

Online survey «Point de Suisse II»

Results of the public survey

12 October 2015



Point de Suisse

Volksbefragung

Consultation populaire

Consultazione popolare

Public opinion survey



- 1. Study information**
2. Sample structure and demographics
3. Results



Research method	▶ Online survey embedded in the website «www.pointdesuisse.ch»
Target group	▶ Internet users, visitors of the website «www.pointdesuisse.ch» und visitors of the exhibition in the Museum of History in Basel, who either live in Switzerland or in a foreign country ▶ Languages: German, French, Italian, English
Sample	▶ N=645
Survey period	▶ 22 August to 18 Oktober 2015
Customer	▶ Point de Suisse/Alltag Agentur
Study execution	▶ management tools



1. Study information
- 2. Sample structure and demographics**
3. Results

Sample structure



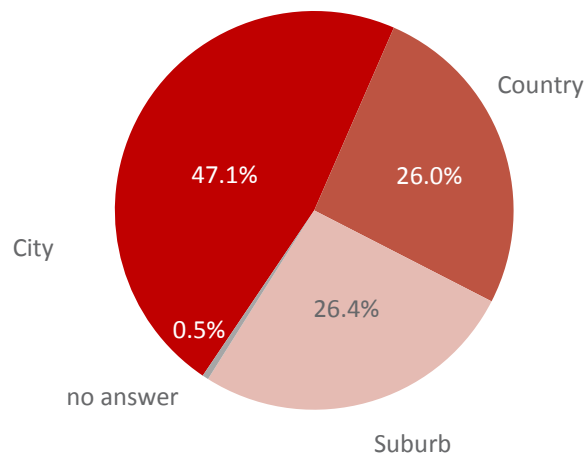
Total		N=	645	100.0%
Language	German	N=	580	89.9%
	French	N=	34	5.3%
	Italian	N=	11	1.7%
	English	N=	20	3.1%
Gender	male	N=	362	56.1%
	female	N=	283	43.9%
Age	up to 15 years	N=	6	0.9%
	16 - 34 years	N=	173	26.8%
	35 - 54 years	N=	233	36.1%
	55 - 74 years	N=	202	31.3%
	more than 75 years	N=	19	2.9%
	no answer	N=	12	1.9%
	Average	46.7 years		

Base: all participants, N=645

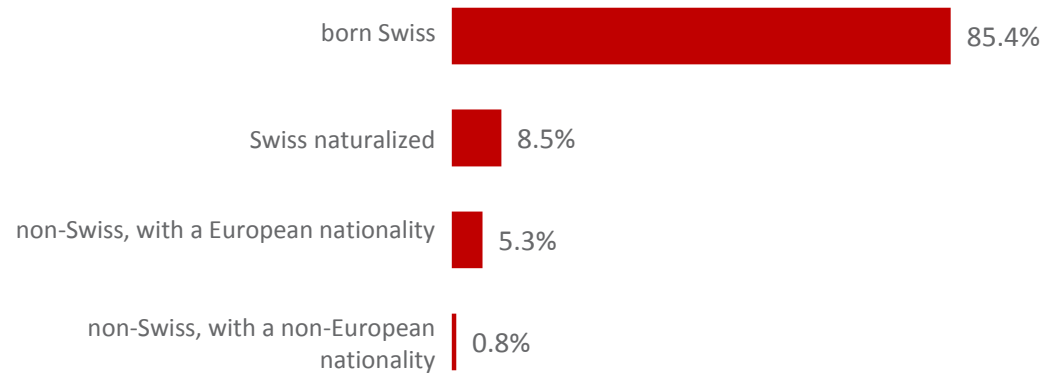
Demographics



D4. Do you live in a city, in a suburb or in the country?



D5a. Are you ...?



Base: all participants, N=645

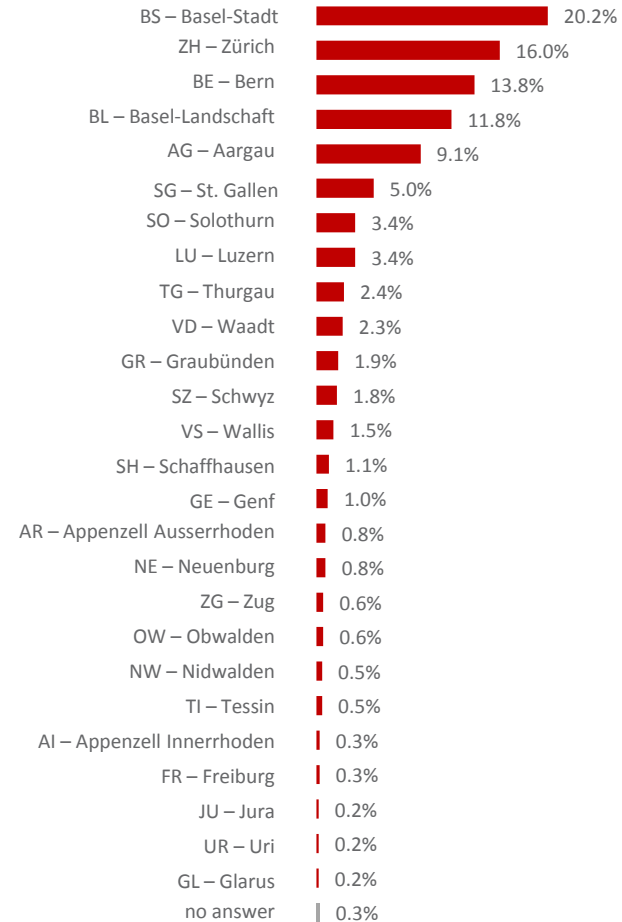
Demographics



D6. Where do you live and where do you work?



D6a. In which canton do you live?

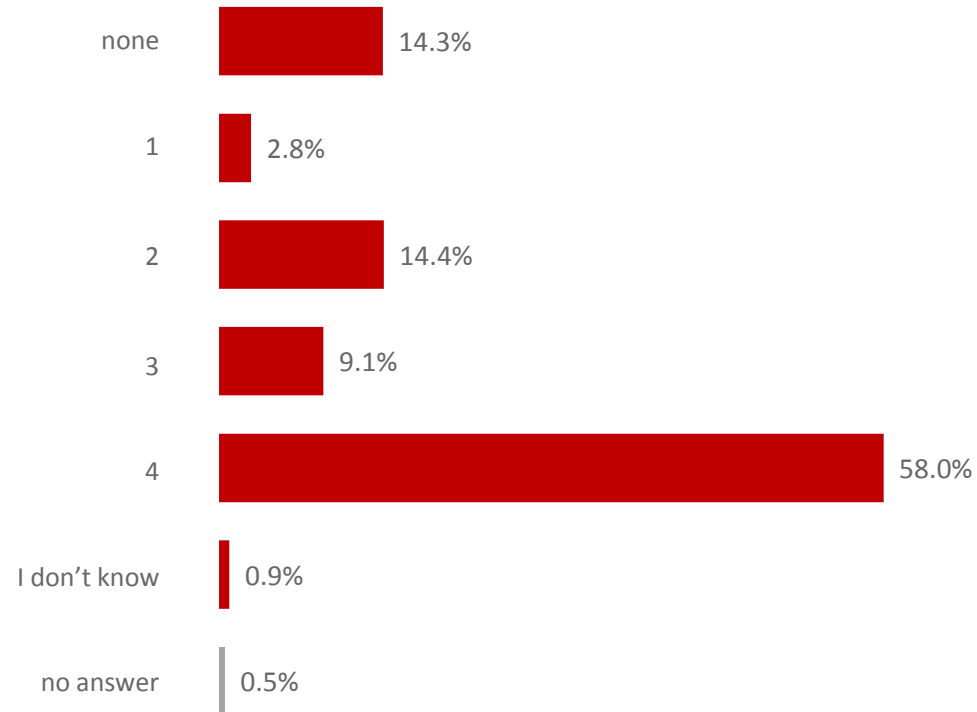


Base: all participants, N=645

Base: participants living in Switzerland, N=618



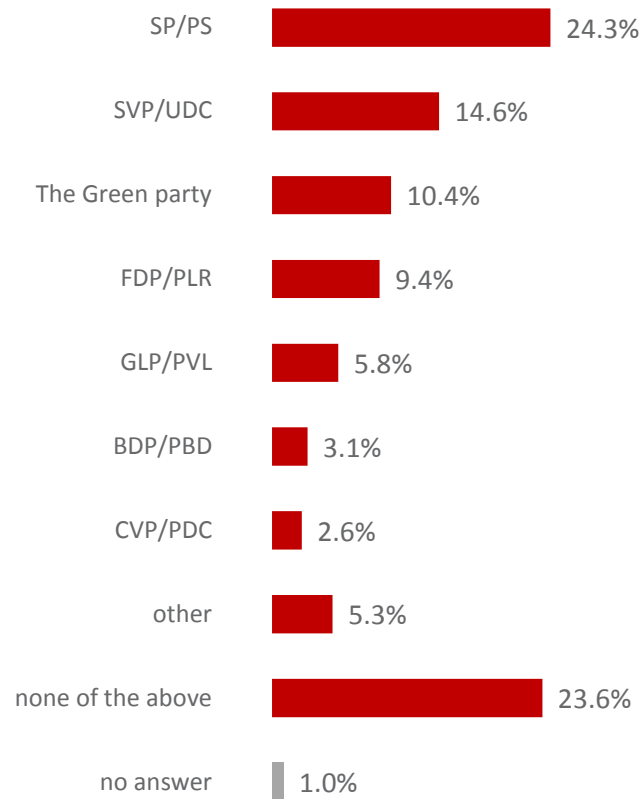
D7. How many of your grandparents are/were Swiss?



Base: all participants, N=645



D8. Which of the following parties comes closest to representing your needs and wishes?

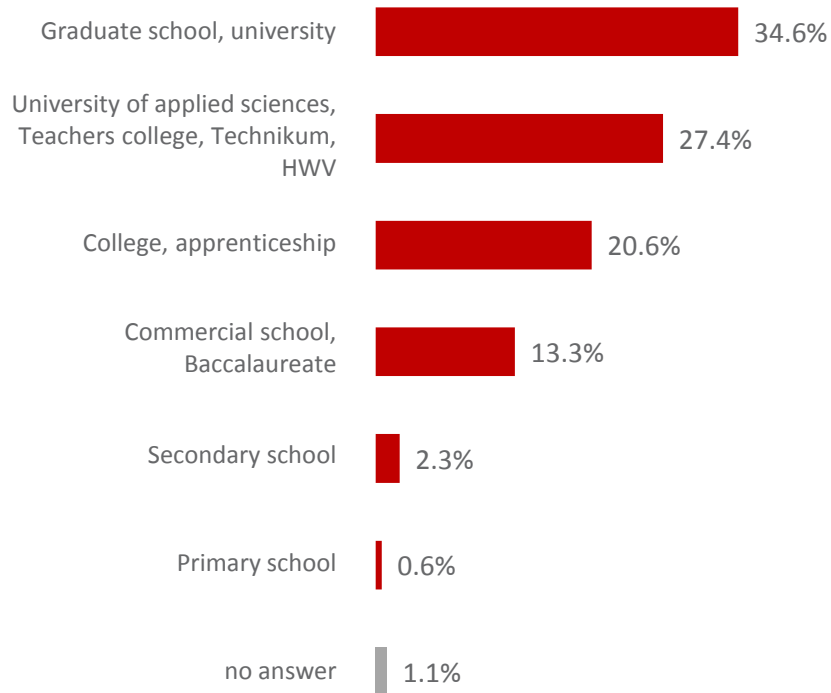


Base: participants living in Switzerland, N=618

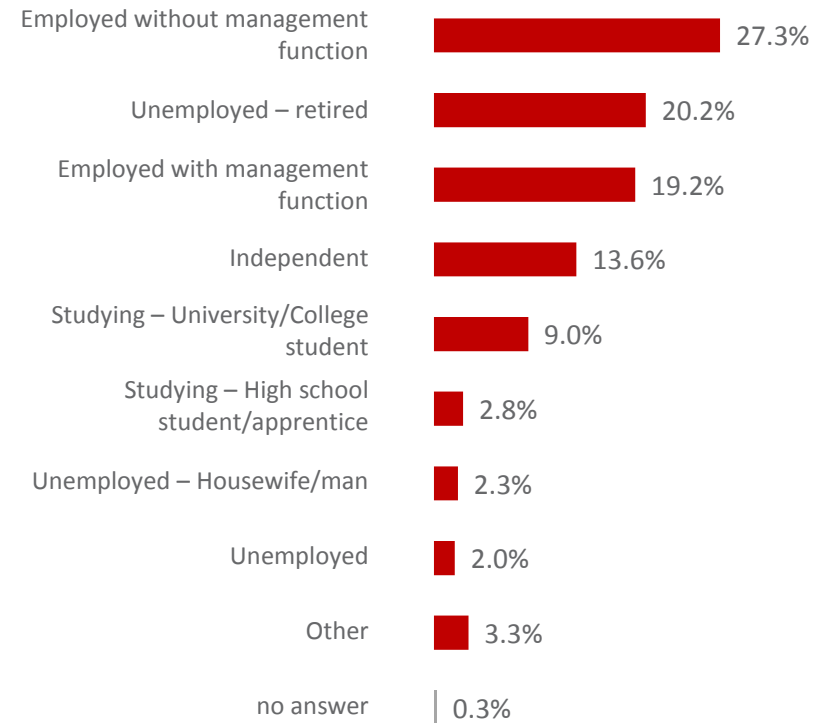
Demographics



D9. What is your highest level of education (with degree received)?



D10. What is your current professional status?

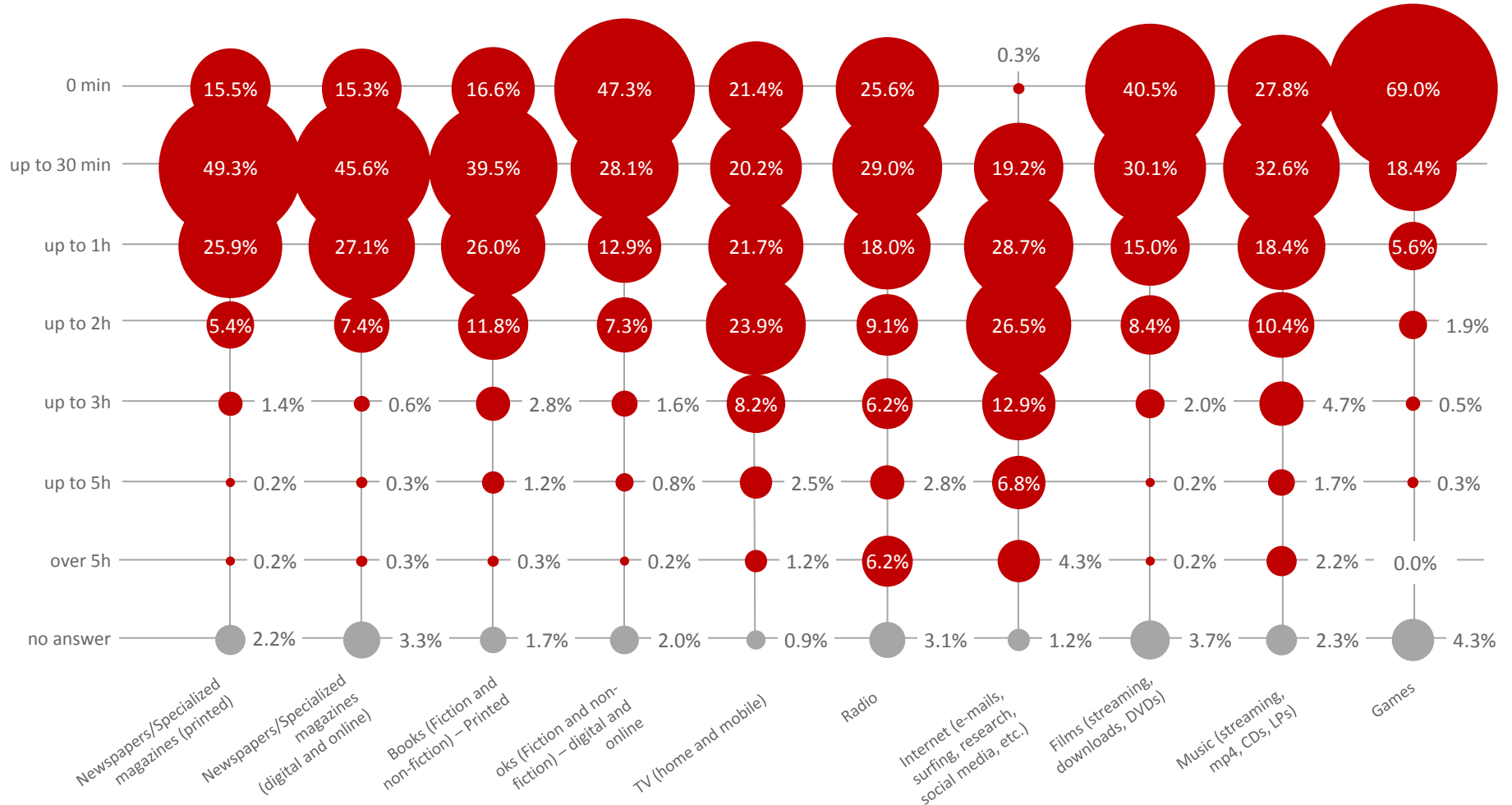


Base: alle participants, N=645

Demographics



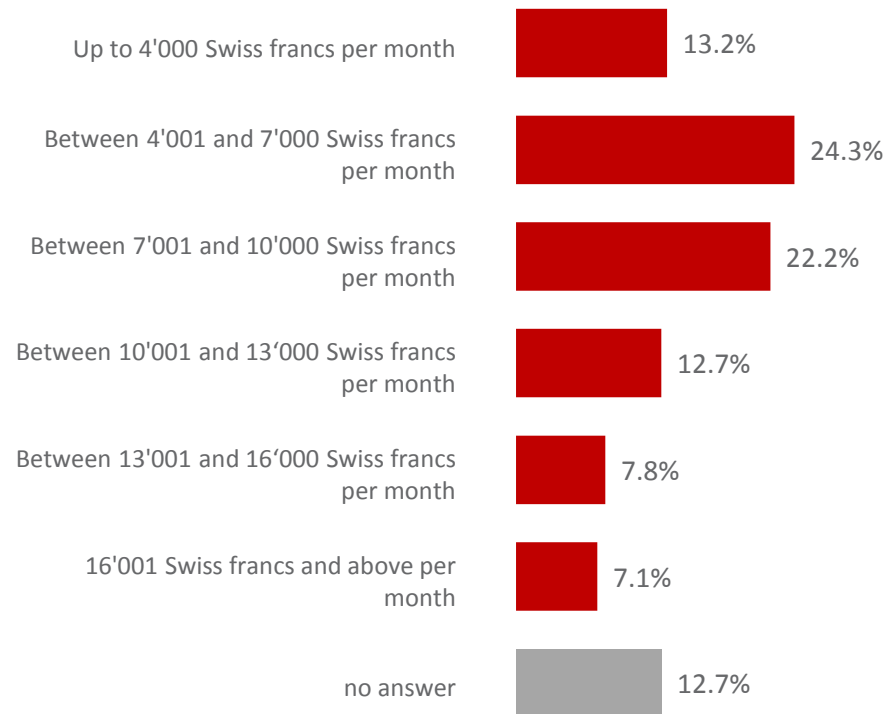
D11. How much time do you spend consulting the media per day on average?



Base: all participants, N=645



D12. What is the combined gross income of your household?



Base: all participants, N=645



1. Study information
2. Sample structure and demographics
- 3. Results**

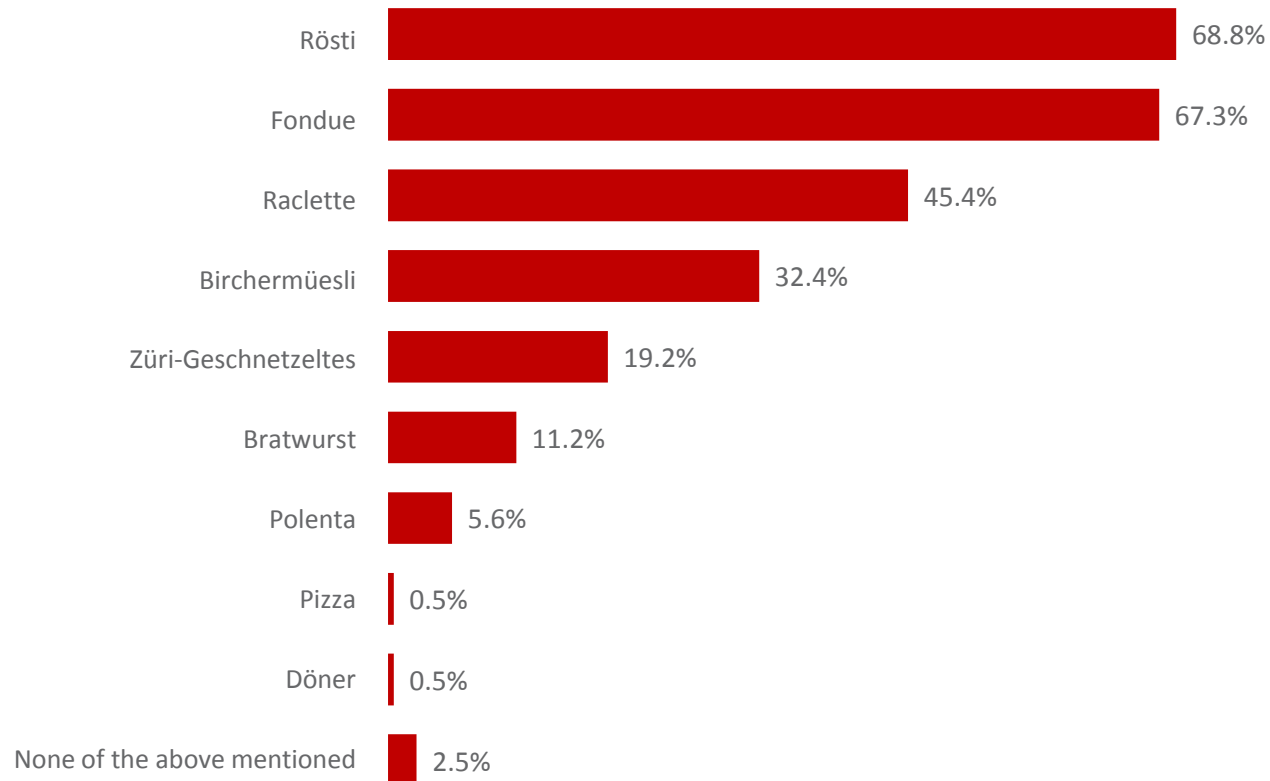


- National dish (H1) -

National dish



H1. Which of these dishes would you choose to represent a Swiss national dish?



