

The interplay between global trends and national living environments



Credit Suisse International Youth Barometer

Seventh Credit Suisse Youth Barometer on behalf of the Bulletin of Credit Suisse, 2016

Project team

Lukas Golder Political and media scientist

Martina Mousson Political scientist

Cloé Jans Political scientist

Stephan Tschöpe Political scientist

Aaron Venetz Political scientist

Alexander Frind Political scientist

Noah Herzog Office and administration

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1 Summary of key points

1.1 Objective and method

Four countries, seven measuring points, one target group studied and real-life insights into young people over time: the Credit Suisse Youth Barometer gives an insight into the lifestyles and views of 16 to 25-year-olds living in the USA, Brazil, Singapore and Switzerland. The main thematic areas are lifestyles, hopes, trends, work, social coexistence and communication behaviour. Questions were also asked about careers and the way individuals deal with goals. This year, a new focus is on the impact of social media on the political processes in the four countries and on the topic of "digital populism".¹ What remains important is the analysis of the different possibilities and practices in the way young people communicate and interact with one another. In view of the great affinity for the web among young people, the survey was conducted online. The online survey itself took place between April and June 2016. The database covers 1000 respondents each in Brazil, Singapore and the USA as well as 1048 Swiss residents from all regions of Switzerland. The surveys outside Switzerland were conducted by the research company Agknowledgetech. The population surveyed comprised young people aged between 16 and 25.

1.2 "In and out": leisure time and communication

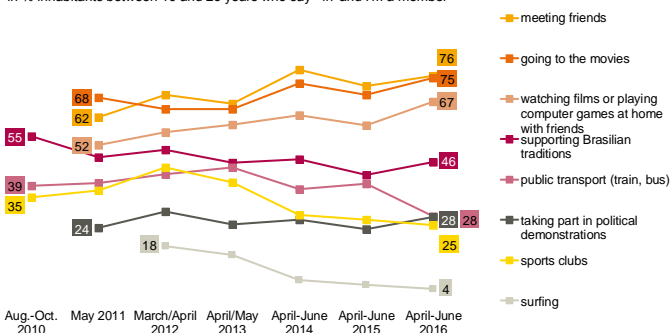
The things that young people consider to be in and the activities that are effectively carried out frequently and the things that are out have stayed relatively constant over the past few years. The similarities between the countries in this respect are also surprisingly large. However, there are a few specific trends that nonetheless stand out: in Brazil, for example, membership in youth clubs is decreasing significantly. This is likely to be directly linked to the economic developments in the country. Sports promotion in Brazil strongly relies on private initiative and is therefore often the privilege of higher social classes. If Brazil's economy does badly or worse, then there is no money for sports clubs. In Singapore the effect of the political protests in 2013 has become noticeable and in the USA the popularity of keeping traditions alive have shown a clear tendency to decline since 2010.

Figure 1

Trend Activities/Attitudes All Areas of Life Brazil

"We have put together a list of very different things in life. Please judge whether these things are 'in' or 'out' in your **personal circles** and also what your own opinion of them is."
"We have once again listed some very different activities/attitudes. State whether these are 'in' or 'out' in your personal circles and what your opinion of them is."

in % inhabitants between 16 and 25 years who say "in" and I like to do it"
in % inhabitants between 16 and 25 years who say "in" and I'm a member"

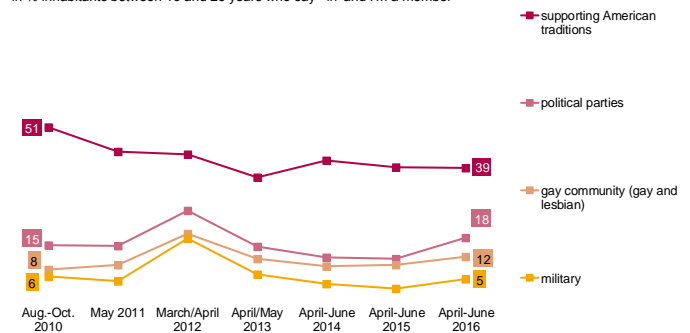


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Trends Activities/Attitudes All Areas of Life USA

"We have put together a list of very different things in life. Please judge whether these things are 'in' or 'out' in your **personal circles** and also what your own opinion of them is."
"We have once again listed some very different activities/attitudes. State whether these are 'in' or 'out' in your personal circles and what your opinion of them is."

in % inhabitants between 16 and 25 years who say "in" and I like to do it"
in % inhabitants between 16 and 25 years who say "in" and I'm a member"



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¹ For the definition and explanation of "digital populism" see section 3.1.3 in the final report

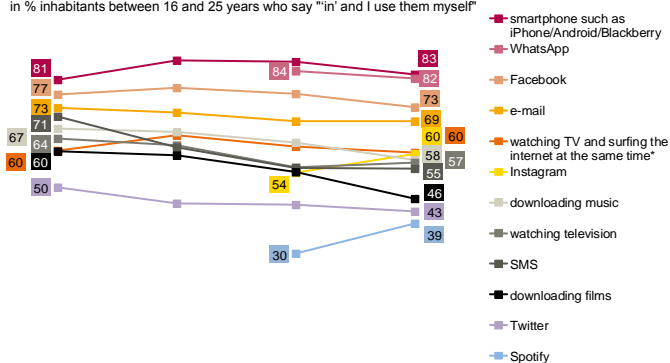
In the fast-moving area of communication in particular this trend is especially evident. You can see that certain chat services and other internet-based programs are spreading around the world rapidly and other apps go out of fashion within a very short space of time and are hardly used at all any more. Snapchat is suddenly very in among the young people in all countries; similarly, there is a shift from downloading music and films to streaming services like Spotify. It is these lightning trends that leave their mark on the world of communication and ultimately also have an impact on all other trends (activities etc.).

Figure 2

Trends All Areas of Life: Communication Singapore (1/2)

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

in % inhabitants between 16 and 25 years who say "in" and I use them myself"

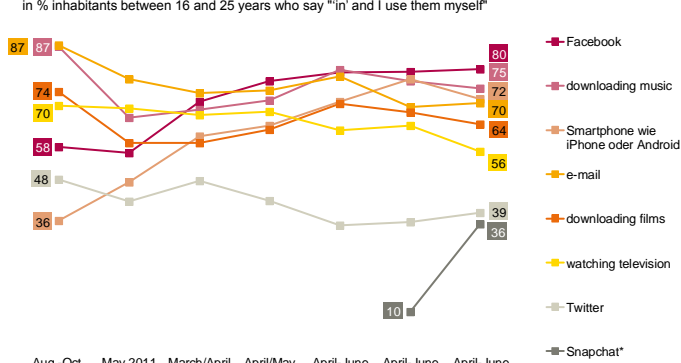


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*up to 2015: watch television and use smartphone/tablet at the same time

Trends All Areas of Life: Communication Brazil (1/2)

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

in % inhabitants between 16 and 25 years who say "in" and I use them myself"



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*up to 2015: YouNow

The more naturally young people move around the internet and all its offers, the more urgent the question of data protection. (Almost) everyone agrees that individuals are primarily responsible for protecting their own data. In addition, there is one striking difference between the countries: Brazil, the USA and Singapore believe that, in second place, the economy in the form of internet providers and companies is primarily responsible, whereas the young people in Switzerland believe that it is the schools and the government that should keep an eye on security.

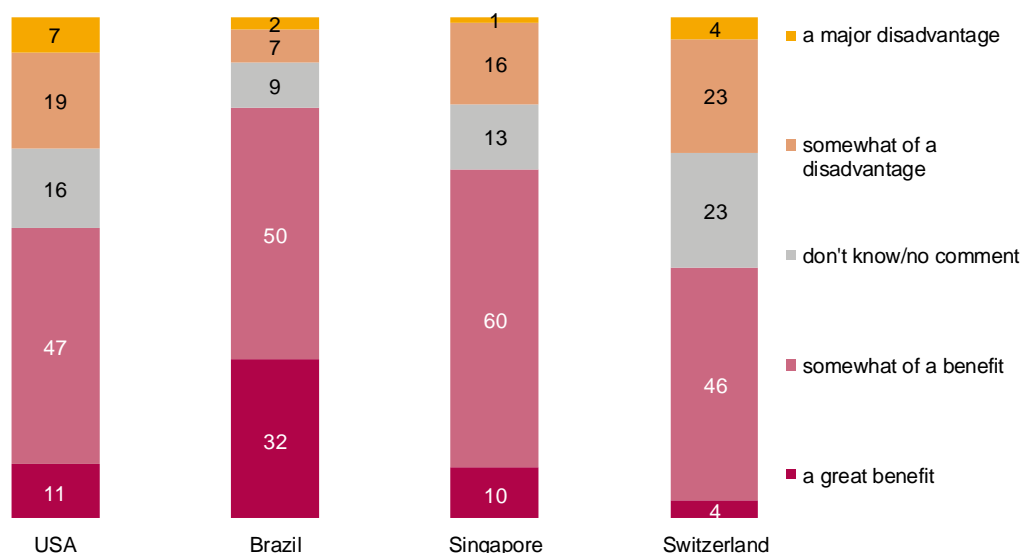
Hand in hand with the steady expansion of communication services on the internet and the social media in particular there is more discussion about the extent to which these channels present an opportunity or a problem for the political processes of a country. In this context, you often hear the term "digital populism". On the one hand, online posts or comments can integrate young people into the political process and provide access to it, and on the other hand, a lack of limits, manners and transparency can incite hatred and bring about frustration.

Figure 3

International Comparison Possibilities of Online Comments/Posts for Politics

"Overall, do you consider online comments and discussions on Facebook and Twitter a great benefit, somewhat of a benefit, somewhat of a disadvantage or a major disadvantage for politics in the USA/Brazil/Singapore/Switzerland?"

in % inhabitants between 16 and 25 years



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There are indications that there is a relationship between perception, the reliability of the government (with regard to a country's political situation) and the assessment of the opportunities of online comments and posts: in the countries studied where the political system is perceived by young people as being inadequate (especially Brazil and Singapore), the opportunities presented by online comments are seen in a more positive light than in Switzerland, where satisfaction is generally relatively high. And indeed, in the four countries studied the young people have different reasons why online comments tend to be seen as an advantage or a disadvantage, and these reasons are linked to the country's social and political context (see table 1). In Switzerland, the majority of respondents believe that social media cannot really cause genuine (and positive) changes in the political process. At best, people concede that it means that organisations are forced to pay more attention to what people really want. In the USA, young people believe that online comments are a disadvantage if they also believe that they mostly reinforce feelings of hatred. The possibility to use the internet to make public injustices and errors or to quickly organise politically is seen as positive by the young people. In Singapore, transparency and independent information are the main explanations for a positive view, and in Brazil people particularly appreciate the opportunity to play a part in shaping the democratic process.

Table 1

Top 3 most important drivers of opinions on online comments per country

Rating	Switzerland	USA	Brazil	Singapore
1	– social media do not make politics more exciting	– negative emotions increase hatred	+ internet democracy enables participation	+ comments are honest and genuine
2	+ organisations pay attention to what people want	+ injustices/errors come to light	+ simple solutions to complex problems	+ influenced by celebrities
3	+ no communication culture has emerged that helps political extremes	+ allows quick political organisation	+ gives citizens an alternative voice	+ politics becomes more exciting

Key: Table 1 shows the three most important statements about online comments by country for opinion formation. These can either have the effect of online comments being seen as a disadvantage (-) or an advantage (+). The most important statement in Switzerland, for example, can thus be interpreted as follows: the more people in Switzerland are of the opinion that the possibility of online comments makes politics more exciting, the more people think that this is a disadvantage for the political process.

1.3 Education, career, economy and finance

In Switzerland, young people have a relatively clear and very consistent idea of their future career. In 2016 slightly more young people attach importance to an exciting job than when they were first surveyed. However, this development is taking place on a high level, i.e. an exciting job was very important for many young people before. Their own career, however, is not a priority. This is different in the other three countries. There, the gradation of priorities is not as gradual and regular. For the young people in Brazil, Singapore and the USA everything is important – especially their own career in contrast to Switzerland. Only public recognition moves slightly (and increasingly) into the background.

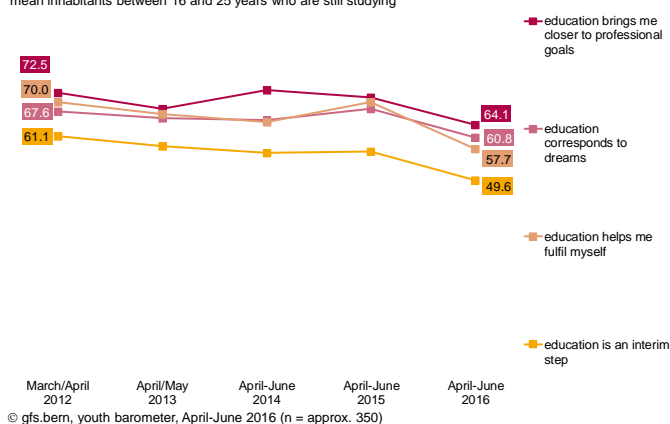
Ideas about the world of work are shaped in many respects by an individual's background and education. In Switzerland a clear majority is satisfied with the educational situation and is of the opinion that it is a good preparation for their future career. In the other three countries this is not necessarily the case. In the USA satisfaction with their own education steadily declines. The traditionally relative large gap between school and the job market in the USA means that the poor appraisal of education does not directly translate into a pessimistic attitude towards the job market.

Figure 4

Trend Filter Statements Education USA

"How well do the following statements apply to you? Respond by entering a number from 0 to 100 %."

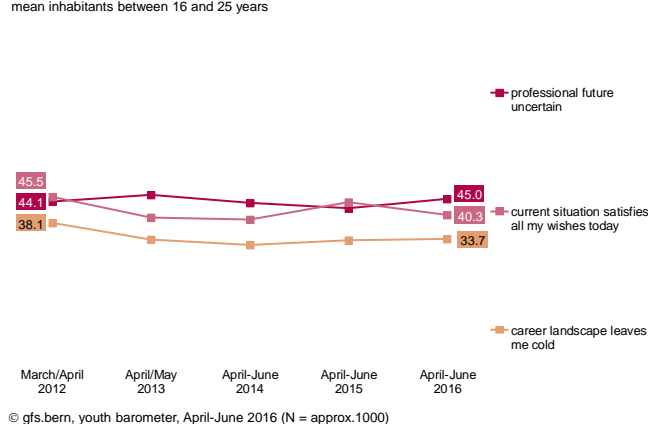
mean inhabitants between 16 and 25 years who are still studying



Trend Statements Profession USA

"How well do the following statements apply to you? Respond by entering a number from 0 to 100%."

mean inhabitants between 16 and 25 years

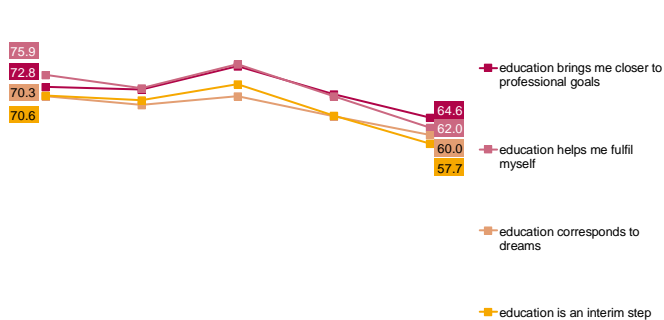


In Brazil, on the other hand, precisely this is the case. The worse the young people believe their education to be the more frustrated they are with the job market.

Figure 5

Trend Filter Statements Education Brazil

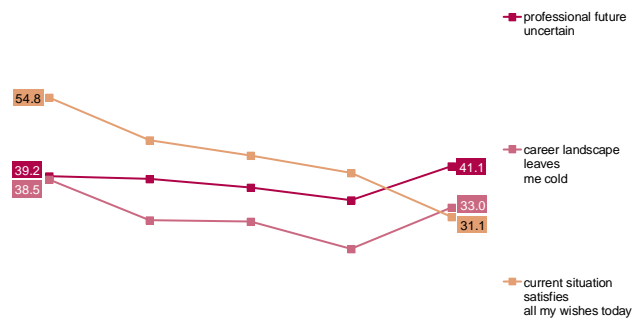
"How well do the following statements apply to you? Respond by entering a number from 0 to 100%." mean inhabitants between 16 and 25 years who are still studying



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Trend Statements Profession Brazil

"How well do the following statements apply to you? Respond by entering a number from 0 to 100%." mean inhabitants between 16 and 25 years



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A trend towards a falling importance of classical performance assessments such as school grades can also be observed. In the age of tech billionaires who are famous for never having completed university, a different and unconventional form of role model is becoming established, which the young people can emulate.

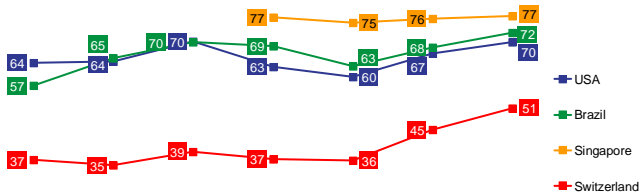
Finally, the kind of employer young people are hoping to have in the future is surprisingly global: in all four countries the tourism and travel industry and the media are among the most popular lines of work, and in every country Google is by far the most frequently mentioned employer of choice. There is also a trend for young people looking for employers who are flexible, allow part-time work and the opportunity to work from home every so often. Given these circumstances, it also makes sense that self-employment is in an ideal scenario for many young people in all countries (except Switzerland).

Figure 6

Trend International Comparison Important Factors Employer: possible to work from home

"How important are the following factors in an employer?" "possible to work from home"

in % inhabitants between 16 and 25 years (sum of those for whom very/fairly important)

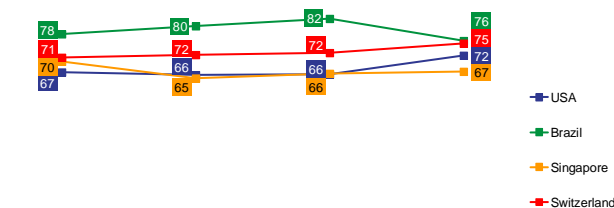


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Trend International Comparison gewünschte Important Factors Employer: option of part-time work

"How important are the following factors in an employer?" "option of part-time work"

in % inhabitants between 16 and 25 years (sum of those for whom very/fairly important)



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In Switzerland young people are relatively sensible with their finances. They have comparatively little debt (and if they are in debt then with their own families) and save regularly. In Brazil in particular (and to an extent also in the USA), on the other hand, economic uncertainty is reflected in a shift towards saving and secure, long-term investment such as owning a property. Investment funds and shares in contrast are losing their appeal and people also donate less.

1.4 Politics: views, problems and concerns

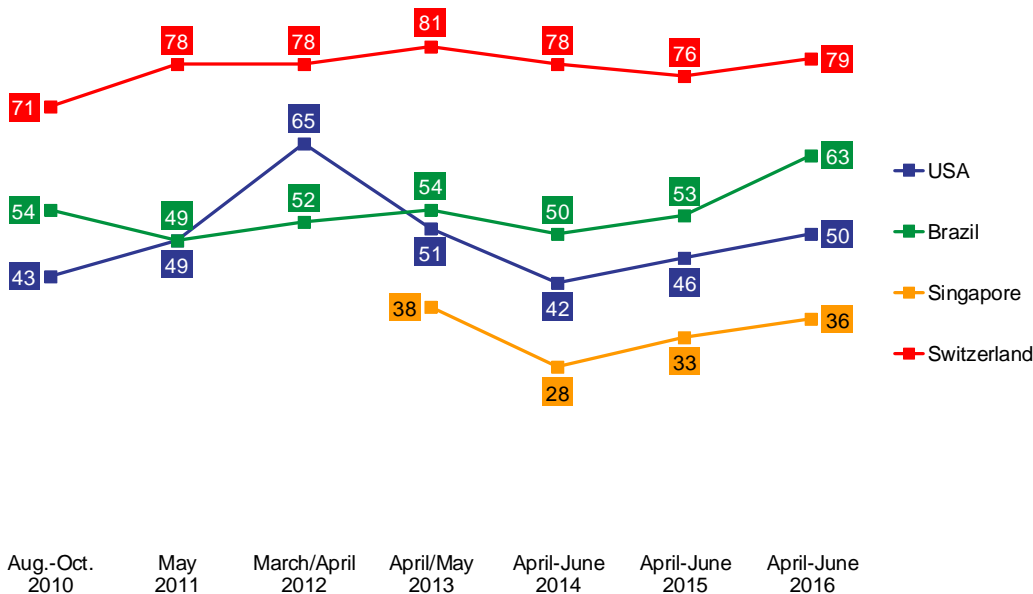
Except for Singapore, the young people's interest in politics is increasing in all countries studied. This also fits with the fact that the concepts "left", "centre" and "right" to describe the political spectrum in all countries – including Singapore – is gaining in importance for young people. In the USA, moreover, strong effects of the electoral cycle have become noticeable: in the years in which a new president is elected, the young people are generally more involved and more interested.

Figure 7

Trend International Comparison Meaning Left, Center, Right

"Left, centre and right are three terms that are frequently used to describe political views. Do these terms mean anything to you? Or do they mean nothing at all to you?"

in % inhabitants between 16 and 25 years who say "Yes, they have a meaning"



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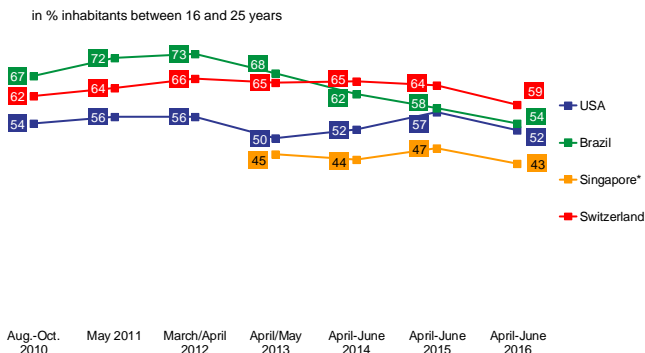
It is plausible to assume that the reason why young people are once again more interested in political and social affairs is that they have an increasingly pessimistic view of their own future and the future of society.

Figure 8

Trend International Comparison Opinion Own Future

"In your opinion, what is the outlook for your own future? At the present time, do you see the future rather bleak, fairly optimistic or mixed/it varies?"

fairly optimistic

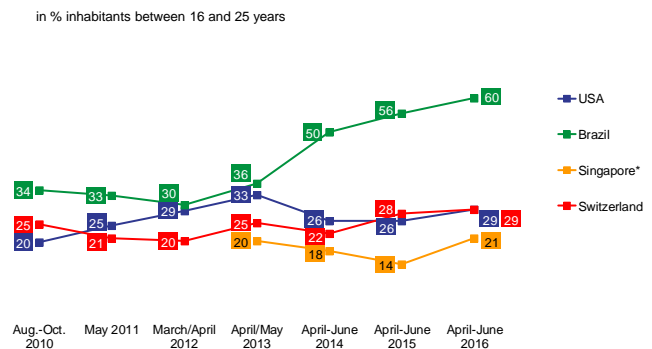


© gfs.bern, youth barometer, April-June 2016 (N = approx. 1000)
* polled since 2013

Trend International Comparison Opinion Future of Society

"And what about the future of our society? Overall, is it rather bleak, fairly optimistic or mixed/it varies?"

rather bleak



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* polled since 2013

The perception of problems is very different in the different countries. Long-term trends can be identified everywhere. In Switzerland, the refugee issue

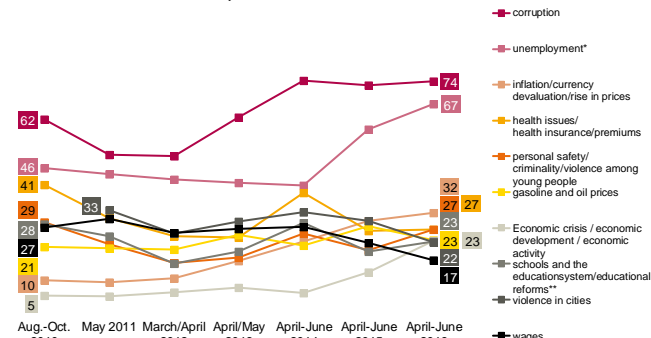
(war refugees and asylum seekers) is replacing the issues concerning foreigners (economic migrants, free movement of people). In Brazil, corruption remains the biggest concern, with unemployment and the economic crisis also increasingly being seen as problems. Finally, in Singapore, extremism and terrorism are an increasing source of concern. Fascinating developments can be observed in the USA. The problem of petrol and oil prices, the main worry for many years, has receded into the background. Equality between men and women is more important today (in the USA as the only of the four countries). Racism, too, is increasingly perceived as a problem.

Figure 9

Trend Greatest Problems Top Ten Brazil

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

in % inhabitants between 16 and 25 years



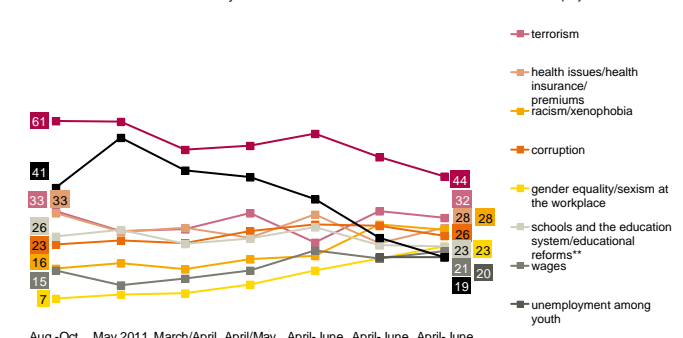
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*up to 2014: unemployment/unemployment among youth, **up to 2014: schools and the education system

Trend Greatest Problems Top Ten USA

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

in % inhabitants between 16 and 25 years



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*up to 2014: unemployment/unemployment among youth, **up to 2014: schools and the education system

The young people in Switzerland, compared with the other countries, are more proud of their home country than the average. The USA stands out in that their country's external perception (the image of the USA abroad), unlike in the other three countries, is less positive than how it is perceived internally (pride in one's country).

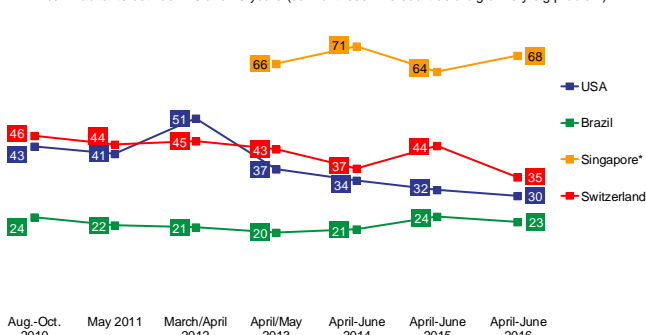
In the USA, Brazil and Switzerland, young people assume that the relationship with foreigners of their age will tend to become less tense in the future. In Singapore, however, this question remains controversial and potentially problematic. In contrast, in all countries except Switzerland people assume that the tension between older people and young people is likely to increase in the future.

Figure 10

Trend International Comparison Problem Immigrants

"In the foreseeable future there will be increasing numbers of immigrants in the USA/Brazil/Singapore/Switzerland. Do you find this to be no problem, a small problem, a big problem, a very big problem or an advantage/an opportunity?"

in % inhabitants between 16 and 25 years (sum of those who see it as a big or very big problem)



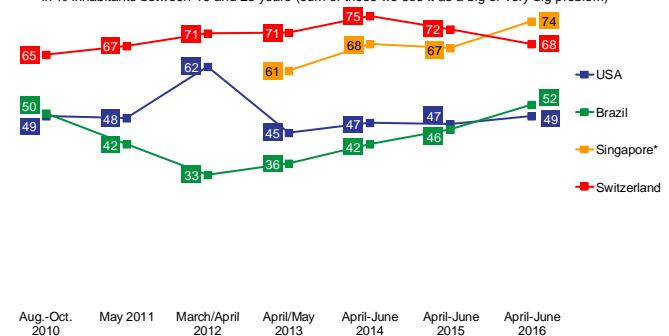
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*polled since 2013

Trend International Comparison Problem Old-Age Pensioners

"In the foreseeable future there will be an increasing number of old-age pensioners and less and less young people in America/Brazil/Singapore/Switzerland. Do you think this is not a problem, a small problem, a big problem, a very big problem or do you think it is an advantage/opportunity?"

in % inhabitants between 16 and 25 years (sum of those who see it as a big or very big problem)



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*polled since 2013

1.5 Life plan and values

The image young Swiss people have of their own characteristics remains more or less constant in annual comparison. The same applies when they are asked to describe the characteristics of Switzerland as a country and as a society. Here, too, the assessment remains stable. This is not the case to the same extent in the other countries.

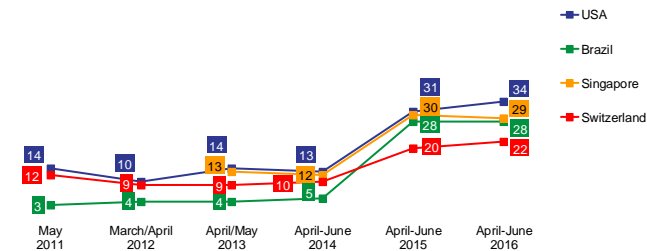
When it comes to questions of religion, among other things, a significant change in values is emerging. While young people's spirituality is not necessarily decreasing, their sense of belonging to certain religions is however declining significantly. There is a high increase in the number of young people who describe themselves as atheists, agnostics, free thinkers or unaffiliated with a religion. Furthermore, in the USA the frequency with which people attend a place of worship is declining.

