

# Public survey electronic media 2022

## Management Summary

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## Management Summary

The report summarises the results of the **“Public survey of electronic media 2022” study**. The surveyed covered the 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 3795 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). The focus of this report is on comparisons to the last two “corona years” and 2019 with the last survey before the corona pandemic. An online version of the report can be found at [http://iakom.ch/Bericht\\_PeM\\_2022](http://iakom.ch/Bericht_PeM_2022) and interactive tables, now with the comparison figures for the last four years, at <https://shiny.iakom.ch/pem22>.

**Whilst household equipment with classic media continues to decline slowly, the proportion of people with news apps has steadied at the pre-coronavirus level.** The proportion of households with televisions fell from 92% in 2019 to 89% in 2021 and this year is at 88%. Compared to the previous year, the proportion of households owning radios (57%) has fallen by five percentage points and the number of households with a newspaper subscription (37%) has declined by three percentage points. The greater interviewees’ interest in politics, the more likely households are to have a newspaper subscription and less likely to have a television. While smartphone ownership is saturated in the case of younger interviewees, at 99%, it has again risen for older interviewees, compared to the previous year, from 86% to 89%. Installation of news apps (currently 64%) peaked in the summer of the year of coronavirus in 2020 (67%), fell to 62% in 2021 and is now at the 2019 pre-pandemic level of 64%.

**In the case of the classic media, use of information conveyed by these media has again declined slightly, which has not been fully compensated for by the increased use of online news and news apps.** The proportion of those who use SRG services several times per week or more frequently (56%) has fallen a little again compared to 2021 (58%). In 2020, this user group was markedly bigger (66%) and significantly so in 2019, before the pandemic (62%). The corresponding share of regional television programmes is identical compared to the previous year (29%) and has only fallen slightly compared to 2019 (31%). The proportion of those who go online several times per week, or more frequently (92%) is stable compared to 2021 and has risen compared to 2019 (88%). Currently, though, 49% use online news pages or news apps “(almost) daily”, whilst it was 41% in 2019, 46% in 2020 and 52% in 2021. Most people in Switzerland turn to media services for entertainment and to obtain information. In 2022, though, more interviewees gave “entertainment” as the sole motivation for use than did so in 2020 and 2019.

**Media ratings have tended to fall slightly for all media.** The media ratings are provided by those who use these programs most frequently. In 2019 television services received particular support from the Swiss people in the debate surrounding public service. These very good ratings were maintained in the first summer of the pandemic and since 2021. In 2020, regional television programmes, as a whole, received above-average good ratings, across the most categories. This year’s values are somewhat below that. In 2019 and 2020, SRG radio broadcasters received particularly good ratings (apart from local radio, which is not within their remit). In comparison there has been a slight relativization. On average, over the years the multiplicity of local radio broadcasters has received similar ratings. Last year, in 2021, the values within the fluctuation were better than in 2020 and this year returned to the average level.

More specifically, “Overall satisfaction” for **SRG television stations** (scale of 1 “very poor” to 5 “very good”) remained at an average value of 3.8, after falling from 4.0 in 2019 and 3.9 in 2020, to the current value (3.8) in 2021. Once again, the highest ratings were awarded to SRG television services for their “credibility” (4.1) and “professionalism” (4.1) “Proportionality” (3.6) was also viewed rather

more critically than in 2021 (3.7) and 2019/20 (3.8). Compared to 2020, ratings for the “Information content”, “Local relevance” and “Entertaining nature” categories (only surveyed every two years) were each around one percentage point lower.

**Regional television programmes** received a 3.5 for “Overall satisfaction”, after remaining at 3.6 for the last four years. On average the rating for their “Credibility”, “Information content” and “Entertaining nature” fell by one percentage point for each. “Local relevance” was once again rated 4.0 as a specific quality of regional TV programmes. “Professionalism” (3.5) and “Proportionality” (3.4) also received the same rating as in the previous year.

**SRG radio programmes** retained top place for “Overall satisfaction”, at 3.9, a slight decline from 4.0 in 2021. SRG Radio’s “Professionalism” once again received a very high rating of 4.1, but the ratings for their “Credibility” (4.0) and “Proportionality” (3.7) each fell by one percentage point compared to the previous year and by two tenths compared to 2019.

After **local radio stations** managed to increase their rating a little in 2021, this year they had returned to 2020’s level. The exception is “Credibility”, which fell by one tenth for local radio stations, also in comparison to 2020 (3.7), therefore returning the lowest value since 2021. As for regional television programmes, “Local relevance” also performed best for local radio stations, with a rating of 3.8, thus forming the basis for “Overall satisfaction” of 3.8, which was also relatively high. Local radio stations achieve lower values in the categories of “Information content” (3.4) and “Proportionality” (3.5). In recent years, the rating for their “Professionalism” has fluctuated between 3.7 and 3.8, and this year is once again at 3.7.

