

The 2011 Youth Barometer

The online survey was conducted by the research institute Evalueserve in collaboration with gfs.bern between March and May 2011. Questions were put to 1,001 young people living in the US aged between 16 and 25 years. A total of 1,012 young people took part in the Swiss online survey and 1,018 in Brazil, out of which 20 percent were interviewed face-to-face, in order to depict a more reliable picture of the country where the poorest have no access to a computer. Further analysis can be found at www.credit-suisse.com/bulletin.

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Young People Are Showing Greater Environmental Awareness

How do young people in Switzerland relate to spirituality? And how do they feel about religious minorities? The 2011 Credit Suisse Youth Barometer focuses on religion, but also reveals other significant findings.

Text: Andreas Schiendorfer

More than three-quarters of the younger generation (76%) believe that different religions can peacefully coexist in Switzerland. A similar number (70%) feel that religious minorities should have the freedom to practice their religion, but only as long as their practices in everyday life are consistent with Swiss laws. This fundamentally tolerant attitude is combined with the expectation that religious minorities should adapt to Swiss customs (59%).

This second Credit Suisse Youth Barometer focuses on religion, while the subject of new media was the focus in 2010. The mind-set of young people living in Switzerland toward religious issues is complex and ambivalent, and it especially conveys a degree of unease with the state church.

Feeling Alienated by the Church

Nearly three-quarters of 16- to 25-year-olds in Switzerland indicate that they belong to a Christian denomination (73%), specifically the Roman Catholic Church (39%) and the Swiss Reformed Church (27%), each of which has a membership rate of about 40 percent for the total population. This very high rate, in spite of tax implications, stands in contrast to dramatic internal emigration. Only about one-fifth of youths feel like they really belong to a religious community (22%), whereas three times that number explicitly said they did not feel that way (68%). This figure is significantly lower than that for those who feel that they are members of European society (37%).

Therefore, it should come as no surprise that only a little more than one-quarter of young people attend church or other place of worship several times per year (27%). Most of them attend only on special occasions, like baptisms, weddings and funerals (56%). Con-

versely, only one-seventh of respondents categorically rule out attending church (15%).

More than half (58%) of young people believe in a higher spiritual power, while almost half (43%) believe that power is God. Of them, nearly three-quarters are convinced that all religions ultimately believe in the same god (31%), which almost surely results in the documented tolerance in questions of faith. Two-thirds indicated that they are sympathetic to the struggle for religious freedom (63%). No less than four-fifths (81%) of respondents believe that people should not resort to violence when religious conflicts arise. Even in Switzerland, however, almost one-tenth (9%) of young people approve of the use of violence in religious conflicts, which represents a potential threat that should not be underestimated. A clear majority (61%) of young people expect that religious conflicts will increase, and an astonishing number (27%) have already experienced such a conflict in their own environment.

The Five Most Important Problems

The question of the five most important problems is interesting because, in Switzerland, the answers can be compared with the results of the traditional Worry Barometer and thus with the attitude of everyone in the population who is entitled to vote. Unemployment has topped the Worry Barometer for years, followed by retirement provisions and health care. For financial reasons, both of these areas cannot simply maintain their current standards without additional attention, and they represent yet another challenge for today's young people for demographic reasons. The Youth Barometer shows a different emphasis, however. Health care issues (18%) are no longer

at the forefront, and unemployment / youth unemployment (39%) and retirement provisions (36%) hold second and third place. However, the rating for unemployment is almost twice as high (76%) in the Worry Barometer. Young people are most worried (45%) about issues surrounding foreigners, who make up 22 percent of the Swiss population. This may be related primarily to discussions regarding freedom of movement between Switzerland and the European Union, which is leading to an additional increase in the foreign population and to integration problems. In addition, young people view racism and xenophobia (23%) and refugee and asylum issues (22%) as problems. Young people consider violence and crime-related issues to be problematic to a somewhat lesser extent than expected (18%); the general population largely blames these problems on foreigners. The right of foreigners to vote, which was polled in another context, was endorsed by 29 percent of those surveyed. This is a higher approval rating than for lowering the voting age to 16 (23%), but lower than for introducing mandatory voting (38%).

The challenges surrounding environmental protection (34%, +5%) and nuclear energy (27%, +14%) issues have clearly gained significance among young people. This corresponds with the question of issues that are important to individuals; for youths, protecting the environment takes top priority (58%, +5%). Certain financial considerations resonate with them as well, however. Increasing oil and gasoline prices worry a growing number of young people (19%, +6%) a great deal.

A Good Boss and an Exciting Career

How do 16- to 25-year-olds define the ideal employer? The vast majority of them would like to work either for a family-run business (77%) or a large-scale enterprise operating internationally (67%); reversing the preferences from 2010. The public sector (53%) and large-scale enterprises operating exclusively in Switzerland (52%) are significantly less attractive, although they both still exceed the 50-percent mark. Slightly behind them are state-owned enterprises such as Swiss Post and the Swiss Federal Railways (47%) and charities and nongovernmental organizations (41%).

A person's direct supervisor is obviously crucial to personal well-being. Young people want to have a good boss (98%). Employers should be generous and tolerant toward their employees (98%), have a modern and creative outlook (87%), offer a modern working environment (86%), and provide opportunities for education and training as well as temporary assignments abroad (89%). Likewise, many young people feel that it is important for their employers to be environmentally friendly (78%) and provide career opportunities for women (73%). Involvement in social causes (66%) and sponsorship of cultural and sports events (48%), in contrast, are somewhat less important when it comes to evaluating one's own employer.

