



COMMUNITY SURVEY 2022

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Published: December 2022

EXECUTIVE SUMMARY

In February 2022 POW Switzerland conducted a community survey. The survey was created to understand the community better, to gather insight on their demographics as well as their fears and commitments to fight climate change.

Assessing the demographics of the 625 respondents showed that a large majority of the community understands climate change and has “some or very specific knowledge” about it. However, the respondents are rather pessimistic to confront this challenge with almost half of the sample thinking their actions aren’t enough. This opens an opportunity to further motivate the community to take action, and especially to highlight POW’s role as the voice of the outdoor community for its advocacy work. The fact that about 70% of individuals actively support legislation and go out to vote for the climate shows great potential for POW to activate the outdoor community for political action. Our findings show that many of these individuals are not afraid to use their voice on political issues.

When it comes to activations offline, we found that advocating for solutions as well as encouraging their own communities to act were of most interest to the POW community. This is an important finding which confirms that the community understands the importance of encouraging their family, friends, and followers to not only think about individual change, but more importantly to advocate for systemic political solutions. Most importantly it shows that they can reinforce POW’s messaging by engaging with others and providing a multiplier effect to POW’s campaigns.

Interestingly, we found that our community is rather closer to the middle of the political spectrum, which opens potential for campaigning as POW can reach a much larger segment of society, not being restricted to left-green camp.

KEY INSIGHTS:

- **A majority of respondents (84%) describe their understanding of climate change as “some or very specific knowledge.”**
- **Overall, the outdoor community is rather pessimistic on our ability to overcome climate change.**
- **Almost half (42%) feel their action isn’t enough when asked what their own challenge is when it comes to climate advocacy.**
- **Most respondents (66%) act at the individual level. They recycle, consume local products, use public transportation, reduce their air travel and actively support legislation.**
- **Almost all respondents (86%) feel ready to advocate for political solutions.**



INTRODUCTION AND SURVEY DETAILS

POW's community has been growing steadily since its founding in late 2017 and its members are seen as one of the key stakeholders of the organization. Over the last five years it has become apparent that the organization needs to understand the community better in order to continue to grow sustainably. To kick off 2022, POW launched a community survey in February. The goal was to better understand the outdoor community, their attitudes, opinions, experiences, and needs.

The survey takes an in-depth look at the Swiss outdoor community, specifically member, supporters, and followers of POW. A total of 625 individuals from all over Switzerland responded to the POW community survey. The survey was launched through various digital channels: social media, newsletters, as well as through ambassadors and volunteers who shared the survey.

Key areas that were analysed included: demographics, perceptions of climate change, motivation and level of activism, as well as the level of knowledge on POW.

The data obtained from the survey gives POW a sound foundation to focus its work on political advocacy, but also shows that the organization is heading in the right direction in terms of engaging with its community. The focus areas and the results allow POW to focus on the right areas of action and to be able to communicate more effectively with the community.

DEMOGRAPHICS OF OUR COMMUNITY

The survey looked at key demographics such as: age, canton of residency, gender, family structure.

Overall, the data demonstrates that the POW community is relatively young (33 years old on average), includes slightly more males than females (59% male) and largely has no kids (77%).

DEMOGRAPHICS:

AGE:

Ø33 YEARS

GENDER:

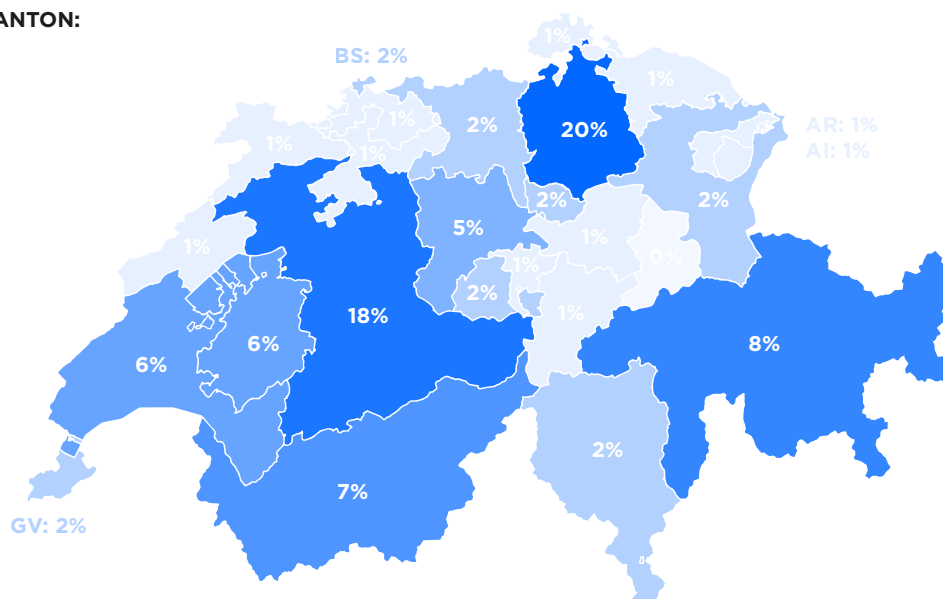
Female 41% 

FAMILY:

Kids	23%	<div></div>
No Kids	76%	<div></div>

Interestingly, looking at POW's primary social media channel, Instagram, shows that the biggest age group is that between 25-34 (43.4%), followed by the age category of 35-44 (24.9%) and lastly, 18-24 (16.7%). Looking at gender, the audience on Instagram largely corresponds to the survey's sample with 62.8% men and 37.1% women.

Regarding geography, the findings showed that POW is better known in the cantons of Zürich and Bern, which correlates with the fact that a majority of POW's activity occurs in the Swiss-German region of Switzerland.

ORIGIN BY CANTON:

We asked where respondents would position themselves on a political scale (left = 1 and right = 5). The mean answer being 2.1, we found that the community is rather closer to the middle, which opens up potential for campaigning to reach other segments of the population than just left-green voters.

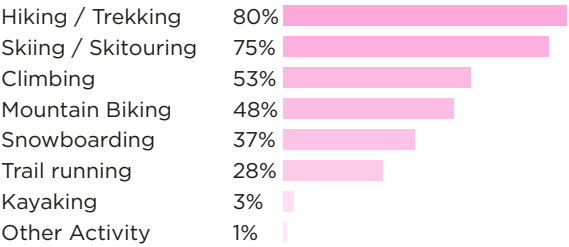
POLITICAL POSITIONING SCALE



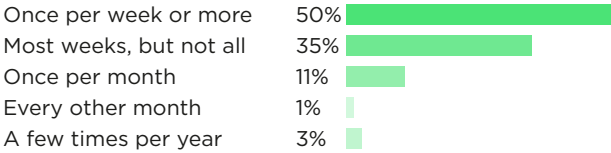
When looking at the outdoor community's favorite activities, the biggest group mentions hiking / trekking (80%), skiing / ski touring (75%), climbing (53%) and mountain biking (48%). This means that POW is already reaching many people who engage in summer activities, which was previously thought to be a weak point in the organization.

OUTDOOR ACTIVITY

TYPE OF ACTIVITY:



FREQUENCY OF OUTDOOR ACTIVITY



POW & SUMMER SPORTS

It only makes sense that our winter enthusiasts are also active in summer. Almost half of the POW community are involved in mountain biking and climbing. This is an incredible opportunity to mobilise larger parts of the outdoor community for climate action.



MAIN RESULTS

The survey looks at different focus areas: climate change, activism, and the organization POW. A deeper look into these key areas is crucial to understand how POW can communicate authentically with its community, as well as discover new and better ways to encourage individuals to act together with POW on the climate crisis.

