

# B/S

ISSUE MONITOR SWITZERLAND

2024



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# Content

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# 1. Issue Monitor Switzerland

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Against the backdrop of the current major challenges facing politics, business and society, the Swiss Issue Monitor was created as part of the brand study Brand Indicator Switzerland (BIS). **The goal of the study: To get to the bottom of what is currently causing the population the most headaches and thus provide meaningful indicators for agenda setting in 2024.**

The Issue Monitor differs from comparable surveys with similar questions, such as the Credit Suisse Worry Barometer, in two main respects:

**The Issue Monitor chooses only the online survey as the survey method and not a mix of methods with additional interviews:** Because opinions are often glossed over in interview (for example, who admits in a face-to-face survey that the issue of sustainability is less important to them than money issues?)

**The Issue Monitor chooses the survey period at the end of the year:** Because decision-makers in politics and business have up-to-date data for their planning and measures right at the start of the year.

## Survey details

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### 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 = 2'631 (DCH / WCH)

### Statistical range of variation

A sample size of N = 2'631 yields a statistical range of  $\pm 1.9\%$  with a confidence interval of 95%. For analyses based on sub-segments (e.g. men/women), the sample size used decreases and the statistical sample size used decreases and the statistical range of variation increases.

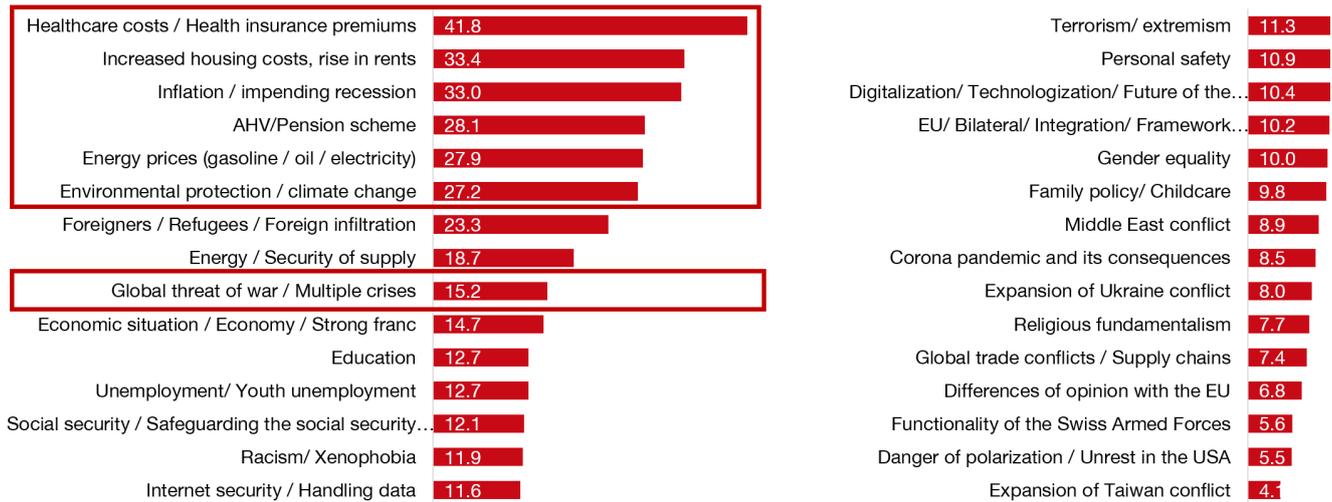
### Survey period

November 21, 2023 - November 30, 2023

# 2. The biggest issues of the Swiss population

## Issue Monitor Switzerland 2024: Overall population

Here is a list of topics that have been discussed and written about a lot recently: please read through the list and then select the 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=2631

### Healthcare costs / Health insurance premiums are the Swiss population's biggest issue

As in the previous year, rising healthcare costs/health insurance premiums are clearly the biggest issue of the Swiss by far. And this applies to all age segments - now also to the under 30s! Among all genders, in all parts of the country and in the countryside as well as in the city. Compared to last year, this main issue has once again risen considerably, particularly in the 50-65 age segment, and the concern has also grown in French-speaking Switzerland.

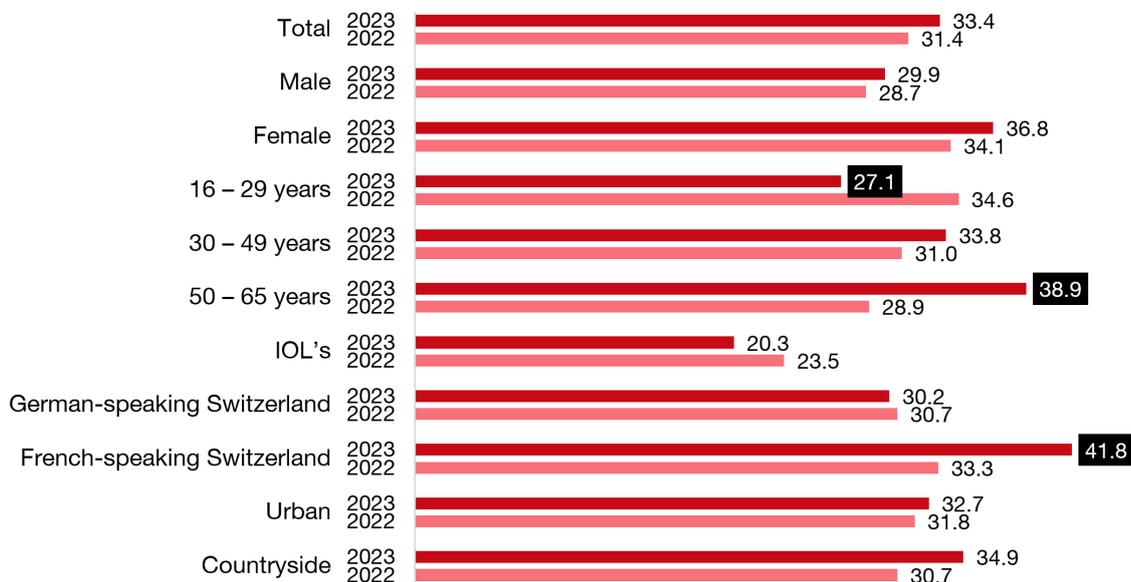
### Increased housing costs, rise in rents are now the second biggest concern, followed by Inflation / Impending recession.

In second place comes the concern of Increased housing costs, rise in rents (2023: rank 5). They are a greater issue than a year ago for all segments except the young, particularly the 50-65 age segment and age segment of 50 - 65-year-olds and in French-speaking Switzerland.

In third place is the concern of Inflation / Impending recession (2023: rank 4). It is noticeable here that this issue has increased significantly compared to last year, particularly in French-speaking Switzerland and in the countryside.

