
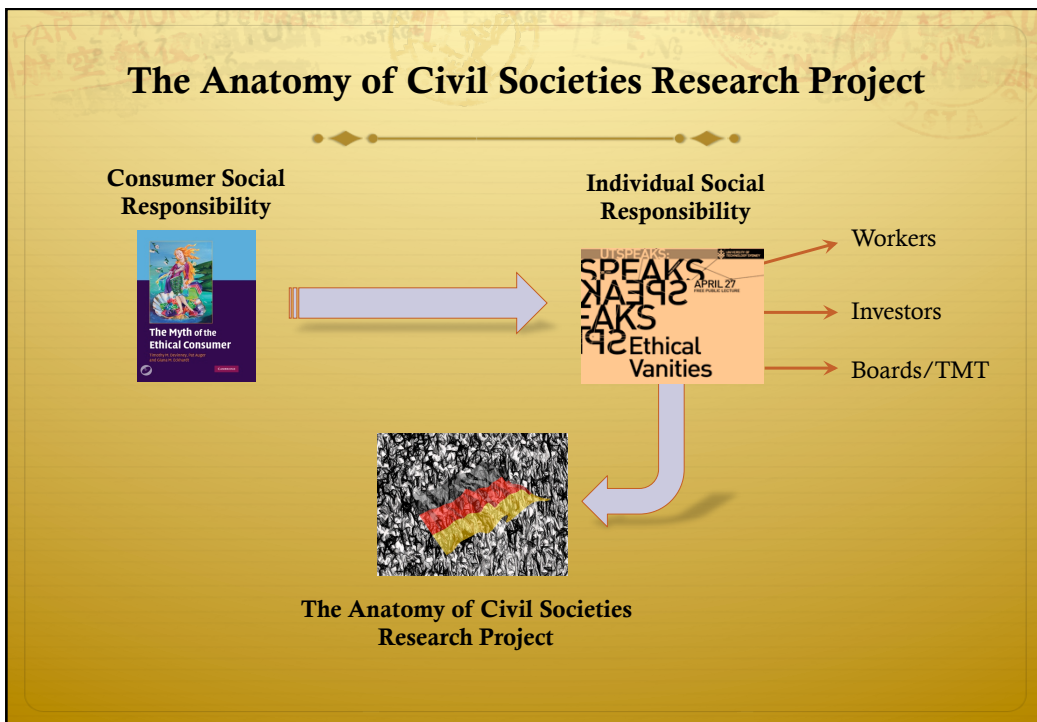


What Matters to Germans: Social, Economic and Political Values

The Anatomy of Civil Societies Research Project Team





The Anatomy of Civil Societies Research Project

<p>Consumer Social Responsibility</p>  <p>R. DeSailly, M. Ulrych, G. Murphy, V. Laoledchai, A. Early, C. Erfgen</p>	<p>T. Devinney & P. Auger</p> <p><i>G. Dowling, C. Eckert, R. Belk, G. Eckhardt, P. Burke, J. Louviere</i></p> <p>M. Ulrych, V. Laoledchai</p>	<p>Individual Social Responsibility</p>  <p><i>R. Belk, C. Eckert, J. Schwalbach, H. Sattler</i></p>
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The Anatomy of Civil Societies Research Project

Project Overview

- ✦ **Multiple societies**
 - ✦ Australia, USA, UK, Germany, Czech Republic
 - ✦ Argentina/Chile/Mexico, Hong Kong, India
- ✦ Pictures of **complete representative populations**
- ✦ **Comparable** socio-demographic, political, personality and religious **measures** (focus on actions) within and across societies
- ✦ Investigation of interactions with **Civil Society Organizations (CSOs)**
- ✦ **Multiple measures of economic, social and political issue salience** by:
 - ✦ Category (16 in total)
 - ✦ Single issues (113 in total)


That account for:

 - ✦ **Realistic trade-offs** rather than costless characterizations

Project Overview

- ✦ **Continuing investigations of CSO supporters**
 - ✦ Work with specific CSOs at the “micro” level
 - ✦ WWF, Greenpeace, Amnesty International and Médecins Sans Frontières
- ✦ **Matching samples** of supporters on
 - ✦ Social, economic and political profiles
 - ✦ Personality and demographics
- ✦ Utilizing **multiple methods** of investigation
 - ✦ Social preference profiling
 - ✦ Personality measurement
 - ✦ Ethnographies
 - ✦ Economic & behavioral experimentation

All aimed at providing a comprehensive “anatomy” of CSO supporters within the contexts of the societies in which they exist



