

# Youth Barometer 2022

Insecure instead of carefree: Youth in  
times of crisis

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# 1 Introduction

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The **CREDIT SUISSE Youth Barometer 2022** offers an insight into the lifestyles and views of young people in the USA, Brazil, Singapore and Switzerland. The survey questions 16 to 25-year-olds about their hopes, their wishes for the future, their concerns and their social environments. It also examines what they consider to be “in” and what is “out”, how they communicate and how they stay informed of current affairs.

The youth barometer is designed with a long-term perspective and is conducted on a regular basis (biannually since 2018). This allows conclusions to be drawn over the course of time. The 2022 survey is the tenth since 2010. Various information sources served as a basis for the first questionnaire in 2010: On the one hand, individual elements from studies already conducted by gfs.bern were used as a basis. On the other, inputs also flowed in from the 15<sup>th</sup> Shell youth study (Germany) and numerous discussions both with experts and with young people from Switzerland. The questionnaires for Brazil, the USA and Singapore were assessed by local experts and adapted where necessary to take account of the cultural differences, political circumstances and different customs there. Particular importance was attached to maximum comparability. The selection of the countries surveyed was determined by Credit Suisse as the client and represents four socially and culturally different country types.

## 1.1 Database

**The youth barometer data are obtained by means of an online questionnaire. The survey was conducted in Switzerland by the gfs polling service. In the USA, Brazil and Singapore, the international research organization CINT was commissioned to gather the data.**

The online questionnaires were held during June and July 2022. The analysis encompasses around 1000 inhabitants aged between 16 and 25 in each country. The Swiss data were weighted for the analysis in order to optimize the sample structure with regard to gender, language, age distribution and level of education. In the Swiss survey, in addition to the design weighting by language region, only a post-stratification weighting by age was carried out. In the USA, Brazil and Singapore, quota sampling was used, so weighting is not necessary. We consider the quality of the responses to be high. A few interviews of questionable quality were either already excluded by means of security questions in the programming or they were deleted in the ex-post quality check on the responses. On the basis of the results and the comparison with the Credit Suisse Worry Barometer, as well data and experiences from the previous years, we can assume that the data are plausible and allow real-life conclusions to be drawn.

|                         |   |
|-------------------------|---|
| <b>Client</b>           | Credit Suisse   |
| <b>Population</b>       | Resident population of Switzerland / USA / Brazil / Singapore aged between 16 and 25 years  |
| <b>Data gathering</b>   | Online  |
| <b>Type of sampling</b> | Switzerland: panel, snowball sampling, recruitment via social media<br>International: survey of national panels                   |
| <b>Survey period</b>    | June-July 2022  |
| <b>Sample size</b>      | Total respondents CH N = 1006<br>Total respondents USA N = 1011<br>Total respondents BR N = 1007<br>Total respondents SG N = 1004 |
| <b>Sample error</b>     | ±3.1 percent at 50/50 and 95-percent probability  |

Table 1: Methodological details

## 1.2 Goodbye millennials – hello generation Z

The social sciences offer various definitions of youth. As a rule, the age range of 13 to 21 years is regarded as “youth”. In our survey, we focused on young people within an age range three to four years older, so some of the young people in the survey were slightly above the upper limit of the range according to the usual social sciences definition of youth. This is explained partly by the longer periods in education on average and partly by the focus of the study on the time after compulsory schooling with training and career choices.

While the respondents in the first wave in 2010 were still exclusively from the much-cited Generation Y (born between 1980 and 2000), this generation is now disappearing more and more from the sample. Generation Y is slowly being replaced by representatives of the subsequent Generation Z (born from 2000 onwards). The Credit Suisse Youth Barometer was therefore previously a “Millennial Barometer” in the true sense of the word. This is no longer the case today. The Millennials only make up a clear minority of the sample.

In many respects, therefore, a new Youth Barometer project era is dawning. While Generation Y witnessed the triumph of smartphones, Generation Z is considered the first generation of true digital natives. Generation Y grew up under conditions of relatively high economic, social and physical security, while the youth years of Generation Z are marked by uncertainties – up to and including a global pandemic and a renewed war of aggression in Europe.

## 1.3 Comparison of countries

We confine the comparison of countries, taking Switzerland's youth as the basis, to the most conspicuous parallels and differences in the remaining three countries. The number of countries surveyed is too small to assume an international comparative approach that would allow valid conclusions to be drawn beyond the scope of the individual countries. Despite this, the selection of these four countries (Switzerland, USA, Brazil and Singapore) represents four different cultural spaces.



# 2 Results

## 2.1 Living environments and aspirations

### 2.1.1

#### Future plans

In addition to examining what drives general opinion about the future of today's youth, this year's Credit Suisse Youth Barometer also investigates their wishes and hopes, provides an insight into their living environments, values and trends and assesses the demands of the working environment.

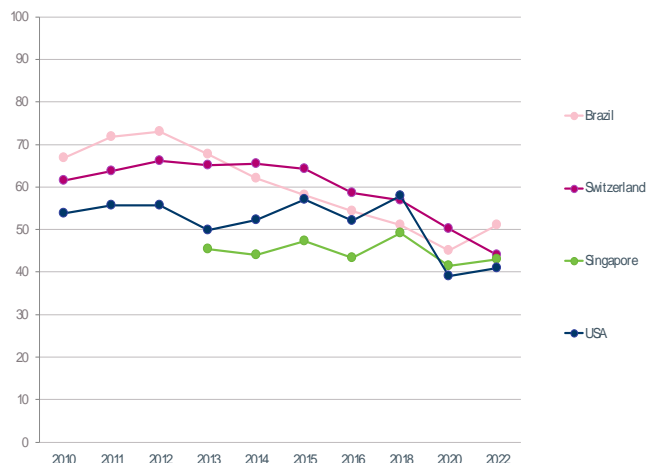
With the emergence of Generation Y from the cohort of the Credit Suisse Youth Barometer and the subsequent adoption of Generation Z, the study data is increasingly revealing their values and perspectives. While representatives of Generation Y are generally said to be optimistic, realism is considered to be one of the key values of Generation Z.

The shift towards a more pessimistic outlook has been apparent for several years already and this general trend is continuing as 2022 progresses. In Switzerland, for example, the number of young people who were confident about their own futures has never been as low since the survey began. In the USA, Brazil and Singapore, too, today's results are sometimes well below those of ten years ago.

#### Trend optimism for own future

"In your opinion, what is the outlook for your own future? At the present time, do you see the future ..."

in % inhabitants of Switzerland/ USA/ Brazil/ Singapore between 16 and 25 years, share of responses "fairly optimistically"



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Figure 1

Traditionally, the assessment of the future of society is in general somewhat more pessimistic than that of one's own future. This remains true this year too. While the trend in Switzerland continues towards lower confidence this year, the other countries in the survey are more ambivalent.

In Singapore, the country with the comparatively highest confidence, the figures remain relatively stable and indicate a tendency to improve. The USA has again recorded a slight decrease since 2018, while a continuous improvement has been evident in Brazil since 2018. This trend is clearly continuing in 2022.

## Trend optimism for future of society

"And what about the future of our society? Do you see it as ....."

in % inhabitants of Switzerland/ USA/ Brazil/ Singapore between 16 and 25 years, share of responses "fairly optimistically"



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Figure 2

Today's young people want to try out many things over the course of their lives. However, a majority also say they have a clear idea of what their life should be like. For many (especially in Switzerland, Singapore and Brazil), part of their life planning is evidently the desire to take longer breaks, for example to travel.

On the other hand, the dream of social advancement is no longer universal. In all of the countries, a majority state that they would be happy to lead the same good life as their own parents.

The desire to take responsibility is significantly less pronounced in the USA than in the remaining three countries. In contrast, respondents there (along with Singapore) are more inclined to agree with the statement that a life as a rebel is better than following the rules. Young people in Brazil stand apart from the remaining respondents in that they are twice as likely to say they think that society (and the economy as well) is dependent on them. While young people in Switzerland – as opposed to those in the rest of the world – are far less inclined to consider the economic situation as being too uncertain to make firm plans, they are also less willing to take the risks needed to succeed or to start their own businesses.

## Statements about plans for the future

"Thinking about your plans in life: to what extent do the following statements relate to your plans for the future?"

in % inhabitants of Switzerland/ USA/ Brazil/ Singapore between 16 and 25 years, share of responses "definitely/ generally the case"



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Figure 3

With the exception of Brazil, only about one in five young people feel that the economy is waiting for them and is dependent on them. While (in Switzerland at least) the shortage of skilled workers issue is the subject of intensive media and political discussion, the next generation of workers appears to feel insufficiently addressed.

However, in recent years this concern has become more acute, and the proportion of young people in Switzerland who perceive a clear demand from the economy for their labour (and from society for their contribution in general) has clearly increased. But the proportion of young people who say that the economic situation is too uncertain for them to make firm plans has also increased significantly.

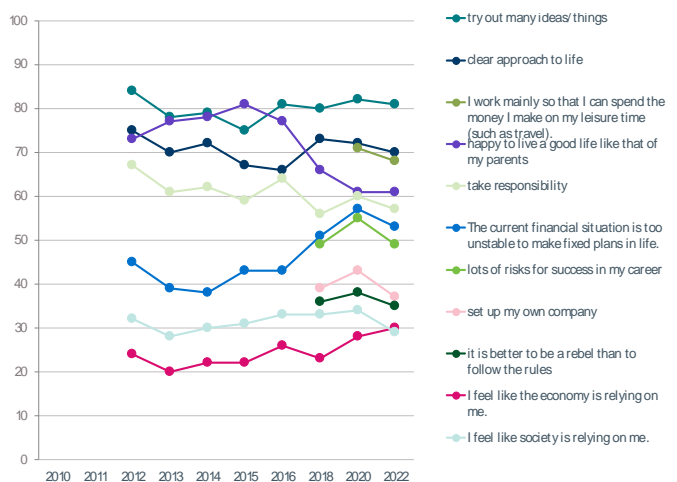
Fewer and fewer young people state that they would be happy to lead the same good life as their parents.

## Trend plans for the future

### Switzerland

"Thinking about your plans in life: to what extent do the following statements relate to your plans for the future?"

in % inhabitants of Switzerland between 16 and 25 years, share of responses "definitely/ generally the case"



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Figure 4

The commonality between young people in Brazil, Singapore, the USA and Switzerland is that they attach great importance to having an exciting job on the one hand, but also to enjoying a good work-life balance on the other. While a good career, independence and plenty of money are also important to the majority of young people in the USA, Singapore and especially Brazil, these goals are not such a priority in Switzerland.



Young people today consider values such as loyalty and security as being first and foremost synonymous with tradition and stability. Moreover, leading a life of freedom and flexibility is equally important to many. What at first glance appears to be two ends of a spectrum is in many ways typical for representatives of Generation Z, who often combine apparently contradictory ideas within their landscape of values and needs.

Seeing much of the world is more important to young people today (and at this point in their lives) than having a family of their own with children. Conversely, they wish to live in greater accord with religious and spiritual values than having as many sexual experiences as possible. On the other hand, having an exciting internet profile – the de facto business card of digital natives – is a priority for very few.

A majority of 16 to 25-year-olds want to live and act responsibly. Protecting the environment is also quite clearly one of the things in life that is of key importance to the majority of them. The need to more actively shape the world and society or engage in political activities is clearly less widespread.

A country comparison indicates that young people in Brazil generally exhibit higher values for almost all questions of life than is the case in the other countries. Interesting statistical outliers are the need for an exciting job and the desire for tolerance, where Swiss young people score almost as high in both cases.

## Personal ideas of life

"Each individual person has certain ideas that determine their life and behavior. When you think about what you strive for in your life, how important are the following things for you personally?"

in % inhabitants of Switzerland/USA/ Brazil/ Singapore between 16 and 25 years, share of Responses "extremely/ very important"

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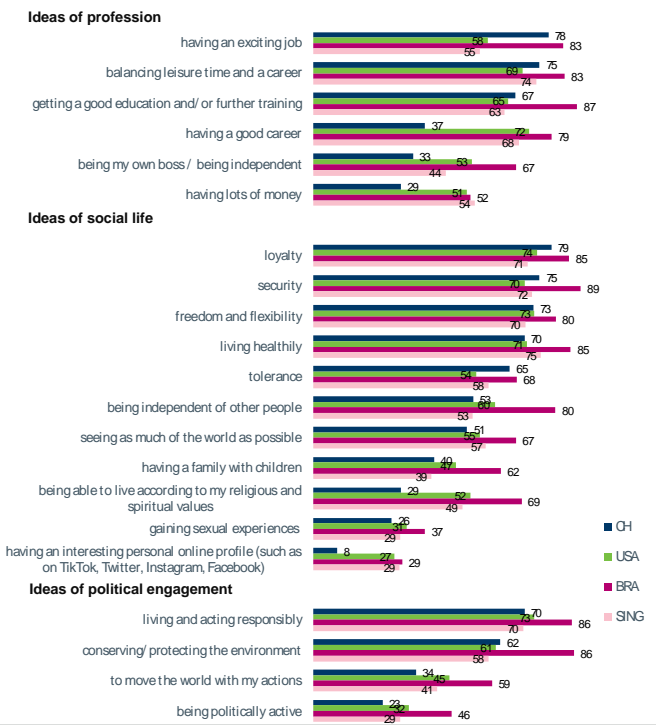


Figure 5

## 2.1.2

### Social affiliation

The individual living environment is shaped by the social environment in which a person moves. In the vast majority of cases, the most important role is played here by a person's own family, circle of friends and perhaps also a partner. According to statements made by young people in Switzerland, this is still true today. Their greatest sense of affiliation is to their own circle of friends and family. However, it is evident that this sense of affiliation is diminishing to an increasing extent – and particularly drastically so in recent years. The same applies to affiliation to a relationship or partnership. Here too, outright disintegration is taking place.

