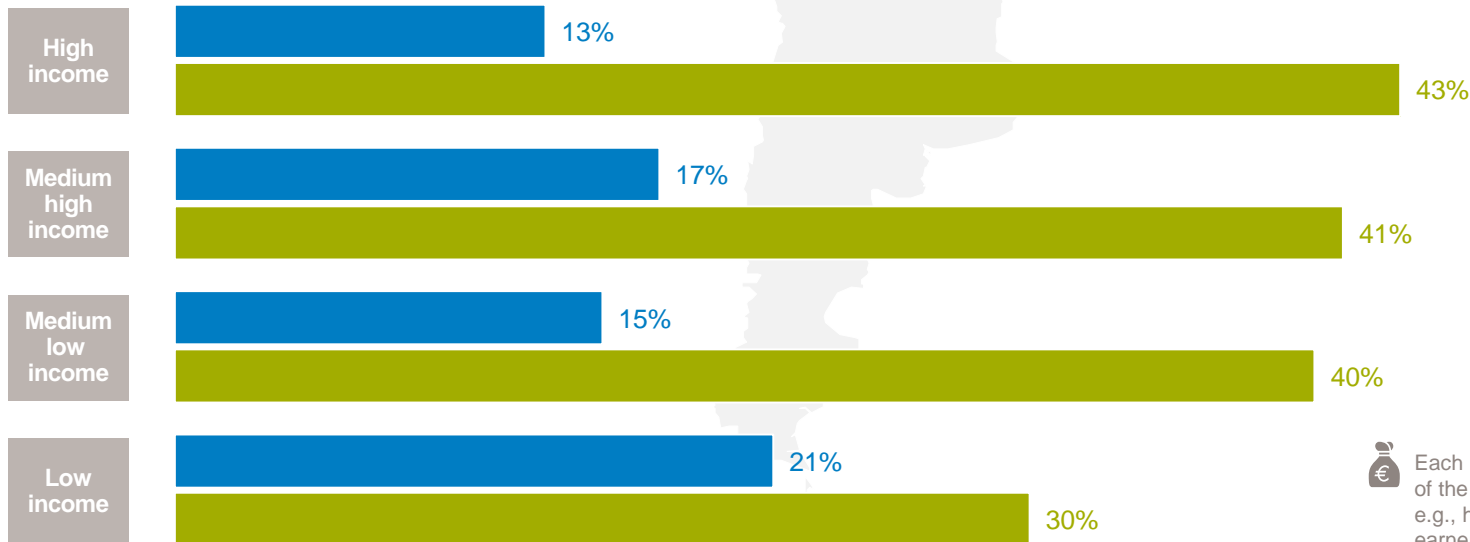
Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

I find it difficult to take a break from technology, even when I know I should

Agreement and disagreement per income group across Argentina



Argentina



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners



Disagreement (bottom 2 boxes)



Agreement (top 2 boxes)

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Brazil

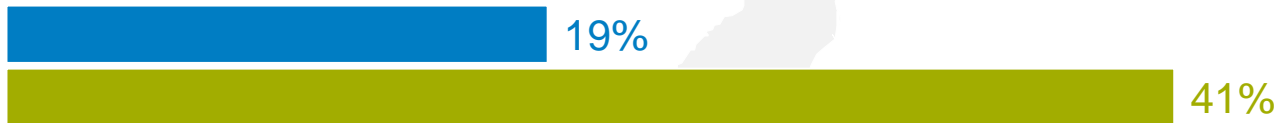
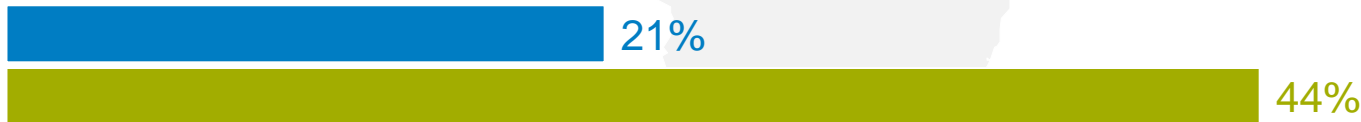
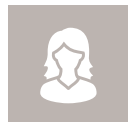
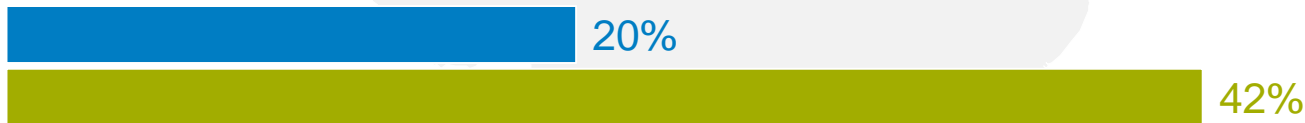