Figure 11

Trend International Comparison Religious Community

"What is your religion?"

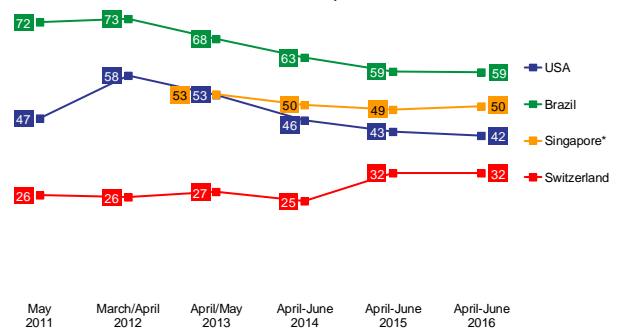
in % inhabitants between 16 and 25 years who are Atheists/Agnostics/Free Thinker or have no confession



© gfs.bern, youth barometer, April-June 2016 (N USA = 1000 / N BR = 1000 / N SG = 1000 / N CH = 1048)

Trend Filter Visit Church/Mosque/Synagogue/Temple/Place of Worship

"How often do you go to church / mosque / synagogue / temple / monastery / a place of worship?"
in % inhabitants between 16 and 25 years who belong to a religion and visit a religious building at least once a week, once a month or several times a year



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* polled since 2013

1.6 Hypotheses

Hypothesis 1: Global trends and national living environments

Young people conduct their daily lives caught between global trends (communication options, role models, views of life) and national living environments, which emerge from their respective national context (satisfaction with the government, economic situation, education system). The perception of problems in this regard is strongly shaped by national attitudes, while wishes and dreams are shaped by global standards.

Hypothesis 2: Political involvement through pessimism about the future

Young people today feel increasingly uncertain about their own future prospects and especially those of society. This uncertainty leads to greater social as well as political involvement.

Hypothesis 3: Digital populism shaped by the political structure

Young people's opinions about the advantages and disadvantages of online comments and posts cannot be tarred with the same brush in all countries studied. This makes it not so much a generational question as a question of the prevailing political structures. The greater the quality of democracy, the less enthusiastic people are about the possibilities of participating in the political system via the internet. Furthermore, the very nature of the social media means that only a limited range of information is in fact seen by users, because only certain Facebook pages or Twitter feeds are subscribed to. This leads to a self-selection of topics, which can further promote the spread of populism.

2 Introduction

2.1 Objectives

The seventh Credit Suisse Youth Barometer gives an insight into the lifestyles and views of 16 to 25-year-olds living in the USA, Brazil and Singapore compared with those living in Switzerland. The following specific areas are of most interest:

- What sort of life do young people want, what are their **hopes** and what **worries** do they have?
- How do young people perceive their **social environment** and how do they deal with groups or group identities, for example in connection with foreigners or older people?
- What is the **zeitgeist** of young people in different spheres of life? What is in and what is out? How active are the young people of today and what do they do in their free time?
- How do young people find out about things and what channels do they use for **communication**? What media do young people use and what content are they interested in?
- In-depth questions will also be asked on **life plans**, sociological background and career goals. Associated areas of interest are education, work, career and finances: how happy are young people with their work and how do they deal with money?
- Around the globe, populism increasingly shapes politics. The now virtually ubiquitous access to social media is a factor in the rapid spread of populist leanings, especially among young people, that must not be underestimated. This year, we are specifically interested in questions about **digital populism**.

The Youth Barometer as an annual monitor allows us to make statements over time. The aim is to capture trends and developments along the above research questions, which is why a longer-term research design is essential.

Many different sources of information formed the basis for the first questionnaire in 2010: firstly, it was based on the questionnaire of studies already carried out by gfs.bern; it also drew on the 15th Shell Youth Study (Germany), and many interviews were conducted with experts as well as with young people from Switzerland. This means that the questionnaire received broad support, and it was tailored to the content needs of the clients. The questionnaires for Brazil, the USA and Singapore were evaluated by local experts and adjusted where necessary for cultural differences, political circumstances or other practices. It was considered important that the surveys were as comparable as possible. The graphics clearly show when comparisons could not be made based on the questions. The selected countries were specified by the client, but represent four different country types with regard to the represented values. The selection can be expanded in the future if required.

2.2 The database

In view of the high affinity that young people have with the internet, we opted for an online questionnaire again in 2016. This years, the survey was carried out in the USA, in Brazil and in Singapore by the international research company Agknowledgetech.

The online questionnaires themselves were carried out between April and June 2016. The analysis covers exactly 1000 people aged between 16 and 25 surveyed in the USA, Brazil and Singapore and 1048 in Switzerland. For the analysis, the Swiss data was weighted to optimise the sample structure in terms of gender, language, age distribution and level of education. In the current survey, apart from design weighting by language region, only a weighting by age was performed.² Clear improvements have been made to the quality of international data since 2010, which meant that there was no need to weight the data from the USA, Brazil and Singapore.

We assess the quality of responses as high. Individual interviews of questionable quality were either excluded through security questions by means of programming or were deleted during the ex-post quality control phase of the responses. Based on the results and comparison with, for example, the Credit Suisse concerns barometer and the data and experiences gathered in the previous years, we can assume that the data is valid and allows genuine conclusions about the actual situation.

Table 2

Brief technical report

Overall population	Residential population of Switzerland / USA / Brazil / Singapore between 16 and 25 years old
Sample size	Total sample CH N = 1048 Total sample USA N = 1000 Total sample BR N = 1000 Total sample SG N = 1000
Survey type	CH: Online survey USA: Online survey BR: Online survey SG: Online survey
Selection method	CH: Random selection based on various procedures (see Technical Report Switzerland) International: Surveys of national panels
Survey duration	April – June 2016
Theoretical sample error	±3.2 percent at 50/50 and 95 percent probability
Usability	Publication by Credit Suisse, October 2016

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2.3 "Young people" and generation concepts (Generation Y, millennials)

Various social science definitions can be applied to young people. Generally, those aged between 13 and 21 are defined as young. We have aimed the questionnaire at people who are three to four years older. This adjusts the conven-

² Weighting is a method by which the completed interviews are adjusted to the microcensus (official statistics). For example, if too few women were questioned, the female respondents are weighted with a factor greater than one. This method is used for a great number of respondent attributes. (Source definition: www.agma-mmc.de)

tional social science definition upwards a little bit. This can be explained both by the fact that education is taking an increasingly long time and also by the aim of the study to focus on the period after compulsory schooling and on education and career choice. For this reason, as part of the Youth Barometer we questioned 16 to 25-year-olds living in Switzerland, the USA, Brazil and Singapore.

2.4 The principles of international comparison

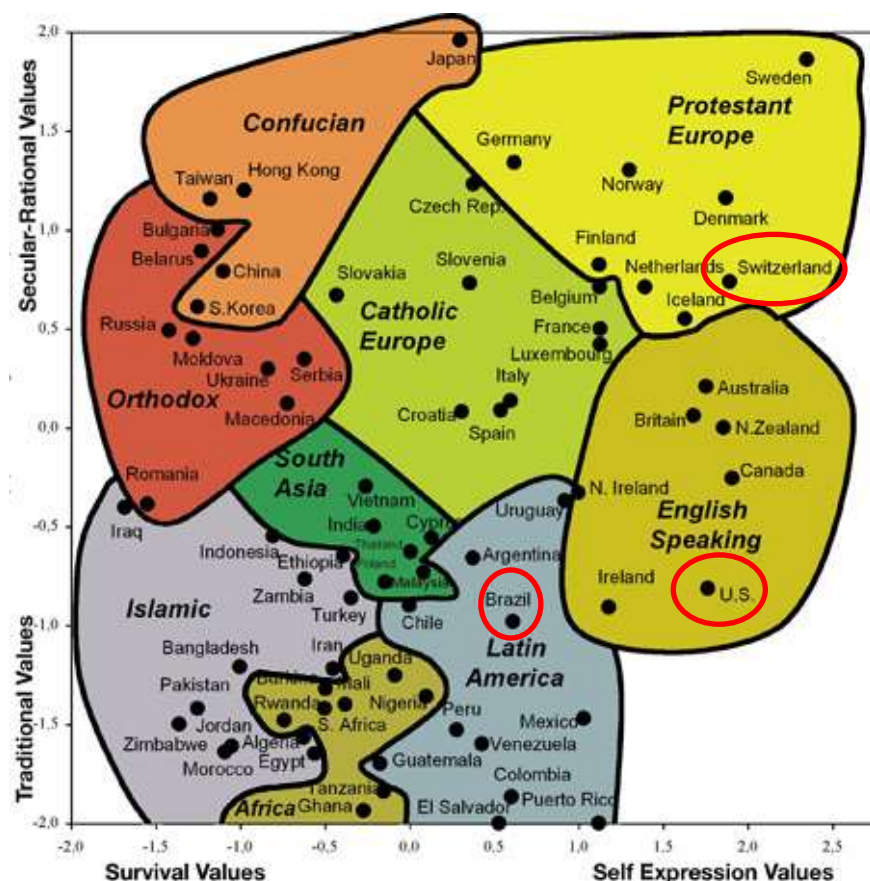
The comparisons between the countries are based on the most striking parallels and differences in the other three countries compared with young Swiss people. For the sake of simplicity, we interpret differences of more than five percentage points between the countries as existing tendencies. Differences of more than 10 percentage points are interpreted as differences which would, in all probability, also show up in reality. Since the third survey in 2012 more in-depth analysis has been possible, focusing more on country-specific baseline situations and cultural backgrounds.

However, the selection is still too limited to assume a comparative international approach which allows valid conclusions to be drawn beyond the individual countries. Nevertheless, the selection of the original three countries (USA, BRA, CH) represents three different culture types. In terms of evaluating difference with respect to religion and values relating to materialism and self-fulfilment, the ideal reference is the World Value Survey including the World Map produced by Roland Inglehart and Christian Welzel³. This is based on surveys of the entire population in 43 countries and provides good orientation in the social and cultural typology of the countries.

³ Ronald Inglehart and Christian Welzel, "Changing Mass Priorities: The Link Between Modernization and Democracy." *Perspectives on Politics* June 2010 (vol. 8, no. 2) page 554. Cited from: http://www.worldvaluessurvey.org/wvs/articles/folder_published/article_base_54.

Figure 12

The WVS Cultural Map of the World⁴



The survey focuses both on the polarity of traditional religious and rational secular values and on the juxtaposition of values relating to collective survival and individual self-development. Based on this, the USA is within the group of English-speaking countries with a strong link between traditional religious values, low levels of secularisation and a strong focus on individual self-development. In the Protestant-dominated part of Europe, the shift in global values is most advanced. Although much less so than in most Nordic countries, Switzerland is strongly secularised and individualised. Brazil is in the middle field of the group of Latin-American countries. These countries exhibit relatively low levels of secularisation and a mid-range value shift towards self-development. For the fourth time in 2016 we are also collecting data from Singapore in order to represent a fourth type with a South-East Asian perspective.

⁴ <http://www.worldvaluessurvey.org/WVSContents.jsp?CMSID=Findings>

2.5 Country profile

In order to better interpret the results, here is a brief overview of the key social and economic indicators of the four selected countries.

Table 3

	Switzerland	USA	Brazil	Singapore
population	8,121,830	321,368,864	204,259,812	5,674,472
proportion of youth (under 24)	26.38%	32.63%	39.74%	30.57%
growth rate population	0.71%	0.78%	0.77%	1.89%
median age	42.1	37.8	31.1	34
life expectancy in years	82.5	79.68	73.53	84.68
fertility rate (child per woman)	1.55	1.87	1.77	0.81
urban population	73.9%	81.6%	85.7%	100%
net migration rate (per 1000 inhab.)	4.74	3.86	-0.14%	14.05
proportion of GDP spent on education	5.1%	5.2%	5.9%	2.9%
unemployment rate	3.3%	5.2%	6.4%	2%
proportion of tertiary education (degrees)*	48.5%	53.8	–	–
mobile connections	11,500,000	317,400,000	280,700,000	8,700,000
internet users	7,100,000	276,600,000	108,200,000	4,500,000

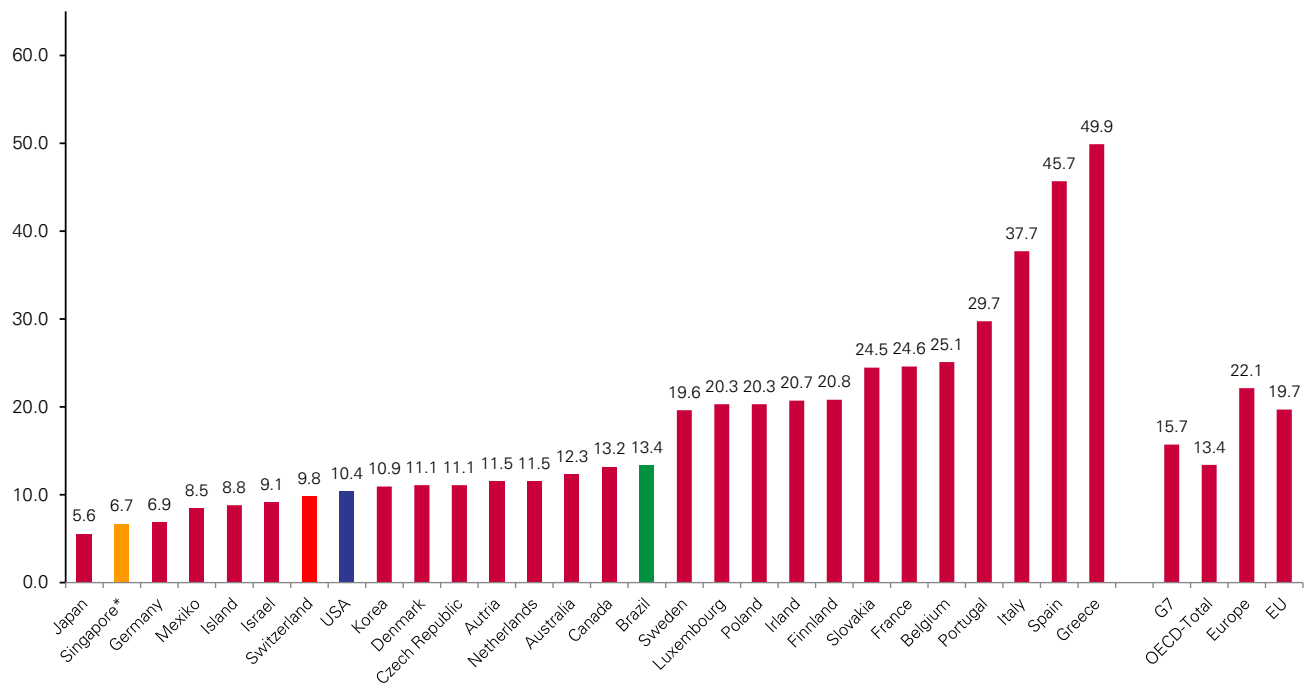
©gfs.bern, Credit Suisse Youth Barometer, April – June 2016,

Source: CIA World Facebook, www.cia.gov (June 2016), * OECD education indicators

We would like to draw particular attention to a parameter which is relevant for the labour market: the unemployment rate among young people in the individual countries. Of the four countries studied, Brazil now has the highest rate of youth unemployment (13.4%, -1.6%), followed by the USA (10.4%, -5.1%), Switzerland (9.8%, -0.6%) and finally Singapore (6.7%, unchanged). Overall, the economic situation of young people, based on this macro indicator, has improved. Nonetheless, the economic situation in 2016, especially in Brazil, remains strained.

Figure 13

Unemployment Among Youth in chosen countries



© gfs.bern, youth barometer, April-June 2016: Source: OECD (June 2016)
*Source BR: CIA World Factbook (June 2016)

3 Findings

The structure of this final report on the international part of the Youth Barometer is based on the structure of the report on Swiss young people, which is generally considered to be the benchmark.

The seventh Credit Suisse Youth Barometer (fourth in the case of Singapore) provides comprehensive insight into the living environments of young people in four very different countries. What's particularly interesting here is the duality of globalised trends and national developments, which can be observed in all countries. Certain developments (such as changes in communication behaviour or regarding religion) can be found in Switzerland as well as in Brazil, the USA and Singapore. Other circumstances, such as the perception of problems or attitudes towards the world of work, on the other hand, are much more country-specific and can also be explained in these terms.

For the first time, the Youth Barometer 2016 questions children of the so-called Generation Z, born in 2000 or later. In the current survey year, they are of course still in the clear minority of respondents. It nonetheless constitutes a good opportunity to ask about the extent to which this youngest generation differs from the slightly older young people, which are still clearly part of Generation Y.

The generations may be artificially defined through year dates, if at all, because the realities of life, the behavioural and consumption patterns as well as the ideas that shape them change gradually. Nonetheless, an eye should be kept on certain relevant questions regarding the attitudes of the youngest ones (born in 1999 and 2000), which are, of course, still underage, to see how they differ from the older respondents (born in 1998 and earlier).

Are there true differences in this regard or is it impossible to tell at this time whether the differences are due to age or generation effects? It is certainly exciting to see whether the young respondents have similar living environments and value systems, or whether the youngest ones are preoccupied by completely different things than the older ones.

Chapter 3.1 explores the different lifestyle, free time and communication trends and asks what is in and what is out? Particular focus is placed on the recent phenomenon of digital populism. **Chapter 3.2** looks into attitudes towards career, economy and finance. **Chapter 3.3** examines how views on politics, society and the environment change and the extent to which young people's identities and group memberships differ. In the final chapter, **chapter 3.4**, the young people's set of values is outlined and considered in connection with their life plan.

3.1 Lifestyle, leisure time, communication and interaction

3.1.1 In or out?

However different the living environments of the young people in the USA, in Brazil, in Switzerland and in Singapore may be, their day-to-day social reality nonetheless remains broadly comparable. Of the things that are in, such everyday and straightforward activities like going to the cinema, watching TV, meeting old friends and meeting new people are mentioned most frequently. In the two smaller countries, occasionally going on holiday abroad is also mentioned. Table 4 depicts the **top five most popular activities** (i.e. activities that are in and are often pursued) for the year 2016.

Table 4

Top five activities/lifestyle 2016 - international comparison

Rating	Switzerland	USA	Brazil	Singapore
1	meeting friends	watching TV series	meeting friends	going on holiday abroad
2	going on holiday abroad	being yourself and not pretending to be someone else	going to the cinema	meeting friends
3	meeting new people	watching films at home with friends or playing games	watching TV series	going to the cinema
4	being yourself and not pretending to be someone else	going to the cinema	going on holiday in your own country	being yourself and not pretending to be someone else
5	going to the cinema	meeting friends	meeting new people	going on holiday in other federal states

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The **top five least often pursued activities** are also largely homogeneous (out and not pursued). Taking drugs or performance-enhancing substances is certainly not an issue for the clear majority of young people, and smoking is frowned upon in all countries (in Switzerland in place 7 of the least popular/least often pursued activities). What is surprising is the low level of popularity of youth organisations. Clubs such as Scouts and Jungwacht/Blauring (Swiss childrens and youth organization) used to stand for adventure, friendship and exchange and the chance to actively take responsibility for how you spend your spare time. Today this is clearly no longer popular, and many young people no longer pursue such activities.

Just as few are members of the military. In the USA and in Singapore, the military appears in the top five (5th place in each case) of the least often pursued activities, in Brazil it is in 9th place, and in Switzerland in 6th. In comparison with Switzerland in particular caution must be exercised in this regard, because here the army is set up according to the militia principle and therefore necessarily has more members. In the USA 36 percent state that they see the military as being in, but are not a member. Among the younger Generation Z in the USA this figure is significantly higher than for Generation Y, at 50 percent. A similar difference is also true for Switzerland. In Singapore or Brazil, on the other hand, no significant generation effect can be seen with regard to assessing the trendiness of the military.

Table 5

Bottom 5 activities/lifestyle 2016 - international comparison

Rating	Switzerland	USA	Brazil	Singapore
1	taking performance-enhancing substances (e.g. Ritalin)	smoking	taking drugs	smoking
2	taking drugs	taking drugs	smoking	political party
3	dedicating yourself to religion	taking performance-enhancing substances (e.g. Ritalin)	taking performance-enhancing substances (e.g. Ritalin)	gay community
4	youth organisations (e.g. Scouts, Blauring)	youth organisations (e.g. Scouts, Blauring)	drinking alcohol before going out (pre-drinking)	youth organisations (e.g. Scouts, Blauring)
5	political party	military	being a housewife and concentrating on raising children	military

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Overall, at least when it comes to the order of things that are in or out, there is a relatively high level of consistency over the seven years of the survey, and the living environments of the countries are reasonably comparable. However, both in Singapore and in the USA, Brazil and Switzerland, there are certain developments over time that stand out due to their extremely high level of consistency and distinctiveness or because they can be observed specifically in a single country only. A selection of trends in each country that are undergoing an interesting development will now be discussed for each of the four countries and, where appropriate, differentiated from the developments in Switzerland.

The most popular activity in **Brazil** is to meet friends. At the beginning of the survey, this was not the case. It used to be more important to meet new people than meet (old) friends. Compared to 2011, when this activity was asked about for the first time, now 14 percent more people indicate that this is in and that they like doing it themselves. This is one of the most consistent and clearest developments in Brazil over the years. A similar positive dynamics can be observed in Brazil when it comes to the popularity of going to the cinema. In Switzerland, the development of this activity goes in the exact opposite direction. There, going to the cinema, as shown in table 4, is still very popular; however, over the years, a constant albeit slight decrease can be observed. One reason is likely to be the relatively high cost of going to the cinema in Switzerland, but the ever greater availability of alternatives in the form of downloaded or streamed films is also likely to be a factor.

The popularity of cultivating Brazilian traditions is also declining. Another interesting development concerns the popularity of public transport. Until 2013, it had been increasing, and it has been decreasing ever since. This development can be clearly placed in a political context: at the beginning of 2014 the largest cities in Brazil tried to raise bus fares, which led to massive protests and apparently also a declining popularity of public transport.⁵ A noticeable "non-development" can be observed with regard to participation in political demonstrations. Although young people in Brazil, especially since 2014, regularly protest against the government and corruption, this does not mean that participation in political demonstrations is therefore becoming systematically more popular; rather, it is likely to be seen as a necessary evil. Nonetheless, the proportion of young people taking part in political demonstrations, for example in Switzerland, is significantly lower and is more similar to the level in the restrictive Singapore than the level in Brazil.

⁵ The Guardian, 6 February 2014: "Fury and frustration in Brazil as fares rise and transport projects flounder" (<https://www.theguardian.com/world/2014/feb/06/brazil-bus-chaos-fare-rise>)

Finally, the significant decrease in the prevalence of sports clubs and surfing since 2013 will be discussed. It is important to note that here (as with the other trends discussed in figure 14) we are talking about a decrease in prevalence and not primarily in the popularity of surfing and sports clubs in general – with young people not having access to these things being one reason. In Brazil, being a member of a sports club is often the privilege of the better-off and (except for (professional) football) is given hardly any systematic funding.⁶ With the deterioration of the economic situation in Brazil (as has effectively been the case since 2011), sport also becomes less widespread.⁷ The survey reflects this development. In this regard, a distinct contrast exists with Switzerland, where the popularity and proliferation of sports clubs has been relatively constant for years (proportion of "in & member" around 40% in each case).

Figure 14

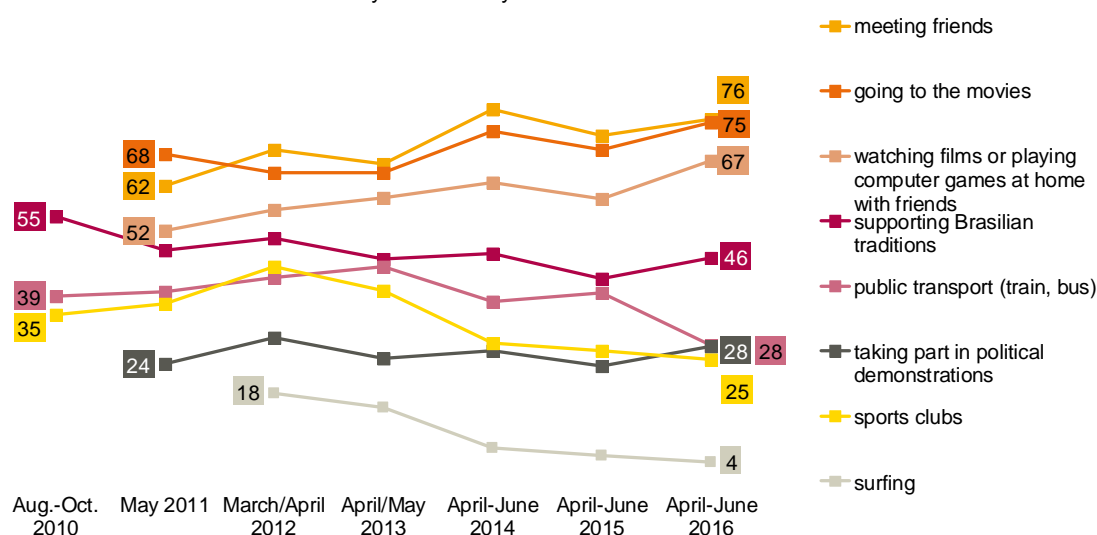
Trend Activities/Attitudes All Areas of Life Brazil

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

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

in % inhabitants between 16 and 25 years who say "'in' and I like to do it"

in % inhabitants between 16 and 25 years who say "'in' and I'm a member"



© gfs.bern, youth barometer, April-June 2016 (N = approx.1000)

In the **USA**, too, a slight decrease in the prevalence of cultivating national traditions can be observed. Furthermore, it is noteworthy that the dynamics in this country is different in the years in which a new president is appointed. Overall, young people become more involved. This is especially true for the popularity and prevalence of political parties. Although it is still only a minority of young people who are politically active (and describe this as being in), their number significantly increases in the election years. The same is true for the significance of the gay community or the military; these are both groups with a high identification value and an important topic for the presidential elections. An interesting detail is also the fact that the popularity of the gay community has been slightly higher than that of the military for years. In Switzerland, this is just as constant, but in reverse.

⁶ "Structural challenges in Brazilian sports: How to empower athletes" (<http://www.playthegame.org/theme-pages/focus-on-brazil/the-olympics-and-paralympics-in-brazil-who-takes-the-prize-icsspe-bulletin/structural-challenges-in-brazilian-sports-how-to-empower-athletes/>)

⁷ The New York Times, 27 March 2015: "What Explains Brazil's Surfing Boom?" (http://www.nytimes.com/2015/03/29/opinion/sunday/what-explains-brazils-surfing-boom.html?_r=0)

Figure 15

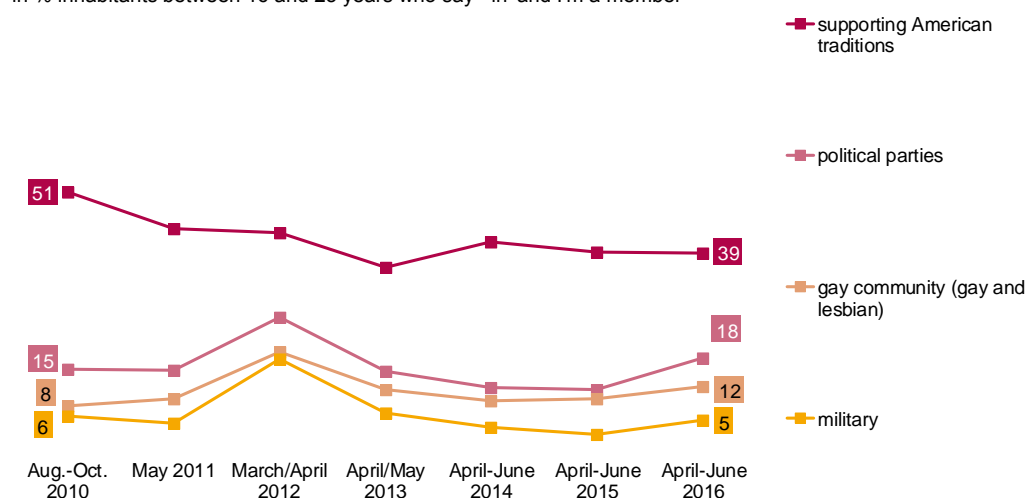
Trends Activities/Attitudes All Areas of Life USA

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

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

in % inhabitants between 16 and 25 years who say "'in' and I like to do it"

in % inhabitants between 16 and 25 years who say "'in' and I'm a member"



© gfs.bern, youth barometer, April-June 2016 (N = approx.1000)

In contrast to Brazil and the USA, **Singapore** is the only country in which cultivating national traditions has become more widespread since 2013. This makes sense given that this was the very year in which the government tried to implement reforms making it easier for foreign migrants to enter the country in order to combat the growing demographic problem of the city state. The planned policies led to mass protests (unusual for the country), with thousands calling for the planned reforms to be abandoned. Although in 2013 political involvement (membership in political parties, taking part in political demonstrations) continued to be on a low level, it was higher than in the previous years.