In addition to their immediate social environment, the youth and young adults of today primarily feel that they belong to humanity as a whole – and to the society of their home country. While the trend in these two cases is much less clear than for one’s circle of friends and family, a year-on-year decline is the observed tendency here too.

The only social unit to which an increasing number of young Swiss people feel they belong – with the trend remaining relatively consistent over the years – is the society of their own continent, i.e. Europe. The proportion of young people who feel they belong to an online community is higher today than it was ten years ago, but is actually declining again compared to when the last survey was conducted.

In 2022, just over 40 percent of the Swiss population between the ages of 16 and 25 feel they belong to the climate movement. This has decreased slightly compared to 2020. In contrast, affiliations have experienced an apparent revival, with membership increasing again for the first time since 2015.

## Affiliation to social units

### Switzerland

"To which of the social units in this list do you feel you belong? For each of the social units listed, please list whether you feel you really belong, belong a little, do not really belong or do not belong at all."

in % inhabitants of Switzerland between 16 and 25 years, share of responses "really belong/ belong a little"

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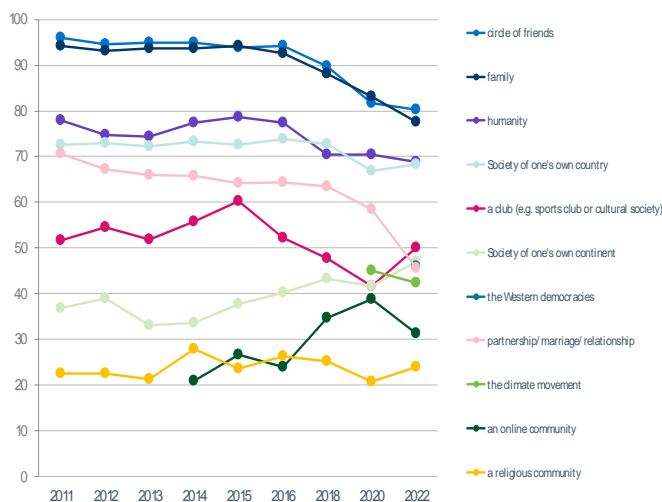


Figure 6

The disintegration of the personal environment is not a phenomenon that is limited to Switzerland; it can also be observed in Singapore, Brazil and the USA.

However, the same is true in the USA for most other social units too, particularly with regard to belonging to humanity and to the society of one’s own country, where the figure is some 20 percentage points lower than in Switzerland, for example. Overall, in none of the four countries surveyed is the score for belonging to one’s own country – or to the western democracies – lower than in the USA.

In contrast to Switzerland, the feeling of affiliation with an online community is around 20 percentage points higher in the USA, and a significantly larger number of people feel part of a religious community.

## Affiliation to social units

### USA

"To which of the social units in this list do you feel you belong? For each of the social units listed, please list whether you feel you really belong, belong a little, do not really belong or do not belong at all."

in % inhabitants of the USA between 16 and 25 years, share of responses "really belong/ belong a little"

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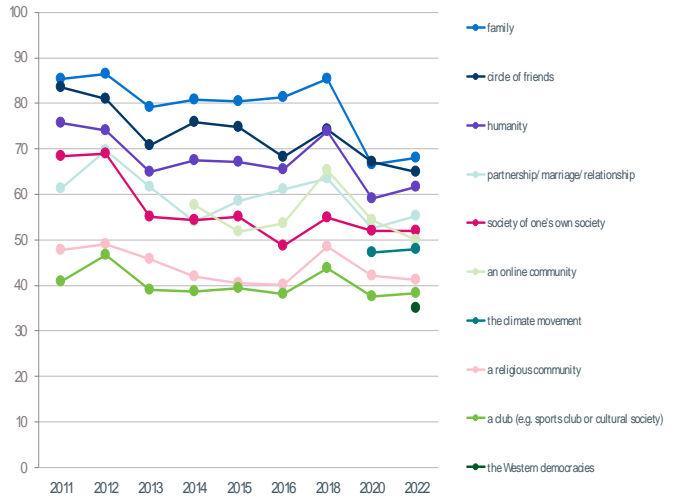


Figure 7

In contrast to Switzerland and the USA, Brazil and Singapore exhibit clearly visible "reintegration" trends in addition to the general trends of declining affiliation to family, friends and partners. In Brazil, for example, the proportion of young people who feel they belong to their own country's society, a religious community, an association or even their own continent's society has been increasing again over a period of several years.

## Affiliation to social units

### Brazil

"To which of the social units in this list do you feel you belong? For each of the social units listed, please list whether you feel you really belong, belong a little, do not really belong or do not belong at all."

in % inhabitants of Brazil between 16 and 25 years, share of responses "really belong/ belong a little"

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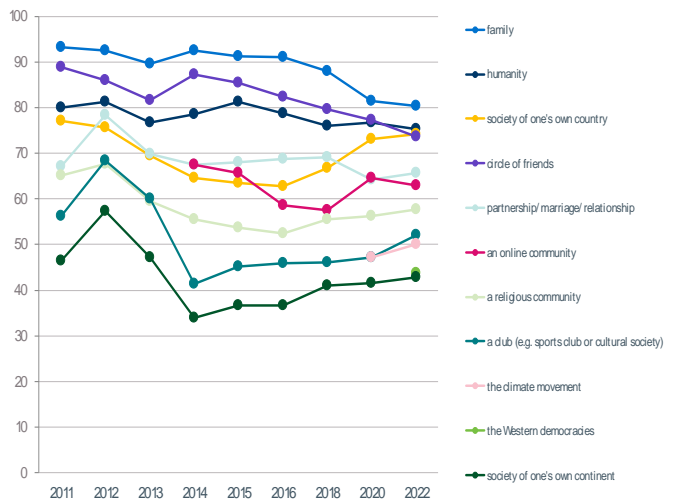


Figure 8

Young people in Singapore also feel a strong increase in affiliation with an online community, to associations and to their own continent. In their own words, more young people today also feel a sense of affiliation with their own country than was the case ten years ago.

## Affiliation to social units

### Singapore

"To which of the social units in this list do you feel you belong? For each of the social units listed, please list whether you feel you really belong, belong a little, do not really belong or do not belong at all."

in % inhabitants of Singapore between 16 and 25 years, share of responses "really belong/ belong a little"

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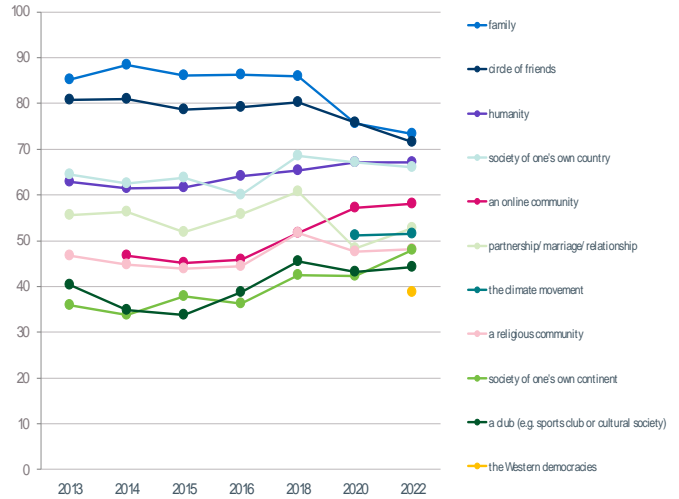


Figure 9

A country comparison indicates that the proportion of young people who consider themselves to be part of the climate movement is between 40 and 50 percent of respondents overall, a figure that remains relatively constant (apart from a slight decrease in Switzerland).

Although the Climate Strike as a movement is less visible and has less street presence today than it did two or three years ago, its concerns and values remain anchored in the minds of Generation Z representatives and form part of their identity.

## Trend comparison Affiliation to the climate movement

"To which of the social units in this list do you feel you belong? For each of the social units listed, please list whether you feel you really belong, belong a little, do not really belong or do not belong at all."

### of the climate movement

in % inhabitants of Switzerland/USA/ Brazil/ Singapore between 16 and 25 years, share of responses "really belong/ belong a little"

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Figure 10

Although in 2022 there are no longer as many young people who say that commitment to the environment is "in" and something they would actively participate in themselves, the decline is relatively moderate in view of the fact that other issues are currently garnering global attention.

While Brazil is the only country to register an increase in the popularity of environmental engagement, in Switzerland we are now back at the same level as in 2018 when the environmental protests began.

## Trend comparison supporting environmental issues

"We have once again listed some very different activities/attitudes. State whether these are 'in' or 'out' in your personal circles and what your opinion of them is."

actively supporting environmental issues

in % inhabitants of Switzerland/USA/ Brazil/ Singapore between 16 and 25 years, share of responses "in' & I do it/want to myself"

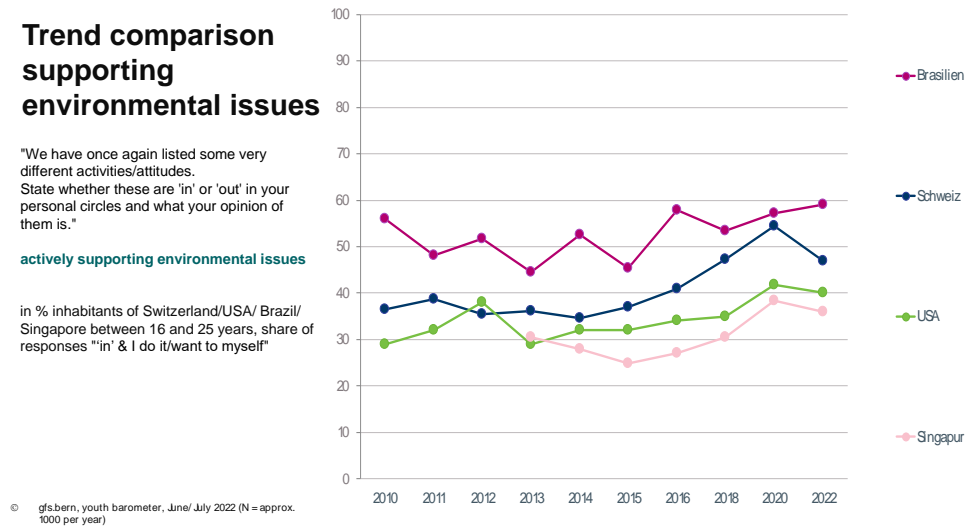


Figure 11

## 2.2 Concerns and issues

Young people in Switzerland are most concerned about the future of their pension provision. Forty four percent of respondents consider this to be one of the five major problems facing the country. Environmental protection/global warming takes second place by a wide margin (31%). Current events (war against Ukraine and energy supply difficulties) mean that concerns regarding the price of petrol and oil and ensuring supply security are also high on the agenda.

It is said, among other things, that Generation Z places high emphasis on inclusion and having a strong sense of justice. Moreover, this is also a well-educated and globally-connected (via social media) generation. The fact that gender equality, racism and xenophobia come high on the list of priority problems to be solved is therefore very fitting.

The shift away from traditional media – where editorial offices review contributions and stories for accuracy – to social media in which content is disseminated uncontrollably is also leaving its mark on young people's perception. Not least, for example, because the issue of fake news appears in the top 10 greatest concerns in all four countries surveyed.

Unemployment, health insurance/premiums and the coronavirus crisis, along with its consequences, are also among the top 10 concerns of young Swiss people.

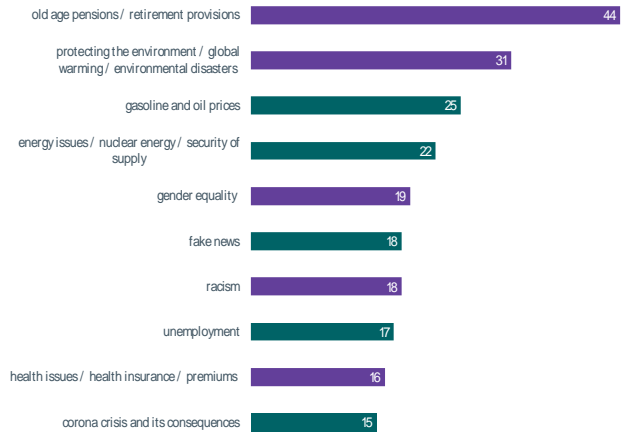
## Top 10 worries

### Switzerland

"In the list below you'll see several topics which have been discussed and written about a great deal recently. Read through the entire list and choose five points which you personally feel are Switzerland's greatest problems."

in % inhabitants of Switzerland between 16 and 25 years who at least rarely inform themselves

purple: deviation from top 10 average of all countries



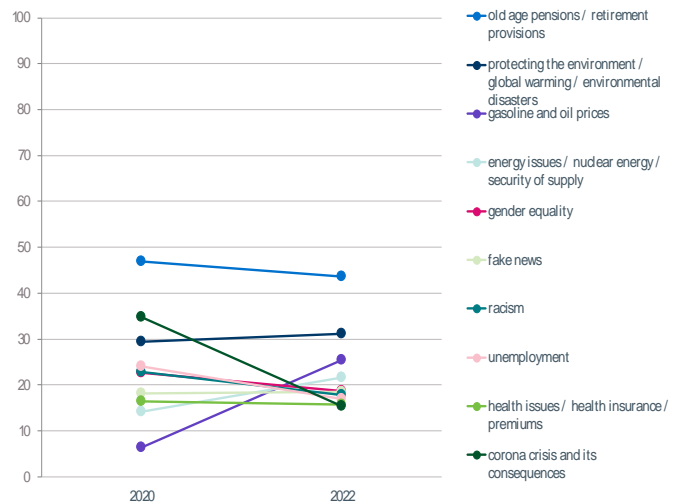
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Figure 12

## Top 10 worries Switzerland

"In the list below you'll see several topics which have been discussed and written about a great deal recently. Read through the entire list and choose five points which you personally feel are Switzerland's greatest problems."

in % inhabitants of Switzerland between 16 and 25 years



© gfs.bern, youth barometer, June/July 2022 (N = approx. 1000 per year)

Figure 13

After a long period of declining crime in the USA, the murder rate has risen sharply again over the past few years. Criminality, personal safety and violence are the biggest concerns among young Americans in 2022. The issue of gun control, which 28 percent of respondents rank among the top five problems facing the country (fifth place) is also a major concern.

