

Texting and Surfing the Net With a Slice of Pizza

The first ever Credit Suisse Youth Barometer focuses on the 16- to 25-year-old age group in Switzerland. What is “in” where young people are concerned and what is “out?” What do they think of the opportunities and threats offered by Facebook? Are they looking for a career, and what is their idea of the perfect employer?



Text: Andreas Schiendorfer and Mandana Razavi

The great common denominator for young people living in Switzerland – along with aspects of the cyberworld such as SMS and Facebook, e-mail and smartphones – is above all pizza and pasta, both of which are frequently consumed in front of the television, and ideally while watching a TV series. Young people travel abroad on vacation as often as they can, regularly go to clubs or private parties, and like to download music and films from the web. But for all this, they are health-conscious and like to keep in shape. Sports and fitness rank high in their priorities, a healthy diet is preferred and while they like to wear fashionable clothes these should also be cheap – in keeping with their modest budgets. Ultimately, what matters to young people is being themselves and finding self-fulfillment.

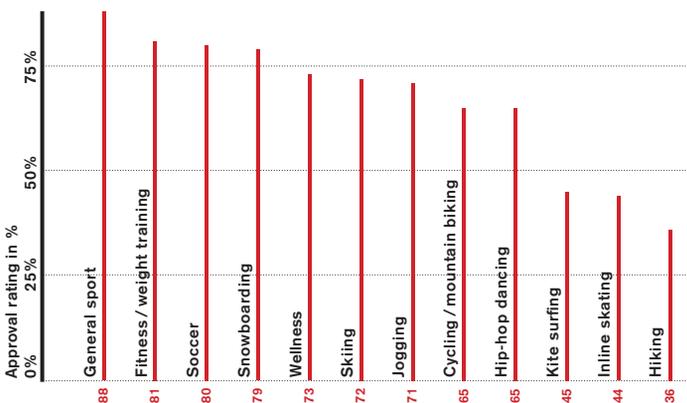
This picture painted of young people contains no major surprises, and one might be tempted to dismiss it as superficial and based on clichés. Yet it is a true picture. All the characteristics cited are rated

as being “in” by at least 80 percent of those surveyed in the Credit Suisse Youth Barometer. The top 20 current trends include not only soccer and house/electro music, but also public transportation, an item that surely would not rank anywhere as high among young people elsewhere in the world.

A total of 35 keywords were rated as trendy by more than two-thirds of the 1,011 online survey participants, while 52 achieved a majority score. One thing that emerges is how trends can actually be contradictory. For example, in addition to a healthy diet (13th place / 82 percent), organic products (45th place / 56 percent) were also valued, yet these came much further down the rankings than fast food (25th place / 76 percent). In addition to the Italian foods mentioned above (2nd place / 93 percent), Asian dishes (25th place / 76 percent) are also popular, while vegetarian food appears to be more of a specialty of previous generations, though without scoring so badly that it can >

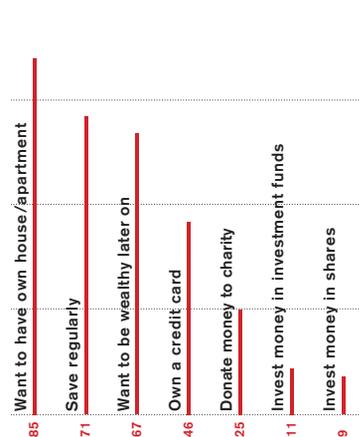
1 Fitness and Football in Vogue

The kinds of sports that young people consider to be “in” are shown by the graph. But what activities do they actually pursue themselves? The answers are wellness (56 percent), fitness (52 percent), skiing (46 percent), snowboarding (44 percent), soccer and hiking (41 percent).



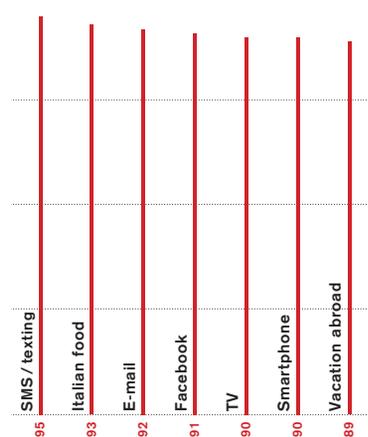
2 Saving for Own Home

Most young Swiss people are forward-looking and prudent, as is clear from the financial trends.



