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CONSUMERS & BRANDS

TV subscriptions: Swisscom / blue TV / Wingo TV / Wingo TV customers in Switzerland

Consumer Insights report

Consumer Insights
by **statista** 

June 2024



Consumer Insights Global survey

Introduction



Report overview

This report offers the reader a comprehensive overview of Swisscom / blue TV / Wingo TV / Wingo TV customers in Switzerland: who they are; what they like; what they think; and how to reach them. It provides insights on their demographics, lifestyle, opinions, and marketing touchpoints.

Additionally, the report allows the reader to benchmark Swisscom / blue TV / Wingo TV / Wingo TV customers in Switzerland ("brand users") against Swiss pay TV subscribers in general ("category users"), and the overall Swiss consumer, labelled as "all respondents" in the charts.

The report is updated quarterly and is based on data from the Consumer Insights Global survey, an international survey that covers more than 15,000 brands across 56 countries.

Global survey methodology ⁽¹⁾

Design: Online Survey, split questionnaire design

Duration: approx. 15 minutes

Language: official language(s) of each country with American English offered as an alternative

Region: 56 countries

Number of respondents:

- 12,000+ for countries with the extended survey (including Switzerland)
- 2,000+ for the basic survey

Sample: Internet users, aged 18 – 64, quotas set on gender and age

Fieldwork:

- Continuous from January to December
- Countries that receive the extended survey are updated four times a year

2 | **Notes:** (1): See the full [methodology](#) for a detailed overview of the study design

Sources: [Consumer Insights Global](#) as of June 2024

CHAPTER 01

Management summary

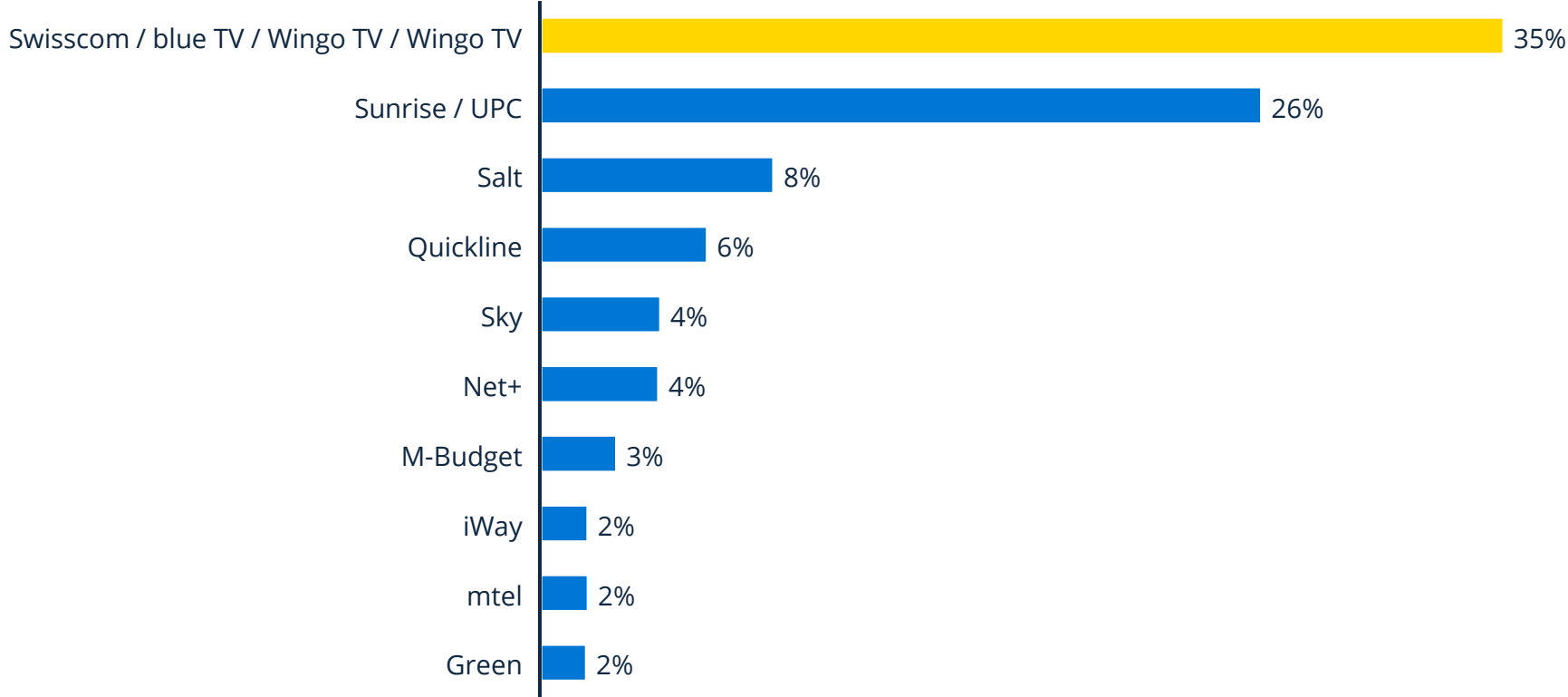
- Brand usage
- Key insights



With a user share of 35%, Swisscom / blue TV / Wingo TV / Wingo TV is the most used TV subscription service in Switzerland

