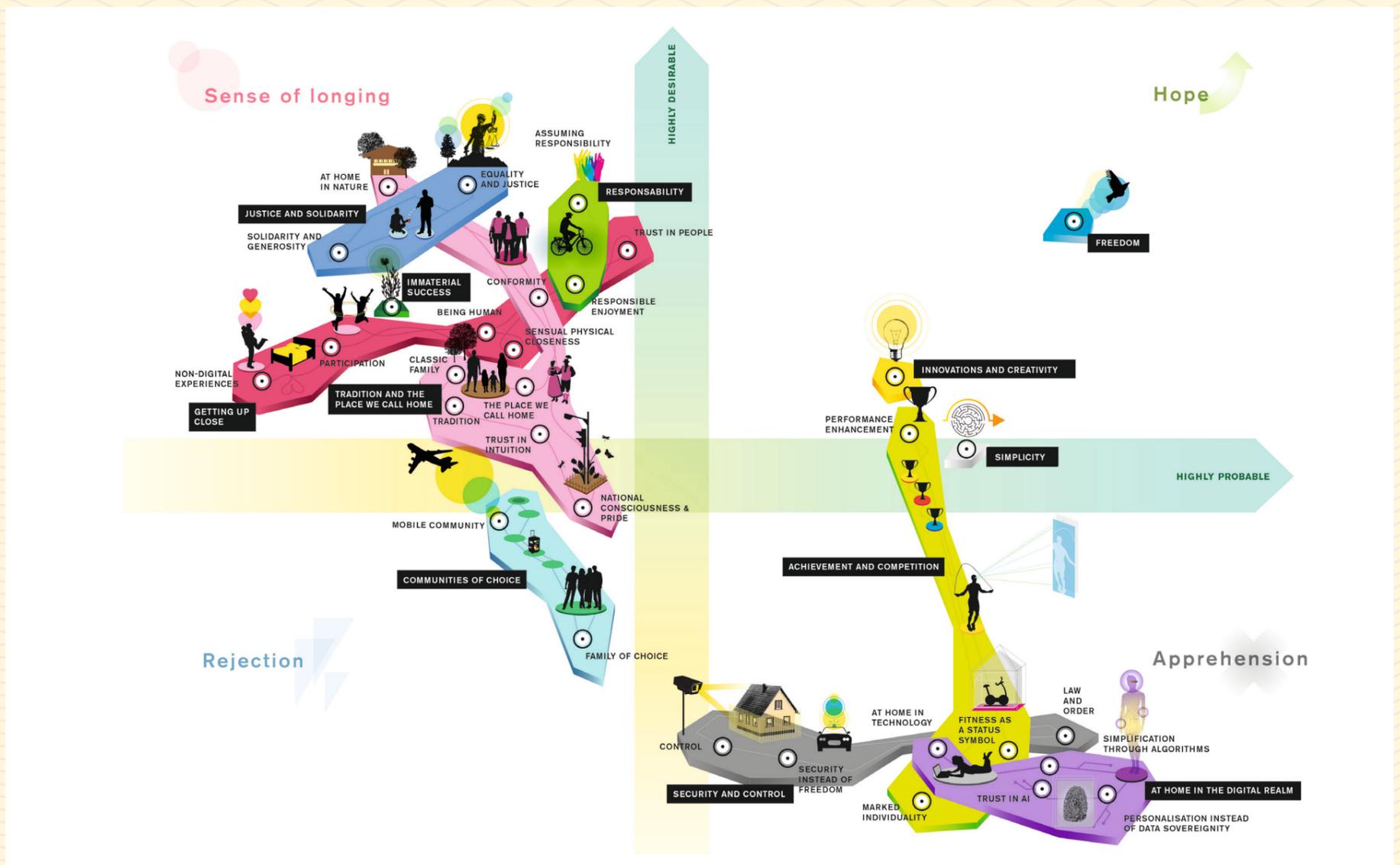


VALUES & VISIONS 2030

GIM Value Maps in an International Comparison

HOPES AND FEARS OF CITIZENS IN GERMANY

Source: GIM | online survey | N = 1,000 | 2018



32 value trends were verified in the form of short statements gathered in 1,000 / 2,000 online interviews per country.

In the analysis, the statements were located on a value map and grouped together into clusters. The matrix of the value map visualizes the answers to the following two core questions:

1. "How desirable do you personally consider the following assertion?"
2. "How probable do you personally consider the following assertion?"

