

WhatsApp and news apps on the ascendant among digitally-aware youth



Credit Suisse Youth Barometer Switzerland

Reduced concerns about employment,
increasing concern about relationship with
EU and between the generations

Fifth Credit Suisse Youth Barometer
on behalf of the Credit Suisse Bulletin 2014

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1 Summary of key points

Objective and methods

The Credit Suisse Youth Barometer aims to give an insight into the lifestyle and views of 16 to 25 year-old residents of Switzerland. For the first time in 2014, the survey included question on digital identity and the relationship between Switzerland and the EU. Because of the high online affinity of the young people, the survey was carried out online, the participants being recruited in different ways. The online questionnaires themselves were carried out between April and June 2014. The basic data consists of survey responses from 1003 Swiss residents aged between 16 and 25 from all three linguistic regions. The evaluations are based on a weighted data set which optimizes the sample structure in terms of gender, education and language region.

Relationship between Switzerland and the EU

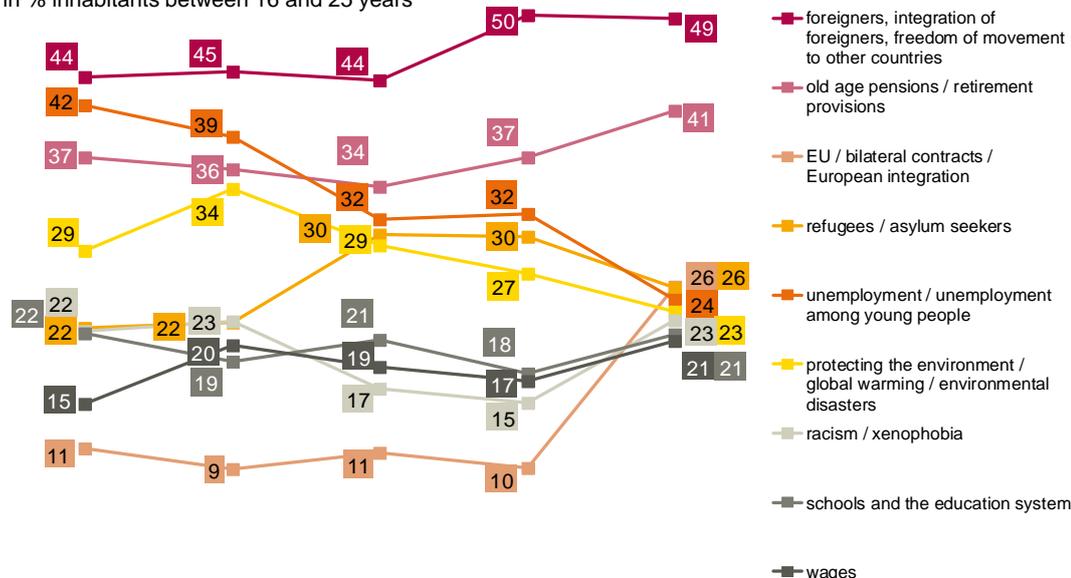
Compared to the previous year, awareness of the problems relating to the EU, the bilateral agreements and European integration issues have increased massively. This is probably linked to the widespread discussion on the effects of the referendum on mass immigration. For the first time, there are now a not insignificant number of young people demanding a solution to this problem as a priority in Switzerland.

Fig. 1

Trend Five Most Important Problems (1/4)

"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 between 16 and 25 years



Aug.-Oct. 2010 May 2011 March/April 2012 April/May 2013 April-June 2014

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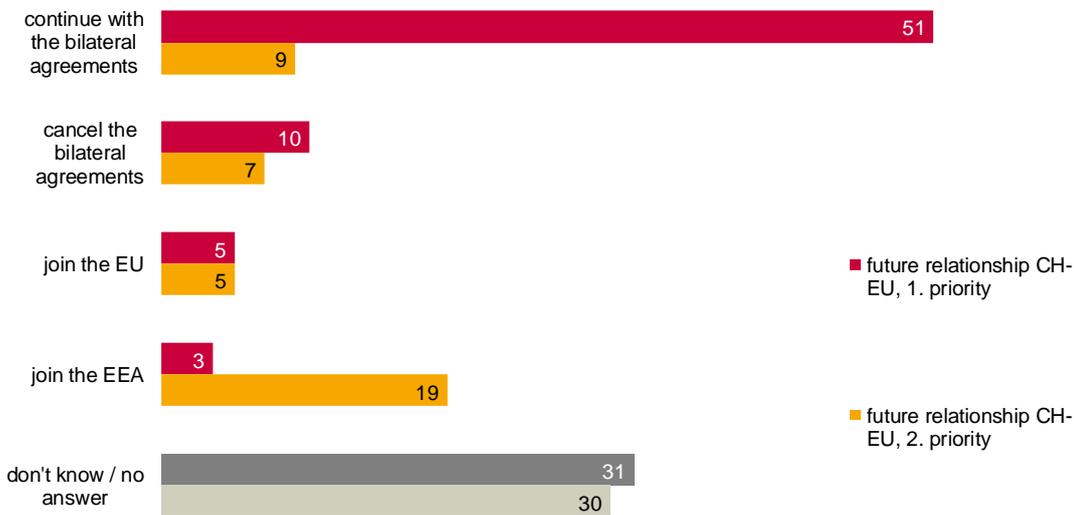
Despite differing perceptions of the problem, there is little difference in terms of the feeling of belonging to the European community. One third of young people in Switzerland still feel they belong to at least a certain extent. 60 percent are clearly in favour of the continuation of the bilateral agreements. However, 17 percent would terminate the agreements.

Fig. 2

Future Relationship Switzerland and EU

"What should the future relationship between Switzerland and the EU look like in your opinion? Should Switzerland cancel the bilateral agreements, should it continue with them, should it join the EEA or should it become an EU member. What is your first priority?"

in % inhabitants between 16 and 25 years



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Digital identity

The digital identity of young Swiss people was investigated as a special topic in 2014. It becomes clear that the internet plays an extremely important role in the life of these young people. 21 percent indicate that they feel at least some sense of belonging to an online community. Compared to other communities, however, this plays a less important role. But the internet is ever-present and young people are very much aware what dangers are lurking in the digital world. This explains why the statements on protecting digital identity all meet with high levels of approval.

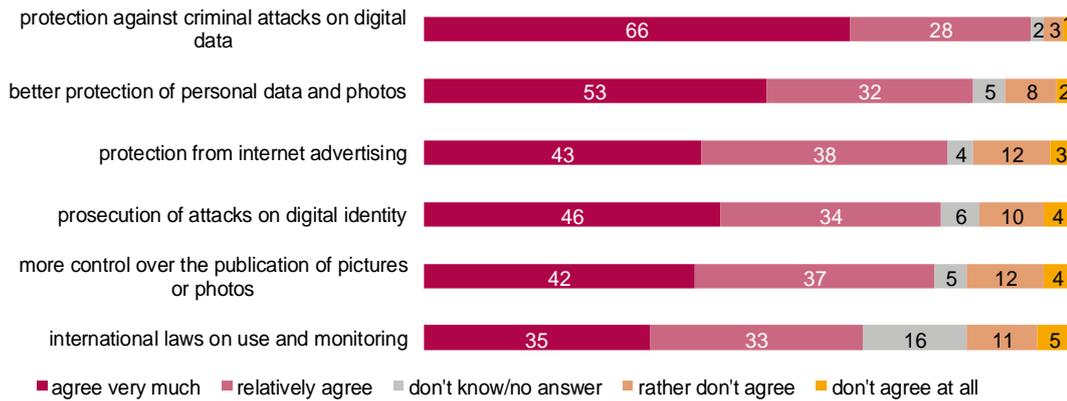
Fig. 3

Demands of Politics in Conjunction with the Internet (1/2)

"The following are various possible demands of politics in conjunction with the internet. For each demand, please tell us whether you agree very much or are relatively or completely not in agreement. "

- protection against criminal attacks on digital data** "I want to be protected against criminal attacks on my digital data."
- better protection of personal data and photos** "My personal data and photos should be better protected on the internet."
- protection from internet advertising** "I want to be protected from internet advertising."
- prosecution of attacks on digital identity** "Attacks on my digital identity should be punishable by law in the same way as the theft of my identity card."
- more control over the publication of pictures or photos** "I would like more control over the publication of pictures or photos I am on but which I did not upload."
- international laws on use and monitoring** "The NSA scandal shows that there is a need for international laws on the use and monitoring of the internet."

in % inhabitants between 16 and 25 years



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The benefits of using the internet only come in second place. Only a majority would prefer to see the internet as a lawless space. It is also a minority who would no longer use certain services and providers as a result of the events relating to the NSA scandal and the resulting increased awareness of the dangers lurking on the web.

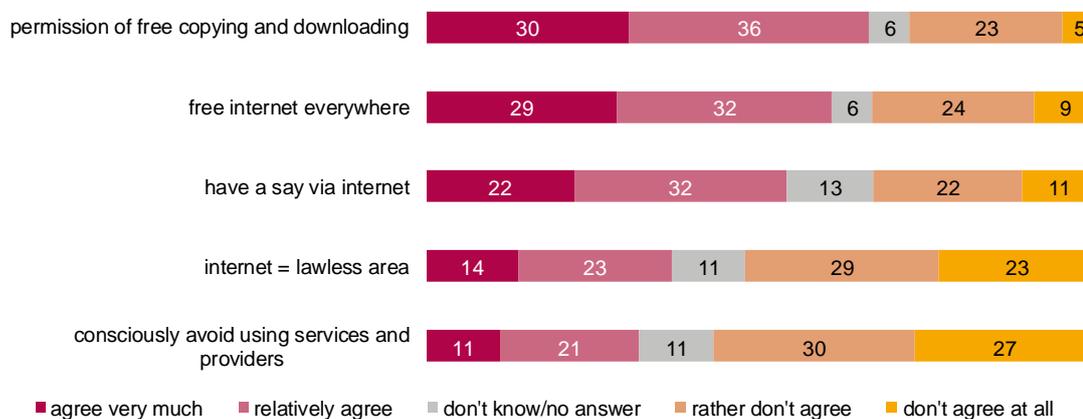
Fig. 4

Demands of Politics in Conjunction with the Internet (2/2)

"The following are various possible demands of politics in conjunction with the internet. For each demand, please tell us whether you agree very much or are relatively or completely not in agreement. "

- permission of free copying and downloading** "Free copying and downloading of music and films from the internet should be essentially permitted"
- free internet everywhere** "The government should make the internet available free everywhere."
- have a say via internet** "I would like to have a say via the internet on, for example, political decisions being made near where I live."
- internet = lawless area** "The internet should be free from government regulation, it should be a lawless area."
- consciously avoid using services and providers** "Since I found out that some internet providers and apps are working directly in conjunction with the US authorities, I have consciously avoided using specific services and providers."

in % inhabitants between 16 and 25 years



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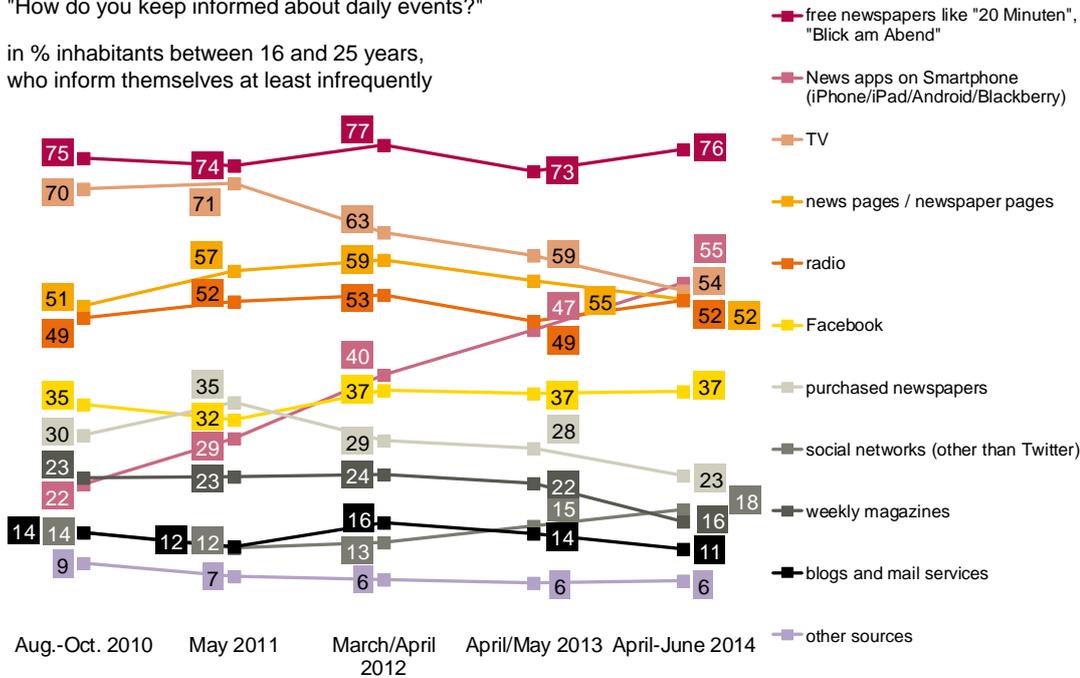
Communication and media use

Smartphones and the related WhatsApp and news apps are once again in the ascendant. In terms of how they find out about everyday events, a 55 percent majority of young people already use news apps.

Fig. 5

Trend Filter Tool for Information about Daily Events Switzerland

"How do you keep informed about daily events?"
in % inhabitants between 16 and 25 years,
who inform themselves at least infrequently



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80 percent of young people currently use WhatsApp to communicate with their friends. Texting is still on the decline and is only quoted by 28 percent as the most important or second most important means of contact.

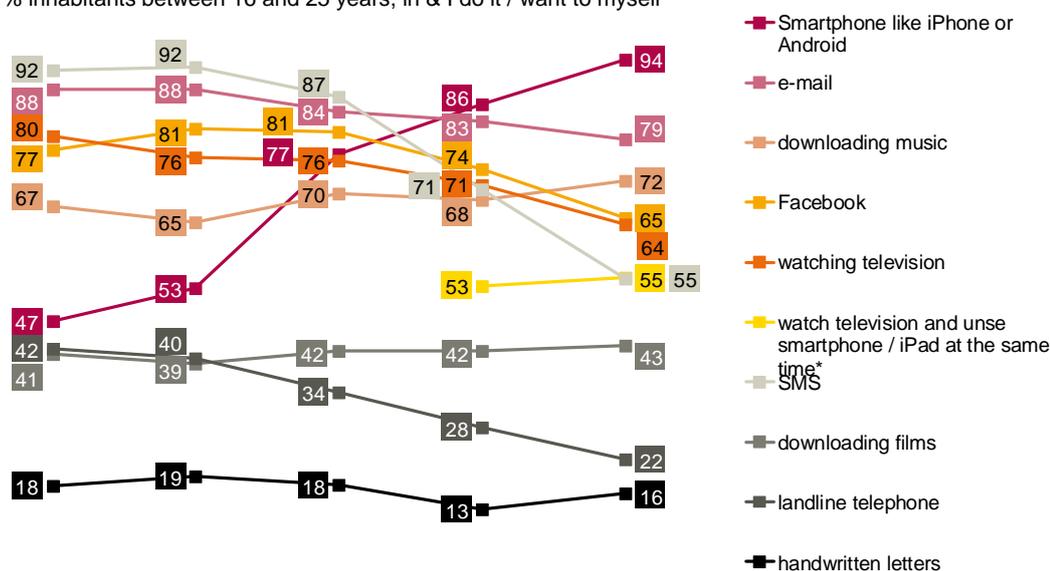
Facebook is stagnating and is considered less in than just a year ago. Daily usage has also declined constantly over the last few years. Smartphones are currently used by 94 percent of young people. They have become massively more widespread over the years.

