

Youth unemployment dampens hopes

Credit Suisse Youth Barometer
International Comparison



Singapore: Conformity among success-oriented young people

USA: Risk aversion instead of the American dream

Brazil: New value systems shaped by religion

Switzerland: Relaxed professional situation creates scope for self-development

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Project team

Lukas Golder Political and Media Scientist

Claude Longchamp Political Scientist, Lecturer at the Universities of Bern, Zurich and St. Gallen

Martina Imfeld Political Scientist

Cindy Beer Sociologist

Stephan Tschöpe Political Scientist

Philippe Rochat Political Scientist

Meike Müller Sociologist

Carole Gauch Political and Media Scientist

Andrea Kohli Specialist in German Studies

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1 Summary of Key Points

1.1 Objective and methods

Four countries, four measurement points for a surveyed target group and a range of really exciting insights The Credit Suisse International Youth Barometer aims to give an insight into the lifestyles and views of 16- to 25-year-olds living in the USA, Brazil, Switzerland and, new for 2013, Singapore. The structured questionnaires include sections on lifestyles, hopes, trends, work and living together as well as communication behaviour. Questions on career orientation and how individuals deal with goals were also asked.

The survey was carried out online to reflect the high level of affinity that young people have with the online world, with those taking part in the survey recruited through various channels. As in the last two years, the survey was carried out in the USA and Brazil by the international research company "Evalueserve". Based on the assumption that socially disadvantaged households were less likely to have an internet connection, a combination of methods was applied to compensate for this distortion in Brazil. Young people in Brazil were able to participate in the study either online or directly, i.e. face to face. The online questionnaires themselves were carried out between April and May 2013. For the purposes of the evaluation, there were 1000 people aged between 16 and 25 surveyed in the USA, 1000 in Brazil and Singapore, and 1025 in Switzerland.

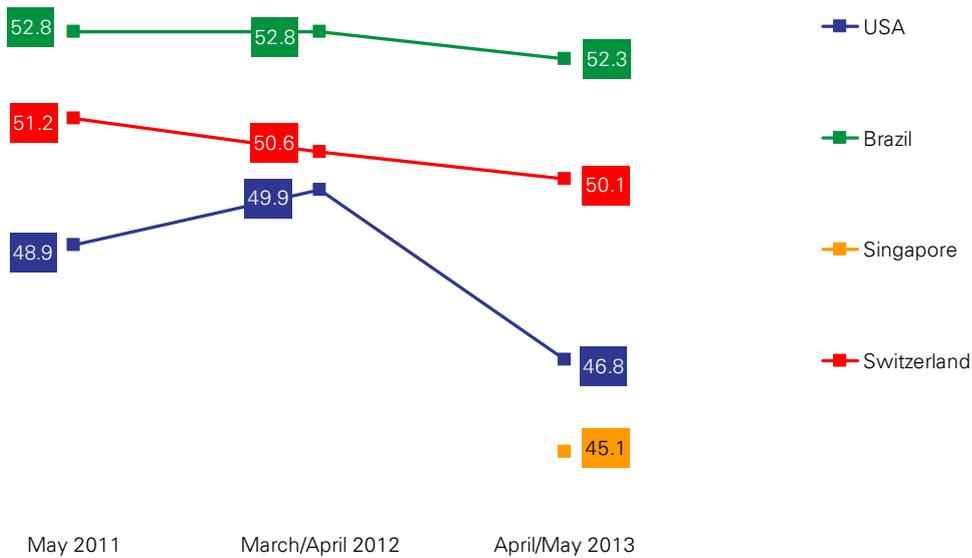
1.2 Attitudes and values

Young people in the USA and Brazil see the future prospects for their countries in a critical light, especially when we take into account the exhibited trends. In the USA critical votes are continually growing, but in Brazil a break from the previously positive trend can be observed in 2013. When measured in terms of the hope index, which comprises six different indicators, young people are generally no more hopeful than in the last two years. Hope in the USA is clearly in decline.

Fig. 1

Trend International Comparison Hope Index

mean inhabitants between 16 and 25 years



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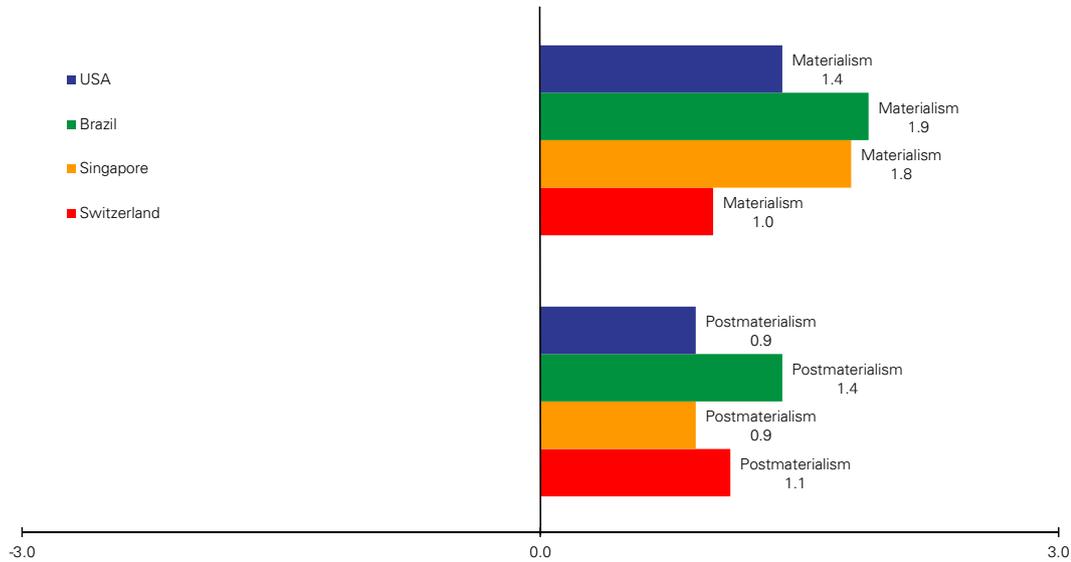
Using an indexing process, value questions and questions on life beliefs in 2013 were condensed into real value systems for each country. For the value dimensions of materialism, post-materialism and religiousness, national boundaries were shown to be the strongest differentiating factors, as was clearly confirmed by the finding on different value systems in the previous year.

Singapore is significantly less shaped by materialism and religion. This tendency is also true for young people in America, although religiousness plays a less important role. Brazil, in contrast, is the most strongly religiously shaped country with the most materialistically shaped value pattern. At the same time, however, this is contrasted with the strongest post-materialism. By comparison, Swiss young people are the least materialistic and religiousness is only weakly developed among them.

Fig. 2

Values International Comparison Materialism & Postmaterialism

Aggregation of different questions concerning values, to indices with -3 as minimum and +3 as maximum.



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Example: The scale of values ranges from -3 to +3. The minus range defines which values people are not very oriented towards. The positive range reflects the values which people are oriented towards. A mean value of 0-1 indicates a rather weak to slight orientation and a mean value of 1-2 a moderate orientation. The indices are a consolidation of various value questions, which are listed in Chapter 3.2.2

Different value systems thus exist in the different countries, which are also reflected in the life plans of young people.

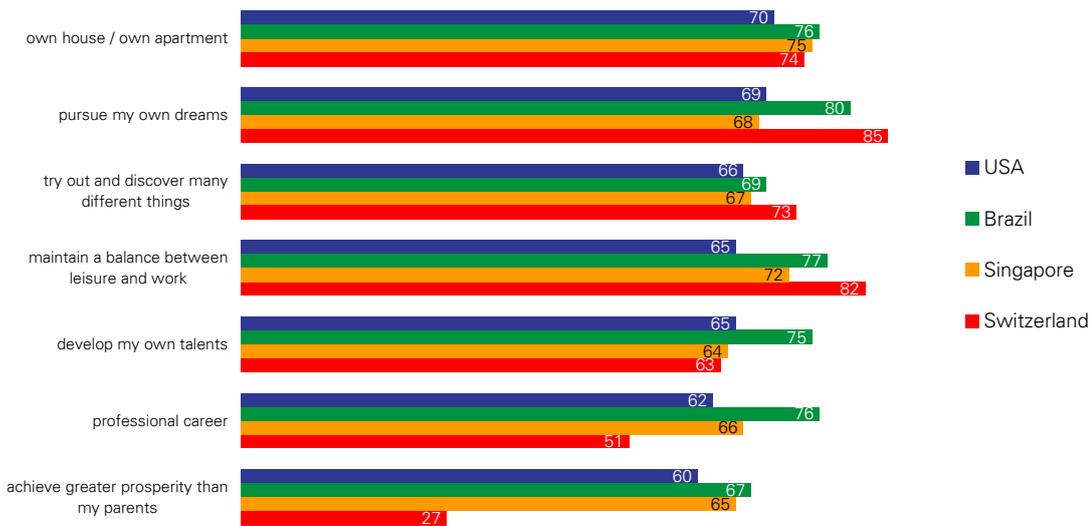
In Brazil the focus is placed slightly more strongly on success, while young people from Switzerland and the USA place greater emphasis on self-development and work-life balance. Career and status is emphasised to a below-average extent by young Swiss people, but they place more emphasis on post-materialistic objectives in life. Materialistic attitudes can be most clearly observed among young people in Singapore. There, too, goals similar to those in other countries can be found in the top rankings. The materialistic tendency is most clearly found in the high agreement with wanting to have a lot of money and striving towards greater wealth than one's parents.

Fig. 3

International Comparison life goals (1)

"When you think of your life's goals, which one of the following you definitely want, which ones you definitely want to avoid, and which ones you expect to decide spontaneously depending on the turns you life takes."

in % inhabitants between 16 and 25 years, sum of definite / likely goal



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1.3 Lifestyle – Leisure – Communication

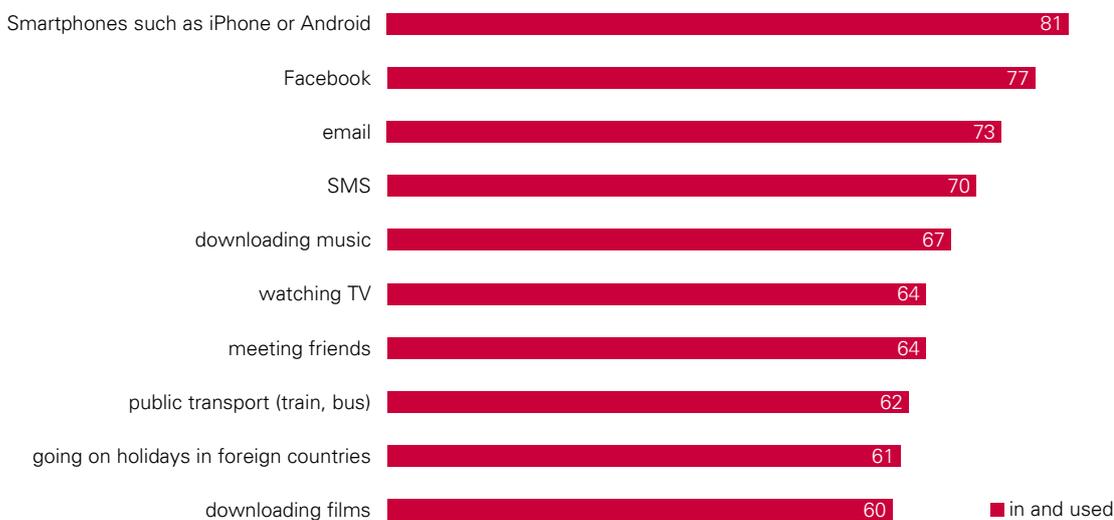
Despite clear national differences in individual trends, for the fourth time it has been confirmed that communication tools decisively influence current trends in all countries. The primary task of things which are described as "in" and are also effectively used by young people is to enable communication. Only after this are other elements listed, such as music, television and (real) meetings between friends, in other words personal leisure activities which are independent of communication platforms.

Fig. 4

Comparison Top-Ten: Lived Trends all Areas of Life: in and used / 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."

in % inhabitants between 16 and 25 years



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There are also parallels between elements that are "out" and not used. These include regular means of transport, but above all drugs, performance-enhancing substances and smoking. Individual social media platforms can also quickly fall into this category, be it for example Orkut (Brazil, Singapore) or Hi5 and MySpace (USA). In Switzerland and the USA landline telephones also belong in this category.

The dynamics among communication elements is also highest when internationally viewed. What is currently "in" and what is "out" is most likely to change here. The clearest example of trendsetting through communication tools is smartphones. Since the beginning of the survey, smartphones have changed from a minor trend to one of the determining trends. Although Facebook is still included in this category, in the USA and Switzerland the trend highpoint has already been reached.

Media use is more country-specifically influenced than communication. All countries share the high pattern of accessing information. However, while free newspapers play an important role as a source of information in Switzerland, in addition to TV, new media are dominant in the USA and Brazil, while in Singapore news apps are dominant.

1.4 Politics: problems and views

While the majority of teenagers in Switzerland and Singapore describe the image of their country as at least fairly good, their Brazilian peers are less inclined to do so and the majority of those in America rate their country's image as bad. With the exception of Brazil, everyone is proud of their country, most of all the Swiss, followed by people in Singapore and America.

Also with regard to government failure and the need for reform, Brazilian teenagers are clearly more critical than young people in the other countries. To put this in more relative terms, it should be added that, with the exception of Switzerland, the majority of those surveyed in all countries consider political system reforms to be necessary.

Significantly different problems and problems shaped by national political debates still exist, however there have been no major qualitative changes with regard to the Top 6 problems within the respective countries from year to year – the problem cycles are slower than perhaps suggested by the debates in the media which are driven by current events. A clear parallel can be found regarding concern about unemployment, which in all countries is one of the two biggest problems. Apart from in Brazil, school and education is one of the more important problems, but often depends on the extent to which the individual is personally affected (in Switzerland only seventh place with 18%).

Table 1:

Trend International Comparison Six Most Important Problems

"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 the greatest problems of the US / Brazil / Singapore / Switzerland."

USA		Brazil		Singapore*		Switzerland	
unemployment/ unemployment among youth	54%	→	corruption	63%	↗	unemployment/ unemployment among youth	42%
gasoline and oil prices	44%	→	unemployment/ unemployment among youth	42%	→	inflation / rise in prices	41%
terrorism	33%	↗	violence in cities	29%	↗	wages / development of wages	38%
corruption	27%	→	wages / development of wages	27%	→	school & education system	27%
health issues	25%	→	gasoline and oil prices	25%	↗	health issues	26%
school & education system	25%	→	health issues	24%	→	retirement provisions	26%
			retirement provisions	24%	↘		
						foreigners / integration of foreigners / freedom of movement to other countries	50%
						retirement provisions	37%
						unemployment/ unemployment among youth	32%
						protecting the environment / global warming / environmental disasters	27%
						personal safety / criminality / violence among young people / violence in stadiums	26%
						energy issues	22%

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1.5 Career, education, finance

Among young people unemployment was also listed among the two biggest concerns in all countries. This comes as no surprise, given that career, training and education play a key role for the surveyed age group.

Nevertheless, the emphasis should be on enjoying one's work and anyone who does not enjoy their job should change employment. In other words, those who enjoy their job are also successful. The realities in the USA, Brazil and Singapore clearly challenge this focus on enjoyment, and the majority think that one should be grateful to even have a job in the first place. In countries other than Switzerland, the most important thing is to earn as much money as possible. In Switzerland the focus tends to be more on self-development. Apart from in Singapore, only the minority support the statement that leisure time is more important than a career or training.

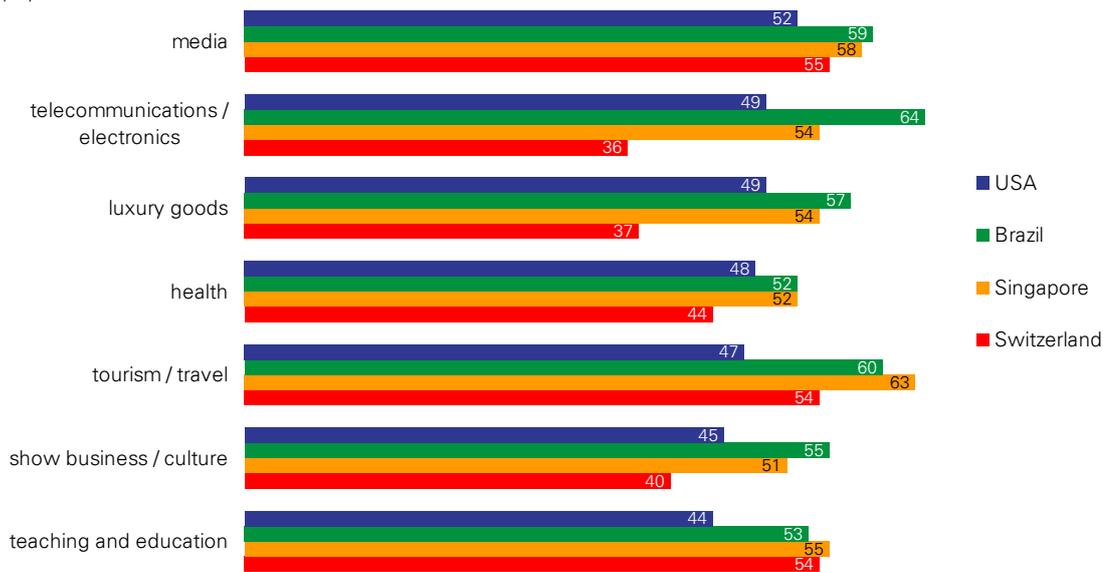
People's desired employment does not reflect the partly negative view of journalism among the population, but instead reflects the trend towards the importance of the media, which is very clearly illustrated by this study. Many young people (apart from in Switzerland) would very much like to work in media and in telecommunications/electronics.

Fig. 5

International Comparison requested industry to be employed (1)

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

in % inhabitants between 16 and 25 years, sum of "would very much like to be employed there" / "would prefer to be employed there"



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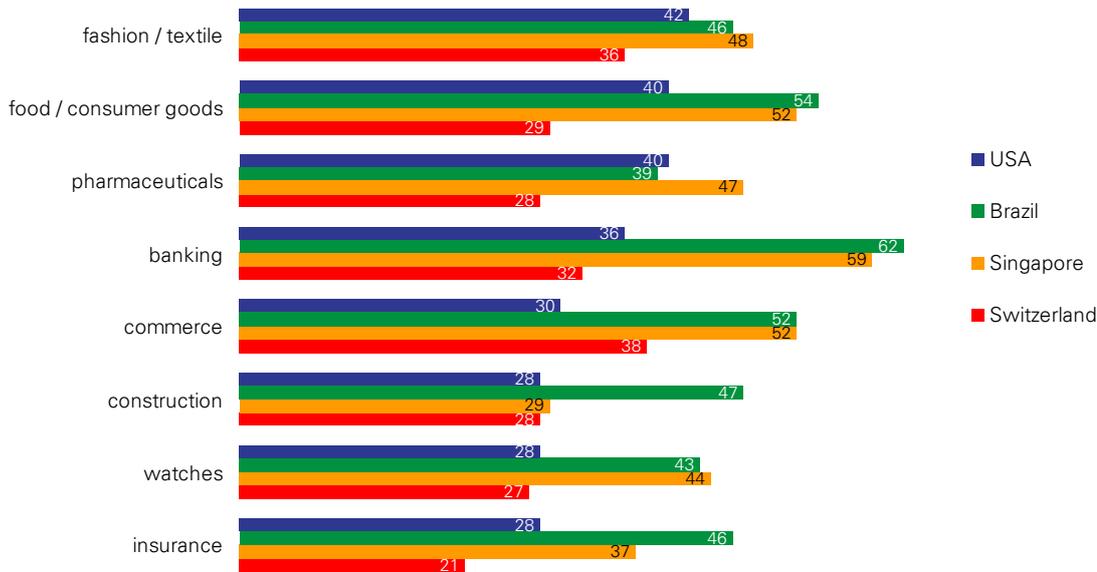
The most popular industries are therefore the same across all countries, but in the lower ranks there are clear differences when viewed from a comparative perspective. Young people in Brazil and Singapore are particularly striking in this respect. They say that they would like to work in banks, trade, the watch industry or the food and consumer goods industry – in other words more traditional business sectors – markedly more frequently.

Fig. 6

International Comparison requested industry to be employed (2)

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

in % inhabitants between 16 and 25 years, sum of "would very much like to be employed there" / "would prefer to be employed there"



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People's financial means differ significantly from country to country. In Switzerland very few young people have financial obligations. In general, the situation for young Swiss people is more stable than for their peers in other countries, which explains why the 16- to 25-year-old Swiss have a less pronounced desire for wealth and money. The focus for them is on self-development.

1.6 Theses

Extending the survey to include an Asian country, new value questions and this additional measurement point enable deeper insights into the attitudes of young people than before. This will enable us to refine and reformulate previous findings. Our findings and reflections are summarised as follows:

Finding 1

In all countries a simultaneous orientation towards materialism, post-materialism and altruism can be observed. Only in Switzerland do we detect a pronounced polarisation in these value orientations along the political left-right axis.

Thesis 1

The combination of materialism and post-materialism is constitutive for young people and the phase in life between school and a definitive career. Cultures shape values and, in addition to noticeable parallels between the countries, it is in the area of religiousness that the greatest differences exist. Outside of Europe, a new value synthesis is developing that is removed from classical left-right thinking. It is not only determined by social class, but instead represents a symbiosis of material and post-material orientation.

Finding 2

At the present time, young people in Brazil, Switzerland, the USA and Singapore have little hope or are less hopeful than in 2010-2012. Although this is not resulting in growing criticism of the political systems at the present time, unemployment is perceived as a key problem by young people in all countries. In this regard, belief in the future can be quickly strengthened, as work remains a central orientation factor in society. In Switzerland professional integration succeeds comparatively well thanks to the dual education system and young people's career situations tend to correspond with their dreams. Particularly in America, for many people the American dream currently remains just a dream: young people in the US position themselves as much less willing to take risks than their country.

Thesis 2

Work is the main orientation factor in the lives of young people in all countries. Raging unemployment among young people undermines their sense of security, is a breeding ground for fears regarding the future and diminishes hope among young people.

Finding 3

Career orientation and prospects are more concrete in Switzerland than in other countries thanks to the dual education system. The opportunities for realising one's dreams directly in the professional world combined with specific training and education are extremely high.

Thesis 3

It is easiest for Swiss young people to establish a place for themselves in society through performance. This makes self-development outside of immediate material concerns and achieving own goals more realistic. Leisure time is therefore highly valued and adolescence is less disillusioned.

Finding 4

The strong material, municipal and religious orientation combined with acceptance of the government show that young people in Singapore follow a separate pattern. They are also currently very concerned about their own financial well-being due to inflation and wage developments.

Thesis 4

Conformity, the willingness to perform and respect for their own country shape the attitude towards life of young people in Singapore, despite material concerns about the tense economic situation.

Finding 5

Particularly in Brazil, a strong aspiration towards social advancement continues to be combined with a simultaneous emphasis on solidarity and the environment. Young people want a house and a job, but also want to do something for the environment and show solidarity. In Brazil there is still a high degree of dynamism with very high level of confidence and clear contrasts. Concerns about corruption and urban violence are combined with a clear orientation towards hedonistic values, but religion and solidarity also play an important role in this country. The gap in values appears to be especially heterogeneous in this phase of change, with post-materialism being particularly pronounced among the higher social classes.

Thesis 5

Contrasting values in the rising social classes of Brazil are most likely to create new value orientations and value syntheses between a Christian orientation, environmental affinity and nevertheless material orientation beyond left-wing and right-wing.

Finding 6

In the USA there is currently little confidence with regard to the country and people's personal situations. The integration of young people is not successful enough, their willingness to take risks is low and a departure towards new goals seems unlikely.

Thesis 6

Signs of hope, new values and an optimistic spirit of change are lacking in the USA. The attitude of young people in the US is the antithesis to the Obama campaign in 2008.

Finding 7

Despite the high importance of national culture, trends are relatively global and are developing around communication. Even though friends are listed among the most important aspects in life, technology-based communication with them is the most important trend. Social media continue to number among the key trends, with a sinking tendency towards Facebook. Smartphones are the strongest and determining trend of recent years, WhatsApp is the clear climber in a number of countries.

Thesis 7

Broad use, also by older generations, usage problems and commercialisation could increasingly become a problem for Facebook. The trend towards more exclusive and simple exchange platforms and the change in usage behaviour is extremely dynamic among young people.

2 Introduction

2.1 Objectives

The fourth Credit Suisse Youth Barometer aims to give an insight into the lifestyles and views of 16- to 25-year-olds living in the USA, Brazil and, new in 2013, Singapore compared to those living in Switzerland. The following specific areas are of most interest:

- What sort of life do the young people want and what are their hopes? What concerns do they have?
- How do young people live together, what do they do in their free time? How do they get on with different groups? How do they feel about foreigners, equality and older people?
- What is the spirit of the young people in different walks of life? What is 'in' and what is 'out'? How active are the young people of today?
- How do young people find out about things and what channels do they use for inter-personnel communication? What media do young people use and what content are they interested in?
- From 2012, in-depth questions were asked on life plans, sociological background and career goals.
- In 2013, a special section was adopted from the 'Global Leaders of Tomorrow' (HSG) survey in which assessments of oneself and the society in which one lives were surveyed with regard to various questions.
- Furthermore, this year the Swiss young people were asked for their opinions on the special issue of alcohol consumption and a night ban on the sale of alcohol.
- 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? What would young people do with an unexpected influx of money?

In the future, these questions will be asked every year to give a picture of developments over time. This should be above all important in terms of perception of trends, where a certain level of dynamics can be expected. Such trend statements are possible for the first time for 2013, as trends can only be reliably interpreted from at least three measurement points.

The questionnaire was developed based on research by gfs.bern, with input from the 15th Shell Youth Study (Germany), multiple expert interviews and, finally, several interviews with young people from Switzerland. The questionnaire was tailored to the content required by the client and reduced somewhat in length for its second implementation. The questionnaires for Brazil and the USA were evaluated by local experts and adjusted where necessary due to cultural differences, political circumstances and other habits. It was considered important that the surveys were as comparable as possible. The graphics clearly show if 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 extended in future to improve the country comparison system.

2.2 The respondents

Various social science definitions can be applied to young people. Generally, those of 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 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, the USA, Brazil and Singapore.

2.3 The data base

We opted for an online questionnaire again in 2012 because young people have a high affinity with the internet. As in the last two years, the survey was carried out in the USA, in Brazil and in 2013 also in Singapore by the international research company "Evalueserve".

The online questionnaires themselves were carried out between April and May 2013. For the purposes of the evaluation, there were 1000 people aged between 16 and 25 surveyed in the USA, 1000 in Brazil and Singapore, and 1025 in Switzerland. For the evaluation, the Swiss data was weighted to optimise the sample structure in terms of sex, language, age distribution and level of education. The data from the international comparison countries was not weighted.

Following experiences in Brazil in the first year, a combination of methods was applied this year to optimise the sociological composition of the sample. This was due to the distortion of the sample in the year 2010. In that year we included too many highly educated Brazilians in the sample. Based on the assumption that socially disadvantaged households were less likely to have an internet connection, a combination of methods was applied to compensate for this distortion. Young people in Brazil were able to participate in the study either online or directly, i.e. face to face. Our partners in the field were also instructed to provide a representative sample with respect to both sex and social class for both the USA and Brazil. These methodological improvements meant the data generated for all three countries compared in 2013 was valid and representative.

An incentive system for participants was also devised for the surveys in Brazil and the USA. This approach with incentives, quotas and a mixture of methods proved successful and will be used again in 2014. Clear improvements have been made to data quality since 2010, which meant that there was no need to weight the data from the USA, Brazil and Singapore.

In most cases, we feel the quality of responses was high. Individual cases with quality issues were either excluded by means of programming or deleted during the quality control phase for the responses. Both data validity and data reliability were checked. Based on the results and comparison with, for example, the concerns barometer, the Shell Youth Study 2006 and the data and experiences gathered in the last two years, we can assume that the data is valid and allows genuine conclusions about the actual situation. Despite adjustments to the method in Brazil and the USA, we feel the results of the preliminary test in 2010 are reliable enough to allow comparisons over time. Overall, the quality of the sample has clearly been improved since the beginning of the study.

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 = 1025 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 and face-to-face survey SG: Online survey
Selection method	Random selection based on various procedures, partially as panel
Survey duration	April – May 2013
Theoretical sample error	±3.2 percent at 50/50 and 95 percent probability
Useability	Publication within the Credit Suisse Bulletin

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2.4 The principles of international comparison

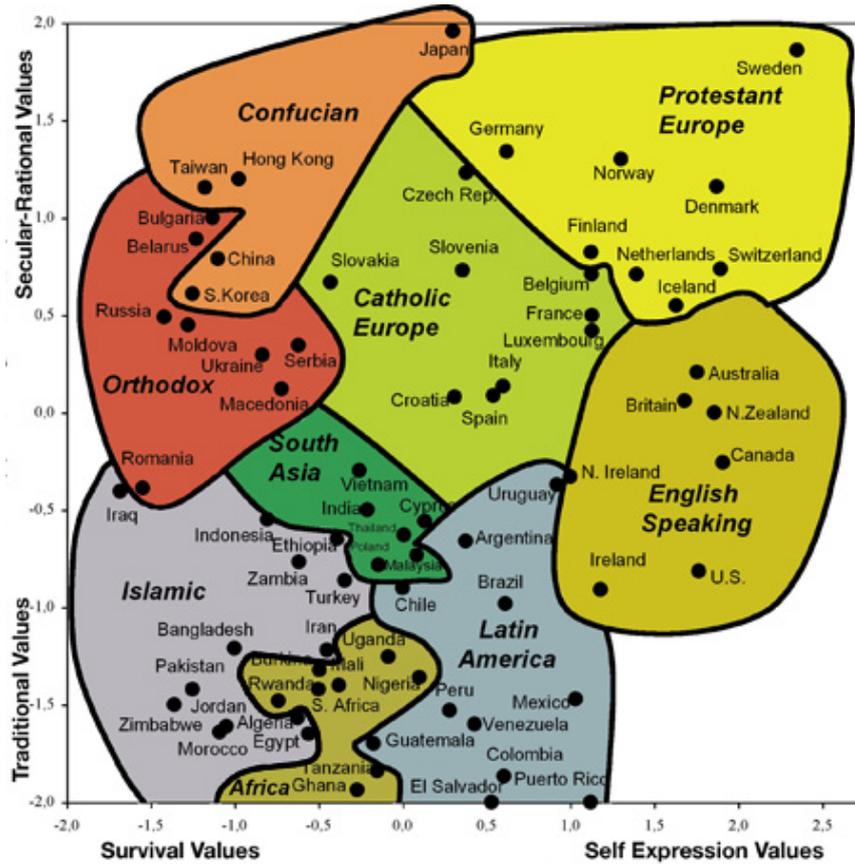
The comparisons between the countries are based on the most striking parallels and differences compared to young Swiss people. For the sake of simplicity, we are interpreting differences of more than five percentage points between the countries as existing tendencies. Differences of more than 10 percentage points are interpreted as differences which would, in all probability, show up in reality too. The third survey allows more in-depth analysis, focusing more on the specific national situations and cultural background. However, the selection is 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-realisation, the ideal reference was the World Value Survey including the World Map produced by Roland Inglehart and Christian Welzel¹ based on surveys of the entire population in 43 countries.

¹ 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. Quoted from: http://www.worldvaluessurvey.org/wvs/articles/folder_published/article_base_54.

Fig. 7

The WVS Cultural Map of the World²



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.³ Based on this, the USA is within the group of English-speaking countries which have a strong link between traditional religious values, low levels of secularisation and a strong focus on individual self-development. In protestant-dominated Europe, the shift in global values is most advanced. Although much less so than Sweden, Switzerland is strongly secularised and individualised. Brazil is in the middle of the group of Latin-American countries. These countries demonstrate relatively low levels of secularisation and a mid-range value shift towards self-development.

² http://www.worldvaluessurvey.org/wvs/articles/folder_published/article_base_54

³ <http://www.zoonpoliticon.ch/blog/Kategorien/umfrageforschung/page/5/>

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:

Country overview

	Switzerland	USA	Brazil	Singapore
Population	7,996,026	316,668,567	201,009,622	5,460,302
Percentage of young people (under 24)	26.8%	33.7%	40.9%	31.8%
Population growth rate	0.85%	0.9%	0.83%	1.96%
Median age	41.8	37.2	30.3	33.6
Life expectancy in years	82.3	78.6	73.0	84.1
Fertility rate (children per woman)	1.53	2.06	1.81	0.79
Urban population	74%	82%	87%	100%
Net migration rate (per 1000 inhabitants)	6.14	3.64	-0.17	15.08
Percentage of education expenditure of GDP	5.4%	5.4%	5.6%	3.3%
Unemployment rate	2.9%	8.2%	6.2%	2.0%
Percentage of tertiary education (degrees)	31.4%	36.5%	–	–
Mobile phone accounts	10,122,000	290,300,000	244,358,000	7,794,000
Internet users	6,152,000	245,000,000	75,982,000	3,235,000

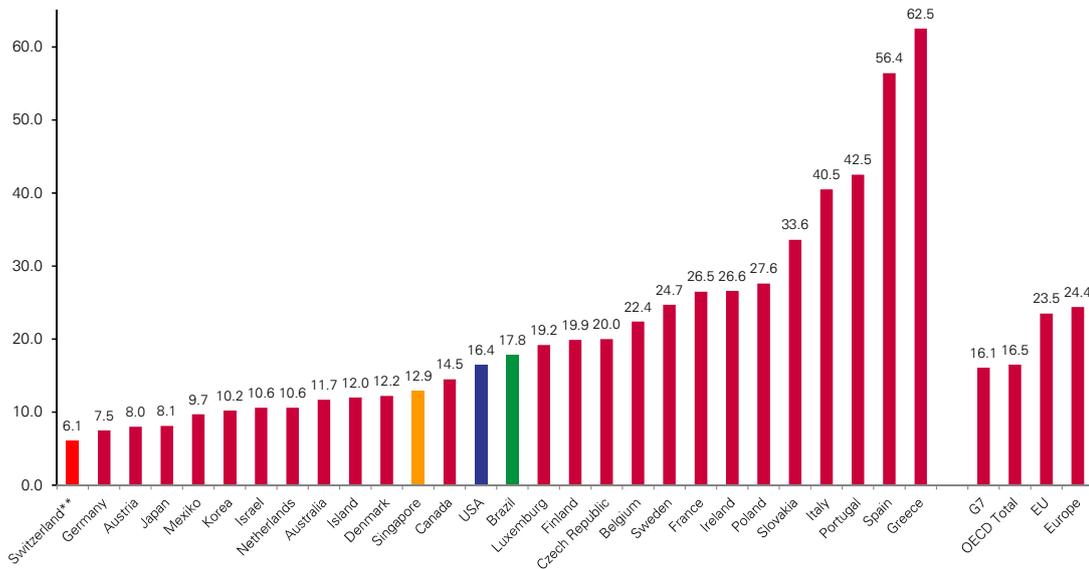
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Source: CIA World Factbook, www.cia.gov

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 surveyed countries, Brazil has the highest youth unemployment rate at 17.8 percent, followed by the USA with 16.4 percent and Singapore with 12.9 percent. Switzerland has the lowest youth unemployment rate in the list of OECD countries. The other three countries are ranked in the lower middle range, since in southern European countries youth unemployment is significantly higher, with figures rising above 40 percent. However, the dramatically high figures from the OECD area have knock-on effects for young people in all countries.

