Economic issues (45%) still biggest problems facing New Zealand while War/Terrorism/Refugees remain biggest problems facing the World (38%)

In January 2016, Economic issues 45% (up 5% since September 2015) are still clearly the most important problems facing New Zealand and the biggest problems facing the World today are still War & Terrorism/Security/Refugee Crisis 38% (up 2%) according to the latest Roy Morgan New Zealand survey conducted in January 2016 with a representative cross-sample of 1,007 New Zealanders.

New Zealand views on Problems facing New Zealand

When asked about the most important problem facing New Zealand, 45% of New Zealanders mention some kind of Economic issue. This is up 5% from September 2015 and remains ahead of Government/Public policy/Human rights issues 23% (down 5%), Social issues 14% (down 3%) and Environmental issues 7% (up 4%). The most important Economic issues facing New Zealand include Poverty / The gap between the rich and the poor 22% (up 8%), Unemployment/Job security 7% (up 1%), Economy/Financial crisis/Recession/High dollar 6% (down 9%), the need to increase exports 5% (up 5%) and Cost of living/Inflation/Financial hardship/Household debt 3% (unchanged).

In terms of Government/Public policy issues a large number of New Zealanders mention Housing Problems 10% - (House prices/Housing affordability 7% (down 3%) and Homeless/Homelessness/Housing shortage 3% (up 3%)) ahead of Government/Politicians/Leadership/Government spending 7% (down 3%) as problems facing New Zealand, while other important issues include Immigration/Refugees 4% (down 1%), Social apathy/Lack of values/Lack of empathy/Intolerance 4% (up 1%) and Homeless/Homelessness/Housing Shortage 3%.

Economic issues are a major problem of New Zealanders of all age groups – led by those aged 35-49yr olds (54%) and those aged 50+yrs old (45%). Fewer younger New Zealanders are concerned about Economic issues with 42% of 25-34yr olds and 34% of 18-24yr olds mentioning Economic issues. Younger New Zealanders are most likely to mention the Housing Problems – Affordability & Shortage as the biggest problem – 17% of 18-24yr olds compared to 16% of 25-34yr olds; 10% of 35-49yr olds and only 5% of those aged 50+yrs old.

New Zealand views on Problems facing the World

The biggest World problems according to New Zealanders are still War & Terrorism/Security issues/Refugee Crisis 38% (up 2% from September 2015). Within that group New Zealanders most frequently mention Terrorism 21% (up 13%) followed by Wars & Conflicts/Unrest 9% (unchanged), Religious Conflict 4% (up 1%) and Refugee/Migrant Crisis 3% (down 12%) has significantly fallen in importance over the past few months.

The next biggest World problems are Economic issues 25% (down 5% since September 2015). The Economic issues facing the World mentioned most often by New Zealanders are Poverty/The gap between rich & poor/Imbalance of wealth 15% (unchanged), Economy/Financial crisis/Recession 4% (down 2%), Over-population 3% (down 1%) and Cost of living/Inflation/Financial hardship/Household debt 2% (down 1%).

Other important World problems mentioned by New Zealanders are Climate change/Global warming/Ozone layer/Greenhouse effect 8% (up 1%), Social apathy/Lack of values/Lack of empathy towards others/Intolerance 6% (up 2%), Greed 3% (unchanged) and Government/Politicians/Political Unrest 3% (unchanged).

Michele Levine, Chief Executive Officer, Roy Morgan says:

“Economic issues continue to dominate in New Zealand in 2016 – 45% (up 5% since September 2015) – of New Zealanders say the biggest problems facing New Zealand are economic – the highest proportion mentioning Economic issues for over two years since October 2013. The most pressing Economic issues for New Zealanders are Poverty/The gap between the rich and poor/Imbalance of wealth 22% (up 8%), Unemployment/Job security 7% (up 1%) and Economy/Financial crisis/Recession 6% (down 9%).
“The other two significant issues facing New Zealand are Housing shortage/Housing affordability 9% (down 1%) and Government/Politicians/Leadership/Government spending 7% (down 3%). These issues are part of the Government/ Public policy/ Human rights issues – 23% (down 5%). Just last week the Reserve Bank of New Zealand released figures that show the stark contrast between the surging house prices in Auckland (up 52% over the past four years) compared to the rest of New Zealand (up 11% in the same period). Unsurprisingly, Housing shortage/ Housing affordability is rated as the most important problem facing New Zealand by 16% of Auckland residents – far higher than anywhere else.

