

B/S

PROBLEM INDICATOR SWITZERLAND

2023



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PRFACT

Content

1. The Problem Indicator Switzerland
2. The concerns of the Swiss population
3. Supplementary survey on climate/environmental protection
4. Supplementary survey on energy consumption
5. Supplementary survey on gender equality
6. Summary
7. The team

1. The Problem Indicator Switzerland

Against the backdrop of many challenges currently facing politics, the economy and society, the Problem Indicator Switzerland was created for the first time as part of the Brand Indicator Switzerland (BIS) brand study. The goal: to get a closer look at what is currently causing the population the most headaches. The fact that there is a comparable survey in the form of the Credit Suisse Worry Barometer is not a problem. Apart from the differences in the survey and the method mix, the survey periods are almost half a year apart (the Worry Barometer was conducted at the end of July / beginning of August 2022) and in such a fast-moving world, in which events are overlapping, an up-to-date study is certainly advantageous for agenda-setting in 2023.

Survey details

Survey method

Online survey; representative of the population (language region, age, gender)

Target group

Internet-savvy resident population aged 16 to 65 years

Sample size

N = 2'279 (DCH / WCH)

Statistical range of variation

A sample size of N = 2,279 yields a statistical range of ± 2.1 % with a confidence interval of 95 %. For analyses based on sub-segments (e.g. men/women), the sample size used decreases and the statistical range of variation increases.

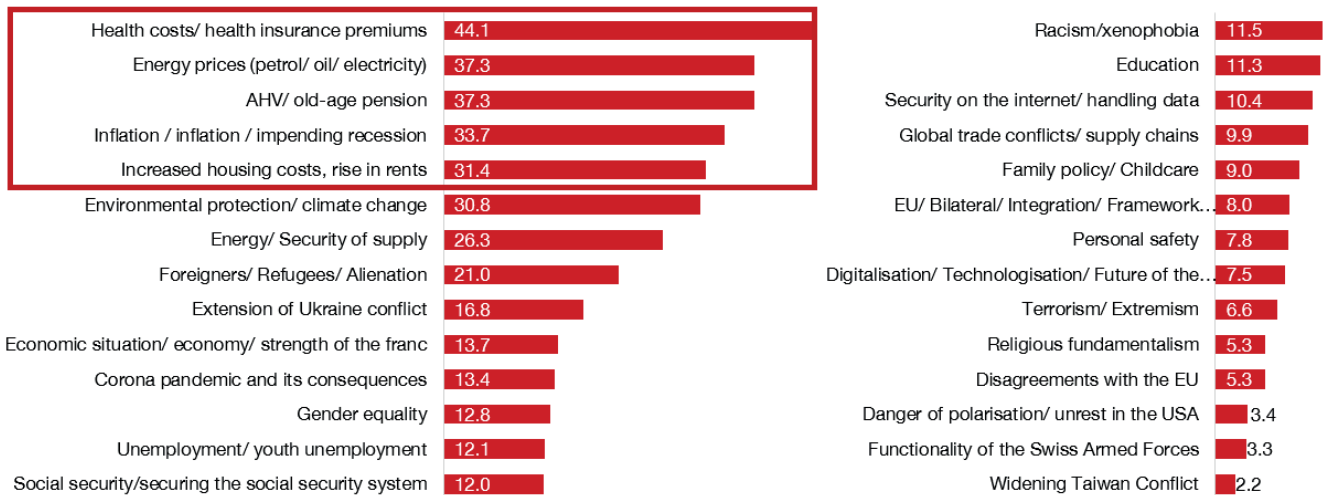
Survey period

November 21, 2022 – November 28, 2022

2. The concerns of the Swiss population

Problem Indicator Switzerland 2023: Results

Here you can see a list of topics that have been much discussed and written about recently recently: Please read through the list and then select from all of them those five that you personally consider to be the five most important problems facing Switzerland.



