



Ipsos Global @dvisor

The Global Vulnerability Index

Global Citizens Feel More Vulnerable Than They Did One Year Ago

***Sense of Vulnerability Fueled by Two of Eight Threats in 2014:
Armed Conflict and Major Health Epidemic***



November, 2014

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Methodology...

These are findings of the research conducted by global research company Ipsos for the Halifax International Security Forum.

Conducted between October 5th to 19th, 2014.

Sample of 17,581 respondents in 23 countries were interviewed: Argentina, Australia, Belgium, Brazil, Canada, France, Germany, Great Britain, Hungary, India, Italy, Japan, Mexico, Poland, Romania, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey and the United States.

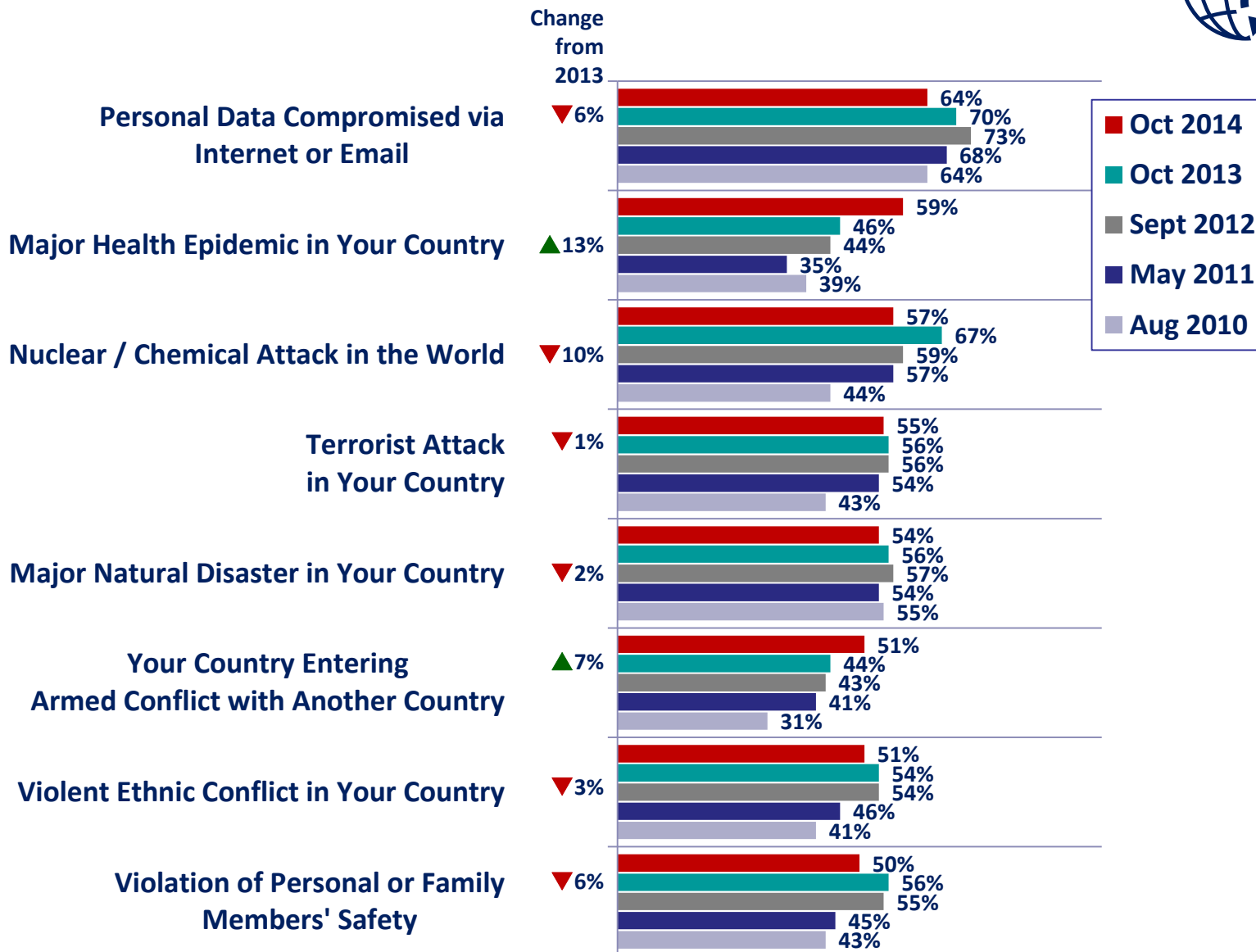
Interviews were conducted among adults aged 18-64 in the US and Canada and aged 16-64 in all other countries. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Hungary, India, Mexico, Poland, Romania, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey where each have a sample approximately 500+.

The precision of Ipsos online polls are calculated using a credibility interval. In this case, a poll of 1,000 is accurate to +/- 3.5 percentage points and one of 500 is accurate to +/- 5.0 percentage points in their respective general populations. There are 15 countries that have been weighted to represent their actual adult population: Argentina, Australia, Belgium, Canada, France, Germany, Hungary, Italy, Japan, Poland, South Korea, Spain, Sweden, United Kingdom and the United States. The remaining nine country results are representative of adult Primary Consumers who are internet enabled and have a higher income and education than the average country norm.

Global Threats Assessment

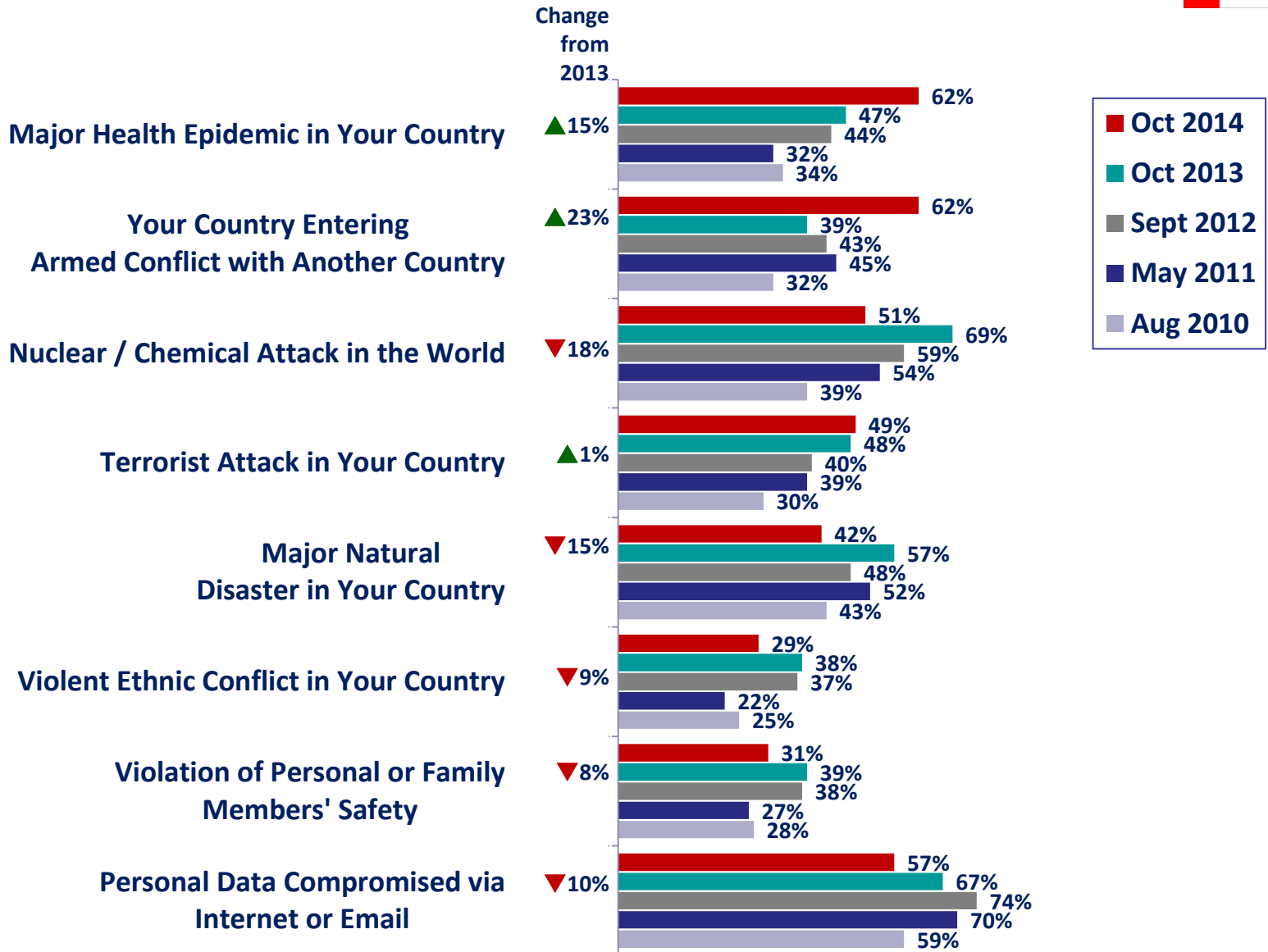
How real do you feel the threat is of any of the following happening in the next twelve months...?

Global Threat Assessment: Potential for Happening in Next 12 Months...



