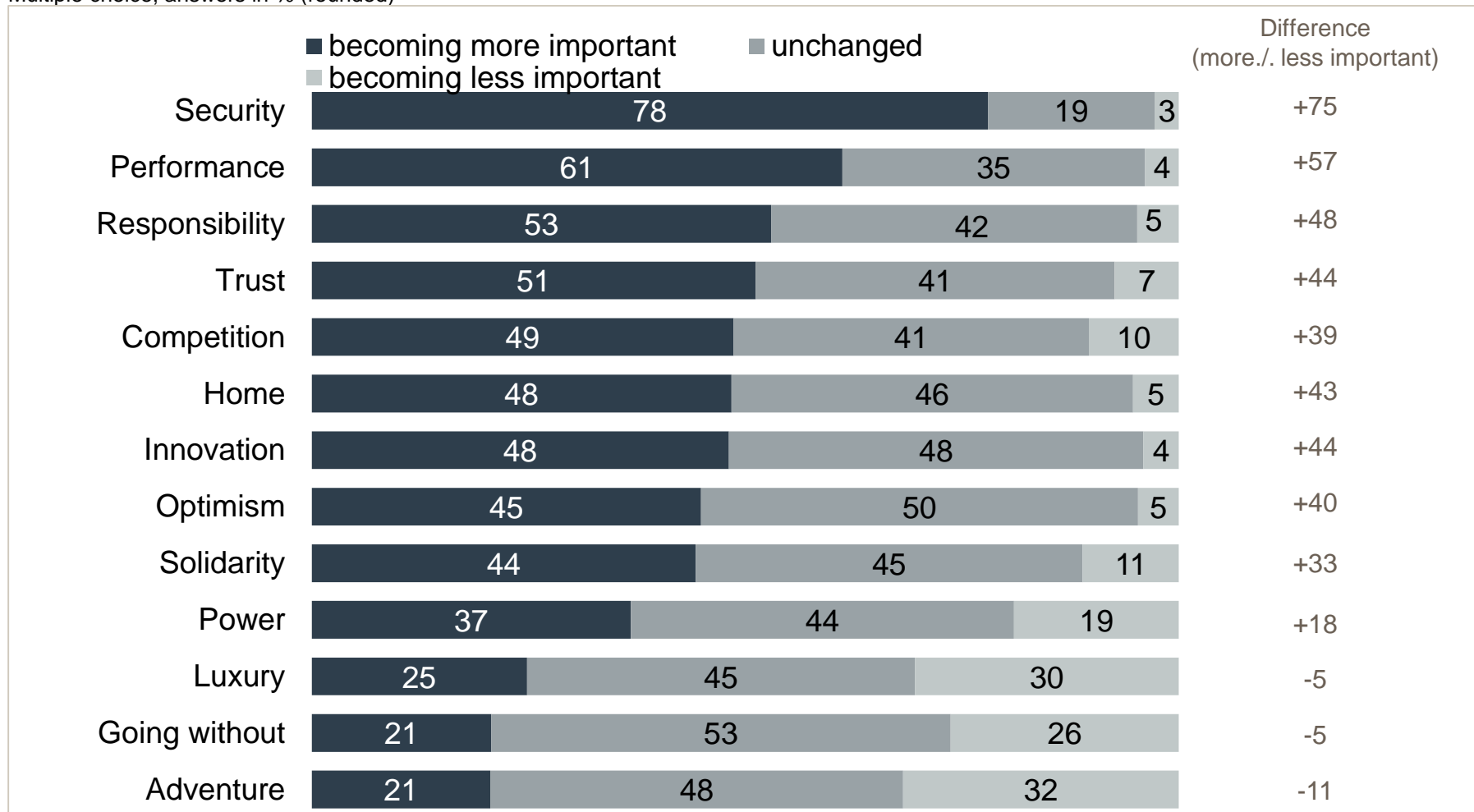


Security way ahead among German respondents in terms of the growth in social importance of values

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

Multiple choice; answers in % (rounded)

