



Compatibility and equal rights as the most important aspects of progress

Social advances as the basis for progress in politics and the economy

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1 Summary

The Credit Suisse progress barometer measures the **PROGRESSIVE CAPABILITY OF SWITZERLAND** in the areas of **THE ECONOMY**, **SOCIETY** and **POLITICS**, based on a survey of the general population and opinion leaders. For the present survey project, around **2800 PERSONS ENTITLED TO VOTE AND 300 OPINION-LEADERS** in Switzerland were asked for their opinions. The index of progress resulting from the survey has been based on 10 statements in each of the three areas shown below. The survey subjects were asked to state, with reference to a specific economic, political or social development, whether they would like to put the brakes on it or rather to accelerate it. The perception of progress determined on this basis has been set against an analysis of Swiss progress in real economic terms, which takes 31 indicators into account.

Principal results

At least with reference to central key values, the Swiss people have a very consistent understanding of progress. Ordinary voters are in favour of progress in social and political terms; in connection with economic issues, on the other hand, they have somewhat more reactionary tendencies. Opinion-leaders, by comparison, are more inclined to favour progress. If we look at real indicators, Switzerland is a leading nation in many areas and quite progressive overall.

Table 1: Overall progress index (minimum -100, maximum +100)

	Voters	Opinion-leaders	Switzerland (real indicators)
Overall index	3.5	17.5	43.2
Economy	-1	19.5	43.0
Society	9.3	18.7	50.0
Politics	2.2	14.3	36.4

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- A desire for more progress in connection with **CLASSIC LOCATION FACTORS** is clearly evident from the responses – e.g. in connection with lifelong learning, research, low corporate taxes and restructuring towards a knowledge society.
- In the social area, in spite of a leading position in real economic terms, the Swiss would like to see even more progress, especially in what concerns the implementation of new solutions for **EQUAL RIGHTS BETWEEN AND WITHIN THE SEXES**.
- Progress should be visionary in areas where Switzerland can build on its traditional skills and which are **A PART OF THE PERCEIVED NATIONAL IDENTITY**. So the top value registered for underground transport, for instance – the demand for a modern infrastructure, as a solution for the stress of crowded living in a prosperous society – can be understood as an expression of the self-confidence of the Swiss in their ability to realise major construction projects.
- Progress, according to the survey, must **PRESERVE THE BASIC VALUES OF THE MODEL THAT IS SWITZERLAND**. This includes such aspects as the Swiss militia system with its element of civic involvement, the variety of the media and consensus-oriented politics, the

right to work and value creation locally, a low level of regimentation and political obligations that can be understood.

2 Introduction

Alfred Escher represents Switzerland's launching out into the modern era. In the run-up to the 200th anniversary of its corporate founder (born 20 February 1819), Credit Suisse commissioned gfs.bern to conduct a study on the progressive potential of Switzerland today. The result has been the **CREDIT SUISSE PROGRESS BAROMETER 2018**.

Over a period of about one month, **OVER 3000 SWISS PERSONS ENTITLED TO VOTE** were asked, in an online survey and in focus group interviews, about their impressions of the nature of progress in Switzerland. This gave rise to 30 indicators in the three dimensions of the economy, politics and society.

Economy



Politics



Society



With a view to supplementing the results with real economic figures and factors, evaluations by the Credit Suisse Swiss Economics Team have been incorporated in the present report.



The Progress Barometer is the latest member of the Credit Suisse barometer family. Together with the Concerns Barometer, the Youth Barometer and the Europe Barometer, the Progress Barometer amounts to a comprehensive demoscopic information system for taking the pulse of the Swiss population.

2.1 Procedures and methods

With a view to engaging with progress issues from the ground up and in a holistic way, a two-phase procedure was chosen for this initial survey:

In the **FIRST PHASE**, based on a qualitative approach, an overview was carried out, comprising the three areas of progress (the economy, politics and society), with a view to identifying existing patterns of thinking, cognitive habits and arguments. In this first phase of the survey, two empirical methods were used:

1. **Online impulse survey:** in an open enquiry, all Swiss men and women were invited to submit impulses for progress in Switzerland and to mention any visionary projects. 113 Swiss voters took part in this survey.
2. **Dialogue groups:** in a total of three dialogue groups, in Basel, Lausanne and Langnau im Emmental, 21 voters were invited to take part in the discussion. A short film about Alfred Escher was taken as the starting point for a debate about

his role for Switzerland, the possibilities and limits of progress and the challenges facing Switzerland today.

In the **SECOND PHASE** the input from the first phase was elaborated into a questionnaire, which was then used in the main survey, based on quantitative methods.

A total of 3133 persons entitled to vote were canvassed for the main survey. These 3133 subjects also included 305 persons defined as ‘opinion-leaders’. These are persons active in a political, cultural (including the militia) or entrepreneurial sense (management function in small to medium businesses), or else in the management of big companies (‘C-suite executives’). These opinion-leaders thus make something of a public impact in politics, society or industry, and exercise an influence extending beyond their own immediate environment.

Further specifics relating to the methodology may be found in the Annex (cf. section 8.1).

*Note to the reader: in the following report, evaluations relating only to **voters** have been indicated in **orange**. Evaluations relating to **opinion-leaders**, on the other hand, are shown in **blue**. Themes assigned to the area of the **economy** are given in **dark blue**, those in the area of **politics** are **magenta** and those in the area of **society** are **green**.*

2.2 Input from the qualitative survey

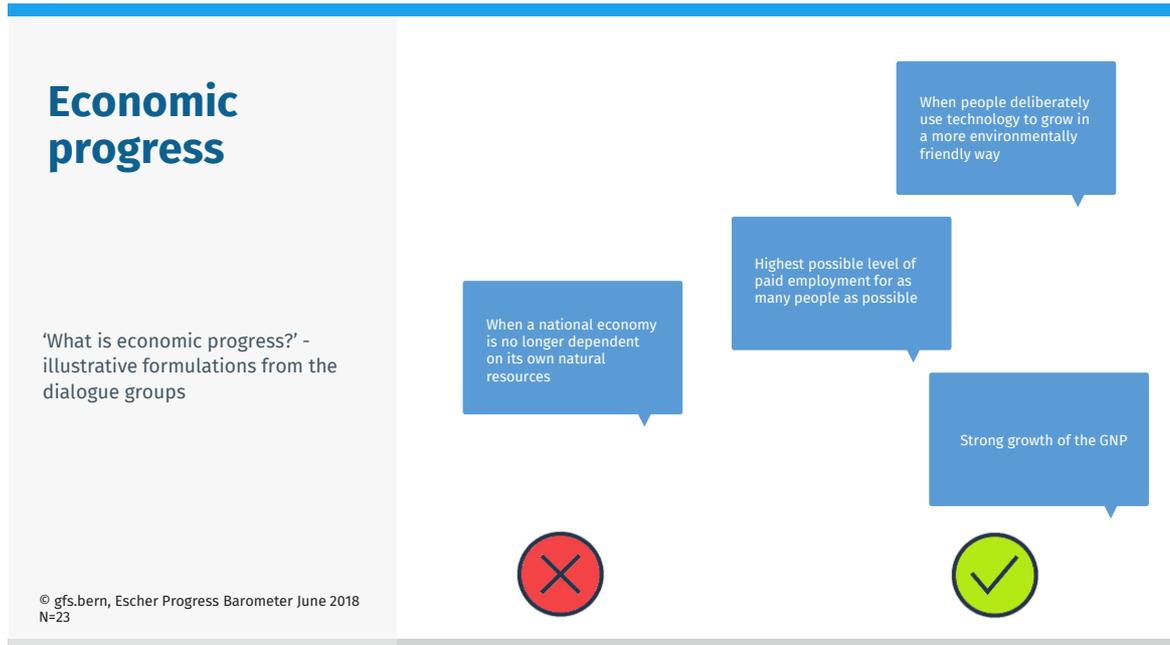
The three focus groups in Basel, Lausanne and Langnau im Emmental evinced a multifaceted and ambivalent view of progress in its economic, social and political aspects. Progress is not viewed in a unanimously positive light, but is in all cases seen as holding potential threats to the development of humanity.



Progress, whether it be initiated by technological, scientific or economic factors, must in the last resort result in the advancement of society as a whole. For many respondents the concrete yardstick of measurement is the question whether it is capable of embracing the weakest members of society.

Economic progress, in this context, is most commonly perceived as being self-driven. Consequently it is also most frequently evaluated in an ambivalent way. Economic progress is often equated with economic growth. One thing that becomes plain is that economic progress should above all attain to social goals – first and foremost a high level of employment and affluence, but also an improved quality of life.

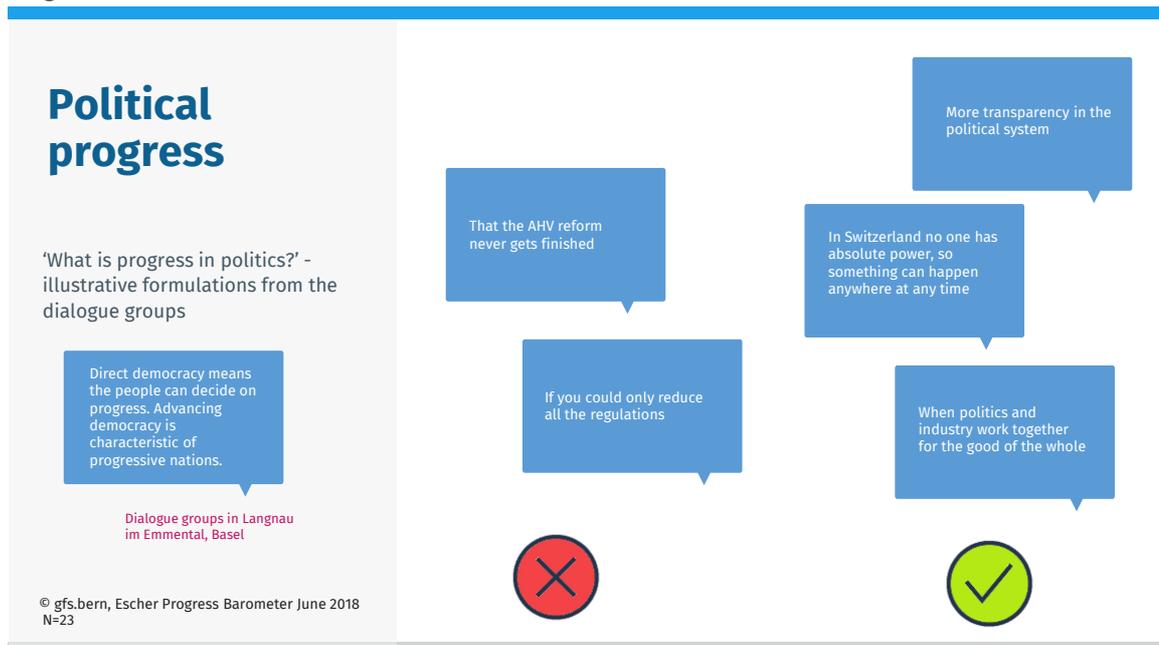
Diagram 1



Swiss politics, with its constitutional basis, is experienced as being a model for **progressive politics** and as an example for other nations to imitate. Individual political events, on the other hand, are not seen as being so progressive. One senses that the production of results, in relation to what the individual perceives to be progress, is not always easy to localise. Progress in politics is also equated with improved transparency. Some respondents found it difficult to apply the term 'progress' to politics, or to separate the form of the state from its function as producing results. This was easier for the French-speaking Swiss, who, perhaps in reliance on French political theory, still tend to combine politics with visionary aspirations, whereas in German-speaking Switzerland a pragmatic approach was predominant. All groups were unanimous in perceiving over-regulation as tending to be inimical to progress.

