

Public electronic media 2019

Management Summary

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Management Summary

The report summarises the results of the “Public survey of electronic media 2019”. Data was collected concerning households’ media equipment, media use, which media are prioritised for information searches (media priorities), interest in politics and, at its core, evaluation of the SRG radio and television stations used by interviewees and those offered by private providers. This year we also asked for evaluation of online news sites and apps. An actual random **sample of 4110** was drawn from the resident Swiss population in all language regions, from the age of 15 years, based on the Swiss Federal Statistical Office’s person and household surveys sampling frame (**SRPH**). In 2019 the primary survey method switched from telephone surveys to online surveys. This change in method was to be taken into account, but had very little influence on the results.

In total, 92 percent of Swiss households own TVs. Computers are more common in the households of younger survey participants* (95%) than older (88%), with the gap getting smaller. TVs are a rarity in the workplace. Radios are more common in the case of younger employees, compared to older employees. At 98 percent, smartphone equipment has reached saturation point in the case of the youngest group of interviewees* and has risen from 66 percent to 78 percent in the case of the oldest interviewees. News apps are used by 70 percent of the youngest group of interviewees and 55 percent of the oldest group of interviewees.

One third of interviewees use radio and television services purely for entertainment. Seventeen percent of interviewees turn to the radio only for information purposes. Only 10 percent do this for television. **For the majority of interviewees, radio and television are equally important when searching for entertainment and information.** Online media are used purely for entertainment less frequently (10%) and more frequently for information only (28%) and up to 61 percent for both. Sixty-two percent of interviewees use SRG’s television service several times per week, or as much as daily. This is just 30 percent for regional television and 60 percent for foreign broadcasters (less often daily than for SRG stations). Half regularly listen to SRG radio and the other half to private local radio stations (some to both). Seventy-three percent use the Internet daily and 15 percent several times per week. Sixty percent state they use **“online news regularly”**.

Despite the change of method, the ratings for electronic media were and are largely stable. For “Overall satisfaction” (scale of 1 “Very poor” to 5 “Very good”), SRG TV (4.0), regional TV (3.6), and local radio (3.9) stations received ratings that were just as good as last year. After two years with a maximum score of 4.1, the score for SRG radio stations is down to 4.0. Overall, the rating given by the resident Swiss population for the stations which they select from the range is positive. The services from **SRG rate higher than those from private providers** of regional television and local radio. When TV and radio are compared, radio services from private providers always rate more highly than television programmes. This was the same for SRG services in recent years too. Since then, SRG television offerings have rated just as highly as their radio stations. **Overall, online sources used were rated worse** (3.7) than SRG’s offerings and those of local radio and just as well as the regional television stations. The “professionalism” (4.2) and “credibility” (4.2) of SRG services are rated particularly highly. “Credibility” is also rated highly in the case of regional television stations (3.9), whereas “professionalism” is rated somewhat lower. The “proportionality” of subjects and actors is rated rather lower for all TV and radio services; only in the case of online information is “credibility” particularly low and still below “proportionality”.

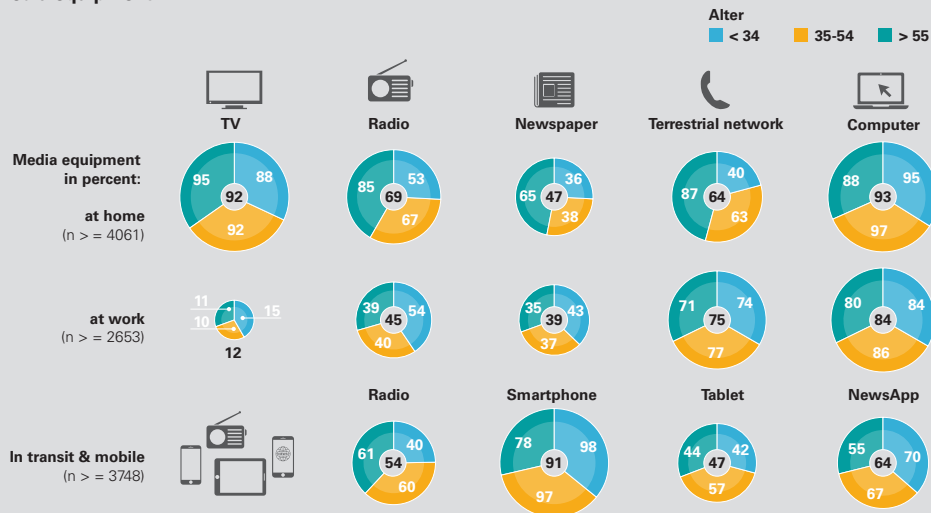
SUMMARY “Digitalisation” is advancing in media equipment and use, although the classic media are still very important in Switzerland. The Internet represents a functional enhancement rather than a replacement. Overall, the resident Swiss population endorses the Swiss media system.

Graphic overview

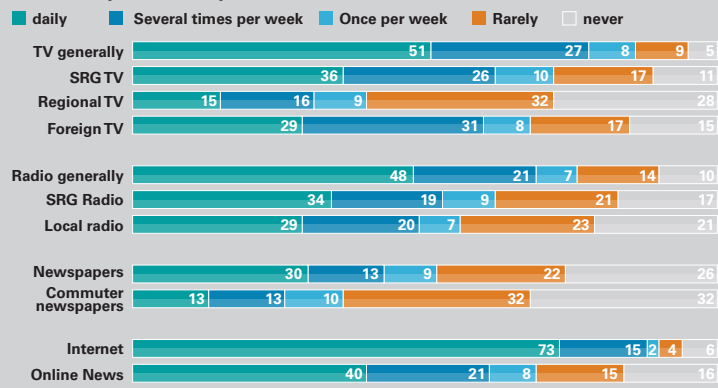
MEDIA EQUIPMENT AND USE

The actual random sample is n = 4110. Not everyone answered every question. For several questions there is a note regarding the minimum sample size on which the ratings are based.

