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# Credit Suisse Youth Barometer 2014



**A major survey targeting the US, Brazil,  
Singapore and Switzerland**  
Special focus: Digital

# What Young People Think

It's open season on millennials. Time magazine calls the young people born around the end of the last century an egotistical "Me Me Me generation," Forbes announces a new world order ("Millennials will soon rule the world") and Die Zeit asks anxiously: "Do they even want to work?" The articles all play into similar stereotypes. According to them, Generation Y is in constant search of meaning. They are addicted to consumption. Politically disengaged. And they are shifting more and more of their lives into the digital world.

In the Credit Suisse Youth Barometer you will find well-grounded answers to the sensitivities of this generation. The barometer was measured for the fifth time among 16- to 25-year-olds in the US, Brazil, Singapore and Switzerland. What results stand out? Key points in brief:

- Digital, digital, digital: For about 90 percent of the respondents, the internet plays an important or even indispensable role, and many feel "strongly connected to their online community." But the culturally pessimistic equation "digital = superficial" is short-sighted. For one thing, young people often use the internet to get information and, additionally, they are aware of the dangers of abuse. Asked who can protect them online, 78 percent or more in all countries say themselves.
- Stable values: Their value system is surprisingly consistent. There is little to corroborate the impression that this generation is constantly searching for meaning.
- Switzerland: Young people in Switzerland are (still) doing well. For them, career is not so important, but vacation is essential. They feel protected by their parents and have no ambition to surpass them financially. They prefer pursuing their own talents. But clouds are gathering over the Swiss paradise. A generation gap is emerging, and the confrontation with foreigners, in general, and the EU, in particular, is proving unsettling.
- Brazil: The largest country in Latin America is in a very different position from Switzerland. Its young people are dissatisfied, see widespread corruption and are almost unanimously demanding reforms.
- US and Singapore: Among young people in both countries, financial worries dominate.

We have processed the results of the Youth Barometer in four chapters, and two experts analyze today's young people. We hope you enjoy learning about these multifaceted millennials.

The Editorial Team



Over  
**78**  
percent  
of young  
people in all  
countries  
know who can  
protect them  
best on the  
internet:  
Themselves!

## Contents

### 01 – Digital Universe

Click, scroll, like: The digital generation lives in a world of gadgets and apps that is more clearly structured than many think. – 58

### 02 – Life Goals and Values

Confidence is high (except in Brazil), but the economy and society don't need you. Now what? – 60

#### Switzerland – Essay

Thomas Held on young people in Switzerland – 62

#### International – Interview

Lynne Chisholm on young people internationally – 65

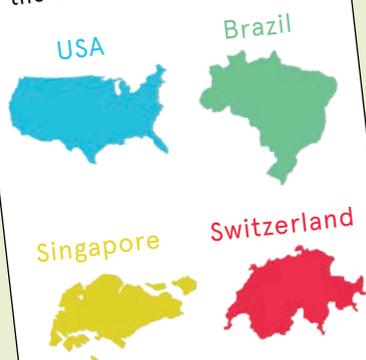
### 03 – School, Career, Finances

The generation of reason: No personal fulfillment through work, an emphasis on education (except in Switzerland), saving money. – 68

### 04 – Politics and Society

Are the next riots around the corner? Brazilians call for reforms and are dissatisfied. – 70

For the 2014 Credit Suisse Youth Barometer we surveyed some 1,000 young people between the ages of 16 and 25 in Switzerland, the US, Brazil and Singapore.



#### The Survey

The gfs.bern research firm conducted the survey, primarily online, between April and June 2014. The Youth Barometer is commissioned by Credit Suisse and has been compiled annually since 2010. The editorial staff (Simon Brunner) analyzed the results for Bulletin.

This year, we also asked questions about digital identity and the relationship between Switzerland and the EU.

#### The Complete Study

In this dossier you will find the most important and interesting results and interpretations by experts. For the complete study, with all the questions and responses, see the Credit Suisse Youth Barometer website:

[www.credit-suisse.com/youthbarometer](http://www.credit-suisse.com/youthbarometer)

# 01 – Digital Universe

— USA  
— Brazil  
— Singapore  
— Switzerland

Nothing characterizes this generation more than its affinity to the digital world. The Youth Barometer shows, firstly, how strongly digital media have permeated the world of young people. Secondly, it shows exactly how young people differentiate between various devices and programs, and thirdly, that they know who is responsible for protecting their data.

To communicate with friends, they have access to a full range of digital tools (Fig. 1.1). The most popular is the messaging service WhatsApp. The company was founded in 2009 and sold to Facebook for 19 billion dollars earlier this year. Use of WhatsApp has increased by 38 percentage points (pp) in Brazil; only in the US, its home country, is it not (yet) so popular. In the US, texting or SMS is the primary means of communication.

About Facebook: The social network occupies an important position among young people – nearly nine out of ten have an account. Facebook is “in,” particularly in Brazil and Singapore (Fig. 1.5). The periodic media reports predicting the platform’s demise seem premature. Some nine out of ten young people state that the internet itself plays an important role in their lives or is indispensable (Fig. 1.2); many use it for more than two hours every day for personal purposes (Fig. 1.3).

## Responsibility for Data Protection

Digital media also play an important role in sourcing information. Online news sites are very popular, but in the meantime, paid newspapers are becoming irrelevant (Fig. 1.4). A Swiss specialty is the free newspaper. 23 percent of young Swiss read 20 Minuten, Blick am Abend, or a similar product. Recalling the public’s widespread dismissal of free newspapers when they were first introduced, today one can say that in all probability, no generation has ever read newspapers as much as young people today in Switzerland.

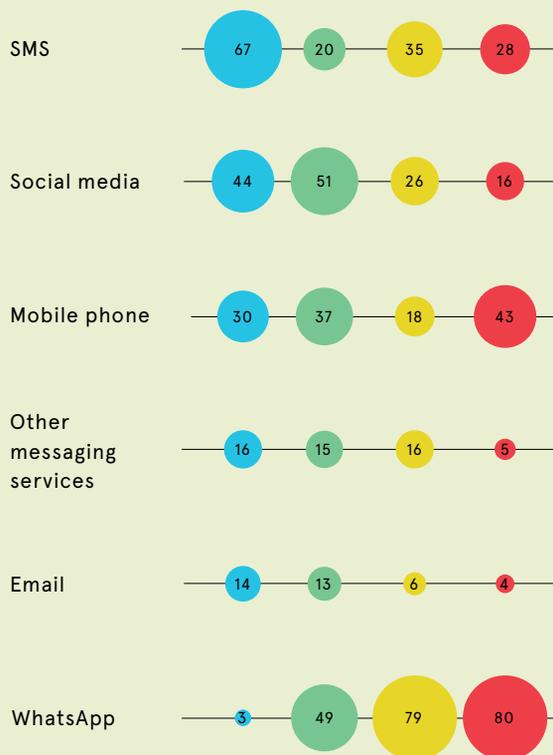
What’s “in” with young people (Fig. 1.5)? Digital tools and programs. Only in the US does TV (still) play an important role, perhaps because the elaborate serial productions there are tailored toward a

Fig. 1.1 – Communicating with friends

## WhatsApp’s huge popularity

“Which forms of communication do you use to get in touch with your friends?”

In %



Fact 1.1 – Political wish list

**90**  
percent  
or more of  
young people  
in all countries  
find that  
policy-makers  
should increase  
protection  
against criminal  
attacks on  
digital data.

young audience, and these have partly replaced the movies. In Switzerland, meeting up with friends and taking vacations are popular, as are smartphones (see also Chapter 3).