Base: all participants, N=645, max. 3 answers possible

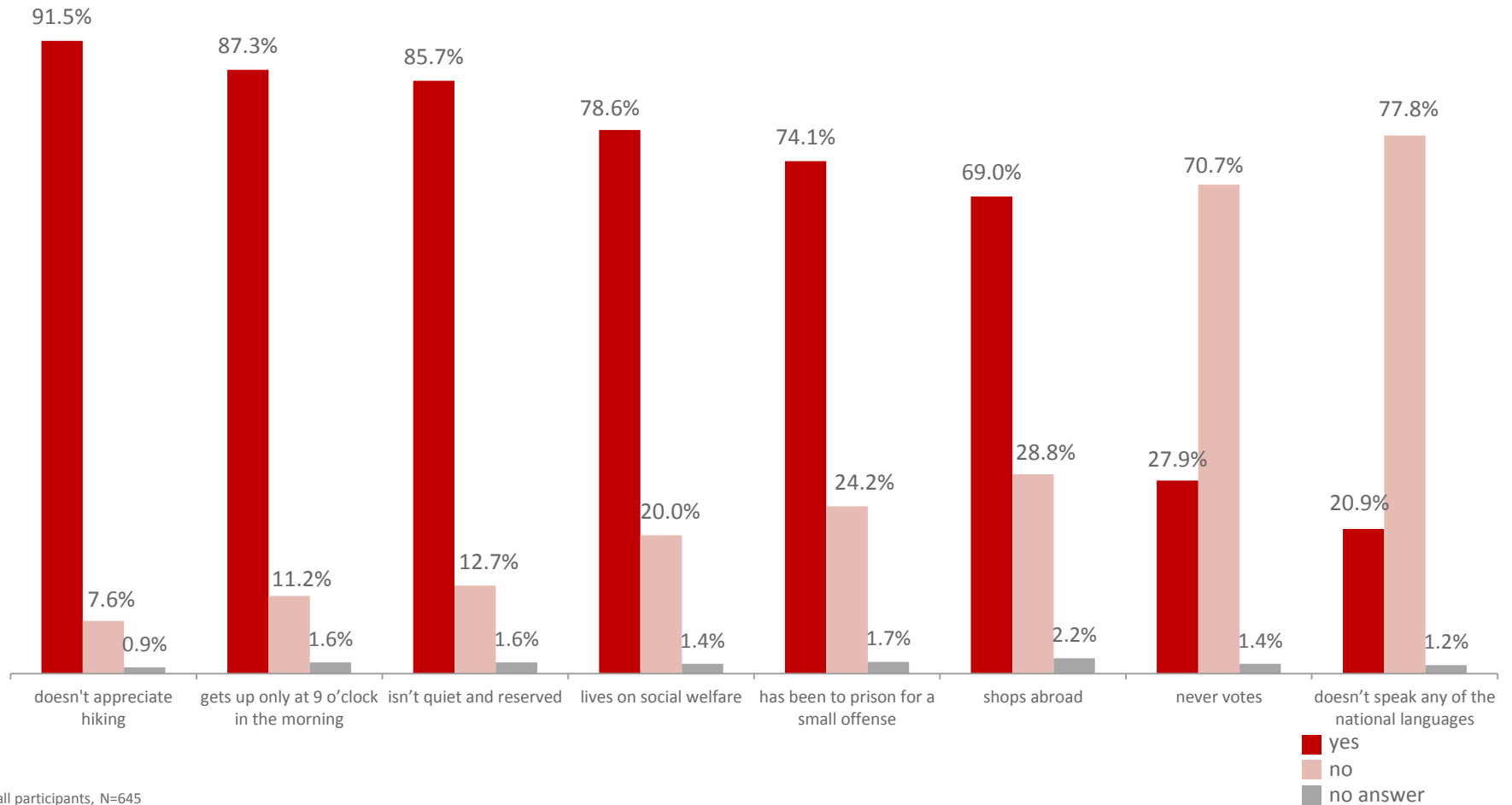


- «good Swiss» (H2) -

«good Swiss»



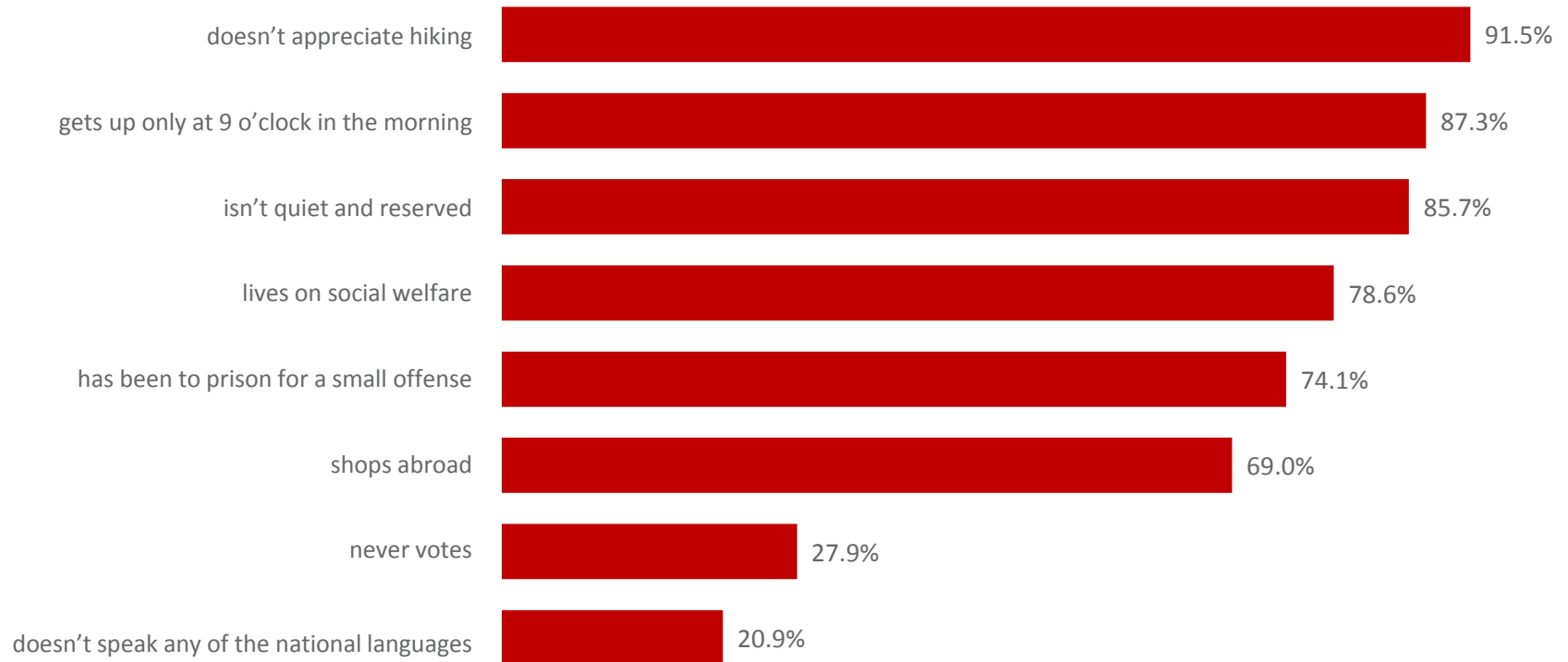
H2. Can one be a “good Swiss” when one...?



Base: all participants, N=645



H2. Can one be a “good Swiss” when one...?



Base: all participants, N=645, representation of «yes»-answers, multiple responses possible

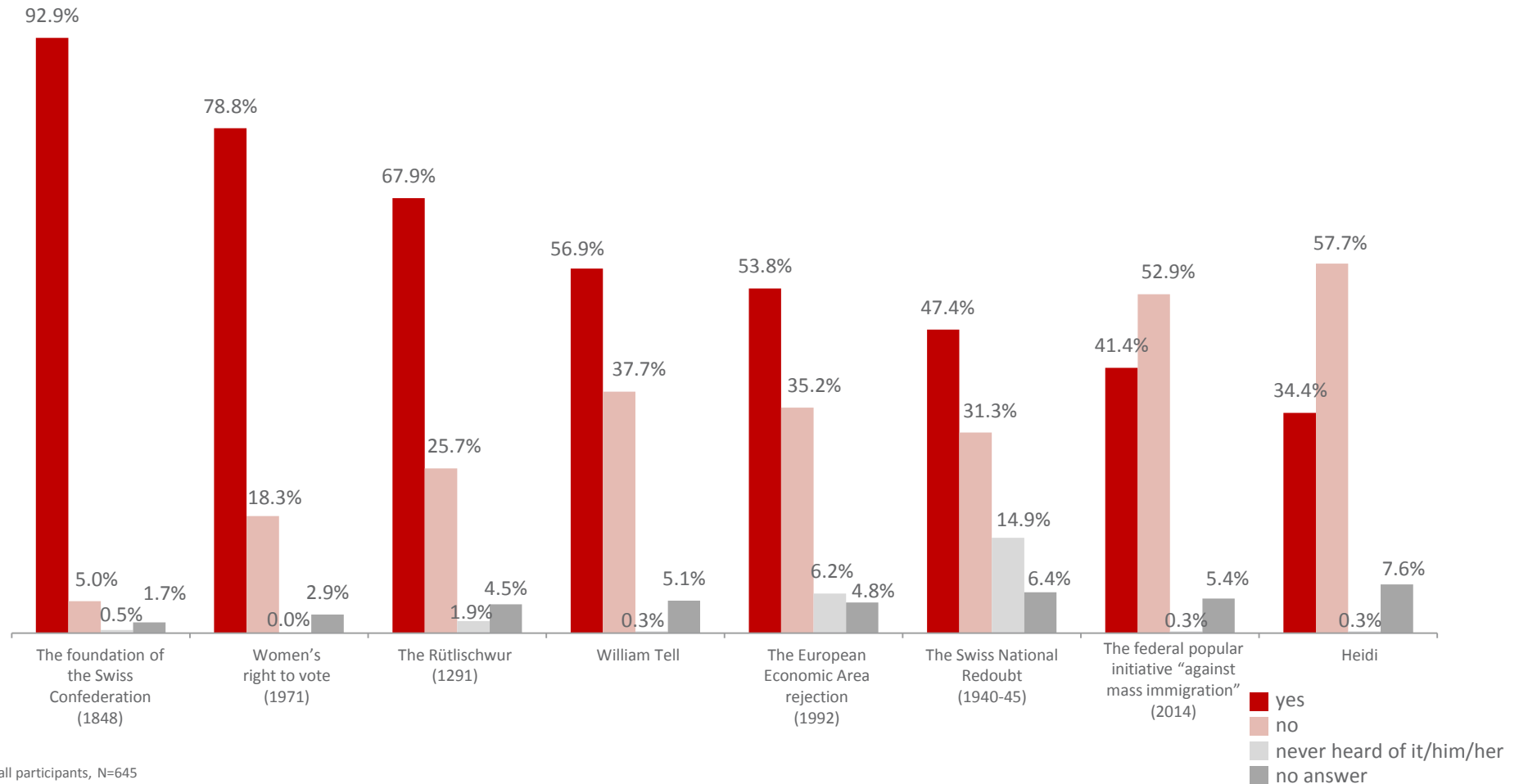


- Switzerland's identity (H3) -

Switzerland's identity

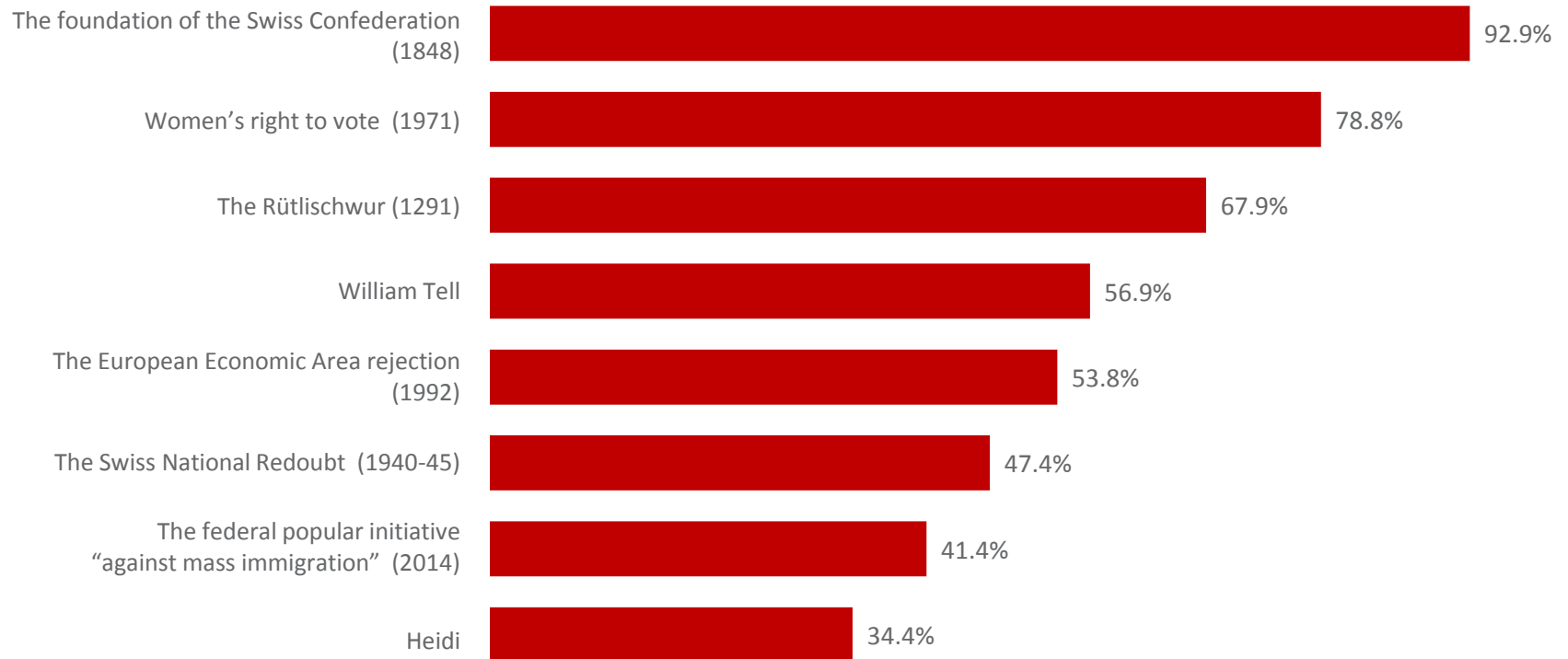


H3. Which events or personalities are important to Switzerland's identity?





H3. Which events or personalities are important to Switzerland's identity?



Base: all participants , N=645, representation of «yes»-answers, multiple responses possible

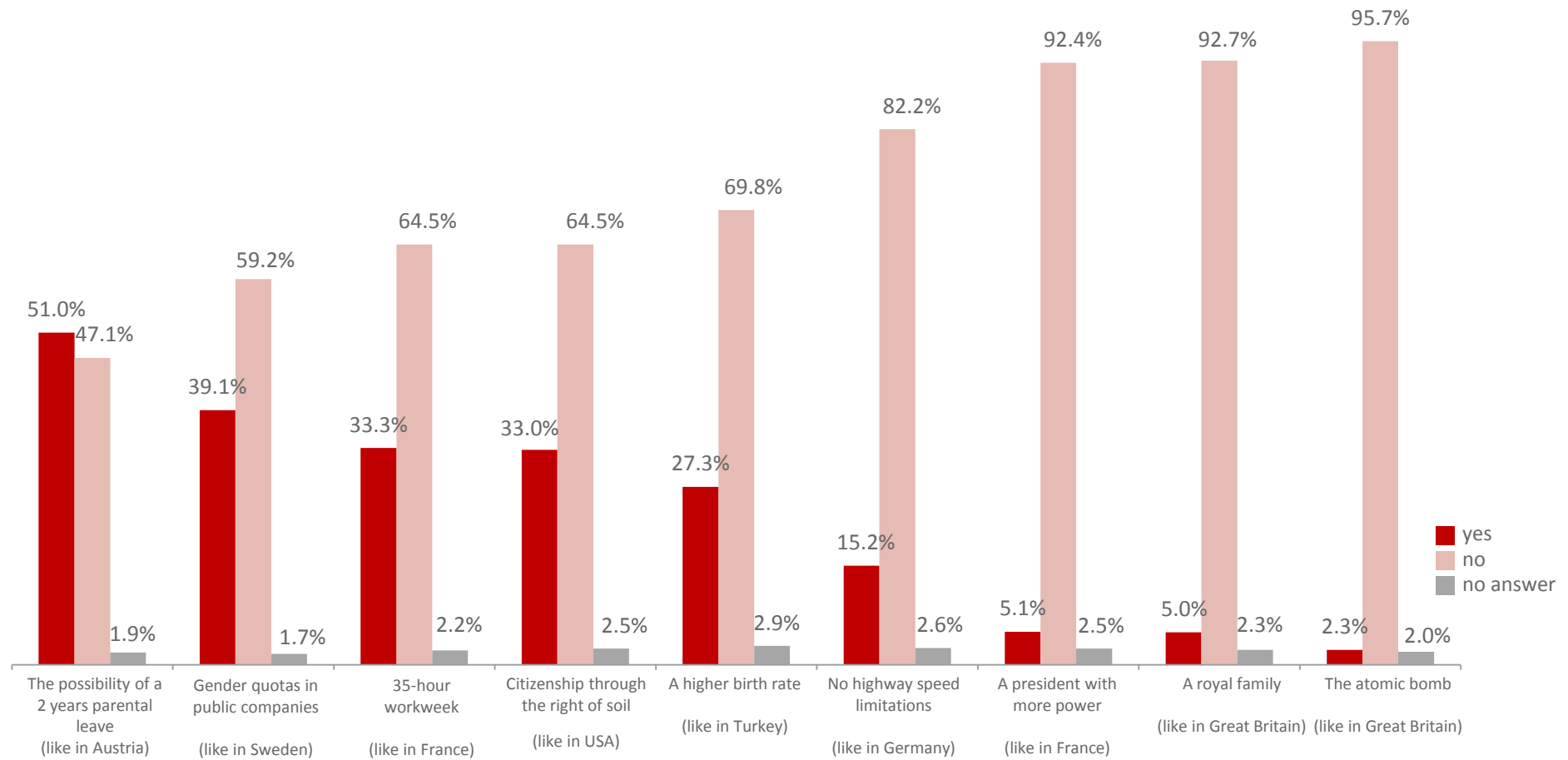


- Concept import (H4) -

Concept import



H4. Which of the following elements from abroad would you like to import into Switzerland?

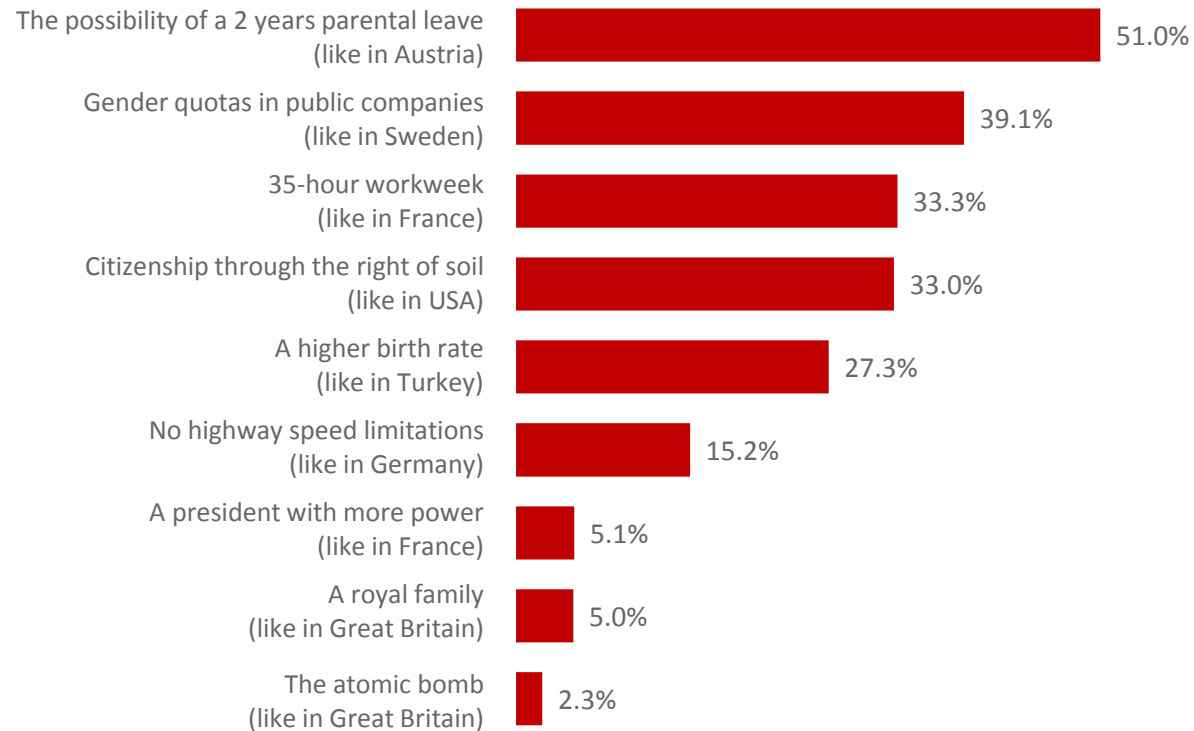


Base: all participants, N=645

Concept import



H4. Which of the following elements from abroad would you like to import into Switzerland?



Base: all participants, N=645, representation of «yes»-answers, multiple responses possible

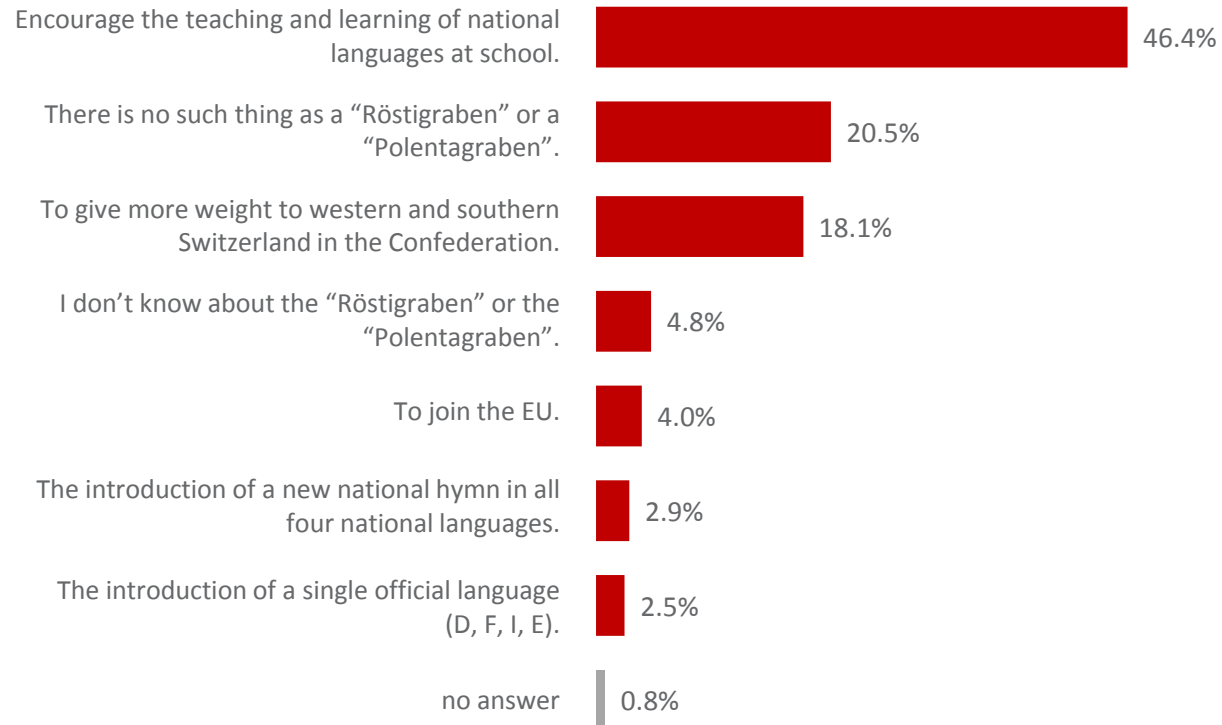


- «Röstigraben»/«Polentagraben» (H5) -

«Röstigraben»/«Polentagraben»



H5. In your opinion, which measure could be taken to remove the Röstigraben and the Polentagraben?
Please select the answer that matches your opinion most.