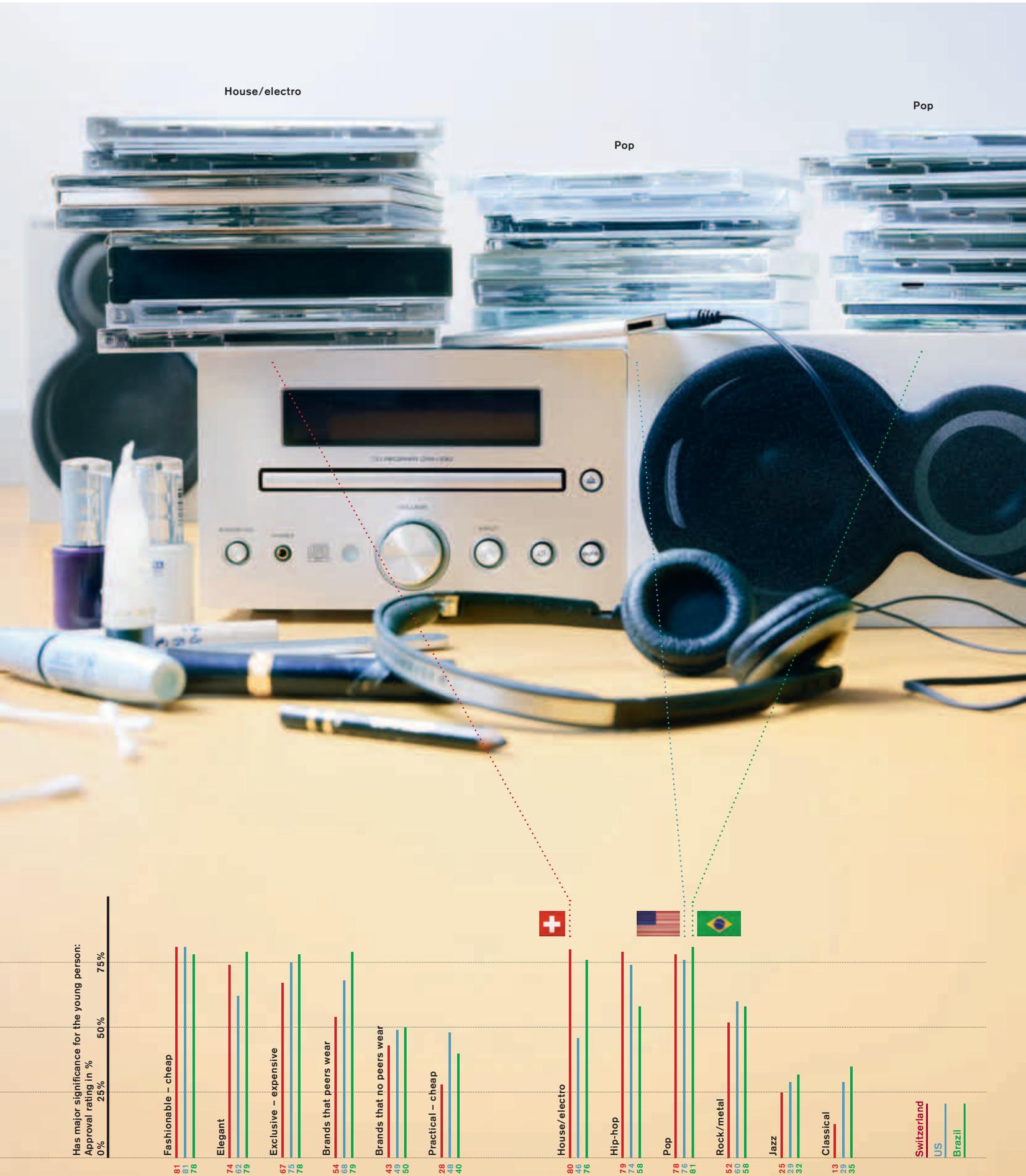
3 The Top Seven Trends

Elements of the cyberworld are particularly “in” and rank at the top of around 80 keywords put forward in the survey.



