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IKMZ – Department of Communication and Media Research

Research Report – Media Change & Innovation Division

Use of the Internet and Generative AI in Switzerland 2025

Thematic Report 2 of the World Internet Project – Switzerland 2025

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The World Internet Project – Switzerland (WIP-CH) is a project partner of the World Internet Project coordinated by the Annenberg School Centre for the Digital Future, University of Southern California (USC), Los Angeles.

Zurich, November 2025

Contents

List of Figures

Executive Summary

The World Internet Project (WIP) is an international collaborative research project which has been recording the dissemination and use of the internet on an international comparison since 1999. Switzerland has been part of this project since 2011. In 2025, the Media Change & Innovation Department of the IKMZ conducted its eighth representative WIP survey with the World Internet Project – Switzerland (WIP-CH). A representative sample of the Swiss population was interviewed about their internet use and attitudes towards the Internet.

The results are summarized in four thematic reports: Internet Diffusion and Digital Divides, Use of the Internet and Generative AI, Trust and Concerns When Using the Internet, and The Transforming Relationship Between Humans and Technology.

Internet use time remains at a high level

- The average time spent using the internet in Switzerland is around 5.7 hours per day, which is three times more than in 2011 (1.8 hours) and two hours more than in 2019 (3.6 hours). However, it remains unchanged compared to 2023 (5.6 hours).
- Overall, men spend slightly more time online than women. The average duration of internet use decreases significantly with age. People aged 20 to 29 spend the most time online, averaging 8.4 hours.

Social media continues to grow

- The use of social media has increased significantly in recent years. Today, 8 out of 10 internet users (78%) use private social media such as Instagram, Facebook, or TikTok.
- In addition, almost half of internet users (45%) use professional social media such as LinkedIn or Xing.
- The majority of social media users (68%) use these services on a daily basis.
- Use is most widespread among 14- to 49-year-olds, with 93–96% of them using social media.
- Social media is also appealing from a career perspective. 2 out of 10 14- to 19-year-olds state that they aspire to become influencers. This aspiration is more common among users who post frequently on social media.

Internet applications: social interaction and entertainment online

- The internet is a multi-purpose media infrastructure: Swiss people use a wide range of internet applications, for example for entertainment or to maintain social contacts.

– Social interaction online mainly takes place via instant messaging services such as WhatsApp (96%), which has developed into a digital communication infrastructure.
– 15% use dating apps or platforms to find a partner.
– Regarding entertainment applications, video (80%) and music consumption (70%) are widespread. In addition, the majority say they listen to podcasts (68%).
– 6 out of 10 Swiss internet users (58%) use health tracking apps. One in three uses digital voice assistants such as Siri or Alexa (32%). Both are most widespread among younger age groups.

From experimentation to regular use: generative artificial intelligence applications have become widely adopted

– Generative artificial intelligence applications such as ChatGPT are now an integral part of the online repertoire of Swiss internet users. Almost everyone (97%) is familiar with them and a large proportion (73%) have used them at least once.
– Since ChatGPT was launched in November 2022, the proportion of users of generative AI applications has almost doubled. In 2023, 37% of internet users had used such applications at least once, rising to 54% in 2024 and 73% in 2025.
– Almost half of Swiss internet users (47%) now use generative AI regularly, i.e., at least once a month. Among them, 21% use such services monthly, 43% weekly, 22% daily, and 15% several times a day.
– Initial gender gaps in awareness and regular use are closing. Men (98%) and women (97%) report equal knowledge of these services. Slightly more men (49%) than women (45%) use AI regularly.
– 8 out of 10 14- to 19-year-olds (84%) and 7 out of 10 20- to 29-year-olds (73%) use generative AI regularly (vs. 14% of those aged 70+).
– The proportion of regular users of generative AI increases with higher internet skills. 7 out of 10 people with excellent internet skills (71%) and a quarter of those with poor to adequate skills (25%) use AI regularly.
– The use of generative AI is no longer driven solely by curiosity: one in three regular users (35%) uses AI for experimentation. In contrast, half of them use AI for educational or work-related tasks (53%) and for text processing (50%). 3 out of 10 (30%) use AI to create information that they should actually create themselves.
– 8 out of 10 regular users who process or simplify texts with generative AI find AI useful for this purpose (85%). The perceived usefulness for educational or work-related tasks (76%) and for creating information that one should actually create oneself (73%) is similarly high.
– The two most common reasons for avoiding AI applications are their perceived lack of connection to everyday life and concerns among non-users about the use of their personal data (65% each).

– 8 out of 10 internet users who have already used generative AI feel at least reasonably comfortable using it (81%).
– Younger people feel more comfortable using generative AI. Almost half of 14- to 19-year-olds (45%) feel very comfortable, compared to one in five of those over 70 (20%). Men also feel more comfortable with AI (36%) than women (24%).
– Regular users also feel more comfortable with AI: 9 out of 10 (95%) feel at least reasonably comfortable. One in three people who do not use generative AI regularly feel completely uncomfortable with it (32%).
– Internet users tend to be critical of the influence of generative AI on everyday life. In particular, the risk that AI could be used to monitor private life is widely acknowledged (59%). At the same time, almost half of the users (46%) believe that AI helps to complete tasks more efficiently.
– Younger people are more positive about the influence of AI applications on life in general. Men tend to see more opportunities in AI applications than women.
– Half of the users (50%) would like to see stronger regulation of AI applications, significantly more than for the internet in general (36%).
– The desire for stronger AI regulation increases with age and is highest among people aged 70 and older (63%).
– Non-users or irregular users of generative AI demand such regulation significantly more than regular users (61% and 42%, respectively).

Data Basis WIP-CH

The evaluations are based on representative samples from the entire language-assimilated Swiss population (2011–2021) and, respectively, the Swiss online population (2023–2025) aged 14 and above. Around 1,000 people were surveyed in each survey year. This resulted in the following sample sizes as the basis for the calculations and illustrations:

Sample for	2011	2013	2015	2017	2019	2021	2023	2025
Swiss population	1104	1114	1121	1120	1122	1120	-	-
Internet users	851	949	981	1013	1035	1069	1008	1078
Employed internet users	589	587	706	710	737	715	639	722
Non-users	253	165	140	107	85	51	-	-
Proxy users	90	79	56	54	34	11	-	-

Calculations of absolute figures are based on current data from the Federal Statistical Office (https://www.bfs.admin.ch/bfs/de/home/statistiken/bevoelkerung.html) and refer to the Swiss resident population aged 14 and older.

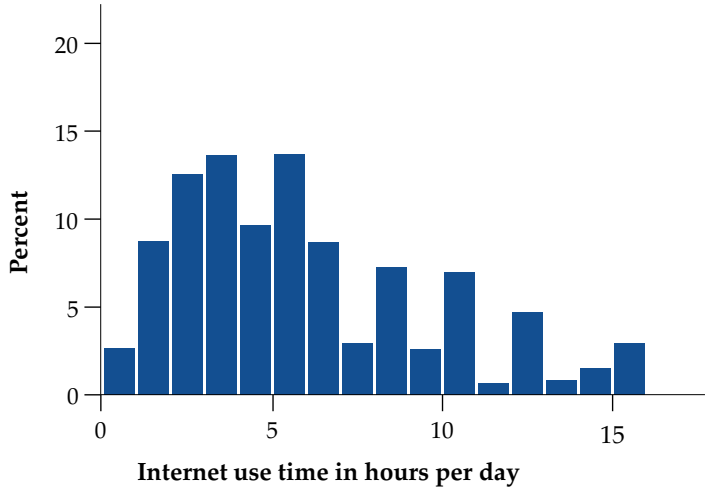
1 Intensity of Internet Use

This report examines the use of various internet applications in Switzerland. First, it looks at the duration of internet use among the Swiss online population in 2025.

1.1 Internet Use Time in Switzerland

The following figure shows the distribution of internet use time in Switzerland in 2025. As in other WIP countries, the values given for daily use time are based on respondents' self-assessments.

Figure 1: Distribution of Average Daily Internet Use Time among Swiss Internet Users



Data basis: Swiss internet users, WIP-CH 2025.

Average of 5.7 hours online

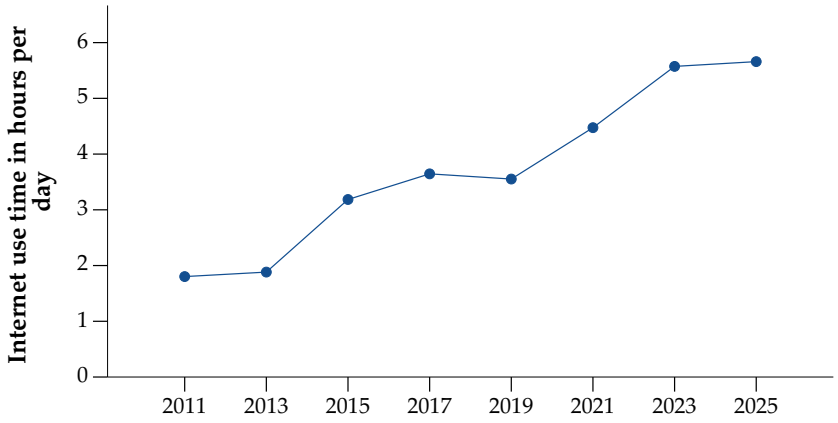
– The internet is used for an average of 5.7 hours per day in Switzerland.

Almost half of users are online for up to 5 hours

– Almost half of Swiss Internet users (45%) use the internet for 1 to 5 hours per day. 3% of internet users use it for one hour or less per day. 35% spend 5 to 10 hours online and 8% spend 10 to 15 hours online. 3% of respondents are online for 15 or more hours per day.