Management summary: brand usage and competition

Top 10 most used TV subscription services in Switzerland



4 Notes: "With which company do you currently have a paid TV subscription (cable/satellite)?"; Single Pick; Base: n=1,249 pay TV subscribers

Sources: [Consumer Insights Global](#) as of June 2024

Swisscom / blue TV / Wingo TV / Wingo TV customers in Switzerland

Management summary: key insights

Demographic profile

The age distribution of Swisscom / blue TV / Wingo TV / Wingo TV customers and pay TV subscribers overall is fairly similar.

Compared to other TV subscription services, Swisscom / blue TV / Wingo TV / Wingo TV has a relatively high share of female customers.

Swisscom / blue TV / Wingo TV / Wingo TV has a larger share of customers with a low income than other TV subscription services.

Swisscom / blue TV / Wingo TV / Wingo TV customers are more likely to live in rural communities than pay TV subscribers in general.

Consumer lifestyle

Being successful is less important to Swisscom / blue TV / Wingo TV / Wingo TV customers than to other pay TV subscribers.

Swisscom / blue TV / Wingo TV / Wingo TV customers are more interested in food and dining than other pay TV subscribers.

Swisscom / blue TV / Wingo TV / Wingo TV customers are more likely to have cooking or baking as a hobby than other pay TV subscribers.

Consumer attitudes

54% of Swisscom / blue TV / Wingo TV / Wingo TV customers state that they want to access their media on all their devices.

50% of Swisscom / blue TV / Wingo TV / Wingo TV customers are laggards or in the late majority of innovation adoption.

Rising prices, inflation & cost of living are of particular concern to Swisscom / blue TV / Wingo TV / Wingo TV customers.

Marketing touchpoints

Facebook is more popular among Swisscom / blue TV / Wingo TV / Wingo TV customers than the average pay TV subscriber.

Swisscom / blue TV / Wingo TV / Wingo TV customers remember seeing ads on social media more often than other pay TV subscribers.

CHAPTER 02

Demographic profile

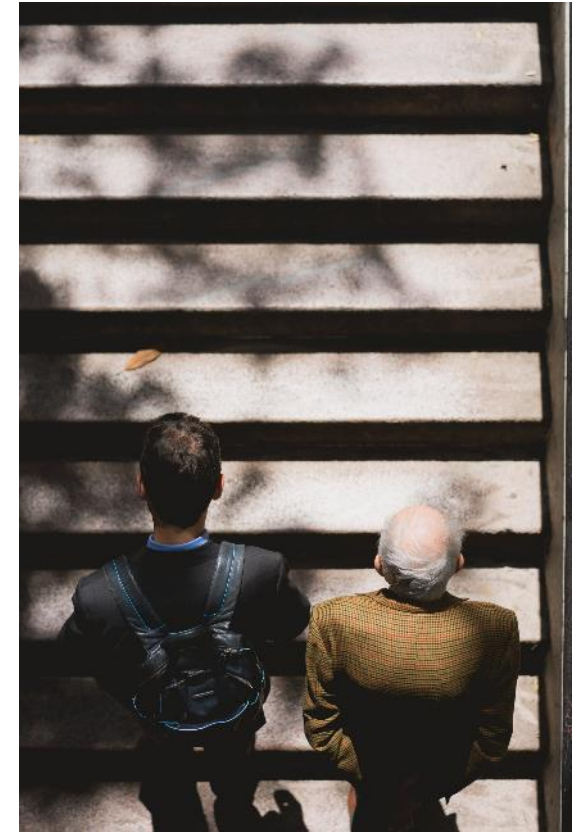
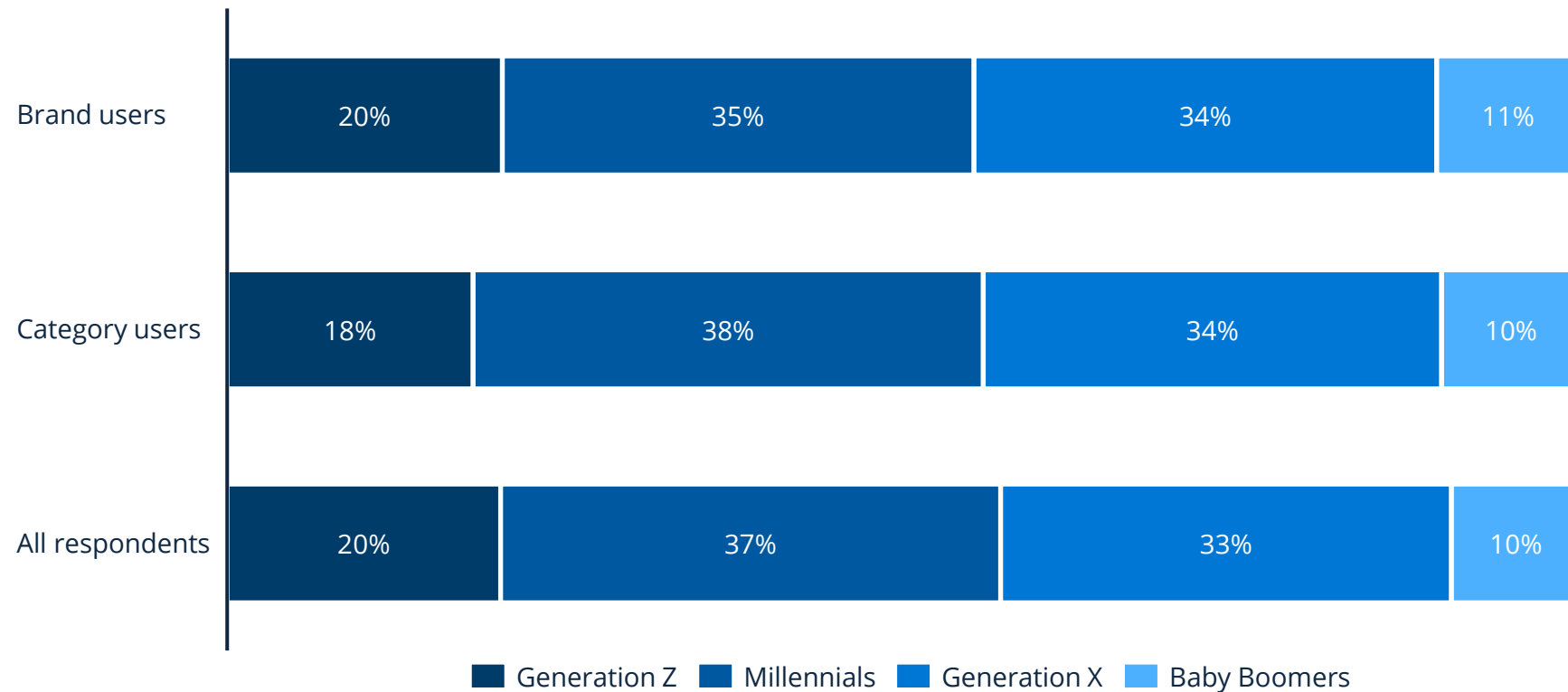
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



