

mediapulse

AG für Medienforschung
SA pour la recherche sur les médias
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Corporation for Media Research

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VORWORT ZUM JAHRESBERICHT DER MEDIAPULSE AG 2008

Dies ist bereits der zweite Jahresbericht der Mediapulse AG, der im Zeichen des Radio- und Fernsehgesetzes steht: Artikel 79 Absatz 1 RTVG und Artikel 74 Absatz 2 RTVV schreiben vor, welche Ergebnisse aus der Nutzungsforschung jährlich veröffentlicht werden müssen.

Zusammengefasst sind dies die Möglichkeiten zum Empfang von Radio- und Fernsehprogrammen und den Gebrauch dieser Möglichkeiten durch die in der Schweiz wohnhafte Bevölkerung sowie die Nutzung der konzessionierten und anderer Radio- und Fernsehprogramme, die in der Schweiz empfangen werden können. Diese Nutzungsdaten werden wie bisher nach Reichweite, Nutzungsdauer und Marktanteil ausgewiesen. Die Aufschlüsselung der Nutzungsdaten nach Wochentagen, Programmgruppen sowie soziodemografischen Merkmalen erfolgt nach Sprachregionen.

Neu sind die Daten der konzessionierten Radio- und Fernsehprogramme ebenfalls in deren Versorgungsräumen auszuweisen. Diese Auflage des RTVG wird schrittweise umgesetzt: Während in der Radioforschung bereits seit Jahren Konzessionsgebiete zur Verfügung stehen (und ab dem 1. Januar 2009 auch den neuen Konzessionen angepasst sind), werden verschiedene konzessionierte lokale und regionale TV-Veranstalter erst ab 1. Januar 2010 in ihren Räumen ausgewiesen werden können. Wir werden auf diesen Zeitpunkt auch das Gewichtungungsverfahren im TV-Panel anpassen.

Das umfangreiche Material ist in fünf Teile gegliedert. Jeweils zu Beginn jedes Abschnittes werden Erhebungsbasis, Methode sowie Berichterstattung der eingesetzten Forschungsinstrumente kurz vorgestellt.

Teil 1: Die im ersten Teil dargestellten Ergebnisse aus den Stichtagsinterviews der Time Use Study (TUS) liefern Angaben zu den **Tagestätigkeiten der Schweizer Bevölkerung**. In die Übersichtsgrafik sind die Nutzungskurven von TV, Radio, Internet und Lesen integriert worden. Die Daten für TV und Radio stammen aus unseren Messpanels Radio und Fernsehen. Die Internet-Nutzung und die Angaben zum Lesen stammen aus der TUS. Es ist geplant, die Internet-Nutzung ab 2009 aus dem Modul „Tracking“ der NET-Matrix AG einzufügen. Weiteres zur Internetforschung siehe net-matrix.ch. Für die Leserschaftsforschung sei auf die AG für Werbemedienforschung verwiesen: wemf.ch.

Teil 2: Hier werden die aktuellen Jahresergebnisse der **Fernsehnutzung** präsentiert, welche auf dem elektronischen Messsystem Telecontrol basieren. Es finden sich hier auch Angaben zur Nutzung von Video und Teletext.

Teil 3: Seit 2001 werden die **Radionutzungsdaten** mit Radiocontrol gemessen und liegen mittlerweile kontinuierlich über acht Kalenderjahre vor.

Teil 4: In diesem Teil sind Angaben zum **Heimelektronikbesitz** sowie zur Verfügbarkeit und Nutzung der Radio-Empfangskanäle zu finden. Seit 2002 werden die Angaben zum Gerätebesitz im Rahmen des Telefon-Omnibus befragt.

Teil 5: Im Schlussteil werden allgemeine **statistische Angaben** über die Bevölkerung der Schweiz zusammengestellt. Diese Daten dienen ebenfalls zur Stichproben-Kontrolle von Telecontrol und Radiocontrol.

Wir hoffen, der Berichtsband beantworte Ihre Fragen und diene Ihnen bei Ihrer Arbeit. Gerne nehmen wir Ihre Anregung zur weiteren Verbesserung dieser Datendarstellung entgegen.

Mediapulse AG
Der Direktor, Manuel Dähler

1. TAGESABLAUF UND MEDIENNUTZUNG DER BEVÖLKERUNG

1.1 Time Use Study: Methodik, Erhebungsbasis und Berichterstattung

1.1.1 Methodenbeschreibung

Erstmals wurde im Jahr 2006 eine neu konzipierte Time Use Study durchgeführt. Die Befragung soll die Gestaltung des Tagesablaufes der Schweizer Bevölkerung erfassen und knüpft somit dort an, wo die Medienstudie (1975–2000) und die Stichtagsbefragung (2001–2003) im Jahr 2003 aufgehört haben. Die erste Welle der Time Use Study im Herbst 2006 umfasst 3'000 Face-to-Face-Interviews und wurde von der Demoscope AG durchgeführt.

Zusammen mit den Befragten wird der jeweilige Vortag rekonstruiert. Für den gesamten Tag wird nachvollzogen, was die Person gemacht hat und welche Medien sie dazu genutzt hat: Wie lange die Person geschlafen hat, wann sie gefrühstückt hat, ob sie dazu z.B. Radio gehört hat, wann und wie sie sich an den Arbeitsplatz begeben hat und ob sie dazu Zeitung gelesen hat oder Musik gehört hat etc. So wird der Tagesablauf nach dreizehn verschiedenen Tätigkeiten und der Nutzung der verschiedenen Medien rekonstruiert.

1.1.2 Erhebungsbasis

Zwischen September 2007 und März 2008 wurden 3'000 Personen ab 12 Jahren zu ihrem Tagesablauf und ihrer Mediennutzung befragt: 1'200 in der Deutschschweiz, 1'000 in der Suisse romande und 800 in der Svizzera italiana. Die Interviewten wurden nach dem Random-Quota-Verfahren ausgewählt, die Quotenvorgaben waren Alter, Geschlecht und Ortsgrösse. Die Stichprobe ist damit repräsentativ für die Gesamtbevölkerung in der Schweiz ab 12 Jahren.

Da sich das Verhalten der Bevölkerung (Mediennutzung, Freizeitverhalten etc.) je nach Wochentag unterscheidet, ist die Stichprobe für jeden Wochentag repräsentativ und die Interviews wurden gleichmässig über die einzelnen Tage verteilt.

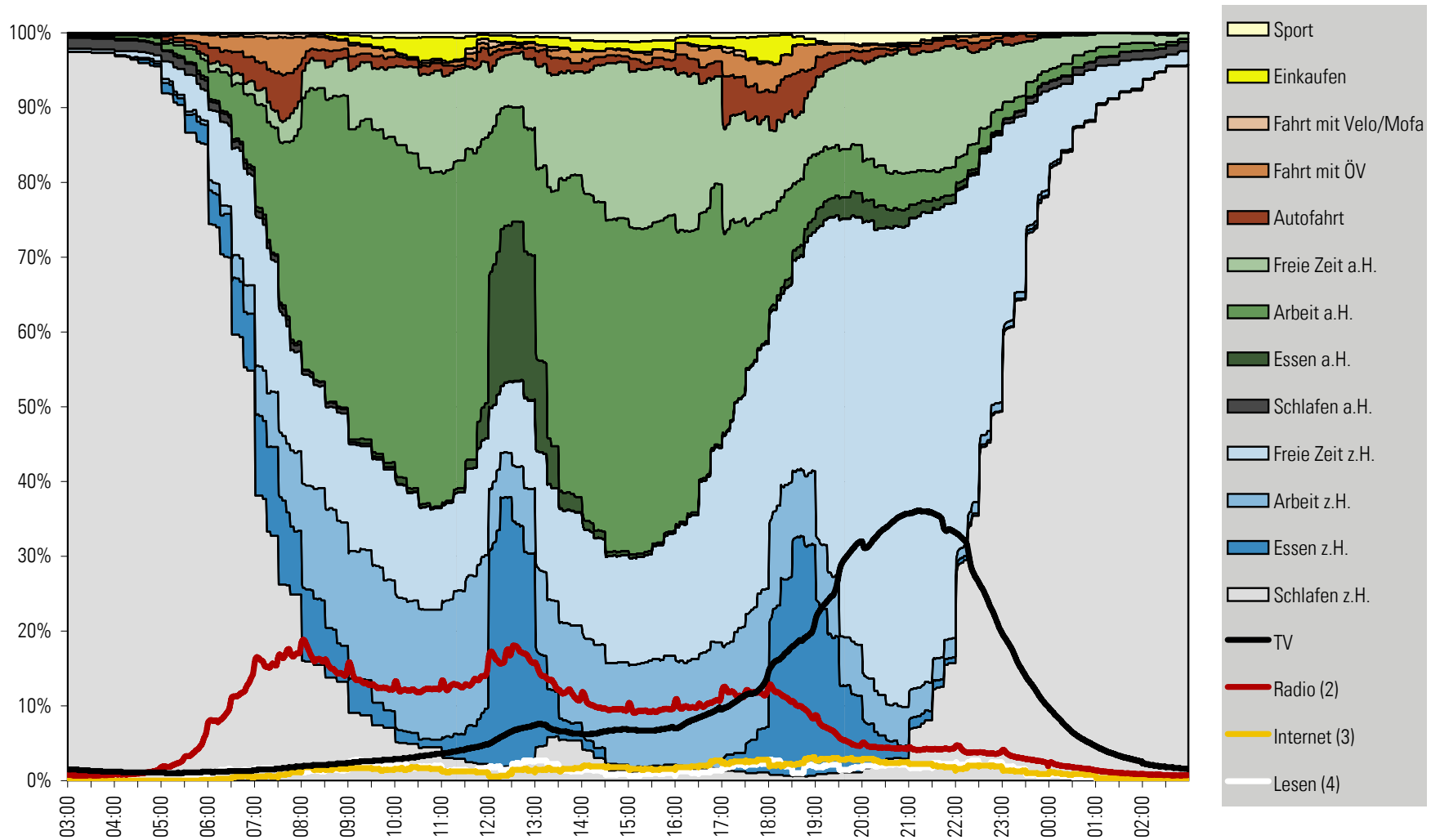
1.1.3 Berichterstattung

Die Mediapulse AG publiziert jährlich im Rahmen des Jahresberichtes den Tagesablauf der Bevölkerung in grafischer und tabellarischer Form.

Time Use Study 2008 / Deutsche Schweiz

TAGESABLAUF UND MEDIENNUTZUNG, Grafik mit Minutenreichweiten in % (Mo-Fr)

Universum: 4'539'200 (12+) Stichprobe: 892 Interviews



(1) TV-Nutzung aus TELECONTROL

(2) Radionutzung aus RADIOCONTROL (15+)

(3) Internet umfasst alle Web-basierten Anwendungen von Email, Surfen, Chat, SMS, Telefon, Streaming, Lesen

(4) Lesen umfasst Zeitungen, Zeitschriften und Bücher

1.2 Übersichtsgrafik mit Tagesablauf und Mediennutzung

Time Use Study 2008 / Deutsche Schweiz

TAGESABLAUF UND MEDIENNUTZUNG, Viertelstundenreichweiten in % (Mo-Fr)

Universum: 4'539'200 (12+) Stichprobe: 892 Interviews

1.3 Tagesablauf und Mediennutzung: Reichweiten in %

	zu Hause					Total	ausser Haus					Velo/				Total	Total	Total	Total
	Schlafen	Essen	Arbeit	Freizeit	Schlafen		Essen	Arbeit	Freizeit	Auto	ÖV	Mofa	Einkaufen	Sport	TV*				
05:00	90.7	1.5	0.6	2.8	95.6	1.4	0.2	1.2	0.5	0.6	0.1	0.3	0.0	0.0	4.4	1.2	3.0	0.0	0.0
05:15	89.1	1.4	0.4	3.8	94.8	1.4	0.3	1.4	0.4	0.9	0.5	0.2	0.0	0.0	5.2	1.2	4.0	0.0	0.0
05:30	84.9	2.5	0.6	6.2	94.3	1.4	0.2	1.7	0.5	0.8	0.9	0.1	0.0	0.0	5.7	1.3	5.6	0.0	0.7
05:45	82.6	3.2	0.6	5.3	91.8	1.4	0.4	2.1	0.7	1.9	1.4	0.2	0.0	0.0	8.2	1.4	9.0	0.1	0.9
06:00	73.0	5.1	1.3	10.3	89.6	1.2	0.4	3.7	1.2	2.1	1.6	0.3	0.0	0.0	10.4	1.5	12.0	0.2	1.3
06:15	67.9	6.2	1.5	12.0	87.7	1.0	0.3	4.8	1.2	2.4	2.1	0.4	0.0	0.1	12.3	1.6	14.4	0.2	1.7
06:30	57.4	9.0	2.8	15.1	84.3	0.9	0.3	6.5	1.6	3.6	2.2	0.5	0.0	0.1	15.7	1.7	17.7	0.6	1.9
06:45	52.3	8.5	3.7	16.7	81.2	0.8	0.4	8.6	1.7	4.0	2.9	0.4	0.0	0.1	18.8	1.8	21.6	0.7	1.6
07:00	40.3	11.8	5.7	19.9	77.6	0.7	0.4	10.8	2.1	4.4	3.2	0.7	0.0	0.1	22.4	2.0	24.7	0.8	2.1
07:15	31.9	12.5	6.6	20.6	71.7	0.7	0.5	14.4	2.6	5.2	4.4	0.7	0.0	0.0	28.3	2.1	24.6	0.7	1.8
07:30	25.3	13.4	7.8	18.5	65.0	0.7	0.4	18.3	3.2	6.3	5.2	0.8	0.1	0.0	35.0	2.2	26.4	0.9	1.9
07:45	22.7	10.8	10.0	15.1	58.6	0.8	0.5	24.8	3.5	6.3	4.7	0.6	0.1	0.1	41.4	2.4	27.5	1.1	1.5
08:00	18.8	11.5	11.4	15.5	57.3	0.7	0.3	29.2	4.2	4.2	3.2	0.6	0.3	0.0	42.7	2.5	28.2	1.8	2.4
08:15	14.9	10.0	14.4	14.8	54.2	0.5	0.1	37.0	4.0	1.7	2.0	0.3	0.2	0.0	45.8	2.6	25.7	1.9	1.8
08:30	13.7	9.6	14.8	15.6	53.6	0.5	0.2	36.3	4.5	2.3	1.7	0.4	0.5	0.1	46.4	2.7	24.6	1.8	1.9
08:45	13.1	6.5	15.9	14.7	50.1	0.5	0.2	39.8	5.1	1.6	1.5	0.3	0.6	0.2	49.9	2.8	24.1	1.7	1.8
09:00	11.3	6.8	15.6	15.4	49.1	0.5	0.5	37.0	7.5	2.2	1.6	0.4	0.9	0.3	50.9	3.1	24.3	1.9	3.5
09:15	8.8	5.0	16.7	14.6	45.1	0.3	0.6	41.0	8.1	1.8	1.3	0.2	1.1	0.4	54.9	3.2	21.8	1.7	3.1
09:30	8.0	4.9	17.2	14.9	45.0	0.3	0.7	40.2	8.5	2.0	1.2	0.2	1.2	0.6	55.0	3.2	21.2	1.8	2.9
09:45	7.1	3.0	17.5	14.8	42.4	0.3	0.6	41.8	9.4	1.9	1.1	0.1	1.7	0.6	57.6	3.4	21.0	1.5	2.4
10:00	6.4	3.0	17.0	16.4	42.8	0.3	0.9	40.2	10.2	1.9	0.8	0.1	2.2	0.6	57.2	3.6	21.5	1.8	2.6
10:15	4.9	1.6	17.6	14.9	39.1	0.1	0.9	43.4	11.4	1.5	0.3	0.1	2.6	0.6	60.9	3.8	20.3	1.8	2.2
10:30	4.6	1.6	17.4	15.6	39.2	0.1	0.6	41.6	12.3	1.3	0.4	0.3	3.3	0.8	60.8	3.9	20.3	1.7	2.6
10:45	4.3	1.1	17.0	14.1	36.4	0.0	0.4	43.7	13.2	1.4	0.6	0.3	3.2	0.6	63.6	4.2	20.9	1.7	2.1
11:00	4.1	3.0	17.7	14.3	39.1	0.0	0.4	41.0	13.3	1.7	0.5	0.4	3.1	0.5	60.9	4.5	22.0	1.7	2.1
11:15	2.9	3.5	18.7	13.5	38.6	0.0	0.5	42.2	12.8	1.1	0.6	0.2	3.3	0.6	61.4	4.8	21.8	1.2	1.6
11:30	2.6	5.0	20.0	14.2	41.8	0.0	1.3	38.8	12.2	1.3	1.0	0.6	2.5	0.6	58.2	5.1	22.3	1.3	1.9
11:45	2.1	6.9	19.0	14.6	42.6	0.0	4.3	36.3	11.1	2.0	1.1	0.8	1.5	0.4	57.4	5.8	24.1	1.1	1.7
12:00	1.6	22.0	14.4	12.3	50.3	0.0	12.7	24.0	8.3	2.3	0.7	0.9	0.6	0.2	49.7	6.6	27.7	1.2	2.5
12:15	1.8	33.9	7.7	10.3	53.6	0.0	18.9	16.6	7.4	1.2	0.7	0.4	0.9	0.3	46.4	7.4	26.7	1.1	1.9
12:30	2.2	32.7	8.2	11.2	54.4	0.1	19.6	14.9	7.6	1.1	0.8	0.3	0.7	0.5	45.6	8.1	26.7	1.5	3.1
12:45	2.4	29.0	8.5	11.6	51.5	0.1	19.8	15.7	9.0	1.6	0.6	0.3	0.8	0.6	48.5	8.7	25.6	1.6	3.3
13:00	3.7	21.6	9.7	13.3	48.4	0.1	14.9	20.7	11.4	2.2	0.9	0.1	0.8	0.5	51.6	8.8	24.1	1.8	3.7
13:15	5.2	10.4	10.7	14.4	40.7	0.0	10.5	29.2	14.2	2.3	1.0	0.5	1.1	0.5	59.3	8.4	21.6	1.7	3.0
13:30	5.2	5.2	12.3	14.7	37.4	0.0	5.1	35.5	15.2	2.7	1.5	0.5	1.5	0.7	62.6	7.7	19.8	2.0	2.4
13:45	5.2	2.5	12.7	15.2	35.5	0.0	2.7	41.5	14.5	1.7	1.5	0.1	1.5	1.0	64.5	7.3	19.1	1.7	1.5
14:00	5.0	3.0	13.1	15.9	37.0	0.0	2.0	39.6	15.3	1.9	1.6	0.1	1.6	0.9	63.0	7.3	18.6	2.2	1.8
14:15	3.8	1.4	13.3	14.4	33.0	0.0	1.3	42.7	17.8	1.7	1.0	0.1	1.3	1.1	67.0	7.5	16.7	1.9	1.3
14:30	2.8	1.5	13.5	14.5	32.2	0.0	1.1	41.7	20.0	1.3	1.0	0.1	1.4	1.1	67.8	7.6	16.2	2.0	1.3
14:45	1.3	0.9	13.5	14.2	29.9	0.0	0.7	43.9	21.2	1.1	0.9	0.1	1.1	1.1	70.1	7.7	16.4	1.8	0.9

* TV Nutzung aus TELECONTROL **Radionutzung aus RADIOCONTROL (15+)

Time Use Study 2008 / Deutsche Schweiz

TAGESABLAUF UND MEDIENNUTZUNG, Viertelstundenreichweiten in % (Mo-Fr)

Universum: 4'539'200 (12+) Stichprobe: 892 Interviews

1.3 Tagesablauf und Mediennutzung: Reichweiten in %

	zu Hause					Total	ausser Haus					Velo/				Total	Total	Total	Total
	Schlafen	Essen	Arbeit	Freizeit	Schlafen		Essen	Arbeit	Freizeit	Auto	ÖV	Mofa	Einkaufen	Sport	TV*				
15:00	1.7	1.3	13.4	15.9	32.2	0.0	0.7	40.3	20.5	2.2	1.3	0.2	1.4	1.2	67.8	7.8	17.0	1.8	1.2
15:15	1.3	0.7	13.8	14.4	30.1	0.0	0.4	42.8	21.1	1.4	1.2	0.3	1.4	1.2	69.9	7.7	16.1	1.7	0.9
15:30	1.5	0.6	14.2	15.8	32.1	0.0	0.4	41.3	20.2	1.6	1.6	0.3	1.5	1.0	67.9	7.7	16.1	1.7	1.1
15:45	1.5	0.8	14.1	16.0	32.4	0.0	0.4	41.5	20.3	1.7	1.3	0.1	1.4	1.0	67.6	8.1	16.8	1.6	1.0
16:00	1.5	0.9	14.0	18.5	34.8	0.0	0.5	37.4	20.2	2.8	1.9	0.1	1.5	0.9	65.2	8.8	17.9	1.9	1.5
16:15	1.5	0.5	13.9	19.0	34.9	0.0	0.3	37.0	20.9	2.9	1.9	0.2	1.3	0.6	65.1	9.2	17.1	1.9	1.3
16:30	1.4	0.4	14.8	21.8	38.5	0.0	0.4	34.1	19.4	2.9	2.4	0.5	1.3	0.5	61.5	9.8	17.5	2.2	1.2
16:45	1.3	0.3	15.8	24.8	42.2	0.0	0.3	33.6	16.4	2.8	2.2	0.4	1.4	0.6	57.8	11.0	18.5	2.7	1.5
17:00	1.2	1.8	15.9	27.4	46.2	0.0	0.3	28.2	13.5	6.4	3.1	0.6	1.2	0.6	53.8	11.7	21.2	2.9	2.1
17:15	1.2	2.3	15.8	29.1	48.5	0.0	0.2	24.5	14.5	5.6	3.4	0.7	1.9	0.7	51.5	12.5	20.1	2.7	2.5
17:30	1.0	4.7	16.4	30.4	52.5	0.0	0.2	20.2	14.0	5.7	3.4	0.7	2.6	0.7	47.5	13.6	20.3	2.9	2.6
17:45	1.0	5.8	17.3	31.6	55.7	0.0	0.3	17.3	13.6	5.0	3.9	0.4	3.3	0.5	44.3	15.6	20.2	2.9	2.4
18:00	0.9	17.8	15.3	30.1	63.9	0.0	0.6	12.4	10.7	5.3	3.4	0.2	3.1	0.3	36.1	18.1	20.9	3.4	3.8
18:15	0.7	25.0	12.9	26.7	65.3	0.0	0.9	11.2	9.9	5.7	3.0	0.0	3.6	0.3	34.7	19.3	18.7	2.6	2.8
18:30	0.6	29.2	11.4	26.7	67.9	0.0	1.2	9.5	9.1	5.8	3.6	0.1	2.4	0.4	32.1	20.8	17.5	2.7	2.2
18:45	0.7	31.0	9.2	29.9	70.9	0.0	1.7	7.9	9.0	5.3	3.5	0.0	1.1	0.7	29.1	23.1	16.1	3.4	2.2
19:00	0.6	28.9	9.4	36.8	75.8	0.0	1.9	6.5	8.8	3.1	2.4	0.1	0.5	0.9	24.2	25.5	14.4	4.0	2.9
19:15	0.9	21.7	8.3	44.3	75.3	0.0	2.5	6.5	9.9	2.5	1.6	0.1	0.2	1.3	24.7	28.7	11.8	3.5	2.2
19:30	1.0	18.0	7.7	50.5	77.2	0.0	2.6	5.5	10.4	1.9	1.2	0.0	0.0	1.3	22.8	32.0	9.9	3.6	2.7
19:45	1.1	11.7	7.2	55.2	75.1	0.0	3.1	6.1	11.4	1.6	1.1	0.1	0.0	1.6	24.9	34.2	9.0	3.0	2.0
20:00	1.5	10.2	7.1	56.2	74.9	0.0	3.1	5.4	12.0	2.0	0.8	0.2	0.0	1.6	25.1	35.7	9.0	3.1	2.6
20:15	1.9	5.9	6.1	61.1	75.0	0.0	2.8	5.1	13.5	1.4	0.6	0.1	0.0	1.4	25.0	35.8	7.8	3.1	2.4
20:30	2.7	4.2	6.0	60.9	73.8	0.0	2.8	4.9	14.8	1.4	0.5	0.3	0.0	1.4	26.2	36.5	7.4	2.7	2.4
20:45	2.9	2.4	5.2	63.3	73.8	0.0	2.3	4.9	16.3	0.5	0.4	0.3	0.0	1.4	26.2	37.9	7.2	2.5	2.2
21:00	6.5	2.2	5.0	62.0	75.6	0.0	2.1	4.3	15.2	1.2	0.4	0.1	0.0	1.2	24.4	38.6	7.2	2.8	2.2
21:15	7.7	1.6	3.7	62.1	75.1	0.0	1.7	4.2	15.9	1.3	0.4	0.0	0.0	1.4	24.9	38.3	6.8	2.4	1.9
21:30	11.2	1.5	3.9	60.1	76.7	0.0	1.4	3.6	15.3	1.5	0.6	0.0	0.0	0.9	23.3	38.0	6.8	2.5	2.5
21:45	14.9	1.1	2.8	58.7	77.4	0.0	1.3	3.5	15.8	1.1	0.3	0.0	0.0	0.6	22.6	36.9	7.1	1.9	2.4
22:00	24.6	0.8	2.1	52.3	79.8	0.2	0.9	3.2	13.6	1.2	0.6	0.1	0.0	0.5	20.2	35.2	7.1	1.9	2.9
22:15	32.0	0.5	1.3	46.2	80.0	0.3	0.7	3.0	13.2	1.3	0.8	0.1	0.0	0.5	20.0	33.4	6.3	2.0	2.9
22:30	39.1	0.4	1.5	41.1	82.1	0.3	0.4	2.9	11.4	1.5	1.1	0.1	0.0	0.3	17.9	28.0	6.0	2.1	2.7
22:45	46.0	0.3	1.1	37.4	84.8	0.3	0.3	2.6	10.0	0.9	0.7	0.0	0.0	0.2	15.2	24.6	5.9	2.0	2.6
23:00	52.7	0.1	1.1	32.9	86.8	0.5	0.2	2.4	8.1	1.3	0.7	0.0	0.0	0.1	13.2	20.8	5.9	1.8	2.7
23:15	61.1	0.2	0.9	26.0	88.1	0.6	0.1	2.0	7.3	1.4	0.3	0.0	0.0	0.1	11.9	18.0	4.8	1.5	1.9
23:30	66.0	0.4	0.8	21.9	89.1	0.7	0.1	1.8	6.5	1.4	0.4	0.0	0.0	0.0	10.9	14.8	4.3	1.5	1.7
23:45	73.8	0.4	0.6	15.7	90.6	1.0	0.1	1.8	5.5	0.5	0.4	0.1	0.0	0.0	9.4	12.5	3.7	1.1	0.8
Tagesreichweit	99.7	87.9	50.0	97.0	100.0	2.9	32.8	59.2	61.4	33.3	18.8	3.9	14.7	5.8	93.3	67.9	91.7	16.6	29.5
Nutzung in Min	490	77	114	287	968	7	24	258	126	22	16	2	10	6	472	138	116	19	19

* TV Nutzung aus TELECONTROL **Radionutzung aus RADIOCONTROL (15+)

2. FERNSEHFORSCHUNG (TELECONTROL)

2.1 Telecontrol: Methodik, Erhebungsbasis und Berichterstattung

2.1.1 Methodenbeschreibung

Seit dem 1. Januar 1985 ermittelt die Mediapulse AG (bis zum 30.6.2006: der Forschungsdienst SRG SSR) die Nutzung von Fernsehsendungen mit dem elektronischen Mess-System TELECONTROL. TELECONTROL ist ein elektronisches Mess- und Speichergerät, das – in repräsentativ ausgewählten Panelhaushalten – an den Fernsehapparaten angeschlossen wird. Die jeweils eingeschalteten Fernsehprogramme werden von TELECONTROL (in einem Intervall von 30 Sekunden, in Verbindung mit der Uhrzeit) automatisch registriert. TELECONTROL ist zudem mit einer Fernbedienung ausgestattet, welche über acht Personentasten und sechs Urteilstasten verfügt; über diese Tasten geben die Personen, die fernsehen, Beginn und Ende ihrer individuellen Fernsehnutzung sowie Urteile zu den rezipierten Sendungen ab.

Die Betreuung des Panels sowie die Auswertung der Daten wird im Auftrag der Mediapulse AG vom Marktforschungsinstitut GfK Switzerland in Hergiswil durchgeführt.

2.1.2 Erhebungsbasis

In jeder der drei Sprachregionen ist ein jeweils repräsentatives Panel mit TELECONTROL-Messgeräten ausgestattet: In der Deutschschweiz sind es 1'000 (Stand 1.1.2009), in der Suisse romande 600 und in der Svizzera italiana 270 Haushalte. Die Haushalte werden nach dem Random-Quota-Verfahren ausgewählt, die Quotenvorgaben sind Alter der haushaltführenden Person, Haushaltsgrösse und Kinder im Haushalt. Alle Personen von drei Jahren und mehr in Fernsehhaushalten mit Telefonanschluss bilden das Universum für die Personendaten.

2.1.3 Berichterstattung

Die in TELECONTROL gespeicherten Daten werden nachts über das öffentliche Telefonnetz automatisch vom GfK-Zentralcomputer abgerufen. Die Einzeldaten werden zu Durchschnittsdaten über das Einschalt- und Sehverhalten bezüglich aller in der jeweiligen Region empfangbaren Fernsehsender verarbeitet und stehen in einer elektronischen Datenbank für Auswertungen aller Art zur Verfügung. Die Daten werden einerseits nach Zeitabschnitten (z.B. Viertelstunden) und andererseits nach Sendungen gegliedert (zeitlich unbeschränkt) ausgewiesen. Über die Tagesergebnisse wird von Mediapulse täglich und wöchentlich berichtet. Die Berichterstattung nach Viertelstundeneinheiten erfolgt nach Monats-, Quartals- und Jahresdurchschnitten. Die TELECONTROL-Studie wird durch eine unabhängige medienwissenschaftliche Kontroll-Kommission (MWKK) kontrolliert.

2.1.4 Glossar

Stichprobe: Eine nach bestimmten Kriterien vorgenommene Auswahl von Individuen aus einer Grundgesamtheit (Bevölkerung, Radiohörer, Fernseherinnen, 25- bis 49-jährige etc.).

Repräsentativität: Entspricht die Stichprobe in ihrer prozentualen Merkmalsverteilung (Alter, Geschlecht, geografische Herkunft etc.) der Grundgesamtheit, kann von der Stichprobe auf die Grundgesamtheit geschlossen werden. Beispiel: Wurden in einer Umfrage 1'000 repräsentativ ausgewählte Jugendliche der Suisse romande befragt, sind die Umfrageergebnisse nicht nur für diese 1'000, sondern für alle Jugendlichen der Suisse romande gültig – nicht aber für die Jugendlichen in der Deutschschweiz.

Reichweite: Anteil der Personen, die den TV-Sender XY innerhalb einer definierten Zeiteinheit mindestens 30 Sekunden lang gesehen haben; angegeben in % der Stichprobe oder hoch-gerechnet auf die Anzahl Personen in 1'000. „45% Tages-Reichweite für TV XY“ bedeutet also: 45% aller Personen in der Stichprobe haben während des Tages mindestens 30 Sekunden lang den TV-Sender XY verfolgt.

Nutzungsminuten: Gibt an, wie viele Minuten in einem bestimmten Zeitabschnitt Fernsehen oder ein bestimmtes Fernsehprogramm gesehen wurde; wird in Nutzungsminuten pro Seher oder pro Kopf der Bevölkerung angegeben (hier wird die Sehdauer der TV-Zuschauer auf die gesamte Bevölkerung hochgerechnet. Durch diese Umrechnung wird die Nutzung der verschiedenen TV-Programme miteinander vergleichbar). „12 Minuten Gesamtnutzung für Sender XY“ bedeutet also: Die Bevölkerung hat an einem Tag durchschnittlich 12 Minuten lang den TV-Sender XY gesehen. „16 Minuten Nutzung pro Seher für TV XY“ bedeutet: Wer den Sender XY gesehen hat, hat dieses Programm durchschnittlich 16 Minuten lang verfolgt.

Marktanteil: %-Anteil der Sehdauer für ein bestimmtes TV-Programm an der Sehdauer für das Medium TV total. „7% Marktanteil für den Fernseh-Sender XY“ bedeutet also: 7% der gesehenen Minuten entfielen auf TV XY.

Rating: Anzahl der gesehenen 30-Sekunden-Einheiten verglichen mit der Anzahl der theoretisch möglichen 30-Sekunden-Einheiten innerhalb einer definierten Zeiteinheit; angegeben in % der Anzahl theoretisch möglicher 30-Sekunden-Einheiten oder hochgerechnet auf Personen in 1'000. „22% Rating in der Viertelstunde Z für den TV-Sender XY“ bedeutet also: 22% der theoretisch möglichen Kontakte (30 30-Sekunden-Einheiten multipliziert mit der Anzahl Stichprobenmitglieder) entfallen auf TV XY.

TELECONTROL 2008 / Deutsche Schweiz

VIERTELSTUNDEN-RATINGS in % (Mo-So)

Universum: 5'033'000 Personen (3+) Stichprobe: 2'254 Personen

	Wochentage							Montag - Freitag	Samstag - Sonntag	Montag - Sonntag
	Montag	Dienstag	Mittwoch	Donnerstag	Freitag	Samstag	Sonntag			
6:00	1.1	1.0	1.1	1.1	1.1	1.0	1.1	1.1	1.0	1.1
6:15	1.1	1.1	1.2	1.1	1.1	1.1	1.1	1.1	1.1	1.1
6:30	1.3	1.2	1.3	1.2	1.2	1.2	1.1	1.3	1.2	1.2
6:45	1.3	1.3	1.3	1.3	1.3	1.4	1.2	1.3	1.3	1.3
7:00	1.5	1.5	1.5	1.6	1.5	1.6	1.4	1.5	1.5	1.5
7:15	1.6	1.7	1.7	1.7	1.6	1.8	1.6	1.7	1.7	1.7
7:30	1.8	1.8	1.9	1.9	1.9	2.1	2.0	1.9	2.1	1.9
7:45	1.9	1.9	2.1	2.0	2.0	2.5	2.5	2.0	2.5	2.1
8:00	2.1	2.1	2.3	2.1	2.2	2.8	3.0	2.2	2.9	2.4
8:15	2.2	2.2	2.5	2.2	2.3	3.1	3.6	2.3	3.3	2.6
8:30	2.3	2.2	2.5	2.2	2.4	3.3	4.0	2.3	3.7	2.7
8:45	2.4	2.3	2.6	2.3	2.5	3.6	4.5	2.4	4.0	2.9
9:00	2.5	2.5	2.7	2.5	2.6	3.8	4.9	2.6	4.3	3.1
9:15	2.7	2.6	2.9	2.6	2.7	4.0	5.3	2.7	4.6	3.2
9:30	2.7	2.7	3.0	2.7	2.8	4.1	5.9	2.8	5.0	3.4
9:45	2.8	2.8	3.1	2.8	2.9	4.4	6.5	2.9	5.4	3.6
10:00	2.9	2.9	3.1	2.9	3.0	4.6	7.3	3.0	6.0	3.8
10:15	3.1	3.0	3.2	3.0	3.2	4.8	7.8	3.1	6.3	4.0
10:30	3.4	3.1	3.4	3.2	3.4	5.0	8.2	3.3	6.6	4.3
10:45	3.6	3.4	3.5	3.4	3.6	5.2	8.6	3.5	6.9	4.5
11:00	3.8	3.5	3.7	3.5	3.8	5.5	9.0	3.7	7.2	4.7
11:15	4.1	3.9	3.9	3.8	4.2	5.7	9.3	4.0	7.5	5.0
11:30	4.5	4.2	4.1	4.1	4.5	5.9	9.5	4.3	7.7	5.3
11:45	4.8	4.5	4.4	4.5	4.8	6.2	9.7	4.6	7.9	5.6
12:00	5.3	5.1	4.9	5.0	5.5	6.6	9.8	5.2	8.2	6.0
12:15	6.2	6.0	5.8	5.9	6.3	7.2	10.1	6.0	8.6	6.8
12:30	7.0	6.7	6.5	6.6	6.9	7.8	10.5	6.8	9.1	7.4
12:45	7.4	7.1	6.9	6.9	7.3	8.4	11.1	7.1	9.7	7.9
13:00	7.6	7.2	7.3	7.1	7.5	8.9	11.7	7.3	10.3	8.2
13:15	6.9	6.5	6.8	6.6	7.0	8.9	11.7	6.8	10.3	7.8
13:30	6.5	6.2	6.5	6.2	6.7	8.7	11.9	6.4	10.3	7.5
13:45	6.2	6.0	6.2	5.9	6.5	8.5	12.2	6.2	10.4	7.4
14:00	6.2	5.9	6.0	5.8	6.4	8.5	12.6	6.1	10.5	7.3
14:15	6.3	6.0	6.1	6.0	6.5	8.5	12.6	6.2	10.5	7.4
14:30	6.5	6.3	6.4	6.3	6.7	8.5	12.6	6.4	10.6	7.6
14:45	6.8	6.4	6.5	6.4	6.9	8.6	12.5	6.6	10.5	7.7
15:00	6.7	6.3	6.6	6.2	6.7	8.7	12.6	6.5	10.6	7.7
15:15	6.7	6.2	6.6	6.1	6.6	8.7	12.9	6.5	10.8	7.7
15:30	6.9	6.3	6.7	6.2	6.8	8.8	13.0	6.6	10.9	7.8
15:45	7.2	6.5	6.9	6.4	7.2	9.1	13.1	6.8	11.1	8.1

2.2 TV Nutzung nach Wochentagen: Rating in %

TELECONTROL 2008 / Deutsche Schweiz

VIERTELSTUNDEN-RATINGS in % (Mo-So)

Universum: 5'033'000 Personen (3+) Stichprobe: 2'254 Personen

	Wochentage							Montag - Freitag	Samstag - Sonntag	Montag - Sonntag
	Montag	Dienstag	Mittwoch	Donnerstag	Freitag	Samstag	Sonntag			
16:00	7.3	6.8	7.1	6.7	7.6	9.5	13.3	7.1	11.4	8.3
16:15	8.2	7.7	7.8	7.6	8.4	10.1	13.7	7.9	11.9	9.1
16:30	8.8	8.3	8.4	8.4	9.0	10.6	14.0	8.6	12.3	9.7
16:45	9.5	9.0	9.0	9.0	9.7	11.1	14.5	9.2	12.8	10.3
17:00	10.0	9.6	9.5	9.4	10.2	11.4	14.8	9.7	13.1	10.7
17:15	11.1	10.6	10.5	10.3	11.1	11.9	15.3	10.7	13.6	11.5
17:30	12.0	11.3	11.2	11.1	11.7	12.6	15.9	11.5	14.3	12.3
17:45	13.2	12.3	12.3	12.2	12.6	13.5	17.0	12.5	15.2	13.3
18:00	16.1	15.1	14.8	14.9	15.1	15.4	19.0	15.2	17.2	15.8
18:15	17.8	16.8	16.2	16.5	16.2	16.6	21.0	16.7	18.8	17.3
18:30	19.1	18.4	17.7	17.9	17.4	17.9	22.5	18.1	20.2	18.7
18:45	20.4	19.7	18.7	18.9	18.4	19.6	24.0	19.2	21.8	20.0
19:00	23.5	22.7	21.7	21.8	21.0	21.1	25.7	22.1	23.4	22.5
19:15	25.6	24.8	23.6	23.6	22.8	22.4	27.3	24.1	24.8	24.3
19:30	29.8	28.9	27.4	27.6	26.4	26.2	32.5	28.0	29.4	28.4
19:45	31.9	30.7	29.2	29.5	28.0	27.6	34.9	29.9	31.2	30.3
20:00	31.8	30.5	29.0	29.5	28.4	27.8	35.2	29.8	31.5	30.3
20:15	33.2	31.4	30.2	30.8	30.0	29.7	37.3	31.1	33.5	31.8
20:30	34.5	32.6	31.7	32.1	31.1	31.0	38.9	32.4	35.0	33.1
20:45	35.3	33.7	32.7	33.0	31.7	31.9	40.3	33.3	36.1	34.1
21:00	35.5	34.4	33.5	32.7	32.1	32.8	41.0	33.6	36.9	34.6
21:15	35.3	34.9	33.4	32.5	31.8	33.2	41.0	33.6	37.1	34.6
21:30	34.2	34.5	32.5	32.0	31.5	33.3	40.4	32.9	36.8	34.0
21:45	31.6	31.9	31.1	30.6	30.0	32.3	36.8	31.0	34.5	32.0
22:00	30.5	30.9	30.3	29.9	29.3	31.0	34.4	30.2	32.7	30.9
22:15	25.7	26.4	26.4	26.3	26.4	29.0	30.6	26.2	29.8	27.2
22:30	21.9	23.1	23.4	23.1	24.3	26.8	26.4	23.1	26.6	24.1
22:45	18.4	19.5	19.4	19.8	22.3	24.2	22.0	19.9	23.1	20.8
23:00	15.3	16.7	16.0	17.2	20.3	21.5	18.1	17.1	19.8	17.9
23:15	12.8	14.0	12.9	13.7	18.1	18.8	14.9	14.3	16.8	15.0
23:30	10.8	11.5	10.6	11.1	15.9	16.7	11.8	12.0	14.2	12.6
23:45	8.9	9.3	9.0	9.3	13.1	14.5	9.6	9.9	12.0	10.5
0:00	7.2	7.7	7.5	7.8	11.0	12.6	7.8	8.3	10.2	8.8
0:15	5.8	6.2	6.3	6.3	9.3	10.7	6.3	6.8	8.5	7.3
0:30	4.6	5.0	5.1	5.1	7.9	9.1	5.2	5.5	7.2	6.0
0:45	3.9	4.2	4.3	4.2	6.8	7.9	4.4	4.7	6.1	5.1
R 18-23	27.6	27.0	26.1	26.1	25.7	26.5	31.6	26.5	29.0	27.2
NT 18-23	81	78	78	77	80	95	83	80	87	82
R 24h	9.4	9.2	9.0	9.0	9.4	10.4	12.3	9.2	11.4	9.8
NT 24h	132	130	130	136	150	177	135	133	164	141

R = Rating in % NT = Nutzungsminuten gesamt

2.2 TV Nutzung nach Wochentagen: Rating in %

TELECONTROL 2008 / Deutsche Schweiz

VIERTELSTUNDEN-RATINGS in % (Mo-So)

Universum: 5'033'000 Personen (3+) Stichprobe: 2'254 Personen

	Total	Geschlecht		Alter					Abgeschlossene Ausbildung			Total Haushalte	
	Personen	Männer	Frauen	3-14	15 - 24	25 - 44	45 - 64	65 +	keine	oblig. Schule	Berufslehre		höhere Ausb.*
6:00	1.1	1.1	1.0	0.1	0.8	1.0	1.7	1.0	0.2	1.0	1.5	0.8	2.2
6:15	1.1	1.2	1.1	0.2	0.8	1.0	1.8	1.1	0.3	1.1	1.5	0.8	2.3
6:30	1.2	1.3	1.1	0.5	1.0	1.2	1.8	1.2	0.6	1.2	1.6	0.9	2.6
6:45	1.3	1.3	1.3	1.0	0.9	1.2	1.8	1.3	0.9	1.3	1.6	0.9	2.8
7:00	1.5	1.5	1.5	1.6	0.9	1.3	2.0	1.5	1.5	1.5	1.7	1.1	3.2
7:15	1.7	1.7	1.7	2.3	1.0	1.4	2.0	1.7	2.1	1.8	1.8	1.1	3.5
7:30	1.9	1.9	1.9	3.1	1.0	1.6	2.1	1.9	2.6	2.0	1.9	1.2	4.0
7:45	2.1	2.1	2.2	3.4	1.1	1.8	2.3	2.3	2.9	2.2	2.1	1.4	4.4
8:00	2.4	2.3	2.4	3.8	1.2	2.0	2.4	2.7	3.2	2.2	2.4	1.7	4.9
8:15	2.6	2.5	2.6	4.2	1.4	2.2	2.4	2.9	3.5	2.3	2.5	1.9	5.2
8:30	2.7	2.6	2.8	4.4	1.6	2.5	2.5	3.1	3.7	2.5	2.7	2.0	5.5
8:45	2.9	2.7	3.0	4.5	1.7	2.7	2.6	3.3	3.8	2.6	2.9	2.1	5.9
9:00	3.1	2.9	3.2	4.6	1.9	2.8	2.7	3.7	3.9	2.7	3.2	2.2	6.2
9:15	3.2	3.0	3.5	4.7	2.1	3.0	2.9	3.9	4.0	2.9	3.3	2.4	6.6
9:30	3.4	3.1	3.7	4.6	2.2	3.2	3.0	4.2	4.0	3.2	3.5	2.5	6.9
9:45	3.6	3.3	3.9	4.6	2.4	3.5	3.2	4.5	4.0	3.5	3.8	2.7	7.3
10:00	3.8	3.5	4.1	4.4	2.7	3.7	3.5	4.9	3.9	3.9	4.1	2.9	7.7
10:15	4.0	3.6	4.4	4.4	2.9	3.9	3.7	5.2	3.9	4.1	4.4	3.0	8.1
10:30	4.3	3.7	4.7	4.3	3.1	4.1	4.0	5.7	3.9	4.4	4.7	3.2	8.6
10:45	4.5	3.9	5.0	4.2	3.3	4.3	4.3	6.1	3.8	4.8	5.0	3.4	9.1
11:00	4.7	4.1	5.3	4.1	3.5	4.5	4.5	6.6	3.8	5.1	5.2	3.5	9.5
11:15	5.0	4.3	5.6	4.2	3.7	4.7	4.8	7.0	4.0	5.5	5.6	3.7	10.0
11:30	5.3	4.6	5.9	4.4	3.9	5.0	5.1	7.5	4.2	5.7	5.9	3.9	10.6
11:45	5.6	4.8	6.3	4.7	4.2	5.3	5.5	7.8	4.5	5.9	6.3	4.1	11.2
12:00	6.0	5.4	6.7	5.2	4.6	5.7	6.1	8.2	5.1	6.2	6.9	4.5	12.0
12:15	6.8	6.1	7.4	5.6	5.1	6.5	7.0	9.0	5.6	6.8	7.8	5.1	13.3
12:30	7.4	6.7	8.1	6.4	5.5	7.1	7.6	10.1	6.1	7.7	8.6	5.5	14.6
12:45	7.9	7.1	8.6	6.6	5.7	7.2	8.0	11.5	6.2	8.5	9.0	5.9	15.4
13:00	8.2	7.4	8.9	6.1	5.7	7.1	8.3	13.2	5.8	9.5	9.4	6.3	16.1
13:15	7.8	6.9	8.6	5.5	5.7	7.0	8.0	12.0	5.3	9.2	9.1	5.8	15.3
13:30	7.5	6.6	8.4	5.1	5.6	6.9	7.7	11.5	5.1	9.2	8.8	5.6	14.8
13:45	7.4	6.4	8.3	4.9	5.5	6.8	7.6	11.2	4.9	9.4	8.5	5.6	14.5
14:00	7.3	6.4	8.2	4.7	5.5	6.8	7.5	11.4	4.7	9.6	8.4	5.5	14.4
14:15	7.4	6.3	8.5	4.4	5.6	6.7	7.6	12.0	4.6	10.1	8.6	5.6	14.7
14:30	7.6	6.3	8.8	4.4	5.7	6.8	7.9	12.6	4.6	10.5	8.8	5.7	15.1
14:45	7.7	6.4	9.0	4.3	5.8	6.9	8.0	12.7	4.6	10.7	8.9	5.9	15.4
15:00	7.7	6.4	8.9	4.4	5.8	6.7	8.0	12.9	4.6	10.7	8.8	5.8	15.3
15:15	7.7	6.5	8.8	4.6	5.8	6.5	8.0	13.0	4.7	10.7	8.8	5.8	15.3
15:30	7.8	6.6	8.9	4.9	5.9	6.5	8.1	13.1	5.0	10.7	9.0	5.8	15.5
15:45	8.1	6.9	9.2	5.3	6.0	6.6	8.4	13.7	5.3	11.0	9.2	5.9	16.0

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VIERTELSTUNDEN-RATINGS in % (Mo-So)