Figures in percent
Multiple answers (up to 5) possible
Basis: Population, N=2,279

Health costs/health insurance premiums are the biggest concern of the Swiss population

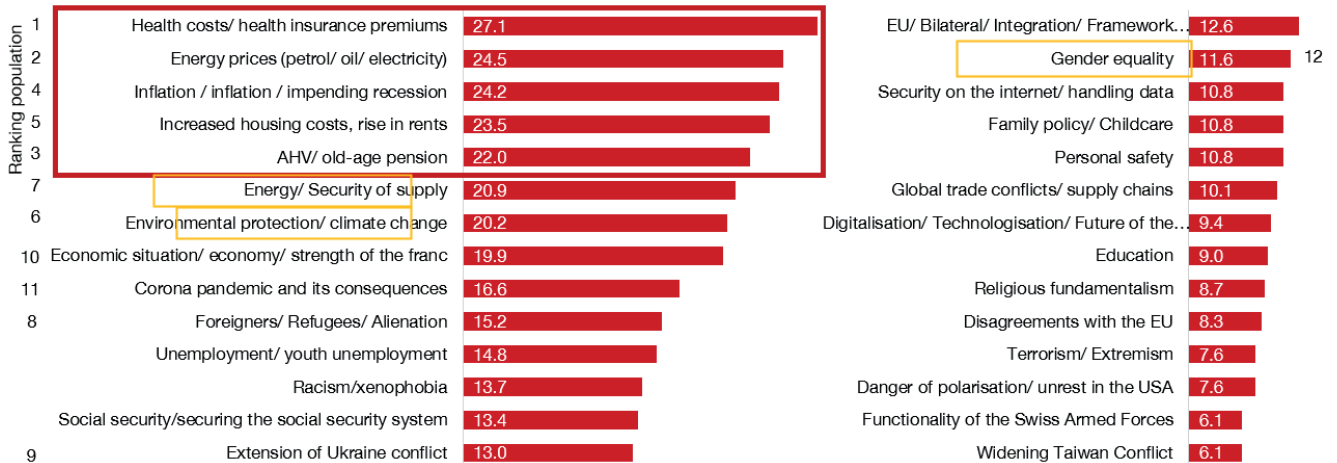
Rising health costs/health insurance premiums are currently clearly the main concern of the Swiss people. And this is true in the countryside as well as in the city, for all genders and all age and in all age segments except for the under-30s, where health costs/health insurance premiums in 5th place; the biggest concern of the younger segment is AHV/ old-age pensions, just ahead of increased housing costs/rent prices.

The difficult economic environment is making life difficult for people; with an empty wallet climate protection becomes difficult

The top 5 concerns are all monetary in nature. In first place are health costs/health insurance premiums, followed by the problem of rising energy prices and AHV/ old-age pensions. In 4th and 5 are fears of inflation/price increases/threatening recession and increased housing costs/rental prices. Environmental protection/ climate change comes in sixth place just behind fears of increased housing costs/rent, followed by the problem of possible energy/security of supply. The results clearly show that the current uncertain, tense economic situation is causing people increasing concern in many areas. Existential fears, loss of the status quo of prosperity etc. are currently more important to people than questions that can be pushed into the future. A healthy economy is the basis for mastering major challenges such as climate protection.

Problem Indicator Switzerland 2023: Results IOLs

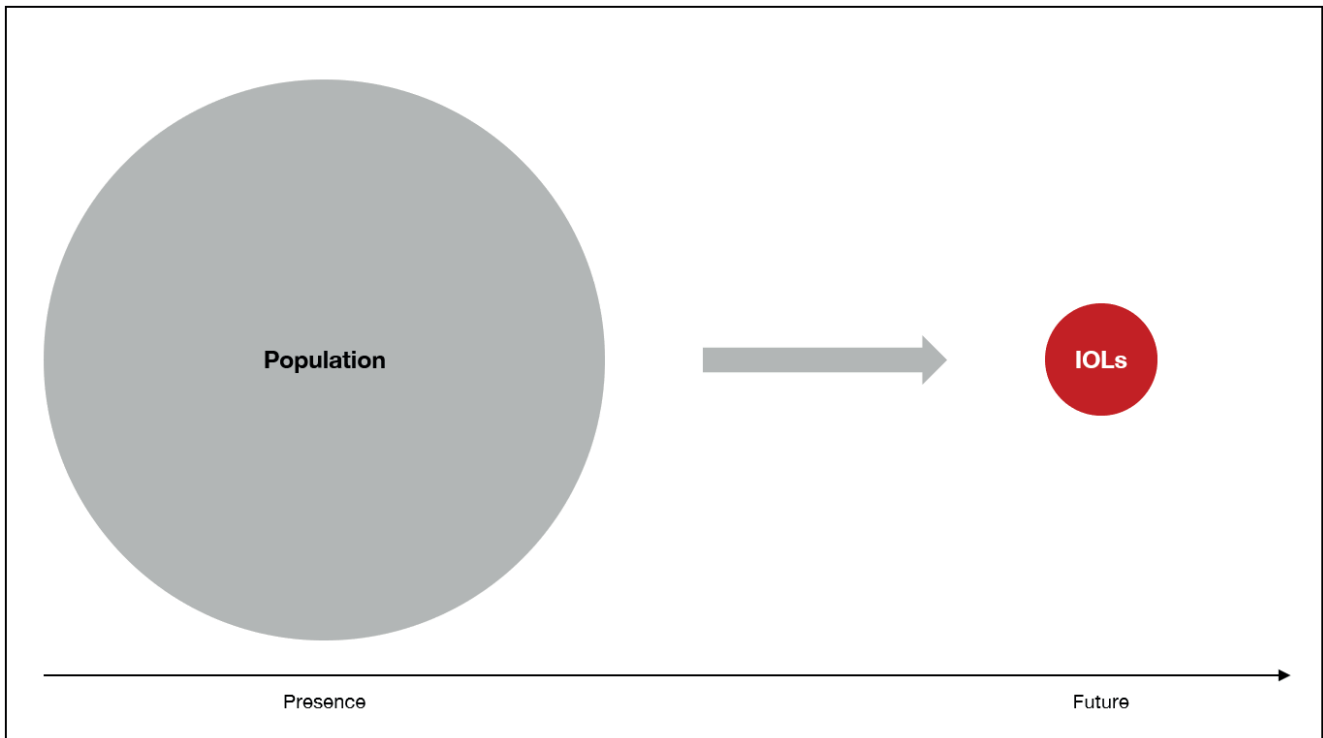
Here you can see a list of topics that have been much discussed and written about recently: Please read through the list and then select from all of them those five that you personally consider to be the five most important problems facing Switzerland.