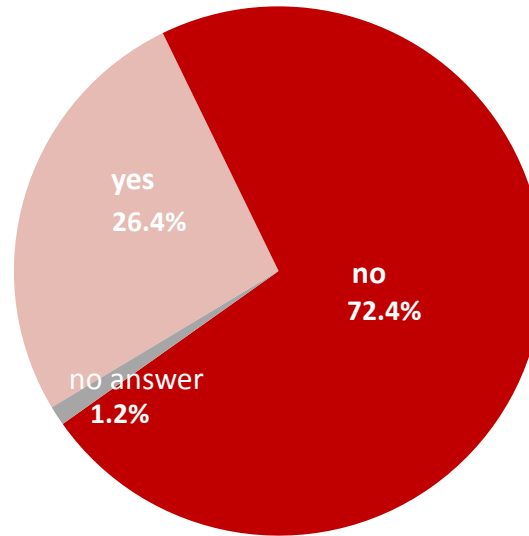
Base: all participants, N=645



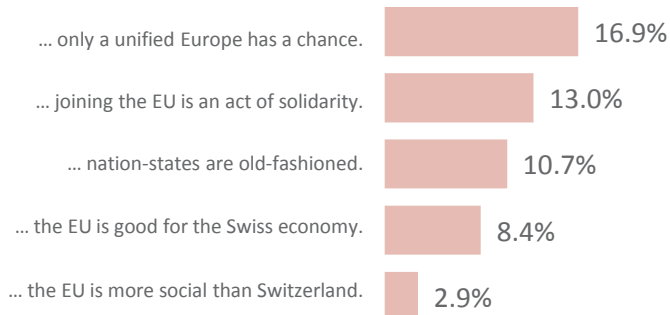
- Joining the EU (H6) -



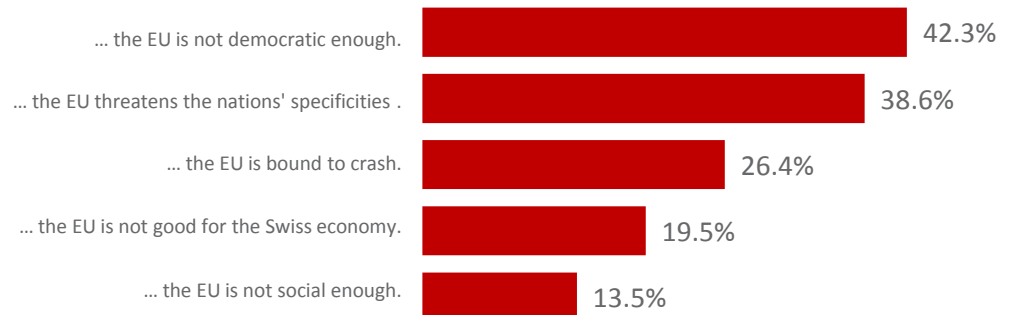
H6. Do you wish that Switzerland would join the EU within the next 10 years??



YES, because...



NO, because ...



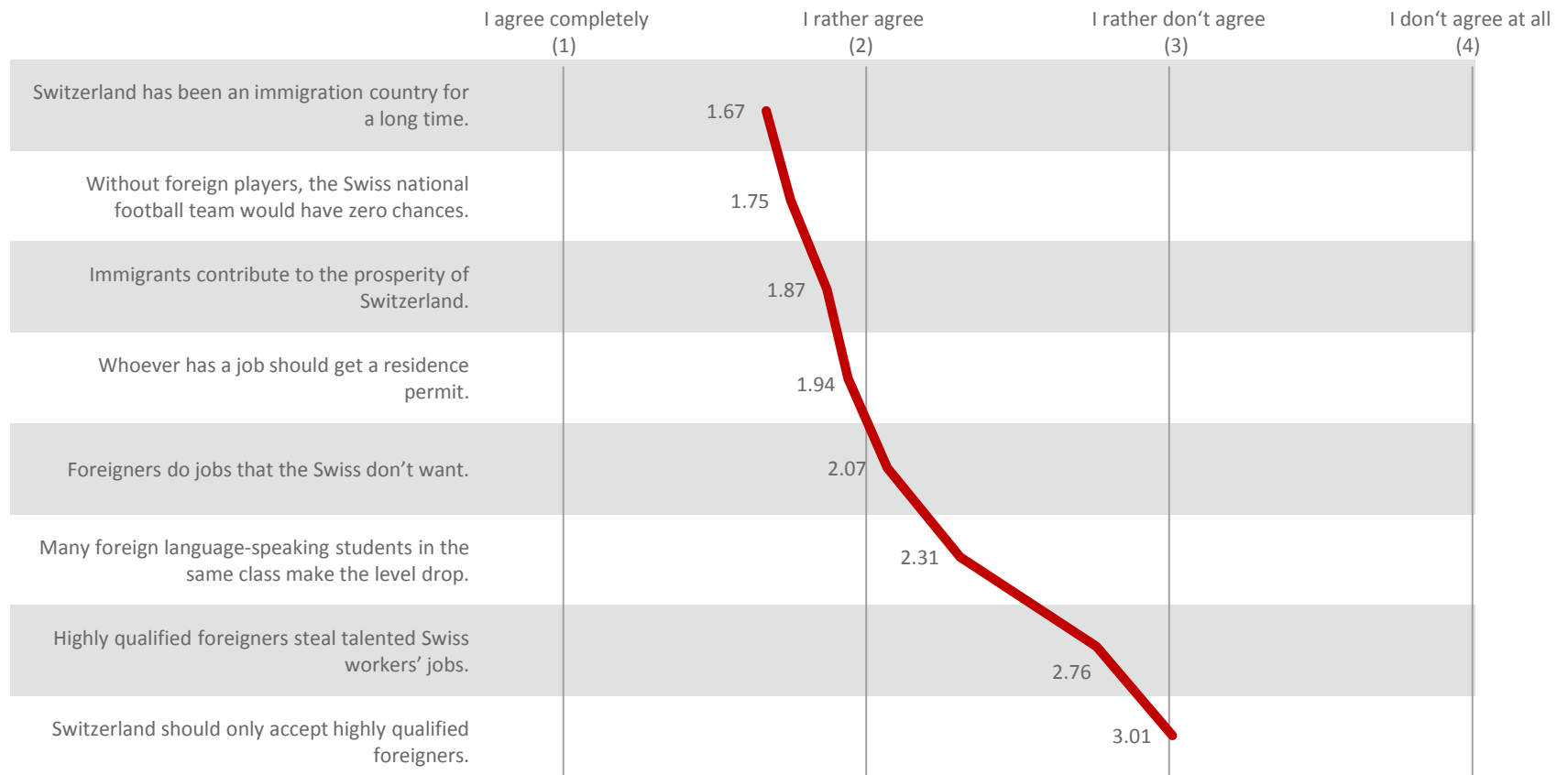
Base: all participants, N=645, multiple responses possible for each category (yes/no)



- Immigration (H7) -



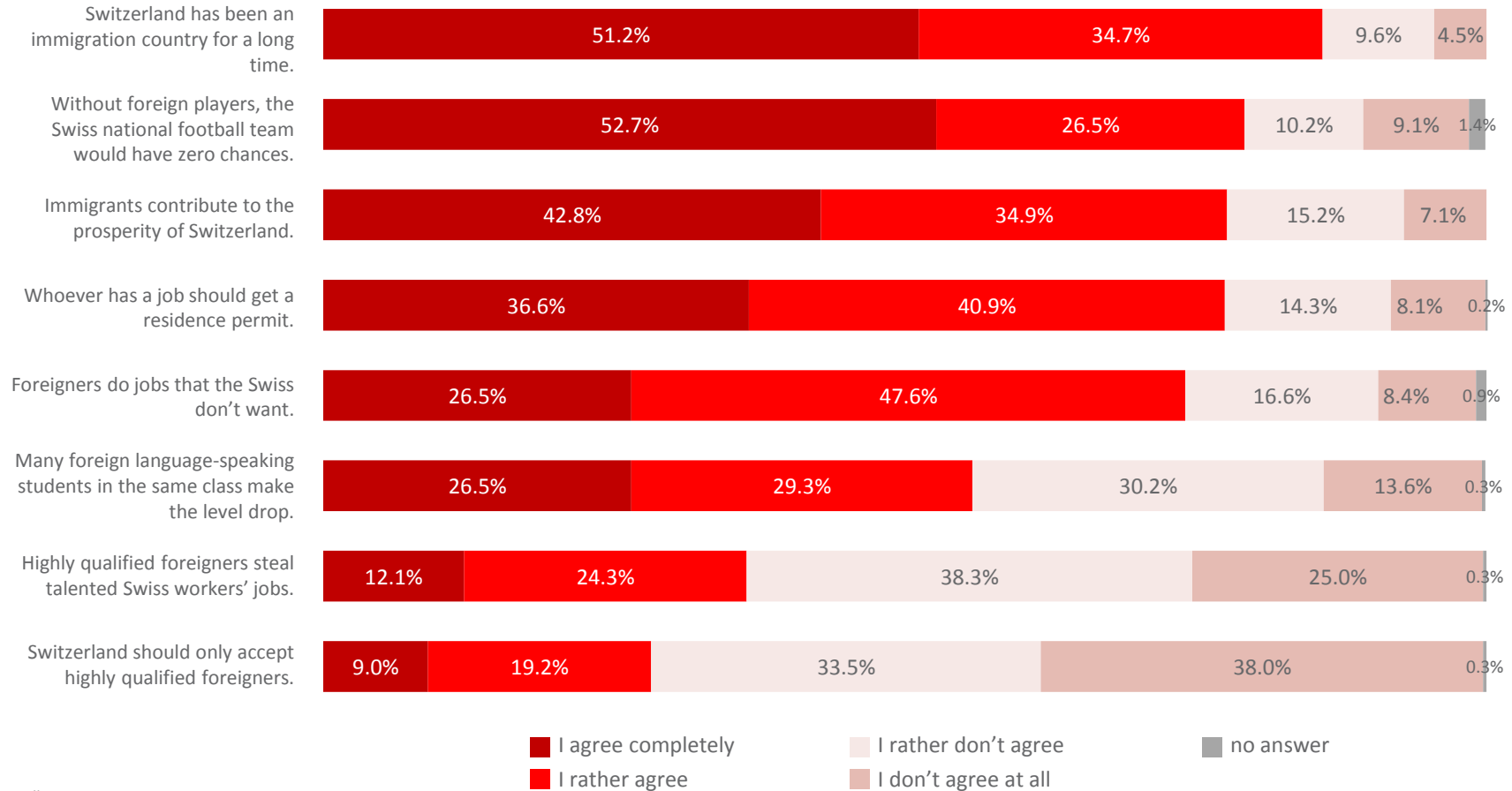
H7. Do you agree with the following statements about immigration?



Base: all participants, N=645, representation of mean values



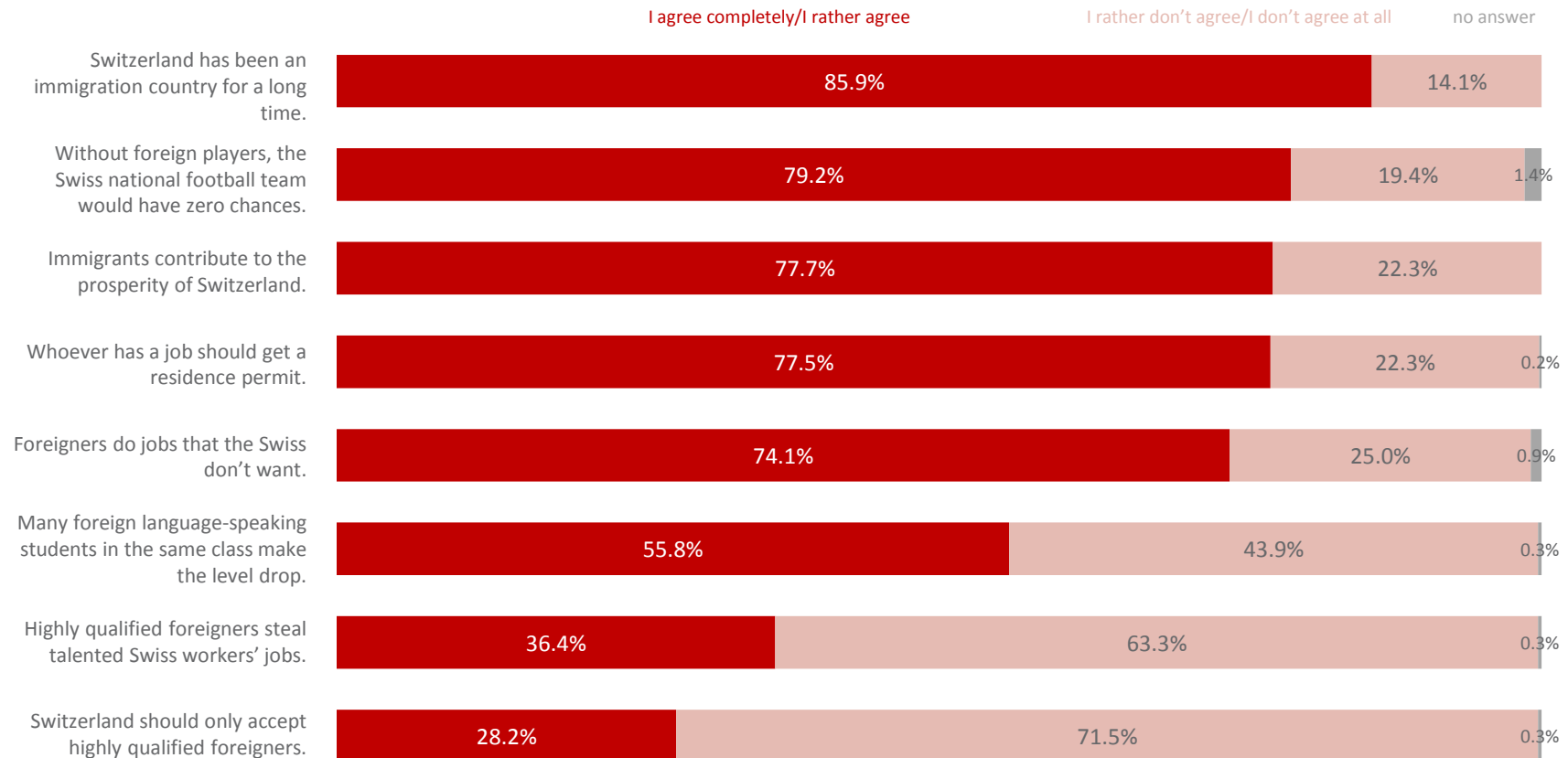
H7. Do you agree with the following statements about immigration?



Base: all participants, N=645



H7. Do you agree with the following statements about immigration?



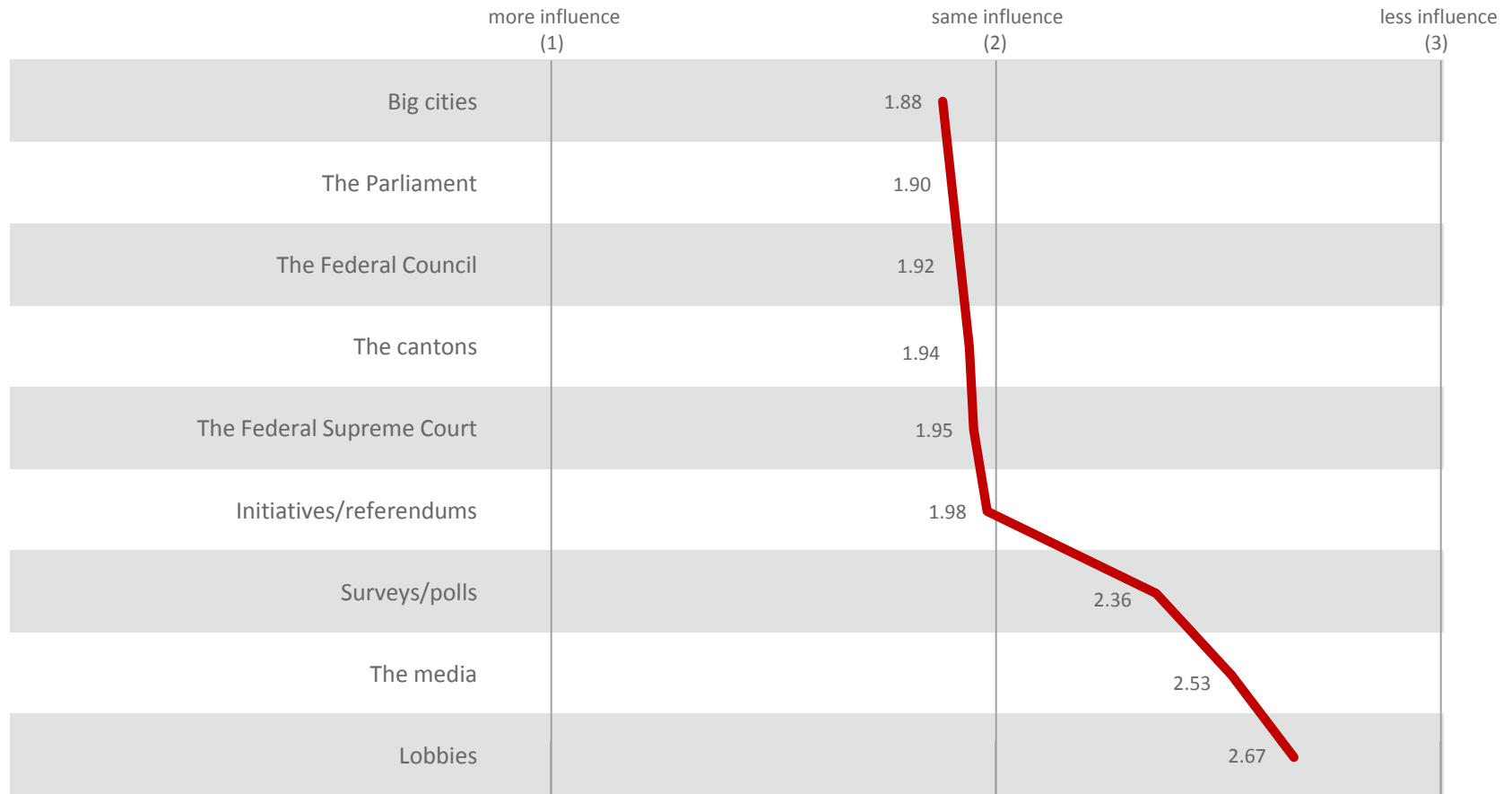
Base: all participants, N=645



- Influence (H8) -



H8. Who or what should have more influence in Switzerland in the future?

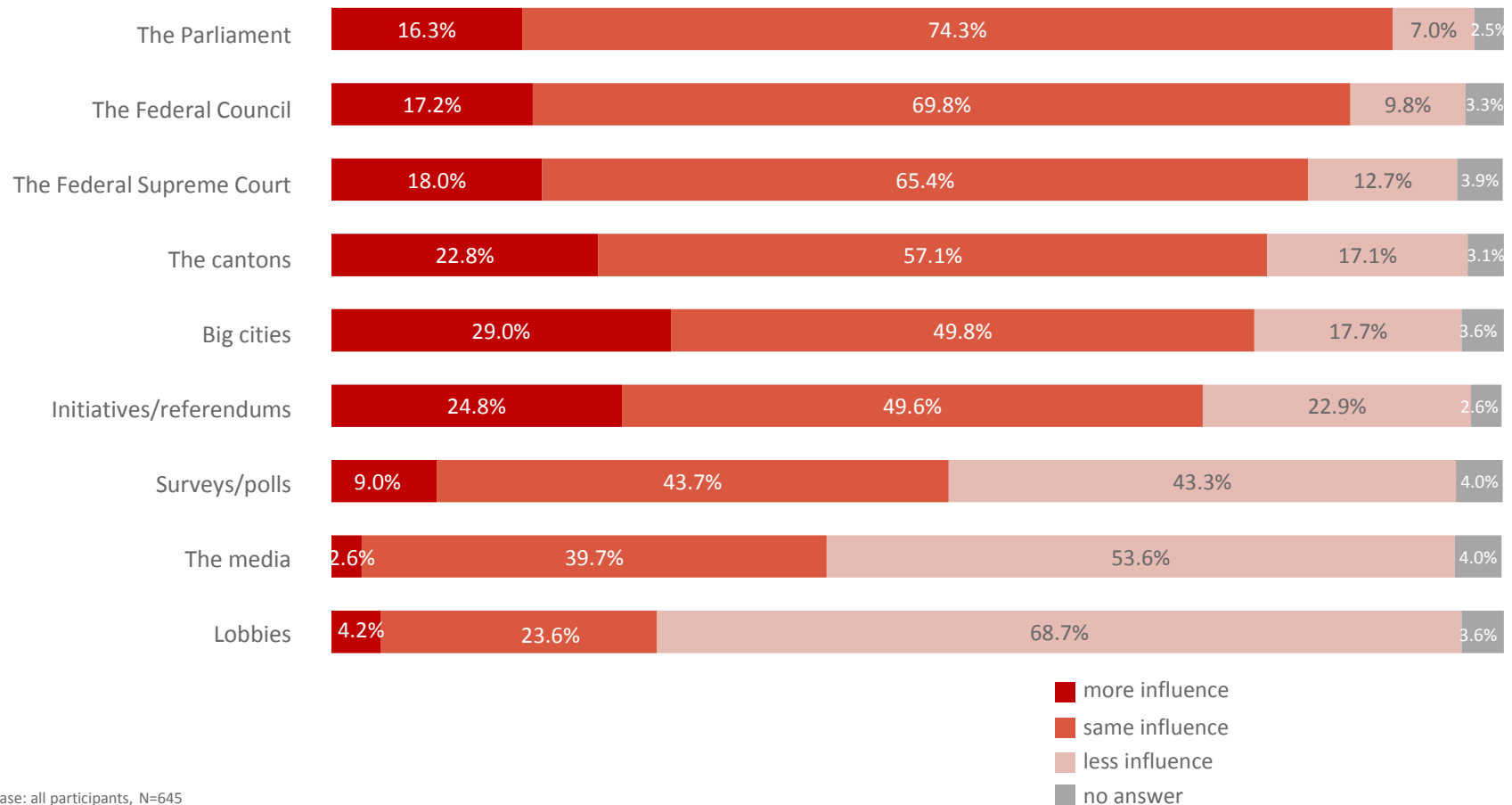


Base: all participants, N=645, representation of mean values

Influence



H8. Who or what should have more influence in Switzerland in the future?