Universum: 5'033'000 Personen (3+) Stichprobe: 2'254 Personen

	Total	Geschlecht		Alter					Abgeschlossene Ausbildung			Total	
	Personen	Männer	Frauen	3-14	15 - 24	25 - 44	45 - 64	65 +	keine	oblig. Schule	Berufslehre	höhere Ausb.*	Haushalte
16:00	8.3	7.2	9.4	5.8	6.0	6.7	8.6	14.4	5.8	11.3	9.5	6.0	16.4
16:15	9.1	7.7	10.3	6.4	6.2	7.2	9.2	16.3	6.3	12.0	10.5	6.4	17.7
16:30	9.7	8.2	11.1	7.1	6.6	7.6	9.7	17.6	6.9	12.7	11.3	6.7	18.8
16:45	10.3	8.6	11.8	7.5	7.1	8.0	10.2	19.0	7.3	13.4	12.0	7.1	20.0
17:00	10.7	9.2	12.1	8.1	7.5	8.4	10.6	19.4	7.9	13.5	12.5	7.6	20.8
17:15	11.5	10.0	13.0	8.9	8.3	9.2	11.3	20.6	8.7	14.4	13.5	8.1	22.3
17:30	12.3	10.8	13.7	9.8	9.0	10.0	11.8	21.4	9.5	15.7	14.2	8.5	23.5
17:45	13.3	11.9	14.6	10.4	9.5	10.7	12.4	24.3	10.1	17.5	15.3	9.3	25.2
18:00	15.8	14.3	17.2	11.3	10.5	12.0	14.6	31.9	11.1	21.0	18.1	11.7	29.4
18:15	17.3	15.7	18.7	12.7	11.2	13.1	16.3	34.5	12.3	22.4	19.9	12.7	31.7
18:30	18.7	17.2	20.1	13.8	11.7	14.3	17.9	36.8	13.2	23.5	21.7	14.0	34.0
18:45	20.0	18.5	21.3	14.5	11.7	15.4	19.3	39.5	13.8	24.5	23.3	15.3	35.9
19:00	22.5	21.0	23.9	14.1	12.0	17.2	22.9	45.4	13.7	27.7	26.6	18.0	40.0
19:15	24.3	22.7	25.7	14.2	12.3	18.8	25.8	48.4	13.8	29.1	29.0	20.0	43.0
19:30	28.4	27.0	29.7	14.1	12.9	22.1	32.2	56.0	13.8	32.1	34.0	25.7	49.5
19:45	30.3	28.7	31.7	14.3	13.4	24.3	34.7	58.4	13.9	33.5	36.4	27.8	52.3
20:00	30.3	28.5	32.0	14.0	13.9	25.3	34.6	56.9	13.7	33.2	36.8	27.4	52.2
20:15	31.8	29.7	33.8	13.4	14.8	27.8	36.4	58.0	13.3	34.1	38.6	29.6	54.2
20:30	33.1	30.9	35.2	13.7	15.8	30.0	37.9	58.6	13.8	34.9	40.1	31.3	56.1
20:45	34.1	31.9	36.1	13.5	16.5	31.8	39.1	58.8	13.8	35.4	41.2	32.7	57.5
21:00	34.6	32.5	36.5	12.9	16.9	33.3	39.8	57.9	13.4	35.0	41.9	33.7	58.2
21:15	34.6	32.6	36.4	12.2	16.9	34.1	40.0	56.9	12.8	34.6	41.9	34.3	58.3
21:30	34.0	32.2	35.8	11.1	16.8	34.1	39.6	55.2	11.9	33.7	41.4	34.1	57.4
21:45	32.0	30.8	33.2	9.7	16.3	33.3	37.7	49.2	10.7	30.5	38.9	32.8	54.3
22:00	30.9	30.0	31.6	8.5	15.7	32.6	36.8	46.4	9.5	28.8	37.6	32.3	52.5
22:15	27.2	27.0	27.4	6.8	14.3	29.6	32.9	38.9	7.9	24.6	33.5	28.5	46.7
22:30	24.1	24.3	23.9	5.5	12.8	26.6	29.6	33.4	6.5	21.4	29.9	25.1	41.7
22:45	20.8	21.1	20.5	4.4	11.3	23.3	25.9	27.6	5.4	18.2	26.0	21.4	36.5
23:00	17.9	18.1	17.6	3.4	10.0	20.3	22.6	22.7	4.3	15.5	22.6	18.1	31.8
23:15	15.0	15.4	14.6	2.7	8.7	17.4	19.3	17.9	3.5	12.6	19.2	15.1	27.0
23:30	12.6	13.1	12.1	2.0	7.6	14.9	16.4	14.0	2.8	10.3	16.3	12.6	22.9
23:45	10.5	11.1	10.0	1.6	6.7	12.8	13.8	10.6	2.3	8.3	13.7	10.3	19.2
0:00	8.8	9.4	8.2	1.2	5.8	10.8	11.7	8.4	1.9	6.9	11.6	8.6	16.3
0:15	7.3	7.9	6.6	0.9	5.0	9.0	9.8	6.5	1.5	5.7	9.5	7.0	13.5
0:30	6.0	6.6	5.4	0.7	4.4	7.4	8.1	5.1	1.2	4.8	7.9	5.8	11.2
0:45	5.1	5.6	4.6	0.5	3.9	6.3	7.0	4.3	1.0	4.3	6.7	4.8	9.6
R 18-23	27.2	25.8	28.5	11.7	13.9	24.9	30.7	47.4	11.9	28.9	32.8	25.4	47.1
NR 18-23	59.1	58.2	59.5	41.6	37.9	57.7	64.6	80.5	38.4	56.9	64.7	58.1	81.5
R 24h	9.8	9.3	10.3	5.0	5.9	9.2	11.0	15.6	5.0	10.6	11.8	8.6	17.9
NR 24h	69.2	68.7	68.7	58.4	51.0	67.7	72.6	85.2	52.2	65.7	72.8	66.0	87.3

R = Rating in %

NR = Tagesreichweite in %

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VIERTELSTUNDEN-RATINGS in Tausend (Mo-So)

Universum: 5'033'000 Personen (3+) Stichprobe: 2'254 Personen

	Total	Geschlecht		Alter					Abgeschlossene Ausbildung				Total
	Personen	Männer	Frauen	3-14	15 - 24	25 - 44	45 - 64	65 +	keine	oblig. Schule	Berufslehre	höhere Ausb.*	Haushalte
6:00	53	27	26	1	5	15	24	9	1	5	33	11	46
6:15	56	29	27	1	5	16	24	9	2	5	34	11	48
6:30	62	32	29	3	6	18	25	10	5	6	35	12	53
6:45	66	33	33	6	5	18	25	11	8	6	35	13	57
7:00	76	38	39	11	6	20	28	13	12	7	38	15	65
7:15	85	41	43	15	6	21	28	15	17	9	39	15	72
7:30	97	47	49	20	6	24	29	16	22	10	43	17	82
7:45	108	52	55	22	7	28	32	19	24	11	47	20	91
8:00	120	57	62	25	8	31	34	23	27	11	52	24	101
8:15	129	61	67	27	9	34	34	24	29	12	56	26	108
8:30	137	64	72	29	10	38	34	26	30	12	59	28	114
8:45	145	68	77	29	11	41	36	28	31	13	64	30	121
9:00	154	71	83	30	12	43	38	31	32	14	69	31	128
9:15	163	74	89	31	13	46	40	33	33	15	73	34	136
9:30	171	77	94	30	14	49	42	35	33	16	78	36	142
9:45	181	81	100	30	15	53	45	38	33	18	84	37	150
10:00	192	86	106	29	17	57	48	41	32	19	90	40	159
10:15	202	89	113	29	18	60	51	44	32	21	96	42	167
10:30	214	92	121	28	19	63	56	48	32	22	103	45	178
10:45	225	96	129	27	21	66	59	51	32	24	110	47	186
11:00	236	100	135	27	22	69	63	55	32	26	116	49	195
11:15	250	106	143	28	23	72	67	59	33	27	123	51	206
11:30	265	113	151	29	24	76	71	63	34	28	131	54	217
11:45	280	119	160	31	26	81	76	66	37	30	140	56	230
12:00	304	133	171	34	29	87	85	69	42	31	152	62	246
12:15	340	151	188	37	31	99	97	76	46	34	172	70	274
12:30	374	167	207	42	34	108	105	85	50	38	189	76	300
12:45	396	176	219	43	35	110	111	96	51	42	200	81	317
13:00	412	182	229	40	36	109	116	111	48	47	208	88	331
13:15	391	169	221	36	36	107	111	101	44	46	201	80	314
13:30	378	162	216	34	35	105	107	97	42	46	195	77	304
13:45	370	158	212	32	34	104	105	94	40	47	188	77	298
14:00	369	157	211	31	34	103	104	96	39	48	186	77	297
14:15	374	155	218	29	35	102	106	101	38	50	189	77	302
14:30	383	156	227	29	35	103	109	106	38	52	194	80	311
14:45	388	157	231	28	36	105	111	107	38	53	196	82	317
15:00	387	159	227	29	36	102	111	109	38	53	195	81	314
15:15	387	161	225	30	36	100	112	109	39	53	194	80	314
15:30	392	164	228	32	37	100	113	110	41	53	197	80	319
15:45	406	170	235	35	37	102	117	115	44	55	204	82	329

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VIERTELSTUNDEN-RATINGS in Tausend (Mo-So)

Universum: 5'033'000 Personen (3+) Stichprobe: 2'254 Personen

	Total	Geschlecht		Alter					Abgeschlossene Ausbildung			Total	
	Personen	Männer	Frauen	3-14	15 - 24	25 - 44	45 - 64	65 +	keine	oblig. Schule	Berufslehre	höhere Ausb.*	Haushalte
16:00	419	177	242	38	38	102	120	121	48	56	210	84	338
16:15	456	190	265	42	39	109	127	138	52	60	232	88	364
16:30	486	202	283	46	41	116	134	148	57	63	248	93	387
16:45	517	214	302	49	44	122	141	160	61	67	265	99	412
17:00	538	227	311	53	47	129	147	163	65	67	276	105	427
17:15	581	247	333	59	51	141	157	173	72	72	299	112	460
17:30	617	267	350	64	56	153	164	180	79	78	314	118	485
17:45	669	295	373	68	59	164	172	205	84	87	337	129	519
18:00	794	353	440	74	65	183	203	268	92	104	400	161	605
18:15	869	389	479	83	70	200	226	290	102	111	441	176	652
18:30	941	424	516	90	73	219	248	310	110	116	479	193	699
18:45	1,005	457	546	95	73	235	268	332	115	121	515	210	739
19:00	1,132	519	611	92	75	263	318	382	113	137	588	247	824
19:15	1,223	562	660	93	76	287	358	407	114	144	641	276	884
19:30	1,429	667	761	92	80	337	447	471	114	159	752	354	1,018
19:45	1,523	709	812	94	83	371	482	491	115	166	805	383	1,076
20:00	1,525	704	821	92	87	387	481	478	114	164	814	377	1,075
20:15	1,600	734	865	88	92	425	506	488	111	169	853	408	1,115
20:30	1,667	764	902	90	98	458	527	493	114	173	886	431	1,155
20:45	1,716	789	925	89	103	486	542	495	114	175	911	450	1,184
21:00	1,739	803	934	85	105	509	552	487	111	174	926	464	1,199
21:15	1,741	806	933	80	105	520	556	479	106	171	928	471	1,199
21:30	1,713	794	917	73	104	521	550	464	99	167	915	469	1,181
21:45	1,612	761	850	64	101	509	524	413	89	151	860	451	1,117
22:00	1,554	742	811	55	97	499	511	391	79	143	831	444	1,080
22:15	1,371	668	702	45	89	452	457	327	66	122	741	391	960
22:30	1,214	601	612	36	79	406	411	280	54	106	663	344	859
22:45	1,047	521	525	29	70	356	360	232	45	90	577	294	751
23:00	899	447	451	22	62	310	313	191	36	77	501	249	654
23:15	756	381	374	17	54	266	267	150	29	63	425	208	555
23:30	635	324	310	13	47	228	228	118	23	51	360	174	471
23:45	529	273	255	10	42	195	192	90	19	41	303	142	396
0:00	443	233	210	8	36	166	163	70	15	34	255	118	334
0:15	365	195	170	6	31	137	135	55	12	28	210	97	278
0:30	302	162	139	4	27	113	113	43	10	24	173	80	231
0:45	257	139	117	4	24	96	97	36	8	21	147	67	198
NT 18-23	82	78	86	35	42	75	92	142	36	87	99	76	141
NS 18-23	138	133	144	84	110	129	142	177	93	152	152	131	173
NT 24h	141	134	149	72	84	132	158	225	72	152	170	124	257
NS 24h	204	193	216	123	165	194	217	264	138	231	232	187	295

NT = Nutzungsminuten gesamt NS = Nutzungsminuten pro Seher* Maturität / Seminar / Diplommittelschule / höh. Fach- u. Berufsausbildung / höh. Fachschule / Hochschule / Universität

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PUBLIKUMSANTEILE in % (Mo-So)

Universum: 5'033'000 Personen (3+) Stichprobe: 2'254 Personen

	Total Personen	Geschlecht		Alter					Abgeschlossene Ausbildung			
		Männer	Frauen	3-14	15 - 24	25 - 44	45 - 64	65 +	keine	oblig. Schule	Berufslehre	höhere Ausb.*
6:00	100	51	49	1	9	29	45	16	2	9	62	20
6:15	100	51	49	2	9	28	44	16	4	10	61	20
6:30	100	52	48	5	10	29	40	16	8	10	57	19
6:45	100	49	51	9	8	28	38	17	11	10	54	19
7:00	100	49	51	14	8	26	36	17	16	10	50	19
7:15	100	49	51	18	7	25	33	17	20	11	47	17
7:30	100	48	52	21	6	25	31	17	23	11	45	17
7:45	100	48	52	21	6	26	29	18	22	10	44	18
8:00	100	47	53	21	6	26	28	19	22	10	44	20
8:15	100	47	53	21	7	27	26	19	23	9	43	20
8:30	100	46	54	20	7	28	25	19	22	9	44	20
8:45	100	45	55	20	8	29	24	20	21	9	44	20
9:00	100	44	55	19	8	29	24	21	20	9	46	20
9:15	100	43	57	18	8	29	24	21	20	9	46	20
9:30	100	43	57	17	9	29	24	21	19	10	46	20
9:45	100	42	58	16	9	30	24	21	18	10	47	20
10:00	100	42	58	15	9	31	24	21	17	10	47	20
10:15	100	41	59	14	9	31	25	21	16	10	48	20
10:30	100	40	60	13	10	30	25	22	15	11	49	20
10:45	100	40	60	12	10	30	25	22	14	11	49	20
11:00	100	40	60	11	10	30	26	23	14	11	49	20
11:15	100	40	60	11	10	29	26	24	13	11	49	20
11:30	100	40	60	11	10	29	26	24	13	11	50	20
11:45	100	40	60	11	10	29	27	23	14	11	50	19
12:00	100	42	58	12	10	29	27	22	14	10	50	20
12:15	100	43	57	11	10	29	28	22	14	10	50	20
12:30	100	44	56	12	9	29	28	23	14	10	50	20
12:45	100	44	56	11	9	28	28	24	13	11	50	20
13:00	100	43	57	10	9	26	28	27	12	12	50	21
13:15	100	42	58	10	9	27	28	26	12	12	52	20
13:30	100	41	59	9	10	27	28	26	12	12	51	20
13:45	100	40	60	9	10	28	28	26	11	13	51	20
14:00	100	40	60	9	10	28	27	27	11	14	50	20
14:15	100	39	61	8	10	27	28	28	11	14	50	20
14:30	100	38	62	8	9	26	28	29	10	14	50	20
14:45	100	38	62	7	9	27	28	29	10	14	50	20
15:00	100	39	61	8	9	26	28	29	10	14	50	20
15:15	100	39	61	8	10	25	28	29	10	14	50	20
15:30	100	40	60	9	10	25	28	29	11	14	50	20
15:45	100	40	60	9	9	24	28	29	11	14	50	19

* Maturität / Seminar / Diplommittelschule / höh. Fach- u. Berufsausbildung / höh. Fachschule / Hochschule / Universität

TELECONTROL 2008 / Deutsche Schweiz

PUBLIKUMSANTEILE in % (Mo-So)

Universum: 5'033'000 Personen (3+) Stichprobe: 2'254 Personen

	Total Personen	Geschlecht		Alter					Abgeschlossene Ausbildung			
		Männer	Frauen	3-14	15 - 24	25 - 44	45 - 64	65 +	keine	oblig. Schule	Berufslehre	höhere Ausb.*
16:00	100	40	59	9	9	24	28	30	12	14	50	19
16:15	100	40	60	10	9	23	27	31	12	13	51	19
16:30	100	40	60	10	9	23	27	31	12	13	51	19
16:45	100	40	60	10	9	23	27	32	12	13	51	19
17:00	100	41	59	10	9	23	27	31	12	13	51	19
17:15	100	42	58	10	9	24	27	30	13	13	51	19
17:30	100	43	57	11	9	25	26	30	13	13	51	19
17:45	100	44	56	10	9	24	25	31	13	13	50	19
18:00	100	44	56	9	8	23	25	34	12	13	50	20
18:15	100	45	55	10	8	23	26	34	12	13	51	20
18:30	100	45	55	10	8	23	26	33	12	13	51	20
18:45	100	45	55	9	7	23	27	34	11	12	51	21
19:00	100	46	54	8	7	23	28	34	10	12	52	22
19:15	100	46	54	8	6	23	29	34	9	12	52	23
19:30	100	47	53	6	6	23	31	33	8	11	53	25
19:45	100	47	54	6	6	24	32	33	8	11	53	25
20:00	100	46	54	6	6	25	31	32	7	11	53	25
20:15	100	46	54	6	6	26	32	31	7	11	53	25
20:30	100	46	54	5	6	27	32	30	7	10	53	26
20:45	100	46	54	5	6	28	32	29	7	10	53	26
21:00	100	46	54	5	6	29	32	28	6	10	53	27
21:15	100	46	54	5	6	30	32	28	6	10	53	27
21:30	100	46	54	4	6	30	32	27	6	10	53	27
21:45	100	47	53	4	6	32	33	26	6	9	53	28
22:00	100	48	52	4	6	32	33	25	5	9	54	29
22:15	100	49	51	3	7	33	33	24	5	9	54	29
22:30	100	50	50	3	7	34	34	23	4	9	55	28
22:45	100	50	50	3	7	34	34	22	4	9	55	28
23:00	100	50	50	2	7	35	35	21	4	9	56	28
23:15	100	50	50	2	7	35	36	20	4	8	56	28
23:30	100	51	49	2	8	36	36	18	3	8	57	27
23:45	100	51	49	2	8	37	36	17	3	8	58	27
0:00	100	52	48	2	8	38	37	16	3	8	58	27
0:15	100	53	47	1	9	38	37	15	3	8	58	26
0:30	100	54	46	1	9	37	38	15	3	8	58	26
0:45	100	54	46	1	10	37	38	14	3	9	58	26
18-23	100	47	53	6	6	28	31	29	7	11	53	26
24h	100	46	54	7	7	28	31	27	8	11	53	24

* Maturität / Seminar / Diplommittelschule / höh. Fach- u. Berufsausbildung / höh. Fachschule / Hochschule / Universität

2.5 TV Nutzung nach Soziodemografie: Publikumsanteile in %

TELECONTROL 2008 / Deutsche Schweiz

TAGESREICHWEITE in %, TV-Total

Universum: 5'033'000 Personen (3+) Stichprobe: 2'254 Personen

	Wochentage							Montag - Freitag	Samstag - Sonntag	Montag - Sonntag
	Montag	Dienstag	Mittwoch	Donnerstag	Freitag	Samstag	Sonntag			
Total Personen	69.3	68.7	68.1	68.5	68.2	67.9	73.9	68.5	70.9	69.2
Geschlecht										
Männer	67.6	67.4	67.1	67.5	67.1	68.7	75.1	67.4	71.9	68.7
Frauen	69.8	69.0	68.1	68.4	68.2	66.1	71.6	68.7	68.9	68.7
Alter										
3-14	56.9	56.2	55.7	58.5	61.0	60.1	60.3	57.6	60.2	58.4
15-24	51.1	48.8	48.8	50.2	51.2	51.6	55.3	50.0	53.5	51.0
25-44	67.8	67.6	67.0	66.2	65.4	65.7	74.4	66.8	70.0	67.7
45-64	73.0	72.7	71.8	72.0	70.5	70.1	78.1	72.0	74.1	72.6
65+	85.7	85.7	85.1	85.1	84.4	83.3	87.0	85.2	85.1	85.2
Abgeschlossene Ausbildung										
keine/andere	51.3	50.1	50.1	51.4	54.2	53.6	54.6	51.4	54.1	52.2
oblig. Schule	66.8	65.6	65.3	65.2	65.1	63.7	68.2	65.6	66.0	65.7
Berufslehre	73.5	73.1	72.4	72.4	71.2	69.9	76.8	72.5	73.4	72.8
höhere Ausbildung*	66.5	66.5	65.3	64.6	64.0	64.1	71.4	65.4	67.8	66.0

* Maturität / Seminar / Diplommittelschule / höh. Fach- u. Berufsausbildung / höh. Fachschule / Hochschule / Universität

TELECONTROL 2008 / Deutsche Schweiz

NUTZUNG in Minuten, TV-Total

Universum: 5'033'000 Personen (3+) Stichprobe: 2'254 Personen

2.7 TV-Nutzung nach Wochentag und Soziodemografie: Nutzung in Minuten

	Wochentage							Montag - Freitag	Samstag - Sonntag	Montag - Sonntag
	Montag	Dienstag	Mittwoch	Donnerstag	Freitag	Samstag	Sonntag			
Total Personen	135	132	130	130	136	150	177	133	164	141
Geschlecht										
Männer	121	120	120	118	125	149	181	121	165	134
Frauen	148	144	140	140	145	150	173	144	161	149
Alter										
3-14	64	63	65	67	78	88	80	67	84	72
15-24	83	76	80	79	80	91	103	80	97	84
25-44	127	122	119	119	122	140	178	122	159	132
45-64	149	147	143	144	149	168	209	146	189	158
65+	220	222	217	211	225	229	253	219	241	225
Abgeschlossene Ausbildung										
keine/andere	65	63	65	66	76	87	82	67	84	72
oblig. Schule	154	146	145	144	143	156	178	146	167	152
Berufslehre	163	161	157	155	162	175	213	160	194	170
höhere Ausbildung*	117	115	112	111	117	133	162	114	148	124

* Maturität / Seminar / Diplommittelschule / höh. Fach- u. Berufsausbildung / höh. Fachschule / Hochschule / Universität

TELECONTROL 2008 / Deutsche Schweiz

VIERTELSTUNDEN-RATINGS in % (Mo-So)

Universum: 5'033'000 Personen (3+) Stichprobe: 2'254 Personen

2.8 TV Nutzung nach Sender: Rating in %

	Total TV	SRG SSR idée suisse				Schweiz Private	Ausland: Service public						Ausland: Private					Andere
		SF1	SF2	SFi	Übrige		ARD	ZDF	ORF1	ORF2	3SAT	ARTE	RTL	RTL2	SAT1	PRO7	KAB1	
6:00	1.1	0.1	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.0	0.2
6:15	1.1	0.1	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.0	0.3
6:30	1.2	0.1	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.0	0.3
6:45	1.3	0.1	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.2	0.1	0.0	0.4
7:00	1.5	0.2	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.2	0.1	0.0	0.5
7:15	1.7	0.2	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.1	0.0	0.6
7:30	1.9	0.2	0.2	0.0	0.0	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.2	0.1	0.0	0.7
7:45	2.1	0.2	0.1	0.0	0.0	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.2	0.1	0.0	0.8
8:00	2.4	0.3	0.2	0.1	0.0	0.2	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.2	0.2	0.0	0.9
8:15	2.6	0.3	0.2	0.1	0.0	0.2	0.1	0.1	0.1	0.0	0.0	0.0	0.1	0.1	0.2	0.2	0.0	1.0
8:30	2.7	0.3	0.2	0.1	0.0	0.2	0.1	0.1	0.1	0.0	0.0	0.0	0.1	0.1	0.2	0.2	0.0	1.0
8:45	2.9	0.3	0.2	0.1	0.0	0.2	0.1	0.1	0.1	0.0	0.0	0.0	0.1	0.1	0.2	0.2	0.1	1.1
9:00	3.1	0.3	0.3	0.1	0.0	0.2	0.1	0.1	0.1	0.0	0.0	0.0	0.1	0.1	0.2	0.2	0.1	1.1
9:15	3.2	0.3	0.3	0.1	0.0	0.2	0.1	0.2	0.1	0.0	0.0	0.0	0.2	0.1	0.1	0.2	0.1	1.2
9:30	3.4	0.3	0.4	0.1	0.0	0.2	0.1	0.2	0.1	0.0	0.0	0.0	0.2	0.2	0.1	0.2	0.1	1.2
9:45	3.6	0.3	0.4	0.1	0.0	0.2	0.1	0.2	0.1	0.0	0.0	0.0	0.2	0.2	0.1	0.2	0.1	1.3
10:00	3.8	0.3	0.5	0.1	0.0	0.2	0.1	0.2	0.1	0.1	0.0	0.0	0.2	0.2	0.1	0.2	0.1	1.3
10:15	4.0	0.4	0.6	0.1	0.0	0.2	0.2	0.2	0.2	0.1	0.0	0.0	0.2	0.2	0.0	0.1	0.1	1.3
10:30	4.3	0.4	0.6	0.1	0.0	0.2	0.2	0.3	0.2	0.1	0.0	0.0	0.3	0.2	0.0	0.1	0.1	1.4
10:45	4.5	0.4	0.7	0.1	0.0	0.2	0.2	0.3	0.2	0.1	0.1	0.0	0.3	0.2	0.1	0.1	0.1	1.4
11:00	4.7	0.5	0.6	0.1	0.0	0.2	0.3	0.4	0.2	0.1	0.1	0.0	0.3	0.2	0.1	0.1	0.1	1.4
11:15	5.0	0.5	0.6	0.1	0.0	0.2	0.3	0.4	0.2	0.1	0.1	0.0	0.4	0.2	0.2	0.1	0.1	1.5
11:30	5.3	0.6	0.6	0.1	0.0	0.2	0.3	0.5	0.2	0.1	0.1	0.0	0.4	0.2	0.2	0.1	0.1	1.6
11:45	5.6	0.6	0.7	0.1	0.0	0.2	0.3	0.5	0.2	0.1	0.1	0.0	0.4	0.2	0.3	0.1	0.1	1.7
12:00	6.0	0.7	0.8	0.1	0.0	0.2	0.3	0.2	0.2	0.1	0.0	0.0	0.8	0.2	0.3	0.1	0.1	1.7
12:15	6.8	0.8	0.8	0.1	0.0	0.2	0.3	0.3	0.2	0.1	0.0	0.0	0.9	0.2	0.5	0.2	0.2	1.8
12:30	7.4	0.9	0.9	0.1	0.1	0.2	0.4	0.3	0.3	0.1	0.1	0.0	0.9	0.2	0.6	0.3	0.2	1.9
12:45	7.9	1.0	0.9	0.1	0.1	0.2	0.4	0.3	0.3	0.1	0.1	0.0	0.9	0.2	0.8	0.3	0.2	1.9
13:00	8.2	1.7	1.0	0.1	0.1	0.2	0.3	0.1	0.2	0.1	0.0	0.0	0.9	0.2	0.8	0.4	0.2	1.9
13:15	7.8	1.0	0.9	0.1	0.1	0.2	0.3	0.1	0.2	0.1	0.1	0.0	0.8	0.2	0.9	0.4	0.2	2.0
13:30	7.5	0.9	0.9	0.1	0.1	0.3	0.3	0.1	0.2	0.2	0.1	0.0	0.7	0.2	0.9	0.5	0.2	1.9
13:45	7.4	0.7	0.9	0.1	0.1	0.3	0.2	0.1	0.2	0.3	0.1	0.0	0.6	0.2	0.9	0.4	0.2	1.9
14:00	7.3	0.7	0.9	0.1	0.1	0.2	0.2	0.2	0.2	0.3	0.1	0.0	0.6	0.2	1.0	0.5	0.2	1.9
14:15	7.4	0.6	0.9	0.1	0.1	0.2	0.3	0.2	0.2	0.5	0.1	0.0	0.6	0.2	1.0	0.5	0.2	1.9
14:30	7.6	0.6	0.9	0.1	0.1	0.2	0.4	0.3	0.2	0.7	0.1	0.0	0.5	0.2	1.2	0.4	0.2	1.8
14:45	7.7	0.6	0.8	0.1	0.1	0.2	0.4	0.3	0.2	0.7	0.1	0.0	0.4	0.2	1.3	0.4	0.2	1.8
15:00	7.7	0.6	0.8	0.1	0.1	0.2	0.4	0.2	0.2	0.7	0.1	0.0	0.4	0.2	1.4	0.4	0.2	1.8
15:15	7.7	0.6	0.8	0.1	0.1	0.2	0.6	0.3	0.2	0.5	0.1	0.0	0.4	0.2	1.2	0.4	0.2	1.8
15:30	7.8	0.6	0.7	0.1	0.1	0.2	0.6	0.4	0.2	0.5	0.1	0.0	0.4	0.2	1.2	0.4	0.2	1.8
15:45	8.1	0.7	0.7	0.1	0.1	0.2	0.6	0.4	0.2	0.5	0.1	0.0	0.4	0.2	1.3	0.4	0.2	1.9

TELECONTROL 2008 / Deutsche Schweiz

VIERTELSTUNDEN-RATINGS in % (Mo-So)

Universum: 5'033'000 Personen (3+) Stichprobe: 2'254 Personen

2.8 TV Nutzung nach Sender: Rating in %

Mediapulse: Jahresbericht 2008

	Total TV	SRG SSR idée suisse				Schweiz Private	Ausland: Service public						Ausland: Private					Andere
		SF1	SF2	SFi	Übrige		ARD	ZDF	ORF1	ORF2	3SAT	ARTE	RTL	RTL2	SAT1	PRO7	KAB1	
16:00	8.3	0.8	0.8	0.1	0.1	0.2	0.4	0.6	0.2	0.3	0.1	0.0	0.4	0.2	1.4	0.4	0.2	2.0
16:15	9.1	0.9	0.8	0.1	0.1	0.2	0.5	1.1	0.2	0.3	0.1	0.0	0.4	0.2	1.5	0.5	0.1	2.1
16:30	9.7	1.0	0.8	0.1	0.1	0.2	0.5	1.2	0.2	0.3	0.1	0.0	0.4	0.3	1.5	0.4	0.2	2.2
16:45	10.3	1.1	0.9	0.1	0.1	0.2	0.6	1.2	0.3	0.2	0.2	0.0	0.5	0.3	1.6	0.5	0.2	2.4
17:00	10.7	1.5	1.0	0.1	0.1	0.3	0.5	0.6	0.3	0.1	0.2	0.1	0.5	0.3	1.4	0.6	0.3	2.7
17:15	11.5	1.7	1.1	0.1	0.1	0.4	0.8	0.6	0.4	0.1	0.2	0.1	0.7	0.3	1.2	0.6	0.3	2.9
17:30	12.3	1.6	1.2	0.1	0.1	0.5	0.9	0.8	0.4	0.1	0.1	0.1	1.1	0.4	1.0	0.6	0.3	3.1
17:45	13.3	1.4	1.3	0.1	0.1	0.9	1.0	0.9	0.4	0.1	0.2	0.1	1.3	0.4	0.9	0.6	0.3	3.4
18:00	15.8	3.1	1.2	0.1	0.1	2.3	1.2	0.9	0.4	0.1	0.2	0.1	1.0	0.4	0.9	0.4	0.3	3.1
18:15	17.3	4.1	1.1	0.1	0.1	1.6	1.3	1.1	0.4	0.1	0.2	0.1	1.1	0.4	1.0	0.5	0.3	3.5
18:30	18.7	5.1	1.1	0.1	0.1	1.4	1.5	1.2	0.3	0.1	0.2	0.1	1.5	0.4	0.8	0.7	0.3	3.7
18:45	20.0	5.9	1.1	0.1	0.1	1.6	1.2	1.0	0.4	0.1	0.3	0.1	1.4	0.4	1.0	0.7	0.3	4.1
19:00	22.5	8.8	1.3	0.1	0.1	2.1	1.1	0.5	0.3	0.1	0.1	0.2	1.3	0.4	0.9	0.8	0.3	4.1
19:15	24.3	9.8	1.5	0.1	0.1	1.5	1.3	0.5	0.3	0.1	0.1	0.2	1.4	0.5	0.9	1.1	0.3	4.6
19:30	28.4	15.2	1.2	0.1	0.2	1.0	1.2	0.6	0.3	0.1	0.1	0.1	1.6	0.5	1.0	0.8	0.3	4.0
19:45	30.3	17.0	1.3	0.1	0.2	1.0	0.6	0.8	0.3	0.1	0.1	0.1	1.9	0.4	1.1	0.7	0.4	4.0
20:00	30.3	10.6	2.5	0.6	0.2	2.8	1.3	1.4	0.3	0.2	0.2	0.1	2.1	0.6	0.9	1.2	0.5	4.8
20:15	31.8	9.4	3.1	0.7	0.2	1.7	2.2	1.9	1.0	0.5	0.4	0.3	1.9	0.6	1.1	1.3	0.6	5.0
20:30	33.1	9.4	3.2	0.4	0.2	1.5	2.5	2.2	1.2	0.7	0.4	0.3	2.1	0.7	1.1	1.3	0.7	5.2
20:45	34.1	8.8	3.7	0.3	0.2	1.5	2.7	2.3	1.3	0.7	0.5	0.4	2.2	0.7	1.3	1.3	0.8	5.3
21:00	34.6	8.4	4.0	0.4	0.2	1.8	2.7	2.3	1.1	0.6	0.4	0.3	2.2	0.8	1.4	1.5	0.9	5.6
21:15	34.6	9.1	4.1	0.5	0.2	1.5	2.7	2.3	1.3	0.6	0.4	0.3	1.9	0.7	1.3	1.5	0.8	5.5
21:30	34.0	8.9	3.7	0.4	0.2	1.5	2.7	2.3	1.3	0.6	0.4	0.3	1.8	0.8	1.3	1.4	0.9	5.5
21:45	32.0	9.2	3.9	0.4	0.2	1.6	1.4	1.3	1.0	0.3	0.3	0.4	2.1	0.8	1.4	1.6	0.9	5.2
22:00	30.9	10.7	3.6	0.2	0.2	1.5	1.0	0.9	0.9	0.2	0.2	0.3	1.9	0.9	1.3	1.4	0.8	4.8
22:15	27.2	6.7	4.1	0.4	0.2	1.3	1.1	1.1	0.9	0.2	0.2	0.3	1.8	0.7	1.2	1.5	0.7	4.9
22:30	24.1	5.3	4.0	0.4	0.2	1.2	1.0	1.0	0.8	0.2	0.2	0.3	1.6	0.7	1.0	1.1	0.6	4.5
22:45	20.8	4.4	2.8	0.5	0.1	1.0	0.9	0.9	0.7	0.3	0.2	0.2	1.5	0.7	0.8	1.1	0.6	4.2
23:00	17.9	3.4	2.0	0.4	0.1	1.0	0.7	0.8	0.7	0.2	0.2	0.2	1.3	0.7	0.7	0.9	0.6	3.7
23:15	15.0	2.6	1.6	0.4	0.1	0.7	0.6	0.8	0.7	0.3	0.2	0.1	1.1	0.5	0.7	0.9	0.5	3.3
23:30	12.6	2.0	1.1	0.3	0.1	0.6	0.5	0.7	0.6	0.3	0.2	0.1	0.9	0.5	0.6	0.8	0.5	2.7
23:45	10.5	1.3	0.9	0.2	0.1	0.5	0.5	0.6	0.5	0.3	0.2	0.1	0.8	0.5	0.5	0.8	0.5	2.4
0:00	8.8	0.9	0.8	0.2	0.1	0.6	0.4	0.5	0.4	0.2	0.2	0.1	0.6	0.5	0.4	0.6	0.4	2.1
0:15	7.3	0.7	0.6	0.2	0.1	0.4	0.3	0.4	0.3	0.2	0.2	0.1	0.5	0.3	0.3	0.5	0.3	1.8
0:30	6.0	0.7	0.5	0.2	0.1	0.3	0.3	0.3	0.3	0.2	0.1	0.1	0.3	0.3	0.2	0.4	0.3	1.6
0:45	5.1	0.6	0.4	0.1	0.0	0.2	0.3	0.2	0.3	0.2	0.1	0.1	0.3	0.2	0.1	0.4	0.2	1.4
R 18-23	27.2	8.5	2.6	0.3	0.2	1.6	1.6	1.3	0.7	0.3	0.3	0.2	1.7	0.6	1.1	1.1	0.6	4.6
NR 18-23	59.1	41.8	25.4	9.6	4.4	23.9	19.0	17.5	14.0	8.8	8.4	6.4	18.9	12.5	16.4	15.5	10.7	41.3
R 24h	9.8	2.3	1.0	0.1	0.1	0.5	0.5	0.5	0.3	0.2	0.1	0.1	0.6	0.3	0.6	0.5	0.2	2.0
NR 24h	69.2	50.2	35.1	15.7	7.6	31.8	27.5	25.9	21.8	15.0	13.8	9.6	27.0	19.5	24.9	23.5	16.8	54.1

R = Rating in %

NR = Tagesreichweite %

TELECONTROL 2008 / Deutsche Schweiz

VIERTELSTUNDEN-RATINGS in Tausend (Mo-So)

Universum: 5'033'000 Personen (3+) Stichprobe: 2'254 Personen

2.9 TV Nutzung nach Sender: Rating in Tausend

	Total TV	SRG SSR idée suisse				Schweiz Private	Ausland: Service public						Ausland: Private					Andere
		SF1	SF2	SFi	Übrige		ARD	ZDF	ORF1	ORF2	3SAT	ARTE	RTL	RTL2	SAT1	PRO7	KAB1	
6:00	53	6	3	1	0	3	5	1	2	1	1	0	5	4	6	4	2	12
6:15	56	7	3	1	0	3	4	1	2	0	1	0	5	4	7	4	1	13
6:30	62	7	4	2	0	4	4	1	2	0	1	0	5	4	7	4	1	16
6:45	66	7	5	2	0	4	5	1	2	0	1	0	5	3	8	4	1	19
7:00	76	9	6	2	0	5	5	1	2	0	1	0	3	3	9	5	2	24
7:15	85	8	7	2	0	5	5	1	3	0	1	1	2	3	9	5	2	30
7:30	97	9	9	2	0	6	4	2	3	1	0	1	2	3	11	6	2	36
7:45	108	11	7	2	0	6	5	2	4	1	0	1	2	3	11	7	2	42
8:00	120	15	9	4	0	8	5	3	4	1	0	1	2	4	11	8	2	45
8:15	129	14	10	5	1	8	5	3	5	1	0	1	3	4	10	8	2	49
8:30	137	15	12	5	1	8	5	3	5	1	0	1	3	4	10	9	2	53
8:45	145	15	12	6	1	8	6	3	6	1	1	1	4	4	9	9	3	57
9:00	154	15	14	6	1	9	6	5	5	1	1	1	7	5	8	9	3	57
9:15	163	14	16	6	1	8	7	9	5	2	1	1	8	7	7	10	3	60
9:30	171	14	18	6	1	8	8	11	6	2	1	1	9	8	5	10	3	61
9:45	181	16	22	5	1	8	7	12	6	2	2	1	9	9	5	10	3	63
10:00	192	18	26	5	1	9	8	11	8	3	2	1	12	10	3	9	3	64
10:15	202	19	28	6	1	9	10	12	9	4	2	1	12	11	2	7	3	67
10:30	214	20	32	6	1	9	10	13	9	4	3	1	14	11	2	7	3	70
10:45	225	22	33	5	1	9	12	14	10	5	3	1	14	13	3	6	3	72
11:00	236	24	30	5	1	10	13	18	11	4	3	1	17	11	6	5	3	72
11:15	250	27	31	5	1	9	14	22	11	5	3	1	19	10	10	4	4	75
11:30	265	28	31	5	2	9	13	24	11	5	3	1	18	11	12	4	4	82
11:45	280	30	34	5	2	10	13	23	11	5	3	1	22	12	14	4	6	87
12:00	304	37	38	6	2	11	16	9	11	3	2	1	40	10	18	7	6	88
12:15	340	42	38	6	2	10	16	15	11	3	2	2	47	11	25	11	9	91
12:30	374	43	43	5	4	10	19	17	15	3	3	2	46	10	33	15	11	97
12:45	396	49	47	4	7	10	20	16	16	3	3	2	44	12	38	17	13	96
13:00	412	86	51	4	6	10	13	7	11	3	2	2	45	9	40	19	9	95
13:15	391	51	47	6	5	12	14	7	11	5	3	2	42	9	43	21	10	102
13:30	378	46	45	6	4	14	13	6	9	9	4	2	36	10	44	24	10	97
13:45	370	35	45	5	4	15	12	7	10	13	5	1	33	9	47	22	11	98
14:00	369	33	48	5	4	9	12	9	11	16	4	1	31	10	48	23	10	95
14:15	374	31	46	5	4	8	16	11	10	23	4	1	29	9	51	23	9	94
14:30	383	29	43	4	4	8	18	13	9	35	5	2	24	10	58	20	9	93
14:45	388	29	40	4	4	8	19	14	10	37	5	2	22	10	64	20	10	93
15:00	387	30	40	4	3	8	20	13	10	35	5	1	20	10	70	21	9	88
15:15	387	31	40	4	3	9	28	16	11	25	6	2	20	10	63	23	10	90
15:30	392	31	36	5	3	9	31	19	11	25	6	2	20	11	61	21	11	92
15:45	406	33	37	5	3	9	31	22	10	25	6	2	20	11	65	21	11	96

TELECONTROL 2008 / Deutsche Schweiz

VIERTELSTUNDEN-RATINGS in Tausend (Mo-So)

Universum: 5'033'000 Personen (3+) Stichprobe: 2'254 Personen

2.9 TV Nutzung nach Sender: Rating in Tausend

Mediapulse: Jahresbericht 2008

	Total TV	SRG SSR idée suisse				Schweiz Private	Ausland: Service public						Ausland: Private					Andere
		SF1	SF2	SFi	Übrige		ARD	ZDF	ORF1	ORF2	3SAT	ARTE	RTL	RTL2	SAT1	PRO7	KAB1	
16:00	419	40	41	6	3	9	18	31	11	13	7	1	23	12	73	22	10	101
16:15	456	45	42	5	3	10	25	53	10	13	7	2	23	11	73	23	8	104
16:30	486	50	43	5	4	11	27	58	12	13	7	2	22	13	76	22	9	111
16:45	517	57	45	5	4	12	30	60	14	12	8	2	23	13	80	23	11	118
17:00	538	78	51	6	4	17	27	29	16	6	9	3	28	16	70	31	13	137
17:15	581	86	55	6	3	19	39	32	18	7	9	3	33	16	63	32	14	148
17:30	617	79	62	6	4	23	46	40	18	6	7	4	54	20	49	30	14	155
17:45	669	71	64	6	4	43	49	46	21	6	9	5	64	19	47	29	17	169
18:00	794	154	61	4	4	115	61	47	21	6	8	4	52	19	47	21	15	155
18:15	869	209	58	5	6	80	68	56	20	4	12	5	58	20	51	28	15	177
18:30	941	255	57	5	5	68	77	60	18	4	13	6	77	22	41	34	14	185
18:45	1005	298	57	5	5	82	62	52	19	4	17	6	72	22	48	37	16	205
19:00	1132	445	65	4	4	108	58	24	16	4	6	8	65	22	45	39	17	204
19:15	1223	495	75	4	5	74	63	25	16	5	8	9	73	24	47	53	15	233
19:30	1429	766	61	7	8	50	61	31	17	5	7	8	79	25	49	40	14	203
19:45	1523	858	66	8	9	52	31	39	14	6	7	5	96	22	54	37	19	200
20:00	1525	533	127	32	11	139	63	73	14	9	10	7	106	28	47	60	24	242
20:15	1600	474	154	34	9	83	112	97	49	27	18	14	98	29	57	64	31	250
20:30	1667	475	162	19	8	76	126	110	63	35	22	18	105	33	53	66	37	259
20:45	1716	445	185	17	8	74	135	118	67	38	23	19	109	35	68	67	40	268
21:00	1739	423	203	22	9	92	134	118	58	32	19	14	110	39	70	74	43	281
21:15	1741	456	208	26	9	75	136	116	65	30	19	15	94	36	65	75	39	276
21:30	1713	446	186	20	10	77	138	116	66	32	18	16	93	41	65	72	44	276
21:45	1612	465	194	19	10	81	71	65	52	16	17	18	105	41	71	80	46	262
22:00	1554	541	180	10	9	77	51	45	44	10	9	17	94	47	67	71	41	240
22:15	1371	336	209	18	9	67	53	53	43	12	10	17	90	37	61	75	36	247
22:30	1214	266	201	20	8	61	50	52	39	12	10	13	82	37	49	58	32	224
22:45	1047	223	140	24	7	50	43	47	35	13	10	10	75	35	42	54	30	211
23:00	899	174	98	18	5	53	37	43	37	12	10	8	67	37	38	46	28	188
23:15	756	130	78	20	4	37	28	41	35	13	10	7	57	27	34	44	26	164
23:30	635	103	57	15	4	31	25	37	28	13	10	7	46	27	29	41	25	138
23:45	529	63	44	12	4	26	24	32	24	13	10	7	40	24	24	39	23	122
0:00	443	45	38	11	3	29	20	25	18	10	9	6	31	23	20	32	20	106
0:15	365	36	33	12	3	20	17	18	15	9	8	4	25	16	13	27	17	92
0:30	302	33	26	9	3	15	15	13	15	8	6	4	17	14	9	22	14	80
0:45	257	30	21	7	2	11	13	11	15	8	5	3	14	12	6	18	12	68
NT 18-23	82	26	8	1	1	5	5	4	2	1	1	1	5	2	3	3	2	14
NS 18-23	138	61	27	9	11	20	25	22	15	10	9	10	27	15	20	21	16	33
NT 24h	141	32	14	2	1	7	8	7	4	3	2	1	9	4	9	7	3	29
NS 24h	204	64	37	13	12	22	28	27	20	16	11	11	35	20	34	27	19	54

NT = Nutzungsminuten gesamt NS = Nutzungsminuten pro Seher

TELECONTROL 2008 / Deutsche Schweiz

VIERTELSTUNDEN-MARKTANTEILE in % (Mo-So)

Universum: 5'033'000 Personen (3+) Stichprobe: 2'254 Personen

	Total TV	SRG SSR idée suisse				Schweiz Private	Ausland: Service public						Ausland: Private					Andere
		SF1	SF2	SFi	Übrige		ARD	ZDF	ORF1	ORF2	3SAT	ARTE	RTL	RTL2	SAT1	PRO7	KAB1	
6:00	100	10.3	5.0	2.3	0.3	6.0	8.6	1.2	3.4	1.0	1.2	0.3	8.5	6.9	12.3	6.8	3.2	22.7
6:15	100	11.9	4.6	2.3	0.3	5.7	7.8	1.2	2.8	0.7	1.2	0.3	8.4	7.0	12.6	7.1	2.6	23.6
6:30	100	10.6	6.2	3.8	0.3	6.2	6.6	0.9	2.6	0.5	1.1	0.3	8.6	5.9	12.2	6.9	2.1	25.2
6:45	100	10.4	6.7	3.2	0.4	6.2	7.3	1.0	2.7	0.5	1.1	0.3	6.8	4.7	12.2	6.3	2.1	27.9
7:00	100	11.7	7.5	2.6	0.5	6.6	7.0	1.3	2.7	0.5	1.0	0.3	3.3	3.9	12.0	6.3	2.0	30.9
7:15	100	9.7	8.2	2.3	0.5	6.0	5.6	1.4	2.9	0.5	1.1	0.6	2.4	3.6	11.5	6.5	2.4	34.8
7:30	100	9.4	9.2	2.3	0.4	5.8	4.2	1.5	3.1	0.6	0.4	0.6	2.0	3.3	11.6	6.3	2.1	37.2
7:45	100	9.9	6.4	2.2	0.3	6.1	4.2	1.7	3.7	0.7	0.4	0.6	1.7	3.0	10.7	6.7	1.8	39.8
8:00	100	11.4	6.8	2.9	0.3	7.0	3.9	1.8	3.4	0.5	0.3	0.5	1.8	2.9	9.5	6.6	1.4	38.9
8:15	100	10.1	7.1	3.8	0.4	6.7	4.0	1.9	4.1	0.6	0.3	0.5	2.1	2.7	8.7	6.5	1.3	39.1
8:30	100	9.9	8.1	3.7	0.5	6.1	3.9	1.6	4.3	0.7	0.3	0.4	2.3	2.4	8.2	6.6	1.3	39.7
8:45	100	9.5	7.3	3.7	0.5	6.1	4.1	1.6	4.1	0.8	0.3	0.5	2.6	2.3	7.4	6.9	1.9	40.2
9:00	100	8.9	7.9	3.8	0.5	6.5	4.0	3.6	3.7	0.7	0.5	0.5	4.5	3.1	6.3	6.3	1.8	37.5
9:15	100	7.5	8.0	3.8	0.4	5.1	4.7	6.1	3.4	0.9	0.7	0.5	4.6	4.1	5.2	6.1	1.8	37.2
9:30	100	7.6	8.6	3.2	0.5	4.7	5.0	6.8	3.7	1.0	0.6	0.6	5.0	4.8	3.8	6.2	1.6	36.4
9:45	100	8.4	9.9	2.7	0.7	4.5	4.2	7.0	3.5	1.2	0.8	0.6	5.2	5.1	3.3	5.8	1.4	35.7
10:00	100	9.1	11.0	2.6	0.7	5.0	4.0	6.5	4.0	1.6	0.9	0.5	6.5	5.3	1.8	4.5	1.5	34.6
10:15	100	9.3	10.5	2.7	0.5	4.6	4.7	7.0	4.4	2.1	1.0	0.6	6.5	5.9	1.3	3.4	1.6	34.0
10:30	100	9.7	11.0	2.4	0.4	4.2	4.6	6.9	4.2	2.4	1.2	0.6	7.2	5.8	1.1	3.2	1.2	33.8
10:45	100	10.6	11.1	2.1	0.4	3.9	5.1	7.1	4.4	2.6	1.3	0.6	6.7	6.1	1.3	2.7	1.2	32.7
11:00	100	11.2	8.5	2.0	0.5	4.5	5.6	9.0	4.7	2.1	1.4	0.6	8.0	4.7	2.8	1.8	1.3	31.3
11:15	100	11.4	8.3	1.8	0.6	3.6	5.4	10.6	4.4	2.2	1.2	0.6	8.4	4.1	3.9	1.4	1.6	30.4
11:30	100	11.2	8.5	1.7	0.6	3.4	5.0	10.4	4.3	2.2	1.0	0.5	7.2	4.4	4.8	1.2	1.9	31.6
11:45	100	11.3	9.0	1.8	0.6	3.4	4.7	9.1	3.9	1.6	0.9	0.5	8.5	4.2	5.2	1.2	2.5	31.6
12:00	100	13.0	9.5	1.8	0.5	3.4	5.7	2.4	3.6	1.0	0.8	0.4	15.1	3.2	6.0	2.3	2.3	28.9
12:15	100	13.1	8.2	1.7	0.5	2.8	4.8	4.2	3.3	0.9	0.7	0.5	15.2	3.2	7.9	3.1	3.0	26.8
12:30	100	12.1	8.9	1.4	1.1	2.5	5.2	4.4	3.9	0.8	0.7	0.5	13.3	2.7	9.3	4.0	3.0	26.0
12:45	100	12.8	8.9	1.1	1.8	2.5	5.4	4.1	4.0	0.7	0.8	0.4	11.9	3.1	10.3	4.3	3.4	24.3
13:00	100	22.1	9.3	1.0	1.6	2.4	3.3	1.5	2.4	0.6	0.5	0.4	11.9	2.2	10.6	4.8	2.2	23.2
13:15	100	13.9	8.7	1.5	1.4	3.2	3.7	1.6	2.5	1.3	0.8	0.4	11.7	2.3	12.3	5.5	2.7	26.5
13:30	100	12.7	8.5	1.5	1.1	3.7	3.5	1.5	2.1	2.6	1.1	0.4	10.5	2.4	13.1	6.5	2.7	26.0
13:45	100	9.4	8.7	1.3	1.2	4.0	3.2	1.6	2.2	4.1	1.3	0.4	9.7	2.3	14.8	6.2	3.0	26.7
14:00	100	9.0	9.1	1.5	1.2	2.4	3.2	2.4	2.6	5.1	1.1	0.4	9.0	2.5	15.1	6.5	2.7	26.1
14:15	100	8.2	9.0	1.3	1.1	2.0	4.6	2.8	2.4	7.2	1.2	0.4	8.1	2.2	15.8	6.3	2.4	25.1
14:30	100	7.3	8.5	1.1	1.0	1.9	5.0	3.2	2.1	10.7	1.2	0.4	6.3	2.4	17.5	5.3	2.3	23.9
14:45	100	7.0	7.9	1.0	0.9	1.9	5.2	3.5	2.1	11.2	1.2	0.4	5.7	2.3	18.8	5.1	2.5	23.4
15:00	100	7.3	8.1	1.1	0.7	2.0	5.2	3.0	2.2	10.6	1.2	0.3	5.0	2.3	20.9	5.4	2.3	22.2
15:15	100	7.5	7.8	1.1	0.7	2.1	8.0	4.0	2.6	7.3	1.4	0.4	5.0	2.4	18.7	5.8	2.4	22.7
15:30	100	7.3	7.1	1.1	0.7	2.1	8.8	4.9	2.7	7.4	1.3	0.4	4.9	2.7	17.7	5.3	2.6	23.0
15:45	100	7.5	7.1	1.1	0.7	2.1	8.3	5.6	2.2	7.0	1.4	0.4	4.5	2.8	18.1	5.0	2.7	23.4

