European Zurich Study

What keeps you awake at night?

Media Relations
November 6, 2012
The objective of this study is to get information about what people are most concerned about related to risks. This contains the following questions: What keeps you awake at night? What do you see as your biggest risk? What do you consider to be the most important insurance product? What would you insure, if you could? What makes you feel most secure?

### Method

Omnibus survey in eight countries

### Universe & sample

Total: n= 4,522

- Switzerland: n=500 CAWI (online) individuals in German- and French-speaking part, age 15 - 74
- Portugal: n=500 CATI ad hoc (telephone) individuals in Portugal, age: 15 and older
- Spain: n= 475 CAPI (telephone) individuals in Spain, age: 15 and older
- Germany: n=543 CAWI (online) individuals in Germany, age: 14 and older
- Austria: n=500 CAWI (online) individuals in Austria, age: 15 and older
- Italy: n=500 CAPI (online) individuals in Italy, age: 14 and older
- UK: n=1’000 CAWI (online) individuals in UK, age: 16 and older
- Russia: n=504 CAWI (online) individuals in Russia, age: 18 and older

### Execution

Interviews were conducted between September 12 until October 5, 2012.
Management Summary

The three **reasons most mentioned which keep the respondents awake at night** are “pressure at work/school”, “financial/euro crisis” (containing also private financial worries) and “worries about children/family”. To comprehend this spread of mentions, it is very important to take a look at the actual economical and social situation of each country. Because what we see is that respondents from countries with a good economical and social health – like Switzerland, Germany and Austria – are more worried about their private affairs (children, family, problems with partner, noisy neighbours, etc.) than respondents from countries with a worse economical and social health – like Spain or Portugal. Although also the latter are not less affected from their social life.

Furthermore, it is very interesting to see, that all respondents (independent from the country) see “illness” and “losing a loved-one” as their **biggest risk**. The third most mentioned risk is “to be admitted into care” and a “car or other accident”. However, all respondents agree in seeing a “terrorist attack” as their lowest risk.

The three **most mentioned insurance products** are “car insurance”, “life insurance” and “household insurance”. It is interesting to see that Russia is the only country that has mentioned “insurance for children” as one of the most important insurance products. In every other country “insurance for children” is only in the lower midfield.

If they could, most of the respondents would **insure** “steady health for myself and my family”, closely followed by “financial security” and “peace”. This is insofar interesting as all respondents said that their partner, family and friends make them **feel the most secure**.

Overall, we also see that the social side of life is a very important part of feeling save and good but also of being kept awake at night. That shows clearly the high importance of the social life for the respondents. However, it is not only the social life that makes the respondents feeling save and good in all countries, there is also the financial part which plays a big role for the well-being.
**Summary question 1:**

**What keeps you awake at night?**

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</thead>
<tbody>
<tr>
<td>Pressure at work/school</td>
<td>42%</td>
<td>30%</td>
<td>19%</td>
<td>40%</td>
<td>32%</td>
<td>17%</td>
<td>26%</td>
<td>44%</td>
</tr>
<tr>
<td>Political situation</td>
<td>5%</td>
<td>28%</td>
<td>28%</td>
<td>4%</td>
<td>6%</td>
<td>15%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Financial/euro crisis</td>
<td>6%</td>
<td>50%</td>
<td>64%</td>
<td>10%</td>
<td>15%</td>
<td>30%</td>
<td>7%</td>
<td>2%</td>
</tr>
<tr>
<td>Worries about children/family</td>
<td>33%</td>
<td>47%</td>
<td>38%</td>
<td>32%</td>
<td>39%</td>
<td>42%</td>
<td>36%</td>
<td>68%</td>
</tr>
<tr>
<td>Problems with partner</td>
<td>23%</td>
<td>5%</td>
<td>39%</td>
<td>25%</td>
<td>24%</td>
<td>12%</td>
<td>19%</td>
<td>44%</td>
</tr>
<tr>
<td>Financial worries (e.g. household bills)</td>
<td>22%</td>
<td>37%</td>
<td>34%</td>
<td>29%</td>
<td>27%</td>
<td>40%</td>
<td>45%</td>
<td>41%</td>
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<tr>
<td>Concerns about occupational future</td>
<td>20%</td>
<td>25%</td>
<td>8%</td>
<td>21%</td>
<td>13%</td>
<td>29%</td>
<td>24%</td>
<td>14%</td>
</tr>
<tr>
<td>Oil/petrol prices</td>
<td>2%</td>
<td>7%</td>
<td>5%</td>
<td>7%</td>
<td>11%</td>
<td>9%</td>
<td>6%</td>
<td>1%</td>
</tr>
<tr>
<td>Noisy neighbours</td>
<td>28%</td>
<td>6%</td>
<td>2%</td>
<td>14%</td>
<td>14%</td>
<td>10%</td>
<td>29%</td>
<td>33%</td>
</tr>
<tr>
<td>Snoring partner</td>
<td>20%</td>
<td>1%</td>
<td>3%</td>
<td>14%</td>
<td>12%</td>
<td>8%</td>
<td>20%</td>
<td>19%</td>
</tr>
<tr>
<td>Bad weather</td>
<td>13%</td>
<td>2%</td>
<td>5%</td>
<td>7%</td>
<td>6%</td>
<td>7%</td>
<td>13%</td>
<td>4%</td>
</tr>
</tbody>
</table>
Switzerland

