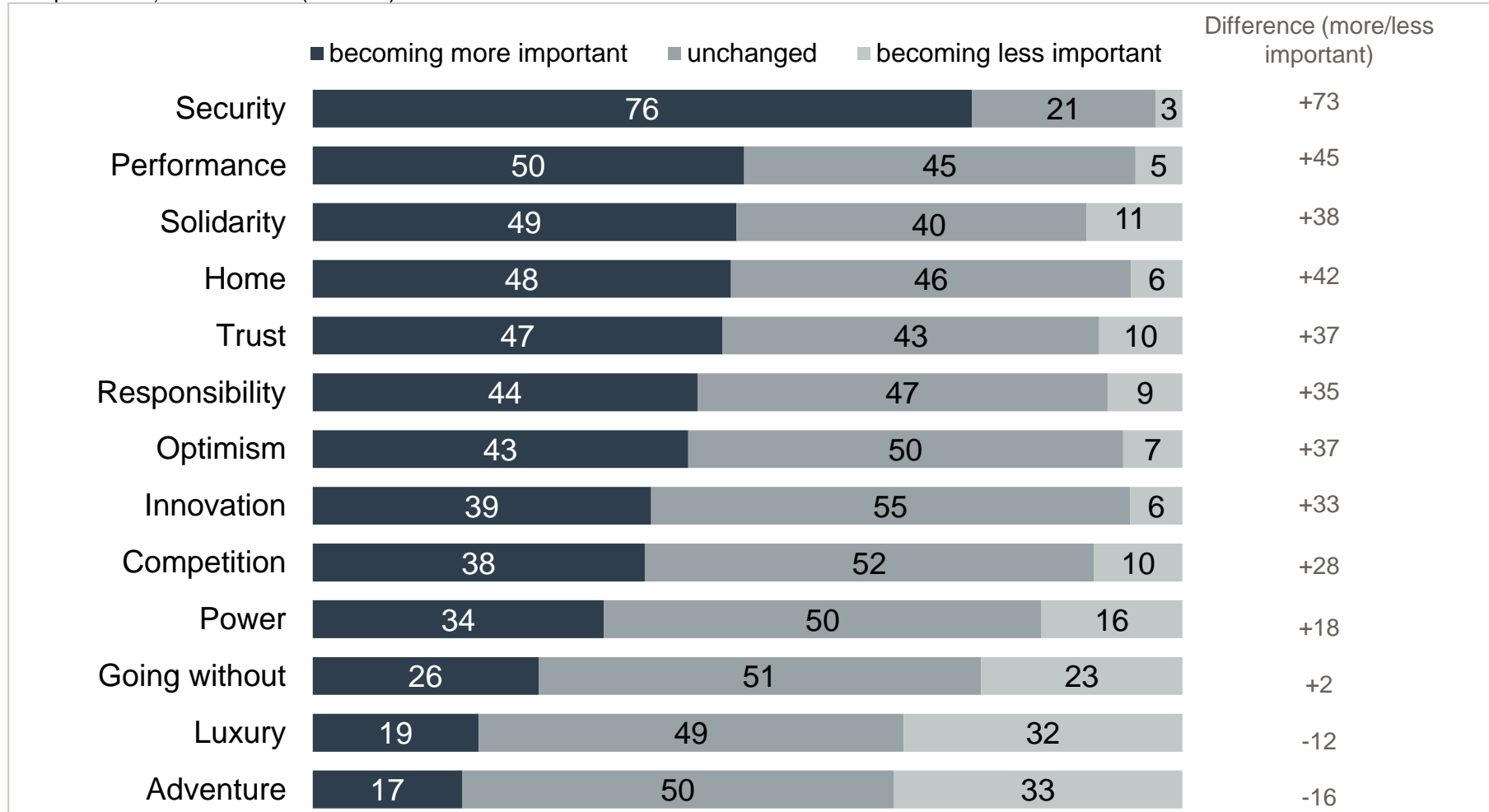


In terms of the increase in importance of values: security in top spot, while adventure brings up the rear

In the following, some values will be named and you must reply whether you believe their importance is currently increasing or decreasing.

Multiple choice; answers in % (rounded)