Some Background Information

Social, Economic & Political Preferences

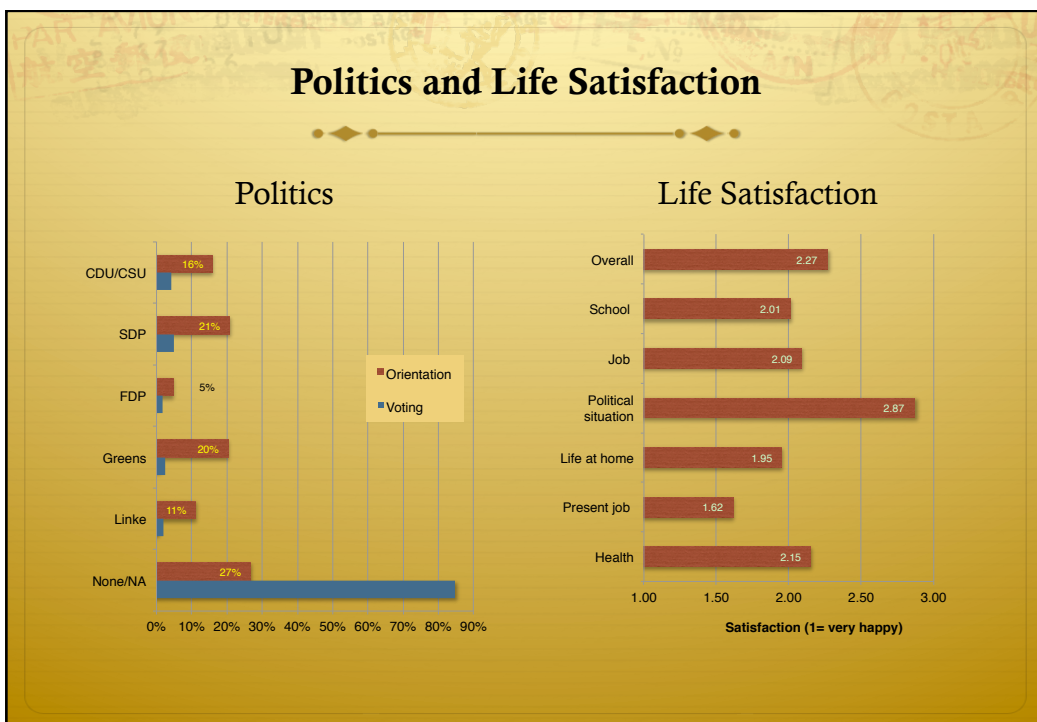
✦ Population study

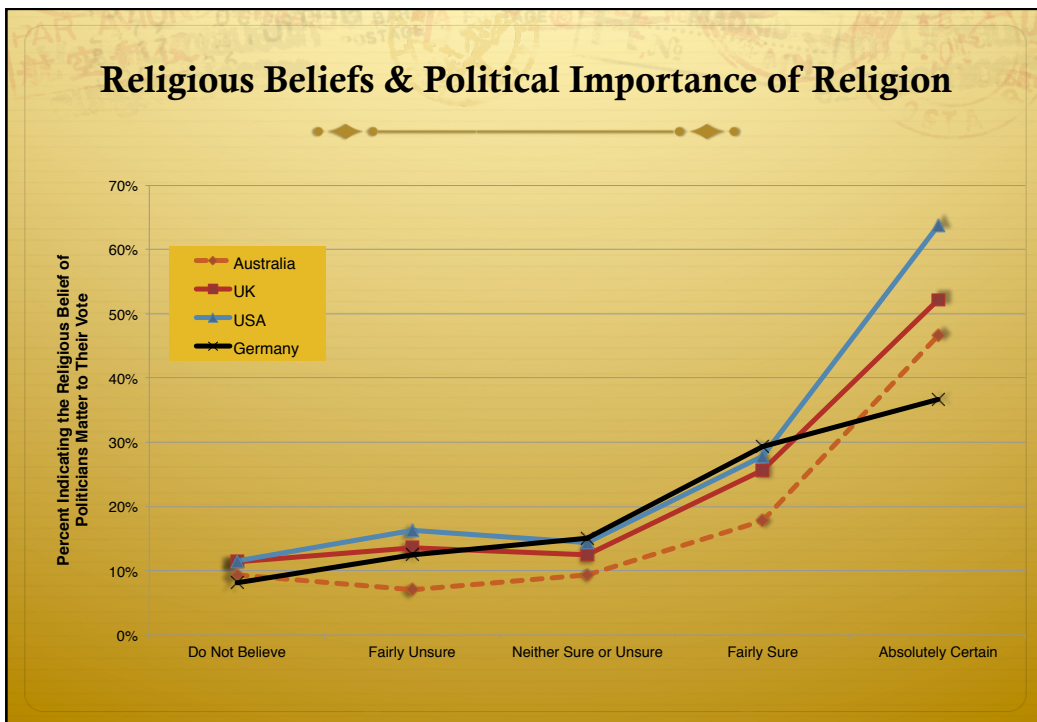
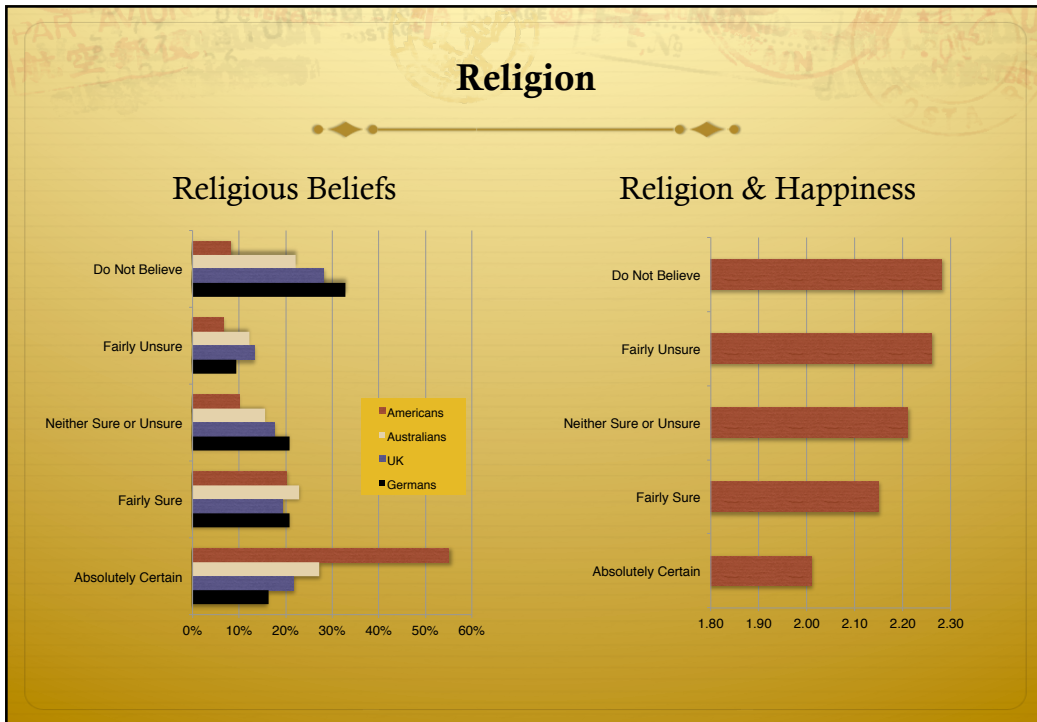
- ✦ Sample:
 - ✦ 1,527 (2011)
- ✦ Representative of the voting age population
- ✦ Geographically representative