Young People Dress Fashionably and Listen to Pop Music

What kind of clothing style do young people prefer and what should their preferred clothing cost? What musical styles – country-specific genres aside – are considered “in”? The differences narrow when the focus turns to what young people actually play or listen to themselves. Then classical music and jazz make up some ground. The comparative figures for the US and Brazil come from the Credit Suisse Youth Barometer survey (see p. 18) that was conducted there in parallel.



be considered “out” (57th place / 44 percent). Some 60 percent of young people would like to have children (42nd place / 59 percent) and bring them up together with their partners (38th place / 64 percent). Furthermore, the equality of the sexes is something of a given for a similar proportion of young people (42nd place / 59 percent). However, based on the wish for self-fulfillment, this need not rule out the opportunity to have many sexual encounters (44th place / 58 percent).

Jazz, Classical Fans Rank as Outsiders

At this point, however, it should be noted that there is often a world of difference between what young people recognize as being “in” where their environment is concerned, and what is actually relevant to their own lives. For example, only one-third of young people actively take advantage of the sexual permissiveness of our society (53rd place / 33 percent). Similar discrepancies can be found in the sphere of music. Significantly more young people listen to pop music (14th place / 68 percent) than house/electro or hip-hop, yet these latter genres are undeniably considered “in” (see figure 3). In addition to these genres, which are to a certain extent deemed “overrated,” there are also other musical styles that play an important role for a sizeable group of

young people, yet which they themselves consider to be “out” – thus making them outsiders. This is particularly true of classical music, which comes way down the trend table in 80th place (13 percent), but still holds a respectable 50th place (35 percent) in the “reality list.”

What is perceived as a trend is ultimately a question of marketing and one’s own proclivities. For example, it may be that many jazz lovers (51st place / 34 percent) are happy to cultivate a pursuit outside the mainstream and have absolutely no desire to be trendy.

In the era of Coca-Cola and blue jeans it was almost exclusively the US that led the way in determining what was fashionable. Things have now changed slightly. Only 53 percent of those surveyed still see the US in this pioneering role, whereas a significantly higher number, namely 63 percent, cite the Internet as the defining trendsetter. Although these trends reach Switzerland with a slight time lag, this is not ultimately viewed as a serious problem, as young people do not appear to see trends as major drivers either in their direct environment or where their own behavior is concerned. Perhaps this is the real finding of our trend analysis: It is now trendy not to be overly influenced by trends.

How the Credit Suisse Youth Barometer Works

For the Credit Suisse Youth Barometer, the research institute gfs.bern obtained online surveys from 1,011 people living in Switzerland aged 16 to 25. The survey took place between August and October 2010 following advance notification by telephone. In this respect the methodology differs significantly from the Worry Barometer, for which only Swiss voters are surveyed on a face-to-face basis. The report “Internet sets global trends, but does not solve local problems,” produced by gfs.bern, contains 100 different graphs and in-depth evaluations, and can be found at: www.credit-suisse.com/youthbarometer

Internet or Freebie Newspaper: What Do Young People Use Most?

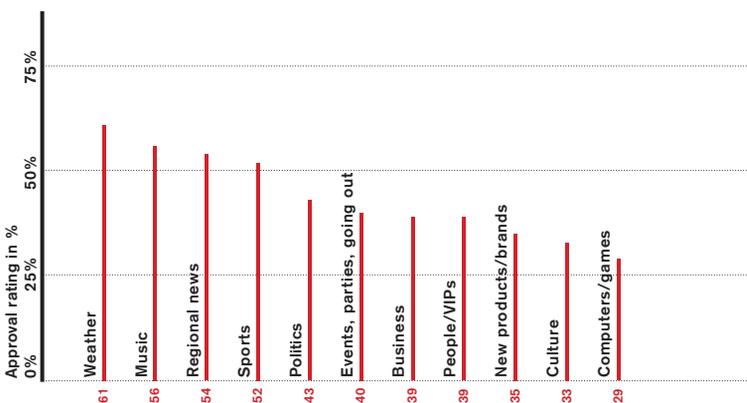
In Switzerland, just like elsewhere, the Internet with its many forms of application continues its relentless advance. But mobile phones remain important tools, as do free newspapers.

