

# Increased commitment and willingness to take risks in uncertain times



## Credit Suisse Swiss Youth Barometer

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

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# 1 Summary of key points

## 1.1 Objective and method

The Credit Suisse Youth Barometer aims to provide a broad insight into the lifestyle and views of 16 to 25-year-olds in Switzerland. Because of the high online affinity of young people, the survey was conducted online, and the participants were recruited in different ways.

The following table provides information about technical benchmarks of the study.

Table 1

### Brief technical report Youth Barometer 2016

<b>Client</b>	Credit Suisse
<b>Overall population</b>	16 to 25-year-olds living in Switzerland
<b>Survey area</b>	all of Switzerland
<b>Origin of addresses</b>	telephone recruiting, snowball process, recruiting in the street, recruitment by letter
<b>Data collection</b>	online
<b>Type of sampling</b>	stratified random sampling using a variety of methods, partly in the form of a panel
<b>Survey period</b> mean day of survey	2 May to 19 June 2016 26 May 2016
<b>Sample size</b>	minimum 1,000, effectively 1,048
<b>Error range</b>	±3.1 percentage points at 50/50 and 95 percent probability
<b>Weighting by</b>	Design weighting by language region, additional weighting by age
<b>Survey duration</b> mean value Standard deviation	41.7 minutes ±8.4 minutes
<b>Publication</b>	October 2016

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## 1.2 A generation's attitude to life

Swiss young people's attitude to life in 2016 is shaped by the developments and possibilities of the internet and the digital world in general. Being offline, also called "digital detoxing", is completely out. Permanently communicating and consuming information and images is the norm.

One of the mega-trends of the past six years is the widespread establishment of the smartphone. This has gone hand in hand with fundamental changes to young people's media consumption and communication.

New tools are of great interest to young people as a means of communication. This causes the trends in communication to be highly dynamic. What is in this year can be replaced next year by a newer, even better and cheaper tool.

Instagram and Snapchat, for example, have recently become established among young people virtually out of nowhere. Facebook on the other hand – one of the mega-trends during the first years of the study – has had its peak and is currently losing members. The importance of the internet in general, however, is continuing to increase on a high level.

Generally speaking, the communication trends among young people are shaped by two factors: by price and by coolness factor. In 2016, letters, landline telephones, mobile phones without internet and SMS are all definitely out.

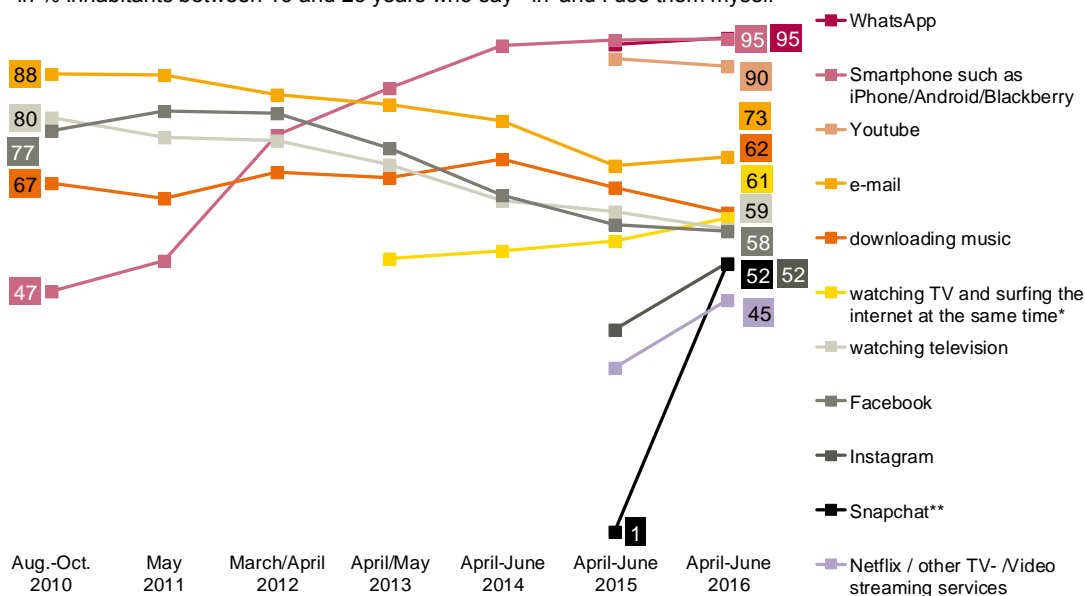
Furthermore, the price of products and programs determines their use: young people use only what they can afford, which is why free and low-cost offers like WhatsApp are successful. While expensive gadgets such as the Smart-watch and services you pay for such as Spotify are in, they are only used by a minority.

Figure 1

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

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

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



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

\*until 2015: watch television and use Smartphone / tablet at the same time

\*\*until 2015: YouNow

While the life plan of young people in Switzerland continues to be strongly shaped by individualistic and freedom-loving trends, this can however easily be brought in line with post-materialist values. Young people want to pursue their dreams, try out many things, and they emphasise the importance of a healthy work-life balance. The desire for a family, home ownership and a solid education is also widespread.

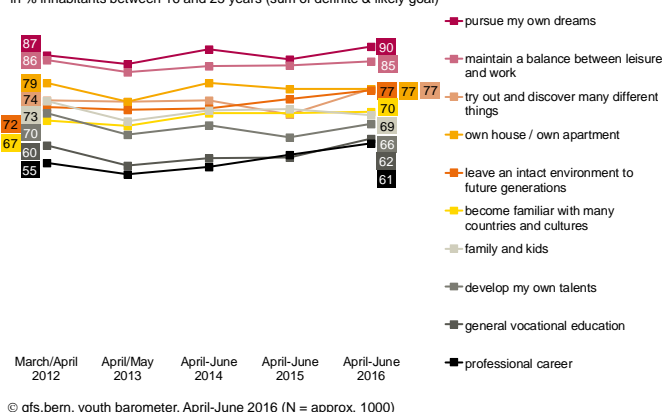
There are also developments, however, that tend to move away from these attributes of Generation Y. The trends suggest that real life for young people in Switzerland has been in motion in the past two to three years. Not only have classic success components been emphasised more, there is also more focus now on financial life goals.

The flexibility of life planning remains one of the guiding principles for young people in Switzerland. Although goals are generally important and clearly set, the way there is flexible.

Figure 2

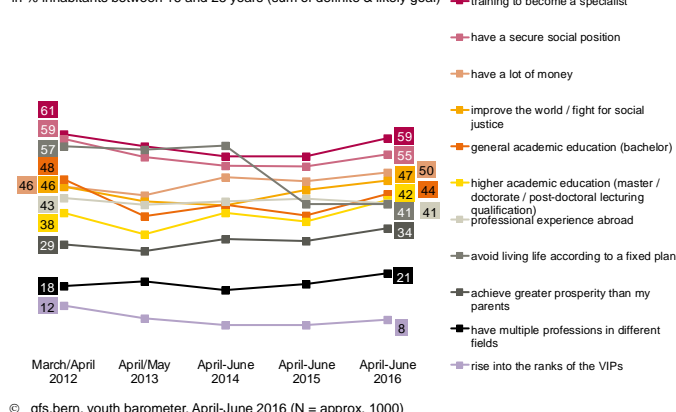
### Trend Goals in Life Switzerland (1/2)

"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 your life takes." in % inhabitants between 16 and 25 years (sum of definite & likely goal)



### Trend Goals in Life Switzerland (2/2)

"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 your life takes." in % inhabitants between 16 and 25 years (sum of definite & likely goal)



## 1.3 Media use – communication behaviour

The pluralisation of the media landscaped triggered by the rise of the internet has opened up new possibilities. Andy Warhol's vision of a society in which everyone has their 15 minutes of fame has become a reality; in any case, everyone has the opportunity to, and also runs the risk of, attracting public attention in one way or another.

With the ubiquity of the smartphone the frequency of news consumption among Swiss young people has become polarised. A rising number of young people seek out information about current affairs several times a day. This is in contrast to a rising number of young people who rarely or never find out about the day's events. A clear majority is always up to date. Free print newspapers remain the main source of information; however, they are becoming less attractive and less important. On the other hand, news channels like news apps and Facebook have become established.

Media and the internet shape the attitude to life of Generation Y and thus take up a lot of time. They spend at least one to two hours on the internet every day.

Despite young people's affinity for digital media and social networks, they do exhibit a healthy dose of scepticism about the information they find there. People have the most trust in established media titles such as the SRF (Swiss Radio and Television), the NZZ or the Tagesanzeiger (both German-language daily newspapers). Young people are suspicious of news from the tabloids and internet news channels.

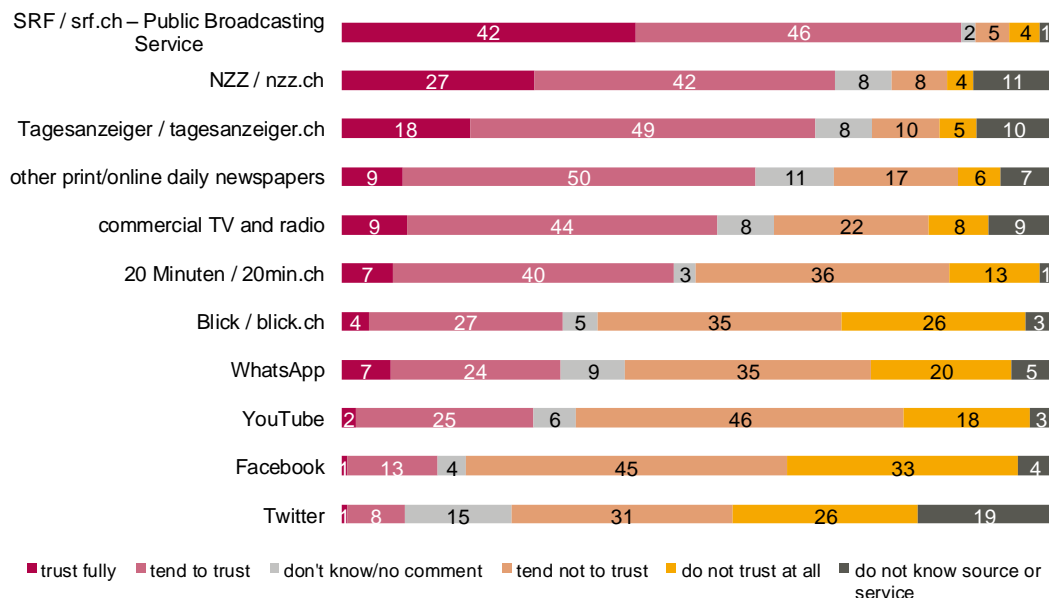
Posts, comments, shares and likes are the social currency of the 2010s. The advertising industry and later the media took advantage of this trend early on. In combination with the increased frequency of news consumption and the fact that everyone can take part in discussions, this has changed public discourse and brought about new phenomena such as everyday heroes, new forms of protest, new financing models for campaigns and digital populism.

Figure 3

## Trust Sources of Information Switzerland

"When it comes to politics, to what extent do you trust the following sources of information?"

in % inhabitants between 16 and 25 years



© gfs.bern, youth barometer, April-June 2016 (N = 1048)

Young people fundamentally consider it an advantage to be able to use the internet to take part in political discussions, but they do not close their eyes to the problems this brings. They appreciate the fact that you can express yourself in the social networks and that they can be used to bypass inequalities in the power structure. There are also critical views, especially with regard to hateful online criticism and the fact that negative emotions in online comments can intensify feelings of hatred.

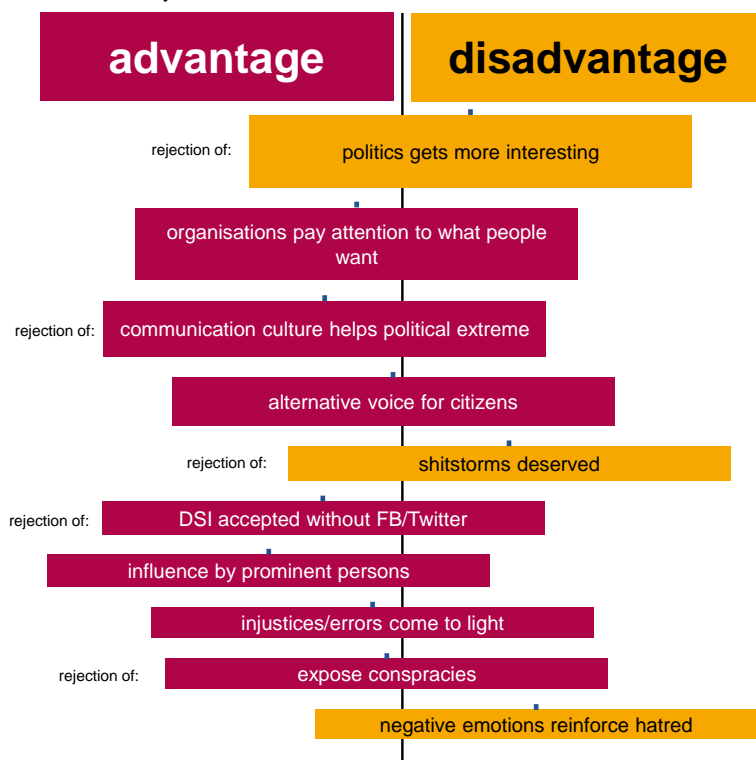
Young people are sensitised to digital populism in this regard; they are not however protected from it. They know surprisingly little about the filter mechanisms in social networks and the resulting potential for distortion and tampering.

When it comes to internet data protection, it is striking how important young people consider personal responsibility to be and the low demands they place on the providers in this regard. Young people believe that they themselves are primarily responsible for protecting their data. This is followed by schools and the state and only then by the various providers.

Figure 4

## Possibilities Online-Comments for Politics with Statements Online-Comments/Posts – Switzerland

inhabitants between 16 and 25 years



© gfs.bern, youth barometer, April-June 2016 (N = 1048),  $R^2 = .165$

Explanation: The **linear regression method used here** describes the influence of independent variables (here: statements about online posts and comments) on a dependent variable (here: advantage/disadvantage of online comments). The colour tells you whether an element is more likely to lead to a positive assessment (red) or a negative assessment (orange). Arguments that do not appear in the figure have no influence. Arguments with the addition of "rejection of" are answered in the negative by the majority. Such arguments thus have the opposite colour and are given the above-mentioned addition.

### 1.4 Education – job – economy – finance

For young people, an interesting job and good education and further training are important goals in life, and they are prepared to work for it. However, a career or social prestige are not primary goals. Rather, young people prioritise job satisfaction and enjoying their work – just like Generation Y.

Swiss young people are satisfied with their current work and educational situation. With regard to their professional future, however, rising uncertainty can be observed in 2016.

It seems that the deterioration of the Swiss job market has increasingly given people the idea that they should be happy to have a job at all. The view that it is their own fault if they can't find a job is less common.

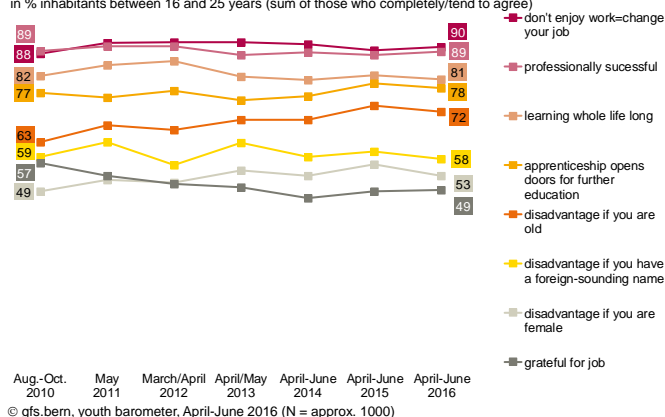
What's more, in 2016 a latent critical attitude to educational institutions is being expressed: for example, young people are less of the opinion that poor grades at school also mean bad job prospects, and fewer than ever before indicate that school is a good preparation for the world of work.

Figure 5

### Trend Statements about Work, Education and Training Switzerland (1/2)

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

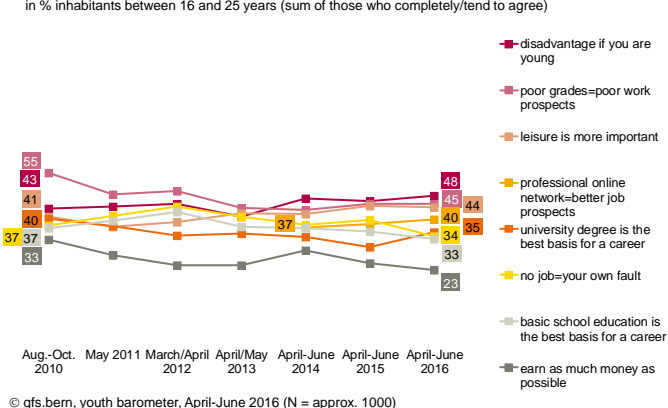
in % inhabitants between 16 and 25 years (sum of those who completely/tend to agree)



### Trend Statements about Work, Education and Training Switzerland (2/2)

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

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



If young Swiss people were able to choose freely, they would above all like to work in education, followed by the travel and the media industry. When specifically asked about a company, Swiss young people most often by far say that they would like to work at Google. This is followed by Roche, Credit Suisse, Novartis and SBB (Swiss Federal Railways), well-established players in the Swiss economy.

Young people are looking for part-time work models more often, and the option of working from home is clearly also in keeping with the times.

The majority of Swiss young people are free from financial obligations and are careful with money. If they were given 10,000 CHF most of it would be paid into a savings account. In 2016, this value dropped and people would rather spend a bit more money on going on holiday. Investments in shares and funds are less attractive than ever before for young Swiss people, and their economic orientation is low and decreasing.

## 1.5 Politics; views – problems – concerns

When it comes to the values by which the 16 to 25-year-olds are guided, political elements do not have top priority and there is still little focus on political commitment in the narrow sense; however, when it comes to protecting the environment the need/wish for solutions continues unabated.

A kind of politicisation is underway, which tends to be discursive, because while membership in parties or taking part in demonstrations cannot be observed more frequently, political positioning and talking about political problems is a more frequent occurrence. One explanation for the increased involvement of young people may be their more pessimistic vision of the future, which is marked by mixed feelings.

It would, however, be wrong to put the greater involvement down to political dissatisfaction on the part of young people, because unlike at the beginning of the series of surveys, young people currently see very little need for reforms of the political system in Switzerland and they are also satisfied with the government.

What's new in 2016 is that the primary focus with regard to solving the most urgent problems in Switzerland has shifted for the first time. Young people above all want the refugee problem to be solved, and solving the problems concerning foreigners in general comes in second place. Furthermore, young people in Switzerland would like solutions for how to deal with racism and xenophobia, old-age pension and environmental protection.



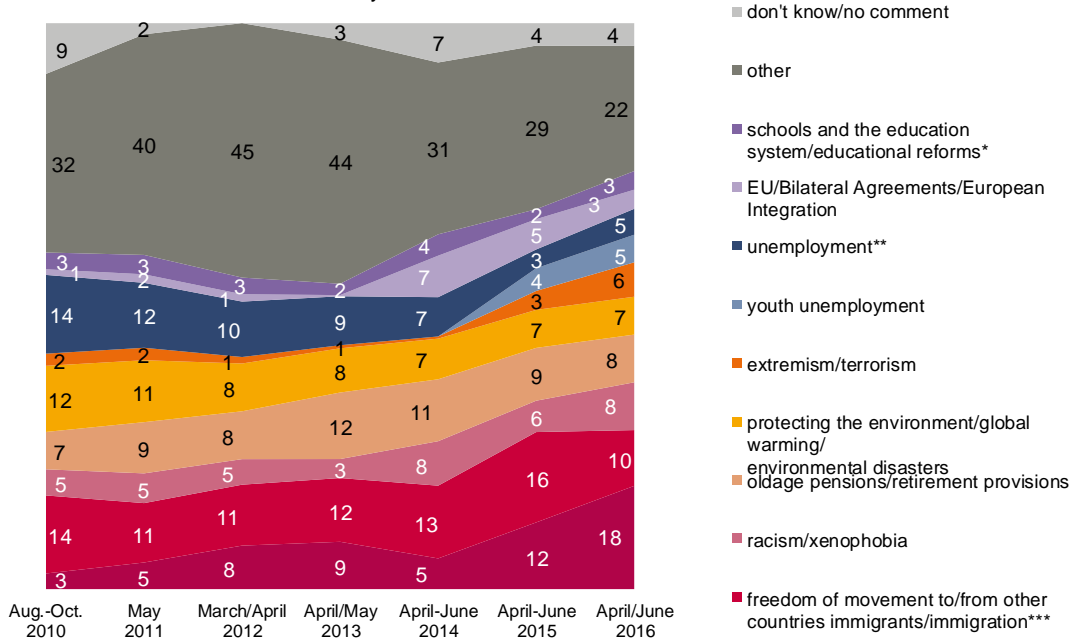
The migration debate is thus beginning to undergo a shift away from the ongoing issue of foreigners and the free movement of people to the very current topic of refugees. Immigration in and of itself is seen as unproblematic.

Figure 6

## Trend Problems to be Solved First Switzerland

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

in % inhabitants between 16 and 25 years



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

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

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

EU-related concerns had peaked following the adopted mass immigration initiative. Since then, the perception of the problem has significantly decreased. Politicians still deal with the political consequences of this vote to this day. If it was up to the young people in Switzerland, the priorities would be clear: the first priority would be the continuation of the bilateral agreements, and the most likely second priority would be the question of joining the EEA.

## 1.6 Characteristics and life plan

The values the young people are guided by are relatively stable overall. There are, however, possible indications in 2016 that a shift is occurring without it being clearly manifested.

Solid relationships based on trust are the top priority – be they relationships with friends, life partners or family. The young people also emphasise values that are only enabled by secure relationships.

They want to be respected as persons, be independent and self-reliant. They are therefore willing to take responsibility for their actions and look after themselves and the environment.

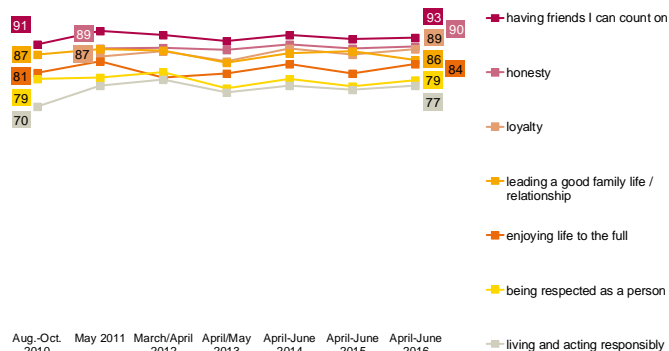
It is conceivable that in their relationships young people of Generation Y look for the kind of stability and security that they cannot rely on in the world of work for example. They nonetheless want to enjoy life, and they emphasise their independence. This fits the image of Generation Y, who make decisions from the point of view of their own benefits and who are on their own in an uncertain world.

An interesting aspect of the value system of young Swiss people is that there is an increased requirement to live by their own religious and spiritual values.

Figure 7

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

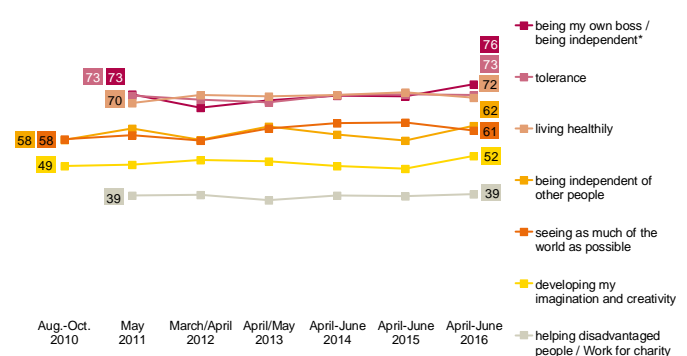
"Each individual person has certain ideas that determine their life and behaviour. When you think about what you strive for in your life, how important are the following things for you personally?"  
in % inhabitants between 16 and 25 years (sum of those for whom extremely & very important)



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### Trend Ideas of Life: Values/Religion Switzerland (2/3)

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



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

\*until 2014: being my own boss

Although being religious is not necessarily a characteristic that is associated with Generation Y, areligious is not the right attribute for Generation Y either. Rather, they should be described as spiritual, because a majority state that they believe in a higher power. Atheist tendencies cannot be dismissed out of hand either, which means that Generation Y knows two camps: a spiritual one and an atheist one.

## 1.7 Hypotheses

The insights gained on young people in Switzerland and the discussion about generations lead to the development of an understanding of the elements that shape generations. We therefore continue to use the systematisation of the generation concepts as a working hypothesis.

Table 2

### Differences between generations in Switzerland

generation	priority material security	priority private security	individualisation	consumerism	media	coping with digitalisation	conclusion
<b>baby boomers</b> (1945-1964)	low post materialism	low experiments	high self-fulfilment	high consumer society	TV Elvis Presley	low no experience	new values and worlds, prosperity, unstable
<b>Generation X</b> (1965-1976)	low status quo OK	medium low priority	high autonomous ways of life	medium consumer criticism	MTV Nirvana	medium digital immigrants	"couldn't care less", decline, unstable
<b>Generation Y</b> (1977-1999)	medium new materialism flexibility old-age pension	high stabilisation	medium new social interactions	high continuous consumption through Big Data sustainability	smartphones Gangnam Style	high natives well-versed in the use of Web 2.0	balanced performance and security orientation
<b>Generation Z</b> (2000+)	high economic crisis critical of education	medium to high increasing priority individualistic CV	high Web hedonism Web entrepreneurs	medium (?) sharing peer orientation	Snapchat Instagram Justin Bieber	high digitalised life	new values, digital self-fulfilment unstable (?)

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We propose the following hypotheses for discussion:

#### Hypothesis 1

In the lives of young people, online communities provide a partial replacement for social clubs, and social and to an extent political involvement can happen via online channels.

#### Hypothesis 2:

Young people of Generation Y look for stability and security in their relationships, something they can no longer fully rely on in the world (of work).

Life decisions are made from the point of view of their own benefits, because an uncertain world makes Generation Y feel that they are on their own.

#### Hypothesis 3:

Young Swiss people are made to feel insecure by real life, which makes them more committed. They are moved by political problems; further politicisation is a plausible scenario.

They want to play a more active role in events but are confronted with global phenomena. They are thus increasingly guided by a wider framework. The political sphere of action of their own country is no longer sufficient.

## 2 Introduction

### 2.1 Task and methodology

The seventh Credit Suisse Youth Barometer aims to provide insight into the lifestyle and views of 16 to 25-year-olds in Switzerland. The following specific areas are of most interest:

- What sort of life do young people want and what are their hopes? What are their concerns?
- How do young people live together and what do they do when they go out? How do they get on with different groups? How do they feel about foreigners, equality and older people?
- What is the zeitgeist of young people in different spheres of life? What is in and what is out? How active are the young people of today?
- How do young people find out about things and what channels do they use for interpersonal communication? What media do young people use and what content are they interested in?
- Associated areas of interest are education, work, career and finances: how happy are young people with their work and how do they handle their money. What would young people do with an unexpected gift of money?
- This year, Swiss young people are specifically asked about politics in the digital age and about digital populism.

These questions are asked every year to provide a picture of developments over time. This is particularly important when it comes to assessing trends, and the seven measurement points can be used to make reliable statements.

The questionnaire was developed based on research by gfs.bern, with some input from the 15th Shell Youth Study. What's more, during the project's concept phase in 2010, several experts discussions and discussions with young people with different educational levels and from different Swiss regions were held. The questionnaires are the result of these discussions, client wishes and input from comparable youth studies.

### 2.2 "Youth" and generation concepts

Various social science definitions can be applied to young people. Generally, those aged between 10 and 22 are defined as young. Developmental psychology divides youth into early adolescence (10 – 13 years), middle adolescence (14 – 17 years) and late adolescence (18 – 22 years). Our survey focuses on 16 to 25-year-olds, middle and late youth. This is explained both by the fact that education is taking an increasingly long time and also by the aim of the study to focus on the period after compulsory schooling and on education and career choice. This in turn explains why the lower age limit for the survey was 16 years.

In this report, we therefore use the term **"young people"** to describe 16 to 25-year-olds living in Switzerland.

Generation concepts are a subject of some dispute in sociology, but they are very common in everyday media use. In many cases, however, so-called cohort and life-cycle effects overlap. **Life cycle effects** are typical as a life phase for all young people regardless of the year in which they were born. **Cohort effects** can be observed in groups of people born in the same year that arise as they

get older. Only when cohorts of people born in the same year show systematic differences from other cohorts is it possible to speak of a generation. The waves of the CS Youth Barometer to date can be seen as a contribution to the discussion on present generation concepts.

We use different **generation concepts** depending on the situation. Essential parameters of the concepts most used are the question of meaning (Generation X, Y and Z) and the approach to digitalisation (digital natives and digital immigrants).

**Generation X** includes the people born between 1960 and 1976. This is the first generation that grew up after the Second World War. In Germany it is also sometimes called the couldn't-care-less generation or Generation Golf. Their rejection of consumerism and the classical career focus on security is characteristic of this generation. They have to learn to cope with an economic step backwards compared with their parent's generation. They are also the so-called digital immigrants, because they have often come into contact with personal computers and the potential of digitalisation from a very early age.

The generation of millennials or digital natives (born between 1977 and 1999) is also known as **Generation Y**<sup>1</sup> with reference to Generation X. The Y stands for "why?" and the search for meaning that characterises this generation. Education is generally considered as an investment and the key for a self-determined life. When it comes to work, this generation emphasises independence, joy and recognition, not hierarchies. They became familiar with the opportunities of the first-generation web (networked computers and the internet) early on and soon came into contact with Web 2.0, where computers were linked with social networks, as with Facebook and Twitter.

The next generation is sometimes already referred to as **Generation Z** and includes people born after 2000. Generation Z have probably been shaped more heavily since birth by the opportunities of the internet and Web 2.0 and also by smartphones, and thus feel a greater urge than Generation Y to present themselves to the outside world. Education remains central; Generation Z is described as determined, ambitious and goal-oriented. What they have in common with Generation Y is a rejection of hierarchies at work and a strong focus on environmental issues. Women of this generation overtake men in professional life and traditional role models are increasingly disintegrating.

The web continues to evolve into Web 3.0<sup>2</sup> where computers rather than people are connected to form self-learning networks that only interact with humans in specific ways and otherwise act autonomously. This will bring with it digitalisation of further spheres of life.

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<sup>1</sup> Definition as cohorts of people born in certain years: "Generation X" (1965-1976), "Generation Y" (1977-1999), "Generation Z": (2000-... . For a discussion of this topic see the explanations in this report and the Wikipedia entries in English and German.

<sup>2</sup> Compare for instance <http://www.nzz.ch/finanzen/der-computer-als-intelligente-maschine-1.18363342>

## 2.3 Database

In view of the high affinity that young people have with the internet, we opted for an online questionnaire. Some of the respondents were recruited early on by telephone on a random selection basis. However, it was not only difficult to contact the target group but it was also difficult to convince them to participate. The incentives were of great help to motivate the young people to participate.