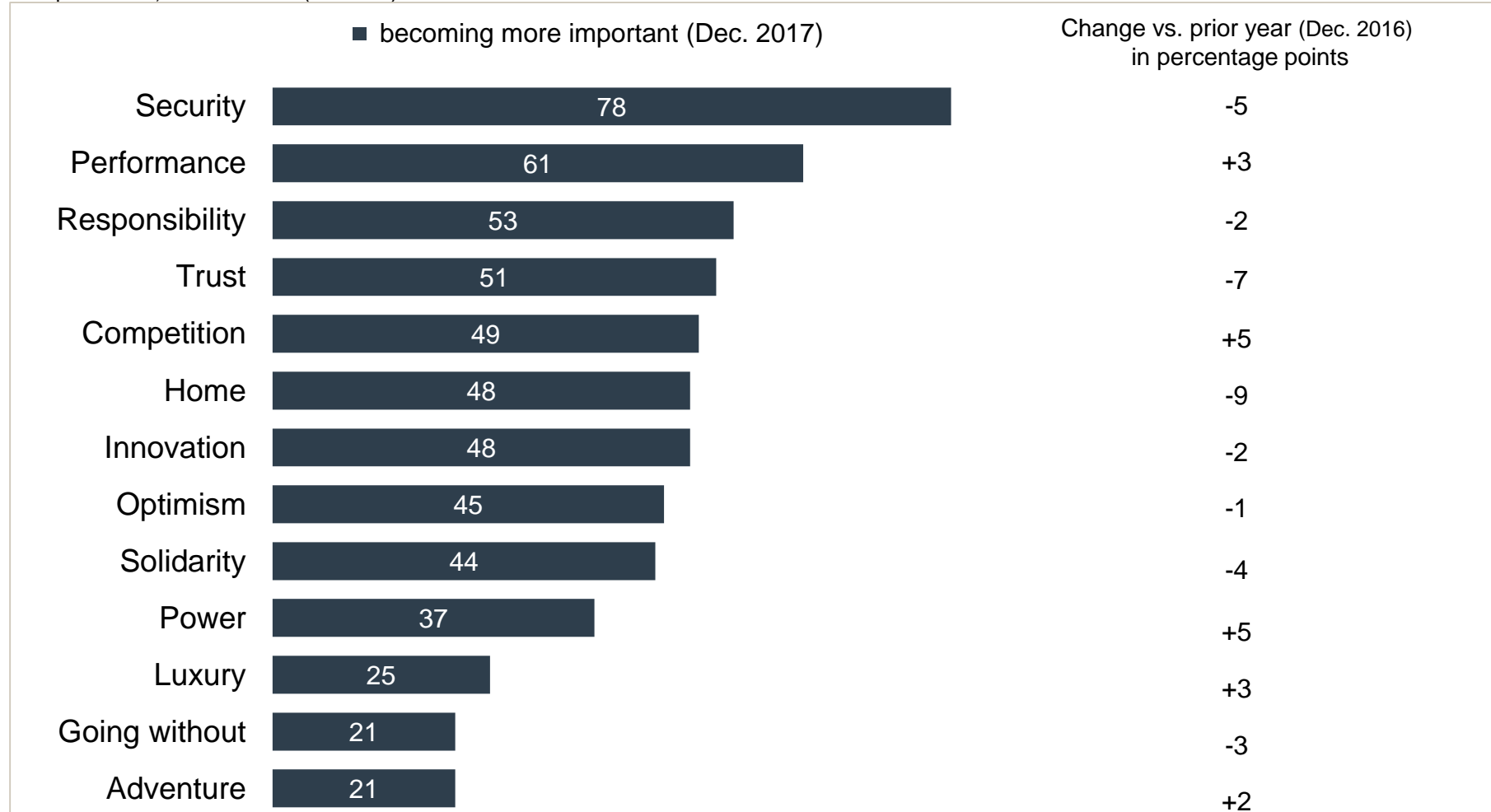


Source: GfK Verein; CAPI BUS survey December 2017, 2059 men and women aged 14+ in Germany

Competition and power have increased in importance the most, while home and trust have recorded the biggest losses versus the previous year

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

Multiple choice; answers in % (rounded)