2.10 TV Nutzung nach Sender: Marktanteile in %

TELECONTROL 2008 / Deutsche Schweiz

VIERTELSTUNDEN-MARKTANTEILE in % (Mo-So)

Universum: 5'033'000 Personen (3+) Stichprobe: 2'254 Personen

2.10 TV Nutzung nach Sender: Marktanteile in %

Mediapulse: Jahresbericht 2008

	Total TV	SRG SSR idée suisse				Schweiz Private	Ausland: Service public						Ausland: Private					Andere
		SF1	SF2	SFi	Übrige		ARD	ZDF	ORF1	ORF2	3SAT	ARTE	RTL	RTL2	SAT1	PRO7	KAB1	
16:00	100	9.1	7.9	1.3	0.7	2.1	4.3	8.1	2.4	3.3	1.6	0.3	5.2	2.7	19.7	5.1	2.1	23.7
16:15	100	9.3	7.8	1.0	0.7	2.1	5.6	13.0	2.2	2.9	1.6	0.4	4.7	2.4	17.7	5.1	1.4	22.1
16:30	100	9.9	7.5	0.9	0.7	2.3	5.9	13.0	2.5	2.7	1.5	0.4	4.4	2.5	17.1	4.5	1.7	22.3
16:45	100	10.9	7.6	1.0	0.8	2.2	6.1	12.5	2.7	2.3	1.6	0.4	4.2	2.3	16.8	4.5	1.9	22.4
17:00	100	15.2	8.3	1.1	0.7	3.0	5.1	5.5	2.8	1.2	1.7	0.5	4.9	2.9	13.9	5.8	2.3	25.1
17:15	100	15.5	8.5	0.9	0.6	3.2	6.8	5.7	3.0	1.1	1.4	0.6	5.5	2.8	11.4	5.6	2.4	25.0
17:30	100	13.3	9.4	1.0	0.6	3.7	7.8	6.5	2.9	0.9	1.1	0.6	8.8	3.2	8.1	5.0	2.2	24.8
17:45	100	10.8	8.8	0.9	0.6	6.5	7.6	7.1	3.1	0.9	1.3	0.7	9.6	2.8	7.1	4.5	2.5	25.1
18:00	100	19.6	6.9	0.5	0.6	14.6	8.0	6.0	2.7	0.7	1.0	0.5	6.6	2.4	6.1	2.7	1.9	19.5
18:15	100	24.0	5.9	0.6	0.7	9.3	8.1	6.5	2.3	0.5	1.4	0.6	6.7	2.3	6.1	3.2	1.7	20.2
18:30	100	27.1	5.4	0.5	0.6	7.3	8.5	6.5	1.9	0.5	1.3	0.6	8.2	2.4	4.5	3.7	1.5	19.5
18:45	100	29.7	5.1	0.5	0.5	8.2	6.2	5.3	1.9	0.4	1.7	0.6	7.3	2.2	4.9	3.6	1.6	20.3
19:00	100	39.5	5.3	0.3	0.4	9.6	5.0	2.2	1.4	0.3	0.5	0.7	5.8	1.9	4.0	3.4	1.5	18.1
19:15	100	40.7	5.8	0.3	0.4	6.1	5.2	2.1	1.3	0.4	0.6	0.7	6.0	2.0	3.9	4.4	1.2	19.0
19:30	100	53.9	4.0	0.5	0.6	3.5	4.3	2.2	1.2	0.3	0.5	0.5	5.5	1.7	3.4	2.8	1.0	14.2
19:45	100	56.5	4.2	0.5	0.6	3.4	2.0	2.6	0.9	0.4	0.4	0.3	6.3	1.4	3.4	2.4	1.3	13.2
20:00	100	35.0	8.3	2.1	0.7	9.2	4.1	4.8	0.9	0.6	0.6	0.4	7.0	1.9	3.0	3.9	1.6	15.9
20:15	100	29.7	9.7	2.1	0.6	5.2	6.9	6.0	3.0	1.7	1.1	0.9	6.1	1.8	3.5	4.0	1.9	15.6
20:30	100	28.6	9.7	1.2	0.5	4.6	7.5	6.6	3.7	2.1	1.3	1.1	6.3	2.0	3.2	3.9	2.2	15.6
20:45	100	26.0	10.7	1.0	0.5	4.3	7.8	6.9	3.8	2.2	1.3	1.1	6.4	2.0	3.9	3.9	2.4	15.7
21:00	100	24.4	11.4	1.3	0.5	5.4	7.6	6.7	3.2	1.8	1.1	0.8	6.4	2.3	4.0	4.3	2.5	16.3
21:15	100	26.3	11.7	1.5	0.5	4.4	7.8	6.6	3.7	1.7	1.1	0.9	5.4	2.1	3.7	4.3	2.3	16.0
21:30	100	26.1	10.6	1.2	0.6	4.5	8.0	6.7	3.8	1.9	1.1	1.0	5.5	2.4	3.8	4.2	2.6	16.3
21:45	100	29.1	11.5	1.2	0.6	5.1	4.4	4.0	3.1	1.0	1.1	1.1	6.6	2.5	4.4	5.0	2.8	16.4
22:00	100	35.2	10.8	0.6	0.6	5.1	3.3	2.9	2.8	0.7	0.6	1.1	6.1	3.1	4.4	4.6	2.7	15.6
22:15	100	24.6	14.3	1.3	0.7	5.0	3.9	3.8	3.2	0.9	0.7	1.2	6.7	2.7	4.5	5.5	2.7	18.3
22:30	100	21.9	15.7	1.7	0.7	5.2	4.0	4.2	3.2	1.0	0.9	1.1	6.9	3.1	4.1	4.8	2.7	18.9
22:45	100	21.0	12.7	2.4	0.7	4.9	4.0	4.4	3.4	1.2	1.0	0.9	7.3	3.4	4.1	5.1	2.9	20.6
23:00	100	18.8	10.3	2.1	0.6	6.1	4.0	4.8	4.2	1.3	1.1	0.9	7.7	4.2	4.2	5.1	3.1	21.4
23:15	100	16.6	9.9	2.8	0.6	5.1	3.7	5.5	4.6	1.7	1.3	1.0	7.7	3.7	4.5	5.8	3.5	22.0
23:30	100	15.2	8.7	2.5	0.6	5.1	3.9	6.1	4.4	1.9	1.6	1.1	7.4	4.4	4.6	6.5	3.9	22.0
23:45	100	11.3	8.3	2.4	0.7	5.1	4.5	6.1	4.4	2.3	1.9	1.3	7.6	4.7	4.5	7.2	4.4	23.3
0:00	100	9.5	8.7	2.5	0.8	6.9	4.4	5.7	4.0	2.1	2.0	1.2	6.9	5.3	4.5	7.1	4.4	24.0
0:15	100	9.5	9.2	3.3	0.9	5.8	4.5	5.0	4.1	2.3	2.2	1.2	7.0	4.4	3.5	7.2	4.7	25.4
0:30	100	10.7	9.1	3.1	0.9	5.1	4.5	4.5	4.9	2.6	2.2	1.1	5.7	4.6	2.9	7.0	4.4	26.7
0:45	100	11.3	8.7	2.9	0.9	4.7	4.8	4.2	5.7	2.9	2.0	1.1	5.6	4.7	2.4	7.0	4.5	26.9
MA 18-23	100	31.4	9.4	1.1	0.6	5.8	5.8	4.9	2.7	1.1	1.0	0.8	6.3	2.2	4.0	4.0	2.1	16.8
NT 18-23	82	26	8	1	1	5	5	4	2	1	1	1	5	2	3	3	2	14
MA 24h	100	23.2	9.6	1.4	0.6	5.0	5.5	5.0	3.1	1.8	1.1	0.8	6.7	2.8	6.1	4.6	2.3	20.5
NT 24h	141	32	14	2	1	7	8	7	4	3	2	1	9	4	9	7	3	29

MA = Marktanteil in %

NT = Nutzungsminuten gesamt

TELECONTROL 2008 / Deutsche Schweiz

TAGESREICHWEITE in % (Mo-So)

Universum 2008: 5'033'000 Personen (3+) Stichprobe 2008: 2'254 Personen

	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
TOTAL TV	70	68	66	66	68	70	70	72	71	71	71	71	73	74	74	74	74	73	74	73	72	70	69
SF1	58	57	55	55	55	55	54	57	57	58	57	56	57	58	57	57	57	57	57	56	55	53	50
SF2									17	21	25	25	32	33	34	33	35	36	37	37	37	35	35
SFi																	6	9	10	12	14	14	16
SF DRS													61	62	62	62	62	62	63	62	62	60	58
TSR1	19	19	19	18	17	15	14	13	12	11	10	8	8	7	6	5	5	4	4	4	4	4	3
TSI 1	16	14	16	15	16	13	12	12	10	9	8	7	7	6	5	5	4	3	3	3	3	3	3
ARD	43	42	42	40	40	40	37	37	36	36	35	35	34	34	32	32	32	32	32	31	31	29	28
ZDF	40	38	38	36	35	35	33	34	32	32	32	30	30	30	29	29	29	29	29	29	29	27	26
ORF 1	28	29	30	30	29	30	30	30	28	30	30	30	29	28	27	27	27	28	27	26	25	23	22
ORF 2	22	23	21	21	21	23	23	24	24	24	23	22	22	21	20	21	21	21	20	20	18	16	15
3SAT					9	11	13	15	16	17	17	16	16	16	16	15	16	16	16	16	15	15	14
RTL					20	30	35	38	36	36	36	35	35	35	34	33	33	33	33	31	30	28	27
RTL2									10	20	24	25	25	26	28	26	25	26	26	23	22	21	20
Sat1					23	28	31	35	34	34	32	31	32	31	30	30	30	30	30	29	28	26	25
PRO7								21	25	30	31	31	30	31	30	29	28	29	28	27	25	24	24
Priv. CH														31	37	39	32	33	33	33	33	34	32
Andere	38	38	40	44								54	56	56	56	54	56	56	57	57	56	55	55
TOTAL VIDEO (Cass./Spiele)		7	7	6	10	11	11	11	11	11	10	10	10	10	10	11	12	14	16	17	16	16	16

Anmerkungen

SF1: bis 31.8.1997 SF DRS, SF2: bis 31.8.1997 Schweiz 4 / vorher S Plus/Sportkette, TSR1 bis 31.8.1997 TSR, TSI 1 bis 31.8.1997 TSI.

Seit 1987 werden auch die Video-Daten durch TELECONTROL erhoben. Ab 1989 wird die reine Video-Abspielung (ohne TV via Video) erfasst.

Bei den Totalwerten können rundungsbedingte Differenzen auftreten.

TELECONTROL 2008 / Deutsche Schweiz

NUTZUNG in Minuten (Mo-So)

Universum 2008: 5'033'000 Personen (3+) Stichprobe 2008: 2'254 Personen

	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
TOTAL TV	120	107	105	108	113	118	118	125	124	128	129	127	132	137	137	139	141	141	148	147	146	139	141
SRG SSR	51	47	45	43	42	39	38	40	42	44	45	44	46	46	46	47	51	50	52	50	52	48	49
SF1	46	43	40	38	36	35	33	36	37	37	36	35	34	36	34	37	37	37	36	35	34	33	32
SF2									3	5	7	7	10	9	10	9	12	12	14	13	15	12	14
SFi																	1	1	1	2	2	2	2
SF DRS													44	45	45	46	50	49	51	49	51	47	48
TSR1	3	3	3	3	3	2	1	1	1	1	1	1	1	1	1	0	0	0	0	1	1	0	0
TSI 1	2	1	2	2	2	1	2	2	1	1	1	1	1	0	0	0	0	0	0	0	0	0	0
Non SRG	69	61	60	64	71	79	80	85	82	84	84	86	87	91	92	92	90	91	96	97	94	91	92
ARD	21	17	16	14	13	12	10	9	8	8	8	8	8	8	8	8	8	8	9	9	9	7	8
ZDF	17	15	13	11	10	9	8	8	7	7	7	6	6	6	6	6	6	7	7	7	8	5	7
ORF 1+2	15	15	14	13	11	10	9	9	8	11	11	11	10	10	9	9	10	9	9	10	9	3	7
3SAT					1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	2	2	2
RTL					8	13	16	17	15	14	13	12	11	11	11	11	11	11	11	11	10	10	9
RTL2									2	5	6	6	5	5	6	5	5	5	6	5	4	4	4
SAT1					8	10	10	12	11	11	10	9	9	8	8	7	9	8	9	10	9	8	9
PRO7								9	10	11	10	10	9	9	9	8	8	8	8	7	7	6	7
Priv. CH														6	10	12	6	6	6	6	6	8	7
Andere	16	14	17	26	20	24	26	20	20	16	18	23	28	26	26	26	26	28	30	32	32	32	34
TOTAL VIDEO (Cass./Spiele)		5	6	5	7	7	7	6	7	6	6	6	6	5	5	5	5	5	6	6	7	11	11

Anmerkungen

SF1: bis 31.8.1997 SF DRS, SF2: bis 31.8.1997 Schweiz 4 / vorher S Plus/Sportkette, TSR1 bis 31.8.1997 TSR, TSI 1 bis 31.8.1997 TSI.

Seit 1987 werden auch die Video-Daten durch TELECONTROL erhoben. Ab 1989 wird die reine Video-Abspielung (ohne TV via Video) erfasst.

Ab 1999 sind in der Kategorie SRG SSR auch die Werte von TSR2 und TSI 2 enthalten, ab 2001 auch diejenigen von SF info.

Bei den Totalwerten können rundungsbedingte Differenzen auftreten.

TELECONTROL 2008 / Deutsche Schweiz

MARKTANTEILE in % (Mo-So)

Universum 2008: 5'033'000 Personen (3+) Stichprobe 2008: 2'254 Personen

	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
SRG SSR	43	44	43	40	37	33	31	32	34	34	34.5	33.4	34.6	33.8	33.1	33.6	35.9	35.4	35.2	34.1	35.3	34.2	34.8
SF1	38	40	38	35	32	29	27	29	30	29	28.0	27.5	26.3	26.8	25.3	26.5	26.7	26.0	24.8	23.8	23.7	24.1	23.2
SF2					1	1	1	1	2	4	5.4	4.9	7.5	6.4	7.2	6.4	8.1	8.0	8.9	8.5	9.7	8.2	9.6
SFi																	0.5	0.7	0.8	1.0	1.1	1.2	1.4
SF DRS												32.4	33.8	33.2	32.5	32.9	35.3	34.8	34.5	33.4	34.5	33.5	34.2
TSR1	3	3	3	3	2	2	1	1	1	1	0.6	0.5	0.4	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.3	0.3
TSI 1	2	1	2	2	2	1	1	1	1	1	0.5	0.5	0.4	0.3	0.3	0.3	0.2	0.2	0.1	0.2	0.1	0.2	0.2
Non SRG	57	56	57	60	63	67	69	68	66	66	65.5	66.6	65.4	66.2	66.9	66.4	64.1	64.6	64.8	65.9	64.7	65.8	65.2
ARD	17	16	15	13	11	10	8	7	6	6	6.1	6.0	5.8	5.6	5.6	5.5	5.8	5.7	5.7	5.8	6.0	5.7	5.5
ZDF	14	14	12	10	8	7	7	6	6	5	5.0	4.4	4.3	4.0	4.3	4.4	4.4	4.5	4.8	5.0	5.2	5.1	5.0
ORF1	8	8	9	8	6	6	5	5	4	5	5.1	5.8	4.9	4.6	4.2	4.3	4.5	4.4	4.1	4.2	3.6	3.4	3.1
ORF2	5	6	5	3	3	3	3	3	3	3	2.7	2.5	2.4	2.3	2.3	2.3	2.4	2.2	2.2	2.2	2.3	1.9	1.8
3SAT					1	1	1	1	1	1	1.0	0.9	0.8	0.8	0.9	0.9	0.9	1.0	0.9	1.0	1.0	1.1	1.1
RTL					7.17	11	14	14	12	11	10.1	9.1	8.4	8.5	7.9	7.7	7.9	8.0	7.9	7.4	7.3	7.0	6.7
RTL2									2	4	4.5	4.4	3.7	3.8	4.0	3.2	3.5	3.7	3.8	3.1	2.6	2.7	2.8
SAT1					7.417	8	9	9	9	9	7.6	7.3	6.7	6.0	5.4	5.1	6.4	5.7	6.2	6.7	6.4	6.0	6.1
PRO7								7	8	8	8.1	8.0	7.0	6.7	6.2	5.9	5.6	5.6	5.0	4.6	4.4	4.3	4.6
Priv. CH														4.5	7.3	8.3	4.0	4.2	4.0	4.1	4.3	5.5	5.0
Andere	13	13	16	25	19	21	23	16	15	14	15.4	18.2	21.4	19.2	18.7	18.8	18.7	19.9	20.4	22.0	21.7	22.9	23.8

Anmerkungen

SF1: bis 31.8.1997 SF DRS, SF2: bis 31.8.1997 Schweiz 4 / vorher S Plus/Sportkette, TSR1 bis 31.8.1997 TSR, TSI 1 bis 31.8.1997 TSI.

Ab 1999 sind in der Kategorie SRG SSR auch die Werte von TSR2 und TSI 2 enthalten, ab 2001 auch diejenigen von SF info.

Bei den Totalwerten können rundungsbedingte Differenzen auftreten.

2.14 TV-Nutzung im Langzeitvergleich: Private in Verbreitungsgebieten, Reichweite in %

Universum 2008: 5'033'000 Personen (3+) Stichprobe 2008: 2'254 Personen

TELECONTROL 2008 / Deutsche Schweiz

TAGESREICHWEITEN in % (Mo-So)

	2000	2001	2002	2003	2004	2005	2006	2007	2008
Privatfernsehen CH									
3 Plus								10.0	9.9
Star TV	6.6	7.3	9.7	9.3	8.7	7.8	7.1	6.0	5.9
U1					2.8	3.6	4.5	4.0	1.2
Viva Schweiz	5.9	8.5	8.9	9.1	8.6	9.1	9.7	9.2	8.2
TeleBärn	19.9	20.0	22.6	22.1	20.8	20.7	20.9	19.3	17.4
TeleBasel	16.7	17.9	20.1	22.1	21.0	22.3	21.3	22.8	20.6
Tele M1	19.0	17.6	19.7	19.8	19.7	20.4	19.1	18.2	18.2
Tele Ostschweiz		12.6	17.3	17.3	17.5	17.1	16.0	14.6	15.6
Tele Tell	15.3	15.9	18.4	17.7	16.7	16.8	16.3	17.5	17.1
Tele Top		6.0	9.1	9.7	9.2	9.1	9.2	7.9	8.4
TeleZüri	30.0	30.6	32.5	34.7	35.2	34.4	33.3	31.6	29.0

2.15 TV-Nutzung im Langzeitvergleich: Private in Verbreitungsgebieten, Reichweite in Tausend

TELECONTROL 2008 / Deutsche Schweiz

TAGESREICHWEITEN in Tausend (Mo-So)

Universum 2008: 5'033'000 Personen (3+) Stichprobe 2008: 2'254 Personen

	2000	2001	2002	2003	2004	2005	2006	2007	2008
Privatfernsehen CH									
3 Plus								501	500
Star TV	331	369	485	471	436	395	359	301	296
U1					143	184	226	202	61
Viva Schweiz	297	431	446	456	434	456	487	462	414
TeleBärn	216	225	252	245	240	240	243	226	206
TeleBasel	79	84	93	105	110	118	112	120	109
Tele M1	157	146	164	170	170	175	165	156	157
Tele Ostschweiz		52	81	82	102	102	96	87	93
Tele Tell	80	84	98	141	133	134	130	140	136
Tele Top		63	94	109	104	103	103	88	94
TeleZüri	416	425	448	480	498	488	473	449	411

2.16 TV-Nutzung im Langzeitvergleich: Private in Verbreitungsgebieten, Nutzung in Minuten

TELECONTROL 2008 / Deutsche Schweiz

NUTZUNG in Minuten (Mo-So)

Universum 2008: 5'033'000 Personen (3+) Stichprobe 2008: 2'254 Personen

	2000	2001	2002	2003	2004	2005	2006	2007	2008
Privatfernsehen CH									
3 Plus								1.8	1.9
Star TV	0.4	0.4	0.6	0.5	0.4	0.4	0.3	0.2	0.3
U1					0.1	0.2	0.3	0.4	0.1
Viva Schweiz	0.4	0.7	0.8	0.7	0.7	0.8	0.9	0.8	0.7
TeleBärn	1.8	1.8	2.2	2.2	2.0	1.9	2.0	1.8	1.6
TeleBasel	1.7	1.7	2.0	2.4	2.3	2.5	2.8	3.1	2.7
Tele M1	1.4	1.3	2.1	2.3	2.3	2.3	2.1	2.2	2.3
Tele Ostschweiz		0.1	0.3	0.5	0.5	0.5	0.5	0.3	1.5
Tele Tell	0.9	1.0	1.6	1.8	1.7	1.8	2.0	2.4	2.2
Tele Top		0.3	0.5	0.6	0.6	0.6	0.6	0.4	0.5
TeleZüri	6.0	6.5	7.2	8.1	8.4	8.6	7.9	7.8	7.0

2.17 TV-Nutzung im Langzeitvergleich: Private in Verbreitungsgebieten, Marktanteile in %

Universum 2008: 5'033'000 Personen (3+) Stichprobe 2008: 2'254 Personen

TELECONTROL 2008 / Deutsche Schweiz

MARKTANTEILE in % (Mo-So)

	2000	2001	2002	2003	2004	2005	2006	2007	2008
Privatfernsehen CH									
3 Plus								1.3	1.4
Star TV	0.3	0.3	0.4	0.4	0.3	0.3	0.2	0.2	0.2
U1					0.1	0.1	0.2	0.3	0.1
Viva Schweiz	0.3	0.5	0.6	0.5	0.5	0.5	0.6	0.5	0.5
TeleBärn	1.3	1.3	1.6	1.7	1.4	1.3	1.4	1.3	1.1
TeleBasel	1.2	1.1	1.3	1.5	1.4	1.6	1.9	2.0	1.7
Tele M1	1.0	1.0	1.5	1.6	1.6	1.6	1.5	1.6	1.6
Tele Ostschweiz		1.5	1.4	1.1	1.1	1.1	1.0	1.1	1.1
Tele Tell	0.6	0.7	1.2	1.4	1.2	1.3	1.5	1.9	1.7
Tele Top		0.2	0.4	0.4	0.4	0.4	0.4	0.3	0.4
TeleZüri	4.5	4.7	5.1	5.8	5.8	5.9	5.3	5.5	5.0

TELECONTROL 2008 / Deutsche Schweiz

VIERTELSTUNDEN-RATING in % (Mo-Fr) / (Mo-So)

Universum: 5'033'000 Personen (3+) Stichprobe: 2'254 Personen

	VIDEOKANAL / Mo-Fr				TOTAL TV + VIDEO / Mo-Fr			VIDEOKANAL / Mo-So				TOTAL TV + VIDEO / Mo-So		
	HH-R	P-R	3-14 R	P-MA	HH-R	P-R	3-14 R	HH-R	P-R	3-14 R	P-MA	HH-R	P-R	3-14 R
6:00	0.2	0.1	0.0	9.0	2.5	1.2	0.1	0.2	0.1	0.0	9.2	2.4	1.2	0.1
6:15	0.3	0.1	0.0	9.3	2.6	1.2	0.3	0.3	0.1	0.1	9.5	2.6	1.2	0.3
6:30	0.3	0.1	0.1	9.7	2.9	1.4	0.6	0.3	0.1	0.1	9.9	2.9	1.4	0.6
6:45	0.4	0.2	0.1	10.9	3.1	1.5	1.2	0.3	0.2	0.1	10.9	3.1	1.5	1.1
7:00	0.4	0.2	0.2	10.5	3.6	1.7	2.0	0.4	0.2	0.2	10.5	3.6	1.7	1.8
7:15	0.4	0.2	0.3	10.1	3.9	1.9	2.7	0.4	0.2	0.3	10.1	3.9	1.9	2.6
7:30	0.4	0.2	0.3	9.4	4.3	2.1	3.3	0.4	0.2	0.3	9.5	4.4	2.1	3.4
7:45	0.5	0.2	0.3	9.7	4.7	2.2	3.3	0.5	0.2	0.4	9.7	4.9	2.4	3.8
8:00	0.5	0.2	0.4	9.9	5.0	2.4	3.5	0.5	0.3	0.4	9.8	5.4	2.6	4.2
8:15	0.6	0.3	0.4	10.9	5.3	2.5	3.7	0.6	0.3	0.5	10.6	5.9	2.9	4.7
8:30	0.6	0.3	0.5	11.7	5.5	2.6	3.7	0.7	0.3	0.6	11.3	6.2	3.0	5.0
8:45	0.7	0.3	0.5	11.9	5.7	2.7	3.7	0.7	0.4	0.7	11.5	6.6	3.2	5.2
9:00	0.7	0.3	0.6	11.8	6.0	2.9	3.8	0.8	0.4	0.8	11.5	7.0	3.4	5.4
9:15	0.7	0.3	0.6	11.8	6.3	3.0	3.8	0.8	0.4	0.8	11.7	7.4	3.6	5.5
9:30	0.7	0.4	0.6	11.7	6.5	3.1	3.8	0.9	0.4	0.8	11.7	7.8	3.8	5.4
9:45	0.7	0.4	0.6	11.6	6.7	3.2	3.7	0.9	0.5	0.8	11.5	8.2	4.0	5.4
10:00	0.8	0.4	0.6	11.4	6.9	3.3	3.7	0.9	0.5	0.8	11.3	8.7	4.3	5.2
10:15	0.8	0.4	0.6	11.4	7.3	3.5	3.7	1.0	0.5	0.8	11.3	9.1	4.5	5.2
10:30	0.8	0.4	0.6	11.3	7.8	3.7	3.7	1.0	0.5	0.9	11.3	9.7	4.8	5.2
10:45	0.9	0.4	0.6	10.9	8.2	3.9	3.7	1.1	0.5	0.8	10.9	10.1	5.0	5.0
11:00	0.9	0.4	0.6	10.7	8.6	4.1	3.7	1.1	0.5	0.9	10.7	10.5	5.2	5.0
11:15	0.9	0.4	0.7	10.2	9.2	4.4	3.9	1.1	0.6	0.9	10.3	11.1	5.5	5.1
11:30	0.9	0.5	0.7	9.6	9.8	4.7	4.1	1.1	0.6	0.9	9.8	11.7	5.8	5.3
11:45	0.9	0.4	0.8	8.9	10.5	5.1	4.6	1.1	0.6	0.9	9.3	12.3	6.1	5.6
12:00	0.9	0.4	0.7	7.8	11.5	5.6	5.5	1.1	0.6	0.9	8.4	13.1	6.6	6.1
12:15	1.0	0.5	0.8	7.2	13.1	6.5	6.3	1.2	0.6	0.9	7.9	14.5	7.4	6.6
12:30	1.1	0.5	1.0	7.4	14.7	7.3	7.5	1.3	0.7	1.1	8.0	15.9	8.1	7.4
12:45	1.3	0.6	1.2	8.1	15.6	7.8	8.0	1.4	0.7	1.2	8.4	16.8	8.6	7.8
13:00	1.3	0.7	1.2	8.3	16.1	8.0	7.3	1.4	0.8	1.2	8.5	17.5	8.9	7.3
13:15	1.3	0.7	1.1	8.9	15.0	7.4	6.4	1.4	0.8	1.2	8.9	16.7	8.5	6.6
13:30	1.3	0.6	1.1	9.2	14.3	7.1	5.9	1.4	0.7	1.1	9.1	16.2	8.3	6.2
13:45	1.2	0.6	1.0	9.3	13.8	6.8	5.5	1.4	0.7	1.1	9.1	15.8	8.1	5.9
14:00	1.2	0.6	1.0	9.1	13.5	6.7	5.2	1.3	0.7	1.1	9.0	15.8	8.0	5.7
14:15	1.1	0.6	1.0	8.6	13.8	6.8	5.1	1.3	0.7	1.1	8.7	16.0	8.1	5.5
14:30	1.1	0.6	1.1	8.4	14.4	7.0	5.0	1.4	0.7	1.1	8.6	16.5	8.3	5.5
14:45	1.1	0.6	1.0	8.2	14.7	7.2	5.0	1.4	0.7	1.1	8.4	16.7	8.4	5.4
15:00	1.2	0.6	1.0	8.4	14.5	7.1	5.0	1.4	0.7	1.1	8.6	16.6	8.4	5.5
15:15	1.2	0.6	1.0	8.5	14.4	7.1	5.2	1.4	0.7	1.1	8.6	16.6	8.4	5.7
15:30	1.2	0.6	1.1	8.5	14.7	7.2	5.8	1.4	0.8	1.2	8.8	16.9	8.6	6.1
15:45	1.2	0.6	1.2	8.4	15.2	7.5	6.3	1.5	0.8	1.3	8.8	17.5	8.9	6.6

2.18 Video (inkl. DVD) Nutzung nach Wochentagen: Rating in %

TELECONTROL 2008 / Deutsche Schweiz

VIERTELSTUNDEN-RATING in % (Mo-Fr) / (Mo-So)

Universum: 5'033'000 Personen (3+) Stichprobe: 2'254 Personen

	VIDEOKANAL / Mo-Fr				TOTAL TV + VIDEO / Mo-Fr			VIDEOKANAL / Mo-So				TOTAL TV + VIDEO / Mo-So		
	HH-R	P-R	3-14 R	P-MA	HH-R	P-R	3-14 R	HH-R	P-R	3-14 R	P-MA	HH-R	P-R	3-14 R
16:00	1.3	0.7	1.3	8.4	15.6	7.8	7.0	1.5	0.8	1.4	8.9	17.9	9.2	7.2
16:15	1.3	0.7	1.4	7.9	17.2	8.6	7.9	1.6	0.9	1.5	8.4	19.3	9.9	7.9
16:30	1.4	0.7	1.5	7.6	18.5	9.3	8.8	1.6	0.9	1.6	8.2	20.5	10.5	8.6
16:45	1.4	0.8	1.5	7.5	19.9	10.0	9.3	1.7	0.9	1.6	8.1	21.7	11.2	9.2
17:00	1.6	0.8	1.6	7.9	20.9	10.6	9.9	1.8	1.0	1.7	8.4	22.6	11.7	9.8
17:15	1.7	0.9	1.7	7.6	22.9	11.6	10.9	1.9	1.1	1.8	8.2	24.3	12.6	10.7
17:30	1.7	0.9	1.6	7.0	24.1	12.3	11.7	1.9	1.0	1.8	7.7	25.5	13.3	11.6
17:45	1.6	0.9	1.5	6.3	25.8	13.4	12.1	1.9	1.0	1.7	7.0	27.1	14.3	12.1
18:00	1.5	0.8	1.5	5.1	30.3	16.0	12.8	1.8	1.0	1.7	5.8	31.2	16.8	13.0
18:15	1.7	0.9	1.5	5.1	32.7	17.6	14.1	1.9	1.1	1.7	5.8	33.6	18.4	14.4
18:30	1.8	1.0	1.5	5.0	35.1	19.0	15.2	2.0	1.1	1.7	5.6	36.0	19.8	15.4
18:45	2.0	1.0	1.5	5.1	37.0	20.3	16.0	2.1	1.2	1.7	5.6	38.1	21.1	16.2
19:00	2.0	1.1	1.6	4.7	41.9	23.2	15.6	2.2	1.2	1.8	5.1	42.2	23.7	15.8
19:15	2.2	1.2	1.7	4.7	45.3	25.3	15.9	2.3	1.3	1.8	5.2	45.3	25.6	16.1
19:30	2.3	1.3	1.7	4.3	51.8	29.3	15.7	2.4	1.4	1.8	4.7	51.9	29.8	16.0
19:45	2.4	1.4	1.7	4.3	54.8	31.2	16.0	2.5	1.5	1.9	4.6	54.8	31.7	16.2
20:00	2.7	1.6	1.8	5.0	55.0	31.4	15.7	2.8	1.7	1.9	5.3	55.0	32.0	15.9
20:15	3.0	1.8	1.8	5.4	57.0	32.9	14.9	3.1	1.9	2.0	5.6	57.3	33.7	15.3
20:30	3.2	1.9	1.8	5.6	59.1	34.3	15.1	3.3	2.0	1.9	5.8	59.4	35.2	15.6
20:45	3.3	2.0	1.6	5.7	60.6	35.3	14.6	3.4	2.2	1.8	6.0	61.0	36.2	15.3
21:00	3.4	2.1	1.5	5.8	61.3	35.7	13.7	3.5	2.2	1.6	6.0	61.8	36.8	14.6
21:15	3.5	2.1	1.3	6.0	61.3	35.7	12.7	3.6	2.2	1.5	6.1	61.8	36.8	13.7
21:30	3.5	2.1	1.1	6.0	60.2	35.0	11.3	3.5	2.2	1.3	6.2	60.9	36.3	12.4
21:45	3.4	2.1	0.9	6.3	57.2	33.1	9.7	3.5	2.2	1.1	6.4	57.8	34.2	10.8
22:00	3.2	1.9	0.8	6.0	55.6	32.1	8.3	3.3	2.0	0.9	6.2	55.8	32.9	9.3
22:15	2.9	1.7	0.6	6.2	48.8	28.0	6.6	3.0	1.8	0.7	6.3	49.7	29.1	7.5
22:30	2.6	1.5	0.5	6.2	43.5	24.7	5.3	2.7	1.6	0.6	6.3	44.4	25.7	6.1
22:45	2.3	1.3	0.4	6.3	37.9	21.2	4.2	2.4	1.4	0.4	6.4	38.9	22.2	4.8
23:00	2.0	1.1	0.3	6.2	33.0	18.2	3.2	2.1	1.2	0.3	6.4	33.8	19.1	3.8
23:15	1.7	1.0	0.2	6.4	27.9	15.3	2.5	1.8	1.0	0.3	6.5	28.8	16.1	2.9
23:30	1.6	0.9	0.2	6.7	23.7	12.8	1.9	1.6	0.9	0.2	6.7	24.5	13.5	2.2
23:45	1.4	0.7	0.1	7.0	19.8	10.7	1.5	1.5	0.8	0.1	7.1	20.7	11.3	1.7
0:00	1.2	0.6	0.1	7.2	16.7	8.9	1.1	1.3	0.7	0.1	7.2	17.5	9.5	1.3
0:15	1.0	0.5	0.1	7.4	13.8	7.3	0.8	1.1	0.6	0.1	7.4	14.6	7.8	1.0
0:30	0.9	0.5	0.1	7.8	11.5	6.0	0.6	1.0	0.5	0.1	7.8	12.2	6.5	0.7
0:45	0.8	0.4	0.1	7.9	9.8	5.1	0.5	0.8	0.4	0.0	8.0	10.5	5.5	0.6
NR 24h	22	15	17		88	70	60	23	16	18		88	70	61
NT 24h	17	9	10		263	142	77	19	11	11		276	152	83
NS 24h	79	63	59		297	204	129	84	67	63		314	215	137

R = Rating in % MA = Marktanteil in % 3-14 = Personen von 3-14 Jahren NR = Tagesreichweite % NT = Nutzungsminuten gesamt NS = Nutzungsminuten pro Seher

2.18 Video (inkl. DVD) Nutzung nach Wochentagen: Rating in %

TELECONTROL 2008 / Deutsche Schweiz

VIERTELSTUNDEN-RATING in % (Sa / So)

Universum: 5'033'000 Personen (3+) Stichprobe: 2'254 Personen

	VIDEOKANAL / Sa				TOTAL TV + VIDEO / Sa			VIDEOKANAL / So				TOTAL TV + VIDEO / So		
	HH-R	P-R	3-14 R	P-MA	HH-R	P-R	3-14 R	HH-R	P-R	3-14 R	P-MA	HH-R	P-R	3-14 R
6:00	0.2	0.1	0.1	9.4	2.4	1.1	0.2	0.2	0.1	0.0	9.7	2.4	1.2	0.1
6:15	0.3	0.1	0.1	9.8	2.5	1.2	0.3	0.3	0.1	0.1	10.4	2.5	1.2	0.2
6:30	0.3	0.1	0.1	9.3	2.8	1.3	0.5	0.3	0.1	0.1	11.5	2.7	1.3	0.4
6:45	0.3	0.1	0.2	9.4	3.2	1.5	0.9	0.3	0.2	0.2	12.4	2.9	1.4	0.7
7:00	0.4	0.2	0.2	9.3	3.6	1.7	1.6	0.4	0.2	0.2	11.5	3.3	1.6	1.2
7:15	0.4	0.2	0.2	9.3	4.1	2.0	2.5	0.4	0.2	0.2	11.0	3.8	1.8	1.9
7:30	0.5	0.2	0.3	8.8	4.8	2.3	3.9	0.5	0.2	0.3	10.7	4.6	2.2	3.1
7:45	0.5	0.2	0.4	8.7	5.6	2.7	5.3	0.6	0.3	0.4	10.5	5.6	2.8	4.4
8:00	0.5	0.3	0.6	8.5	6.2	3.0	6.2	0.7	0.3	0.5	10.4	6.7	3.4	5.8
8:15	0.6	0.3	0.8	8.7	6.8	3.4	7.4	0.8	0.4	0.7	10.9	7.8	4.0	7.0
8:30	0.7	0.4	1.0	9.7	7.4	3.7	8.3	0.9	0.5	0.8	11.0	8.7	4.5	8.1
8:45	0.7	0.4	1.0	9.7	7.9	4.0	8.9	1.1	0.5	1.0	11.1	9.7	5.0	9.0
9:00	0.8	0.4	1.1	10.1	8.4	4.2	9.2	1.2	0.6	1.2	11.6	10.6	5.5	9.6
9:15	0.9	0.5	1.2	10.7	8.9	4.4	9.4	1.3	0.7	1.4	11.9	11.6	6.0	10.0
9:30	1.0	0.5	1.3	11.8	9.3	4.6	9.3	1.5	0.8	1.5	11.9	12.9	6.6	9.9
9:45	1.1	0.6	1.2	11.5	9.9	4.9	9.1	1.5	0.8	1.4	10.9	14.1	7.3	9.9
10:00	1.2	0.6	1.2	11.8	10.4	5.2	8.7	1.6	0.8	1.4	10.5	15.6	8.2	9.5
10:15	1.2	0.6	1.3	11.4	10.7	5.4	8.6	1.7	0.9	1.4	10.7	16.7	8.7	9.5
10:30	1.2	0.6	1.4	11.7	11.2	5.6	8.2	1.8	1.0	1.4	10.7	17.4	9.2	9.3
10:45	1.3	0.6	1.4	11.6	11.6	5.8	7.9	1.8	1.0	1.4	10.6	18.1	9.6	9.1
11:00	1.2	0.6	1.3	11.1	12.1	6.1	7.6	1.9	1.0	1.5	10.6	19.0	10.1	8.9
11:15	1.3	0.6	1.2	10.7	12.5	6.3	7.4	2.0	1.1	1.5	10.8	19.4	10.4	8.7
11:30	1.3	0.6	1.1	10.0	13.0	6.6	7.3	2.0	1.1	1.5	10.7	19.8	10.6	9.1
11:45	1.3	0.6	1.1	9.8	13.5	6.9	7.1	2.0	1.1	1.5	10.8	20.0	10.8	8.9
12:00	1.2	0.6	1.0	9.3	14.1	7.3	7.1	2.0	1.1	1.5	10.6	20.2	10.9	8.4
12:15	1.3	0.7	1.0	8.9	15.0	7.8	6.9	2.0	1.2	1.5	10.3	20.7	11.2	7.9
12:30	1.3	0.7	1.0	8.4	16.1	8.5	7.0	2.1	1.2	1.4	10.3	21.4	11.7	7.5
12:45	1.4	0.7	1.0	8.4	17.3	9.1	7.1	2.1	1.2	1.3	9.9	22.5	12.3	7.5
13:00	1.4	0.8	1.1	8.1	18.4	9.7	7.1	2.1	1.2	1.4	9.7	23.4	12.9	7.6
13:15	1.5	0.8	1.1	8.3	18.4	9.7	7.2	2.1	1.2	1.3	9.7	23.4	12.9	7.4
13:30	1.5	0.8	1.1	8.4	18.1	9.5	7.1	2.1	1.2	1.3	9.5	23.7	13.1	7.2
13:45	1.5	0.8	1.2	8.4	17.9	9.3	7.0	2.1	1.2	1.3	9.2	24.3	13.5	7.1
14:00	1.5	0.8	1.2	8.6	17.8	9.2	6.9	2.1	1.2	1.2	8.8	25.0	13.8	7.0
14:15	1.6	0.8	1.3	9.1	18.0	9.3	6.6	2.1	1.2	1.2	8.8	25.0	13.8	6.8
14:30	1.6	0.9	1.3	9.2	18.2	9.4	6.5	2.2	1.2	1.2	8.9	25.2	13.8	6.9
14:45	1.6	0.8	1.2	8.9	18.3	9.4	6.2	2.2	1.3	1.3	9.2	25.2	13.8	7.0
15:00	1.6	0.8	1.1	8.7	18.5	9.5	6.3	2.2	1.3	1.4	9.3	25.5	13.9	7.3
15:15	1.6	0.9	1.3	9.0	18.7	9.5	6.3	2.3	1.3	1.4	9.3	26.0	14.2	7.4
15:30	1.7	0.9	1.4	9.6	19.0	9.7	6.4	2.3	1.4	1.5	9.5	26.2	14.3	7.4
15:45	1.8	1.0	1.4	9.7	19.7	10.1	6.7	2.4	1.4	1.6	9.6	26.6	14.5	7.7

2.18 Video (inkl. DVD) Nutzung nach Wochentagen: Rating in %

TELECONTROL 2008 / Deutsche Schweiz

VIERTELSTUNDEN-RATING in % (Sa / So)

Universum: 5'033'000 Personen (3+) Stichprobe: 2'254 Personen

	VIDEOKANAL / Sa				TOTAL TV + VIDEO / Sa			VIDEOKANAL / So				TOTAL TV + VIDEO / So		
	HH-R	P-R	3-14 R	P-MA	HH-R	P-R	3-14 R	HH-R	P-R	3-14 R	P-MA	HH-R	P-R	3-14 R
16:00	2.0	1.1	1.6	10.2	20.5	10.6	7.2	2.5	1.4	1.7	9.8	26.9	14.7	8.0
16:15	2.0	1.1	1.7	10.0	21.4	11.2	7.5	2.5	1.5	1.7	9.6	27.5	15.1	8.4
16:30	2.1	1.1	1.8	9.7	22.5	11.8	8.0	2.5	1.5	1.8	9.6	28.2	15.5	8.7
16:45	2.2	1.2	1.8	9.6	23.5	12.3	8.5	2.6	1.5	1.8	9.3	29.1	16.0	9.2
17:00	2.3	1.3	2.0	10.1	24.0	12.6	9.0	2.6	1.6	1.9	9.6	29.7	16.4	9.9
17:15	2.3	1.3	2.0	9.7	25.0	13.2	9.8	2.7	1.6	2.1	9.6	30.6	17.0	10.8
17:30	2.3	1.3	2.1	9.2	26.1	13.9	10.6	2.8	1.7	2.1	9.4	31.6	17.6	11.8
17:45	2.3	1.3	2.2	8.9	27.3	14.8	11.6	2.8	1.7	2.2	8.9	33.4	18.6	12.7
18:00	2.2	1.3	2.0	7.5	30.4	16.7	13.0	2.7	1.6	2.2	7.9	36.6	20.6	13.8
18:15	2.4	1.4	2.1	7.7	32.4	18.0	14.5	2.8	1.7	2.3	7.5	39.6	22.7	15.8
18:30	2.4	1.4	2.1	7.3	34.4	19.3	15.4	2.8	1.7	2.1	6.9	42.1	24.2	16.6
18:45	2.4	1.4	2.2	6.8	37.0	21.0	16.1	2.8	1.7	2.1	6.5	44.4	25.6	17.2
19:00	2.5	1.5	2.2	6.5	39.3	22.5	15.8	2.9	1.7	2.2	6.2	46.9	27.4	17.1
19:15	2.6	1.6	2.4	6.5	41.3	23.9	16.2	3.1	1.9	2.3	6.3	49.5	29.2	16.9
19:30	2.5	1.5	2.4	5.5	47.0	27.7	16.6	3.0	1.9	2.2	5.4	57.2	34.4	16.7
19:45	2.6	1.6	2.6	5.6	49.1	29.2	17.0	3.0	1.9	2.0	5.1	60.5	36.7	16.7
20:00	3.0	1.9	2.9	6.5	49.6	29.7	17.7	3.3	2.1	1.7	5.5	60.9	37.2	15.4
20:15	3.2	2.1	3.1	6.7	52.2	31.8	19.1	3.6	2.3	1.7	5.8	64.0	39.6	13.8
20:30	3.4	2.3	3.2	6.9	54.1	33.3	20.2	3.8	2.4	1.5	5.8	66.4	41.4	13.7
20:45	3.6	2.5	3.2	7.2	55.5	34.4	20.8	3.9	2.5	1.3	5.9	68.3	42.8	13.4
21:00	3.7	2.5	3.1	7.2	56.6	35.3	20.8	3.9	2.5	1.1	5.8	69.4	43.5	12.8
21:15	3.7	2.5	2.8	7.1	57.3	35.8	20.3	3.9	2.5	1.1	5.9	69.3	43.5	12.3
21:30	3.7	2.5	2.5	7.1	57.3	35.8	19.4	3.8	2.5	0.9	5.9	68.4	42.9	11.3
21:45	3.6	2.5	2.1	7.2	55.8	34.8	17.8	3.8	2.4	0.7	6.2	62.9	39.2	9.5
22:00	3.4	2.3	1.6	6.9	53.6	33.2	15.5	3.5	2.2	0.6	6.1	59.0	36.6	8.3
22:15	3.3	2.1	1.3	7.0	50.5	31.1	13.0	3.2	2.0	0.4	6.2	53.0	32.6	6.5
22:30	3.0	2.0	1.0	6.9	47.1	28.7	10.7	2.8	1.7	0.3	6.1	46.3	28.1	5.2
22:45	2.8	1.8	0.9	7.0	43.1	26.0	9.1	2.4	1.4	0.2	6.2	39.4	23.4	4.0
23:00	2.6	1.6	0.7	7.1	38.8	23.1	7.2	2.1	1.2	0.2	6.4	33.1	19.3	3.0
23:15	2.4	1.5	0.5	7.2	34.4	20.3	5.6	1.8	1.0	0.1	6.4	27.7	15.9	2.2
23:30	2.1	1.3	0.4	7.2	31.0	18.0	4.6	1.5	0.8	0.1	6.6	22.3	12.6	1.5
23:45	2.0	1.2	0.3	7.5	27.2	15.7	3.6	1.4	0.7	0.1	7.1	18.5	10.3	1.2
0:00	1.7	1.0	0.2	7.4	23.9	13.6	2.9	1.1	0.6	0.0	7.1	15.3	8.4	0.8
0:15	1.5	0.9	0.1	7.4	20.6	11.6	2.2	1.0	0.5	0.0	7.7	12.6	6.8	0.6
0:30	1.4	0.8	0.1	7.7	17.7	9.9	1.7	0.9	0.5	0.0	8.3	10.5	5.7	0.5
0:45	1.2	0.7	0.1	7.8	15.5	8.6	1.3	0.8	0.4	0.0	8.7	9.0	4.8	0.4
NR 24h	23	17	21		85	69	62	25	18	19		90	75	63
NT 24h	22	13	16		288	163	103	25	15	13		333	192	93
NS 24h	92	74	75		337	234	165	99	79	69		372	255	149

R = Rating in % MA = Marktanteil in % 3-14 = Personen von 3-14 Jahren NR = Tagesreichweite % NT = Nutzungsminuten gesamt NS = Nutzungsminuten pro Seher

2.18 Video (inkl. DVD) Nutzung nach Wochentagen: Rating in %

TELECONTROL 2008 / Deutsche Schweiz

VIERTELSTUNDEN-REICHWEITE in % (Mo-So), Personen ab 15 Jahren in Teletext-Haushalten

Universum: 3'989'000 Personen (15+)

	Total		SRG SSR idée suisse					Ausland: Service public					ANDERE	
	HH	Pers 15+	SF1	SF2	SFi	TSR1	TSI 1	3SAT	ARTE	ARD	ZDF	ORF1		ORF2
6:00	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
6:15	0.3	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
6:30	0.3	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
6:45	0.3	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
7:00	0.4	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
7:15	0.4	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
7:30	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
7:45	0.5	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
8:00	0.6	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
8:15	0.6	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
8:30	0.6	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
8:45	0.6	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
9:00	0.6	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
9:15	0.6	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
9:30	0.6	0.3	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
9:45	0.6	0.3	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
10:00	0.7	0.4	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
10:15	0.7	0.4	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
10:30	0.7	0.3	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
10:45	0.7	0.4	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
11:00	0.8	0.4	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
11:15	0.7	0.4	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
11:30	0.8	0.4	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
11:45	0.8	0.4	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
12:00	0.9	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
12:15	0.9	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
12:30	1.0	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
12:45	1.1	0.6	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
13:00	1.2	0.7	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
13:15	1.1	0.6	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
13:30	0.9	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
13:45	1.0	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
14:00	1.0	0.5	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
14:15	1.0	0.5	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
14:30	0.9	0.5	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
14:45	0.9	0.5	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
15:00	0.9	0.5	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
15:15	0.8	0.4	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
15:30	0.9	0.5	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
15:45	0.9	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2

2.19 Teletext Nutzung nach Sender: Reichweite in %

TELECONTROL 2008 / Deutsche Schweiz

VIERTELSTUNDEN-REICHWEITE in % (Mo-So), Personen ab 15 Jahren in Teletext-Haushalten

Universum: 3'989'000 Personen (15+)

2.19 Teletext Nutzung nach Sender: Reichweite in %

	Total		SRG SSR idée suisse					Ausland: Service public					ANDERE	
	HH	Pers 15+	SF1	SF2	SFi	TSR1	TSI 1	3SAT	ARTE	ARD	ZDF	ORF1		ORF2
16:00	1.1	0.6	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
16:15	1.0	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
16:30	1.0	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
16:45	1.3	0.7	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
17:00	1.5	0.8	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.3
17:15	1.4	0.8	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
17:30	1.7	0.9	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.4
17:45	1.9	1.0	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.5
18:00	1.9	1.1	0.5	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.4
18:15	1.8	1.1	0.5	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.4
18:30	1.7	1.0	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.4
18:45	2.1	1.3	0.6	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.5
19:00	1.9	1.2	0.5	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
19:15	2.5	1.6	0.9	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.5
19:30	2.0	1.3	0.7	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
19:45	2.7	1.8	1.0	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.5
20:00	3.5	2.3	0.9	0.4	0.1	0.0	0.0	0.0	0.0	0.2	0.1	0.1	0.1	0.9
20:15	3.4	2.1	0.5	0.3	0.1	0.0	0.0	0.0	0.0	0.2	0.1	0.1	0.1	1.0
20:30	2.4	1.5	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.7
20:45	2.7	1.7	0.6	0.3	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.7
21:00	2.8	1.8	0.6	0.3	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.7
21:15	2.5	1.6	0.5	0.3	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.6
21:30	2.9	1.9	0.7	0.4	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.7
21:45	3.3	2.2	0.9	0.4	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.8
22:00	2.5	1.6	0.6	0.3	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.7
22:15	3.1	2.0	0.7	0.4	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.8
22:30	2.4	1.5	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.6
22:45	2.3	1.4	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.6
23:00	1.8	1.1	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.5
23:15	1.7	1.0	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.5
23:30	1.4	0.8	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4
23:45	1.4	0.8	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.4
0:00	1.1	0.6	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
0:15	0.9	0.5	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
0:30	0.7	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
0:45	0.6	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
NR 18-23	20.3	13.6	6.2	3.2	0.5	0.1	0.1	0.4	0.4	1.3	1.2	1.2	0.5	7.2
NT 18-23	0.9	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
NR 24h	27.9	19.1	9.2	5.2	1.0	0.2	0.1	0.7	0.6	2.4	2.0	2.1	1.0	11.1
NT 24h	2.0	1.2	0.5	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3

NR = Tagesreichweite %

NT = Nutzungsminuten gesamt

3. RADIO-FORSCHUNG (RADIOCONTROL)

3.1 Radiocontrol: Methodik, Erhebungsbasis und Berichterstattung

3.1.1 Methodenbeschreibung

Seit dem 1. Januar 2001 ermittelt die Mediapulse AG (bis zum 30.06.2006: der Forschungsdienst SRG SSR) die Nutzung des Mediums Radio durch das elektronische Messsystem RADIOCONTROL. Die gewählte Technologie und Erhebungsbasis erlauben Aussagen über die live-Radionutzung der in der Schweiz wohnhaften Bevölkerung, die 15 Jahre oder älter ist.

