



STIFTUNG FÜR ZUKUNFTSFRAGEN

EINE INITIATIVE VON BRITISH AMERICAN TOBACCO

HORST W. OPASCHOWSKI ULRICH REINHARDT

A VISION FOR EUROPE

From Economic Community to Community of Values.

A representative study in nine countries

Helping to shape the future

BRITISH AMERICAN TOBACCO'S FOUNDATION: "STIFTUNG FÜR ZUKUNFTSFRAGEN"

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The "Stiftung für Zukunftsfragen" aims to make a contribution to the timely recognition of social challenges and to the development of constructive solutions. It is committed to conducting responsible research into our society's future based on a down-to-earth practical approach and the right measure of imaginativeness. The foundation hopes that its philosophy of "focusing on people in a changing world" will enable it to make a positive impact on future social developments and to provide useful pointers that can help us to prepare for the future. The foundation is an independent and impartial organisation.



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STIFTUNG FÜR ZUKUNFTSFRAGEN

Eine Initiative von British American Tobacco

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Almost one hundred years ago, the French author Paul Valéry travelled extensively throughout Europe. By the time he returned, he had come to the conclusion that Europe is merely an “Asian peninsular” from a geographical, political and cultural perspective. Today – in the age of globalisation – the issue of where Europe begins and ends is even more critical. Is Europe a pure geographical entity or is it increasingly developing its own political, cultural and social identity? In this same connection, it is interesting to know whether the mental and national borders between the people of Europe are becoming blurred.

In publishing this European study, the German “Stiftung für Zukunftsfragen” is demonstrating its commitment to being an interface between science, the industry, the general public and politics. The international survey is the first step in communicating an idea of the perceptions of European citizens to anyone who is interested in learning about them. The survey results do not claim to provide clear answers or rules of thumb. They are merely intended to contribute to a better knowledge of Europe and its citizens.

Over 50 years ago, “in varietate concordia” was taken as a motto by the European countries which initiated the process leading to the creation of our modern-day European Union and its 27 member states. Europe is obviously larger than the EU, but the motto of “unity in diversity” is just as relevant and valid now in the countries of Europe as it was 50 years ago.



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What unites us! European hopes and values

“One Europe, many Europes”: At home abroad

The European Union celebrated its 50th anniversary in 2007. In the same year, the last checkpoints at the borders to Southern and Eastern Europe were abolished. Since then, almost 500 million people have been able to realise their vision of unrestricted travelling throughout Europe. This vision of “freedom to travel” has now become reality. Europeans can move freely across the national borders of all European Union countries. They can live and work wherever and however they want.

These days, people who travel to Berlin or Brussels, Berne or Budapest, Paris, London or Rome, Moscow or Helsinki may be abroad, but they can still feel at home. “Feeling at home abroad” (Ash 2004, p. 252) is the genuinely wonderful thing about the new Europe. Europeans can be at home anywhere in Europe, which is one of the reasons why the Americans make fun of the “Euro midgets”, the “tiny countries with their borders so close together. Even the languages are rinky-dink. Sometimes you need two or three of them to get through

lunch.” (O’Rourke 2002, p. 112). OK – things are different in the USA (though not necessarily better) than in Europe. Both originate from historical identities that have evolved over time.

For decades now, international value trend researchers have been referring to special national singularities:

- The Italians are characterised by a low level of interpersonal trust. In southern Italy, this suspiciousness takes on extreme forms: People from this region trust very few people and have few moral obligations towards people outside their core families (Banfield 1958).
- Only a few Germans – in contrast to the British and Americans – are proud of their political institutions (Almond/Verba 1963).
- The French – and the Italians – have the lowest level of life satisfaction year after year. They are permanently at the bottom end of the European satisfaction scale (Inglehart 1989).
- The Danes are at the opposite end of the scale. The probability that a Dane will consider himself to be “very satisfied” is “six times higher” on average than the probability that an Italian will say the same (Inglehart 1989). Similar findings

were obtained in a BAT Europe Study of 1993, which surveyed the travel habits of 8,000 Europeans in six countries. "The Danish are 'Europolitan' travellers; they feel at home in countries all over Europe. Three-quarters of the Danes said that holiday quality is all about 'behagelig atmosfære' (a relaxed atmosphere)" (BAT Leisure Research Institute 1993).

- The Dutch and Belgians think least about "the meaning and purpose of life" (Inglehart 1998), which can be associated with the decline in religious convictions and behaviour in those countries. On the other hand, the Belgians and Dutch show the highest level of civic involvement ("volunteering") in Europe and many more of them voluntarily help people in their social environment than citizens of other countries (Gaskin 1996).

Culture, history and norms that are handed down from generation to generation are one possible explanation for a country's special character. Despite that, the citizens of the new Europe have one fundamental thing in common: a value orientation that guarantees their survival and increases their prosperity.

"Winners or losers?" Europe and the globalisation process

The term globalisation was first used in the early seventies in conjunction with the satellite photos of our blue planet. Since then, this term has become a synonym for the global economy – a description for international markets, products and services as well as a global market for ideas. Going beyond the economic aspects, the process of globalisation has

had far-reaching consequences in terms of both social and cultural development – even culture has become a global player. Three-quarters of the films watched by Europeans at the cinema or on TV nowadays come from the USA – a development which has changed the way we view the world. Gone are the days of taking a night-time stroll with Jeanne Moreau along the Champs-Élysées or gazing over the islets with Liv Ullmann. Instead "we have intimate knowledge of the interior of a police station in the Bronx" (Schlöndorff 1999). Against the backdrop of globalisation and Europeanisation, national issues have been reduced to the lowest common denominator.

Taken subjectively, this process triggers extremely contradictory emotions in those who view themselves as "winners" and those who regard themselves as "losers":

- The winners see globalisation as a kind of liberation from overly constrictive and outdated boundaries. They welcome the feeling of optimism which lines the road on the way to a truly worthwhile future.
- The losers, on the other hand, view the future with a sense of fear. They see themselves as victims of a process over which they have absolutely no control.

These two parties can only agree on one issue: the process of globalisation cannot be halted, let alone turned back. So the question remains, will we all be cosmopolites in the future? The impact of globalisation is viewed differently in each European country. Over half of the Finns (51%) believe that globalisation will bring them benefits. The Belgians (43%), the Swiss (43%) and the British (39%) have a similarly positive future outlook. Even the French (37%), Italians (25%)

and Russians (24%) have hopes to benefit from globalisation that outweigh their fears.

The Hungarians and Germans take a different view. In these two countries, not even one-fifth (19%) believes that globalisation will have any positive impact on their future life. In both countries, the problem is obviously not globalisation but the degree of inequality and the subjectively perceived unfair distribution of the fruits of globalisation between winners and losers. Citizens in these countries doubt that the distribution is fair and equitable. One thing that stands out in all participating countries, is that the younger generation has a more positive view on globalisation than the older one. This could be one of Europe's future hopes. Despite all the euphoria about the new Europe, we now have to reconsider the issue of social justice because the divide between rich and poor is constantly getting bigger.

For example, the World Value Survey which was conducted on 120,000 people in 81 countries (Inglehart 2004) proves that values in Europe and the USA are not in opposing blocks, but grouped in terms of criteria such as catholic Europe, protestant Europe or the former communist countries. "Intercultural differences" provide one explanation for the fact that France, Italy and Spain's attitudes towards life are closer to those of Canada and Australia than those of Sweden and Russia (see graph "What unites us. World. Values. Communities).

It is only right that we critically question whether this distribution is fair or, at least, acceptable. The French sociolo-

gist André Gorz noted over a decade ago that the European economy is growing faster than the population. EU countries are between 50 and 70 percent richer compared with twenty years ago. Nevertheless, unemployment figures in the EU run at 20 million and there are 50 million poor and 5 million homeless people: "What has happened to this additional wealth?" (Gorz 1997, p. 35).

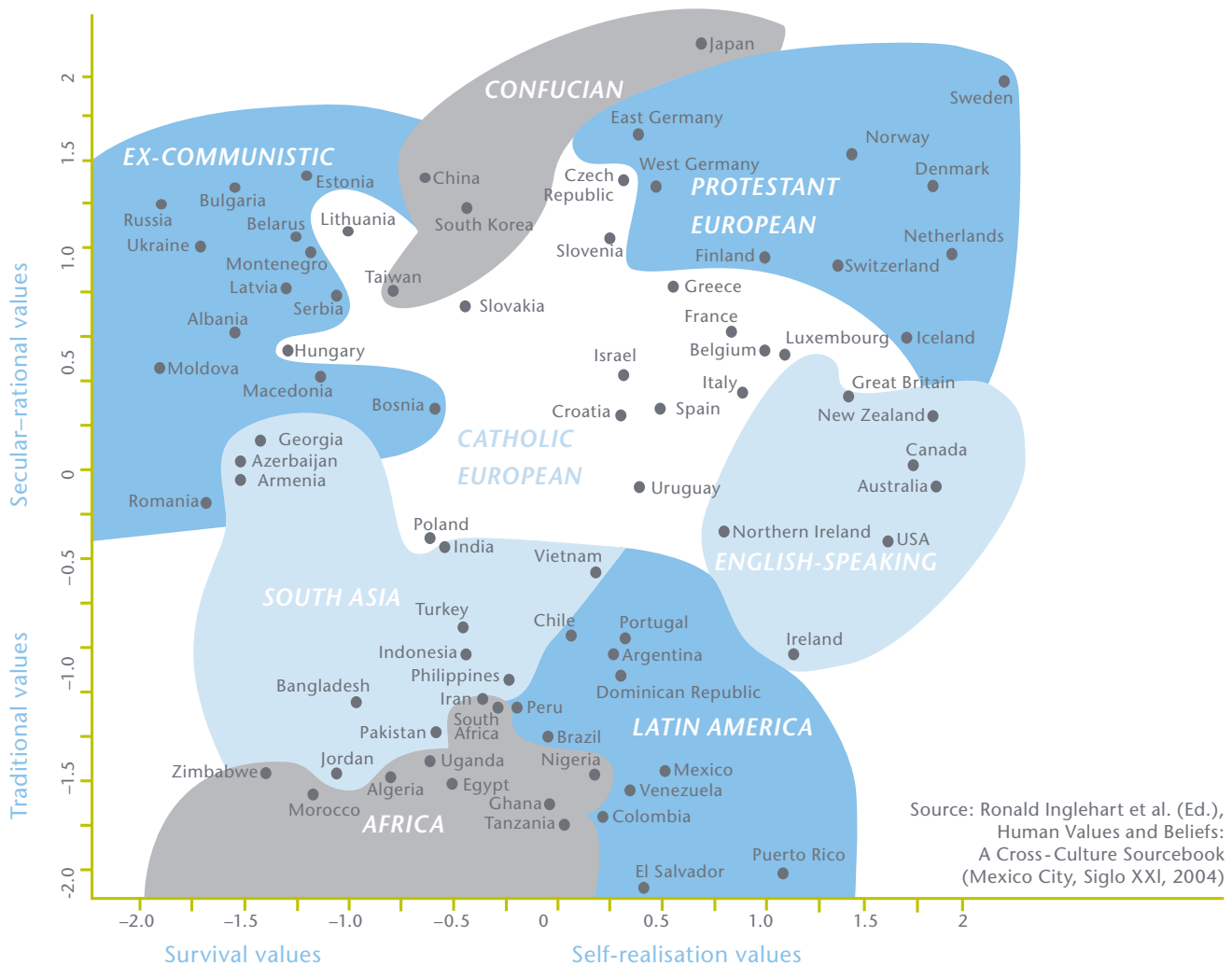
Mass immigration into Europe – growing numbers of people are migrating towards the prosperity enjoyed in Europe – means that diverse cultures and lifestyles are coming together. This does not have to necessarily result in confrontation. The Polish author Ryszard Kapuscinski (2000, p. 177) describes this aptly: the new citizens of Europe "drink Cola before going to pray at the mosque".

"EU-phoria": From European diversity to European uniformity

New Year's Day 1993: customs officers at Venlo on the Dutch/German border sawed through the barrier. The barrier, as a relict of former times, no longer had a place in a "Europe without boundaries". This new Europe, however, was not a homogenous mass: it was a Europe of both plurality and cultural diversity. For example, consumer research has shown that although yoghurt remains yoghurt, the Germans prefer strawberry flavour whilst the Italians favour orange flavour and, in France, apple flavour counts as the clear favourite. We are still some way off from the existence of the "typical" European: the individual countries are just far too different,

What unites us: World. Values. Communities.

World value study after Ronald Inglehart of 120,000 respondents in 81 countries



even if such cultural differences appear almost clichéd. Yet, having developed over time, stereotypes and reality are often not that far apart.

The explanation for this is not just a question of linguistic comprehension. Otherwise German, French and Italian-speaking Swiss citizens would all rate their level of satisfaction differently, which is not the case. The differences in attitudes and behaviour displayed by Europeans on a daily basis can be

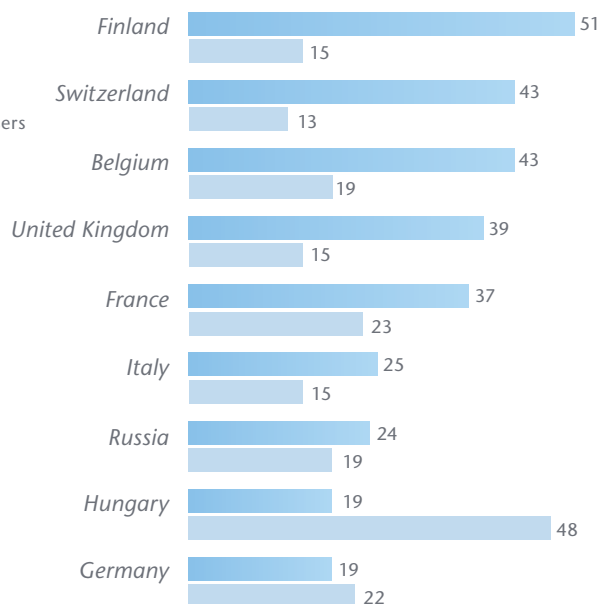
traced back not to language but to the various cultural norms which are passed on from generation to generation.

The opening of the single European market has made so much possible which was previously considered to be inconceivable. On the other hand, the boundaries within Europe are often changing more quickly than European customs and practices. To the same degree as the EU is pushing forward to remove former boundaries, the citizens in the

Globalisation: Where optimism and fear collide

Of 100 people interviewed, the following see themselves as winners or losers of future societal challenges that have an impact on their very personal life, work and wealth conditions:

- Winners
- Losers



individual countries feel compelled to create new frontiers to maintain their own identity, national culture and history. They are looking for a way to differentiate themselves in order to preserve their national character and independence. The very different national characters of the European people – “savoir vivre”, “dolce far niente” and German “Gemütlichkeit” – will be retained in future. These deep-seated customs and traditions are a kind of “Second Nature”; they are similar to a suit of armour which is almost impossible to destroy. This Europe of nations is joined by a Europe of regions: European regions are enjoying a renaissance, e.g. Saarland/Lothringia/Luxembourg and Bavaria/Bohemia/Austria.

“Soul searching”: Europe in search of its soul

What is Europe? Who are the Europeans? These questions are currently the subject of intense political debate: Europe is in search of its soul. Without this process of “soul searching” (Moisi 1999, p. 45) there can be no European dream. The concept of Europe cannot be made without history, culture and visions. Is there such a thing as a common European identity? Or does Europe have “many souls” (Weiss 2003, p. 183) and identities as there is still no European community of values?

Is there such a thing as common European values? At first glance, it would seem not. So what is “Europe”? The word “Europe” has a Greek-Phoenician root and originally meant

“dark” or “go down”, which is a reference to the Western world, where the sun sets. This is probably what former US Defense Minister, Donald Rumsfeld, was hinting at when he made his famous differentiation between the New World and “Old Europe”. The term made such a big impact that it was the word of the year in Germany in 2003.

Is Europe now more than merely a geographical and political term? Does it also describe a place with cultural and anthropological similarities? Does Europe have something intrinsic and unique? In his famous Zurich speech in September 1946, Winston Churchill proposed the creation of a “United States of Europe”. Today, politicians tend to talk more about the risk of “Eurosclerosis” than of a common European idea or even a new “House of Europe” to replace the one that was originally built by Jean Monnet, Robert Schuman and Konrad Adenauer, Alcide De Gasperi, Delors and Kohl, Churchill, de Gaulle and Paul-Henri Spaak. These are the founding fathers of the new Europe that already celebrated the 50th anniversary of the Treaty of Rome in 2007.

French sociologist Alain Touraine, one of the mentors of the ‘68 movement, challenged the countries of Europe with the question “Can we live together?” (“Pouvons-nous vivre ensemble?”). Given the growing number of social problems, Europeans expect more moral than social answers. If we cannot work this out, the union will slip away, like sand through our fingers “whilst we continue to believe that it is as solid as concrete” (Touraine 2002, p. 7). If we fail to get down to the business of a new European partnership policy, the current feeling of insecurity will spread.

In his drama "Nathan the Wise" (original German title "Nathan der Weise"), Lessing answered the question of whether Christianity, Judaism or Islam is Europe's true religion using the parable of the three rings. The rings were so similar that they could not be distinguished from each other in their value. Applying this parable to modern society, no national value culture can assume primacy in the 21st century. What is the current situation? How can we live in peace? What will keep the expanded Europe united in this coming century?

In order to counteract the impending loss of confidence in both the public and private sphere, an understanding for common values must be reached. The American President, George W. Bush, referred to some of the central elements of our shared value culture in his speech to the German Federal Parliament in Berlin in May 2002, such as the pledges of the Magna Carta, the teachings from Athens, Parisian creativity and Luther's unfaltering conscience. Only by returning to traditional values can we hone our vision for the future:

- Athens represents in part the transition from aristocracy to democracy, for the constitutional and social reforms introduced by Solon (594 BC) and the democratic rights fought for by Cleisthenes (510 BC).
- Rome, the capital of the Roman Empire and the centre of the Occident, was the birthplace of the Latin expression *carpe diem*, coined by the poet Horace. This phrase challenges us to seize the day and live for the here and now. "Only that man will live joyfully, who is able to have said every day, 'I have lived'" (Horace *Odes*). A parallel can easily be drawn to European lifestyles in the 21st century. Rome also embodied

Juvenal's philosophy of *panem et circenses* ("bread and circuses"). If politicians do not want to lose the favour and benevolence of the people, they must satisfy the entitlement to and demand for subsistence and pleasure.

- The French author and philosopher Voltaire (1694–1778) is regarded as one of the most important proponents of the European Age of Enlightenment. Voltaire was a member of Frederick the Great's court in Potsdam from 1749 to 1753. He advocated the abolition of serfdom, was bound by a deep sense of justice, pleaded for religious freedom and fought against prejudices and religious fanaticism. Voltaire also defended tolerance and human rights as well as every man's right to happiness. He describes this aptly in the famous phrase from his poem *Le Mondain* (1736): "Paradise on earth is where I am."

Diéz-Hochleitner, the former President of the Club of Rome, sees the failure to fulfil these ethical values as the greatest challenge of the 21st century and the biggest risk for future generations. The problem lies in the "contradictory and questionable" manner with which ethical values such as freedom, tolerance, justice, respect and solidarity are dealt with today. Although politicians are very much open to a discussion on values, they often fall short on or simply fail to keep their promises. Business managers must also do significantly more for social equality as the economy benefits from social actions. This would essentially be "intelligent egoism", (Diéz-Hochleitner 2000), which combines economic interests with the solution to social problems. However, greater awareness and conviction need to be spread in this matter.

“Doing Europe”: The path towards a European community of values

National identities flourish on a shared past, present and future. Are Europe’s identities only defined in negative terms, as distinct from the USA, Japan and China? Can one only “feel” like a real European while being in New York, Tokyo or Shanghai? Until now, Europe has lacked a SINGLE unifying factor which is why, in 2001, Romano Prodi made the pragmatic recommendation to the European Parliament that “we do Europe”. Prodi’s “Doing Europe” formula will take time to allow a feeling of solidarity developed via common goals and lifestyles. Put more specifically, we are talking here of “belonging” (Wodak 2003, p. 287) – meaning communication, participation, integration, etc.

