

The spider generation is all about crowds not clouds

Final report of Swiss section of Credit Suisse Youth Barometer



Networked Communication, Target-Oriented Attitudes and a Touch of Superficiality

First Credit Suisse Youth Barometer commissioned by the Credit Suisse Bulletin, 2010

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1. Summary of key points

1.1. Brief and method

The first Credit Suisse Youth Barometer aims to give an insight into the lifestyles and views of 16 to 25-year-olds living in Switzerland. The extensive questionnaires include sections on lifestyles, hopes, trends, work and living together and an in-depth section on communication behaviour. The survey was carried out online to reflect the high level of affinity the young people have with the online world, although the respondents were recruited through various different channels.

The online survey was carried out between August and October 2010. The evaluation covers 1011 respondents aged between 16 and 25 living in all three regions of Switzerland. The evaluations are based on a weighted file which optimises the structure of the random sample in terms of sex, education and language region.

1.2. Most important individual findings

Family, partnership and reliable friends mean a great deal to young people in Switzerland. These aspects of life are considered much more important than enjoying life or career progression.

Of all the groups, the hard-working individualists are most interested in an exciting career, good education and further education. They want to look good and seek public recognition.

By contrast, the bourgeois group are often already working and living in a flat with a partner. They tend towards the right and support the FDP.

Active materialists are more likely than any other group to want lots of money. However, the active materialists are least interested in environmental protection, imagination and lively discussions. They want to enjoy life.

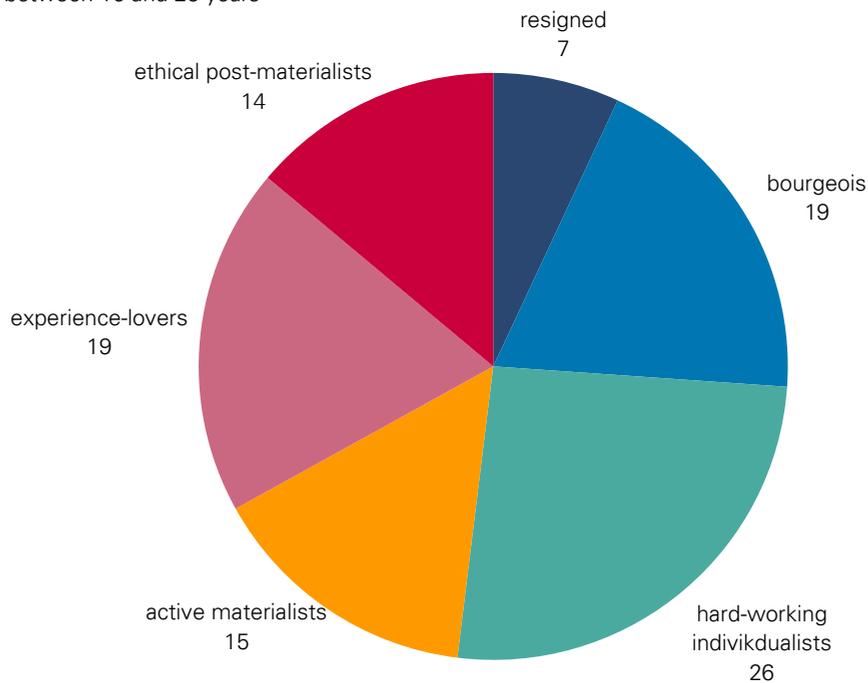
Ethical post-materialists strive for non-tangible values. It is strikingly important to them to protect the environment, develop creativity and imagination and have lively discussions. But money and looking good do not play a role in their lives. They define themselves on the left, ecological end of the political scale.

The experience-lovers can be described as "social liberal". They want to see a lot of the world and are less averse to consumption than the ethical post-materialists. The experience-lovers live in cities and in shared accommodations, are often students and come from households where education is important.

Finally, there is the relatively small group of the resigned, who do not find any of the elements cited worth striving for. They often have foreign roots, tend to live in the French-speaking part of Switzerland, work part time and have problems to cope with the money they have available.

Cluster due to conceptions of life

in % residents between 16 and 25 years



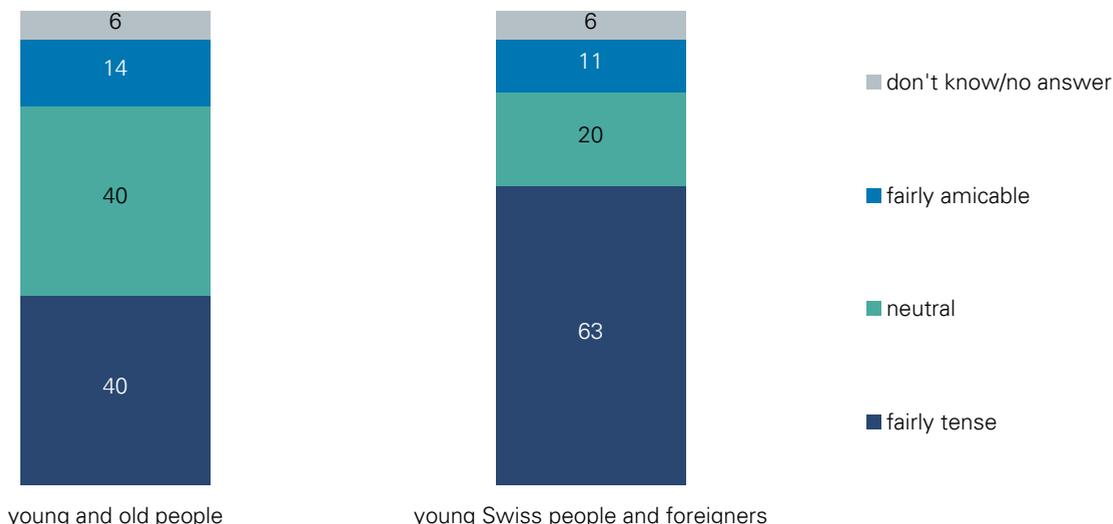
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The young people of Switzerland have some problems dealing with foreigners. Even compared to other countries or compared to the problems between the generations, a large number of young people considered the relationship relatively tense. At first glance, this is surprising, as the overwhelming majority of the young people have foreign friends and the majority feel that the foreigners in their own environment are nice people. The problems become apparent through witnessing violence when they go out, and weapons are commonly used. Foreigners, integration, racism and asylum issues are among the things that worry the young people of Switzerland most.

Comparison present relationship between young and old people / present relationship between young Swiss people and foreigners

"How would you describe the present relationship between young people and old people? Is it fairly amicable, faire tense or neutral?" "How would you describe the present relationship between young people and old people? Is it fairly amicable, faire tense or neutral?"

in % residents between 16 and 25 years



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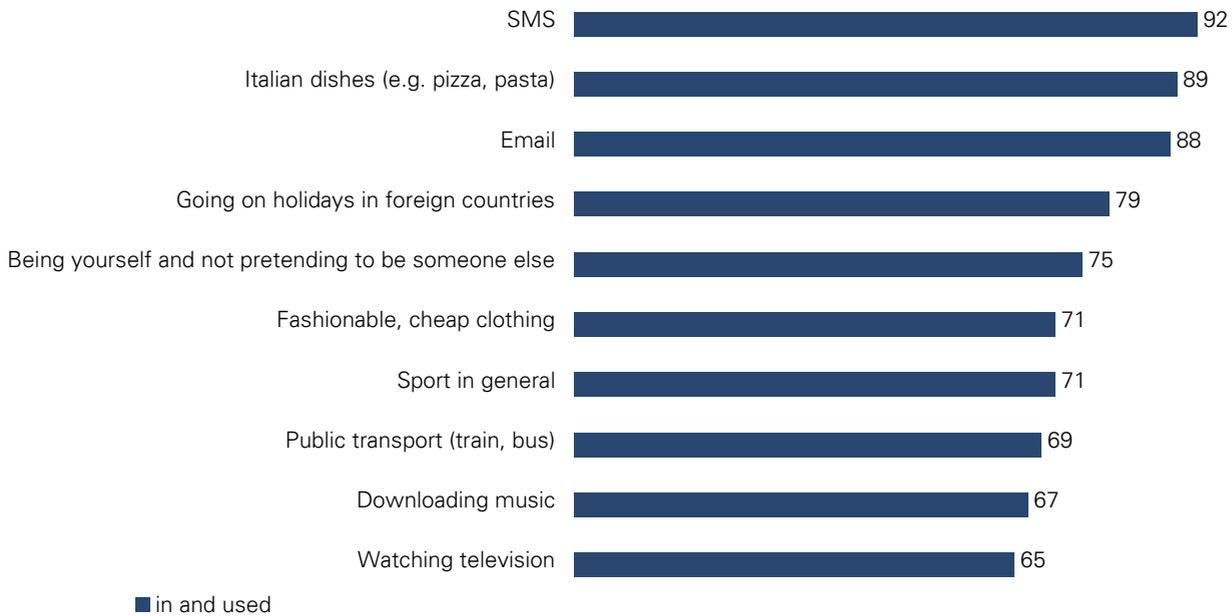
The top 10 effective practised trends give a clear insight into the sensitivities and attitudes of young Swiss people, and these are clearly shaped by the communication options. Electronic communication through texts and e-mail are as much part of the active contemporary spirit as Italian food and foreign holidays. It is not (or no longer) music which best describes the way a generation feels about life. If at all, it is more the downloading of music. Tastes in terms of music are more diverse, although pop music only just fails to make the top ten of most practised trends. Despite the rising importance of electronic communications, it is important to be yourself and not try to be something you are not. Affordable, fashionable clothing, sport, public transport and television series all rank higher than pop - the most popular musical genre.

Grafik 3:

Top-Ten: Lived Trends all areas of life: in and used

"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 % residents between 16 and 25 years



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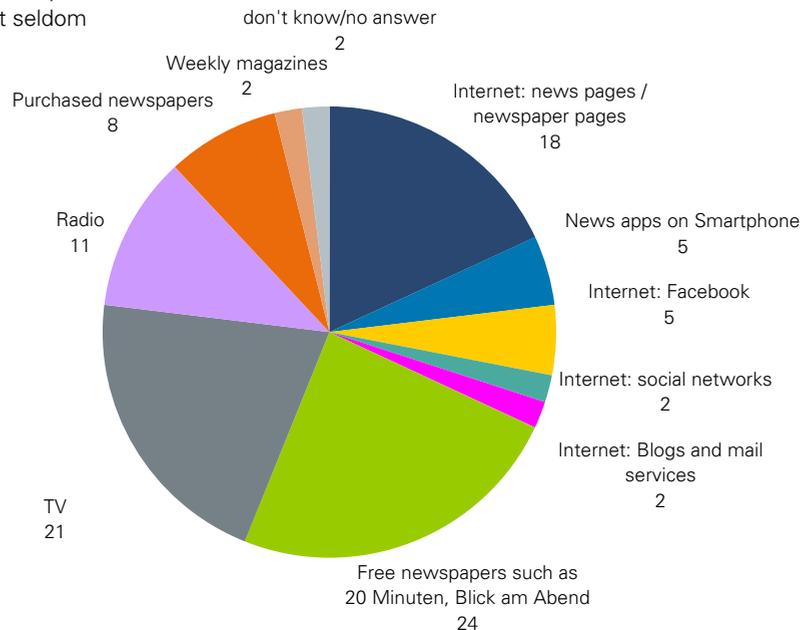
Young people are extremely confident using the net. The various internet sources are the most important way of finding up-to-date information. Also free newspapers are very important to young people in Switzerland.

Grafik 4:

Filter: Most important source of information

"Which is the most important source for you?"

in % residents between 16 and 25 years,
who inform themselves at least seldom



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Although Facebook has not yet taken over from texting, mobile telephony and e-mail in Switzerland, it is among the important forms of communication and sources of information. But Facebook is not seen as perfect. Users are aware of its superficiality and the risks associated with sharing data.

Grafik 5:

Statements about Facebook

"Please tell me if the following statements about Facebook (FB) apply to you personally or are true in your opinion."

Data can fall in the hands of wrong people "I'm aware that my data on FB can fall into the hands of the wrong people."

Superficial "FB is superficial"

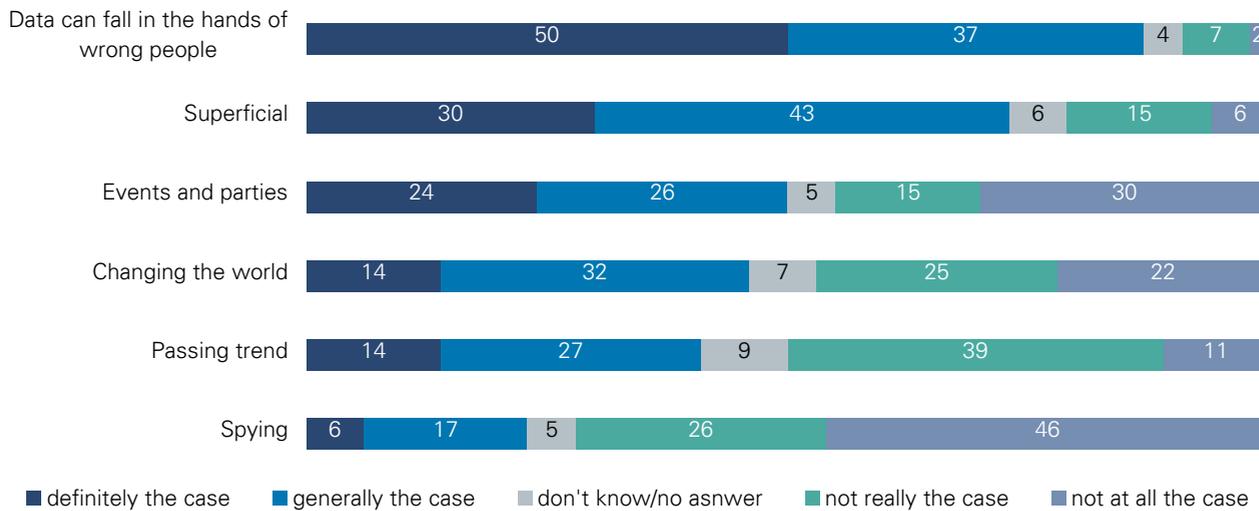
Events and parties "I've already attended events and parties through FB."

Changing the world "FB is changing the world."

Passing trend "FB is a passing trend."

Spying "I spy on other people through FB."

in % residents between 16 and 25 years



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When it comes to the employment and education situation, the economy need have no major concerns. Young people rate major international companies highly as potential employers. Young people want careers are prepared to be flexible, work abroad or do work experience placements. Although young people are concerned about potential unemployment, a large number of them are happy with the current education and employment situation. The majority of them have evidently been able to make their career dream come true.

Grafik 6:

Statements on personal educational and professional situation (1)

"Here are a few statements about your personal education and training or professional situation. Please tick whether these apply to you personally."

Flexibility "I am very flexible as far as my work is concerned."

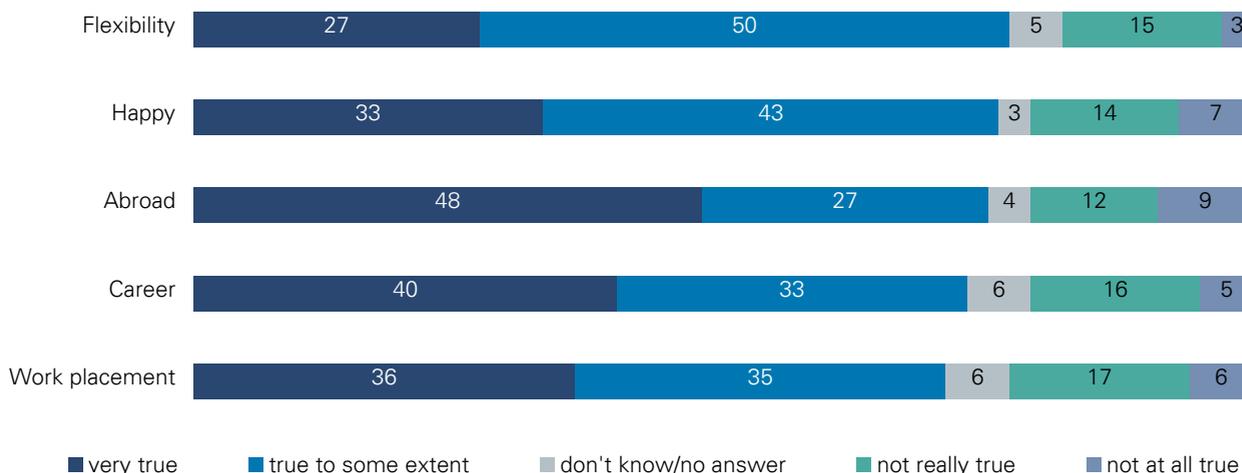
Happy "I am happy with my current situation."

Abroad "I am prepared to go abroad for a period of time to improve my career prospects."

Career "I always want to have a professional career."

Work placement "I am prepared to do a work placement to improve my career prospects."

in % residents between 16 and 25 years



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We have formulated the following hypotheses on the sensitivities and attitudes of young Swiss people in the year 2010:

Hypothesis 1

The youth of today, their lifestyle and contemporary spirit are best defined by electronic means of communication, such as texts, e-mail and Facebook. Young people move around the communication networks with the confidence and assurance of spiders moving around a web. They find out about trends and new products, find information and maintain friendships.

Hypothesis 2

Some of the young people believe Facebook to be a passing trend which will not change the world. However, despite its problems, Facebook has obtained a significant status in its few years of existence. It is so clearly the focal point for young people in the Web 2.0 era that Facebook and Crowdsourcing could have a huge impact in the lifestyle of young people, even in the near future.

Hypothesis 3

Although forms of communication are still in flux, the outlook and meaning of life of young people remains traditional: friends, family, education and career are still top priority, well above enjoying life. The majority of young people are characterised by middle-class values, with a hint of materialism, hedonism and individuality. Ethereal debates, ethics and post-materialism are less central.

Hypothesis 4

The young people believe that the mainstream is in fashion: affordable, fashionable clothing and pop music are way ahead of fixed-gear bikes, flash mobs and kite-surfing. The generation is defined by established popular culture and not urban hype. They simply want to be themselves and not try to be something they are not – neither in the Net.

2. Introduction

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

- What sort of life do the young people want and what are their hopes?
- How do young people live together, what do they do when they go out? How do they get on with different groups? How do they feel about foreigners, equality and older people? What are their concerns?
- What is the spirit of the young people in different spheres and areas of life? What is 'in' and what is 'out'? How active are the young people of today?
- A special section for the year 2010 included more in-depth questioning on communications behaviour. How do the young people use Facebook? How do they find out about what is going on? How important are the internet and free magazines?
- Finally, the research was interested in education, work, career and finances: How happy are the young people with their work and how do they handle their money?

In the future, these questions will be asked every year to give a picture of developments over time. This should be most important in terms of perception of trends, where a certain level of dynamics can be expected. The international comparison provides another dimension. In 2010, comparable studies were carried out on a test basis in Brazil and the USA to allow a geographical comparison as well as one over time.

The questionnaire was developed based on research by gfs.bern, input from the 15th Shell Youth Study, multiple expert interviews and, finally, several interviews with young people from different regions in Switzerland and with different levels of education. The questionnaire was tailored to the content required by the customer, although it made sense to ask a wide range of concrete questions, since the survey was carried out for the first time. In the future, the aim will be to focus the study more clearly.

2.1. Definition of respondents

Various social science definitions can be applied to young people. Generally, those of between 13 and 21 are defined as "youth". We have aimed the questionnaire at people who are three to four years older. This adjusts the conventional 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 mandatory schooling and on education and career choice - which also explains why the lower limit for the survey was 16.

In the following, we will therefore be using the term "young people" to describe 16 to 25 year-olds living in Switzerland. However, people's origins are always specified in the international comparison sector.

2.2. The data base

We opted for an online questionnaire because young people have a high affinity with the internet. Some of the respondents were recruited by telephone based on random selection methods. However, not only was it difficult to reach the

target group, it was also difficult to convince them to take part. This could possibly be down to the length of the questionnaire, which took around 30 to 45 minutes to complete. Therefore, more people were recruited for the online survey based on a snowball procedure in conjunction with external partners. We took a wide-ranging approach in order to give equal opportunities to all the young people to take part in the survey. Despite these efforts, the quality control phase revealed some distortion, with the regional and gender-specific distortion greater than the distortion in terms of level of education. However, based on the broad questions on the structure of the sample group, it can be assumed that the respondents included all kinds of young people, albeit not necessarily in the same effective proportions as in society. Where possible, this distortion was reversed by means of weighting. In 2010, we were not able to survey an optimum, perfectly distributed cross-section of young people. We need to report some reservations in terms of representativity. However, the external and internal validity of the data has been checked. In 2011, we will have optimised contact procedures to allow us to check the reliability of the data. This will allow us to submit a more reliable assessment of representativity as of 2011. Based on the results and based on the international comparison with, for example, the concern barometer and the Shell Youth Study 2006, we are assuming that conclusions can be drawn about the real situation.

The online questionnaire itself was carried out between August and October 2010. The evaluation covers 1011 respondents aged between 16 and 25 living in all three regions of Switzerland. The evaluations are based on a weighted file which optimises the structure of the random sample in terms of sex, education and language region.

3. The findings

3.1. An overview

- Perceptions of life and hopes are dealt with in the first section (3.2).
- Interaction with, in particular, foreigners and older people, going out and what young people are worried about are the subject of Chapter 3.3.
- This is followed by the empirical heart of the study - the activities and trends - in Chapter 3.4.
- This section is followed by the in-depth section on communications, the media and Facebook (3.5).
- The empirical section of the study concludes with views on careers, education and finance (3.6).

3.2. Perceptions of life, hopes

62 percent of inhabitants of between 16 and 25 years old are relatively confident about their own futures, although 4 percent see their future as gloomy. This is considerably more confidence than is shown in the Shell Youth Study 2006 in Germany, although part of the difference is clearly cultural in nature. With the exception of those surveyed in Italian-speaking Switzerland, the majority of all groups questioned are confident about their own future. This is evidently a product of the economic conditions: the higher their income and the better they cope with the money they have available, the more optimistic their outlook about their own future is. Foreigners, people with children and those living alone are a little less confident.

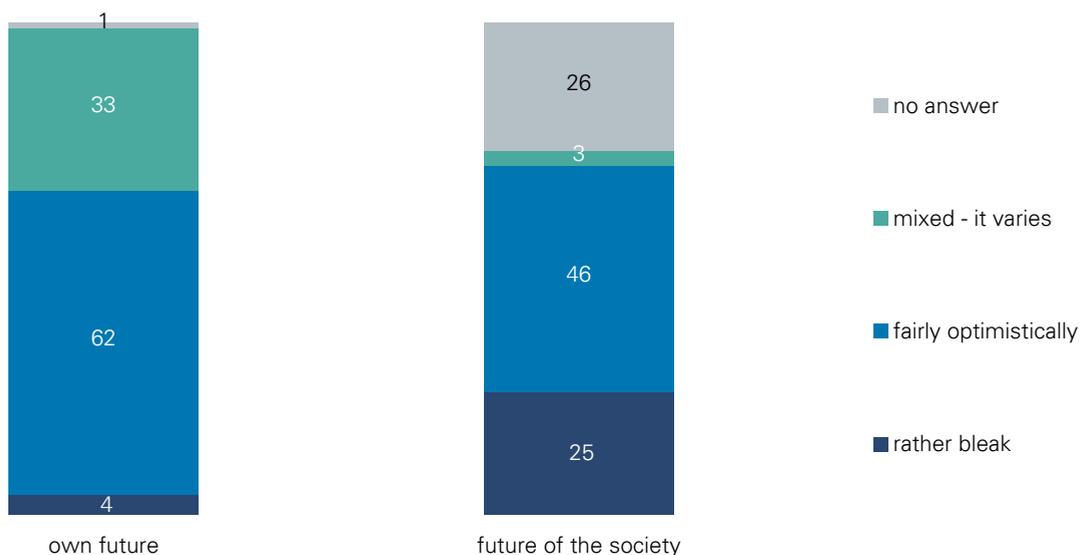
Grafik 7:

Comparison about the own future/ the future of the society

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

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

in % residents between 16 and 25 years



The respondents find it much more difficult to assess the future of society. Virtually a quarter of the respondents each see the future of society as positive or gloomy, with the remaining significant proportion having more mixed views. There is currently no subgroup in which the majority is confident about the future of society.

