

# **Public electronic media 2020**

## **Management Summary**

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## Management Summary

The report summarises the results of the “Public survey of electronic media 2020” study. Data was collected concerning households’ media equipment, media use and, in particular, which media are preferred for information searches about events throughout Switzerland, in the interviewees’ region and abroad. At the study’s heart are questions on how interviewees rate SRG radio and television stations, private broadcasters and online content for quality of provision. An actual random sample of 4160 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).

As last year, 92 percent of Swiss households own at least one television; younger survey participants less frequently (88%) and older participants more frequently (96%). Seventy percent of households own radios, with the margin being greater between the youngest participants (54%) and the oldest (85%). Forty-seven percent of interviewees confirmed the availability of newspapers during the coronavirus pandemic, with the two younger groups (36% and 37%) only falling behind compared to interviewees over 55 (64%). In both the younger groups, on the other hand, 97 percent of people own a computer and, in the case of the oldest group, 88 percent. Ownership of smartphones rose minimally — to 99 percent in the case of the youngest participants and to 80 percent for the oldest. Use of news apps rose by three percent to 67 percent during the pandemic, primarily amongst the oldest group.

Where SRG services are concerned, there has been an increase in daily use by three percentage points to 40 percent. One third of interviewees use regional television services, but only occasionally. The percentage of interviewees using foreign broadcasters remains unchanged at 29 percent. The proportion of participants using the Internet (77%) and news apps (46%) has risen by four and six percent respectively. For the majority of interviewees, radio and television are equally important when searching for entertainment and information. It should be recognised, though, that in 2020 all media were used more heavily for information searches and somewhat less for entertainment alone.

Ratings for electronic media remain stable at a high level. The “Overall satisfaction” (scale of 1 “Very poor” to 5 “Very good”) with SRG television stations was slightly down on the previous year, at 3.9. As in the previous year, “Professionalism” and “Credibility” came top, with 4.2, “Quality of information” almost matched this (4.1) and “Local relevance” and “Entertainment” were noticeably lower, at 3.4. Like last year “Proportionality” was rated at 3.8 which is remarkable, considering coronavirus’s dominance as a subject. SRG radio stations once again led the way in the overall rating, with an average of 4.0. Values for “Proportionality” fell from 3.9 to 3.7 though. As in the previous year, regional television stations received an overall rating of 3.6 from users and fulfil their role as sources of local reporting to a comparatively large extent (4.0). Their users regard them as particularly “credible” (3.9). As in previous years, “proportionality” is rated rather lower (3.4). Local radio broadcasters also demonstrate their quality in “Local relevance” and “Credibility” and achieve an “Overall satisfaction” of 3.8. Overall, online media are rated on a par with regional television stations (3.7), with “credibility” specifically being lower than the values for other media (3.5).

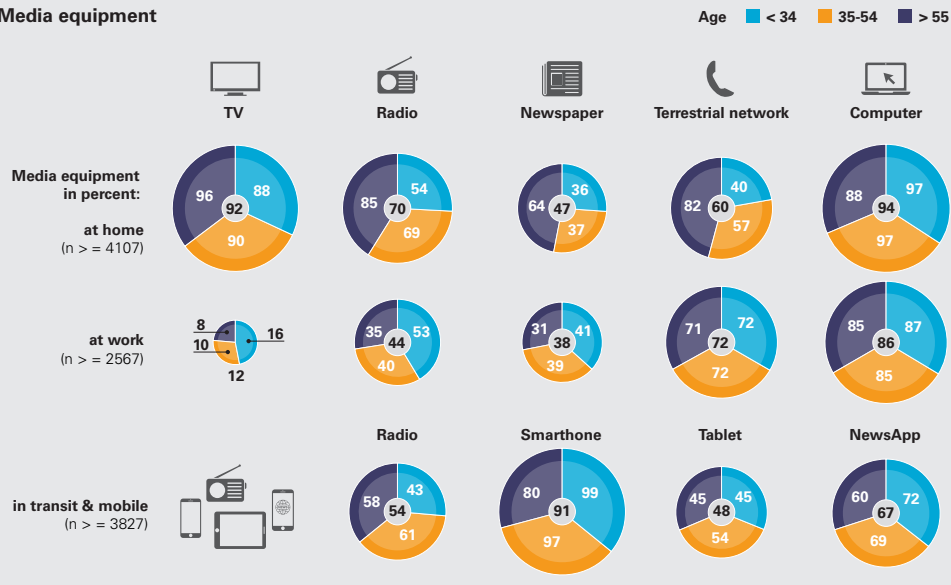
**SUMMARY** Despite the dominance of one topic, a powerful need for information on this topic and increasing topic fatigue, there has been little change in ratings for media services. It seems that people in Switzerland remain satisfied with the media which they select from the range, even during the pandemic.

