

Results of the national polls on Modern Performers

IMVF ♦ SWM ♦ Educon ♦ finep / DEAB ♦

July 2010

Project Lifestyle + MDGs

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Table of contents

1.	<u>IMVF</u>	3
2.	<u>finep / DEAB</u>	9
3.	<u>EDUCON</u>	13
4.	<u>SWM</u>	16

1. IMVF

This Report is based on the replies and comments provided by 11 Portuguese citizens to the Poll “Lifestyles”, conducted between June and July 2010.

OBJECTIVES OF THE POLL

- ∴ To gather information on lifestyles, daily habits, shopping behavior, degree of knowledge on development topics, leisure time activities and favorite locations of the target group - Young Modern Performers
- ∴ To get a clear picture of the target group preferences and behaviors in order to implement the project’s activities, according to national specificities.

PROCESS

The lead organization, finep drafted the opinion poll. The partners could choose the methodology for conducting the poll – e.g. posted questionnaires, face to face interviews or other interviewing strategies.

IMVF started the process by adapting and translating the poll. [please see annex 1] Furthermore, IMVF contacted 20 national citizens from a whole range of professional areas – namely, political advisers, project managers, managers, etc.

METHODOLOGY

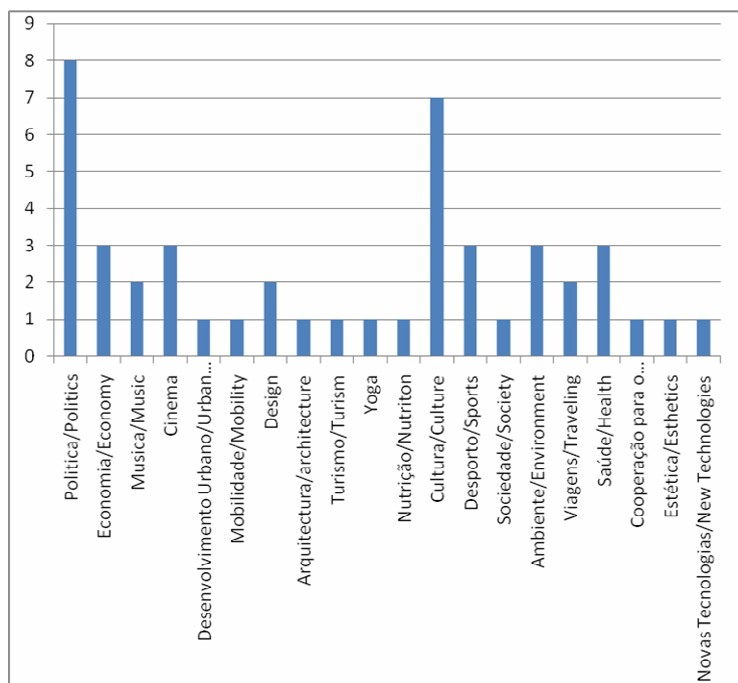
IMVF sent an e-mail to the above mentioned national citizens containing the poll and a brief summary of the project.

The poll was anonymous. However, to track the sectors, age and gender of the interviewed we created an excel table where all the information mentioned above is available.

To analyze the information we have collected, we developed graphics with the total number of answers.

Summary of the Main Findings

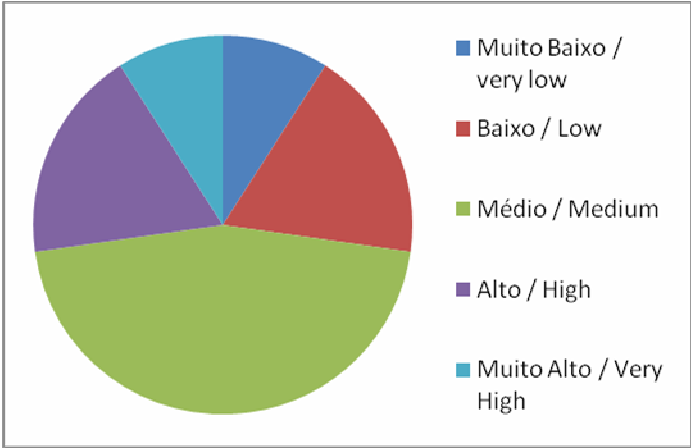
As we can see in the graphic (below), regarding the first question - “Topics modern performer are interested in” - Politics was the most identified item, followed by Culture. Economy, Cinema, Sports, Environment and Health were also very well ranked.



Graphic 1 :: Topics modern performer are interested in

On **question 2** – Degree of knowledge on sustainable lifestyles – we clarified our target group on the scope of concept of sustainability in all its dimensions – the social and economic, the human and environmental aspects. 45% of the interviewed revealed an average knowledge on these forms of lifestyle. Low and high knowledge obtained the same number percentage of answers – 18% each.

