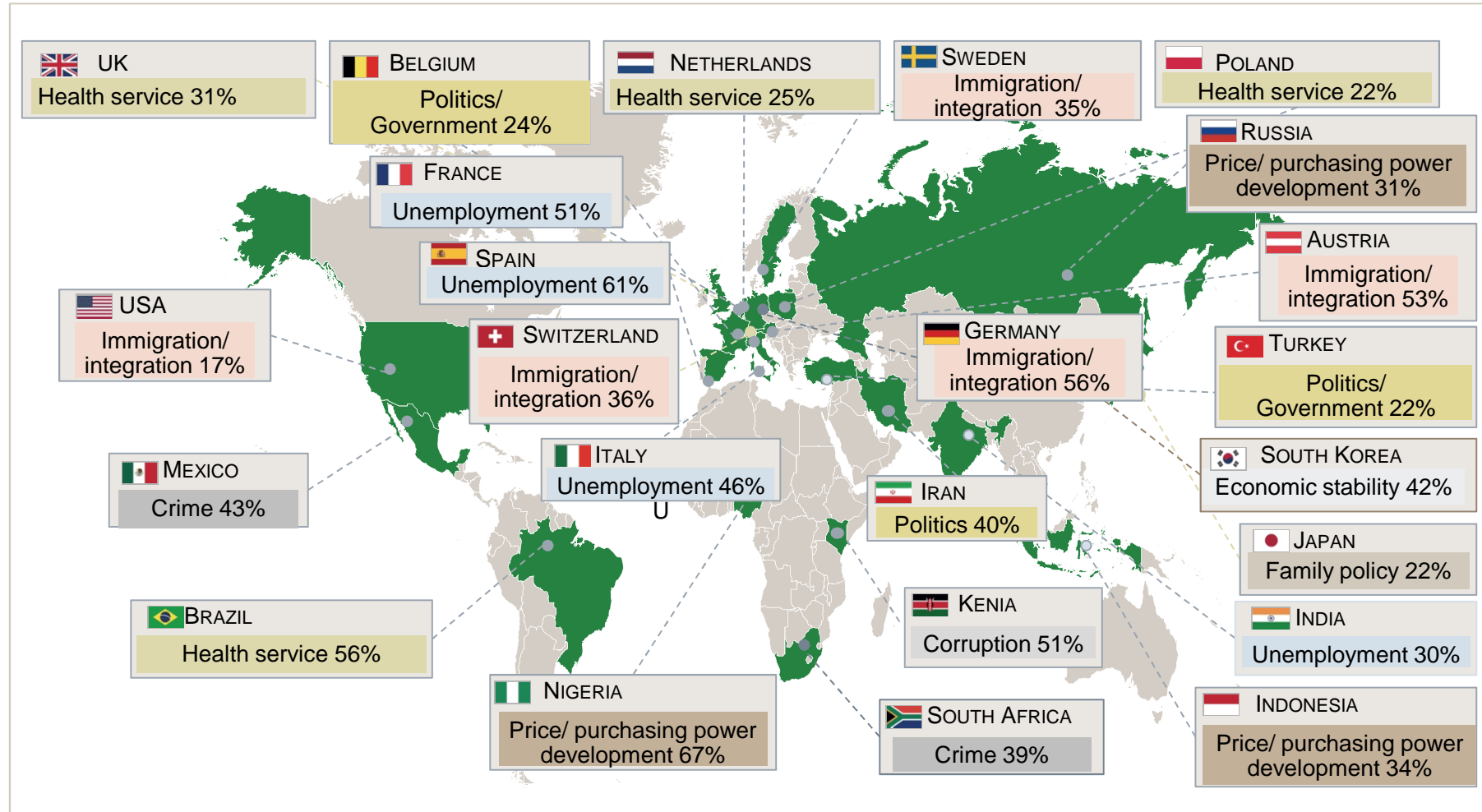


The variety of top challenges around the world is striking. Nigeria leads the way: 67% of respondents have concerns regarding price/purchasing power development.

Top1 – Challenges in all 24 countries surveyed

Unaided responses; in %; rounded; multiple responses possible



Source: GfK Challenges of Nations 2017; (For sample see methodology)

In Europe: Jobs, immigration and health service top the rankings of challenges.

Top Challenges 2017 in Europe

Unaided responses; in %; rounded; multiple responses possible

	DE	FR	UK	IT	ES	RU	PL	NED	BE	SWE	AUT	SUI	TUR
Unemployment	16	51	8	46	61	14	20	8	20	8	35	10	14
Immigration/ integration	56	8	16	28	3	1	3	15	17	35	53	36	4
Health service	5	10	31	11	17	12	22	25	6	12	4	17	0
Politics/ Government	9	15	7	16	9	2	18	4	24	2	12	7	22
Price/ purchasing power development	12	16	7	6	3	31	19	2	11	0	6	5	5
Pensions/ old age provisions	14	6	2	10	5	15	9	3	4	2	11	23	1
Education policy	12	8	10	4	12	7	4	5	6	6	14	8	7
Crime	16	16	8	8	3	1	2	6	9	8	15	3	5
Economic stability	5	6	4	15	8	9	2	1	4	2	7	5	14
Housing/ rents	8	5	11	1	3	16	3	2	2	5	4	5	0
Poverty	17	6	3	8	2	2	4	6	12	0	3	4	0
Transport policy	5	1	8	1	0	12	0	4	19	0	1	10	1
Environmental issues	7	6	4	2	1	2	3	3	8	7	5	16	0
Corruption	1	1	0	8	25	5	3	0	1	0	1	0	1
Ø Number of problems mentioned	2,9	2,2	1,9	2,2	1,8	1,7	1,5	1,7	2,1	1,0	2,4	2,2	1,1

Source: GfK Challenges of Nations 2017; (For sample see methodology)

“Immigration/integration” still out in front for Germany. “Poverty” rises to 2nd place for the first time.