Base: all participants, N=645

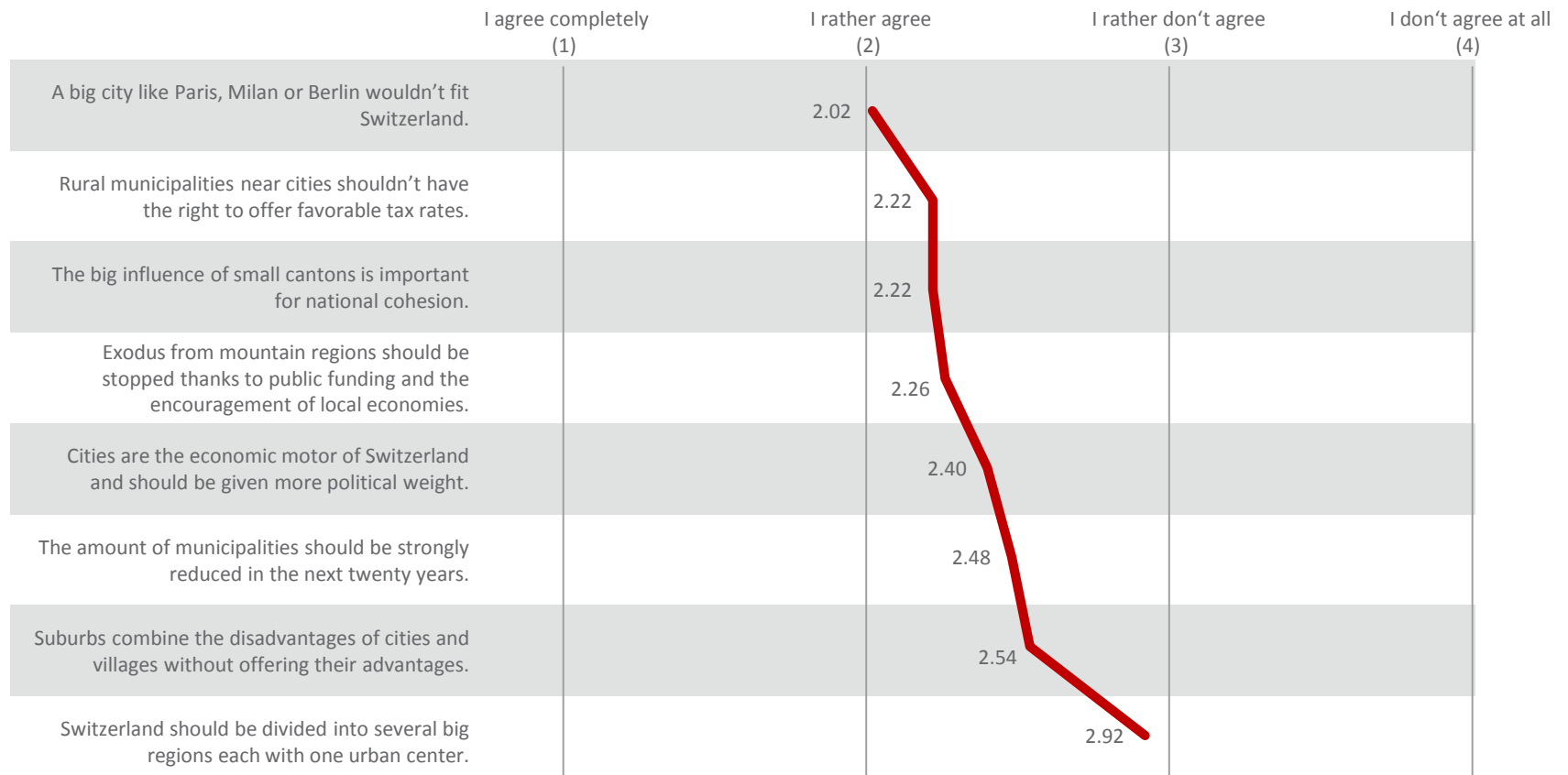


- Urban/rural debate (H9) -

Urban/rural debate



H9. Do you agree with the following statements on the urban/rural debate?

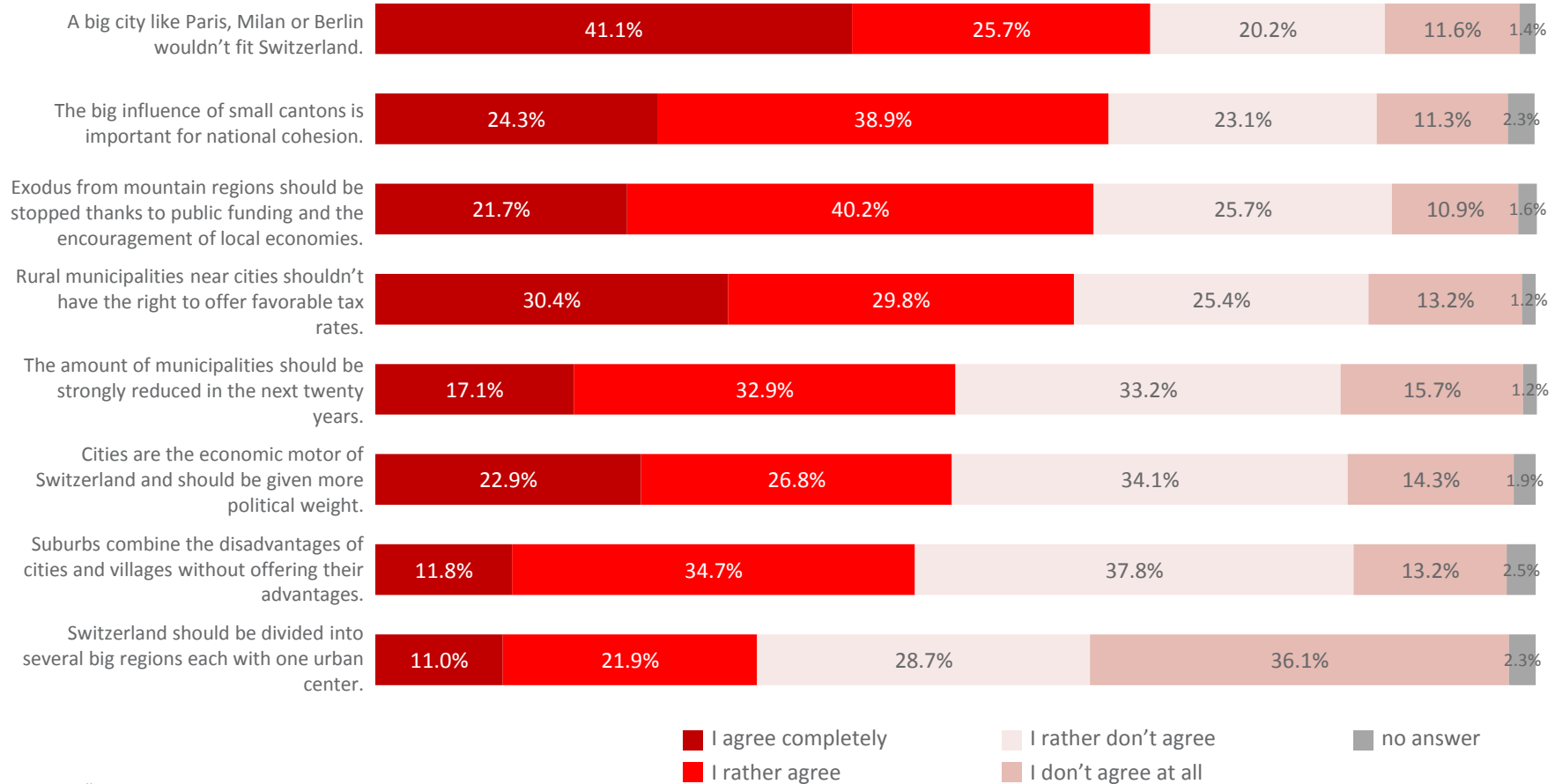


Base: all participants, N=645, representation of mean values

Urban/rural debate



H9. Do you agree with the following statements on the urban/rural debate?

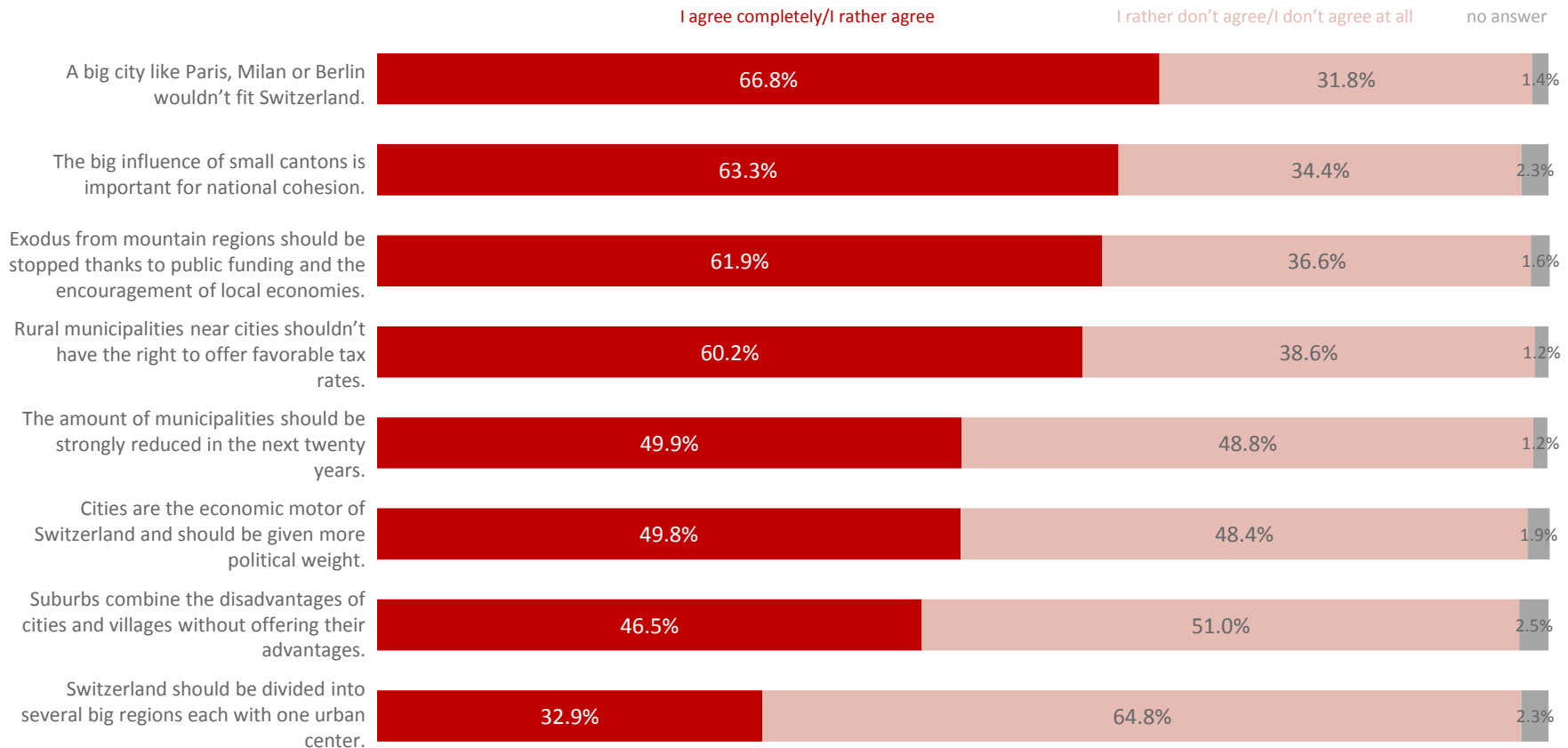


Base: all participants, N=645

Urban/rural debate



H9. Do you agree with the following statements on the urban/rural debate?



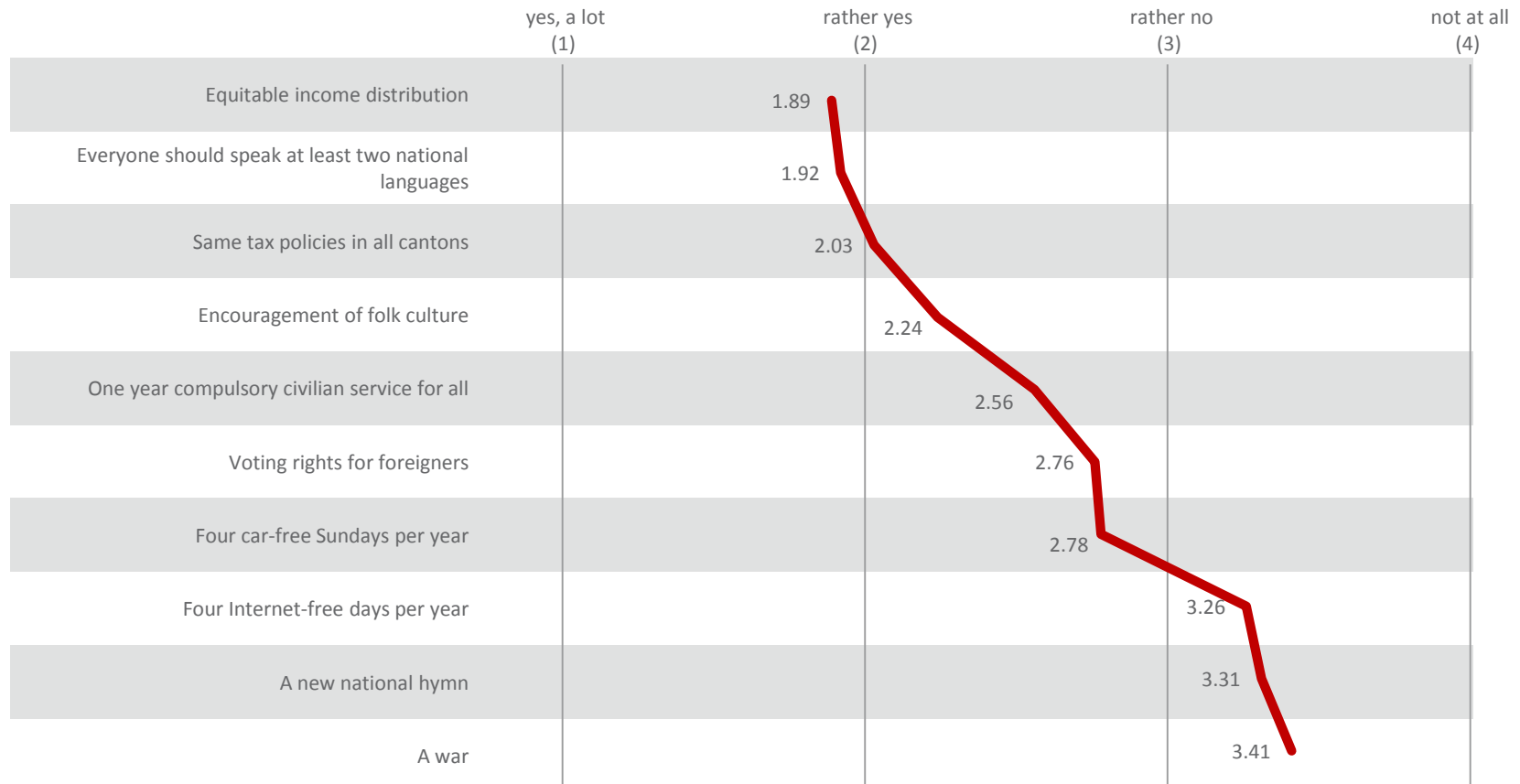
Base: all participants, N=645



- Cohesion (H10) -



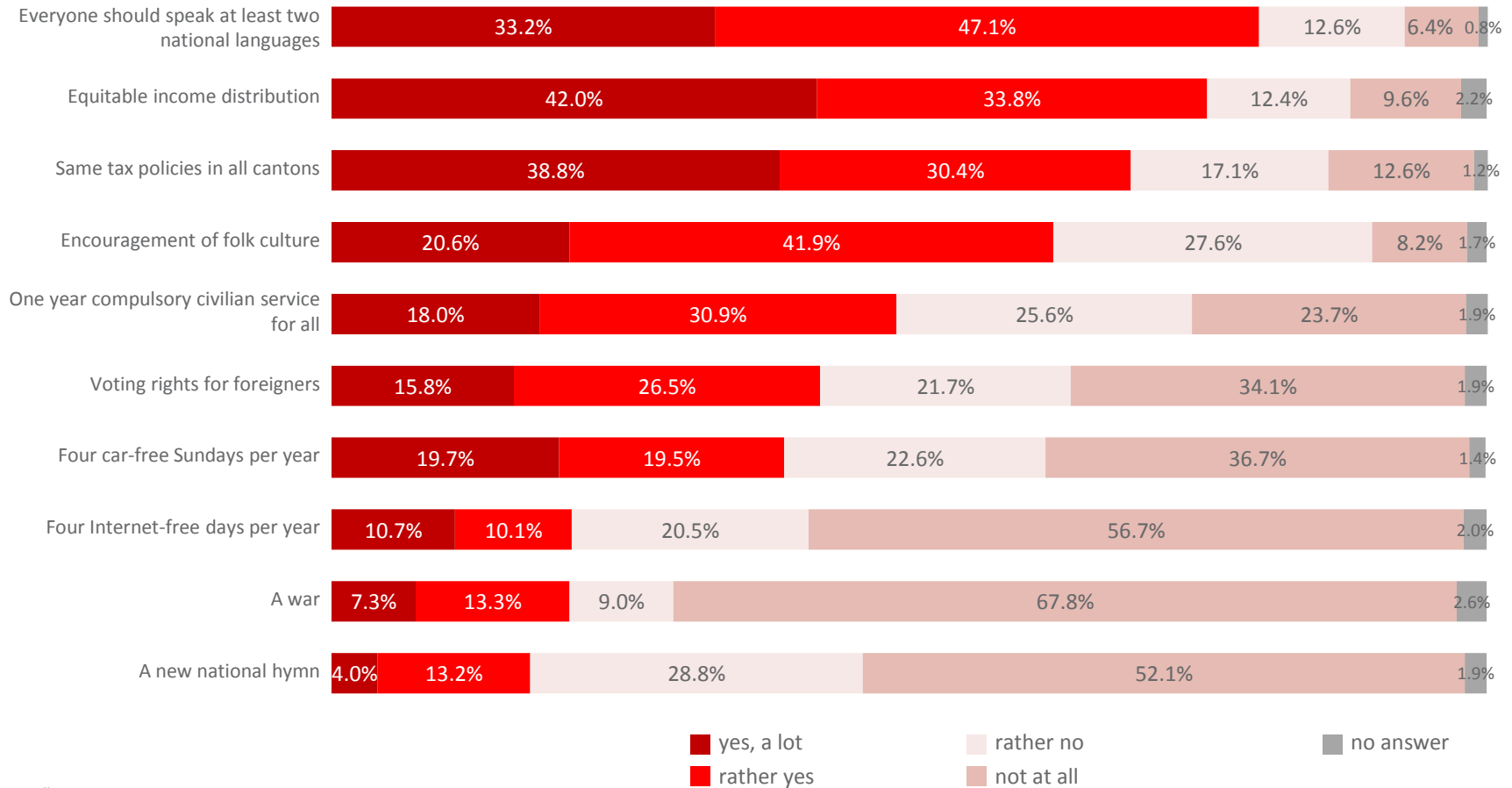
H10. According to you, which of the following measures would serve to reinforce Swiss national cohesion?



Base: all participants, N=645, representation of mean values



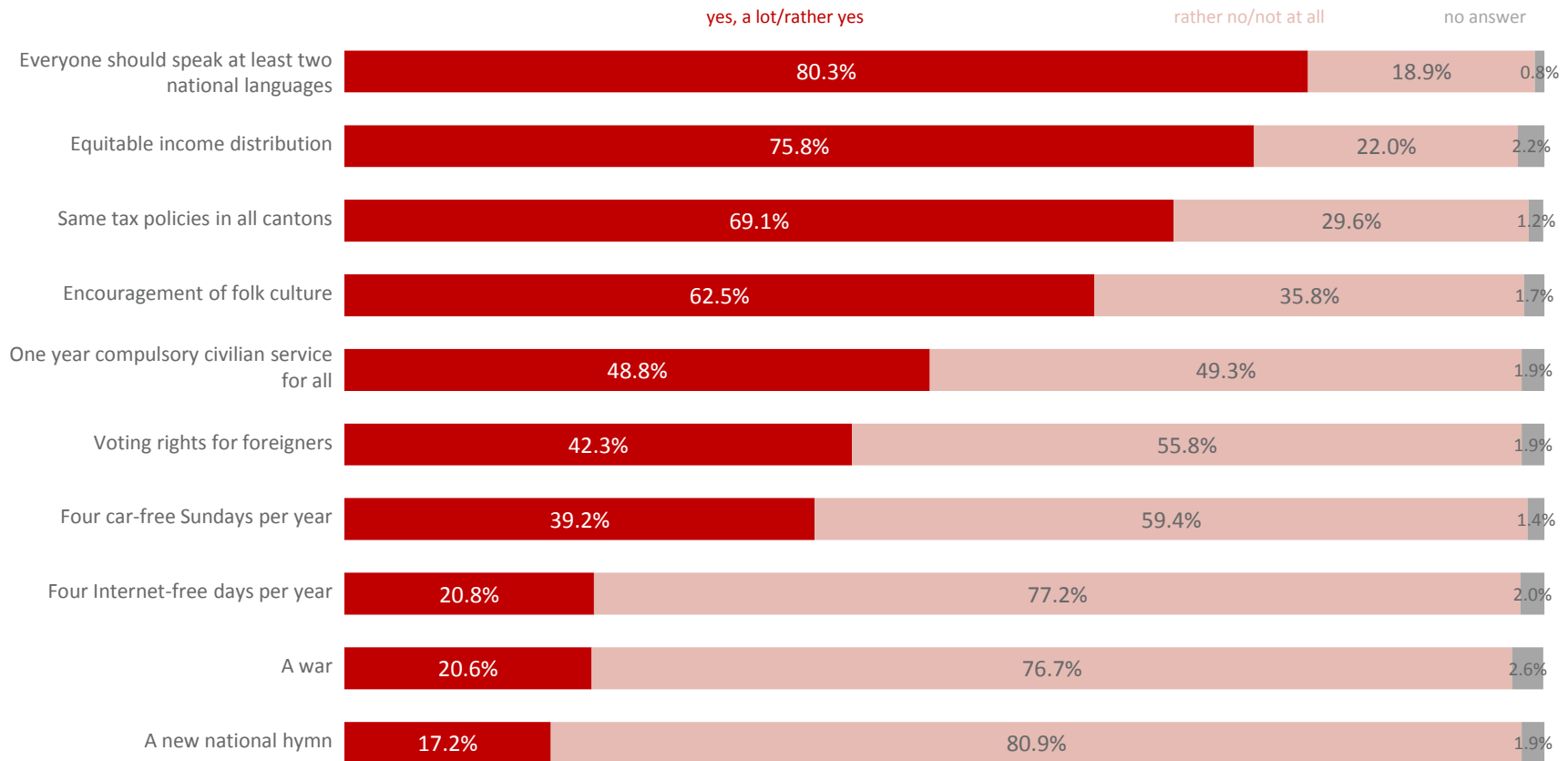
H10. According to you, which of the following measures would serve to reinforce Swiss national cohesion?



Base: all participants, N=645



H10. According to you, which of the following measures would serve to reinforce Swiss national cohesion?