Facebook is changing the world – or is it? Although 85 percent of all young people in Switzerland have a Facebook account, there is no unanimous view on whether the Internet medium is shaping the world or not: On balance, 46 percent believe it does, 47 percent believe it doesn’t. Indeed, almost the same number of young people believe that Facebook is just a passing trend.

The study makes it clear that young people make a great deal of their personal data openly accessible to anyone in their member profiles – yet they are well aware of this and do it consciously (88 percent). Similarly, three-quarters of surveyed Facebook members believe this medium to be rather superficial: For that reason, just 6 percent want to have as many “Facebook friends” as possible and more than four-fifths know all their Internet acquaintances in real life too. Project manager Lukas Goldner from gfs.bern explains this as follows: “Facebook may be a passing trend for a number of young people rather than something that changes the world. Nonetheless, over the short span of its existence the platform has acquired a very significant >

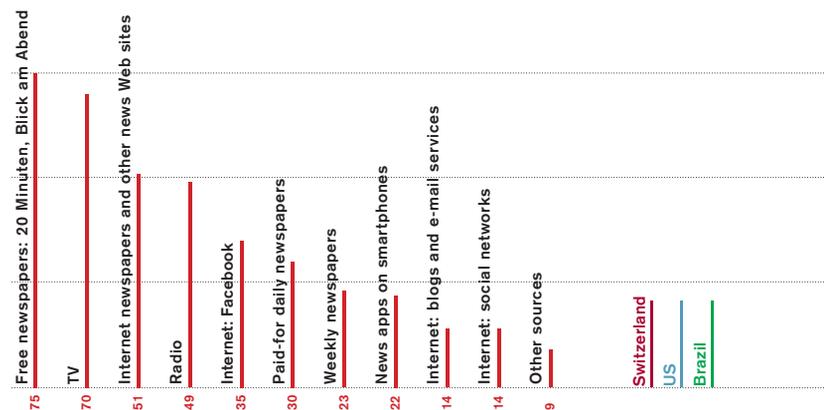
4 Weather, Music and Regional News

Young people obtain information on a regular basis and alongside the weather, music and sports there is significant interest in regional news as well as in politics and business. It is unlikely that these figures would be any higher in the “good old days.”



5 The Key Information Sources

The sources used by young people (multiple options). The ranking order when only one main source was cited: free newspapers (25 percent), television (21 percent), news Web sites (18 percent), radio (11 percent), paid-for newspapers (8 percent) and Facebook / social networks (7 percent).



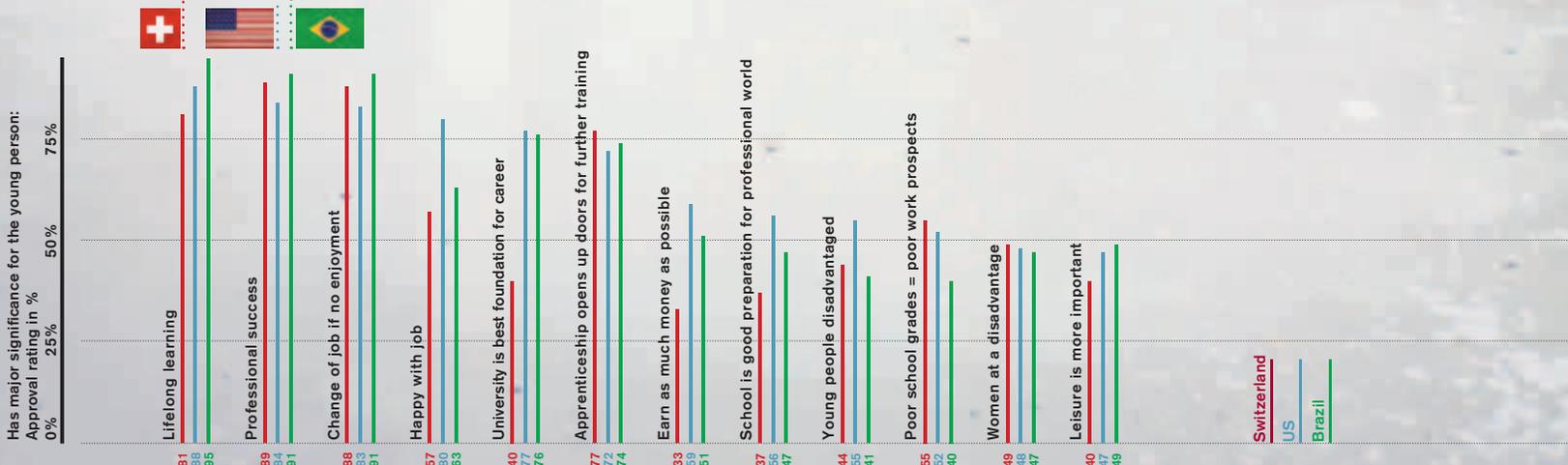
B Facebook Is Changing the World – Or Is It?

