

Survey of *Horizons* readership

Results

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Online survey of readers of the magazine

Examples of questions in the three languages

Sous quelle forme lisez-vous *Horizons* ?

- Je lis exclusivement le magazine imprimé.
- Je lis principalement le magazine imprimé et rarement la version en ligne.
- Je lis principalement la version en ligne et rarement le magazine imprimé.
- Je lis exclusivement la version en ligne.

Suivant

In what format do you read "Horizons"?

- In print only
- Mostly in print, less frequently online
- Mostly online, less frequently in print
- Online only

Next

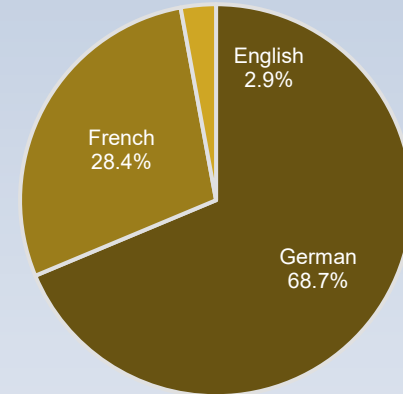
Wie lesen Sie «Horizonte»?

- ausschließlich das gedruckte Magazin
- meistens das gedruckte Magazin, seltener online
- meistens online, seltener das gedruckte Magazin
- ausschließlich online

Zurück

Weiter

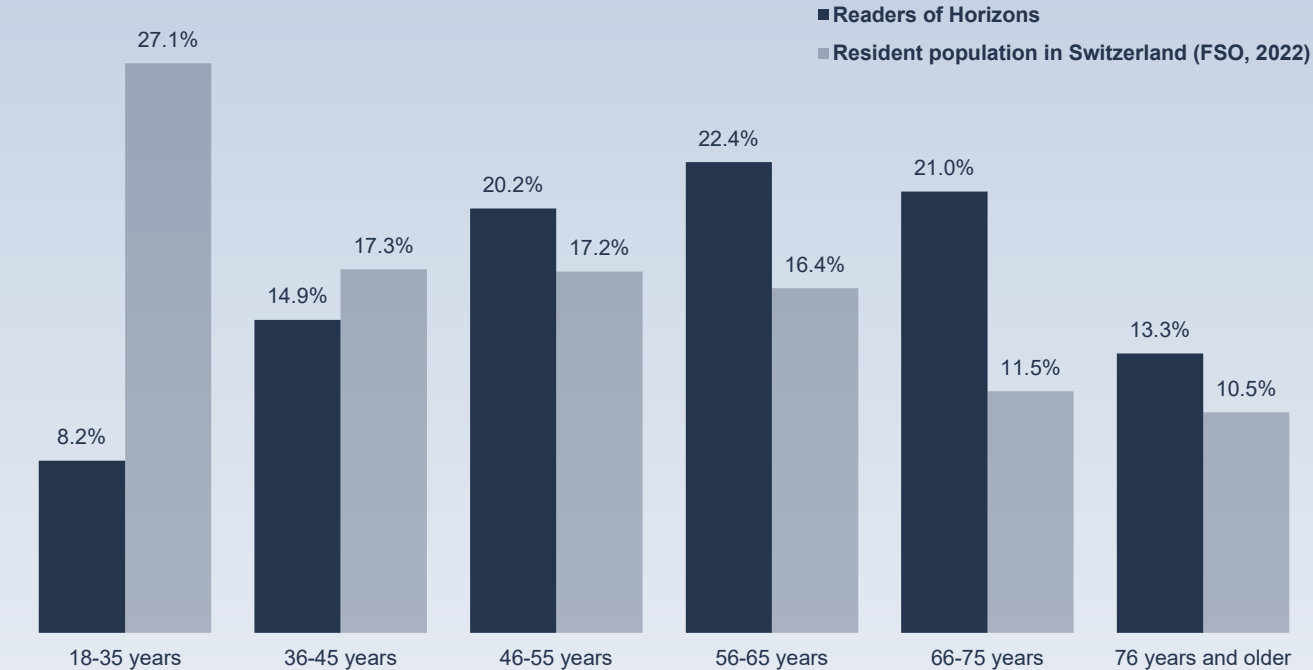
Survey languages



n=1'607 surveyed readers

Distribution by age

Readers are considerably older than the Swiss population as a whole.

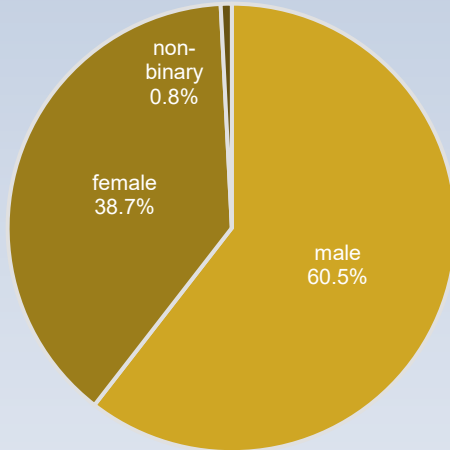


n=1'607 surveyed readers

Distribution by gender

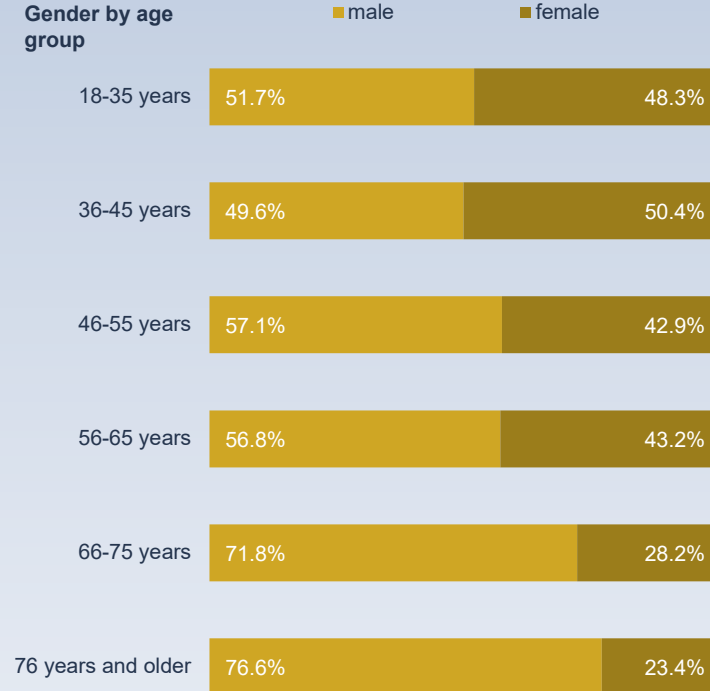
The predominance of men diminishes in younger age groups.