Figure 16

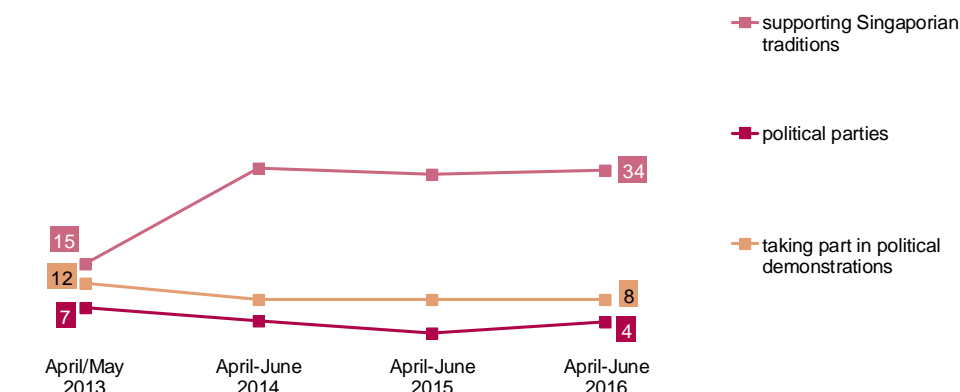
Trend Activities/Attitudes All Areas of Life Singapore

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

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

in % inhabitants between 16 and 25 years who say "'in' and I like to do it"

in % inhabitants between 16 and 25 years who say "'in' and I'm a member"



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3.1.2 "Lightning trends" in communication

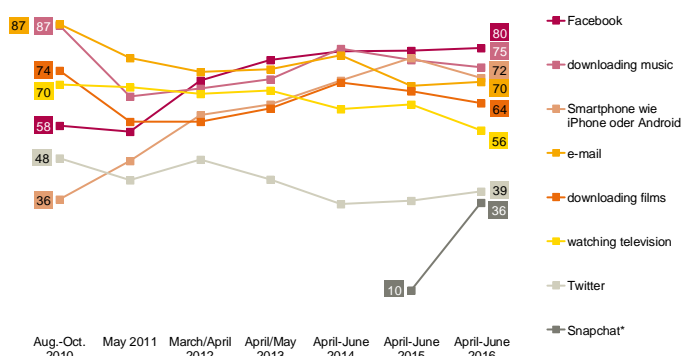
There is no other areas in the life of young people where changes are as radical as in communication. Since the beginning of the series of surveys, a change in the assessment of the trendiness away from old and well-established means of communication such as SMS or email to new forms of communication can be observed. The use of Facebook and smartphones is already widespread and well-established. However, more and more so-called lightning trends can be observed in the fast-paced area of communication shaped by technological advances and ever new apps; these lightning trends spread around the world at an enormous speed and simultaneously. The best example of such a trend is Snapchat, but Instagram and the streaming platforms Netflix and Spotify are also part of it.

Figure 17

Trends All Areas of Life: Communication Brazil (1/2)

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

in % inhabitants between 16 and 25 years who say "in" and I use them myself"

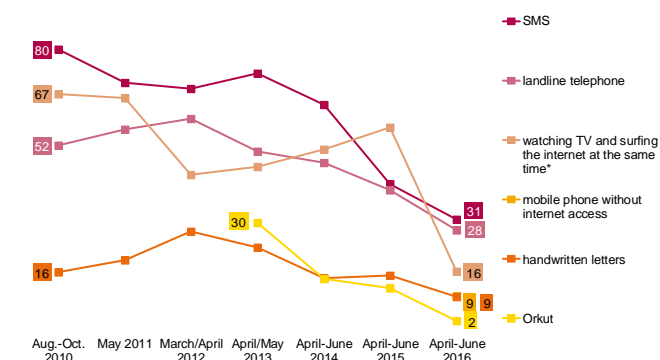


© gfs.bern, youth barometer, April-June 2016 (N = approx.1000)
*up to 2015: YouNow

Trends All Areas of Life: Communication Brazil (2/2)

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

in % inhabitants between 16 and 25 years who say "in" and I use them myself"



© gfs.bern, youth barometer, April-June 2016 (N = approx.1000)
*up to 2015: watch television and use smartphone/tablet at the same time

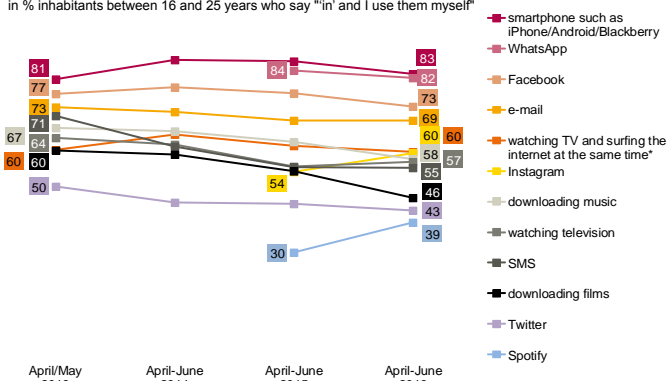
These new platforms can vanish as quickly as they appeared, as Orkut in Brazil and Hi5 in the USA clearly show. When it comes to these short-lived trends in particular, there is likely to be a difference between Generation Y and Z regarding how they are used and assessed. This is effectively confirmed in almost all countries – especially in Switzerland: 75 percent of young people up to the age of 18 indicate that Snapchat is in and that they themselves use the service. The same is true for only 48 percent of over 18-year-olds. The difference is similar in Brazil (Generation Z 64%, Generation Y 34%). In the USA the age difference is less pronounced (50% vs. 43%) and there is virtually no difference in Singapore (37% vs. 32%).

Figure 18

Trends All Areas of Life: Communication Singapore (1/2)

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

in % inhabitants between 16 and 25 years who say "in" and I use them myself"

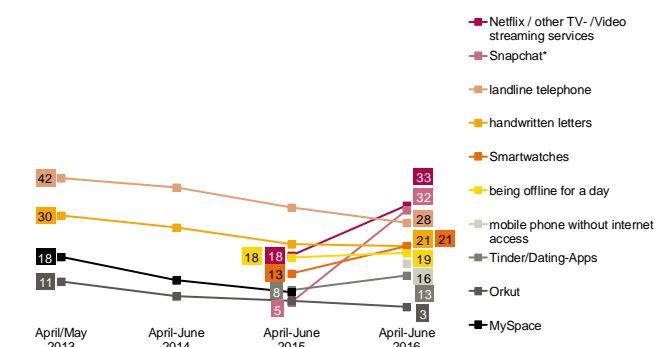


© gfs.bern, youth barometer, April-June 2016 (N = approx.1000)
*up to 2015: watch television and use smartphone/tablet at the same time

Trends All Areas of Life: Communication Singapore (2/2)

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

in % inhabitants between 16 and 25 years who say "in" and I use them myself"



© gfs.bern, youth barometer, April-June 2016 (N = approx.1000)
*up to 2015: YouNow

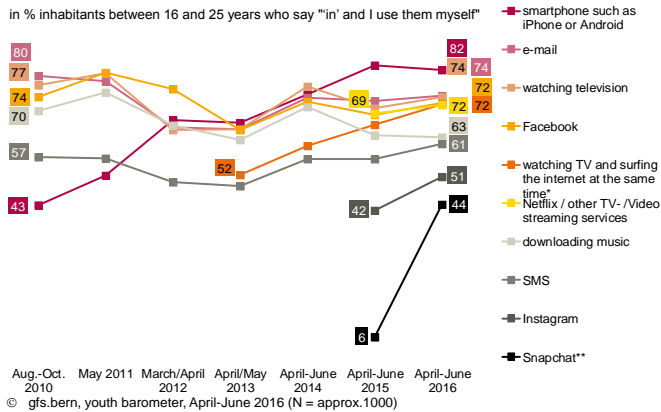
As streaming services become more widespread, people download fewer films and less music. What's more, there are now many free providers such as Spotify and YouTube. This is particularly noticeable in the case of Singapore, but it also applies to the other countries studied. The bottom line is, the digital consumption of music is well-established today.

Figure 19

Trends All Areas of Life: Communication USA (1/2)

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

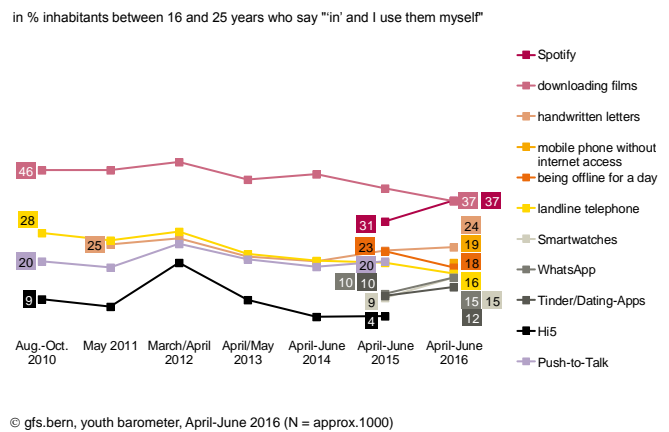
in % inhabitants between 16 and 25 years who say "in" and I use them myself"



Trends All Areas of Life: Communication USA (2/2)

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

in % inhabitants between 16 and 25 years who say "in" and I use them myself"



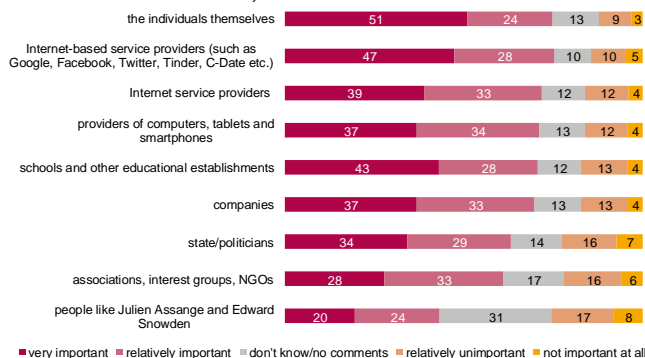
The more young people's lives are conducted on the internet and the more natural this is, the more important it is to protect one's personal data. People in all countries except in Brazil now believe that people are themselves responsible for protecting their own data. There is a striking difference in the perception of responsibility between Brazil, the USA and Singapore on the one hand and Switzerland on the other. In the first three countries, people believe that, following individual responsibility, the responsibility lies with the economic world in the form internet providers, Google and companies in general. In Switzerland, on the other hand, schools and educational institutions as well as the state and politicians are in second and third place.

Figure 20

Importance of Actors for Individual and Data Protection USA

"Handling information in the digital world can be a security risk for an individual. In your view, how important is the role of the following stakeholders when it comes to protecting individuals and their personal data?"

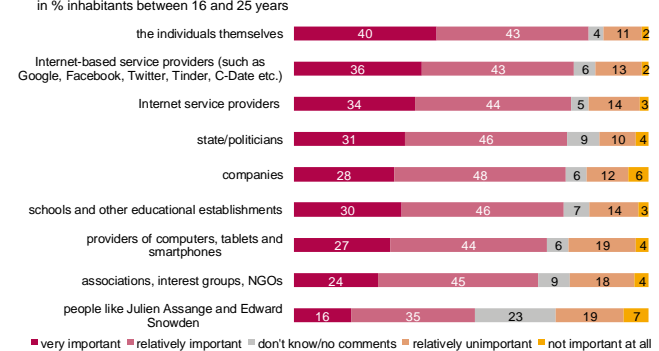
in % inhabitants between 16 and 25 years



Importance of Actors for Individual and Data Protection Singapore

"Handling information in the digital world can be a security risk for an individual. In your view, how important is the role of the following stakeholders when it comes to protecting individuals and their personal data?"

in % inhabitants between 16 and 25 years



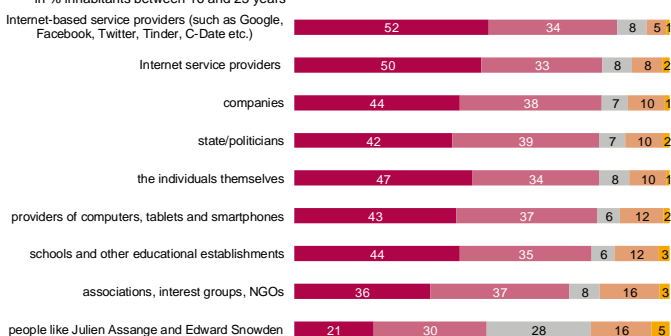
People around the world, however, agree on who is not primarily responsible for the protection of personal data: people like Julian Assange and Edward Snowden or associations, interest groups and NGOs.

Figure 21

Importance of Actors for Individual and Data Protection Brazil

"Handling information in the digital world can be a security risk for an individual. In your view, how important is the role of the following stakeholders when it comes to protecting individuals and their personal data?"

in % inhabitants between 16 and 25 years

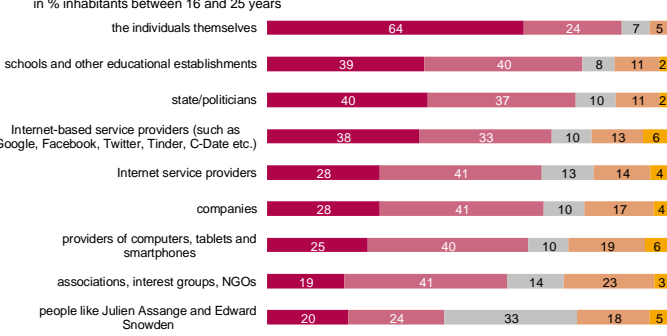


■ very important ■ relatively important ■ don't know/no comments ■ relatively unimportant ■ not important at all
© gfs.bern, youth barometer, April-June 2016 (N = 1000)

Importance of Actors for Individual and Data Protection Switzerland

"Handling information in the digital world can be a security risk for an individual. In your view, how important is the role of the following stakeholders when it comes to protecting individuals and their personal data?"

in % inhabitants between 16 and 25 years



■ very important ■ relatively important ■ don't know/no comments ■ relatively unimportant ■ not important at all
© gfs.bern, youth barometer, April-June 2016 (N = 1048)

3.1.3 Digital populism

The, at the time of the interview, imminent nomination of Donald Trump as the Republican presidential candidate in the USA, the Brexit vote in the United Kingdom shortly afterwards and the election of Rodrigo Duterte as Philippine President are the most recent examples of the worldwide phenomenon of populism. Populism is both a form of communication, and it can be classified as an ideology. It fundamentally focuses on a rejection of the elite and the marginalisation of so-called groups of outsiders ("we" against "them", "your own country" against "foreign countries" etc.). It is likely that the social media play an important role in the spread of populism – both as a form of communication and as an ideology. Members and sympathisers can be mobilised and discussions launched on Twitter, Facebook and co. The social media also have a grassroots democratic element, which is in accordance with the populist culture of criticism of the elite. Online comments or posts on Facebook, Twitter and other social media makes it easier for many people to take part in political discussions. This gives rise to a kind of digital populism. In some cases, there are significant differences between the countries in how these ways of improving democratic quality are assessed. Switzerland is particularly noteworthy.

If the question is quite general and asks whether the possibility of online comments and posts is an advantage or a disadvantage for politics in the respective country, the following picture emerges: in the USA, Brazil and Singapore, young people are very clearly of the opinion that the social media are an advantage. In Switzerland only 50 percent of young people believe this to be so. All in all, the assessment in Switzerland is most similar to that in the USA, while the people in Brazil and Singapore are much more enthusiastic about the possibilities of social media for politics. The reason for this distribution is clear: the less democratic the political system of a country studied and the less satisfied the young people are with their ruling class, the more important the young people believe the role of social media to be.

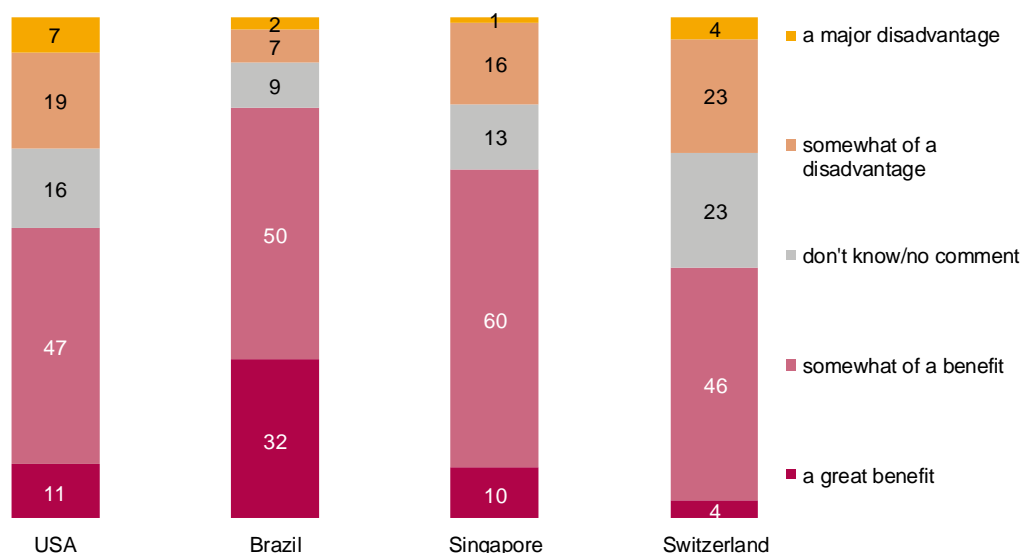
Generation Z tends to believe that the possibilities of online comments and posts are a greater advantage than Generation Y. In Brazil, 91 percent of Generation Z believe this to be the case (very/quite great advantage) and 80 percent of Generation Y. In Singapore, the ratio is 75 to 60 percent, in the USA 61 to 59 percent and in Switzerland 52 to 50 percent. Although the last two differences are only marginal, they do fit very well with the overall situation.

Figure 22

International Comparison Possibilities of Online Comments/Posts for Politics

"Overall, do you consider online comments and discussions on Facebook and Twitter a great benefit, somewhat of a benefit, somewhat of a disadvantage or a major disadvantage for politics in the USA/Brazil/Singapore/Switzerland?"

in % inhabitants between 16 and 25 years



© gfs.bern, youth barometer, April-June 2016 (N USA = 1000 / N BR = 1000 / N SG = 1000 / N CH = 1048)

Table 6 presents the agreement (agree entirely/tend to agree in percent) with 17 statements in connection with online posts and comments in international comparison. The general trend indicated in figure 22 above is also reflected in detail in the statements in the table. In Singapore and Brazil in particular, people have more confidence in the creative force of the social media within the political process than in the USA and especially in Switzerland, where this possibility is regarded with considerable scepticism. What's more, in Switzerland the young people's assessment is relatively coherent: statements that emphasise the limits of social media are endorsed by a majority, while statements that focus on the possibilities and advantages are generally rejected. This is not always the case in the other three countries, especially in Brazil and in Singapore. In Brazil, for example, only 47 percent of young people believe that hate comments and insults are not acceptable, while 71 percent agree with the statement that expressing negative emotions in comments and posts has no impact.

Table 6

statement	agree entirely/tend to agree in %			
	USA	BRA	SG	CH
There are many internet trolls whose comments and posts only provoke and have no positive impact.	76	84	74	88
The rules of propriety also apply online : Hate comments and insults are not acceptable.	63	47	70	79
Many negative emotions expressed in online comments, on Facebook and on the internet in general can boil over quickly without having any kind of effect.	65	71	65	73
Many negative emotions expressed on Facebook, Twitter and other online comments reinforce mutual hatred and do not help humankind to grow.	59	71	64	72
Facebook and Twitter are also commercial, which is why it is possible to tamper with these channels .	58	66	70	70
Sensationalism is prevalent on Facebook and Twitter – genuine debates are rare.	56	66	60	66
People on Facebook, on Twitter and in online comments often act as if there are simple solutions to complicated problems.	67	70	68	65
Thanks to online comments and posts, organisations and companies these days pay closer attention to what people really want .	62	75	70	51
Thanks to anonymous online comments and posts, many injustices and errors come to light that would otherwise be covered up.	47	60	66	48
Facebook, Twitter and other online comments give ordinary citizens a genuine, alternative voice to commercial media.	64	72	72	45
Facebook, Twitter and online comments allow ordinary citizens to organise themselves politically quickly and straightforwardly and thus to really make a difference.	60	74	64	42
Internet, Facebook and Twitter have brought about a kind of internet democracy that allows citizens to make a genuine contribution.	53	73	65	39
There are many conspiracies perpetrated by powerful corporations, politicians and the military , which would not be uncovered without Facebook, Twitter and online comments.	50	59	64	35
Facebook, Twitter and online comments make politics more exciting and real , which motivates me to get more involved in politics.	49	59	64	30
Internet, Facebook and Twitter has brought about a culture of communication that only helps political extremists .	45	56	53	27
Most of the storms of online criticism levelled at people, organisations and companies are well-deserved and have a positive impact.	36	55	47	20
Facebook, Twitter and online comments are honest and genuine and reveal the true nature of people .	47	42	52	19

Key: If a minority of people agree with a statement in a country, then the relevant field is blue. If 0 to 30% agree (fully agree/tend to agree together) it is dark blue, if 31 to 49% agree it is light blue. If a majority agree the field is highlighted in red (51 to 69% light red, 70 to 100 dark red). The arguments are arranged based on the percentage of people who agree in Switzerland.

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The statements in table 6 refer to the general attitudes to the possibilities of online comments and posts. Here the judgements of the young people in the four countries studied are relatively clear and focused, and the proportion of people who prefer not to give an answer or select "don't know" is rarely more than 20 percent. When the young people are asked about the influence of social media on very specific political events, things are less clear. In Brazil, where people generally believe the creative force of social media to be relatively positive, only 36 percent agree with the statement that the Mensalão scandal (political bribery scandal in Brazil) would not have been uncovered without social media, while 51 percent do not agree. The young people of Generation Z are more likely to agree than those of Generation Y.

In Switzerland, 20 percent of respondents believe that the enforcement initiative launched by the SVP would not have been adopted without Facebook, Twitter and co., while 33 percent are of the opinion that the result was not likely to have been influenced by social media. The absolute majority of Swiss

respondents, however, is not clear about this (54% don't know/no comment). Finally, in the USA people are most likely to believe in the creative force of social media of the countries surveyed (no such question was asked in Singapore): 49 percent believe that without Twitter and Facebook Donald Trump would not have been this successful, and only 31 percent do not agree with this statement. Here, too, the percentage of people who are undecided is relatively high at 35 percent. In the case of the USA the generational question is not, however, a significant determinant of differences in assessment.

Figure 23

International Comparison Statements Online-Comments/Posts:

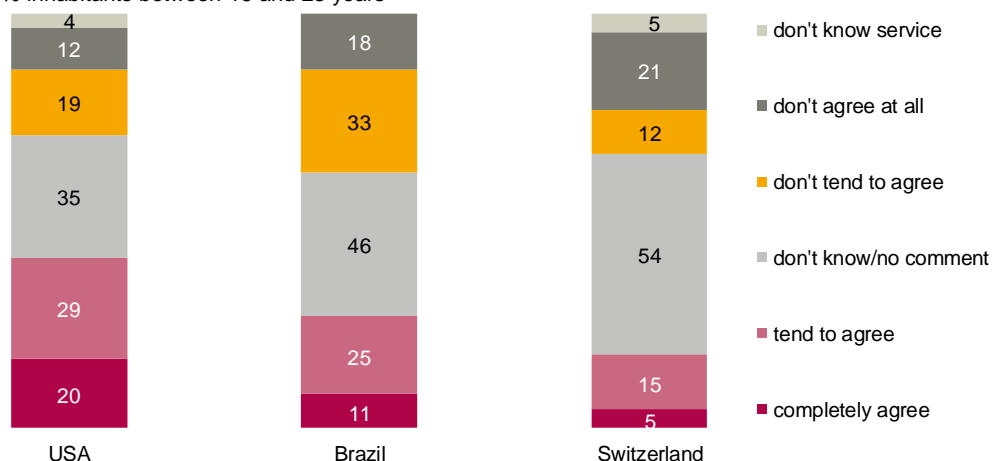
"Do you agree, tend to agree, tend not to agree or do not agree at all with the following statements about posts on Facebook and Twitter and other online platforms?"

USA: "Without Facebook and Twitter Donald Trump's campaign would not have become so successful."

Brazil: "Without Facebook and Twitter the corruption in the Workers' Party and the Mensalão scandal would not have been uncovered."

Switzerland: "Without Facebook and Twitter the "Durchsetzungsinitiative"* by the SVP would not have been accepted."

in % inhabitants between 16 and 25 years



© gfs.bern, youth barometer, April-June 2016 (N USA = 1000 / N BR = 1000 / N SG = 1000 / N CH = 1048)

* Initiative "for the effective expulsion of foreign criminals"

The different living environments in the four countries studied are noticeable again and again throughout the Youth Barometer. The overall analysis of people's use and assessment of the possibilities of social media in the political process using multivariate analysis is especially interesting. Regression analysis allows us to identify the drivers behind this, and whether the emergence of the new media is generally seen as an opportunity or above all as a problem for politics in the respective country. The explanatory power of the models (see R^2 below in figure 24) is on average about 20 percent. This means that other factors not taken into account by this model, such as socio-demographic factors, also play a role in determining whether the possibilities of posts and online comments are seen as an advantage or a disadvantage. Nonetheless, a surprising number of statements on the list are significant. The Swiss model will not be discussed again at this point, as it is reviewed in detail in the report on Switzerland.

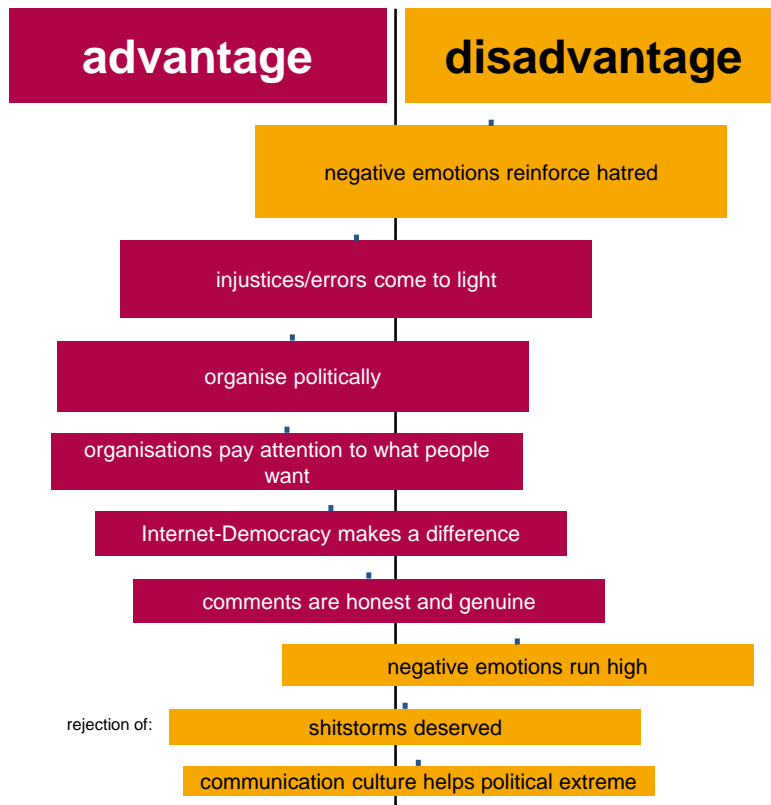
The most characteristic element in the USA concerns negative emotions and feelings of hatred. The more people agree with this statement, the more likely they are to see online comments and posts as a disadvantage. In view of the heated, emotional and negative mood currently prevalent in the USA stirred up by the election campaign, this result comes as no great surprise. It was not least due to the fact that Donald Trump attacked his opponents on social media that he managed to become the official presidential candidate of the Republican Party. This is an impressive demonstration of the power of social media in the USA. The positive influence of the statement with the second largest explanatory power (injustices/errors come to light) also makes sense given the

current events in the country: in the last few years, police discrimination against Afro-Americans has hit the headlines, and quite often it was uninvolved bystanders who recorded such events on their smartphones, published videos on the internet and thus drew public attention to these events.

Figure 24

Possibilities Online-Comments for Politics with Statements Online-Comments/Posts – USA

inhabitants between 16 and 25 years



© gfs.bern, youth barometer, April-June 2016 (N = 1000), $R^2 = .269$

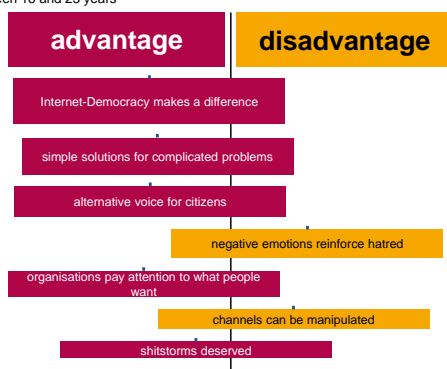
In Brazil, on the other hand, the focus is on the element of internet democracy as a way of shaping the political process. Online comments and posts give an alternative voice to ordinary citizens and put organisations and institutions under pressure to take the wishes of the people more into account. Those who believe that on the internet people often act as if there are simple solutions to complex problems are significantly more likely to be of the opinion that online posts and comments are an advantage. At first glance, this finding is a little unusual. It is however possible that this somewhat populist element of communication in social media is seen as a nice change and therefore as something positive in crisis-ridden Brazil where people are tired of their own government and of corruption.

According to the Reporters without Borders, Singapore is in 154th place of 180 when it comes to press freedom. This also fits with the fact that the key driver for whether the possibility of online comments and posts is seen as an advantage or not is agreeing with the statement that online comments are honest and genuine and reveal people's true nature.