Things that are “out” include the aging internet platforms MySpace and the Brazilian equivalent of Facebook, Orkut (Fig. 1.6). This shows how quickly the digital wheel spins, and how deep the loyalty of these young consumers is in relation to their trend-consciousness.

Lastly, we come to the topic of data protection. Whereas parents fought for stricter protection of their privacy, this younger generation sometimes gives the im-

pression that they share their comments, pictures and videos frivolously with the public. However, young people are not unfamiliar with this issue. They know that they need to protect themselves in the virtual world (see page 67) and when asked about their demands regarding policies related to the internet, over 90 percent want “protection from criminal attacks on digital data” (Fact 1.1). □

Fig. 1.2 – The importance of the internet in daily life

**For over 87 percent, the internet is very important**

“How important is the internet in your daily life?”

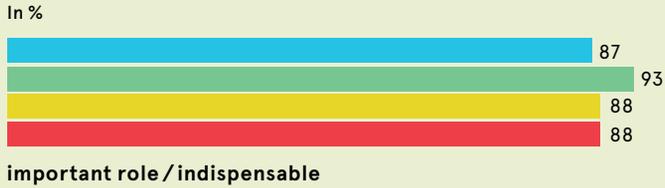


Fig. 1.3 – Media use

**Two hours or more per day online**

“On an average day, how long do you use the internet in general for personal purposes?”

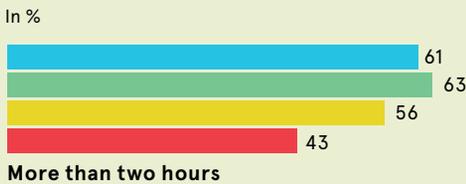


Fig. 1.4 – Most important sources of information

**Internet beats newspapers**

“What is the most important source of information for you?”

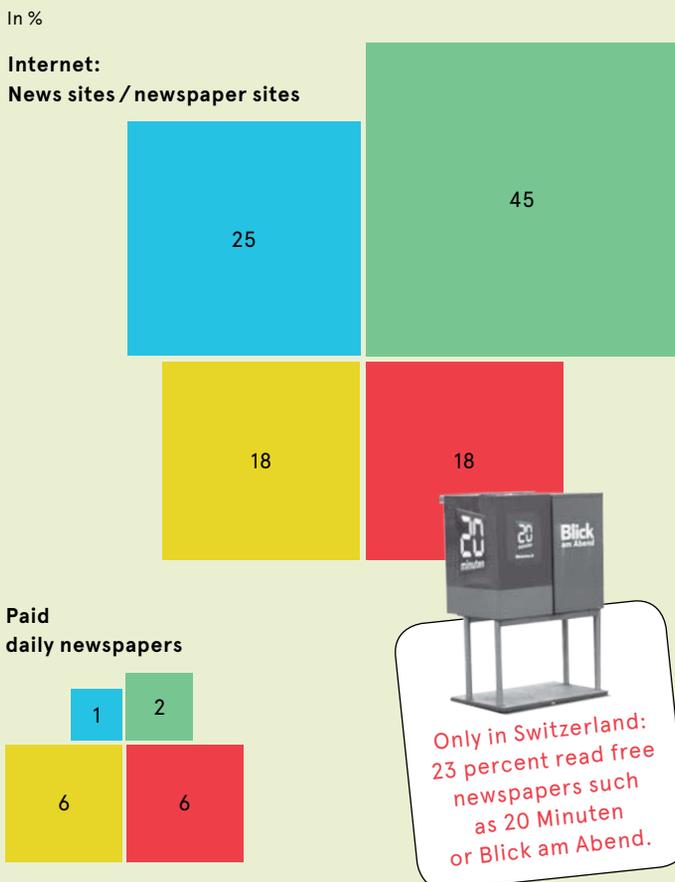


Fig. 1.5 – Trends

**In: The virtual world**

“We have compiled a list of very different things in life. Please tell us if they are popular with your friends and if you use them.” (Top 3 in each country)

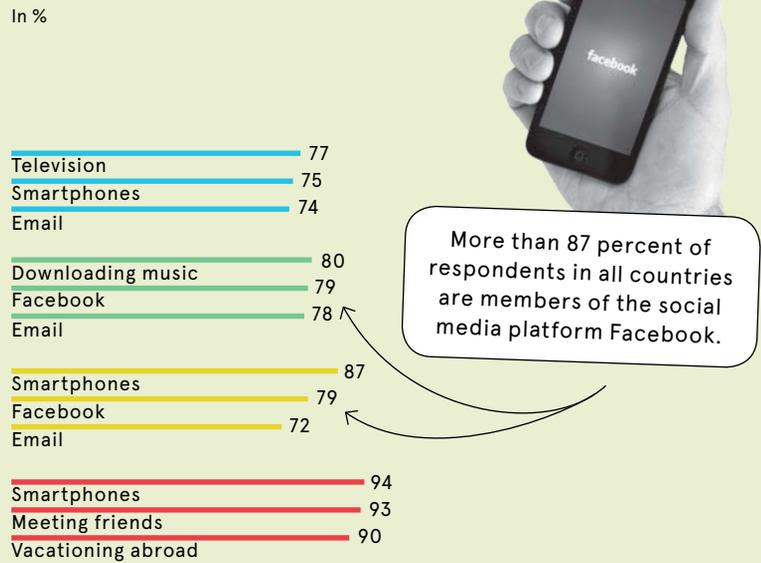
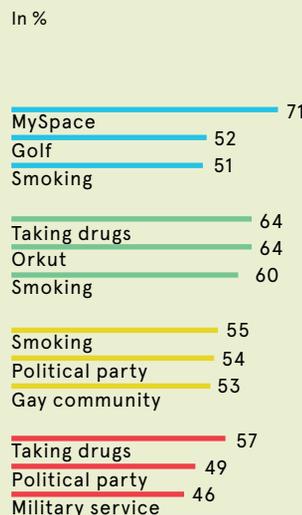


Fig. 1.6 – Trends

**Out: Drugs, parties, outdated internet platforms**

“We have compiled a list of very different things in life. Please tell us if they are unpopular with your friends and if you do not use them.” (Top 3 in each country)



# 02 – Life Goals and Values

- USA
- Brazil
- Singapore
- Switzerland

First the good news: If you ask young people how they see their own future, they are (excluding Singapore) mostly confident (Fig. 2.1). Now the bad news: Confidence in Brazil has decreased by 11 percentage points in two years. Young people in the largest country in South America feel under pressure and dissatisfied (more on page 70). Something positive for Brazil? About two-thirds of respondents want to take responsibility (Fig. 2.1).

In the oft-cited “Generation Y,” the “Y” stands for young people’s search for meaning (Y = why?). In contrast, the Youth Barometer does not find much in the way of a permanent search for purpose in life. The values landscape (Fig. 2.2) seems stable. No entry has shifted by more than 0.3 percentage points compared to the previous year; many are unchanged.

Globally, young people are not really conservative-minded in any of the countries. Altruism and family/friends are very important everywhere. Young people in Brazil are also characterized by more highly pronounced interests, particularly in terms of religion, altruism and post-materialism. A hedonistic attitude is typical of Brazil, but is less obvious than you might expect. Young people in Switzerland are less materialistic and less religious. The 16- to 25-year-olds in the US and Singapore are materialistic in their attitudes, which is also evidenced in the analysis of their problems (see page 70).