Perceptions on climate change

As a base, it was vital to understand the POW community's level of understanding about climate change and their specific concerns surrounding the climate crisis. The data showed that overall, correspondents have a good understanding of climate change with 84% of individuals responding as having "some or very specific knowledge."

Next, a majority of correspondents demonstrated concerns about the climate crisis. Specifically, the data showed that 59% of respondents fear the impact of climate change on future generations. It is important to note that this concern correlated directly with age and family structure. The level of concern increased in the older age groups, as well as among correspondents with children. On the other hand, 41% fear the impact of climate change on the way they enjoy nature and the outdoor space. Out of these, a majority were under 25 years of age.

Lastly, the survey aimed to find out specifically which impacts of climate change were of most concern to respondents. The data found that disappearing glaciers was the main cause of concern across all demographics. This concern might be specific to Switzerland or other alpine countries as glaciers have repercussions on our nation's identity and self-perception and are crucial for tourism. Furthermore, they are an important part of the Alpine ecosystem, acting as water reservoir and providing water to fauna and flora.

CLIMATE CHANGE CONCERNS

HOW MUCH ARE YOU WORRIED ABOUT ... ?

	Not worried				Very worried
	1	2	3	4	5
Disappearing glaciers	0%	1%	2%	14%	82%
Diminished snow	1%	2%	8%	29%	60%
Increasing natural disasters	0%	3%	14%	30%	53%
Extreme temperatures	0%	2%	13%	35%	50%
Increased drought	0%	3%	16%	33%	48%
Shorter winters	1%	4%	16%	29%	50%

Motivations and activism

In this section, the survey aimed at gauging key information about the diverse motivations, attitudes, and actions of respondents.

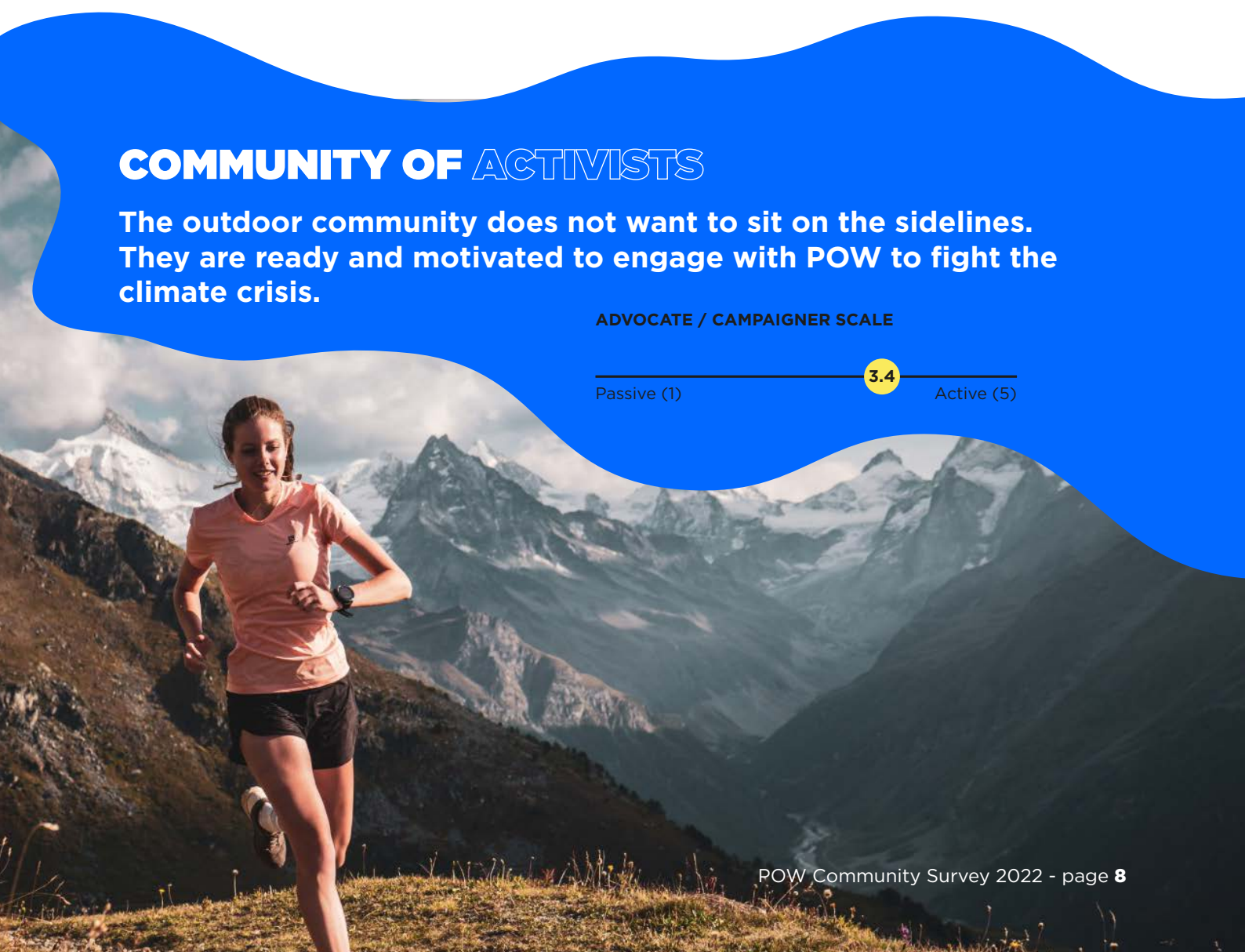
Firstly, POW asked respondents to rate on a scale of 1 – 5 how optimistic they are about our ability to overcome climate change. More than half of respondents responded that they are pessimistic (8% very pessimistic, 44% pessimistic). Furthermore, a staggering 42% believed their action isn't enough when asked what their own challenge was when it comes to environmental advocacy. This opens a great opportunity to motivate the individuals to understand how vital their action is, and to especially highlight how supporting POW as the voice of the outdoor community in politics can have a major influence in the future.