Figure 25

Possibilities Online-Comments for Politics with Statements Online-Comments/Posts – Brazil

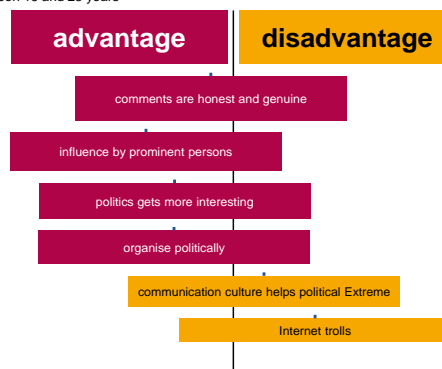
inhabitants between 16 and 25 years



© gfs.bern, youth barometer, April-June 2016 (N = 1000), R² = .193

Possibilities Online-Comments for Politics with Statements Online-Comments/Posts – Singapore

inhabitants between 16 and 25 years



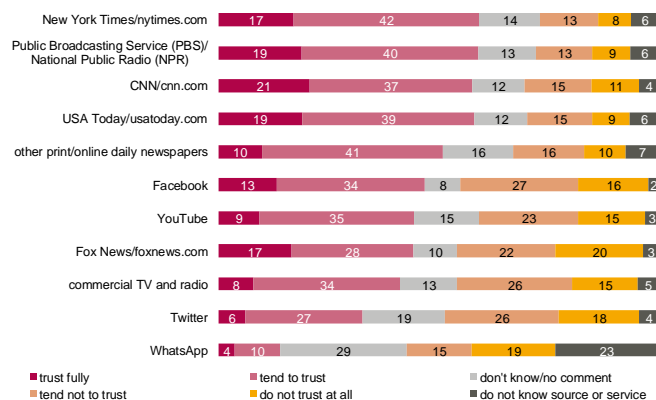
© gfs.bern, youth barometer, April-June 2016 (N = 1000), R² = .147

While there are differences between the countries with regard to how young people evaluate the interaction between social media and politics, the assessment is differentiated across the board. This is also reflected in the question of which sources of information people have the most trust in. Young people today obtain information on political topics primarily from the more or less classic media such as newspapers or public radio stations. This is true for Switzerland as well as for Singapore, Brazil and the USA. For the sake of clarity, only the latter two countries are represented here. Social media – especially WhatsApp and Twitter and to a certain extent also Facebook and YouTube – are not trusted to the same degree.

Figure 26

Trust Sources of Information USA

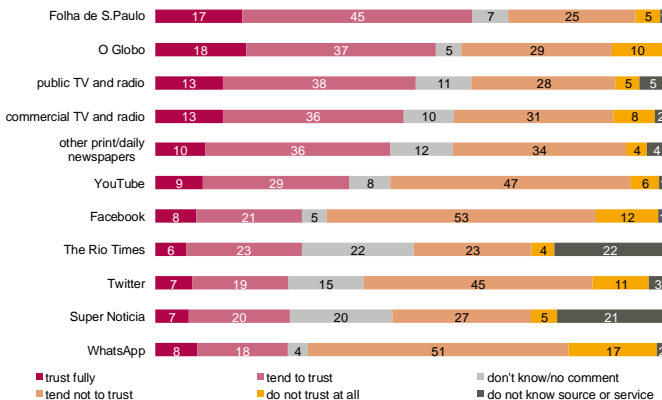
"When it comes to politics, to what extent do you trust the following sources of information?"
in % inhabitants between 16 and 25 years



© gfs.bern, youth barometer, April-June 2016 (N = 1000)

Trust Sources of Information Brazil

"When it comes to politics, to what extent do you trust the following sources of information?"
in % inhabitants between 16 and 25 years



© gfs.bern, youth barometer, April-June 2016 (N = 1000)

3.1.4 Interim assessment

The things that young people consider to be in and the activities that are effectively carried out frequently and the things that are out are relatively constant in comparison. The similarities between the countries in this respect are also surprisingly great. However, there are a few specific trends that nonetheless stand out: in Brazil, for example, membership in youth clubs is decreasing significantly. This is likely to be directly linked to the economic developments in the country. Sports promotion in Brazil strongly relies on private initiative and is therefore often the privilege of higher social classes. If Brazil's economy does badly or worse, then there is no money for sport. In Singapore the effect of the political protests in 2013 has become noticeable and in the USA the popularity of keeping traditions alive have shown a clear tendency to decline since 2010.

In the fast-moving area of communication in particular this trend is particularly evident. You can see that certain chat services and other internet-based programs are spreading around the world rapidly and other apps go out of fashion within a very short space of time and are hardly used at all any more. Snapchat is suddenly very in among the young people in all countries; similarly, there is a shift from downloading music and films to streaming services like Spotify. It is these lightning trends that leave their mark on the world of communication and ultimately also have an impact on all other trends (activities etc.). They are the core of the trends, so to speak.

The more naturally young people move around the internet and all its offers, the more urgent the question of data protection. (Almost) all respondents agree that individuals are primarily responsible for protecting their own data. In addition, there is however one striking difference between countries: some (Brazil, the USA and Singapore) believe that the economy in the form of internet providers and companies is responsible after the individual, and the young people in Switzerland believe that it is the schools and the state that should keep an eye on security.

Hand in hand with the steady expansion of communication services on the internet and the social media in particular there is more discussion about the extent to which these channels present an opportunity or a problem for the political processes of a country. In this context, you often hear the term "digital populism". On the one hand, online posts or comments can integrate young people into the political process and provide access to it, and on the other hand, a lack of limits, manners and transparency can incite hatred and bring about frustration.

There are signs that there is a relationship between perception, the reliability of the government (with regard to a country's political institutions) and the assessment of the opportunities presented by online comments and posts: in the countries studied where the political system is perceived by the young people as inadequate (especially Brazil and Singapore), the opportunities presented by online comments are seen in a better light than in Switzerland, where satisfaction is relatively high. And indeed, the four countries studied each have different reasons why online comments tend to be seen as an advantage or a disadvantage, and these reasons are linked to the country's social and political context. In the USA, the possibility of using the internet to bring to light injustices and errors plays a major role, in Singapore the main thing is transparency and independence of information, and in Brazil people appreciate the opportunity to play a part in shaping the democratic processes.

3.2 Education, career, economy and finance

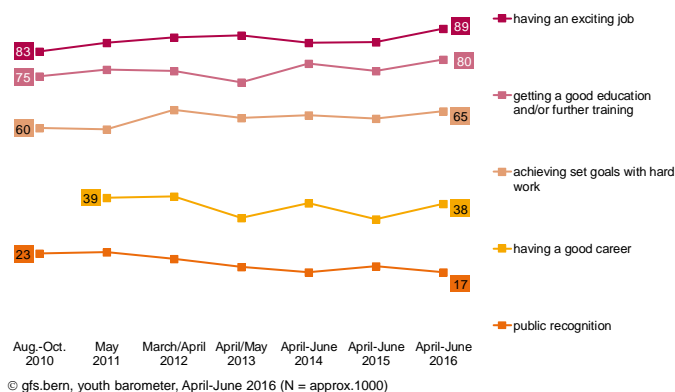
3.2.1 The importance of education and career

As far as their career is concerned, the young people in Switzerland have very clear ideas and have been setting clear priorities for years: an interesting job is important, but public recognition less so. This prioritisation has in fact become a little more pronounced since the start of the surveys. In contrast to Switzerland, the priorities are less nuanced in the USA, in Singapore and in Brazil. In Switzerland, the variable assessment of personal satisfaction (interesting job, good education) and status (a good career, public recognition) can be seen much more clearly than in the other countries. All other countries give the importance of one's own career a higher weighting than in Switzerland. However, public recognition lags behind in the USA, Singapore and Brazil but is still more important than in Switzerland.

Figure 27

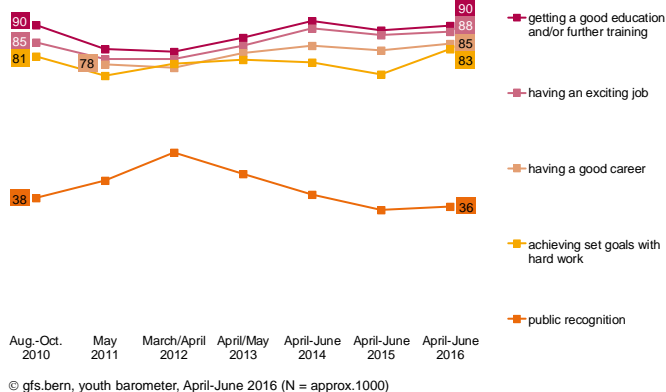
Trend Ideas of Life: Economy/Job Switzerland

"Each individual person has certain ideas that determine their life and behaviour. When you think about what you strive for in your life, how important are the following things for you personally?"
in % inhabitants between 16 and 25 years (sum of those for whom extremely & very important)



Trend Ideas of Life: Economy/Job Brazil

"Each individual person has certain ideas that determine their life and behaviour. When you think about what you strive for in your life, how important are the following things for you personally?"
in % inhabitants between 16 and 25 years (sum of those for whom extremely & very important)

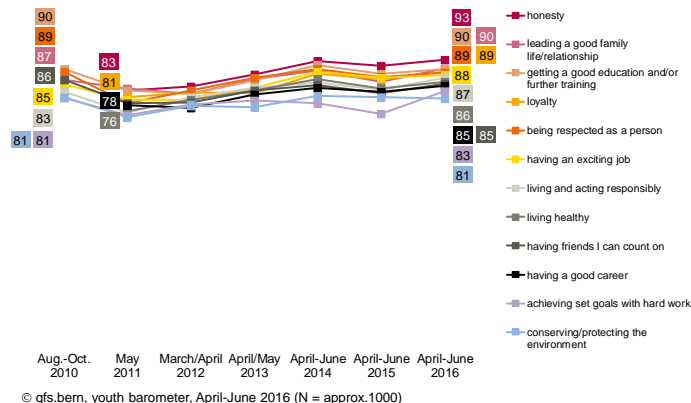


In Brazil, the young people's ideas about the world of work change alongside the difficult economic conditions. Personal perspective gains in importance, while public recognition moves into the background. In Brazil, incidentally, this goes hand in hand with a declining emphasis on the cult of the body, which is usually so typical for this country. Public recognition is not the only thing that is becoming less important; compared with 2010 there is less emphasis on looking good (2010: 72%, 2016: 48%), and it is also less important to be desirable (2010: 19%, 2016: 16%). Given the difficult situation in the country, these factors are declining in importance.

Figure 28

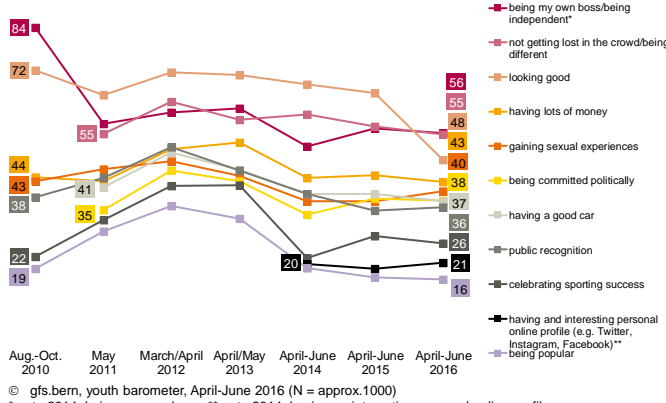
Trend Ideas of Life: Values/Religion Brazil (1/3)

"Each individual person has certain ideas that determine their life and behaviour. When you think about what you strive for in your life, how important are the following things for you personally?"
in % inhabitants between 16 and 25 years (sum of those for whom extremely & very important)



Trend Ideas of Life: Values/Religion Brazil (3/3)

"Each individual person has certain ideas that determine their life and behaviour. When you think about what you strive for in your life, how important are the following things for you personally?"
in % inhabitants between 16 and 25 years (sum of those for whom extremely & very important)

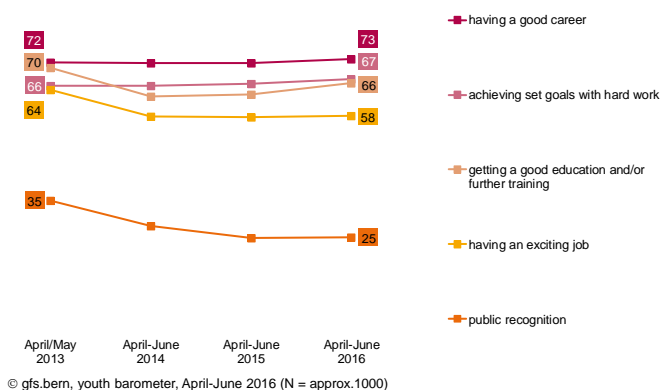


A comparable perception can be observed in the USA and in Singapore. In both cases, people prioritise their own career, which is more important than an interesting job. In these countries, achievement and success is therefore clearly still ahead of self-fulfilment than this is the case in Switzerland in particular, but also in Brazil.

Figure 29

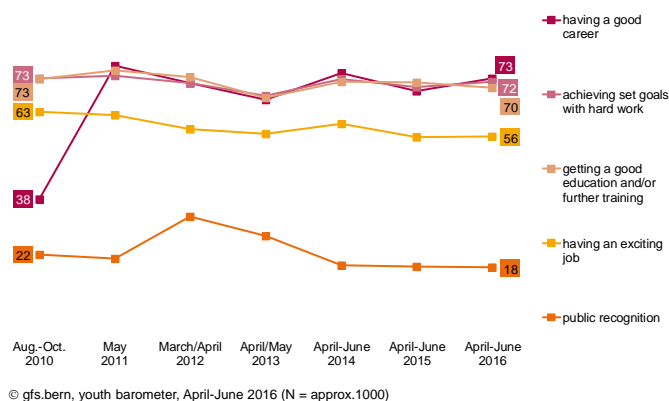
Trend Ideas of Life: Economy/Job Singapore

"Each individual person has certain ideas that determine their life and behaviour. When you think about what you strive for in your life, how important are the following things for you personally?"
in % inhabitants between 16 and 25 years (sum of those for whom extremely & very important)



Trend Ideas of Life: Economy/Job USA

"Each individual person has certain ideas that determine their life and behaviour. When you think about what you strive for in your life, how important are the following things for you personally?"
in % inhabitants between 16 and 25 years (sum of those for whom extremely & very important)

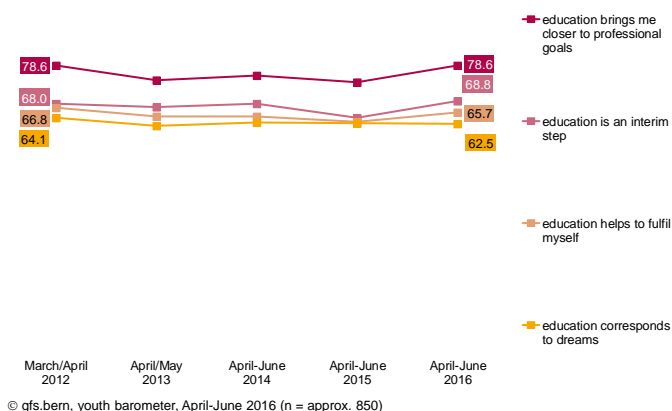


Ideas about the world of work are shaped in many respects by the young people's background and education. In **Switzerland** a clear majority is satisfied with the educational situation and of the opinion that it helps you become fulfilled. Education is therefore an intermediate step towards your own career goals for around 65 percent. The majority are satisfied with their current situation ("current situation meets my wishes"), even if for a considerable number of young people their future career is not set in stone. The overall positive image of the educational situation in Switzerland is clouded somewhat by the slight but steady increase in agreement with the statement that the world of work leaves them cold.

Figure 30

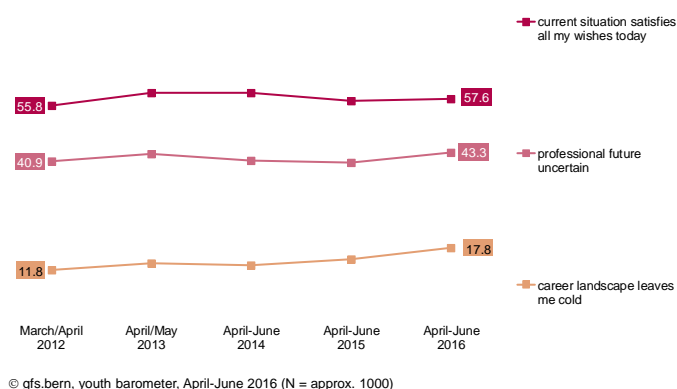
Trend Filter Statements Education Switzerland

"How well do the following statements apply to you? Respond by entering a number from 0 to 100%."
mean inhabitants between 15 and 25 years (still studying)



Trend Statements Profession Switzerland

"How well do the following statements apply to you? Respond by entering a number from 0 to 100%."
mean inhabitants between 16 and 25 years

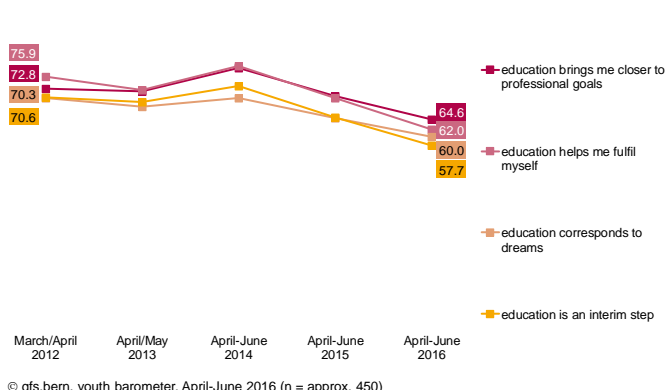


In contrast, the situation of young people with regard to job and education in **Brazil** is becoming increasingly strained. Even in 2012, education in Brazil scored well grades and the young people were satisfied with their education to a similar degree as in Switzerland. While this is still the case for a majority of people, this conviction has been clearly decreasing ever since. While people's personal situation in 2012 corresponded to the wishes of 55 percent of respondents, today this is only true for 31 percent. Many more people than ever before are unclear about their future career and this increasing frustration is also reflected in the clear increase in agreement with the statement that the world of work leaves them cold.

Figure 31

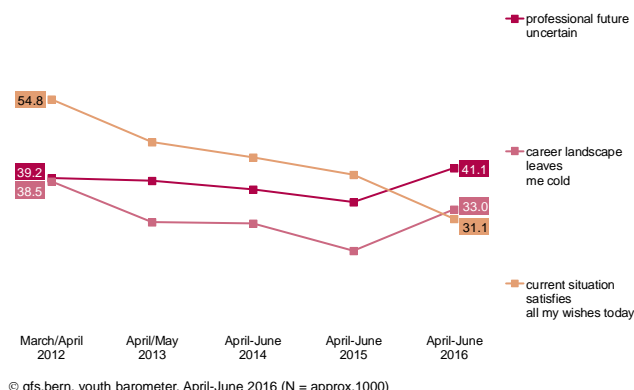
Trend Filter Statements Education Brazil

"How well do the following statements apply to you? Respond by entering a number from 0 to 100%." mean inhabitants between 16 and 25 years who are still studying



Trend Statements Profession Brazil

"How well do the following statements apply to you? Respond by entering a number from 0 to 100%." mean inhabitants between 16 and 25 years

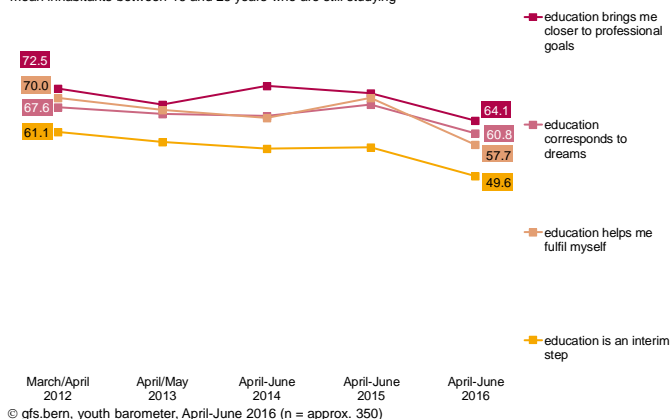


In the **USA**, too, people's trust in their own education has been clearly decreasing overall since 2012. The economic structure in the USA has always been geared towards a loose connection between education and the world of work. The job markets there are very flexible, and many skills are acquired on the job rather than in the classroom.⁸ This leads to a certain degree of decoupling of these two realities.

Figure 32

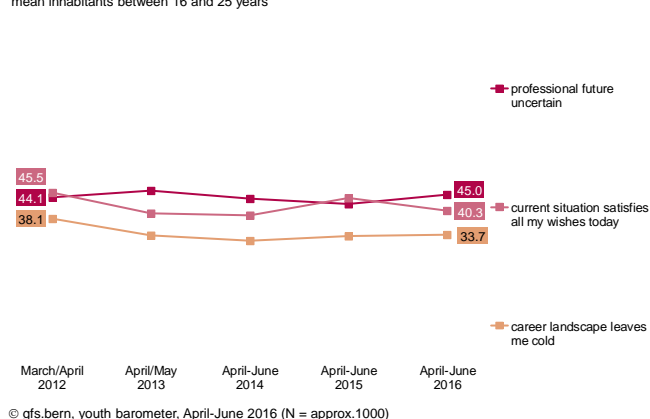
Trend Filter Statements Education USA

"How well do the following statements apply to you? Respond by entering a number from 0 to 100 %." mean inhabitants between 16 and 25 years who are still studying



Trend Statements Profession USA

"How well do the following statements apply to you? Respond by entering a number from 0 to 100%." mean inhabitants between 16 and 25 years



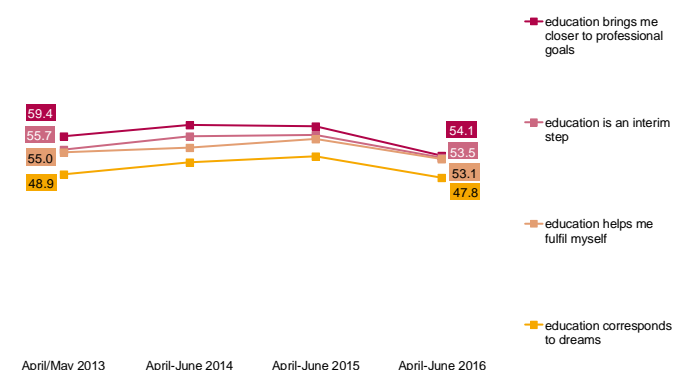
In **Singapore** people's satisfaction with their educational situation has been steadily increasing during the three-year survey period. This trend is not continuing in the current year. On the contrary: the decline in the number of people agreeing with the statement that their education corresponds to their dreams is striking, and in 2016 it has reached an all-time low. The comparison with the world of work (figure 32 on the right) also suggests a certain degree of decoupling of education and work in Singapore. Because while people's satisfaction with their education has reached a low, satisfaction with their own position continues to rise. However, it is still only a minority who are truly satisfied with their job.

⁸ Ahlquist, John S.; Breunig, Christian (2008): Theory and Typology: Country Categorization in the Varieties of Capitalism. Department of Political Science, University of Toronto. Online: (<http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.586.5578&rep=rep1&type=pdf>)

Figure 33

Trend Filter Statements Education Singapore

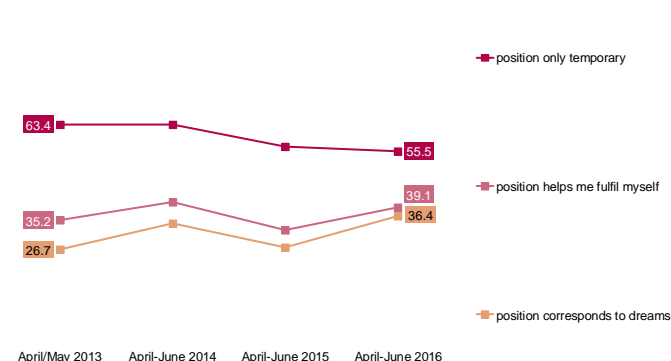
"How well do the following statements apply to you? Respond by entering a number from 0 to 100 %."
mean inhabitants between 16 and 25 years who are still studying



© gfs.bern, youth barometer, April-June 2016 (n = approx. 400)

Trend Filter Statements Profession Singapore

"How well do the following statements apply to you? Respond by entering a number from 0 to 100 %."
mean inhabitants between 16 and 25 years who are working



© gfs.bern, youth barometer, April-June 2016 (n = approx. 175)

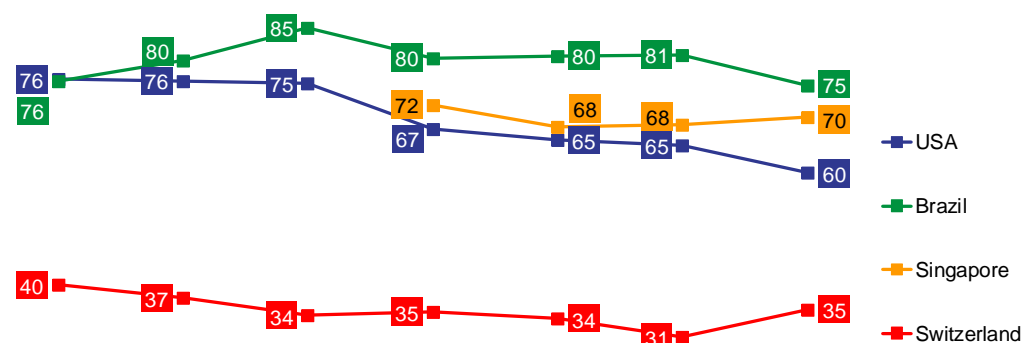
The decoupling of the job and labour market is also reflected in the agreement with the statement that university is the best basis for a professional career. In Brazil and the USA, where this divergence is most obvious, the importance of a university education is also declining. This is not true for Singapore. In Switzerland, because of the broad acceptance of apprenticeships, there is less focus on university as the best basis for a career.

Figure 34

Trend International Comparison Profession and Education: University Degree

"To what extent do you agree with the following statements about work, education and training?"
"A university degree is the best basis for a professional career."

in % inhabitants between 16 and 25 years (sum of those who completely/tend to agree)



Aug.-Oct. 2010 May 2011 March/April 2012 April/May 2013 April-June 2014 April-June 2015 April-June 2016
© gfs.bern, youth barometer, April-June 2016 (N USA = 1000 / N BR = 1000 / N SG = 1000 / N CH = 1048)

People also agree less with the statement that bad grades at school go hand in hand with bad career opportunities. Again, this is particularly pronounced in Brazil and in the USA, but this trend can also be observed in Switzerland. Apart from the decoupling of these two spheres of life, career and education, this is likely to be due to the emergence of new career models and role models. In the area of the new digital technologies in particular, people more often mention famous people like Mark Zuckerberg, Bill Gates and Steve Jobs, who gained great prestige and a large fortune without a university degree. For the particularly technophile and digitally savvy young people of the late Generation

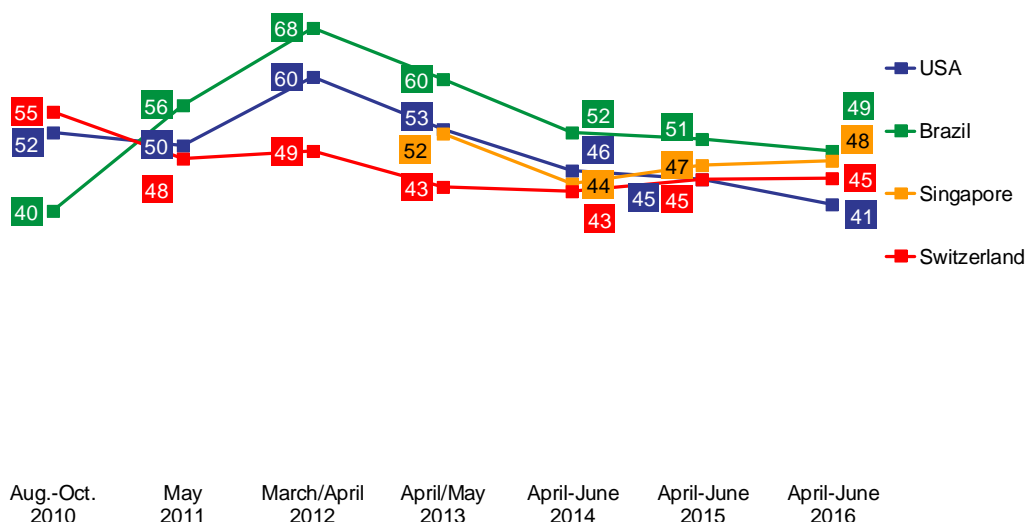
Y and the early Generation Z, this could also lessen the importance of classic performance assessments such as school grades.

Figure 35

Trend International Comparison Profession and Education: Poor Grades in School

"To what extent do you agree with the following statements about work, education and training?"
 "If you have poor grades in school, you will also have poor work prospects."

in % inhabitants between 16 and 25 years (sum of those who completely/tend to agree)



© gfs.bern, youth barometer, April-June 2016 (N USA = 1000 / N BR = 1000 / N SG = 1000 / N CH = 1048)

3.2.2 Dream job & dream employer

In all four countries, the tourism and travel industry as well as the media industry are popular fields of work. These fields are in the top five most popular fields of work in Switzerland as well as in the USA, Brazil and Singapore. Except for in the USA, this is also the case for the field of administration and government. Healthcare, teaching and education as well as the telecommunications and electronics industry are also mentioned multiple times. Overall, in international comparison the most popular areas of work are also surprisingly similar given the very diverse political and social circumstances in the countries studied.

