

Summary study IGEM-Digimonitor 2024

The representative study on digital Switzerland



Note: machine translated from German with DeepL Pro

New study results on Swiss media use:

Majority of under 35-year-olds use AI. Large age differences on social media platforms. Audio is booming across all generations.

Zurich, 5.9.2024. The differences in media use between the generations are significant. This is shown by the Digimonitor study conducted by the Interessengemeinschaft elektronische Medien (IGEM) and WEMF AG für Werbemedienforschung. Each age group uses different platforms - be it for digital news, social media or podcasts. The age gap is particularly wide when it comes to artificial intelligence: the use of ChatGPT is almost a matter of course among young people, while older people use AI tools comparatively rarely.

The results are representative of the internet-using Swiss population aged 15 to 75 (6.3 million people). Due to a change in methodology, the results from 2024 are not comparable with previous years.

- **Ask ChatGPT:** 40% of the Swiss population use AI tools such as ChatGPT - among 15 to 19-year-olds, the figure is already 70%.
- **Every generation has its own social media:** Instagram is the number one platform for the second time in a row, but Snapchat, TikTok and BeReal are also popular among younger people.
- **Six devices per capita:** smartphones, TVs and laptops are the most popular devices; more than a quarter of the Swiss population already wear a smartwatch; virtual reality glasses remain a niche.
- **TV remains the leading medium:** 3.5 million people watch TV every day - that's twice as many users as on YouTube and more than three times as many as the daily users of Netflix.
- **Audio is booming:** radio and music streaming reach 80% of the population every day; almost two thirds of the population listen to podcasts from time to time.
- **Regional differences:** German-speaking Switzerland listens to the radio the most, French-speaking Switzerland goes to the cinema the most and Ticino loves teletext.

57% of 15 to 34-year-olds use AI

Artificial intelligence has become an indispensable everyday assistant for many people: 2.5 million (40% of the population) occasionally use AI tools. Men (46%) use the technology significantly more often than women (34%), although the ratio is more balanced among younger users. Among 15 to 34-year-olds, 57% are already supported by AI and in the 15 to 19 age group, the figure is as high as 70%. The tools are primarily used to answer questions (32%) and to create texts (31%), translations (30%), images (12%) and programming codes (9%). The most popular AI application is ChatGPT: 37% of the population aged between 15 and 75 use this tool, more than half of them on a weekly basis.

Instagram remains social media number 1

Instagram toppled Facebook from the social media throne in 2023. Instagram remains the most popular platform in Switzerland this year with 3.8 million users (60% of the population). Facebook has 3.3 million (52%), followed by LinkedIn with 2.7 million (43%) and Pinterest with 2.2 million (35%). Snapchat and TikTok each have 1.5 million users (23%), although the users here are significantly younger than those of the top 4 platforms. The age differences between the users of the individual platforms are also huge: the average age on BeReal is 19, on Threads 26, on Reddit 30, on Instagram 38, on X (formerly Twitter) 41, on Facebook 45 and on Xing 51.

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Men use more electronic devices

On average, the Swiss use around six devices for media consumption. 6.0 million (96% of the population) use a smartphone, 5.7 million (91%) a television and 5.4 million (86%) a laptop. Well over half also have a radio (64%), a tablet (63%) and a PC (60%). Smart home devices (38%), smartwatches (27%) and games consoles (23%) are also widespread. Virtual reality glasses (4%), on the other hand, remain a niche product. Electronic gadgets are particularly popular with men: they use an average of 6.7 devices, while women only use 5.9.

Messenger, news and TV/video streaming are the top 3

Three types of media are used by practically the whole of Switzerland: Messenger services with 6.2 million users (98% of the population), digital news with 6.10 million (97%) and TV/video streaming with 6.08 million (96%). WhatsApp is the lone leader among messenger services with 6.06 million users (96%). Swiss private media are the leaders in digital news (86%), just ahead of the websites and apps of SRF, RTS and RSI (80%), with news on social media and YouTube (77%) also gaining in importance among the younger generations. YouTube dominates TV/video streaming with 5.0 million (79%), followed by Play SRF/RTS/RSI with 3.6 million (57%) and Netflix with 3.4 million (54%).

29% pay for a digital news subscription - premium accounts on social media hardly in demand

Almost the entire population consumes digital news, but only 1.8 million (29% of the population) are prepared to pay for a digital news service. Older people and those with higher incomes are most likely to pay for a subscription. The willingness to pay for a premium account on social media is even lower: On average, only around 1% of users use a paid version. Snapchat and LinkedIn users are most likely to pay for premium services. The willingness to pay to avoid adverts is significantly higher: On Disney+, 69% of the total 1.5 million viewers pay for ad-free streaming, while on YouTube it is 7%.

