

ATOZ

TAX ADVISERS LUXEMBOURG

ATOZ SURVEY 2023

**WHAT IS THE PROFILE OF THE
“IDEAL CANDIDATE”?**

LUXEMBOURG CITIZENS AND
THEIR EXPECTATIONS OF
POLITICIANS

The background of the cover is a photograph of a grand, multi-story building in Luxembourg, likely the Grand Ducal Palace. The building features ornate architectural details, including a central tower with a statue on top and several balconies. In the foreground, a group of people is gathered on a street, and a flagpole with the Luxembourg flag and the European Union flag is visible. The sky is overcast.

 **TAXAND**

**FOUNDER & MEMBER OF THE WORLD
LARGEST INDEPENDENT TAX NETWORK**

CONTENTS

02

INTRODUCTION

03

METHODOLOGY

04

RESULTS

28

CONCLUSIONS





01 INTRODUCTION

For the eighth time, [ATOZ](#) has commissioned a public survey. Each year's survey explores a different theme, always focusing on Luxembourg trends. As industry thought-leaders, we believe it is key for us to keep on top of market trends, continuously gaining a deeper understanding of our local environment.

We don't drive opinion or push an agenda; we simply hope that the results of these surveys contribute to a larger discussion between different stakeholders, give new insights into our local landscape and give additional input into the debates taking place throughout the population.

As a reminder, in the past, we've looked at what Luxembourg professionals and individuals think about taxes (2015), how the surrounding population in the Greater Region views Luxembourg (2016), how Luxembourg residents feel about money and wealth (2017), how the so-called "millennial generation" perceives private business and entrepreneurship (2018), the Luxembourg population's views on climate change (2019), and, with the COVID-19 pandemic to of mind at the time, societal challenges and the role of the Luxembourg state (2020). Most recently, in 2021, we took the opportunity to look at the lessons the Luxembourg population learnt – or not – as we started to live our "new normal" in the midst of the pandemic. To answer this particular question, we included a selection of questions from our past surveys to ask once again, enabling us to see how, if at all, attitudes had changed or evolved over the past years and, in particular, after having experienced such an unprecedented situation over the first 18 months of the pandemic.

This year, with 2023 being an election year – *municipal in June and general in October* – we have chosen to deep dive into the population's expectations when it comes to the politicians that they would want representing them.

Which of their fundamental beliefs would the general population need to see the most aligned with the political candidates? What personality traits, characteristics and leadership methods do they look for in individuals guiding the country? And which do they absolutely not tolerate? How do respondents feel about politicians needing to make potentially difficult decisions that may go against the population's egoistical desires if they were considered to be for the greater good of society? Where does the line between an elected person's personal and public lives blur, if, in fact, it does at all?

With election campaigns fully underway, this survey aims to paint a picture, according to Luxembourg residents, of the "ideal political candidate", and to draw on trends that we see emerge within the population with regards to the ideal profile for the job.

This report is a summary of the results but also should be read as our interpretation, with an inevitable element of subjectivity. The results of the survey are made freely available to interested parties, so others are free to draw their own conclusions, thus contributing to a healthy debate on this particular topic.

02 METHODOLOGY

Working with Luxembourg-based marketing firm, [Quest](#), we surveyed a representative sample of **600 people** of various ages, nationalities and gender. From **15 to 23 March 2023**, the survey was carried out using two complementary methods: A web-based questionnaire via questions.lu and computer-aided personal interviews (CAPI) conducted in the public space.

■ Sample breakdown

	N	%
Total	600	100%
Gender		
Male	300	50%
Female	300	50%
Age		
18-34	176	29%
35-54	222	37%
55 and above	202	34%
Nationality		
Luxembourgish	315	53%
Non-Luxembourgish	285	48%



03 RESULTS

Finding 1:

Voters seem to be looking for a certain level of harmony between themselves and the politicians, mainly in terms of the themes that are considered as priorities for society as a whole, their fundamental values and the solutions proposed to solve problems

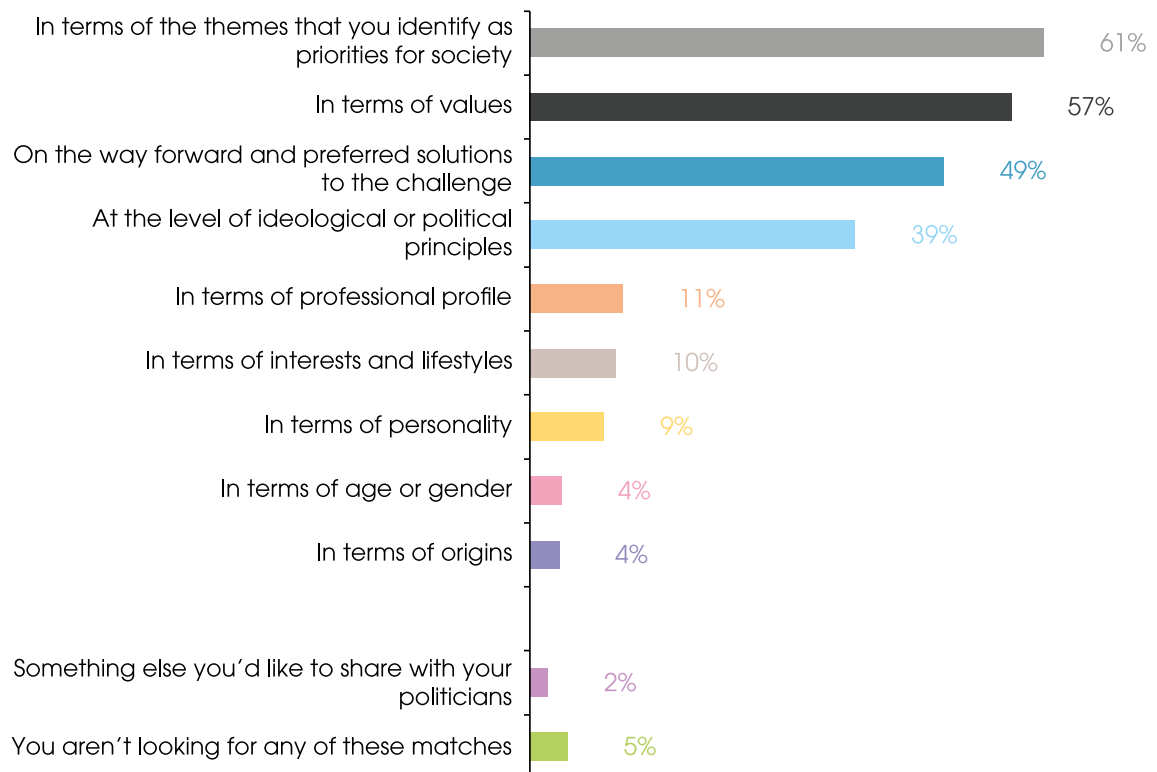
Interestingly, we find that alignment across ideological or political views is perceived as much less important (39%) than the focus in terms of the subjects the respondents believe should be tackled as priorities for the society they live in (61%), in terms of values (57%) and on the ideal way forward and the preferred solutions to the challenges at hand (49%).

We conclude, therefore, that respondents aren't necessarily worried about the actual political views of the individual candidates as long as they present with the same (or similar) values and priorities for society. Voters are looking for clear, logical solutions, regardless, potentially, of the fundamental ideologies of the various parties.

On the lower level of the scale, respondents present as less interested in the individuals themselves, in terms of their personality traits (9%), origins (4%) or professional paths (11%).

Note that respondents are also less interested in the alignment with their own interests and lifestyles, sitting at only 10%. *Can we draw from this conclusion to further justify our first set of findings?*

At what level would you like to have a good match between yourself and the politicians who represent you? (You can choose a maximum of 3 facets)



Finding 2:

A small majority of the population seems to be ready to put aside their personal interests in order to recognise the broader societal goals

“A disadvantageous measure is acceptable if it is so convincingly justified to me that I am inclined to acknowledge the necessity of the respective social goal.”

“Banning and regulating everything is a policy of infantilisation because individual freedom is a right, individual responsibility is an obligation.”






“Our society must remain a society of rights and not become a society of duty.”

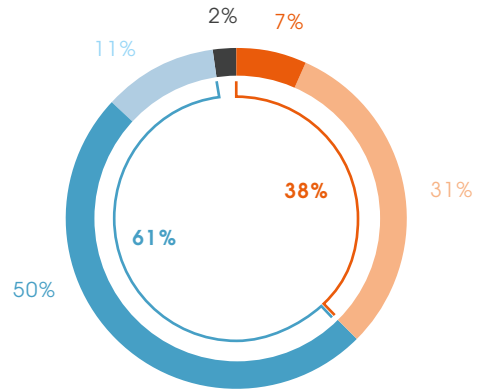
The trade-off between serving the personal interests of voters and pursuing the interests of the wider society remains an important challenge for politicians. The question of voter advocacy is still surprisingly polarising.

