



Insights from national poll helps Swiss politician Meret Schneider increase relevance in regional awareness campaigns

Meret Schneider, politician and co-director of Sentience Politics, has the mission to improving animal-wellbeing in agriculture as well as reducing our impact on climate change. In her current campaign on preventing mass animal husbandry ("Massentierhaltung") it's important for her and the team to understand how they can address and tailor the message of their initiatives in the different regions.

Solution

In order to figure that out, a poll about a related subject, CO2-tax on meat for Switzerland, was needed. It was assumed that it could indicate the sensitivity about the topic within the different regions.

Boomerang Ideas' simple online polls and customizable targeting options provided the right professional context for this national temperature check.



Pro

Our **PRO** offering with 500+ responses was able to provide **accurate targeting options** to get the polls to all 7 geographic regions.

Approach

In order to get representative results on regional levels, Meret Schneider launched a Pro poll individually targeting all 7 greater regions of Switzerland in the respective language (German, French or Italian).

- Polls: 1 (Pro)
- Countries: Switzerland
- Regions:
 - CH01: Lake Geneva
 - CH02: Espace Mittelland
 - CH03: Northwestern Switzerland
 - CH04: Zurich
 - CH05: Eastern Switzerland
 - CH06: Central Switzerland
 - CH07: Ticino
- How many respondents: 500
- Networks: Instagram, Facebook, LinkedIn
- Duration: 1 week
- Query: Should Switzerland introduce a CO2-tax on meat consumption?
- Answer A: Yes
- Answer B: No

Insights



Results

“Boomerang Ideas was the perfect tool to get high quality insights in no time and without the high cost that traditional opinion polling carries”, says Meret Schneider.

They were also impressed by what the newly acquired data showed for each of the greater regions of Switzerland.

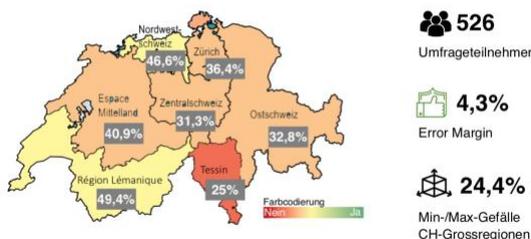
Especially the Lake Geneva region showed a much higher approval rate of the tax than they had previously anticipated.

The distinctiveness of rejection in Ticino was remarkable, while the amount of acceptance surprised in Eastern Switzerland and Central Switzerland.

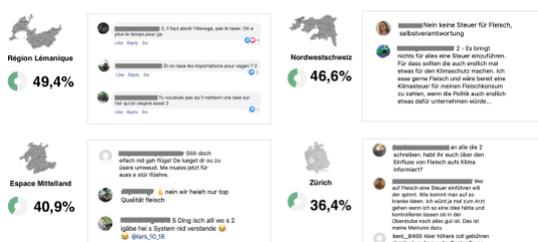
With this information their upcoming online-campaigns can be much better tailored to the individual greater regions as these results are a clear indicator as to where the regions stand in terms of animal-wellbeing.

- Meret Schneider and her team were able to increase her regional campaign performance
- Thanks to better knowledge of the local sensitivity about their topics, they were able to address the subject with more relevance and therefore more effective.

Ja-Stimmen aus den 7 Schweizer Grossregionen



Ja-Anteile und Kommentare aus den Grossregionen (1/2)



Team Boomerang

Boomerang Ideas is a team of professionals with research backgrounds. The Swiss company, founded in 2018, is based and registered in Zurich.