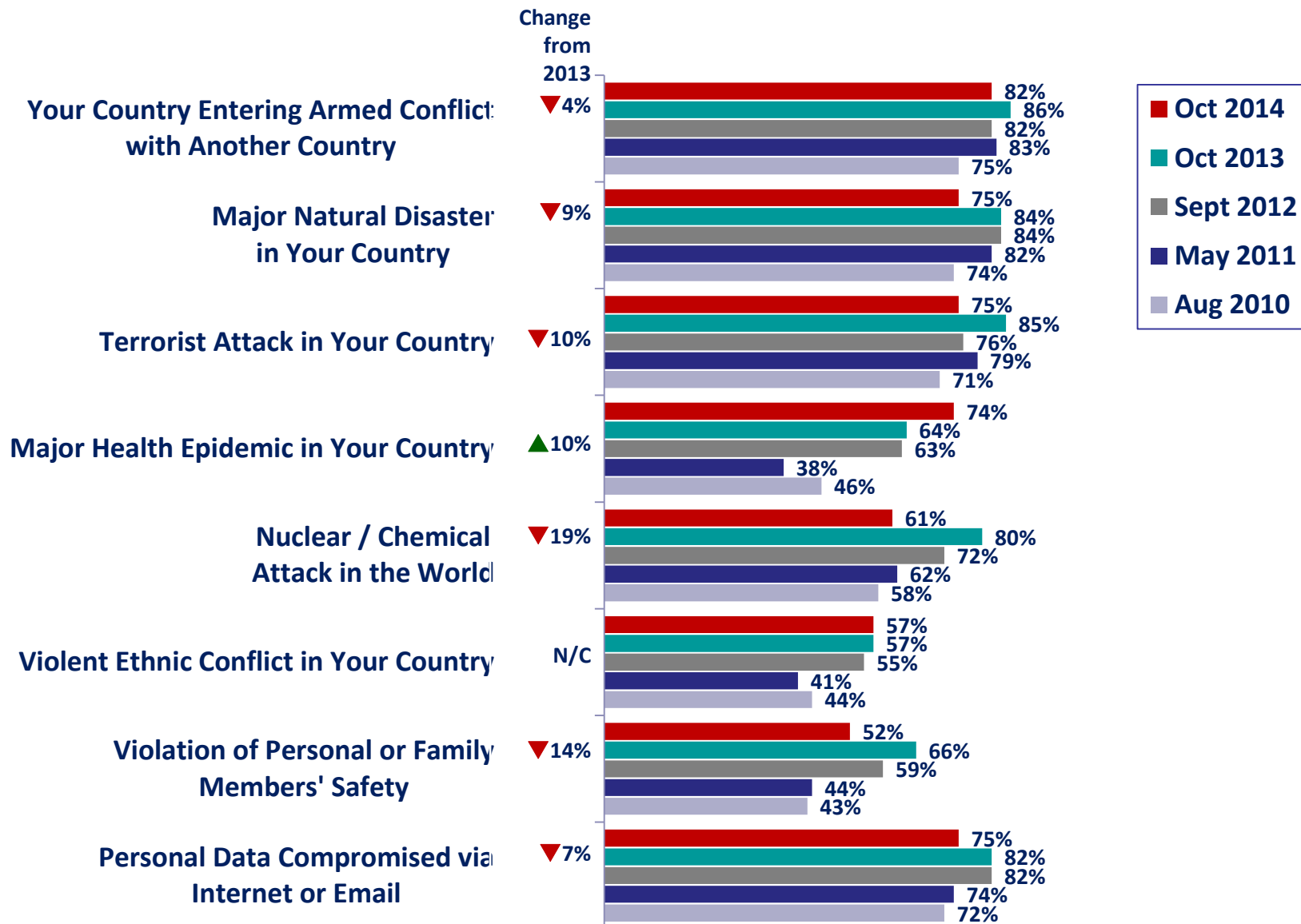
1a. How real do you feel the threat is of any of the following happening in the next twelve months?
 (Select one for each) Base All Respondents: 2014 (n=17,581) TOP2BOX
 (VERY REAL THREAT/ SOMEWHAT REAL THREAT)

Canada Threat Assessment: Potential for Happening in Next 12 Months...



1a. How real do you feel the threat is of any of the following happening in the next twelve months?
 (Select one for each) Base: All Respondents 2014 (n=1006)
 TOP2BOX (VERY REAL THREAT/ SOMEWHAT REAL THREAT)

United States Threat Assessment: Potential for Happening in Next 12 Months...

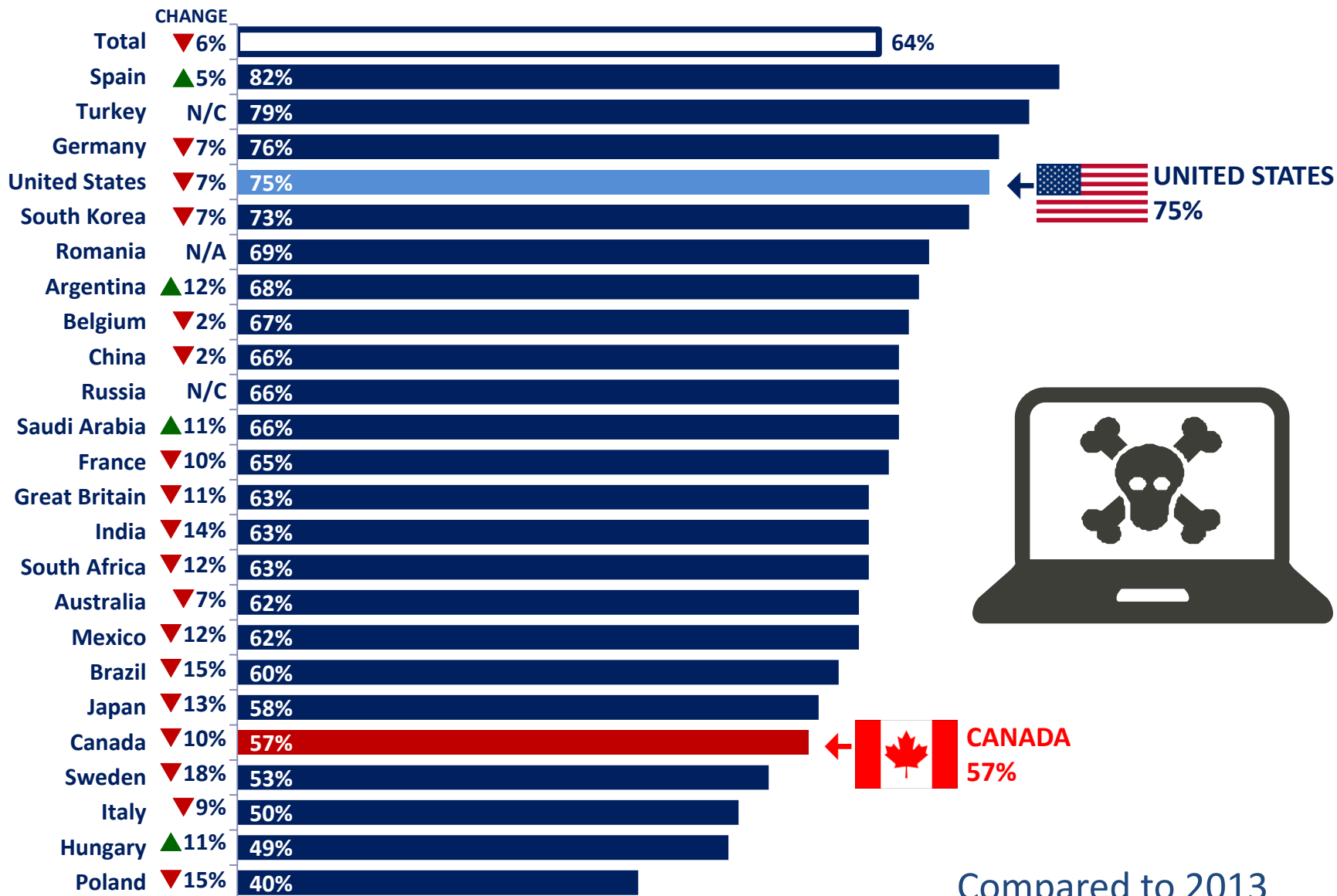


1a. How real do you feel the threat is of any of the following happening in the next twelve months?(Select one for each)Base: All Respondents 2014 (n=1006) TOP2BOX (VERY REAL THREAT/ SOMEWHAT REAL THREAT)

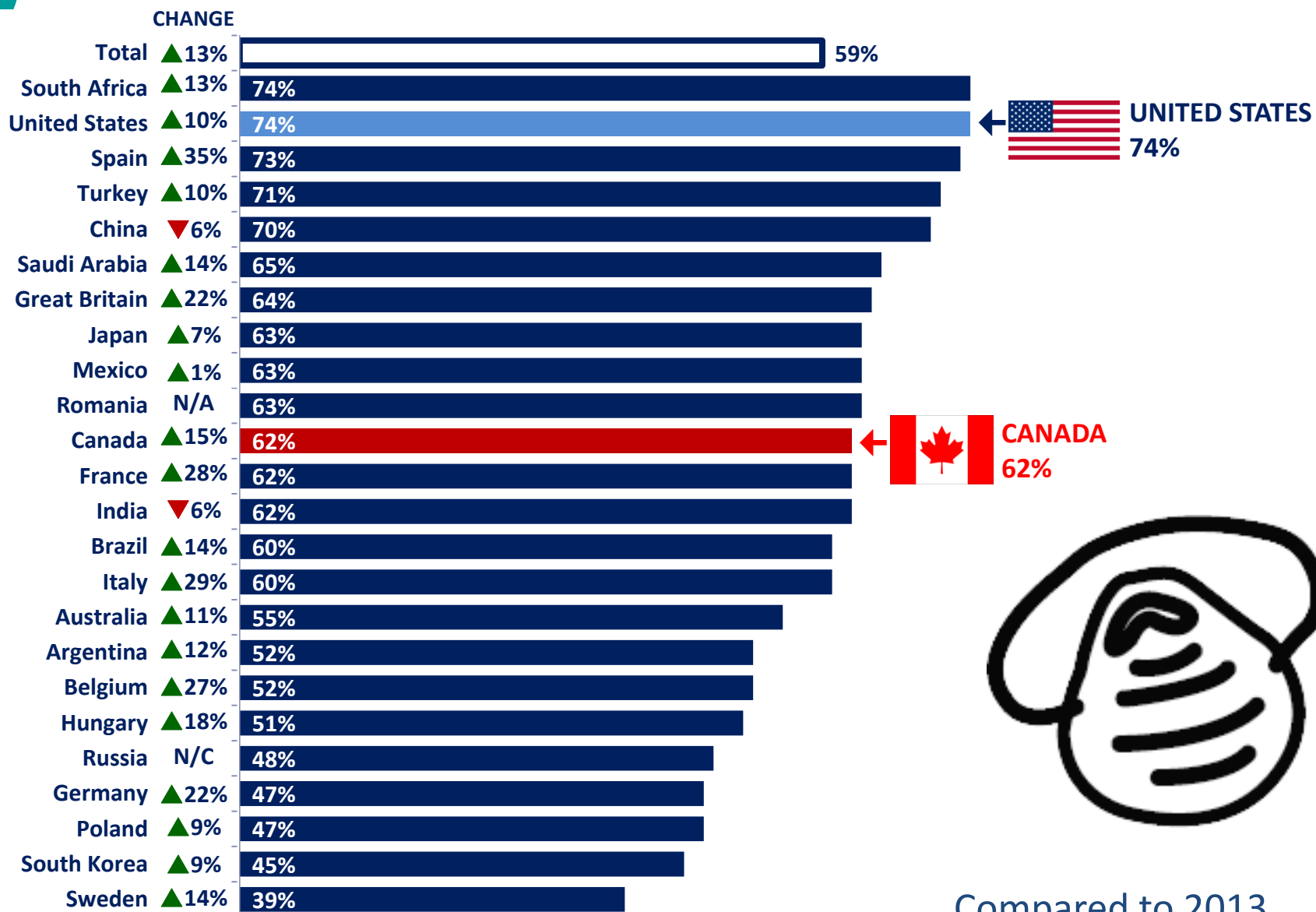
Perceived Threats By Country...

