

MEDIA BIAS: A COMPARISON OF MEDIA USAGE AMONG MARKETING AND MEDIA PROFESSIONALS WITH THE GENERAL SWISS POPULATION

November 2021

GOLDBACH
In cooperation with WEMF



AGENDA

- 1** Case study profile
- 2** Media usage by comparison: ad people vs. general population
- 3** Comparison of usage: actual vs. ad people's estimation
- 4** Summary and conclusion



CASE STUDY PROFILE



Respondents:

Ad people: people who work in the media, communications or advertising industry



Sample size:

n = 657

(age 15–34: 231/age 35–54: 363/age 55–72: 63
279 agency, 219 ad client,
57 media company, 56 marketing, 41 research, etc.)



Survey content:

Questions about media use of ad people themselves and questions about estimations of media usage by the general population



Method:

Online survey (CAWI)



Survey period:

August/September 2021



Comparison:

The comparison of actual use across the 54 electronic media covered in the survey was based on the IGEM Digimonitor 2021. For the print segment the data was taken from MA Strategy 2020.



Publisher of the study:

Goldbach Media and IGEM, in cooperation with WEMF

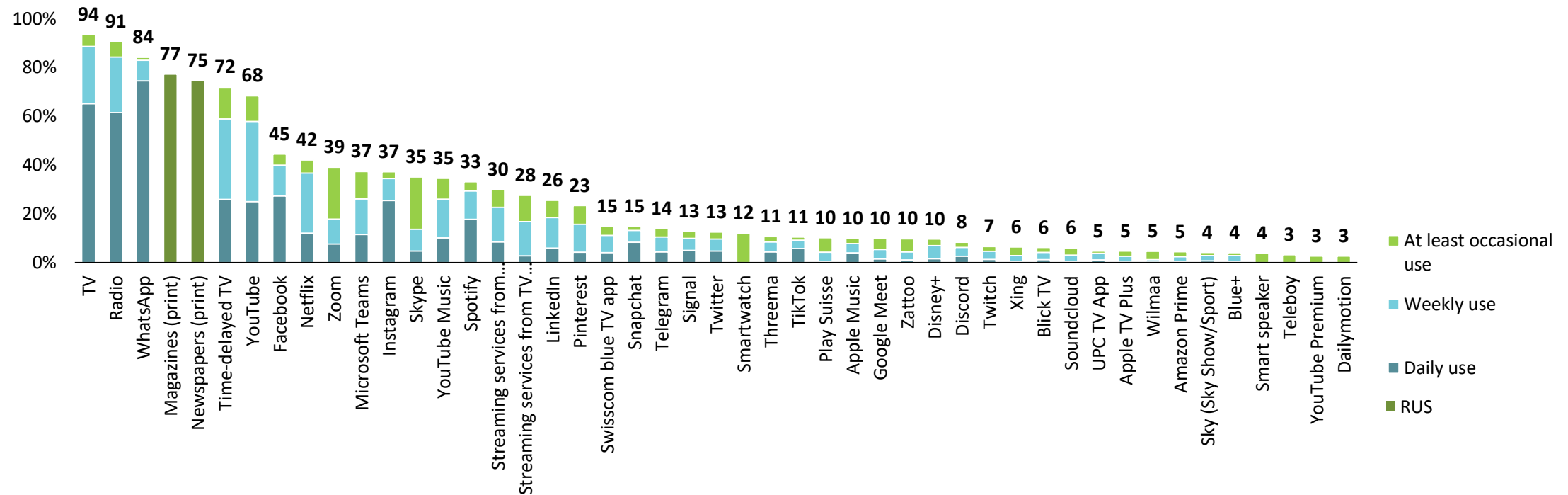
MEDIA USAGE BY COMPARISON: AD PEOPLE VS. GENERAL POPULATION



TRADITIONAL MEDIA LEADS AMONG GENERAL POPULATION

RANKING MEDIA USAGE AMONG GENERAL POPULATION

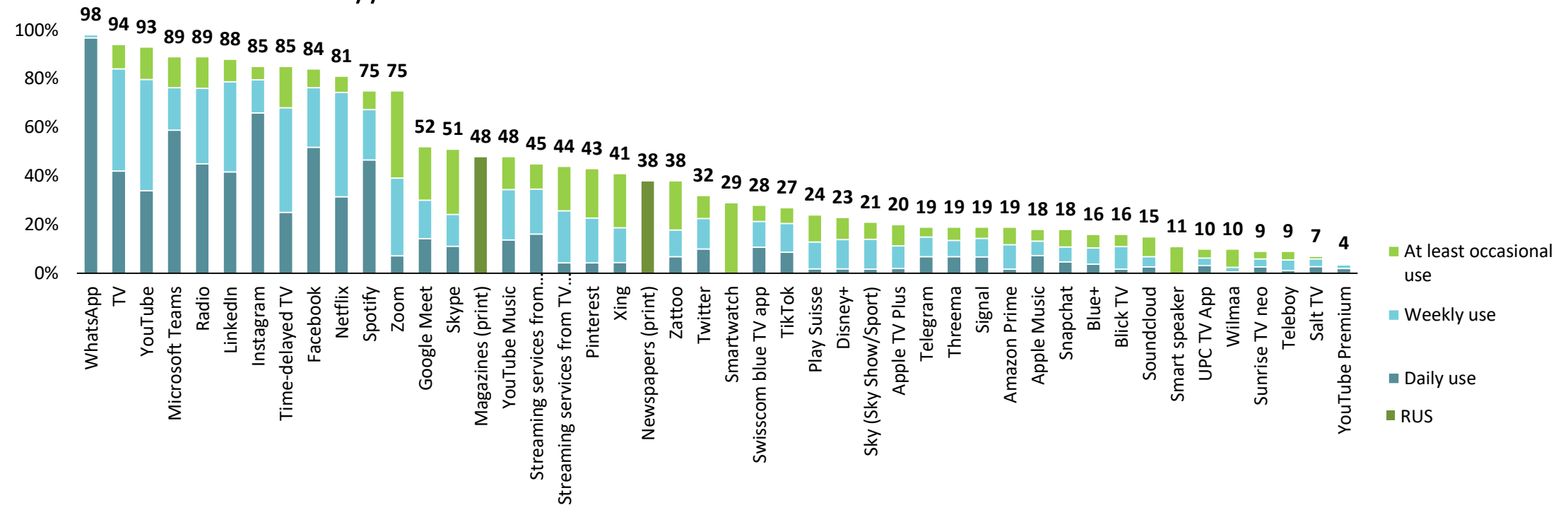
USER SHARE IN % // GENERAL POPULATION 15+