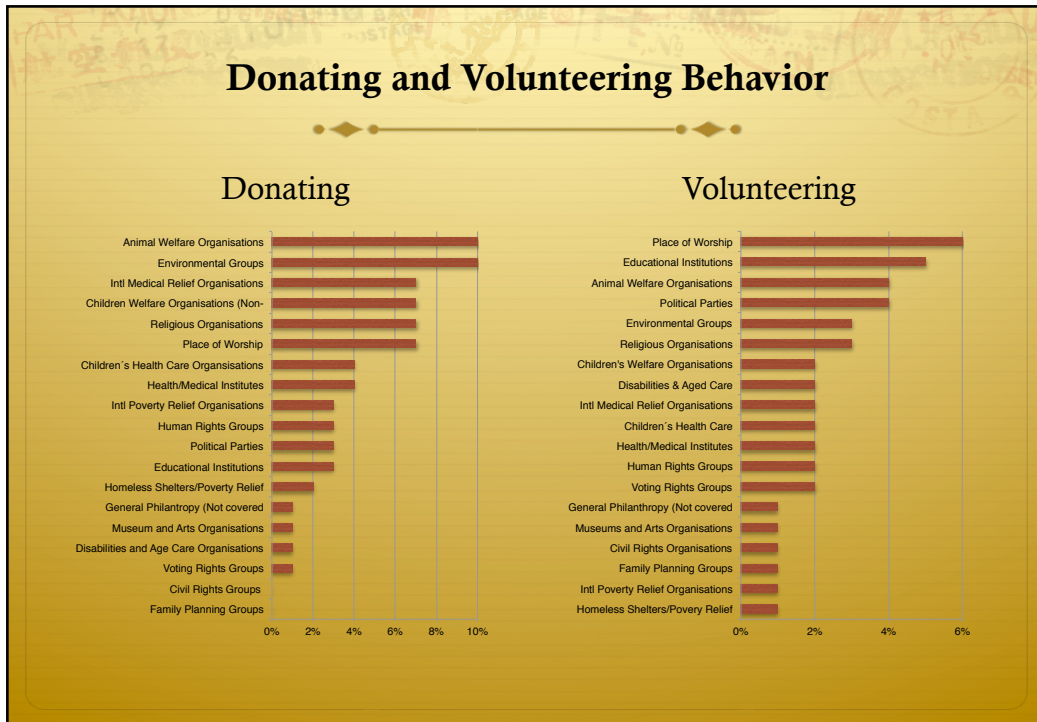
Gender (Male)	49%
Age (Mean)	42 Yrs
Income (Household)	37,240€
Home Mortgage or Owned	36%
Single	29%
Married or Widowed	38%
Children (Number)	1.5
German Citizen	97.00%

Some General International Comparisons

	Australia	UK	Germany	USA
Sample Size	1,508	1,672	1,524	2,807
Gender (Male)	49%	47%	49%	44%
Age	46.00	42.23	41.86	45.85
Income (at PPP)	\$45,944	\$44,796	\$47,140	\$54,317
Are you happy with your life? (1 = Very Happy)	2.03	2.15	2.19	2.17
Machiavellianism (60 = Neutral)	54.44	56.24	57.82	53.98
Religious beliefs of politicians matter (% Yes)	12%	22%	18%	41%
Separation of Church and State (% Yes)	82%	79%	87%	69%
Belief in God (1=Atheist, 5=Certain)	2.21	1.93	1.78	3.07
Donate at All?	61%	50%	31%	55%
Volunteer at All?	24%	21%	16%	29%
Amount Donated (at PPP)	\$242.58	\$294.38	\$133.36	\$477.67
Donation as a Percent of Income	0.93%	1.06%	0.68%	1.28%

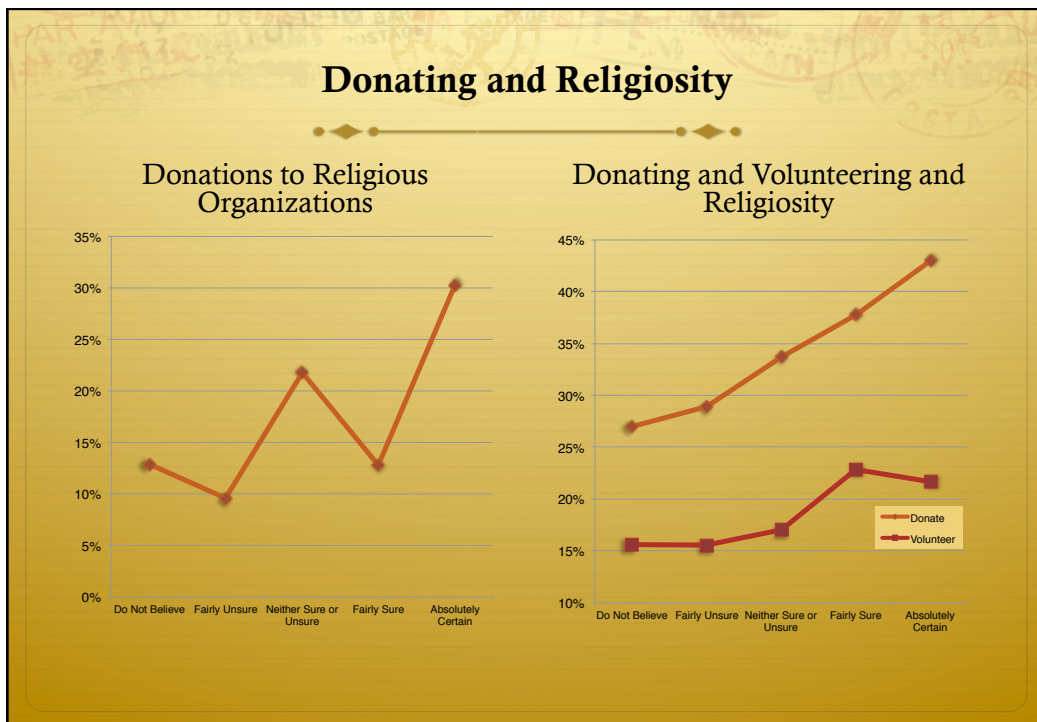
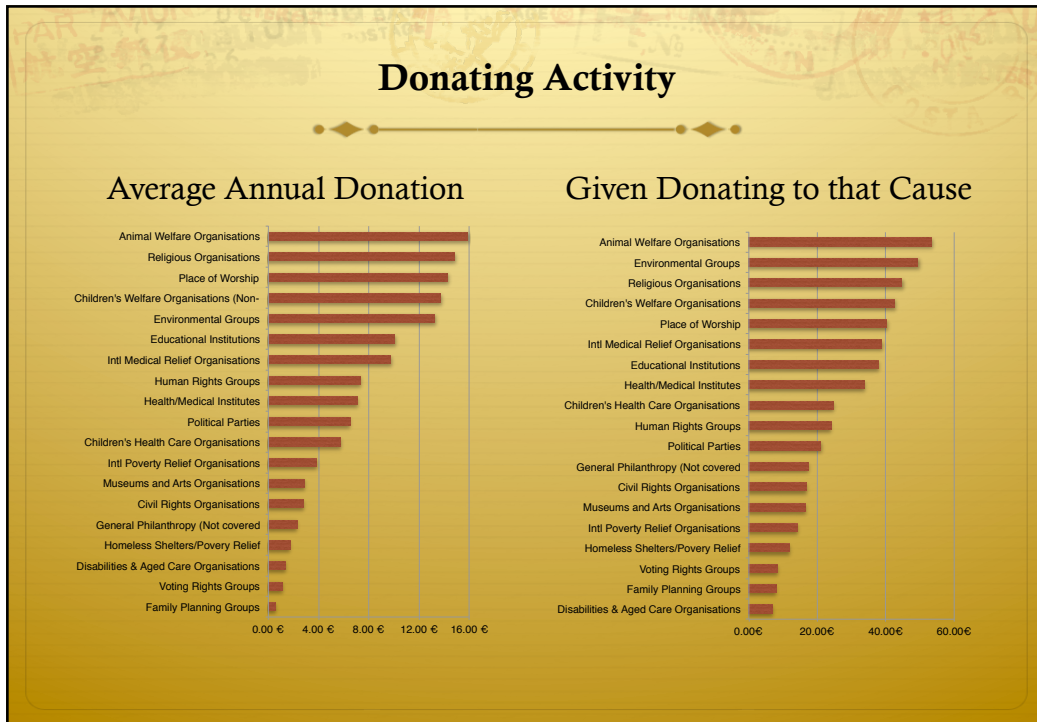






