

What Matters to Germans: Social, Political and Economic Values

A Report from the Anatomy of Civil Societies Research Project



The Anatomy of Civil Societies Research Project is a 5-year Australian Research Council funded examination of the characteristics of individuals providing financial and human capital support to civil society organisations. The project is in collaboration with colleagues in North America and Europe.

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Henrik Sattler, Carsten Erfgen, Joachim Schwalbach, 2012

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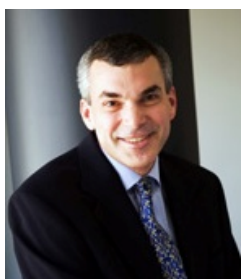
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About the Research Team

Australia



Timothy Devinney is Professor of Strategy at the University of Technology, Sydney. He has held positions at the University of Chicago, Vanderbilt, UCLA and Australian Graduate School of Management and been a visitor at many other universities. He has published seven books and more than ninety articles in leading journals including *Management Science*, *The Academy of Management Review*, *J. of International Business Studies*, *Organization Science* and the *Strategic Management Journal*. He is a fellow of the Academy of International Business, a recipient of an Alexander von Humboldt Research Award and a Rockefeller Foundation Bellagio Fellow. He is currently on the editorial board of over 10 of the leading journals, Co-Editor of *AOM Perspectives* and co-editor of the *Advances in International Management Series*. He holds a PhD, an MBA and MA in Public Policy from The University of Chicago, and a BSc from Carnegie Mellon University.



Pat Auger is Associate Professor of Information Systems and E-commerce at the Melbourne Business School at University of Melbourne. He was previously at City University of Hong Kong and has been Visiting Professor at ESCEM School of Business and Management. He has also taught at the College of Business, Shanghai University of Science and Technology and School of Management, Syracuse University. He has published extensively in leading academic journals on ethical consumerism and e-commerce. Associate Professor Auger holds a PhD from Syracuse University, an MBA, and a BSc (Hons) in Chemistry.



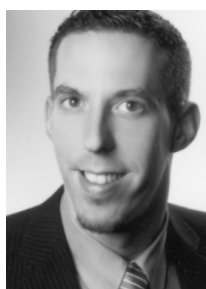
Rosalind De Saily is a Senior Researcher at the University of Technology, Sydney. She has held positions at the University of Sydney and University of Western Sydney and has been an adjunct lecturer at the Australian Graduate School of Management. She has published a number of articles in peer-reviewed academic journals in the humanities and social sciences. She also worked in the civil society sector, managing corporate partnerships for global NGO, WWF. Dr De Saily holds an Executive MBA from Australian Graduate School of Management, and a PhD and BA (Hons) from the University of Sydney.



Germany



Henrik Sattler is Chair Professor of Marketing and Branding and Head of the Institute of Marketing and Media, both at Universität Hamburg. He has been visiting research fellow at Cornell University, Massachusetts Institute of Technology and Australian Graduate School of Management, and received several research awards and consulted to various companies including PriceWaterhouseCoopers, GfK and Unilever. He has published four books and more than 100 articles on branding, pricing, measurement of consumer preferences and media management. Professor Sattler holds a PhD from the University of Kiel.



Carsten Erfgen is at the Institute of Marketing and Media at the University of Hamburg. He has completed internships with Bayer and the Institute of Retailing Research in Cologne and spent semesters at the University of Economics Prague and Copenhagen Business School. He has numerous publications on marketing and business psychology. Dr Erfgen holds a PhD from the University of Hamburg.



Joachim Schwalbach is Professor of International Management at Humboldt University of Berlin. He was previously at the Free University of Berlin and prior to that at the Social Science Research Centre Berlin. Professor Schwalbach has been visiting professor at the universities of Harvard and Toulouse and remains a regular visiting professor at Stanford University and Sun Yat-sen University. He is member of the editorial board for many scientific publications including Sage Strategy Series, Journal of Business, Journal of Economics of Business, Economic Review and China Management Review. He publishes in the areas of corporate governance and corporate social responsibility. Professor Schwalbach received his PhD from the University of Bonn.

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1. Executive Summary

Societies are complex entities with competing and conflicting and supporting and reinforcing characteristics. This study, part of a multiyear project sponsored by the Australian Research Council (ARC) in conjunction with the University of Technology, Sydney and Melbourne Business School, seeks to chart the social, economic and political preferences of our society using a unique methodology that provides us with a more accurate and robust picture of how we, as citizens, make fundamental trade-offs about things of material interest to our society.

The study was conducted in Germany with more than 1,500 participants chosen to match the profile of the voting age population. Similar studies were conducted in Australia, the UK and the USA. Examined were 16 categories of general social, economic and political issues that ranged from the local (e.g., crime & public safety) to the global (e.g., global security) along with 113 sub-issues that also varied from the local (e.g., public transport and children's schooling) to the global (e.g., nuclear non-proliferation and third world debt). This data was linked to information on the population's religious and political activities, its general demographics, and donating and volunteering activities with civil society organisations.

Some obvious and not so obvious results arise from this study. What is perhaps most obvious is that local issues dominate global issues. Most fundamentally – at both the category and individual issue levels – Germans are much more concerned about issues that relate to them and their local community as well as to their personal rights and liberties. A less obvious finding is how little these preferences vary across the German demographic spectrum. There is a tendency to believe that the 'rich' are different from the 'poor' or that the 'old' are different from the 'young' or men from women. However, our results show that this is less likely than expected. Although some demographic differences exist, they are fundamentally marginal and do not really drive the big issues motivating the population at large. More important is that these preferences are related to people's political orientation. What is potentially one of the most surprising findings is the fact that environmental sustainability is an issue more salient to Germans than economic or social well-being, on an individual as well as on a societal or global level.

Overall, our results present a nuanced view of the social, economic and political preferences of the German population. It is valuable in informing businesses, policy makers, politicians and civil society organisations in developing their strategies for the future.

2. Introduction

Why Examine Social, Political and Economic Values?

In this, the latest of our global values studies, we examine Germans perspectives on a range of social, economic and political issues. The research looks at individual preferences using a unique methodology that gives us a detailed profile on how people trade-off economic, social and political issues – something standard surveys do not do. The benefit of our approach is in gaining a more realistic and nuanced understanding of people’s values, allowing policy makers, third sector groups, and others to more effectively understand what really matters to their key stakeholders and giving them options that are in line with what is truly salient.

What was Done in the Study?

The study is based on six distinct, but related, data collection exercises on a sample representative of the voting age population in Germany:

1. Best-worst experimental assessments of 16 general categories of economic, political and social issues. This allowed us to identify general categories of issues that matter to people.
2. Best-worst experimental assessments of the sub-category issues within each of the general categories, 113 in total. This allowed us to examine what matters within and across issue categories.
3. An assessment of the individual’s satisfaction with their home and work/school life, personal health, and the political situation.
4. A battery of demographic and social and political questions about each respondent’s situation and position in society (including educational status, employment status, income). This section also recorded religious activities and beliefs, and voting and political party affiliations.
5. An ethical disposition inventory to measure participants’ altruistic tendencies.
6. Finally, respondents were asked about their donating and volunteering activities across nineteen general categories, from working in their local church or school to being involved in political parties, museums, homeless or healthcare organisations, animal welfare and environmental organisations and other categories of Civil Society Organisations.

The hallmark of this study is the application of the best-worst experimental assessment. Nearly all research and polling exercises addressing social economic and political issues consider the issues one at a time, typically via a simple multi-point scale. Usually these polling exercises require participants to nominate their position on a scale, for example between one and five, in response to a view, or scenario, put forward by the researcher. However, as outlined in work by members of this research team,¹ this approach distorts

¹ Auger, P., Devinney, T.M. & J.J. Louviere (2007). “Using best-worst scaling methodology to investigate consumer ethical beliefs across countries,” *J. of Business Ethics*, vol. 70, no. 3, pp. 299-326.

and overstates the importance of emotive social issues while failing to address what really matters in a trade-off situation. This arises because the social issues that matter to people do not exist in isolation to economic issues. Both kinds of issues form part of people's beliefs and political preferences and infiltrate other aspects of their lives. In this sense, the value of a single issue cannot be examined in isolation, as the value of one social, political or economic issue can only be determined by how it stands against other competing issues. We address this by creating a situation where people must make trade-offs amongst issues, thereby effectively generating a relative measure of their value, importance and salience. In addition, because we examine a wide range of issues (more than 100), we get a better approximation to how citizens actually value issues, from the very unimportant to the most critical. Because of how we study the problem, we can get a picture not just as to what matters to society, in general, but to individuals in that society.

Who was Studied?

The study takes a representative sample of the German population, focusing on the voting age population – for Germans, that is adults over eighteen years of age. The study captures information about each participant's voting and political activities, religious beliefs and practices, and donating and volunteering activities. We also asked respondents to rate their satisfaction, both generally and in relation to their life circumstances. Participants rated their satisfaction with circumstances in their immediate personal situation (school, workplace) and at the societal level (politics).

Core Demographics

The study covers a representative sample of German voters (1,527 respondents). Slightly more than half (51%) of the study population are female and the mean age is 42 years. The average respondent's household income is 37,240€ before tax, and he or she has 1.47 children. Slightly more than one third (36%) own their home, either with a mortgage or outright. 38% are married or widowed, while almost one third is single. More than half of the study population has a tertiary education. Secondary education is the highest attainment level (40% achieve this level), and a very small minority – two percent of the respondents – did not continue their education beyond primary school.

Nearly half of the respondents state they have no religious orientation. Slightly more than one third declare themselves Christian, with a majority being of a Western Christian faith. Only 3% are Muslim, Hindu or practicing an Eastern faith. We found that although the average German is fairly sure in believing in a god and afterlife, atheists and agnostics have a strong showing in our sample. More than one third of Germans do not believe in any god or the existence of life after death.

Religious orientation is a deliberate choice for many Germans, not one determined by cultural expectations or habit. One in six respondents had converted to a different religion from the one practiced by their family. This

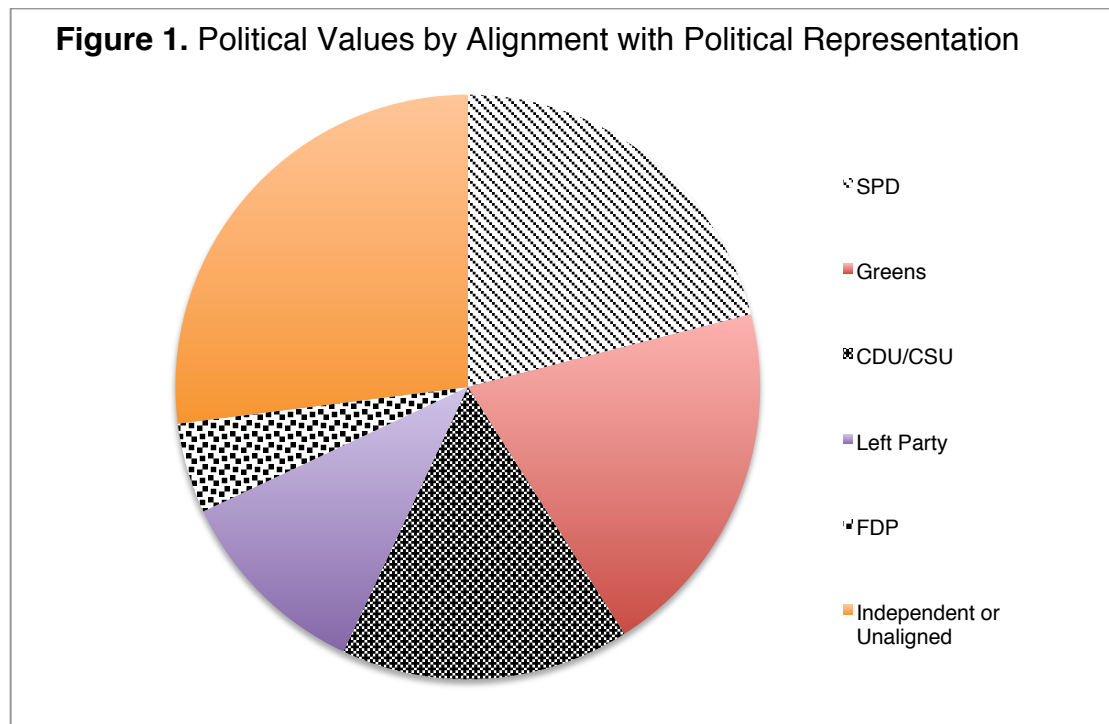
number may not capture those who have stopped practicing any faith. The influence of religious institutions – outside of church activity and family upbringing – is not pervasive, with only 13% of our sample attending any religious based school.

One fifth of the participants believe in a higher power/authority. On average, Germans attend religious service or prayers in six weeks of the calendar year, while nearly 30% abstain altogether. One third of the respondents attend only periodically. People participate in other religious activities in even lower numbers. The overall tendency to engage in other religious activity is low (8.8%), including saying prayers at meals and watching religious television, visiting religious websites or listening to religious music.

Germany’s reputation as a secular nation is confirmed in our study’s findings. Few Germans (17.6%) consider the religious beliefs of politicians relevant when voting and even fewer believe religious authorities should influence political elections (7.6%).

Politics

Study participants were queried as to which political party was closest to representing their political beliefs. The results reflect the remarkable changes over the past decade in the proportion of votes and the number of parties represented in the German Parliament.

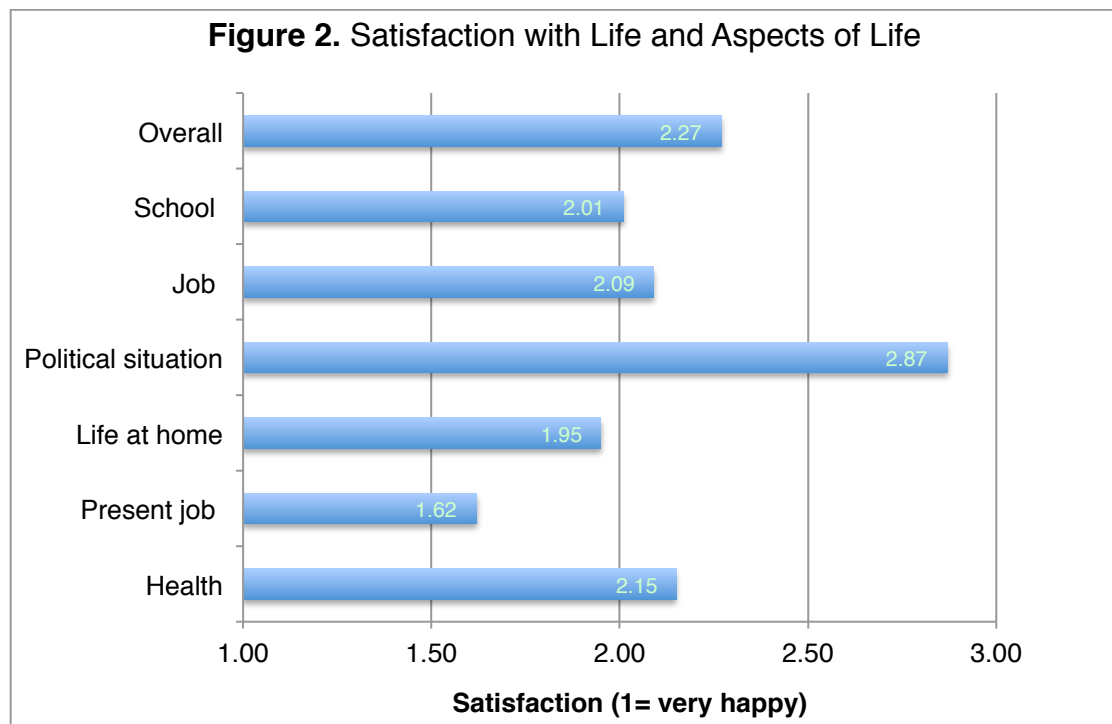


According to our data there are basically five major political parties framing the nature of the German political debate. Furthermore, German voters’ disaffection with their political parties is evident. Nearly one third of people in the study were either aligned with an independent political position or did not feel their political values aligned with any of the political representation options

available to them through organised political parties. About one fifth of respondents believed the Social Democratic Party (SPD) represented their political values. A similar ratio (1/5th) align with the Green Party. The third most political party was the Christian Democratic Party (CDU) and one out of ten participants thought the Left Party (Linke) represented their political opinion. Only 5% of respondents felt that their political beliefs aligned with the Liberal Party (FDP), reflecting a recently sharp decline in the FDP’s popularity at national, state and local government levels.

Satisfaction with Life

The average German declares him or herself to be moderately happy with life, and more satisfied with their job and life at home than with their health or the political situation in Germany. When rating their satisfaction on a scale from “extremely satisfied” (a score of 1) to “extremely dissatisfied” (a score of 4), the average German well-being rating is 2, or “satisfied”, both overall and for each category of home-life, political situation, job/school and health. When asked to rate their “happiness” on a similar scale, the average German again scores 2, which is “happy”.