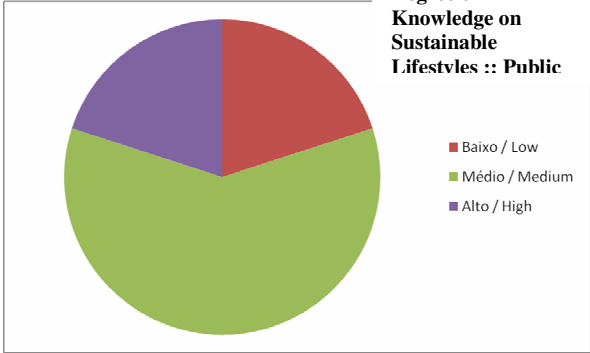
Graphic 2 :: Degree of Knowledge on Sustainable Lifestyles



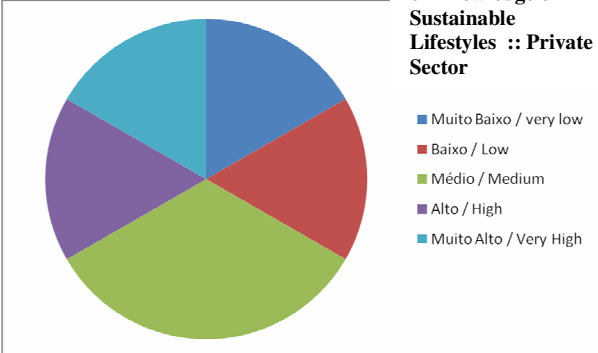
We wanted to go further on the analysis of this question so we decided to split the focus group between those who work in the public sector and those belonging to the private one.

Results have shown that in the public sector there is an average degree of knowledge on the above mentioned matter, while in the private sector answers were more fragmented.

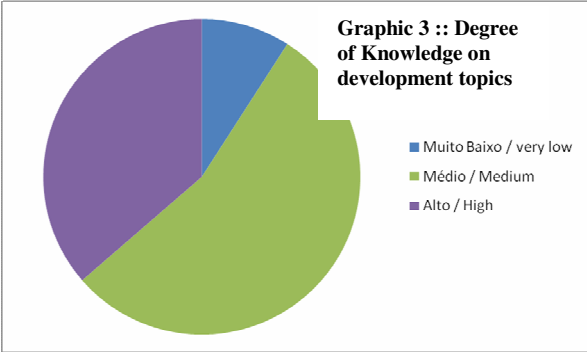
Graphic 2 a) :: Degree of Knowledge on Sustainable Lifestyles :: Public



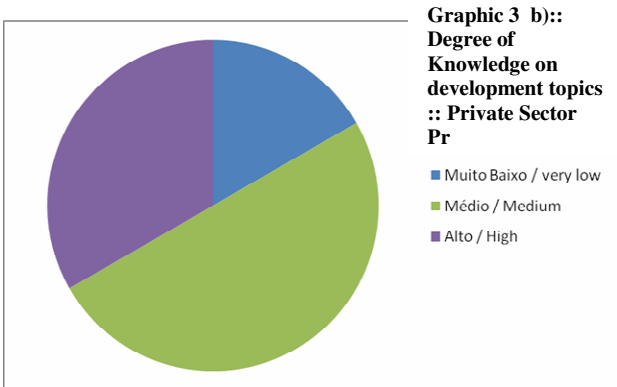
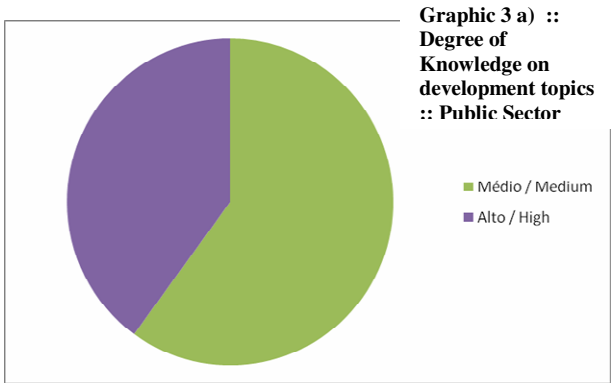
Graphic 2 b) Degree of Knowledge on Sustainable Lifestyles :: Private Sector



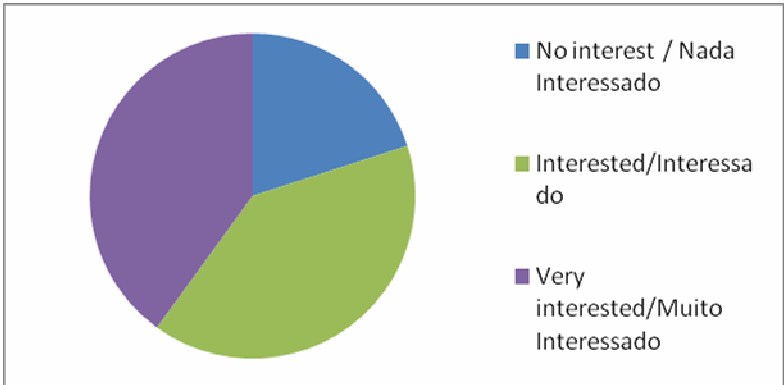
Next question was to assess the degree of knowledge on development topics. 6 out of 11 people said to have a medium understanding and 4 replied that they have a high perception of these issues.