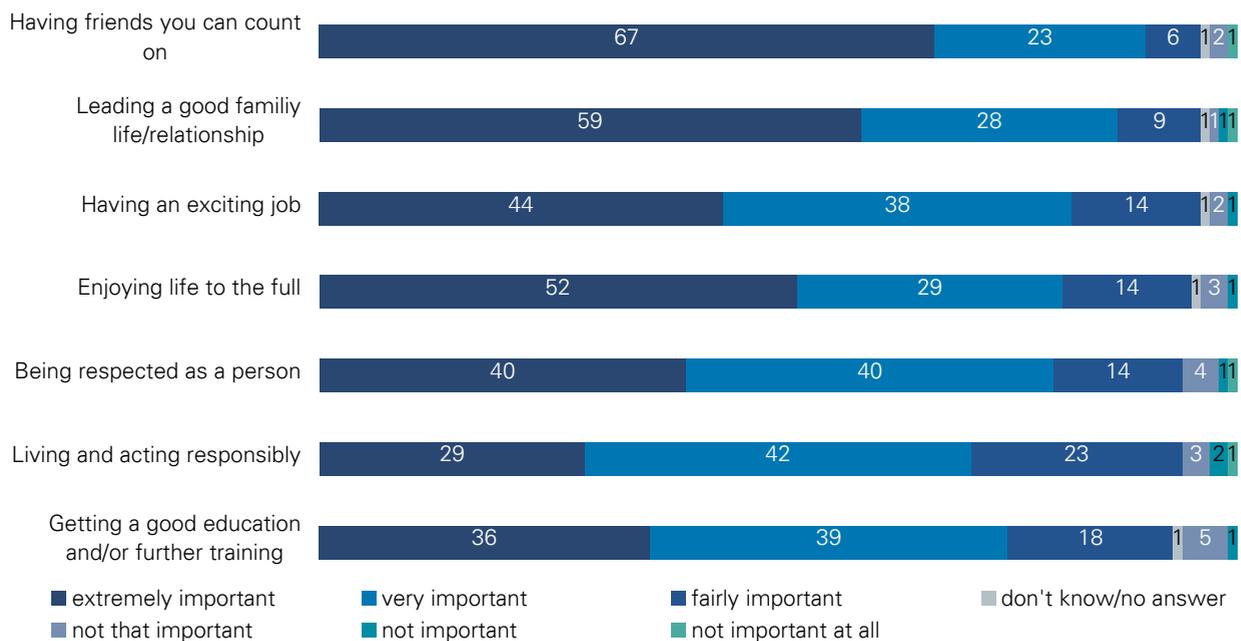
The young people's basic priorities include reliable friends, family and partnership. Careers are also important and are valued at least as highly as enjoying life. Education and higher education are also considered particularly important in life. The image of the young people as driven and pragmatic is underlined by the high levels of respondents wishing to achieve their goals by working hard, live and act responsibly and be respected as a person. However, the young people are not just materialistic. "Having lots of money" is not particularly important.

Grafik 8:

Conceptions of life (1)

"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 % residents between 16 and 25 years



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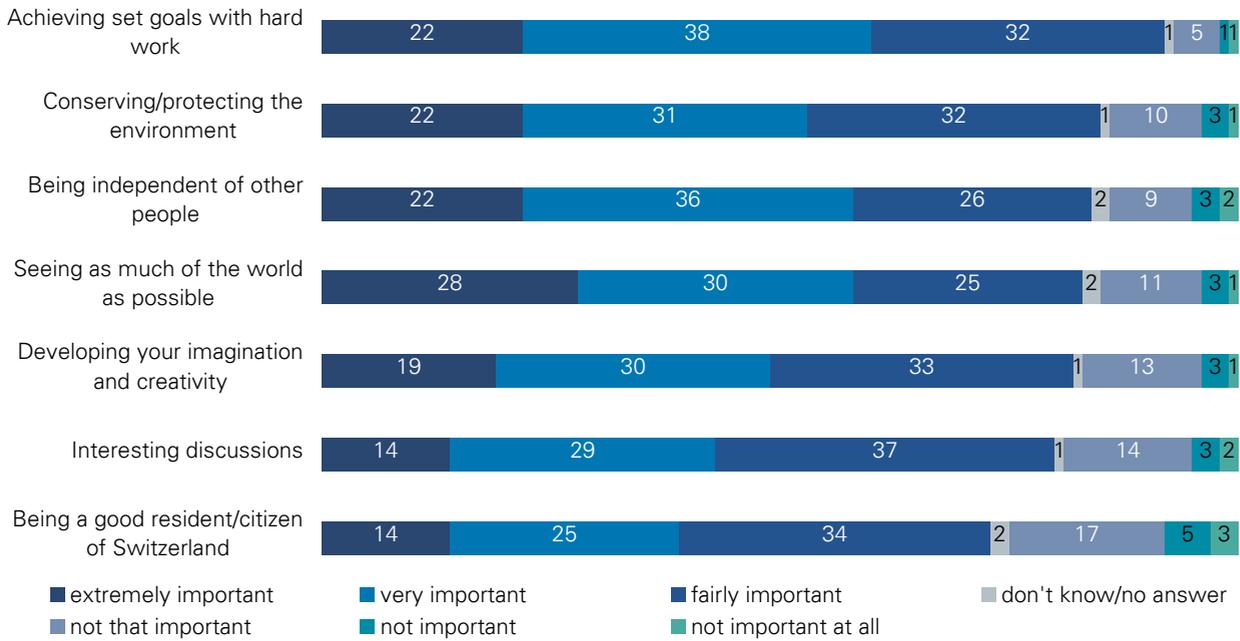
Protecting the environment, seeing a lot of the world, imagination and creativity and sexual experiences are comparatively low priorities. Despite all the casting shows, looking good and achieving public recognition and sporting success are still not considered particularly desirable. Religious or spiritual values bring up the rear in terms of priorities.

Grafik 9:

Conceptions of life (2)

"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 % residents between 16 and 25 years



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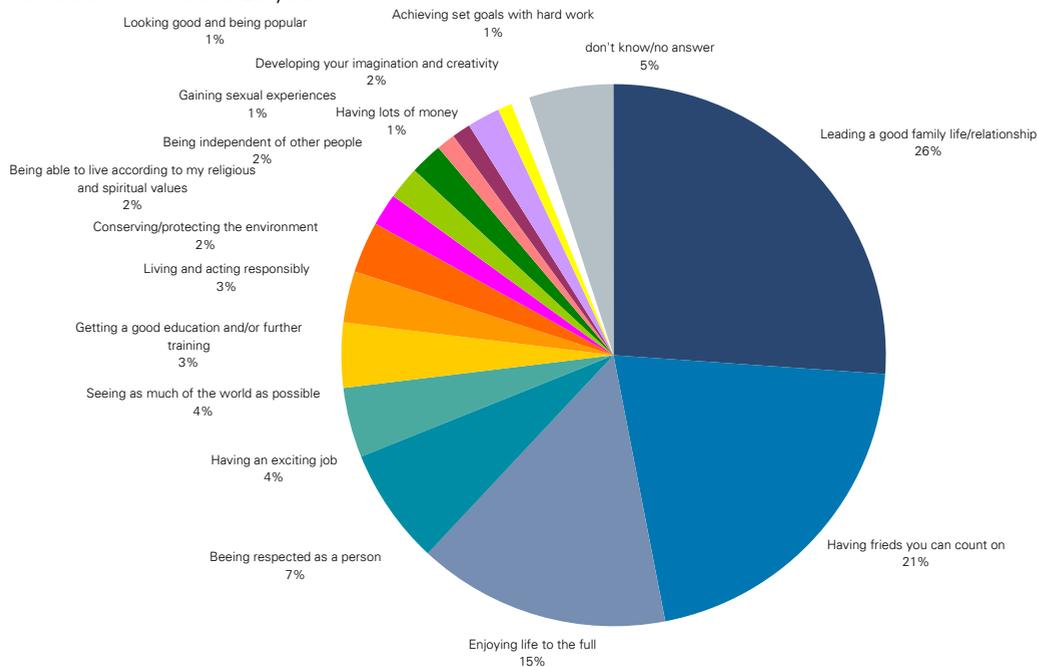
When asked to select the most important elements of all, the young people clearly demonstrate how important family, partnership and reliable friends are to them. These elements are considered much more important than enjoying life or career progression.

Grafik 10:

Most important conceptions

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

in % residents between 16 and 25 years



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Cluster analyses of these attitudes to life can be used to define six different groups of young people. The cluster analysis identifies groups which as clearly as possible differentiated from the others. However, there are still similarities. Friends, family and career are important virtually across the board of all six cluster groups. But there are differences too.

The bourgeois and hard-working individualists have very similar attitudes in terms of careers and families.

Of all the groups, the hard-working individualists are most interested in an exciting career, good education and further education. However, unlike the bourgeois group, the hard-working individualists expressed a clear desire to "see a lot of the world", "look good" and "achieve public recognition". They tend to be male, well educated and sometimes on high incomes. They normally live in cities and are often foreigners, but very proud of Switzerland.

By contrast, the bourgeois are very often already in employment (and therefore older than the other respondents) and tend to live in a flat with a partner. Where they are not yet in employment, they tend to be right-wing and supportive of the FDP. There are a lot of women in this group. They are very evenly distributed across all sectors of society.

Active materialists are more likely to want lots of money than any of the other groups. However, active materialists are least interested in environmental protection, imagination and lively discussions. Active materialists have a particularly strong desire to live life to the full, with sexual experiences and looking good also priorities for them - this outlook is particularly common among German-speaking young people who are still living at home.

The experience-lovers are the most likely of all the groups to want to enjoy life. They are also most likely to want to see the world. Good education and further education is least important to them among all the groups, apart from the resigned group. They are politically middle-of-the-road and often have no political allegiances.

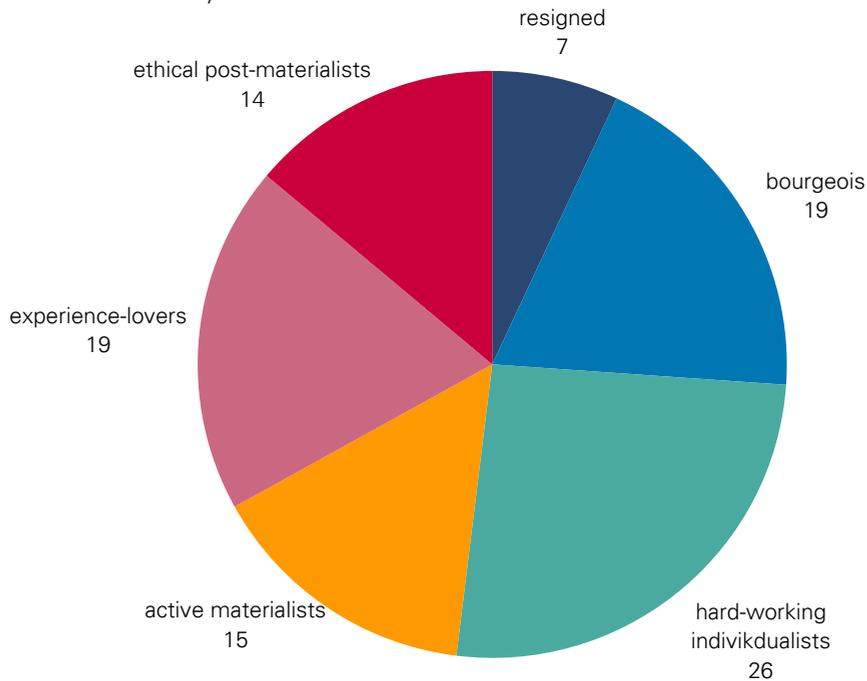
The ethical post-materialists have a clearly defined profile. They are the only group for whom it is relatively important to live life by religious or spiritual values, and the "values" are clearly important for this group, taking clear priority over financial security. It is strikingly important to them to protect the environment, develop creativity and imagination and have lively discussions. But money and looking good do not play a role in their lives. It is no surprise that the ethical post-materialists are strongly left-wing. But it is not the only group which is essentially different from the other groups in terms of politics.

The experience-lovers are, like the ethical post-materialists, clearly aligned to the SP or the GLP, while the post-materialists are more affiliated to the Greens. The experience-lovers' political leanings could be described as "social-liberal" while the ethical post-modernists fit the "left-wing green" pattern. The experience-lovers live in cities and in a shared accommodation, are often students and come from households with lots of books.

Finally, there is the relatively small group of the resigned, who do not find any of the elements cited worth striving for. They often have foreign roots, tend to live in the French-speaking part of Switzerland, work part time and have problems to cope with the money they have available.

Cluster due to conceptions of life

in % residents between 16 and 25 years



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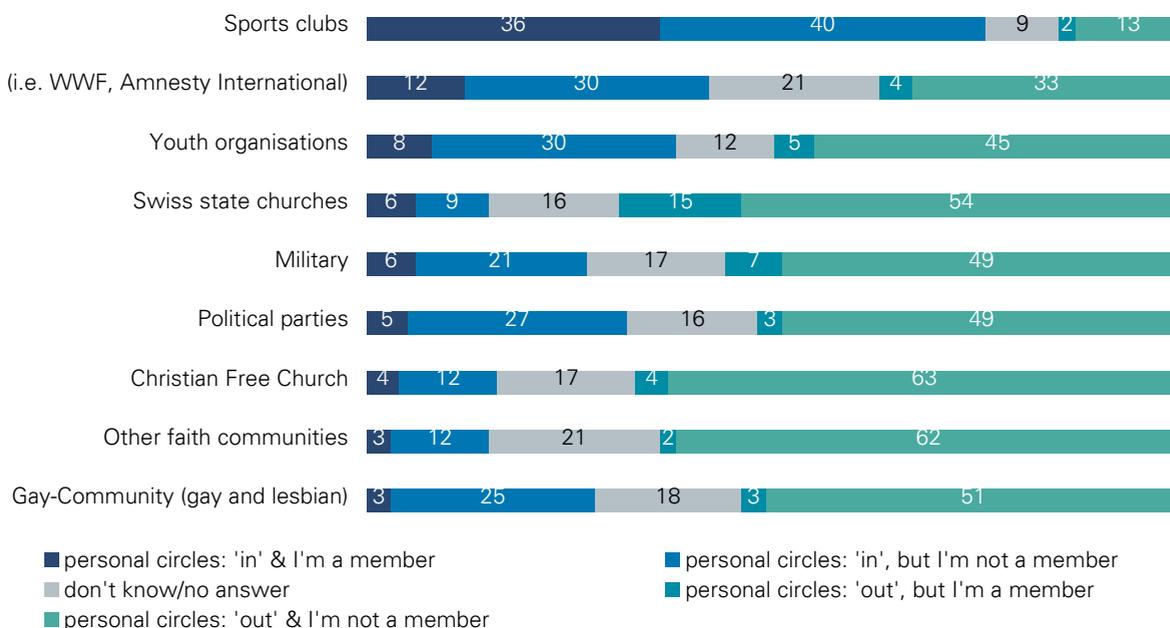
3.3. Living together, going out and problems

36 percent of the young people belong to sports clubs. This makes sports clubs clearly the most popular groups in terms of member numbers. They are considered 'in' by 76 percent - irrespective of whether they themselves are members. NGOs are in second place with 16 percent. Four percent are members, but consider NGOs to be 'out'. However, NGOs are pretty highly rated at 42 percent. Youth organisations are viewed very similarly, with a total of 13 percent involved. Swiss national churches are considered "out" by most of the young people, with the majority not being members either. Within these groups, the national churches have the highest proportion of respondents, at 15 percent, who are members, but consider the churches themselves to be 'out'. Religious communities are not in themselves fashionable. The military and political parties also count low member numbers. Both are considered 'out' by more than half of those surveyed.

Trends activities/attitudes: Groups

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

in % residents between 16 and 25 years

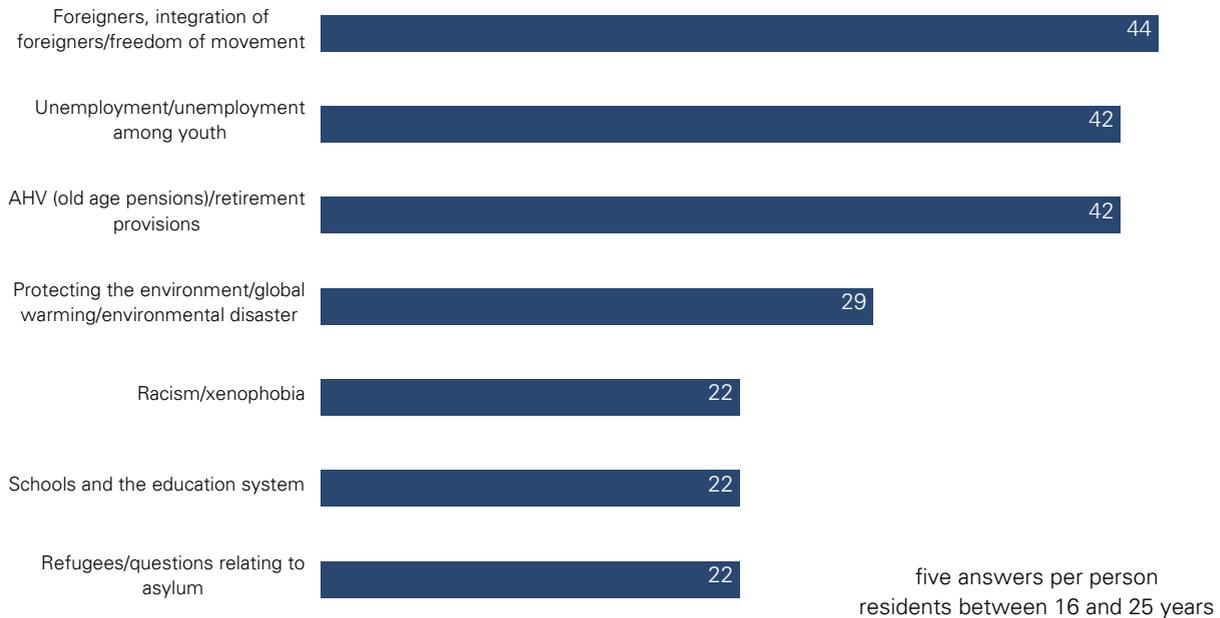


However, foreigners do clearly have difficulties with specific groups (much more so than they do with the asylum system). Integration is among the most widespread concerns, together with unemployment and old age and survivor's insurance. Racism, hostility towards foreigners, refugees and asylum are also among the most cited problems. Overall, these concerns reinforce the impression that the young people have problems dealing with foreigners. However, concerns about the environment and the school and education system are also widespread, the latter clearly as a function of personal involvement.

Grafik 13:

Five greatest problems (1)

"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."



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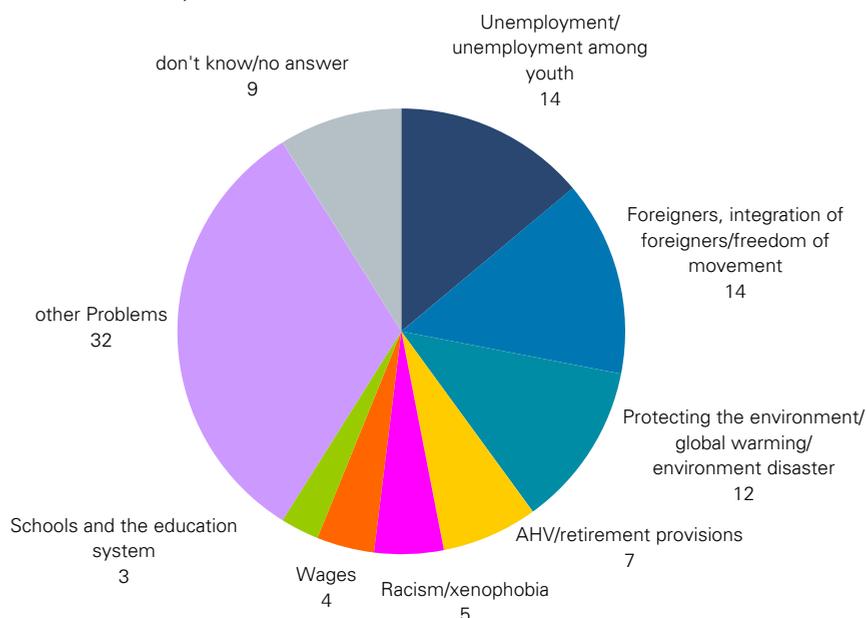
The problems with foreigners arise from the lifestyle and experience of the young people in Switzerland. 89 percent of them count foreigners among their friends. As friendship is one of the most important things in life, the concerns about foreigners who are outside their circle of friends are among the most pressing. Together with unemployment and the environment, they are the problems which most need resolving.

Grafik 14:

Problem solving in the first place

"And in your opinion, which of these five most important problems should be solved first?"

in % residents between 16 and 25 years



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The percentage of people who consider the foreigners they have met to be pleasant, at 87 %, tallies with the high proportion of people who have foreigners among their friends. The clear majority also sees qualified manpower from abroad as a clear benefit to Switzerland. Nonetheless: 69 percent assume that many foreigners cause problems. 65 percent believe that these problems have worsened over the last two to three years. 55 percent want the government to do more to support integration. A thin majority is also in favour of allowing foreigners born in Switzerland faster access to Swiss citizenship.

Grafik 15:

Statements to foreigners

"Do you agree with the following statements?"

Foreigners in my circles are nice "The foreigners in my personal circles and surroundings are nice."

Problems with foreigners "There are many foreigners who create problems in society."