In Brazil at the beginning of the survey the field of telecommunications and electronics was still the most popular field of work overall (in 2012, 70% of the young people would have liked to be employed in these fields). Since then, the industry has experienced a virtual plunge in popularity (in 2016, 52% of young people would have liked to be employed there) like no other area. In 2012 the business magazine Forbes identified Brazil's telecom sector as the most promising in the country.⁹ In 2016, on the other hand, it is primarily the spectacular bankruptcy of Brazil's largest telecom company that dominates the headlines. Such a significant drop in popularity – also in comparison with the country's other sectors – cannot be observed in any of the other countries studied.

⁹ Forbes 29 March 2012: What is Brazil's Most Promising Sector?
<http://www.forbes.com/sites/ricardogeromel/2012/03/29/what-is-brazils-most-promising-sector/#208dd32e11fd>
 Oi Files for Brazil Record \$19 Billion Bankruptcy Protection.
 (http://www.bloomberg.com/news/articles/2016-06-20/oi-files-for-bankruptcy-protection-as-talks-with-creditors-stall)

Table 7

Dream job – most popular areas

Rating	Switzerland	USA	Brazil	Singapore
1	Teaching and education system	Media	Banks	Tourism/ travel industry
2	Tourism/ travel industry	Healthcare	Administration/ government	Banks
3	Media	Tourism/ travel industry	Tourism/ travel industry	Administration/ government
4	Healthcare	Telecommunications/ electronics	Media	Food/ consumer goods
5	Administration	Teaching and education system	Telecommunications/ electronics	Media

© gfs.bern, Credit Suisse Youth Barometer, April - June 2016

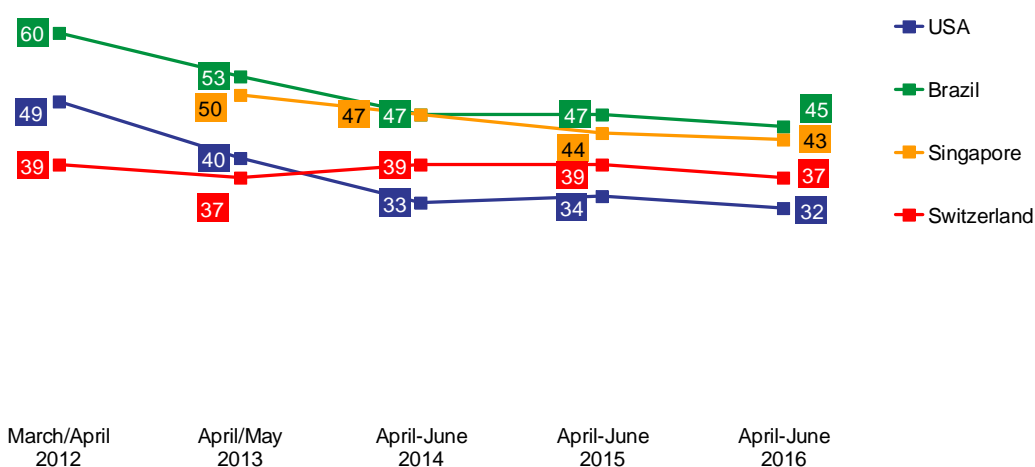
Even though the drop in popularity of the telecom industry in Brazil is a special case, it nonetheless has to be seen against the background of the general development, which can be observed across all industries. There is generally less enthusiasm for employment in the various industries, not only in Brazil, but also in the USA. For figure 35 below, the number of young people on average who indicated that they would like to be employed in a certain area was calculated for each country separately. The more areas were specified by many young people, the higher the average value. This provides a rough index of the popularity of the job market. It indicates that the popularity of the various areas of work has been decreasing significantly since 2012 in the USA and in Brazil. This is also the case in Singapore, but it is a little less pronounced. Overall, we can say that people's enthusiasm for the different job markets (apart from Switzerland) is on a downward trend.

Figure 36

Trend International Comparison Index Requested Industry to be Employed

"Tell us in which industry you would like to be employed."

mean inhabitants between 16 and 25 years (sum of those who would very much like to be employed there/ would prefer to be employed there)



© gfs.bern, youth barometer, April-June 2016 (N USA = 1000 / N BR = 1000 / N SG = 1000 / N CH = 1048)

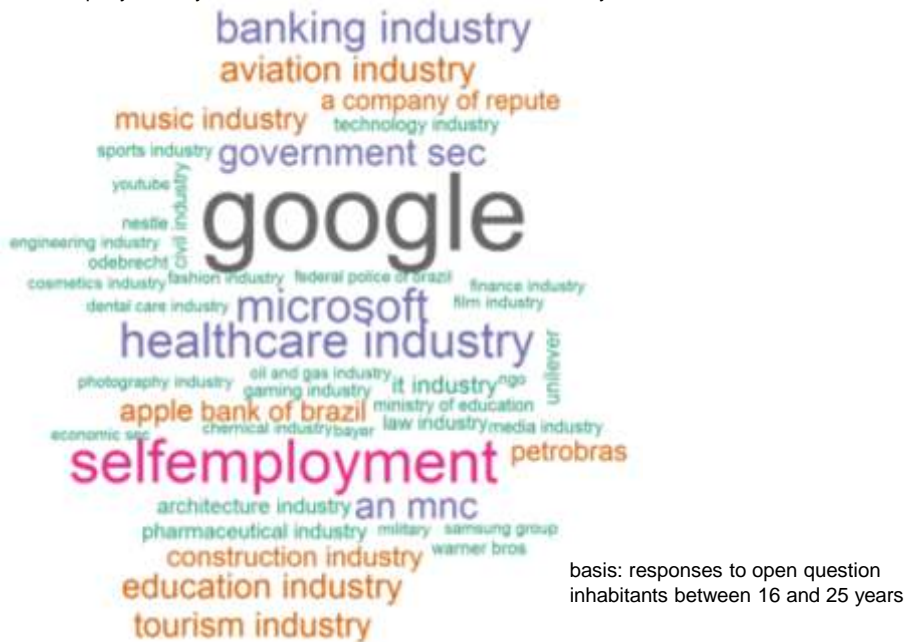
It seems that worldwide there is a kind of "superstar" among companies in the eyes of the young people, and that is Google. Google is by far the most frequently mentioned most desirable employer in all four countries. In Brazil, along with Google, Apple, Microsoft, Petrobras and the Bank of Brazil are the most

frequently mentioned companies on the list of desirable employers. In addition, it is once again mostly general work areas such as healthcare that the young people mention.

Figure 37

Dream Employer: Brazil

"What company would you like to work for the most, what would be your dream?"



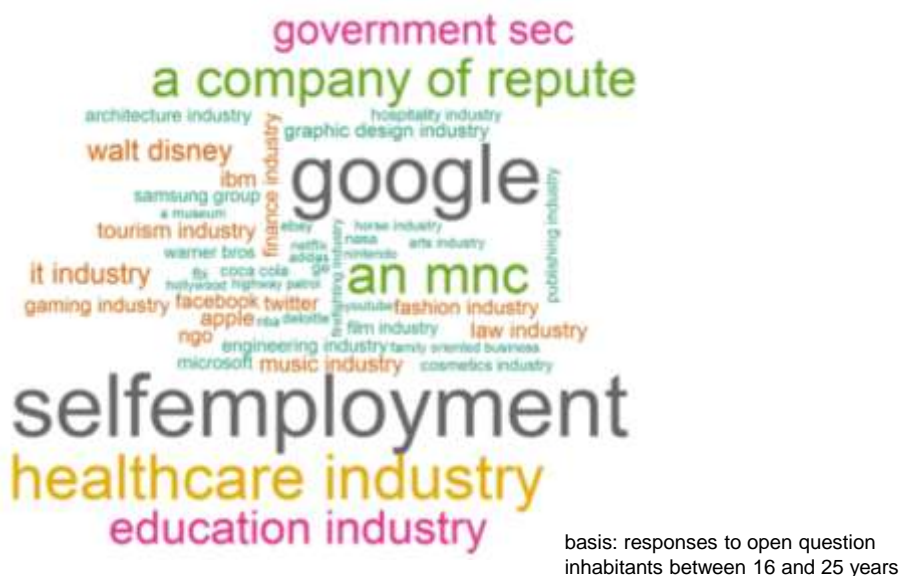
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In the USA, the high-tech companies Facebook and Twitter are also on the list of favourite employers around the world. As in Brazil, in addition to companies with a global reach, people also mention a few with strong national links such as Walt Disney, NASA, Hollywood and Coca-Cola.

Figure 38

Dream Employer: USA

"What company would you like to work for the most, what would be your dream?"



© gfs.bern, youth barometer, April-June 2016 (N = 1000)

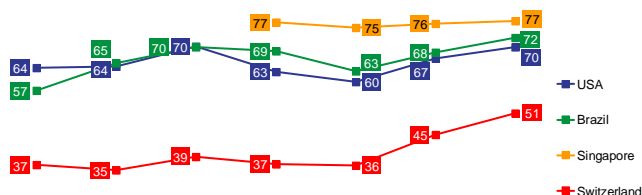
Figure 40

Trend International Comparison Important Factors Employer: possible to work form home

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

"possible to work from home"

in % inhabitants between 16 and 25 years (sum of those for whom very/fairly important)



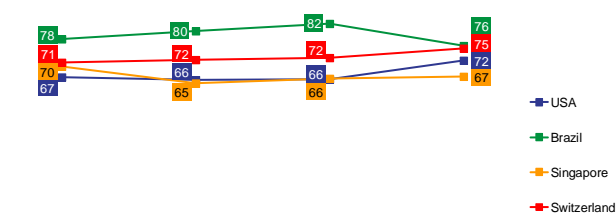
Aug.-Oct. 2010 May 2011 March/April 2012 April/May 2013 April-June 2014 April-June 2015 April-June 2016
© gfs.bern, youth barometer, April-June 2016 (N USA = 1000 / N BR = 1000 / N SG = 1000 / N CH = 1048)

Trend International Comparison Important Factors Employer: option of part-time work

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

"option of part-time work"

in % inhabitants between 16 and 25 years (sum of those for whom very/fairly important)



April/May 2013 April-June 2014 April-June 2015 April-June 2016
© gfs.bern, youth barometer, April-June 2016 (N = approx.1000)

3.2.3 Finances

In Switzerland, the young people's financial obligations towards family and friends, mobile phone providers and credit card companies have remained more or less stable for many years. The indebtedness of young people in the remaining three countries, on the other hand, is undergoing a more systematic development. In Singapore, the level of debt decreased for three years running, and now in 2016 it is increasing again. In the USA and in Brazil, where the indebtedness of young people is already significantly higher than in Switzerland and in Singapore, it has been increasing again since 2014.

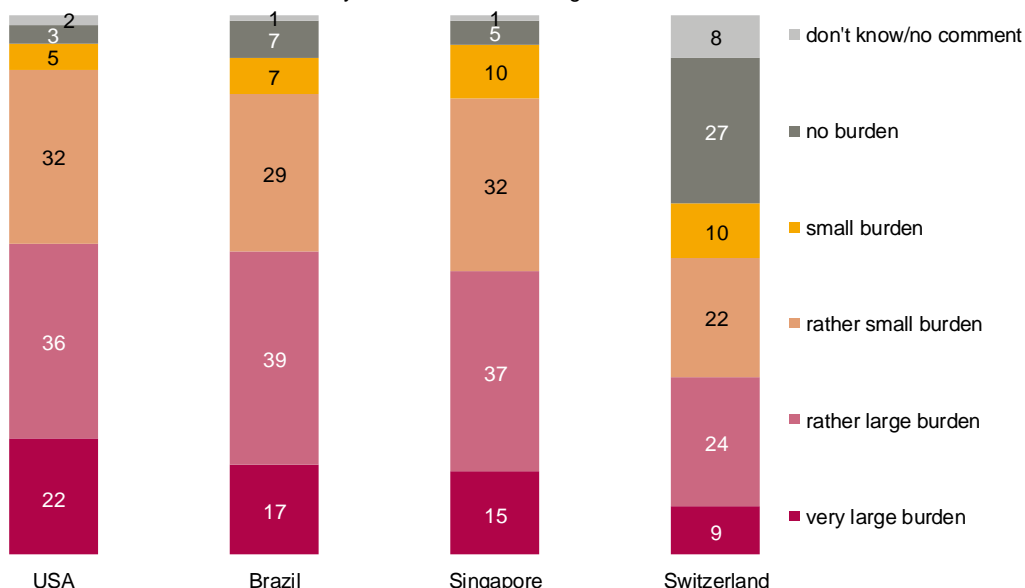
In the USA and in Brazil these financial commitments are a relatively high to significant burden for a clear majority of those with financial commitments, and even in Singapore for a slight majority (58% USA, 56%, Brazil, 52% Singapore). Only in Switzerland a minority of 35 percent do not consider their own financial commitments as a burden.

Figure 41

International Comparison Filter Burden of Financial Obligations

"In your life, do you find your financial obligations a very large, rather large, rather small, very small or no burden?"

in % inhabitants between 16 and 25 years with financial obligations



© gfs.bern, youth barometer, April-June 2016 (n USA = 606 / n BR = 615 / n SG = 458 / n CH = 179)

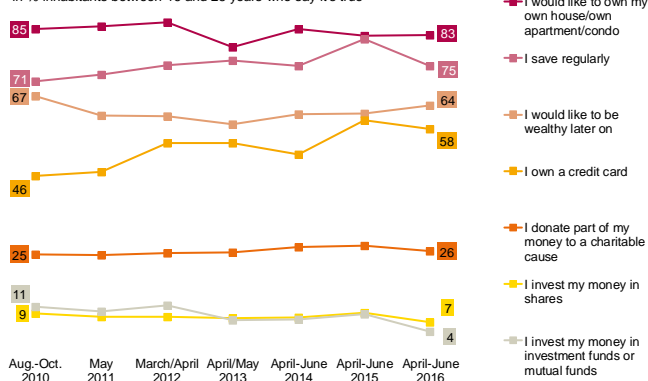
In Switzerland, this stability with regard to level of debt can also be transferred to general statements on how people personally deal with their finances. More young people have a credit card, but otherwise no systematic trends can be observed. In Singapore, young people largely behave in a similar way to young people in Switzerland. However, credit cards are much less widespread.

Figure 42

Trend Financial Statements Switzerland

"Do the following financial statements apply to you?"

in % inhabitants between 16 and 25 years who say it's true

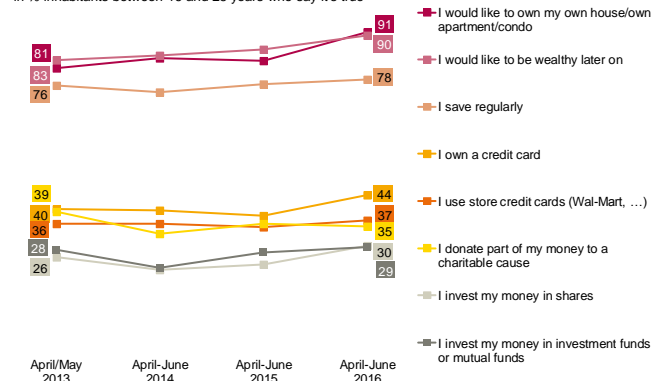


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Trend Financial Statements Singapore

"Do the following financial statements apply to you?"

in % inhabitants between 16 and 25 years who say it's true

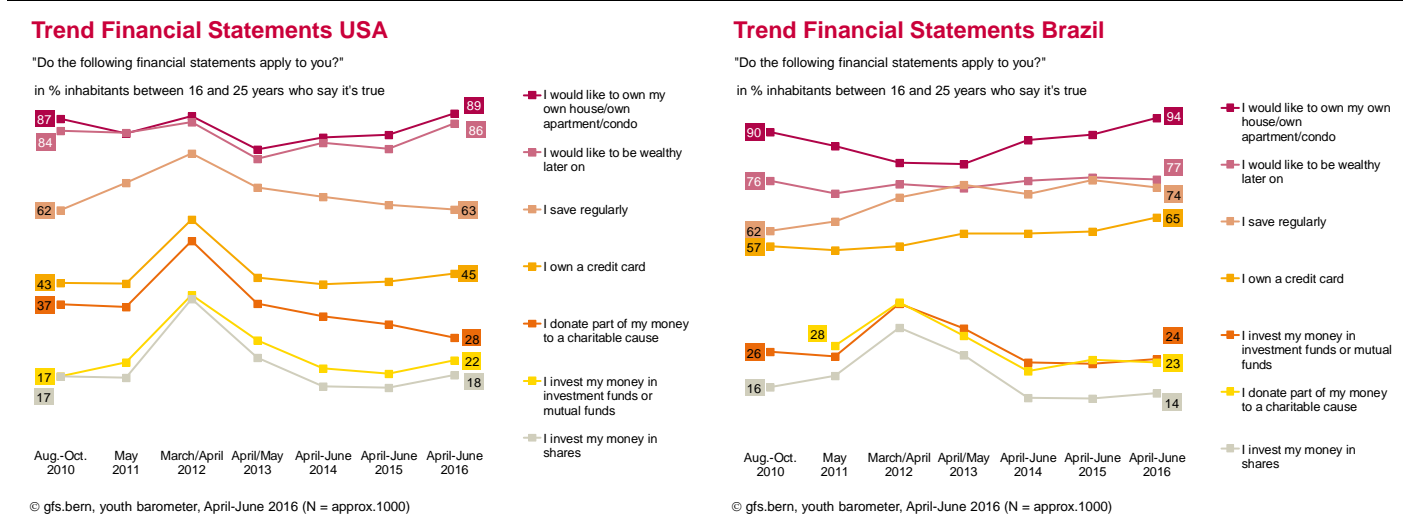


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Compared with Singapore and Switzerland, in Brazil in particular, but also in the USA to an extent, fluctuations over the years have been more clear-cut: While there had been a convergence of individual statements and actions until and including 2012, since then the statements in these two countries have tended to diverge again in these two countries. Between 2010 and 2012, for example, fewer and fewer young people wanted to own a property and instead invest their money in shares. Since 2013, this trend has been reversed.

Overall, there is a trend towards a stronger focus on saving and secure long-term investments such as your own home. Investment funds and shares in contrast are losing their appeal and people also donate less.

Figure 43



3.2.4 Interim assessment

In Switzerland, young people have a relatively clear and very consistent idea of their future career. In 2016 slightly more young people attach importance to an exciting job than when they were first surveyed. Their own career, however, is not a priority. This is different in the other three countries. Firstly, the gradation of priorities is not as gradual and regular. For the young people in Brazil, Singapore and the USA all factors asked about are important – especially their own career in contrast to Switzerland. Only public recognition moves slightly (but increasingly) into the background.

Ideas about the world of work are shaped in many respects by an individual's background and education. In Switzerland a clear majority is satisfied with the educational situation and is of the opinion that it is a good preparation for their future career. In the other three countries this is not necessarily the case. In the USA satisfaction with their own education steadily declines. The traditionally relative large gap between school and the job market in the USA means that the poor appraisal of education does not directly translate into a pessimistic view of the job market.

In Brazil, on the other hand, precisely this is the case. The worse the young people believe their education to be the more frustrated they are with the job market.

A trend towards a falling importance of classical performance assessments such as school grades can also be observed. In the age of tech billionaires who are famous for never having completed university, a different and unconventional form of role model is becoming established, which the young people can emulate.

Finally, the kind of employer young people are hoping to have in the future is surprisingly global: in all four countries the tourism and travel industry and the media are among the most popular lines of work, and in every country Google is by far the most frequently mentioned employer of choice. There is also a trend for young people looking for employers who are flexible, allow part-time work and the opportunity to work from home every so often. Given these circumstances, it also makes sense that self-employment is in an ideal scenario for many young people in all countries (except Switzerland).

In Switzerland young people are relatively sensible with their finances. They have comparatively little debt (and if they are in debt then with their own families) and save regularly. In Brazil in particular (and to an extent also in the USA), on the other hand, economic uncertainty is reflected in a shift towards saving and secure, long-term investment such as your own home. On the other hand, people invest less in shares and investment funds.

3.3 Politics; views, problems and concerns

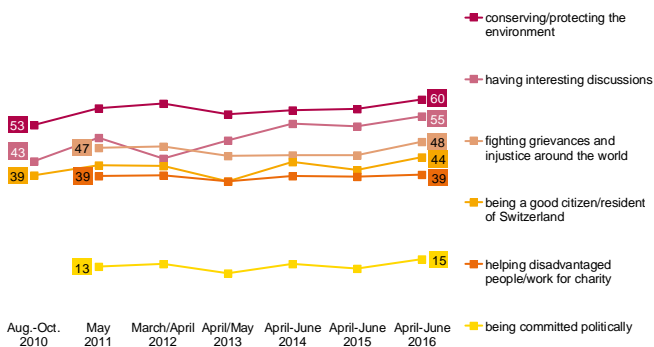
3.3.1 Political orientation

In Switzerland in 2016, young people are more involved and interested in society, the environment and (to a lesser extent) in politics than ever before since the beginning of the series of surveys. The same is true for the USA and Brazil. Never before has so much importance been attached to politics. In the USA it can be assumed that this is (at least in part) the result of the polarising dynamics of the presidential election year. In Brazil, since the resignation of long-term president Lula da Silva times have been unsettled anyway, which is frequently reflected in demonstrations and protests. At least in these countries there are clear drivers for young people's increasing interest in politics. It has not yet been established whether this is effectively only due to the situation or whether young people are effectively more interested in politics than before (perhaps precisely due to their very own and formative events such as corruption scandals and highly emotional presidential elections).

Figure 44

Trend Ideas of Life: Politics Switzerland

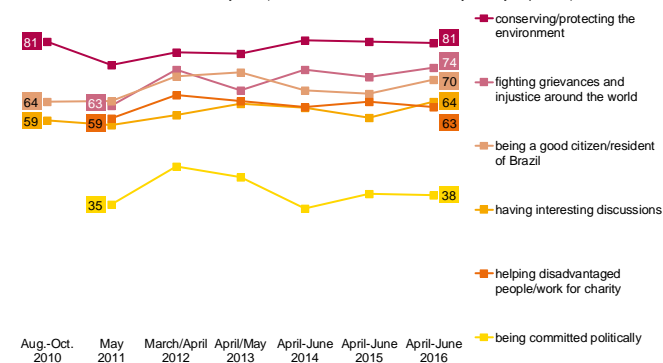
"Each individual person has certain ideas that determine their life and behavior. When you think about what you strive for in your life, how important are the following things for you personally?"
in % inhabitants between 16 and 25 years (sum of those for whom extremely & very important)



© gfs.bern, youth barometer, April-June 2016 (N = approx.1000)

Trend Ideas of Life: Politics Brazil

"Each individual person has certain ideas that determine their life and behavior. When you think about what you strive for in your life, how important are the following things for you personally?"
in % inhabitants between 16 and 25 years (sum of those for whom extremely & very important)



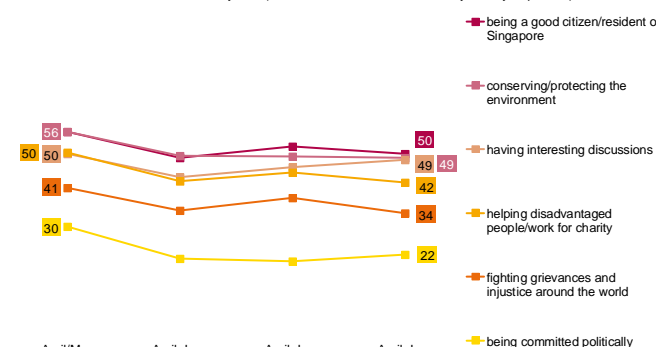
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Singapore is a special case in this respect. Here, young people's political and social involvement has decreased since 2013. The reason is likely to be the very emotionally charged mood in 2013 and can therefore serve as a point of reference only to an extent. The situation surrounding the mass protests against the migration reform was exceptional in every respect. The values of today may therefore represent the normal state more than those three years ago.

Figure 45

Trend Ideas of Life: Politics Singapore

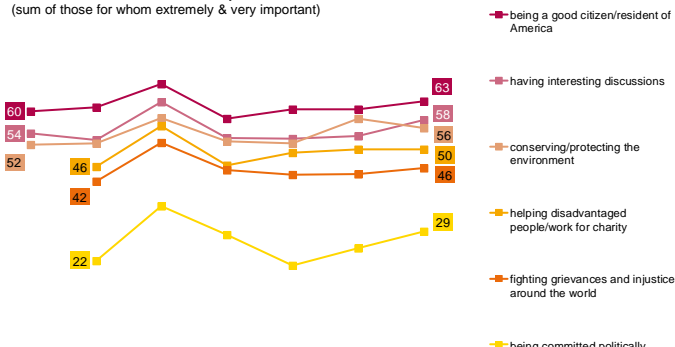
"Each individual person has certain ideas that determine their life and behavior. When you think about what you strive for in your life, how important are the following things for you personally?"
in % inhabitants between 16 and 25 years (sum of those for whom extremely & very important)



© gfs.bern, youth barometer, April-June 2016 (N = approx.1000)

Trend Ideas of Life: Politics USA

"Each individual person has certain ideas that determine their life and behavior. When you think about what you strive for in your life, how important are the following things for you personally?"
in % inhabitants between 16 and 25 years (sum of those for whom extremely & very important)



© gfs.bern, youth barometer, April-June 2016 (N = approx.1000)

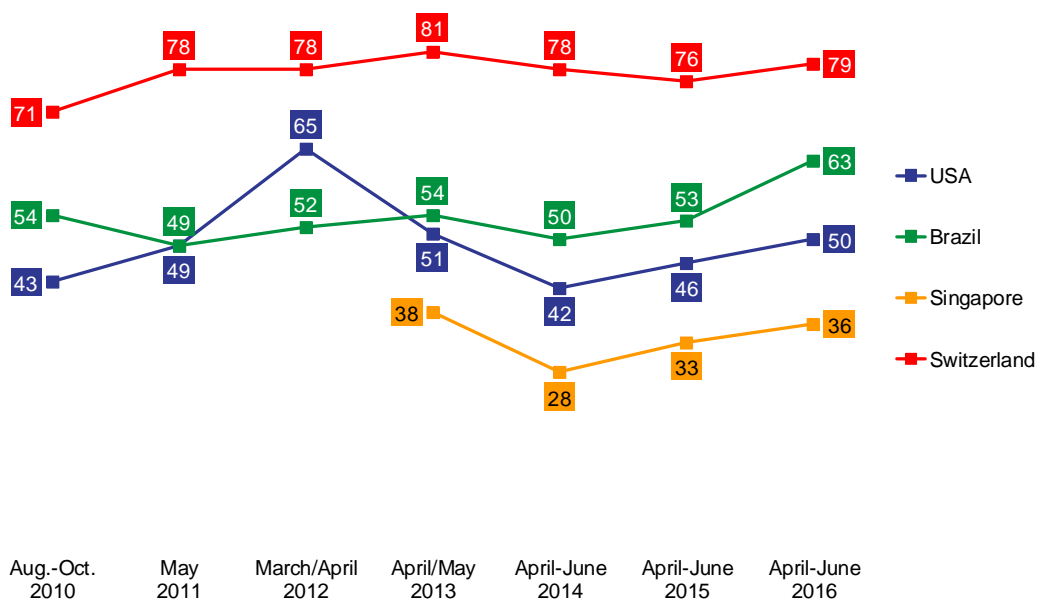
The fact that young people in all countries have been more involved politically in the past few years also emerges from the analysis of the meaning of the concepts left, centre and right. In Switzerland, the great relevance of politics to people's everyday lives is reflected in the fact that on average almost 80 per cent of young people can relate to the terms left, centre and right. The situation in Singapore is exactly the opposite; here the proportion of young people who can relate to them is less than 40 percent. The USA and Brazil are situated between these two extremes. Across all countries, the last few years have seen a greater importance for young people of the concept of the political spectrum between left and right, which also shows that political involvement is becoming more widespread.

Figure 46

Trend International Comparison Meaning Left, Center, Right

"Left, centre and right are three terms that are frequently used to describe political views. Do these terms mean anything to you? Or do they mean nothing at all to you?"

in % inhabitants between 16 and 25 years who say "Yes, they have a meaning"



© gfs.bern, youth barometer, April-June 2016 (N USA = 1000 / N BR = 1000 / N SG = 1000 / N CH = 1048)

3.3.2 Visions of the future

Apart from in Singapore, the majority of young people in the four countries studied are optimistic about their own future. However, the development of the young people's answers to this question is not very encouraging. In Singapore, Switzerland and especially in Brazil, the proportion of optimistic young people has never been as low as in 2016, and in the USA, too, it dropped significantly in 2016. More young people than ever indicate that they have a rather bleak view of their own future (BR 18%, US 9%, SG 18%, CH 5%) or have mixed feelings (BR 27%, US 36%, SG 37%, CH 35%).