I find it difficult to take a break from technology, even when I know I should

Agreement and disagreement across Brazil



Brazil



✕ Disagreement (bottom 2 boxes) ✓ Agreement (top 2 boxes)

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

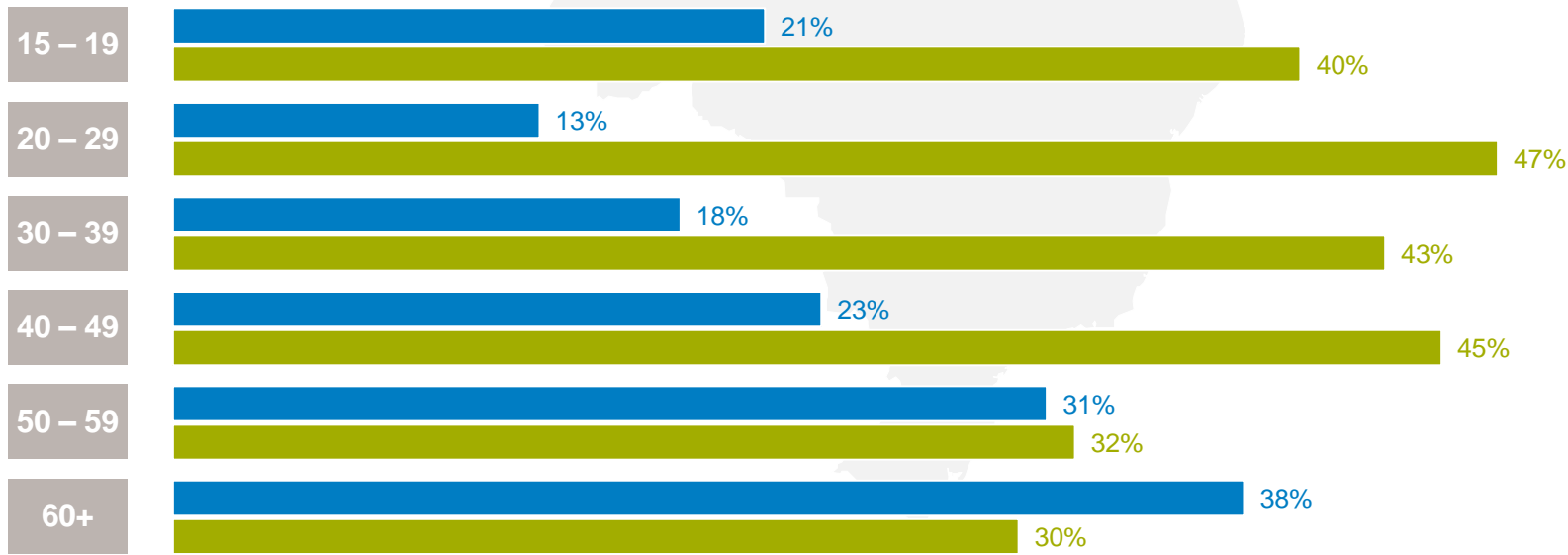
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Agreement and disagreement per age-group across Brazil



Brazil

Years



Disagreement (bottom 2 boxes)



Agreement (top 2 boxes)