TV remains the leading medium

Although streaming is becoming increasingly important, the reach of television remains unrivalled: with 3.52 million viewers per day (56%), TV serves an audience twice as large as YouTube with 1.76 million (28%). With 1.0 million viewers per day (16%), Netflix reaches less than a third of the TV audience. The TV is still by far the most important device for TV consumption, well ahead of laptops/PCs and mobile phones. Even among 15 to 34-year-olds, 89% still use a TV set at least occasionally. The frequency of use increases significantly with age: Among 15–34-year-olds, 42% switch on the TV every day, among 35-54 year olds the figure is 61% and among 55-75 year olds it is as high as 76%.

Audio is booming - almost two thirds listen to podcasts

Almost the whole of Switzerland wears earbuds: 4.6 million (73% of the population) use headphones or a headset. In addition to videos and social media, pure audio content is also consumed: 5.0 million (80% of the population) listen to music streams or radio every day, and podcasts are more popular than ever: 4.0 million (63%) listen to podcasts occasionally. Younger listeners are in the majority, but a good half of the older generations also use podcasts. While older people tend to use the offerings of SRF/RTS/RSI or Swiss private radio stations, younger people tend to use Spotify and YouTube. At the same time, traditional radio remains popular: 5.7 million (90%) listen to the radio from time to time and 3.3 million (52%) even listen to it every day.

Teletext still reaches a third of the population

Teletext is celebrating its 40th birthday this year. Even though the media landscape has changed fundamentally since 1986, the medium is still relevant: 2.1 million (34% of the population) use teletext. This is a larger user group than Disney+, Snapchat, TikTok, Apple Pay, Telegram or X. The service is predominantly used by men and tends to be used by older people who use it to keep up to date with sport and news. What is surprising, however, is that more than a quarter of 15 to 34-year-olds also use Teletext occasionally - just as often via the app as via the TV.

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Regional differences: what makes the different parts of the country tick

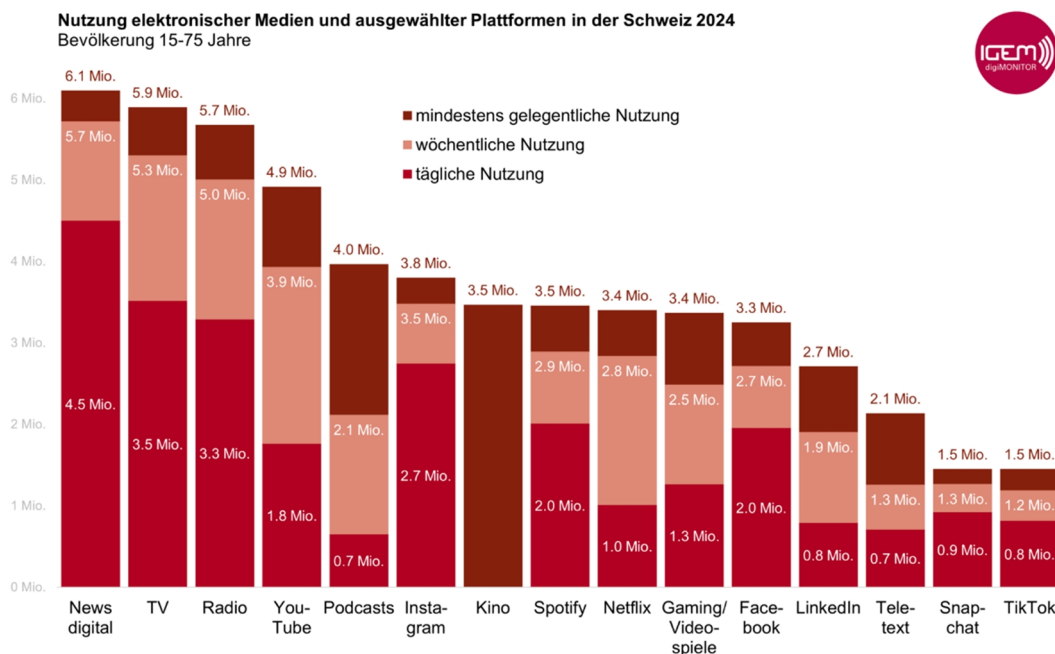
French-speaking Swiss are the country's biggest cinephiles: 60% go to the cinema at least once every 6 months, compared to 54% in German-speaking Switzerland and 52% in Ticino. French-speaking Switzerland is also the leader in the use of social media and gaming. In German-speaking Switzerland, on the other hand, radio is listened to particularly often: 92% listen to this medium occasionally, in Ticino the figure is 88% and in French-speaking Switzerland 86%. Podcasts are also the most popular in German-speaking Switzerland. People in Ticino, on the other hand, watch television most often every day and use teletext particularly frequently.

