

Public electronic media 2021

Management Summary

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The report summarises the **results of the “Public survey of electronic media 2021” study**. The survey covered households’ media equipment, media use and priorities for information about events in Switzerland, in the interviewees’ region and abroad. At the study’s heart are questions on how interviewees rate the SRG radio and television stations they use most frequently, as well as online offerings from SRG and private providers. An actual random sample of 3753 was drawn from the resident Swiss population in all language regions, based on the Swiss Federal Statistical Office’s person and household surveys sampling frame (SRPH). An online version of the report can be found at <http://iakom.ch/PeM2021> and interactive tables at <https://iakom.shinyapps.io/PeM2021>.

Media equipment has declined in all areas compared to 2020, except smartphones and tablets. The proportion of households with televisions has declined from 92% to 89%. Younger participants state less frequently than older ones (96%) that they have access to a TV (83%). Sixty-two percent of households own radios (2020: 70%). Compared to 2020, availability of newspapers has declined by around 7% and is now at 40%. Ninety-four percent of interviewees stated that they have access to a computer (2020: 97%). In the case of the youngest participants, this percentage has fallen by two percentage points, and is up by one percentage point for the over-55s. Ownership of smartphones has increased further, from 91% to 95% (from 80% to 86% for the oldest participants). Installation of news apps (62%) has declined again somewhat, compared to 2020 (67%).

Parts of the population are exhibiting a certain information weariness after 2020. After daily use of SRG TV services rose to 40% in 2020 (from 36%), this year it has fallen to 31%. Just two thirds watch regional television programmes, but half of them only rarely. The proportion of those who go online daily (81%) has risen by four percentage points and daily use of news pages/apps has risen from 46% to 52%. Entertainment and information are equally important for the majority of those surveyed. Given that the justification of information purposes offered for media use in 2020 was more frequent than prior to coronavirus, this year many more people than in 2019 and 2020 stated that they were primarily seeking entertainment.

Ratings for electronic media remain stable at a high level. At 3.8, the “Overall satisfaction” (scale of 1 “Very poor” to 5 “Very good”) with SRG television stations is below that for 2020 (3.9) and 2019 (4.0). “Credibility” (4.1) and “Professionalism” (4.0) once again received the highest ratings, but lower than in the previous year and in 2019, before the pandemic (all 4.2). “Proportionality” (3.7) was also viewed rather more critically. Regional television stations received positive ratings, but worse than other groups of providers that offer more entertainment. 2020 ratings were no better than 2019, and 2021 ratings no worse, apart from the rating for “Professionalism” (3.5). SRG radio stations retain top position, with 4.0, for “Overall satisfaction”. The rating was just as good as in 2020, and even fared better for “Proportionality” (3.8). This year, local radio broadcasters received better ratings for “Professionalism” (3.8), “Proportionality” (3.6) and “Overall satisfaction” (3.9) and equal ratings (3.8) for “Credibility”. As in the previous year, online news services received critical, but stable ratings for the categories of “Professionalism” (3.7), “Proportionality” (3.6) and “Overall satisfaction” (3.7). There was a slight gain in the rating for “Credibility” (3.6).

SUMMARY After the first year of the coronavirus pandemic, in 2020, the use of information media and the priority accorded to it declined. There is a perceptible information weariness, to a certain extent, which is also apparent in the SRG television station ratings. Stations which broadcast more music and entertainment remained stable, or even made gains. The next few years will reveal whether this trend will persist.

Graphic overview 2021

The actual random sample is n = 3753. Not everyone answered every question. For several questions there is a note regarding the minimum sample size on which the ratings are based.



