

Mediapulse Time Use Study

Basic Information



October 2023

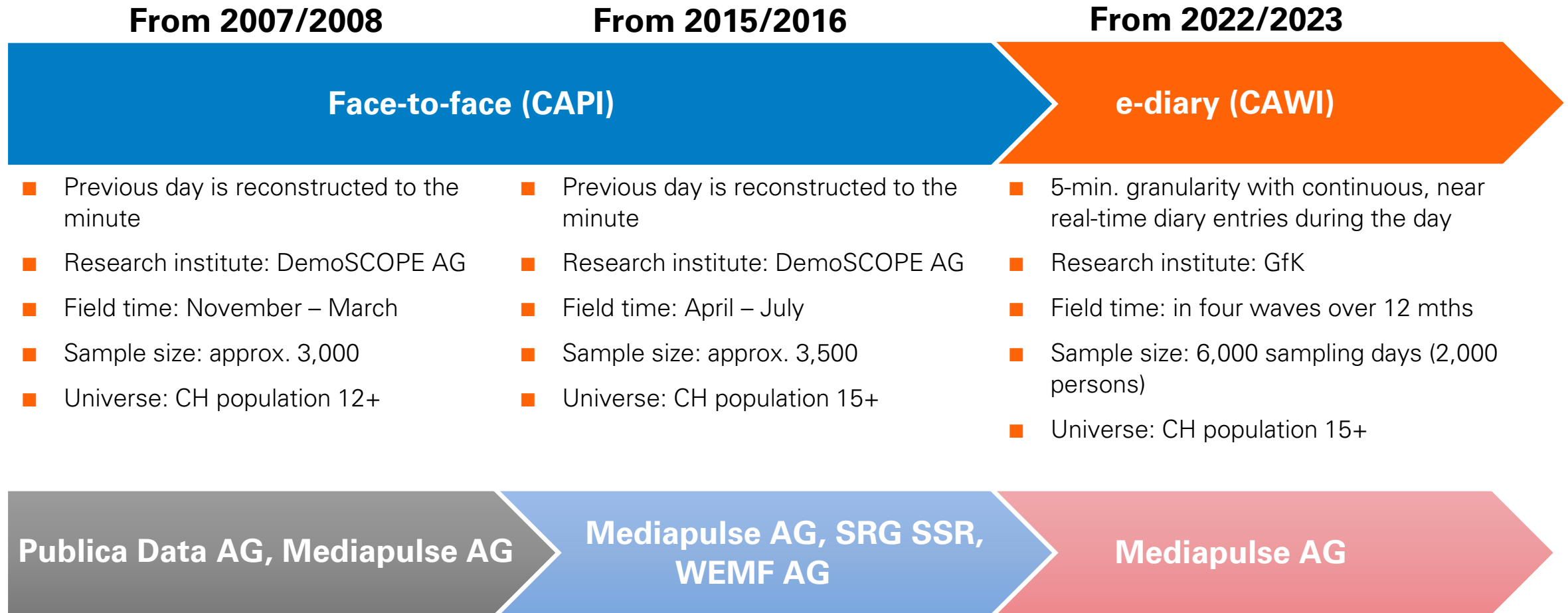
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History



Time Use Study

History of the Mediapulse Time Use Study



Object of research



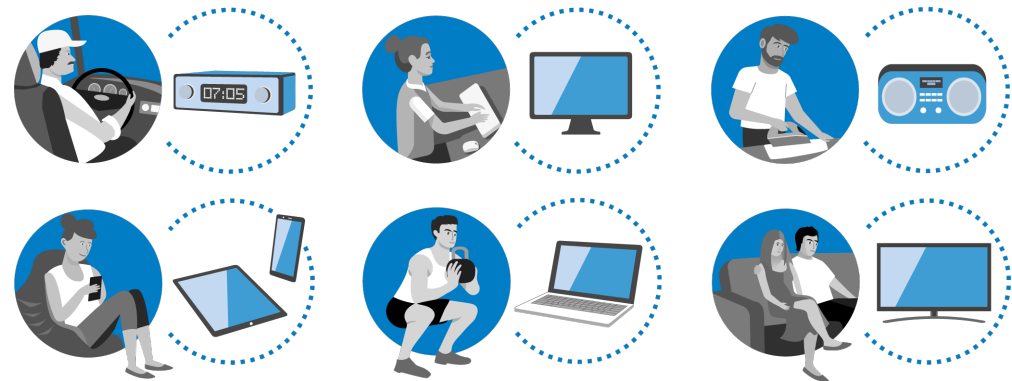
Time Use Study

Definition of the Time Use Study

The Mediapulse Time Use Study records the daily routine of the Swiss population and permits a differentiated description thereof in three different dimensions:

- Extent and temporal distribution of main activities such as sleeping, working, eating, shopping, etc;
- Extent and temporal distribution of media activities;
- Devices on which the media activities take place.