Fig. 8

Unemployment Among Youth in selected countries



© gfs.bern, youth barometer, April/May 2013; source: OECD (April 2013), source BR and SG: CIA World Factbook (July 2013)

3 Findings

The structure of this final report on the international section of the youth barometer is based on the breakdown of the report on young people in Switzerland, which still represents the main comparative variable.

3.1 Overview

- Attitudes and value orientations of young people from the USA, Brazil, Singapore and Switzerland are covered in the first section (Chapter 3.2).
- Chapter 3.3 deals with lifestyles, leisure and most importantly communication and media use.
- Politics, problems and views are addressed in Chapter 3.4.
- Finally, Chapter 3.5 looks at the career aspirations and financial situation of young people.

3.2 Attitudes and values

3.2.1 Future prospects

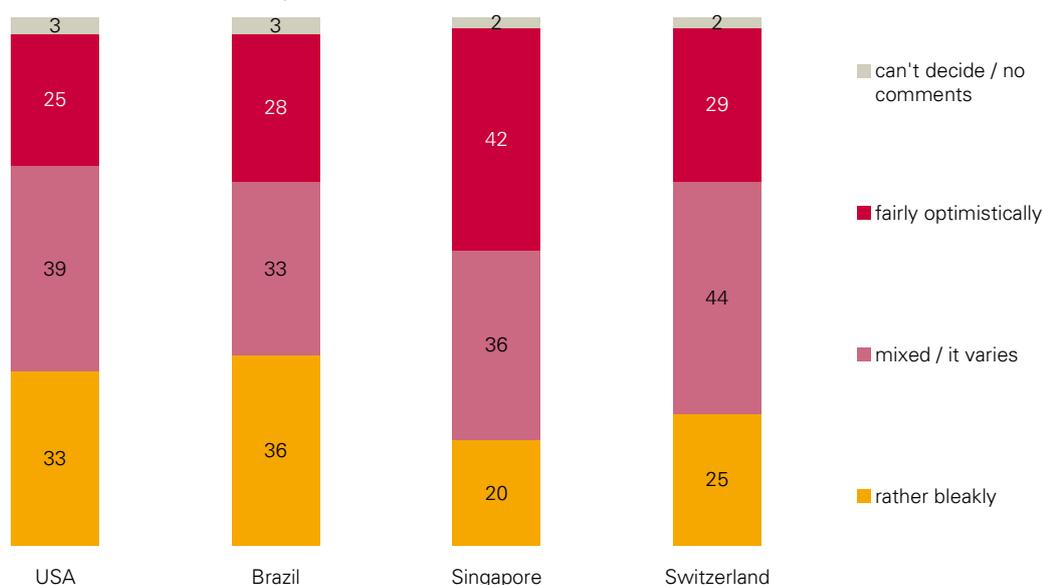
With regard to the future of society, young people in Singapore are significantly more confident than those in Switzerland, Brazil and the USA. The highest level of scepticism towards the future exists in Brazil, closely followed by the USA. Swiss young people have the largest number of mixed votes.

Fig. 9

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?"

in % inhabitants between 16 and 25 years



© gfs.bern, youth barometer, April/May 2013 (N USA = 1000 / N BR = 1000 / N SG = 1000 / N CH = 1025)

From a dynamic point of view, this social pessimism has increased in the countries of North and South America. After slightly more positive figures were rec-

ordered in the USA and Brazil in 2012, in 2013 we once again find the same ratios as surveyed in 2011. Swiss young people gave the most constant positive assessments for the future. The results for Americans were not uniform enough to be able to speak of a trend. For Brazil a shift in trend can be observed in 2013, as there is a departure from the positive trend for the first time since the beginning of this series of surveys.

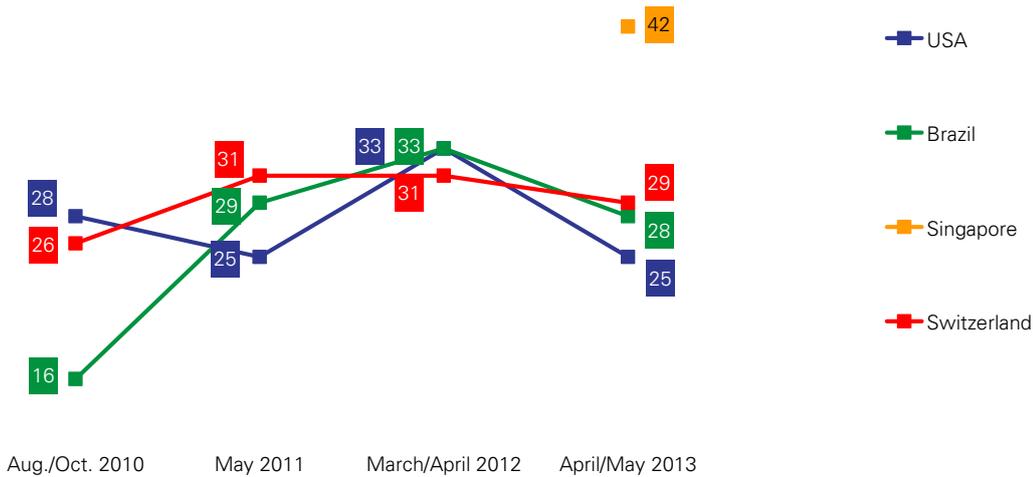
Fig. 10

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?"

fairly optimistically

in % inhabitants between 16 and 25 years



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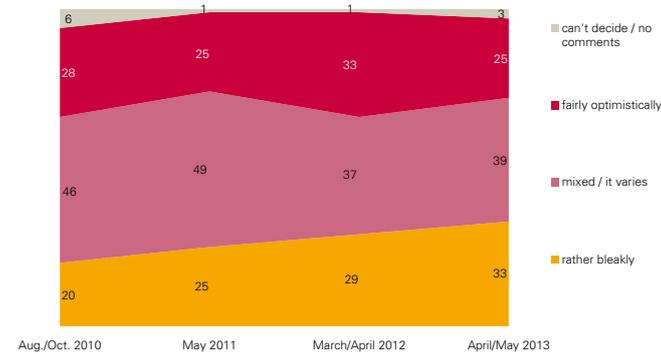
There is a clear trend for the USA if we consider the number of pessimistic votes, which has grown continually since 2010. In Brazil this has likewise also risen in a short time at the cost of optimistic votes.

Fig. 11

Trend International Comparison Opinion Future of Society: USA

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

in % inhabitants between 16 and 25 years

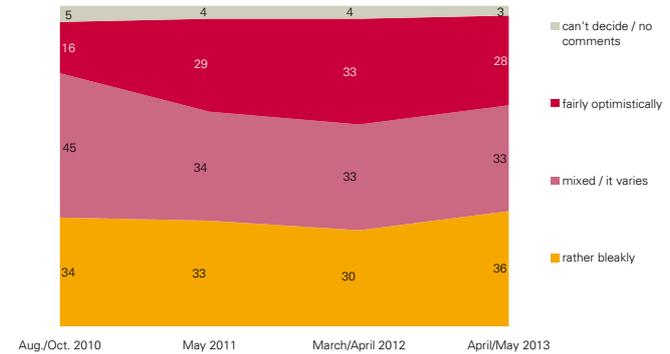


© gfs.bern, youth barometer, April/May 2013 (N = approx. 1000)

Trend International Comparison Opinion Future of Society: Brazil

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

in % inhabitants between 16 and 25 years



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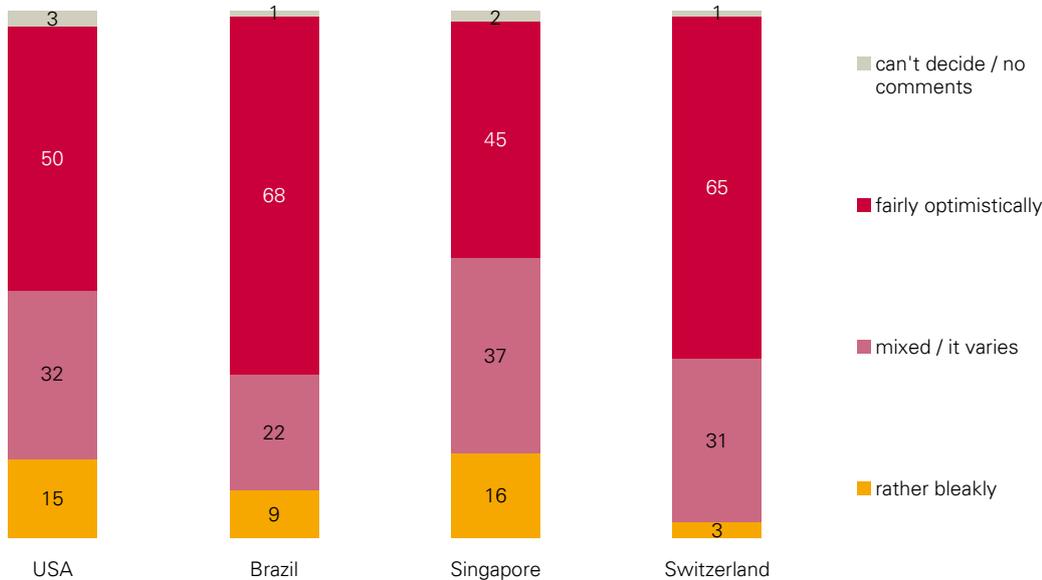
A relatively high percentage of young people in all four countries are optimistic with regard to their own future. It is interesting that Singapore lags behind the other three countries on this question and accounts for the highest percentage of sceptical votes. Young Brazilians are the most optimistic, closely followed by the Swiss.

Fig. 12

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?"

in % inhabitants between 16 and 25 years



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When it comes to optimism regarding young people's own futures, Singapore represents the low point. In the other regions there is more optimism, although this has recently declined in Brazil and the USA.

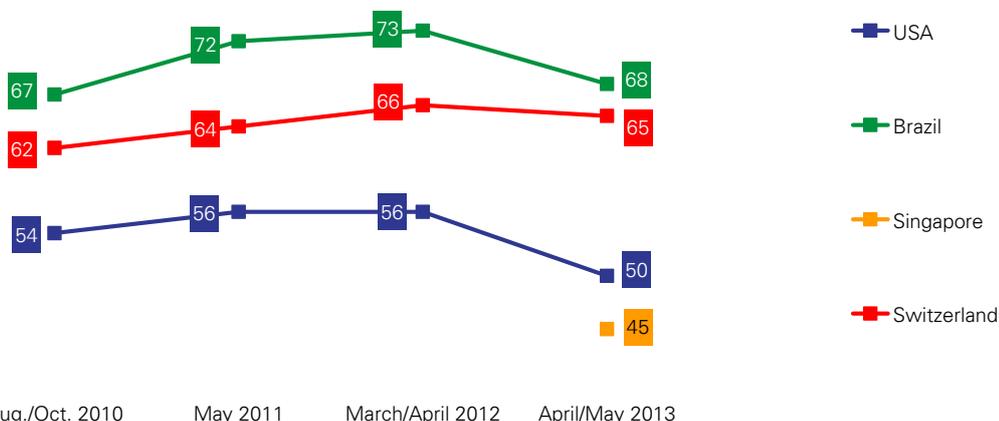
Fig. 13

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



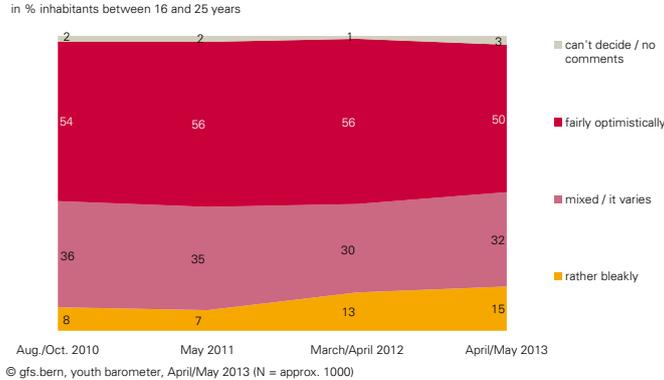
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This negative undertone in the USA and Brazil becomes more pronounced if the percentage of sceptical votes is taken into account. Particularly in the USA this percentage has been growing since 2012. However, even in the USA it remains clearly behind the percentage of optimistic outlooks for society.

Fig. 14

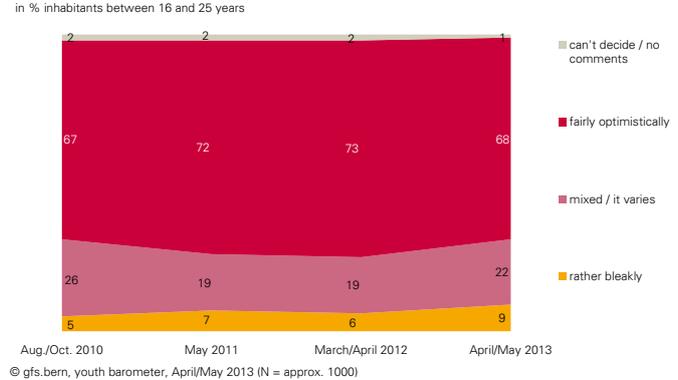
Trend International Comparison Opinion Own Future: USA

"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?"



Trend International Comparison Opinion Own Future: Brazil

"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?"

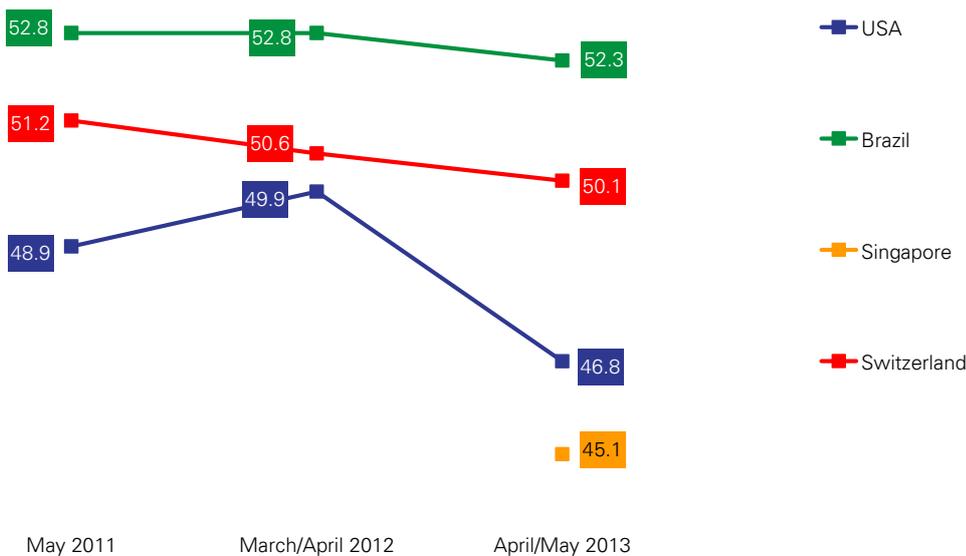


These developments in future outlooks are reflected as a whole by the hope index, which is designed as a multi-dimensional construct that differentiates between means and ways of solving the given problem. Several items were surveyed for both dimensions and the results were then summarised to form the relevant index scores. Measured in terms of this hope index, young people are not generally any more hopeful than in the previous two years. The indexed hope score thus clearly shows the declining hope of US teenagers, independent of the previous two questions. The scores of the Swiss and Brazilians are also slightly on the decline, while Singapore is the worst.

Fig. 15

Trend International Comparison Hope Index

mean inhabitants between 16 and 25 years

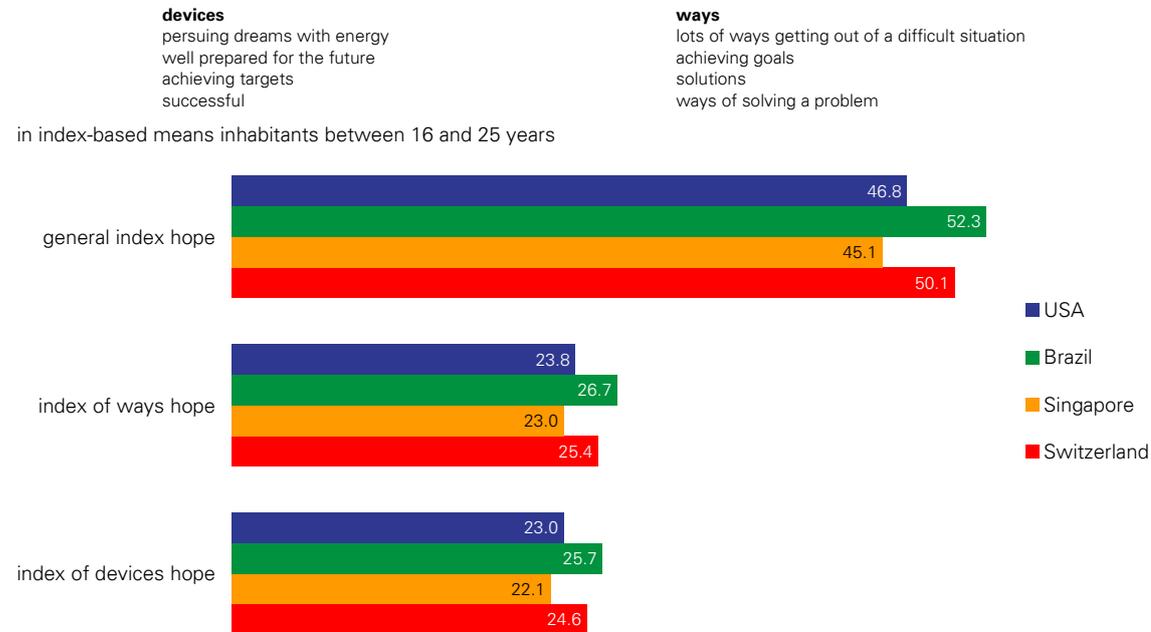


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The breakdown according to index components reveals something interesting: while young people from Singapore and America are more pessimistic regarding the means and ways of fulfilling their hopes, the Swiss and Brazilians are somewhat more optimistic. The decreases in the overall index scores are similarly strong for the means and ways in all countries. Therefore, declining hope scores are of a general nature and cannot be reduced to individual factors.

Fig. 16

International Comparison Means Statements about Awareness of the Problem Hopes Summary



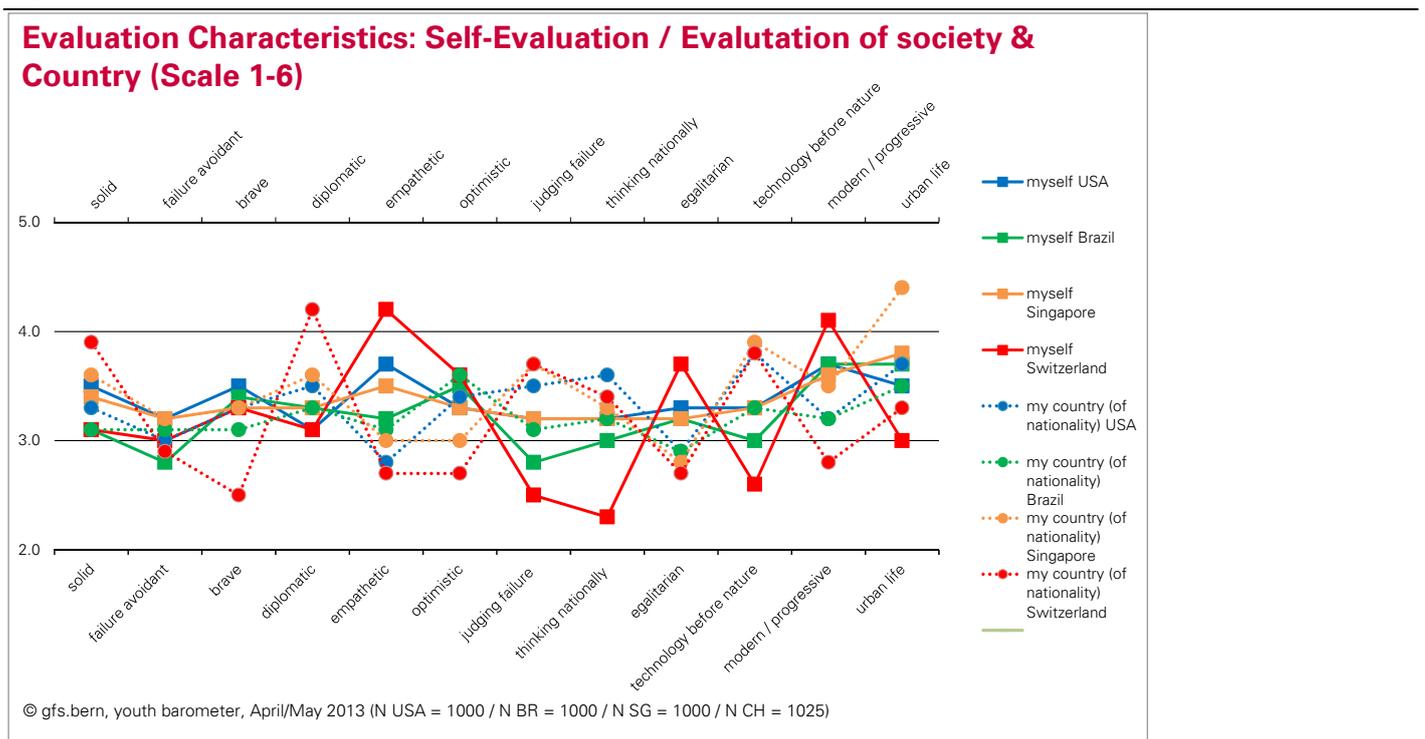
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3.2.2 Value systems

In 2013, we asked young people to assess different contrasting values in their society and country for the first time. In the graph, assessments of the respective societies and countries are shown as dotted lines, self-assessments as solid lines.

Young Swiss people see their country in many regards as being more clearly positioned in terms of values than their peers in the other countries. They consider the Swiss and their society to be particularly diplomatic rather than direct, but also level-headed and rational rather than courageous and optimistic, and reliable and conservative instead of willing to take risks or to change. Less surprising is Singapore with regard to urban living, the counterpoint to Switzerland. This also goes for courage and the willingness to change, which appears to be more strongly developed among young people in Singapore. Young people from Singapore and Switzerland see their countries in almost the same way with regard to national rather than global thinking and the judgement of failures. The views of young people in Brazil and the USA regarding their country are also pretty similar. They consider their country to be willing to take risks and optimistic. However, young people in the US see their country as far more nationally oriented, while young Brazilians perceive a more global orientation.

Fig. 17



There are many parallels in the value systems with a number of striking differences. The parallels are clearly evident for the positioning of young people from the USA, Brazil and Singapore. Only Swiss young people are clearly more reserved in their assessment of their country in terms of several values. Compared to other countries, the Swiss see themselves as especially failure-tolerant, caring, egalitarian, globally oriented and modern. They very clearly place nature ahead of technology – contrary to the perception of Switzerland itself. Swiss young people thus currently distance themselves more clearly from the social set of values that they observe. Young people in the USA also describe themselves as less willing to take risks than their country. This could also be an expression of the currently growing level of pessimism among young people.

For the first time the statements on their views on life and new questions concerning values were put together in order to portray a value system for the surveyed young people. Where do young people from the USA, Brazil, Singapore and Switzerland stand in terms of materialism, post-materialism, altruism, religiousness, hedonism, risk, family/friends and conservatism? By putting together views on life and personal values, we created a series of indices which are fundamentally based around the identifiable patterns in Switzerland. The

average values of the indices range from a maximum of +3 to a minimum of -3. The following table shows the questions that make up the indices.

Table 4:

Value system - Index Basis

Materialism	lots of money, views on life	have a career, views on life	achieve goals with hard work, views on life		
Post-materialism	Protect the environment, views on life	Imagination / creativity, views on life	Put nature ahead of technology vs. technology before nature, personal		
Altruism	help disadvantaged people / charity work, views on life	tolerance, views on life	Fight abuse / injustices in the world, views on life		
Religiousness	live according to religious / spiritual values, views on life				
Hedonism	look good, views on life	be desired, views on life	sexual experiences, views on life	sporting success, views on life	selfish vs. caring, personal
Risk	willing to take risks vs. reliable, personal	hungry for success vs. avoid failure, personal	exciting job, views on life		
Family / friends	good family life / relationship, views on life	reliable friends, views on life	honesty, views on life	loyalty, views on life	
Conservatism	nationally vs. globally oriented, personal	conservative vs. modern, personal	rural life vs. urban life, personal		

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The impression of a comparable value pattern based on concrete orientations is confirmed, albeit with limitations. When repeating the study, the indices should be discussed again. However, the slight differences serve to indicate the differences in the value system.

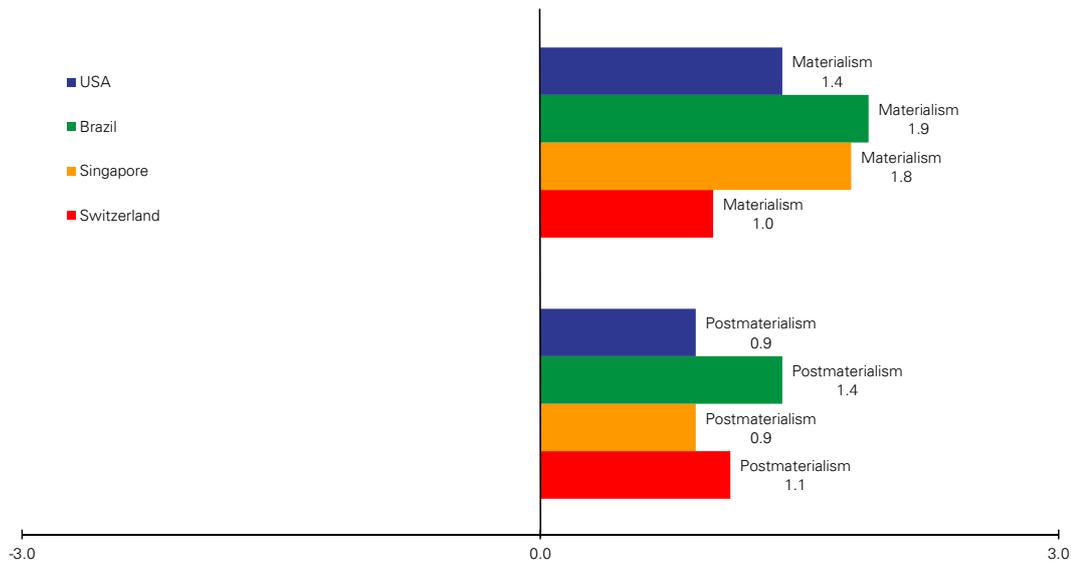
A central axis is materialism with an orientation towards money, career and the idea of wanting to achieve goals with hard work. This orientation is relatively clearly pronounced in all countries, with Switzerland being the least pronounced.

However, this also applies for post-materialism, represented as the index between protecting the environment, putting nature before technology and a life oriented towards imagination and creativity. This orientation exists in all countries, with Swiss young people being the only ones who are slightly more strongly positioned towards post-materialism. Overall, there is a parallel, material and post-material orientation which is especially present in Brazil. In Singapore, Brazil and the USA materialism is slightly more developed than post-materialism.

Fig. 18

Values International Comparison Materialism & Postmaterialism

Aggregation of different questions concerning values, to indices with -3 as minimum and +3 as maximum.



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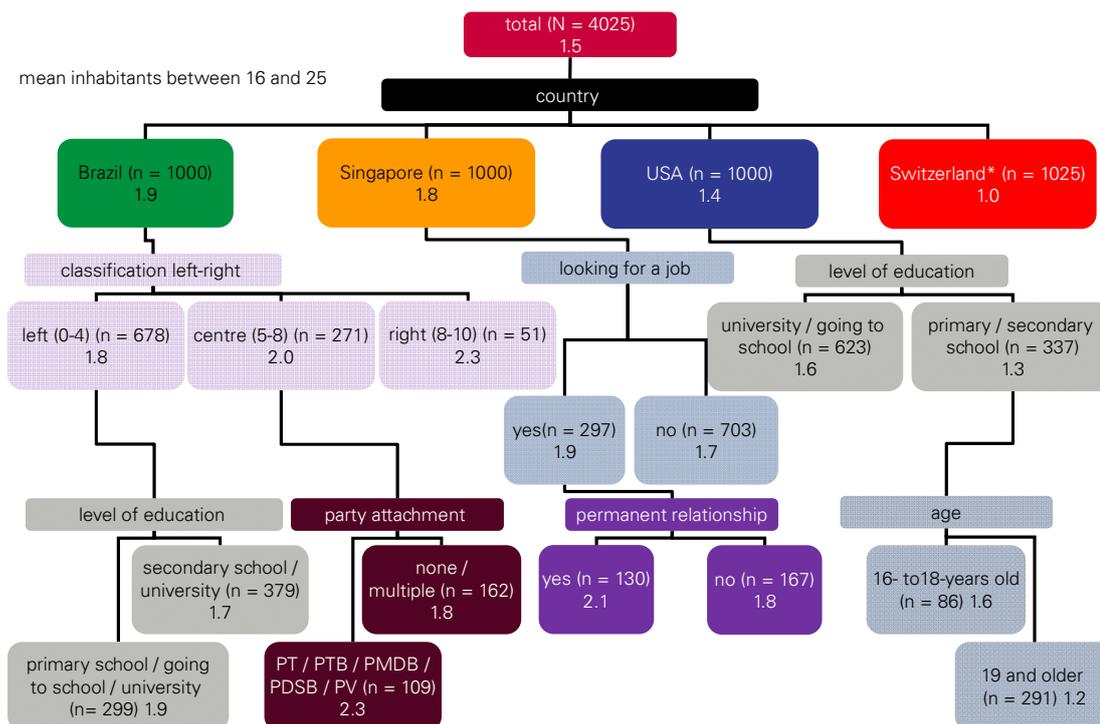
Example: The scale of values ranges from -3 to +3. The minus range defines which values people are not very oriented towards. The positive range reflects the values which people are oriented towards. A mean value of 0-1 indicates a rather weak to slight orientation and a mean value of 1-2 a moderate orientation. The indices are a consolidation of various value questions, which are listed in Chapter 3.2.2

Using the profile tree we try analytically to identify the basic personal characteristics and orientations which determine the differences in value systems. This allows a comprehensive socio-demographic characterisation to be created for each value dimension. It is interesting that for most of the profile trees discussed in the following, the country or the language shape the assessments of the surveyed young people the most. For the four surveyed countries, it is thus possible to talk of four value systems, each with their own character.

For material values the answer tree first of all shows this division by country, as described above. The materialism of Swiss young people is the least developed⁴. The case is very different in Brazil, the most strongly materialistically-inclined country, where the left-wing/right-wing axis still plays a central role. Young Brazilians who categorise themselves as right-wing express the strongest tendency towards materialism, those who see themselves as left-wing and still go to school display the weakest tendency. In the likewise highly materialistically characterised country of Singapore, young people in established partnerships who are looking for employment exhibit the strongest materialistic preferences. In the USA, the strongest materialistic tendencies are expressed by young people still in school or university. Young people over 16 who have completed primary or secondary education are less materialistic.

Fig. 19

Answer tree Values International Comparison: Materialism



* The detailed Answer tree for Switzerland is to find in the additional chart
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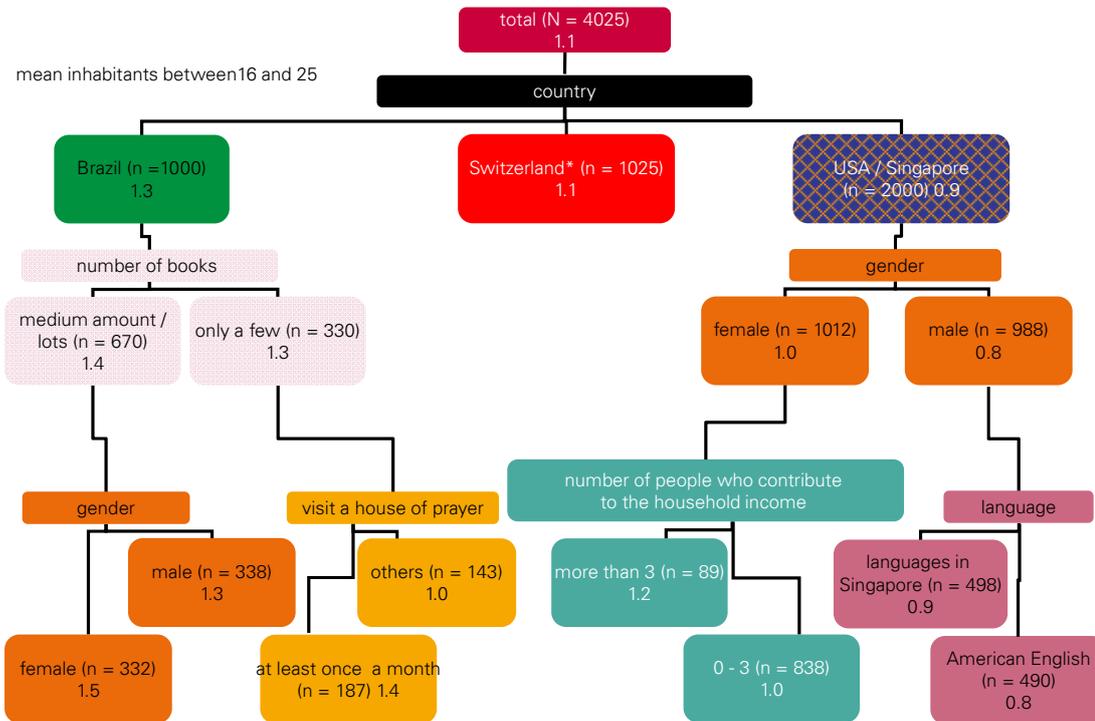
For the opposite pole, namely post-materialism, the country is likewise the factor which exhibits the strongest differences.