## Issue Monitor Switzerland 2024: Rising rent costs

### Top 5 issues in Switzerland: Increased housing costs, rise in rents



Figures in percent

Shown: Percentage of respondents who mentioned the above topic

Shown inverse: Significant difference to previous year

Question text: „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“

## Issue Monitor Switzerland 2024: Inflation

### Top 5 issues in Switzerland: Inflation / price rises / threat of recession



Figures in percent

Shown: Percentage of respondents who mentioned the above topic

Shown inverse: Significant difference to previous year

Question text: „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“

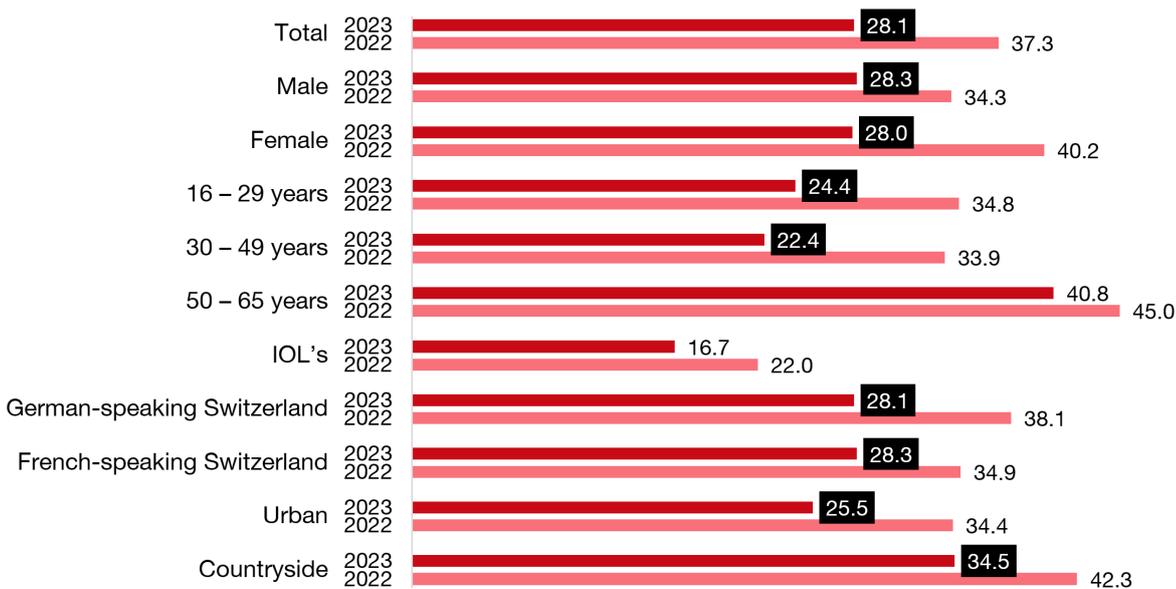
**The 5 biggest issues of the Swiss population are of a monetary nature: Economic concerns have increased; issues such as climate change only come in sixth place.**

AHV/retirement provision (unchanged from 2023), rising energy prices (2023: ranked second) and climate protection (unchanged from 2023) follow in fourth to sixth place. What is striking is that the values for these three concerns are lower across all segments compared to last year.

Existential fears, loss of the status quo of prosperity, etc. are more important to people than issues that can be pushed into the future. A healthy economy is the basis for mastering major challenges such as climate protection.

## Issue Monitor Switzerland 2024: Retirement provision

### Top 5 issues in Switzerland: AHV / Retirement provision



Figures in percent

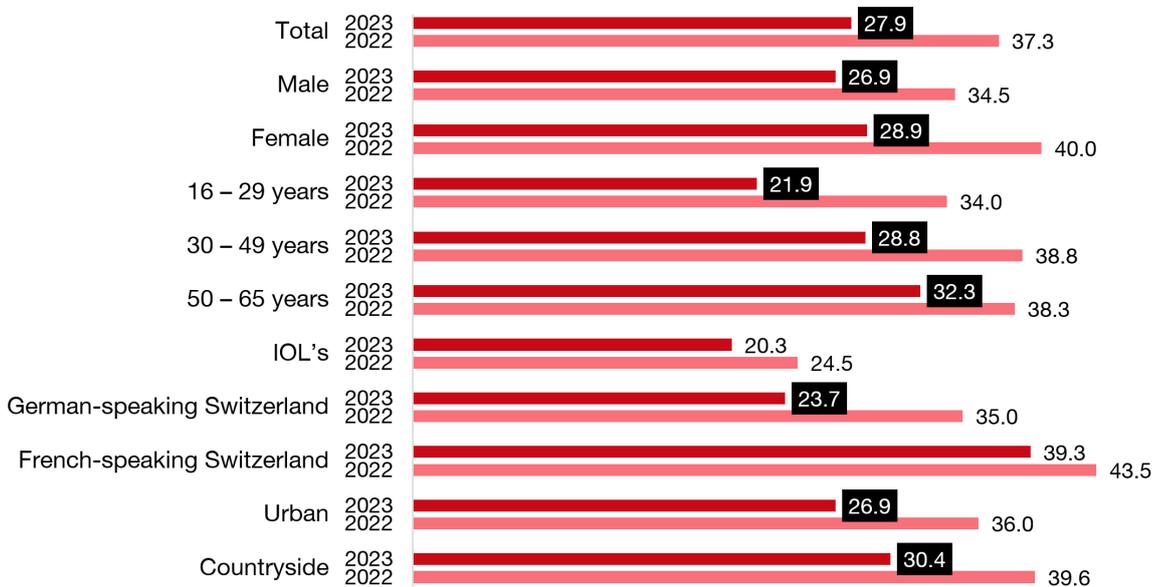
Shown: Percentage of respondents who mentioned the above topic

Shown inverse: Significant difference to previous year

Question text: "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"

## Issue Monitor Switzerland 2024: Energy Costs

### The top 5 issues in Switzerland: Energy prices (petrol/oil/electricity)



Figures in percent

Shown: Percentage of respondents who mentioned the above topic

Shown inverse: Significant difference to previous year

Question text: "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"

## Issue Monitor Switzerland 2024: Climate change

### The top 10 issues in Switzerland: Environmental protection / Climate change



Figures in percent

Shown: Percentage of respondents who mentioned the above topic

Shown inverse: Significant difference to previous year

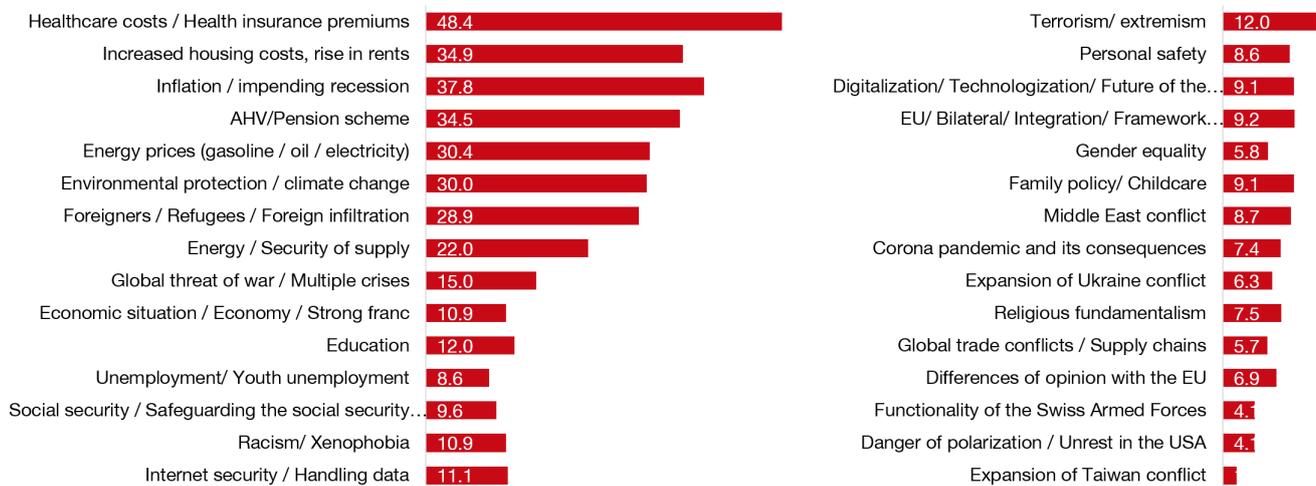
Question text: "Here you can see a list of topics that have been much discussed and written about recently: Please read through the list and then select from all of them those five that you personally consider to be the five most important problems facing Switzerland"

## The main issues are more pronounced in the countryside than in the city

The eight main issues are more pronounced among the rural population; among the urban population, the concerns are spread across more topics and the spread of judgement is greater.