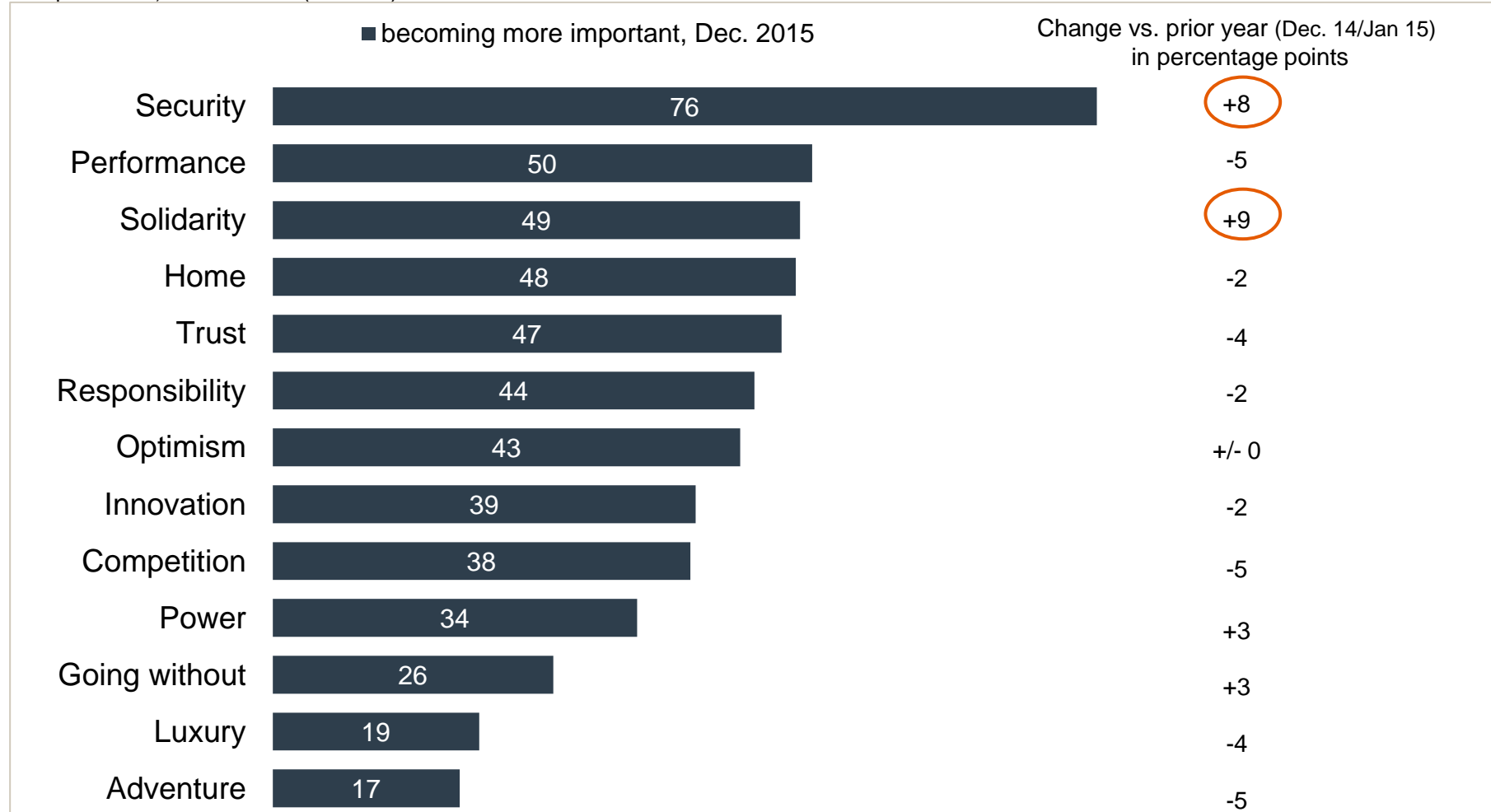


Source: GfK Verein BUS survey December 2015, 1,078 men and women aged 14+ in Germany

Solidarity and security experience greatest year-on-year increase in importance

In the following, some values will be named and you must reply whether you believe their importance is currently increasing or decreasing.

Multiple choice; answers in % (rounded)



Source: GfK Verein BUS survey December 2015, 1,078 men and women aged 14+ in Germany

Increase in importance viewed differently depending on age group; however, there is widespread agreement on security

In the following, some values will be named and you must reply whether you believe their importance is currently increasing or decreasing.

Multiple choice; answers in % (rounded)

Share: “values becoming more important”	Total	Aged 14-24	Aged 25-34	Aged 35-49	Aged 50-64	Aged 65+
<i>Basis (number of respondents)</i>	1,078	148	164	258	256	253
Security	76%	77%	68%	75%	78%	79%
Performance	50%	55%	46%	49%	52%	47%
Solidarity	49%	53%	42%	51%	47%	50%
Home	48%	40%	40%	54%	47%	54%
Trust	47%	52%	40%	46%	47%	49%
Responsibility	44%	49%	34%	45%	50%	42%
Optimism	43%	38%	44%	50%	43%	39%
Innovation	39%	37%	47%	39%	41%	32%
Competition	38%	38%	36%	41%	42%	34%
Power	34%	32%	41%	33%	32%	31%
Going without	26%	20%	20%	26%	31%	28%
Luxury	19%	25%	28%	20%	16%	15%
Adventure	17%	27%	21%	15%	15%	13%

Source: GfK Verein BUS survey December 2015, 1,078 men and women aged 14+ in Germany

Survey description

Method

Source:	GfK Verein / GfK Compact
Method:	GfK Classic BUS, face-to-face survey
Survey period:	December 2015
Target group:	General population aged 14+ (representative)
Sample size:	N= 1,078 people
of which:	
men	n = 528
women	n = 550
Aged 14 – 24	n = 148
Aged 25 – 34	n = 164
Aged 35 – 49	n = 258
Aged 50 – 64	n = 256
Aged 65+	n = 253