Some of those taking part in the study in the previous year agreed to take part again in 2016. These people formed a panel which was incorporated into the analyses as part of the random sample. Due to a combination of telephone recruiting and recruiting on the street, the snowball process and the panel it was possible to recruit the number of respondents aimed at for 2016. This combined recruiting procedure has proved its worth.

Table 3

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<b>Sample size</b>	minimum 1,000, effectively 1,048
<b>Error range</b>	±3.1 percentage points at 50/50 and 95 percent probability
<b>Weighting by</b>	Design weighting by language region, additional weighting by age
<b>Survey duration</b> mean value Standard deviation	41.7 minutes ±8.4 minutes
<b>Publication</b>	October 2016

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Sample distortions caused by the combination of different recruiting methods used were corrected by means of weighting factors. The evaluations are thus based on a weighted file with optimisation of the structure of the random sample with regard to gender, education and language region. The study is comparable with the first six surveys.

## 2.4 Findings to date

Many changes in personal life occur between the ages of 16 and 25. In parallel with personal development, technical developments are continuing apace, and Switzerland faces major political and economic challenges. The basic leanings and values of young people remain strikingly stable in view of these changes. Perhaps precisely because there is a wish to remain flexible in face of these changes, the main priority for personal views of life is on stability and thus traditional bourgeois values in all social settings from left to right.

The Swiss education system offers many options from which most young people can put together a suitable mix with a clear individual strategy. They attach a very high priority to education, an interesting job as well as a work-life balance.

Young Swiss people fundamentally and constantly show a pronounced orientation towards family and friends. Mainstream youth strives primarily for stability in private life with a balance between work and private life, but also for sustainability.

Trends and thus also the zeitgeist were heavily influenced by communication and remained in constant flux. A radical change emerged in the use of media. The zeitgeist of young people is shaped by digital communication and interaction via Web 2.0 tools, where they make active and enterprising use of new tools. The high degree of digital awareness shapes the generation, which goes hand in hand with specific demands on politicians for the protection of digital identity. The nuanced and cautious approach to digitalisation is the expression of a digitally aware youth that is happy to do without online solutions at times and is focused on human trust.

Young people are satisfied thanks to recently improved job prospects, but they also maintain a distanced approach to the political system of Switzerland. Political engagement is not one of the priorities, especially for young people of voting age. Economic concerns have increased around the euro exchange rate, while the social picture is clouded by concerns over immigration and the asylum system. Young people feel relations with foreigners are more strained than in previous years, and their concerns about racism have increased.

## 3 Findings

### 3.1 X, Y or Z?

When talking about young people, the generation concepts X and Y and recently also Z are mentioned. Today's young people are generally described as Generation Y and their life plan is about the following points: Personal happiness, freedom and meaningfulness are given a higher priority than money and prestige. Other characteristic features include an affinity for mobile communication, the internet in general and social networks specifically. Because the living environment is marked by upheaval and crises, they are flexible and extremely adaptive when it comes to their life planning and lifestyle. Generation Y place new demands on their daily work and their employers by reclaiming the flexibility that is required of them.

The majority of the young people questioned, having been born between 1991 and 1999, are by definition clearly part of Generation Y. However, while generations may be artificially defined through year dates, if at all, the realities of life, the behavioural and consumption patterns as well as the ideas that shape them do not adhere to fixed dates.

The extent to which in 2016, Y shapes young people in Switzerland, to what extent still Z or already X play a part in their attitudes to life and the possible generational gap between Y and Z, are questions that form the scaffolding of the 2016 report. At least in definitional terms, the 2016 report for the first time includes members of Generation Z.

#### 3.1.1 A generation's attitude to life

Without a doubt, the Swiss young people questioned are digitally savvy: 95 percent state that they use a smartphone and see this as being in. This is similarly the case for the use of WhatsApp and YouTube. Netflix, Instagram and Snapchat are each used by about half of young people, but more than 80 percent describe these services as being in. The simultaneous use of different media is also widespread: 72 percent state that they surf the internet and watch television at the same time. Although 11 percent describe this as out, they do it anyway. Emails are still in for a clear majority, with virtually everyone (93 percent) using them. Facebook is similarly considered in, but is not used as frequently as emails (71%). The medium television continues to be widespread, with 73 percent seeing it as in and a similar percentage using it (72%).

Music is also consumed digitally, either by downloading it directly or through streaming services that are paid for, like Spotify. While the option of downloading films from the net is similarly in, it is used much less often (42%). The same is true for services you pay for, like Spotify and Netflix. Twitter and Tinder have also joined the group of the communication media and services classed as in and that are only used by a minority of young people. Smartwatches are also part of this group.



Only text messages are out, but are nonetheless used by a majority. Being offline occasionally, sending handwritten letters and using the landline telephone or a mobile phone without internet are out and a minority does this.

While smartphones were already in at the beginning of the series of surveys, only 47 percent said that they use one. Today, virtually everyone uses one, one of the reasons probably being that such phones have become affordable.

The widespread adoption of smartphones over the course of the past six years can be described as one of the mega-trends within the Youth Barometer, and it has a major impact on the media consumption and communication behaviour of young people. Other means and channels of communication have lost in importance. The landline telephone, for example, which in 2010 was used to a similar degree and had the same coolness factor as the smartphone, has been in continuous decline ever since and reached a new low in 2016.

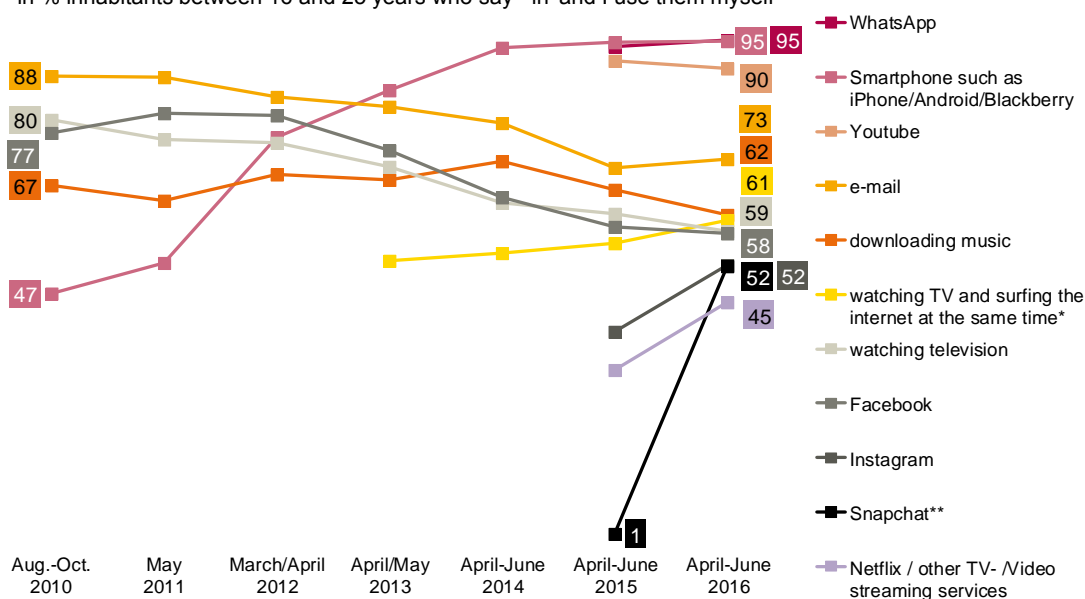
The decline in the use of text messages and the rapid adoption of new services like Instagram and especially Snapchat is also remarkable. Within this dynamic cluster of communication media trends, the importance of emails and Facebook has steadily declined from 2013 onwards; while they are currently positioned in the upper mid-field, they are not at the top.

Figure 8

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

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

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



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\*until 2015: watch television and use Smartphone / tablet at the same time

\*\*until 2015: YouNow

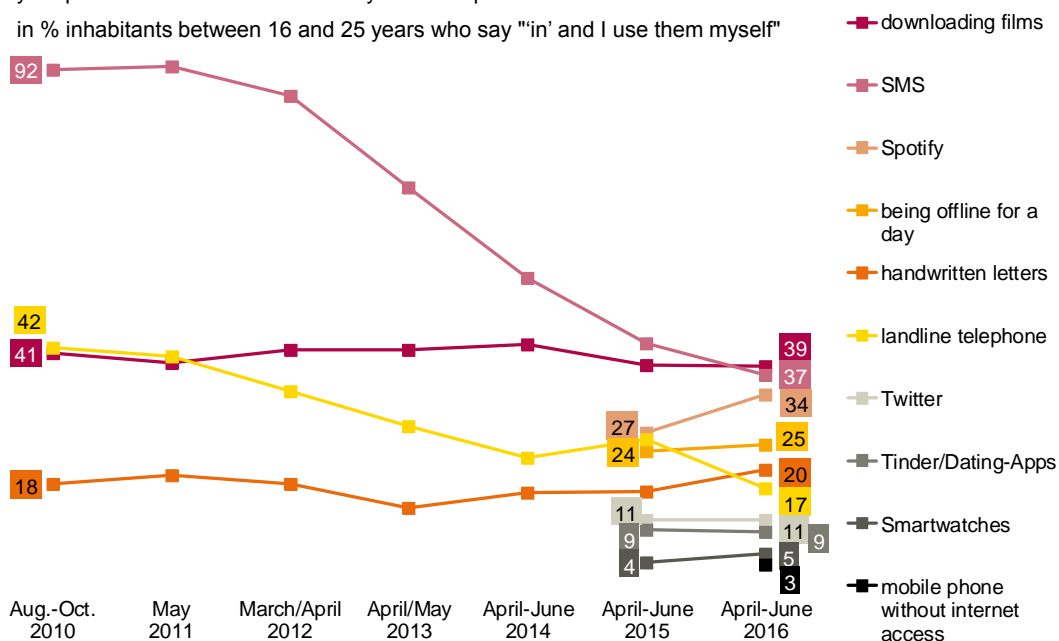
Communication trends are highly dynamic, and young people have a great fondness for innovations. But not everything, once it has become established, stays. This is clearly reflected in text messaging and to an extent also Facebook. Neither are as in and are used as frequently as six years ago. The are being replaced by new products such as Instagram and WhatsApp or at least relevant rivals are emerging.

Figure 9

## Trends All Areas of Life: Communication Switzerland (2/2)

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

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



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Two axes that determine communication use and trends can be clearly observed: the digitalisation axis is relevant for the in/out distinction; anything that is digital and networked is in, the things that are not are out. The second axis – except in the case of the smartphone – has a monetary basis: if they can afford it or it's free, they use it. While expensive gadgets such as the Smartwatch and services you pay for such as Spotify are in among young people, they are only used by a minority.

Separating young people into two groups – with one group comprising Generation Y (born in or before 1999) and the second Generation Z (born in 2000 or later) – gives you an idea about whether there indeed is such a thing as Generation Z. More than even their predecessors, they would have to be shaped by the possibilities of the internet, Web 2.0 and the smartphone and feel an even greater urge to present themselves to the outside world. It has become apparent that people's assessments of conventional post, Facebook, text messages, YouTube, Smartwatches and smartphones as well as WhatsApp and Spotify are not age-dependent. It is thus not the case that everyone born after 2000 wears a Smartwatch on their wrist or only communicates via Snapchat. The under 18s still use WhatsApp and YouTube.

However, these two groups rate a number of trends differently and the use of these services diverges even more clearly. For example, the under 18s describe email as being out more often and use it less often, too. The same applies to Tinder.

Both groups describe Snapchat as being in to a similar extent, but the younger ones use it clearly more frequently (78% vs. 49%). A similar picture emerges for Instagram, which is also seen as being in by both groups (97% vs. 84%),

but only the majority of the youngest ones use it (79% vs. 48%). The phenomenon also applies to Twitter to a much lesser extent (in: 70% vs. 62%, I use it: 23% vs. 15%).

The younger ones also consume films and music in a different way. The clear majority of both groups describe downloading music and films as in; however, the younger age group take advantage of this option much more frequently (I use it: music: 78% vs. 65%, film: 60% vs. 29%). The same is true for Netflix, which is similarly in for both groups, but is used more often by the 16-18-year-olds (62% vs. 44%).

Television, on the other hand, is more often out among the over 18s (14% vs. 28%) and they also use it less often (81% vs. 70%). Watching television at the same time as surfing the internet is in among both groups, but the younger ones do it more often (I use it: 73% vs. 65%).

It is noteworthy that "spending a day offline" is more likely to become a trend among the over 18s. Although the younger ones state more frequently that they occasionally do this (48% vs. 41%), they don't really see the advantages of it (out: 58% vs. 49%). A mobile phone without internet is out for both groups, but the younger group owns one more often (14% vs. 7%). The explanatory variable behind this phenomenon is likely to be the parents of those who are still underage and their rules or guidelines regarding using the internet.

Facebook is losing in importance; not only is it described as being in less often, fewer and fewer young people indicate that they are a member. In 2016, fewer are members than ever before (77 percent). And even though a clear majority are still Facebook members, the declining trend in Switzerland cannot be dismissed out of hand.

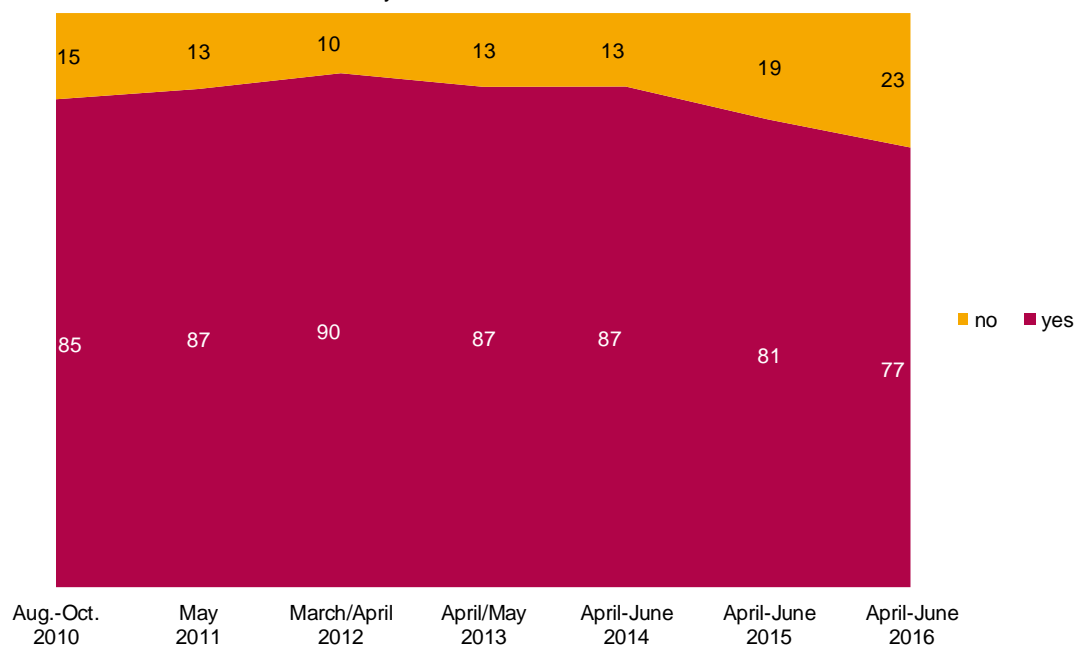
This trend may even intensify in the future, because among the youngest respondents, membership (65 percent) is clearly below that of the over 18s (79 percent). However, the majority of both groups of respondents consider the network to be in.

**Figure 10**

## Trend Member of Facebook

"Are you a member of Facebook?"

in % inhabitants between 16 and 25 years



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

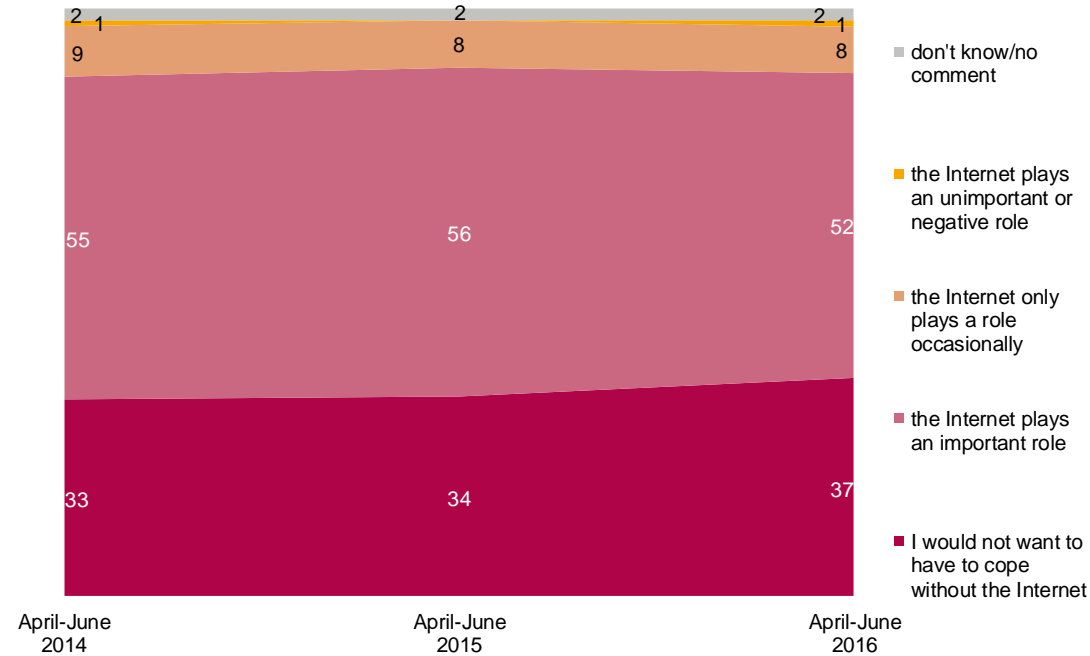
The importance of the internet in general, however, continues to increase. More and more young people indicate that they would not want to do without the internet and for a majority the internet plays an important role in their lives. In this regard, the members of Generations Y and Z are in absolute agreement.

**Figure 11**

## Trend Importance of Internet in Everyday Life Switzerland

"How important is the internet to your everyday life?"

in % inhabitants between 16 and 25 years



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The image of a Generation Z with a completely new approach to the digital world has only been confirmed to an extent. Although the youngest respondents do make more use of digital opportunities and are keener to use new tools, apps and programs, what makes the youngest respondents tick is not fundamentally different from what makes Generation Y tick.

However, it can be assumed that those born after 2000 do have a stronger propensity to promote themselves. This is certainly reasonable to assume if you consider that portals like Instagram and Snapchat are purely image-based.

In addition to being digitally savvy, in the life plan of Generation Y personal happiness, freedom and meaningfulness are rated higher than money. This trend is also reflected in the statements of young Swiss people if we consider, for example, their widespread desire to pursue their own dreams, their ambition for a balance between work and leisure time and the desire to try out as many things as possible.

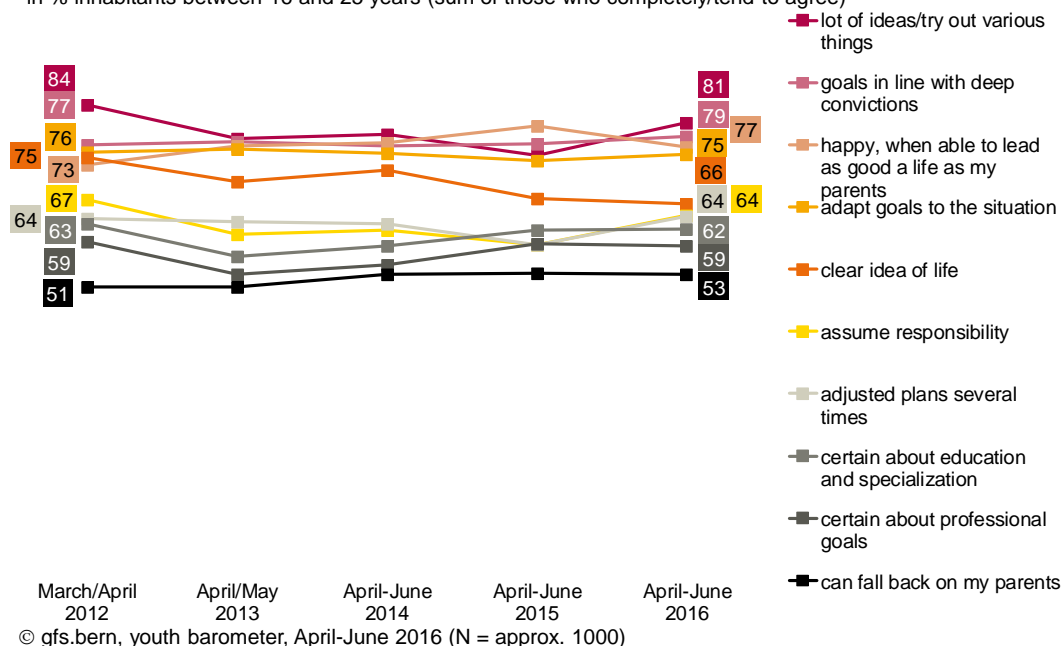
On the other hand, the widespread desire for a family and home ownership and the greater emphasis on solid vocational training and the importance of a good career fits less with the ideal of freedom. This symbiosis of values has once again been confirmed, and it is characteristic of Swiss young people.

Figure 12

## Trend Statements Plans for the Future (1/2)

"When you think of your life's plans, how strongly do the following statements influence your plans for the future?"

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



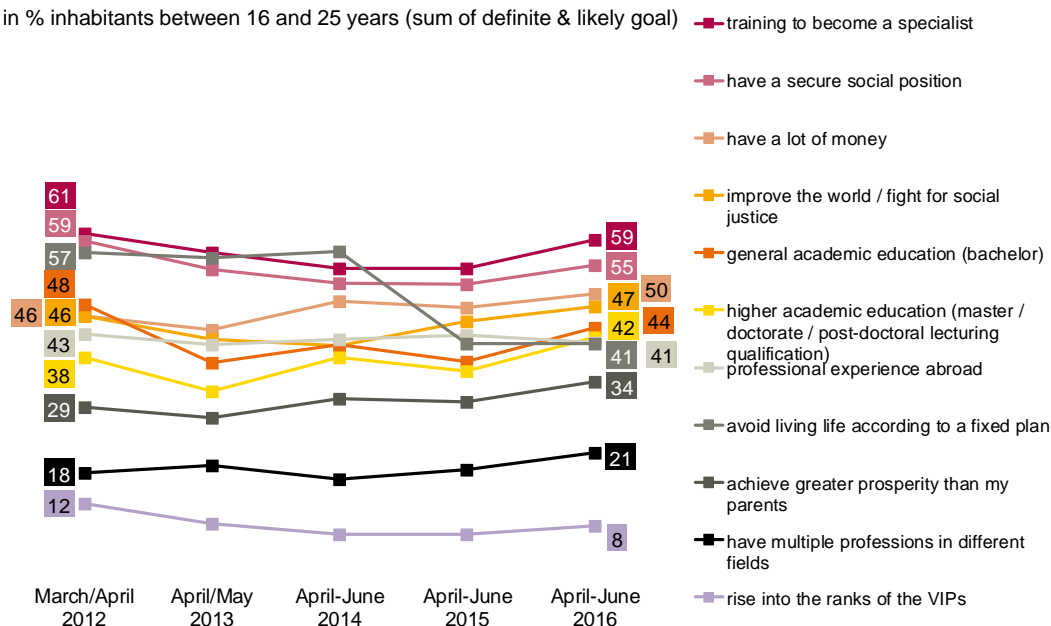
There are also developments, however, that tend to move away from these attributes of Generation Y. In 2016 greater emphasis is once again placed on classic success components (career goals, educational goals), and there is also more focus again on monetary life goals (a lot of money, more well-off than their parents). Generation Y does manage to reconcile these goals with ecology, which is also highly valued.

Figure 13

## Trend Goals in Life Switzerland (2/2)

"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 your life takes."

in % inhabitants between 16 and 25 years (sum of definite & likely goal)



What emerges is that those born after 2000 cite home ownership and social prestige in the form of a good career or becoming a VIP more often as a goal than those born before 2000. The latter is another indication that for Generation Z external perception is of greater importance. In other regards, the life goals of the two generations are the same.

When it comes to plans for the future, flexibility remains the guiding principle for young people in Switzerland: although goals are generally important, the way there is flexible.

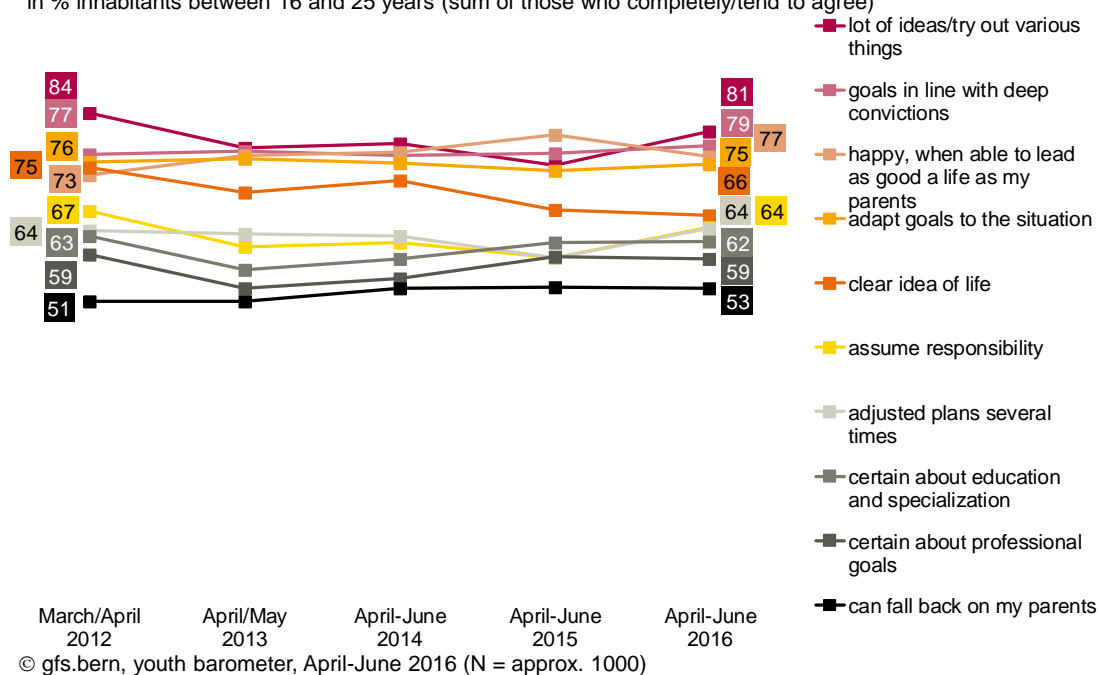
Two thirds of young people, fewer than even four years ago, have a clear view of life. They set goals, adjust their plans if necessary and they want to take responsibility without giving up the security provided by their parents.

**Figure 14**

## Trend Statements Plans for the Future (1/2)

"When you think of your life's plans, how strongly do the following statements influence your plans for the future?"

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



There are no generational differences or only very minor ones in this regard, or they depend on the specific situation and are more linked with their level of education than a fundamentally different generational feeling.

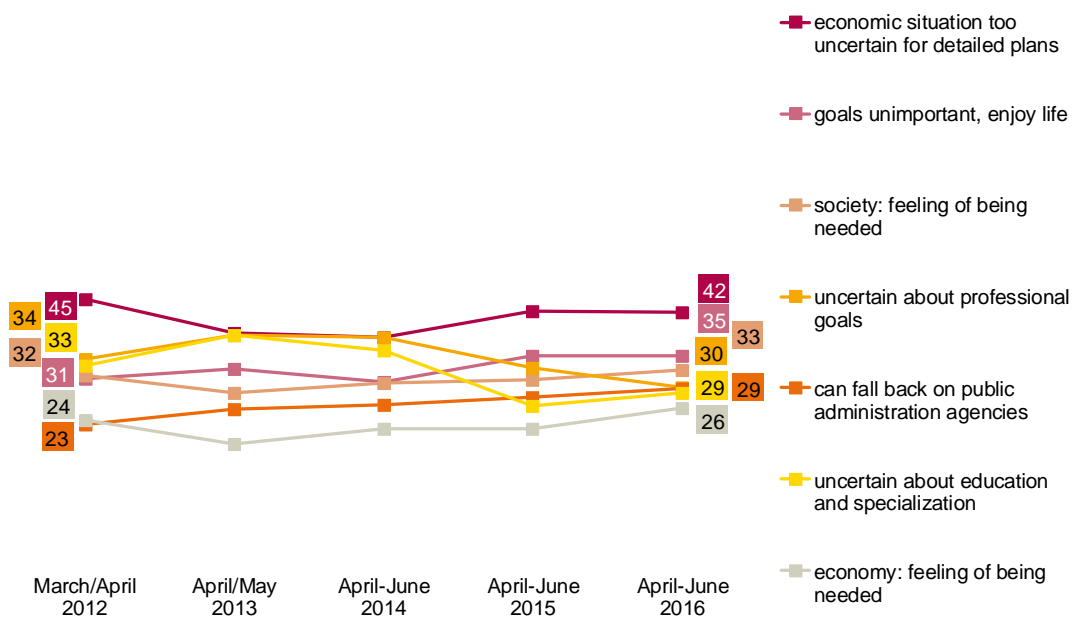
It is interesting to note how few young people have the feeling that society or the economy are dependent on them. At least industry recently managed to convince young people to an extent that they are needed. The fact that uncertainty about career and education goals has been clearly in decline in the last two years also stands out.

Figure 15

## Trend Statements Plans for the Future (2/2)

"When you think of your life's plans, how strongly do the following statements influence your plans for the future?"

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



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

### 3.1.2 Interim assessment

The introductory question concerning the attitude to life of young people in Switzerland in 2016 can be answered as follows: the attitude to life of this generation is largely shaped by the developments and possibilities of the internet and the digital world in general. Being offline, also called "digital detoxing", is completely out. Permanently communicating and consuming information and images is the norm.

The widespread establishment of the smartphone can be described as one of the mega-trends of the past six years. This has gone hand in hand with fundamental changes to young people's media consumption and communication.

New tools are of great interest to young people as a means of communication. This causes the trends in communication to be highly dynamic. What is in this year can be replaced next year by a newer, better, cooler or cheaper tool.

Instagram and Snapchat, for example, have recently become widespread among young people virtually out of nowhere. Facebook on the other hand – one of the mega-trends during the first years of the study – has had its peak and is currently losing members. The importance of the internet in general, however, is continuing to increase on a high level.

Generally speaking, the communication trends among young people are shaped by two factors: by price and by coolness factor. In 2016, letters, landline telephones, mobile phones without internet and SMS are all definitely out. Furthermore, the price of products and programs determines their use: young people use only what they can afford, which is why free and low-cost offers like WhatsApp are successful. While expensive gadgets such as the Smartwatch and services you pay for such as Spotify are in among young people, they are only used by a minority.

While the life plan of young people in Switzerland continues to be strongly shaped by individualistic and freedom-loving trends, they are however easily

brought in line with post-materialist values. Young people want to pursue their dreams, try out many things, and they emphasise the importance of a healthy work-life balance. The desire for a family, home ownership and a solid education is also widespread.

