

Press release

Embargo date: July 21, 2016

July 21, 2016

Contacts

Amanda Martin
T +44 7919 624 688
press@gfk.com

Stefan Gerhardt
T +49 911 395 4440
press@gfk.com

GfK SE
Nordwestring 101
90419 Nuremberg
Germany

T +49 911 395 0

Management
Matthias Hartmann (CEO)
Christian Diedrich (CFO)
Dr. Gerhard Hausrucking
David Krajicek
Alessandra Cama

Supervisory Board Chairman
Dr. Arno Mahlert

Commercial register
Nuremberg HRB 25014

One in three 'always concerned' about their safety and security

- In Brazil and Turkey that rises to over a half
- Sweden, Germany and Netherlands lead for feeling safe
- Women not always more safety concerned than men

Nuremberg, July 21, 2016 – Close to a third (32 percent) of the online population across 21 countries firmly agree^[1] that they are always concerned about their safety and security, compared to only ten percent who firmly indicate^[1] that they are not.

GfK asked over 25,000 people online how strongly, on a seven point scale, they agree or disagree with the statement, "I am always concerned about my safety and security". Looking at the responses for the top-two boxes (agree) and bottom two boxes (disagree) allows businesses to understand those countries and audience segments with the strongest concerns around safety, in order to identify business opportunities and design offers that support the specific needs within each market.

Latin American countries, Turkey and Russia are in the top five for numbers who are always concerned

In Brazil and Turkey, over half of the respondents gave a 'top two' agreement indicating that they are always concerned about their safety and security: Brazil standing at 64 percent and Turkey at 54 percent of their online populations. They are followed by Mexico at 48 percent, with Argentina (43 percent) and Russia (42 percent) not far behind.

For the Latin American countries and Russia, this correlates with the higher levels of violent crime and homicide recorded in these countries, while Turkey's level of concern is likely to be the effect of a perceived risk of being affected by terror attacks.

Sweden, Germany and Netherlands have highest levels of perceived personal safety

By contrast, Sweden, Germany and the Netherlands show the highest percentages who firmly disagreed with the 'always concerned' statement – indicating higher perceptions of personal safety in those countries. In Sweden, 30 percent firmly disagreed with the statement, followed by Germany and Netherlands at 22 percent each.

In Sweden it is the men who lead on feeling secure, with a third (34

percent) of men firmly disagreeing with the 'always concerned' statement, compared to just a quarter (26 percent) of women. In Germany and the Netherlands, those is more evenly divided, standing in Germany at 24 percent of men and 20 percent women and, in the Netherlands, at 23 percent of men and 21 percent of women.

"I AM ALWAYS CONCERNED ABOUT MY SAFETY AND SECURITY"



Country results



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

[Click image to view full size](#)

Women not always more safety concerned than men

Internationally, women are slightly more likely than men to state firmly that they are always concerned about their safety and security – standing at 34 percent of women compared to 30 percent of men; just four percentage points difference.

Looking at individual countries, the biggest gender differences are seen in Turkey, Russia, and Spain, which all show 12 percentage points difference in the number of women always concerned versus the number of men.

However, in Hong Kong, Belgium and the Netherlands, it is the men, not the women, who show slightly higher numbers saying they are always concerned. In Hong Kong, 39 percent of men firmly agree with the statement (three percentage points more than for women), while Belgium stands at 18 percent of men (one percentage point higher) and in the Netherlands it is 11 percent of men (four percentage points higher).

Age has little impact on concerns for personal safety

Those aged 20-29 and 30-39 years old are the most likely to agree firmly that they are always concerned about safety, standing at a third (33 percent) of each age group. But there is very little difference between these and the other age groups. Amongst 40-49 year olds, 32 percent say they are always concerned, while for those aged 60 or over it is 31 percent. Teenagers (15-19 years old) stand at 30 percent, followed by those aged 50-59 at 29 percent.

To download the complete findings for each of the 21 countries, please visit www.gfk.com/global-studies/global-study-overview/

-Ends-

Notes to the editors

^[1]bottom two boxes and top two boxes from a seven point scale, where 1 means "disagree strongly" and 7 means "agree strongly".

About the study

The survey question asked: "Please indicate how strongly you personally agree or disagree with the statement, "I am always concerned about my safety and security", using this scale where 1 means "disagree strongly" and 7 means "agree strongly"."

GfK conducted the online survey with over 25,000 consumers aged 15 or older in 21 countries. Fieldwork was completed in June 2015 and data are weighted to reflect the demographic composition of the online population age 15+ in each market. The countries included are Argentina, Australia, Belgium, Brazil, Canada, China, Czech Republic, France, Germany, Hong Kong, Italy, Mexico, Netherlands, Poland, Russia, South Korea, Spain, Sweden, Turkey, UK and USA.

About GfK

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.

For more information, please visit www.gfk.com or follow GfK on Twitter: <https://twitter.com/GfK>

Responsible under press legislation:
GfK SE, Global Communications
Jan Saeger
Nordwestring 101
90419 Nuremberg
Germany
T. +49 911 395 4440
press@gfk.com