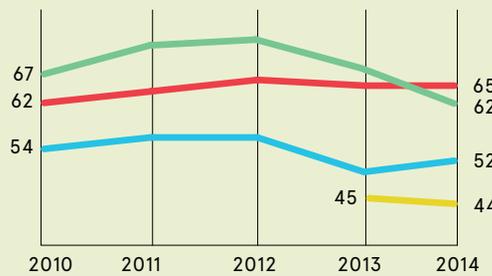
### No Help from Parents

It is a cause for concern that young people feel that the economy is not overly dependent on them (Fig. 2.3). Over the last two years, this figure has dropped dramatically: US: -16 pp, Brazil: -17 pp, Singapore: -7 pp (one-year comparison), Switzerland: -2 pp. The figures for society have followed a similar trend. These results can probably be explained by the financial crisis, which did not affect confidence or values so much as material perspectives. Parents and the state can no

Fig. 2.1 – Own Future

## Confidence in Switzerland is higher than ever; in Brazil, it is declining

“How do you feel about your own future?”  
Answer “reasonably confident” in %



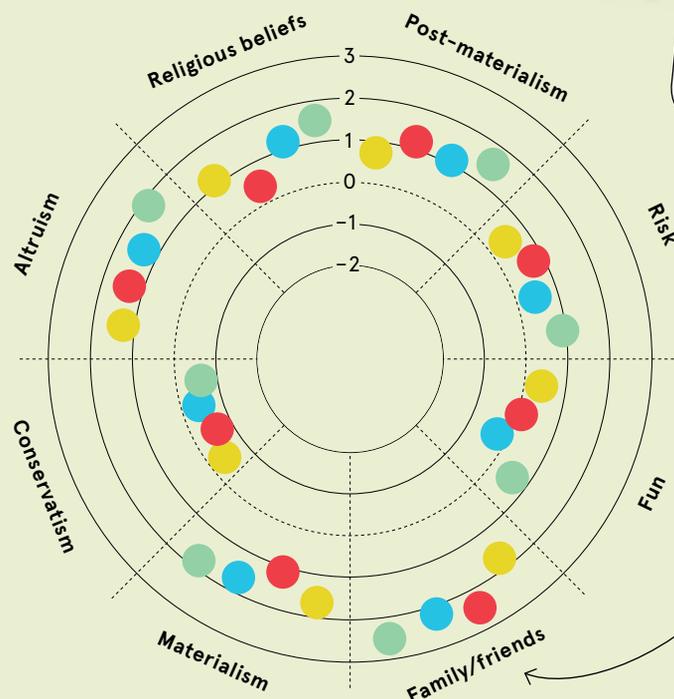
Fact 2.1 – Commitment

More than **50** percent of young people want to take responsibility; in Brazil, this number is 69 percent.

Fig. 2.2 – Values Landscape

## Young People Becoming Less Conservative

Aggregate of different values questions as indices with min. -3 and max. +3.



In all countries, family and friends are a core value.

longer provide a safety net (both figures have – except in Switzerland – dropped sharply in the last two years); only a small number want to or can “enjoy life.”

In parallel, we see the goals of this generation (Fig. 2.4). Much revolves around work, money and career. The top priority is, however, the work-life balance. One explanation may be that the generation’s experience has been shaped by the modern family environment, and they are familiar with how stressful it is to balance

work, family and leisure time. Alternatively, young people have already experienced for themselves the stress and pace of modern life in their professions.

Young people in Switzerland are doing well; they are less worried about financial matters than the international sample group. Confidence has certainly increased and is now higher than anywhere else (Fig. 2.1), materialistic goals are less important than friends and family (Fig. 2.2) and they can rely on family and

its resources (Fig. 2.3). Their post-materialistic outlook is reflected strongly in their goals (Fig. 2.4). Leisure time and career should be balanced, and the goal of achieving more than their parents is not a priority. They would prefer to pursue their own talents rather than a university education or a fast-track career. □

Fig. 2.3 – Future Plans

### Parents and State Can Provide Little Security

“When you think about your plans for life, how accurately do the following statements describe your future plans?”

In %

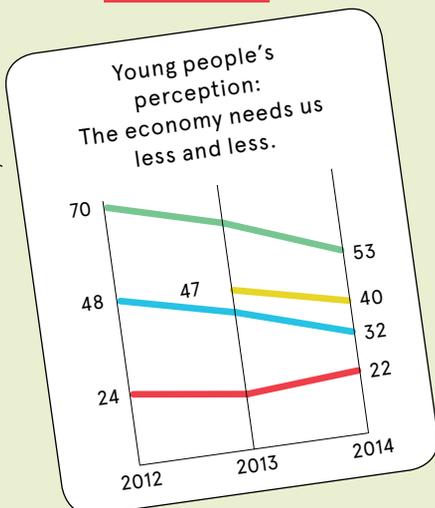
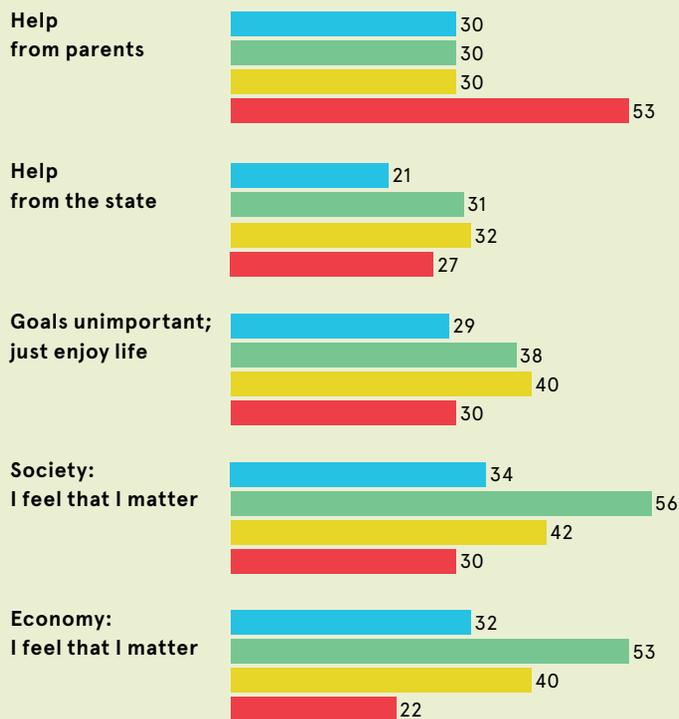
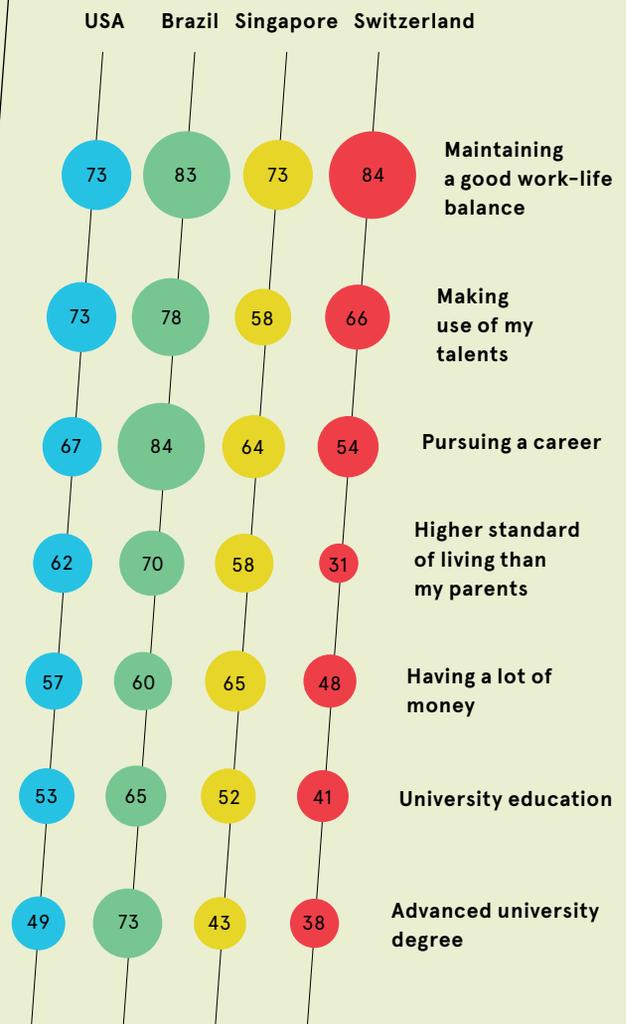


Fig. 2.4 – Life Goals

### Important Issue: Work-Life Balance

“When you think about your goals in life, what motivates you?”