Some International Comparisons

	Australia	UK	Germany	USA
Animal Welfare	19%	17%	10%	15%
Environmental	11%	9%	10%	7%
International Medical Relief	12%	7%	7%	6%
Place of Worship	16%	13%	7%	30%
Children's Welfare	6%	14%	7%	6%
Religious Organisations	25%	11%	6%	22%
Health/Medical Institutes	34%	27%	4%	18%
Educational Institutions	9%	7%	3%	12%
Human Rights	6%	6%	3%	3%
International Poverty Relief	8%	12%	3%	3%
Children's Health Care	22%	8%	3%	16%
Political Parties	2%	3%	2%	7%
Homeless Shelters/Poverty	15%	7%	1%	10%
General Philanthropy	0%	2%	1%	4%
Disabilities & Aged Care	16%	7%	1%	3%
Individual Rights	1%	1%	0%	2%
Voting Rights	0%	1%	0%	1%
Museums, Arts, Preservation	1%	6%	0%	5%
Family Planning	0%	0%	0%	2%



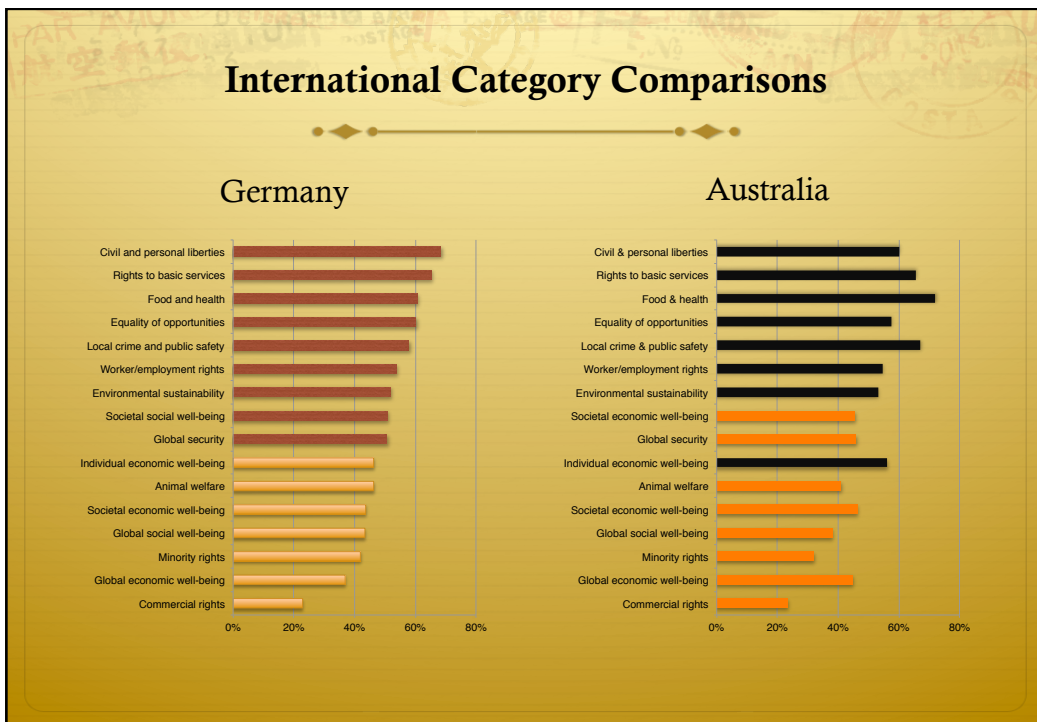
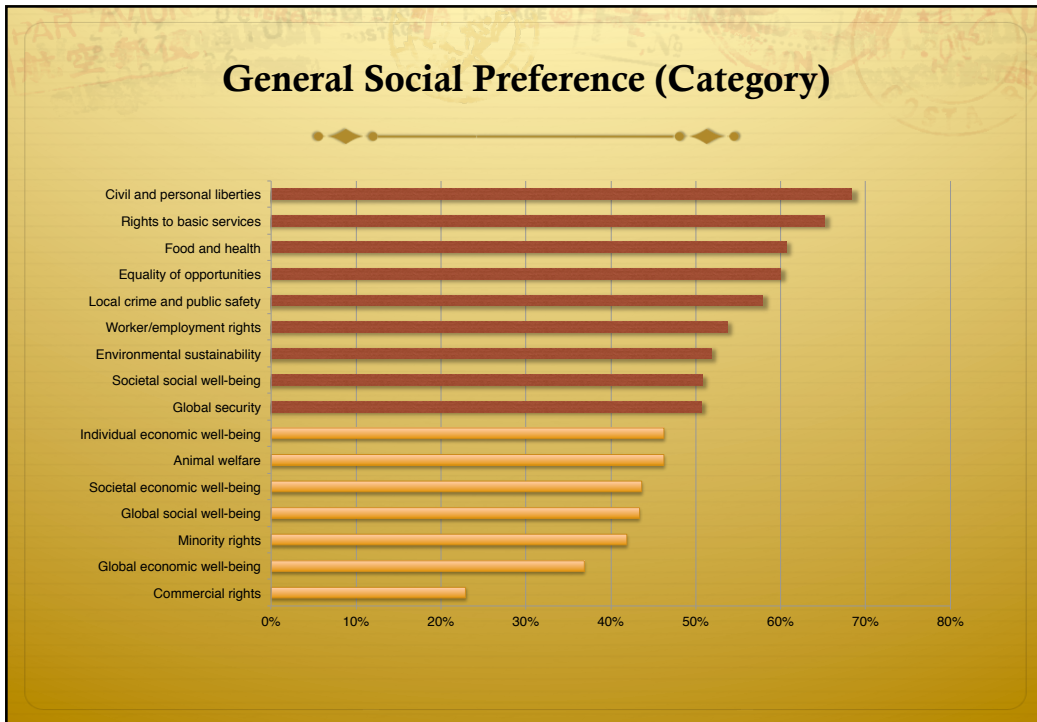
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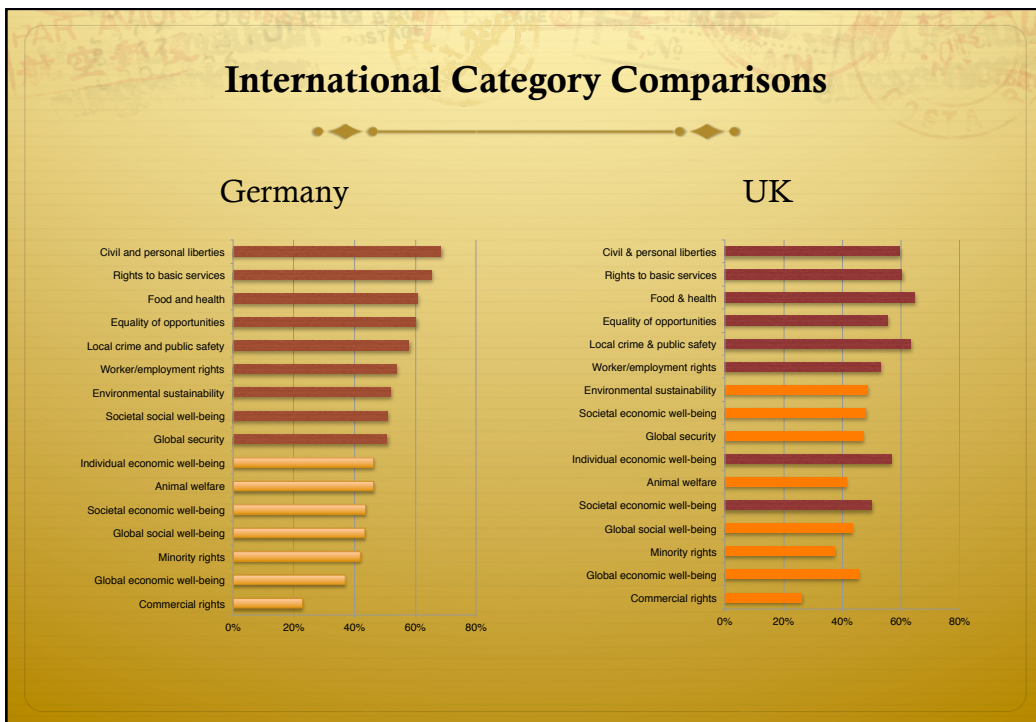