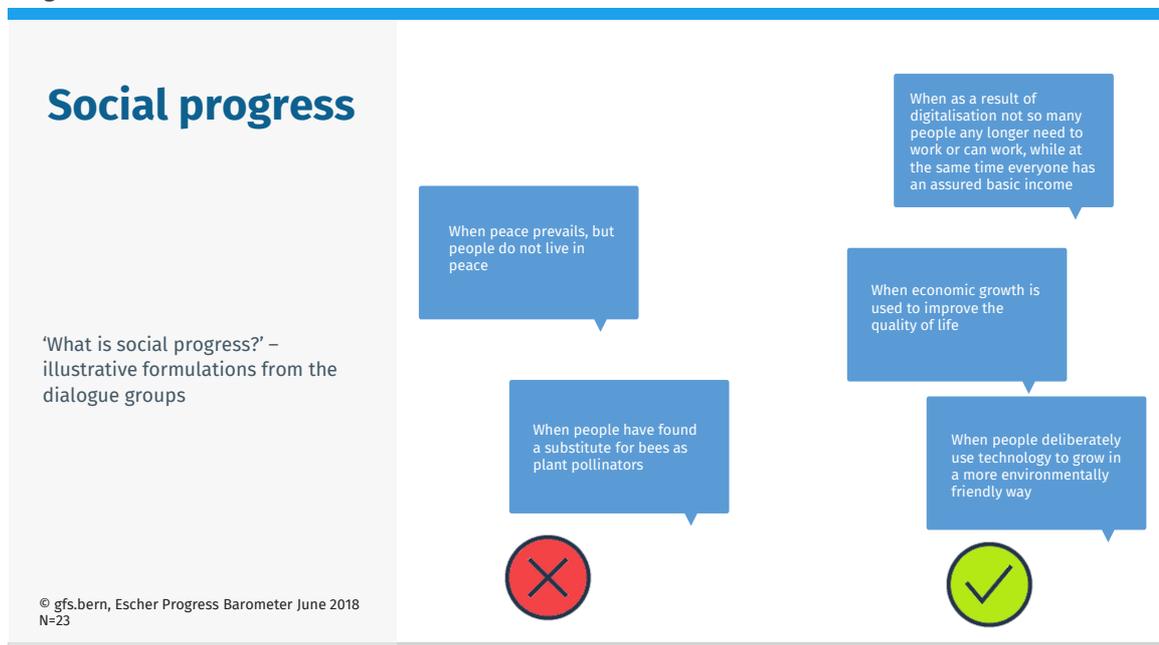
At the same time one can see, in an altogether critical perspective, that high political stability and affluence can also be accompanied by a certain inertia and fear of change. Some respondents even voiced the conviction that such a high level of progress has already been realised today that no further dramatic improvements would be possible.

Diagram 2



For most of those taking part in the focus group discussions, relevance to everyday concerns emerged most strongly in relation to issues of **social progress**. Already in this qualitative phase it became clear that progress is least frequently associated with the social sphere, even though it is just in this area that you would expect it to be detectable. Moreover, it is in society and social interaction that the shadow side of economic progress makes itself felt.

Diagram 3



2.3 Operationalising progress

The results from the focus groups and the impulse survey on progress were systematically elaborated and compressed into two questionnaire formats for the purpose of the quantitative main survey. The first format was used for the online survey of persons entitled to vote, the second format for the survey of opinion-leaders in industry, politics and society. In terms of content both questionnaires covered the same dimensions, but the questionnaire for opinion-leaders included specific questions, going to a deeper level in relation to the perception of progress and attitudes relating to it.

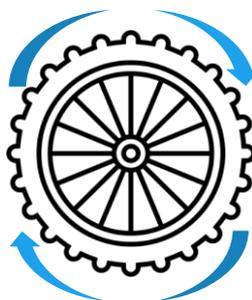


For the [core of the progress barometer](#), we focused on 30 concrete statements on the subject of progress. In each of the three areas – politics, society and the economy – 10 statements were formulated. These contained deliberate ambiguities, such as are inherent in any kind of progress.¹ Thus we are operating not so much in the area of ‘opinions’ but rather in that of ‘tendencies’ or – in our sense of the word – ‘attitudes of acceptance’ in relation to progress as opposed scepticism about progress. To evaluate each of these 30 statements, six answers could be chosen, drawing on the metaphor of a revolving wheel. So interview subjects were able to state whether, in a certain area of progress, they would like to ‘turn the wheel back’, ‘stop the wheel’ or ‘brake’ it – or whether they would prefer ‘to keep the wheel turning in the same way’, ‘speed up’ or even ‘reinvent’ the wheel.

1 = The wheel should be turned back.

2 = The wheel should be stopped.

3 = The wheel should be braked.



6 = The wheel must be reinvented, in order to push ahead with development.

5 = The wheel needs to be accelerated.

4 = The wheel should be allowed to go on turning as in the past.

As the 30 statements are sufficiently widely dispersed, the statements can be compressed into an index and then represented in a two-dimensional ‘progress map’. The two axes of the progress map (cf. diagrams 4 and 5) become operational as described below:

- **X-AXIS (AXIS OF PROGRESS):** the values entered on the X-axis show the openness to progress of the population in relation to a particular issue. The further right on the map, the greater the desire to accelerate progress in this area. The further to the left, the more people want to brake or even reverse the turn of the wheel. In concrete terms, for each statement the ratio of respondents with clear attitudes in the direction of ‘acceleration’ (answers 5 and 6) has been added. We have then deducted from this figure the persons with clear attitudes in favour of ‘braking’ (answers 1 and 2). The zero line in the middle of the X-axis indicates the area where the percentages of

¹ Illustrative example of a statement in the ‘Society’ area; ‘Public and private child-minding and day care facilities are being extended.’ For an overview of all statements, cf. table in the Annex, section 8.2

‘braking’ and ‘accelerating’ groups cancel one another out. In other words, the zero line marks the area where social consensus in a certain direction exists.

- **Y-AXIS (AXIS OF NECESSITY):** the Y-axis registers the percentage of respondents who selected answers 3 and 4, as well as those who declined to answer. To put it briefly, these are the groups who are unable to take a definite stance or tend to the centre. The higher up on the Y-axis an item is, the lower is the percentage of persons who selected unclear or hesitant answers. With items high on the axis, then, there are well established convictions on the question how we should proceed in this country in relation to this issue: either people are clearly in favour of progress or they are clearly against it, but the necessity of action is a given. The lower down a topic is situated, on the other hand, the more it corresponds with an uncertain – or as yet undefined – basic attitude. In what follows issues located in the lower portion of the Y-axis on the map are issues where no clear direction can be assigned, so far at least, to current developments.

On both axes, the index can take values from +100 (100% of respondents are clearly in favour of accelerated progress / unanimity on necessity) and -100 (100% clearly in favour of braking / uncertainty of basic attitude).

In the interest of readability, positive index values (from +1 to +100) have been referred to in the main text without the plus sign prefix. Negative index values, on the other hand, are given with a minus sign, in order to denote them clearly.

Besides the presentation of the various items on the progress map, the same values (differentiated as between ordinary voters and opinion-leaders) are also given in table form in the main text, as well as in the Annex (cf. section 8.2, Overview of progress issues).

3 The Progress Barometer

Taking a summary view of openness to progress in relation to all 30 of the statements involved in the survey, the voters interviewed deliver a barely positive result. The index gives a value of 3.5, this on a scale from a minimum of -100 to a maximum of +100. Opinion-leaders, on the other hand, are more inclined to favour progress. They give progress a 17.5 rating – somewhat more positive, though still not a great deal higher.

Table 2: Voters and opinion-leaders and their view of progress in the three dimensions

	Index (voters)	Index (opinion-leaders)
Overall index	3.5	17.5
Economy	-1	19.5
Society	9.3	18.7
Politics	2.2	14.3

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Looking at the three areas (society, politics and the economy), we see that with ordinary voters openness to progress is most marked in relation to society (9.3), while with opinion-leaders, on the other hand, the greatest openness to progress is found in relation to the economy (19.5).

Voters show themselves to be the most critical when the economic aspects of progress are at stake. In this area they are more inclined (index value of -1) to hold progress at its present level, or are even keen to brake it. This dimension yields the sharpest divergence between voters and opinion-leaders.