Question 1:
Which of these is most likely to keep you awake at night?

- Pressure at work / school: 42%
- Worries about children / family: 33%
- Noisy neighbours: 28%
- Problems with partner: 23%
- Financial worries (e.g. household bills): 22%
- Concerns about my occupational future: 20%
- My snoring partner: 20%
- Bad weather: 13%
- Financial / Euro crisis: 6%
- Political situation: 5%
- Oil / Petrol prices: 2%

Basis: 505 people / closed question / description in %
Question 1:
Which of these is most likely to keep you awake at night?

- Financial / Euro crisis: 50%
- Worries about children / family: 47%
- Financial worries (e.g. household bills): 37%
- Pressure at work / school: 30%
- Political situation: 28%
- Concerns about my occupational future: 25%
- Oil / Petrol prices: 7%
- Noisy neighbours: 6%
- Problems with partner: 5%
- Bad weather: 2%
- My snoring partner: 1%

Basis: 500 people / closed question / description in %
Spain

Question 1:
Which of these is most likely to keep you awake at night?

- Financial / Euro crisis: 64%
- Problems with partner: 39%
- Worries about children / family: 38%
- Financial worries (e.g. household bills): 34%
- Political situation: 28%
- Pressure at work / school: 19%
- Concerns about my occupational future: 8%
- Oil / Petrol prices: 5%
- Bad weather: 5%
- My snoring partner: 3%
- Noisy neighbours: 2%

Basis: 475 people / closed question / description in %
Germany

Question 1: Which of these is most likely to keep you awake at night?

- Pressure at work / school: 40%
- Worries about children / family: 32%
- Financial worries (e.g. household bills): 29%
- Problems with partner: 25%
- Concerns about my occupational future: 21%
- Noisy neighbours: 14%
- My snoring partner: 14%
- Financial / Euro crisis: 10%
- Oil / Petrol prices: 7%
- Bad weather: 7%
- Political situation: 4%

Basis: 543 people / closed question / description in %
Austria

Question 1: Which of these is most likely to keep you awake at night?

- Worries about children / family: 39%
- Pressure at work / school: 32%
- Financial worries (e.g. household bills): 27%
- Problems with partner: 24%
- Financial / Euro crisis: 15%
- Noisy neighbours: 14%
- Concerns about my occupational future: 13%
- My snoring partner: 12%
- Oil / Petrol prices: 11%
- Political situation: 6%
- Bad weather: 6%

Basis: 500 people / closed question / description in %
Question 1:
Which of these is most likely to keep you awake at night?

- Worries about children / family: 42%
- Financial worries (e.g. household bills): 40%
- Financial / Euro crisis: 30%
- Concerns about my occupational future: 29%
- Pressure at work / school: 17%
- Political situation: 15%
- Problems with partner: 12%
- Noisy neighbours: 10%
- Oil / Petrol prices: 9%
- My snoring partner: 8%
- Bad weather: 7%

Basis: 500 people / closed question / description in %
United Kingdom

Question 1:
Which of these is most likely to keep you awake at night?