The following section outlines the development trend in daily internet use time between 2011 and 2025.

Figure 2: Average Daily Internet Use over Time, 2011–2025



Data basis: Swiss internet users, WIP-CH.

Year-on-year comparison: use time has tripled since 2011

– Today, Swiss internet users spend an average of 5.7 hours per day online. This means that use time has tripled since 2011 (2011: 1.8 hours, 2021: 4.5 hours, 2023: 5.6 hours, 2025: 5.7 hours).

Use time increased more strongly after 2019

– While average daily internet use stagnated between 2015 and 2019 (2015: 3.2 hours, 2017: 3.7 hours, 2019: 3.6 hours), there has since been a significant increase of two hours. This increase should be viewed in the context of the COVID-19 pandemic, which has permanently shifted everyday life to the digital realm. Compared to 2023, the duration of internet use has remained unchanged.

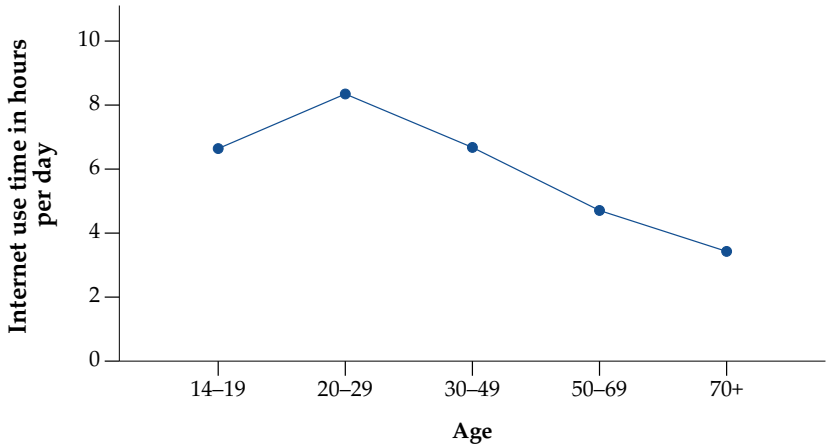
1.2 Sociodemographic Differences in Use Time

There are socio-demographic differences in internet use time in Switzerland.

Men use the internet slightly more intensively than women

– Overall, men use the internet slightly more intensively than women. Men spend an average of 5.9 hours online per day, compared with 5.4 hours for women.

Figure 3: Average Daily Internet Use Time by Age



Data basis: Swiss internet users, WIP-CH 2025.

Internet use time decreases with age, with 20- to 29-year-olds at the top

– The amount of time spent online decreases significantly with age. In the youngest age group, the average is 6.6 hours per day. People aged 20 to 29 spend the most time online. Their average internet use time is 8.4 hours, followed by internet users aged 30 to 49 with 6.7 hours per day. The two oldest groups spend the least time online each day (50–69 years: 4.7 hours, 70+ years: 3.4 hours).

Highly educated people use the internet the longest every day

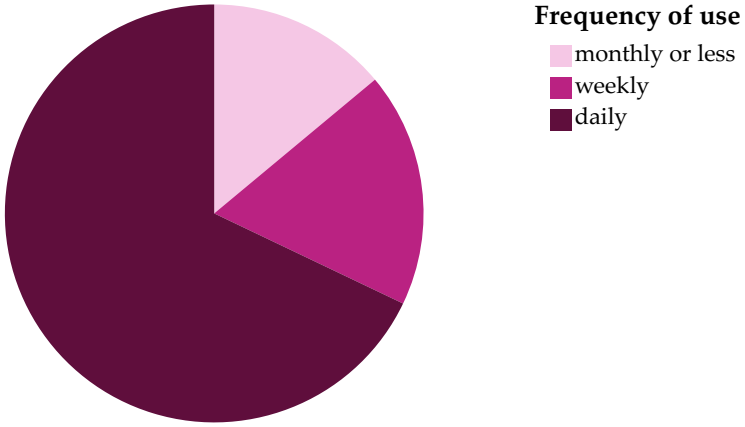
– Swiss internet users with different levels of education also differ in their average internet use time. The daily average for those with a high level of education is higher (6.3 hours) than for those with medium or low levels of education (5.5 and 5.2 hours, respectively).

2 Use of Social Media

Social media has become part of everyday life for Swiss internet users. The following section shows the user base of private social media such as Instagram, Facebook, and TikTok and professional social media such as LinkedIn and Xing in Switzerland.

2.1 Frequency of Social Media Use

Figure 4: Frequency of Social Media Use



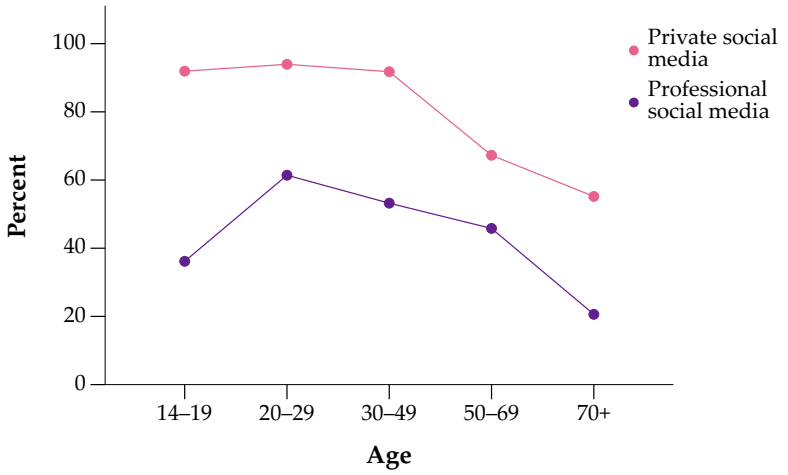
Data basis: Swiss social media users, WIP-CH 2025.

7 out of 10 social media users use it daily

- Overall, 78% of Swiss internet users use social media for personal purposes and 45% for professional purposes.
- The majority of them visit at least one of these services daily (68%), with a further 18% doing so weekly.

There are socio-demographic differences in the use of social media.

Figure 5: Private and Professional Social Media by Age



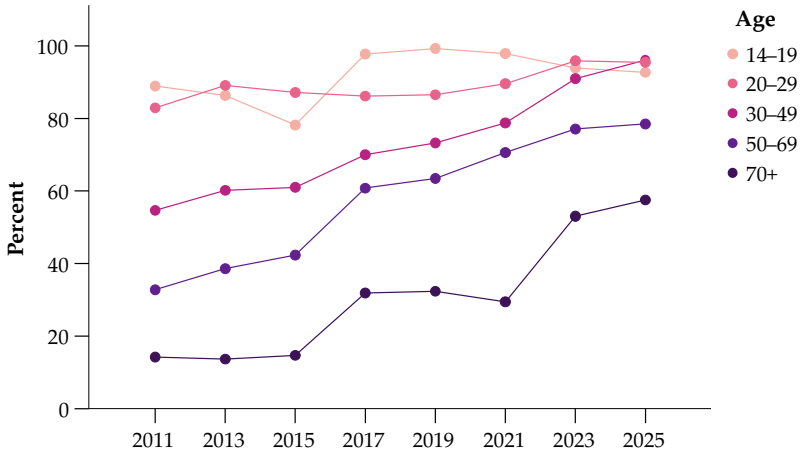
Data basis: Swiss internet users, WIP-CH 2025.

Social media is used more by younger people

– The prevalence of private social media varies across different age groups: almost all Swiss internet users between the ages of 14 and 19 use it (92%).
– Almost all 20- to 29-year-olds (94%) and 30- to 49-year-olds (92%) do so as well. Use declines with increasing age. Around 7 out of 10 Swiss internet users between the ages of 50 and 69 (67%) use private social media. About half of those aged over 70 (55%) use private social media.
– The use of professional online communities is also strongly dependent on age. The second youngest group, those aged 20 to 29, are showing the highest prevalence (61%), compared to just 21% among those aged 70 and older.

The following section outlines the development in the use of social media among different age groups from 2011 to 2025. Social media users are defined as those who use at least one type of social media (private and/or professional).

Figure 6: Prevalence of Social Media by Age over Time, 2011–2025



Data basis: Swiss internet users, WIP-CH.

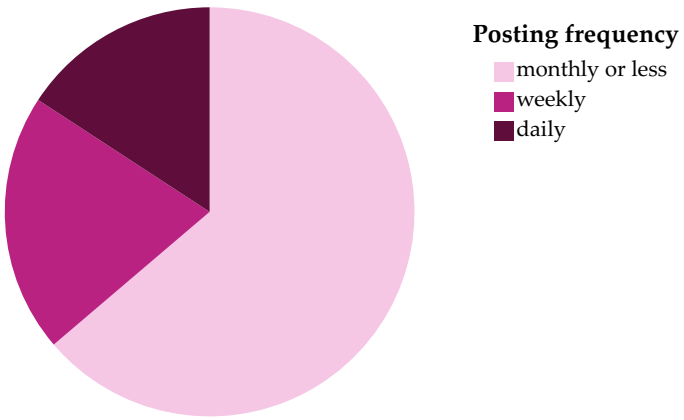
Year-on-year comparison: social media use on the rise, especially among older people

- In 2025, the prevalence of social media continues to increase among older age groups, while it remains stable at a high level among younger age groups.
- Among 20- to 29-year-olds, the use of social media has risen from 83% to 95% since 2011. While social media was already widely used among the youngest group (14–19) in 2011 (89%), usage has since levelled off at a high level (93%).
- The spread of social media among older age groups followed a similar pattern at different levels: among 50- to 69-year-olds, 79% use social media in 2025, compared to 33% in 2011. In the 70+ age group, usage has quadrupled from 14% (2011) to 58% (2025).