Fig. 6

Trends All Areas of Life: Communication 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 between 16 and 25 years, in & I do it / want to myself



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*polled since 2013

Future – profession – education

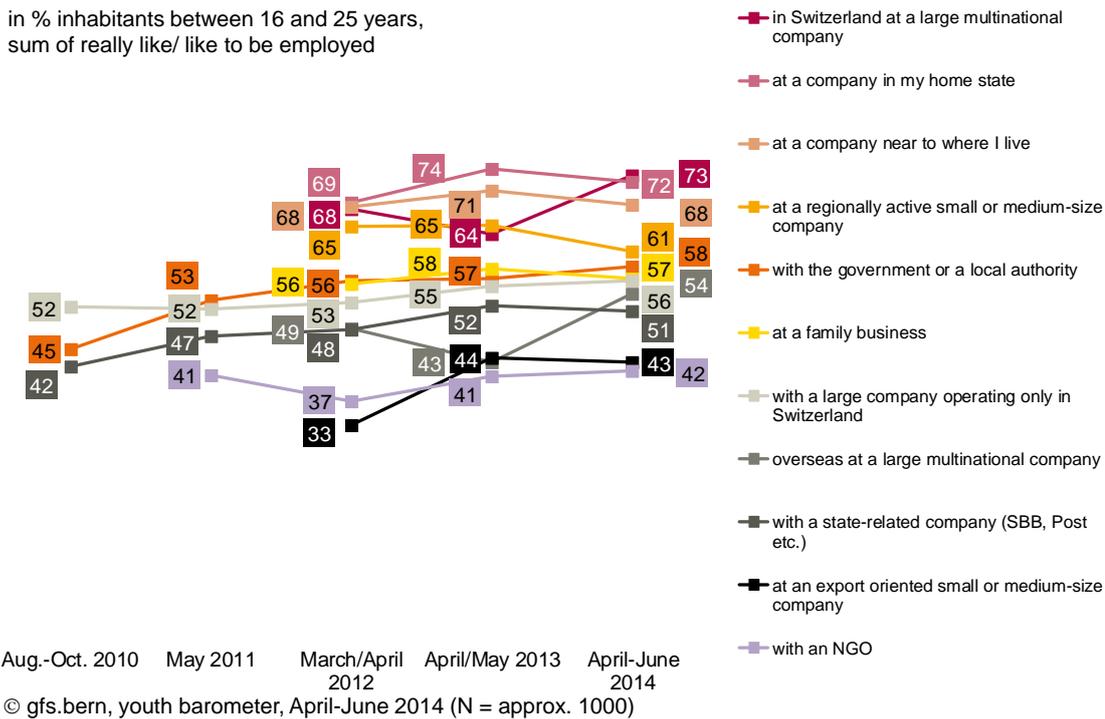
Once again, Swiss young people are placing a little more emphasis on their careers. But it is still important to have a good work/life balance and an exciting job which helps individual self-development. The job has to be fun, or a change of career should be on the cards. For the first time, a 47 percent minority is of the view that having a job at all is something to be happy about.

The most striking differences to the previous year can be seen in what young people want in terms of employment. In particular, the desire for a position at a large multinational company abroad has increased to 54 percent, but the desire to work for a large Swiss company which is active on an international basis is even more widespread (73 %).

Fig. 7

Trend Request Where to Be Employed Switzerland

"Tell me where you would like to be employed."
 in % inhabitants between 16 and 25 years,
 sum of really like/ like to be employed



What is striking is that despite decreasing levels of agreement with the status that having a job at all is something to be happy about, agreement with the statement that young people are disadvantaged in the workplace is on the increase. Overall, concerns about unemployment have diminished and the long-term trend clearly suggests that poor marks at school are associated less and less with poor career prospects.

The question as to whether digital networking and being active on social media can lead to better job prospects was asked for the first time this year. 37 percent of young people in Switzerland would agree.

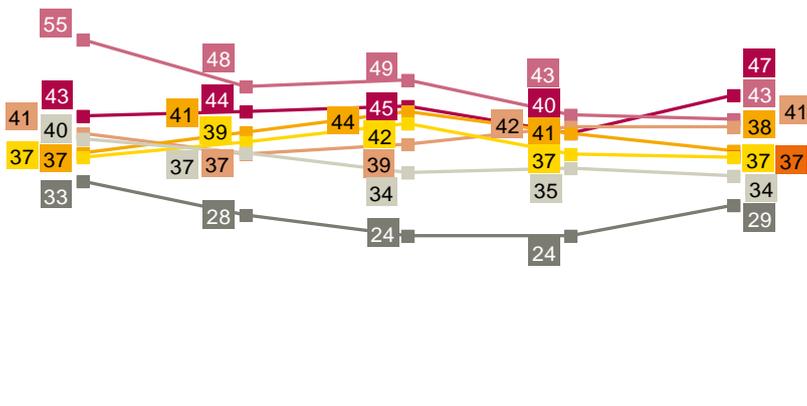
Fig. 8

Trend statements about work, education and training Switzerland (2/2)

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

in % inhabitants between 16 and 25 years, completely agree/ tend to agree

- disadvantage, if you are young
- poor grades in school = poor work prospects
- leisure is more important
- no job = your own fault
- professional online network = better job prospects
- basic school education is preparing well for profession
- university degree is the best basis for a career
- earn as much money as possible



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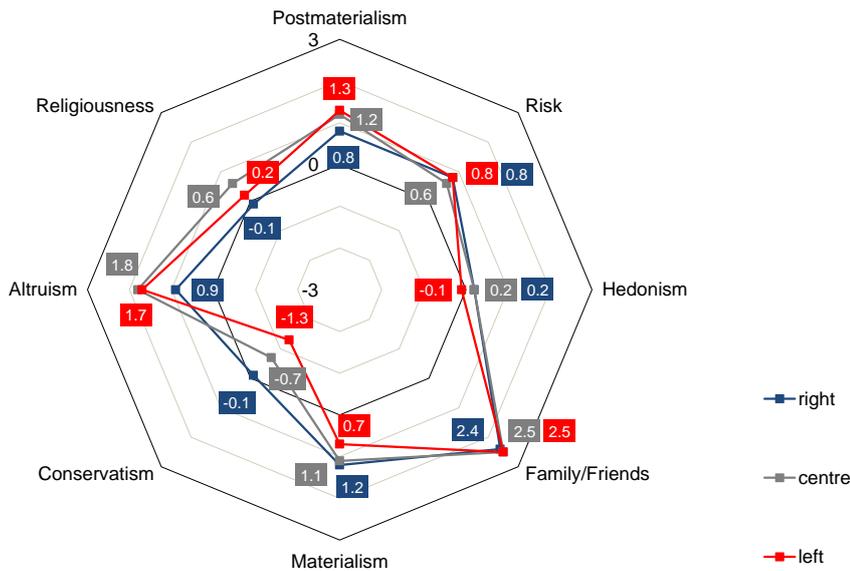
Profiles and values

Young people in Switzerland value family and friends and have altruistic leanings. Here, and for other views, it is primarily a question of political leanings. Young people who describe themselves as left-wing are more altruistic, more religious and more post-materialistic while those who would consider themselves as right wing are more materialistic and somewhat conservative. Although it should be noted that they barely exhibit conservative views, Swiss young people describe themselves as modern and global thinkers who are also considerate.

Fig. 9

Values Switzerland 2014 According to Classification Left-Right

Aggregation of different questions concerning values, to indices with -3 as minimum and +3 as maximum.



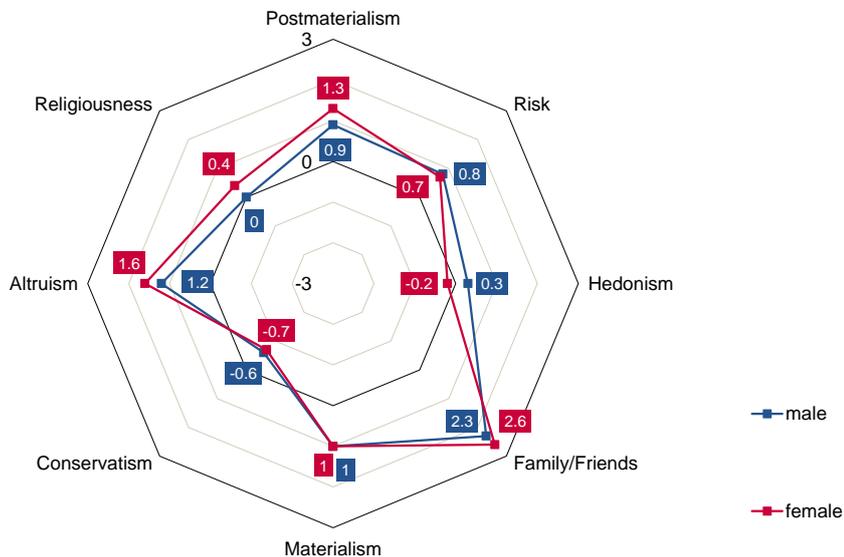
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Values can also be clearly differentiated on a gender basis. In particular, women are more post-materialistic, more religious, more altruistic and less hedonistic in their views than men, who place a little more importance on family and friends, are slightly more likely to take risks and also slightly more conservative at the same time.

Fig. 10

Values Switzerland 2014 According to Gender

Aggregation of different questions concerning values, to indices with -3 as minimum and +3 as maximum.



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Hypotheses

Finding 1

For young people in Switzerland, the internet plays an extremely important role. However, they are aware of the risks it poses and want to be protected against them. At the same time, they are not afraid of publishing personal information on internet platforms.

Finding 2

Current problems are still dominated by issues relating to foreigners, their integration and the free movement of people. Increasingly, young people are concerned about pensions, with perception of unemployment as a problem decreasing. Awareness of problems relating to the relationship with the EU have increased by a long way, probably because it is a current issue.

Finding 3

Switzerland's relationship with the EU is perceived as more of a problem than it was just a year ago. However, for the majority of young people, it is clear that the bilateral agreements need to be continued. In general, the perception of Switzerland abroad is thought to have worsened slightly. However, this does not change the young peoples' positive view of Switzerland.

Finding 4

Swiss young people are currently more interested in a job with a large multinational company, whether in Switzerland or abroad. However, they do feel their youth is a disadvantage when it comes to job-hunting.

We put forward the following hypotheses for discussion:

Hypothesis 1

The awareness and more critical views of young people on the web are in contrast to their behaviour, which is dynamic and usage-oriented. So views and behaviour do not need to agree, but can certainly influence one another.

Hypothesis 2

The relationship to other countries and currently specifically the relationship to the EU have a clear impact on trust and political awareness. In economic terms, young people in Switzerland are not averse to seeking their fortunes abroad. But they do think the Swiss employment market offers good prospects.

Hypothesis 3

Trends are strongly determined by communication media and are changing. Smartphones and WhatsApp are becoming more popular while the role of Facebook is diminishing further. News apps are also on the up. Times are changing in terms of media use.

Hypothesis 4

The mainstream of young Swiss remains strongly orientated towards family and friends. At the core of their value system however, the orientation towards material and post-material values plays an important role, with clear differences emerging between milieus. Left-wingers attach more importance to post-materialism; right-wingers combine materialism with a slight degree of conservatism.

2 Introduction

2.1 Task and methodology

The fifth Credit Suisse Youth Barometer aims to give an insight into the lifestyle and views of 16 to 25-year olds living in Switzerland. The following specific areas are of most interest:

- What sort of life do the young people want and what are their hopes? What are their concerns?
- How do young people live together, what do they do when they go out? How do they get on with different groups? How do they feel about foreigners, equality and older people?
- What is the spirit of the young people in different walks of life? What is 'in' and what is 'out'? How active are the young people of today?
- How do young people find out about things and what channels do they use for inter-personnel communication? What media do young people use and what content are they interested in?
- Other interesting areas are education, work, profession and finances: How happy are the young people with their work and how do they handle their money? What would young people do with an unexpected influx of money?
- This year, the young people of Switzerland were specifically asked about their digital behaviour.

In the future, these questions will be asked every year to give a picture of developments over time. This should be above all important in terms of perception of trends, where a certain level of dynamics can be expected. Such trend observations were possible in 2012 for the first time as we had three measurement points. The five measurement points now available thus allow a reliable interpretation of trends,

The questionnaire was developed based on research by gfs.bern, with some input from the 15th Shell Youth Study. In 2010, multiple expert interviews and, finally, several interviews with young people from different educational backgrounds and different regions of Switzerland were added. The questionnaire was a result of these discussions, the customer's requirements and input from comparable studies of young people.

2.2 The respondents

Various social science definitions can be applied to young people. Generally, those of between 13 and 21 are defined as young. We have aimed the questionnaire at people who are three to four years older. This can be explained both by the fact that the average education is taking an increasingly long time and also by the aim of the study to focus on the period after mandatory schooling and on education and career choice. This is another reason why we asked young people of 16 and older.

In the following, we will therefore be using the term "young people" to describe 16 to 25 year-olds living in Switzerland.

2.3 The data base

We opted for an online questionnaire because young people have a high affinity with the internet. Due to the experiences of the previous year, some of the respondents were recruited early on by telephone on a random selection basis. However, as was the case last year, it was not only difficult to contact the target group but it was also difficult to convince them to participate. The incentives used (cinema voucher plus participation in a draw for an iPad) were a big help to motivate the young people to take part. At the same time, some of those taking part in the study the previous year agree to taking part again in 2014. These people formed a panel which was incorporated into the analyses as part of the random sample. Due to a combination of telephone recruiting and recruiting on the street, the snowball process and the panel it was possible to recruit the number of respondents aimed at for 2014. This combined recruiting procedure has proved its worth and the incentives offered were appreciated by the respondents.

Sample distortions caused by the combination of different recruiting methods used were corrected by means of weighting factors. The evaluations are thus based on a weighted file with optimization of the structure of the random sample with regard to gender, education and language region. The study is comparable with the first four surveys in 2010, 2011, 2012 and 2013.

The online questionnaires themselves were carried out between April and June 2014. The basic data covers 1003 respondents of between 16 and 25 living in all three regions of Switzerland.

Table 1

Short technical report of all survey years of the youth barometer

Survey year	1st year - 2010	2nd year - 2011	3rd year - 2012	4th year - 2013	5th year - 2014
Country	Switzerland	Switzerland	Switzerland	Switzerland	Switzerland
Period	30 August-31 October 2010	16 March-4 May 2011	5 March-17 April 2012	3 April-6 May 2013	23 April-20 June 2014
Interview languages	German, French, Italian				
Selection method	Layered random selection based on various procedures, partially as (external) panel	Layered random selection based on various procedures, partially as (internal) panel	Layered random selection based on various procedures, partially as (internal) panel	Layered random selection based on various procedures, partially as (internal) panel	Layered random selection based on various procedures, partially as (internal) panel
Survey type	Online survey				
Overall population	Inhabitants of Switzerland aged between 16 and 25	Inhabitants of Switzerland aged between 16 and 25	Inhabitants of Switzerland aged between 16 and 25	Inhabitants of Switzerland aged between 16 and 25	Inhabitants of Switzerland aged between 16 and 25
Data sources	Online panel (external): n = 370, CATI / snowball method: n = 641	Panel: n = 364, CATI / snowball method / on-street recruitment: n = 648	Panel: n = 570, CATI / snowball method / on-street recruitment: n = 430	Panel: n = 590, CATI / snowball method / on-street recruitment: n = 435	Panel: n = 572, CATI / snowball method / on-street recruitment: n = 431
Sample	N = 1011	N = 1012	N = 1000	N = 1025	N = 1003
Theoretical sample error	3.1 percentage points at 50/50	3.1 percentage points at 50/50	3.2 percentage points at 50/50	3.1 percentage points at 50/50	3.2 percentage points at 50/50
Average duration (content questions)	35 minutes	38 minutes	36 minutes	36 minutes	39 minutes
Weighting	Gender, education, language region (as per census 2000)	Gender, education, language region (as per census 2000)	Gender, education, language region (as per census 2000)	Gender, education, language region (as per census 2000)	Gender, education, language region (as per census 2000)
Incentives	a cinema ticket, prize draw for three iPads	a cinema ticket, prize draw for three iPads	a cinema ticket, prize draw for three iPads	a cinema ticket, prize draw for three iPads	a cinema ticket, prize draw for three iPads
Client	Credit Suisse				

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3 Findings

3.1 Relationship between Switzerland and the EU

For young people in Switzerland, the biggest concerns are still problems with foreigners, their integration and free movement of people. However, awareness of the problem has not increased further, it has remained stable or decreased slightly within the random sample error. However, awareness of pensions as a problem has increased further. The strongest growth is seen for the view that the EU, the bilateral agreements and European integration issues are among the most important problems for Switzerland, with racism and hostility towards foreigners also frequently cited as problems. This is against the backdrop of the extensive coverage of mass immigration issues at the time of the survey. It is also worth a comparison with the Credit Suisse Concern Barometer for 2013, where 13 percent of people entitled to vote indicated that EU issues were among the most important problems for Switzerland.

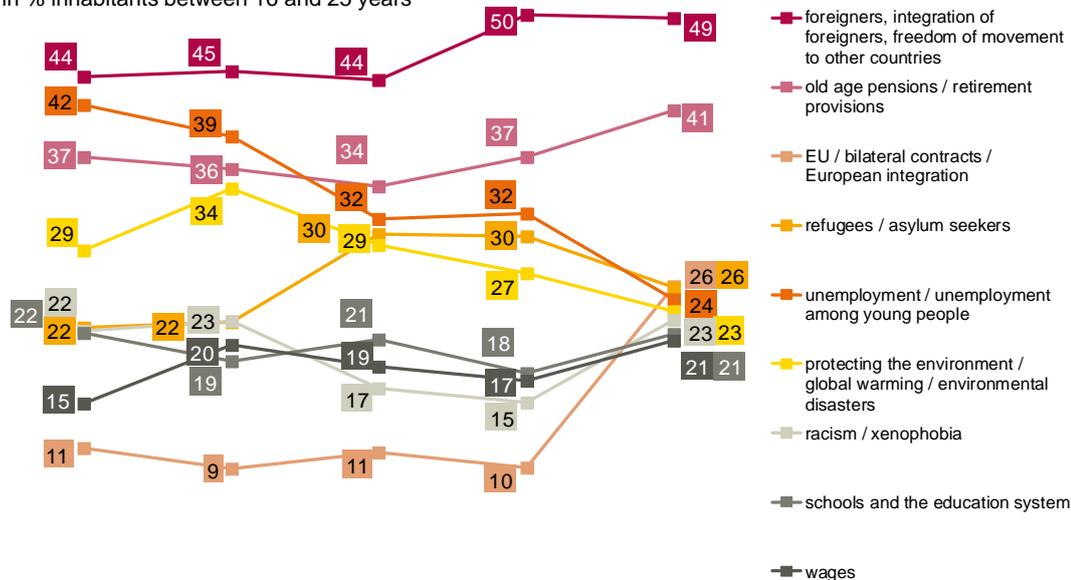
For young people, asylum issues and refugee problems are currently as serious as the relationship with the EU, but the trend is downward. Problem awareness of unemployment and specifically youth unemployment has decreased further. Issues relating to environmental protection and climate change are less central than they were a year ago. The issues of school, education and wages are viewed as a little more problematic than the previous year.