The age distribution of Swisscom / blue TV / Wingo TV / Wingo TV customers and pay TV subscribers overall is fairly similar

Demographic profile: generations

Age of consumers in Switzerland

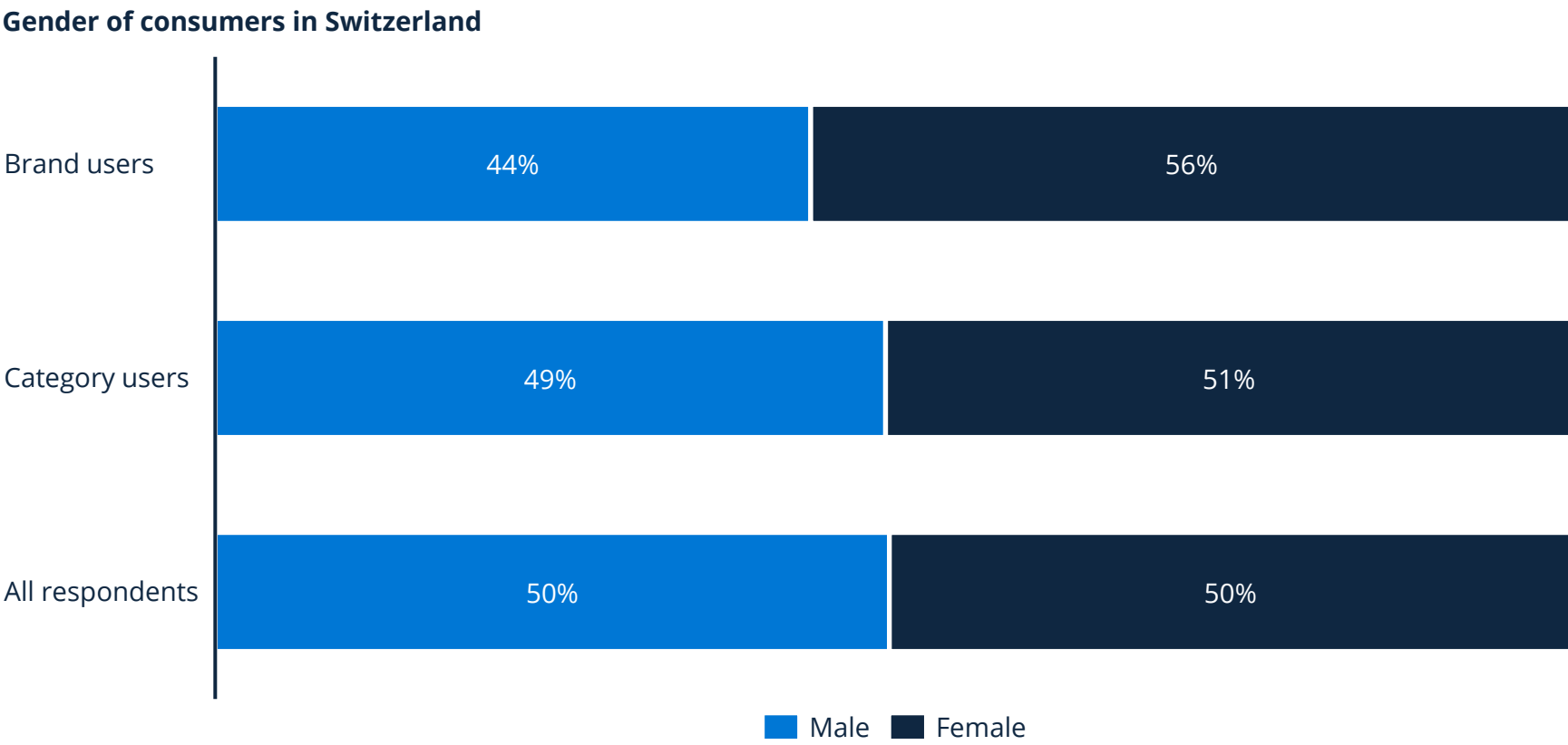


7 **Notes:** "How old are you?"; Single Pick; "With which company do you currently have a paid TV subscription (cable/satellite)"; Single Pick; Base: n=433 Swisscom / blue TV / Wingo TV / Wingo TV customers, n=1,249 pay TV subscribers, n=10,268 all respondents

Sources: [Consumer Insights Global](#) as of June 2024

