

Organisation of the Swiss Abroad Youth Service Survey

INTRODUCTION

The Organisation of the Swiss Abroad (OSA) conducted a survey between 5 June and 18 September 2023 to better understand the needs of the young Swiss Abroad.

Every year, the OSA Youth Service offers a range of activities for young Swiss people abroad aged 15-25. These activities create lasting memories for young Swiss people abroad. With our attractive, up-to-date and varied offers, we enable them to forge strong links with their country of origin. In order to understand their needs better, we created a questionnaire. You can read the results of this survey below.

ANALYSIS

The survey was distributed via the OSA Newsletter, the "Swiss Review" and by email. It is difficult to determine the exact number of people reached, but it is possible that it was the majority of Swiss Abroad. A total of 176 people completed the questionnaire, which is rather low.

One possible reason for the poor response:

- The channels used are primarily aimed at an older audience than our target audience.

PERSONAL DATA OF SURVEY PARTICIPANTS

Age

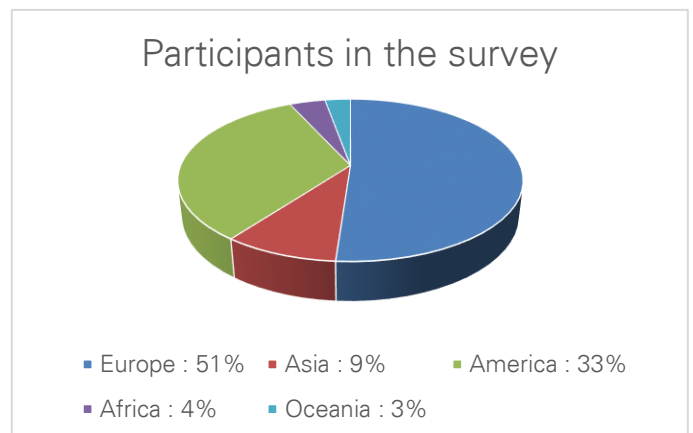
The majority of those who took part in the survey (63%) were in our target age group of 15-25. The survey did therefore reach the people it was intended to reach.

Gender

A small majority of respondents were women (55%). The Youth Service's offers seem to appeal to young women as well as young men, which means that the positioning is correct.

Country of residence

The largest number of respondents live in the USA (16%), Germany (12%), France (11%) and Spain (10%). This is consistent with our experience that camp participants tend to come from these countries.



THE ORGANISATION OF THE SWISS ABROAD AND ITS YOUTH SERVICE

It is very encouraging that most survey participants are familiar with our swisscommunity.org website (77%). However, many were not familiar with OSA's other social media channels (43%). Instagram is the best known of these (39%), followed by Facebook (15%) and our community platform (13%).

The main channels used to find out about OSA's Youth Service offerings are "Swiss Review" and "word of mouth" through friends and acquaintances.

There are many reasons for taking part in Youth Service activities, the most frequently cited being "to meet people living in other countries" (79%), followed by "to get to know your country of origin" (78%) and experience independence (without parents) at 61%.

Of those surveyed 90% would recommend OSA's offers to friends and family; 9% left a comment, all very encouraging and positive; and 1% (2 people) would not recommend the offers because: "Unfortunately, there are not many Swiss people here to whom I could recommend them" and "My friends and family are not Swiss and therefore unfortunately I cannot recommend the offers to them".

HOLIDAY CAMPS

Holiday camps are the most popular offers. As well as the fact that 66% found the camps "very good" and 22% "good", we were delighted with the many positive comments. Camp highlights include making new friends, meeting people from all over the world and visiting Switzerland.

The optimal age for taking part in a camp is 15-18.

Age	Response (percentage)
15 years old	74%
16 years old	71%
17 years old	63%
18 years old	47%
19 years old	29%
20 years old	23%

When it comes to the best time of year to come to Switzerland, the figures show that most people prefer the months of July (77%) and August (61%), as well as between Christmas and New Year (31%). January is the ideal time to open registration for summer and winter camps. The survey showed that the length of the ski camp (10 days) and of one summer camp (14 days) are ideal. The camp costs are considered to be on the high side.



ONLINE OFFERS

CONGRESS ONLINE

The survey revealed that the majority of respondents were not familiar with the online congress (57%) or the YPSA (80%), and almost all of those who took part in the survey had never attended one (96%). However, a small majority thought it was a good idea to offer such a service to young people (47% had no opinion on this question). 60% found that the congress partly met the needs of young Swiss people abroad and 35% thought it fully met the needs.

What for you has been the highlight of the Online Congress to date?

- To be able to submit opinions and have a space where people can share new ideas.
- To meet other young Swiss people from abroad and find out about the possibility of becoming a camp counsellor.

WEBINARS

There was a favourable response to the idea of the Youth Service organising a webinar, with 57% of respondents wanting to take part, mostly once a year (53%, twice: 33%, three times: 6% and four times: 8%). Webinars should be free of charge or cost no more than CHF 25.

CONCLUSION:

In conclusion, it emerged from the questionnaire that the holiday camps are very much appreciated, the duration and time are ideal and they are aimed at the right category of young people. However, the respondents clearly wanted the age limit to be raised to 18 again. It also emerged that taking part in a holiday camp is sometimes impossible for financial reasons (participation combined with travel costs to Switzerland). Young people come to Switzerland mainly to discover the country, for the experience and to make new acquaintances.

The online offers have potential for development, with one or even two webinars being offered per year.

Berne, 4. März 2024