Fig. 11

Trend Five Most Important Problems (1/4)

"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 between 16 and 25 years



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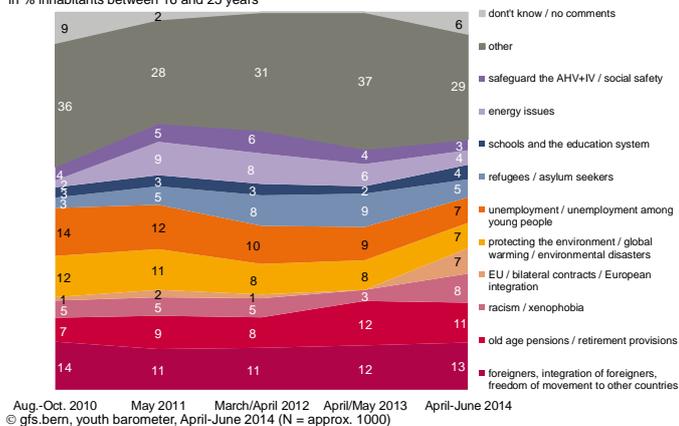
The view that the problems relating to issues with foreigners, such as their integration and free movement of people, must be resolved as a priority remains stable. When asked specifically about the increasing numbers of foreigners in Switzerland, it is currently seen as less of a problem than just a year ago. If we look at the EU problem in more detail, it becomes clear that young

people in Switzerland feel it is more important that this problem is addressed now than in previous years. 7 percent believe it should be resolved as a top priority. 8 percent feel that the priority should be doing something about racism and hostility towards foreigners.

Fig. 12

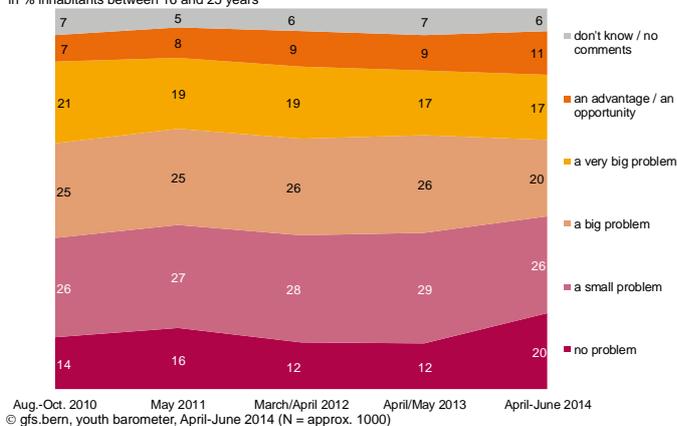
Trend Problems to be solved first Switzerland

"And in your opinion, which of these five most important problems should be solved first?"
in % inhabitants between 16 and 25 years



Trend Problem Immigrants Switzerland

"In the foreseeable future there will be increasing numbers of immigrants in America. Do you find this to be..."
in % inhabitants between 16 and 25 years



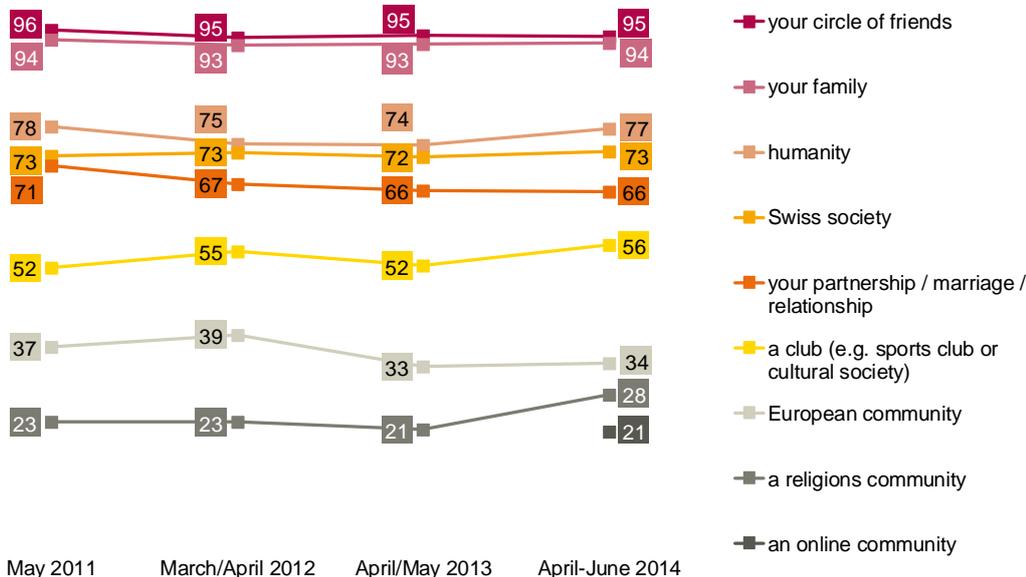
Despite the increased problem awareness relating to the EU and the bilateral agreements, the feeling of belonging to the European Community has remained stable or has even increased slightly within the random sample error. 73 percent of Swiss society feel that they belong.

Fig. 13

Trend Feeling of belonging to Social Unit 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 between 16 and 25 years, really belong and belong a little



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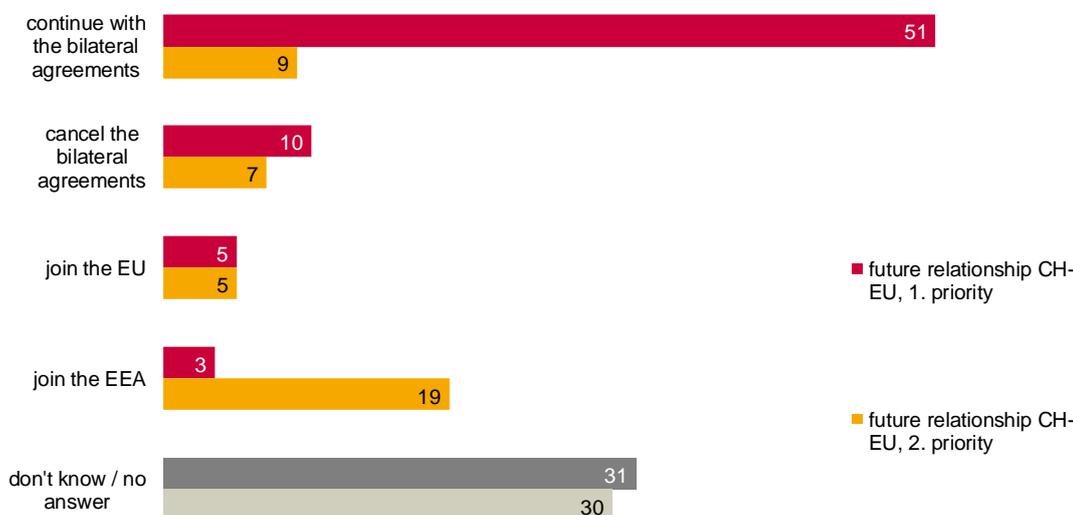
How should the relationship between Switzerland and the EU look in the future? 51 percent think it is a priority that the bilateral agreements are continued. 9 percent cite this as the second priority. However, 10 and 7 percent respectively would terminate the agreements. 5 percent cite the first priority as entering the EU, another 5 percent feel this is the second priority. Entering the EEA is cited by 19 percent as a popular second priority option.

Fig. 14

Future Relationship Switzerland and EU

"What should the future relationship between Switzerland and the EU look like in your opinion? Should Switzerland cancel the bilateral agreements, should it continue with them, should it join the EEA or should it become an EU member. What is your first priority?"

in % inhabitants between 16 and 25 years



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3.1.1 Interim assessment

In the young people's perception, Switzerland's relationship with the EU has suffered, while their problem awareness relating to the issue has increased strongly since the previous year. However, this barely affects the sense of belonging to the European community, which around a third of young people feel. The majority still believe the continuation of the bilateral agreements should be a priority. For the first time, a not insignificant number of Swiss young people believe that the problem with the EU and the bilateral agreements should be resolved as a priority.

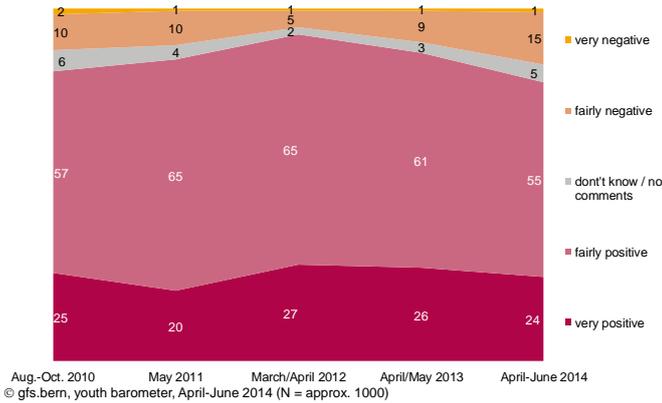
3.2 Relationship to Switzerland

When considering the relationship between Switzerland and the EU, it is interesting to also consider how the young people believe Switzerland is perceived abroad. Negative voices have gained ground at the expense of the positive ones. Today, 16 percent believe that Switzerland has a relatively poor image abroad. But this has little impact on the pride the young people feel about Switzerland, even though 4 percent now claim they are not proud at all.

Fig. 15

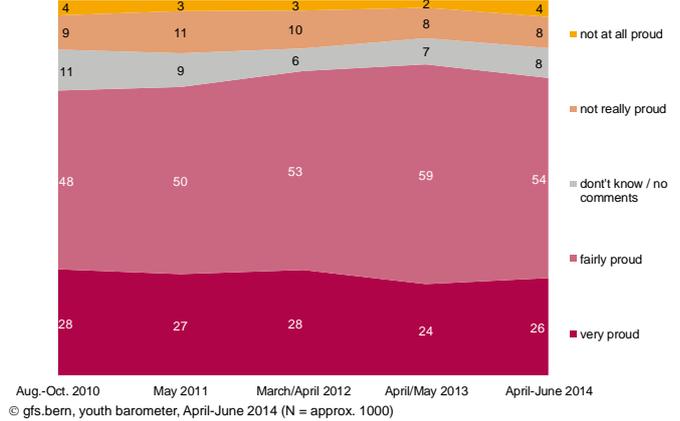
Trend Perception of Switzerland Abroad

"In your opinion, how is Switzerland perceived abroad or what is its image abroad? Is it very positive, fairly positive, fairly negative or very negative?"
in % inhabitants between 16 and 25 years



Trend Pride on Switzerland

"How proud of Switzerland are you?"
in % inhabitants between 16 and 25 years

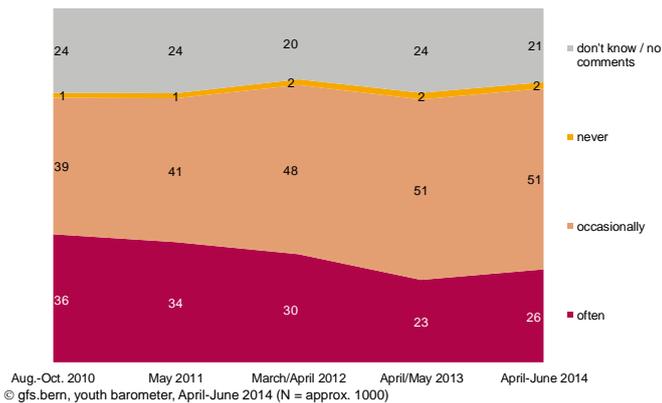


The view that the Swiss government often fails has gained slight strength over the years, but when asked about reforms to the political system, the trend is still towards "no reform".

Fig. 16

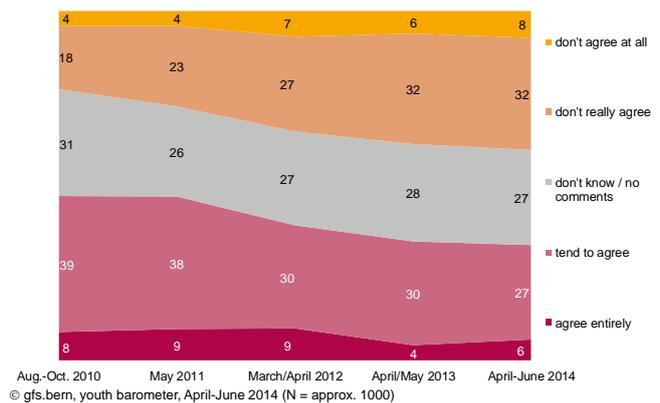
Trend Failure of Government

"Do you feel that the politics of the government and administration fail when it comes to important issues? Is this often, occasionally or never the case?"
in % inhabitants between 16 and 25 years



Trend Opinion Need for Reforms

"We gathered a view of Switzerland and its politics here – to what extent do you agree: the political system in Switzerland needs fundamental reforms."
in % inhabitants between 16 and 25 years



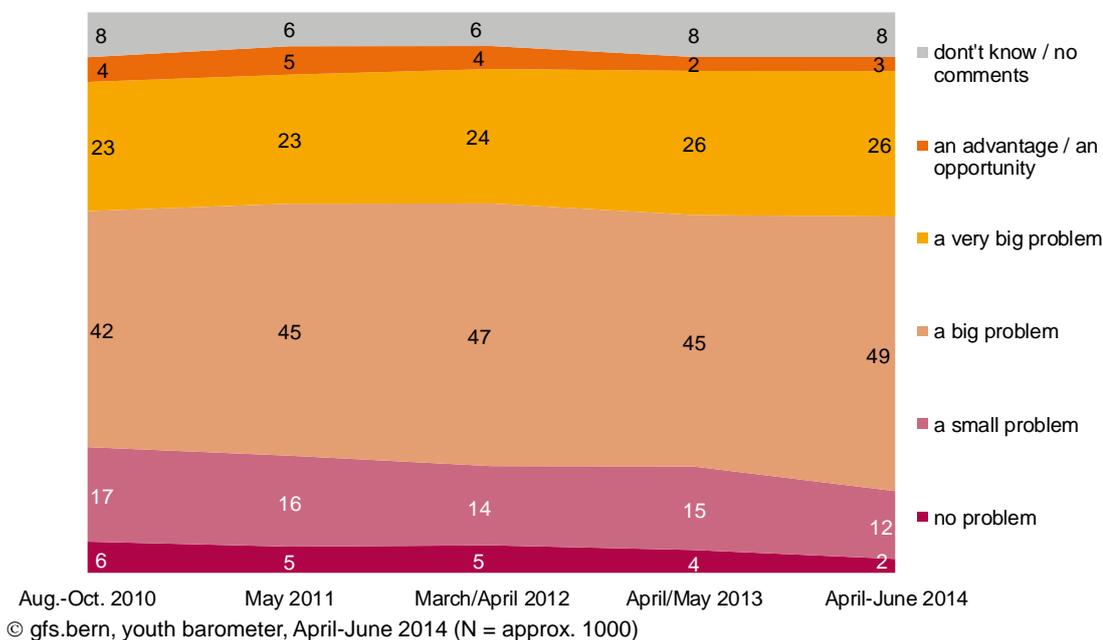
As we have seen for the most important problems in Switzerland, in some cases the urgency of problems has increased for young people in Switzerland, especially when it comes to pensions. Along the same lines, the demographic change towards the ageing of society is seen as more of a problem than it was just one year ago. Currently, there are just 2 percent who do not believe demographic change is a problem at all. The Credit Suisse Concern Barometer makes an interesting comparison. The previous year, 29 percent of the electorate believed that pensions were the most important problem for Switzerland. Among young people, this figure is currently 41 percent, up from the previous year's 37 percent, who believe that pensions are one of the most important problems for Switzerland.

Fig. 17

Trend Problem old People in Pension Age Switzerland

"In the foreseeable future there will be an increasing number of old age pensioners and less and less young people in Switzerland. Do you think this is: ..."

in % inhabitants between 16 and 25 years



3.2.1 Interim assessment

The 16 - 25 year-olds are still proud of Switzerland and do not necessarily want reform of the political system, even though they believe the government fails slightly more often than in the previous year. The relationship between the generations, and more specifically pensions, is, however, gradually becoming more of a problem for young people.