Das Radiocontrol-System besteht im Wesentlichen aus einer Armbanduhr mit eingebautem Mikrofon. Damit „hört“ sie dieselben Radioprogramme wie die Person, welche sie trägt; zu Hause, am Arbeitsplatz oder unterwegs, Minute für Minute und rund um die Uhr.

Das Prinzip ist einfach: Während der Trageweche öffnet die Uhr jede Minute 4 Sekunden lang ihr Mikrofon und nimmt alle Umgebungsgeräusche auf. Diese werden als Zahlenreihe gespeichert, die Datenmenge wird dabei um den Faktor 120 reduziert. Der Vorgang der Datenreduktion ist unumkehrbar und spielt eine zentrale Rolle für den Datenschutz der Testperson: Die ursprünglichen Laute können nicht rekonstruiert werden.

In derselben Zeit werden an 18 Standorten in der Schweiz rund 135 Radioprogramme aufgenommen. Damit decken wir den für die Schweiz relevanten Live-Radiomarkt fast vollständig ab. Zu den erhobenen Sendern zählen alle in der Schweiz dauerhaft konzessionierten Radioprogramme (Programme der SRG-SSR und Privatprogramme) und die meisten, in einer Landessprache ausstrahlenden ausländischen Programme (öffentlich-rechtliche Programme und Privatprogramme). Diese Radioprogramme werden nach demselben Verfahren gespeichert wie mit der Radiocontrol-Uhr und in die Studiozentrale des Marktforschungsinstitutes GfK Switzerland weitergeleitet. Kommt eine Uhr nach einer Woche Tragezeit von einer Testperson zurück, vergleicht der Computer die Daten aus der Uhr mit denjenigen der Studiozentrale. So wird die Radionutzung jeder Testperson mit dem Radioangebot verglichen. Die Übereinstimmung der Daten bedeutet: Die Testperson hat Radiosender XY gehört.

3.1.2. Erhebungsbasis

Nach einer Aufstockung der Stichprobe per 1. Januar 2004 nehmen jetzt pro Jahr etwas über 26'000 Personen an der Studie teil, indem sie rund zweimal jährlich eine Woche lang eine Radiocontrol-Uhr tragen. Täglich tragen in der Schweiz und im Fürstentum Liechtenstein 1'012 Personen eine RC-Uhr: 571 in der Deutschschweiz, 301 in der Suisse romande, 105 in der Svizzera italiana, 25 in der Svizra rumantscha und 10 im Fürstentum Liechtenstein. Die Testpersonen werden nach dem Prinzip der geschichteten Zufallsauswahl ausgesucht. Schichten oder Quoten bilden Alter und Geschlecht innerhalb der Radio-Verbreitungsgebiete. Innerhalb der Schichten erfolgt die Auswahl

zufällig. Die Testpersonen werden von GfK Switzerland telefonisch rekrutiert und nehmen in der Regel maximal fünf Jahre lang an der Messung teil.

3.1.3 Berichterstattung

Die identifizierten Daten aus der Uhr werden in einer Datenbank gesammelt, welche die Messgrößen Reichweite, Nutzungsminuten und Marktanteil ausweist (siehe Glossar). Die Datenbank wird täglich aktualisiert.

3.1.4. Glossar

Stichprobe: Eine nach bestimmten Kriterien vorgenommene Auswahl von Individuen aus einer Grundgesamtheit (Bevölkerung, Radiohörer, Fernseherinnen, 25- bis 49-jährige etc.).

Repräsentativität: Entspricht die Stichprobe in ihrer relativen Merkmalsverteilung (Alter, Geschlecht, geografische Herkunft etc.) der Grundgesamtheit, kann von der Stichprobe auf die Grundgesamtheit geschlossen werden. Beispiel: Wurden in einer Umfrage 1'000 repräsentativ ausgewählte Jugendliche der Suisse romande befragt, sind die Umfrageergebnisse nicht nur für diese 1'000, sondern für alle Jugendlichen der Suisse romande gültig – nicht aber für die Jugendlichen in der Deutschschweiz.

Reichweite: Anteil der Personen, die Radio XY innerhalb einer definierten Zeiteinheit mindestens 1 Minute lang gehört haben; angegeben in % der Stichprobe oder hochgerechnet auf die Anzahl Personen in 1000. „45% Tages-Reichweite für Radio XY“ bedeutet also: 45% aller Personen in der Stichprobe haben während des Tages mindestens 1 Minute lang Radio XY gehört.

Nutzungsminuten: Gibt an, wie viele Minuten in einem bestimmten Zeitabschnitt Radio oder ein bestimmtes Radioprogramm gehört wurde; wird in Nutzungsminuten pro Hörerin und Hörer oder pro Kopf der Bevölkerung angegeben (hier wird die Hördauer der Radiohörerinnen und -hörer auf die gesamte Bevölkerung hochgerechnet. Durch diese Umrechnung wird die Nutzung der verschiedenen Radioprogramme miteinander vergleichbar). „12 Minuten Gesamtnutzung für Radio XY“ bedeutet also: Die Bevölkerung hat an einem Tag durchschnittlich 12 Minuten lang Radio XY gehört. „16 Minuten Nutzung pro Hörer für Radio XY“ bedeutet: Wer Radio XY gehört hat, hat dieses Radio durchschnittlich 16 Minuten lang gehört.

Marktanteil: %-Anteil der Hördauer eines bestimmten Radioprogramms an der Hördauer des Mediums Radio total. „7% Marktanteil für Radio XY“ bedeutet also: 7% der gehörten Radiominuten entfielen auf Radio XY.

RADIOCONTROL 2008 / Deutsche Schweiz

VIERTELSTUNDEN-REICHWEITEN in % nach Wochentagen, Radio Total

Universum: 4'505'500 Personen (15+) Stichprobe: 27'770 Personen / 191'025 Messtage

	Wochentage							Montag - Freitag	Samstag - Sonntag	Montag - Sonntag
	Montag	Dienstag	Mittwoch	Donnerstag	Freitag	Samstag	Sonntag			
5:00	3.0	3.0	3.1	3.0	3.0	2.1	1.6	3.0	1.9	2.7
5:15	3.9	4.0	4.0	4.1	3.9	2.5	1.7	4.0	2.1	3.4
5:30	5.4	5.8	5.6	5.6	5.4	2.9	1.9	5.6	2.4	4.7
5:45	9.0	9.3	9.2	9.1	8.6	4.1	2.8	9.0	3.5	7.4
6:00	11.8	12.3	12.3	12.0	11.3	5.0	3.1	12.0	4.0	9.7
6:15	14.0	14.8	14.7	14.4	13.7	5.9	3.4	14.4	4.6	11.6
6:30	17.6	18.4	17.9	17.8	16.8	7.0	4.2	17.7	5.6	14.3
6:45	21.5	21.9	22.1	21.8	20.6	9.7	6.0	21.6	7.9	17.7
7:00	24.2	25.2	25.5	24.8	23.8	12.4	7.8	24.7	10.1	20.6
7:15	23.9	25.3	25.2	24.5	24.0	13.3	8.4	24.6	10.9	20.7
7:30	25.8	26.9	26.9	26.7	25.7	16.0	10.4	26.4	13.2	22.7
7:45	27.3	27.8	28.0	27.5	27.0	18.2	12.9	27.5	15.6	24.1
8:00	28.2	28.4	28.1	28.4	27.8	20.4	15.1	28.2	17.8	25.2
8:15	25.6	25.8	25.9	25.9	25.3	19.6	14.5	25.7	17.0	23.2
8:30	24.4	24.7	24.9	24.6	24.6	20.5	15.6	24.6	18.0	22.8
8:45	23.9	23.9	24.4	24.2	24.1	21.6	17.3	24.1	19.4	22.8
9:00	24.6	23.7	24.7	23.9	24.5	23.3	19.9	24.3	21.6	23.5
9:15	21.6	22.1	22.0	21.6	21.8	22.0	18.0	21.8	20.0	21.3
9:30	21.1	21.3	21.0	20.9	21.4	21.1	17.4	21.2	19.2	20.6
9:45	21.0	21.2	20.7	20.7	21.3	21.1	18.4	21.0	19.8	20.7
10:00	21.5	21.4	21.2	21.4	21.9	21.5	19.6	21.5	20.5	21.2
10:15	20.5	20.1	20.2	20.3	20.7	20.4	18.2	20.3	19.3	20.0
10:30	20.4	20.0	20.2	20.3	20.8	19.9	18.5	20.3	19.2	20.0
10:45	20.8	20.8	20.7	20.5	21.5	20.1	18.6	20.9	19.4	20.4
11:00	22.0	22.0	21.9	21.5	22.5	21.1	18.9	22.0	20.0	21.4
11:15	22.2	21.5	21.6	21.7	21.8	20.3	18.1	21.8	19.2	21.0
11:30	22.6	22.2	22.2	22.3	22.1	20.8	18.5	22.3	19.7	21.5
11:45	24.6	23.8	24.2	24.2	23.9	21.7	19.1	24.1	20.4	23.1
12:00	28.2	27.5	28.4	27.3	27.2	23.5	20.0	27.7	21.8	26.0
12:15	27.1	26.7	27.2	26.1	26.6	23.5	19.3	26.7	21.4	25.2
12:30	27.4	26.5	26.5	26.5	26.7	24.0	20.2	26.7	22.1	25.4
12:45	26.1	25.4	25.7	25.1	25.5	21.5	17.5	25.6	19.5	23.9
13:00	24.4	24.0	24.0	23.8	24.3	20.8	16.7	24.1	18.7	22.6
13:15	21.7	21.7	21.5	21.2	21.6	18.3	14.7	21.6	16.5	20.1
13:30	19.5	19.7	19.7	19.8	20.2	17.3	14.4	19.8	15.9	18.7
13:45	19.2	19.2	19.0	18.8	19.5	17.2	14.6	19.1	15.9	18.2
14:00	18.7	18.8	18.6	18.5	18.6	17.6	14.7	18.6	16.1	17.9
14:15	16.5	16.9	16.7	16.6	16.9	15.9	13.1	16.7	14.5	16.1
14:30	15.9	16.5	16.1	16.4	16.3	15.5	12.8	16.2	14.1	15.6
14:45	16.2	16.6	16.5	16.3	16.6	15.7	12.5	16.4	14.1	15.8

3.2 Radionutzung nach Wochentagen: Reichweite in %

RADIOCONTROL 2008 / Deutsche Schweiz

VIERTELSTUNDEN-REICHWEITEN in % nach Wochentagen, Radio Total

Universum: 4'505'500 Personen (15+) Stichprobe: 27'770 Personen / 191'025 Messtage

	Wochentage							Montag - Freitag	Samstag - Sonntag	Montag - Sonntag
	Montag	Dienstag	Mittwoch	Donnerstag	Freitag	Samstag	Sonntag			
15:00	16.9	17.1	16.9	16.7	17.3	16.2	13.0	17.0	14.6	16.3
15:15	16.0	16.1	15.8	16.0	16.6	15.4	12.1	16.1	13.7	15.4
15:30	15.8	15.7	15.6	16.3	16.9	15.0	12.1	16.1	13.5	15.3
15:45	16.6	16.6	16.6	16.7	17.4	15.2	12.6	16.8	13.9	15.9
16:00	18.0	17.6	17.5	17.7	18.6	15.9	13.6	17.9	14.7	17.0
16:15	17.0	16.8	17.2	16.9	17.6	14.9	13.1	17.1	14.0	16.2
16:30	17.1	17.4	17.9	17.4	17.9	15.0	13.5	17.5	14.3	16.6
16:45	18.5	18.4	18.6	18.3	18.7	15.6	14.2	18.5	14.9	17.5
17:00	21.0	21.5	21.4	21.1	20.8	17.2	16.0	21.2	16.6	19.9
17:15	19.9	20.4	20.2	20.2	19.7	15.7	15.1	20.1	15.4	18.7
17:30	20.2	20.9	20.0	20.4	19.8	15.8	15.4	20.3	15.6	18.9
17:45	20.4	20.7	19.9	20.4	19.8	16.3	15.8	20.2	16.1	19.0
18:00	21.1	21.3	20.8	21.0	20.5	17.4	16.6	20.9	17.0	19.8
18:15	19.0	18.9	18.8	18.6	18.5	15.3	14.3	18.7	14.8	17.6
18:30	17.9	17.5	17.4	17.5	17.2	13.8	13.2	17.5	13.5	16.4
18:45	16.3	16.0	15.9	16.4	15.9	12.6	12.3	16.1	12.4	15.1
19:00	14.4	14.3	14.3	14.7	14.3	12.0	11.8	14.4	11.9	13.7
19:15	11.6	11.7	11.7	12.1	11.9	10.3	10.2	11.8	10.2	11.4
19:30	9.7	9.9	10.0	10.0	9.7	8.5	8.3	9.9	8.4	9.5
19:45	8.9	9.2	9.0	9.1	8.7	7.6	7.4	9.0	7.5	8.6
20:00	9.4	9.2	9.1	8.7	8.5	7.9	8.2	9.0	8.0	8.7
20:15	8.1	8.1	7.9	7.5	7.6	6.5	7.0	7.8	6.7	7.5
20:30	7.8	7.4	7.6	7.1	7.1	6.2	6.6	7.4	6.4	7.1
20:45	7.6	7.2	7.3	7.0	6.9	6.1	6.4	7.2	6.2	6.9
21:00	7.9	7.1	7.2	7.4	6.6	5.9	6.3	7.2	6.1	6.9
21:15	7.3	6.6	6.8	7.3	6.1	5.2	5.7	6.8	5.4	6.4
21:30	7.3	6.6	6.8	7.2	6.2	5.0	5.9	6.8	5.4	6.4
21:45	8.1	7.0	7.1	7.3	6.3	5.3	6.3	7.1	5.8	6.8
22:00	7.8	7.2	7.3	7.0	6.5	5.5	6.7	7.1	6.1	6.8
22:15	6.8	6.2	6.5	6.0	6.0	5.0	5.8	6.3	5.4	6.0
22:30	6.5	5.7	6.0	5.9	5.8	5.1	5.6	6.0	5.4	5.8
22:45	6.2	5.6	6.0	5.8	6.0	5.1	5.7	5.9	5.4	5.8
23:00	6.0	5.6	6.0	5.8	6.2	5.3	5.3	5.9	5.3	5.7
23:15	4.7	4.4	4.7	4.7	5.3	4.4	4.3	4.8	4.3	4.7
23:30	3.9	3.9	4.3	4.3	4.9	4.1	3.7	4.3	3.9	4.2
23:45	3.4	3.4	3.7	3.7	4.3	3.7	3.3	3.7	3.5	3.6
Tagesreichweite	91.5	91.8	91.8	91.9	91.7	88.5	85.5	91.7	87.0	90.4
Nutzung in Min	117	116	116	115	115	98	87	116	92	109

3.2 Radionutzung nach Wochentagen: Reichweite in %

RADIOCONTROL 2008 / Deutsche Schweiz

VIERTELSTUNDEN-REICHWEITEN in % (Mo-So), Radio Total

Universum: 4'505'500 Personen (15+) Stichprobe: 27'770 Personen / 191'025 Messtage

3.3 Radionutzung nach Soziodemografie: Reichweite in %

Mediapulse: Jahresbericht 2008

	Total Personen	Geschlecht		Alter					Abgeschlossene Ausbildung			
		Männer	Frauen	15-24	25-34	35-44	45-59	60+	keine/andere	oblig. Schule	Berufslehre	höhere Ausb.*
5:00	2.7	3.1	2.3	2.1	1.9	2.2	3.4	3.2	2.4	3.1	3.3	2.0
5:15	3.4	4.0	2.9	2.4	2.4	3.4	4.6	3.5	3.4	3.7	4.1	2.6
5:30	4.7	5.4	4.0	3.2	3.3	4.5	6.5	4.6	4.9	4.7	5.5	3.6
5:45	7.4	8.4	6.5	4.9	5.2	6.8	10.3	7.9	8.1	7.1	8.1	6.5
6:00	9.7	10.9	8.6	6.9	7.1	8.8	13.4	9.9	10.7	8.9	10.4	8.7
6:15	11.6	12.8	10.4	8.2	9.1	10.8	15.7	11.6	12.8	10.1	12.2	10.7
6:30	14.3	15.4	13.2	10.2	11.5	13.2	18.5	14.8	15.6	12.1	15.1	13.2
6:45	17.7	18.7	16.6	11.4	13.7	15.5	21.3	21.6	19.4	15.6	18.5	16.5
7:00	20.6	21.5	19.7	12.1	15.6	17.7	24.0	27.1	22.0	19.1	21.5	19.3
7:15	20.7	21.0	20.4	11.0	14.9	17.3	23.5	29.2	22.2	19.5	21.9	19.1
7:30	22.7	22.5	22.8	11.4	15.1	18.1	24.6	34.8	23.7	22.0	24.7	20.3
7:45	24.1	23.6	24.6	11.6	15.1	18.8	24.8	39.7	24.6	24.1	26.5	21.5
8:00	25.2	24.6	25.9	11.8	15.3	19.8	25.2	42.5	25.7	25.3	27.6	22.4
8:15	23.2	22.3	24.1	10.9	13.6	17.9	23.1	39.8	23.7	23.8	25.8	20.1
8:30	22.8	21.8	23.7	10.9	14.1	17.5	22.9	38.2	23.5	22.8	25.3	19.6
8:45	22.8	21.9	23.6	11.0	14.2	17.3	22.6	38.5	23.2	23.0	25.6	19.5
9:00	23.5	22.8	24.3	11.2	14.6	17.7	23.6	39.9	23.8	23.9	26.5	20.2
9:15	21.3	20.5	22.0	10.6	13.5	16.2	21.5	35.3	22.1	21.2	24.2	17.8
9:30	20.6	20.2	21.1	10.2	13.2	16.2	21.4	33.2	21.4	20.2	23.5	17.1
9:45	20.7	20.4	20.9	10.5	13.3	16.7	21.5	32.7	21.4	20.5	23.4	17.3
10:00	21.2	21.1	21.3	11.2	14.1	17.2	22.1	33.0	22.3	20.6	23.7	18.0
10:15	20.0	19.8	20.3	10.9	13.2	16.8	21.0	30.6	20.9	19.6	22.8	16.6
10:30	20.0	19.6	20.4	10.9	13.1	16.8	21.3	30.3	20.9	19.6	22.9	16.4
10:45	20.4	20.0	20.9	11.1	13.3	17.2	21.7	30.9	21.5	20.1	23.2	16.8
11:00	21.4	20.4	22.4	11.7	14.3	18.0	22.8	32.1	22.5	21.2	24.3	17.5
11:15	21.0	19.9	22.1	11.5	13.9	18.3	22.2	31.3	22.1	21.3	24.0	17.0
11:30	21.5	20.5	22.5	11.9	14.3	18.4	22.7	32.3	22.5	21.3	24.6	17.6
11:45	23.1	22.2	23.9	12.3	14.6	19.0	24.4	35.7	23.9	22.8	26.0	19.5
12:00	26.0	25.3	26.7	13.7	16.9	20.9	27.4	40.6	27.0	25.7	28.7	22.6
12:15	25.2	24.2	26.2	12.6	14.4	18.1	26.5	42.7	26.3	25.4	27.5	22.1
12:30	25.4	24.7	26.1	13.0	14.6	17.9	26.2	43.3	26.4	25.4	27.7	22.5
12:45	23.9	23.6	24.0	12.9	14.6	17.8	25.2	38.5	25.0	23.0	26.0	21.1
13:00	22.6	22.7	22.5	12.9	15.6	17.9	24.2	33.9	24.3	20.9	24.4	20.0
13:15	20.1	20.3	20.0	11.9	14.3	16.9	21.5	29.2	22.2	18.5	21.8	17.6
13:30	18.7	18.7	18.7	11.2	13.0	16.0	20.1	26.8	20.5	17.4	20.4	16.1
13:45	18.2	18.4	18.0	10.9	13.2	15.6	19.5	25.8	19.6	16.5	20.1	15.7
14:00	17.9	18.3	17.6	11.5	13.4	15.4	19.1	24.8	19.4	16.5	19.7	15.4
14:15	16.1	16.8	15.4	10.5	12.6	14.5	17.2	21.4	17.5	14.6	17.7	13.9
14:30	15.6	16.5	14.8	10.3	12.4	14.1	17.0	20.3	16.9	14.3	17.2	13.5
14:45	15.8	16.8	14.8	10.6	12.5	14.2	17.0	20.5	17.0	14.4	17.2	13.7

* Maturität / Seminar / Diplommittelschule / höh. Fach- u. Berufsausbildung / höh. Fachschule / Hochschule / Universität

RADIOCONTROL 2008 / Deutsche Schweiz

VIERTELSTUNDEN-REICHWEITEN in % (Mo-So), Radio Total

Universum: 4'505'500 Personen (15+) · Stichprobe: 27'770 Personen / 191'025 Messtage

	Total Personen	Geschlecht		Alter					Abgeschlossene Ausbildung			
		Männer	Frauen	15-24	25-34	35-44	45-59	60+	keine/andere	oblig. Schule	Berufslehre	höhere Ausb.*
15:00	16.3	17.4	15.2	10.7	12.8	14.7	17.6	21.3	17.7	14.6	17.7	14.2
15:15	15.4	16.5	14.5	10.6	11.8	14.2	16.8	19.8	16.8	13.6	16.9	13.3
15:30	15.3	16.6	14.2	10.4	11.8	13.8	16.7	20.1	16.7	14.1	16.8	13.2
15:45	15.9	17.2	14.8	10.6	12.3	14.2	17.3	21.0	17.1	14.4	17.3	14.1
16:00	17.0	18.1	15.9	11.3	13.0	15.4	18.5	22.2	18.5	15.5	18.3	15.0
16:15	16.2	17.5	15.1	11.2	12.8	14.8	17.8	20.5	17.8	14.7	17.5	14.2
16:30	16.6	17.9	15.4	11.4	13.4	15.2	18.2	20.9	18.4	14.6	18.0	14.5
16:45	17.5	18.9	16.1	11.5	13.7	16.0	19.2	22.5	19.0	15.5	19.0	15.4
17:00	19.9	21.2	18.6	13.2	15.9	18.2	21.9	25.2	21.4	17.7	21.4	18.0
17:15	18.7	19.9	17.6	11.8	14.9	17.0	20.7	24.2	19.9	16.6	20.2	17.1
17:30	18.9	19.8	18.1	11.4	14.5	16.5	21.0	25.6	20.3	17.1	20.2	17.3
17:45	19.0	19.8	18.3	10.9	13.8	16.4	20.8	26.9	20.2	17.0	19.9	18.0
18:00	19.8	20.3	19.4	11.7	14.2	16.9	21.9	27.7	20.8	17.7	20.3	19.4
18:15	17.6	18.0	17.2	10.8	12.2	14.7	19.8	24.7	18.5	15.2	17.8	17.6
18:30	16.4	16.9	15.9	10.2	12.0	14.0	18.7	21.9	17.4	13.5	16.4	16.6
18:45	15.1	15.4	14.7	9.7	11.3	12.7	17.2	19.9	15.7	12.6	15.1	15.3
19:00	13.7	14.1	13.4	9.6	10.7	11.9	15.9	16.9	14.0	11.7	13.6	14.3
19:15	11.4	11.8	10.9	8.5	9.3	10.0	13.3	13.3	11.6	9.8	11.2	11.9
19:30	9.5	9.9	9.0	7.3	8.5	8.8	11.1	10.2	9.8	8.3	9.2	9.9
19:45	8.6	9.0	8.1	6.8	7.8	8.2	10.1	8.7	9.0	7.7	8.4	8.8
20:00	8.7	9.2	8.3	6.7	7.6	8.0	10.2	9.6	9.0	8.1	8.6	9.0
20:15	7.5	8.0	7.0	6.0	6.7	6.9	8.4	8.4	7.8	7.2	7.2	7.7
20:30	7.1	7.5	6.7	5.4	6.2	6.3	8.0	8.4	7.2	7.0	6.7	7.4
20:45	6.9	7.3	6.6	5.1	5.8	5.8	7.8	8.6	6.9	6.9	6.6	7.3
21:00	6.9	7.3	6.5	5.1	5.4	5.4	7.6	9.2	6.8	7.5	6.7	7.1
21:15	6.4	6.7	6.2	5.2	4.9	5.0	7.1	8.4	6.5	6.9	6.2	6.5
21:30	6.4	6.7	6.1	5.1	4.8	4.8	7.1	8.7	6.5	7.0	6.2	6.4
21:45	6.8	6.9	6.6	5.0	4.7	4.8	7.3	9.9	6.6	7.4	6.7	6.7
22:00	6.8	7.0	6.7	5.1	4.7	4.8	7.5	10.0	6.7	7.2	6.8	6.8
22:15	6.0	6.1	6.0	4.8	4.4	4.4	6.4	8.6	5.8	6.5	6.1	5.9
22:30	5.8	5.9	5.7	4.5	4.3	4.0	6.2	8.3	5.6	6.1	5.9	5.7
22:45	5.8	5.9	5.7	4.5	4.0	3.9	6.1	8.6	5.7	6.1	5.9	5.6
23:00	5.7	5.9	5.6	4.4	3.9	3.9	6.2	8.5	5.5	5.9	5.8	5.6
23:15	4.7	4.8	4.5	4.0	3.3	3.2	5.1	6.5	4.6	4.8	4.9	4.4
23:30	4.2	4.3	4.0	3.6	2.9	2.8	4.4	6.0	4.2	4.3	4.3	4.0
23:45	3.6	3.9	3.4	3.1	2.4	2.5	3.7	5.5	3.7	3.6	3.7	3.5
Tagesreichweite	90.4	90.2	90.6	79.3	85.8	90.1	93.4	96.5	91.8	86.2	91.6	89.6
Nutzung in Min.	109	111	107	64	70	81	114	172	113	109	118	97

* Maturität / Seminar / Diplommittelschule / höh. Fach- u. Berufsausbildung / höh. Fachschule / Hochschule / Universität

RADIOCONTROL 2008 / Deutsche Schweiz

VIERTELSTUNDEN-REICHWEITEN in Tausend (Mo-So), Radio Total

Universum: 4'505'500 Personen (15+) Stichprobe: 27'770 Personen / 191'025 Messtage

3.4 Radionutzung nach Soziodemografie: Reichweite in Tausend

Mediapulse: Jahresbericht 2008

	Total	Geschlecht		Alter					Abgeschlossene Ausbildung			
	Personen	Männer	Frauen	15-24	25-34	35-44	45-59	60+	keine/andere	oblig. Schule	Berufsausbildung	höhere Ausb.*
5:00	120.9	68.4	52.4	13.2	12.8	19.4	38.0	37.4	22.0	13.8	52.8	28.6
5:15	154.8	87.3	67.5	15.6	16.6	29.6	51.6	41.5	30.5	16.2	66.4	37.0
5:30	211.0	118.4	92.6	20.7	23.1	40.0	73.1	54.2	43.6	20.8	88.9	52.1
5:45	335.4	185.2	150.1	31.1	35.7	60.3	115.4	92.9	72.1	31.2	129.9	94.5
6:00	437.3	238.4	198.9	44.3	49.2	77.8	150.1	115.9	95.1	38.9	167.0	126.4
6:15	521.7	280.7	241.0	52.7	62.9	94.9	175.4	135.8	114.1	43.9	195.7	155.6
6:30	642.6	338.8	303.8	65.1	79.7	116.5	207.3	174.0	139.7	53.0	242.2	192.6
6:45	795.8	411.4	384.4	72.8	95.0	137.0	237.9	253.1	173.4	68.4	297.8	240.4
7:00	926.5	472.2	454.3	77.1	107.7	155.8	268.4	317.6	197.2	84.0	346.4	281.1
7:15	932.1	460.7	471.4	70.3	103.0	152.4	263.0	343.3	198.4	85.9	352.0	277.4
7:30	1,021.1	493.6	527.5	72.9	104.7	159.7	274.7	409.1	211.6	96.9	396.6	295.3
7:45	1,087.7	518.4	569.3	74.4	104.4	166.1	276.9	466.0	220.2	106.4	425.8	313.0
8:00	1,136.8	539.0	597.8	75.6	105.6	174.4	282.3	498.9	230.1	111.7	444.2	325.9
8:15	1,047.0	490.0	557.0	69.6	93.9	157.7	258.6	467.4	212.4	105.0	415.4	291.5
8:30	1,025.6	477.8	547.8	69.6	97.4	153.9	256.6	448.1	209.5	100.5	408.2	283.9
8:45	1,025.5	481.6	543.9	70.3	98.4	152.2	253.2	451.5	206.5	101.3	412.9	282.5
9:00	1,059.8	499.6	560.3	71.5	100.8	155.6	263.5	468.4	212.3	105.1	427.5	293.2
9:15	959.5	450.9	508.6	67.9	93.5	143.1	240.6	414.4	196.7	93.6	390.7	257.4
9:30	929.0	442.7	486.3	65.4	91.0	143.1	239.1	390.3	190.9	88.7	378.9	248.2
9:45	930.2	446.7	483.5	66.9	92.0	146.8	240.5	384.0	190.6	90.3	376.8	250.8
10:00	955.7	462.8	492.9	71.6	97.8	151.9	246.8	387.7	198.6	90.5	383.3	260.5
10:15	902.7	433.8	468.9	69.7	91.0	148.4	234.7	359.0	186.5	86.5	367.9	240.8
10:30	902.1	430.6	471.5	69.7	90.3	148.2	238.0	355.8	186.3	86.7	369.0	238.2
10:45	921.0	438.7	482.2	70.9	92.1	152.0	242.9	363.0	190.9	88.5	374.8	243.9
11:00	965.0	448.6	516.4	74.7	99.1	158.9	255.0	377.4	200.0	93.6	392.9	253.9
11:15	946.7	437.2	509.6	73.6	95.8	160.9	248.5	368.0	196.8	93.6	387.2	246.3
11:30	969.6	450.1	519.5	75.8	99.1	161.7	253.6	379.5	200.3	93.9	397.0	255.6
11:45	1,039.5	486.5	553.0	78.7	101.0	167.7	273.0	419.2	212.8	100.5	419.2	283.3
12:00	1,171.9	555.9	616.0	87.8	117.2	183.8	306.5	476.6	240.8	112.9	463.0	328.4
12:15	1,136.8	531.9	604.9	80.7	99.9	159.2	296.1	500.8	234.4	111.7	444.6	320.7
12:30	1,144.5	542.0	602.5	83.3	100.9	158.1	293.2	508.9	235.4	111.7	446.7	325.7
12:45	1,074.5	519.1	555.4	82.2	101.3	156.6	282.2	452.2	222.9	101.1	419.6	305.7
13:00	1,016.9	497.2	519.8	82.4	107.7	157.8	270.7	398.4	217.2	92.0	393.7	290.1
13:15	906.8	445.5	461.3	76.0	99.1	148.9	240.3	342.5	198.2	81.6	351.3	255.1
13:30	841.3	410.0	431.3	71.5	90.1	141.0	224.4	314.3	182.5	76.4	329.6	232.7
13:45	819.6	403.1	416.5	70.0	91.0	137.3	218.1	303.3	174.7	72.3	324.4	228.0
14:00	806.9	401.1	405.9	73.2	93.0	135.9	213.9	290.8	173.0	72.4	317.7	223.8
14:15	725.7	369.8	355.9	67.3	87.4	127.8	192.5	250.8	156.1	64.4	285.6	201.7
14:30	704.2	362.4	341.7	65.6	85.9	124.3	189.5	238.8	150.6	62.7	277.6	196.2
14:45	710.2	369.3	341.0	67.8	86.7	125.4	190.3	240.1	151.7	63.0	278.5	198.6

* Maturität / Seminar / Diplommittelschule / höh. Fach- u. Berufsausbildung / höh. Fachschule / Hochschule / Universität

RADIOCONTROL 2008 / Deutsche Schweiz

VIERTELSTUNDEN-REICHWEITEN in Tausend (Mo-So), Radio Total

Universum: 4'505'500 Personen (15+) Stichprobe: 27'770 Personen / 191'025 Messtage

3.4 Radionutzung nach Soziodemografie: Reichweite in Tausend

Mediapulse: Jahresbericht 2008

	Total	Geschlecht		Alter					Abgeschlossene Ausbildung			
	Personen	Männer	Frauen	15-24	25-34	35-44	45-59	60+	keine/andere	oblig. Schule	Berufslehre	höhere Ausb.*
15:00	733.7	382.4	351.3	68.3	88.6	129.6	196.8	250.3	157.9	64.2	286.3	205.8
15:15	695.4	361.3	334.0	68.0	81.7	124.9	188.1	232.7	150.1	59.7	273.7	193.2
15:30	691.3	363.4	327.9	66.3	81.6	121.5	186.5	235.4	148.9	61.8	270.6	191.5
15:45	718.3	376.8	341.5	68.0	84.7	125.3	193.5	246.9	152.3	63.3	279.6	204.4
16:00	765.1	398.3	366.8	72.2	90.1	135.5	207.3	260.1	165.3	67.8	295.6	217.1
16:15	730.9	383.2	347.7	71.4	88.8	130.8	199.2	240.6	159.0	64.7	283.4	205.5
16:30	747.8	392.2	355.6	72.9	92.5	134.0	203.5	244.9	164.1	64.3	291.2	210.1
16:45	787.8	415.2	372.5	73.4	95.0	140.6	214.5	264.3	169.4	68.1	307.4	224.1
17:00	895.5	466.4	429.1	84.1	109.6	160.8	244.8	296.1	191.0	77.7	345.4	260.5
17:15	844.3	437.3	407.0	75.5	103.3	149.5	231.5	284.5	177.4	73.0	326.4	247.3
17:30	852.9	433.8	419.0	73.0	100.1	145.2	234.5	300.0	181.0	74.9	325.4	251.1
17:45	857.7	434.3	423.4	69.5	95.1	144.3	232.5	316.3	180.3	74.6	321.2	261.8
18:00	892.6	445.4	447.1	75.0	98.4	148.7	244.7	325.8	185.9	77.8	326.8	281.3
18:15	793.8	395.7	398.1	69.0	84.2	129.9	220.8	289.9	165.9	66.8	287.0	255.5
18:30	736.8	370.5	366.3	65.2	82.8	123.0	208.6	257.2	155.6	59.5	263.7	241.4
18:45	678.1	338.2	339.9	62.1	78.5	111.7	192.4	233.5	140.7	55.7	243.5	222.6
19:00	617.2	308.9	308.3	61.6	74.0	105.1	177.9	198.7	125.2	51.7	218.8	207.1
19:15	511.8	260.0	251.8	54.2	64.3	88.5	149.3	155.6	103.0	43.2	180.5	173.1
19:30	426.2	218.1	208.1	46.5	59.1	77.8	123.6	119.2	87.9	36.7	148.6	143.6
19:45	385.7	198.3	187.5	43.7	54.0	72.2	113.4	102.3	80.2	33.7	135.7	127.7
20:00	392.7	201.1	191.6	43.1	52.3	70.9	113.7	112.7	79.9	35.9	138.2	130.0
20:15	338.7	176.0	162.7	38.7	46.1	60.9	94.1	99.0	70.1	31.7	116.9	111.9
20:30	320.0	164.6	155.4	34.2	42.9	55.7	89.2	98.0	64.7	31.0	108.7	107.7
20:45	312.1	160.5	151.5	32.9	40.0	51.4	86.7	101.2	61.8	30.4	107.1	105.8
21:00	310.4	159.4	151.0	32.3	37.5	47.2	85.2	108.1	60.5	32.8	107.3	102.5
21:15	289.0	146.5	142.5	33.0	34.2	43.8	79.1	99.0	58.1	30.3	99.8	93.8
21:30	289.4	147.7	141.7	32.4	33.1	42.6	79.6	101.7	58.2	30.7	100.3	93.3
21:45	304.6	151.5	153.1	31.7	32.2	42.6	82.1	116.0	58.9	32.7	108.8	97.2
22:00	308.1	153.4	154.7	32.3	32.8	42.6	83.3	117.2	60.3	31.8	109.6	99.1
22:15	272.1	134.0	138.1	30.7	30.2	38.4	71.4	101.5	51.7	28.4	99.0	85.9
22:30	261.3	130.5	130.8	28.6	29.8	35.6	69.6	97.8	50.5	26.8	95.1	82.7
22:45	259.9	128.9	131.0	28.6	27.9	34.4	68.5	100.5	50.8	26.8	94.9	81.0
23:00	258.6	128.5	130.0	28.0	26.7	34.5	69.1	100.3	49.8	25.7	94.5	81.9
23:15	209.6	106.0	103.6	25.6	22.9	28.1	56.4	76.7	40.9	21.0	78.7	64.3
23:30	187.2	95.3	92.0	23.2	20.2	24.6	48.8	70.5	37.2	18.9	68.8	58.1
23:45	163.8	84.8	79.0	19.9	16.2	21.6	41.6	64.5	32.3	15.7	60.3	51.3
Tagesreichweite	4,072.8	1,979.6	2,093.1	506.9	593.8	794.5	1,045.1	1,132.5	818.9	379.2	1,478.1	1,301.0
Nutzung in Min.	109	111	107	64	70	81	114	172	113	109	118	97

* Maturität / Seminar / Diplommittelschule / höh. Fach- u. Berufsausbildung / höh. Fachschule / Hochschule / Universität

RADIOCONTROL 2008 / Deutsche Schweiz

PUBLIKUMSANTEILE in % (Mo-So), Radio Total

Universum: 4'505'500 Personen (15+) Stichprobe: 27'770 Personen / 191'025 Messtage

	Total Personen	Geschlecht		Alter					Abgeschlossene Ausbildung			
		Männer	Frauen	15-24	25-34	35-44	45-59	60+	keine/andere	oblig. Schule	Berufslehre	höhere Ausb.*
5:00	100	57	43	11	10	15	31	32	18	11	44	24
5:15	100	56	44	10	11	18	33	28	19	11	43	24
5:30	100	56	44	9	11	18	34	28	20	10	43	24
5:45	100	54	46	9	10	17	33	31	21	10	40	27
6:00	100	54	46	10	10	17	33	30	21	9	39	28
6:15	100	53	47	9	11	17	32	30	21	9	38	29
6:30	100	52	48	9	11	17	31	31	21	9	38	29
6:45	100	51	49	8	11	16	29	36	21	9	38	29
7:00	100	50	50	8	11	16	28	38	21	10	38	30
7:15	100	49	51	7	10	15	27	40	21	10	38	29
7:30	100	48	52	7	10	15	26	43	20	10	39	28
7:45	100	47	53	7	9	14	25	45	20	10	39	29
8:00	100	47	53	6	9	15	25	45	20	10	39	29
8:15	100	47	53	6	9	15	25	46	20	10	40	28
8:30	100	46	54	7	9	15	25	45	20	10	40	28
8:45	100	47	53	7	9	15	25	45	20	10	40	28
9:00	100	47	53	7	9	15	25	44	20	10	40	28
9:15	100	47	53	7	10	15	25	43	20	10	41	27
9:30	100	48	52	7	10	15	26	42	20	10	41	27
9:45	100	48	52	7	10	16	26	41	20	10	40	27
10:00	100	48	52	7	10	16	26	41	21	10	40	27
10:15	100	48	52	8	10	16	26	40	21	10	41	27
10:30	100	48	52	8	10	16	26	40	21	10	41	26
10:45	100	48	52	8	10	16	26	40	21	10	41	27
11:00	100	46	54	8	10	16	26	39	21	10	41	26
11:15	100	46	54	8	10	17	26	39	21	10	41	26
11:30	100	46	54	8	10	17	26	39	21	10	41	27
11:45	100	47	53	8	10	16	26	40	20	10	40	27
12:00	100	47	53	7	10	16	26	41	21	10	39	28
12:15	100	47	53	7	9	14	26	44	21	10	39	28
12:30	100	47	53	7	9	14	26	45	21	10	39	29
12:45	100	48	52	8	9	14	26	42	21	9	39	29
13:00	100	49	51	8	11	15	27	39	21	9	39	29
13:15	100	49	51	8	11	16	26	38	22	9	39	28
13:30	100	49	51	9	11	17	27	37	22	9	39	28
13:45	100	49	51	9	11	17	27	37	21	9	39	28
14:00	100	50	50	9	12	17	26	36	21	9	39	28
14:15	100	51	49	9	12	18	26	35	21	9	39	28
14:30	100	51	49	9	12	18	27	34	21	9	39	28
14:45	100	52	48	10	12	18	27	34	21	9	39	28

* Maturität / Seminar / Diplommittelschule / höh. Fach- u. Berufsausbildung / höh. Fachschule / Hochschule / Universität

RADIOCONTROL 2008 / Deutsche Schweiz

PUBLIKUMSANTEILE in % (Mo-So), Radio Total

Universum: 4'505'500 Personen (15+) Stichprobe: 27'770 Personen / 191'025 Messtage

	Total Personen	Geschlecht		Alter					Abgeschlossene Ausbildung			
		Männer	Frauen	15-24	25-34	35-44	45-59	60+	keine/andere	oblig. Schule	Berufslehre	höhere Ausb.*
15:00	100	52	48	9	12	18	27	34	21	9	39	28
15:15	100	52	48	10	12	18	27	33	21	9	39	28
15:30	100	52	48	10	12	18	27	34	22	9	39	28
15:45	100	52	48	9	12	17	27	34	21	9	39	29
16:00	100	52	48	9	12	18	27	34	22	9	38	29
16:15	100	52	48	10	12	18	27	33	22	9	39	28
16:30	100	52	48	10	12	18	27	33	22	9	39	28
16:45	100	52	48	9	12	18	27	34	22	9	39	29
17:00	100	52	48	9	12	18	27	33	21	9	38	29
17:15	100	52	48	9	12	18	27	34	21	9	38	29
17:30	100	51	49	9	12	17	28	35	21	9	38	29
17:45	100	50	50	8	11	17	27	37	21	9	37	31
18:00	100	50	50	8	11	17	27	37	21	9	37	32
18:15	100	50	50	9	11	16	28	37	21	9	36	32
18:30	100	50	50	9	11	17	28	35	21	8	36	33
18:45	100	50	50	9	12	16	28	35	21	8	36	33
19:00	100	50	50	10	12	17	29	32	20	8	35	34
19:15	100	51	49	11	13	17	29	31	20	8	35	34
19:30	100	51	49	11	14	18	29	28	21	9	35	34
19:45	100	51	49	11	14	19	29	27	21	9	35	33
20:00	100	51	49	11	13	18	29	29	20	9	35	33
20:15	100	52	48	11	14	18	28	29	20	9	35	33
20:30	100	51	49	11	14	17	28	30	20	10	34	34
20:45	100	52	48	11	13	16	28	32	20	10	34	34
21:00	100	51	49	10	12	15	27	35	19	10	35	33
21:15	100	51	49	11	12	15	27	34	20	10	35	33
21:30	100	51	49	11	12	15	28	35	20	10	35	33
21:45	100	50	50	10	11	14	27	38	19	11	36	32
22:00	100	50	50	10	11	14	27	38	19	10	36	32
22:15	100	49	51	11	11	14	26	37	19	10	36	32
22:30	100	50	50	11	11	14	27	37	19	10	36	32
22:45	100	50	50	11	11	13	26	39	19	10	37	31
23:00	100	50	50	11	10	13	27	39	19	10	37	32
23:15	100	51	49	12	11	13	27	37	20	10	38	31
23:30	100	51	49	12	11	13	26	38	20	10	37	31
23:45	100	52	48	12	10	13	25	39	20	10	37	31
Tages- publikumsanteil	100	49	51	12	15	20	26	28	20	9	36	32

* Maturität / Seminar / Diplommittelschule / höh. Fach- u. Berufsausbildung / höh. Fachschule / Hochschule / Universität

RADIOCONTROL 2008 / Deutsche Schweiz

TAGESREICHWEITEN in %, Radio Total

Universum: 4'505'500 Personen (15+) Stichprobe: 27'770 Personen / 191'025 Messtage

	Wochentage							Montag - Freitag	Samstag - Sonntag	Montag - Sonntag
	Montag	Dienstag	Mittwoch	Donnerstag	Freitag	Samstag	Sonntag			
Total Personen	91.5	91.8	91.8	91.9	91.7	88.5	85.5	91.7	87.0	90.4
Geschlecht										
Männer	91.5	92.1	91.6	91.8	91.7	88.0	84.4	91.8	86.2	90.2
Frauen	91.6	91.4	92.1	91.9	91.7	88.9	86.6	91.7	87.8	90.6
Alter										
15-24	80.5	80.7	82.3	82.1	81.0	75.1	73.1	81.3	74.1	79.3
25-34	87.5	87.9	87.9	87.6	87.8	83.1	78.9	87.7	81.0	85.8
35-44	91.5	92.4	91.3	91.9	91.8	88.0	84.0	91.8	86.0	90.1
45-59	94.5	94.5	94.9	94.8	94.6	92.4	88.3	94.7	90.4	93.4
60+	97.2	96.9	96.8	96.8	97.1	95.6	94.7	97.0	95.2	96.5
Abgeschlossene Ausbildung										
keine/andere	92.9	93.6	92.7	93.1	93.3	90.2	86.9	93.1	88.6	91.8
oblig. Schule	87.2	87.3	88.6	87.7	88.0	83.3	81.2	87.8	82.2	86.2
Berufslehre	92.8	92.8	93.3	93.4	93.0	89.8	86.1	93.1	87.9	91.6
höhere Ausbildung*	90.8	91.0	90.6	90.9	90.8	87.7	85.3	90.8	86.5	89.6

* Maturität / Seminar / Diplommittelschule / höh. Fach- u. Berufsausbildung / höh. Fachschule / Hochschule / Universität

3.6 Radionutzung nach Wochentag und Soziodemografie: Reichweite in %

RADIOCONTROL 2008 / Deutsche Schweiz

NUTZUNG in Minuten, Radio Total

Universum: 4'505'500 Personen (15+) Stichprobe: 27'770 Personen / 191'025 Messtage

	Wochentage							Montag - Freitag	Samstag - Sonntag	Montag - Sonntag
	Montag	Dienstag	Mittwoch	Donnerstag	Freitag	Samstag	Sonntag			
Total Personen	117	116	116	115	115	98	87	116	92	109
Geschlecht										
Männer	120	120	120	119	118	96	85	119	90	111
Frauen	113	112	112	112	112	99	90	112	94	107
Alter										
15-24	67	70	70	69	65	53	52	68	53	64
25-34	76	77	77	74	75	60	52	76	56	70
35-44	90	89	89	88	88	66	57	89	62	81
45-59	122	122	123	121	122	101	89	122	95	114
60+	182	177	178	180	177	164	148	179	156	172
Abgeschlossene Ausbildung										
keine/andere	122	123	119	121	119	99	89	121	94	113
oblig. Schule	118	110	116	115	114	99	91	114	95	109
Berufslehre	125	126	127	125	125	105	90	126	98	118
höhere Ausbildung*	104	102	101	101	101	89	82	102	85	97

* Maturität / Seminar / Diplommittelschule / höh. Fach- u. Berufsausbildung / höh. Fachschule / Hochschule / Universität

3.7 Radionutzung nach Wochentag und Soziodemografie: Nutzung in Minuten

RADIOCONTROL 2008 / Deutsche Schweiz

VIERTELSTUNDEN-REICHWEITEN in % (Mo-So)

Universum: 4'505'500 Personen (15+) Stichprobe: 27'770 Personen / 191'025 Messtage