## Issue Monitor Switzerland 2024: Countryside

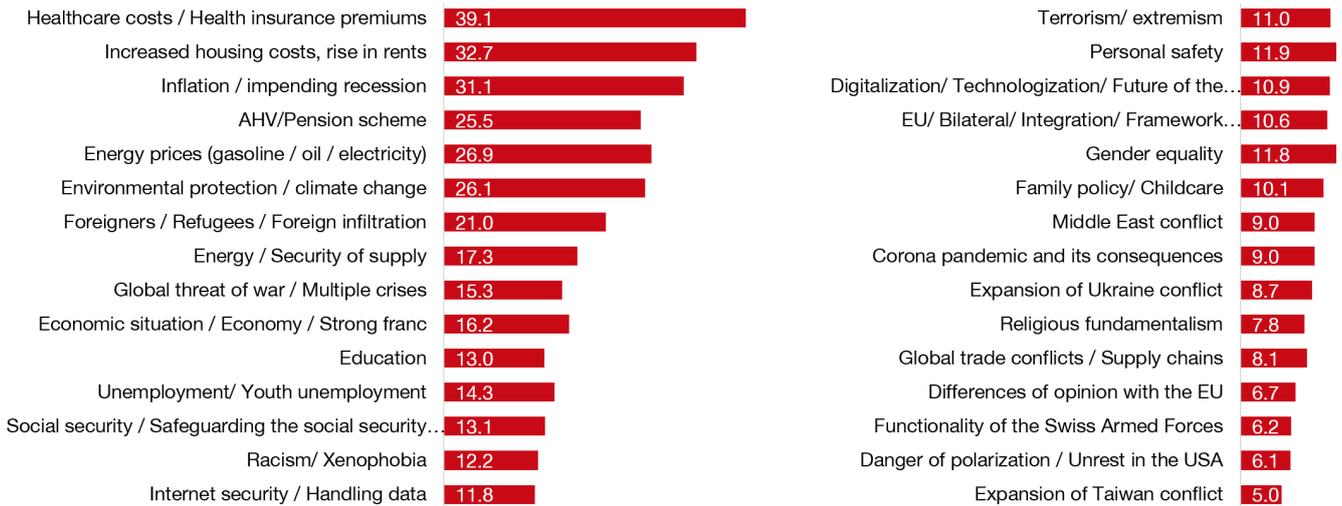
Here is a list of topics that have been discussed and written about a lot recently: please read through the list and then select the five that you personally consider to be the five most important problems facing Switzerland.



Figures in percent  
Multiple answers (up to 5) possible  
Basis: Population, N=759

## Issue Monitor Switzerland 2024: Urban population

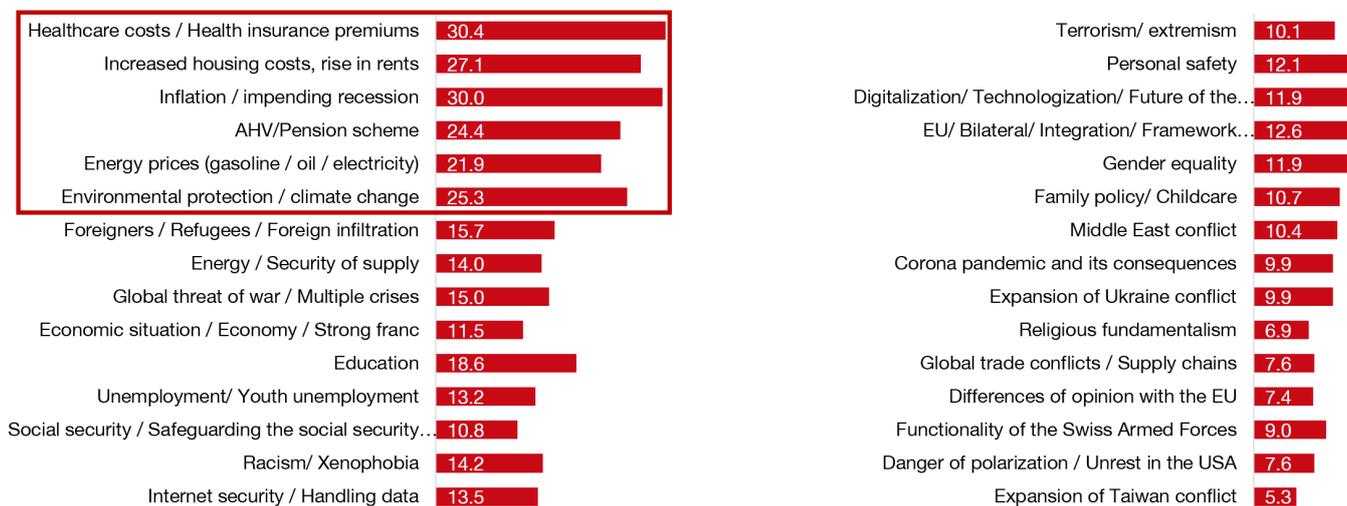
Here is a list of topics that have been discussed and written about a lot recently: please read through the list and then select the five that you personally consider to be the five most important problems facing Switzerland.



Figures in percent  
Multiple answers (up to 5) possible  
Basis: Population, N=1872

# 3. The biggest issues of young people

Here is a list of topics that have been discussed and written about a lot recently: please read through the list and then select the five that you personally consider to be the five most important problems facing Switzerland.



Figures in percent  
Multiple answers (up to 5) possible  
Basis: 16 - 29 years, N=720

## Healthcare costs/Health insurance premiums and inflation are the two main issues of young people

The issues of the young segment of 16 to 30-year-olds are the same as those of the population as a whole, but apart from healthcare costs/health insurance premiums, they are weighted slightly differently.

Increasing healthcare costs/Health insurance premiums, closely followed by Inflation/Threat of recession, are the biggest concern for the young segment of the under 30s.

In third place are Increased housing costs/Rise in rents.

In fourth to sixth place are Environmental protection, AHV/Retirement provision and Energy prices, although the values have decreased compared to last year.

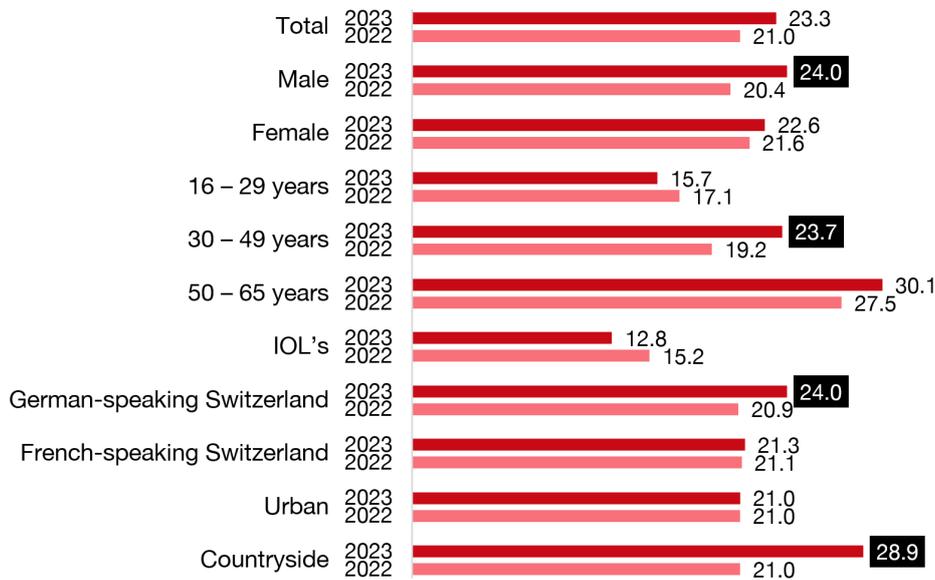
# 4. What the Swiss population is increasingly concerned about

## Foreign infiltration in 7th place is a persistent concern that has increased in some segments

Foreigners/Refugees/Foreign infiltration in 7th place (unchanged from 2023) is a persistent concern that has increased, particularly in German-speaking Switzerland and in the countryside.