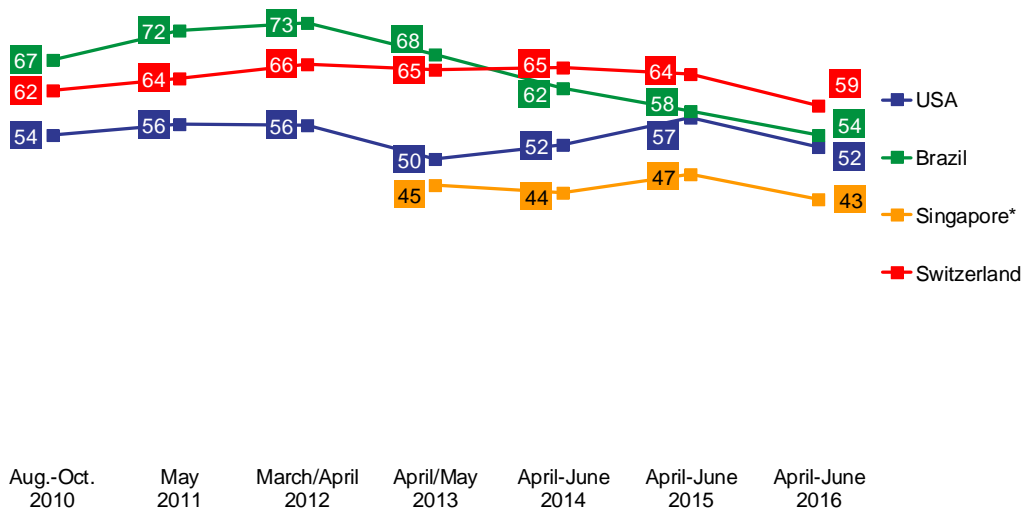
Figure 47

Trend International Comparison Opinion Own Future

"In your opinion, what is the outlook for your own future? At the present time, do you see the future rather bleak, fairly optimistic or mixed/it varies?"

fairly optimistically

in % inhabitants between 16 and 25 years



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* polled since 2013

Young people see the future of society much more pessimistically than their own future. While Brazil remains the only country where the majority have a bleak view of the future, the figures for Switzerland and Singapore are also higher in 2016 than ever before. This slowly diminishing optimism about one's own future and the future of society is a plausible explanation for young people's greater sensitivity to social, ecological and political issues. They see their own future as being threatened.

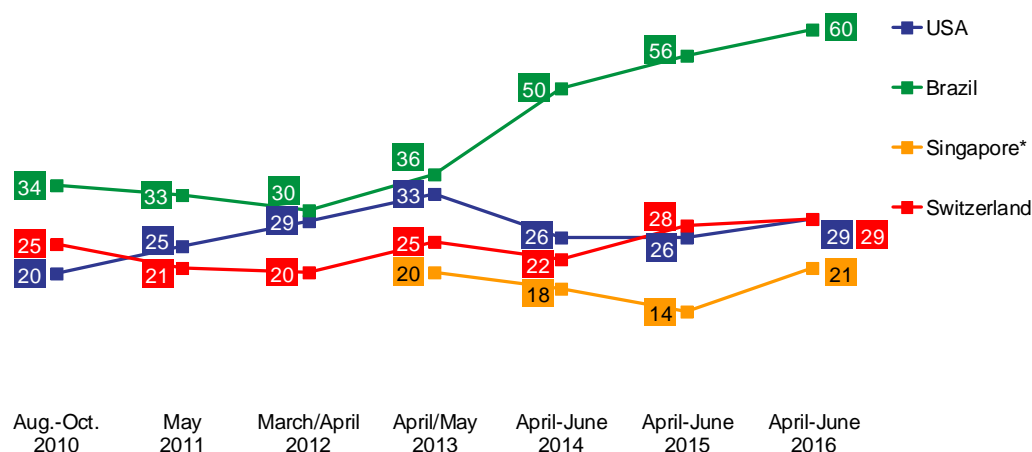
Figure 48

Trend International Comparison Opinion Future of Society

"And what about the future of our society? Overall, is it rather bleak, fairly optimistic or mixed – it varies?"

rather bleak

in % inhabitants between 16 and 25 years



© gfs.bern, youth barometer, April-June 2016 (N = approx.1000)

* polled since 2013

It seems likely that young people see a more or less direct link between their own future prospects and the work or rather the accomplishments of their government: the more optimistic they are about the future, the better their assessment of the government (and vice versa). If their view of the future is pessimistic, the government is assessed poorly and thus reforms are called for more frequently. And indeed, these two trends systematically run in parallel in all countries. While Brazil is a special case with regard to criticism of prevailing conditions, in Singapore and in the USA the call for reforms and criticism of the government has also been increasing, at least this year. Switzerland remains an exception. There, young people are accusing the government in 2016 of fewer failures than a year ago – this may be due to the fact that the government was only appointed six months prior to the survey and therefore in this composition did not have to pass many tests. However, six of the seven current federal councils were also in office during the previous legislative period.

Figure 49

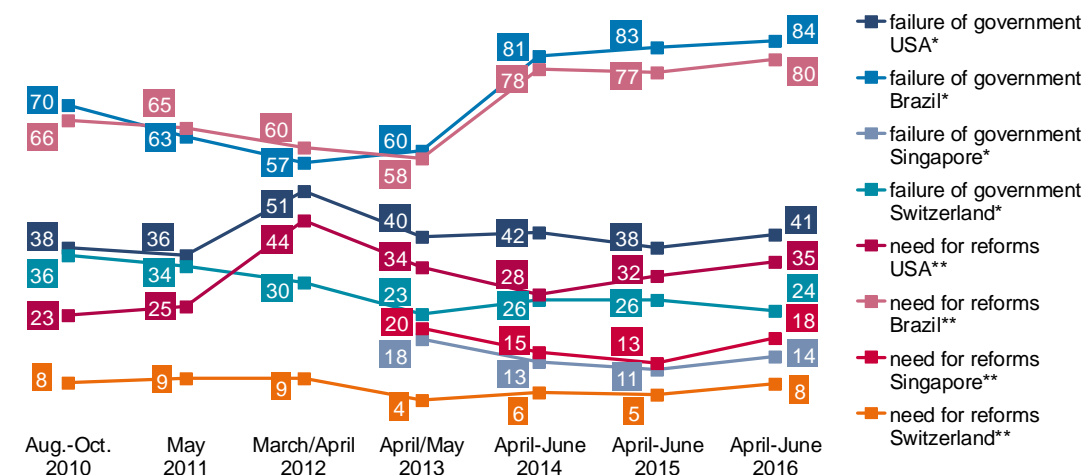
Trend International Comparison View on Politics and Government

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

need for reform "To what extent do you agree: the political system in the USA/Brazil/Singapore/Switzerland needs fundamental reforms."

*in % inhabitants between 16 and 25 years who think this is often

**in % inhabitants between 16 and 25 years who agree entirely



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3.3.3 Perception of problems

In section 3.2 we saw that the living environment of young people in the four countries studied was surprisingly homogeneous with regard to the most important and least important trends. A similar picture emerges when it comes to the areas in which the young people in a country would prefer to work. There are a surprising number of overlaps in this regard too. When asked about the biggest problems in their country, however, the four groups of young people studied provide very different answers. Here you can see that each country has its very own living environment, despite all global trends. As with the assessment of online posts and comments, there are hardly any differences between the younger and older respondents.

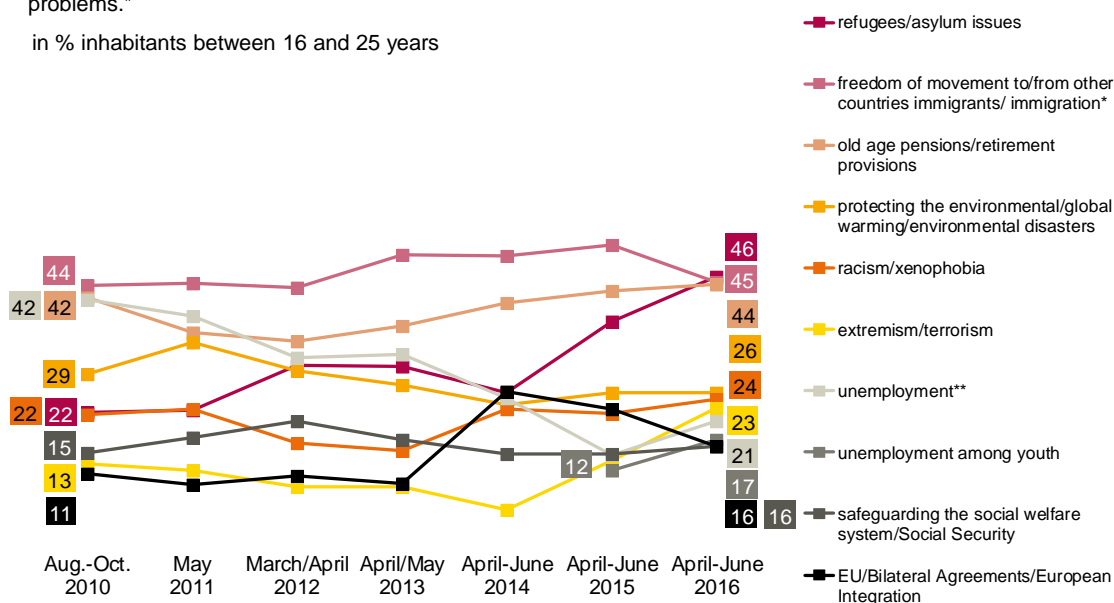
In Switzerland, three clearly prioritised problems stand out: refugees and asylum issues, questions of foreign nationals and migration and the future of retirement provision. Unemployment, on the other hand, has been fading into the background since the start of the surveys.

Figure 50

Trend Greatest Problems Top Ten Switzerland

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

in % inhabitants between 16 and 25 years



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*up to 2014: foreign nationals, integration of foreign nationals/ free movement of people,

**up to 2014: unemployment/unemployment among youth

In Brazil, a completely different picture emerges: migration is not in the top ten of most important topics. Unemployment was already an important topic at the beginning of the series of surveys, and it has again significantly gained in importance. The same is true for corruption, which is clearly the most important issue. The fact that two problems are so clearly distinct from all the others and at such a high level is unique both for Brazil and for all the other three countries studied.

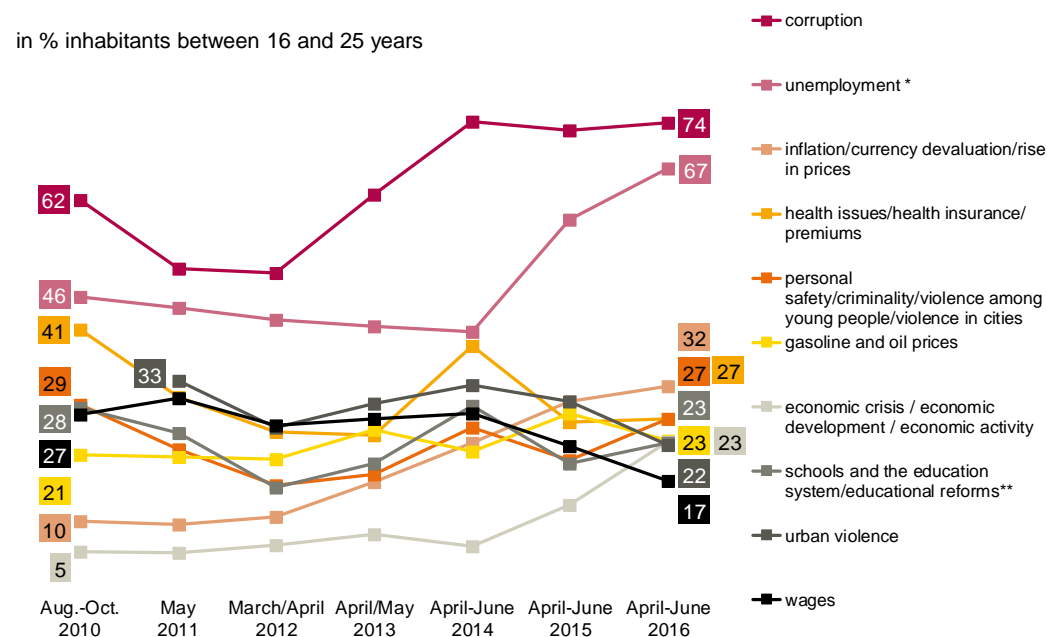
Brazil's economic problems are also evident from the increasing importance of the topics inflation/currency devaluation and economic crisis/economic development. The topic of urban violence, on the other hand, is less urgent, as is the question of wage development. The latter in particular is rather surprising given that all other primarily economic problems are gaining in urgency. One possible interpretation of why equal pay and fair wages are no longer the focus is that, given the difficult conditions generally, now having a job and a certain degree of income security is more important.

Figure 51

Trend Greatest Problems Top Ten Brazil

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

in % inhabitants between 16 and 25 years



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*up to 2014: unemployment/unemployment among youth, **up to 2014: schools and the education system

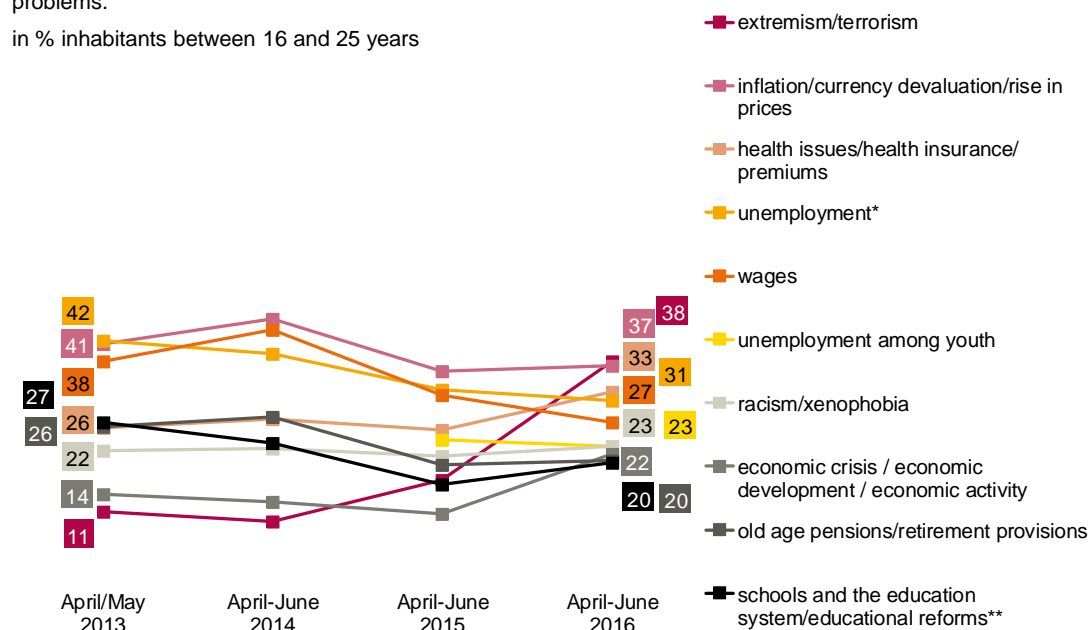
In Singapore, too, one trend particularly stands out: the significant rise in concerns about terrorism and extremism. Last year, the topic was still ranked seventh among the most important problems. Today it is the main problem. In Switzerland, there is also an increase in this regard, albeit to a lesser extent. In Singapore, the urgency of the problem of unemployment/the economic situation has also increased in the eyes of the respondents. In 2016, inflation is seen as less problematic compared with the 2013 survey (the first one in Singapore), but it nonetheless remains one of the main problem areas. The aging population has been an important point of discussion for some time in Singapore. Planned government reforms to alleviate the problem have even caused unrest in 2013. Since then, however, this is no longer seen as a problem to the same extent.

Figure 52

Trend Greatest Problems Top Ten Singapore

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

in % inhabitants between 16 and 25 years



© gfs.bern, youth barometer, April-June 2016 (N = approx.1000)

*up to 2014: unemployment/unemployment among youth, **up to 2014: schools and the education system

Unemployment remains the main topic in the USA, although this trend is on the decline. Since the start of the surveys, the proportion of people who consider this one of the main five problems has dropped by 14 percent. This development goes hand in hand with a significant decline in unemployment in the country since 2010.¹⁰ Petrol and oil prices are seen as even less of a problem now. In 2011, this question was still almost as important as unemployment, because in the USA the demand for petrol/oil is extremely inflexible. This means that the higher the price, the more of a household's budget is spent on petrol and oil; demand does not decrease. Until 2011, the retail price of petrol in the USA increased significantly, it then more or less stagnated, and has been increasing again since 2014. The present data reflect this development.¹¹

The question of equality between men and women, on the other hand, has significantly gained in importance since 2010. This last question does not appear among the top ten most important problems in any other country. The assumption that this is due to the so-called Hillary effect is likely. In 2008, Hillary Clinton failed to get nominated as the presidential candidate for the Democrats, but people remembered her for her statement that she and her supporters put thousands of small cracks in the glass ceiling of gender inequality. It conceivable that Hillary Clinton's new candidacy has given the topic an additional boost and has helped it to become an integral part of the political agenda for many young people.

The perception of racism and xenophobia as a problem has also increased significantly. The proportion of young people who cite this as one of the ten biggest problems has increased from 16 percent in 2010 to 28 per cent in 2016. Migration, how to deal with illegal immigrants and their children, but also the increasingly explosive atmosphere around (white) police violence and the Black

¹⁰ Bureau of Labor Statistics (2016): (<http://data.bls.gov/timeseries/LNS14000000>)

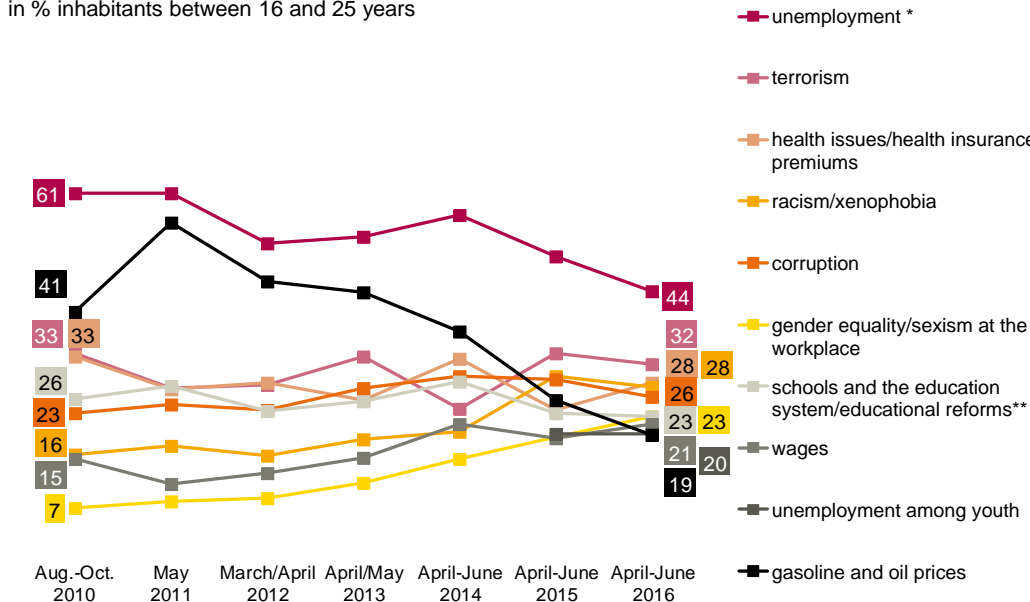
¹¹ Brookings 23 June 2015: What gas prices really mean to the American household. (<http://www.brookings.edu/blogs/the-avenue/posts/2015/06/23-gas-prices-american-household-tomer>)

Figure 53

Trend Greatest Problems Top Ten USA

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

in % inhabitants between 16 and 25 years



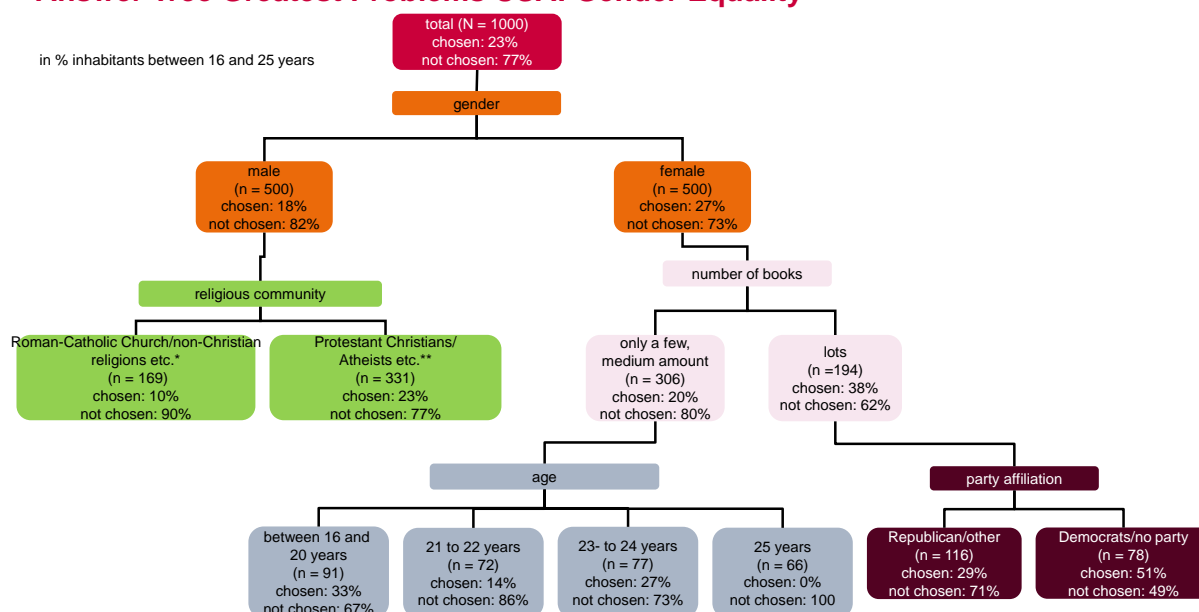
© gfs.bern, youth barometer, April-June 2016 (N = approx.1000)

*up to 2014: unemployment/unemployment among youth, **up to 2014: schools and the education system

Unsurprisingly, the opinions about whether the lack of equality is an important problem or not mainly diverges by gender: 27 percent of women in the USA mentioned this topic, but only 18 percent of men did. What is important in this regard for men, however, is whether they feel they are part of a religious orientation (and if so, which one). Catholics and members of non-Christian religions consider equality much less important (10%) than Protestants and atheists (23%). Among women, educational background (number of books as proxy variable), age and party ties play a role. What is particularly interesting in this regard is that the youngest (16 to 20 years, i.e. those most easily grouped as part of Generation Z) of the group of women from what are probably less educated layers of society perceive this most clearly as a problem.

Figure 54

Answer Tree Greatest Problems USA: Gender Equality



© gfs.bern, youth barometer, April-June 2016 (N = 1000)

*other Christian religions (Free church, Christ-Catholic, Orthodox etc.), **Agnostics/no confession/Free Thinker/don't know/no comment

Explanation: The **answer tree analysis** automatically differentiates a starting population to form relevant sub-populations, where both the significance of the observed difference and also its contribution to an explanation of the dependent variable represents a defining criterion. Its visualisation resembles a tree, where the primary branches have the most explanatory power and other branches serve to refine this explanatory power.

3.3.4 Identity and group membership

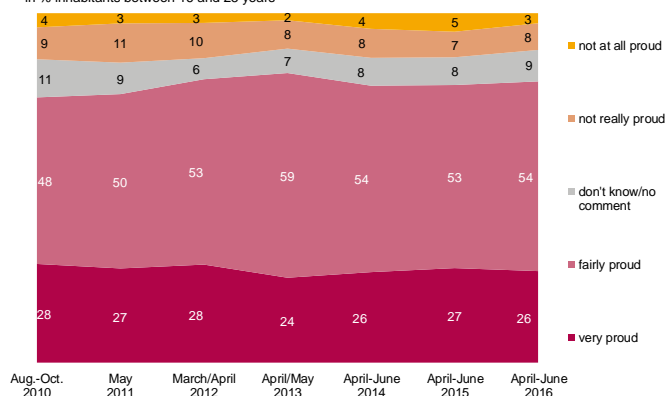
In no other of the four countries studied are young people as proud of their home country as in Switzerland. Here, 80 percent of young people indicate that they are very or quite proud. Brazil is the other extreme; today only 8 percent are proud of their country, and since the start of the surveys this has fallen drastically. It is noteworthy that 2014 saw the first major drop, the very year in which football-crazy Brazil hosted the Football World Cup. This year, the Olympic Games are held in Rio, but this major global sports event has done nothing to reconcile the population with their own country – on the contrary, it looks like the negative reporting prior to the games additionally tarnished people's pride in Brazil. In any case, this result, too, confirms the explosive nature of the political and social situation in Brazil.

Figure 55

Trend Pride in Switzerland

"How proud of Switzerland are you?"

in % inhabitants between 16 and 25 years

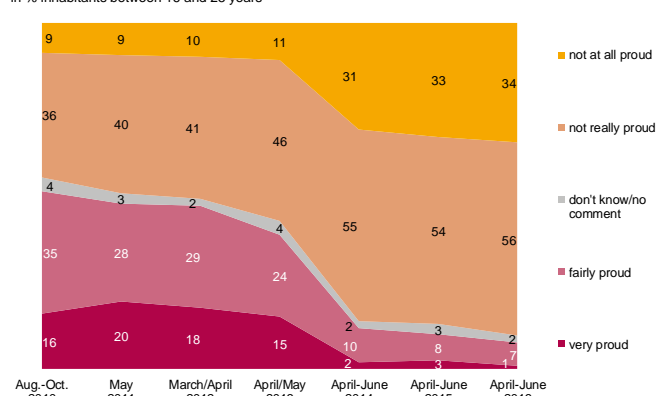


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Trend Pride in Brazil

"How proud of Brazil are you?"

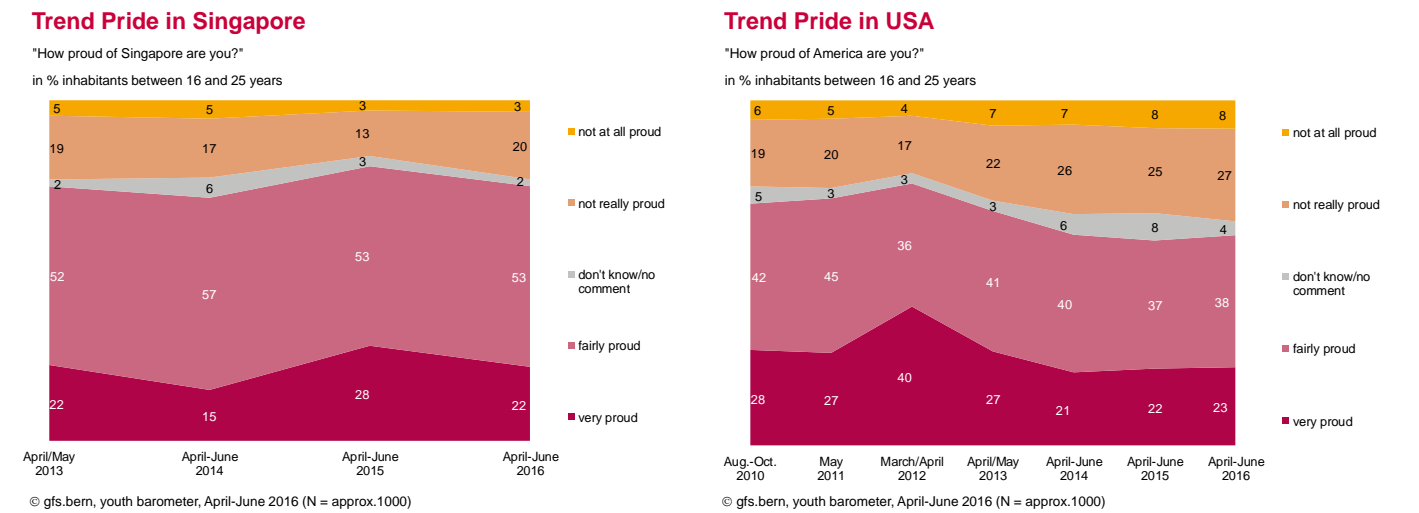
in % inhabitants between 16 and 25 years



© gfs.bern, youth barometer, April-June 2016 (N = approx. 1000)

In Singapore, 75 percent of young people are at least quite proud of their country, and in the USA 61 percent are. While the figures for Switzerland have tended to improve over the six years, the proportion of young people who are proud of their country in Singapore decreased compared with 2016; however, few changes can be observed compared with the start of the surveys in 2013. If you ignore the presidential election effect in the USA in 2012, a slow but steady decrease in the proportion of young people who are proud from 70 percent in 2010 to 61 percent this year can be observed.