During the survey period in June and July 2022, inflation in the US reached levels not seen in decades. The general economic trend (rank two) and specifically inflation (rank seven) are equally worrying for young people in the USA – and so is the (increased) price of petrol and oil, which is the problem that has risen at highest rate in the list of concerns this year in the USA.

Still remaining in the top 10, but less highly prioritised than in 2020, are the corona pandemic, fake news, racism and data privacy issues. Concerns around energy and supply security have remained constant since 2020, coming in at eighth out of ten this year.

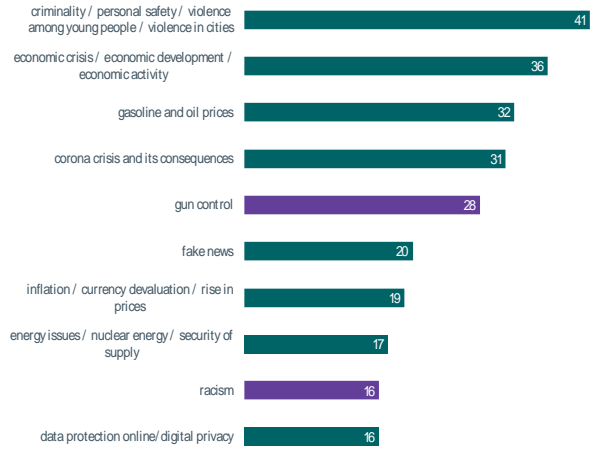
## Top 10 worries

### USA

"In the list below you'll see several topics which have been discussed and written about a great deal recently. Read through the entire list and choose five points which you personally feel are Americans' greatest problems."

in % inhabitants of the USA between 16 and 25 years who at least rarely inform themselves

purple: deviation from top 10 average of all countries



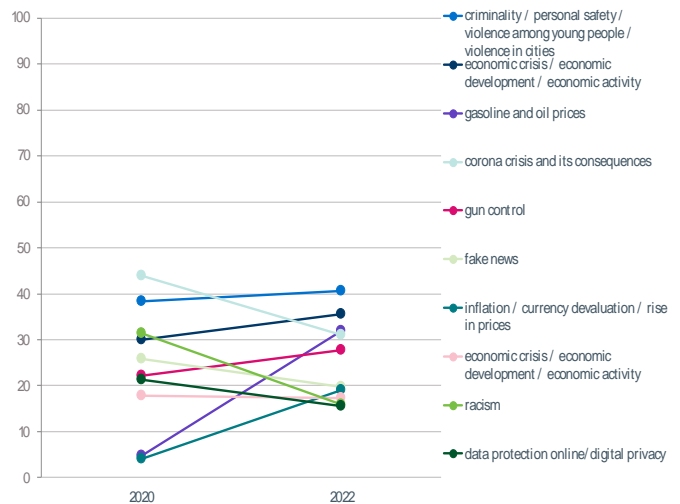
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Figure 14

## Top 10 worries USA

"In the list below you'll see several topics which have been discussed and written about a great deal recently. Read through the entire list and choose five points which you personally feel are Americans' greatest problems."

in % inhabitants of the USA between 16 and 25 years



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Figure 15

Corruption remains the issue that most concerns young people in Brazil. Although the proportion of young people who rank this problem among the five biggest in the country has fallen slightly since 2020, it still remains by far the most important issue. Unemployment follows in second place (relatively constant). The trends regarding the economy (+7 percentage points (pp)) and hunger (+3 pp) are indicative of an overall tense economic situation.

Like everywhere else, coronavirus is no longer a top priority issue in Brazil, but remains in third place. Pressure resulting from the situation in the favelas has clearly diminished (at least relative to the remaining problems), and people are also less concerned about tax issues than they were in 2020.

Brazil is the only one of the four countries surveyed where the war against Ukraine appears among the top 10 concerns (fifth place).

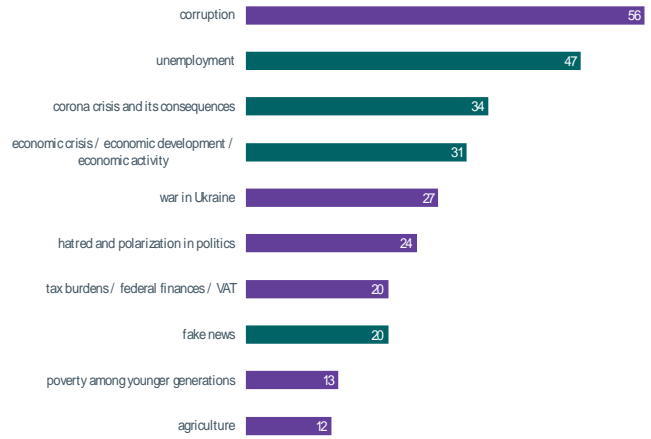
## Top 10 worries

### Brazil

"In the list below you'll see several topics which have been discussed and written about a great deal recently. Read through the entire list and choose five points which you personally feel are Brazil's greatest problems."

in % inhabitants of Brazil between 16 and 25 years who at least rarely inform themselves

purple: deviation from top 10 average of all countries



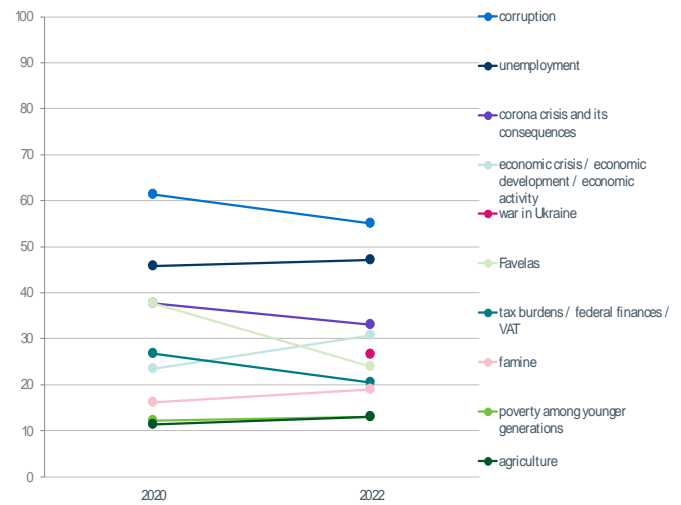
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Figure 16

## Top 10 worries Brazil

"In the list below you'll see several topics which have been discussed and written about a great deal recently. Read through the entire list and choose five points which you personally feel are Brazil's greatest problems."

in % inhabitants of Brazil between 16 and 25 years



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Figure 17

In Singapore, the range of greatest concerns has become more concentrated. In other words, the gap between what the majority rank among the most important concerns facing the country and other concerns of slightly lower priority has narrowed.

Today, fake news, data privacy on the internet and the coronavirus crisis are considered as equals at the top of the list Singapore's problems. Economic development and crime come somewhat further down the list – inflation then comes in at number six.

While people are perceiving inflation as a significantly greater problem, the issue of economic development has generally declined in importance.

In contrast to the other three countries surveyed, in Singapore it is particularly apparent that people are more concerned about energy security (+4 pp), but petrol and oil prices are of much less concern (-16 pp). Although petrol prices also peaked in Singapore in June, they fell again significantly at the beginning of July, which may also have been reflected in young people's perceptions.



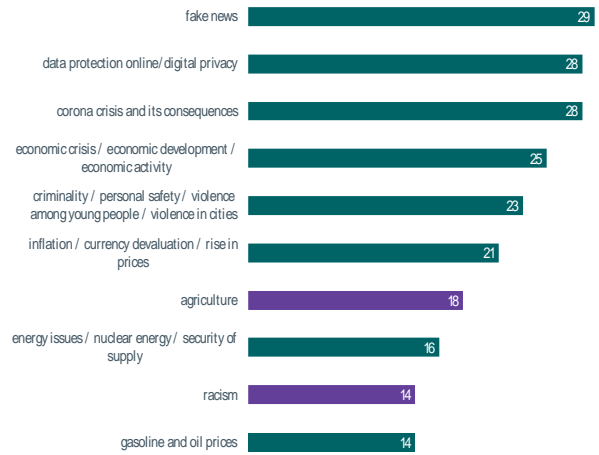
## Top 10 worries

### Singapore

"In the list below you'll see several topics which have been discussed and written about a great deal recently. Read through the entire list and choose five points which you personally feel are Singapore's greatest problems."

in % inhabitants of Singapore between 16 and 25 years who at least rarely inform themselves

purple: deviation from top 10 average of all countries



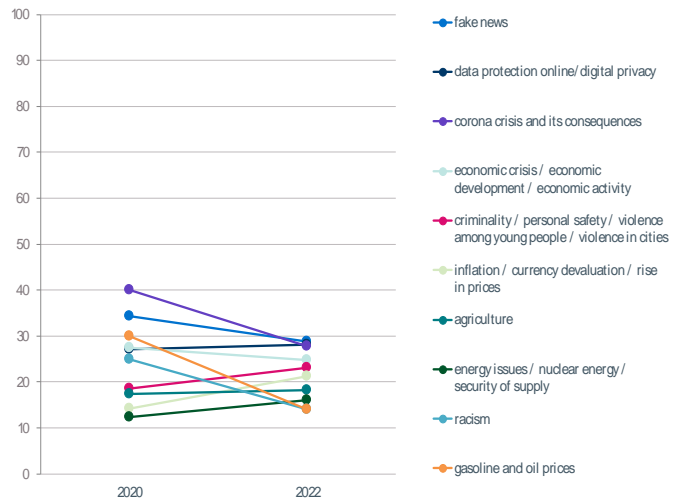
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Figure 18

## Top 10 worries Singapore

"In the list below you'll see several topics which have been discussed and written about a great deal recently. Read through the entire list and choose five points which you personally feel are Singapore's greatest problems."

in % inhabitants of Singapore between 16 and 25 years



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Figure 19

### 2.2.1

## Security in old age

The future of old-age pension provision is a highly politicised subject in Switzerland. It is an issue that is regularly voted on at the ballot box and one which concerns many people. In this year's Youth Barometer, concern about security in old age also tops the list in Switzerland. Whereas in other countries this topic is not perceived as a priority.

Today, just over 30 percent of young people in Switzerland are confident that they will be able to live comfortably during their retirement years. This represents a significant increase compared with the last Youth Barometer in 2020 – even though the financial situation of the Swiss Federal Old-age, Survivors' and Invalidity Insurance (Alters- und Hinterlassenenversicherung (AHV)) has not changed since then.

The proportion of young people who are at least somewhat optimistic about their standard of living has risen slightly in Brazil too. These values remain largely constant in the USA and Singapore. Overall, in none of the countries surveyed is there a majority of 16 to 25-year-olds who can look forward to their retirement years with confidence.

## Trend comparison financial security retirement age

"How confident are you that you will have enough money to live comfortably during your retirement?"

in % inhabitants of Switzerland/ USA/ Brazil/ Singapore between 16 and 25 years, share of responses, «extremely/ quite confident»

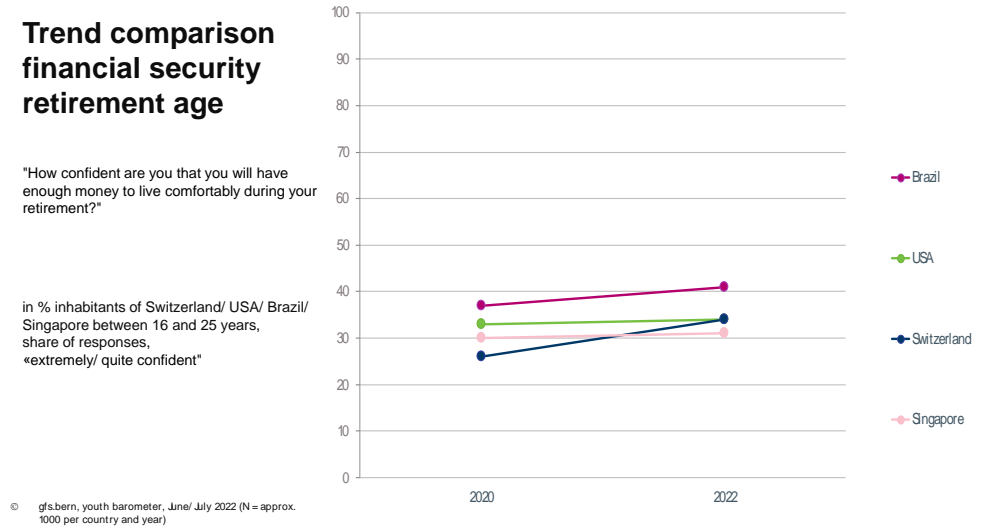


Figure 20

Just 40 percent of Swiss young people think that they will one day be able to rely on a state pension or pension fund when they retire. In contrast, almost 60 percent assume that they will have to use their personal savings or investments to maintain their standard of living when they retire. A further 30 percent also believe they will need to rely on income from another job and 20 percent on inherited assets, while almost 20 percent already assume that they will have to draw social security benefits during their retirement.