	Radio	SRG SSR idée suisse									Private CH	Ausland			
	Total	SR DRS	DRS1	DRS MW	DRS2	DRS3	DRS4 News	virus	and. SRG	Total	Total	Total	ARD	ORF	Private dt
5:00	2.7	1.6	1.1	0.1	0.1	0.4	0.0	0.0	0.1	1.7	0.8	0.2	0.1	0.0	0.0
5:15	3.4	2.1	1.3	0.1	0.1	0.6	0.0	0.0	0.1	2.2	1.0	0.3	0.2	0.0	0.1
5:30	4.7	3.0	1.8	0.1	0.2	0.8	0.0	0.0	0.1	3.1	1.3	0.4	0.2	0.0	0.1
5:45	7.4	5.0	3.2	0.2	0.3	1.3	0.0	0.0	0.1	5.1	2.0	0.5	0.3	0.0	0.1
6:00	9.7	6.5	4.1	0.3	0.4	1.8	0.1	0.0	0.2	6.7	2.7	0.5	0.3	0.0	0.1
6:15	11.6	7.7	4.6	0.3	0.6	2.2	0.1	0.0	0.3	7.9	3.3	0.6	0.3	0.0	0.1
6:30	14.3	9.5	5.7	0.3	0.7	2.8	0.1	0.0	0.3	9.8	4.1	0.7	0.4	0.0	0.2
6:45	17.7	12.0	7.6	0.5	0.7	3.3	0.1	0.0	0.4	12.3	4.9	0.9	0.5	0.0	0.2
7:00	20.6	14.2	9.3	0.6	0.8	3.7	0.1	0.1	0.5	14.7	5.4	1.1	0.5	0.1	0.2
7:15	20.7	14.3	9.1	0.7	1.0	3.7	0.1	0.0	0.5	14.8	5.4	1.0	0.4	0.1	0.2
7:30	22.7	16.0	10.5	0.7	1.2	3.8	0.1	0.0	0.6	16.6	5.7	1.1	0.5	0.1	0.2
7:45	24.1	17.2	11.3	0.9	1.1	4.1	0.1	0.0	0.6	17.7	5.8	1.2	0.6	0.1	0.2
8:00	25.2	17.7	11.8	1.1	1.1	4.0	0.1	0.1	0.7	18.4	6.1	1.4	0.7	0.1	0.3
8:15	23.2	16.0	10.4	1.1	1.1	3.6	0.1	0.0	0.7	16.7	5.7	1.4	0.6	0.1	0.3
8:30	22.8	15.1	9.4	1.1	1.1	3.6	0.1	0.0	0.8	15.9	5.9	1.5	0.7	0.1	0.3
8:45	22.8	14.9	8.9	1.3	1.2	3.6	0.1	0.0	0.8	15.7	5.9	1.7	0.9	0.1	0.3
9:00	23.5	15.5	9.5	1.4	1.4	3.7	0.2	0.1	1.0	16.4	5.9	1.8	0.9	0.2	0.4
9:15	21.3	13.6	7.8	1.3	1.2	3.4	0.1	0.0	1.0	14.5	5.6	1.7	0.9	0.2	0.3
9:30	20.6	12.8	7.1	1.3	1.1	3.4	0.1	0.0	1.0	13.7	5.7	1.7	0.9	0.2	0.3
9:45	20.7	12.6	7.1	1.3	0.9	3.4	0.1	0.0	1.0	13.5	5.8	1.7	0.9	0.1	0.3
10:00	21.2	12.7	7.3	1.2	1.0	3.5	0.2	0.1	1.0	13.7	6.2	1.9	1.0	0.1	0.4
10:15	20.0	11.9	6.6	1.1	0.8	3.4	0.1	0.0	0.9	12.8	5.8	1.8	1.0	0.1	0.3
10:30	20.0	12.0	6.6	1.2	0.7	3.4	0.2	0.0	1.0	12.9	5.8	1.8	0.9	0.1	0.4
10:45	20.4	12.2	6.9	1.1	0.8	3.4	0.2	0.1	0.9	13.1	6.0	1.8	0.9	0.1	0.4
11:00	21.4	12.8	7.3	1.2	0.9	3.7	0.2	0.1	1.0	13.8	6.3	1.8	1.0	0.1	0.4
11:15	21.0	12.6	7.0	1.1	0.8	3.7	0.1	0.0	1.0	13.5	6.1	1.9	0.9	0.1	0.4
11:30	21.5	12.9	7.5	1.1	0.7	3.6	0.1	0.0	0.9	13.8	6.3	1.8	0.9	0.1	0.4
11:45	23.1	14.3	8.8	1.1	0.8	3.7	0.2	0.1	1.0	15.2	6.5	1.9	1.0	0.2	0.3
12:00	26.0	16.5	10.7	1.1	0.9	3.9	0.3	0.1	1.1	17.5	7.4	1.8	1.0	0.2	0.4
12:15	25.2	17.1	12.0	1.1	0.9	3.2	0.2	0.0	1.0	18.0	6.3	1.5	0.8	0.1	0.3
12:30	25.4	17.5	12.6	1.0	0.9	3.0	0.4	0.0	1.0	18.3	6.2	1.4	0.6	0.1	0.3
12:45	23.9	15.9	10.8	0.9	0.9	3.2	0.4	0.0	0.9	16.8	6.1	1.4	0.7	0.1	0.3
13:00	22.6	14.4	9.1	0.9	1.1	3.5	0.4	0.1	0.9	15.3	6.3	1.5	0.7	0.1	0.3
13:15	20.1	12.6	7.4	0.9	1.0	3.4	0.3	0.0	0.9	13.4	5.8	1.3	0.6	0.1	0.3
13:30	18.7	11.4	6.4	0.9	1.0	3.2	0.2	0.0	0.8	12.2	5.5	1.4	0.6	0.1	0.3
13:45	18.2	11.1	6.1	0.9	0.9	3.2	0.1	0.1	0.8	11.8	5.3	1.4	0.6	0.1	0.3
14:00	17.9	10.6	5.8	0.9	0.7	3.3	0.1	0.1	0.8	11.3	5.4	1.6	0.8	0.2	0.3
14:15	16.1	9.2	4.6	0.8	0.6	3.1	0.1	0.0	0.7	9.8	5.1	1.6	0.8	0.2	0.3
14:30	15.6	8.7	4.2	0.8	0.6	3.1	0.1	0.0	0.7	9.3	5.0	1.6	0.8	0.2	0.3
14:45	15.8	8.7	4.2	0.8	0.6	3.1	0.1	0.0	0.7	9.4	5.2	1.6	0.8	0.2	0.3

3.8 Radionutzung nach Sender: Reichweite in %

RADIOCONTROL 2008 / Deutsche Schweiz

VIERTELSTUNDEN-REICHWEITEN in % (Mo-So)

Universum: 4'505'500 Personen (15+) Stichprobe: 27'770 Personen / 191'025 Messtage

Radio	SRG SSR idée suisse										Private CH	Ausland			
	Total	SR DRS	DRS1	DRS MW	DRS2	DRS3	DRS4 News	virus	and. SRG	Total	Total	Total	ARD	ORF	Private dt
15:00	16.3	9.0	4.3	0.9	0.8	3.2	0.1	0.1	0.8	9.7	5.3	1.7	0.9	0.1	0.3
15:15	15.4	8.5	3.9	0.9	0.6	3.1	0.1	0.0	0.7	9.2	5.0	1.5	0.8	0.1	0.3
15:30	15.3	8.5	3.9	0.9	0.6	3.0	0.1	0.0	0.7	9.2	5.0	1.5	0.8	0.1	0.3
15:45	15.9	8.9	4.3	0.9	0.6	3.1	0.1	0.0	0.7	9.6	5.1	1.6	0.8	0.1	0.3
16:00	17.0	9.5	4.6	1.1	0.6	3.3	0.1	0.1	0.8	10.3	5.5	1.6	0.9	0.1	0.3
16:15	16.2	8.9	4.0	1.1	0.5	3.2	0.1	0.0	0.8	9.6	5.4	1.6	0.8	0.1	0.3
16:30	16.6	9.2	4.2	1.1	0.5	3.4	0.1	0.0	0.8	9.9	5.5	1.6	0.8	0.1	0.3
16:45	17.5	10.0	4.9	1.1	0.6	3.4	0.2	0.0	0.8	10.7	5.6	1.6	0.8	0.1	0.3
17:00	19.9	11.5	5.9	1.2	0.7	3.8	0.3	0.1	0.9	12.3	6.5	1.7	0.8	0.1	0.4
17:15	18.7	10.9	5.8	1.1	0.7	3.4	0.2	0.0	0.9	11.8	6.0	1.6	0.7	0.1	0.3
17:30	18.9	11.4	6.6	1.1	0.6	3.2	0.1	0.0	0.8	12.1	5.9	1.4	0.6	0.1	0.3
17:45	19.0	11.9	7.2	1.0	0.5	3.1	0.2	0.1	0.8	12.6	5.5	1.4	0.7	0.1	0.3
18:00	19.8	12.4	7.9	0.9	0.6	2.9	0.3	0.1	0.9	13.2	5.7	1.5	0.7	0.1	0.3
18:15	17.6	11.1	7.1	0.8	0.5	2.6	0.3	0.0	0.8	11.8	4.8	1.4	0.7	0.1	0.3
18:30	16.4	9.9	6.1	0.7	0.7	2.4	0.2	0.0	0.8	10.7	4.6	1.4	0.7	0.1	0.3
18:45	15.1	8.8	5.0	0.7	0.9	2.3	0.2	0.0	0.8	9.6	4.4	1.4	0.7	0.1	0.3
19:00	13.7	7.8	3.8	0.8	1.1	2.1	0.3	0.1	0.8	8.5	4.2	1.4	0.7	0.1	0.3
19:15	11.4	6.2	2.6	0.6	1.0	1.9	0.3	0.0	0.7	6.9	3.6	1.1	0.5	0.1	0.2
19:30	9.5	4.9	2.0	0.4	0.8	1.6	0.2	0.0	0.6	5.5	3.1	1.0	0.5	0.1	0.2
19:45	8.6	4.3	1.9	0.3	0.6	1.5	0.1	0.0	0.5	4.8	3.0	1.0	0.4	0.1	0.2
20:00	8.7	4.4	2.2	0.4	0.5	1.5	0.1	0.0	0.6	5.0	3.0	1.0	0.5	0.1	0.2
20:15	7.5	3.7	1.7	0.3	0.4	1.2	0.1	0.0	0.6	4.2	2.6	0.9	0.4	0.1	0.2
20:30	7.1	3.5	1.7	0.3	0.4	1.0	0.1	0.0	0.6	4.0	2.4	0.9	0.4	0.1	0.2
20:45	6.9	3.5	1.8	0.4	0.4	1.0	0.1	0.0	0.5	4.0	2.3	0.9	0.4	0.1	0.2
21:00	6.9	3.5	1.9	0.4	0.4	1.0	0.1	0.0	0.6	4.1	2.2	0.9	0.4	0.1	0.2
21:15	6.4	3.2	1.7	0.3	0.3	0.8	0.1	0.0	0.6	3.7	2.1	0.8	0.4	0.1	0.1
21:30	6.4	3.2	1.7	0.3	0.3	0.8	0.1	0.0	0.5	3.8	2.0	0.8	0.4	0.1	0.1
21:45	6.8	3.7	2.2	0.4	0.3	0.8	0.1	0.0	0.5	4.2	2.0	0.7	0.3	0.1	0.1
22:00	6.8	4.1	2.6	0.4	0.4	0.9	0.1	0.0	0.5	4.5	1.8	0.7	0.3	0.1	0.1
22:15	6.0	3.4	2.0	0.3	0.3	0.7	0.1	0.0	0.5	3.8	1.7	0.7	0.3	0.1	0.1
22:30	5.8	3.3	2.0	0.3	0.3	0.7	0.1	0.0	0.5	3.7	1.6	0.6	0.3	0.1	0.1
22:45	5.8	3.4	2.2	0.3	0.2	0.6	0.1	0.0	0.4	3.8	1.5	0.6	0.3	0.1	0.1
23:00	5.7	3.4	2.4	0.3	0.2	0.6	0.1	0.0	0.4	3.8	1.5	0.6	0.3	0.0	0.1
23:15	4.7	2.6	1.9	0.1	0.2	0.5	0.1	0.0	0.3	2.9	1.3	0.5	0.3	0.0	0.1
23:30	4.2	2.3	1.7	0.1	0.2	0.4	0.0	0.0	0.3	2.6	1.2	0.5	0.3	0.0	0.1
23:45	3.6	2.1	1.5	0.1	0.1	0.3	0.1	0.0	0.3	2.3	1.0	0.4	0.2	0.0	0.1
Tagesreichweite	90.4	64.0	41.2	7.8	8.2	25.6	6.5	1.3	16.4	69.1	51.1	31.9	12.6	3.9	5.5
Nutzung in Min.	109	70	42	6	5	17	1	0	4	74	28	6	4	0	2

3.8 Radionutzung nach Sender: Reichweite in %

RADIOCONTROL 2008 / Deutsche Schweiz

VIERTELSTUNDEN-REICHWEITEN in Tausend (Mo-So)

Universum: 4'505'500 Personen (15+) Stichprobe: 27'770 Personen / 191'025 Messtage

	Radio	SRG SSR idée suisse									Private CH	Ausland			
	Total	SR DRS	DRS1	DRS MW	DRS2	DRS3	DRS4 News	virus	and. SRG	Total	Total	Total	ARD	ORF	Private dt
5:00	120.9	73.1	47.6	3.7	2.4	18.7	1.7	0.2	5.2	77.4	36.4	10.0	5.6	0.3	2.0
5:15	154.8	94.1	59.7	4.1	4.6	25.2	1.3	0.2	4.9	98.7	46.0	12.9	7.1	0.3	3.0
5:30	211.0	133.3	82.2	6.3	7.1	37.7	1.6	0.4	4.9	137.9	60.2	16.7	10.0	0.4	4.0
5:45	335.4	224.0	142.9	9.4	13.1	59.0	2.0	0.6	6.2	229.7	89.5	20.6	12.0	1.2	4.7
6:00	437.3	291.2	184.0	11.5	19.1	79.9	2.1	1.3	9.9	299.8	123.4	23.8	12.9	1.6	5.3
6:15	521.7	345.8	208.3	12.9	26.0	98.9	2.6	0.6	11.1	356.3	150.2	25.4	12.8	1.2	6.4
6:30	642.6	427.9	258.7	15.2	33.2	125.3	2.9	0.6	13.7	440.4	186.2	32.4	16.6	1.8	7.8
6:45	795.8	540.7	340.1	21.7	31.8	150.2	3.2	2.0	16.2	555.7	220.6	38.9	20.4	1.9	9.1
7:00	926.5	641.2	420.1	28.7	35.6	167.1	4.2	3.0	21.7	660.8	244.3	49.2	24.0	3.7	9.4
7:15	932.1	644.2	410.3	29.6	43.5	165.1	4.1	0.5	23.2	665.4	244.8	45.0	19.1	4.2	9.3
7:30	1,021.1	722.5	474.7	32.6	53.6	169.4	4.7	0.8	26.6	746.3	254.8	47.3	20.9	4.0	10.7
7:45	1,087.7	772.9	509.3	39.5	49.2	184.5	5.0	1.7	27.9	798.0	262.1	54.7	25.4	3.8	10.9
8:00	1,136.8	798.3	533.3	49.9	50.2	178.6	6.2	3.3	32.9	827.8	274.2	63.6	30.8	5.6	12.5
8:15	1,047.0	721.3	467.8	49.4	48.7	161.1	5.3	0.6	32.3	751.0	258.6	61.3	28.1	3.7	13.1
8:30	1,025.6	681.5	422.0	50.4	51.1	162.6	5.6	0.5	35.8	714.2	265.1	68.5	32.7	4.3	14.3
8:45	1,025.5	673.1	400.6	58.2	54.4	163.6	6.1	1.6	36.3	706.7	267.2	75.5	38.3	5.0	15.1
9:00	1,059.8	698.9	427.0	62.4	65.0	166.8	7.5	3.0	43.7	738.6	267.3	81.0	41.0	7.5	15.6
9:15	959.5	613.1	352.4	58.7	53.5	151.9	5.4	1.0	43.1	652.5	251.3	77.7	38.5	7.2	15.2
9:30	929.0	575.1	321.4	57.1	47.5	152.1	5.8	1.0	43.5	615.6	254.8	78.6	38.6	7.5	15.5
9:45	930.2	569.4	319.5	56.4	40.4	154.7	6.4	2.0	42.8	609.5	261.7	78.5	38.7	5.9	15.3
10:00	955.7	574.0	328.0	52.4	43.7	159.0	6.8	3.4	44.5	615.6	278.4	86.6	45.6	6.2	16.9
10:15	902.7	535.4	297.1	50.6	34.9	151.3	6.5	1.1	41.6	574.6	262.8	83.0	43.1	5.0	15.5
10:30	902.1	539.6	299.0	53.2	32.4	152.4	6.6	1.4	43.0	580.7	259.6	80.7	40.6	5.1	16.3
10:45	921.0	551.1	310.6	51.1	33.9	155.2	6.9	2.1	39.1	588.0	270.0	80.5	39.5	5.5	16.2
11:00	965.0	578.2	327.8	53.5	42.1	164.6	7.6	3.5	47.0	621.7	283.6	82.3	43.1	5.8	17.3
11:15	946.7	565.5	313.9	50.9	35.7	164.9	6.3	1.0	44.3	607.7	273.8	83.5	42.1	4.2	16.8
11:30	969.6	580.7	335.9	51.3	32.8	161.2	6.0	1.4	42.3	620.7	285.7	82.8	42.3	6.4	15.7
11:45	1,039.5	642.6	394.1	51.5	34.8	164.4	7.3	2.5	42.9	682.6	294.5	85.4	43.4	9.2	15.5
12:00	1,171.9	744.6	483.7	51.4	42.4	177.1	13.1	3.2	47.4	788.4	333.0	83.1	43.7	7.5	15.7
12:15	1,136.8	769.8	540.6	47.5	41.2	145.7	10.8	0.9	43.3	808.7	283.8	68.3	34.0	5.0	13.5
12:30	1,144.5	786.7	566.6	46.5	42.0	135.6	17.2	1.1	42.7	825.0	278.3	63.3	26.0	5.9	13.8
12:45	1,074.5	716.7	487.0	40.7	41.4	144.7	16.5	1.9	42.5	755.9	276.6	63.4	29.6	4.5	13.4
13:00	1,016.9	650.1	408.6	42.2	48.5	156.1	16.4	2.7	40.8	686.9	284.1	69.2	32.4	4.8	14.9
13:15	906.8	569.4	332.5	39.6	45.6	153.0	11.9	1.1	38.2	605.3	260.6	59.1	25.4	4.7	13.5
13:30	841.3	514.9	285.9	38.3	44.9	144.5	6.8	1.2	36.9	550.1	245.8	60.8	24.6	5.2	13.6
13:45	819.6	500.2	275.6	39.2	39.5	146.2	6.3	2.7	33.7	531.9	239.6	64.2	28.8	5.5	13.6
14:00	806.9	478.2	263.0	42.2	31.7	150.0	6.5	3.9	35.7	511.1	242.9	72.0	34.5	7.0	13.6
14:15	725.7	414.2	208.5	36.4	29.0	140.0	4.4	1.0	31.2	443.5	228.6	70.2	34.2	7.5	12.3
14:30	704.2	391.4	189.3	35.5	26.3	138.3	5.4	1.1	30.4	419.8	227.1	72.8	38.1	7.0	12.1
14:45	710.2	393.6	187.5	37.4	26.7	140.5	5.6	2.0	29.9	422.0	231.9	72.5	37.2	6.8	13.0

3.9 Radionutzung nach Sender: Reichweite in Tausend

RADIOCONTROL 2008 / Deutsche Schweiz

VIERTELSTUNDEN-REICHWEITEN in Tausend (Mo-So)

Universum: 4'505'500 Personen (15+) Stichprobe: 27'770 Personen / 191'025 Messtage

	SRG SSR idée suisse										Private CH	Ausland			
	Total	SR DRS	DRS1	DRS MW	DRS2	DRS3	DRS4 News	virus	and. SRG	Total	Total	Total	ARD	ORF	Private dt
15:00	733.7	406.1	195.5	39.8	33.8	143.7	6.0	2.5	35.3	439.0	238.8	74.8	38.9	5.1	14.6
15:15	695.4	385.0	177.2	38.8	28.1	139.1	5.8	1.1	32.0	415.7	226.4	68.7	34.8	3.1	13.2
15:30	691.3	381.9	177.6	39.3	27.2	135.8	6.2	1.1	33.0	413.2	223.6	68.1	35.0	3.3	13.0
15:45	718.3	401.9	192.5	42.4	27.1	139.1	6.2	1.7	32.6	432.9	230.6	70.4	36.4	3.7	13.7
16:00	765.1	427.8	206.8	50.2	28.9	148.4	6.5	2.4	36.5	461.9	249.0	73.1	38.3	3.8	14.8
16:15	730.9	401.1	180.6	48.5	24.4	145.3	6.1	0.9	34.2	433.8	243.7	70.2	36.2	3.9	15.0
16:30	747.8	414.1	187.7	49.7	24.5	151.0	5.7	0.9	35.9	448.0	247.4	71.9	35.6	6.0	15.2
16:45	787.8	448.6	219.9	51.4	25.6	150.8	6.8	1.9	36.9	483.5	253.1	70.4	34.5	6.1	14.4
17:00	895.5	517.4	265.6	53.3	32.5	169.2	11.8	3.4	40.4	554.9	291.2	76.8	36.1	6.4	16.4
17:15	844.3	493.0	260.5	51.0	29.1	154.0	7.7	1.0	39.1	529.7	269.0	69.9	31.8	5.9	15.2
17:30	852.9	513.3	296.1	49.4	24.8	145.3	5.8	1.0	35.4	546.6	264.4	64.2	29.0	3.8	14.4
17:45	857.7	534.6	322.0	45.6	24.5	141.4	8.5	2.2	35.9	567.5	249.0	62.5	30.7	4.3	12.6
18:00	892.6	557.0	357.9	41.2	25.6	132.2	13.4	2.7	39.8	594.1	256.5	67.1	32.7	5.9	12.7
18:15	793.8	499.7	321.0	33.6	22.7	115.8	14.0	1.0	35.0	532.7	216.3	63.3	30.1	5.5	11.9
18:30	736.8	447.3	276.6	30.6	29.9	110.0	10.8	0.9	37.6	482.8	209.3	64.0	29.6	5.8	11.7
18:45	678.1	397.0	227.1	29.4	41.9	102.0	8.0	1.4	37.8	432.4	198.9	63.8	30.3	5.9	11.5
19:00	617.2	349.9	172.5	34.1	48.9	95.3	14.7	2.4	36.6	383.1	189.5	64.9	31.4	5.9	12.1
19:15	511.8	281.1	114.8	28.7	45.2	83.5	14.9	0.8	31.9	311.3	161.2	51.3	22.4	5.8	8.9
19:30	426.2	222.6	91.0	19.1	34.2	73.0	9.7	0.9	26.5	248.2	141.5	46.6	20.4	3.3	8.1
19:45	385.7	194.4	86.2	14.4	25.0	67.0	5.4	1.0	23.0	216.3	134.5	44.4	19.5	2.4	8.2
20:00	392.7	199.1	98.7	16.0	22.6	66.0	5.0	1.0	27.6	225.2	134.8	46.2	21.6	3.1	8.2
20:15	338.7	164.7	77.5	14.6	18.0	52.0	4.0	0.9	25.5	188.9	117.8	40.9	17.8	2.8	7.0
20:30	320.0	155.3	75.0	15.1	16.8	46.9	3.1	0.9	25.3	179.7	107.8	39.8	17.2	2.6	6.6
20:45	312.1	156.1	78.8	16.2	16.0	43.5	4.2	0.8	23.5	178.6	102.2	38.6	17.6	2.3	7.0
21:00	310.4	158.3	84.4	16.7	15.6	42.7	3.8	0.7	25.6	182.5	96.8	38.5	17.9	4.2	7.1
21:15	289.0	144.4	75.4	14.5	14.7	38.0	2.8	0.8	25.0	168.7	93.0	34.7	16.4	4.3	5.8
21:30	289.4	146.0	78.5	15.0	14.3	36.0	3.3	0.7	24.0	169.2	90.7	35.0	15.7	4.4	5.7
21:45	304.6	165.5	98.1	15.6	14.9	35.0	3.4	0.7	23.8	188.6	89.6	32.7	15.3	4.0	5.2
22:00	308.1	182.5	115.1	16.8	16.9	38.7	3.7	0.8	22.9	204.0	81.6	30.1	14.5	2.9	5.5
22:15	272.1	151.5	89.6	14.2	14.2	32.1	2.9	0.8	21.4	171.9	76.0	29.4	12.8	3.1	4.8
22:30	261.3	147.8	90.1	13.2	13.1	30.4	2.8	0.8	21.2	168.4	71.3	27.1	12.0	2.7	4.8
22:45	259.9	152.9	99.8	12.9	10.1	28.7	3.3	0.6	18.5	170.7	68.6	25.1	12.0	2.2	4.0
23:00	258.6	155.1	107.9	11.3	9.0	27.7	3.1	0.6	17.2	171.3	66.9	26.2	13.1	2.0	4.3
23:15	209.6	116.9	83.4	3.2	7.4	21.0	2.4	0.5	14.6	130.9	58.7	23.6	11.8	1.7	3.7
23:30	187.2	104.5	75.5	3.0	6.7	18.4	1.9	0.6	13.4	117.2	52.1	21.5	11.6	1.3	3.1
23:45	163.8	94.3	69.0	2.3	6.2	14.7	2.2	0.6	11.4	105.1	44.1	17.4	9.2	1.5	2.7
Tagesreichweite	4,072.8	2,884.0	1,856.0	349.4	371.1	1,153.6	292.9	58.7	737.5	3,114.5	2,300.5	1,438.3	565.7	175.6	245.5
Nutzung in Min.	109	70	42	6	5	17	1	0	4	74	28	6	4	0	2

3.9 Radionutzung nach Sender: Reichweite in Tausend

RADIOCONTROL 2008 / Deutsche Schweiz

VIERTELSTUNDEN-MARKTANTEILE in % (Mo-So)

Universum: 4'505'500 Personen (15+) Stichprobe: 27'770 Personen / 191'025 Messtage

	Radio	SRG SSR idée suisse								Private CH	Ausland				
	Total	SR DRS	DRS1	DRS MW	DRS2	DRS3	DRS4 News	virus	and. SRG	Total	Total	Total	ARD	ORF	Private dt
5:00	100.0	63.4	42.6	3.4	2.5	14.1	0.7	0.1	3.8	67.3	26.7	6.1	3.9	0.3	1.3
5:15	100.0	64.1	41.2	3.2	3.5	15.6	0.5	0.2	3.4	67.5	25.6	6.9	4.5	0.2	1.6
5:30	100.0	65.0	41.9	3.3	3.7	15.5	0.4	0.2	2.4	67.3	25.8	6.9	4.4	0.2	1.8
5:45	100.0	68.3	45.0	3.2	4.1	15.5	0.4	0.1	1.9	70.1	23.9	6.0	4.0	0.3	1.4
6:00	100.0	70.1	46.5	3.0	4.8	15.4	0.3	0.2	1.9	72.0	23.9	4.1	2.4	0.2	1.2
6:15	100.0	69.1	43.9	3.0	5.4	16.5	0.3	0.1	1.9	71.0	24.9	4.1	2.4	0.1	1.1
6:30	100.0	69.4	44.1	2.9	5.7	16.4	0.3	0.1	1.8	71.2	24.8	4.0	2.3	0.2	1.1
6:45	100.0	70.8	46.4	3.1	4.6	16.4	0.2	0.1	1.7	72.5	23.8	3.7	2.1	0.2	1.0
7:00	100.0	73.6	50.5	3.2	4.1	15.5	0.3	0.1	1.8	75.4	21.1	3.5	2.0	0.2	0.8
7:15	100.0	72.3	47.9	3.5	5.1	15.7	0.2	0.0	2.1	74.5	22.1	3.4	1.9	0.3	0.8
7:30	100.0	74.3	50.5	3.3	5.8	14.4	0.2	0.1	2.1	76.4	20.4	3.2	1.7	0.3	0.8
7:45	100.0	74.0	49.6	3.8	5.0	15.3	0.2	0.1	2.2	76.2	20.4	3.4	1.9	0.2	0.8
8:00	100.0	74.5	51.0	4.5	4.7	13.9	0.3	0.1	2.2	76.7	19.8	3.5	2.0	0.3	0.8
8:15	100.0	72.2	47.8	4.8	5.2	14.2	0.2	0.0	2.6	74.8	21.1	4.1	2.2	0.3	1.0
8:30	100.0	70.2	44.5	5.1	5.5	14.8	0.3	0.0	2.8	73.0	22.3	4.8	2.6	0.3	1.2
8:45	100.0	68.7	41.1	6.0	5.9	15.2	0.3	0.1	3.0	71.7	23.2	5.1	2.8	0.4	1.2
9:00	100.0	69.3	42.0	6.0	6.0	14.8	0.4	0.2	3.3	72.6	22.0	5.4	3.1	0.4	1.2
9:15	100.0	67.1	39.0	6.4	6.2	15.1	0.3	0.1	3.7	70.8	23.2	5.9	3.5	0.4	1.4
9:30	100.0	64.9	36.9	6.6	5.2	15.8	0.3	0.1	4.0	68.9	24.7	6.3	3.7	0.5	1.5
9:45	100.0	63.7	36.0	6.4	4.7	16.1	0.3	0.1	4.1	67.8	25.7	6.5	3.8	0.3	1.5
10:00	100.0	62.8	35.7	5.9	4.6	16.1	0.4	0.2	4.1	66.9	26.3	6.8	4.1	0.4	1.6
10:15	100.0	62.6	35.7	6.0	4.1	16.3	0.4	0.1	4.2	66.7	26.4	6.9	4.2	0.3	1.6
10:30	100.0	62.7	35.7	6.4	3.9	16.3	0.4	0.1	4.1	66.8	26.5	6.8	4.0	0.4	1.6
10:45	100.0	62.0	35.4	6.0	3.8	16.3	0.4	0.1	3.9	65.9	27.1	7.0	4.2	0.4	1.6
11:00	100.0	62.0	35.0	5.9	4.0	16.6	0.4	0.2	4.1	66.1	27.0	6.9	4.1	0.4	1.6
11:15	100.0	62.2	34.6	5.9	3.7	17.6	0.3	0.1	3.9	66.1	26.7	7.1	4.3	0.3	1.6
11:30	100.0	62.7	36.5	5.7	3.4	16.6	0.3	0.1	3.8	66.4	26.9	6.7	4.0	0.4	1.5
11:45	100.0	64.4	39.5	5.4	3.4	15.6	0.4	0.1	3.6	68.0	25.6	6.5	3.9	0.5	1.4
12:00	100.0	67.0	44.2	4.4	3.2	14.3	0.8	0.1	3.3	70.3	24.6	5.1	3.0	0.4	1.1
12:15	100.0	70.7	50.7	4.3	3.5	11.9	0.3	0.1	3.2	73.9	21.7	4.4	2.6	0.3	1.0
12:30	100.0	73.1	53.2	4.2	4.0	10.7	0.9	0.1	3.1	76.2	20.3	3.5	1.7	0.2	1.0
12:45	100.0	70.5	48.3	4.2	4.5	12.4	1.1	0.1	3.4	73.9	22.1	4.0	2.1	0.2	1.0
13:00	100.0	67.6	43.1	4.3	4.9	14.0	1.1	0.2	3.3	70.9	24.5	4.6	2.4	0.3	1.2
13:15	100.0	66.0	39.1	4.7	5.6	15.7	0.8	0.1	3.7	69.7	25.7	4.6	2.4	0.3	1.3
13:30	100.0	64.6	36.4	5.2	6.1	16.4	0.4	0.1	3.8	68.3	26.4	5.3	2.7	0.4	1.4
13:45	100.0	63.7	35.3	5.5	5.3	17.1	0.4	0.2	3.8	67.5	27.1	5.5	2.8	0.4	1.4
14:00	100.0	61.8	33.2	5.6	4.3	18.0	0.4	0.3	3.9	65.6	27.7	6.7	4.0	0.5	1.5
14:15	100.0	59.3	30.0	5.7	4.1	19.0	0.3	0.1	4.1	63.4	29.2	7.4	4.4	0.6	1.5
14:30	100.0	58.4	28.7	5.8	4.3	19.2	0.3	0.2	4.0	62.4	30.0	7.6	4.6	0.6	1.5
14:45	100.0	58.1	27.9	5.9	4.3	19.6	0.4	0.2	3.8	62.0	30.3	7.8	4.8	0.5	1.6

3.10 Radionutzung nach Sender: Marktanteile in %

RADIOCONTROL 2008 / Deutsche Schweiz

VIERTELSTUNDEN-MARKTANTEILE in % (Mo-So)

Universum: 4'505'500 Personen (15+) Stichprobe: 27'770 Personen / 191'025 Messtage

	Radio	SRG SSR idée suisse									Private CH	Ausland			
	Total	SR DRS	DRS1	DRS MW	DRS2	DRS3	DRS4 News	virus	and. SRG	Total	Total	Total	ARD	ORF	Private dt
15:00	100.0	58.1	27.7	6.0	4.4	19.4	0.4	0.2	4.0	62.1	30.1	7.8	4.8	0.4	1.7
15:15	100.0	57.8	26.7	6.4	4.2	20.0	0.4	0.1	4.2	62.0	30.3	7.8	4.7	0.3	1.7
15:30	100.0	57.9	27.2	6.8	4.2	19.1	0.5	0.1	4.4	62.3	30.0	7.7	4.6	0.3	1.7
15:45	100.0	58.3	27.5	7.1	4.0	19.0	0.5	0.1	4.3	62.6	29.7	7.7	4.8	0.3	1.7
16:00	100.0	58.3	27.5	7.4	3.8	19.0	0.4	0.2	4.3	62.6	29.9	7.5	4.5	0.4	1.7
16:15	100.0	57.1	25.7	7.7	3.6	19.6	0.4	0.1	4.3	61.4	31.0	7.6	4.4	0.4	1.9
16:30	100.0	57.7	26.2	7.9	3.5	19.7	0.4	0.1	4.4	62.1	30.5	7.5	4.3	0.4	1.9
16:45	100.0	59.5	28.7	7.6	3.4	19.3	0.4	0.1	4.3	63.7	29.3	7.0	4.1	0.5	1.6
17:00	100.0	60.8	31.1	6.4	3.5	18.7	1.0	0.2	3.8	64.6	29.4	6.0	3.2	0.4	1.6
17:15	100.0	60.5	31.6	6.8	3.7	17.9	0.4	0.1	4.2	64.6	29.3	6.1	3.2	0.3	1.7
17:30	100.0	63.3	37.6	6.2	2.9	16.1	0.4	0.1	3.7	67.0	27.6	5.5	2.9	0.3	1.5
17:45	100.0	65.1	39.7	6.0	2.9	15.9	0.5	0.1	3.7	68.8	26.2	5.0	2.7	0.3	1.3
18:00	100.0	66.8	44.6	4.7	2.8	13.5	1.0	0.1	3.5	70.3	24.5	5.2	2.9	0.4	1.2
18:15	100.0	66.9	44.3	4.5	3.0	13.7	1.4	0.1	3.7	70.5	23.9	5.6	3.1	0.4	1.3
18:30	100.0	64.0	40.2	4.6	4.0	14.2	1.0	0.1	4.4	68.4	25.3	6.4	3.4	0.4	1.5
18:45	100.0	61.0	34.8	4.8	6.4	14.4	0.5	0.1	4.9	65.9	27.1	7.1	4.0	0.5	1.5
19:00	100.0	59.3	26.7	5.8	9.7	15.1	2.0	0.2	5.0	64.3	28.1	7.6	4.2	0.5	1.7
19:15	100.0	58.0	22.7	5.9	10.5	16.2	2.6	0.1	5.5	63.5	29.1	7.5	3.9	0.6	1.6
19:30	100.0	55.0	21.8	4.9	9.2	17.2	1.8	0.2	5.5	60.5	31.4	8.2	4.3	0.5	1.8
19:45	100.0	52.4	22.3	4.3	7.5	17.5	0.6	0.3	5.4	57.8	33.6	8.6	4.5	0.5	1.9
20:00	100.0	52.7	24.9	4.5	5.8	16.6	0.7	0.2	6.1	58.8	32.9	8.3	4.4	0.6	1.8
20:15	100.0	51.8	24.5	5.1	5.9	15.4	0.6	0.3	7.0	58.8	32.5	8.8	4.5	0.6	1.8
20:30	100.0	51.9	25.4	5.6	5.6	14.5	0.5	0.3	7.5	59.4	31.8	8.8	4.6	0.6	1.8
20:45	100.0	53.0	26.2	5.9	5.6	14.4	0.6	0.2	7.3	60.3	30.9	8.8	4.7	0.6	1.8
21:00	100.0	54.0	28.0	6.1	5.2	13.8	0.7	0.2	7.6	61.5	29.4	9.1	4.9	0.9	1.9
21:15	100.0	53.2	27.9	6.0	5.3	13.3	0.4	0.2	8.1	61.3	29.6	9.1	5.0	1.0	1.8
21:30	100.0	54.0	29.4	6.1	5.4	12.3	0.6	0.2	8.4	62.4	28.8	8.8	4.7	0.9	1.8
21:45	100.0	56.6	32.5	6.4	5.1	11.9	0.5	0.2	7.9	64.4	27.4	8.1	4.3	0.8	1.7
22:00	100.0	61.9	37.7	6.0	5.1	12.3	0.5	0.2	7.0	68.9	24.3	6.9	3.7	0.6	1.6
22:15	100.0	58.9	34.8	6.2	5.5	11.6	0.6	0.3	7.2	66.1	26.2	7.7	3.9	0.7	1.7
22:30	100.0	60.5	38.0	6.0	4.8	11.0	0.6	0.3	7.3	67.8	24.7	7.5	4.0	0.6	1.6
22:45	100.0	61.9	41.2	5.8	3.8	10.2	0.7	0.2	6.6	68.5	24.2	7.3	4.1	0.5	1.5
23:00	100.0	63.2	45.1	3.8	3.3	10.1	0.7	0.2	5.7	68.9	23.7	7.4	4.4	0.5	1.4
23:15	100.0	60.1	44.5	1.6	3.5	9.5	0.7	0.2	6.6	66.6	25.1	8.3	5.3	0.5	1.4
23:30	100.0	59.5	44.3	1.8	3.6	9.1	0.6	0.3	6.4	65.9	25.6	8.6	5.5	0.4	1.5
23:45	100.0	60.1	45.2	1.5	3.7	8.6	0.9	0.4	6.2	66.4	25.4	8.2	5.4	0.4	1.5
Tages- marktanteil	100.0	64.2	38.4	5.1	4.5	15.6	0.5	0.1	4.0	68.2	25.9	6.0	3.4	0.4	1.4

3.10 Radionutzung nach Sender: Marktanteile in %

RADIOCONTROL 2008 / Deutsche Schweiz

TAGESREICHWEITEN in % (Mo-So)

Universum: 4'505'500 Personen (15+) Stichprobe: 27'770 Personen / 191'025 Messtage

	2001	2002	2003	2004 ¹	2005	2006	2007	2008
Total Radio	91.5	90.8	91.0	91.9	91.5	90.8	91.0	90.4
SRG SSR idée suisse	67.1	67.6	69.2	69.2	68.9	67.7	68.3	69.1
SR DRS	62.8	62.8	64.4	64.0	63.6	62.5	63.3	64.0
DRS1	46.1	45.9	46.7	44.9	44.6	42.8	42.4	41.2
DRS Musigwälle ²	9.5	6.8	6.4	7.1	7.3	6.7	7.3	7.8
DRS2 ²	14.3	9.1	9.9	9.4	9.9	8.9	8.8	8.2
DRS3	21.2	20.9	22.7	23.7	23.5	23.3	24.6	25.6
DRS4 News								6.5
virus	0.7	0.7	0.8	0.7	0.6	1.0	1.5	1.3
RSR La Première	1.7	1.7	1.7	1.7	2.2	1.8	1.7	1.9
RSI Rete Uno	2.0	2.6	2.8	3.1	3.0	2.6	2.6	2.1
Swiss Satellite Radios	6.0	4.7	4.9	5.1	5.3	5.0	5.1	5.4
andere SRG	11.8	8.6	8.7	8.8	8.1	7.9	8.8	8.2
Total ausländische Stationen	45.1	41.6	40.6	41.3	40.6	39.0	38.0	31.9
ARD-Sender	17.2	16.7	16.2	16.5	15.8	13.8	13.5	12.6
SWR1	2.0	1.9	1.9	1.8	1.8	1.3	1.2	1.4
SWR2	3.8	3.8	3.7	3.8	3.8	3.1	3.2	2.7
SWR3	3.8	3.4	3.2	3.1	3.0	2.7	2.7	2.2
SWR4	3.7	3.4	3.2	3.3	3.1	2.4	2.2	2.9
Bayern 1	1.2	1.3	1.3	1.4	1.4	1.3	1.2	1.1
Bayern 4 Klassik	1.3	1.4	1.4	1.3	1.2	1.0	1.0	1.0
Deutschlandfunk	3.8	3.8	3.4	3.7	3.6	3.2	3.3	2.6
ORF-Sender	5.8	5.4	5.8	5.8	4.7	5.0	4.2	3.9
Ö1	2.5	2.5	2.5	2.8	2.6	2.9	1.9	2.1
Ö2 (Radio Vorarlberg)	1.7	1.6	1.9	1.8	1.0	1.1	1.2	0.9
Ö3	1.8	1.5	1.5	1.5	1.3	1.2	1.2	0.9
Private ausländische deutsch	9.9	9.2	7.5	7.1	6.9	6.5	6.5	5.5
Regenbogen (D)	2.0	1.8	1.4	1.3	1.2	1.1	1.0	0.9
Radio 7 (D)	1.7	1.6	1.6	1.5	1.6	1.7	1.6	1.2
Radio L (FL)	0.8	0.9	0.9	0.9	0.8	0.8	0.9	0.7

¹ Per 1. Januar 2004 wurde die Stichprobe von Radiocontrol vergrössert. Die Vergleiche mit den Daten aus den vorangehenden Jahren sollten nur unter Vorbehalt dieser Tatsache gezogen werden.

² Diese Programme übernehmen zeitgleich Sendungen von DRS1 (Nachrichten). Die Nutzung dieser gemeinsamen Programmteile kann durch eine RADIOCONTROL-Systemerweiterung seit dem 1.1.2002 richtig zugeordnet werden.

RADIOCONTROL 2008 / Deutsche Schweiz

TAGESREICHWEITEN in % (Mo-So)

Universum: 4'505'500 Personen (15+) Stichprobe: 27'770 Personen / 191'025 Messtage

	2001	2002	2003	2004	2005	2006	2007	2008
Total Radio	91.5	90.8	91.0	91.9	91.5	90.8	91.0	90.4
Total Privatradios CH	57.6	53.8	52.4	53.9	53.9	53.3	54.0	51.1
Radio 105	1.5	1.4	1.2	1.2	0.8	0.6	0.6	0.6
Eviva	2.2	2.1	1.9	1.8	1.8	1.8	1.9	1.8
Radio 24	6.6	6.0	5.9	6.1	6.2	6.0	5.9	5.6
Energy Zürich (bis 14.8.2003 Hitradio Z)	5.8	5.0	4.3	4.8	4.8	4.5	4.6	4.4
Radio 1 (ab 17.03.2008)								1.9
Argovia	4.2	4.0	3.6	4.4	4.4	4.1	4.5	4.1
Pilatus	3.4	3.3	3.4	3.9	4.0	3.8	4.0	3.7
Sunshine	2.8	2.7	2.7	2.9	2.7	2.5	2.3	2.4
Central	2.6	2.7	3.0	3.2	3.5	3.4	3.6	3.5
Aktuell/Ri ¹	3.0	2.7	2.8	-	-	-	-	-
Aktuell ¹	1.8	1.6	1.6	1.9	1.8	1.8	2.0	-
Ri ¹	1.6	1.2	1.2	1.2	1.3	1.4	1.4	-
FM1 (ab 07.05.2008)								3.6
Basilisk	3.0	3.1	3.0	2.8	2.7	2.6	2.5	2.4
BeO	1.8	1.8	1.7	2.0	1.6	1.5	1.5	1.6
Grischa/Engiadina (Piz)	3.7	3.6	3.3	2.4	2.2	1.9	2.0	1.4
Canal3 (netto)	2.0	1.6	1.5	1.5	1.5	1.5	1.4	0.9
Freiburg (netto)	1.3	1.4	1.3	1.4	1.3	1.1	1.3	1.3
Zürisee	3.8	3.7	3.5	4.0	4.3	4.2	4.3	4.1
Radio 32	3.4	3.1	3.2	3.2	3.3	3.2	3.2	3.1
Basel1 (bis 24.8.2003 Edelweiss)	1.8	1.6	1.8	2.1	2.0	2.0	2.1	1.9
neo1 (bis 13.04.2008 Emme)	1.2	1.1	1.2	1.1	1.1	1.0	1.0	0.8
Capital FM (bis 31.12.2005 ExtraBern)	1.9	2.0	2.1	1.9	1.7	1.7	1.9	1.8
BE1 (bis 15.5.2001 Radio Förderband)	1.9	2.0	2.1	2.3	2.5	2.5	2.3	2.1
Rottu	1.7	1.6	1.6	1.3	1.2	1.1	1.2	1.0
Top ²	4.6	4.3	4.1	4.5	4.9	4.5	4.4	4.1
Munot ³	-	-	1.5	1.3	1.4	1.4	1.5	1.0
andere Privatradios dt	5.8	7.1	7.3	8.1	7.7	8.4	8.5	7.0

¹ Die Radios Aktuell und Ri hatten bis 2003 ein gemeinsames Mantelprogramm. Sie wurden deshalb bis 2003 sowohl einzeln als auch gemeinsam ausgewiesen.

² Vom 19. bis zum 30. Oktober 2005 konnte Radiocontrol aus technischen Gründen das Programm von Radio Top Thurgau nicht aufzeichnen. Dieser Ausfall hat jedoch keine erkennbaren Auswirkungen auf die hier publizierten Jahreszahlen von Radio Top.

³ Aus methodischen Gründen können für Radio Munot ausserhalb des EG Munot erst ab 1.1.2003 Zahlen publiziert werden.

RADIOCONTROL 2008 / Deutsche Schweiz

NUTZUNG in Minuten (Mo-So)

Universum: 4'505'500 Personen (15+) Stichprobe: 27'770 Personen / 191'025 Messtage

	2001	2002	2003	2004 ¹	2005	2006	2007	2008
Total Radio	114.9	110.9	111.0	106.2	105.7	101.6	104.6	109.0
SRG SSR idée suisse	72.2	70.7	73.4	69.5	70.7	68.7	71.6	74.3
SR DRS	68.2	66.6	69.2	65.4	66.4	64.9	67.6	70.0
DRS1	46.7	46.2	47.2	42.7	44.0	42.0	41.9	41.8
DRS Musigwälle ²	3.7	3.5	3.2	3.7	3.8	4.2	4.8	5.5
DRS2 ²	5.3	4.7	5.1	5.0	5.2	5.0	5.0	4.9
DRS3	12.5	12.1	13.5	13.9	13.3	13.6	15.5	17.1
DRS4 News								0.6
virus	0.1	0.1	0.2	0.1	0.1	0.2	0.2	0.2
RSR La Première	0.5	0.4	0.6	0.4	0.5	0.4	0.4	0.4
RSI Rete Uno	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.4
Swiss Satellite Radios	1.5	1.9	2.0	2.2	2.4	2.1	2.2	2.6
andere SRG	1.6	1.4	1.3	1.1	1.0	0.9	1.3	0.9
Total ausländische Stationen	10.9	10.1	9.1	8.6	7.9	6.7	6.3	6.5
ARD-Sender	4.9	4.7	4.6	4.5	4.4	3.3	3.2	3.7
SWR1	0.6	0.5	0.7	1.0	0.5	0.3	0.2	0.4
SWR2	0.4	0.4	0.4	0.0	0.5	0.2	0.3	0.3
SWR3	1.6	1.4	1.4	1.3	1.3	1.1	1.1	0.8
SWR4	1.5	1.4	1.3	0.6	1.2	0.9	0.8	1.4
Bayern 1	0.2	0.3	0.3	0.2	0.2	0.2	0.2	0.2
Bayern 4 Klassik	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Deutschlandfunk	0.4	0.4	0.4	0.4	0.5	0.5	0.4	0.4
ORF-Sender	1.3	1.2	1.0	0.9	0.5	0.5	0.4	0.4
Ö1	0.2	0.2	0.2	0.3	0.2	0.2	0.1	0.1
Ö2 (Radio Vorarlberg)	0.4	0.4	0.4	0.3	0.1	0.1	0.1	0.1
Ö3	0.7	0.6	0.5	0.2	0.3	0.2	0.2	0.2
Private ausländische deutsch	3.2	2.9	2.2	2.0	1.7	1.6	1.4	1.5
Regenbogen (D)	0.7	0.6	0.4	0.4	0.3	0.3	0.2	0.2
Radio 7 (D)	0.7	0.5	0.5	0.4	0.4	0.4	0.3	0.3
Radio L (FL)	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1

¹ Per 1. Januar 2004 wurde die Stichprobe von Radiocontrol vergrössert. Die Vergleiche mit den Daten aus den vorangehenden Jahren sollten nur unter Vorbehalt dieser Tatsache gezogen werden.

² Diese Programme übernehmen zeitgleich Sendungen von DRS1 (Nachrichten). Die Nutzung dieser gemeinsamen Programmteile kann durch eine RADIOCONTROL-Systemerweiterung seit dem 1.1.2002 richtig zugeordnet werden.

RADIOCONTROL 2008 / Deutsche Schweiz

NUTZUNG in Minuten (Mo-So)

Universum: 4'505'500 Personen (15+) Stichprobe: 27'770 Personen / 191'025 Messtage

	2001	2002	2003	2004	2005	2006	2007	2008
Total Radio	114.9	110.9	111.0	106.2	105.7	101.6	104.6	109.0
Total Privatradios CH	31.8	30.2	28.5	28.1	27.1	26.2	26.8	28.3
Radio 105	0.6	0.5	0.5	0.4	0.2	0.1	0.1	0.1
Eviva	1.0	1.2	1.0	1.1	1.0	1.0	1.1	1.2
Radio 24	3.4	3.4	3.4	3.1	3.0	2.9	2.8	2.7
Energy Zürich (bis 14.8.2003 Hitradio Z)	3.4	2.6	2.0	2.1	2.0	1.8	1.9	2.0
Radio 1 (ab 17.03.2008)								1.0
Argovia	2.4	2.2	1.9	2.4	2.3	1.9	2.2	2.1
Pilatus	2.0	1.9	1.9	1.9	1.9	1.9	2.1	1.8
Sunshine	1.2	1.3	1.3	1.3	1.1	1.0	0.9	1.1
Central	1.3	1.3	1.0	1.2	1.2	1.4	1.4	1.4
Aktuell/Ri ¹	1.1	1.1	1.0	-	-	-	-	-
Aktuell ¹	0.7	0.7	0.7	0.8	0.8	0.8	1.0	-
Ri ¹	0.4	0.3	0.3	0.4	0.4	0.5	0.4	-
FM1 (ab 07.05.2008)								1.7
Basilisk	1.6	1.6	1.6	1.3	1.2	1.1	1.1	1.1
BeO	1.0	1.0	0.9	0.8	0.7	0.7	0.8	0.9
Grischa/Engiadina (Piz)	1.6	1.4	1.2	0.7	0.6	0.5	0.6	0.6
Canal3 (netto)	0.5	0.4	0.4	0.3	0.3	0.3	0.3	0.3
Freiburg (netto)	0.2	0.2	0.2	0.1	0.1	0.1	0.2	0.2
Zürisee	1.8	1.7	1.6	1.9	2.0	1.9	1.9	2.0
Radio 32	2.1	1.8	1.8	1.8	1.7	1.7	1.7	1.8
Basel1 (bis 24.8.2003 Edelweiss)	0.7	0.6	1.0	0.7	0.6	0.6	0.7	0.7
neo1 (bis 13.04.2008 Emme)	0.3	0.3	0.4	0.4	0.3	0.4	0.3	0.3
Capital FM (bis 31.12.2005 ExtraBern)	0.7	0.8	0.9	0.8	0.7	0.7	0.7	0.7
BE1 (bis 15.5.2001 Radio Förderband)	0.9	1.0	1.1	1.2	1.2	1.1	1.0	1.0
Rottu	0.9	0.8	0.7	0.5	0.4	0.4	0.4	0.4
Top ²	1.8	1.7	1.5	1.5	1.6	1.8	1.7	1.8
Munot ³	-	-	0.0	0.2	0.2	0.2	0.2	0.2
andere Privatradios dt	1.0	0.7	0.7	0.9	0.9	0.9	1.0	1.0

¹ Die Radios Aktuell und Ri hatten bis 2003 ein gemeinsames Mantelprogramm. Sie wurden deshalb bis 2003 sowohl einzeln als auch gemeinsam ausgewiesen.