Answer “absolutely strive for” and “generally strive for”  
In %



Switzerland

# Privileged, Spoiled, Insecure

Young people in Switzerland are doing very well. However, the first cracks in the facade are appearing. Will the tendency towards isolation continue?

By Thomas Held



If given 10,000 francs, young people in Switzerland would spend most of it – respondents in other countries would reduce debt or make larger purchases (photo: Montreux Jazz Festival, 2014).

The young people who were surveyed in the Credit Suisse Youth Barometer are part of the famous “millennial” generation (born after 1980). A report from the Pew Research Center in the US caused a stir this spring.\* The think tank for generational studies evaluated this generation and came to the conclusion that millennials differ so much from earlier age groups that it was necessary to talk about a new path to adulthood. At least, in the US.

The results of the Credit Suisse Youth Barometer confirm these findings

and provide a similar conclusion for Switzerland, Brazil and Singapore. The generation we studied grew up in a digital world in which letters, books, landlines and soon the PC are the relics of the “old” world. They are digital natives in the truest sense of the word, with a finely-tuned understanding of when to use which tool for what end. WhatsApp is making SMS obsolete, and various news apps have killed television (except in the US). Virtually all young people are on Facebook. Although friends and family still make up the most important reference group, the online community already represents an important social unit.

Next finding: (Social?) organizations are suffering a major loss in importance, and this generation has a very detached relationship to politics. On the list of things that are “out,” political parties are in second place, only after drugs. In addition, youth organizations and demonstrations are not in fashion (except in Brazil). This is troubling (see the conclusion below).

#### Unemployment Becoming Less Significant

Despite a global consensus, the digital generation in Switzerland appears more conservative than their peers in other countries. It starts with the fact that their preferred media are free newspapers, e.g. 20 Minuten and Blick am Abend, and their online editions – and not social networks. With regard to the latter, the Swiss participate less frequently and proceed

more cautiously when it comes to disclosing data.

According to the Youth Barometer, young people in Switzerland are not only more conservative in dealing with the internet but are also more privileged overall than their peers in the other countries. It starts with the material situation. While about half the respondents in the three other countries consider debt a problem, only a small minority is troubled by debt in Switzerland. If given 10,000 Swiss francs (or the equivalent amount), a clear majority of Swiss youth would spend the money, specifically on vacations. Meanwhile, young people in the other countries would use it to pay down debt or make larger purchases.

Unemployment has also virtually vanished from the Swiss respondents’ list of problems. Their career should – in contrast to responses from the other countries – be interesting, match what they’ve dreamed of and promote self-fulfillment. If you don’t like your job, you should change it. For the first time in the history of the Youth Barometer, only a minority believe you are lucky to even have a job. Work-life balance and the desire not to go through life according to a rigid plan have a high priority in Switzerland. Most of all Swiss youth want a job with a major international company – and preferably at home in Switzerland. They do not seem aware that the balance of work and free time tends to tip toward the former with these employers. >

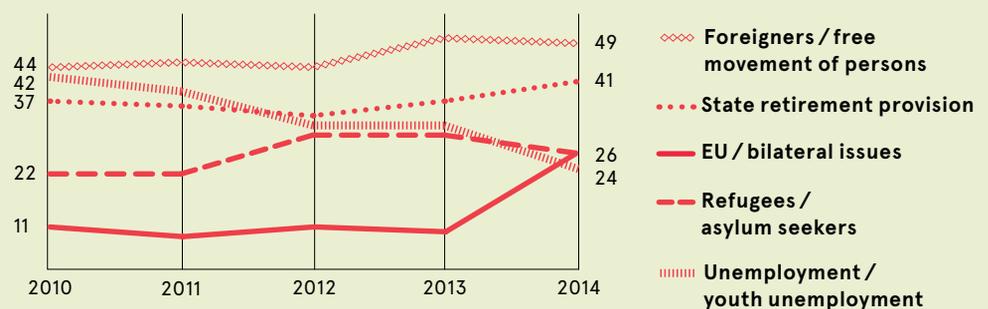


Five biggest problems

### New concern: Relationship with the EU

“In this list you will see some topics that have been discussed and written about a lot recently. Please look at the whole list, then select from the list the five most important points that you personally see as the five biggest problems in Switzerland.”

In %



## Cracks in the Picture

With this attitude, Swiss youth focus less on economic matters compared to their international peers, although money and career have gained somewhat in importance over the last year. Nevertheless, they come out ahead in the area of post-materialism. Most clearly their attitude is reflected in the fact that, compared to the other countries, only half as many young people in Switzerland strive to achieve a higher standard of living than their parents.

The Youth Barometer presents a portrait of young people in Switzerland who are privileged, if not spoiled. However, some data indicates that the first cracks are appearing. Prosperity seems so

Employment Preference

+9 pp  
**73%**  
 percent  
 would like to  
 work at an  
 international  
 company  
 in Switzerland.

self-evident that it is no longer a goal to strive for. Yet at the same time there is a dependence on this prosperity. Twice as many young people as in other Barometer countries count on (material) security from their parents.

Among young people from all four of the countries studied, emphasis is placed on education and training, but in Switzerland a certain skepticism about university education is found. Only a minority believes that the academic route is the best foundation for a career. And although a large majority of Swiss young people seem satisfied with their situation, they complain about discrimination and worry about a potential escalation of the generational conflict.

Such discrepancies suggest that young people assess their situation as more fragile than is reflected in the stability of

the value profiles of the Youth Barometer. As a globally networked and savvy generation, they possibly suspect that the post-materialist approach to living the good life may not provide the material well-being and security they want.

## Uncertainty about Status

The resulting uncertainty about status would produce a slightly different interpretation of the problem rankings. This continues to be led by the immigration question and a new major issue has appeared: Switzerland's relationship with the EU. First, one could just simply see this list of problems as a reaction to the political agenda and the hierarchy of issues presented in the media following the Yes vote on the mass immigration initiative. Nevertheless, the problem weighing on Swiss youth can be interpreted as an expression of the above-mentioned uncertainty with status. Privileges would then be threatened in the education and labor markets by competition associated with immigration, as well as by economic stagnation or even negative growth resulting from the ongoing damaged and especially uncertain foreign trade relations. This could explain the combination of the high weighting of the immigration question and the relationships with the EU, combined with a strong commitment to "bilateral" agreements.

The big question is what consequences this contradictory attitude will have on a generation that keeps almost a demonstrative distance from institutions and political parties. Will the commitment-averse millennials of the 2014 Barometer become authoritarian followers

that believe they can preserve their Swiss privileges through isolation? Or will they find a voice – perhaps in new types of media – that helps economic rationality break through? The 2015 Barometer promises to answer these and other questions. □

*\* Pew Research Center, March 2014, "Millennials in Adulthood: Detached from Institutions, Networked with Friends"*



**Thomas Held** is a trained family sociologist and was the director of Avenir Suisse for many years. He now works as a project manager, consultant and journalist in Zurich.

Future Switzerland-EU relationship

## Major support for the bilateral path

"How should the future relationship between Switzerland and the EU look in your opinion? What has top priority for you?"

