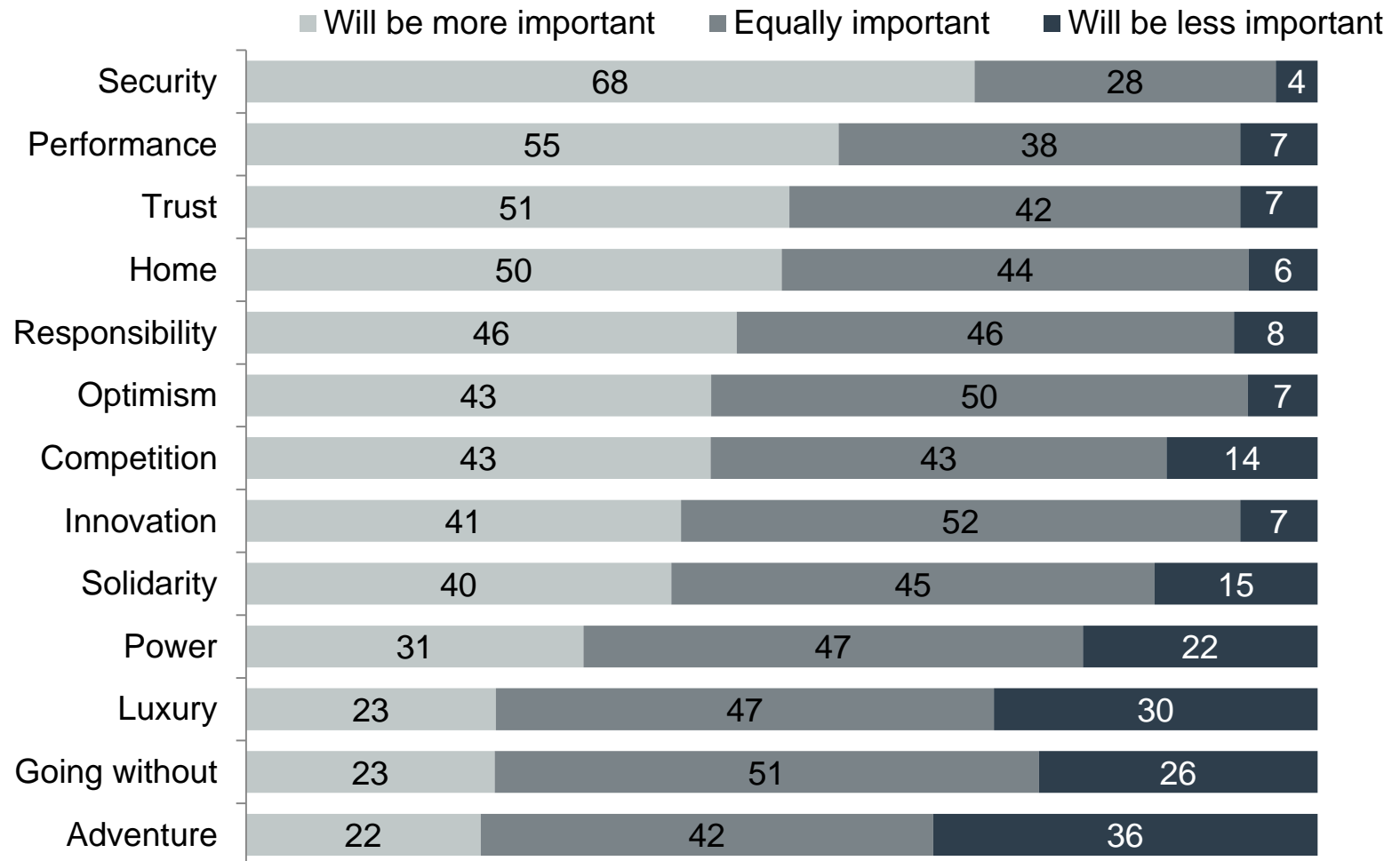


'Security' currently is a value of increasing importance for almost 70% of the German population