Figures in percent
Multiple answers (up to 5) possible
Basis: Population, N=2,279

Influential Opinion Leader (IOL)

While most brand studies at best depict the present, the Problem Indicator Switzerland also reveals an outlook into the future by contrasting the opinion of the population as a whole with the opinion of the opinion leaders: Because the latter are ahead of the curve - they influence their followers, who follow trends with a lag - their opinion is an indicator to predict trends.



Profil IOL (Influential Opinion Leader)

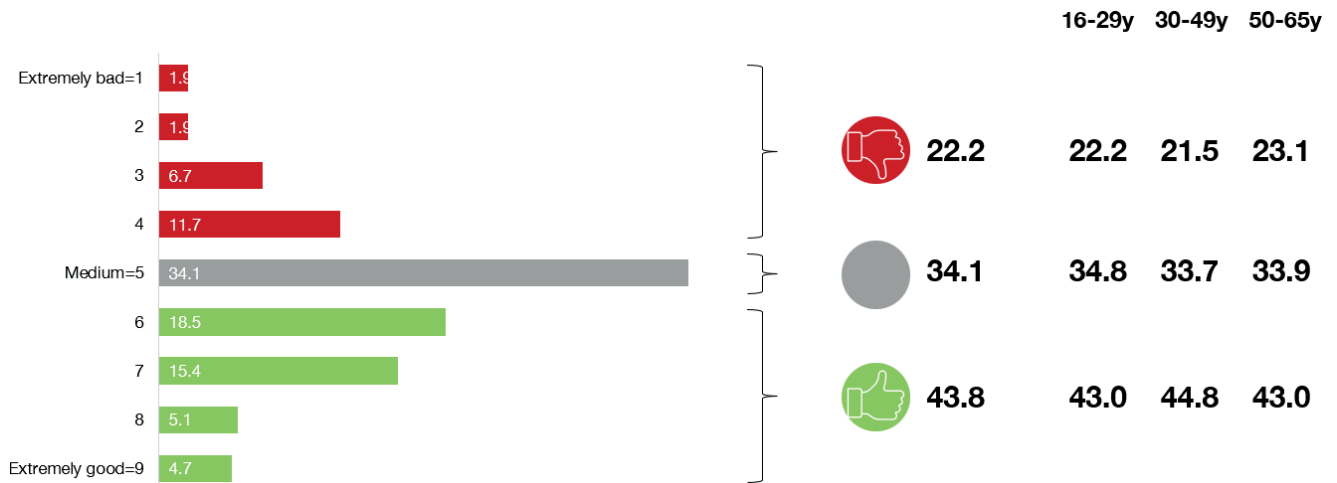
- Number of IOLs in the population: 12.2 %
- Determination of IOLs with the help of a question algorithm from the total population
- Characteristics of IOLs: Above-average reputation and followers, convey information and opinions, Represent a target group, high credibility, high activity (performance, likes, shares, subscribers, downloads).
- Youngest IOL: 17 years
- Oldest IOL: 65 years
- Arithmetic mean: 34 years

Health costs/health insurance premiums are also of greatest concern to the Influential Opinion Leaders

Rising health costs/health insurance premiums are clearly the main concern for IOLs as well. And top 5 concerns are also the same as for the general population with small differences in the order. In general, it is noticeable that the ranking of IOLs is quite similar to the rest of the population; only the absolute frequencies are less pronounced, i.e. the top 5 concerns are more spread across all individual topics. The biggest striking feature is that gender equality is clearly relegated to the bottom ranks among IOLs.