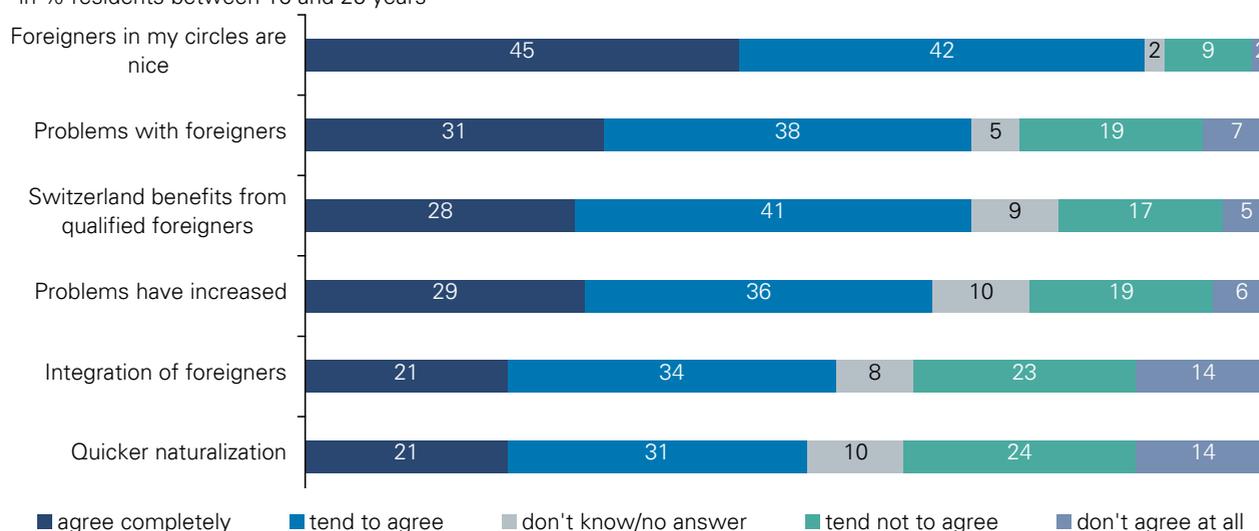
Switzerland benefits from qualified foreigners "Switzerland benefits from qualified workers from foreign countries."

Problems have increased "The problems with foreigners have increased in the last two or three years."

Integration of foreigners "The state should do more to integrate foreigners."

Quicker naturalization "Foreigners who were born in Switzerland should be naturalized quicker."

in % residents between 16 and 25 years



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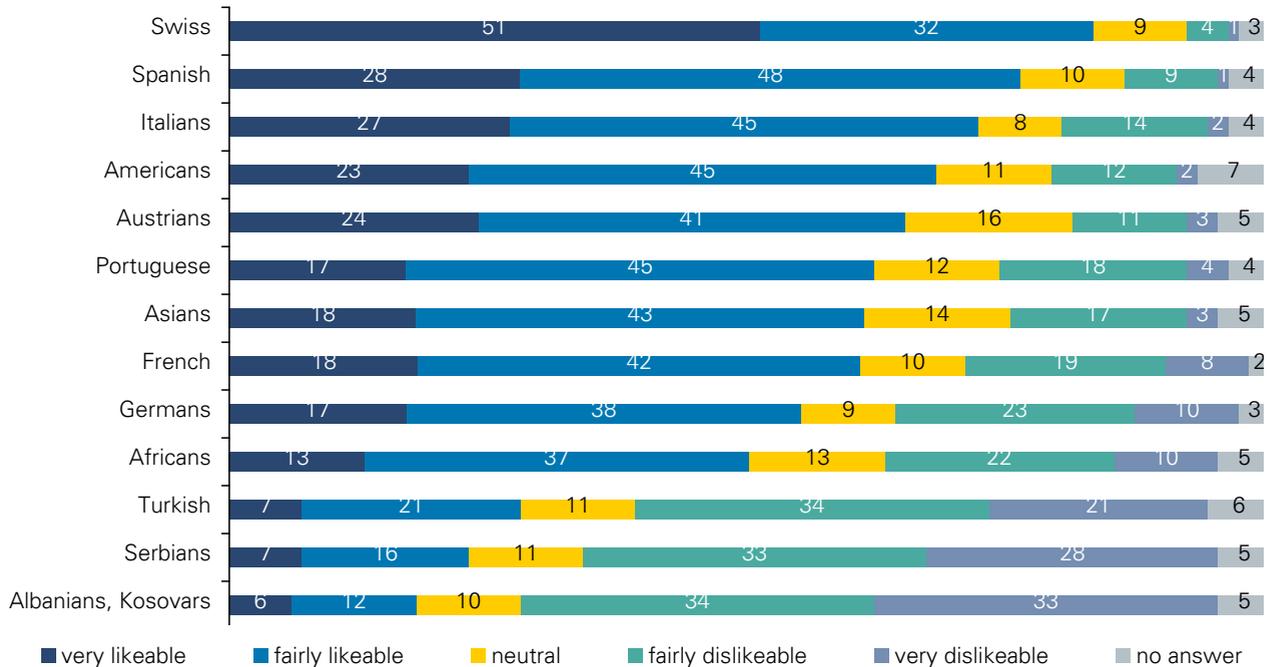
The likeability of people from different countries is relatively clearly distributed. The vast majority consider Swiss people to be at least relatively likeable. The most likeable nationalities include the Spanish, Italians, Americans and Austrians. These are followed by the Portuguese, Asians, French, Germans and Africans. They are also considered unlikeable by a significant minority. The majority found the people from the countries in south-eastern Europe - Turks, Serbs and Albanians/Kosovons - less likeable.

Grafik 16:

Sympathy

"How do you feel about persons of the following origin?"

in % residents between 16 and 25 years



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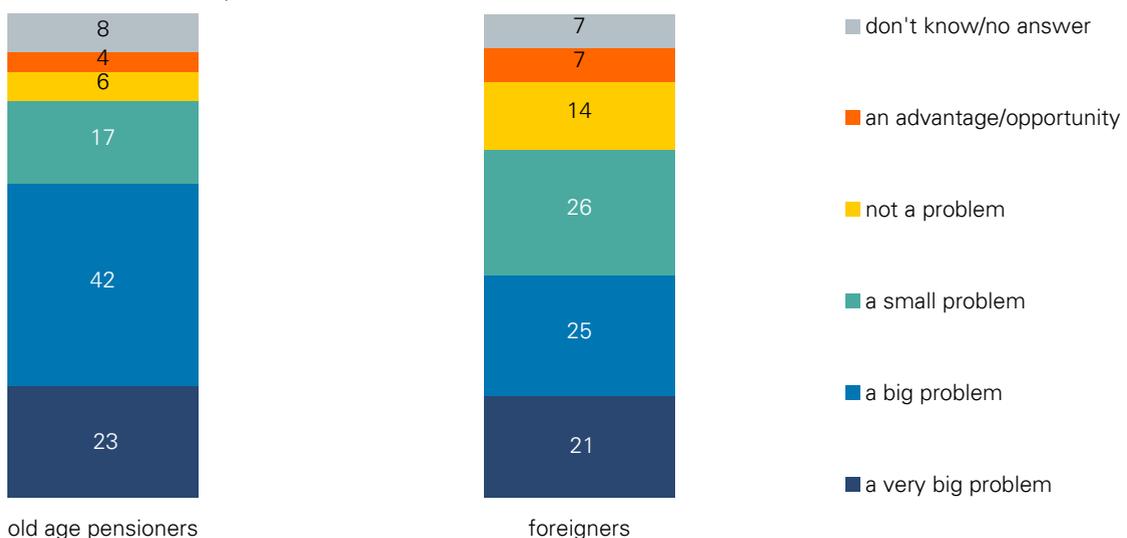
Even considering the developments in society which see an increasing level of foreigners living in the country, problems with foreigners are considered less important than the increasing proportion of older people in society. This is reflected in the young people's real concern over pensions.

Grafik 17:

Comparison problems with old age pensioners / problems with foreigners

"In the foreseeable future there will be an increasing number of old age pensioners and less and less young people in Switzerland. Do you think this is not a problem, a small problem, a big problem, a very big problem or an advantage/opportunity?" "In the foreseeable future there will be increasing numbers of foreigners in Switzerland. Do you find this to be no problem, a small problem, a large problem, a very large problem or an advantage/opportunity?"

in % residents between 16 and 25 years



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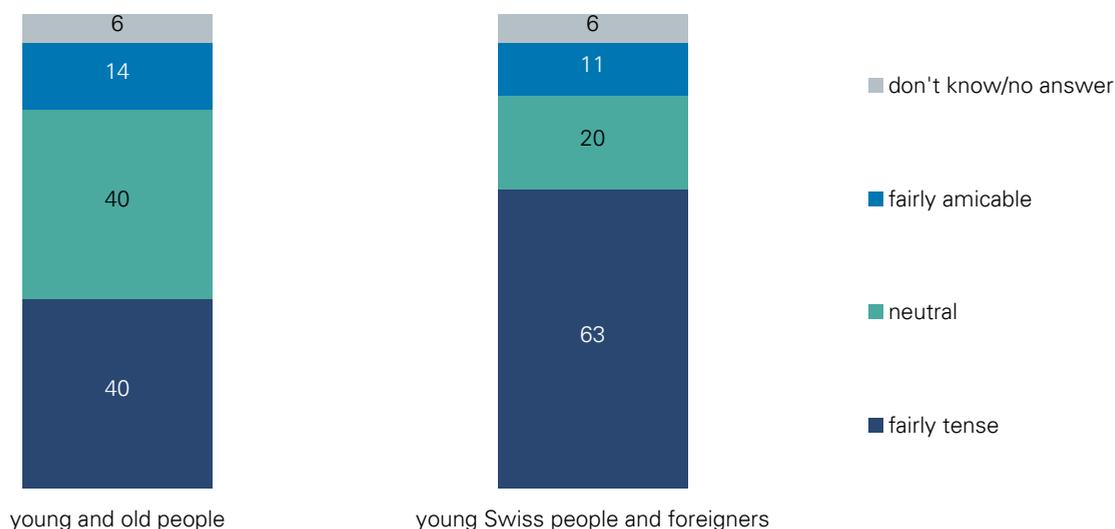
However, this concern about the future says little about the current relationship between the generations, which is described by 40 percent as neutral and 14 percent as peaceful. However, 40 percent do believe there is some tension between the generations. This is considerably less than for the relationship between young Swiss people and foreigners, which is considered somewhat tense by 63 percent of respondents.

Grafik 18:

Comparison present relationship between young and old people / present relationship between young Swiss people and foreigners

"How would you describe the present relationship between young people and old people? Is it fairly amicable, faire tense or neutral?" "How would you describe the present relationship between young people and old people? Is it fairly amicable, faire tense or neutral?"

in % residents between 16 and 25 years



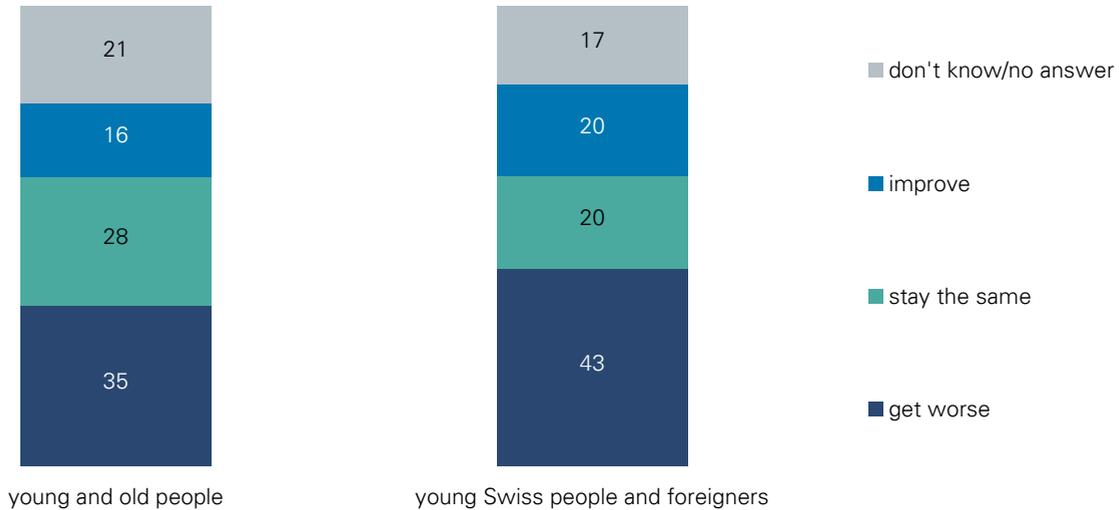
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The development of the relationship is also seen to be more critical in terms of foreigners than in terms of different generations. 43 percent are assuming the relationship between young Swiss people and foreigners will get worse.

Comparison future relationship between young and old people / future relationship between young Swiss people and foreigners

"And how will the relationship develop between young people and senior citizens in the future? Will it stay the same, improve or get worse?" "How will the relationship between young Swiss people and foreigners develop in the future? Will it remain the same, improve or get worse?"

in % residents between 16 and 25 years



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As well as enjoying life, partnership and friendship, all of which are important to young people, going out also has a certain status in young people's everyday lives. However, only 48 percent said going out was important to them. And just 40 percent go out at least once a week. Once again, it becomes clear that the youth of today cannot accurately be described as purely enjoyment or consumption-oriented.

It is largely inaccurate to suggest that young people do not go out within defined groups, but instead go out and, by means of text messages, 'zap' people and places using their mobile phones. Instead, more than three quarters always go out with the same friends. Only 38 percent want to meet people spontaneously. 15 percent go out on an ad hoc basis and then use texts to see what happens next.

The cinema is particularly fashionable - way out in front of clubs and bars. Drugs play a less important role, at least as far as the young people are prepared to admit. Although 43 percent regularly drink alcohol, only 19 percent sometimes get really drunk when they go out - and there is no major difference between the sexes.

Grafik 20:

Going out (1)

"Now let's talk about going out. Please tick what applies for you."

in % residents between 16 and 25 years



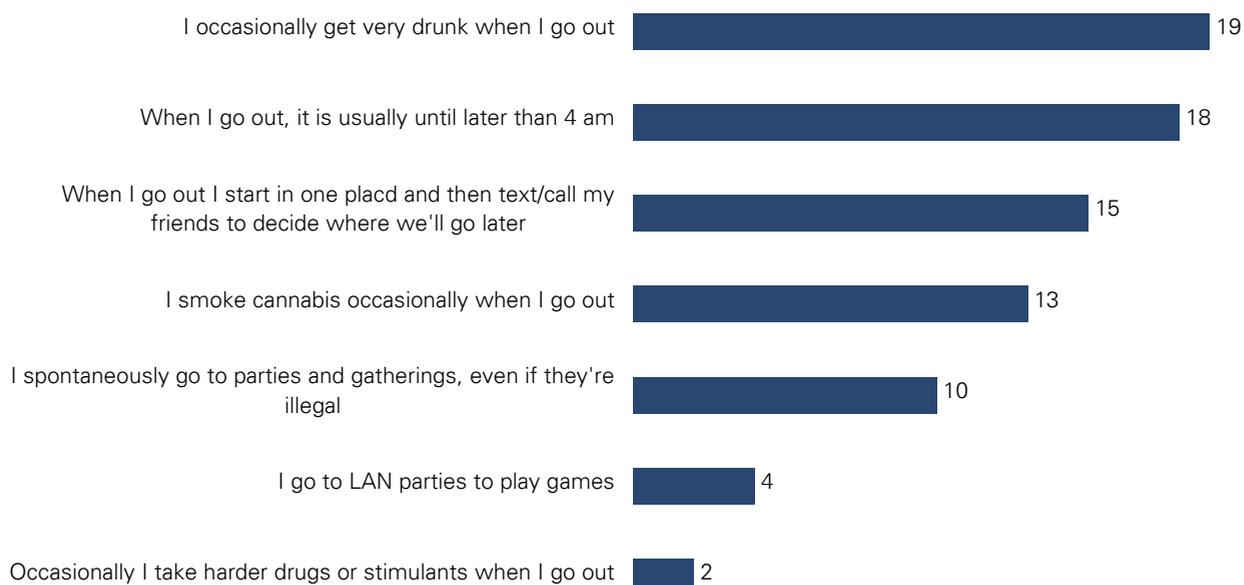
© gfs.bern, Youth barometer, August - October 2010 (N = 1011)

Grafik 21:

Going out (2)

"Now let's talk about going out. Please tick what applies for you."

in % residents between 16 and 25 years



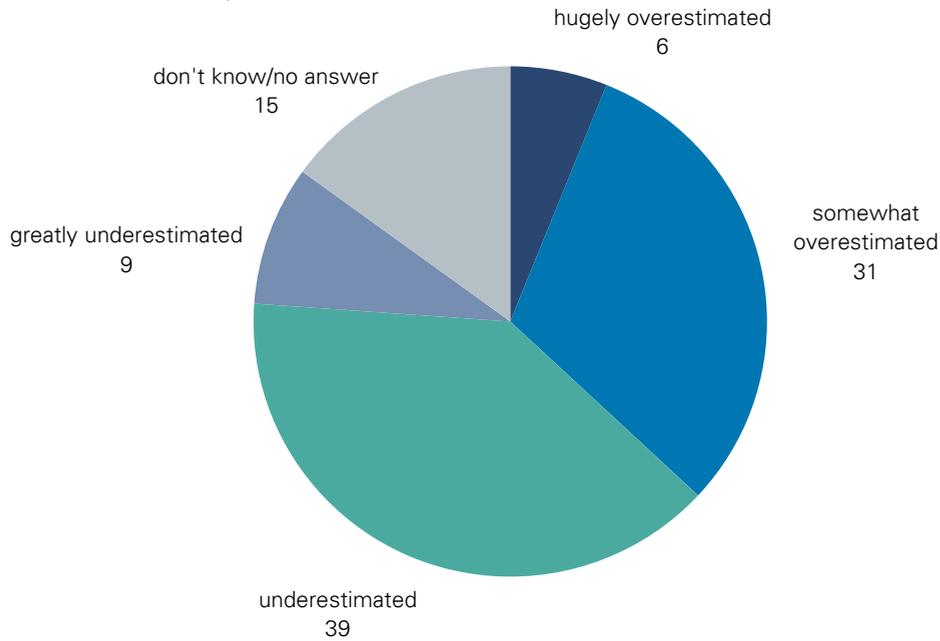
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Violent altercations can be a problem, especially when going out. However, the young people disagree on whether this problem is overestimated or underestimated.

Problem violence among young people

"In the media and among the general public, there has recently been a lot of talk about violence among young people. Do you think that society is overestimating violence among young people or not?"

in % residents between 16 and 25 years



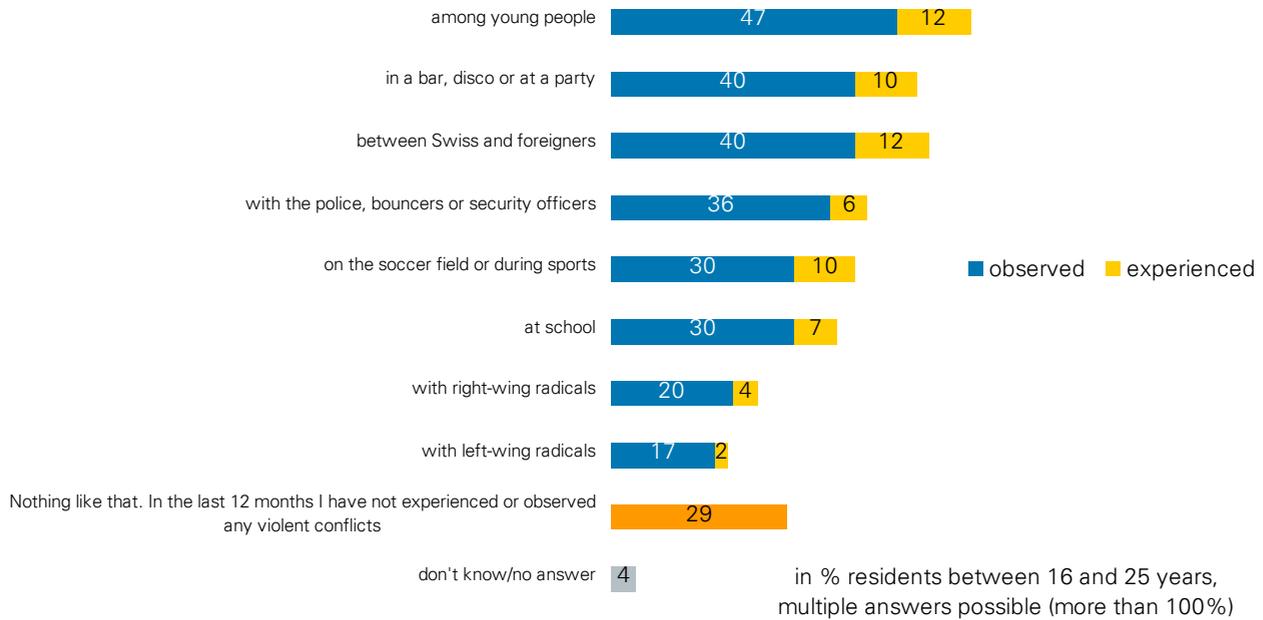
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Only 33 percent have never witnessed altercations of this kind or do not wish to comment on the question. A considerable 47 have witnessed fights between young people and 12 percent have been involved. These altercations are common in pubs and clubs and at parties, with the police, bouncers or security staff often involved too. Evidently, there are often altercations between Swiss people and foreigners. Violence is also widespread at football matches and other sporting events. "Political" violence involving left or right-wing extremists is less common in the eyes of the young people of Switzerland.

Grafik 23:

Violent conflicts

"Sometimes in everyday life it's possible you might become involved in heated arguments which can develop into violent conflicts. What is your experience? During the last 12 months have you observed, been directly involved in or known someone affected by such a violent situation?"



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These altercations are not harmless. Knives, other weapons and even guns are sometimes used.

Grafik 24:

Filter: Weapons involved in these fights

"Were weapons ever involved in these fights?"

in % residents between 16 and 25 years, who observed or experienced fights



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The relationship between the sexes is much more peaceful. Virtually all those surveyed want equality across the board. The majority of the young people

want to see increasing part-time opportunities for men, allowing them to take on more work around the home. Only 35 percent disagree with this. There is clear disagreement over the question as to whether the traditional division of labour with the man at work and the woman at home is often best for the family. 48 percent agree and 42 percent do not. 48 percent also agree with the statement that women should not let children affect their career. But this statement is controversial too, as 43 percent believe that children should influence a woman's career.

Grafik 25:

Statements on gender equality

"To what extent do you agree with the following statements?"

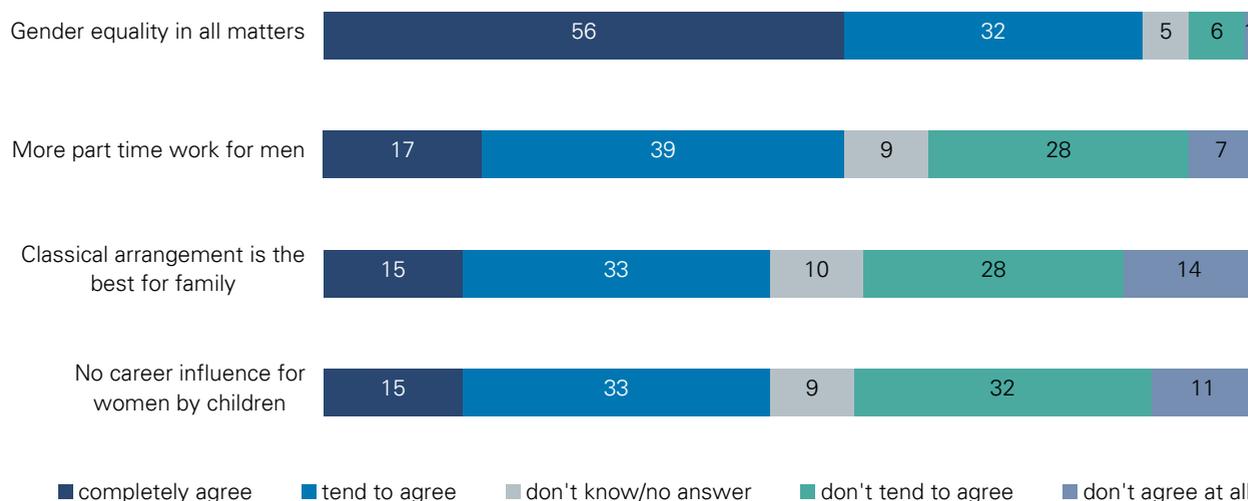
Gender equality in all matters "Men and women should have equal rights in all matters."

