

OpinionWay Survey of the ANMSM (Association Nationale des Maires des Stations de Montagne)

While health and economic issues are currently taking precedence over all others, mountain resorts are not forgetting a crucial subject for the years to come : supporting climate change and preserving their environment. How do the French look at their mountains? Outside of the context of the crisis, how do they see the future of their stations? What efforts are they prepared to make in order to preserve this natural heritage? These are the questions answered by this unprecedented survey, carried out by OpinionWay for the national association of mayors of mountain resorts.

French that love their mountain...

For **94% of the survey taker**, the French mountains are among **the most beautiful wealth of our heritage**. When we ask them what notions they associate to their holidays in the mountain, “the fresh air” comes to mind (50%), followed by “bid open spaces, views” (49%).

However, the idea of calm and rest is mentioned by 43% of French. 19% underline the fact that for them it is “a moment of reunion with family and friends” (35% in the 18–24-year-old group).

The mountain is therefore perceived as a place of tranquility but also conviviality.

... But Express concerns about its preservation

92% of French people consider that **the mountain could be threatened by climate change**. They fear primarily **the melting of glaciers (76%)** and the **decrease in snow cover (55%)**. Then comes the **disappearance of mountain biodiversity**, particularly feared by the youngest: 42% and 35% respectively fear the disappearance of flora and fauna.

Empower mountain users: a majority of French people vote for:

For **89%** of those questioned, **the stations know how to evolve** to adapt to user demands. However, they must continue and increase their efforts with the help of the latter. Thus, for **63%** of those questioned, **users must henceforth participate in this development**.

97% of French people say they are ready to realize **at least one action to preserve the environment in the mountains**. This would not start with good domestic practices: for example, **favoring accommodation / catering that respects the environment (89%)**. In addition, **83%** say they are ready to **come on site by means of clean vehicles** (electric shuttles for example) by leaving their vehicle in town.

Young people stand out for their voluntarism concerning two efforts that generate less general support: Thus 66% of 25–34-year-old would agree to pay an additional tax according to their volume of waste (vs 51% of the French). **In addition, 65% of those under 35 would consider going to the mountains by train rather than by car, and 67% could opt for carpooling.**

Stations considered to be committed to the environment by 91% of French people ... but their initiatives are still unknown

91% of those questioned believe that **the stations are mobilizing for the environment**. But concretely, **the actions carried out by these stations remain little known**: out of eleven actions deployed by the stations in recent years, only 12% of French people have heard of each of them.

For **61% of respondents**, the most useful action concerns **rainwater harvesting**. The second rank of actions deemed useful is the **development of renewable energies** in stations (**45%**).

Among the most well-known initiatives are **waste collection operations in the mountains**, of which 56% of French people have heard of, or **the development of renewable energies** in resorts (51% of awareness). On the other hand, **actions related to soft mobility** seem **more confidential**: only 42% have heard of the development of a public transport network to limit car use, and 33% of the training of machine operators (snow plows, snow groomers, etc.) to eco-driving.

Overall, **the French recognize the essential role of mountain resorts, 61% believing that they manage to reconcile the economy and the environment.**

Selon Jean-Luc BOCH, Président de l'ANMSM, "les résultats de cette enquête montrent que la population française dans son ensemble, et pas seulement les usagers de la montagne, se montre prête à agir fortement pour préserver cet environnement exceptionnel qu'est la montagne. Les communes support de stations doivent disposer de moyens supplémentaires, notamment dans le cadre du futur Plan montagne du gouvernement, pour accompagner les changements en cours. L'enquête fait ressortir un fort engagement des jeunes, ce qui est très encourageant pour soutenir la pérennité de notre action à long terme."

Méthodologie

L'étude " les français et l'avenir l'avenir des stations de montagne" à été réalisée par OpinionWay pour l'ANMSM auprès d'un échantillon de 1357 personnes, représentatif de la population française âgée de 18 ans et plus. AU sein de cet échantillon, 417 personnes se rendent à la montagne l'hiver et 498 l'été, au moins un fois tous les trois ans. Les Interviews ont été conduites par questionnaire autoadministré en ligne sur système CAWI (Computer Assisted Web Interview). Les interviews ont été réalisées les 21 et 22 Octobre 2020.