In comparison with 2020, all these figures have decreased, but the overall ranking and distribution remains largely identical, suggesting that the general perception of financial resources in old age remains consistent overall.

## Sources of income after retirement

### Switzerland

"Do you believe that you can/must rely on the following sources of income when you retire?"

in % inhabitants of Switzerland between 16 and 25 years, share of responses "important source of income"

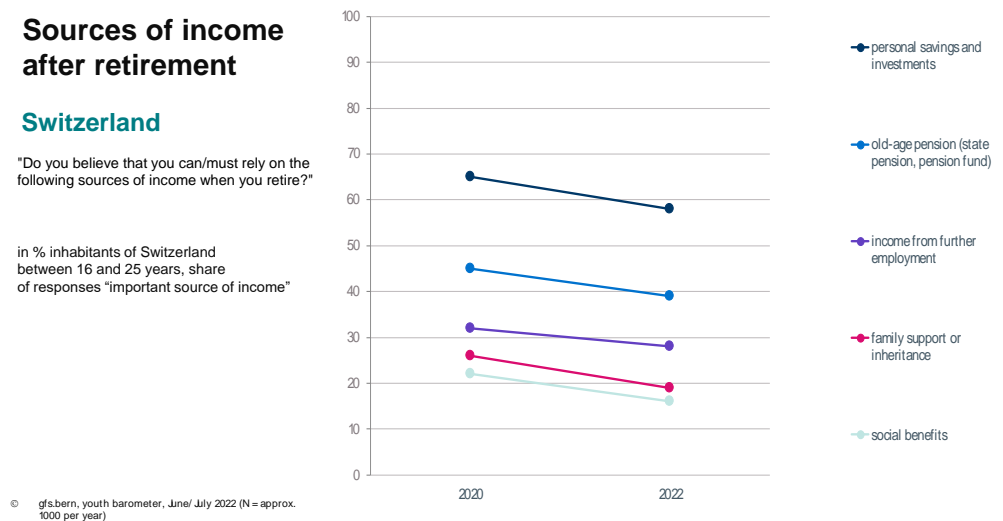


Figure 21

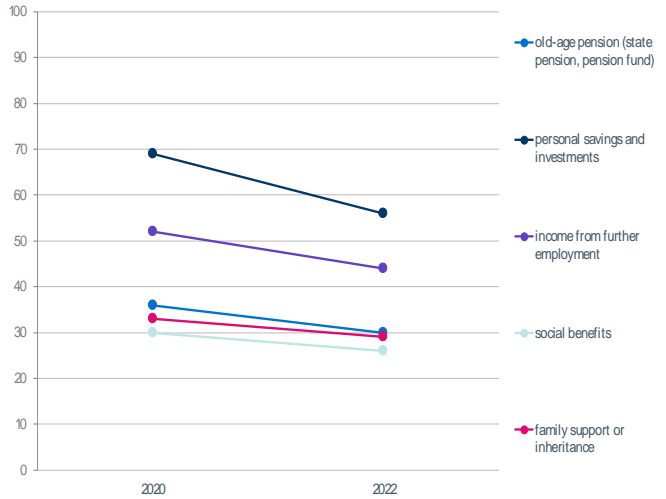
The situation in Singapore is similar to that in Switzerland. The trend indicates that the proportion of young people who expect to rely on one of the aforementioned sources of income is likely to decrease. However, these changes are largely occurring in parallel, which shows that the importance of the various income options remains the same in relation to each other.

## Sources of income after retirement

### Singapore

"Do you believe that you can/must rely on the following sources of income when you retire?"

in % inhabitants of Singapore between 16 and 25 years, share of responses "important source of income"



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Figure 22

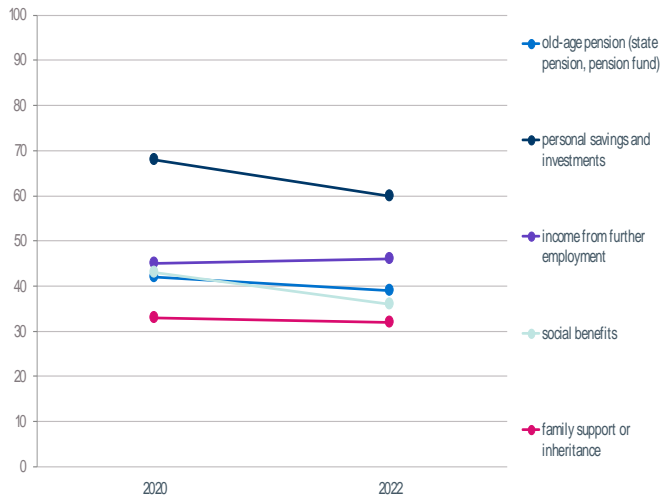
In Brazil, respondents perceive personal savings, investments and social security benefits as becoming less important relative to the other income sources in old age.

## Sources of income after retirement

### Brazil

"Do you believe that you can/must rely on the following sources of income when you retire?"

in % inhabitants of Brazil between 16 and 25 years, share of responses "important source of income"



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Figure 23

In contrast to Switzerland, the way in which people in the USA assess the available or respectively required resources in old age has changed over the past two years. Personal savings, investments and income from other activities have become more significant, while social security benefits, state pensions and inherited assets have become less important.

## Sources of income after retirement

### USA

"Do you believe that you can/must rely on the following sources of income when you retire?"

in % inhabitants of the USA between 16 and 25 years, share of responses "important source of income"

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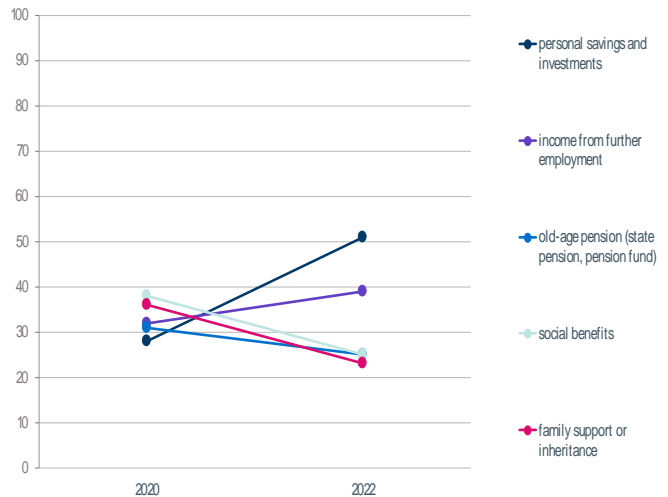


Figure 24

In all four countries, majorities of young respondents agree that each individual should take greater responsibility in terms of managing their savings for retirement (the results shown below for Switzerland are representative for all countries).

However, there are differences in people's perception of how much greater this responsibility this should be: In Switzerland, only 16 percent think people should take greater responsibility. This compares with 31 percent in the US, 33 percent in Singapore and 48 percent in Brazil, whereby the number of strong supporters of personal responsibility is tending to decline compared to 2020.

## Personal responsibility for retirement provision

### Switzerland

"Do you think individuals should take more responsibility for managing their savings for retirement?"

in % inhabitants of Switzerland between 16 and 25 years

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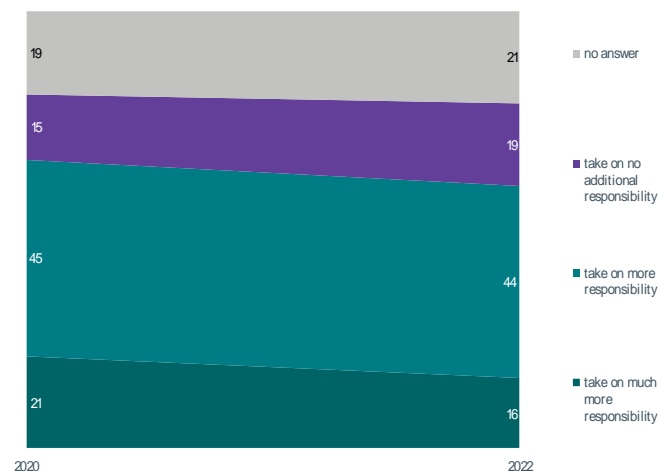


Figure 25

Save every possible penny, invest the available money and then retire at the age of 40 – that is the idea behind the so-called FIRE (Financial Independence, Retire Early) lifestyle movement, which is currently attracting a certain degree of media attention. However, there are actually very few young adults who claim to be effectively shaping and planning their lives in this way.

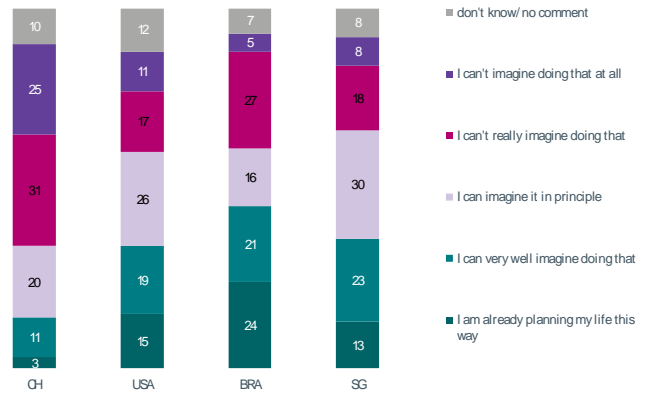
The figure for 16 to 25-year-olds is just 3 percent in Switzerland and 24 percent in Brazil. The proportion of young adults who are at least sympathetic to the idea in principle is higher, exceeding the 50-percent mark everywhere aside from Switzerland. In Switzerland, a majority of 56 percent say that such a life would not be for them. Here at least, the FIRE movement therefore remains more an issue of (media) hype than an effective model for the future.

## Life planning according to the FIRE movement

"The so-called FIRE movement is made up of people who work as much as they can and spend as little as possible until they are 40 so that they can retire early.  
Can you imagine yourself having such a life plan?"

in % inhabitants of Switzerland/ USA/ Brazil/ Singapore between 16 and 25 years

FIRE: Financial Independence, Retire Early



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Figure 26

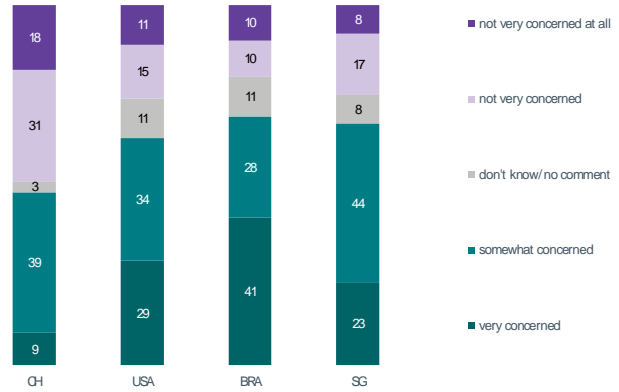
## 2.3 War and geopolitical uncertainties

In June 2022, some three months after Russia's invasion of Ukraine, between 48 percent (Switzerland) and 69 percent (Brazil) of young people in the four countries surveyed said that they were worried about the war. Young Swiss people are thus significantly less concerned about the war than those in the other three countries.

### Concern with war in Ukraine

"How concerned are you personally about the war in Ukraine?"

in % inhabitants of Switzerland/ USA/ Brazil/ Singapore between 16 and 25 years



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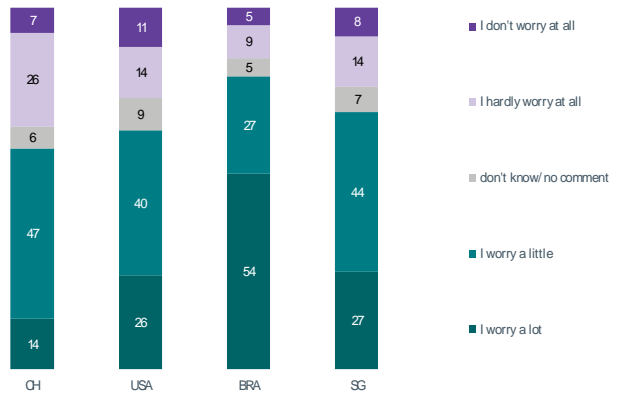
Figure 27

Fear of the war spreading to other countries was shared by majorities in all four countries during the June and July 2022 survey period.