Finally, young people simply want to have an exciting job (85%) and receive good continuing education (77%). This continuing education provides personal satisfaction, above all; an astonishingly low number of youths are truly concerned with having a serious career (40%), and it seems that public recognition is not a goal they consider worthy of pursuing (23%).

Personal well-being therefore depends on one's personal environment, rather than on a professional or public-sector career. Having friends that one can rely on (95%) is the highest life goal, followed by a good family life or partnership (89%), based primarily on a combination of honesty (89%) and loyalty (87%). These are >

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1 Statements About Spiritual Views

Please indicate which statement most closely corresponds to your spiritual views. Indicate whether each statement applies to you.

There is a higher power	34	24	15	11	16
God exists	27	16	20	12	25
I do not believe in god or a higher power	16	13	14	15	42
All religions believe in the same god	15	16	17	14	38
I do not know what to think	10	18	11	16	45

I agree I agree somewhat don't know/no answer I disagree somewhat I disagree

In % of residents between 16 and 25 years old

2 Statements About Religion

We have gathered some frequently heard statements on the subject of religion. Please indicate if you agree completely, agree somewhat, disagree somewhat, or disagree completely.

No sympathizing with violence	62	19	10	5	4
Peaceful coexistence in Switzerland	35	41	7	14	3
Freedom of religion for all	31	39	15	12	3
Adapting to Swiss customs	25	34	11	21	9
Sympathizing with the struggle for religious freedom	24	39	10	14	13
Increased conflict	24	37	15	19	5
Conflicts in the immediate environment	11	16	7	21	45

Agree completely agree somewhat don't know/no answer disagree somewhat disagree completely

In % of residents between 16 and 25 years old

In % of residents between 16 and 25 years old who find the following things extremely or very important for them personally



3 Swiss Youth Find Friends and Family Extremely Important

Having friends they can count on is what young Swiss people find the most important when asked what they strive for in their lives.





4 Interest in Current Events

What interests you most in the realm of current events?

In % of residents between 16 and 25 years old who read up on the following at least occasionally



followed by an exciting job and an enjoyable life (85% each), as well as being respected as a person (80%). The percentage differences are extremely small and sometimes fall within the sampling error range, but the order of these seven items is the same as it was the previous year. Only living a responsible life (78%) edged out good education and training (77%).

The Swiss Love Free Newspapers, Television and Radio

Swiss young people prefer to get their news from the following sources: free newspapers (74%), television (71%), Internet news sites (57%) and the radio (52%).

In comparison with other countries, the Internet is a much less important information source in Switzerland than it is in Brazil and the USA, for example. Although 87 percent of young people in Switzerland have joined Facebook, social networks are seen by only 32 percent as a significant source of information. This stands in stark contrast to the US (51%) and Brazil (67%). The Swiss (29%) are ahead of the US (25%) and Brazil (13%) only in terms of news apps for smartphones. Conversely, while Swiss people rely more heavily on free newspapers than Americans and Brazilians do, they also read daily newspapers (35%) and weekly papers (23%) to a slightly greater extent.

More than three-quarters of Swiss people read up on current events at least once a day (77%). This makes them (slightly) more information-hungry than Brazilians (76%) and Americans (64%). Music is very high on the list in all three countries: 57 percent of young people in Switzerland are interested in finding out about music. This figure is exceeded only by interest in the weather (61%). Along with the weather, the Swiss are ahead with regards to their interest in regional activities (57%), sports (48%), politics (47%) and business (39%), in comparison to other countries.

The Swiss Spend on Vacations

What would Swiss young people do if they were to receive a gift of 10,000 Swiss francs (12,220 US dollars). From that sum, they would save an average of 5,345 francs in some form or another, and spend the remaining 4,655 francs. Spending would first be directed toward a vacation (1,439 francs), then toward family members (712 francs), clothing and jewelry (682 francs), and cars (678 francs). Other uses for the money – a significant distance behind the others – include donations (355 francs), gifts (343 francs), sports (234 francs) and cosmetics/spa treatments (202 francs).

This relative propensity toward consumerism among Swiss youth corresponds with their rather hopeful appraisal of the societal situation (31% vs. 21% who have a negative view) and of their own future, in particular (64%).

The Seven Main Trends

And finally, the seven key trends among young people in Switzerland: getting together with friends (96%), texting (92%), sending e-mails (88%), traveling abroad (85%), meeting new people (83%), spending time on Facebook (81%), and being themselves (81%). In contrast to 2010, television lost some ground (from 80% to 76%), while Italian foods like pizza and pasta (89%) were not included in the poll. But that does not mean that young people in Switzerland no longer enjoy it. <

5 Employment Preferences

What is your preferred work environment?

An internationally active large-scale enterprise	67
	70
A small or medium-sized private company	77
	68
A large-scale enterprise active only in Switzerland	52
	52
Federal, cantonal or local government	53
	45
A public sector entity, Swiss Federal Railways, Swiss Post, etc.	47
	42
A charitable institution or NGO	41

May 2011, August/October 2010

In % of residents between 16 and 25 years old who would like or would very much like to be employed there

6 Preferred Characteristics for Employers

How important to you are the following employer characteristics?