“When it comes to global issues Kiwis again nominate War/Terrorism/Refugee issues 38% (up 2%) as the biggest problem facing the World, clearly ahead of Economic issues 25% (down 5%), Social issues 14% (up 5%) and Environmental issues 12% (up 1%). The biggest War/Terrorism/Security/Refugee crisis issue is Terrorism 21% (up 13%) which follows several incidents of terrorism in many parts of the world including Africa, Europe, the Middle East and the USA. Wars and conflicts/Unrest 9% (unchanged) and Religion/Religious conflict 4% (up 1%) were also mentioned by sizeable numbers of New Zealanders.

“The biggest Economic issues facing the World are Poverty/The gap between the rich & poor/Imbalance of wealth 15% (unchanged) and Economy/Financial crisis/Recession 4% (down 2%). Other notable issues mentioned include Global warming/Climate change/Ozone layer/Greenhouse effect 8% (up 1%) and Social apathy/Lack of values/Lack of empathy toward others/Intolerance 6% (up 2%).”

These findings come from a special New Zealand Roy Morgan survey conducted with New Zealanders aged 14+ asked what are the most important issues facing New Zealand and the World today.

In New Zealand, a cross-section of 1,007 men and women aged 14 or over were interviewed by telephone in January 2016. Respondents were asked: “Firstly, what do you think is the most important problem facing the World today?” and “What do you think is the most important problem facing New Zealand today?” The research conducted was both qualitative (in that people were asked to use their own words) and quantitative (in that the ‘open-ended’ responses were analysed and ‘coded’ so that the results could be counted and reported as percentages).

For further information:

<table>
<thead>
<tr>
<th>Contact</th>
<th>Office</th>
<th>Mobile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gary Morgan:</td>
<td>+61 3 9224 5213</td>
<td>+61 411 129 094</td>
</tr>
<tr>
<td>Michele Levine:</td>
<td>+61 3 9224 5215</td>
<td>+61 411 129 093</td>
</tr>
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</table>

Roy Morgan New Zealand Electorate Profiles

Roy Morgan New Zealand provides the most in-depth analysis of each New Zealand electorate with our New Zealand Electorate profiles. Each electorate profile answers the key questions about the electorate. Who are the electors? What are they thinking? What media do they use? Who are they voting for? What are they doing? View a sample Roy Morgan New Zealand Electorate Profile here.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. The following table gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. The figures are approximate and for general guidance only, and assume a simple random sample. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

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<thead>
<tr>
<th>Sample Size</th>
<th>Percentage Estimate</th>
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<tr>
<td>1,000</td>
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<tr>
<td></td>
<td>±2.7</td>
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<tr>
<td></td>
<td>±1.9</td>
</tr>
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<td>±1.4</td>
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### Most Important Problem Facing New Zealand