### Concerns that the war is spreading to other states

"Do you worry that the war will spread to other countries?"

in % inhabitants of Switzerland/ USA/ Brazil/ Singapore between 16 and 25 years



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Figure 28

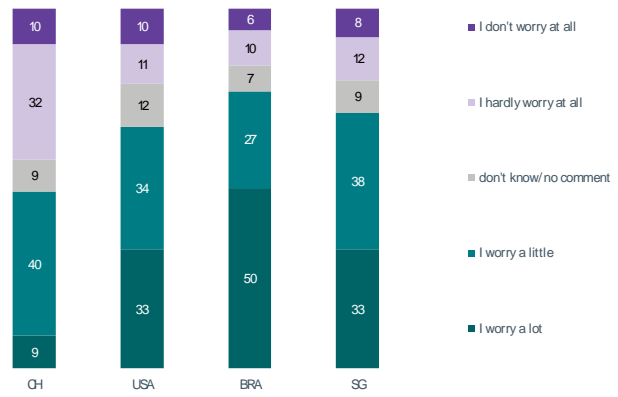
This pattern of diverging assessments in the four countries also continues when it comes to the question of the potential use of nuclear weapons. In Switzerland, the proportion of young adults who fear the use of nuclear weapons is greater than the proportion who feel affected by the war.

Compared to Switzerland, in Brazil, the USA and Singapore there is a particularly high proportion of young adults who harbour strong fears regarding the use of nuclear weapons.

## Concerns that Russia could use nuclear bombs

"Do you worry that Russia could use nuclear bombs?"

in % inhabitants of Switzerland/ USA/ Brazil/ Singapore between 16 and 25 years



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Figure 29

There are young people in each of the four countries surveyed who have at least a certain degree of sympathy for Russia's actions in Ukraine. The figure is 24 percent for Switzerland, 35 percent for Brazil, 42 percent for the USA and 46 percent for Singapore.

While the proportion of respondents having no sympathy for Russia's invasion of Ukraine is clearly in the majority in Switzerland (69 %), opinion in the other countries is less clear.

## Sympathy for Russia's action in Ukraine

"Do you have sympathy for Russia's actions in Ukraine?"

in % inhabitants of Switzerland/ USA/ Brazil/ Singapore between 16 and 25 years



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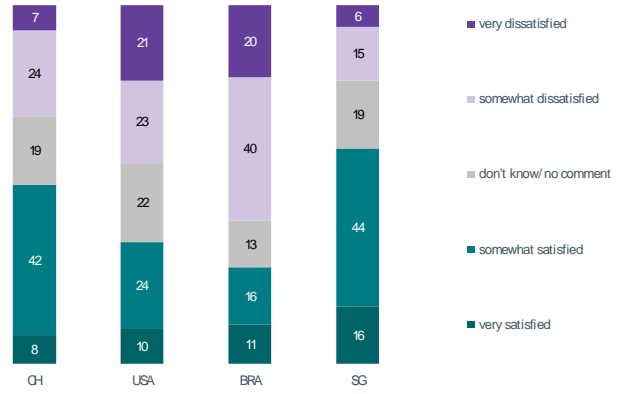
Figure 30

In both Switzerland and Singapore, a majority of young adults are satisfied with the way the countries' politicians and authorities are dealing with the new threat of war. In the USA, the advocate and opponent camps are roughly equal, while dissatisfaction predominates in Brazil. In Brazil, women and people who would tend to describe their political views as left-wing represent an above-average number of dissatisfied people.

## Satisfaction with own country's policies to deal with new threat

"How satisfied are you with Switzerland's/ USA's/ Brazil's / Singapore's policies to deal with this new threat?"

in % inhabitants of Switzerland/ USA/ Brazil/ Singapore between 16 and 25 years



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Figure 31

Support for peace initiatives and humanitarian organisations is perceived by young males in all countries as an important and good way of dealing with the new threat. Other measures that take a more passive approach to promoting peace or mediation (e.g: neutrality, disarmament, mediation) only attract partial majorities in the four countries.

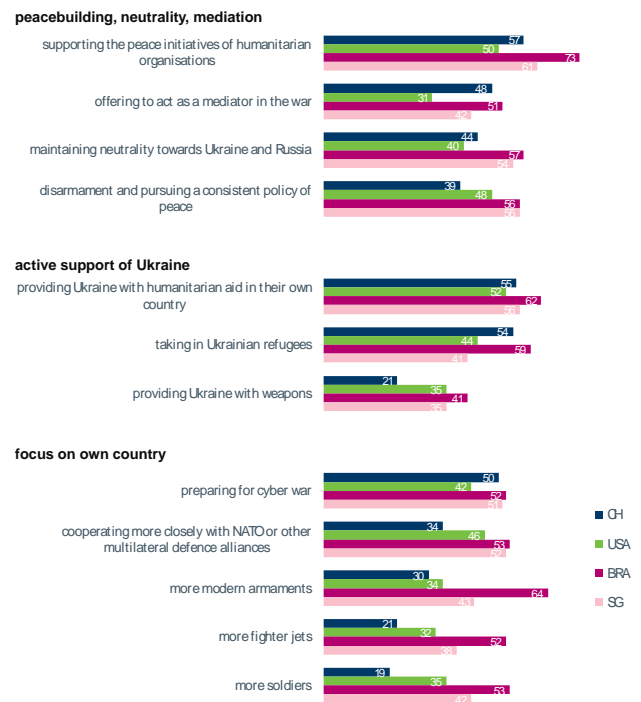
In terms of active support for Ukraine, majorities in all countries can imagine providing humanitarian aid in the Ukraine itself. In Switzerland and Brazil, majorities are also in agreement with accepting Ukrainian refugees. On the other hand, the direct supply of weapons does not find majority support anywhere – least of all in Switzerland (21 % extremely/very important).

Broadly speaking, the young people surveyed in all of the countries (with the exception of Brazil) are relatively reluctant when it comes to supplying weapons. They are, however, most likely to support arming for a cyber war. Providing more modern arms, fighter jets or soldiers, on the other hand, is not considered important.

## Rating of measures against the threat

"A country can deal with the new threat in several ways. Please rate how important you think the following measures are for your country."

in % inhabitants of Switzerland/ USA/ Brazil/ Singapore between 16 and 25 years, share of responses "extremely/ very important"



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Figure 32



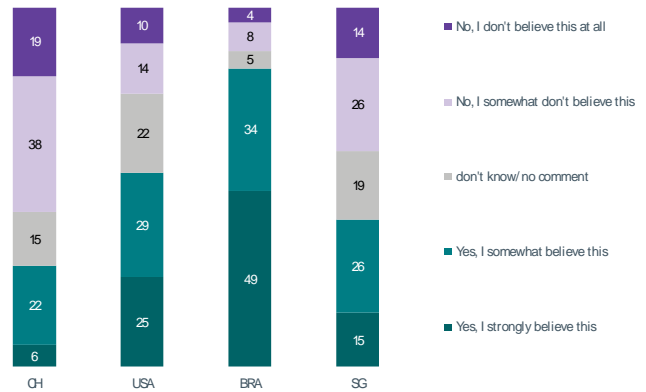
## 2.4 Importance of democracy

While young people in Switzerland consider the state of democracy in their own country to be comparatively positive, this is much less so in other countries. Nevertheless – even in Switzerland, a beacon of democracy for many around the world – 28 percent of young people think that democracy in their country is in a poor state. In Singapore, 41 percent are of this opinion and there is even a majority in the USA (54 %) and Brazil (83 %).

### Comparison crisis of democracy in own country

"Do you feel that democracy in your country is currently in a crisis?"

in % inhabitants of Switzerland/ USA/ Brazil/ Singapore between 16 and 25 years



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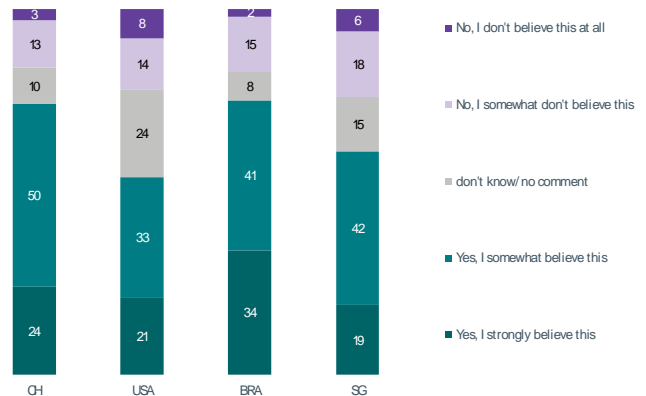
Figure 33

The verdict on democracy on the global scale is even more clear. In all four countries, adolescents and young adults are of the opinion that democracy is in crisis. This sentiment is particularly pronounced in Switzerland (along with Brazil).

### Comparison crisis of democracy in the world

"And what about democracy in the world as a whole? Do you believe that democracy is in crisis in the world?"

in % inhabitants of Switzerland/ USA/ Brazil/ Singapore between 16 and 25 years



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Figure 34

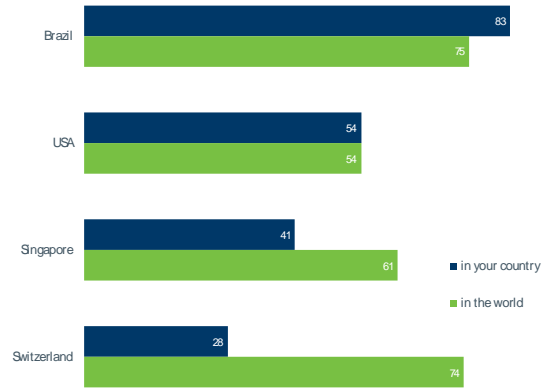
While domestic and global democracy receives a comparable diagnosis in the USA and Brazil, the opinion in Singapore – and particularly in Switzerland – is that the problem is greater abroad (respectively in the world at large) than at home.

## Crisis of democracy ...in your country? ...in the world?

"Do you feel that democracy in your country is currently in a crisis? "

"And what about democracy in the world in general?"

in % inhabitants of Switzerland/ USA/ Brazil/ Singapore between 16 and 25 years, share of responses "strongly, somewhat believe this"



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Figure 35

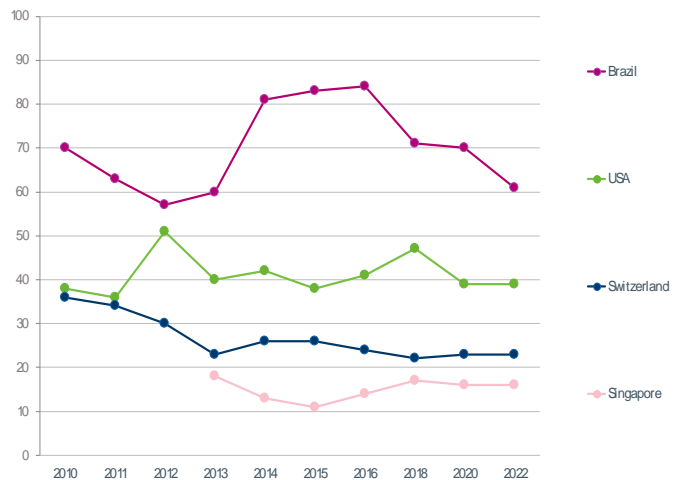
Brazil and the USA, the two countries in which their own democracies are assessed in comparatively rather critical terms, are also the countries where the proportion of young people who believe that politics and administration often fail is the highest.

However, in Brazil in particular, this proportion has been in clear decline over recent years, even if it still remains at a high level. In the USA, Switzerland and Singapore, the figures remain far more constant, especially over the past ten years.

## Trend comparison political failure

"Do you feel that the politics of the government and administration fail when it comes to important issues? Is this ..."

in % inhabitants of Switzerland/ USA/ Brazil/ Singapore between 16 and 25 years, share of responses "who feel that Government and administration often fail"



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Figure 36

Globally visible protest movements, such as those promoting gender equality (meToo, Women's Strike), environmental issues (Climate Strike) or in connection with racism and diversity (Black Lives Matter), have conveyed the reputation of a "repoliticised" generation on today's 16 to 25-year-olds. While these movements have made waves in the media and in political circles – and have certainly drawn large parts of this generation closer to politics – it is by no means the case that all representatives of Generation Z are constantly taking to the streets in protest.

Following an increase in the willingness to participate in political demonstrations from 2018 to 2020, this figure has settled at a higher level than in the years before 2018 (for the time being).

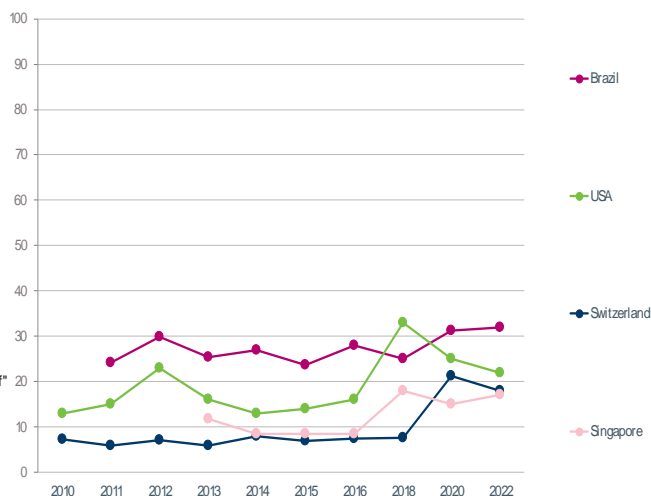
However, the fact that satisfaction with the work of the government and authorities in Brazil followed a rising trend once again does not appear to have translated into a deeper desire to demonstrate. This suggests that political demonstrations need not always be accompanied by fundamental protests against the government, but can also serve as mouthpieces for elevating the importance of their own generation's key concerns and values.