### Issue Monitor Switzerland 2024: Foreign infiltration

#### Top 10 issues in Switzerland: Foreigners/Refugees/Foreign infiltration



Figures in percent

Shown: Percentage of respondents who mentioned the above topic

Shown inverse: Significant difference to previous year

Question text: "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"

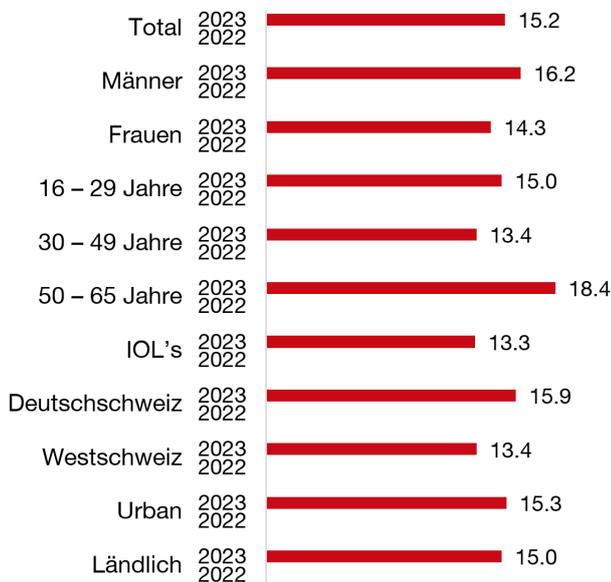
## New in 9th place in the Issue Monitor: Global threat of war/Multiple crises; Terrorism/Extremism and personal safety are increasing in all population segments

Global threat of war/Multi-crises has been added to the selection and ranks 9th after Energy/Supply security among the concerns of the Swiss population.

It is also striking that Terrorism/Extremism (rank 16) and Personal safety (rank 17) are concerns that have also increased in all population segments and parts of the country.

### Issue Monitor Switzerland 2024: Global threat of war

#### Top 10 issues in Switzerland: Global threat of war/Multiple crises



Figures in percent

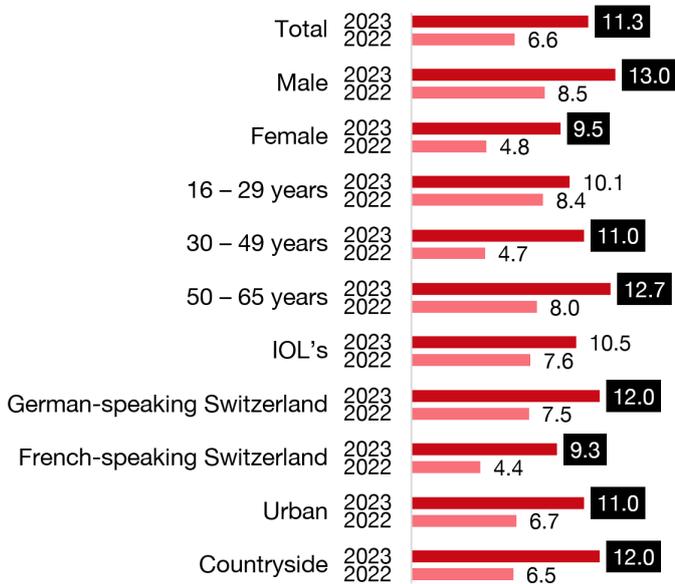
Shown: Percentage of respondents who mentioned the above topic

Shown inverse: Significant difference to previous year

Question text: "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"

## Issue Monitor Switzerland 2024: Terrorism/Extremism

### The top 20 issues in Switzerland: Terrorism/Extremism



Figures in percent

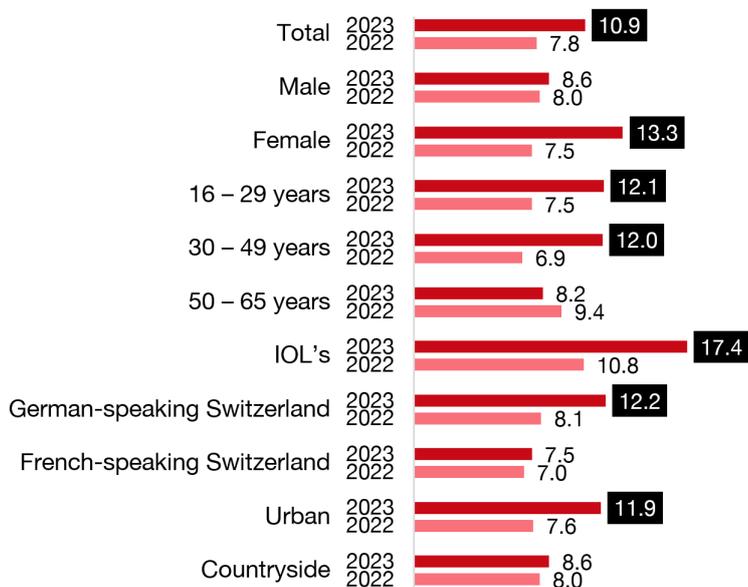
Shown: Percentage of respondents who mentioned the above topic

Shown inverse: Significant difference to previous year

Question text: "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"

## Issue Monitor Switzerland 2024: Personal safety

### The top 20 issues in Switzerland: Personal safety



Figures in percent

Shown: Percentage of respondents who mentioned the above topic

Shown inverse: Significant difference to previous year

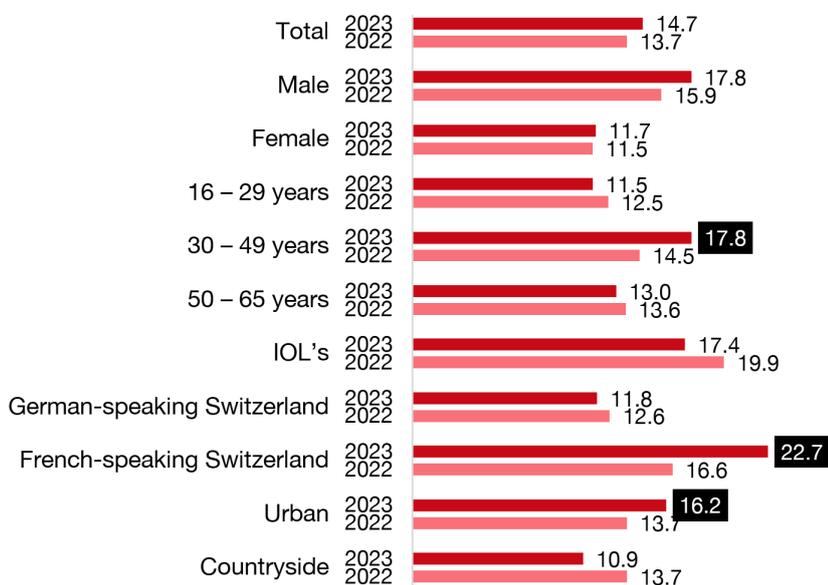
Question text: "Here you can see a list of topics that have been much discussed and written about recently: Please read through the list and then select from all of them those five that you personally consider to be the five most important problems facing Switzerland"

## The tense economic situation is particularly hard on families and people in French-speaking Switzerland

Economic issues are already reflected in the five main concerns. However, the Economic situation/ Strength of the Swiss franc (unchanged in 10th place) is also a source of increasing concern, particularly in the middle age segment of 30 to 49-year-olds, which mainly represents families and is generally much more pronounced in French-speaking Switzerland.