Seven days after the terrorist attack in the USA, Lufthansa placed a full-page advertisement in the daily press in order to win back lost confidence and trust with the appeal: “Let all of us come together. At a time like this, solidarity through shared goals and values is more important than ever before”. Solidarity requires an understanding of what unites us. Yet this is precisely Europe’s unsolved problem: the diversification of our ways of life is connected with an atomisation of our value systems. How can we seriously discuss the idea of a European community of values if we all want to be allowed to do everything?

Europe is at an all-important crossroad: today, no single country in Europe is able to secure its future on its own. Only

a pan-European partnership can prevent the gap between the rich and poor becoming even greater.

The rich countries of Western Europe, in particular, must reconsider the way they live and develop new standards for measuring quality of life. The emergence of a sense of injustice will be inevitable should the gap between North and South continue to grow, if poverty spreads further and if Europe does not face up to its full responsibility to provide international aid. The global projection of materialistic values via TV, Internet and tourism tends to present Europe in an arrogant light.

It is not the European lifestyle per se which should be questioned, but rather the naïve equation with the American way of life – between Walt Disney and Coca-Cola, McDonald’s and MTV. The European value culture on the other hand – a commitment to democracy and separation of powers, the recognition of freedom and tolerance – is very much worth protecting and maintaining. When Europeans today talk critically of American culture, they are quickly labelled as anti-American and their comments dismissed as “intellectual European blubbering” (Colin Powell 2002).

Until now, integration problems in Europe have been prematurely reduced to language courses. Many immigrants in France speak better French than Arabic but nevertheless conflicts and violent clashes still occur. An integration policy is doomed to failure if there is no shared value orientation. In other words, the main cause of failed integration is not language but “multicultural arbitrariness whereby

we are all permitted to do whatever we want" (Tibi 2002, p. 8). The term "multi" is merely another way of expressing an addition where various things exist together (for example multivitamins, multimedia, etc.). "Multicultural" implies "living side by side", i.e. a number of parallel societies which serve to stress their differences. A living together is only possible where a common ground of shared values exists (Tibi 2002, p. 184). This therefore requires a minimal consensus on values. Otherwise value conflicts are inevitable.

The term European community of values does not appear once in official EU documentation. Indeed the definition of what European values actually are presents a major problem today: a community of freedom, human rights, democracy or cultural diversity? And are these values binding to the extent that any citizen could claim them as basic rights?

If common European values exist, what are these values? Or do most Europeans associate the word "values" with concepts such as "target values"? Is the smallest common denominator perhaps the euro, the key currency and main value of all Europeans who live in the euro zone? It is no coincidence that Italian president Giorgio Napolitano very recently called for the European Union to ensure firm adherence to the principles of the EU constitution, saying that it was essential to uphold the "common values" (FIS agency report of 27 November 2007).

On the other hand, the European Charter of Fundamental Rights begins with the words, "Human dignity is inviolable". Is it

talking about freedom, tolerance and social justice? Or are these propagated values far too general and non-committal; a melting pot of the ten commandments, jihad and the McWorld?

This again raises the question of a defining European culture. One could just about live with the term "defining culture", yet the addition of the word European (Basam Tibi) renders this construct problematic and confusing. The dismissive language of the current socio-political debate would certainly seem to confirm that this construct is associated with arrogance:

- "Superiority and demand for leadership" (Wolfgang Huber).
- "Claim to cultural supremacy" (Mario Adorf).
- "Idea of exclusion" (Fritz Kuhn).
- "Distrust of everything which is different" (Ekin Deligöz).

This term evidently evokes an aura of arrogance.

On the other hand, every society needs a "minimum level of common convictions and ideals" (Lammert 2006, p. 138), a minimum amount of common ground as well as "minimum standards for cohabitation" (Merkel 2006, p. 177). We are talking here of a consensus of values which does not shy away from defining binding rules. Therefore, instead of steadfastly arguing over an inappropriate term, an alternative should be sought: "Let us find a new word" (Ates 2006, p. 25). The Chairman of the EKD Council (Evangelical Church in Germany) suggests the term "orientation values".

If we really want to live with each other and not just alongside one another, then we must answer the question: what are

the orientation values which we all consider desirable; what values will create a feeling of community and allow us to develop an identity – which will give us a “we feeling” and with which we can personally identify ourselves?

The orientation values, which we live and experience, must act as a guide and yardstick for our actions, our convictions and our appreciation. Once we know and experience exactly what unites and keeps “us” together, then we are more than halfway there to the maxim: this is how “we” want to live! Such orientation values guide us in our daily life; they furthermore ensure that we do not lose our way and that we keep on travelling straight ahead. In the long run, a living-together identity will only be possible if we follow common rules.

We all long for convincing models to live by. With the end of the cold war and the East/West conflict, there is once again faith and also courage in the future. The personal wishes of the population are clear enough: health and longevity, wealth and well-being, unity and lasting peace. All experiences show that the future cannot and will not only bring good news. In the future we are also going to have to live with conflicts between the rich and poor, young and old, wealthy countries and the Third World.

“Europe for All”: One future for all

The EU is phrasing it programmatically: “Europe – united in

diversity”. Europe of the future will continue to be a Europe of people and of almost infinite diversity – even within the individual countries. It is no coincidence that, after having travelled extensively throughout Europe, the German author Hans Magnus Enzensberger came to the striking conclusion that, for example, there are “seven different types of Italy”: the conservative Italy, the archaic, the puritan, the consumption-oriented, the progressive or blue-collar and, last but not least, the Italy of the future (Enzensberger 1989, p. 61). This almost contradictory social tableau can indeed be seen in many countries in Europe. What supposedly is “typically Italian” could just as easily be typically Spanish, Finnish or British. This is something that is not about to change. At the same time, the wish for differentiation is continually growing: the Bavarians do not want to be Prussians, the Scottish do not want to be English and the Catalans have no desire to be Spanish. This endearing love of the provinces and sense of patriotism is the true home of the Europeans.

Perhaps this explains why many Americans live the “American way of life” on an everyday basis, but their hopes for the future (cf. Rifkin 2004, p. 15) are oriented on the European dream. The fine difference in the Europeans’ way of thinking and attitude to life are what make the European dream so fascinating. The British say “What on earth does that mean?”, while the Germans say “What in heaven’s name does that mean?” This minor semantic difference (cf. Ash 2004, p. 252) between the island and the continent is what makes national identities so appealing. Vive la différence!

The latest representative survey by the “Stiftung für Zukunftsfragen”, which was performed simultaneously in eight European countries, sheds light on the mood and sensitivities of Europeans today. The comparative survey of different nations also readdresses the issue of cliché and reality. Loyalty is the value that the British most appreciate, though the Germans put more stock in a sense of duty, the Finns in a sense of justice and the Swiss in a sense of responsibility, while the Russians attach low significance to friendships, and the Italians even less to reliability. It reads like a collection of clichés, but this self-assessment of citizens in each of these countries is a reflection of European value reality in the 21st century.

Perhaps “European values” are just as non-existent as “Euro-

pean citizens”. At best we are Germans, Finns or Italians – but feel European. Is the Europe of the future a place where we all live and find protection, but also a place where we remain individuals and follow our own recipes for happiness? Can the European aspects of Europe only be negatively described in terms of what Europe is not – not Asia, not China, and not the USA?

The project manager of this new European study, Dr Ulrich Reinhardt, provides details on the country-specific results, as well as on differences and similarities. Dr Reinhardt’s results are a source of optimism for the future; that the Europe of nations and regions will be a Europe of hopes and wishes which can look forward to a bright future.

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Ulrich Reinhardt

Between vision and reality. A representative study in nine European countries

Europe is growing – and growing together. Sixty years after the end of the Second World War, fifty years after the foundation of the European Economic Community (EEC) and almost twenty years since the fall of the Berlin Wall, a partnership of nations which at one time would never have been believed possible has been created. So how do the Europeans view the future? How can we be sure that the process of Europe growing together will still be successful in ten, twenty or fifty years?

The 21st century is a new era in which globalisation affects all aspects of our lives, and in which factors of influence no longer come from the USA, but from countries such as China or India. This could lead to the redistribution

of power and influence, prosperity and protection, and change European ways of life. It will affect all kinds of things, from internal security to social relationships with each other.

What do the Europeans think about this development? Are they optimistic and open-minded? Or do they fear negative consequences? A sample that is representative of Europe comprising 11,000 persons aged 14 and over in Belgium, Germany, Finland, France, the United Kingdom, Italy, Russia, Switzerland and Hungary was surveyed. The responses represent the social concerns and hopes, as well as the personal values and future outlooks of around half a million people in Europe.

Belgium

Health. Family. Friendship. Quality of life in Belgium.

The vast majority of all Belgian citizens agrees that personal health (96%) is tantamount to high quality of life. The family is considered to be almost as important (95%). This is the highest value achieved in any surveyed country. The value of friendship (91%) is also rated as higher than average in Belgium. Religion (27%) and sport (37%) have less significance. They were only stated by a minority of Belgians.

The following differences are evident within the various periods of life:

- The family value is the most important one for almost all families (99%). "Only" 89 percent of singles agree and put

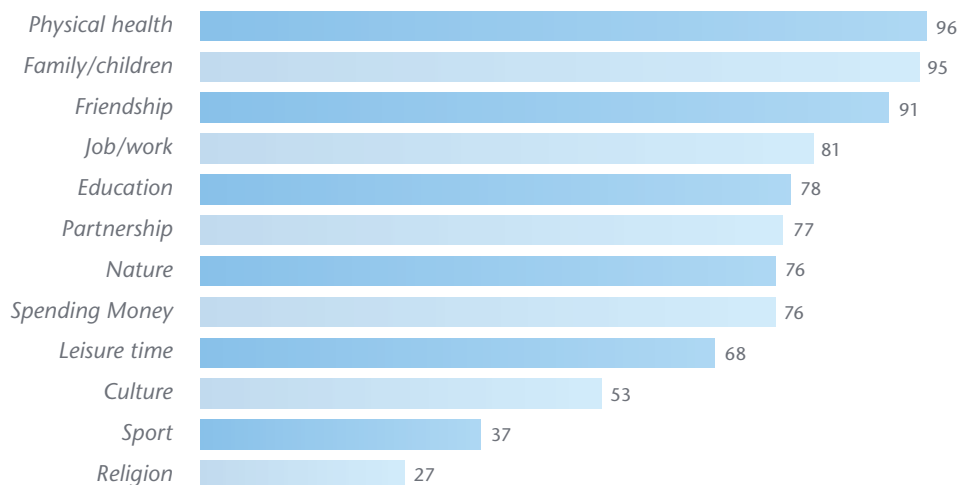
family in fourth place. Compared to singles in other countries, this is a very high percentage.

- Work is considered to be important by couples in particular (96%), though it plays a clearly less important role in the 50+ generation (72%).
- Education is a particularly important criterion of life quality for juveniles (90%) whereas people in this period of life accord extremely low significance to religion (13%).
- Culture is mentioned by the majority of young adults (58%), but by the fewest singles (44%).
- "Only" two-thirds of young adults (68%) view nature as a quality criterion, compared with over four-fifths of families (83%).

Summary: The Belgians look for quality of life in their circle of

The Belgian quality of life

Of 100 people interviewed, the following mention these aspects as being important factors for quality of life and personal well-being:



family or friends. Health is a prerequisite for high satisfaction. Financial freedom is also desirable in order to take advantage of the diverse consumer opportunities. Less significant criteria such as sport and religion are only considered to be important by a minority of Belgians.

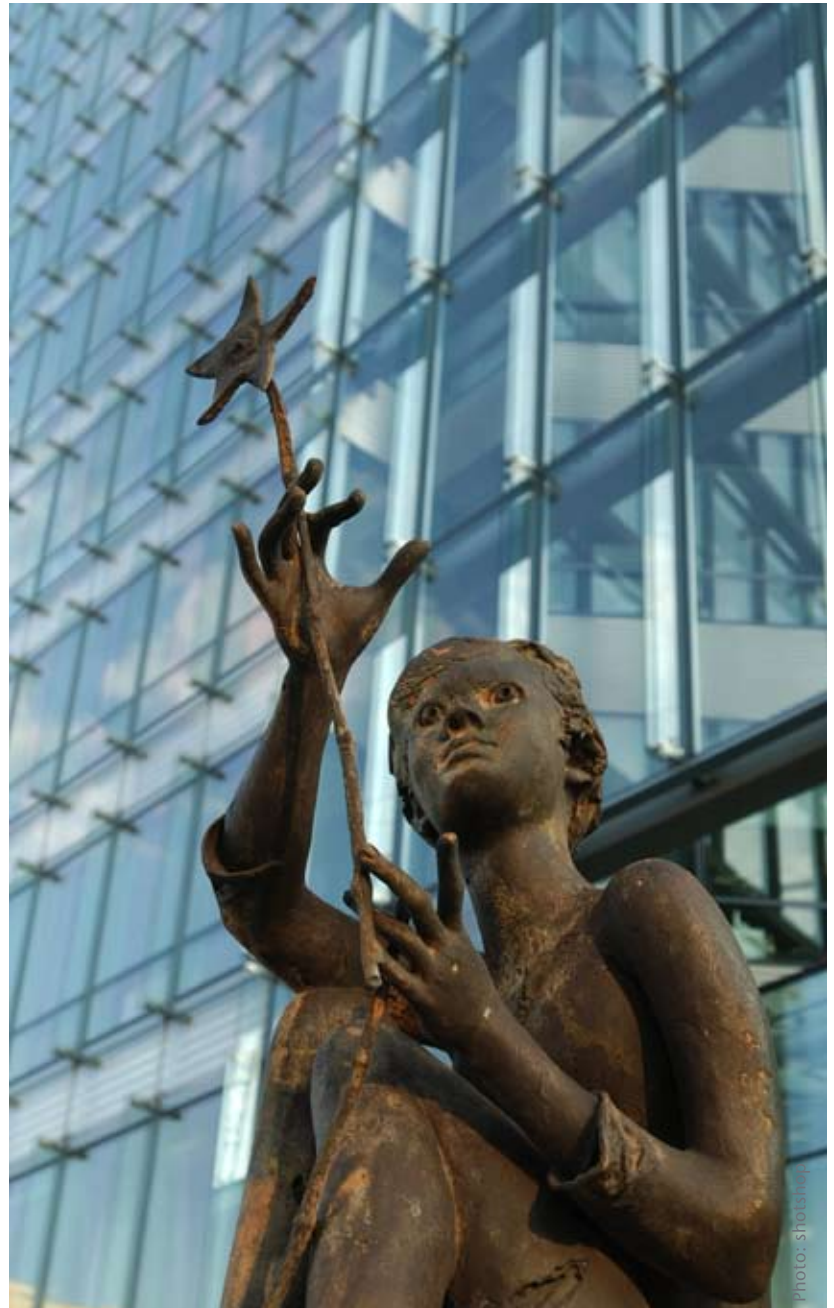
Crime. Aggressiveness. Selfishness. The Belgians' future concerns.

Crime (67%) and aggressiveness (66%) are the Belgians' two main concerns. They are particularly concerned about aggressiveness and more people mention aggressiveness than in any other country. In Italy and Finland, for instance, this concern was only expressed by half as many people. Selfishness (47%) is mentioned by around every other Belgian. The Belgians are also far more concerned about this factor than any other nation. Only one in four Russians are concerned about selfishness. Furthermore, the Belgians provide the highest value for envy (39%) in Europe.

There are many peculiarities within the periods of life:

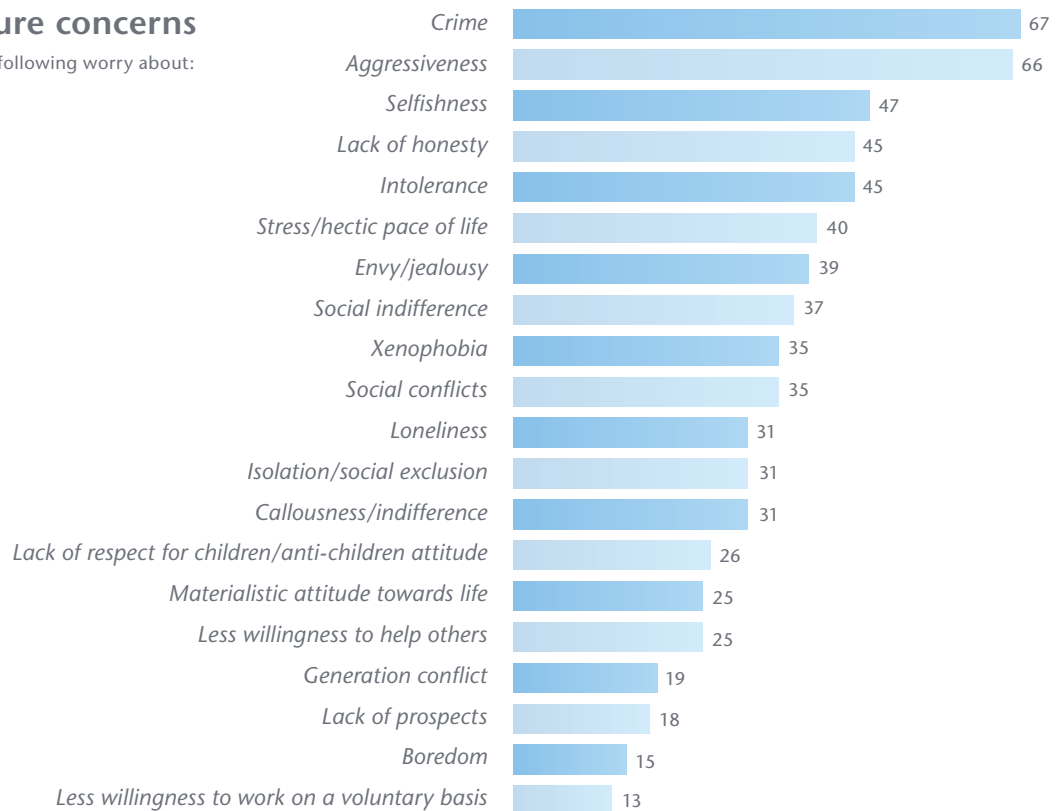
- Juveniles are particularly concerned about envy (51%) and most fear the threat of a conflict between different generations (26%).
- Young adults state that they are concerned about xenophobia (42%).
- Singles complain about social exclusion (36%) and callousness (38%).

At the same time, singles are the group



The Belgians' future concerns

Of 100 people interviewed, the following worry about:



which most fears loneliness (40%) and hostility to children (31%).

- Couples are concerned most about aggressiveness (71%), followed by selfishness (58%) and boredom (20%).
- The best agers believe that an increase in crime (71%) and a decline in honesty (51%) are particular problems.

Summary: Two-thirds of the Belgians' main concerns are crime and aggressiveness. Vast deviations are evident between the answers within the different periods of life: juveniles fear a conflict between different generations, singles are concerned about hostility to children and couples are worried about boredom. A comparable awareness of problems cannot be found in any other country.

Friendship. Reliability. Love. The Belgians' future values.

The Belgians' future values are the triad of friendship (71%), reliability (70%) and love (69%), all three of which were mentioned by almost the same percentage of the population. These personal values are followed by general values such as social justice (62%), friendliness (60%) and freedom (59%). Compared with the rest of Europe, the Belgians' scores are higher than average in nine out of ten statements, with only helpfulness being lower than the average score for the other countries. This is also the only dimension that was mentioned by less than half (48%) of Belgium's citizens.

There are different focal values in different periods of life:

- Juveniles put the emphasis on friendship (88%), love

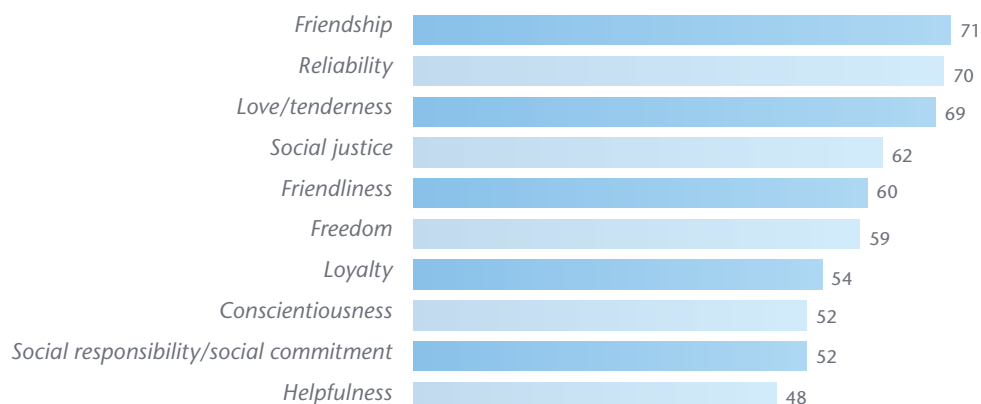
(79%) and freedom (70%), as well as on social responsibility (58%).