Ethical Disposition Inventory

To get a measure of the study participants’ levels of altruism, we conducted an ethical disposition survey using the well-known Machiavellianism scale.² Machiavellianism corresponds to an individual’s tendency to be unscrupulous and deceptive in pursuit of a personal goal. The Machiavellian results measure Machiavellianism along a scale from 0-100 where scores above 60 are said to represent ‘high Machiavellianism’. A position on the low end of the scale has been shown to indicate individuals hold higher levels of trust for

² Christie, R. & F.L. Geis (1970). *Studies in Machiavellianism*. New York: Academic Press.

others³ and greater altruism.⁴ For the German population the mean and median scores – at 57.82 and 58.00, respectively – are in the moderate Machiavellianism range. For example, comparable mean and median scores for Americans are 53.98 and 55.00, for Australians they are 55.44 and 55.00 and for citizens of the UK they are 56.24 and 56.00. The modal response is at the neutral score of 60 (10.9 per cent of the population have this score), with 19.9 per cent falling into the ‘low’ Machiavellianism range (a score below 50) and 6.2 per cent of the population fall into the ‘high’ Machiavellianism range (a score above 70). Overall, the results reveal the population to be slightly less likely to be Machiavellian but with a core of individuals who display more extreme Machiavellian tendencies.

Involvement in Civil Society: Money (Donating) and Time (volunteering)

Germans’ involvement in civil society reveals the kinds of organisations that are able to engage people, which, in turn, suggest the issues that matter enough for people to support them actively. The pattern of involvement also indicates the relative influence of different issues and the organisations that represent those issues, because the organisations rely on people’s involvement in order to undertake their mission.

Civil Society Organisations (CSOs) have grown dramatically around the world over the past decade, in number, capacity and influence. They rely on the personal involvement of private citizens. Civil society refers to the range of non-governmental and non-profit organisations that represent the interests and values of those who support them. CSOs include community groups, non-governmental organisations (NGOs), labour unions, charitable organisations, faith-based organisations, civil rights groups and philanthropic foundations. These organisations are dedicated to considerations that may be ethical, cultural, political, scientific, religious or philanthropic.⁵ Like most developed countries, the German government provides tax concessions for a range of non-profit organisations, including public benevolent and health charities, funds and institutions, hospitals, schools and, religious institutions.⁶ Gifts to most CSOs are tax-deductible.⁷

One third of Germans donate money to CSOs, but only one fifth donate their time. Germans donate, on average, approximately 0.65% of annual income amounting to an average annual donation of nearly 140€ distributed across an average of 0.76 different causes.

³ Gunnthorsdottir, A., McCabe, K. & V. Smith (2002). “Using the Machiavellianism Scale to Predict Trustworthiness in a Bargaining Game,” *Journal of Economic Psychology*, Vol. 23, No. 1, pp. 49-66.

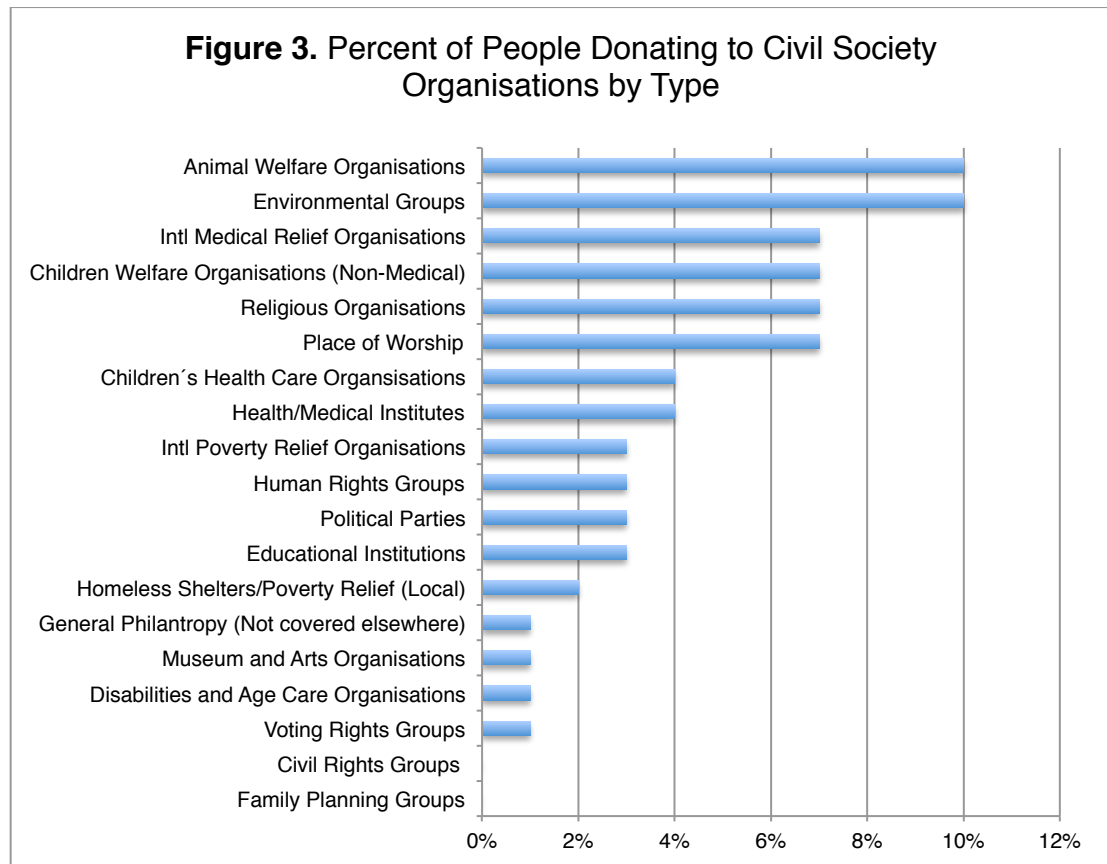
⁴ Wilson, D.S. & M. Csikszentmihalyi (2007). “Health and the Ecology of Altruism,” in S.G. Post (ed.), *Altruism and Health: Perspectives from Empirical Research*, Oxford, UK: Oxford.

⁵ World Bank (2011). *Defining Civil Society*, <http://go.worldbank.org/4CE7W046K0>. Accessed 21 Feb 2012.

⁶ §51-54 Abgabenordnung (AO).

⁷ §10b Einkommensteuergesetz (EstG)

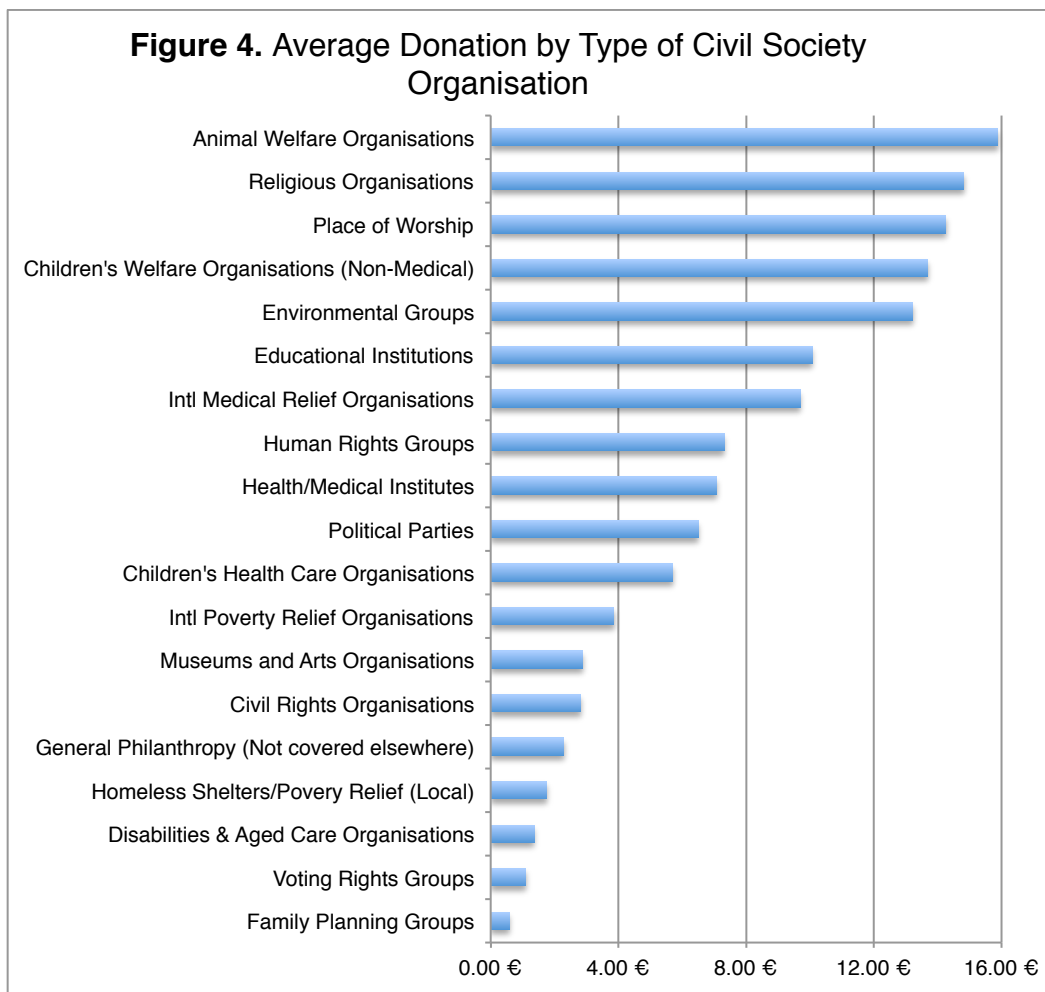
Donations are tax deductible because the donor does not directly benefit. Hence, giving is often represented as altruistic, or ‘doing good’. Most donations are made to animal welfare organisations or environmental groups. The next largest groups to receive donations are those close to the giver and with which it is likely that the giver has another relationship, either as a member or user of its services. Adding together the percentage of people who donate to religious organisations and places of worship shows that 15% of German donations are connected with religion. 11% each donate to Health and medical institutes as well as children’s health care and welfare organisations.



Looking at the Euro amounts donated reveals a rather similar pattern of giving. Participants donated the highest amount to animal welfare organisations and environmental organisations also rank highly (fifth place) by Euro amount donated. However, the average annual donation to animal welfare organisations is only slightly higher than the next two highest average cause donations, religious organisations and places of worship.

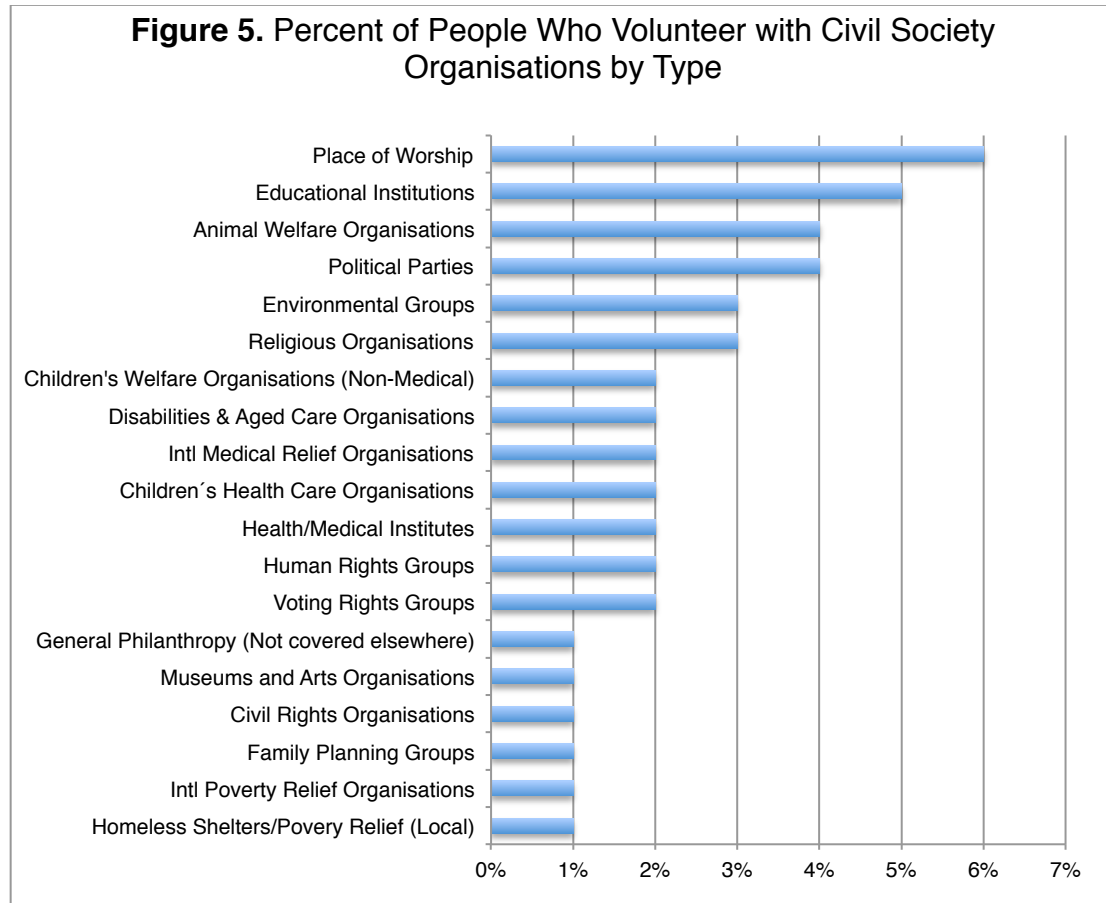
The fourth highest category for donations is to children’s welfare organisations, which differs only marginally from the amount donated to environmental groups. Yet it is important to note that those donated amounts range merely between 16€ and 13€. Clearly, Germany’s non-profit organisations must work hard to build each supporter’s donation to the 140€ annual total average.

Again, the causes that matter to Germans in their individual lives are likely to be the ones that matter when it comes to choosing where to target their support. Comparing the top five most popular causes with the causes by the size of average donations, the importance of salient proximity when it comes to philanthropy is obvious. For example, international poverty relief organisations or human rights groups do not even receive half of the amount donated to animal welfare or religious organisations. Germany is a country with high incidences of pet ownership: animals are part of the family in many German households. No doubt this influences the fact that Germans' material support for animal welfare is significantly higher than the donations to people in poverty or to human rights organisations who are beyond the nation's borders.



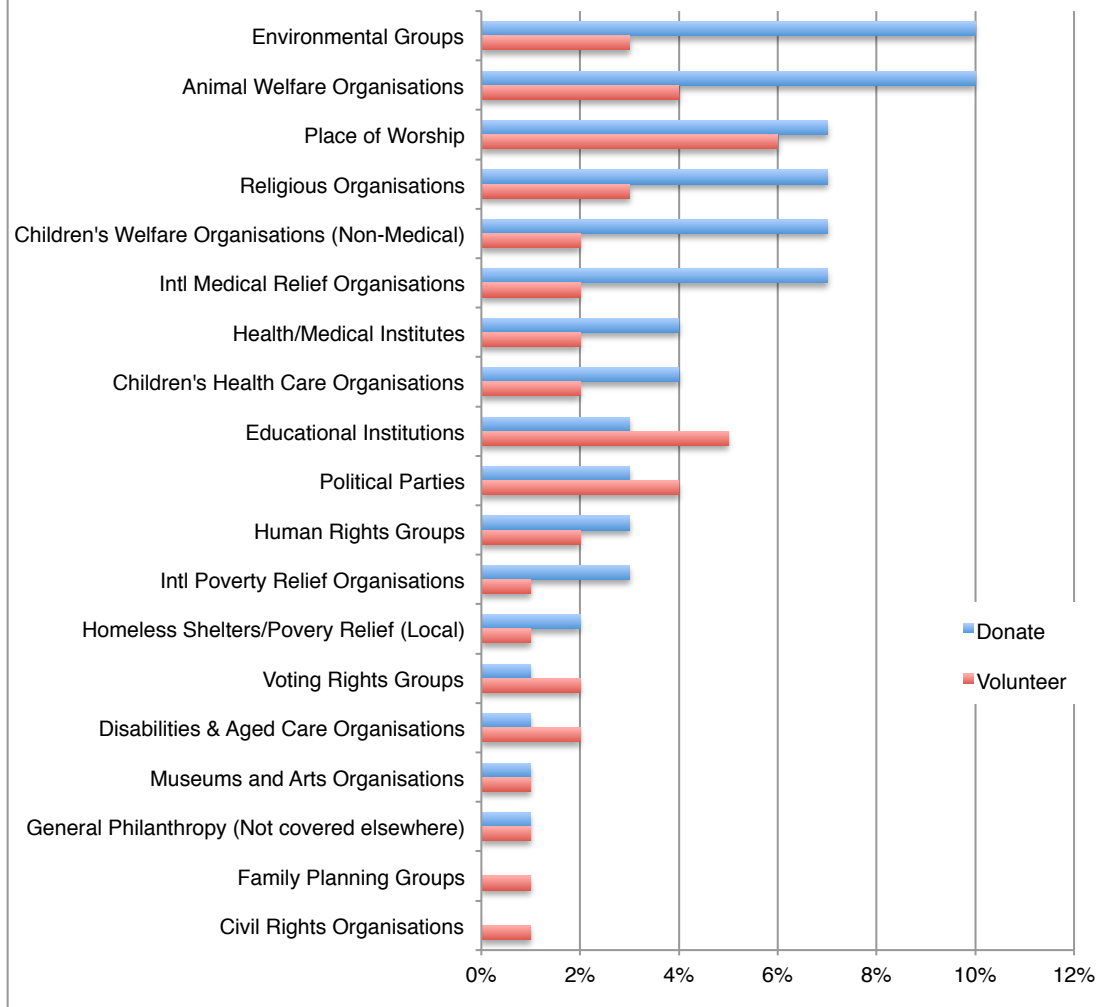
Volunteering behaviour displays a pattern slightly dissimilar to donation behaviour. First, it is important to mention that the number of Germans who volunteer is even lower than the number of Germans donating. All proportions in this section range between 6% and 1%. However, similar to the high proportion of donations connected to religion, places of worship attract the highest proportion of volunteers but, unlike donation behaviour, this is closely followed by volunteerism at educational institutions instead of animal welfare or environmental organisations. Volunteering in educational institutions occurs at a higher level of activity than donating, which is not inconsistent with the

fact that nearly all German educational institutions are state supported. Volunteering at educational institutions and places of worship is around the same (6% and 5%). However, there is a significant difference between the proportion of people who attend public worship and the percentage of people who donate to a place of worship and, finally, to those who volunteer.