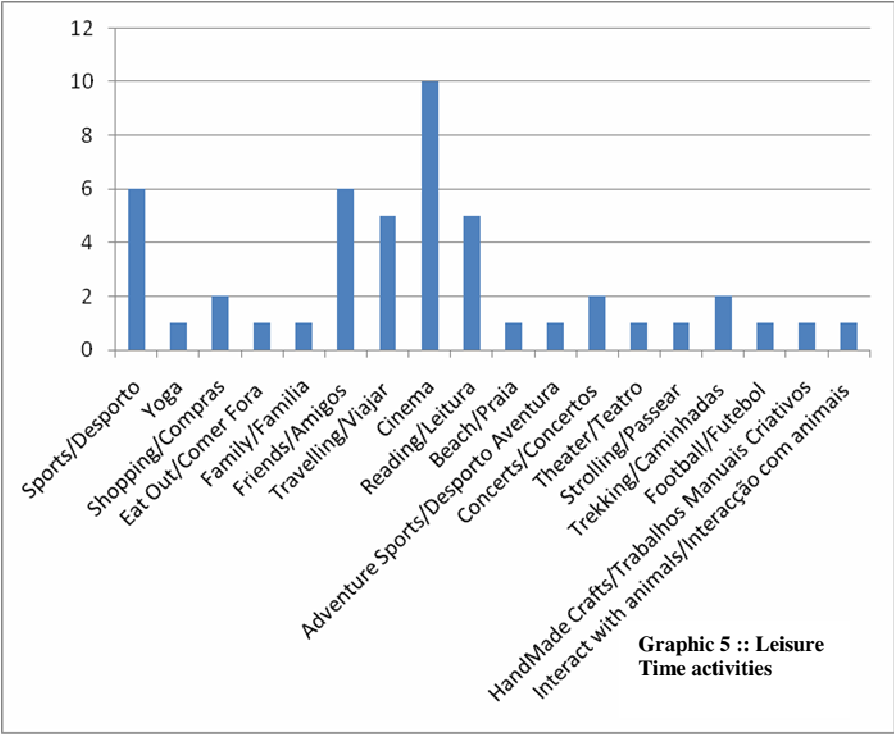
On this issue we followed the same procedure as in question 2, by dividing answers between public and private sectors. The results have showed a medium understanding for both.



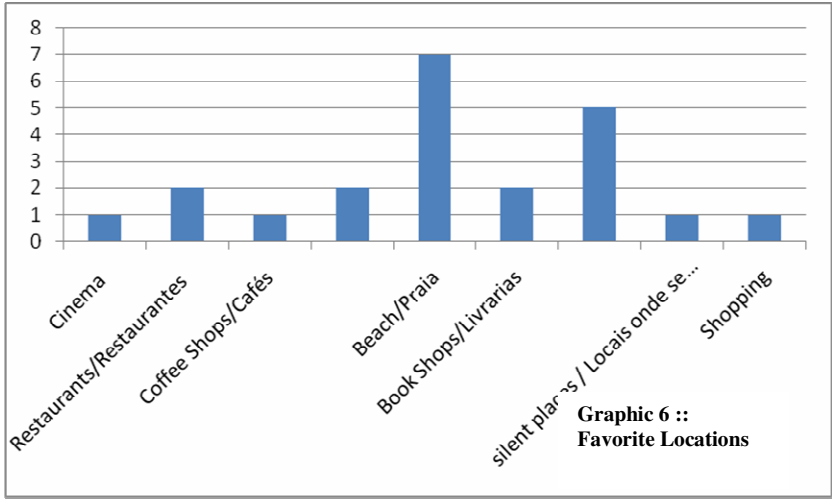
On the attitude towards development topics (**question 4**), the vast majority of YMP (6) stated that those are a matter of interest to them. A significant number said that they were very interested (4) and just one person revealed no interest at all on development topics.