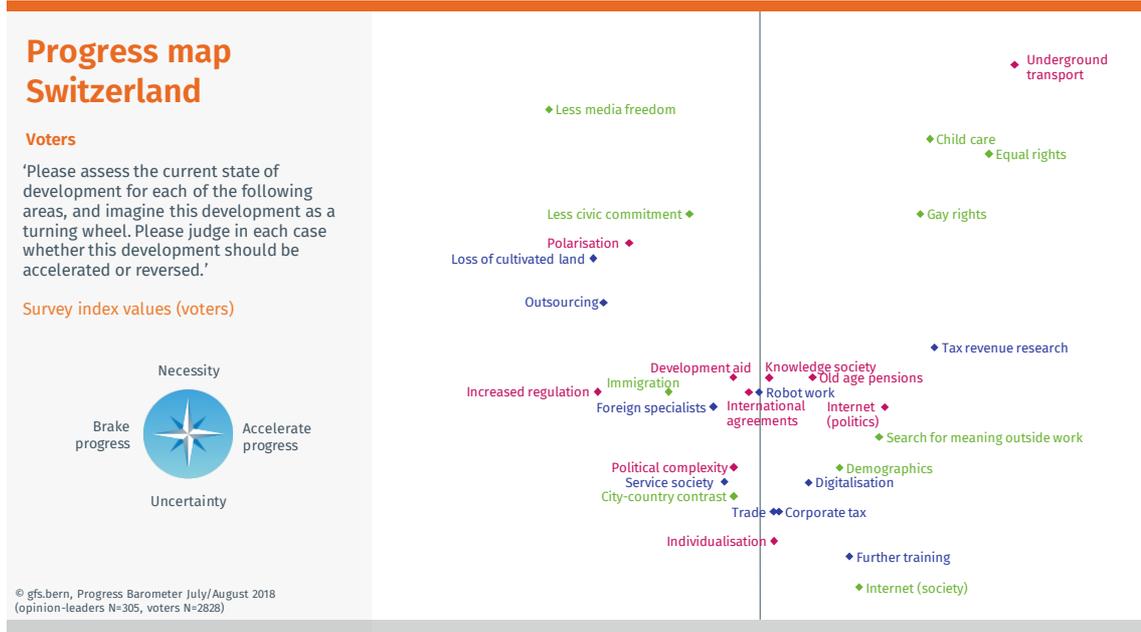
Opinion-leaders are most hesitant about progress in the area of politics (index value of 14.3). All the same, even in this area their openness to progress is significantly higher than that of the ordinary voters.

Whereas approval of progress may vary between the two groups surveyed, when it is a matter of the prioritisation of issues there are certainly areas in common. This emerges clearly from a comparison between the progress maps of the voters and the opinion-leaders. On the issues of transport, equal rights and child care, progress is seen as desirable and necessary (positioning top right on the progress maps in diagrams 4 and 5).

The issues of individualisation, political complexity and the service society, on the other hand, are positioned in the grey area – the zero line of progress, coming lower down on the diagram. Here there is less agreement about which direction the wheel should turn, and there is some uncertainty about the issue as such.²

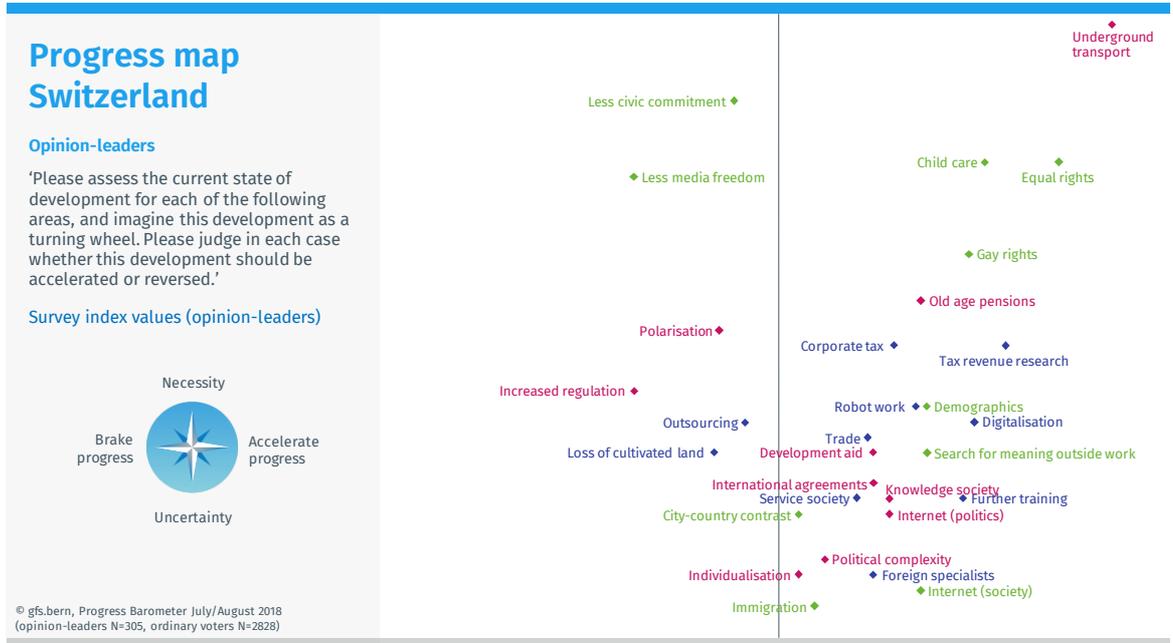
² For an exact explanation of the operationalisation method in this connection, cf. section 2.3.

Diagram 4: the progress map from the point of view of voters



The 30 progress issues involved in the survey have been distributed along the 'braking' to 'acceleration' axis (the X-axis), as well as in relation to the question whether there is agreement about the necessity of action or whether the issue is still attended with uncertainty (the Y-axis).

Diagram 5: the progress map from the point of view of opinion-leaders



3.1 The three arenas of progress: transport, equal rights and location

When we compare the openness to progress of voters and opinion-leaders, we note both parallels and differences. Above all, too, a thematic grouping of particular progress areas becomes evident.



Both ordinary voters and opinion-leaders concur on the same issues where they want to see accelerated progress, or to reinvent the progress wheel. The dimensions of transport, equal rights and location represent the three most important areas of progress in Switzerland.

3.1.1 Underground transport

The most surprising result of the 2018 Progress Barometer is the powerful support for a topic that has not yet featured on the national media agenda at all. This is the wish to **move the transport of the future underground**. Both with ordinary voters and with opinion-leaders, this wish achieves the highest support out a total of 30 statements in relation to progress (a value of 51 with ordinary voters, 61 with the opinion-leaders group).

In this context it is worth taking a look at the position of the theme of 'loss of cultivated land' (-33 with voters, -12 with opinion-leaders). In both groups it is one of the items where people think the wheel of progress most urgently needs to be reversed. Possible plans for a metro system, or the Cargo Sous Terrain project for instance, should thus be seen in the light of the fact that they could save more of the countryside from being built over.



The landscape is a central reference anchor and identification point for both voters and opinion-leaders: progress in connection with underground transport means saving it from further building.

Table 3: The progress themes from the point of view of ordinary voters and opinion-leaders

Theme	Statement	Index (voters)	Index (opinion-leaders)
 Underground transport	So that Switzerland can retain its beautiful countryside, initial ideas are being launched to locate transport underground (metro, Cargo Sous Terrain).	51	63
 Loss of cultivated land	More and more arable land in Switzerland is being built on.	-33	-12

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3.1.2 Equal rights and child care

The second thematic block where people feel the wheel of progress should be encouraged involves the themes of equal rights and [provision of child care](#). Here too both groups are in agreement. On the issue of [equal rights for men and women](#) opinion-leaders reach a similarly high index value (51) as compared with ordinary voters (46). The issue of extension of public and private child care facilities reaches an index value of 39 and 34 respectively, and finally both opinion-leaders (36) and ordinary voters (32) also want equal rights in all areas of life for [couples of the same sex](#).

This shows an increasingly individualised society seeking for new solutions of inclusion and compatibility. People's overall view of progress is also being measured in relation to the attainability of these solutions.

Table 4: The progress themes from the point of view of ordinary voters and opinion-leaders

Theme	Statement	Index (voters)	Index (opinion-leaders)
 Equal rights	Equal rights are being promoted in all walks of life.	46	53
 Child care	Public and private child care and day care facilities are being extended.	34	39
 Gay rights	Homosexual couples are increasingly allowed equal rights in all walks of life.	32	36

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3.1.3 Location

In particular, both in economic and political terms opinion-leaders are in favour of accelerated progress where this has implications for Switzerland as a business location. Specifically, they take the view that

- the state should [invest more tax revenue in research](#) (43),
- [wage deductions](#) should be increased in order to cushion the effects of demographic change (27),
- [corporate taxes](#) should be kept low, in order to make Switzerland an attractive location for interesting companies (22), and
- [trade](#) in goods should become freer and more global (17).

Among ordinary voters as well, the will to progress in these dimensions likewise predominates (35, 11, 4, 3); but in connection with the current controversial issue of corporate taxation, above all, as well as with the disputed issue of free trade, it is close to the zero line (values of 3 and 4). In other words, in these areas the electorate shows something of a preference for maintaining the present state of things and not questioning it too much in future. Moreover, if we look at the distribution on the axis of necessity (the Y-axis), the issues of free trade and corporate tax are positioned lower

with ordinary voters than with the opinion-leaders. Popular opinion is thus less consolidated, the urgency is less felt than is the case with the latter.



In connection with certain location issues, in many ways there are still great uncertainties for the electorate and attitudes are still indefinite. Opinion-leaders are more sure of their views in this area, because these issues bulk larger in their everyday life.

Table 5: The progress themes from the point of view of ordinary voters and opinion-leaders

Theme	Statement	Index (voters)	Index (opinion-leaders)
 Tax revenue for research	Switzerland is spending more tax revenue on research.	35	43
 Old age pensions	Wage deductions for old age pensions are being increased, because people are living longer.	11	27
 Corporate tax	Companies are coming to Switzerland because of low corporate taxes.	4	22
 Free trade	Trade in goods is becoming increasingly freer and more global.	3	17

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3.2 Themes showing general agreement

3.2.1 Accelerating progress: from research to digitalisation

In connection with the following themes, ordinary voters and opinion-leaders are in agreement in thinking that progress should be accelerated. This group of themes overall is principally characterised by technical aspects.



More research, further training, internet (society) and digitalisation, the establishment of new political formats with the help of the internet, a better work-life balance (search for meaning outside work) and a circumspect approach to demographic developments – these are areas where progress is seen as desirable.