Good boss	98
	95
Generous and tolerant toward employees	98
	95
Modern and creative	87
	87
Provides opportunities for education and training as well as temporary assignments abroad	89
	84
Modern working environment	86
	83
Environmentally friendly	78
	72
Women have good career opportunities	73
	71
Involvement in social/charitable projects	66
	68
Sponsors cultural and sports events	48
	48
Working from home is an option	35
	37

May 2011, August/October 2010

In % of residents between 16 and 25 years old who found them very important or somewhat important

An Optimistic US Youth, Worried About Unemployment, Strives for Honesty

Young Americans are optimistic about their own future though worried about the country's high unemployment and the rising gas prices. They spend several hours a day online, prefer to contact their friends through text messaging, strive for honesty in life, according to the results of the 2011 Credit Suisse Youth Barometer – carried out simultaneously in the US, Brazil and Switzerland between March and May.¹

Text: Dorothée Enskog

This year's survey depicts a hopeful and optimistic American youth, when the means, possibilities and solutions at their disposal for their own personal future are taken into account (see Figure 1). A majority, or 56 percent, are fairly optimistic about their own future. This positive stance clashes with their views about the future of society, where only a quarter are fairly optimistic (see Figure 2). Compared with their Brazilian and Swiss peers, the US youth is clearly the most pessimistic; a result maybe explained by the recent recession the country is emerging from, the country's high unemployment, as well as the rapid economic rise of China and India.

Unemployment and Gas Prices, a Worry

Unemployment is the main worry of young Americans (see Figure 5 on p. 18). Three-fifths of those polled cite joblessness among America's five greatest problems. The latest available employment data from the US Bureau of Labor Statistics backs this finding. The number of employed 16- to 24-year-olds was 48.9 percent last summer, the lowest rate since 1948, when the collection of this type of data began, while the youth unemployment rate among the same age group hovers around 20 percent – the highest level on record. More than three-quarters of those polled acknowledge that you should be grateful if you nowadays even manage to find a job.

The sharp increase in gas prices also worries young people. Some 56 percent pointed to this rising trend, giving it a second-place ranking as American's second-greatest problem in May 2011 compared with just 41 percent in October 2010. During this period, gas prices at the pump have risen from 2.9 US dollars per gallon to just above 4 dollars per gallon, according to the US Energy Information Administration. Other problems cited – schools and the education system, terrorism, health issues and health insurance, the economic crisis and energy issues – also cause the US youth concern, but to a far

lesser extent. Approximately a quarter of those polled rate these among America's five great problems. The fear of terrorism has declined since the last survey, now worrying 27 percent compared with 33 percent in October. Old age and retirement provisions, the financial and banking crisis, environmental protection and environmental disasters, crime and personal safety, new poverty and poverty among the younger generations worry few – less than 16 percent.

Honesty and Loyalty of Utmost Importance

When asked what they strive for in life, a number of traditional values are cited, with honesty coming first (see Figure 4 on p. 16). Some 84 percent of young Americans surveyed view this virtue as extremely or very important, closely followed by loyalty, being respected as a person, leading a good family life/relationship and enjoying life to the fullest – cited by more than 80 percent. In Brazil, on the other hand, obtaining a good education and / or further training and having an exciting job rank among the five most cited objectives. Neither of these two choices ranks among the young Americans' top 10 priorities.

This, however, does not mean that education and work do not matter to them. Nearly three-fifths of those polled responded that work and education is more important to them than their leisure time. When it comes to their ideal employer, nearly 80 percent would like to work in a small or medium-sized company and around 60 percent for a large company. Working for the government or a local authority attracts just over half of the young people polled and a nongovernmental organization (NGO) as an employer a quarter.

Egalitarian, Socially Responsible Youth

For three-fifths of young Americans, actively supporting equality between men and women is important and something they want to

do themselves, with half of them stating they want children in the future and plan to share the work of raising them with their partners (see Figure 3). Only a quarter of those polled can imagine themselves being stay-at-home parents. Being involved with a charitable organization or actively supporting environmental issues is an activity approximately half of those surveyed consider as something they want to do themselves, while taking part in political demonstrations only attracts a quarter of those surveyed.

Being themselves and not pretending to be someone else is viewed as important for more than 80 percent of the young Americans, followed closely by meeting friends, watching TV series, going to the movies and getting to know new people. Traveling abroad during their holidays is not a priority for the majority, with just over half of those surveyed acknowledging that they would like to travel to other US states during their holidays. Going out in the evenings is another important component of young people's lives, with nearly half of them enjoying going to private parties or clubbing. More than 40 percent reply that drinking is something they like or would like to do. Conversely, smoking and taking drugs are considered to be "out" with less than 22 percent and 15 percent respectively stating they like or would like to do so.

Strongly Interested in Music

More than half of the young Americans surveyed inform themselves about events daily or several times daily; less than 10 percent responded that they never do so. Television, quite surprisingly, remains the most important source of information for 70 percent of young people (see Figure 6 on p. 19), with news pages and newspaper pages on the Internet coming in second. Social networks such as Facebook, Twitter and MySpace come in third position. The use of social media as a source of information is, for the moment, still a rather American phenomenon, not seen in the two other countries surveyed. The use of news applications on their smartphones as a source of information has not yet broken through among young Americans, with only 25 percent responding they do so.