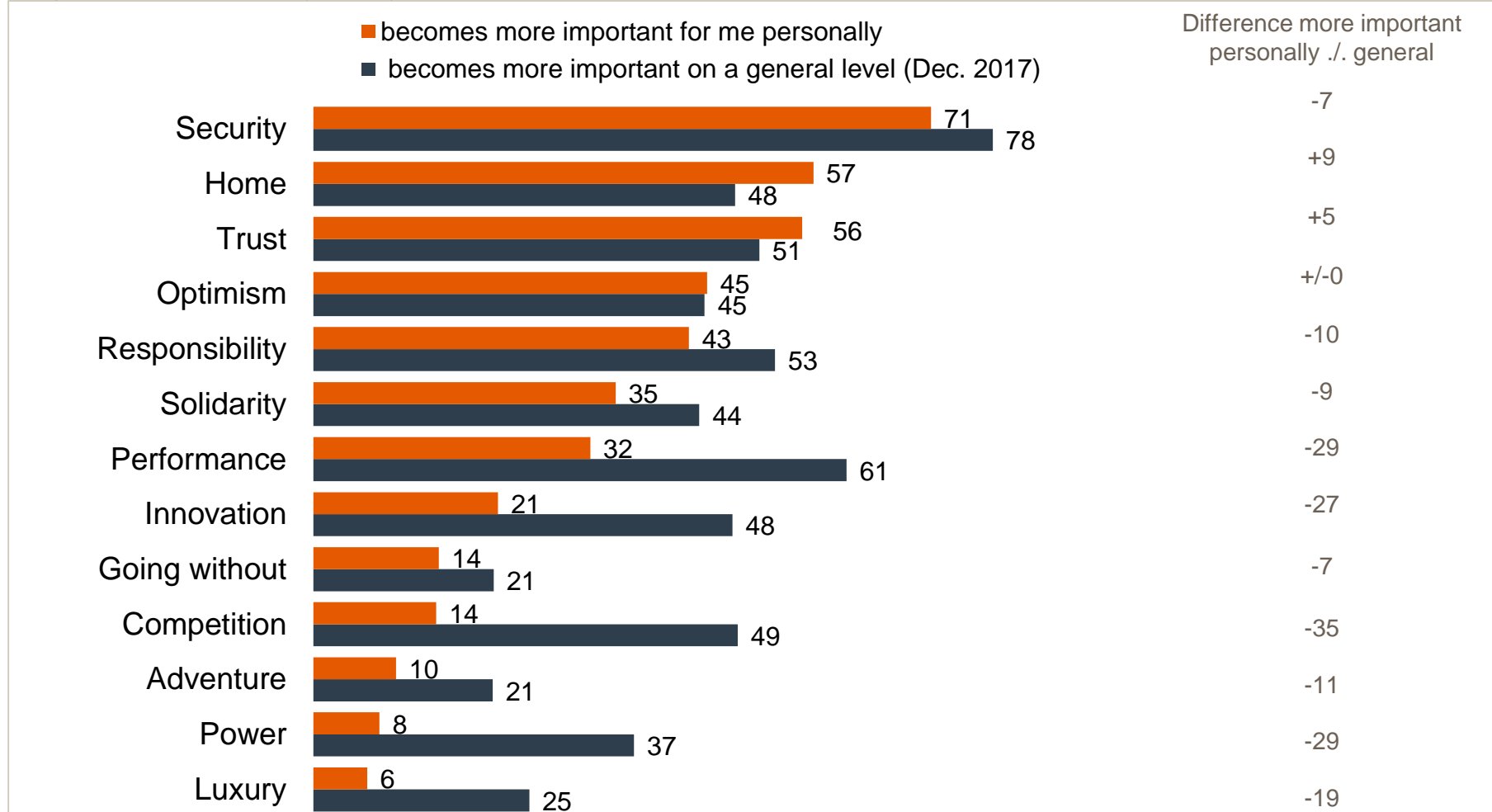


Source: GfK Verein; CAPI BUS survey December 2017, 2059 men and women aged 14+ in Germany

Personal relevance: Security remains the value with largest increase in importance; home and trust follow just behind

Comparison between general and personal relevance of values

Multiple choice; answers in % (rounded)



Source: GfK Verein; CAPI BUS survey December 2017, 2059 men and women aged 14+ in Germany

Increases in importance vary greatly with age, but security is number one for all groups