Both ordinary voters (35) and opinion-leaders (43) would like to accelerate progress when it is a question of more **tax revenue for research** in Switzerland in future. The theme **internet (society)** is attended with a high degree of uncertainty, though both groups would like to see accelerated progress in this area – since after all the crux is that the internet makes it possible for collective humanity to gather more information than is available to individuals. Ordinary voters here have a count of 20, opinion-leaders 27. Some degree of uncertainty is likewise felt in connection with **lifelong learning**, even if at the same time both groups do evince a certain progressive inclination. Ordinary voters want to accelerate progress (count of 18), while opinion-leaders, with a value of 35, definitely want to see the progress wheel turning more rapidly. **Digitalisation** refers to the statement that while digital developments admittedly make us more efficient, they are also replacing traditional professions. Here opinion-leaders would like to see accelerated progress (37), while ordinary voters, with a value of 10, are more reserved in their views.

The possibility of finding **new political formats** with the help of the internet – in other words, forms of political organisation closer to the people – is viewed both by opinion-leaders (21) and above all by the ordinary voter (25) as an issue calling for accelerated progress. **Work-life balance** refers to the statement that society is increasingly looking for the meaning of life in areas outside gainful employment. Here the opinion-leaders (with 28) are more pronounced in their desire to accelerate progress than are ordinary voters (24).

Ordinary voters are also more reserved than opinion-leaders on the themes of **demographics** (16 vs. 28) and the increase in **wage deductions for old age pensions** (11 vs. 27).

Table 6: Acceleration themes

Theme	Statement	Index (voters)	Index (opinion-leaders)
 Tax revenue for research	Switzerland is spending more tax revenue on research.	35	43
 Internet (politics)	The internet supports more spontaneous forms of political organisation, so politicians are obliged to stay closer to the people.	25	21
 Search for meaning outside work (work-life balance)	Society is increasingly looking for the meaning of life in areas outside gainful employment.	24	28
 Internet (society)	Thanks to the internet, more knowledge is available to society as a whole than to individual inventors or experts.	20	27
 Further training	You need further training in order to be able to keep up.	18	35
 Demographics	Medical developments result in our living healthily to a great old age, but we do not work for longer.	16	28
 Old age pensions	Wage deductions for old age pensions are being increased, because people are living longer.	11	27
 Digitalisation	Digitalisation is making us more efficient, but it also replaces traditional professions.	10	37

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3.2.2 Braking progress: dimensions where the wheel needs to be turned back

Where it is a matter of slowing down progress or even reversing it, ordinary voters express themselves more decidedly than the opinion-leaders. The picture is thus the complete reverse of what it was in connection with the progress issues discussed earlier. In all, however, there are six themes where ordinary voters and opinion-leaders are agreed – if not about the extent, at least about the direction – in thinking that these are areas where we need to put the brakes on.



People would like to brake progress in connection with the loss of cultivated land, transformation of the media, diminishing civic commitment, the rise in regulation, political polarisation and the relocation of jobs to third party firms at home and abroad (outsourcing).

1. Both groups are in agreement about reversing progress when what is at stake is the current tendency to **less media independence** in Switzerland. Opinion-leaders, it must be said, are less decided in this area than are ordinary voters (-27 vs. -42).
2. The **loss of cultivated land** clearly prompts the wish to see the wheel of progress turned back (-33, -12), and seems to be the logical counterpart to the wish for accelerated progress by relocating transport in Switzerland underground in future.
3. Current developments should also be braked when it is a matter of the ever-increasing **regulation of everyday life** (ordinary voters -32, opinion-leaders -27).
4. Ordinary voters above all would like to brake progress when it is a matter of the **relocation of jobs abroad** (-31); opinion-leaders are likewise against further progress in this direction, though very much less decidedly (-6).
5. **Increasing polarisation in politics**, and diminishing consensus among the parties, are viewed similarly by ordinary voters (-26) and opinion-leaders (-11) in terms of the basic tendency. Ordinary citizens have a more pronounced inclination to put the brakes on than opinion-leaders, when the loss of this crucial feature of political culture in Switzerland is at stake.
6. Finally, people would also like to turn back the wheel with reference to **declining commitment to voluntary associations**. The idea of a national militia, and so also that of voluntary commitment, are – along with the ideal of consensus – a defining element for the Swiss political system. Again it is above all ordinary voters, with a value of -14, who want to put the brakes on this development. Opinion-leaders reach a value of -8.



Ordinary voters would like to turn back the wheel of progress in connection with 13 themes; opinion-leaders, by contrast, in connection with just 6. With a view to plotting a future course, it will be crucial to reach thematic agreement between the two groups.

Table 7: The shared 'braking' themes, from the point of view of ordinary voters and opinion-leaders

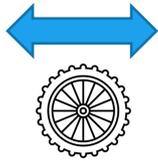
Theme	Statement	Index (voters)	Index (opinion-leaders)
 Less media freedom	There are fewer and fewer independent media in Switzerland.	-42	-27
 Loss of cultivated land	More and more arable land in Switzerland is being built on.	-33	-12
 Increased regulation	More and more things of everyday are being regulated more and more minutely.	-32	-27
 Outsourcing	Many working procedures are being relocated abroad.	-31	-6
 Polarisation	Politics is becoming more polarised all the time, and cooperation between the parties becomes more difficult.	-26	-11
 Less civic commitment	Fewer and fewer people are getting involved in voluntary associations on a regular basis.	-14	-8

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3.3 Conflict themes

3.3.1 Tug of war: opinion-leaders and ordinary voters facing in opposite directions

There are seven issues in all where ordinary voters and opinion-leaders disagree about the direction progress should take.



The two groups are in disagreement about the right way to go in relation to the following issues: service society, foreign specialists, international agreements, political complexity and development aid. In these areas opinion-leaders are in favour of progress, while ordinary voters are against it.

1. When it is a question of Switzerland's independence from **international agreements**, ordinary voters are much more clearly inclined (-2) to put the brakes on, and so more reserved than the opinion-leaders, who come out definitely in favour of accelerating progress in this direction (18).
2. Likewise there is a differing assessment of the changing interests of **country and city dwellers** in Switzerland: ordinary voters are more critical (-5) than opinion-leaders, who would prefer to promote this development (4). What one group sees as a loss of Swiss identity is evidently viewed by the other group as an obstacle to progress.
3. Finally, the increasing difficulty of the decision-making process in the light of **complex referendum requirements** tends to be seen by ordinary voters as an area where the wheel should be turned back (-5). Opinion-leaders are very much less critical here, that is to say they think the progress (9) of this development should be encouraged.
4. Ordinary voters are more inclined than opinion-leaders to turn back the wheel when it is a question of increasing **development aid** (-5 vs. 18).
5. Also opinion-leaders would actually like to accelerate progress in connection with the immigration of **foreign specialists** (18), whereas ordinary voters would rather put the brakes on current developments.
6. Nonetheless some aspects of **immigration** (both as such, and in connection with the immigration of specialists) are associated with considerable uncertainty for the opinion-leaders as well. As the map shows, the values for these themes appear in the lower section, where uncertainty is represented by assessments that are close to the zero line.
7. A further complex of issues where assessment is divergent is Switzerland's development into a **service society**. Ordinary voters would on the whole like to reverse this development (-7), while opinion-leaders want to accelerate it (15).

Table 8: Themes where ordinary voters want to put the brakes on and opinion-leaders prefer acceleration

Theme	Statement	Index (voters)	Index (opinion-leaders)
 International agreements	In the interest of its global market position, Switzerland is increasingly dependent on international agreements with other countries.	-2	18
 City-country contrast	People living in cities and in the country have fewer and fewer interests in common.	-5	4
 Political complexity	Complicated voting requirements make it more and more difficult to form a political opinion.	-5	9
 Development aid	Switzerland's contributions to worldwide development cooperation are increasing.	-5	18
 Service society	Switzerland is becoming a service society.	-7	15
 Foreign specialists	Switzerland needs foreign specialists.	-9	18
 Immigration	Immigration is resulting in a different composition of society.	-18	7

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Three of the four themes where ordinary voters and opinion-leaders show the greatest divergence about the direction progress should take are of a political nature. There is a clear wish on the part of ordinary voters to retain certain key values of the Swiss model.

However, all these aspects also show some degree of uncertainty in the assessment, in that they show up on the progress map close to the middle, which stands for continuation of the status quo, and in the lower part close to the zero line. These values indicate that with some issues people could still be in the initial stages of forming an opinion, or that they are uncertain about how the status quo should be assessed.

3.3.2 Status quo: ordinary voters want to keep it

Whereas with some themes the less progressive ordinary voters are fundamentally opposed to progress, by contrast with opinion-leaders, there are also some issues where a discrepancy is found but it is nothing like so extreme.



In connection with the use of robots in the workplace, the replacement of agriculture with educational institutions, free trade and corporate tax reform, ordinary voters would like to maintain the status quo. Opinion-leaders on the other hand are clearly pointing in the direction of progress.

When it is a matter of the **use of robots in future**, opinion-leaders are in favour of further progress in this direction, whereas ordinary voters on the other hand would like to maintain the status quo (0 vs. 26). Also when it is a question of restructuring for transformation into a **knowledge society**, ordinary voters are much more inclined to stay with the current pace of development (2) as compared with opinion-leaders (21). The statement on this theme reads – Switzerland is spending less on agriculture, and more on universities and institutes of higher education. Finally, on the issue of **free trade**, acceleration is more on the minds of opinion-leaders (17) than it is for ordinary voters (3). In relation to the potential attractiveness of lower **corporate taxes**, ordinary voters show themselves more conservative (4) than opinion-leaders, who are definitely in favour of progressing this factor for making Switzerland more economically attractive (22) – a circumstance which harmonises with the current political situation.

Table 9: Themes where ordinary voters want to maintain the status quo

Theme	Statement	Index (voters)	Index (opinion-leaders)
 Robot work	Robots are taking on more tasks.	0	26
 Knowledge society	Switzerland is becoming a knowledge society, and is spending less on agriculture and more on universities and institutes of higher education.	2	21
 Free trade	Trade in goods is becoming increasingly freer and more global.	3	17
 Corporate taxes	Low corporate taxes attract companies to Switzerland.	4	22
 Individualisation	With increasing individualisation, social pressure is diminishing, and each person can live by his or her own values.	3	4

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A special case is represented by the issue of individualisation. Here both groups (with values of 3 and 4 respectively) are in agreement that the increasing **individualisation** of society is not absolutely in need of further encouragement. These attitudes close to the zero line point to the conviction that individualisation does not just mean a strengthening element for the (certainly highly valued) cohesion of civil society. Evidently ambivalence predominates on this question. Here both ordinary voters and opinion-leaders favour the status quo.