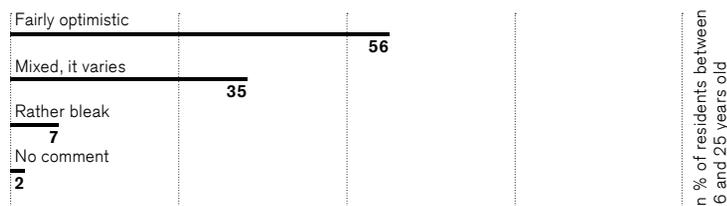
When informing themselves about daily events, more than half the US youth keeps up to date about music and weather-related news, closely followed by consumption-related news about new products and computers (see Figure 7 on p. 19). Culture, sports, parties, people, politics and regional news come in the middle, interesting approximately a third of young Americans, while business news only attracts a quarter. This probably explains why only 20 percent of those surveyed invest their money in shares, investment funds or mutual funds. More than 75 percent do, however, regularly save money and the age group's indebtedness is also relatively low. More than 75 percent of the sample group does not hold any private debts or loans, debts to mobile phone providers, car leasings, mortgages, debt to credit card companies or debt to acquaintances.

A Well-Connected Generation

The younger generation spends several hours a day surfing the Internet or watching television. Three-quarters of those polled spend more than one hour per day surfing the web and two-fifths admit that they use it more than three hours a day. Television seems to be the media losing out most: just over half watch the tube more than one hour and less than a quarter spend more than three hours a day in front of their television screens. Watching movies and television at home, alone or with friends, does nevertheless remain leisure >

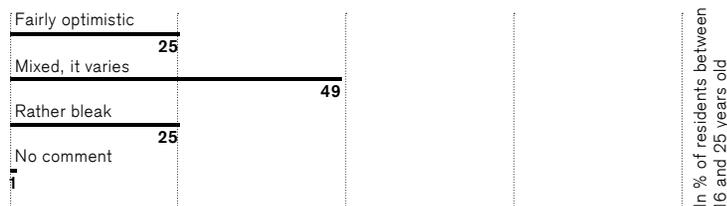
1 Optimistic About Their Own Future

The young Americans polled are generally fairly optimistic about their personal future, with less than 10 percent judging it rather bleakly.



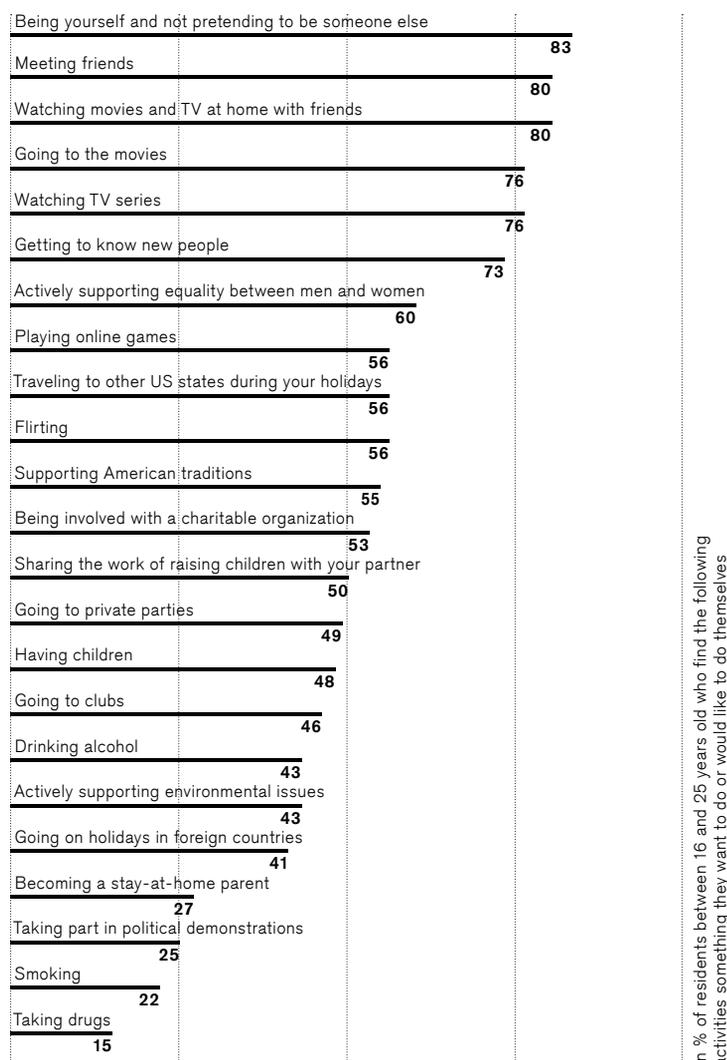
2 Pessimistic About Society's Future

These young people polled are much more reserved about their society's future, with less than a third judging it fairly optimistically – which is perhaps not so surprising for those living in the US.