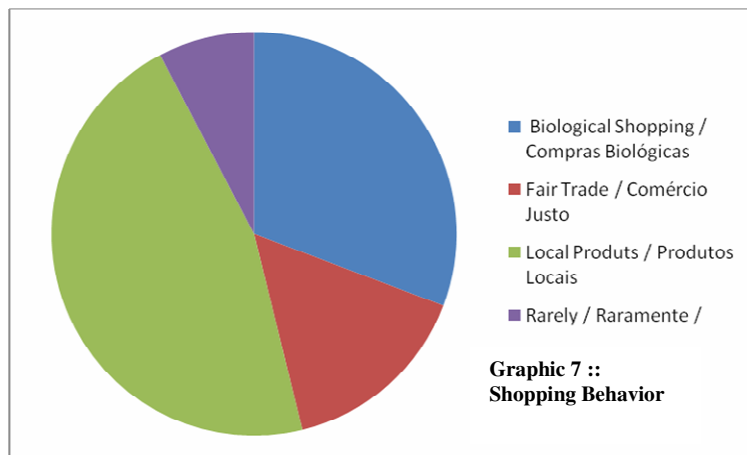
Regarding **question 5** which purpose was to identify favorite leisure time activities, going to the cinema was the item number 1 followed by social activities with friends. Sports, travelling and reading also entered in the top 5.



Afterwards, the interviewed were asked to identify their favorite locations. Beach and countryside were on the top scale, followed at great distance by restaurants, green spaces and libraries.

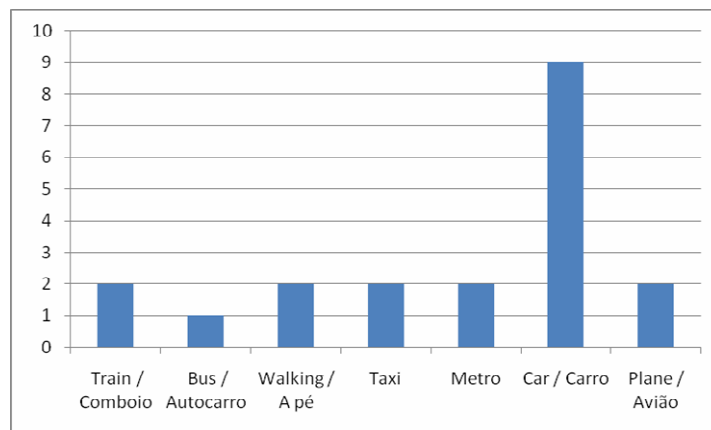


The shopping behavior question came next. The majority answered that they choose to buy local products first, but biological shopping was a strong second option. Fair trade was mentioned only by two of the interviewed.



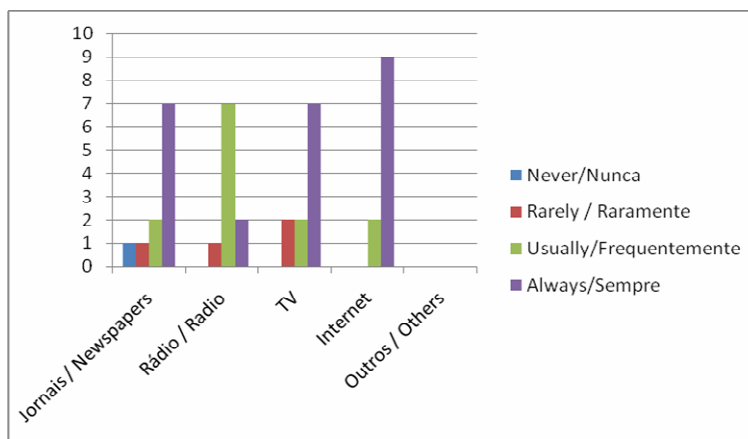
On mobility patterns, **question 8**, we have to say that the answer was no surprise. 81% replied that they travel by car on a daily basis. Further options were leveled (plane, train, walking,...).

Graphic 8 :: Mobility patterns



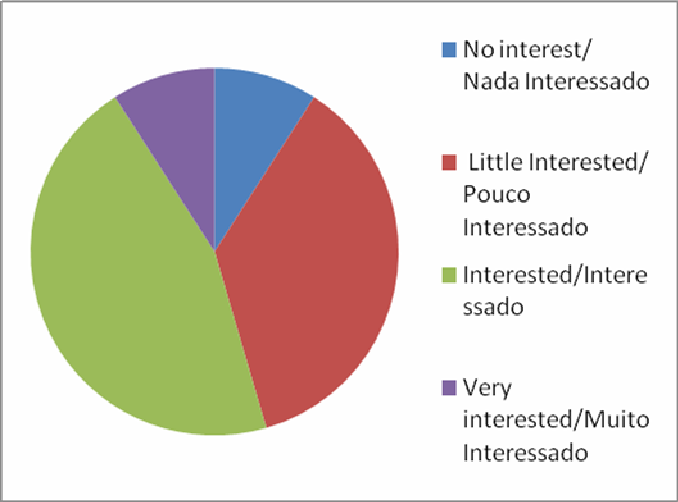
We followed our questionnaire by asking about the frequency of use for each media and channel of information identified. The majority of YMP said they always use internet and only few said frequently. This makes internet the channel of choice among YMP. TV and newspapers had the same number of people voting on the ‘always’ alternative. But newspapers were rarely or never read by some of the YMP. Radio had a considerable amount of votes on the ‘often’ option.