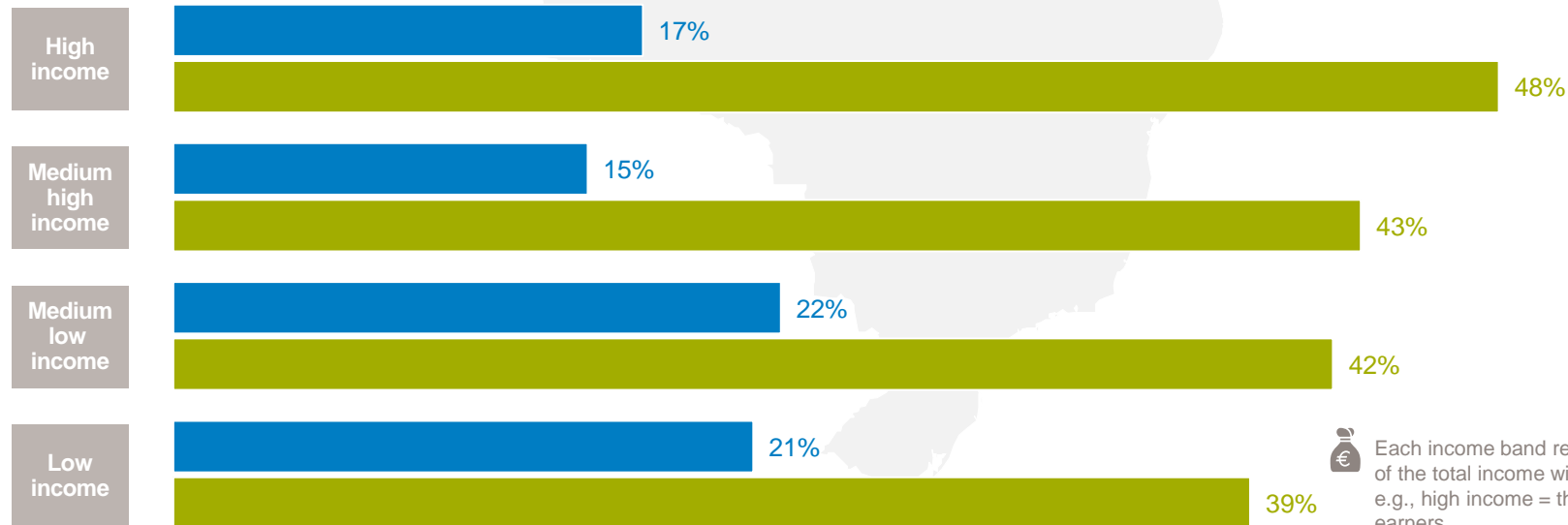
Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

I find it difficult to take a break from technology, even when I know I should

Agreement and disagreement per income group across Brazil



Brazil



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners



Disagreement (bottom 2 boxes)



Agreement (top 2 boxes)

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Mexico

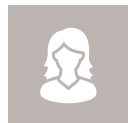


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Agreement and disagreement across Mexico



Mexico



Disagreement (bottom 2 boxes)



Agreement (top 2 boxes)

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

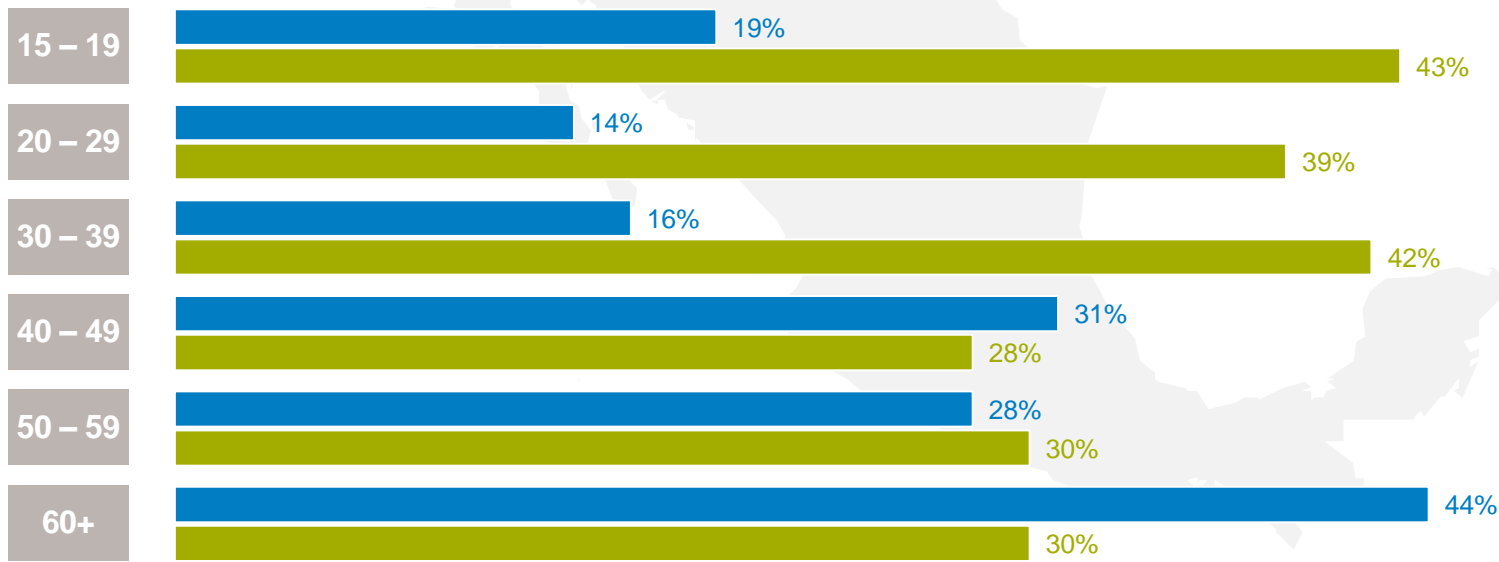
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Agreement and disagreement per age-group across Mexico