There are also developments, however, that tend to move away from these attributes of Generation Y. The trends suggest that real life for young people in Switzerland has been in motion in the past two to three years. Not only classic success components are again emphasised more, there is also more focus now on financial life goals.

The flexibility of life planning remains one of the guiding principles for young people in Switzerland. Although goals are generally important and clearly set, the way there is flexible.

## 3.2 Media use – communication behaviour

### 3.2.1 Media use

With the ubiquity of the smartphone the frequency of news consumption among Swiss young people has also changed. The rate of information is high; two thirds of young people find out about the day's events via the media every day, with the majority doing so several times a day. The over 18s tend to find out about these things more often than those under 18. When it comes to the frequency of news consumption, there is no generational or Z-effect.

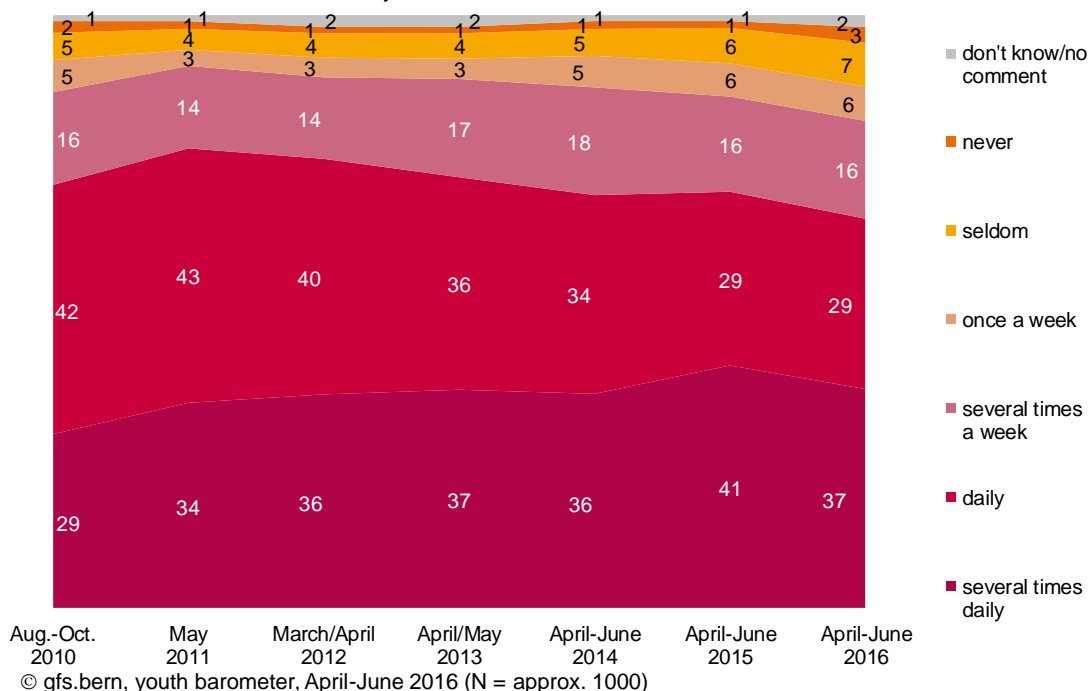
However, a polarisation has taken place in the past two to three years: while an increasing number of young people find out about the day's events several times a day, an increasing number also state that they find out about current affairs less than once a week or never.

Figure 16

### Trend 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



Free newspapers are consulted most often; however, this decreases over time. In general, traditional media have lost users over the course of the study period.



od. This is most pronounced for television and paid newspapers, while radio use fluctuates but manages to hold ground and continues to be an attractive medium for young people.

News channels like news apps and Facebook have, however, become established over the course of the study period. In 2010, online news sites and newspaper websites were used with a similar frequency as today, and in 2012/2013 the mobile element was added. However, not all web-based news services are appealing to young people. The use of blogs and mail services as sources of information is declining over time.

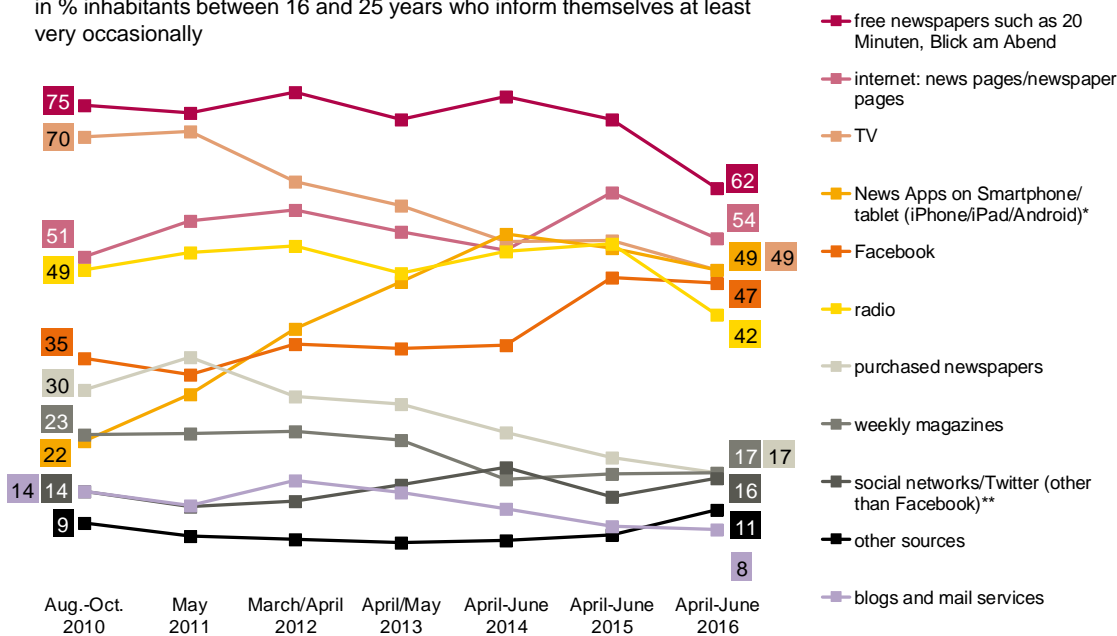
Both those born before and after 2000 use a mix of media, but the specifics vary slightly. Those born after 2000 feel a greater affinity to news from social networks (25% vs. 14%) and they listen to the radio much less often (29% vs. 44%). The leading positions, however, are the same for both groups.

Figure 17

## Trend Filter Tool for Information about Daily Events Switzerland

"How do you keep informed about daily events?"

in % inhabitants between 16 and 25 years who inform themselves at least very occasionally



© gfs.bern, youth barometer, April-June 2016 (n = ca. 990),

\*up to 2014: News Apps on smartphone (iPhone/iPad/Android), \*\*up to 2014: Internet:social networks

The importance of the internet in the media mix of young people is also reflected in the answers to the question about the *most important* medium<sup>3</sup> for news consumption: for the second time running, the internet is at the top of the list, followed by news apps. Free newspapers, which were in top position until 2014, are now in third place, followed by TV and radio.

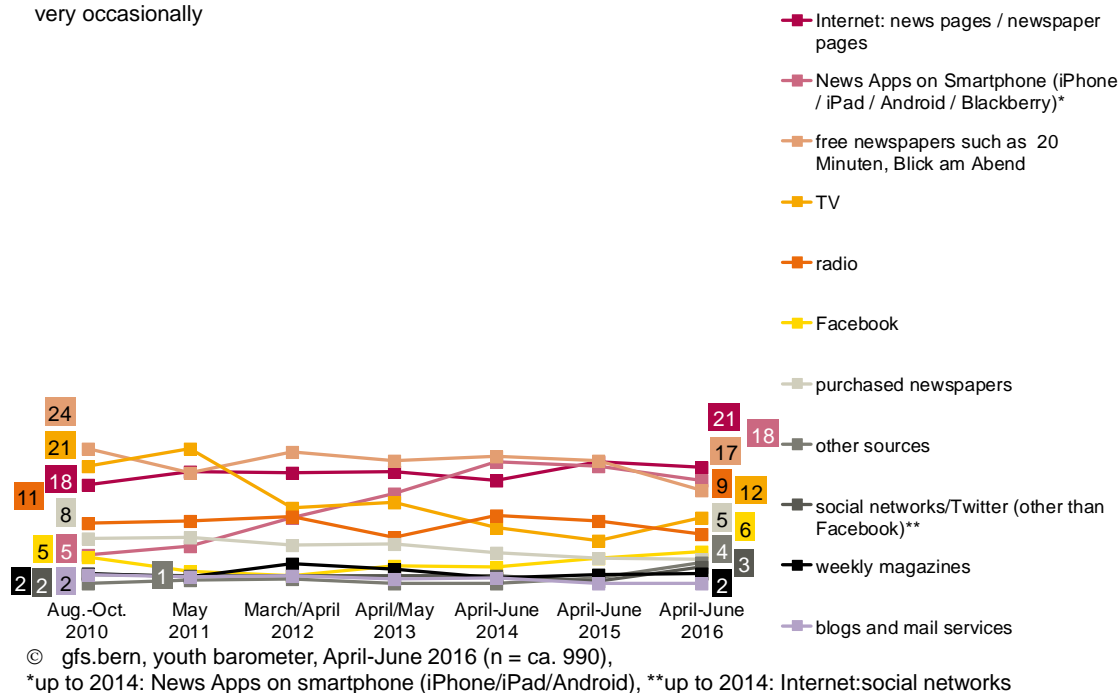
<sup>3</sup> Figure not part of the report

Figure 18

## Trend Filter most important Information Source Switzerland

"Which is the most important information source for you?"

in % inhabitants between 16 and 25 years who inform themselves at least very occasionally



Young people are most interested in social issues and world affairs, followed by the weather and regional news, politics, music and sports. From a dynamic perspective, the sharp decline in interest in regional news stands out; this may, however, be due to methodology<sup>4</sup>. If this development is confirmed in the coming years, this would be a clear indication of a shift in interest from regional to international events.

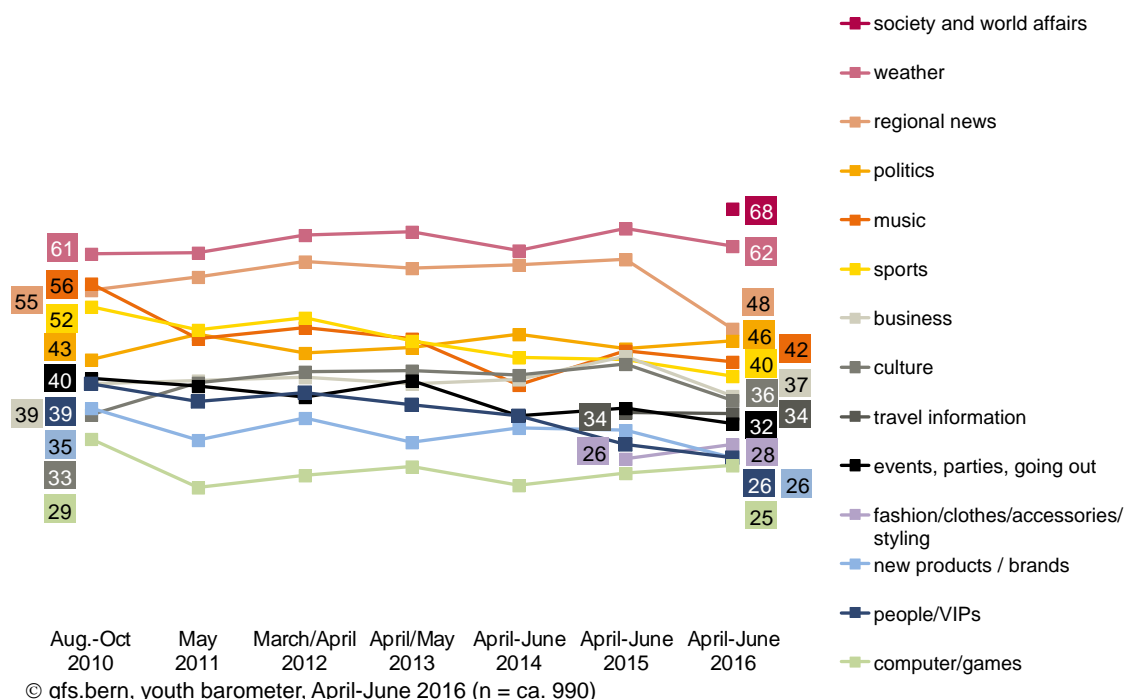
<sup>4</sup> A new category was introduced in 2016 (society and world affairs).

Figure 19

## Trend Filter Information about Daily Events Switzerland

"What interests you about daily events?"

in % inhabitants between 16 and 25 years who inform themselves at least very occasionally



While those born before 2000 are more interested in politics, the economy and regional topics, those born after 2000 are more interested in soft news from the spheres of culture, music and sports. It can be assumed, however, that this is an age effect and not a generational one.

Media and the internet specifically shape the attitude to life of Generation Y, which means they devote a lot of time to this. Three quarters of young people in Switzerland spend at least one to two hours a day on the internet, and 23 percent state that they surf the net for more than three hours a day.

59 percent of young people use WhatsApp or other chat services for one to two hours a day or more, and in third place the same applies to 44 percent with regard to YouTube. YouTube has thus overtaken traditional television, whose consumption has steadily declined since 2011.

Young people also spend a lot of time on Facebook, with 29 percent at least one hour a day. And while Twitter and Tinder are in last place and are not used at all by a clear majority of young people, Snapchat has become established.

12 percent indicate that they spend at least one hour a day on Snapchat, and another 42 percent spend less than one hour on it. Even one year ago, non-users were clearly in the majority. We found that exactly the same is true for Instagram but on a slightly higher level. The millennials are responsible for these two trends, who use both media much more often and for longer than those born before 2000.

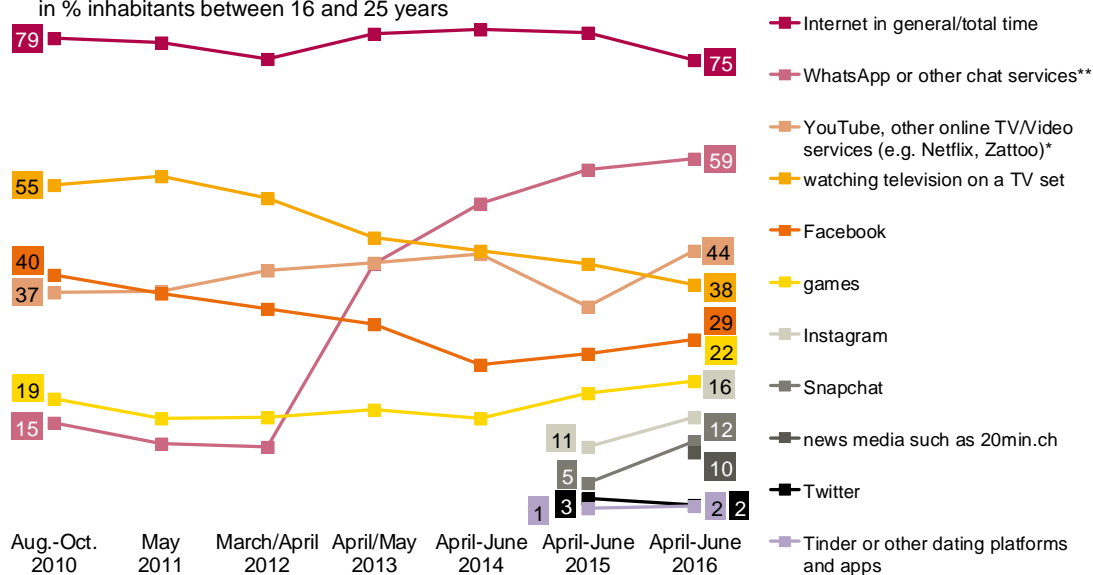
Figure 20

## Trend Media Use Switzerland

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

Please only list the approximate times in minutes per day for which you are active – (reading, viewing or writing entries yourself)"

in % inhabitants between 16 and 25 years



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\*up to 2014: YouTube, watching TV/films on the computer

\*\*up to 2012: blogs, chats, dating platforms, up to 2014: blogs, chats, dating platforms, WhatsApp/iO/Threema, up to 2015: WhatsApp or other chats (e.g. iO/Viber)

Members of Generation Z spend more time on the internet in general, on YouTube and playing games than Generation Y. On the other hand, more members of Generation Z do not use Facebook, Twitter and Tinder at all, and if they do, then for shorter periods of time.

The bottom line is, image and video-based media in particular have become established in the recent past, and it is clear that they appeal to the (very) young.

Despite young people's affinity for digital media and social networks, they also exhibit a healthy dose of scepticism with regard to the quality of the (political) news there. When asked about their trust in the various sources of information, a clear dominance of traditional and established media titles becomes apparent. This is equally the case of members of Generation Z and members of Generation Y.

While media consumption among the under 18s has a different composition, their trust in the various channels is the same. For the under 18s, media consumption does not appear to be shaped by their trust in the medium in question alone.

By far the highest level of trust is enjoyed by the Swiss broadcaster SRF, followed by the country's two biggest daily newspapers: NZZ and Tagesanzeiger. Other daily newspapers and private radio stations are also trusted by the majority.

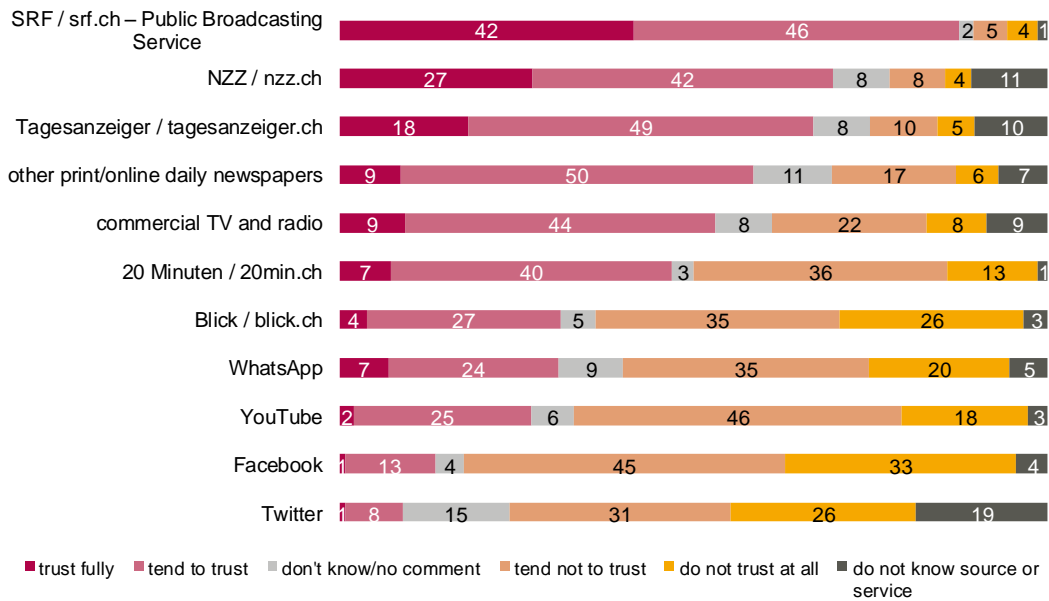
Most young people however mistrust the tabloids 20 Minuten and Blick as well as web-based services like WhatsApp, YouTube, Facebook and Twitter. The vote of no confidence is most pronounced when it comes to Facebook, followed by YouTube, Blick and Twitter.

Figure 21

## Trust Sources of Information Switzerland

"When it comes to politics, to what extent do you trust the following sources of information?"

in % inhabitants between 16 and 25 years



© gfs.bern, youth barometer, April-June 2016 (N = 1048)

This means that while internet-based news channels are important because they are used frequently, young people's trust in the information provided there is very weak – at least among the over 18s. The only generational difference can be found with regard to Twitter: while the majority of Generation Z trust this medium, the opposite is true for those born before 2000.

### 3.2.2 Social media and digital populism

Again and again, problematic phenomena such as bullying, racism, a lack of respect or the stirring up of hatred are mentioned in connection with social media. There has been talk of populism and its digital form, especially in connection with the enforcement initiative recently rejected by the Swiss electorate, which is why the focus of the 2016 Youth Barometer was placed on it.

Populism is both a form of communication, and it can be classified as an ideology. It fundamentally focuses on a rejection of the elite and the marginalisation of so-called groups of outsiders ("we" against "them", "your own country" against "foreign countries" etc.). It is likely that the social media play an important role in the spread of populism – both as a form of communication and as an ideology. Members and sympathisers can be mobilised and discussions launched on Twitter, Facebook and co. The social media also have a grassroots democratic element, which is in accordance with the populist culture of criticism of the elite. Online comments or posts on Facebook, Twitter and other social media make it easier for many people to take part in political discussions. This gives rise to a kind of digital populism.

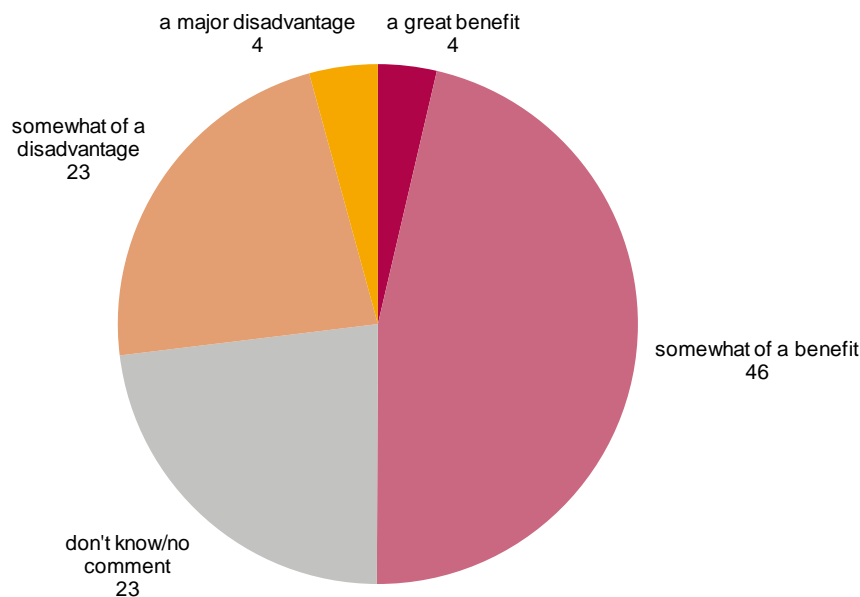
Young people tend to see the possibility of online comments and discussions as an advantage for politics in Switzerland, with many however being undecided about this assessment and the votes not being very clear cut. 16 to 17-year-olds are slightly more positive in their assessment than 18 to 25-year-olds.

Figure 22

#### Possibilities of Online Comments/Posts for Swiss Politics

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

in % inhabitants between 16 and 25 years



© gfs.bern, youth barometer, April-June 2016 (N = 1048)

Of the nineteen statements about the topic of digital populism, the most critical ones receive the highest level of support. Specifically, as many as 88 percent agree that there are many online trolls who only want to provoke with their comments rather than make a positive impact. 79 percent believe that the rules of propriety also apply on the internet and that hate comments and insults are not acceptable. 73 percent agree that negative emotions in online comments can boil over quickly without having any kind of effect, and 72 percent believe that they stir up feelings of hatred. The view that this is a problem thus dominates.

73 percent believe that celebrities and politicians can exert influence through Facebook and Twitter. 70 percent believe that it is possible that these channels can be tampered with due to their commercial character.

What's interesting when it comes to a possible generational change from Y to Z is that the over 18s place greater emphasis on this as a problem. Explicitly, this applies to two items: the very young are less sceptical when it comes to internet trolls and the stirring of hatred and they believe less that social media can be tampered with. The differences in the assessments are, however, only incremental and not expressed in other majorities but rather in shades.

Figure 23

## Statements Online-Comments/Posts (1/3)

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

**Internet trolls** "There are many internet trolls whose comments only serve to provoke and do not have any positive effects."

**hate comments/insults not acceptable** "Common decency also applies online: hate comments and insults are not acceptable."

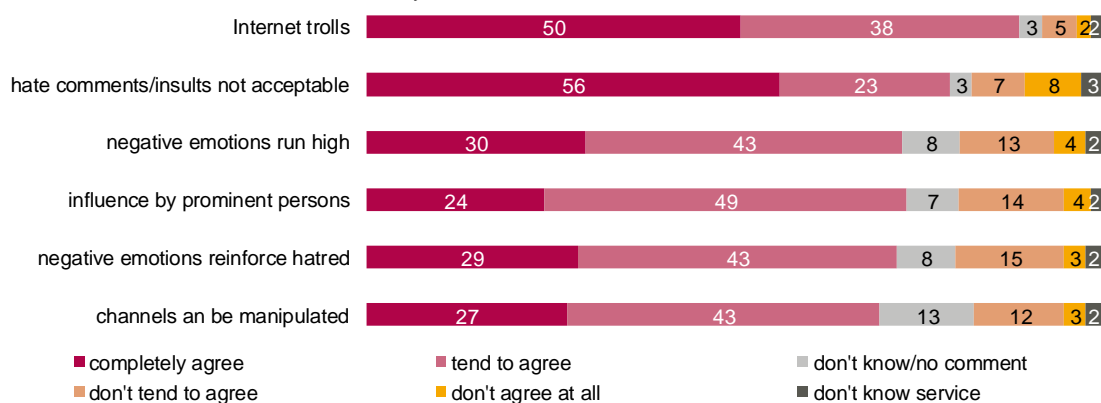
**negative emotions run high** "Often negative emotions run high on Facebook and generally on the internet without actually making a difference."

**influence by prominent persons** "Facebook and Twitter allow celebrities, politicians and other people in the public eye to influence people."

**negative emotions reinforce hatred** "The many negative emotions expressed on Facebook, Twitter and other online platforms reinforce feelings of hatred and do not help humankind to move forward."

**channels can be manipulated** "Facebook and Twitter are also commercial, which is why these online channels can be rigged."

in % inhabitants between 16 and 25 years



© gfs.bern, youth barometer, April-June 2016 (N = 1048)

Two thirds see sensationalism or the absence of genuine debates as a problem, and a similar number of young people say that people on Facebook and Twitter often act as if there are simple solutions to complex problems. Although the majorities are the same, the very young are also a little less critical in this respect than those over 18.

However, they also perceive there to be positive effects. 51 percent believe that, thanks to online comments and posts, organisations and companies pay closer attention to what people really want. 48 percent believe that thanks to the possibility of anonymous online commenting and posting, many injustices and errors come to light. This is where the main difference lies between Generations Y and Z: The majority of those born before 2000 believe in this possibility (59%), but only a minority (46%) of those born after 2000 do.

The young people do not however agree on how far the political effects of these channels reach. The statement that online comments give ordinary citizens a genuine, alternative voice to the commercial media polarises. In this regard, too, the members of Generation Z are less optimistic than Generation Y, and a relative majority believe that there is such an effect.

The young people are similarly divided on the question whether Facebook, Twitter and online comments enable ordinary citizens to organise politically quickly and straightforwardly and thus to make a real difference. 42 percent say yes, and 43 percent disagree. The over 18s have greater doubts in this regard than those under the age of 18.

Figure 24

## Statements Online-Comments/Posts (2/3)

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

**sensationalist** "Facebook and Twitter are sensationalist - real debates are rare."

**simple solutions for complicated problems** "On Facebook, Twitter and other online platforms people often act as if there are simple solutions to complicated problems."

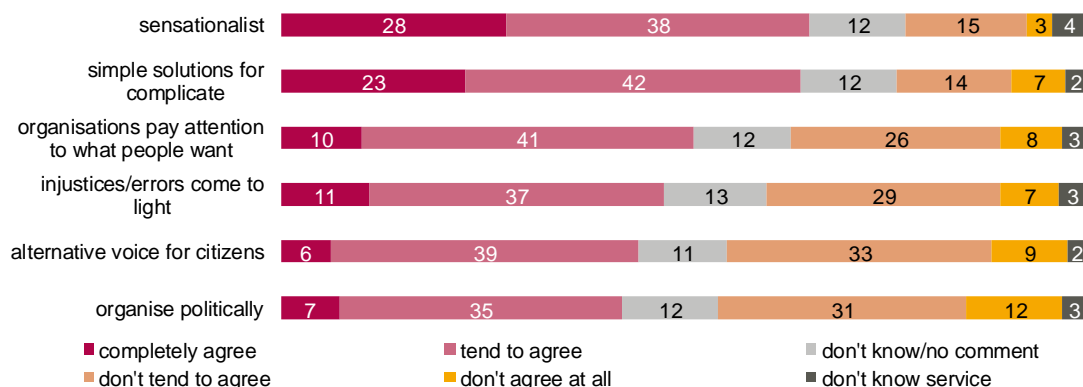
**organisations pay attention to what people want** "Thanks to online comments and posts, organisations and companies today pay closer attention to what people really want."

**injustices/errors come to light** "It's only thanks to anonymous online comments and posts that many injustices and errors come to light that would otherwise be covered up."

**alternative voice for citizens** "Facebook, Twitter and other online platforms give ordinary members of the public a real voice that offers an alternative to the commercial media."

**organise politically** "Facebook, Twitter and other online platforms give ordinary members of the public the opportunity to organise themselves politically in a simple and quick way and to make a real difference."

in % inhabitants between 16 and 25 years



© gfs.bern, youth barometer, April-June 2016 (N = 1048)

The statements that a type of internet democracy has emerged that allows people to make a genuine contribution, and that without Facebook and Twitter many conspiracies would not be uncovered, are also controversial.

Young people reject the idea that politics has become more exciting thanks to the internet and that therefore political involvement has increased. Members of Generation Z are more likely to think that this is the case. Both age groups, however, reject the idea that the culture of communication that has emerged only helps political extremists.

What is remarkable is the difference in attitude with regard to hateful criticism: 58 percent disagree with the statement that those concerned deserve most of the hateful criticism levelled at them and that, ultimately, they have a positive effect. Members of Generation Z have a slightly higher tolerance for hateful comments.

A relative majority doubts that the enforcement initiative would have been adopted without Facebook and Twitter. One third are undecided. This ultimately reflects the fact that little is currently known about such mechanisms of action.

Finally, young people clearly reject the statement that Facebook, Twitter and online comments are honest and genuine and reveal people's true nature, which would go some way towards explaining why people tend to have little trust in these institutions and why they are not believed to have much of an impact.