By Category, with some extra insight on Armed Conflict...

Two Thirds (64% -6): Being hacked for fraudulent or espionage purposes...



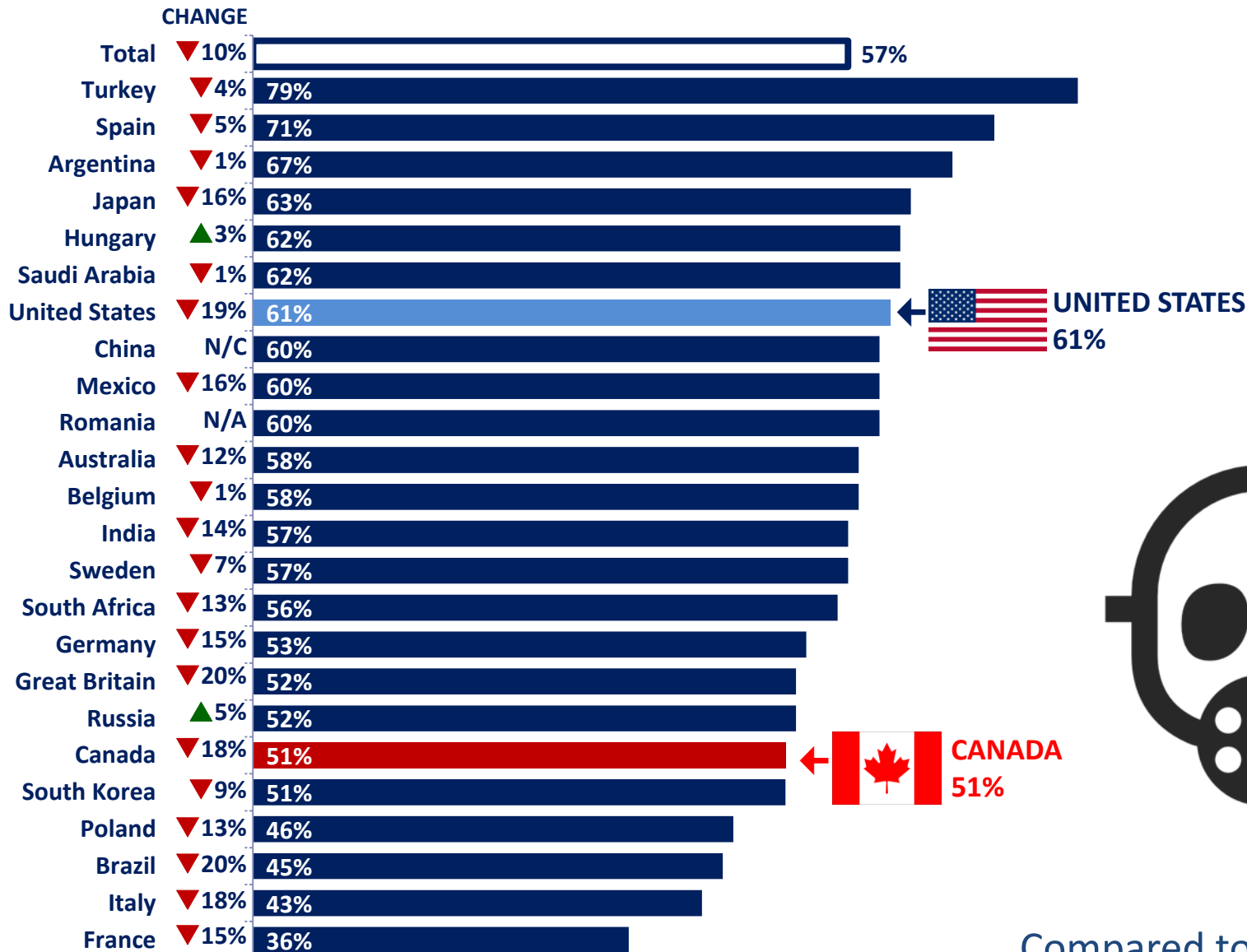
Six in 10 (59% +13): A major health epidemic breaking out in your country...



Q1.1. How real do you feel the threat is of any of the following happening in the next twelve months- a very real threat, a somewhat real threat, not much of a real threat or not a real threat at all?

TOP2BOX (VERY REAL THREAT/ SOMEWHAT REAL THREAT)

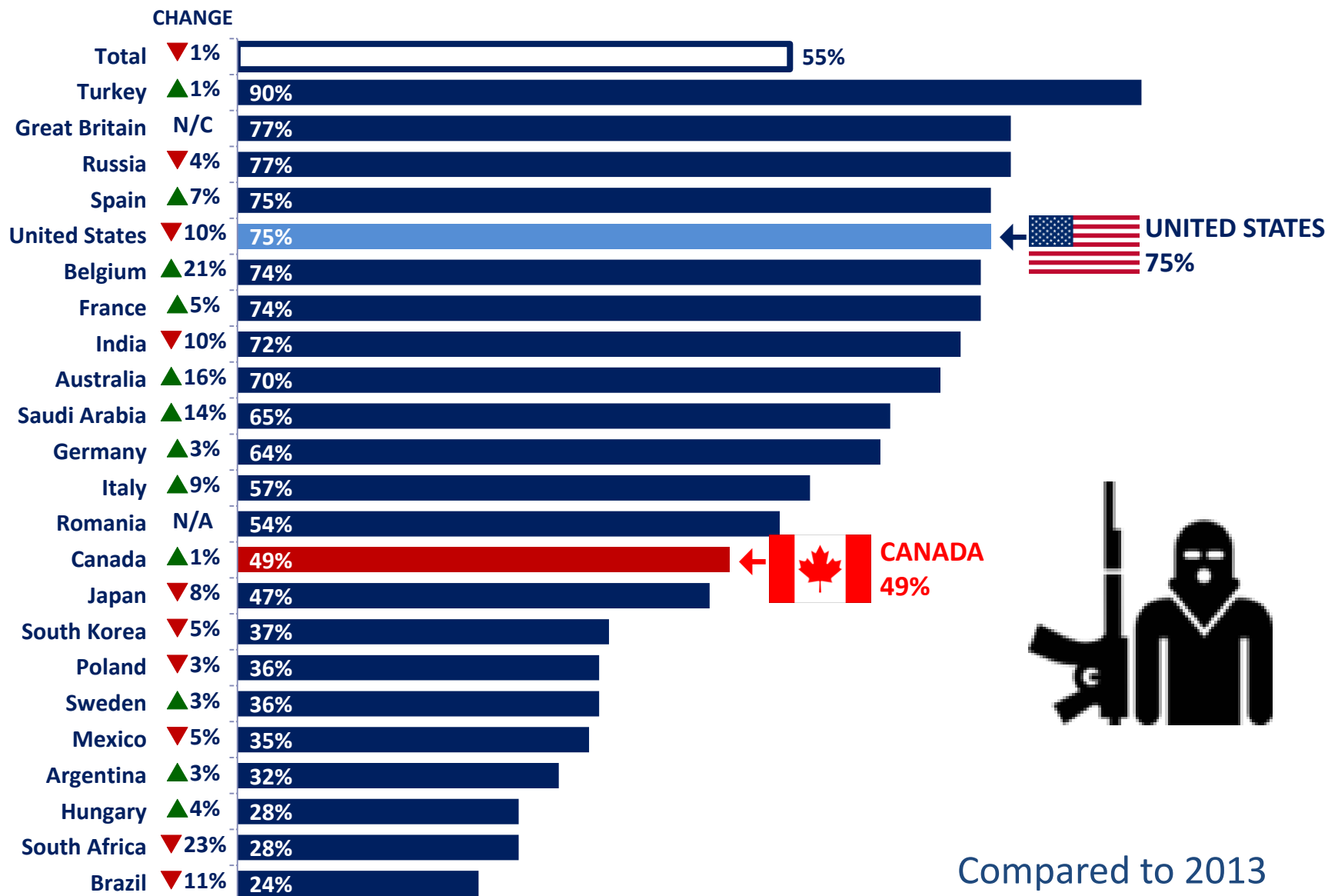
Six in 10 (57% **-10**): A nuclear, biological or chemical attack taking place somewhere in the world...



