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-- "KEEPING YOUR WORD" (95%), "HELPING OTHERS" (89%), "WORKING HARD" (84%) ARE MOST IMPORTANT VALUES TO THE WORLD'S YOUTH --

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"LIFELONG PARTNER" (77%) versus "GETTING MARRIED" (56%) – "GOING TO CHURCH" (41%) versus "RESISTING TEMPTATION" (71%) --



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PRESS RELEASE

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In March 1999, a total of 4,380 interviews were conducted with youth between the ages of 12 and 24 in Argentina, Australia, France, Germany, Italy, Japan, South Korea, Spain, UK, US, and Canada by the Angus Reid Group for CNN International.

The sample size for each country is 300, except for Canada. Canadian youth data were collected using the Angus Reid Group's omnibus research vehicle "Youthscape", which sampled over 1300 Canadian youths. The margin of error for a sample of 300 is plus or minus 5.7%, nineteen times out of twenty. The margin of error for the Canadian data is plus or minus 2.7%, nineteen times out of twenty.

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In a poll conducted by the Angus Reid Group for CNN International, youth in 11 countries were asked a number of questions that addressed their basic values. The findings, released today, show that the values youth consider most important include: “keeping your word” (95%), “helping others” (89%) and “working hard” (84%). Despite a lower level of importance being placed on traditional institutions, traditional values are considered to be very important to the world’s youth - “lifelong partner” (77%) versus “getting married” (56%) – “going to church” (41%) versus “resisting temptation” (71%). Most of the youths interviewed believe that being “really famous” (83%), owning “lots of stuff” (75%) and being “really rich” (70%) are not important.

These are some of the findings of an Angus Reid Group poll conducted in March, 1999. A total of 4,380 interviews were conducted with youth between the ages of 12 and 24 in Argentina, Australia, France, Germany, Italy, Japan, South Korea, Spain, UK, US, and Canada.

Youth favour altruistic values and a strong work ethic over wealth and fame.

Nine in ten youth consider it “important” or “completely important” to be courteous to others (93%), and to help others (89%). A similar proportion (95%) considers it important to keep your word. Eight in ten (84%) think it is important to work hard. In contrast, only a small

minority of youth think it is important to be “really famous” (17%), “own lots of stuff” (25%) and be “really rich” (30%).

There are several differences in the results by country. Being courteous to others is less important to youth in Argentina (67%) and Spain (60%). Helping others is also less important to youth in these two countries (Argentina: 67%; Spain: 69%). Youth in South Korea (51%) and Japan (47%) are more likely than others to think it is important to be really rich. Youth in South Korea (52%) are also more likely than others to rate owning lots of stuff important.

Youth in Spain (73%) and Argentina (70%) are less likely than others to think keeping your word is important. Youth in Spain (34%) and Argentina (48%) are also less likely to think it is important to work hard. Following these two countries are youth in Germany (66%) and Italy (69%).

Traditional values preferred to traditional institutions.

Going to church is important for only a minority of youth (41%), as is discovering their own religion (46%). Only a slim majority (56%) thinks it's important to get married.

Youth in the U.S. are the most likely (70%) to think it is important to go to church, followed by youth in Italy (62%). Youth in Spain (7%) and Japan (12%) are the least likely to consider going to church important.

Getting married is rated important more often by youth in South Korea (73%), Italy (71%) and the U.S. (66%). Youth in Spain (17%) and Argentina (38%) are the least likely to rate marriage important.

While traditional institutions like church and marriage are not widely considered important, the values that many associate with them are: 71% think it's important to resist temptation, a similar proportion (77%) think it's important to have a lifelong partner and 61% think it's important to have kids.

Youth in Spain (15%) and Argentina (31%) are the only two countries in which a minority considers it important to resist temptation. In contrast, youth in South Korea (86%) and the U.S. (85%) are the most likely to consider it important. Having a lifelong partner is important to a majority of respondents in every country except Spain (45%), and is most important to youth in Germany (88%), Italy (87%) and the U.S. (84%). Having kids is the least important again in Spain (28%) and is most important to youth in France (79%), Italy (79%) and South Korea (71%).

Youth happy with life right now.

When asked how happy they are with things in their life right now, eight in ten (82%) youth say they are happy. Youth in Italy (93%) are the most likely to report being happy with their lives at the moment.

Importance placed on expressing individuality and living for the moment.

Eight in ten (81%) think expressing your individuality is important, along with showing your feelings (81%) and being creative (80%). About seven in ten are on the look out for “really exciting experiences” (70%) and “live for the moment” (66%). Only a third (37%) consider it important to “stay up late at night with friends”.

Youth in Spain (32%) and Argentina (47%) are less likely than others to think it is important to express their individuality. Youth in Spain (57%), France (59%) and Argentina (61%) are less likely to think showing your feelings is important. Youth in Spain and Argentina are also less likely to think it is important to look for really exciting experiences and to live for the moment.