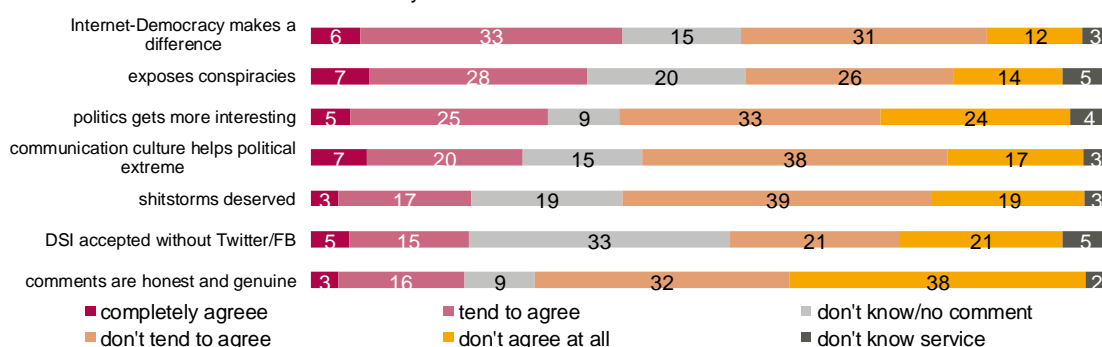
Figure 25

## Statements Online-Comments/Posts (3/3)

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

- Internet-Democracy makes a difference** "Facebook, Twitter and the internet in general have brought about a sort of internet democracy that allows the public to make a real difference."
- exposes conspiracies** "Powerful corporations, politicians and the military are involved in many conspiracies which would not be exposed without Facebook, Twitter and other online platforms."
- politics gets more interesting** "Facebook, Twitter and other online platforms make politics more exciting and hands-on and encourage me to engage in politics."
- communication culture helps political extreme** "Facebook, Twitter and the internet in general have created a culture of communication that only helps political extremists."
- shitstorms deserved** "Most shitstorms involving people, organisations and businesses are deserved and have a positive impact."
- DSI accepted without FB/Twitter** "Without Facebook and Twitter, the Durchsetzungsinitiative\* by the SVP would have been accepted."
- comments are honest and genuine** "Comments on Facebook, Twitter and other online platforms are honest and genuine and show people's true nature."

in % inhabitants between 16 and 25 years



© gfs.bern, youth barometer, April-June 2016 (N = 1048), \* Initiative "for the effective expulsion of foreign criminals"

Facebook had probably reached its peak among Swiss young people in 2012/2013. Since then the membership figures are in decline as is people's belief in the network's potential. Facebook remains, however, an important hub for leisure activities.

In addition to the widespread concern about data security, as time goes young people have less faith in Facebook's potential to effect change. Also they are clearly battling more often with problems like bullying or harassment.

What's more, a majority still believe that Facebook is a temporary trend. In this regard, however, agreement is diminishing. It follows that the belief in the continued existence of the network is growing.

Whether Facebook is a place for political content is questioned. 46 percent say that they have often been annoyed about such content, and 41 percent say that they have not. Young people also complain about posts on Facebook often being disrespectful to others.

With regard to the five statements mentioned most recently, there is no difference between those born before and after 2000. However, when it comes to bullying or harassment, experiences differ. The majority of those under 18 say that they have already had negative experiences on Facebook (tend to/very much agree: 53%), for the majority of over 18s this is not the case (don't tend to agree/do not agree at all: 60%).

This may be an explanation for the declining attractiveness of the network, because the bullying and harassment trend is gaining momentum.

Figure 26

## Statements about Facebook

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

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

**FB is powerful** "FB is powerful."

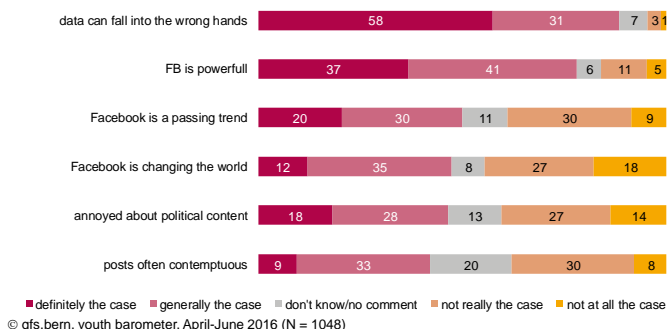
**Facebook is a passing trend** "Facebook is a passing trend."

**Facebook is changing the world** "Facebook is changing the world."

**annoyed by political content** "I am often annoyed about political content on Facebook."

**posts often contemptuous** "Posts on FB are often contemptuous."

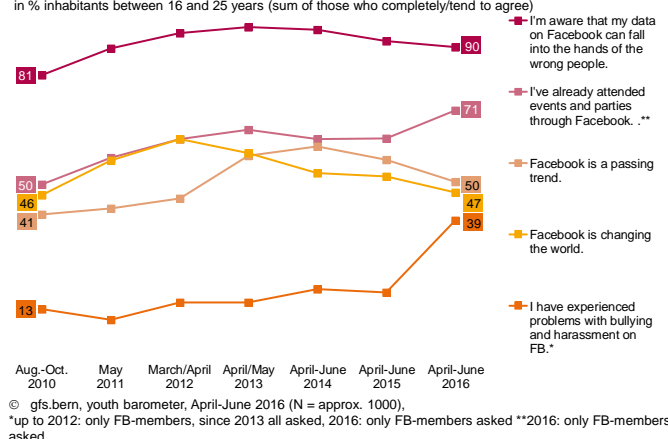
in % inhabitants between 16 and 25 years



## Trend Statements about Facebook Switzerland

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

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



Facebook continues to be a place where young people find out about what's happening in their circle of friends and find information about leisure activities (parties/other events). Young people also say that Facebook draws their attention to interesting topics, which they then read up on in more detail elsewhere. All three points apply to members of Generation Y and to members of Generation Z.

Young people's awareness of the filtering mechanisms of Facebook and of the network's tendency to display information that fits as much as possible with the person's own opinions and living environment, on the other hand, is quite low. 38 percent agree that this is the case, 45 percent do not agree and 17 percent are not sure. The young people are thus in a "filter bubble" without realising it.

Liking political comments is less popular, and only one third say that they have done this in the past. Compared with going to parties because of Facebook, this is relatively low.

Figure 27

## Filter Statements about Facebook (1/2)

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

**information about friends** "I find out what my friends are up to on FB."

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

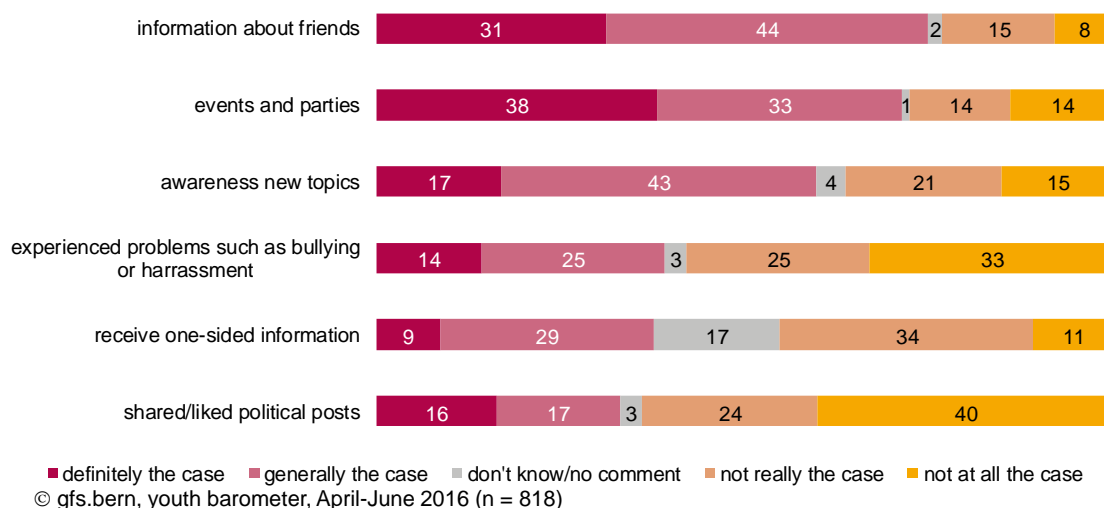
**awareness for new topics** "Thanks to FB I become aware of interesting topics – I use other media to find out more."

**experienced problems such as bullying or harassment** "I have experienced problems with bullying and harassment on FB."

**receive one-sided information** "Because of the FB filters, the information I am given is mostly one-sided and in line with my own opinion."

**shared/liked political posts** "I have liked or shared political posts on FB."

in % inhabitants between 16 and 25 years who are a member on Facebook



Overall, the answers to the other statements confirm that Facebook is a place of political action only for a minority of Swiss young people. Less than a quarter state that they support political campaigns or groups on Facebook, and even fewer have been involved in a crowdfunding campaign on Facebook.

16 percent of young people find out on Facebook about what goes on politically. Only very few however find political posts appealing, and only a small minority have taken part in elections or polls as a result of Facebook.

All these assessments are independent of membership in Generation Y or Z. Young people in Switzerland agree that Facebook has entertainment value, because it tells you news about your friends and gives you tips on what to do in your spare time. The network however only has marginal political relevance, according to the young people.

Figure 28

## Filter Statements about Facebook (2/2)

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

**support political groups/campaigns** "I have supported political groups and campaigns on FB."

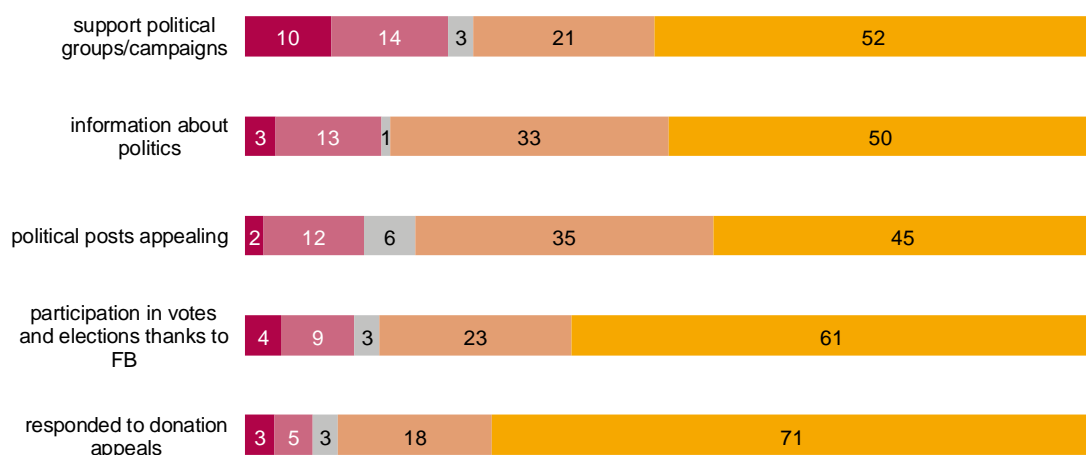
**information about politics** "I find out about politics on FB."

**political posts appealing** "Political posts on FB appeal to me, political issues in other media are often too complicated."

**participation in votes and elections thanks to FB** "I have taken part in votes or elections thanks to FB."

**responded to donation appeals** "I have responded to appeals for donations and crowdfunding campaigns on FB and made a donation."

in % inhabitants between 16 and 25 years who are a member on Facebook



■ definitely the case ■ generally the case ■ don't know/no comment ■ not really the case ■ not at all the case

© gfs.bern, youth barometer, April-June 2016 (n = 818)

Swiss young people thus consider Facebook to be problematic on a number of levels; lack of data protection, bullying, hate comments, insults and its ability to be tampered with can be described as the rough cornerstones of this criticism.

On the positive side, this is juxtaposed with infotainment, agenda setting, exchange and serves as a counterweight to the establishment.

The regression analysis of the statements on Facebook gives a sense of the overall structure. It shows which factors reinforce a positive assessment of the possibility to comment on political news and make posts and which ones have a negative effect.

Young people clearly appreciate the expressive function of the network. Because online campaigns force organisations to pay attention to what people really want, or because this culture of communication tends to help moderate political forces and gives citizens an alternative voice, young people appreciate the opportunity to express themselves politically online. Statements indicating that this way injustices and conspiracies can be uncovered aim in the same direction.

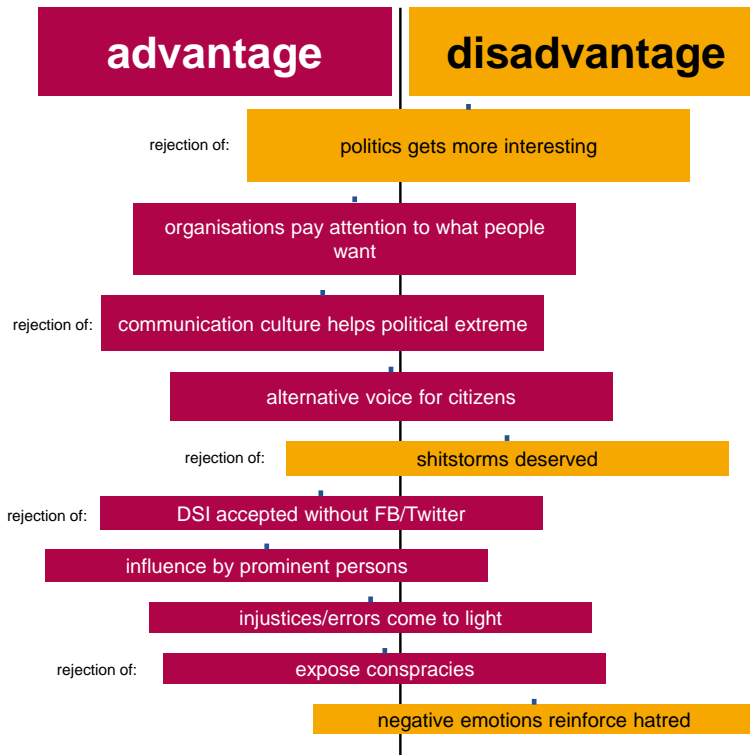
However, young people tend to assess the possibility of making online comments and posts about political issues critically if they do not think that they

make politics more exciting. Negative attitudes towards hate speech and the reinforcement of hatred as a result of such networks also lead to critical assessments.

Figure 29

## Possibilities Online-Comments for Politics with Statements Online-Comments/Posts – Switzerland

inhabitants between 16 and 25 years



© gfs.bern, youth barometer, April-June 2016 (N = 1048),  $R^2 = .165$

Explanation: The **linear regression method used here** describes the influence independent variables (here: statements about online posts and comments) on a dependent variable (here: advantage/disadvantage of online comments). The colour tells you whether an element is more likely to lead to a positive assessment (red) or a negative assessment (orange). Arguments that do not appear in the figure have no influence. Arguments with the addition of "rejection of" are answered in the negative by the majority. Such arguments thus have the opposite colour and are given the above-mentioned addition.

Dealing with information in the digital world has its risks. Who should absorb these risks, according to the young people, becomes relatively clear; above all, young people believe that everyone is responsible for protecting their own data and person. This is followed by the schools and educational institutions, who can make a difference through information and awareness-raising campaigns, for example. The government comes in third place followed by the providers of such services.

In this regard, NGOs and interest groups are increasingly considered important; however, over time this is less the case for people like Julien Assange and Edward Snowden, who acted as whistleblowers and pointed out data protection faults and were celebrated as digital martyrs.

Young people tend to consider all stakeholders and institutions asked about as more important than in 2014, except for the two people just mentioned. This can be interpreted as a need for protection.

What stands out is that the assessments are relatively independent of age. While adult young people are significantly more likely to attribute an obligation to all entities and those under 18 tend to be unsure more frequently, the ranking order and general direction is the same for both groups.

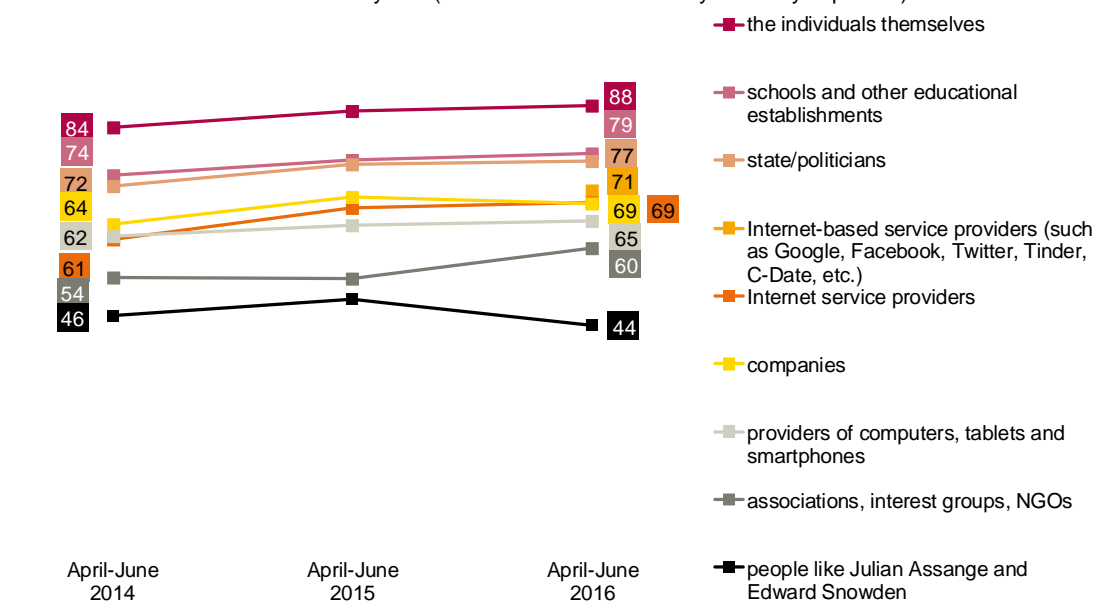
The weighting of personal responsibility and the relatively low level of responsibility attributed to the providers is remarkable. This is unthinkable in other areas and sectors.

Figure 30

## Trend Importance of Actors for Individual and Data Protection

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

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



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

The responses point to a supposed feeling of control over one's own data, because only if you have the feeling that you personally can protect your personal data can you see yourself as a key player in the protection of these data.

### 3.2.3 Interim assessment

Young people fundamentally consider it an advantage to be able to use the internet to take part in political discussions, but they do not close their eyes to the problems this is associated with. They appreciate the fact that you can express yourself in the social networks and that they can be used to bypass inequalities in the power structure. However, negative attitudes towards hate speech and the reinforcement of hatred lead to critical assessments.

Young people thus have a differentiated attitude and a high level of awareness for trolls and negative emotions. They are therefore rather restrained when it comes to using social media in the political sphere.

With the ubiquity of the smartphone, the rate of information of news consumption among Swiss young people has become polarised. A rising number of young people seek out information about current affairs several times a day and a clear majority is always up to date. A similarly rising number of young people rarely to never find out about the day's events.

Free newspapers remain the main source of information; however, they are becoming less attractive and less important. On the other hand, news channels like news apps and Facebook have become established.

Media and the internet shape the attitude to life of Generation Y and they spend a lot of time engaging with them - at least one to two hours a day.

Despite young people's affinity for digital media and social networks, they do exhibit a healthy dose of scepticism about the information they find there. They have the most trust in established media titles such as the SRF (Swiss Radio and Television), the NZZ or the Tagesanzeiger (two German-language daily newspapers). Young people are suspicious of news from the tabloids and internet news channels.

The pluralisation of the media landscape, triggered by the internet, has opened up new possibilities. Andy Warhol's vision of a society in which everyone has their 15 minutes of fame has become a reality; in any case, everyone has the opportunity to, and also runs the risk of, attracting public attention.

When it comes to data protection on the internet, the weighting of personal responsibility and the low level of responsibility attributed to the providers is remarkable. Young people believe that they themselves are primarily responsible for protecting their data. This is followed by schools and the state and only then by the various providers.

## 3.3 Education – job – finance

### 3.3.1 Career and education

For young people, friends and family are central aspects of guidance, which they consistently ascribe great importance to. An interesting job and good education and training are similarly important. In 2016, the latter two were rated higher than ever before. An awareness that they have to work for it is widespread, because a stable 65 percent emphasise that it is important to achieve goals through diligence.

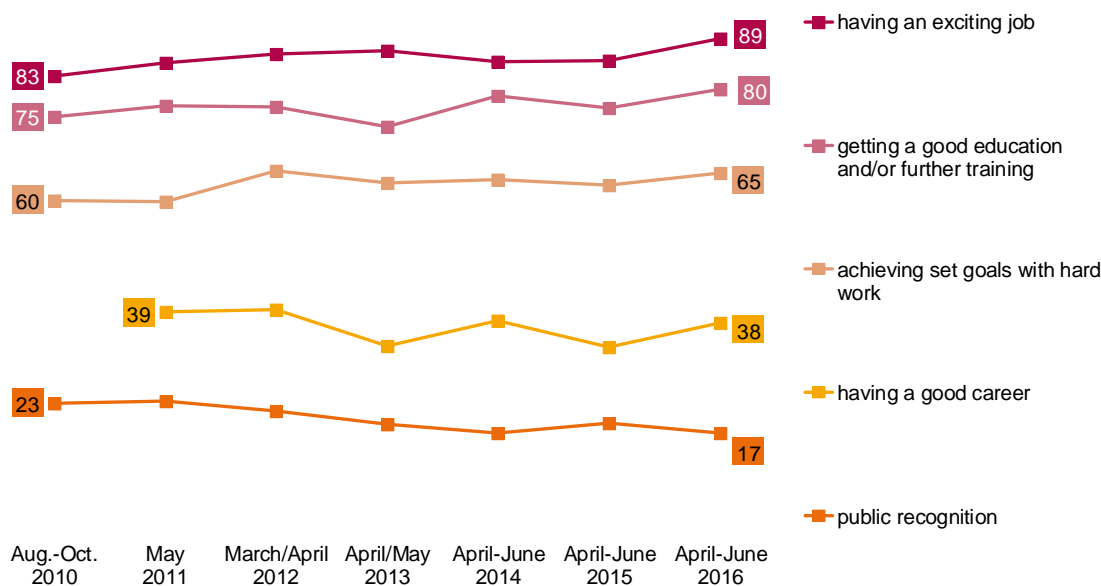
A good career in the narrow sense, however, is not necessarily the goal and is only important for a minority of 38 percent. Public recognition can also not be considered a driver, because only 17 percent say that this is important. In general, the importance of public recognition decreases over time. This is quite remarkable considering how much time young people invest in their online profiles.

Figure 31

### Trend Ideas of Life: Economy/Job Switzerland

"Each individual person has certain ideas that determine their life and behavior. When you think about what you strive for in your life, how important are the following things for you personally?"

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



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

57.6 percent of young people on average state that their current situation is in line with their wishes. Satisfaction was slightly higher in 2013 and 2014, but it has not deteriorated dramatically.

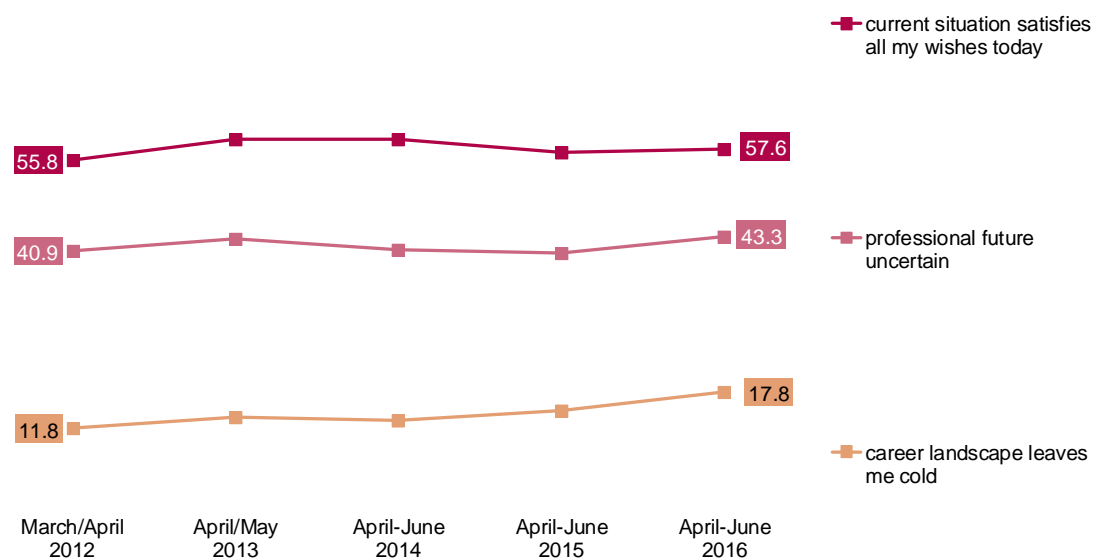
What has increased is uncertainty when it comes to their future career, which is particularly pronounced compared with the previous year. Furthermore, an increasing number of young people say that fundamentally the world of work leaves them cold. Here, too, the difference compared with the previous year is considerable.

Figure 32

## Trend Statements Profession Switzerland

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

mean inhabitants between 16 and 25 years



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

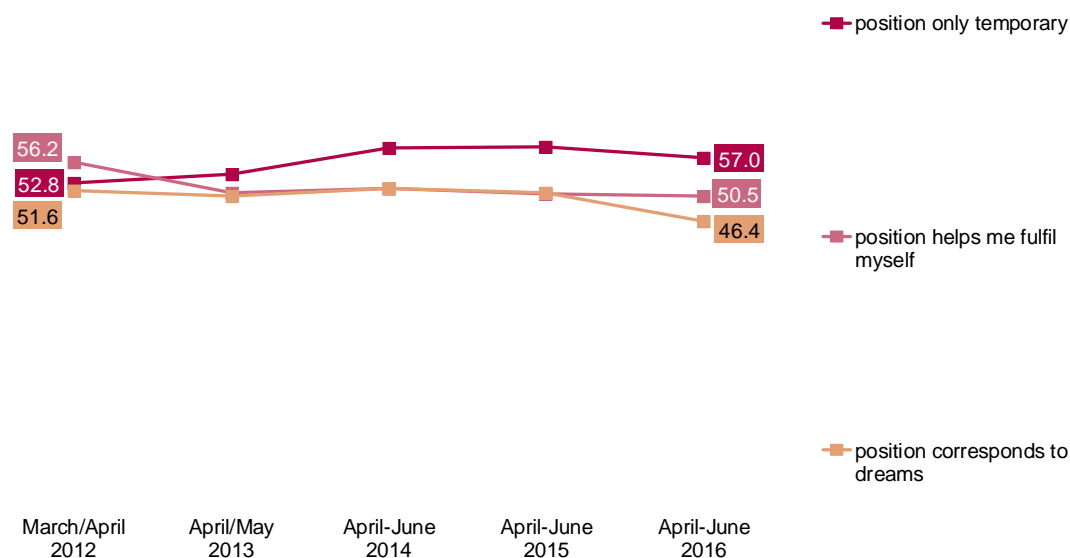
Despite their fundamental satisfaction with the current situation, 57 percent of young people see their job as temporary. Just over half see their current job as self-fulfilment and for 46.4 percent it is a dream job. The latter point in particular is less pronounced compared to the previous year.

Figure 33

## Trend Filter Statements Profession Switzerland

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

mean inhabitants between 16 and 25 years who are working



© gfs.bern, youth barometer, April-June 2016 (n = ca. 650)



As many as 90 percent agree that if the current job is not fun then one should look for another one. The other statements about career and education are also highly consistent.

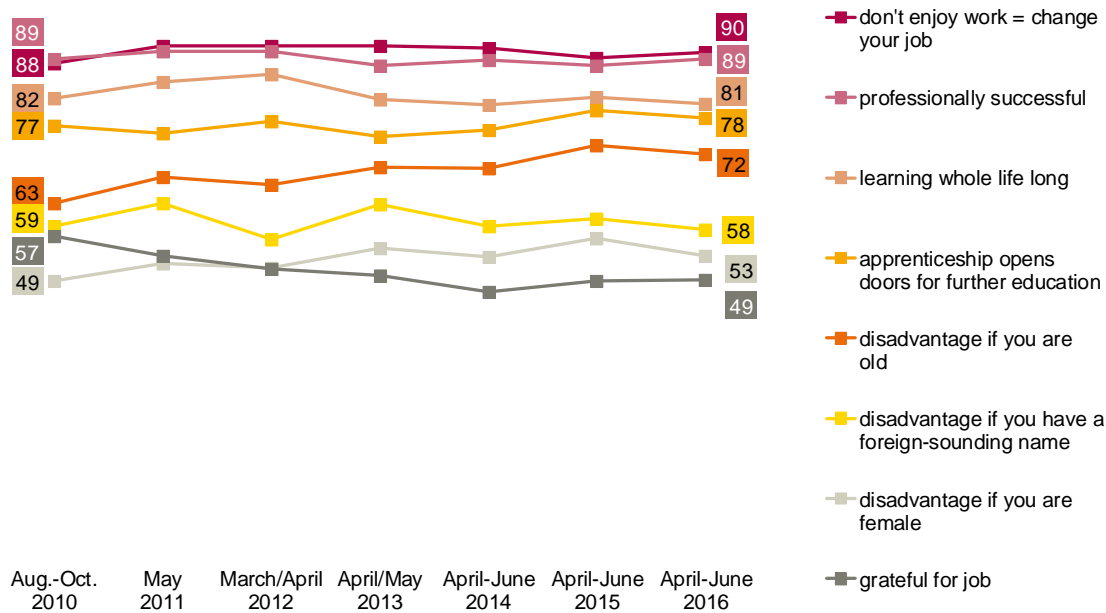
However, two developments can be observed: compared with the initial values, young people feel more often that older people are discriminated against, and they say less often that one should be happy to have a job at all.

Figure 34

## Trend Statements about Work, Education and Training Switzerland (1/2)

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

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



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

The view that work is all about earning as much money as possible is also less widespread. Compared with 2012, fewer now believe that it is your own fault if you can't find a job. It seems that educational institutions have come under pressure recently, too.

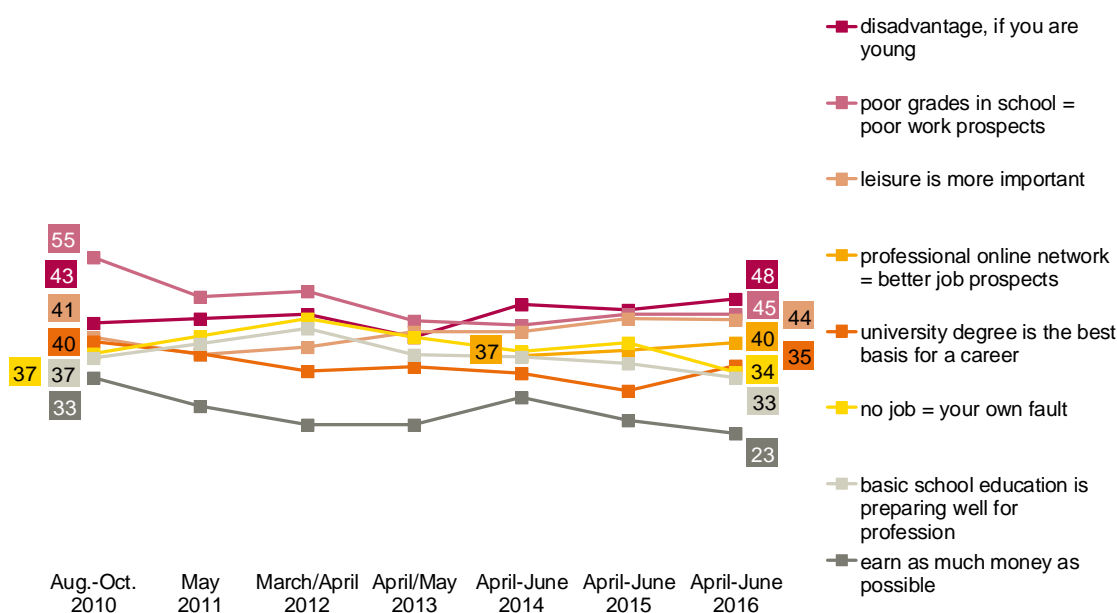
Young people are less of the opinion that poor grades at school also mean bad job prospects, and fewer than ever before indicate that school is a good preparation for the world of work. Fewer young people now believe that a university degree is the best basis for a career than in 2010.