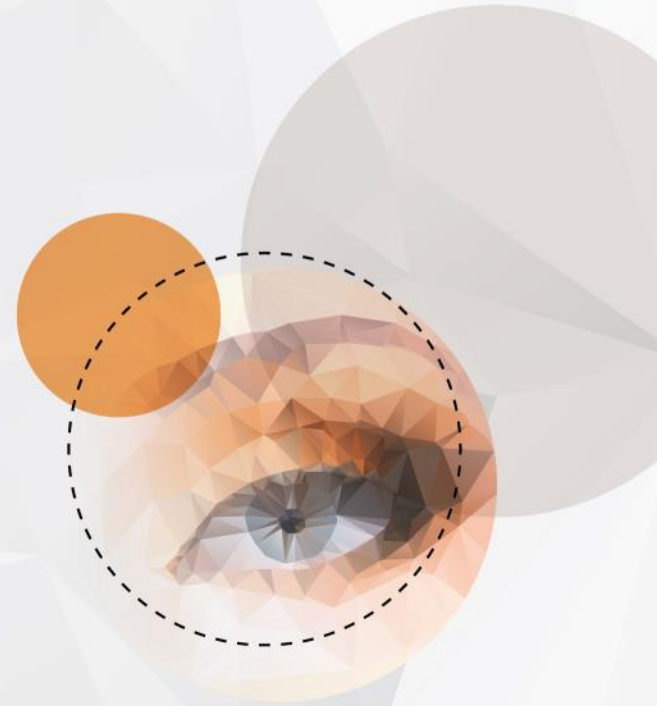
In the following, some values will be named. Please reply whether you believe their importance is currently increasing or decreasing **for you personally**.

Multiple choice; answers in % (rounded)

Share: „values becoming more important for me“	Total	Aged 14-24	Aged 25-34	Aged 35-49	Aged 50-64	Aged 65+
<i>Base (number of persons)</i>	2059	289	282	475	501	513
Security	71%	57%	71%	73%	76%	72%
Home	57%	43%	58%	57%	61%	63%
Trust	56%	52%	56%	57%	58%	56%
Optimism	45%	45%	48%	49%	46%	40%
Responsibility	43%	52%	57%	52%	36%	29%
Solidarity	35%	37%	31%	35%	35%	35%
Performance	32%	50%	47%	43%	22%	13%
Innovation	21%	27%	32%	27%	19%	9%
Going without	14%	10%	13%	17%	14%	17%
Competition	14%	19%	21%	18%	12%	6%
Adventure	10%	24%	12%	9%	7%	4%
Power	8%	11%	11%	9%	5%	6%
Luxury	6%	14%	8%	6%	4%	4%

Source: GfK Verein; CAPI BUS survey December 2017, 2059 men and women aged 14+ in Germany