Base: all participants, N=645



- Refugees (H11) -



H11. Do you agree with the following statements about how Switzerland should treat refugees?

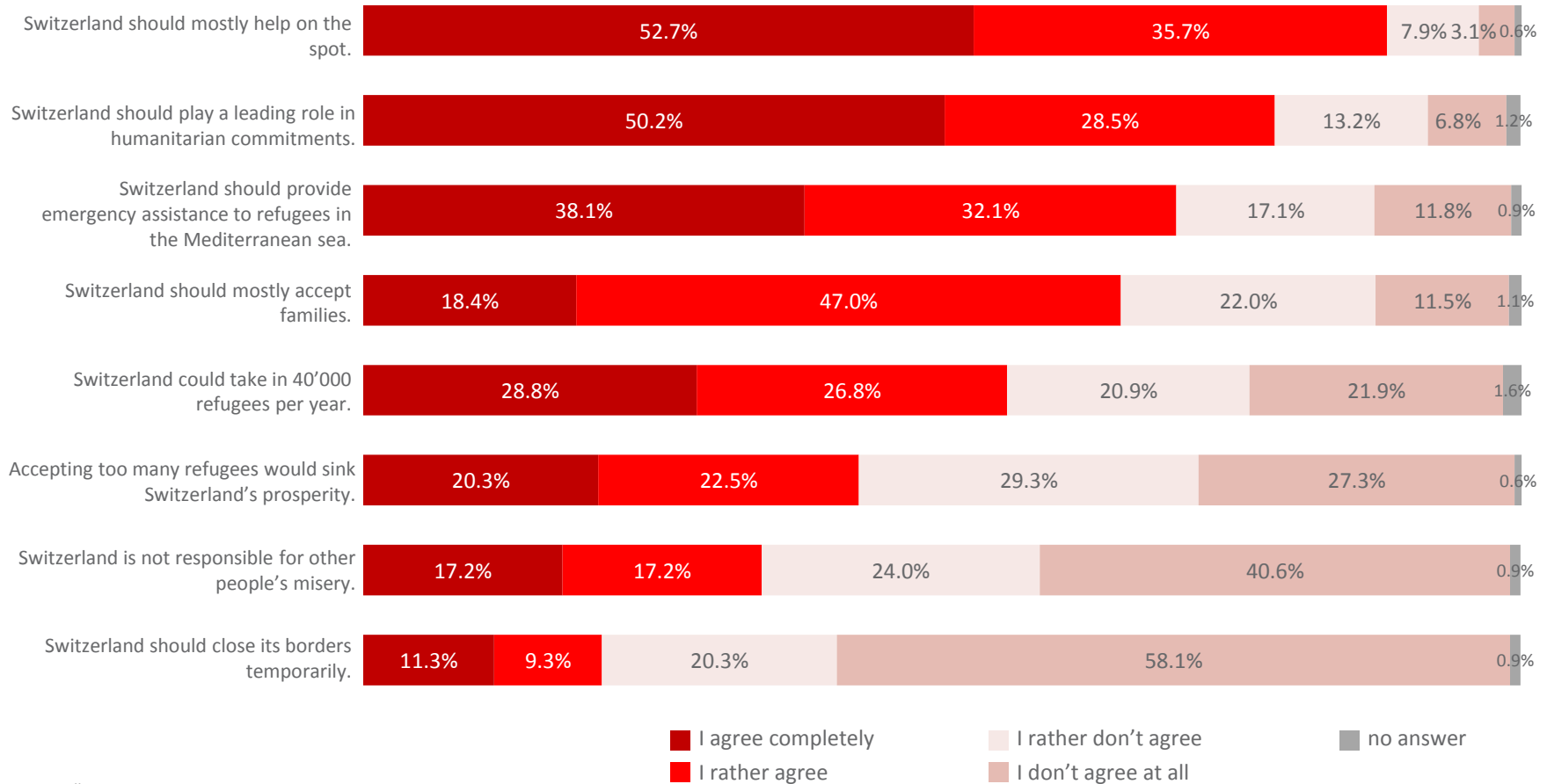


Base: all participants, N=645, representation of mean values

Refugees



H11. Do you agree with the following statements about how Switzerland should treat refugees?

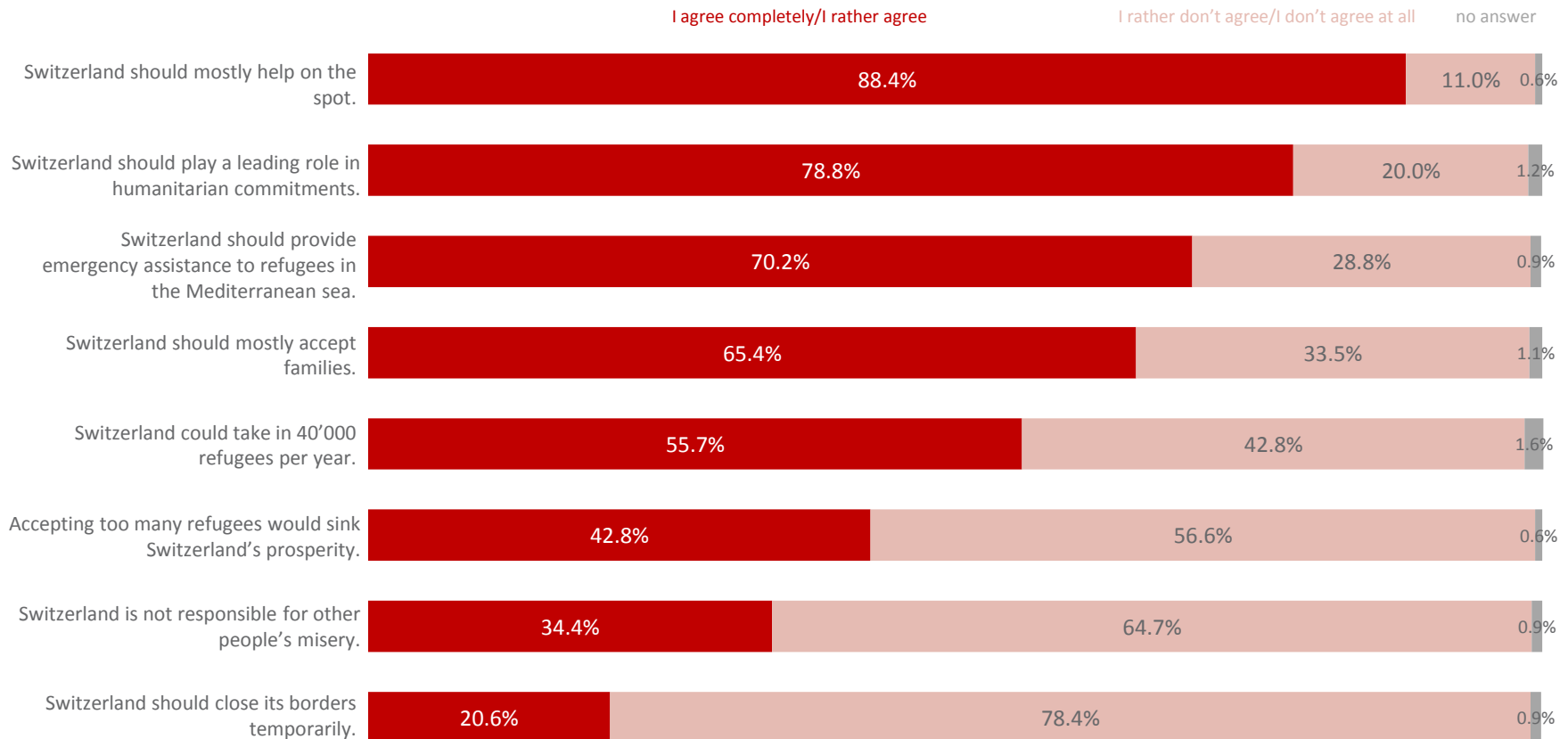


Base: all participants, N=645

Refugees



H11. Do you agree with the following statements about how Switzerland should treat refugees?



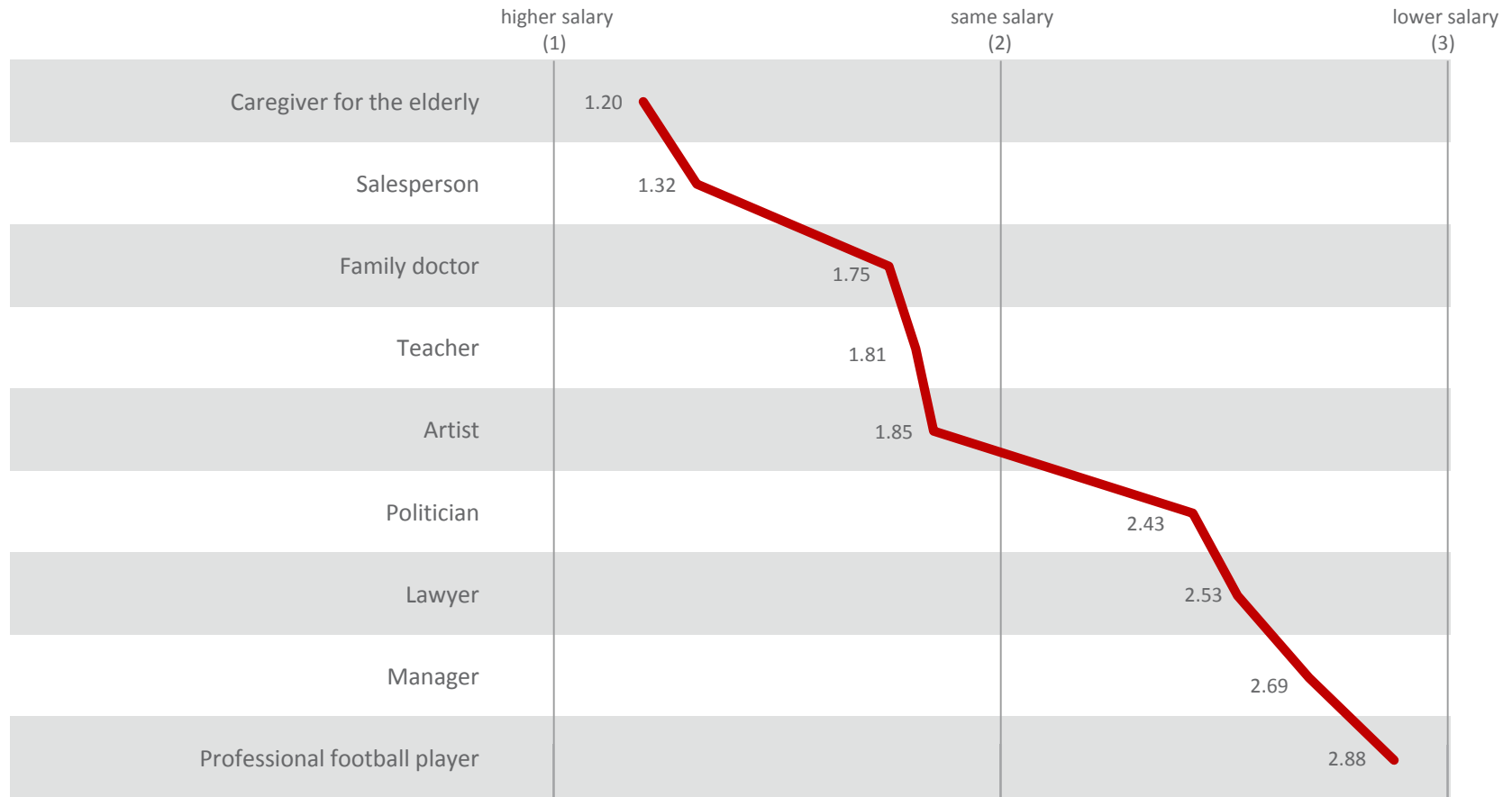
Base: all participants, N=645



- Wages (H12) -



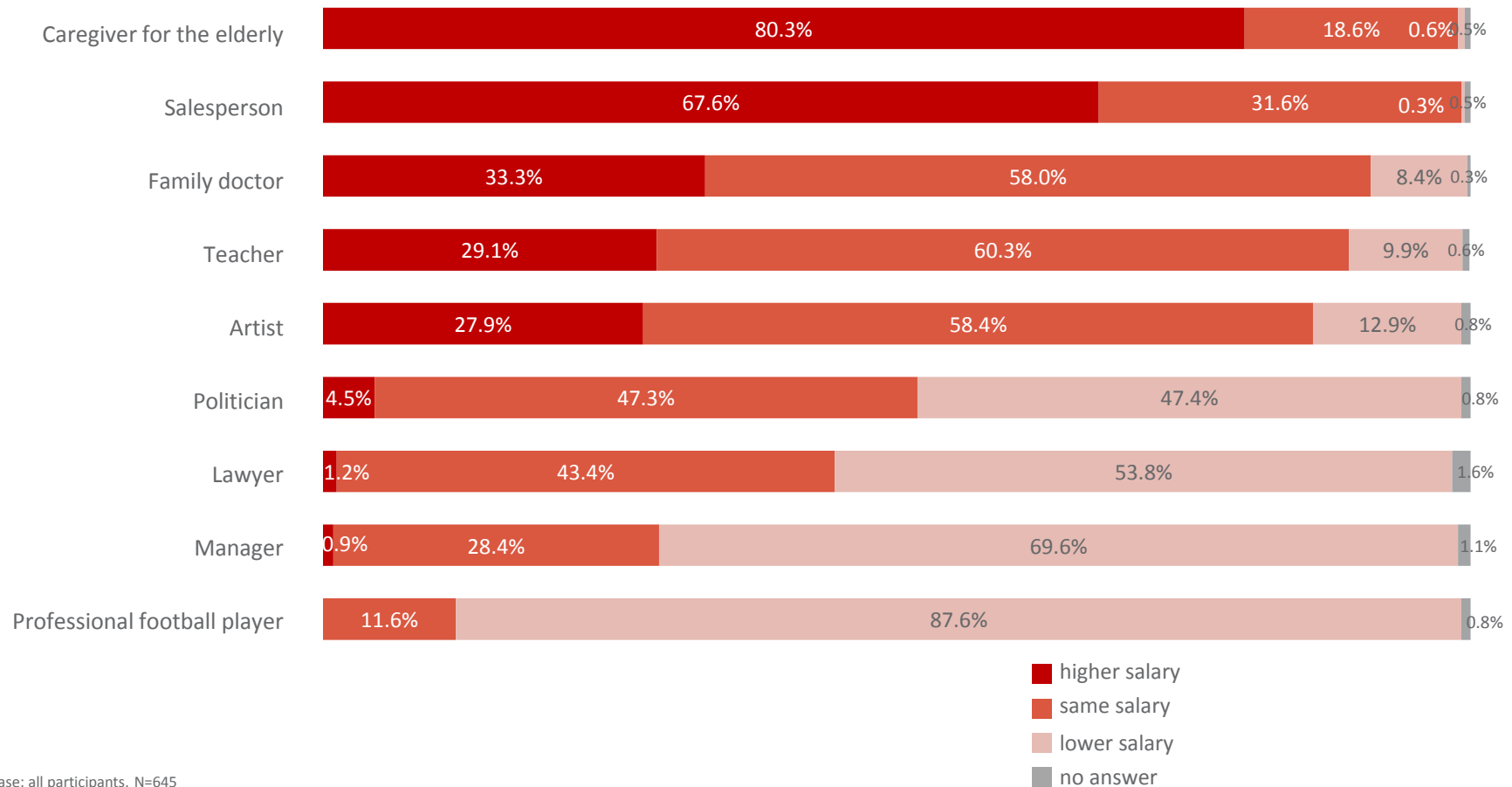
H12. How should the following professions be remunerated in the future?



Base: all participants, N=645, representation of mean values



H12. How should the following professions be remunerated in the future?



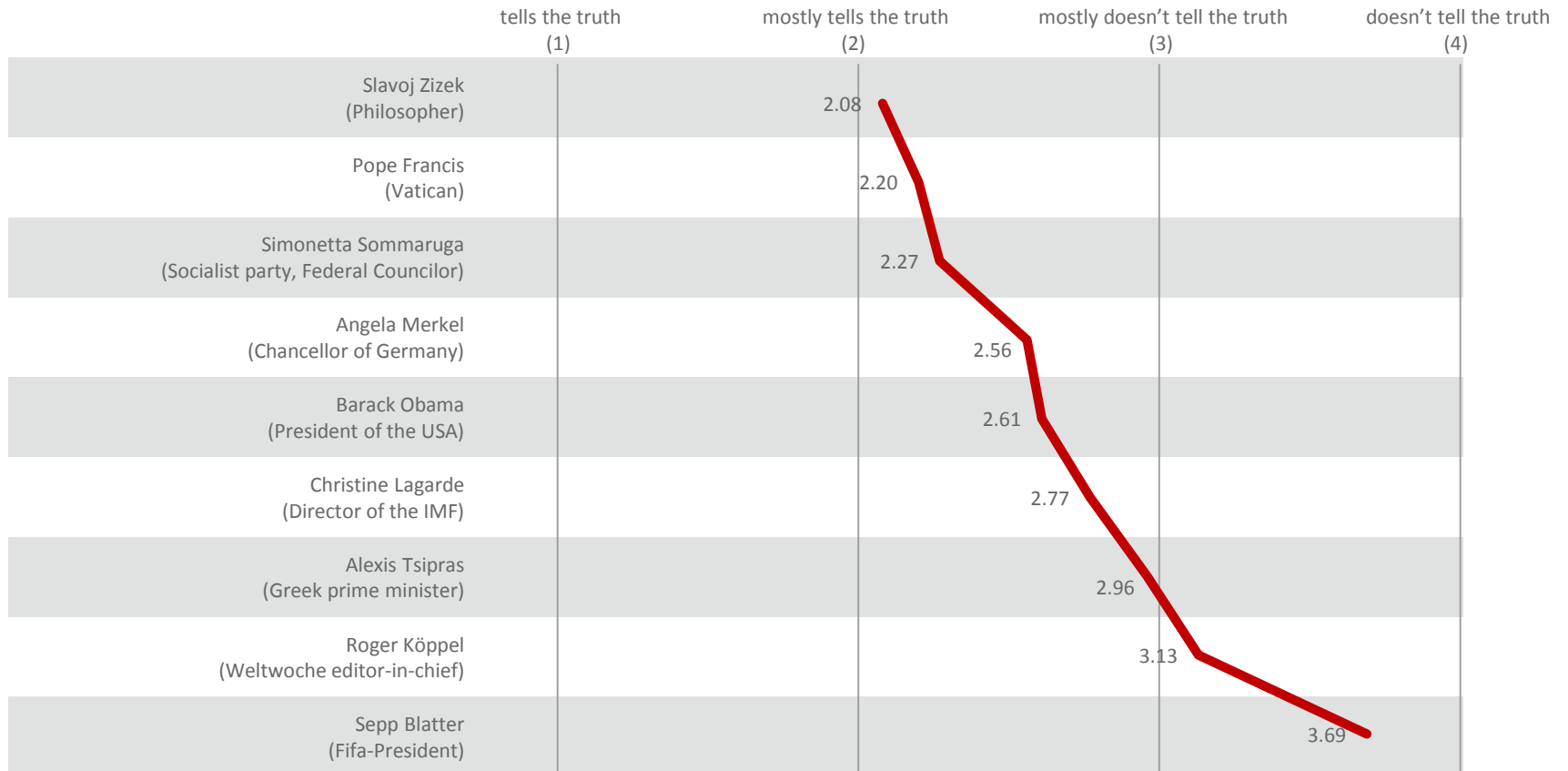
Base: all participants, N=645



- Truth (H13) -



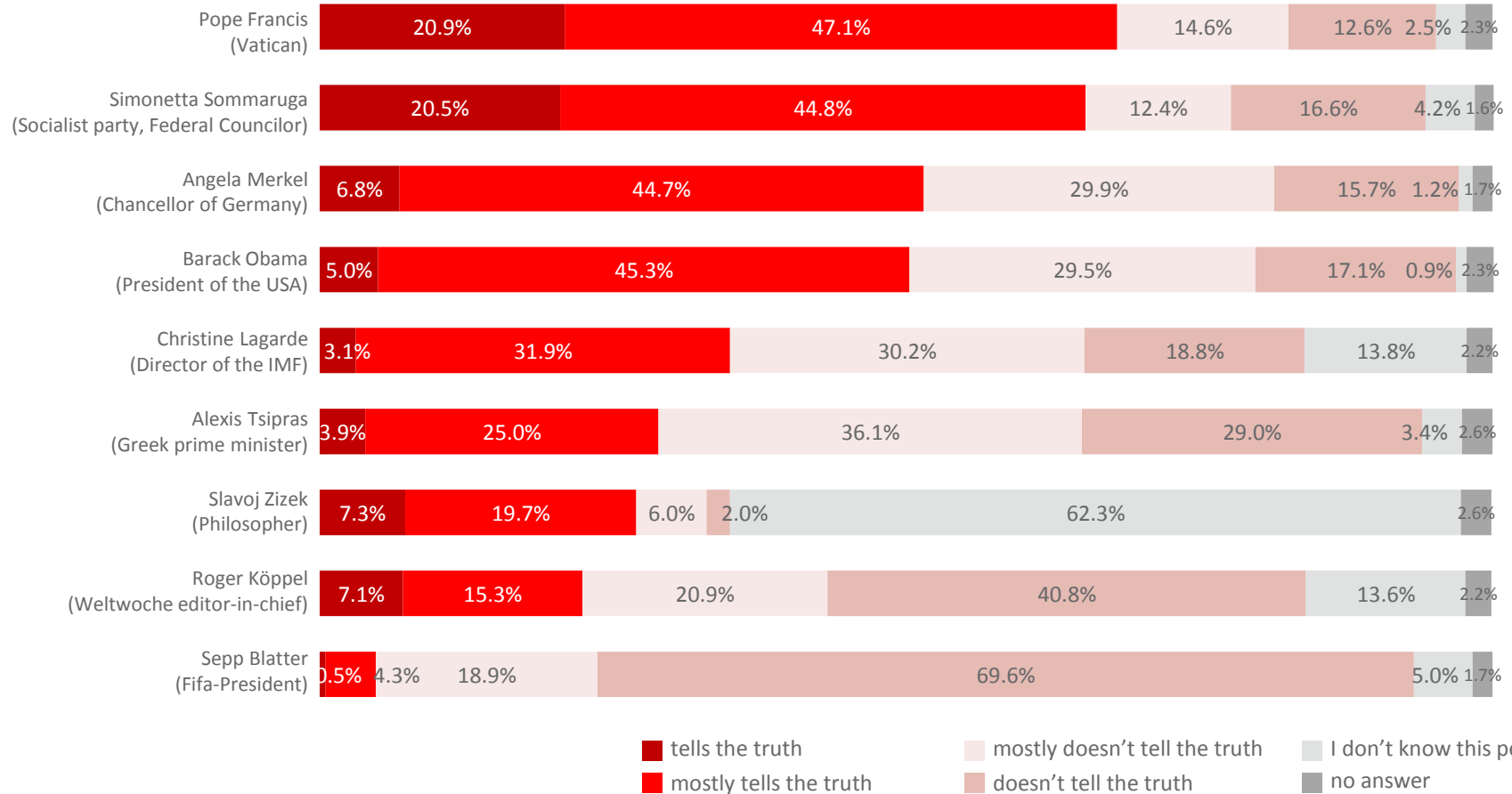
H13. According to you, who tells the truth?