Through this particular question, we find that 6 out of 10 voters seem to recognise the importance of societal goals over their own personal interests (61%), believing, in vast majority, that they put aside their personal desires in order to, uniformly, work towards the greater good for society as a whole. Only 7% believe that the politician that they elect must first and foremost defend their personal interests.



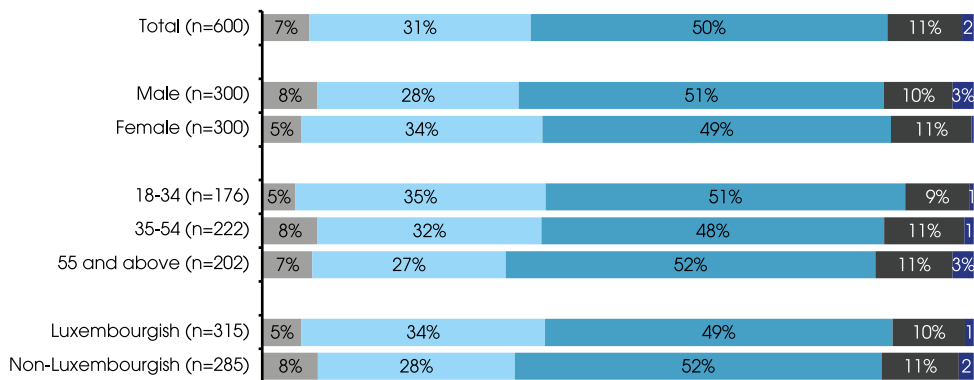
A politician may have to vote for measures that are unfavourable to you or put in place prohibitions that may directly affect you. What are your thoughts?






-  It's a "no go", the person you elected must first and foremost defend your interests
-  Either unfavourable measure is acceptable, but your basic interests must be maintained
-  You try to put aside your personal interests and recognise the need for more global and important societal goals
-  There is no self-interest in your political choices
-  You have another view



Interestingly, we notice very small differences between respondent profiles, with each group responding in similar manners. If we were to highlight a slight difference in opinion, we could note that the older generations seem to look for the balance between personal interests and wider, societal ones slightly more than the younger generations.

Non-Luxembourgers also seem to focus on defending their own interests over those of the larger population more than Luxembourgers. Could this be seen as a generalisation for a group of individuals that perhaps don't plan to stay in Luxembourg for an extended amount of time so are, therefore, looking less at the long-term benefits of their communes or the country as a whole?



-  It's a "no go", the person you elected must first and foremost defend your interests
-  Either unfavourable measure is acceptable, but your basic interests must be maintained
-  You try to put aside your personal interests and recognise the need for more global and important societal goals
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-  You have another view

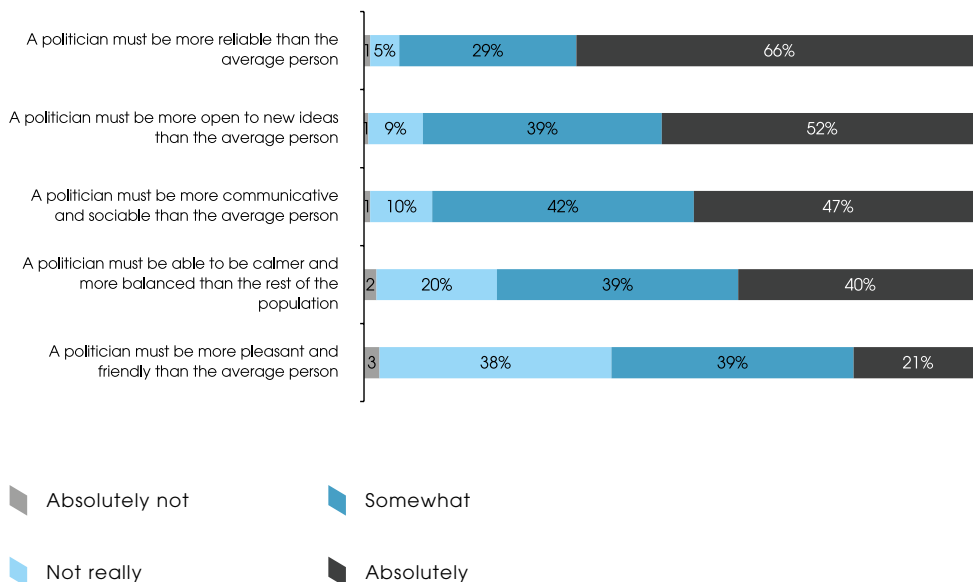
Finding 3:

The population is, above all, looking for conscientious and reliable personalities. The agreeableness of elected representatives seems to be much less important in their eyes

Drawing loosely on the **Big Five Personality Model**¹, a theory that personality can be boiled down to five core factors, known by the acronyms CANOE or OCEAN, the population suggests that conscientiousness is the most sought-after personality trait in a politician (66% indicated as “absolutely”), whereas the least important personality trait would be agreeableness (only 21% as “absolutely”).

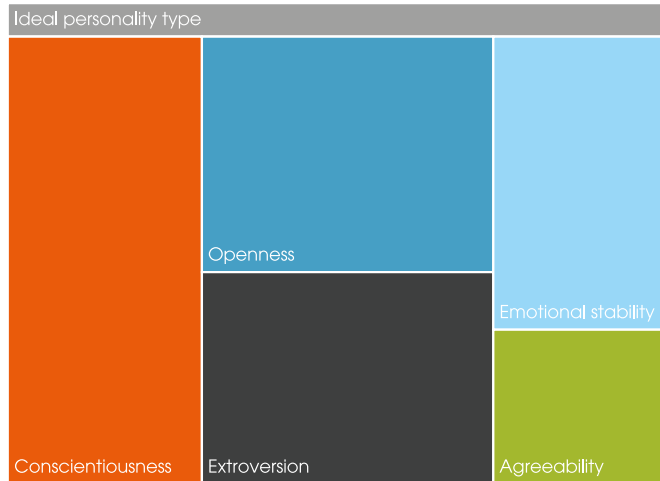
Again, we can conclude that respondents are, therefore, looking for individuals that are courageous enough to “go against the grain” if need be, even if that means not being simply “agreeable” and liked by everyone.

We would like to understand your expectations when it comes to the personalities of political candidates. To what extent do you agree with the following statements?



¹ Source: <https://www.verywellmind.com/the-big-five-personality-dimensions#2795422:-:text=Many20%contemporary20%personality20%psychologists20%believe,openness2%C2%conscentiousness2%C2%and20%neuroticism>

SPOTLIGHT ON... PERSONALITY TRAITS AS SEEN THROUGH THE BIG FIVE PERSONALITY MODEL²



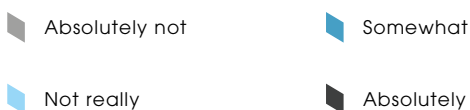
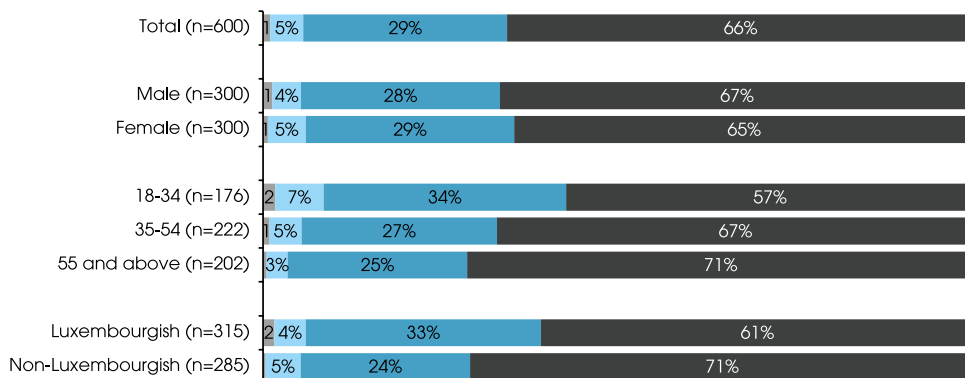
Conscientiousness, as a fundamental personality trait, is one that reflects the tendency to be responsible, organised, hard-working, goal-directed, and to adhere to norms and rules.³

CONSCIENTIOUSNESS & RELIABILITY

Impulsive, disorganised vs disciplined, careful

Respondents are, overwhelming and fundamentally, looking for trustworthy, stable individuals to lead the country.