Of the young people surveyed in Brazil 93 percent are members of Facebook. In the US this figure is 88 percent and in Switzerland 85 percent. The cyberworld knows no borders. Although the approval rating among members in response to our questions about the importance of Facebook for the individual concerned is fairly similar in the three countries, there are a number of significant differences.



C Professional Success Not Gauged by Size of Pay Packet

Where does the opinion of young Swiss people differ most from those of their peers in America and Brazil? To earn as much money as possible does not appear to be an overriding priority. And a university education appears no more important than a good apprenticeship.



status. It is so clearly the social hub of choice for young people of the Web 2.0 generation that it could even spark off huge changes in youth lifestyle in the near future.

“SMS-ing” Overtakes the Phone Call

Life without a mobile phone is something else the young people surveyed find almost inconceivable. SMS-ing, i.e. sending and receiving text messages, is the most important way of getting in touch with friends (71 percent). Just a few percentage points behind comes phoning from the mobile. Facebook may be in third place, but with a proportion of just over one-quarter it lags a long way behind these other forms of contact. “When it comes to the important media for keeping in contact, SMS and mobile telephony are still where it’s at,” says Lukas Golder. “This rather obscures the huge significance that the Internet has for young people. 79 percent of those surveyed use the Internet for at least one hour a day. This makes it the most commonly used medium of all – ahead of TV and Facebook.”

When it comes to keeping up with the daily news, one-quarter of young people turn first of all to “freebie” newspapers. This is followed by television (21 percent), news Web sites (18 percent) and radio (11 percent). When multiple sources are cited, nothing changes at the top: Facebook continues to be the focal point of activity. Contrary to the popular image of young people as being unengaged, the majority of them actually keep up with daily news at least several times a week. Only three percent never make any active attempt to follow the news. The issues that interest them most of all include the weather, musical topics, regional news and sports. *ctv*

A Good Boss, Job Satisfaction and Opportunities For Further Training

Young Swiss people are to a high degree career-aware, but also prepared to put in the necessary work to succeed. They are content with their current working situation and want to take advantage of the training opportunities on offer.

Three-quarters of young people explicitly state that they want to forge a career in their current profession. In order to achieve this, they are prepared to show the necessary flexibility to embark on a work placement internship or even travel abroad. For all these questions, between 71 and 77 percent of young people expressed their agreement. A similar number state that they are “happy” with their current work situation. Logically, therefore, less than one-third of young people are actually looking around for a new job.

Only one-third of respondents may have had a specific dream job in mind from an early age, but more than half the young Swiss are convinced that they have now found it. That said, around 30 percent had to struggle for a long time before finding it.

Universities Lose Their Luster

Young people are obviously grateful to have a good job at all (57 percent), but most would change their job if they no longer enjoyed it (88 percent). This enjoyment of work is clearly the main basis for a career: Young people reckon that those who like what they do will also enjoy professional success (89 percent). By contrast, less than half see a university degree as the best foundation for a professional career (40 percent), while a clear majority (77 percent) are convinced that even an apprenticeship ultimately opens up all the doors to a future

career. However, the need for an individual to keep learning throughout his or her working life is a given for the vast majority of respondents (81 percent).

International Companies Preferred

Young people would most like to work for a large, internationally active company (70 percent) or for a privately owned SME (68 percent). A large company operating only in Switzerland is rather less appealing (52 percent), while a job in public administration (46 percent) or a state-related company (42 percent) fails to interest the majority.