More part time work for men "More men should work part-time and take on more duties in the family and household."

Classical arrangement is the best for family "Dividing the task so that the man is predominantly at work in his job and the woman is predominantly at work in the home is often best arrangement for the family."

No career influence for women by children "Women should not let their career be influenced by children."

in % residents between 16 and 25 years



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The differences between the sexes on these statements are not as marked as one might believe. In all four questions, the differences are more gradual. The greatest difference is for the question as to whether men should work more part-time and take on more work around the home, although the majority of men agree with this statement. The women are just keener.

Statements on gender equality by gender

"To what extent do you agree with the following statements?"

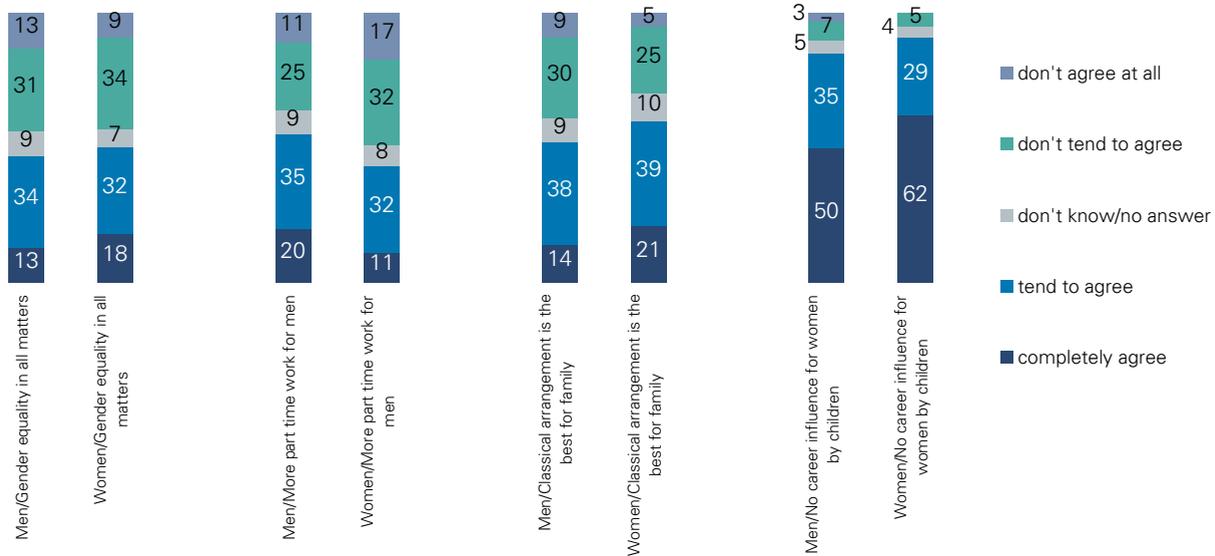
Gender equality in all matters "Men and women should have equal rights in all matters."

More part time work for men "More men should work part-time and take on more duties in the family and household."

Classical arrangement is the best for family "Dividing the task so that the man is predominantly at work in his job and the woman is predominantly at work in the home is often best arrangement for the family."

No career influence for women by children "Women should not let their career be influenced by children."

in % residents between 16 and 25 years



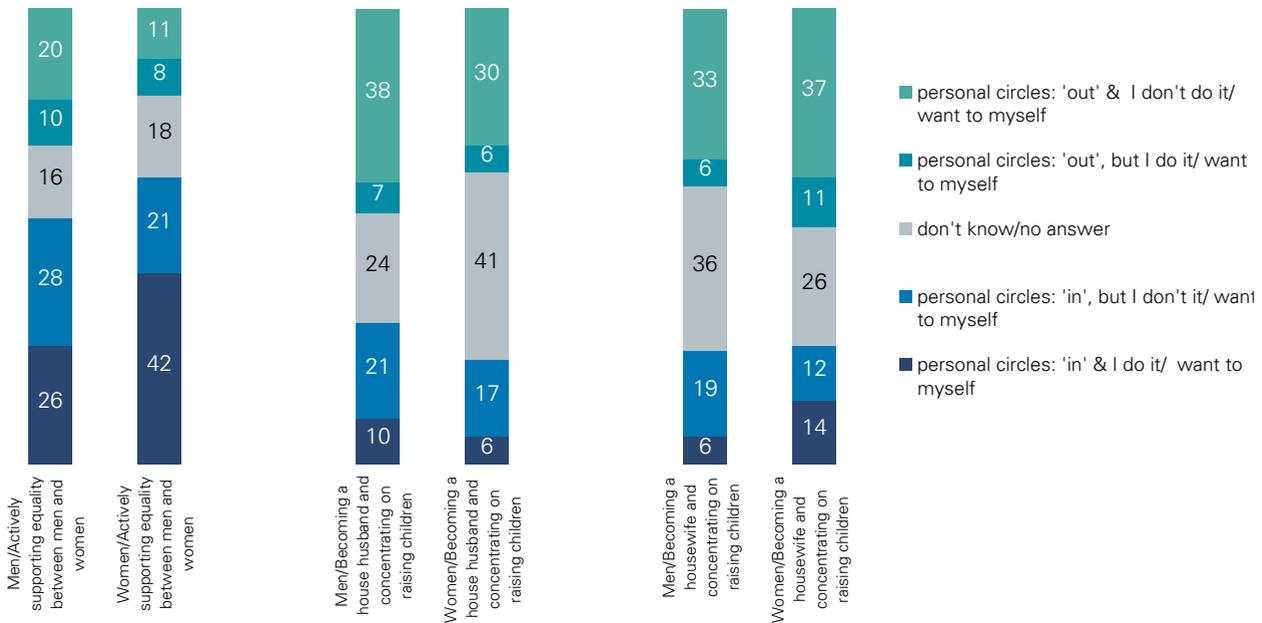
© gfs.bern, Youth barometer, August - October 2010 (N = 1101), all differences barely significant

However, neither sex sees just being a house-husband as something particularly desirable, it is seen as 'out' by the majority of both groups. But being just a housewife is not fashionable either. Men's perceptions of housewives are similar to women's perceptions of house-husbands. Perceptions of their own sex (i.e. men on house-husbands and women on housewives) are also remarkably similar. By contrast, commitment to sexual equality is considerably more fashionable. 42 percent of women believe it is 'in' and are proactive towards it. Another eight percent believe it is 'out' but do it anyway.

Trends activities/attitudes: Activities/Lifestyle by gender

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

in % residents between 16 and 25 years



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3.4. Trends and lifestyles

3.4.1. Trends in individual sectors of life

Young people from various sectors of life were asked whether they practise various lifestyles and whether they consider them 'in' or 'out'. Overall, this gives a multi-layered insight into current trends and the lifestyles of the young people. The first step was to discuss the different areas individually in a summarised way. Then we will conclude by drawing all the elements together to produce an overall picture.

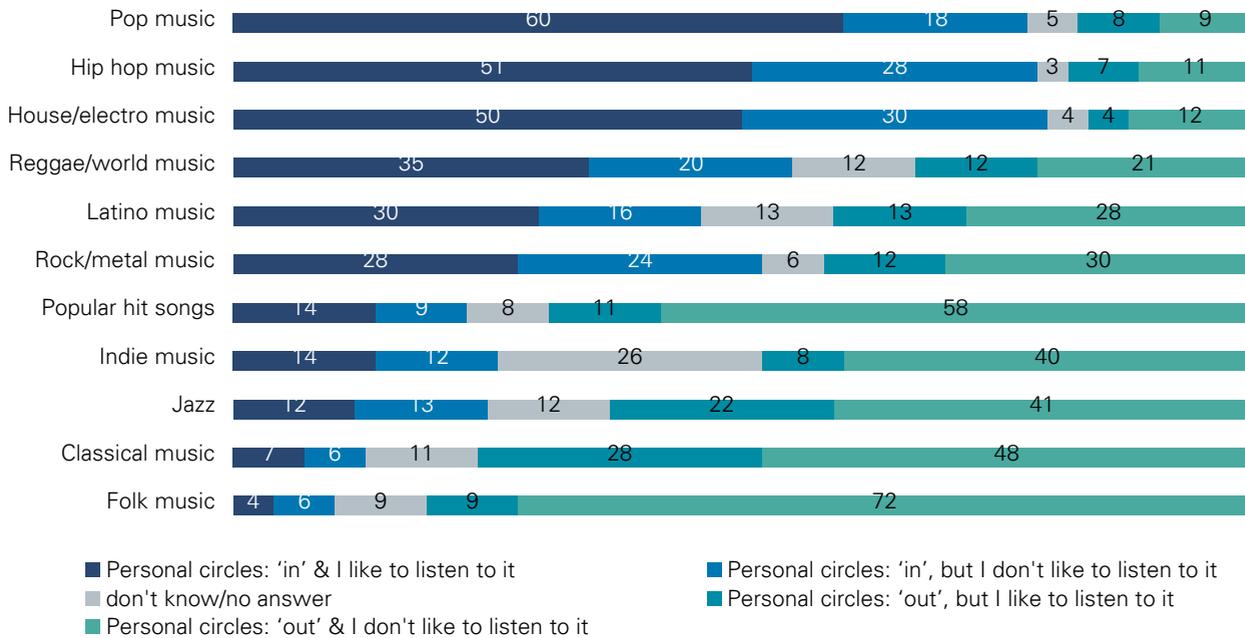
Pop music is seen as less 'in' than hip-hop or house music. At 60 percent, pop music scores most highly in terms of people who believe it to be fashionable and also listen to it. "Schlager" and folk music rate very badly - the majority do not listen to this music and consider it to be 'out'. Although the majority considers jazz and classical music 'out', a significant proportion listen to it anyway.

Grafik 28:

Trends all areas of life: Music

"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 % residents between 16 and 25 years



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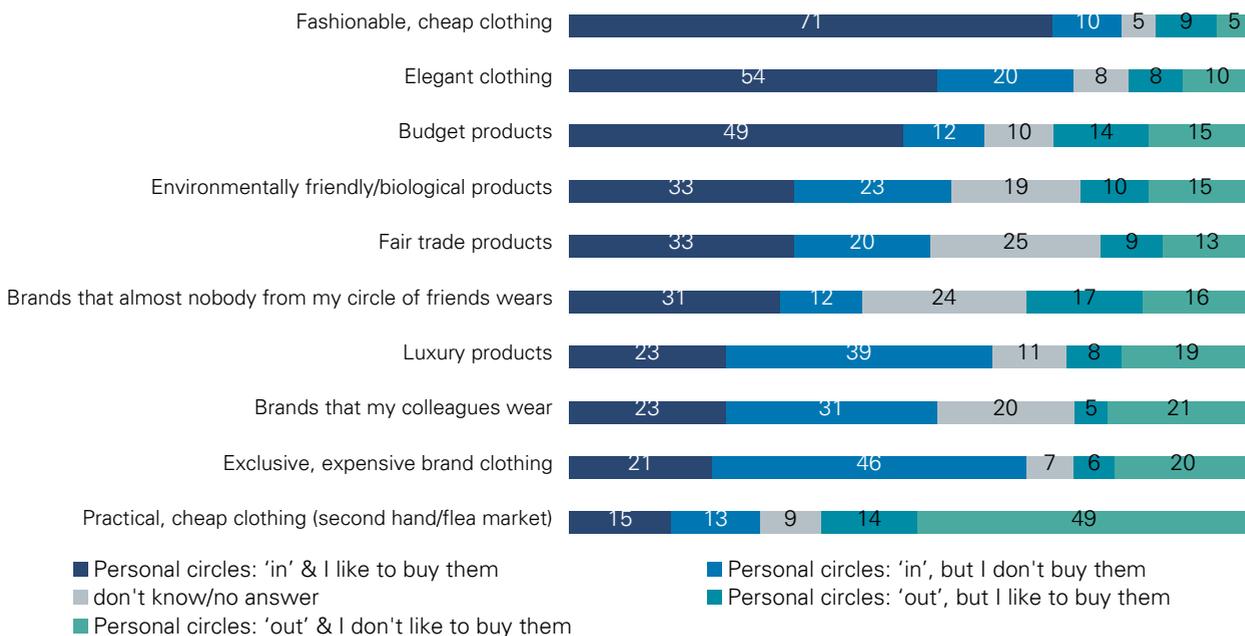
Affordable, fashionable clothing is both the most popular and the most on trend. Exclusive, expensive designer clothes are also considered fashionable, but are bought considerably less often by the young people themselves. A clear majority also believes elegant clothing is 'in'. By contrast, practical, cheap clothes are 'out'.

Grafik 29:

Trends all areas of life: Clothing/Outfits/Brands/Consumerism

"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 % residents between 16 and 25 years



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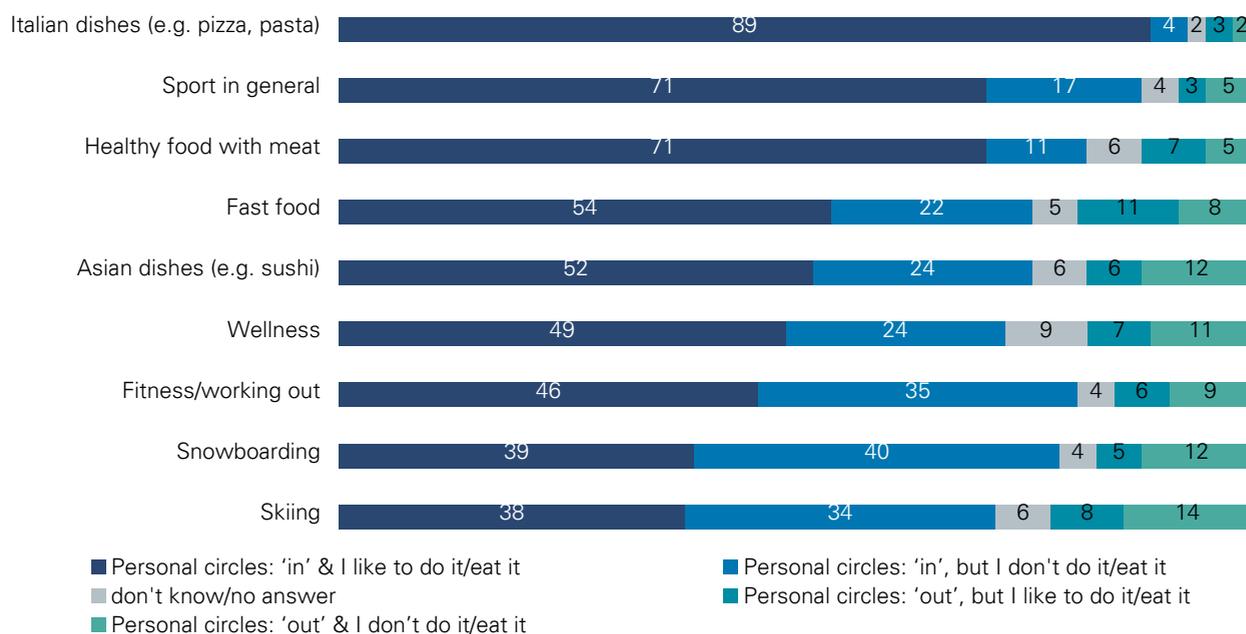
Italian food is very popular with young people. Sport is practised on a widespread basis and also considered trendy. Healthy eating with meat is also very popular, considerably more so than vegetarian food. Only 19 percent consider fast food to be 'out' and 11 percent eat it anyway. More than half of those surveyed eat fast food and believe it is fashionable. Health and beauty is also a popular leisure activity which is rated higher by young people than snowboarding, skiing or other sports.

Grafik 30:

Trends all areas of life: Health/Food/Sport (1)

"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 % residents between 16 and 25 years



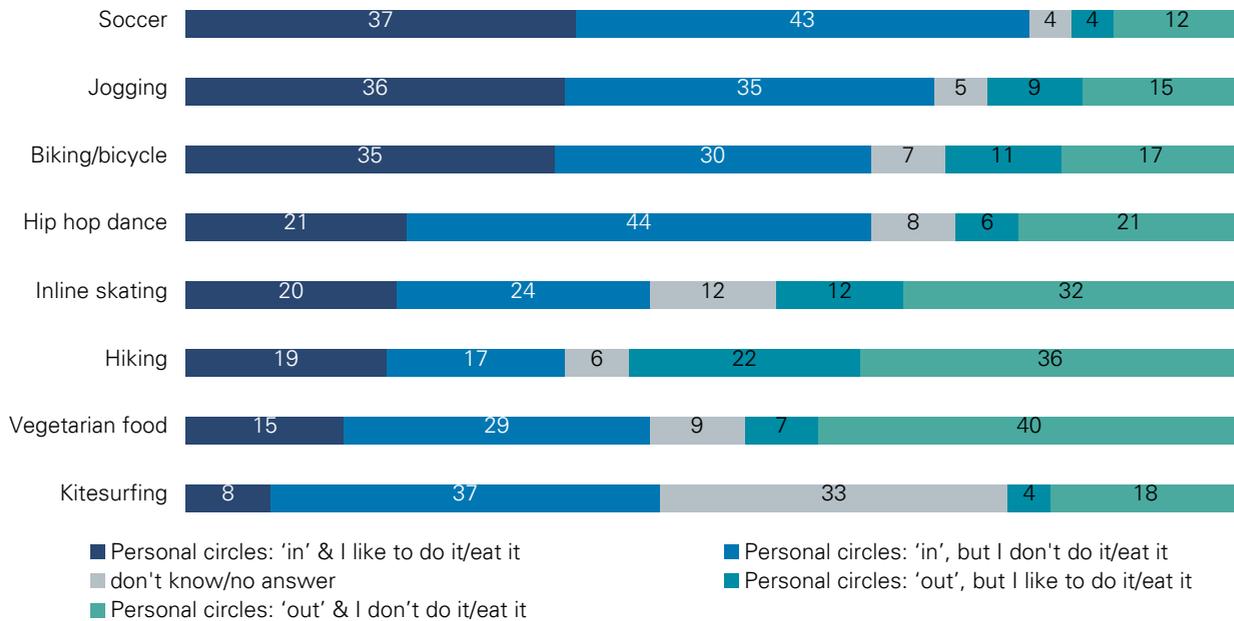
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Grafik 31:

Trends all areas of life: Health/Food/Sport (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 % residents between 16 and 25 years



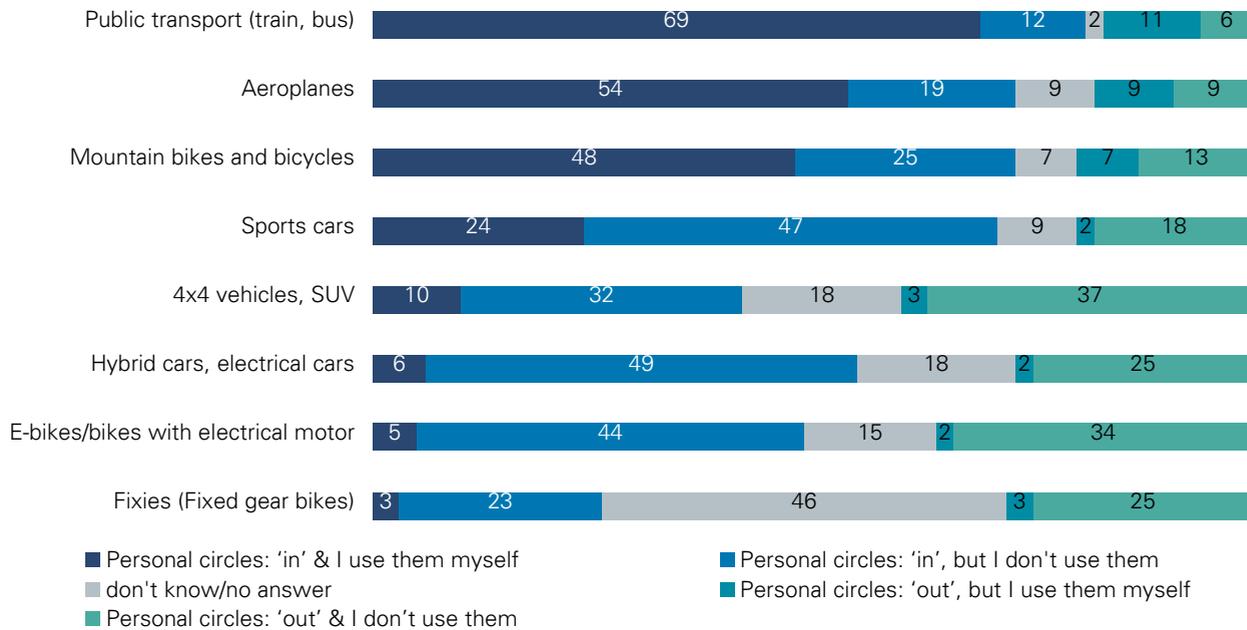
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In terms of transport, public transport and flying are the most popular choices. Public transport is especially popular. Mountain bikes and bicycles are fashionable for most, although only a small minority actually use them. Sports cars are considered "in" by most and "out" by just 20 percent. SUVs/4x4s are a contentious issue. 42 percent think they are fashionable while another 42 percent disagree. However, 4x4s are more popular than hybrid or electric cars. But these are considered fashionable by the majority. Although e-bikes are becoming more popular, they are only considered 'in' by approaching half the respondents and their usage is very limited. Fixed-gear bicycles, allegedly the trendiest means of transport, are only considered fashionable by a small proportion. Many are not familiar with them, and a similar proportion considers these single fixed-gear models 'out'.