Compared to 2013

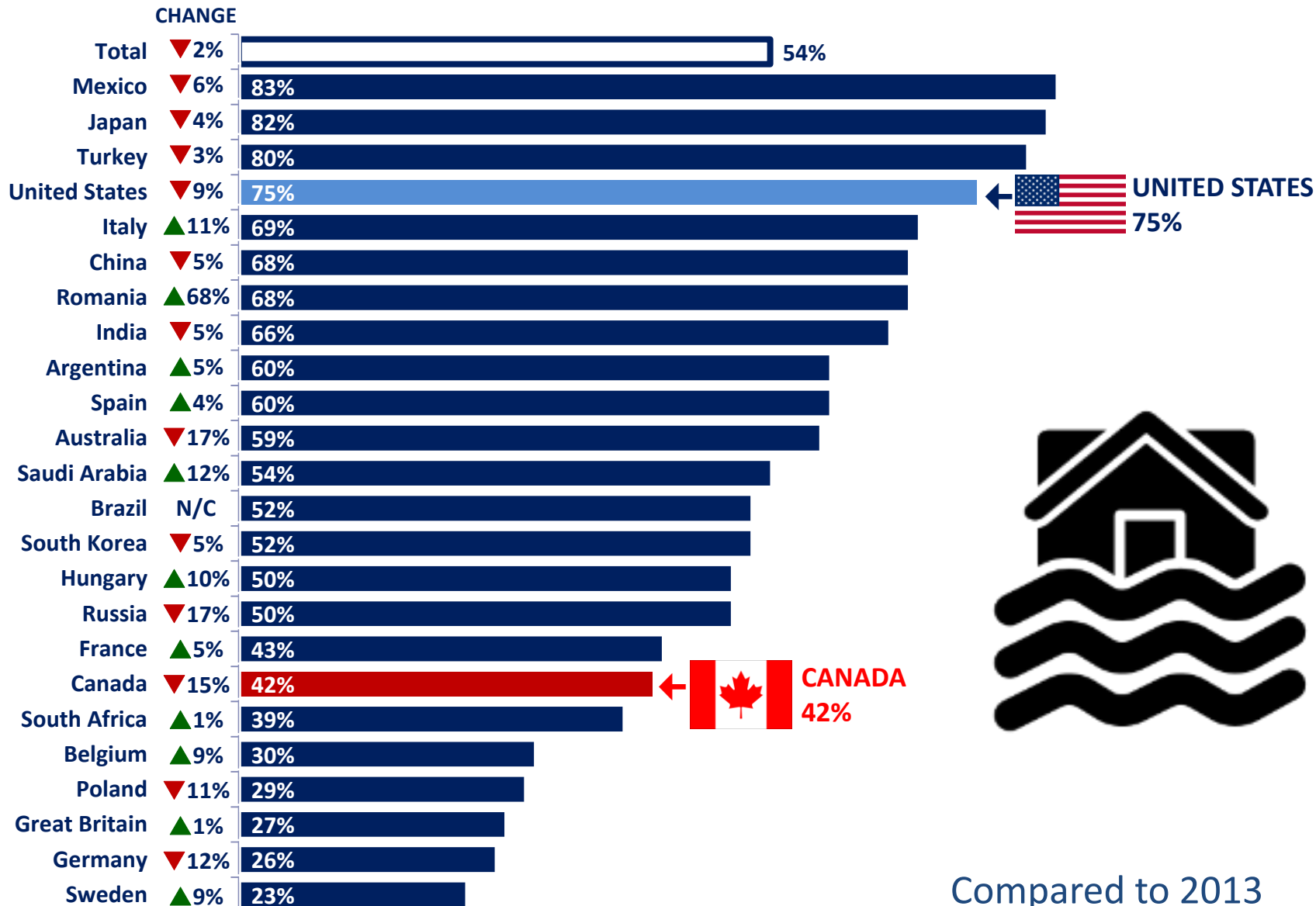
Q1.6. How real do you feel the threat is of any of the following happening in the next twelve months-a very real threat, a somewhat real threat, not much of a real threat or not a real threat at all?

55% (-1): A terrorist attack taking place in your country...



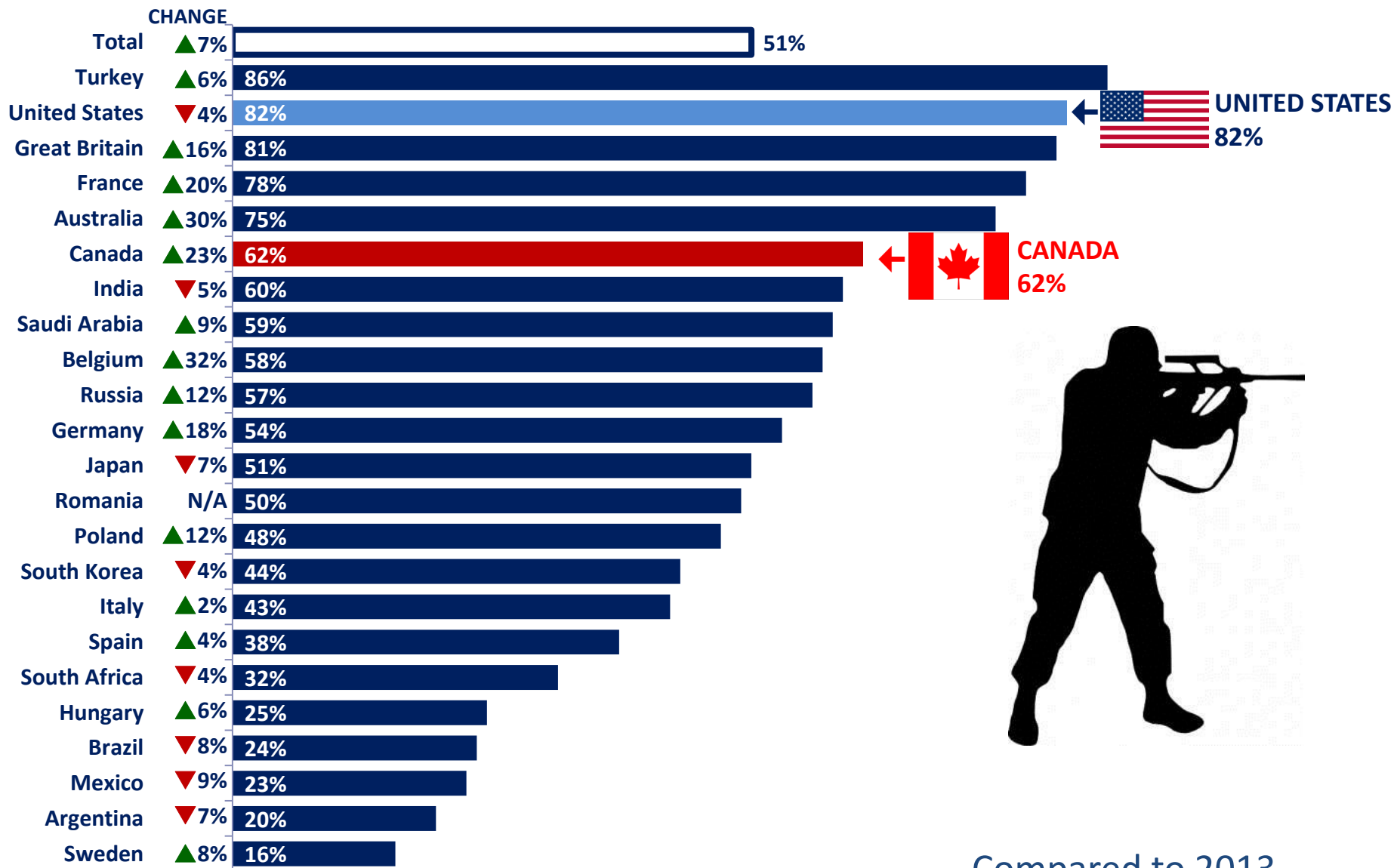
Q1.3 How real do you feel the threat is of any of the following happening in the next twelve months-a very real threat, a somewhat real threat, not much of a real threat or not a real threat at all? TOP2BOX (VERY REAL THREAT/ SOMEWHAT REAL THREAT) *Not asked in China*

54% (-2): A major natural disaster occurring in your country...



Q1.2 How real do you feel the threat is of any of the following happening in the next twelve months-a very real threat, a somewhat real threat, not much of a real threat or not a real threat at all? TOP2BOX (VERY REAL THREAT/ SOMEWHAT REAL THREAT)

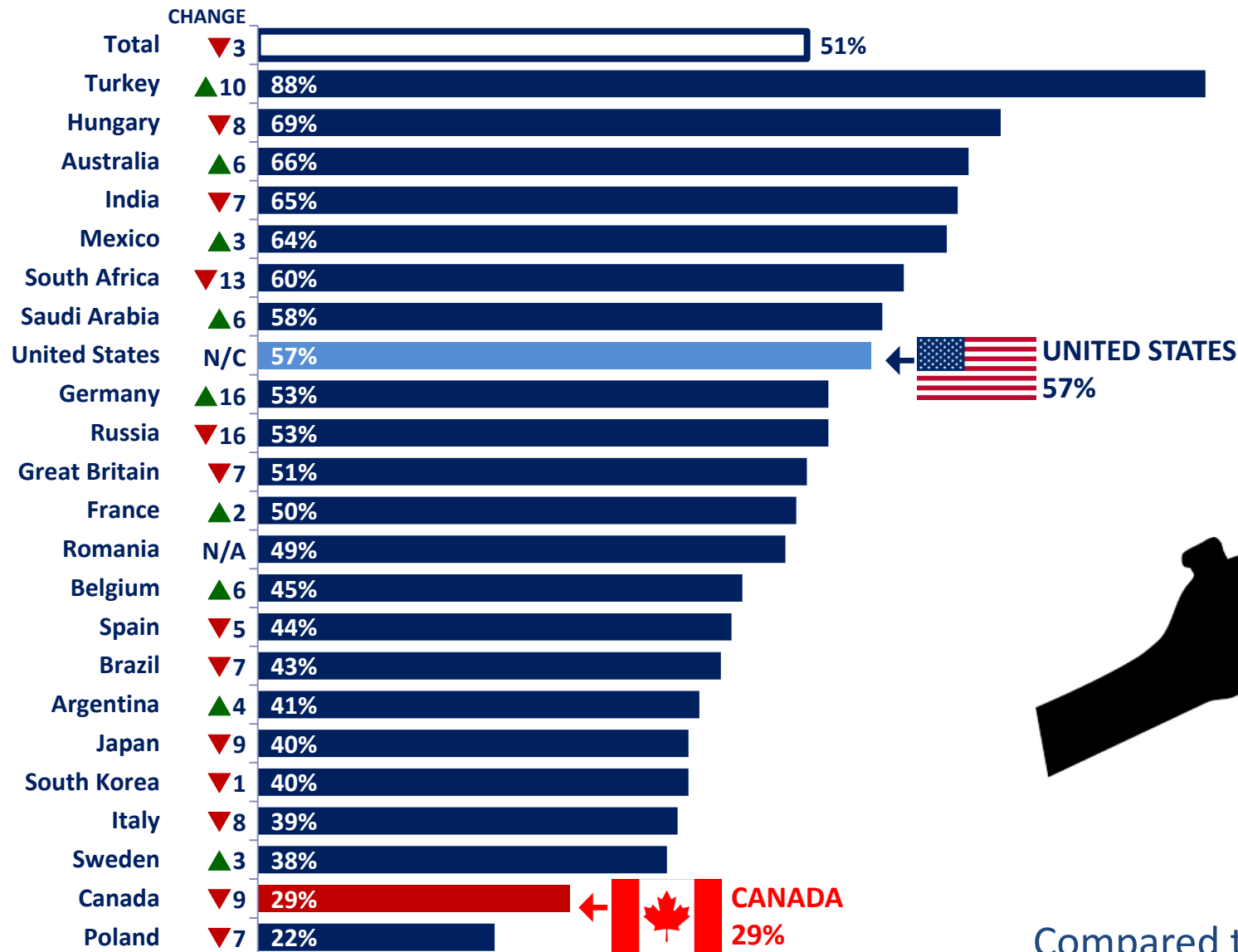
Half (51% +7): Your country being involved in an armed conflict with another nation...