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Survey description

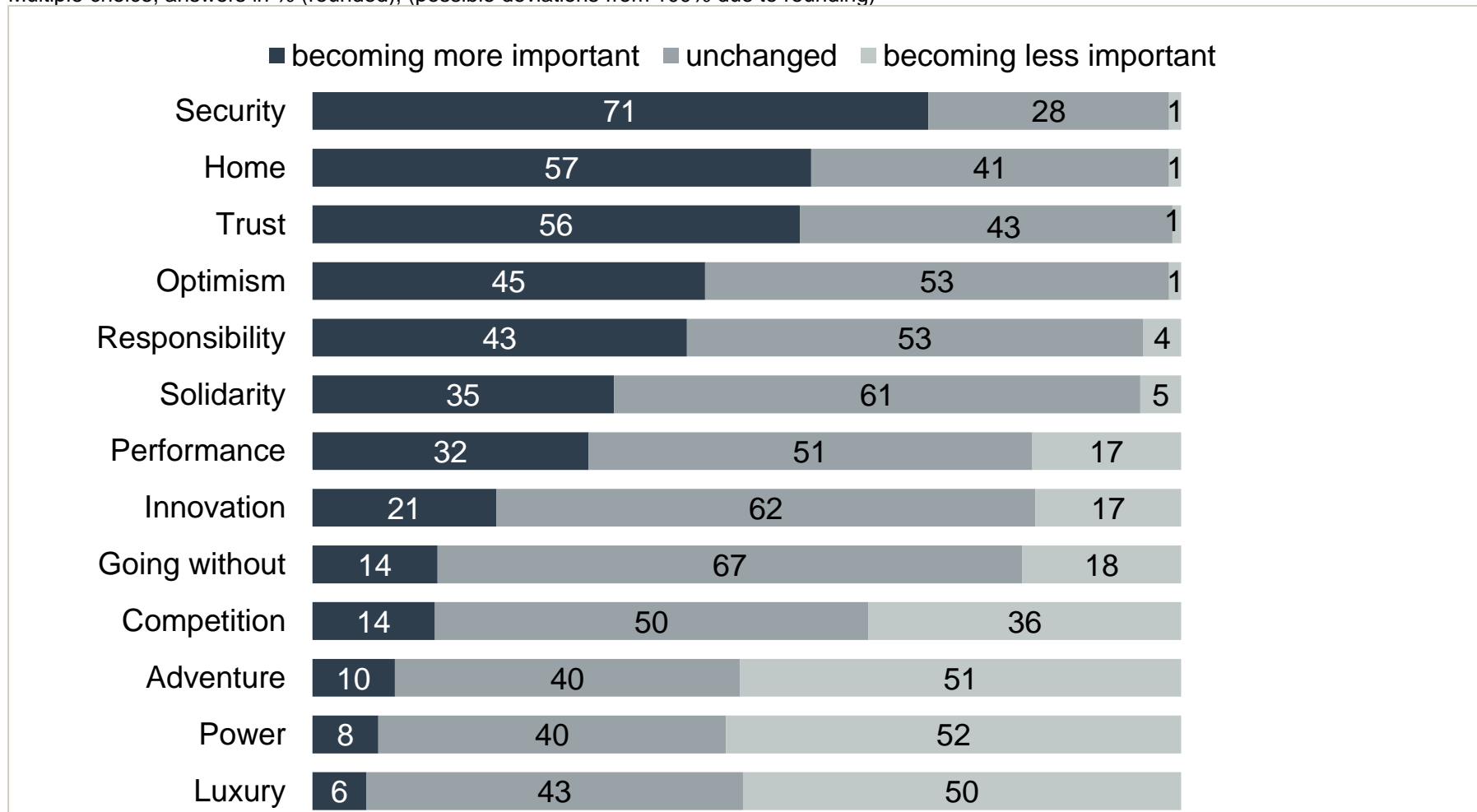
Method

Source:	GfK Verein / GfK Compact
Method:	GfK Classic BUS (CAPI), face to face-survey
Survey period:	December 2017
Target group:	General population aged 14+ (representative)
Sample size:	N= 2059 people
of which:	
men	n = 1009
women	n = 1050
aged 14 – 24	n = 289
aged 25 – 34	n = 282
aged 35 – 49	n = 475
aged 50 – 64	n = 501
aged 65+	n = 513

Personal relevance: Social values clearly more frequently mentioned than ,non-social‘ values

In the following, some values will be named. Please reply whether you believe their importance is currently increasing or decreasing **for you personally**.

Multiple choice; answers in % (rounded), (possible deviations from 100% due to rounding)