2.2 Posting Frequency on Social Media

- Not everyone who uses social media also posts on it: 72% of social media users say they actively post on it.

Figure 7: Posting Frequency on Social Media



Data basis: Swiss social media users who actively post on social media, WIP-CH 2025.

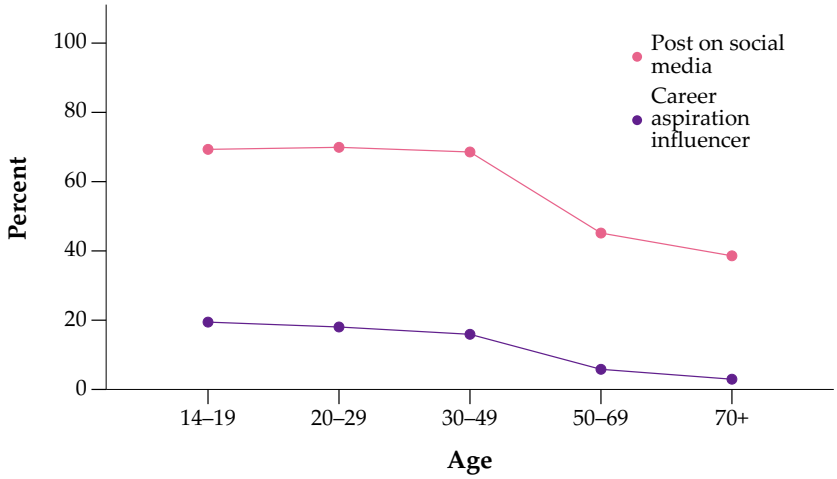
– A majority of people who post on social media say they do so monthly or less (64%).
– Around one in five say they post weekly (20%) and one in six say they post daily (16%).

6 out of 10 users post monthly or less on social media

Social media also offers career prospects. That is why, since 2023, Swiss internet users have been asked whether they would like to become influencers.

– 11% of internet users say they would like to become influencers, three percentage points less than in 2023 (14%).

Figure 8: Posting Frequency and Influencer Career Aspirations by Age



Data basis: Swiss internet users, WIP-CH 2025.

– This career aspiration is most prevalent among 14- to 19-year-olds, with 2 in 10 agreeing (19%), compared to 3% among those aged 70 and older. In 2023, 3 in 10 among 14- to 19-year-olds held this aspiration (30%).

2 out of 10 14- to 19-year-olds want to become influencers

– Posting intensity also decreases significantly with age (14–19: 69%, 70+: 39%).
– People who actively post on social media are more likely to say they want to be an influencer (17%) than those who do not actively post (7%).

Younger people post more on social media and show a stronger interest in becoming influencers

In 2025, Swiss internet users were asked, for the first time, whether they would currently describe themselves as influencers.

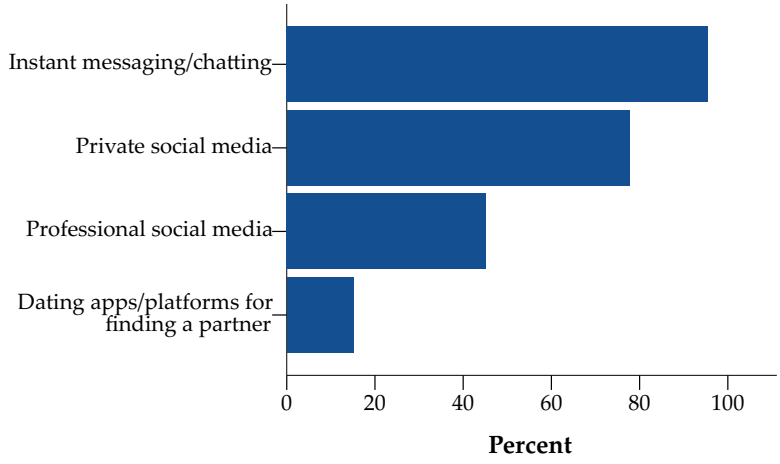
– 4% of respondents currently describe themselves as influencers. Men (6%) are slightly more likely to do so than women (2%). There is also a slight difference in terms of education: people with a low level of education (8%) are slightly more likely to describe themselves as influencers than respondents with a medium or high level of education (4% and 2%, respectively).

3 Use of Digital Services

The internet offers a wide range of digital services. However, the use of these services is not uniform across all population groups. Rather, differences in usage are evident along social divides. Which services are more prevalent among younger internet users and which among older ones? Are there differences in usage between different educational groups or according to internet skills? This chapter shows the use of selected internet services for social interaction and entertainment, as well as health tracking apps and voice assistants.

3.1 Applications for Social Interaction

Figure 9: Use of Selected Applications for Social Interaction



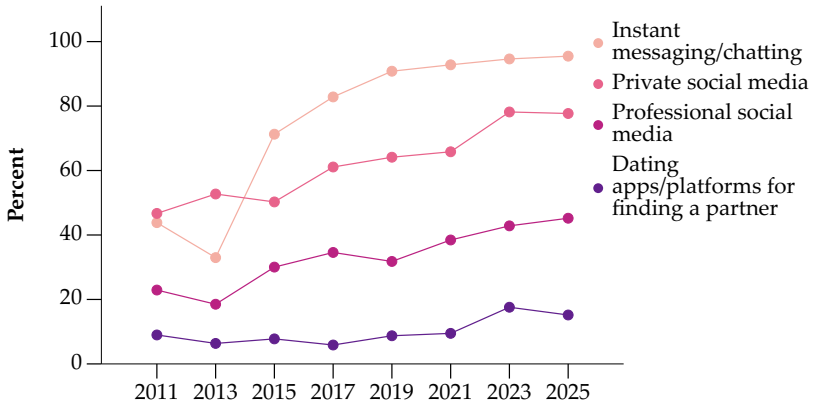
Data basis: Swiss internet users, WIP-CH 2025.

Almost everyone uses WhatsApp or similar communication services

- Communication services for messaging, such as WhatsApp or Signal, are used by almost all internet users (96%).
- 78% say they use private social media, 45% use professional social media.
- 15% use dating apps or platforms to find a partner.

The use of such services has changed over time.

Figure 10: Use of Selected Applications for Social Interaction over Time, 2011–2025



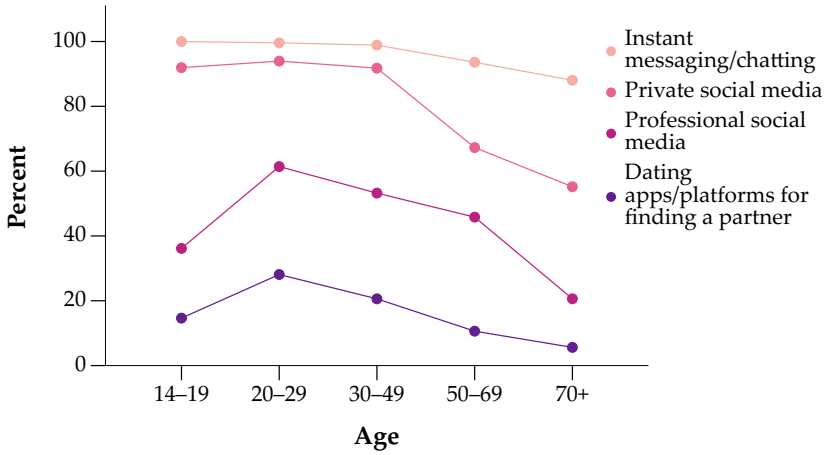
Data basis: Swiss internet users, WIP-CH.

Stable use of social interaction applications

– The use of applications for social interaction has increased significantly since 2011 and is gradually showing signs of stagnation.
– The use of instant messaging and chat apps has increased significantly. While 4 out of 10 used such services in 2011, today it is more than twice as many, i.e., almost everyone (96%).
– The use of private (2011: 47% vs. 2025: 78%) and professional (2011: 23% vs. 2025: 45%) social media is also much more widespread today.
– While one in ten (9%) used dating platforms or apps in 2011, usage has risen to 15% today.

The use of these applications varies according to age.

Figure 11: Use of Selected Applications for Social Interaction by Age



Data basis: Swiss internet users, WIP-CH 2025.

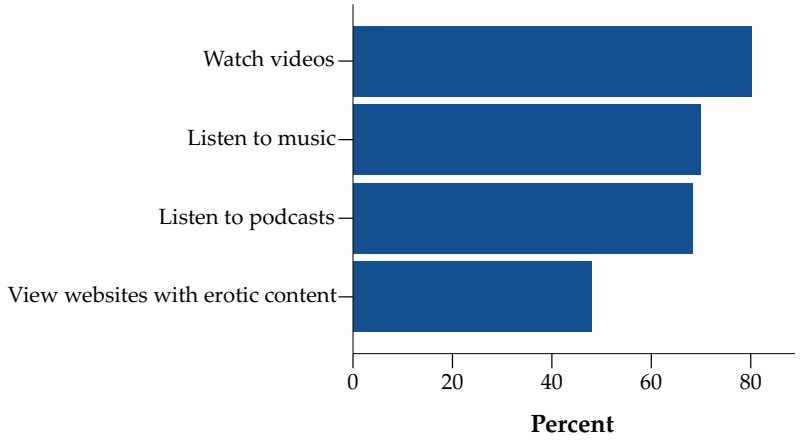
Use of social interaction applications declines with age; 20–29-year-olds are the frontrunners

- Overall, the use of applications for social interaction decreases with age.
- Instant messaging and chat apps are now used intensively across all age groups. While all 14- to 19-year-olds use instant messaging (100%), usage is already very high among those aged 70 and older, with 9 out of 10 using these apps (88%).
- Private and professional social media are most widespread among 20- to 29-year-olds, with 94% using private and 61% using professional platforms. Among those aged 70 and older, usage is much lower. In this group, almost half as many use private social media (55%) and roughly a third use professional platforms (21%).
- Dating platforms and apps are also used most by 20- to 29-year-olds: 3 out of 10 (28%) are users. While this proportion has risen significantly in recent years (2019: 8%, 2021: 13%, 2023: 34%), a slight downward trend is emerging again.