This reveals another example of the importance of salient proximity when it comes to Germans' involvement in civil society. Germans are actively involved in their places of worship and with educational institutions, these organisations connect them with their familial, community and spiritual obligations. Places of worship have longstanding programs of low-skilled volunteer activities such as fundraising, youth leadership, and even property maintenance. Many people are connected to these organisations through their families and their local communities and they will commit to volunteer activities on an ongoing basis. Indeed some voluntary activities are built over generations and people grow up with members of their family demonstrating a model of adulthood that includes active involvement in their place of worship and their school. Many other kinds of NGOs lack this advantage of salient proximity. The majority of NGOs get little volunteer involvement either because the consideration represented may be remote to the average German's life experience or it may be a consideration that is relatively recent, such as concern for the environment.

Figure 6. Percent of People Donating and Volunteering by Type of Civil Society Organisation



As there is a pattern of Germans' involvement in organisations that have high touch points in their lives, and in which they can be involved as part of their regular community and family activities, so too there is another reason for low volunteering. Further involvement in health or medical institutes and other similar categories is low. Organisations that use very specialised, expert services, including medical research, children's health care, disabilities and aged care, have fewer opportunities for involvement.

Respondents demonstrate a higher participation rate in volunteering than in donating with political parties. Apparently Germans are slightly more involved in political parties than they are in voting rights and human rights groups or even family planning groups and cultural institutions, which are fundamentally inconsequential on these dimensions and receive very little support from the general population.

3. What Matters to Germans: A General Profile

In order to capture the general issues that are salient to Germans we asked participants to evaluate sixteen categories of social, political and economic issues. The categories were based on those used in routine opinion polls such as Eurobarometer, which is used by the European Commission in decision making, and the UN Charter on Human Rights. We also based our issue categories on those used in the research on social, economic and political causes and issues and obtained advice from political and social writers and academics. The general categories of social issues are listed in Table 1. In addition, each category was made up of a list of sub-category issues that we will discuss shortly. Table 1 also lists some of the indicative sub-category issues. Appendix 1 contains a complete listing.

Individuals' preferences for these issues are determined in a series of trade-offs via what are known as best-worst scaling experiments (see Appendix 2 for a discussion of the approach). Best-worst scaling models the cognitive process individuals use as they select the largest perceptual difference seen in a set of options. Best-worst scales are particularly relevant to the examination of social, political and economic issues for three reasons.

First, because the individual must make trade-offs amongst a set of options, the behaviour being examined is more realistic than when using traditional multi-point scales. In other words, individuals are making choices that require that they reveal how they discriminate.

Second, a common issue with surveys addressing social issues is that individuals indicate that "everything matters". Best-worst approaches require that individuals make distinct choices; hence they cannot avoid making a decision that excludes an option.

Third, best-worst approaches allow researchers to directly estimate the utility value that individuals get from a choice in a way that is comparable across individuals. Traditional surveys do not allow this because of what is known as "scale invariance" – in other words, one individual's score of "3" on a scale is not comparable to another individual's "3". However, when two individuals make the same choice amongst a set of options, the choice is the same for both individuals.

In our best-worst experiments individuals were presented with specially designed blocks of options representing social, political and economic issues. Their task was to evaluate those issues "*in the conduct of their life*" and make two choices: (a) which in the set they considered the most important and (b) which in the set they considered the least important.

Table 1: General Categories of Social Issues and Selected Sub-Issues

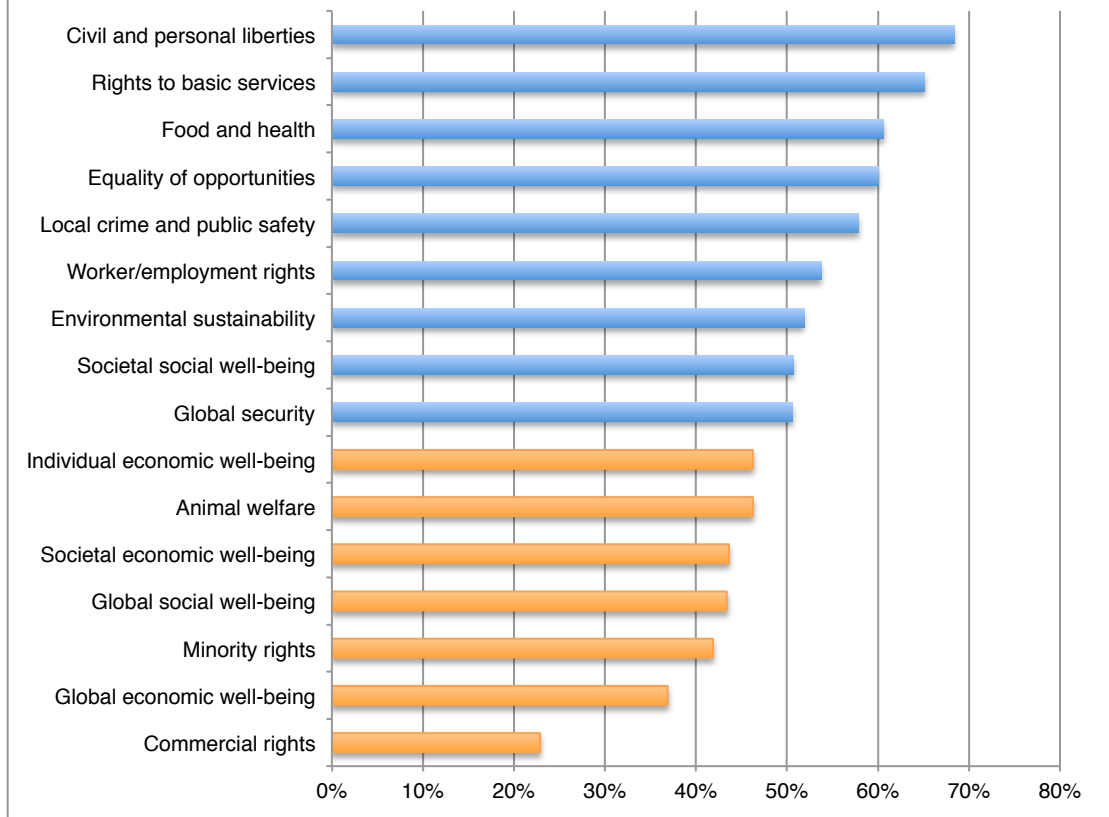
General Categories	Selected Sub-Issues
Food and health	Water and sanitation, GM foods, obesity, abortion
Local crime and public safety	Safety, child pornography, violent crime, corruption
Rights to basic services	Healthcare, food, education, benefits of last resort
Civil and personal liberties	Rights: legal, to vote, marital, free speech etc.
Equality of opportunities	Discrimination based on age, gender etc.
Individual economic well-being	Inflation, taxation, interest rates, cost of living
Worker/employment rights	Work safety, unions, retirement, child labour
Environmental sustainability	Pollution, climate change, biodiversity loss
Societal economic well-being	Poverty, employment, energy prices, growth, deficit
Global security	Terrorism, nuclear weapons, criminal syndicates
Societal social well-being	Quality of schooling, public transport, immigration
Global economic well-being	Resources management, trade, global finance issues
Animal welfare	Treatment of individual animals and species' survival
Global social well-being	Peace, diseases, poverty
Minority rights	Rights including cultural preservation and expression
Commercial rights	Commerce and ownership such as IP rights

The Most Salient Issues to Germans

To identify the salient issues for Germans, we asked respondents to examine a number of issues and make a series of trade-offs amongst those issues. What emerged is a picture of the importance for each issue category and the sub-issues in the categories.

We can see the salience of the general categories in Figure 7. To make the results easier to understand, we have translated them into a 0-100% scale. The issues at the top are more likely to be selected when put up against the other issues. For example, a score of 100% would imply that whenever that issue was pitted against all other issues it is chosen 'most important' every time. A score of 0% implies that the issue is chosen as 'least important' every time. The beauty of the approach is that the likelihood that an issue is superior in a choice set to any other issue is just the ratio of the two scores. In the figure we can see that civil and personal liberties is the top issue category with a score of almost 70%, implying that it will be selected as 'most important' seven times out of ten against any mixture of the other issue categories. For simplicity, we distinguish between the issues that dominate Germans' preferences in blue and those that fall below the middle score of 50% in orange.

Figure 7. Salience of General Categories of Social and Economic Issues for Germans



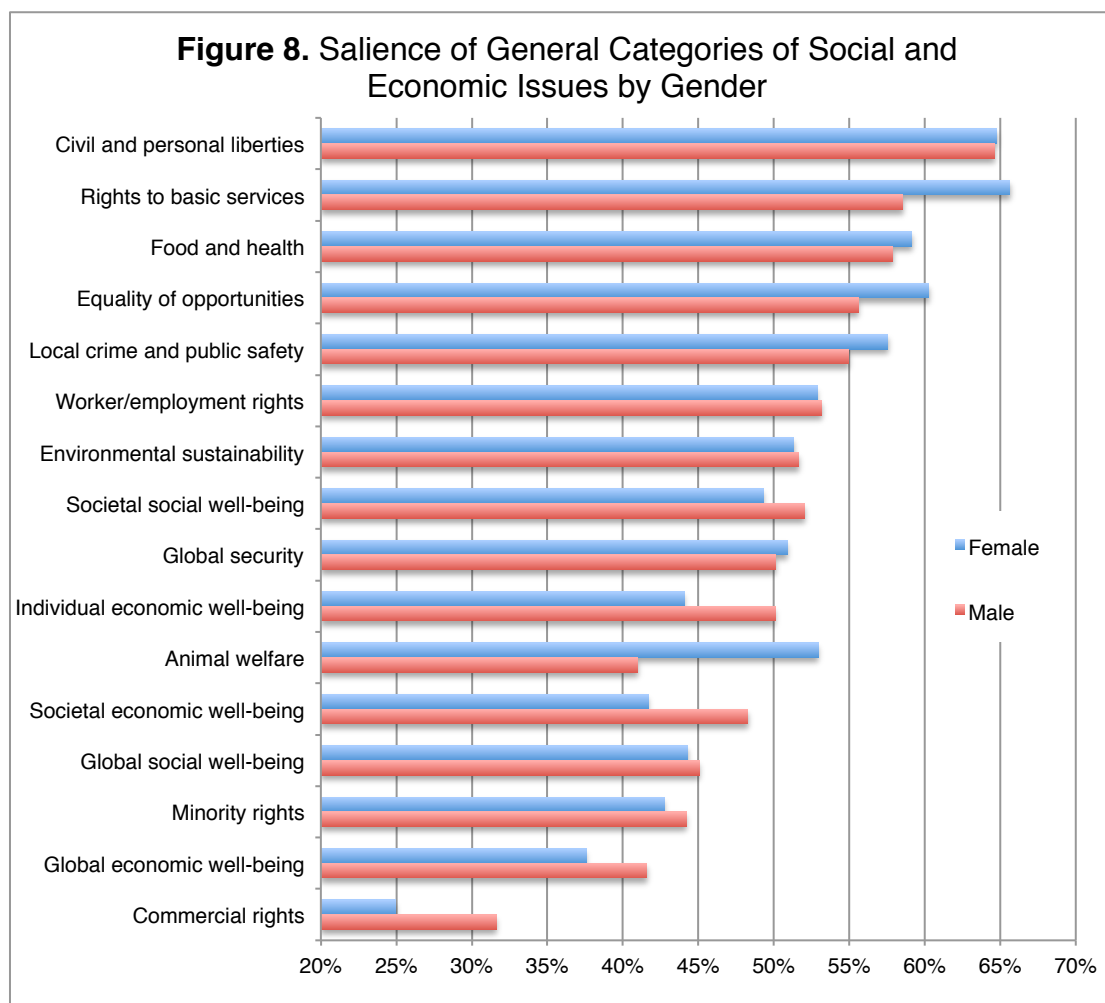
What the results reveal is that the most salient issues for Germans in the conduct of their lives are those most immediate and closest to their personal welfare. Civil and personal liberties, rights to basic services and food and health are their top three concerns. Germans are effectively indifferent to global and societal issues, rating these significantly lower. Commercial rights issues have virtually no real resonance with the population. Overall what we see is that issues impacting people's lives directly matter most, followed by environmental issues, social issues within society, then animal welfare. After that Germans worry about economic issues, other global citizens, minorities and businesses.

4. What Matters: Distinctive Breakdowns

The data allows many relevant comparisons between demographics, beliefs and civil society activities and the salience of social, political and economic values. This section describes general population breakdowns, based on income, age, politics, religiosity and gender, and looks at shifts in the salience of the general categories of social, political and economic issues. Appendix 3 gives some tabular results based on this discussion.

Gender

The gender split of the study sample was roughly equal. Differences between the genders in their valuation of the general categories are most marked in the areas of animal welfare, economic well-being and commercial rights; however, these are mostly differences of magnitude rather than order (see Figure 8). Animal welfare ranks sixth place for female respondents, while it drops to second last place for male respondents. There is a six-point gap each between the genders on individual economic well-being and societal economic well-being and a seven-point gap on commercial rights.



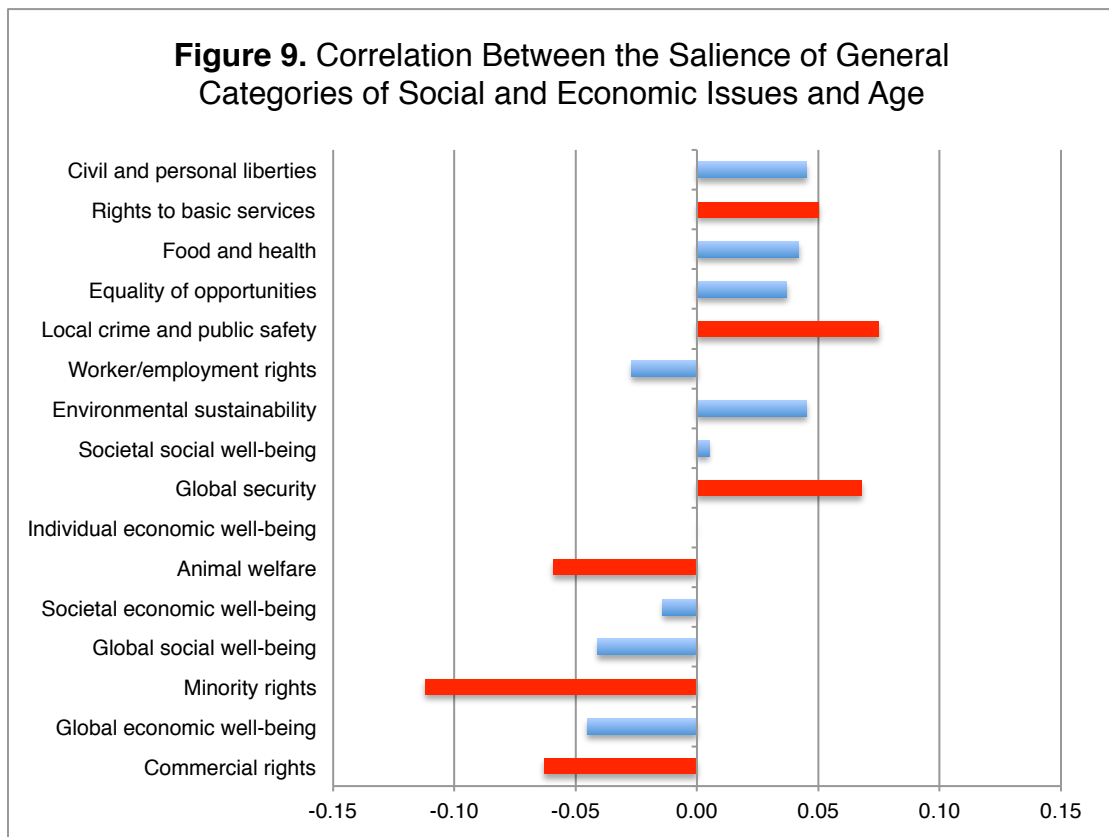
Men are more interested in issues associated with economic well-being, commerce and ownership and less concerned about the rights to basic services, while women are much more concerned about the rights of animals

and species. Freedom from discrimination is more salient for women, who rank equality of opportunities higher than male respondents. However, overall, the basic ordering of the various general categories of social, economic and political issues are approximately the same.