Figure 35

## Trend Statements about Work, Education and Training Switzerland (2/2)

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

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



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

### 3.3.2 Dream industry and dream employer

If they had the choice, young Swiss people would like to work in education, followed by the travel industry and the media industry. The majority of young people would like to work in one of these three sectors.

The midfield is made up of healthcare, administration, NGOs and retail as well as the luxury goods industry and banking, mobility and show business.

No true trends can be observed here, rather the values fluctuate up and down. However, the trend is for the media and the mobility sector to lose in appeal somewhat in 2016, especially compared with the values at the beginning of the series of surveys.

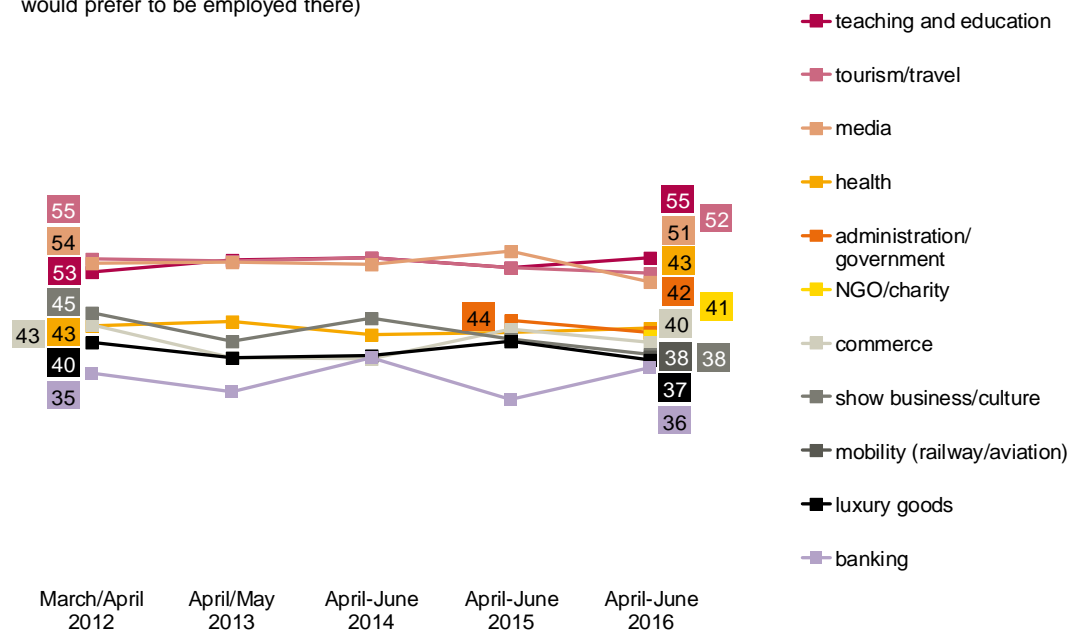
These assessments are largely age-independent. The only true effect can be observed with regard to banking: a relative majority of members of Generation Z state significantly more often that they would like to work in this sector (49%), but this is not the case of Generation Y (34%).

Figure 36

## Trend Requested Industry to be Employed Switzerland (1/2)

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

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



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

Working in a bank is as popular as working in a crafts business. The fashion industry and the pharmaceutical industry as well as telecommunications are also part of the midfield.

The food industry, watch industry, insurance, the construction industry and agriculture (many traditional Swiss industries, which are evidently appealing to a small number of young people) are in the lower rankings.

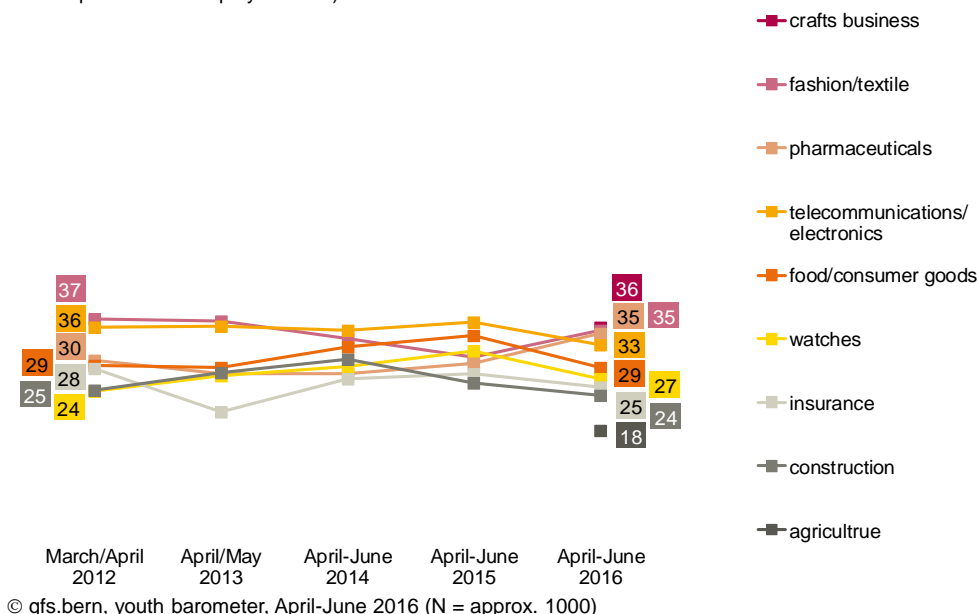
In these industries, the trends are also rather inconsistent; however, the pharmaceutical industry has improved its reputation among young people, while that of the telecommunications industry has deteriorated somewhat.

Figure 37

## Trend Requested Industry to be Employed Switzerland (2/2)

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

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



When specifically asked about a company, Swiss young people most often by far say that they would like to work at Google. This is followed by Roche, Credit Suisse, Novartis and SBB (Swiss Federal Railways), well-established players in the Swiss economy, which in turn are followed by UBS, Migros, Swiss, Nestlé and various hospitals and schools. These assessments are generation-independent; the huge popularity of Google can also be observed among the very young.

Figure 38

## Dream Employer: Switzerland

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



basis: responses to open question  
inhabitants between 16 and 25 years

When it comes to the desired characteristics of potential employers, a good boss as well as generosity and tolerance are very important for most young people. Modernity, training opportunities and a good reputation are also emphasised.

While sponsoring activities are only important for a minority, environmental protection stands out. Post-material values in general can be clearly observed: they should offer good career opportunities to women, have a good reputation, be involved in social projects and flexible working hours are appreciated.

Young people are looking for part-time work models more often, and the option of working from home is clearly also in keeping with the times. The latter two points in particular have been increasingly emphasised in the past two years, and they fit the image of Generation Y who want their employers to give them flexibility.

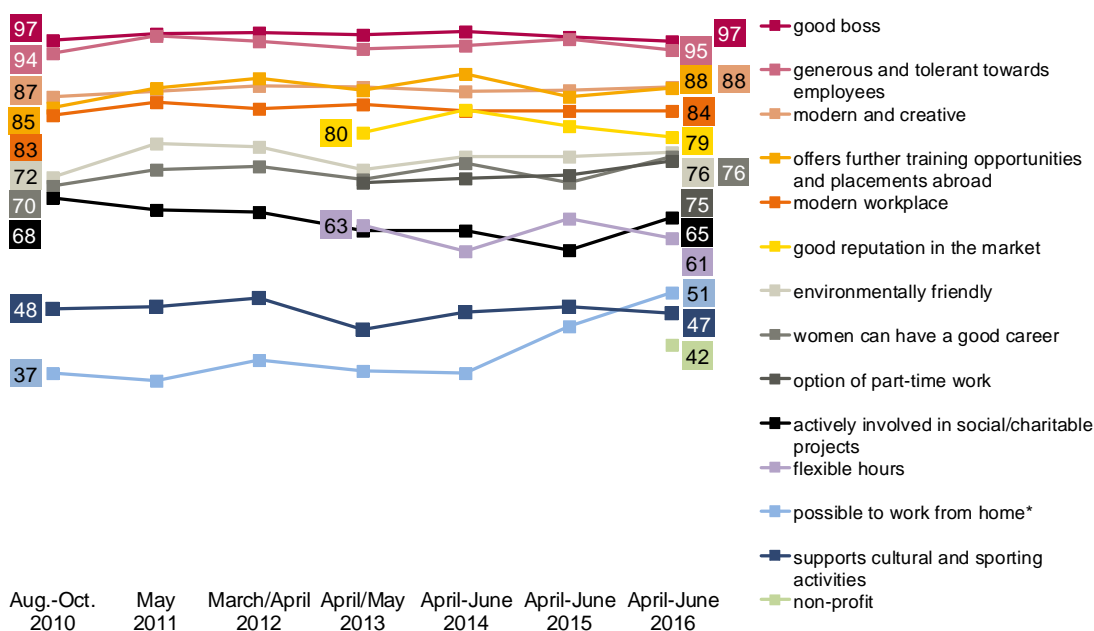
The next Generation Z differs very little with regard to these assessments. The only thing that distinguishes them from Generation Y is a greater emphasis on opportunities for women, social commitment and a good reputation in the market.

Figure 39

## Trend Important Factors Employer Switzerland

How important are the following factors in an employer?

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



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

\*up to 2014: work from home possible

### 3.3.3 Financial situation

The majority of Swiss young people are free from financial obligations. When they do have debts, then they are most likely to owe money to family members or acquaintances (11%) or to mobile phone companies (7%). Private and credit debts are a clear exception among young Swiss people.

33 percent of those who have debts consider them to be quite a heavy burden or a very heavy burden. For the majority, however, debts are quite a small burden or no burden at all.

Dynamically, a change can be observed in the number of young people saying that they are "no burden at all": this number has become significantly larger

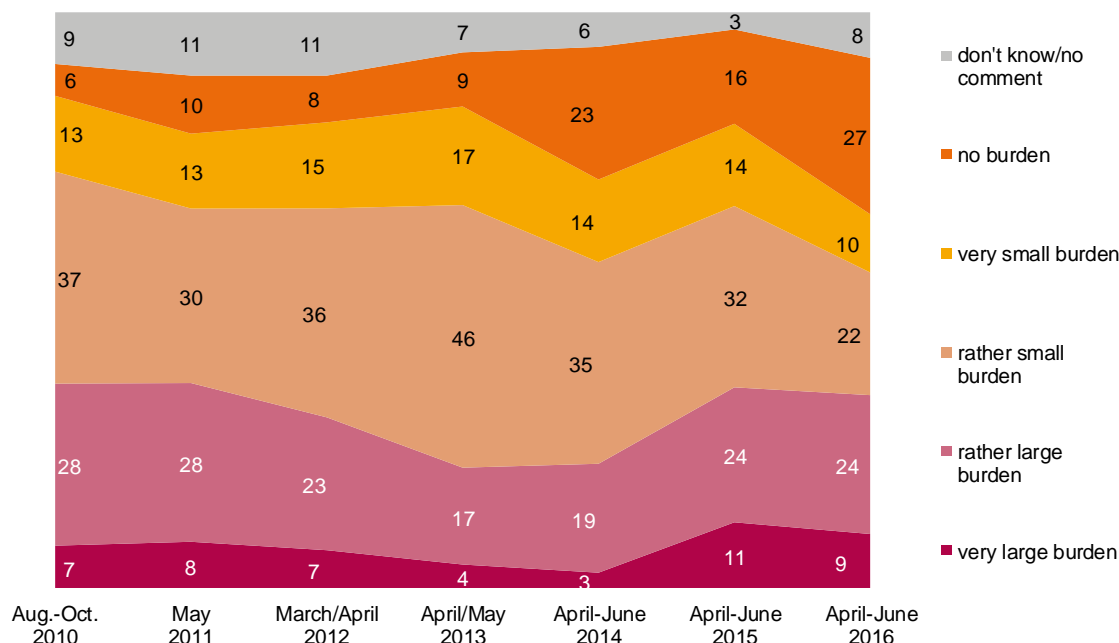
compared with the initial values. If interpreted pessimistically, this can be seen as an increasingly careless way of dealing with debts, and optimistically, as sensible decision-making when it comes to taking on debts.

**Figure 40**

## Trend Burden of Financial Obligations

"In your life, do you find your financial obligations a..."

in % inhabitants between 16 and 25 years with financial obligations



© gfs.bern, youth barometer, April-June 2016 (n = approx. 200)

The Youth Barometer has confirmed a number of times that young people are careful with money. When asked what they would do with a gift of 10,000 CHF, the majority would pay it into a savings account. However, this proportion has clearly decreased, and in 2016 young people would rather spend a bit more money on going on holiday – the second highest expenditure item.

What's interesting is that young people would pay less and less into a savings account while more and more of them state that they want to save for difficult times – the third highest expenditure item. The exact form this would take has not been documented any further.

Saving money for a house has also lost in appeal over the past years – the fourth highest expenditure item. There are too many fluctuations in others regards to be able to make out a trend.

In general, the members of Generations Y and Z have similar spending patterns. Generation Y would save slightly more, and Generation Z consume slightly more. Those under 18 would spend more on a car, clothes, shoes and jewellery as well as on wellness and cosmetics.

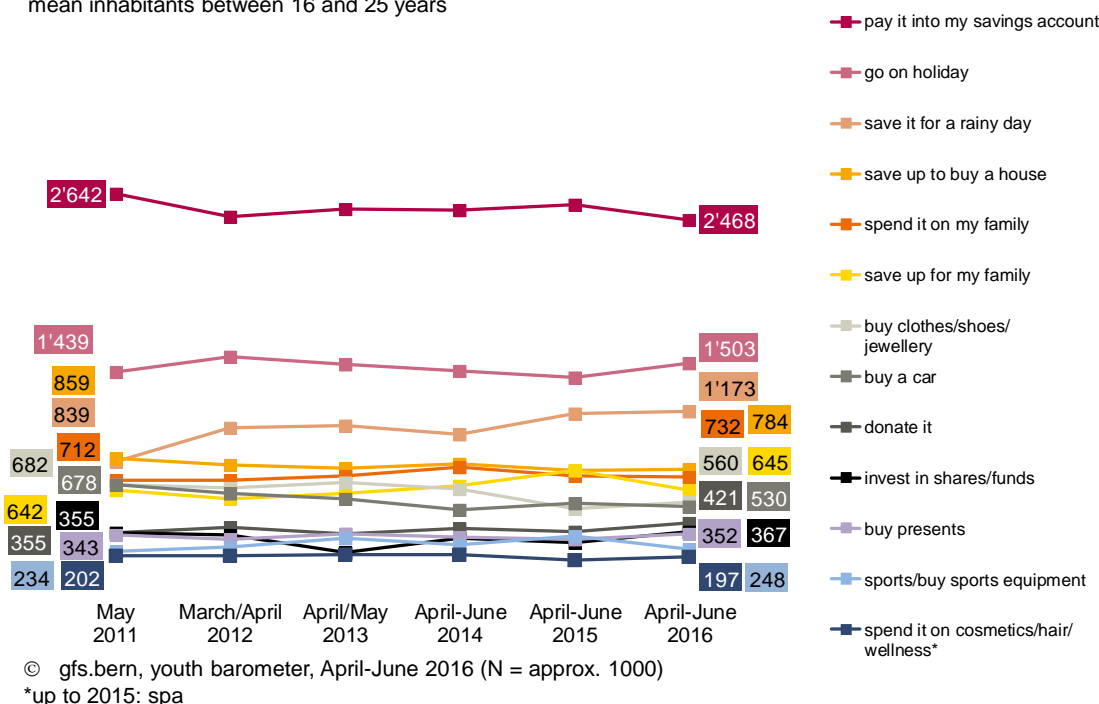
Investments in shares and funds are less attractive than ever before for young Swiss people, but they were never a common goal.

Figure 41

## Trend Mean Values Assignment of CHF 10'000 Switzerland

"You were given a gift of CHF 10'000, what would you do with the money?"

mean inhabitants between 16 and 25 years



In 2016, a decreased appetite for saving is also reflected in the statements: compared with the previous year, a significantly smaller number, three quarters, indicate that they save regularly. This constitutes a break in the trend for saving, which emerged in 2011. A majority of 64 percent would, however, like to own assets in the future.

58 percent of young people have a credit card, a value that has changed most over time. Until 2011 fewer than half of respondents stated that they have a credit card, and now the percentage is levelling off around the 60 mark. It is possible that online shopping and the possibility of (in-)app purchases have triggered this development, because the range of offers itself is not new.

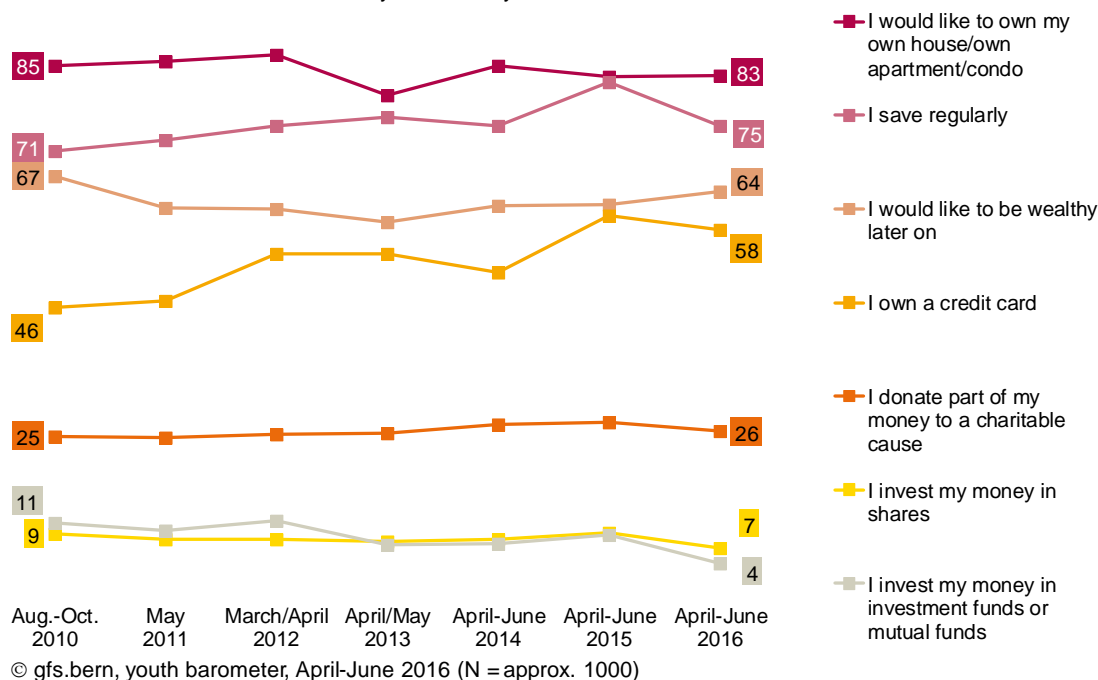
When it comes to financial matters, Generations Y and Z do not differ fundamentally either; however, those born after 2000 place greater emphasis on the desire to own their own home than those born earlier and they are more likely to have a credit card. The proportion of the under 18s who have a credit card is also significant (44 percent) (18+: 61%). Members of Generation Y differ in one point: they state more often that they donate money to charity (7% vs. 15%). These differences are more likely to be due to age rather than generational effects.

Figure 42

## Trend Financial Statements Switzerland

"Do the following financial statements apply to you?"

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



An overall view based on an indexed value shows, first of all, that the majority of young Swiss people's economic orientation is quite to very weak and, secondly, that it is generally declining.

Figure 43

## Trend Full Index Economic Orientation Switzerland

Index constructed from items concerning socially relevant questions.\*

**Having lots of money** / ju3g: Ideas of Life

**Having a good career** / ju3u: Ideas of Life

**Leisure is more important than work / education and training** / ju14a: Statements Profession/Education

**Interest News Business** / ju30: Information about daily events

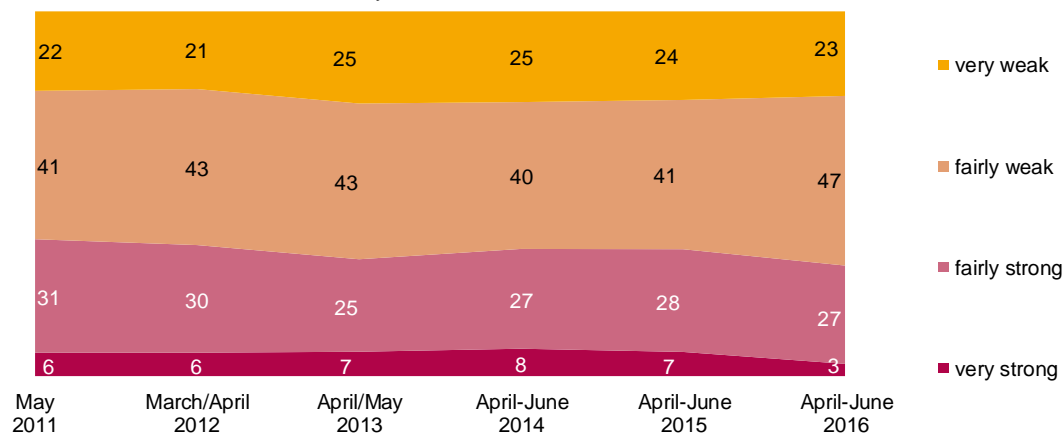
**Full time employment** / ju7: Employment

**I would like to be a wealthy later on** / ju49a: financial statements

**I invest my money in shares** / ju49d: financial statements

**I invest my money in investment funds or mutual funds** / ju49e: financial statements

in % inhabitants between 16 and 25 years



\*Details on the construction are provided in the methodological section of the final report

When it comes to wealth, investments and career, Swiss young people are less economically motivated than before. For 3 percent, the economic orienta-



tion is very strong, for another 27 percent, quite strong. Overall, this means that 30 percent of Swiss young people are guided by financial interests and also strive in that direction. The vast majority, however, does not rate these factors highly; this fits the image of Generation Y, which gives status and prestige less weight than the generations before it. When it comes to economic orientation, the next Generation Z is very similar to Generation Y; there are no significant differences in this respect.

### **3.3.4 Interim assessment**

For young people, an interesting job and good education and further training are important goals in life, and they are prepared to work for it. A good career or social prestige are not however primary goals; rather, job satisfaction and enjoying their work is prioritised – just like Generation Y, which seeks flexibility and balance.

Swiss young people are satisfied with their current work and educational situation. With regard to their professional future, however, rising uncertainty can be observed in 2016.

Even outside apprenticeships, it seems that the deterioration of the Swiss job market has increasingly given people the idea that they should be happy to have a job at all. The view that it is their own fault if they can't find a job is less common.

What's more, in 2016 a latent critical attitude to educational institutions is being expressed: for example, young people are less of the opinion that poor grades at school also mean bad job prospects, and fewer than ever before indicate that school is a good preparation for the world of work.

If young Swiss people were able to choose freely, they would above all like to work in education, followed by the travel and the media industry. When specifically asked about a company, Swiss young people most often by far say that they would like to work at Google. This is followed by Roche, Credit Suisse, Novartis and SBB, well-established players in the Swiss economy,

Young people are looking for part-time work models more often, and the option of working from home is clearly also in keeping with the times.

The majority of Swiss young people are free from financial obligations and are careful with money. If they were given 10,000 CHF most of it would be paid into a savings account. In 2016, however, this value dropped and young people would rather spend a bit more money on going on holiday. Investments in shares and funds are less attractive than ever before for young Swiss people, and their economic orientation (wealth, investments, career) is generally decreasing.

## 3.4 Politics; views – problems – concerns

### 3.4.1 Political orientation

While political elements are not given top priority when it comes to the values that guide the young people aged between 16 and 25, they are considered more important more often in 2016 than before. In 2016 the figures are higher than ever before regarding all these statements.

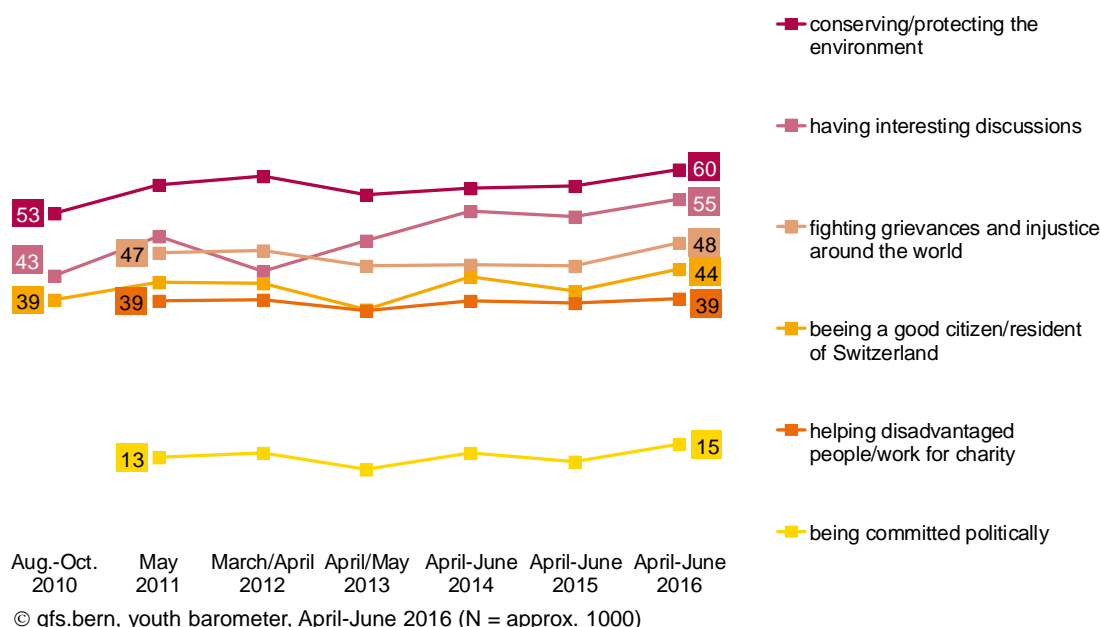
With regard to environmental protection in particular, prioritisation is still high, and interesting discussions are becoming increasingly important. Both points are important for the majority of young people. Political commitment in the narrow sense is still not very central, even though young people consider it important to combat ills and injustices in the world.

Figure 44

#### Trend Ideas of Life: Politics Switzerland

"Each individual person has certain ideas that determine their life and behavior. When you think about what you strive for in your life, how important are the following things for you personally?"

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



Political involvement is not only considered unimportant, it really is not particularly common, because only 6 percent of young people indicate that they are a member of a party. 48 percent consider parties to be out.

In general, Swiss young people are increasingly less likely to be part of groups; if anything, they are members of sports and cultural clubs as well as NGOs and youth organisations. Cultural clubs are most likely to be considered in.

Apart from one remarkable point, there are no generational differences. When it comes to the military, the majority of Generation Z describes it as in (in: 48% vs. out: 36%), while Generation Y describes it as out (in: 29% vs. out: 60%).

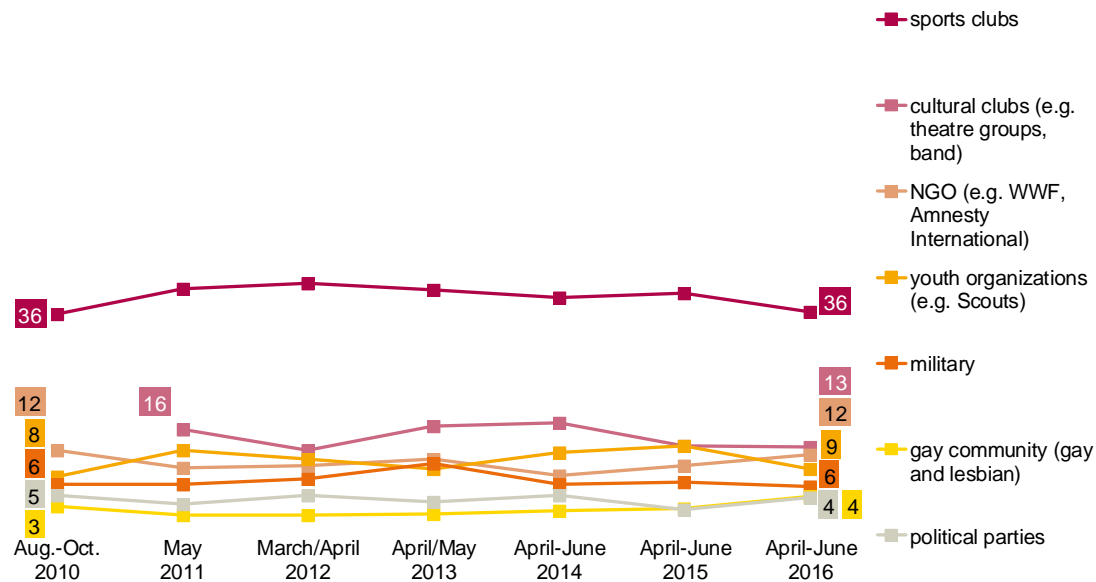
It is not therefore the case that Swiss young people live in isolation from society; the central pillar of their social life continues to be family and friends. They also feel connected Swiss society and to humanity in general.

Figure 45

## Trends Activities/Attitudes: Groups Switzerland

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

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



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52 percent state that they belong to a club. This means that membership is de facto much lower, and the positive trend towards club membership, which we recorded from 2013, stopped again for the first time.

What is remarkable is the development of the perceived membership in European society, which, after a low point in 2013, began to increase again and reached a peak in 2016 with 40 percent.

Far fewer, namely 24 percent of young people, feel very close to an online community. This is only slightly fewer than those who feel part of a religious community (26%), which means it is a remarkable proportion who feel part of this newer type of community.

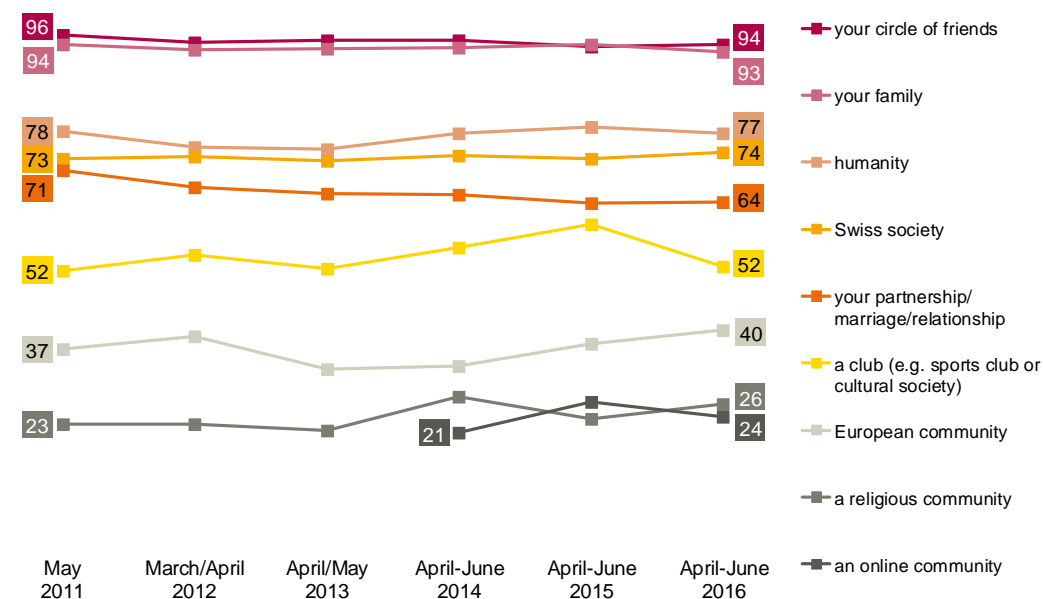
Generations Y and Z are very similar with regard to all these groups. However, differences emerge when it comes to their sense of belonging to an online community: of those under 18, 40 percent state that they feel they belong to an online community, while only 21 percent of the older ones do.