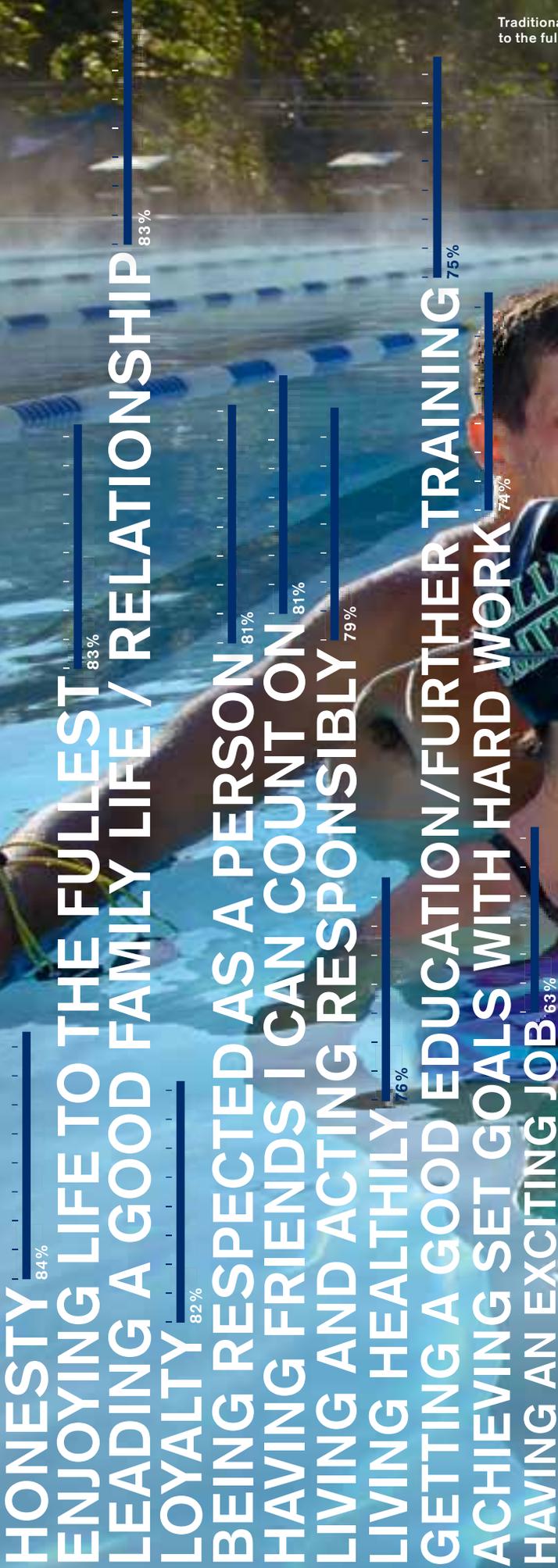


3 Friends, Movies and Television, the Main Leisure Activities

Being themselves, meeting friends, watching movies and television are among the most cited activities they want or would like to do, regardless of whether they consider these as being "in" or "out."



In % of residents between 16 and 25 years old who find the following things extremely or very important for them personally



4 Young Americans Want to Enjoy Life to the Fullest, With Their Families

Traditional values such as honesty and leading a good family life, but also enjoying life to the fullest top the list when young Americans are asked what they strive for in their lives.



In % of residents between 16 and 25 years citing Americans' five greatest problems

UNEMPLOYMENT 61%
GASOLINE / OIL PRICES 56%

SCHOOLS / THE EDUCATION SYSTEM 28%

TERRORISM 27%

HEALTH ISSUES / HEALTH INSURANCE AND PREMIUMS 27%

ECONOMIC CRISIS / ECONOMIC DEVELOPMENT 23%

ENERGY ISSUES 22%

OLD AGE / RETIREMENT PROVISIONS 16%

FINANCIAL / BANKING CRISIS 15%

ENVIRONMENTAL PROTECTION / ENVIRONMENTAL DISASTERS 13%

PERSONAL SAFETY / CRIME 11%

NEW POVERTY / POVERTY AMONG YOUNGER GENERATIONS 10%

5 Main Worries in the US

Unemployment and gas prices overshadow all other worries – when asked to cite the five greatest problems Americans currently face.

activities appreciated by more than three-quarters of those surveyed. Despite the numerous hours spent using the Internet, e-mails, messenger services or chats available on the web are not the main channels young people use to contact their friends (see Figure 8). Text messaging (SMS) is by far the most used means of communication to contact them (51 %), with voice calls made on their mobile phones and Facebook/Twitter coming in second and third position at 17 percent and 16 percent respectively. Landline calls and e-mails are cited by less than 10 percent of those polled as their most important means of communication. The use of chats or messenger services on the Internet is insignificant.

Though 90 percent of the US youth are Facebook members, just over half of them view Facebook as a passing trend. Some 40 percent of those with Facebook accounts have experienced bullying or annoying people trying to chat them up through the social networking service. Despite these negative online experiences, more than three-quarters of the young Americans believe Facebook is changing the world. They are also well aware that their Facebook data could land in the wrong hands.

Athletic and Mobile

Even if young Americans spend numerous hours a day in front of their screens, physical exercise hasn't been forgotten. Just over half of them like to bike, swim, jog or work out in a gym. Typically American sports such as football, baseball or softball and basketball rank in the middle, while golf, motorsports, skateboarding and hockey are the least popular sports cited.

Mobility is also of great importance for the US youth. More than 40 percent state that they use public transit such as trains and buses. Other regularly used means of transportation are bikes and mountain bikes, sport-utility vehicles and sports cars. It's worth pointing out that "normal" cars were not among the possible replies.