Trends all areas of life: Mobility

"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 % residents between 16 and 25 years



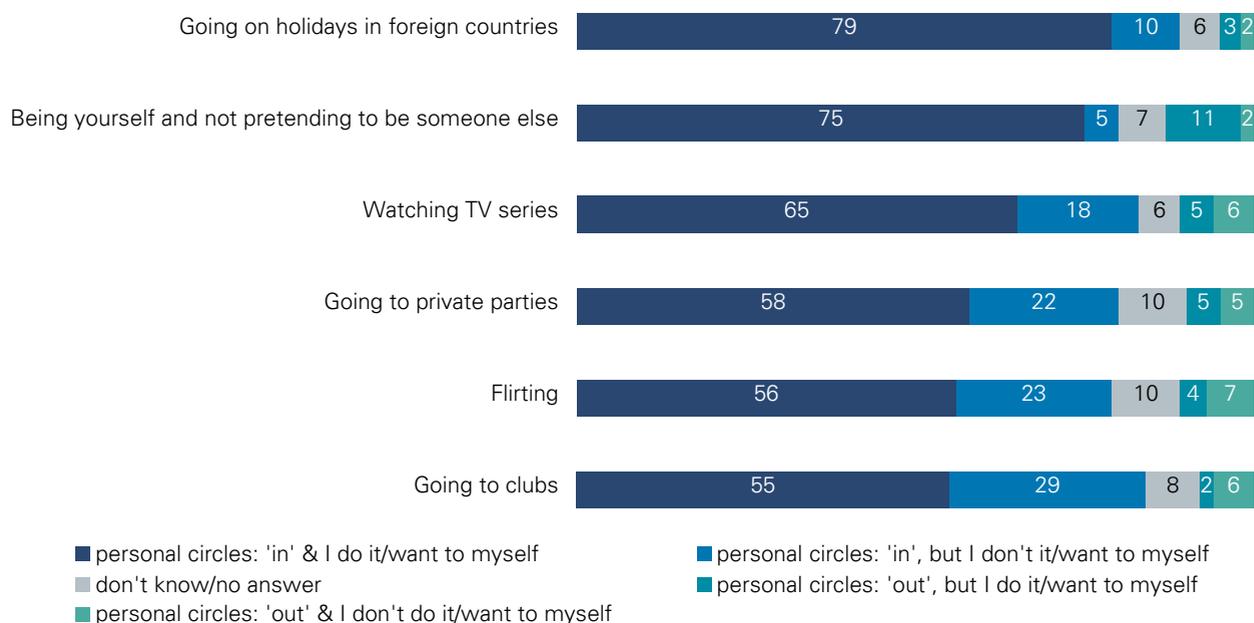
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The popularity of flying could also be linked to the extreme popularity of foreign holidays. Virtually none of the young people consider them "out" and the vast majority themselves go on foreign holidays. When asked openly about their preferred holiday destination if money and time were no issue, the top answers are North America, Asia and Central/South America. Europe, Oceania and Africa are clearly behind.

Trends activities/attitudes: Activities/Lifestyle (1)

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

in % residents between 16 and 25 years



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"Being yourself and not trying to be something you are not," is very much part of the young people's perception of themselves. It is much more fashionable than commitment to the environment or equality. Only one quarter believe gathering sexual experience is in fashion and practise the trend. Another 31 believe it is fashionable without being promiscuous themselves.

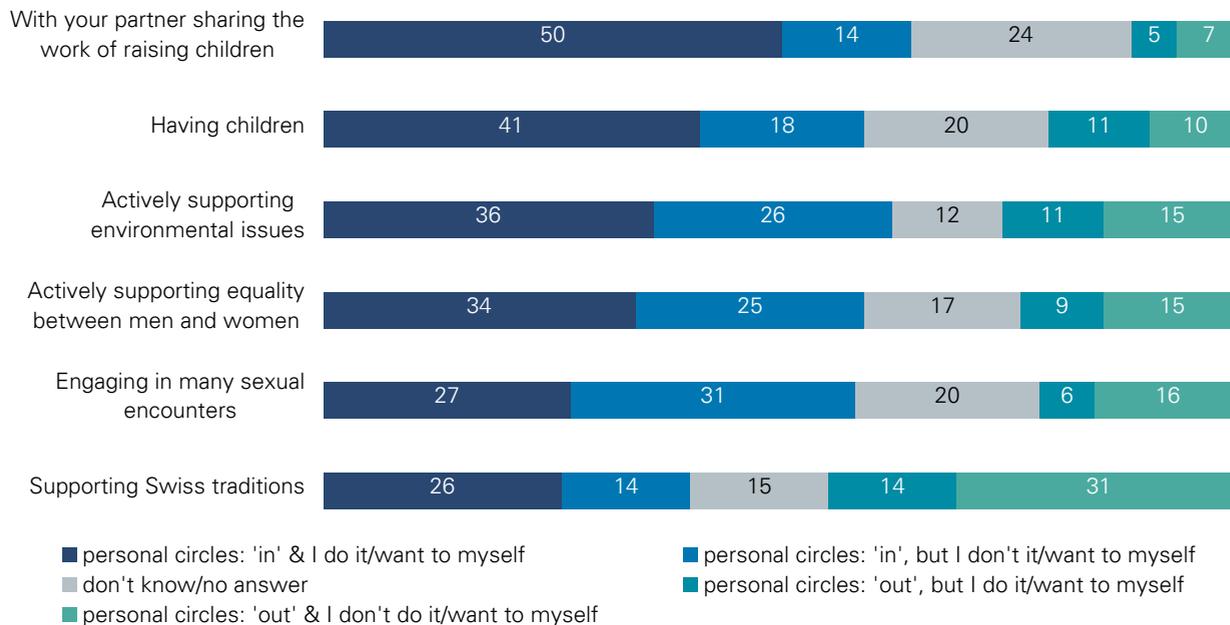
Having children seems to be a trend for the majority and some 41 percent want to have children (3 percent state to already having children). Preserving Swiss traditions is not fashionable for the majority. However, a total of 40 percent help preserve Swiss traditions, irrespective of whether they perceive it to be fashionable or not.

Grafik 34:

Trends activities/attitudes: Activities/Lifestyle (2)

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

in % residents between 16 and 25 years



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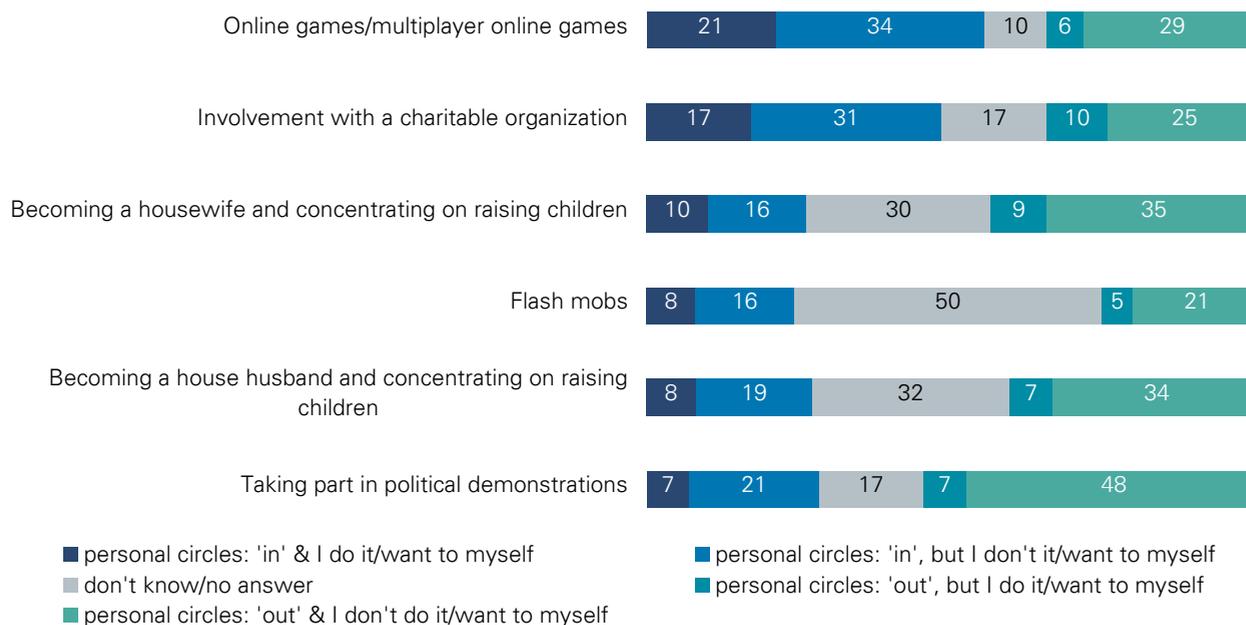
Online gaming and commitment to charities produce very polarised opinions. Although relative majorities still consider these to be 'in', they are only practised by the minority. Being a housewife or taking part in political demonstrations is still considered relatively 'out'. The majority are not familiar with the concept of flash mobs.

Grafik 35:

Trends activities/attitudes: Activities/Lifestyle (3)

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

in % residents between 16 and 25 years



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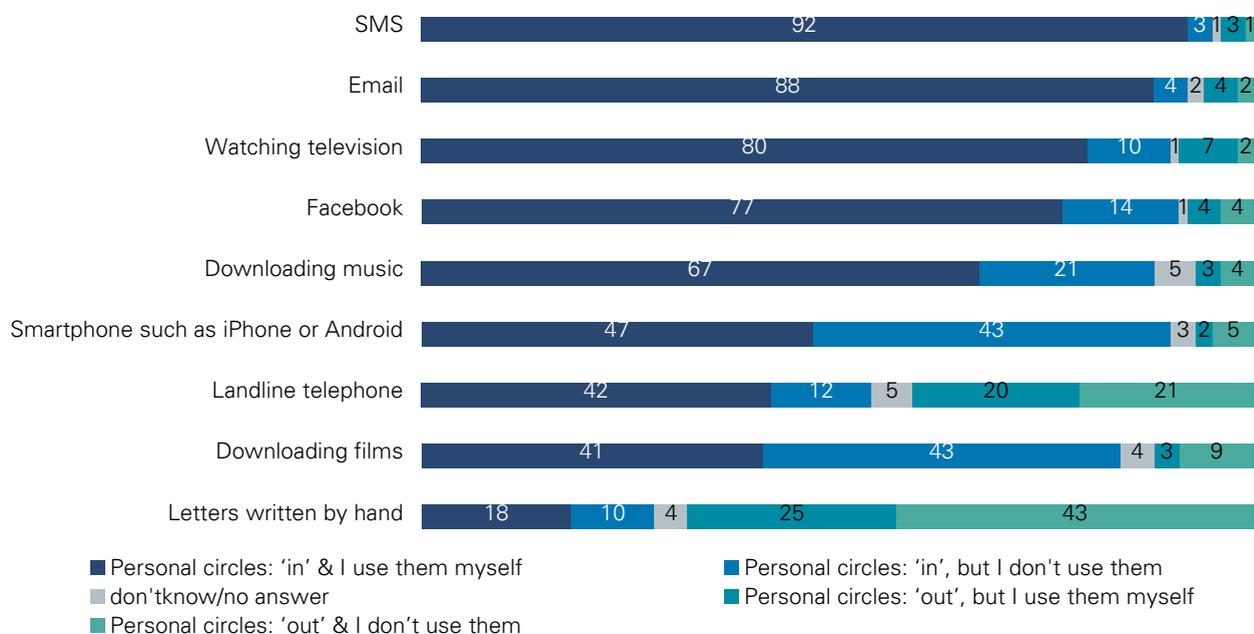
The ratings relating to communication are impressive. Very high levels of respondents not only consider that texting, e-mail, television and Facebook are on trend but also use them. Downloading music is part of everyday life for large numbers of people, who also consider it 'in'. Although downloading films is clearly seen as fashionable by most, it is something only a minority of young people do. Smartphones are also considered trendy by the vast majority, but only a minority actually use them. Landline telephones are considered fashionable by a slight majority and (still) used by a clear majority. By contrast, handwritten letters are clearly losing ground: only a minority still write letters by hand and it is considered most "out" of all the means of communication cited.

Grafik 36:

Trends all areas of life: Communication

"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 % residents between 16 and 25 years



© gfs.bern, Youth barometer, August - October 2010 (N = 1011)

3.4.2. Summary of trends and non-trends across all sectors of life

The second stage of the process was to put all the areas of life together and work out the top 10 for each of the following five options:

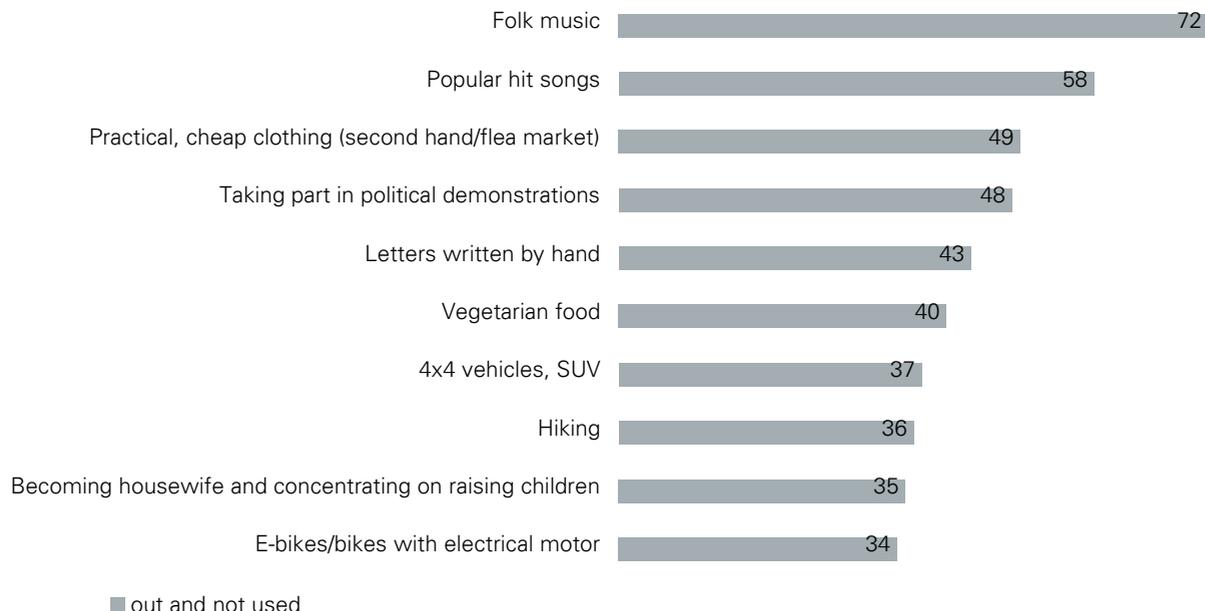
1. Non-trends: Elements which are considered 'out' and not used:
2. Active non-trends: Elements which, although they are considered 'out', are used anyway.
3. Elements which are considered 'in' but not used.
4. Active trends: Elements which are considered 'in' and used.
5. Trends: Elements which are considered 'in' whether they are used or not.

Music genres head up the non-trends hit list: folk and "Schlager" music are considered out and not listened to by the majority. Other non-trends are second-hand clothes, political debate, hand-written letters, vegetarian food, SUVs, walking, being a housewife and e-bikes.

Top-Ten: Non-Trends all areas of life: out and not used

"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 % residents between 16 and 25 years



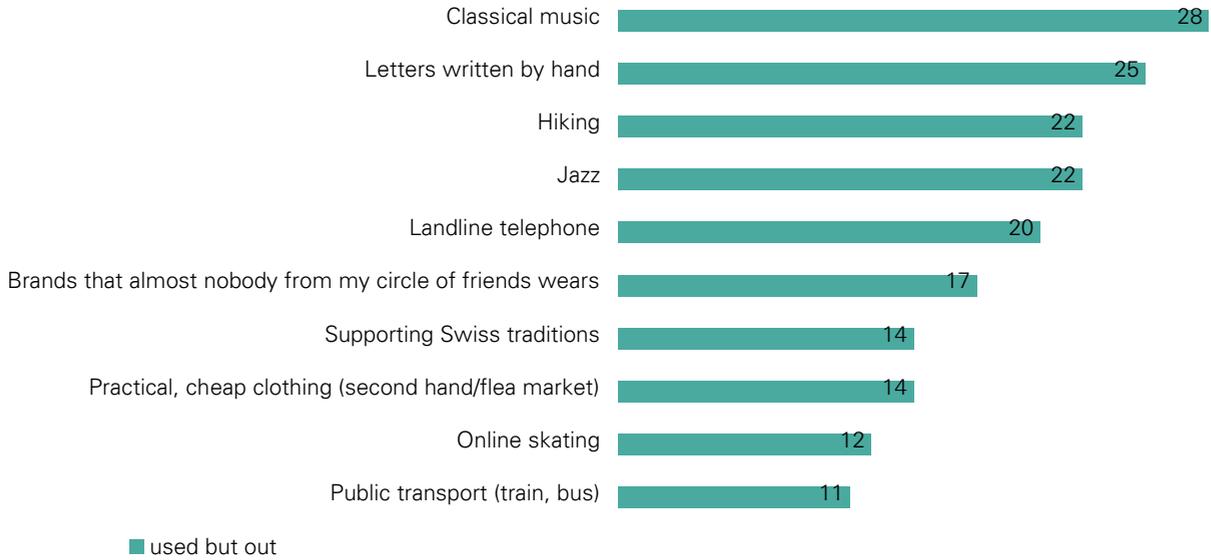
© gfs.bern, Youth barometer, August - October 2010 (N = 1011)

Music is widespread among the elements which are considered 'out' but used anyway. Classical music is the most popular here, followed by jazz in fourth place. Traditional means of communication, such as landlines, and, above all, hand-written letters are still used by significant minorities despite being considered out.

Top-Ten: Lived Non-Trends all areas of life: used but out

"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 % residents between 16 and 25 years



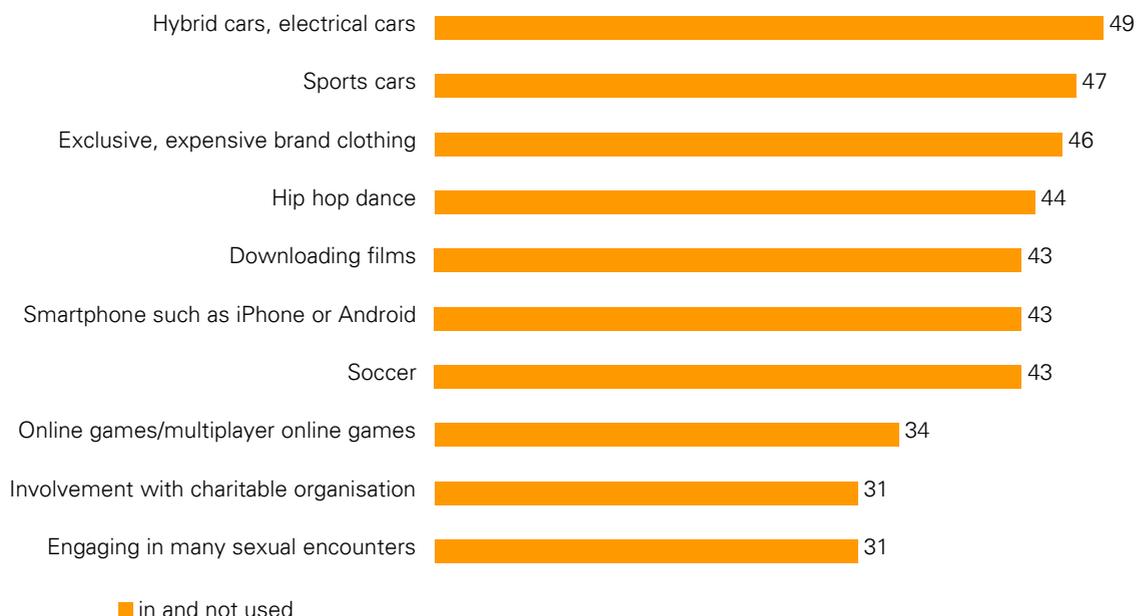
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The three elements most perceived as fashionable by many but not used are all expensive: hybrid cars, sports cars and expensive designer clothes. Smartphones (position 6) can also be counted here. Hip-hop, LAN games and football are also largely considered fashionable, even if they are not a personal hobby. Significant proportions also rate downloading films and sexual promiscuity as fashionable, although they admit to not practising them themselves.

Top-Ten: Trends all areas of life: in and not used

"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 % residents between 16 and 25 years



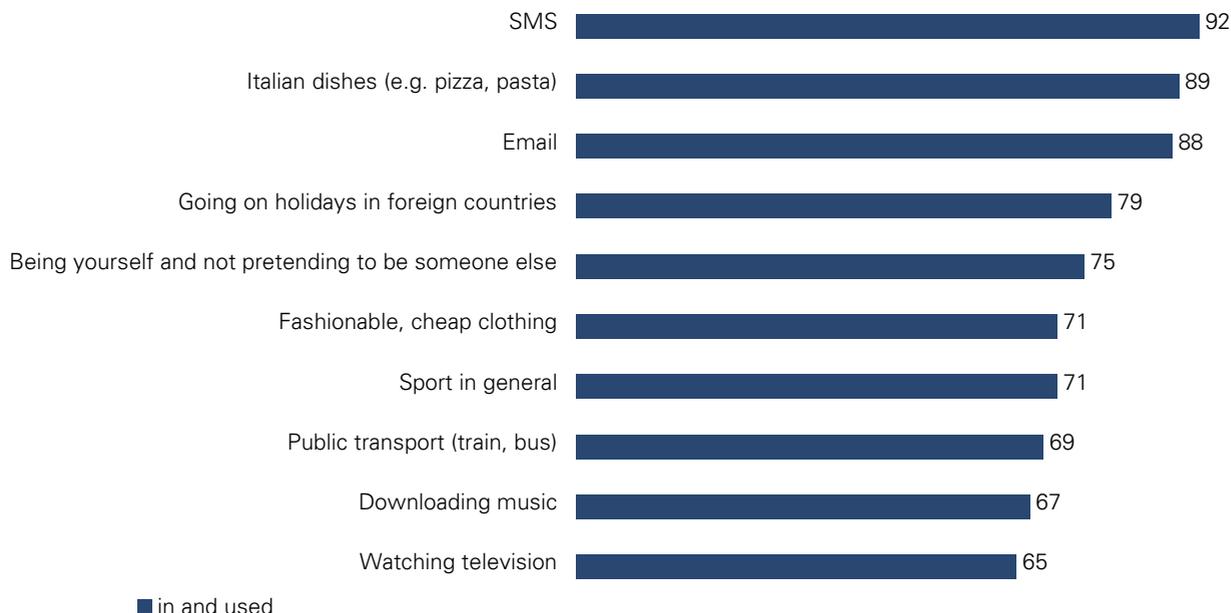
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The top 10 effective practised trends give a first clear insight into the sensitivities of young people. Electronic communication through texts and e-mail are as much part of the active contemporary spirit as Italian food and foreign holidays. It is not (or no longer) music which best describes the way a generation feels about life. If at all, it is the downloading of music. Tastes in terms of music are more diverse, although pop music only just fails to make the top ten of most practised trends. Despite the rising importance of electronic communications, it is important to be yourself and not try to be something you are not. Affordable, fashionable clothing, sport, public transport and television series all rank higher than pop - the most popular musical genre.

Top-Ten: Lived Trends all areas of life: in and used

"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 % residents between 16 and 25 years



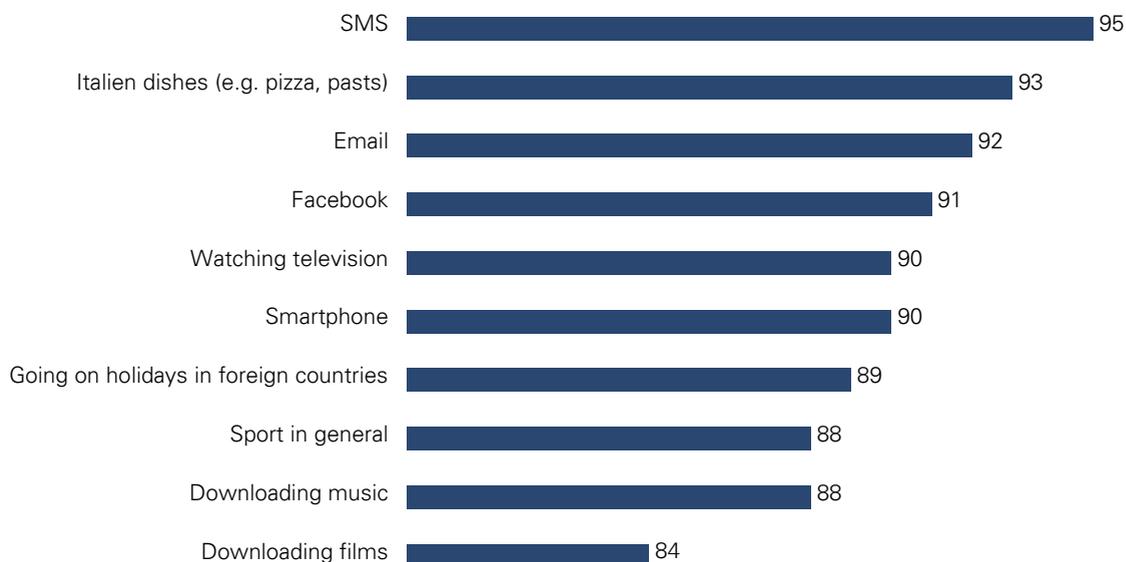
© gfs.bern, Youth barometer, August - October 2010 (N = 1011)

The hit list of elements which are considered on trend for young people, irrespective of whether they practise them themselves, completes the picture of a generation which only comes offline for takeaway pizza. Texts, e-mail, Facebook, television and smartphones occupy five of the six top current trend spots. Music and downloading films are at positions nine and ten. The trend top ten is almost entirely dominated by communications. The only other trends to get a look-in are foreign holidays and sport.