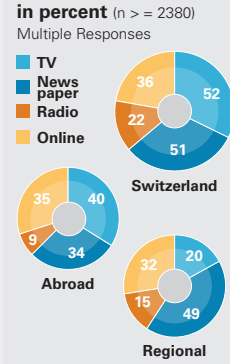
Media equipment



Media use per week in percent (n >= 4053)



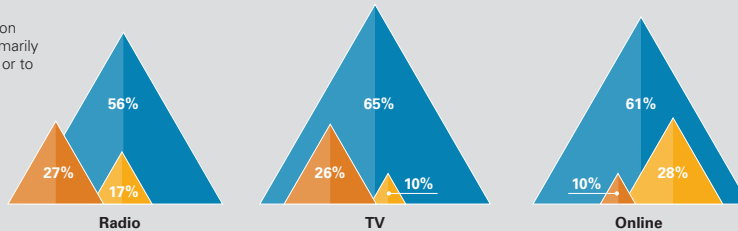
Priorities by media genre in percent (n >= 2380)



Reasons for use

For each media genre the question was asked, whether they are primarily used for entertainment services or to obtain information. (n >= 3618)

Legend: Entertainment (orange), Information (yellow), Both (blue)

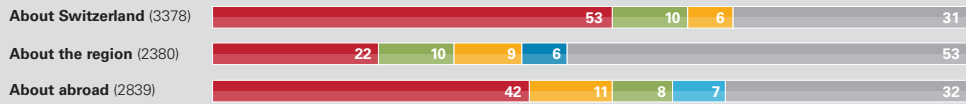


Media priorities when searching for information

The open question was asked, which media are used when searching for information about Switzerland, regional events and foreign news. The proportions are percentages of valid answers. (n >= 2389)

SRG TV 1 Newspaper 20 Minuten
 Online Television Miscellaneous

Information in percent:



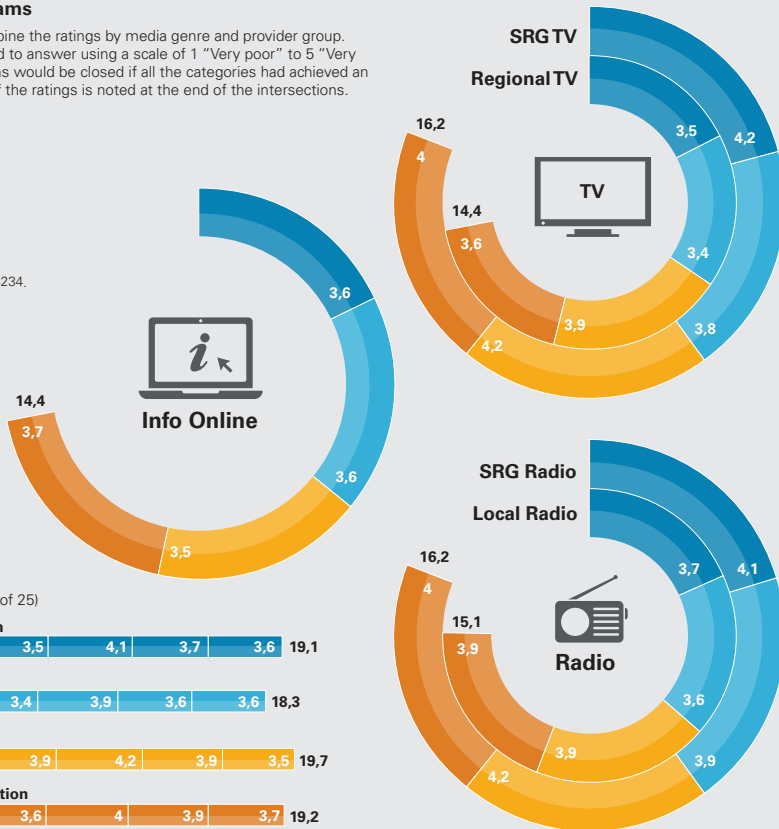
Rating Venn diagrams

The Venn diagrams combine the ratings by media genre and provider group. Interviewees were asked to answer using a scale of 1 "Very poor" to 5 "Very good". The Venn diagrams would be closed if all the categories had achieved an average of 5. The total of the ratings is noted at the end of the intersections.

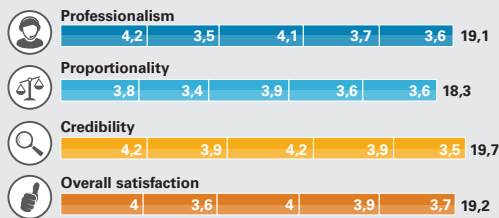
Categories

- Professionalism
- Proportionality
- Credibility
- Overall satisfaction

Data: IaKom 2019, n: 1807-3234.
 Scale: Very poor rating (1) to very good rating (5)



Overall rating (out of 25)



Ratings in the course of the year