3.2 Entertainment Applications

In addition to applications for social interaction, this report also looks at the use of entertainment applications.

Figure 12: Use of Selected Entertainment Applications



Data basis: Swiss internet users, WIP-CH 2025.

8 out of 10 watch videos online

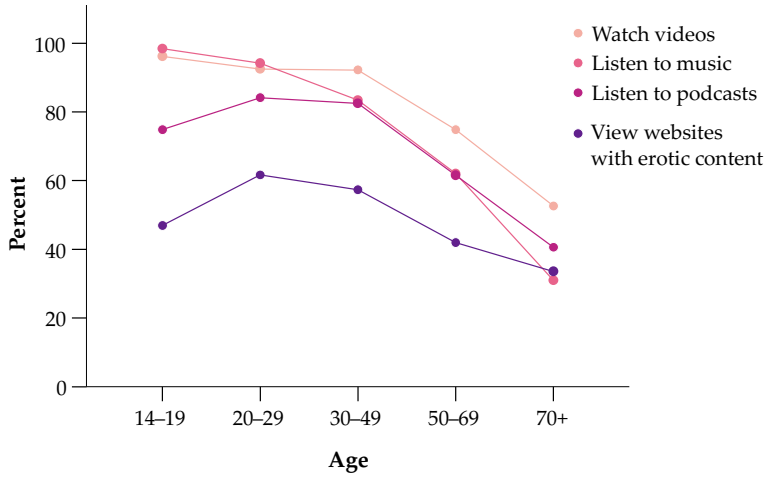
- Watching videos, films or series, e.g., via streaming services such as Netflix or Play SRF, is the most widespread activity. 8 out of 10 internet users (80%) say they do this.
- Listening to music, e.g., via streaming services such as Spotify, and listening to podcasts is also popular: 7 out of 10 say they do this (70% and 68%, respectively).
- In addition, almost half (48%) say they view websites with erotic content online.

Entertainment applications are used more frequently

– A comparison over time shows that watching videos (2011: 66%), listening to music (2011: 54%) and viewing erotic content online (2011: 20%) have increased since 2011. In the latter case, however, the change in mode from telephone surveys to online surveys in 2023 is also expected to have an effect, as it is associated with greater perceived anonymity and less pressure in terms of the social desirability of responses. The use of podcasts was surveyed for the first time in 2021 and stood at 51% at that time.

The use of these entertainment applications varies according to age.

Figure 13: Use of Selected Entertainment Applications by Age



Data basis: Swiss internet users, WIP-CH 2025.

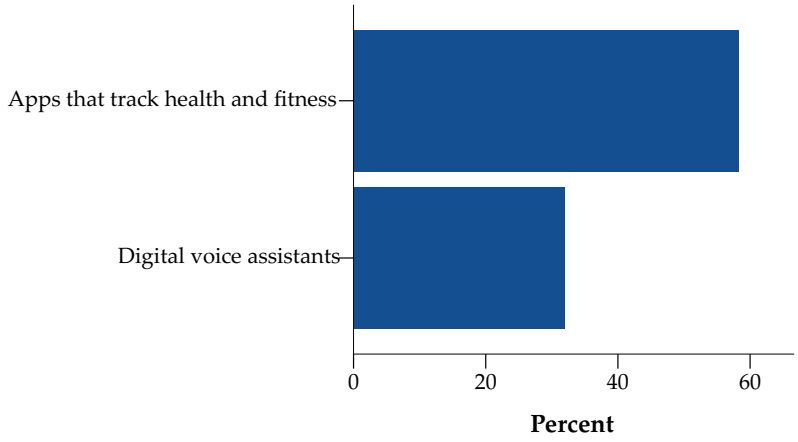
Younger people tend to use the internet for entertainment

– Overall, the use of entertainment applications declines with age.
– While 98% of 14- to 19-year-olds say they listen to music online, only 31% of those over 70 do so.
– Watching videos online is also most popular among the youngest age group: 96% of them do so, compared to 53% of the oldest age group.
– Podcasts are most popular among 20- to 29-year-olds. 84% of them say they listen to podcasts (vs. 70+: 41%).
– Sites with erotic content are also most viewed by 20- to 29-year-olds: 62% of them say they do so (vs. 70+: 34%).

3.3 Health Tracking Apps and Voice Assistants

Communication and entertainment applications have now been joined by newer technologies, such as health or fitness tracking applications and voice assistants.

Figure 14: Use of Health-Tracking Apps and Voice Assistants



Data basis: Swiss internet users, WIP-CH 2025.

The majority track their health using apps and one in three use digital voice assistants

- The majority of Swiss internet users use health tracking apps for self-measurement, e.g., to count their steps or record their workouts (58%). Compared to 2017 (30%), the proportion has almost doubled.
- One in three uses digital voice assistants such as Siri or Alexa (32%). This means that the proportion has remained almost unchanged since the last survey in 2023 (33%). Previously, a significant increase had been observed since 2021, when only 21% used such services.

There are socio-demographic differences in the use of these services.

Three quarters of 14- to 19-year-olds use health tracking apps

- Health tracking apps are particularly widespread among the youngest age group: three quarters (73%) of 14- to 19-year-olds use them. Apart from a slight decline in 2023, usage in this age group has risen steadily since 2017 (2017: 41%, 2019: 43%, 2021: 55%, 2023: 50%, 2025: 73%).

More and more older people are using health tracking apps

- More and more older people are also turning to health tracking apps. Among 50- to 69-year-olds, the proportion has risen by 20 percentage points over time (2017: 27%, 2025: 47%), while among the over-70-year-olds it has doubled (2017: 19%, 2025: 45%).
- Health tracking apps are equally popular among men (57%) and women (59%). There are also hardly any differences in terms of educational level.

Digital voice assistants popular among younger people, older people catching up

- While younger people were the main users of digital voice assistants in 2021, these services are now widespread across all age groups.

– Among 14- to 19-year-olds, around 4 in 10 have been using digital voice assistants since 2021 (2021: 41%, 2023: 37%, 2025: 40%). Since 2023, 14- to 19-year-olds have been overtaken by 20- to 29-year-olds: in this age group, the use of services such as Alexa or Siri has doubled compared to 2021 (2021: 18%, 2023: 43%, 2025: 41%).
– Usage has also risen significantly in the other age groups between 2021 and 2023 and has remained stable since then. Among the over-70-year-olds one in four (25%) now uses such services, around three times as many as in 2021 (9%).
– Gender and educational differences remain: men (38%) use digital voice assistants more frequently than women (26%), and usage is more widespread among people with a low level of education (46%) than among those with a medium or high level of education (31% each).

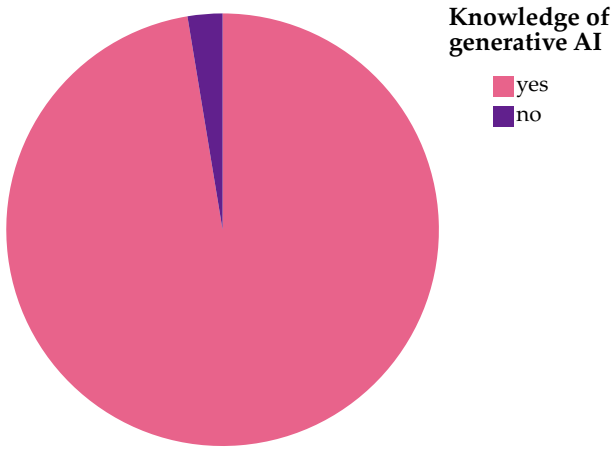
4 Use of Generative Artificial Intelligence

The range of digital technologies is constantly evolving. In recent years, one new technology has particularly found its way into the online repertoire of Swiss internet users: generative artificial intelligence (AI). It is based on large language models, which are capable of performing tasks such as answering questions, summarizing and editing texts, translating languages, and creating a wide variety of content based on extensive data sets. With the launch of ChatGPT by the US company OpenAI in November 2022, such a service was made available to the general public on a large scale and free of charge for the first time. Since then, numerous other providers have launched comparable applications, thereby significantly driving the spread of generative AI.

This chapter addresses the following questions: How widespread is generative AI in the everyday lives of the Swiss online population? Who uses it and for what purposes? And what opportunities and risks are associated with it?

4.1 Knowledge and Use of Generative AI

Figure 15: Knowledge of Generative AI

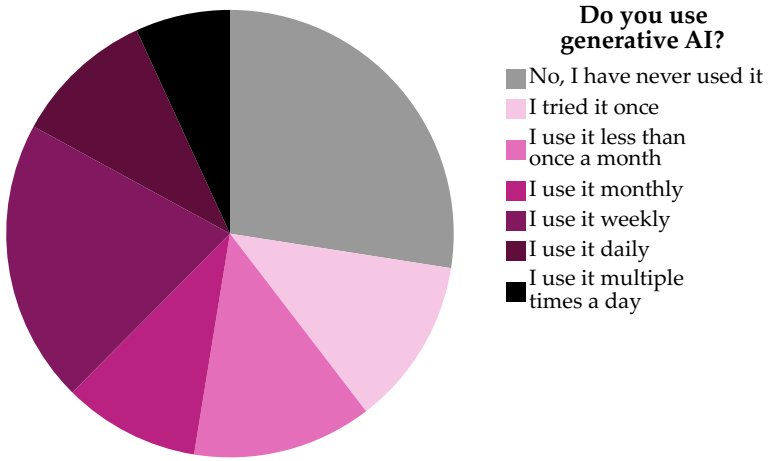


Data basis: Swiss internet users, WIP-CH 2025.