Compared to 2013

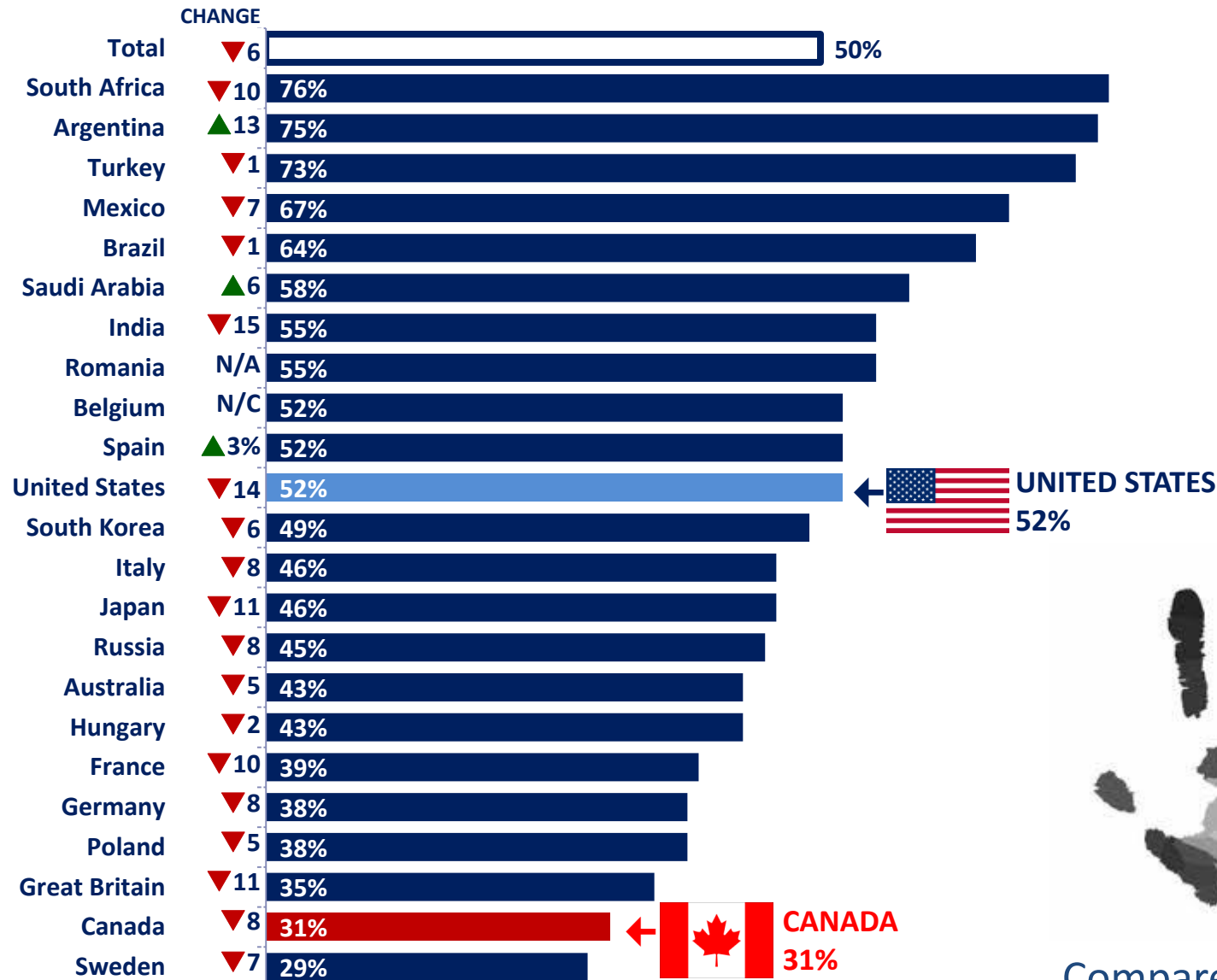
Q1.5 How real do you feel the threat is of any of the following happening in the next twelve months—a very real threat, a somewhat real threat, not much of a real threat or not a real threat at all? TOP2BOX (VERY REAL THREAT/ SOMEWHAT REAL THREAT)

Half (51% -3): A violent conflict breaking out between ethnic or minority groups in your country...



Compared to 2013

Half (50% -6): The personal safety and security for you or your family members being violated...



Compared to 2013

Q1.8. How real do you feel the threat is of any of the following happening in the next twelve months-a very real threat, a somewhat real threat, not much of a real threat or not a real threat at all? Base:

Excluding China Respondents (n=16,581) TOP2BOX (VERY REAL THREAT/ SOMEWHAT REAL THREAT)

Global Vulnerability Index

Perceived Potential Threats vs
Perceived Confidence of Governments/Agencies to
Respond/Protect

The World Feels **More Vulnerable** than at this time Last Year:

Total Global Vulnerability Index Ranking (total threat minus total confident divided by eight categories= +/- “secure/vulnerable”):

Worse Overall: -9.875 (versus **-9.250** in 2013 = **-.625**)

Better on Computer Hacking: Some person, organization or country hacking into either your public, private or personal information system for fraudulent or espionage purposes: **-23.0** (versus **-27.0** in 2013 = **+ 4.0**)

Better on a Major Attack: A nuclear, biological or chemical attack taking place somewhere in the world: **-16.0** (versus **-24.0** in 2013 = **+ 8.0**)

Methodology: 8 Perceived Threats vs Perceived Confidence of Governments/Agencies to protect them from threats.

The World Feels **More Vulnerable** than at this time Last Year:

Worse on a major health epidemic breaking out in your country: -
11.0 (versus **-3.0** in 2013 = **- 8.0**)

Worse on a terrorist attack taking place in your country: **-9.0**
(versus **-7.0** in 2013 = **- 2.0**)

Better on the personal safety and security for you or your family
members being violated: **-7.0** (versus **-12.0** in 2013 = **+ 5.0**)

Better on a violent conflict breaking out between ethnic or
minority groups in your country: **-5.0** (versus **-7.0** in 2013 = **+ 2.0**)

Worse on your country being involved in an armed conflict with
another nation: **-5.0** (versus **+ 4.0** in 2013 = **- 9.0**)

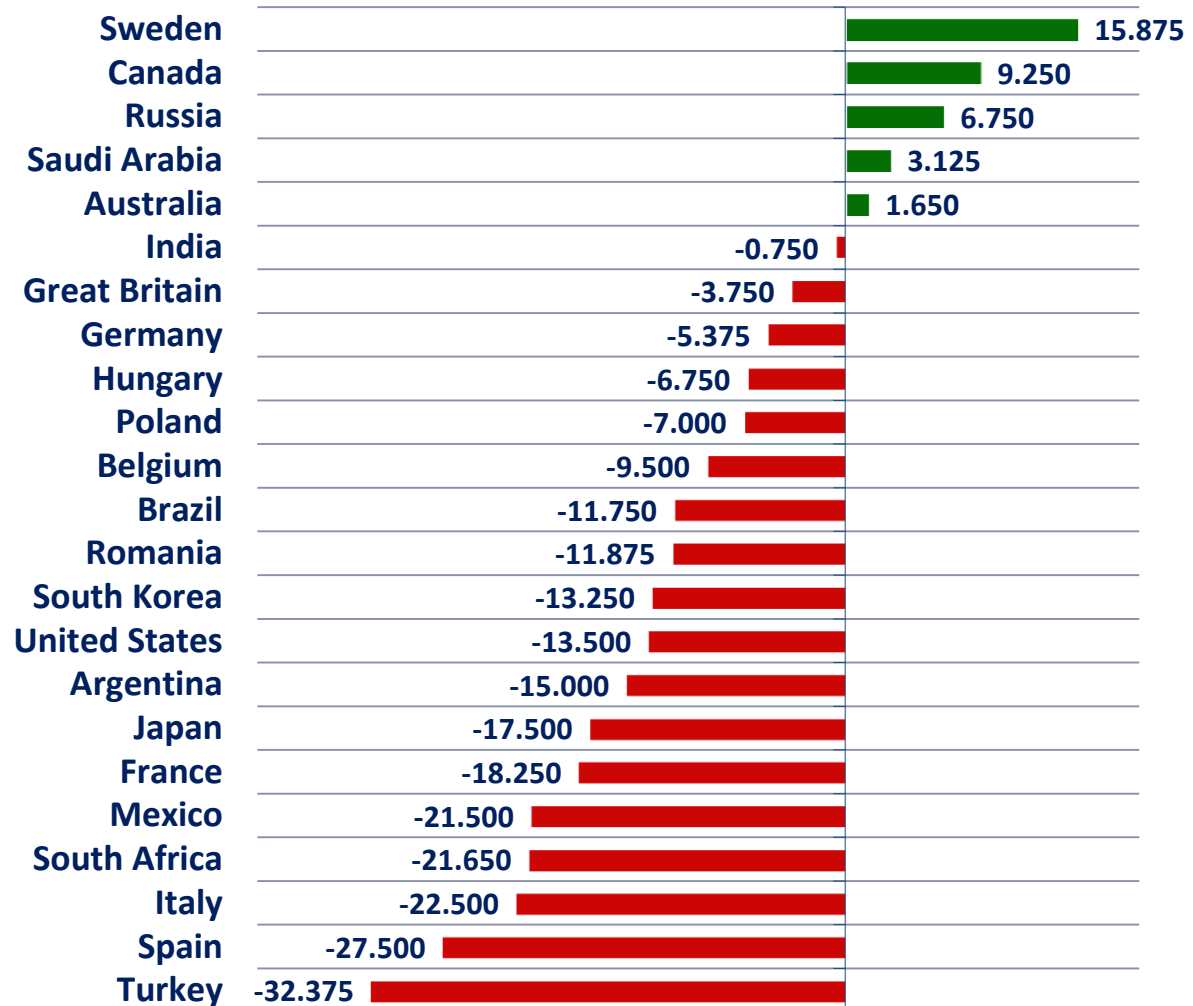
Worse on a major natural disaster occurring in your country: **-3.0**
(versus **+2.0** in 2013 = **- 5.0**)

Global Vulnerability Index

By Category and Country...