Financial worries (e.g. household bills) - 45%
Worries about children / family - 36%
Noisy neighbours - 29%
Pressure at work / school - 26%
Concerns about my occupational future - 24%
My snoring partner - 20%
Problems with partner - 19%
Bad weather - 13%
Financial / Euro crisis - 7%
Oil / Petrol prices - 6%
Political situation - 4%

Basis: 1,000 people / closed question / description in %
Russia

Question 1: Which of these is most likely to keep you awake at night?

![Bar chart showing the percentage of people concerned about various issues.]

- Worries about children / family: 68%
- Pressure at work / school: 44%
- Problems with partner: 44%
- Financial worries (e.g. household bills): 41%
- Noisy neighbours: 33%
- My snoring partner: 19%
- Concerns about my occupational future: 14%
- Bad weather: 4%
- Political situation: 3%
- Financial / Euro crisis: 2%
- Oil / Petrol prices: 1%

Basis: 504 people / closed question / description in %
Summary question 2:
What do you consider to be your biggest risk?

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Losing my job</td>
<td>27%</td>
<td>39%</td>
<td>27%</td>
<td>20%</td>
<td>22%</td>
<td>27%</td>
<td>28%</td>
<td>21%</td>
</tr>
<tr>
<td>Car or other accident</td>
<td>37%</td>
<td>28%</td>
<td>23%</td>
<td>24%</td>
<td>31%</td>
<td>13%</td>
<td>27%</td>
<td>21%</td>
</tr>
<tr>
<td>Poverty</td>
<td>11%</td>
<td>32%</td>
<td>29%</td>
<td>20%</td>
<td>17%</td>
<td>29%</td>
<td>25%</td>
<td>21%</td>
</tr>
<tr>
<td>Illness</td>
<td>67%</td>
<td>66%</td>
<td>77%</td>
<td>65%</td>
<td>67%</td>
<td>64%</td>
<td>57%</td>
<td>49%</td>
</tr>
<tr>
<td>Death</td>
<td>19%</td>
<td>21%</td>
<td>29%</td>
<td>24%</td>
<td>17%</td>
<td>29%</td>
<td>33%</td>
<td>34%</td>
</tr>
<tr>
<td>Losing a loved-one</td>
<td>70%</td>
<td>45%</td>
<td>63%</td>
<td>67%</td>
<td>55%</td>
<td>58%</td>
<td>62%</td>
<td>53%</td>
</tr>
<tr>
<td>Old-age poverty</td>
<td>11%</td>
<td>22%</td>
<td>12%</td>
<td>18%</td>
<td>14%</td>
<td>16%</td>
<td>20%</td>
<td>17%</td>
</tr>
<tr>
<td>To be admitted into care</td>
<td>36%</td>
<td>19%</td>
<td>20%</td>
<td>38%</td>
<td>49%</td>
<td>34%</td>
<td>15%</td>
<td>58%</td>
</tr>
<tr>
<td>Loneliness</td>
<td>19%</td>
<td>19%</td>
<td>16%</td>
<td>22%</td>
<td>12%</td>
<td>26%</td>
<td>26%</td>
<td>17%</td>
</tr>
<tr>
<td>Terrorist attack</td>
<td>4%</td>
<td>10%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>5%</td>
<td>7%</td>
<td>9%</td>
</tr>
</tbody>
</table>
Switzerland

Question 2: What do you consider to be your biggest risk?

Basis: 505 people / closed question / description in %
Portugal

Question 2: What do you consider to be your biggest risk?

- Illness: 66%
- Loss of a loved-one: 45%
- Losing my job: 39%
- Poverty: 32%
- Car or other accident: 28%
- Old-age poverty: 22%
- Death: 21%
- To be admitted into care: 19%
- Loneliness: 19%
- Terrorist attack: 10%

Basis: 500 people / closed question / description in %
Spain

Question 2:
What do you consider to be your biggest risk?

- Illness: 77%
- Losing a loved-one: 63%
- Poverty: 29%
- Death: 29%
- Losing my job: 27%
- Car or other accident: 23%
- To be admitted into care: 20%
- Loneliness: 16%
- Old-age poverty: 12%
- Terrorist attack: 3%

Basis: 475 people / closed question / description in %
Question 2: What do you consider to be your biggest risk?

- Losing a loved-one: 67%
- Illness: 65%
- To be admitted into care: 38%
- Car or other accident: 24%
- Death: 24%
- Loneliness: 22%
- Losing my job: 20%
- Poverty: 20%
- Old-age poverty: 18%
- Terrorist attack: 3%

Basis: 543 people / closed question / description in %
Question 2:
What do you consider to be your biggest risk?