Figure 56



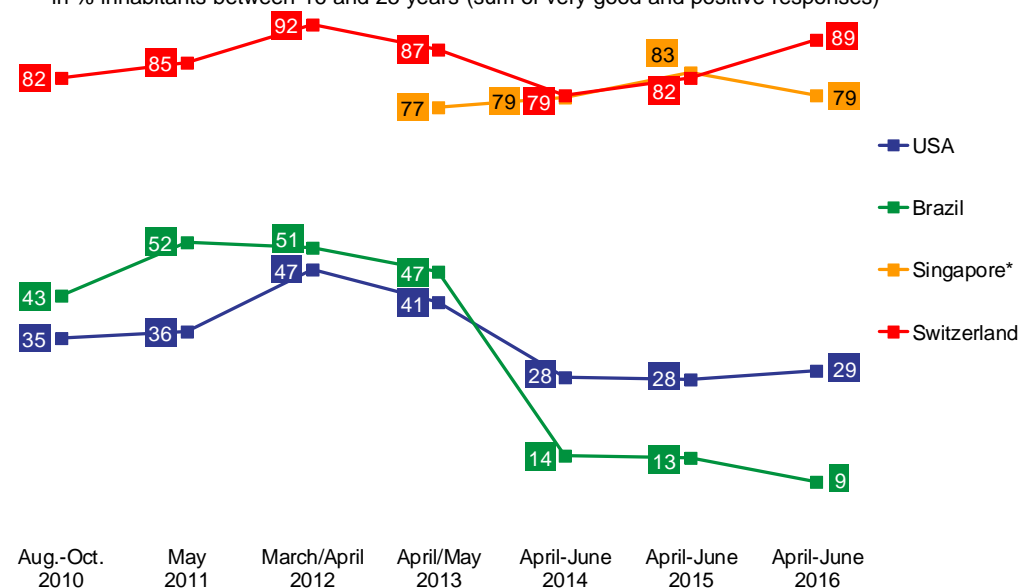
The assessment of the situation in one's own country is evidently closely linked to how its external perception is assessed. The prouder young people are of their own country, the better they believe its image abroad to be. There are, however, systematic differences regarding the relationship of these two indicators to each other: in Switzerland, Brazil and Singapore, external perception (image abroad) is assessed in a more positive way than internal perception (pride in one's own country). The situation is exactly the reverse in den USA – to a significant degree. The proportion of young people who state that they are very or quite proud of the USA is approximately twice that of the proportion who believe that the image of the USA abroad is very or quite good.

Figure 57

Trend International Comparison Perception of own Country Abroad

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

in % inhabitants between 16 and 25 years (sum of very good and positive responses)



© gfs.bern, youth barometer, April-June 2016 (N = approx.1000)

* polled since 2013

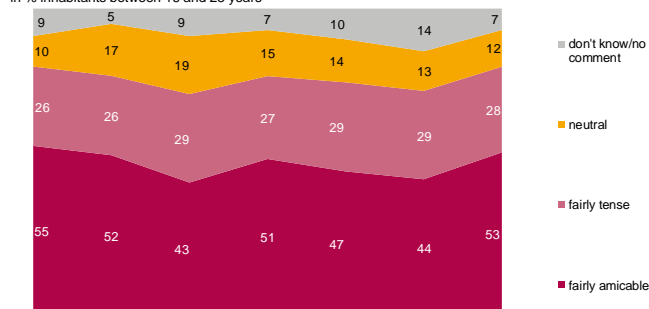
In a globalised world characterised by migration, every society has to think about how it deals with foreigners. In Brazil, this is clearly not perceived as a problem. It is the country that is by far the most relaxed about the question concerning foreigners, which is likely to be related to its low number of immigrants. On average, half of young Brazilians see the relationship with foreigners of the same age as being harmonious. In the other three countries, circumstances are different, and the proportion of young people who believe the relationship with young people from abroad to be rather tense is always greater. In the USA this question once again shows a peak in the years of the presidential elections. In the years 2012 and 2016 the number of respondents who believe there to be a harmonious relationship was/is greater. In 2013, i.e. in the year after the election, this effect fizzled out again. Whether this will also be the case in 2017 remains to be seen.

Figure 58

Trend Relationship between Brazilian Youth and Immigrants in Brazil

"How would you describe the present relationship between young Brazilian people and young immigrants? Is it..."

in % inhabitants between 16 and 25 years



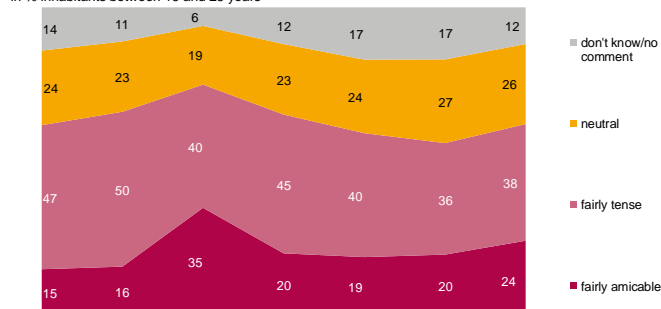
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* up to 2014: "How would you describe the present relationship between young Brazilian people and immigrants? Is it..."

Trend Relationship between American Youth and Immigrants in USA

"How would you describe the present relationship between young Americans and young immigrants? Is it..."

in % inhabitants between 16 and 25 years

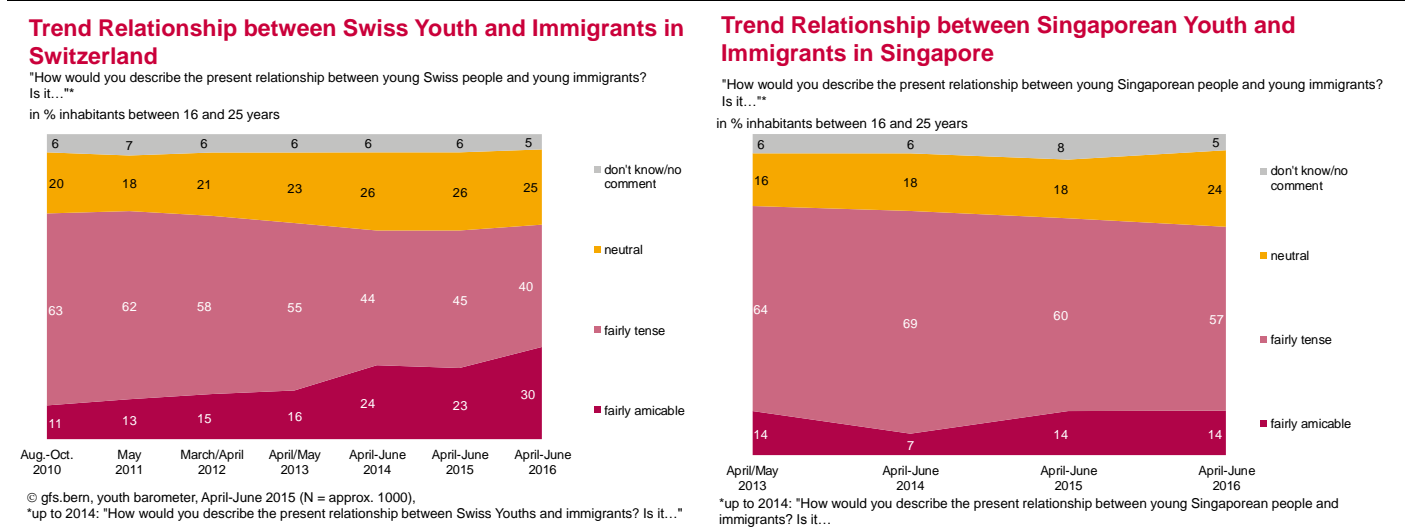


© gfs.bern, youth barometer, April-June 2016 (N = approx.1000)

* up to 2014: "How would you describe the present relationship between young Americans and immigrants? Is it..."

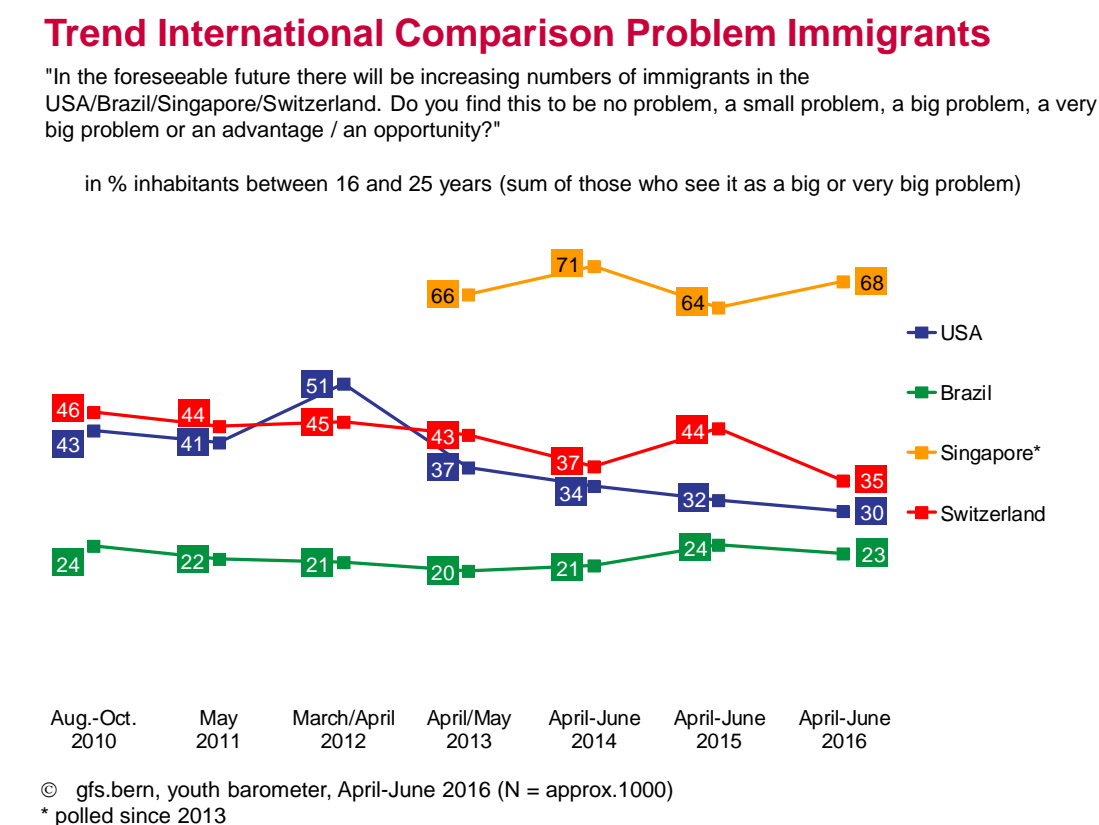
In Singapore, the proportion of young people who perceive a strained relationship is higher than in all other three countries. However, since the unrest in 2013, the situation has relaxed somewhat and a slight shift towards the neutral camp took place. The development in Switzerland is particularly interesting. The proportion of young people who feel the relationship to foreigners of the same age is harmonious has almost tripled in the six years since the start of the surveys. The proportion people who feel that the situation is strained, on the other hand, shrank by more than 20 percent.

Figure 59



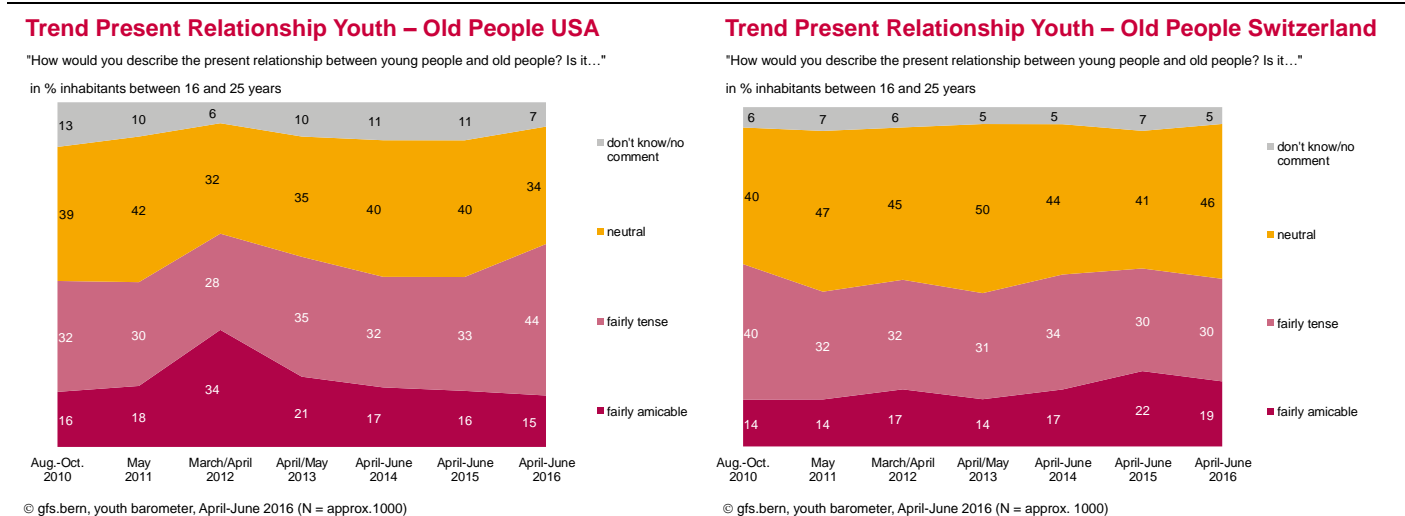
The currently improving mood regarding the relations between young people in Switzerland and foreigners also carries over to views about the future, which is related to the former. In the USA and in Switzerland, a decreasing minority believes there will be a problem in the future. In Brazil, this figure is stable at a low level, in Singapore at a high level.

Figure 60



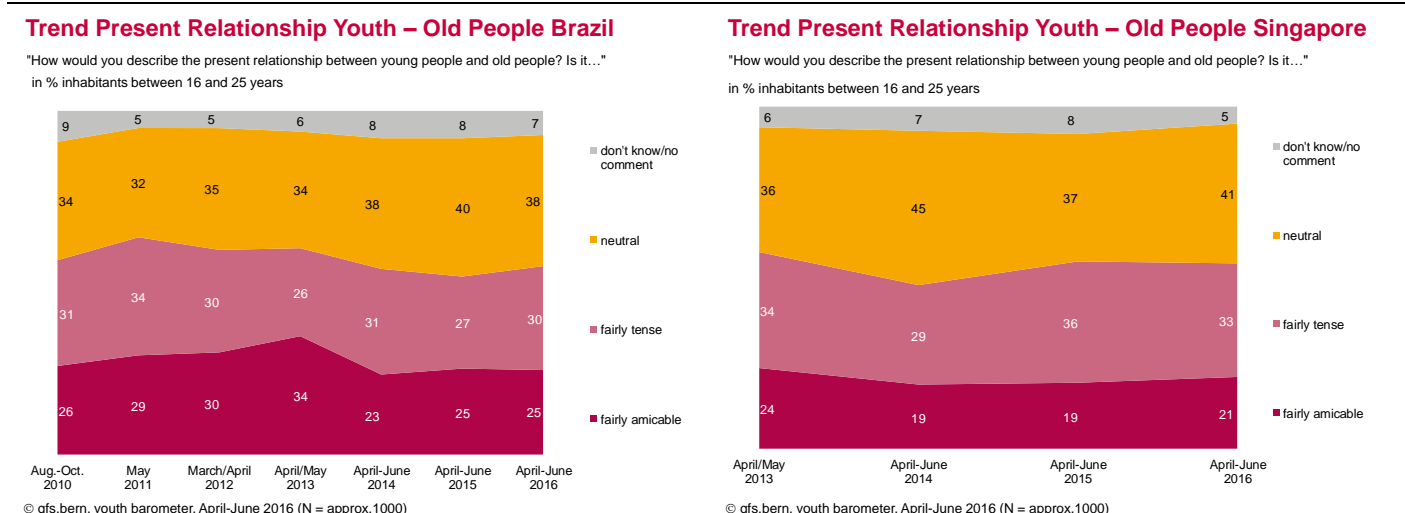
A further differentiation of group identities can be observed between older and younger people. In the USA, the proportion of young people who see the current relationship as problematic is increasing significantly in 2016 and for the first time, this camp is in a relative majority. In Switzerland, too, an upward trend can be observed in how this problem is perceived.

Figure 61



In Brazil and Singapore, on the other hand, primarily a shift towards a neutral view of the issue can be observed. In both cases, the proportion of young people who feel that the relationship with older people is problematic is around 30 percent.

Figure 62



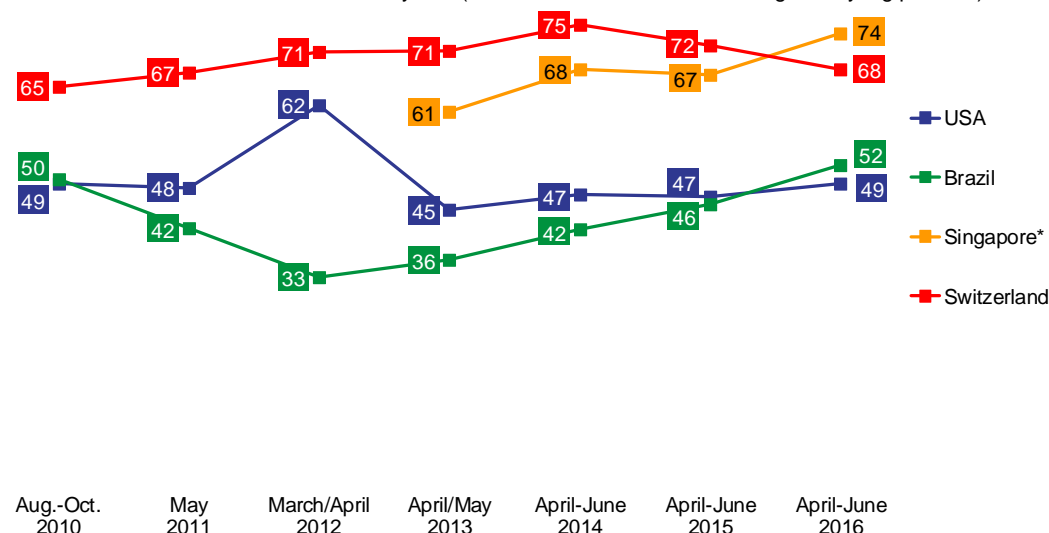
Apart from in Switzerland, people everywhere have assumed for several years that the aging of the population will be a big or quite a big problem in the future. Although this concern is becoming less pronounced in Switzerland, it does remain widespread compared with Brazil and the USA. In 2016 in Singapore, it is mentioned even more often for the first time.

Figure 63

Trend International Comparison Problem Old-Age Pensioners

"In the foreseeable future there will be an increasing number of old -age pensioners and less and less young people in America/Brazil/Singapore/Switzerland. Do you think this is not a problem, a small problem, a big problem, a very big problem or do you think it is an advantage/opportunity. "

in % inhabitants between 16 and 25 years (sum of those who see it as a big or very big problem)



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* polled since 2013

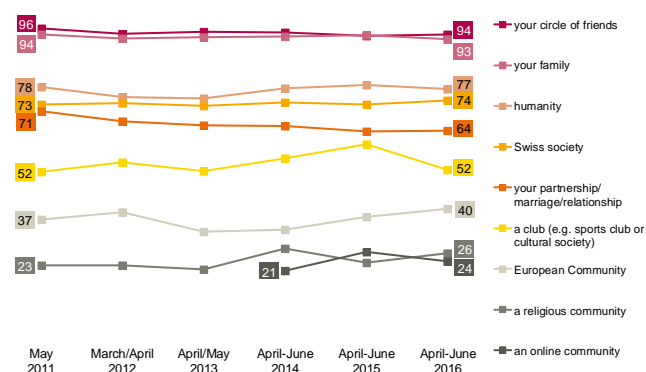
In Switzerland, group identities, or rather membership in social units, have remained relatively constant over time. Young people feel the greatest sense of belonging to their own family and friends. Switzerland is not, however, a special case in this regard; the same applies to all countries without exception. Overall, Switzerland is most comparable with Singapore over the period. In both cases, the patterns of belonging are very constant over the period, and the order of the groups mentioned is also largely the same.

Figure 64

Trend Feeling of Belonging to Social Unit Switzerland

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

in % inhabitants between 16 and 25 years (sum of those who really belong and belong a little)

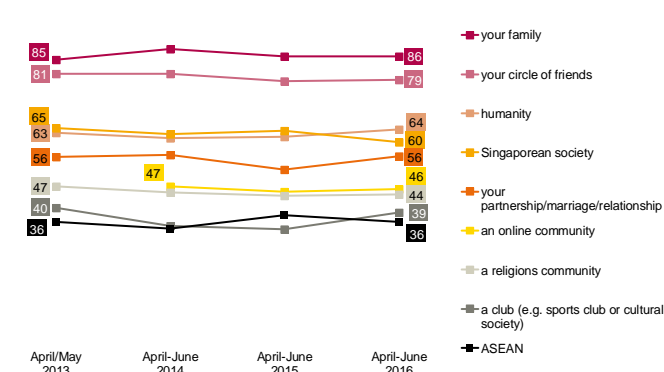


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Trend Feeling of Belonging to Social Unit Singapore

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

in % inhabitants between 16 and 25 years (sum of those who really belong and belong a little)



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Both in the USA and in Brazil, there is more movement in the respective group identities. Two things in particular stand out here: first of all, the sense of belonging to the society of the country in question lessens significantly in both cases since the start of the surveys. Secondly, religious group identity has also been in significant decline since 2016. Today, young people feel significantly less that they belong to a religious community. Furthermore, in Brazil there are indications that there is a link between the death of clubs and economic devel-

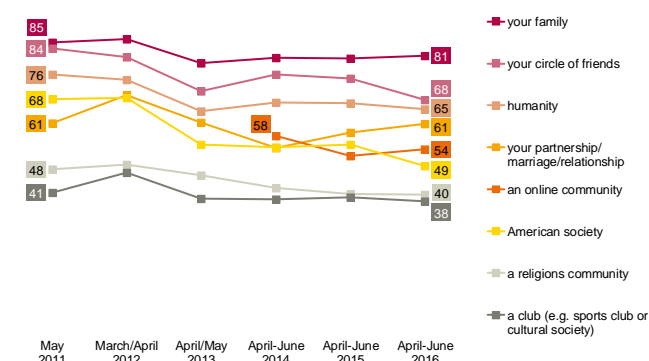
opment. In 2012, the year in which the Brazilian economy collapsed, club membership numbers also began to dwindle.

Figure 65

Trend Feeling of Belonging to Social Unit USA

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

in % inhabitants between 16 and 25 years (sum of those who really belong and belong a little)

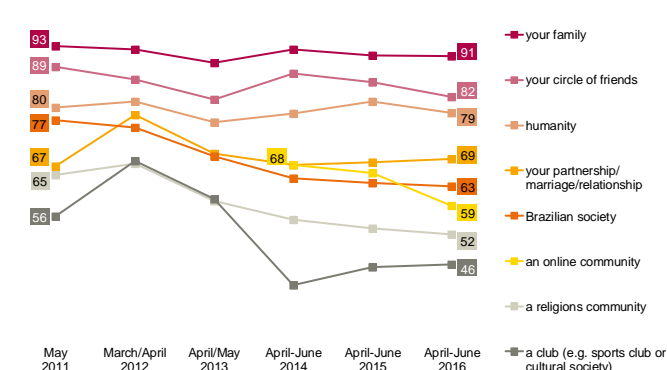


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Trend Feeling of Belonging to Social Unit Brazil

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

in % inhabitants between 16 and 25 years (sum of those who really belong and belong a little)



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3.3.5 Interim assessment

Except for Singapore, young people's involvement in politics is increasing in all countries studied. This also fits with the fact that the concepts "left", "centre" and "right" to describe the political spectrum in all countries – including Singapore – is gaining in importance for young people. In the USA, moreover, the strong influence of the electoral cycle has become noticeable: in the years in which a new president is elected, young people are generally more involved and more interested.

It is plausible to assume that the reason why young people are once again more interested in political and social affairs is that they have an increasingly pessimistic view of their own future and the future of society.

The perception of problems is very different in the different countries. Long-term trends can be identified everywhere. In Switzerland, the refugee issue (war refugees asylum seekers) is replacing the issues concerning foreigners (economic migrants, free movement of people). In Brazil, corruption remains the biggest concern, with unemployment and the economic crisis also increasingly being seen as problems. Finally, in Singapore, extremism and terrorism are an increasing source of concern. Fascinating developments can be observed in the USA. The problem of petrol and oil prices, the main worry for many years, has receded into the background. Equality between men and women is more important today (unlike in the other three countries). Racism, too, is increasingly perceived as a problem.

Young people in Switzerland, compared with young people in the other countries, are more proud of their home country than the average. The USA stands out because there the country's external perception (image of the USA abroad) is seen in more negative terms than people's own perception of their country (pride in one's own country). In the other countries, the reverse is true.

In the USA, Brazil and Switzerland, young people assume that the relationship with foreigners of their age will tend to become less strained in the future. In Singapore, however, this question remains controversial and potentially problematic. In contrast, in all countries except Switzerland people assume that the tension between older people and young people is likely to increase in the future.

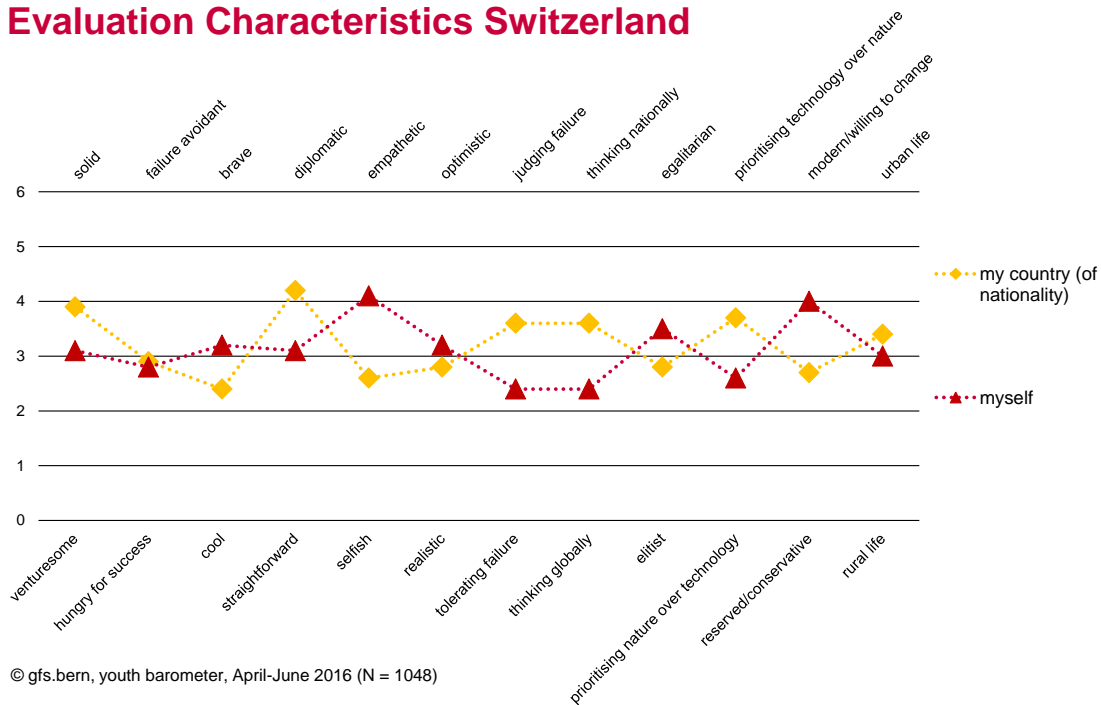
3.4 Life plan and values

3.4.1 Characteristics

With regard to certain characteristics, people in Switzerland take a somewhat reserved view of society and the country (yellow line), and with regard to certain others, of themselves (red line). Young people's assessment of the manifestation of the characteristics asked about here only changes minimally compared to last year.

Figure 66

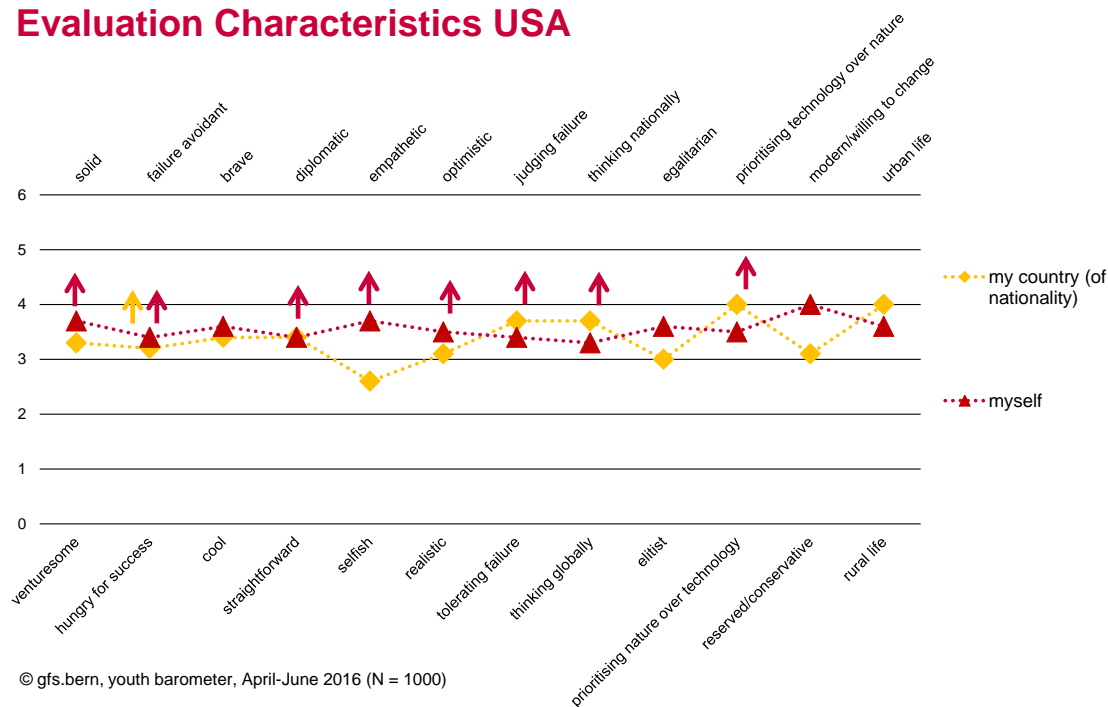
Evaluation Characteristics Switzerland



In the USA, on the other hand, the change in self-assessment is relatively systematic (change compared to last year in the direction of the red arrows). People see themselves as more solid, courageous, diplomatic, caring and optimistic, among other things, than even in 2015. What's more, people are more likely to condemn failure and as a result also want to avoid it more. National thinking and the advantage of technology over nature are also emphasised slightly more. Overall, people see themselves are more caring, optimistic and modern than US society as a whole, and, in contrast to the latter, also give a higher weighting to the well-being of nature than to technology.