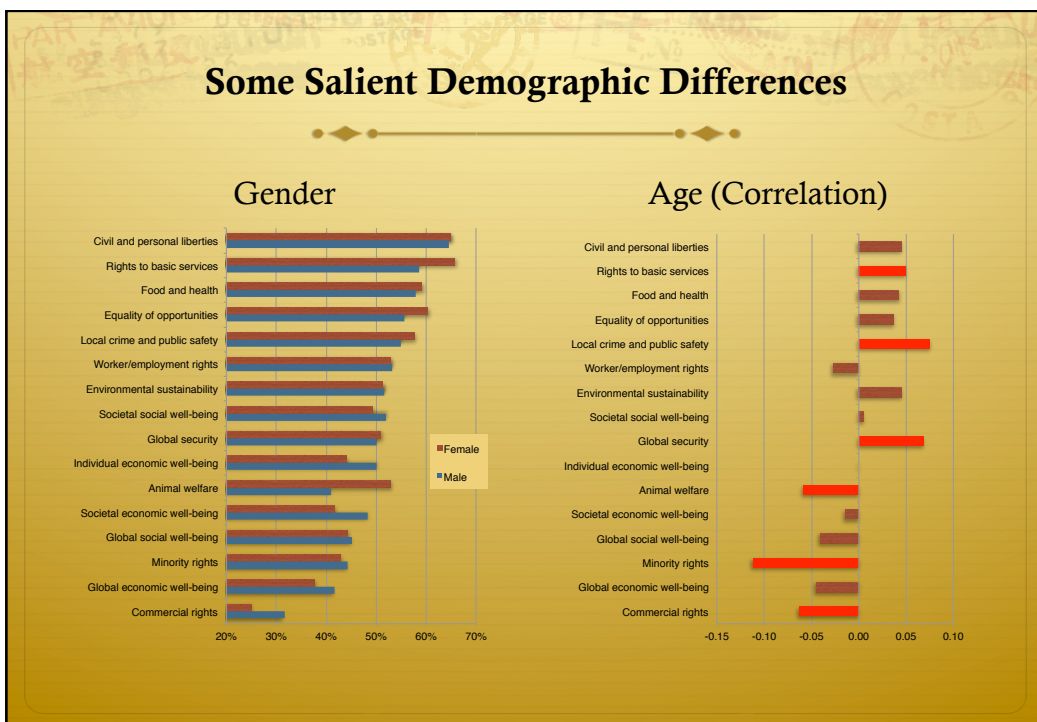
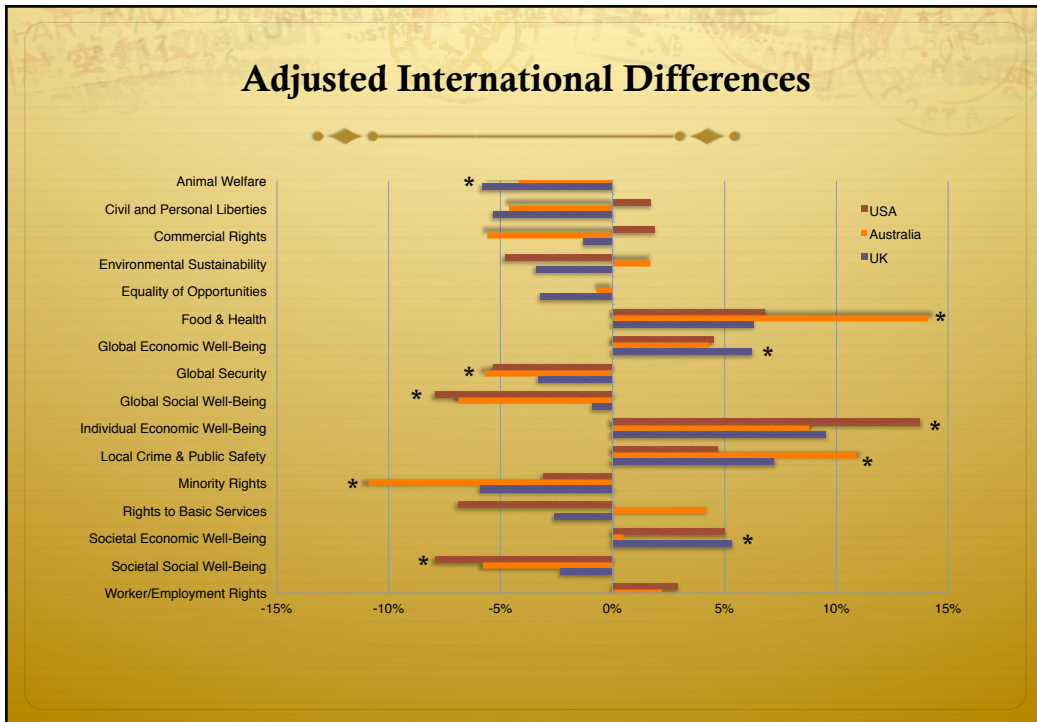
Looking at Issue Categories