Gender



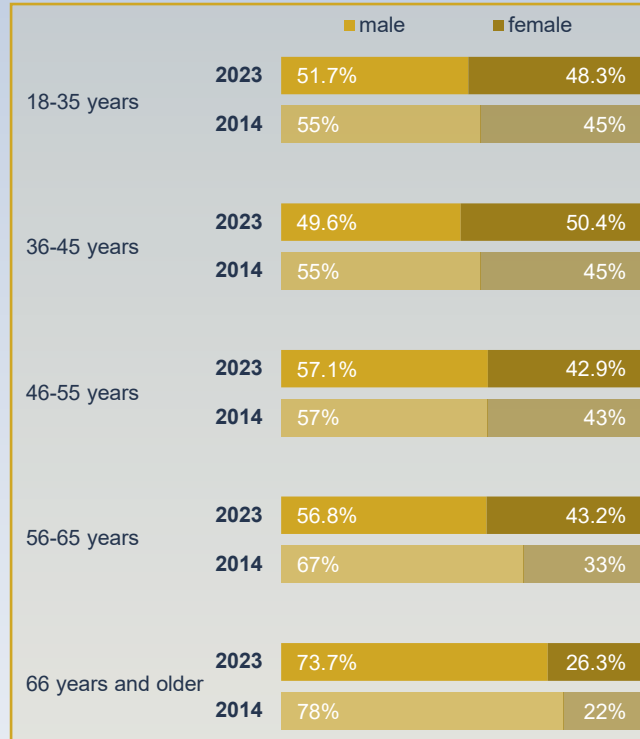
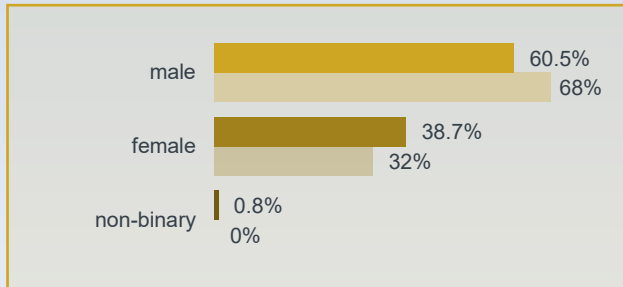
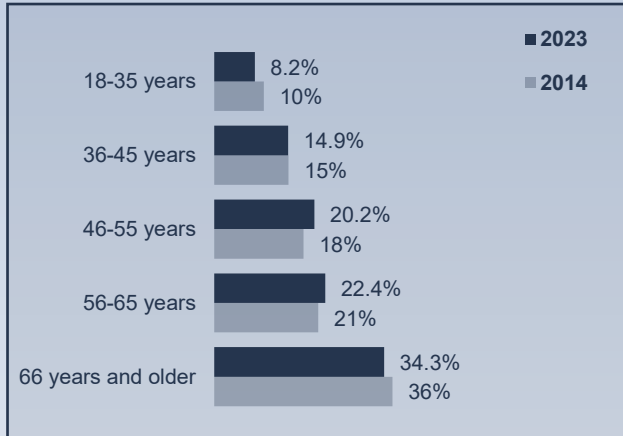
n=1'607 surveyed readers

Gender by age group



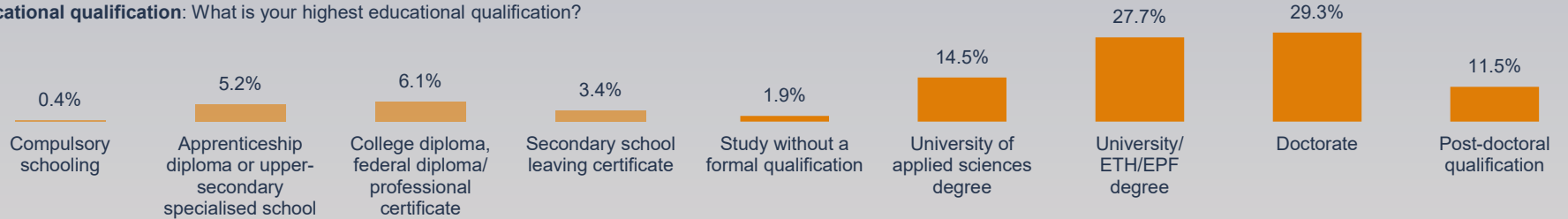
Distribution by age and gender compared to 2014

The readership has not become younger, but considerably more feminine.



Degrees and disciplines – The readership is highly qualified and broadly distributed across disciplines.

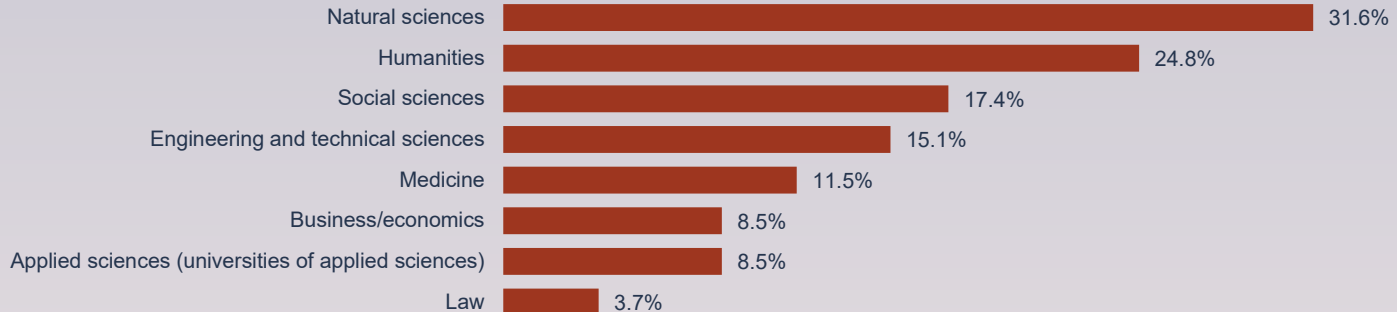
Educational qualification: What is your highest educational qualification?



n=1'607 surveyed readers

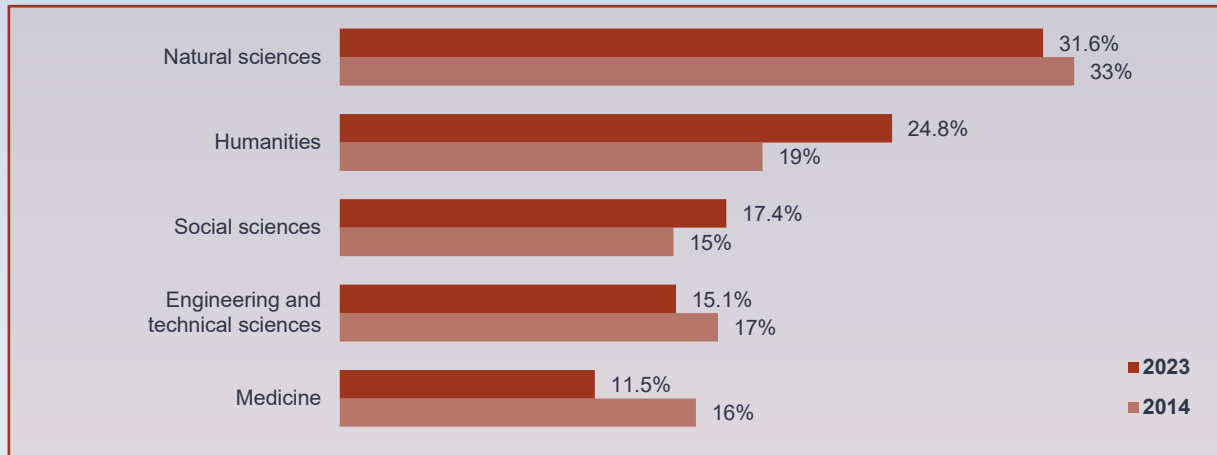
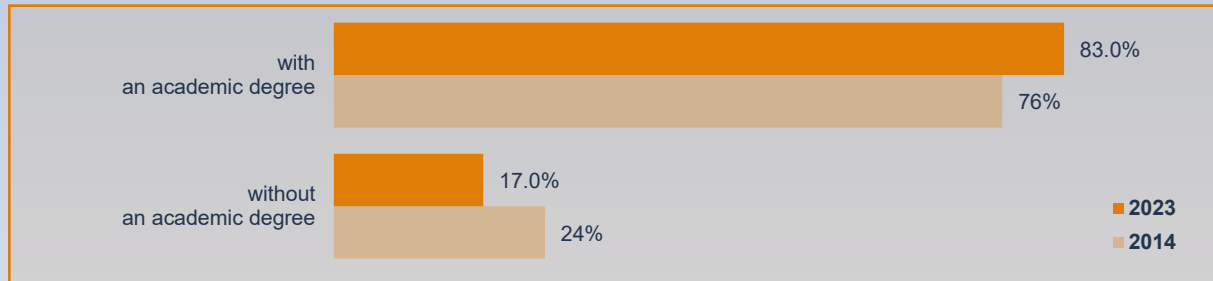
Disciplines: Which of the following academic disciplines have you studied?