⁴ For further ramifications of the answer tree for Swiss young people, please refer to the Final Report of the Youth Barometer for Switzerland.

Brazil is most strongly characterised by post-materialism in contrast to the USA and Singapore, while Switzerland lies in between⁵. Young Brazilians who come from with homes with a large number of books exhibit the greatest tendency towards post-materialistic attitudes. Men from Singapore or the USA who speak American English display the least tendency towards post-materialism in their preferences. In the case of the women from these two countries, the greater the number of persons living in the household, the greater the women's post-materialistic attitudes.

Fig. 20

Answer tree Values Interantional Comparison: Postmaterialism



* * The detailed Answer tree for Switzerland is to find in the additional chart
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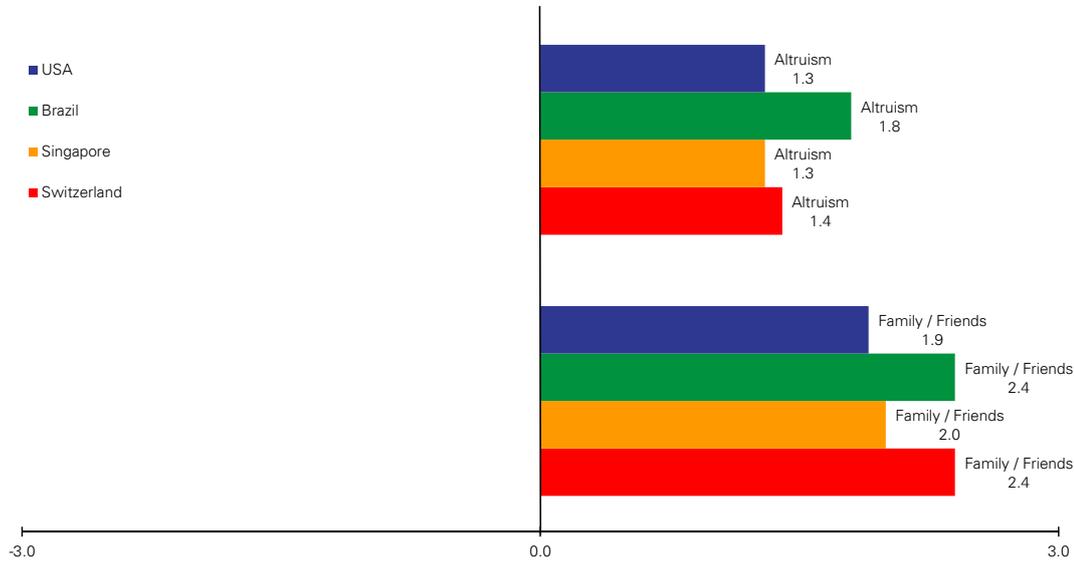
⁵ For further ramifications of the answer tree for Swiss young people, please refer to the Final Report of the Youth Barometer for Switzerland.

It is relatively clear that the young people take an altruistic stance – they want to help disadvantaged people, exercise tolerance and fight abuse in the world. This is especially true in Brazil. The clearest result is the orientation towards family and friends, at least in the countries surveyed to date, if not globally.

Fig. 21

Values International Comparison Altruism & Family/Friends

Aggregation of different questions concerning values, to indices with -3 as minimum and +3 as maximum.



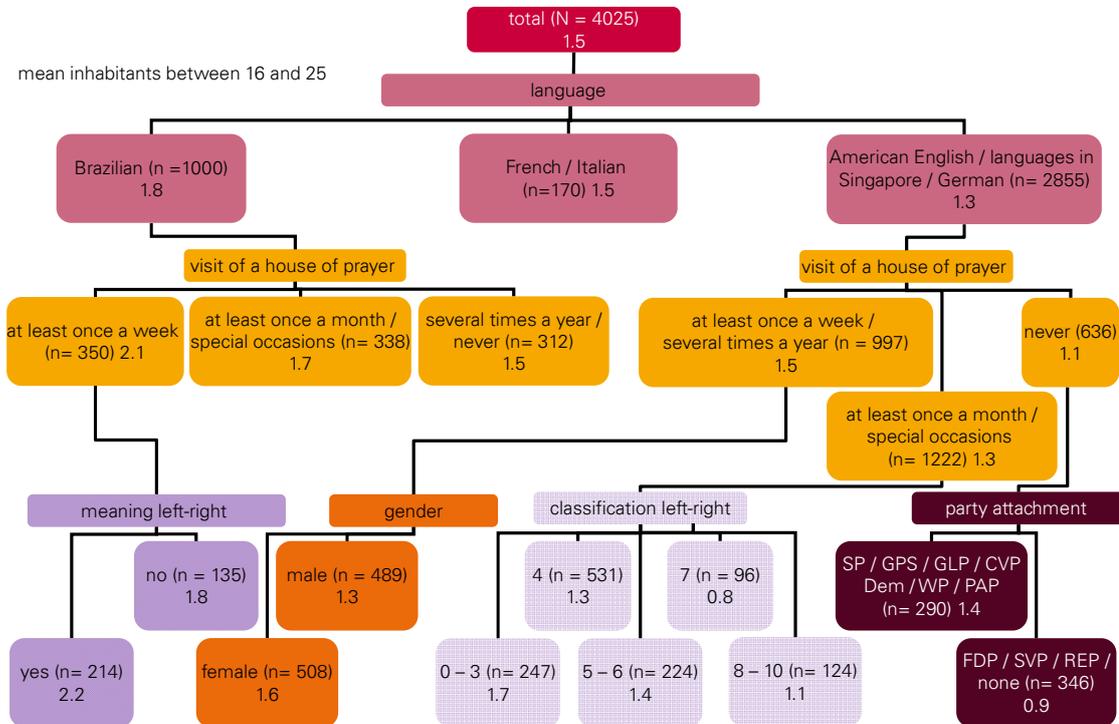
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Interestingly, the tendency towards altruism is not primarily defined by country, but rather by the language spoken. In addition, religiousness plays an important role for these values.

Young people who speak Brazilian, go to church at least once a week and attribute importance to the politic balance have the strongest tendency towards altruistic value patterns. The opposite is seen in young people who speak German or English, never go to church and lean towards centre/right-wing parties (FDP, SVP and republicans). In between are the young people from western Switzerland and Ticino. Altruism is therefore culturally influenced, with altruism more common in areas with Latin language roots.

Fig. 22

Answertree Values International Comparison: Altruism

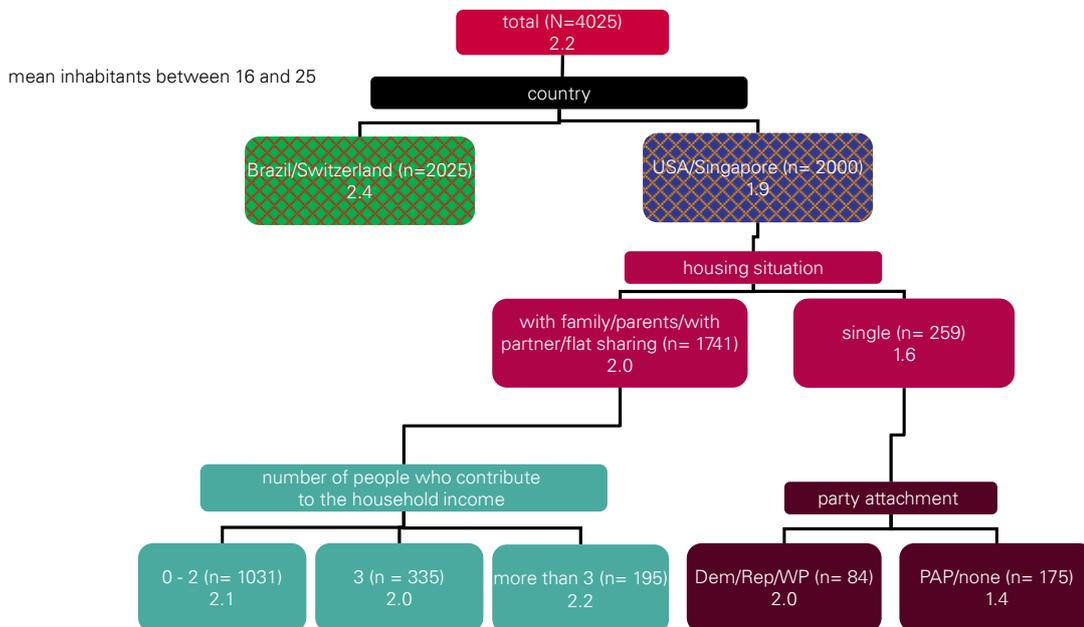


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Family and friends are of central importance for young people from all four countries, although somewhat more so for Brazilians and the Swiss than for young people from the US and Singapore. For the latter, however, it is decisive whether they live alone or not. For young people from the US and Singapore, the importance of family and friends increases with the size of the household and it especially decreases if they live alone.

Fig. 23

AnswerTree Values International Comparison: Family / Friends



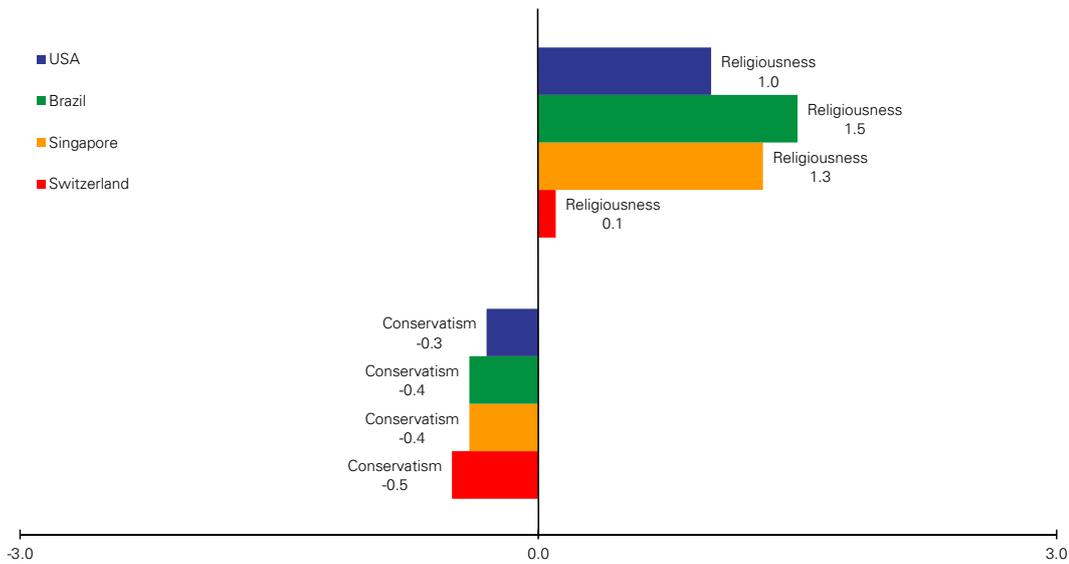
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USA, Singapore and particularly Brazil are very religiously oriented, but Switzerland is hardly religiously oriented at all. The value set is not conservative in any of the countries and especially not in Switzerland. Conservatism is most likely to be found in strongly Christian-oriented, right-wing groups. Young people tend to orient themselves on a global, urban and modern level.

Fig. 24

Values International Comparison Religiousness & Conservatism

Aggregation of different questions concerning values, to indices with -3 as minimum and +3 as maximum.

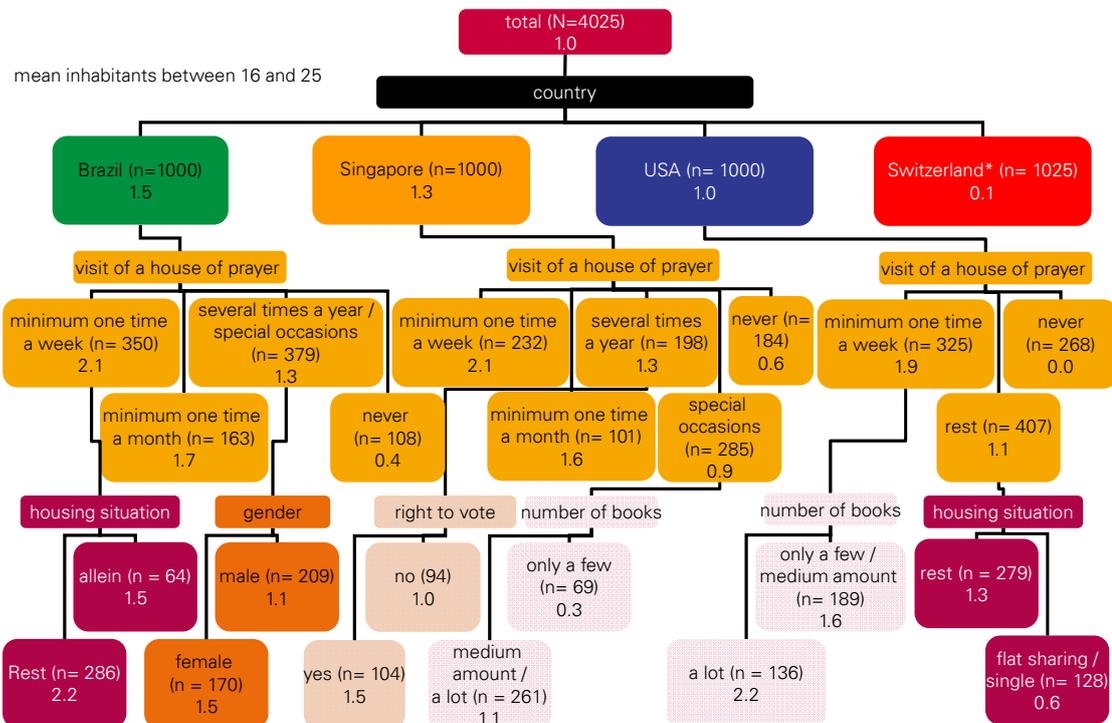


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Religiousness is primarily influenced by nationality, followed by the frequency of attending church in Brazil, Singapore and the USA. In USA and Brazil the number of persons living in the household also plays a certain role, with households comprising several people leaning towards religiousness more than single households in both countries.

Fig. 25

Answertree Values International Comparison: Religiousness



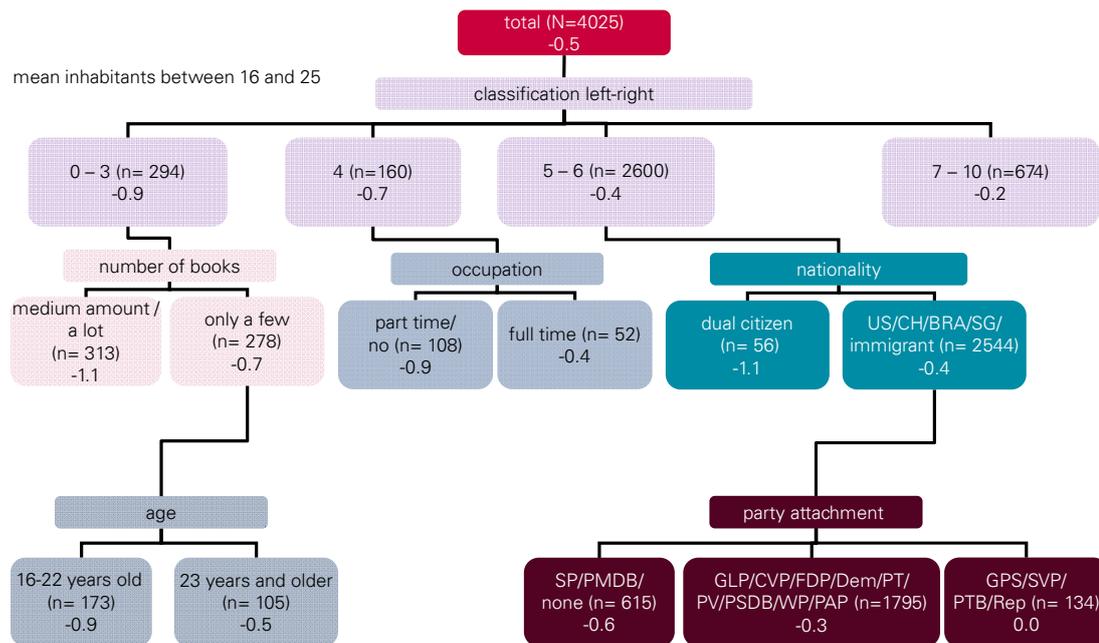
* Den detaillierten Profilbaum der Wertelandschaft der Schweiz lässt sich der zusätzlichen Graphik entnehmen.
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In contrast, conservatism is not country-specific or characterised by culture, but is primarily influenced by the political left-wing/right-wing axis.

Young people from all four countries who think of themselves as right-wing are most likely to have internalised conservative values. In contrast left-wing supporters are, if at all, most likely left-wing young people with well-read parents who are conservative in their orientation. Professions play a secondary role for centre/left-wing because young people in this group who work part time are more conservative than those who work full time. In contrast for the centre/right-wing group nationality is important, as persons with dual citizenship are clearly less conservative, regardless of which country they are from. Citizens in the four surveyed countries and also foreigners differ further in their politic party affiliations, with conservative thinking most likely to be found in voters for the green party, SVP, PTE or republicans.

Fig. 26

Answer tree Values International Comparison: Conservatism

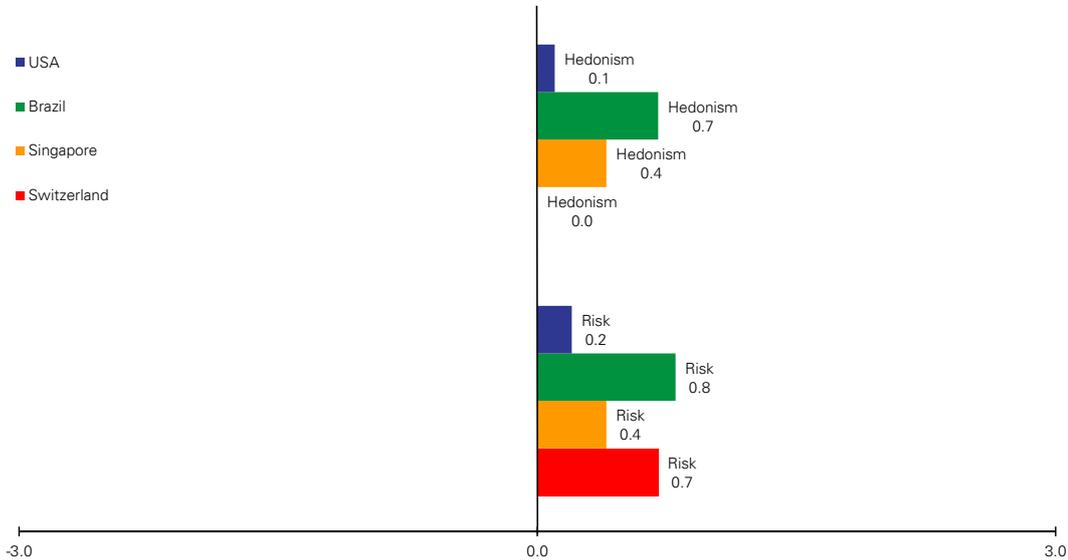


Hedonism tends to be present in Brazil and to a certain extent in Singapore. In the USA it plays a subordinate role and in Switzerland no role at all. Risk affinity is also weak in the USA. The American dream is only dreamed, if at all. Based on their value orientation, young Americans are less likely to take risks than young people in Brazil or Switzerland.

Fig. 27

Values International Comparison Hedonism & Risk

Aggregation of different questions concerning values, to indices with -3 as minimum and +3 as maximum.



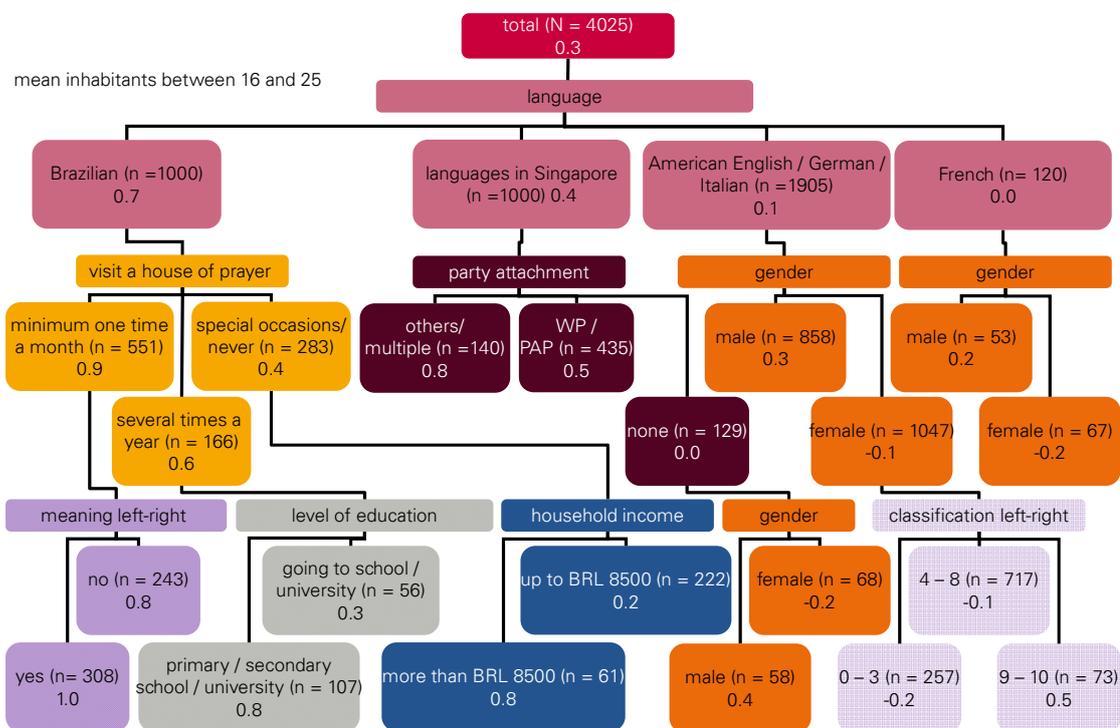
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Similar to altruism, hedonism is not strictly characterised by national borders, since language is more important in this regard and especially divides Swiss young people.

Women from French-speaking Switzerland were found to be the least inclined towards hedonism. German-speaking young people from Switzerland fall into another group with their peers from Ticino and the USA, with gender playing a significant role at the secondary level. The pattern is basically the same, but aside from gender the left/right-wing orientation also plays central role. In the USA, Ticino and German-speaking Switzerland it tends to be men who primarily indulge in hedonism and among women it is most likely those with a right-wing political orientation. In Singapore gender plays only a subordinate role; political party affiliations are more important and young people in Singapore without a politic party are the least hedonistic. In Brazil, on the other hand, we find a different pattern, as the greatest influencing factor after language is attending church. The more often people here go to church, the less likely they are to have hedonistic values. Furthermore, the profile tree clearly shows that hedonism is not only most common in Brazil, but it is also the most strongly characterised.

Fig. 28

Answer tree Values International Comparison: Hedonism



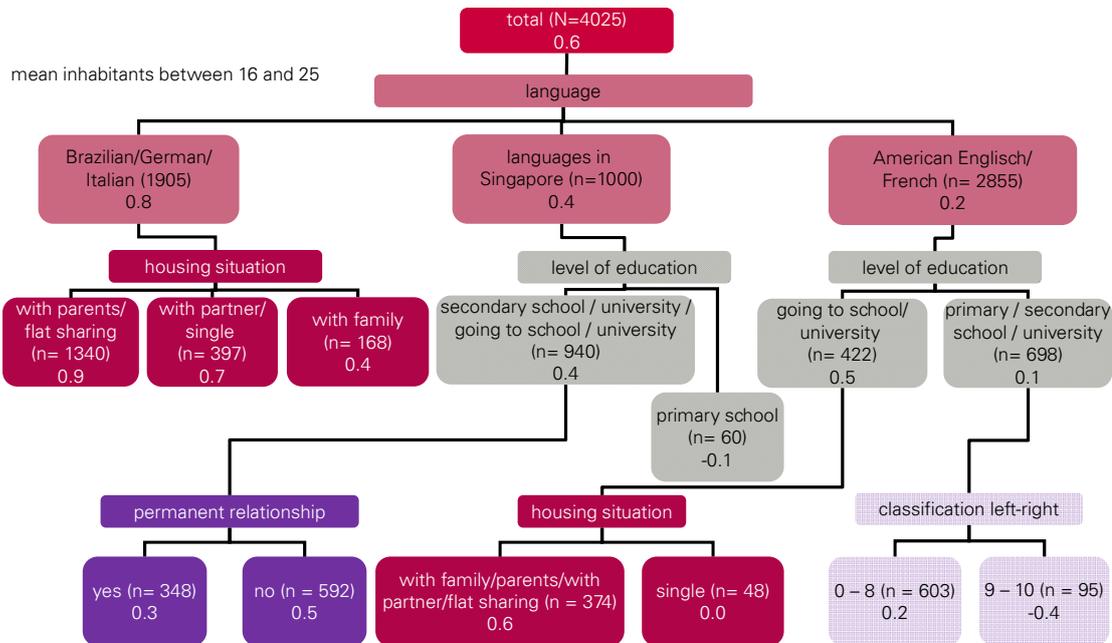
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The willingness of young people to take risks is likewise not primarily defined by national borders but by language, however in this case the grouping is slightly different.

The highest willingness to take risks can be found in young people who still live with their parents and are from Brazil, German-speaking Switzerland or Ticino. In Singapore it is the same for young people without a steady partnership who have an education beyond primary school or are still in training. Young people who are the least willing take risks are Americans or young people from western Switzerland. Within this group, the most likely to take risks are those who do not live alone and still go to school or university. This is less true for right-wing young people who have completed their school education.

Fig. 29

Answer tree Values International Comparison: Risk



3.2.3 Life goals

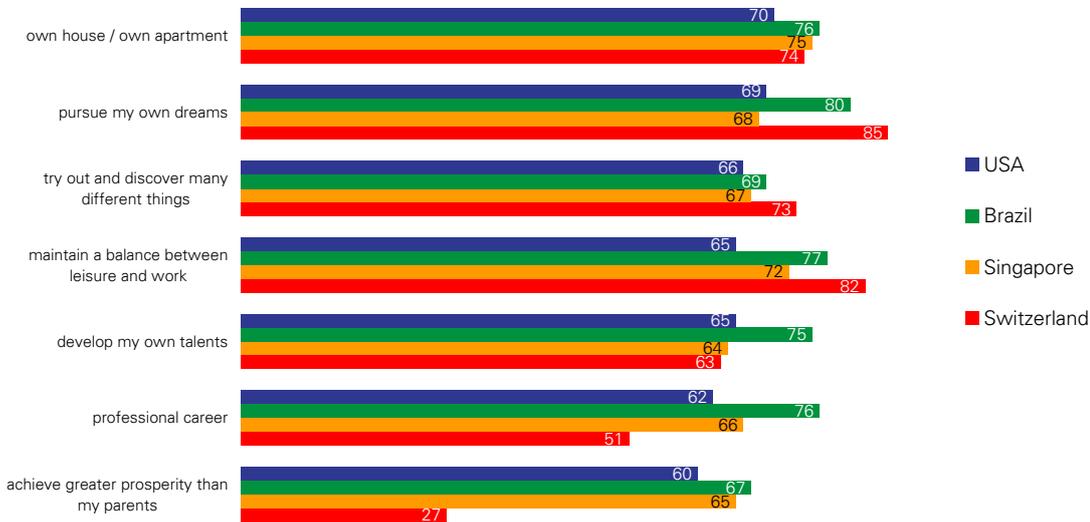
The differences in young people's goals in life is a characterising feature in the comparison of the four surveyed countries. This question was new in the 2012 questionnaire and therefore trends are not yet certain. US teenagers cite their highest goal as wanting to own their own house, pursuing their own dreams, trying out many new things and striving towards a good work-life balance. Young people in Switzerland rank their personal dreams and a good work-life balance higher up in their priorities (ranked in places 1 and 2) and list owning property as only the third most important goal. They put trying out as many things as possible in fourth place, followed by sustainability and the desire to have a family.

Fig. 30

International Comparison life goals (1)

"When you think of your life's goals, which one of the following you definitely want, which ones you definitely want to avoid, and which ones you expect to decide spontaneously depending on the turns you life takes."

in % inhabitants between 16 and 25 years, sum of definite / likely goal



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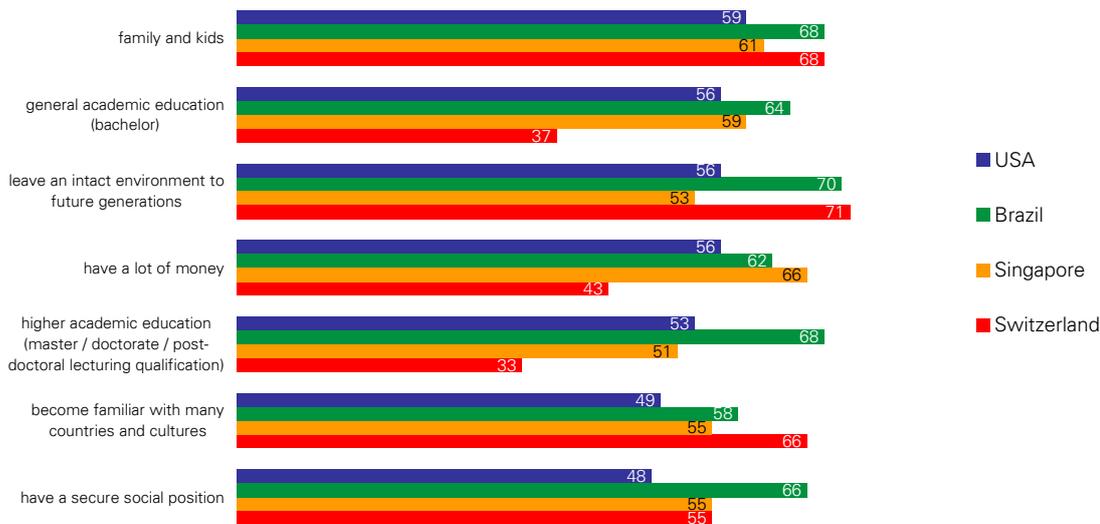
The resonance among young Brazilians is once again decidedly different. Young people in Brazil also list following their personal dreams, a healthy work-life balance and property ownership as their highest goals, but they emphasise the importance of a professional career and a good education very quickly and more strongly than young people from the other countries. The focus in Brazil therefore leans a little more towards success, whereas young people in Switzerland and the USA place greater emphasis on self-development and a work-life balance. Swiss young people particularly attach below-average importance to having a career and wealth (more than parents / having lots of money).

Fig. 31

International Comparison life goals (2)

"When you think of your life's goals, which one of the following you definitely want, which ones you definitely want to avoid, and which ones you expect to decide spontaneously depending on the turns you life takes."

in % inhabitants between 16 and 25 years, sum of definite / likely goal



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Materialistic orientations among young people in Singapore can also be observed. As in the other countries, similar goals can be found among the top rankings in the areas of property ownership, a work-life balance and pursuing their dreams. The materialistic tendency is most clearly found in the high agreement with wanting to have a lot of money and striving towards greater wealth than one's parents.

In addition different priorities are seen with regard to individual items. Young people in Brazil emphasise social components more strongly and wish to have a firm place in society, fight for social justice or rise to VIP circles more than young people in the other countries. Young Swiss people more clearly indicate that getting to know different cultures, sustainability, not having a strict plan and family are important. They are on the other hand clearly more reserved when it comes to status or academic education.

The post-materialistic anchored life plan for young people in Switzerland continues to contrast with a more career- and status-oriented life plan in Singapore and Brazil. In the case of the Brazilians, however, it can also be mixed with various social aspects.

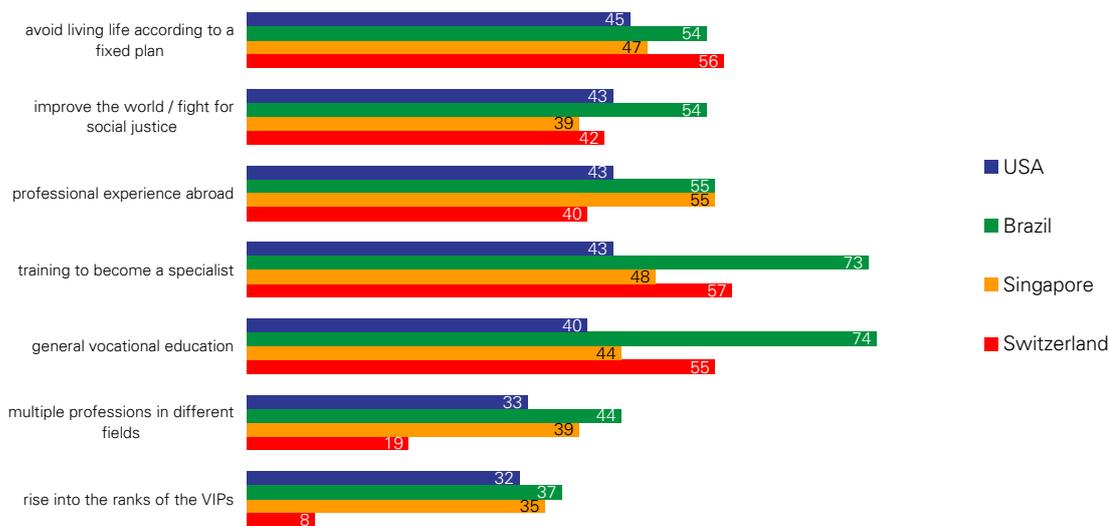
Young people in the USA are more like the Swiss than they are those from Brazil. Striking differences, however, can be identified with regard to the desire to gain more wealth than their parents as well as with regard to education and professional goals, although these can be at least partly due to the nature of the system.