Graphic 9 :: Channels of Information



Finally, the interviewed modern performers were asked if they felt their friends were interested on Development topic. Only one replied that they were very interested. Then votes split between those who have friends interested on the subject and those who showed little interest.

**Graphic 10 ::
Question about
Friends**



Brief note on the methodology

The e-mail option had some limitations on the interaction with the interviewed. On some questions IMVF believes that it could be useful to deepen the information required – e.g. on question numbers 7, we now feel that it could be useful to ask for specific examples.

In order fill this gap, we will send to our interviewed the summary of the main findings and ask for their final comments on the conclusions.

We would also like to use the interviewed to validate our action activities plan by submitting a brief summary of our activities asking for their comments and/or suggestions.

This exercise has served as starting point for collecting the Best Practice Collection on Casual Learning and the Best practice Collection on MDG Lifestyle Education

2. finep / DEAB

Summary of the poll conducted by DEAB and finep

1. Overview Interviewees

Finep reached 10 interviewees with face to face interviews. Interviews were conducted in Stuttgart, Esslingen and Göttingen. Participants are **aged between 23 and 41 years** and cover lots of different types of Modern Performers. Students of mechanical engineering were asked to development related topics as well freelancers and employees in the field of economy and law in the mid 30s. The gender ratio is almost counterbalanced.

2. Interests

Concerning the interests of Modern Performers the poll revealed that there are crosscutting as well as varying interests due to different professions and different ages of the interviewees.

The crosscutting interests such as **sports and cars** have been mentioned by almost all interviewed Modern Performers. This result goes ahead with previous studies of other organisations about Modern Performers which identify the target group of our project. Lots of companies pay special attention to sports and cars advertising for products designed for Modern Performers and also NGOs should notice the importance of these two interests while conducting their campaigns. Also our project should take into consideration to pay special focus on mobility patterns or sports facilities as possible locations of action. Also combinations of both are possible (bike as mean of everyday transportation + sport).

In contrast to the crosscutting interests there are also some activities which have only been mentioned by a special group of Modern Performers. Those interviewees who already earn their own money and are aged over 30 are much more often interested in **politics and economics** than the younger group of students. Only three Modern Performers mentioned politics as one of their major interests. Young Modern Performers (the poll revealed a threshold of about 26 years) are less interested in domestic as well as international and development politics and are more interested in cultural activities. However these cultural activities are never educational but go with mainstream entertainment like cinema or music (concerts). Especially young modern performers are fun orientated in their interests. In terms of the educational actions it will be of importance to link entertainment to the actions as access point to get educational topics across (see chapter 9).

3. Knowledge and attitude towards development topics

Most interviewees mention **climate change and organic food** as main development topics and know most about these issues. Although one elderly Modern Performer had good knowledge about development topics it was obvious that knowledge is on a relative low level. Only some interviewees know the term "Millennium Development Goals" and have a broad general knowledge about development topics. Others have profound knowledge on special technical issues which are related to development topics such as genetic engineering and electric cars which can be explained by their profession or their studies these issues are related to. One interviewee stated for example of dreaming about buying a Tesla roadster, which is an electric sportscar.

Another interviewee explained why electric cars are not yet as environmental friendly as they are said to be.

As already mentioned the context of the interests of Modern Performers the results of the poll indicate that the younger Modern Performers know much less about development topics. Only few interviewees know product labels like “blue angel” oder “FSC”. In general, the attitude that individual behaviour has to contribute to a sustainable global development and can change something if it is accompanied by political incentives was the common opinion. Only a few interviewees stated that politics has to be the major driving force for development.

4. Knowledge on sustainable lifestyle

Concerning the knowledge on sustainable lifestyle the German poll reveals that there are some Modern Performers with very little knowledge and others with a very deep knowledge of sustainable behaviour patterns and lifestyle. It is important to notice that also those who do not know much about sustainable lifestyle are of the opinion that individual behaviour plays a crucial role and do not understand sustainable lifestyle as old-fashioned or unimportant. Although they have little knowledge about how to act, they do not have any prejudices against a sustainable lifestyle as it was perceptible many years ago.