This particular personality trait seems to be much more sought after in the older generations (71% for 55s and above vs 57% for the 18-34 age group and 67% for the 35-54 age group).



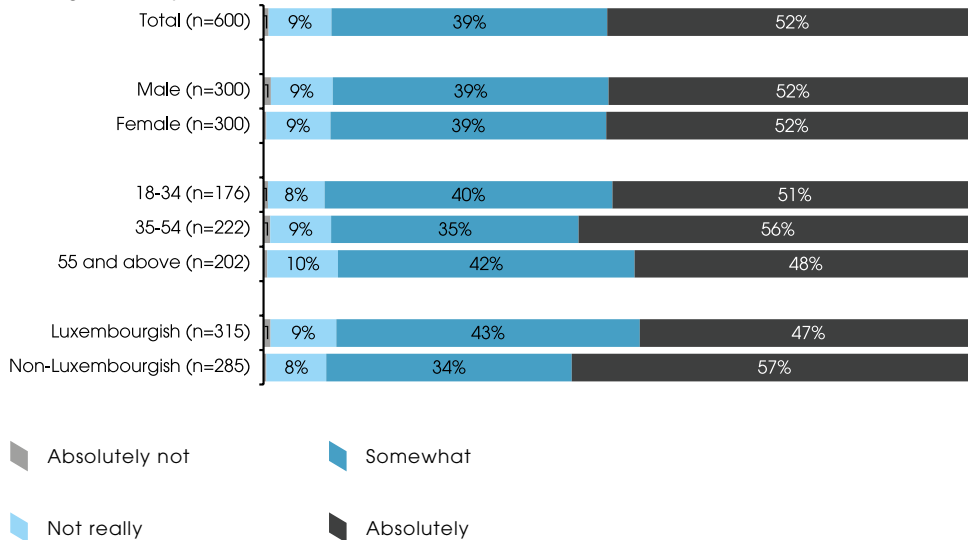
² Source: <https://www.simplypsychology.org/big-five-personality.html>

³ source: <https://www.psychologytoday.com/intl/basics/conscientiousness>

OPENNESS TO EXPERIENCE

Prefers routine, practical vs imaginative, spontaneous

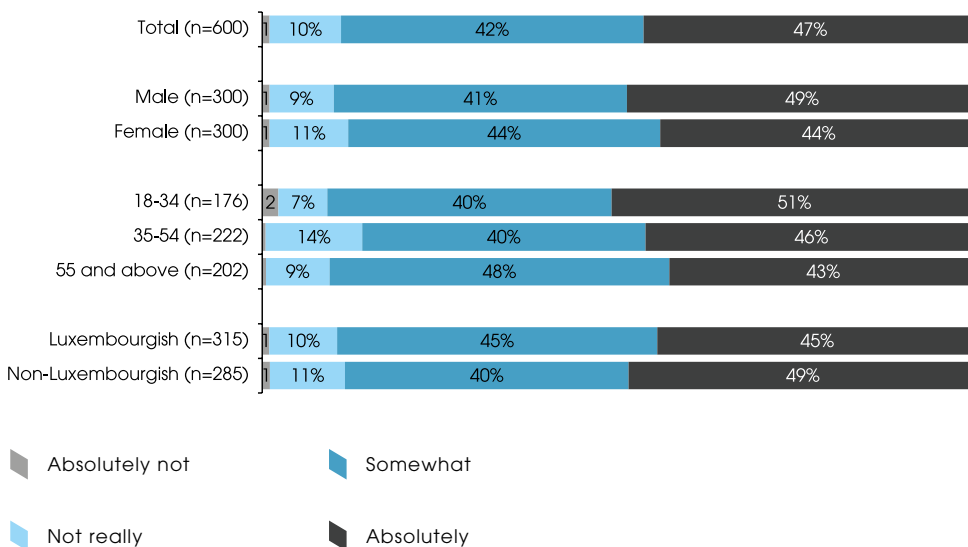
This personality trait seems to ring true across all profiles, where we see very little difference in opinion across the respondent group. This shows us that the general population, as a whole, expects their representatives to be open to change and open to innovative solutions.



EXTROVERSION - COMMUNICATIVE AND SOCIAL

Reserved, thoughtful vs sociable, fun-loving

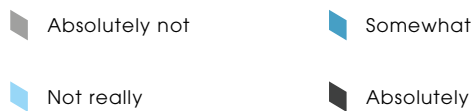
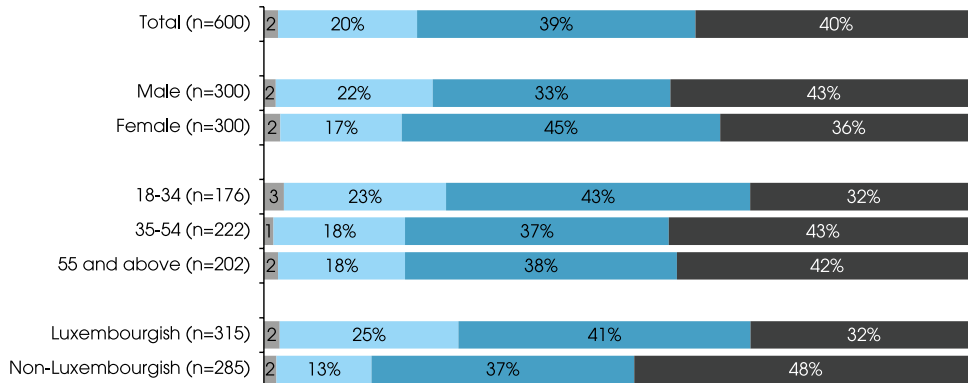
Extroversion comes across as a personality trait more sought after by younger audiences (91% for 18-34s, 86% for 35-54s).



NEUROTICISM

Calm, confident vs anxious, pessimistic

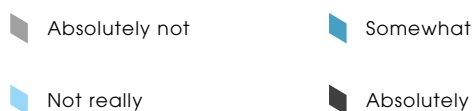
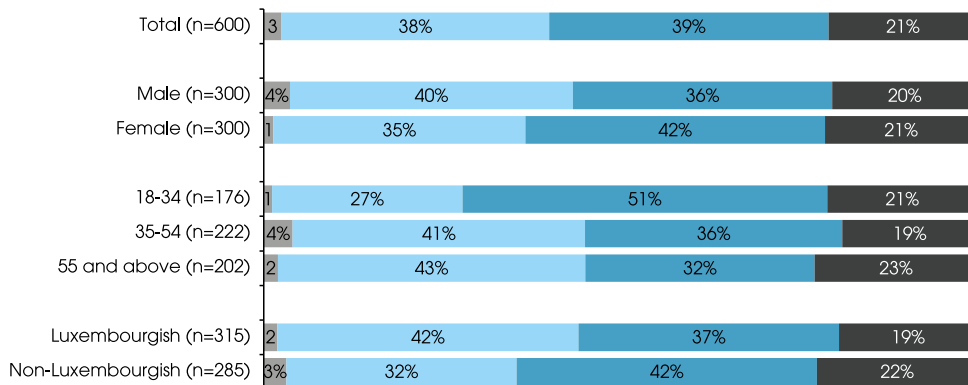
Emotional stability is perceived as less important for younger respondents (75% for 18-34s vs 80% for 35-54s and 80% for 55s and over). *Again, is such age group looking for more impulsive, decisive profiles as they perceive such individuals to be more action-orientated?*



AGREEABLENESS

Suspicious, uncooperative vs trusting, helpful

Agreeableness is significantly more sought after by younger citizens (72% for 18-34s vs 55% for 35-54s and 55% for 55 and over) so, again, *should we conclude that such age groups are looking for the "likeable" and approachable personalities that they can relate to?*



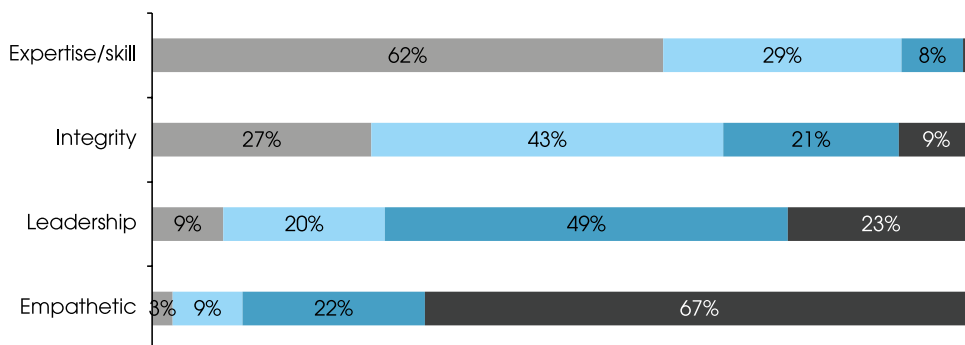
Finding 4:

In a situation of forced choice, competence seems to take precedence over any other quality of our political leaders, even over integrity

Interestingly, competence seems to dethrone integrity as the main characteristic sought after in our political leaders. The ability to rally and lead, as well as their level of empathy, seem to be much less important in the respondents' eyes.