Fig. 32

International Comparison life goals (3)

"When you think of your life's goals, which one of the following you definitely want, which ones you definitely want to avoid, and which ones you expect to decide spontaneously depending on the turns you life takes."

in % inhabitants between 16 and 25 years, sum of definite / likely goal



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3.2.4 Interim assessment

Young people in the USA and Brazil see the future prospects for their countries in a critical light, especially if the trends are taken into account. In the USA critical votes are continually growing, but in Brazil a break from the previously positive trend can be observed in 2013.

In all four countries optimism exists regarding people's expectations for their own future. However, although having the most optimistic society, Singapore lags far behind the other three countries with regard to people's personal vision of the future. In Brazil and the USA negative undertones can also be detected in the trends. Overall, young people in Brazil remain the most optimistic. Only in terms of society as a whole do young people in Singapore and Switzerland appear to be more confident.

Using an indexing process, for the first time in 2013 value questions and questions on life beliefs were condensed into real value landscapes for each country. For the value dimensions of materialism, post-materialism and religiousness, national boundaries are shown to be strongest differentiating factors, as was confirmed by the finding on different value landscapes in the previous year. Singapore is clearly shaped by materialism and religion. This tendency is also true for young people in America, although religiousness plays a less important role here. Brazil, in contrast, is the most strongly religious country with the most materialistic value pattern. At the same time, however, this is in contrast to the strongest post-materialism. By comparison, Swiss young people are the least materialistic and religiousness is only poorly developed among them. For the value dimensions of altruism, hedonism and risk, it is not strictly the country but the language which is the decisive variable for the differences, although the results are not always the same. Conservatism, on the other hand, is the only value which is primarily determined by politics, namely by the left/right-wing axis.

There are thus different value systems in the different countries, which are also reflected in the life plans of young people. In Brazil the focus is placed slightly more strongly on success, while young people from Switzerland and the USA put greater emphasis on self-development and work-life balance. Career and status are emphasised to a below-average extent by young Swiss people, post-materialistic objectives in life on the other hand are emphasised more. Materialistic attitudes can be most clearly observed among young people in Singapore. There too, however, goals similar to those in the other countries can be found in the top rankings. The materialistic tendency is most clearly found in the high level of agreement with wanting to have a lot of money and striving towards greater wealth than one's parents.

The rather post-materialistically anchored life plan of young Swiss people is thus contrasted with a more career- and status-oriented life plan in Singapore and Brazil. In the case of the Brazilians, however, it can also be mixed with various social aspects. Young people in the USA are more like Swiss young people than they are those from Brazil. However, there are system-related differences in the emphasis on education and profession.

3.3 Lifestyle – Leisure – Communication

3.3.1 Lived Trends all areas of life

Despite clear national differences in individual trends, for the fourth time it has been confirmed that communication tools decisively influence current trends in all countries. The top ten trends for young people in Singapore are therefore no surprise, even though there were no less than 97 different trend elements on a range of life situations to be assessed in various places in the questionnaire. The primary task of things which are described as "in" and are also effectively used by young people is to enable communication. Only after this are other elements listed such as music, television and (real) meetings between friends, in other words personal leisure activities which are independent of communication platforms.

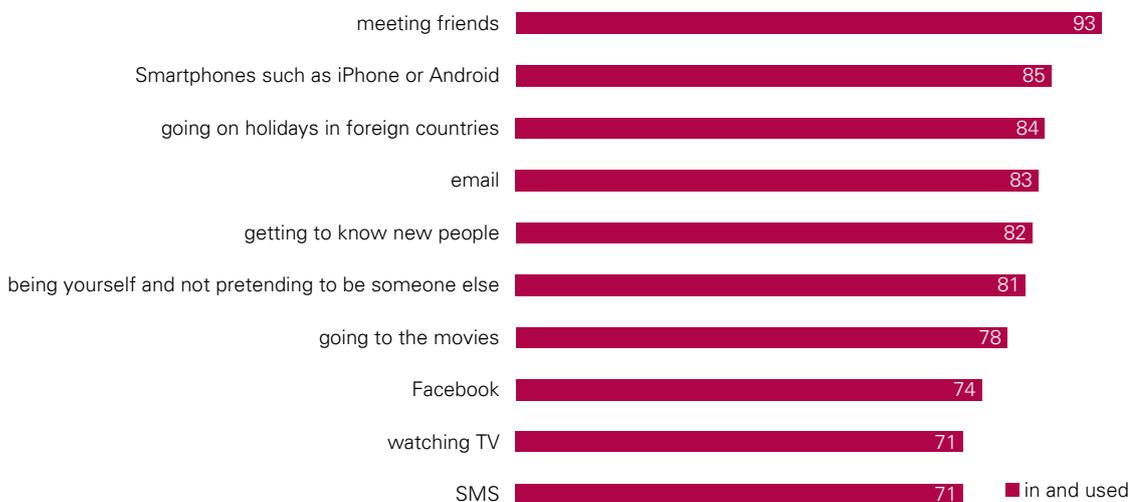
Aside from this general trend across all of the surveyed countries, different nuances can indeed be found. For example, young people in Switzerland attach great importance to holidays abroad. In contrast, downloading music and films from the internet is far less trendy for young people in Switzerland, but in all the other countries this is ranked within the top ten.

Fig. 33

Comparison Top-Ten: Lived Trends all Areas of Life: in and used / Switzerland

"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



© gfs.bern, youth barometer, April/May 2013 (N = 1025)

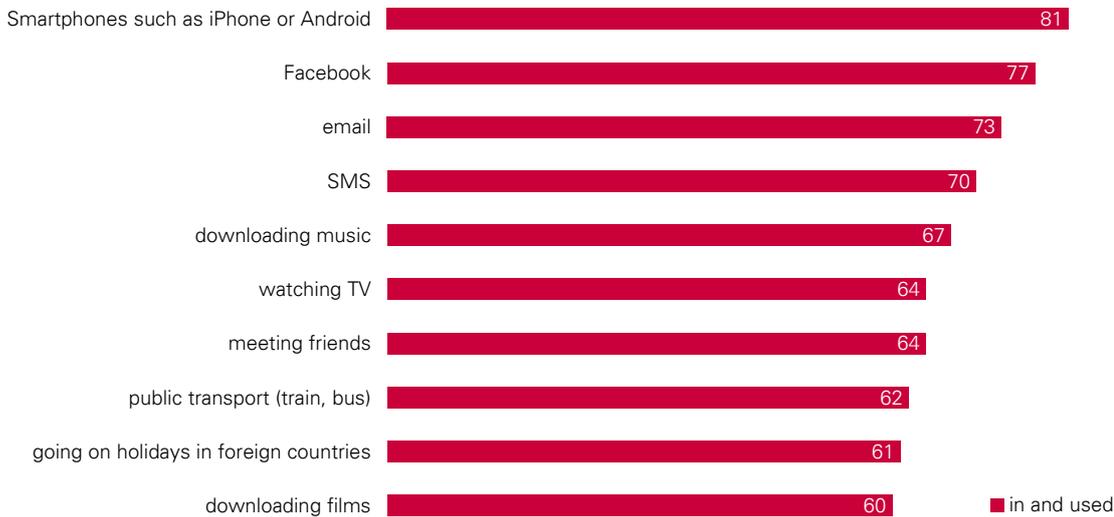
Holidays abroad are also attractive for young people in Singapore and on average they also consider public transportation to be "in" and obviously use it very often.

Fig. 34

Comparison Top-Ten: Lived Trends all Areas of Life: in and used / 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."

in % inhabitants between 16 and 25 years



© gfs.bern, youth barometer, April/May 2013 (N = 1000)

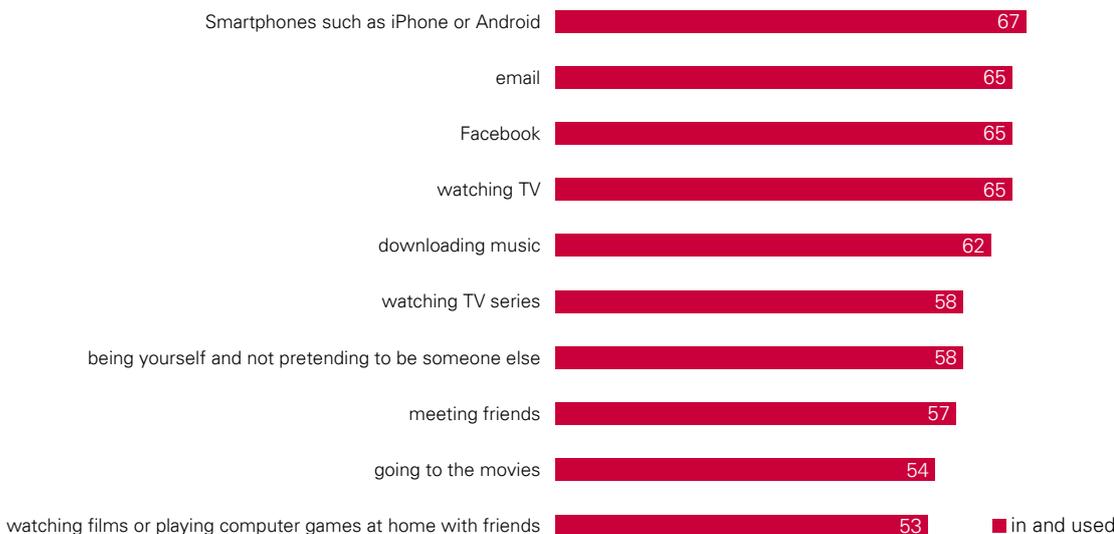
In the USA watching television series is a specific trend, but also being yourself and not pretending to be somebody else is of above-average importance for young Americans.

Fig. 35

Comparison Top-Ten: Lived Trends all Areas of Life: in and used / 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."

in % EinwohnerInnen zwischen 16 und 25 Jahren



© gfs.bern, youth barometer, April/May 2013 (N = 1000)

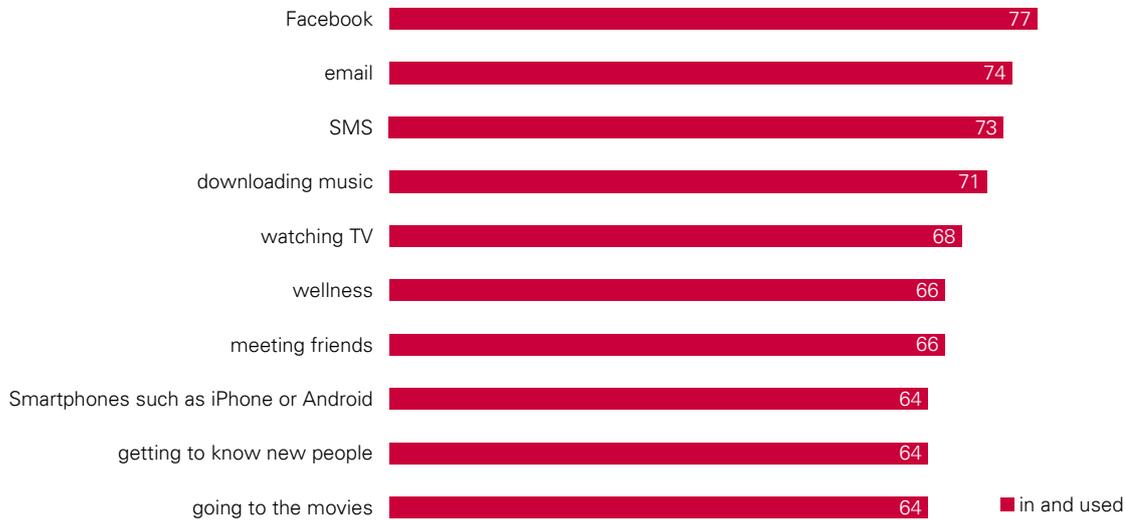
For Brazilian teenagers wellness is an important part of the current trends while for the other countries it does not even rank within the top ten.

Fig. 36

Comparison Top-Ten: Lived Trends all Areas of Life: in and used / 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."

in % inhabitants between 16 and 25 years



© gfs.bern, youth barometer, April/May 2013 (N = 1000)

The above graphs demonstrate the assertion that was made at the beginning of the chapter. Across all areas of life, meeting with friends or new people, communicating with them and media consumption are generally the most important elements in the lives of young people.

Particularly with communication trends, these are phenomena of a temporary nature, as shown by the highly dynamic trends surrounding communication.

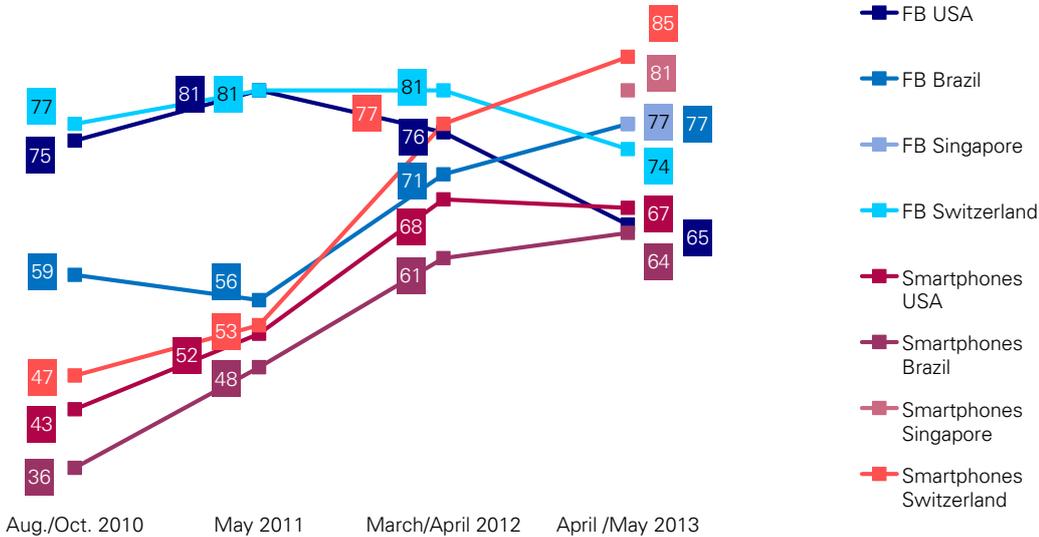
Fig. 37

Trends International Comparison 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."

Facebook (FB) and Smartphones

in % inhabitants between 16 and 25 years judging the media 'in' and using it themselves



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What is currently "in" and what is "out" changes the most here. The clearest example of trendsetting through communication tools is smartphones. Since the beginning of the survey, smartphones have changed from being a minor trend to one of the determining trends. Although Facebook is still included, in the USA and Switzerland the trend highpoint has clearly already been passed.

How strongly patterns of usage change in the area of communication tools can be seen in the usage of SMS (text messaging) and Whatsapp, which is now overtaking text messaging in Switzerland and is also hugely popular in Singapore. Between 2010 and 2011 text messaging had already become established in the USA.

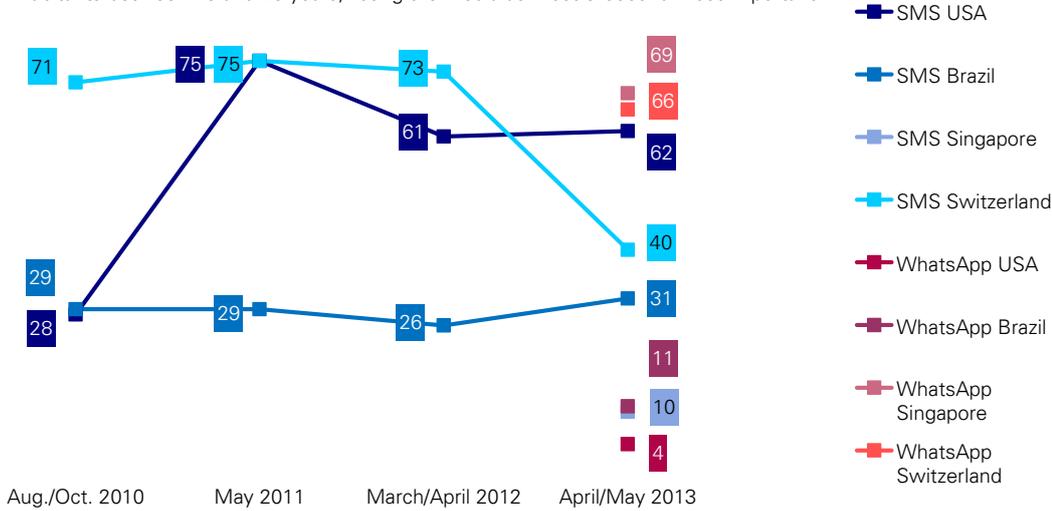
Fig. 38

Trends International Comparison Communication / Ways to Contact Friends

"What ways do you use to contact your friends? Please list the types of media used for keeping in touch with your friends in the order of importance."

SMS and WhatsApp

in % inhabitants between 16 and 25 years, listing the media as most & second most important



© gfs.bern, youth barometer, April/May 2013 (N = each approx. 1000)

3.3.2 Non-Trends all areas of life

There are also parallels between elements that are "out" and not used in the comparison countries. These include regular means of transport, but above all drugs, performance-enhancing substances and smoking which are included here in the Top Ten. Individual social media platforms can also quickly fall into this category, be it Orkut (Brazil, Singapore) or Hi5 and MySpace (USA). In Switzerland and the USA landline telephones also belong in this category.

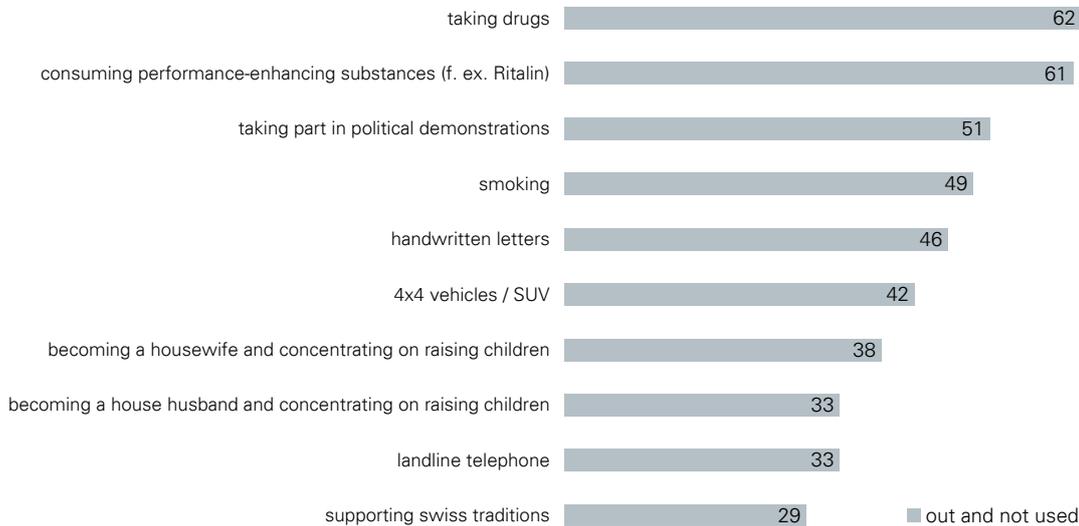
Country-specific differences can also be observed with regard to non-trends. In Switzerland, for instance, the housewife or house-husband model has little resonance with young people, nor does maintaining Swiss traditions.

Fig. 39

International Comparison Top-Ten: No Trends all Areas of Life: out and not used / Switzerland

"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



© gfs.bern, youth barometer, April/May 2013 (N = 1025)

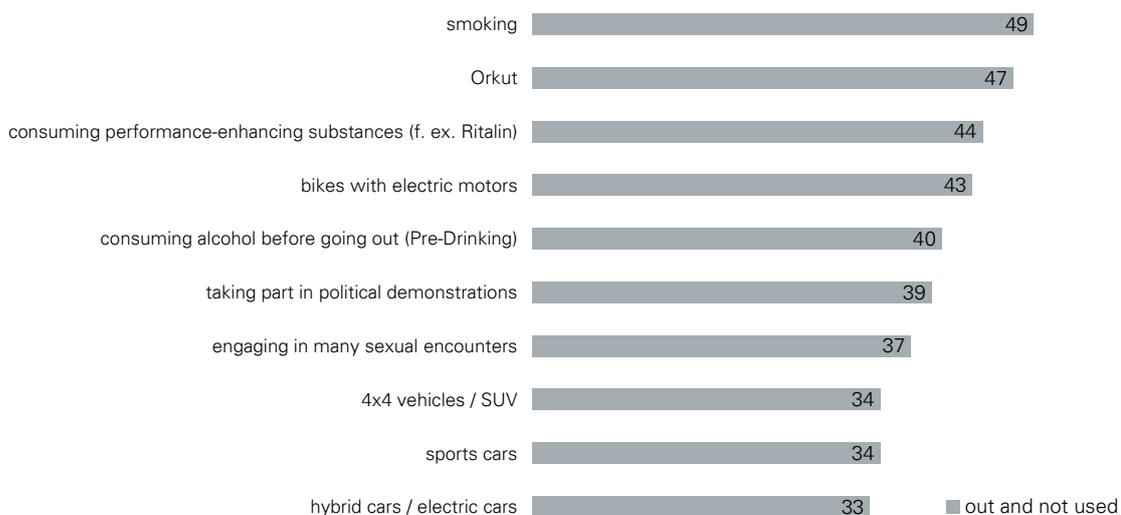
In Singapore the disinclination towards cars is higher than in the other countries and participating in political demonstrations is also considered to be 'out'.

Fig. 40

International Comparison Top-Ten: No Trends all Areas of Life: out and not used / 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."

in % inhabitants between 16 and 25 years



© gfs.bern, youth barometer, April/May 2013 (N = 1000)

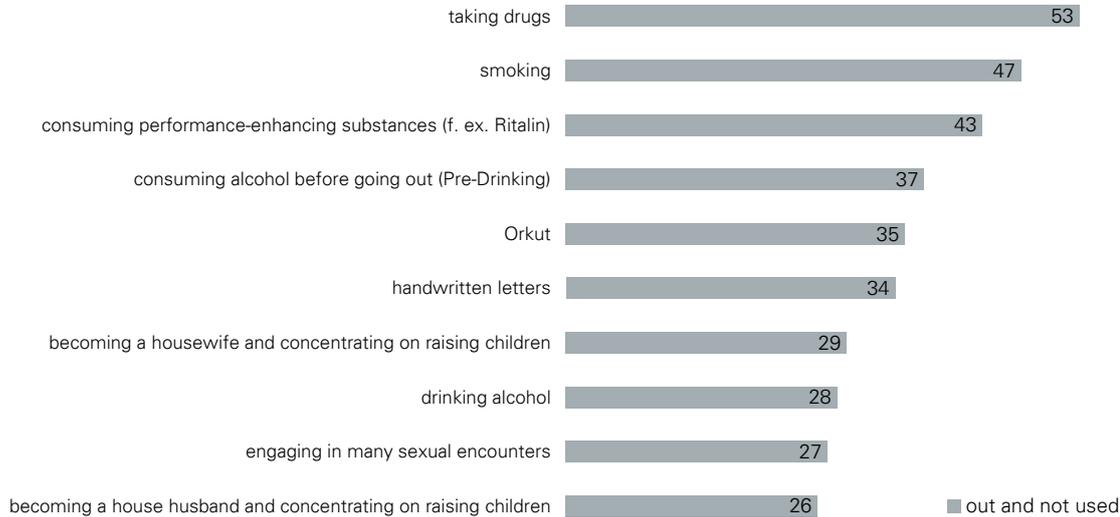
In Brazil, too, a disinclination towards the role of the housewife or house-husband is noticeable. As in Singapore, a certain disinclination towards alcohol consumption can also be observed.

Fig. 41

International Comparison Top-Ten: No Trends all Areas of Life: out and not used / 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."

in % inhabitants between 16 and 25 years



© gfs.bern, youth barometer, April/May 2013 (N = 1000)

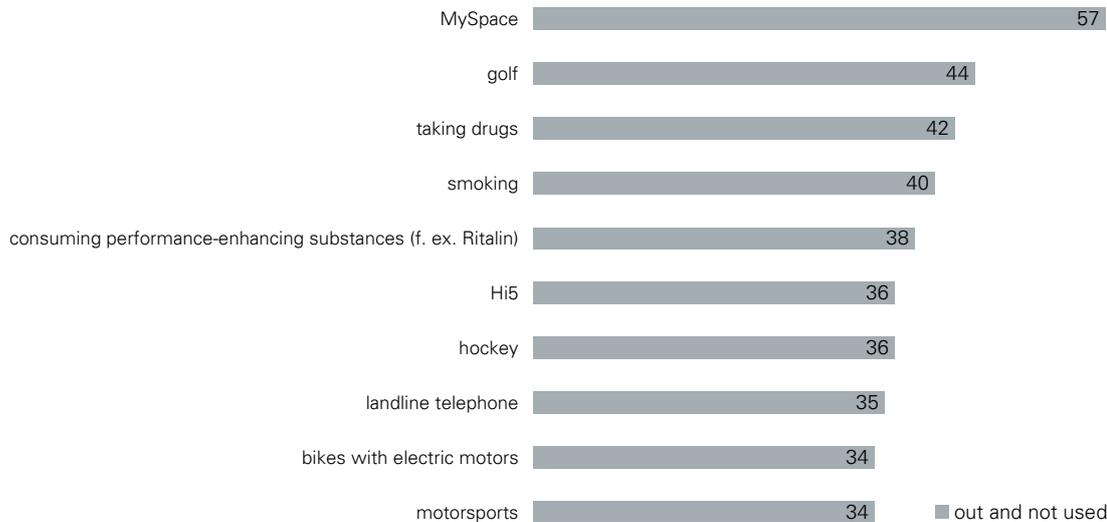
Conversely in the USA, two platforms, Hi5 and MySpace, rank in the top ten of non-trends. Furthermore, three types of sport, namely golf, hockey and motor sports, are ranked in the 'out' and 'not used' categories.

Fig. 42

International Comparison Top-Ten: No Trends all Areas of Life: out and not used / 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."

in % inhabitants between 16 and 25 years



© gfs.bern, youth barometer, April/May 2013 (N = 1000)

3.3.3 Communication and entertainment

Communication in the area of general trends has already been mentioned. This chapter aims to provide a deeper insight into the daily use of communication and media among young people from the four countries.

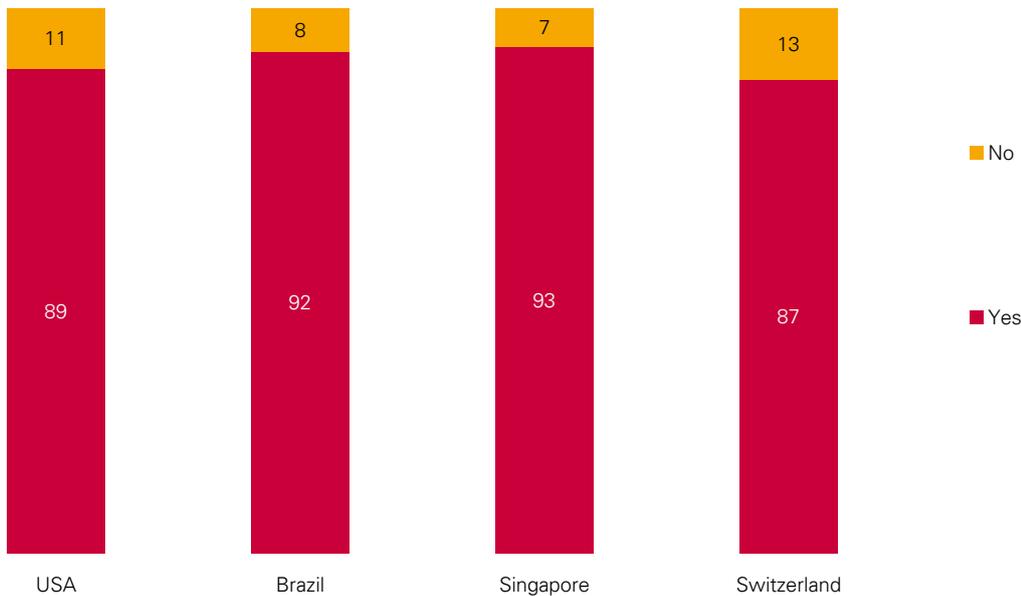
Facebook may no longer be quite so “in” and, as we will see in the following, the intensity with which it is used is at least partially declining, but not its degree of coverage. The number of members remains constant, with figures of up to 90 percent in all of the surveyed countries, Singapore being the highest.

Fig. 43

International Comparison Member of Facebook

"Are you a member of Facebook?"

in % inhabitants between 16 and 25 years



© gfs.bern, youth barometer, April/May 2013 (N USA = 1000 / N BR = 1000 / N SG = 1000 / N CH = 1025)

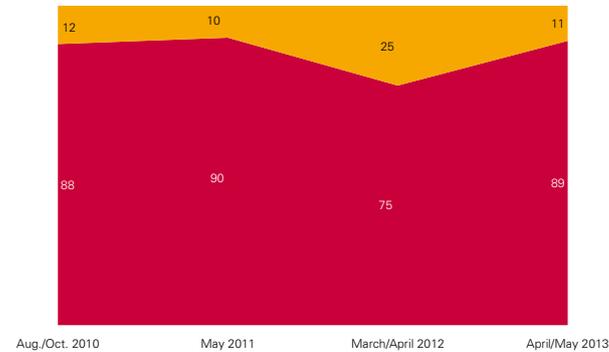
This impression is confirmed by the dynamic analysis of the individual countries. In the USA, following a random sample-related fall in 2012, the level of previous years can once again be observed. In Brazil the number of members continued to rise, closing the previous gap between it and Switzerland and the USA. Following a record number of members in Switzerland in 2012 (90%), this figure is now slightly declining (-3 percentage points).

Fig. 44

Trend International Comparison Member of Facebook: USA

Are you a member of Facebook?

in % inhabitants between 16 and 25 years

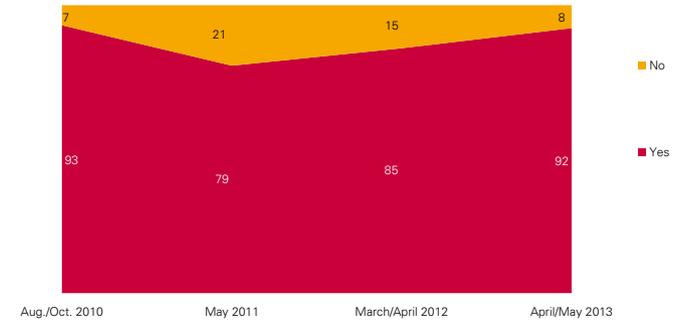


© gfs.bern, youth barometer, April/May 2013 (N = approx. 1000)

Trend International Comparison Member of Facebook / Orkut*: Brazil

Are you a member of Facebook / Orkut?

in % inhabitants between 16 and 25 years



© gfs.bern, youth barometer, April/May 2013 (N = approx. 1000), *since 2011: only Facebook

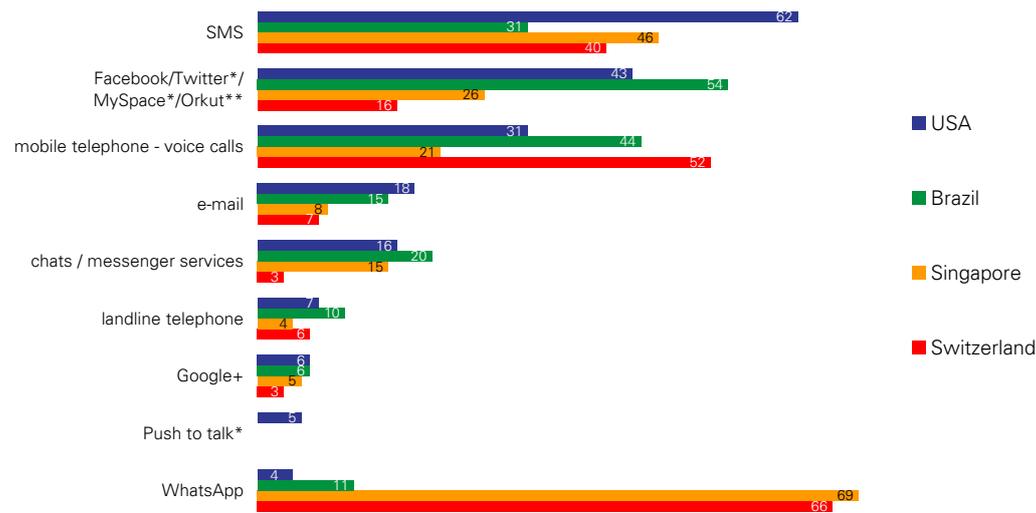
For Swiss young people Facebook is only relevant as the fourth channel for communicating with friends. Whatsapp, mobile phones in general and text messaging are more important. In Brazil, however, Facebook ranks in the highest position when it comes to contacting friends, followed by mobile phones and text messaging. In the USA and Singapore, text messaging and Whatsapp are respectively named in first place, followed by Facebook and mobile phones in general.

Fig. 45

Interantional Comparison Ways to Contact Friends

"What ways do you use to contact your friends? Please list the types of media used for keeping in touch with your friends in the order of importance."

in % inhabitants between 16 and 25 years
(sum of most important and second most important type of media)



*only polled in the USA, **only polled in Brazil

© gfs.bern, youth barometer, April/May 2013 (N USA = 1000 / N BR = 1000 / N SG = 1000 / N CH = 1025)

The Swiss remain more sceptical about the risks of data misuse on Facebook than young people from the other countries, but at the same time most often state that they have attended parties or events as a result of Facebook. Young people in Singapore clearly feel more frequently than young people in the other countries that Facebook will change the world. In Brazil scepticism about Facebook is clearly less pronounced and in the USA an above average number of young people have experienced problems such as bullying on Facebook. The phenomenon of having multiple Facebook profiles is clearly less widespread in Switzerland than in the other countries. In Singapore one quarter of young people say that they have multiple profiles, in Brazil and the USA this figure is only slightly less at 21%. Interestingly, the countries in which multiple profiles tend to occur are also the countries where bullying is more widespread.