Please feel free to tick several boxes. (Filter: nur Personen, die studiert haben)



n=1'370 surveyed readers with an academic degree. Multiple answers possible.

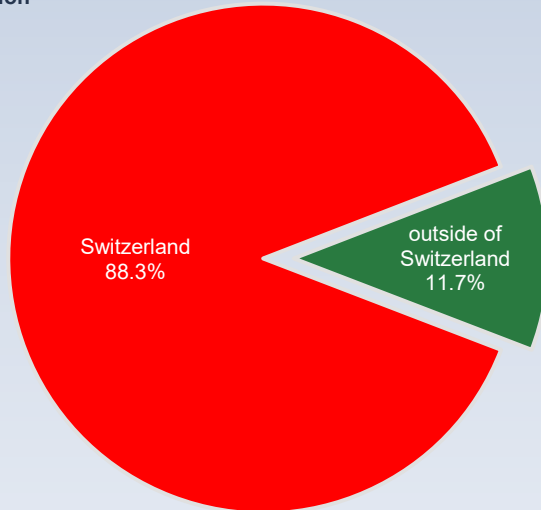
Distribution by degree and discipline compared to 2014 – The readership is better educated and leans more towards the humanities and social sciences



Geographic location – 9 out of 10 readers are from Switzerland, the others generally live in neighbouring countries

Residency: Where do you currently live?

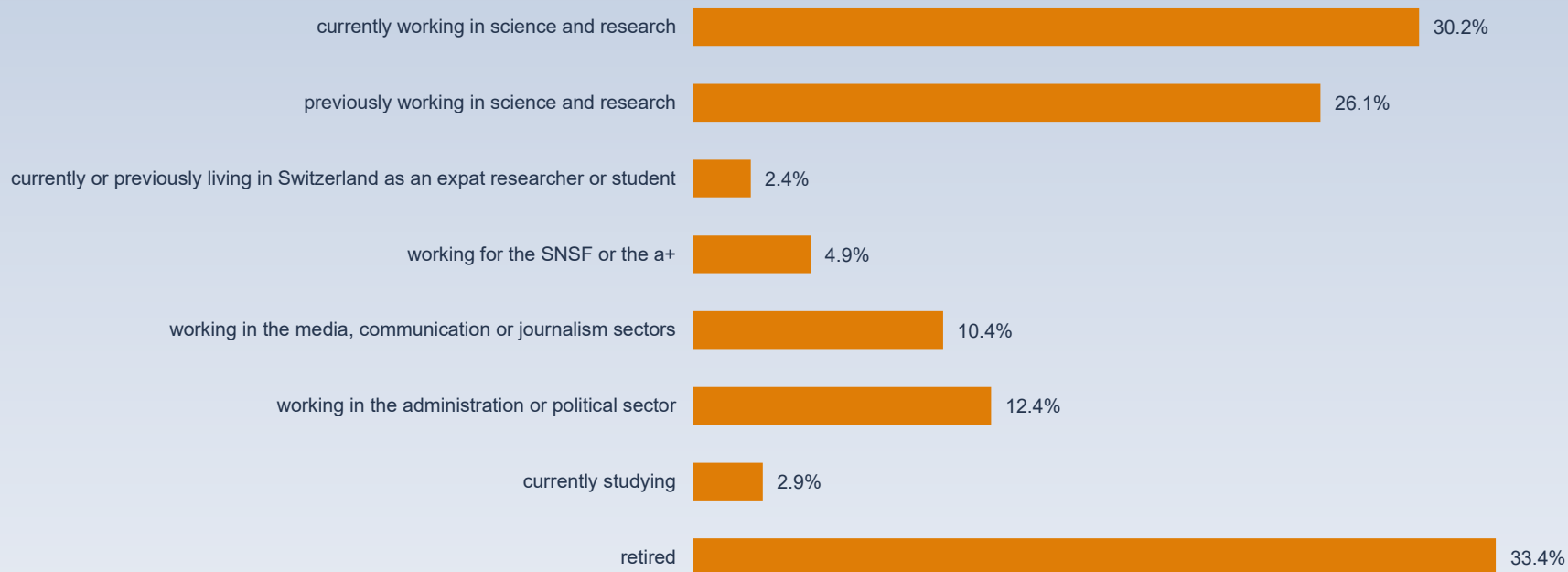
Geographic location



n=1'607 surveyed readers

Target group categories – Approx. one third of the persons surveyed are retirees, work in science/research or outside higher education.

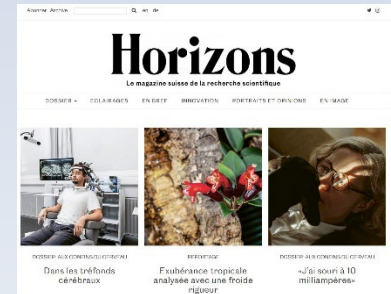
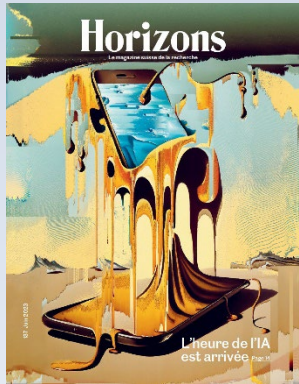
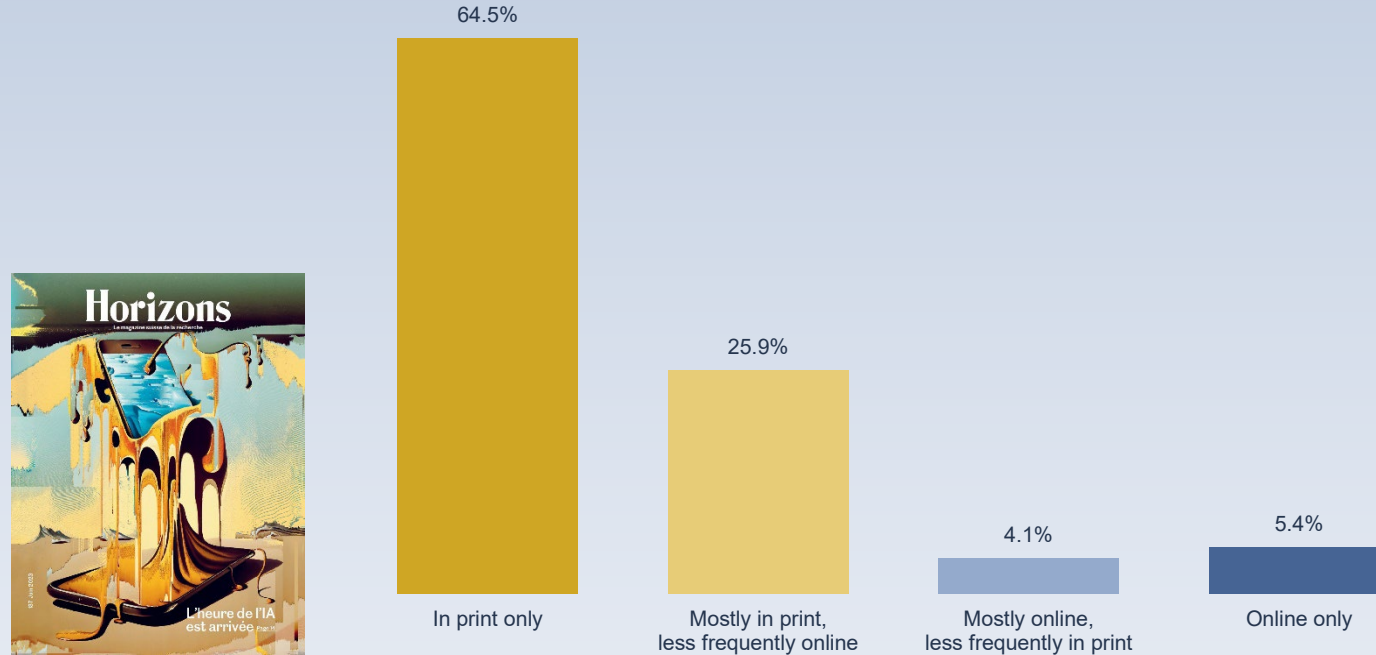
Target group categories: Which of the following apply to you? Feel free to tick several boxes.