A huge 91% believe the individual's competencies, skills and expertise hold the top spot in terms of most important characteristics of politicians, followed by a score of 70% for integrity. We see much smaller numbers for leadership (29%) and empathy (12%). We can, therefore, conclude here that "soft" personality traits hold less importance than measurable qualities that, perhaps, hold more authority as they can be "proven" and even backed up with facts.

Which of the following characteristics of politicians are most important to you? Please rank the characteristics from the most important to the least important (1 being the most important, 4 being the least important)

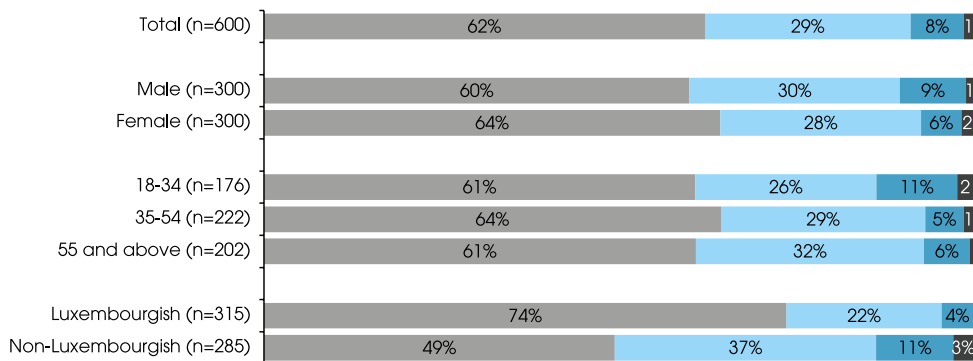


SPOTLIGHT ON... CHARACTERISTICS

COMPETENCE

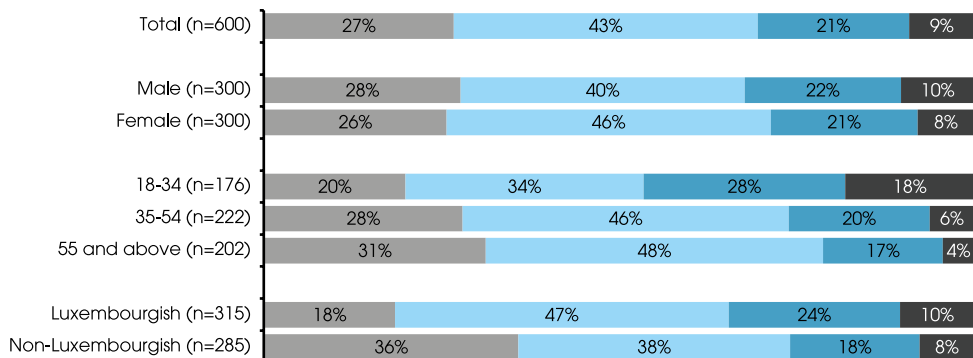
We can quickly spot a large difference in the views of Luxembourgers vs non-Luxembourgers when it comes to the importance of the individual's competences. 74% of Luxembourgers rated this trait as a 1, being the most important, vs only 49% of non-Luxembourgers. Is this a particular cultural trait or as Luxembourgers have a more invested, long-term view on the future of their country versus individuals that are more likely to leave the country?

We also see that the younger generation (18-34s) rate this quality as the lowest in importance in comparison to the other age groups (13% rating at 3 and 4).



INTEGRITY

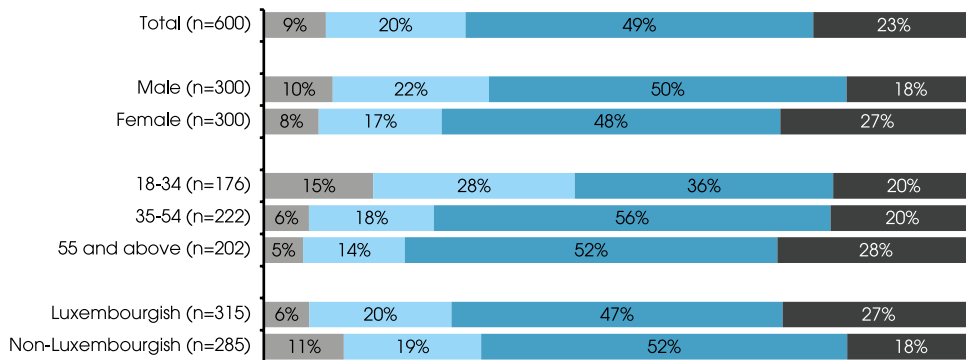
Integrity is much more sought after by older citizens at 88% rating at 1 or 2 vs 74% for the 35-54 age group and only 54% for the 18-34 age group. This is also the case for our female respondents (72% vs 68% of male respondents) and non-Luxembourgers (74% vs 65% of Luxembourgers).



LEADERSHIP

The ability to mobilise and lead others is much more sought after by young citizens (43% for 18-34s vs 24% for 35-54s and 19% for the over 55s).

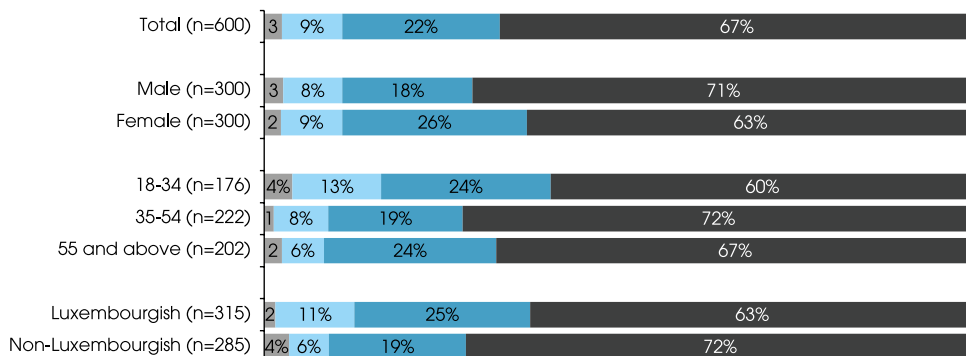
Can we, therefore, conclude that, again, the younger respondents are looking for more direction, in particular, from individuals they look up to and, perhaps, aspire to be like?



EMPATHY

Empathy and pleasantness are considered slightly higher amongst younger respondents at 17% vs 9% (35-54s) and 8% (over 55s) but overall, this is the characteristics that is considered the least important when it comes to the politicians the population are looking to elect.

Pulling from answers to other questions in this survey, we can conclude that we are looking for solutions, and that we're not too focused on how these are delivered as long as they are consistent with the promises that are made during the election campaigns.



Finding 5:

Respondents seem, above all, to be looking for good managers who know how to mobilise for a project. Their ideological background seems to be of less importance

“Be social. Be transparent. Be close to the citizens!”

“Engineer, Analyst, Manager & Philosopher.”

“A knight of integrity, fairness and service to the less fortunate.”

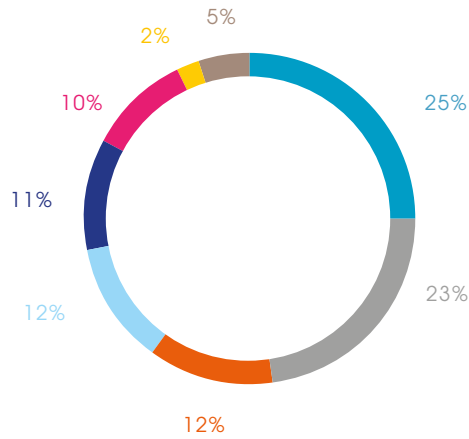
“Serves the community.”

Above all, respondents seem to be looking for effective managers who actively mobilise for a project. We can conclude, therefore, that the general population look for concrete action over simply words, with almost half of voters (48%) choosing the first two personality types as listed in the below graph.

Profiles that are much less sought after are those who analyse in depth, those who outline the wisest paths, those who design systems, those who protect in a benevolent way or those who point out dangers, which leads us to believe, as mentioned above, that the population doesn't look for individuals that can be perceived as taking their time, over-deliberating and being too cautious.

