Concerns about safety and security

Global GfK survey

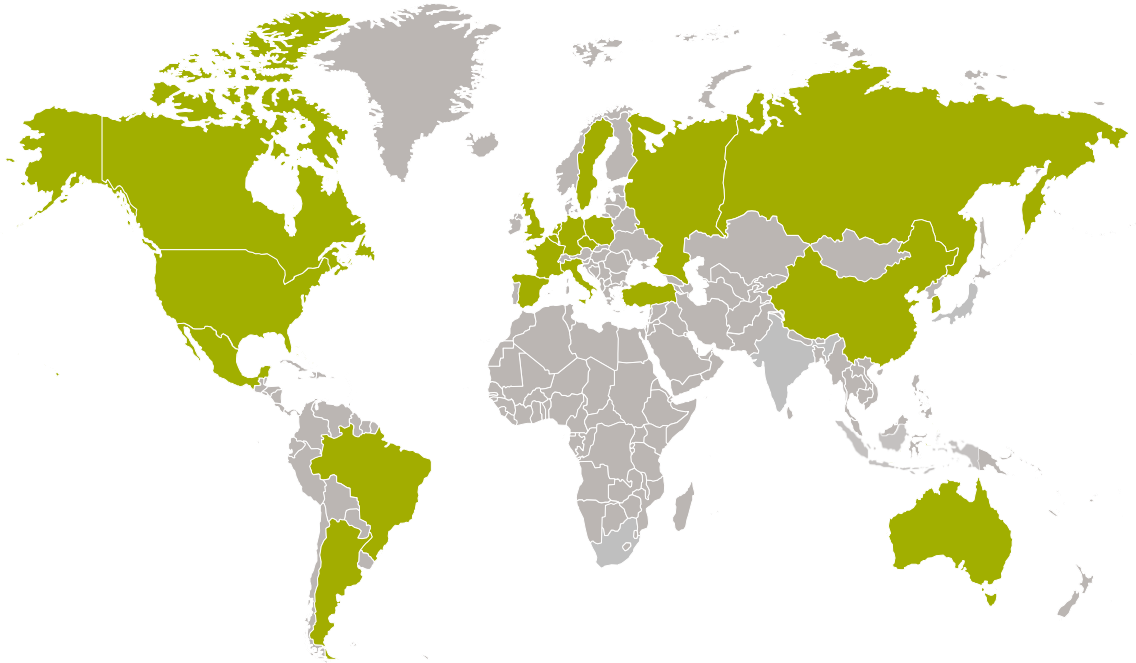
July 2016

Global GfK survey: Concerns about safety and security

1 Methodology

2 Global results

3 Country results



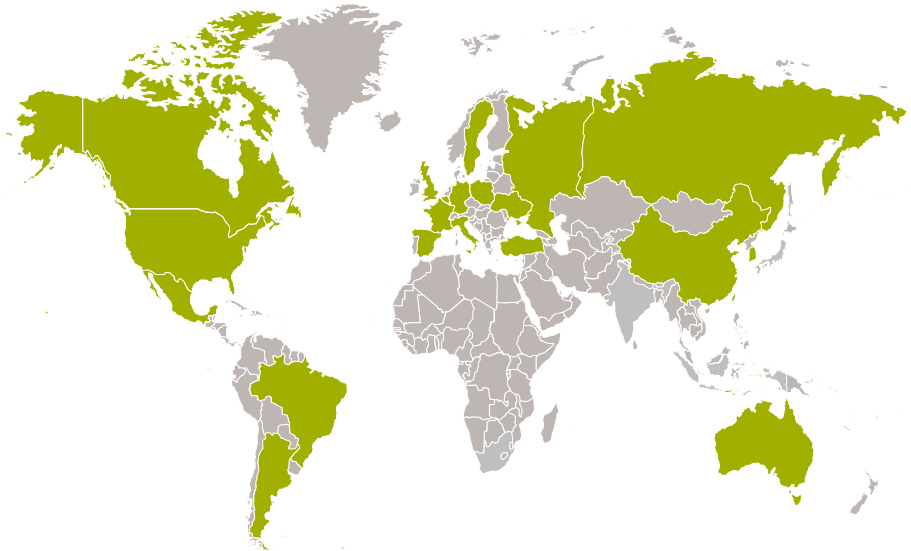
*To see country results, click on the map. To go back to the table of content, click on the GfK logo anywhere in the document.

Methodology

Countries covered, methodology and sample size

GfK interviewed in summer 2015 more than 25,000 consumers (aged 15 and older) in 21 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)
- Australia (online/n=1000)
- Belgium (online/n=1012)
- Brazil (online/n=1512)
- Canada (online/n=1012)
- China (online/n=1501)
- Czech Republic (online/n=1003)
- France (online/n=1517)
- Germany (online/n=1511)
- Hong Kong (online/n=1003)
- Italy (online/n=1521)
- Mexico (online/n=1029)
- Netherlands (online/n=1001)
- Poland (online/n=1005)
- Russia (online/n=1514)
- South Korea (online/n=1000)
- Spain (online/n=1534)
- Sweden (online/n=1000)
- Turkey (online/n=831)
- UK (online/n=1501)
- 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."

"I am always concerned about my safety and security"

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

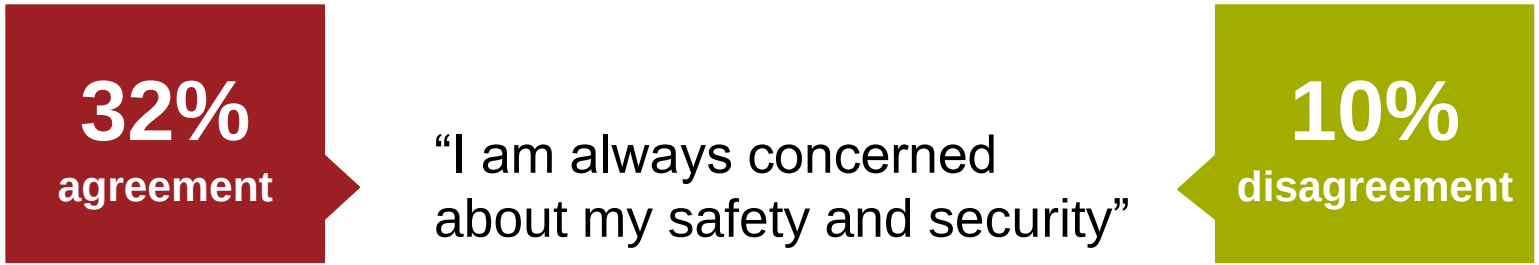
Global results

Highlights

- Close to a third (32 percent) of the online population across 21 countries firmly indicate that they are always concerned about their safety and security, compared to only ten percent who firmly indicate that they are not.
- Latin American countries, Turkey and Russia are in the top five for numbers who are always concerned
- Sweden, Germany and Netherlands have highest levels of perceived personal safety
- Women not always more safety concerned than men
- Age has little impact on concerns for personal safety

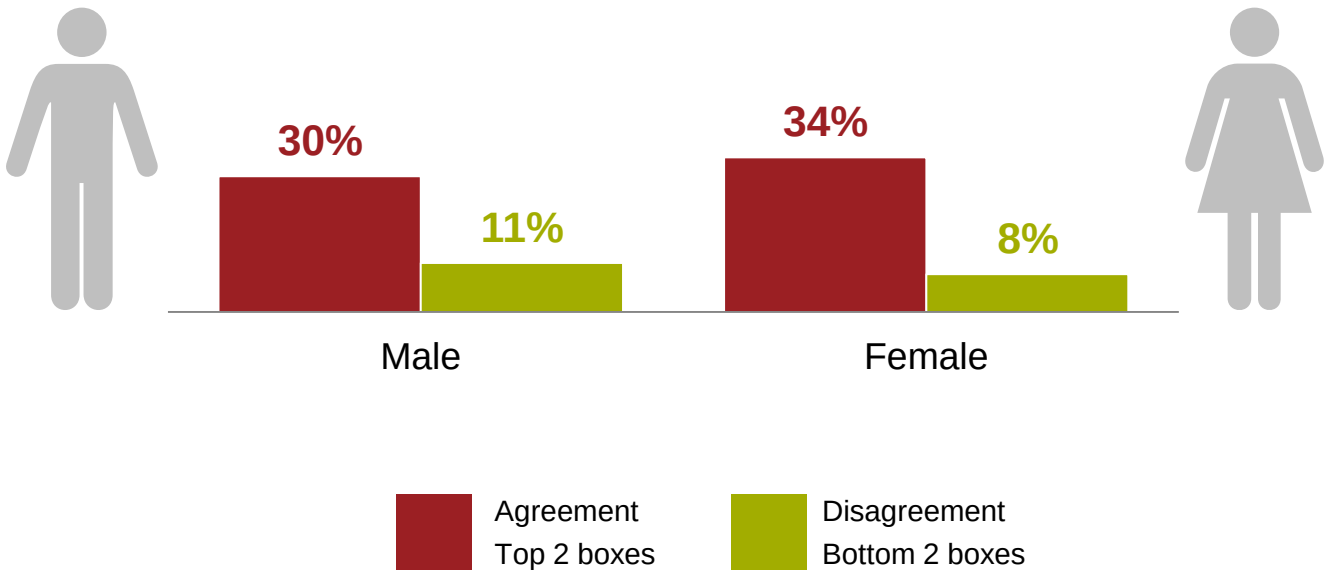
Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

“I am always concerned about my safety and security”
Average agreement and disagreement across 21 countries



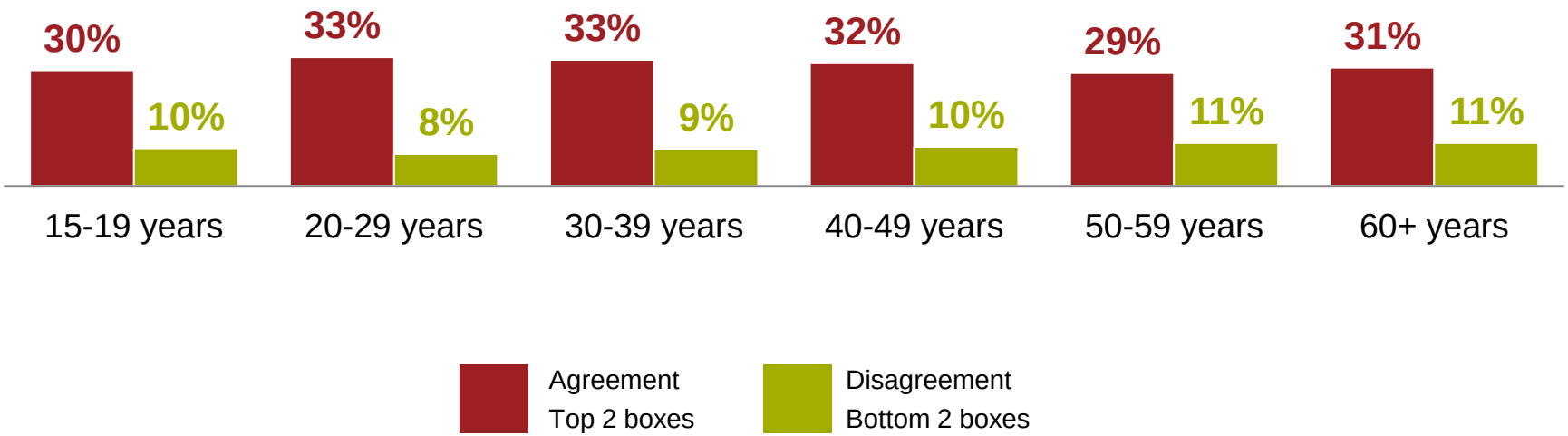
Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

“I am always concerned about my safety and security”
Average agreement and disagreement per gender across 21 countries



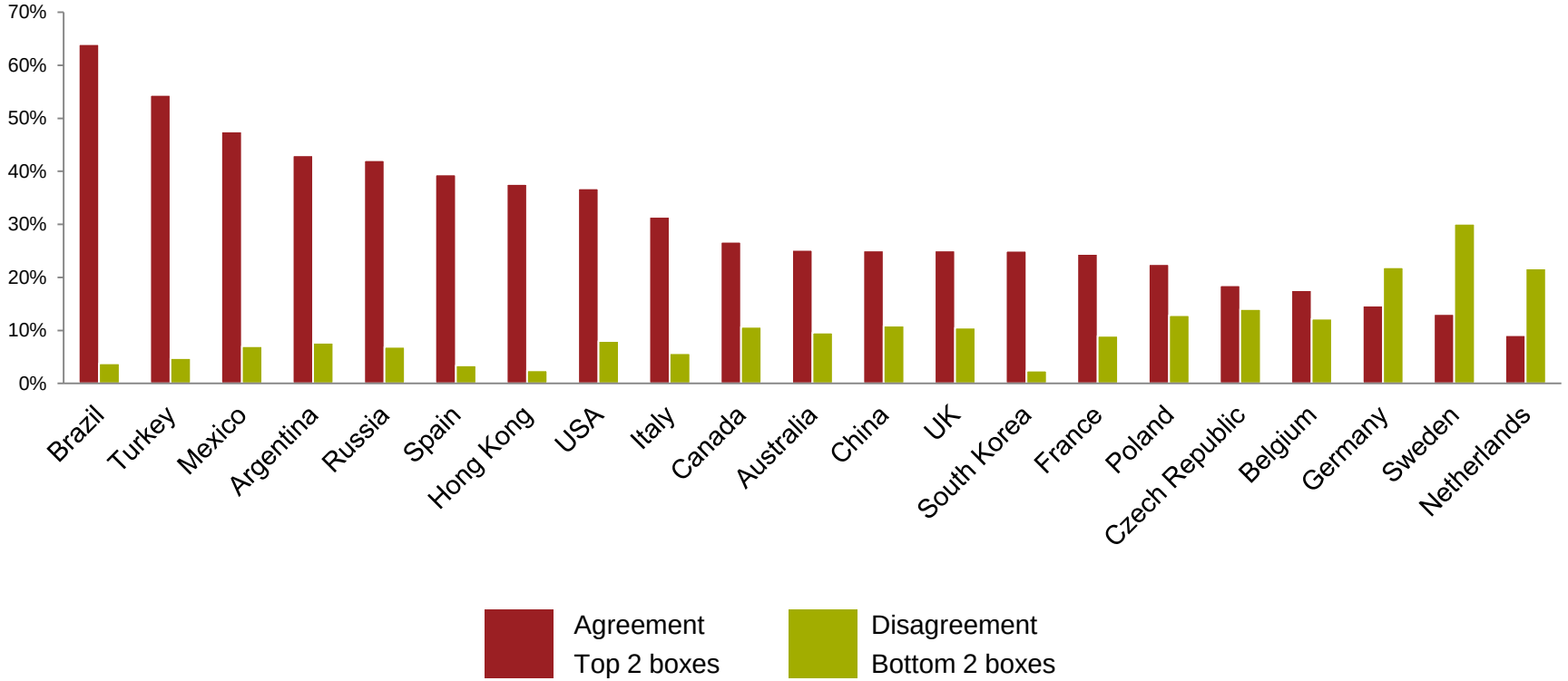
Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

“I am always concerned about my safety and security”
Average agreement and disagreement per age-group across 21 countries



Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

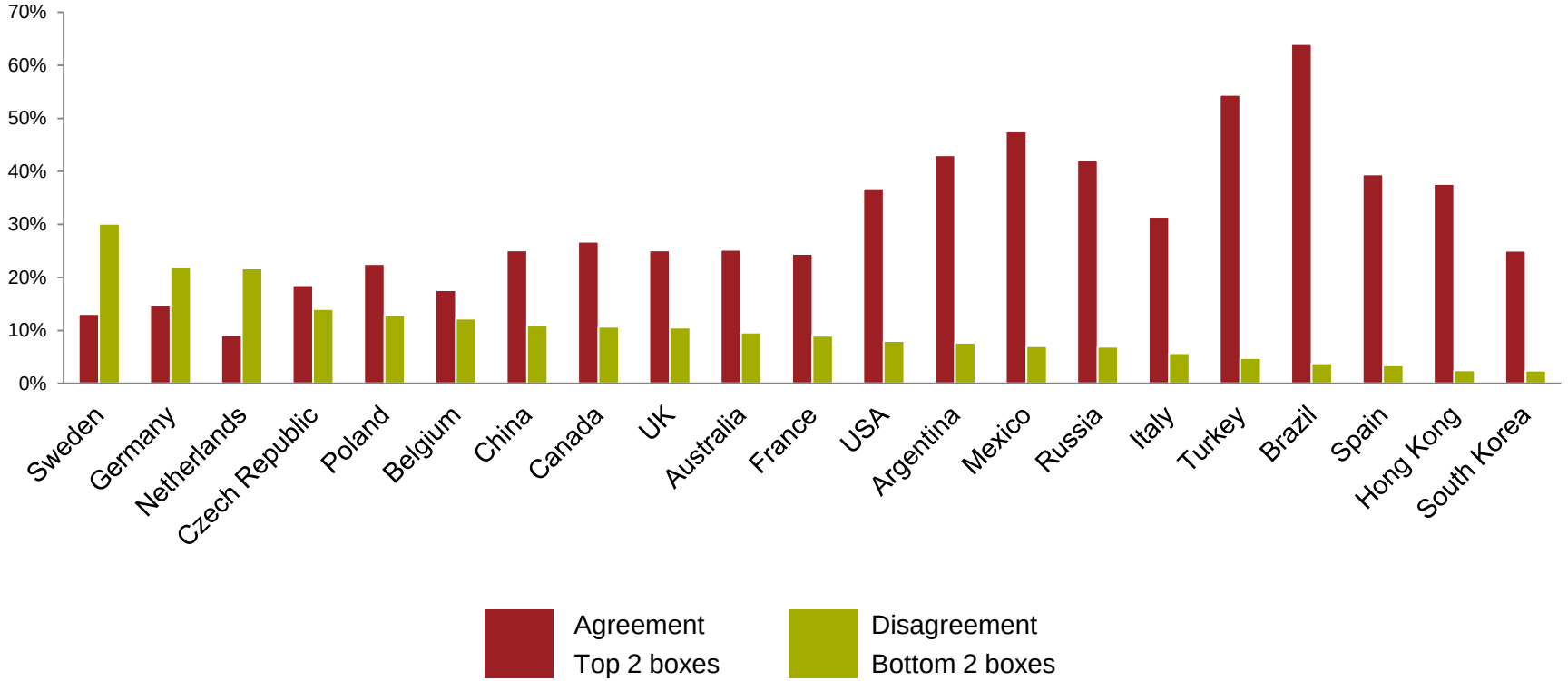
“I am always concerned about my safety and security”
Country comparison ranked by highest agreement



Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

“I am always concerned about my safety and security”