In %



International

# “The Digital World Enriches Life”

Parents can relax. Virtual space is an opportunity rather than a threat for young people, says sociology professor Lynne Chisholm. Yet other results of the Youth Barometer cause her concern.

Interview: Simon Brunner



“A virtual community is no more and no less than any other mode of socializing”:  
Lynne Chisholm on today's youth.

*Professor Chisholm, young people attach more value in part to their “online community” than “partnership” or “religious community.” For many parents, it is hard to see how you can feel so connected to a virtual community.*

Socializing is and has always been a characteristic of youth. In peer groups, young people learn a lot, not least about themselves, and in their view, the most important advantage of such

contexts is the absence of adults and their cookie-cutter worlds. Parents notoriously have trouble understanding young people's worlds.

*But there are so many dangers lurking on Facebook and the like!*

A virtual community is no more and no less than any other mode of socializing. Today, socializing takes place virtually instead of on the prototypical street corner

from their grandparents' generation. The digital world enriches life. Street corners are still there, but the virtual highway provides young people who are otherwise shy or who live in geographically isolated areas access to youth-specific socializing. Of course, there are risks – just as on street corners – and as usual it comes down to raising awareness, whether by family upbringing or through media education in school or a youth club. >

In addition, young people are very aware, according to the Youth Barometer, who is responsible for their protection on the internet: they themselves.

#### *How does virtuality characterize this generation?*

On one hand, barriers to access are removed and spatial boundaries erased. On the other hand, it is interesting that the virtual world is increasingly bringing back a more visual form of communication to everyday life. Many young people are already accomplished photographers and film directors. And the ability to communicate in real time upsets conventional ways of thinking and behaviors. Young people no longer make appointments, they simply text spontaneously and they are constantly chatting with friends. Of course, it's also easy to know when your favorite sports team is playing.

#### *Can this form of interaction produce social cohesion?*

You have to rethink conventional notions of social cohesion. Digital worlds make it possible to produce a broad sense of solidarity and togetherness in other ways. Take for instance the Arab Spring – it was largely the result of a youth movement that was virtually self-generated and nonetheless capable of action.

#### *Apart from the pervasion of the digital, how should employers deal with this generation?*

I would turn the question around: How should young people today deal with employers? In Switzerland, most young people continue to join in professional life quickly and are generally secure materially. They thus have a foundation to present themselves confidently to employers and to demand the appropriate hallmarks in their work and careers. Otherwise, employers risk losing good workers to competitors.

#### *And in the other countries studied?*

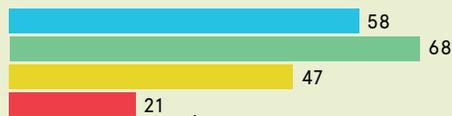
There, the opportunities to start a career are significantly more risky and time-consuming. Especially in Brazil, but also in the US, employers hold better cards. This means that young people need to be more patient and inventive. It is important that they do not resign themselves

Belonging to social units

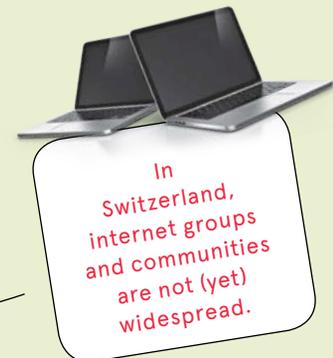
### **Strong affinity to virtual communities**

“Which social units do you feel like you belong to?”

Answer “online community”  
“strong/moderate sense of belonging,”  
in %



— USA  
— Brazil  
— Singapore  
— Switzerland



to working for employers who neglect their potential and pay them below their value. This goes hand-in-hand with the self-confidence and maturity that

feel personally and socially involved will vote. Many young people today hardly see themselves, their living conditions, their needs and their values represented in established politics. This has to change if we want to win over young people to political participation.

Employment

**43**  
percent of surveyed  
Brazilians are  
looking for a job.

(United States: 40 percent,  
Singapore: 26 percent,  
Switzerland: 16 percent)

develop when young people learn that they are worth something in their society and they are given encouragement at school and at home.

*Political questions: Can young people be won over to go to the polls with contemporary technology such as e-voting? What can be done about the political apathy?*

You can lead a horse to water, but you can't make it drink. Regardless of how elections are organized – only those who

*Young people in Brazil are not doing well. Their national pride is being eroded, and they see failed government alongside a strong need for reform. In addition, concerns about corruption have reached new heights. Should we be worried about more youth riots?*

Firstly, the concerns of young people are always an indicator of the state of a society as a whole, and secondly, young people often take the lead when it comes to actively calling for reform and change. In this regard, the results of the Youth Barometer survey speak for themselves: If nothing improves, the spark will catch sometime and there will be riots again – among young people, in any case, but not only there.

*Young people in Singapore and the United States are more concerned with material worries. Why?*

Here, especially in traditionally highly materialistic societies such as the US or Singapore, the real or feared loss of prosperity and good employment stands in the foreground. Brazil has a very different history and a very different social reality.

*When asked about their goals in life, young people in all countries found it very important keep a balance between leisure and work. Is that realistic?*

I'm pessimistic in that regard. I currently see no reason to hope for a turnaround in terms of the high demands from work. Young people are unfortunately much too resilient and usually are happy to take on challenges. The possible negative consequences – for family life, for health – only emerge much later.

*A significant proportion of 16 to 25-year-olds already has debt, whether it be with a phone provider, a credit card company or personal debt. Is this alarming or simply a question of culture?*

One cause for alarm is the high level of accumulated debt for everyone, regardless of age. It is much easier to take on more debt than it is to pay it off. Young debtors essentially carry a mortgage around with them, and that can become a way of life and restrict their ability to act in the long term. At the same time, it must be stated that both the private sector and several nations pretend in their own behavior that giant debts are normal, and might even promise future success. How can we then teach young people to stay out of debt? Young people live in a pervasive world of consumerism whose aim is

to stimulate consumption. Why do we wonder why young people are in debt?

*The burden of debt is lower in Switzerland. Why?*

Switzerland is known for its wealth. As the Youth Barometer shows, young people here are much more likely to be supported financially by their families. If you have a financial cushion in the background, you do not need loans, or the accumulated bills are paid by parents and relatives. There is also a strong cultural appreciation for thrift and prudent money management, both small and large. Compared to Europe as a whole, the national perspective provides a more nuanced picture, depending on the combination between cultural tradition and economic structures.

*Finally, a ray of light: If you paid young people a large amount of money, they would save more than half, up to 75 percent in Singapore. Is this generation possibly more sensible than its parents, the baby boomers?*

Who says the baby boomers were or are not particularly sensible? At any rate, they experienced entirely different conditions during their youth: Economically, things were on the upswing and socially a lot was improving. Today, young people are only too aware that first and foremost they

must provide for themselves and that there is less security. It is not easy to be a young person today. □



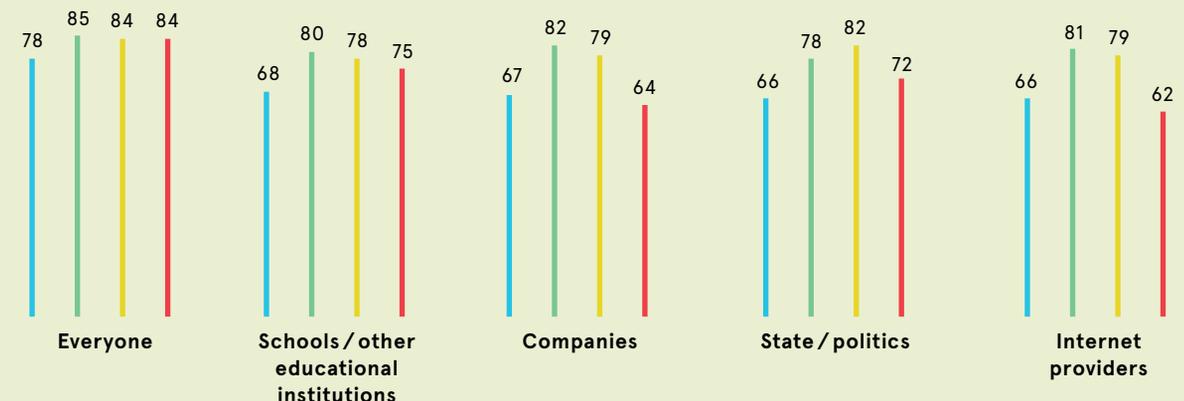
**Lynne Chisholm** is Professor of Education and Generations at the University of Innsbruck and Guest Professor for Political Education at the Institute for Educational Research at the University of Oslo. Currently, she is a Research Advisor at the UNESCO Institute for Lifelong Learning (UIL) in Hamburg.

