

# Price and purchasing power development is No. 1 challenge over all 22 countries

## The top challenges in each of the 22 survey countries

Free choice of answers (in rounded %); multiple answers possible

### Global ranking of challenges

Challenge	Frequency of mentions in % (across all 22 countries)
Price/purchasing power development	32
Unemployment	27
Corruption	20
Criminality	18
Economic stability	11
Education policy	10
Health sector	9
Transport policy	8
Politics/government	7
Poverty	6
	Total

### Ranking of No. 1 challenge in each country


Country	No. 1 challenge	Frequency of mention in %
Spain	Unemployment	74
France	Unemployment	64
Nigeria	Energy supply	56
India	Price/purchasing power development	56
Italy	Unemployment	55
Iran	Price/purchasing power development	52
Poland	Unemployment	51
South Africa	Criminality	45
Brazil	Health sector	44
South Korea	Economic stability	42
Russia	Price/purchasing power development	37
Germany	Immigration	35
Austria	Unemployment	35
Indonesia	Price/purchasing power development	33
UK	Health sector	30
Turkey	Unemployment	30
Switzerland	Immigration	29
Belgium	Unemployment	26
Sweden	Immigration	25
Netherlands	Health sector	19
USA	Economic stability	15
Japan	Economic stability	13

Source: GfK Verein, "Challenges of Nations 2015", basis 2015: 25,454 respondents

# Immigration and integration has knocked concerns over unemployment from pole position in the rankings

## Percentage of respondents citing the most pressing issues which Germany must confront

Free choice of answers (in rounded %); multiple answers possible \*never placed among the most important issues in prior years