Finally, a picture of the ideal employer also emerges: Decisive aspects include a “good boss” (97 percent) and a generous and tolerant attitude toward employees on the part of senior management (95 percent). Other important factors include a modern and creative outlook (87 percent), suitable further training opportunities both in Switzerland and abroad (84 percent) and a modern workplace (83 percent). Priorities with a lower ranking include an environmentally friendly employer (72 percent), companies that offer women a good career (71 percent) and those that are actively involved in social/charitable projects (68 percent). By contrast, sponsorship support for culture and sports is considered less important (48 percent), as is the opportunity to work from home (37 percent). *schi, mar*

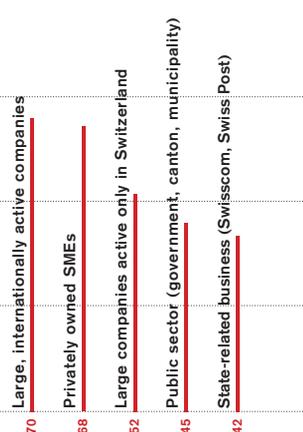
6 Individual Attitude to Work

Young people want a career. And they’re prepared to show the necessary flexibility to get it, as well as travel abroad and embark on work placements.



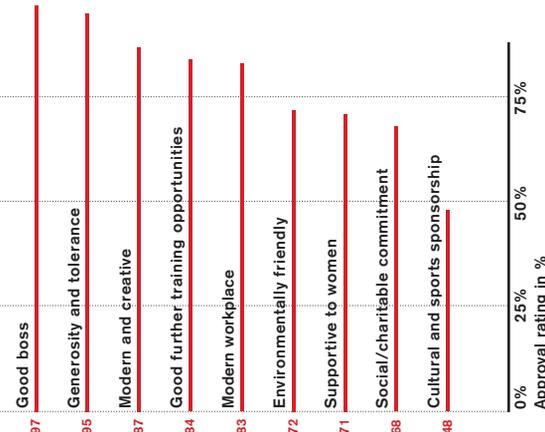
7 Type of Employer

At the moment, jobs in the private sector are more sought after than jobs in the public sector.



8 Ideal Employer

What characteristics of an employer are particularly important to young Swiss people? The most important factor is the nature of one’s direct superior.





Jonathan Lopez
18 years old / Queens, New York

“When I’m not in school or studying – I’ve just started community college in downtown Brooklyn – I explore the city with my camera and forget everything around me. I’m particularly attracted by closed-off areas and graffiti.”



- 1 This is my future
- 2 I’m proud of it
- 3 I spend most of my time doing this
- 4 This is my dream
- 5 I couldn’t give it up for anything

My photographs of the urban setting. I want to make a name for myself, that’s why my name is on the skateboard.



6 Skateboarding. Not just the speed rush that it gives, but also the knowledge I’ve gained about my city by simply traveling around on my board.

Displaying my photos in a group show where a teacher lectured people on the topic of the exhibition, “Urban New York.”



7 Being a nobody, just a blur.

I can often be found in the tunnels of the New York City subway system. They fuel my curiosity.



8 Guitars and accessories; music is a big part of my life.

To have my own style that is different from others and to be successful as a result. Just like the man in the red suit who stands out from his surroundings.



9 My sister Jaylisse, who is 17 years younger than me. She doesn’t just look up to me as a brother, but also as a responsible adult.

My friends. We grew up together and now work together.



10 This building was declared a landmark in a gentrified neighborhood of Brooklyn. It still hasn’t been demolished, and I feel that shows hope because this building beat most of the odds against it.

Isabelli Gonçalves Luzia

18 years old / São Paulo, Brazil

"I teach children to paint and work in the area of social communication with the charitable organization Rede Cultural Beija-Flor. My professional goal is to become a journalist."

Isabelli



- I'm intrigued by it (at the moment) 6
- This scares / worries me 7
- I spend more money on this than anything else 8
- This person / these people mean(s) the most to me 9
- This signifies hope to me 10

No one has control over the future, and desires only take on true form in the present. My aims are to become a journalist and work as an "edu-communicator."

1



6 Belief in life, because it offers so many possibilities and paths.

Where I live. It's where my social and cultural roots lie. I'm proud to be part of this cauldron where things are always changing.

2



7 Death, because it's a living question mark. It's scary to think that I wouldn't be able to accomplish all my dreams, and that death could simply rip me out of my family and my everyday life.