Figure 67

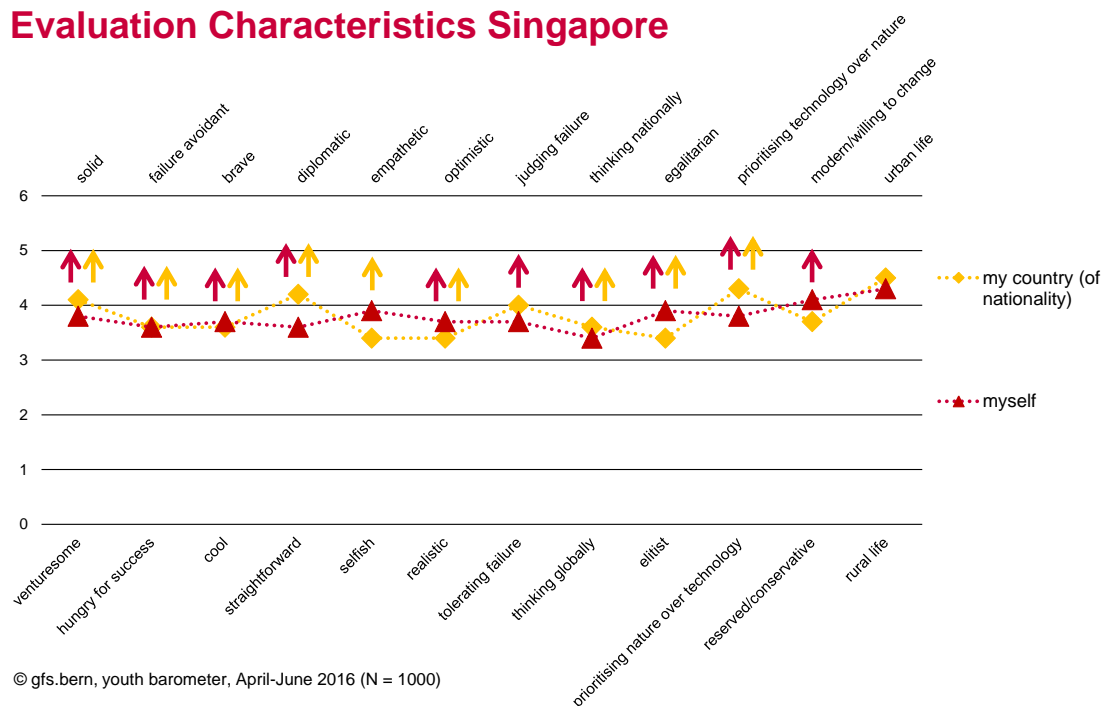
Evaluation Characteristics USA



In Singapore, too, the characteristics profile of the individual and the country is changing; however, in contrast to the USA, this in almost all cases happens synchronously. In line with this, people assess themselves as quite direct and caring, while society is diplomatic and selfish – only the level has changed slightly. When it comes to self-assessment, people in Singapore are as a whole more tolerant, forgiving and modern than the country is perceived.

Figure 68

Evaluation Characteristics Singapore

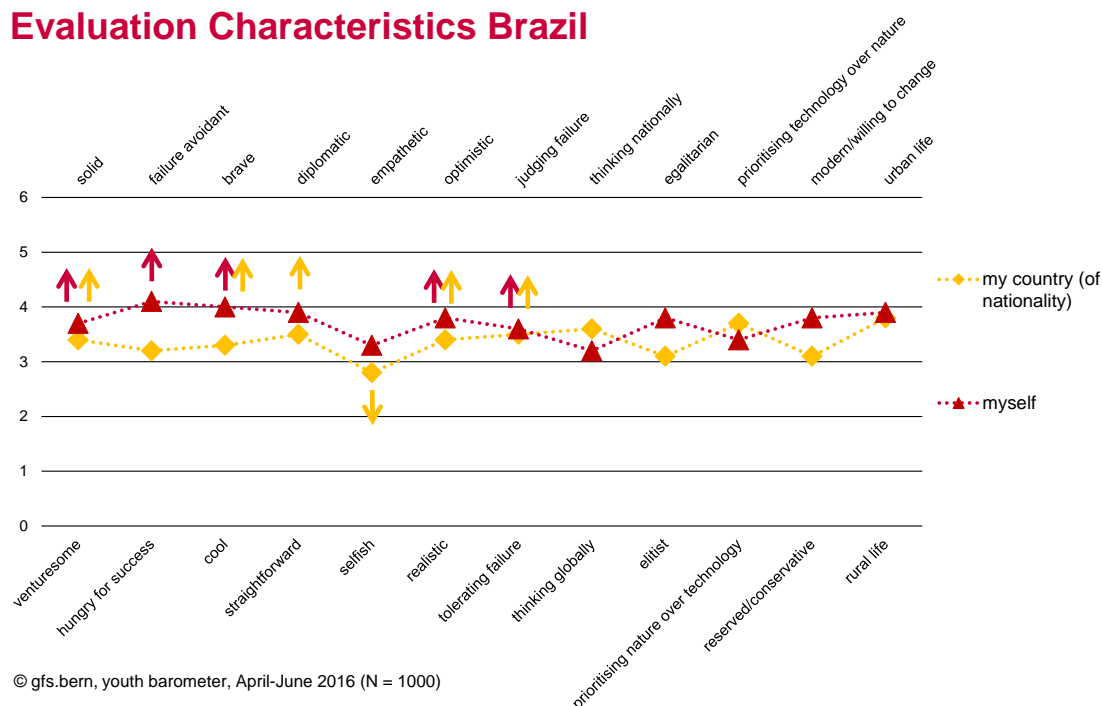


In Brazil, the assessment of the characteristics of society and the individual is also shifting relatively synchronously, but less systematically than in Singapore. While in the perception of young people, both society and the individual condemn failures more strongly, young people assume that only they themselves (more so than in 2015) also want to avoid failures. The reason for this is likely to

be the current distrust of and disappointment with the political leaders and public bodies. What's more, Brazilian society is increasingly viewed as selfish.

Figure 69

Evaluation Characteristics Brazil



3.4.2 Religion and values

Traditionally, religious and spiritual views have a strong influence on nations and their value systems, and for a long time membership in religious communities was a defining characteristic and identification feature. Now, within a relatively short period of time, namely since the beginning of the Youth Barometer, fundamental changes in the religious landscape can be observed: in the USA in 2011, when this question was asked for the first time, 70 percent of young people indicated that they felt a sense of belonging to a religion – any religion. Within only five years, this figure dropped by 10 percentage points to 60 percent. A similar development can be observed in Singapore (2013: 87%, 2016: 68%), in Brazil (2011: 84%, 2016: 69%) and in Switzerland (2011: 79%, 2016: 76%). In Switzerland, this development is significantly less pronounced than in the other three countries.

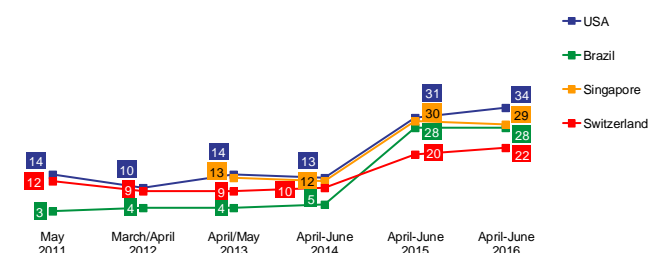
There is also a very clear increase in the proportion of young people who openly distance themselves from a clear religious affiliation. Since 2011, this group has proportionally approximately doubled (Switzerland, USA) and even increased tenfold (Brazil). In line with this, the percentage of people who regularly or at least several times a year visit a house of prayer has dropped almost everywhere. Switzerland remains an exception in this regard; however, here the percentage of young people who regularly visit a house of prayer is already lower than anywhere else.

Figure 70

Trend International Comparison Religious Community

"What is your religion?"

in % inhabitants between 16 and 25 years who are Atheists/Agnostics/Free Thinker or have no confession

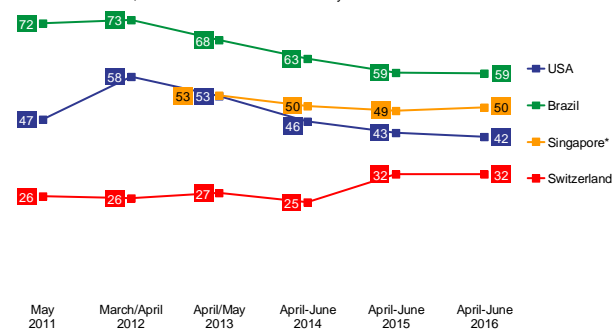


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Trend Filter Visit Church/Mosque/Synagogue/Temple/Place of Worship

"How often do you go to church / mosque / synagogue / temple / monastery / a place of worship?"

in % inhabitants between 16 and 25 years who belong to a religion and visit a religious building at least once a week, once a month or several times a year



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* polled since 2013

It is important in this regard to differentiate between religion in the classic sense and the slightly more open spiritual views. In the USA and in Brazil, the (Christian) faith is traditionally of particular importance. It is noteworthy that in both countries agreement with the statement "There is a God" has decreased more strongly than agreement with the more general statement of "There is a higher power". What all four countries have in common today is that people agree with the latter statement most often. The decrease in the proportion of young people who profess to a religion should also be interpreted against this background: young people do not primarily renounce spirituality, rather, they break away from group identities that go hand in hand with a clear religious affiliation.

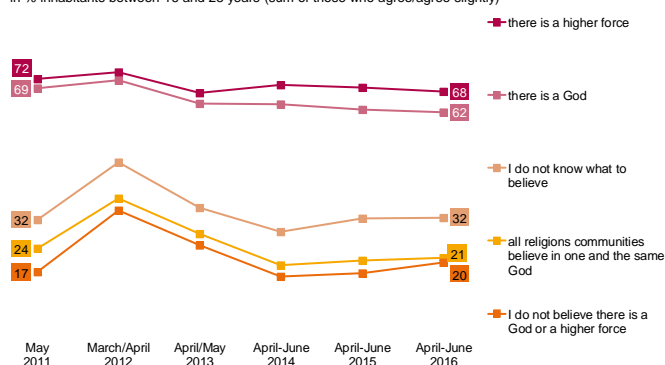
In the USA and Brazil in particular, a very similar development can be observed with regard to the less straightforward statements about religion and spirituality ("I do not know what to believe", "everyone believes in the same God" and "I do not believe that there is a higher power"). In both cases, 2012 is again a particularly turbulent year, although the figures are again dropping significantly in the subsequent years. In the USA they are levelling off again to more or less the same level as in 2011, while they are significantly dropping in Brazil. The decline in agreement with the statement that all religions believe in the same God is particularly clear-cut. This indicates an increasing delimitation and differentiation between the different religions and is ultimately in line with today's often heated public discourse about the compatibility of, say, Christian and Islamic values.

Figure 71

Trend Statements Spiritual Views USA

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

in % inhabitants between 16 and 25 years (sum of those who agree/agree slightly)

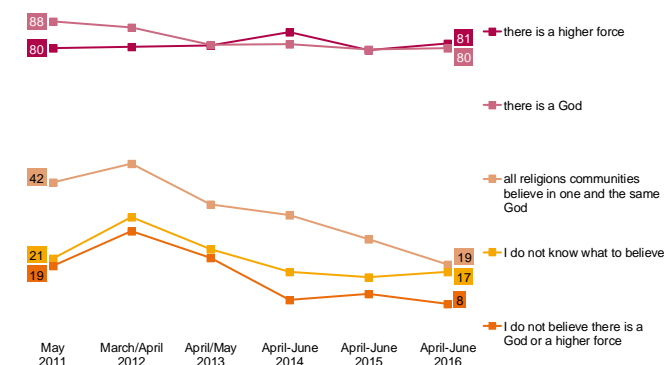


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Trend Statements Spiritual Views Brazil

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

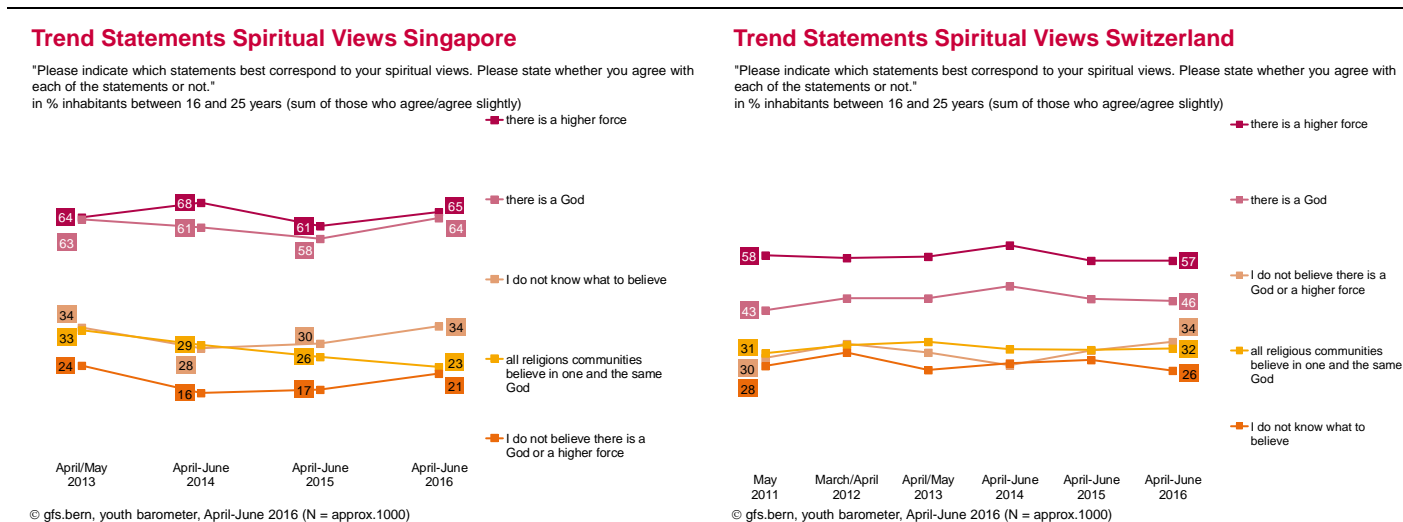
in % inhabitants between 16 and 25 years (sum of those who agree/agree slightly)



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This trend towards a delimitation of the different religions can also be observed in Singapore, where Buddhists and Christians are the two largest religious groupings. Compared to the other three countries, the dynamics in the statements on spiritual views is relatively stable in Switzerland.

Figure 72



Since 2013, we have identified eight dimensions of value orientation based on two batteries of questions on views and personal preferences. This approach allows us to make an overall comparison, both between the countries and between the individual values. Table 8 lists the various elements needed to draw up the value dimensions.

Table 8

Landscape of values – basis of indices

Materialism	Lots of money, concept of life	Having a career, concept of life	Achieving goals through hard work, concept of life		
Post-materialism	Protection of environment, concept of life	Imagination / creativity concept of life	Putting nature before technology vs. technology before nature, personal		
Altruism	Helping disadvantaged people / charity work, concept of life	Tolerance, concept of life	Fighting wrongs / injustice in the world, concept of life		
Religious beliefs	Living according to religious / spiritual values, concept of life				
Hedonism	Looking good, concept of life	Being desired, concept of life	Sexual experiences, concept of life	Sporting success, concept of life	Egoistic vs. caring, personal
Risk	Venturesome vs. reliable, personal	Hungry for success vs. avoiding failure, personal	Exciting job, concept of life		
Family / friends	Good family life / partnership, concept of life	Reliable friends, concept of life	Honesty, concept of life	Loyalty, concept of life	
Conservatism	Nationally minded vs globally minded, personal	Conservative vs modern, personal	Rural life vs. urban life, personal		

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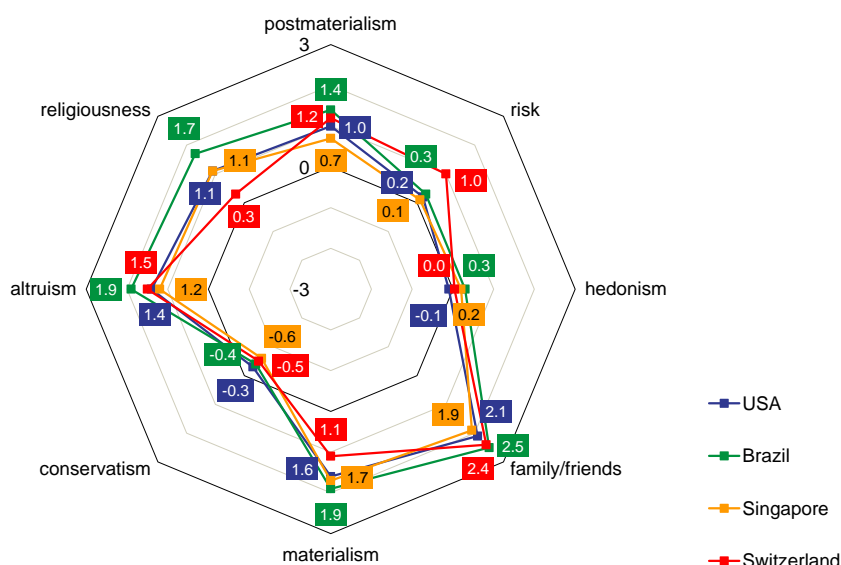
Compared with the previous year, relatively minor shifts can be observed in all countries. The basic value system is thus stable. Nonetheless, a small number of remarkable changes are worth noting. These mostly concern the two dimensions "religious beliefs" and "risk".

In Brazil there is a shift of -0.6 away from a willingness to take risks towards greater risk aversion. This development is diametrically opposed to the one in Switzerland. Switzerland is in fact suddenly the country in which young people are most willing to take risks. Generally speaking, Brazil appears to be the country with the most turbulent value landscape. A trend towards greater religiousness/spirituality (+0.2) and away from conservative values (-0.2) can also be observed there. Similar to Switzerland, the willingness to take risks is also increasing in Singapore (+0.3), the other indices however remain stable.

Figure 73

Trend Values International Comparison 2016

Aggregation of different questions concerning values, where -3 is the minimum score and +3 the maximum.



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For the young people in all four countries studied, the focus is on a fulfilled family life, which is one of the most important wishes in people's lives. In the USA, enjoying life to the full is also important, and it reflects a certain tendency towards hedonism. Basing life on spiritual and religious values is clearly lagging behind in third place. Overall, this priority has not changed in the USA since last year.

In Brazil, family life is followed in second place by honesty and in third place by the desire for a good education and further training. In Brazil, the importance of the latter has increased considerably (from 8% to 14%) compared to last year. This matches the findings in section 3.3, namely that Brazilian young people are currently increasingly frustrated with their education and thus also with their job situation.

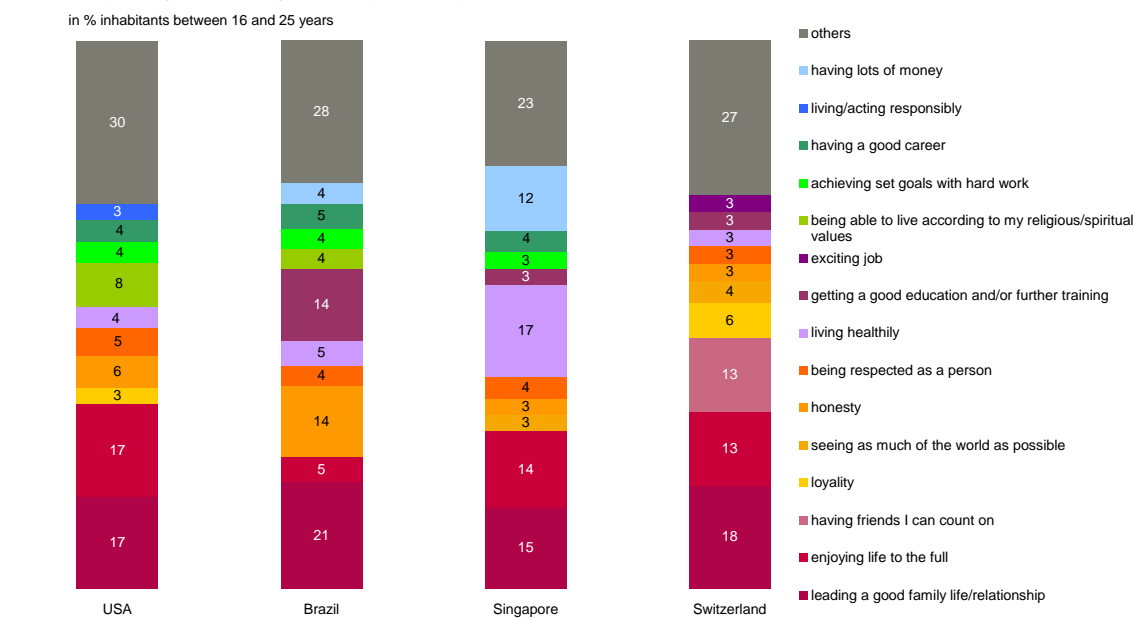
In Singapore, a healthy lifestyle is in first place, followed by the importance of the family. Here, too, it is important to enjoy life and – like last year – money remains very important.

Young people in Switzerland also emphasise the importance of a good family life and want to enjoy life. They are the only ones, however, for whom having reliable friends is at least as important.

Figure 74

International Comparison Most Important Aspirations (Comparison Top Ten)

"Spontaneously speaking, of all these things that are very important to you, which is the most important of all?"



3.4.3 Interim assessment

The image young Swiss people have of their own characteristics remains more or less constant in annual comparison. The same applies when they are asked to describe the characteristics of Switzerland as a country and as a society. Here, too, the assessment remains stable. This is not the case to the same extent in the other countries.

Finally, when it comes to questions of religion, a significant change in values is also emerging. While young people's spirituality is not necessarily decreasing, their sense of belonging to certain religions is however declining significantly. There is a clear increase in the number of young people who describe themselves as atheists, agnostics, free thinkers or unaffiliated with a religion. Outside of Switzerland, the frequency with which people attend a place of worship is declining.

4 Summary

We summarise the findings of the Youth Barometer 2016 in international comparison as follows:

Finding 1: Lightning trends in communication

The things that are in and out are readily comparable internationally and remain relatively constant over time. In communication "lightning trends", such as the rapid spread of Snapchat and the speedy decline of Hi5 in the USA, can be observed.

Finding 2: Digital populism – drivers can be derived from the national setting

The assessment of the possibilities of the internet for the political process of a country varies greatly and cannot simply be explained through a generation effect. The reasons why people tend to see it as an advantage or disadvantage and the underlying drivers can be explained in terms of the specific national perception of problems such as corruption in Brazil or an increasing number of reports about police violence in the USA. Generally speaking, young people assess the possibilities of social media in positive terms, but they are also sensitised to the problems.

Finding 3: Differences in the perception of the responsibilities for data protection

People around the world agree: individuals are primarily responsible for protecting their own data. There are, however, differences in the perception of the responsibilities in international comparison: in Singapore, the USA and Brazil, people believe that this is followed by the economy and companies, and in Switzerland, by the state and schools.

Finding 4: Partial decoupling of education and the world of work

In contrast to Switzerland, people in Singapore, the USA and Brazil are less satisfied with their own educational opportunities than before. Depending on the structure of the job market, this leads to increasing frustration with the world of work.

Finding 5: Turning away from religious group identities

For young people, spirituality and religion are not the same thing. There is a clear belief that there is a higher power in all the countries. However, the sense of belonging to specific religious groups is clearly declining.

Finding 6: External and internal perception of one's country

There is a strong correlation between the external and internal perception of one's country. The prouder people are of their home country, the higher they believe its image abroad to be. As a rule, a country's image, i.e. its external perception, is seen as better than one's own assessment of it. Only in the USA, the reverse is true: there, internal perception (pride in one's own country) is significantly better than the assessment of the country's external perception.

Today the Youth Barometer is strictly speaking a study on the state of mind of the oft-mentioned Generation Y, the so-called millennials. For the first time in 2016, young people are interviewed who, by definition, are members of the subsequent cohort, of Generation Z. And indeed, in some areas, such as communication, differences in the behaviour of the respondents can be observed. For example, the youngest respondents around the world are significantly more

active users of the messaging service Snapchat than even young people from the age of 18. The focus today continues to be primarily on the interaction between global trends and national living environments. This continues to significantly shape opinion formation and young people's everyday lives and much more systematically.

Table 9 outlines these living environments, the parallels as well as the differences between the individual countries, as a summary of key points.

Table 9

Country (16-25 year olds)	Zeitgeist	Society	Politics	Economy	Finances	Post-materialism & environment	Conclusion
Youth Switzerland	Web 2.0 social networks, slightly away from Facebook, data protection	very important private stability, conservative, not very religious	nationalistic proud of the country, priority migration	medium flexibly integrated, selectively performance-oriented	secure inherit/preserve assets, old-age pension and travel	important environment and sustainability	balanced performance and security orientation, stable
Youth USA	Web 2.0 text message & Facebook, networks as part of friendship	important private stability, moderately religious	national conflicts inequality (gender/ racism), involvement in election years	important job security, national orientation	free spending debts, little inclination to save, fewer risky investments	medium individual mobility, technology	performance and consumer orientation, insecure, social ills criticised
Youth Singapore	Web 2.0 text message & Facebook, Snapchat, networks as part of friendship	medium individualised, healthy living, dissociation	authoritarian nationalistic priority aging and migration	very important classical materialism, security, career, little self-fulfilment	free spending debts, striving for assets, respect for aging	unimportant no consumer criticism, technology urban life	materialistic security orientation, stable because of regime
Youth Brazil	Web 2.0 WhatsApp, Snapchat, Instagram, web hedonism	very important family orientation, solidarity, Catholic social ethics	Opposition / revolutionary honesty instead of corruption	important (job) security top priority, decoupling of education and job market	critical debts, few reserves, fear of inflation	very important new values, solidarity-based self-fulfilment	new religious value synthesis, opposition, unstable, defending betterment

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The following summarised working hypotheses can be derived from the findings and considerations of the Youth Barometer 2016 across all countries studied:

Hypothesis 1: Global trends and national living environments

Young people conduct their daily lives caught between global trends (communication options, role models, views of life) and national living environments, which emerge from their respective national context (satisfaction with the government, economic situation, education system). The perception of problems in this regard is strongly shaped by national attitudes, while wishes and dreams are shaped by global assumptions.

Hypothesis 2: Political involvement through pessimism about the future

Young people today feel increasingly uncertain about their own future prospects and especially those of society. This uncertainty leads to greater social as well as political involvement.

Hypothesis 3: Digital populism shaped by political structure

Young people's opinions about the advantages and disadvantages of online comments and posts cannot be tarred with the same brush in all countries studied. This makes it not so much a generational question as a question of the prevailing political structures. The greater the quality of democracy, the less enthusiastic people are about the possibilities of participating in the political system via the internet. Furthermore, the very nature of the social media means that only a limited range of information is in fact seen by users, because only certain Facebook pages or Twitter feeds are subscribed to. This leads to a self-selection of topics, which can further promote the spread of populism.

5 Appendix

5.1 gfs.bern team



LUKAS GOLDER

Co-head, political and media scientist, MAS FH in Communication Management

Specialist areas:

Integrated communication and campaign analysis, image and reputation analysis, media analysis / media impact analysis, youth research / social change, voting and elections, modernization of the state, health policy reforms.

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



MARTINA MOUSSON

Project manager, political scientist

Specialist areas:

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



CLOÉ JANS

Junior project manager, political scientist

Specialist areas:

Votes and elections, social research, campaigns, analysis of political topics and issues, media content analysis, teaching



STEPHAN TSCHÖPE

Head of analysis and services, political scientist

Specialist areas:

Coordination of services, complex statistical data analysis, computer and questionnaire programming, projections, analysis of parties and structures with aggregated data, integrated communications analysis, visualization.



AARON VENETZ

Data analyst, political scientist

Specialist areas:

Data modelling, qualitative methods, research, data analysis, programming, media analysis, visualisation



ALEXANDER FRIND

Data analyst, political scientist

SPECIALIST AREAS

DATA ANALYSIS, PROGRAMMING, QUALITATIVE METHODS, RESEARCH, MEDIA ANALYSIS, VISUALISATION



NOAH HERZOG

Secretary and administration, EFZ business

Specialist areas

Desktop publishing, visualisation, project administration, presentation administration

gfs.bern ag
Hirschengraben 5
PO box
CH – 3001 Bern
Telephone +41 31 311 08 06
Fax +41 31 311 08 19
info@gfsbern.ch
www.gfsbern.ch

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