How Germans assess change in the following values

Possible responses provided; rounded percentages

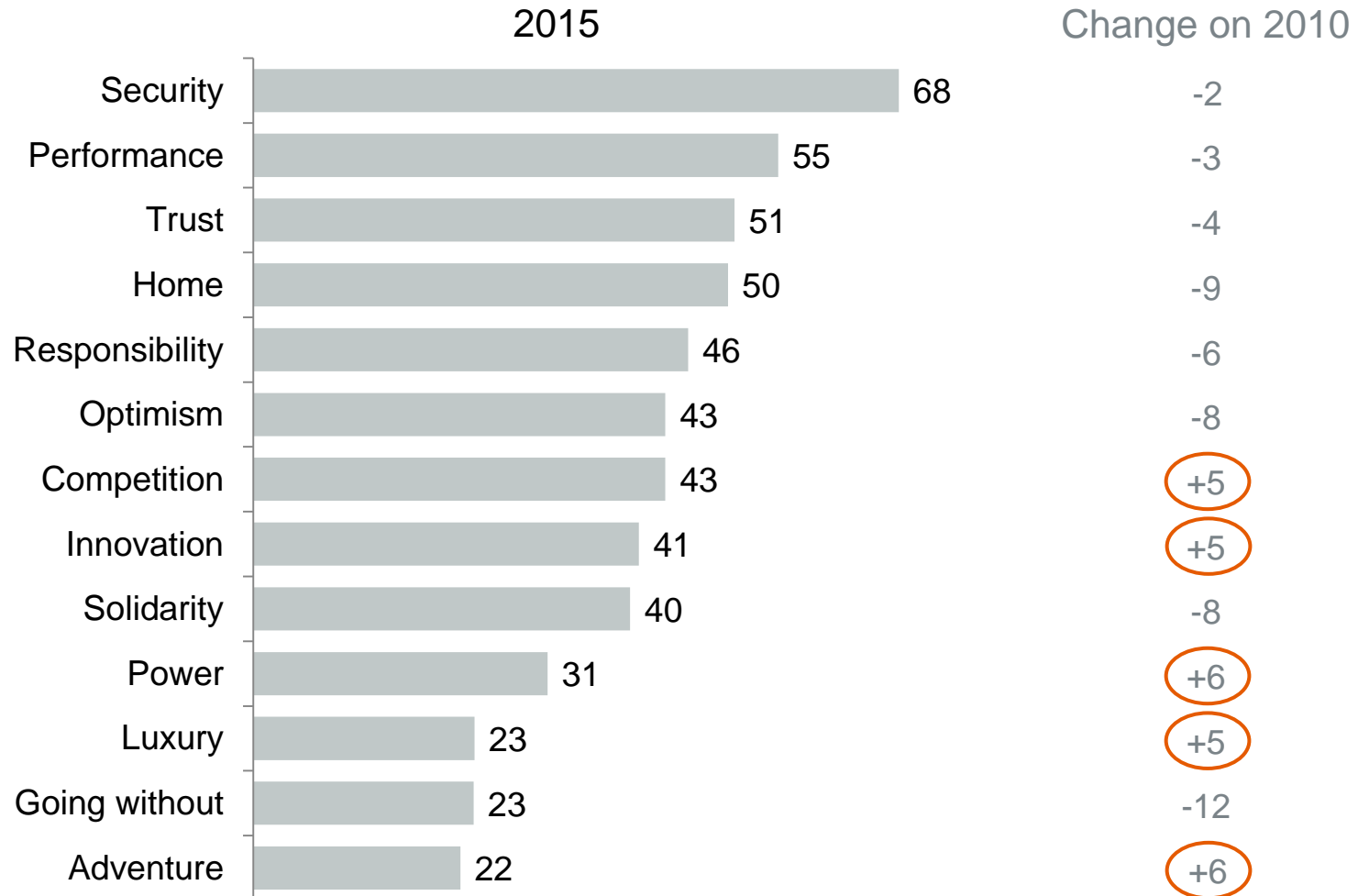


Source: GfK Verein BUS survey, January 2015, 1,049 women and men aged 14 or over in Germany

Power, adventure, luxury, innovation and competition more important than in 2010

Comparison of more important values: responses from 2015 and 2010

Possible responses provided; rounded percentages



Source: GfK Verein BUS survey, January 2015: 1,049; January 2010: 1,080 people; both surveys: men and women aged 14 or over in Germany

Men focus more on performance-related values than women

Increase in the importance of specific values by gender and eastern/western Germany

Possible responses provided; rounded percentages

Values	Total	Men	Women	Eastern G.	Western G.
<i>Basis (number of people)</i>	1,049	514	535	213	836
Security	68	68	68	70	68
Performance	55	60	50	55	55
Trust	51	53	49	48	51
Home	50	51	49	47	51
Responsibility	46	51	41	39	47
Optimism	43	44	43	48	42
Competition	43	49	38	48	42
Innovation	41	47	34	42	40
Solidarity	40	40	39	31	42
Power	31	32	31	42	29
Luxury	23	25	22	38	19
Going without	23	25	22	22	24
Adventure	22	22	22	31	19

Source: GfK Verein BUS survey, January 2015, 1,049 women and men aged 14 or over in Germany

Values of performance, trust and adventure set the under 25s apart from other age groups

Increase in the importance of specific values by age group

Possible responses provided; rounded percentages

Values	Total	14-24 years	25-34 years	35-49 years	50-64 years	65 years and older
<i>Basis (number of people)</i>	1,049	141	144	273	261	229
Security	68	57	69	67	73	70
Performance	55	64	60	56	58	44
Trust	51	58	37	53	53	49
Home	50	42	44	52	54	52
Responsibility	46	48	46	48	44	43
Optimism	43	46	36	45	45	43
Competition	43	46	48	47	40	38
Innovation	41	44	46	43	40	34
Solidarity	40	36	35	42	41	41
Power	31	29	43	28	34	27
Luxury	23	25	37	19	23	20
Going without	23	18	17	24	23	30
Adventure	22	38	29	16	20	16

Source: GfK Verein BUS survey, January 2015, 1,049 women and men aged 14 or over in Germany

Competition, innovation and adventure highly rated by people with an interest in the latest trends

Increase in the importance of specific values according to interest in trends and children in the household

Possible responses provided; rounded percentages

Values	Total	Interest in the latest trends	Not particularly interested in trends	Don't care about trends	Household with children	No kids in household
<i>Basis (number of people)</i>	1,049	255	522	272	248	801
Security	68	68	68	68	69	68
Performance	55	66	54	48	58	55
Trust	51	53	49	51	46	52
Home	50	43	52	53	53	49
Responsibility	46	52	42	48	52	44
Optimism	43	45	44	41	41	44
Competition	43	53	42	36	44	43
Innovation	41	47	41	34	42	40
Solidarity	40	40	41	37	39	40
Power	31	33	31	31	29	32
Luxury	23	25	22	24	23	23
Going without	23	21	24	23	21	24
Adventure	22	30	20	18	22	22

Source: GfK Verein BUS survey, January 2015: 1,049; women and men aged 14 or over in Germany

Method chart

Survey description

Source:	GfK Verein, GfK Compact
Method:	GfK Classic BUS, face-to-face survey
Survey period:	December 2014, January 2015
Target group:	General population aged 14 or over (representative)
Sample	N= 1,049 people
of which	
Men	n = 514
Women	n = 535
14-34 years	n = 285
35-49 years	n = 273
50-64 years	n = 261
65+	n = 229