About the IGEM Digimonitor 2024 study

The Digimonitor study has been surveying the use of electronic media and devices in Switzerland every year since 2014. From 2024, the data is representative of the internet-using Swiss population aged 15 to 75 (6.3 million people). Due to a change in methodology, the results from 2024 are not comparable with previous years. The online survey took place in April-May 2024. Interviewa surveyed 1,970 people on behalf of IGEM Interessengemeinschaft elektronische Medien and WEMF AG für Werbemedienforschung, 1,008 of them in German-speaking Switzerland, 762 in French-speaking Switzerland and 200 in Italian-speaking Switzerland. The confidence interval is a maximum of +/- 2.2 percentage points. The results are available to IGEM members free of charge. Non-members can obtain the study for CHF 5000.

More info: www.igem.ch

Graphic 1



Quelle: IGEM-Digimonitor 2024, Schweizer Bevölkerung zwischen 15 und 75 Jahren mit Internetnutzung (6.3 Mio. Personen), n=1'970 Befragte.

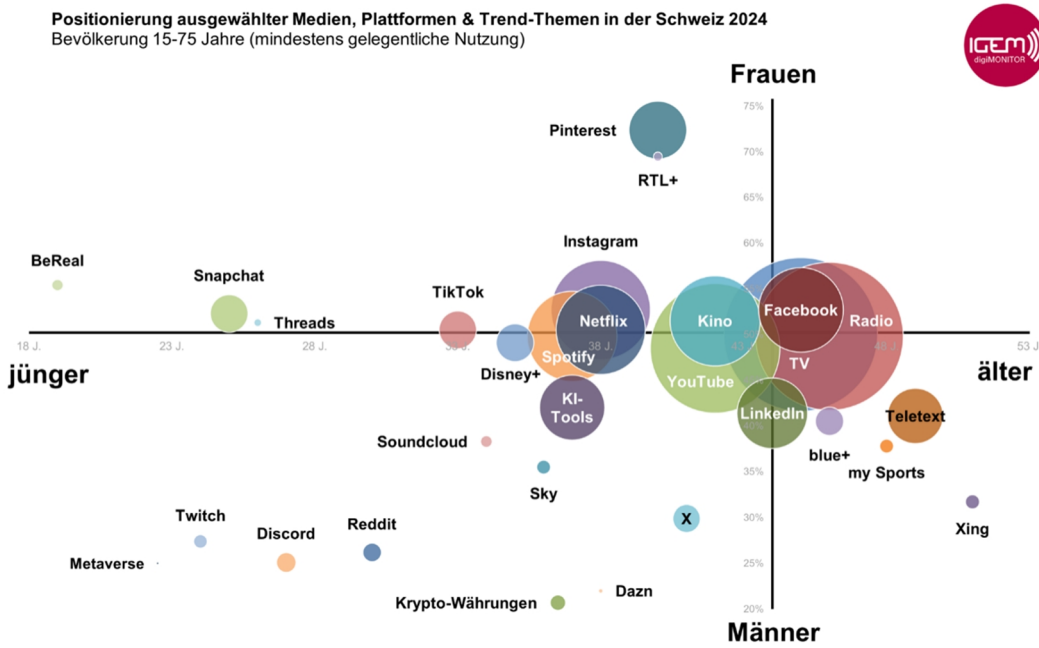
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Graphic 2