Compared to other TV subscription services, Swisscom / blue TV / Wingo TV / Wingo TV has a relatively high share of female customers

Demographic profile: gender

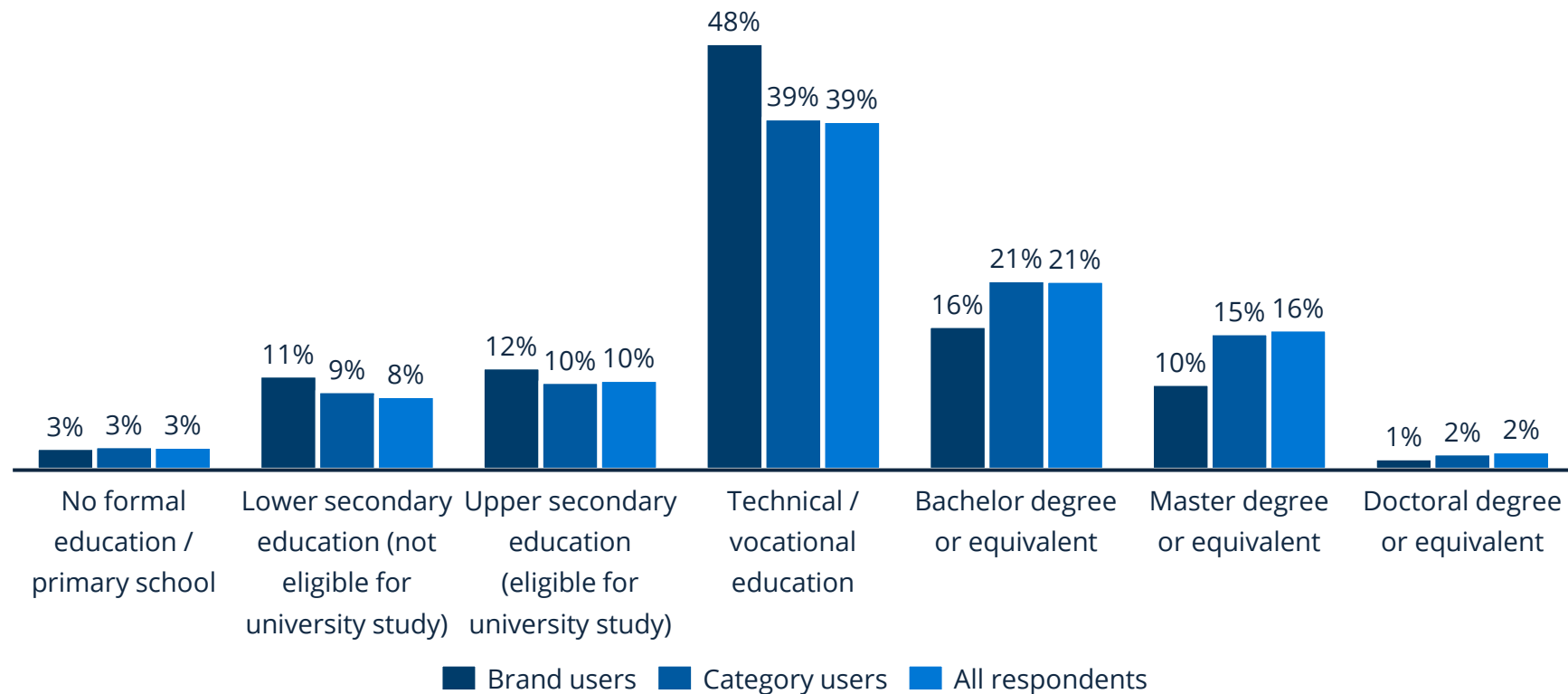


8 **Notes:** "What is your gender?"; Single Pick; "With which company do you currently have a paid TV subscription (cable/satellite)"; Single Pick; Base: n=433 Swisscom / blue TV / Wingo TV / Wingo TV customers, n=1,249 pay TV subscribers, n=10,268 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