3. Supplementary survey on climate/environmental protection

Question: Where does Switzerland stand today in terms of climate/environmental protection?



Figures in percent
Basis: Population, N=2,279

	Total	G-CH	F-CH	Males	Females	16-29y	30-49y	50-65y	City	Countryside
22.2	22.2	22.7	20.6	21.3	23.0	22.2	21.5	23.1	21.7	22.9
34.1	34.1	33.7	34.9	28.1	39.9	34.8	33.7	33.9	33.2	35.5
43.8	43.8	43.5	44.5	50.6	37.1	43.0	44.8	43.0	45.0	41.6

Figures in percent
Basis: Population, N=2,279

Many people think that Switzerland is not doing so badly in terms of environmental protection/ climate change.

On the subject of environmental protection/climate change, we wanted to know more precisely and asked where Switzerland stands in the eyes of the population in this regard: A considerable proportion of the population (43.8 %) think that Switzerland is doing its homework when it comes to climate and environmental protection in all segments of the population, including young people. Only 22.2 % rate the status quo in Switzerland negatively. The majority's rather positive self-assessment could be interpreted as a certain tiredness of actionism and scaremongering, or it shows confidence in a policy in politics and an economy with long-term strategies.

4. Supplementary survey on energy consumption

Question: What do you estimate, have you used more, less or the same amount of energy (electricity, heat, fuel) in your household in the past 6 months?



Figures in percent
Basis: Population, N=2,279

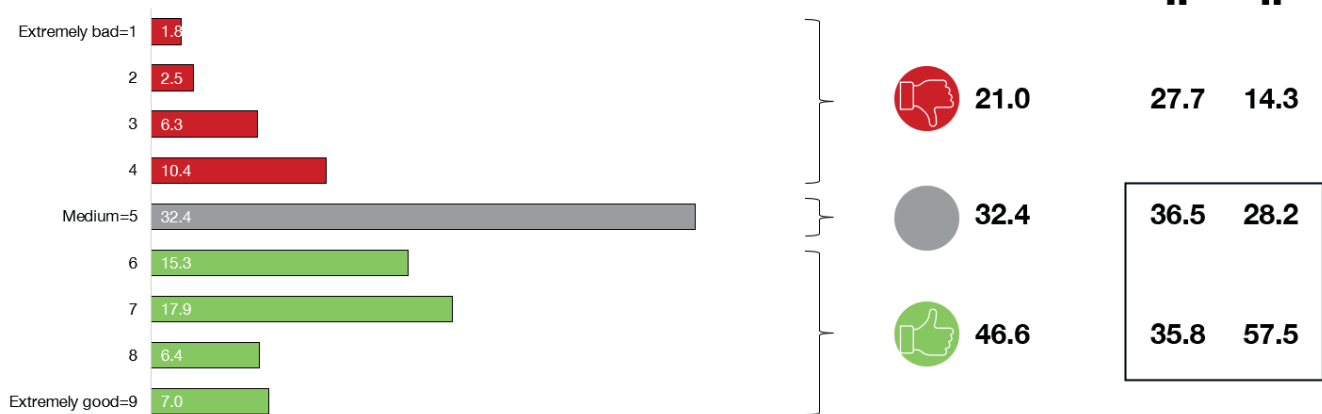
	Total	G-CH	F-CH	Males	Females	16-29y	30-49y	50-66y	City	Countryside
-3.4%	-3.4	-3.8	-2.3	-1.2	-5.5	+0.7	-2.9	-8.0	-2.9	-4.2

Open query
displayed: Arithmetic mean
Figures in percent
Basis: Population, N=2,279

According to self-assessment, the energy savings amount to just minus 3.4 %.