Age

There are some material differences when we examine the relationship between age and social, economic and political preferences. We do this in two ways.

First, we can look at the simple relationship between age and preferences. Figure 9 presents the correlations between age and category preferences. Significant effects are shown in red (correlation above ± 0.05 in magnitude).



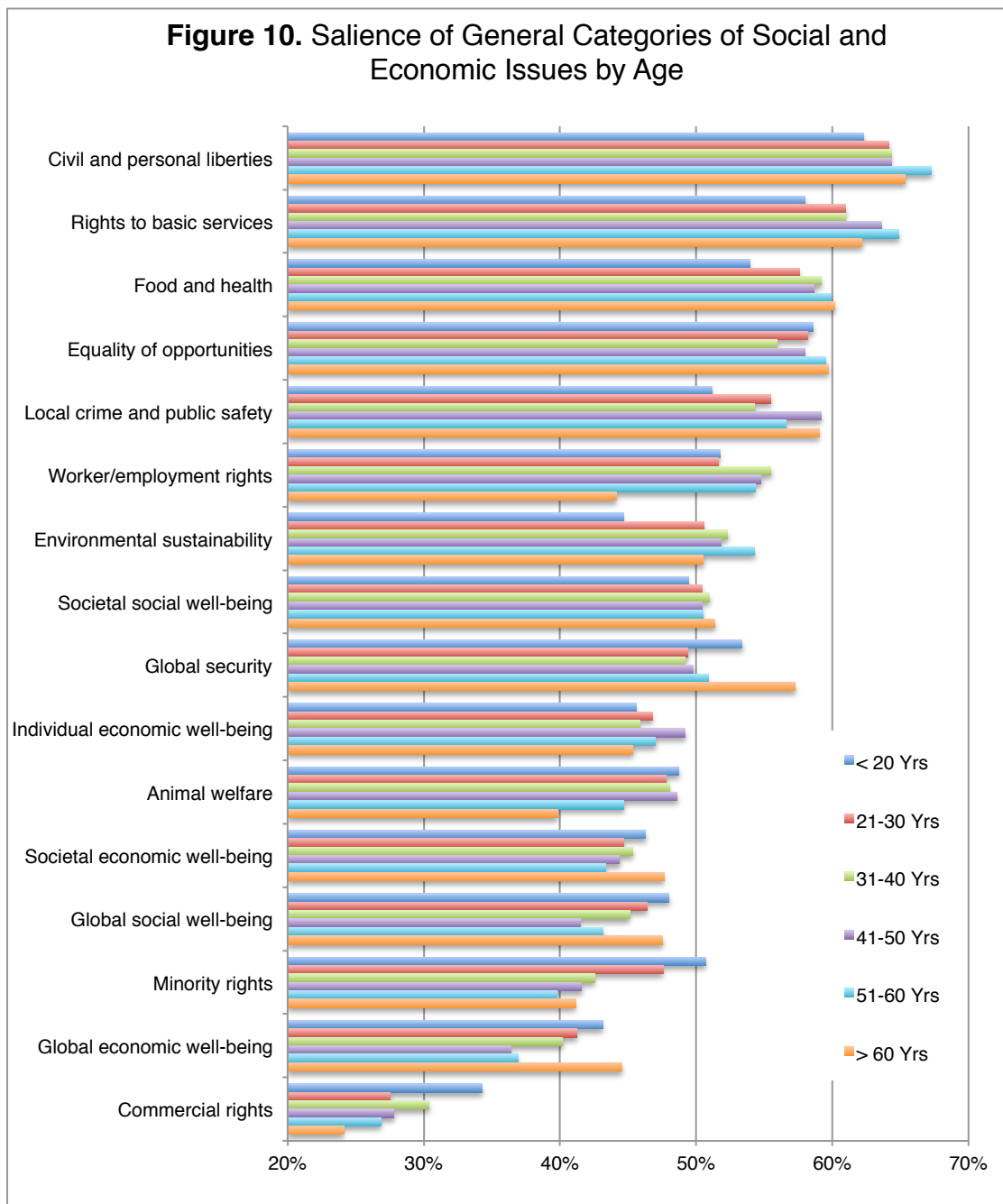
We see in this figure that three issue categories – global security, local crime and public safety and rights to basic services– are positively related to age. Three issues – commercial rights, minority rights and animal welfare – are negatively related to age; meaning that they are more likely to be of concern to younger people.

Second, we break age into groups that represent 10-year blocks to examine if there are any specific age groupings that stand out. This is presented in Figure 10.

What we see here is that civil and personal liberties, the most salient category for the whole study population, is also the most salient category for all age categories. Rights to basic services, ranked number two for the whole study

population, is less salient for Germans under 20 years of age. Food and health also varies based on the age of the respondent. From being ranked number three for the population overall – a position endorsed by older respondents – it falls to number four for those under 30 years age. Animal welfare is another issue category that varies depending on the age group examined. It is more an issue of salience to young people and decreases in importance with each age group.

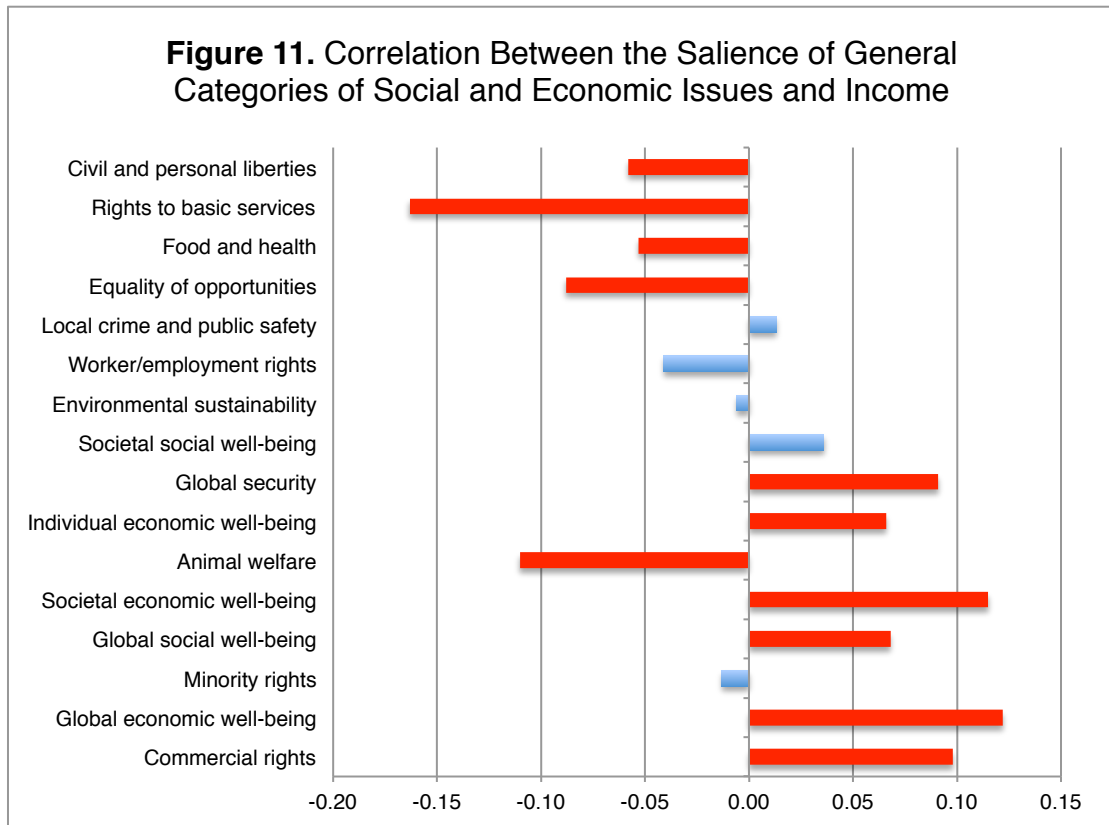
Unsurprisingly, worker rights issues vary in importance with age. For the general study population it ranks sixth. However, for respondents aged over 60 the issue drops to thirteenth place and effectively ceases to be salient. The implication is that salience is higher for those still in the labour force.



Household Income

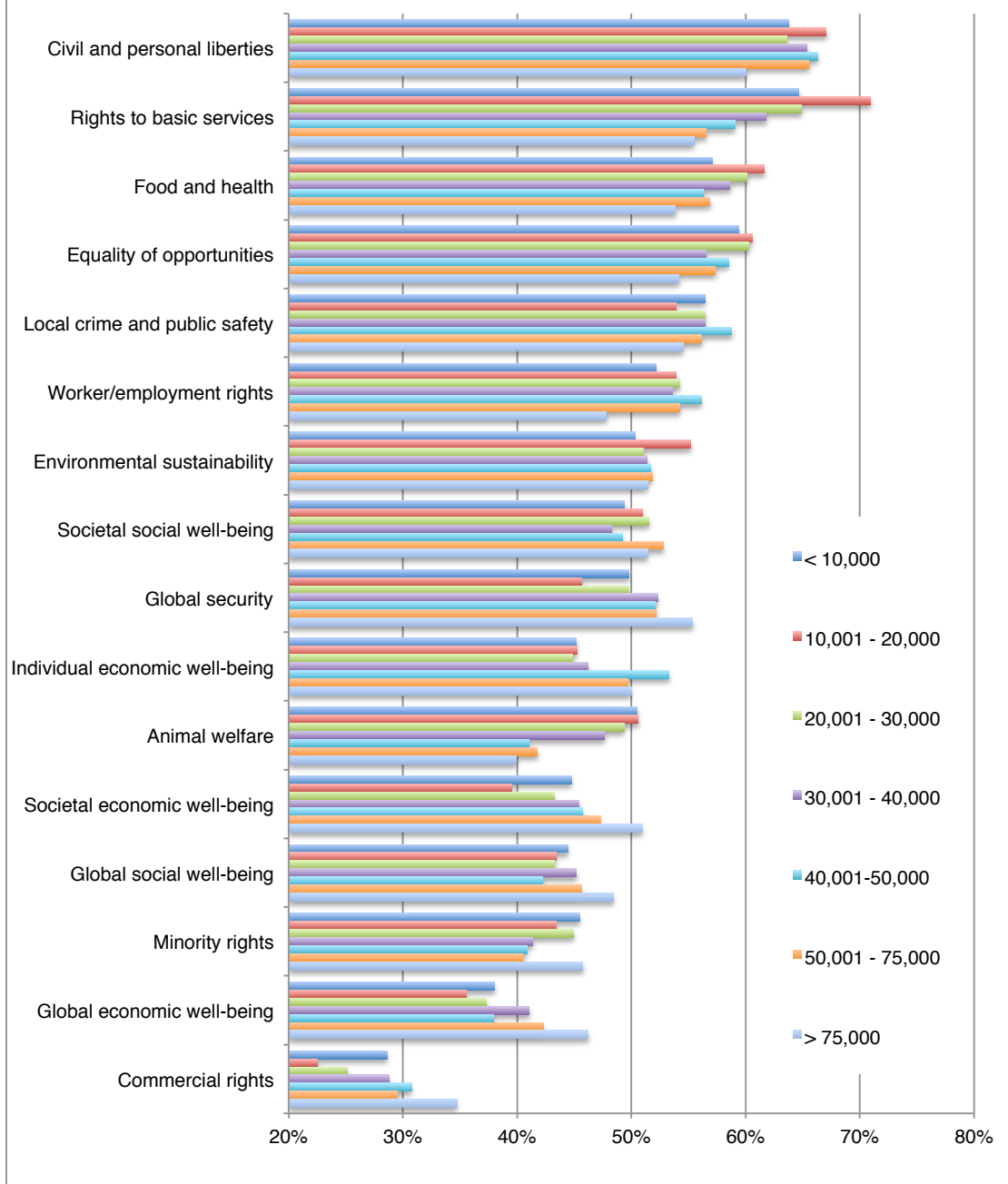
As with our examination of the relationship between age and social, economic and political preferences, we can investigate the influence of income in two ways. First, we can examine the correlations between income and issue category preferences.

When we do this we can find several general trends. Indeed, there appears to be a general relationship between income and social, economic and political preferences in 11 of the 16 categories (presented in figure number 11). We see that six issue categories – commercial rights, individual, societal and global economic well-being, global social well-being and global security – are significantly positively related to income. Five issue categories – civil and personal liberties, equality of opportunities, rights to basic services, animal welfare and food and health – are negatively related. This means that they are more likely to be of concern to respondents with a lower income.



Next, if we examine differences in category preferences based on income by looking at income ranges, we see that preferences of high income and low income groups are not entirely different. This is given in Figure 12.

Figure 12. Salience of General Categories of Social and Economic Issues by Income



Civil and personal liberties drops only one place for study respondents in the three lower income brackets. The general category of worker/employment rights is less salient for households in the highest income bracket. Also, animal welfare decreases in salience for the more well off households, declining to second last place for the wealthiest households.

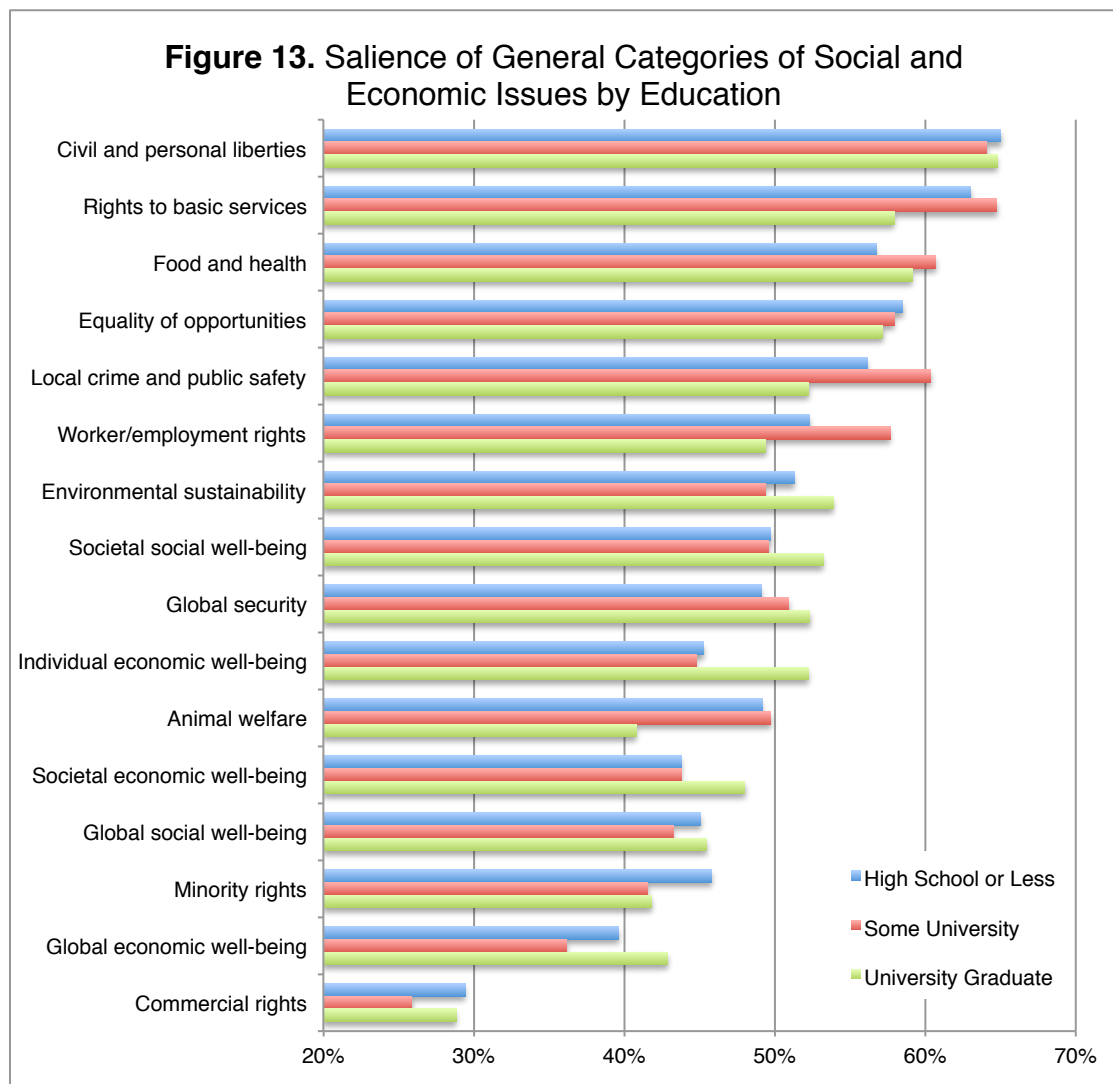
Local crime and public safety is slightly more salient for households in the highest income bracket. Global security is less salient to respondents in the lower income groups compared to the higher income groups. For the wealthiest households global security is even ranked number three indicating

a greater concern for protection from crime, terrorism, and other dangers posed by other people.