Vertical axis (1st question)

Vertically, the value map illustrates the different degrees of desirability of the trend dynamics: The further up a value field is positioned in the top half of the graph, the greater the respondents' hope / longing for these values. The further down it is located in the bottom half, the less desirable these values are.

Horizontal axis (2nd question)

The estimated probability is indicated by the horizontal axis: The further left a value field is located, the less respondents expect this value field to change by 2030. For values positioned at the far right, they expect an above-average increase in relevance by 2030.

CONTACT

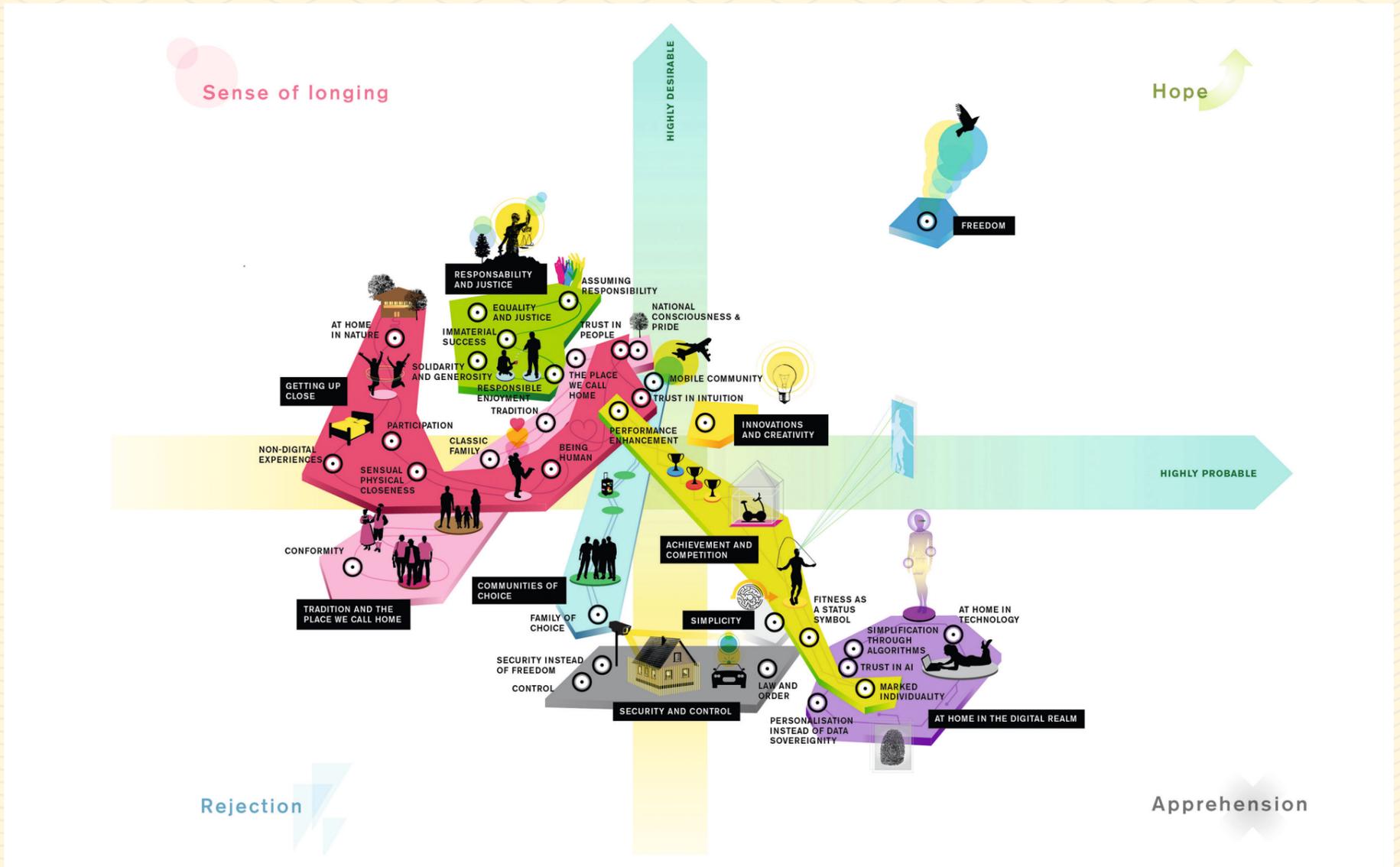
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HOPES AND FEARS OF CITIZENS IN THE USA

Source: GIM | online survey | N = 1,000 | 2019



HOPES AND FEARS OF CITIZENS IN CHINA

Source: GIM | online survey | N = 2,000 | 2019