Figure 46

## Trend Feeling of Belonging to Social Unit Switzerland

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

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



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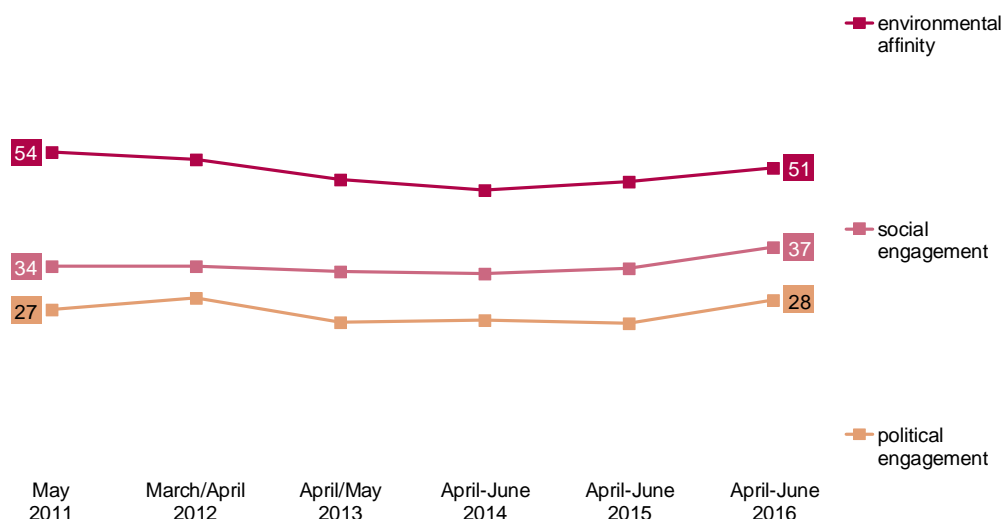
While membership in clubs is diminishing, political and social involvement is gaining in importance, as is reflected in the relevant indexed values. Both have reached a peak in 2016, but still lag behind young people's commitment to environmental protection. The latter is experiencing a revival in 2016; while from 2013 to 2015 the majority showed quite a weak affinity for environmental protection, this is currently once again a quite to very important topic. There are no relevant differences in this regard between Generations Y and Z.

Figure 47

## Trend Indices Environmental Affinity, Social Engagement, Political Engagement Switzerland (strong)

Indices constructed based on answers to environmentally, socially and politically relevant questions.\*

in % inhabitants between 16 and 25 years (sum of strong/rather strong)



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\*Details on the construction are provided in the methodological section of the final report.

The shifts measured here show that almost all views on life related to politics gained in importance in 2016 and have reached new peaks. A kind of politicisation is underway, but a discursive or ideological one. Because while memberships in parties or participating in demonstrations is not more frequent, political positioning and talking about political problems is more prevalent.

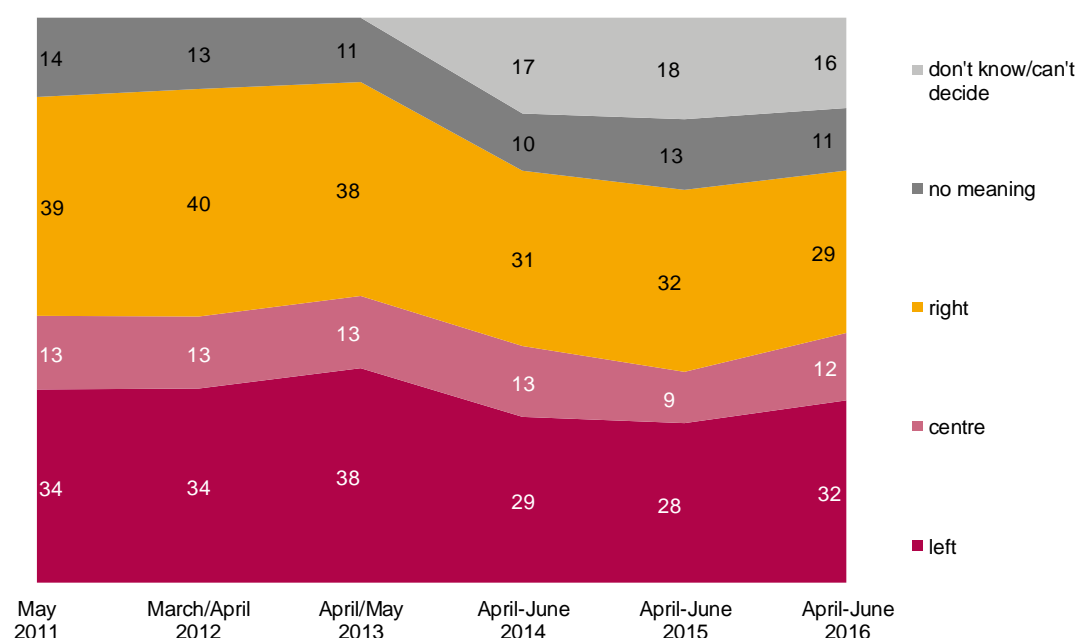
The left/right axis, for example, is of significance for 79 percent of young people, with the majority in 2016 describing themselves as left-wing, the second-largest proportion as right-wing and the smallest proportion as centre. In this regard, young people differ from the adult Swiss population<sup>5</sup>, the majority of which describe themselves as centre, with similar proportions on the left and on the right. More young people describing themselves as left-wing is a new phenomenon; previously the right-wing more or less dominated within the Youth Barometer.

**Figure 48**

## Trend Left-Right-Position Switzerland

"Can you tell me where you yourself stand on this scale?"

in % inhabitants between 16 and 25 years



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

### 3.4.2 Visions of the future and problem awareness

One explanation for the greater involvement of young people – be it politically, ecologically or socially – may be their view of the future. Pessimistic trends can be observed. This is less the case or only to an extent when it comes to people's own future, but much more pronounced when it comes to society as a whole.

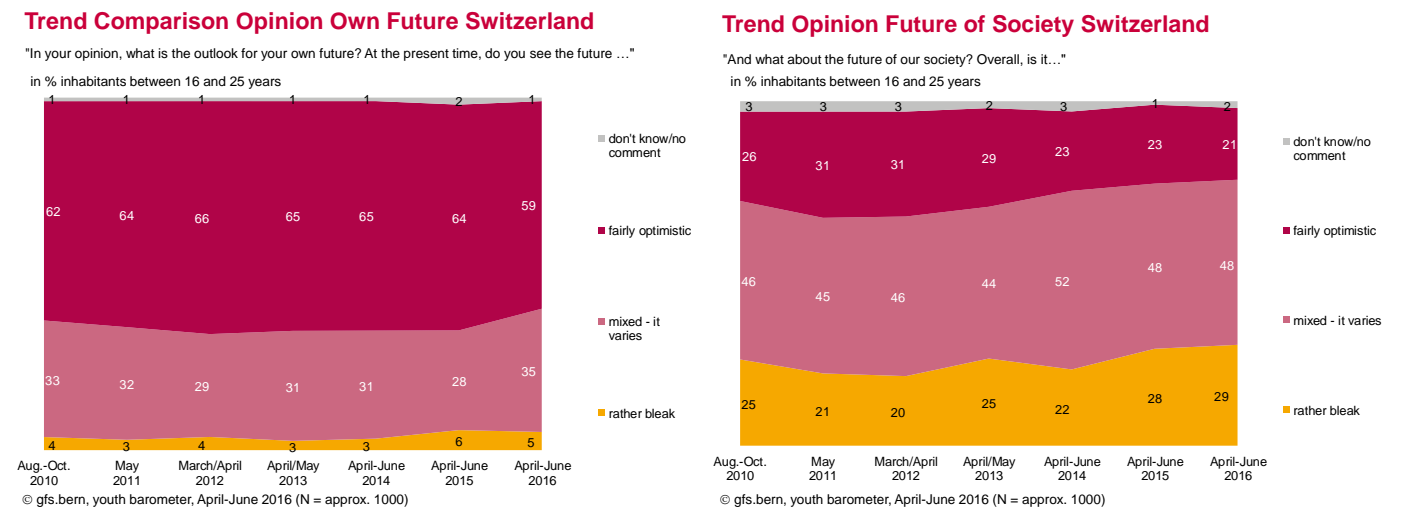
While a majority are still optimistic, the proportion of optimistic votes has declined significantly in 2016 after years of stability. Young people increasingly have mixed feelings when it comes to their own future.

This effect is even more pronounced when it comes to the future of society. While this has always been viewed with more pessimism, it has grown since 2015. The majority of young people, however, still say that they have mixed feelings.

<sup>5</sup> see for example VOX trend report legislation 2011-2015  
<http://www.gfsbern.ch/de-ch/Detail/vox-trend-legislaturbericht-2011-2015>

These assessments are the same for members of Generation Y as for members of Generation Z.

**Figure 49**



It would, however, be wrong to put the greater involvement down to political dissatisfaction on the part of young people, because unlike at the beginning of the series of surveys, young people currently tend to see less need for reforms of the political system in Switzerland and they are also satisfied with the government.

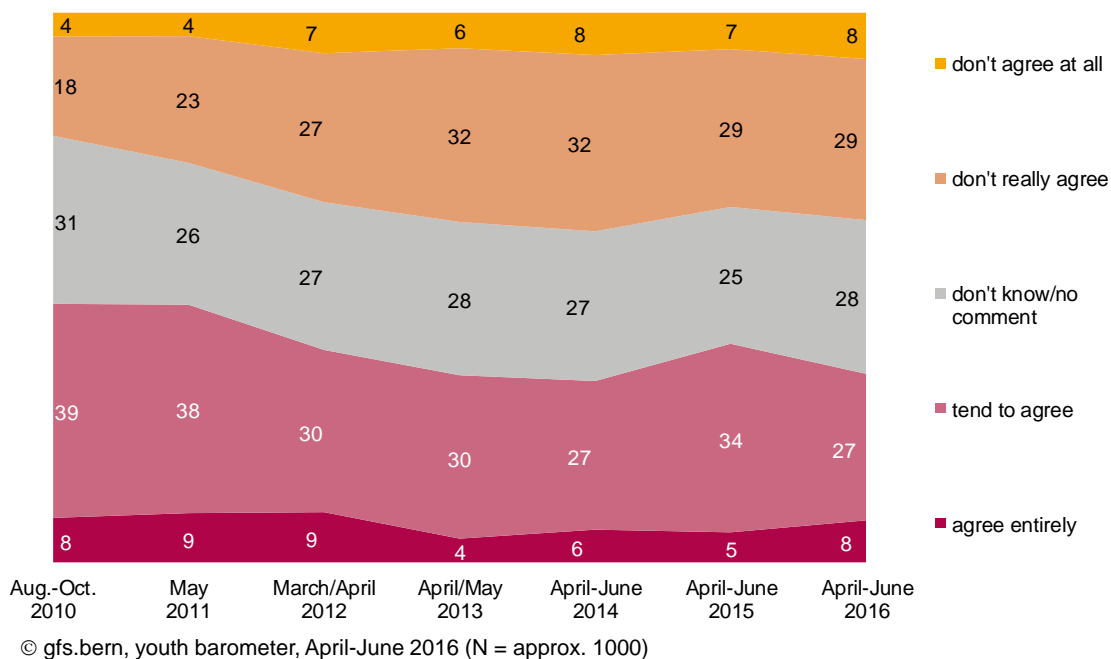
37 percent do not agree that Switzerland is in need of fundamental reform. 35 percent fully or partly share this view. The trend is very clear cut, and from 2013 it has led to a change in mood.

**Figure 50**

## Trend Need for Reform Switzerland

"We gathered a view of Switzerland and its politics here – to what extent do you agree: the political system in Switzerland needs fundamental reform."

in % inhabitants between 16 and 25 years



The proportion of government-critical votes has also continually decreased and is currently at 24 percent. The majority of young people believe that the government and administration in Switzerland fail only rarely, which means, vice

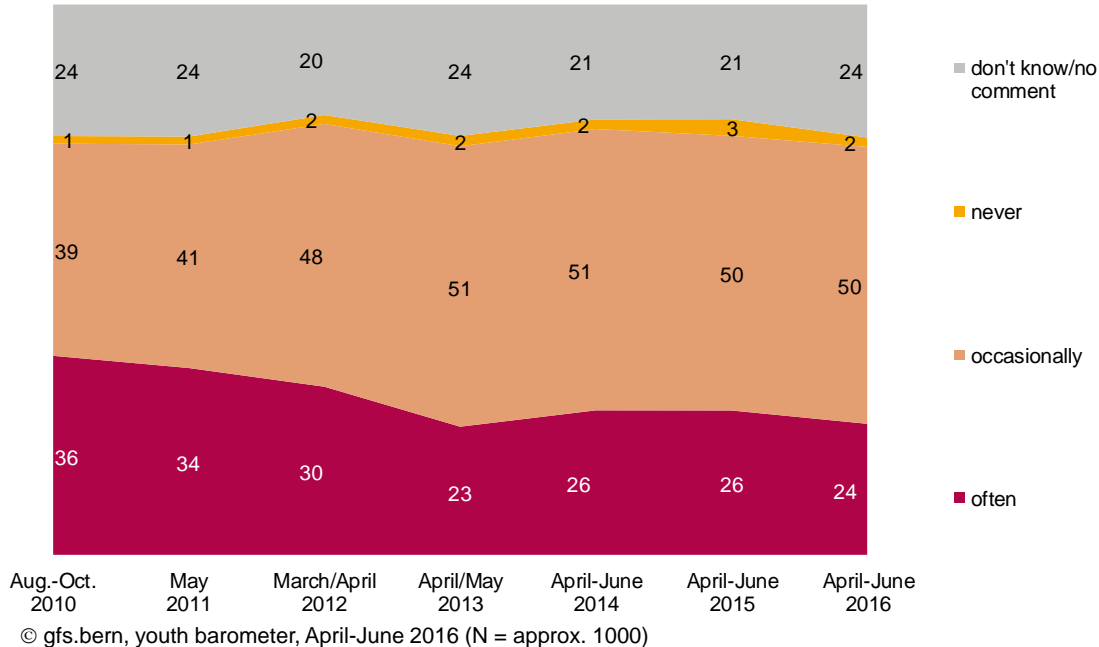
versa, that the majority of young people consider the government to work more or less well.

**Figure 51**

## Trend Failure of Government Switzerland

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

in % inhabitants between 16 and 25 years



### 3.4.3 The most important problems

With the refugee crisis, the concerns of young people in Switzerland are changing. This effect could already be seen in the previous year, but now it is striking: the topics of refugees and asylum are at the top of the list of Switzerland's most important problems. This is closely followed by a second set of topics related to migration, which includes foreigners, the free movement of people and immigration. The worry about old-age pensions is in third place, which is quite remarkable given the under 25-year-old respondents of this survey. However, the youngest ones are clearly less worried about this than the over 18s.

Problem number four is still environmental protection, which has remained one of the top five problems over time and is emphasised equally by Generations Y and Z. In other regards, the perceived problems of the two generations are also fundamentally the same.

The problems of racism and xenophobia can be found in the mid-field. These have increased since 2013 and now make up almost a quarter. Problem perception regarding extremism and terrorism has also increased significantly during the same period.

Compared with the problems recorded in 2010, unemployment is perceived as less urgent a problem. This decline, however, is due to methodology, because the worry about youth unemployment in eighth place was asked about separately only from 2015 onwards. Previously, it was part of the unemployment category, and if you add up both categories (unemployment and youth unemployment) the figures are the same as before this change (sum: 38%).

However, there has been a significant increase in the mention of both categories compared with the previous year, which shows that young people can

certainly feel the labour market pressure and are therefore more concerned about unemployment.

Worries in connection with the EU and the bilateral agreements had reached a peak in 2014 following the adopted mass immigration initiative. Since then, the perception of the problem has significantly decreased.

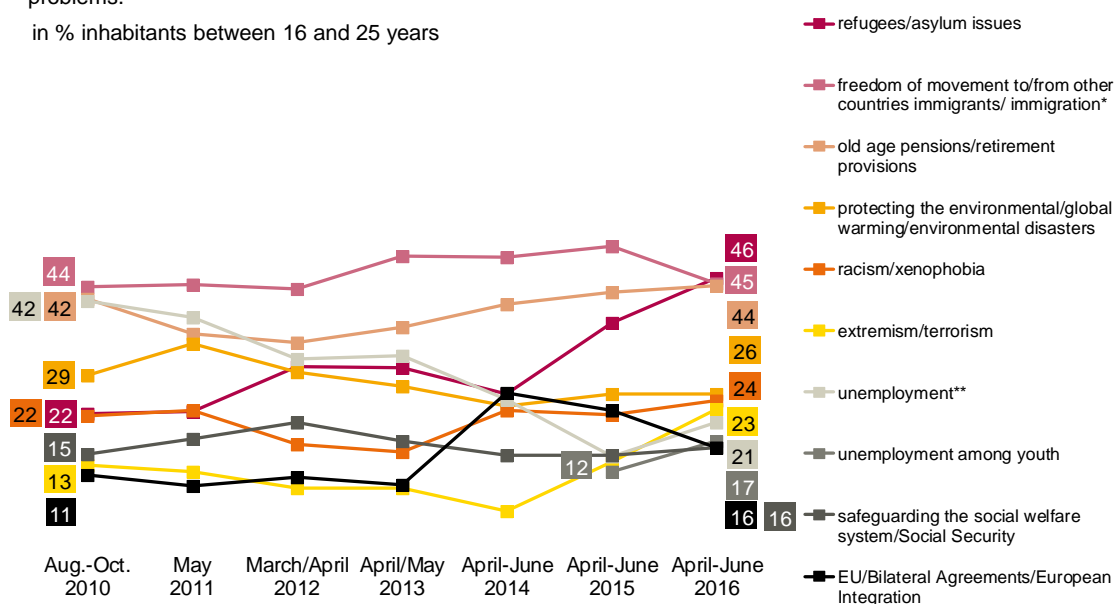
For the first time, the energy problem is no longer in the top ten in 2016. After Fukushima, this set of topics had regularly appeared in the top ten; however, currently social and economic issues have become more problematic for Swiss young people.

Figure 52

## Trend Greatest Problems Top Ten Switzerland

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

in % inhabitants between 16 and 25 years



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

\*\*up to 2014: unemployment/unemployment among youth

It is likely that the refugee crisis is also a factor in the increasing politicisation<sup>6</sup> of young people, because the increased politicisation constitutes one of the most striking changes in the last six years when it comes to the concerns of young people.

In 2016 the primary focus of the problems to be solved has shifted for the first time. Young people above all want the refugee problem to be solved, and solving the problems concerning foreigners in general comes in second place. The migration debate is thus beginning to undergo a shift away from the ongoing issue of foreigners and the free movement of people to the very current topic of refugees.

Now in third place, young people in Switzerland would like solutions for how to deal with racism and xenophobia. This is followed by a desire for solutions for the challenges of old-age pensions and environmental protection.

Taking a closer look at the developments since 2010 shows that migration-related issues have moved to the fore and young people want solutions to these problems. Solutions to the problems of environmental protection and unemployment are considered less urgent.

<sup>6</sup> more frequent mention of political problems, clearer political positioning

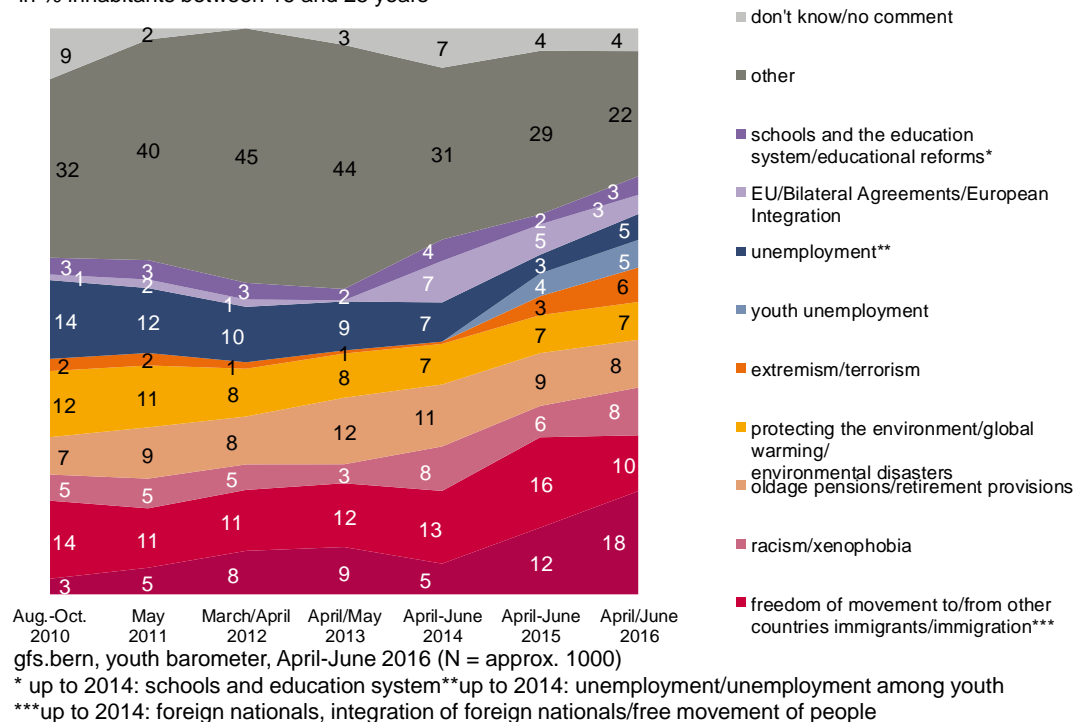


Figure 53

## Trend Problems to be Solved First Switzerland

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

in % inhabitants between 16 and 25 years



What's interesting is that migration in and of itself is seen as unproblematic. 47 percent see it as quite a small problem or no problem at all – more than ever before. 11 percent even believe it has benefits. 35 percent, however, consider the fact that there will be an increasing number of foreigners in Switzerland in the foreseeable future as a big or very big problem.

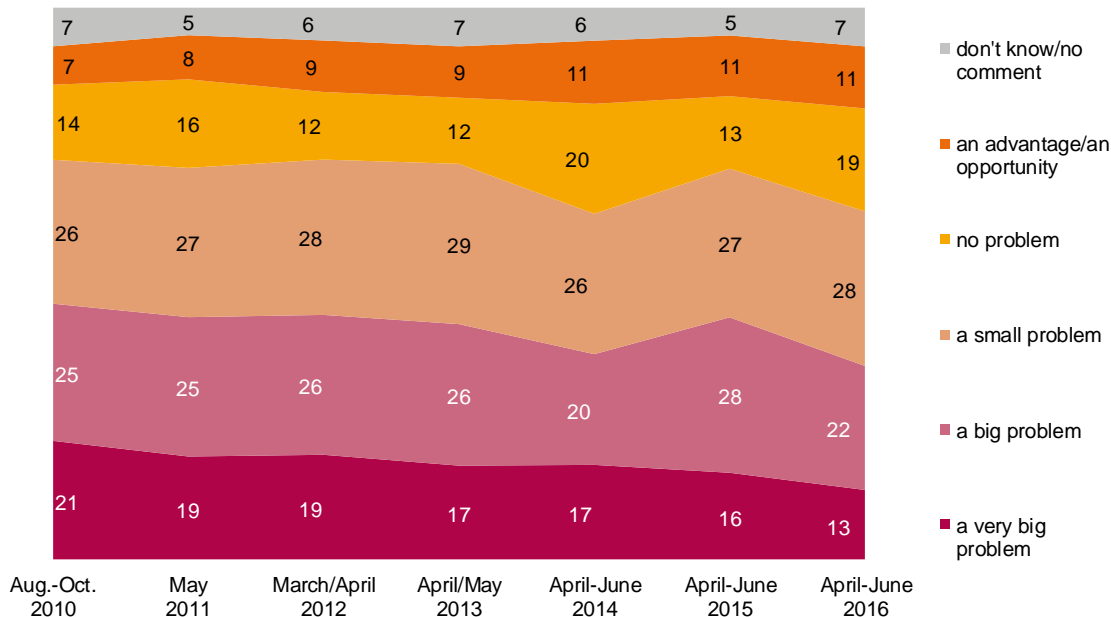
Members of Generation Z generally consider the rising number of foreigners as less problematic and assess the situation today in a fundamentally different way compared to members of Generation Y.

Figure 54

## Trend Problem Immigrants Switzerland

"In the foreseeable future there will be increasing numbers of immigrants in Switzerland. Do you find this to be..."

in % inhabitants between 16 and 25 years



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

Today's relationship between young people with and without a Swiss passport is described as harmonious (albeit not without tension), which is in line with seeing this issue as less problematic. Although 86 percent of young people themselves have foreigners among their friends, young people with a critical attitude are still the largest group (40 percent). Compared with the values recorded in 2010, the decline in such responses is clear cut and points to an easing of the situation.

The young people of Generation Z surveyed appear to be less critical of the current situation than those of Generation Y. With regard the future relationship between young people with and without a Swiss passport, optimism increases over time, and this is equally true for both generations. While a majority still believe that the relationship will deteriorate in the future, this percentage has also decreased significantly. There are more optimistic votes now, but fewer believe that the relationship will stay as it is today.

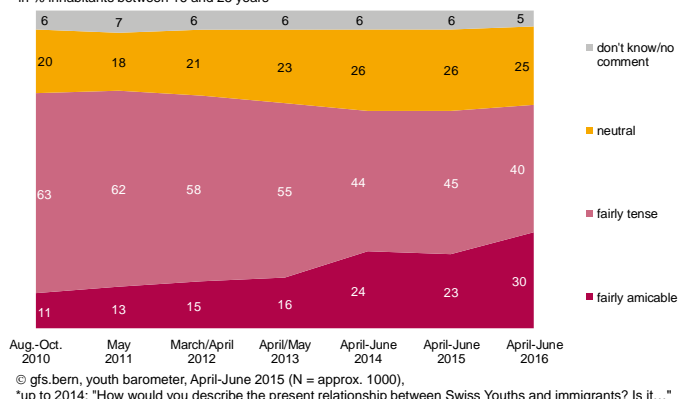
There is been a rise in optimistic responses for the first time and it is considerable. Next year's data will show whether this is a lasting development.

Figure 55

### Trend Relationship between Swiss Youth and Immigrants in Switzerland

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

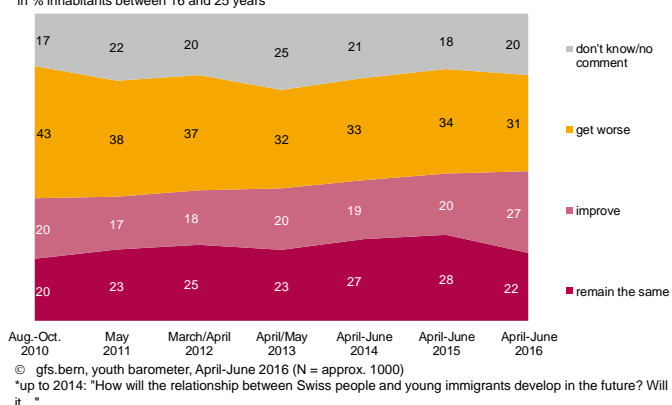
in % inhabitants between 16 and 25 years



### Trend Future Relationship between Swiss and Immigrants in Switzerland

"How will the relationship between young Swiss people and young immigrants develop in the future? Will it...?"

in % inhabitants between 16 and 25 years



Old-age pension is a topic that preoccupies young people. After all, many of them are already paying into pension funds without knowing whether their own retirement provision is guaranteed. The aging population is a phenomenon of the present, and there can only be conjecture about its consequences. In this context, there is often talk of gaps in pension provision and how to deal with them, and of the need to fundamentally reform the pension system in Switzerland. Tensions due to different generational interests are rooted in this discussion.

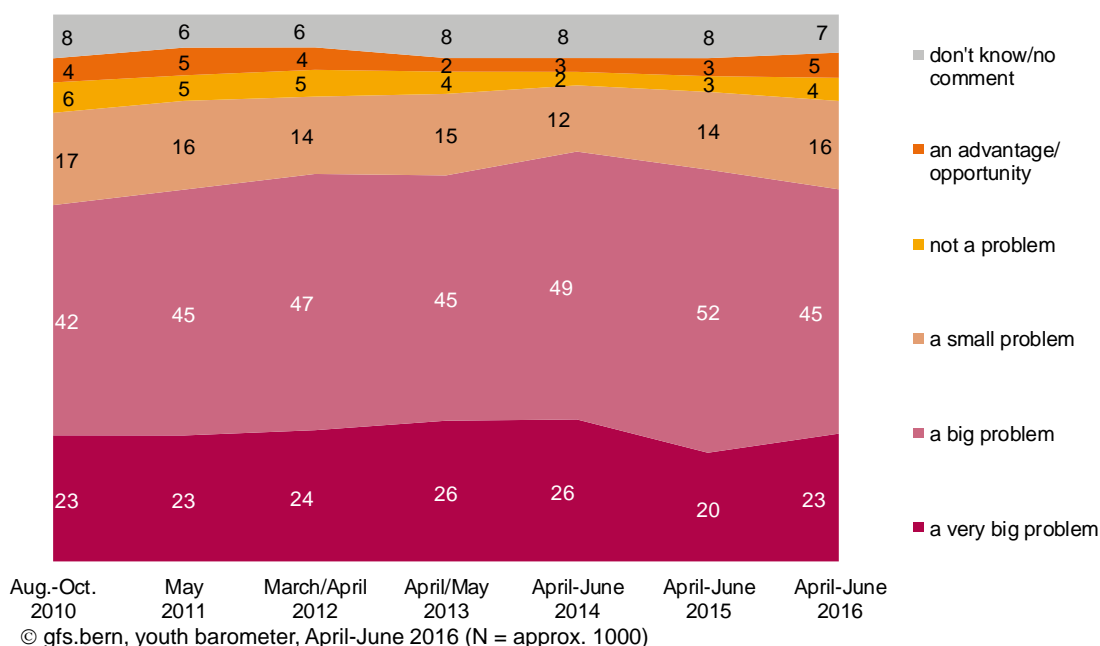
When specifically asked about it, two thirds of young people believe that this development is a relatively big to very big problem for Switzerland. 20 percent consider the aging population as a small problem or no problem at all, and 5 percent see it as an opportunity. Until 2014, this had increasingly been seen as problematic, but the figures have gone down since then.