Protecting Their Own Data

**Who is responsible? I am!**

“The handling of information in the digital world can pose a security risk for the individual. How important do you consider the role of the following elements in the protection of the individual and his or her personal data?”

In %



# 03 – School, Career, Finances

— USA  
— Brazil  
— Singapore  
— Switzerland

In economically challenging times, it is not surprising that in many places your job is not the job of your dreams (Fig. 3.1). In Brazil, particularly, this figure has declined sharply in the last two years (–14 percentage points). As a result, many young people see their job as something “temporary” and not as the place where they can find fulfillment.

In Switzerland, this trend is somewhat weaker, but even here at home there are problems. 59 percent believe that a foreign name will result in discrimination in employment and education – and this view has held stubbornly for years. In other countries, even in a country of immigrants like the US and in the multi-ethnic state of Singapore, this value is less than one-third (Fact 3.1) and steadily decreasing.

Another feature of Switzerland is that young people here are not set on an academic path (Fig. 3.4). Only a third of Swiss respondents believe a university education is the best foundation for their career (other countries: 65 percent or higher). This result can be interpreted as a vote for the dual education system, because it’s possible to make it to CEO via an apprenticeship here in Switzerland. Or, read critically, the response shows that Swiss youth have a certain skepticism about an academic career.

The fact that young people in Switzerland have fewer worries than their peers in other countries is particularly evidenced in the response to the question of what they would do if they were given a large sum of money (Fig. 3.2). Swiss young people would spend almost half and save the other half – respondents in all of the other countries would save at least 65 percent.

What they would spend the money on also reveals that the Swiss are less interested in status symbols – because they are less important to them, or because they already own them? Intangible values are more important to them in any case. They

would spend 14 percent of the money on a vacation – the largest single amount.

Swiss young people are somewhat reluctant (stingy?) about donations. Although in principle free-spenders, they would donate less than US youth. As a percentage of the total amount spent, the Swiss youth would give the smallest of all four countries.

## High Debt

Young people in the US do their reputation justice when it comes to cars. In no other country would respondents spend so much money on a vehicle. Young people in all four countries respond similarly when

it comes to spending on family, jewelry and clothes.

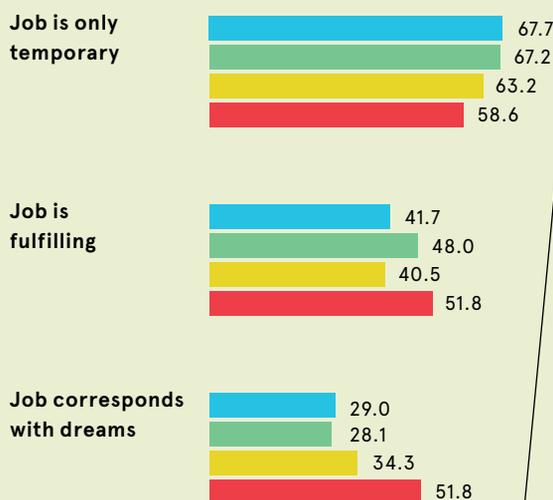
Ultimately, it comes down to how well young people can handle money. There are great differences in terms of debt (Fig. 3.3). Few young people in Switzerland have debt with a credit card or mobile phone company, but it is a different story in Brazil and the US. The higher debt levels may have to do with the social acceptance of credit in these countries. This hypothesis is supported by the sharp decline in the number of young people in debt in the US over the last two years (credit cards: –20 pp, mobile phones: –21 pp) – debt is out since the financial crisis in the US. □

Fig. 3.1 – Employment

## Work is not a place to seek self-fulfillment and rarely provides the job of one’s dreams

“How applicable are the following statements for you? Please estimate between 0 and 100 percent.”

In average values



Fact 3.1 – Discrimination

**59**  
percent of young people in Switzerland think that having a foreign name will result in disadvantages (other countries less than 33 percent).



Fig. 3.2 — Money

**Switzerland: Off on holiday**  
**Others: Save, save, save**

“Let’s say someone gives you 10,000 units of your currency. How would you spend the money?”

In average values

The Swiss would spend roughly half, but Singaporeans only a quarter. US and Brazil about 30 percent.

**Saving / investing**

**Spending**

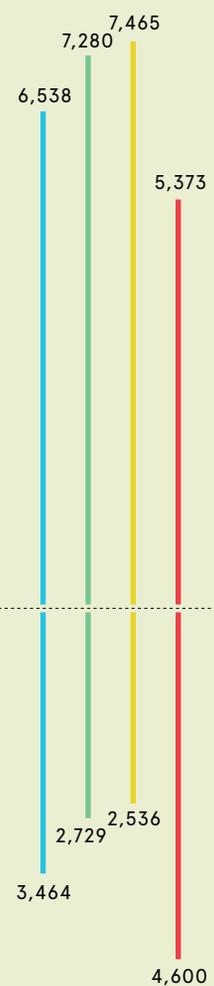
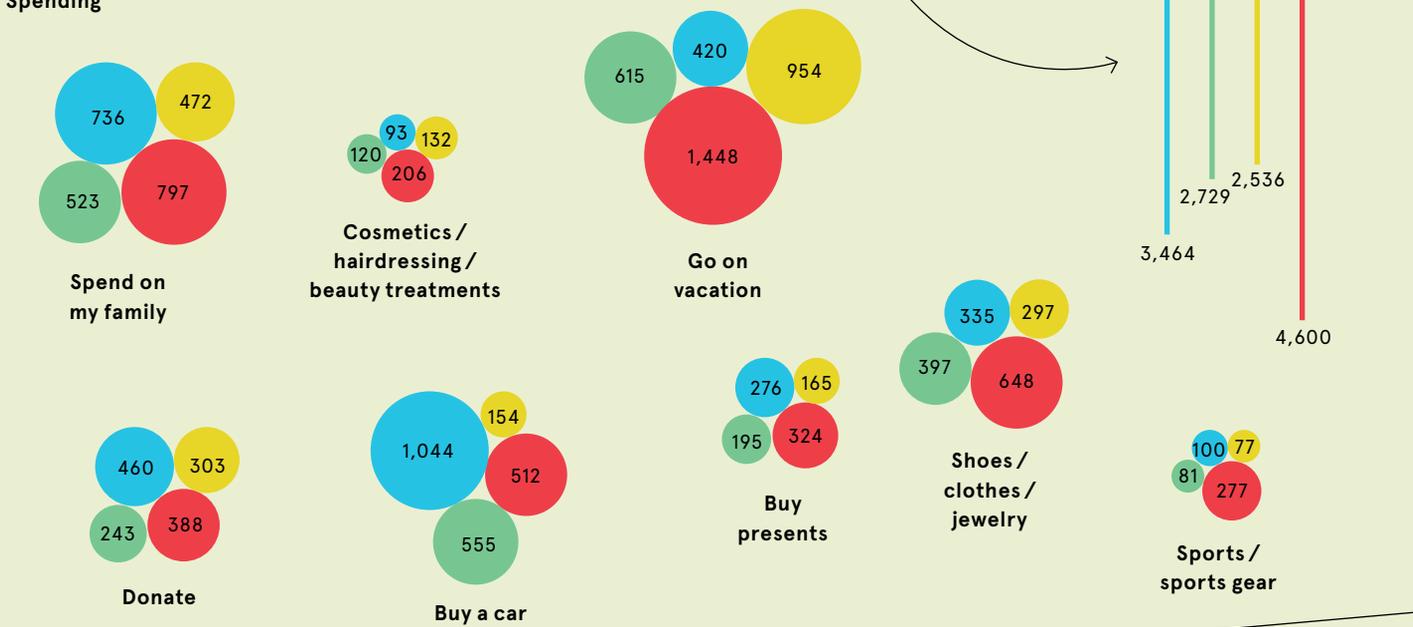