Mexico

Years



✕ Disagreement (bottom 2 boxes) ✓ Agreement (top 2 boxes)

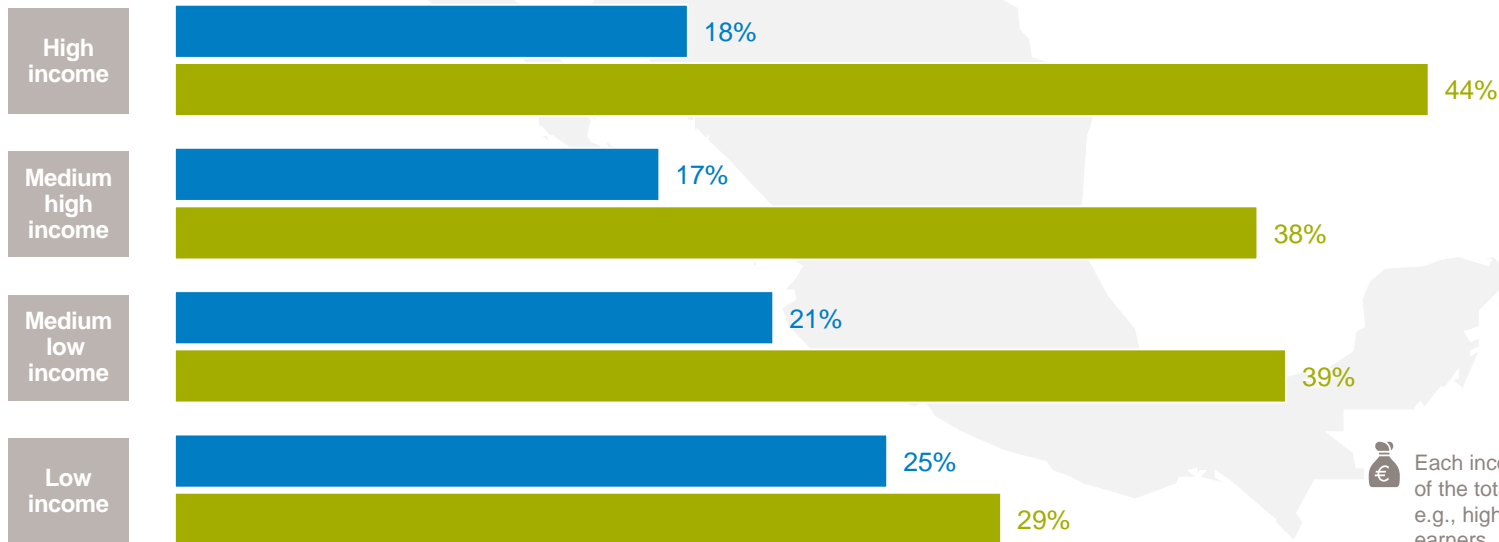
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Agreement and disagreement per income group across Mexico



Mexico



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners



Disagreement (bottom 2 boxes)



Agreement (top 2 boxes)

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Country results – Asia-Pacific

Australia



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Agreement and disagreement across Australia



Australia



✕ Disagreement (bottom 2 boxes) ✓ Agreement (top 2 boxes)