### Trend comparison participation in political demonstrations

"We have once again listed some very different activities/attitudes. State whether these are 'in' or 'out' in your personal circles and what your opinion of them is."

#### taking part in political demonstrations

in % inhabitants of Switzerland/ USA/ Brazil/ Singapore between 16 and 25 years, share of responses "in" & I do it/want to myself"



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Figure 37

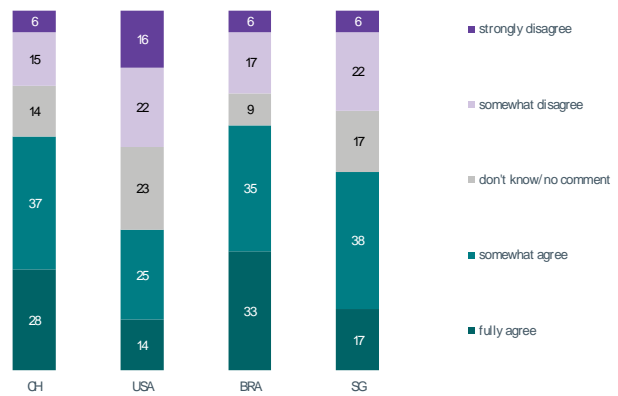
Democracy, co-determination and freedom are regarded as absolutely fundamental values of our society in the self-perception of the western world. However, the results of this year's Youth Barometer now indicate that this common reading and basis cannot simply be taken for granted.

Overall, the young people surveyed tend to think of democracy as the only correct form of government to ensure a good life. But this is by no means a universally held conviction. Even in Switzerland, approximately one in five people state that they don't categorically agree with this statement. The findings are particularly striking in the USA: There, the democracy advocate and critic camps are practically exactly equal in size, with a large proportion of undecideds.

## Comparison Democracy as the only right form of government

"Democracy is the only right form of government for a good life."

in % inhabitants of Switzerland/ USA/ Brazil/ Singapore between 16 and 25 years



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Figure 38

The critical starting point in the USA is also apparent in all other statements on the subject of democracy: For example, only 45 percent of young adults there think that democracy performed well during the years of the corona pandemic, for example, and only a minority agree with the statement that democracy gives everyone the opportunity to participate. Opinion rather tends towards the belief that, even in a democracy, only a select few are in charge and politicians are too preoccupied with themselves for democracy to be truly capable of delivering solutions.

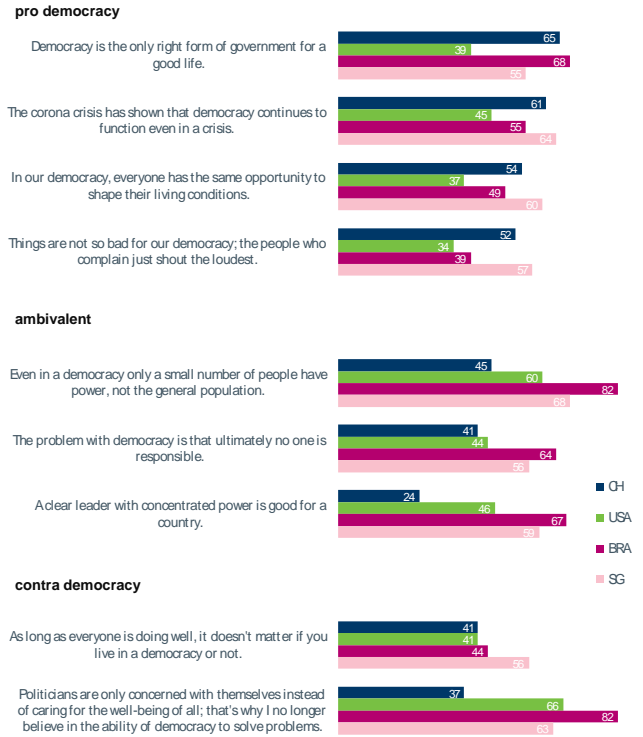
In Brazil, critical voices on the state of democracy can be heard – especially with regard to politicians' intentions and capabilities. In contrast to the USA, however, there is far greater faith in the power and potential of democracy.

Switzerland is not only the best performer in terms of measuring democracy on the basis of objective criteria (Economist Democracy Index), but is also better anchored in young adults' perception than is the case in the other countries. In Switzerland, a majority considers that democracy has performed well during the corona crisis. They identify opportunities to help influence life, they assess the situation less drastically than public debate would sometimes suggest, and are also less harsh on their politicians. The fact that Switzerland, with its system of consensus structured by proportional representation, produces far fewer strong political leaders than is the case, for example, in Brazil and the USA (both presidential systems), is also apparent in the surveys. There is a far higher level of distrust in such leaders here than in the other three countries surveyed.

## Comparison statements about democracy

"Do you agree with the following statements about democracy?"

in % inhabitants of Switzerland/ USA/ Brazil/ Singapore between 16 and 25 years, share of responses "completely/ tend to agree "



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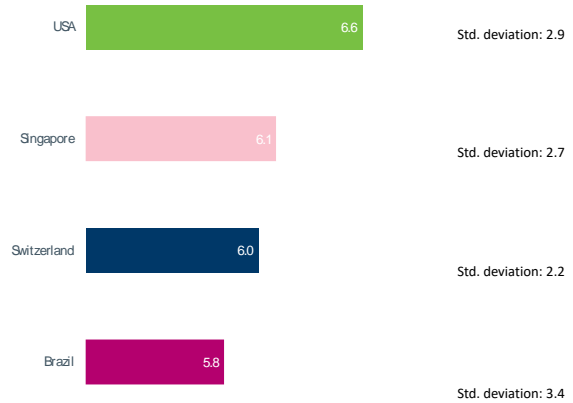
Figure 39

The results from the USA are all the more surprising, because this is also the country in which young people emphasise more clearly that freedom is important to them than in any other of the three countries surveyed. If they had to choose between freedom and prosperity, they would favour freedom with a particularly clear majority. This is also true in Singapore, Switzerland and Brazil, but less decisively so than in the USA, where words such as "freedom" and "liberty" are deeply rooted in national identity.

## Prosperity vs. freedom

"What is more important to you personally, prosperity or freedom? 0 means that only prosperity is important to you; 10 that only freedom is important to you."

in average inhabitants of Switzerland/ USA/ Brazil/ Singapore between 16 and 25 years



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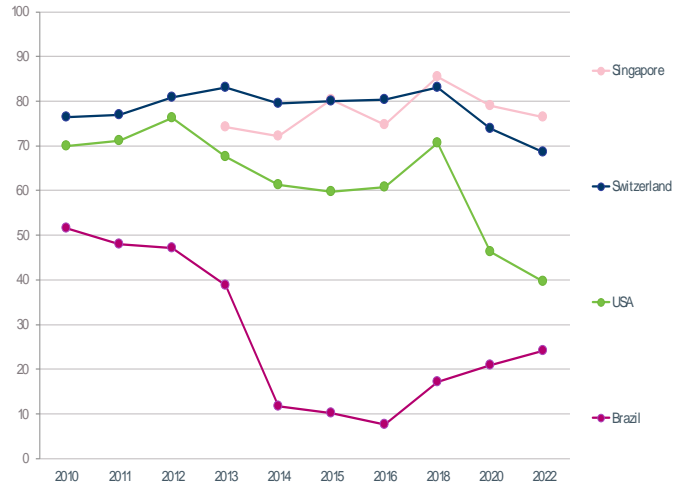
Figure 40

In Switzerland and Singapore, identification with one's own country is clearly evident. A majority state that they are proud of their own country in both cases. On the other hand, this is not the case in Brazil or the USA – albeit with different signs being apparent in each country. In the USA, rapidly declining pride in one's own country has been evident since 2010 (with a brief exception in 2018). 2022 moreover marks a new low point in this context. In Brazil, on the other hand, pride in one's own country has been rising again since 2016 – albeit at a very low level.

## Pride in your own country

"How proud of Switzerland/ America/ Brazil/ Singapore are you?"

in average inhabitants of Switzerland/ USA/ Brazil/ Singapore between 16 and 25 years, share of responses «very/ fairly proud»



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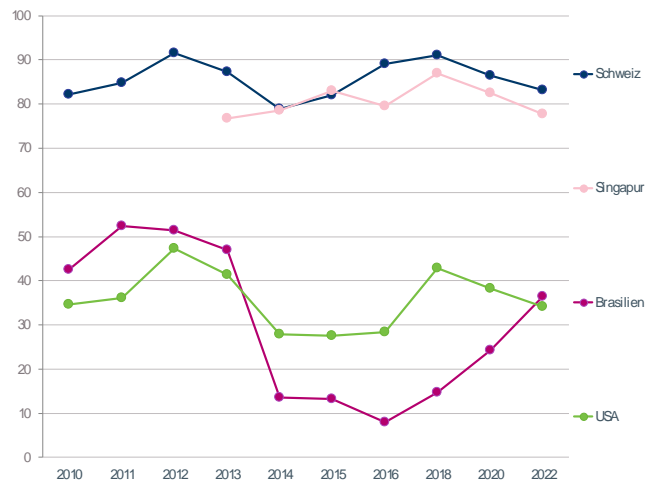
Figure 41

The following graph suggests that a correlation exists between one's own assessment of a country (pride in one's own country) and the presumed assessment of one's own country by foreigners (reputation abroad). In Switzerland and Singapore, where majorities state that they are proud of their country, a majority also assumes that the reputation of their own country abroad is more likely to remain intact. On the other hand, the assessment is far more critical in the USA and Brazil. In Brazil, however, a significant improvement has been apparent in recent years.

## Reputation of own country abroad

"In your opinion, how is Switzerland/ America/ Brazil/ Singapore perceived abroad or what is its image abroad? Is it very positive, fairly positive, fairly negative or very negative?"

in average inhabitants of Switzerland/ USA/ Brazil/ Singapore between 16 and 25 years, share of responses «very/ fairly positive»



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Figure 42

# 2.5 Economy

## 2.5.1

### The world of work and meritocracy

Career failures are part of life in the view of a clear majority of young people in all four countries surveyed, and – in the opinion of the surveyed – there are other ways of making plenty of money aside from one’s regular job. While majorities in all countries tend to think that digitalisation is changing the world of work for the better, this opinion is particularly strong in Singapore and Brazil. There, people are also clearly more convinced that having an active digital profile and engaging in (digital) networking is beneficial to their own job opportunities. Interestingly, Brazil is also the country in which young people are most likely to state that they are overwhelmed by rapid changes in the world of work. Since digitalisation is a key driver of (rapid) change, it could be assumed that this is to some extent the downside of Brazilians’ strong focus on the labour market’s digital aspects.

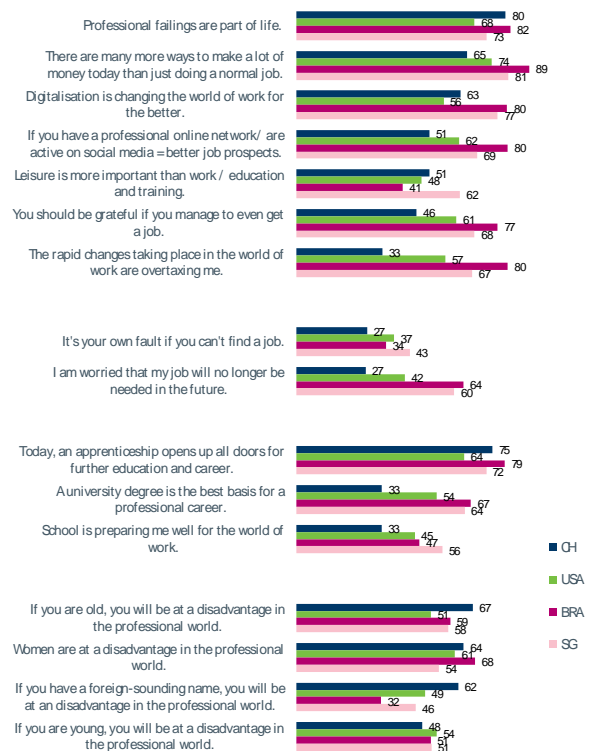
Although Generation Z is said to have a stronger work ethic than its predecessor generation, Generation Y, about half of the respondents in all countries state that leisure time is more important to them than time spent working or in education.

Young people in Switzerland are obviously a lot more confident about the future of their jobs than their peers in Singapore, the USA and Brazil: Only very few (33 %) anticipate that their labour will no longer be needed one day. Conversely, more people than anywhere else think that their are at fault themselves if they are unable to find a job. The fact that the dual education system is so strongly anchored in Switzerland is also evident. The proportion of people here who believe that university is the best foundation for launching a career is significantly lower than elsewhere. On the other hand, relatively few respondents in Switzerland state that school is a good preparation for the world of work.

#### Comparison statements on profession and education

"To what extent do you agree with the following statements about work, education and training?"

in % inhabitants of Switzerland/ USA/ Brazil/ Singapore between 16 and 25 years, share of responses "completely/ tend to agree"



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Figure 43

Even among representatives of Generation Z, the most important quality they seek in an employer remains a good boss. This is the case in Switzerland (see figure below), but also in all other countries surveyed. Generosity and tolerance, together with a good salary, also remain key requirements. However, the importance attached to all three of these aspects has declined somewhat compared to when the survey was launched in 2010.

