

JAMES

Youth | Activities | Media – Survey Switzerland

Findings 2012

Intermediate results 24/10/2012

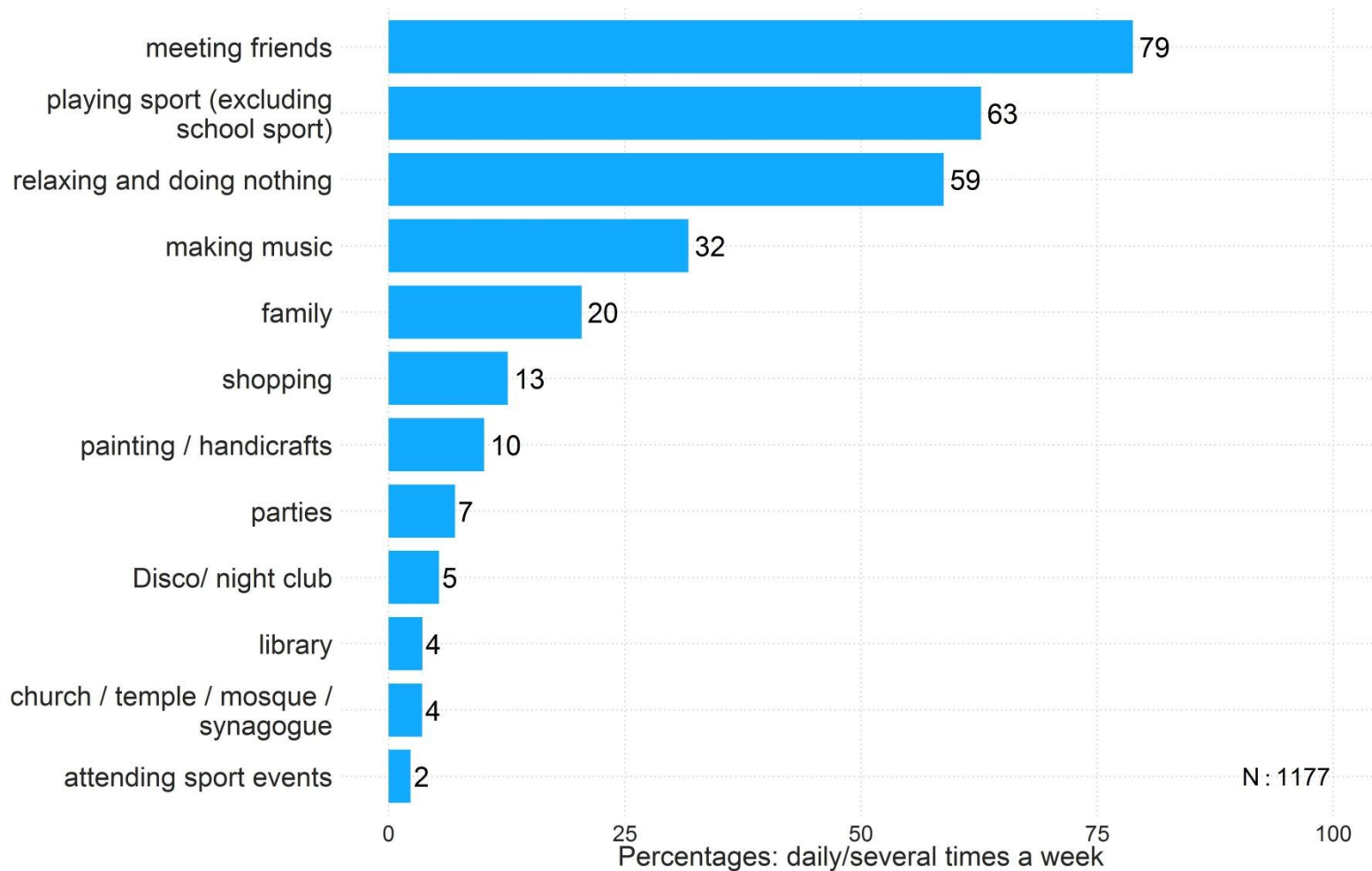
JAMES: study of adolescent media activities in Switzerland

The representative JAMES study by Swisscom and ZHAW has been conducted for the second time in the three major linguistic regions of Switzerland. This involved asking over 1000 young people aged between 12 and 19 about how they handle media.

The following charts and conclusions are a preview of the detailed final report, which will appear at the start of 2013.

The initial findings of the thematic blocks **non-medial leisure activities**, the **medial equipment of adolescents** and **mobile phone use** are discussed in comparison with the 2010 study results, as well as the young people's **favourite apps**.