- Illness: 67%
- Losing a loved-one: 55%
- To be admitted into care: 49%
- Car or other accident: 31%
- Losing my job: 22%
- Poverty: 17%
- Death: 17%
- Old-age poverty: 14%
- Loneliness: 12%
- Terrorist attack: 3%

Basis: 500 people / closed question / description in %
Question 2: What do you consider to be your biggest risk?

- Illness: 64%
- Losing a loved-one: 58%
- To be admitted into care: 34%
- Poverty: 29%
- Death: 29%
- Losing my job: 27%
- Loneliness: 26%
- Old-age poverty: 16%
- Car or other accident: 13%
- Terrorist attack: 5%

Basis: 500 people / closed question / description in %
United Kingdom

Question 2:
What do you consider to be your biggest risk?

- Losing a loved-one: 62%
- Illness: 57%
- Death: 33%
- Losing my job: 28%
- Car or other accident: 27%
- Loneliness: 26%
- Poverty: 25%
- Old-age poverty: 20%
- To be admitted into care: 15%
- Terrorist attack: 7%

Basis: 1,000 people / closed question / description in %
Question 2:
What do you consider to be your biggest risk?

- To be admitted into care: 58%
- Losing a loved-one: 53%
- Illness: 49%
- Death: 34%
- Losing my job: 21%
- Car or other accident: 21%
- Poverty: 21%
- Old-age poverty: 17%
- Loneliness: 17%
- Terrorist attack: 9%

Basis: 504 people / closed question / description in %
Summary question 3:

Most important insurance products

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</tr>
</thead>
<tbody>
<tr>
<td>Life insurance</td>
<td>20%</td>
<td>76%</td>
<td>70%</td>
<td>33%</td>
<td>38%</td>
<td>66%</td>
<td>54%</td>
<td>62%</td>
</tr>
<tr>
<td>Car insurance</td>
<td>40%</td>
<td>56%</td>
<td>58%</td>
<td>35%</td>
<td>63%</td>
<td>45%</td>
<td>76%</td>
<td>43%</td>
</tr>
<tr>
<td>Liability insurance</td>
<td>73%</td>
<td>22%</td>
<td>15%</td>
<td>76%</td>
<td>21%</td>
<td>18%</td>
<td>8%</td>
<td>10%</td>
</tr>
<tr>
<td>Household insurance</td>
<td>39%</td>
<td>56%</td>
<td>71%</td>
<td>43%</td>
<td>70%</td>
<td>35%</td>
<td>83%</td>
<td>38%</td>
</tr>
<tr>
<td>Accident insurance</td>
<td>71%</td>
<td>31%</td>
<td>30%</td>
<td>40%</td>
<td>46%</td>
<td>53%</td>
<td>18%</td>
<td>36%</td>
</tr>
<tr>
<td>Occupational disablement insurance</td>
<td>27%</td>
<td>37%</td>
<td>23%</td>
<td>29%</td>
<td>15%</td>
<td>30%</td>
<td>7%</td>
<td>31%</td>
</tr>
<tr>
<td>Legal insurance</td>
<td>12%</td>
<td>3%</td>
<td>6%</td>
<td>22%</td>
<td>26%</td>
<td>8%</td>
<td>8%</td>
<td>2%</td>
</tr>
<tr>
<td>Travel insurance</td>
<td>4%</td>
<td>5%</td>
<td>6%</td>
<td>4%</td>
<td>4%</td>
<td>5%</td>
<td>35%</td>
<td>15%</td>
</tr>
<tr>
<td>Insurance for children</td>
<td>15%</td>
<td>13%</td>
<td>23%</td>
<td>17%</td>
<td>11%</td>
<td>36%</td>
<td>9%</td>
<td>62%</td>
</tr>
<tr>
<td>Leisure time insurance</td>
<td>0%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>0%</td>
<td>4%</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>
Question 3:
What do you consider to be the three most important insurance products?

Basis: 505 people / closed question / description in %
Question 3: What do you consider to be the three most important insurance products?