Fig. 46

International Comparison Statements about Facebook

"Please tell me if the following statements about Facebook (FB) are true in your opinion."

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

changing the world "FB is changing the world."

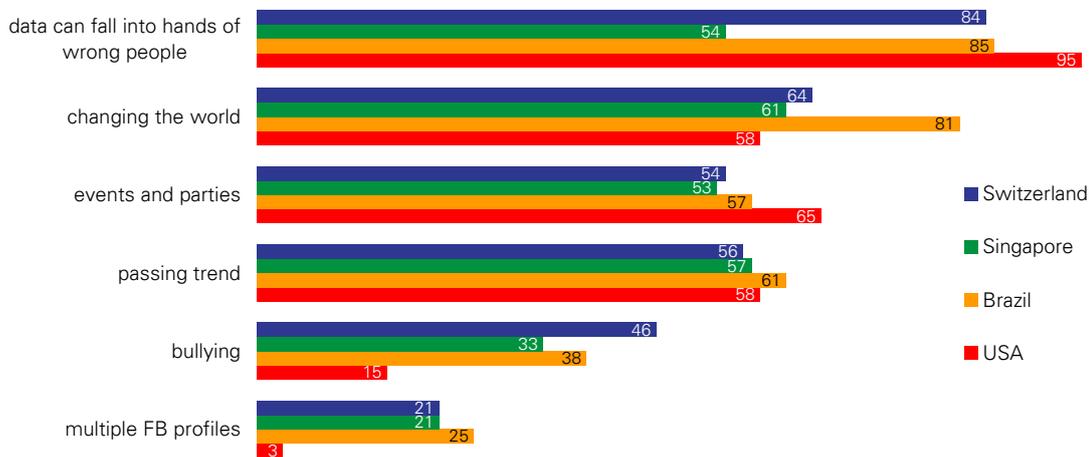
events and parties "I've already attended events and parties through Facebook."

passing trend "FB is a passing trend."

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

multiple FB profiles "I have multiple FB profiles."

in % inhabitants between 16 and 25 years, sum of definitely & generally the case



© gfs.bern, youth barometer, April/May 2013 (N USA = 1000 / N BR = 1000 / N SG = 1000 / N CH = 1025)

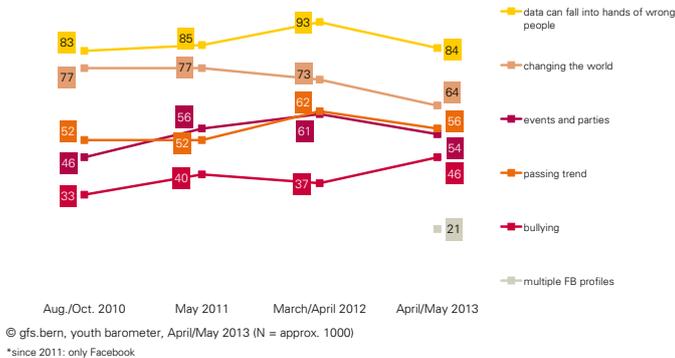
When viewed over time, it becomes clear that a shift has taken place since the beginning of this series of surveys which can best be described with the examples of the USA and Brazil.

The long-term perspective shows that data security continues to remain an important issue. In comparison with 2010, problems with Facebook have risen, while the view that Facebook is changing the world is in decline from year to year. Although the tendency to use Facebook for planning free time has increased over time, it has however fallen again in a short period of time. The same is true for the majority-held opinion that Facebook is a passing trend.

Fig. 47

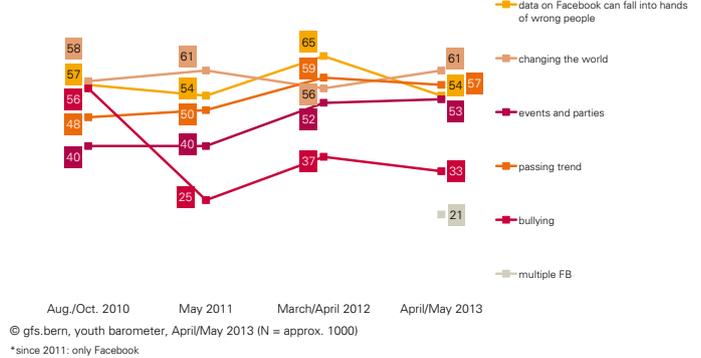
Trend International Comparison Statements about Facebook / Twitter / MySpace*: USA

Please tell me if the following statements about Facebook / Twitter / MySpace are true in your opinion.
in % inhabitants between 16 and 25 years, sum of definitely & generally the case



Trend International Comparison Statements about Facebook / Twitter / MySpace / Orkut*: Brazil

Please tell me if the following statements about Facebook / Twitter / MySpace / Orkut are true in your opinion.
in % inhabitants between 16 and 25 years, sum of definitely & generally the case



The Facebook euphoria can be felt even more strongly in Brazil. Problems with Facebook such as bullying are clearly declining in comparison with 2010. Stable majorities believe in the potential of Facebook to change the world and increasingly more young people in Brazil have gone to parties or other events because of Facebook. This stance is clouded only by the rising number of people who believe Facebook is a passing trend. The developments in Switzerland are closer to those in the USA than they are to Brazil. Swiss scepticism about Facebook remains relatively high with regards to data security and the potential to change the world, in fact even higher than in the USA. The number of young people in Switzerland who use Facebook for planning their free time remains high and is continuing to rise. However, problems with Facebook remain a stable marginal phenomenon. But it is not only Facebook membership that remains high – the same is true for the use of media in general.

3.3.4 Media use

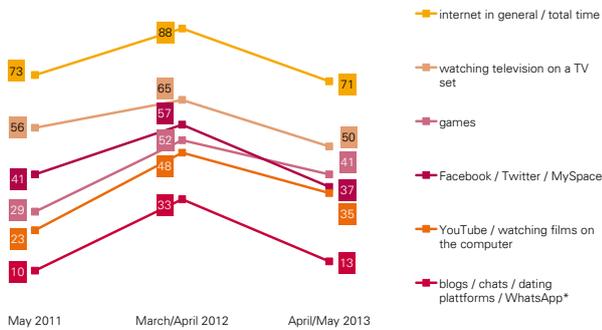
Young people from all four countries use media not only frequently but for long periods of time. In Switzerland and the USA, despite certain nuances (and aside from the structurally high values in the USA in 2012), the levels of media use are relatively stable. In Brazil there is a clear shift in the intensity of media use compared to 2010.

The majority use the internet for more than one hour every day in all four of the surveyed countries (SG: 69%). In Brazil, the USA and Singapore use of the internet for over three hours is the norm for the relative majority (USA: 40%, BRA: 43%, SG: 37%, CH: 23%), in Switzerland 1-2 hours (35%). In the USA the majority additionally state that they watch at least one hour of television per day, while in Brazil the same applies for the use of Facebook.

Fig. 48

Trend International Comparison Use of Media: USA

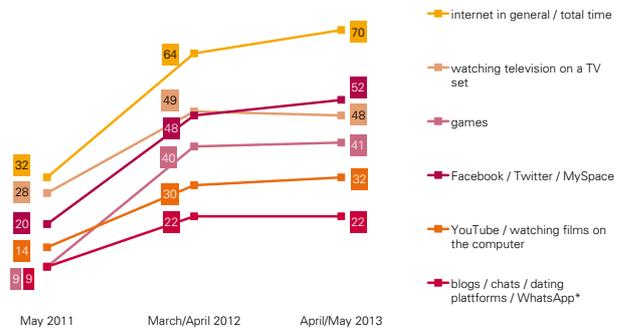
"On an average day, how long do you use the following media for personal use?"
in % inhabitants between 16 and 25 years, more than 3 hours / 2-3 hours / 1-2 hours added



© gfs.bern, youth barometer, April/May 2013 (N = approx. 1000), *polled since 2013

Trend International Comparison Use of Media: Brazil

"On an average day, how long do you use the following media for personal use?"
in % inhabitants between 16 and 25 years, more than 3 hours / 2-3 hours / 1-2 hours added



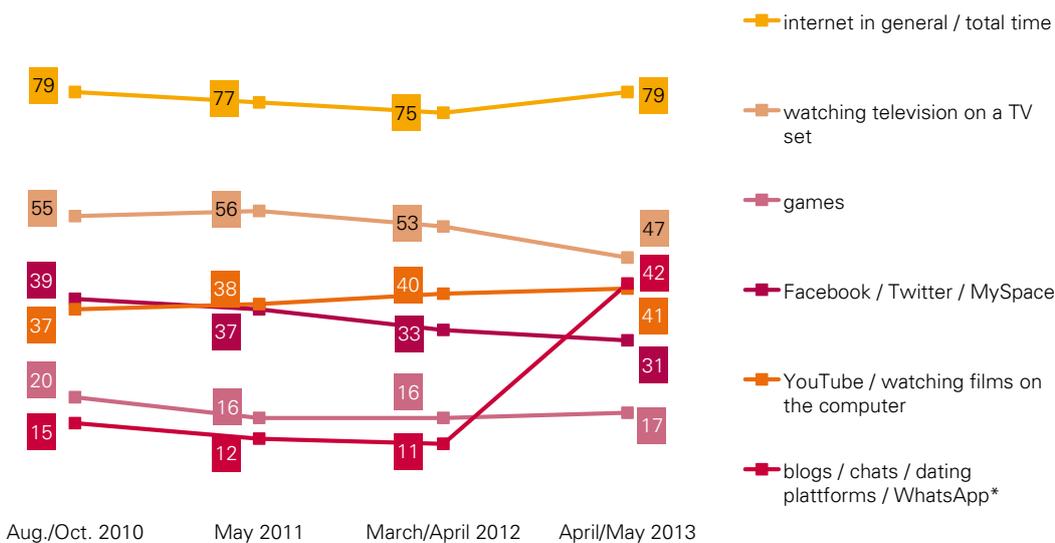
© gfs.bern, youth barometer, April/May 2013 (N = approx. 1000), *polled since 2013

In Switzerland stability best describes the trends. Exceptions are the continuing increase in internet use, a declining tendency to watch television for more than one hour per day and, most impressively but also methodically related because the item was only included in the survey in 2013, the increased use of Whatsapp. The declining tendency with regard to television cannot be explained by online competition because channels such as Youtube or watching films online have not increased. It would appear that television sets have not yet become obsolete in living rooms around the world.

Fig. 49

Trend International Comparison Use of Media: Switzerland

"On an average day, how long do you use the following media for personal use?"
in % inhabitants between 16 and 25 years, more than 3 hours / 2-3 hours / 1-2 hours added



© gfs.bern, youth barometer, April/May 2013 (N = approx. 1000), *polled since 2013

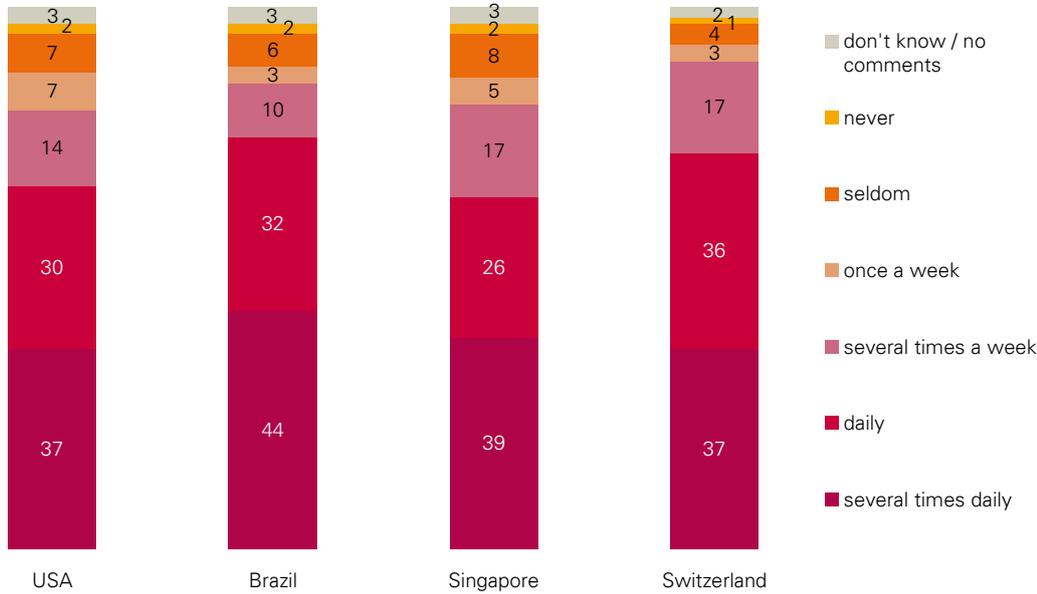
Aside from private use of the various media and communication channels, they of course also serve as a daily news source. The majority of young people in all four countries inform themselves about current events in this way at least once a day.

Fig. 50

International Comparison Information about Daily Events

"How often do you use the media to inform yourself about daily events?"

in % inhabitants between 16 and 25 years



© gfs.bern, youth barometer, April/May 2013 (N USA = 1000 / N BR = 1000 / N SG = 1000 / N CH = 1025)

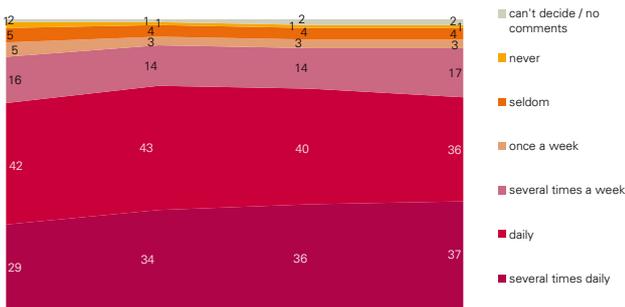
Following the continually increasing intensity of use over the course of the first three years of these surveys, only in Brazil is this still the case. In Switzerland and the USA the figures are stagnating.

Fig. 51

Trend International Comparison Information about Daily Events: Switzerland

"How often do you use the media to inform yourself about daily events?"

in % inhabitants between 16 and 25 years

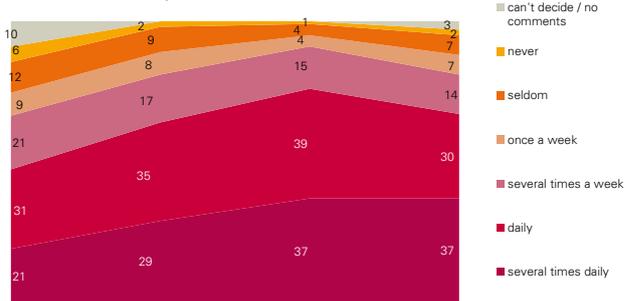


© gfs.bern, youth barometer, April/May 2013 (N = approx. 1000)

Trend International Comparison Information about Daily Events: USA

"How often do you use the media to inform yourself about daily events?"

in % inhabitants between 16 and 25 years



© gfs.bern, youth barometer, April/May 2013 (N = approx. 1000)

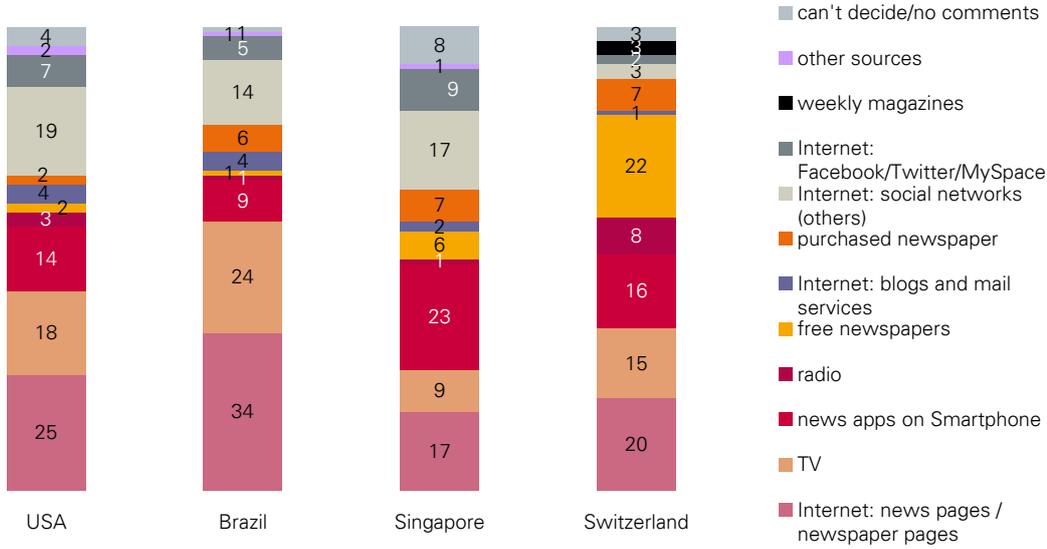
Interestingly and clearly different according to country are the young people's assessments as to their most important news source. For young people in Switzerland, free newspapers play a prominent role, followed by newspaper pages on the internet and news apps on smartphones. If we observe the trend, this is a new development. One year ago, the classic media channels of TV and radio were ranked in second and third place by Swiss young people. In Singapore news apps lead the ranking lists today, followed by social media and the internet in general. In Brazil the internet is top of the list, followed by TV and social networks. US teenagers likewise use news pages on the internet the most, followed by social platforms such as Facebook, Twitter and TV.

Fig. 52

International Comparison Filter: Most Important Source of Information

"Which is the most important source for you?"

in % EinwohnerInnen zwischen 16 und 25 Jahren, who inform themselves seldom at least



*polled only in the USA, **polled only in BRA

© gfs.bern, youth barometer, April/May 2013 (n USA = 958 / n BR = 956 / n SG = 950 / n CH = 1014)

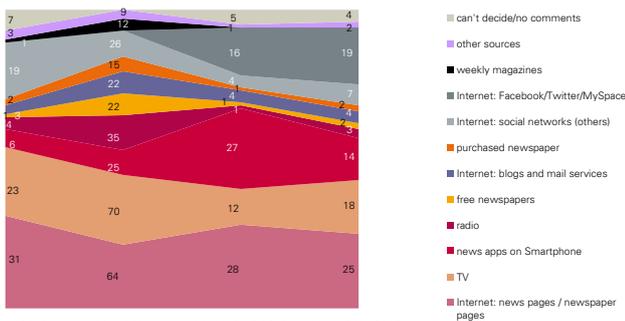
If we observe the trends in the most important information source, the developments that are taking place regarding where we obtain information become clear. In Brazil and the USA two major trends are striking: the importance of Facebook, Twitter and other networks for information purposes, which has been strongly growing since 2012, and the clearly increased importance of news apps.

Fig. 53

Trend International Comparison Filter: Most Important Source of Information: USA

"Which is the most important source for you?"

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

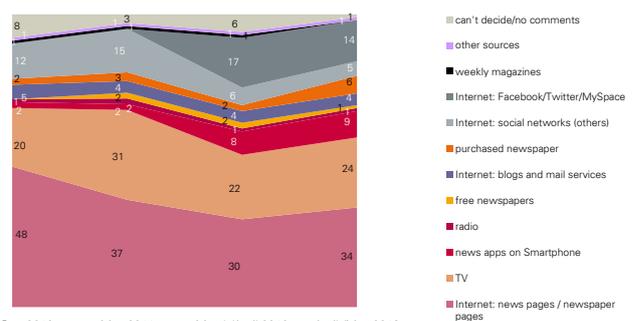


© gfs.bern, youth barometer, April/May 2013 (n = approx. 950)

Trend International Comparison Filter: Most Important Source of Information: Brazil

"Which is the most important source for you?"

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



© gfs.bern, youth barometer, April/May 2013 (n = approx. 950)

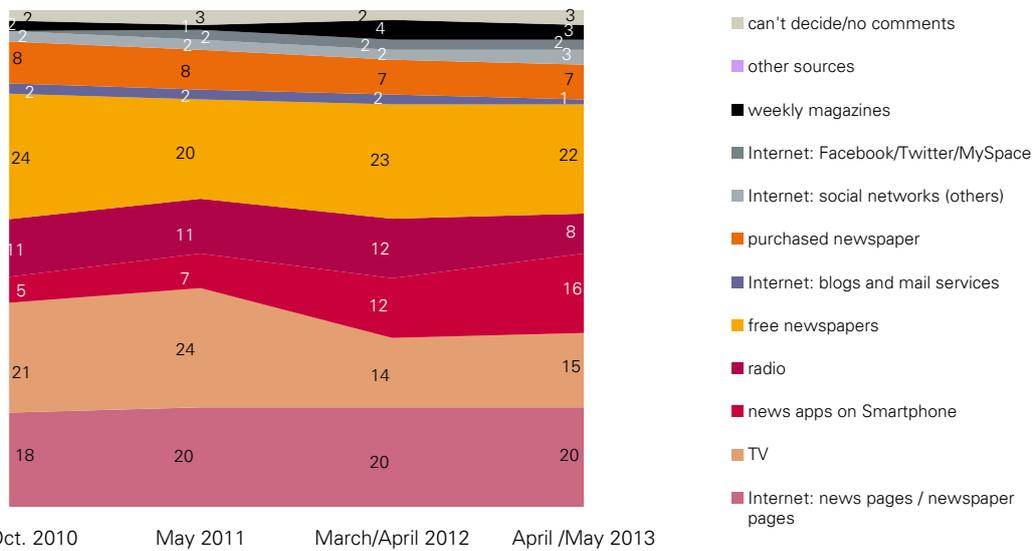
For Switzerland only the news app trend is emerging, the trend towards social networks as information tools less so. According to our data, the much-hyped death of classic media is at best gradual. If you count together the current number of online based news channels⁶ and compare this with the figures from 2010, in Brazil a stagnation of around two thirds can be observed with regard to electronic media use (2010: 67%, 2013: 66%). In the USA the percentage is similarly high and in comparison to 2010 slightly more (2010: 60%, 2013: 67%). At the same time, the most visible shifts are those in the simultaneously lowest percentages of online-based primary media use (2010: 27%, 2013: 41%). Indeed, a suppression of classic *electronic* media channels has taken place.

Fig. 54

Trend International Comparison Filter: Most Important Source of Information: Switzerland

"Which is the most important source for you?"

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



© gfs.bern, youth barometer, April/May 2013 (n = approx. 950)

In addition to the sources of information, the concrete areas of interest with regard to daily events vary according to country.

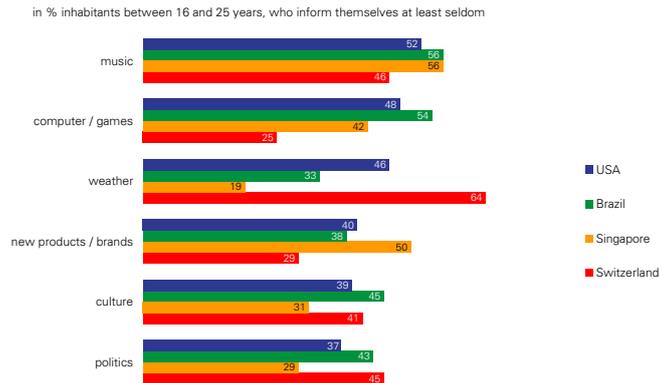
⁶ Internet: Facebook, Internet: social networks, Internet: blogs and mail services, news apps and Internet: news pages/newspaper pages

In the USA the primary interests are still music, brands or new products as well as computers and games. Young people in Brazil are also most frequently interested in music, followed by computers, games and sport. In Switzerland they are primarily interested in the weather, regional news, music and sport. The situation thus remains that American young people have a more consumer- and leisure-oriented interest in media events, Brazilians somewhat less so. The most classically oriented information focus is among Swiss young people. With interests in sport, weather and regional activities, they are most strongly interested in the classic news areas. In Singapore news about music, new products and computers is clearly the most interesting and a high level of importance is attached to the people segment.

Fig. 55

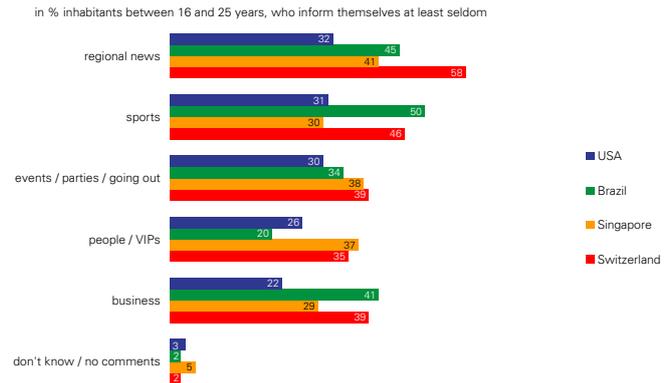
Filter: Daily Events of Interest (1)

"What interests you about the daily events?"



Filter: Daily Events of Interest (2)

"What interests you about the daily events?"



© gfs.bern, youth barometer, April/May 2013 (n USA = 958 / n BR = 946 / n SG = 957 / n CH = 1014)

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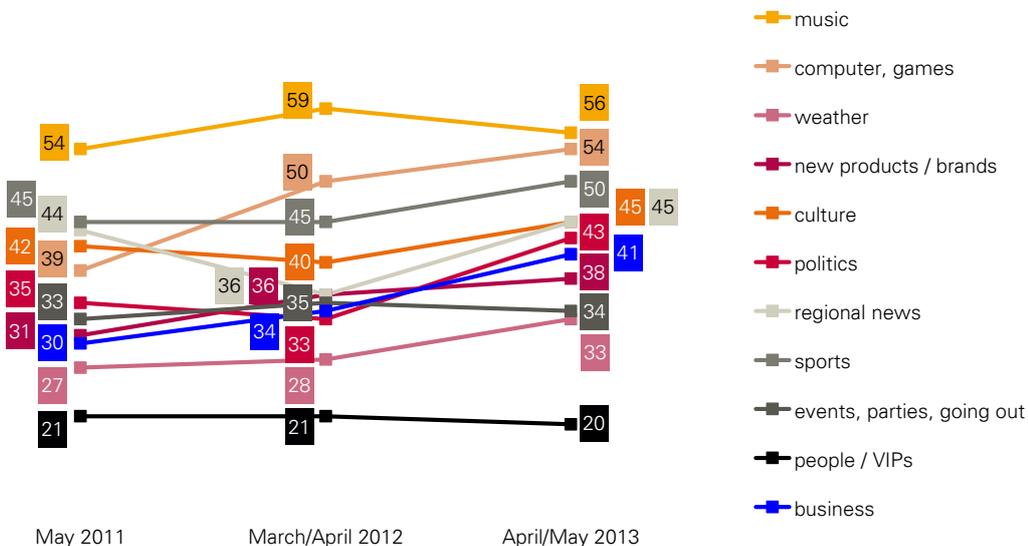
This finding is relatively stable over time. Only in Brazil can certain trends be identified. Interest in news about computers and games has risen considerably by 15 percentage points within three years. The same is true for the relevance of news about the economy (+11 percentage points) and politics (+8 percentage points).

Fig. 56

Trend International Comparison Filter: Daily Events of Interest: Brazil

"What interests you about the daily events?"

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



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3.3.5 Interim assessment

As also shown in the previous chapter, young people from America, Brazil, Singapore and Switzerland have different value systems. However, the trends are similar, particularly with regard to media usage and communication. For instance, it has been confirmed for the fourth time that communication and entertainment tools largely determine the trends in all countries. These elements are also important for communicating with friends, another fixed central point in the lives of young people in all four countries. While lasting value is attached to friends and other reference figures in the key areas of life, communication trends have a rather more short-lived, fluctuating character. Specifically we find that the stagnating to subsiding trend towards Facebook in the USA and Switzerland simultaneously exists with the clear trend towards using smartphones or Whatsapp. Nevertheless, the penetration range of Facebook measured by its number of members remains high.

Media use is more country-specifically influenced than communication. All countries share the pattern of accessing information. However, while free newspapers play an important role as a source of information in Switzerland, in addition to TV, new media are dominant in the USA and Brazil, while in Singapore news apps are dominant. The use of news apps on smartphones has clearly increased in all countries. In the USA and Brazil the importance of social platforms as a source of information has also clearly risen.

If we look at the areas of interest of young people with regard to everyday happenings, young Americans are more interested in consumer- and leisure-oriented events in the media, with a similar tendency in Brazil. The information focus of young Swiss people takes the most classic form. In Singapore music, technology and innovations are of interest. These tendencies are relatively stable over time.

3.4 Politics: problems and views

3.4.1 Basic political attitudes

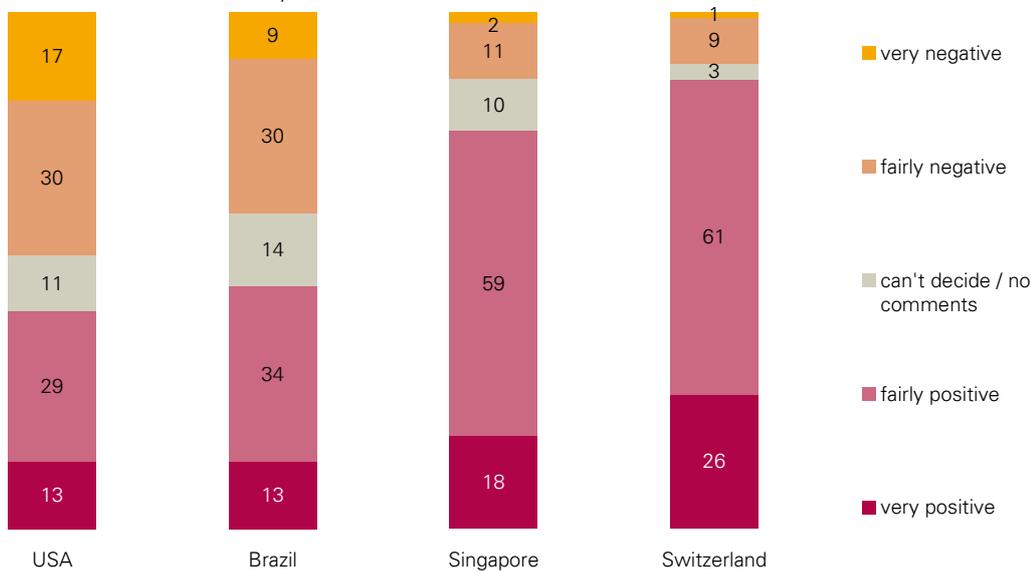
Clearer national differences emerge regarding political issues than in the area of values and lifestyle. This includes the perception of the country abroad from a diplomatic perspective. The minority of young people in the USA and Brazil feel that their country enjoys a positive reputation abroad. Young people from Switzerland and Singapore are far more self-confident in this respect. More than three quarters are confident of a very good or fairly good international perception of their country.

Fig. 57

International Comparison Image own Country Abroad

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

in % inhabitants between 16 and 25 years



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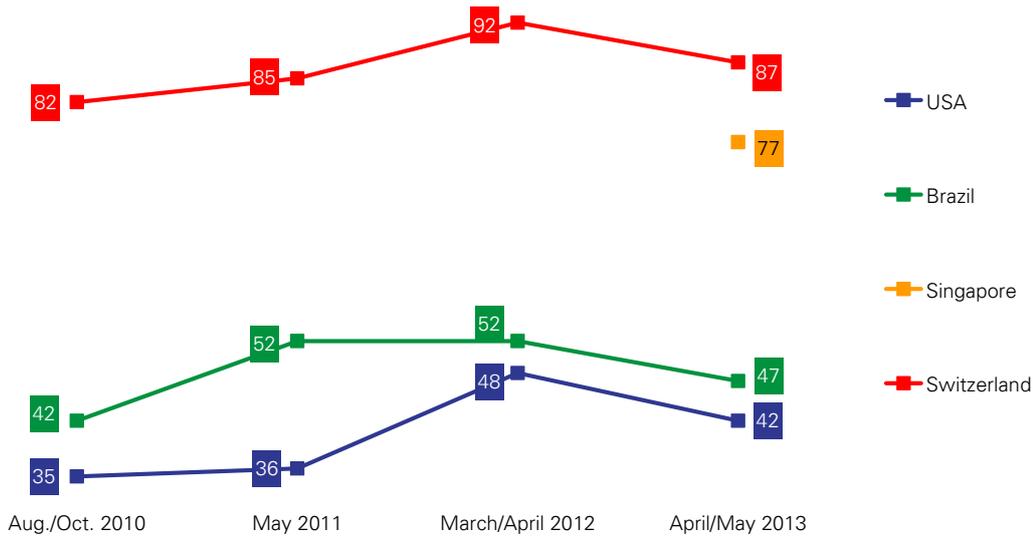
Viewed dynamically, similar trends can be observed for all three countries, albeit at the previously described different levels. In the long term, in other words compared to 2010, young people's assessment of their own country's reputation has improved in all three countries outside of the sample error. In the short term, in other words compared to last year, these assessments are however in decline.