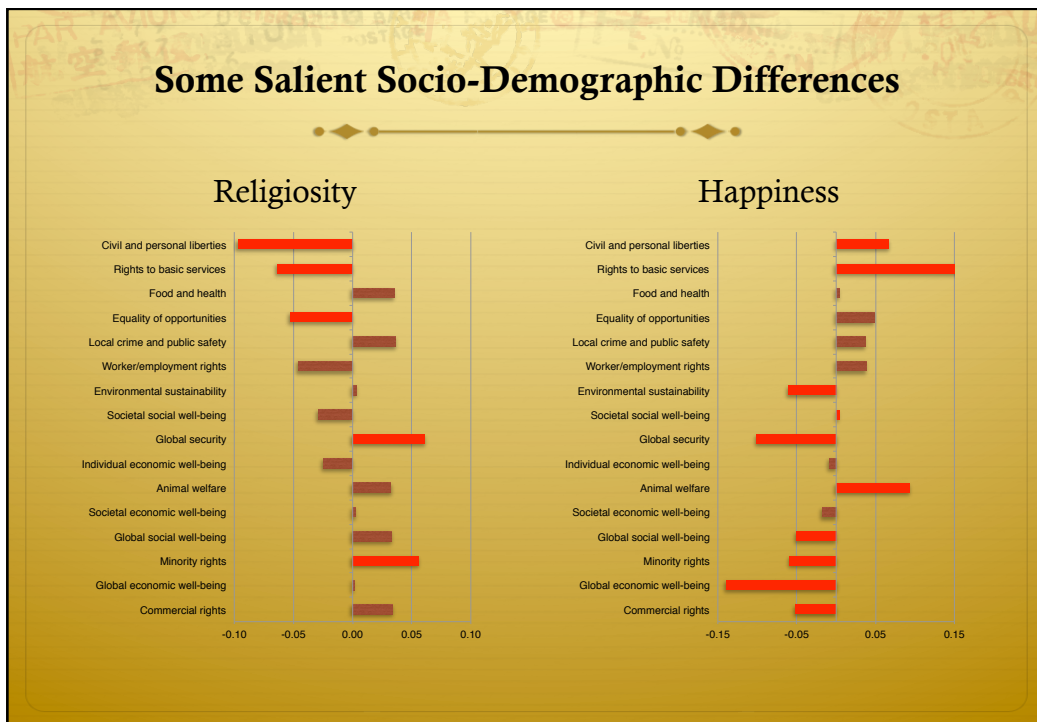
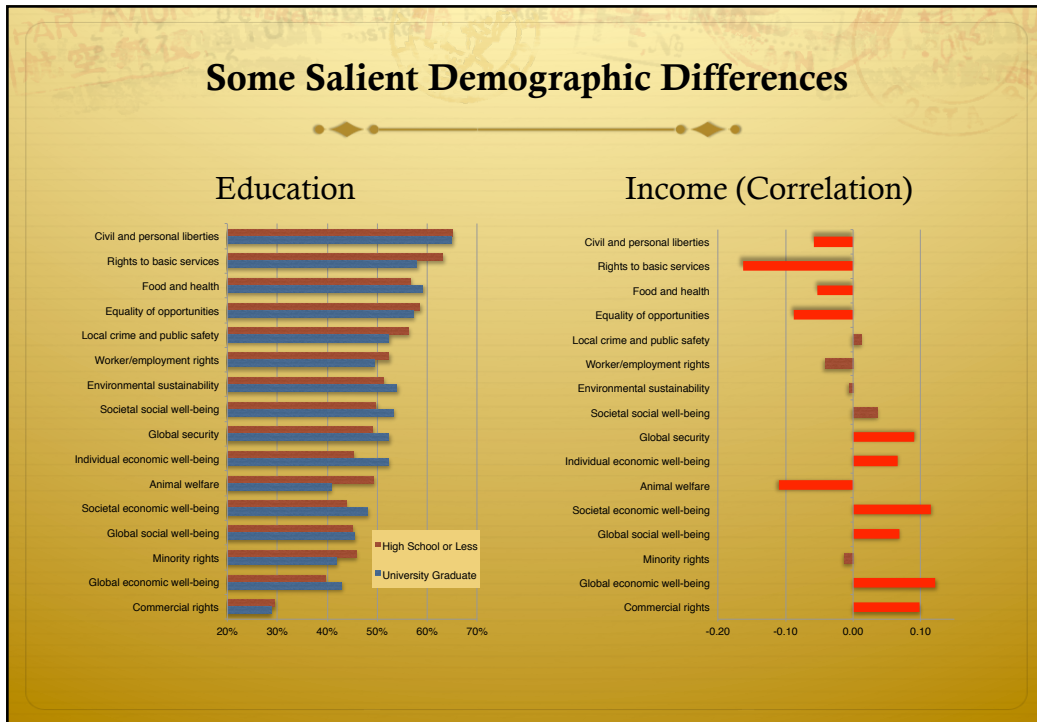
Social Preference Profiles (Categories)