Surprisingly, study participants on more comfortable incomes do not differ in terms of their concerns about societal or individual economic well-being or societal social well-being much more than the general sample population, although societal economic well-being does become moderately salient for the most well-off recipients.

Education

For respondents who have no tertiary education, animal welfare and minority rights increase in salience. For respondents with some university education local crime and public safety jumps to fourth position and worker and employment rights increases in salience but it remains sixth place. For tertiary-educated respondents, there are several issue categories increasing in salience: global security, global and societal social well-being, global, societal and over all individual economic well-being and environmental sustainability.



Religiosity

The study collected an extensive battery of information about the individual's religious practices and beliefs. For simplicity, we focus on one question only: the extent to which the individual believed in god or a higher power. This question was strongly related to a number of other variables such as religious practices and activities. Study participants were queried about their belief in a god on a scale from "absolutely do not believe in the existence of a higher power" to "absolutely certain in their belief as to a higher power's existence".

This information was first analysed by looking at the correlation between the belief in a higher authority and social, economic and political preferences. The issue category correlations with religious belief are given in Figure 14. They reveal that those with stronger and more certain religious beliefs are more likely to give higher salience to global security and minority rights and give lower salience to civil and personal liberties, rights to basic services, and equality of opportunity. Another way to interpret this is that the more agnostic or atheistic a respondent, the more they put value on civil liberties and rights related to equality and access to services by the society.

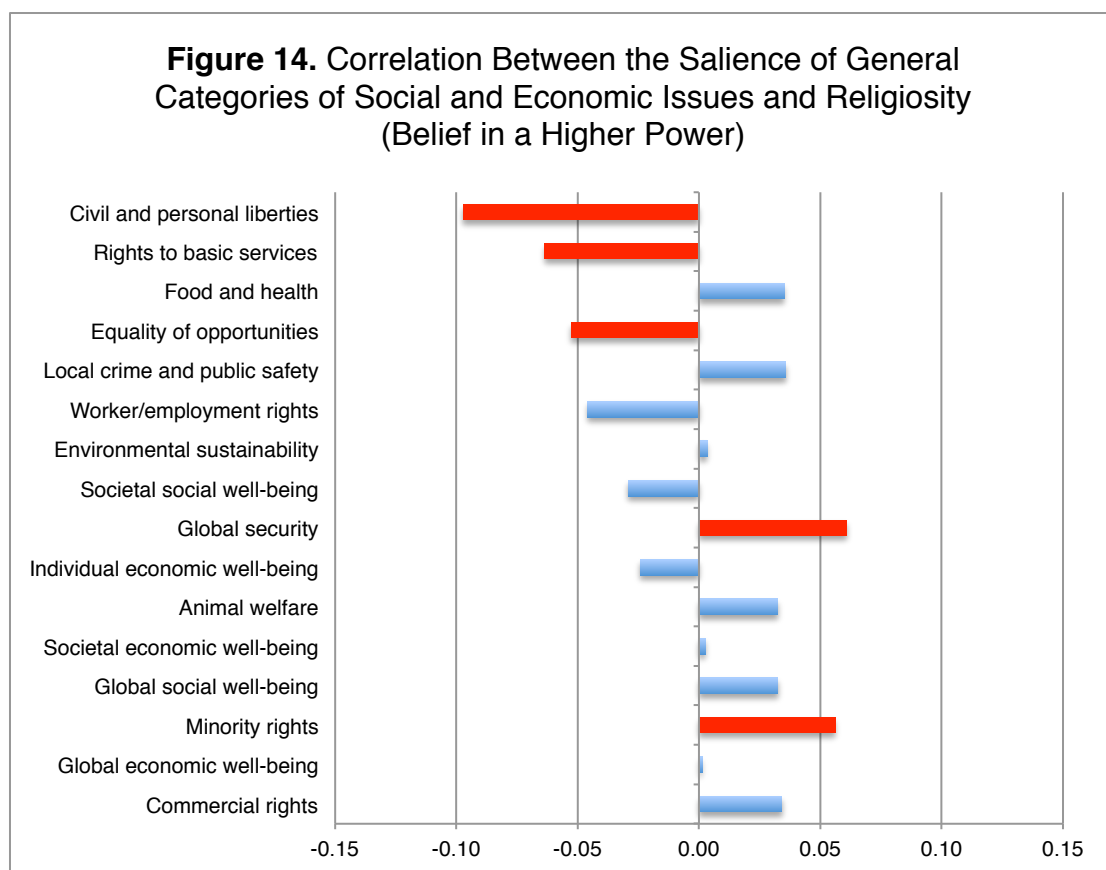
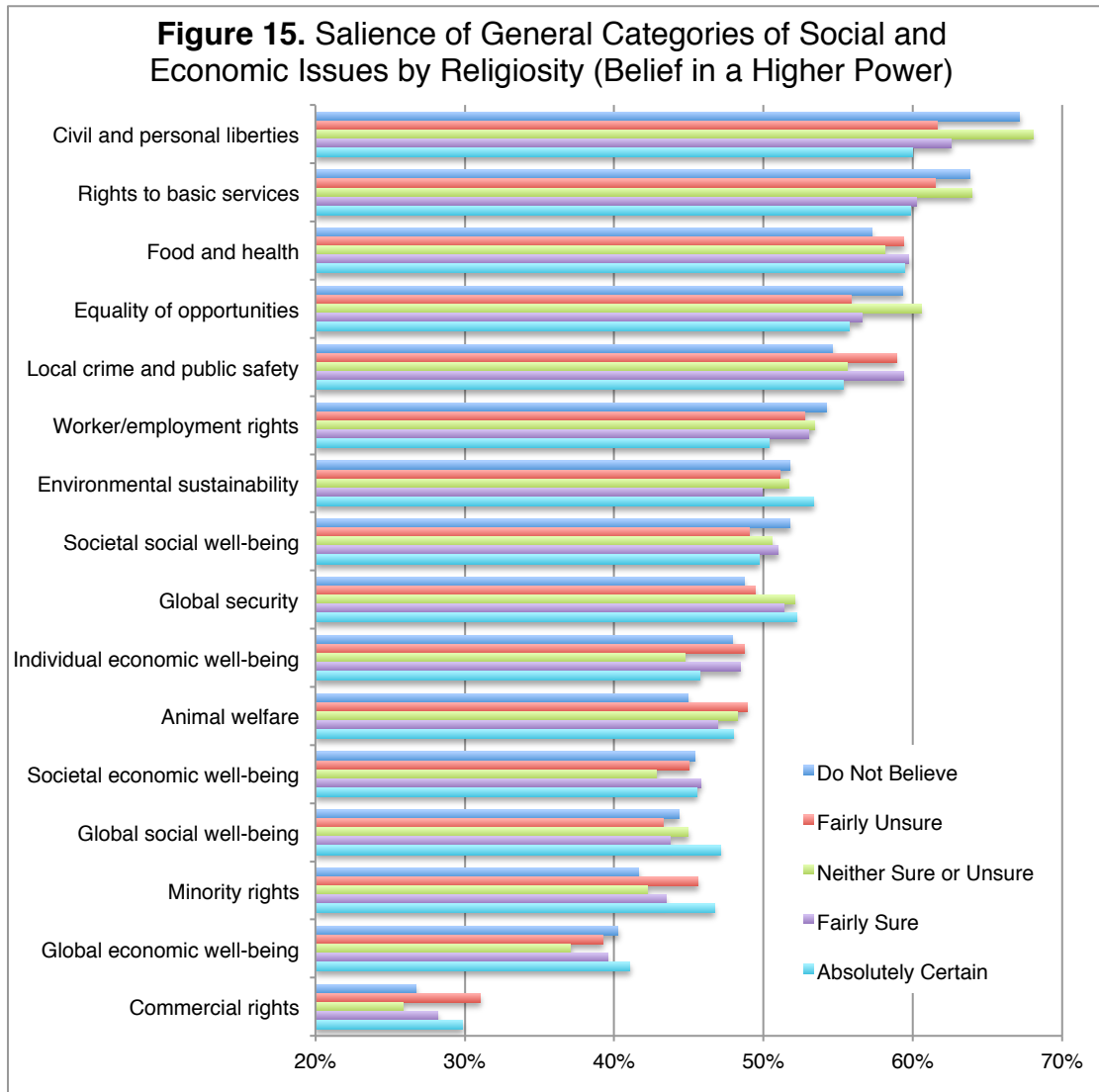


Figure 15 looks at the responses at each level in the scale. Those who have absolute certainty of the existence of a higher power rank minority rights over individual economic well-being. By contrast, respondents who hold no belief in the existence of a higher power have far greater interest in societal and individual well-being – they climb one place each – and less interest in animal welfare – which drops down two places for this group.

Respondents in the middle – i.e., those not quite sure about the existence of any higher authority – also give global security a more salient position, putting it in seventh place. In contrast to the general population and all other groups this group also ranks global social well-being over individual economic well-being.



Political Beliefs

The study collected an extensive battery of information about the individual’s political beliefs and activities. For simplicity, we focus on one question only: Which political party best aligns with their political beliefs? We also present this information in two graphs to create a better ease of representation

People who nominate the Greens as closest to representing their political beliefs rated environmental sustainability as the second most important issue, while animal welfare also rose significantly – up four places to sixth place.

Figure 16A. Salience of General Categories of Social and Economic Issues by Political Orientation (CDU, Greens, Left)

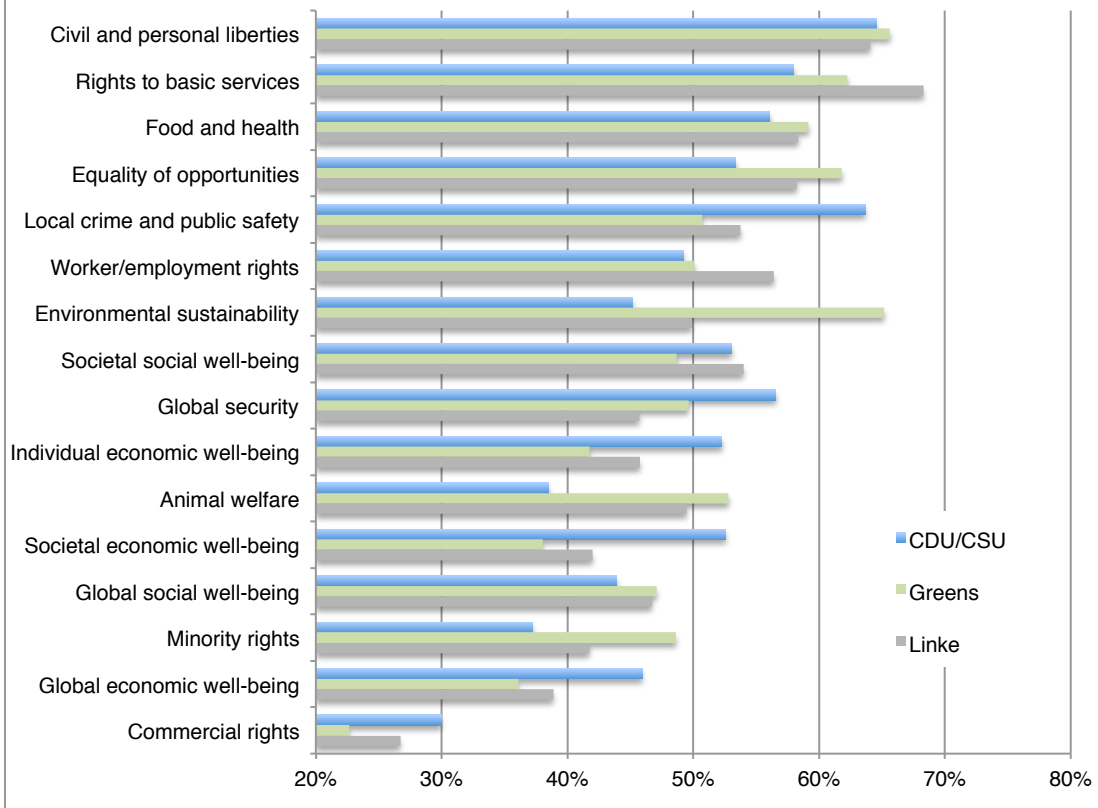
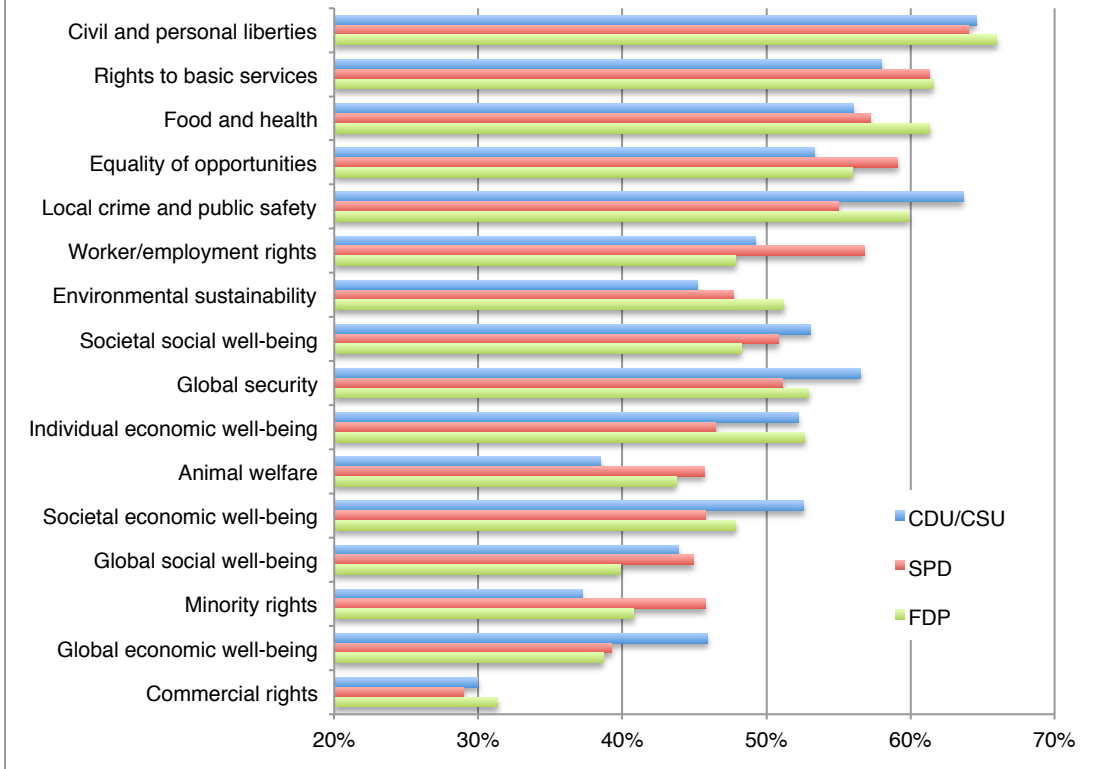


Figure 16B. Salience of General Categories of Social and Economic Issues by Political Orientation (CDU, SPD, FDP)



Consistent with the left wing orientation of the Left party, rights to basic services rises in salience to the number one position overall, while worker and employment rights jumps into the top five most salient categories of issues. Consequently in the resulting trade-offs, local crime and public safety falls out of the top five categories.

Those saying that the Social Democratic Party best aligns with their beliefs view rights to basic services as the second most important issue and also, not surprisingly, have a slightly higher interest in worker and employment rights than the general population.