n=1'607 surveyed readers. Multiple answers possible.

Paper format preferred. Two thirds of those surveyed exclusively read the printed version

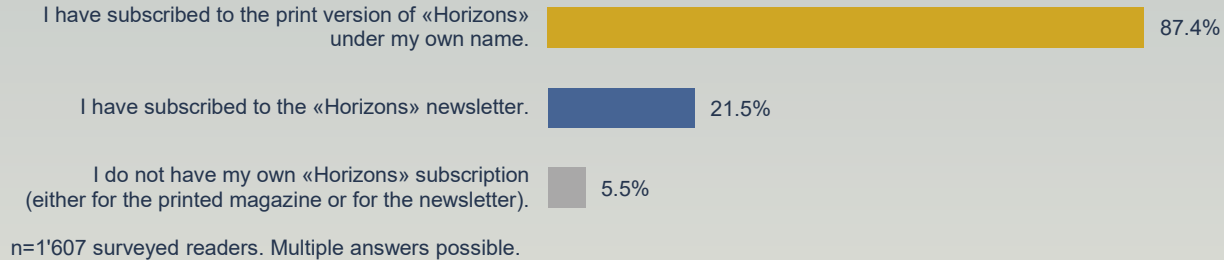
Format: In what format do you read «Horizons»?



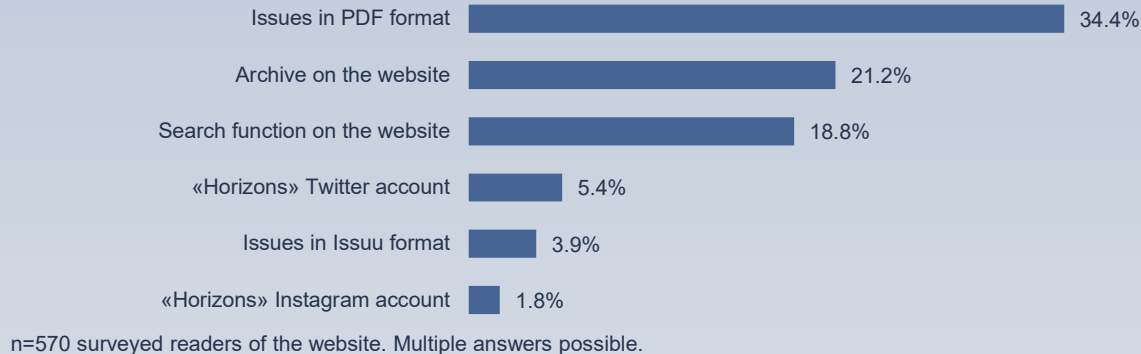
n=1'607 surveyed readers

Subscriptions and online options – A large majority reads the paper version, and only 5% of the readership don't have a subscription.

Subscriptions: Which of the following statements apply to you? Please feel free to tick several boxes.

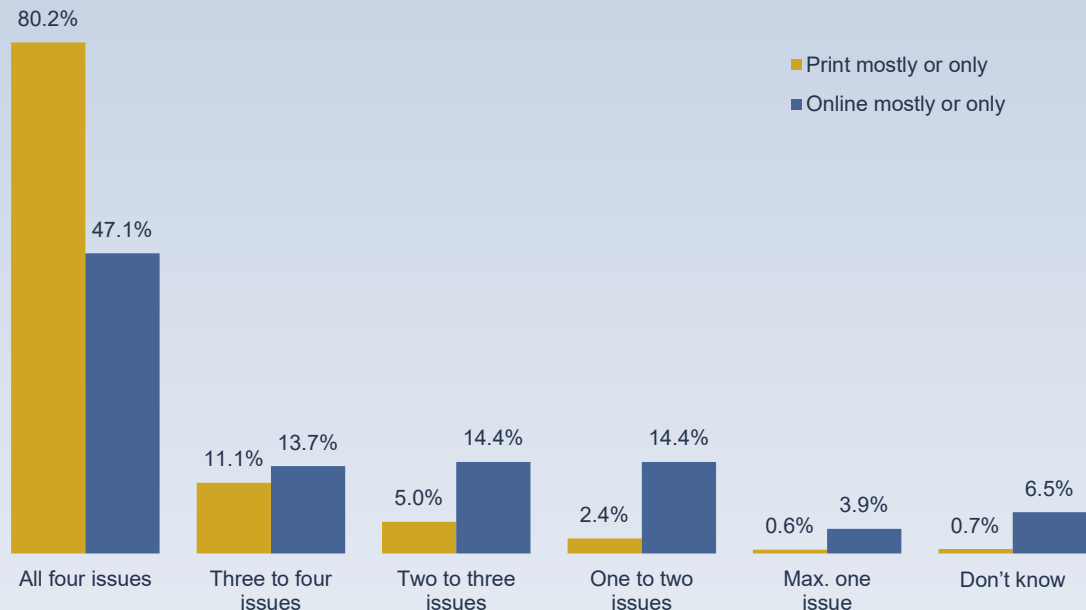


Online options: Which of the available online options do you make use of? Please feel free to tick several boxes.