Following up on this, POW asked respondents how likely they would be to consider doing certain activities to personally contribute to and address climate change. Recycling, consuming local products, public transportation, reducing air travel and actively supporting legislation are actions that more than two thirds of respondents already do. Using solar panels and driving electric cars are actions that around 60% consider willing to do in the future. Finding that about 70% of individuals actively support legislation and go out to vote for the climate and that 20% said somewhat likely, shows a great potential for POW to activate the outdoor community for Political Advocacy. It shows that many of these individuals are not afraid to speak their voice on political issues, which is traditionally seen as the case.

COMMUNITY OF ACTIVISTS

The outdoor community does not want to sit on the sidelines. They are ready and motivated to engage with POW to fight the climate crisis.

ADVOCATE / CAMPAIGNER SCALE



CHALLENGE TO ACT

WHAT IS YOUR CHALLENGE WHEN IT COMES TO ENVIRONMENTAL ADVOCACY?

Feeling like my action isn't enough	42%
I do advocate – it is no challenge to me	16%
Not thinking political action will be effective	15%
Not wanting to be politically involved	14%
Not knowing how to take political action	11%
Other	2%

ACTIONS TO FIGHT CLIMATE CHANGE

HOW LIKELY WOULD YOU CONSIDER DOING THE FOLLOWING ACTIVITIES?

	currently do	somewhat likely	not very likely
Recycle, reduce waste or pick up litter	92%	7%	0%
Buying locally produced products	86%	13%	0%
Regularly take public transportation	72%	19%	8%
Reducing air travel	72%	22%	5%
Actively support legislation and go out to vote for climate	70%	20%	9%
Consume less	64%	33%	3%
Donate to/ volunteer for organisations working on climate issues	45%	39%	16%
Becoming a member of a climate organisation	39%	43%	19%
Use solar panels or other sustainable solutions	25%	65%	9%
Drive electric / hybrid car	13%	58%	27%

POW ACTIVITIES

WHICH OF THE ACTIVITIES LISTED BELOW WOULD YOU BE INTERESTED IN DOING WITH POW?