Fig. 3.3 — Financial Obligations

**Debts to credit card and mobile phone companies are widespread**

“Do you personally have any of the following liabilities?”

In %

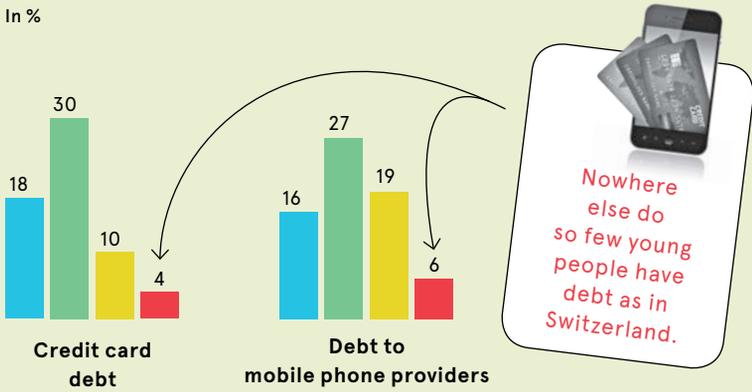
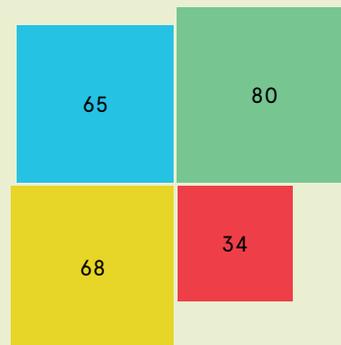


Fig. 3.4 — Academic Career

**A university degree is the best foundation for my career**

“How much do you agree with the following statements about careers and education?”

Response: “A university degree is the best foundation for my career,” in %



# 04 – Politics and Society

- USA
- Brazil
- Singapore
- Switzerland

One of the main results of this year's Youth Barometer is the worrying situation in Brazil. The mood among the 16- to 25-year-olds in the country of 200 million could not contrast more strongly with the cheerful images of the Football World Cup this summer. Only 12 percent still take pride in their country, whereas a year ago it was 39 percent, and 47 percent two years ago (Fig. 4.1). Three-quarters of young Brazilians worry about corruption – in no other country is there a problem that is felt by nearly as many young people (Fig. 4.3). Aside from corruption, concerns about health, schools and universities have gained in importance, with unemployment and urban violence further rounding out the country's main problems.

The first signs of discontent in Brazil became evident in the 2013 Youth Barometer. This year, conditions have apparently continued to worsen for young people, with confidence dropping sharply (page 60, Fig. 2.1). It is not surprising that

nine out of ten young people call for political reforms. Professor of Sociology Lynne Chisholm warns, "If nothing improves, the spark will eventually catch and there will be riots again" (see page 66).\*

### Is There a Generation Gap?

One topic that has gained urgency is the confrontation with older generations, or the demographic challenge (Fig. 4.2.). In Switzerland, this is also evident in the fact that the retirement provision (AHV) is seen as an increasingly larger problem (Fig. 4.3, +7 pp compared to 2012). Are these the first signs of a generation gap? The main concern for young Swiss people has been the same for five years running: immigrants. Nonetheless, this concern has not increased despite the mass immigration initiative. The third-largest problem likely also stands in direct relation to the initiative. The EU and the bilateral contracts, a subject that last year preoccupied only 10 percent of young Swiss, was up this year to 26 percent.

Young people in the United States and Singapore are plagued by financial worries, as well as concerns about the price of gasoline, inflation and wages. Somewhat surprisingly, the problem of unemployment has not increased in importance, but has remained stable at a high level – except in Switzerland, where it has actually decreased. In 2010, unemployment was still the second biggest concern (42 percent agree), today it remains in fifth place (24 percent agree).

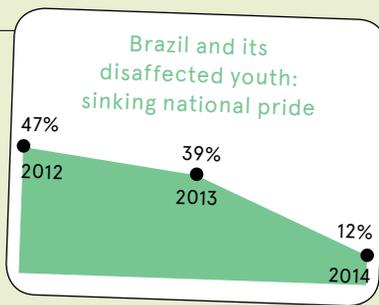
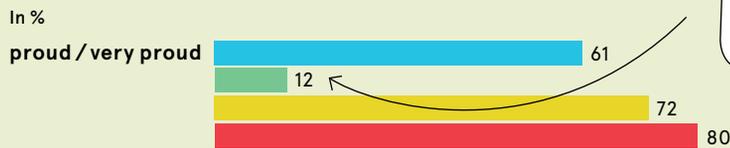
Young people in the four countries surveyed share an enthusiasm for the digital world and in professional and financial terms they are, for the most part, realistic and reasonable. Country-specific differences exist in Brazil, where young people are extremely dissatisfied, and in Switzerland, where they are materially better off than in the other three countries. □

\* Article went to press before the elections.

Fig. 4.1 – Patriotism

### The Swiss Love Their Country

"How proud you are of the US / Brazil / Singapore / Switzerland?"



Fact 4.1 – Reforms

**91** percent of young Brazilians see a need for reform in their country, up 11 percent from last year.

Fig. 4.2 – Demographics

### The Generation Gap

"In the foreseeable future, your country will have more and more older people of retirement age and fewer and fewer young people. How do you feel about this?"