HEAVIER MEDIA USAGE IN GENERAL AMONG AD PEOPLE

RANKING MEDIA USAGE AMONG AD PEOPLE

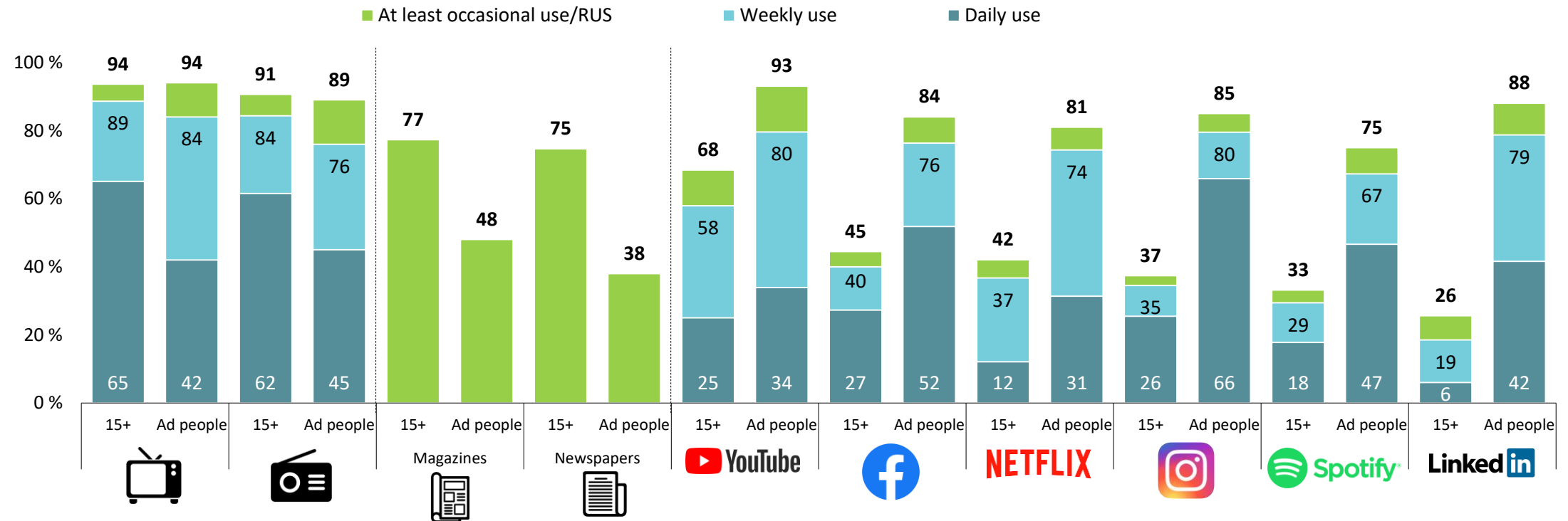
NUTZERANTEILE IN % // AD PEOPLE: TOTAL



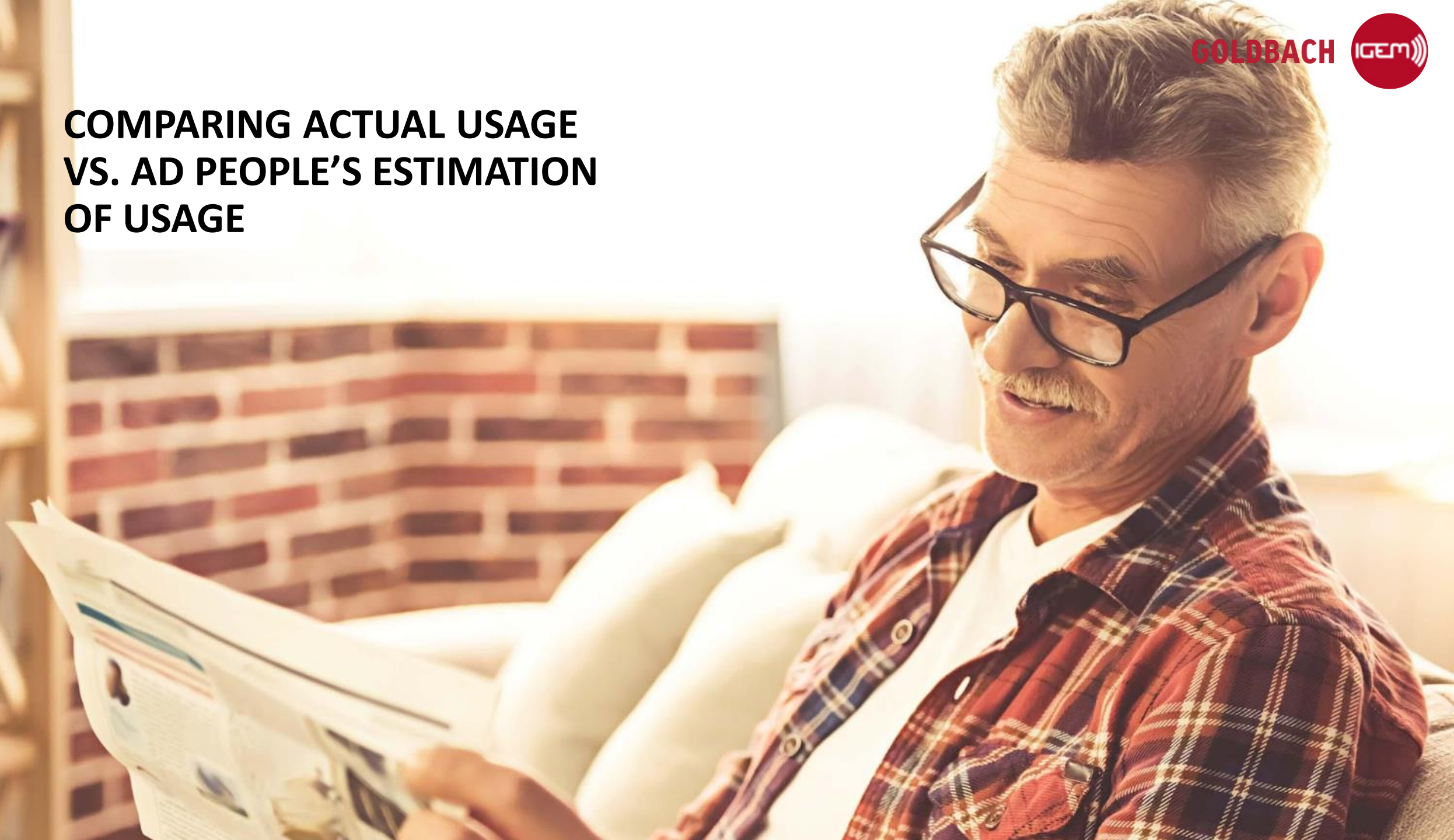
AD PEOPLE USE A WIDE RANGE OF MEDIA AND LOVE DIGITAL MEDIA

COMPARING MEDIA USAGE AMONG AD PEOPLE VS. GENERAL POPULATION

USER SHARE IN %



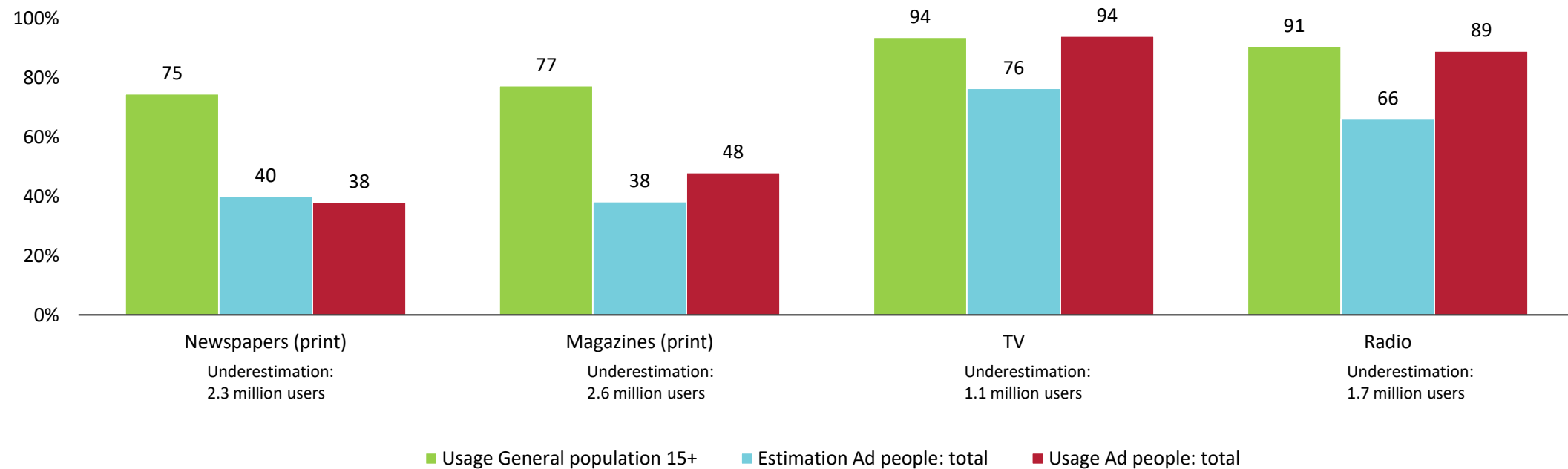