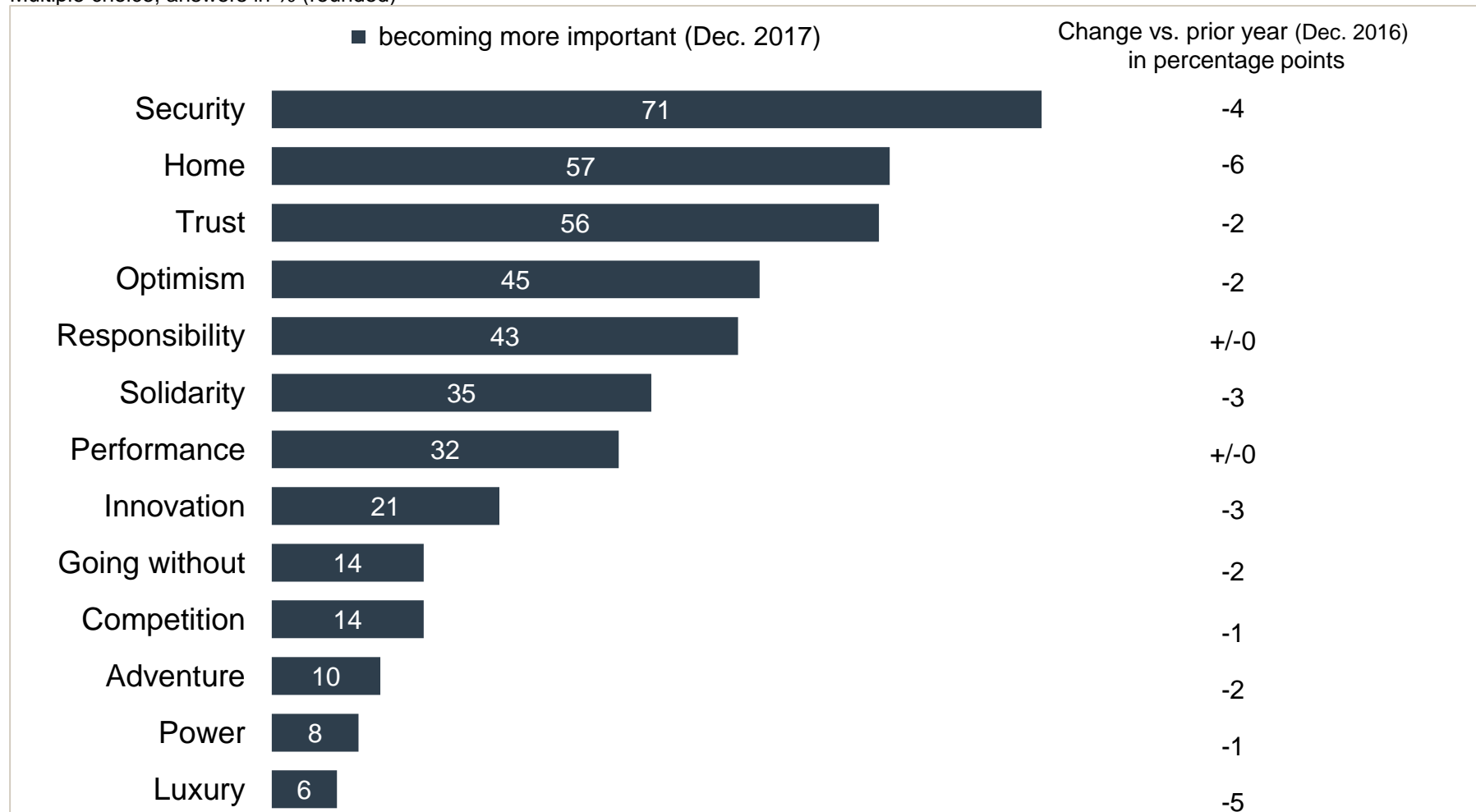


Source: GfK Verein; CAPI BUS survey December 2017, 2059 men and women aged 14+ in Germany

Especially the importance of home, luxury and security will increase less strongly in comparison with the previous year

In the following, some values will be named. Please reply whether you believe their importance is currently increasing or decreasing **for you personally**.

Multiple choice; answers in % (rounded)



Source: GfK Verein; CAPI BUS survey December 2017, 2059 men and women aged 14+ in Germany

General increase of importance of values by age groups.

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

Multiple choice; answers in % (rounded)

Share: , values becoming more important on a general level'	Total	Aged 14-24	Aged 25-34	Aged 35-49	Aged 50-64	Aged 65+
<i>Base (number of persons)</i>	2059	289	282	475	501	513
Security	78	69	81	81	81	76
Performance	61	62	62	65	62	56
Responsibility	53	51	51	59	54	49
Trust	51	44	50	55	52	52
Competition	49	43	51	49	55	45
Home	48	40	48	51	47	52
Innovation	48	45	51	50	54	41
Optimism	45	41	43	47	45	46
Solidarity	44	42	42	47	46	44
Power	37	34	36	35	39	38
Luxury	25	29	27	21	24	26
Going without	21	16	19	21	23	22
Adventure	21	30	24	20	17	18

Source: GfK Verein; CAPI BUS survey December 2017, 2059 men and women aged 14+ in Germany