

# Anti-Terror Market Analysis Summary

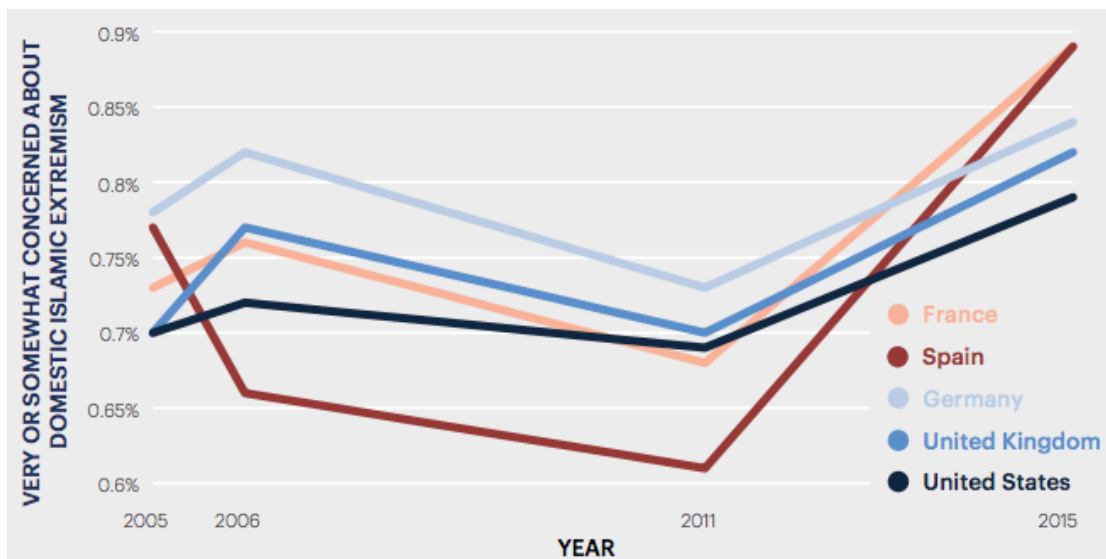
Since 2000, there have been over 60,000 terrorist attacks, causing more than 140,000 fatalities worldwide. Terrorism continues to rise, recording the highest number of deaths from terrorism in 2014, approximately 32,000, and an 80% increase from the previous year. The following analysis will examine the following aspects:

- Terrorism in western countries
- Common types of terrorist attacks
- Online trends regarding terrorism
- Video advertising market

## TERRORISM IN WESTERN COUNTRIES

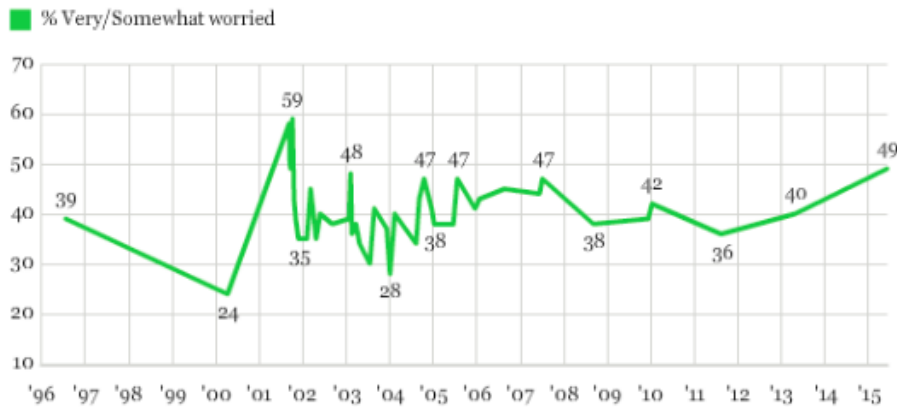
Terrorist attacks in Western Countries represent 4.4% of total terrorist incidents and 2.6% of deaths over the last 15 years, accounting for nearly 4,000 fatalities from terrorism between 2000 and 2014.

The percentage of people in Western countries that are concerned about domestic Islamic extremism has grown significantly in 2015, reaching its highest levels and still continuing to rise.