### Issue Monitor Switzerland 2024: Economic situation

The top 10 issues in Switzerland: Economic situation / Economy / strong franc



Figures in percent

Shown: Percentage of respondents who mentioned the above topic

Shown inverse: Significant difference to previous year

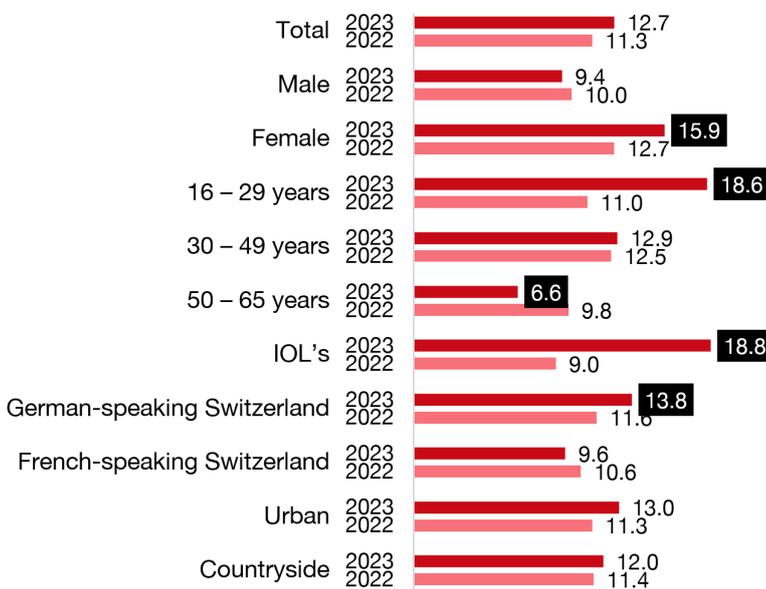
Question text: "Here you can see a list of topics that have been much discussed and written about recently: Please read through the list and then select from all of them those five that you personally consider to be the five most important problems facing Switzerland"

**The fact that the education system is of significantly greater concern to young people in particular should give pause for thought**

When it comes to education (rank 11), a significant increase in concern can be observed in the young segment compared to the previous year, i.e. precisely in the segment for which education is particularly important. It is also noticeable that women are more concerned about education than men; probably because mothers are more concerned with their children’s education on a day-to-day basis than fathers.

**Issue Monitor Switzerland 2024: Education**

The top 20 issues in Switzerland: Education



Figures in percent

Shown: Percentage of respondents who mentioned the above topic

Shown inverse: Significant difference to previous year

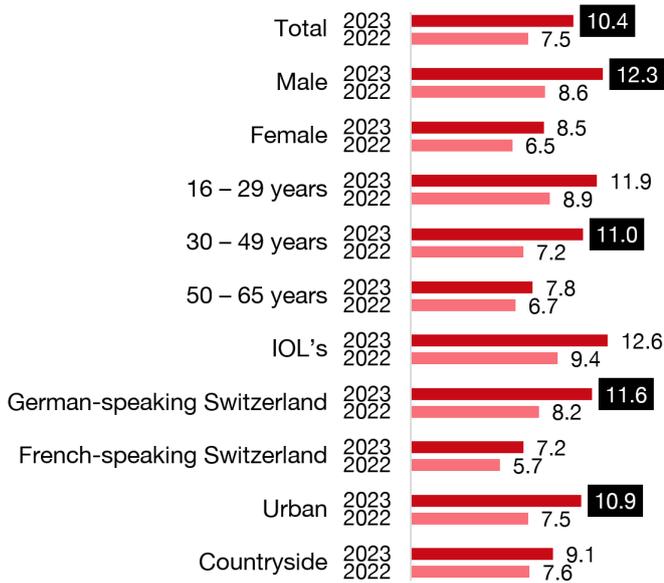
Question text: "Here you can see a list of topics that have been much discussed and written about recently: Please read through the list and then select from all of them those five that you personally consider to be the five most important problems facing Switzerland"

## Digitalisation and new technological possibilities are causing increasing concern

Digitalisation/Technologisation (rank 18) and the associated uncertainty about the future of the world of work has increased in all segments.

### Issue Monitor Switzerland 2024: Digitalisation

The top 20 issues in Switzerland: Digitalisation / Technologisation / Future of the world of work



Figures in percent

Shown: Percentage of respondents who mentioned the above topic

Shown inverse: Significant difference to previous year

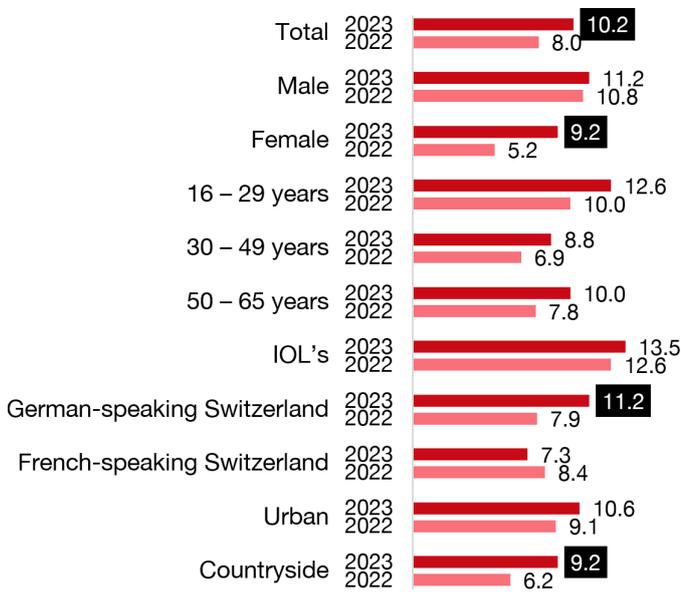
Question text: "Here you can see a list of topics that have been much discussed and written about recently: Please read through the list and then select from all of them those five that you personally consider to be the five most important problems facing Switzerland"

## A solution with the EU is needed

The relationship with the EU (ranked 19th) is also of greater concern to the Swiss population in all segments except the French-speaking part of Switzerland.