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

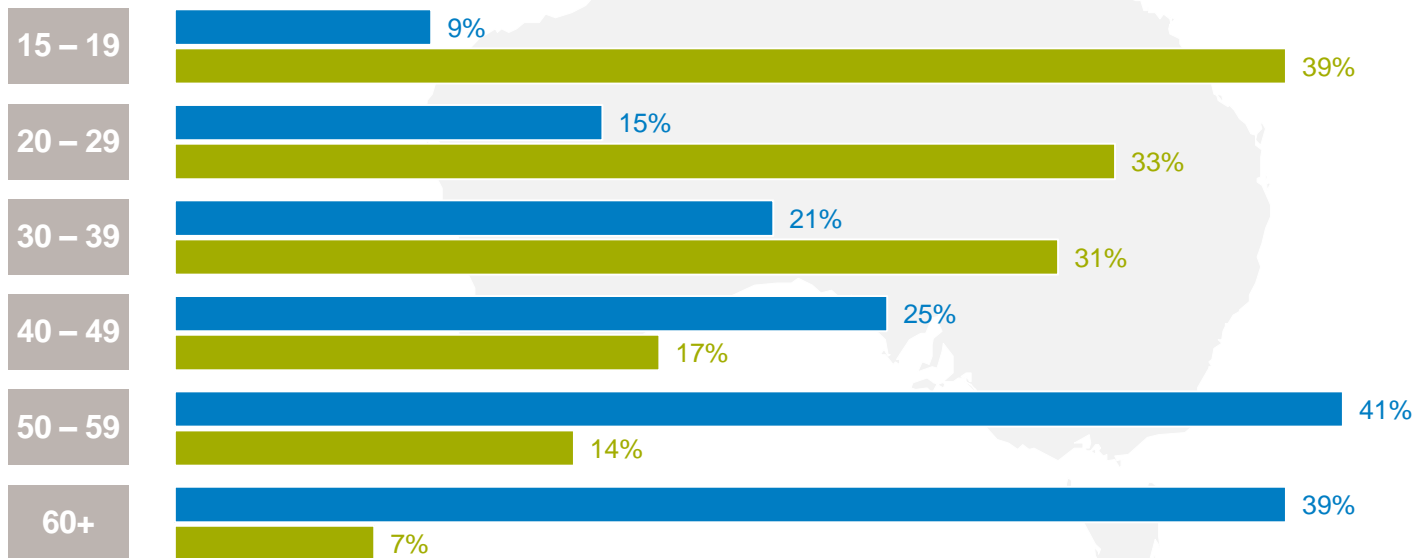
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Agreement and disagreement per age-group across Australia



Australia

Years



Disagreement (bottom 2 boxes)



Agreement (top 2 boxes)

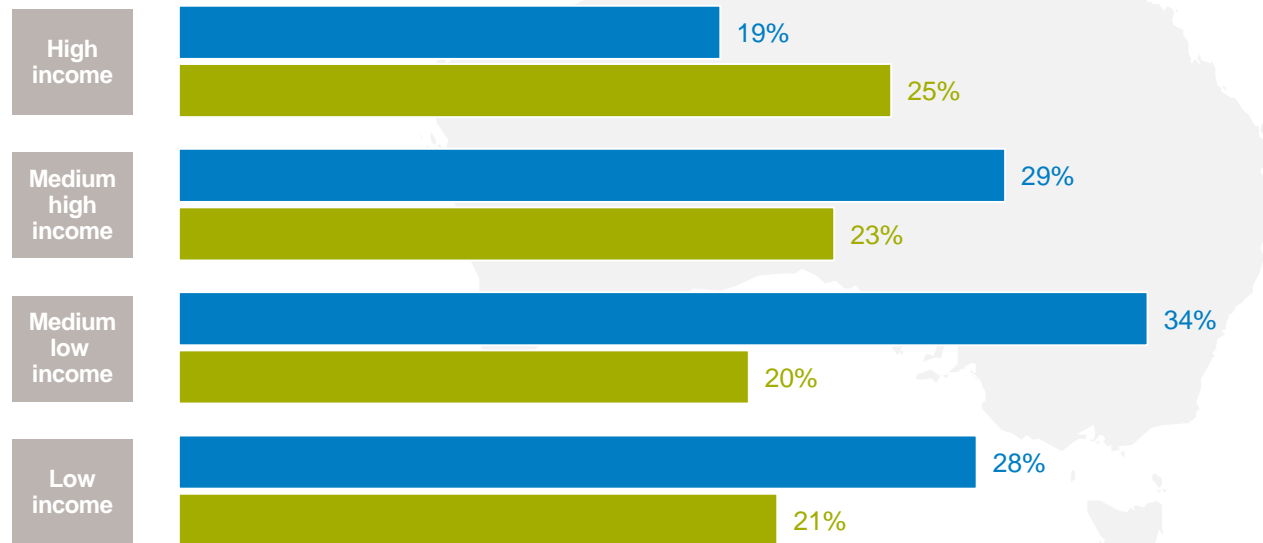
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Agreement and disagreement per income group across Australia