- Life insurance: 76%
- Car insurance: 56%
- Household insurance: 56%
- Occupational disablement insurance: 37%
- Accident insurance: 31%
- Liability insurance: 22%
- Insurance for my children: 13%
- Travel insurance: 5%
- Legal insurance: 3%
- Leisure time insurance: 1%

Basis: 500 people / closed question / description in %
Question 3:
What do you consider to be the three most important insurance products?

<table>
<thead>
<tr>
<th>Insurance Product</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Household insurance</td>
<td>71%</td>
</tr>
<tr>
<td>Life insurance</td>
<td>70%</td>
</tr>
<tr>
<td>Car insurance</td>
<td>58%</td>
</tr>
<tr>
<td>Accident insurance</td>
<td>30%</td>
</tr>
<tr>
<td>Occupational disablement insurance</td>
<td>23%</td>
</tr>
<tr>
<td>Insurance for my children</td>
<td>23%</td>
</tr>
<tr>
<td>Liability insurance</td>
<td>15%</td>
</tr>
<tr>
<td>Legal insurance</td>
<td>6%</td>
</tr>
<tr>
<td>Travel insurance</td>
<td>6%</td>
</tr>
<tr>
<td>Leisure time insurance</td>
<td>1%</td>
</tr>
</tbody>
</table>

Basis: 475 people / closed question / description in %
Germany

Question 3:
What do you consider to be the three most important insurance products?

<table>
<thead>
<tr>
<th>Insurance Product</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liability insurance</td>
<td>76%</td>
</tr>
<tr>
<td>Household insurance</td>
<td>43%</td>
</tr>
<tr>
<td>Accident insurance</td>
<td>40%</td>
</tr>
<tr>
<td>Car insurance</td>
<td>35%</td>
</tr>
<tr>
<td>Life insurance</td>
<td>33%</td>
</tr>
<tr>
<td>Occupational disablement insurance</td>
<td>29%</td>
</tr>
<tr>
<td>Legal insurance</td>
<td>22%</td>
</tr>
<tr>
<td>Insurance for my children</td>
<td>17%</td>
</tr>
<tr>
<td>Travel insurance</td>
<td>4%</td>
</tr>
<tr>
<td>Leisure time insurance</td>
<td>1%</td>
</tr>
</tbody>
</table>

Basis: 543 people / closed question / description in %
Question 3:
What do you consider to be the three most important insurance products?

- Household insurance: 70%
- Car insurance: 63%
- Accident insurance: 46%
- Life insurance: 38%
- Legal insurance: 26%
- Liability insurance: 21%
- Occupational disablement insurance: 15%
- Insurance for my children: 11%
- Travel insurance: 4%
- Leisure time insurance: 0%

Basis: 500 people / closed question / description in %
Italy

Question 3: What do you consider to be the three most important insurance products?

<table>
<thead>
<tr>
<th>Insurance Product</th>
<th>Response (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Life insurance</td>
<td>66</td>
</tr>
<tr>
<td>Accident insurance</td>
<td>53</td>
</tr>
<tr>
<td>Car insurance</td>
<td>45</td>
</tr>
<tr>
<td>Insurance for my children</td>
<td>36</td>
</tr>
<tr>
<td>Household insurance</td>
<td>35</td>
</tr>
<tr>
<td>Occupational disablement insurance</td>
<td>30</td>
</tr>
<tr>
<td>Liability insurance</td>
<td>18</td>
</tr>
<tr>
<td>Legal insurance</td>
<td>8</td>
</tr>
<tr>
<td>Travel insurance</td>
<td>5</td>
</tr>
<tr>
<td>Leisure time insurance</td>
<td>4</td>
</tr>
</tbody>
</table>

Basis: 500 people / closed question / description in %
Question 3: What do you consider to be the three most important insurance products?

- Household insurance: 83%
- Car insurance: 76%
- Life insurance: 54%
- Travel insurance: 35%
- Accident insurance: 18%
- Insurance for my children: 9%
- Liability insurance: 8%
- Legal insurance: 8%
- Occupational disablement insurance: 7%
- Leisure time insurance: 2%

Basis: 1,000 people / closed question / description in %
Question 3:
What do you consider to be the three most important insurance products?

- Life insurance: 62%
- Insurance for my children: 62%
- Car insurance: 43%
- Household insurance: 38%
- Accident insurance: 36%
- Occupational disablement insurance: 31%
- Travel insurance: 15%
- Liability insurance: 10%
- Legal insurance: 2%
- Leisure time insurance: 2%

Basis: 504 people / closed question / description in %
### Summary question 4:
What would you like to insure?