Top-Ten: Trends all areas of life: in and used / in and not used

"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 % residents between 16 and 25 years, in and used / in and not used



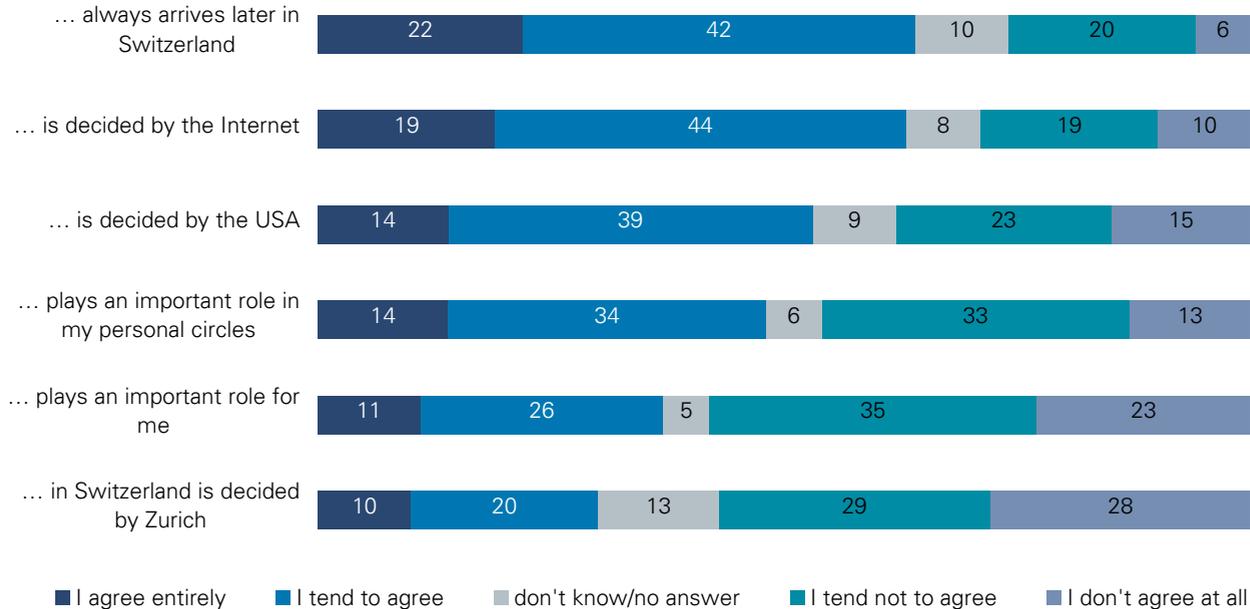
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How can this trend information be analysed at all? The majority of young people think that trends come to Switzerland late. The majority also believes that trends are determined by the internet, with slightly fewer assuming the trends are set in the USA. The majority does not believe that the trends are important, either for themselves or within their own environments. There is strong disagreement with the suggestion that the trends are set in Zurich (or Geneva for French-speaking Switzerland).

Judgements on trends in general

"Do you agree with these statements? What is IN or OUT ..."

in % residents between 16 and 25 years



© gfs.bern, Youth barometer, August - October 2010 (N = 1011)

3.4.3. Trends based on the cluster groups

Hard-working individualists are very much career-oriented. They are most likely to practise sport and see luxury products, smartphones, exclusive designer clothes and those nobody else is wearing as very fashionable. They are interested and active in lots of things - also in the military, for example.

Active materialists enjoy going out to clubs and private parties, like flirting and seek out higher than average levels of sexual experience. They rate fast food and affordable, fashionable clothing higher than other groups. They are the most active on Facebook.

The bourgeois group has few strong perceptions of trends. Along with the hard-working individualists, they are most active in preserving Swiss traditions. They are least likely to download music from the internet. They particularly enjoy pop music and are probably the traditional followers or late joiners for many trends. They are least impressed by snowboarding. They rate material things similarly to the materialists, but go out less and have less sense of adventure. They are least likely to be members of an NGO and they would not be seen dead at a political demonstration.

Experience-lovers want to be themselves and not try to be someone they are not, but are not interested in luxury products. They enjoy foreign holidays and listening to reggae, world and indie music, while house and electro leaves them cold. Like the active materialists, they enjoy attending private parties and like flirting, which can sometimes lead to one-night stands. They enjoy snowboarding.

Ethical post-materialists are less concerned than most about elegant clothing and prefer to buy second-hand, fair-trade, organic or environmentally-friendly products. They are also above-average in their commitment to the environment. They are prepared to do without foreign holidays. They are strongest in their support of the Asian food trend. Flirting and going clubbing are not priorities for them.

The resigned group take little care of what they eat and are less likely to go on foreign holidays. They are still relatively willing to take part in flash mobs or political demonstrations and are most likely to be part of another faith community. They are much more sceptical than the other groups in their assessment of communications, going out, transport and material things. It is also noticeable that they clearly see being a housewife as fashionable and are active in this.

3.5. Communication and the internet

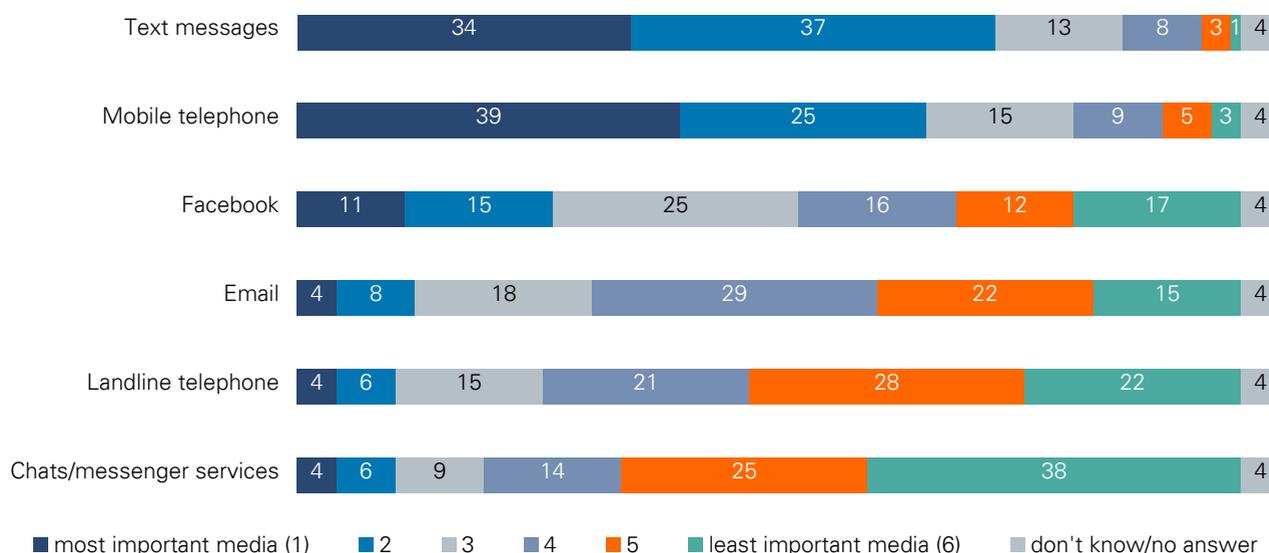
Based on the trend perceptions, the key focus topic for 2010 is correct: communications and the media are important elements in gaining an understanding of the attitudes of young people in Switzerland. Initially, SMS and mobile phones are confirmed as by far the most important methods of electronic contact. 26 percent describe Facebook as the most important or second most important form of contact from the list provided. E-mail, landline telephones and chat services are less important than Facebook.

Grafik 43:

Ways to contact friends

"What ways do you use to contact your friends? Please list the types of media used keeping in touch with your friends in the order of importance. Number 1 signifies the most important media for contacting people, number 6 the least important in the list."

in % residents between 16 and 25 years



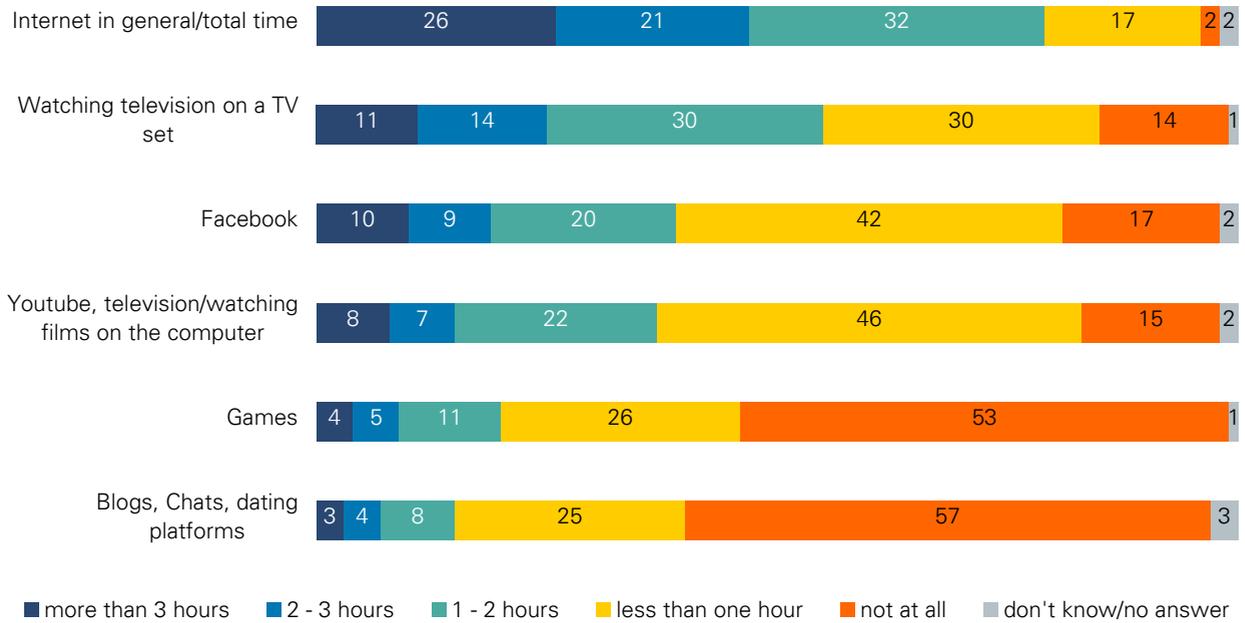
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Although texting and mobile phones are often discussed in conjunction with trends or the importance of keeping in touch, this slightly conceals the immense importance of the internet as a whole for young people. 79 percent of those surveyed use the internet for at least one hour a day. It is the most used medium - ahead of television and Facebook. Facebook is more important than Youtube/internet television, gaming or blogs/chat and dating platforms.

Media use

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

in % residents between 16 and 25 years



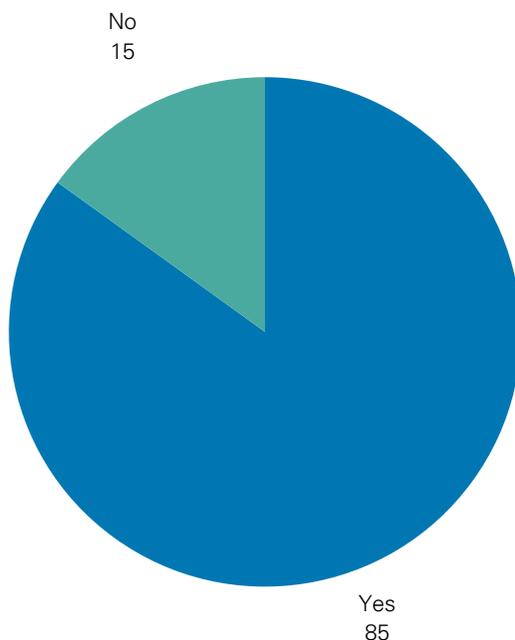
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Facebook has a very important position among the young people but it does not stand out above all other means of communication. However, it can be assumed that Facebook's meteoric rise has made it an exceptionally important medium. So we have put Facebook in the spotlight. 85 percent admit to being members. It is perhaps more surprising that 15 percent have turned their backs on this medium.

Member of Facebook

"Are you a member of Facebook?"

in % residents between 16 and 25 years



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Across all those surveyed, critical statements about Facebook (FB) were most likely to be agreed with. It is known that the data can get into the wrong hands and 73 percent of the young people believe Facebook is superficial. However, it still has a real impact on behaviour. 50 percent have already attended events and parties through Facebook. No less than 46 percent believe that Facebook is changing the world. However, it is a controversial statement and 47 percent think the exact opposite. However, it seems dubious that Facebook is a passing trend. Exactly half of those surveyed believe that Facebook's time will pass. Only 23 percent admit to spying on other people on Facebook.

Statements about Facebook

"Please tell me if the following statements about Facebook (FB) apply to you personally or are true in your opinion."

Data can fall in the hands of wrong people "I'm aware that my data on FB can fall into the hands of the wrong people."

Superficial "FB is superficial"

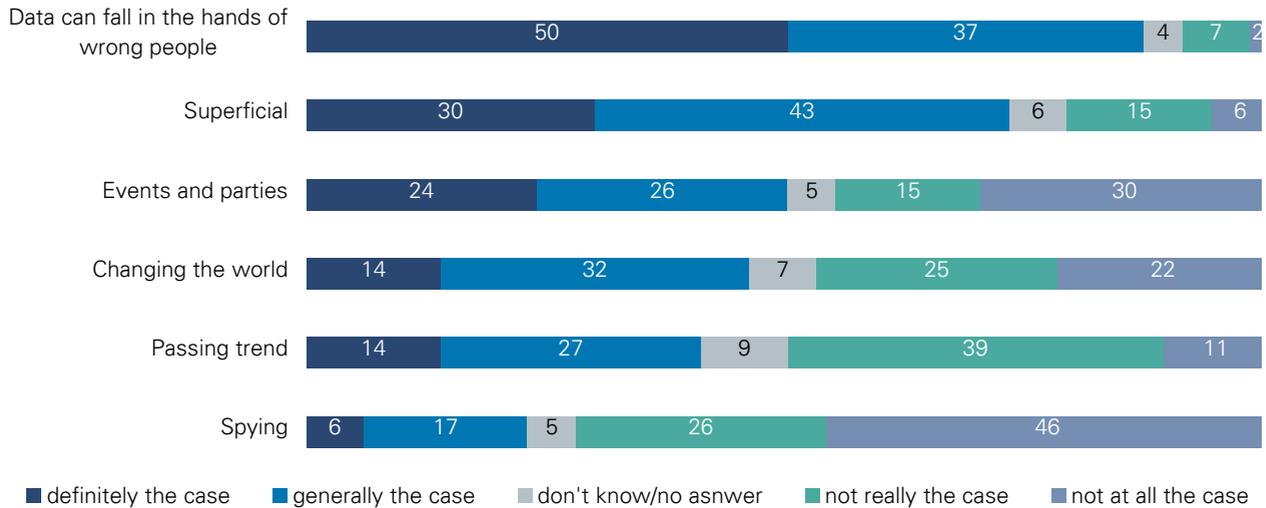
Events and parties "I've already attended events and parties through FB."

Changing the world "FB is changing the world."

Passing trend "FB is a passing trend."

Spying "I spy on other people through FB."

in % residents between 16 and 25 years



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We asked Facebook users quite a lot more questions. They are also most likely to think that data can get into the wrong hands and the majority are convinced that Facebook is superficial. They have met the majority of their Facebook friends in real life and are careful about accepting friend requests. Facebook is a parallel medium: 63 percent also use media other than Facebook.

Grafik 47:

Filter: Statements about Facebook – FB members (1)

"Please tell me if the following statements about Facebook (FB) apply to you personally or are true in your opinion."

Data can fall in the hands of wrong people "I'm aware that my data on FB can fall into the hands of the wrong people."

FB-friends in real life "I have met all of my FB friends in real life."

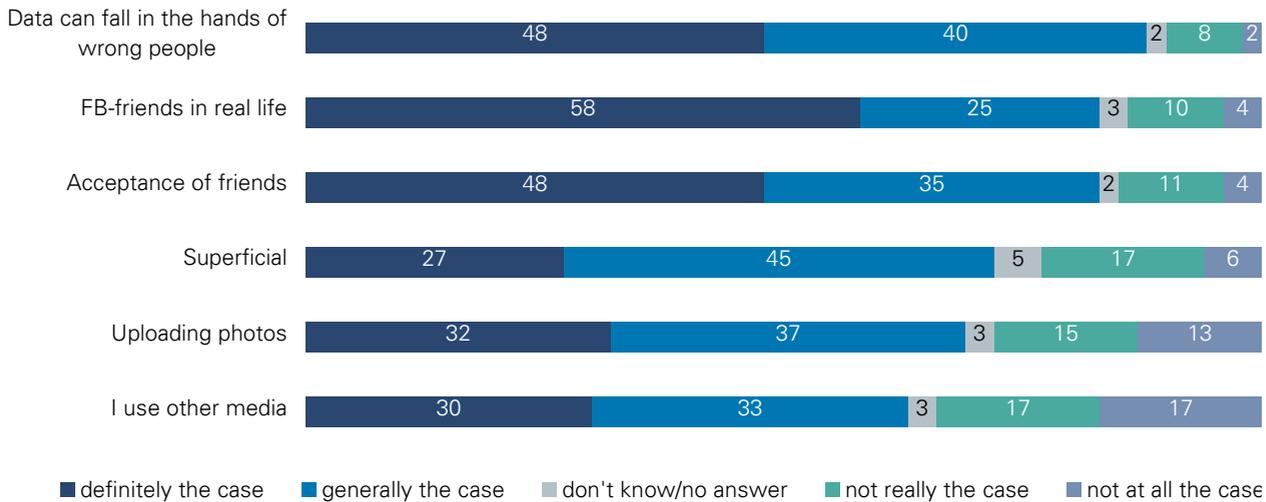
Acceptance of friends "I am very aware of the friends I accept on FB."

Superficial "FB is superficial"

Uploading photos "I upload photos on FB, for example holiday photos."

I use other media I use other media such as TV, internet or video games at the same time as FB."

in % residents between 16 and 25 years, which are FB members



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Although most have uploaded photos, there are only a few who change their status at least once a day. Users are also in two minds as to whether Facebook is a passing phase or whether Facebook is changing the world.

Grafik 48:

Filter: Statements about Facebook – FB members (2)

"Please tell me if the following statements about Facebook (FB) apply to you personally or are true in your opinion."

Events and parties "I've already attended events and parties through FB."

Changing the world "FB is changing the world."

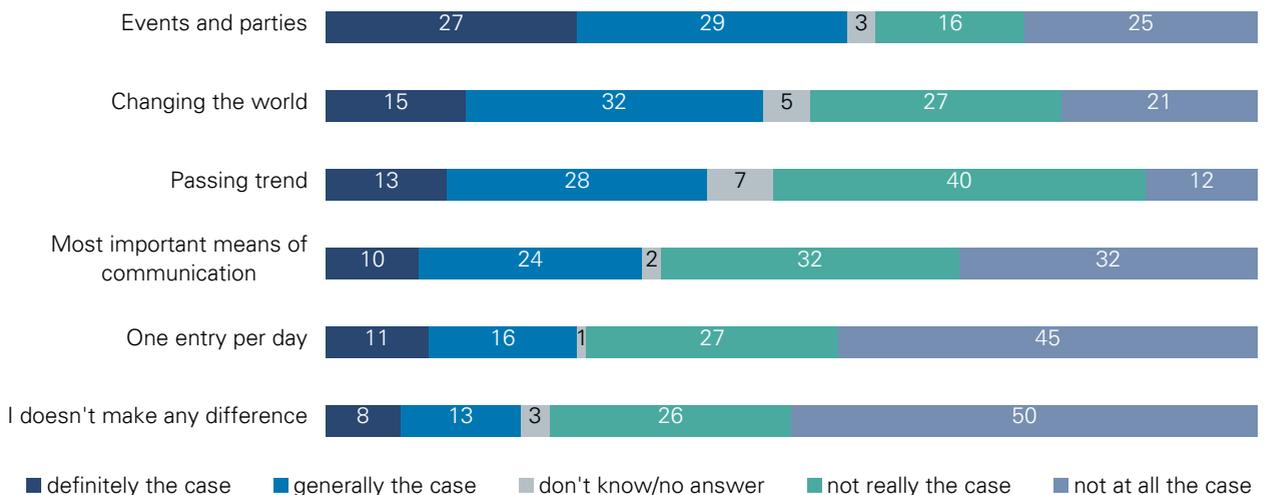
Passing trend "FB is a passing trend."

Most important means of communication "FB is the most important means of communication in my circle of friends and colleagues."

One entry per day "On average I write at least one entry per day on FB."

It doesn't make any difference "It doesn't make any difference how much of my private data is visible on FB."

in % residents between 16 and 25 years, which are FB members



© gfs.bern, Youth barometer, August - October 2010 (n = 859)

Facebook seems to be handled relatively carefully and generally all goes well. Problems such as mobbing or unwanted advances are rare, there is little cheating and acquiring as many Facebook friends as possible is not the aim, or at least that is not what they tell us.

Grafik 49:

Filter: Statements about Facebook – FB members (3)

"Please tell me if the following statements about Facebook (FB) apply to you personally or are true in your opinion."

Spying "I spy on other people through FB."

Political group "I'm member of a political group on FB."