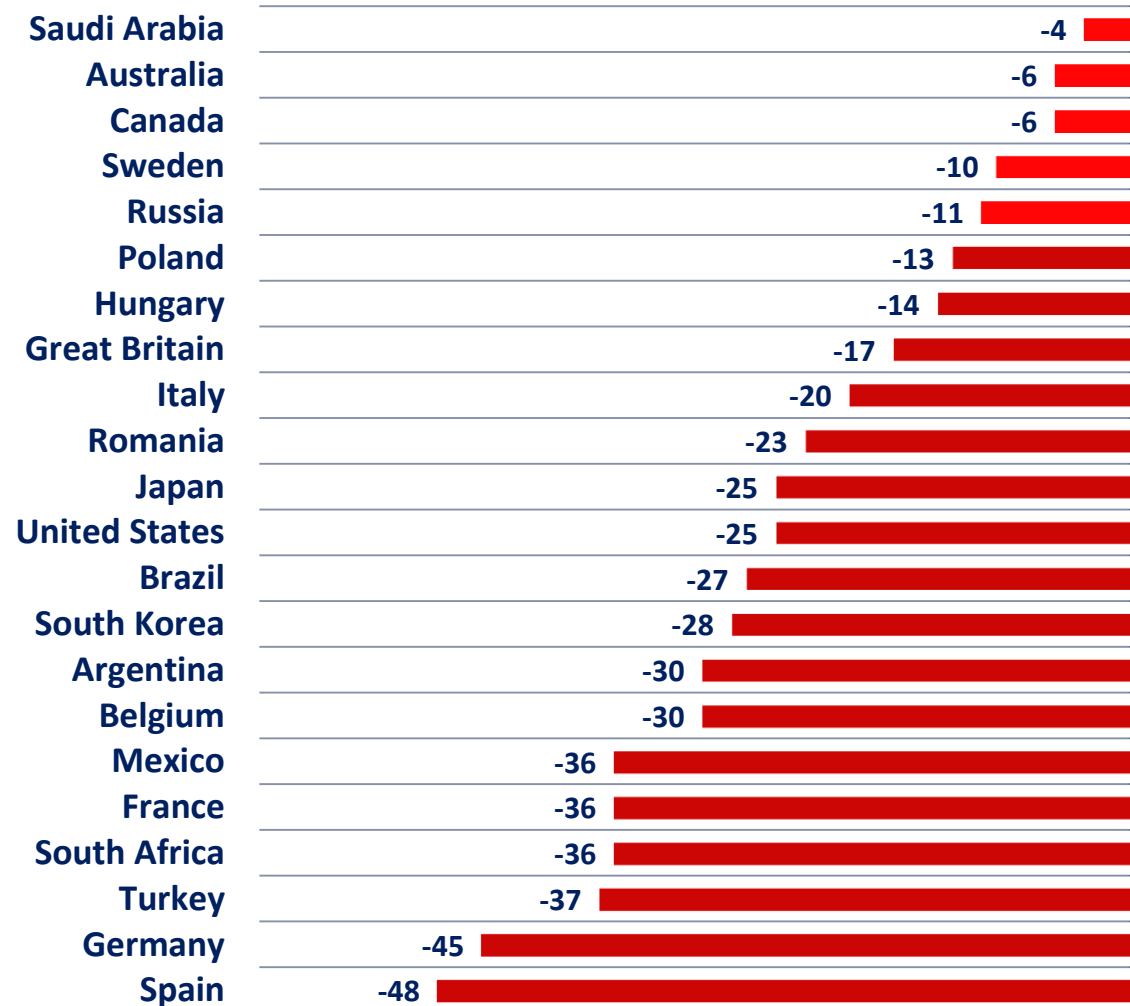
2014 Threat Index *Total* **Green = Secure** **Red = Vulnerable**

-9.875

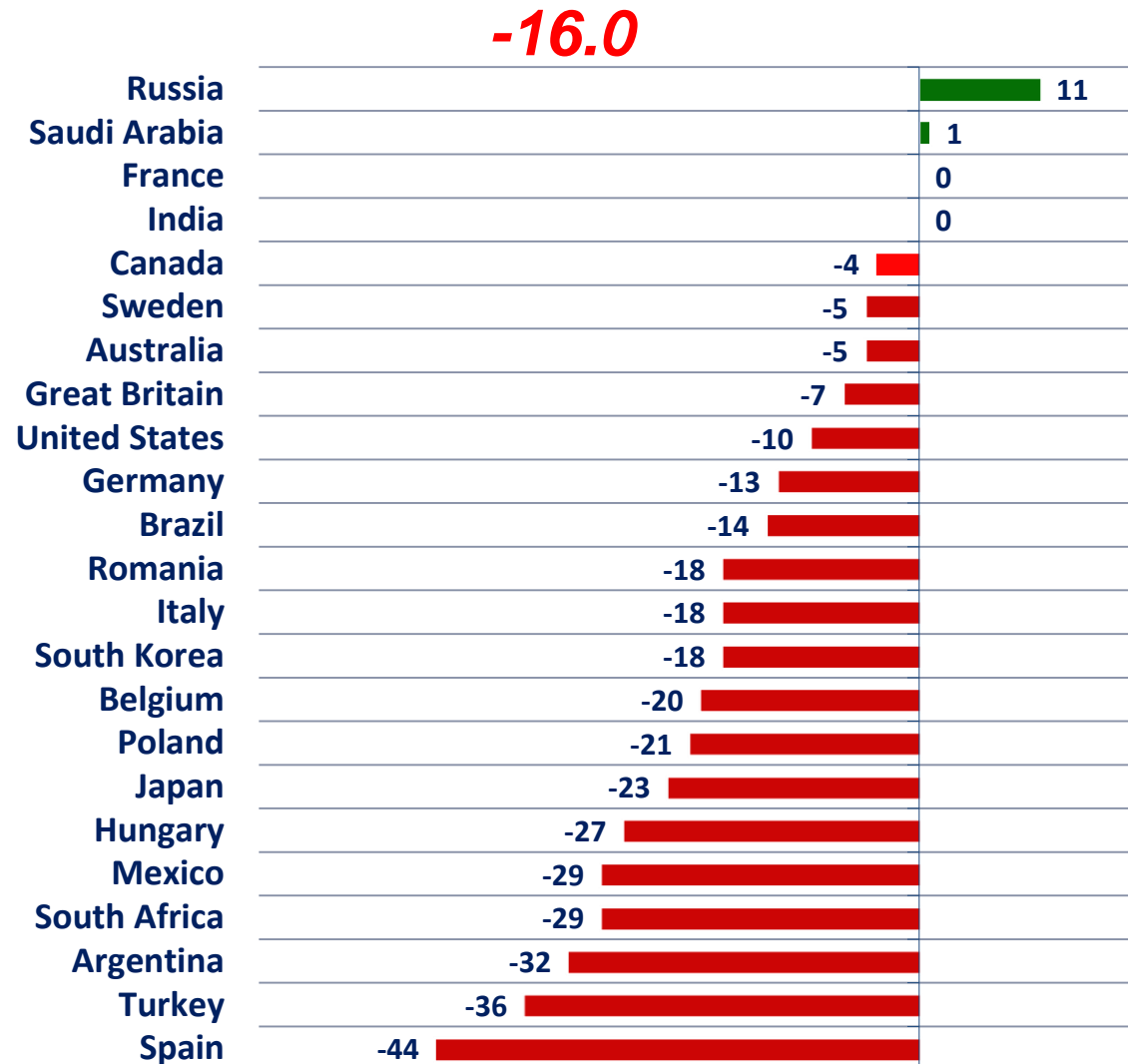


2014 Threat Index *Some person, organization or country hacking into either your public, private or personal information system for fraudulent or espionage purposes* **Green = Secure** **Red = Vulnerable**

-23.0

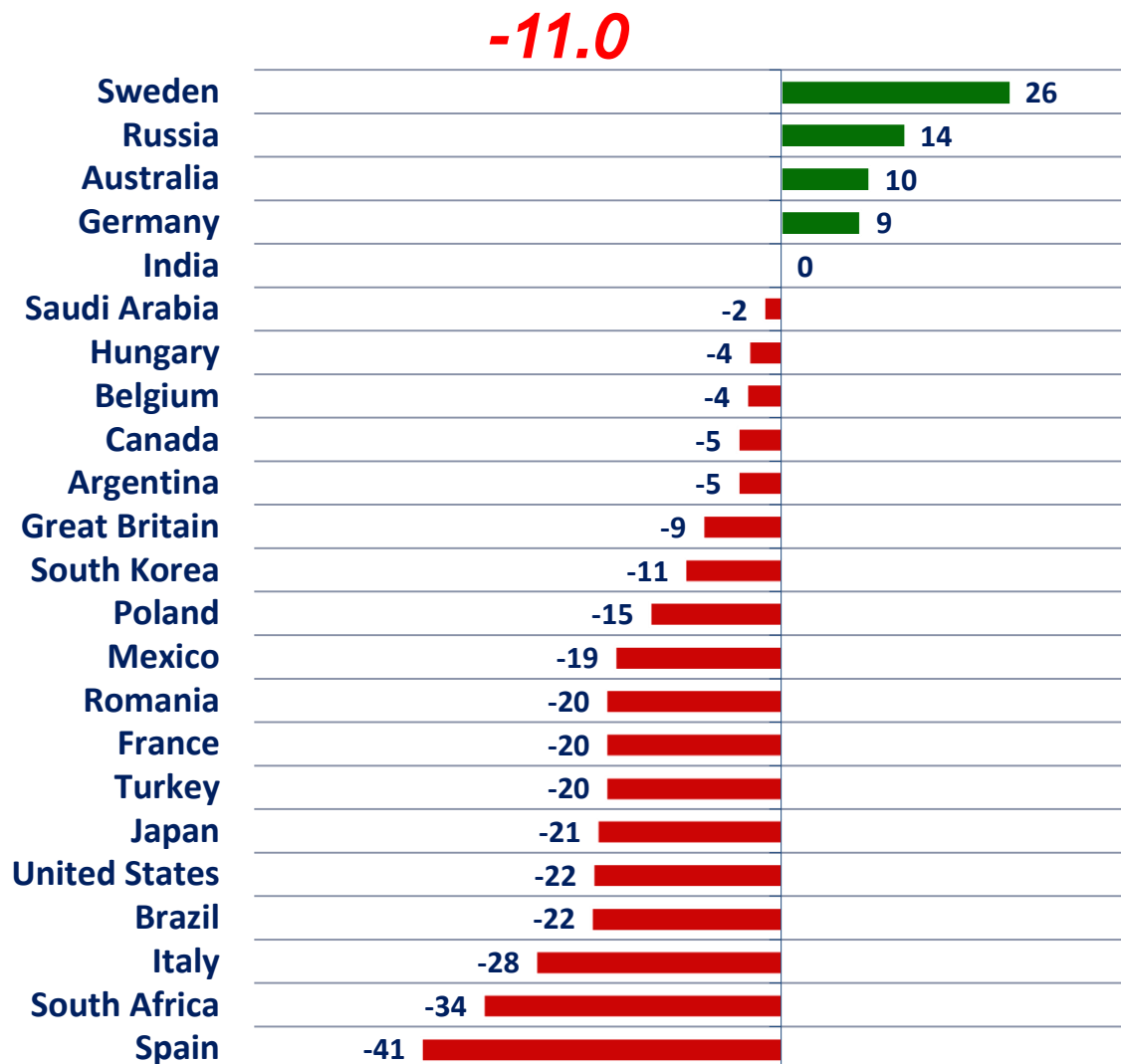


2014 Threat Index *A nuclear, biological or chemical attack taking place somewhere in the world* **Green = Secure** **Red = Vulnerable**