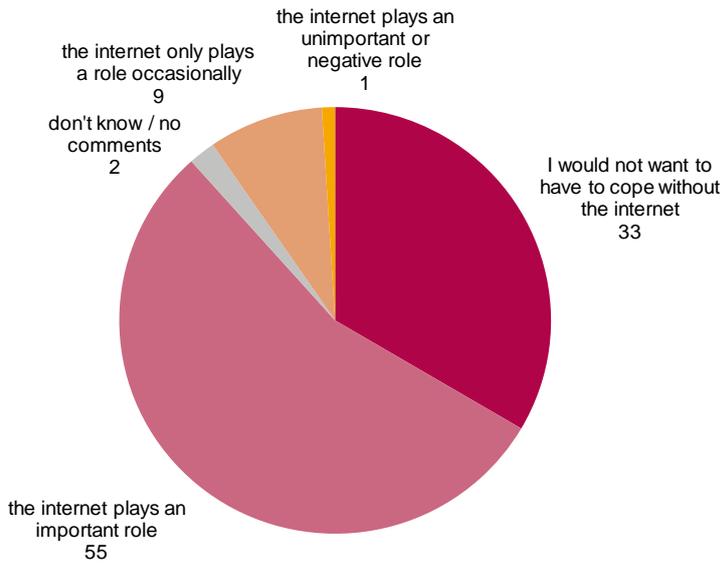
3.3 Digital identity

For the majority of Swiss young people, the internet plays an important role, with one third stating they could not live without it. The question as to whether the young people felt a sense of belonging to online communities as well as other communities was asked for the first time this year. 21 percent felt at least some sense of belonging.

Fig. 18

Importance of Internet in Everyday Life

"How important is the internet to your everyday life?"
in % inhabitants between 16 and 25 years



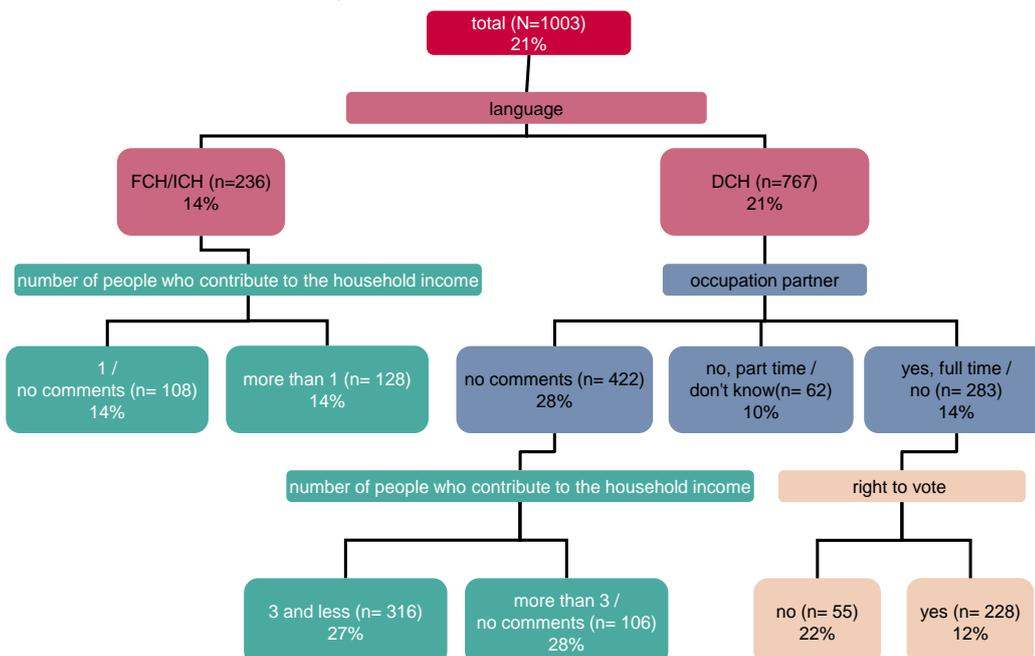
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The influence of different socio-demographic factors on this feeling of belonging can be measured using the profile tree analysis. The most important factor is region. German speakers are most likely to feel they belong to an online community. In German-speaking Switzerland, whether someone is in a relationship is a particularly strong determining factor. Those who don't have a partner (and therefore were not asked for their partner's profession) are most likely to feel they belong to an online community, but they are in a minority.

Fig. 19

Answertree Feeling of belonging to Online-Community

in % inhabitants between 16 and 25 years



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Among young people in Switzerland, online communities are therefore not very central, although the internet itself plays a very important role. But how do Swiss young people perceive the internet? In 2013, cyber-bullying was listed in the catalogue of problems for Switzerland for the first time, when 14 percent believed that online bullying was among the most important problems in Switzerland. This time, only 9 percent shared the same view. General online security, the abuse of digital data and internet espionage are perceived as more important, with a figure of 13 percent. The young people were able to assess statements relating to internet security. In particular, they want to be protected against criminal attacks on their digital data. In general, personal data and photos should be better protected on the internet, and 81 percent find advertising annoying. 80 percent are in favour of criminal prosecution of any attacks on digital identity. 75 percent of the young people would like better controls over the publication of images in which they feature but did not upload themselves. 68 percent are still shocked by the NSA scandal.

Fig. 20

Demands of Politics in Conjunction with the Internet (1/2)

"The following are various possible demands of politics in conjunction with the internet. For each demand, please tell us whether you agree very much or are relatively or completely not in agreement. "

protection against criminal attacks on digital data "I want to be protected against criminal attacks on my digital data."

better protection of personal data and photos "My personal data and photos should be better protected on the internet."

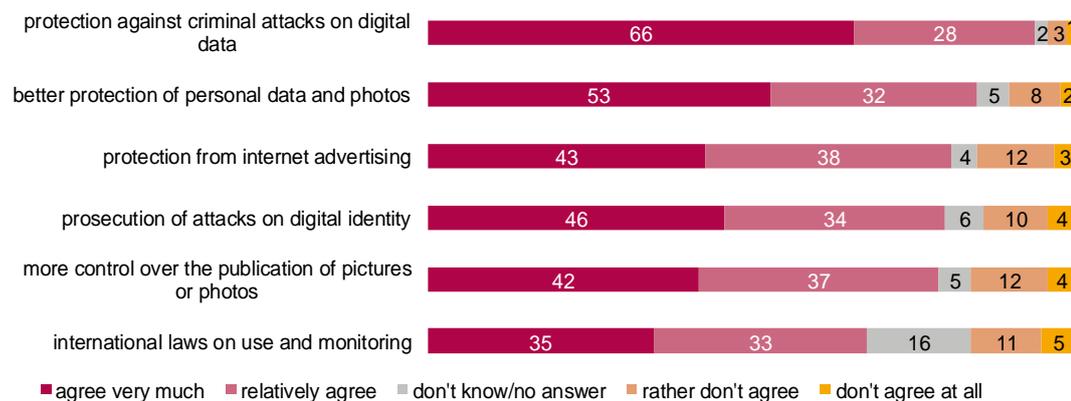
protection from internet advertising "I want to be protected from internet advertising."

prosecution of attacks on digital identity "Attacks on my digital identity should be punishable by law in the same way as the theft of my identity card."

more control over the publication of pictures or photos "I would like more control over the publication of pictures or photos I am on but which I did not upload."

international laws on use and monitoring "The NSA scandal shows that there is a need for international laws on the use and monitoring of the internet."

in % inhabitants between 16 and 25 years



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The first priority is clearly protection and security on the internet, with personal desires relating to their own use of the internet coming in second. A 66 percent majority are in favour of the principle of free copying and downloading of music and films from the internet. 61 percent would like the internet to be available free everywhere. 54 percent would like to be involved in decision-making processes online for example in political matters. Only a 37 percent minority believe the internet should be a lawless space and just one third of young people are no longer using specific services and providers based on the knowledge that some internet providers and apps cooperate directly with US authorities.

Fig. 21

Demands of Politics in Conjunction with the Internet (2/2)

"The following are various possible demands of politics in conjunction with the internet. For each demand, please tell us whether you agree very much or are relatively or completely not in agreement. "

permission of free copying and downloading "Free copying and downloading of music and films from the internet should be essentially permitted"

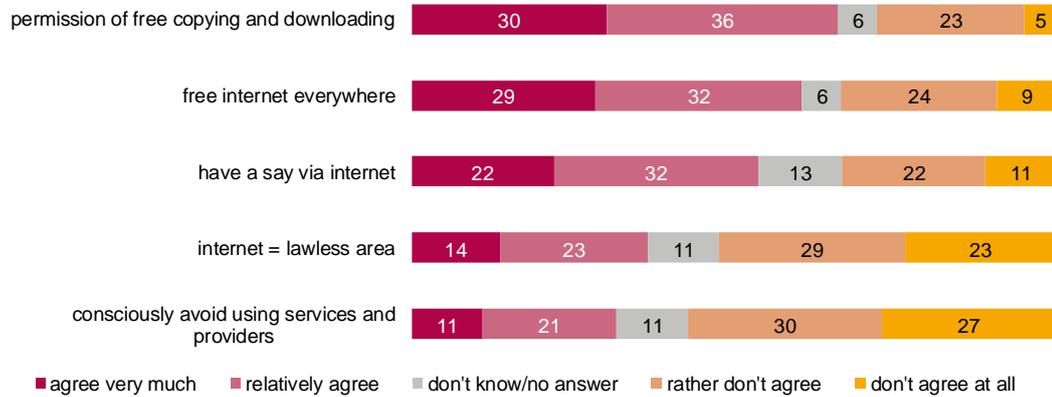
free internet everywhere "The government should make the internet available free everywhere."

have a say via internet "I would like to have a say via the internet on, for example, political decisions being made near where I live."

internet = lawless area "The internet should be free from government regulation, it should be a lawless area."

consciously avoid using services and providers "Since I found out that some internet providers and apps are working directly in conjunction with the US authorities, I have consciously avoided using specific services and providers."

in % inhabitants between 16 and 25 years



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In terms of the protection of data and the individual, there is a clear view that everyone is responsible for themselves. Schools and other educational facilities play a secondary but still essential role, with the majority of young people also ascribing some responsibility to the government, business, internet and hardware providers, associations, interest groups and NGOs. 46 percent still believe people like Julien Assange and Edward Snowden are at least relatively important.

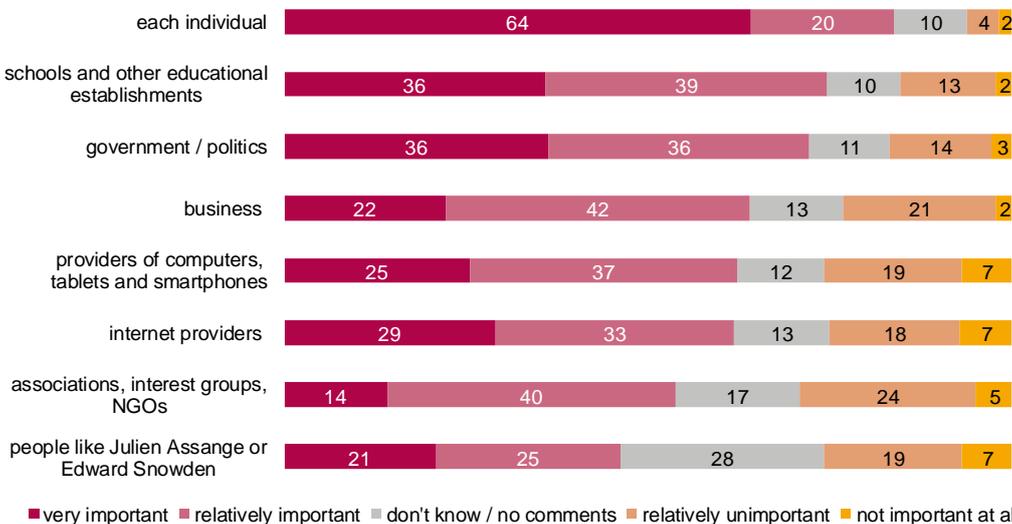
Fig. 22

Importance Players in Protecting Individuals and Personal Data

"The way information is handled in the digital world can represent a safety risk for some individuals.

What importance would you ascribe to the following players when it comes to protecting individuals and their personal data?"

in % inhabitants between 16 and 25 years



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Asked directly about what information they provide for an internet profile such as Facebook, age is most often quoted, closely followed by 80 percent quoting forename and surname and 79 percent uploading photos. The majority also mention a school or employer. Only 7 percent list a telephone number.

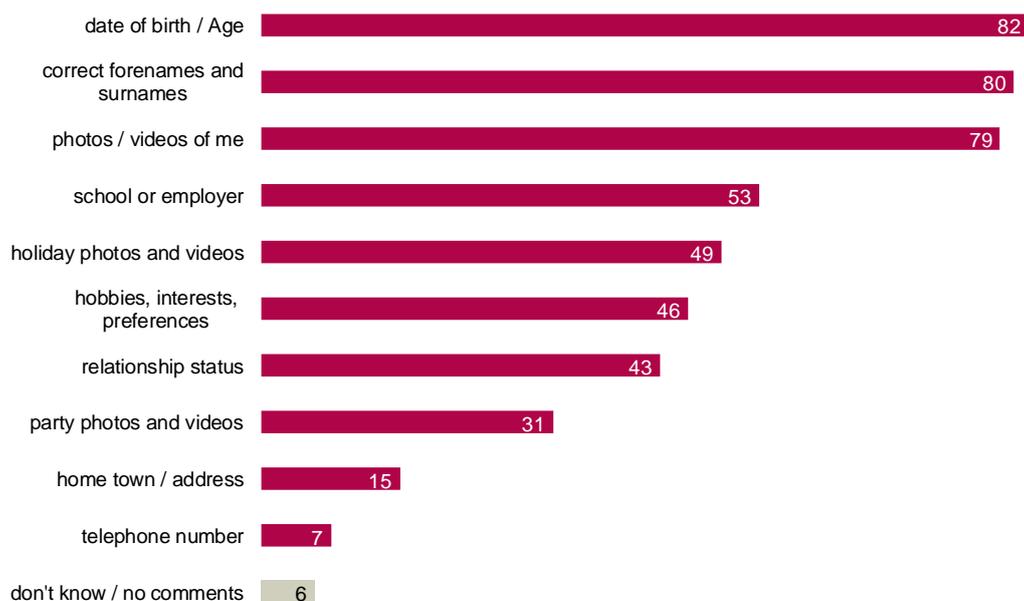
How important it is for the young people to have an interesting online profile was investigated for the first time this year. Only 4 percent consider this very or extremely important.

Fig. 23

Profile-Information Switzerland

"Which of the following pieces of information have you provided for at least one internet profile, for example Facebook?"

in % inhabitants between 16 and 25 years, multiple answers possible



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3.3.1 Interim summary

The internet plays a central role for young people in Switzerland. The NSA affair may have played a role in making young people more aware about the risks of the internet. The protection of their data is also a concern. However, the risks evidently do not put them off continuing to publish personal information or photos on the internet. So there is a divergence between behaviour and views. While behaviour is dynamic, usage-oriented and open, views are becoming more critical and therefore also more political.

3.4 Communication and media use

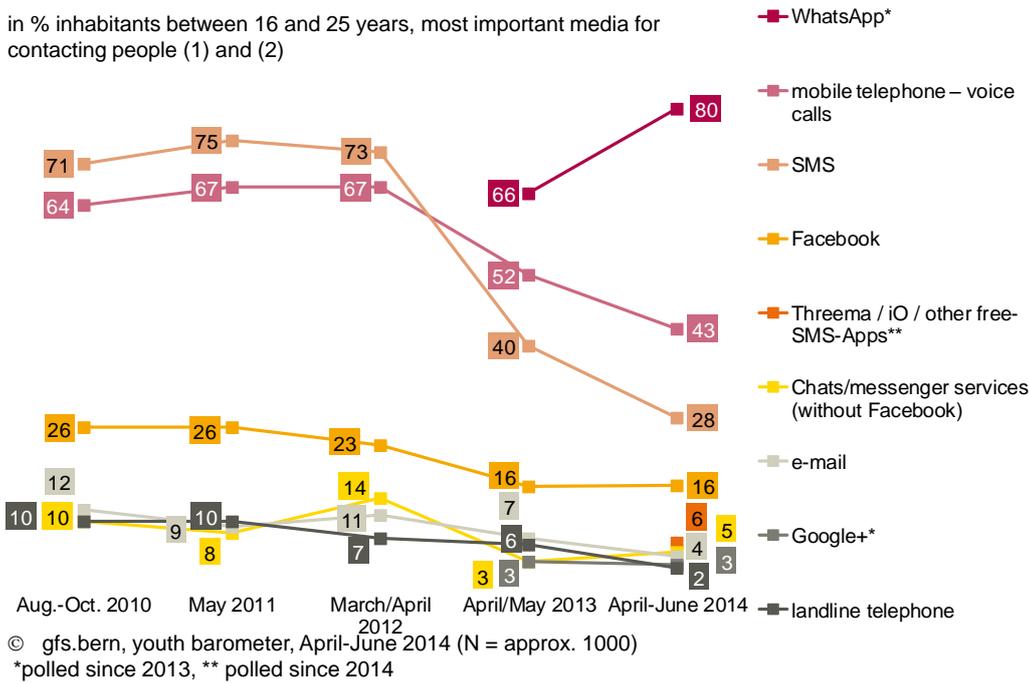
As this year again shows, the use of communication media is constantly changing. Compared to the previous year, text messaging (SMS) has become considerably less relevant, while WhatsApp, with 88 percent of the young people interviewed saying it is their most important or second most important contact medium, has become significantly more relevant. Mobile telephones are still in second place, but, like texting, have become less important. Facebook is stagnating.