Figure 56

### Trend Problem Old-Age Pensioners Switzerland

"In the foreseeable future there will be an increasing number of old age pensioners and less and less young people in Switzerland. Do you think this is:"

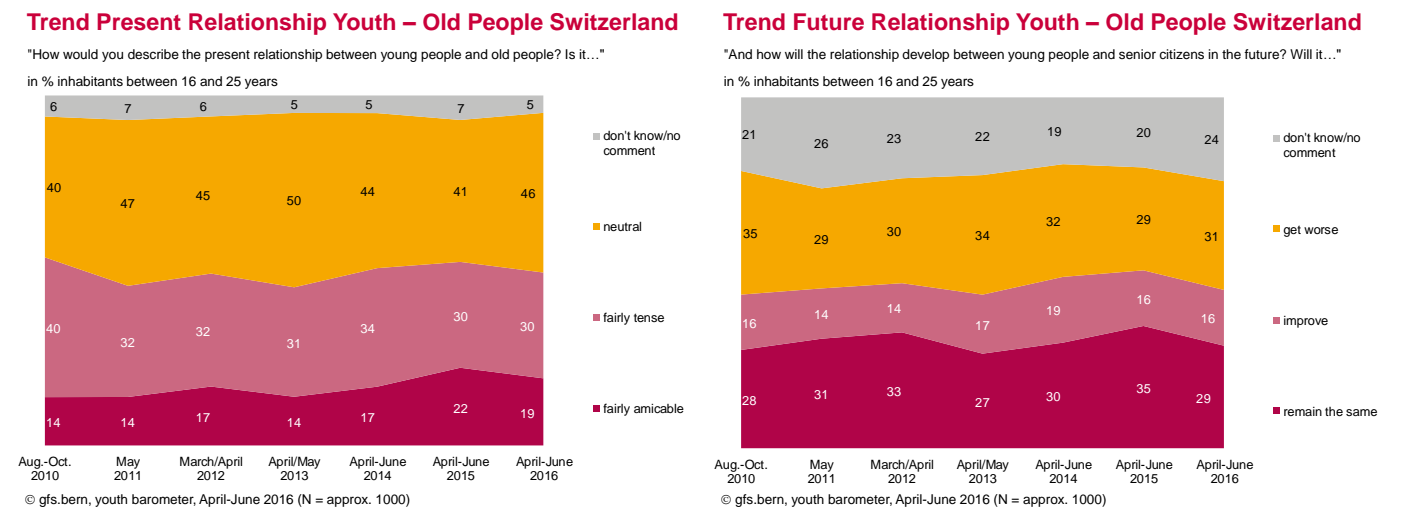
in % inhabitants between 16 and 25 years



Today's relationship between young and old people is described as neutral by a relative majority, 30 percent see it as critical, and 19 percent as harmonious. A generation conflict can thus only be seen to an extent.

However, with regard to the future, young people in 2016 once again mostly take a pessimistic view. 31 percent believe the relationship will deteriorate, a stable 16 percent believe it will improve and 29 percent think it will stay the same.

**Figure 57**



If we compare the responses of the two groups, we can see that young people see the relationship with foreigners as less strained than that with older people. However, the current relationship with foreigners is judged less critically than that with pensioners, while the future relationship with both groups is assessed similarly.

### 3.4.4 Switzerland's relationship with other countries

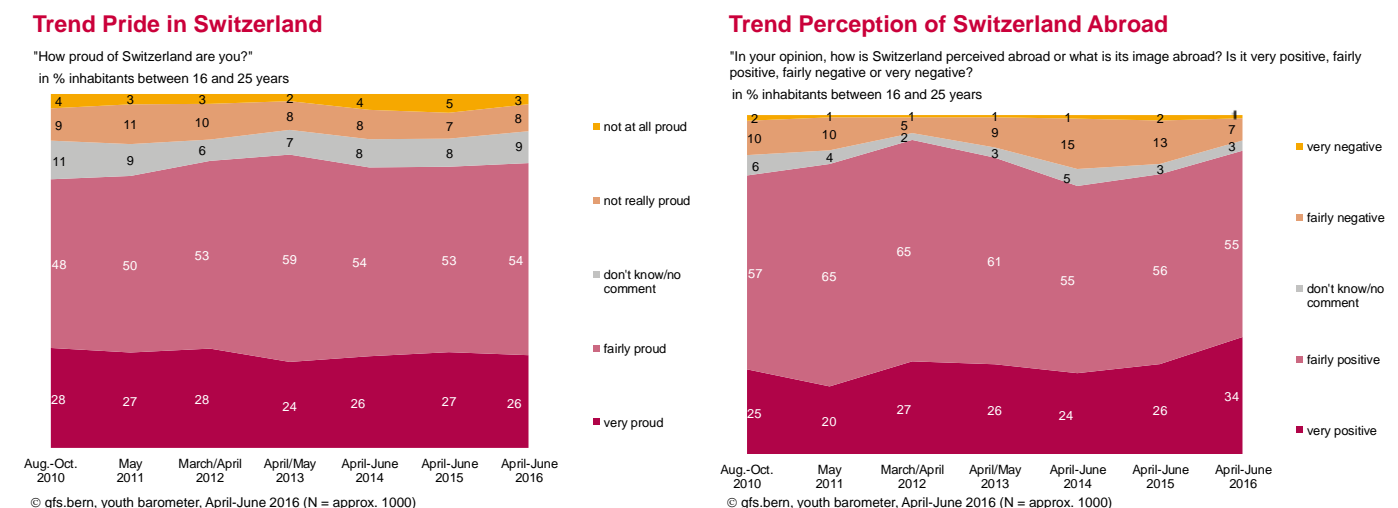
Although, from the perspective of young people, Switzerland has certain problems, a stable 80 percent are very or fairly proud of Switzerland.

What's more, the image of Switzerland abroad is seen as very sound by Swiss young people. 89 percent believe the image of Switzerland abroad is very or fairly good, and only 8 percent judge it critically.

The battle for votes regarding the mass immigration initiative (2014), the vote itself (2013) and the national and international media's interest in the matter (2013-2014) did not enhance the image of Switzerland abroad, according to Swiss young people. Because it was in this very regard that critical voices about the image of Switzerland became louder.

However, current values seem to show that the low of 2014 has been overcome and the responses are once again close to the record level in the year 2012.

Figure 58



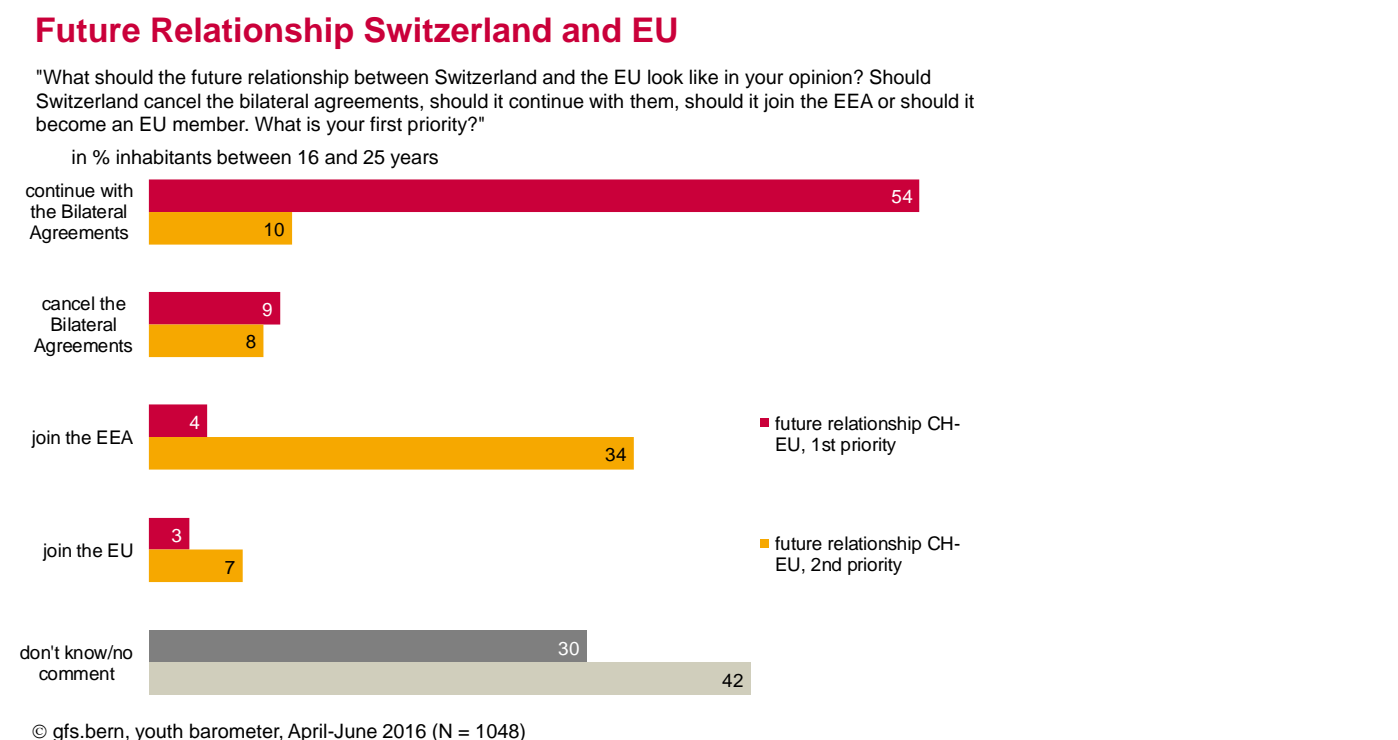
Politicians still deal with the political consequences of the February 2014 vote to this day, and it is still unclear how the mass immigration initiative should be implemented. Negotiations with the EU are outstanding and have become unpredictable as a result of Brexit.

If it was up to the young people in Switzerland, the priorities would be clear: the continuation of the bilateral agreements has top priority and is desired by 54 percent. Joining the EEA is a possible second priority.

Two other things stand out. First of all, many young people are stumped for an answer when it comes to setting priorities or are undecided (don't know, no answer: 30%). Secondly, full EU membership is hardly an issue for young Swiss people. Only 3 percent consider this a first priority, and for a further 7 percent it is in second place.

The younger the respondents, the more uncertain they are. The higher a respondent's level of education the more likely they are in favour of continuing the bilateral agreements – one of the reasons is probably because universities and students are already aware of possible restrictions regarding academic exchange.

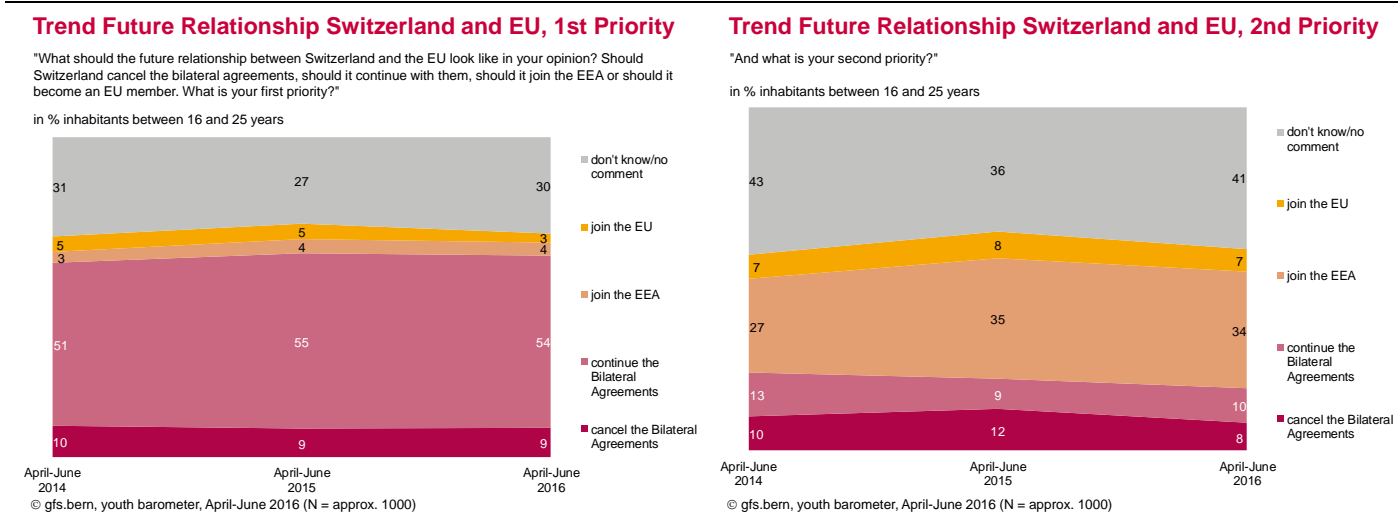
Figure 59



Not much has changed since the start of the discussion. It is evident that an EEA membership enjoys a little more support than before, but it is not backed by a majority. Specifically, the discussions did not reduce the percentage of unsure or indeterminate responses.

Most of all, Swiss young people want everything to stay as it is; in case of doubt, they consider an expansion of economic cooperation between Switzerland and the EU, but full membership is an option for only 3 or 7 percent respectively. Severing relations with the EU is not much of an option for young people; only 9 or 8 percent respectively are in favour of terminating the bilateral agreements.

**Figure 60**



Even though as shown above (figure 45) 40 percent of Swiss young people identify with European society and perceived problems in this regard are clearly declining, seeking closer ties with the EU does not appear to be an option for young people. They do, however, want economic cooperation to continue.

### 3.4.5 Interim assessment

When it comes to the values by which the 16 to 25-year-olds are guided, political elements do not have top priority and there is still little focus on political involvement in the narrow sense; however, when it comes to protecting the environment the need for solutions continues unabated.

Memberships in clubs or parties are not very common. It cannot therefore be said that Swiss young people live in isolation from society; the central pillar of their social life continues to be family and friends. What is remarkable is the development of the perceived membership in European society, which reaches a peak in 2016.

A kind of politicisation appears to be underway, which tends to be discursive, because while membership in parties or taking part in demonstrations cannot be observed more frequently, political positioning and talking about political problems is a more frequent occurrence. One explanation for the increased involvement of young people may be their more pessimistic view of the future, which is marked by mixed feelings.

It would, however, be wrong to put the greater involvement down to political dissatisfaction on the part of young people, because unlike at the beginning of the series of surveys, young people currently see very little need for reforms of the political system in Switzerland and they are also satisfied with the government.

What's new in 2016 is that the primary focus with regard to solving problems has shifted for the first time. Young people above all want the refugee problem

to be solved, and solving the problems concerning foreigners comes in second place. Furthermore, young people in Switzerland would like solutions for how to deal with racism and xenophobia, old-age pension and environmental protection.

The migration debate is thus beginning to undergo a shift away from the ongoing issue of foreigners and the free movement of people to the very current topic of refugees. Immigration in and of itself is seen as unproblematic.

EU-related concerns had peaked following the adopted mass immigration initiative. Since then, the perception of the problem has significantly decreased. Politicians still deal with the political consequences of this vote to this day. If it was up to Swiss young people, the first priority would be the continuation of the bilateral agreements, and the most likely second priority would be the question of joining the EEA.

## 3.5 Characteristics and life plan

### 3.5.1 Characteristics

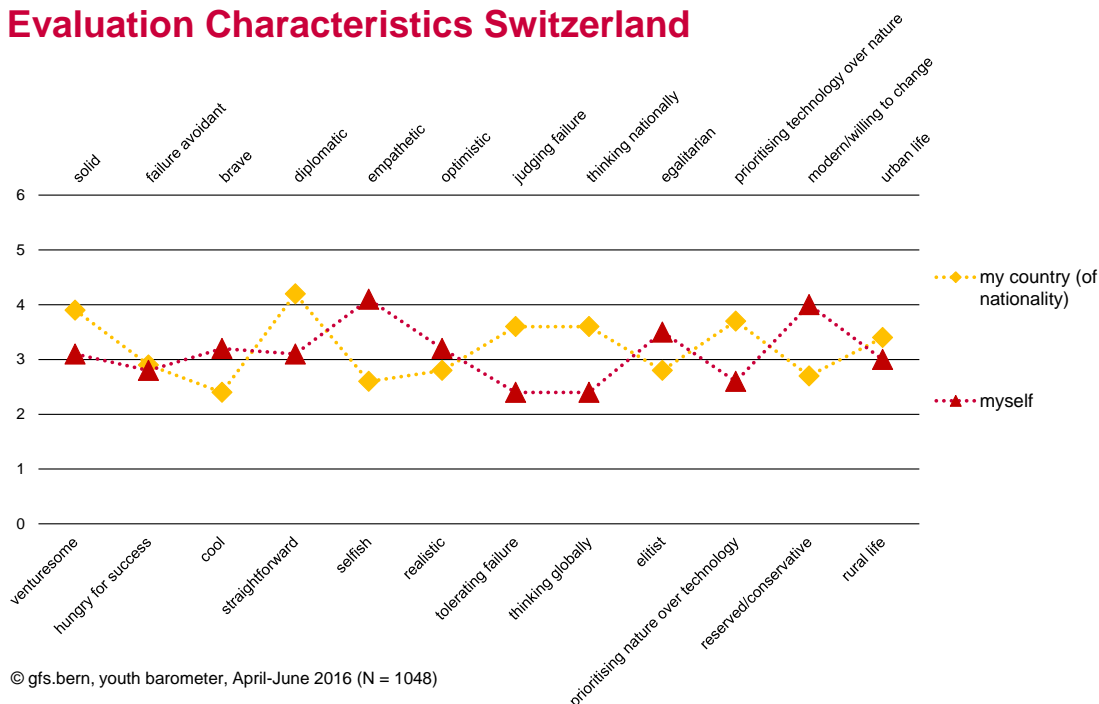
With respect to values, young people are quite stable. After all, a profound shift in values within the rather short study period of 6 years would be surprising and would have to be associated with major social upheavals.

The data collected in 2016 may be read as an indication that such a transition has begun without it having taken on a clear shape. Because when it comes to values, a lot of things remain unchanged.

In 2016 young people also tend to consider themselves caring, modern and egalitarian rather than the opposite, selfish, conservative and elitist. They tend to think of themselves as courageous and hungry for success rather than sensible and risk-averse. They prefer to be a little optimistic rather than rational, accept failures, and think globally rather than nationally. The tend to place nature before technology rather than the other way round.

Figure 61

### Evaluation Characteristics Switzerland



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It is interesting to see how young people assess Swiss society compared with how they assess themselves, because there is a divergence in almost all respects. Only when it comes to being hungry for success do teenagers assess themselves in the same way as the rest of the country. The Swiss tend to be reserved in this regard.

Otherwise, the differences are significant; both with regard to character and values. For example, Swiss young people see society as a whole as more solid, thoughtful and diplomatic than themselves. They also, however, believe the Swiss as a whole to be more selfish, more elitist and more judgemental when it comes to failure than they believe themselves to be. What's more, they see society as nationally oriented and as placing technology before nature, i.e. overall more conservative in their values.

### 3.5.2 Values and religion

The most important aspects of life for young Swiss people in the field of values / religion are friends, honesty, loyalty and a good family life. Virtually all young people see these values as important, and they have been central since the beginning of the series of surveys.

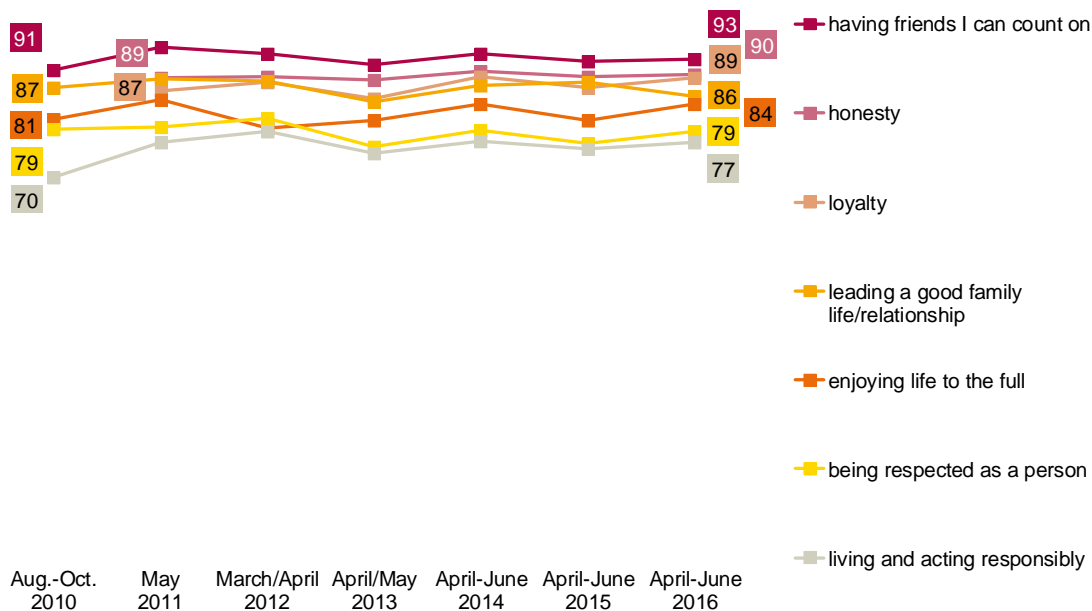
84 percent of young people want to enjoy life to the full. 79 percent want to be respected as a person and, 77 percent want to live and act responsibly. There are hardly any fluctuations or changes when it comes to these top priorities.

Figure 62

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

"Each individual person has certain ideas that determine their life and behaviour. When you think about what you strive for in your life, how important are the following things for you personally?"

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



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

For more than three quarters of young people it is important to be independent and self-reliant, and just under a quarter emphasise the importance of tolerance. A healthy lifestyle is also important for more than 70 percent. Especially in conjunction with the assessment of a responsible lifestyle, the focus on health shows that young people in Switzerland do not blindly indulge in consumerism and the satisfaction of needs; rather, they want to care for their bodies and life in general. The health and wellness trend is thus an overall social phenomenon.



For more than 60 percent of young people it is important to be independent of others and to see as much of the world as possible. Both views on life have slightly gained in importance over time, and the same is true for independence.

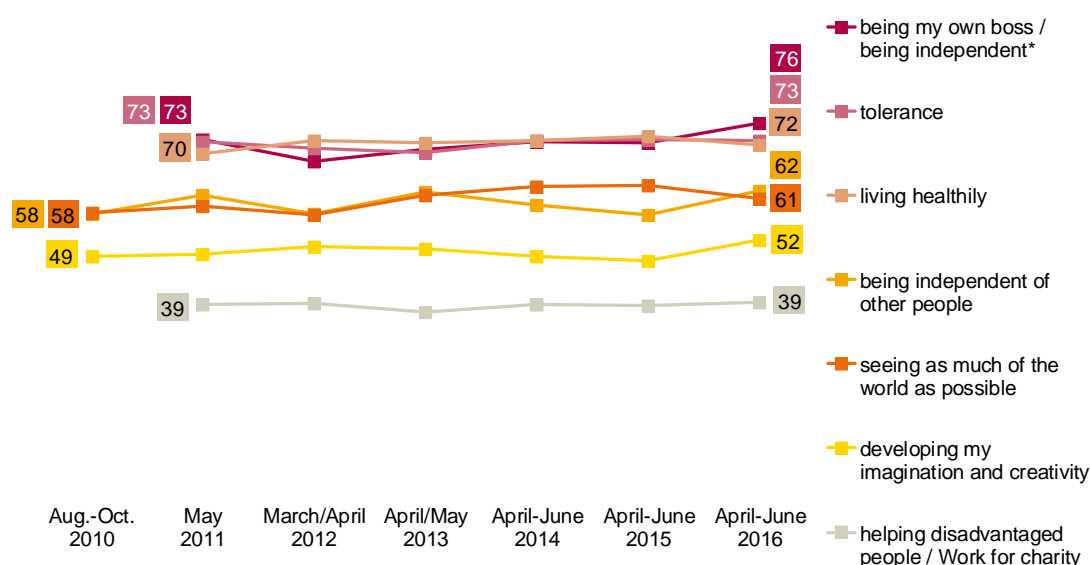
A slightly greater majority than before also consider the development of imagination and creativity to be of central importance. Helping disadvantaged people and doing charitable work, on the other hand, is only relevant for a stable 39 percent.

Figure 63

## Trend Ideas of Life: Values/Religion Switzerland (2/3)

"Each individual person has certain ideas that determine their life and behaviour. When you think about what you strive for in your life, how important are the following things for you personally?"

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



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\*until 2014: being my own boss

Young people place less significance on the importance of a career; sexual experiences and not getting lost in the crowd are also not central.

One of the clearest trends when it comes to views on life and values relates to religion: today, young people in Switzerland emphasise the importance of being able to live by one's religious and spiritual values significantly more than at the beginning of the series of surveys. The real increase in importance began in 2011/2012, and the value has remained on this elevated level ever since.

Young people who are members of the Christian free churches consider this particularly important (quite/very important: 77%), but the majority of members of non-Christian religions also want this (52%). This value is emphasised much less clearly by young people who are members of the reformed or Catholic church and by those unaffiliated to a religion (27%, 21% and 30% respectively).

Over the same period, having a lot of money has lost in importance somewhat; in 2016 this is an important life goal only for 22 percent. Being able to celebrate sporting success is of similar importance to young people. Not getting lost in the crowd has lost in importance; only 32 percent now consider this to be important.

Far fewer young people emphasise the importance of an interesting personal internet profile. Although the internet is of central importance in the lives of young people, other things are clearly considered more important.

Generally speaking, these values help trace the life plan of young people as follows: Solid relationships based on trust are the top priority for young people – be they relationships with friends, life partners or family.

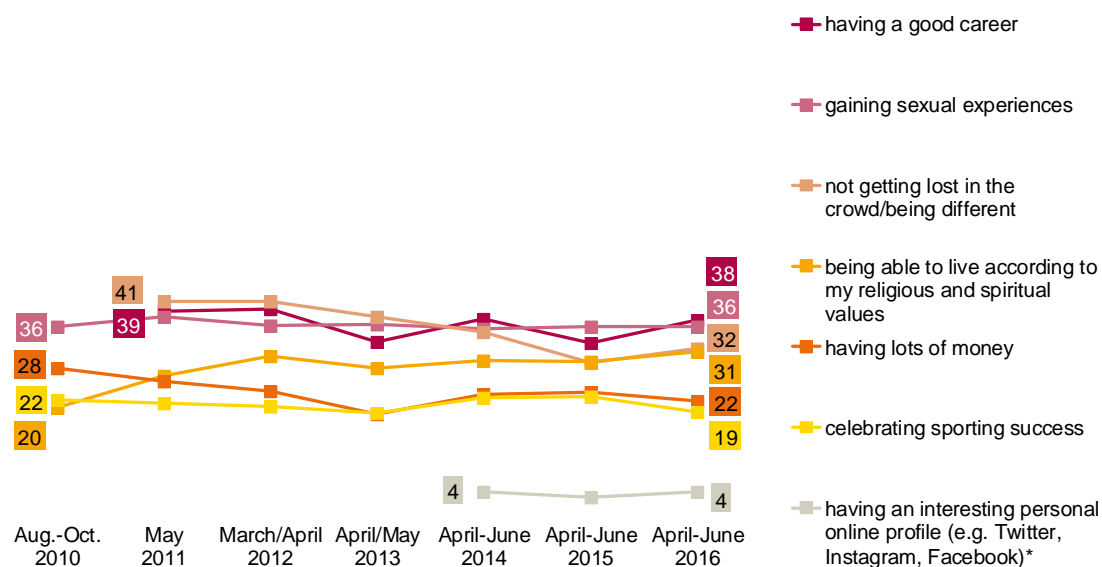
They want to be respected as a person, be independent and self-reliant and they are willing to take responsibility for their actions and look out for themselves and the environment.

Figure 64

## Trend Ideas of Life: Values/Religion Switzerland (3/3)

"Each individual person has certain ideas that determine their life and behaviour. When you think about what you strive for in your life, how important are the following things for you personally?"

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



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

\*up to 2014: having an interesting personal online profile

Young people of Generation Y are said to challenge decisions and old patterns and base their life decisions on this – by weighing up the advantages and disadvantages for themselves. This is how they pave their way through the countless opportunities that are open to them as flexibly as possible. The question of meaning takes on a guiding role here.

Swiss young people very much emphasise the importance of their closest environment. They also emphasise values that are only enabled by secure relationships, and they look for a good family life.

An interesting aspect of the value system of young Swiss people is that there is an increased requirement to live by one's own religious and spiritual values. The question is: have young people become more religious, or do they simply want greater tolerance towards people of different faiths?

In general, Generation Y is not necessarily associated with religion; rather, it is seen as having a more secular orientation. Of the Swiss young people surveyed, however, 57 percent state that there is a higher power. 46 percent believe in the existence of God. 34 percent do not believe that there is a God or a higher power, 26 percent don't know what to believe and 32 percent think that, fundamentally, all religions believe in the same God.

There is not much movement in this regard; if there is any, then it is an increase in the number of young people who do not believe in anything and of those who believe in God. What's interesting here, is the breakdown of the answers related to religious communities. The majority of Catholics (tend to agree/agree very much: 58%), of free church members (tend to agree/agree very much: 86%) and of non-Christians (tend to agree/agree very much: 73%)

agree with the statement that there is a God. The majority of young people who are not members of a religious community, on the other hand, do not agree with this statement (don't tend to agree/do not agree at all: 72%) and members of the Reformed Church are divided to undecided (tend to agree/agree very much: 39% vs. don't tend to agree/do not agree at all: 46%). Even young members of the Reformed Church believe in a higher power (55%); only the majority of young people who are not members of a religious community disagree with the statement (don't tend to agree/do not agree at all: 55%).

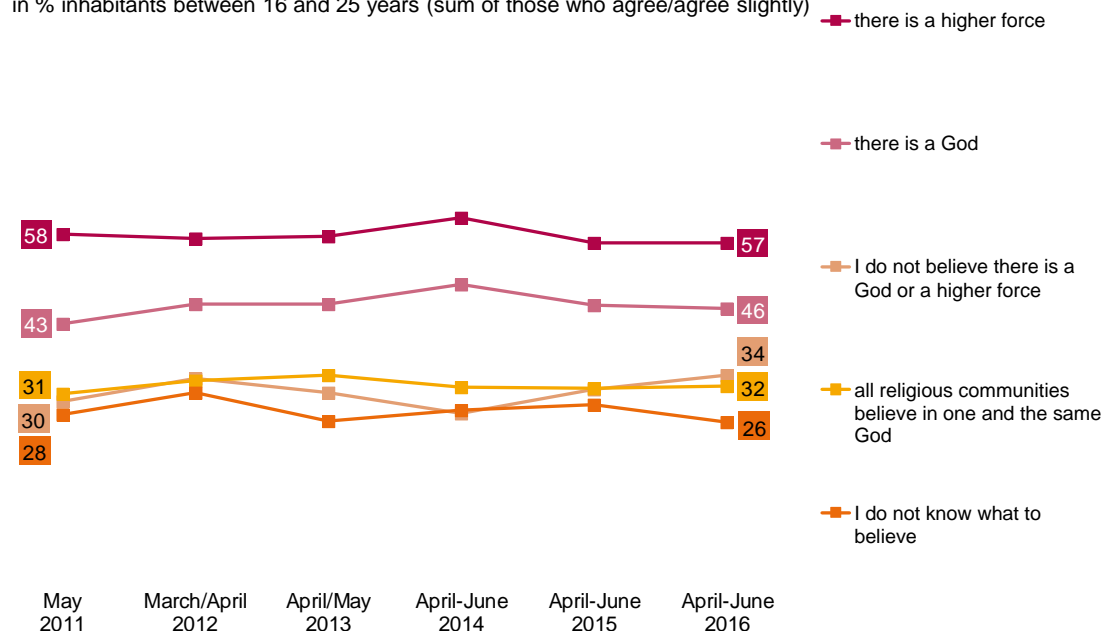
The statement that all religions believe in the same God is controversial, especially within the Christian community (don't tend to agree/do not agree at all: Cath.: 54%, Ref.: 53%, other Christians: 75%). Young people who are not members of a religious community also disagree with this statement (51%), which means that this makes sense only for members of non-Christian faith (agree: 45% vs. do not agree: 42%).