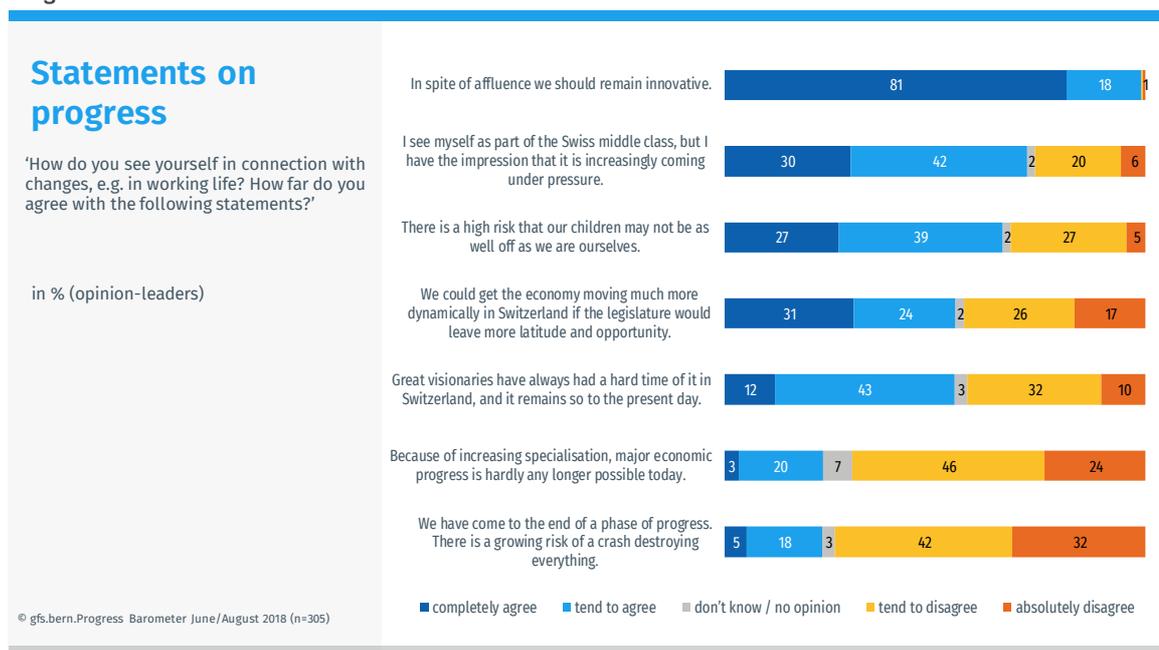
4 Assessment of progress dynamics from the point of view of the opinion-leaders

Approximately half of the opinion-leaders (55%) are of the opinion that great visionaries have always had a hard time of it in Switzerland.³ By contrast, 61 percent of ordinary voters take this view. Moreover, the opinion-leaders are of the opinion...



- ... that a continuing focus on innovation is crucial, in spite of the current state of high affluence (99%), and it would be possible to keep things moving on more dynamically, above all if legislation were to leave more latitude and opportunity (55%).
- ... that the middle class overall are tending to experience pressures (72%), and there is a certain risk felt that one's own children are not likely to be so well off as one has been oneself (66%).
- ... that we have clearly *not* reached the end of progressive developments, and that a high degree of specialisation cannot be separated from the idea of progress (no majorities for either statement).

Diagram 6

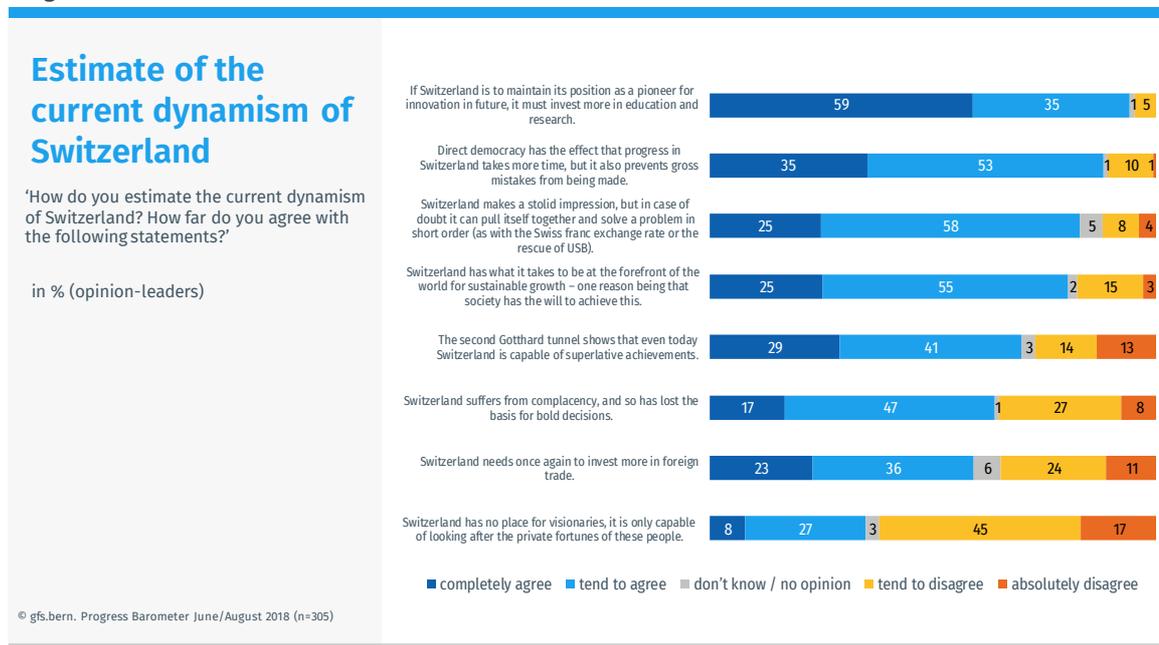


88 percent agree with the statement that although direct democracy slows down progress, it can prevent actual mistakes from happening. 83 percent of the opinion-leaders completely agree, or tend to agree, that whereas Switzerland overall does not make a highly dynamic impression, it can still produce sustainable solutions with great rapidity when it is a matter of urgency. For 70 percent, the second Gotthard tunnel is the proof of Switzerland's current potential for great achievements.

³ Percentage values shown represent the percentages 'completely agree' and 'tend to agree' added together.

64 percent agree with the statement that the tendency to complacency is incompatible with bold decisions. On the other hand, only a minority goes so far as to take the view that Switzerland gives visionaries no place. The majority disagrees with this statement.

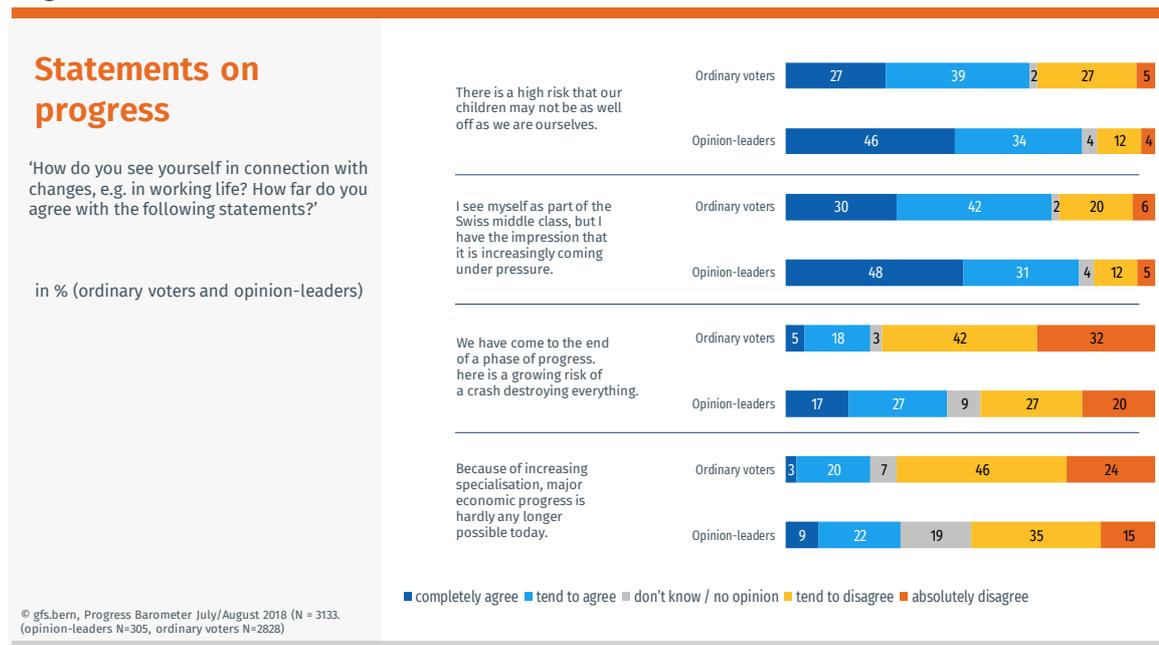
Diagram 7



Ordinary voters do not basically differ from the opinion-leaders in their statements on the subject of progress. Diagram 8 below shows the comparison between both groups for some statements in detail. Ordinary voters tend to align themselves with the Swiss middle class (which is felt to be increasingly under pressure) more than opinion-leaders do (79% vs. 72%). Ordinary voters are moreover 80 percent agreed that our children are likely to be less well off than we are today. Opinion-leaders agree with this assessment, though with a smaller majority of two thirds.