Germany – Challenges of the last 20 years

Unaided responses; in %; rounded; multiple responses possible



Unaided responses

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Immigration/ integration	15	12	11	11	13	13	7	6	7	13	7	9	7	8	16	7	8	13	35	83	56
Poverty*	-	-	-	-	-	-	-	-	2	2	3	10	6	5	6	12	13	14	15	10	17
Crime	9	19	9	10	10	17	10	7	6	6	10	13	8	15	17	7	8	11	10	10	16
Unemployment	79	86	71	66	59	74	75	77	81	80	67	53	57	66	55	34	32	33	22	13	16
Pensions/ old age provisions	15	14	10	17	15	12	18	20	12	18	18	23	9	19	17	13	14	24	16	8	14
Price/ purchasing power development	5	4	2	5	15	14	10	9	11	11	18	37	13	24	33	26	29	26	16	8	12
Education policy	1	3	3	3	4	5	4	6	7	9	10	17	14	14	23	12	16	12	15	9	12
Social security	8	9	7	7	7	8	12	13	7	10	8	13	13	17	25	11	12	11	9	8	11
International/ European policy*	-	-	-	-	-	-	-	-	-	-	-	2	1	2	4	3	4	4	7	7	10
Terrorism*	-	-	-	-	-	-	-	-	-	-	-	-	-	2	1	1	1	1	6	4	9
Politics/ Government	3	3	2	4	3	6	7	8	8	6	7	9	10	10	12	13	7	7	6	10	9
Housing/ rents	3	1	0	1	1	1	0	0	-	1	1	1	1	1	2	1	3	5	4	6	8
Environmental issues	6	5	4	6	11	5	4	3	3	5	16	12	7	10	14	12	7	10	6	5	7
Problems with Turkey*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5
Economic stability	7	5	4	4	4	11	16	16	12	8	6	7	36	26	14	24	16	10	15	6	5
Base:	2521	2486	2492	2451	2452	2022	1959	1979	1955	1974	1971	2010	2072	2063	2076	2087	2042	2018	1960	2104	2018

*Challenges not among main problems in previous years














Source: GfK Challenges of Nations 2017; (For sample see methodology)

Survey description

Method












Source:	Study “Challenges of Nations 2017” of GfK Verein
Method:	GfK Globo Bus; depending on country (see Methodology)
Survey period:	January till March 2017
Target persons:	General population (age and regional coverage depending on country – see Methodology)
Sample:	N= 27.517 Persons over 24 countries
Out of these:	
Germany	n = 2.018
Further countries	See Methodology

Methodology Europe

Europe	Proportion sample/ total population in %	Proportion sample/ total population in millions	Sample size	Methodology	Age	Regional coverage
 Austria	84,8%	7,2 m	1.029	CAPI	16+	Nationwide
 Belgium	83,0%	9,4 m	1.003	CATI	15+	Nationwide
 France	81,5%	52,5 m	1.002	CAPI	15+	Nationwide
 Germany	88,0%	71,0 m	2.018	CAPI	14+	Nationwide
 Italy	86,3%	51,6 m	1.040	CAPI	15+	Nationwide
 Netherlands	80,0%	13,5 m	1.000	CATI	18+	Nationwide
 Poland	85,0%	32,8 m	1.000	CAPI	15+	Nationwide
 Russia	82,4%	118,2 m	2.106	PAPI	16+	Nationwide except for regions in Northern Russia and North Caucasus
 Spain	85,2%	39,3 m	1.020	CAPI	15+	Nationwide
 Sweden	79,2%	7,7 m	1.026	CATI	16-84	Nationwide
 Switzerland	76,9%	6,4 m	1.000	CATI	15-74	Nationwide, except for Italian- speaking Switzerland
 Turkey	63,0%	58,4 m	1.235	PAPI	15+	Urban population
 UK	81,0%	52,4 m	1.013	CAPI	16+	Nationwide

Fieldwork carried out with GfK GLOBO BUS®.

Methodology North and South America, Africa, Asia

North and South America		Proportion sample/ total population in %	Proportion sample/ total population in millions	Sample size	Methodology	Age	Regional coverage
	Brazil	72,0%	149,6 m	1.000	CATI	18+	Nationwide
	Mexico	72,4%	92,0 m	1.000	CATI	15+	Nationwide
	USA	77,3%	248,6 m	1.000	CAWI	18+	Nationwide
Africa							
	Kenia	11,2%	5,1 m	1.006	PAPI	18+	Nairobi, Mombasa, Kisumu
	Nigeria	14,4%	26,3 m	1.000	PAPI ad hoc	18+	Lagos, Port Harcourt, Kano
	South Africa	22,9%	12,5 m	1.200	CAPI	16+	Metropolitan area of Gauteng, Johannesburg, Durban, Cape Town
Asia and Pacific							
	India	5,0%	65,6 m	1.078	PAPI	15-64	Mumbai, Neu Delhi, Kolkata, Chennai
	Indonesia	7,0%	18,0 m	1.040	PAPI	15-64	Jakarta, Surabaya, Medan, Bandung, Makassar
	Iran	29,0%	23,3 m	1.000	PAPI ad hoc	18+	Teheran, Mashad, Esfahan, Tabrez, Shiraz
	Japan	79,3%	100,4 m	1.200	PAPI	15-79	Nationwide
	South Korea	80,9%	40,7 m	1.501	PAPI	19+	Nationwide

Fieldwork carried out with GfK GLOBO BUS®.