Fig. 58

Trend International Comparison Image own Country Abroad

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

in % inhabitants between 16 and 25 years, sum of very & fairly positive



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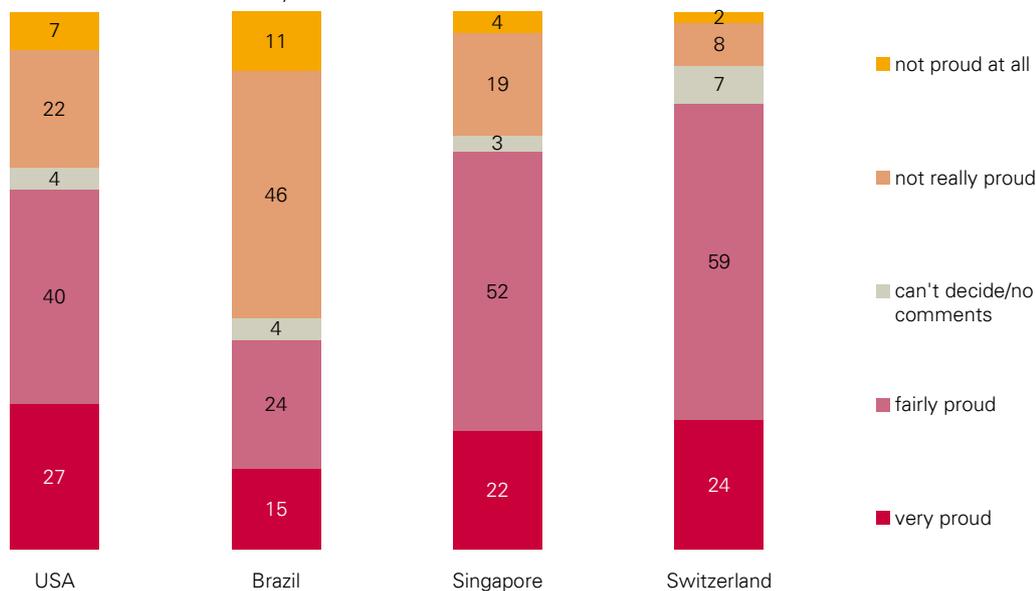
Young Swiss people are not only self-confident, but are also proud of their country to a similar degree. The same goes for young people from Singapore. In contrast, the pride of American teenagers regarding their country (67% quite/very proud) is far stronger than their belief in the positive reputation of their country abroad (42% quite/very good). It seems that in America people are proud of their country regardless of the opinion of other nationalities. This is not the case in Brazil, where young people's pride in their country (39% quite/very proud) is even less strong than their belief in its positive reputation (47% quite/very good). It is possible that domestic political tensions in Brazil are diminishing how proud people are, while other factors, such as perhaps tourism or culture, are considered to be relevant for the perception of the country abroad.

Fig. 59

International Comparison Pride on Country

"How proud of Amerika/Brazil/Singapore/Switzerland are you?"

in % inhabitants between 16 and 25 years



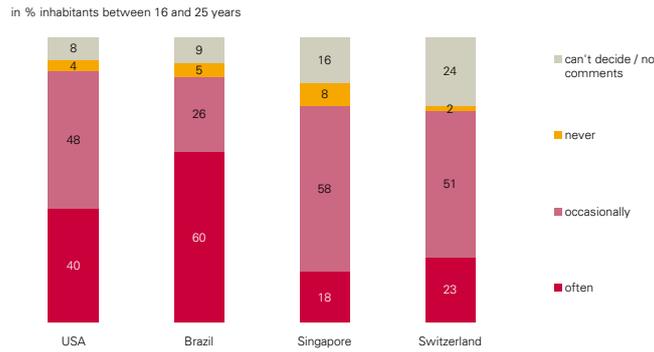
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With regard to government failure and the need to reform the political system, this impression is confirmed, as only in Brazil do clear critical majorities exist in both cases. In Singapore at the most one fifth are critical. Two particularities can be observed for Swiss young people when compared internationally. Firstly, the proportion of undecided people is relatively high for both questions. Secondly, Swiss teenagers are the only surveyed group in which the (relative) majority see no need to reform their political system. A basic need for reform in Switzerland is barely cited at all by young Swiss people. Particularly in Switzerland, fundamental system criticism is therefore a phenomenon of extreme minorities.

Fig. 60

International Comparison Failure of Government

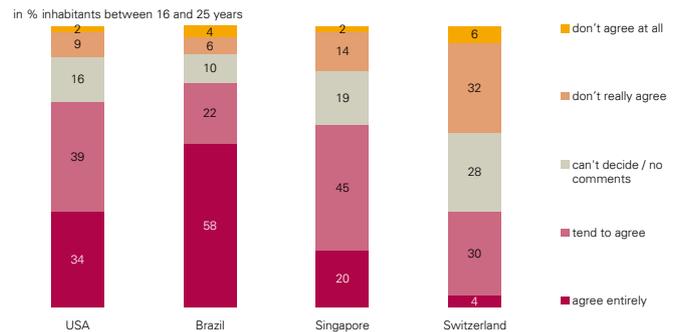
"Do you feel that the politics of the government and administration fail when it comes to important issues? Is this often, occasionally or never?"



International Comparison Need of Reforms

"We gathered a view of the USA / Brazil / Singapore / Switzerland and its politics – to what extent do you agree?"

"The political system in the USA / Brazil / Singapore / Switzerland needs fundamental reforms."



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In 2012 dissatisfaction was clearly growing in the USA, although this effect is only confirmed from the long-term perspective, if it all. The continuing downward trends in Brazil since 2010 are much clearer.

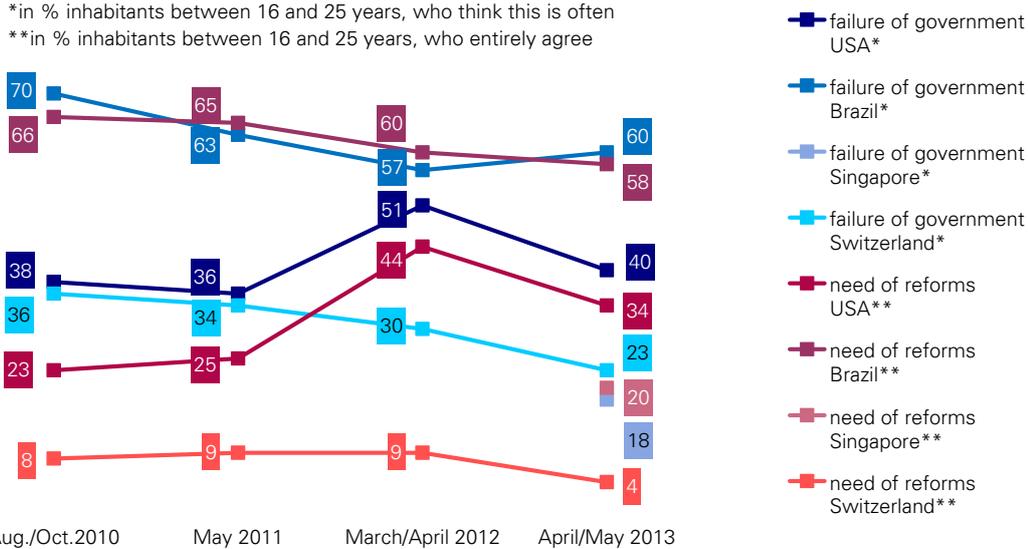
Fig. 61

International Comparison Opinions of Government

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

need of reforms "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 entirely agree



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3.4.2 Perceptions of problems

Significantly different problems and problems which are shaped by national political debates still exist, however there have been no major qualitative changes with regard to the Top 6 problems within the respective countries from year to year – the problem cycles are slower than perhaps suggested by the debates in the media which are driven by current events.

A clear parallel can be found regarding concern about unemployment, which in all countries is one of the two biggest problems. Apart from in Brazil, school and education is one of the more important problems, but often depends on the extent to which the individual is personally affected (in Switzerland ranked only seventh place with 18%).

Surprisingly, apart from in the USA, retirement pensions are one of the most important problems in all countries. In Switzerland young people are continuously thinking about this topic.

In the USA, the price of petrol and terrorism are typically among the perceived problems. Terrorism as a perceived problem has grown since last year.

In Brazil corruption increasingly dominated the cited problems and in third place was urban violence, which is also increasingly causing problems. Youth violence in the context of personal safety or violence in stadiums is likewise a growing problem in Switzerland.

In Singapore, in addition to unemployment, inflation and wages cause the greatest concerns. Existential and material problems are especially dominant here.

Swiss young people are the only ones to cite protecting the environment and global warming as one of the most important problems. Energy issues following Fukushima and the politically declared intention of abolishing nuclear energy announced in 2011 have also become established among the top problems.

Table 5:

Trend International Comparison Six Most Important Problems

"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 the greatest problems of the US / Brazil / Singapore / Switzerland."

USA		Brazil		Singapore*		Switzerland	
unemployment/ unemployment among youth	54%	→	corruption	63%	↗	unemployment/ unemployment among youth	42%
gasoline and oil prices	44%	→	unemployment/ unemployment among youth	42%	→	inflation / rise in prices	41%
terrorism	33%	↗	violence in cities	29%	↗	wages / development of wages	38%
corruption	27%	→	wages / development of wages	27%	→	school & education system	27%
health issues	25%	→	gasoline and oil prices	25%	↗	health issues	26%
school & education system	25%	→	health issues	24%	→	retirement provisions	26%
			retirement provisions	24%	↘	energy issues	22%
						foreigners / integration of foreigners / freedom of movement to other countries	50%
						retirement provisions	37%
						unemployment/ unemployment among youth	32%
						protecting the environment / global warming / environmental disasters	27%
						personal safety / criminality / violence among young people / violence in stadiums	26%

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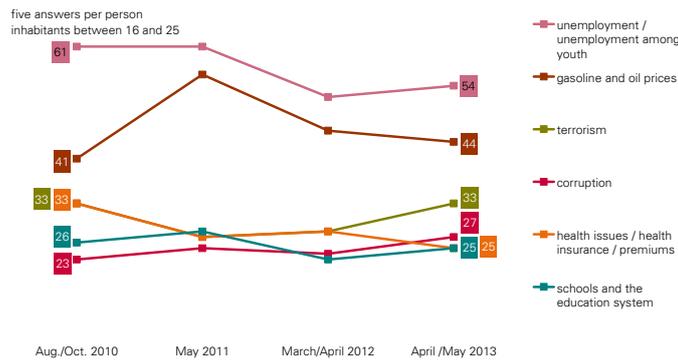
Most shifts in the top concerns are within the random sample error, but a few larger shifts can be observed. In the USA, compared to the previous year, concerns about terrorism have clearly increased (+5 percentage points), which can be explained by the bombing in Boston. The army is also causing more concern than a year ago (16%, +6 percentage points). In the meantime, concerns about the banking and financial crisis (14%) and energy issues have decreased (16%, both: -7 percentage points).

In Brazil, compared to 2012, the problem of corruption is once again accentuated (+13 percentage points) and people are more worried about the price of petrol and crude oil (+5 percentage points). Inflation and rising prices (16%, +5 percentage points) as well as urban violence (+4 percentage points) are of greater concern than last year. In contrast, retirement pensions (-6 percentage points), racism (18%, -5 percentage points) and hunger (23%, -4 percentage points) are of less concern than in 2012.

Fig. 62

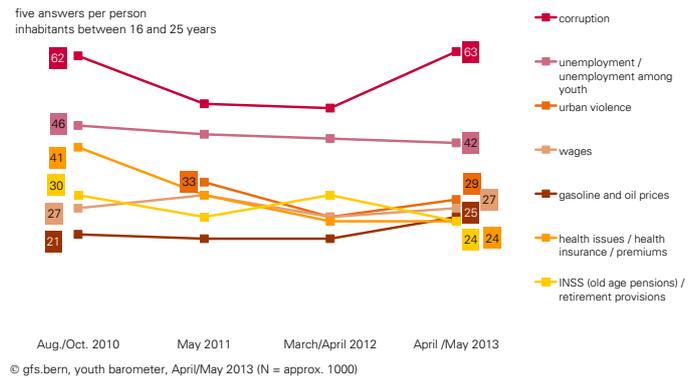
Trend International Comparison Most Important Problems / USA

"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."



Trend International Comparison Most Important Problems 2013 / 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 Brazilians' greatest problems."

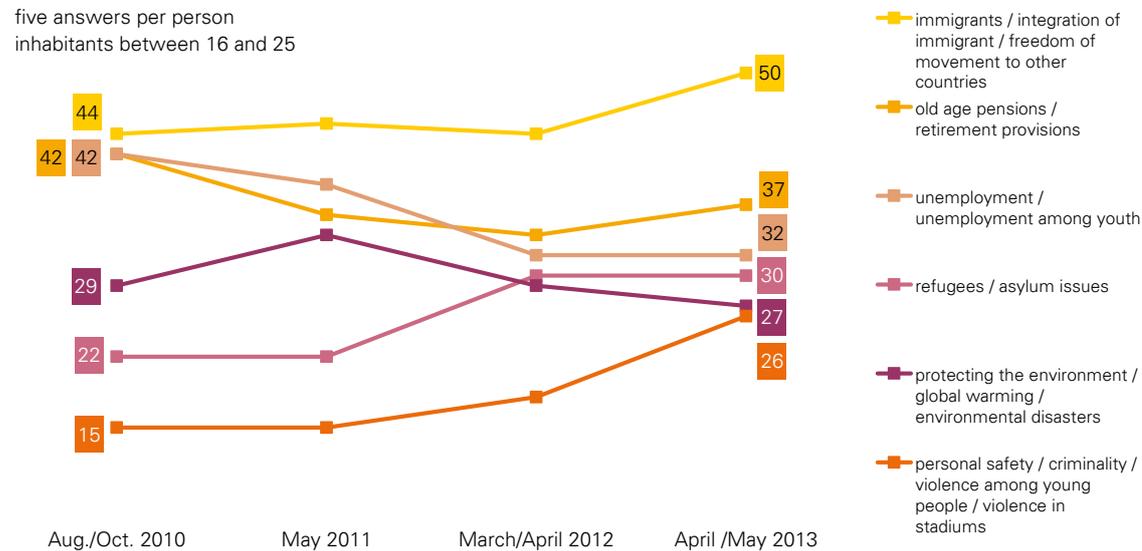


Swiss young people exhibit the smallest level of change in their concerns. Only two relevant shifts can be observed in the top positions: the increased citing of foreigners compared to last year (+6 percentage points) and the clear concern for personal safety, which has been continuously rising since 2011 (Δ 2012-2013 +8 percentage points). The perception of Swiss young people of problems relating to economic factors has fallen (economic crisis 11%, -8 percentage points) and inflation (2%, -5). It is interesting that the frequency with which banking secrecy is cited has continually increased since 2011, however this can of course be explained by current events (2010: 9%, 2011: 7%, 2012: 10%, 2013: 12%).

Fig. 63

Trend International Comparison Most Important Problems / 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 Swiss' greatest problems."



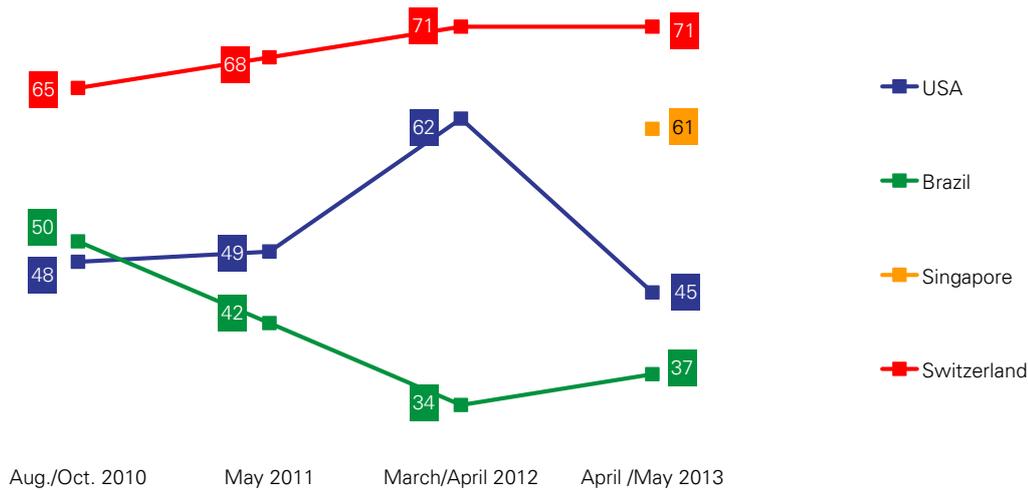
Not only retirement pensions but also the generation problem with an ageing society is a strong and increasing concern for young Swiss people. In Singapore the situation is similar with regard to concerns about personal retirement pensions and the majority perception of the ageing society problem. In Brazil this has been significantly decreasing as a perceived problem since 2010. In the USA a majority cited ageing as a problem only once.

Fig. 64

Trend International Comparison Problem old People in Pension Age

"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 tis is an advantage/opportunity."

in % inhabitants between 16 and 25 years (sum of answers big & very big problem)



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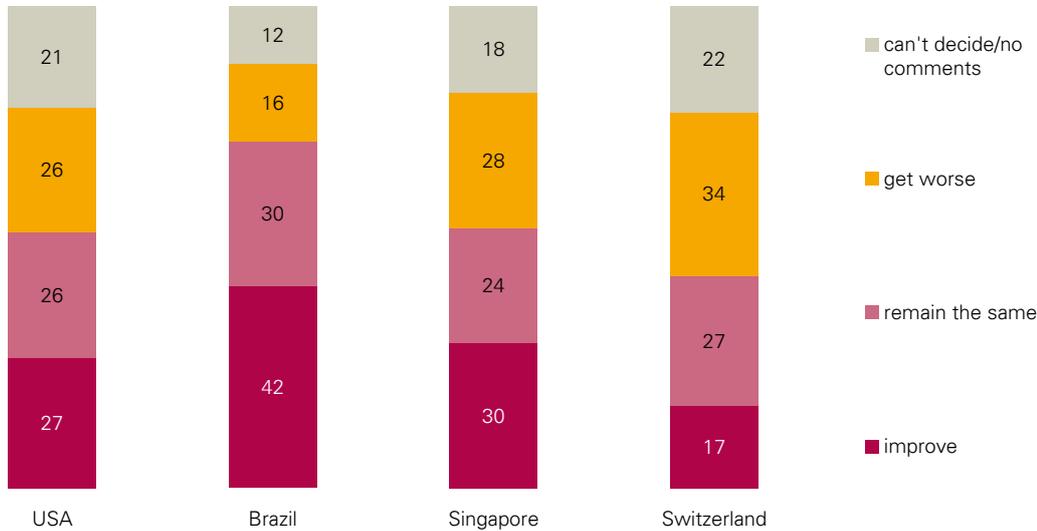
This perceived problem of older people is translated into the assessment on the future relationship between the generations, which in Brazil is clearly viewed with far more optimism than in the other three countries. Swiss young people are accordingly the most sceptical.

Fig. 65

International Comparison Relationship Youth – Senior Citizens in the future

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

in % inhabitants between 16 and 25 years



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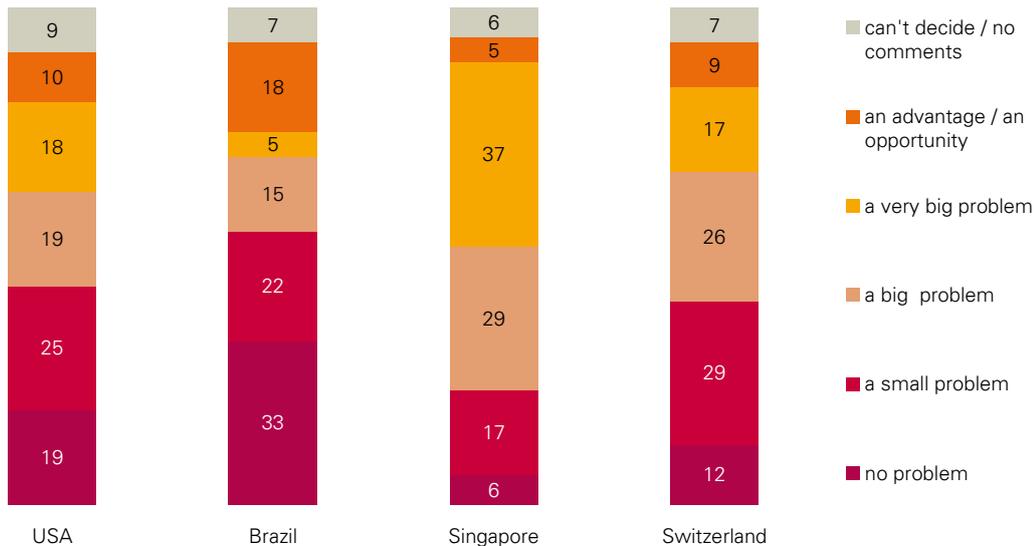
Although migration in itself represents the biggest problem for Swiss young people, when asked directly, this is not felt to be a problem by the majority. In Singapore the situation is very different. The least critical with regard to this issue are clearly young Brazilians, the answers of American teenagers were similar to those in Switzerland.

Fig. 66

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



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In Brazil this number was significantly lower, also with regard to the low migration pressure, even exhibiting a decreasing tendency. However, with the ex-

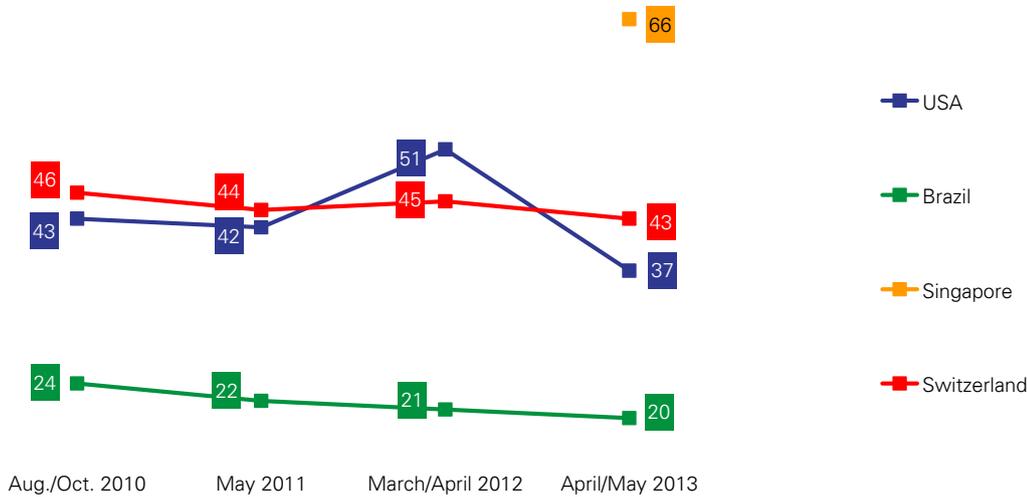
ception of a US outlier in 2012, the pressure created by this problem also appears to be lessening in Switzerland and the USA.

Fig. 67

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 answers big & very big problem



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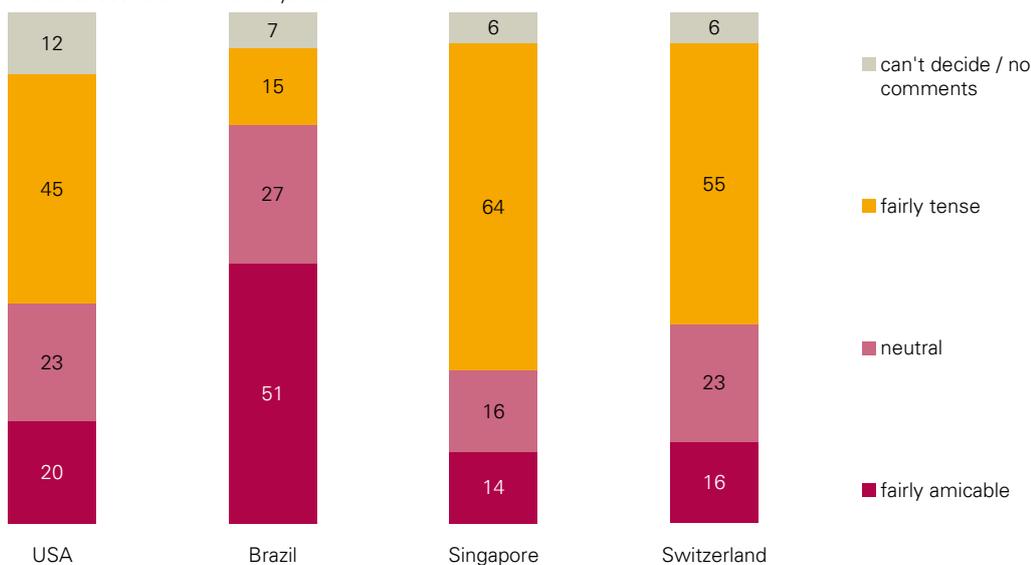
In line with the level of the perceived pressure created by this problem, the majority in Switzerland and Singapore judge the relationship between native and foreign young people to be problematic, in the USA the relative majority. In Brazil, however, the majority perceive the relationship to be fairly amicable.

Fig. 68

International Comparison Relationship Residents - Immigrants

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

in % inhabitants between 16 and 25 years



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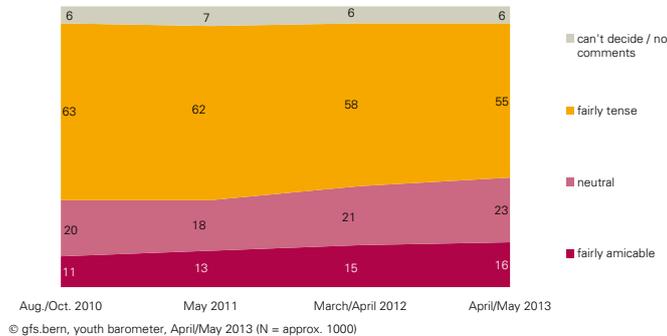
Nevertheless, the trends for this question in the fairly critical country of Switzerland and in the USA show a tendency towards a more relaxed relationship between young natives and (young) foreigners.

Fig. 69

Trend International Comparison Relationship Residents – Immigrants: Switzerland

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

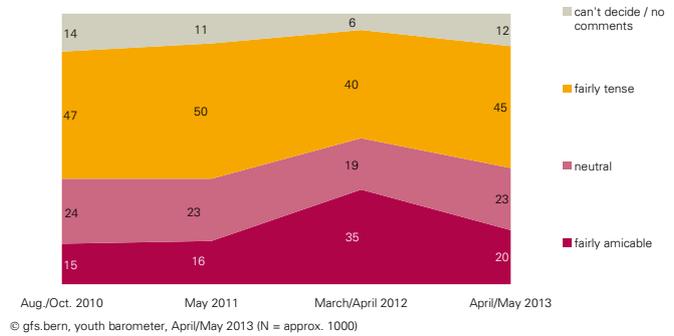
in % inhabitants between 16 and 25 years



Trend International Comparison Relationship Residents – Immigrants: USA

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

in % inhabitants between 16 and 25 years



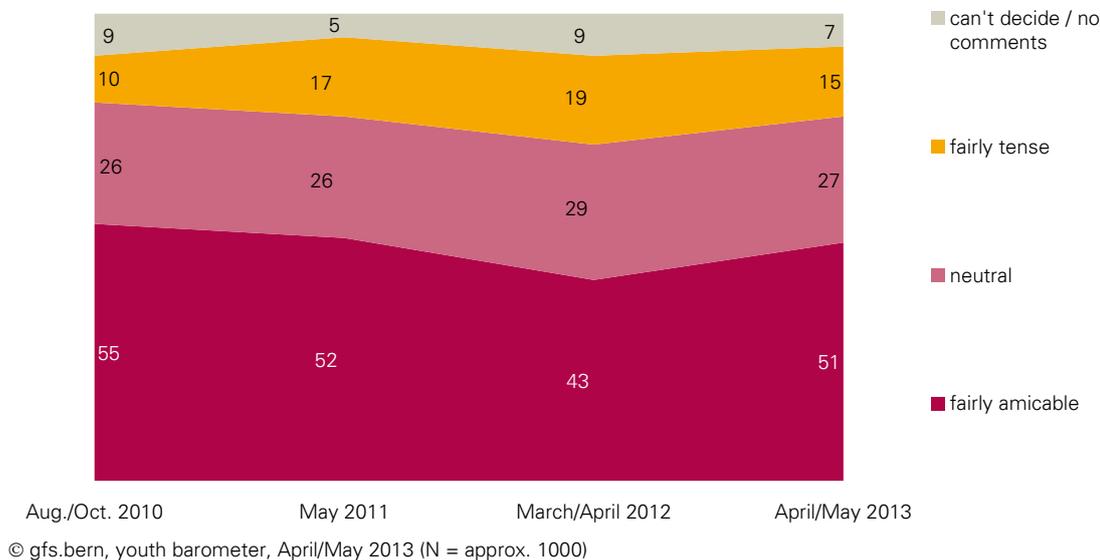
In Brazil, however, the trend is towards the opposite direction. The percentage of critical votes has significantly developed in comparison with the figures from 2010.

Fig. 70

Trend International Comparison Relationship Residents – Immigrants: Brazil

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

in % inhabitants between 16 and 25 years



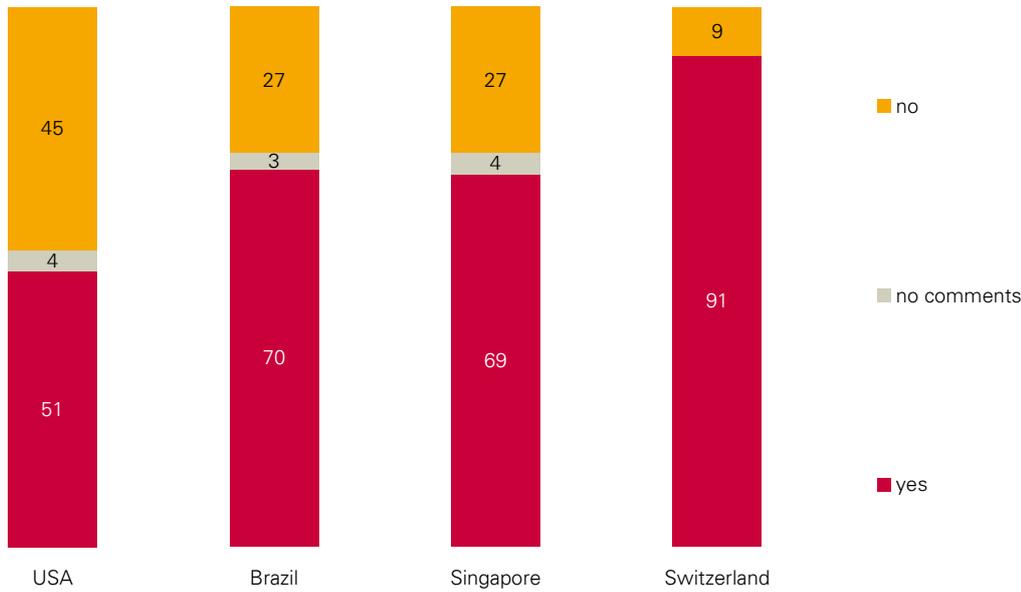
With 91 percent, Swiss young people have significantly more foreigners in their circle of friends compared to young people in the other countries. American young people have the fewest foreign friends, only just over every second person has friends who are not Americans. While the percentage in Switzerland is stable, in Brazil and America there is a tendency towards more young people with foreign friends (Δ 2010-2013: USA +4 percentage points, BRA +5 percentage points).

Fig. 71

International Comparison Immigrants in Circle of Friends

"Do you have immigrants in your own circle of friends?"

in % inhabitants between 16 and 25 years



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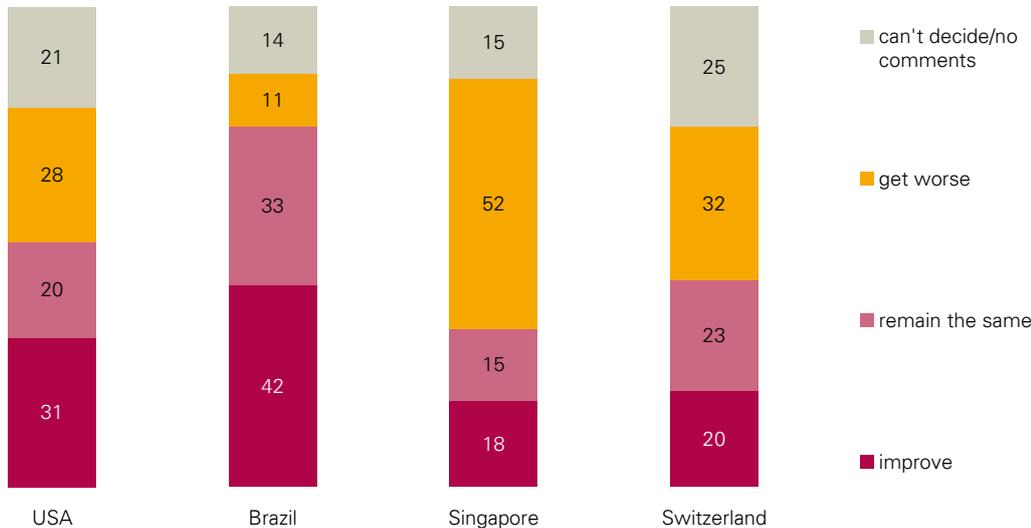
The assessment of the future relationship between young people is a mirror for the assessment of current relationships, as for both questions the judgements in the same countries are critical or in the case of Brazil positive. Only in Singapore is the majority of votes pessimistic. In Switzerland the relative majority remain critical. The trends are once again different with regard to this question. While Brazilian young people have been stable in their views since 2010, for young Americans and Swiss a slightly less sceptical attitude towards the future relationship of natives and foreigners can be observed.

Fig. 72

International Comparison Relationship between Domestic – Foreign Youth in the future

"How will the relationship between young Americans/Swiss/Brazilians/ Singaporeans and immigrants develop in the future? Will it remain the same, improve or get worse?"

in % inhabitants between 16 and 25 years



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Swiss young people thus view the relationship with foreigners fairly critically, but they consider foreigners from their personal environment to be nice more than young people in the other countries do. In common with young Brazilians, Swiss young people are most likely to emphasise the economic benefit of foreigners, with Americans least likely to do so, although the majority of those surveyed in all countries do see this as a given. The majority of respondents in all three countries also agreed with the statement that problems with foreigners had become accentuated in recent years.

Fig. 73

International Comparison Statements Immigrants

"Do you agree with the following statements?"

immigrants in personal circles are nice "The immigrants in my personal circles and surroundings are nice."

benefit from qualified workers from foreign countries "The USA / Brazil / Singapore / Switzerland benefits from qualified workers from foreign countries."

