

# Summary: Typology of Swiss media usage 2022

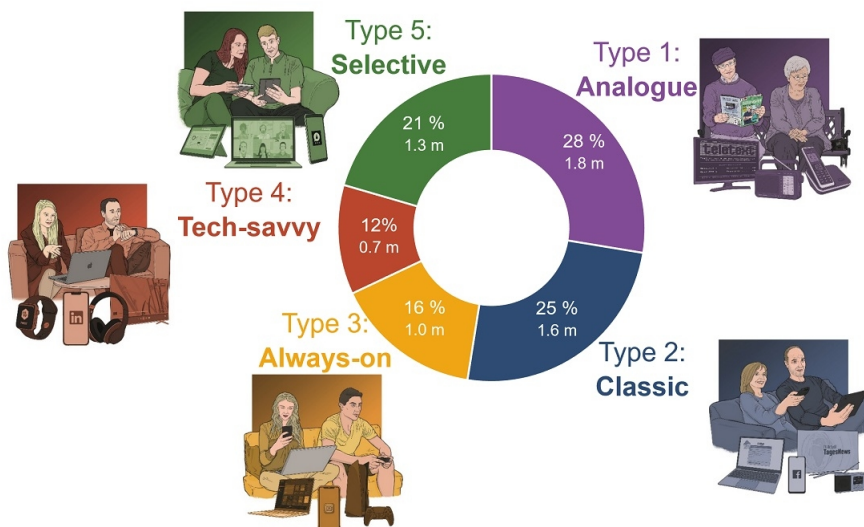


## Study results on Swiss media use 2022

### Typology of Swiss media usage

Based on the representative study Digimonitor 2022, the interest group electronic media IGEM and WEMF AG für Werbemedienforschung have updated the media usage typology with five types of digital media usage in Switzerland.

Analogue make up the largest population group  
Classic and Selective follow behind



#### Type 1: Analogue



Perhaps surprisingly, the analogue group, with 1.8 million people (28%), is the largest group in the population. Analogues use linear TV and radio as well as teletext the most of all types, but are the least well equipped in terms of devices. 30% of this group are offline, every third person in the analogue group does not have a smartphone. The analogues use social media, messenger and streaming the least.

#### Type 2: Classic



With 1.6 million people (25%), the classics represent the second largest group. In terms of usage, the Classics are the most likely mainstreamers. They make above-average use of linear TV and radio, as well as mobile payments. They also have a high affinity for Facebook and gaming.

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### Type 3: Always-on



1.0 million people (16%) are always-on. Always-on use online in all facets. They are the largest users of gaming, various social media platforms, video and music streaming and are characterised by a rather mobile media use. Radio and TV are used more often than average by this group while on the move, and streaming is most often done on the move - on a laptop or smartphone.

### Type 4: Tech-savvy



With 0.7 million people (12%), the tech-savvy are the smallest group and at the same time the group with the lowest proportion of women. The tech-savvy are very well equipped with technical devices, have a high affinity for Apple products and most often use a tablet or a smartwatch. They use TV and radio more often than average and prefer to watch TV time-shifted. Technology-savvy people use e-banking and cashless payments with mobile phones most often. They have the largest user base of business platforms, often use video conferencing tools, stream a lot of music or videos and listen to podcasts.

### Type 5: Selective



1.3 million people (21%) belong to the selective group. Selectives use TV and radio with below-average frequency and use media specifically with a functional focus. In comparison, they communicate most frequently via Threema or alternative messenger services and use their smartphone for e-banking and cashless payments more often than average. In the audio area, they prefer listening to podcasts.

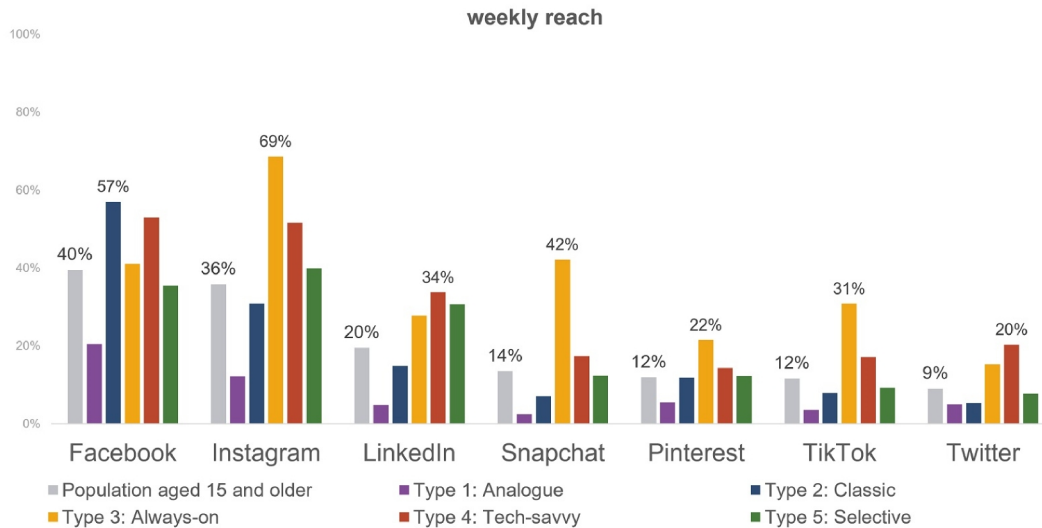
### Large differences between the types of media use

Particularly strong differences can be seen in the social media use of the types. Facebook is particularly popular with the classic media use type. Instagram, Pinterest, Snapchat and TikTok are ahead among the always-on. LinkedIn and Twitter are used more often than average by the tech-savvy. But there are also striking differences in the use of gaming, TV, radio, video and music streaming, podcasts, e-banking, electronic gadgets, messengers and video conferencing tools.

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Facebook ahead among Classic, LinkedIn & Twitter among Tech-savvy  
All other social networks ahead with Always-on



IGEM Digimonitor 2022: n=1,842. Population aged 15 and older in German- and French-speaking Switzerland (6.5 million). At least weekly use.



## About the typology based on the representative study IGEM-Digimonitor

The media use types were formed on the basis of factor and cluster analyses. All results on media and device use of the Digimonitor study were included as type-forming characteristics - without demographics and interests. In this way, the five types reflect as much of the variance in the use of electronic media and devices as possible.

The Digimonitor study has been surveying the use of electronic media and devices in Switzerland annually since 2014. The data is representative of the population aged 15 and over in German- and French-speaking Switzerland (6.5 million people), because offliners and people without a fixed-line connection are also surveyed. On behalf of the electronic media interest group (IGEM) and the WEMF, the Link Institute surveyed a total of 1,842 people in April and May 2022. The confidence interval is a maximum of +/- 2.3 percentage points. The results are available to IGEM members free of charge. Non-members can obtain the study and the typology for CHF 5,000.

More info on media usage types: [www.igem.ch/typen](http://www.igem.ch/typen)

More information on the Digimonitor study: <https://www.igem.ch/digimonitor-studie-mediennutzung/>

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