Worker and employment rights gets the lowest score from respondents who associate themselves with the Free Democratic Party. Individual economic well-being moves up in salience to seventh position, pushing down environmental sustainability in a logical trade-off. Global security rises in importance for this group as well as local crime and public safety.

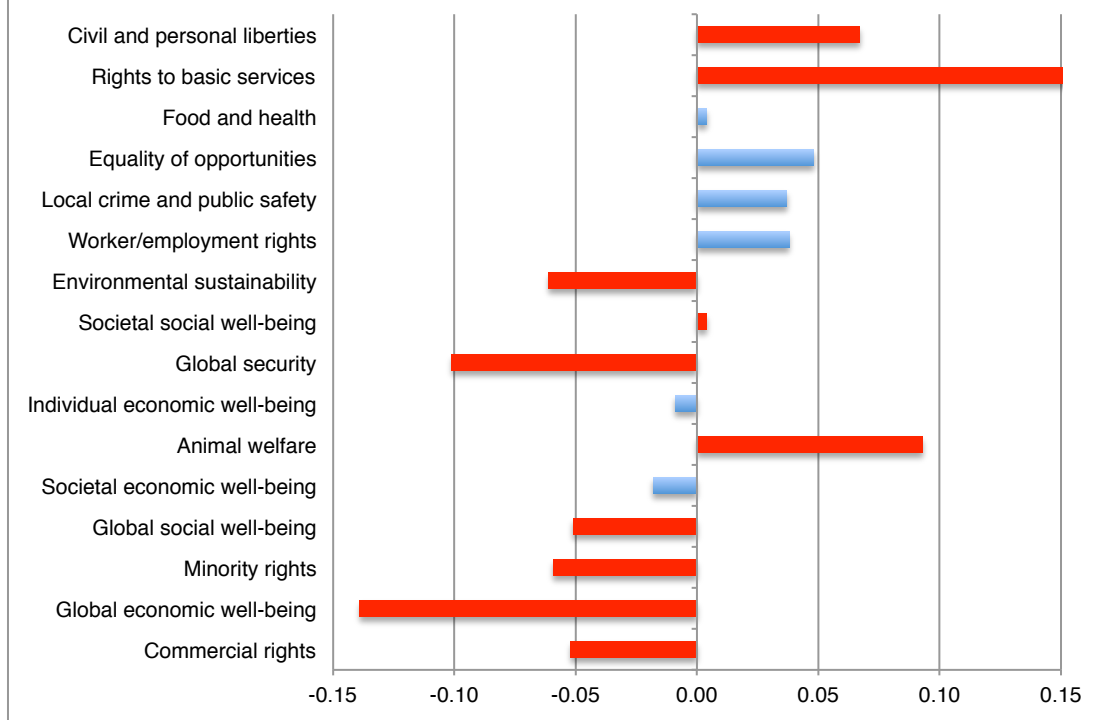
Global security and local crime and public safety get the highest score from the Christian Democratic Union, both categories being in the top five most important issue categories. Consequently equality of opportunities drops down four places to the sixth place. Animal Welfare falls four places in importance, while environmental sustainability even falls five places and gets the lowest score of any group.

Happiness

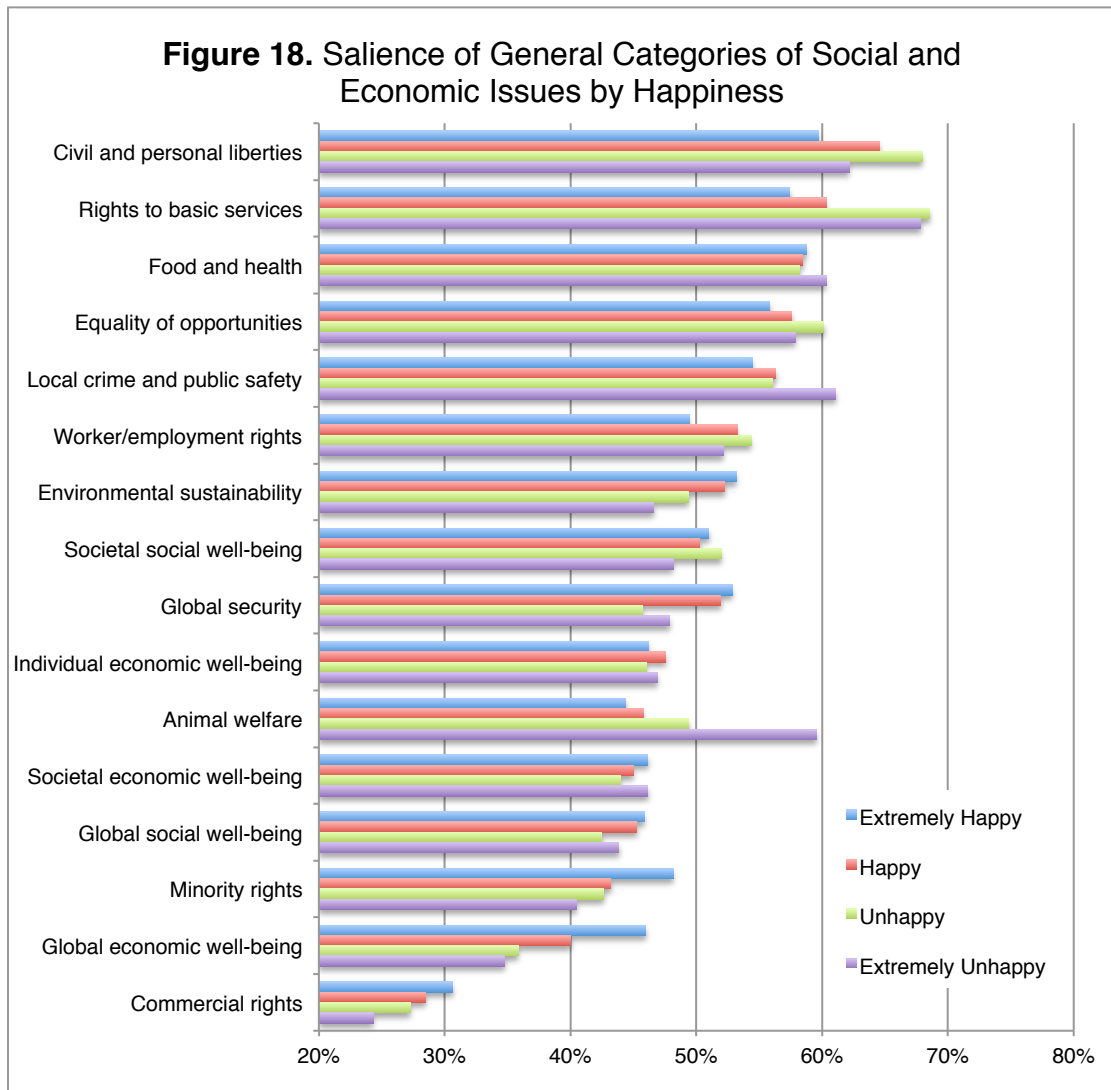
There is considerable discussion in the economics and politics literature about the role of happiness to economic and political development. This has expanded to the point that next to Gross National Product there are measures of Gross National Happiness. To capture whether such a measure is truly relevant we included it in our examination of social, economic and political values. Again, we do this by examining the general tendency and then the specifics of the extremes of the scale.

Figure 17 provides the correlations between happiness and salience of the issue categories. Remembering that a lower happiness score is 'better' the correlations have to be read in reverse (significant effects are in red). Hence, there is a positive relationship (negative correlation) between happiness and the salience of global security, global economic and social well-being, minority rights, commercial rights and environmental sustainability. Those that are less happy give more salience to factors such as rights to basic services and animal welfare.

Figure 17. Correlation Between the Salience of General Categories of Social and Economic Issues and Happiness



When we look at the individual scale responses we see that some differences emerge at the two extreme ends of the scale (Figure 18). Extremely happy people in the study give marginally more salience to environmental sustainability and global security jumps to seventh place for the same group. Extremely unhappy study respondents rank rights to basic services over civil and personal liberties and put more salience on animal welfare than all other groups, while environmental sustainability drops to eleventh place overall. Equality of opportunities also falls out of the top five issues to sixth place for this group. Minority rights is rather a salient issue for the extremely happy respondents, up four places to tenth while animal welfare drops to second last place overall.



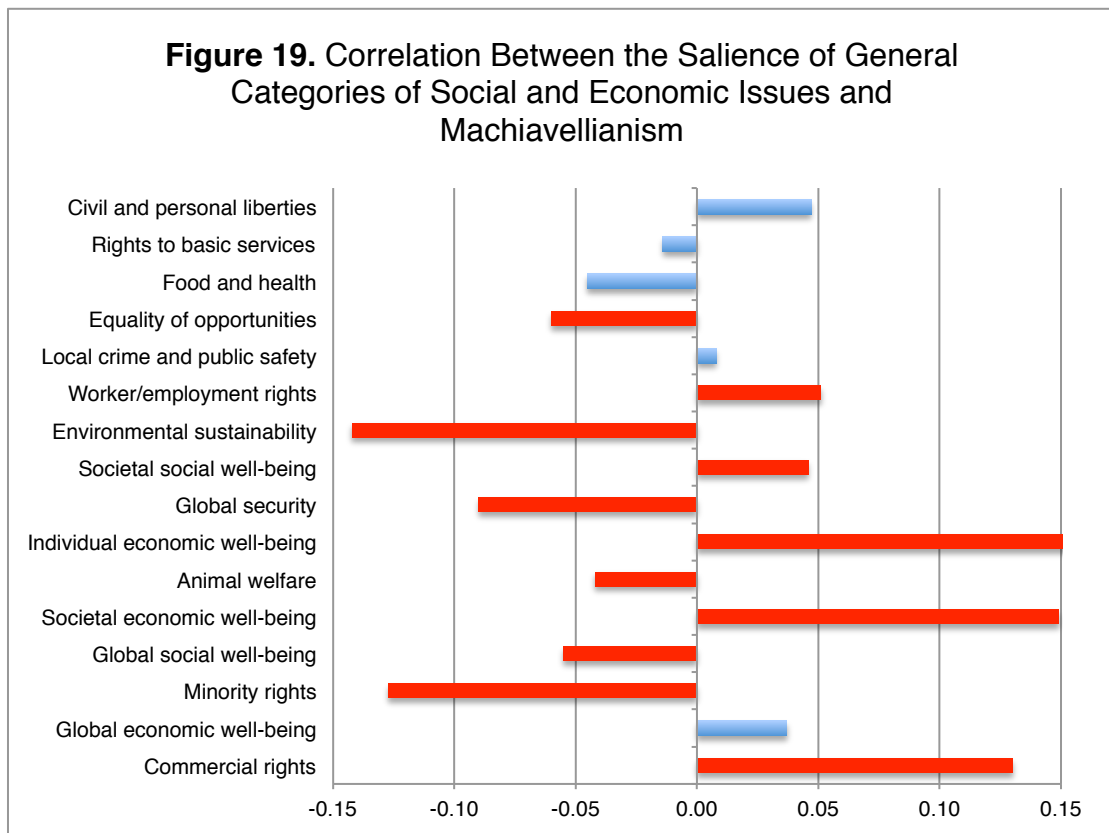
Ethical Disposition

The ethical disposition of the studied population was measured with the Christie and Geis Machiavellianism scale. As noted earlier, a low score has historically been associated with individuals who are more trusting of others, take into consideration the impact of their behaviour on others and are generally more altruistic. A higher score represents a greater predisposition for Machiavellianism; that is, the tendency to be manipulative and deceptive. The modal and neutral score on the scale is 60, with the German population being only slightly lower on average (mean = 57.82)

The results in Figure 19 show the category preferences based on their correlation with salience of the social, economic and political issue categories. Overall, a correlation of ± 0.05 is sufficient for a significant relationship (these are presented in red).

What we see is that those with higher Machiavellianism scores are more likely to give higher salience to worker/employment rights, commercial rights and (very strongly) individual and societal economic well-being. On the down side, these same individuals are more likely to downplay issues relating equality of

opportunities, minority rights, global security, global social well-being and (very strongly) environmental sustainability. The results also imply that low Machiavellians would put higher preferences on these latter factors and less salience on the former factors.



Also, potentially interesting is that while individuals displaying higher Machiavellianism scores are less likely to donate to a CSO (correlation = -0.127) there is no relationship between Machiavellianism and the level of donation (either in total or as a percentage of income) and volunteerism. We speculate that this is related mainly to the relatively small level of donations in Germany and a low tendency to engage in volunteering activity.

Involvement in Civil Society

The issues that matter to Germans are important to civil society organisations and political parties, because they rely on the support of private individuals. One third of study participants are involved with CSOs by donating money and almost one fifth give their time through volunteering.

Most volunteers in the study gave their time to their place of worship or an educational institution. Although it might be expected for this group to put societal social well-being over global security, we see that respondents, who neither volunteer nor donate, rank societal social well-being even slightly higher than other respondents. All in all there are not many visible differences between the groups and overall the basic ordering of the various general categories of social, economic and political issues is approximately the same.

Figure 20. Salience of General Categories of Social and Economic Issues by Donating Behaviour

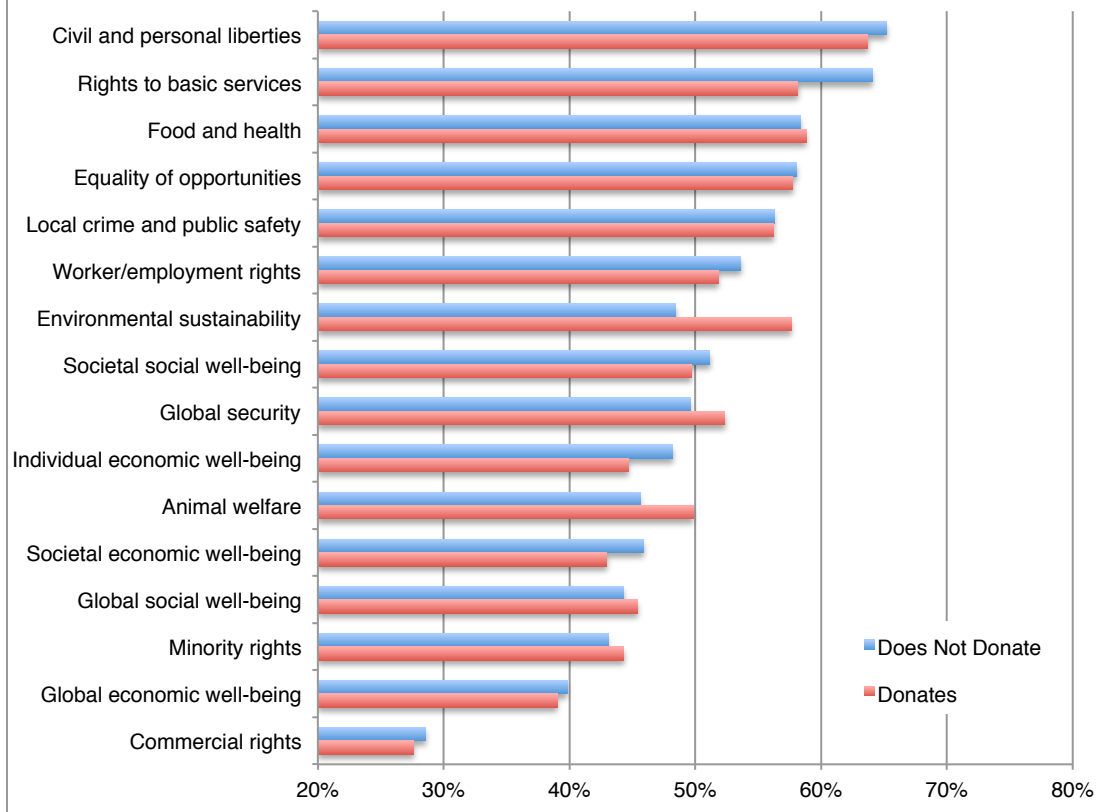


Figure 21. Salience of General Categories of Social and Economic Issues by Volunteering Behaviour