COMPARING ACTUAL USAGE VS. AD PEOPLE'S ESTIMATION OF USAGE



USAGE OF TRADITIONAL MEDIA UNDERESTIMATED

USAGE AND ESTIMATION – TRADITIONAL MEDIA

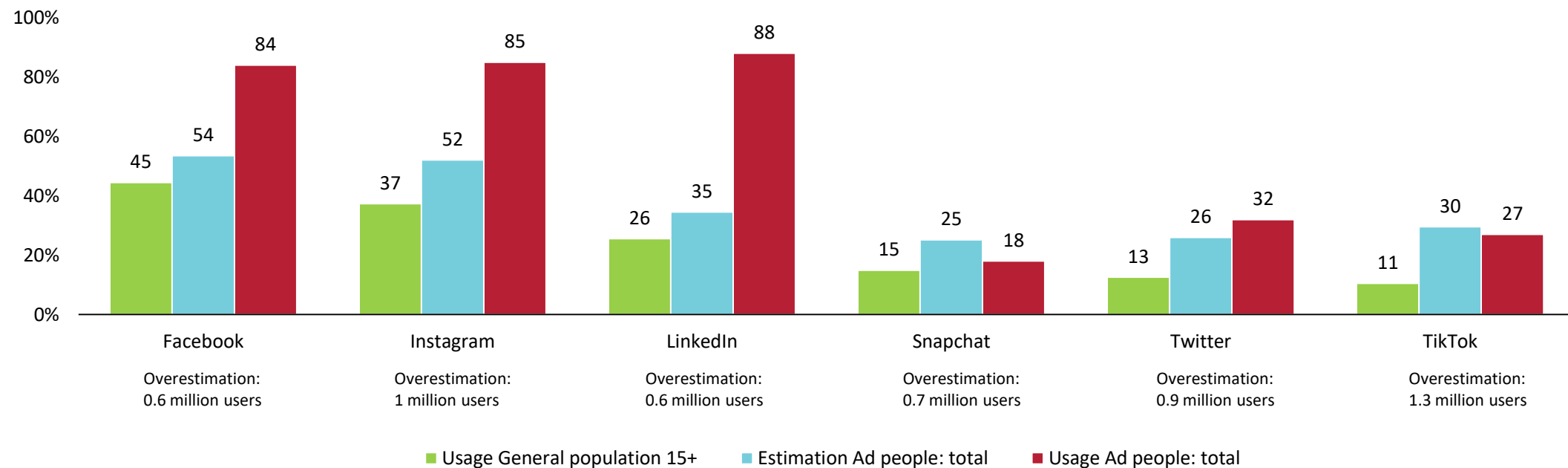
USER SHARE IN %



USER FIGURES FOR SOCIAL MEDIA CONSIDERABLY OVERESTIMATED

USAGE AND ESTIMATION – SOCIAL MEDIA

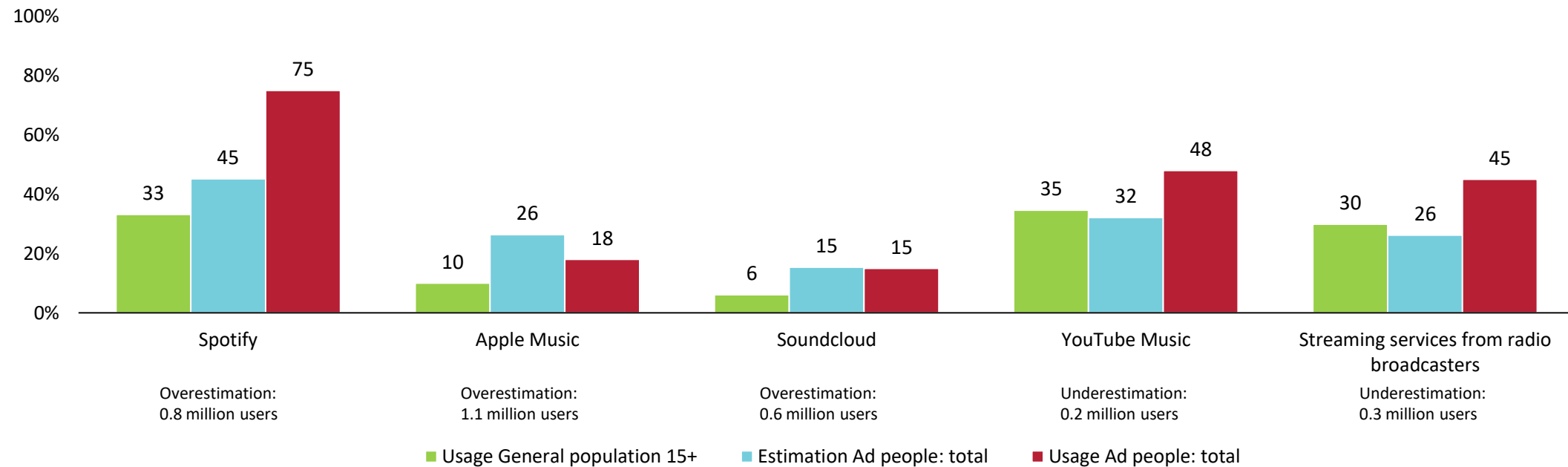
USER SHARE IN %



MUSIC STREAMING ALSO TENDS TO BE OVERESTIMATED