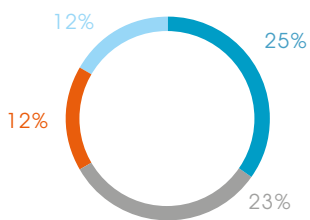


Here is a selection of somewhat typical roles. Which role most reflects your vision of the ideal politician? (You have one choice)

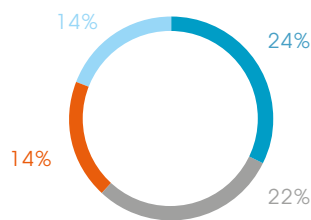


- A manager who manages effectively
- The visionary who tries to mobilise for a project
- The analyst who tries to understand the phenomena
- The philosopher who seeks the wisest paths for society

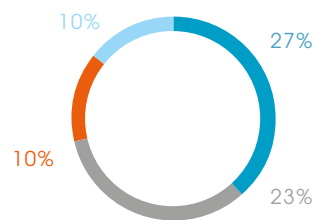
- The engineer who designs systems and ways of working
- A caring, prudent and protective parent
- An evangelist who points out dangers and preaches the right path
- Another typical role



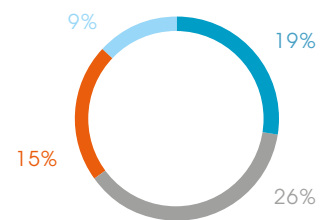
Total



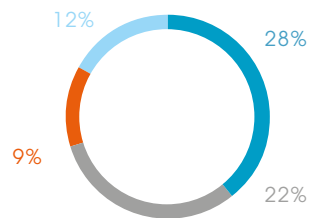
Male



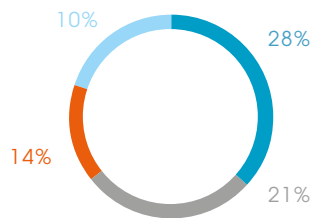
Female



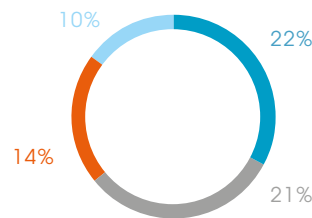
18 - 34



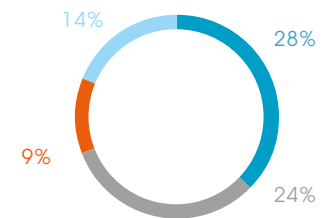
35 - 54



55 and above



Luxembourgish



Non-Luxembourgish

- A manager who manages effectively
- The visionary who tries to mobilise for a project

- The analyst who tries to understand the phenomena
- The philosopher who seeks the wisest paths for society



Finding 6:

The spectrum of important qualities is broad. One size doesn't seem to fit all. However, consistency between words and deeds as well as pragmatic approaches dominate the spectrum of cardinal behaviours respondents looks for in the ideal politician

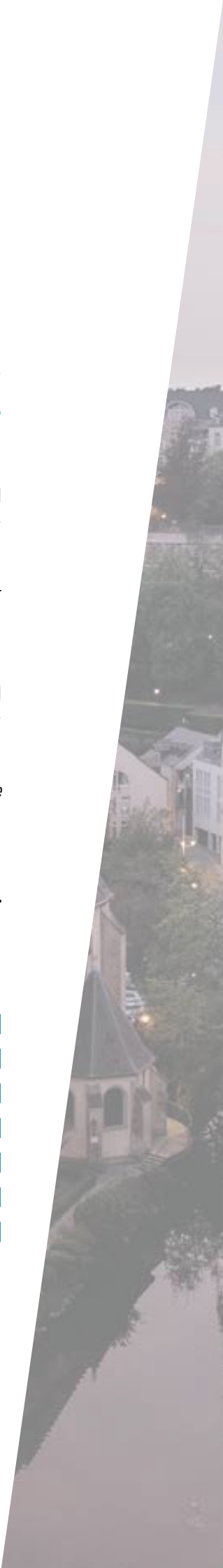
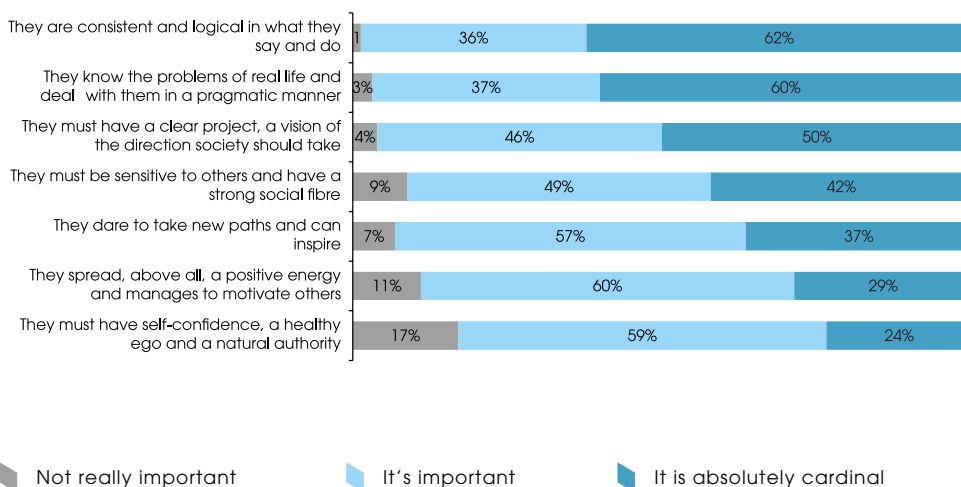
Consistency between words and actions (62%) as well as pragmatism inspired by real life experiences (60%) come across as the two most important and sought after expectations when defining the ideal political candidate.

Respondents are also looking for individuals who have a clear project and a vision for the direction society should take, as well as being sensitive to others and have a strong social fibre.

Interestingly, profiles that are courageous enough to follow new, innovative paths, all while inspiring and motivating others find themselves lower in the list of perceived important qualities, which contradicts some of the earlier findings in this survey.

Can it then be concluded that respondents are looking for the best of all worlds? The perceived perfect all-rounder?

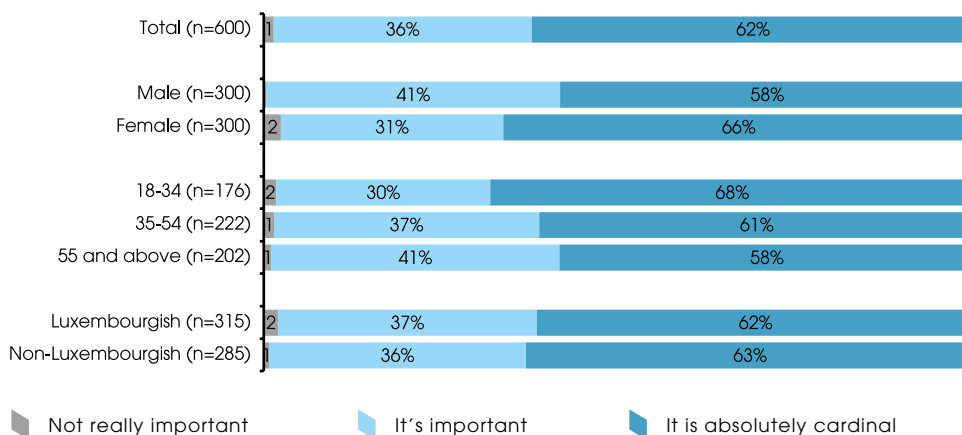
Here you find expectations that one may have when looking at their politicians. Tell us how important these expectations are to you.



DIGGING DEEPER, INTO MORE DETAIL...

THEY ARE CONSISTENT AND LOGICAL IN WHAT THEY SAY AND DO

The younger generation (18-34s), at 68%, find more importance in this particular quality over the other two age groups (61% and 58% respectively). Females, at 66%, also put more emphasis on this element than male respondents, at 58%.