Almost all Swiss people are familiar with generative AI

– Almost all Swiss internet users (97%) are now familiar with applications using generative artificial intelligence such as ChatGPT and Google Gemini. Only 3% say they are not familiar with them.

Figure 16: Use of Generative AI



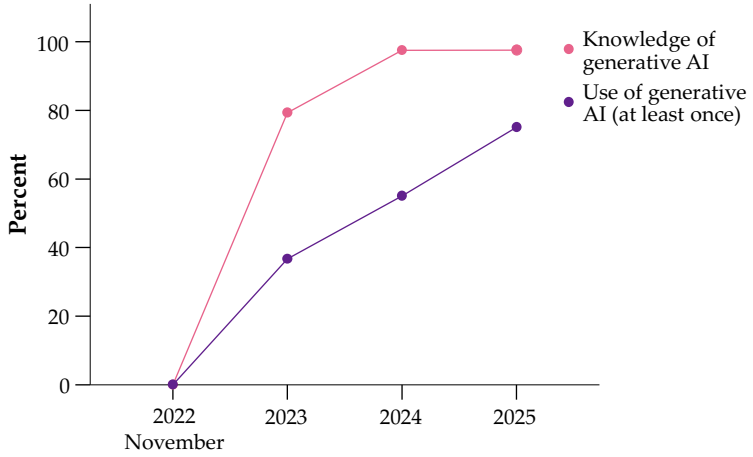
Data basis: Swiss internet users, WIP-CH 2025.

Three quarters have already tried generative AI

– While almost all respondents are familiar with generative AI, around a quarter (27%) have never used it.

– Around three quarters (73%) have used applications such as ChatGPT and Google Gemini at least once: 12% have tried them once, 13% use them less than once a month, 10% use them monthly, 21% use them weekly, 10% use them daily and 7% use them several times a day. [1]

Figure 17: Knowledge and Use of Generative AI Over Time, 2022–2025



Data basis 2023 and 2025: Swiss internet users, WIP-CH.
Data basis 2024: Swiss internet users aged 16+.

[1] Knowledge and use of generative AI applications is higher in Switzerland than in other countries (Simon et al., 2025).

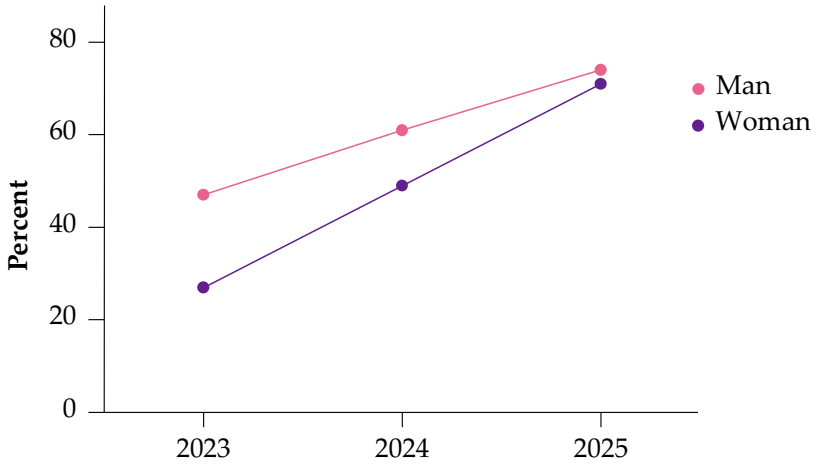
Rapid growth: two and a half years after market launch, 73% have used generative AI

– Generative AI applications such as ChatGPT were first made available to the general public in November 2022. By mid-2023, 8 out of 10 internet users (79%) were already familiar with them. Since mid-2024, almost everyone has been familiar with AI applications (97% in both 2024 and 2025).[2]

– The proportion of AI users in Switzerland has also risen rapidly: in 2023, 37% of Internet users had used such applications at least once, rising to 54% in 2024 and 73% in 2025. This means that the proportion of users has doubled within two years. Compared to 2024, the proportion of users who stated that they had used AI often or regularly (19%) has more than doubled (2025: 47%).

The following section outlines the use of generative AI by gender over time.

Figure 18: Use of Generative AI by Gender Over Time, 2023–2025



Data basis: Swiss internet users, WIP-CH 2025.

Gender gaps in the use of AI are closing

– A comparison over time shows that initial gender gaps in the use of generative AI are gradually closing. In 2023 and 2024, significantly more men than women have used generative AI at least once (2023: 47% and 27%, respectively, 2024: 61% and 49%, respectively). In 2025, however, differences between the genders are minimal, with 74% of men and 71% of women using social media.

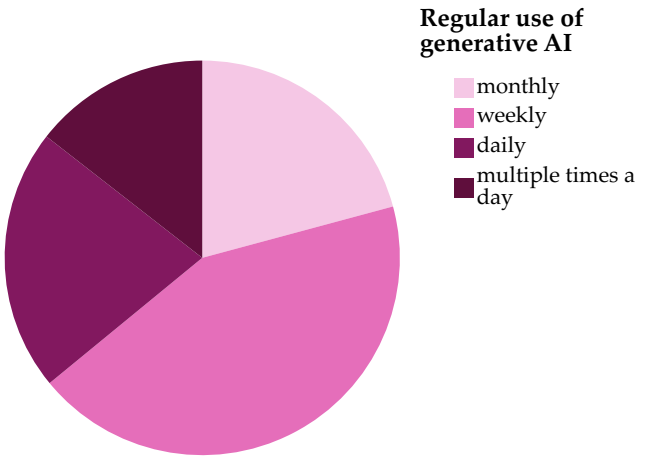
– In 2024, 47% of AI non-users stated that it was not at all likely that they would use generative AI in the following six months. This emerging saturation in usage did not materialise in 2025.

[2] The figures for 2024 are taken from the report *'Artificial Intelligence' in Switzerland 2024: Knowledge, Use and Attitudes towards Generative AI* (Latzer & Festic, 2024).

– In 2025, 7% of non-users stated that they intended to use AI in the coming six months. Three-quarters of non-users (76%) had no intention of doing so. It remains to be seen whether this renewed sign of saturation will be confirmed.

What began as a one-time trial of generative AI has now developed into regular use for many Swiss people. *Regular* users are defined below as those who stated that they use generative AI applications such as ChatGPT and Google Gemini at least once a month.

Figure 19: Frequency of Use Among Regular AI Users



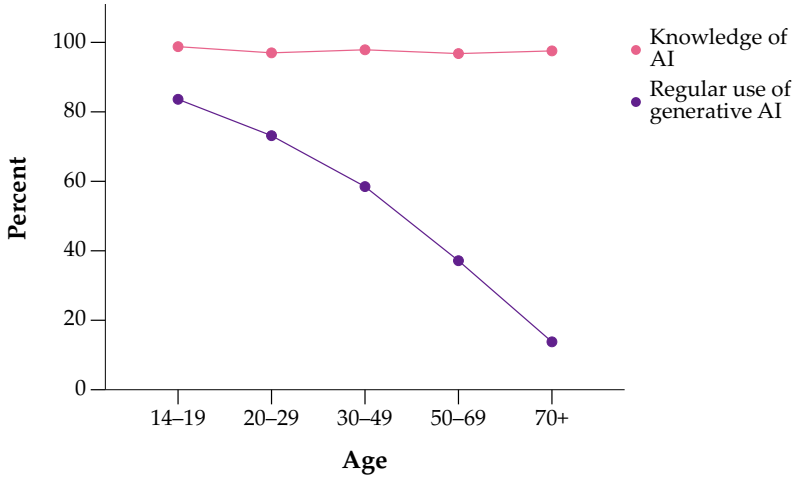
Data basis: Regular AI users, WIP-CH 2025.

One in two uses generative AI at least once a month or regularly

– Almost half of Swiss internet users (47%) now use AI applications regularly, i.e., at least once a month.
– Among regular AI users, almost half (43%) use such services weekly. Around one in five uses generative AI monthly (21%) or daily (22%), and 15% use it several times a day.

There are socio-demographic differences in the regular use of generative AI.

Figure 20 : Knowledge and Regular Use of Generative AI by Age



Data basis: Swiss internet users, WIP-CH 2025.

– Across age groups, almost everyone is familiar with services such as ChatGPT (97–99%).

8 out of 10 14- to 19-year-olds use generative AI regularly

– However, there are still significant differences in regular use. 8 out of 10 14- to 19-year-olds (84%) and 7 out of 10 20- to 29-year-olds (73%) use these services regularly, compared with just 14% of those aged 70 and older.

No gender differences in knowledge and regular use of generative AI

– In 2023, significantly more men than women were familiar with generative AI (85% and 73%, respectively). This gap closed in 2024 (2024: 97% and 98%, respectively).

– When it comes to regular use of generative AI, men (49%) are only slightly ahead of women (45% vs. 2024: 23% and 16%, respectively).