- Singles believe that social justice (67%) is especially important, while families emphasise loyalty (61%).
- And while best agers uphold the value of conscientiousness (63%), pensioners value reliability (73%), friendliness (64%) and helpfulness (54%).
- The young adults agree to a lower than average number of statements. They are the group with the lowest scores in respect of seven out of ten statements. This target group also only surpasses the fifty percent mark in four criteria.

Summary: The Belgians believe that friendship is the central future value. It goes well with the values of reliability and love, which achieved the next highest ranks. However, the citizens of Belgium provide a heterogeneous overall picture. Depending on the period of life, they have different priorities and focus on different things.

The Belgians' future values

Question: "Thinking of the future – which of the following values do you think will be very important for yourself and society in general?"



Germany

Health. Friendship. Family. Quality of life in Germany.

The most consistent and sustainable provision for the future that German citizens can make is, without doubt, the assurance of quality of life. Factors contributing to a happy life in Germany are primarily health (98%), friendships (89%) and family/children (84%) – followed by the slightly less important aspects of partnership (81%), nature (72%), work (72%) and education (71%). Leisure time (37%) is only considered by two-thirds of citizens to be important these days, and spending money (59%) is an aspect of quality of life for “only” three out of five Germans. Culture (36%), sport

(29%) and religion (24%) are only mentioned by a minority as factors contributing to personal well-being. Germany is the country in which the fewest people view religion to be “important” for quality of life.

There are some considerable differences depending on the period of life:

- Friendship is important for almost all juveniles (99%), but “only” for 85 percent of all couples.
- Family and children are considered to be important by families (99%), but by only just over half of singles (53%).
- Singles (62%) also rate the significance of partnership considerably lower than couples and families (each 98%).



Photo: shotshop

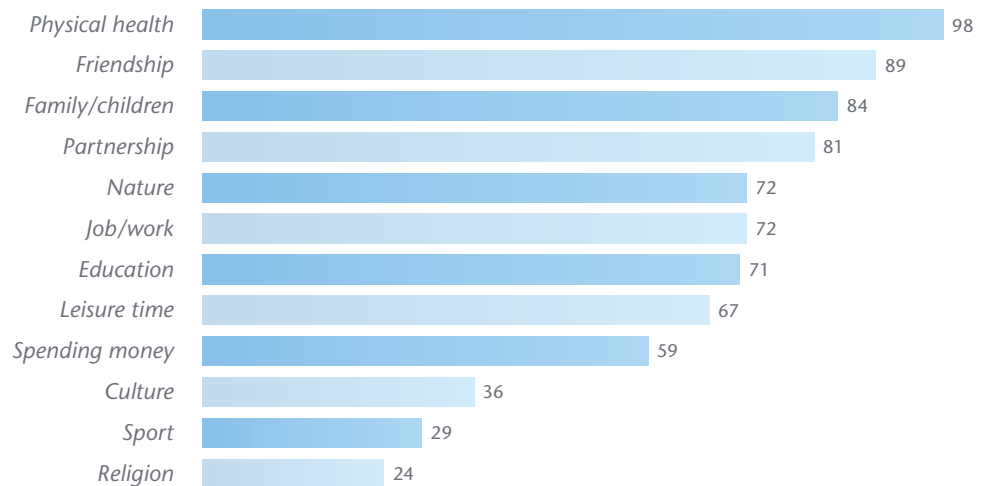
- Nature is an important aspect of quality of life for over four-fifths (81%) of pensioners, but for only three-fifths of young adults (57%).
- Young adults believe that work and a career are far more significant when it comes to quality of life (92%), whereas very few pensioners rate their importance (29%).
- Education is also low on the list of pensioners' life quality priorities (60%), though it is a significant factor for juveniles and young adults (each 83%).
- Leisure time (89%), money (77%) and sport (54%) are also factors that young people consider to be important whereas pensioners rate them as far less significant (45%, 48% and 16% respectively).

- The onus is reversed when it comes to religion (pensioners 44% – juveniles 14%). A higher than average number of the pensioners also accord significance to culture (42%).

Summary: The Germans do not want to improve their standard of life, but their quality of life. They want answers to the question of what they are living for. The entire population agrees that health is the single most important prerequisite for quality of life at all ages. Friends and family are rated as equally important, whereby no other country rates the relative importance of the family lower than Germany.

The German quality of life

Of 100 people interviewed, the following mention these aspects as being important factors for quality of life and personal well-being:



Crime. Aggressiveness. Social indifference.
The Germans' future concerns.

The Germans are not particularly optimistic about the future. Their main concern is related to interpersonal relations. One criticism is the increase in crime (71%), which is associated with fears of a decline in prosperity. Women and men, young and old, city and country dwellers alike believe that crime is the biggest problem. People are also increasingly worried about how people treat each other in light of phenomena such as aggressiveness (59%), social indifference (58%), cal-

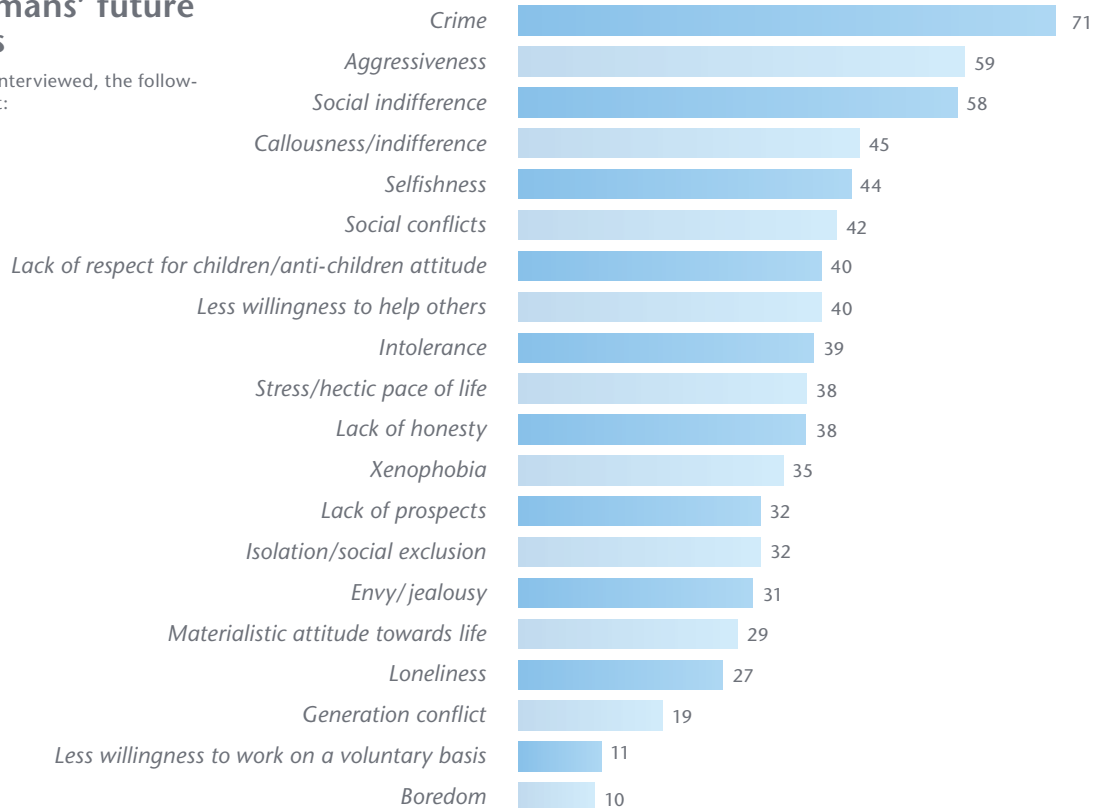
lousness (45%) and even selfishness (44%). In this kind of climate, social conflicts are practically inevitable. Germany is the country in which the highest number of people fears social indifference (42%), hostility to children (40%) and social conflicts (42%).

These concerns tend to vary depending on an individual's period of life:

- Juveniles' greatest future concerns are stress and the hectic pace of life (51%), whereas young adults' biggest fear is increasing xenophobia (46%).

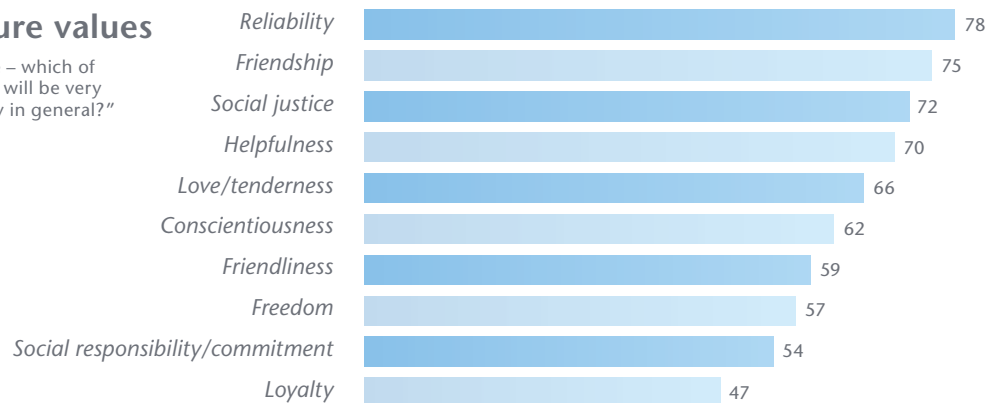
The Germans' future concerns

Of 100 people interviewed, the following worry about:



The Germans' future values

Question: "Thinking of the future – which of the following values do you think will be very important for yourself and society in general?"



- Singles are concerned about isolation and social exclusion (40%), couples about intolerance (43%) and families with children about hostility to children (61%).
- Best agers fear a decline in honesty (44%), while pensioners are concerned about people becoming less helpful (50%) and loneliness (40%).

Summary: The entire network which unites people, supports them and promotes social cohesion seems to be challenged. Is social cohesion, as a central social resource, at risk of being lost? Will it be replaced by a society of individuals whose contacts with each other are guided by short-term cost-to-benefit ratios and the question of "What benefit will I gain from it?" To conclude: although the desire for community, solidarity and security is increasing, it is becoming more and more difficult to satisfy.

Reliability. Friendship. Social justice. The Germans' future values.

A positive shift of values is taking place in Germany. It is based around pro-social values which are oriented on people living together happily. Citizens want to put an end to the threat

of social erosion. They are more than willing to accept new morals in order to bring this about. There is a desire for more values in Germany, particularly in comparison with other countries. Germany is the country that most frequently mentions helpfulness, conscientiousness and reliability.

People have different needs, depending on the period of life they are in:

- Juveniles believe in the value of friendship (92%), young adults in the value of freedom (72%).
- Couples (81%) and best agers (82%) believe that reliability is important.
- The main value for families is love (84%) and both families and singles believe in loyalty (51%).
- Pensioners have the most values: they encourage conscientiousness (73%) and friendliness (66%), and an above-average number of them also believe in the values of friendliness (83%) and social responsibility (59%).

Summary: A culture of trust and helpfulness is developing which will counteract the population's fears. Citizens are growing increasingly confident that the age of selfishness is drawing to a close. Arbitrariness will be replaced by reliability.

Finland

Health. Friendship. Nature. Quality of life in Finland.

Almost all Finns (98%) consider health to be the most important requirement for quality of life. Friendship was mentioned in second place (94%), followed by family (91%) and, to an equal extent, an intact environment. Finland is the country that attaches the highest significance to nature as an aspect of life quality. Leisure time (85%) and partnership (84%) were also rated highly compared with other European countries. Education is only significant for just under three-quarters (72%) of the Finns and therefore a low priority in comparison with other nations. This seems surprising, because Finland otherwise puts strong emphasis on education (e.g. it has the lowest level of illiteracy

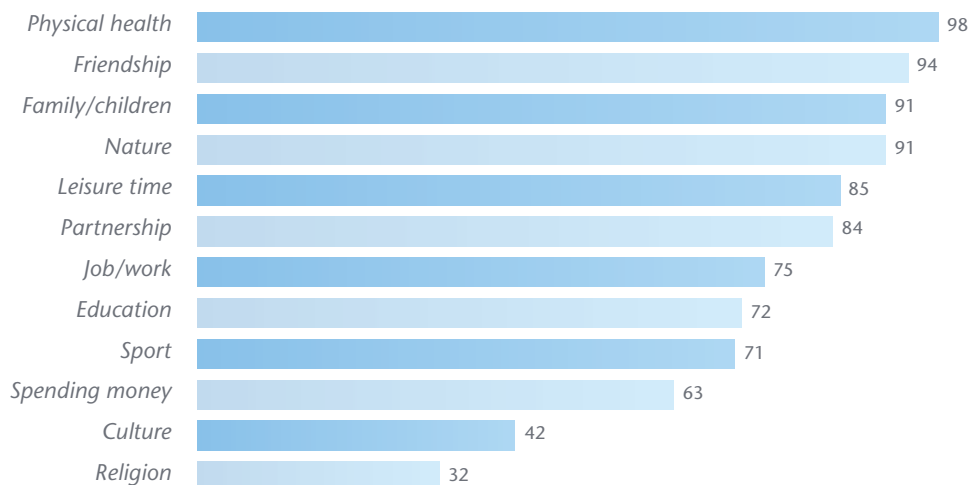
in Europe and scored better than any other country in the Pisa survey). An explanation could be that the Finns are already strong in the area of education and, therefore, it is not necessarily assumed to be a criterion for future quality of life.

The following differences exist within different periods of life:

- The significance of health increases with age.
- Friendship is more important for pensioners (96%) than for couples (90%) or singles (89%).
- Only two-thirds of singles (66%) believe that the family is an important investment in the future, while 94 percent of best agers and pensioners, and almost all families (99%) agree with this statement.

The Finnish quality of life

Of 100 people interviewed, the following mention these aspects as being important factors for quality of life and personal well-being:



- Couples (96%) mention nature more than the younger generations (80%).
- Work (89%) and education (88%) are the most important criteria for young people and the least important for couples (75% and 63% respectively).
- Religion is mentioned as a factor contributing to quality of life by almost half of the pensioners (48%) compared with only 13 percent of couples.

Summary: Finland mentions more life quality criteria than all other surveyed countries. Overall, the Finns' scores were higher than average in nine out of the ten criteria – and only culture was mentioned less frequently than the average for all countries. This indicates that the Finns believe there are many future quality of life factors. They also believe that health is the number one requirement for a happy and satisfied life, followed by friends, whereby the dimension of friends is more important than family and children for the Finns.

Crime. Callousness. Social indifference. The Finns' future concerns.

The Finns are most concerned about crime (63%). The majority of the around five million inhabitants of Finland are also worried about callousness (53%). No other nation mentions this concern so frequently. Almost half also complained about the social indifference (49%) and selfishness (48%) of many of their countrymen. One in three (36%) also worries about the increasing materialistic attitude to life, which applies to the two-thirds of Finns who believe that spending money is important. Increasing



Photo: photocase hiha

The Finns' future concerns

Of 100 people interviewed, the following worry about:



social exclusion (45%) and declining helpfulness (43%) are feared more in Finland than in any other country.

The group of juveniles is the most conspicuous of all the periods of life:

- Juveniles have the most concerns about callousness (59%), intolerance (53%), declining helpfulness (60%), aggressiveness (52%) and xenophobia (45%).
- They are also concerned about hostility to children (40%) more than families with children (34%), who are more worried about lack of prospects (24%).
- Juveniles are also the people who are most concerned

about a possible conflict between different generations (25%) and they also mention twice as many times the fear of boredom (27%).

Summary: The Finns mention an above-average number of future concerns. Finland has the highest level of agreement with a total of seven out of twenty statements of all European countries. At the same time, the only dimensions mentioned by the majority of the population are crime and callousness. The young generation is special because it expresses the most concerns – an average of four answers per respondent.

Reliability. Social justice. Freedom. Future Finnish values.

Reliability is the most important future value in Finland (77%). Here, as it is also the case in Germany and Russia, this is “the” indicator of a value-oriented society. The second most important value – social justice – is mentioned in Finland more often than in any other country (73%). It is also conspicuous that there is consensus across the population groups about all values. The only other country where consensus exists is Switzerland. No other nation is so committed to the value of freedom – ranked third and mentioned by almost three-quarters (71%) of respondents.

The pensioners are the most conspicuous of the periods of life:

- They agree with the most (six out of ten) statements. Here, they mention both social aspects such as responsibility

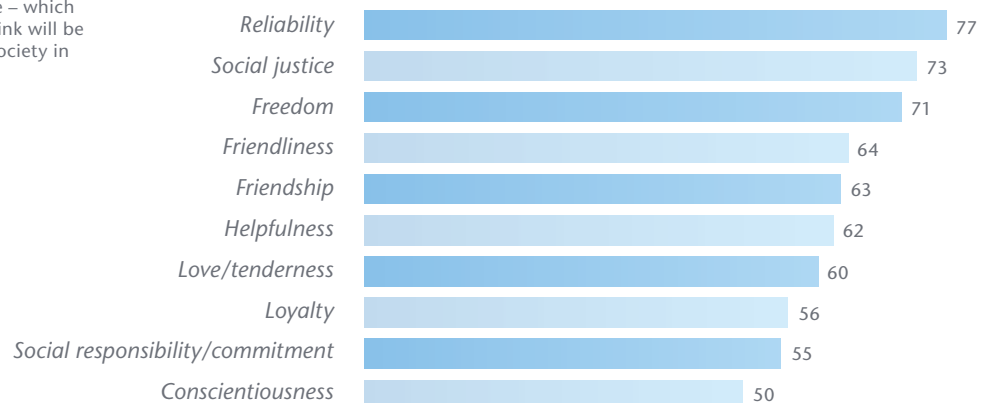
(58%) or social justice (79%) as well as relationship dimensions such as friendliness (66%) and work-oriented values such as conscientiousness (59%) and loyalty (58%). The pensioners are also the group that rates personal freedom (78%) most highly.

- Juveniles, in addition to the older generation, also mention reliability (89%) and friendship (74%) the most times. In contrast, young adults believe that helpfulness (69%) and love (69%) have higher than average importance.

Summary: The Finns want to be able to depend on each other, enjoy social justice and live in freedom. Their values are in some cases far higher than those of other nations, e.g. twice as many people mention reliability in Finland compared to France, two-and-a-half times more Finns mention friendliness than the Italians and loyalty is mentioned six times more frequently than in Russia.

The Finns' future values

Question: “Thinking of the future – which of the following values do you think will be very important for yourself and society in general?”



France

Health. Family. Friendship. Quality of life in France.

As in the majority of other countries, the French also believe that personal health (98%), family (95%) and friends (93%) are the three most important factors of personal well-being and quality of life. Without these three factors, they would be less optimistic about the future. Education (89%) is considered to be slightly less significant, though the value for France is higher than in any other country. Sport (45%) and reli-

gion (26%), in contrast, are only significant for considerably fewer French citizens. The French tend to believe that an intact environment (88%) and diverse cultural activities (75%) are important for a high quality of life. A life without work (84%) does not seem to be genuinely attractive either in France.