Australia



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners



Disagreement (bottom 2 boxes)



Agreement (top 2 boxes)

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

China



I find it difficult to take a break from technology, even when I know I should

Agreement and disagreement across China



China



Disagreement (bottom 2 boxes)



Agreement (top 2 boxes)

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

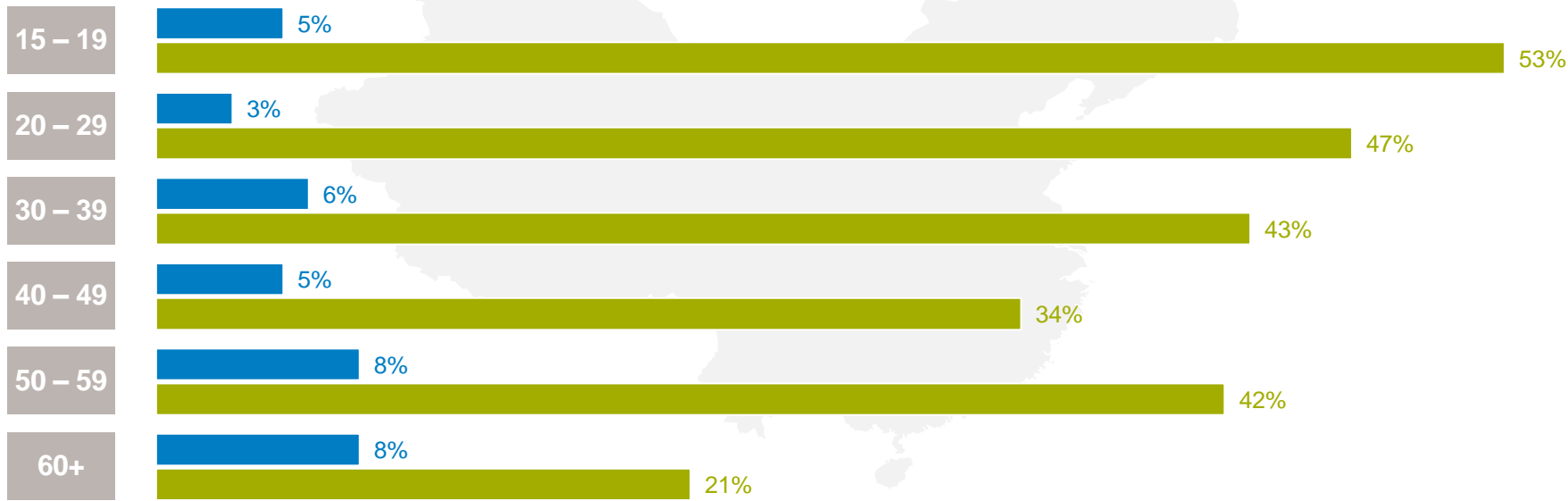
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Agreement and disagreement per age-group across China



China

Years



Disagreement (bottom 2 boxes)



Agreement (top 2 boxes)

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

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Agreement and disagreement per income group across China



China



Each income band represents a quarter of the total income within that market, e.g., high income = the top ca. 25% earners



Disagreement (bottom 2 boxes)



Agreement (top 2 boxes)

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Japan

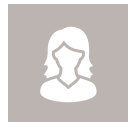


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Agreement and disagreement across Japan



Japan



Disagreement (bottom 2 boxes)



Agreement (top 2 boxes)