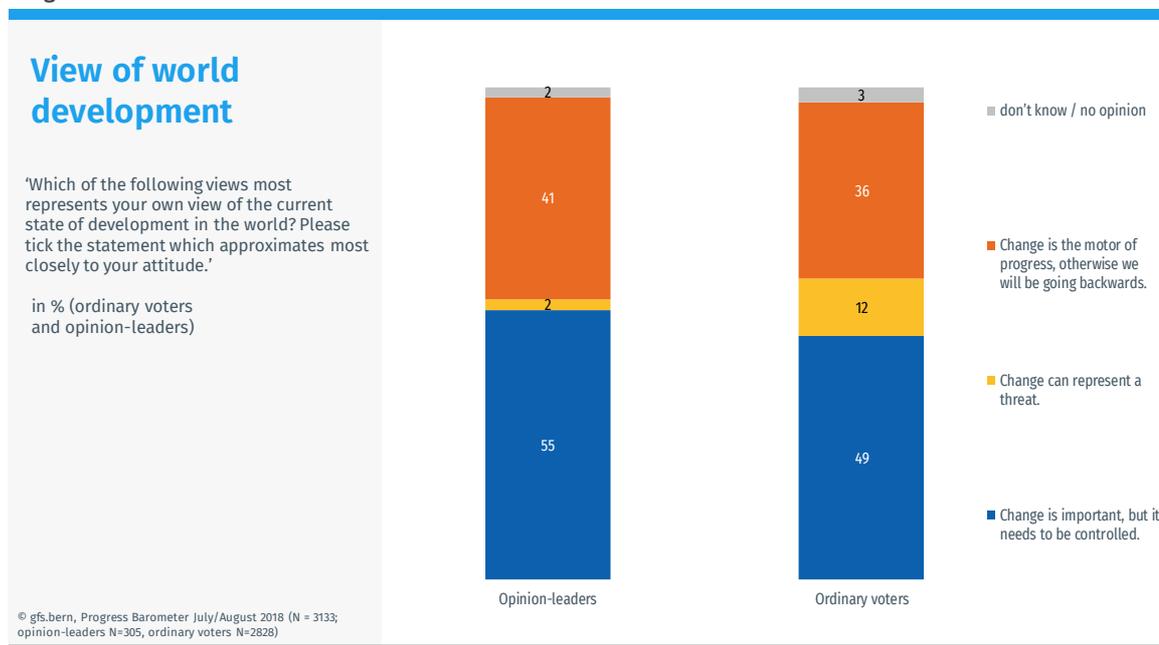
Significant differences exist between the two groups in areas where progress itself is seen as negative development. Ordinary voters, for example, are 44 percent in agreement with the statement that we have reached the end of a progress phase and there is a risk of a devastating crash. Opinion-leaders are only half as pessimistic here (23%).

Diagram 8



The opinion-leaders are ambivalent in their assessment of the connection between progress and world development. Thus 41 percent agree with the statement that change is the motor of progress. A further 55 percent, on the other hand, are of the opinion that change is important, but at the same time progress needs to be controlled. In comparison with the voting public, it is conspicuous that the latter shows a very much higher ratio of persons who see change as representing a potential threat (2 vs. 12 percent).

Diagram 9

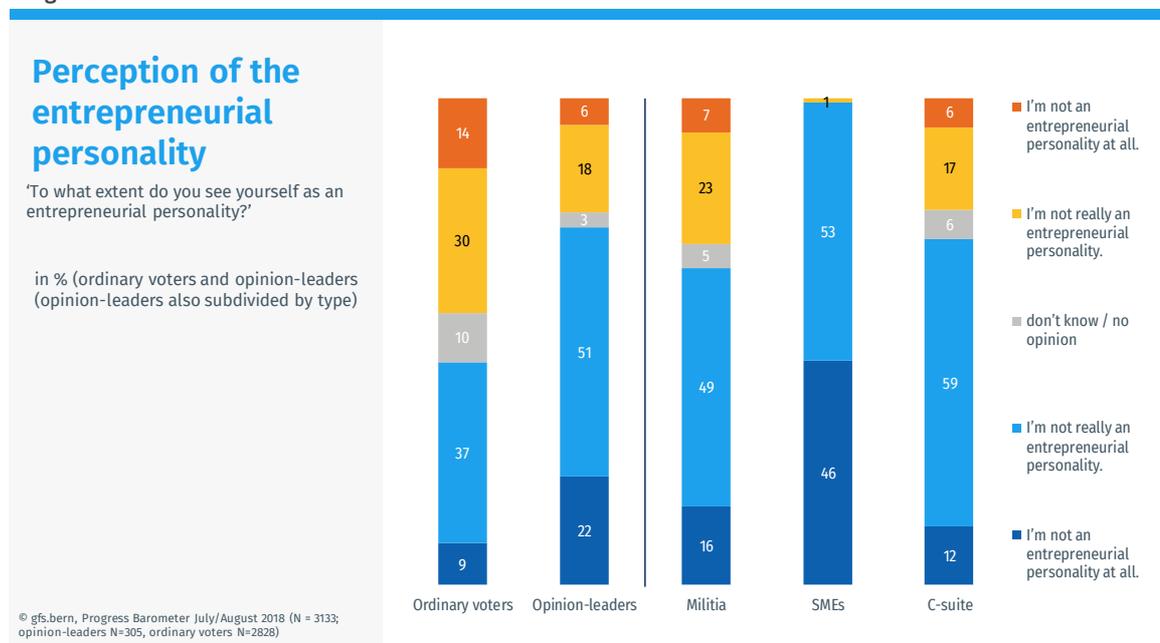


4.1 Entrepreneurial individuals as a progress factor

It is clear that economic progress is driven by innovative entrepreneurial personalities. Of the opinion-leaders taking part, 72 percent belong to the group of persons engaged in political or cultural activity. 22 percent are executives in small to medium-sized companies, and six percent identify themselves as ‘C-suites’, i.e. persons in the top echelons of management working for big companies.

Of the opinion-leaders interviewed, around three quarters lay claim to a distinctly entrepreneurial personality. This value is in evident contrast with the self-estimate of ordinary voters: here around 46 percent would accept the label of an entrepreneurial personality. Representatives of small to medium-sized businesses are particularly inclined to see themselves as entrepreneurial personalities. Their identification as such is not just higher than that of respondents in the militia sector, it even exceeds that of the C-suite executives.

Diagram 10



The representatives of small to medium-sized enterprises (SMEs) interviewed clearly place a main emphasis on economic progress. Here the index value is at its highest (29.3). With an index value of 16.3, representatives of small to medium-sized companies support social progress, with a 10.1 value for progress in politics.



SME representatives and C-suite executives support political progress less strongly than opinion-leaders from the militia sector (politics and society). With a value of 11.3, the economy here is the sector most strongly favoured for progress, followed by the willingness to see progress in the social (8.7) and political (4.7) sectors.

5 Subgroups with different attitudes to progress

Apart from systematic differences between opinion-leaders and ordinary voters, there are further differences in the perception of progress among selected subgroups.

5.1 Language region differences

The highest readiness to favour progress can be observed in French-speaking Switzerland, the lowest in German-speaking Switzerland. Measured on the overall index, German-speaking Switzerland is close to the zero line, whereas the index value for French-speaking Switzerland comes to 12.7, significantly closer to the opinion-leaders.

Table 10: Progress index by language region

	German-speaking Switzerland	French-speaking Switzerland	Italian-speaking Switzerland
Overall index	0.6	12.7	6.4
Economy	-3.8	8.4	4
Society	5.7	20.8	7.8
Politics	-0.2	8.9	7.3

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In all three dimensions, the index for German-speaking Switzerland shows greater scepticism about progress. The ranking of the greatest individual differences between the three language regions shows the most conspicuous divergence on the issues of child care, and the search for meaning outside work. Precisely in these areas, French interviewees want to see significantly more acceleration than German respondents. There is more inclination to favour progress in an economic sense in connection with further training and robot work.

Table 11: Biggest individual differences between the language regions

	German-speaking Switzerland	French-speaking Switzerland	Italian-speaking Switzerland
Overall index	0.6	12.7	6.4
Child care	30	56	-23
Search for meaning outside work	15	47	41
Further training	13	32	39
Foreign specialists	-15	6	1
Less media freedom	-44	-40	-23
Robot work	-5	16	12

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5.2 Differences based on belonging to a social milieu

Above all in the economic sphere, self-estimates based on belonging to a certain social milieu yield even more significant differences than do the linguistic regions. Those who see themselves as being 'low down in the social order' tend overall to be sceptical. Those who place themselves in the middle or at the top are more willing to embrace progress.

Table 12: Progress index based on self-estimates of belonging to a social milieu

	Low	Middle	Top
Overall index	-3.0	0.2	8.9
Economy	-12.5	-6	8.5
Society	7.3	8	10.3
Politics	-3.9	-1.4	7.8

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Besides conspicuous differences in economic respects, divergences based on this subjective social self-classification emerge above all in connection with the knowledge society and further training, as well as the issue of tax revenue expenditure on research. Technological modernisation – for example in connection with the loss of arable land, outsourcing, robot work and digitalisation – is likewise seen with a highly critical eye.

Table 13: Biggest individual differences based on self-classification as belonging to a social milieu

	Low	Middle	Top
Overall index	-3	0.2	8.9
Knowledge society	-17	-4	18
Loss of cultivated land	-49	-36	-21
Further training	4	17	28
Outsourcing	-42	-39	-19
Robot work	-12	-7	10
Foreign specialists	-22	-14	0
International agreements	-13	-12	9
Tax revenue for research	24	26	46
Digitalisation	-2	7	19
Old age pensions	2	6	22
Service society	-16	-12	3
Corporate tax	-5	0	11
Political complexity	-12	-13	2
Development aid	-15	-5	0

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5.3 Differences based on educational background

Comparable differences emerge in accordance with the educational qualifications achieved. The index shows that persons with tertiary education are more in favour of acceleration, whereas those with a secondary school leaving qualification, and those with no qualifications, are predominantly sceptical about progress.

Table 14: Progress index based on educational background

	Tertiary level	Secondary level	Compulsory school attendance
Overall index	11.6	-4.3	-13.1
Economy	10.2	-10.6	-27.9
Society	14.9	2.9	-0.1
Politics	9.7	-5.1	-11.4

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The pattern is similar to the one connected with perceived membership of a social stratum. But the differentiation in terms of education gives more significant expression to the inclination to put the brakes on, because economic progress could threaten a person's own job. Development in the direction of the knowledge society is likewise critically viewed.

Table 15: Biggest individual differences based on educational background

	Tertiary level	Secondary level	Compulsory school attendance
Overall index	11.6	-4.3	-13.1
Robot work	19	-16	-42
Tax revenue for research	48	23	-6
Foreign specialists	5	-24	-44
Knowledge society	19	-13	-25
International agreements	9	-13	-30
Digitalisation	23	-2	-15
Child care	42	26	5
Outsourcing	-21	-40	-57
Corporate tax	9	2	-25
Loss of cultivated land	-22	-42	-56

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5.4 Differences based on party allegiance

Divergences are distinctly more marked when it comes to party allegiance. On the index we find the biggest differences between sympathisers of the FDP and the SVP – that is to say, between the two parties on the Federal Council most to the right – if we take the self-positioning of the electorate as a yardstick. CVP sympathisers are ambivalent in relation to progress, and so effectively in the middle; SP supporters on the whole tend to be more in favour of progress. In the social and political spheres, we find the biggest difference between SP and SVP supporters.