Once companies like Google had over many years set the standard, with its playful interpretation of workplace design, the need for modern and creative employers has entered a declining trend again recently. Opportunities for further training and foreign placements are also no longer as strongly desired as they were five years ago or more, and the fact that a company has a good reputation in the market also plays a lesser role. On the other hand, it is more important that women are able to embark on a good career path and that the possibility of working from home is given. However, these two desired characteristics of an employer fall somewhat behind the top priorities.

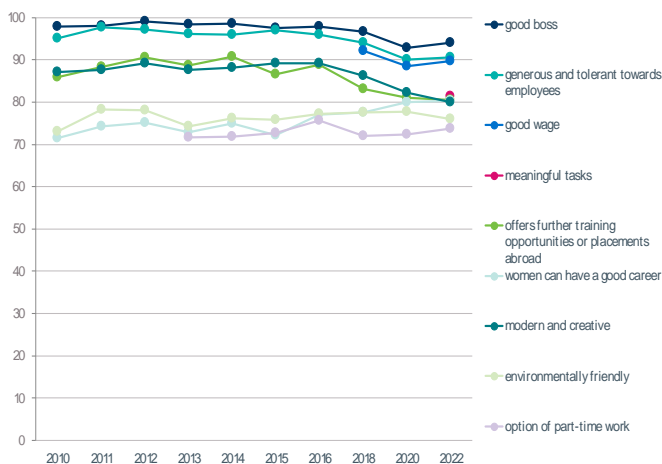
A similar development to the situation in Switzerland is also evident in the other three countries surveyed. In the USA, Brazil and Singapore, it is also noticeable that employers operating in the non-profit sector are becoming more attractive. This is not the case in Switzerland; in fact the opposite is more likely true.

### Desired factors in an employer (1/2)

#### Switzerland

"How important are the following factors in an employer?"

in % inhabitants of Switzerland between 16 and 25 years, share of responses "very/fairly important"



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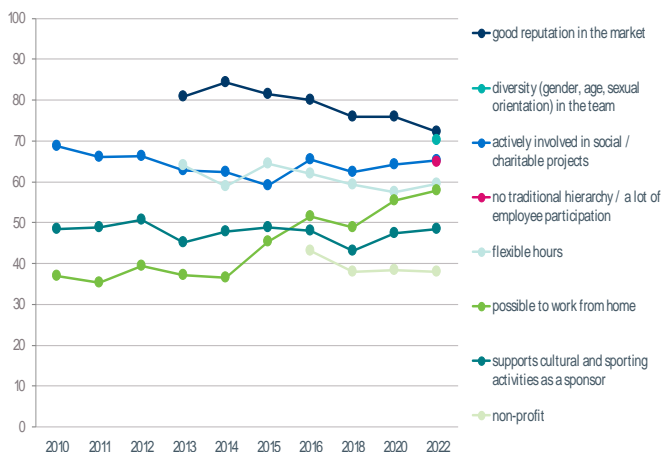
Figure 44

### Desired factors in an employer (2/2)

#### Switzerland

"How important are the following factors in an employer?"

in % inhabitants of Switzerland between 16 and 25 years, share of responses "very/fairly important"



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Figure 45

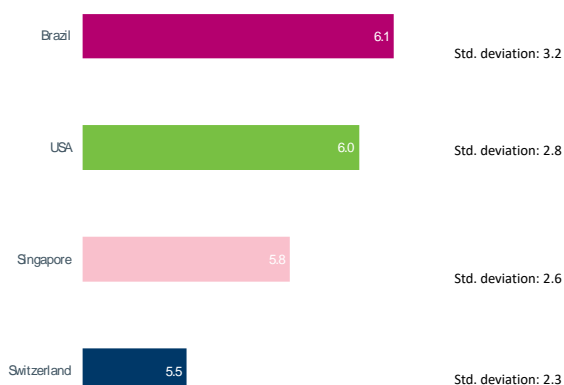


When asked whether social or financial recognition is more important to young people, the verdict is similar in all countries. Although the focus is nowhere solely on good pay, it still tends to be more important than praise, appreciation and gratitude.

## Social recognition vs. financial recognition

"What's more important to you personally when it comes to your job: social recognition in the form of praise, appreciation or gratitude, or financial recognition in the form of high earnings. 0 means that only social recognition is important to you; 10 that only earnings are important to you."

in average inhabitants of Switzerland/ USA/ Brazil/ Singapore between 16 and 25 years



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Figure 46

The idea that those who work hard reap rewards is deeply anchored in the self-perception of many democracies. In the USA, the myth behind an entire nation is built around the so-called "American Dream", the meritocratic principle of a performance-oriented society. The flip side of this coin is that according to this concept, people on the fringes of society and those who have difficulty progressing in life generally have themselves to blame. This is why the pure doctrine behind meritocracy is also facing increasing pressure, and the call for rethinking the criteria used for measuring performance is becoming louder.

The current Credit Suisse Youth Barometer indicates that a majority of respondents in all countries firmly believe that those who make the most effort can (and should) achieve a great deal. In addition a majority believes that each individual carries sole responsibility for their own success. However, there also appears to be a certain awareness that performance alone is not sufficient as an equitable driver of success. Equally large majorities are of the opinion that it is the job of politicians to ensure equal opportunities for all.

The criticism of the pure doctrine of meritocracy is that people who are born into families with high socio-economic status are also given other opportunities and support along the way. According to a majority of respondents in all countries, this is perceived as unfair. People are more likely to think that everyone must achieve their own success through work. However, agreement with this statement is slightly higher among people who themselves come from families of a somewhat lower socio-economic status (measured by the parents' level of education). In other words, people who were themselves born into privilege are somewhat more reserved in their call for absolute meritocracy.

A meritocracy also creates expectations. Clear majorities among young people in the USA, Singapore and Brazil state that they sometimes feel they are being strongly pressurized to succeed in future by those in their close environment. This is much less so in Switzerland.

## Comparison statements on success and performance

"You will now see a few statements about success and achievement. Please indicate in each case whether you fully agree, somewhat agree, somewhat disagree or strongly disagree."

in % inhabitants of Switzerland/ USA/ Brazil/ Singapore between 16 and 25 years, share of responses "fully/ somewhat agree"

© gfs.bern, youth barometer, June/ July 2022 (N = 1006)

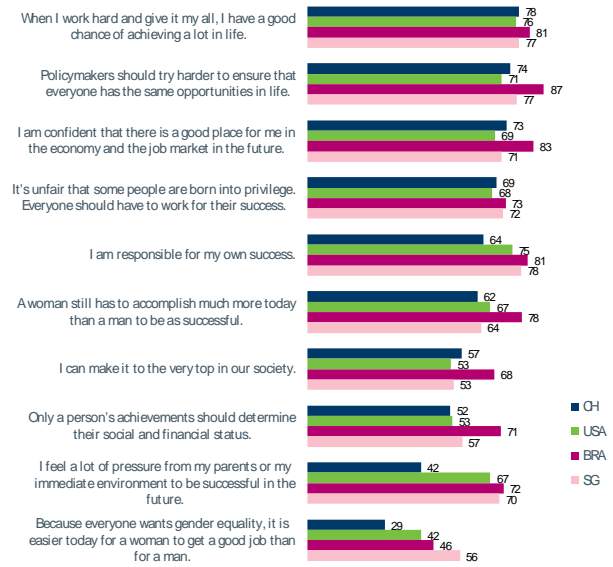


Figure 47

## 2.5.2

## Financial security

High inflation and the economic situation are major concerns among young people in many countries this year. In Switzerland, the percentage of respondents who say they are coping well on their disposable income has remained relatively constant at around 70 percent for years. In the USA, on the other hand, the figures have since dropped significantly following a statistical outlier in 2018. Here, less than half state that their disposable income is enough to live comfortably. The situation is the same in Brazil, where many people's financial situation has deteriorated drastically compared to ten years ago. In Singapore, on the other hand, a slight improvement is apparent.

## Managing the household with money

"And how does your household manage overall with the money that it has available?"

in average inhabitants of Switzerland/ USA/ Brazil/ Singapore between 16 and 25 years, share of responses "very/ rather well"

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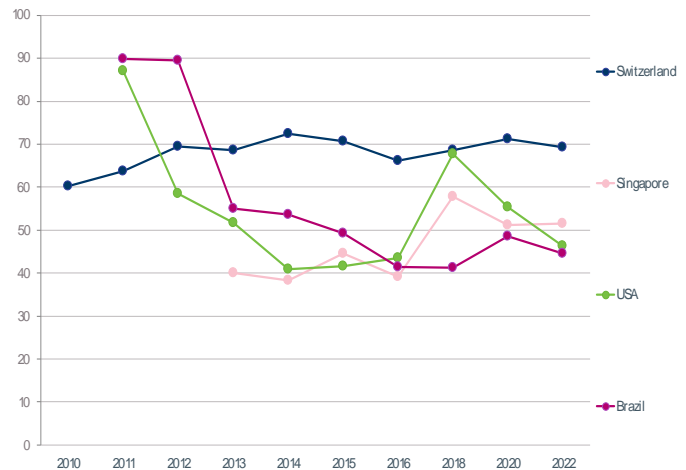


Figure 48

The fact that many are having to tighten their belts financially is also reflected in how the respondents allocate their money. If gifted 10,000 francs, the largest single amount (just over 2,000 francs) would land in a savings account. However, this proportion is significantly lower compared to 2018, while more people are quite explicitly putting money aside for difficult times. The lower popularity of savings is most likely also a result of the harsh interest rate environment. A significantly greater amount of money has been invested in shares and funds,

in sustainable investments and also cryptocurrencies (at a low level) in recent years than previously.

Major investments, such as buying a house or a car, are of lower priority. The same applies to investments in the nicer things in life, such as clothes, shoes, gifts, cosmetics, spa visits and sports equipment.

Consistent with the trend that connecting and identifying with one's own family has come under pressure in recent years, young adults in Switzerland are also less likely to invest money in their own families today than in the past.

Similar changes to those taking place in Switzerland can also be broadly observed in Brazil, Singapore and the USA.

## Trend comparison of money

### Switzerland

"Suppose you were given a gift of 10'000.- CHF, what would you do with the money?"

in average inhabitants of Switzerland between 16 and 25 years

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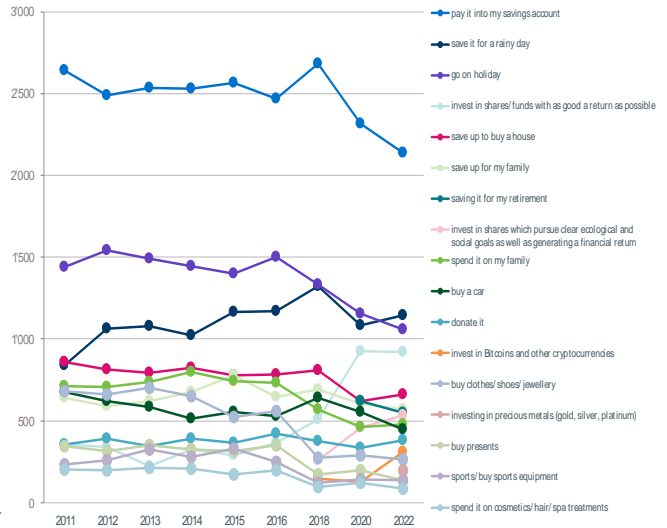


Figure 49

# 2.6 Trends and use of media

## 2.6.1

### Switzerland

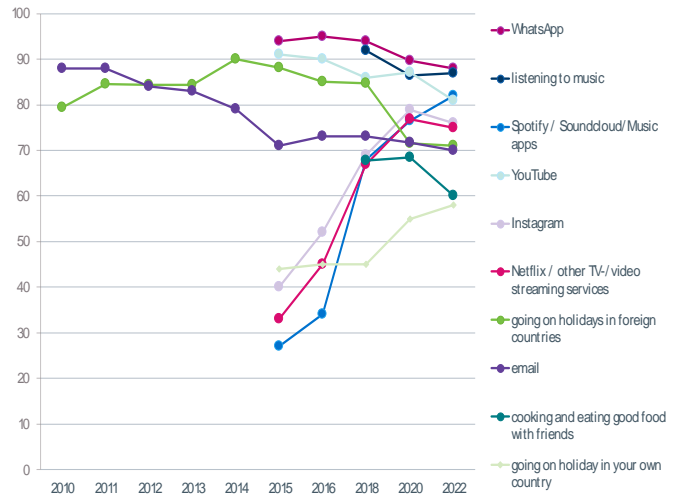
The major trends of the last decade were initially characterised by the rapid spread of smartphones followed by the constant availability of the internet. Digital development has therefore defined the guiding principles, in the true sense of the word, for the DNA of generations Y and Z. Around 15 years ago it was the emergence of social media (Facebook) and widely available digital communication (emails, WhatsApp). These days it's the shift from linear information and content (TV news, music on the radio) to "on demand" content (Spotify, Netflix, YouTube) and the popularity of social media, which increasingly depends upon images and video (Instagram, Snapchat, TikTok) instead of text (Facebook). Alongside the digitally driven trends, holidaying abroad remains among the top things young people in Switzerland take pleasure in. Here, however, a shift has taken place in favour of domestic holidays since the beginning of the pandemic, and this is continuing even beyond the end of the coronavirus crisis.