Sign a petition	71%
Come to a physical / virtual event	60%
Display our flag on your balcony or in your window	59%
Share a campaign on social media	46%
Become an active member	35%
Join our active campaigns	34%
Donate money for campaign costs	31%
Become an active volunteer	30%

Understanding the POW community

In the last section of the survey, there were two main goals: firstly, understand what information the POW community is looking for, and secondly, how to engage the community more actively.

To begin, POW wanted to find out how were reaching new community members. The question, “how did you first hear about POW?” demonstrated that social media is the first point of contact between POW and a majority of new community members. 30% of respondents became aware of POW through social media, whilst 18% became aware through an ambassador of POW. Looking at the respondents, 73% follow POW on Instagram and 52% read the newsletter, only 16% follow POW on Facebook. This underlines the relevance of Instagram as central tool of communication.

The graph below shows the activities in which the respondents would be interested in doing with POW to fight climate change. Interestingly, 71% of individuals stated they would sign a petition with POW, something POW has up to date not yet done. Coming to an event and displaying a campaign flag on their balcony were ranked closely after the petition. Finally, almost half of respondents said they would share a campaign on social media. This is important as the community is prepared to engage with their own community if offered the correct tools and communication assets to create a snowball effect of change.

POW & POLITICS

Our community wants to get political! They are more than willing to activate their own community to advocate for the climate.



CONCLUSION

The survey's outcomes give a clear indication for future work in POW's focus areas and how to achieve greater impact.

Through an exploration on climate change issues among respondents, POW now better understands their level of knowledge on the climate crisis as well as differing concerns among key demographics. Overall, the data showed that the POW community has a good understanding on climate issues. While still focusing on communicating about the climate crisis the data indicates on the importance for POW to focus on other key area like proposing solutions or ways to act together with POW.

Next, the data demonstrated that age and family structure are key determinants on concerns about the climate. The older age group was more concerned about future generations, especially among those with children, while the younger age group was more concerned about the impact of the climate crisis on nature and the outdoor space. This is critical so as to target specific audiences in our community in future campaigns. Nonetheless, it is important to note that the community shares similar worries on the impact of climate change on disappearing glaciers and diminishing snow.

Regarding overall attitude towards the climate crisis, a large part of the sample is pessimistic, however, they are either already actively contributing to combating climate change, or willing to do more. The data shows that most of the community is ready to get more politically engaged, with 70% of individuals prepared to actively support legislation and to get out to vote. This is a key takeaway as it demonstrates support for POW's advocacy work in the fight against the climate crisis. Through positive and emotional communication with the community, we are able to mobilize our supporters to get out to vote and use their voice against climate change.

Social media is the first point of contact for most new community members, while Instagram remains the most important communication channel. This clearly demonstrates the importance of our communication through social media as a platform to inform and engage. However, it also shows that there is potential in reaching new audiences through other channels and points of contact.

POW found that advocating for solutions as well as encouraging their own communities to act were of most interest to the POW community. This is an important finding which confirms that they understand the importance of encouraging their family, friends, and followers to not only think about individual change, but more importantly to advocate for systemic political solutions. Most importantly it shows that they can reinforce POW's messaging by engaging with others and providing a multiplier effect to POW's campaigns.

Looking towards the future, there is an opportunity to deliver the proper tools to the community so they can to engage with their peers, family, friends and colleagues to create a snowball effect of change. There is also a commitment for POW to continue its advocacy work, and to integrate new means of activation, for example, petitions.

Overall, this research has shown that the Swiss outdoor community is committed to curb climate change, many of the respondents are not afraid to speak their voice on political issues. POW has a unique opportunity to motivate its audience to engage more on political issues so as to push for systemic change. In turn, this will also strengthen POW's position as the voice of the outdoor community and help it build credibility in the political sphere.

CONTACT

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