Non-medial leisure activities



Non-medial leisure activities

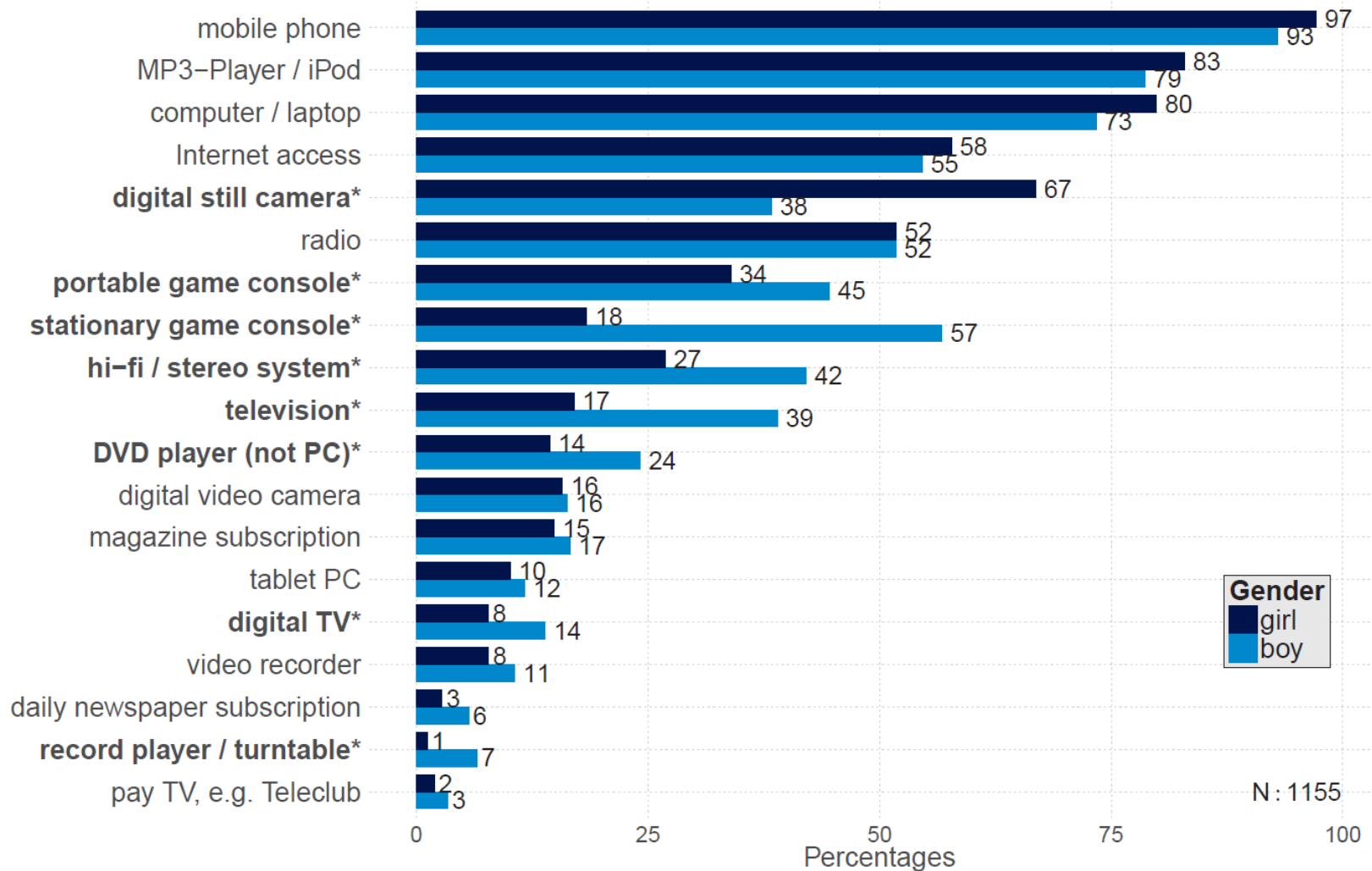
Meeting friends remains in first place for the youths. This is followed by **sporting activities** in addition to compulsory school sport.

Around two thirds of Swiss youngsters often find time to **relax** despite the wide range of leisure activities offered, and to do nothing at all.

Comparison of these figures with those from 2010 shows that **no significant changes** have occurred.

Despite the rise in media use, non-medial leisure activity remains constant.

Medial equipment of adolescents (by gender)



Medial equipment of adolescents (by gender)

95 % of youngsters own a **mobile phone**.

This is followed by the portable **music player** (e.g. iPod) and the personally owned **computer** or **laptop**.