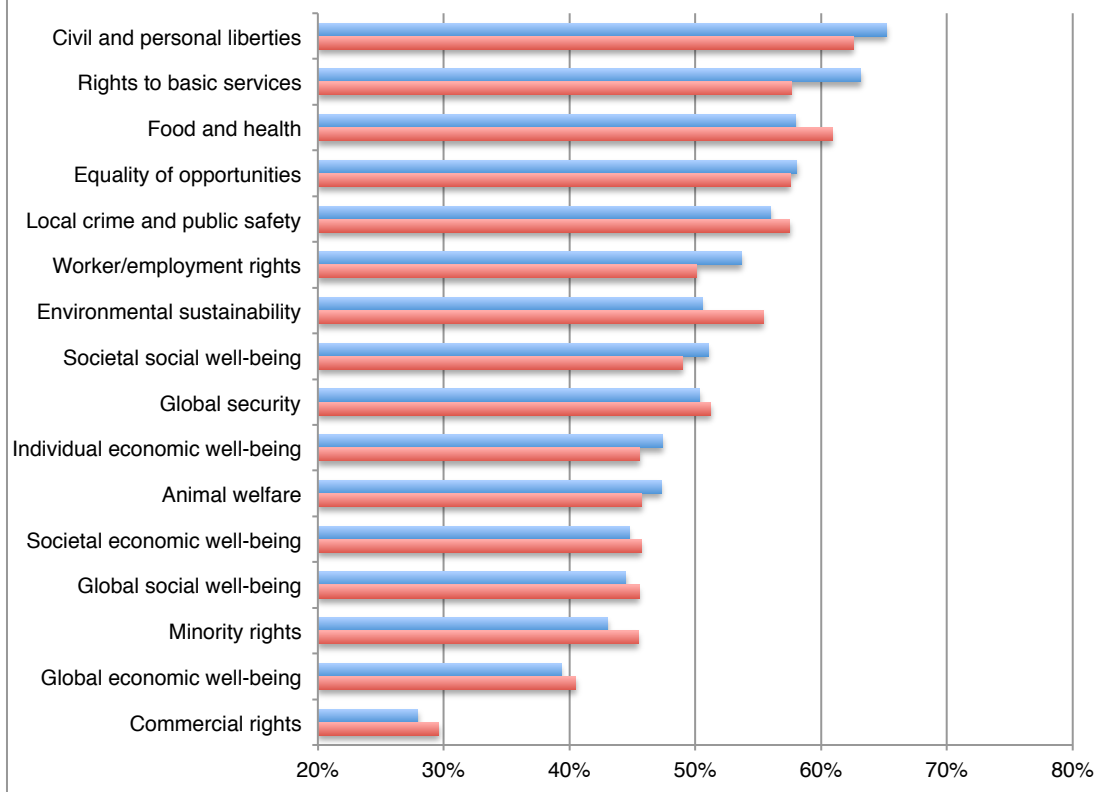
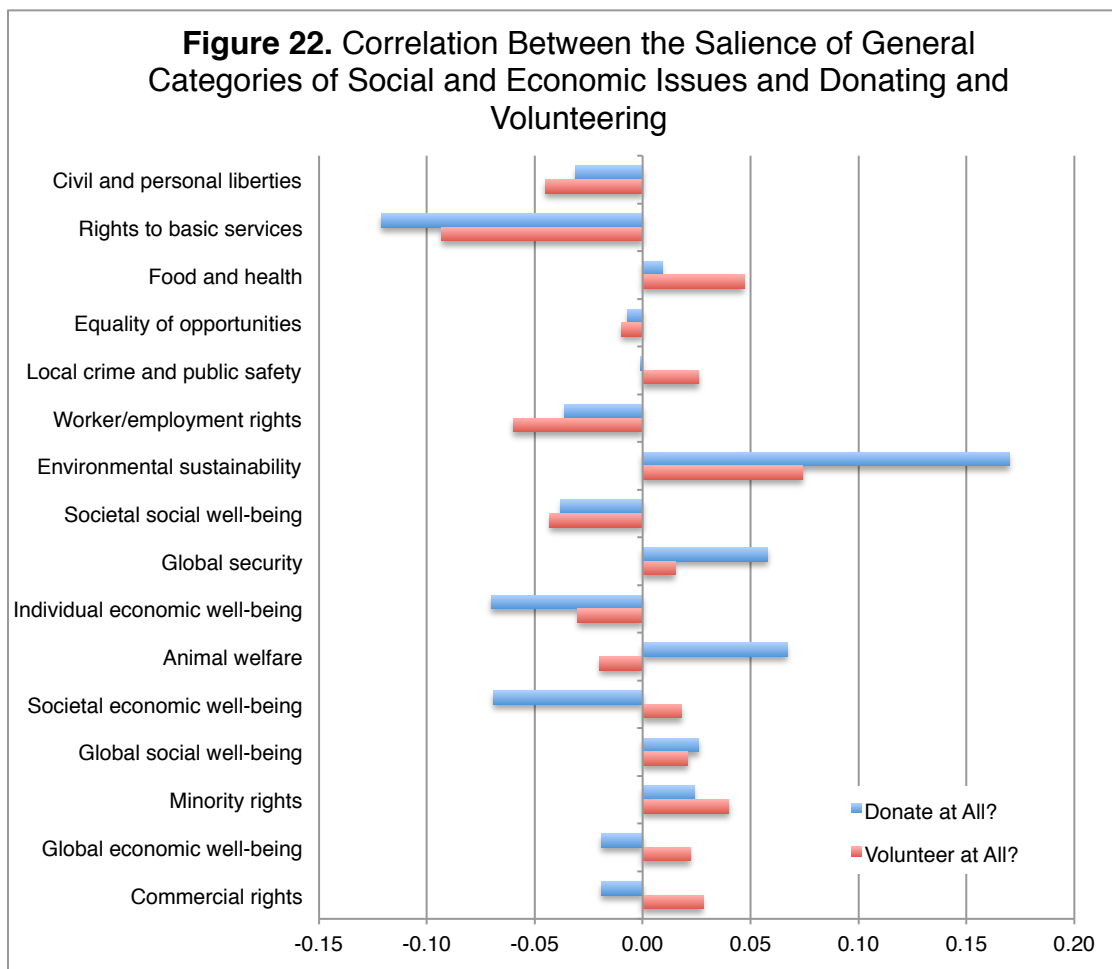


Figure 22 presents an overview of the relationship between the act of donating or volunteering and issue category preferences. The figure presents the correlation between donors and non-donors and volunteers and non-volunteers and the salience of the issue categories. The cut-off for a significant effect is a correlation of 0.05 (for simplicity this is not shown in red as was the case in the prior correlation graphs).

What we see here is that those with more concerns about worker and employment rights and rights to basic services are less likely to volunteer while those concerned about environmental sustainability are more likely to volunteer. Donations are positively related to concerns about environmental sustainability, animal welfare and global security and negatively related to concerns about rights to basic services, individual and societal economic well-being.



Overall these results reveal that those donating and volunteering have different preferences but primarily at the margin and most likely influenced by factors that are only weakly related to the causes to which they donate or for which they volunteer.

5. What Matters at the Micro Level?

By examining the trade-offs respondents make between sub-category issues we uncover greater detail about what matters to the population across a large number of specific, yet wide ranging issues.

Study respondents made a series of trade-offs within the 113 total sub-issues, allowing us to produce a relative ordering of the precise issues underlying the general categories. The results indicate how individuals value distinct issues within the general, umbrella categories of social, economic and political concerns we have already discussed. In addition, the results indicate how people's concern for specific issues stack up against relatively mundane matters (such as schooling, food, healthcare, schooling and working conditions) and less immediate concerns (including third world debt or poverty, slavery and human trafficking). For simplicity our discussion here will address the issues at the top and bottom of the assessment. All 113 sub-issues are listed in Appendix 1 and Appendix 3 contains all the scores.

Overall, the top categories of the general issues profile covered in Section 3 above also appear in the most salient sub issues, and we see much more detail of what drives preferences for certain classes of issue. For example, the most salient category, civil and personal liberties, is driven to the top by Germans' concerns for five sub issues associated with individual rights and freedom. The issue category is critical for many different reasons – i.e., rights to life, of liberty, freedom from harm, right of free speech and right of identity. The second most salient category overall, rights to basic services is important because it contains issues of the rights of access to the basic necessities of food, healthcare and medicines, and a minimum standard of living. Food and health is high overall because of primary concerns about three of the category's sub issues: clean water and sanitation, mental illness and infant mortality. All-in-all we see a multifaceted logic for why specific categories dominate.

A similar effect is seen when we examine the bottom 25 issues, presented in Table 3. Again what is in the general preference categories of issues given in section 3 appears here, but we see much more detail of what drives this effect. Commercial rights and minority rights issues dominate the bottom 25, as do issues relating to social and economic well-being at the national and global levels. Germans willingly trade off national matters of inflation, and state government budget and trade deficits; and they will also exchange their more primal issues against the impacts of population growth on global social and economic well-being, global income disparity and so on. Interestingly, we also see a number of labour issues that end up in the bottom of the list – the right to strike and the right to be in a labour union.

Table 2: Top Sub-Issues of Salience to Germans

Sub-Issue	Rank	Category
Right to life	1	Civil & Personal Liberties
Right of liberty	2	Civil & Personal Liberties
Clean Water and Sanitation	3	Food & Health
Freedom from harm	4	Civil & Personal Liberties
Right of Access to Food	5	Rights to Basic Services
Right of free speech	6	Civil & Personal Liberties
Child Pornography & Sexual Exploitation	7	Local Crime & Public Safety
Quality Schooling	8	Societal Social Well-Being
Economic Growth	9	Societal Economic Well-Being
Disabilities	10	Equality of Opportunities
Age: Elderly	11	Equality of Opportunities
Right of Access to Healthcare, Medicines	12	Rights to Basic Services
Right to Retirement Benefits	13	Worker/Employment Rights
Age: Youth	14	Equality of Opportunities
Protection from Violent Crime	15	Local Crime & Public Safety
Cost of Daily Living	16	Individual Economic Well-Being
Right to Retirement at a Pre-specified Age	17	Worker/Employment Rights
Right of identity	18	Civil & Personal Liberties
Right to a Minimum Wage	19	Worker/Employment Rights
Right to Minimum Standard of Living	20	Rights to Basic Services
Deforestation and Habitat Destruction	21	Environmental Sustainability
Protection of Children in the Labour Force	22	Worker/Employment Rights
Mental Illness	23	Food & Health
Infant Mortality	24	Food & Health
Peace	25	Global Social Well-Being

Table 3: Sub-Issues of Least Salience to Germans

Sub-Issue	Rank	Category
Religion	89	Equality of Opportunity
Inflation	90	Societal Social Well-Being
Income Inequality	91	Global Social Well-Being
Population Growth	92	Global Economic Well-Being
Ancillary Pollution	93	Environmental Sustainability
Right to Cultural Expression in Public	94	Minority Rights
Population Growth	95	Global Social Well-Being
Right to Form/Join a Labour Union	96	Worker/Employment Rights
Third World Debt	97	Global Economic Well-Being
Unilateral Military Action	98	Global Security
Public Transport	99	Societal Social Well-Being
Freedom from Animal Testing	100	Animal Welfare
Free Trade Policy	101	Global Economic Well-Being
Personal Pollution	102	Environmental Sustainability
Government Budget Deficit	103	Societal Economic Well-Being
Balance of Payments/Trade Deficits	104	Societal Economic Well-Being
Right to Strike	105	Worker/Employment Rights
Protection Against Over-Hunting/Fishing	106	Animal Welfare
Right of Secession/Separation	107	Minority Rights
Interest Rates	108	Individual Economic Well-Being
Physical property rights	109	Commercial Rights
Right of commercial domain	110	Commercial Rights
Intellectual property rights	111	Commercial Rights
Freedom to trade	112	Commercial Rights
Freedom to start/own a business	113	Commercial Rights

Germans give most generously to animal welfare and environmental organisations, so it would make sense to believe that these broad concerns matter in their daily lives. However, the evidence from our study shows this is not the case. Protection of animals from experimental testing and the protection of wild populations from extinction, over-hunting or over-fishing are clearly traded off against more material matters for the average individual. Forms of pollution are also traded off against the full gamut of potential concerns.

A National Comparison of Germans' Interests

We next compare what matters to German citizens with those of countries with similar demographics and broadly similar societies, political systems and economies. Data collected from the United Kingdom, Australia and the United States shows that preferences are generally consistent across these populations. What is unique to these other countries is explored further in each country's report. The data in Table 4 and Table 5 demonstrate that the same categories polarise to the top and bottom of the overall issues profile, with very small national distinctions.

People in Germany concur with other national counterparts on the most salient of all the issues. All four nations agree that cost of daily living is a top five concern. Nine out of the top ten sub-issues for Germans are also in the top ten for at least one of these peer countries. Eighteen of the most salient 25 issues for Germans also rank in the top 25 for the three peer nations. As to be expected, the highest concerns shared by citizens of the four nations relate to the individual and community.

It is what is unique to the German respondents that distinguish this population from the others. There are five sub issues to turn up in the German top 25 that are not ranked as highly by any of these other countries. One issue in the German top ten is of only middling concern to the other three nations: the right of access to quality schooling. Three other sub issues with greatest salience only for people in Germany are diverse concerns: equality of opportunity for youth, right to retirement at a pre-specified age, and right of identity. The fifth issue that comes up in the top 25 for Germany and for no other peer country in the study is rather profound. That issue is harmony for all people.

People from a range of developed nations find it easy to agree on what types of issues are least salient to their lives. Germans, Australians, Americans and the British are unanimous in having no regard for issues associated with commerce and ownership. All these issues, known collectively as commercial rights, are categorically unimportant when compared with all the other issues that figure in people's lives. It is not that these commercial issues only relate to large corporations; if they did we could interpret the results as indicating respondents find these rights are remote to their lives. Every respondent from these wealthy nations would enjoy some form of physical property rights, and yet this issue is in the bottom five for Germans, and in the bottom 20 for the other four nations.

Table 4: Top 25 Sub-Issues Across Four Nations

Rank	Germany	United Kingdom	Australia	United States
1	Right to Life	Cost of Daily Living	Clean Water and Sanitation	Clean Water and Sanitation
2	Right of Liberty	Clean Water and Sanitation	Protection from Violent Crime	Cost of Daily Living
3	Clean Water and Sanitation	Child Pornography & Sexual Exploitation	Cost of Daily Living	Economic Growth
4	Freedom from Harm	Protection from Violent Crime	Child Pornography & Sexual Exploitation	Protection from Violent Crime
5	Right of Access to Food	Economic Growth	Right of Access to Healthcare, Medicines	Right of Free Speech
6	Right of Free Speech	Right of Access to Food	Right of Access to Food	Child Pornography & Sexual Exploitation
7	Child Pornography & Sexual Exploitation	Right to Life	Mental Illness	Right to Life
8	Quality Schooling	Right of Access to Healthcare, Medicines	Alcoholism and Drug Abuse	Right of Liberty
9	Economic Growth	Disabilities	Disabilities	Freedom from Harm
10	Disabilities	Age: Elderly	Age: Elderly	Legal Rights
11	Age: Elderly	Mental Illness	Economic Growth	Disabilities
12	Right of Access to Healthcare, Medicines	Freedom from Harm	Freedom from Harm	Right of Access to Food
13	Right to Retirement Benefits	Right to a Safe Work Environment	Right to Life	Age: Elderly
14	Age: Youth	Right to Minimum Standard of Living	Right to a Safe Work Environment	Mental Illness
15	Protection from Violent Crime	Infant Mortality	Suicide	Right to a Safe Work Environment
16	Cost of Daily Living	Life Expectancy	Right of Free Speech	Alcoholism and Drug Abuse
17	Right to Retirement at a Pre-specified Age	Right to a Minimum Wage	Infant Mortality	Right to Religious Freedom
18	Right of Identity	Protection of Children in the Labour Force	Legal Rights	Protection of Children in the Labour Force
19	Right to a Minimum Wage	Right of Free Speech	Protection from Terrorism at Home	Infant Mortality
20	Right to Minimum Standard of Living	Poverty	Right to Choose/Abortion	Right to Retirement Benefits
21	Deforestation and Habitat Destruction	Protection from Terrorism at Home	Right to a Minimum Wage	Right to Choose/Abortion
22	Protection of Children in the Labour Force	Right of Liberty	Right of Liberty	Stability of Financial System
23	Mental Illness	Alcoholism and Drug Abuse	Obesity	Right to a Minimum Wage
24	Infant Mortality	Energy Prices	Deforestation and Habitat Destruction	Protection from Terrorism at Home
25	Peace (Freedom from Conflict)	Deforestation and Habitat Destruction	Energy Prices	Right of Access to Healthcare, Medicines

Table 5: Bottom 25 Sub-Issues Across Four Nations

Rank	Germany	United Kingdom	Australia	United States
89	Religion (Equality of Opportunities)	Third World Debt	Personal Pollution	Free Trade Policy
90	Inflation	Population Growth	Ancillary Pollution	Social Isolation
91	Income Inequality	Income Inequality	Global Criminal Syndicates	Personal Pollution
92	Population Growth	Right to Form/Join a Labour Union	Government Budget Deficit	Unilateral Military Action
93	Ancillary Pollution	Public Transport	Right to Engage in Cultural Practices	Right to Cultural Expression in Public
94	Right to Cultural Expression in Public	Personal Pollution	Third World Debt	Protection of Endangered Species
95	Population Growth	Unilateral Military Action	Population Growth	Global Criminal Syndicates
96	Right to Form/Join a Labour Union	Global Criminal Syndicates	Free Trade Policy	Public Transport
97	Third World Debt	Ancillary Pollution	Humane Farming	Income Inequality
98	Unilateral Military Action	Protection of Endangered Species	Right to Form/Join a Labour Union	Physical property rights
99	Public Transport	Free Trade Policy	Right to Benefits of Last Resort	Balance of Payments/Trade Deficits
100	Freedom from Animal Testing	Humane Farming	Balance of Payments/Trade Deficits	Right to Benefits of Last Resort
101	Free Trade Policy	Right to Benefits of Last Resort	Income Inequality	Right to Strike
102	Personal Pollution	Balance of Payments/Trade Deficits	Physical property rights	Third-World Poverty rights
103	Government Budget Deficit	Right to Cultural Expression in Public	Right to Cultural Expression in Public	Population Growth
104	Balance of Payments/Trade Deficits	Right to Strike	Protection Against Over-Hunting/Fishing	Humane Farming
105	Right to Strike	Right to Speak a Foreign Language	Unilateral Military Action	Right to Speak a Foreign Language
106	Protection Against Over-Hunting/Fishing	Freedom from Animal Testing	Right to Speak a Foreign Language	Third World Debt
107	Right of Secession/Separation	Right of Secession/Separation	Freedom from Animal Testing	Freedom to start/own a business
108	Interest Rates	Protection Against Over-Hunting/Fishing	Right to Strike	Freedom from Animal Testing
109	Physical property rights	Freedom to start/own a business	Freedom to start/own a business	Right of Secession/Separation
110	Right of commercial domain	Physical property rights	Freedom to trade	Freedom to trade
111	Intellectual property rights	Freedom to trade	Right of Secession/Separation	Intellectual property rights
112	Freedom to trade	Intellectual property rights	Intellectual property rights	Protection Against Over-Hunting/Fishing
113	Freedom to start/own a business	Right of commercial domain	Right of commercial domain	Right of commercial domain

Minor differences distinguish the German population from the study's peer nations. Interest rates on personal borrowings are so remote from what matters to Germans that the issue is resolutely pushed to the bottom. The Germans are the only population in the study to do this. Freedom from discrimination based on religion is also easily traded by Germans for issues they find more salient.