48% of Swisscom / blue TV / Wingo TV / Wingo TV customers have a technical or vocational education

Demographic profile: education

Consumer's level of education in Switzerland

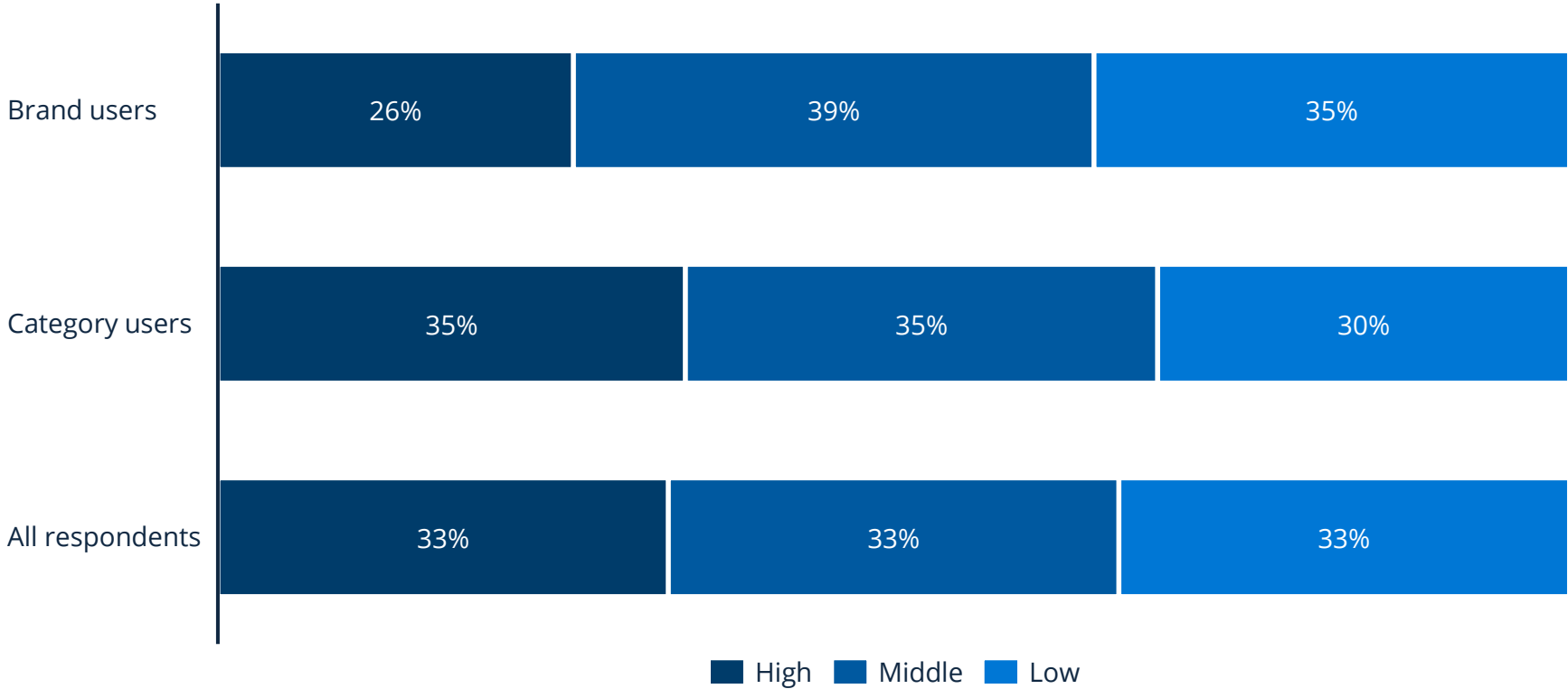


Swisscom / blue TV / Wingo TV / Wingo TV has a larger share of customers with a low income than other TV subscription services

Demographic profile: income



Share of consumers in Switzerland in the high, middle, and low thirds of monthly household gross income