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Love</td>
<td>28%</td>
<td>19%</td>
<td>26%</td>
<td>27%</td>
<td>23%</td>
<td>25%</td>
<td>28%</td>
<td>26%</td>
</tr>
<tr>
<td>Steady health for myself and my family</td>
<td>80%</td>
<td>85%</td>
<td>90%</td>
<td>79%</td>
<td>85%</td>
<td>79%</td>
<td>63%</td>
<td>88%</td>
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<tr>
<td>Job guarantee</td>
<td>24%</td>
<td>32%</td>
<td>48%</td>
<td>24%</td>
<td>30%</td>
<td>47%</td>
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<td>39%</td>
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<td>49%</td>
<td>40%</td>
<td>41%</td>
<td>63%</td>
<td>61%</td>
<td>58%</td>
<td>52%</td>
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<tr>
<td>Nice weather</td>
<td>5%</td>
<td>1%</td>
<td>3%</td>
<td>5%</td>
<td>3%</td>
<td>3%</td>
<td>10%</td>
<td>4%</td>
</tr>
<tr>
<td>Peace</td>
<td>44%</td>
<td>26%</td>
<td>34%</td>
<td>38%</td>
<td>48%</td>
<td>27%</td>
<td>25%</td>
<td>29%</td>
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<tr>
<td>Memories</td>
<td>8%</td>
<td>1%</td>
<td>9%</td>
<td>8%</td>
<td>5%</td>
<td>6%</td>
<td>15%</td>
<td>3%</td>
</tr>
<tr>
<td>Happiness</td>
<td>16%</td>
<td>9%</td>
<td>10%</td>
<td>14%</td>
<td>11%</td>
<td>13%</td>
<td>46%</td>
<td>11%</td>
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<tr>
<td>Everlasting youth</td>
<td>8%</td>
<td>3%</td>
<td>9%</td>
<td>13%</td>
<td>8%</td>
<td>12%</td>
<td>12%</td>
<td>25%</td>
</tr>
<tr>
<td>Untroubled sleep</td>
<td>11%</td>
<td>17%</td>
<td>13%</td>
<td>10%</td>
<td>12%</td>
<td>11%</td>
<td>11%</td>
<td>10%</td>
</tr>
</tbody>
</table>
Switzerland

Question 4:
What would you insure if it was possible?

- Steady health for myself and my family: 80%
- Financial security: 49%
- Peace: 44%
- Love: 28%
- Job guarantee: 24%
- Happiness: 16%
- Untroubled sleep: 11%
- Memories: 8%
- Everlasting youth: 8%
- Nice weather: 5%

Basis: 505 people / closed question / description in %
### Question 4:
What would you insure if it was possible?

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Steady health for myself and my family</td>
<td>85%</td>
</tr>
<tr>
<td>Financial security</td>
<td>40%</td>
</tr>
<tr>
<td>Job guarantee</td>
<td>32%</td>
</tr>
<tr>
<td>Peace</td>
<td>26%</td>
</tr>
<tr>
<td>Love</td>
<td>19%</td>
</tr>
<tr>
<td>Untroubled sleep</td>
<td>17%</td>
</tr>
<tr>
<td>Happiness</td>
<td>9%</td>
</tr>
<tr>
<td>Everlasting youth</td>
<td>3%</td>
</tr>
<tr>
<td>Nice weather</td>
<td>1%</td>
</tr>
<tr>
<td>Memories</td>
<td>1%</td>
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</tbody>
</table>

*Basis: 500 people / closed question / description in %*
Spain

Question 4: What would you insure if it was possible?