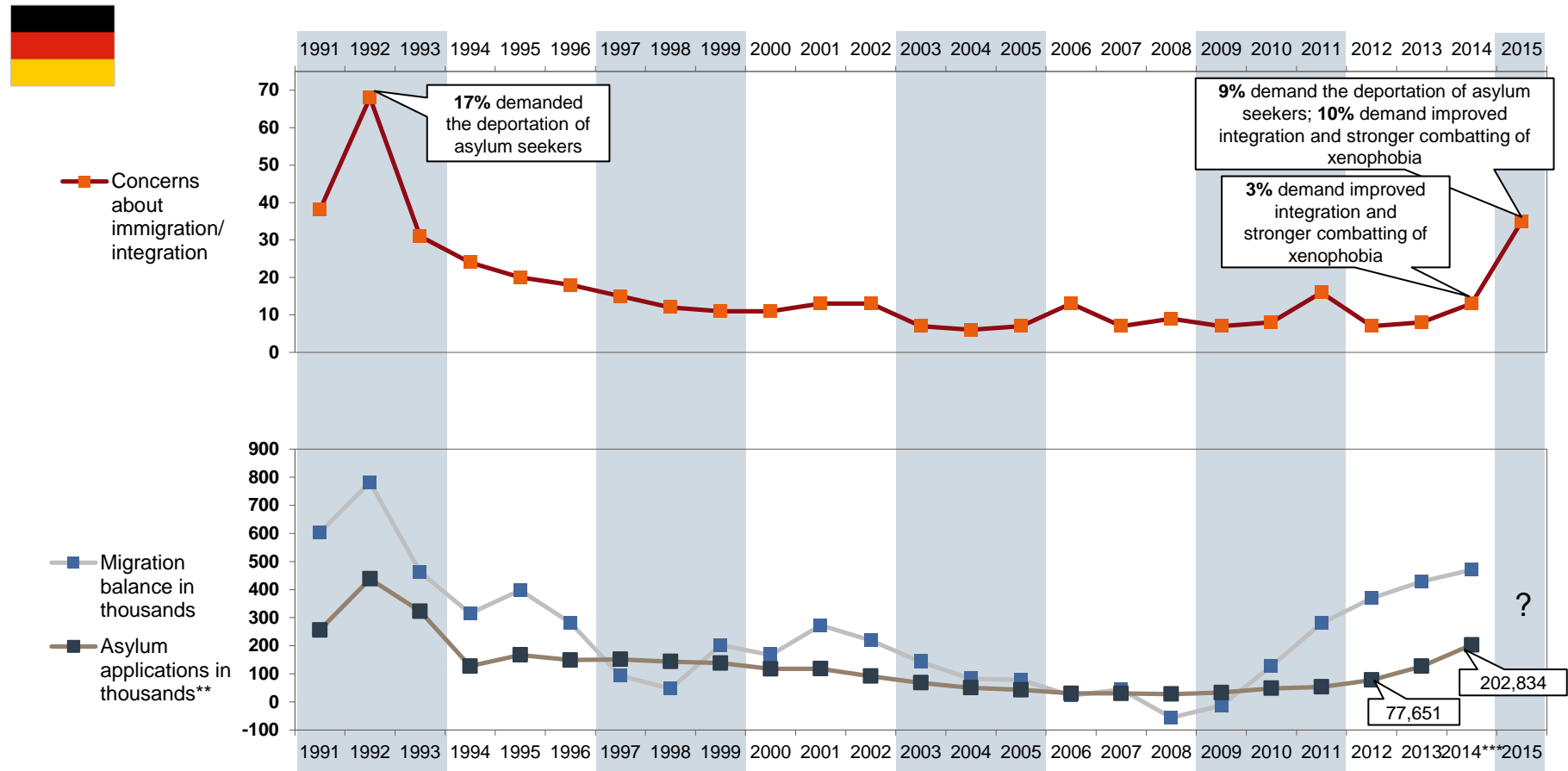
 Free answers	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Immigration/integration	38	68	31	24	20	18	15	12	11	11	13	13	7	6	7	13	7	9	7	8	16	7	8	13	35
Unemployment	39	39	62	66	61	81	79	86	71	66	59	74	75	77	81	80	67	53	57	66	55	34	32	33	22
Retirement/pension schemes	4	3	10	9	10	17	15	14	10	17	15	12	18	20	12	18	18	23	9	19	17	13	14	24	16
Price/purchasing power development	13	8	9	7	7	4	5	4	2	5	15	14	10	9	11	11	18	37	13	24	33	26	29	26	16
Economic stability	10	9	14	13	7	7	7	5	4	4	4	11	16	16	12	8	6	7	36	26	14	24	16	10	15
Poverty*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	2	3	10	6	5	6	12	13	14	15
Education policy	1	1	1	1	1	1	1	3	3	3	4	5	4	6	7	9	10	17	14	14	23	12	16	12	15
Securing peace	2	2	2	4	4	2	1	0	5	1	1	2	6	2	1	1	2	2	2	5	6	3	3	5	11
Criminality	2	7	9	18	19	13	9	19	9	10	10	17	10	7	6	6	10	13	8	15	17	7	8	11	10
Social security	4	4	11	6	8	9	8	9	7	7	7	8	12	13	7	10	8	13	13	17	25	11	12	11	9
Health sector	2	4	10	4	2	3	4	6	2	6	5	5	15	14	7	15	13	12	10	21	19	11	7	10	9
World/European politics*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	1	2	4	3	4	4	7
Environmental protection	23	16	15	15	23	13	6	5	4	6	11	5	4	3	3	5	16	12	7	10	14	12	7	10	6
Terrorism*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	1	1	1	1	6
Politics/government	1	3	3	4	1	2	3	3	2	4	3	6	7	8	8	6	7	9	10	10	12	13	7	7	6
Basis:	2,898	3,031	2,992	2,141	2,455	2,427	2,521	2,486	2,492	2,451	2,452	2,022	1,959	1,979	1,955	1,974	1,971	2,010	2,072	2,063	2,076	2,087	2,042	2,018	1,960

Source: GfK Verein, "Challenges of Nations 2015", basis 2015: 1,960 respondents

# The proportion of those demanding an end to hostility to foreigners has risen markedly

## Comparison of level of concern vs. migration balance/number of asylum applications

Free choice of answers (in rounded %)



\*Source: Federal Statistical Office; \*\*Source: Federal Office for Migration and Refugees;