The following differences are evident in each period of life:

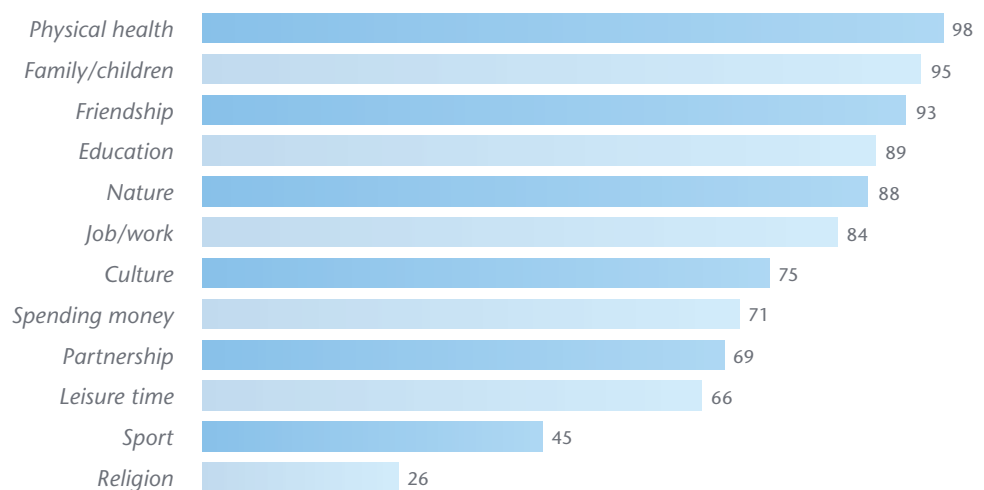
- Friendship plays the most important role for couples (96%) and the least important role for singles (86%).
- Education is far more important for couples and families



Photo: photobase ruessi

The French quality of life

Of 100 people interviewed, the following mention these aspects as being important factors for quality of life and personal well-being:



(each 97%) than for juveniles (81%) and pensioners (77%).

- Nature is almost twice as significant for best agers (94%) than for juveniles (52%).
- Work is especially important for young adults (95%), whereas best agers particularly emphasise spending money (76%).
- Culture is important for four out of five couples (81%) as compared with just over half of the juveniles (58%).
- As expected, families put the emphasis on partnership (83%), unlike singles (47%).
- Young adults (78%) mention freedom more frequently than pensioners (57%) as a quality of life criterion.
- Sport is twice as important for singles (62%) than for pensioners (30%), though pensioners consider religion to be three times more important (43%) than young adults (15%).

Summary: Quality of life in the family and among friends is the number one priority of the French. Personal health is essential for them to be able to do this. Material wealth is of subordinate significance to the French, and far less important than a lifelong education.

Intolerance. Aggressiveness. Crime. French citizens' future concerns.

The French are comparatively optimistic about the future. Increasing intolerance (58%) is the aspect that most concerns the French. It is the only country where this concern takes top priority. Aggressiveness (55%) and crime (49%) are also causing the French to reflect on how people treat each other.

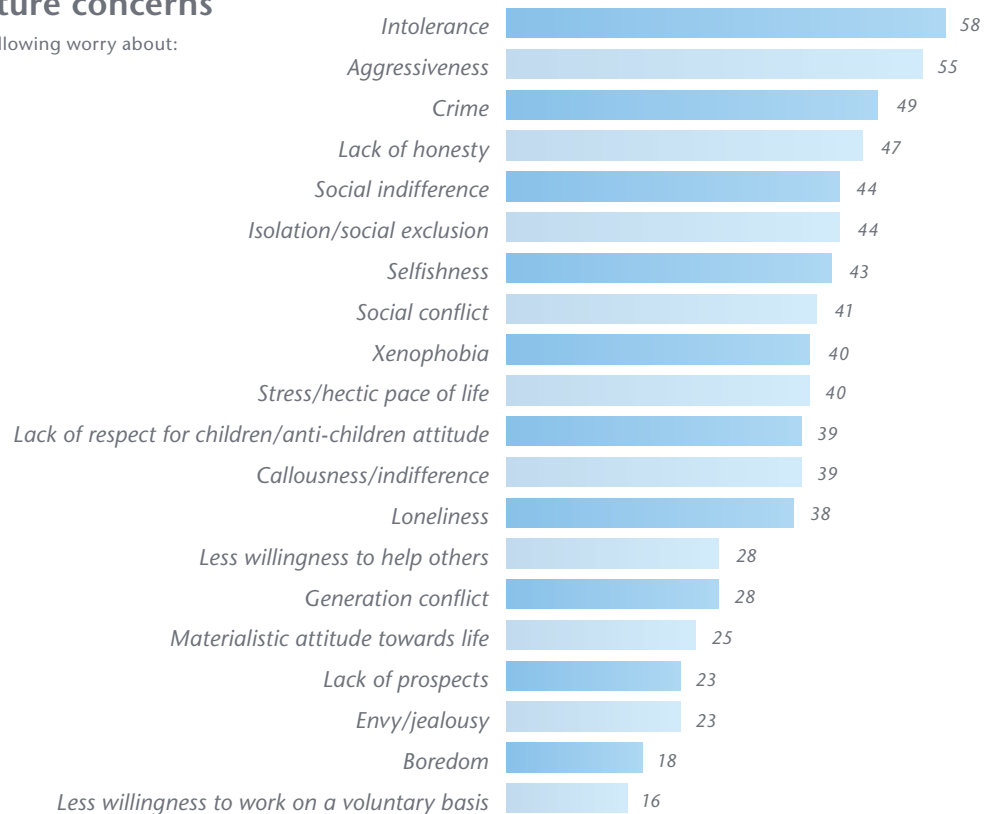
The cliché “The French work to live” is confirmed by their few concerns about stress and the hectic pace of life (40%). These two criteria were seldom stated as a future concern. The retired generation, in particular, is more or less unconcerned about these aspects (18%). The majority of the younger generations, however, feels the pressure and stress of their jobs (young adults: 55%). Envy plays a subordinate role in France – and not even one in four of them (23%) believes that it is a problem.

The closer analysis of periods of life reveals a few interesting aspects. Singles, in particular, display a great amount of conspicuities:

- They (31%) are less concerned about becoming lonely or isolated than couples (40%), families (38%) and best agers (44%).
- In contrast, twice as many singles (58%) as pensioners (27%) believe that xenophobia gives cause for concern.
- Social indifference is mentioned by twice as many singles (53%) and couples (55%) than juveniles (26%).

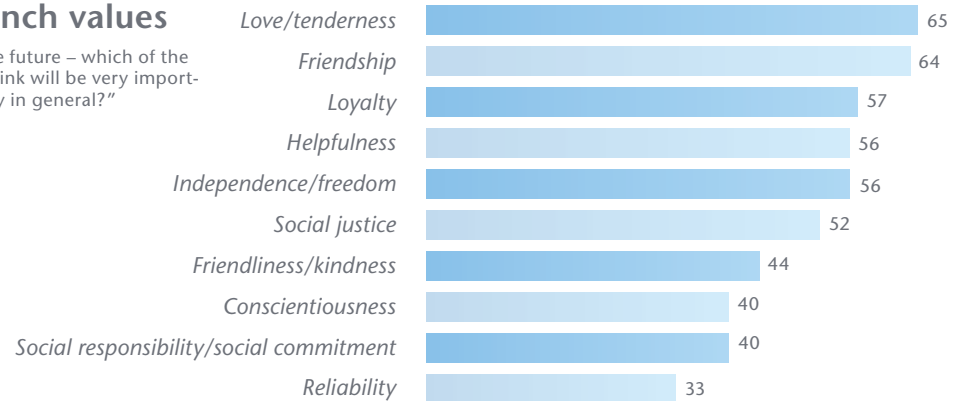
French citizens’ future concerns

Of 100 people interviewed, the following worry about:



The future French values

Question: "Thinking of the future – which of the following values do you think will be very important for yourself and society in general?"



- The French all agree on the issue of hostility to children: this is only a slightly less significant concern for singles (42%) and couples (44%) as it is for families (48%).

Summary: On the whole, the French population is even-tempered. There is one area, however, which concerns the inhabitants of France: isolation and social exclusion. French citizens expressed the most concerns in this respect.

Love. Friendship. Loyalty. Future French values.

The impression is given that the "Paris – City of Love" feeling is spreading throughout France. It is the only nation which accords highest priority to love (65%) as a future value, almost on a par with friendship (64%). Loyalty (57%) is to the French what reliability is to the Germans and Russians. In fact, the

situations are mirror images of each other: the Russians and Germans believe that reliability is the most important value, whereas the French put it last (33%).

There are different focal values in different periods of life:

- Juveniles believe in the value of friendship (73%), young adults (62%) and singles (63%) in the value of freedom.
- Couples put love in first place (74%) followed by social responsibility (50%), while families give priority to helpfulness (57%).
- Best agers want social justice (62%) and pensioners favour loyalty (63%), friendliness (53%) and conscientiousness (47%).

Summary: The French will support a wide range of values in the future. The majority agree that six out of ten values will be important. Relations with family and friends will play a more important role than general social relations. Career-oriented values (e.g. conscientiousness, reliability) are at the bottom of the value scale.

Great Britain

Health. Friendship. Family. Quality of life in Great Britain.

The British consider personal health (94%), friendship (91%) and family/children (89%) to be the most important components of a satisfied and happy life. These aspects are followed closely in terms of significance by education (86%). Leisure time (76%), partnership (73%), nature (72%) and work (69%) are slightly further down the ranking list. Spending money (58%) and culture (52%) are considered by just over half of the population to be important. Sport (34%) and religion (31%) are only mentioned by a minority as a factor contributing to personal well-being.

Several differences are evident within the various periods of life:

- Health is the most important criterion for best agers

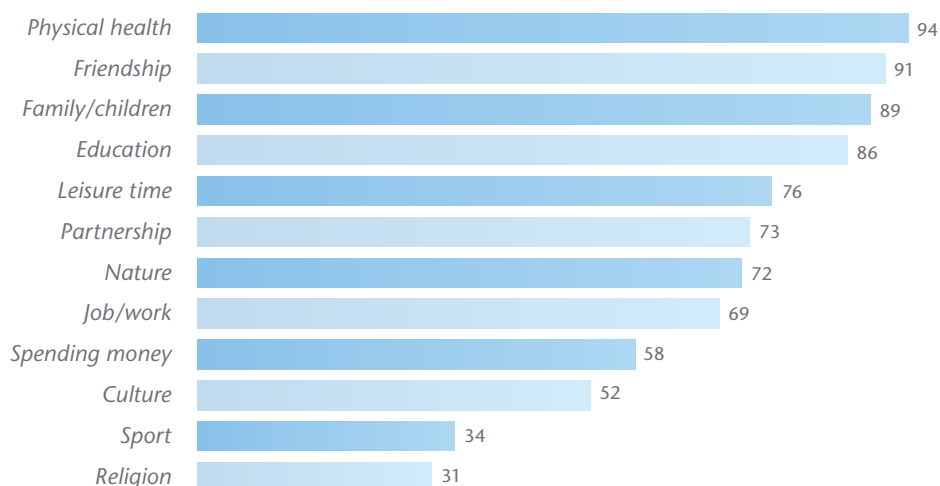
(97%), couples and families (each 96%).

- While families rate the family as the most important factor (99%), couples believe it is friendship (95%) and singles give the lowest rating to family and friendship (78% and 81% respectively).
- Religion is almost three times more important for pensioners (43%) than it is for couples (16%).
- Juveniles in the United Kingdom set their own standards: the lowest number of mentions were given in respect of leisure time (58%) and the highest for work (95%).

Summary: The basic prerequisite for future quality of life in the United Kingdom – as in the majority of other countries – is health. Overall, the British reflect the European average. Their values are higher in five of the criteria and lower in seven than the average values for all countries. The high significance of education shows where the British are heading: quality of life rather than high living standards is what many citizens are aiming for. Sport and

The British quality of life

Of 100 people interviewed, the following mention these aspects as being important factors for quality of life and personal well-being:



religion play only a negligible role in Great Britain as they were only mentioned by a minority of respondents.

**Crime. Aggressiveness. Lack of honesty.
British citizens' future concerns.**

The British are relatively optimistic about the future. Overall, they mention a below-average number of concerns. Crime is the main concern of British citizens, which was mentioned by almost three-quarters of the population (71%). This is the second-highest value in Europe. Aggressiveness is a distant

second (44%) and a decline in honesty (39%) is the third concern. Less significant concerns in Britain are callousness (18%), envy and lack of prospects (each 15%). On the other hand, the British are very critical about a potential upcoming conflict between different generations: One in four British citizens (25%) is worried about it.

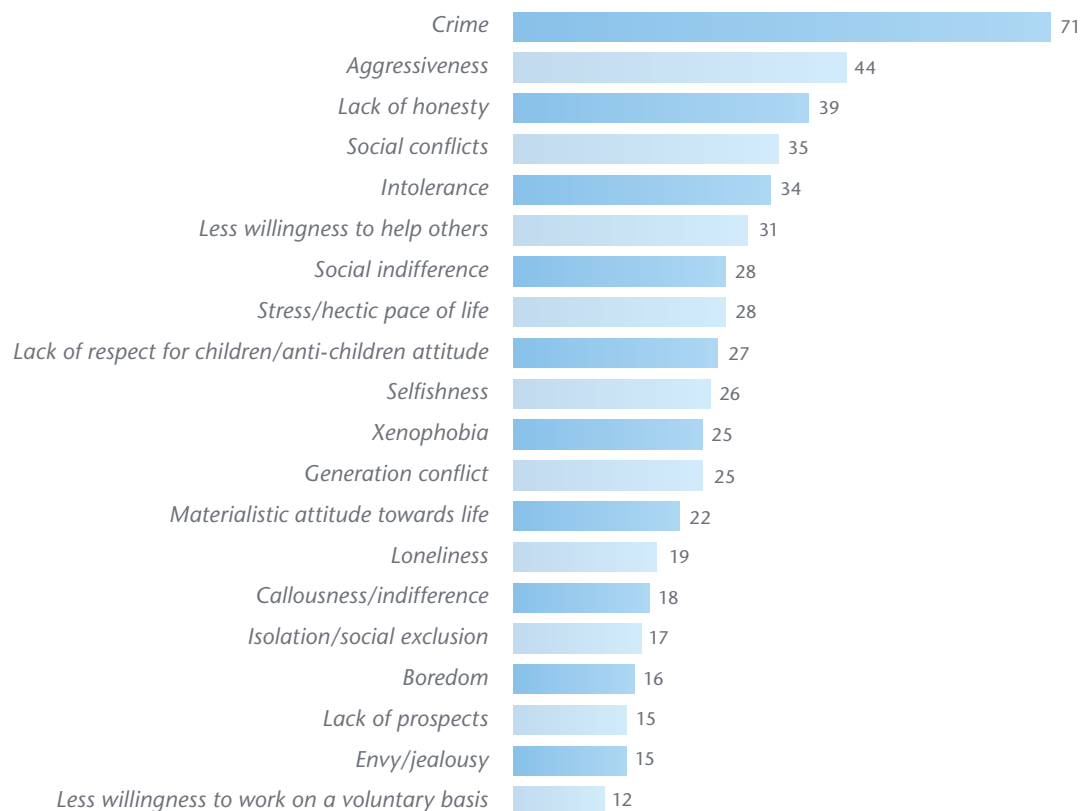
A comparison of periods of life reveals considerable differences:

- Juveniles are the respondents most worried about a decline in honesty (58%) and envy (18%) as well as crime (86%) and boredom (40%). The two latter criteria are atypical for



The British citizens' future concerns

Of 100 people interviewed, the following worry about:



the younger generation. They receive far fewer mentions from this target group in the other countries.

- Couples agreed with the most statements (eleven out of twenty). A far higher than average number of them are concerned about lack of prospects (24%), aggressiveness (60%) and stress (37%).
- The best agers, in contrast, fear social indifference (40%),

xenophobia (35%) and callousness (27%) as potential problems.

Summary: British citizens believe that crime is the unsolved problem. If concerns about domestic and international security can be alleviated, the United Kingdom can look forward to a very positive future because there is no majority consensus on other future concerns.

Friendship. Loyalty. Friendliness. Future British values.

Friendship is also the most important future value in Great Britain. Almost three-quarters (72%) of all British citizens agree that friendship will be crucial to a happy life in future. Two-thirds of the British rate loyalty (66%) as significant - more people than in any of the other countries. Friendliness is also very important (64%) for the citizens of the United Kingdom. The values of love (51%), social justice (56%) and conscientiousness (42%) are mentioned below European average.

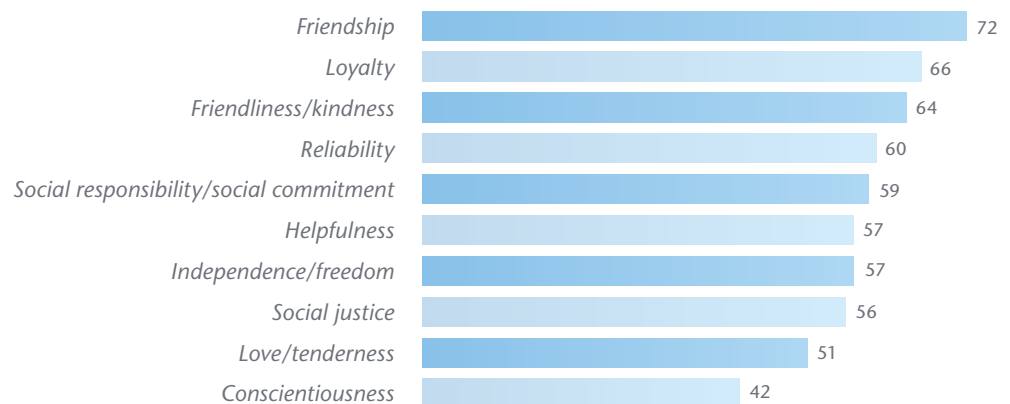
In sociodemographic terms, two periods of life are significant:

- On the one hand, couples agree with the most statements (nine out of ten). They accord higher than average significance to the values of love (68%), social responsibility (76%) and friendship (80%).
- Juveniles are at the other end of the scale. They agree with the fewest statements. These young British people believe that values such as freedom (29%), love (27%) and conscientiousness (23%) are of only low significance.

Summary: The citizens of Great Britain want to face personal future challenges in an intact social environment. Friends are the key to this. However, they also believe that many other values are important, which reflects the wide range of values that they hold. The only value that the British do not place great stock in is conscientiousness.

The British citizens' future values

Question: "Thinking of the future – which of the following values do you think will be very important for yourself and society in general?"



Italy

Health. Family. Work. Quality of life in Italy.

Personal health (93%) is the most important factor of future quality of life for the Italians, followed by family (88%), which is “the” constant in many citizens’ lives. Work is also considered to be very important (87%). This value is higher in Italy than in any other country. Leisure time, on the other hand, is mentioned relatively infrequently (51%). It is only slightly more important for the Italians than religion (48%), which is more closely associated with quality of life in Italy than anywhere else. Education is mentioned as a factor of future quality of life by four-fifths (79%) of the Italians. In contrast, less than one-third (30%) believe that sport is important.

Differences between the younger and older generations and between singles, couples and families are evident in each period of life:

- Culture (81%) and education (84%) play a more important role for singles than they do for families (71% and 79% respectively).
- Partnership is more important for families (84%) than for any other group – even couples (75%).
- Singles rate spending money (60%) more highly than couples (51%).
- Religion plays an important role for the majority of juveniles (51%), families (55%) and pensioners (58%).
- Leisure time is for almost three-quarters of all juveniles (72%) important, but it is only significant for just over a quarter of pensioners (28%).

The Italian quality of life

Of 100 people interviewed, the following mention these aspects as being important factors for quality of life and personal well-being:

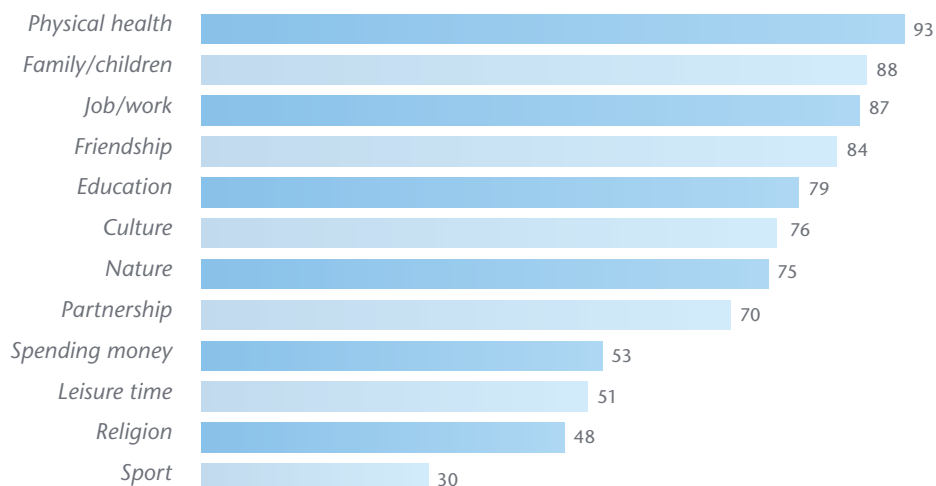




Photo: photocase Eijderha

Summary: The "dolce vita" predominantly exists within families in Italy. Dimensions such as spending money, culture, nature and sports have subordinate significance. The second constant is work, which is more significant for the Italians than friends or partnership.