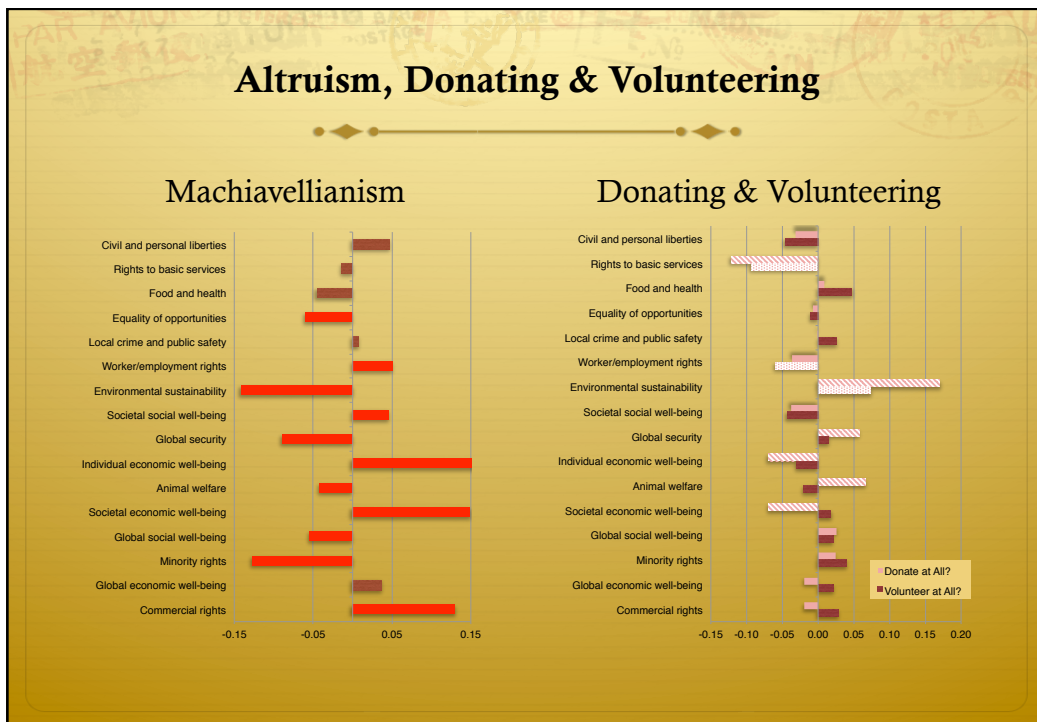
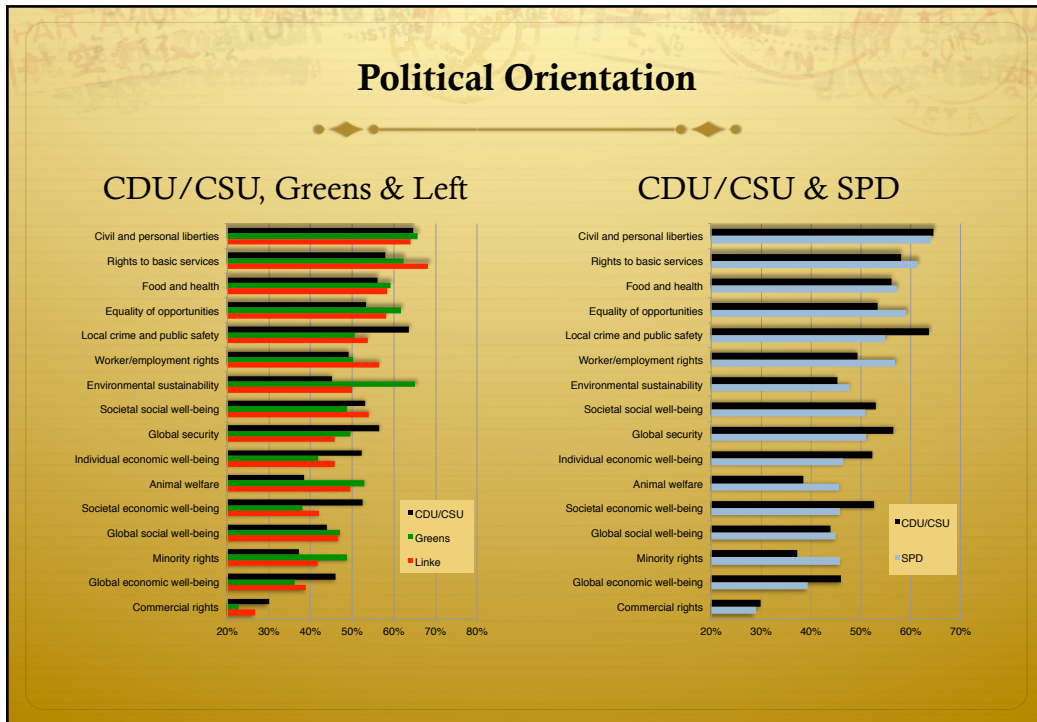
General Categories	Selected Sub-Issues
Food and health	Water and sanitation, GM foods, obesity, abortion
Local crime and public safety	Safety, child pornography, violent crime, corruption
Rights to basic services	Healthcare, food, education, benefits of last resort
Civil and personal liberties	Rights: 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













Some Micro Issues

Looking at the Micro Issues

- ✦ Individuals also were rotated through mixtures of 113 different social issues. This was done within categories and then between categories. This gives us two sets of measures for each person, allowing us to calibrate the validity of the measures

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

Internationally

Rank	United States	Germany	United Kingdom	Australia
1	Clean Water and Sanitation	Right to Life	Cost of Daily Living	Clean Water and Sanitation
2	Cost of Daily Living	Right of Liberty	Clean Water and Sanitation	Protection from Violent Crime
3	Economic Growth	Clean Water and Sanitation	Child Pornography & Sexual Exploitation	Cost of Daily Living
4	Protection from Violent Crime	Freedom from Harm	Protection from Violent Crime	Child Pornography & Sexual Exploitation
5	Right of Free Speech	Right of Access to Food	Economic Growth	Right of Access to Healthcare, Medicines
6	Child Pornography & Sexual Exploitation	Right of Free Speech	Right of Access to Food	Right of Access to Food
7	Right to Life	Child Pornography & Sexual Exploitation	Right to Life	Mental Illness
8	Right of Liberty	Quality Schooling	Right of Access to Healthcare, Medicines	Alcoholism and Drug Abuse
9	Freedom from Harm	Economic Growth	Disabilities	Disabilities
10	Legal Rights	Disabilities	Age: Elderly	Age: Elderly
11	Disabilities	Age: Elderly	Mental Illness	Economic Growth
12	Right of Access to Food	Right of Access to Healthcare, Medicines	Freedom from Harm	Freedom from Harm
13	Age: Elderly	Right to Retirement Benefits	Right to a Safe Work Environment	Right to Life
14	Mental Illness	Age: Youth	Right to Minimum Standard of Living	Right to a Safe Work Environment
15	Right to a Safe Work Environment	Protection from Violent Crime	Infant Mortality	Suicide