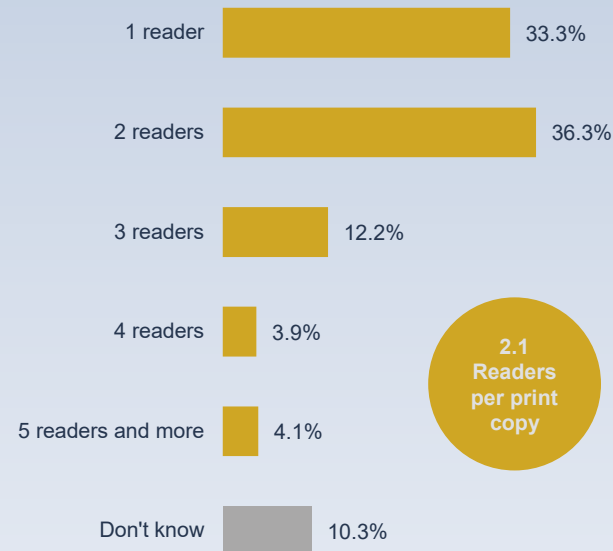
Issues read and readers per copy – Readers of the paper version read a lot more issues. A paper copy has two readers on average.

Issues read: «Horizons» is published four times a year. Roughly how many issues do you read per year, either in print or online?



n=1'607 surveyed readers

Number of readers per copy: How many people do you estimate read your printed copy of "Horizons". Please include yourself in the total.

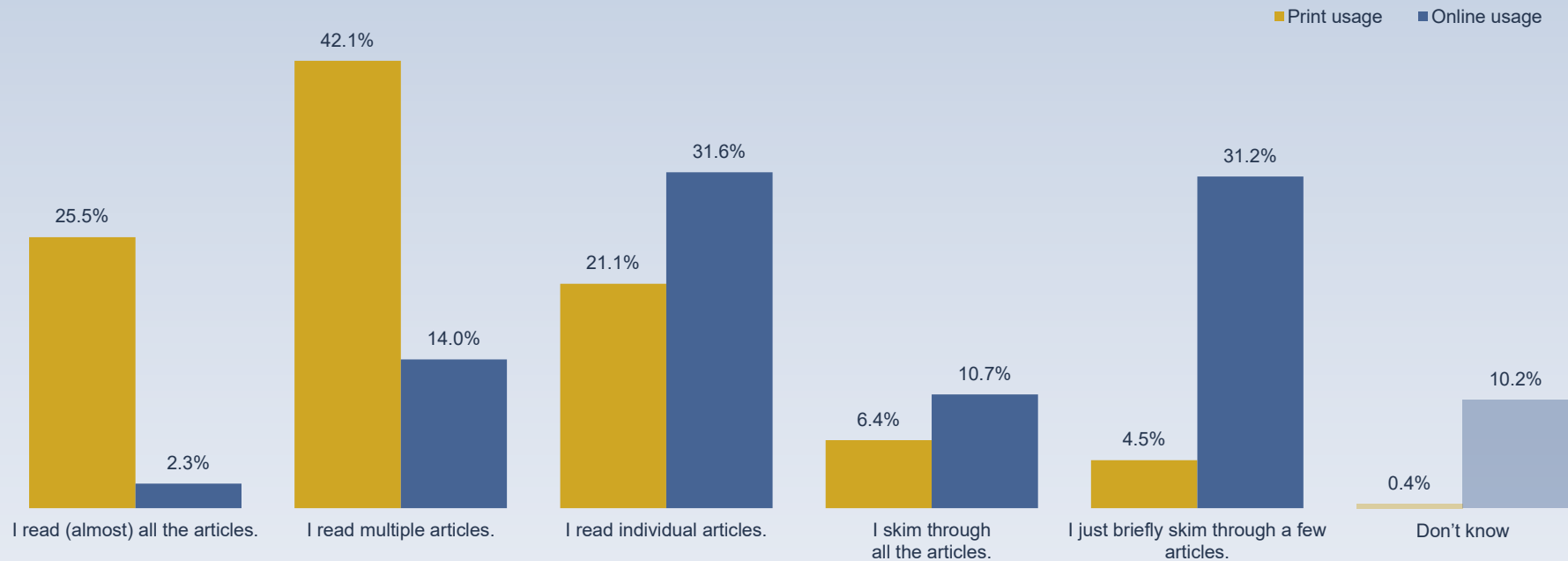


n=1'520 surveyed readers of the print edition

Reading behaviour

Reading on paper allows taking a closer interest in all the content on offer.

Behaviour: Which statement best describes your use of each printed copy / of the website?



n=1'520 surveyed readers with print usage and n=520 readers with online usage

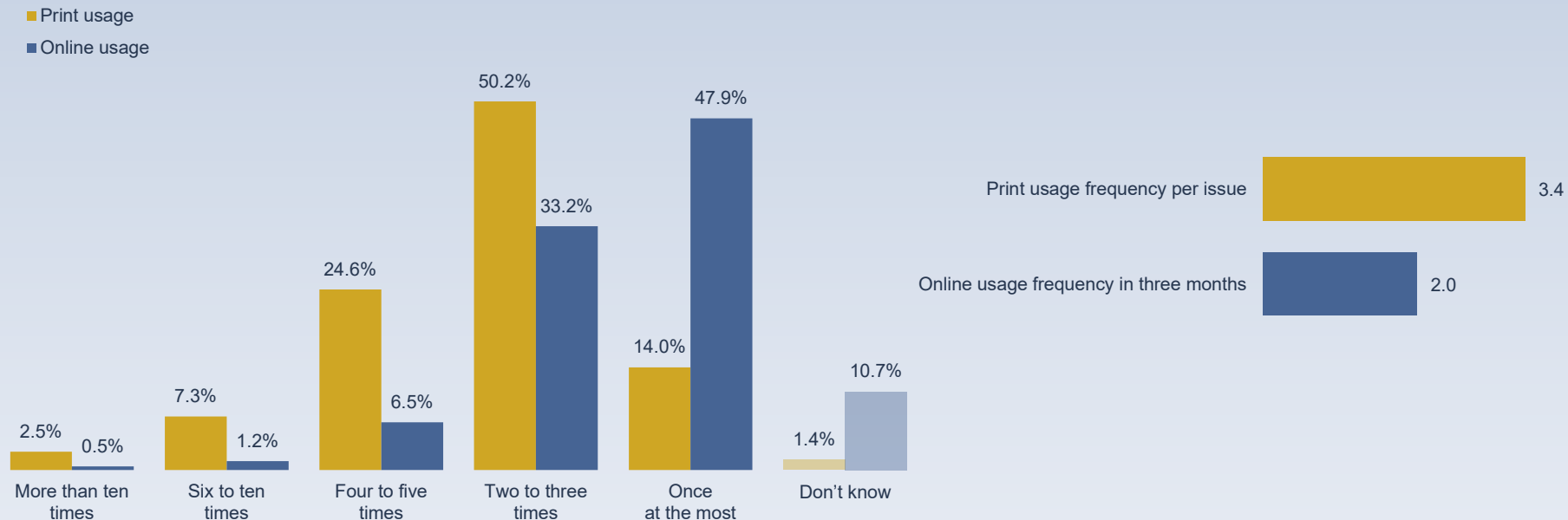
Usage frequency per quarter

A paper copy is viewed more often than the *Horizons* web page.

Use of paper copy: Roughly how many times do you pick up and read a printed issue of “Horizons”?

Online use: A new issue is published on the website every three months, at the beginning of March, June, September and December.

Roughly how often do you visit the «Horizons» website over a three-month period?