Country comparison ranked by highest disagreement

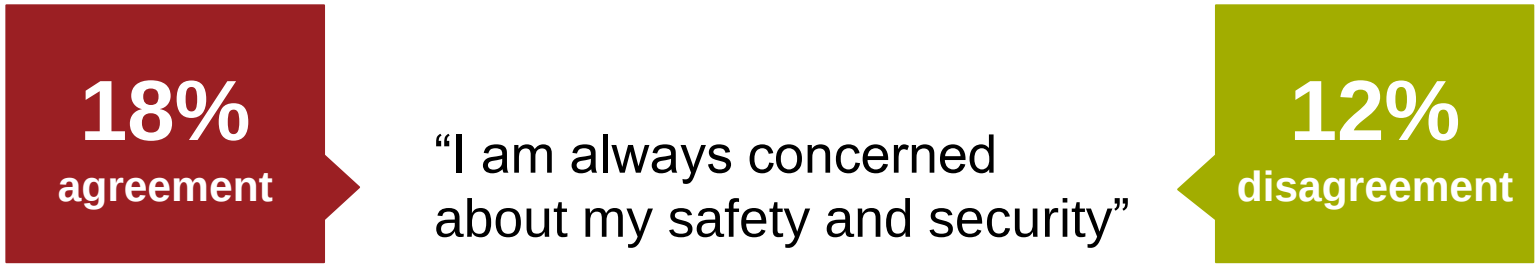


Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

Country results – Europe

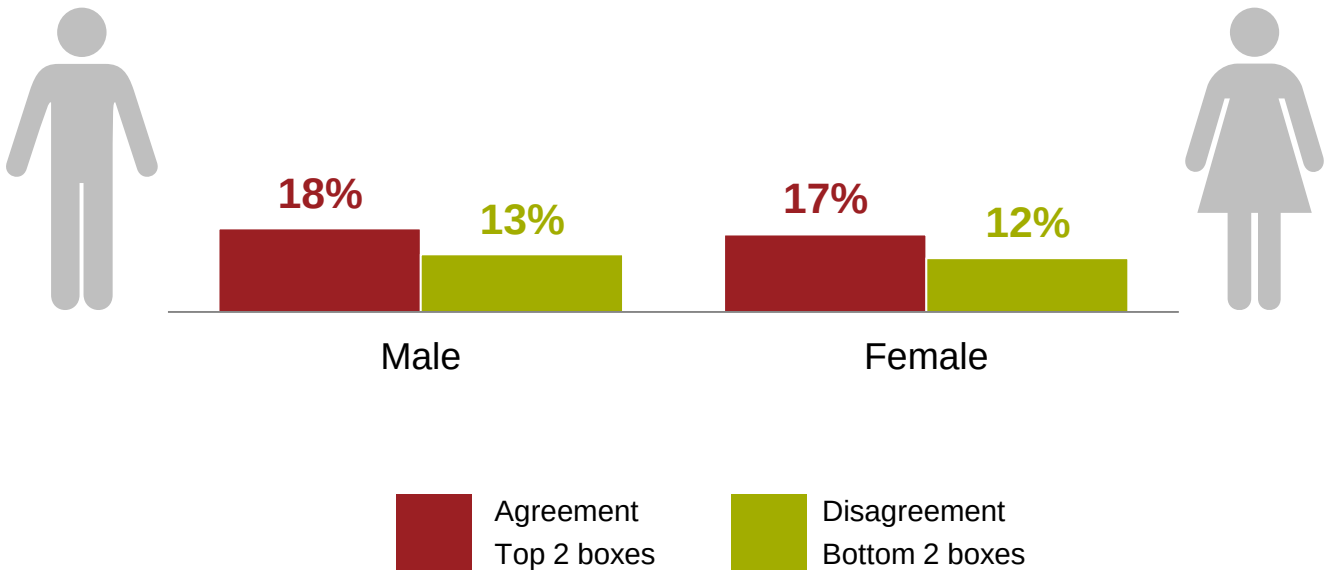
Belgium

“I am always concerned about my safety and security” Average agreement and disagreement in Belgium



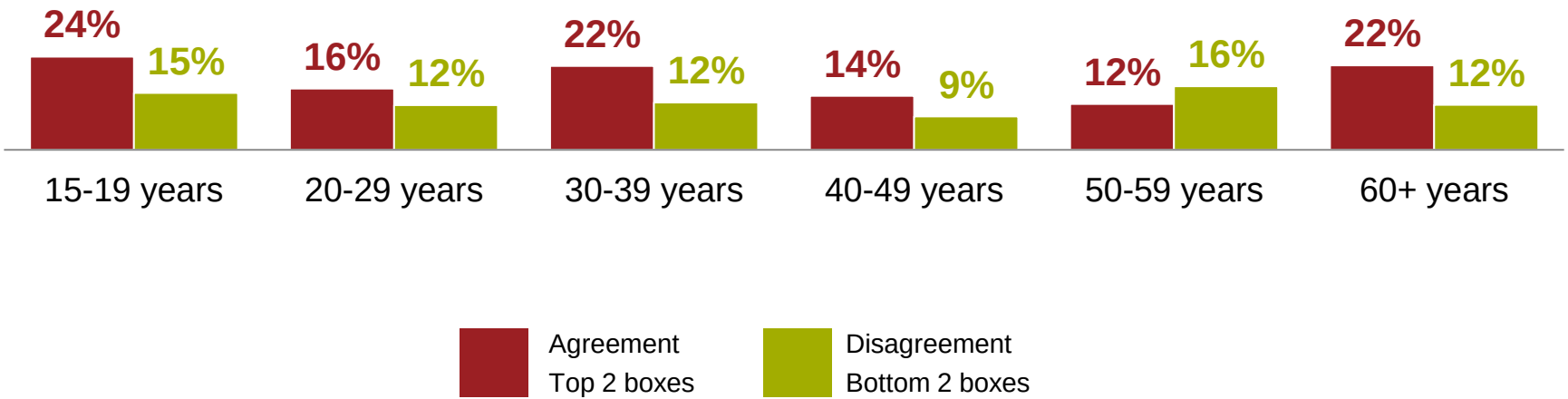
Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

“I am always concerned about my safety and security”
Average agreement and disagreement per gender in Belgium



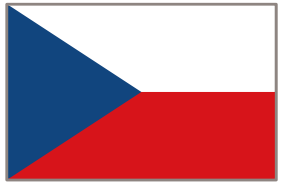
Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

“I am always concerned about my safety and security”
Average agreement and disagreement per age-group in Belgium

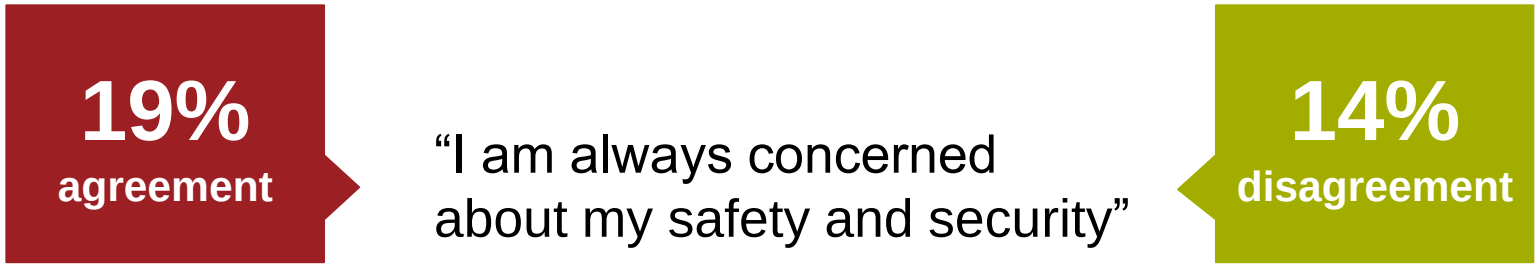


Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

Czech Republic

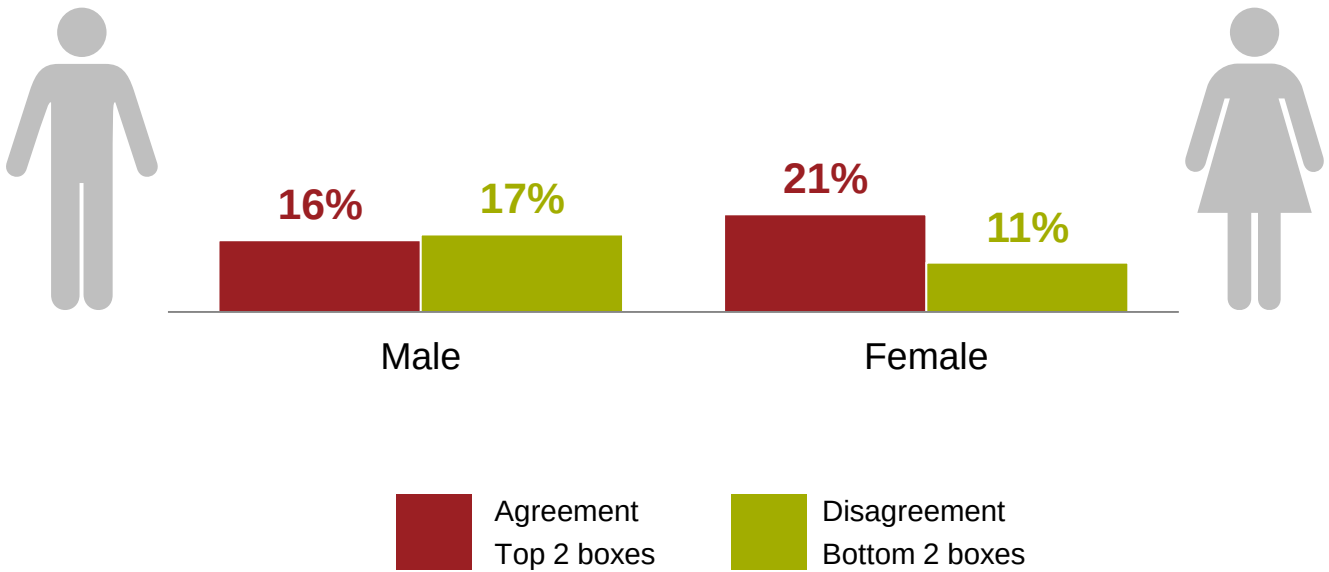


“I am always concerned about my safety and security” Average agreement and disagreement in Czech Republic



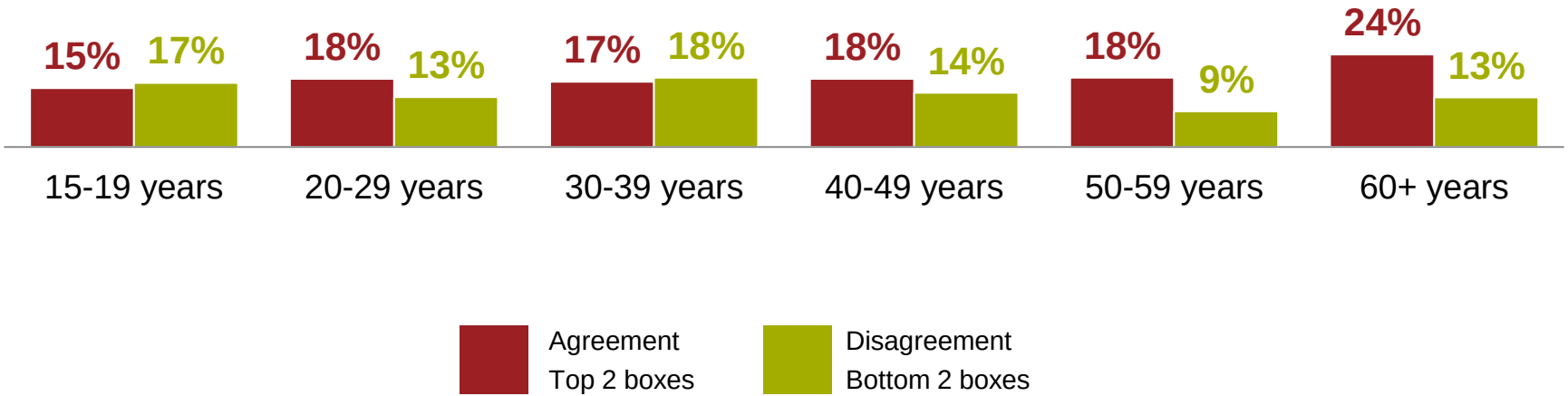
Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

“I am always concerned about my safety and security”
Average agreement and disagreement per gender in Czech Republic



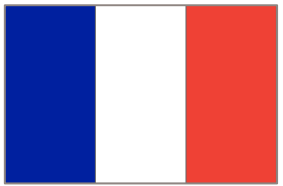
Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

“I am always concerned about my safety and security”
Average agreement and disagreement per age-group in Czech Republic

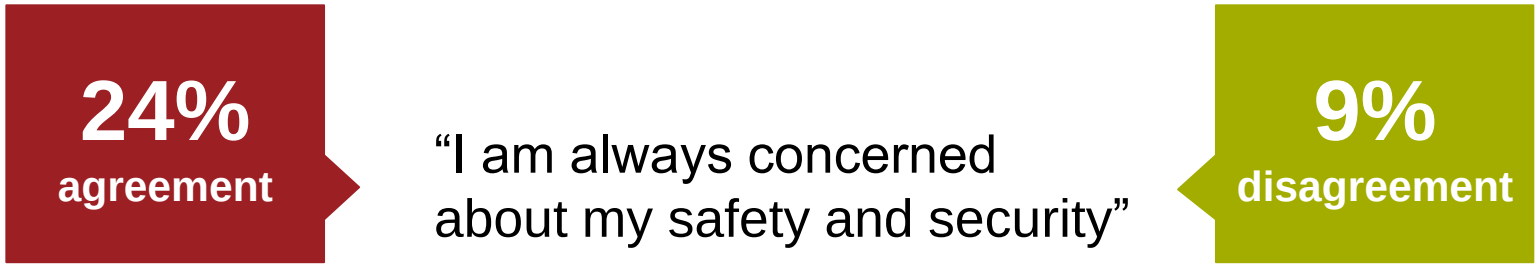


Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

France

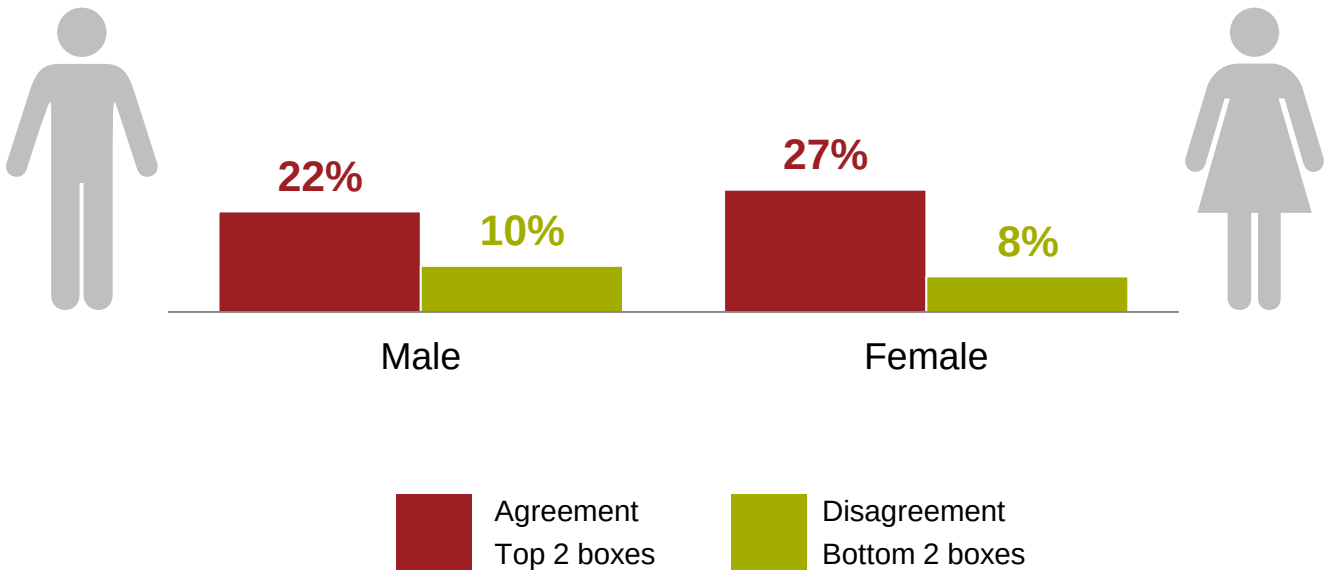


“I am always concerned about my safety and security” Average agreement and disagreement in France



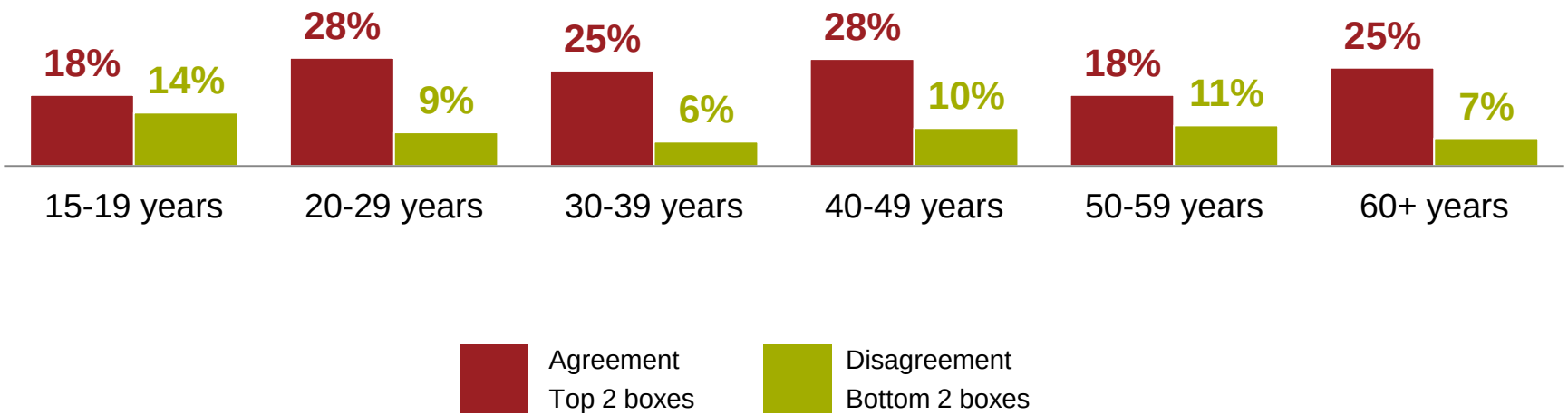
Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

“I am always concerned about my safety and security”
Average agreement and disagreement per gender in France



Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

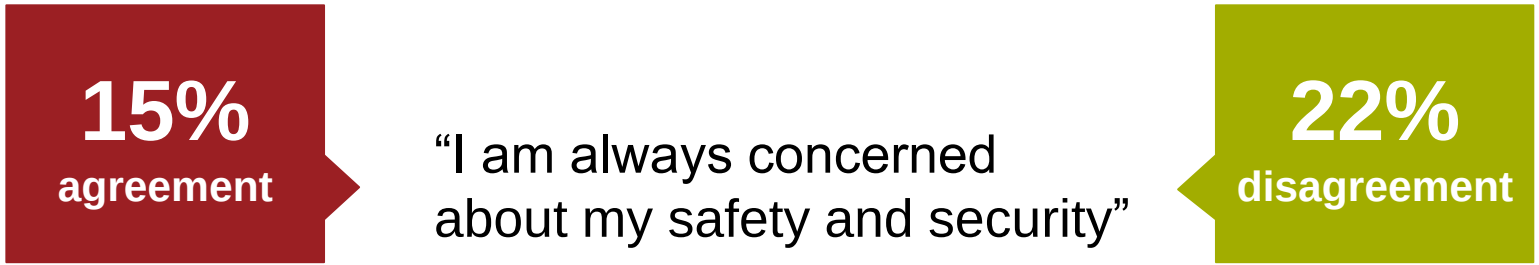
“I am always concerned about my safety and security”
Average agreement and disagreement per age-group in France



Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

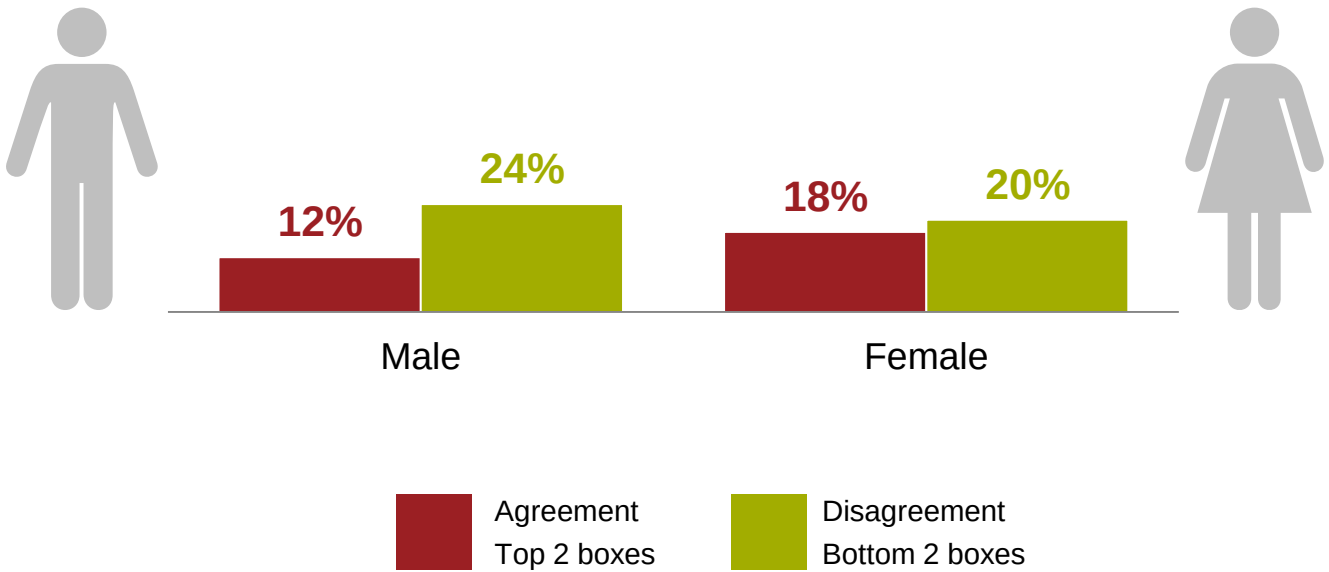
Germany

“I am always concerned about my safety and security” Average agreement and disagreement in Germany



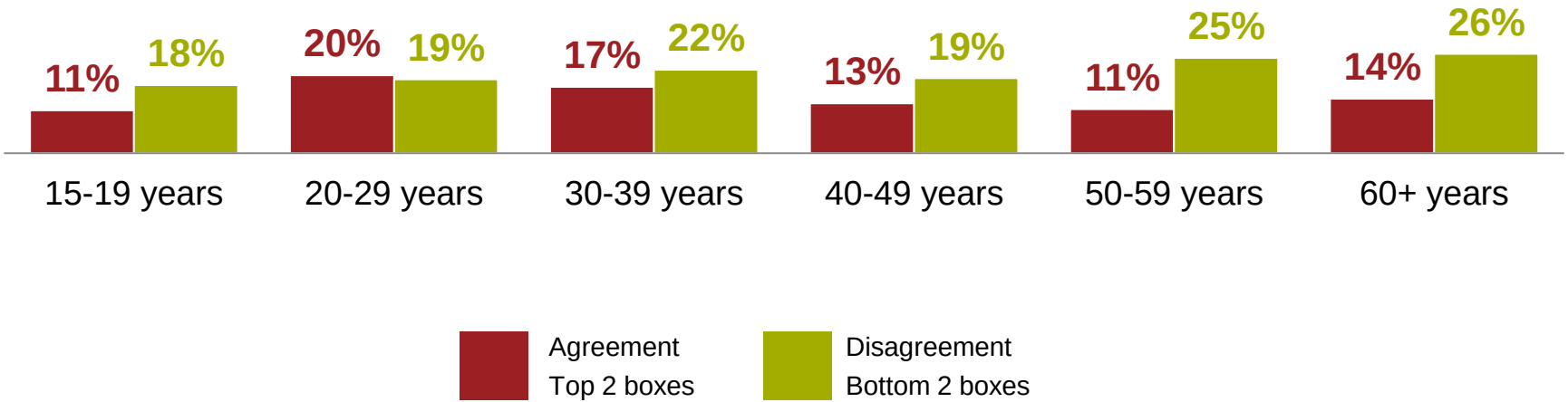
Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

“I am always concerned about my safety and security”
Average agreement and disagreement per gender in Germany



Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

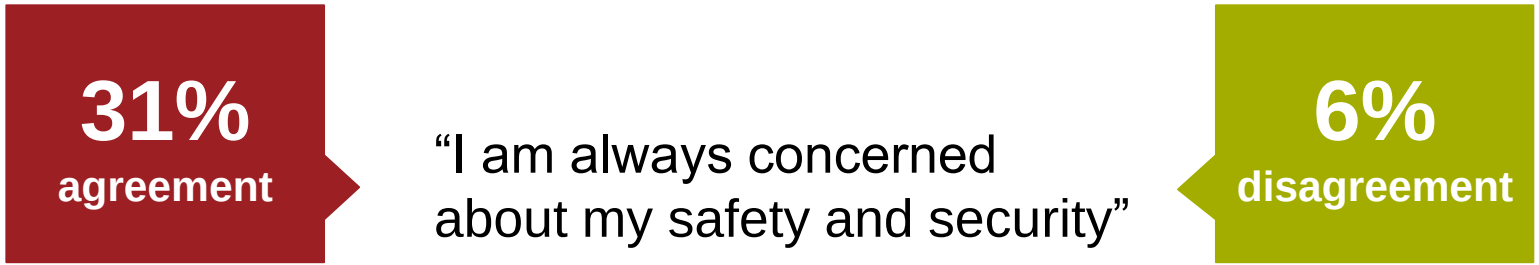
“I am always concerned about my safety and security”
Average agreement and disagreement per age-group in Germany



Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

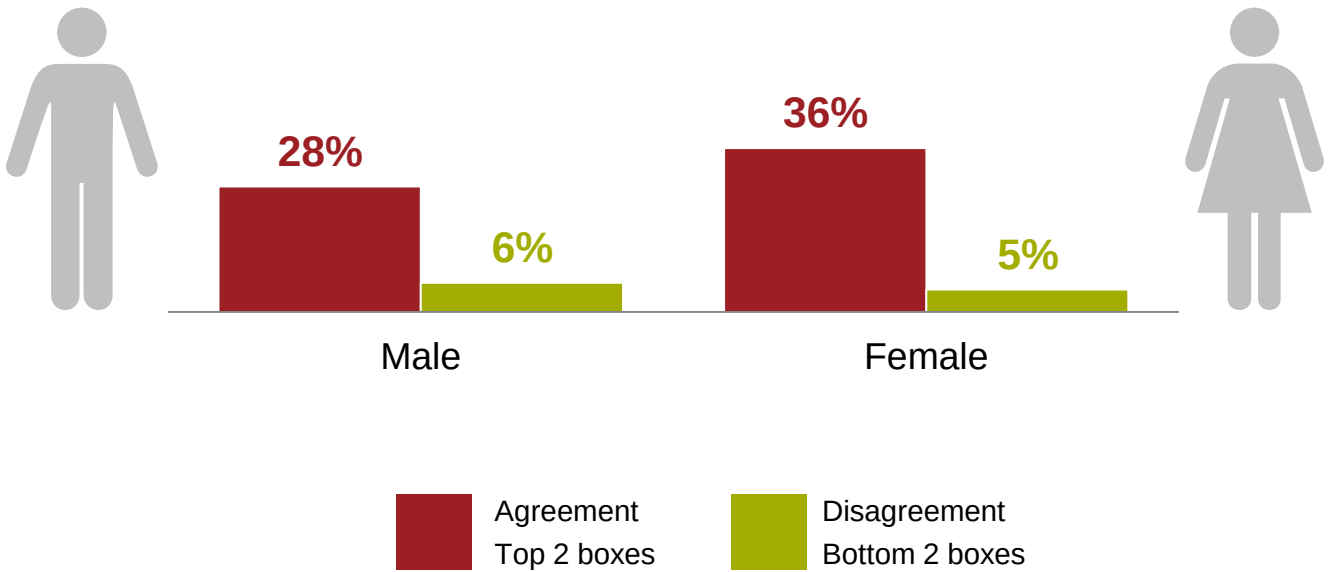
Italy

“I am always concerned about my safety and security” Average agreement and disagreement in Italy



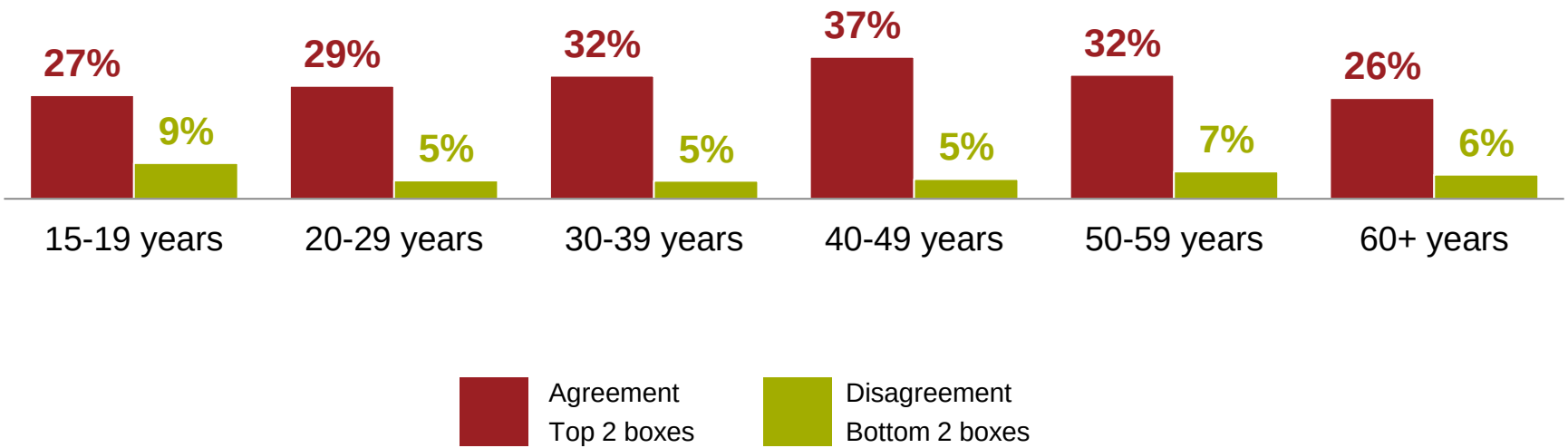
Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

“I am always concerned about my safety and security”
Average agreement and disagreement per gender in Italy



Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

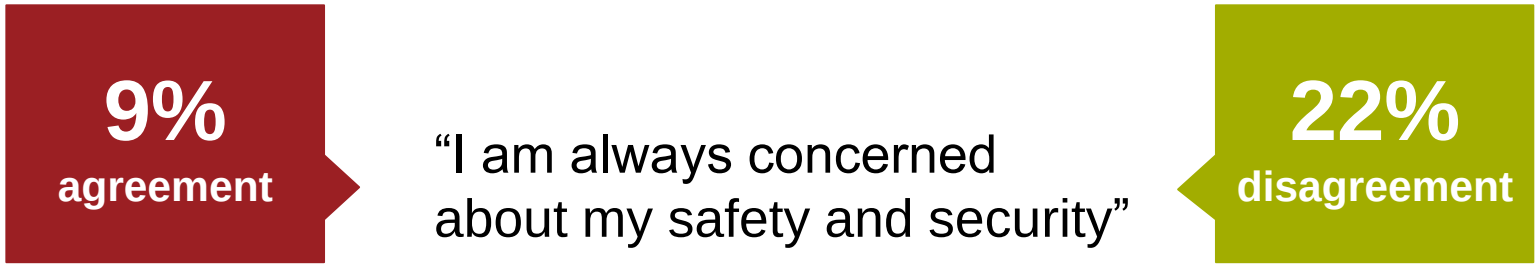
“I am always concerned about my safety and security”
Average agreement and disagreement per age-group in Italy



Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

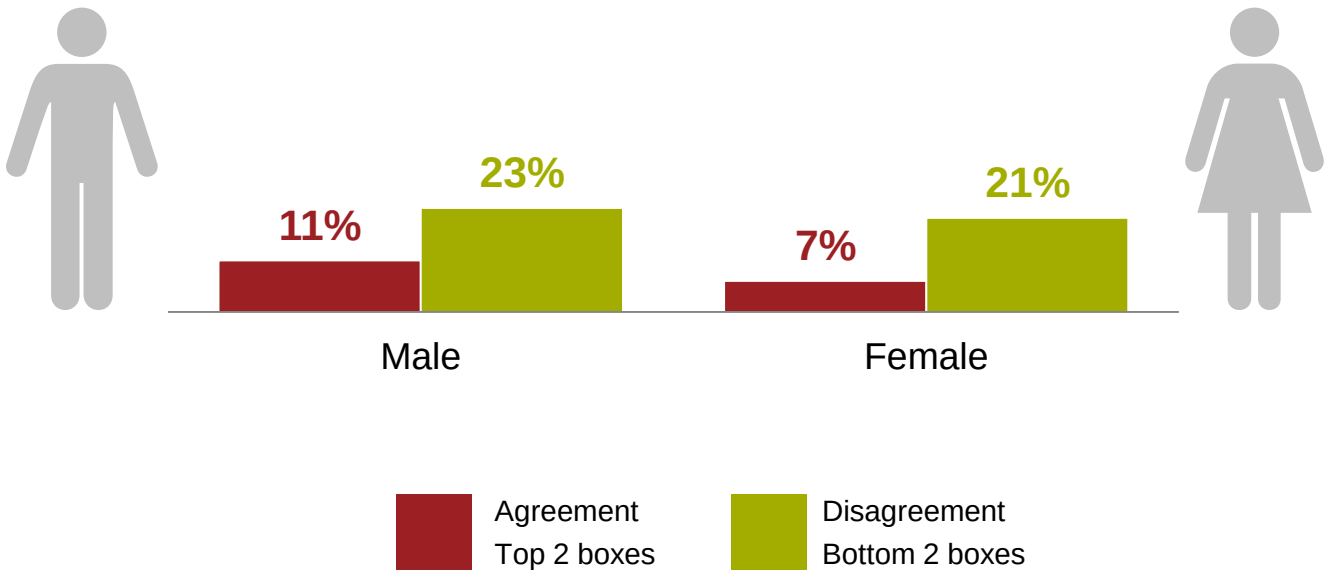
Netherlands

“I am always concerned about my safety and security” Average agreement and disagreement in the Netherlands



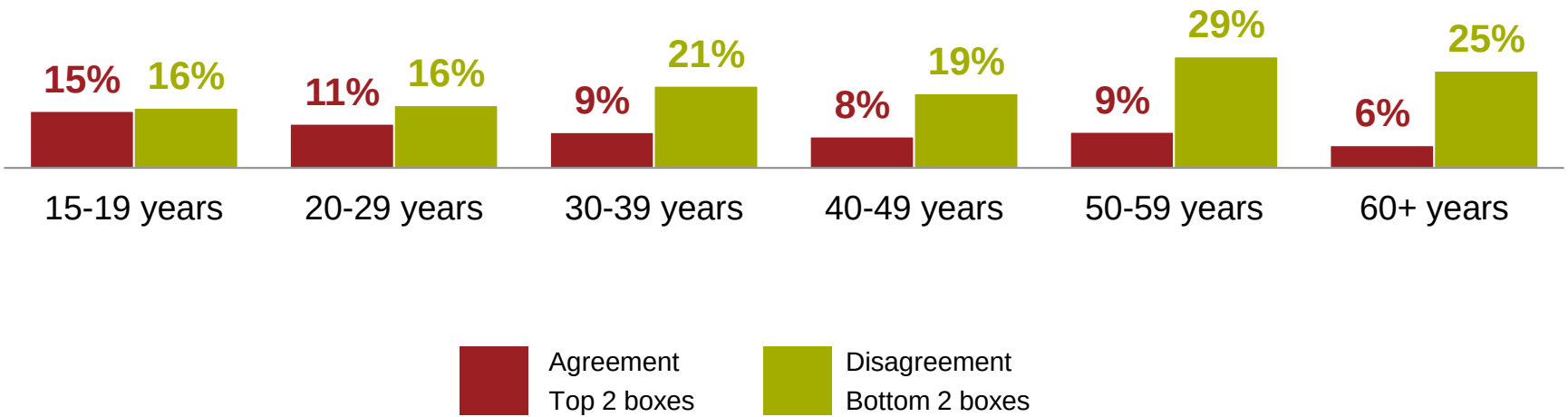
Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

“I am always concerned about my safety and security”
Average agreement and disagreement per gender in the Netherlands



Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

“I am always concerned about my safety and security”
Average agreement and disagreement per age-group in the Netherlands



Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

Poland

“I am always concerned about my safety and security” Average agreement and disagreement in Poland

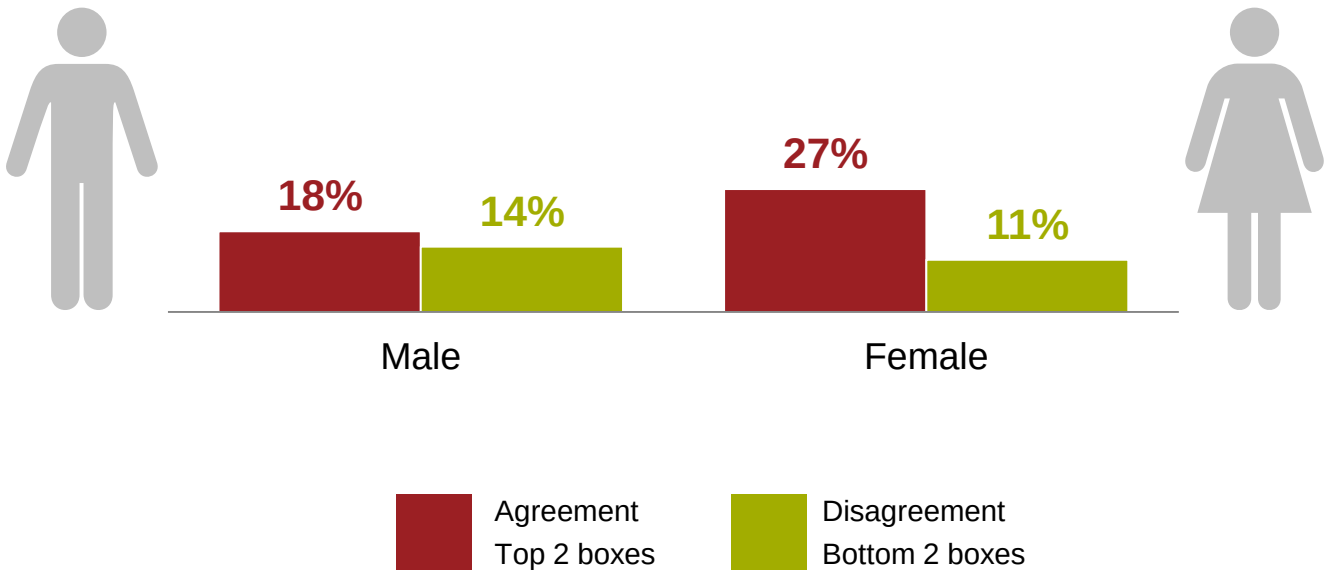
23%
agreement

“I am always concerned about my safety and security”