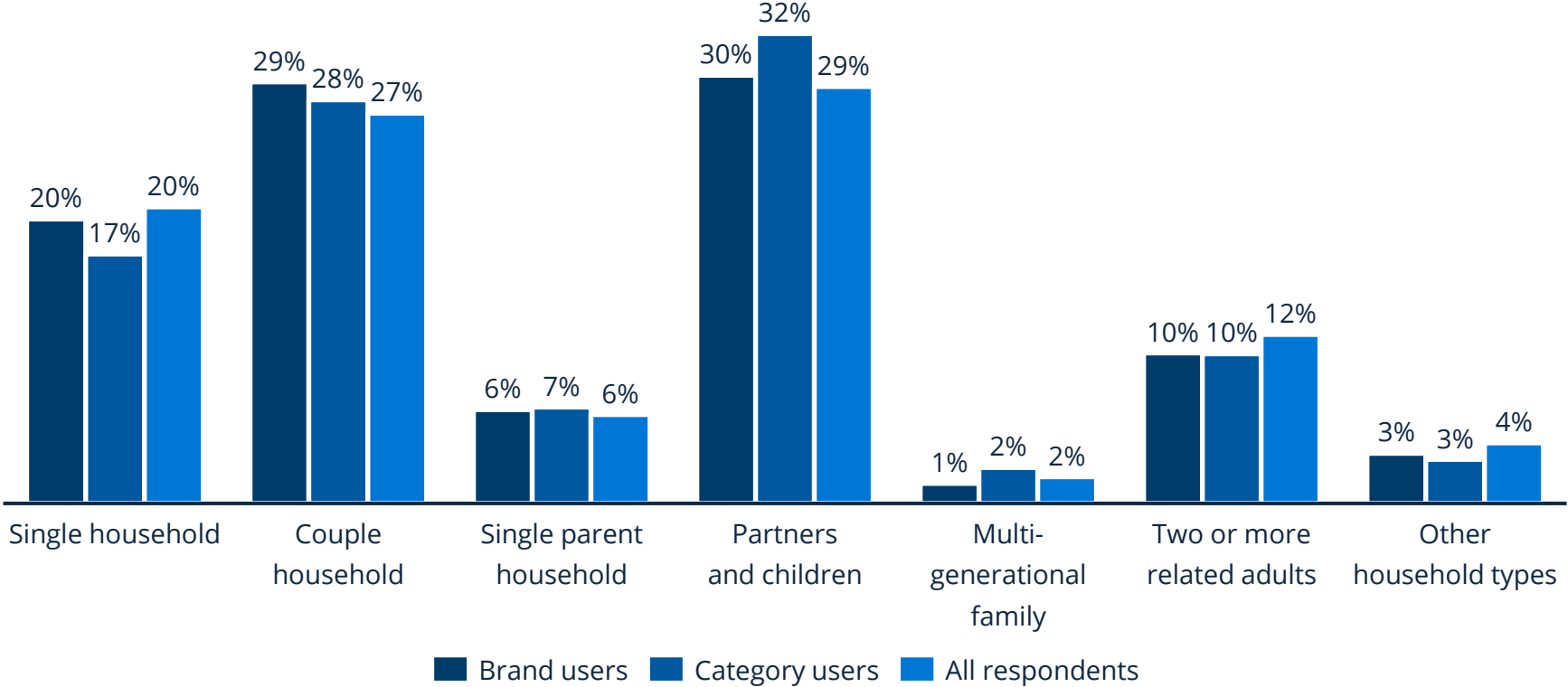
10 Notes: Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "With which company do you currently have a paid TV subscription (cable/satellite)?"; Single Pick; Base: n=433 Swisscom / blue TV / Wingo TV / Wingo TV customers, n=1,249 pay TV subscribers, n=10,268 all respondents

Sources: [Consumer Insights Global](#) as of June 2024

29% of Swisscom / blue TV / Wingo TV / Wingo TV customers live in a couple household