Table 16: Progress index based on political adherence (only parties on the Federal Council)

	SVP	SP	FDP	CVP
Overall index	-19.6	16.4	20.2	2.3
Economy	-21.3	6.2	25	3.1
Society	-14.9	25.7	20.4	1.5
Politics	-22.7	17.3	15.3	2.3

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If we compare the differences in terms of party allegiance with those based on educational background or social milieu, the political issues, which here occupy the foreground, are a great deal more conspicuous. The biggest individual difference is connected with the increase in development aid – but there is also a big difference in relation to the significance of international agreements. Very clear differences are also voiced in relation to the themes of immigration and inclusion. These are areas where SVP supporters definitely want to put the brakes on, whereas such issues typically make SP sympathisers (and in the case of international agreements, FDP sympathisers as well) very much inclined to favour acceleration.

Very big differences make themselves felt between FDP and SVP sympathisers in connection with economic dynamics. Specifically, this applies to the issues of foreign specialists, robot work, international trade and digitalisation.

Table 17: Biggest individual differences based on political alignment (only parties represented on the Federal Council)

	SVP	SP	FDP	CVP
Overall index	-19.6	16.4	20.2	2.3
Development aid	-58	37	1	4
Immigration	-71	19	2	-18
International agreements	-50	20	29	7
Child care	-3	66	47	21
Gay rights	-2	66	38	11
Equal rights	10	76	48	30
Foreign specialists	-46	13	16	-11
Knowledge society	-32	21	30	3
Robot work	-24	9	34	3
Trade	-19	7	36	-2
Loss of cultivated land	-53	-27	-2	-20
Tax revenue for research	5	51	56	42
Digitalisation	-9	16	36	15

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5.5 The biggest differences according to age

Based on the index, all age groups are slightly in favour of progress. This is most clearly expressed in the 18 to 39 year old age group – not so much in connection with economic issues, but all the more markedly in the social area.

Table 18: Progress index based on age

	18-39 years old	40-64 years old	65+ years old
Overall index	7.4	2.3	1.0
Economy	-0.6	-1.9	0.3
Society	16.3	8.8	2.2
Politics	6.6	0.1	0.4

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The biggest individual differences are found in connection with inclusion themes – specifically, in relation to couples of the same sex. But the search for meaning outside work, equal rights and child care are also issues where younger people are very much more in favour of accelerated progress than older ones. Fewer reservations are also felt on the political themes of individualisation and underground transport. The fact that we are getting older all the time, but not working for longer (demographics), is viewed by the youngest respondents with more optimism in relation to progress than is shown by older people.

Table 19: Biggest individual differences based on age

	18-39 years old	40-64 years old	65+ years old
Overall index	7.4	2.3	1.0
Gay rights	55	32	14
Individualisation	18	2	-10
Search for meaning outside work	37	25	11
Equal rights	59	45	34
Child care	45	34	21
Underground transport	61	51	40
Demographics	24	15	7

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5.6 Gender differences

Taken all in all, men are more willing to embrace progress than are women. This is most clearly expressed in connection with economic issues. On social issues, women are more inclined to favour progress.

Table 20: Progress index based on sex

	Men	Women
Overall index	5.8	0.6
Economy	6.7	-9.2
Society	6.1	11.8
Politics	4.5	-0.7

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Men's affinity for economic progress shows in their having fewer reserves about the loss of cultivated land. But men are also less critical in connection with research, the trend to the knowledge society and low corporate taxes. On inclusion themes, whether between or within the sexes, women are more in favour of progress than men.

Table 21: Biggest individual differences based on sex

	Men	Women
Overall index	5.8	0.6
Robot work	15	-17
Loss of cultivated land	-19	-47
Gay rights	20	45
Tax revenue for research	45	24
Knowledge society	12	-8
Equal rights	37	56
Corporate tax	12	-6
Child care	25	42
Underground transport	58	42

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6 Perception and economic reality: progress on the basis of real economics

If we compare subjective perceptions in the three dimensions of the economy, society and politics with the indexed real economic data of the Credit Suisse Swiss Economics Team, it emerges that in real economic terms Switzerland is already very dynamic when it comes to progress, and occupies a leading position in relation to the three dimensions of the economy, society and politics on the international comparative scale.

If we apply the same type of indexing, derived from the Progress Barometer, to the real economic indicators, we have a kind of indication of the real economic progress potential of Switzerland, as directly compared with the subjective perception of progress.

In terms of the index, ordinary voters take a barely positive view of progress in Switzerland – 3.5 on a scale of -100 to +100. The corresponding value for opinion-leaders is higher (17.5), but not by a very wide margin. In the light of real economic indicators, Switzerland effectively shows itself to be highly progressive. It belongs to the leading group of the most progressive countries, and on the current overall index achieves an index value of 43.2.

Table 22: Overall values on the progress index

	Ordinary voters	Opinion-leaders	Switzerland (real indicators)
Overall index	3.5	17.5	43.2
Economy	-1	19.5	43.0
Society	9.3	18.7	50.0
Politics	2.2	14.3	36.4

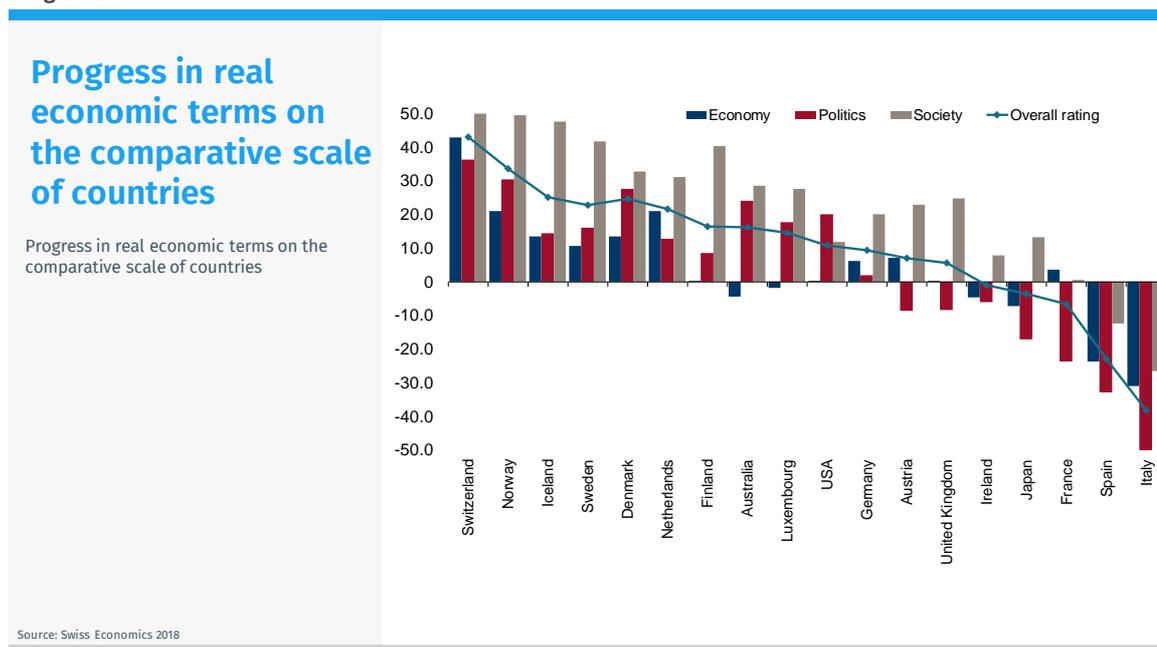
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If we compare countries, in all dimensions (the economy, politics and society), as well as in the overall assessment, Switzerland occupies the top place. Only Norway achieves a similarly high value in the social sector. Countries like France are politically below the zero line, and the same is true of Spain and Italy in relation to all three progress dimensions.

For calculation of the progress dynamism of countries in real economic terms, the Credit Suisse Swiss Economics Team selected 31 indicators based on Credit Suisse's five 'supertrends'.⁴ The data for the individual indicators come from different international sources, relating as a rule to the year 2016. The individual indicators have been standardised on a scale of -100 to +100, with -100 expressing the least progressive and +100 the most progressive of all 36 countries considered.

⁴ In 2017 Credit Suisse defined five global 'supertrends', comprising the biggest economic, social and political changes of our times. The five themes are 'Dissatisfied societies / multipolar world', 'Infrastructure', 'Technology', 'Silver economy' and 'Values of the millennials'.

Diagram 11



In terms of content, the real economic indicators have not been distinctly allocated to the dimensions of the Progress Barometer, but they do illustrate in various areas the real economic background against which the perceptions and progress aspirations of the groups surveyed are played out.

1. The transport infrastructure of today and tomorrow⁵



The top theme of the Progress Barometer, underground transport, is based on the fundamental principle that Switzerland has an outstanding infrastructure. When it is a matter of motorway length and European roads, Switzerland comes fourth out of all the countries compared. Only Luxembourg, Germany and the Netherlands have a better infrastructure of motorways and European roads.

Starting from this already outstanding basis, ordinary voters and opinion-leaders would thus like to relocate transport underground in future, with a view to improving Switzerland's top European placement by adding a new dimension of progress.

⁵ Eurostat/World Bank (2016): index showing 'Length of motorways and European roads': http://www.econstats.com/wdi/wdiv_583.htm, last accessed on 18.09.2018.



2. Work-life balance and the happiness indicator⁶

Personal wellbeing in a society has much to do with the meaning that the individual finds in working life, and also how much meaning he or she looks for outside it. Both groups of respondents would like to see accelerated progress in the dimension of work-life balance – this in spite of the fact that Switzerland already has a very high level in this respect, with an index value of 76.6. After Finland, Denmark, Norway and Iceland, Switzerland is the fifth country in the world with a population that sees itself as being happy, according to the Global Happiness Report.



3. Sustainability – a major concern in and for Switzerland⁷

The Environmental, Social and Governance (ESG) indicators represent the sustainability of a country in a comprehensive way. Under this heading Switzerland achieves an index value of 50. This puts it on the same level as Norway, Sweden, Finland, Denmark, the Netherlands, Austria, Germany and Luxembourg. Outside Europe only Australia achieves the same score.