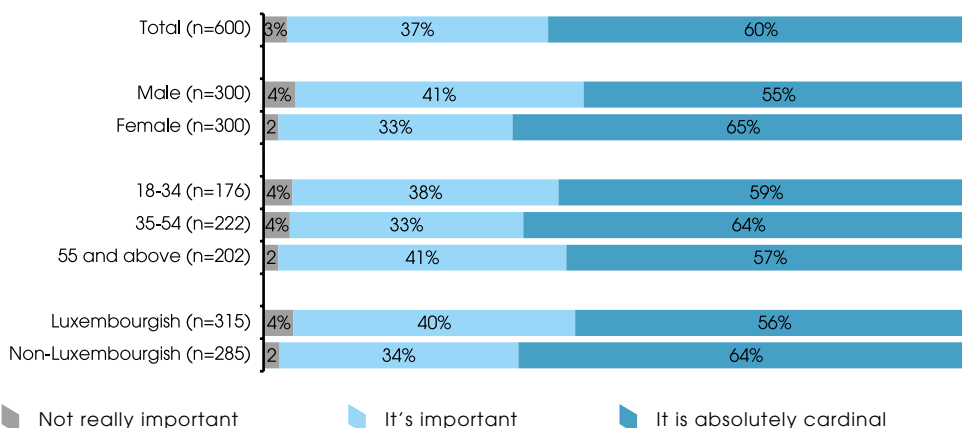


THEY KNOW THE PROBLEMS OF REAL LIFE AND DEAL WITH THEM IN A PRAGMATIC MANNER

Respondents look for candidates who are in touch with reality, close to the people, and can make decisions for society based on experiences drawn from their everyday real lives.

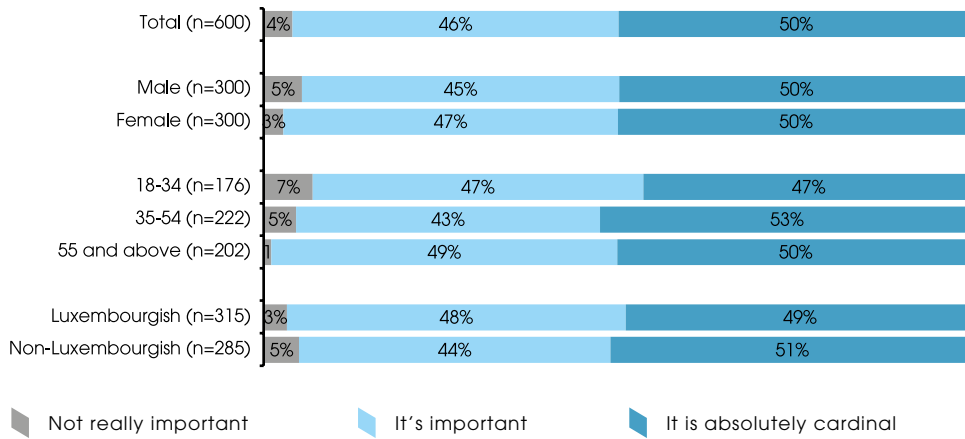
Again, we see females emphasising this point slightly more than male respondents (65% vs 55%). However, here we see the 35-54s feeling more strongly about this particular trait (64% over 59% for 18-34s and 57% of over 55s).

While we didn't see much of a difference between nationality groups when it comes to the consistency put forward by political candidates, here we do notice a difference between Luxembourgers (56%) and non-Luxembourgers (64%).



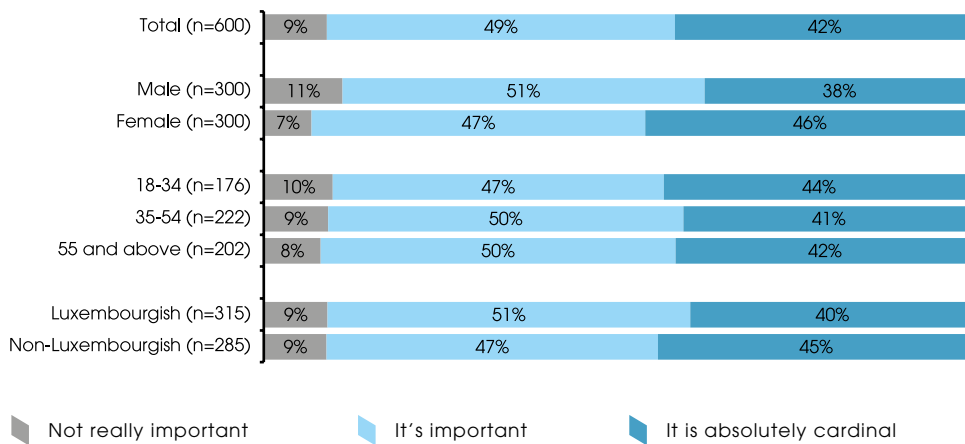
THEY MUST HAVE A CLEAR PROJECT, A VISION OF THE DIRECTION SOCIETY SHOULD TAKE

Here, we see a level of consensus across all respondent types. If we were to highlight a slight difference in opinion, we could point out the 6% difference between our youngest respondent group (18-34s at 47%) and our 35-54 year olds (53%).



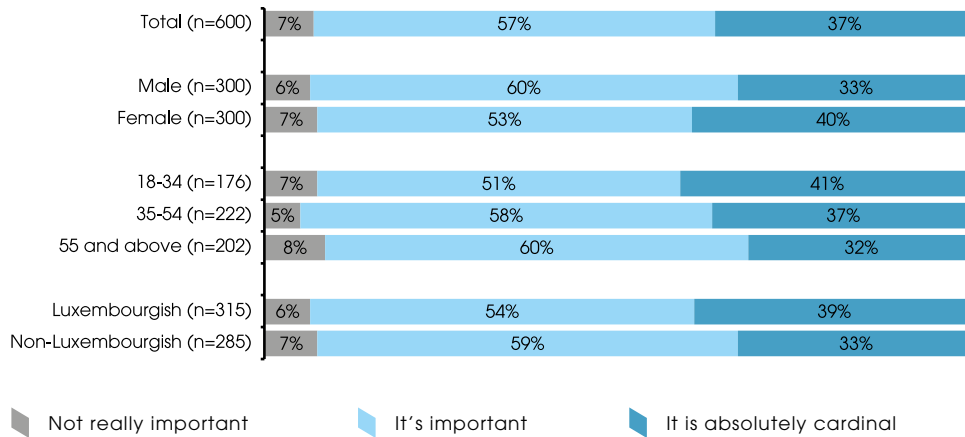
THEY MUST BE SENSITIVE TO OTHERS AND HAVE A STRONG SOCIAL FIBRE

Here we see, mainly, a marked difference between our male and female respondents (38% vs 46%). *Can we, stereotypically, conclude that a female respondent would identify more with similar, emotional traits, as their own?*



THEY DARE TO TAKE NEW PATHS AND ARE INSPIRING

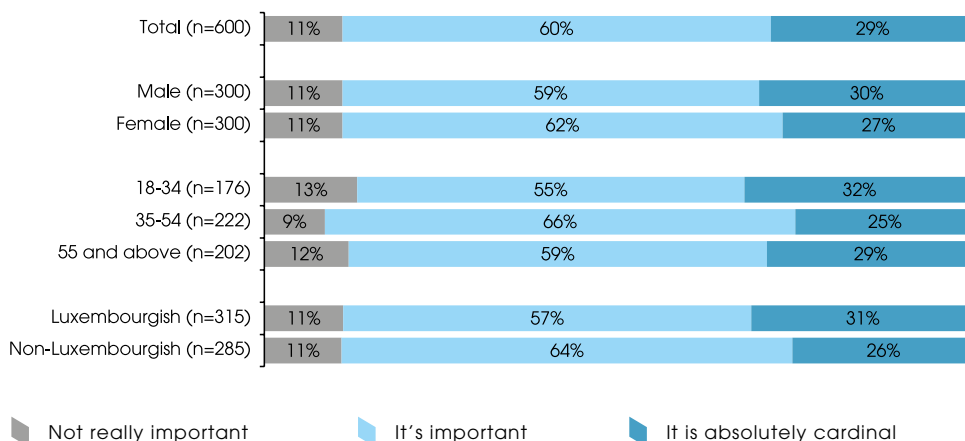
Again, quite a remarkable difference between our male and female respondents believing this trait is an absolute must (33% vs 40%). The younger generation, perhaps perceived as the more innovative, sits at 41% vs 37% of 35-54 year olds and 32% for the over 55s. We also see a difference of 6% between Luxembourgers and non-Luxembourgers (39% vs 33%).