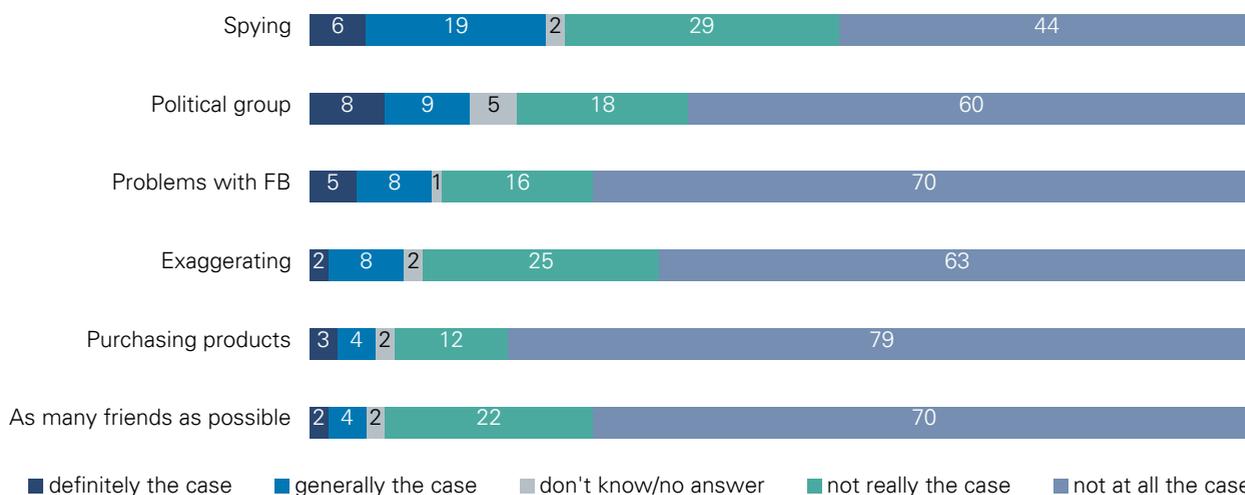
Problems with FB "I've experienced bullying or annoying people trying to chat me up on FB."

Exaggerating "Sometimes I exaggerate a little to make myself seem/look better than I really am."

Purchasing products "I have purchased products because FB."

As many friends as possible "I want to have as many friends as possible on FB."

in % residents between 16 and 25 years, which are FB members

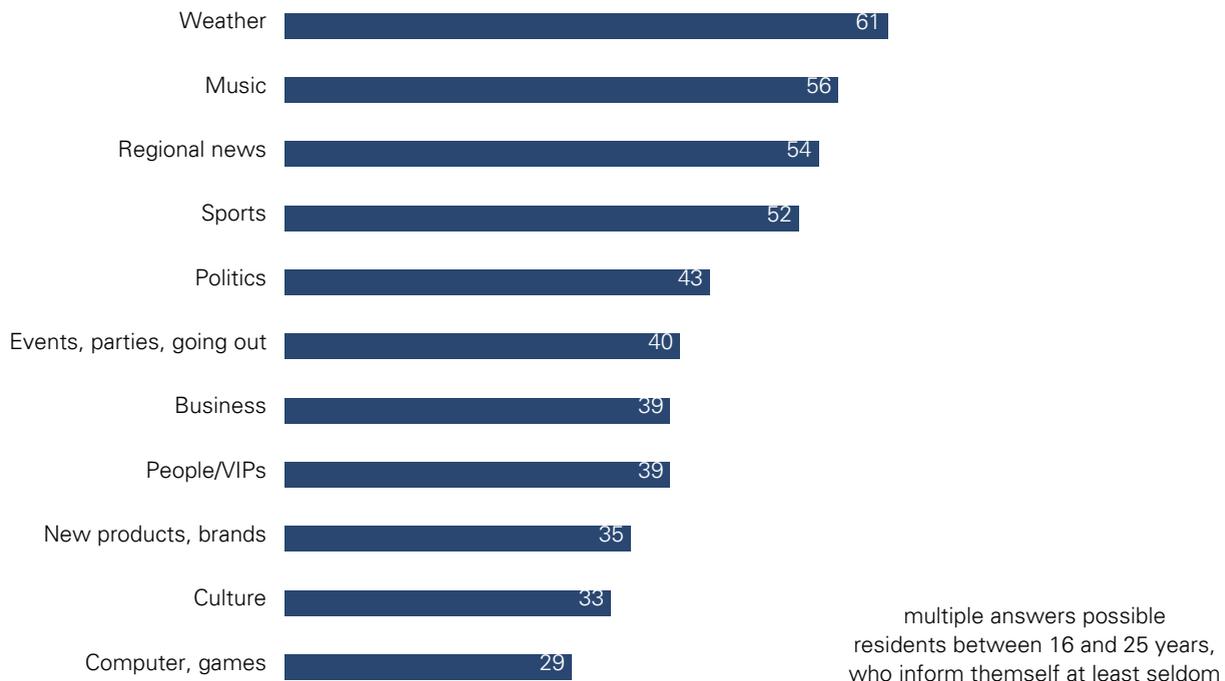


© gfs.bern, Youth barometer, August - October 2010 (n = 859)

Most young people catch up on what is going on at least a few times a week. Only three percent never actively find out what is going on. They are interested in the weather, music, regional news and sport more than politics and economics. The focus is less on people stories, new products, computer news and culture, unless it relates to where they are going out.

Filter: Interests about daily events

"What interests you about the daily events?"

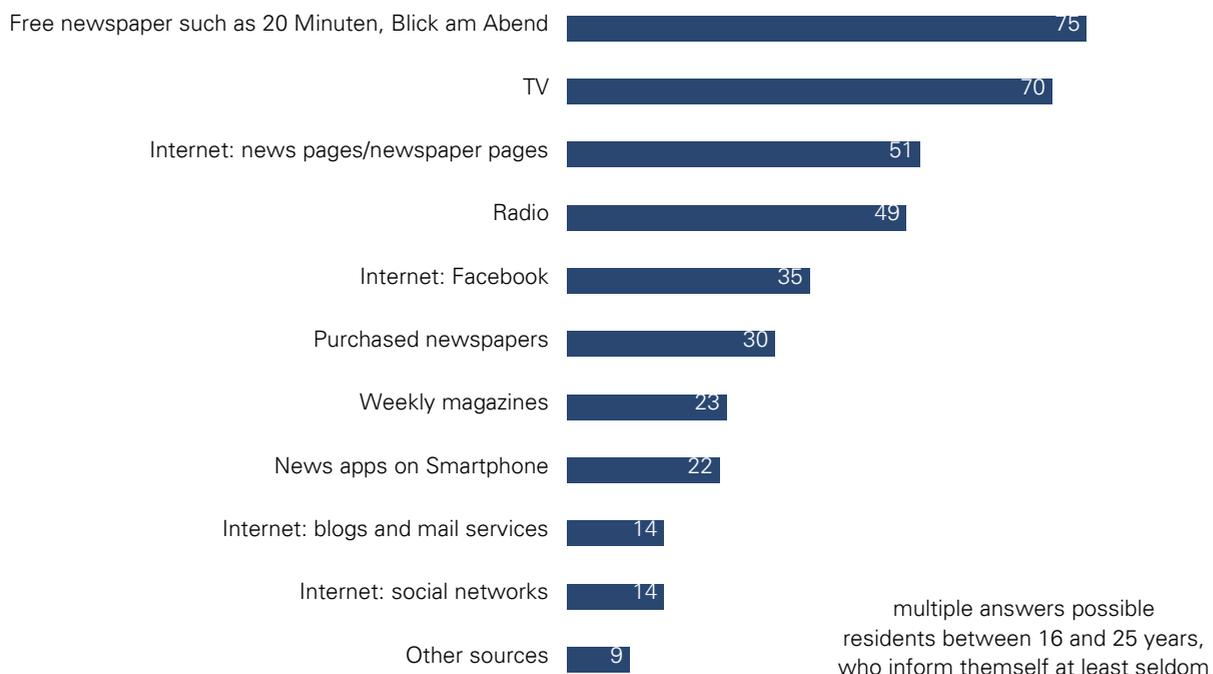


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The way people find out about everyday events exposes another medium, this time not electronic, which is immensely important for young people: free newspapers are the most important media for finding out about everyday events. They are more important than television or the internet. Facebook slots in behind radio and in front of (!) paid newspapers.

Filter: Source of information on current events

"How do you keep informed about daily events?"



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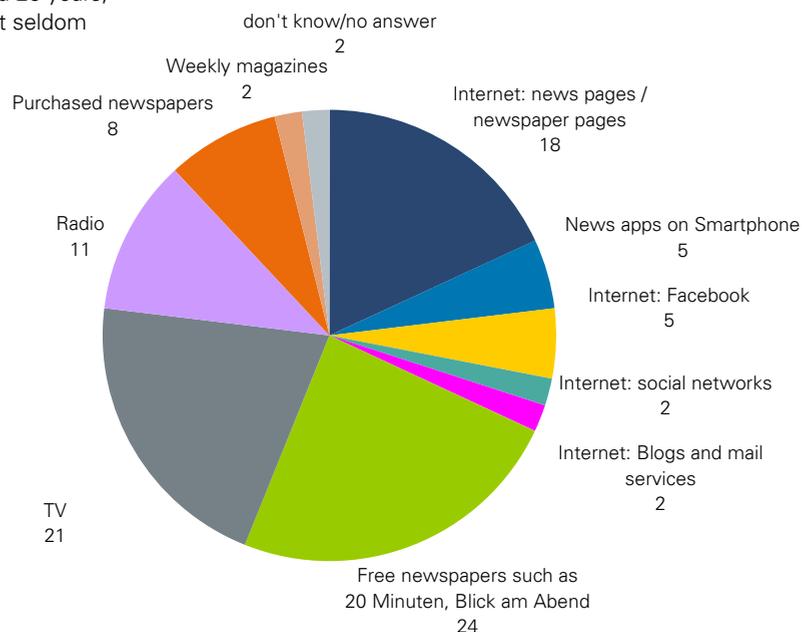
Overall, free newspapers, television and the internet can be seen as the most important sources of information if you put all the different options together. For five percent of those surveyed, Facebook is the most important source of news.

Grafik 52:

Filter: Most important source of information

"Which is the most important source for you?"

in % residents between 16 and 25 years,
who inform themselves at least seldom



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3.6. Education, work, career and finances

Analysis of the open questions on the greatest personal hopes and concerns for the future shows just how important education and careers are. The young people's primary hopes and concerns for the future relate to careers, employment or school.

Careers are particularly important to the young people. 73 percent want to have a decent career. In order to achieve this, they are largely flexible (77 %) and prepared to work abroad (75 %) or undertake a work placement (71 %). An impressive 76 percent are happy with their current career or education situation. This is a very high value in terms of the significance of a career in the young people's life plans.

Grafik 53:

Statements on personal educational and professional situation (1)

"Here are a few statements about your personal education and training or professional situation. Please tick whether these apply to you personally."

Flexibility "I am very flexible as far as my work is concerned."

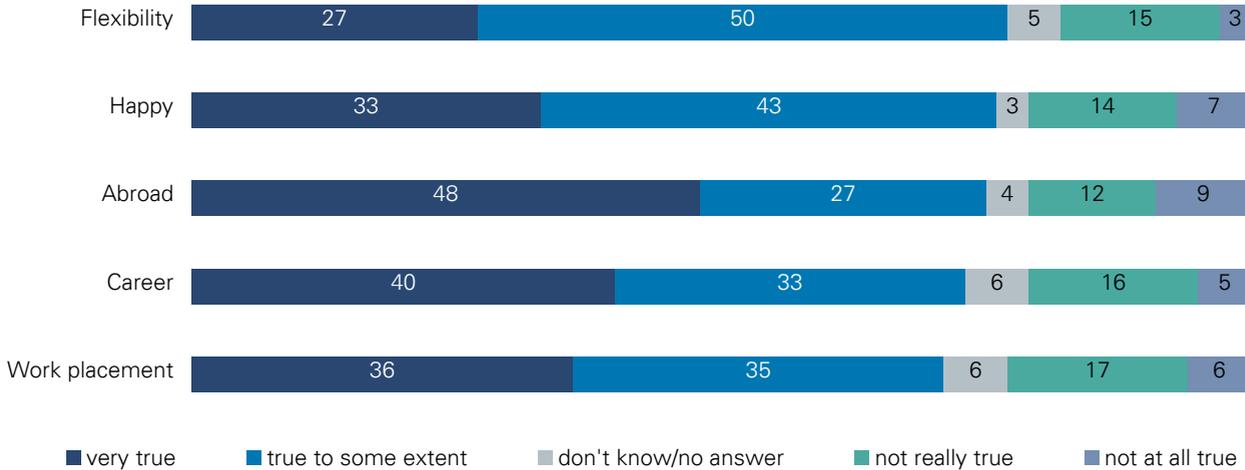
Happy "I am happy with my current situation."

Abroad "I am prepared to go abroad for a period of time to improve my career prospects."

Career "I always want to have a professional career."

Work placement "I am prepared to do a work placement to improve my career prospects."

in % residents between 16 and 25 years



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However, for a considerably smaller proportion, it is already the dream career which they are able to make come true. 30 percent are currently on the lookout for a new job. Self-employment is a potential career prospect for 49 percent of respondents. For a significant minority, finding a job was a difficult process. However, it was evidently relatively easy for the remaining two third to find something suitable.

Grafik 54:

Statements on personal educational and professional situation (2)

"Here are a few statements about your personal education and training or professional situation. Please tick whether these apply to you personally."

Dream job "My current situation is exactly the same as my dream job."

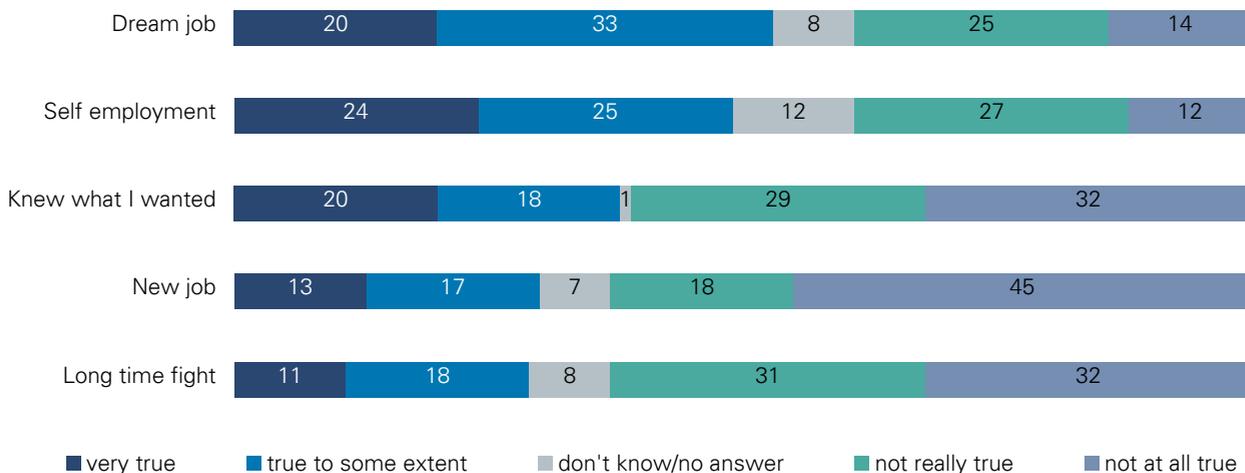
Self employment "I would like to be self-employed later on."

Knew what I wanted "I knew during my compulsory education what I wanted to become."

New job "I am looking around for a new job."

Long time fight "I had to fight for a long time before I found the right thing."

in % residents between 16 and 25 years



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Successful careers are a function of enjoying work, and if you do not enjoy work you should find another job - nearly all the respondents agree with this. They are very conscious and pragmatic about the fact that training is a life-long process. Apprenticeships have a very good reputation among the young people. 77 percent believe that they leave all the opportunities for further education and careers open.

Grafik 55:

Statements about work and education (1)

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

Professional success "If you like doing something, you will be successful professionally."

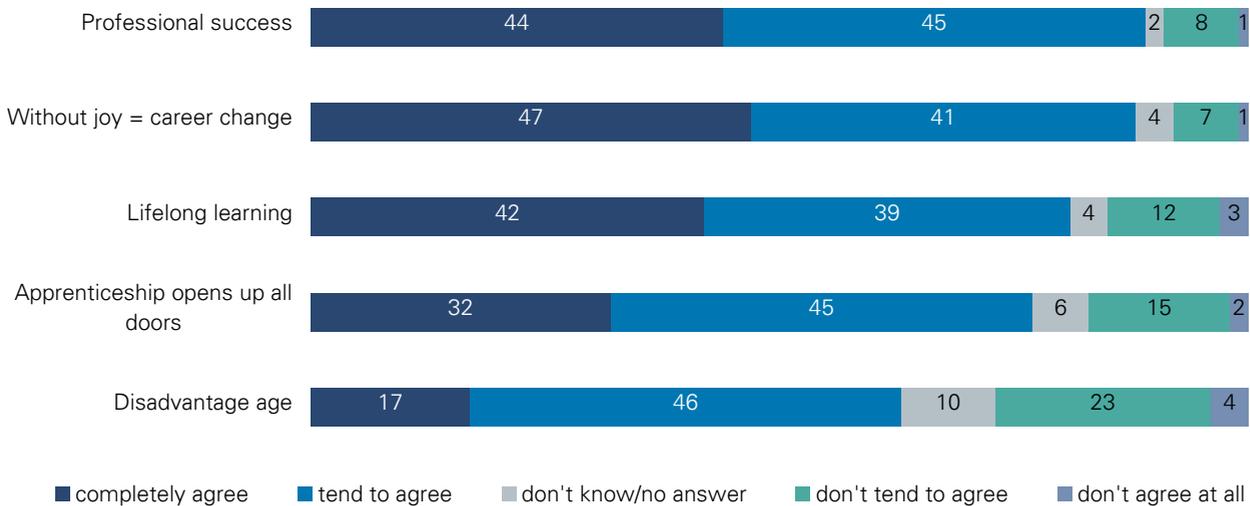
Without joy = career change "If you don't enjoy your work, you should change your job."

Lifelong learning "You have to continue learning your whole life long."

Apprenticeship opens up all doors "Today, an apprenticeship opens up all doors for further education and career."

Disadvantage age "If you are old, you will be at a disadvantage in the professional world."

in % residents between 16 and 25 years



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Close to the majority see youth as an advantage, while just 44 percent see youth as a disadvantage in the workplace. This is considerably fewer than the numbers who see being old as a disadvantage: 63 percent feel that being old puts you at a disadvantage in the workplace. A clear majority is also aware that a foreign-sounding name can put you at a disadvantage in the workplace. More people consider this to be a negative factor than poor school grades. Despite the importance of equality for young people, 49 percent still believe that women are at a disadvantage in the workplace.

Statements about work and education (2)

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

Disadvantage foreign-sounding name "If you have a foreign-sounding name, you will be at a disadvantage in the professional world."

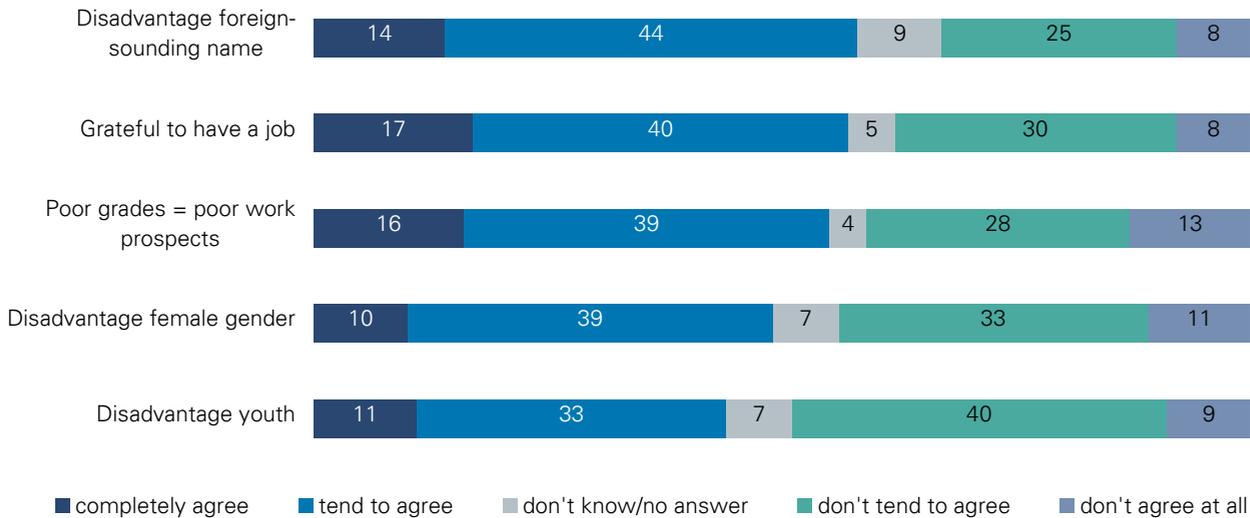
Grateful to have a job "You should be grateful if you manage to even get a job."

Poor grades = poor work prospects "If you have poor grades in school, you will also have poor work prospects."

Disadvantage female gender "Women are at a disadvantage in the professional world."

Disadvantage youth "If you are young, you will be at a disadvantage in the professional world."

in % residents between 16 and 25 years



Studying at university does not have such a good reputation as apprenticeships. Only a 40 percent minority sees university as the best foundation for a career - the majority disagrees with this statement. School, too, has a poor reputation. 59 percent do not believe that school is good preparation for the workplace. According to the young people's life plans, a career is not just about earning money. This statement is agreed with the least of any statement relating to careers. However, youth unemployment also seems part of everyday life for the young people. Only a minority believe that it is your own fault if you cannot find a job.

Statements about work and education (3)

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

University degree is best basis "A university degree is the best basis for a professional career."

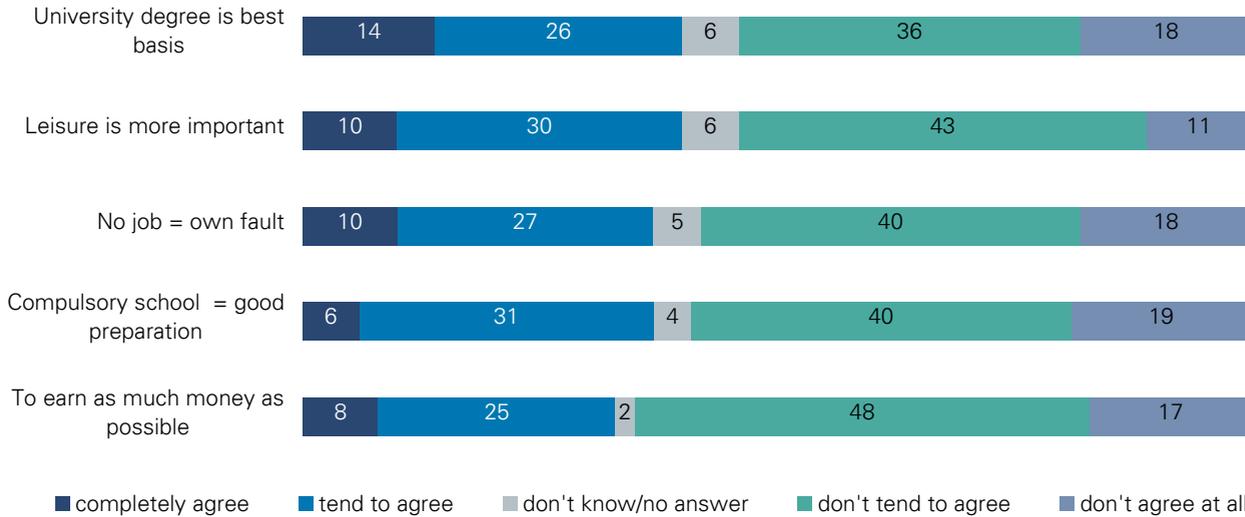
Leisure is more important "Leisure is more important than work/education and training."

No job = own fault "It's your own fault if you can't find a job."

Compulsory school = good preparation "Compulsory school education provides good preparation for the professional world."