Good nutrition counts.

Eight in ten (82%) youth consider it important to eat foods that are good for your health. Youth in Italy (94%) and Canada (90%) are the most likely to rate eating healthy foods important, whereas youth in Argentina (48%), Germany (67%) and Spain (69%) are less likely.

Satisfaction split on performance of national governments.

Forty-five (45%) percent of youth are satisfied with the overall performance of their national government. Fifty percent report being dissatisfied. Countries in which the majority of youth is

satisfied include Canada (78%), the U.K. (64%), the U.S. (61%) and Australia (57%). Those countries where a majority is dissatisfied include Japan (83%), Argentina (69%), South Korea (63%), Italy (58%), Germany (53%) and Spain (53%).

Most important issues for government—jobs

Youth mention jobs and unemployment (18%) most often as the issue or problem that should receive the greatest attention from their country's government. Another one in ten mentions the economy in general as the issue deserving greatest attention. One in ten mention crime/violence/justice system (9%), or poverty/the poor (8%). One in fourteen mention the education system/schools. Another one in ten (11%) were unable to offer an opinion.

Concern about jobs and unemployment varies considerably by country. Concern is highest in Germany (56%), France (44%) and Argentina (40%) and is lowest in the U.S. (3%), the UK (4%) and Canada (9%). Concern about healthcare is highest among youth in Canada (14%) and the UK (9%), though was mentioned by only 2% of the total sample. Youth in Japan (37%) are significantly more likely than others to cite the economy in general as the most important issue.

High Awareness of the Millennium Issue*--Minority Expect Problems

Eight in ten (81%) of youth say they have heard, read or seen something about “the Year 2000 Computer Glitch” or “the Y2K bug”. Youth in Argentina (50%) and Spain (69%) are the least likely to be aware of this issue.

A majority (55%) of those youth aware of the Millennium issue expects minimal problems for their country, while a third (34%) expect many problems. Only 8% expect there to be no problems for their country as a result of “the Year 2000 Computer Glitch” or “the Y2K bug”.

When asked about the effects of the Y2K computer issue for themselves personally, the plurality (46%) of youth expect minimal problems and a similar proportion (39%) expect no problems. One in ten (12%) expect many problems for themselves personally as a result of “the Year 2000 Computer Glitch” or “the Y2K bug”.

*Respondents were read the following question: *The arrival of the new Millennium has raised issues related to computers, specifically that they may malfunction because of the way they were programmed to deal with dates after the year 1999. Some people have called this the “Year 2000 Computer Glitch” or the “Y2K bug”. Have you read, heard or seen anything about this issue? Respondents in Canada were not asked this question.*

Guarded Optimism Toward the New Millennium

When asked about people’s quality of life in the new Millennium, the plurality (42%) of youth think people’s overall quality of life will improve. Three in ten (29%) expect it to be worse, while a quarter expect no difference (26%) in the overall quality of life. Youth in South Korea (55%) and Italy (52%) are the most optimistic, whereas youth in Germany (43%) are the most pessimistic.

When asked if their overall feeling about the turn of the new millennium is positive, neutral or negative, opinion is evenly divided between positive (45%) and neutral (43%). Only one in ten (9%) feel negative and 2% don’t know how they feel. Youth in Italy (59%) and Canada (58%) are the most positive about the new millennium.

Respect for law, religion/spirituality, expected to fall in the new Millennium, while respect for the environment expected to increase.

A majority (54%) of youth thinks people will have more respect for the natural environment in the new Millennium. Three in ten (29%) think people will have less respect and 15% expect no difference. Youth in Canada (76%) and Japan (71%) are significantly more likely than others to think people’s respect for the natural environment will increase, whereas youth in the US (43%) and Italy (40%) are the most likely to think respect will decrease.

When asked whether people will have more or less respect for the law, the balance of opinion rests with those who say there will be less respect (43%). Only a quarter (23%) of youth think people will have more respect, and a third (32%) expect no difference. Youth in the US (58%) and the U.K. (56%) are the most likely to think respect for the law will decrease in the new Millennium.

When asked whether people will be more or less “religious or spiritual” in the new Millennium, the balance of opinion rests with “less” (39%). Three in ten (31%) expect people to be more religious or spiritual, and a quarter (26%) thinks there will be no difference. The percent of

youth who think people will be *less* religious or spiritual peaks in Germany (71%), Italy (53%) and Spain (51%). The percent that think people will be *more* religious or spiritual is highest in the US (52%).

When asked whether people will be more or less tolerant, youth are divided in their opinion. A third (33%) say people will be more tolerant of others, while a similar proportion (38%) say people will be less tolerant. Twenty seven percent think there will be no difference.

Opinion is also divided about whether people will be more or less involved in their local community. A third (34%) say people will be more involved locally, while a similar proportion (37%) says people will be less involved. A quarter (26%) thinks there will be no difference.

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The complete set of accompanying tables can be viewed at our website:

www.angusreid.com