Sustainability is detectable above all in connection with the number one ‘braking’ issue of the Progress Barometer – the loss of cultivated land. Both opinion-leaders and ordinary voters would like to close this special resource gap in the Swiss sustainability profile – not least with the help of underground transport.

But social and economic sustainability also play a part in connection with other themes where there is an inclination to halt the march of progress: the decline of Swiss media diversity, outsourcing of jobs, polarisation of political culture, decreasing civic commitment and the checking of excessive regulation. Here central indicators from the ESG ranking are directly addressed and transposed to Switzerland.

⁶ World Happiness Report.

⁷ MSCI ESG Rating (2018): From natural resource scarcity to changing governance standards, from global workforce management to the evolving regulatory landscape, ESG factors can impact the long-term risk and return profile of institutional portfolios. MSCI ESG Ratings are designed to help investors to understand ESG risks and opportunities and integrate these factors into their portfolio construction and management process.

4. Digitalisation and digital skills in Switzerland⁸



The level of digital skills is another real economic indicator which points to restructuring in the direction of a digital society. On the international scale of comparison, Switzerland is in seventh place, with an index value of 67.9. More individuals with either basic or higher digital skills are to be found only in Luxembourg, Iceland, the Netherlands, Norway, Sweden and Finland.

Opinion-leaders, and in particular those laying claim to more advanced educational qualifications and higher social status, would clearly be in favour of accelerating progress in this area, whereas ordinary voters would like to turn the wheel of progress with greater restraint. This applies especially to citizens with relatively low educational qualifications and those who tend to place themselves in the lower echelons of society.

5. The Japanese and the Swiss are getting older and will have to finance it accordingly⁹



In the international ranking, the indicator of life expectancy points to Switzerland and Japan as the countries where the population lives to the greatest age. This is closely associated with the excellent infrastructure favouring a longer and healthier life, and it is something that the Progress Barometer respondents are well aware of. Both ordinary voters and opinion-leaders would thus like to accelerate progress when it is a matter of our living a longer and healthier life, but not having to work for longer in order to be able to finance it.

⁸ Eurostat (2017): percentage of persons who overall have basic or higher than basic digital skills.

⁹ Eurostat/WHO (2016): in years, starting from the newborn (<1 year old).

7 The synthesis

We can summarise the findings of the Progress Barometer 2018 by formulating the following theses:

Thesis 1:

Progress means underground infrastructure

The greatest will to progress involves the idea of pressing forward with the development of underground transport. People would like to plan for the mobility of a growing population in such a way that natural living space will not be impaired. There exists a visionary and broad consensus on the nature of progress in connection with a new infrastructure of the future.

Thesis 2:

Globalisation reaches its limits when identity suffers

Certain consequences of economic globalisation are viewed as a threat to self-perception – in social, economic and political terms. The wheel of progress needs to be reversed when what is at stake is the impairment of these identity-related key values. Among these are the countryside, the wish for less regulation, the preservation of Switzerland as a workplace and place of value creation, and an active civil society not subjected to excessive changes as a result of the different forms of migration.

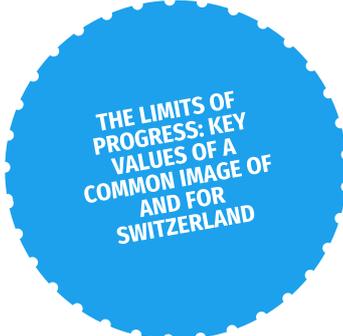
Thesis 3:

Progress based on a new social contract

Economic and technological progress can be taken on board when society as a whole benefits, and its basis of prosperity is not put at risk. In the interest of society, people want modernisation. Extended minority rights, and enhanced compatibility between work and the family, stand for the aspiration to new forms of social connection and obligation. If these are allowed to materialise, progress in political and economic terms becomes the more acceptable.



PROGRESS AS A
FEASIBLE VISION
FOR NEW
INFRASTRUCTURE



THE LIMITS OF
PROGRESS: KEY
VALUES OF A
COMMON IMAGE OF
AND FOR
SWITZERLAND



PROGRESS AS PART
OF A POSTMODERN
SOCIAL CONTRACT

8 Annex

8.1 Methodological data

With the ordinary voters, we weighted the data and judge them to be representative (N=2828).¹⁰ Overall three types of opinion-leaders were involved in the study. Type 1 are opinion-leaders from politics, society and industry (e.g. from associations), type 2 are representatives of Swiss small to medium-sized businesses and type 3 are 'C-suite' executives, the latter consisting in representatives of firms with more than 1000 employees. All subgroups were checked for significance based on statistical methods. The existence of significance is visualised in the overview table in the form of the background colour.

Table 23: Methodological details of the study

Client	Credit Suisse AG
Population taking part	Swiss voters of working age and opinion-leaders
Data collection	<p>Multidimensional approach</p> <p>Qualitative phase:</p> <ol style="list-style-type: none"> 3 focus groups in 2 linguistic regions Basel: 3 men (34, 28, 25 years of age), 4 women (19, 51, 59, 40 years of age) Lausanne: 3 men (57, 31, 52 years of age), 4 women (68, 30, 37, 40 years of age) Langnau im Emmental: 3 men (31, 26, 23 years of age), 4 women (22, 37, 44, 68 years of age) Open impulse survey (03.06.-28.06.2018) <p>Quantitative phase: ordinary voters and opinion-leaders with different samples</p> <ol style="list-style-type: none"> Open online survey with social media campaign and specific target groups Panel of gfs.bern (www.polittrends.ch) Online invited opinion-leaders (researched) C-Suite executives invited by letter: invited management board members with a personal QR code from companies with over 1000 employees (addresses obtained from Schober) SME representatives supplied by CS customer consultants
Type of random sampling	<p>Qualitative phase:</p> <ol style="list-style-type: none"> 3 focus groups: random quota Open impulse survey <p>Quantitative phase: ordinary voters and opinion-leaders with different samples</p> <ol style="list-style-type: none"> Open online survey with social media campaign Panel (www.polittrends.ch) Online invited opinion-leaders (selected from the gfs database) C-Suite executives invited by letter: invited management board members with a personal QR code from companies with over 1000 employees (database) SME representatives supplied by CS customer consultants
Survey period	<p>Average duration of the interviews</p> <ol style="list-style-type: none"> 27.07.-15.08.2018 (mean day: 06.08.2018) 26.06.-15.08.2018 (mean day: 04.08.2018) 23.07.-15.08.2018 (mean day: 03.08.2018) 23.07.-15.08.2018 (mean day: 03.08.2018) 24.07.-15.08.2018 (mean day: 31.07.2018)
Sample size	<ol style="list-style-type: none"> Total participating in open online survey (Switzerland) N = 2828 Total number of opinion-leaders interviewed: 305 Of this number, SME representatives: 68 Of this number, C-suite executives N= 17 (management board members from companies with over 1000 employees)
Sample error	1.9% With 2828 respondents and a value of 50% shown, the effective value lies with 95 percent probability between 48.1% and 51.9%.

¹⁰ Only in the subgroup of CVP supporters, in spite of systematic targeting, the sample figures are somewhat low. They have been indicated accordingly in the interpretation.

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8.2 Overview of Progress Barometer themes

Table 24: Progress themes (the economy)

Theme	Statement	Index (voters)	Index (opinion-leaders)
 Robot work	Robots are taking on more tasks.	0	26
 Free trade	Trade in goods is becoming increasingly freer and more global.	3	17
 Corporate tax	Companies are coming to Switzerland because of low corporate taxes.	4	22
 Loss of cultivated land	More and more arable land in Switzerland is being built on.	-33	-12
 Outsourcing	Many working procedures are being relocated abroad.	-31	-6
 Tax revenue for research	Switzerland is spending more tax revenue on research.	35	43
 Further training	You need further training in order to be able to keep up.	18	35
 Digitalisation	Digitalisation is making us more efficient, but it also replaces traditional professions.	10	37
 Service society	Switzerland is becoming a service society.	-7	15
 Foreign specialists	Switzerland needs foreign specialists.	-9	18

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Table 25: Progress themes (politics)

Theme	Statement	Index (voters)	Index (opinion-leaders)
 International agreements	In the interest of its global market position, Switzerland is increasingly dependent on international agreements with other countries.	-2	18
 Political complexity	Complicated voting requirements make it more and more difficult to form a political opinion.	-5	9
 Development aid	Switzerland's contributions to worldwide development cooperation are increasing.	-5	18
 Underground transport	So that Switzerland can retain its beautiful countryside, initial ideas are being launched to locate transport underground (metro, Cargo Sous Terrain).	51	63
 Increased regulation	More and more things of everyday are being regulated more and more minutely.	-32	-27
 Polarisation	Politics is becoming more polarised all the time, and cooperation between the parties becomes more difficult.	-26	-11
 Internet (politics)	The internet supports more spontaneous forms of political organisation, so politicians are obliged to stay closer to the people.	25	21
 Old age pensions	Wage deductions for old age pensions are being increased, because people are living longer.	11	27
 Knowledge society	Switzerland is becoming a knowledge society, and is spending less on agriculture and more on universities and institutes of higher education.	2	21
 Individualisation	With increasing individualisation, social pressure is diminishing, and each person can live by his or her own values.	3	4

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Table 26: Progress themes (society)

Theme	Statement	Index (voters)	Index (opinion-leaders)
 Equal rights	Equal rights are being promoted in all walks of life.	46	53
 Child care	Public and private child care and day care facilities are being extended.	34	39
 Gay rights	Homosexual couples are increasingly allowed equal rights in all walks of life.	32	36
 Less media freedom	There are fewer and fewer independent media in Switzerland.	-42	-27
 Less civic commitment	Fewer and fewer people are getting involved in voluntary associations on a regular basis.	-14	-8
 Search for meaning outside work	Society is increasingly looking for the meaning of life in areas outside gainful employment.	24	28
 Internet (society)	Thanks to the internet, more knowledge is available to society as a whole than to individual inventors or experts.	20	27
 Demographics	Medical developments result in our living healthily to a great old age, but we do not work for longer.	16	28
 City-country contrast	People living in cities and in the country have fewer and fewer interests in common.	-5	4
 Immigration	Immigration is resulting in a different composition of society.	-18	7

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8.3 The gfs.bern team



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