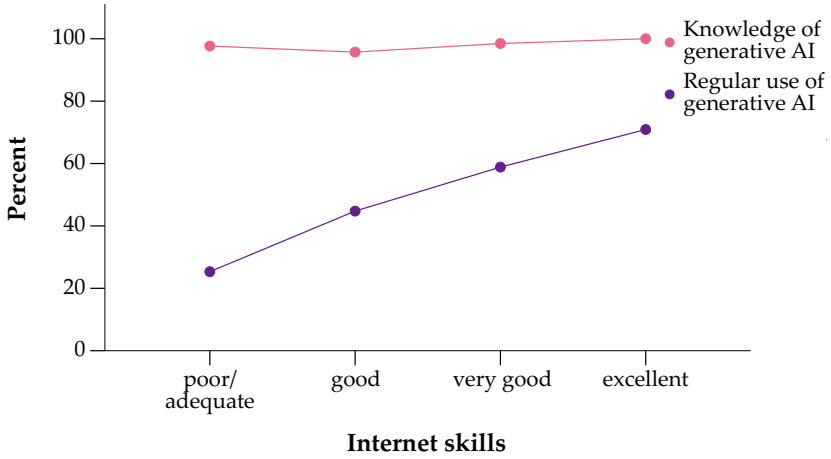
Highly educated people tend to use AI regularly, no educational differences in knowledge

– In terms of educational background, differences in knowledge of generative AI have now disappeared (97–98%). In 2023, highly educated people (92%) were still more likely to be familiar with these services than those with medium (76%) and low levels of education (72%).

– Regular use of AI applications is more widespread among people with high (63%) and low (55%) levels of education than among those with medium levels (42%). Since 2024, however, the proportion of regular users has increased in all groups. The increase was particularly strong among highly educated people (2024: 29%) and those with medium levels of education (2024: 10%).

There are also differences in knowledge and regular use of generative AI applications in terms of the level of self-assessed Internet skills.

Figure 21: Knowledge and Regular Use of Generative AI by Internet Skills



Data basis: Swiss internet users, WIP-CH 2025.

Proportion of users increases with higher internet skills

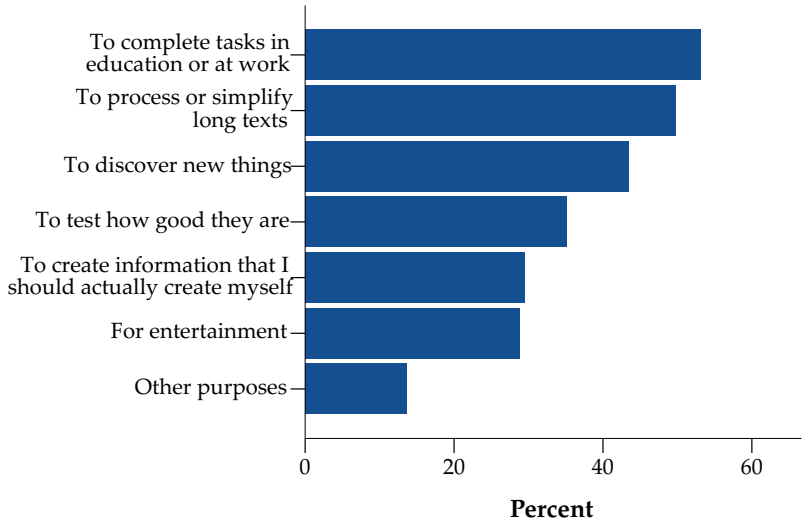
– In the group of internet users who say they have excellent internet skills, everyone (100%) is familiar with generative AI and the majority use it regularly (71%). Among internet users with poor to adequate skills, 98% are familiar with such services and 25% use them regularly.

– The unequal use of generative AI based on socio-demographic characteristics and internet skills has the potential to exacerbate existing digital inequalities. This is particularly true given that the use of such applications is intended to make everyday life at school, in training and at work easier, and can therefore create advantages for certain population groups.

4.2 Use Purposes and Usefulness of Generative AI

The following section outlines the purposes for which regular AI users in Switzerland use generative AI.

Figure 22: Use Purposes of Generative AI



Data basis: Regular AI users in Switzerland, WIP-CH 2025.

– Compared to the previous year, the use of generative AI is no longer primarily driven by curiosity. One in three regular users (35%) say they use generative AI applications to test how good they are. In 2024, this figure was 16 percentage points higher (51%).

Generative AI is most commonly used for education or work

– The practical benefits of AI in everyday life are now the main focus: regular AI users most frequently use services such as ChatGPT to complete tasks in education or at work (53%). Half (50%) use generative AI to process or simplify long texts.

– 4 out of 10 also say they use generative AI to learn new things (43%).

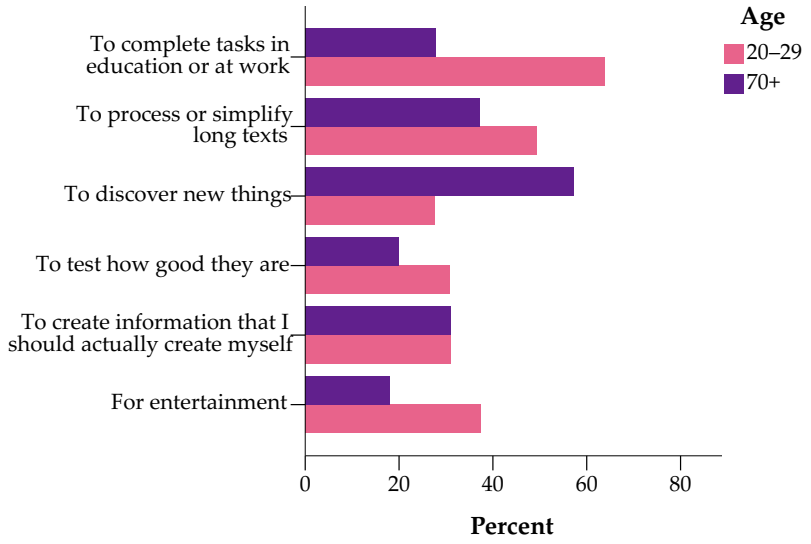
One in three uses generative AI to create information that they should be creating themselves

– Almost one in three (30%) use ChatGPT and similar services to create information that they should actually be creating themselves.

– Generative AI is used least frequently for entertainment (29%).

There are age differences among regular AI users in terms of use purposes.

Figure 23: Use Purposes of Generative AI by Age



Data basis: Swiss regular AI users, WIP-CH 2025.

Younger people use generative AI primarily for work or education

– Younger users primarily use generative AI for education and work. This purpose is most prevalent among 20- to 29-year-olds (64%) and 14- to 19-year-olds (63%). The proportion decreases significantly with age (70+: 28%).

– Processing or simplifying long texts is also mentioned more frequently by younger age groups. The most active in this regard are 30- to 49-year-olds, with over half (56%) citing this as their purpose for use. Among 20- to 29-year-olds, 49% do so, and among those over 70, the share is 37%.

– The learning aspect also plays a role among the youngest: one in two 14- to 19-year-olds (47%) use services such as ChatGPT to learn new things. This proportion drops significantly among 20- to 29-year-olds (28%) and becomes more important again with increasing age. The highest value is found among those over 70 (57%).

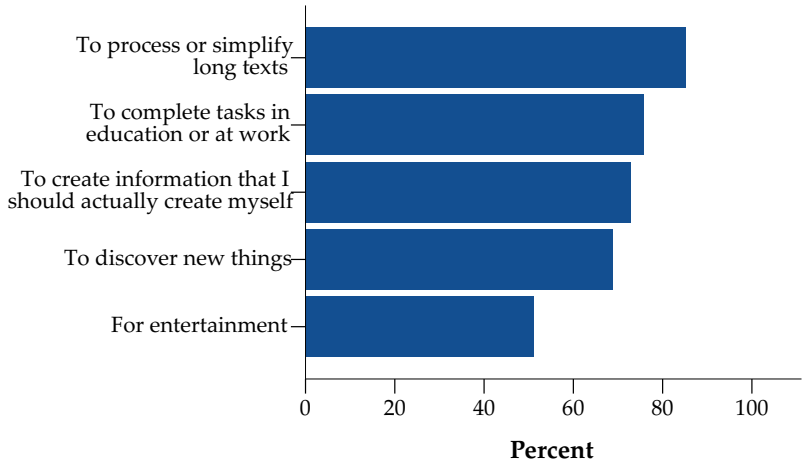
– Generative AI is mainly used for entertainment by younger people. Usage is highest among 20- to 29-year-olds (37%) and lowest among 50- to 69-year-olds (16%), while 18% of those aged 70 and older use it for this purpose.

All age groups use AI to create information that they should actually create themselves

– There are hardly any age differences when it comes to creating information that one should actually create oneself. 34% of 14- to 19-year-olds do this, closely followed by 20- to 29-year-olds and those over 70 (31% each).

Respondents also indicated how useful they find the applications for the purposes for which they use generative AI.

Figure 24: Perceived Usefulness of Generative AI



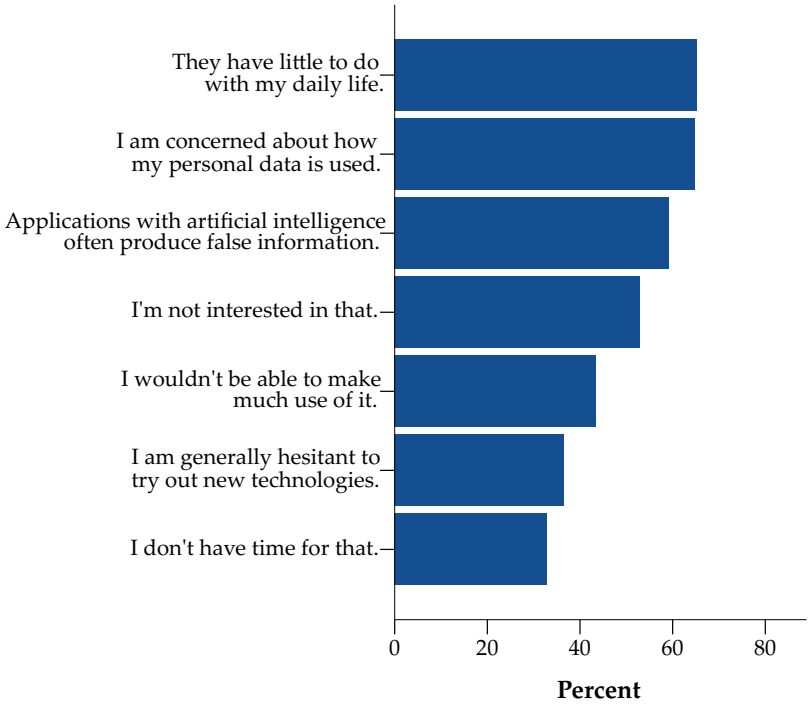
Data basis: Swiss regular AI users who use generative AI for the corresponding purposes, WIP-CH 2025.