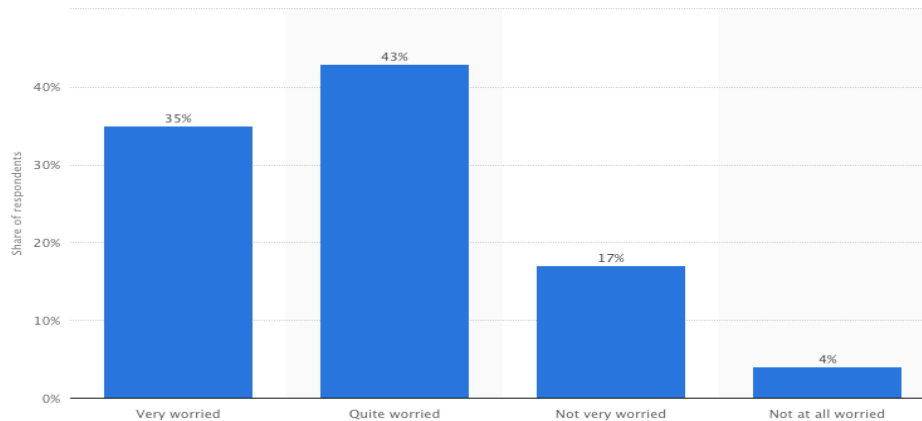
U.S

According to a Gallup Poll<sup>1</sup>, conducted in 2016, Americans consider International Terrorism as the top threat to the US (79%), reaching its peak since 9/11. The fear level perceived towards terrorism has grown in the past years, arriving to the point that nowadays 96% of adult Americans consider it as a critical issue. Moreover, nearly half of that percentage confirms worry that oneself or a member of one's family will be a victim of terrorism<sup>2</sup>.



## U.K

A 2015 statistic about the fear of British respondents about terrorist attacks in Britain reveals that just 4% of the British population is **not** worried at all, while over 40% of it is quite worried.



## France

Lately, French citizens are facing the highest sense of fear of terrorism of all time. According to an Ifop poll carried out a few days after November 2015 Paris terror

<sup>1</sup> [http://www.gallup.com/poll/189161/americans-cite-cyberterrorism-among-top-three-threats.aspx?g\\_source=Politics&g\\_medium=newsfeed&g\\_campaign=tiles](http://www.gallup.com/poll/189161/americans-cite-cyberterrorism-among-top-three-threats.aspx?g_source=Politics&g_medium=newsfeed&g_campaign=tiles)

<sup>2</sup> <http://www.usatoday.com/story/news/2015/12/10/religion-news-service-poll-terrorism-shootings-muslims/77101070/>

attacks, 93% of French people considered that the threat of terrorism is “mostly high” or “very high”. The rise of radical Islamism was at the top of fears for 2015 for the French even before the terrorist attack against Charlie Hebdo and the Parisian kosher supermarket when the new phenomenon of French jihadists leaving for Iraq or Syria emerged.

As a consequence of these circumstances and events, from the beginning of January 2015 with a figure of around 80%, the fear for terrorist threat rose 13 percentage points. Despite this, only 24% of French people said they felt afraid after the events as reported in an Ipsos poll. The predominant feelings are anger (72%) and disgust (51%). Moreover, only 1% of people said they had taken more tranquilizers than usual due to this concern<sup>3</sup>.

### **Germany**

A survey conducted on 13 countries by the IT firm Unisys about the “fear index”, Germany presented 146 out of a possible 300 points. The French are the most scared (174), followed by the Britons (103), while the Dutch feel the most secure (66).

Shortly after March terror attacks in Brussels, another survey that was done by the insurance group R+V Info Center considering 2400 Germans, showed that the “fear barometer” surged drastically of 10%, to 49%, over one year. In fact, terrorism worries 73% of Germans as of 2016, compared to 52% in the previous year<sup>4</sup>.

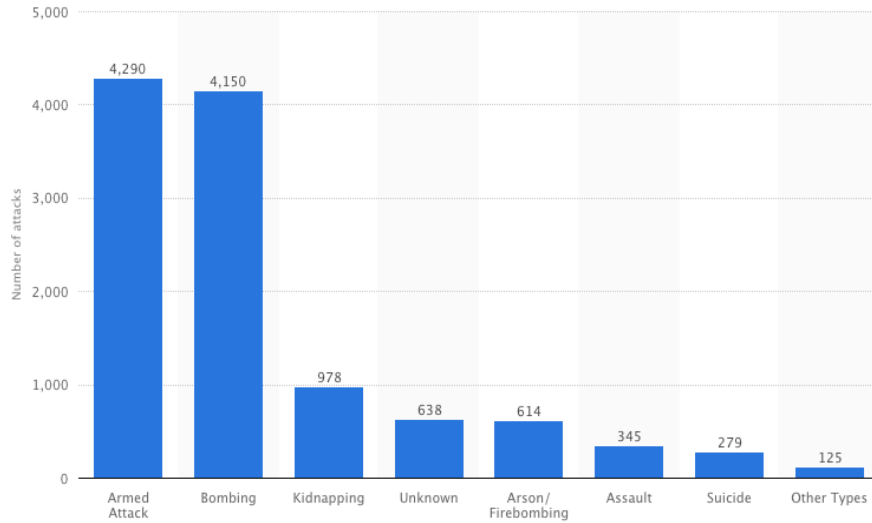
## **COMMON TYPES OF TERRORISM**

Over 4.000 armed and bombings attacks were carried out worldwide on 2015, constituting the primaries terrorism attack types used in acts of terrorism. Kidnapping-related type attacks are more than four times reduced in comparison with the first ones, followed by approximately 600 arson/firebombing incidents, almost 350 assaults and nearly 300 suicides.