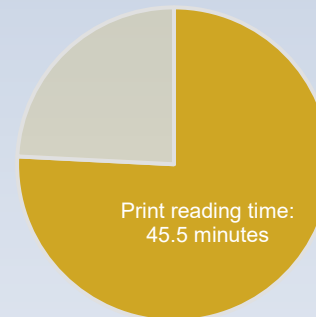
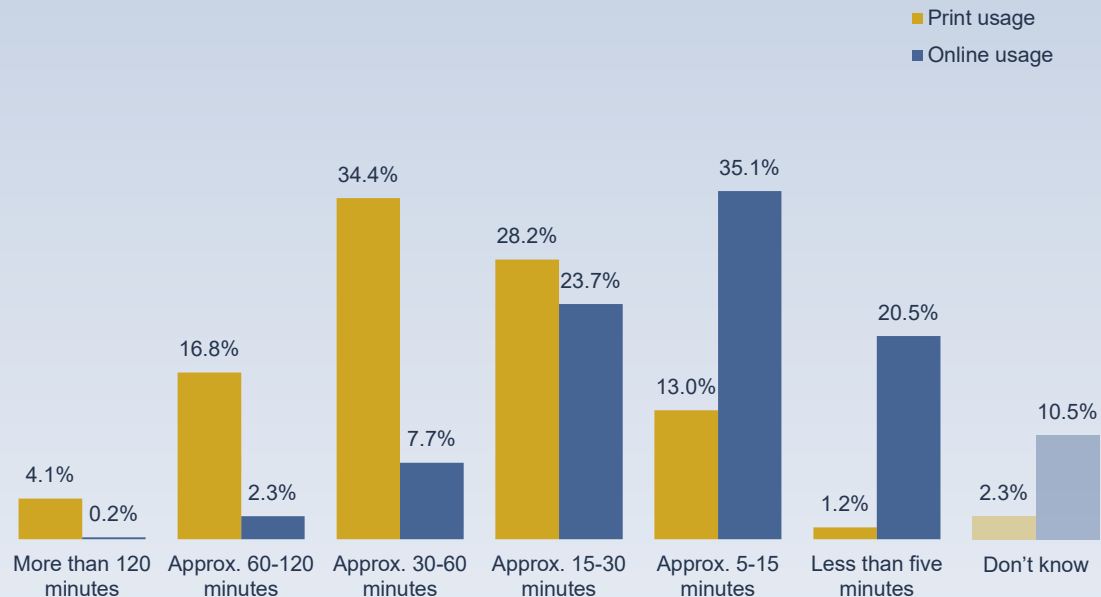
n=1'520 print readers and n=520 online readers

Reading time

Reading time on paper is three times longer than online.

Print usage: How long in total do you typically spend reading a printed copy?

Online usage: A new issue is published every three months. How long in total do you typically spend reading an issue of «Horizons» online?



n=1'520 print readers and n=520 online readers

Reasons for reading – Readers associate *Horizons* with general rather than specific information needs.

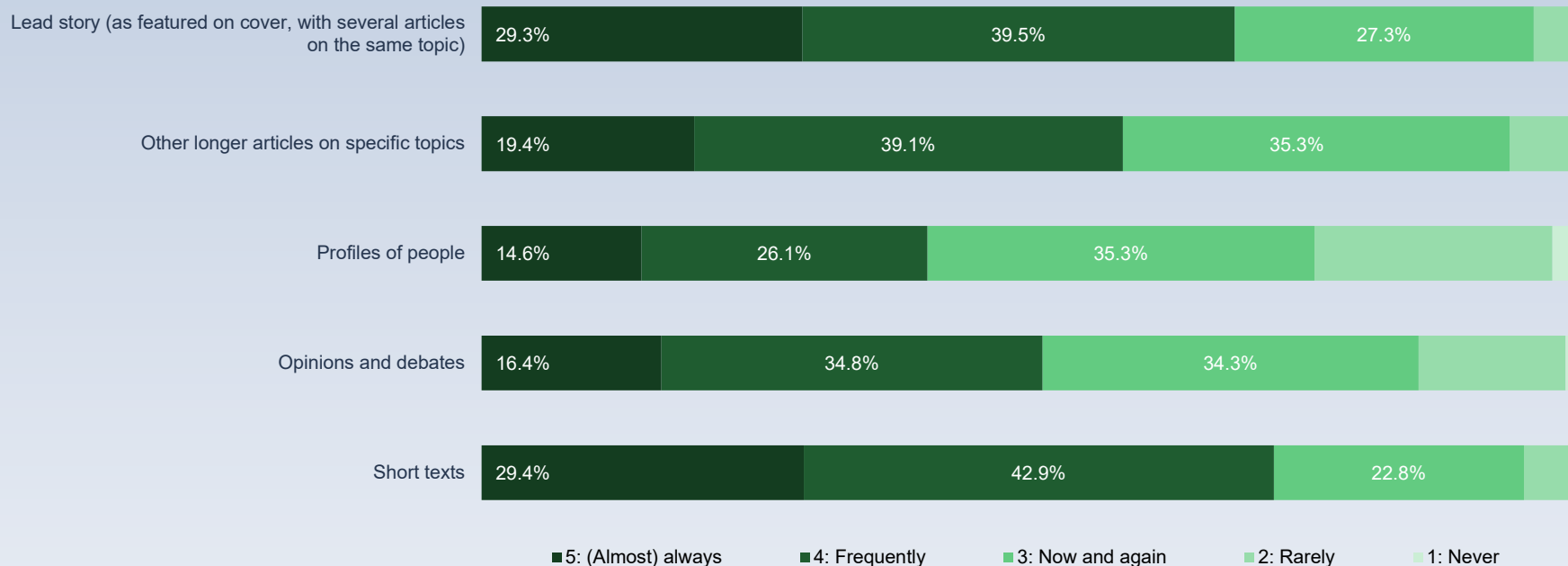
Reasons for reading: Why do you read «Horizons»? You can give multiple reasons.



n=1'607 surveyed readers. Multiple answers possible.

Section reading frequency – Relatively uniform frequency for all sections. The featured topic and short texts are the most read.

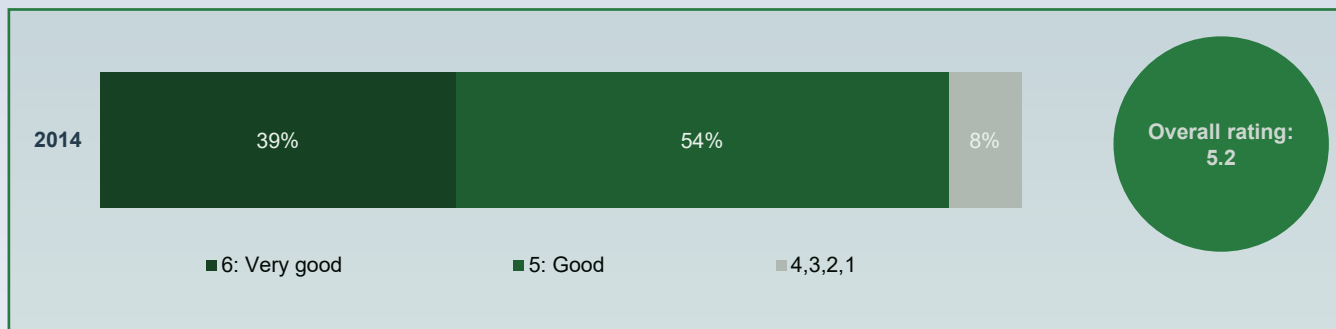
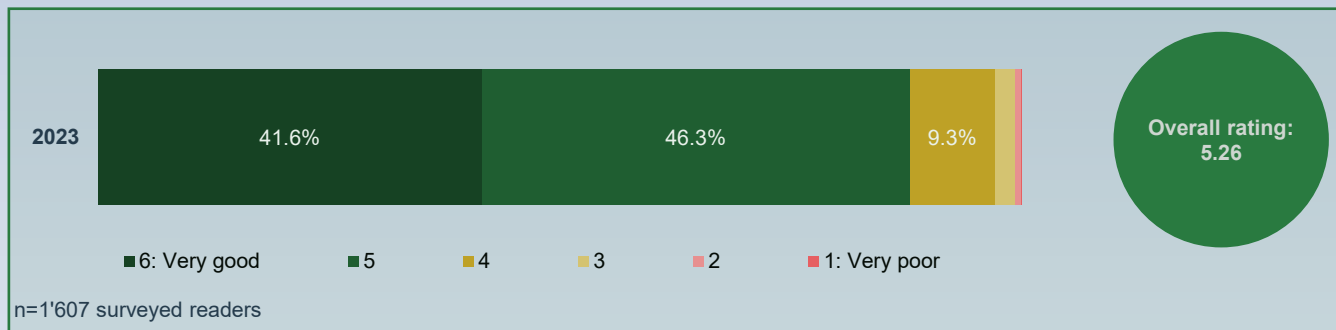
Reading frequency: How often do you read articles in the following sections, either in print or online?