AI is considered very useful for education and work and for creating information that users should create themselves.

- Around 8 out of 10 regular users find generative AI useful for processing or simplifying long texts (85%) and for completing tasks in education or at work (85%).
- Generative AI is also considered useful for creating information that users should actually create themselves. Around three quarters (73%) agree with this.
- 7 out of 10 (69%) consider generative AI useful for learning new things.
- The least useful application is the use of services such as ChatGPT for entertainment purposes (51%).

Swiss internet users who stated that they *do not* currently use generative AI were asked about the reasons for their non-use.

Figure 25: Reasons for Not Using Generative AI



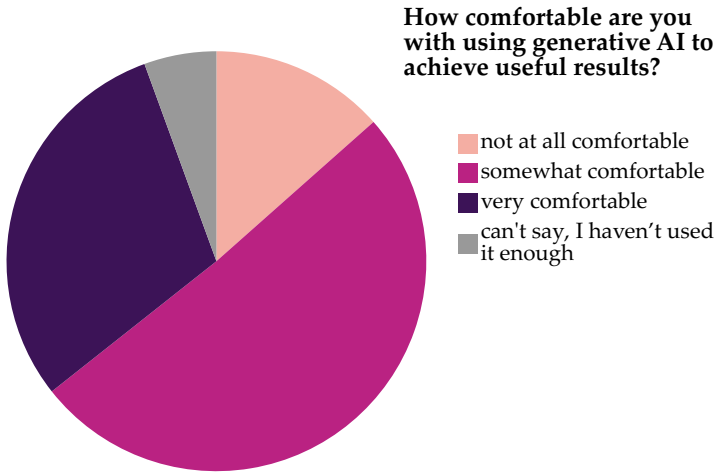
Data basis: Swiss AI non-users, WIP-CH 2025.

– The most common reasons for not using AI applications are that AI has little to do with everyday life (65%) and that non-users are concerned about how their personal data is used (65%).
– Non-users are also concerned that such applications produce false information (59%) or are fundamentally not interested in them (53%).
– Slightly less agreement was given to the statements "I don't see much use for it" (43%), "I am generally hesitant to try new technologies" (37%), and "I don't have time for it" (33%).

4.3 Comfort with and Attitudes Towards Generative AI

With the spread of generative AI, opinions have also formed about these new technologies, which this report now addresses. First, we look at how comfortable Swiss internet users who have already used generative AI feel when using it.

Figure 26: Comfort with Using Generative AI



Data basis: Swiss internet users who have already used generative AI, WIP-CH 2025.

8 out of 10 feel comfortable using AI applications

– Half (51%) of internet users who have already used generative AI feel reasonably comfortable using it. This proportion has risen slightly compared to 2024 (40%). The proportion of those who feel very comfortable using AI, on the other hand, remains relatively stable (2024: 31%, 2025: 30%).

– Slightly more respondents than in the previous year say they do not feel comfortable with such services at all (14% vs. 8% in 2024).

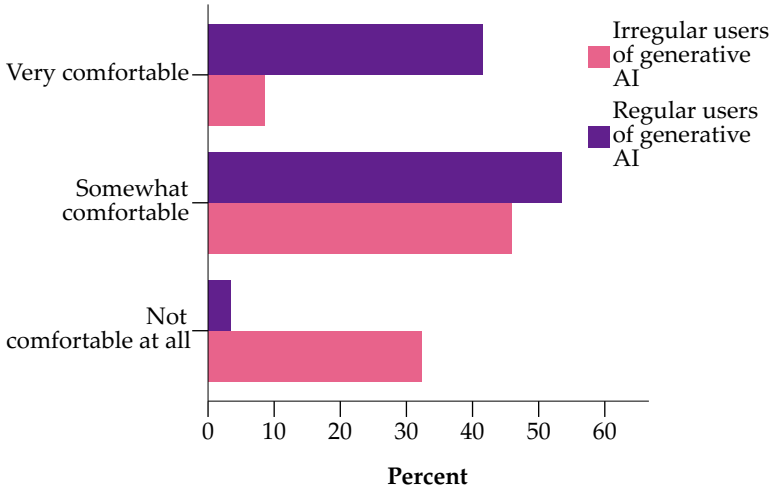
Comfort declines significantly with age; men feel more secure

– Comfort with using generative AI decreases with age. Among 14- to 19-year-olds, almost one in two (45%) feel very comfortable, while among those over 70, it is one in five (20%). The proportion of those who do not feel comfortable using services such as ChatGPT is around five times higher in the oldest group (24%) than in the youngest group (5%).

– Men (36%) feel slightly more comfortable using generative AI than women (24%).

Comfort with using generative AI differs significantly between regular users and people who do not use AI regularly, i.e., less than once a month.

Figure 27: Comfort with Using Generative AI by Frequency of Use



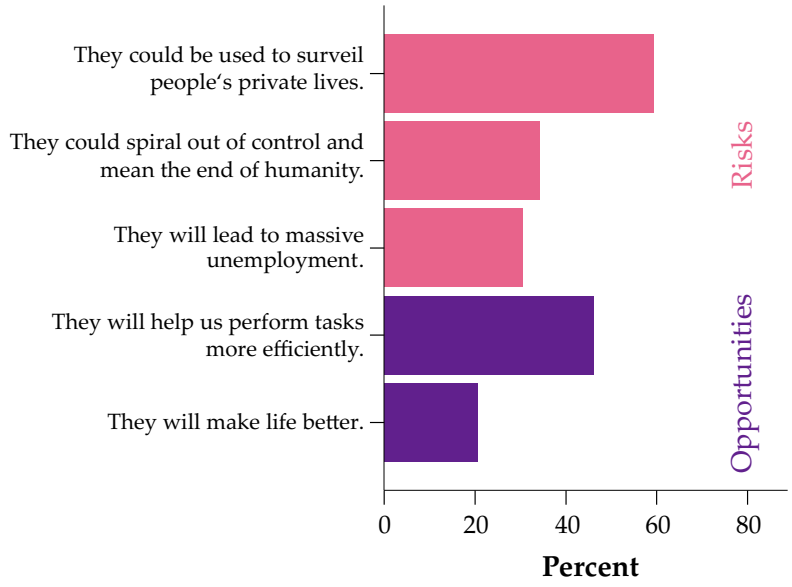
Data basis: Swiss internet users who have already used generative AI, WIP-CH 2025.

Regular users feel significantly more comfortable using AI

– 9 out of 10 regular AI users (95%) feel at least reasonably comfortable using generative AI. Almost half (42%) already feel very comfortable using it.
– People who do not use generative AI regularly feel significantly less comfortable: one in three (32%) say they do not feel comfortable using it at all.
– Among regular AI users, there are hardly any age differences in terms of comfort. Among those who do not use AI regularly, younger people feel significantly more comfortable using AI: 79% of 14- to 19-year-olds say they feel reasonably comfortable, compared to 47% of those over 70.

The following section outlines how Swiss internet users assess the risks and opportunities of generative AI for everyday life.

Figure 28: Assessment of Risks and Opportunities of Generative AI



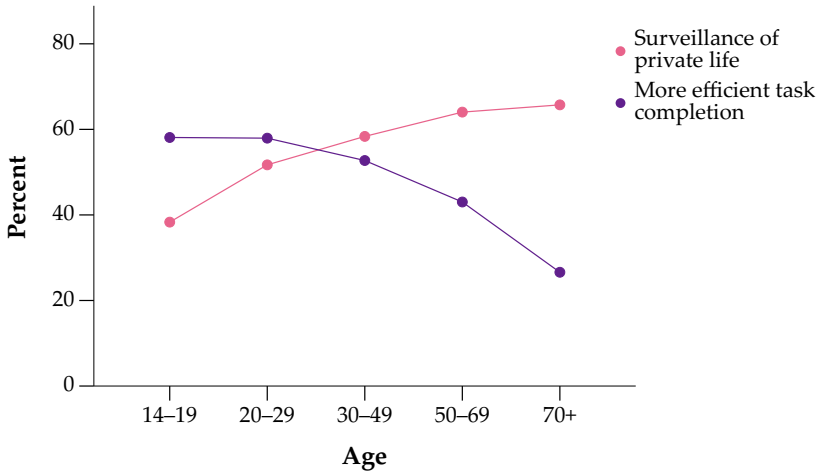
Data basis: Swiss internet users, WIP-CH 2025.

Swiss online population sees more risks than opportunities in generative AI

- Swiss internet users tend to view the influence of generative AI on everyday life critically. The risk that AI could be used to monitor private life receives the most agreement (59%). Around one in three agree that AI applications could spiral out of control and mean the end of humanity (34%) and that they will lead to massive unemployment (31%).
- At the same time, almost half (46%) believe that ChatGPT and similar applications help to perform tasks more efficiently. One in five (21%) believe that they will improve their lives.
- Overall, Swiss internet users take both the risks and opportunities of generative AI seriously. Only one in five (22%) believe that its impact on life is overrated. This view is more common among older people.

