

Newly designed 2023 edition of the Swiss Time Use Study by Mediapulse now available

Bern, 31 October 2023 – Mediapulse has completed the latest edition of its Time Use Study (TUS) and is now making the collected data available to interested parties via an evaluation tool. The TUS provides an all-round picture of how the population of Switzerland spends its day as well as which media it consumes and when.

The Time Use Study (TUS) employs a diary-based approach to record the daily routine and media use of Switzerland's resident population. The study has been conducted on behalf of Mediapulse since 2007 and is currently being redesigned. As part of this process, the study design has been reduced to the essentials and the methodology has been both optimised and modernised. The TUS is the only study of its kind in Switzerland to date and provides comprehensive data that offers an insight into how the Swiss population structures its day as well as which media it uses at what time and for how long. The activities recorded include sleeping, working, shopping, being on the move (car, bike, public transport) and enjoying leisure time, while a record is also kept of people's media use via various end devices.

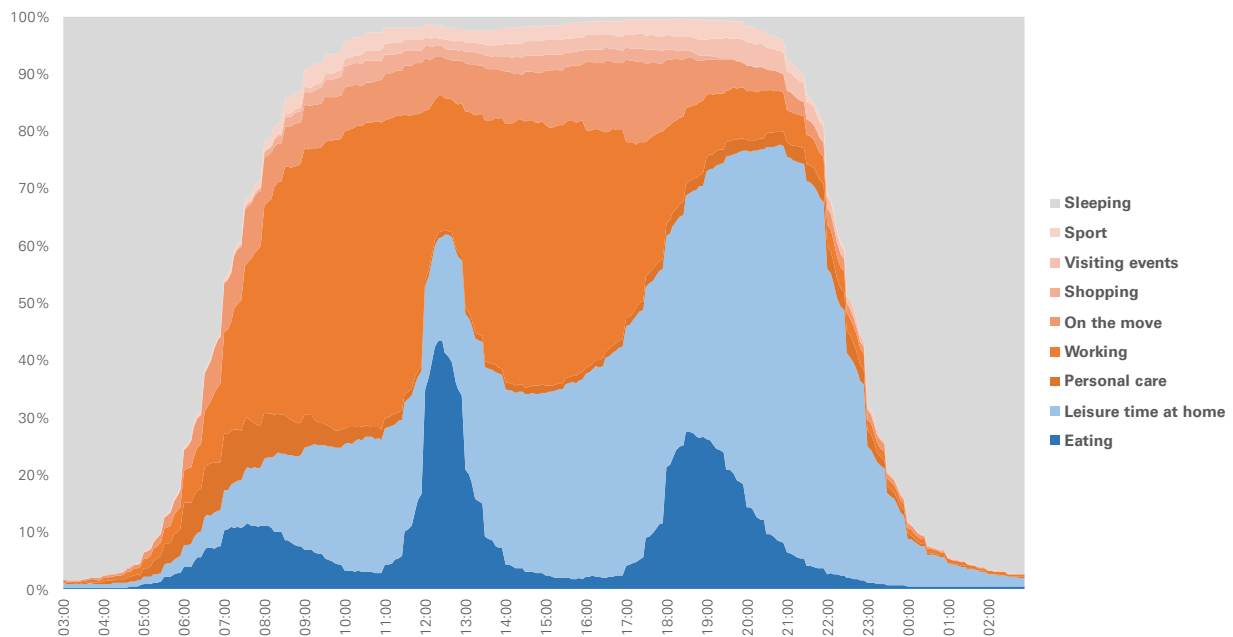
The TUS 2023 is based on a random sample size of 2,000 people representing the Swiss population aged 15 and above and covers 6,000 measurement days. The data is collected via an e-diary, allowing for the granular (five-minute accuracy) recording of the study participants' daily activities. GfK Switzerland assumed responsibility for the fieldwork performed for the current edition of the TUS, which was conducted in four waves of surveys over a period of 12 months starting in summer 2022.