² Vom 19. bis zum 30. Oktober 2005 konnte Radiocontrol aus technischen Gründen das Programm von Radio Top Thurgau nicht aufzeichnen. Dieser Ausfall hat jedoch keine erkennbaren Auswirkungen auf die hier publizierten Jahreszahlen von Radio Top.

³ Aus methodischen Gründen können für Radio Munot ausserhalb des EG Munot erst ab 1.1.2003 Zahlen publiziert werden.

RADIOCONTROL 2008 / Deutsche Schweiz

MARKTANTEILE in % (Mo-So)

Universum: 4'505'500 Personen (15+) Stichprobe: 27'770 Personen / 191'025 Messtage

	2001	2002	2003	2004 ¹	2005	2006	2007	2008
Total Radio	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SRG SSR idée suisse	62.8	63.7	66.1	65.5	66.9	67.7	68.4	68.2
SR DRS	59.2	59.9	62.2	61.6	62.8	63.9	64.5	64.2
DRS1	40.5	41.5	42.5	40.1	41.6	41.3	40.0	38.4
DRS Musigwälle ²	3.2	3.2	2.9	3.5	3.6	4.1	4.6	5.1
DRS2 ²	4.6	4.3	4.6	4.8	5.0	5.0	4.9	4.5
DRS3	10.8	10.9	12.1	13.0	12.5	13.3	14.8	15.6
DRS4 News virus	0.1	0.1	0.2	0.1	0.1	0.2	0.2	0.1
RSR La Première	0.4	0.4	0.5	0.4	0.4	0.4	0.4	0.4
RSI Rete Uno	0.3	0.3	0.4	0.4	0.4	0.4	0.4	0.3
Swiss Satellite Radios	1.4	1.7	1.8	2.1	2.3	2.1	2.2	2.4
andere SRG	1.4	1.3	1.2	1.0	1.0	0.9	1.2	0.8
Total ausländische Stationen	9.6	9.2	8.3	8.2	7.6	6.7	6.1	6.0
ARD-Sender	4.3	4.3	4.2	4.2	4.2	3.3	3.1	3.4
SWR1	0.5	0.5	0.6	0.5	0.5	0.3	0.2	0.4
SWR2	0.3	0.4	0.4	0.4	0.5	0.2	0.3	0.3
SWR3	1.4	1.3	1.3	1.3	1.2	1.1	1.1	0.8
SWR4	1.3	1.3	1.2	1.2	1.2	0.9	0.8	1.3
Bayern 1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Bayern 4 Klassik	0.2	0.2	0.2	0.2	0.2	0.3	0.2	0.2
Deutschlandfunk	0.3	0.4	0.4	0.4	0.5	0.5	0.4	0.3
ORF-Sender	1.1	1.1	0.9	0.8	0.5	0.5	0.4	0.4
Ö1	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.1
Ö2 (Radio Vorarlberg)	0.4	0.3	0.3	0.3	0.1	0.1	0.1	0.1
Ö3	0.6	0.6	0.4	0.3	0.3	0.2	0.2	0.2
Private ausländische deutsch	2.8	2.6	2.1	1.9	1.6	1.6	1.3	1.4
Regenbogen (D)	0.6	0.6	0.4	0.3	0.3	0.3	0.2	0.2
Radio 7 (D)	0.6	0.5	0.4	0.4	0.4	0.4	0.3	0.3
Radio L (FL)	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1

¹ Per 1. Januar 2004 wurde die Stichprobe von Radiocontrol vergrössert. Die Vergleiche mit den Daten aus den vorangehenden Jahren sollten nur unter Vorbehalt dieser Tatsache gezogen werden.

² Diese Programme übernehmen zeitgleich Sendungen von DRS1 (Nachrichten). Die Nutzung dieser gemeinsamen Programmteile kann durch eine RADIOCONTROL-Systemerweiterung seit dem 1.1.2002 richtig zugeordnet werden.

RADIOCONTROL 2008 / Deutsche Schweiz

MARKTANTEILE in % (Mo-So)

Universum: 4'505'500 Personen (15+) Stichprobe: 27'770 Personen / 191'025 Messtage

	2001	2002	2003	2004	2005	2006	2007	2008
Total Radio	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total Privatradios CH	27.7	27.2	25.6	26.3	25.5	25.6	25.5	25.9
Radio 105	0.5	0.5	0.4	0.3	0.2	0.1	0.1	0.1
Eviva	0.9	1.1	0.9	1.1	1.0	1.0	1.1	1.1
Radio 24	2.9	3.0	3.0	2.9	2.8	2.8	2.6	2.5
Energy Zürich (bis 14.8.2003 Hitradio Z)	2.9	2.4	1.9	1.9	1.9	1.7	1.8	1.9
Radio 1 (ab 17.03.2008)								0.9
Argovia	2.1	2.0	1.7	2.2	2.2	1.9	2.0	1.9
Pilatus	1.8	1.7	1.7	1.8	1.8	1.9	1.9	1.7
Sunshine	1.0	1.2	1.2	1.2	1.0	1.0	0.9	1.0
Central	1.2	1.2	0.9	1.1	1.2	1.3	1.4	1.3
Aktuell/Ri ¹	1.0	0.9	0.9	-	-	-	-	-
Aktuell ¹	0.6	0.6	0.6	0.8	0.8	0.8	0.9	-
Ri ¹	0.3	0.3	0.3	0.3	0.4	0.5	0.4	-
FM1 (ab 07.05.2008)								1.5
Basilisk	1.4	1.5	1.4	1.2	1.1	1.1	1.1	1.0
BeO	0.9	0.9	0.8	0.8	0.6	0.7	0.7	0.8
Grischa/Engiadina (Piz)	1.4	1.3	1.1	0.6	0.6	0.5	0.6	0.6
Canal3 (netto)	0.4	0.4	0.3	0.3	0.3	0.3	0.3	0.3
Freiburg (netto)	0.2	0.2	0.2	0.1	0.1	0.1	0.2	0.2
Zürisee	1.6	1.6	1.4	1.8	1.8	1.9	1.8	1.8
Radio 32	1.8	1.6	1.6	1.6	1.6	1.7	1.6	1.6
Basel1 (bis 24.8.2003 Edelweiss)	0.6	0.6	0.6	0.7	0.6	0.6	0.6	0.6
neo1 (bis 13.04.2008 Emme)	0.3	0.3	0.4	0.4	0.3	0.4	0.3	0.3
Capital FM (bis 31.12.2005 ExtraBern)	0.6	0.7	0.8	0.7	0.7	0.7	0.6	0.7
BE1 (bis 15.5.2001 Radio Förderband)	0.8	0.9	1.0	1.1	1.2	1.1	1.0	0.9
Rottu	0.7	0.7	0.6	0.5	0.4	0.4	0.4	0.3
Top ²	1.5	1.5	1.4	1.4	1.5	1.7	1.6	1.6
Munot ³	-	-	0.3	0.2	0.2	0.2	0.2	0.2
andere Privatradios dt	0.5	0.6	0.7	0.9	0.9	0.9	0.9	0.9

¹ Die Radios Aktuell und Ri hatten bis 2003 ein gemeinsames Mantelprogramm. Sie wurden deshalb bis 2003 sowohl einzeln als auch gemeinsam ausgewiesen.

² Vom 19. bis zum 30. Oktober 2005 konnte Radiocontrol aus technischen Gründen das Programm von Radio Top Thurgau nicht aufzeichnen. Dieser Ausfall hat jedoch keine erkennbaren Auswirkungen auf die hier publizierten Jahreszahlen von Radio Top.

³ Aus methodischen Gründen können für Radio Munot ausserhalb des EG Munot erst ab 1.1.2003 Zahlen publiziert werden.

RADIOCONTROL 2008 / Deutsche Schweiz

TAGESREICHWEITEN in % (Mo-So)

Universum: 4'505'500 Personen (15+) Stichprobe: 27'770 Personen / 191'025 Messtage

Die hier aufgeführten Zahlen beziehen sich auf die jeweiligen Konzessionsgebiete der verschiedenen Radios. Die verschiedenen Radioprogramme sind also miteinander nicht direkt vergleichbar (ausser sie werden in derselben Region ausgewiesen), weil sich die gemessenen Höreranteile auf verschiedene geografische Gebiete beziehen.

	2004	2005	2006	2007	2008	Region
Privatradios CH						
Radio 105	1.2	0.8	0.6	0.6	0.6	Deutscheschweiz
Eviva	1.8	1.8	1.8	1.9	1.8	Deutscheschweiz
Life Channel	-	0.2	0.8	0.9	0.6	Deutscheschweiz
Radio 24	18.0	17.5	17.1	16.7	15.7	Grossraum Zürich
Energy Zürich (bis 14.8.2003 Hitradio Z)	13.4	12.8	12.3	12.3	11.8	Grossraum Zürich
Tropic	1.6	1.2	1.0	1.0	-	Grossraum Zürich
Radio 1 (ab 17.03.2008)					5.6	Grossraum Zürich
Argovia	29.8	29.1	26.7	29.0	27.6	Aargau
Pilatus	28.3	28.0	27.8	28.5	27.7	Luzern
3fach	1.5	1.2	1.1	1.3	1.2	Luzern
Sunshine	14.8	13.8	13.0	11.9	12.9	Zug
Central	14.0	15.4	14.9	14.7	15.5	Uri-Schwyz-Glarus
Aktuell	17.4	16.9	17.3	19.5	-	St.Gallen-Appenzell
toxic.fm	1.6	1.2	1.1	1.2	1.2	St.Gallen-Appenzell
Ri	17.4	19.8	21.6	21.2	-	St.Galler Rheintal
FM1 (ab 07.05.2008)					24.2	St.Gallen Appenzell Rheintal
Basilisk	21.6	20.5	19.9	19.1	18.8	Basel
Basel1 (bis 24.8.2003 Edelweiss)	13.8	13.4	13.2	12.9	12.7	Basel
BeO	26.6	22.9	24.1	24.8	25.6	Berner Oberland
Grischa/Engiadina (Piz)	25.6	23.6	20.4	23.4	23.8	Nord- & Südbünden
Canal3 (deutsch)	15.3	14.5	14.0	13.3	13.3	Biel/Bienne
Freiburg (deutsch)	9.1	7.9	6.9	11.4	16.8	Freiburg
Zürisee	25.5	26.3	25.5	24.4	24.6	Zürichsee-Glarus
Radio 32	32.0	31.4	32.0	31.4	32.0	Solothurn-Olten
neo1 (bis 13.04.2008 Emme)	11.8	12.7	13.5	14.0	14.1	Emmental
Capital FM (bis 31.12.2005 ExtraBern)	13.3	11.5	11.4	12.5	12.3	Bern
BE1 (bis 15.5.2001 Radio Förderband)	20.4	19.3	18.5	16.6	16.1	Bern
Rottu	50.2	46.9	41.7	42.2	40.3	Oberwallis
Top ¹	15.4	15.1	15.5	14.3	14.1	Winterthur-Thurgau-Wil
Munot	19.7	19.7	16.1	14.5	15.0	Schaffhausen

¹ Vom 19. bis zum 30. Oktober 2005 konnte Radiocontrol aus technischen Gründen das Programm von Radio Top Thurgau nicht aufzeichnen. Dieser Ausfall hat jedoch keine erkennbaren Auswirkungen auf die hier publizierten Jahreszahlen von Radio Top.

RADIOCONTROL 2008 / Deutsche Schweiz

TAGESREICHWEITEN in Tausend (Mo-So)

Universum: 4'505'500 Personen (15+) Stichprobe: 27'770 Personen / 191'025 Messtage

Die hier aufgeführten Zahlen beziehen sich auf die jeweiligen Konzessionsgebiete der verschiedenen Radios. Die verschiedenen Radioprogramme sind also miteinander nicht direkt vergleichbar (ausser sie werden in derselben Region ausgewiesen), weil sich die gemessenen Höreranteile auf verschiedene geografische Gebiete beziehen.

	2004	2005	2006	2007	2008	Region
Privatradios CH						
Radio 105	49.9	35.6	25.3	26.4	25.9	Deutscheschweiz
Eviva	77.7	77.4	79.6	83.2	82.5	Deutscheschweiz
Life Channel	-	7.4	35.4	38.4	29.1	Deutscheschweiz
Radio 24	201.3	195.8	203.1	200.4	190.3	Grossraum Zürich
Energy Zürich (bis 14.8.2003 Hitradio Z)	150.6	144.0	146.3	147.1	142.9	Grossraum Zürich
Tropic	17.4	13.4	12.3	12.5	-	Grossraum Zürich
Radio 1 (ab 17.03.2008)					67.2	Grossraum Zürich
Argovia	148.1	144.9	136.6	150.0	144.5	Aargau
Pilatus	135.1	133.8	135.9	140.5	138.3	Luzern
3fach	7.2	5.8	5.4	6.4	6.2	Luzern
Sunshine	75.2	70.2	68.0	62.9	69.0	Zug
Central	68.6	75.5	75.9	75.2	80.1	Uri-Schwyz-Glarus
Aktuell	56.3	54.7	57.1	64.5	-	St.Gallen-Appenzell
toxic.fm	5.2	3.8	3.8	3.9	4.0	St.Gallen-Appenzell
Ri	21.7	24.7	26.9	26.8	-	St.Galler Rheintal
FM1 (ab 07.05.2008)					111.5	St.Gallen Appenzell Rheintal
Basilisk	94.7	89.7	88.6	85.0	84.1	Basel
Basel1 (bis 24.8.2003 Edelweiss)	60.7	58.7	58.6	57.3	56.8	Basel
BeO	43.1	37.0	39.8	41.3	42.7	Berner Oberland
Grischa/Engiadina (Piz)	47.4	43.7	37.7	43.4	44.4	Nord- & Südbünden
Canal3 (deutsch)	22.9	21.6	21.6	20.6	20.7	Biel/Bienne
Freiburg (deutsch)	5.6	4.8	4.4	7.3	10.9	Freiburg
Zürisee	110.9	114.5	115.5	111.5	113.3	Zürichsee-Glarus
Radio 32	98.3	96.3	99.1	97.9	100.6	Solothurn-Olten
neo1 (bis 13.04.2008 Emme)	20.0	21.5	22.8	23.7	24.0	Emmental
Capital FM (bis 31.12.2005 ExtraBern)	44.6	38.3	39.9	43.6	43.3	Bern
BE1 (bis 15.5.2001 Radio Förderband)	68.1	64.6	64.5	58.1	56.4	Bern
Rottu	33.2	31.0	26.6	27.0	25.8	Oberwallis
Top ¹	111.1	113.8	120.2	112.0	111.7	Winterthur-Thurgau-Wil
Munot	16.9	16.9	13.9	12.6	13.1	Schaffhausen

¹ Vom 19. bis zum 30. Oktober 2005 konnte Radiocontrol aus technischen Gründen das Programm von Radio Top Thurgau nicht aufzeichnen. Dieser Ausfall hat jedoch keine erkennbaren Auswirkungen auf die hier publizierten Jahreszahlen von Radio Top.

RADIOCONTROL 2008 / Deutsche Schweiz

NUTZUNG in Minuten (Mo-So)

Universum: 4'505'500 Personen (15+) Stichprobe: 27'770 Personen / 191'025 Messtage

Die hier aufgeführten Zahlen beziehen sich auf die jeweiligen Konzessionsgebiete der verschiedenen Radios. Die verschiedenen Radioprogramme sind also miteinander nicht direkt vergleichbar (ausser sie werden in derselben Region ausgewiesen), weil sich die gemessenen Höreranteile auf verschiedene geografische Gebiete beziehen.

	2004	2005	2006	2007	2008	Region
Privatradios CH						
Radio 105	0.4	0.2	0.1	0.1	0.1	Deutscheschweiz
Eviva	1.1	1.0	1.0	1.1	1.2	Deutscheschweiz
Life Channel	-	0.0	0.1	0.1	0.1	Deutscheschweiz
Radio 24	10.0	9.2	9.1	8.7	8.4	Grossraum Zürich
Energy Zürich (bis 14.8.2003 Hitradio Z)	6.5	6.0	5.3	5.6	5.9	Grossraum Zürich
Tropic	0.5	0.4	0.3	0.2	-	Grossraum Zürich
Radio 1 (ab 17.03.2008)					3.4	Grossraum Zürich
Argovia	18.7	18.2	15.4	16.7	16.7	Aargau
Pilatus	15.5	15.5	15.5	16.7	15.1	Luzern
3fach	0.6	0.2	0.3	0.5	0.5	Luzern
Sunshine	7.6	6.9	5.9	5.4	6.8	Zug
Central	8.0	8.5	9.4	8.8	9.1	Uri-Schwyz-Glarus
Aktuell	9.4	9.7	10.1	11.8	-	St.Gallen-Appenzell
toxic.fm	0.7	0.3	0.4	0.4	0.4	St.Gallen-Appenzell
Ri	9.1	11.0	12.2	11.6	-	St.Galler Rheintal
FM1 (ab 07.05.2008)					14.6	St.Gallen Appenzell Rheintal
Basilisk	12.5	10.9	10.7	10.6	10.5	Basel
Basel1 (bis 24.8.2003 Edelweiss)	6.8	6.0	5.7	6.0	6.5	Basel
BeO	17.2	13.7	14.0	16.9	17.9	Berner Oberland
Grischa/Engiadina (Piz)	13.9	13.0	10.0	12.3	13.2	Nord- & Südbünden
Canal3 (deutsch)	7.8	6.8	6.5	6.7	6.2	Biel/Bienne
Freiburg (deutsch)	3.6	3.6	2.9	5.1	9.2	Freiburg
Zürisee	13.7	15.1	13.7	13.2	14.0	Zürichsee-Glarus
Radio 32	20.7	19.9	20.2	20.8	22.2	Solothurn-Olten
neo1 (bis 13.04.2008 Emme)	8.3	7.3	9.2	7.2	7.4	Emmental
Capital FM (bis 31.12.2005 ExtraBern)	7.8	6.5	5.9	5.5	6.6	Bern
BE1 (bis 15.5.2001 Radio Förderband)	12.7	11.8	10.2	8.8	9.2	Bern
Rottu	29.9	27.8	24.3	24.0	22.6	Oberwallis
Top ¹	6.9	7.0	7.8	7.1	7.7	Winterthur-Thurgau-Wil
Munot	9.3	8.7	7.5	7.0	8.3	Schaffhausen

¹ Vom 19. bis zum 30. Oktober 2005 konnte Radiocontrol aus technischen Gründen das Programm von Radio Top Thurgau nicht aufzeichnen. Dieser Ausfall hat jedoch keine erkennbaren Auswirkungen auf die hier publizierten Jahreszahlen von Radio Top.

3.17 Radio im Langzeitvergleich: Privatradios in Verbreitungsgebieten, Marktanteile in %

RADIOCONTROL 2008 / Deutsche Schweiz

MARKTANTEILE in % (Mo-So)

Universum: 4'505'500 Personen (15+) Stichprobe: 27'770 Personen / 191'025 Messtage

Die hier aufgeführten Zahlen beziehen sich auf die jeweiligen Konzessionsgebiete der verschiedenen Radios. Die verschiedenen Radioprogramme sind also miteinander nicht direkt vergleichbar (ausser sie werden in derselben Region ausgewiesen), weil sich die gemessenen Höreranteile auf verschiedene geografische Gebiete beziehen.

	2004	2005	2006	2007	2008	Region
Privatradios CH						
Radio 105	0.3	0.2	0.1	0.1	0.1	Deutscheschweiz
Eviva	1.1	1.0	1.0	1.1	1.1	Deutscheschweiz
Life Channel	-	0.0	0.1	0.1	0.1	Deutscheschweiz
Radio 24	9.8	9.0	9.3	8.8	8.1	Grossraum Zürich
Energy Zürich (bis 14.8.2003 Hitradio Z)	6.4	5.9	5.4	5.6	5.6	Grossraum Zürich
Tropic	0.5	0.4	0.3	0.2	-	Grossraum Zürich
Radio 1 (ab 17.03.2008)					3.2	Grossraum Zürich
Argovia	17.8	17.3	15.3	16.4	16.1	Aargau
Pilatus	14.5	14.0	14.8	15.5	13.5	Luzern
3fach	0.6	0.2	0.3	0.5	0.5	Luzern
Sunshine	7.3	6.3	6.0	5.3	6.3	Zug
Central	7.6	7.8	9.3	8.5	8.3	Uri-Schwyz-Glarus
Aktuell	8.9	9.4	9.8	11.2	-	St.Gallen-Appenzell
toxic.fm	0.6	0.3	0.3	0.4	0.4	St.Gallen-Appenzell
Ri	9.1	11.9	12.6	12.5	-	St.Galler Rheintal
FM1 (ab 07.05.2008)					13.6	St.Gallen Appenzell Rheintal
Basilisk	11.5	10.2	10.9	10.4	10.1	Basel
Basel1 (bis 24.8.2003 Edelweiss)	6.2	5.6	5.9	5.9	6.0	Basel
BeO	14.9	12.1	12.6	14.3	14.9	Berner Oberland
Grischa/Engiadina (Piz)	13.4	12.5	10.2	11.9	11.8	Nord- & Südbünden
Canal3 (deutsch)	7.0	6.0	5.8	5.8	5.5	Biel/Bienne
Freiburg (deutsch)	3.2	3.3	2.8	5.0	8.9	Freiburg
Zürisee	13.1	14.5	13.6	13.0	12.7	Zürichsee-Glarus
Radio 32	17.8	17.5	18.0	17.4	18.4	Solothurn-Olten
neo1 (bis 13.04.2008 Emme)	6.6	6.0	7.7	6.0	6.3	Emmental
Capital FM (bis 31.12.2005 ExtraBern)	6.4	5.3	5.1	4.8	5.4	Bern
BE1 (bis 15.5.2001 Radio Förderband)	10.4	10.1	9.0	7.7	7.7	Bern
Rottu	31.5	28.9	25.9	23.7	22.1	Oberwallis
Top ¹	6.9	6.9	8.0	7.1	7.3	Winterthur-Thurgau-Wil
Munot	9.4	9.3	8.9	8.6	8.9	Schaffhausen

¹ Vom 19. bis zum 30. Oktober 2005 konnte Radiocontrol aus technischen Gründen das Programm von Radio Top Thurgau nicht aufzeichnen. Dieser Ausfall hat jedoch keine erkennbare Auswirkungen auf die hier publizierten Jahreszahlen von Radio Top.

4. GERÄTEBESITZ UND EMPFANGSSITUATION

4.1 Establishment Survey: Methodik, Erhebungsbasis und Berichterstattung

4.1.1 Vorbemerkungen

Im Rahmen der SRG SSR Medienstudie wurden von 1975 bis 2000 auch Daten zum Gerätebesitz und zu der Empfangssituation erhoben. Im Übergangsjahr 2001 wurden diese Angaben nicht kontinuierlich erfragt. Die Fragen nach dem Gerätebesitz im Bereich Unterhaltungselektronik, Radio, TV und Internet, die früher im Rahmen der Medienstudie erörtert wurden, werden seit 2002 mittels einer telefonischen Langzeitstudie gestellt ("Establishment Survey").

Angesichts des sich rasant wandelnden Angebots im Sektor Heimelektronik haben in den Establishment Survey neue Fragen implementiert werden müssen (z. B. Besitz von MP3-Geräten). Dies führt zu einer leichten Anpassung der Darstellungsweise der Ergebnisse. Neu werden ausschliesslich die Hauptkategorien „Besitz von TV-Geräten“, „Besitz von Radio-Geräten“ und „Besitz von PCs“ im Langzeitvergleich mit den „alten“ Werten aus der Medienstudie ausgewiesen. Bei den spezifischeren Kategorien beginnt eine neue Zeitreihe mit den Werten vom Jahre 2002. Zahlen zu den Verbreitungskanälen können erstmals ab 2003 ausgewiesen werden.

4.1.2 Methodenbeschreibung

Der Establishment Survey hat im Januar 2002 die Medienstudie als Instrument zur Ermittlung von Gerätebesitz und Vektorenverbreitung abgelöst. Die Erhebung erfolgt nach dem Random-Verfahren mittels computergestützten Telefoninterviews (CATI) und ist repräsentativ für die Gesamtbevölkerung der drei grössten Sprachregionen ab 15 Jahren, die über einen fixen Telefonanschluss verfügt.

4.1.3 Erhebungsbasis

Im Jahr 2008 wurden in der Schweiz insgesamt rund 41'785 Personen ab 15 Jahren zu ihrer Mediennutzung befragt: 17'897 in der Deutschschweiz, 17'631 in der Suisse romande und 6'257 Personen in der Svizzera italiana.

4.1.4 Berichterstattung

Die Daten des Establishment Survey werden nur im Rahmen dieses Jahresberichtes veröffentlicht.

HEIMELEKTRONIKBESITZ / Deutsche Schweiz

Angaben in % der Bevölkerung ab 15 Jahren

Universum: 4'506'000 Personen (15+) Stichprobe 2008: TV und Video 3'502, Radio und Audio: 3'492, PC: 29'664 Personen

4.2 Heimelektronikbesitz im Langzeitvergleich

	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000		2002	2003	2004	2005	2006	2007	2008
TV-Gerät im Haushalt	92	93	93	93	93	95	93	94	95	94	94	94		92	93	92	94	93	92	93
1 TV-Gerät														71	67	63	60	64	61	61
2 oder mehrere TV-Geräte														21	25	29	34	29	31	32
Farb-TV-Gerät														92	92	93	93	93	92	92
1 Farb-TV-Gerät														72	69	65	64	68	64	65
2 oder mehrere Farb-TV-Geräte														19	23	28	30	25	27	27
Schwarzweiss-TV														1	1					
TV mit Teletext														79	82	86	85	84	84	86
Empfang über Kabel oder Gemeinschaftsantenne														79	79	82	79	78	77	75
Empfang über eigene Antenne														9	5	5	6	5	4	4
Eigener Satellitenempfänger														9	10	10	11	11	11	13
Videorecorder VHS														65	65	64	66	59	59	56
Videokamera														21	20	22	23	21	24	25
Spielkonsole														16	18	19	21	20	22	22
DVD-Abspielgerät														23	34	48	56	59	67	66
DVD-Recorder																	14	17	22	24
DVD-Gerät mit zusätzlichem Harddisk																	7	9	9	14
Radiogerät im Haushalt ¹	97	97	99	98	98	99	98	98	97	97	97	97		97	98	98	97	94	94	95
1 Radiogerät														9	8	7	9	28	18	19
2 oder mehrere Radiogeräte														88	90	91	88	66	76	76
Plattenspieler														44	41	39	41	36	35	35
Kassettengerät														75	77	76	77	73	71	66
CD-Player														76	81	80	86	87	87	87
Mini-Disc														14	16	17	19	18	19	17
Mp3-Player														7	9	14	27	38	45	48
Tragbarer MP3-Player																		32	38	39
PCs im Haushalt							32	36	38	44	48	52		67	70	73	75	79	77	81
1 PC														53	51	51	50	51	48	47
2 oder mehrere PC's														14	19	22	26	27	29	34
Internetzugang ² im Haushalt															57	62	65	69	70	73

¹ Ab 2006: Neue Frageformulierung ² Ab 2008: die Frage nach dem Zugang war nicht mehr auf den Haushalt beschränkt und wurde nur in den Wochen 2 bis 7 gestellt.

RADIO-EMPFANGSKANÄLE / Deutsche Schweiz

Angaben in % der Bevölkerung ab 15 Jahren

Universum: 4'506'000 Personen (15+) Stichprobe 2008: 3'492 Personen

Welche Empfangsmöglichkeiten haben Sie mit Ihrem Radiogerät / mit Ihren Radiogeräten?

	1993	1994	1995	1996	1997	1998	1999	2000		2003 ¹	2004	2005 ²	2006	2007	2008
UKW (FM)	94	95	93	91	91	89	88	87		75	77	66	61	58	63
Mittelwelle (MW / AM)	81	83	78	73	73	67	66	60		68	67	56	50	48	50
Langwelle (LW) ³	75	78	70	65	64	59	56	46		56	54	-	-	-	-
Kurzwelle (KW / SW) ³	64	59	57	53	54	48	43	37		38	38	-	-	-	-
Radio via Kabelnetz	41	48	46	50	52	51	48	49		43	45	55	57	58	52
eigener Satelliten-Empfänger	1	2	2	2	3	3	3	2		3	5	5	5	6	6
Digitales Radio(DIG'IT, "Kopernikus", DAB)	2	1	2	2	1	1	1	1		2	3	2	1	3	3
Kein Radio	2	1	2	2	3	3	3	3		2	2	2	5	4	4

	1993	1994	1995	1996	1997	1998	1999	2000
--	------	------	------	------	------	------	------	------

Frage: Wie häufig hören Sie Radio auf.... ?

täglich oder mehrmals pro Woche

UKW (FM)	84	84	81	80	79	77	80	77
Mittelwelle (MW / AM)	8	7	8	5	7	7	5	5
Langwelle (LW)	1	1	2	0	0	1	0	0
Kurzwelle (KW / SW)	2	2	2	1	2	1	1	0
Radio via Kabelnetz	31	38	38	41	40	39	39	41
eigener Satelliten-Empfänger	0	1	1	1	1	1	1	1
Digitales Radio(DIG'IT, "Kopernikus", DAB*)	1	0	1	1	0	0	0	0

einmal pro Woche oder weniger

UKW (FM)	3	3	3	3	4	3	3	4
Mittelwelle (MW / AM)	6	5	3	4	5	3	4	3
Langwelle (LW)	3	2	2	1	2	1	1	1
Kurzwelle (KW / SW)	3	2	2	1	2	1	1	1
Radio via Kabelnetz	3	3	7	2	3	4	2	2
eigener Satelliten-Empfänger	0	0	0	0	0	0	0	0
Digitales Radio(DIG'IT, "Kopernikus", DAB)	0	0	0	0	0	0	0	0

¹ Ab 2003 werden die Informationen über die Empfangsmöglichkeiten mit dem Radiogerät / den Radiogeräten telefonisch erhoben und nicht mehr mittels persönlicher Face-to-Face-Interviews. Die Informationen über die Hörhäufigkeit durch die verschiedenen Empfangskanäle werden nicht mehr erhoben.

² Im Jahr 2005 wurde die Frage nach den Empfangsmöglichkeiten denjenigen Personen nicht mehr gestellt, die lediglich ein Autoradio besitzen, jedoch kein anderes Radiogerät.

³ Ab 2005 werden die Empfangsmöglichkeiten Langwelle (LW) und Kurzwelle (KW / SW) nicht mehr erfragt.

5. STATISTIK
5.1 Geschlecht, Alter, Zivilstand, Ortsgrösse

	Total	Geschlecht		Alter						Ortsgrösse			
		Mann	Frau	15-19	20-24	25-29	30-44	45-64	65+	100,000 und mehr	10'000 bis 100,000	2'000 bis 10,000	unter 2,000
Basis (100%)	17,897	8,723	9,174	2,540	2,537	3,708	2,758	2,917	3,438	8,948	4,188	2,595	2,166
Geschlecht													
Mann	48.7	100.0		48.7	47.7	49.4	51.4	46.2	48.7	48.7	48.7	48.7	48.7
Frau	51.3		100.0	51.3	52.3	50.6	48.6	53.8	51.3	51.3	51.3	51.3	51.3
Alter													
15-19	7.4	7.9	7.0	52.4						7.0	7.7	7.9	8.1
20-24	6.8	6.3	7.2	47.6						7.2	6.5	6.3	6.0
25-29	6.4	6.0	6.7		44.8					6.9	6.3	5.3	5.3
30-34	7.8	7.9	7.8		55.2					8.3	7.7	7.5	6.5
35-39	9.3	9.3	9.3			44.8				8.9	9.6	9.4	10.2
40-44	11.4	11.7	11.1			55.2				10.8	11.3	12.6	12.9
45-49	7.8	8.5	7.1				50.4			7.7	7.8	8.5	7.1
50-54	7.6	7.8	7.5				49.6			7.6	7.0	7.9	8.7
55-59	7.2	7.0	7.5					44.4		6.9	7.8	6.9	8.1
60-64	9.1	8.5	9.6					55.6		9.6	9.1	8.4	7.8
65-74	10.3	10.9	9.8						53.8	10.2	10.1	10.8	10.9
75 +	8.9	8.3	9.5						46.2	9.0	9.1	8.4	8.3
Zivilstand													
Verheiratet	61.9	64.1	59.3	5.6	48.9	76.6	76.6	84.8	90.6	59.3	62.8	64.6	66.6
Mit Partner	14.3	14.1	14.4	7.9	35.3	16.8	13.4	9.1	5.0	15.4	14.2	12.8	11.9
Alleinstehend	23.8	21.7	26.3	86.5	15.8	6.6	10.1	6.1	4.5	25.3	23.0	22.6	21.5
Ortsgrösse													
100'000 und mehr	50.0	50.0	50.0	50.0	53.7	47.5	49.6	50.4	50.0	100.0			
10'000 - 100'000	23.4	23.4	23.4	23.4	23.1	23.6	22.6	24.2	23.4		100.0		
2'000 - 10'000	14.5	14.5	14.5	14.5	13.2	15.4	15.4	13.6	14.5			100.0	
unter 2'000	12.1	12.1	12.1	12.1	10.0	13.5	12.4	11.8	12.1				100.0

	Total	Geschlecht		Alter						Ortsgrösse			
		Mann	Frau	15-19	20-24	25-29	30-44	45-64	65+	100,000 und mehr	10'000 bis 100,000	2'000 bis 10,000	unter 2,000
Basis (100%)	17,897	8,723	9,174	2,540	2,537	3,708	2,758	2,917	3,438	8,948	4,188	2,595	2,166
Zur Zeit in Ausbildung													
Obligatorische Schule	2.4	2.6	2.2	16.6	0.0	0.1	0.1	0.0	0.0	2.2	2.3	3.3	2.6
Diplomschule (bis 2 Jahre)	0.1	0.1	0.1	0.8	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1
Berufslehre oder													
Vollzeit-Berufsschule	3.1	3.5	2.7	20.5	0.3	0.3	0.3	0.0	0.1	2.7	3.3	3.3	4.0
Lehrkräfteseminarien	0.1	0.1	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0
Maturitätsschule	1.3	1.1	1.5	9.0	0.1	0.1	0.1	0.0	0.0	1.5	1.4	0.9	1.0
Höhere Fach- und													
Berufsausbildung	0.2	0.2	0.2	0.8	0.3	0.1	0.0	0.0	0.0	0.2	0.2	0.1	0.3
Höhere Fachschule	0.5	0.4	0.6	2.8	0.9	0.1	0.0	0.0	0.0	0.5	0.8	0.2	0.5
Universität, Hochschule	1.9	1.7	2.1	9.9	3.3	0.1	0.1	0.1	0.0	2.6	1.4	1.3	0.9
Anderes	0.2	0.2	0.3	1.4	0.0	0.0	0.0	0.0	0.0	0.2	0.3	0.2	0.2
Keine Angabe	0.1	0.2	0.1	0.9	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.2
Total	10.0	10.0	9.9	63.2	4.9	0.8	0.5	0.1	0.2	10.1	9.9	9.5	9.8
Abgeschlossene Ausbildung													
Obligatorische Schule	7.4	4.5	10.1	3.0	3.4	4.1	6.2	8.5	17.0	6.0	7.3	10.0	10.3
Diplomschule (bis 2 Jahre)	1.2	0.8	1.6	0.4	0.9	1.2	0.9	1.6	1.8	1.4	0.9	0.9	1.3
Berufslehre oder													
Vollzeit-Berufsschule	48.1	45.6	50.4	25.6	45.8	51.1	54.5	54.7	52.4	44.4	50.9	52.1	53.2
Lehrkräfteseminarien	2.4	1.3	3.4	0.5	3.0	2.1	2.6	3.2	2.8	2.3	2.5	2.4	2.4
Maturitätsschule	1.6	1.5	1.8	1.4	2.8	1.5	1.8	1.1	1.3	2.2	1.4	0.8	1.0
Höhere Fach- und													
Berufsausbildung	9.2	11.0	7.5	2.1	9.5	11.0	10.3	11.6	9.2	9.4	8.4	9.8	8.8
Höhere Fachschule	8.3	11.0	5.7	1.3	11.7	12.1	10.3	7.9	5.5	9.2	8.2	7.1	6.1
Universität, Hochschule	10.3	12.9	7.8	1.7	16.3	14.5	11.5	9.6	7.3	13.4	8.6	6.2	5.6
Anderes	0.4	0.3	0.5	0.2	0.6	0.2	0.4	0.4	0.7	0.4	0.4	0.5	0.3
Keine Angabe	1.0	1.0	1.0	0.5	0.8	1.2	0.8	1.2	1.6	1.2	0.9	0.7	1.0
Total	89.9	89.8	89.9	36.8	95.0	99.0	99.3	99.7	99.6	89.9	89.5	90.5	90.0

	Total	Geschlecht		Alter						Ortsgrösse			
		Mann	Frau	15-19	20-24	25-29	30-44	45-64	65+	100,000 und mehr	10'000 bis 100,000	2'000 bis 10,000	unter 2,000
Basis (100%)	17,897	8,723	9,174	2,540	2,537	3,708	2,758	2,917	3,438	8,948	4,188	2,595	2,166
Beruf													
Selbständig ohne													
Angestellte	9.1	9.6	8.5	2.5	5.3	8.8	10.7	13.3	32.4	8.9	8.2	8.5	12.2
Selbständig mit													
Angestellten	4.1	5.4	2.7	1.4	1.9	4.5	4.5	5.9	14.4	3.8	3.8	5.0	4.7
Mitarbeiter in													
Familienbetrieb	4.3	3.8	4.8	5.2	4.8	4.1	3.6	3.8	7.6	4.0	4.2	4.6	4.9
Arbeitnehmer: oberes													
Kader	9.9	10.5	9.2	8.4	9.6	10.6	10.7	9.4	6.3	10.7	9.7	9.1	7.9
mittleres und unteres													
Kader	31.7	33.5	29.8	21.7	33.4	33.5	34.4	30.9	20.3	32.7	31.5	30.8	29.5
Angestellte, Arbeiter	38.1	34.1	42.5	39.4	44.2	38.2	35.5	35.9	18.7	37.4	39.4	39.0	37.7
Lerhlinge	2.2	2.5	1.9	20.1	0.2	0.1	0.1	0.1		1.8	2.7	2.6	2.4
Anderes	0.3	0.2	0.3	0.5	0.2	0.1	0.3	0.4		0.3	0.2	0.3	0.5
Keine Antwort	0.3	0.4	0.2	0.8	0.4	0.1	0.1	0.3	0.3	0.3	0.4	0.2	0.2

	Total	Geschlecht		Alter						Ortsgrösse			
		Mann	Frau	15-19	20-24	25-29	30-44	45-64	65+	100,000 und mehr	10'000 bis 100,000	2'000 bis 10,000	unter 2,000
Basis (100%)	17,897	8,723	9,174	2,540	2,537	3,708	2,758	2,917	3,438	8,948	4,188	2,595	2,166
Haushaltgrösse													
1 Person	35.8	28.8	42.4	10.8	35.5	33.1	38.4	40.0	51.5	38.9	34.6	30.9	30.8
2 Personen	46.9	53.0	41.1	19.2	57.9	59.3	41.5	51.0	46.8	44.9	48.3	49.6	48.9
3 Personen	9.4	10.0	8.8	32.0	4.9	5.1	11.4	6.6	1.4	9.1	9.4	9.6	10.3
4 Personen	6.0	5.9	6.0	28.1	1.1	2.0	6.8	1.9	0.3	5.6	5.4	7.2	7.3
5 und mehr Personen	2.0	2.3	1.7	9.9	0.5	0.5	2.0	0.5	0.0	1.5	2.3	2.6	2.8
keine Angabe													
Personen ab 15 Jahren im Haushalt													
1 Person	35.8	28.8	42.4	10.8	35.5	33.1	38.4	40.0	51.5	38.9	34.6	30.9	30.8
2 Personen	46.9	53.0	41.1	19.2	57.9	59.3	41.5	51.0	46.8	44.9	48.3	49.6	48.9
3 Personen	9.4	10.0	8.8	32.0	4.9	5.1	11.4	6.6	1.4	9.1	9.4	9.6	10.3
4 Personen	6.0	5.9	6.0	28.1	1.1	2.0	6.8	1.9	0.3	5.6	5.4	7.2	7.3
5 und mehr Personen	2.0	2.3	1.7	9.9	0.5	0.5	2.0	0.5	0.0	1.5	2.3	2.6	2.8
keine Angabe													
Kinder im Haushalt													
keine	85.7	86.1	85.2	85.3	86.2	62.1	85.7	98.7	99.8	87.5	84.2	84.2	82.9
1 Kind	7.0	6.4	7.5	11.0	7.5	14.7	7.5	0.9	0.1	6.8	7.2	7.3	7.2
2 Kinder	5.7	5.8	5.7	3.0	4.9	17.8	5.7	0.3	0.0	4.7	6.8	6.3	7.4
3 Kinder	1.4	1.4	1.4	0.6	1.2	4.6	0.9	0.1	0.0	1.0	1.5	1.8	2.2
4 und mehr Kinder	0.2	0.3	0.2	0.1	0.2	0.8	0.2	0.1	0.0	0.2	0.3	0.3	0.3

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Weitere Informationen und Medienunterlagen finden Sie unter:

<http://www.mediapulse.ch>

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AVANT-PROPOS

Voici déjà le deuxième rapport annuel de Mediapulse SA établi conformément à la nouvelle législation fédérale sur la radio et la télévision: l'article 79, alinéa 1, LRTV et l'article 74, alinéa 2, ORTV prescrivent en effet quels résultats des études d'audience doivent être publiés chaque année.

Il s'agit en résumé des résultats portant, d'une part, sur les possibilités de réception de programmes de radio et de télévision ainsi que sur l'usage que la population résidant en Suisse fait de ces possibilités et, d'autre part, sur l'utilisation des programmes de radio et de télévision des diffuseurs au bénéfice d'une concession et des diffuseurs sans concession, captés en Suisse. Comme auparavant, ces données sont exprimées en termes de pénétration, de durée d'utilisation et de part de marché. Elles sont en outre réparties par jours de semaine, groupes de programmes et caractéristiques sociodémographiques, le tout pour chaque région linguistique.

Ce qui est nouveau, en revanche, c'est que les données relatives aux programmes de radio et de télévision des diffuseurs au bénéfice d'une concession doivent concerner leurs zones de desserte. Cette obligation découlant de la LRTV est progressivement mise en œuvre. En effet, alors que pour la recherche radio, les zones de concession sont connues depuis des années (compte tenu bien sûr des modifications entrées en vigueur le 1^{er} janvier 2009), du côté de la télévision, les données de plusieurs diffuseurs régionaux ou locaux au bénéfice d'une concession ne pourront être présentées par zones de desserte qu'à partir du 1^{er} janvier 2010. La procédure de pondération appliquée au panel TV sera adaptée en conséquence pour cette date.

Le matériel collecté, très abondant, est présenté en cinq sections, dont chacune commence par une brève présentation de la méthode, de l'échantillon et des modalités de compte rendu propres à l'instrument de recherche concerné.

Section 1: les interviews à jour fixe réalisées à la faveur de la Time Use Study (TUS) livrent des indications sur les **activités quotidiennes de la population suisse**. Le graphique comprend les courbes d'utilisation de la radio, de la télévision, d'Internet et de la lecture. Les données radio et TV proviennent de nos panels de mesure radio et télévision, tandis que les données d'utilisation d'Internet et celles relatives à la lecture sont fournies par la TUS. Il est prévu d'y ajouter, dès 2009, les données d'utilisation d'Internet provenant du module «Tracking» de NET-Metrix SA. Pour davantage d'informations sur la recherche Internet, voir le site net-metrix.ch et sur la recherche sur le lectorat, le site de la REMP Recherches et études des médias publicitaires remp.ch.

Section 2: cette section présente les résultats annuels de **l'utilisation TV** fournis par le système de mesure électronique Telecontrol. S'y ajoutent des données sur l'utilisation de la vidéo et du télétexte.

Section 3: **l'utilisation radio** est mesurée depuis 2001 à l'aide du système Radiocontrol, de sorte que les données d'audience couvrent aujourd'hui une période continue de huit ans.

Section 4: cette section fournit des indications sur la **possession d'appareils électroniques** domestiques ainsi que sur la disponibilité et l'utilisation des canaux de réception radio. Depuis 2002, les informations sur la possession d'appareils électroniques sont collectées dans le cadre de l'étude téléphonique Omnibus.

Section 5: la section finale propose des **données statistiques** d'ordre général sur la population suisse. Ces données servent également à contrôler les échantillons Telecontrol et Radiocontrol.

Nous espérons que cette compilation très fouillée des données d'audience répondra à vos questions et vous aidera dans votre travail. N'hésitez pas à nous transmettre vos suggestions pour l'améliorer.

1. ACTIVITÉS QUOTIDIENNES ET FRÉQUENTATION MÉDIAS

1.1 Time Use Study : méthode, échantillon et compte rendu

1.1.1 Méthode

Une nouvelle étude sur l'utilisation du temps (time use study) a été inaugurée en 2006. Conçue pour évaluer la « journée-type » de la population suisse, cette enquête par sondage reprend là où l'étude médias (1975–2000) et le sondage à jour fixé (2001–2003) s'étaient arrêtés en 2003. La première tranche de l'étude, réalisée à l'automne 2006 par Demoscope AG, est constituée de 3'000 interviews en face-à-face.

Les enquêteurs reconstituent avec les personnes interrogées la journée de la veille. Ils tentent d'établir ce que la personne a fait tout au long de la journée et quels médias elle a utilisés : combien de temps elle a dormi, à quelle heure elle a pris son petit-déjeuner, si elle écoutait en même temps la radio par ex., quand et comment elle s'est rendue à son travail, si elle a lu le journal ou écouté la radio pendant le trajet, etc. La personne reconstitue ainsi le déroulement de sa journée, en choisissant parmi treize activités différentes et en indiquant les différents médias utilisés.

1.1.2 Echantillon

Entre septembre 2007 et mars 2008, 3'000 personnes âgées de 12 ans et plus ont été interrogées sur leurs activités quotidiennes et leur fréquentation médias : 1'200 en Suisse alémanique, 1'000 en Suisse romande et 800 en Suisse italienne. Les personnes interrogées ont été choisies au hasard (selon le procédé « Random-Quota »), les éléments pris en compte étant l'âge, le sexe et la taille de la commune. L'échantillon ainsi obtenu est représentatif de la population suisse à partir de 12 ans.

Sachant que le comportement de la population (fréquentation médias, loisirs, etc.) varie d'un jour à l'autre, l'échantillon est représentatif pour chaque jour de la semaine, les interviews étant réparties à parts égales entre les différents jours.

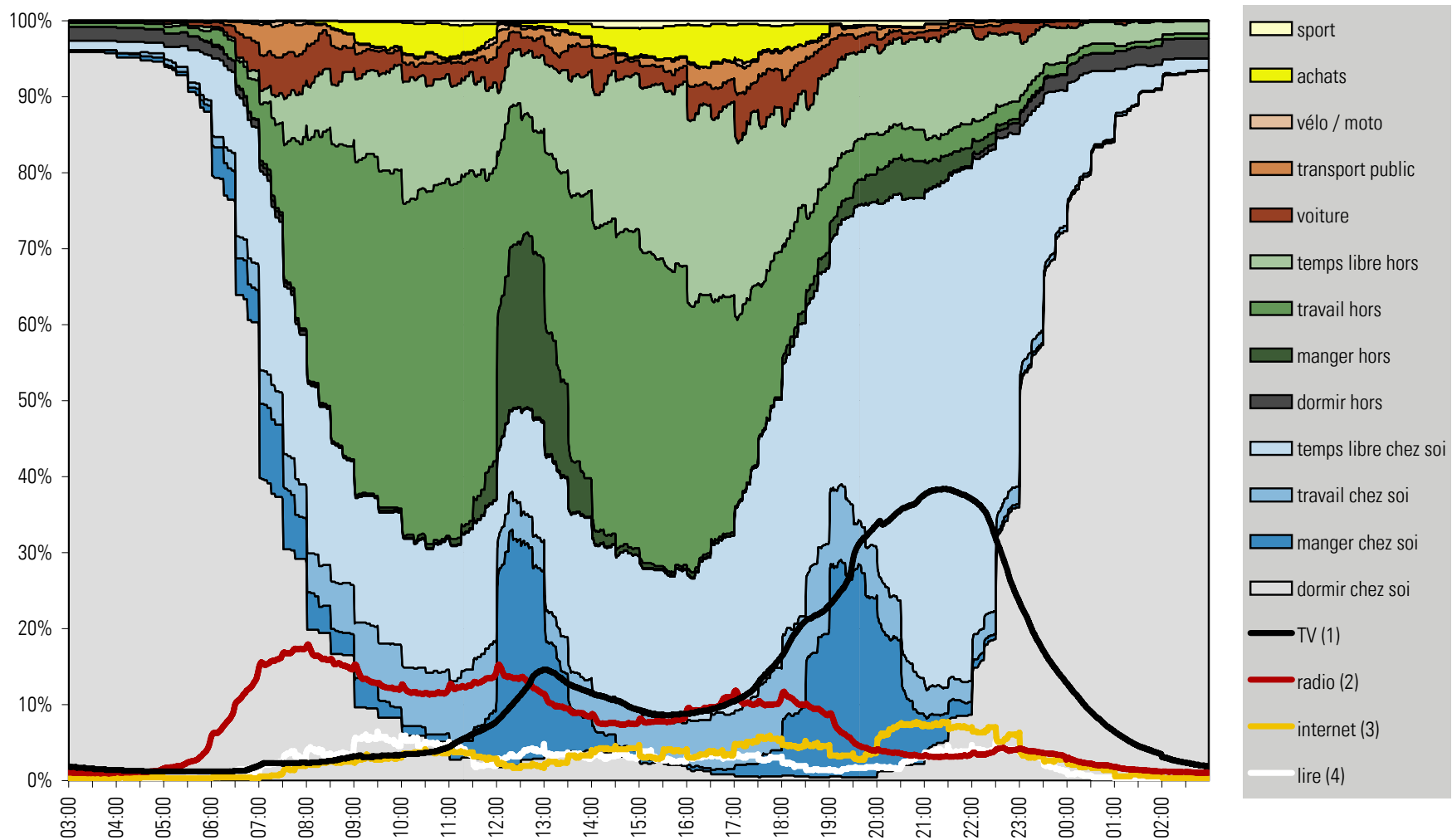
1.1.3 Compte rendu

Chaque année, Mediapulse SA publie dans son rapport annuel la « journée-type » de la population, sous forme de graphiques et de tableaux.