Figure 65

## Trend Statements Spiritual Views Switzerland

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

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



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Although being religious is not necessarily a characteristic that is associated with Generation Y, areligious is not the right attribute for Generation Y either. Rather, they should be described as spiritual, because a majority state that they believe in a higher power. Atheist tendencies cannot be dismissed out of hand either, which means that Generation Y knows two camps: a spiritual one and an atheist one.

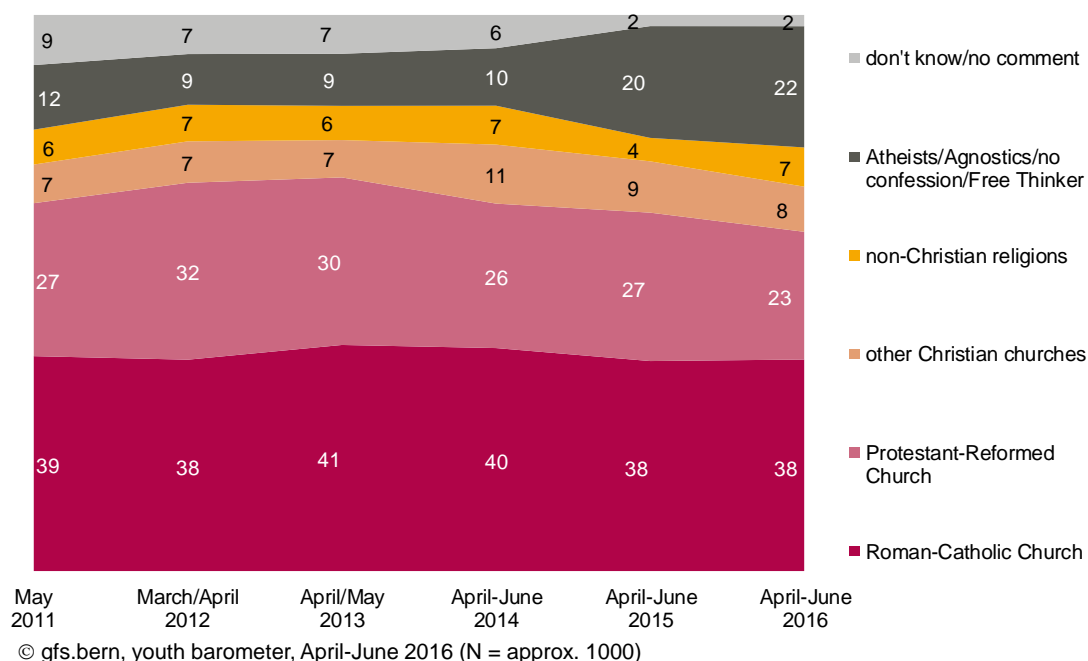
This assessment is reinforced if you ask young people about their faith directly. A stable 38 percent belong to the Catholic Church, the percentage of those belonging to the Reformed Church has dropped to 23, and a stable 8 percent say that they are members of other Christian churches. A stable 7 percent are members of non-Christian religious communities, and a significantly increased 22 percent describe themselves as atheists. While this confirms the trend towards atheism, it is anything but far-reaching.

Figure 66

## Trend Religious Community Switzerland

"What is your religion?"

in % inhabitants between 16 and 25 years



Not only young people exhibit a trend towards atheism in Switzerland. The situation is very similar to the population as a whole, where there is also a trend away from (Reformed) faith and towards religious unaffiliation<sup>7</sup>. The trend away from faith is thus not only a phenomenon of Generation Y, it concerns society as a whole. This trend is reflected to the same degree in the subsequent Generation Z.

The frequency with which people attend a church, temple or mosque is an indicator of strength of faith. The majority of young people state that they only go to church on special occasions such as weddings or funerals. 15 percent go several times a year, 7 percent go monthly and 10 percent go once a week or more often. There is a trend towards going to church more regularly, and in general in 2016 more young people than in 2014 say that they go to church, the mosque or the temple at least once a month.

When you break down the frequency with which young people attend church by religion, significant differences emerge. While the majority of members of the Reformed and the Catholic Church only go to church for a special occasion (67% and 58% respectively), regular churchgoers are the largest group among other Christian communities (one a week or more: 47%). The situation is different for non-Christian believers – not including those not affiliated with a religious community –, who most often say that they never go to church, to the temple or to the mosque (36%), but they are most frequently the ones who regularly visit houses of prayer (once a week or more often: 24%).

In summary, two basic trends can be observed among Swiss young people: one away from religion in the narrow sense and towards personal spirituality, and the other one can be described as a revival of Christianity via the newer churches.

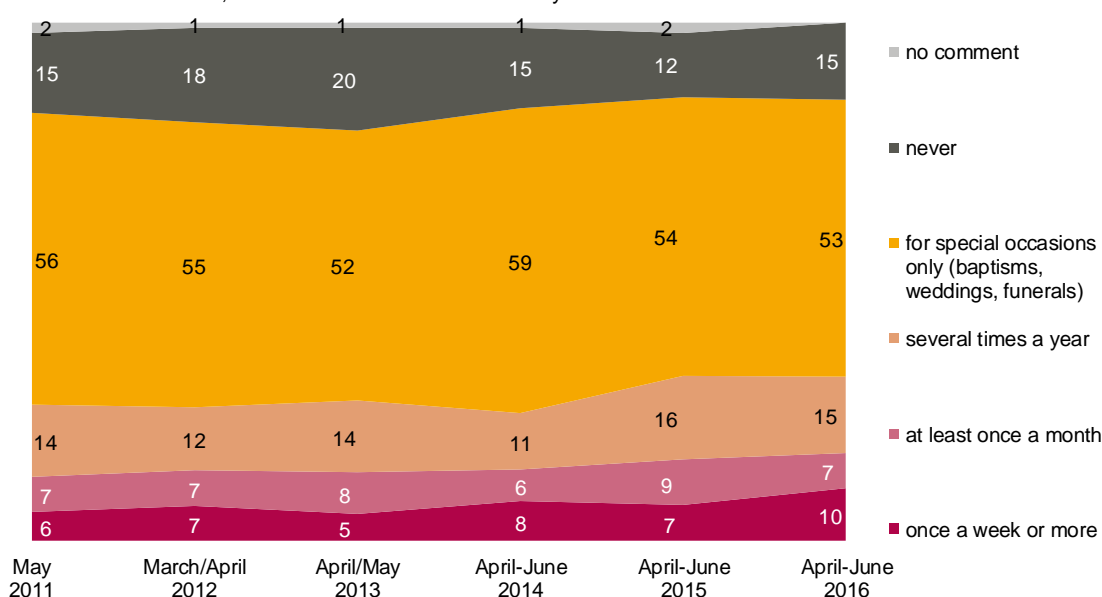
<sup>7</sup>Source: <http://www.bfs.admin.ch/bfs/portal/de/index/themen/01/05/blank/key/religionen.html>, 06.07.2016

Figure 67

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

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

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



© gfs.bern, youth barometer, April-June 2016 (n = approx. 800)

\*bis 2014: "How often do you go to church / mosque / synagogue / temple?"

### 3.5.3 Value landscape

For the first time in 2013, statements on ideas of life and new questions on values were combined to form indices in order to draw up a landscape of values held by young Swiss people. Where do young Swiss people stand on materialism, post-materialism, altruism, religious beliefs, hedonism, risk, family/friends and conservatism? The maximum and minimum possible mean values of the indices are +3 and -3. The questions that formed the basis of the various indices are shown in the following table:

Table 4

#### Landscape of values – basis of indices

<b>Materialism</b>	a lot of money	having a successful career	reaching goals through hard work		
<b>post materialism</b>	protecting the environment	imagination / creativity	Putting nature before technology vs. technology before nature		
<b>Altruism</b>	Helping disadvantaged people / charity work	Tolerance	Fighting wrongs / injustice in the world		
<b>Religious beliefs</b>	Living according to religious / spiritual values				
<b>Hedonism</b>	looking good	being desired	sexual experiences	sporting success	selfish vs. caring
<b>Risk</b>	venturesome vs. reliable	hungry for success vs. avoiding failure	interesting job		
<b>Family / friends</b>	good family life / partnership	reliable friends	honesty	loyalty	
<b>Conservatism</b>	nationally minded vs. globally minded	conservative vs. modern	rural life vs. urban life		

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The three pillars of value of Swiss young people are family and friends, altruism and post-materialism. This is followed by a focus on materialist pursuits and

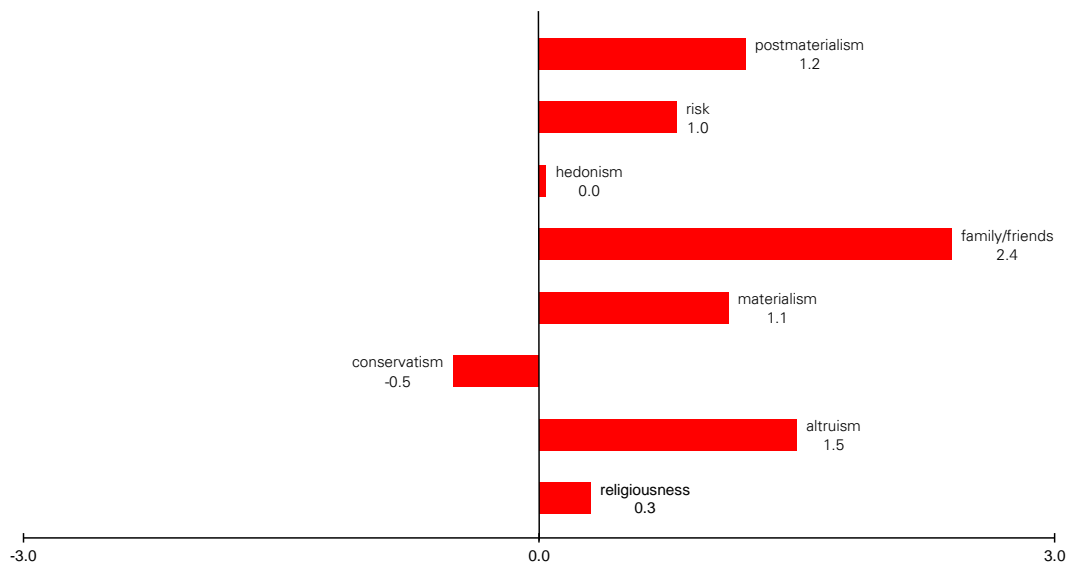
risk affinity. Young people manage to create a value symbiosis, which means that they are guided by these five values.

Hedonistic, religious or conservative values, on the other hand, are not very prevalent.

Figure 68

## Values Switzerland 2016

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



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In 2016, this value system is shaken up, although only in one case significantly. As mentioned at the beginning of the chapter, small shifts count. First of all, because as a rule value systems are long-term and stable structures, and secondly because indexed values minimise the risk of placing too much weight on individual items.

Movement can be observed in all dimensions, most notably when it comes to the willingness to take risks, which has increased in all dimensions. Young people are more likely to want an interesting job and they are more hungry for success and willing to take risks than in previous years.

To a limited extent, post-materialist orientation has also increased and on all levels. When it comes to the world of work in particular, Generation Y emphasises post-materialist values such as career opportunities for women, ecological corporate governance or flexible working models. This is in line with the fact that altruistic values are emphasised more than before.

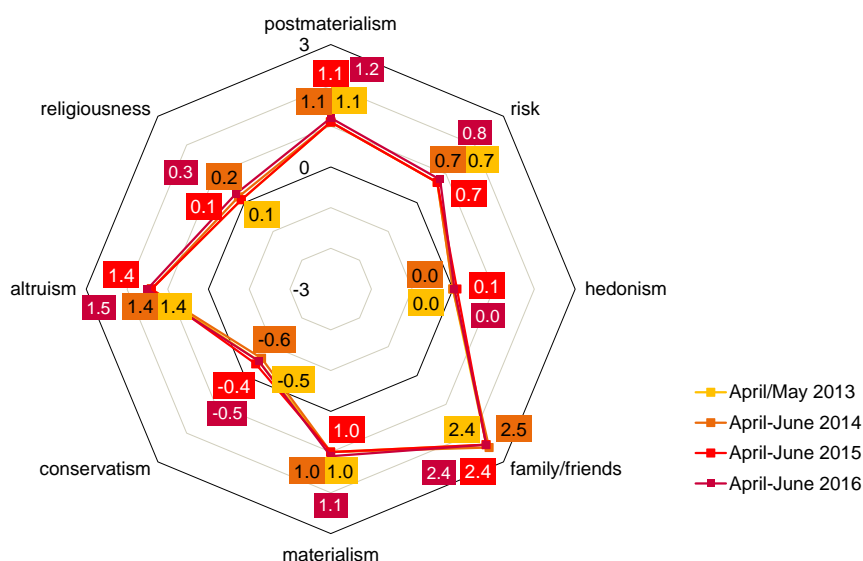
Religiosity has also increased, which is not very surprising given the topic's presence in the public discourse. However, this index is only made up of one question, which does not measure faith or its intensity, but rather reflects a basic attitude. The increased requirement to live by one's own religious and spiritual values can be interpreted in different ways. It can be read as young people wanting there to be greater tolerance towards people of different faiths or else as a requirement to practice one's own religion freely and as fully as possible. Whichever it is, young people's awareness when it comes to questions of religion has increased.

These developments have counter-movements, such as in the form of a greater focus on materialism and a greater willingness to take risks.

Figure 69

## Trend Values Switzerland

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



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**Example:** The scale for the landscape of values ranges from -3 to +3. The minus scores indicate those values that tend to be less important. In this case, for example, "conservatism". The positive scores indicate the value orientations of young people. A mean value of 0 to 1 indicates a rather weak to modest orientation, while a mean value of 1 to 2 indicates a moderate orientation. The indices are an aggregation of various questions on values, as listed in Table 2.

The individual values held by young people can be further differentiated according to socio-demographic characteristics. For those two indices that have undergone the biggest changes, we discuss the socio-demographic composition using the answer-tree method. This method differentiates a starting population to form relevant sub-populations, where both the significance of the observed difference and also its contribution to an explanation of the dependent variable represents a defining criterion. Its visualisation resembles a tree, where the main branches have the most explanatory power and other branches serve to refine this explanatory power.

Religiosity, as the analysis shows, is determined clearly and most obviously by the frequency of going to church. There is a close correlation between the frequency with which respondents go to church and the self-ascribed degree of religiosity. The more often someone goes to church, the greater their self-ascribed religiosity.

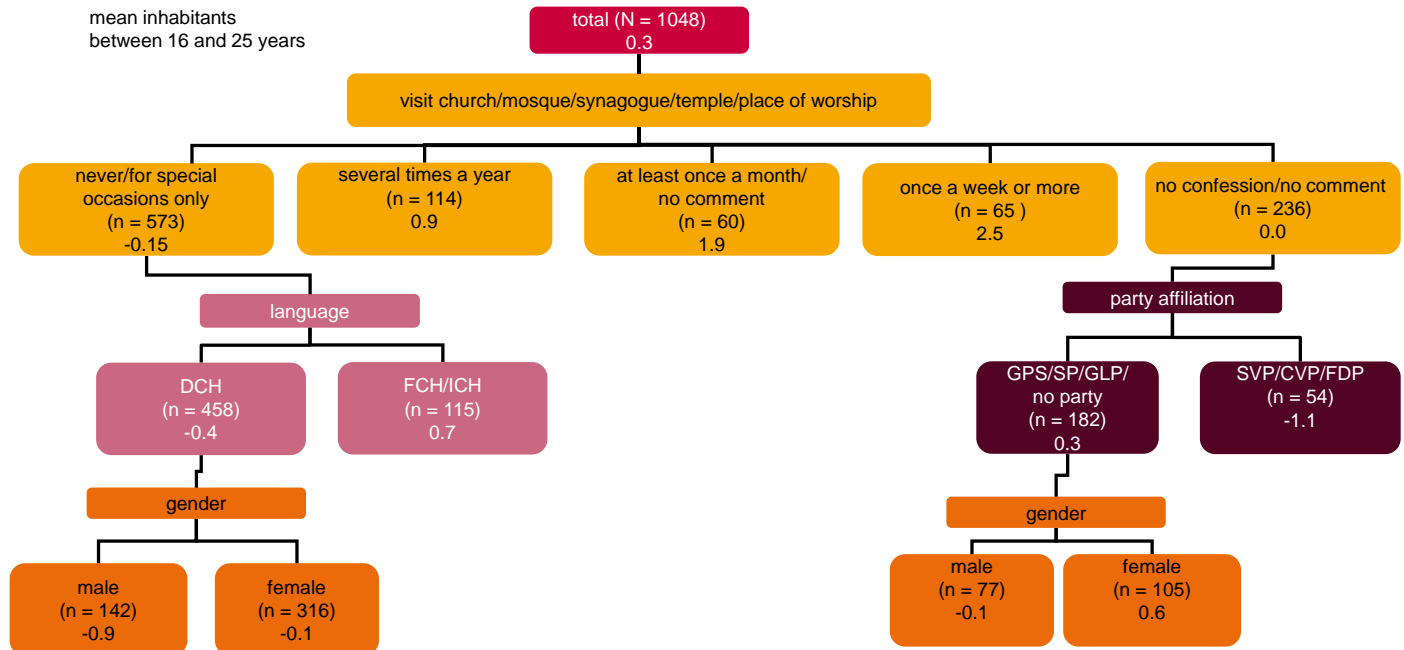
When it comes to young people who go to church only on invitation, when there is a special occasion like a wedding, the language region also proves relevant: within this non-religious group of young people, religiosity is clearly more pronounced in Suisse Romande and Ticino than in German-speaking Switzerland. However, gender has a significant influence there, with men being even less religious than women in German-speaking Switzerland.

The group of young people without a religious affiliation, which the model merges with those who give no answer at all about their religious beliefs, is also interesting. This merged category is, unsurprisingly, not particularly religious; however, party ties play a role, which comes in second place. Young people without religious affiliation but with an affinity with the SP, the Greens or the GLP together with young people without ties to a political party form a group that is quite religiously oriented. If young people without religious affiliation have an affinity for the CVP, the FDP or the SVP, then they are even more areligious. This is likely to be the case because Christian values tend to be more discussed by left-wing political parties and in a sense this hides behind party ties. Gender dependence is also reflected here: young women without

religious affiliation and politically left-leaning are far more religious than men from the same group.

Figure 70

## Answer Tree Value Landscape Switzerland: Religiousness



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Explanation: The **answer-tree analysis** differentiates for an independent variable (here: religiosity) a starting population (here: young people) to form relevant sub-populations. This method starts out with the independent variable with the most significant differences (here: frequency of going to church). This method combines sub-groups if they do not differ significantly (here: never and only on special occasions form one group). The sub-groups are divided into further sub-sections if there are significant differences and the number of cases is sufficiently large.

Men from German-speaking Switzerland are thus the least religious; they never go to church, the mosque or the temple or only on special occasions. Religiousness is most pronounced among young people who go to church at least once a week. It should be noted that the particular religious belief is irrelevant for religiosity.

The social make-up of willingness to take risks is different and above all determined by language region. In German-speaking Switzerland and in Ticino, young people's willingness to take risks is clearly greater than in Suisse Romande. This thus appears to be primarily culturally determined.

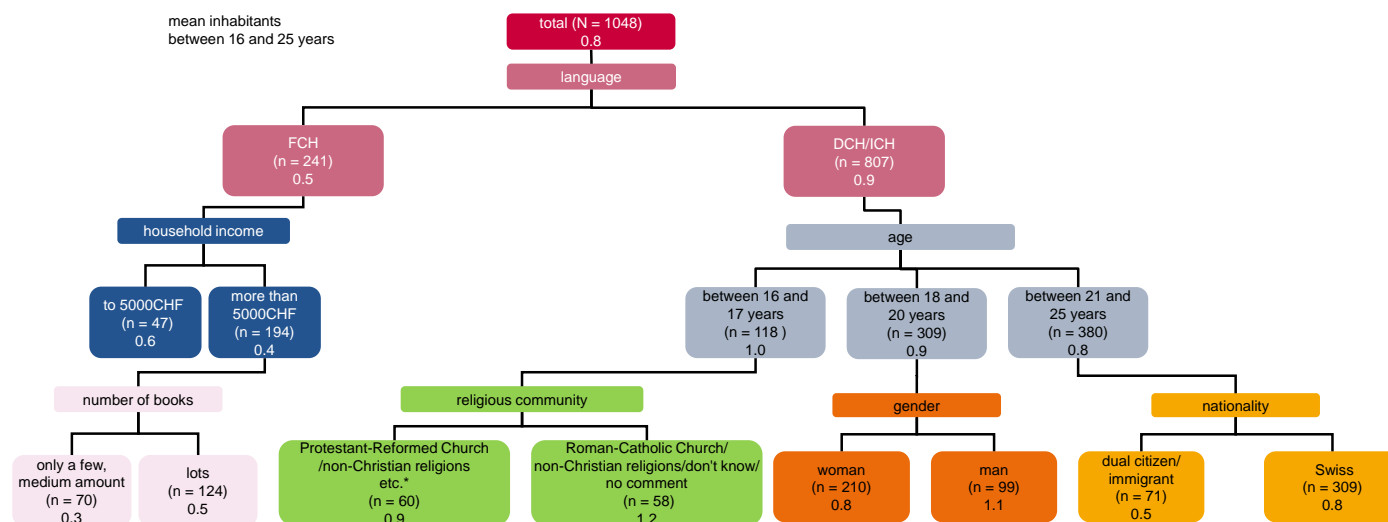
It is lowest among French-speaking young people, who come from better off households and whose parents tend to own few to medium number of books. The number of books parents have generally serves as an indicator of a household's level of education, which means that these young people tend to come from households with low levels of education but are high-earning.

In German-speaking Switzerland and Ticino, on the other hand, age is decisive for risk orientation, which tends to decrease with age. It is highest among members of Generation Z. This is likely to be a life cycle effect rather than a generation effect. Among this youngest group of respondents, willingness to take risks is further influenced by religious persuasion, and it is highest of all among Catholics and non-Christian young people. Among 18 to 20-year-olds, willingness to take risks is secondly influenced by gender, with men being more willing to take risks at this age than women. Among the over 20s, nationality is relevant. Swiss people of this age are more willing to take risks than people with dual citizenship or foreigners.



Figure 71

## Answer Tree Value Landscape Switzerland: Risk



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\*Atheists/Agnostics/no confession/Free Thinker/other Christian churches

### 3.5.4 Interim assessment

The values the young people are guided by are relatively stable overall. There are, however, possible indications in 2016 that a shift is occurring without it being clearly manifested.

Solid relationships based on trust are the top priority for young people – be they relationships with friends, life partners or family. They also emphasise values that are only enabled by secure relationships, and they look for a good family life.

They want to be respected as a person, be independent and self-reliant and they are willing to take responsibility for their actions and look out for themselves and the environment.

An interesting aspect of the value system of young Swiss people is that there is an increased requirement to live by one's own religious and spiritual values. Although being religious is not necessarily a characteristic that is associated with Generation Y, areligious is not the right attribute either. Rather, they should be described as spiritual, because a majority state that they believe in a higher power.

Atheist tendencies cannot be dismissed out of hand either, which means that Generation Y knows two camps: a spiritual one and an atheist one.

## 4 Summary

The findings of the 2016 Youth Barometer for Switzerland are summarised as follows:

### **Finding 1: Attitude to life of Generation Y dominates, ideas of a Generation Z can be found in places**

Swiss young people are shaped by the attitudes of Generation Y. They have affinity for the web and its trends and they use a broad mix of media to find out about things. Their views on life revolve around stable relationships but are also very much shaped by individualistic trends and post-materialist values.

Undercurrents of new developments can be observed. Generation Z in particular places greater emphasis again on status and career and has a high affinity for image and video-based platforms. For the youngest respondents, an inclination towards attaching greater importance to external perception cannot be dismissed out of hand.

### **Finding 2: Living environments are changing, economic uncertainty can be felt**

Real life of young people in Switzerland has been in motion in the past two to three years. Not only classic success components are again emphasised more, there is also more focus now on financial life goals and a fear of unemployment.

Overall, economic orientation is decreasing and young people are becoming increasingly pessimistic about the future. At the same time, they are more willing to take risks, which can be interpreted as a sign of a growing entrepreneurial spirit.

### **Finding 3: Highly dynamic communication trends**

Posts, comments, shares and likes are the social currency of the 2010s. The increased frequency of news consumption and the opportunity to take part in discussions have changed public discourse and brought about new phenomena such as everyday heroes, new forms of protest, new financing models for campaigns and digital populism.

### **Finding 4: Facebook has had its peak**

Facebook membership numbers are declining significantly; Generation Z is beginning to switch to new platforms. Problems such as data protection, bullying, hate comments, insults and the platform's ability to be tampered with are the cornerstones of the criticism. On the positive side, this is still juxtaposed with infotainment, agenda setting, exchange and the platform as a counterweight to the establishment.

### **Finding 5: Digital populism: Perception of problems with blind spots**

Young people are aware of the problem of digital populism, but they are not protected from it. They don't know very much about the filter mechanisms in social networks and the resulting potential for distorting one's perception. Young people are, however, generally aware that such channels can be tampered with.

They praise the fact that you can express yourself in the social networks (agenda setting) and that they can be used to bypass inequalities in the power structure. They are critical when it comes to hate speech and the reinforcement of hatred.

#### **Finding 6: Politisation without a specific direction**

Young Swiss people are concerned about the refugee issue and generally about topics related to migration, but they also feel unsure about the economic climate. At the same time, there is a minimal rise in political and social involvement.

A politicisation is underway, but a discursive or ideological one. Generally speaking, young Swiss people are drifting to the left.

#### **Finding 7: Polarisation when it comes to questions of religion**

Although being religious is not necessarily a characteristic that is associated with Generation Y, areligious is not the right attribute either. They increasingly consider being able to live by one's religious and spiritual values as important.

Two basic trends can be observed among Swiss young people: one away from religion in the narrow sense and towards personal spirituality, and the other one can be described as a revival of Christianity via the newer churches.

The insights gained on young people in Switzerland and the discussion about generations lead to the development of an understanding of the elements that shape generations. We therefore continue to use the systematisation of the generation concepts as a working hypothesis.

Baby boomers were shaped by prosperity, which offered new options with regard to material and personal security. Consumption was also an essential part of this.

New generations are shaped more by media and the use of digitalisation. There is significant interaction between technical innovations and the broader living environment. Typical media of **Generation Y** are the smartphone and viral internet phenomena such as Gangnam Style. As digital natives, the young people of today are well-versed in the use of Web 2.0 and cope with technological changes. These elements thus shape their values and priorities in life.

In an attempt to systematise compared with other generations, we consider young Swiss people at present to be moderately materialistically and economically oriented. They fit the image of **Generation Y**, they are concerned about global problems (the economy, refugees) as well as about retirement provision and, through flexibility, attempt to achieve material security. They are heavily focused on personal security and moderately individualised, with the new forms of social interaction at present somewhat curbing what is seen as the mega-trend of society towards individualisation. The consumer criticism of Generation X has subsided and young people are enthusiastic about new digital forms of consumption such as product comparisons. Overall, they seek a balance between achievement and security. Generation Y is therefore probably more strongly focused on stability than older and younger people in Switzerland are.

New trends can be observed among the youngest respondents in particular. The interviewed members of **Generation Z** place greater priority on material values and prestige again, probably because their perspective is more strongly shaped by economic instability. The growing criticism or questioning of classic education and career paths is evidence of individualistic life plans. They show an orientation towards internet stars that are the same age as they are; through their feeds, pictures and videos they have become the advertising ambassadors of the young generation. Similarly, the consumerism of the members of Generation Z we surveyed is heavily influenced by their peers. Nowadays, models are no mere projection screen, rather, as people they sell an entire image, which is constructed and cultivated through social media. Young people deal with digitisation in a playful and easy way, and they are fascinated by new tools like Snapchat and Instagram. In this dynamic environment, private security and relationships still enjoy high priority.

Table 5

## Differences between generations in Switzerland

Generation	Priority material security	Priority private security	Customisation	Consumerism	media	coping with digitalisation	conclusion
<b>Baby boomers</b> (1945-1964)	low post materialism	low experiments	high self-fulfilment	high consumer society	TV Elvis Presley	low no experience	new values and worlds, prosperity, unstable
<b>Generation X</b> (1965-1976)	low status quo OK	medium low priority	high autonomous ways of life	medium consumer criticism	MTV Nirvana	medium digital immigrants	"couldn't care less", decline, unstable
<b>Generation Y</b> (1977-1999)	medium new materialism flexibility old-age pension	high stabilisation	medium new social interactions	high continuous consumption through Big Data sustainability	smartphones Gangnam Style	high digital natives well-versed in the use of Web 2.0	balanced performance and security orientation
<b>Generation Z</b> (2000+)	high economic crisis critical of education	medium to high increasing priority individualistic CV	high Web hedonism web entrepreneurs	medium (?) sharing peer orientation	Snapchat Instagram Justin Bieber	high digitalised life	new values, digital self-fulfilment unstable (?)

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We propose the following hypotheses for discussion:

### Hypothesis 1

In the lives of young people, online communities provide a partial replacement for social clubs, and social and to an extent political involvement can happen via online channels.

### Hypothesis 2:

Young people of Generation Y look for stability and security in their relationships, something they can no longer fully rely on in the world (of work).

Life decisions are made from the point of view of their own benefits, because an uncertain world makes Generation Y feel that they are on their own.

### Hypothesis 3:

Young Swiss people are made to feel insecure by real life, which makes them more committed. They are moved by political problems; further politicisation is a plausible scenario.

They want to play a more active role in events but are confronted with global phenomena. They are thus increasingly guided by a wider framework. The political sphere of action of their own country is no longer sufficient.

# 5 Appendix

## 5.1 gfs.bern team



LUKAS GOLDER

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

Specialist areas

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

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



MARTINA MOUSSON

Project manager, political scientist

Specialist areas

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



CLOÉ JANS

Junior project manager, political scientist

Specialist areas:

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



STEPHAN TSCHÖPE

Head of analysis and services, political scientist

Specialist areas

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



AARON VENETZ

Data analyst, political scientist

Specialist areas

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



ALEXANDER FRIND

Data analyst, political scientist

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



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