A unique study

The uniqueness of the study lies in the complex linking of the different levels with each other. It provides information on when the Swiss population uses which media and how this use corresponds to media-independent activities like shopping, working and personal care. This means that it is not only possible to link media use such as watching TV, reading newspapers and listening to the radio with the corresponding receiving devices (e.g. radio, TV, smartphone, tablet) and sociodemographic variables including age, education and gender, but also with daily routines and the undertaking of the aforementioned activities. Individual target audiences can be viewed in various combinations in isolation so as to determine the particular characteristics of their media consumption.

Just what form such a combination of variables might take and what it might look like when examined in isolation can be illustrated using the example of the activity "consumption of moving images". For example, the TUS data reveals that the population invests a significant part of its time in the areas of sleep, work and leisure.

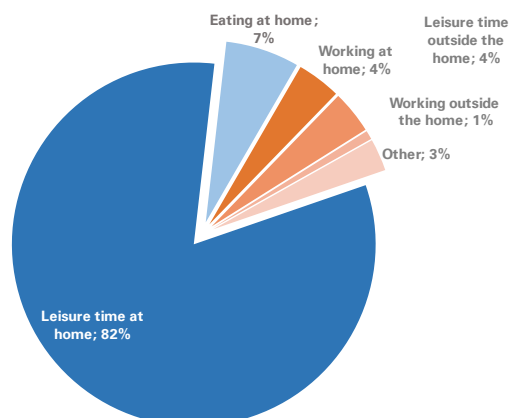
Other activities on people's agenda include eating, sport and shopping. People primarily consume moving images during their leisure time and while eating. According to the TUS, the potential maximum time for this consumption lies at around 7.42 hours per day.



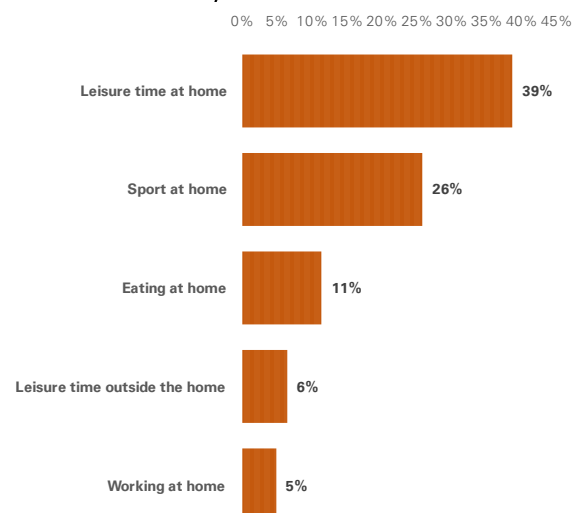
Source: MediapulseTime Use Study Data 2022/23, universe (T): 7,205; CH total, Mon-Sun, 6,596 measurement days

If we delve into a little more detail, taking an isolated look at the "consumption of moving images" reveals that this activity primarily takes place during people's leisure time at home. In other words, the Swiss population spends 39 percent of its leisure time at home consuming moving images. Working on the basis of this data, it is possible to derive the corresponding potential for the moving image market during this period.

Distribution of the "consumption of moving images" across daily activities in %



Share of "consumption of moving images" in total time of daily activities in %



Source: MediapulseTime Use Study Data 2022/23, universe (T): 7,205; CH total, Mon-Sun, 6,596 measurement days

Access to the TUS data

The TUS data is made available to interested parties for a fee via the web-based "NEXT>Level" evaluation tool. In addition to evaluations across different language regions, periods of time or days of the week, it is also possible, for example, to compare target audiences, cross data and export tables and graphics. Should you wish to order the study, which is subject to a fee, or have any questions about it, please do not hesitate to contact Richard Blatter, Sr. Partner Relations Manager at Mediapulse, via e-mail at richard.blatter@mediapulse.ch.

Further information as well as the basic presentation and methodological factsheet on the Time Use Study can be found online at 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 or 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

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