USAGE AND ESTIMATION – MUSIC STREAMING

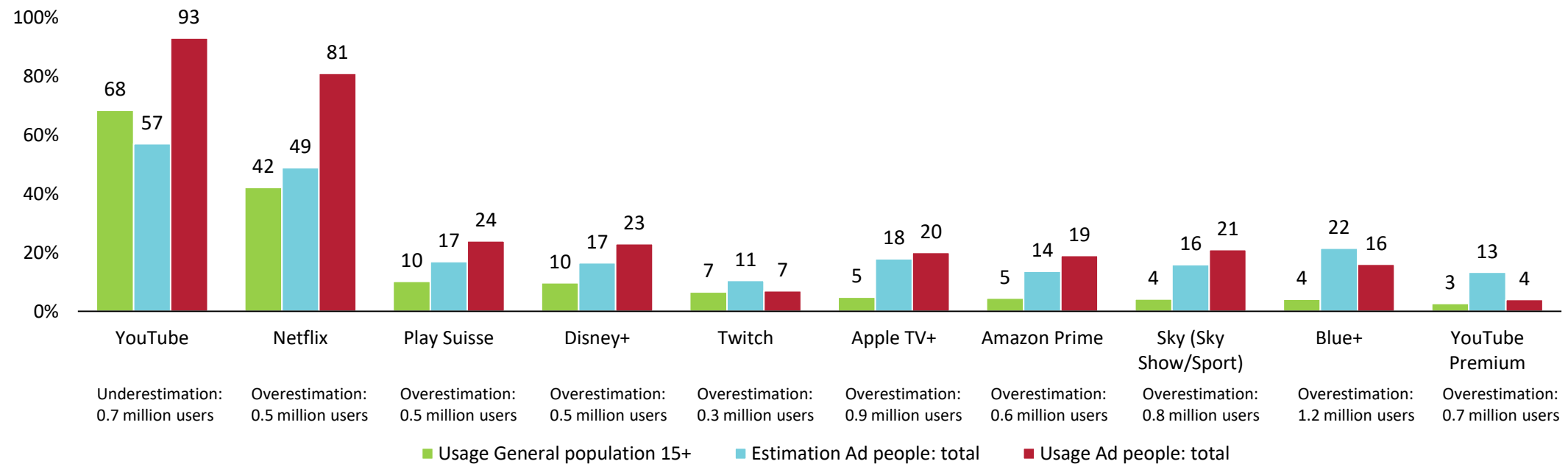
USER SHARE IN %



VIDEO STREAMING SEGMENT ALSO TENDS TOWARDS OVERESTIMATION

USAGE AND ESTIMATION – VIDEO STREAMING

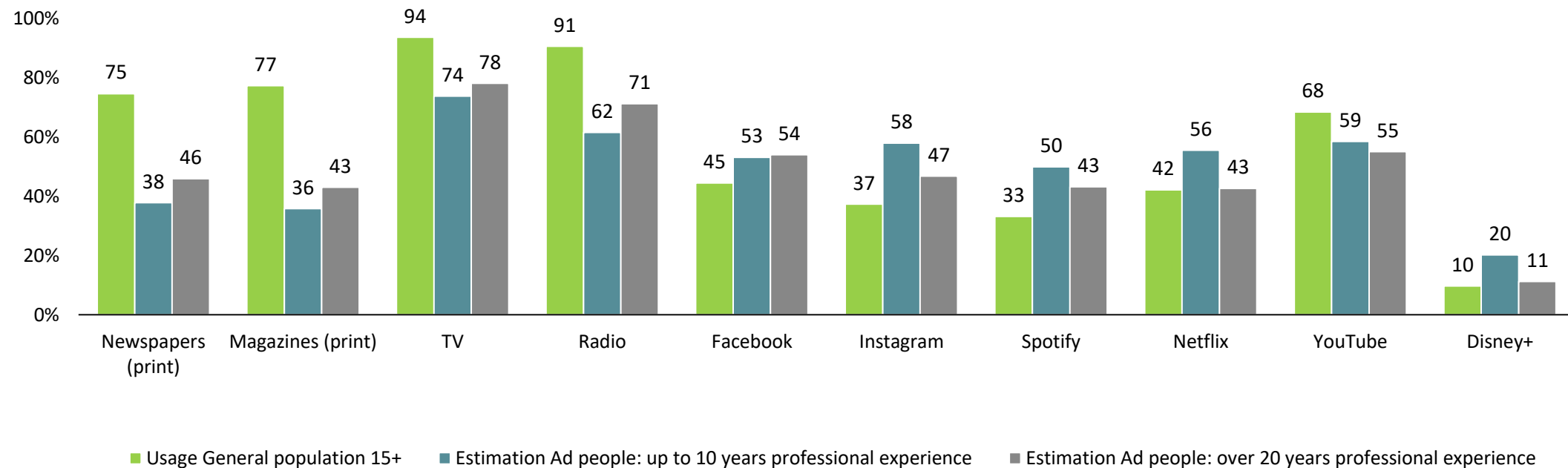
USER SHARE IN %



EXPERIENCED AD PEOPLE GIVE MORE ACCURATE ESTIMATIONS

USAGE AND ESTIMATION AT A GLANCE

USER SHARE IN %



SUMMARY AND CONCLUSION



CONCLUSION

- Ad people use considerably **more media** than the general Swiss population.
- Ad people use **traditional media less frequently** than the general population.
- Ad people use **newer media** and **technologies** to a much **greater extent** than the general population.
- Ad people tend to **underestimate traditional media** and **often overestimate newer media**.
- Factors for **misestimations**: n=1 of own media usage, bubble & peers, media attention on newer platforms, gut feeling...
- Ad people with more **professional experience** estimate media usage **more accurately**.
- It is all the more important to make **fact-based decisions** affecting media planning by consulting research data.

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