

Mediapulse Time Use Study: Autumn publication date for newly designed Swiss Time Use Study

Bern, 17 May 2023 – The Mediapulse Time Use Study survey is well underway. This autumn, the study will be published for the first time since 2018 – reduced to the essentials and with higher validity.

One of the most valuable commodities people have is their time. It can't be paused and is in short supply. All the more interesting, then, to understand how people use their time. In this context, media research focuses on the consumption of media and collects data on the number of people who consume a particular medium as well as the frequency and duration of consumption. The Time Use Study (TUS), a baseline study conducted by Mediapulse, takes the topic of time a step further by surveying all activities performed by the Swiss population during the course of their day, such as working, eating or pursuing leisure activities.

Focus on the essentials and higher validity

The TUS was last conducted in 2018 and is at present ongoing in a new version. For this, the design of the study was reduced to the essentials and the methodology brought up to date (online survey) and optimised. The implementation of the newly designed Mediapulse Time Use Study kicked off in the second half of 2022. It is currently in the survey phase and is scheduled for completion in the autumn. Compared to the previous studies, this TUS now has four survey waves, which record people's daily schedule in each of the seasons and are published in a common data set. The advantage is that by streamlining the methodology and increasing the number of survey days, it was possible to increase the quality of the study.

Launched in 2022, the survey is being conducted by means of an e-diary (CAWI). This permits granular (5-minute accuracy) and virtually simultaneous logging of the various activities such as working, eating or pursuing leisure activities in combination with the consumption of media. The result is a uniquely in-depth insight into all situations in which media are consumed over 24 hours, i.e. around the clock.

About the Time Use Study

The Time Use Study is a time budget study in which the daily routine of the people surveyed is recorded as precisely as possible. It is the only study of its kind in Switzerland and provides important information for strategic considerations by media broadcasters, publishers, marketers and media agencies, but also serves as a baseline study for the Mediapulse research systems. Various levels are logged: from the daily activity carried out, to the media device used to the corresponding media activity.

The uniqueness of the study lies in the linking of the different levels with each other. It is possible to link the media consumption not only with media devices and socio-demographic variables, but also with daily routines and activities. Individual target audiences can be viewed in isolation so as to determine the particular characteristics of their media consumption.

For more information on the Time Use Study, please visit www.mediapulse.ch.

About Mediapulse

As an independent industry organisation, Mediapulse is charged with collecting data on the consumption of radio and TV programmes as well as online services in Switzerland. This data is considered official currency and is used by broadcasters and programme makers, the advertising industry, government agencies and for research.

As a company with a strong practical focus, Mediapulse seeks to support the Swiss electronic media and advertising market with research services and data products. Modern systems and constant innovations ensure that changes in the consumption of audiovisual media can also be mapped.

Mediapulse stands for a neutral, independent, transparent and scientific approach to media research and is under the supervision of DETEC (OFCOM). A large part of the market is represented on the Board of Directors of Mediapulse AG and the Board of Trustees of the Mediapulse Foundation.

Find out more at: www.mediapulse.ch

For further information, please contact:

Christian-Kumar Meier

Head of Marketing

christian-kumar.meier@mediapulse.ch

+41 58 356 47 08



Mediapulse AG

info@mediapulse.ch
+41 58 356 47 11

Weltpoststrasse 5
3015 Bern

Badenerstrasse 15
8004 Zürich