Base: all participants, N=645, representation of mean values



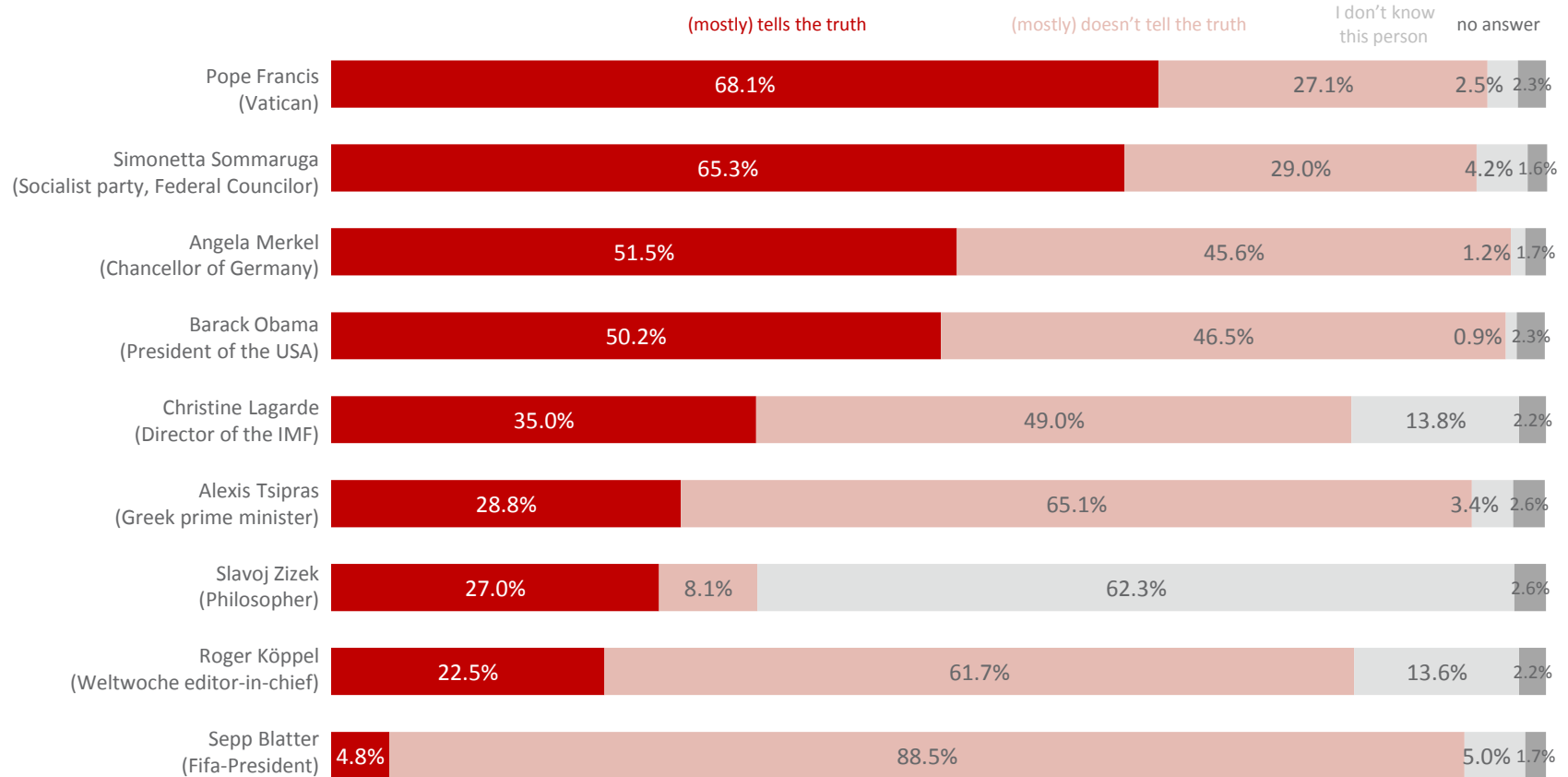
H13. According to you, who tells the truth?



Base: all participants, N=645



H13. According to you, who tells the truth?



Base: all participants, N=645

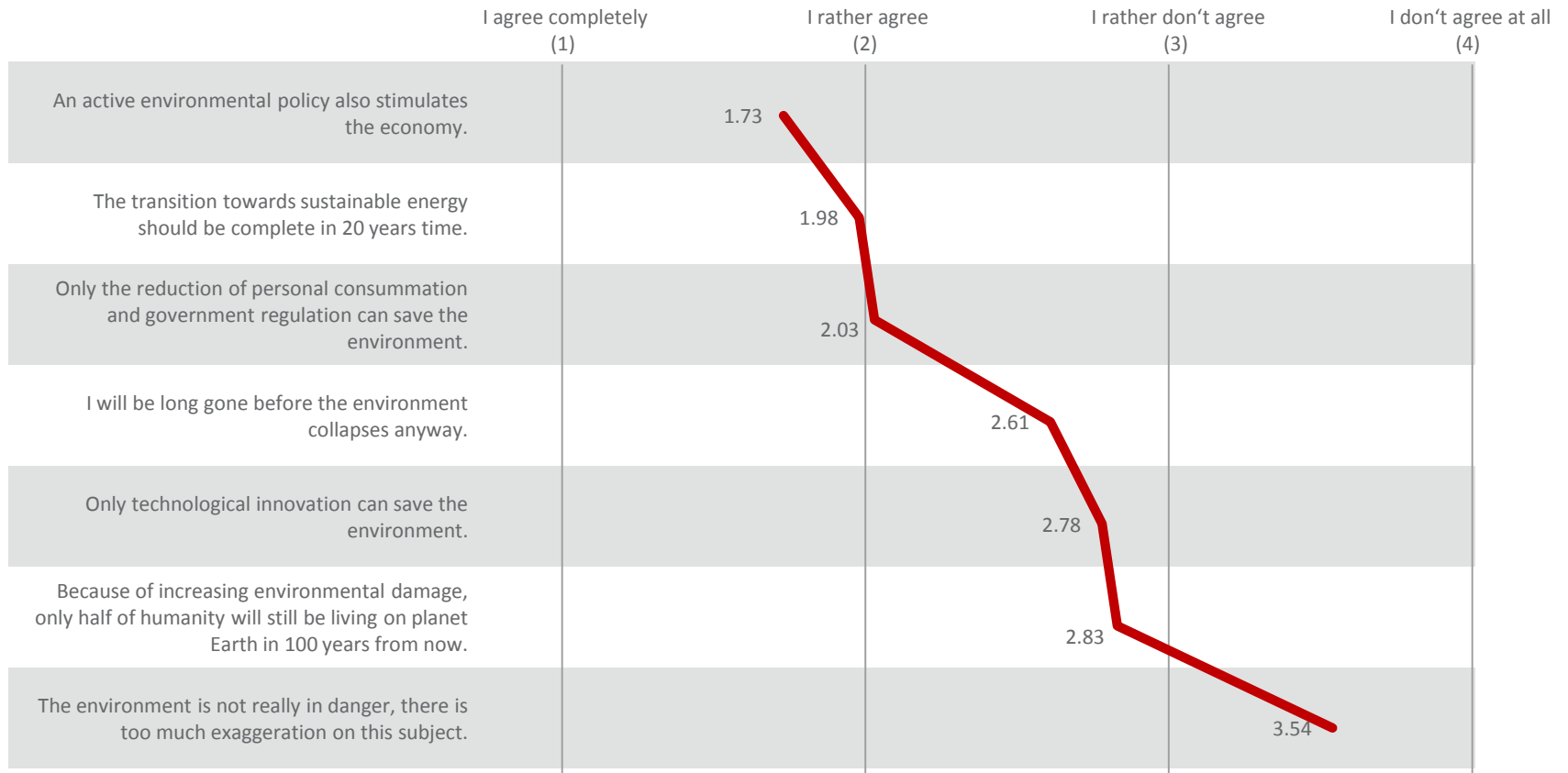


- Environment issues (H14) -

Environment issues



H14. Do you agree with the following statements about the environment issue?

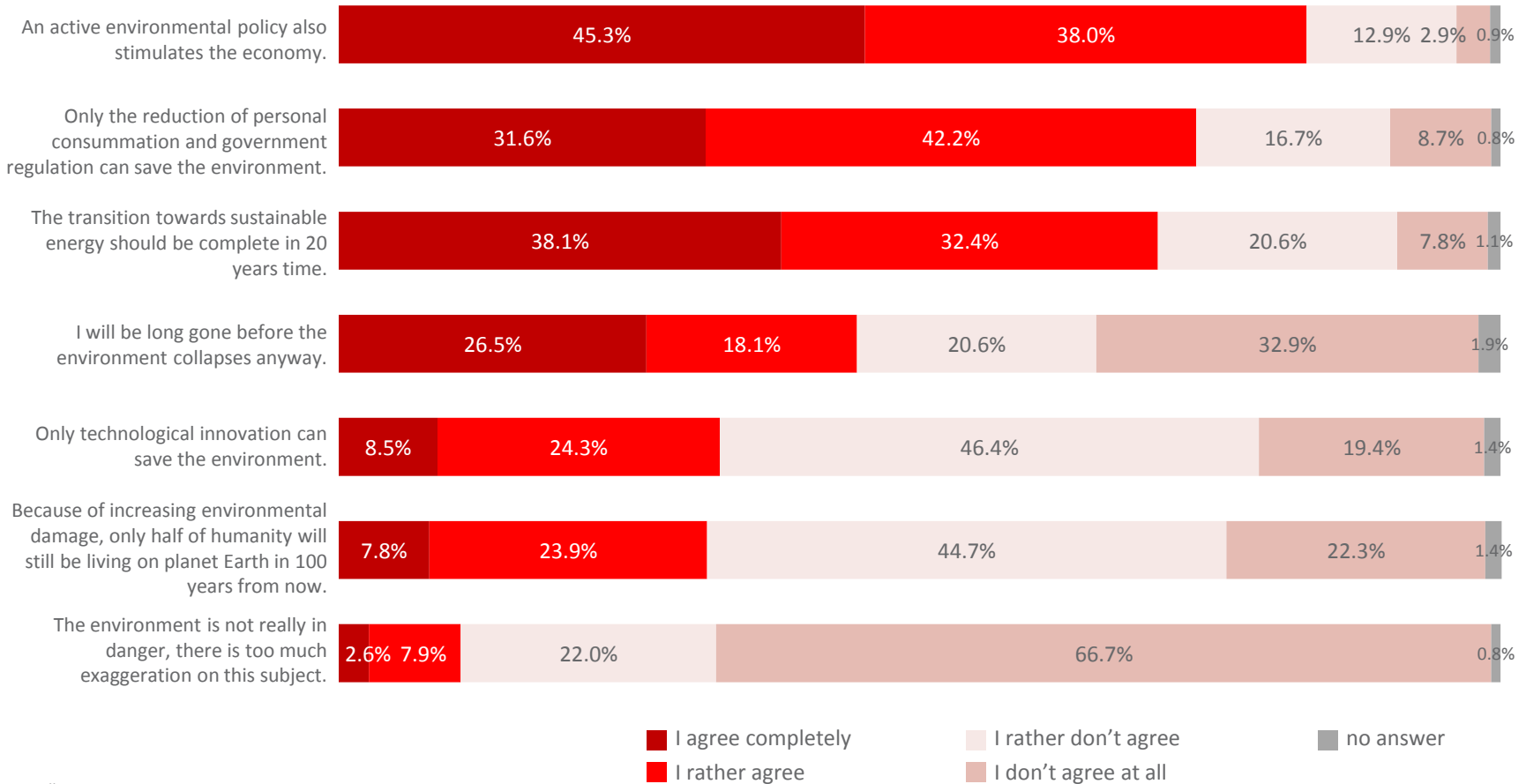


Base: all participants, N=645, representation of mean values

Environment issues



H14. Do you agree with the following statements about the environment issue?

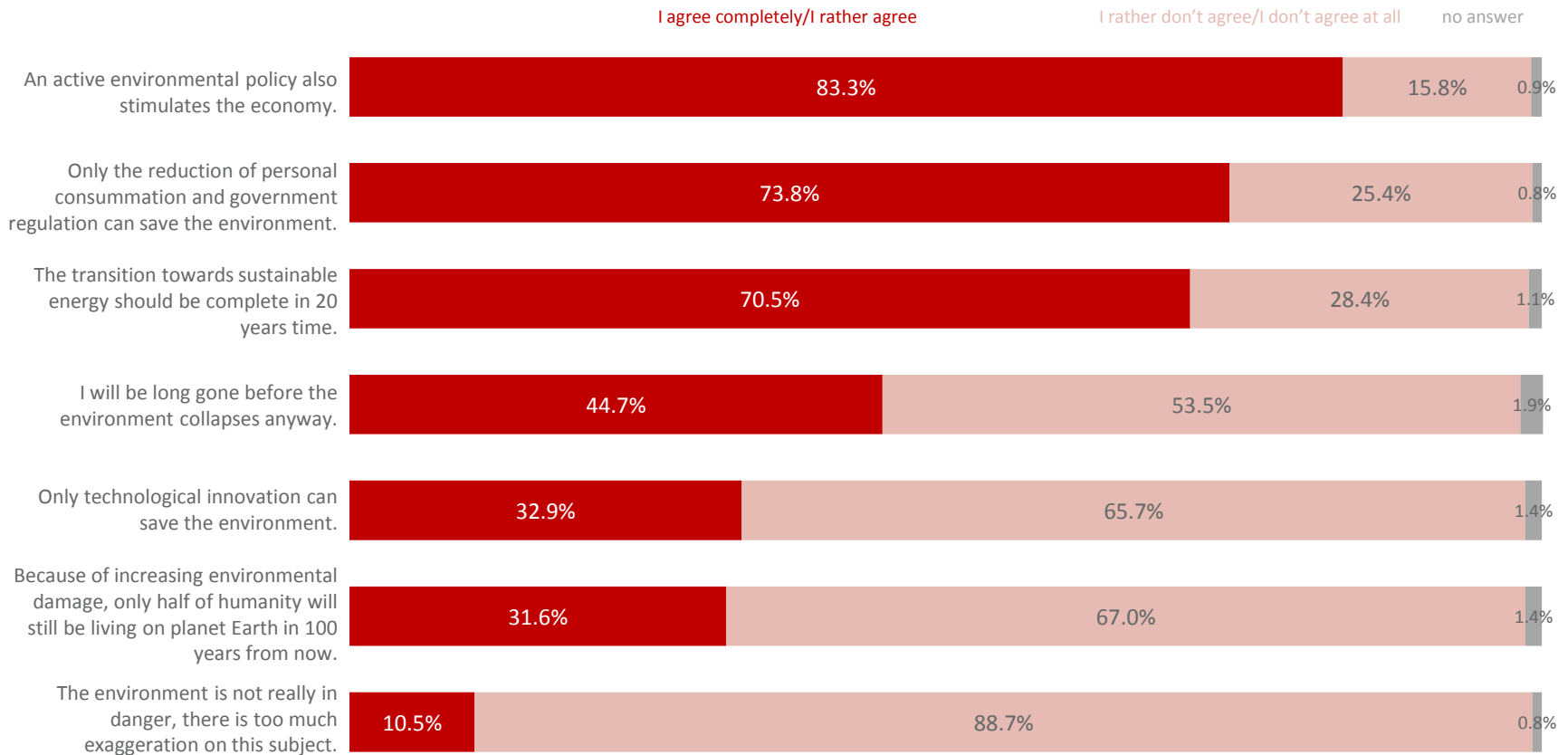


Base: all participants, N=645

Environment issues



H14. Do you agree with the following statements about the environment issue?



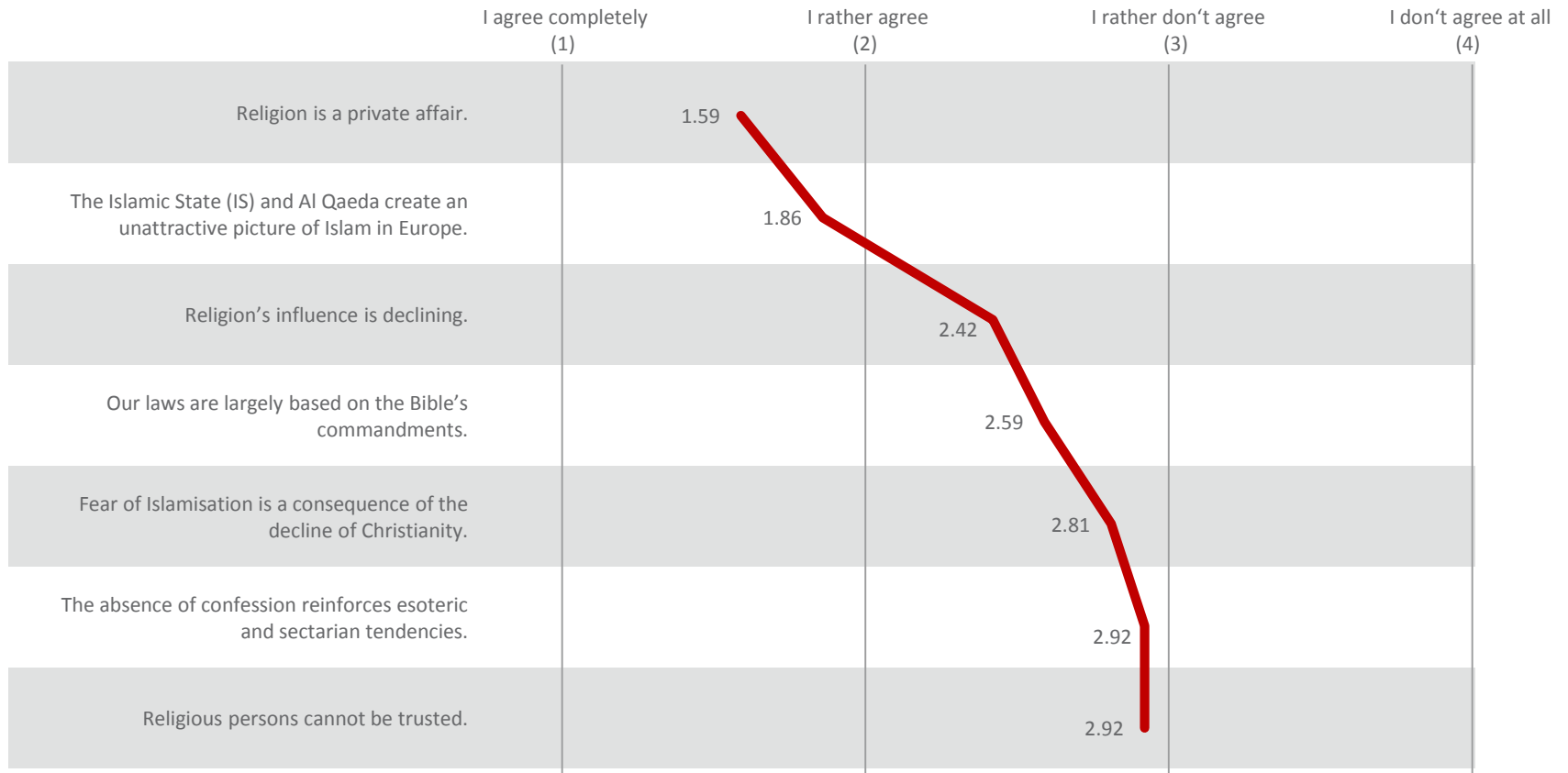
Base: all participants, N=645



- Religion (H15) -



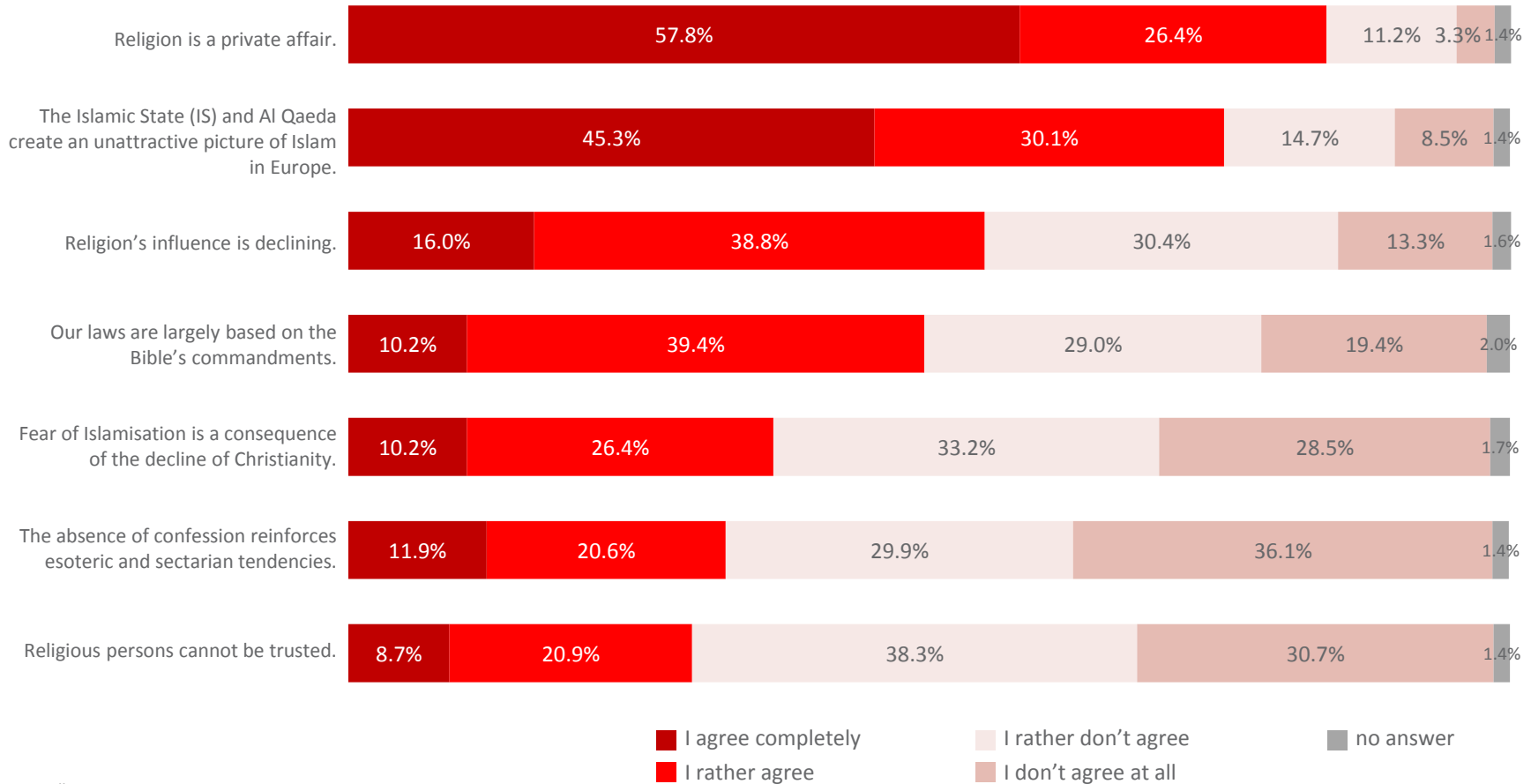
H15. Do you agree with the following statements about the influence of religions?