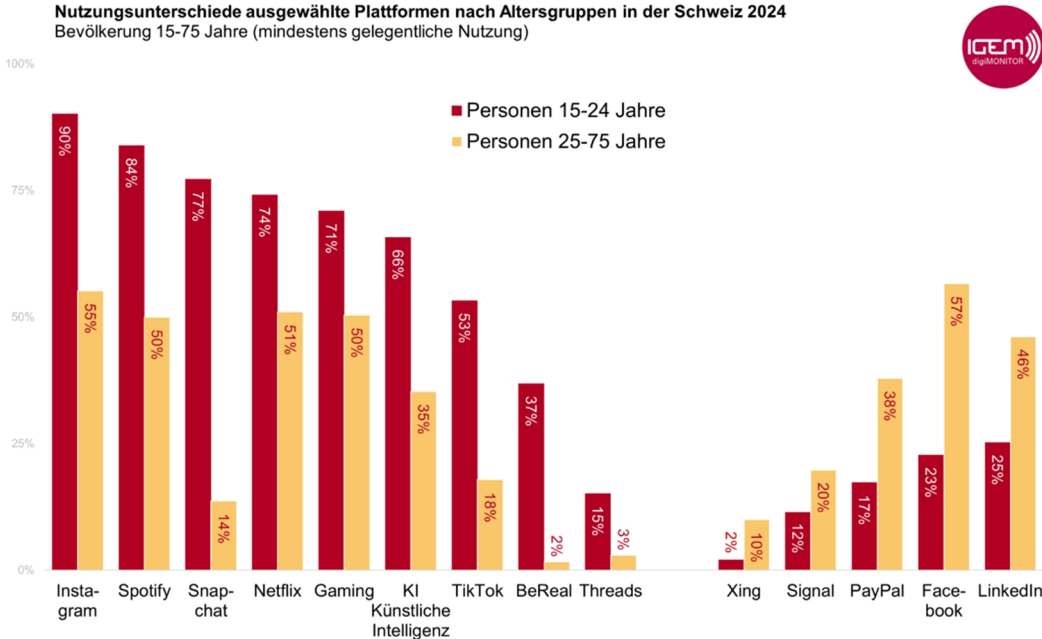
Positionierung ausgewählter Medien, Plattformen & Trend-Themen in der Schweiz 2024
Bevölkerung 15-75 Jahre (mindestens gelegentliche Nutzung)



Quelle: IGEM-Digimonitor 2024, Schweizer Bevölkerung zwischen 15 und 75 Jahren mit Internetnutzung (6.3 Mio. Personen), n=1970 Befragte. Grösse der Kreise entspricht dem weitesten Nutzerkreis bei Gesamtbevölkerung; x-Achse: Durchschnittsalter der Nutzer, ø Alter Bevölkerung = 44 Jahre (Median); y-Achse: Frauenanteil an allen Nutzern.

Graphic 3

Nutzungsunterschiede ausgewählte Plattformen nach Altersgruppen in der Schweiz 2024
Bevölkerung 15-75 Jahre (mindestens gelegentliche Nutzung)



Quelle: IGEM-Digimonitor 2024, Schweizer Bevölkerung zwischen 15 und 75 Jahren mit Internetnutzung (6.3 Mio. Personen), n=1970 Befragte. Mindestens gelegentliche Nutzung.

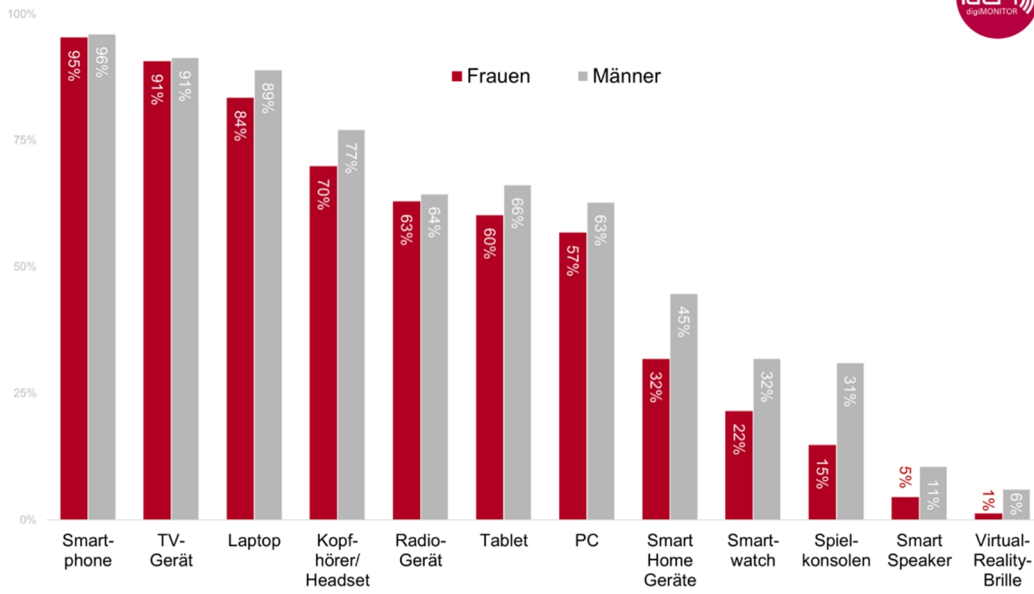
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Graphic 4

Nutzung elektronischer Geräte nach Geschlecht in der Schweiz 2024
Bevölkerung 15-75 Jahre (mindestens gelegentliche Nutzung)



Quelle: Igem-Digimonitor 2024, Schweizer Bevölkerung zwischen 15 und 75 Jahren mit Internetnutzung (6.3 Mio. Personen), n=1970 Befragte. Mindestens gelegentliche Nutzung.