Fig. 24

Trend Ways to Contact Friends Switzerland

"What ways do you use to contact your friends? Please list the types of media used for keeping in touch with your friends in the order of importance."

in % inhabitants between 16 and 25 years, most important media for contacting people (1) and (2)



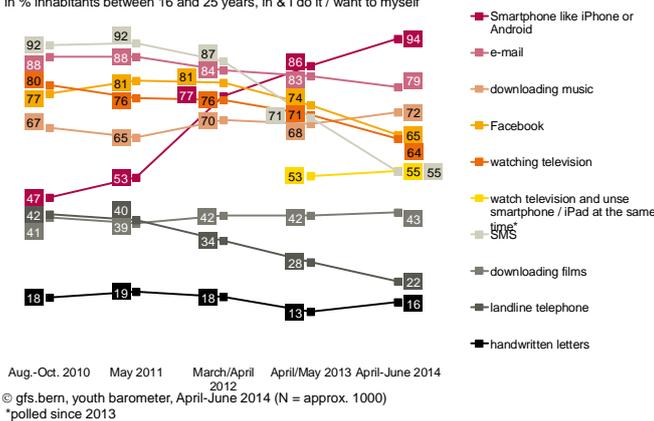
If we look at the general trends in communication we see that smartphones such as iPhones and Android are becoming more and more relevant. 94 percent describe these as "in" and also use them themselves. This also explains the increased use of WhatsApp. At the same time, text messaging (SMS) is becoming less important, as already clearly indicated in the question on contact media. In 2003, the young people were asked for the first time whether they use multiple media at the same time, and there has been a slight increase in those who do since the previous year. The Facebook trend is dwindling. Today, 65 percent describe Facebook as "in" and use it themselves. Watching television has also decreased in popularity over the years. However, 85 percent of young people in Switzerland describe current television series as "in", irrespective of whether they watch them or not. It is possible that they are watched less via a television but watched online instead, for example. This is suggested by the fact that daily consumption of television and computers is getting closer, with computers increasingly used to watch films, etc. and television watching on the decline.

Fig. 25

Trends All Areas of Life: Communication 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."

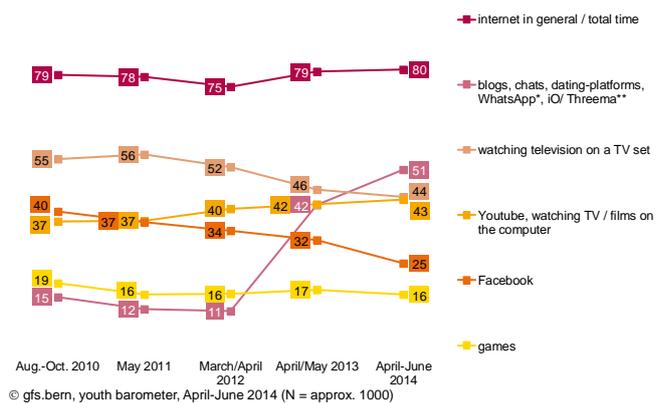
in % inhabitants between 16 and 25 years, in & I do it / want to myself



Trend Media Use Switzerland

"On an average day, how long do you use the following media for personal use?"

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



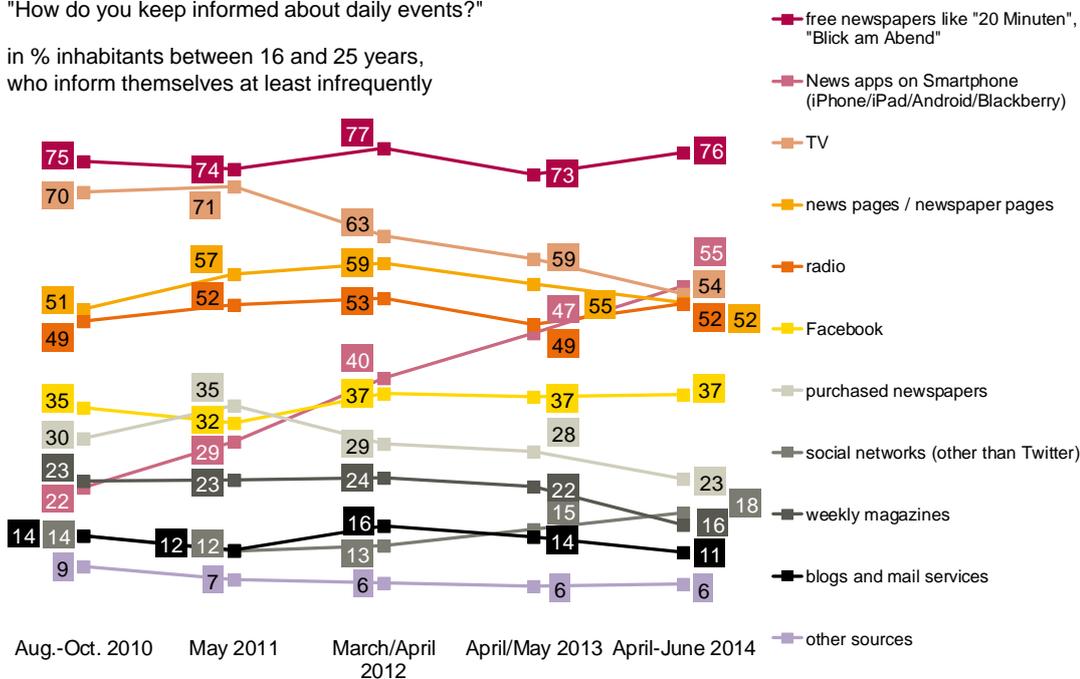
But back to smartphones, these are also becoming increasingly important in terms of finding out about the news. Currently 55 percent say they read the latest news via news apps, putting them in second position behind free newspapers.

Fig. 26

Trend Filter Tool for Information about Daily Events Switzerland

"How do you keep informed about daily events?"

in % inhabitants between 16 and 25 years,
who inform themselves at least infrequently



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3.4.1 Interim assessment

Smartphones, WhatsApp and news apps are still in the ascendant, while Facebook is stagnating or losing relevance in many areas. However, there are no changes in terms of membership. Young people still have profiles, but use them less and see the platform as less in fashion. In general, the trend in terms of communications continues to be towards "mobile".

3.5 Future – profession – education

Mobility is also playing an increasingly important role when it comes to professional futures. Increasingly, young people express a desire to work at a large multinational which is active in Switzerland. For the first time, a majority would also like to work for a large multinational abroad.

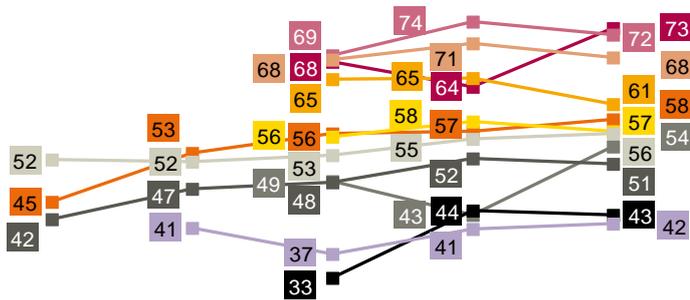
Fig. 27

Trend Request Where to Be Employed Switzerland

"Tell me where you would like to be employed."

in % inhabitants between 16 and 25 years,
sum of really like/ like to be employed

- in Switzerland at a large multinational company
- at a company in my home state
- at a company near to where I live
- at a regionally active small or medium-size company
- with the government or a local authority
- at a family business
- with a large company operating only in Switzerland
- overseas at a large multinational company
- with a state-related company (SBB, Post etc.)
- at an export oriented small or medium-size company
- with an NGO



Aug.-Oct. 2010 May 2011 March/April 2012 April/May 2013 April-June 2014
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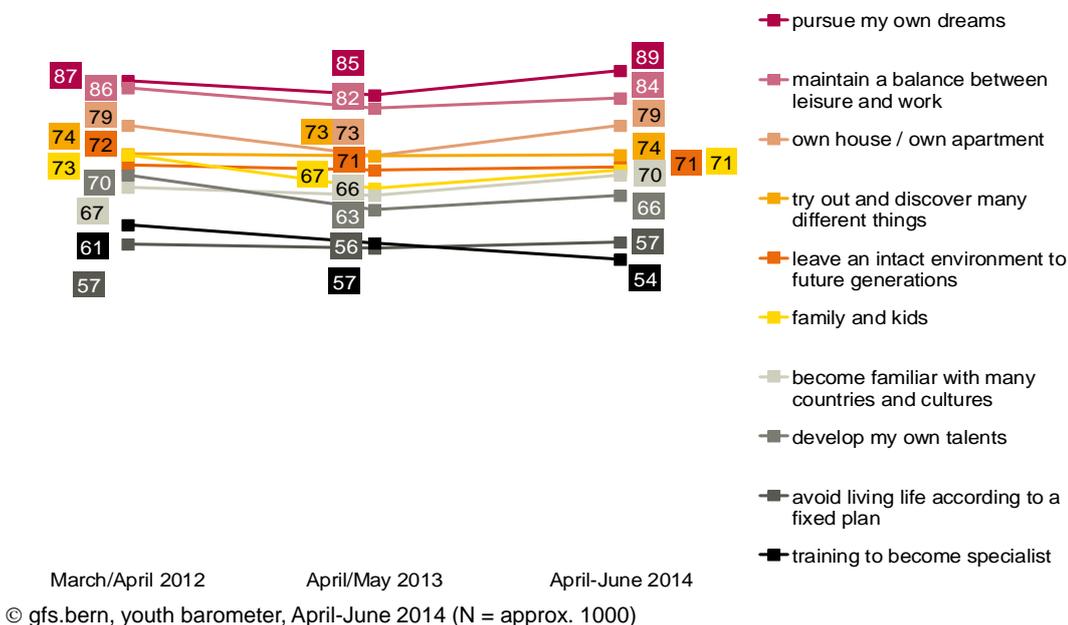
Young Swiss people still strive above all to pursue their dreams and maintain a healthy work/life balance. The desire to own their own house or apartment has increased again. Wanting to try out and explore many different new things remains a consistent important aim for young people. The goal of having a family and children has increased slightly compared to the previous year, with 71 currently stating it as at least a possible objective. It is equally important to the young people that they leave a healthy environment behind for the next generation. 70 percent also want to get to know many different countries and cultures. The desire for specific professional training has declined again.

Fig. 28

Trend Life Goals Switzerland (1/2)

"When you think of your life goals, which one of the following you definitely want, which ones you definitely want to avoid, and which ones you expect to decide spontaneously depending on the turns your life takes?"

in % inhabitants between 16 and 25 years,
sum of definite & likely goal

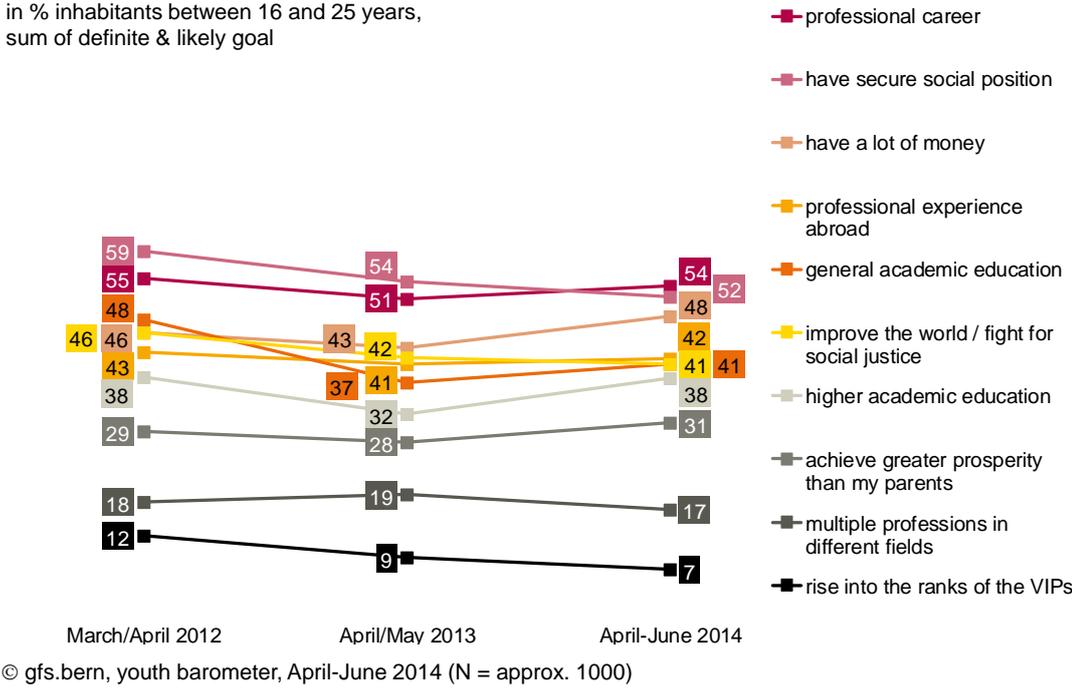


With regard to the world of work, a career remains a possible to absolute aim for 54 percent. In the previous year 51 percent held this view. The proportion who want to have a fixed place in society as at least a possible objective is decreasing, but still represents a majority. However, money plays a more important role than it did just a year ago. Basic academic education and higher-level academic education have both increased in importance. The desire to make the world a better place and fight for social justice has barely changed. The desire for a greater level of prosperity than their parents had has increased within the random sample error, while the desire to have several different jobs or to be a VIP has decreased slightly.

Fig. 29

Trend Life Goals Switzerland (2/2)

"When you think of your life goals, which one of the following you definitely want, which ones you definitely want to avoid, and which ones you expect to decide spontaneously depending on the turns your life takes?"
 in % inhabitants between 16 and 25 years,
 sum of definite & likely goal

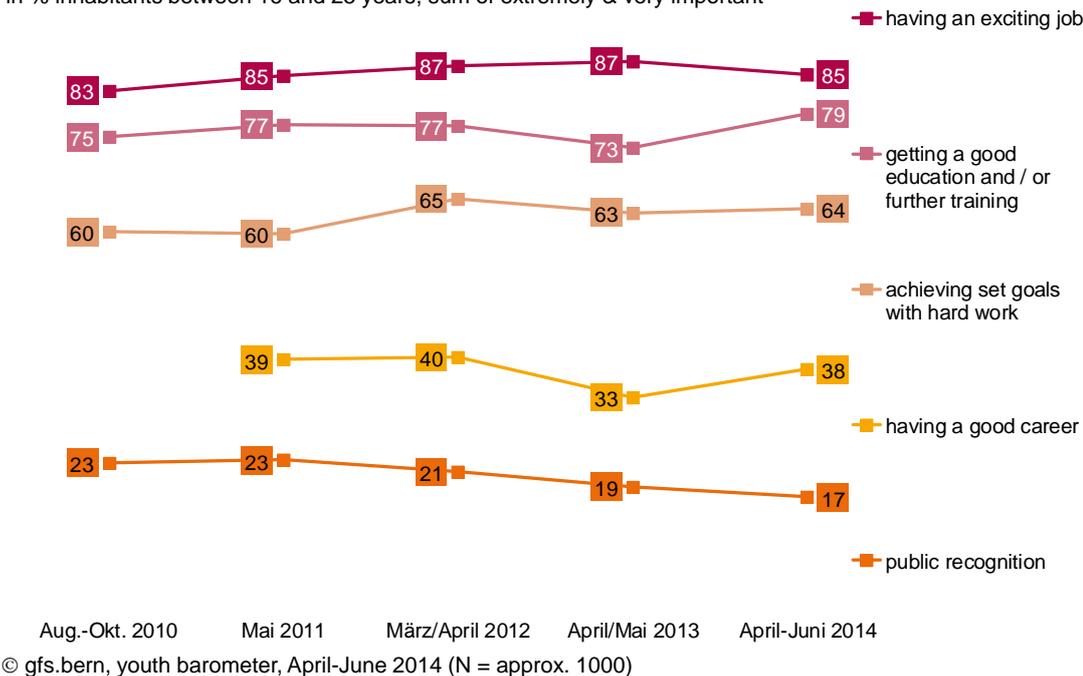


If we consider views on life relating to the statements on careers or education, it is still evident that young people want an interesting job above all else. Gaining a good education and continuous professional development is even more important than it was the previous year. The desire to have a career has also increased.