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

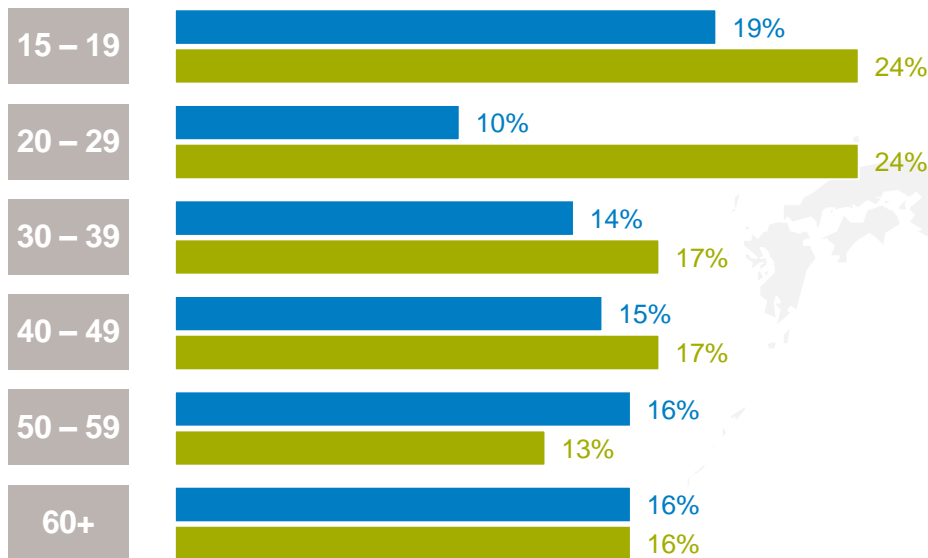
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Agreement and disagreement per age-group across Japan



Japan

Years



Disagreement (bottom 2 boxes)



Agreement (top 2 boxes)

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

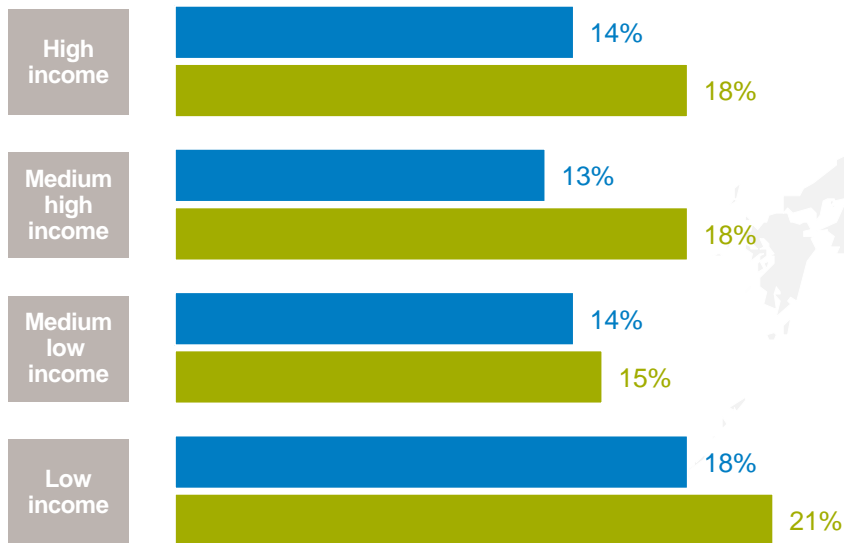
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Agreement and disagreement per income group across Japan



Japan



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Disagreement (bottom 2 boxes)



Agreement (top 2 boxes)

Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

South Korea

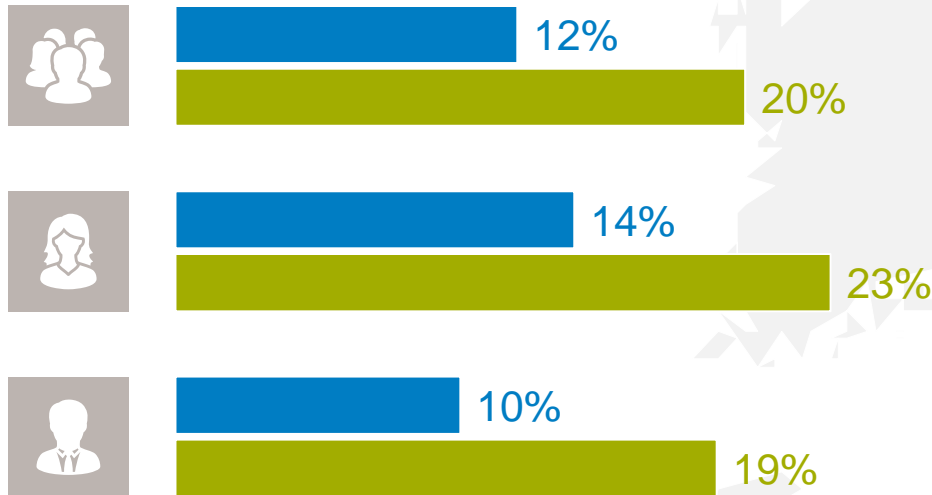


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Agreement and disagreement across South Korea