Base: all participants, N=645, representation of mean values



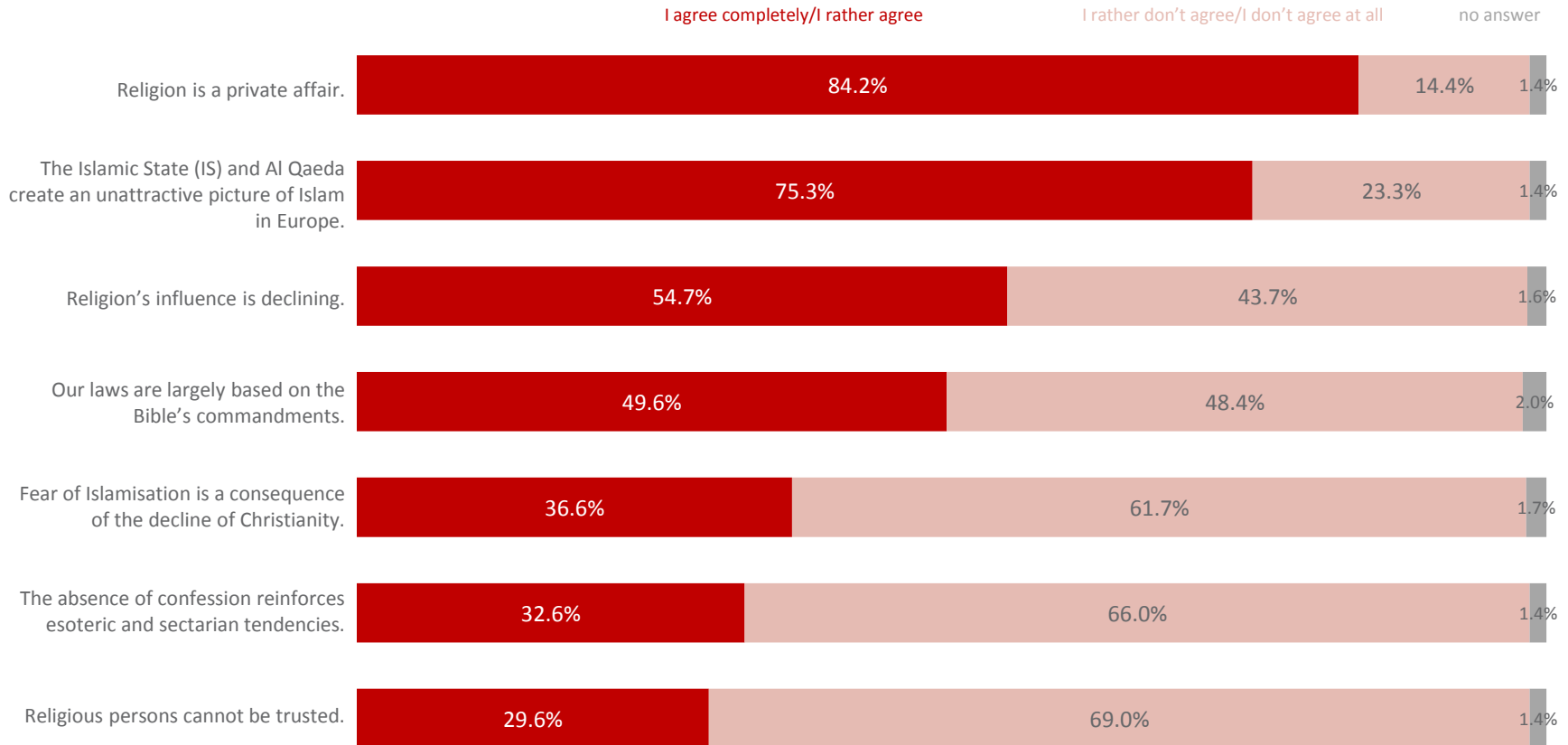
H15. Do you agree with the following statements about the influence of religions?



Base: all participants, N=645



H15. Do you agree with the following statements about the influence of religions?



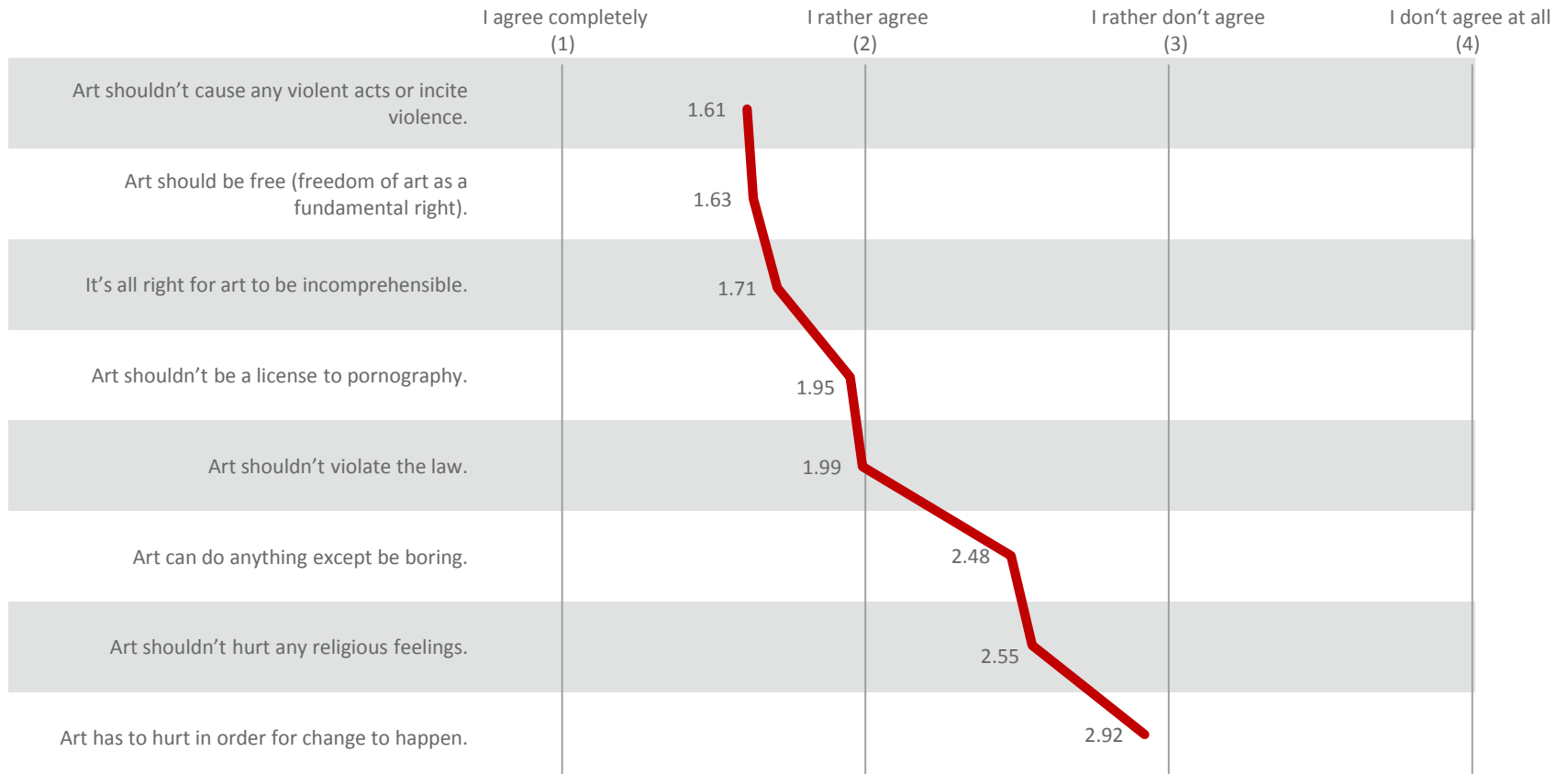
Base: all participants, N=645



- Art (H16) -



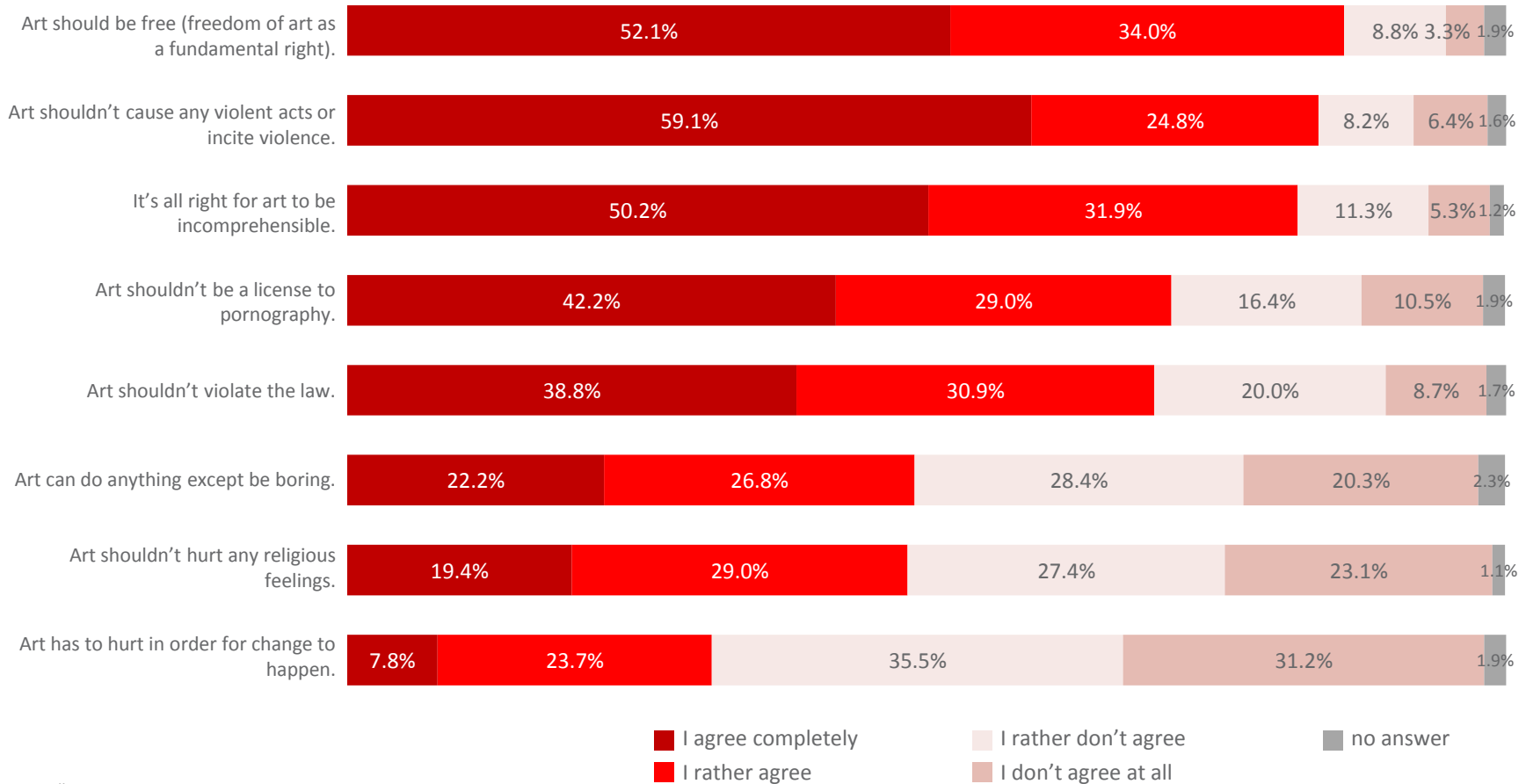
H16. What is art permitted / not permitted to do? Please indicate how much you agree with the following statements.



Base: all participants, N=645, representation of mean values



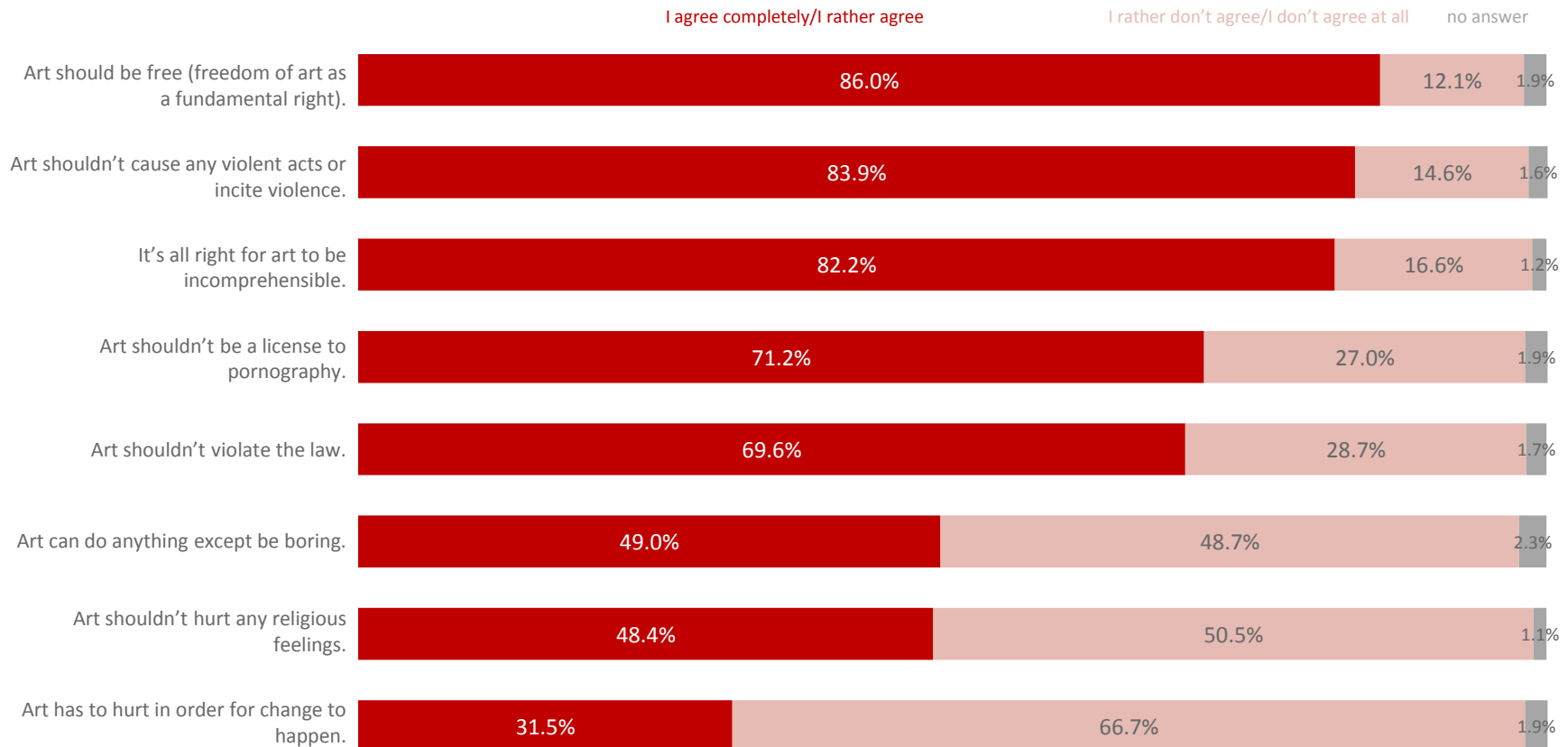
H16. What is art permitted / not permitted to do? Please indicate how much you agree with the following statements.



Base: all participants, N=645



H16. What is art permitted / not permitted to do? Please indicate how much you agree with the following statements.



Base: all participants, N=645

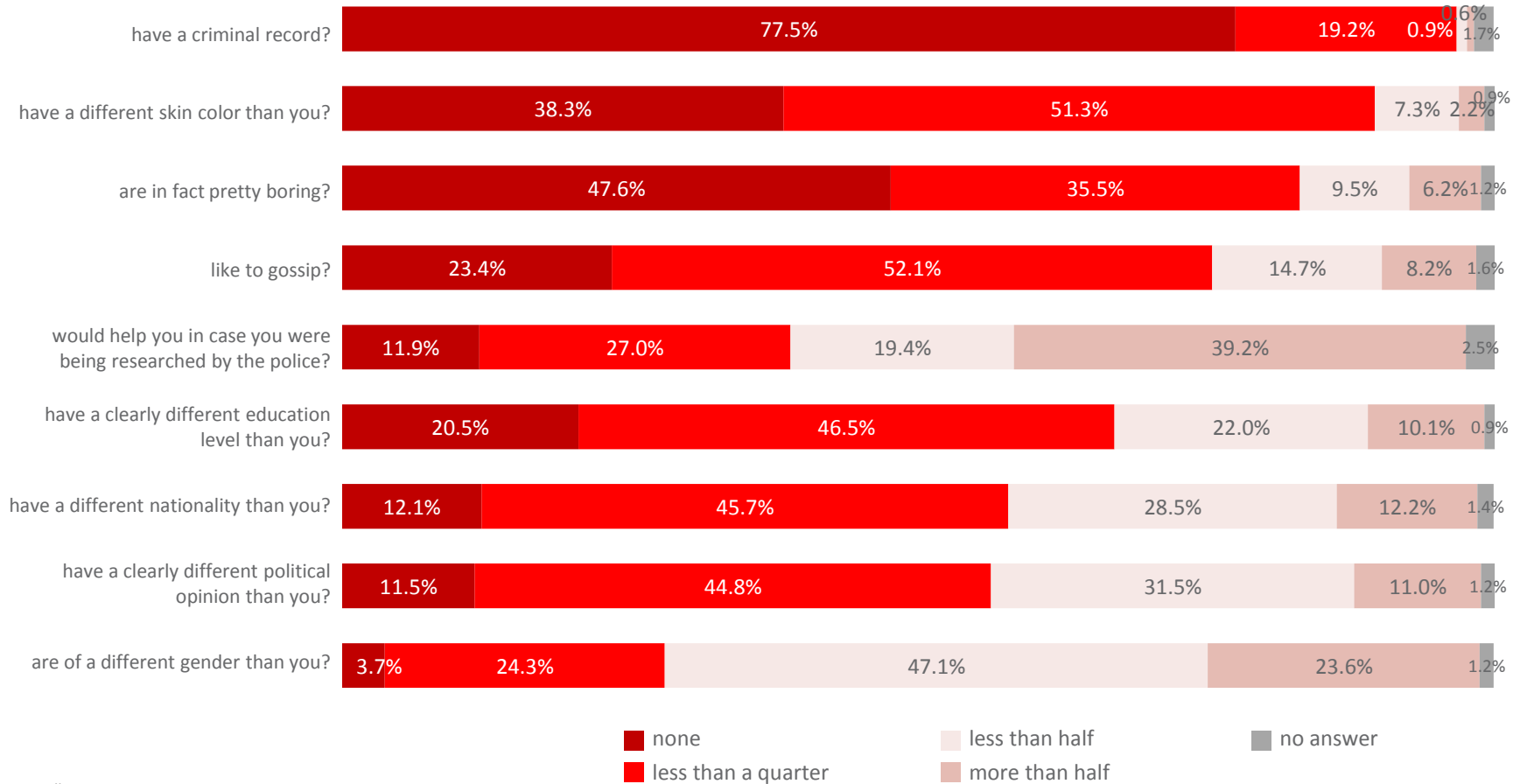


- Friends (H17) -

Friends



H17. How many of your close friends... ?



Base: all participants, N=645

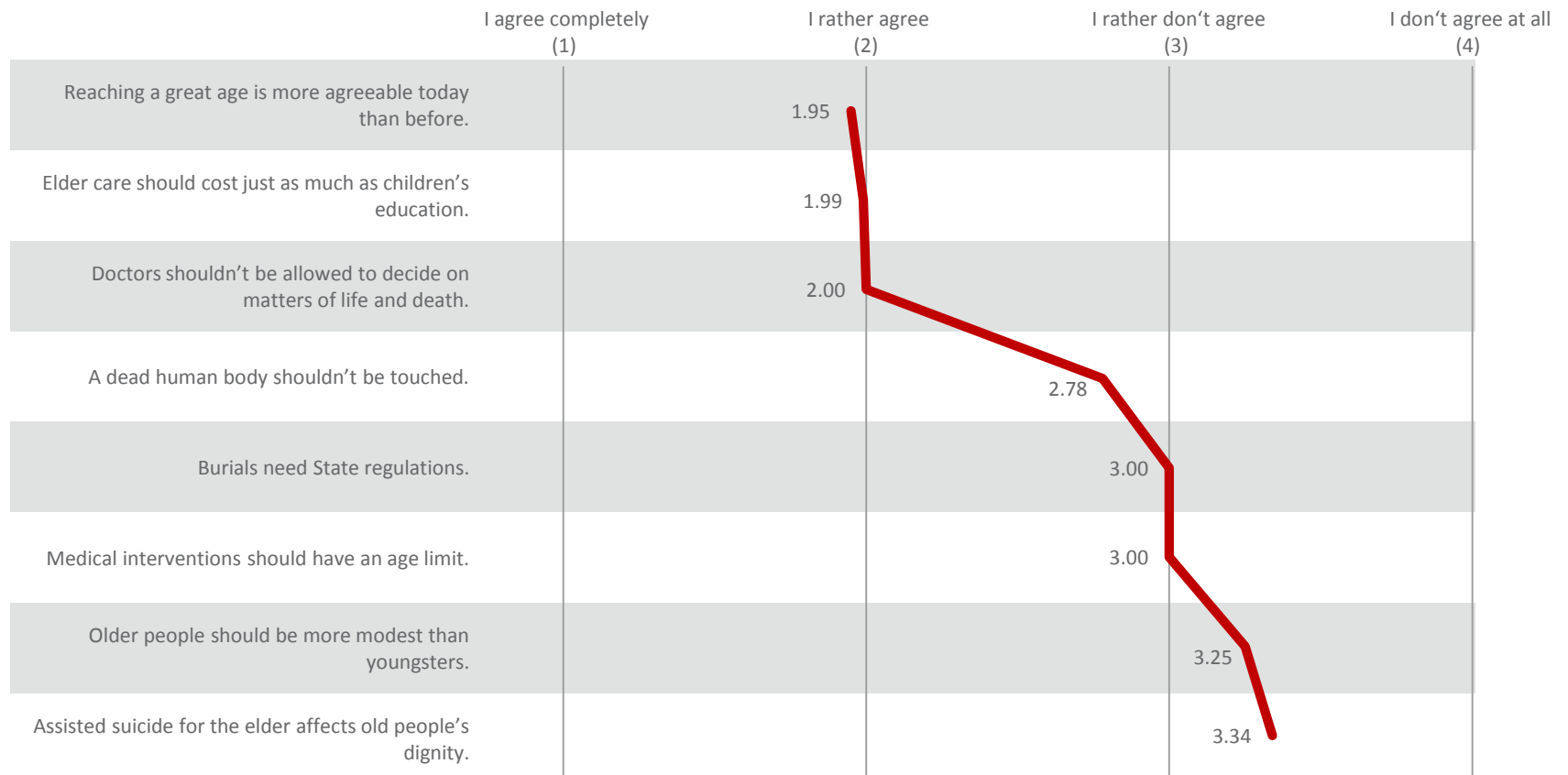


- Life and death (H18) -

Life and death



H18. Do you agree with the following statements about life and death?