Interviewees mentioned **nutrition and green electricity** as the most important issues regarding a sustainable lifestyle. Especially nutrition is highlighted due to its direct consequences on consumers and the emerging organic food markets. As described in a best practice example by finep green electricity on the one hand benefits the environment and on the other hand the change does not require huge efforts in individual behaviour. Since a lot of Modern Performers lack time this example fits very well to the target group because a change towards a sustainable lifestyle is possible with almost no expenditure of time. One interviewee says that he does not know whether he is provided with green electricity. He knows that he is provided “by a cheap supplier”. This indicates the high potentials which could be used regarding the target group of Modern Performers. Once they are informed about the ecological benefit and realise their personal contribution towards a sustainable development some Modern Performers are willing to change some behaviour patterns and their attitude. NGOs can assist during this information process and help to raise awareness.

Summarising the results of the interviews we can assume that Modern Performers are more focused on the ecological aspects of sustainability than on the social ones.

5. Leisure time activities

During their leisure time most Modern Performers spend their time doing sports or meeting friends. Both the sports activities and the way they meet their friends suggest that Modern Performers long for individual freedom and independence.

Doing sports like **jogging, swimming, cycling, Pilates or fitness training**, it becomes obvious that Modern Performers prefer individual sports. It seems to be important for them to be able to do sports whenever they have time. A lot of students are busy with their studies and can hardly find time to do individual sports not to mention team sports where they would be obliged to go to training session two times a week for example. Conduction a NGO campaign for Modern Performers at sports facilities might be very effective and is described in a best practice by finep.

In addition to the aspect of time the different sports activities have also in common that you are outdoor during your sports activity. The sports activities mirror the affinity for the nature go ahead with the consumption of organic food of lots of Modern Performers and clarify the relation between health and a sustainable lifestyle.

In order to meet their friends Modern Performers prefer places such as cafés, bars or restaurants because they do not need to plan the meeting. The preferred locations underline the aim for independence regarding leisure time of Modern Performers.

A possible method of addressing Modern Performers in bars or restaurants by beer mats has been elaborated by SWM and finep in a best practice example on casual learning.

6. Favourite Locations

As already mentioned before Modern Performers prefer to spend their leisure time **outdoor or in familiar places**. Private gardens, their homes and spa and wellness centres are among their favourite locations. The opinions of interviewees point out that Modern Performers long for distance from their everyday life and do not want to get in contact with any kind of work or stress and therefore spend their leisure times at natural or relative isolated places. Although, of course a lot of interviewees like to go out on weekends to meet their friends at bars or clubs and keep social contacts.

Concerning shopping locations the difference between the young Modern Performers and those already in joblife becomes obvious again. Since the younger group takes the price of products much more into consideration than the others do, they like to go to shopping malls and buy cheap but trendy clothes there. Favorite stores are H&M for example. Earning their own money, the other group of the interviewees prefers little shops and wants to be addressed more individually. A strong awareness towards brands is characteristic for all Modern Performers and should be noticed by NGOs if they are trying to change consumption patterns of Modern Performers (look for alternatives produced by well established brands for example).

The interviewees like to spend their holidays in Europe or North America and prefer individual and active holidays. 5 Modern Performers mentioned hiking or enjoying the nature as one of their favourite leisure time activities. The popularity of those activities proves the previous described affection for nature. Although the interviewees like action and adventure during their holidays the travel destinations show that a certain standard of infrastructure and security needs to be assured. This means also for NGOs taking about developing countries, that they need to take into account, that modern performers did not experience developing problems by themselves. Even if modern performers travel to distant countries more often than average population, they travel to venues surrounded with high standards of living.

7. Shopping Behaviour

Lots of Modern Performers prefer **buying organic food** if they can afford it. Some students stated that it is too expensive for them to buy all their food organic and concentrate on organic fruits and vegetables. Since the poll revealed that most of the interviewees do **not take the regional origin** of their groceries into their buying decision the assumption that organic food is not bought to benefit the nature is near. Buying organic food, Modern Performers rather long for healthy nutrition than buying ecologically friendly produced goods in order to benefit the environment. Nonetheless for educational actions, a possible entrance point is the topic of genetic food engineering, as it affects both humans and environment.

Regarding clothes and electrical goods quality is most important to Modern Performers. Although they have a strong brand awareness the price plays a crucial role for young Modern Performers.

Due to their profession or their studies most Modern Performers go shopping on Saturdays or after work between 7 and 9 pm. NGOs addressing Modern Performers should carry out their actions on weekends or pay special attention to the evenings.

8. Mobility Patterns

The results of the poll show that mobility is very important for Modern Performers. Especially young Modern Performers are very interested in this topic. Some of them go to university by car everyday although public transport would be available but are conscious of the environmental effects their behaviour causes in the long-term.

They would be willing to buy e-cars once they make sense in an ecological and economical way. Although the environmental problems of air traffic are well known most of the interviewees are not willing to forgo travelling by plane.

Modern Performers prefer long life products and prefer high quality products although they are more expensive. The most popular brands of Modern Performers in Germany are Audi and BMW.