Time Use Study 2008 / Suisse romande

DEROULEMENT DE LA JOURNEE ET UTILISATION DES MEDIAS, pénétration par minutes en % (lu-ve)

univers: 1'472'300 personnes (12+) échantillon: 726 interviews



(1) source TV: TELECONTROL

(2) source Radio: RADIOCONTROL (15+)

(3) Internet englobe toutes les applications basées sur le Web : les courriels, les surfs sur le net, les chats, les communications par SMS et par téléphone, les Streamings.

(4) La lecture englobe les journaux, les magazines et les livres.

1.2 Graphique: déroulement de la journée et utilisation médias

Time Use Study 2008 / Suisse romande

DEROULEMENT DE LA JOURNEE ET UTILISATION DES MEDIAS, pénétration par quart d'heures en % (lu-ve)

univers: 1'472'300 personnes (12+) échantillon: 726 interviews

	chez soi					total c.so	hors de chez soi					vélo /			total hors	total TV*	total Radio**	total internet	total lire
	dormir	manger	travail	temps lib.	dormir		manger	travail	temps lib.	voiture	trans.publ	moto	achats	sport					
05:00	92.7	0.5	0.7	2.4	96.4	1.7	0.0	0.9	0.4	0.5	0.0	0.0	0.0	0.0	3.6	1.4	2.6	0.4	0.4
05:15	92.6	0.4	0.7	2.9	96.6	1.8	0.0	1.0	0.4	0.3	0.0	0.0	0.0	0.0	3.4	1.4	3.1	0.3	0.3
05:30	89.5	1.1	0.9	4.6	96.1	1.7	0.0	1.1	0.3	0.7	0.1	0.0	0.0	0.0	3.9	1.5	4.0	0.3	0.6
05:45	87.3	1.1	0.7	6.3	95.3	1.6	0.1	1.3	0.5	0.8	0.1	0.1	0.0	0.0	4.7	1.5	6.8	0.3	0.3
06:00	78.7	4.1	1.4	10.2	94.3	1.5	0.4	2.0	0.5	0.9	0.4	0.1	0.0	0.0	5.7	1.5	9.5	0.4	0.8
06:15	74.0	5.0	2.3	11.8	93.2	1.4	0.1	2.4	0.4	1.7	0.6	0.1	0.0	0.0	6.8	1.6	12.5	0.4	0.8
06:30	63.2	5.6	2.7	17.7	89.2	1.3	0.1	3.2	0.8	3.4	1.7	0.2	0.1	0.0	10.8	1.8	16.0	0.6	1.7
06:45	57.6	5.3	3.4	19.0	85.2	1.0	0.1	4.6	1.1	4.6	2.8	0.4	0.1	0.0	14.8	2.5	20.1	0.4	1.0
07:00	44.9	9.3	3.9	22.5	80.6	0.7	0.6	6.9	1.9	5.2	3.5	0.4	0.1	0.1	19.4	3.0	23.0	0.7	2.8
07:15	33.9	10.5	4.1	24.4	72.9	0.7	0.7	10.4	3.6	6.1	4.8	0.7	0.0	0.1	27.1	3.1	24.6	0.8	3.4
07:30	28.3	9.9	5.0	22.6	65.8	0.6	0.5	15.1	5.5	6.6	5.2	0.7	0.0	0.0	34.2	3.0	25.7	1.5	4.8
07:45	26.7	6.8	5.0	20.6	59.0	0.5	0.4	22.2	6.7	6.2	4.6	0.5	0.0	0.0	41.0	3.1	26.8	2.1	4.7
08:00	22.3	7.2	5.0	21.3	55.8	0.4	0.2	26.0	7.0	6.1	3.7	0.3	0.3	0.0	44.2	3.2	26.7	2.8	5.4
08:15	17.8	4.6	5.2	21.4	49.0	0.2	0.4	32.7	8.4	6.1	2.5	0.1	0.6	0.0	51.0	3.2	25.3	2.8	4.5
08:30	16.8	4.3	5.8	20.4	47.2	0.2	0.1	34.2	8.3	6.0	2.7	0.1	0.9	0.1	52.8	3.5	24.6	3.0	5.1
08:45	15.6	2.8	6.3	17.3	42.1	0.3	0.0	38.8	9.8	4.4	2.7	0.3	1.5	0.1	57.9	3.8	23.9	3.2	4.3
09:00	13.5	5.1	6.7	17.6	42.8	0.3	0.1	37.1	10.9	3.9	1.8	0.2	2.6	0.1	57.2	4.0	23.3	3.6	7.2
09:15	9.2	4.1	7.3	16.8	37.4	0.3	0.1	42.9	11.4	3.4	0.9	0.1	3.3	0.1	62.6	3.9	21.4	3.7	6.9
09:30	8.3	3.8	8.0	17.4	37.5	0.2	0.4	40.5	13.0	3.7	0.9	0.1	3.7	0.1	62.5	4.0	20.7	3.6	8.1
09:45	7.8	2.0	7.8	17.1	34.7	0.3	0.4	43.2	14.2	2.6	0.7	0.1	3.8	0.1	65.3	4.0	20.2	3.4	6.2
10:00	6.9	2.0	8.0	17.7	34.5	0.2	0.6	39.8	16.0	2.9	1.3	0.1	4.3	0.2	65.5	4.2	20.4	4.3	8.8
10:15	5.6	1.3	7.7	16.8	31.4	0.1	0.7	43.2	16.0	2.1	1.4	0.3	4.4	0.4	68.6	4.3	19.4	3.9	6.5
10:30	5.3	1.2	8.0	17.0	31.5	0.1	0.6	42.4	15.1	3.3	1.7	0.2	4.6	0.4	68.5	4.5	19.4	4.3	6.2
10:45	4.9	1.1	8.4	17.1	31.4	0.1	0.4	45.5	13.5	2.7	1.1	0.3	4.6	0.4	68.6	5.0	19.9	3.9	5.2
11:00	4.4	2.8	7.9	18.0	33.2	0.1	0.7	41.8	14.2	3.4	0.7	0.2	4.9	0.7	66.8	5.9	21.0	4.4	6.9
11:15	2.8	2.6	9.0	18.3	32.6	0.1	0.9	44.1	12.6	3.1	1.3	0.3	4.4	0.6	67.4	6.8	20.8	4.1	4.5
11:30	2.6	4.2	9.7	17.8	34.4	0.1	3.0	40.6	13.1	3.0	1.4	0.4	3.6	0.5	65.6	7.6	21.6	4.1	4.0
11:45	2.6	5.8	8.6	17.8	34.8	0.1	4.8	38.0	12.1	3.9	2.5	0.9	2.6	0.4	65.2	8.9	23.1	3.3	2.5
12:00	2.0	19.4	6.7	14.2	42.3	0.1	13.0	26.3	8.3	4.8	2.6	0.9	1.4	0.3	57.7	10.3	24.8	3.7	4.1
12:15	1.8	28.6	5.2	12.9	48.6	0.1	20.0	17.9	7.4	3.3	1.5	0.6	0.4	0.2	51.4	12.0	21.7	2.1	3.6
12:30	2.1	28.3	5.1	13.8	49.4	0.1	20.7	16.2	8.1	2.9	1.7	0.4	0.3	0.2	50.6	14.3	20.9	2.5	5.8
12:45	2.6	26.4	4.2	15.8	49.0	0.2	20.8	15.2	9.6	2.5	1.7	0.2	0.5	0.2	51.0	16.2	19.7	2.3	5.1
13:00	3.1	20.9	4.3	17.4	45.6	0.2	17.1	19.5	10.6	3.0	2.2	0.8	0.7	0.1	54.4	16.5	18.5	3.6	6.1
13:15	3.3	13.0	4.7	18.9	39.9	0.2	14.3	25.1	12.0	3.1	3.3	0.8	1.1	0.1	60.1	15.5	17.0	2.6	4.0
13:30	3.4	8.7	4.6	20.0	36.8	0.1	10.2	28.8	14.9	4.3	2.9	0.2	1.4	0.3	63.2	14.2	15.9	4.0	5.2
13:45	3.7	5.1	5.2	20.2	34.2	0.1	6.2	35.1	15.9	4.8	1.5	0.1	1.5	0.4	65.8	13.4	15.2	3.3	3.7
14:00	4.0	4.3	5.1	20.1	33.5	0.2	4.4	34.9	17.0	4.9	2.0	0.2	2.2	0.7	66.5	12.6	14.3	5.0	4.5
14:15	3.7	2.3	4.9	19.4	30.4	0.1	1.8	38.9	18.8	4.5	1.5	0.3	2.8	0.9	69.6	12.1	13.3	4.4	3.4
14:30	3.6	2.4	5.7	20.6	32.3	0.1	1.2	38.0	19.3	3.4	1.1	0.2	3.4	0.9	67.7	11.5	13.1	5.1	4.8
14:45	3.0	1.4	5.8	20.0	30.3	0.0	0.9	40.4	20.3	2.5	0.5	0.3	3.8	0.9	69.7	10.9	13.3	4.4	3.7

*source TV: TELECONTROL **source Radio: RADIOCONTROL (15+)

1.3 Déroulement de la journée et utilisation médias: pénétration en %

Time Use Study 2008 / Suisse romande

DEROULEMENT DE LA JOURNEE ET UTILISATION DES MEDIAS, pénétration par quart d'heures en % (lu-ve)

univers: 1'472'300 personnes (12+) échantillon: 726 interviews

	chez soi					total c.soi	hors de chez soi					vélo /			total hors	total	total	total	total
	dormir	manger	travail	temps lib.	dormir		manger	travail	temps lib.	voiture	trans.publ	moto	achats	sport		TV*	Radio**	internet	lire
15:00	3.3	1.1	5.8	20.1	30.3	0.1	1.0	37.8	20.9	3.1	1.6	0.2	3.9	1.0	69.7	10.4	14.0	4.8	4.7
15:15	2.4	0.5	5.7	19.3	27.9	0.1	0.7	39.6	22.3	2.9	1.3	0.1	4.1	0.9	72.1	9.9	13.7	3.3	4.1
15:30	2.2	0.1	5.7	19.4	27.5	0.1	0.5	37.4	23.0	3.2	2.1	0.4	4.7	1.0	72.5	9.8	13.7	4.4	3.4
15:45	2.0	0.4	5.3	19.8	27.5	0.1	0.5	38.2	23.7	2.6	2.2	0.3	4.2	0.7	72.5	9.9	14.5	4.0	2.8
16:00	1.8	0.6	5.5	19.2	27.1	0.1	0.7	33.9	24.2	4.7	3.0	0.3	5.2	0.6	72.9	10.1	16.4	4.8	3.7
16:15	1.4	0.5	6.2	20.2	28.2	0.1	0.5	32.9	24.4	4.4	2.8	0.3	5.8	0.6	71.8	10.4	16.3	4.1	3.6
16:30	1.1	0.6	7.0	21.4	30.1	0.1	0.5	30.4	24.1	4.2	3.5	0.2	6.1	0.7	69.9	10.9	16.9	4.3	4.0
16:45	0.8	0.8	7.6	22.6	31.8	0.0	0.4	30.1	24.9	3.7	3.3	0.1	5.2	0.5	68.2	11.6	18.4	4.5	3.3
17:00	0.9	1.4	6.9	24.1	33.3	0.0	0.3	25.5	23.1	6.6	4.3	0.8	5.7	0.4	66.7	12.6	19.3	5.6	4.3
17:15	0.5	1.5	8.5	28.8	39.3	0.0	0.3	22.7	22.0	5.6	3.9	0.6	5.1	0.5	60.7	13.9	17.9	5.4	3.6
17:30	0.7	2.6	9.1	30.0	42.4	0.0	0.3	19.6	21.6	7.1	3.6	0.5	4.4	0.5	57.6	15.7	18.1	7.0	4.0
17:45	0.5	3.2	10.4	33.7	47.8	0.0	0.3	18.3	19.2	6.8	2.8	0.3	3.8	0.6	52.2	17.7	18.2	6.1	3.3
18:00	0.6	6.5	10.8	33.4	51.3	0.0	1.0	15.4	17.1	7.0	3.8	0.3	3.5	0.6	48.7	20.5	19.5	6.2	3.7
18:15	0.6	8.7	11.7	37.0	58.0	0.0	1.4	13.1	15.2	5.5	3.0	0.1	3.1	0.5	42.0	22.3	17.4	4.8	2.5
18:30	0.5	13.8	11.3	34.0	59.7	0.0	1.7	10.9	14.7	7.1	2.5	0.2	2.8	0.4	40.3	23.9	16.6	6.5	2.3
18:45	0.4	18.4	11.8	34.9	65.4	0.0	2.0	8.7	14.0	5.6	1.5	0.4	2.1	0.4	34.6	25.2	15.5	5.4	1.5
19:00	0.5	26.2	10.3	33.2	70.2	0.0	2.2	6.8	12.2	4.9	1.9	0.4	1.0	0.5	29.8	26.7	14.1	5.2	2.1
19:15	0.5	27.9	9.8	35.4	73.6	0.0	2.4	5.8	12.2	3.6	1.3	0.2	0.1	0.6	26.4	30.2	10.9	3.4	1.7
19:30	0.3	29.3	8.4	38.2	76.2	0.0	2.8	4.7	10.8	3.2	1.4	0.2	0.1	0.5	23.8	33.7	9.0	4.8	2.2
19:45	0.4	26.2	6.8	42.4	75.8	0.0	3.5	5.0	11.1	2.5	1.4	0.1	0.0	0.5	24.2	35.5	7.8	3.7	1.8
20:00	1.1	23.3	6.9	45.1	76.4	0.0	3.9	4.5	10.6	2.3	1.5	0.3	0.0	0.5	23.6	37.1	7.5	7.3	2.3
20:15	1.3	18.0	6.4	50.3	76.0	0.0	4.6	4.2	11.5	1.6	1.3	0.1	0.1	0.6	24.0	37.5	6.8	7.6	1.9
20:30	1.7	16.5	5.8	53.5	77.6	0.0	4.7	3.6	10.7	1.8	0.7	0.1	0.1	0.7	22.4	38.7	6.3	8.7	2.9
20:45	2.1	8.5	5.0	60.9	76.5	0.0	4.8	3.9	11.9	1.0	0.7	0.1	0.0	0.9	23.5	40.1	5.9	8.3	3.2
21:00	4.0	6.8	4.8	59.8	75.4	0.1	4.6	3.6	12.9	1.5	1.1	0.1	0.0	0.7	24.6	40.3	5.6	9.5	4.4
21:15	5.0	4.3	3.8	64.4	77.5	0.1	3.5	2.9	13.1	1.6	0.9	0.0	0.0	0.4	22.5	40.5	5.3	8.1	4.5
21:30	7.6	3.7	3.9	63.9	79.1	0.2	2.9	2.9	12.4	1.2	0.7	0.0	0.0	0.4	20.9	40.3	5.2	9.5	5.4
21:45	8.5	2.0	3.0	66.3	79.7	0.3	2.4	3.2	12.9	0.8	0.7	0.0	0.0	0.0	20.3	39.5	5.4	7.4	4.0
22:00	13.8	1.8	3.3	61.7	80.6	0.6	2.3	2.8	11.1	1.7	0.7	0.2	0.0	0.0	19.4	38.6	5.8	7.9	5.2
22:15	17.5	0.9	3.2	60.8	82.5	0.6	1.4	2.5	10.4	1.7	0.6	0.3	0.0	0.0	17.5	37.3	5.9	7.4	4.3
22:30	27.9	1.0	2.8	52.1	83.8	0.9	1.3	2.4	8.8	1.9	0.8	0.1	0.0	0.0	16.2	33.6	6.4	7.4	6.3
22:45	34.5	0.7	2.2	46.8	84.3	1.3	0.7	2.4	9.1	2.0	0.3	0.0	0.0	0.0	15.7	29.0	6.2	6.1	4.5
23:00	43.1	0.5	2.2	39.3	85.1	1.4	0.4	2.0	7.7	3.1	0.3	0.0	0.0	0.0	14.9	24.8	6.1	6.7	5.5
23:15	54.4	0.4	1.6	31.5	87.8	1.7	0.3	1.8	6.1	2.0	0.3	0.0	0.0	0.0	12.2	21.2	5.4	3.9	3.4
23:30	60.1	0.2	1.4	27.8	89.6	1.7	0.2	1.7	5.5	1.1	0.1	0.0	0.0	0.0	10.4	18.1	5.0	3.9	3.6
23:45	68.7	0.0	0.8	20.9	90.4	2.0	0.1	1.4	4.7	1.2	0.1	0.0	0.0	0.0	9.6	15.6	4.6	3.0	1.8
Pénétrat. quot.	99.4	88.6	38.0	96.3	99.9	4.7	41.6	58.4	71.1	44.2	28.7	4.1	28.8	3.9	96.6	69.5	89.9	32.2	50.7
Durée en min.	477	74	64	323	938	11	31	245	143	32	16	2	19	4	502	165	106	42	35

*source TV: TELECONTROL **source Radio: RADIOCONTROL (15+)

1.3 Déroulement de la journée et utilisation médias: pénétration en %

2. RECHERCHE TV (TELECONTROL)

2.1 Telecontrol: méthode, échantillon et compte-rendu

2.1.1 Description méthodologique

Depuis le 1er janvier 1985, la Mediapulse SA (jusqu' au 30.6.2006: le Service de la recherche SRG SSR) saisit l'utilisation de la télévision à l'aide du système de mesure électronique TELECONTROL SRG SSR. Le TELECONTROL est un appareil électronique d'enregistrement et de stockage raccordé au téléviseur. Les programmes TV enclenchés sont automatiquement enregistrés auprès d'un panel représentatif (toutes les 30 secondes, en relation avec l'heure indiquée par l'horloge). TELECONTROL est en outre muni d'une télécommande disposant de huit touches "personne" et de six touches de notation; ces touches permettent aux personnes qui regardent la télévision d'indiquer le début et la fin de leur consommation TV individuelle et de donner une note aux émissions regardées.

Gestion du panel et dépouillement des données ont été confiés par Mediapulse SA à l'Institut d'études de marché GfK Switzerland AG à Hergiswil.

2.1.2 Echantillon

Dans chacune des trois régions linguistiques, un panel représentatif a été équipé d'appareils de mesure TELECONTROL: les foyers concernés sont au nombre de 1'000 en Suisse alémanique (état: 1.1.2008), 600 en Suisse romande et 270 en Suisse italienne. La sélection intervient selon la procédure du Random-Quota, les quotas portant sur l'âge du « chef » de famille, la taille du foyer et enfants. L'univers (données sur les personnes) équivaut à l'ensemble des personnes de trois ans et plus vivant dans un foyer avec télévision et raccordement téléphonique.

2.1.3 Compte-rendu

Les données TELECONTROL sont automatiquement consultées de nuit par l'ordinateur central de GfK Switzerland, via le réseau public de téléphone. Les valeurs individuelles sont transformées en valeurs moyennes sur le comportement des téléspectateurs, par rapport à la totalité des chaînes qui peuvent être captées dans la région considérée, et mises à disposition dans une banque électronique en vue de l'établissement de relevés de tout genre. Les données sont subdivisées par quart d'heure entre 6h00 du matin et 2h00 de la nuit et par émission (sans limite de temps). Mediapulse livre le relevé quotidien et hebdomadaire des résultats. Le compte-rendu par quart d'heure intervient sur la base de valeurs mensuelles, trimestrielles et annuelles. L'étude TELECONTROL est contrôlée par une commission scientifique ad hoc indépendante (MWKK).

2.1.4 Glossaire

Echantillon: Sélection de personnes réalisée selon des critères précis parmi un univers (population, auditrices et auditeurs, téléspectatrices et téléspectateurs, 25-49 ans, etc.).

Représentativité: Lorsque dans la répartition proportionnelle des critères (âge, sexe, provenance géographique, etc.), l'échantillon correspond à l'univers, il est possible de tirer des conclusions sur l'univers à partir de l'échantillon. Exemple: si dans un sondage, une sélection représentative de 1'000 jeunes de Suisse romande ont été interrogés, les résultats du sondage ne sont pas seulement valables pour les 1'000 jeunes en question, mais pour tous les jeunes de Suisse romande – en revanche pas pour les jeunes de Suisse alémanique.

Pénétration: Part des personnes qui un jour donné (ou un jour moyen) ont regardé l'émission TV considérée pendant trente secondes au moins; indiquée en % de l'échantillon ou projetée sur le nombre de personnes en 1'000. "Une pénétration quotidienne de 45% pour la TV XY" signifie donc: 45% des personnes de l'échantillon ont suivi au moins 30 secondes le programme TV XY le jour considéré.

Utilisation en minutes: Nombre de minutes durant lesquelles la télévision ou une émission particulière a été regardée dans un laps de temps déterminé; indiquée en minutes par téléspectateur ou par habitant (auquel cas la durée d'utilisation des téléspectateurs est projetée sur la population totale. Cette projection permet de comparer l'utilisation des divers programmes TV). "Une utilisation globale de 12 minutes pour le programme XY" signifie donc: la population a regardé le programme XY en moyenne pendant 12 minutes un jour donné. "Une utilisation de 16 minutes par téléspectateur pour la TV XY" signifie: celui qui a regardé le programme XY, l'a fait en moyenne pendant 16 minutes.

Part de marché: Pourcentage de la durée d'utilisation d'un programme TV précis par rapport à la durée d'utilisation globale de la TV.

"7% de part de marché pour la TV XY" signifie dès lors que 7% des minutes TV regardées sont allées à la TV XY.

Rating: Nombre des unités à 30 secondes regardées par rapport au nombre des unités à 30 secondes théoriquement possibles dans un laps de temps donné; indiqué en % du nombre des unités à 30 secondes théoriquement possibles ou projeté sur les personnes en 1'000. "Un rating de 22% dans le quart d'heure Z pour le programme TV XY" signifie donc: 22% des contacts théoriquement possibles (30 unités à 30 secondes multipliées par le nombre des personnes de l'échantillon) vont au programme TV XY.

TELECONTROL 2008 / Suisse romande

TAUX DE VISION en %, jours de semaine

univers: 1'634'000 personnes (3+) échantillon: 1'317 personnes

	jours de semaine							lundi - vendredi	samedi - dimanche	lundi - dimanche
	lundi	mardi	mercredi	jeudi	vendredi	samedi	dimanche			
6:00	1.1	1.1	1.1	1.0	1.2	1.2	1.3	1.1	1.2	1.1
6:15	1.1	1.1	1.1	1.1	1.2	1.2	1.3	1.1	1.2	1.1
6:30	1.2	1.1	1.2	1.1	1.2	1.2	1.3	1.2	1.2	1.2
6:45	1.6	1.6	1.5	1.5	1.6	1.3	1.3	1.6	1.3	1.5
7:00	2.2	2.3	2.1	2.3	2.3	1.6	1.5	2.2	1.6	2.1
7:15	2.4	2.5	2.4	2.6	2.6	1.9	1.8	2.5	1.8	2.3
7:30	2.6	2.7	2.7	2.7	2.7	2.3	2.1	2.7	2.2	2.6
7:45	2.8	2.8	3.0	2.8	2.8	2.7	2.6	2.9	2.7	2.8
8:00	2.8	2.7	3.2	2.9	2.9	3.4	3.3	2.9	3.3	3.0
8:15	2.9	2.8	3.4	3.0	3.0	4.0	4.0	3.0	4.0	3.3
8:30	3.1	3.0	3.7	3.1	3.2	4.5	4.9	3.2	4.7	3.6
8:45	3.3	3.1	3.9	3.2	3.4	4.8	5.5	3.4	5.2	3.9
9:00	3.4	3.2	4.0	3.3	3.5	5.2	6.1	3.5	5.6	4.1
9:15	3.3	3.1	3.9	3.3	3.5	5.5	6.5	3.4	6.0	4.1
9:30	3.3	3.1	4.0	3.3	3.6	5.8	7.1	3.5	6.4	4.3
9:45	3.4	3.2	4.0	3.3	3.7	5.9	7.7	3.5	6.8	4.4
10:00	3.5	3.4	4.0	3.4	3.8	6.0	8.3	3.6	7.1	4.6
10:15	3.6	3.5	4.0	3.4	3.9	6.1	8.9	3.7	7.5	4.8
10:30	3.9	3.7	4.2	3.6	4.0	6.3	9.4	3.9	7.8	5.0
10:45	4.3	4.0	4.4	3.9	4.3	6.6	10.0	4.2	8.3	5.4
11:00	5.0	4.8	5.0	4.6	4.9	6.8	10.7	4.8	8.8	6.0
11:15	5.7	5.5	5.8	5.3	5.7	7.2	11.1	5.6	9.1	6.6
11:30	6.5	6.3	6.6	6.1	6.3	7.7	11.5	6.4	9.6	7.3
11:45	7.5	7.1	7.4	7.0	7.1	8.2	11.9	7.2	10.1	8.0
12:00	8.9	8.3	8.8	8.4	8.5	9.3	12.6	8.6	10.9	9.2
12:15	10.5	9.9	10.3	10.1	10.1	10.4	13.5	10.2	11.9	10.7
12:30	12.3	11.7	12.0	11.9	11.8	11.6	14.3	11.9	13.0	12.2
12:45	14.4	13.8	13.8	13.7	13.7	13.3	15.8	13.9	14.5	14.1
13:00	14.7	14.0	14.2	13.8	13.9	13.8	16.6	14.1	15.2	14.4
13:15	13.5	12.8	13.6	12.6	12.7	13.6	16.8	13.1	15.2	13.7
13:30	12.2	11.7	12.7	11.4	11.7	13.4	17.0	12.0	15.2	12.9
13:45	11.6	11.1	12.0	10.7	11.2	13.2	17.3	11.3	15.3	12.5
14:00	11.0	10.4	11.4	10.3	10.9	12.6	17.8	10.8	15.2	12.0
14:15	10.6	9.8	10.8	9.9	10.6	12.4	17.7	10.3	15.1	11.7
14:30	10.0	9.3	10.3	9.5	10.2	12.3	17.7	9.9	15.0	11.3
14:45	9.3	8.7	9.6	8.8	9.4	12.2	17.6	9.2	14.9	10.8
15:00	8.8	8.3	9.2	8.3	8.9	12.0	17.3	8.7	14.7	10.4
15:15	8.4	8.0	9.0	8.1	8.6	12.1	17.4	8.4	14.8	10.2
15:30	8.3	7.9	8.9	7.9	8.7	12.3	17.5	8.4	14.9	10.2
15:45	8.4	8.0	8.9	8.0	9.1	12.5	17.6	8.5	15.0	10.3

2.2 Utilisation TV par jour ouvrable: rating en %

TELECONTROL 2008 / Suisse romande

TAUX DE VISION en %, jours de semaine

univers: 1'634'000 personnes (3+) échantillon: 1'317 personnes

	jours de semaine							lundi - vendredi	samedi - dimanche	lundi - dimanche
	lundi	mardi	mercredi	jeudi	vendredi	samedi	dimanche			
16:00	8.5	8.2	9.0	8.3	9.3	12.8	17.5	8.7	15.1	10.5
16:15	8.9	8.6	9.2	8.6	9.6	13.0	17.6	9.0	15.3	10.8
16:30	9.4	9.1	9.5	9.1	10.1	13.5	18.0	9.4	15.8	11.2
16:45	10.1	9.6	10.0	9.7	10.6	14.1	18.4	10.0	16.3	11.8
17:00	10.8	10.2	10.6	10.3	11.3	14.7	19.0	10.6	16.8	12.4
17:15	11.8	11.5	11.5	11.3	12.2	15.3	19.5	11.6	17.4	13.3
17:30	13.6	13.2	13.2	12.9	13.7	16.2	20.1	13.3	18.2	14.7
17:45	15.2	14.9	14.6	14.4	15.2	17.1	21.1	14.9	19.1	16.1
18:00	17.4	17.1	16.7	16.3	17.0	18.1	22.3	16.9	20.2	17.9
18:15	19.8	19.3	19.1	18.6	19.2	19.0	23.4	19.2	21.2	19.8
18:30	21.4	20.8	20.4	20.0	20.0	20.0	25.0	20.5	22.5	21.1
18:45	22.4	21.7	21.5	20.9	20.7	20.5	26.3	21.4	23.4	22.0
19:00	24.4	23.2	22.9	22.6	22.0	21.2	27.9	23.0	24.5	23.4
19:15	26.9	25.6	24.9	24.5	23.7	22.4	29.6	25.1	26.0	25.4
19:30	31.6	30.1	29.2	28.6	27.2	25.9	33.3	29.3	29.6	29.4
19:45	33.8	31.9	31.0	30.4	28.5	27.4	35.1	31.1	31.2	31.1
20:00	34.8	33.0	31.9	31.4	29.1	28.0	35.9	32.0	31.9	32.0
20:15	35.9	33.9	32.9	32.3	29.7	28.5	36.9	33.0	32.7	32.9
20:30	36.9	34.7	34.0	33.3	30.4	29.0	38.0	33.9	33.5	33.8
20:45	37.3	35.1	34.9	33.8	31.5	30.0	39.3	34.5	34.6	34.5
21:00	38.6	35.9	36.1	34.5	32.6	31.1	40.2	35.6	35.6	35.6
21:15	39.0	36.3	36.2	34.5	33.1	31.5	40.7	35.8	36.1	35.9
21:30	38.7	36.0	35.6	34.4	33.1	31.6	40.2	35.6	35.9	35.7
21:45	38.0	35.5	34.8	33.6	32.7	31.4	38.9	34.9	35.2	35.0
22:00	37.1	34.7	33.7	32.3	32.1	30.9	37.7	34.0	34.3	34.1
22:15	34.5	32.2	31.7	30.5	30.0	29.3	35.5	31.8	32.4	31.9
22:30	29.1	27.5	28.5	26.7	27.2	27.2	29.7	27.8	28.4	28.0
22:45	23.9	23.6	24.3	22.0	24.6	25.0	24.3	23.7	24.6	24.0
23:00	20.2	20.4	20.5	18.6	22.4	22.6	20.7	20.4	21.7	20.8
23:15	16.7	17.4	17.3	15.7	19.7	20.1	17.8	17.3	18.9	17.8
23:30	14.1	14.7	15.0	13.3	17.1	18.1	15.4	14.8	16.7	15.4
23:45	12.3	12.5	12.9	11.7	14.9	16.2	13.4	12.8	14.8	13.4
0:00	10.5	10.4	11.0	10.2	13.0	14.5	11.2	11.0	12.8	11.5
0:15	8.7	8.6	9.3	8.6	11.1	12.9	9.2	9.3	11.0	9.8
0:30	7.1	7.2	7.7	7.3	9.6	11.5	7.8	7.8	9.6	8.3
0:45	5.9	5.9	6.3	6.2	8.4	10.2	6.5	6.5	8.3	7.0
R 18-23	31.1	29.4	29.0	28.1	27.2	26.4	33.0	29.0	29.7	29.2
UT 18-23	93	88	87	84	82	79	99	87	89	88
R 24h	11.4	10.9	11.1	10.6	11.0	11.8	14.3	11.0	13.1	11.6
UT 24h	165	157	161	153	158	171	206	159	188	167

R = Rating en %

UT = Utilisation en minutes (total)

2.2 Utilisation TV par jour ouvrable: rating en %

TELECONTROL 2008 / Suisse romande

TAUX DE VISION en % (lu-di)

univers: 1'634'000 personnes (3+) échantillon: 1'317 personnes

	total			sexe		âge					formation terminée			total foyers
	personnes	hommes	femmes	3-14	15-24	25-44	45-64	65+	aucune	obligatoire	form. profess.	form. sup.*		
6:00	1.1	1.2	1.1	0.1	0.5	1.2	2.2	0.6	0.2	0.8	1.8	0.9	2.3	
6:15	1.1	1.1	1.2	0.1	0.7	1.3	2.0	0.7	0.2	0.8	1.7	1.0	2.4	
6:30	1.2	1.1	1.2	0.4	1.0	1.3	1.9	0.7	0.5	1.0	1.6	1.1	2.5	
6:45	1.5	1.5	1.5	1.3	1.2	1.4	2.0	1.0	1.2	1.4	1.7	1.2	3.1	
7:00	2.1	2.2	1.9	2.7	1.6	1.7	2.5	1.7	2.4	2.0	2.1	1.6	4.2	
7:15	2.3	2.5	2.1	3.7	1.4	1.8	2.5	2.2	3.1	2.1	2.2	1.8	4.8	
7:30	2.6	2.7	2.4	5.0	1.4	2.0	2.6	2.4	4.0	2.0	2.3	2.0	5.3	
7:45	2.8	3.0	2.6	5.9	1.5	2.2	2.5	2.6	4.6	2.1	2.5	2.2	5.9	
8:00	3.0	3.1	2.9	6.4	1.4	2.5	2.6	3.1	5.1	1.7	2.8	2.4	6.4	
8:15	3.3	3.3	3.3	6.9	1.6	2.7	2.7	3.4	5.5	1.9	3.1	2.5	6.9	
8:30	3.6	3.5	3.8	7.5	1.8	3.2	2.8	3.9	6.0	2.2	3.4	2.8	7.6	
8:45	3.9	3.7	4.1	7.3	1.9	3.6	3.0	4.5	6.0	2.8	3.6	3.1	8.1	
9:00	4.1	3.8	4.4	7.0	2.2	3.9	3.1	5.0	5.8	3.2	3.8	3.3	8.5	
9:15	4.1	3.9	4.3	6.8	2.5	3.9	3.2	5.0	5.8	3.4	3.9	3.4	8.5	
9:30	4.3	4.1	4.5	6.6	2.8	4.1	3.4	5.3	5.6	3.8	4.1	3.6	8.9	
9:45	4.4	4.2	4.7	6.4	3.1	4.2	3.6	5.6	5.5	4.1	4.3	3.7	9.1	
10:00	4.6	4.4	4.8	6.2	3.4	4.4	3.8	5.9	5.3	4.5	4.5	3.8	9.4	
10:15	4.8	4.5	5.0	6.1	3.8	4.5	4.0	6.1	5.3	4.9	4.8	3.9	9.8	
10:30	5.0	4.7	5.3	5.9	4.1	4.6	4.3	6.7	5.2	5.4	5.1	4.1	10.2	
10:45	5.4	4.9	5.8	5.7	4.4	4.9	4.7	7.8	5.1	6.2	5.6	4.4	11.0	
11:00	6.0	5.3	6.6	5.5	4.8	5.3	5.4	9.4	5.1	7.9	6.2	4.7	12.2	
11:15	6.6	5.7	7.4	5.6	5.1	5.7	6.1	11.2	5.2	9.4	7.1	5.1	13.5	
11:30	7.3	6.3	8.1	5.8	5.7	6.0	6.9	12.6	5.6	10.1	8.0	5.5	14.8	
11:45	8.0	7.1	8.9	7.1	6.4	6.5	7.7	13.5	6.8	10.1	9.0	5.9	16.1	
12:00	9.2	8.1	10.3	8.1	7.6	7.1	9.0	15.7	7.9	10.5	10.6	6.8	18.3	
12:15	10.7	9.2	12.0	8.6	8.7	8.1	10.8	18.7	8.6	12.0	12.5	8.0	21.0	
12:30	12.2	10.5	13.8	9.4	9.4	9.1	12.9	21.7	9.2	13.7	14.4	9.5	23.8	
12:45	14.1	12.3	15.7	10.1	9.5	10.3	15.0	26.5	9.7	16.7	16.7	11.0	27.0	
13:00	14.4	12.6	16.0	9.6	9.1	10.8	15.5	27.6	9.1	17.9	17.1	11.5	27.6	
13:15	13.7	11.9	15.2	8.2	8.4	10.6	14.6	26.4	7.8	17.6	16.2	11.1	26.2	
13:30	12.9	11.1	14.5	6.5	7.8	10.4	13.8	25.4	6.3	17.1	15.4	10.7	24.8	
13:45	12.5	10.6	14.1	5.8	7.4	10.3	13.2	24.7	5.8	16.6	14.9	10.6	24.1	
14:00	12.0	10.2	13.7	5.5	7.1	10.3	12.6	23.8	5.4	15.8	14.4	10.5	23.4	
14:15	11.7	9.8	13.3	5.2	6.9	10.2	12.2	22.8	5.2	15.0	14.1	10.2	22.8	
14:30	11.3	9.6	12.9	5.0	6.8	10.1	11.9	21.6	5.0	14.1	13.8	9.9	22.2	
14:45	10.8	9.1	12.3	4.9	6.7	10.0	11.3	19.7	5.0	13.0	13.2	9.4	21.3	
15:00	10.4	8.9	11.8	4.9	6.6	9.7	11.0	18.4	5.0	12.4	12.7	9.1	20.6	
15:15	10.2	8.8	11.5	5.0	6.4	9.5	11.0	17.7	5.1	12.3	12.5	8.9	20.2	
15:30	10.2	8.8	11.5	5.1	6.4	9.4	11.1	17.6	5.2	12.4	12.4	8.8	20.2	
15:45	10.3	8.9	11.6	5.5	6.6	9.5	11.2	17.7	5.6	12.7	12.4	8.8	20.4	

* maturité / formation professionnelle supérieure / école professionnelle supérieure / école polytechnique / haute école / université

TELECONTROL 2008 / Suisse romande

TAUX DE VISION en % (lu-di)

univers: 1'634'000 personnes (3+) échantillon: 1'317 personnes

	total	sexe		âge					formation terminée			total	
	personnes	hommes	femmes	3 -14	15 - 24	25 - 44	45 - 64	65 +	aucune	obligatoire	form. profess.	form. sup.*	foyers
16:00	10.5	9.1	11.8	5.7	6.8	9.6	11.2	17.9	5.9	12.9	12.5	8.8	20.8
16:15	10.8	9.4	12.1	6.4	7.1	9.7	11.4	18.3	6.5	13.3	12.8	8.9	21.4
16:30	11.2	9.8	12.5	7.2	7.6	10.0	11.8	18.9	7.1	14.1	13.2	9.1	22.2
16:45	11.8	10.3	13.1	7.8	8.2	10.3	12.3	19.6	7.7	14.9	13.7	9.5	23.2
17:00	12.4	10.8	13.8	8.4	9.0	10.9	12.9	20.3	8.3	15.7	14.3	10.0	24.3
17:15	13.3	11.5	14.9	9.1	9.7	11.7	13.8	21.7	9.0	16.7	15.3	10.7	25.9
17:30	14.7	12.7	16.5	9.6	10.4	12.7	15.4	24.8	9.7	18.7	17.1	11.8	28.3
17:45	16.1	13.9	18.1	10.0	11.0	13.7	17.0	28.1	10.2	20.6	18.8	13.0	30.7
18:00	17.9	15.2	20.3	10.3	11.9	14.9	19.0	32.6	10.5	22.8	21.1	14.7	33.9
18:15	19.8	16.5	22.7	10.7	12.7	16.5	21.1	37.0	11.0	24.9	23.6	16.6	37.4
18:30	21.1	17.8	24.1	11.5	13.3	17.7	22.7	39.1	11.8	25.8	25.4	17.7	39.5
18:45	22.0	18.9	24.8	12.4	13.5	18.5	23.7	40.3	12.6	26.4	26.6	18.4	40.7
19:00	23.4	20.5	26.1	12.7	13.8	19.8	25.7	43.2	12.9	28.2	28.7	19.7	42.9
19:15	25.4	22.6	27.9	12.9	14.0	21.3	28.6	47.2	13.2	30.6	31.4	21.4	45.9
19:30	29.4	26.8	31.8	12.9	14.6	24.3	34.2	56.8	13.5	34.3	36.8	25.8	52.1
19:45	31.1	28.7	33.3	13.1	14.9	26.4	36.4	59.7	13.7	36.0	39.0	27.8	54.6
20:00	32.0	29.8	34.0	13.1	15.3	28.1	37.6	59.4	13.7	36.7	40.1	29.0	55.7
20:15	32.9	30.8	34.8	13.1	16.3	29.8	38.7	59.0	13.9	37.5	41.1	30.0	57.0
20:30	33.8	31.7	35.7	12.9	17.1	31.5	39.7	59.2	13.8	38.4	42.2	31.1	58.5
20:45	34.5	32.5	36.5	12.0	18.1	33.4	40.6	59.0	13.3	38.7	43.2	32.5	59.6
21:00	35.6	33.4	37.6	11.8	19.3	35.4	41.7	59.1	13.4	39.0	44.3	34.1	61.1
21:15	35.9	33.6	38.0	11.5	19.9	36.6	42.0	58.1	13.3	38.8	44.6	35.0	61.5
21:30	35.7	33.4	37.8	10.9	20.0	37.0	42.0	56.5	12.7	37.9	44.1	35.5	61.1
21:45	35.0	32.8	37.0	10.1	19.7	36.9	41.3	54.5	11.9	36.7	43.2	35.4	60.0
22:00	34.1	32.1	35.9	9.4	19.4	36.4	40.3	52.2	11.2	35.3	42.0	35.0	58.5
22:15	31.9	30.2	33.6	8.6	18.4	34.9	37.7	47.5	10.3	32.7	39.1	33.4	55.1
22:30	28.0	26.6	29.2	7.3	16.3	31.5	33.2	39.6	8.7	27.9	34.1	30.1	48.9
22:45	24.0	22.9	24.9	6.1	14.3	27.6	28.6	32.5	7.2	23.6	28.9	26.5	42.4
23:00	20.8	19.9	21.5	5.1	12.6	24.3	25.0	26.8	6.0	20.3	24.8	23.6	37.2
23:15	17.8	17.2	18.3	4.2	10.9	21.1	21.8	21.9	4.8	17.2	21.1	20.8	32.1
23:30	15.4	14.9	15.8	3.4	9.5	18.5	19.2	18.0	3.9	14.7	18.2	18.3	27.9
23:45	13.4	13.0	13.7	2.8	8.3	16.3	17.1	14.9	3.3	12.5	15.9	16.2	24.5
0:00	11.5	11.3	11.7	2.3	7.3	14.1	15.1	12.1	2.7	10.6	13.8	14.0	21.2
0:15	9.8	9.6	9.9	1.9	6.3	11.9	13.1	9.7	2.2	8.8	11.7	11.8	18.1
0:30	8.3	8.3	8.3	1.6	5.5	10.0	11.5	7.8	1.9	7.5	10.1	10.0	15.4
0:45	7.0	7.1	7.0	1.3	4.8	8.4	10.1	6.2	1.5	6.4	8.6	8.4	13.1
R 18-23	29.2	26.8	31.3	11.2	16.1	27.9	33.7	49.6	12.1	32.6	36.0	27.5	51.3
PQ 18-23	58.3	56.0	59.9	37.1	38.8	57.6	65.3	80.0	35.7	60.9	65.4	56.9	81.2
R 24h	11.6	10.7	12.5	5.7	7.1	11.1	13.3	18.5	5.8	13.0	14.0	10.7	21.4
PQ 24h	70.6	68.7	71.3	61.5	54.4	67.9	75.1	85.4	54.8	71.5	74.0	66.5	87.0

R = Rating en %; PQ = Pénétration quotidienne en % * maturité / formation professionnelle supérieure / école professionnelle supérieure / école polytechnique / haute école / université

TELECONTROL 2008 / Suisse romande

TAUX DE VISION en 1'000 (lu-di)

univers: 1'634'000 personnes (3+) échantillon: 1'317 personnes

	total		sexe		âge					formation terminée				total foyers
	personnes		hommes	femmes	3-14	15-24	25-44	45-64	65+	aucune	obligatoire	form. profess.	form. sup.*	
6:00	19		9	9	0	1	6	10	2	1	2	11	4	16
6:15	19		9	10	0	1	6	9	2	1	2	11	5	17
6:30	20		9	11	1	2	7	8	2	1	2	10	5	17
6:45	24		12	13	3	3	7	9	3	3	3	11	6	22
7:00	34		17	16	6	3	8	11	5	7	4	13	8	30
7:15	38		19	18	9	3	9	11	6	9	4	14	9	33
7:30	42		22	20	12	3	10	11	6	11	4	15	10	37
7:45	46		24	22	14	3	11	11	7	13	4	16	10	41
8:00	50		25	25	15	3	12	11	8	14	3	18	11	45
8:15	54		26	28	16	3	14	12	9	16	4	19	12	48
8:30	60		28	32	17	4	16	12	10	17	4	21	14	53
8:45	64		29	35	17	4	18	13	12	17	5	23	15	57
9:00	67		30	37	16	4	19	14	13	16	6	24	16	60
9:15	68		31	37	16	5	20	14	13	16	7	25	16	60
9:30	71		32	38	15	6	21	15	14	16	7	25	17	62
9:45	73		33	39	15	6	21	16	15	15	8	27	18	64
10:00	75		35	41	14	7	22	17	16	15	9	28	19	66
10:15	78		36	42	14	8	23	17	16	15	9	30	19	68
10:30	82		37	44	14	8	23	19	18	14	10	32	20	72
10:45	88		39	49	13	9	24	21	20	14	12	35	21	77
11:00	97		42	56	13	10	26	24	25	14	15	39	23	85
11:15	108		45	63	13	10	28	27	30	15	18	44	25	94
11:30	119		50	68	14	12	30	30	33	16	19	50	27	103
11:45	131		56	75	16	13	32	34	36	19	19	56	28	113
12:00	151		64	87	19	16	36	39	41	22	20	66	33	128
12:15	175		73	102	20	18	40	47	49	24	23	78	39	147
12:30	200		83	116	22	19	46	56	57	26	26	90	46	167
12:45	230		98	132	23	19	52	66	70	27	32	105	53	189
13:00	235	100	135	22	19	54	68	73	73	25	34	107	56	193
13:15	223	94	129	19	17	53	64	70	70	22	34	102	54	184
13:30	210	88	122	15	16	52	60	67	67	18	33	97	52	174
13:45	203	84	119	14	15	52	58	65	65	16	32	93	51	169
14:00	197	81	116	13	15	51	55	63	63	15	30	90	51	164
14:15	191	78	112	12	14	51	54	60	60	14	29	88	50	160
14:30	185	76	109	12	14	50	52	57	57	14	27	86	48	156
14:45	176	72	104	11	14	50	50	52	52	14	25	83	46	149
15:00	170	70	99	11	13	49	48	49	49	14	24	80	44	144
15:15	167	70	97	12	13	47	48	47	47	14	24	78	43	141
15:30	167	70	97	12	13	47	49	46	46	15	24	78	43	141
15:45	169	71	98	13	13	47	49	47	47	16	24	78	43	143

* maturité/formation professionnelle supérieure/école professionnelle supérieure/école polytechnique/haute école/université

2.4 Utilisation TV par critère socio-démographique: rating en millier

TELECONTROL 2008 / Suisse romande

TAUX DE VISION en 1'000 (lu-di)

univers: 1'634'000 personnes (3+) échantillon: 1'317 personnes

	total	sexe		âge					formation terminée				total
	personnes	hommes	femmes	3 - 14	15 - 24	25 - 44	45 - 64	65 +	aucune	obligatoire	form. profess.	form. sup.*	foyers
16:00	171	72	99	13	14	48	49	47	17	25	78	43	145
16:15	176	74	102	15	15	48	50	48	18	25	80	43	150
16:30	184	78	106	17	16	50	52	50	20	27	82	44	156
16:45	192	82	110	18	17	52	54	52	22	29	86	46	163
17:00	203	86	117	19	18	55	56	54	23	30	90	48	170
17:15	217	91	126	21	20	59	60	57	25	32	96	52	181
17:30	240	100	139	22	21	64	67	66	27	36	107	57	198
17:45	263	110	152	23	22	68	74	74	28	40	118	63	215
18:00	292	120	171	24	24	75	83	86	29	44	133	71	237
18:15	323	131	192	25	26	82	92	98	31	48	148	80	262
18:30	345	141	203	27	27	88	99	103	33	49	159	86	277
18:45	359	150	209	29	28	93	104	106	35	51	167	89	285
19:00	383	162	220	29	28	99	112	114	36	54	180	95	301
19:15	414	179	235	30	29	106	125	125	37	58	197	104	321
19:30	481	212	268	30	30	121	149	150	38	66	231	125	365
19:45	509	227	281	30	30	132	159	157	38	69	244	134	382
20:00	523	236	286	30	31	140	164	157	38	70	251	140	390
20:15	537	244	293	30	33	149	169	156	39	72	258	145	399
20:30	551	251	300	30	35	157	173	156	39	73	264	151	409
20:45	564	257	307	28	37	167	177	156	37	74	271	157	418
21:00	581	264	317	27	39	177	182	156	38	75	278	165	428
21:15	587	266	320	27	41	183	184	153	37	74	279	169	431
21:30	583	264	318	25	41	184	183	149	36	72	277	172	428
21:45	572	260	312	23	40	184	180	144	33	70	271	171	420
22:00	557	254	303	22	39	182	176	138	32	67	263	169	410
22:15	522	239	283	20	37	174	165	125	29	62	245	161	386
22:30	457	211	246	17	33	157	145	104	24	53	214	145	342
22:45	391	181	210	14	29	138	125	86	20	45	181	128	297
23:00	339	158	181	12	26	122	109	71	17	39	155	114	260
23:15	291	136	154	10	22	106	95	58	14	33	132	100	225
23:30	251	118	133	8	19	92	84	47	11	28	114	88	196
23:45	219	103	116	7	17	81	75	39	9	24	100	78	171
0:00	189	89	99	5	15	70	66	32	8	20	86	68	148
0:15	160	76	83	4	13	59	57	26	6	17	73	57	127
0:30	136	65	70	4	11	50	50	21	5	14	63	48	108
0:45	115	56	59	3	10	42	44	16	4	12	54	41	92
UT 18-23	88	81	94	34	48	84	101	149	36	98	108	82	154
US 18-23	150	143	156	90	125	145	154	186	102	161	164	144	189
UT 24h	167	154	180	82	102	159	191	267	83	187	201	155	309
US 24h	236	223	252	133	188	234	254	312	152	261	272	232	354

UT = Utilisation en minutes (total); US = Utilisation en minutes (spectateurs)

* maturité / formation professionnelle supérieure / école professionnelle supérieure / école polytechnique / haute école / université