The Least Salient Issues

Sub-Issue	Rank	Category
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

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Internationally

Rank	United States	Germany	United Kingdom	Australia
99	Balance of Payments/ Trade Deficits	Public Transport	Free Trade Policy	Right to Benefits of Last Resort
100	Right to Benefits of Last Resort	Freedom from Animal Testing	Humane Farming	Balance of Payments/Trade Deficits
101	Right to Strike	Free Trade Policy	Right to Benefits of Last Resort	Income Inequality
102	Third-World Poverty	Personal Pollution	Balance of Payments/Trade Deficits	Physical property rights
103	Population Growth (Global Social)	Government Budget Deficit	Right to Cultural Expression in Public	Right to Cultural Expression in Public
104	Humane Farming	Balance of Payments/ Trade Deficits	Right to Strike	Protection Against Over-Hunting/Fishing
105	Right to Speak a Foreign Language	Right to Strike	Right to Speak a Foreign Language	Unilateral Military Action
106	Third World Debt	Protection Against Over-Hunting/Fishing	Freedom from Animal Testing	Right to Speak a Foreign Language
107	Freedom to start/own a business	Right of Secession/Separation	Right of Secession/ Separation	Freedom from Animal Testing
108	Freedom from Animal Testing	Interest Rates	Protection Against Over-Hunting/ Fishing	Right to Strike
109	Right of Secession/ Separation	Physical property rights	Freedom to start/own a business	Freedom to start/own a business
110	Freedom to trade	Right of commercial domain	Physical property rights	Freedom to trade
111	Intellectual property rights	Intellectual property rights	Freedom to trade	Right of Secession/Separation
112	Protection Against Over-Hunting/ Fishing	Freedom to trade	Intellectual property rights	Intellectual property rights
113	Right of commercial domain	Freedom to start/ own a business	Right of commercial domain	Right of commercial domain



What Do We Conclude (In General Across All Countries)

- ✦ Proximity matters
 - ✦ Individuals focus more intently on issues that are materially closer to what influences their lives
- ✦ Attempts at “demographic” characterizations are fraught with problems
 - ✦ Except potentially at the extremes
- ✦ However, looking at more revealing “socio-political” factors reveals insights
 - ✦ Religiosity: Individuals with strong religious beliefs reveal different preference patterns
 - ✦ Political Orientation: Individuals with extreme political views reveal different preference patterns
- ✦ When it comes to CSO involvement the traditional stereotypes are unlikely to hold much validity

What Do We Conclude (About Germans)

- ✦ The overall patterns seen in the Germany are mirrored elsewhere but with some exceptions
 - ✦ History Matters: Rights issues dominate in Germany
 - ✦ Germans are less active in terms of civil society
 - ✦ Germans are less religious but those with strong religious beliefs are not dissimilar to those in other countries
 - ✦ Germans display a more left wing orientation politically but don't act on it as directly as might seem
 - ✦ Germans are more less concerned about economic well-being and marginally view social stability issues as more dominant

How Might You Use What We are Doing?

- ✦ People's links to "causes" as seen in their donating and volunteering behaviour is only very, very weakly related to their preferences
- ✦ Can you work with what people believe?
 - ✦ If NO
 - ✦ Can you live with a niche of 'believers'?
 - ✦ Can you change everyone's preferences? Or at least enough of them?
 - ✦ If YES
 - ✦ Understand the issues against which you are 'competing'
 - ✦ Understand what issues can be reframed
- ✦ Is there something fundamentally 'incorrect' in what people believe?
 - ✦ What are the mechanisms to 'correct' the error in belief?

Environmental Preference Segmentation A

	Strength of Environmental Preferences				
	V. Low	Low	Moderate	High	V. High
Gender (Male)	52%	46%	52%	51%	46%
Age	39.04	39.74	38.9	40.79	40.52
Are you happy with your life?	2.27	2.24	2.16	2.12	2.19
MACHIV scale	59.93	58.88	57.31	56.94	55.66
Belief in God (given Answered, Reverse Coded)	1.71	1.80	1.83	1.86	1.65
Party 1 Believer (CDU/CSU)	19%	18%	18%	14%	6%
Party 2 Believer (SDP)	27%	23%	19%	21%	13%
Party 3 Believer (FDP)	5%	5%	4%	6%	4%
Party 4 Believer (Greens)	10%	11%	20%	29%	44%
Party 5 Believer (Linke)	10%	14%	9%	9%	13%
Donate at All?	23%	27%	32%	43%	48%
Volunteer at All?	12%	19%	19%	20%	24%
Amount Donated - Total	€ 99.25	€ 218.85	€ 234.34	€ 147.59	€ 209.43
Amount Donated - Percent of Income	0.6%	0.5%	0.7%	1.2%	1.3%
Number of Donation Groups (Average)	0.46	0.81	0.89	1.08	1.07
Number of Volunteer Groups (Average)	0.27	0.54	0.58	0.63	0.37
Percent of Donations to Religion	31%	14%	18%	16%	13%
Percent Donating to Environmental groups	6%	9%	10%	14%	25%
Percent Volunteering for Environmental Groups	3%	10%	10%	8%	4%
Amount Donated - Environmental Groups	€ 7.46	€ 10.88	€ 27.38	€ 14.20	€ 32.92
Amount Donated (Environment) (If Donating)	€ 125.00	€ 135.48	€ 268.18	€ 86.41	€ 130.98
Percent of Sample	14%	26%	29%	19%	12%

Environmental Preference Segmentation B

	Strength of Environmental Preferences				
	V. Low	Low	Moderate	High	V. High
Environmental Sustainability (Overall)	16%	36%	54%	75%	94%
Recycling of Materials	8%	19%	28%	34%	43%
Industrial Pollution	10%	20%	31%	44%	52%
Ancillary Pollution	6%	12%	21%	22%	24%
Personal Pollution	6%	13%	17%	18%	23%
Biodegradability of Materials and Products	7%	17%	28%	35%	47%
Alternative Energy Generation	10%	21%	29%	51%	61%
Climate Change	8%	19%	28%	40%	57%
Loss of Biodiversity	7%	17%	30%	40%	49%
Deforestation and Habitat Destruction	10%	22%	34%	52%	67%

Thank You



A Break & Then a Discussion