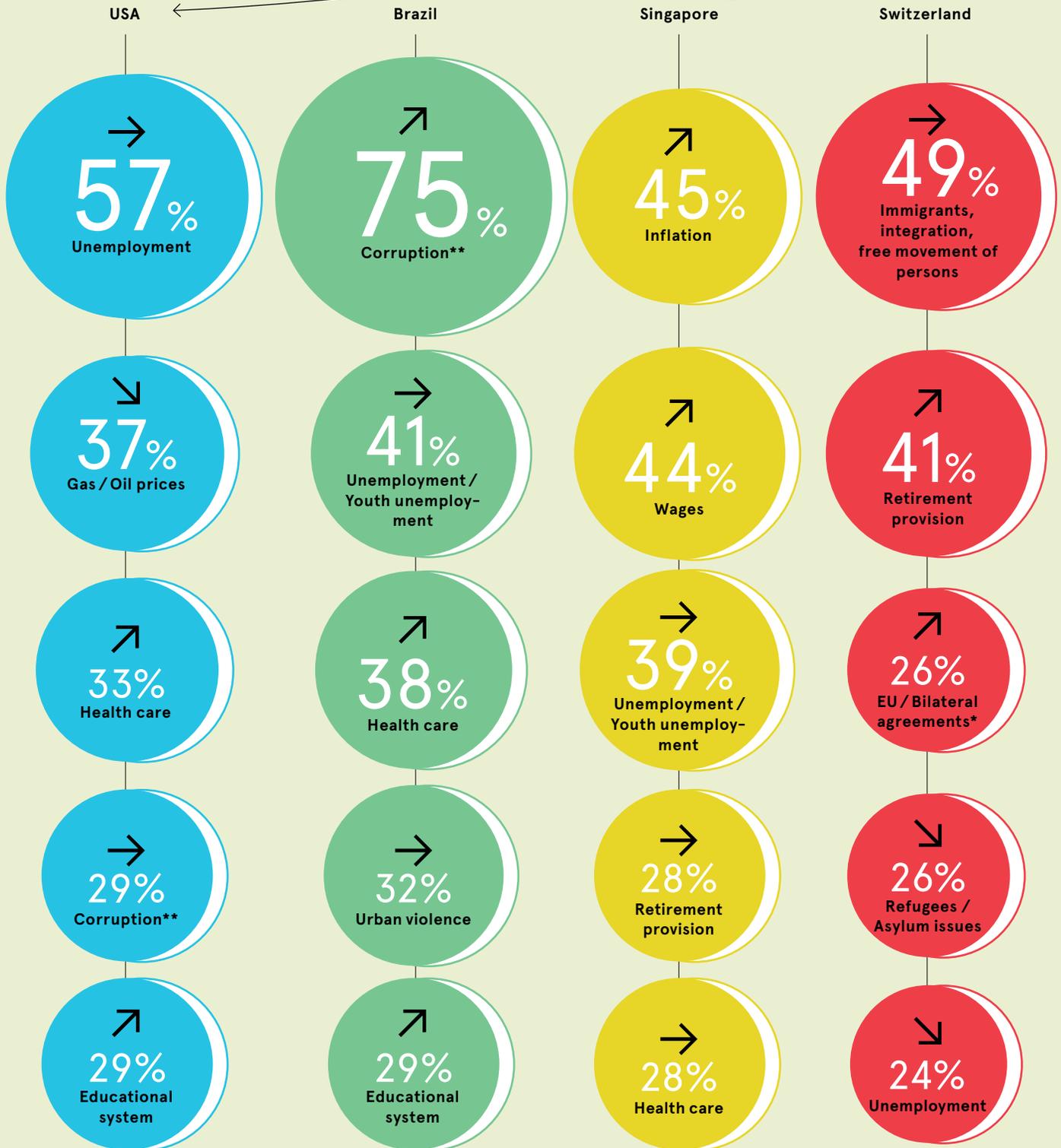


Fig. 4.3 – Five biggest problems

**Unemployment, Corruption, Inflation and Immigration**

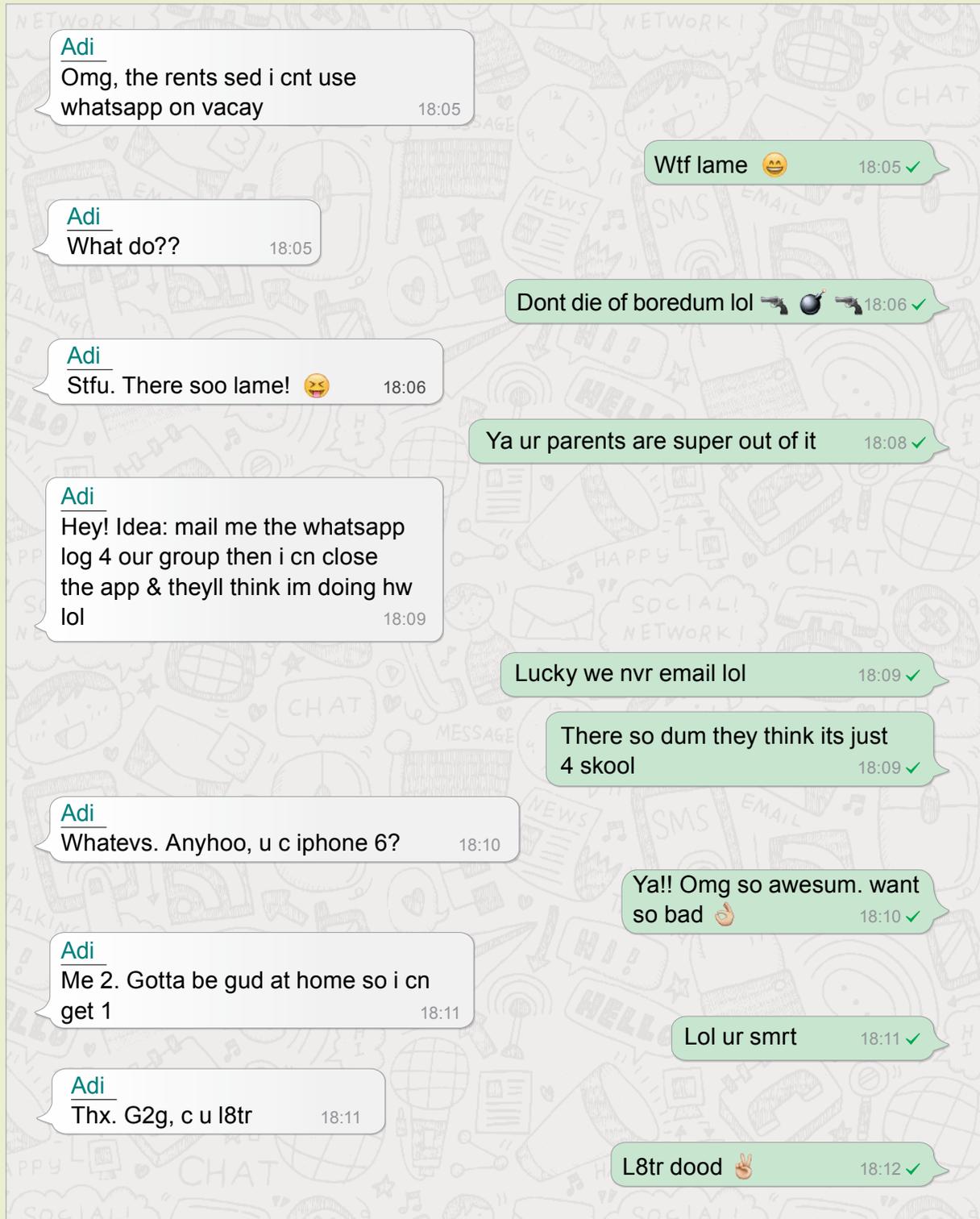
“In this list you will see some topics that have been discussed and written about a lot recently. Please look at the whole list, then select the five points that you personally see as the biggest problems in your country.”

In %



\*Only surveyed in CH, \*\*only surveyed in US, BR and SG

# The Generation after Next



**Translation for adults:** “Oh man, my parents aren’t letting me use the WhatsApp messenger on vacation” – “*That’d drive me crazy*” – “What do I do now?” – “*Don’t feel so sorry for yourself*” – “Shut up, my parents are so old-fashioned” – “*Yeah, they’re real Luddites*” – “I know a trick that’ll work: Email me a document with all the messages from WhatsApp. Then I can close the app and my parents will think that I’m studying” – “*Luckily we never use email with our friends, our dumb parents think that it’s just for school*” – “Change of subject: Have you seen the new iPhone 6?” – “*I think it’s great, I totally want one*” – “Me, too. But I have to be on my best behavior at home or my parents won’t pay for it” – “*Smart*” – “Thanks. Gotta go” – “*See you later.*”