## Issue Monitor Switzerland 2024: EU Agreement

The top 20 issues in Switzerland: EU / Bilaterals / Integration / EU agreements incl. differences of opinion



Figures in percent

Shown: Percentage of respondents who mentioned the above topic

Shown inverse: Significant difference to previous year

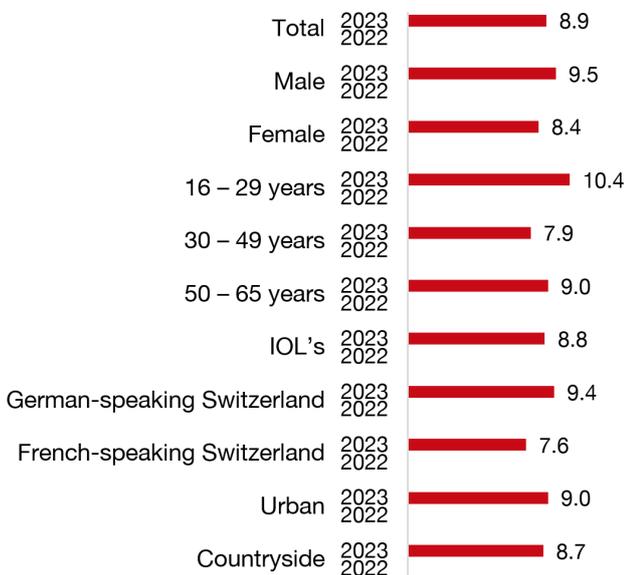
Question text: "Here you can see a list of topics that have been much discussed and written about recently. Please read through the list and then select from all of them those five that you personally consider to be the five most important problems facing Switzerland"

## The Middle East conflict causes relatively little concern

The survey was conducted just under a month and a half after the outbreak of the Middle East war; when new events occur so close to the survey period, the results are usually a little too strong. It is therefore all the more surprising that the Middle East conflict is only in 22nd place in the ranking of current concerns. This may also be due to the fact that this concern is already covered by the concern of global risk of war/multi-crisis (9th place).

## Issue Monitor Switzerland 2024

### Top 20 issues in Switzerland: Middle East conflict



Newly collected from 2023

Figures in percent

Shown: Percentage of respondents who mentioned the above topic

Shown inverse: Significant difference to previous year

Question text: "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"

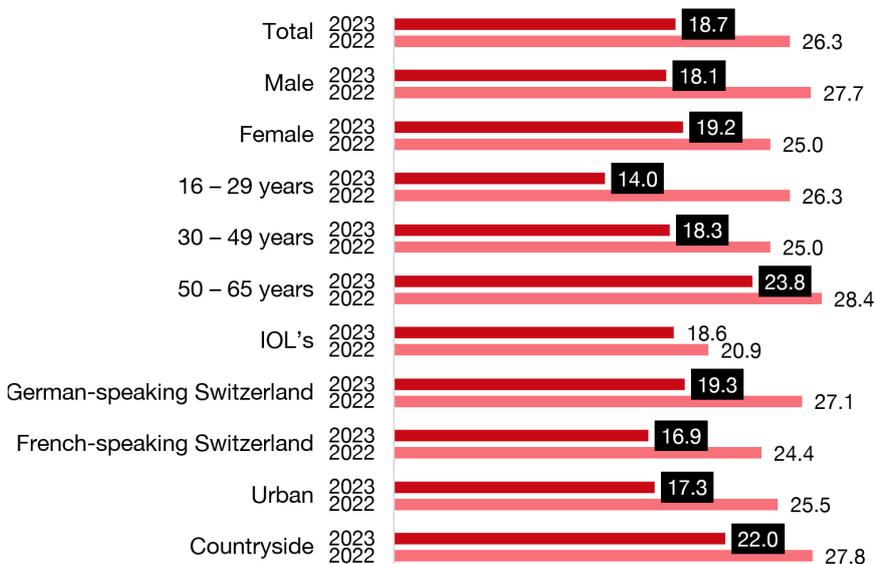
# 5. What the Swiss population is less concerned about

## Concerns about Energy/Security of supply have diminished significantly

Energy/Security of supply is still in 8th place (2023: 7th place), but the values have significantly lower across all segments.

### Issue Monitor Switzerland 2024: Energy/Security of supply

The top 10 issues in Switzerland: Energy/security of supply



Figures in percent

Shown: Percentage of respondents who mentioned the above topic

Shown inverse: Significant difference to previous year

Question text: "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"

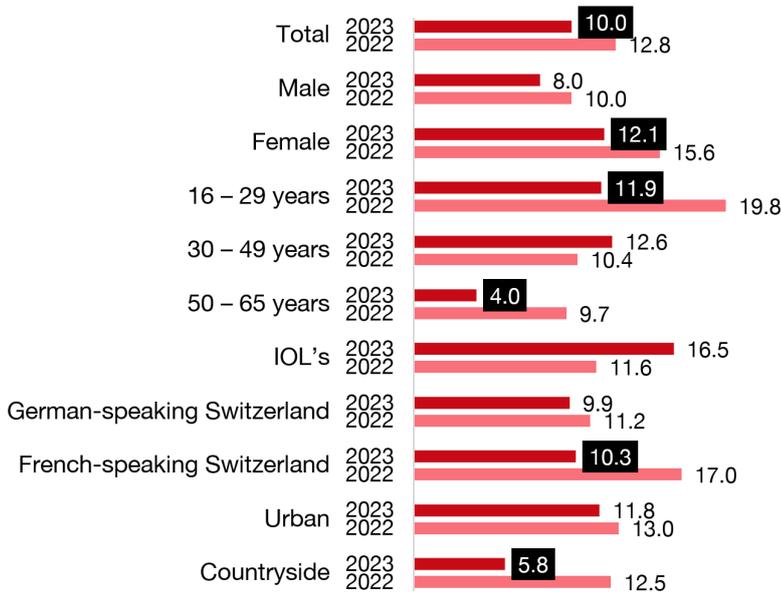
### Few differences between the sexes and fewer concerns about gender equality

Concerns about gender equality have fallen sharply compared to the previous year and have slipped to 20th place (2023: 12th place), interestingly particularly among women. In addition, the issue also causes significantly less concern in the young segment as well as in French-speaking Switzerland and in the countryside.

In general, it is noticeable that the concerns of women and men are quite similar, apart from individual topics.

### Issue Monitor Switzerland 2024: Equality

#### The top 20 issues in Switzerland: Gender-Equality



Figures in percent

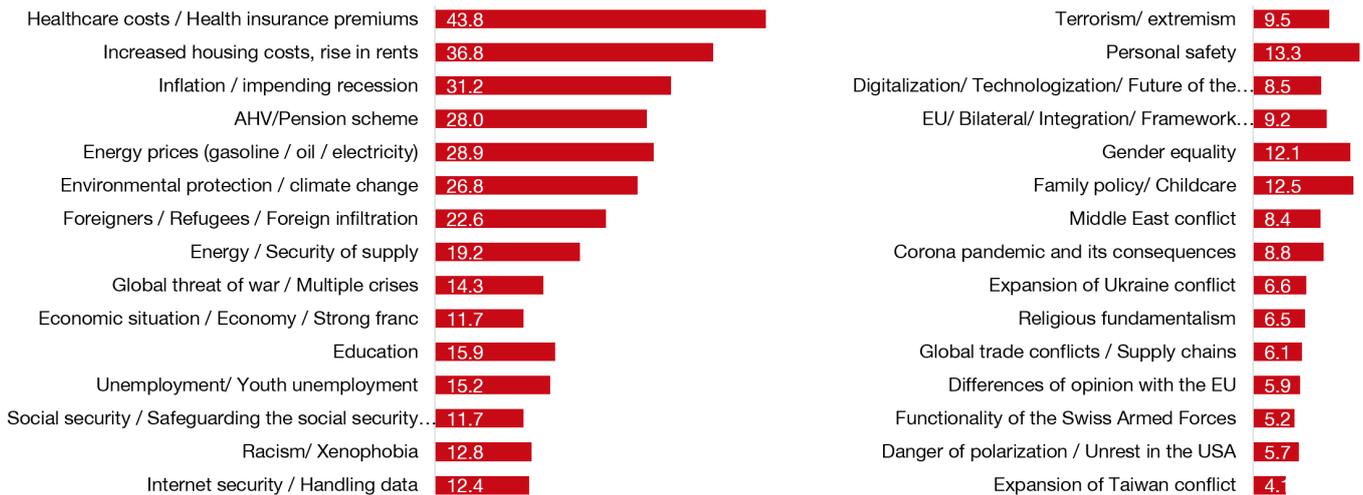
Shown: Percentage of respondents who mentioned the above topic