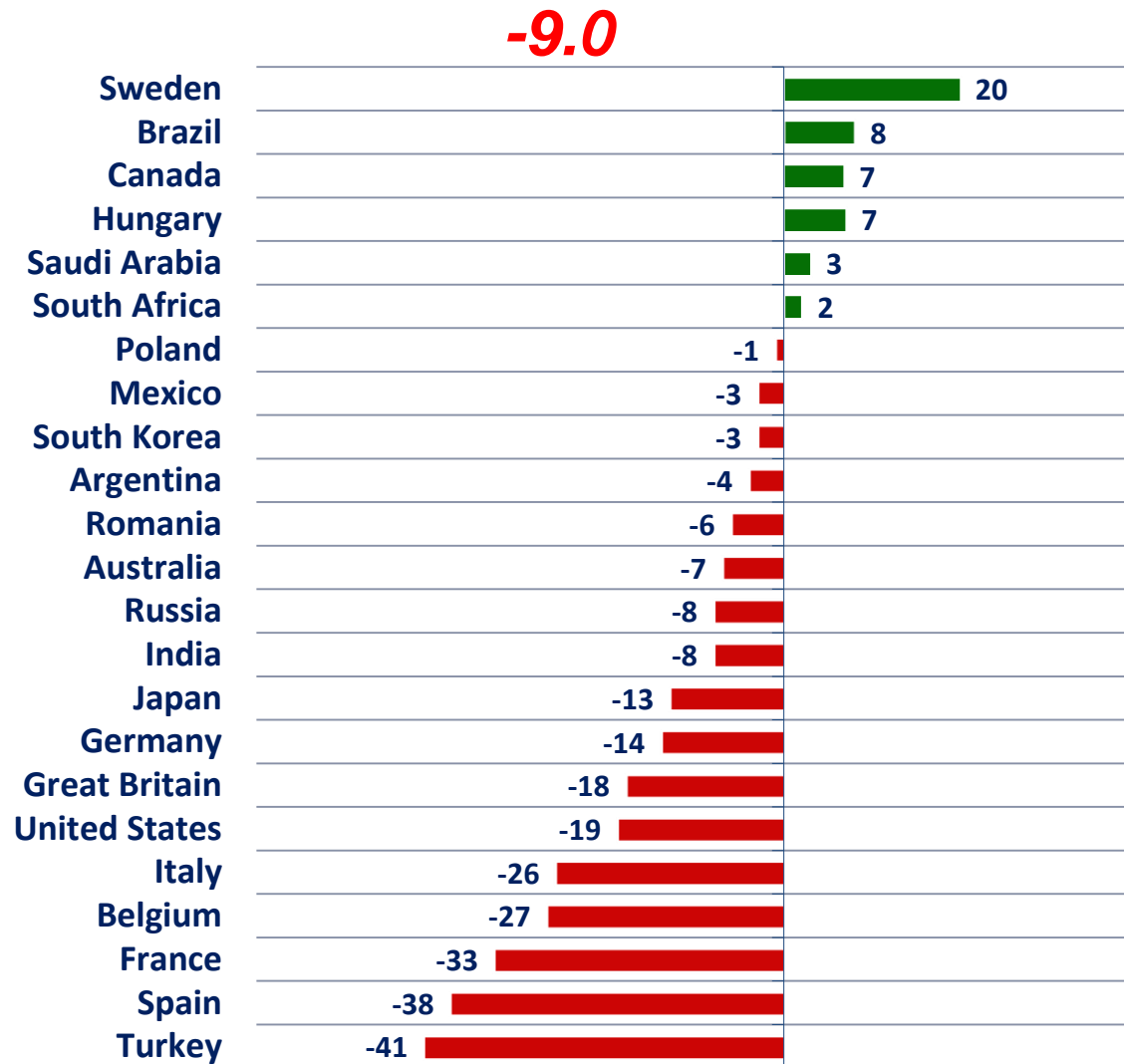
2014 Threat Index *A major health epidemic breaking out in your country*