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<tr>
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</thead>
<tbody>
<tr>
<td>Poverty/ The Gap Between Rich &amp; Poor/ Imbalance of Wealth</td>
<td>18%</td>
<td>20%</td>
<td>18%</td>
<td>21%</td>
<td>14%</td>
<td>22%</td>
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<tr>
<td>Unemployment/ Job Security</td>
<td>6%</td>
<td>6%</td>
<td>8%</td>
<td>5%</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td>Economy/ Financial Crisis/ Recession/ Exchange Rate/ High Dollar</td>
<td>9%</td>
<td>6%</td>
<td>5%</td>
<td>10%</td>
<td>15%</td>
<td>6%</td>
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<tr>
<td>Need to Increase Exports</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>*</td>
<td>5%</td>
</tr>
<tr>
<td>Cost of Living/ Inflation/ Financial Hardship/ Household Debt</td>
<td>4%</td>
<td>5%</td>
<td>5%</td>
<td>4%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Foreign Ownership/ Selling our Assets</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
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<td>1%</td>
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<tr>
<td>Low Wages</td>
<td>2%</td>
<td>3%</td>
<td>1%</td>
<td>*</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>^Christchurch Recovery &amp; Rebuilding</td>
<td>1%</td>
<td>*</td>
<td>1%</td>
<td>*</td>
<td>-</td>
<td></td>
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<tr>
<td><strong>TOTAL ECONOMIC ISSUES</strong></td>
<td>41%</td>
<td>41%</td>
<td>40%</td>
<td>44%</td>
<td>40%</td>
<td>45%</td>
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<tr>
<td>Increasing House prices/ Housing Affordability</td>
<td>3%</td>
<td>4%</td>
<td>7%</td>
<td>11%</td>
<td>10%</td>
<td>7%</td>
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<tr>
<td>Homeless/ Homelessness/ Housing Shortage</td>
<td>1%</td>
<td>2%</td>
<td>3%</td>
<td>3%</td>
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<tr>
<td><strong>SUB-TOTAL HOUSING RELATED</strong></td>
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<td>6%</td>
<td>10%</td>
<td>14%</td>
<td>10%</td>
<td>10%</td>
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<tr>
<td>Government/ Politicians/ Leadership/ Government Spending</td>
<td>7%</td>
<td>8%</td>
<td>9%</td>
<td>8%</td>
<td>10%</td>
<td>7%</td>
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<tr>
<td>Immigration/ Refugees</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
<td>5%</td>
<td>4%</td>
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<tr>
<td>Education</td>
<td>4%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
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<tr>
<td>Health Issues/ Disease/ Obesity/ Poor Health</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
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<tr>
<td>Health System/ Shortage of Doctors/ Health Services</td>
<td>1%</td>
<td>*</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
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<tr>
<td>Benefits Given to the Maori/ Inequality Between Maori and Other Ethnic Groups</td>
<td>1%</td>
<td>1%</td>
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<tr>
<td>Not enough people/ People leaving New Zealand</td>
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<td>1%</td>
<td>*</td>
<td>1%</td>
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<tr>
<td><strong>TOTAL GOVERNMENT/ PUBLIC POLICY/ HUMAN RIGHTS ISSUES</strong></td>
<td>19%</td>
<td>21%</td>
<td>26%</td>
<td>29%</td>
<td>28%</td>
<td>23%</td>
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<tr>
<td>Social Apathy/ Lack of Values/ Lack of Empathy Toward Others/ Intolerance</td>
<td>5%</td>
<td>4%</td>
<td>3%</td>
<td>3%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Racism/ Racial Tension</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
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<tr>
<td>Child Abuse/ Lack of Care of Children/ Bringing up Children Wrongly</td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
<td>3%</td>
<td>7%</td>
<td></td>
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<tr>
<td>Crime/ Law &amp; Order</td>
<td>3%</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>Drugs/ Alcohol Issues/ Drink Driving</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
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<tr>
<td>Greed/ Materialism</td>
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<td>Social Welfare System</td>
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<td>3%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
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<tr>
<td>Violence/ Gangs</td>
<td>2%</td>
<td>3%</td>
<td>1%</td>
<td>*</td>
<td>1%</td>
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<tr>
<td>Youth Issues such as Behaviour/ Pregnancies/ Crime/ Drinking/ Drugs/ Lack of Discipline</td>
<td>3%</td>
<td>1%</td>
<td>*</td>
<td>1%</td>
<td>1%</td>
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<tr>
<td>Breakdown of Family Unit/ Family Violence</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
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<tr>
<td><strong>TOTAL SOCIAL ISSUES</strong></td>
<td>24%</td>
<td>20%</td>
<td>15%</td>
<td>13%</td>
<td>17%</td>
<td>14%</td>
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<tr>
<td>Christchurch Earthquake &amp; Damage</td>
<td>-</td>
<td>-</td>
<td>*</td>
<td>-</td>
<td>*</td>
<td>-</td>
</tr>
<tr>
<td>^Christchurch Recovery &amp; Rebuilding</td>
<td>1%</td>
<td>*</td>
<td>1%</td>
<td>*</td>
<td>*</td>
<td>-</td>
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<tr>
<td><strong>TOTAL CHRISTCHURCH ISSUES</strong></td>
<td>1%</td>
<td>*</td>
<td>1%</td>
<td>*</td>
<td>*</td>
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<tr>
<td>Climate Change/ Global Warming</td>
<td>2%</td>
<td>2%</td>
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<td>2%</td>
<td>1%</td>
<td>3%</td>
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<tr>
<td>Environmental Issues/ Degradation</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td>3%</td>
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<tr>
<td>Environmental Pollution/ Water Pollution</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>*</td>
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<td>1%</td>
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<tr>
<td>(Other) Natural Disasters/ Earthquakes/ Tsunamis/ Floods/ Volcanic Eruptions</td>
<td>1%</td>
<td>*</td>
<td>1%</td>
<td>1%</td>
<td>-</td>
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<tr>
<td><strong>TOTAL ENVIRONMENTAL ISSUES (INCLUDING CHRISTCHURCH)</strong></td>
<td>6%</td>
<td>6%</td>
<td>7%</td>
<td>5%</td>
<td>3%</td>
<td>7%</td>
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<tr>
<td>Other</td>
<td>-</td>
<td>*</td>
<td>1%</td>
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<tr>
<td>Can’t say</td>
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<td>12%</td>
<td>11%</td>
<td>9%</td>
<td>12%</td>
<td>11%</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