n=1'607 surveyed readers

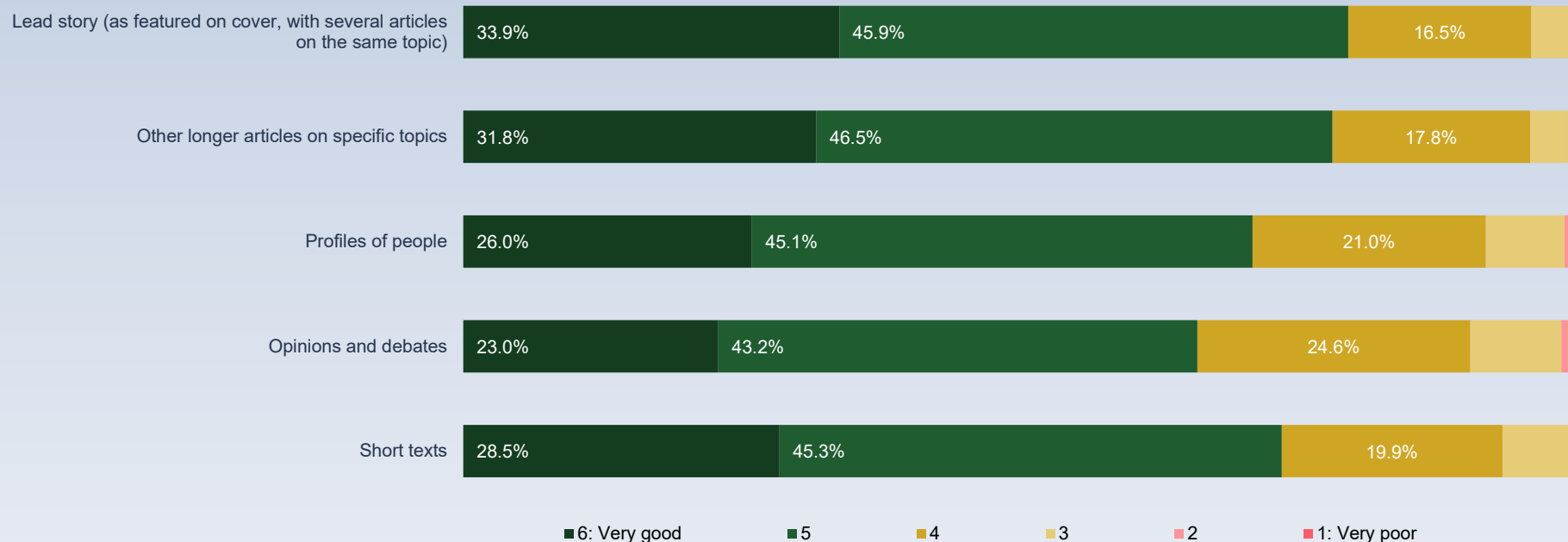
Overall rating – *Horizons* readers rate it as good or very good. The overall score is the same as in 2014.

Overall rating: Taken as a whole: Please give «Horizons» an overall rating.



Rating of sections – All sections are rated as good or very good, approx. a quarter of the ratings are more critical.

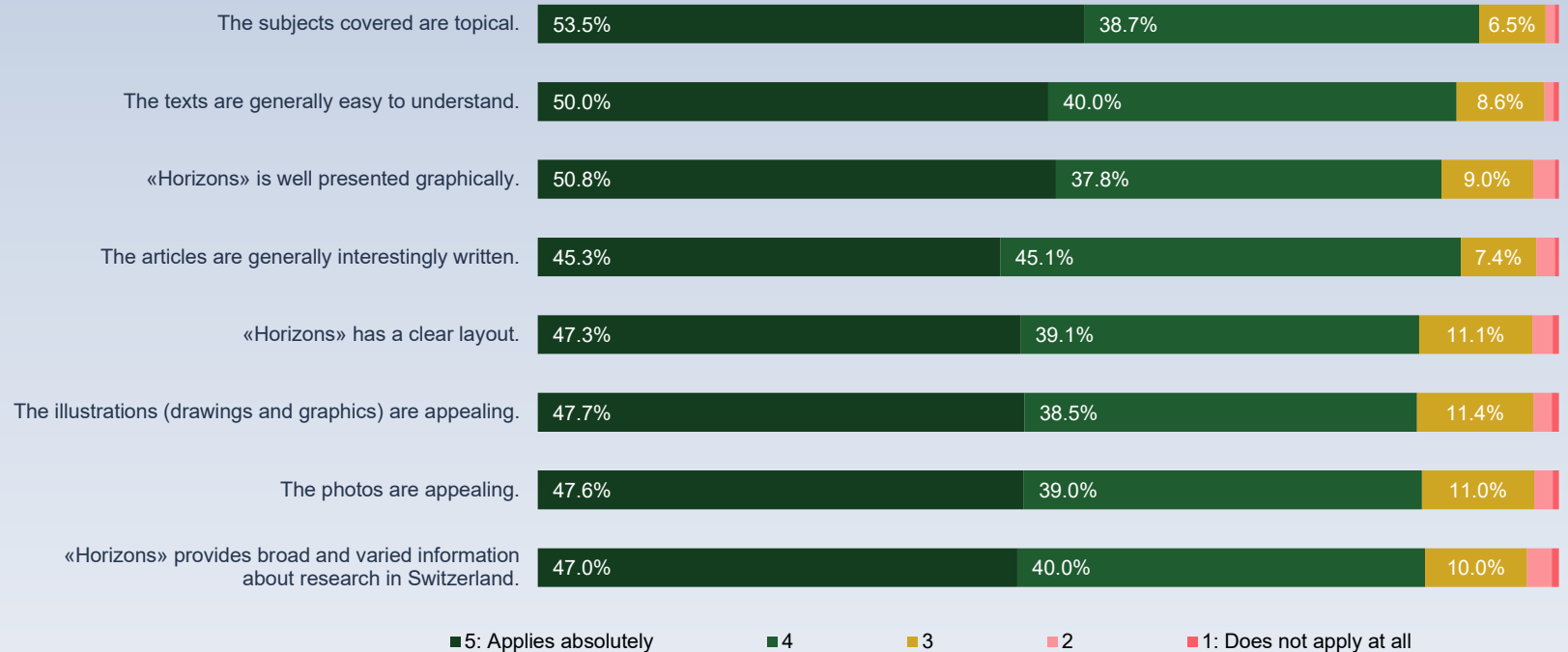
Rating: How do you rate the individual sections, regardless whether in print or online? *(Filter: read section at least occasionally)*