Crime. Lack of honesty. Selfishness. The Italians' future concerns.

The Italians' biggest concern is crime (66%). This is also the only concern that the majority of respondents agree upon. The second concern of a decline in honesty is only a concern for 42 percent of respondents. Selfishness (37%) and aggressiveness (34%) are two other problems mentioned, though they only concern around one in three Italians. The problem of hostility to children (29%) is expected to have a higher value in the country with the lowest birth rate, but very few Italians are concerned about it. The subject of generation conflict (9% – the lowest rate in Europe) gives no cause for concern either. Even xenophobia only concerns one in seven Italians (14%), despite the fact that the country's migration rate is three times as high as France's, where two-fifths of the population voiced this concern.

There are the following deviations in the different periods of life:

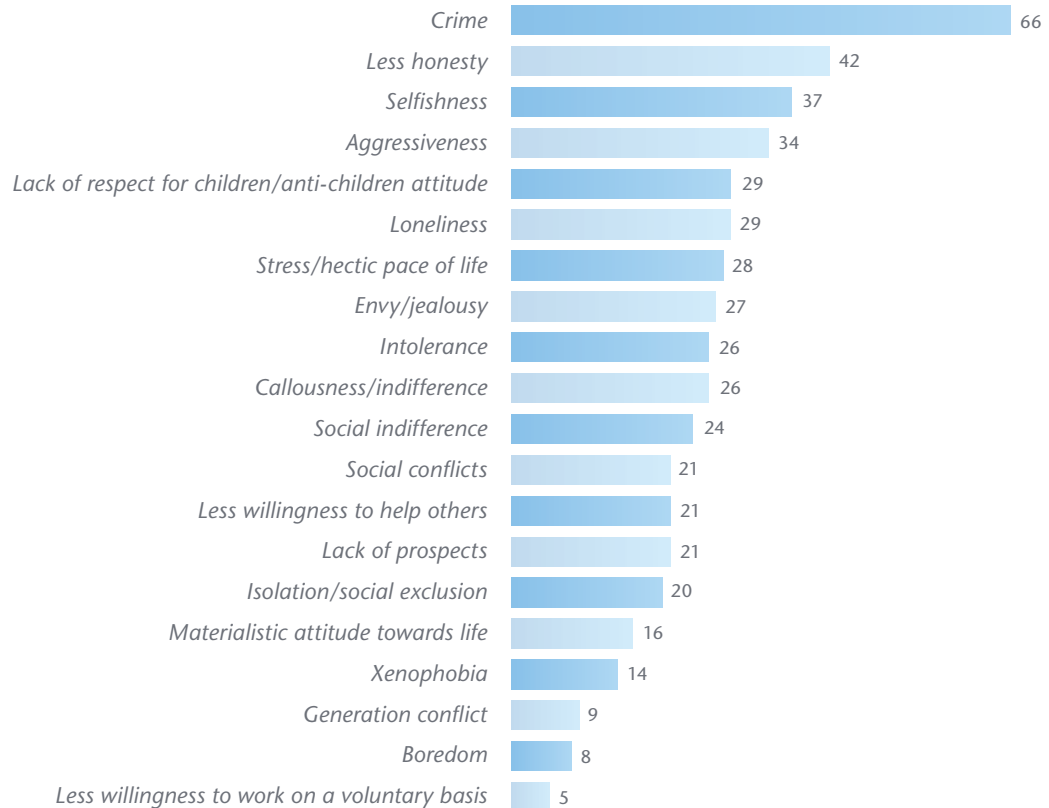
- Pensioners (36%) criticise hostility to children more than families (28%). And more than twice as many pensioners are concerned about loneliness (42%) than singles (23%).

- Couples are concerned about stress (53%), callousness (37%) and social exclusion (34%), while envy is a concern for singles (34%).
- Juveniles complain about lack of prospects (41%) and best agers about intolerance (34%), social indifference and a decline in helpfulness (each 28%).

Summary: Overall, the Italians have relatively few concerns about the future. Apart from the issue of stress among couples (53%), only a minority of people are concerned about the issues listed – with the one exception of crime. Crime is “the” future concern of Italians from Milan to Rome.

The Italians’ future concerns

Of 100 people interviewed, the following worry about:



Social justice. Friendship. Love. Future Italian values.

Social justice (52%) and friendship (52%) are two future values that the majority of Italians believe in. Love (45%) is only important for just under half of them, and it declines in significance with age. Nearly one in four Italians (24%) considers friendliness to be a future value. In Great Britain, on the other hand, two-thirds of the population believe that it has special future relevance. Helpfulness (ranked 4th) and social responsibility (ranked 5th) are ranked higher in terms of relevance in Italy than in any other country.

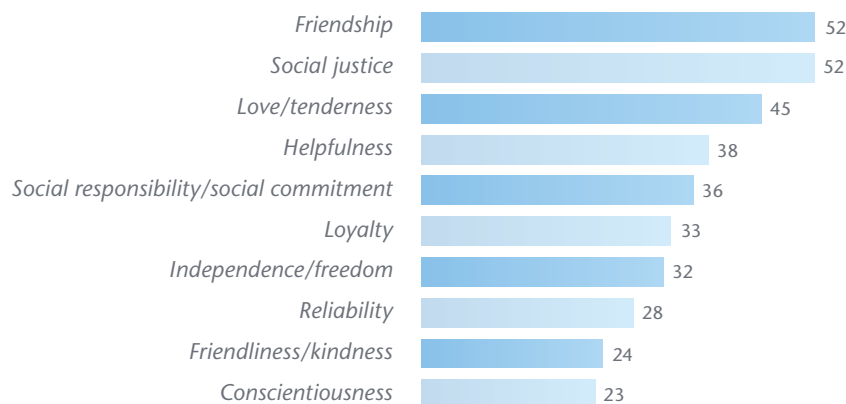
The group of juveniles are conspicuous in a comparison of periods of life:

- They place especially high value on friendship (91%). The younger generation also provides the highest scores for love (69%), freedom (50%) and helpfulness (45%).
- Best agers provide the highest scores in respect of three values: social justice (57%), social responsibility (40%) and conscientiousness (28%).

Summary: No worries about living standards and the maintenance of general social justice are the components of a carefree life, according to the Italians. These two aspects are supplemented by the relationship components of friends and family.

The Italians' future values

Question: "Thinking of the future – which of the following values do you think will be very important for yourself and society in general?"



Russia

Family. Health. Partnership. Quality of life in Russia.

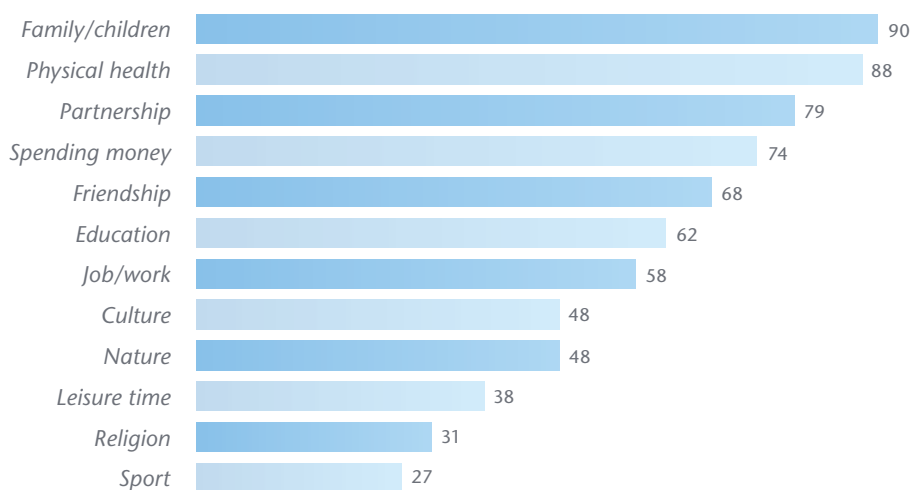
The citizens of Russia are the only ones in Europe to rate the family as the most important factor contributing to quality of life (90%). Health is mentioned as the second most important factor (88%). Elsewhere in Europe, it leads the quality of life hierarchy. Partnership (79%) is followed by spending money (74%), which are far higher than the European average. Education (62%), work (58%), nature (48%), leisure time (38%) and sport (27%) obtained the lowest number of mentions compared with the rest of Europe.

The following differences are evident within the various periods of life:

- Family (95%) is the most important factor for couples – even more important than partnership (93%).
- Friendships are a youth domain (81%) and decrease in significance with age (e.g. pensioners 59%).
- Young adults tend to agree most (70%) that work is an important factor, the best agers voted most for culture (55%) and families believe that nature is important (51%).
- One in three (34%) over 65-year-olds says that religion is important compared with less than one in four (23%) juveniles. The opposite applies to sport: almost half of the ju-

The Russian quality of life

Of 100 people interviewed, the following mention these aspects as being important factors for quality of life and personal well-being:



veniles (45%) believe that sport is important compared with only 15 percent of pensioners.

Summary: The family is a central factor of quality of life for the Russians. They only rate health anywhere near as highly. All other factors are subordinate. Overall, the Russians mention very few factors relating to their own well-being, which could be interpreted in terms of their higher living standard, their higher level of satisfaction, or in terms of modesty.

Crime. Aggressiveness. Lack of honesty. The Russians' future concerns.

The Russians' biggest concern (62%) is crime. As in the United Kingdom and Italy, this is the only concern mentioned by more than half of the population. "Only" two-fifths of the population are worried about aggressiveness (40%), the second-biggest concern. Xenophobia, boredom (each 8%) or social exclusion (5%) are at the bottom end of the scale.

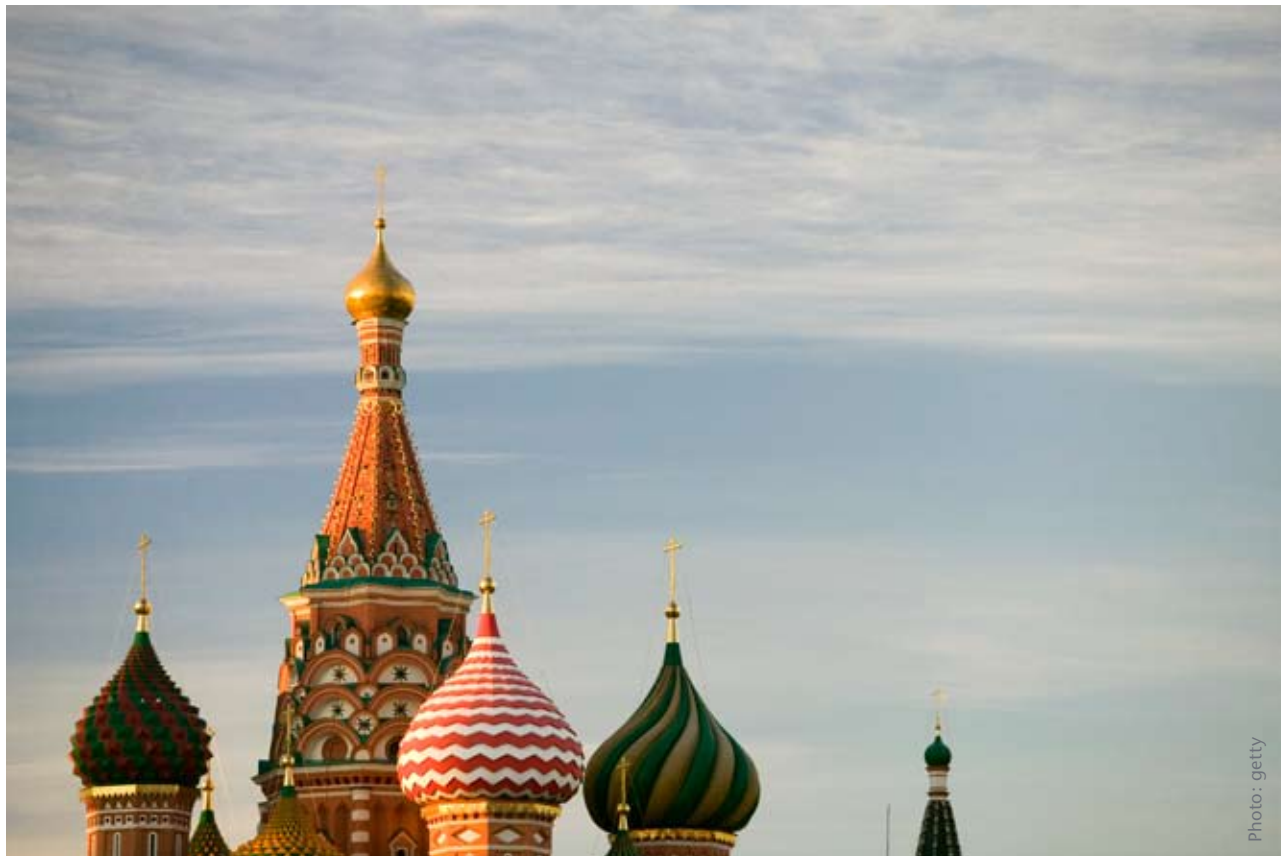
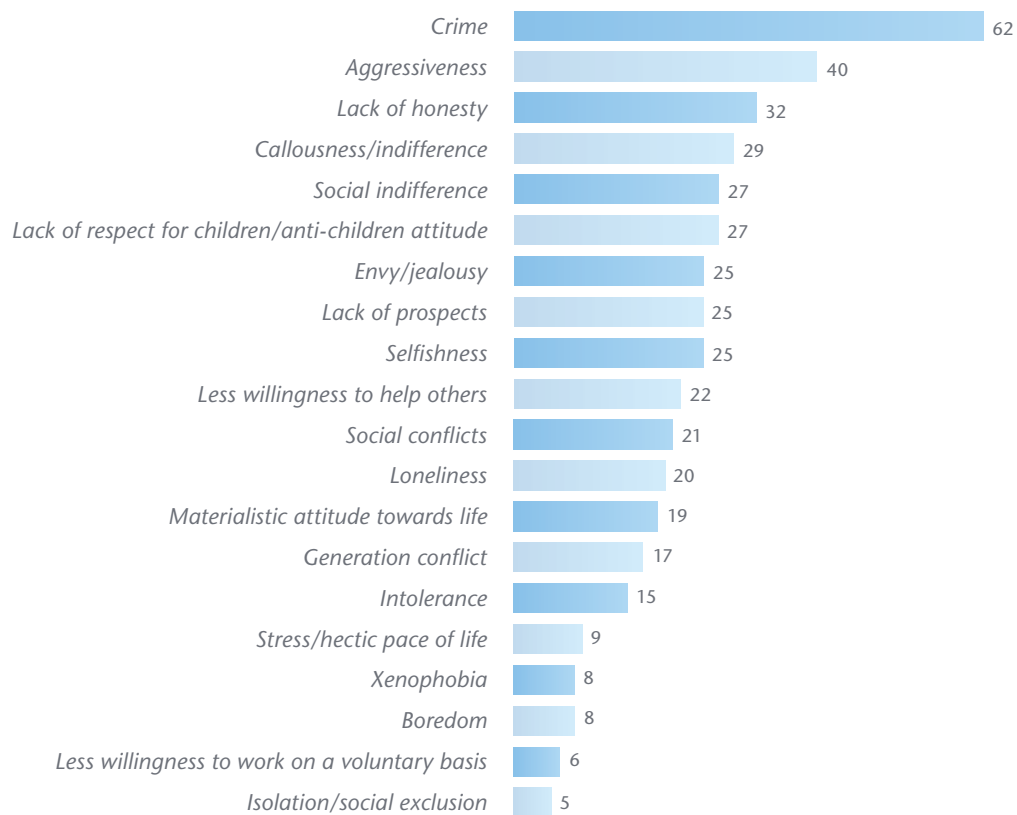


Photo: getty

The Russians' future concerns

Of 100 people interviewed, the following worry about:



The Russians tend to have similar concerns throughout their periods of life, though there are several conspicuousities:

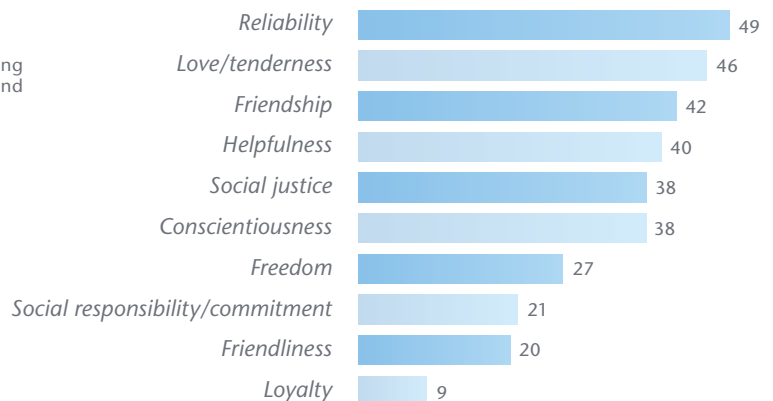
- One in three members of the 65+ generation (34%), but only one in four young adults (25%) is concerned about callousness.
- Social indifference (19%) and an increasingly materialistic attitude to life (14%) are not a problem for the majority of

singles. This group fears lack of prospects (32%) and selfishness (29%) most.

- Twice as many juveniles fear a generation conflict than families (27% and 12% respectively).
- Couples are worried about the increase of envy (30%) more than pensioners (19%).
- Xenophobia concerns best agers and juveniles most (10% each) and singles least (5%).

The Russians' future values

Question: "Thinking of the future – which of the following values do you think will be very important for yourself and society in general?"



Summary: Crime is the unsolved problem for all citizens. Otherwise, the Russians have relatively few concerns. The Russians express far fewer future concerns than citizens of other nations. There are few differences across the population groups, which indicates widespread consensus and problem awareness.

Reliability. Love. Friendship. The Russians' future values.

The Russians, like the Germans and Finns, believe that reliability is the most important future value (49%), followed by love (46%) and friendship (42%). Both these criteria are only mentioned by around half as many people than, e.g. in Switzerland, however. Loyalty is least important, and it is only mentioned by one in ten citizens (9%). Friendliness (20%), social responsibility (21%) and freedom (27%) also play a subordinate role, and

they only reflect around half of the average values.

There are different focal values in different periods of life:

- Reliability is important for the majority of young adults and families (each 53%).
- Love (58%) and friendship (66%) are three times more important for juveniles than they are for pensioners (20% and 24% respectively).
- Social justice, on the other hand, is only important for one in two pensioners (48%) and one in four juveniles (24%).
- Couples put the emphasis on conscientiousness (42%), and young adults on freedom (41%).

Summary: In Russia, reliability is the most important future value. Overall, the Russian population has the lowest rate of agreement anywhere in Europe - only agreeing with six out of twelve future values, and without a majority agreeing for any one single value. People attach different significance to different values in specific periods of life.

Switzerland

Health. Friendship. Family. Quality of life in Switzerland.