Shown inverse: Significant difference to previous year

Question text: "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"

## Issue Monitor Switzerland 2024: Females

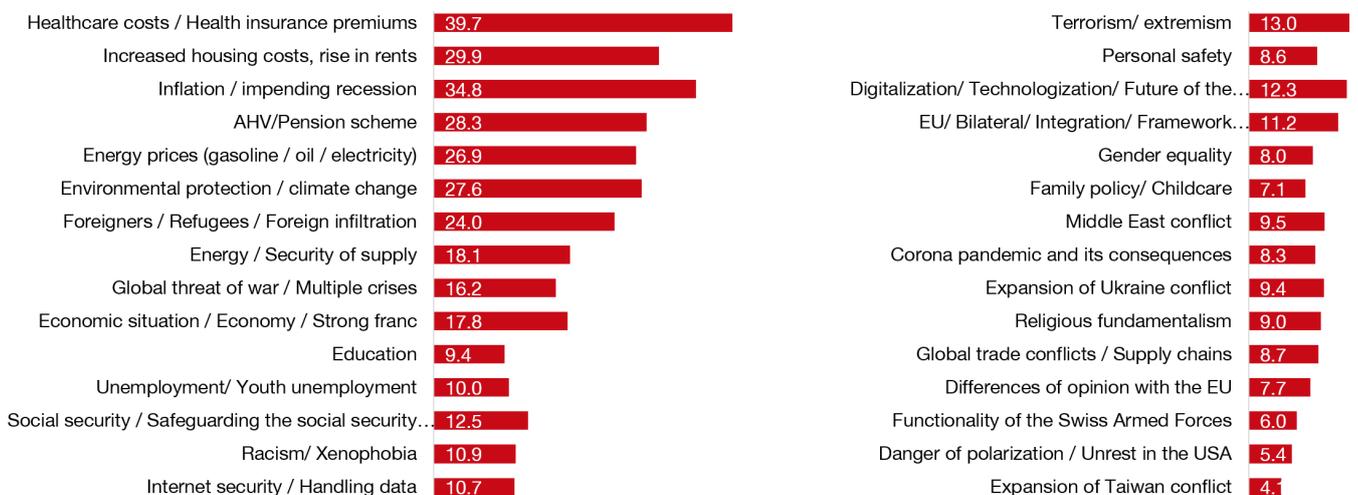
Here is a list of topics that have been discussed and written about a lot recently: please read through the list and then select the five that you personally consider to be the five most important problems facing Switzerland.



Figures in percent  
Multiple answers (up to 5) possible  
Basis: Population, N=1325

## Issue Monitor Switzerland 2024: Males

Here is a list of topics that have been discussed and written about a lot recently: please read through the list and then select the five that you personally consider to be the five most important problems facing Switzerland.



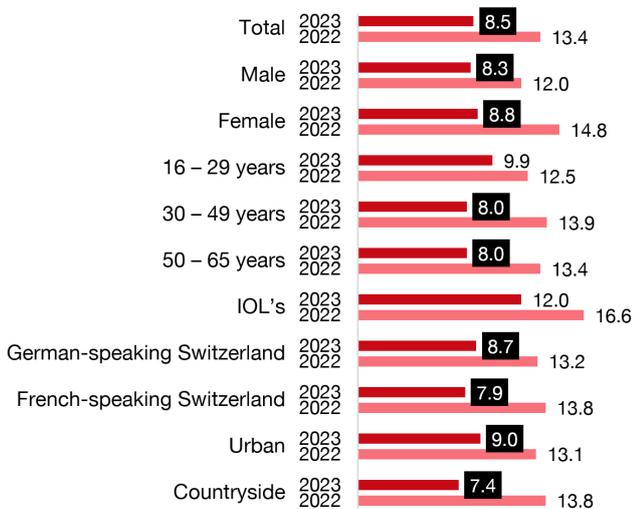
Figures in percent  
Multiple answers (up to 5) possible  
Basis: Population, N=1306

## Corona is yesterday

While coronavirus concerns were still in 11th place in the previous year, they are now only in 23rd place; the values have decreased significantly across all segments compared to the previous year.

## Issue Monitor Switzerland 2024

The top 25 issues in Switzerland: Corona pandemic and its consequences



Figures in percent

Shown: Percentage of respondents who mentioned the above topic

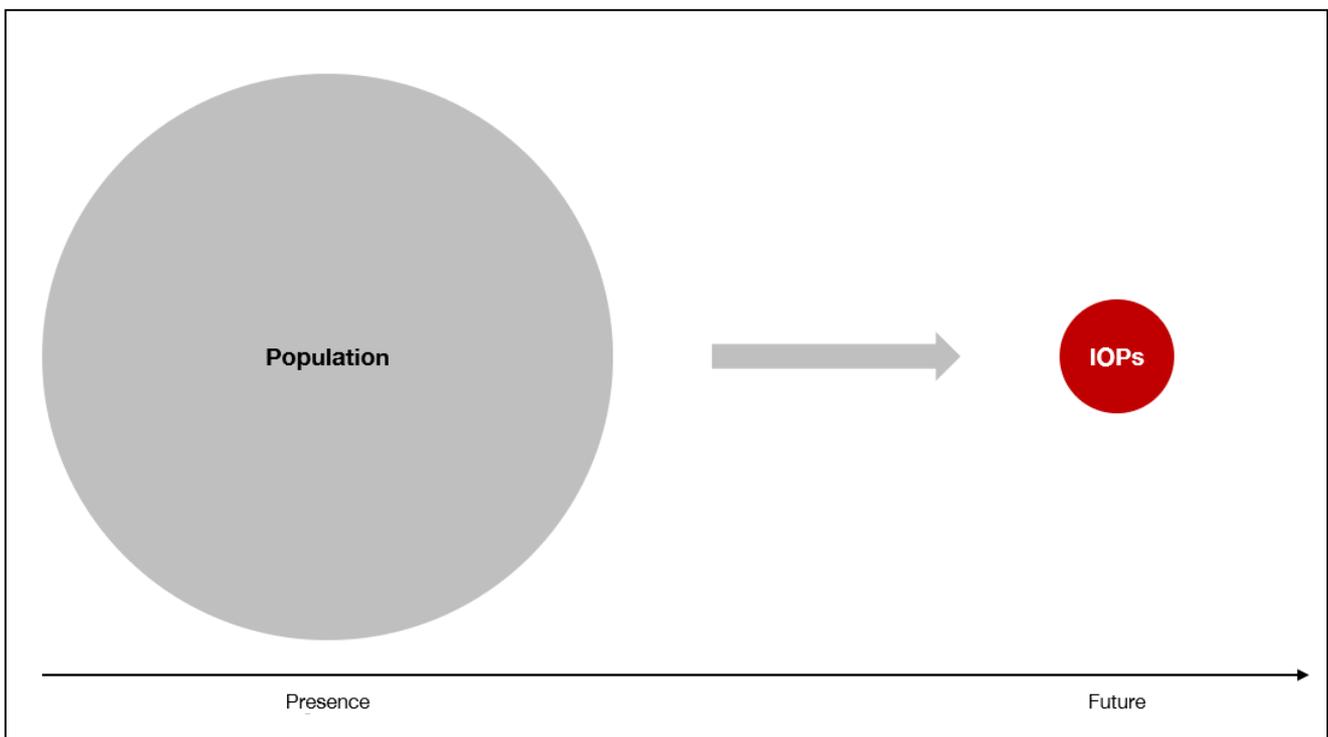
Shown inverse: Significant difference to previous year