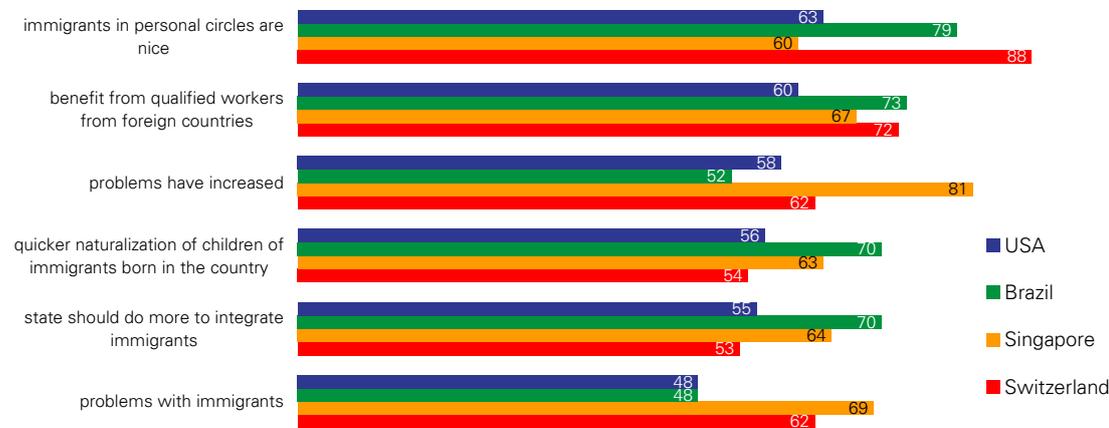
problems have increased "The problems with immigrants have increased in the last two or three years."

quicker naturalization of children of immigrants born in the country "The children of immigrants who are born in the USA / Brazil / Singapore / Switzerland should be naturalized quicker."

state should do more to integrate immigrants. "The state should do more to integrate immigrants."

problems with immigrants "There are many immigrants who create problems in society."

in % inhabitants between 16 and 25 years, sum of completely & tend to agree



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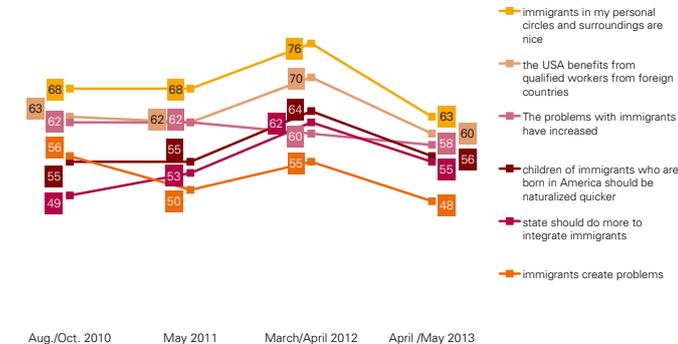
In the USA and in Switzerland support for these statements is slightly in decline. In Brazil after a two-year peak in the perception of this issue as a problem, the situation has relaxed for the first time in 2013. The demands made with regard to integration have thus also decreased.

Fig. 74

International Comparison Statements Immigrants: USA

"Do you agree with the following statements?"

in % inhabitants between 16 and 25 years, sum of completely & tend to agree

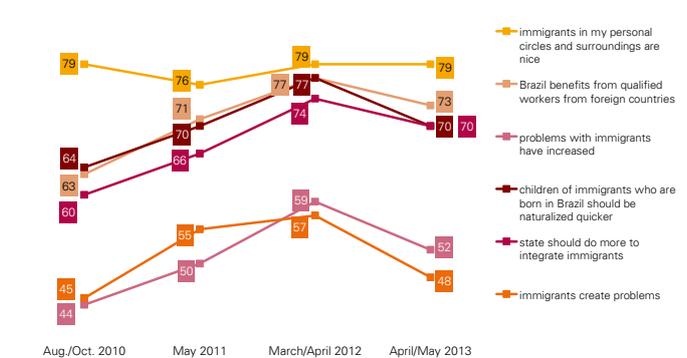


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International Comparison Statements Immigrants: Brazil

"Do you agree with the following statements?"

in % inhabitants between 16 and 25 years, sum of completely & tend to agree



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State integration efforts and Jus Soli nevertheless enjoy the support of the majority of young people in all four countries. However, the trends for both questions are declining in the USA and Brazil. In Switzerland this negative trend

in the case of state integration measures has been observed since 2011, but is not detectable for Jus Soli.

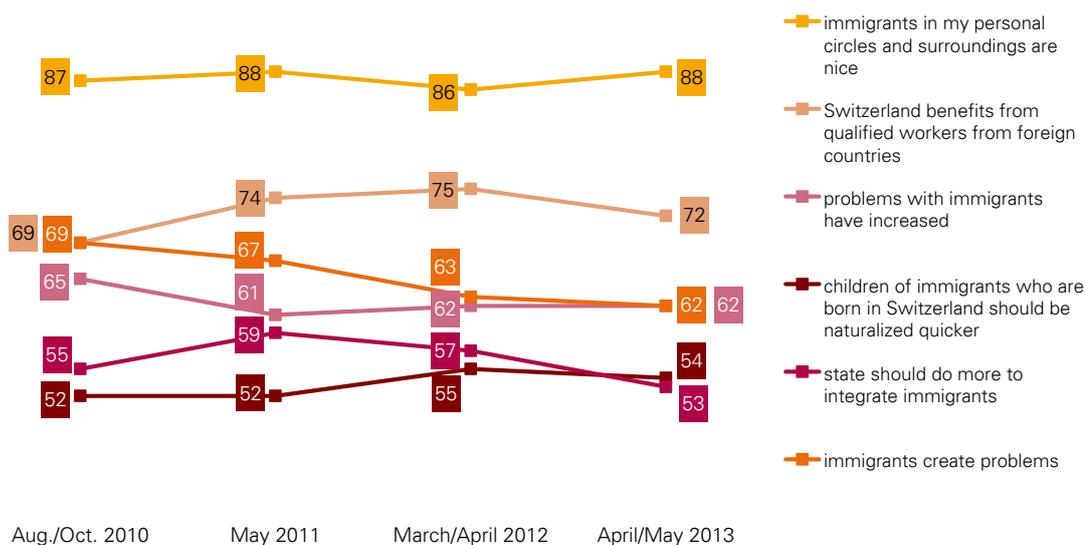
Over time, the pressure created by the problem appears to be relaxing in Switzerland and the USA, with the economic benefits of foreigners being strongly emphasised in both countries. Brazilian young people continue to perceive pressure created by this problem to a slightly increased degree and call for clearer integration measures. However, recently the indications are that the issue has become more relaxed.

Fig. 75

International Comparison Statements Immigrants: Switzerland

"Do you agree with the following statements?"

in % inhabitants between 16 and 25 years, sum of completely & tend to agree



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3.4.3 Interim assessment

The basic political views of young people and their perceptions of problems are quite different and reflect the political debates in the respective countries.

While the majority of Swiss and Singapore teenagers describe the image of their country as at least fairly good, their Brazilian peers are less inclined to do so and the majority of those in America rate it as bad. With the exception of Brazil, everyone is proud of their country, most of all the Swiss, followed by the people of Singapore and Americans. In America young people are proud of their country regardless of the perception of others. In Brazil precisely the opposite is true. Also with regard to government failure and the need for reform, the Brazilian teenagers are clearly more critical than young people from other countries. To put this in more relative terms, it should be added that, with the exception of Switzerland, the majority of those surveyed in countries consider political system reforms to be necessary.

The perception of problems by young people is shaped by national political debates, with the problem cycles of the main problems being relatively stable in each country. Young people in all four countries are concerned about unemployment and, apart from in America, they are all worried about retirement pensions. However, the perception of problems is clearly nationally coloured. In the USA the price of crude oil and terrorism are top of the list of perceived problems. For Brazilian young people, corruption and urban violence are the

important problems in their country, while for Swiss young people migration policy issues continue to take top priority. In Singapore the perception of problems is itself economically coloured, as in addition to unemployment young people there are primarily concerned about inflation and wages.

3.5 Career, education, finance

3.5.1 General views on education and work

Among young people unemployment was also listed among the two biggest concerns in all countries. This chapter will now explore this question in greater detail with regard to careers, education and finance.

Training and further education are very important for the surveyed age group and their intention is to continue with lifelong learning. However, the situation in Switzerland is unique with a high proportion of young people pursuing a vocational trade. At the present time and particularly due to demographic reasons, it is not difficult to find an apprenticeship place. Youth unemployment is low compared to the rest of Europe. Far more so than in the other three countries, Swiss young people also state that the current situation is in line with their dreams. It is therefore easier for them to view career orientation as part of their self-development. The situation in Switzerland also reflects the exceptionally high scepticism towards university education. In the other countries, too, apprenticeships enjoy the reputation of opening up the door for further education. Only the minority in Switzerland think that poor grades in school mean negative career prospects. As it is possible to quickly gain real work experience in Switzerland, school is criticised here far more strongly. The minority believe that school is good preparation for the working world. In Brazil, the USA and Singapore the majority of young people are convinced that school prepares you for work.

Fig. 76

International Comparison Statements on Profession: Education / Training

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

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

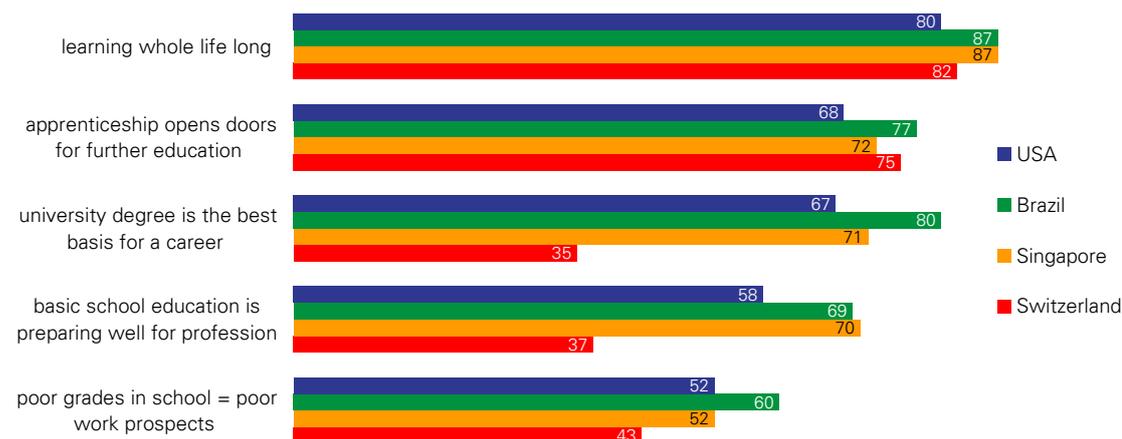
apprenticeship opens doors für further education "Today, an apprenticeship opens up all doors for further education and career."

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

basic school education is preparing well for profession "Basic school education provides good preparation for the professional world."

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

in % inhabitants between 16 and 25 years, sum of completely/tend to agree



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During this phase in life, career orientation plays a big role, but the emphasis should nevertheless be on enjoying one's work. If you do not enjoy your job, you should change it. If you enjoy your job, you will also be successful. The realities in the USA, Brazil and Singapore clearly challenge this focus on enjoyment, and the majority think that one should be grateful to even have a job in the first place. In countries other than Switzerland, the most important thing is to earn as much money as possible. In Switzerland the focus is more on self-

development. Apart from in Singapore, only the minority support the statement that leisure time is more important than a career or training.

Fig. 77

International Comparison Statements on Profession: Relevance in Life

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

don't enjoy work = change your job "If you don't enjoy your work, you should change your job."

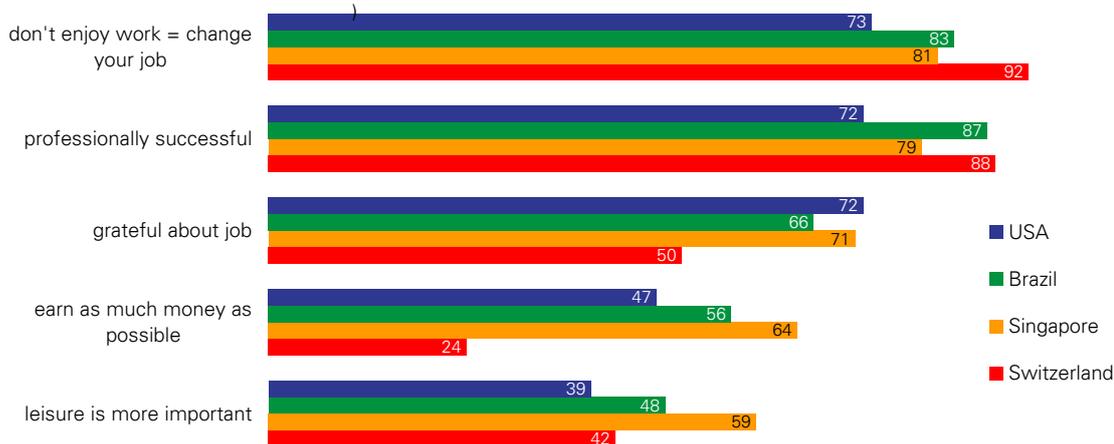
professionally successful "If you like doing something, you will be successful doing it professionally."

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

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

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

in % inhabitants between 16 and 25 years, sum of completely/tend to agree



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Apart from in the USA, young people clearly observe discrimination on the grounds of age far more often than on the grounds of youth. This is particularly the case in Switzerland, where only a minority of young people observe this discrimination in their own age group. Age-related discrimination is more to be expected than gender-related discrimination. In the USA, discrimination appears to be balanced between youth, age and gender. Being disadvantaged due to a foreign name is clearly an especially widespread problem in Switzerland.

Fig. 78

International Comparison Statements on Profession: Discriminations

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

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

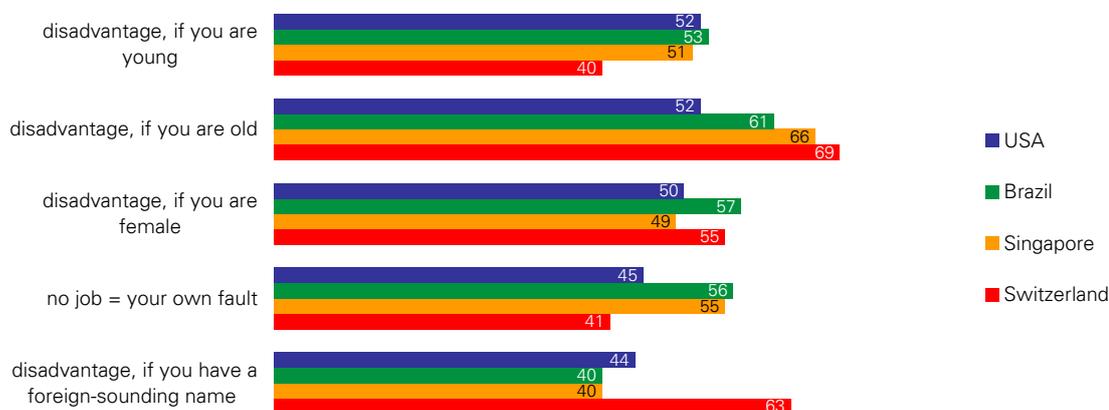
disadvantage, if you are old "If you are old, you will be at a disadvantage in the professional world."

disadvantage, if you are female "Women are at a disadvantage in the professional world."

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

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

in % inhabitants between 16 and 25 years, sum of completely/tend to agree



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3.5.2 Education and career gender

When differentiated by gender, differences between young women and men in the area of education and careers can be observed across all countries. Significant differences exist particularly in Switzerland and in Singapore, but also in Brazil. In the USA these differences are less pronounced.

If we compare young people's views on life in the area of education and career, significant differences are displayed among young American women and young Brazilian women with regard to getting a good education and/or further education. In the USA and in Brazil, young women attach more value to this than men. For young Brazilians an exciting career tends to be more important. In Switzerland the opposite is true regarding an exciting career. Furthermore, in Brazil differences can be observed in the desire to have a career and achieving one's goals with hard work. Upon examination of the sum of positive assessments, no differences can be identified. If we take a look at how unimportant these things are to young people, we see that for 16- to 25-year-old women they are slightly less important (2% / career and 2% / goals with hard work) than for men of the same age (3% / career and 3% / goals with hard work).

In Switzerland young men also tend to want a career and achieve goals with hard work, but it is especially for young Swiss women that this is important. A similar situation can be observed in Singapore, where it is more important to young women to have a career than for their male peers.

Table 6:**International Comparison Conceptions of life by gender**

"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?"

(percentages "extremely/very/quite important" added up)

	CH		USA		BR		SG	
	M	F	M	F	M	F	M	F
Getting a good education and/or further training	97%	97%	86%	87%	94%	96%	91%	92%
Having an exciting job	98%	96%	84%	80%	94%	95%	88%	91%
Achieving set goals with hard work	92%	96%	86%	89%	93%	93%	88%	93%
Having a good career	76%	68%	86%	85%	94%	94%	89%	95%

■ Values not significant

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If we examine the profiles of young adults in the various countries, in Switzerland and Singapore it is particularly the men who can be described as hungry for success. In the USA, on the other hand, there are considerably more women who would say this about themselves. When it comes to dealing with failures, in Singapore these are tolerated more by young women, in Switzerland more by young men.

Also with regard to the aspired goals in the area of career and education, a number of striking differences can be observed between the genders. Young Swiss women tend to aspire to basic vocational training and also a basic academic education, periods of time working abroad and a balance between leisure and work. In comparison, young Swiss men attach more value to a career and having lots of money.

In Brazil young women aspire to having lots of money slightly more than their male peers. The latter, however, tend to want a career. In Singapore it is the young women who aspire to a career and especially to a work-life balance. In contrast, young men tend to aspire to subject-specific further education, different professions and a basic academic education. In the USA, more 16- to 25-year-old men prefer to work in a range of different professions than young American women.

In summary, it can be said that young women in Switzerland attach the least importance to a career, while in the other countries there are considerably more who do. The situation is similar when it comes to having a lot of money. In general, women and men in the surveyed countries value a career and education, while the focus of young Swiss women is on having a work-life balance.

Table 7:

International Comparison Objectives in life by gender

"When you think about your objectives in life, what do you really strive for, what do you definitely not want and where will you only decide spontaneously depending on how things turn out?"

(percentages "absolute/possible objective" added up)

	CH		USA		BR		SG	
	M	F	M	F	M	F	M	F
Basic professional training	50%	59%	42%	39%	75%	74%	46%	43%
Subject-specific further training	57%	57%	44%	43%	73%	73%	51%	46%
Several different professions	19%	19%	35%	30%	43%	45%	43%	36%
Professional periods of time abroad	40%	41%	44%	42%	56%	55%	55%	54%
Basic academic education (Bachelor)	37%	38%	57%	55%	64%	64%	61%	58%
Higher academic education (Master / Doctorate / Habilitation)	32%	32%	53%	51%	67%	69%	54%	49%
Balance between work and leisure	81%	83%	59%	69%	76%	78%	68%	78%
Professional career	59%	44%	60%	65%	77%	75%	65%	67%
Having lots of money	47%	40%	55%	55%	60%	63%	63%	68%

■ Values not significant

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Apart from in Brazil, when comparing the genders, more young men than young women have the feeling that society and the economy rely on them in all countries. Differences also exist with regard to certainty in careers and education. Young women in Singapore and Switzerland are more uncertain about their career goals compared to men. However, with regard to training and further education, the situation is the opposite in Switzerland. Young men in Singapore are the most certain in this aspect. In Brazil significant differences can be observed with regard to uncertainty about their own training and further education. Young Brazilian women tend to more uncertain than their male counterparts. When it comes to taking responsibility, in Switzerland and Singapore it tends to be young people who want to take responsibility towards society and the environment.

Table 8:**International Comparison Statements on future plans by gender**

To what extent do you agree with the following statements about work and education or training?"
(percentages "agree completely/somewhat" added up)

	CH		USA		BR		SG	
	M	F	M	F	M	F	M	F
I have the feeling that society relies on me.	32%	25%	47%	35%	64%	64%	51%	46%
I have the feeling that the economy relies on me.	25%	15%	45%	37%	63%	65%	51%	43%
I am uncertain about my professional goals.	34%	43%	50%	51%	46%	52%	52%	58%
I am absolutely certain about my professional goals.	55%	51%	58%	54%	48%	48%	63%	54%
I am uncertain about my training and further education.	42%	36%	50%	47%	41%	52%	50%	51%
I am absolutely certain about my training and further education.	59%	55%	60%	55%	46%	47%	67%	59%
I want to take responsibility for society and the environment.	61%	61%	58%	51%	68%	73%	63%	66%

■ Values not significant

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Also with regard to work and education significant differences can be identified between the genders. When comparing the genders, more young Swiss women than men tend to agree with the statements that training helps them with their self-development and their current job is only temporary. Above all, they want their current job to be in line with their dreams and serve the purpose of self-development. Furthermore, young Swiss women tend to orientate themselves towards training, while young Swiss men tend to orientate themselves towards a career. This tendency is also the case in Singapore, where more young women than men orientate themselves towards training. They see training as an interim step to the next phase of further training or as a step that brings them closer to their real professional goals, is in line with their dreams and helps them with self-development. In the USA and Brazil no significant differences could be measured in the assessment of statements regarding training and current work.⁷

The following table shows significant differences can also be identified in the closed assessment of statements on career and training or education. In Switzerland, the USA and Singapore leisure is more important to young men than career or training and they also tend to be interested in making as much money as possible.

Lifelong learning is more important to young women in Brazil and Singapore than to young men. It is also clear that all young women (apart from in the USA where the difference is not significant) agree with the statement that women are disadvantaged in the professional world, obviously more so than young men in the respective countries do.

⁷ Each based on the proportion of those who indicated that they agree 50% or more with the respective statements.

Table 9:

International Comparison Statements about work and education by gender

To what extent do you agree with the following statements about work and education or training?
(percentages "agree completely/somewhat" added up)

	CH		USA		BR		SG	
	M	F	M	F	M	F	M	F
Leisure is more important than work/education	45%	38%	42%	36%	46%	49%	59%	60%
Work is about earning as much money as possible.	33%	16%	52%	43%	56%	57%	65%	63%
You have to continue learning your whole life long.	79%	84%	78%	81%	86%	90%	85%	90%
Women are disadvantaged in the professional world.	45%	65%	46%	54%	51%	64%	46%	54%
Compulsory education prepares you well for working life.	36%	38%	61%	56%	69%	69%	68%	70%
If you have bad grades at school, you have poor career prospects.	43%	44%	57%	48%	58%	63%	56%	48%

■ Values not significant

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With regard to the general school leaving qualifications there are also significant differences between the genders. In Switzerland, with 29 percent it tends to be young women who have a qualification granting access to higher education (men: 22%). In contrast, with 36 percent compared to 32 percent, young men tend to have a secondary school qualification. 30 percent of young Swiss men have a compulsory school qualification, which corresponds with primary school and secondary school preparing students for apprenticeships (women: 25%). This also explains why more young men (40%) are currently doing an apprenticeship or full-time vocational school or apprenticeship with professional certification than young women (24%)⁸. In comparison, more young Swiss women (30%) are in education at a university or higher education institution (men: 25%). The same is true when we look at completed education and training.

Likewise in Singapore considerably more young women (34%) have a university degree than young men (22%), although it should be taken into account that more young men indicated that they are still in education (42%; women: 38%). Vice-versa, more young American men (32%) already have a college or university degree than their female peers (23%). However, similar to Singapore, more young women (37%) are still in education (men: 33%). In Brazil there are no significant differences according to school education and gender, but there are differences in the current education and further education status. Young Brazilian women tend to be undergoing post-graduate studies (29% women vs. 22% men) or a language course (21% women vs. 15% men). At the time of the survey, young Brazilian men were mainly engaged in IT courses (24% vs. 20%).

⁸ This corresponds with the tendency in Swiss society if we examine the data of the Federal Statistics Office on education qualifications in 2011: Grammar school qualifications granting access to higher education (women: 57.1%); professional certification (men: 53.4%); EFZ – Federal VET Diploma (men: 54.8%); EBA – Federal VET Certificate (men: 53.1%)

In Singapore there are more men in education and further education in all areas. In the USA no significant differences could be measured.

3.5.3 Dream job

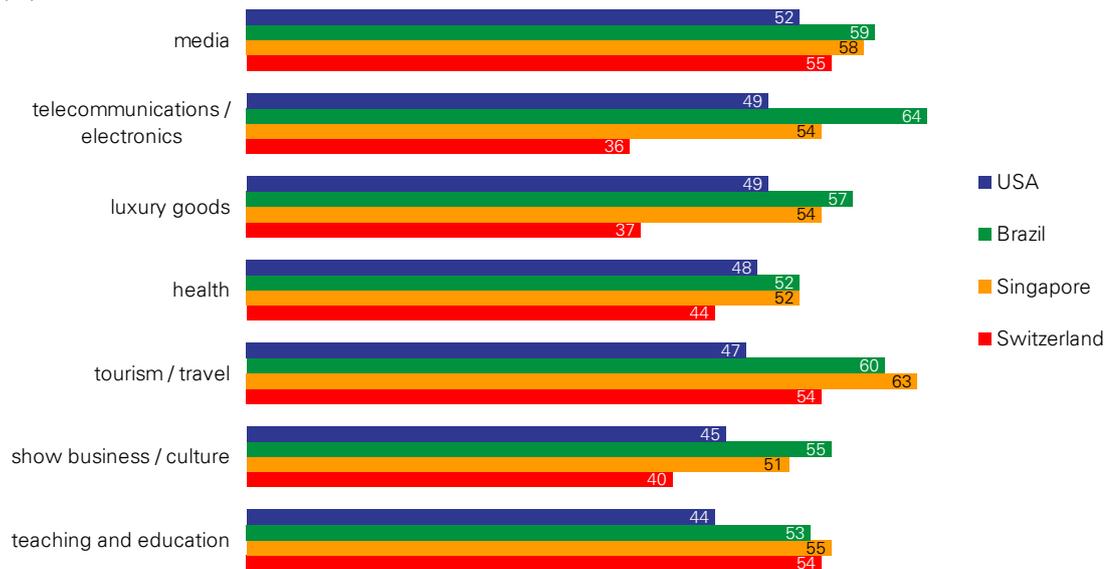
Through various questions, the Youth Barometer also endeavours to find out what form the ideal job should take. Here, again, there are differences in the opinions of young people in the three surveyed countries.

Fig. 79

International Comparison requested industry to be employed (1)

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

in % inhabitants between 16 and 25 years, sum of "would very much like to be employed there" / "would prefer to be employed there"



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People's desired employment does not reflect the partly negative view of journalism among the population, but instead it reflects the trend towards the importance of the media, which is very clearly illustrated by this study. Many young people (apart from in Switzerland) would very much like to work in media and in telecommunications/electronics. In Singapore and Brazil positions in the travel industry are also very attractive for young people.

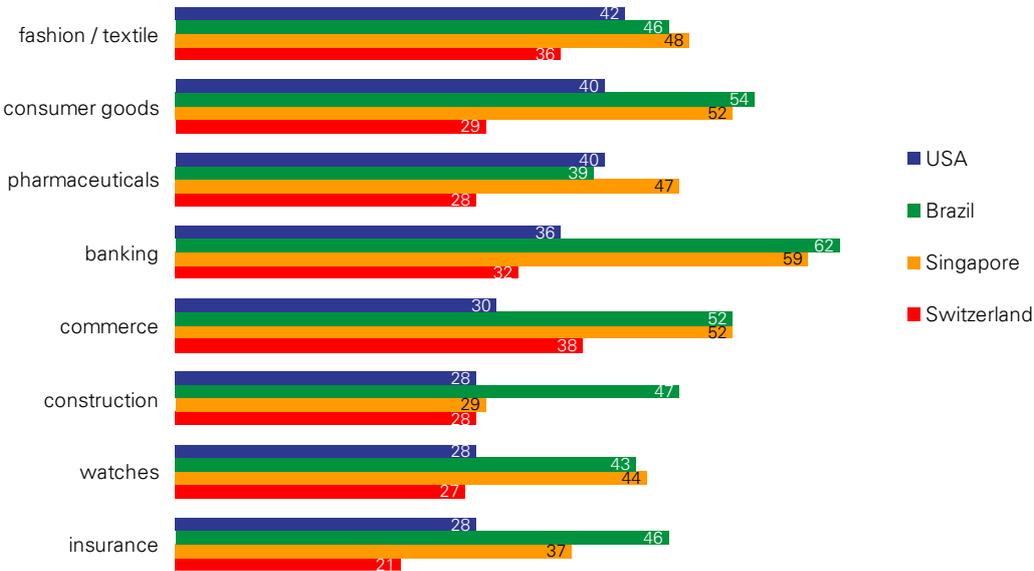
The most popular industries are therefore the same across all countries, but in the lower ranks there are clear differences from a comparative perspective. This is particularly striking in the case of young people in Brazil and Singapore. They say that they would like to work in banks, in trade, the watch industry or the food and consumer goods industry – in other words more traditional business sectors – markedly more frequently. In Brazil there is an especially high level of interest in the construction industry, in Singapore in contrast in the pharmaceutical industry.

Fig. 80

International Comparison requested industry to be employed (2)

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

in % inhabitants between 16 and 25 years, sum of "would very much like to be employed there" / "would prefer to be employed there"



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In everyday work, the boss plays an extremely important role, with generosity and tolerance also being desired. Apart from in Switzerland, flexible working hours and career opportunities for women also play a very big role. Furthermore, modernity and a good reputation are also rated as the most attractive factors that an employer can offer to potential young employees.

Fig. 81

International Comparison Important Factors Employer (1)

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

in % inhabitants between 16 and 25 years, sum of very/fairly important



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The external engagement of their employer in charity projects and supporting culture and sports activities is of less central importance for young people. These characteristics are most important to Brazilian young people. Environ-

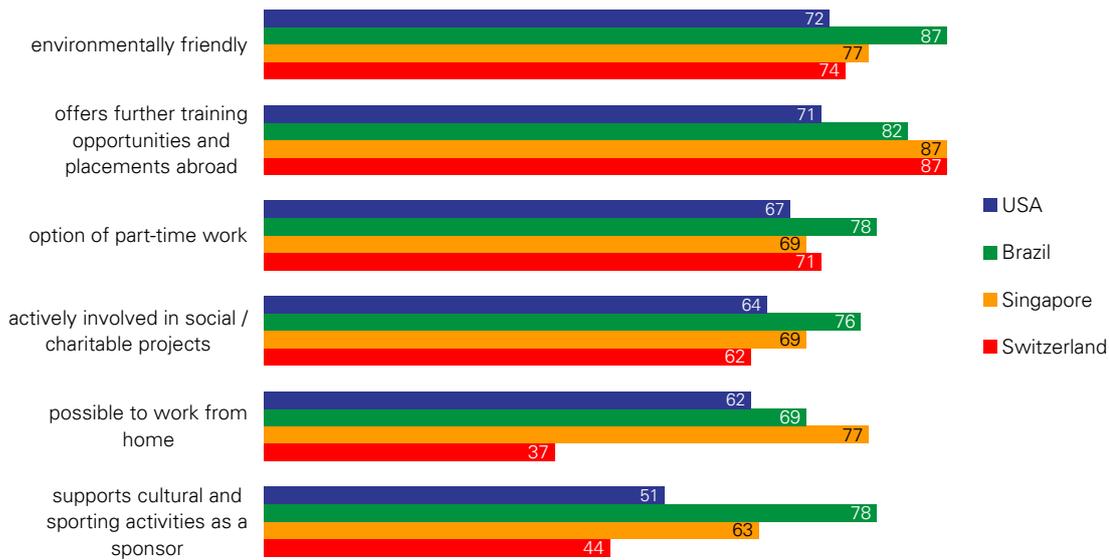
mentally friendliness is also extremely important in Brazil. In line with the attitude towards self-development which is exhibited by Swiss young people, it is important to them as well as to young people from the other surveyed countries that an employer offers further training opportunities and periods of time abroad. The possibility to work part time is likewise valued, while working from home is especially important to young people in Singapore. In Switzerland only a minority of young people are interested in this.

Fig. 82

International Comparison Important Factors Employer (2)

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

in % inhabitants between 16 and 25 years, sum of very/fairly important



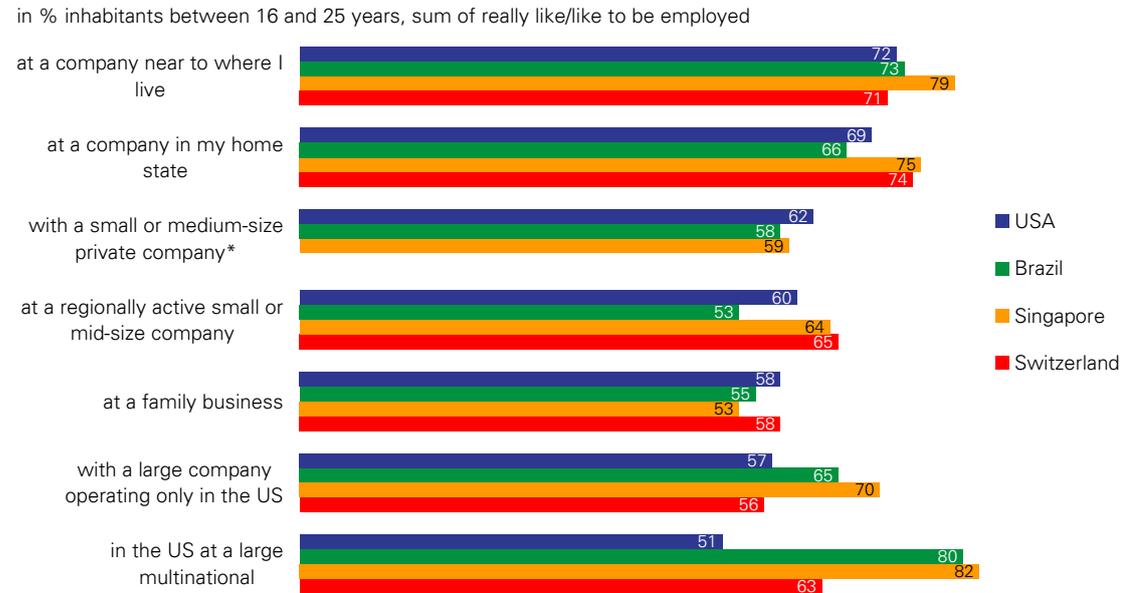
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If we compare the place where young people would like to work, young Swiss people are especially regionally oriented. Ideally, they would like to work for a company in the canton where they live, in their local area or for a regionally operating or medium-sized enterprise. Across all countries the idea of staying in the same local region is popular. In Singapore and Brazil the interest in working for an internationally operating conglomerate in their own country is especially pronounced.