After environmental protection/climate change, energy/security of supply is the number 7 concern in Switzerland. In view of the Confederation's large-scale energy-saving campaign, we wanted to find out in more detail whether the population backs up the campaign words with deeds: **Over 50 % of the population consume the same amount of energy or more; according to self-assessment, the savings for the entire population average just minus 3.4 %.** While the youngest segment even consumes slightly more energy according to their own assessment, the oldest segment saves the most. The impact of the Confederation's energy-saving campaign is therefore practically zero. It can be concluded from this that the shortage situation is regarded as hypothetical and measures against it are being postponed; that the energy-saving measures are not being complied with, at least for ecological reasons, is somewhat surprising and shows a certain discrepancy between the call for climate protection and the difficulty of changing behaviour.

5. Supplementary survey on gender equality



Figures in percent
Basis: Population, N=2,279

	Total	G-CH	F-CH	Males	Females	16-29y	30-49y	50-65y	City	Countryside
21.0	21.0	20.9	21.4	14.3	27.7	17.9	21.5	23.3	19.9	22.9
32.4	32.4	31.4	35.1	28.2	36.5	30.5	32.3	34.4	31.6	33.8
46.6	46.6	47.7	43.5	57.5	35.8	51.6	46.2	42.3	48.5	43.3

Figures in percent
Basis: Population, N=2,279

Only one fifth of the population thinks that Switzerland is in a bad position when it comes to equality – but there is a gender gap in the assessment.

Gender equality is a perennial issue, yet it is only ranked 12th in Switzerland’s Problem Indicator. That is why we wanted to know more precisely where Switzerland stands in terms of gender equality in the eyes of the population. The result: the average assessment of the population is significantly better than the gender debates might suggest: **Only one fifth of the population think that Switzerland is in a bad position when it comes to gender equality.** However, there is a significant gap between men and women: **While 14.3 % of men rate the status quo negatively, the figure for women is almost twice as high at 27.7 %.** This is a clear indication of a societal imbalance between the sexes and that debates and dialogue between the sexes are still absolutely necessary.

6. Summary

Health costs/health insurance premiums are the most stomach-churning issue for the Swiss population; economic concerns currently dominate, displacing challenges such as climate change and gender equality

The results clearly show that the current uncertain, tense economic situation is causing people increasing concern in many areas: The top 5 concerns are all monetary in nature. Rising healthcare costs/health insurance premiums are the main concern of the Swiss, followed by the problem of rising energy prices and AHV/retirement pensions; the latter is the main concern of the young segment under 30. Inflation/expenses/threatening recession and increased housing costs/rising rents follow in fourth and fifth place, closely followed by concerns about environmental protection/climate change in sixth place.

Environmental protection/climate change and energy/security of supply

Environmental protection/ climate change comes in sixth place, just behind fears of increased housing costs/ rents, followed by the problem of possible energy/security of supply. Existential fears, loss of the status quo of prosperity, etc. are currently closer to people's minds than issues that can be pushed into the future. An additional survey has shown that the Swiss population does not comply with the Confederation's call to save energy: according to self-assessment, savings in the entire population average just minus 3.4 %; while the youngest segment even consumes slightly more energy according to their own assessment, the oldest segment saves the most. It can be concluded from this that the shortage situation is regarded as hypothetical and measures against it are postponed; that the energy-saving measures are not complied with, at least for ecological reasons, is somewhat surprising, however, and shows a certain discrepancy between the call for climate protection and the difficulty of changing behaviour.

Over alienation

Again, the fear of foreign infiltration comes in a distant second to security of supply. There is neither a „Rösti“ nor a gender gap on this question, but there is an age gap. For the young segment of the under-30s this concern is significantly smaller than for the oldest segment of the over-50s.

The Ukraine War and the Functioning of the Swiss Armed Forces

Concerns about a possible escalation of the Ukraine conflict are limited, ranking 9th. The assumption that the functioning of the Swiss Armed Forces could therefore be a greater concern is wrong: despite the geopolitical upheavals, this fear comes in a distant second to last, or 27th place. second to last, or 27th place.

Corona

The Corona pandemic and its consequences have lost their horror and are no longer in the Swiss population's top 10 problems, ranking 11th.

Equality

Gender equality is only ranked 12th. The supplementary survey shows that in the eyes of the population, Switzerland is better off in terms of equality than the gender debates might suggest: Only one fifth of the population thinks that Switzerland is in a bad position when it comes to gender equality. However, the assessment reveals a significant gap between the sexes: While 14.3 % of men rate the status quo negatively, the figure for women is almost twice as high at 27.7 % - a clear indication that debates and dialogue between the sexes are still needed.

7. The team



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