Fig. 30

Trend Ideas of Life: Economy/Job Switzerland

"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 between 16 and 25 years, sum of extremely & very important



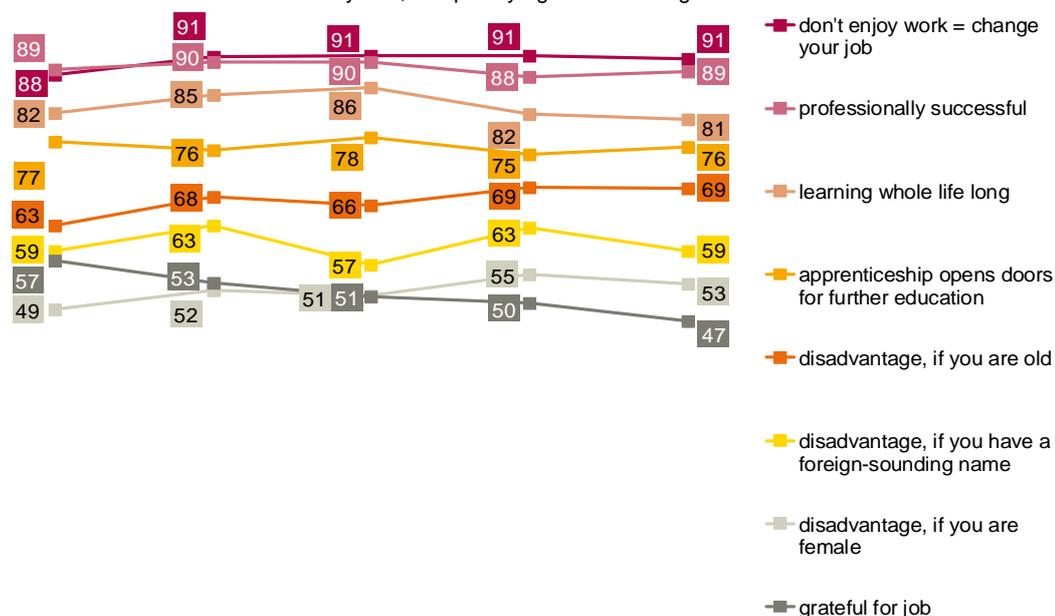
Young people were also asked to give their opinion on specific statements relating directly to education and careers. Enjoying their job still comes in top position. 91 percent believe that those who do not enjoy their jobs should switch jobs. 89 percent completely or somewhat agree that professional success is important, 81 percent feel the same about life-long continuous professional development. In general, views on the statement have remained more or less constant. The view that having a foreign-sounding name puts you at a disadvantage when looking for a job in Switzerland has decreased relatively strongly, with only a 47 minority who agree at least somewhat with the statement that you should be happy to have a job at all.

Fig. 31

Trend statements about work, education and training Switzerland (1/2)

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

in % inhabitants between 16 and 25 years, completely agree/ tend to agree



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The view that young people could be disadvantaged when looking for jobs has increased dramatically, but is still only held by a minority. Overall, concerns about unemployment have diminished and the long-term trend clearly suggests that poor marks at school are associated less and less with poor career prospects.

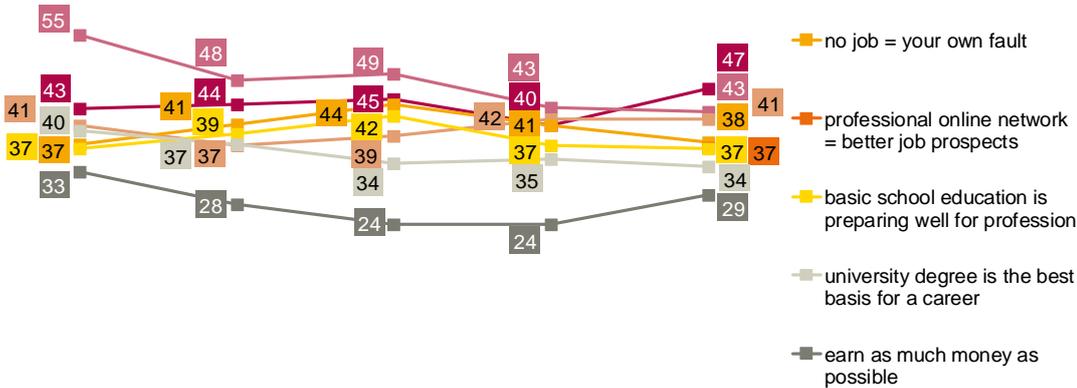
Fig. 32

Trend statements about work, education and training Switzerland (2/2)

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

in % inhabitants between 16 and 25 years, completely agree/ tend to agree

- disadvantage, if you are young
- poor grades in school = poor work prospects
- leisure is more important
- no job = your own fault
- professional online network = better job prospects
- basic school education is preparing well for profession
- university degree is the best basis for a career
- earn as much money as possible



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If we look at the plans for the future of the 16 to 25-year old Swiss, it becomes clear that plans relating to job and education are slightly firmer than they were only a year ago. But the levels of confidence of 2012 have still not been achieved. Accordingly, the percentage of those who state they have a clear picture of what they want in life has increased. All in all, the young Swiss do not seem to necessarily strive for "higher things". 78 percent still state that they would be happy if they manage to have as good a life as their parents.

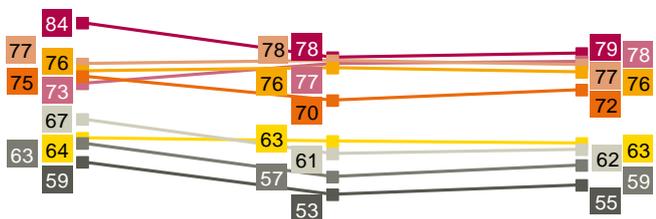
Fig. 33

Trend Statements Plans for the Future Switzerland (1/2)

"When you think of your life's plans, how strongly do the following statements influence your plans for the future?"

in % inhabitants between 16 and 25 years, sum of completely & tend to agree

- lot of ideas / try out various things
- happy, when able to lead a good life as my parents
- goals in line with deep convictions
- adapt goals to the situation
- clear idea of life
- adjusted plans several times
- assume responsibility
- certain about education and specialization
- certain about professional goals



March/April 2012 April/May 2013 April-June 2014
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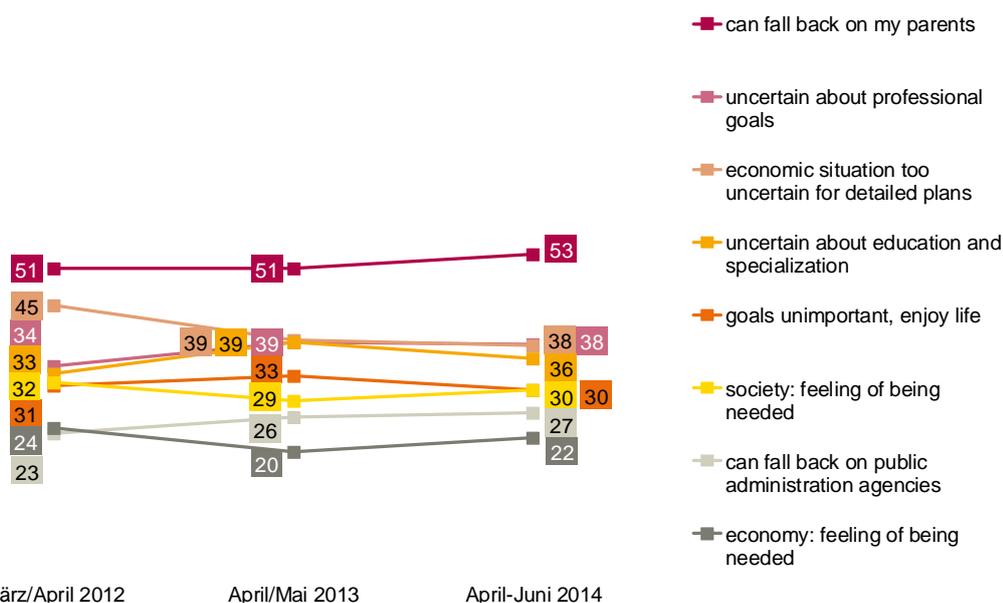
Uncertainty has decreased slightly in line with the slight increase in confidence relating to education and careers. The uncertain economic situation is blamed slightly less than the previous year for the lack of concrete plans. It can be assumed that the stable situation in Switzerland as regards the economy and the unemployment figures and also the knowledge that their parents, and increasingly the government, can provide a safety net mean that young Swiss people can focus more on self-realisation. But goals are still important. There are just 30 percent who believe they are not important and you should just enjoy life instead.

Fig. 34

Trend Statements Plans for the Future Switzerland (2/2)

"When you think of your life's plans, how strongly do the following statements influence your plans for the future?"

in % inhabitants between 16 and 25 years, sum of completely & tend to agree



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3.5.1 Interim assessment

Once again, Swiss young people are placing more emphasis on mobility and their careers. There is no real trend to suggest that these are becoming less important over the years. But careers do not come at any price, for young people, careers are about self-development, work should be exciting and varied and plans for the future as flexible as possible. Personal commitment at work should not be rewarded through monetary incentives alone, but also in the form of interesting work. But more and more young people believe that their youth is not necessarily in their favour when it comes to job-hunting.

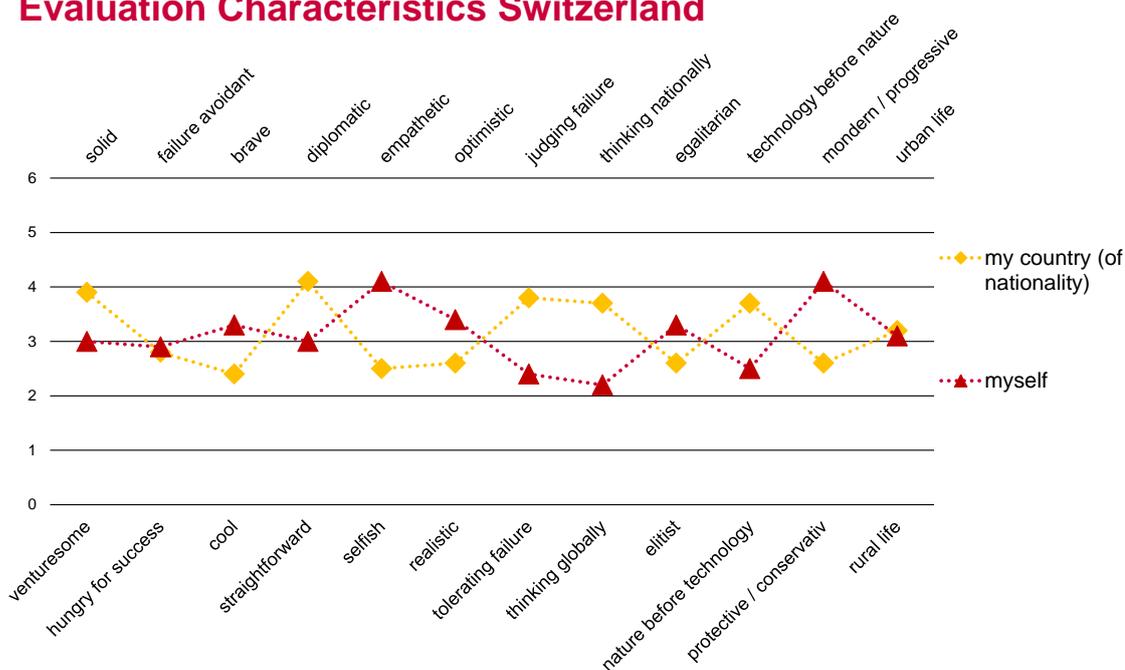
3.6 Profiles and values

But who are these young people and what makes them tick? What are their values? As in the previous year, they perceive themselves to be considerate, modern, willing to change and global thinkers. They describe themselves as egalitarian, brave, optimistic and tolerant of failure, and tend to prioritise nature over technology more than the other way around. If we look at the three axes “willing to take risks – reliable”, “hungry for success – avoid failure”, and “direct – diplomatic”, we see that the 16 to 25-year olds living in Switzerland do not present any clear profile. According to this, Swiss young people cannot be described as particularly willing to take risks, hungry for success or direct.

As well as their personal perception, the young people were asked the same questions in relation to Swiss society. The young people describe Switzerland as a diplomatic and solid country. It is more likely to judge failure than tolerate it and puts technology in front of nature. Overall, it becomes clear that, apart from when relating to the desire for success and association with city or rural living, perceptions of oneself and perceptions of society are often somewhat skewed.

Fig. 35

Evaluation Characteristics Switzerland



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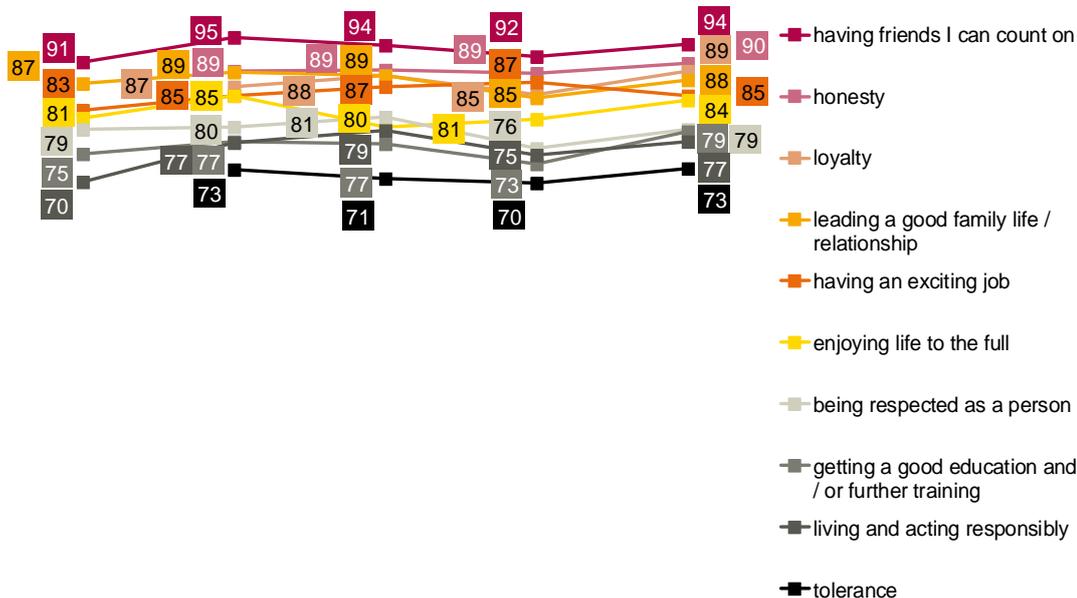
The most important perceptions of life among young Swiss people are slightly less strongly shaped by family and friends. Friends – the peer group – are still most important, followed by values such as honesty and loyalty. 88 percent also believe that a good family life or a good relationship is at least somewhat important. It is also less important to young people to have an exciting career than it was last year. But 85 percent are still in favour of the idea. However, the idea of wanting to enjoy life to the full has increased. Once again, the young people consider it more important to be respected as a person, get a good education and continuous professional development and live and act responsibly. Tolerance is also becoming more relevant.

Fig. 36

Trend Ideas of Life Switzerland (1/3)

"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 between 16 and 25 years, sum of extremely & very important



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In 2013 for the first time, the statements on their views on life and new questions concerning values were taken together in order to portray a value system for young Swiss people. How do young Swiss people feel about materialism, post-materialism, altruism, religion, hedonism, risk-taking, family/friends and conservatism? The average values of the indices range from a maximum of +3 to a minimum of -3. The following table shows the questions that make up the indices.