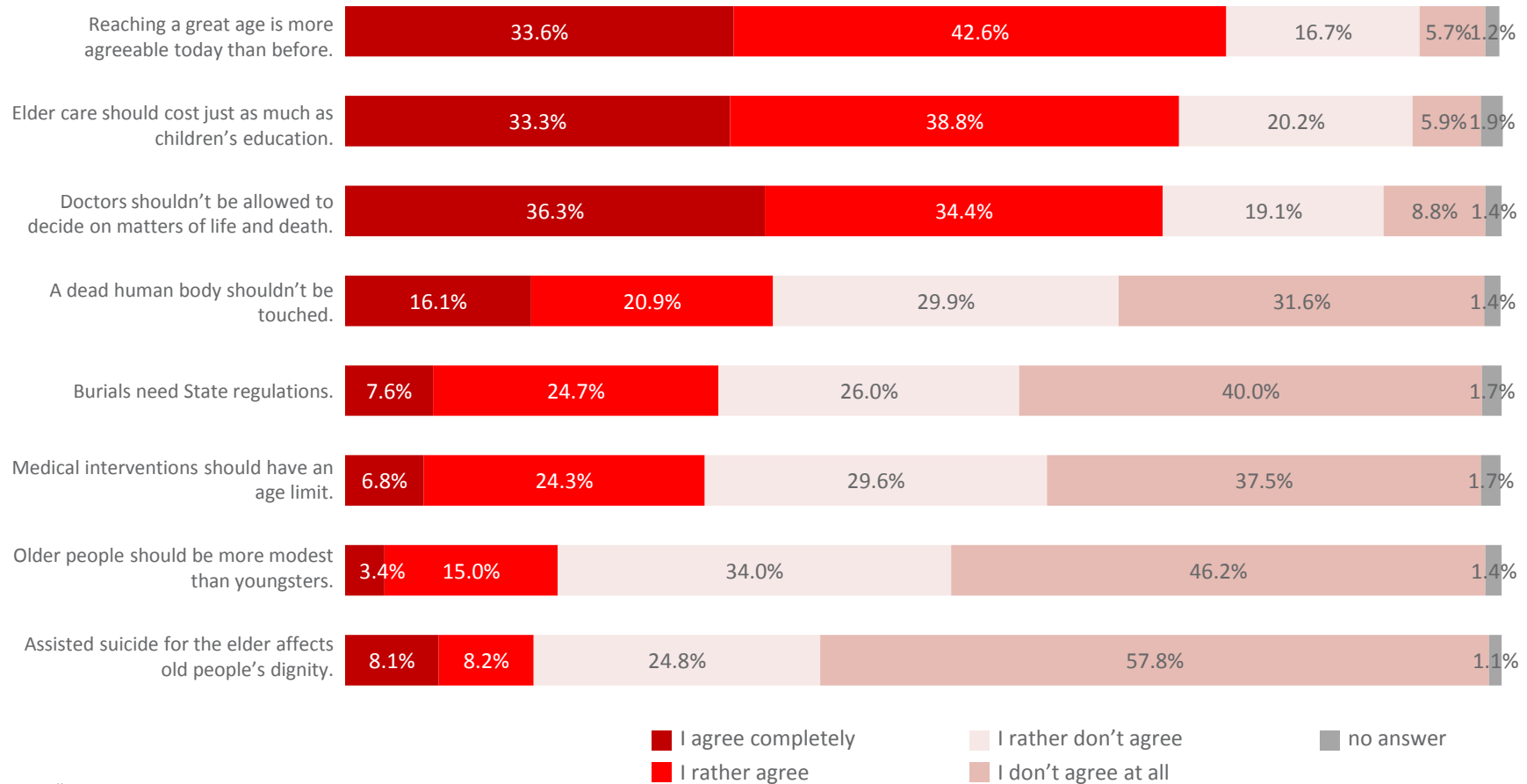


Base: all participants, N=645, representation of mean values

Life and death



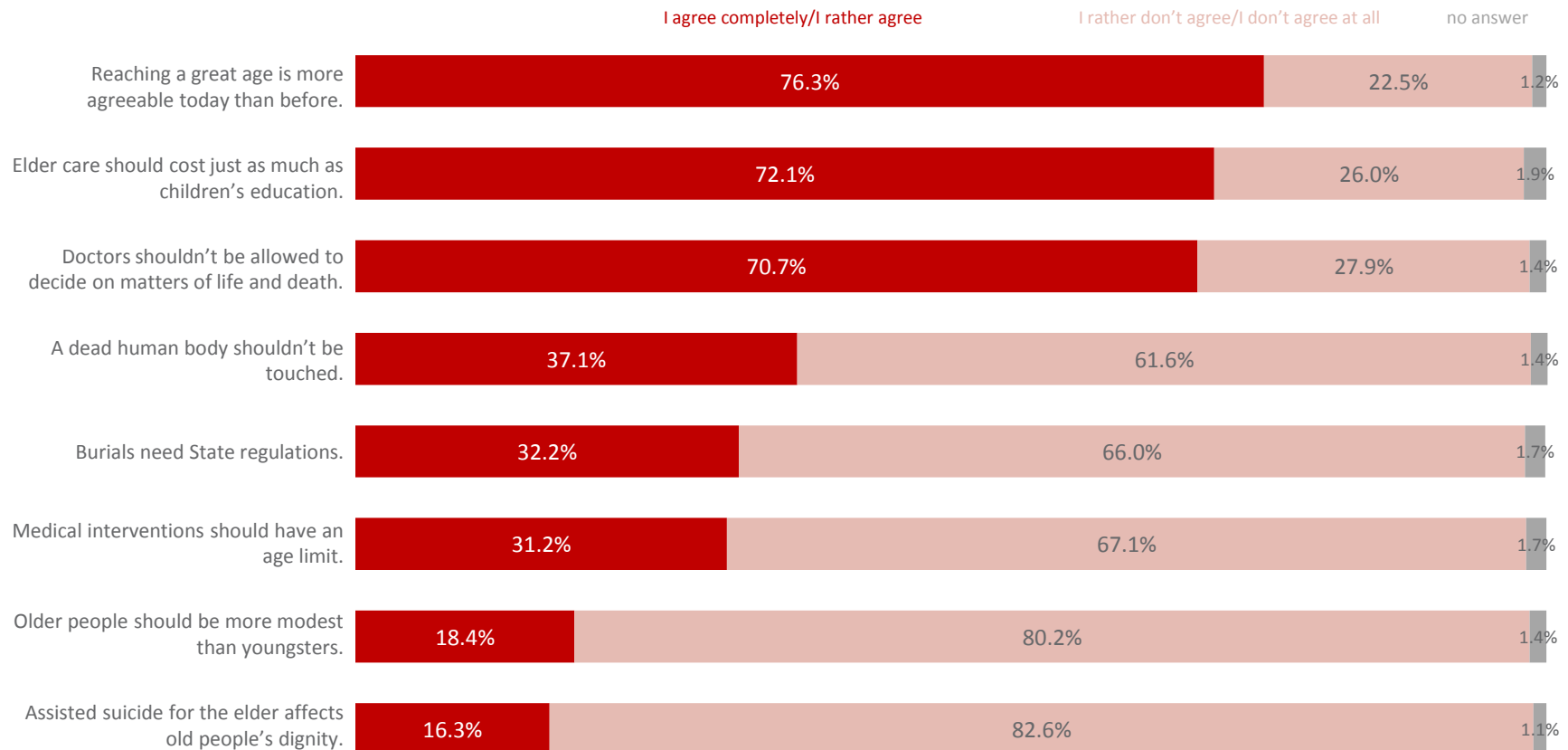
H18. Do you agree with the following statements about life and death?



Base: all participants, N=645



H18. Do you agree with the following statements about life and death?



Base: all participants, N=645

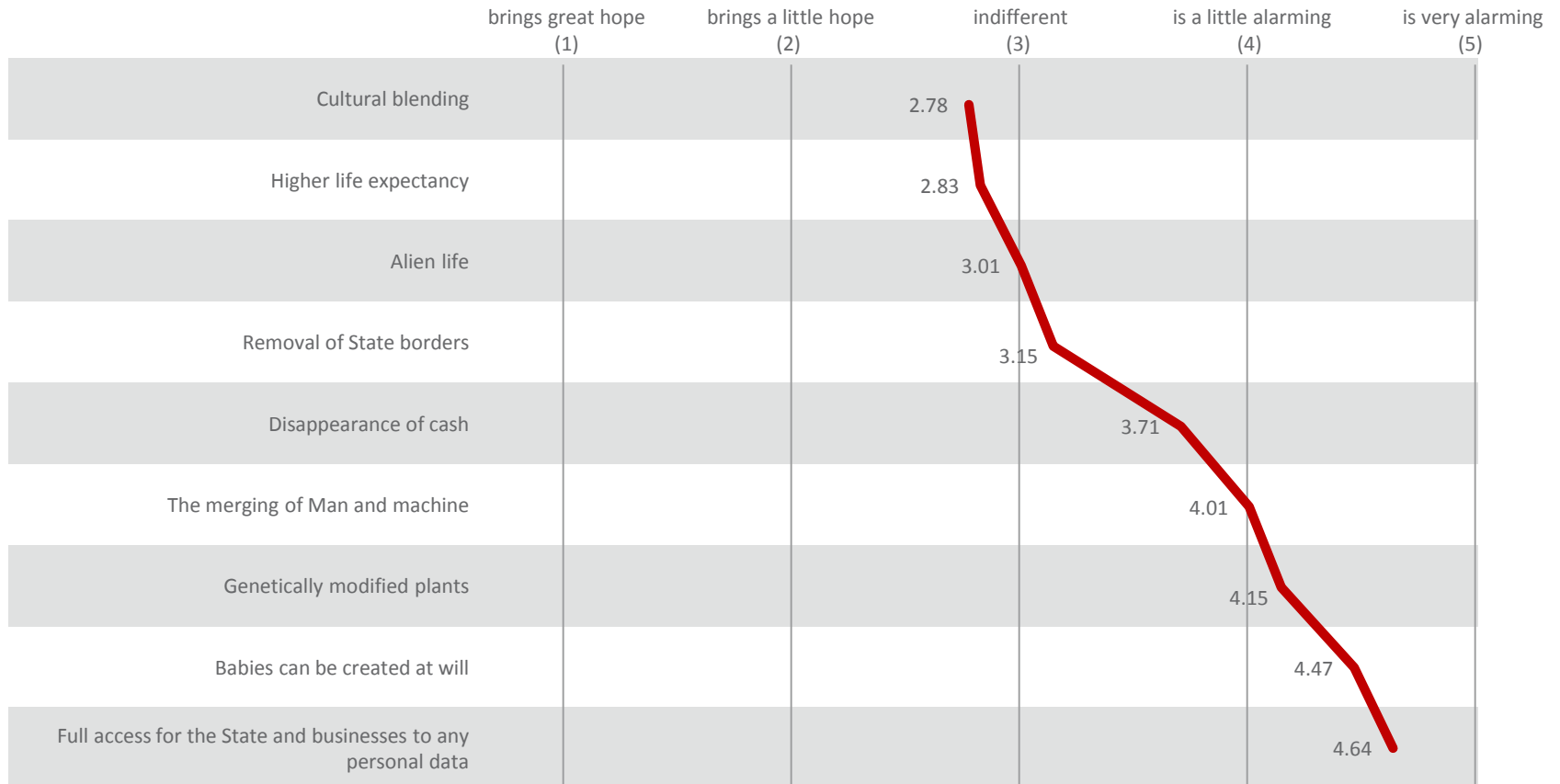


- Hope and worry (H19) -

Hope and worry



H19. Which of the following tendencies brings hope/is alarming to you?

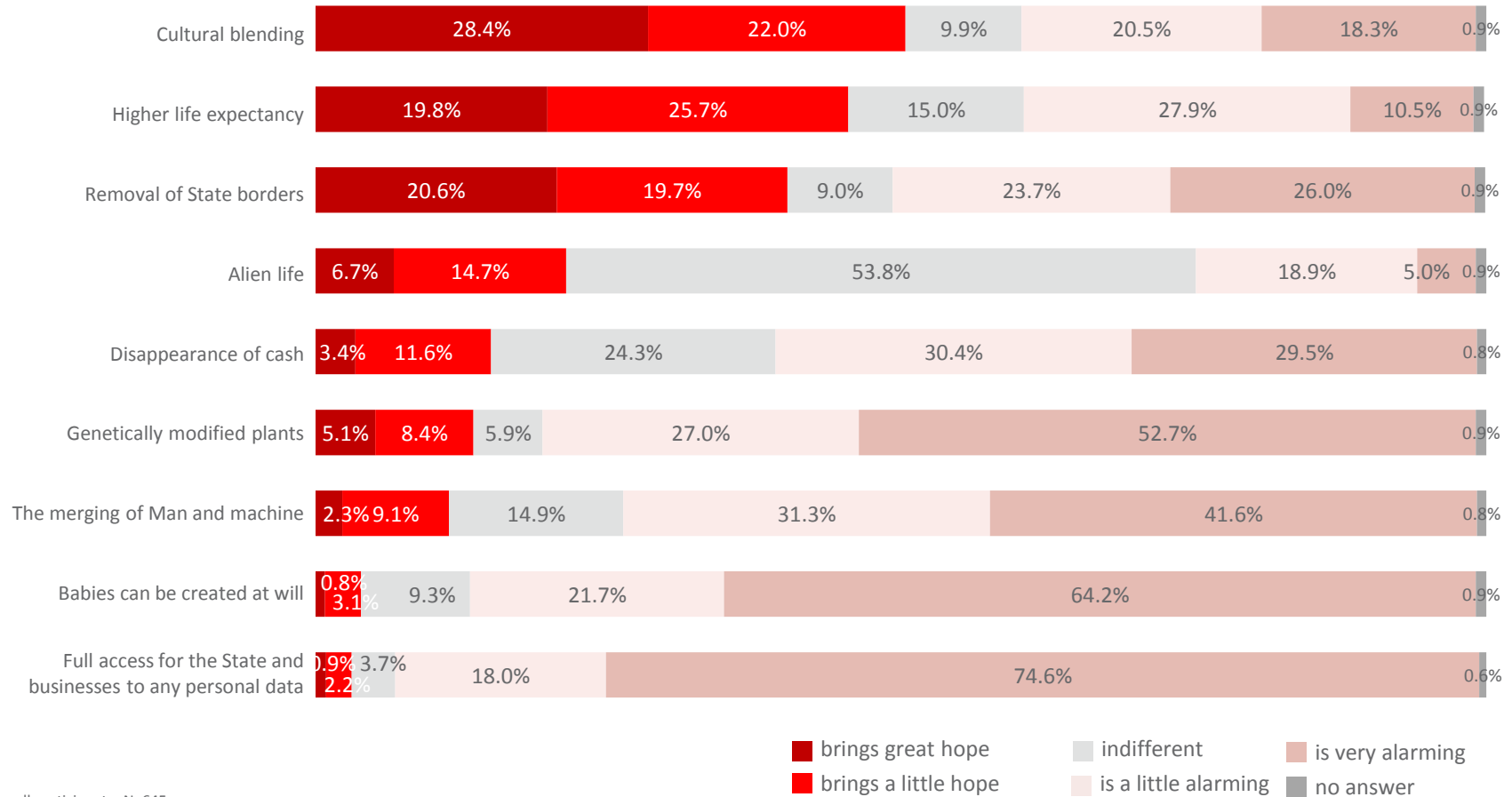


Base: all participants, N=645, representation of mean values

Hope and worry



H19. Which of the following tendencies brings hope/is alarming to you?

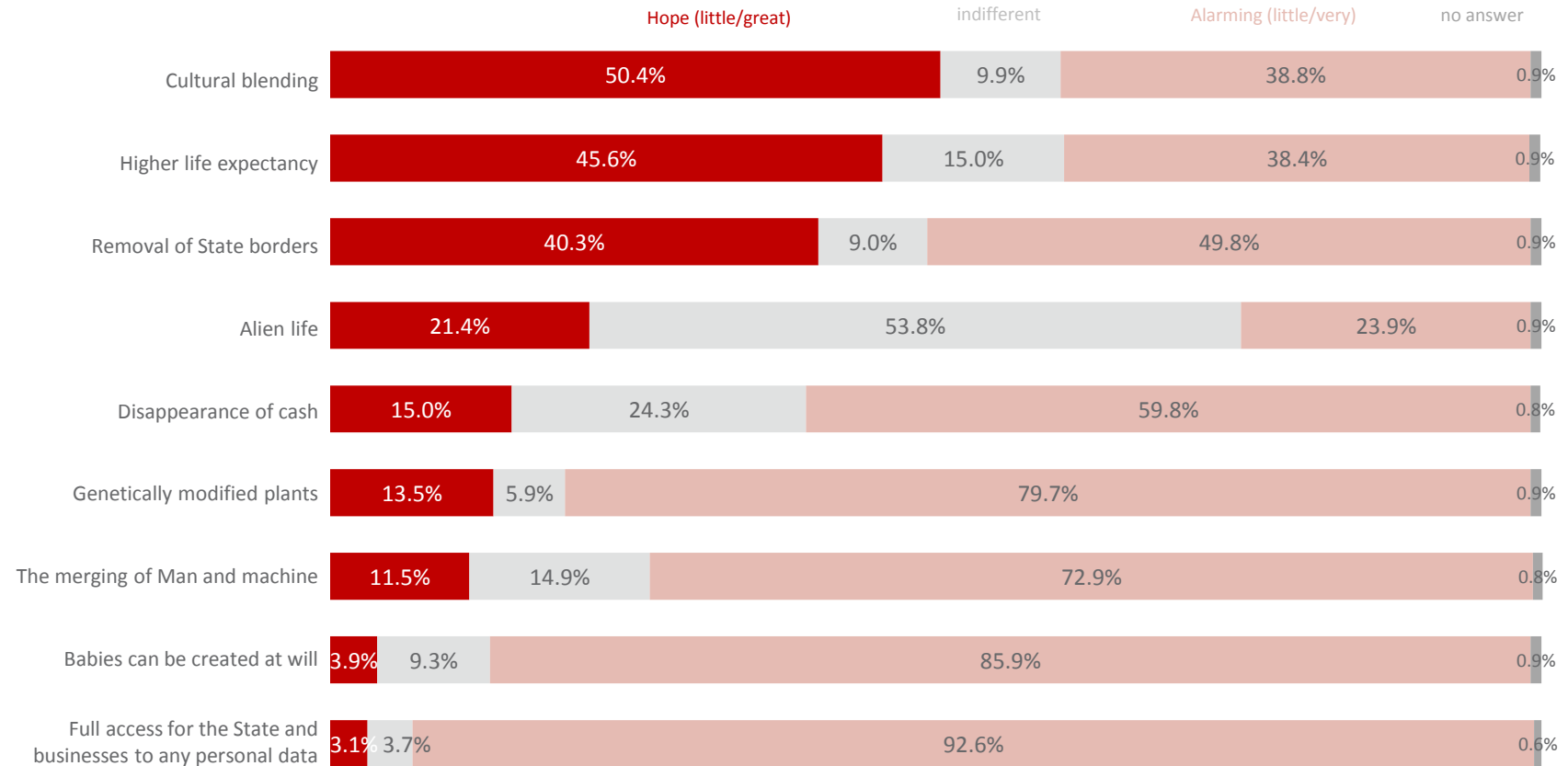


Base: all participants, N=645

Hope and worry



H19. Which of the following tendencies brings hope/is alarming to you?



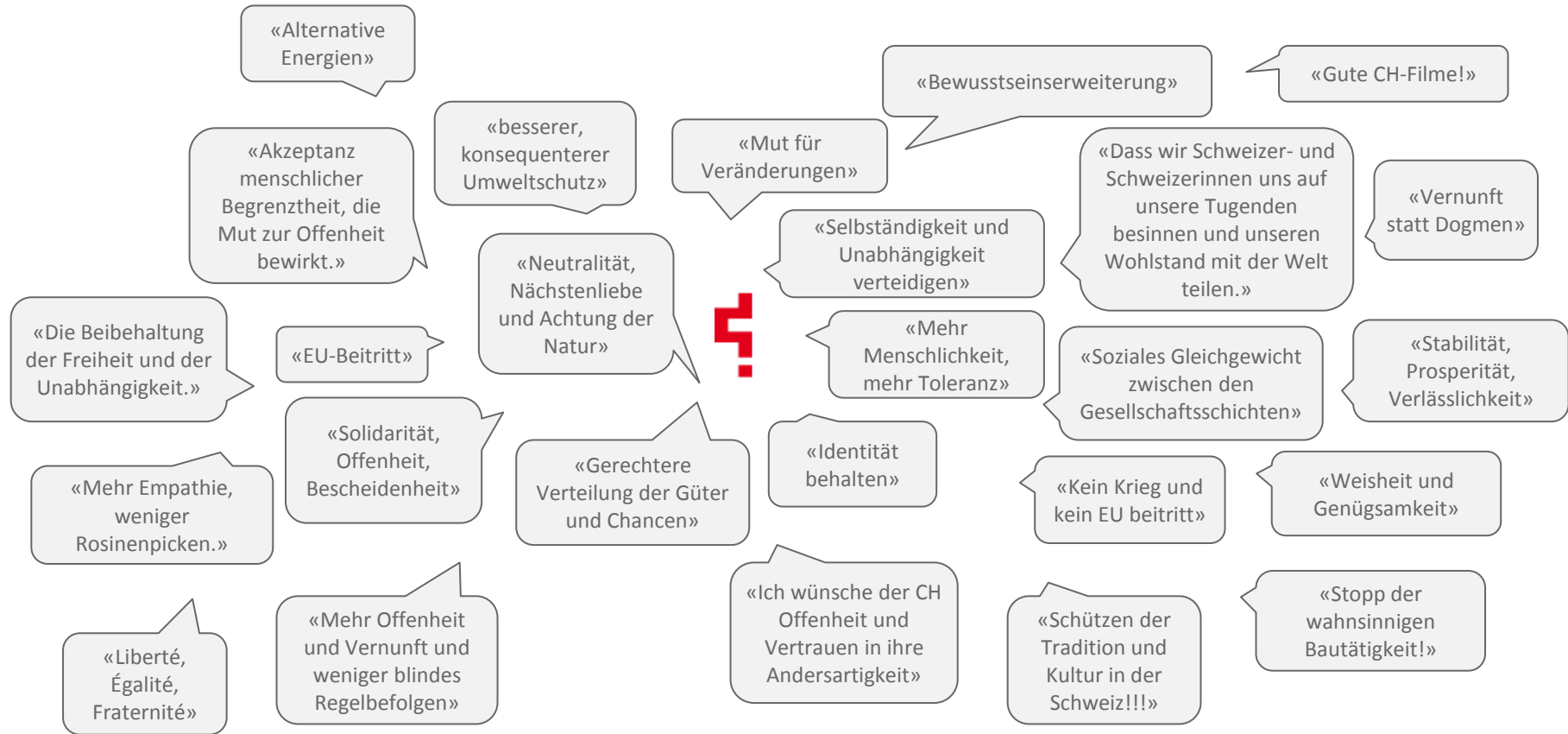
Base: all participants, N=645



- Future (H20) -



H20. What do you wish for Switzerland for the next 20 years?
Please answer briefly with a sentence, theme or key word.



Open question, a random selection of the answers is being presented, for the complete set of statements see separate Excel file

management tools

wissen, was wirkt.

 **SCHWEIZER
MARKTFORSCHUNG**
Kein Verkauf - Wissenschaftlich - Anonym

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