Rede Cultural Beija-Flor (the Hummingbird Cultural Network) – my second home, my work, my inspiration and my battlefield. It's where I learn and gain enriching experiences of wisdom, art and life itself.

3



8 Going back and forth on public transport, for example to classes and tournaments.

To be happy for as long as possible, working with people and always believing in them. It's summed up in the smile of my sister.

4



9 My parents. They are my roots and the basis of my equilibrium, strengthening me in moments of weakness and sharing my moments of joy.

The fight against social inequality. All people deserve respect!

5



10 The fact that whenever one day ends, I get the opportunity to make the next one better.

Being Respected As a Person

For many young Americans, the economic crisis has come like a bolt from the blue. And the fear of terrorism continues to leave its mark on their everyday lives. In spite of these negative circumstances, or perhaps because of them, what they want to do most is enjoy life with their families. In Brazil, by contrast, the desire for the best possible education is a striking feature despite the recent economic upturn, while the overriding concern is corruption.



Text: Andreas Schiendorfer and Mandana Razavi

Young people in Brazil have an optimistic view of their future – and a much more positive one than their peers in the US. In the Youth Barometer survey in Brazil, the difference between the “fairly optimistic” 16- to 25-year-olds and those who view their prospects as “rather bleak” is no less than 62 percentage points, whereas in the US the difference is just 46 percentage points. However, roles are reversed when it comes to the future of society, with the Americans still slightly positive overall while the Brazilians appear bent on painting a much darker picture.

Accordingly, more than two-thirds of young Brazilians continue to see repeated government failures, and around the same number “agree entirely” that fundamental reforms are required. In the US, the equivalent figures are significantly lower. Around one-third complain about frequent government failings, yet only just over one-fifth see the urgent need for reforms.

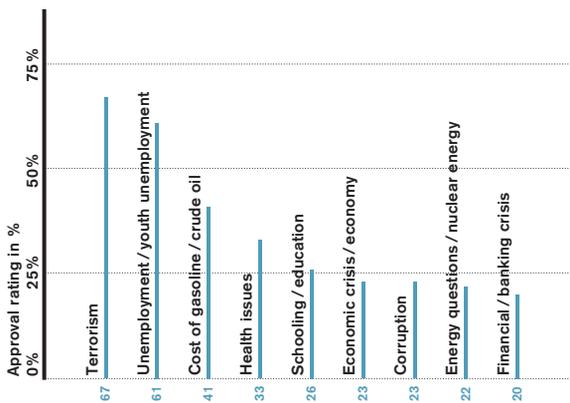
A reason for the general mood of skepticism prevailing in Brazil appears to be corruption, which is cited by young people as their overriding concern (see figure 10). Indeed, in the 2010 Corruption

Perceptions Index published by Transparency International, Brazil languishes in 69th place, while the US is doing much better up in 22nd. It will therefore perhaps come as a surprise to some people to see corruption considered a serious problem (7th place) in the US too.

In August 2010, unemployment hit an all-time low in Brazil at 6.7 percent; the up-and-coming BRIC nation has seen a continual improvement in this figure since it peaked at 12.3 percent in 2004. But for one reason or another, the younger generation does not seem truly convinced about a sustainable upturn in the labor market, as despite the recent improvement unemployment is still rated the second-greatest problem overall, as well as the problem deemed most urgently in need of a resolution. In the US, the survey returned even slightly higher ratings for the unemployment issue. And with good reason – developments here have been precisely the opposite of those in Brazil. While unemployment in the US leapt from a low 4.6 percent in 2008 to 9.6 percent in August 2010, youth unemployment is currently hovering around the eye-watering 18-percent mark

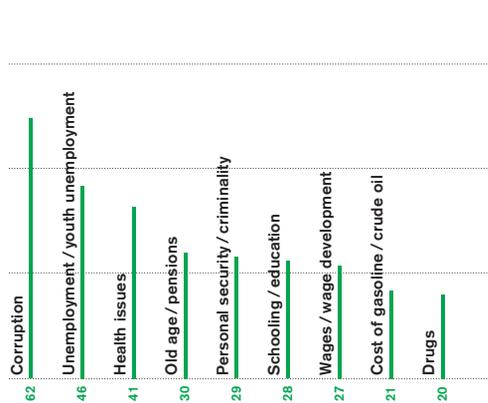
9 Main Worries in the US

Terrorism and unemployment overshadow everything else – irrespective of whether young people have the option of citing five worries (as per chart below) or just one.