Green = Secure Red = Vulnerable

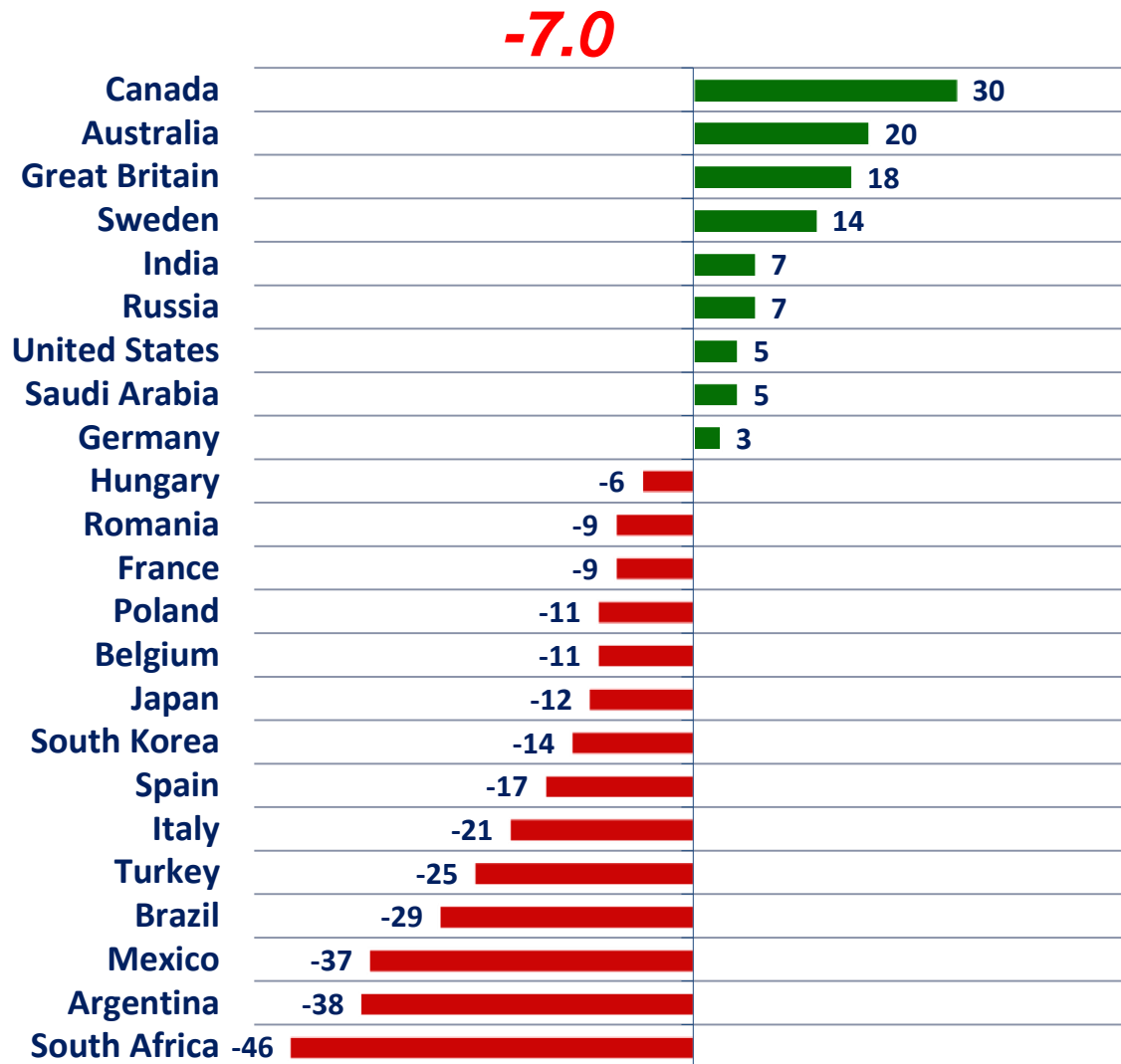


2014 Threat Index *A terrorist attack taking place in your country*

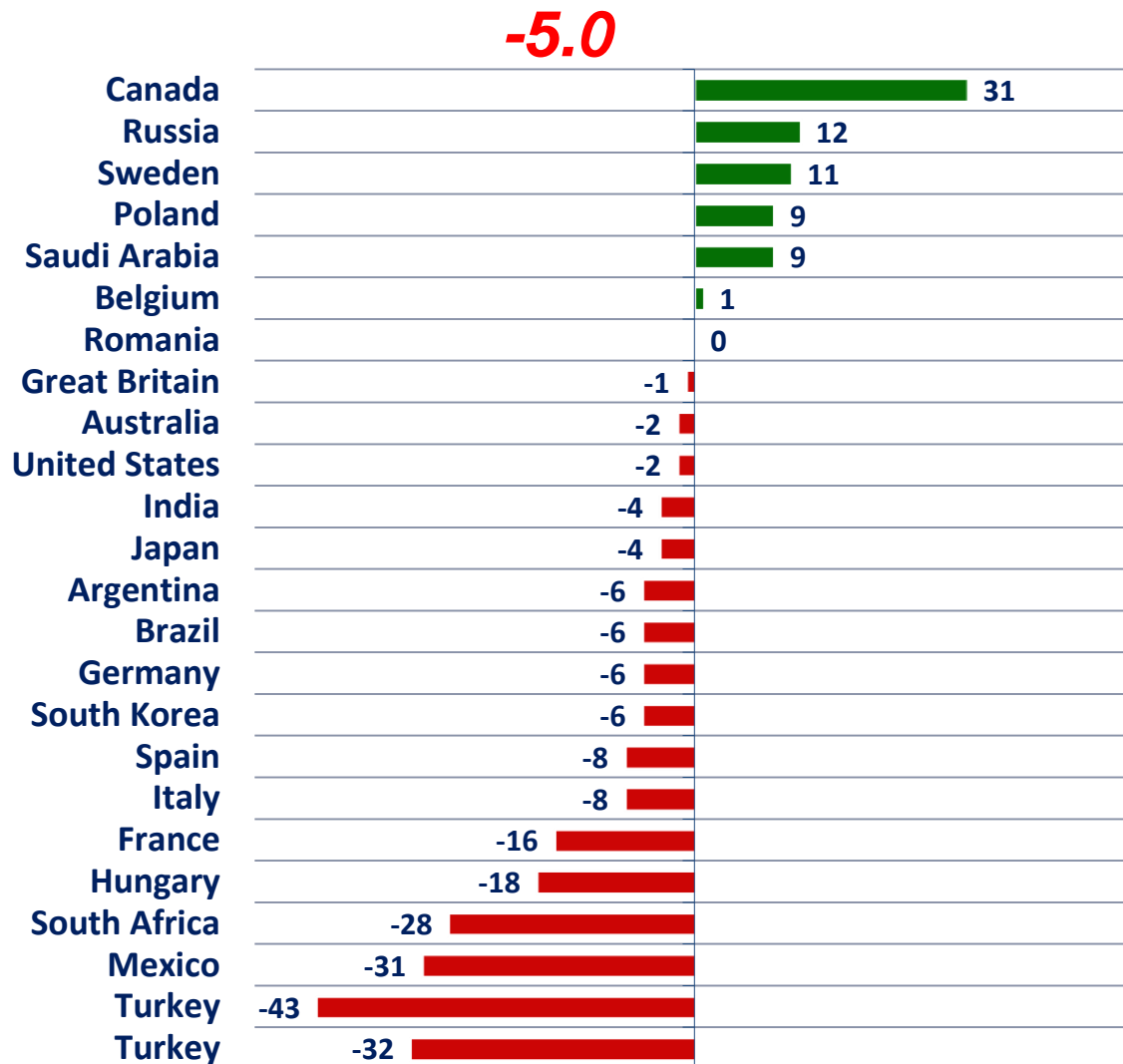
Green = Secure **Red = Vulnerable**



2014 Threat Index *The personal safety and security for you and your family members being violated* **Green = Secure** **Red = Vulnerable**

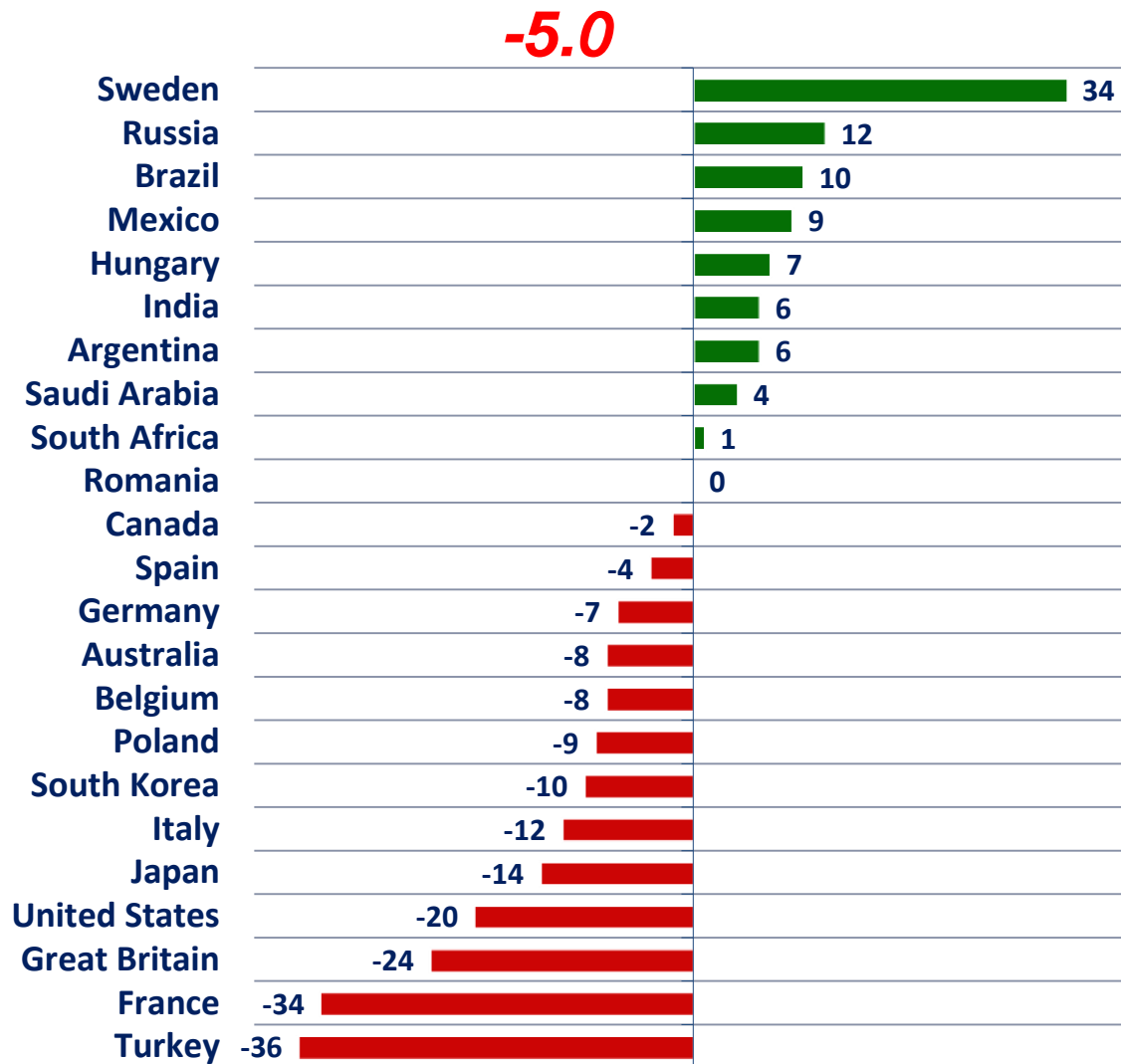


2014 Threat Index *A violent conflict breaking out between ethnic or minority groups in your country* **Green = Secure** **Red = Vulnerable**



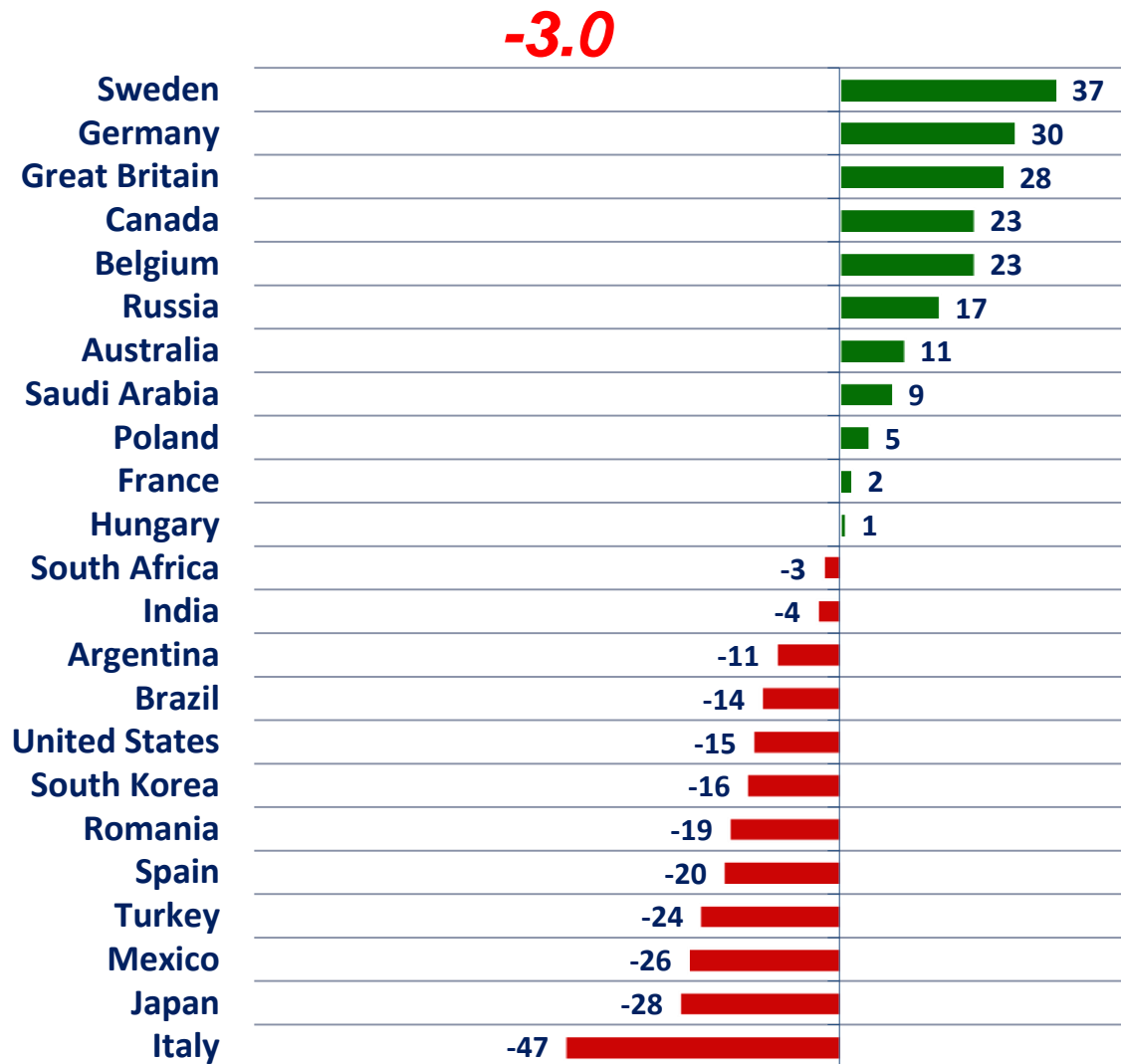
2014 Threat Index *Your country being involved in an armed conflict with another nation*

Green = Secure **Red = Vulnerable**



2014 Threat Index *A major natural disaster occurring in your country*

Green = Secure Red = Vulnerable



For Further information Please contact:



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