In addition, the TUS provides important information for the further development of the Mediapulse research.



Performance data of the TUS

Parameter	Definition
Net coverage	Number (in thousands) or percentage of people in a target group who have carried out a specific media activity (e.g. watching – live television) at least once.
Frequency of consumption	Frequency with which a certain media activity was performed .
Duration per person	Average duration of a media activity in relation to all potential users.
Duration per user	Average duration of a media activity in relation to all actual users.

The methodological design



Time Use Study

How the TUS works

Universe (2022)
7,205,000 Swiss population
aged 15 and over

Sample (2022/2023)
6,000 sampling days
(2,000 persons)

Surveys
e-diary (CAWI)



Surveying of main and media activities in
connection with the devices used and
headphone use



Surveying of personal and
general frequency information



Extrapolation / data controls



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Data controls

Publication



Analysing the data in
"NEXT>Level"

Development of the survey method



Face-to-face interview (CAPI, from 2007/2008)

GfK Schweiz - Medienforschung

Erinnern Sie sich daran, wo sie am **Samstag, 01.01.2022** waren und was Sie dabei getan haben. **Teilen Sie Ihren Tag in die entsprechenden Zeiträume auf.** Bitte tun Sie dies, bis der ganze Tag chronologisch erfasst wurde.

Ein Tag in diesem Fragebogen dauert jeweils **von 03:00 morgens bis 03:00 morgens**.

Für eine genauere Definition der einzelnen Tätigkeiten, klicken Sie bitte hier: [Informationen zu Tätigkeiten](#)

Tätigkeit	Von	Bis	Haben Sie während dieser Zeit Medien genutzt?
Schlafen zuhause	3:00	6:40	Nein
Freie Zeit zuhause	6:40	7:15	Nein
Körperpflege zuhause	7:15	7:30	Nein
Freie Zeit zuhause	7:30	7:50	Nein
Essen zuhause	7:50	8:25	Ja

Hören - Radiosender live
7:50 - 8:25
Zeit hinzufügen

Hören - Radiosender zeitversetzt - Archiv oder Radio-Podcast
Zeit hinzufügen

Hören - Audio, nicht von Radiosender - CD, MP3, andere Datenträger
Zeit hinzufügen

Hören - Audio, nicht von Radiosender - Streaming
Zeit hinzufügen

Hören - Audio, nicht von Radiosender - Podcast
Zeit hinzufügen

Schauen - Fernsehen live
Zeit hinzufügen

Schauen - Fernsehen zeitversetzt - ab Archiv, Replay-TV
Zeit hinzufügen

Schauen - Video nicht von TV-Sender - DVD, BluRay, andere Datenträger
Zeit hinzufügen

Schauen - Video nicht von TV-Sender - Streaming
Zeit hinzufügen

Schauen - Video nicht von TV-Sender - Video-Podcast
Zeit hinzufügen

Lesen - Zeitung
Zeit hinzufügen

Lesen - Zeitschrift
Zeit hinzufügen

Lesen - Buch
Zeit hinzufügen

Lesen - Teletext
Zeit hinzufügen

Online - News- und Senderportale - Video, Audio, Text
Zeit hinzufügen

Online - Social Media - Facebook, Instagram, Twitter, etc.
Zeit hinzufügen

Online - Surfen und Online-Shopping - Browser und Apps
Zeit hinzufügen

Gamen
Zeit hinzufügen

OK

e-diary (CAWI, from 2022/2023)

TUS Factsheet (2022/2023)

Dimension	Attributes
Survey methodology	Survey via an e-diary (CAWI)
Data granularity	5 minutes (continuous entry in the e-diary in 5-minute blocks)
Number of main activities surveyed	18 (e.g. sleeping, working, shopping)
Number of media activities surveyed	18 (e.g. watching – live TV)
Number of devices surveyed	16 (e.g. tablet PC, paper)
Additional survey elements	Questions on the consumption of radio, TV, newspapers, magazines, internet and socio-demographics
What is surveyed	Daily routine of the Swiss population: extent and temporal distribution of main and media activities, devices used for media activities and headphone use

TUS Factsheet (2022/2023)

Dimension	Attributes
Universe	Swiss population aged 15 and over (2022: 7,205,000 persons)
Sample size	At least 2,000 persons with 500 individuals per wave (D-CH: 1,200 persons; F-CH: 600 persons; I-CH: 200 persons), resulting in 6,000 sampling days with avg. 3 fully recorded days in the e-diary
Quota criteria (person level)	Quotas by language region (3, disproportionate), WEMF regions (5), gender (2) and age (5)
Weighting variables (person level)	Days of the week (7), age (5) and gender (2) intersected, education (2), employment (4), type of settlement (2), WEMF regions (5)
Recruitment principles	Pool of people from radio research (representative pool of panellists); only people with internet access (e-diary is online-based); only people who speak one of the three official languages
Field time	Realised in four waves spread over twelve months to map one year, survey carried out every two years