## Graphic overview

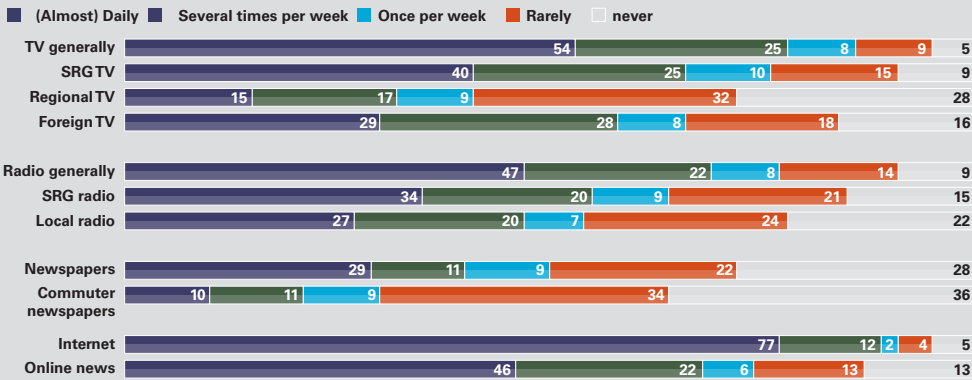
### MEDIA EQUIPMENT AND USE 2020

The actual random sample is n = 4160. 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



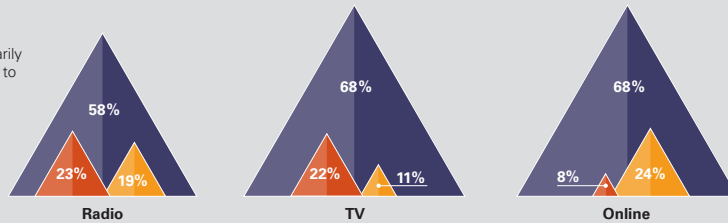
#### Media use per week in percent (n >= 4104)



#### Reasons for use

For each media genre the question was asked, whether they are primarily used for entertainment services or to obtain information. (n >= 3627)

■ Entertainment  
 ■ Information  
 ■ Both



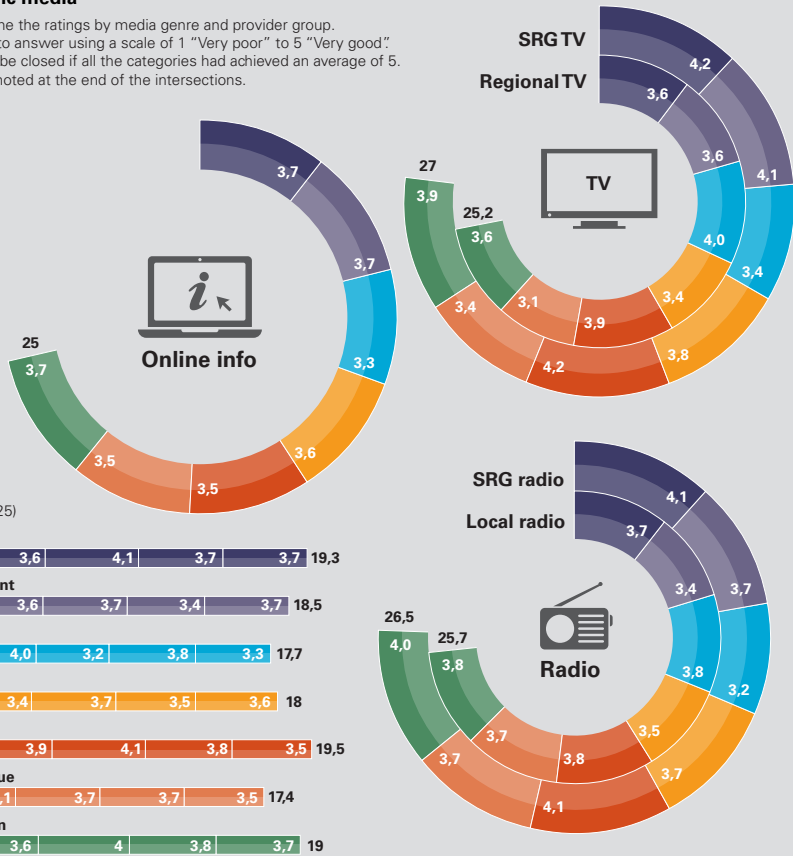
### Ratings for electronic media

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 2020, n: 1854-3470. Scale: Very poor rating (1) to very good rating (5)

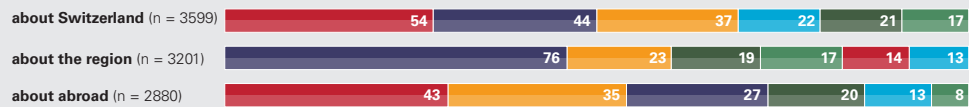


### Media priorities when searching for information

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 >= 3599)

- SRFTV
- Newspaper
- 20 Minuten
- Online
- Television
- Radio

#### Information in percent:



### Ratings over ten years