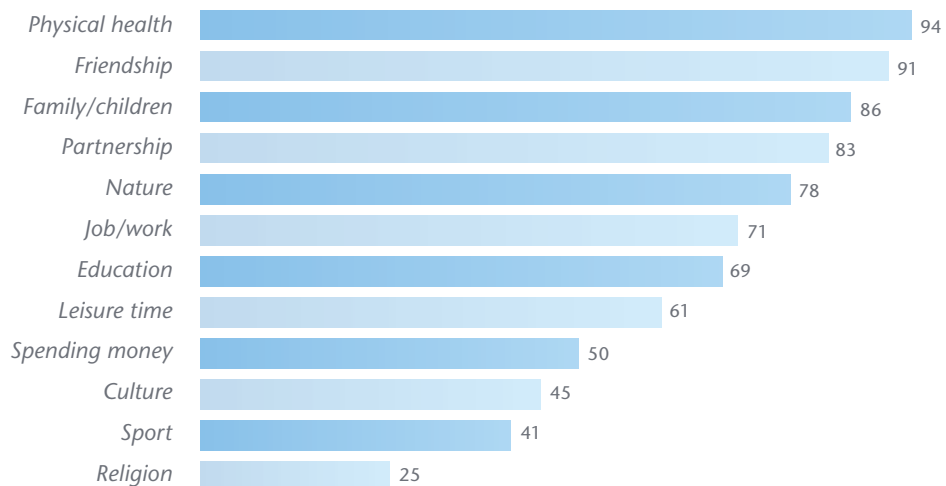
Swiss citizens have the highest life expectancy of all respondents. It is not surprising, then, that personal health (94%) was stated as “the” prerequisite for a happy and satisfied future life. Friends (91%) and family (86%) are also aspects of a fulfilling life according to the Swiss. It is also conspicuous that Swiss citizens accord low importance to spending money (50%) as a life quality indicator. This can be explained in terms of the country’s above-average gross domestic product (GDP). Something that already exists is not an issue.

Within the different population groups, the Swiss accord different levels of significance to different factors:

- Juveniles believe that work (85%) and sport (53%) are important personal future criteria. Young adults, in contrast, vote to a greater extent in favour of freedom (80%) and spending money (62%).
- Singles believe that nature (83%) and education (74%) are important indicators of personal quality of life. Family (94%) and partnerships (92%) are rather important to families.
- Best agers favour culture (50%) and religion (30%). Pensioners want to enjoy health (98%) and nature (83%).

The Swiss quality of life

Of 100 people interviewed, the following mention these aspects as being important factors for quality of life and personal well-being:



Summary: The Swiss demonstrate a lower level of agreement to eight of the twelve life quality criteria than all other surveyed nations. Very few of them mentioned culture, education and spending money. There tends to be consensus across the periods of life, and health and friendship are high on the Swiss citizens' list of priorities.

Crime. Aggressiveness. Stress. Swiss citizens' future concerns.

The Swiss are the Europeans who feel most threatened by crime (80%). Stress and the hectic pace of life are also issues that worry the Swiss (54%) more than any other nation. The

third issue that concerns Swiss citizens is xenophobia (44%). It can be explained to some extent by the country having a higher percentage of foreigners in its population than any other European country (over 20 percent).

Different population groups have different concerns:

- Juveniles particularly fear xenophobia (68%), while young adults have more concerns about the increase in aggressiveness (72%).
- Singles have the most concerns about the future, the main ones being selfishness (49%), a decline in honesty (45%) and an increasingly materialistic attitude to life (29%). Lack of prospects (30%) is also mentioned most by singles – three times more of them are concerned about this than, for example, juveniles.



- Couples fear stress (62%) and families are concerned about hostility to children (46%). Best agers believe that intolerance (51%) and envy (37%) will cause problems, and pensioners fear crime (89%) and social indifference (48%).

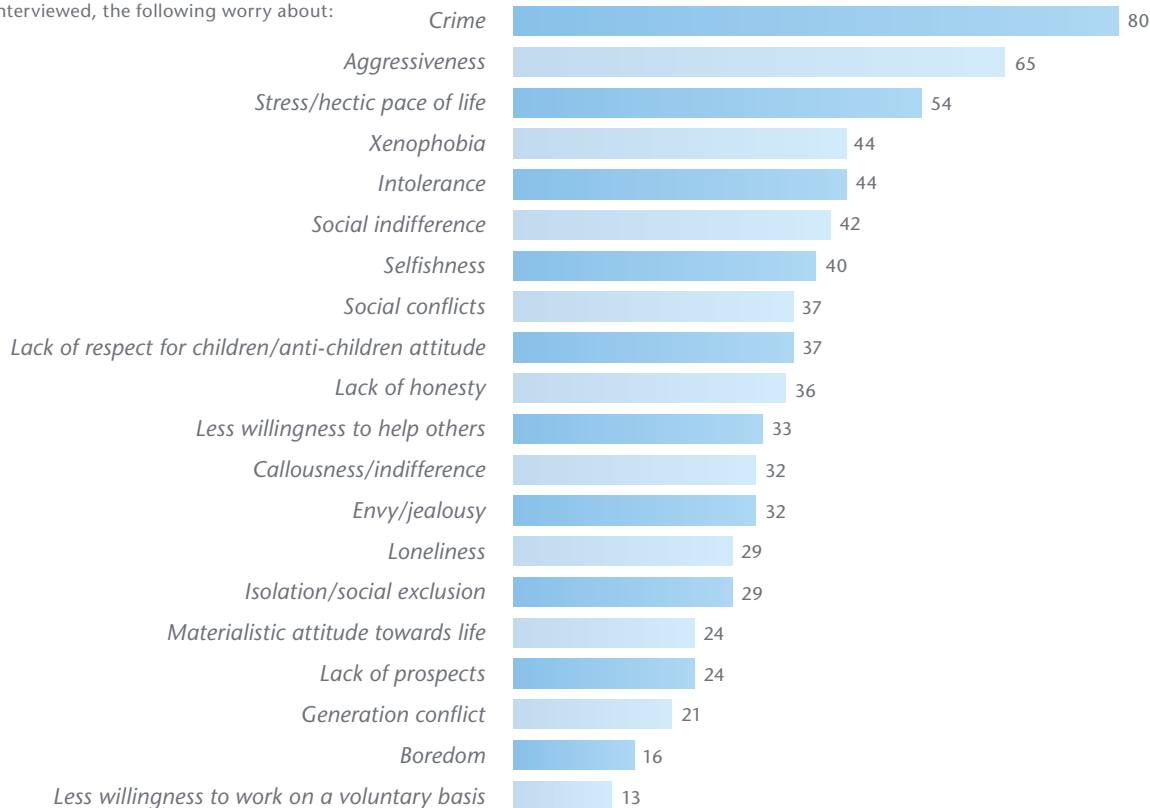
Summary: The Swiss have a wider range of future concerns than the citizens of other countries. However, the only concerns expressed by a majority of respondents were crime, aggressiveness and stress. In terms of periods of life, juveniles have the fewest concerns, whereas the best agers are the most pessimistic group.

Friendship. Love. Freedom. Future Swiss values.

Friendship (87%), love (78%) and freedom (71%) are the supporting pillars of Swiss society. They receive the highest number of mentions of all European countries here. Social justice (68%) and friendliness (66%) are, however, also important for two-thirds of the Swiss. No other nation mentions this number of future values (almost seven per respondent). This results in the majority of the population agreeing on

The Swiss citizens' future concerns

Of 100 people interviewed, the following worry about:



every single statement. The only other country where this occurs is Finland.

The group of singles are conspicuous in a comparison of periods of life. They agree with the highest number of statements in six out of ten categories:

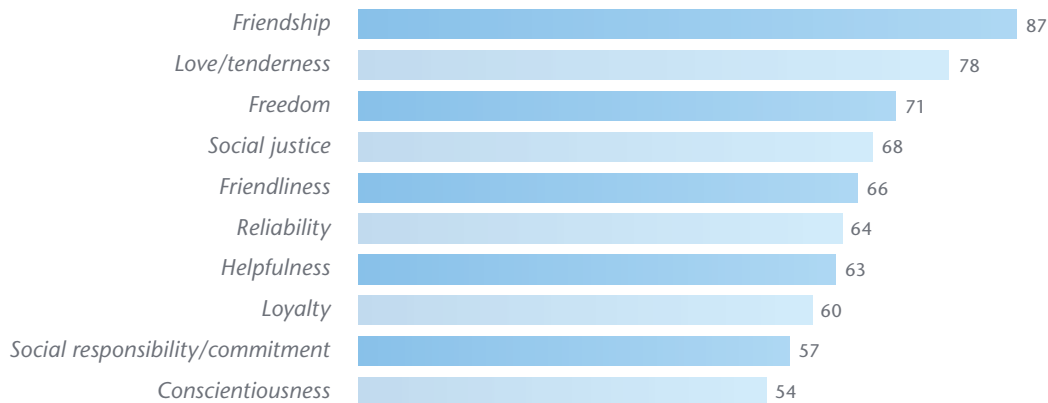
- Their value for love (86%) is particularly high. Switzerland is the only country where singles produce the highest score in connection with this future value. The singles also deliver the highest values for friendship (93%), freedom (78%) and social responsibility (59%).

- Juveniles, in contrast, agree with the lowest number of statements in six categories, e.g. helpfulness (50%), reliability (49%), friendliness (47%) and conscientiousness (36%).

Summary: Switzerland is one of the countries with the highest level of quality of life. Many different factors will contribute to the Swiss population's future quality of life, including a broad range of values. The Swiss have realised this, which is why they consider many different future factors to be relevant.

The Swiss citizens' future values

Question: "Thinking of the future – which of the following values do you think will be very important for yourself and society in general?"



Hungary

Health. Family. Friendship. Quality of life in Hungary.

Almost all the Hungarians (99%) believe that health is a guarantee of quality of life. Family and friends (90% each) are also considered to be very important factors. No other country accords the same high significance to spending money as Hungary (84%). The values for culture (64%), leisure time (73%), nature (85%) and work (86%) are also far higher than the European average. Only a minority of Hungarians consider sport (38%) and religion (28%) to be significant.

The following differences exist within different periods of life:

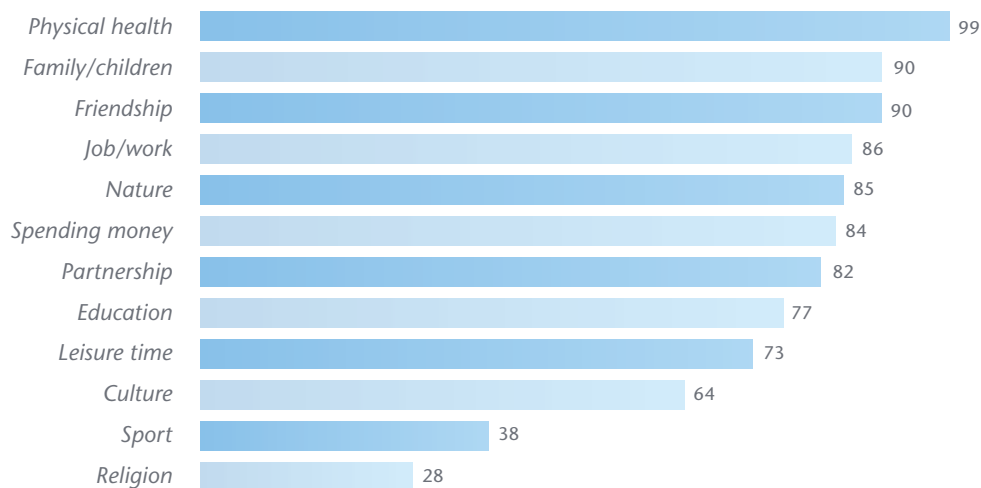
- Education is less important for singles (69%) than for same-aged couples (82%) or families (87%).

- Nine out of ten (89%) best agers believe that nature is an important factor, compared with only three-quarters (76%) of juveniles.
- Religion is mentioned by almost every other pensioner (45%) but only by around one in six young adults (16%).
- Leisure time and friendship decline in significance with age.
- In the 50+ generation, family and children are more significant (94%) than for the younger generations (juveniles: 79%, young adults: 75%).

Summary: Health is believed to be equally important in all periods of life as the prerequisite for personal well-being in Hungary. Family and friends, on the other hand, are rated differently within the population. Compared with other European nations, Hungary accords less than average significance to the factors of sport and religion.

The Hungarian quality of life

Of 100 people interviewed, the following mention these aspects as being important factors for quality of life and personal well-being:



Crime. Aggressiveness. Lack of prospects.
The Hungarians' future concerns.

Crime (63%) is also the biggest future concern for the Hungarians, followed by aggressiveness (59%) and lack of prospects (55%). This concern is more widespread in Hungary than in any other country. The increasingly materialistic attitude to life (42%) is a bigger concern here than anywhere else, too. The Hungarians have relatively few concerns about hostility to children (15%) and less helpfulness (16%).

The Hungarians have different concerns in different periods of life:

- Juveniles are particularly concerned about issues such as materialistic attitudes (53%), xenophobia (31%), social exclusion (41%) and generation conflict (33%). On the other hand, they have few concerns about lack of prospects (31%) or social indifference (10%).
- Young adults are more concerned about increasing envy (34%), though they are more relaxed about problems such as a decline in honesty (30%), social conflicts (24%) and callousness (19%).



The Hungarians' future concerns

Of 100 people interviewed, the following worry about:



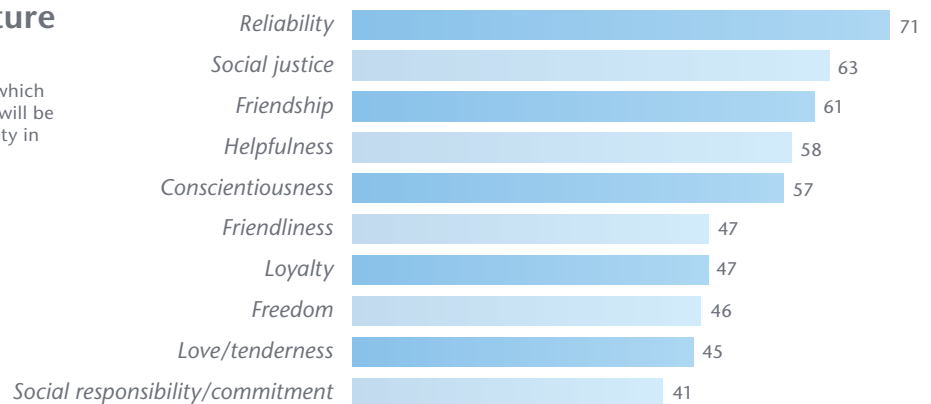
- Couples have an above-average number of future concerns. The main ones are lack of prospects (62%), a decline in honesty (49%), social conflicts (44%), intolerance (27%) and hostility to children (19%).
- Families are concerned about lack of prospects (59%) and intolerance (27%). They are less concerned about a conflict between different generations (12%) and loneliness (21%).
- Best agers fear social indifference (39%) and callousness (36%).

- Pensioners are worried about loneliness (50%), xenophobia (33%), selfishness (36%) and less helpfulness (22%).

Summary: The Hungarians are also concerned about crime and aggressiveness. Twice as many Hungarian citizens are worried about a lack of prospects compared with the rest of Europe. Couples and families are most concerned about this. Different population groups tend to have different concerns, and the Hungarians' concerns change over time.

The Hungarians' future values

Question: "Thinking of the future – which of the following values do you think will be very important for yourself and society in general?"



Reliability. Social justice. Friendship. The Hungarians' future values.

Reliability is extremely important for almost three-quarters of the population (71%). This puts the Hungarians above the European average. The majority of them also consider the criteria of social justice (63%), friendship (61%), helpfulness (58%) and conscientiousness (57%) to be important. Love (45%) is at the bottom end of the value scale. It received fewer mentions in Hungary than anywhere else in Europe. The Hungarians believe that the least most important future value (41%) is social responsibility.

Three groups are particularly conspicuous within the periods of life:

- Juveniles put more emphasis on friendship (75%), friendli-

ness (59%), love (64%) and loyalty (56%) than the rest of the population.

- Couples, in contrast, believe more in the values of reliability (78%), helpfulness (65%), loyalty and freedom (each 56%).
- Pensioners rate the values of social justice (76%), conscientiousness (74%), helpfulness (72%), friendliness (59%) and social responsibility (57%) as significant for them.

Summary: The Hungarians believe that reliability is the central value for a positive future. They differ considerably in this respect from other nations. Social justice and friendship are also values that they believe will help them to overcome future challenges. It is clear that the Hungarians adapt their values depending on which period of life they are in.

Europe

Health. Family. Friendship. Quality of life in Europe.

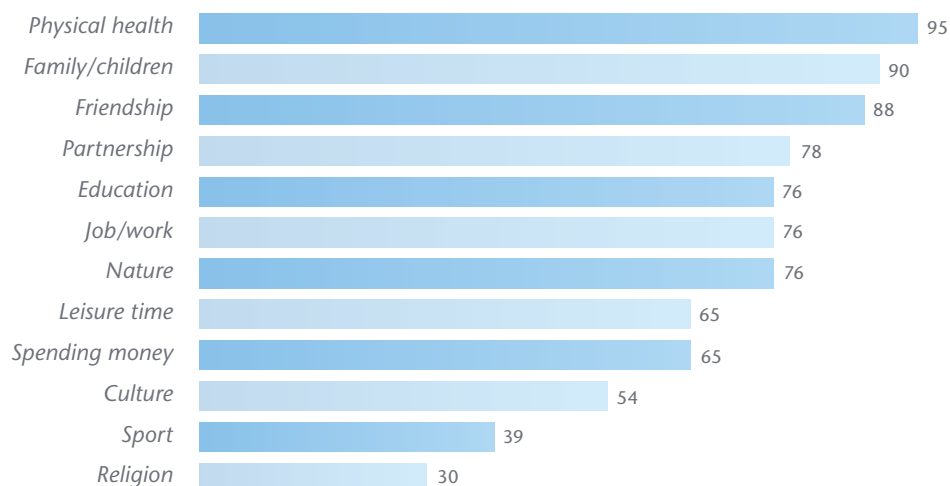
Europeans obviously believe that quality of life is the key to the future. In almost all countries, the most important criterion for quality of life is health (95%), followed by family (90%), friends (88%) and, slightly lower down on the ranking list, partnership (78%), nature, education and work (each 76%). Spending money and leisure time (each 65%) are only considered by two-thirds of respondents to be important. Religion is

only mentioned by one-third (30%) as an indicator of quality of life, and more people (39%) consider sport to be more important than religion.

A change of attitude is taking place in Europe. Personal well-being is becoming more important than increasing material wealth. At the same time, people are rediscovering the personal significance of quality of life. However, in contrast to the period after the Second World War, when people were focused on creating material wealth and increasing manufac-

The European quality of life

Of 100 people interviewed, the following mention these aspects as being important factors for quality of life and personal well-being:



turing output, modern-day citizens seek a new quality of life. The Europeans are unanimous about health being the most important basis for quality of life. In almost every country, health is rated more highly than social life dimensions such as family and friends. Individual preferences depend on the period of life that a person is in and their family status. Nature and education are important for around three-quarters of Europeans, and they are rated more highly than work, spending money and leisure time. Although these areas are still an important part of life, they are no longer of central importance.

Culture is important for every other citizen. It is also gaining in significance and has actually overtaken sport.

Crime. Aggressiveness. Lack of honesty.
European citizens' future concerns.