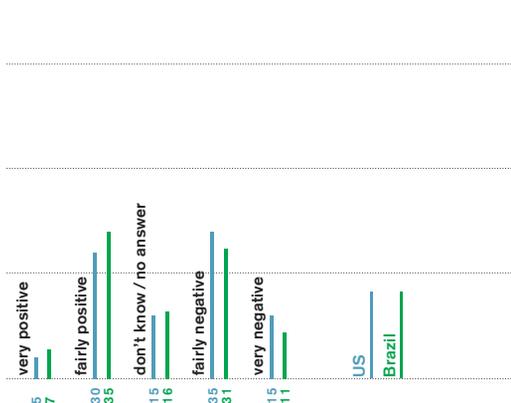
10 Main Worries in Brazil

Despite the economic upturn and a rising employment rate, unemployment is still a cause of major concern for young Brazilians – but behind corruption.



11 Reputation Abroad

Young people in Brazil had a more positive view of their country's reputation abroad than young Americans do.



according to the International Labor Organization (ILO), far above the global average. In overall terms, the economic developments of the last three years have come as a shock to America's youth when their main worries are analyzed: economic crisis (6th place), financial crisis (9th place) and stock market crisis (11th place). Yet despite all this, the fear of terrorism still ranks at the very top, which most outsiders would surely find surprising. Quite clearly, even almost a decade after the events of 9/11 it is impossible to go about one's daily business without keeping a watchful eye out.

The economic crisis gnaws continually at the American consciousness: Although no less than 70 percent continue to be (fairly or very) proud of their country, and therefore significantly more so than Brazilians (51 percent), only 35 percent still believe that the image of America is "positive" abroad; by contrast, 50 percent now explicitly consider it to be "negative." That said, the equivalent ratings for Brazil are not significantly better. By way of comparison, young people in Switzerland appear to be positively bursting with pride for their country (76 percent) and believe it has a positive image abroad (82 percent).

Moreover, the economic crisis in the US appears to have given a new lease of life to a phenomenon that was widely believed to have been overcome: racism. While animosity toward foreigners may only come in at 11th place when participants are asked to cite five problems, racism actually makes the top three when the focus is restricted to a single topic, albeit a long way behind unemployment and education. Around two-thirds of Americans view the growing number of foreigners as a problem (a "small," "large" or "very large" problem in broadly equal proportions), compared to only around half of Brazilians. In the US, almost 50 percent of young people consider their relationship with foreigners to be "fairly tense," as opposed to just 10 percent in Brazil. A further deterioration is expected by just one-seventh of young Brazilians, compared to as much as one-third of young Americans.

This critical attitude toward foreigners cannot be put down to fear of being made redundant alone. It appears much more to be a general fear of the unknown, as when young people actually get to know foreigners personally, they describe them as "nice" virtually without exception. This was the assessment provided by 68 percent of Americans, 79 percent of Brazilians and as many as 87 percent of the Swiss. In all three countries, around two-thirds of young people also recognize the benefits that come from having a supply of qualified foreign labor.

What is most striking in figure D, which evaluates young people's attitude to life, is the high ranking accorded to family and partnership. While the Swiss also consider reliable friends particularly valuable, a more important factor in Brazil is access to high-quality education and training, whereas in the US it is the full enjoyment of life that stands out in the survey. While young people may not exactly be crying out for public recognition, it is nonetheless important to them to be respected as a person. This is one request that should be taken seriously. <

D Young People's Attitude to Life

In all three countries, the desire for a fulfilling partnership or family situation is of undisputed importance. In Switzerland, this is complemented by the wish for reliable friends.



Photo: Gerry Amstutz

The online survey was conducted by the research institutions **Evalueserve** in collaboration with **gfs.bern** between August and October 2010. Questions were put to young people aged between 16 and 25, with the final assessment based on 987 responses from the US and 761 from Brazil. Further graphs and analysis can be found at www.credit-suisse.com/youthbarometer.