Fig. 83

International Comparison Request where to be Employed (1)

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



*not polled in Switzerland

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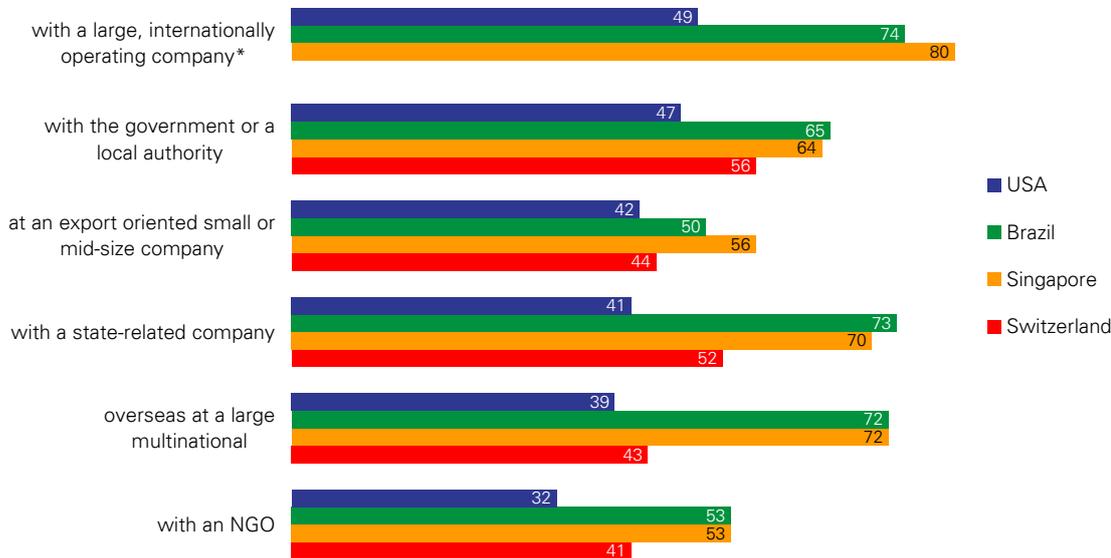
However, they could also imagine working for an international company abroad or for the state. Charitable institutions and NGOs are the least popular place to work, in particular in the USA.

Fig. 84

International Comparison Request where to be Employed (2)

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

in % inhabitants between 16 and 25 years, sum of really like/like to be employed



*not polled in Switzerland

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3.5.4 Dream job by gender

The dream job not only differs from country to country, but also with regard to gender. In all of the surveyed countries, the fashion and clothing industry is far more popular with young women than men. In Switzerland, Brazil and Singapore this is also the case with the tourism, showbusiness and health industries. In addition, young females from Brazil and Singapore are more interested in positions in the media and the luxury goods segment than their male counterparts in these countries. The 16- to 25 year-old women in Brazil and Switzerland are far more interested in teaching, education and the pharmaceutical industry than their male counterparts.

Precisely the opposite is the case in the areas of telecommunications, electronics and construction. In all countries it is clearly young men who wish to work in these industries. With the exception of Brazil, bank positions and insurance companies are also popular among young men. In Brazil alone is the watch industry more popular with young women than young men. With regards to a position in trade, in Brazil there is little difference between the positive opinions of men and women; in the USA and Singapore this area is of more interest to young men.

Table 10:

International Comparison Desired Employment, Sector by Gender

"Tell me in what sector you would like to be employed."

(percentages "really like/like" added up)

	CH		USA		BR		SG	
	M	F	M	F	M	F	M	F
Food / consumer goods	24%	34%	44%	36%	49%	59%	51%	53%
Luxury goods	39%	36%	51%	46%	51%	65%	49%	58%
Fashion / Textiles	20%	53%	35%	50%	33%	61%	39%	57%
Pharmaceutical industry	21%	34%	42%	38%	33%	46%	45%	48%
Watches	33%	22%	33%	24%	39%	47%	44%	44%
Telecommunication / Electronics	52%	20%	60%	39%	65%	63%	63%	45%
Construction	38%	18%	39%	18%	48%	46%	34%	25%
Trade	37%	39%	35%	24%	52%	52%	55%	48%
Banking	38%	25%	39%	34%	61%	64%	63%	55%
Insurance	21%	20%	34%	23%	45%	48%	40%	33%
Tourism / travel industry	41%	68%	47%	47%	54%	68%	58%	67%
Media	51%	57%	53%	50%	56%	62%	50%	66%
Showbusiness / culture	37%	44%	45%	44%	49%	61%	43%	58%
Teaching and education	51%	58%	45%	44%	48%	58%	54%	56%
Health	31%	57%	45%	51%	48%	58%	50%	54%

■ Values not significant

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Clear, significant differences between the genders exist with regard to the qualities of an employer. Young women attach far more value to all of the listed qualities in all measured industries and across all countries. There are, however, two exceptions. In the USA it is more important for young men that the employer offers opportunities for additional training and in Singapore there were no recognisable differences between the genders when asked about the importance of the employer's support of cultural or sporting activities.

Table 11:

International Comparison Employer qualities by gender

"How important are the following qualities in an employer?"
(percentages "very / quite important" added up)

	CH		USA		BR		SG	
	M	F	M	F	M	F	M	F
Generous and tolerant to co-workers	92%	98%	82%	87%	90%	94%	86%	95%
Environmentally friendly	65%	81%	71%	74%	82%	92%	73%	81%
Modern and creative	87%	90%	77%	79%	87%	90%	82%	90%
Women can have a good career	56%	87%	72%	89%	79%	92%	69%	93%
Good boss	96%	99%	81%	89%	87%	93%	86%	95%
Possible to work from home	32%	42%	63%	63%	63%	74%	75%	79%
Involved in social/charity projects	56%	69%	59%	68%	72%	81%	65%	73%
Offers further training opportunities and placements abroad	86%	89%	73%	70%	80%	84%	84%	89%
Supports cultural and sporting issues as a sponsor	42%	47%	55%	48%	76%	79%	63%	63%
Modern workplace	84%	86%	73%	76%	84%	87%	81%	89%
No fixed working hours / Flexi-time	65%	62%	79%	84%	82%	86%	82%	87%
Good reputation in the market	81%	79%	77%	84%	86%	92%	85%	92%
Option of part-time work	58%	85%	65%	69%	73%	82%	64%	76%

■ Values not significant

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3.5.5 Financial Situation

Material goals, as discussed in Chapter 3.2.3, are of great importance. Above all house or property ownership is one of the most strongly expressed goals. With career orientation in the stricter sense, the work-life balance and pursuing individual talents take top priority. Careers play a relatively important role for young people, except in Switzerland.

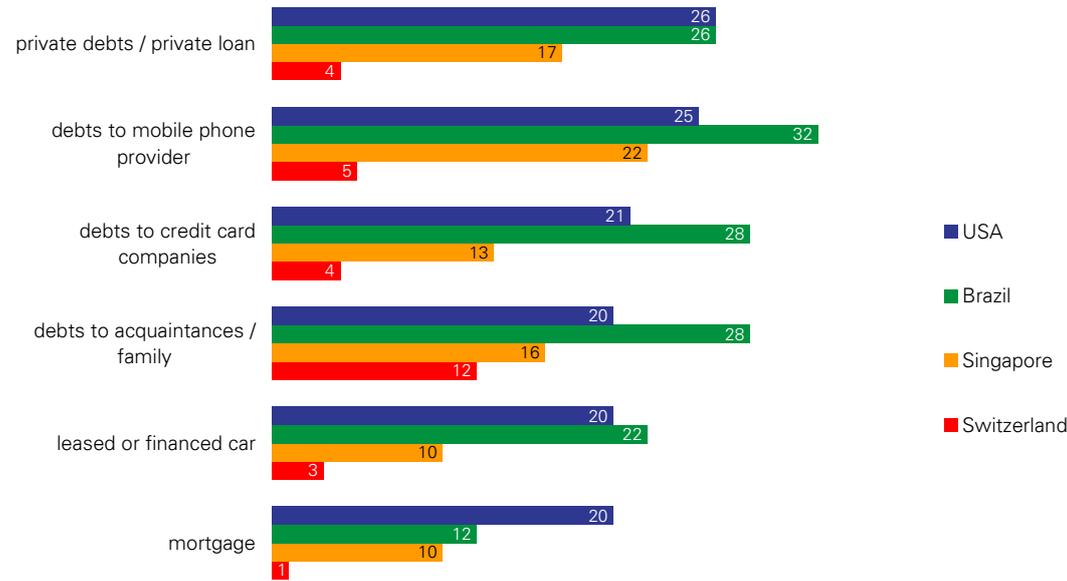
Young people's financial means differ from country to country far more than their career wishes and goals. In Switzerland particularly few young people have financial obligations. In general, the situation for young Swiss people is more stable than their peers in other countries, which explains why 16 to 25-year-old Swiss people have a less pronounced desire for wealth and money. Their focus is on self-development.

Fig. 85

International Comparison Financial Obligations

"Do you personally have the following financial obligations?"

in % inhabitants between 16 and 25 years (amount of yes)



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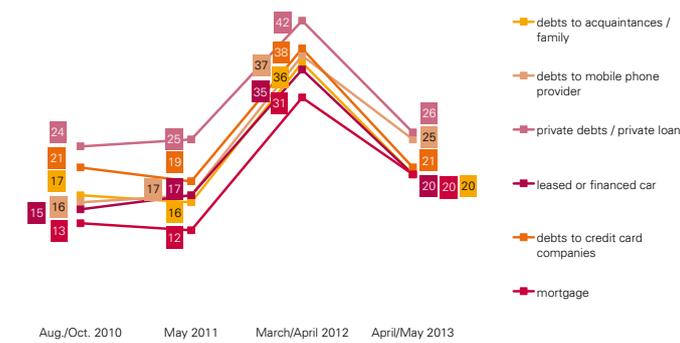
Brazilian young people continue to have the most pronounced financial obligations, although the level of debt has decreased in the various areas compared to the previous year. The financial obligations of young people in the USA have also somewhat decreased again and are coming into line with the first measured values, although at a slightly higher level.

Fig. 86

Trend International Comparison Financial Obligations: USA

"Do you personally have the following financial obligations?"

in % inhabitants between 16 and 25 years with financial obligations

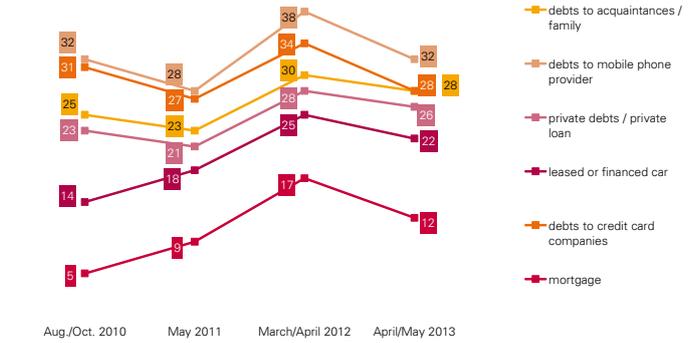


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Trend International Comparison Financial Obligations: Brazil

"Do you personally have the following financial obligations?"

in % inhabitants between 16 and 25 years with financial obligations



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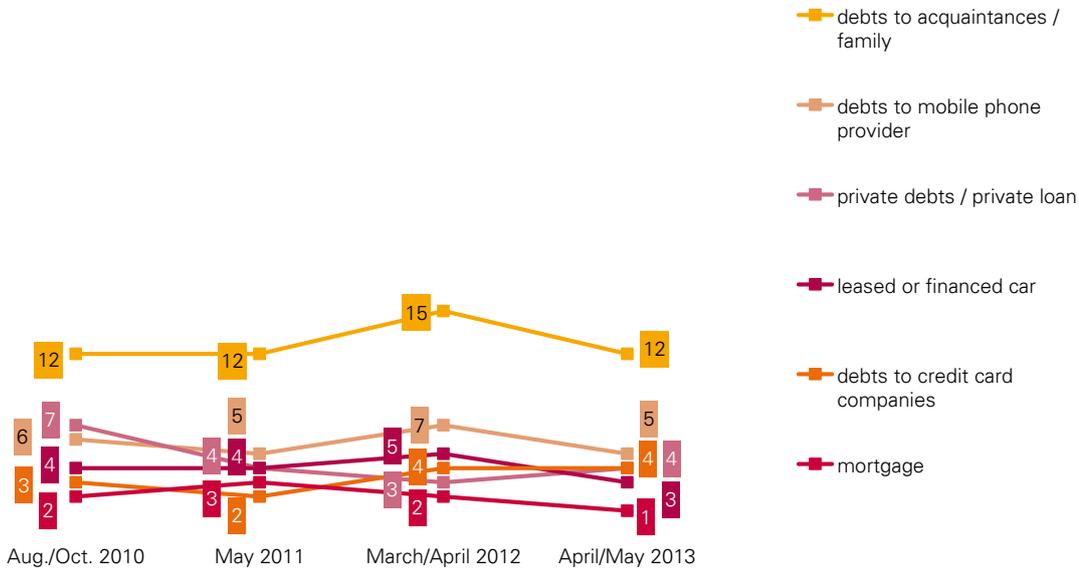
Debts are the least widespread over the years among Swiss young people. If at all, young Swiss people mainly have debts to acquaintances and family, while young people in the other countries mainly have debts to mobile phone providers and private debts.

Fig. 87

Trend International Comparison Financial Obligations: Switzerland

"Do you personally have the following financial obligations?"

in % inhabitants between 16 and 25 years with financial obligations



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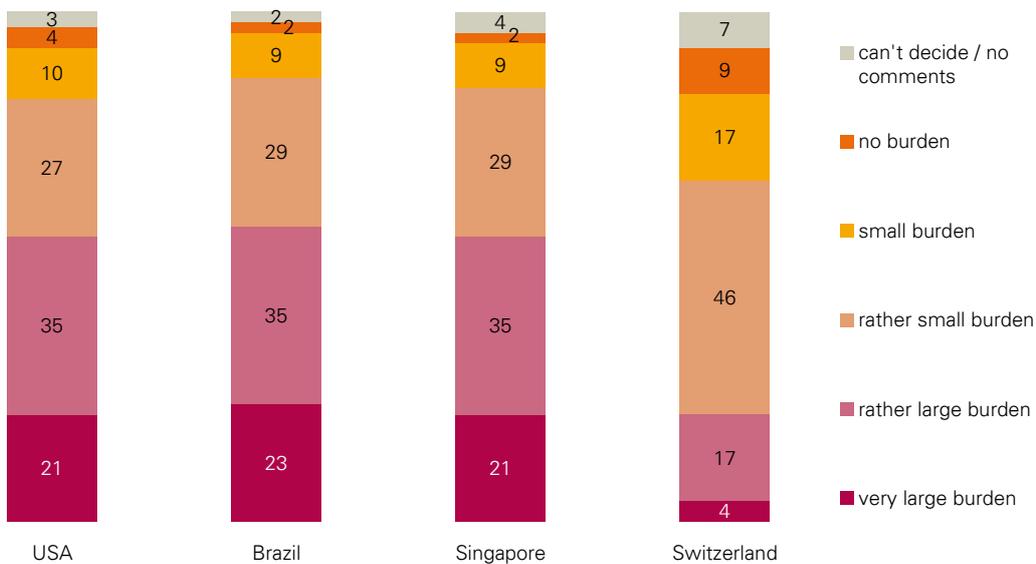
Accordingly, the pressure of financial obligations is less pronounced among young Swiss people. Only 4 percent find their debts to be a very large burden, while in the other countries over 20 percent of people find this to be the case.

Fig. 88

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



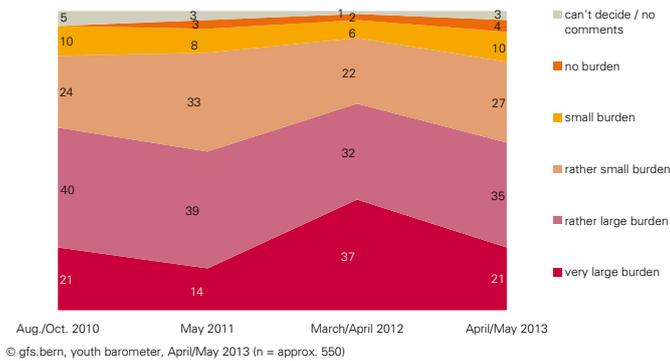
© gfs.bern, youth barometer, April/May 2013 (n USA = 562 / n BR = 613 / n SG = 370 / n CH = 199)

In line with their financial obligations, in the USA the burden of debts for young people has slightly decreased compared to the previous year and is returning to the values measured in the first year. However, the majority are of the opinion that the level of burden is at least moderate. Among young Brazilians the perceived burden is more stable over the years, although the proportion of those who perceive the burden as very small has decreased in favour of those who see it as moderate.

Fig. 89

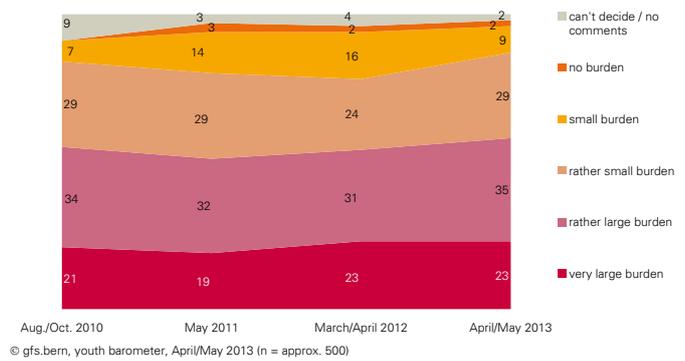
Trend International Comparison Filter: Burden of Financial Obligations: USA

"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



Trend International Comparison Filter: Burden of Financial Obligations: Brazil

"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

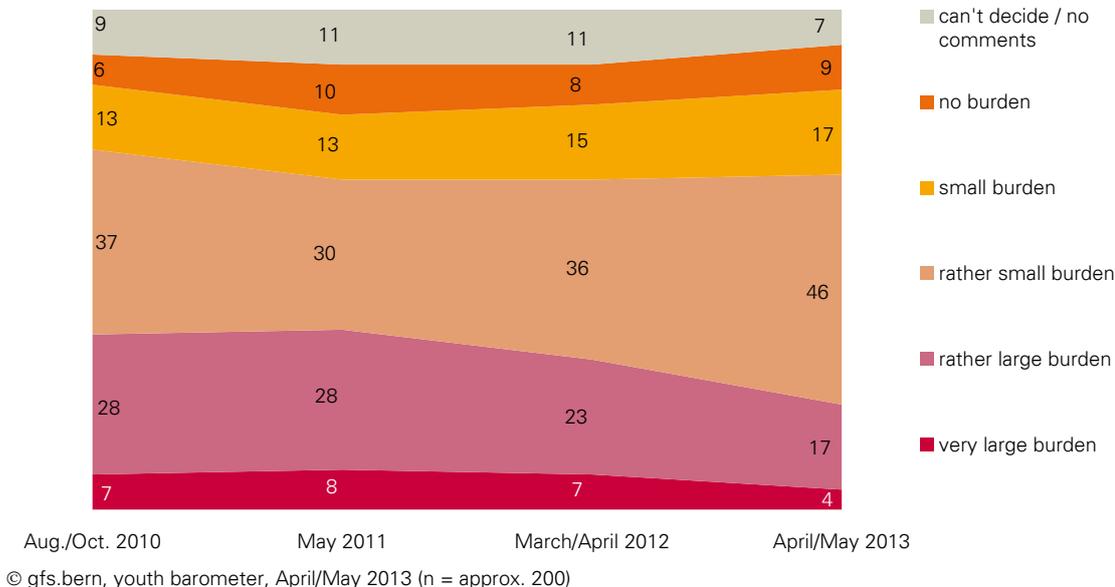


In Switzerland the perceived burden of financial obligations has further decreased compared to previous years. Only just over 20 percent feel at least a moderate burden.

Fig. 90

Trend International Comparison Filter: Burden of Financial Obligations: Switzerland

"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



Regarding the usage of money, the desire to save continues to be very high and approximately one third is deposited into a savings account (in Switzerland one quarter). Swiss young people are far from being the world champions when it comes to saving. They save approximately half, while in Singapore almost three quarters of young people's money goes into investments. In the two other countries it is two thirds.

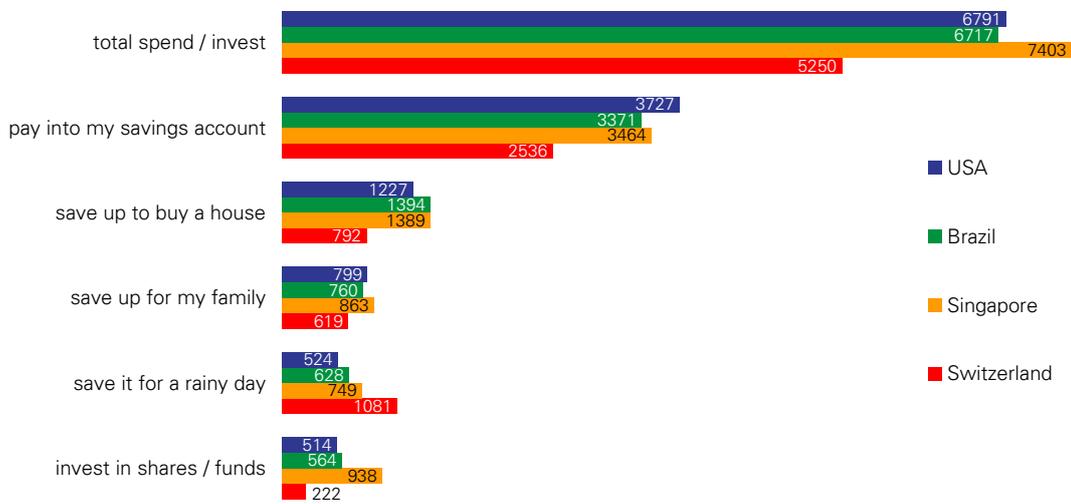
The primary saving goal is to purchase a house. Saving for the family is done willingly and more preferable than for difficult times, which only in Switzerland is an important goal. Funds as an investment are especially attractive in Singapore, but especially unattractive in Switzerland.

Fig. 91

International Comparison Assignment of US\$ 10'000 / R\$ 10'000 / SGD 10'000 / CHF 10'000: invest

"You were given a gift of US\$ 10'000/R\$ 10'000/ SGD 10'000/CHF 10'000, what would you do with the money?"

in means inhabitants between 16 and 25 years



© gfs.bern, youth barometer, April/May 2013 (N USA = 1000 / N BR = 1000 / N SG = 1000 / N CH = 1025)

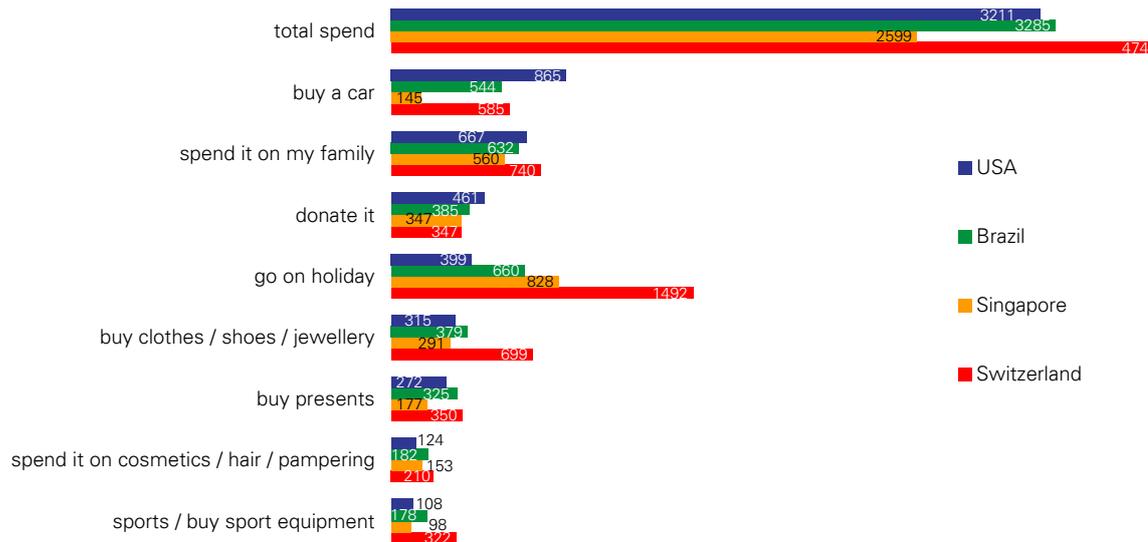
As well as being saved, money received as a gift can of course also be spent. It would appear that spending money is less attractive than saving, although the willingness to pay for holidays is very high in Switzerland and comparatively high in Singapore. Also in Brazil it is likely that money will be spent on holidays, albeit less so than in Switzerland and Singapore. In the USA money is most likely to be spent on cars.

Fig. 92

International Comparison Assignment of US\$ 10'000 / R\$ 10'000 / SGD 10'000 / CHF 10'000: spend

"You were given a gift of US\$ 10'000/R\$ 10'000/ SGD 10'000/CHF 10'000, what would you do with the money?"

in means inhabitants between 16 and 25 years



© gfs.bern, youth barometer, April/May 2013 (N USA = 1000 / N BR = 1000 / N SG = 1000 / N CH = 1025)

Compared to previous years the trend shows very few differences in saving or spending behaviour. In all countries, however, more would be deposited into a savings account than in the previous year.

3.5.6 Interim assessment

Concerns about unemployment are very pronounced in all countries, even though the labour market situation in Switzerland is very stable in comparison to the rest of Europe. This stability and also young Swiss people's minor financial responsibilities make it possible for them to focus on their self-development more than in the other countries. Their desire for affluence, money and career is thus less pronounced than among their peers in the USA, Brazil and Singapore. With regards to career, there is another difference which was already noted previously: while only a minority of Swiss females believe a university education will give them optimal career opportunities, young females from America, Brazil and Singapore feel the opposite way. In contrast to their contemporaries in the USA, Brazil and Singapore, Swiss young people feel that you are well prepared for careers at school and that bad grades automatically contribute to poor career opportunities.

Young people describe their dream job quite differently to each other. Swiss teenagers would expressly prefer to work in their home canton or local area in media, travel or education. The average American teenager would like to work as a media creative in their hometown, young Brazilians would like to work in telecommunications or the electronics industry for an internationally operating company in Brazil or abroad, and the average teenager from Singapore would

like to work for an internationally operating conglomerate, but preferably in the travel business.

With regard to the qualities that a future employer should have there is greater uniformity. A good boss, generosity and tolerance towards employees are the main criteria for young people in all four countries, regardless of their gender.

In the area of career and education, we examined the gender-specific differences in greater detail. In Switzerland it can especially be seen that the young females are somewhat more education oriented while their male counterparts are more career oriented. It therefore confirms, at least for Switzerland, that women tend to follow an academic path while men opt for vocational training and professional certification.

With the exception of Brazil, 16- to 25-year-old women have less of a feeling that society and business rely on them as opposed to men of the same age. For 16- to 25-year-old males in all countries, the telecommunications and electronics industry is highly desirable. For women it is clear that working in tourism or travel is of more interest; this is however less pronounced in the USA than in the other surveyed countries. Compared to their male counterparts, the surveyed women attributed more importance to all of the characteristics that an employer should have.

4 Summary

The Credit Suisse Youth Barometer was carried out for the fourth time in 2013. Within the scope of the international part of the study, the results of the survey among Swiss young people were compared and interpreted with the results for young people of the same age group in the USA, Brazil and Singapore. For Switzerland, the USA and Brazil there are four measurement points which enable trends to be interpreted over time. In Singapore the study was conducted for the first time in 2013.

The Youth Barometer aims to provide an insight into the world in which young people live in the four surveyed countries and their views. The lifestyle, hopes, trends, career, living together and communication behaviour of young people are structural questions which were supplemented in 2013 with specific questions regarding career orientation and dealing with goals in life.

Far deeper insights into the attitudes of young people than before were enabled by extending the survey to include an Asian country, new value questions and this additional measurement point. This will enable us to refine and reformulate previous findings. Our findings and reflections are summarised as follows:

Finding 1

In all countries a simultaneous orientation towards materialism, post-materialism and altruism can be observed. Only in Switzerland can we detect a pronounced polarisation in these value orientations along the political left-wing/right-wing axis.

Thesis 1

The combination of materialism and post-materialism is constitutive for young people and the phase in life between school and a definitive career. Cultures shape values and, in addition to noticeable parallels between the countries, it is in the area of religiousness that the greatest differences exist. Outside of Europe, a new synthesis is developing that is removed from classical left-right thinking. It is not only determined by social class but represents a symbiosis of material and post-material orientation.

Finding 2

At the present time, young people in Brazil, Switzerland, the USA and Singapore have little hope or are less hopeful than in 2010-2012. Although this is not resulting in growing criticism of the political systems at the present time, unemployment is perceived as a key problem by young people in all countries. In this regard, belief in the future can be quickly increased, as work remains a central orientation factor in society. In Switzerland professional integration works comparatively well thanks to the dual education system and young people's career situations tend to correspond with their dreams. Particularly in America, for many people the American dream currently remains just a dream: young people in the US position themselves as much less willing to take risks than their country.

Thesis 2

Work is the main orientation factor in the lives of young people in all countries. Raging unemployment among young people undermines their sense of security, it is a breeding ground for fears regarding the future and diminishes hope among young people.

Finding 3

Career orientation and prospects are more concrete in Switzerland than in other countries thanks to the dual education system. The opportunities for realising one's dreams directly in the professional world combined with specific training and education are extremely high.

Thesis 3

It is easiest for Swiss young people to establish a place for themselves in society through performance. This makes self-development outside of immediate material concerns and achieving own goals more realistic. Leisure time is therefore highly valued and adolescence is less disillusioned.

Finding 4

The strong material, municipal and religious orientation combined with acceptance of the government show that young people in Singapore follow a separate pattern. They are also currently very concerned about their own financial well-being due to inflation and the development of wages.

Thesis 4

Conformity, the willingness to perform and respect of their country shape the attitude towards life of young people in Singapore, despite material concerns about the tense economic situation.

Finding 5

Particularly in Brazil, determination to advance socially continues to be combined with a simultaneous emphasis on solidarity and the environment. Young people want a house and a job, but also want to do something for the environment and show solidarity. In Brazil there is still a high degree of dynamism with quite a high level of confidence and clear contrasts. Concerns about corruption and urban violence are combined with a clear orientation towards hedonistic values, but religion and solidarity also play a large role in this country. The gap in values appears to be especially heterogeneous in this phase of change, with post-materialism being especially pronounced among the higher social classes.

Thesis 5

Contrasting values in the rising social classes of Brazil are most likely to create new value orientations and value syntheses between Christian, environmental affinity and nevertheless material orientation beyond left-wing and right-wing.

Finding 6

In the USA there is currently little confidence with regard to the country and people's personal situations. The integration of young people is not successful enough, their willingness to take risks is low and a departure towards new goals seems unlikely.

Thesis 6

Signs of hope, new values and an optimistic spirit of change are lacking in the USA. The attitude of young people in the US is the antithesis to the Obama campaign in 2008.

Finding 7

Despite the high importance of national culture, trends are relatively global and are developing around communication. Even though friends are listed among the most important aspects in life, technology-based communication with them is the most important trend. Social media continue to number among the key trends, with a sinking tendency towards Facebook. Smartphones are the strongest and determining trend of recent years. WhatsApp is the clear climber in a number of countries.

Thesis 7

Broad use, also by older generations, usage problems and commercialisation could increasingly become a problem for Facebook. The trend towards more exclusive and simple exchange platforms and the change in usage behaviour is extremely dynamic among young people.

The condensed assessment of the data from all four countries has brought the analysis for 2013 a clear step forward. Particularly the value dimensions clearly show country-specific characteristics among young people, while other trends are confirmed as applying to all countries. This applies for instance to communication trends or to the importance of career and family. In contrast, in addition to values, strong national differences are perceptions of problems as well as hopes and expectations for the future. As the title of the study indicates, fear or threat of unemployment is one of the main explanatory factors.

5 Appendix

5.1 gfs.bern-Team



LUKAS GOLDER

Senior Project Manager, Member of the Management Board, Political and Media Scientist

Specialist areas:

Integrated communication and campaign analysis, media effectiveness analyses, votes, elections. Modernisation of the state. Health reforms. Publications in anthologies, specialist journals, the daily press and on the Internet.



CLAUDE LONGCHAMP

President of the Supervisory Board and Chairman of the Management Board of gfs.bern, Supervisory Board of gfs-bd, Political Scientist and Historian, Lecturer at the Universities on Zürich, Bern and St Gallen and the Zürich Winterthur University

Specialist areas:

Votes, elections, parties, political culture, political communication, lobbying, public opinion, racism, health and financial policy.

Numerous publications in book form, in anthologies, scientific journals.



MARTINA IMFELD

Project Manager, Political Scientist

Specialist areas:

Analysis of political subjects and issues, national votes and elections, election barometer, VOX analyses, communication controlling, media content analysis, ad-hoc studies, qualitative methods.



CINDY BEER

Project Manager, Sociologist

Specialist areas:

Communication controlling, media content analysis, ad-hoc studies, qualitative methods.



STEPHAN TSCHÖPE

Head of Operations and Maintenance, Political Scientist

Specialist areas:

Complex data analysis, IT and questionnaire programming, projections, party barometers, visualisation.



PHILIPPE ROCHAT

Project Assistant, Political Scientist

Specialist areas:

Data analysis / databases, programming, media analyses, research, visualisations.



MEIKE MÜLLER

Project Assistant, Sociologist

Specialist areas:

Data analysis, programming, media analyses, research, visualisations.



CAROLE GAUCH

Project Assistant, Political and Media Scientist

Specialist areas:

Data analysis, media analyses, research, visualizations.



ANDREA KOHLI

Administration, Specialist in German Studies

Specialist areas:

Desktop publishing, visualisation, project administration, presentation administration.

gfs.bern
Hirschengraben 5
Postfach 6323
CH – 3001 Bern
Tel: +41 31 311 08 06
Fax: +41 31 311 08 19
info@gfsbern.ch
www.gfsbern.ch