6. The Overall Picture: A Conservative Society

The results in this report provide a short overview of a complex and intriguing inquiry into the salience of key social, economic and political issues to members of German society. In creating this report our goal was to provide a less stereotyped and more nuanced assessment and one that was less likely to be influenced by the way in which individuals respond to simple opinion polls.

What we see in these results is a picture of a society concerned with conservative as well as social democratic issues and with local issues that influence its members' daily lives. Although issues of global concern dominate the popular press, there is no indication that they resonate sufficiently to remove the salience of key, local, economic and social concerns.

That said, it is not the case that German society is either conservative or social democratic in the most extreme characterisation of that stereotypes. Germans give a high degree of salience to civil liberties, access to basic services, issues of health and equality of opportunities. Where the more conservative aspect of the German population is seen, is the high importance of local security and in the downplaying of issues like minority rights. More social democratic issues, which were salient to our respondents, are workplace and employment rights and social well-being of society being ranked over economic wealth. Equally, German society does not reveal a preference for commercial rights. Indeed, the areas of least salience are those associated with commercial rights.

For a more societal perspective, our results show that while Germany is a caring society, local proximity and ecological issues heavily influence this. The strongest aspects of giving are related to religion, to animal protection and to environmental conservation. Volunteering behaviour is as well mainly characterized by local affiliation by religious and educational institutions being the most important causes for volunteering. Donating and especially volunteering are related not so much to the link between the cause and the preferences of the people involved with the cause, but with the link between the organisation and the individual. This arises most clearly in the case of an individual's religiosity and the religious affiliation of the CSOs with which they become involved. This is potentially disheartening to many CSOs where there is a belief that it is the cause that matters to the individual donating or volunteering. The main finding is that this is probably something of a myth.

Finally, there is a desire at times to want to characterise individuals based upon their demographics or life circumstances. We find that this is not reliable in trying to understand an individual's social, economic and political preferences. Indeed, with our methodology we see that there are not many ways of discriminating amongst individuals based on such obvious factors as gender, income, education and so on, which only show a small number of significant differences. For these categories we can only find essential differences for single-issue categories instead of general trends. For example

wealthier households seem to give a higher importance to issues related to security, while paying less attention to animal welfare. However, high income and low-income households do not have completely contrary points of view according to our data. What rather seems to matter is something more deeply embedded in the individual that shows up in other ways – such as in their religiosity, political orientation, or general personality (as measured in our case by Machiavellianism).

This report was an overview only and much more can be gleaned by attempting to understand not just the findings here but from the results from the other countries where this investigation is operating. However, this simple summary aims to provide a provocative look at our society in a new way that will be useful.

Appendix 1: Categories and Sub-Category Items in the Social, Political and Economic Values Inventory

The inventory includes 16 categories of issues that individually contain up to 12 sub-category issue items. The total number of sub-category issue items is 113. The categories and items were extensively pre-tested and meant to be inclusive of major issues that would be relevant across a range of countries based on their economic and social development. Hence, it is expected that specific items would not necessarily be relevant for individuals in all countries. However, they are included so as to make cross-cultural comparisons meaningful.

- **Civil and Personal Liberties**—includes issues associated with individual rights and freedom. These include:
 - Right to Life
 - Right of Free Speech/Opinion/Expression (inc. freedom of the press)
 - Right of Association (freedom of assembly and association)
 - Right of Liberty (freedom from arrest or detention except under authority of law)
 - Right to Vote in Free and Fair Elections
 - Right to Religious Freedom (freedom of thought, conscience and religion)
 - Right of Freedom from Harm and from Cruel, Inhumane or Degrading Punishments
 - Legal Rights (the right to a fair trial by a competent and independent court)
 - Right to a Nationality (and not have it removed arbitrarily)
 - Right of Identity (e.g., the right to have a legal 'existence')
 - Freedom of Movement within and across Borders
 - Marital Rights (equal rights between married couples and the right to choose one's spouse)
- **Equality of Opportunities**—consists of freedom from discrimination based on a variety of criteria such as:
 - Gender
 - Age (both young and old)
 - Sexual Orientation
 - Marital Status
 - Disabilities
 - Racial/Ethnic Background
 - Religion
- **Commercial Rights**—focuses on issues associated with commerce and ownership and includes:
 - Physical Property Rights (freedom to enjoy lawfully acquired property)
 - Intellectual Property Rights (right of ownership of creation of labour; e.g., materials created, etc.)
 - Freedom to Trade (right to make contracts between entities)
 - Right of Commercial Domain (right to locate business operations in country of your choosing)
 - Freedom to Start/Own a Business

- **Worker/Employment Rights**—includes those rights and freedoms of workers exclusive of those covered by normal commercial rights. These include:
 - Freedom to Engage in a Trade, Profession or Occupation
 - Right to Form/Join a Labour Union, i.e., the right of collective bargaining
 - Right to Strike, i.e., freedom to withdraw labour
 - Right to a Safe Work Environment
 - Right to Retirement at a Pre-specified Age
 - Right to Retirement Benefits i.e., safety guarantees to a pension
 - Protection of Children in the Labour Force
 - Right to a Minimum Wage
 - Right to Out-of-Work Benefits
- **Rights to Basic Services**—addresses access to basic services and include the rights to:
 - Right to Minimum Standard of Living, e.g. clothing, housing
 - Right to Benefits of Last Resort, e.g., welfare, dole
 - Right of Access to Food
 - Right of Access to Healthcare, Medicines
 - Right of Access to Basic Education
- **Animal Welfare**—consists of issues dealing with the treatment of animals and preservation of animal species. It includes both rights of an individual animal and protection of a species.
 - Freedom from Animal Testing
 - Freedom from Animal Cruelty
 - Humane Farming
 - Protection of Endangered Species
 - Protection Against Over-Hunting/Fishing
- **Environmental Sustainability**—focuses on issues associated with the protection of the natural environment. It includes issues relating to:
 - Recycling of Materials, Use of Recycled Materials and Product Disposability
 - Industrial Pollution: air, water, soil
 - Ancillary Pollution; e.g., chemical runoff from farming, mining
 - Personal Pollution; e.g., automobile, wood burning, outdoor grills
 - Biodegradability of Materials and Products
 - Alternative Energy Generation; e.g., solar, wind, water
 - Climate Change
 - Loss of Biodiversity
 - Deforestation and Habitat Destruction
- **Minority Rights**—deals with rights and protection of minority groups within a society and include:
 - Right to Cultural Preservation
 - Right to Cultural Expression in Public
 - Right to Engage in Cultural Practices
 - Right of Secession/Separation
 - Right to Speak a Foreign Language

- **Local Crime and Public Safety**—relate to issues associated with local societal crime and safety and it contains:
 - Safety of Personal Property
 - Protection from Violent Crime
 - Freedom from Harassment
 - Protection from Terrorism at Home
 - Child Pornography & Sexual Exploitation
 - Human Slavery & People Smuggling
 - Protection from Bribery and Corruption
 - Right to Private Protection; Self Defense

- **Food and Health**—deals with major health issues that affect the society and include:
 - AIDS/HIV Infection
 - Obesity
 - Alcoholism and Drug Abuse
 - Teenage Pregnancy
 - Right to Choose/Abortion
 - Family Planning
 - Suicide
 - Mental Illness
 - Infant Mortality
 - Life Expectancy
 - Genetically Modified Foods
 - Clean Water and Sanitation

- **Individual Economic Well-Being**—focuses on economic issues that affect the individual and their family. These contain issues such as:
 - Cost of Daily Living (food, clothing and daily expenses)
 - Freedom from Arbitrary and Excessive Taxation
 - Housing Affordability
 - Interest Rates
 - Inflation

- **Societal Economic Well-Being**—involves economic issues at the country (societal) level that may affect the individual and their family, but do so less directly. Such issues include:
 - Economic Growth
 - Unemployment (general)
 - Poverty
 - Energy Prices
 - Stability of Currency
 - Government Budget Deficit
 - Balance of Payments/Trade Deficits

- **Societal Social Well-Being**—deals with social issues at the country (societal) level that may affect the individual and their family. These issues include:
 - Quality Schooling
 - Immigration
 - Public Transport (quality and investment)
 - Income Inequality
 - Youth Inactivity and Unemployment
 - Social Isolation (Esp. adult & elderly)

- **Global Economic Well-Being**—focuses on economic issues at the global level that can affect the individual and society. It contains issues such as:
 - Population Growth
 - Free Trade Policy
 - Third World Debt
 - Depletion of Energy/Resources
 - Global Economic Growth
 - Stability of Financial System

- **Global Social Well-Being**—considers issues of social well-being at the global level, abstracting from the economic issues given earlier. It includes concerns about:
 - Income Inequality
 - Third-World Poverty
 - Population Growth
 - Diseases (epidemics)
 - Peace (freedom from conflicts)

- **Global Security**—includes issues associated with security at the global level and involves:
 - Religious Extremism
 - Global Terrorism
 - Nuclear and Biological Weapons Proliferation
 - Global Criminal Syndicates
 - Unilateral Military Action
 - Genocide/Ethnic Cleansing

Appendix 2: Structure of the Best-Worst Task

Best-Worst tasks operate by determining a relative ordering of items for each individual. This is superior to both Likert-based scale methods (e.g., responding on a 1-5 scale) and ranking methods but for different reasons.

In the case of Likert scales there are serious issues of what are known as response styles (how people use the scale) and common method problems. In the case of emotive social issues, like those studied here, individuals tend to rate everything as important, making their marginal preferences impossible to understand. When examining individuals across countries, there are potential problems with how individuals in different countries use the scales. In the case of ranking tasks, individuals are good at ranking extremes but cannot effectively distinguish between mid range items when the list becomes even moderately long. This is particularly relevant here, as there are many issues to be examined and we would expect individuals to differ considerably.

Best-Worst tasks reduce the burden on the respondent by having them: (a) examine only small sets of items in experimentally designed blocks and (b) asks them only to respond with the “best” (most important) and “worst” (least important) in the block. From this we are able to estimate both the relative importance of each item in the set of items considered as well as determining how sure the individual is about their assessment. In addition, this type of task reduces the common method and response style problems because, (1) all individuals are using exactly the same discrete choice measure (an item is either best or worst and this choice is the same for everyone) – hence the scale is the same for everyone – and (2) it is impossible to say everything is important since the task forces a trade-off. As will be noted below, we also account for when individuals don’t want to make a trade-off.

In the tasks here, individuals first examined the sixteen general categories. They then evaluated the sub-items within each category. Finally, they were asked to evaluate category sub-items against each other. The nature of the experimental approach allows us to determine the importance of the categories, the importance of sub-issues in a category, and the importance of sub-issues across categories.

The task asked individuals for three pieces of information when presented with a block of items:

- (1) Select the **one issue** among the four that is **least important to you in the conduct of your life**
- (2) Select the **one issue** that is **most important to you in the conduct of your life and**
- (3) Considering the group of issues, are **all, none or some of them** important in the sense that they materially matter to you in the conduct of your life. By this we mean that you give thought to all, some or none of the issues on a regular basis.

Below is an example of how the task looked to individuals when examining the 16 general categories and a screenshot of the actual task. For the 'within' and 'between' category queries, the structure of the task is the same but the block sizes would vary (below the block is a mixture of 4 of the 16 categories), as would the number of blocks individuals are asked to evaluate.

Question no.	Which issue matters LEAST to you?	Sets of issues for you to consider	Which issues matters MOST to you?	Are all, some or none of these "important"?
1	<input type="checkbox"/> Only one issue selected → ✓ <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Minority Rights Food and Health Animal Welfare Global Security	<input type="checkbox"/> <input type="checkbox"/> ✓ ← Only one issue selected <input type="checkbox"/>	<input type="checkbox"/> All <input type="checkbox"/> Some <input checked="" type="checkbox"/> None

Section A: Views on General Categories of Economic and Social Issues

All questions are required / Click issues to view explanation. You will not be able to proceed until all questions are answered.

Question No.	Which issue matters LEAST to you?	Sets of issues for you to consider	Which issues matters MOST to you?	Are all, some or none of these "important"?
1	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Equality of Opportunities Rights to Basic Services Minority Rights Global Economic Well-Being	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> All <input type="radio"/> Some <input type="radio"/> None
2	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Civil and Personal Liberties Rights to Basic Services Animal Welfare Environmental Sustainability	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> All <input type="radio"/> Some <input type="radio"/> None
3	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Rights to Basic Services Local Crime and Public Safety Societal Economic Well-Being Global Security	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> All <input type="radio"/> Some <input type="radio"/> None
4	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Worker/Employment Rights Rights to Basic Services Individual Economic Well-Being Global Social Well-Being	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> All <input type="radio"/> Some <input type="radio"/> None

Appendix 3: Tabular Presentation of a Selection of the Data in the Report

Table III.1 Basic Demographics

Gender (Male)	49%
Age (Mean)	42 Yrs
Income (Household)	37,241 €
Home Mortgage or Owned	36,02%
Single	29.01%
Married or Widowed	38,24%
Children (Number)	1.47
Citizen of Germany	97.00%

Table III.2 Donating and Volunteering Activity

	Percent of People Donating	Average Amount Donated	Percent of People Volunteering
Environmental Groups	10%	13,21€	3%
Animal Welfare Organisations	10%	15,88€	4%
Place of Worship	7%	14,26€	6%
Religious Organisations	7%	14,82€	3%
Children Welfare Organisations (Non-Medical)	7%	13,69€	2%
Intl Medical Relief Organisations	7%	9,69€	2%
Health/Medical Institutes	4%	7,02€	2%
Children´s Health Care Organisations	4%	5,71€	2%
Educational Institutions	3%	10,07€	5%
Political Parties	3%	6,50€	4%
Human Rights Groups	3%	7,32€	2%
Intl Poverty Relief Organisations	3%	3,86€	1%
Homeless Shelters/Poverty Relief (Local)	2%	1,74€	1%
Voting Rights Groups	1%	1,10€	2%
Disabilities and Age Care Organisations	1%	1,36€	2%
Museum and Arts Organisations	1%	2,88€	1%
General Philantropy (Not covered elsewhere)	1%	2,29€	2%
Family Planning Groups	0%	0,59€	1%
Civil Rights Groups	0%	2,82€	1%

Table III.3 Overall Category Importance

Category	2011
Civil and personal liberties	68,38%
Rights to basic services	65,13%
Food and health	60,63%
Equality of opportunities	60,00%
Local crime and public safety	57,88%
Worker/employment rights	53,75%
Environmental sustainability	51,88%
Societal social well-being	50,75%
Global security	50,63%
Animal welfare	46,25%
Individual economic well-being	46,25%
Societal economic well-being	43,63%
Global social well-being	43,38%
Minority rights	41,88%
Global economic well-being	36,88%
Commercial rights	22,88%