<table>
<thead>
<tr>
<th>Item</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Steady health for myself and my family</td>
<td>90%</td>
</tr>
<tr>
<td>Job guarantee</td>
<td>48%</td>
</tr>
<tr>
<td>Financial security</td>
<td>41%</td>
</tr>
<tr>
<td>Peace</td>
<td>34%</td>
</tr>
<tr>
<td>Love</td>
<td>26%</td>
</tr>
<tr>
<td>Untroubled sleep</td>
<td>13%</td>
</tr>
<tr>
<td>Happiness</td>
<td>10%</td>
</tr>
<tr>
<td>Memories</td>
<td>9%</td>
</tr>
<tr>
<td>Everlasting youth</td>
<td>9%</td>
</tr>
<tr>
<td>Nice weather</td>
<td>3%</td>
</tr>
</tbody>
</table>

Basis: 475 people / closed question / description in %
### Germany

**Question 4:** What would you insure if it was possible?

<table>
<thead>
<tr>
<th>Insurance Item</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Steady health for myself and my family</td>
<td>79%</td>
</tr>
<tr>
<td>Financial security</td>
<td>63%</td>
</tr>
<tr>
<td>Peace</td>
<td>38%</td>
</tr>
<tr>
<td>Love</td>
<td>27%</td>
</tr>
<tr>
<td>Job guarantee</td>
<td>24%</td>
</tr>
<tr>
<td>Happiness</td>
<td>14%</td>
</tr>
<tr>
<td>Everlasting youth</td>
<td>13%</td>
</tr>
<tr>
<td>Untroubled sleep</td>
<td>10%</td>
</tr>
<tr>
<td>Memories</td>
<td>8%</td>
</tr>
<tr>
<td>Nice weather</td>
<td>5%</td>
</tr>
</tbody>
</table>

**Basis:** 543 people / closed question / description in %
Question 4: What would you insure if it was possible?

- Steady health for myself and my family: 85%
- Financial security: 61%
- Peace: 48%
- Job guarantee: 30%
- Love: 23%
- Untroubled sleep: 12%
- Happiness: 11%
- Everlasting youth: 8%
- Memories: 5%
- Nice weather: 3%

Basis: 500 people / closed question / description in %
Question 4:
What would you insure if it was possible?

- Steady health for myself and my family: 79%
- Financial security: 58%
- Job guarantee: 47%
- Peace: 27%
- Love: 25%
- Happiness: 13%
- Everlasting youth: 12%
- Untroubled sleep: 11%
- Memories: 6%
- Nice weather: 3%

Basis: 500 people / closed question / description in %
Question 4: What would you insure if it was possible?

- Steady health for myself and my family: 63%
- Financial security: 52%
- Happiness: 46%
- Love: 28%
- Peace: 25%
- Job guarantee: 22%
- Memories: 15%
- Everlasting youth: 12%
- Untroubled sleep: 11%
- Nice weather: 10%

Basis: 1,000 people / closed question / description in %
Russia

Question 4: What would you insure if it was possible?

- Steady health for myself and my family: 88%
- Financial security: 58%
- Job guarantee: 39%
- Peace: 29%
- Love: 26%
- Everlasting youth: 25%
- Happiness: 11%
- Untroubled sleep: 10%
- Nice weather: 4%
- Memories: 3%

Basis: 504 people / closed question / description in %
# Summary question 5

## Safety

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Politics / political system (e.g. the Government)</strong></td>
<td>20%</td>
<td>3%</td>
<td>2%</td>
<td>9%</td>
<td>10%</td>
<td>3%</td>
<td>4%</td>
<td>12%</td>
</tr>
<tr>
<td><strong>Employer / job</strong></td>
<td>34%</td>
<td>24%</td>
<td>44%</td>
<td>25%</td>
<td>24%</td>
<td>18%</td>
<td>25%</td>
<td>44%</td>
</tr>
<tr>
<td><strong>Partner / family</strong></td>
<td>86%</td>
<td>86%</td>
<td>92%</td>
<td>87%</td>
<td>87%</td>
<td>80%</td>
<td>82%</td>
<td>79%</td>
</tr>
<tr>
<td><strong>Friends</strong></td>
<td>56%</td>
<td>43%</td>
<td>57%</td>
<td>63%</td>
<td>55%</td>
<td>44%</td>
<td>58%</td>
<td>47%</td>
</tr>
<tr>
<td><strong>Religion</strong></td>
<td>12%</td>
<td>11%</td>
<td>12%</td>
<td>20%</td>
<td>13%</td>
<td>19%</td>
<td>16%</td>
<td>15%</td>
</tr>
<tr>
<td><strong>My insurance / my provision</strong></td>
<td>19%</td>
<td>5%</td>
<td>6%</td>
<td>19%</td>
<td>31%</td>
<td>24%</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td><strong>My doctor</strong></td>
<td>12%</td>
<td>20%</td>
<td>22%</td>
<td>11%</td>
<td>23%</td>
<td>19%</td>
<td>14%</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Police</strong></td>
<td>7%</td>
<td>13%</td>
<td>9%</td>
<td>10%</td>
<td>9%</td>
<td>20%</td>
<td>17%</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Alarm system</strong></td>
<td>3%</td>
<td>5%</td>
<td>2%</td>
<td>3%</td>
<td>4%</td>
<td>5%</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Weapons</strong></td>
<td>4%</td>
<td>2%</td>
<td>2%</td>
<td>3%</td>
<td>5%</td>
<td>2%</td>
<td>4%</td>
<td>24%</td>
</tr>
</tbody>
</table>
Switzerland