Crime is the single most important unsolved issue in Europe. Two-thirds (66%) of respondents from Helsinki to Rome, from Moscow to Zurich, and from Berlin to London say that crime



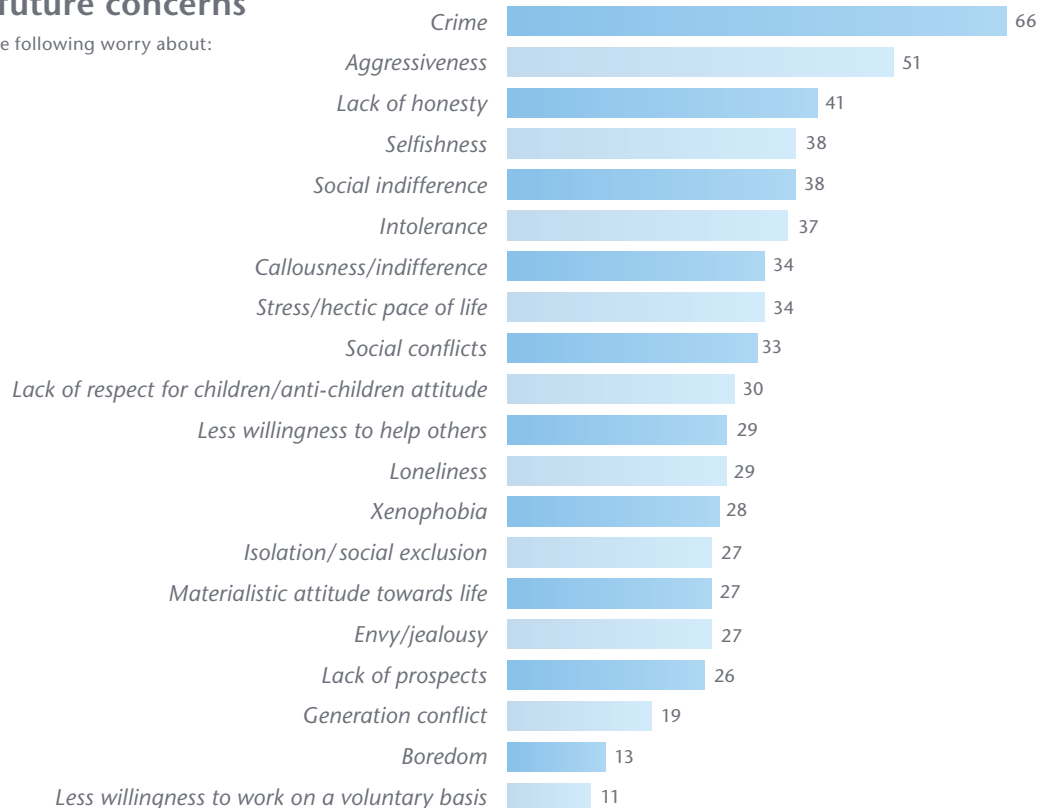
is – by far – the most pressing future concern. The subjective perception of a lack of national security could be a major future problem in Europe. There are major concerns about the possibility of a (Latin) American-like situation (USA, Mexico, Colombia, etc.) where crime is on the increase, private security services are booming and entire streets and districts band together. Citizens are also concerned about social relationships and a loss of prosperity. Fear about crime is accompanied by concerns about an increase in aggressiveness (51%), a decline in honesty (41%), selfishness (38%) and intolerance

(37%). These can result in loneliness (29%) or social exclusion (27%).

Politics and society will be challenged to an equal extent by economic and social problems in the 21st century. A forward-looking social policy must focus on training opportunities and jobs, but also on other practical activities (such as community involvement) to provide citizens with greater opportunities to perceive a sense of achievement. This is the only effective way to prevent a sense of emptiness, boredom and violence

The Europeans' future concerns

Of 100 people interviewed, the following worry about:



in a post-industrial society characterised by a decline in paid labour. In many cases, aggressiveness is merely a cry for help in an attempt to find a way out of a meaningless and boring life and find a better perspective. People find a life with no future perspective and no challenges unbearable in the long run. Policy makers and social leaders have to look beyond gainful employment and consider activities that make sense and challenge people, and activities which give people more responsibility and credit them with the ability to assume this responsibility.

Friendship. Justice. Reliability.
The Europeans' future values.

Europeans are not only aware of their fears, but also of how they can deal with them. The focus is on values that promote cooperation between citizens. They include friendship (65%), social justice (60%) and reliability (59%). Love (58%), helpfulness (55%), freedom (53%) and friendliness (50%) are also values that the majority of respondents believe to be important. Loyalty (48%), conscientiousness and social responsibility (each 46%) are slightly lower on the scale of important personal values.

The Europeans want to put a fast end to the process of social erosion and they are obviously willing to establish a new moral framework. The surveys in nine European countries have shown that trust is coming back into vogue. Europeans are becoming more optimistic, and the era of the egoist is drawing to a close.

The Europeans' future values

Question: "Thinking of the future – which of the following values do you think will be very important for yourself and society in general?"



Europe in numbers

	Belgium	Germany	Finland	France
SOCIAL STRUCTURE				
Illiterate persons (%) (14+)	1.0	0.7	0.0	1.0
Aliens quota (%)	8.7	8.8	2.2	5.8
Population in millions	10.4	82.4	5.2	60.9
Population 0–14 (%)	16.7	14.1	17.1	18.3
Population 65+ (%)	17.4	19.5	16.2	16.4
Population growth (%)	0.13	–0.02	0.14	0.35
Average age	40.9	42.6	41.3	39.1
Fertility	1.64	1.39	1.73	1.84
Life expectancy (women)	82.1	82.0	82.1	83.5
Life expectancy (men)	75.6	75.8	75.0	76.1
Urbanisation	97.4	88.9	84.7	76.4
INFRASTRUCTURE				
Physicians per 1,000 citizens	4.35	3.73	3.21	3.68
Computers per 1,000 citizens	336	603	533	386
Electricity consumption (KWh) per citizen	7,860	6,200	15,408	7,424
Oil consumption (barrels per year per citizen)	22.2	11.9	15.6	12.7
TV sets per 1,000 citizens	583	743	778	649
Internet users per 1,000 citizens	505	679	688	425
Mobile phones per 1,000 citizens	799	842	887	708
Cars per 1,000 citizens	517	573	472	500
Radios per 1,000 citizens	795	947	1,623	922
Landline telephones per 1,000 citizens	509	670	556	578
ECONOMIC DATA				
Contribution of services to GDP (%)	24.1	29.4	29.4	22.0
Contribution of manufacturing output to GDP (%)	74.9	69.7	67.6	75.8
Contribution of agriculture to GDP (%)	1.0	0.9	3.0	2.2
Unemployment rate (%)	8.1	9.7	8.1	9.6
Foreign debt (in \$ billion)	1,027	3,886	222	2,908
GDP per citizen in \$	35,445	36,646	38,249	33,901
Exports (in \$ billion)	286	1,193	74	508
Gold and currency reserves (in \$ billion)	12	105	12	74
Imports (in \$ billion)	283	882	63	539
Rate of inflation (%)	2.6	1.9	0.8	1.9
Value of one US dollar	0.93	0.87	0.84	0.91
National budget expenditure (in \$ billion)	187	1,453	103	1,189
National budget income (in \$ billion)	188	1,304	104	1,137
National debt (\$) per citizen	33,035	18,726	14,190	22,171
Defence expenditure (in \$ million)	4,827	42,284	2,725	45,001

Great Britain	Italy	Russia	Switzerland	Hungary	
SOCIAL STRUCTURE					
1.0	1.3	0.4	0.4	0.6	Illiterate persons (%) (14+)
5.7	4.6	20.2	20.5	1.6	Aliens quota (%)
60.6	58.1	142.9	7.5	9.9	Population in millions
17.5	13.8	14.2	16.3	15.6	Population 0–14 (%)
15.7	19.7	14.5	15.6	15.2	Population 65+ (%)
0.28	0.04	-0.35	0.43	-0.25	Population growth (%)
39.3	42.2	38.4	40.1	38.7	Average age
1.66	1.28	1.28	1.43	1.32	Fertility
81.1	82.9	74.1	83.5	77.1	Life expectancy (women)
76.1	76.9	60.5	77.7	68.5	Life expectancy (men)
89.3	67.7	73.3	67.8	64.4	Urbanisation
INFRASTRUCTURE					
1.82	6.14	4.85	3.57	3.31	Physicians per 1,000 citizens
496	313	129	758	156	Computers per 1,000 citizens
5,853	5,302	5,684	7,809	3,857	Electricity consumption (KWh) per citizen
10.6	11.9	7.4	13.2	5.1	Oil consumption (barrels per year per citizen)
661	527	467	645	490	TV sets per 1,000 citizens
437	418	150	512	234	Internet users per 1,000 citizens
869	979	277	955	860	Mobile phones per 1,000 citizens
465	605	170	526	313	Cars per 1,000 citizens
1,407	889	435	970	716	Radios per 1,000 citizens
585	517	262	759	407	Landline telephones per 1,000 citizens
ECONOMIC DATA					
24.2	30.3	38.8	*	31.0	Contribution of services to GDP (%)
75.2	67.7	56.1	*	65.5	Contribution of manufacturing output to GDP (%)
0.6	2.0	5.1	*	3.5	Contribution of agriculture to GDP (%)
4.6	7.5	6.8	3.9	7.6	Unemployment rate (%)
7,297	964	146	864	73	Foreign debt (in \$ billion)
36,240	29,542	4,673	46,978	13,453	GDP per citizen in \$
413	408	291	167	69	Exports (in \$ billion)
49	67	268	55	22	Gold and currency reserves (in \$ billion)
521	404	157	149	73	Imports (in \$ billion)
2.0	2.1	12.2	1.4	4.2	Rate of inflation (%)
0.86	1.03	2.59	0.70	1.32	Value of one US dollar
983	902	162	145	68	National budget expenditure (in \$ billion)
929	803	217	140	62	National budget income (in \$ billion)
16,525	32,556	476	24,146	7,991	National debt (\$) per citizen
52,887	33,087	52,449	4,012	1,568	Defence expenditure (in \$ million)

Methods and survey period

The methods used by the “BAT Stiftung für Zukunftsfragen” are based on scientific facts and findings. All data pertain to a representative sample of all private households. For implementation purposes the questions were compiled in an omnibus survey, which is a tried-and-tested market research method. Representative, population-based samples were surveyed at regular intervals, whereby a different respondent was chosen on each occasion to rule out panel effects. Face-to-face interviews were conducted by GfK EURO BUSSES®, i.e. the interviews were conducted with the respondents in their own households. The survey was implemented in Belgium, Germany, Finland, France, the United Kingdom, Italy, Switzerland and Hungary using CAPI (Computer-Assisted Personal Interviews), and in Russia with PAPI (Paper & Pencil).

The field work was managed and supervised by our partner institute, GfK. All interviews were checked upon return. Systematic mistakes were ruled out by automated checks.

No. and representativeness:	Russia 2,100 respondents aged 16+, Germany 2,000 respondents aged 14+, all other countries 1,000 respondents aged 15+
Survey period:	18 October – 12 November 2007
Partner institute:	GfK Marktforschung

REPRESENTATION

If added percentages deviate +/- from 100, this is due to rounding differences. When considerable deviations exist, it has to be taken into consideration that multiple responses were possible, making the value higher than 100.

The periods of life shown in the tables section are grouped as follows:

PERIODS OF LIFE

Juveniles:	14–17
Young adults:	18–24
Singles:	25–49
Couples:	Households with two adult persons (25-49) without children under the age of 14
Families with children:	Households (25-49) with children aged under 14
Young seniors/Best agers:	50–64
Pensioners:	65+

Belgium

Worries *Belgium*

Data in %

“Many people are asking themselves questions about the future. When you think of the future, which of the following issues of how we relate to one another worry you the most?”

	Total population	Juveniles	Young adults	Singles	Couples	Couples with children	Young seniors/best agers	Pensioners
Crime	67	55	64	59	69	68	71	67
Aggressiveness	66	61	61	61	71	65	70	65
Selfishness	47	32	43	36	58	53	49	44
Lack of honesty	45	32	53	43	46	43	51	45
Intolerance	45	28	39	42	45	53	45	42
Stress/hectic pace of life	40	37	39	34	32	46	46	29
Envy/jealousy	39	51	47	29	46	39	37	39
Social indifference	37	31	25	41	39	35	43	38
Xenophobia	35	30	42	35	40	38	33	35
Social conflicts	35	31	30	35	47	35	38	34
Loneliness	31	12	23	40	28	27	33	39
Isolation/social exclusion	31	17	15	36	32	29	38	32
Callousness/indifference	31	20	26	38	34	29	29	36
Anti-children attitude	26	22	20	31	20	29	20	29
Materialistic attitude towards life	25	30	27	31	33	21	26	22
Less willingness to help others	25	18	21	32	21	22	28	31
Generation conflict	19	26	25	11	22	22	18	16
Lack of prospects	18	12	19	19	14	17	21	18
Boredom	15	14	13	15	20	14	14	18
Less willingness to help on a voluntary basis	13	3	13	19	18	12	12	12

Data in %

“Quality of life is the result of many factors. The following terms are some examples of things that may lead to personal well-being in our society. Please tell me which of the following things you find very important, not so important or rather unimportant for your own quality of life.”

	Total population	Juveniles	Young adults	Singles	Couples	Couples with children	Young seniors/best agers	Pensioners
Physical health	96	99	98	93	95	97	97	96
Family/children	95	94	90	89	91	99	96	95
Friendship	91	95	91	91	91	92	90	93
Job/work	81	83	85	90	96	85	72	72
Education	78	90	88	83	78	78	72	77
Partnership	77	68	67	57	89	89	79	81
Nature	76	80	68	73	75	83	74	78
Spending money	76	88	81	77	73	75	77	73
Leisure time	68	84	78	73	64	75	62	57
Culture	53	51	58	44	56	55	47	56
Sport	37	56	55	36	45	39	25	33
Religion	27	13	14	21	23	28	26	42

Values *Belgium*

Data in %

“Thinking of the future – which of the following values do you think will be very important for yourself and society in general?”

	Total population	Juveniles	Young adults	Singles	Couples	Couples with children	Young seniors/best agers	Pensioners
Friendship	71	88	73	61	62	73	69	72
Reliability	70	71	63	59	72	72	72	73
Love/tenderness	69	79	75	68	72	78	66	55
Social justice	62	59	48	67	63	62	61	64
Friendliness	60	58	49	58	60	63	59	64
Freedom	59	70	65	66	50	56	58	57
Loyalty	54	36	41	50	54	61	54	56
Conscientiousness	52	37	40	41	45	54	63	56
Social responsibility/social commitment	52	58	37	53	52	55	48	56
Helpfulness	48	47	42	49	43	48	46	54

Germany

Worries Germany

Data in %

“Many people are asking themselves questions about the future. When you think of the future, which of the following issues of how we relate to one another worry you the most?”

	Total population	Juveniles	Young adults	Singles	Couples	Couples with children	Young seniors/best agers	Pensioners
Crime	71	74	68	56	72	71	73	72
Aggressiveness	59	63	56	49	63	61	60	56
Social indifference	58	45	43	59	55	53	64	64
Callousness/indifference	45	33	38	55	45	45	47	46
Selfishness	44	28	39	46	40	47	44	46
Social conflicts	42	29	36	37	38	42	48	42
Anti-children attitude	40	37	31	25	32	61	36	38
Less willingness to help others	40	35	29	36	33	38	41	50
Intolerance	39	26	39	42	43	42	42	32
Stress/hectic pace of life	38	51	46	40	47	43	40	22
Lack of honesty	38	31	34	31	36	36	44	39
Xenophobia	35	35	46	32	31	40	33	30
Isolation/social exclusion	32	18	26	40	29	27	36	35
Lack of prospects	32	38	38	36	32	32	33	27
Envy/jealousy	31	28	30	30	33	33	32	27
Materialistic attitude towards life	29	28	22	31	27	28	31	29
Loneliness	27	8	14	27	21	19	30	40
Generation conflict	19	19	13	15	15	17	19	27
Less willingness to help on a voluntary basis	11	4	5	11	8	13	11	17
Boredom	10	19	13	13	5	10	10	9

“Quality of life is the result of many factors. The following terms are some examples of things that may lead to personal well-being in our society. Please tell me which of the following things you find very important, not so important or rather unimportant for your own quality of life.”

	Total population	Juveniles	Young adults	Singles	Couples	Couples with children	Young seniors/best agers	Pensioners
Physical health	98	95	96	96	99	99	99	99
Friendship	89	99	93	93	85	90	87	89
Family/children	84	66	78	53	83	99	86	90
Partnership	81	60	79	62	98	98	84	69
Nature	72	68	57	65	72	70	76	81
Job/work	72	89	92	89	88	94	68	29
Education	71	83	83	78	73	77	69	60
Leisure time	67	89	85	79	76	74	65	45
Spending money	59	77	70	57	63	64	56	48
Culture	36	39	27	39	33	33	37	42
Sport	29	54	46	33	33	28	25	16
Religion	24	14	16	14	15	21	22	44

“Thinking of the future – which of the following values do you think will be very important for yourself and society in general?”

	Total population	Juveniles	Young adults	Singles	Couples	Couples with children	Young seniors/best agers	Pensioners
Reliability	78	64	69	69	81	78	82	81
Friendship	75	92	85	81	71	77	72	68
Social justice	72	56	59	68	74	75	78	74
Helpfulness	70	61	65	56	66	65	70	83
Love/tenderness	66	70	74	58	76	84	64	49
Conscientiousness	62	49	52	49	66	58	64	73
Friendliness	59	64	58	50	58	59	56	66
Freedom	57	72	72	64	58	60	59	43
Social responsibility/social commitment	54	40	49	46	52	55	59	59
Loyalty	47	31	46	51	49	53	48	45

Finland

Worries *Finland*

Data in %

“Many people are asking themselves questions about the future. When you think of the future, which of the following issues of how we relate to one another worry you the most?”

	Total population	Juveniles	Young adults	Singles	Couples	Couples with children	Young seniors/best agers	Pensioners
Crime	63	68	60	56	57	67	59	70
Callousness/indifference	53	59	44	56	49	56	55	48
Social indifference	49	43	42	44	42	47	53	56
Selfishness	48	51	38	45	54	52	49	45
Isolation/social exclusion	45	46	46	34	39	44	47	45
Intolerance	45	53	39	40	43	44	43	48
Less willingness to help others	43	60	46	41	42	44	39	40
Lack of honesty	43	42	44	46	43	38	43	48
Stress/hectic pace of life	43	33	42	41	65	51	36	30
Aggressiveness	38	52	33	42	37	46	30	37
Loneliness	37	43	29	39	32	34	35	46
Materialistic attitude towards life	36	32	29	33	31	39	39	34
Anti-children attitude	30	40	30	21	25	34	26	34
Xenophobia	30	45	37	24	30	21	30	30
Envy/jealousy	29	29	25	36	27	25	25	39
Social conflicts	28	18	22	24	17	29	31	36
Lack of prospects	20	21	22	15	18	24	18	18
Generation conflict	18	25	17	14	9	17	19	22
Less willingness to help on a voluntary basis	17	19	13	13	20	17	16	19
Boredom	15	27	14	12	18	12	14	15

Data in %

“Quality of life is the result of many factors. The following terms are some examples of things that may lead to personal well-being in our society. Please tell me which of the following things you find very important, not so important or rather unimportant for your own quality of life.”

	Total population	Juveniles	Young adults	Singles	Couples	Couples with children	Young seniors/best agers	Pensioners
Physical health	98	93	95	97	97	98	99	99
Friendship	94	100	94	89	90	93	95	96
Family/children	91	74	83	66	92	99	94	94
Nature	91	80	80	82	96	90	95	95
Leisure time	85	82	86	90	91	88	85	71
Partnership	84	82	82	52	96	95	87	82
Job/work	75	89	85	82	75	84	68	59
Education	72	88	74	65	63	81	69	68
Sport	71	82	69	69	63	74	72	70
Spending money	63	65	65	62	70	65	56	67
Culture	42	49	44	37	35	35	46	49
Religion	32	33	23	23	13	25	40	48

Values *Finland*

Data in %

“Thinking of the future – which of the following values do you think will be very important for yourself and society in general?”

	Total population	Juveniles	Young adults	Singles	Couples	Couples with children	Young seniors/best agers	Pensioners
Reliability	77	89	83	75	76	78	74	75
Social justice	73	57	75	67	66	76	72	79
Freedom	71	72	73	69	74	67	67	78
Friendship	64	74	65	77	61	59	61	67
Friendliness	63	66	61	52	64	63	63	66
Helpfulness	62	64	69	58	47	61	56	70
Love/tenderness	60	59	53	54	60	69	55	60
Loyalty	56	42	57	56	52	61	51	58
Social responsibility/social commitment	55	45	62	45	45	57	51	58
Conscientiousness	50	40	49	50	43	46	50	59

France

Worries France

Data in %

“Many people are asking themselves questions about the future. When you think of the future, which of the following issues of how we relate to one another worry you the most?”