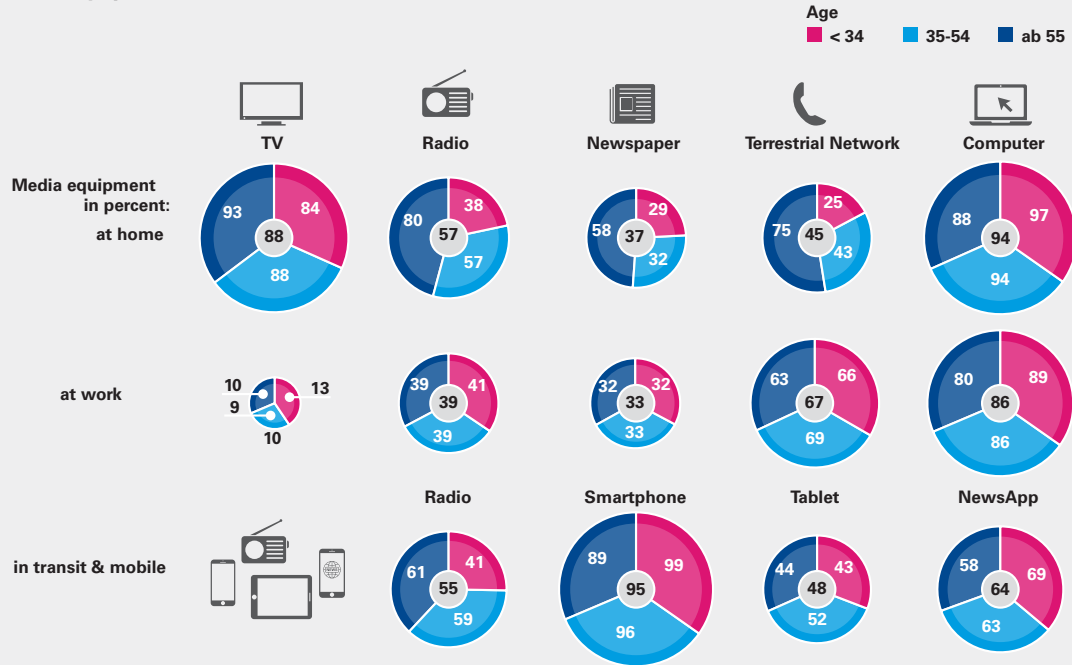
The “Online” news services received critical, but stable ratings in the categories of “Professionalism” (3.7), “Information content” (3.7), “Proportionality” (3.5), “Credibility” (3.6) and “Overall satisfaction” (3.7).

**SUMMARY** Use and rating of information-related media and media content has fallen slightly again, or is hovering around the 2019 level. The slight increase in online news services and news apps does not fully compensate for this decline. The decline must also be seen against the background that the coronavirus pandemic increased media use and the debate around public service in the pre-pandemic years led to particularly high ratings by users of SRG services.

## Graphic overview 2022

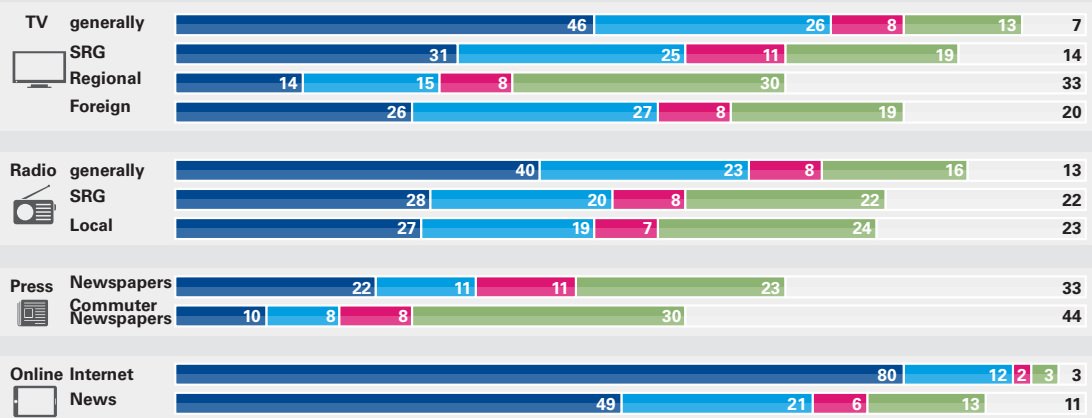
The actual random sample is n = 3795. Not everyone answered every question. For several questions there is a note regarding the minimum sample size on which the ratings are based.