Question 5:
Who / What makes you feel most secure?

- Partner / family: 86%
- Friends: 56%
- Employer / job: 34%
- Politics / political system (e.g. the Government): 20%
- My insurance / my provision: 19%
- Religion: 12%
- My doctor: 12%
- Police: 7%
- Weapons: 4%
- Alarm system: 3%

Basis: 505 people / closed question / description in %
Portugal

Question 5:
Who / What makes you feel most secure?

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partner / family</td>
<td>86%</td>
</tr>
<tr>
<td>Friends</td>
<td>43%</td>
</tr>
<tr>
<td>Employer / job</td>
<td>24%</td>
</tr>
<tr>
<td>My doctor</td>
<td>20%</td>
</tr>
<tr>
<td>Police</td>
<td>13%</td>
</tr>
<tr>
<td>Religion</td>
<td>11%</td>
</tr>
<tr>
<td>My insurance / my provision</td>
<td>5%</td>
</tr>
<tr>
<td>Alarm system</td>
<td>5%</td>
</tr>
<tr>
<td>Politics / political system (e.g. the Government)</td>
<td>3%</td>
</tr>
<tr>
<td>Weapons</td>
<td>2%</td>
</tr>
</tbody>
</table>

Basis: 500 people / closed question / description in %
Question 5:
Who / What makes you feel most secure?

- Partner / family: 92%
- Friends: 57%
- Employer / job: 44%
- My doctor: 22%
- Religion: 12%
- Police: 9%
- My insurance / my provision: 6%
- Politics / political system (e.g. the Government): 2%
- Alarm system: 2%
- Weapons: 2%

Basis: 475 people / closed question / description in %
Question 5: Who / What makes you feel most secure?

- Partner / family: 87%
- Friends: 63%
- Employer / job: 25%
- Religion: 20%
- My insurance / my provision: 19%
- My doctor: 11%
- Police: 10%
- Politics / political system (e.g. the Government): 9%
- Alarm system: 3%
- Weapons: 3%

Basis: 543 people / closed question / description in %
Austria

Question 5:
Who / What makes you feel most secure?

- Partner / family: 87%
- Friends: 55%
- My insurance / my provision: 31%
- Employer / job: 24%
- My doctor: 23%
- Religion: 13%
- Politics / political system (e.g. the Government): 10%
- Police: 9%
- Weapons: 5%
- Alarm system: 4%

Basis: 500 people / closed question / description in %
Question 5: Who / What makes you feel most secure?

- **Partner / family**: 80%
- **Friends**: 44%
- **My insurance / my provision**: 24%
- **Police**: 20%
- **Religion**: 19%
- **My doctor**: 19%
- **Employer / job**: 18%
- **Alarm system**: 5%
- **Politics / political system (e.g. the Government)**: 3%
- **Weapons**: 2%

Basis: 500 people / closed question / description in %
United Kingdom

Question 5: Who / What makes you feel most secure?

- Partner/family: 82%
- Friends: 58%
- Employer / job: 25%
- Police: 17%
- Religion: 16%
- My insurance / my provision: 15%
- My doctor: 14%
- Alarm system: 11%
- Politics / political system (e.g. the Government): 4%
- Weapons: 4%

Basis: 1,000 people / closed question / description in %
Question 5:
Who / What makes you feel most secure?

- Partner / family: 79%
- Friends: 47%
- Employer / job: 44%
- Weapons: 24%
- Religion: 15%
- My insurance / my provision: 15%
- Politics / political system (e.g. the Government): 12%
- Alarm system: 10%
- My doctor: 5%
- Police: 5%

Basis: 504 people / closed question / description in %