Table 2

Value system – Index Basis

Materialism	lots of money, views on life	have a career, views on life	achieve goals with hard work, views on life		
Post-materialism	protect the environment, views on life	imagination / creativity, views on life	put nature ahead of technology vs. technology before nature, personal		
Altruism	help disadvantaged people / charity work, views on life	tolerance, views on life	fight abuse / injustices in the world, views on life		
Religiousness	live according to religious / spiritual values, views on life				
Hedonism	look good, views on life	be desired, views on life	sexual experiences, views on life	sporting success, views on life	selfish vs. caring, personal
Risk	willing to take risks vs. reliable, personal	hungry for success vs. avoid failure, personal	exciting job, views on life		
Family / friends	good family life / relationship, views on life	reliable friends, views on life	honesty, views on life	loyalty, views on life	
Conservatism	nationally vs. globally oriented, personal	conservative vs. modern, personal	rural life vs. urban life, personal		

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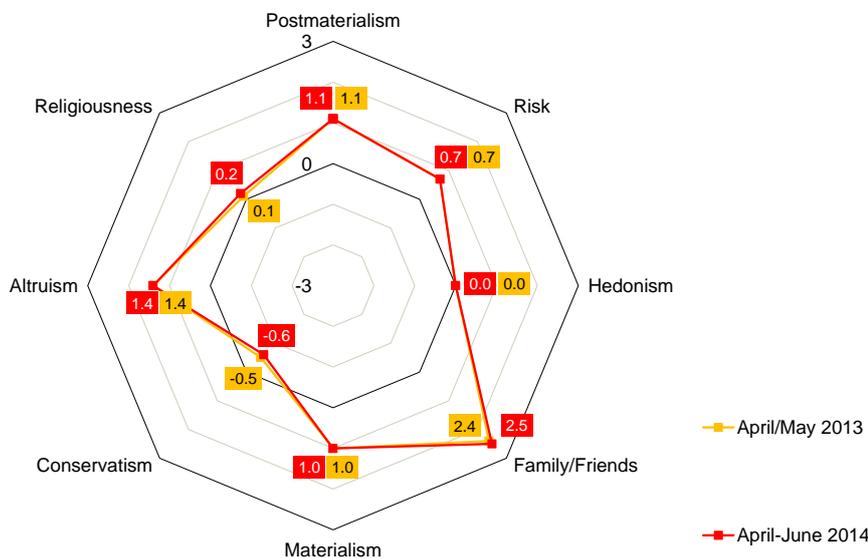
Young Swiss people of between 16 and 25 years old still place most emphasis on family and friends, with the value slightly up on last year. In second place

are altruistic values with an average score of 1.4. The values here have not changed compared to the previous year, nor have they with respect to post-materialism, risk and hedonism. Religion has increased slightly, with conservative values slightly down.

Fig. 37

Trend Values Switzerland

Aggregation of different questions concerning values, to indices with -3 as minimum and +3 as maximum.



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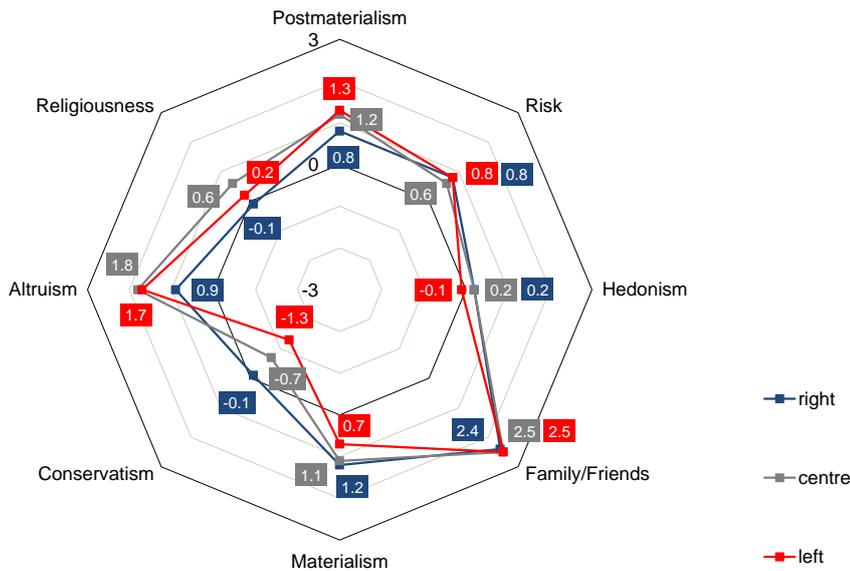
Example: The scale of values ranges from -3 to +3. The minus range defines which values people are not very oriented towards. Here for example "Conservatism". The positive range reflects the values which people are oriented towards. An average value of 0 to 1 shows a rather weak to average orientation, whereas an average value of 1 to 2 indicates average orientation. The indices are a summary of different value questions which are listed in Table 2.

Some leanings are segmented based on political views. In 2014, left-wingers are slightly more post-materialistic than those on the right, with the difference slightly more marked than in 2013. As in the previous year, those on the right wing are more materialistically oriented than left wingers. Both values have accentuated slightly among those who would describe themselves as in the middle. Conservative views have declined, especially among those describing themselves as left-wingers but also among those who see themselves as middle-of-the-road, politically speaking. This is where hedonistic views have also decreased most.

Fig. 38

Values Switzerland 2014 According to Classification Left-Right

Aggregation of different questions concerning values, to indices with -3 as minimum and +3 as maximum.



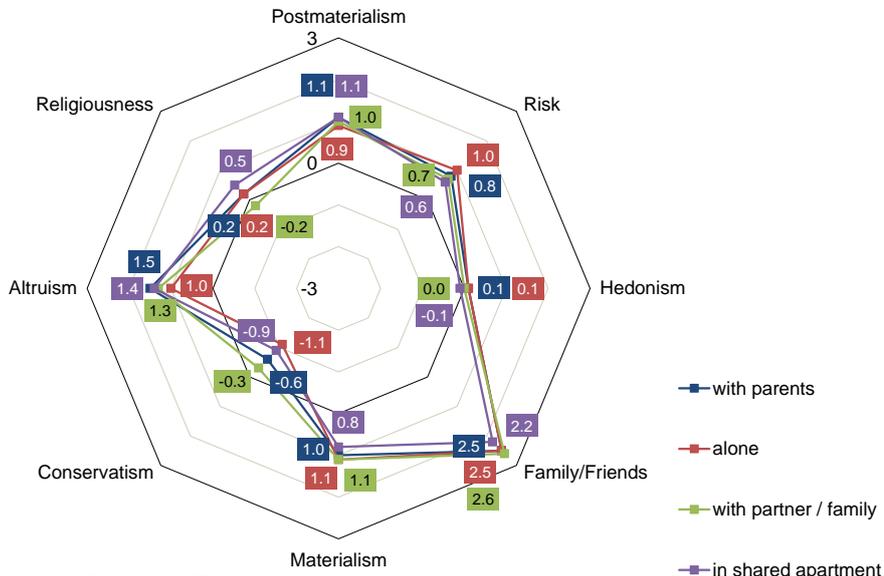
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There are also interesting differences in values based on living situations. For example, young people living alone appear less altruistic, less conservative, less post-materialistic and more willing to take risks than those who live with their parents, with a partner, their own family or in shared accommodation.

Fig. 39

Values Switzerland 2014 According to Housing Situation

Aggregation of different questions concerning values, to indices with -3 as minimum and +3 as maximum.



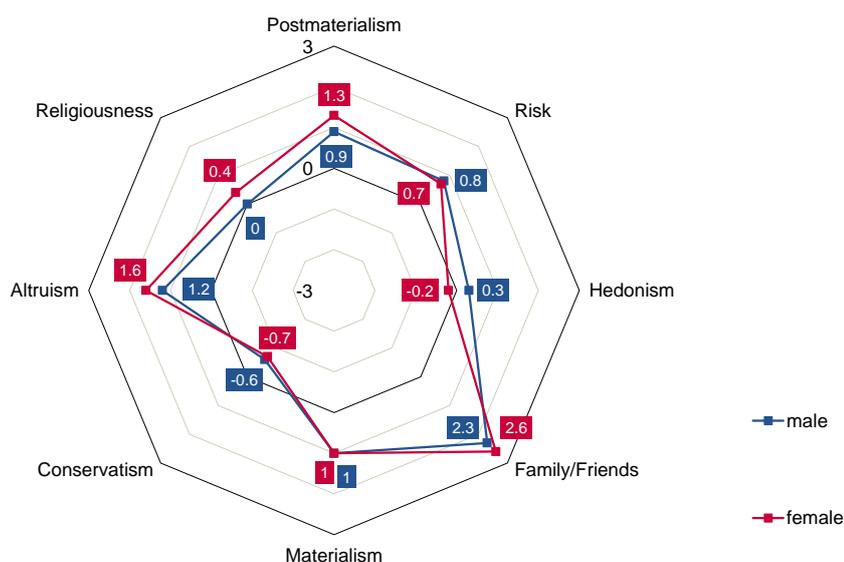
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There are also differences between the different sexes when it comes to values. Men are less post-materialistic, slightly more conservative, more hedonistic and slightly more likely to take risks than women, who place more emphasis on family and friends and are more altruistic and more religious.

Fig. 40

Values Switzerland 2014 According to Gender

Aggregation of different questions concerning values, to indices with -3 as minimum and +3 as maximum.



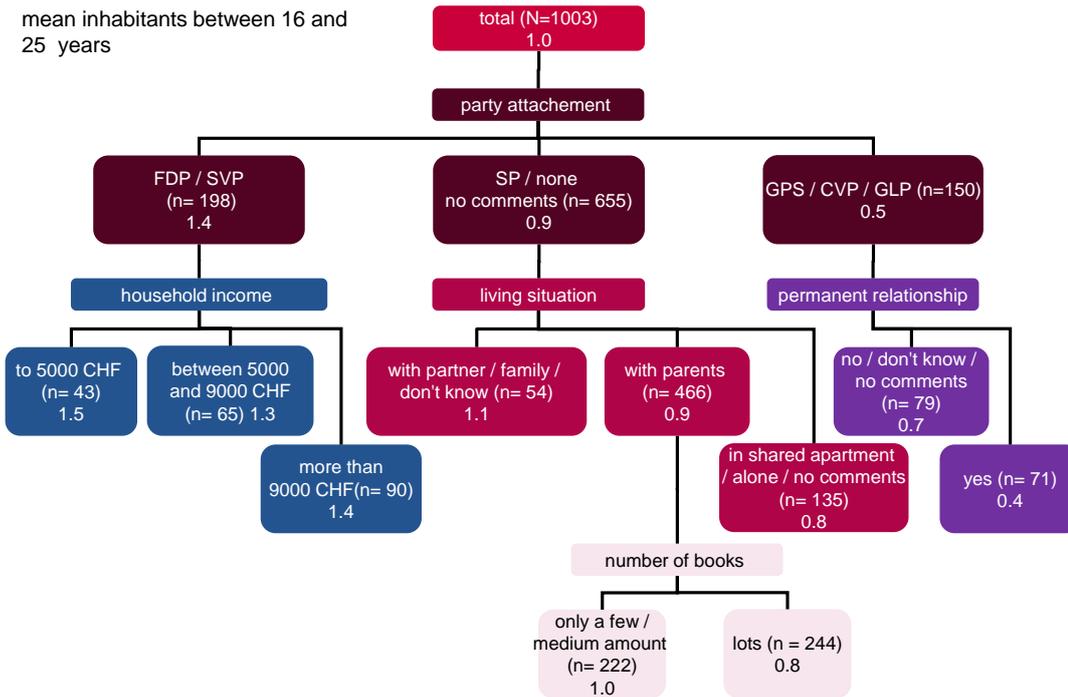
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The individual values can also be differentiated based on other socio-demographic characteristics. We use the answer tree method for this. This method differentiates a starting population into content-relevant population components, with both the significance of the difference observed and the significance in terms of explaining the dependent variable providing criteria for assignment. The method is visualised based on a tree, with the biggest branches attributed the most weight in terms of explanation and further branches refining this explanation.

Based on the answer tree, it becomes clear that materialism is primarily defined along party lines. Young people who affiliate themselves with the Greens, the CVP and the Green Liberals are least materialistic. However, among these, those in a stable relationship prove to be even less materialistic. However, FDP, The Liberals and SVP sympathisers with an income of up to CHF 5000 are the most materialistic.

Fig. 41

Answertree Values Switzerland: Materialism

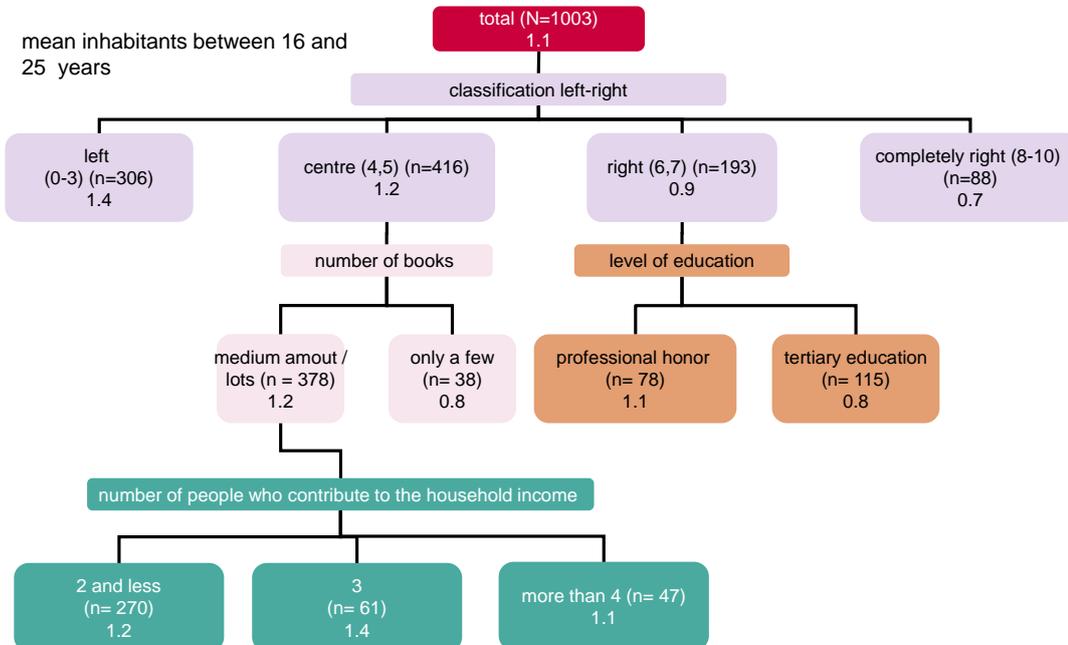


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Orientation towards post-materialistic values is most easily differentiated along political lines. Young people who would consider themselves left-wing are the most post-materialistic.

Fig. 42

Answertree Values Switzerland: Postmaterialism



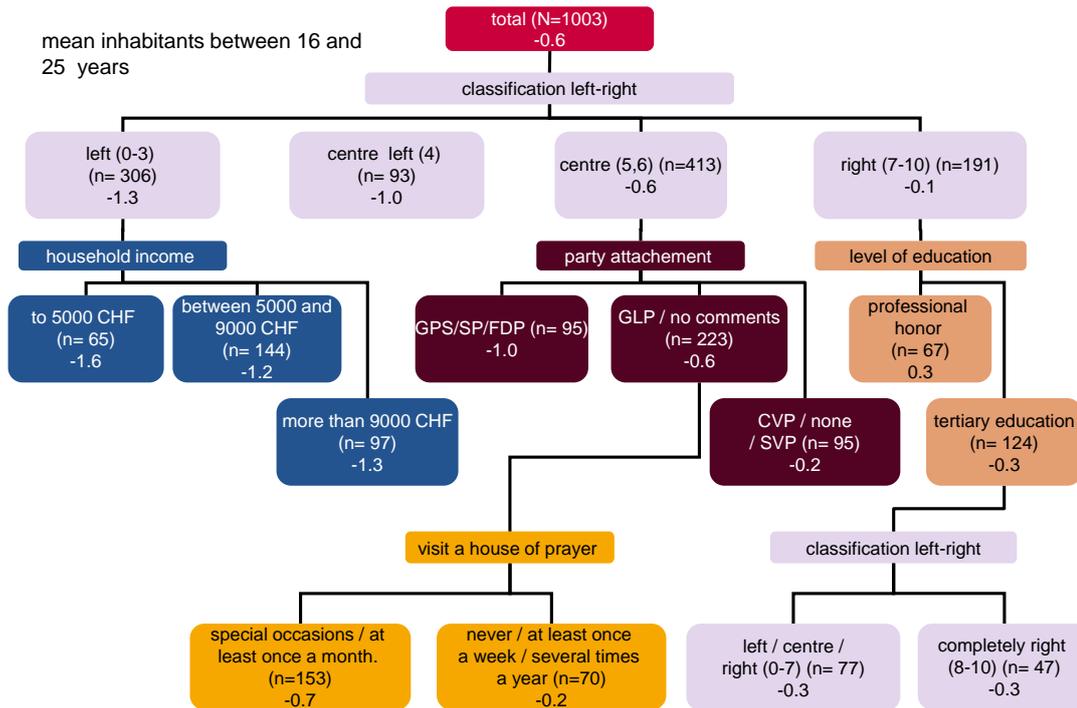
© gfs.bern, youth barometer, April-June 2014 (N = 1003)

Conservative views can also be defined based on the political scale. Young people who would consider themselves relatively left wing are less conserva-

tive than those who see themselves on the right wing. The most conservative are those who are relatively right wing and have completed vocational training.