Since the target group is addicted to cars and not willing to give up individual mobility a proper field of action for NGOs might be the CO₂ emissions of SUVs. NGOs could advertise for energy efficient cars.

9. Channels of information

The internet is a popular information source of Modern Performers but the poll also revealed that those how earn money, read a newspaper everyday. Weekly published magazines, like the German "Spiegel", which contain news and **entertaining articles**, are often read by Modern Performers. These magazines are symbolic for the reception of Modern Performers and should be noticed by NGOs addressing this target group. Modern Performers are willing to gather new information and are also willing to gather information about sustainable lifestyle and development but the information has to be presented in an appealing and entertaining way to reach them.

Most of the interviewees own a modern mobile phone or a **PDA** which would enable them to surf on the Internet but **only few of them use it for internet access** due to the high costs. Thus, Bluetooth could be an alternative way of reach out to them by mobile.

3. EDUCON

This pool was done among 13 people between age 24 to 36, 5 of them working in the media, 3 post graduation students of Economy, 2 employees of the Public relations agency, 1 employee of Exxon Mobile company and 2 students of law, who are already working on part time in advocacy.

1. Topics modern performer are interested in:

- Art in general, mainly Film, Literature, Music.
- Politics – usually they call themselves more rightwing, and mostly they can imagine to be politically active in the future.
- Fashion, Trends – it's important to be "IN"
- Sport and travelling – (very popular is a style of travelling, when people travel on their own, without help of any travel agency, exploring forgotten and not very well known places etc.)
- Fitness, healthy food, Cosmetics
- Information Technologies
- Very popular in last years is Spirituality and Esotericism (Tarot cards, Meditations, Yoga, Energy Healing etc...)

2. Degree of knowledge on sustainable lifestyle

- Recycling is very wide spread ("It's a shame to be not recycling")
- Saving energy (buying saving-energy domestic appliances, building passive or somehow different ecological houses etc.)
- Saving nature (buying green products and materials, bio foodstuff etc.)
- They are aware of environmental impact of motorism, but they are not optimistic and believing in change of others and also their own behaviour

3. Degree of knowledge on development topics

- More half of our correspondents don't know the difference between humanitarian help and development cooperation
- They've heard about many development topics, but most of them never searched for deeper information. They feel attacked by the NGO's campaigns...
- Very popular in Czech republic is support of Dalai Lama and campaigns "Free Tibet"

4. Attitudes towards development topics

- Popular or supported by them are project focused mainly on Education, requalification courses, investments into jobs creation, microcredit system, building of infrastructure. In general it has to be something concrete and with possible countable result.

- If they don't want to support some of the projects or initiatives, they fear, that their money will be used for corruption or the NGO's stuff and equipment or simply money will not reach, where it is promised.
- Some of them also noted, that "maybe it's not good to interfere with others' countries problems and it's better to solve our owns – this is also according to them one of the main feelings about the development issues among target group of young professionals
- More than half of them see development help or cooperation as the best prevention of conflicts and migration
- One correspondent came with an interesting point of view: "It's a pity if somebody, who could be maybe very talented or even genius, cannot develop his abilities fully, because he has to spend all energy for procuring basic survival."

5. Leisure time activities

- different types of sport (skiing, in-line skating, jogging, yoga, aerobic, squash, golf)
- cinema, theatre, concerts
- going to bars (couple times a week)
- having a meal in a restaurant almost every day
- going to shopping malls (very popular, spending a whole day by shopping and eating and going to cinema under one roof)
- active holidays (diving, climbing mountains, sailing at Adriatic sea etc.)
- They are making jokes of themselves - YOU NEED TO BE FREE, COOL AND IN – AND YOU GONNA BE FRIKULIN 😊

6. Favourite locations

- We can say, that most of the members of this group are situated in Prague, very few of them then in Brno or Ostrava
- New phenomenon – countryside around Prague
- Shopping malls
- Bars and more expensive restaurants, cafes
- Disco clubs
- Restaurants in the centre (lunchtime)

7. Shopping behaviour

- Foodstuff in small shops near the place they live, big shopping from time to time in hypermarkets like Tesco, Macro etc.
- Bio food – the popularity is growing
- Clothes - Shopping malls or special brand shops, Outlets,
- More and more things are bought through internet

8. Mobility patterns

- Usually they own a car and they use it often (even if the public transport would be cheaper and quicker). Or they go by taxi. It's a question of prestige. To go with a public transport is something "not cool", something "stinky and dirty"...
- Longer distances – sometimes they go by train (special quick train called Pendolino)
- They fly very often

9. Media stations and channels of information modern performers are used to

- MAINLY INTERNET
- few of them TV (main news by rote, sport telecast, TV series)
- very few buy newspaper regularly
- radio stations with pop music