There are age differences in the assessment of the opportunities and risks of generative AI. The following section outlines the risk and opportunity with the highest level of agreement by age.

Figure 29: Assessment of Selected Risks and Opportunities of Generative AI by Age



Data basis: Swiss internet users, WIP-CH 2025.

For young people, efficiency gains outweigh the risk of surveillance

– Younger internet users tend to see the opportunities of generative AI, while older users tend to see the risks.

– For those younger than 30, the focus is on completing tasks more efficiently. Among 14- to 19-year-olds and 20- to 29-year-olds, this is the most frequently cited opportunity offered by generative AI in everyday life (58% in each case). This assessment decreases significantly with age (70+: 27%).

Two-thirds of people over the age of 70 are concerned about AI monitoring their private lives

– For people aged 30 and above, the concern that generative AI could be used to monitor their private lives is the most pronounced one. This fear increases significantly with age, reaching its peak among the over-70-year-olds (66% vs. 14–19: 38%).

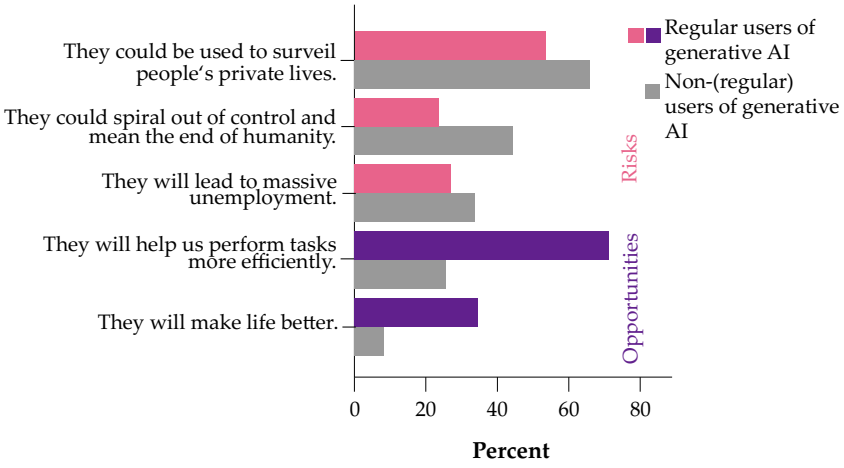
– The opportunity for generative AI to improve life overall is also more likely to be seen by younger people: three in ten (29%) of 20- to 29-year-olds agree with this, compared to 8% of those over 70.

– Older people are also more likely to express concerns that generative AI could get out of control and spell the end of humanity (70+: 39% vs. 14–19: 20%).

– There are hardly any age differences when it comes to concerns about mass unemployment.

The assessment of the risks and opportunities of generative AI also differs significantly between regular AI users and people who do not use generative AI (regularly).

Figure 30: Assessment of Risks and Opportunities of Generative AI by Use



Data basis: Swiss internet users, WIP-CH 2025.

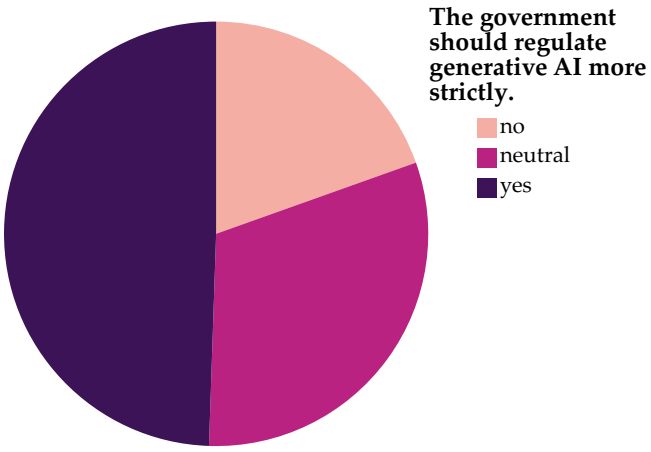
Regular users view the influence of generative AI more positively

– Overall, regular users rate the impact of generative AI much more positively than people who do not use it (regularly). 7 out of 10 (71%) say that services such as ChatGPT help them to complete tasks more efficiently, and one in three (35%) are convinced that they will improve their lives.
– Among non-users, however, scepticism prevails: two-thirds (66%) are concerned about surveillance and almost half (44%) believe that generative AI will spell the end of humanity.
– The assessment that generative AI will lead to massive unemployment is more balanced: about one in three people who do not use these services regularly (34%) fear this, compared with around one in four regular users (27%).

4.4 Call for Regulation of Generative AI

Given the potential risks of generative AI, the question arises as to what extent the government should regulate applications such as ChatGPT and Google Gemini. Swiss internet users were therefore also asked for their opinion on the regulation of generative AI applications.

Figure 31: Call for Regulation of Generative AI



Data basis: Swiss internet users, WIP-CH 2025.

One in two wants stronger AI regulation

– One in two (50%) believe that AI applications should be more heavily regulated. This proportion is significantly higher than for the internet, where 36% see a need for stronger regulation.
– The desire for stronger AI regulation increases with age and is highest among those over 70 (63% vs. 14–19: 39%).
– Non-users or irregular users of generative AI are significantly more likely to call for such regulation than regular users (61% vs. 42%).

World Internet Project – Switzerland

The Media Change & Innovation Division of the IKMZ at the University of Zurich has been the Swiss country partner of the World Internet Project (WIP) since 2010. The WIP is an international, collaborative research project which has tracked the dissemination and use of the internet on an international comparison since 1999. It is located in the Center for Digital Future of the Annenberg School for Communication at the University of Southern California (USC) in Los Angeles and is chaired by Prof. Jeff Cole. As of today, universities and research institutions in over 30 countries, e.g., Italy, Sweden, Portugal, Belgium, United Kingdom, Qatar, China, Indonesia, Taiwan, Chile, Colombia, and New Zealand, are partnering in the WIP.

Internationally comparable long-term data on the social, political, and economic implications of internet development

The WIP aims to collect independent and internationally comparative long-term data on the development of the internet. The dissemination and use of the internet, as well as the associated social, political, and economic implications, form the focal point of research. The WIP produces a variety of scientific publications and organizes annual conferences. Findings are further shared within the fields of politics, administrations, economics, media, and interested civil societies.

The relevance of the WIP stems from a number of qualitative specifics:

- The combination of international comparability and long-term character, whereby general changing trends as well as characteristics of internet development can be measured in participating countries of the WIP.
- The combined survey of behaviours (What is used in what intensity?) and perceptions (What impact does internet use have in the private, professional, and political sphere?) enabling analyses of meaningful statistical relationships.
- The combination of an internationally standardized core questionnaire and a country-specific extension means that national focus areas can be set according to need.
- The periodic (CH: biennial) adaptation of the questionnaire, which allows for the inclusion of current issues and trends, such as the dissemination of convergent technologies.

World Internet Project – Switzerland 2011–2025

In 2025, Switzerland conducted its eighth representative survey for the World Internet Project – Switzerland (WIP-CH), asking the Swiss online population about their internet use and attitudes toward the internet.

Methods

Representative survey of Swiss internet users

The WIP study is a representative survey of Swiss internet users aged 14 and above, which is based on a periodically repeated random sample. In Switzerland, as in other partner countries, a country-specific catalogue of questions was added to the internationally standardized WIP questionnaire by the Media Change & Innovation Division of the IKMZ (University of Zurich). The 2025 Swiss survey was conducted in three languages as an online survey by the market and opinion research company gfs.bern from 2 June to 27 August 2025 in Switzerland.

Since 2023: Switch from telephone to online survey

The first six WIP surveys in Switzerland were conducted as telephone surveys (CATI – Computer Assisted Telephone Interview). Unlike purely online surveys, CATI surveys make it possible to reach both internet users and non-users. As the proportion of internet users in Switzerland has grown steadily from 2011 to 2021 and internet penetration is now reaching its saturation point (2021: 95% internet users), the 2023 and 2025 surveys were conducted as purely online surveys. Although this means that non-users are no longer included in the survey, this change promises a higher willingness to participate and enables expanded survey options (e.g., inclusion of image material). Despite this methodological change from a telephone to an online survey, the long-term comparability of the data remains intact. When interpreting the results, it should be noted that the two survey methods can lead to slightly different results, especially for sensitive questions, and that social desirability effects are less prevalent in online surveys (see, among others, Dillman, 2009; Milton et al., 2017).

Recruitment from two online panels

Recruitment for the online survey was carried out using a combination of two different panels (the Polittrends panel with slightly more highly educated, more intrinsically motivated individuals and the Bilendi panel with slightly less educated, more monetarily incentivized individuals) to enable high-quality statements. The total sample of 1,078 individuals is representative of Swiss internet users aged 14 and above in terms of age, gender, education, household income, and the three language regions of Switzerland (German-speaking, French-speaking, and Italian-speaking).To ensure the representativeness of the findings and to compensate for minor deviations of the sample from the population, the data was weighted to reflect the actual circumstances. With the number of respondents, a maximum confidence interval of ± 2.98 percentage points is achieved at a 95% confidence level.

The survey took an average of 19 minutes to complete. The online survey was conducted on desktop and mobile devices.

Interviews conducted in absolute numbers:

Age	Total	D-CH	F-CH	I-CH
14–19	**83**	**63**	**13**	**5**
20–29	**141**	**96**	**39**	**4**
30–49	**359**	**240**	**97**	**15**
50–69	**345**	**250**	**77**	**14**
70–88	**150**	**107**	**33**	**8**
	1078	**756**	**259**	**46**

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