

Press release

Swiss media professionals often incorrectly estimate media usage

In the autumn of 2021, Goldbach Media and the Electronic Media Interest Group (IGEM) conducted a study in cooperation with WEMF AG für Werbemedienforschung in which they compared the media usage of marketing and media professionals ('ad people') with that of the general population. Over 650 individuals took part in the online survey. The purpose of the study was to present ad people with real numbers showing whether their assumptions concerning general media usage differ from actual usage by the general population and how they use these media differently.

Zurich, 9 November 2021 – In August and September 2021, Goldbach Media and the Electronic Media Interest Group (IGEM) conducted the study *Media Bias: Mediennutzung der Marketing- und Medienprofis im Vergleich zur Schweizer Bevölkerung (Media Bias: A Comparison of Media Usage Among Marketing and Media Professionals with the General Swiss Population)*, which surveyed over 650 media professionals (ad people). The respondents were asked questions about their media usage habits as well as their assumptions about media usage in general. The questions about electronic media were taken from the IGEM Digimonitor questionnaire to provide a viable basis for comparing the responses with the survey of the general population on media usage. For print media usage, the MA Strategy was chosen as the comparison study.

Background and objective of the study

IGEM and Goldbach Media want the study to provide concrete figures that determine if and how media usage among ad people, as well as their assumptions about media usage in general, differ from actual use among the general population. The goal is to initiate a discussion within the industry, drawing attention to any distorted perspectives and the consequences these have in terms of media planning.

Conclusion: ad people's estimates are off by an average of 10 percentage points

Media usage among ad people in some cases differs considerably from that of the general population, with ad people using media more heavily on average. While both groups exhibit quite heavy usage of traditional media (print, TV and radio), ad people use newer media (streaming services, social media, messenger services, etc.) to a much greater extent. Their usage behaviour does, however, differ depending on age, professional experience and position. The more professional experience they have and the higher the position they hold, the more they tend to use traditional media – and precisely the opposite is true for most newer media. The key insight from the study is that ad people incorrectly estimate media usage among the general population by an average of 10 percentage points, underestimating traditional media and overestimating newer media. These results once again highlight why it is worthwhile researching media usage and then using the data as a basis for marketing decisions.

Key results and findings

Different usage patterns result in distorted estimates, with a tendency to underestimate traditional media and overestimate newer media. Thus, it is even more important to make fact-based decisions for media planning by consulting research data.

- Ad people's estimates of usage for all types of media are off by an average of 10 percentage points, with clear differences depending on the medium.
- For example, traditional media usage tends to be underestimated.
- The greatest difference between estimations and effective usage was found in the print segment. Here, professionals were off by 35 percentage points for newspapers and 39 percentage points for magazines. Applied to the total population, this underestimate translates to 2.6 million users. In the case of radio, the extent of the underestimate was 25 percentage points or 1.7 million users; for TV, it was 18 percentage points or 1.1 million users.
- Precisely the opposite is true for newer forms of media (in particular, social media platforms). The professionals overestimate effective usage here: TikTok by 19 percentage points (1.3 million users), Instagram by 15 percentage points (1 million users) and LinkedIn by 9 percentage points (approx. 600,000 users).

Compared to the general Swiss population, ad people use considerably more media. Traditional media are still used heavily overall. Ad people use these media less often than the general population, however.

- Compared to the general Swiss population, ad people use considerably more media.
- Traditional media, such as print (newspapers and magazines), TV and radio are used quite heavily by both groups (ad people and the general population). The percentage of users who use these media is in most cases far greater compared to newer media.

- 94% of both groups use TV at least occasionally. However, the frequency of use (65% daily) among the general population is much greater than among ad people (42%). Ad people, on the other hand, use more time-shifted TV (85% use it at least occasionally) than the general population (72%).
- Meanwhile, radio use – at least occasionally – is at a similar level among the general population (91%) and ad people (89%). However, the frequency among ad people is much lower (45% daily use) than the general population (62%) here as well.
- 100% of ad people use the internet daily; 83% of the overall population uses it.
- The most significant differences between users are in the print segment: the general population uses newspapers and magazines much more often (newspapers: 75%, magazines: 77%) than ad people do (newspapers: 38%, magazines: 48%).

Ad people use newer media and technologies to a much greater extent than the general population.

- Traditional radio has a much larger user share among the general population and ad people than music streaming services do. However, at least occasional use of streaming is much more common among ad people than among the general population: 35% of the general population uses YouTube Music at least occasionally, while 33% use Spotify. Among ad people, using Spotify (75%) and YouTube Music (48%) is much more common.
- Much the same picture emerges for video streaming services: 68% of the general population uses YouTube at least occasionally, whereas 93% of ad people use it. The discrepancy is even greater with Netflix, with 42% of the general population using it and 81% of ad people using it. However, the user share among ad people is also larger for traditional TV than for streaming services.
- Ad people use social media platforms intensively. They are much more likely to use these platforms at least occasionally than the general population is: LinkedIn (ad people: 88%, general population: 26%); Instagram (85% / 37%); Facebook (84% / 45%); Pinterest (43% / 23%). Twitter, TikTok and Snapchat also have higher user figures among ad people.
- Ad people are somewhat more likely to use messenger services than the general population. The primary messenger service is WhatsApp (used at least occasionally by ad people: 98%, general population: 84%). Alternative messenger services like Telegram, Signal and Threema are used by almost 20% of ad people.
- Use of video conferencing tools is also much more common among ad people as well: Microsoft Teams (ad people: 89%, general population: 37%), Zoom (75% / 39%) and Google Meet (52% / 10%).
- While the general population hardly uses smartwatches (12%) or smart speakers (4%), 29% of ad people reported using a smartwatch and 11% a smart speaker.

Contact

Goldbach contact: Lukas Bolliger, Content Marketing Manager
+41 79 482 56 47, lukas.bolliger@goldbach.com

IGEM contact: Siri Fischer, Managing Director IGEM
+41 44 242 23 12, info@igem.ch

About Goldbach Media (Switzerland) AG

Goldbach Media is a marketing firm working in the Swiss TV and video sector. Our services include media planning, marketing, booking, management and controlling. We have a broad portfolio of Swiss and international TV broadcasters, allowing us to offer far-reaching, well-targeted advertising. Goldbach Media (Switzerland) AG is a subsidiary of Goldbach Group AG, based in Küsnacht, Switzerland. Goldbach Group AG primarily operates in Switzerland, Austria and Germany and is part of the TX Group.

www.goldbach.com

About the Electronic Media Interest Group (IGEM)

The Electronic Media Interest Group (IGEM) advocates for diversity and transparency in Switzerland's electronic media landscape. IGEM's annual Digimonitor study provides illustrative information on the use of electronic media and devices in Switzerland. IGEM's member companies cover the entire value chain for electronic media, including TV, radio, cinema, online, video, audio, teletext and digital out-of-home. IGEM's research focuses on the whole spectrum of electronic media. IGEM works intensively in the area of digitalisation and offers events and training courses with a practical basis.

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