*Less than 1%. ^ (Christchurch Recovery & Rebuilding included in both Economic & Environmental Issues).
### Most Important Problem Facing the World

<table>
<thead>
<tr>
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<tbody>
<tr>
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<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
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<td>Terrorism</td>
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<td>8</td>
<td>23</td>
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<td>Wars &amp; Conflicts/ Unrest</td>
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<td>12</td>
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<td>9</td>
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<td>Religion/ Religious Conflict</td>
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<td>7</td>
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<td>Peace/ Lack of World Peace</td>
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<td><strong>TOTAL WAR &amp; TERRORISM/ SECURITY/ REFUGEE CRISIS ISSUES</strong></td>
<td><strong>35</strong></td>
<td><strong>29</strong></td>
<td><strong>41</strong></td>
<td><strong>29</strong></td>
<td><strong>36</strong></td>
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<td>Poverty/ The Gap Between Rich &amp; Poor/ Imbalance of Wealth</td>
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<td>16</td>
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<td>Unemployment/ Job Security</td>
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<td>Food Shortages/ Feeding the People</td>
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<td><strong>30</strong></td>
<td><strong>25</strong></td>
<td><strong>32</strong></td>
<td><strong>30</strong></td>
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<td>Social Apathy/ Lack of Values/ Lack of Empathy Toward Others/ Intolerance</td>
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<td>Crime/ Law &amp; Order</td>
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<tr>
<td>Lack of Religious or Spiritual Values</td>
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<td>Racism/ Racial Tension</td>
<td>1</td>
<td>1</td>
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<td>Drug/ Alcohol Issues/ Drink Driving</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
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<td><strong>TOTAL SOCIAL ISSUES</strong></td>
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<td><strong>14</strong></td>
<td><strong>13</strong></td>
<td><strong>12</strong></td>
<td><strong>9</strong></td>
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<td>Climate Change/ Global Warming/ Ozone Layer/ Greenhouse Effect</td>
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<td>6</td>
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<tr>
<td>Famine/ Hunger/ Starvation</td>
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<td>2</td>
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<td>Environmental Issues/ Changes/ Degradation</td>
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<td>Natural Disasters – Earthquakes/ Tsunamis/ Floods/ Volcanic Eruptions</td>
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<td>*</td>
<td>-</td>
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<td><strong>TOTAL ENVIRONMENTAL ISSUES</strong></td>
<td><strong>11</strong></td>
<td><strong>12</strong></td>
<td><strong>9</strong></td>
<td><strong>15</strong></td>
<td><strong>11</strong></td>
<td><strong>12</strong></td>
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<tr>
<td>Government/ Politicians/ Political Unrest/ Instability/ Greedy &amp; Corrupt Governments</td>
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<td>*</td>
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<tr>
<td>Health Issues/ Disease/ Obesity/ Poor Health</td>
<td>*</td>
<td>7</td>
<td>2</td>
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<tr>
<td><strong>TOTAL GOVERNMENT/ PUBLIC POLICY/ HUMAN RIGHTS ISSUES</strong></td>
<td><strong>4</strong></td>
<td><strong>9</strong></td>
<td><strong>5</strong></td>
<td><strong>3</strong></td>
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<td>Energy Crisis/ Fuel Shortage/ Need Renewable Energy Sources</td>
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<tr>
<td>Shortage of Resources/ Consumption of Resources</td>
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<td>*</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>*</td>
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<tr>
<td>Water Shortage/ Clean Water</td>
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</tr>
<tr>
<td><strong>TOTAL ENERGY/ RESOURCE ISSUES</strong></td>
<td><strong>2</strong></td>
<td><strong>1</strong></td>
<td><strong>2</strong></td>
<td><strong>3</strong></td>
<td><strong>2</strong></td>
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<td>Other</td>
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<td>Can’t say</td>
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<td>5</td>
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<td>6</td>
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<tr>
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<td><strong>100</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
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*Less than 1%.