### Top 10 trends

#### Switzerland

"We have put together a list of very different things in life. Please judge whether these things are 'in' or 'out' in your personal circles and also what your own opinion of them is."

in % inhabitants of Switzerland between 16 and 25 years, share of responses "in" & I use them myself"



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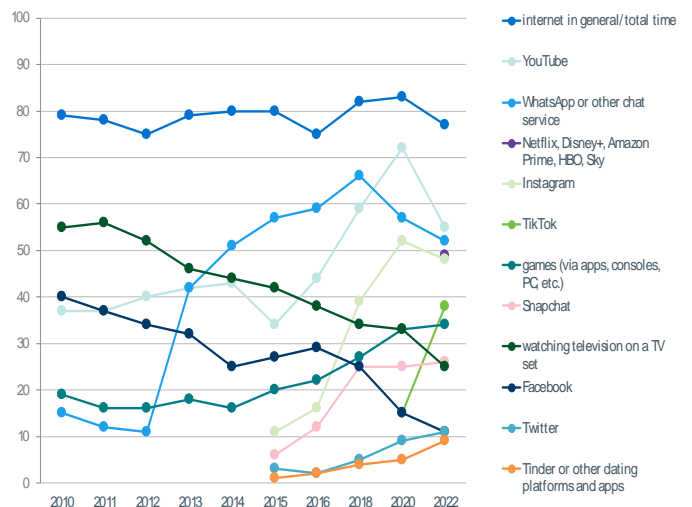
Figure 50

### Trend media use

#### Switzerland

"On an average day, how long do you use the following media for personal use? Please only list the approximate times in minutes per day for which you are active – (reading, viewing or writing entries yourself)."

in % inhabitants of Switzerland between 16 and 25 years, at least 1-2 hours



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Figure 51

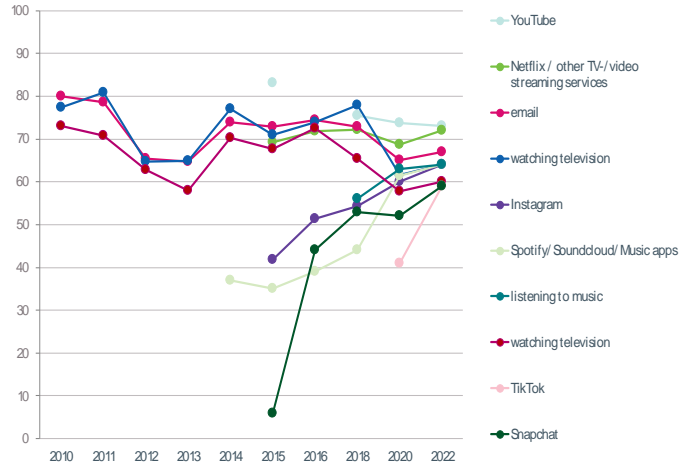
Trends in the USA are also strongly characterised by the emergence of new apps and digital tools. In contrast to Switzerland, however, television continues to play an important role here. Things beyond the electronic entertainment industry (holidays at home or abroad, eating out with friends), however, are not among the top trends here, unlike in Switzerland.

**Top 10 trends**

**USA**

"We have put together a list of very different things in life. Please judge whether these things are 'in' or 'out' in your personal circles and also what your own opinion of them is."

in % inhabitants of the USA between 16 and 25 years, share of responses "in" & I use them myself"



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Figure 52

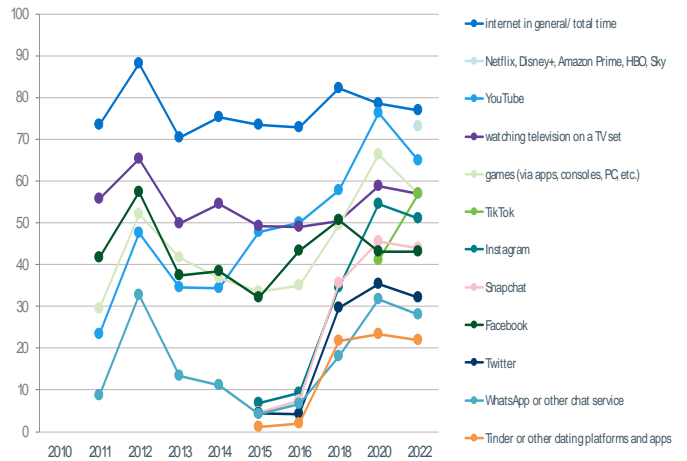
Compared to when the survey was last conducted, the number of minutes/hours per day that young people in the USA spend using certain media has stabilised to some extent. Obvious exceptions are YouTube (decrease) and TikTok (increase). Following a period of rapid development between 2016 and 2020, media use now seems to have levelled off (for the time being).

**Trend media use**

**USA**

"On an average day, how long do you use the following media for personal use? Please only list the approximate times in minutes per day for which you are active – (reading, viewing or writing entries yourself)..."

in % inhabitants of the USA between 16 and 25 years, at least 1-2 hours



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Figure 53

While the rapid increase in the use of digital communication tools and entertainment services in the USA commenced in 2016, the same can be observed in Brazil from 2016 onwards. Services such as WhatsApp, YouTube and Instagram are now also among the biggest trends there.

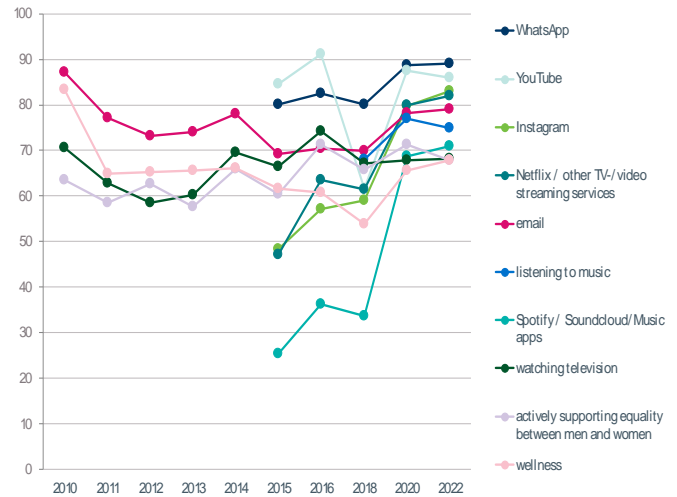
Something unique to young people in Brazil, and not observable in the same manner in any of the other three countries surveyed, is that a commitment to equality and wellness is also among the top 10 trends.

### Top 10 trends

#### Brazil

"We have put together a list of very different things in life. Please judge whether these things are 'in' or 'out' in your personal circles and also what your own opinion of them is."

in % inhabitants of the USA between 16 and 25 years, share of responses "in" & I use them myself"



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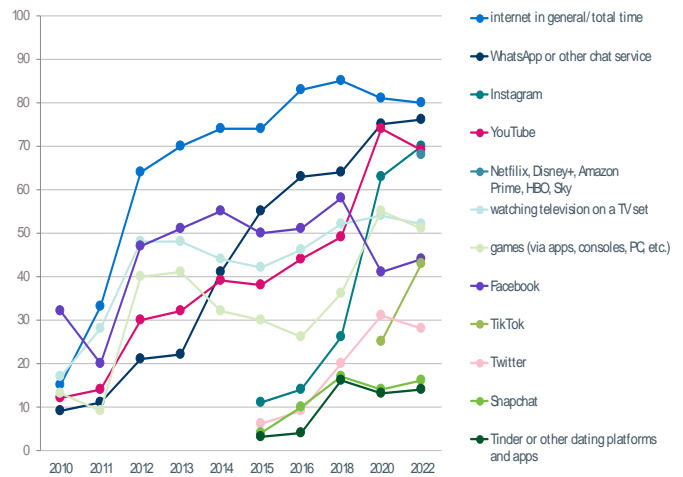
Figure 54

### Trend media use

#### Brazil

"On an average day, how long do you use the following media for personal use? Please only list the approximate times in minutes per day for which you are active – (reading, viewing or writing entries yourself)."

in % inhabitants of the USA between 16 and 25 years, at least 1-2 hours



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Figure 55

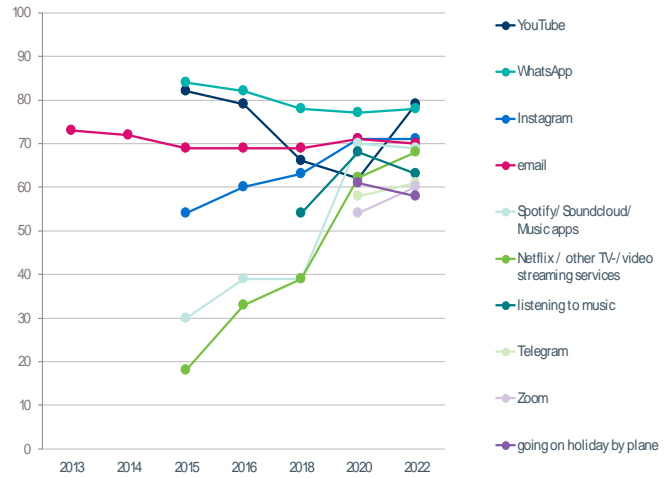
Aside from the customary global communication trends, Singapore is the only country in which Telegram and Zoom are among the top 10 trends.

**Top 10 trends**

**Singapore**

"We have put together a list of very different things in life. Please judge whether these things are 'in' or 'out' in your personal circles and also what your own opinion of them is."

in % inhabitants of the USA between 16 and 25 years, share of responses "in" & I use them myself"



© gfs.bern, youth barometer, June/ July 2022 (N = approx. 1000 per year)

Figure 56

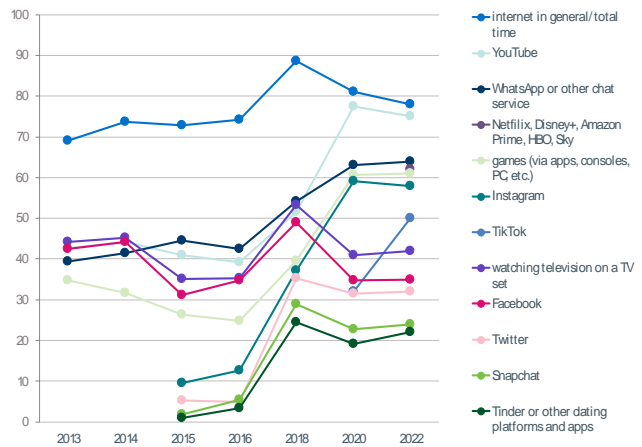
The majority of young people in Singapore (some 80 %) spend at least one to two hours a day on the internet as well as on You Tube. While classic television (on a single device) and Facebook have steadily decreased in importance in recent years, particularly in Switzerland, the figures for Singapore have remained fairly constant on average since 2013.

**Trend media use**

**Singapore**

"On an average day, how long do you use the following media for personal use? Please only list the approximate times in minutes per day for which you are active – (reading, viewing or writing entries yourself)."

in % inhabitants of the USA between 16 and 25 years, at least 1-2 hours



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Figure 57

# 3 Synthesis

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We summarize the findings on the 2022 youth barometer in the form of the following hypotheses:

## **(Geo-) political disintegration**

After the years of the Corona pandemic, the next big crisis follows with the Russian invasion of Ukraine - after the diffuse threat of an invisible virus, now comes the very tangible threat in the form of tanks and bombs. Moreover, previously valid geopolitical facts seem to be shaken. To put it somewhat bluntly: the battle for global supremacy has been relaunched. These questions preoccupy young people in Switzerland, the USA, Brazil and Singapore. On the one hand, it becomes apparent that the individual concern about the events in Ukraine is not that great. On the other hand, there are indications that the anchoring of and reference to democracy in these countries is anything but a given. Democracy, according to the opinion of the interviewees in all countries, is in a global crisis.

## **Security in place of self-fulfilment is the first priority**

Environmental protection, equality and diversity remain issues that are important to Generation Z – albeit the upward trend regarding these topics seems to have stopped for the time being. These post-material values are increasingly joined by a need for material security. The past few years are likely to have decisively driven this development. Young people today are concerned about economic development, energy supply and inflation. The optimism with which young people but a few years ago looked ahead to the future has decreased noticeably in all countries in recent years.

## **Anchors of identity**

The close social environment – one's own family, friends or even a partnership – remains a central anchor of identity for young people in all four countries surveyed. However, disintegration is also happening there. The sense of belonging in these areas has been declining noticeably for a number of years. Instead, more abstract and distant concepts such as belonging to the society of a continent or a country are taking on greater importance. However, the question of where this replacement of the direct social environment will come from, remains an open one. On the one hand, Generation Z is more globalised via social media than any other generation before it. On the other hand, they are also in many respects turning away from their parents' generation in terms of their world views and issues (keyword "woke"). Affiliation to social movements, such as Climate Strike in particular, has remained constant in recent years, indicating that this issue is not just a fad, but a long-term politicisation moment of this generation.

## **The future of the world of work**

It has been the well known tech firms with their playful interpretation of workplace design that set the standard for years. Now, however, the need for companies to be modern and creative employers seems to decline in the eyes of future employers. Having good boss remains the decisive criterion for one's job satisfaction today. This shows that the personal touch remains important, yet the desire to work from a home office is one of the clearest international trends of recent years. Therefore – at least with reference to the physical workplace – a certain disintegration is also taking place at work. An exciting job is desired by those who can afford it; however, finding a good work-life balance is equally desirable for everyone. While in the eyes of many, digitalisation is changing the world of work for the better, the rapid developments can sometimes be overwhelming.



# 4 Appendix

## 4.1 gfs.bern team

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