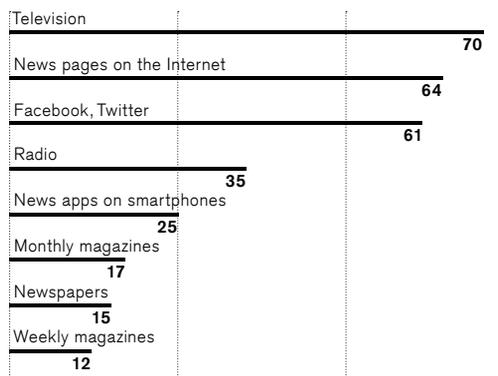
A Spiritual Youth

With regard to denominational affiliation, three-fifths replied that they adhere to a Christian church and one-tenth to non-Christian religions. The remaining third consider themselves as atheists or agnostics, a much higher proportion than in the general adult US population. According to the American Religious Identification Survey 2008, only a sixth of the adult US population described themselves as atheists, agnostics or with no religion. There are nonetheless no signs indicating that spirituality is on the decline in the US. More than two-thirds of the young Americans surveyed believe in the existence of a god or a higher power. These spiritual views do, however, not turn them into particularly fervent church, synagogue or mosque goers. Nearly a third replied that they never go to church, synagogue or mosque. On the other hand, a quarter responded that they go at least once a week. Another quarter answered that they only attend religious services for special occasions such as weddings and funerals.

Freedom of religious worship is guaranteed by the U.S. constitution and nearly two-thirds of young Americans completely agree. Just over half of them also replied that they tend to or do not at all agree that religious minorities should adapt to national customs. Three-quarters of young Americans also responded that different religions can live together peacefully in the US, though two-fifths state that they have experienced religious conflicts firsthand. <

6 Television Remains the Main Source of Information

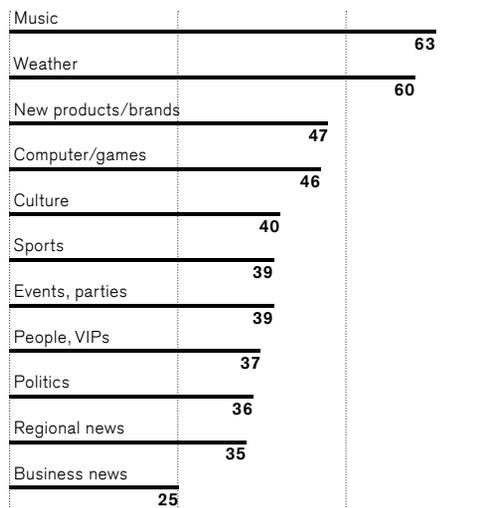
Television remains the most important source of information, closely tracked by the Internet. Other media such as radio and news apps on smartphones come way behind.



In % of residents between 16 and 25 years old responding how they keep informed about daily events

7 Music and Weather, the Most Soughtafter News

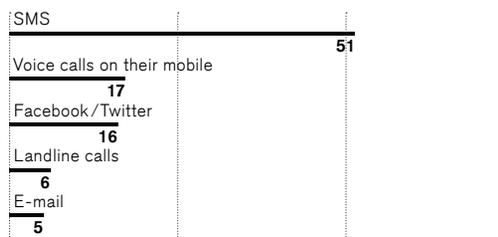
Music and weather-related news are the most soughtafter news. Consumption-related news about new products and computers are also of interest.



In % of residents between 16 and 25 years old responding what interests them about daily events

8 Texting Used to Contact Friends

To contact their friends, text messaging is by far the most important means of communications, particularly among women (57% compared with 43% for men).



In % of residents between 16 and 25 years old responding what ways they contact their friends

Brazilian Youth Have Faith in the Future, While Retaining Traditional Values

Optimistic about what tomorrow will bring, but equally concerned about the social and economic issues troubling the country today. This is the profile of young Brazilians revealed by the 2011 Credit Suisse Youth Barometer. Living in a largely Catholic country which is riding a wave of economic growth, the country's youth maintain the religious beliefs of their forebearers, but are completely in tune with digital technology and the virtual world.

Text: Suzana Camargo

It's been a number of years since Brazil was merely the country of football, carnival and women in bikinis on the beach. This stereotypical image has been replaced by the reality of a country that the world now sees clearly as one of the four nations that make up the BRIC countries or the Big Four, the world's biggest emerging markets – Brazil, Russia, India and China. A country in full economic growth and with a stabilized democratic system, Brazil today serves as an example to other Latin American countries. However, what was said in the past is something that the world and the Brazilians themselves still believe – “Brazil is the country of the future.”

The 2011 Credit Suisse Youth Barometer undoubtedly bears out this belief. Of the young Brazilians interviewed for the survey, 72 percent said they were fairly optimistic about their own future. When questioned about the future of society, they were more cautious: 34 percent expect things to get better and 29 percent said they were not sure what would happen over the next few years. This insecurity shown by the youth in relation to society demonstrates that, despite the economic boom the country has gone through in recent decades, a large proportion of the Brazilian population still faces major structural problems such as lack of access to good public schools, an efficient health system or functional public transport. In addition, Brazilians still face the serious challenge of combating violence and corruption in politics.

Aware of the negative side of the social situation, it is not surprising that 83 percent of the young people interviewed highlighted honesty as being an essential part of their lives, judging it as extremely or very important (see Figure 1 on p.22). Out of this total, an entire 66 percent said that being honest is extremely important. Equally important in the life of these young people are good family relationships (84%), having a good education or training in the future (83%), as well as having a good career (80%).

In this second edition of the Youth Barometer, religion was a new question for young people in the United States, Switzerland and Brazil. The South American country is considered one of the largest Christian nations in the world. According to data from the last national census carried out in 2010, around 75 percent of Brazilians are Catholic. However, in recent years there has been a change in the religious behavior of the population. Specialists refer to the phenomenon as the Evangelical explosion, since so many people have left the traditional Catholic Church and decided to follow a new faith. In fact, the faith known as Evangelicalism in Brazil is nothing more than a new strand of Protestantism. Some theologians argue that the distance between priests and worshippers is one of the main reasons for the migration to the Protestant creed. Another difference with the teachings of the traditional Catholic Church is seen in the current neo-Pentecostal churches – popular since the 1980s – which spread the theology of prosperity, in which the Christian faith is key to material success. Money and faith are not excluded from the new churches that have sprung up in Brazil.