South Korea



✕ Disagreement (bottom 2 boxes) ✓ Agreement (top 2 boxes)

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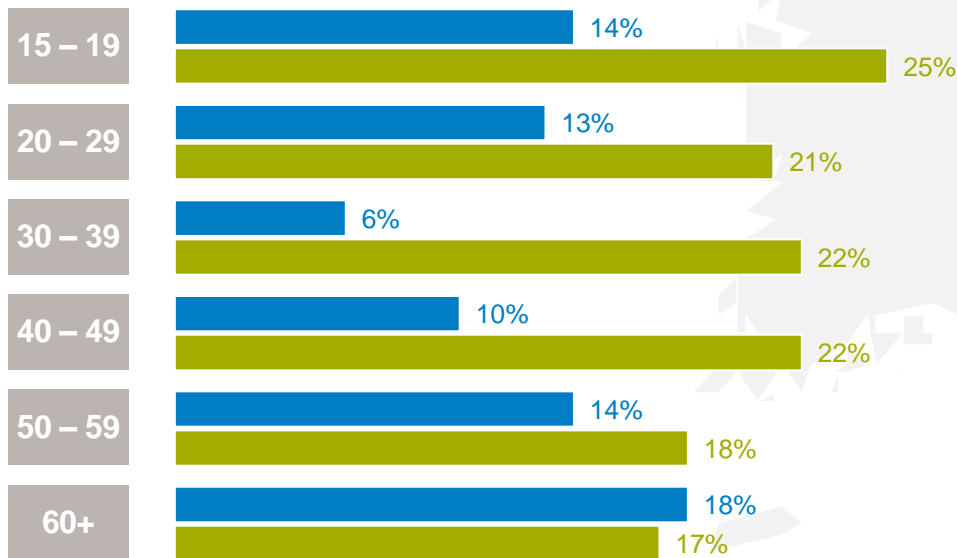
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Agreement and disagreement per age-group across South Korea



South Korea

Years



✕ Disagreement (bottom 2 boxes) ✓ Agreement (top 2 boxes)

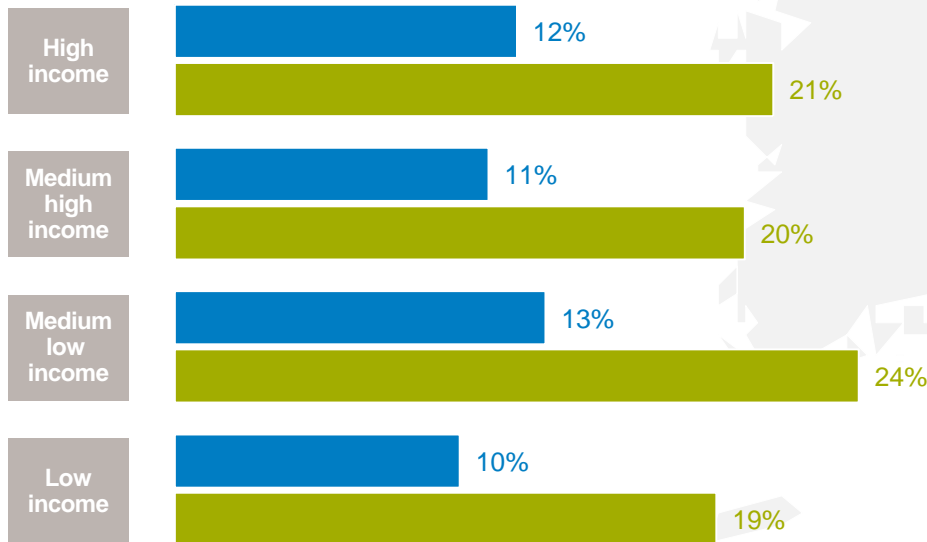
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Agreement and disagreement per income group across South Korea



South Korea



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Agreement (top 2 boxes)

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For more information please contact
press@gfk.com