Demographic profile: household classification

Type of households in which consumers in Switzerland live



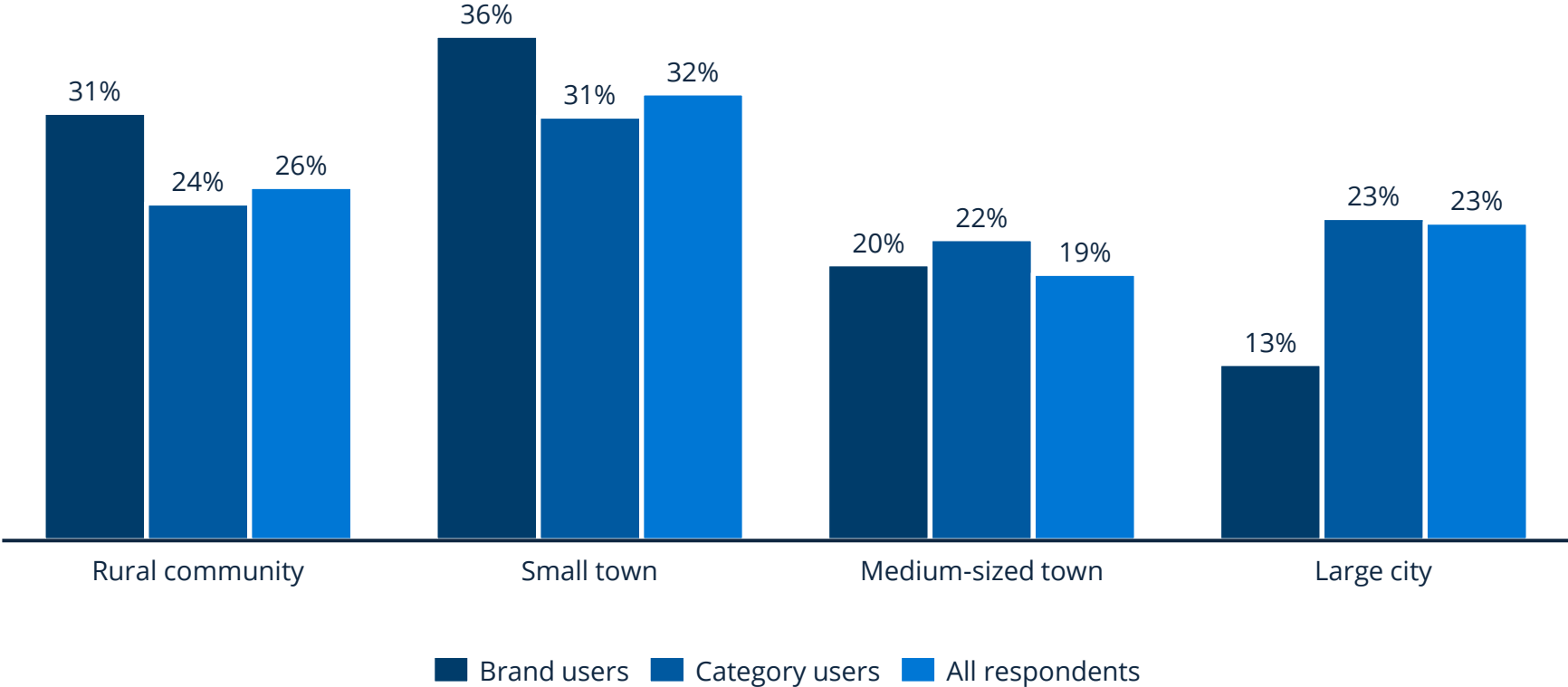
11 Notes: Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "With which company do you currently have a paid TV subscription (cable/satellite)?"; Single Pick; Base: n=433 Swisscom / blue TV / Wingo TV / Wingo TV customers, n=1,249 pay TV subscribers, n=10,268 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

Swisscom / blue TV / Wingo TV / Wingo TV customers are more likely to live in rural communities than pay TV subscribers in general