n=1'607 surveyed readers

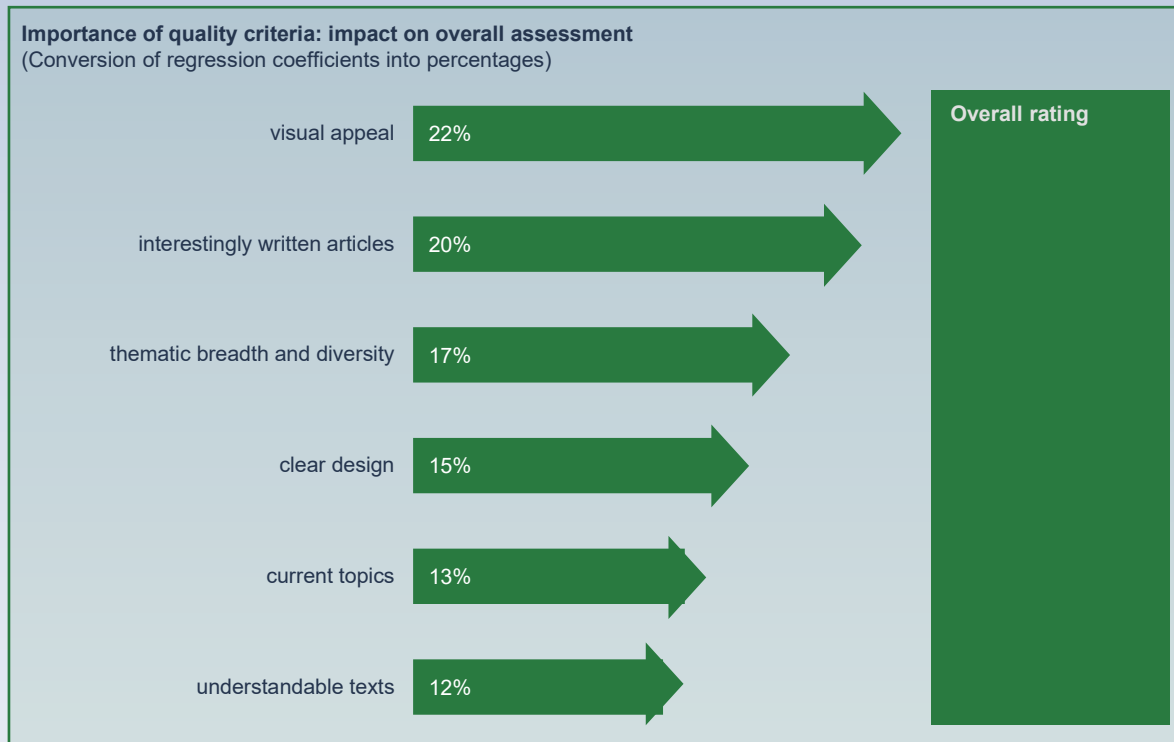
Quality criteria – All quality criteria are largely met. Topicality and clarity are the most appreciated.

Rating: To what extent do the following statements apply to «Horizons»? (by mean value, from highest to lowest)



n=1'607 surveyed readers

Relevance of quality criteria: visual appeal and well-written articles are the main positive drivers.

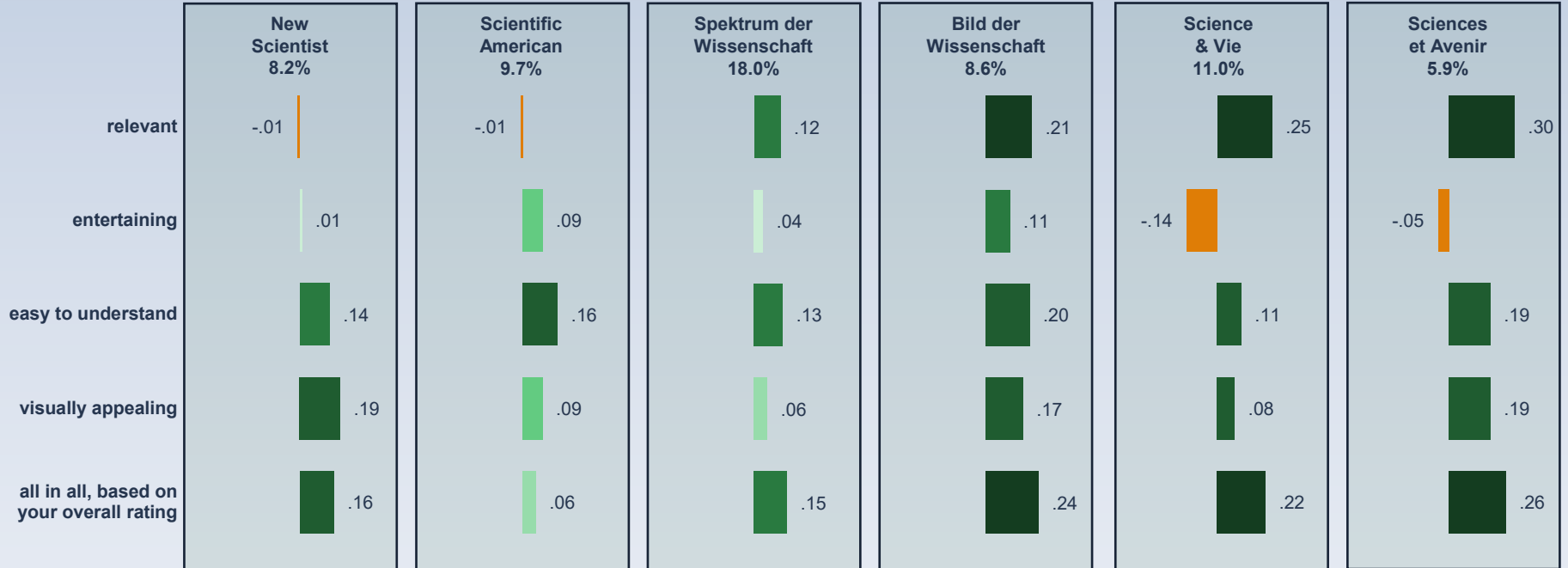


n=1'607 surveyed readers.

Horizons is preferred to other magazines. The content is deemed slightly more relevant (EN mag.) / entertaining (FR mag.)

Reading: What other research and science magazines do you read, either in print or online? You can name several magazines.

Preference: Which magazine do you prefer based on the following criteria: "ABC..." or «Horizons»? (Skala von -1: 100% «ABC...» bis +1: 100% «Horizons»)



n=1'607 surveyed readers

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Jörg Schneider, owner of js_studien+analysen, is an independent social scientist and market researcher.

As an associate of the Research Centre for the Public Sphere and Society (fög) at the University of Zurich, he regularly conducts analyses of media content and statistical data, as well as conducts surveys.

He is interested in research on media, communication, image and reputation, as well as behavioural patterns and lifestyles.

The study of empirical social research methods, particularly as they relate to evaluation research, multivariate analysis processes, and the linking of survey data and media observation are another focus of his scientific work.