Fig. 43

Answer tree Values Switzerland: Conservatism

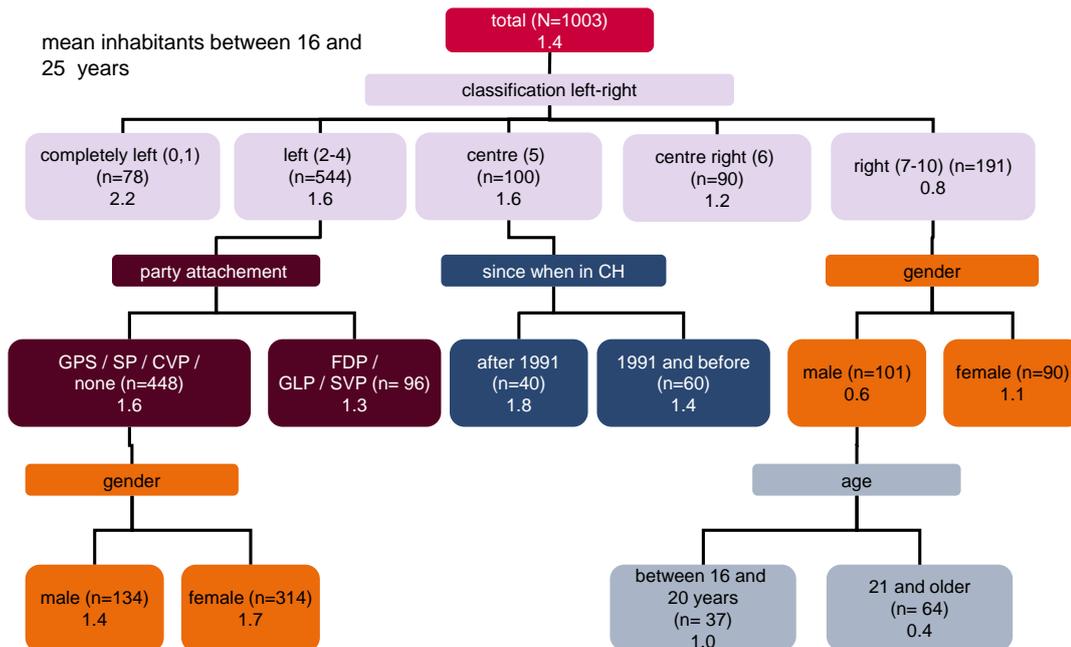


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Political positioning along the left to right scale also has the greatest impact on altruistic values. Young people who see themselves on the far left are particularly altruistic. Gender, party affiliation, length of time spent in Switzerland and age all also have an effect.

Fig. 44

Answer tree Values Switzerland: Altruism

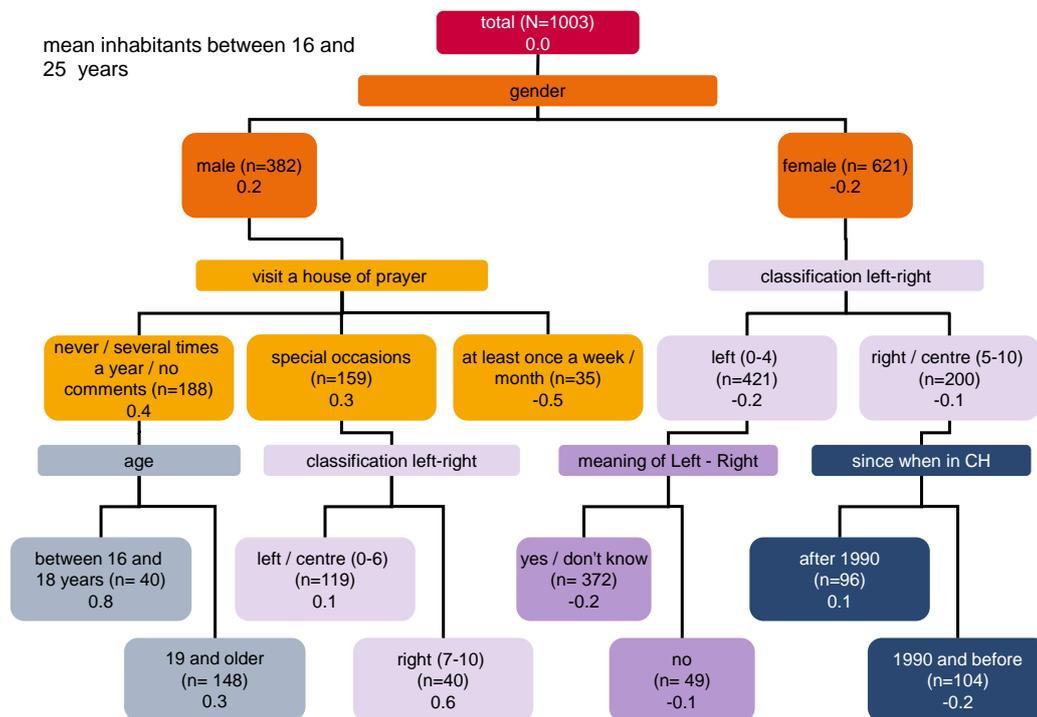


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Hedonistic views can most easily be differentiated by gender. Men are clearly more hedonistic than women. Men of between 16 and 19 who go to church a few times a year or never are the most hedonistic.

Fig. 45

Answertree Values Switzerland: Hedonism

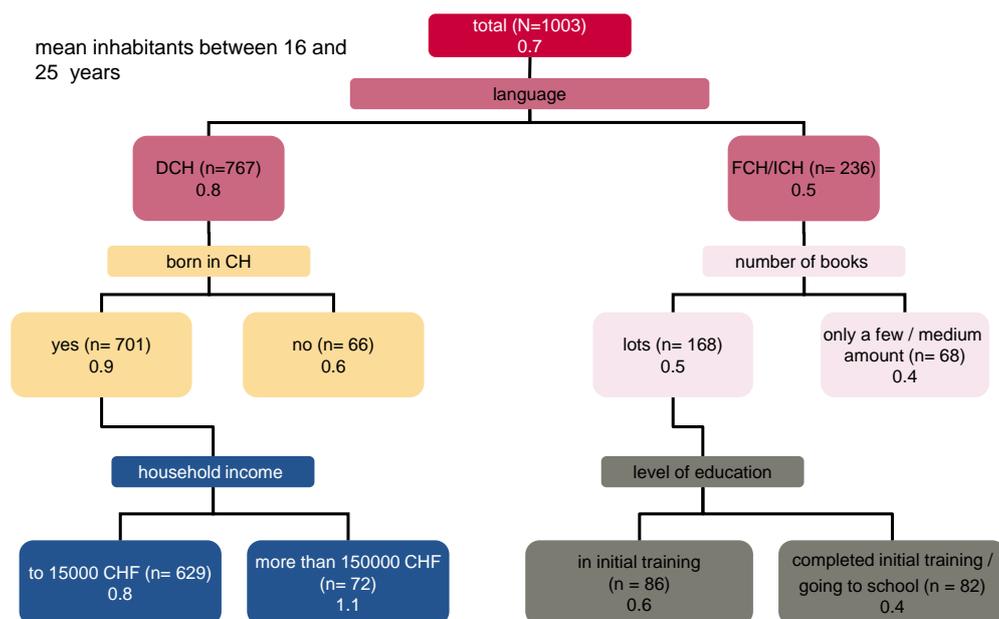


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The willingness to take risks differs according to region. Young people from German-speaking Switzerland are more willing to take risks than their Italian and French-speaking contemporaries. German-speaking Swiss people who were born in Switzerland are most willing to take risks.

Fig. 46

Answertree Values Switzerland: Risk



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The most important point of orientation for 16 to 25-year olds living in Switzerland is family and friends. How much they are orientated towards family and friends primarily depends on their gender. Men are slightly less focused on them than women, especially men who sympathise with FDP. The Liberals, the CVP, the SVP or no party. Religiousness is most clearly defined based on frequency of going to church. A secondary distinction can be drawn based on regions, with the German-speaking young people less religious than their French and Italian-speaking counterparts.

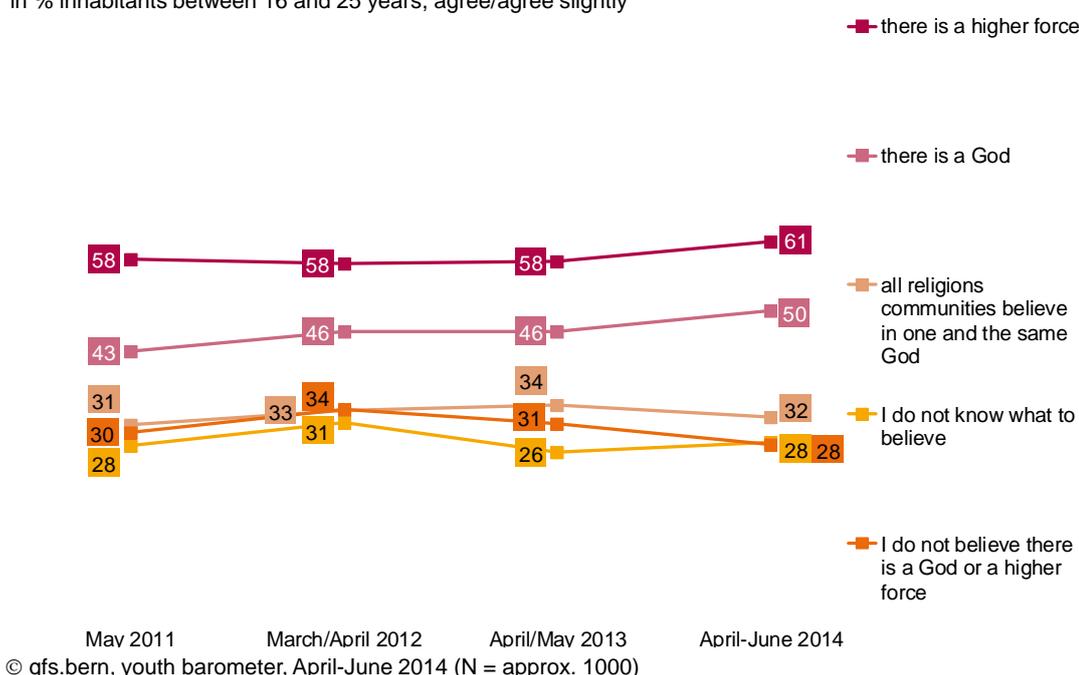
For the first time since spiritual views were investigated, 50 percent of Swiss young people indicated that they believe there is a God. 61 percent believe in a higher force.

Fig. 47

Trend Statements spiritual views Switzerland

"Please indicate which statements best correspond to your spiritual views. Please state whether you agree with each of the statements or not."

in % inhabitants between 16 and 25 years, agree/agree slightly



3.6.1 Interim assessment

Overall, Swiss young people are optimistic, modern and global thinkers. Family and friends are particularly important to them. The second most important driving force for young people in Switzerland is altruism. In this respect, as well as in their orientation towards conservatism, materialism and post-materialism, a distinction can be made between young people who are more on the left of the political spectrum and those who are positioned more on the right. Those on the left of the political spectrum are less conservative, more altruistic and more post-materialistic. By comparison, right-wingers are more materialistic. The value systems can thus be best differentiated according to political milieu. But living situations, gender and other socio-demographic characteristics do also have an impact.

4 Summary

The internet plays an extremely important role for young people. It is used far more than any other media. But young people are not naive in their use of the internet, they are well aware of the dangers lurking within. They therefore demand better protection of their data, as they do have an interest in publishing personal data on specific internet platforms. Young people are very concerned that this data be protected so that they themselves can decide how it is used. As one of these platforms, Facebook still has many members among the young people, but daily use is still in decline and it is perceived less and less as fashionable. Smartphones and the associated WhatsApp, along with news apps, are becoming more central in order to communicate with friends and find out the news. This shift towards mobility is also apparent in the working world, although in a slightly different context. Swiss young people are more than ever interested in working for a big multinational company, whether it is in Switzerland or abroad. But they feel their youth disadvantages them in the employment market. In general, however, fears about unemployment have declined. While one third cited unemployment as one of the most important problems for Switzerland a year ago, the figure is now down to one in four young people in Switzerland. Young people do indeed see new opportunities in the employment market as a result of new offers. However, concerns about pensions, the EU and the bilateral agreements have increased compared to the previous year. This is clearly linked to the widely discussed effects of the mass immigration initiative, which has now been approved. When asked directly about the relationship between Switzerland and the EU, young people in Switzerland are in favour of the continuation of the bilateral agreements. In general, it is clear that the feeling of belonging to the European community has not changed as a result of the problem becoming more apparent. However, young people still feel they really belong among their own friends and family, who are most important to them. As a result, this year again, they place most importance on friends that they can rely on. After honesty and loyalty, a good family life or a good relationship are also very important points. This fits in with the image of Generation Y¹, who want self-development and demand more time with friends and family. It does not mean that the young people of Switzerland are conservative. They are more characterised by a modern, open approach to the world. The young people would describe themselves as considerate, which is why altruism is close behind friends and family in their value systems. The leaning towards post-materialistic or materialistic values is a little less marked. In general, differences in values can most clearly be differentiated based on political views, but also based on other socio-demographic characteristics, such as gender.

¹ Basic definition of the cohorts in terms of years of birth as follows: Generation X – 1965-1976, Generation Y 1977-1999, Generation Z 2000- ... For a discussion on content, compare the explanations in this report and Wikipedia in German and English.

Finding 1

For young people in Switzerland, the internet plays an extremely important role. However, they are aware of the risks it poses and want to be protected against them. At the same time, they are not afraid of publishing personal evaluation on internet platforms.

Finding 2

Current problems are still dominated by issues relating to foreigners, their integration and the free movement of people. Increasingly, young people are concerned about pensions, with perception of unemployment as a problem decreasing. Awareness of problems relating to the relationship with the EU have increased by a long way, probably because it is a current issue.

Finding 3

Switzerland's relationship with the EU is perceived as more of a problem than it was just a year ago. However, for the majority of young people, it is clear that the bilateral agreements need to be continued. In general, the perception of Switzerland abroad is thought to have worsened slightly. However, this does not change the young peoples' positive view of Switzerland.

Finding 4

Swiss young people are currently more interested in a job with a large multinational company, whether in Switzerland or abroad. However, they do feel their youth is a disadvantage when it comes to job-hunting.

Hypothesis 1

The awareness and more critical views of young people on the web are in contrast to their behaviour, which is dynamic and usage-oriented. So views and behaviour do not need to agree, but can certainly influence one another.

Hypothesis 2

The relationship to other countries and currently specifically the relationship to the EU have a clear impact on trust and political awareness. In economic terms, young people in Switzerland are not averse to seeking their fortunes abroad. But they do think the Swiss employment market offers good prospects.

Hypothesis 3

Trends are strongly determined by communication media and are changing. Smartphones and WhatsApp are becoming more popular while the role of Facebook is diminishing further. News apps are also on the up. Times are changing in terms of media use.

Hypothesis 4

The mainstream of young Swiss remains strongly orientated towards family and friends. At the core of their value system however, the orientation towards material and post-material values plays an important role, with clear differences emerging between milieus. Left-wingers attach more importance to post-materialism; right-wingers combine materialism with a slight degree of conservatism.

5 Appendix

5.1 gfs.bern-Team



LUKAS GOLDER

Senior Project Manager, Member of the Management, Political and Media - Scientist, MAS FH in Communication Management

Specialist areas:

Integrated communication and campaign analyses, image and reputation analyses, media analyses / media effect analyses, youth-related matters and social change, voting, elections, modernization of the state, health reforms.

Publications in anthologies, specialist journals, the daily press and on the Internet.



CLAUDE LONGCHAMP

President of the Supervisory Board and Chairman of the Management Board of gfs.bern, Supervisory Board of gfs-bd, Political Scientist and Historian, Lecturer at the Universities of Zürich and St Gallen and the Zürich Winterthur University, MAZ Lucerne and at the VMI of the university of Fribourg.

Specialist areas:

Votes, elections, parties, political culture, political communication, lobbying, public opinion, racism, health and financial policy.

Numerous publications in book form, in anthologies, scientific journals.



CINDY BEER

Project Manager, Sociologist

Specialist areas:

e-government and e-health, health policy, communication controlling, image and reputation analysis, qualitative methods, youth research and changing society.



MARTINA IMFELD

Project Manager, Political Scientist

Specialist areas:

Analysis of political subjects and issues, national votes and elections (SRG trend, VOX analyses, election barometer), image and reputation analyses, integrated communication analysis, media content analysis, qualitative methods, society issues (youth research, racism, families, middle class).



STEPHAN TSCHÖPE

Head of Operations and Maintenance, Political Scientist

Specialist areas:

Coordination services, complex statistical data analyses, EDP and questionnaire programming, projections, analyses of parties and structures with aggregated data, integrated communications analyses, visualisation.



MEIKE MÜLLER

Project Assistant, Sociologist and Media Scientist

Specialist areas:

Data analyses, programming, integrated communications analyses, qualitative data analyses, coordination services, media analyses, research, visualisations.



PHILIPPE ROCHAT

Project Assistant, Political Scientist

Specialist areas:

Data analyses and databases, programming, integrated communications analyses, media analyses, research, visualisations, projections.



CAROLE GAUCH

Junior Project Manager, Media and Political Scientist

Specialist areas:

Subject and issue monitoring, referendums and votes, opinion forming on foreign policy issues, media content analysis, qualitative methods, field research.



CLOÉ JANS

Trainee, Political Scientist

Specialist areas:

Research, speaker support, teaching assistance, data analysis, programming, media analysis, visualisations.



Johanna Lea Schwab

Secretary and Administration, EFZ Business

Specialist areas:

Desktop publishing, visualisation, project administration, presentation administration.

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