Question text: "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"

# 6. Issues about the future

## Influential Opinion Leader (IOL)

While most studies at best reflect the present, the Swiss Issue Monitor also provides an outlook into the future by comparing the opinion of the population as a whole with the opinion of IOLs: Because they are ahead of the curve - they influence their followers, who follow trends with a lag - their opinion is an indicator to predict trends

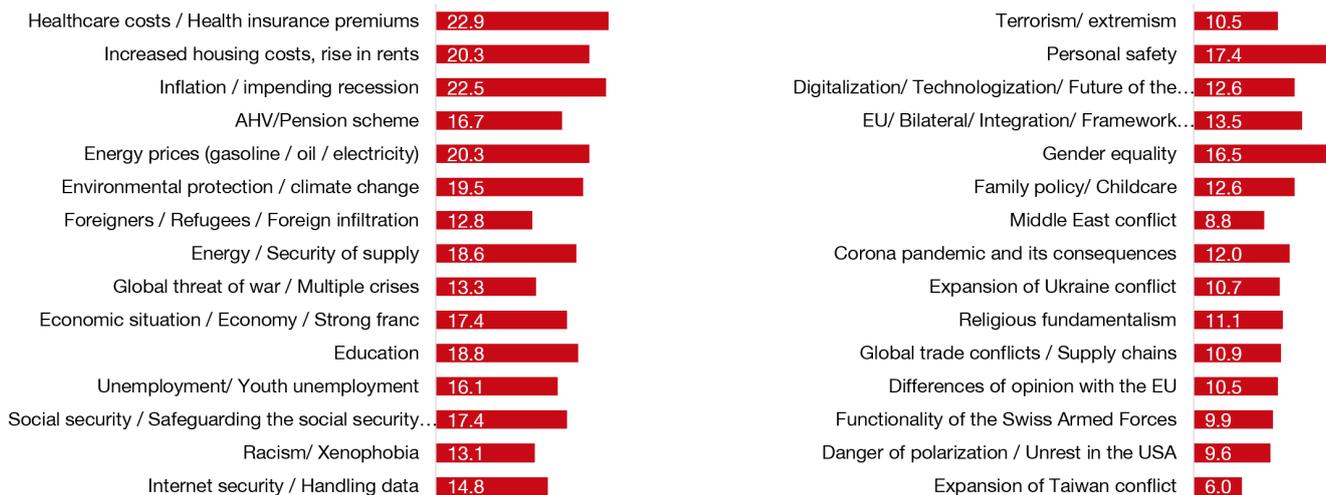


### Profile IOL (Influential Opinion Leader)

- Number of IOLs in the population: 20.3%
- 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 (appearances, likes, shares, subscribers, downloads, etc.)
- Youngest IOLs: 16 years
- Oldest IOLs: 65 years
- Arithmetic mean: 32 years

## Issue Monitor Switzerland 2024: Influential Opinion Leader

Here is a list of topics that have been discussed and written about a lot recently: please read through the list and then select the 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=233

### The number of major concerns will increase in the future

The results of the Influential Opinion Leaders (IOLs) should be treated with caution. As they only represent a small proportion of the Swiss population, the statistical fluctuation range is all the greater - the results can only be interpreted as an indicator.

What is striking compared to the previous year's results is that while the issues were more clearly categorised and in a clear order in the previous year, the differences in the assessment of worries have become much smaller and the number of worries with a similarly high assessment has increased significantly. The interpretation: In an increasingly complex world, the number of major worries will increase in the future.

# 7. Summary

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**As in the previous year, rising Healthcare costs/Health insurance premiums are clearly the biggest issues of the Swiss. And this applies to all age segments - now also among the under-30s!**

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For all genders, in all parts of the country and in both countryside and urban areas. Compared to last year, this main concern has once again risen considerably, particularly in the 50-65 age segment, as well as in French-speaking Switzerland.

**In second place comes the concern of increased Housing costs/Rising rents (2023: rank 5).**

They are causing greater issues than a year ago in all segments except the young, particularly in the 50-65 age segment and in French-speaking Switzerland.

**In third place is now the issue of Inflation/Threat of recession (2023: rank 4).**

It is noticeable here that this concern has increased significantly compared to last year, particularly in French-speaking Switzerland and in the countryside.

**AHV/Retirement provision (unchanged from 2023), Rising energy prices (2023: ranked second) and Climate protection (unchanged from 2023) follow in fourth to sixth place.**

What is striking is that the values for these three issues are lower across all segments compared to last year.

**The 5 biggest issues of the Swiss population are all of a monetary nature: Economic concerns have increased once again; Issues such as Environmental protection/Climate change only come in sixth place.**

Existential fears, loss of the status quo of prosperity, etc. are more important to people than issues that can be pushed into the future. A healthy economy is the basis for mastering the major challenges such as climate protection.

**Global threat of war/Multi-crises has been added to the selection and is ranked 9th after Energy/Security of supply among the concerns of the Swiss population.**

Issues about terrorism/extremism and personal safety have also increased in all segments of the population increased.

The issues of the young segment of 16 to 30-year-olds are the same as those of the population as a whole, but apart from Healthcare costs/Health insurance premiums, they are weighted slightly differently.

Foreigners/Refugees/Foreign infiltration in 7th place (unchanged from 2023) is a persistent concern that has increased, particularly in German-speaking Switzerland and in the country side.

Economic worries are already reflected in the five main issues. However, the Economic situation/ strength of the Swiss franc (unchanged in 10th place) is also a source of increasing concern, particularly in the middle age segment of 30 to 49-year-olds, which mainly represents families, and is generally much more pronounced in French-speaking Switzerland.

In the education sector (11th place), a significant increase in concern can be observed in the young segment compared to the previous year, i.e. precisely in the segment for which education is particularly important - this should give food for thought.

Digitalisation/Technologisation (rank 18) and the associated uncertainty about the future of the world of work has increased in all segments.

The relationship with the EU (ranked 19th) also worries the Swiss population more in all segments, with the exception of French-speaking Switzerland.

When new events occur so close to the survey period, the results are usually a little too strong. It is therefore all the more surprising that the Middle East conflict is only in 22nd place in the ranking of current concerns. This may also be due to the fact that this issue is already covered by the concern about the global threat of war/multiple crises (9th place).

Although Energy/Supply security is still in 8th place (2023: 7th place), the values have decreased significantly across all segments.

Issues about gender equality have decreased significantly and have slipped to 20th place (2023: 12th place), interestingly particularly among women. In addition, the issue also causes significantly less concern in the young segment as well as in French-speaking Switzerland and in the countryside. In general, it is noticeable that the concerns of women and men are fairly similar, with the exception of individual topics.

It is not possible to predict future issues based on the results of the Influential Opinion Leaders (IOPs), except that the number of major concerns is increasing.

While coronavirus, issues were still in 11th place in the previous year, they are now only in 23rd place. The values have decreased significantly across all segments compared to the previous year.

# 7. The team

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