THEY SPREAD, ABOVE ALL, A POSITIVE ENERGY AND MANAGE TO MOTIVATE OTHERS

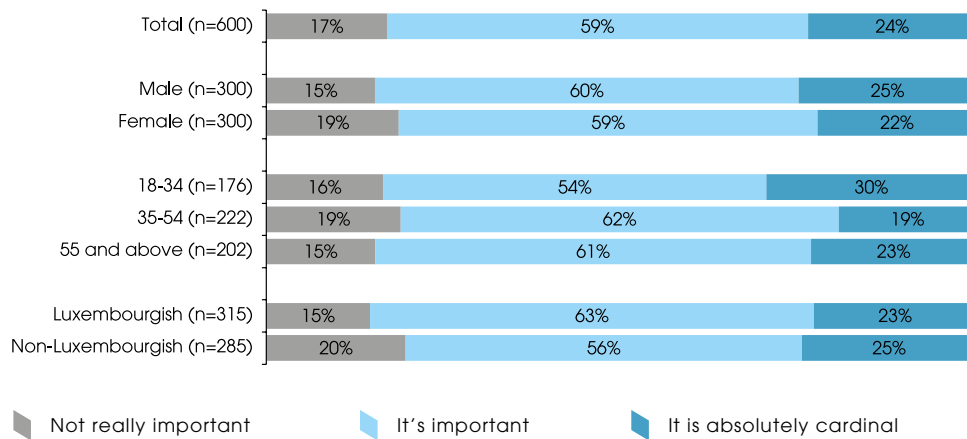
While the general population puts less emphasis on the following two traits, we still see that they believe they hold a certain level of importance with a total of 60% of the full 600 respondents highlighting this fact.

Can we conclude that the youngest group of respondents, again, are less focused on the “soft” personality traits, and that they are looking for concrete action and direction, with less of the “fluffiness”?



■ THEY MUST HAVE SELF-CONFIDENCE, A HEALTHY EGO AND A NATURAL AUTHORITY

Here, we see our youngest generation seeking a personality that projects self-confidence, has a healthy ego – *be careful: not an over-inflated one* – and a natural sense of authority. 30% believe these personality traits are of utmost importance vs only 19% for the 35-54 age group.



Finding 7:

Favouritism, inflated egos and careerism are real sources of irritation for voters, even more so than evasive language, proximity to lobbyists and lack of political courage

“Looking too much at growth and not enough at sustainability.”

“Lies, incompetence and intransparency in the exercise of office.”

“Lack of coherence in their actions.”

“They don’t have the courage to admit when they make a mistake.”

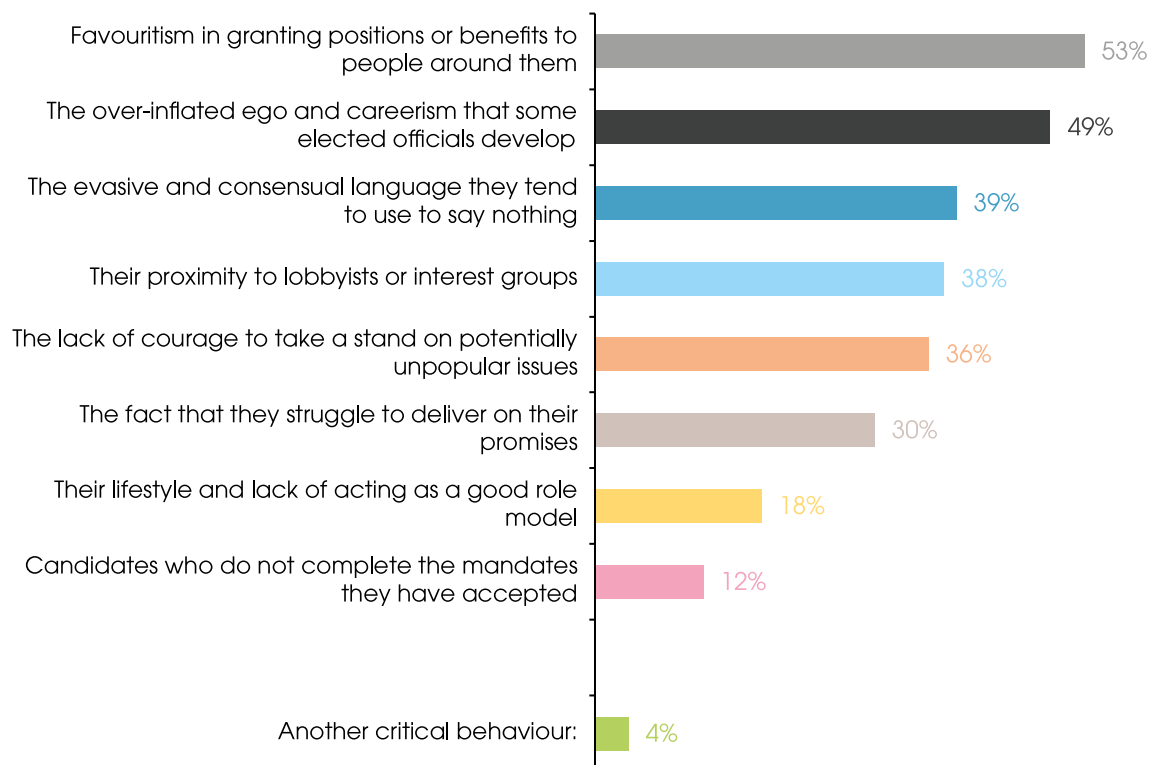
“The lack of honesty and transparency towards the population.”

Favouritism, inflated egos and careerism are considered to be the attitudes that are the least desired when putting together the image of the so-called ideal candidate, coming in at 53% and 49% respectively. We see that evasive and consensual language politicians tend to use to say nothing, to “beat around the bush”, their proximity to lobbyists or interest groups and their perceived lack of courage to take a stand on potentially unpopular issues come in closely at 39%, 38% and 36% respectively.

Interestingly, non completion of mandates does not seem to be a real problem for our respondents. Could this be seen as consistent with beliefs that they are looking for individuals who stick to their guns, take action and dedicate themselves to delivering the promises they set out, therefore, individuals that are willing to leave their posts before the end of term are not the type of person society is looking to represent them? Or is it contradictory in that if a political figure believes that are not able to deliver on their promises, it is better that they take a step back?

At only 18%, we can note consistency in views expressed earlier in the questionnaire whereby the various lifestyle choices and lack of acting as a good role model comes across as less important than other, more pertinent behaviours and attitudes. Therefore, again, we can come to an overall conclusion that the general population believes that individuals to be elected into power remain people with private lives and that as long as their private lives and behaviours don’t have an impact on their ability to do their job they have been elected for, respondents are not worried about them?

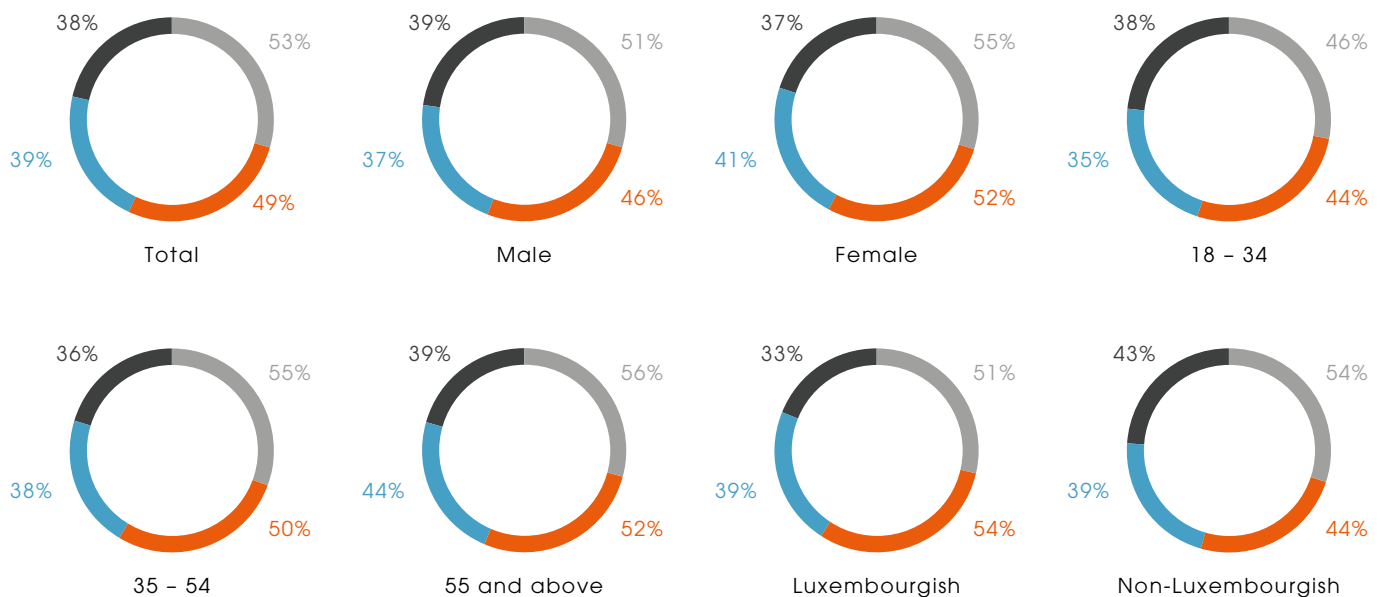
What are the behaviours and attitudes in politicians that you would not stand for? (You have up to three choices)



Looking deeper into potential differences in views across the profiles of our respondents, we note the biggest differences lay across the age groups, in particular for the three highest scoring attitudes, with, more specifically, a perceived lower level of tolerance as we pass through the various generations.