4. SWM

1. Work / business

- Advertising / PR
- Work abroad
- Advertising agency
- Marketing & PR
- Copywriting

2. Topics modern performers are interested in

- Computer graphics, music, travelling
- Cinema, sport, sociology, Scandinavia, transformations of postcommunist societies
- Pop culture, American society
- Eclectic and psychodynamic psychotherapy, cinema, theatre, ski, swimming
- Phenomenon of serial murders in pop culture, development of tv, French bulldogs, new media

3. Degree of knowledge of sustainable lifestyle

- Zero
- General – I know the concepts and can explain it
- Average
- Intuitive
- In which scale? I think that a bit higher than average person on the street

4. Degree of knowledge of development topics

- In general: problems of the world, covered in news in tv
- Because of my studies and personal interests, I know these topics quite well: the economic differences between South and North, ecology, human rights (and children rights), terrorism, organized criminality, access to education etc.
- I know that the problem of inequality in tempo and level of development of different parts of the world exists. I can show the basic problems which the developed and developing countries are dealing with.
- I know the general date, know as much as I read in the papers.

5. Attitudes towards development topics

- Neutral
- It's interesting question. I don't belong to any NGO, but from time to time I join the actions, which, in my opinion, can change something. I think that these problems are part of realities, which we live in and are "side effects" of the civilization development. Globalization (and not only this) caused that everything is connected, so I'm very skeptical that it may be eliminated. But you can try to survey it. Maybe it sounds banal, but the consciousness and social activity should be increased (in the local and global scale), but also the effectiveness of cooperation between government and NGOs.
- Neutral. I have the feeling of being helpless with these problems, which is weakening my engagement in this issue.
- It's moving me, it's the subject of discussion very often, but I'm rather passive. I'm not doing anything to make the change. I'd like to believe that I'm not neutral, but I'm also not engaged in any concrete activities.

6. Leisure time activities

- Outside the city, book, movie
- With family and friends – travels, cinema; I'm also cooking from time to time
- Watching tv series, going to cinema, reading, meeting with friends
- Meeting with friend, active (ski, sailing, sport)
- Reading, walks with husband and dog, tv series, learning

7. Favourite locations

- Spokoj, Pauza, locals on Bracka street
- Prowincja, Spokoj, Café Golebia, Lubu-Dubu, locals in Jewish Area; Cracow Small Mountains; walkside around Wawel Castle, cinemas: Kino Pod Baranami, Kino Ars
- Piekny Pies, Prowincja, Kolory, Bomba na Placu
- Locals on Kazimierz, Chimera, Bunkier Sztuki, Kolory, Alchemia; cinema: Kino Ars
- Cieplarnia, Dynia, Pauza, Botanika, Bunkier Sztuki; International Cultural Centre, library on Rajska Street, theatre Teatr Slowackiego

8. Shopping behaviours

- Shopping centres (H&M, Zara, Pull&Bear)
- Meat and fruits I'm buying the most often on the open markets, but I'm also doing shopping in hipermarkets or Alma. Clothes and shoes I'm buying there, where I can find something interesting, but I avoid visits to shopping centres.

- In the shops which are closest to my flat (Kefirek, open market on Plac Nowy, Kazimierz Gallery)
- Alma, Cracow Gallery
- Tesco + vegetables from open markets; clothes: Zara, Simple etc., sometimes allegro; books: Empik (on-line and in the salons); shoes: Hego's etc. In general: shopping centres and big specialist stores + Internet

9. Mobility patterns

- Bus, taxi, walks
- Walks or city buses / trams. If Cracow was more friendly for bicyclists, I'd like to ride a bicycle
- I'm riding bicycle or city buses/trams
- Walks or city buses / trams
- City buses / trams, walks

10. Media stations and channels of information modern performers are used to

- TVN, Radio Zet, Eska Rock
- I'm living abroad, so my main source of information is Internet. I'm not watching tv. If I'm in Cracow then TVN24 (information channel) or sport. I'm listening to PR3 online. I'm reading Gazeta Wyborcza or Newsweek
- TOK FM, Gazeta Wyborcza
- I'm not using tv, PR3, Radio Zlote Przeboje, Internet
- TVN 24, TVN Style, Kuchnia TV, AXN, Kino Polska, film channels; radio: mostly in the car: RMF, PR3, PR1; newspapers: Gazeta Wyborcza, Polityka, Press, lifestyle press (InStyle, Pani, Zwierciadło, Sukces and Eksklusiv, Machina Modne Miasta); Internet: gazeta.pl, onet, wirtualnemedi, proto etc.

11. What do you think your friends think about this topic?

- Not much
- Different level – there are some people who are promoting sustainable development, but also people who don't know a word about it. But most of them would be able to say something about it
- Similar to mine, so average
- I suppose that not much
- I think that average. By the way – I think I'll try it ☺