### Media equipment



### Media use per week in percent (n > = 3694)

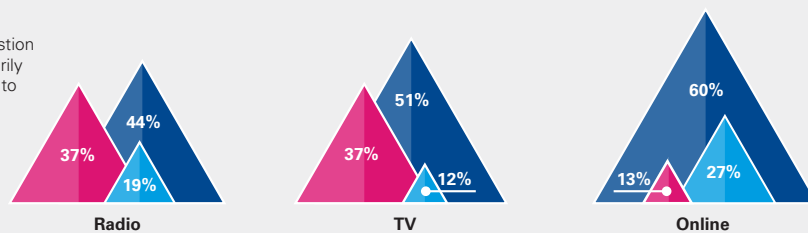
■ (Almost) Daily ■ Several times per week ■ Once per week ■ Rarely ■ Never



### Reasons for use

For each media genre the question was asked, whether they are primarily used for entertainment services or to obtain information. (n > = 3199)

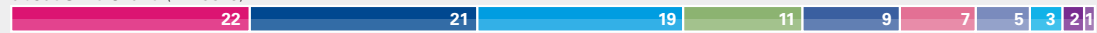
■ Entertainment  
 ■ Information  
 ■ Both



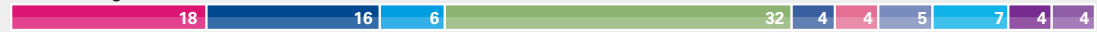
### Media priorities when searching for information

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.

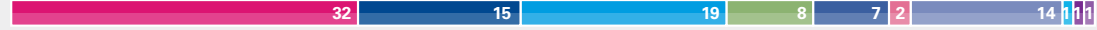
about Switzerland (n = 3579)



about the region (n = 3410)



about abroad (n = 3410)



### Rating Venn diagrams

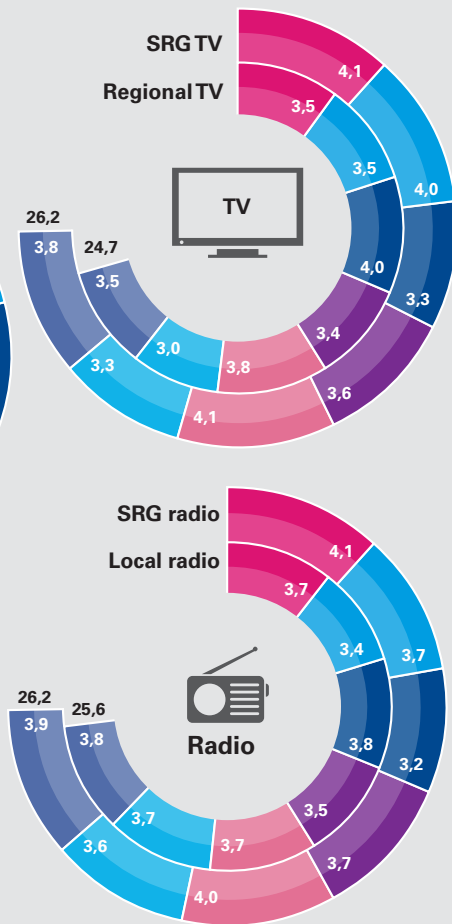
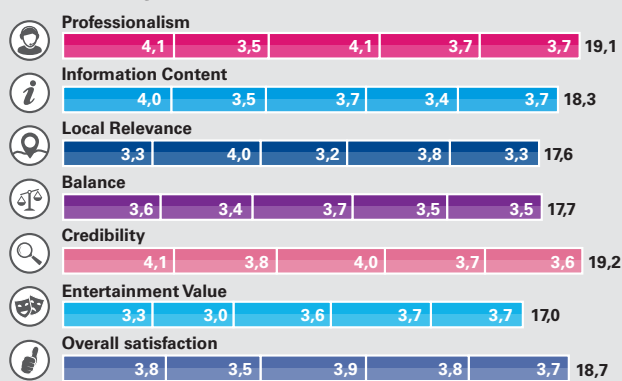
The Venn diagrams combine the ratings by media genre and provider group. Interviewees were asked to answer using a scale of 1 "Very poor" to 5 "Very good". The Venn diagrams would be closed if all the categories had achieved an average of 5. The total of the ratings is noted at the end of the intersections.

#### Categories

- Professionalism
- Information Content
- Local Relevance
- Balance
- Credibility
- Entertainment Value
- Overall satisfaction

Data: IaKom 2022,  
N: 1400-2916.  
Scale: very poor rating (1)  
to very good rating (5)

#### Overall Rating (to 25)



### Ratings over ten years