In terms of tolerating inflated egos in office, we can conclude that our female audience, at 52% vs 46%, are slightly less tolerant than their male counterparts. We can also see that Luxembourgers, at 54% vs 44% to non-Luxembourgers, have less tolerance of this type of personality. However, non-Luxembourgers are seemingly a lot less tolerant of potential political individuals and their closeness to lobby groups than Luxembourgers (43% vs 33%).

In any case, what is clear is that when it comes to showing favouritism in granting powerful positions or benefits to their own entourages, the younger generation seems much more tolerant. *Do the younger generation believe in the idea of "it's who you know", potentially confirming the thoughts around looking for approachable, friendly individuals in office?*



- Favouritism in granting positions or benefits to people around them
- The evasive and consensual language they tend to use to say nothing
- The over-inflated ego and careerism that some elected officials develop
- Their proximity to lobbyists or interest groups



Finding 8:

A large majority of the population believes that the private behaviours of politicians should remain private

“I have no problem with it, they’re just people, as long as they do their job properly.”

“There must be a distinction between the person and the function that a person holds. Even a politician has a private life. But it must not be that he becomes hypocritical. He cannot stand up politically for something that he does not hold in high regard privately.”

“An elected representative is like a company director, there is a form of behavioural reserve.”

“They can keep it together for the duration of their term of office - they are paid enough to be there.”

A video of the Finnish Prime Minister, Sanna Marin, dancing, “in a boisterous way”, with friends went viral in August of 2022 and sparked real controversy, with Minister Marin being accused of misconduct, of which she was cleared of, after an official inquiry, in November of 2022.

An overall respected political figure, on the streets of Marin’s hometown of Tampere, many voters said they thought highly of the prime minister. Asked to review her performance, the word “competent” was often used, with her political style dubbed “direct” and “refreshing.”

She has tried to portray herself as a firm and professional political operator willing to listen to allies and opponents, but who can also make the tough decisions. “I don’t want conflict and I strive for compromise and joint solutions,” she told a documentary by Finnish national broadcaster Yle in 2021. “But if negotiations aren’t successful, I can be decisive and decide what we should do.”⁴

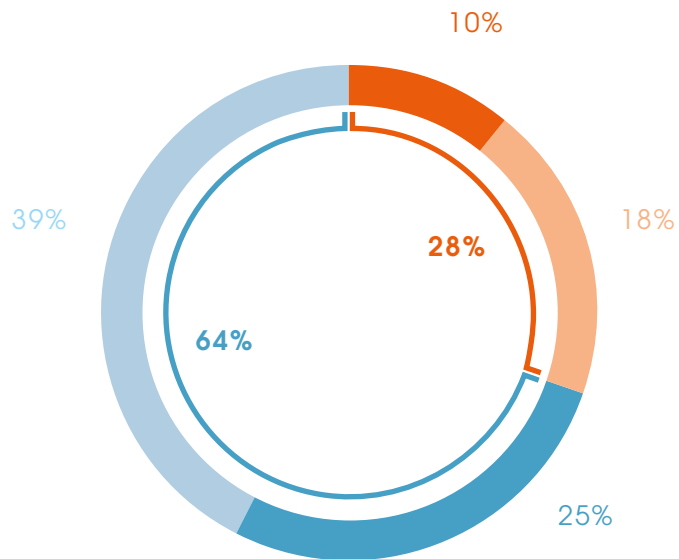
So, this leads us to the question as to whether the private lives of public figures, such as politicians, should be the everyday business of the general population? What is their attitude towards the behaviours of politicians when outside of the office? Do respondents believe that the private behaviours of such individuals make a difference in how apt the person is to take their place in office?

The general consensus: The majority seems to be very tolerant of the private lives of politicians.

Through this particular question and its subsequent responses, we discovered that 63% of those surveyed believe that such individuals should be able to behave as they please, and that it can even be seen as positive that they feel they can “let loose”. On the other hand, 28% believe that such behaviour can easily tarnish the level of authority such personalities should portray through their public profiles and that these elected persons should look after their image, which is particularly important in this occupation.

⁴ Source: <https://www.politico.eu/article/finland-prime-minister-sanna-marin-struggle-reelection/>

A video of the Finnish Prime Minister dancing and having some serious fun with friends sparked real controversy. She refuted drug use via a test. What is your attitude towards the behaviour of politicians?



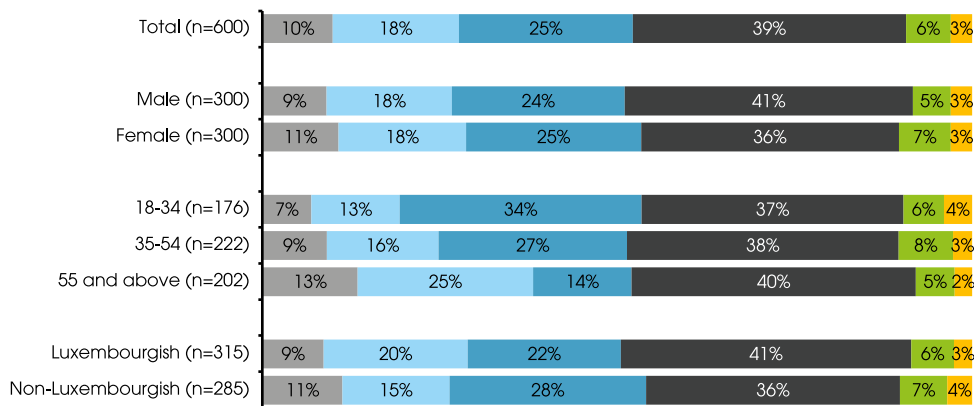
■ This kind of behaviour can easily undermine the authority needed in a position of responsibility

■ They can behave as they please – you're relatively indifferent

■ An elected official should take care of his image, which is important in this role

■ It's even positive to know that they still manage to let themselves go

The younger population seems to be more permissive than the older generation, as can be seen in the below graph, whereas we don't see any large differences in views between the Luxembourgish and non-Luxembourgish nationalities.



- This kind of behaviour can easily undermine the authority needed in a position of responsibility
- It's even positive to know that they still manage to let themselves go
- An elected official should take care of his image, which is important in this role
- You have a different view
- They can behave as they please – you're relatively indifferent
- You don't know how to answer this question

However, since this survey was launched in March of this year, Minister Marin's Social Democrats party lost its leading position in the Finnish national election at the beginning of April⁵. Minister Marin then announced she would resign as the party leader and be replaced at the next party congress in September.

News reports put this loss of power down to concerns over Finland's economic situation, as the party came in third behind centre-right National Coalition party and anti-immigration Finns party.

Could it also be that the Finnish people lose confidence in her as an individual and in her leadership capabilities after the incident in August 2022?

⁵ Source: <https://www.politico.eu/article/sanna-marin-step-down-finland-social-democrat-party-leader/>



04 CONCLUSIONS

I prefer to remain optimistic but the adequate answers depend on the politicians, the power of money and the behaviours and mentality of the entire planet...

ATOZ Survey 2021⁶

Interestingly, looking back on a quote we highlight in the conclusion of our 2021 survey on the potential lessons learnt from the COVID-19 pandemic, we could draw similarities in thought-processes... In 2021, we uncovered a population looking for change, truly feeling the need for it on a number of levels and seeing the pandemic as an opportunity in this regard, but we have also uncovered a population who was sceptical, and perhaps even cynical, as to whether any changes could or would happen at all.

In this survey, when looking specifically at personality traits and behaviours that our respondents look for in the specific individuals that will potentially lead their country of residence, we find a population looking for strong, courageous personalities, ready to lead with decisiveness and authority. We find a group of people looking for honest, transparent individuals, who are fair and clear.

In our last survey, as mentioned above, we found a scepticism towards the idea that the general population would even be able to implement the changes the respondents were looking for, which led us to the natural conclusion that they were looking for true leaders to show us the way and inspire others to follow their lead. This same train of thought can also be seen running through the responses of this year's survey.

So, is this perceived "ideal candidate" a realistic picture or are we looking for a unicorn? Is this profile present in the current political figures the population is able to vote for throughout the course of this year? In reality, if we were able to elect this fully rounded individual, is this really the type of leadership we are looking for or will we feel like something else is still missing?

Let's start the conversation today.

⁶ Source: <https://www.atoz.lu/media/ATOZ-Survey-2021>



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