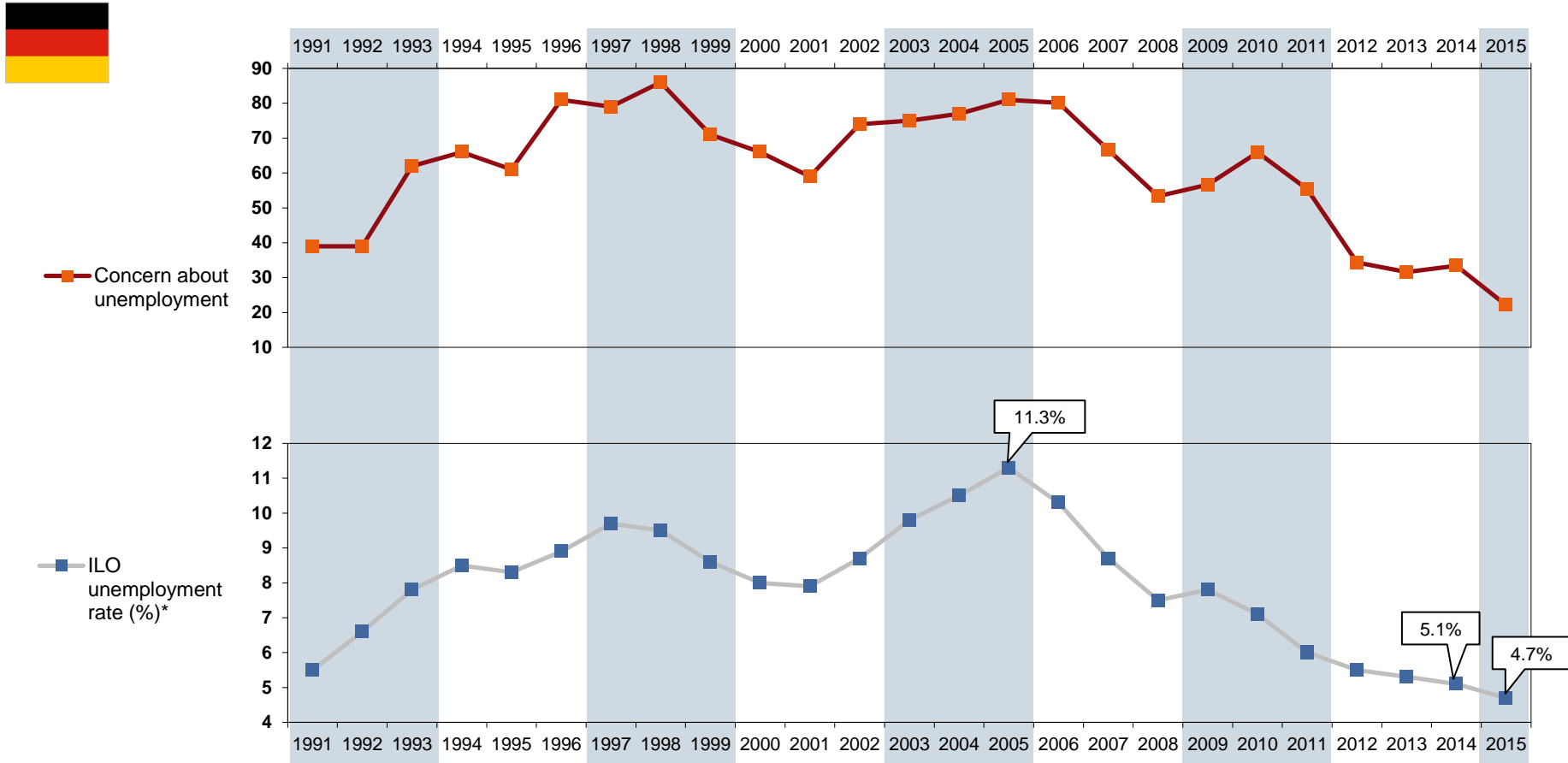
\*\*\*predicted minimum level for 2014 according to press release dated 21 February 2015 from the Federal Statistical Office

Source: GfK Verein, "Challenges of Nations 2015", basis 2015: 1,960 respondents

# Decline in concern reflects the positive development of the German labor market

## Comparison of level of concern vs. unemployment

Free choice of answers (in rounded %)



\*Source: OECD, 2015 value: as at January 2015

Source: GfK Verein, "Challenges of Nations 2015", basis 2015: 1,960 respondents

# Study description

## Method

Source:	<b>“Challenges of Nations 2015” study conducted by GfK Verein</b>
Method:	Face-to-face interviews: varies by country
Survey period:	February 2015
Target group:	General population aged 14+ (representative)
Sample size:	Germany: N = 1,960 respondents All 22 countries: N = 25,454 respondents