13%
disagreement

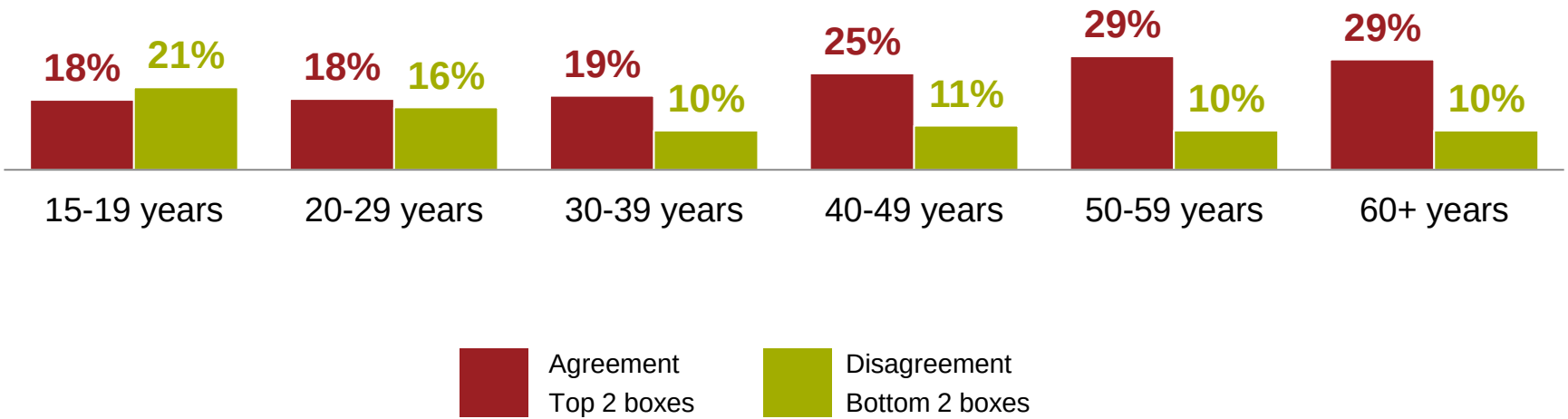
Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

“I am always concerned about my safety and security”
Average agreement and disagreement per gender in Poland



Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

“I am always concerned about my safety and security”
Average agreement and disagreement per age-group in Polen

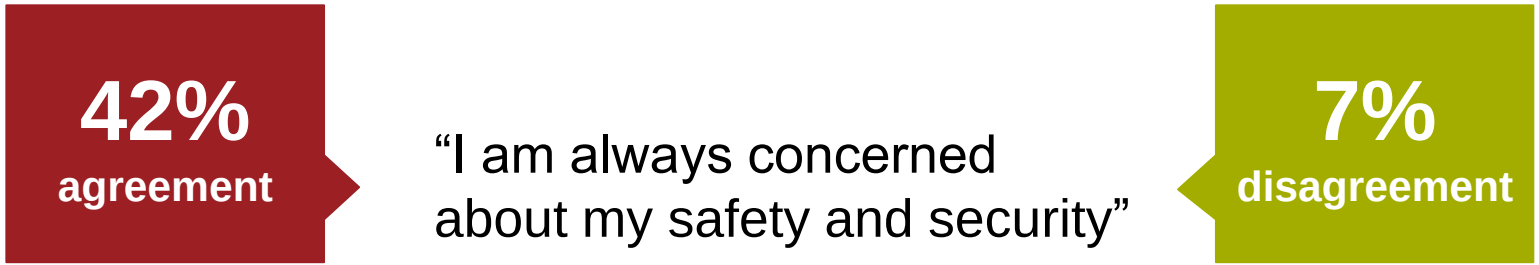


Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

© GfK 2016 | Concerns about safety and security

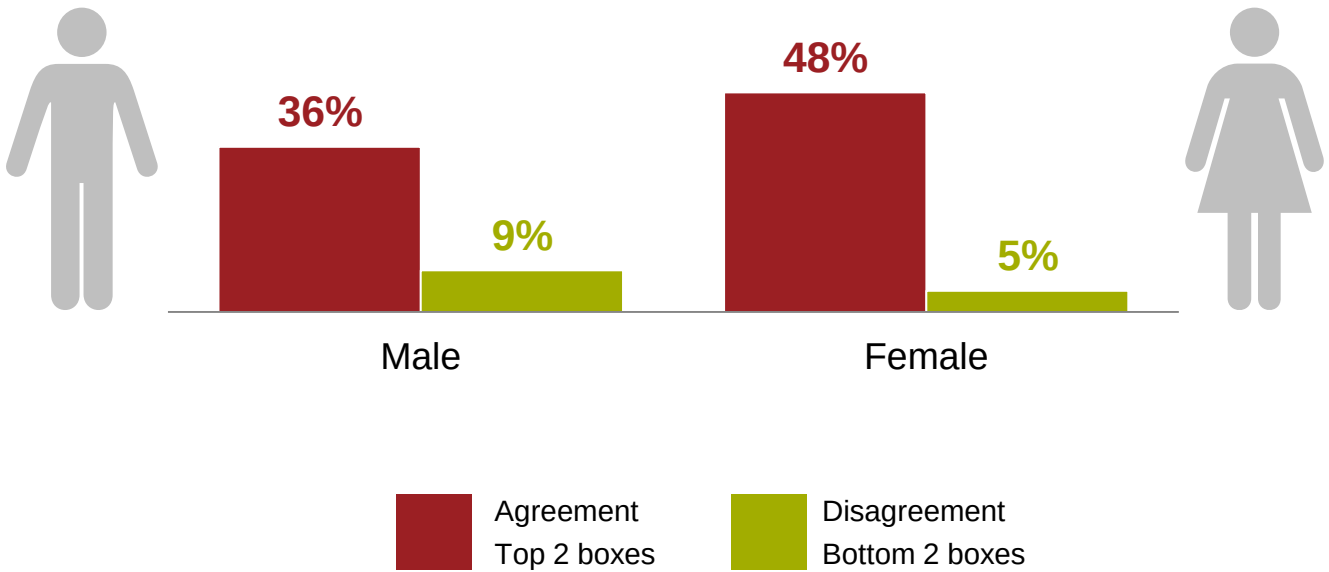
Russia

“I am always concerned about my safety and security” Average agreement and disagreement in Russia



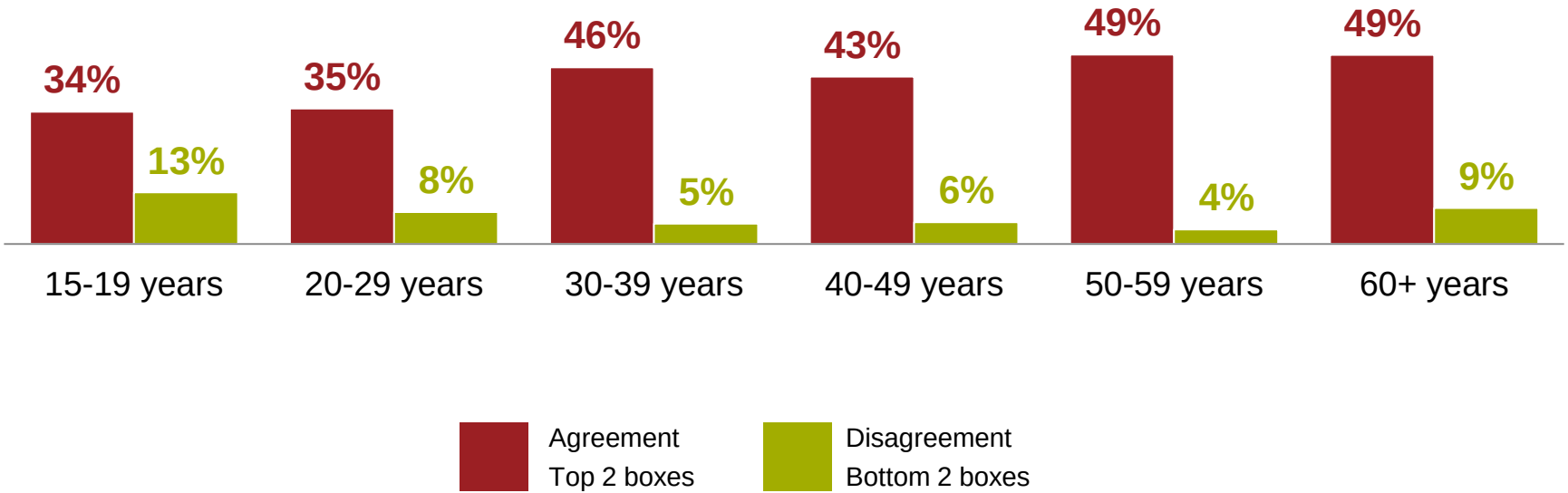
Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

“I am always concerned about my safety and security”
Average agreement and disagreement per gender in Russia



Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

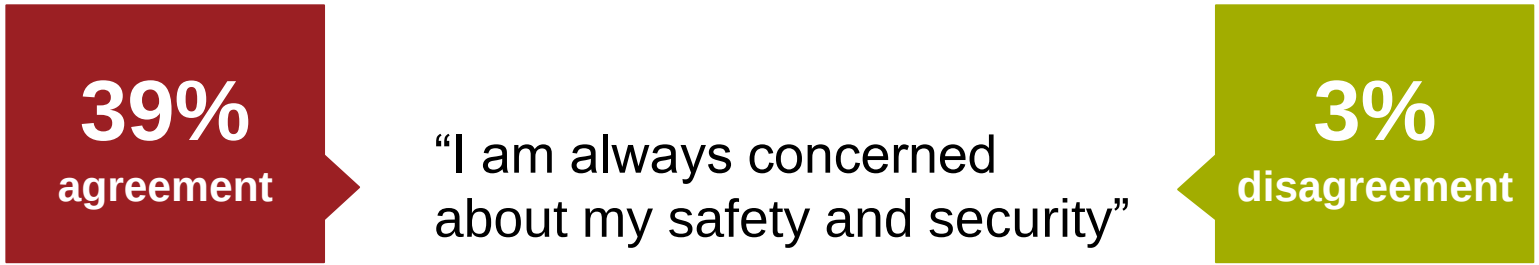
“I am always concerned about my safety and security”
Average agreement and disagreement per age-group in Russia



Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

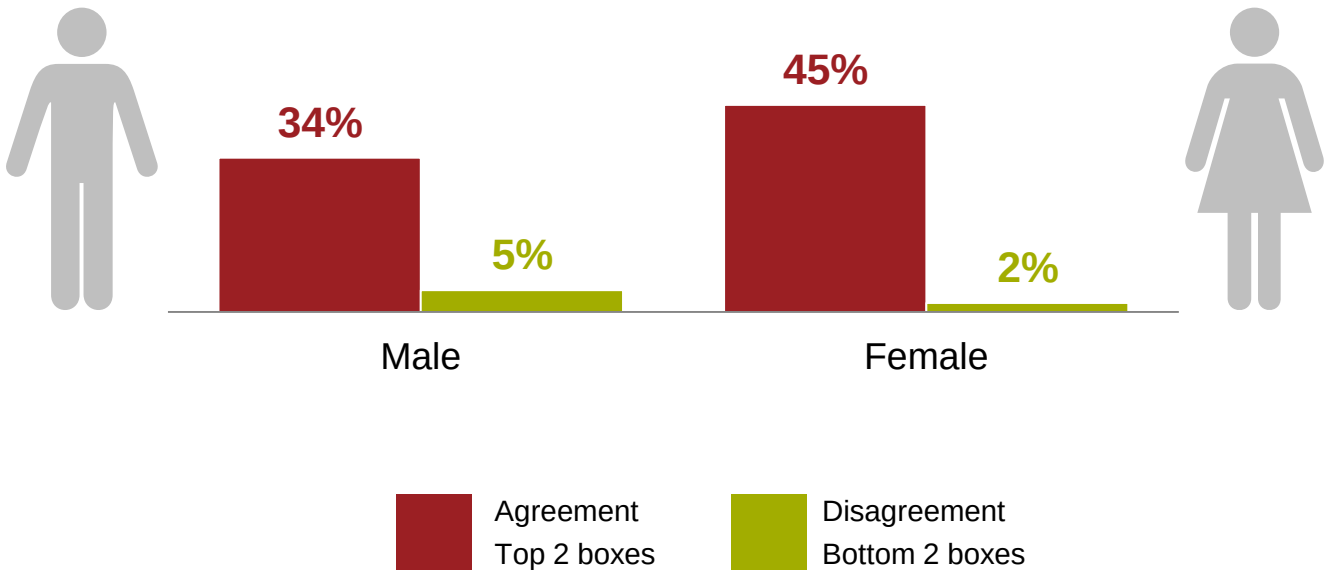
Spain

“I am always concerned about my safety and security” Average agreement and disagreement in Spain



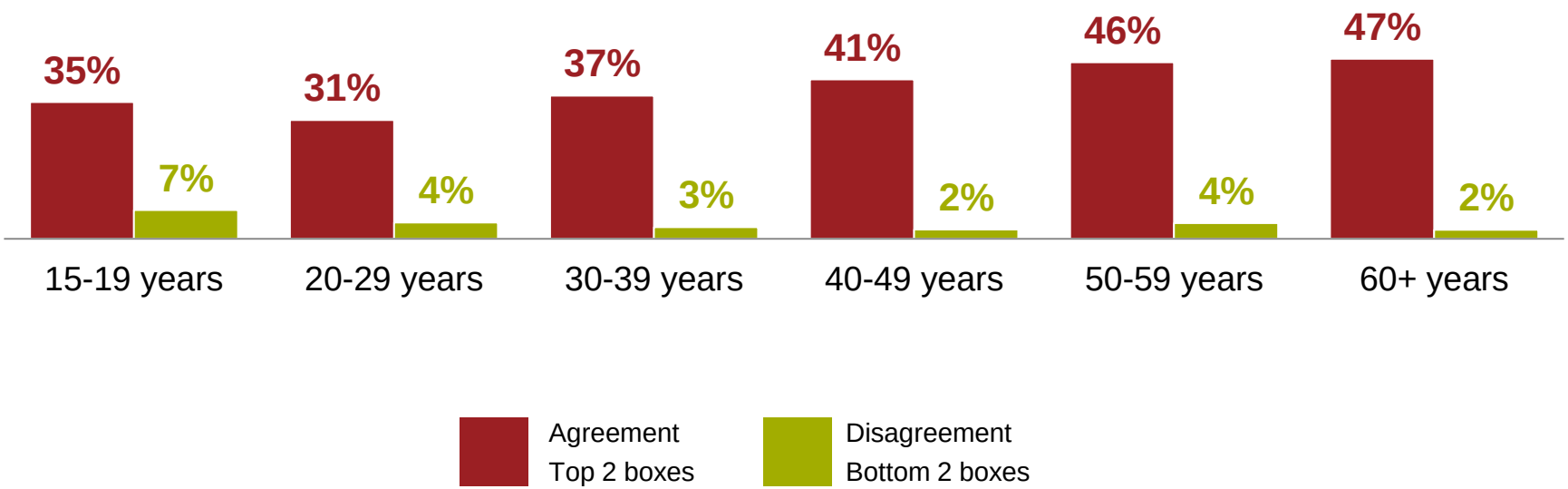
Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

“I am always concerned about my safety and security”
Average agreement and disagreement per gender in Spain



Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

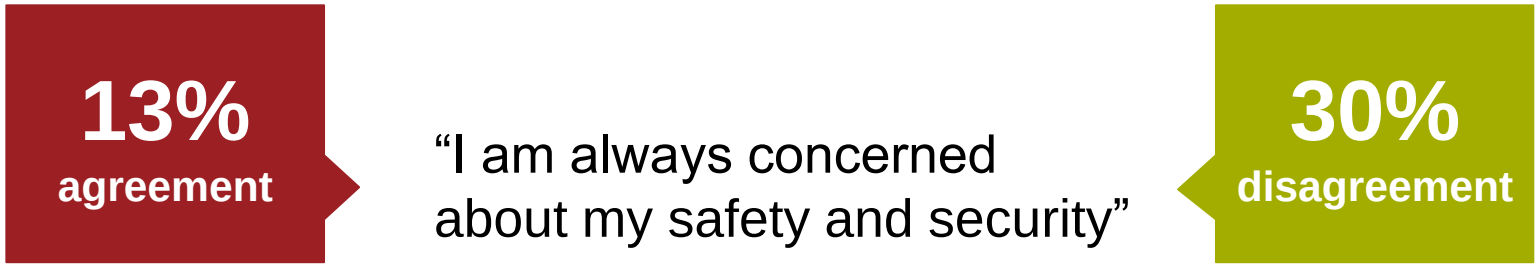
“I am always concerned about my safety and security”
Average agreement and disagreement per age-group in Spain



Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

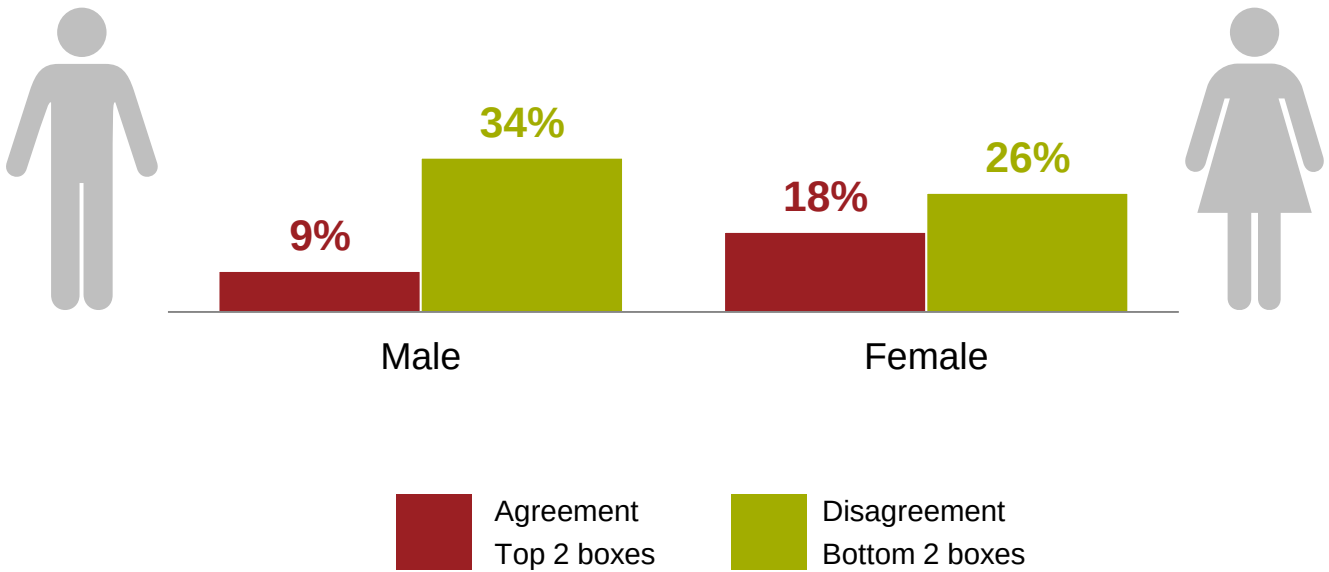
Sweden

“I am always concerned about my safety and security” Average agreement and disagreement in Sweden



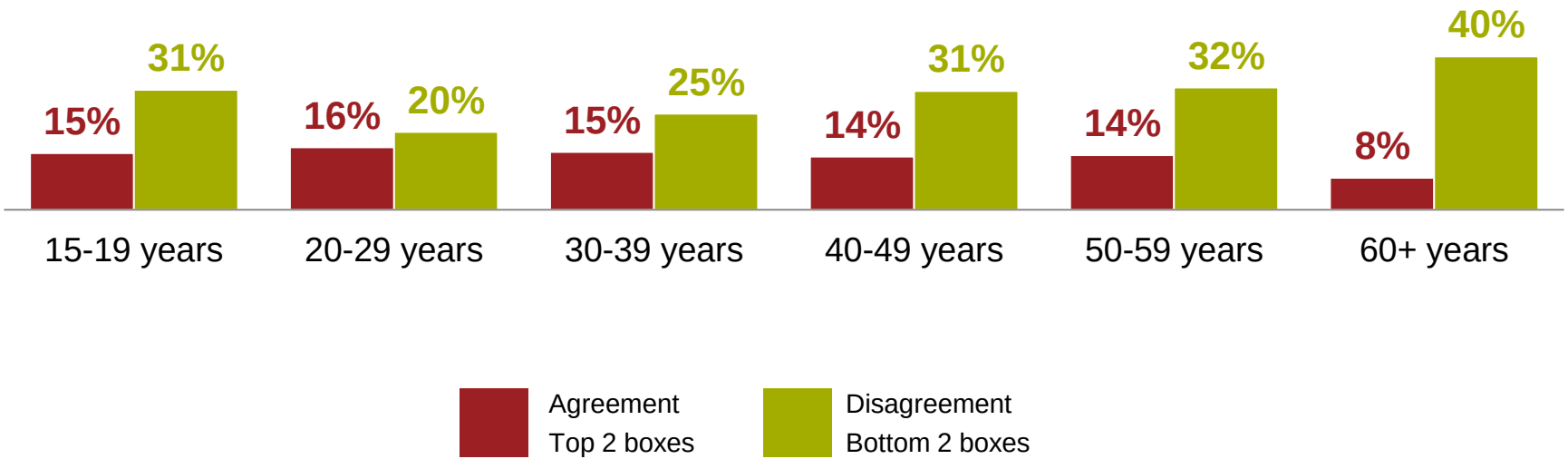
Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

“I am always concerned about my safety and security”
Average agreement and disagreement per gender in Sweden



Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

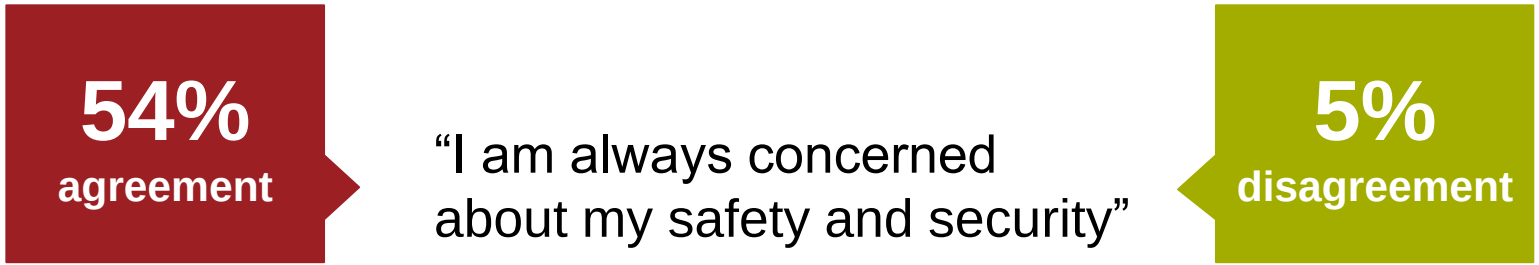
“I am always concerned about my safety and security”
Average agreement and disagreement per age-group in Sweden



Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

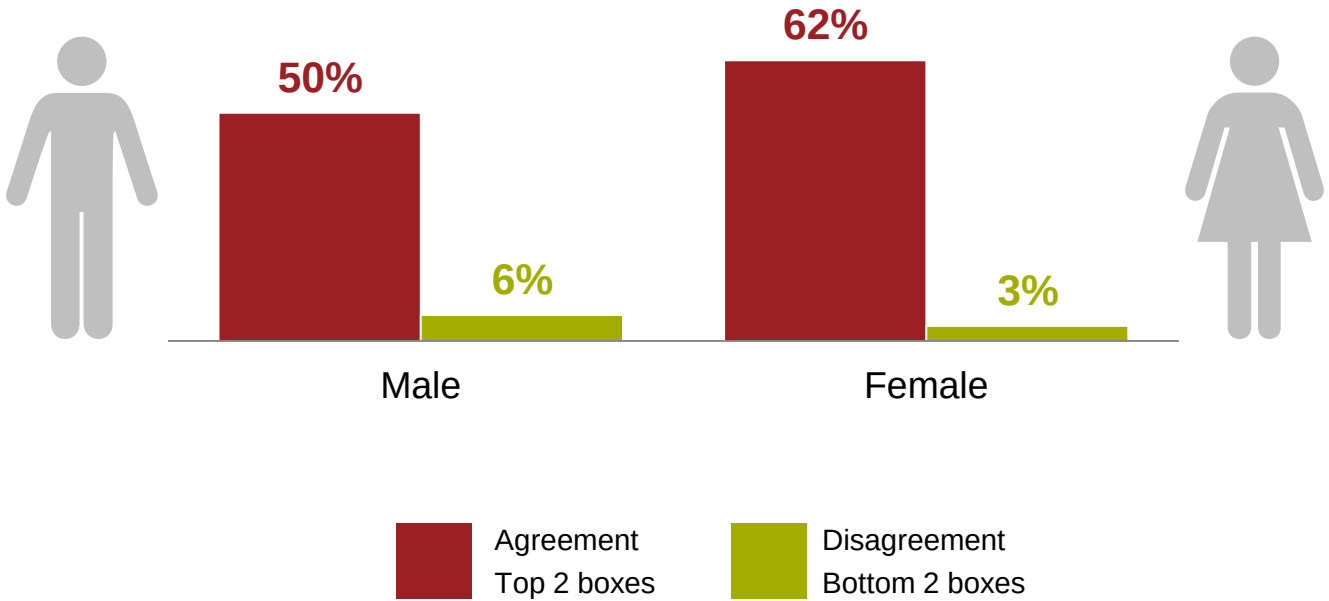
Turkey

“I am always concerned about my safety and security” Average agreement and disagreement in Turkey



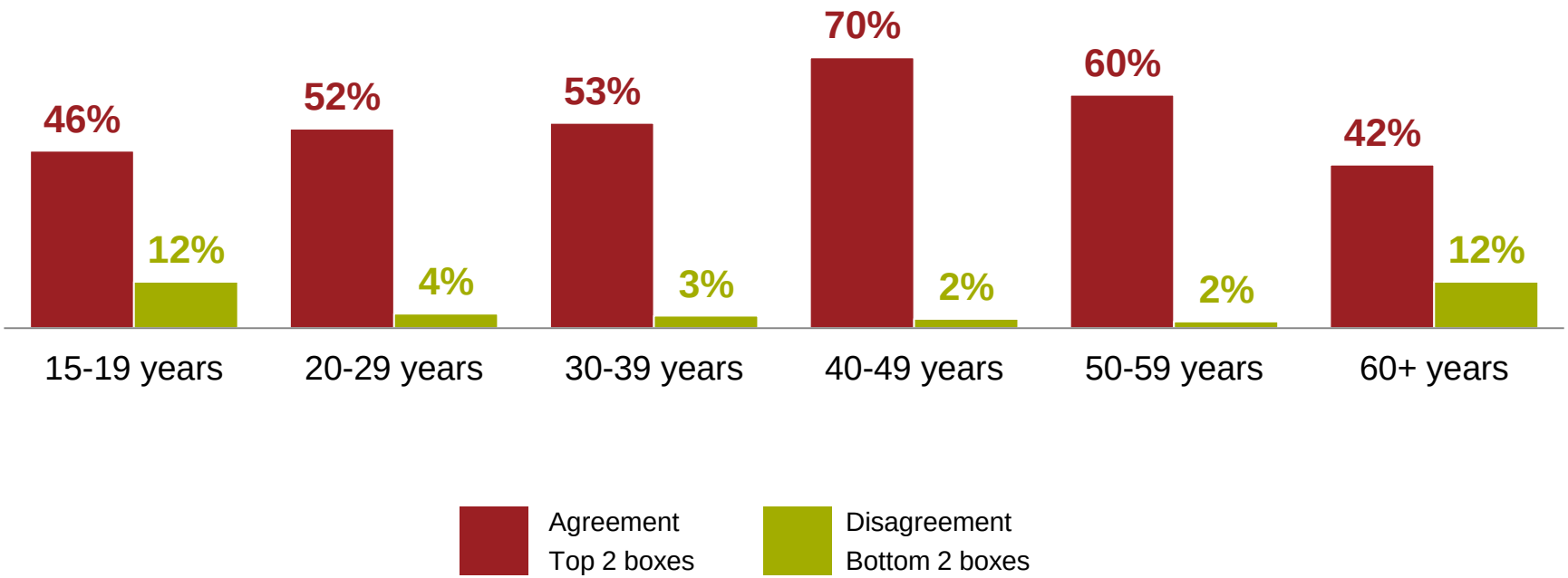
Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

“I am always concerned about my safety and security”
Average agreement and disagreement per gender in Turkey



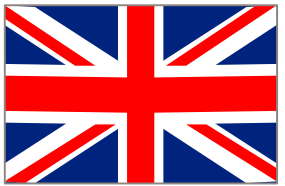
Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

“I am always concerned about my safety and security”
Average agreement and disagreement per age-group in Turkey

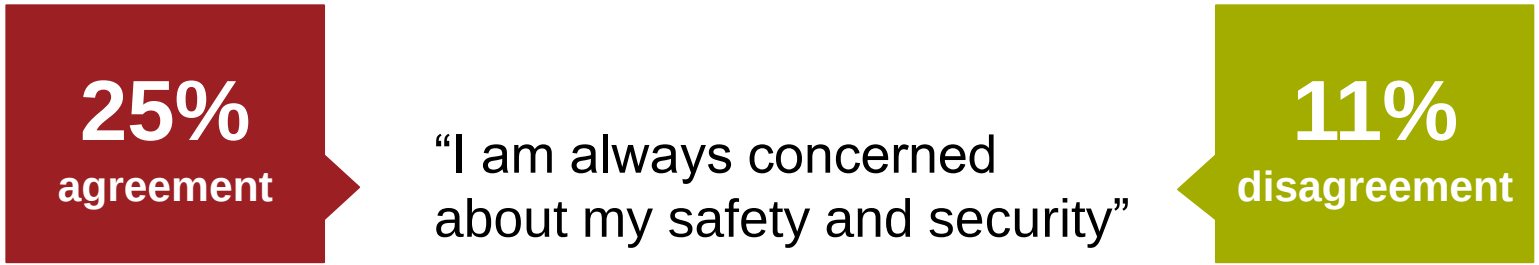


Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

United Kingdom

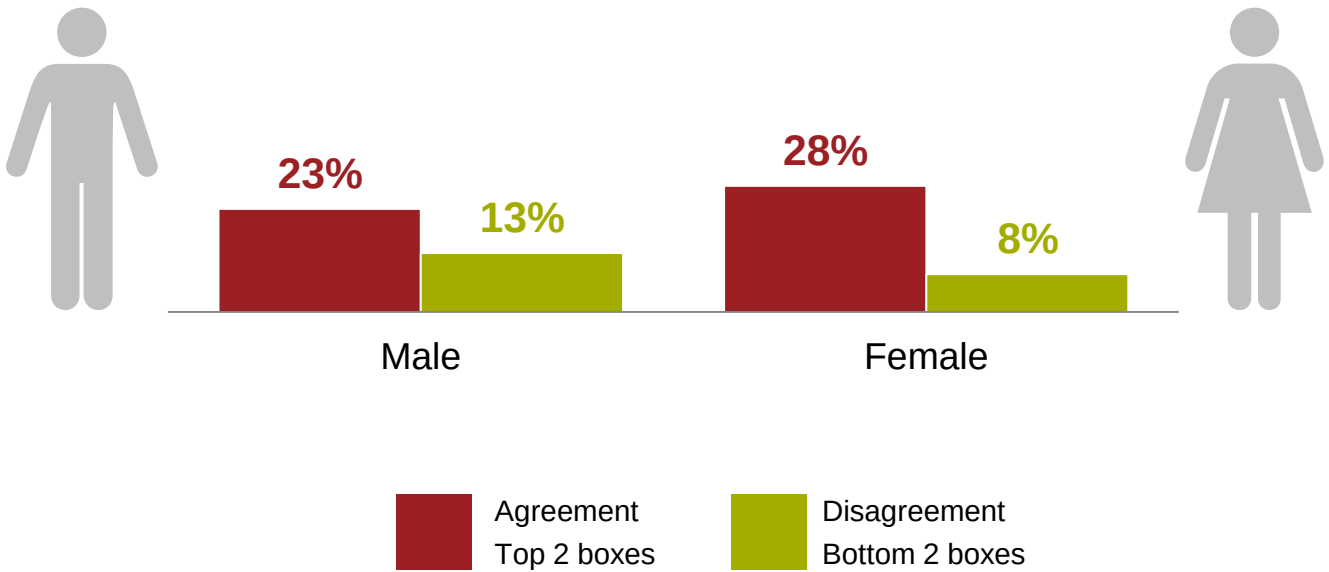


“I am always concerned about my safety and security”
Average agreement and disagreement in United Kingdom



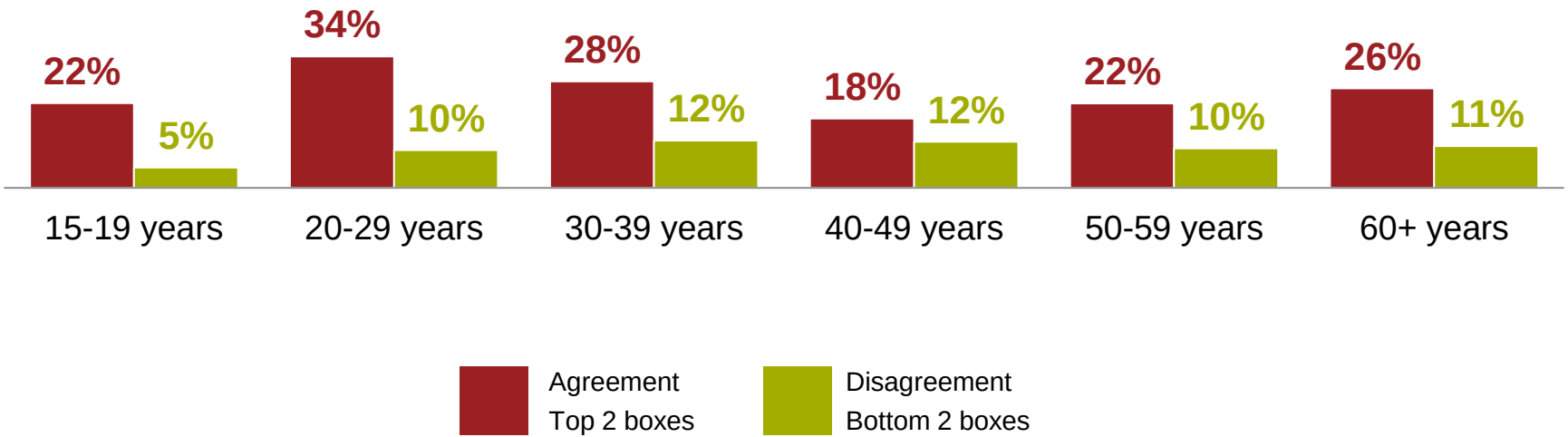
Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

“I am always concerned about my safety and security”
Average agreement and disagreement per gender in United Kingdom



Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

“I am always concerned about my safety and security”
Average agreement and disagreement per age-group in United Kingdom