	Total population	Juveniles	Young adults	Singles	Couples	Couples with children	Young seniors/best agers	Pensioners
Intolerance	58	55	65	62	63	64	56	47
Aggressiveness	55	48	57	60	47	60	50	53
Crime	49	45	43	51	49	55	48	49
Lack of honesty	47	37	53	44	39	47	50	48
Social indifference	44	26	41	53	55	48	44	36
Isolation/social exclusion	44	25	38	46	48	50	45	38
Selfishness	43	52	50	45	34	44	38	41
Social conflicts	41	32	45	38	45	48	38	34
Xenophobia	40	31	47	58	46	46	39	27
Stress/ hectic pace of life	40	44	55	44	41	47	41	18
Anti-children attitude	39	39	44	42	44	48	36	29
Callousness/indifference	39	33	43	46	40	39	38	36
Loneliness	38	28	30	31	40	38	44	40
Less willingness to help others	28	34	35	25	25	28	30	25
Generation conflict	28	29	25	28	28	28	31	23
Materialistic attitude towards life	25	19	25	31	34	26	24	23
Lack of prospects	23	13	25	27	32	26	25	15
Envy/jealousy	23	25	27	28	22	25	25	9
Boredom	18	25	16	14	16	15	21	16
Less willingness to help on a voluntary basis	16	11	22	20	17	17	16	11

“Quality of life is the result of many factors. The following terms are some examples of things that may lead to personal well-being in our society. Please tell me which of the following things you find very important, not so important or rather unimportant for your own quality of life.”

	Total population	Juveniles	Young adults	Singles	Couples	Couples with children	Young seniors/best agers	Pensioners
Physical health	98	94	95	96	98	98	97	99
Family/children	95	92	91	94	90	98	94	94
Friendship	93	96	93	86	96	93	92	94
Education	89	81	96	95	97	97	88	77
Nature	88	52	78	84	88	93	94	88
Job/work	84	92	95	89	93	93	79	63
Culture	75	58	69	80	81	77	75	76
Spending money	71	74	73	66	65	74	76	65
Partnership	69	58	63	47	82	83	71	68
Leisure time	66	72	78	71	64	71	62	57
Sport	45	63	58	62	54	48	39	30
Religion	26	23	15	27	29	20	22	43

Values *France*

“Thinking of the future – which of the following values do you think will be very important for yourself and society in general?”

	Total population	Juveniles	Young adults	Singles	Couples	Couples with children	Young seniors/best agers	Pensioners
Love/tenderness	65	64	70	57	74	70	66	54
Friendship	64	73	67	62	73	62	65	61
Loyalty	57	31	46	54	60	55	66	63
Helpfulness	56	27	53	53	61	57	58	61
Freedom	56	60	62	63	59	50	60	51
Social justice	52	31	41	55	48	50	62	56
Friendliness	44	30	38	41	45	38	51	53
Social responsibility/ social commitment	40	36	39	45	50	43	41	31
Conscientiousness	40	30	27	32	38	38	44	47
Reliability	33	26	36	38	42	33	32	29

Great Britain

Worries *Great Britain*

Data in %

“Many people are asking themselves questions about the future. When you think of the future, which of the following issues of how we relate to one another worry you the most?”

	Total population	Juveniles	Young adults	Singles	Couples	Couples with children	Young seniors/best agers	Pensioners
Crime	71	86	65	69	66	71	72	81
Aggressiveness	44	31	31	40	60	46	50	44
Lack of honesty	39	58	39	37	38	34	43	45
Social conflicts	35	12	35	37	42	33	40	26
Intolerance	34	13	20	35	42	30	44	35
Less willingness to help others	31	5	20	37	40	30	39	25
Social indifference	28	0	20	29	32	27	40	23
Stress/hectic pace of life	28	27	23	23	37	30	32	20
Anti-children attitude	27	17	18	27	30	32	32	24
Selfishness	26	9	19	28	30	25	30	28
Xenophobia	25	0	20	35	34	23	35	16
Generation conflict	25	17	23	22	27	27	28	23
Materialistic attitude towards life	22	6	12	17	26	23	32	20
Loneliness	19	17	15	19	20	11	22	28
Callousness/indifference	18	0	5	15	27	15	27	23
Isolation/social exclusion	17	5	9	19	24	17	23	12
Boredom	16	40	20	18	15	12	19	12
Lack of prospects	15	5	13	19	24	13	19	10
Envy/jealousy	15	18	19	14	18	13	14	16
Less willingness to help on a voluntary basis	12	6	8	12	15	12	11	14

“Quality of life is the result of many factors. The following terms are some examples of things that may lead to personal well-being in our society. Please tell me which of the following things you find very important, not so important or rather unimportant for your own quality of life.”

	Total population	Juveniles	Young adults	Singles	Couples	Couples with children	Young seniors/best agers	Pensioners
Physical health	94	89	89	91	96	96	97	93
Friendship	91	89	92	81	95	93	93	88
Family/children	89	91	83	78	86	99	88	91
Education	86	79	88	84	86	97	81	79
Leisure time	76	58	76	69	83	81	76	73
Partnership	73	56	67	42	90	92	72	80
Nature	72	42	68	65	77	72	75	75
Job/work	69	95	87	73	77	78	64	45
Spending money	58	56	66	61	50	61	60	53
Culture	52	21	57	49	49	50	54	54
Religion	31	29	28	20	16	33	32	43
Sport	34	39	39	30	41	35	30	33

“Thinking of the future – which of the following values do you think will be very important for yourself and society in general?”

	Total population	Juveniles	Young adults	Singles	Couples	Couples with children	Young seniors/best agers	Pensioners
Friendship	72	35	70	71	80	71	72	75
Loyalty	66	44	64	65	67	64	70	66
Friendliness	64	62	54	63	76	66	64	62
Reliability	60	41	54	56	67	62	61	62
Social responsibility/social commitment	59	36	51	59	76	68	62	47
Helpfulness	57	51	52	57	67	59	58	54
Freedom	57	29	56	63	65	58	54	57
Social justice	56	45	47	54	69	57	61	54
Love, tenderness	51	27	55	50	68	53	47	45
Conscientiousness	42	23	31	39	52	44	47	42

Data in %

“Many people are asking themselves questions about the future. When you think of the future, which of the following issues of how we relate to one another worry you the most?”

	Total population	Juveniles	Young adults	Singles	Couples	Couples with children	Young seniors/best agers	Pensioners
Crime	66	65	67	62	51	65	63	69
Lack of honesty	42	33	44	42	39	38	42	45
Selfishness	37	26	45	31	41	33	44	37
Aggressiveness	34	35	42	33	18	36	35	32
Anti-children attitude	29	36	27	22	28	28	29	36
Loneliness	29	31	18	23	20	23	31	42
Stress/hectic pace of life	28	29	28	29	53	26	31	17
Envy/jealousy	27	31	25	34	28	24	32	22
Callousness/indifference	26	18	31	25	37	19	30	25
Intolerance	26	32	19	21	29	22	34	22
Social indifference	24	17	27	22	26	18	28	26
Social conflicts	21	14	25	19	22	14	27	22
Less willingness to help others	21	24	12	20	17	15	28	26
Lack of prospects	21	41	30	18	26	22	18	16
Isolation/social exclusion	20	32	15	18	34	18	20	25
Materialistic attitude towards life	16	12	16	14	29	16	16	15
Xenophobia	14	17	13	17	28	11	15	10
Generation conflict	9	7	7	7	9	6	11	9
Boredom	8	21	6	8	6	5	6	8
Less willingness to help on a voluntary basis	5	3	5	2	11	4	3	9

“Quality of life is the result of many factors. The following terms are some examples of things that may lead to personal well-being in our society. Please tell me which of the following things you find very important, not so important or rather unimportant for your own quality of life.”

	Total population	Juveniles	Young adults	Singles	Couples	Couples with children	Young seniors/best agers	Pensioners
Physical health	93	95	96	93	90	91	94	94
Family/children	88	81	79	78	91	94	91	89
Job/work	87	82	92	92	88	90	91	77
Friendship	84	89	96	89	77	81	81	81
Education	79	79	82	84	83	79	81	70
Culture	76	75	81	81	81	71	80	70
Nature	75	74	71	77	80	75	76	74
Partnership	70	47	55	49	75	84	78	75
Spending money	53	59	59	60	51	57	51	41
Leisure time	51	72	61	64	71	52	48	28
Religion	48	51	31	33	35	55	49	58
Sport	30	46	41	34	44	35	23	19

Values *Italy*

“Thinking of the future – which of the following values do you think will be very important for yourself and society in general?”

	Total population	Juveniles	Young adults	Singles	Couples	Couples with children	Young seniors/best agers	Pensioners
Friendship	52	91	65	55	43	50	50	42
Social justice	52	56	56	53	40	47	57	52
Love/tenderness	45	69	51	46	44	44	42	39
Helpfulness	38	45	34	31	37	31	44	42
Social responsibility/social commitment	36	36	24	39	33	38	40	29
Loyalty	33	34	31	31	40	35	37	29
Freedom	32	50	45	37	29	30	36	17
Reliability	28	20	32	28	29	26	31	26
Friendliness	24	36	25	22	31	20	20	30
Conscientiousness	23	15	21	15	20	25	28	25

Russia

Worries *Russia*

Data in %

“Many people are asking themselves questions about the future. When you think of the future, which of the following issues of how we relate to one another worry you the most?”

	Total population	Juveniles	Young adults	Singles	Couples	Couples with children	Young seniors/best agers	Pensioners
Crime	62	59	58	60	59	64	63	66
Aggressiveness	40	36	35	46	38	44	38	41
Lack of honesty	32	25	29	29	34	33	34	34
Callousness/indifference	29	28	25	30	25	27	34	34
Social indifference	27	21	25	19	29	26	29	34
Anti-children attitude	27	28	25	21	21	29	31	23
Envy/jealousy	25	32	26	25	30	27	23	19
Lack of prospects	25	23	32	32	24	28	22	12
Selfishness	25	23	28	29	25	26	23	20
Less willingness to help others	22	21	21	20	17	23	23	31
Social conflicts	21	19	16	17	23	21	22	25
Loneliness	20	18	19	16	20	14	22	24
Materialistic attitude towards life	19	17	18	14	21	20	23	19
Generation conflict	17	27	22	14	15	12	18	23
Intolerance	15	13	13	16	17	16	16	13
Stress/hectic pace of life	9	6	7	10	11	11	10	8
Xenophobia	8	10	9	5	7	7	10	6
Boredom	8	18	10	13	7	7	4	6
Less willingness to help on a voluntary basis	6	5	6	8	6	4	6	7
Isolation/social exclusion	5	10	3	6	4	6	6	3

“Quality of life is the result of many factors. The following terms are some examples of things that may lead to personal well-being in our society. Please tell me which of the following things you find very important, not so important or rather unimportant for your own quality of life.”

	Total population	Juveniles	Young adults	Singles	Couples	Couples with children	Young seniors/best agers	Pensioners
Family/children	90	79	86	78	95	94	91	89
Physical health	88	82	85	92	85	89	89	90
Partnership	79	66	81	68	93	90	77	69
Spending money	74	77	75	72	78	77	69	68
Friendship	68	81	79	63	71	69	64	59
Job/work	58	60	70	60	66	65	51	27
Culture	48	43	44	47	45	47	55	46
Nature	48	45	46	42	48	51	46	51
Education	62	75	74	58	59	64	58	47
Leisure time	38	57	45	40	40	38	30	25
Religion	31	23	24	28	27	33	34	34
Sport	27	45	30	33	26	29	21	15

“Thinking of the future – which of the following values do you think will be very important for yourself and society in general?”

	Total population	Juveniles	Young adults	Singles	Couples	Couples with children	Young seniors/best agers	Pensioners
Reliability	49	48	53	46	48	53	49	40
Love/tenderness	46	58	62	52	52	52	38	20
Friendship	42	66	55	46	41	40	36	24
Helpfulness	40	42	40	44	36	37	44	43
Social justice	38	24	26	37	41	37	44	48
Conscientiousness	38	32	29	35	42	41	39	41
Freedom	27	40	41	33	23	25	21	17
Social responsibility/social commitment	21	16	18	21	23	20	22	27
Friendliness	20	21	19	22	20	19	19	20
Loyalty	9	10	11	9	9	9	8	6

Switzerland

Worries *Switzerland*

Data in %

“Many people are asking themselves questions about the future. When you think of the future, which of the following issues of how we relate to one another worry you the most?”

	Total population	Juveniles	Young adults	Singles	Couples	Couples with children	Young seniors/best agers	Pensioners
Crime	80	87	72	77	78	82	81	89
Aggressiveness	65	57	72	65	67	65	65	60
Stress/hectic pace of life	54	50	50	55	62	56	51	46
Intolerance	44	33	42	47	46	43	51	34
Xenophobia	44	68	41	44	41	43	47	36
Social indifference	42	38	29	47	41	38	51	48
Selfishness	40	24	34	49	46	38	43	37
Social conflicts	37	44	28	45	35	38	39	32
Anti-children attitude	37	35	35	41	33	46	30	41
Lack of honesty	36	22	35	45	31	36	37	40
Less willingness to help others	33	14	26	38	36	32	36	33
Callousness/indifference	32	27	19	39	40	32	34	28
Envy/jealousy	32	22	28	35	34	28	37	27
Loneliness	29	10	18	29	32	29	35	36
Isolation/social exclusion	29	15	21	31	24	29	35	32
Materialistic attitude towards life	24	17	23	29	20	24	27	17
Lack of prospects	24	9	26	30	21	23	27	20
Generation conflict	21	15	20	19	16	25	24	21
Boredom	16	15	16	16	15	15	16	19
Less willingness to help on a voluntary basis	13	2	11	10	10	18	17	8

“Quality of life is the result of many factors. The following terms are some examples of things that may lead to personal well-being in our society. Please tell me which of the following things you find very important, not so important or rather unimportant for your own quality of life.”

	Total population	Juveniles	Young adults	Singles	Couples	Couples with children	Young seniors/best agers	Pensioners
Physical health	94	95	93	92	94	94	92	98
Friendship	91	100	98	94	94	85	90	92
Family/children	86	75	86	78	79	94	85	89
Partnership	83	61	80	73	91	92	80	82
Nature	78	70	65	83	82	73	82	83
Job/work	71	85	82	77	77	71	69	35
Education	69	72	72	74	70	70	66	64
Leisure time	61	70	80	63	67	58	56	39
Spending money	50	47	62	50	43	55	46	42
Culture	45	47	39	42	44	43	50	41
Sport	41	53	53	46	42	41	37	24
Religion	25	16	20	20	21	30	30	25

“Thinking of the future – which of the following values do you think will be very important for yourself and society in general?”

	Total population	Juveniles	Young adults	Singles	Couples	Couples with children	Young seniors/best agers	Pensioners
Friendship	87	91	91	93	87	86	84	89
Love/tenderness	78	79	82	86	77	85	70	74
Freedom	71	64	78	78	70	71	73	53
Social justice	68	65	68	71	73	64	72	60
Friendliness	66	47	68	70	66	64	68	65
Reliability	64	49	68	70	68	60	67	55
Helpfulness	63	50	57	67	66	59	66	68
Loyalty	60	37	62	61	61	60	64	55
Social responsibility/social commitment	57	43	53	59	57	59	59	59
Conscientiousness	54	36	50	58	57	53	62	45

Hungary

Worries Hungary

Data in %

“Many people are asking themselves questions about the future. When you think of the future, which of the following issues of how we relate to one another worry you the most?”

	Total population	Juveniles	Young adults	Singles	Couples	Couples with children	Young seniors/best agers	Pensioners
Crime	63	68	61	59	58	63	67	66
Aggressiveness	59	63	59	53	61	62	63	48
Lack of prospects	55	31	49	49	62	59	55	50
Lack of honesty	43	48	30	42	49	44	48	43
Materialistic attitude towards life	42	53	46	35	47	43	43	28
Social conflicts	35	37	24	30	44	35	39	38
Social indifference	34	10	24	31	32	36	39	36
Callousness/indifference	32	33	19	28	34	32	36	35
Stress/hectic pace of life	32	37	27	37	34	36	31	23
Selfishness	29	35	26	29	29	27	29	36
Loneliness	28	29	27	34	23	21	28	50
Envy/jealousy	26	30	34	26	21	23	24	30
Intolerance	23	23	22	18	27	27	26	17
Xenophobia	22	31	17	17	19	23	27	33
Isolation/social exclusion	20	41	19	15	19	18	21	18
Less willingness to help others	16	15	10	10	17	16	20	22
Generation conflict	16	33	13	10	18	12	17	28
Anti-children attitude	15	15	14	9	19	16	15	17
Boredom	8	26	9	9	8	8	6	6
Less willingness to help on a voluntary basis	7	16	5	3	6	5	10	7

“Quality of life is the result of many factors. The following terms are some examples of things that may lead to personal well-being in our society. Please tell me which of the following things you find very important, not so important or rather unimportant for your own quality of life.”

	Total population	Juveniles	Young adults	Singles	Couples	Couples with children	Young seniors/best agers	Pensioners
Physical health	99	100	98	99	98	99	99	99
Friendship	90	79	75	74	93	100	94	94
Family/children	90	90	92	91	93	93	88	82
Job/work	86	88	89	87	93	96	80	50
Nature	85	76	81	78	83	87	89	87
Spending money	84	89	83	83	86	88	84	73
Partnership	82	80	73	66	94	98	85	58
Education	77	80	81	69	82	87	70	58
Leisure time	73	83	80	83	66	78	68	52
Culture	64	66	69	53	61	61	68	64
Sport	38	54	52	45	36	39	28	31
Religion	28	22	16	17	31	25	37	45

“Thinking of the future – which of the following values do you think will be very important for yourself and society in general?”

	Total population	Juveniles	Young adults	Singles	Couples	Couples with children	Young seniors/best agers	Pensioners
Reliability	71	49	67	65	78	76	73	72
Social justice	63	64	51	53	74	64	68	76
Friendship	61	75	72	65	60	59	59	53
Helpfulness	58	59	48	44	65	59	62	72
Conscientiousness	57	35	42	45	69	59	62	74
Friendliness	47	59	44	34	56	49	48	59
Loyalty	47	56	46	43	56	54	41	37
Freedom	46	46	48	49	56	43	43	45
Love/tenderness	45	64	59	54	50	52	29	22
Social responsibility/social commitment	41	40	30	30	42	38	50	57

Exemplary publications of the “Stiftung für Zukunftsfragen”

The “Stiftung für Zukunftsfragen” continues the research projects of the “BAT Freizeit-Forschungsinstitut” (BAT Leisure Research Institute). During the last years the following studies were published amongst others:

- 2007 Altersträume - Illusion und Wirklichkeit | Horst W. Opaschowski, Ulrich Reinhardt
- 2007 Minimex. Das Zukunftsmodell einer sozialen Gesellschaft | Horst W. Opaschowski
- 2007 Trendsetter oder Traditionshüter? Die Zukunft der Museen. | Julia Rombach
- 2006 Das Moses-Prinzip. Die 10 Gebote des 21. Jahrhunderts | Horst W. Opaschowski
- 2006 Edutainment. Bildung macht Spaß | Ulrich Reinhardt
- 2006 Freizeitwirtschaft. Die Leitökonomie der Zukunft | Horst W. Opaschowski, Michael Pries und Ulrich Reinhardt
- 2005 Besser Leben, schöner wohnen? Leben in der Stadt der Zukunft. | Horst W. Opaschowski
- 2004 Deutschland 2020. Wie wir morgen leben - Prognosen der Wissenschaft | Horst W. Opaschowski
- 2003 Der Generationenpakt. Das soziale Netz der Zukunft | Horst W. Opaschowski
- 2003 Neue Welt der Arbeit. Herausforderungen und Anforderungen im 21. Jahrhundert | Horst W. Opaschowski
- 2002 Konfliktfeld Deutschland - Die Zukunftssorgen der Bevölkerung | Horst. W. Opaschowski
- 2002 Start-up ins Leben. Wie selbstständig sind die Deutschen? | Horst W. Opaschowski
- 2001 Das gekaufte Paradies. Tourismus im 21. Jahrhundert | Horst. W. Opaschowski
- 2000 Xtremesport als Zeitphänomen | Horst. W. Opaschowski
- 2000 Kathedralen des 21. Jahrhunderts. Erlebniswelten im Zeitalter der Eventkultur | Horst W. Opaschowski