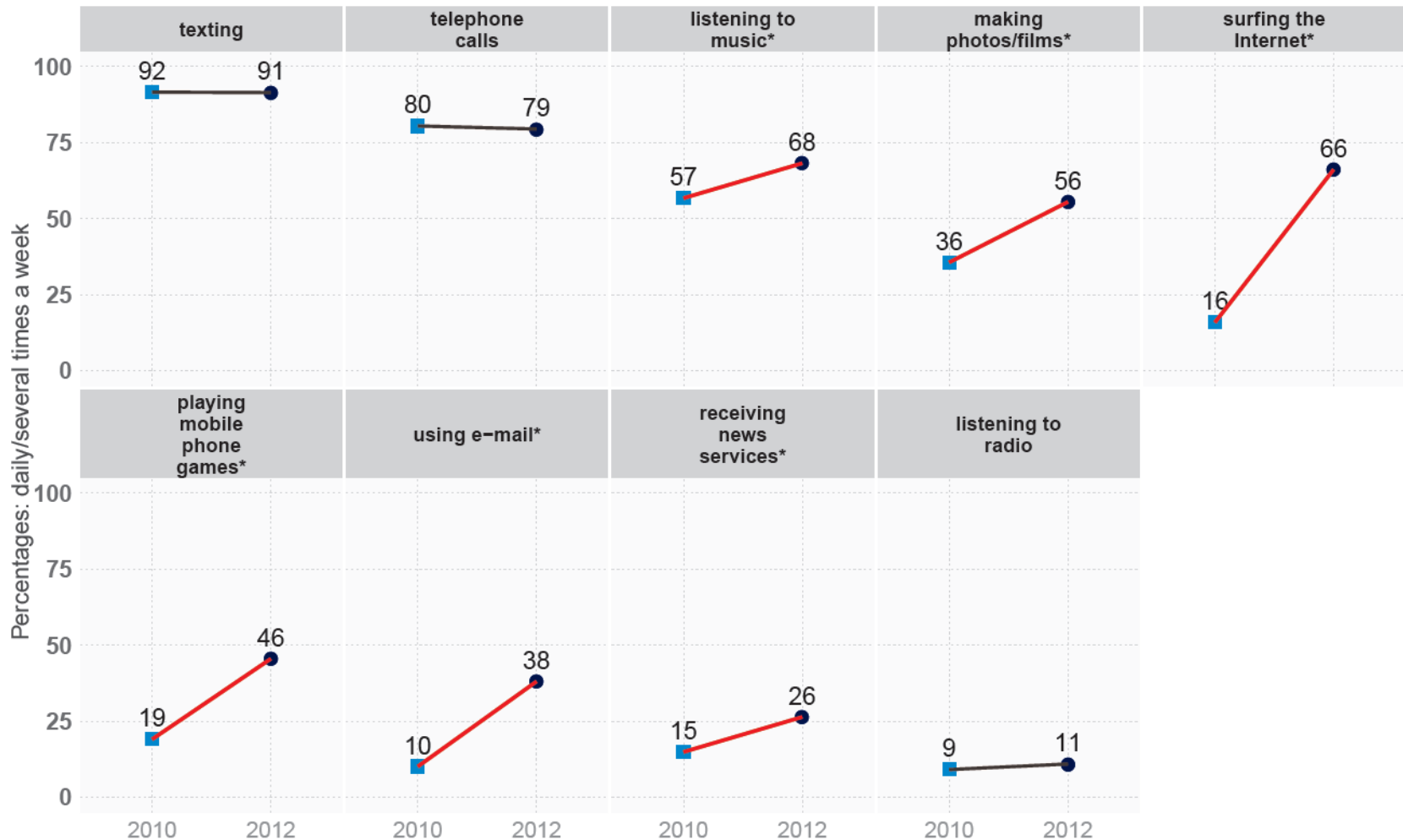
Only a little over half of those surveyed say that they have their own Internet access. This is because the question was geared towards personal possessions. However, 97 % of adolescents have access to the Internet in their household.¹

The chart differentiates the results according to gender. Significant differences between the genders are marked with an asterisk (*).

On the whole, it is evident that the boys have considerably more devices than the girls – with the exception of the still camera. To some extent, this is also reflected in the usage.

¹ not shown in the chart

Mobile phone use in comparison with the 2010 JAMES study



N_{handy} : 2245

Mobile phone use in comparison with the 2010 JAMES study

At 79 %, smartphones have now become significantly over-represented among youngsters, compared to feature phones at 21 %.

This particularly affects the use of mobile phone functions. On comparison with the 2010 results, it becomes evident that, above all, the **Internet-based functions** and those for **entertainment** have increased significantly.²

This result is also reflected in the word cloud of favourite mobile phone apps (see figure on page 9).

The most-used functions (**texting** and **telephone calls**) are still used just as frequently as they were two years ago.

² The red lines in the chart show statistically significant differences.

Categories of favourite mobile phone apps



Categories of favourite mobile phone apps

In 2012, the youngsters were asked more about the content of their media use, including their favourite mobile phone apps.

The open answers were categorised and represented in a word cloud.

It is clearly shown that, to an ever-increasing extent, the **smartphone** is becoming a versatile entertainment device. For instance, alongside communication activities, **mobile phone games** are being played, **videos** are being watched and **music** is being listened to.