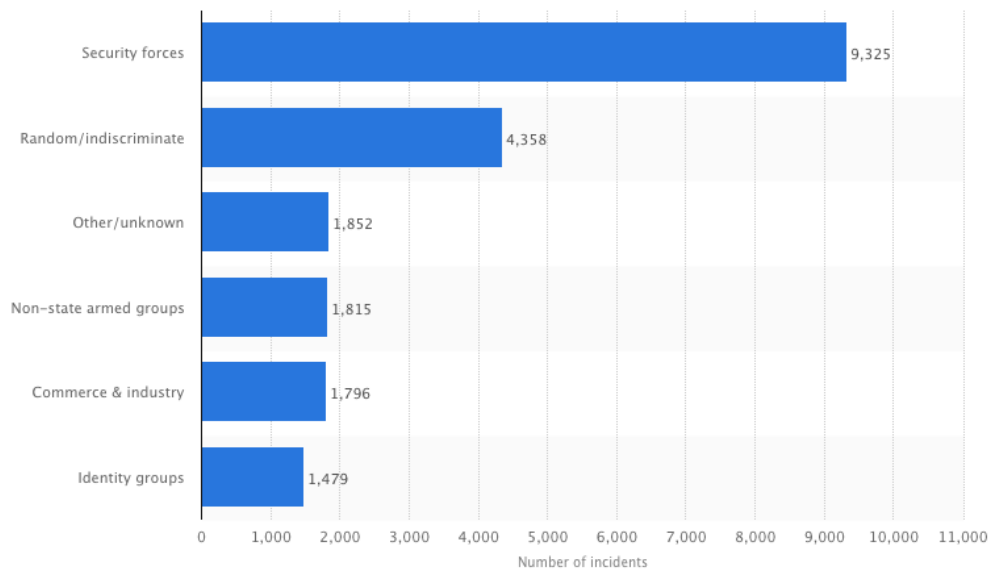
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<sup>3</sup> <https://www.theguardian.com/world/2015/feb/05/europe-europeans-fears-terrorism-unemployment-pandemics>

<sup>4</sup> <http://www.jpost.com/Middle-East/Terrorism-fears-soar-in-Germany-amid-Islamist-attacks-migrant-crisis-460168>



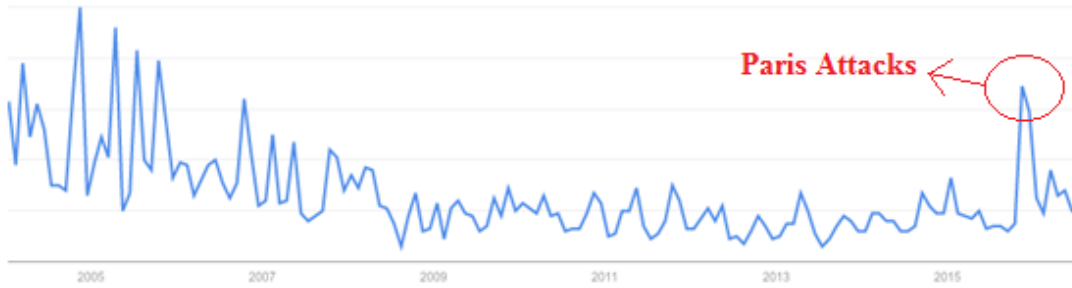
Primary targets of terrorist attacks in 2015 comprehended a wide range of categories in our society. The most targeted group was the one formed by the security forces, being victims of 9,325 attacks. Terrorism acts conducted towards indiscriminate population are almost half of the ones carried out against the first category analyzed. Non-state armed groups, commerce & industry and identity groups have been struck by a range that goes from 1,400 to 1,800 attacks



## ONLINE TRENDS REGARDING TERRORISM

As illustrated by Google Trends, fear of terrorism has been overall characterized by frequent fluctuations, with major peaks in the early 2000s due to the terrorist attacks by Al-Qaeda on the United States and the wars in the Middle East during this time period. It trended downwards from middle 2007 with a small difference between peaks and drops,

until it rocketed in November 2015 consequently to the Paris Attacks. More recently, two minor increases took place in March and May 2016.



According to Google, almost 400 people typed in "how to survive terrorist attack" on June 2016 while 1,500 people typed on November 2015 following Paris attacks.

### How to Survive Terrorist Attack