To earn as much money as possible "The most important thing about work is to earn as much money as possible."

in % residents between 16 and 25 years



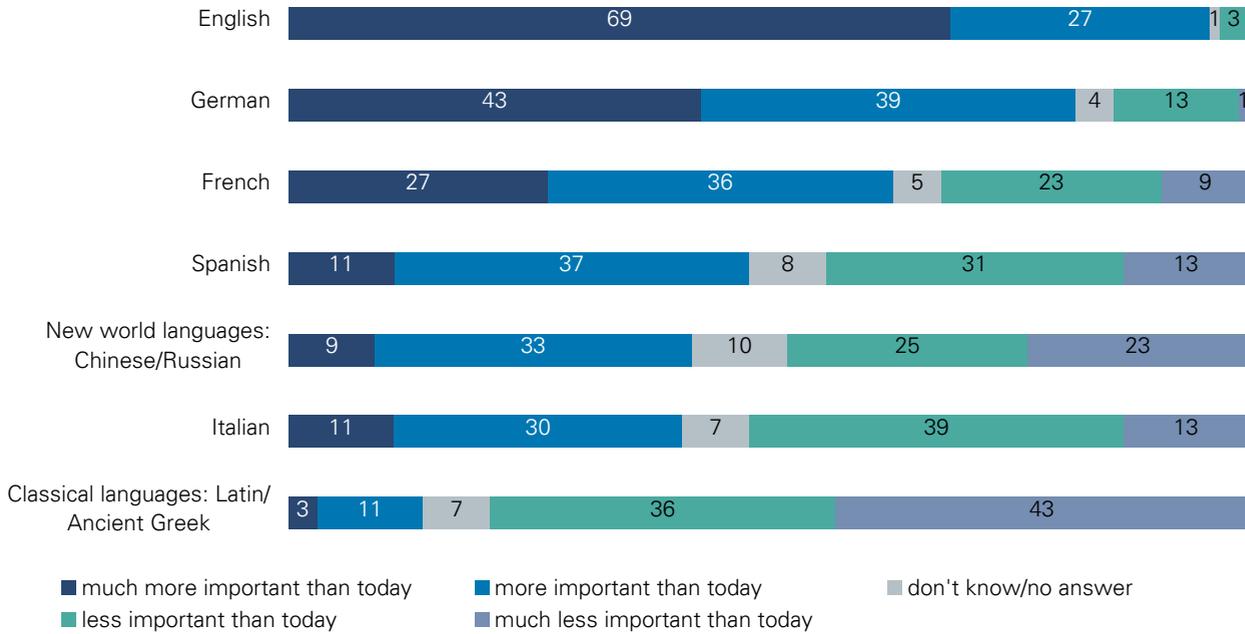
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Language teaching is one possible reason for criticism of the school system. Irrespective of whether German or French is spoken in school: The young people believe much greater emphasis should be placed on English - 96 percent agree with this. German should also be given more importance according to a clear majority of both German (84 %) and French (75 %) speakers. French should also be more important, although the German-speakers are more reserved in this respect. Only 55 percent of respondents in German-speaking Switzerland want greater emphasis placed on French.

Importance of languages

"How important should the following languages be in school today?"

in % residents between 16 and 25 years



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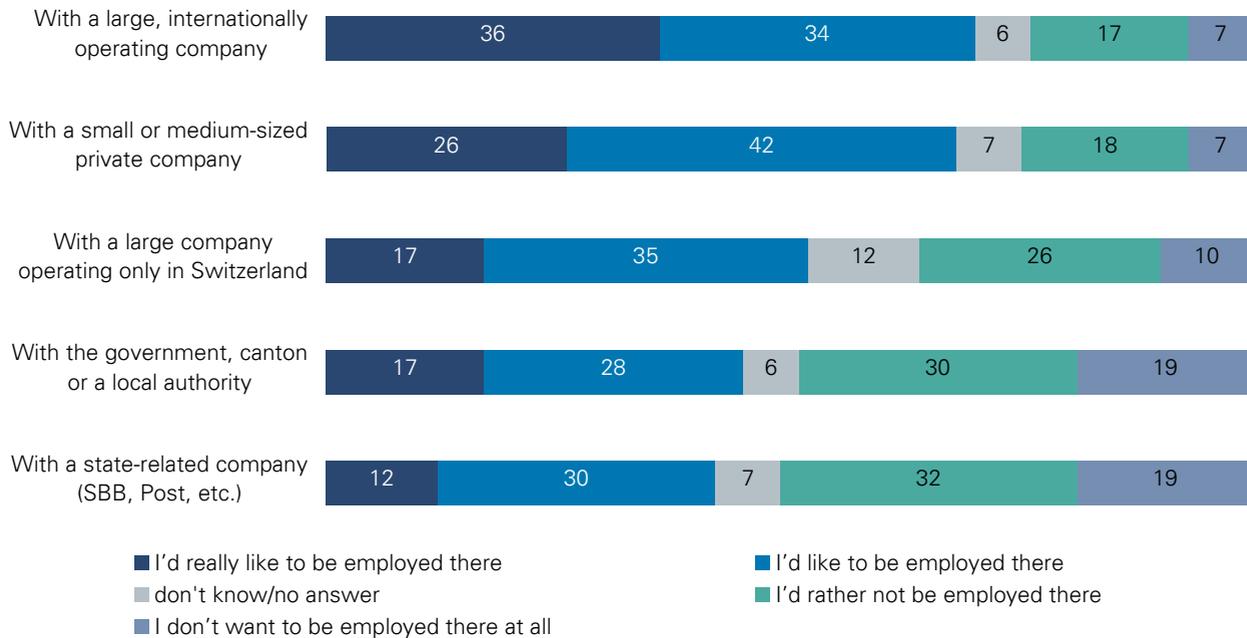
It can clearly be seen how important young people believe English to be when you look at the list of most desirable employers. A clear majority would like to be employed by a large international company. This is also a clear sign of young people's relaxed attitude towards globalisation. SMEs and large companies working only in Switzerland are comparatively low in the popularity stakes. Only a minority would prefer a job in the public sector or a government body.

Grafik 59:

Desired employment

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

in % residents between 16 and 25 years



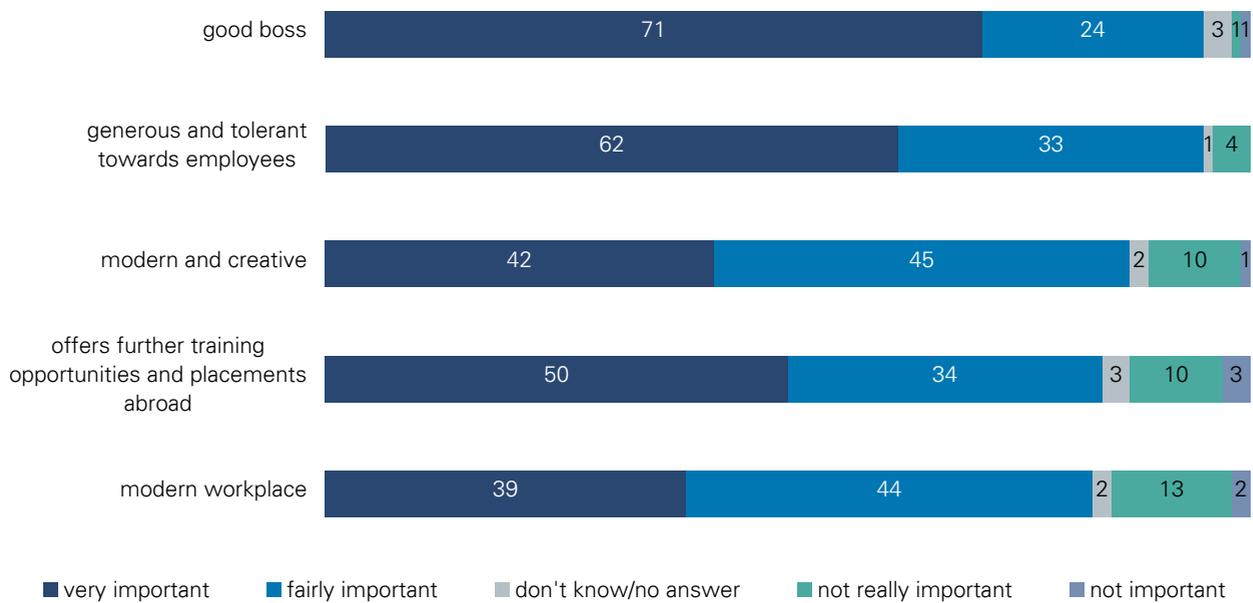
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There is huge diversity in terms of the industry and company characteristics of the specific companies named. Many of the young people do not name specific companies when asked openly which company they would most like to work for. There is a slight preference for the travel industry and Google. Google has better spontaneous popularity than the leading Swiss companies. However, also UBS and CS are named more frequently than SBB, the Post, Novartis or Roche. NGOs are also popular employers.

Desired factors in an employer (1)

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

in % residents between 16 and 25 years



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The list of desired employer characteristics is a lot more consistent. A female boss is clearly a priority. 71 people specifically want a female boss. The employer should also be generous and tolerant to its employees. The popularity of Google may be reflected in the widespread desire for a modern, creative employer. Although career is considered considerably more important than creativity in life, the ideal career is considered to be a combination of the two. The workplace should also be modern and enable further training or secondments abroad.

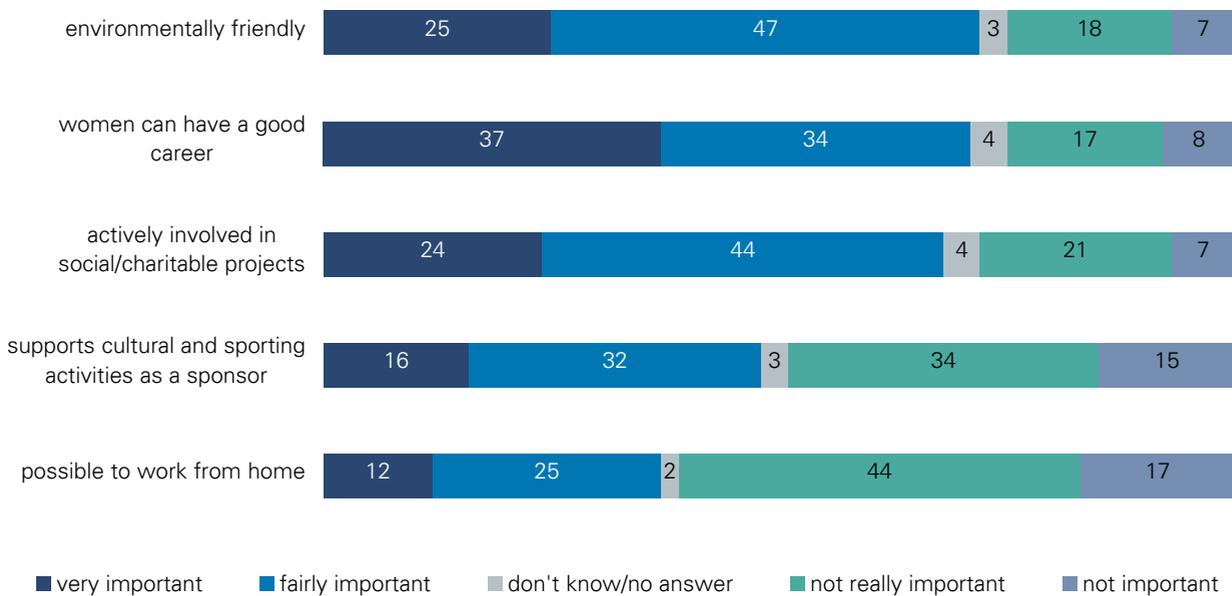
Corporate Social Responsibility is less a priority than more concrete benefits. Working from home is relatively unimportant for young people.

Grafik 61:

Desired factors in an employer (2)

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

in % residents between 16 and 25 years



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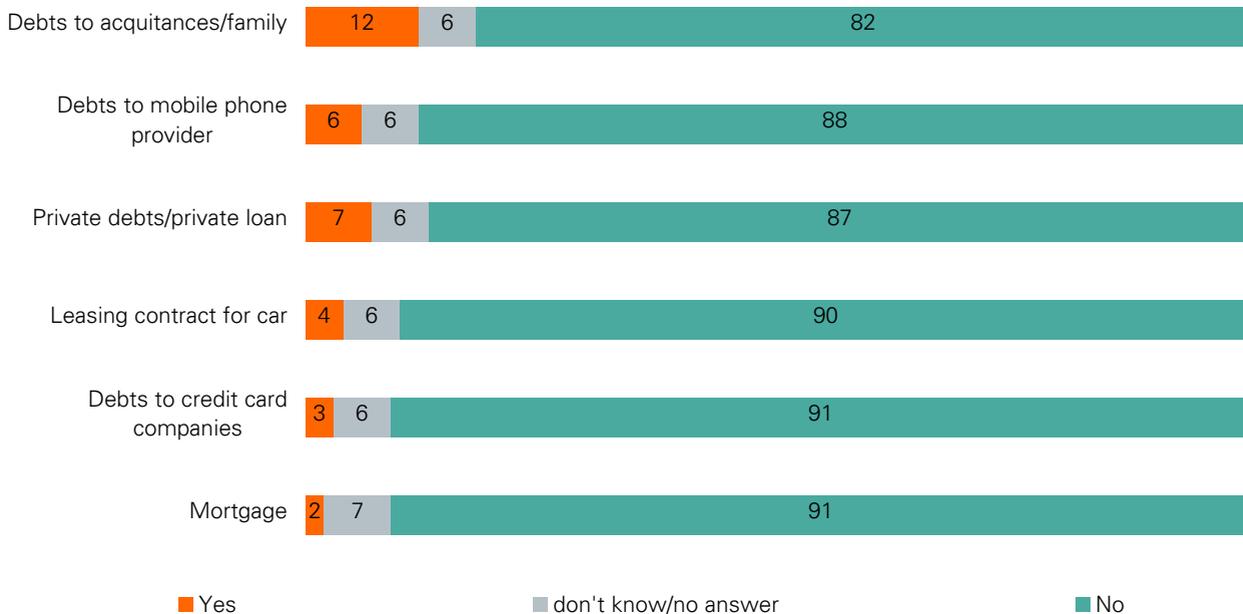
The majority of young people have no debts. Debts to friends and family are most widespread. Twelve percent have liabilities of this kind.

Grafik 62:

Financial obligations

"Do you personally have the following financial obligations?"

in % residents between 16 and 25 years



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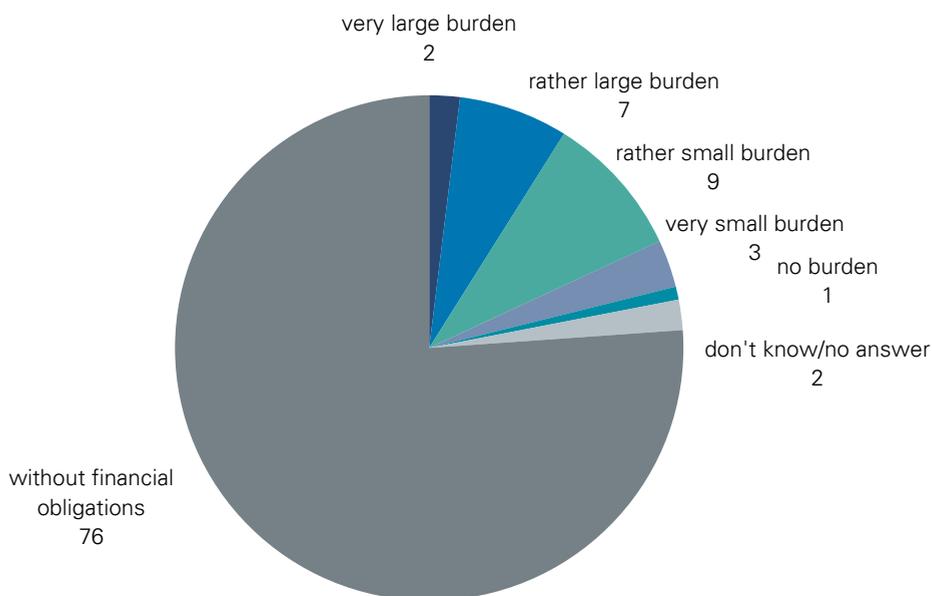
24 percent have financial liabilities to at least one creditor. Nine percent feel their level of debt is a real or quite considerable concern. Excessive debt among young people is a real but not widespread phenomenon.

Grafik 63:

Burden of financial obligations

"In your life, are the financial obligations listed a very large, rather large, rather small, very small or no burden?"

in % residents between 16 and 25 years



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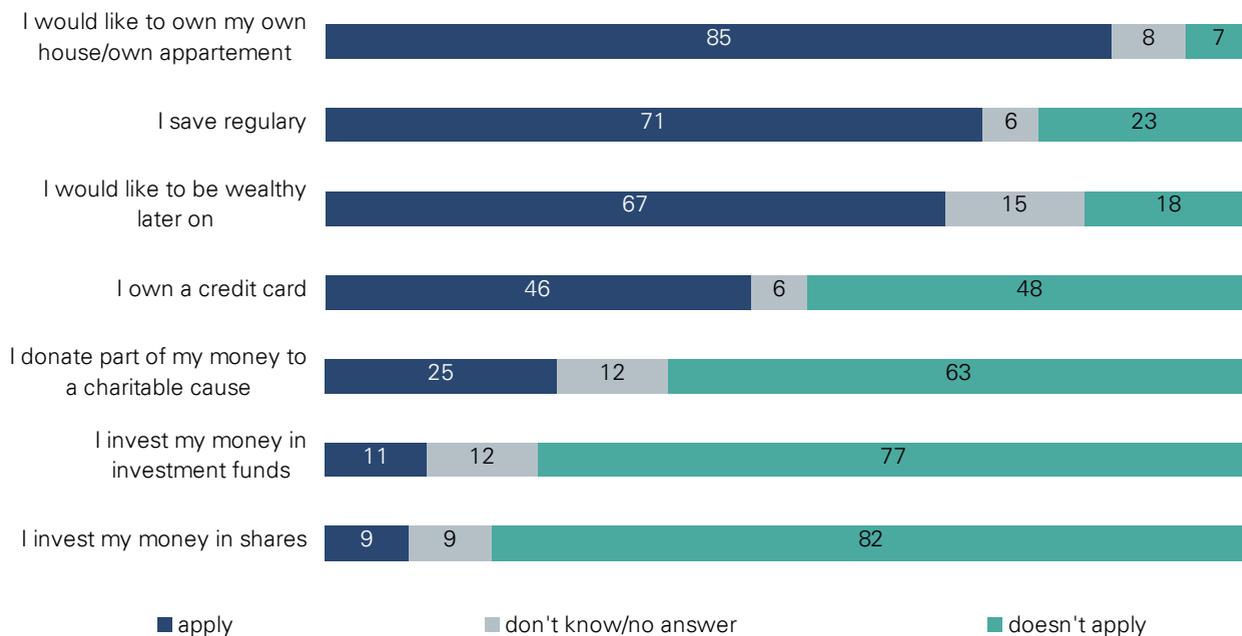
However, the desire for material things is very widespread. Two thirds want lots of money and 71 percent are saving regularly. As many as 85 percent want a home of their own. Investments in funds or shares are relatively rare.

Grafik 64:

Financial statements

"Do the following financial statements apply to you?"

in % residents between 16 and 25 years



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4. Summary

The first Credit Suisse Youth Barometer incorporates a wealth of findings on life, life plans and objectives for young people. Since as long ago as the nineties, the young people in Switzerland have been thought of as pragmatic, and maintaining "traditional" values. In the late sixties and eighties, the debates among young people focussed on left-wing politics and independence. Even though they could not count the majority of young people or society among their followers, they dominated the contemporary spirit of the times. Historically, although perhaps this is with the benefit of hindsight, it was assumed that the political power would go towards these movements and result in effective political programmes - typical figures in these debates would be Bill Clinton or Moritz Leuenberger. If the nineties were characterised by pragmatism, then only a makeshift political programme can be derived from this.

This allows us to draw a first careful parallel to the youth of the naughties in Switzerland and to the above study. Any political reading of the characteristics of modern young people is bound to fail. The "bourgeois", "ethical post-materialists" and perhaps parts of the "experience-lovers" could to a certain extent be seen as groups with political leanings. But the youth of today also includes "active materialists", "hard-working individualists" and the "resigned" group. And politics is of little or no interest to them.

This becomes clear in the results in a number of ways: It is the methods of communication and not so much the content of these communications which characterise young people at the beginning of the twenty-tens. And it is about more than can be suspected from the term "Digital Natives". Of course, the young people of today could use a computer blindfolded and are good at perceiving the risks involved. However, communications networks are a way of life today. The internet covers all aspects of life and therefore forms part of the young people's ambitious aims. While they were earlier assumed to be "internauts" who trawl randomly through the internet in the interests of research, their use of the medium is now more systematic. The net is pulled taut, and the young people move around it with the confidence of spiders moving around their webs. Hence the nickname, the "Spider Generation", as suggested in the title. The meteoric rise of Facebook is the best current expression of this way of life.

The wording is deliberately retained in English, as the language also characterises the youth of today across all the different language regions of Switzerland. This Web 2.0 generation is full of "Crowds". It may be that the young people have almost too much faith in the wisdom of the masses ("Crowds"). That sometimes, you can google a question too quickly and come up with the wrong answer. However: Google is the most cited single company the young people would like to work for. "Clouds" represent Windows, and the possibility that this company's period of ascendancy is over. But even looking back through history, clouds cannot represent the current generation. They are very target-oriented in career and material issues. It is not about money, it is about self-realisation. Back in the eighties and nineties, it was all about post-material factors, but now the emphasis has shifted back to things you can buy with money. From iPhones through hybrid cars to foreign holidays. The youth of today is comparatively less concerned by the debate on values, the environment and generation issues. They are more worried about paying into their pension funds, whether they can afford to buy their own home and getting a job with a big international company. The major hopes and fears relate to jobs, education and money.

The young people have problems in their everyday lives when it comes to dealing with foreigners, even though the vast majority count foreigners among

their friends. The clear majority describe the relationship as tense and many have witnessed fights between ethnic groups.

Hypothesis 1

The youth of today, their lifestyle and contemporary spirit are best defined by electronic means of communication, such as texts, e-mail and Facebook. Young people move around the communication networks with the confidence and assurance of spiders moving around a web. They find out about the trends and new products, find information and maintain friendships.

Hypothesis 2

Some of the young people believe Facebook to be a passing trend which will not change the world. However, despite its problems, Facebook has obtained a significant status in its few years of existence. It is so clearly the focal point for young people in the Web 2.0 era that Facebook and Crowdsourcing could have a huge impact in the lifestyle of young people, even in the near future.

Hypothesis 3

Although forms of communication are still in flux, the outlook of young people remains traditional: friends, family, education and career are still top priority, well above enjoying life. The majority of young people are characterised by middle-class values, with a hint of materialism, hedonism and individuality. Ethereal debates, ethics and post-materialism are less central.

Hypothesis 4

The young people believe that the mainstream is in fashion: affordable, fashionable clothing and pop music are way ahead of fixed-gear bikes, flash mobs and kite-surfing. The generation is defined by established popular culture and not urban hype. They simply want to be themselves and not try to be something they are not – neither in the Net.

5. Appendix

5.1. gfs.bern team



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Specialist

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