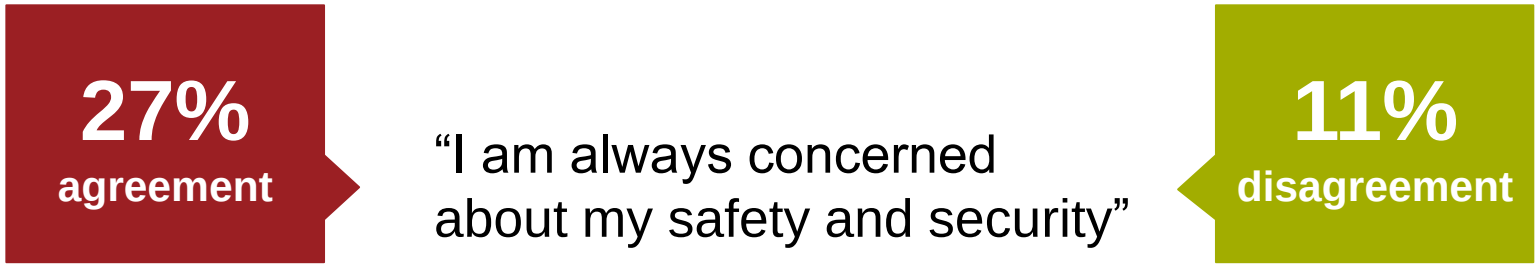


Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

Country results – North America

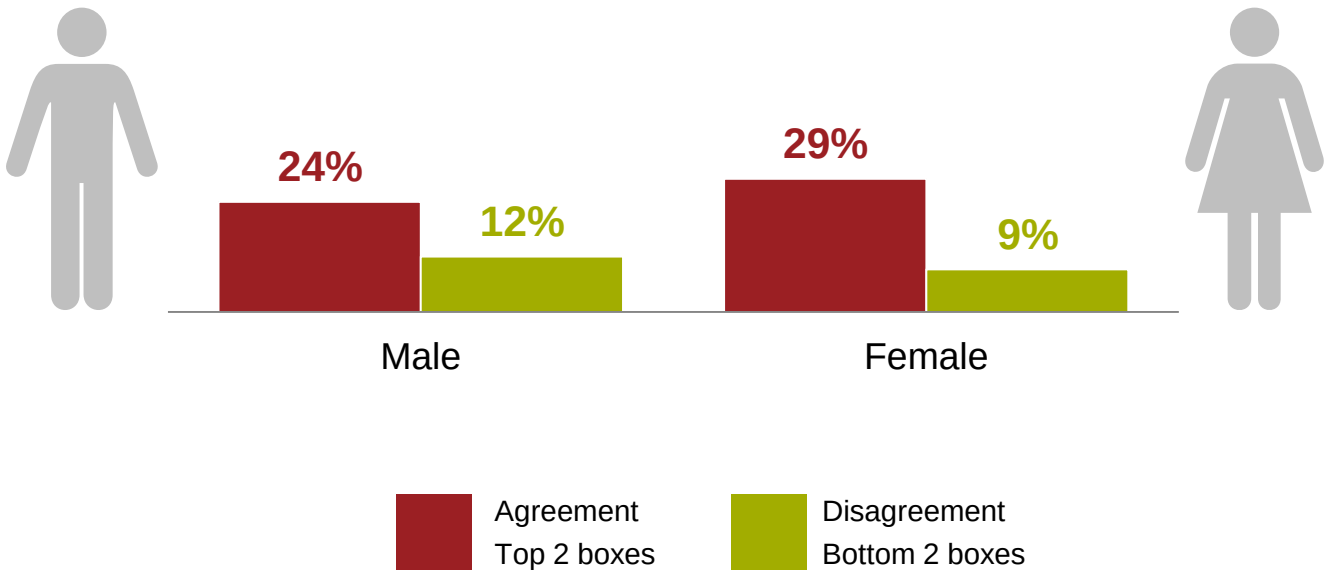
Canada

“I am always concerned about my safety and security” Average agreement and disagreement in Canada



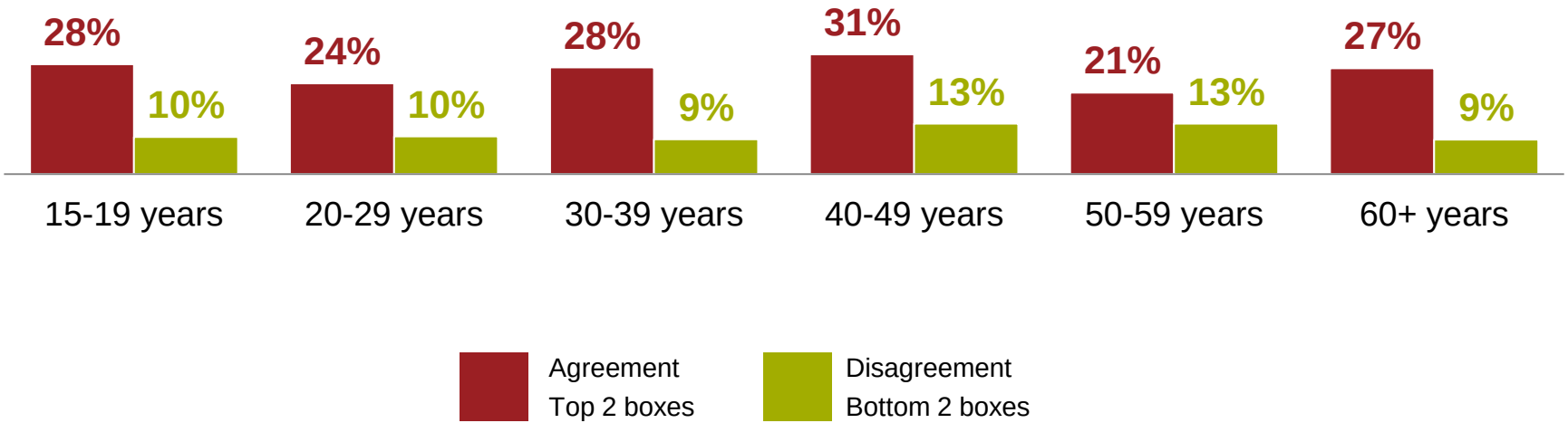
Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

“I am always concerned about my safety and security”
Average agreement and disagreement per gender in Canada



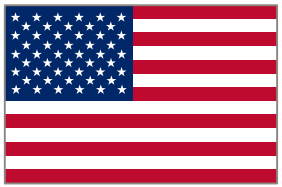
Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

“I am always concerned about my safety and security”
Average agreement and disagreement per age-group in Canada

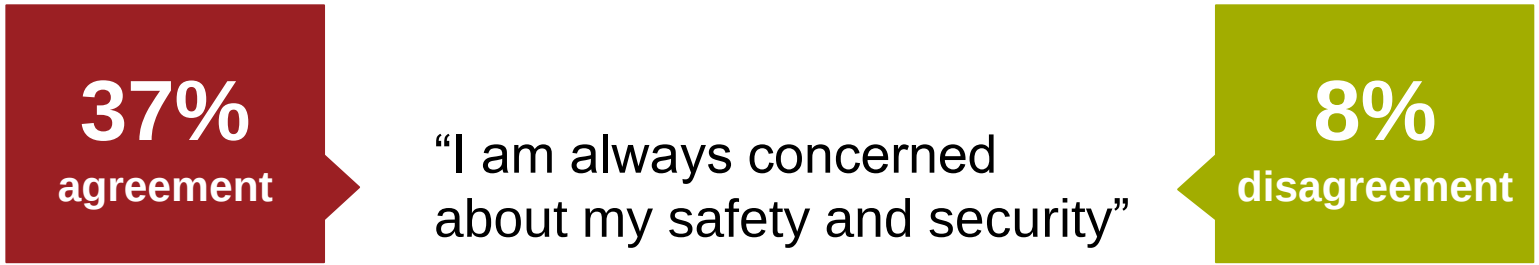


Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

USA

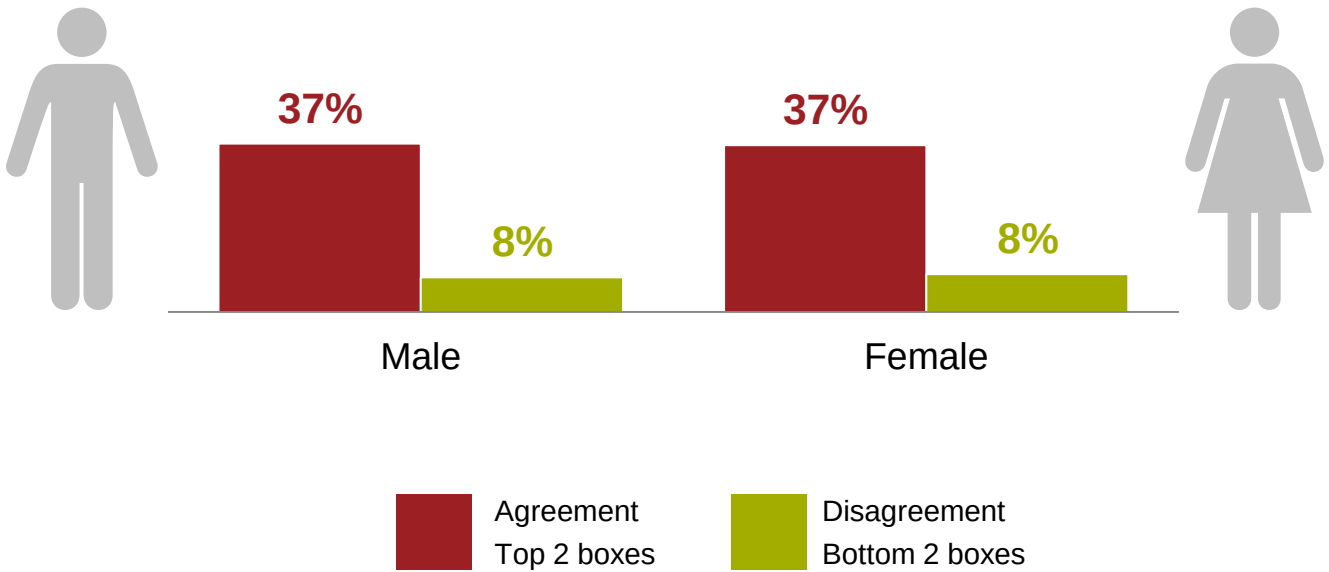


“I am always concerned about my safety and security” Average agreement and disagreement in USA



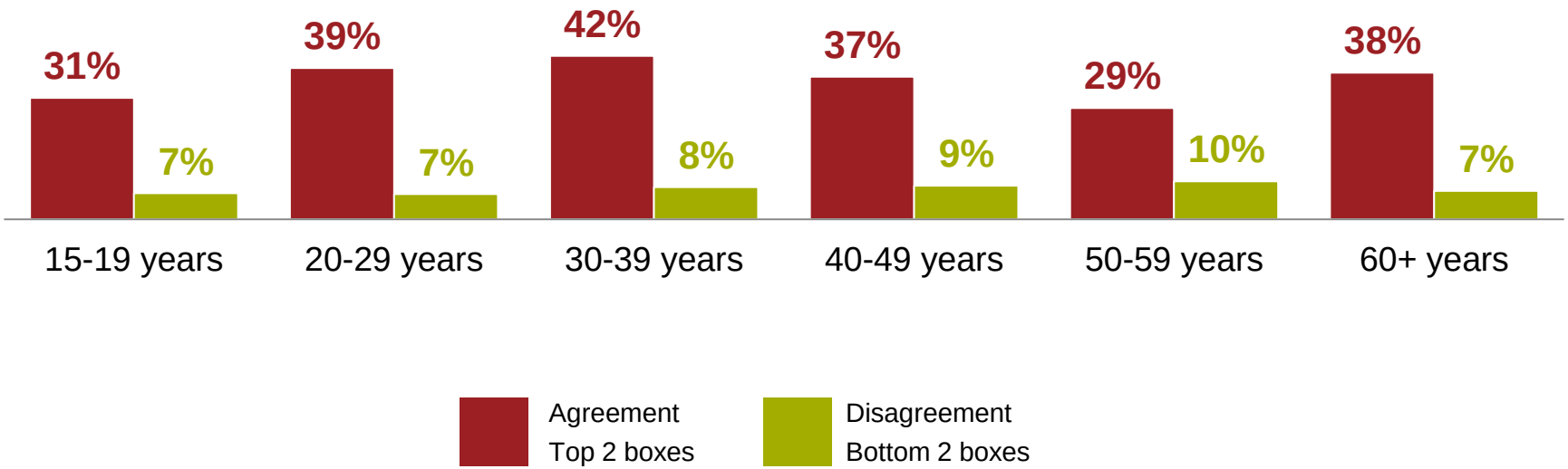
Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

“I am always concerned about my safety and security”
Average agreement and disagreement per gender in USA



Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

“I am always concerned about my safety and security”
Average agreement and disagreement per age-group in USA

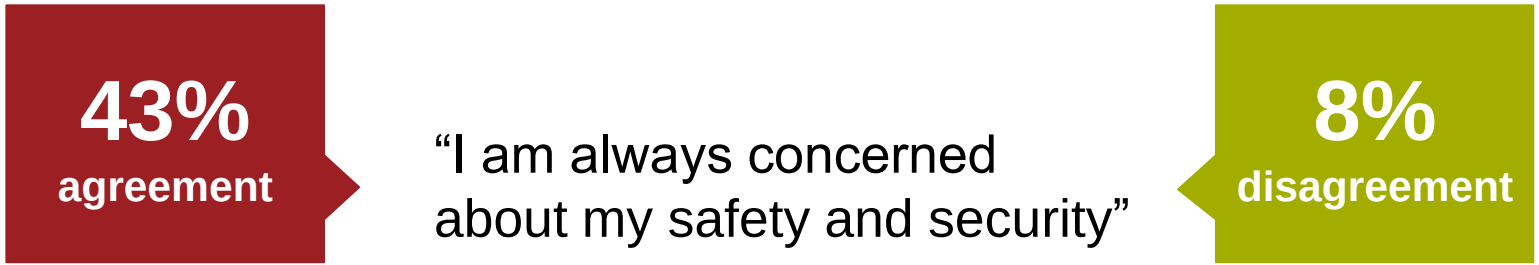


Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

Country results – Latin America

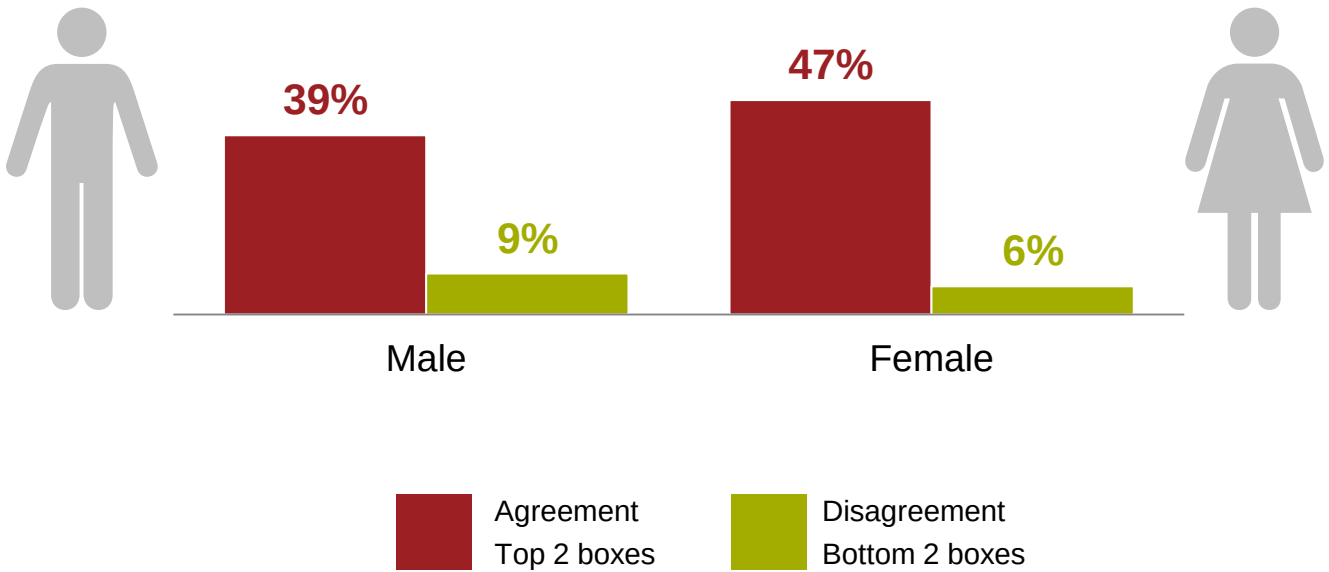
Argentina

“I am always concerned about my safety and security” Average agreement and disagreement in Argentina



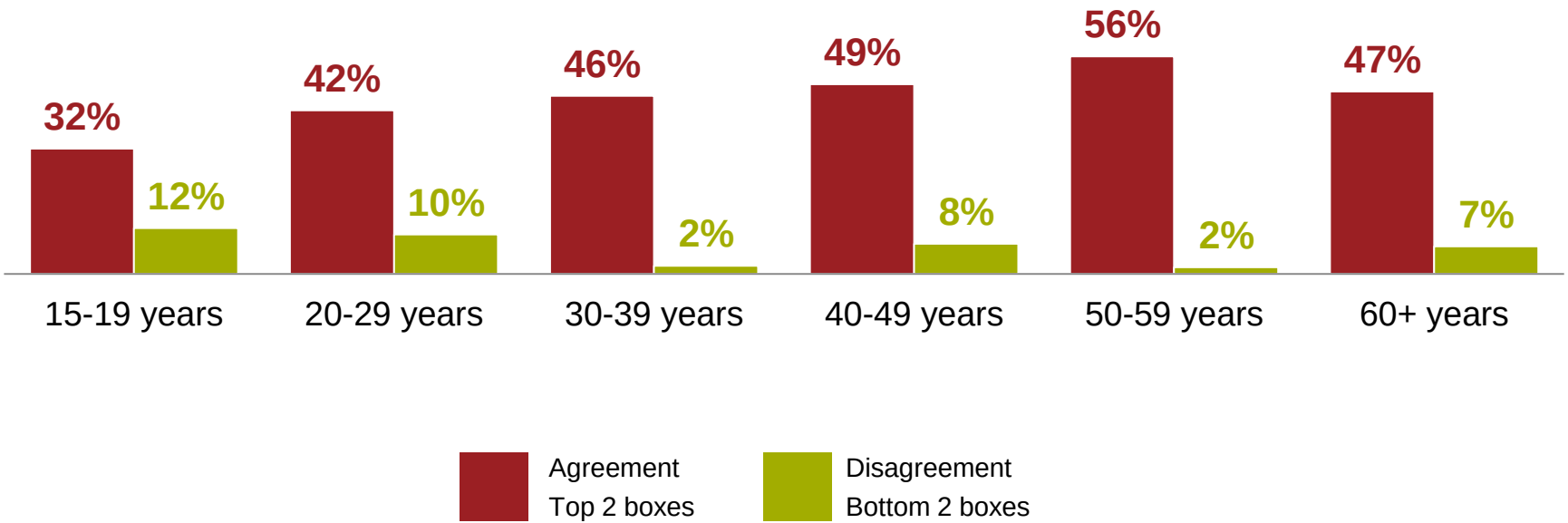
Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

“I am always concerned about my safety and security”
Average agreement and disagreement per gender in Argentina



Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

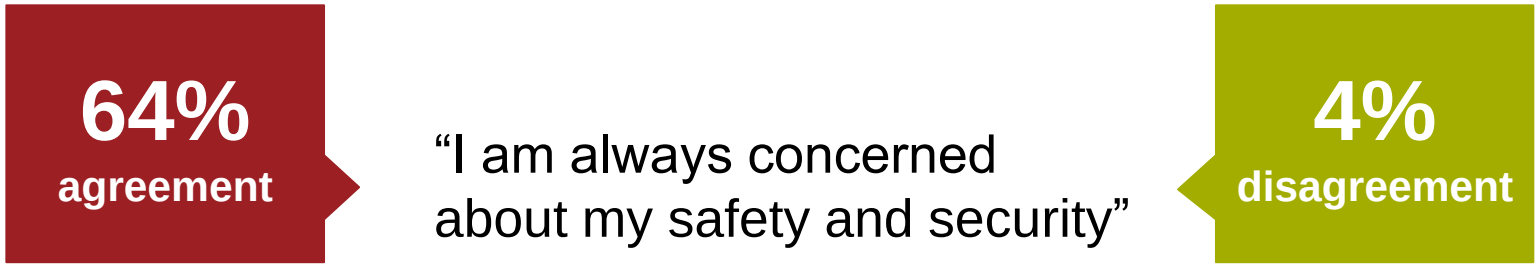
“I am always concerned about my safety and security”
Average agreement and disagreement per age-group in Argentina



Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

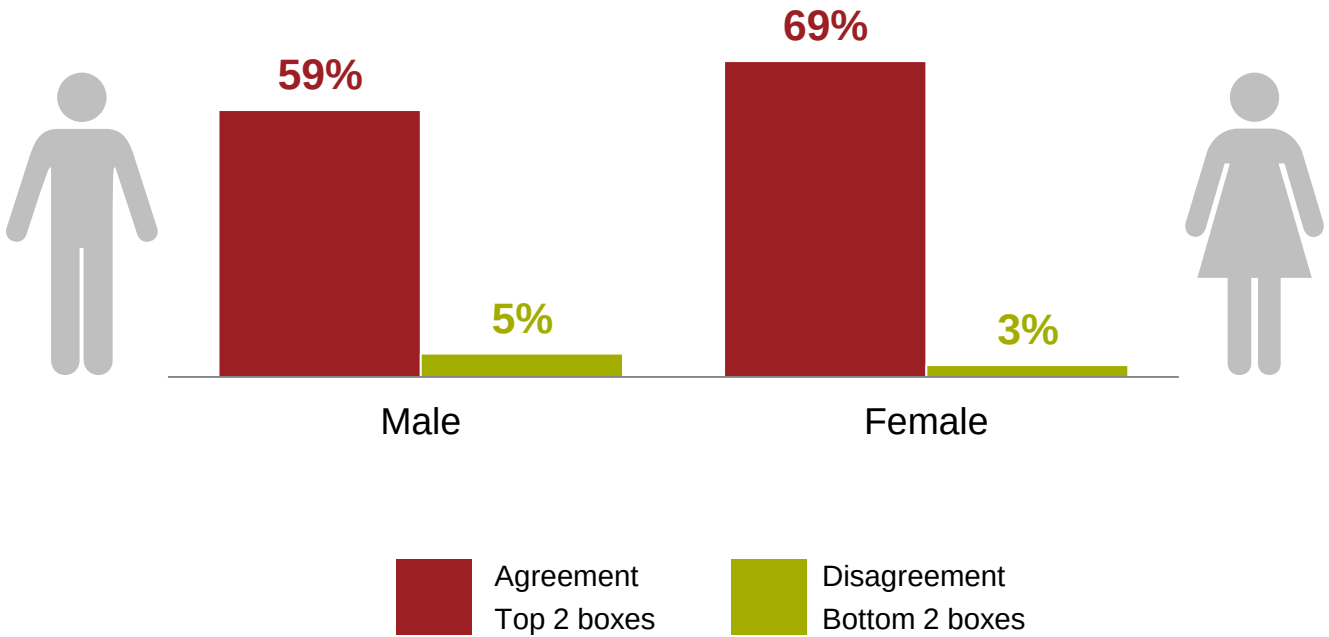
Brazil

“I am always concerned about my safety and security” Average agreement and disagreement in Brazil



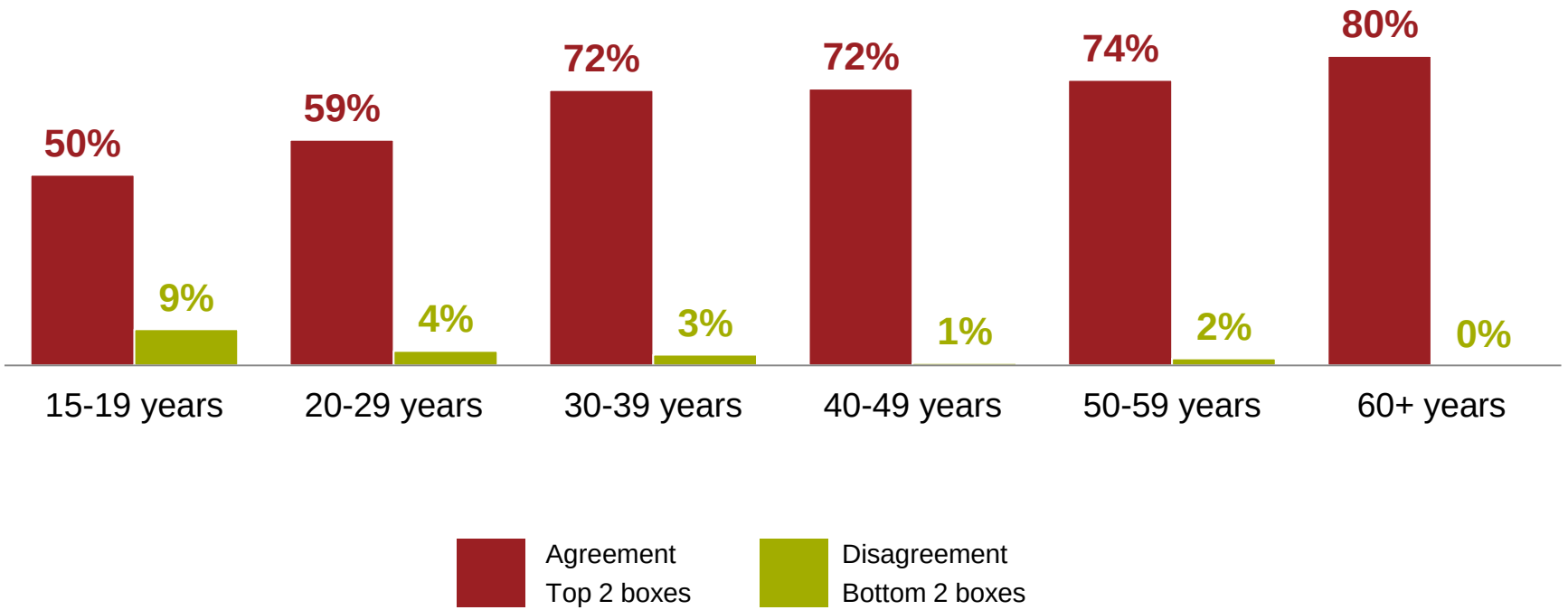
Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

“I am always concerned about my safety and security”
Average agreement and disagreement per gender in Brazil



Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

“I am always concerned about my safety and security”
Average agreement and disagreement per age-group in Brazil

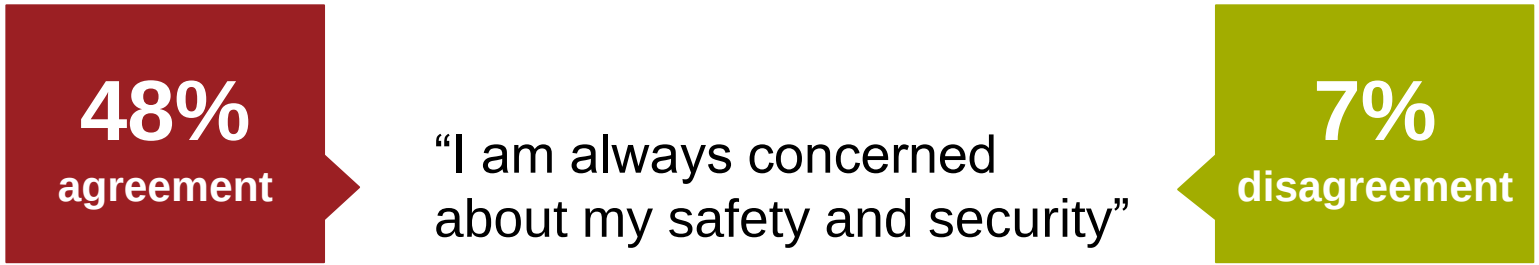


Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

© GfK 2016 | Concerns about safety and security

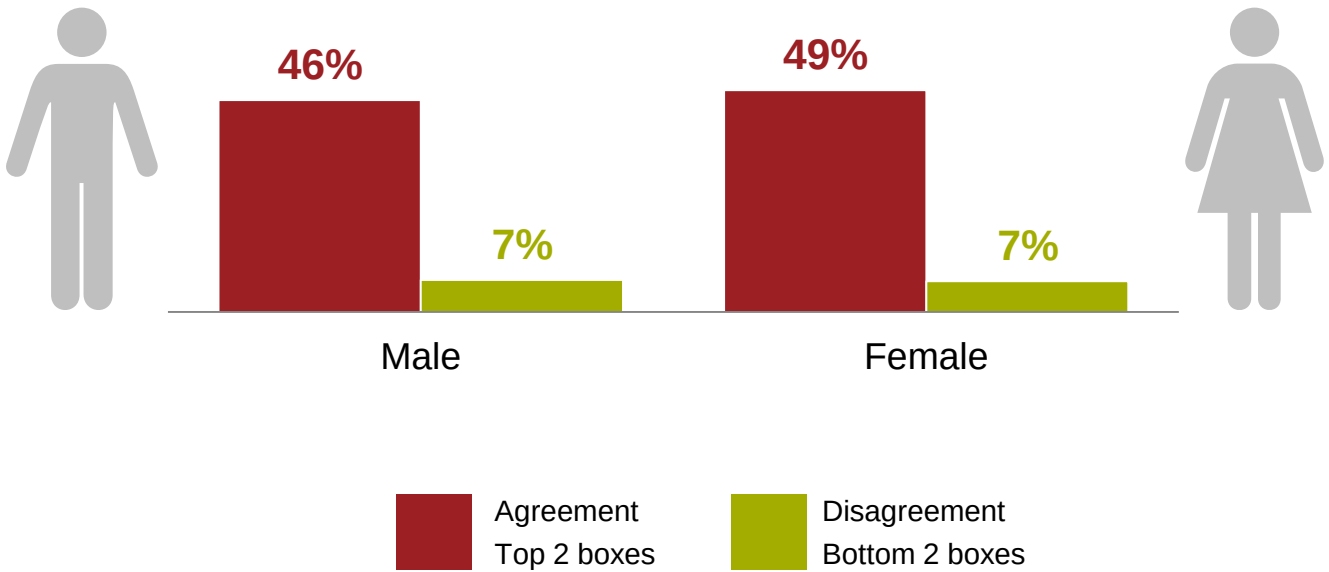
Mexico

“I am always concerned about my safety and security” Average agreement and disagreement in Mexico



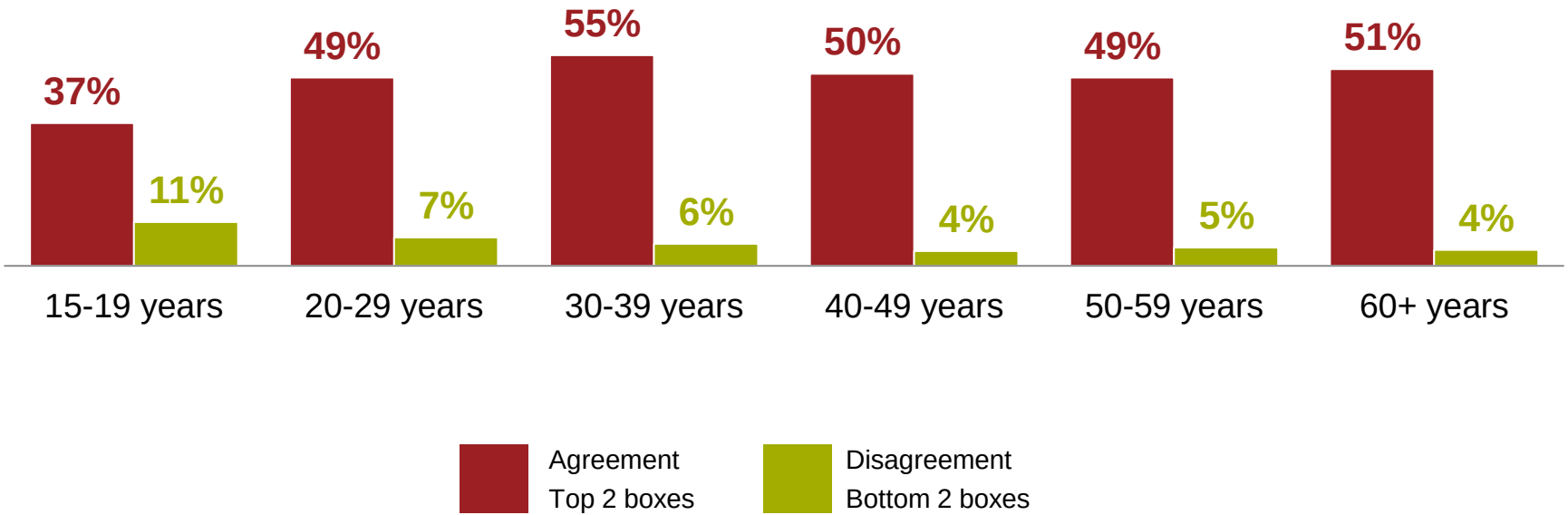
Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

“I am always concerned about my safety and security”
Average agreement and disagreement per gender in Mexico



Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

“I am always concerned about my safety and security”
Average agreement and disagreement per age-group in Mexico

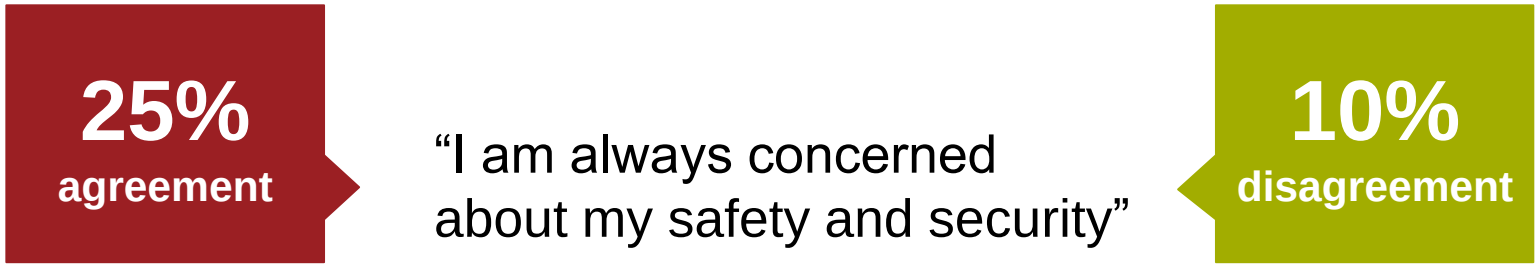


Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

Country results – Asia-Pacific

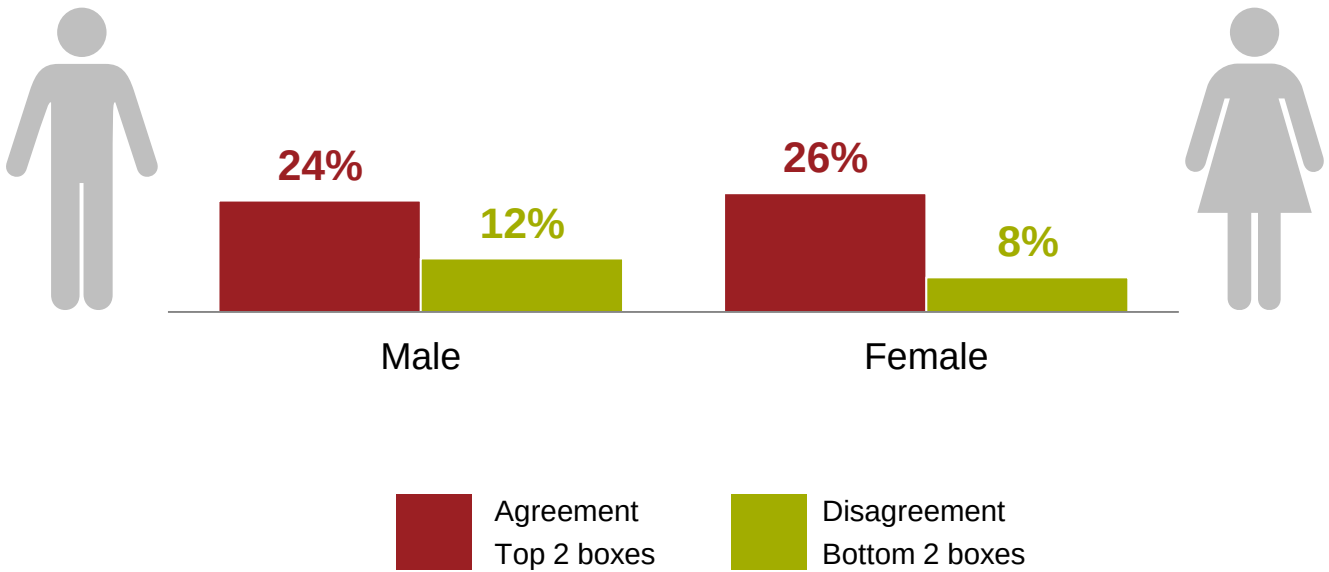
Australia

“I am always concerned about my safety and security” Average agreement and disagreement in Australia



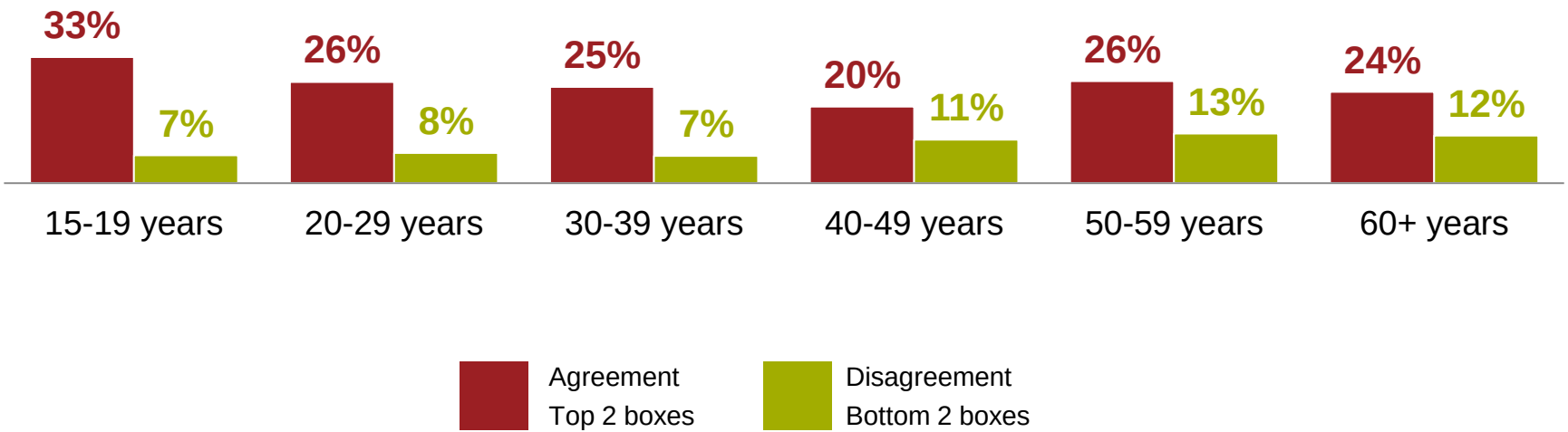
Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

“I am always concerned about my safety and security”
Average agreement and disagreement per gender in Australia



Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

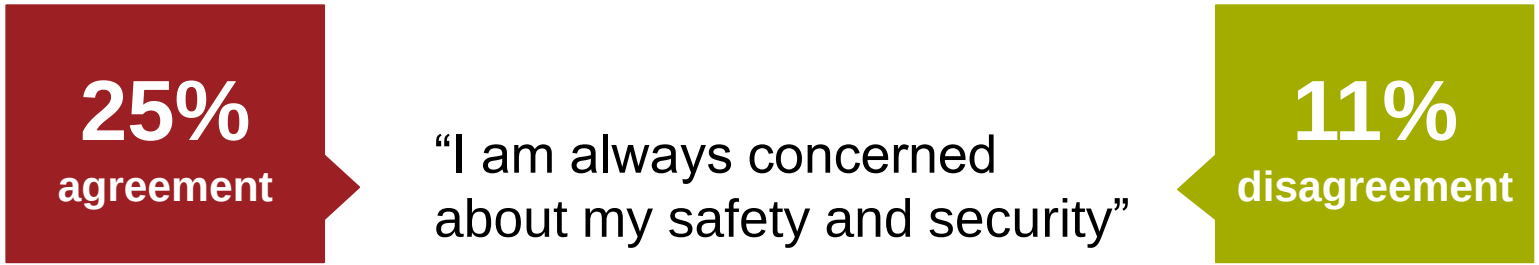
“I am always concerned about my safety and security”
Average agreement and disagreement per age-group in Australia



Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

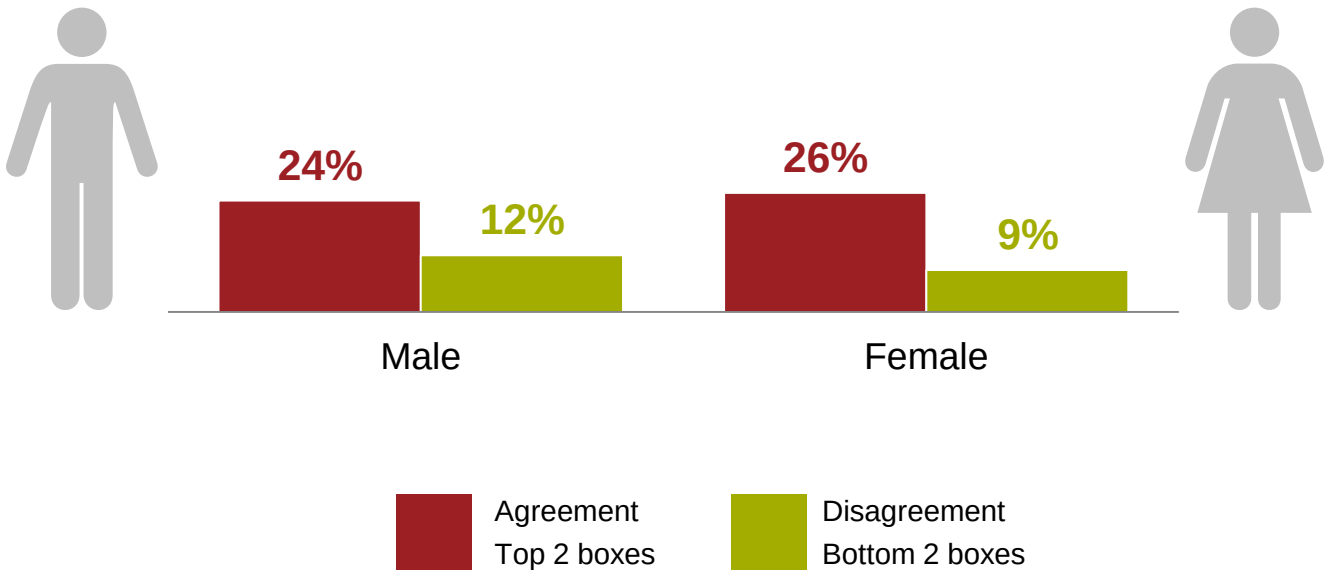
China

“I am always concerned about my safety and security” Average agreement and disagreement in China



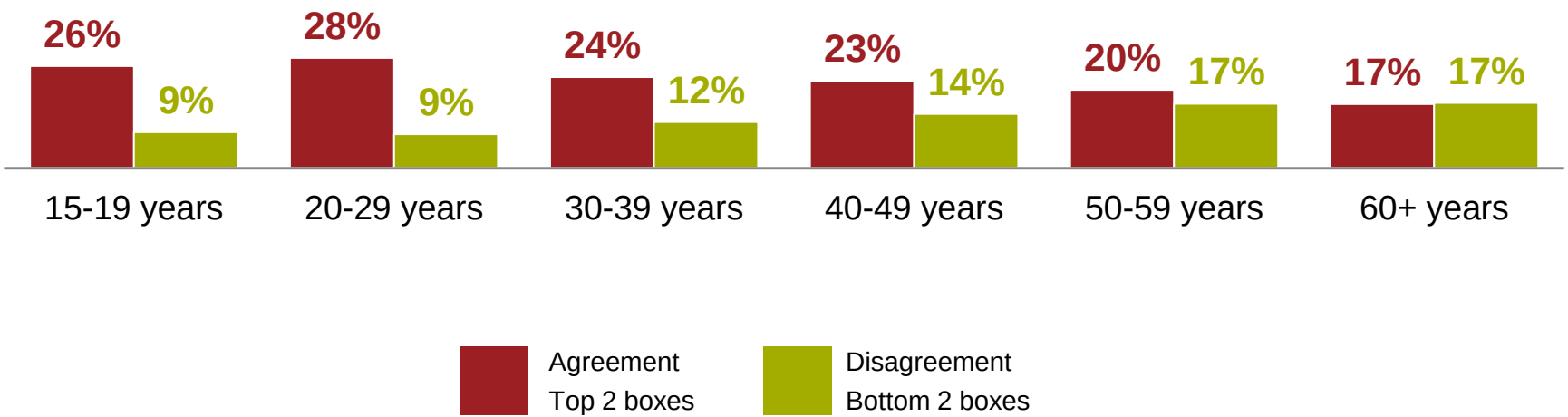
Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

“I am always concerned about my safety and security”
Average agreement and disagreement per gender in China



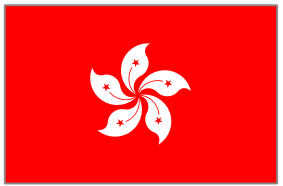
Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

“I am always concerned about my safety and security”
Average agreement and disagreement per age-group in China

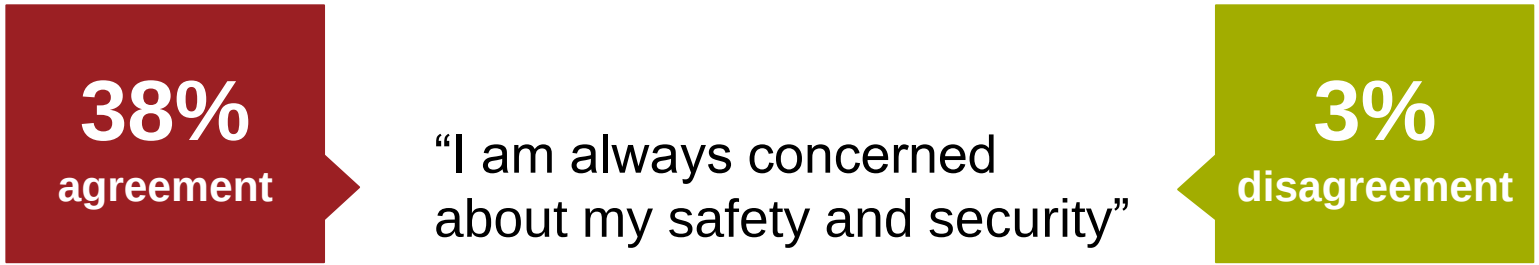


Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

Hong Kong

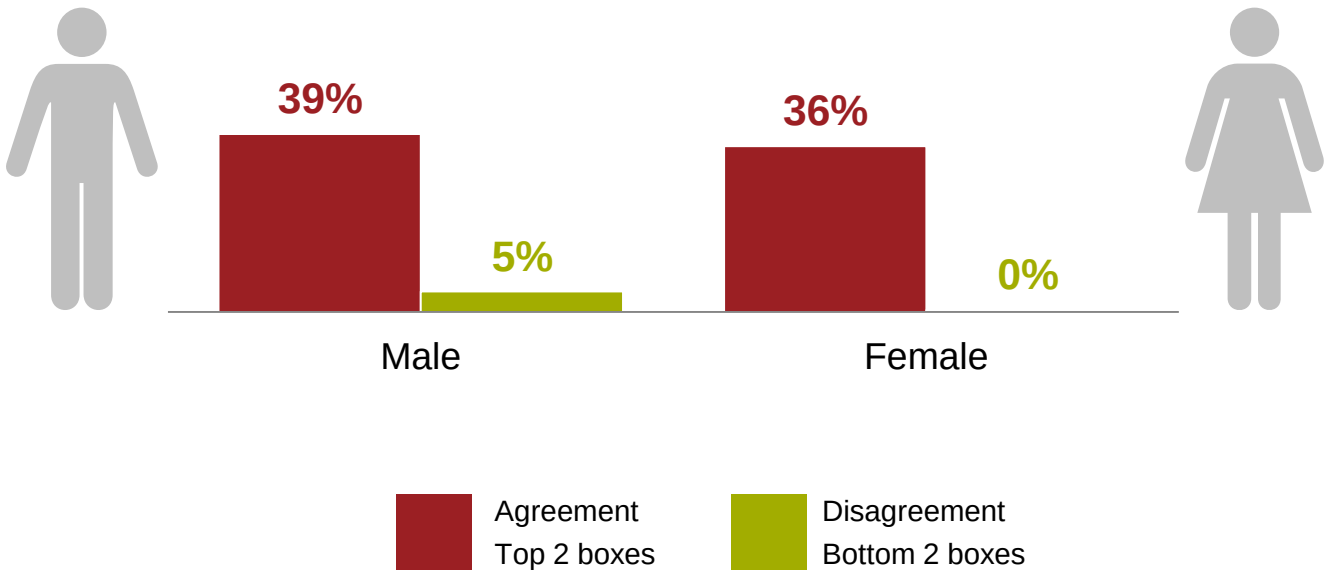


“I am always concerned about my safety and security” Average agreement and disagreement in Hong Kong



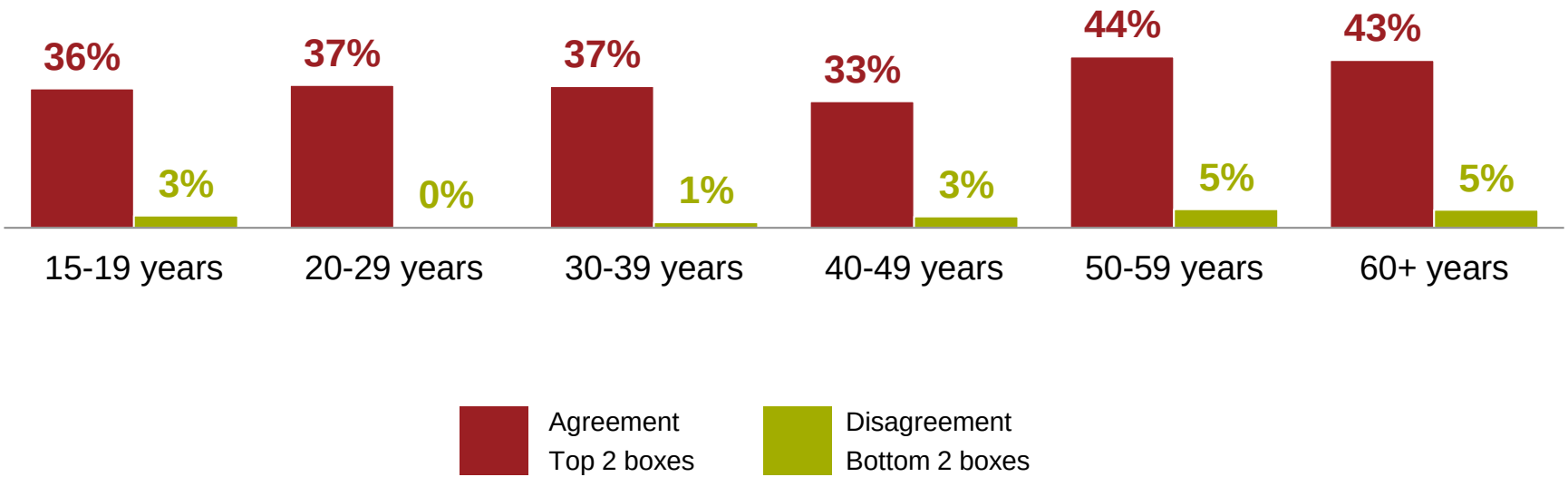
Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

“I am always concerned about my safety and security”
Average agreement and disagreement per gender in Hong Kong



Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

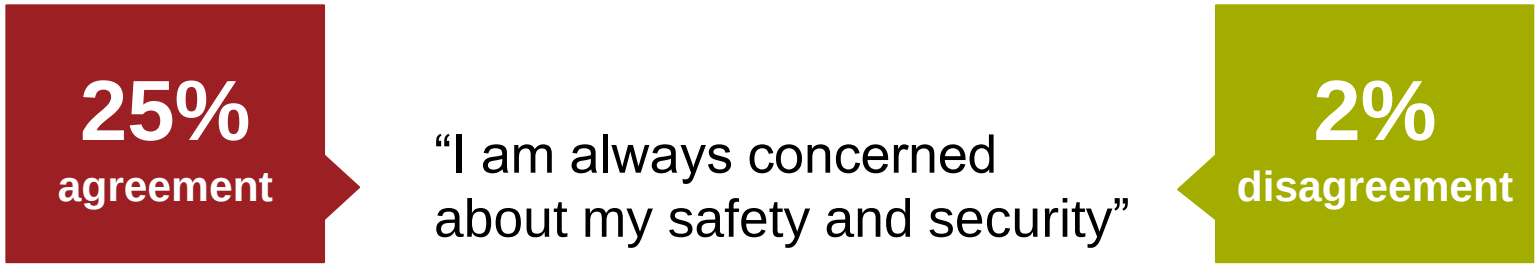
“I am always concerned about my safety and security”
Average agreement and disagreement per age-group in Hong Kong



Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

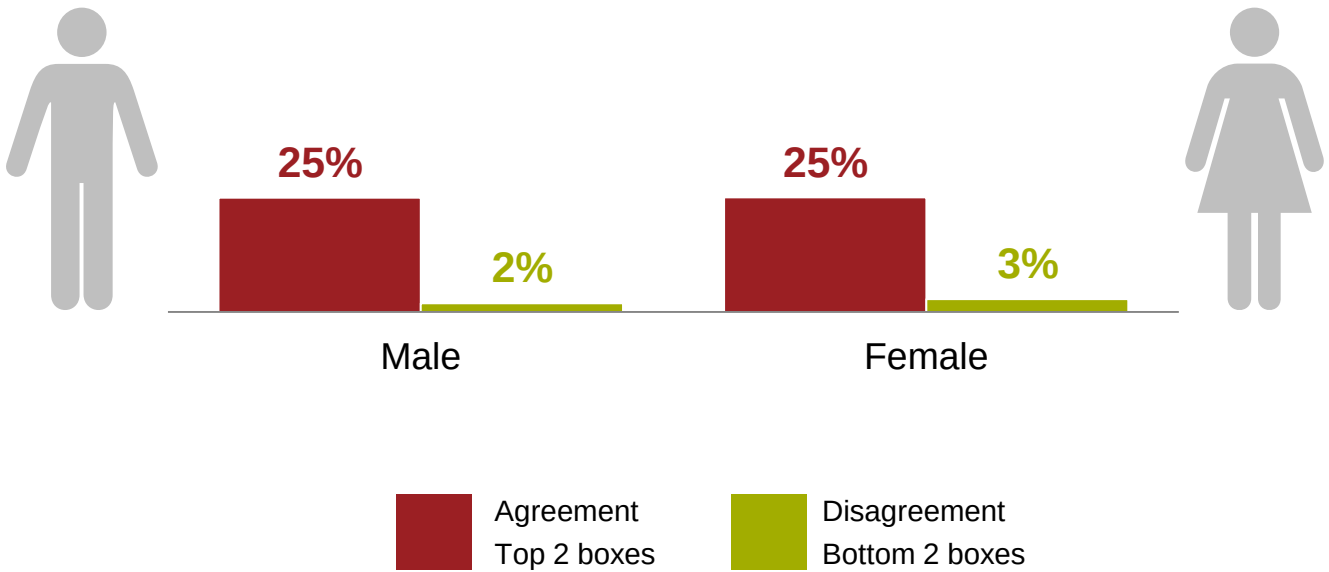
South Korea

“I am always concerned about my safety and security” Average agreement and disagreement in South Korea



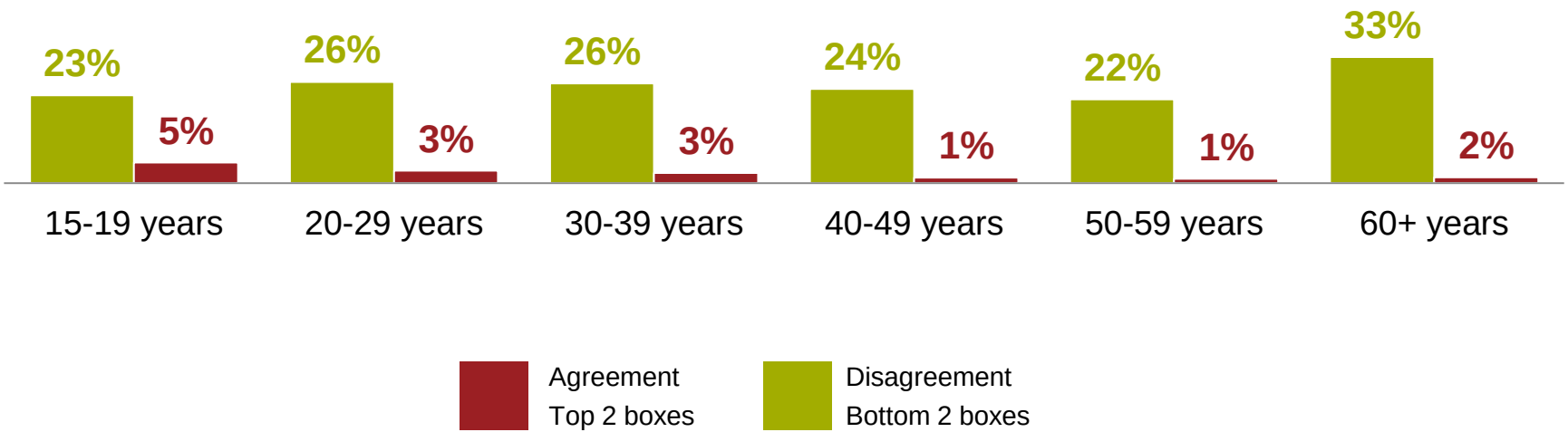
Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

“I am always concerned about my safety and security”
Average agreement and disagreement per gender in South Korea



Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

“I am always concerned about my safety and security”
Average agreement and disagreement per age-group in South Korea



Source: GfK survey among 25,000+ Internet users (ages 15+) in 21 countries – top 2 boxes (agreement) / bottom 2 boxes (disagreement) out of 7-point scale – rounded

For more information please contact press@gfk.com