Products and tool



Time Use Study

Data is provided in the “NEXT>Level” evaluation software

NEXT>LEVEL

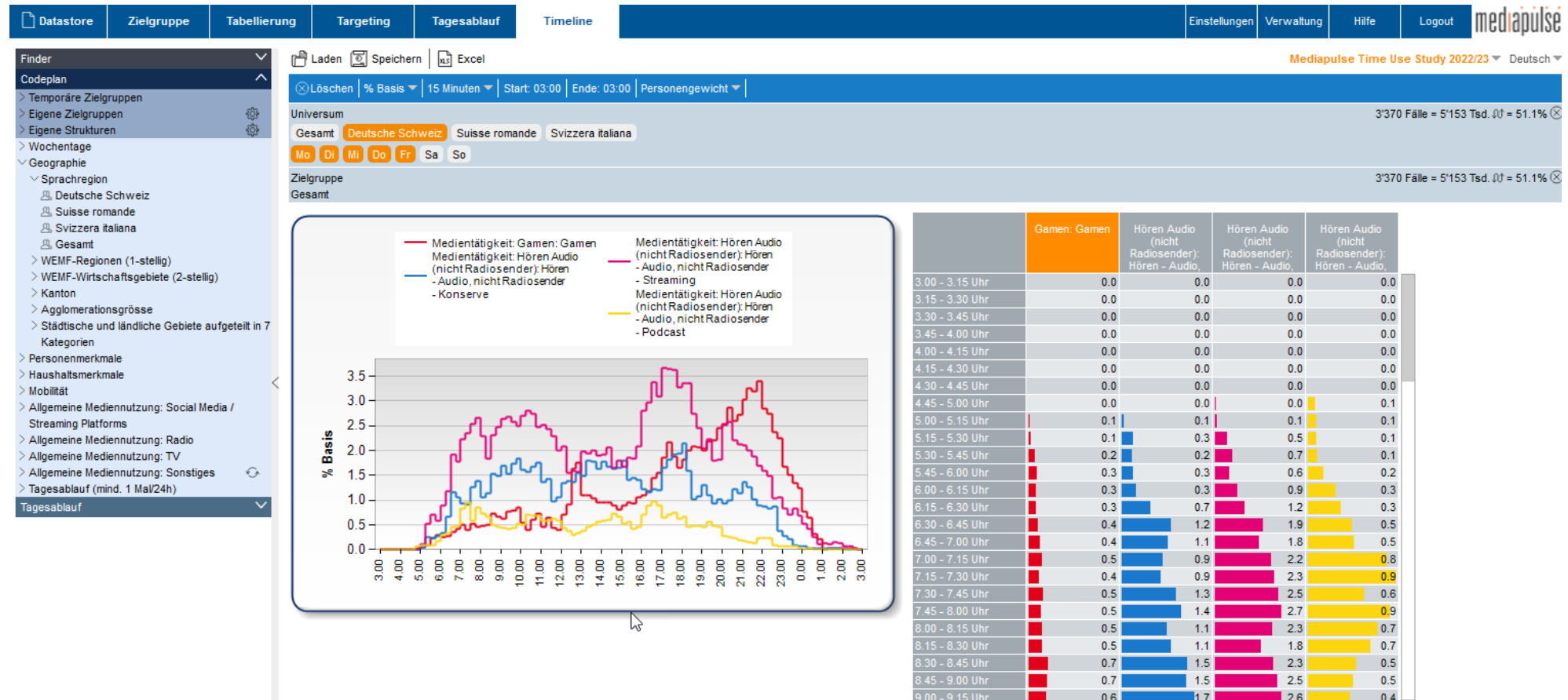


Anyone already familiar with WEMF AG’s NEXT>Level data portal will feel right at home. The TUS evaluation tool offers:

- Clear arrangement of the evaluation modules: Daily Schedule, Timeline, Tabulation, Targeting, Target Group
- Web-based and platform-independent
- Intuitive operation via drag & drop
- Separate analyses available for all language regions/geographical regions and Switzerland as a whole, for time periods and weekdays
- Customisable definitions of time periods or target groups
- Target group comparisons, combinations
- Tabular or graphical presentation of the data
- Simple export of tables and graphics to Excel and PowerPoint
- Multilingual (D / F)

Data is provided in the “NEXT>Level” evaluation software

NEXT>LEVEL



People and service providers



Time Use Study

GfK Switzerland



GfK Switzerland is part of the GfK Group. For over 89 years, GfK has been providing its clients around the world with data-based answers to key questions on consumer behaviour, markets and media consumption. The industry leaders GfK and NIQ merged in 2023.

The methodology and content of the Time Use Study was reconfigured for 2022/2023 in collaboration with GfK. The sample is based on the Mediapulse Radiopanel, which is also operated by GfK Switzerland on behalf of Mediapulse.

Mediapulse

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