Demographic profile: type of community



Communities where consumers live in Switzerland

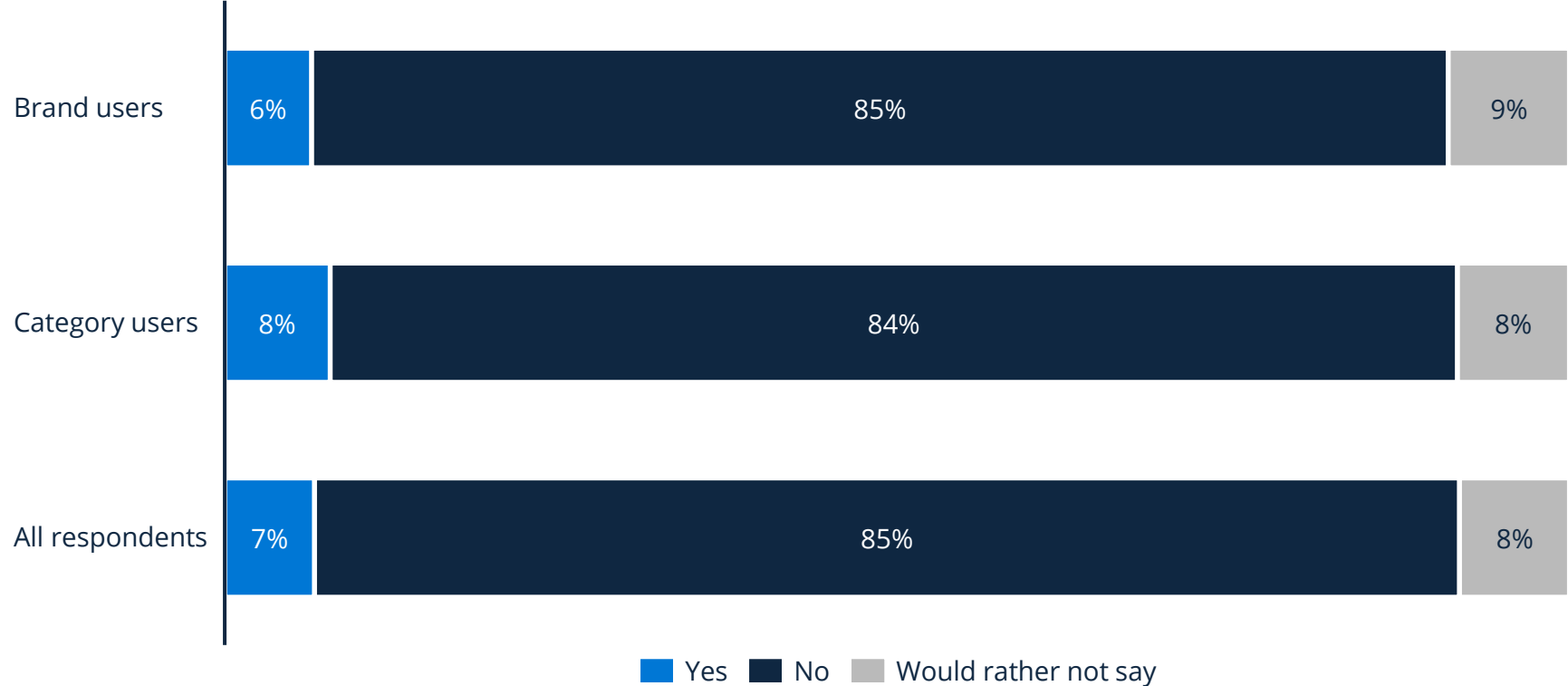


12 **Notes:** "In what type of community do you live?"; Single Pick; "With which company do you currently have a paid TV subscription (cable/satellite)?"; Single Pick; Base: n=433 Swisscom / blue TV / Wingo TV / Wingo TV customers, n=1,249 pay TV subscribers, n=10,268 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

6% of Swisscom / blue TV / Wingo TV / Wingo TV customers consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

LGBTQ+ status of consumers in Switzerland



13 **Notes:** "Do you consider yourself part of the LGBTQ+ community?"; Single Pick; "With which company do you currently have a paid TV subscription (cable/satellite)?"; Single Pick; Base: n=433 Swisscom / blue TV / Wingo TV / Wingo TV customers, n=1,249 pay TV subscribers, n=10,268 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

CHAPTER 03

Consumer lifestyle

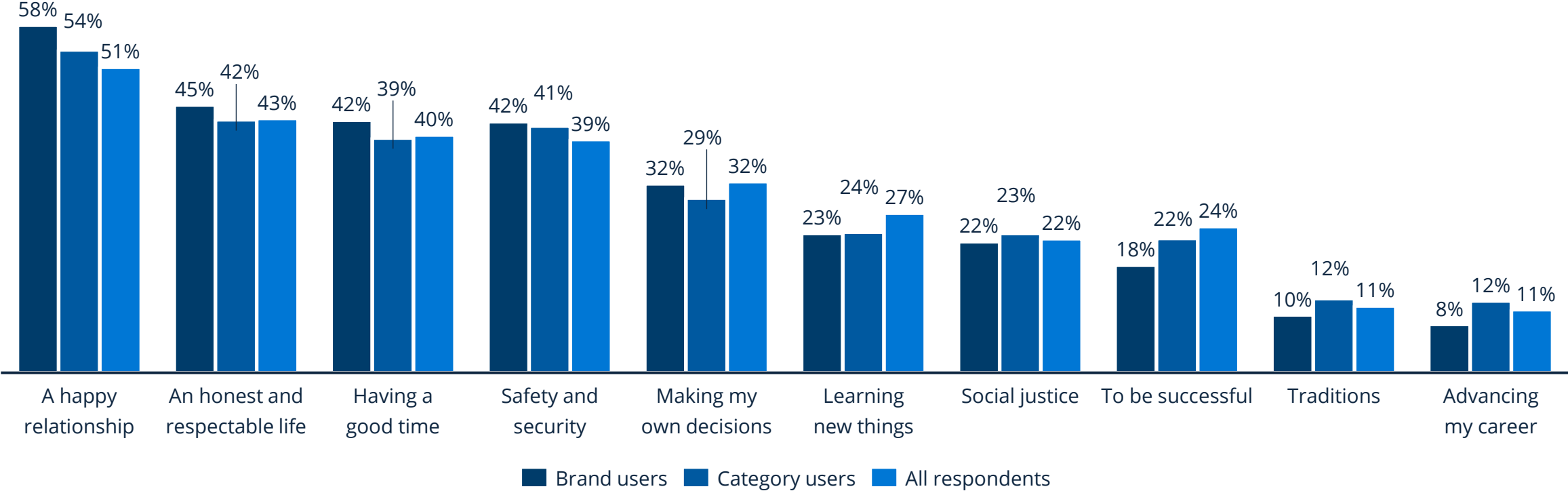
- Life values
- Main interests
- Hobbies & leisure activities
- Sports activities
- Sports followed



Being successful is less important to Swisscom / blue TV / Wingo TV / Wingo TV customers than to other pay TV subscribers

Consumer lifestyle: life values

Most important aspects of life for consumers in Switzerland



15 Notes: "Out of the following list, which are the 3 most important aspects to you in life? Please choose exactly 3.;" Multi Pick; "With which company do you currently have a paid TV subscription (cable/satellite)?" Single Pick; Base: n=433 Swisscom / blue TV / Wingo TV / Wingo TV customers, n=1,249 pay TV subscribers, n=10,268 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

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