Out of the 1,018 young people aged 16 to 25 included in the survey, 46 percent said they belonged to the Roman Catholic Church and 22 percent to the Protestant or Evangelical Church. Only 3 percent of the interviewees said they were atheists or agnostics, a much lower number than for young Swiss and Americans (12% and 14%, respectively). Aside from being a generation of young people who mostly believe in the existence of a god (the response by 88% of those interviewed [see Figure 2 on p. 21], compared with just 43% for the Swiss and 69% for the Americans), the Brazilians also carry out religious observance. The Youth Barometer shows that 36 percent go to church at least once a week and another 19 percent go at least once a month. Thus, a combined 55 percent of young people regularly attend temples and churches (see Figure 3). The strong spiri-

tuality of young Brazilians has historic roots. Colonized by Portugal, the country received its religious inheritance from Portuguese settlers, and the native people who lived there were converted by Jesuit priests. There have also been innumerable waves of immigration that have brought huge colonies of Africans, Germans, Japanese, Arabs and many other nationalities to the country. The newcomers brought with them different cultures, customs and religions, which has meant that the Brazilian people have always been more open and receptive to cultural pluralism. As proof of this, 83 percent of those surveyed agree that there should be religious freedom for all, and 81 percent believe in peaceful coexistence between practitioners of different religions. Surprisingly, however, the Youth Barometer reveals that 68 percent of young Brazilians believe there could be an increase in conflicts caused by religious issues.

Young People of the Digital Age

People used to say that the younger generation was always tuned in. Today, they are connected. Always. At all times. Whether through cell phones, tablets or computers, adolescents stay up-to-date every day through the new media of the Digital Age. Music, sports, regional news and culture are the subjects they find most interesting. Like the Americans, Brazilians use television as their main source of information (74%), followed by the Internet (68%) and social networks such as Facebook, Orkut, Twitter and MySpace (61%). Accustomed to the speed of the web, Brazilians consider the Internet and television to be more important sources than printed media. Only 25 percent of interviewees cited printed newspapers as their news source (see Figure 4).

The number of Facebook users in the country is growing daily, but the Americans are still the largest group of social networkers: 90 percent of them, compared with 79 percent of young people in Brazil and 87 percent in Switzerland. The Brazilians' less skeptical and more relaxed view of life is highly visible in one of the more curious results of the survey: only 54 percent of them said they fear that information on Facebook could fall into the wrong hands (see Figure 6 on p. 25). Both Americans (85%) and the Swiss (89%) showed they were much more wary in this regard.

Even though they have some reservations about using social networks, young people believe they can change the world: 66 percent of Brazilians agree with this possibility. However, adolescents in the country that gave rise to Facebook are even more enthusiastic: 77 percent see the Internet as an agent for change in the world.

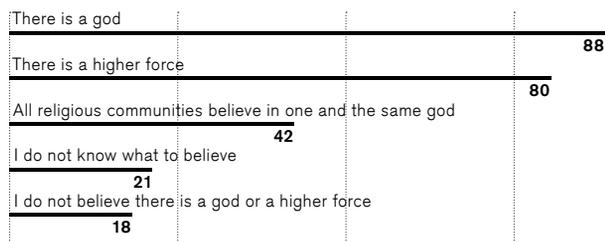
Access to information has become much easier, faster and cheaper, with the Internet. This seems to be one of the reasons why young Brazilians are more informed, and thus concerned about the economic and social problems in the country. When asked about which issues most affect them today, as in the previous edition of the Youth Barometer, corruption appeared in first place, at 51 percent (see Figure 5 on p. 24). It was followed, at 44 percent, by a problem that seemed to concern young Brazilians much less in 2010: the high taxes.

Politics and the Labor Market

The election of the first woman president in the history of Brazil, at the end of last year, provided continuity to the political plan established by her predecessor, ex-president Luiz Inácio Lula da Silva, both members of the Labor Party (PT). Like Lula, Dilma has benefited from being highly popular. However, to date, there has been >

2 The Existence of a Higher Power Is Unchallenged

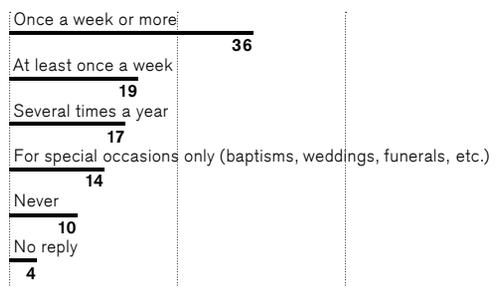
The existence of a god or a higher power is unchallenged in Brazil; with nearly 90 percent indicating they believe there is a god or a higher power.



In % of residents between 16 and 25 years old who agree or slightly agree

3 Fervent Churchgoers

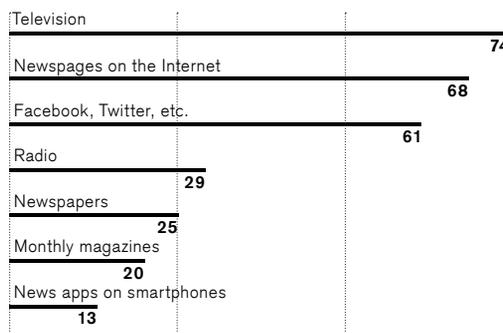
Some 55% of the young Brazilians surveyed attend religious services at least once a month, if not more frequently.



In % of residents between 16 and 25 years old going to church/temple/synagogue/mosque

4 Television Remains the Main Source of Information

Television remains the most important source of information, followed closely by the Internet, with radio and print media lagging behind.



In % of residents between 16 and 25 years old responding how they keep informed about daily events



1 Young Brazilians Find Family and Education Crucial

Leading a good family life, obtaining a good education and honesty top the list when young Brazilians are asked what they strive for in their lives.



In % of residents between 16 and 25 years old who find the following things extremely or very important for them personally

LEADING A GOOD FAMILY LIFE / RELATIONSHIP 84%

GETTING A GOOD EDUCATION / FURTHER TRAINING 83%

HONESTY 83%

HAVING AN EXCITING JOB 80%

LOYALTY 80%

BEING RESPECTED AS A PERSON 79%

HAVING FRIENDS I CAN COUNT ON 79%

HAVING A GOOD CAREER 78%

In % of residents between 16 and 25 years old citing Brazilian's five greatest problems

CORRUPTION 51%

UNEMPLOYMENT / YOUTH UNEMPLOYMENT 44%

TAX BURDEN 44%

CRIME / VIOLENCE IN CITIES 33%

HEALTH ISSUES / HEALTH INSURANCE AND PREMIUMS 30%

WAGE DEVELOPMENTS 30%

HUNGER 27%

OLD AGE / RETIREMENT PROVISIONS 25%

SCHOOLS / EDUCATION SYSTEM 24%

5 Main Worries in Brazil

Corruption, youth unemployment and the tax burden overshadow all other worries – when asked to cite the five greatest problems Brazilians currently face.

no sign of change in the government's economic policy in terms of taxes. Brazilians are some of the most highly taxed people in the world. Unfortunately, few people see good quality services in exchange for the large sums paid by taxpayers. In addition, foreign products are subject to high import charges upon entering the Brazilian market, meaning they are very expensive and become less competitive. Against this backdrop, some international companies have lost interest in investing in the country.

For young Brazilians, unemployment is just as worrying as the high tax burden. Obligated to comply with a labor law that is over-bureaucratic and full of hurdles, many employers do not take on full-time employees, and thus avoid employment commitments such as vacation pay, health plans and public holidays. As a result, Brazil has a huge number of informal jobs, in which companies use labor from self-employed workers but have no legal connection with them.

In the past, young Brazilians have demonstrated the importance of political engagement at historic moments. This was the case when they took to the streets and the political Left united to fight against the military dictatorship in the mid-1960s. Just over 20 years later, the painted face generation also took part in demonstrations and protests that led to the impeachment of then President Fernando Collor de Mello. For 35 percent of the young people questioned in the 2011 Youth Barometer, political engagement is still considered important (see Figure 7). However, much more important than participating in politics, these young people say that you should be involved in charity and helping the needy (59%), the fight for a world with less injustice and abuse (63%) and environmental protection (74%).

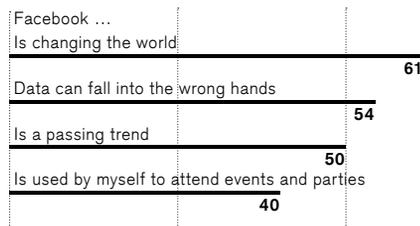
What is very clear from the three countries in which the survey was conducted is that adolescents do not define political engagement as a priority in their lives. The Americans, Swiss and Brazilians consider social and environmental issues to be much more important. Despite the geographic and cultural distance, they think the same way on these points.

Another conclusion that the Youth Barometer researchers reached is that the higher the young people's educational level, the greater their involvement in politics will be. This means that young people studying at universities will be closer to political issues than those who do not have access to higher education. Another factor that may lead to greater politicization among adolescents is being part of a religious group. In the case of Brazil, young people affiliated with the Green, Labor and Social Democrat parties seem to be more concerned with politics in the country.

Optimistic and hopeful by nature, Brazilians dream of a bright future. 86 percent of them want to buy their own property. And if they won 10,000 US dollars, what would they do with the money? The vast majority of them, just like the Americans and Swiss, would put the money in a savings account. Next, they would use the money to buy a house, invest in funds and the stock market and help their family. For young Brazilians, family is the foundation for everything and so they cannot think about a future without its presence and security. <

6 Great Confidence in Facebook

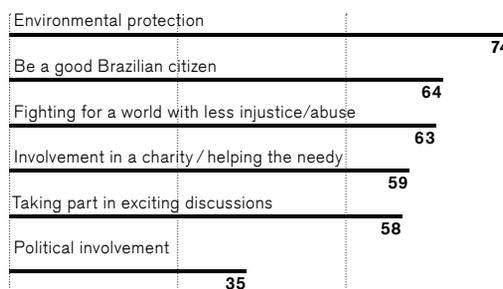
Nearly two-thirds agree that Facebook is changing the world, and only just over half fear that Facebook data could land in the wrong hands.



In % of residents between 16 and 25 years old who definitely or generally agree

7 Environmental Protection Is Crucial

Close to three-quarters cite environmental protection as a cause they personally find extremely or very important to be engaged in.



In % of residents between 16 and 25 years old who find the following things extremely or very important for them personally