TELECONTROL 2008 / Suisse romande

PARTS DU PUBLIC en % (lu-di)

univers: 1'634'000 personnes (3+) échantillon: 1'317 personnes

	total	sexe		âge					formation terminée			
	personnes	hommes	femmes	3 - 14	15 - 24	25 - 44	45 - 64	65 +	aucune	obligatoire	form. profess.	form. sup.*
6:00	100	50	50	1	6	31	52	9	2	8	62	23
6:15	100	46	54	2	7	34	47	9	3	8	58	25
6:30	100	45	54	4	10	34	42	10	7	9	52	27
6:45	100	48	51	12	10	30	37	11	13	11	45	25
7:00	100	52	48	17	9	25	35	14	18	11	42	23
7:15	100	52	48	21	7	25	31	16	21	10	39	24
7:30	100	52	48	26	7	24	28	16	26	9	36	23
7:45	100	52	48	29	7	24	25	15	28	9	35	23
8:00	100	49	50	30	6	25	23	17	29	7	36	23
8:15	100	47	52	29	6	25	22	17	28	7	36	23
8:30	100	46	54	29	6	27	21	18	28	7	36	23
8:45	100	44	56	26	6	28	20	20	25	9	36	24
9:00	100	43	57	23	7	29	20	21	23	10	36	25
9:15	100	44	56	22	8	29	21	21	22	10	37	25
9:30	100	44	56	20	8	29	21	21	21	10	36	25
9:45	100	44	56	19	9	29	21	21	20	11	37	25
10:00	100	44	56	18	10	30	21	22	19	12	38	25
10:15	100	43	56	17	11	29	21	22	18	12	38	25
10:30	100	43	57	16	11	28	22	22	17	13	39	25
10:45	100	42	58	15	11	28	23	24	16	14	40	24
11:00	100	40	60	13	10	27	24	27	14	16	40	24
11:15	100	40	60	12	10	26	24	28	13	17	41	23
11:30	100	41	59	11	10	25	25	29	13	17	42	22
11:45	100	42	58	13	10	24	25	28	15	15	43	21
12:00	100	42	58	13	11	23	26	28	15	14	44	21
12:15	100	41	59	12	10	23	27	28	14	13	45	22
12:30	100	41	59	11	10	23	28	29	13	13	45	23
12:45	100	42	58	10	9	22	29	30	12	14	46	23
13:00	100	42	58	9	8	23	29	31	11	15	45	24
13:15	100	42	58	9	8	24	29	32	10	15	45	24
13:30	100	41	59	7	8	24	28	32	8	16	46	25
13:45	100	41	59	7	7	25	28	33	8	16	46	25
14:00	100	40	60	6	7	26	28	33	8	16	46	26
14:15	100	40	60	6	7	26	28	32	8	15	46	26
14:30	100	40	60	6	7	27	28	32	8	15	47	26
14:45	100	40	60	6	8	28	27	30	8	14	47	25
15:00	100	40	60	7	8	28	28	29	8	14	47	26
15:15	100	40	60	7	8	28	28	29	9	14	47	25
15:30	100	40	59	7	8	28	29	28	9	14	47	25
15:45	100	41	59	8	8	28	28	28	10	15	46	25

* maturité / formation professionnelle supérieure / école professionnelle supérieure / école polytechnique / haute école / université

TELECONTROL 2008 / Suisse romande

PARTS DU PUBLIC en % (lu-di)

univers: 1'634'000 personnes (3+) échantillon: 1'317 personnes

	total	sexe		âge					formation terminée			
	personnes	hommes	femmes	3 - 14	15 - 24	25 - 44	45 - 64	65 +	aucune	obligatoire	form. profess.	form. sup.*
16:00	100	41	59	8	8	28	28	28	10	15	46	24
16:15	100	41	59	9	8	27	28	28	11	15	45	24
16:30	100	41	59	10	9	27	27	28	12	15	44	23
16:45	100	42	58	10	9	26	27	27	12	15	44	23
17:00	100	41	59	10	9	27	27	27	12	15	44	23
17:15	100	41	59	10	9	27	27	27	12	15	44	24
17:30	100	41	59	10	9	26	28	28	12	15	45	24
17:45	100	41	59	9	9	26	28	29	11	15	45	24
18:00	100	41	59	8	8	25	28	30	10	15	45	24
18:15	100	40	60	8	8	25	28	30	10	15	46	25
18:30	100	41	59	8	8	26	29	30	10	14	46	25
18:45	100	41	59	8	8	26	29	30	10	14	46	25
19:00	100	42	58	8	7	26	29	30	9	14	47	25
19:15	100	43	57	7	7	26	30	30	9	14	47	25
19:30	100	44	56	6	6	25	31	31	8	14	48	26
19:45	100	45	55	6	6	26	31	31	8	14	48	27
20:00	100	45	55	6	6	27	31	30	7	13	48	27
20:15	100	45	55	6	6	28	31	29	7	13	48	27
20:30	100	45	55	5	6	28	31	29	7	13	48	27
20:45	100	45	55	5	7	29	31	28	7	13	48	28
21:00	100	45	55	5	7	30	31	27	7	13	48	28
21:15	100	45	55	5	7	31	31	26	6	13	48	29
21:30	100	45	55	4	7	32	31	26	6	12	47	29
21:45	100	45	55	4	7	32	32	25	6	12	47	30
22:00	100	46	54	4	7	33	32	25	6	12	47	30
22:15	100	46	54	4	7	33	32	24	6	12	47	31
22:30	100	46	54	4	7	34	32	23	5	12	47	32
22:45	100	46	54	4	7	35	32	22	5	12	46	33
23:00	100	46	54	3	8	36	32	21	5	11	46	34
23:15	100	47	53	3	8	36	33	20	5	11	45	35
23:30	100	47	53	3	8	37	33	19	4	11	45	35
23:45	100	47	53	3	8	37	34	18	4	11	45	36
0:00	100	47	53	3	8	37	35	17	4	11	46	36
0:15	100	48	52	3	8	37	36	16	4	11	46	36
0:30	100	48	52	3	8	37	37	15	4	11	46	36
0:45	100	49	51	2	9	36	39	15	4	11	47	35
18-23	100	44	56	5	7	29	31	28	7	13	47	28
24h	100	44	56	7	8	29	30	26	9	13	46	27

* maturité / formation professionnelle supérieure / école professionnelle supérieure / école polytechnique / haute école / université

2.6 Utilisation TV par jour ouvrable et par critère socio-démographique: pénétration en %

TELECONTROL 2008 / Suisse romande

PÉNÉTRATION QUOTIDIENNE en %, total TV

univers: 1'634'000 personnes (3+) échantillon: 1'317 personnes

	jours de semaine							lundi - vendredi	samedi - dimanche	lundi - dimanche
	lundi	mardi	mercredi	jeudi	vendredi	samedi	dimanche			
total personnes	71.7	70.4	71.0	69.9	69.8	68.7	73.1	70.6	70.9	70.6
sexe										
hommes	69.4	67.7	68.3	67.1	67.3	68.0	73.0	68.0	70.5	68.7
femmes	72.7	71.9	72.3	71.4	71.0	68.3	71.8	71.9	70.0	71.3
âge										
3-14	60.4	60.5	63.1	59.7	64.6	63.0	59.1	61.7	61.0	61.5
15-24	54.7	53.8	55.0	54.6	54.2	52.5	55.7	54.5	54.1	54.4
25-44	69.4	68.0	67.5	67.0	65.6	65.3	72.7	67.5	69.0	67.9
45-64	77.0	74.6	75.2	74.3	73.5	72.5	78.4	74.9	75.5	75.1
65+	86.5	86.0	86.2	85.3	84.5	82.8	86.5	85.7	84.6	85.4
formation terminée										
aucune/autre	54.6	54.4	56.1	53.2	57.0	55.2	53.5	55.1	54.3	54.8
obligatoire	73.4	72.2	72.3	72.1	69.9	68.3	72.6	72.0	70.4	71.5
form. professionnelle	75.6	74.4	74.2	73.6	72.3	71.2	76.9	74.0	74.0	74.0
form. supérieure*	68.5	66.1	66.5	65.7	64.8	63.6	70.0	66.3	66.8	66.5

* maturité / formation professionnelle supérieure / école professionnelle supérieure / école polytechnique / haute école / université

2.7 Utilisation TV par jour ouvrable et par critère socio-démographique: utilisation en minutes

TELECONTROL 2008 / Suisse romande

UTILISATION en minutes, total TV

univers: 1'634'000 personnes (3+) échantillon: 1'317 personnes

	jours de semaine							lundi - vendredi	samedi - dimanche	lundi - dimanche
	lundi	mardi	mercredi	jeudi	vendredi	samedi	dimanche			
total personnes	165	157	161	153	158	171	206	159	188	167
sexe										
hommes	146	140	145	136	141	162	206	141	184	154
femmes	182	174	175	168	174	178	206	175	192	180
âge										
3-14	76	76	86	72	88	92	84	79	88	82
15-24	99	99	101	94	96	102	122	98	112	102
25-44	157	147	148	143	145	167	210	148	188	159
45-64	186	177	179	173	177	196	249	178	223	191
65+	271	262	265	254	261	256	298	263	277	267
formation terminée										
aucune/autre	78	78	85	74	86	91	89	80	90	83
obligatoire	189	183	182	177	175	183	219	181	201	187
form. professionnelle	199	190	191	185	189	204	253	191	228	201
form. supérieure*	153	144	148	139	144	157	198	146	178	155

* maturité / formation professionnelle supérieure / école professionnelle supérieure / école polytechnique / haute école / université

TELECONTROL 2008 / Suisse romande

TAUX DE VISION en % (lu-di)

univers: 1'634'000 personnes (3+) échantillon: 1'317 personnes

	total TV	SRG SSR idée suisse			CH privées	étrangères: service public				étrangères: privées				autres
		TSR1	TSR2	autres		F2	F3	TV5	ARTE	TF1	M6	TNT	RTL9	
6:00	1.1	0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.4
6:15	1.1	0.1	0.0	0.0	0.0	0.2	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.4
6:30	1.2	0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.5
6:45	1.5	0.2	0.1	0.0	0.0	0.2	0.1	0.0	0.1	0.1	0.1	0.1	0.0	0.6
7:00	2.1	0.2	0.1	0.0	0.0	0.4	0.1	0.1	0.1	0.1	0.0	0.2	0.0	0.6
7:15	2.3	0.2	0.2	0.0	0.0	0.5	0.2	0.1	0.1	0.2	0.1	0.2	0.0	0.7
7:30	2.6	0.2	0.2	0.1	0.0	0.5	0.2	0.1	0.1	0.2	0.1	0.2	0.0	0.8
7:45	2.8	0.2	0.2	0.1	0.0	0.4	0.3	0.1	0.2	0.3	0.1	0.2	0.0	0.8
8:00	3.0	0.3	0.2	0.1	0.0	0.4	0.3	0.1	0.2	0.3	0.1	0.1	0.0	0.9
8:15	3.3	0.4	0.2	0.1	0.0	0.4	0.3	0.1	0.3	0.3	0.1	0.2	0.0	0.9
8:30	3.6	0.5	0.2	0.1	0.0	0.3	0.4	0.1	0.3	0.3	0.1	0.2	0.0	1.0
8:45	3.9	0.7	0.3	0.1	0.0	0.2	0.4	0.1	0.3	0.3	0.1	0.3	0.0	1.1
9:00	4.1	0.7	0.3	0.1	0.0	0.2	0.4	0.1	0.3	0.3	0.1	0.3	0.0	1.2
9:15	4.1	0.6	0.3	0.1	0.1	0.2	0.4	0.1	0.3	0.3	0.1	0.3	0.0	1.3
9:30	4.3	0.6	0.4	0.1	0.1	0.2	0.4	0.1	0.3	0.4	0.1	0.3	0.0	1.4
9:45	4.4	0.7	0.4	0.1	0.1	0.3	0.4	0.1	0.2	0.4	0.1	0.3	0.0	1.4
10:00	4.6	0.6	0.4	0.1	0.1	0.4	0.3	0.1	0.2	0.4	0.1	0.3	0.0	1.5
10:15	4.8	0.7	0.5	0.1	0.1	0.4	0.3	0.1	0.2	0.5	0.2	0.3	0.0	1.5
10:30	5.0	0.7	0.5	0.1	0.1	0.4	0.3	0.1	0.2	0.5	0.2	0.2	0.0	1.6
10:45	5.4	0.7	0.5	0.1	0.1	0.5	0.3	0.1	0.2	0.6	0.2	0.3	0.0	1.7
11:00	6.0	1.0	0.6	0.1	0.1	0.7	0.3	0.1	0.2	0.6	0.3	0.3	0.0	1.8
11:15	6.6	1.3	0.6	0.1	0.1	0.7	0.3	0.1	0.2	0.9	0.4	0.3	0.0	1.8
11:30	7.3	1.4	0.6	0.1	0.1	0.9	0.2	0.1	0.3	1.0	0.4	0.3	0.0	1.9
11:45	8.0	1.2	0.7	0.1	0.1	1.0	0.3	0.2	0.3	1.1	0.6	0.3	0.0	2.2
12:00	9.2	1.1	0.7	0.1	0.1	1.1	0.4	0.1	0.2	1.5	0.9	0.4	0.1	2.5
12:15	10.7	1.3	0.7	0.1	0.1	1.4	0.6	0.2	0.3	2.1	0.9	0.4	0.1	2.5
12:30	12.2	1.8	0.8	0.1	0.1	1.7	0.8	0.2	0.3	2.3	1.0	0.5	0.2	2.7
12:45	14.1	5.1	0.7	0.1	0.1	0.8	0.5	0.1	0.4	1.8	0.7	0.6	0.4	2.8
13:00	14.4	4.1	0.8	0.2	0.1	0.9	0.6	0.1	0.4	2.7	0.7	0.6	0.4	2.8
13:15	13.7	2.8	0.8	0.2	0.1	1.0	0.9	0.2	0.3	2.9	0.8	0.5	0.4	2.8
13:30	12.9	2.7	0.9	0.1	0.1	0.9	1.0	0.1	0.3	2.4	1.0	0.3	0.3	2.8
13:45	12.5	2.7	0.9	0.1	0.1	0.6	1.2	0.1	0.4	1.6	1.2	0.3	0.3	2.9
14:00	12.0	2.6	0.9	0.1	0.1	0.7	1.4	0.1	0.4	1.2	1.3	0.3	0.3	2.7
14:15	11.7	2.1	0.9	0.1	0.1	0.9	1.5	0.1	0.4	1.1	1.3	0.2	0.3	2.6
14:30	11.3	1.8	0.9	0.1	0.1	1.0	1.3	0.2	0.3	1.2	1.3	0.2	0.3	2.6
14:45	10.8	1.9	0.9	0.1	0.1	1.0	0.7	0.2	0.3	1.2	1.4	0.2	0.3	2.6
15:00	10.4	1.8	0.9	0.1	0.1	0.9	0.5	0.2	0.3	1.2	1.3	0.2	0.3	2.5
15:15	10.2	1.5	1.0	0.1	0.1	1.0	0.5	0.2	0.3	1.4	1.1	0.3	0.3	2.5
15:30	10.2	1.5	1.0	0.1	0.1	1.1	0.5	0.1	0.3	1.3	1.1	0.3	0.3	2.6
15:45	10.3	1.6	1.0	0.1	0.1	1.1	0.5	0.1	0.3	1.3	1.1	0.3	0.3	2.6

2.8 Utilisation TV par chaîne: rating en %

TELECONTROL 2008 / Suisse romande

TAUX DE VISION en % (lu-di)

univers: 1'634'000 personnes (3+) échantillon: 1'317 personnes

	total	SRG SSR idée suisse			CH	étrangères: service public				étrangères: privées				autres
	TV	TSR1	TSR2	autres	privées	F2	F3	TV5	ARTE	TF1	M6	TNT	RTL9	
16:00	10.5	1.6	1.0	0.1	0.1	1.0	0.5	0.1	0.3	1.3	1.2	0.2	0.3	2.7
16:15	10.8	1.6	1.1	0.1	0.1	0.9	0.5	0.2	0.4	1.3	1.2	0.3	0.3	2.8
16:30	11.2	1.7	1.2	0.1	0.1	1.0	0.5	0.2	0.3	1.3	1.3	0.3	0.3	2.9
16:45	11.8	1.8	1.2	0.2	0.1	1.1	0.6	0.2	0.4	1.4	1.3	0.3	0.3	3.0
17:00	12.4	1.9	1.2	0.2	0.1	1.1	0.7	0.2	0.4	1.6	1.2	0.3	0.3	3.2
17:15	13.3	2.2	1.2	0.3	0.1	1.0	0.8	0.2	0.4	1.8	1.2	0.4	0.4	3.3
17:30	14.7	2.4	1.3	0.3	0.1	1.1	1.3	0.3	0.5	1.9	1.3	0.4	0.4	3.5
17:45	16.1	2.9	1.4	0.2	0.1	1.1	1.8	0.2	0.5	1.9	1.6	0.4	0.4	3.6
18:00	17.9	3.4	1.5	0.3	0.3	1.1	2.0	0.2	0.7	2.0	2.3	0.4	0.4	3.5
18:15	19.8	4.7	1.5	0.3	0.2	0.9	2.3	0.2	0.7	2.2	2.6	0.4	0.4	3.5
18:30	21.1	5.1	1.4	0.3	0.3	0.9	2.1	0.2	0.8	2.7	2.8	0.5	0.4	3.8
18:45	22.0	5.3	1.6	0.3	0.3	1.0	1.3	0.3	0.6	3.5	2.2	0.7	0.5	4.2
19:00	23.4	6.8	1.6	0.4	0.3	1.6	0.8	0.2	0.3	3.8	2.2	0.8	0.6	4.1
19:15	25.4	7.3	1.3	0.4	0.3	1.9	0.7	0.3	0.5	4.9	2.2	0.7	0.5	4.3
19:30	29.4	15.4	1.0	0.3	0.2	1.3	0.4	0.2	0.3	3.9	1.7	0.5	0.5	3.7
19:45	31.1	19.3	0.9	0.4	0.1	0.8	0.6	0.4	0.2	1.7	1.5	0.5	0.6	4.1
20:00	32.0	13.0	1.3	0.4	0.3	2.5	0.7	0.6	0.3	4.6	1.9	0.4	0.7	5.4
20:15	32.9	11.4	2.0	0.4	0.3	2.6	1.6	0.4	0.5	4.6	2.5	0.4	0.6	5.6
20:30	33.8	11.3	2.7	0.5	0.3	1.9	3.0	0.5	0.8	3.3	2.1	0.2	0.7	6.4
20:45	34.5	10.5	3.7	0.5	0.3	1.7	2.0	0.6	1.1	3.5	3.0	0.2	0.8	6.6
21:00	35.6	8.9	3.6	0.5	0.2	2.7	2.5	0.4	0.8	4.6	4.3	0.2	1.0	5.9
21:15	35.9	8.1	3.7	0.5	0.2	3.0	2.8	0.5	0.9	4.9	4.4	0.2	1.0	5.8
21:30	35.7	8.0	3.4	0.5	0.2	3.0	3.0	0.6	0.9	4.8	4.3	0.2	0.9	5.7
21:45	35.0	7.8	3.2	0.5	0.2	3.1	3.0	0.6	0.9	4.7	4.5	0.2	1.0	5.3
22:00	34.1	7.3	3.2	0.5	0.2	3.0	3.0	0.6	0.9	4.9	4.3	0.2	0.9	5.0
22:15	31.9	6.3	3.1	0.4	0.2	2.8	2.9	0.6	0.9	4.8	4.2	0.2	0.9	4.6
22:30	28.0	4.9	2.7	0.4	0.2	2.5	2.4	0.5	0.7	4.5	3.6	0.2	0.8	4.5
22:45	24.0	3.9	2.1	0.3	0.2	2.5	1.3	0.5	0.6	4.1	3.1	0.2	0.7	4.4
23:00	20.8	3.3	1.8	0.3	0.2	2.1	1.0	0.4	0.5	3.7	2.8	0.1	0.7	3.9
23:15	17.8	3.0	1.5	0.2	0.1	1.7	0.9	0.3	0.4	3.2	2.2	0.1	0.7	3.4
23:30	15.4	2.4	1.1	0.2	0.1	1.7	0.8	0.2	0.4	2.9	1.9	0.1	0.7	3.0
23:45	13.4	2.0	0.8	0.1	0.1	1.5	0.8	0.2	0.3	2.6	1.6	0.1	0.6	2.6
0:00	11.5	1.5	0.7	0.1	0.1	1.4	0.7	0.2	0.3	2.4	1.3	0.1	0.5	2.3
0:15	9.8	1.2	0.6	0.1	0.1	1.2	0.6	0.2	0.2	2.1	1.0	0.1	0.4	2.0
0:30	8.3	1.0	0.5	0.1	0.1	1.0	0.5	0.2	0.2	1.9	0.8	0.1	0.4	1.7
0:45	7.0	0.9	0.4	0.1	0.1	0.8	0.4	0.2	0.1	1.6	0.6	0.1	0.3	1.5
R 18-23	29.2	8.4	2.3	0.4	0.2	2.0	1.9	0.4	0.7	3.9	3.0	0.4	0.7	4.8
PQ 18-23	58.3	43.6	24.4	8.3	10.0	25.9	23.1	12.1	13.9	33.0	25.3	5.9	13.4	40.1
R 24h	11.6	2.7	0.9	0.2	0.1	1.0	0.8	0.2	0.3	1.6	1.1	0.2	0.3	2.3
PQ 24h	70.6	54.1	34.9	13.3	15.6	36.9	34.2	19.2	22.5	45.0	34.9	10.6	21.0	54.9

R = Rating en %

PQ = Pénétration quotidienne en %

TELECONTROL 2008 / Suisse romande

TAUX DE VISION en 1'000 (lu-di)

univers: 1'634'000 personnes (3+) échantillon: 1'317 personnes

	total TV	SRG SSR idée suisse			CH privées	étrangères: service public				étrangères: privées				autres
		TSR1	TSR2	autres		F2	F3	TV5	ARTE	TF1	M6	TNT	RTL9	
6:00	19	2	1	0	0	2	1	0	1	1	1	0	1	7
6:15	19	2	1	0	0	3	1	0	1	1	1	1	0	7
6:30	20	2	1	0	0	2	1	0	1	1	1	1	0	8
6:45	24	3	1	1	0	3	1	1	1	2	1	1	0	9
7:00	34	4	2	1	0	7	2	1	1	2	1	3	0	10
7:15	38	3	3	1	0	8	3	1	1	3	1	3	0	11
7:30	42	3	3	1	0	7	4	1	2	3	1	3	0	13
7:45	46	4	4	1	0	7	5	1	3	4	1	3	0	13
8:00	50	5	3	2	0	7	5	1	4	5	2	2	0	15
8:15	54	6	4	2	1	6	5	1	4	5	2	3	0	15
8:30	60	8	4	2	1	6	6	1	5	4	2	3	0	17
8:45	64	11	4	2	1	3	7	2	5	5	2	4	0	18
9:00	67	11	5	2	1	4	7	2	4	5	2	5	0	20
9:15	68	9	5	2	1	4	7	2	5	6	2	5	0	22
9:30	71	10	6	1	1	4	6	2	5	6	2	5	0	23
9:45	73	11	7	1	1	6	6	2	4	7	2	4	0	23
10:00	75	11	7	1	1	6	6	2	4	7	2	4	0	24
10:15	78	11	8	1	1	7	5	2	3	8	3	4	0	25
10:30	82	12	8	1	1	7	5	2	4	9	3	4	0	26
10:45	88	12	9	1	1	9	5	2	4	9	4	4	0	28
11:00	97	16	9	1	1	12	5	2	3	10	5	4	0	29
11:15	108	21	9	1	1	11	5	2	4	14	6	5	0	29
11:30	119	23	10	1	1	15	4	2	4	16	7	5	0	31
11:45	131	19	11	2	1	17	5	3	4	18	10	6	1	37
12:00	151	19	12	2	1	17	7	2	4	24	15	6	1	40
12:15	175	22	12	2	1	23	9	3	5	34	15	7	2	41
12:30	200	29	13	2	1	27	13	3	5	37	16	8	3	44
12:45	230	84	12	2	1	14	8	2	6	29	11	9	6	46
13:00	235	68	12	4	1	15	11	2	6	44	11	9	7	46
13:15	223	46	14	3	1	16	15	3	5	47	13	8	7	47
13:30	210	45	15	2	1	14	16	2	4	40	16	5	5	46
13:45	203	44	15	2	1	10	20	2	6	26	20	5	6	47
14:00	197	42	15	2	1	11	23	2	6	20	21	4	5	44
14:15	191	34	15	2	1	15	24	2	6	19	21	4	5	43
14:30	185	30	15	2	1	17	21	3	5	19	22	4	5	42
14:45	176	31	14	2	1	17	11	3	6	19	22	4	5	42
15:00	170	29	15	2	1	15	8	3	4	20	22	4	6	41
15:15	167	25	16	2	1	16	8	3	5	23	18	4	5	41
15:30	167	25	16	2	1	17	9	2	4	21	18	4	5	42
15:45	169	26	17	2	1	17	9	2	5	21	18	5	5	43

2.9 Utilisation TV par chaîne: rating en millier

TELECONTROL 2008/ Suisse romande

TAUX DE VISION en 1'000 (lu-di)

univers: 1'634'000 personnes (3+) échantillon: 1'317 personnes

	total TV	SRG SSR idée suisse			CH privées	étrangères: service public				étrangères: privées				autres
		TSR1	TSR2	autres		F2	F3	TV5	ARTE	TF1	M6	TNT	RTL9	
16:00	171	25	17	2	1	16	9	2	5	22	19	4	5	44
16:15	176	26	18	2	1	15	9	3	6	22	20	4	5	45
16:30	184	28	19	2	1	17	8	3	5	21	21	5	5	48
16:45	192	29	20	3	1	18	9	4	6	22	22	5	6	49
17:00	203	32	19	4	1	18	11	3	7	26	20	5	6	52
17:15	217	36	20	5	1	16	14	4	7	29	19	6	6	54
17:30	240	39	22	5	2	17	22	4	7	30	22	6	7	57
17:45	263	47	23	4	2	18	29	3	9	31	26	6	7	59
18:00	292	55	24	4	4	18	32	3	11	33	37	7	7	58
18:15	323	77	25	5	3	14	38	3	11	36	43	6	6	57
18:30	345	83	23	5	4	14	34	3	12	44	46	8	7	62
18:45	359	87	26	6	5	17	22	5	11	57	36	11	9	69
19:00	383	111	26	6	5	26	13	3	5	62	36	12	10	67
19:15	414	120	22	6	4	31	11	4	8	80	37	12	8	71
19:30	481	251	16	5	3	22	7	3	5	64	27	9	9	60
19:45	509	315	15	6	2	12	9	7	4	29	25	8	10	67
20:00	523	213	21	6	6	40	12	9	6	74	30	7	11	88
20:15	537	186	33	7	5	43	26	6	8	75	41	6	10	92
20:30	551	185	44	8	6	32	48	7	13	54	34	3	12	105
20:45	564	171	61	9	5	29	32	10	18	57	49	4	13	108
21:00	581	145	59	7	4	43	42	7	13	75	70	4	16	96
21:15	587	133	60	8	3	49	46	9	14	80	72	4	16	94
21:30	583	131	55	7	4	50	49	10	15	79	71	4	15	93
21:45	572	128	53	8	3	50	50	10	15	77	74	4	16	87
22:00	557	120	52	8	3	49	49	10	14	80	70	4	15	82
22:15	522	103	50	7	3	46	48	11	14	79	68	3	15	76
22:30	457	81	45	7	4	41	39	9	12	73	58	3	13	73
22:45	391	64	35	6	4	41	22	8	10	67	51	3	12	71
23:00	339	54	29	4	3	34	17	6	8	60	46	2	12	64
23:15	291	49	25	3	2	27	14	5	7	53	36	2	11	56
23:30	251	40	18	3	2	27	12	4	6	47	31	2	11	49
23:45	219	32	14	2	2	25	13	4	5	42	27	2	10	43
0:00	189	25	11	2	1	22	11	4	4	39	21	2	9	38
0:15	160	19	9	2	1	19	10	4	4	35	17	1	7	32
0:30	136	16	8	1	1	16	8	3	3	31	13	1	6	28
0:45	115	14	7	1	1	14	7	3	2	26	11	1	5	24
UT 18-23	88	25	7	1	1	6	6	1	2	12	9	1	2	15
US 18-23	150	57	26	15	7	23	25	10	14	35	35	19	16	36
UT 24h	167	38	13	2	1	14	11	3	5	23	16	3	4	34
US 24h	236	70	35	17	8	37	32	14	20	51	45	31	21	61

UT = Utilisation en minutes (total) US = Utilisation en minutes (spectateurs)

TELECONTROL 2008 / Suisse romande

PARTS DE MARCHE en % (lu-di)

univers: 1'634'000 personnes (3+) échantillon: 1'317 personnes

	total TV	SRG SSR idée suisse			CH privées	étrangères: service public				étrangères: privées				autres
		TSR1	TSR2	autres		F2	F3	TV5	ARTE	TF1	M6	TNT	RTL9	
6:00	100	11.5	3.7	1.0	0.9	13.3	5.2	2.3	6.8	6.2	5.5	2.1	3.3	38.1
6:15	100	11.7	3.8	1.1	0.8	13.9	5.7	1.9	6.7	5.4	5.8	2.8	2.5	37.9
6:30	100	11.8	3.9	1.4	1.0	12.5	5.7	2.0	6.5	6.4	5.3	3.4	1.7	38.3
6:45	100	11.2	5.1	2.1	1.2	13.7	5.2	2.3	4.7	7.0	3.5	4.2	1.3	38.6
7:00	100	10.9	5.7	2.2	1.4	20.2	6.0	2.9	3.9	5.6	2.0	6.9	0.9	31.4
7:15	100	8.9	6.1	2.2	1.2	21.1	7.1	2.6	3.5	6.4	2.5	7.3	0.7	30.3
7:30	100	7.9	6.6	2.3	1.1	18.0	8.7	2.3	4.5	7.5	2.6	7.2	0.7	30.6
7:45	100	7.6	7.3	2.8	0.9	15.7	9.5	2.6	5.8	8.7	2.7	6.4	0.6	29.6
8:00	100	9.3	6.4	3.7	0.8	13.7	9.0	2.5	7.3	9.3	3.0	4.5	0.5	30.0
8:15	100	10.8	7.2	4.2	0.9	11.6	9.2	2.6	7.9	8.8	3.3	4.7	0.4	28.4
8:30	100	13.8	5.4	4.1	1.1	9.7	10.1	2.2	8.8	7.3	3.5	5.5	0.4	28.3
8:45	100	18.3	5.6	4.1	0.9	5.3	10.5	2.8	7.0	7.2	3.7	6.5	0.4	27.8
9:00	100	17.8	5.9	3.4	1.0	5.5	10.1	2.8	6.1	7.6	2.6	6.7	0.3	30.1
9:15	100	13.2	6.3	2.6	1.4	4.9	9.8	3.6	7.6	8.0	2.3	7.1	0.4	32.8
9:30	100	14.2	7.0	1.3	1.4	5.2	8.4	3.6	7.5	8.7	2.2	6.6	0.4	33.5
9:45	100	14.7	7.4	1.2	1.5	8.5	7.5	3.5	5.9	8.9	2.0	6.2	0.4	32.4
10:00	100	14.4	7.3	1.1	1.5	9.9	7.1	3.1	4.9	9.2	2.4	5.8	0.4	33.0
10:15	100	15.4	7.3	1.0	1.4	10.3	6.1	2.6	4.7	9.8	2.9	5.7	0.4	32.5
10:30	100	15.7	7.6	1.0	1.4	10.3	5.3	2.4	4.7	10.1	3.8	5.2	0.3	32.4
10:45	100	14.3	7.8	1.1	1.2	11.7	5.1	2.4	4.6	10.5	4.3	5.0	0.3	31.8
11:00	100	18.2	7.1	1.1	1.0	13.3	4.5	2.0	3.1	10.1	5.1	4.5	0.3	29.8
11:15	100	21.8	6.8	1.2	0.8	11.1	4.0	1.7	3.2	12.9	5.3	4.2	0.3	26.7
11:30	100	21.1	6.5	1.1	0.7	13.6	3.2	1.9	3.3	12.8	5.7	3.8	0.3	26.0
11:45	100	15.3	6.8	1.1	0.8	13.5	3.6	2.2	3.1	13.7	7.3	4.4	0.4	27.8
12:00	100	12.5	6.6	1.2	0.7	12.1	4.9	1.5	2.5	16.3	9.8	4.3	0.9	26.8
12:15	100	12.4	5.8	1.1	0.5	13.7	5.3	1.7	2.5	19.8	8.6	3.9	1.2	23.6
12:30	100	14.4	5.5	1.0	0.5	14.0	6.4	1.5	2.4	18.8	8.1	4.0	1.6	21.8
12:45	100	36.8	4.5	0.9	0.5	6.0	3.6	1.0	2.6	12.7	4.8	4.2	2.6	19.8
13:00	100	28.8	4.7	1.5	0.4	6.5	4.5	1.0	2.4	19.0	4.7	3.9	3.1	19.5
13:15	100	20.7	5.6	1.1	0.4	7.3	6.8	1.2	2.2	21.4	5.9	3.4	3.2	20.8
13:30	100	21.7	6.4	1.1	0.5	6.7	7.8	0.7	1.9	19.2	7.3	2.6	2.4	21.6
13:45	100	22.9	6.3	1.1	0.6	5.0	10.1	0.9	2.9	12.7	9.7	2.5	2.6	22.8
14:00	100	22.7	6.6	1.1	0.6	5.4	11.9	0.9	3.0	9.5	11.0	2.2	2.6	22.4
14:15	100	18.6	6.7	1.1	0.6	7.9	12.9	1.2	3.3	9.2	11.4	2.2	2.7	22.2
14:30	100	16.8	6.8	1.1	0.6	9.2	11.6	1.5	2.8	9.6	12.2	2.1	2.9	22.9
14:45	100	18.5	6.9	1.1	0.6	9.4	5.6	1.8	3.3	9.8	13.3	2.1	3.1	24.4
15:00	100	17.5	7.7	1.3	0.7	8.6	4.7	1.9	2.5	11.5	13.5	2.2	3.2	24.6
15:15	100	15.4	8.1	1.3	0.6	9.7	4.8	2.0	2.8	13.6	11.0	2.7	2.9	25.3
15:30	100	15.2	8.2	1.2	0.6	10.6	5.0	1.5	2.5	12.8	10.9	2.8	2.7	26.0
15:45	100	15.5	8.5	1.1	0.6	10.7	4.8	1.2	2.7	12.5	11.0	3.0	2.6	26.1

2.10 Utilisation TV par chaîne: parts de marché en %

TELECONTROL 2008 / Suisse romande

PARTS DE MARCHE en % (lu-di)

univers: 1'634'000 personnes (3+) échantillon: 1'317 personnes

2.10 Utilisation TV par chaîne: parts de marché en %

Mediapulse: rapport annuel 2008

	total TV	SRG SSR idée suisse			CH privées	étrangères: service public				étrangères: privées				autres
		TSR1	TSR2	autres		F2	F3	TV5	ARTE	TF1	M6	TNT	RTL9	
16:00	100	15.6	8.4	1.1	0.6	9.6	4.8	1.4	3.0	12.9	11.2	2.6	2.7	26.2
16:15	100	15.8	8.7	1.3	0.6	9.1	4.5	1.5	3.3	11.8	11.3	2.7	2.7	26.6
16:30	100	16.1	9.0	1.3	0.6	9.7	4.1	1.7	2.8	10.6	11.4	2.8	2.8	27.0
16:45	100	15.7	8.7	1.4	0.6	9.9	4.4	2.0	3.0	11.1	11.2	3.1	2.7	26.3
17:00	100	16.1	8.4	2.0	0.6	9.4	5.5	1.3	3.4	12.6	9.5	2.9	2.5	25.9
17:15	100	17.0	8.4	2.2	0.6	7.8	6.4	1.8	3.3	13.2	8.6	2.9	2.7	25.2
17:30	100	16.6	8.7	2.0	0.6	7.3	9.2	1.8	3.1	12.4	8.9	2.7	2.7	23.9
17:45	100	17.8	8.5	1.4	0.6	6.9	11.3	1.2	3.5	11.5	9.7	2.5	2.7	22.4
18:00	100	18.8	7.9	1.5	1.4	6.2	11.1	1.0	3.7	11.3	12.7	2.3	2.3	19.8
18:15	100	23.7	7.5	1.4	1.0	4.4	11.7	0.9	3.4	11.4	13.3	2.0	1.8	17.7
18:30	100	23.9	6.5	1.5	1.2	4.2	9.9	0.9	3.6	12.8	13.3	2.4	1.9	18.0
18:45	100	23.7	7.2	1.6	1.4	4.7	6.3	1.3	3.0	16.1	10.2	3.2	2.4	19.1
19:00	100	28.5	6.9	1.6	1.4	7.0	3.5	0.8	1.4	16.3	9.4	3.3	2.5	17.4
19:15	100	28.6	5.3	1.6	1.0	7.7	2.8	1.0	2.0	19.3	8.8	3.0	2.0	17.0
19:30	100	52.2	3.3	1.2	0.5	4.6	1.5	0.7	1.1	13.4	5.6	1.8	1.7	12.4
19:45	100	61.9	2.9	1.2	0.5	2.4	1.9	1.3	0.8	5.6	4.8	1.6	1.9	13.2
20:00	100	40.6	4.0	1.2	1.1	7.7	2.3	1.8	1.1	14.3	5.7	1.3	2.1	16.7
20:15	100	34.1	6.3	1.4	0.8	8.1	4.8	1.2	1.6	14.1	7.4	1.1	1.9	17.1
20:30	100	32.8	8.3	1.5	1.0	5.8	8.8	1.4	2.3	10.0	6.2	0.6	2.1	19.2
20:45	100	29.9	10.9	1.6	0.9	5.1	5.8	1.7	3.2	10.2	8.7	0.7	2.3	19.2
21:00	100	24.8	10.1	1.3	0.6	7.5	7.2	1.2	2.2	13.1	12.0	0.6	2.7	16.7
21:15	100	22.4	10.1	1.4	0.6	8.3	7.8	1.5	2.4	13.9	12.1	0.6	2.8	16.1
21:30	100	22.3	9.4	1.3	0.6	8.5	8.4	1.7	2.6	13.7	12.0	0.6	2.6	16.1
21:45	100	22.1	9.1	1.4	0.5	8.8	8.7	1.7	2.6	13.7	12.7	0.6	2.8	15.3
22:00	100	21.2	9.1	1.5	0.5	8.9	8.9	1.8	2.6	14.5	12.5	0.6	2.7	15.0
22:15	100	19.4	9.3	1.3	0.6	8.9	9.3	2.0	2.7	15.3	12.9	0.6	2.9	14.7
22:30	100	17.6	9.3	1.5	0.8	9.2	8.5	2.0	2.6	16.1	12.6	0.6	2.8	16.2
22:45	100	16.3	8.5	1.4	0.9	10.6	5.6	2.0	2.5	16.9	13.1	0.7	3.1	18.5
23:00	100	16.0	8.3	1.3	0.9	10.1	5.0	1.8	2.3	17.5	13.6	0.7	3.4	19.1
23:15	100	16.8	8.1	1.1	0.8	9.4	5.0	1.6	2.4	18.0	12.5	0.8	3.9	19.5
23:30	100	15.7	6.9	1.1	0.8	10.9	4.9	1.5	2.5	18.5	12.5	0.8	4.3	19.6
23:45	100	14.2	6.2	1.0	0.8	11.5	5.7	1.6	2.4	19.2	12.3	0.8	4.5	19.7
0:00	100	12.6	5.9	1.0	0.7	11.8	5.9	2.0	2.3	20.8	11.5	0.9	4.6	19.9
0:15	100	11.5	5.9	1.0	0.9	12.0	6.3	2.3	2.2	21.7	10.7	0.8	4.5	20.3
0:30	100	11.5	5.8	1.0	1.1	12.0	6.1	2.5	2.1	22.4	9.8	0.7	4.3	20.7
0:45	100	11.6	6.1	1.0	1.0	11.6	6.0	2.8	2.1	22.4	9.5	0.8	4.0	21.2
PM 18-23	100	28.7	7.8	1.4	0.8	7.0	6.6	1.4	2.3	13.5	10.2	1.3	2.4	16.6
UT 18-23	88	25	7	1	1	6	6	1	2	12	9	1	2	15
PM 24h	100	23.0	7.6	1.4	0.8	8.3	6.6	1.6	2.7	13.9	9.5	2.0	2.6	20.1
UT 24h	167	38	13	2	1	14	11	3	5	23	16	3	4	34

PM = Part de marché en %

UT = Utilisation en minutes (total)

TELECONTROL 2008 / Suisse romande

PENETRATION QUOTIDIENNE en % (lu-di)

univers: 1'634'000 personnes (3+) échantillon: 1'317 personnes

	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
TOTAL TV	68	69	67	67	67	69	70	71	71	72	72	70	73	74	73	74	74	74	74	73	74	72	71
TSR1	53	56	54	54	54	55	57	59	58	60	60	58	59	60	59	60	60	59	59	58	59	55	54
TSR2									6	15	22	24	29	31	31	32	32	33	34	35	37	34	35
TSR												60	62	64	63	63.1	63	63	62	62	63	59	58
SF1	20	19	19	17	17	18	18	19	18	16	15	14	13	14	12	11.4	9	9	8	7	7	7	6
TSI 1	19	16	17	15	15	14	15	16	15	14	13	13	12	12	11	10	8	7	7	7	7	6	6
TF1	44	48	49	48	46	48	50	51	50	49	48	46	48	49	49	49	50	50	50	50	50	47	45
F 2	43	43	42	40	39	41	43	43	42	43	42	39	40	41	40	40	41	40	40	40	40	38	37
F 3	32	37	37	35	32	34	36	38	37	39	38	35	36	38	36	37	38	38	37	36	37	35	34
M6						18	21	27	29	31	33	32	32	34	34	36	37	37	37	36	37	35	35
TV5											16	16	17	19	20	20	20	20	20	19	19	19	19
RTL9												20	22	25	24	24	25	25	26	24	24	21	21
TNT												12	12	15	16	16	16	17	16	15	14	14	11
Autres	24	23	24																	57.68	58	58	58
TOTAL VIDEO (cass./jeux)		10	10	7	11	13	15	14	14	16	16	15	14	16	14	14	16	16.4	17	16	15	18	16

Remarque

TSR1: jusqu'au 31.8.1997 TSR, TSR2: jusqu'au 31.8.1997 Suisse 4 / jusqu'à fin février 1995: chaîne sportive, SF1: jusqu'au 31.8.1997 SF DRS, TSI 1: jusqu'au 31.8.1997 TSI.

Dès 1987, les données concernant la vidéo ont été relevées par TELECONTROL. Depuis 1989, seule est saisie l'utilisation de la vidéo proprement dite (sans TV par le biais de la vidéo).

Il se peut que les totaux fassent apparaître des écarts dus aux valeurs arrondies.

TELECONTROL 2008 / Suisse romande

UTILISATION en minutes (lu-di)

univers: 1'634'000 personnes (3+) échantillon: 1'317 personnes

	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
TOTAL TV	130	128	124	125	129	137	139	144	145	149	150	143	154	161	159	164	167	168	173	171	169	163	167
SRG SSR	55	51	47	46	46	49	50	52	52	51	52	51	56	58	56	56	55	56	56	57	58	53	54
TSR1	45	44	39	39	40	43	43	46	46	44	43	41	44	45	43	43	42	43	43	44	41	40	38
TSR2									2	3	6	6	8	8	9	8	9	9	10	11	14	11	13
TSR												47	52	53	51	51	51	52	53	54	55	50	51
SF1	6	5	5	4	4	4	3	3	3	3	2	3	3	3	3	3	3	3	2	2	2	2	1
TSI 1	4	2	3	3	2	1	1	2	1	1	1	1	1	1	1	1	1	1	0	0	0	0	0
Non SRG SSR	75	78	77	79	84	88	89	92	93	98	98	94	98	102	103	109	112	112	117	114	111	111	114
TF1	26	33	35	33	30	30	30	33	31	27	24	22	24	24	25	26	28	28	29	29	28	25	23
F 2	25	23	20	18	17	17	18	17	18	18	17	16	15	15	15	15	16	16	17	16	15	14	14
F 3	11	12	12	11	9	10	10	11	11	12	12	11	10	10	10	11	11	11	11	10	10	10	11
M6						6	8	10	11	12	13	12	12	12	12	15	15	15	16	15	16	15	16
TV5											2	2	2	2	3	3	3	3	3	2	2	2	3
RTL9												5	7	8	7	8	8	7	7	6	5	4	4
TNT												4	4	4	5	5	5	6	5	4	3	4	3
Autres	13	10	10	17	22	17	23	21	22	29	30	22	24	27	27	27	27	28	30	32	32	36	40
TOTAL VIDEO (cass./jeux)		8	8	5	8	9	10	10	9	11	10	10	9	9	8	8	9	9	11	11	11	16	12

Remarque

TSR1: jusqu'au 31.8.1997 TSR, TSR2: jusqu'au 31.8.1997 Suisse 4 / jusqu'à fin février 1995: chaîne sportive, SF1: jusqu'au 31.8.1997 SF DRS, TSI 1: jusqu'au 31.8.1997 TSI.

Dès 1987, les données concernant la vidéo ont été relevées par TELECONTROL. Depuis 1989, seule est saisie l'utilisation de la vidéo proprement dite (sans TV par le biais de la vidéo).
Dès 1999 les valeurs de la TSR2 et de la TSI 2 ont été intégrées à celles de la catégorie SRG SSR.

Il se peut que les totaux fassent apparaître des écarts dus aux valeurs arrondies.

2.13 Utilisation TV en comparaison pluriannuelle: parts de marché en %

TELECONTROL 2008 / Suisse romande

PART DE MARCHÉ en % (lu-di)

univers: 1'634'000 personnes (3+) échantillon: 1'317 personnes

	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
SRG SSR	42	39	38	37	37	36	36	36	35	35	35	35	36	36	35	34	33	33	32	34	34	32	32
TSR1	35	34	32	32	31	31	31	32	31	30	29	28	29	28	27	26	25	25	25	25	24	24	23
TSR2					1	1	2	1	1	2	4	4	5	5	5	5	5	5	6	6	8	6	8
TSR												32	34	33	32	31	30	31	30	32	32	31	31
SF1	5	4	4	3	3	3	2	2	2	2	2	2	2	2	2	2	2	2	1	1	1	1	1
TSI 1	3	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	0	0	0	0	0	0	0
Non SRG SSR	58	61	62	63	63	64	64	64	65	65	65	65	64	64	65	66	67	67	68	66	66	68	68
TF1	20	26	29	26	23	22	22	23	21	18	16	15	15	15	16	16	17	17	17	17	17	15	14
F 2	20	18	16	15	13	13	13	12	12	12	12	11	10	10	9	9	10	10	10	9	9	9	8
F 3	8	10	9	8	7	7	7	7	7	8	8	7	7	6	6	7	7	7	7	6	6	6	7
M6					3	5	6	7	8	8	8	9	8	8	7	9	9	9	9	9	9	9	10
TV5											1	1	1	2	2	2	2	2	1	1	1	2	2
RTL9												4	4	5	5	5	5	4	4	3	3	2	3
TNT												3	2	3	3	3	3	3	3	3	2	2	2
Autres	10	8	8	13	17	17	16	15	16	19	20	15	16	17	17	16	16	16	18	18	19	22	24

Remarque

TSR1: jusqu'au 31.8.1997 TSR, TSR2: jusqu'au 31.8.1997 Suisse 4 / jusqu'à fin février 1995: chaîne sportive, SF1: jusqu'au 31.8.1997 SF DRS, TSI 1: jusqu'au 31.8.1997 TSI.

Dès 1999 les valeurs de la TSR2 et de la TSI 2 ont été intégrées à celles de la catégorie SRG SSR.

Il se peut que les totaux fassent apparaître des écarts dus aux valeurs arrondies.

TELECONTROL 2008/ Suisse romande

TAUX DE VISION en % (lu-ve) / (lu-di)

univers: 1'634'000 personnes (3+) échantillon: 1'317 personnes

	CANAL VIDEO / lu-ve				TOTAL TV + VIDEO / lu-ve			CANAL VIDEO / lu-di				TOTAL TV + VIDEO / lu-di		
	FOY-R	P-R	3-14 R	P-PDM	FOY-R	P-R	3-14 R	FOY-R	P-R	3-14 R	P-PDM	FOY-R	P-R	3-14 R
6:00	0.2	0.1	0.0	10.0	2.5	1.2	0.1	0.2	0.1	0.0	9.9	2.5	1.3	0.1
6:15	0.3	0.1	0.0	11.3	2.6	1.3	0.1	0.3	0.1	0.0	10.8	2.6	1.3	0.1
6:30	0.3	0.1	0.0	10.6	2.8	1.3	0.4	0.3	0.1	0.0	10.3	2.8	1.3	0.4
6:45	0.3	0.1	0.1	8.5	3.6	1.7	1.7	0.3	0.1	0.0	8.7	3.4	1.6	1.4
7:00	0.3	0.1	0.1	6.4	4.9	2.4	3.5	0.3	0.1	0.1	6.9	4.5	2.2	2.8
7:15	0.4	0.2	0.2	6.7	5.5	2.7	4.7	0.4	0.2	0.2	7.2	5.1	2.5	3.9
7:30	0.4	0.2	0.3	7.2	6.1	2.9	6.1	0.4	0.2	0.3	7.6	5.8	2.8	5.3
7:45	0.6	0.3	0.4	8.9	6.6	3.1	6.8	0.6	0.3	0.4	9.1	6.5	3.1	6.3
8:00	0.7	0.3	0.5	9.8	6.8	3.2	6.8	0.7	0.3	0.6	9.9	7.1	3.4	7.0
8:15	0.7	0.3	0.7	10.2	7.2	3.4	6.9	0.8	0.4	0.8	10.3	7.7	3.7	7.7
8:30	0.7	0.3	0.8	9.0	7.5	3.5	7.2	0.8	0.4	0.9	9.3	8.4	4.0	8.4
8:45	0.7	0.3	0.9	8.5	7.9	3.7	6.7	0.8	0.4	1.1	9.0	8.9	4.3	8.4
9:00	0.8	0.3	1.1	9.1	8.2	3.8	6.2	0.9	0.4	1.3	9.6	9.4	4.5	8.3
9:15	0.9	0.4	1.2	10.7	8.0	3.8	6.1	1.0	0.5	1.5	10.8	9.6	4.6	8.3
9:30	0.9	0.4	1.3	11.2	8.2	3.9	5.9	1.1	0.5	1.6	11.2	10.0	4.9	8.2
9:45	1.0	0.5	1.3	11.6	8.3	4.0	5.8	1.2	0.6	1.6	11.5	10.3	5.0	8.0
10:00	1.0	0.5	1.3	11.7	8.6	4.1	5.6	1.2	0.6	1.6	11.5	10.6	5.2	7.8
10:15	1.1	0.5	1.3	11.8	8.8	4.2	5.6	1.3	0.6	1.7	11.5	11.0	5.4	7.7
10:30	1.1	0.5	1.4	11.8	9.3	4.4	5.6	1.3	0.6	1.7	11.5	11.5	5.6	7.6
10:45	1.2	0.5	1.4	11.2	10.0	4.7	5.5	1.3	0.6	1.7	10.9	12.3	6.0	7.4
11:00	1.2	0.5	1.4	9.7	11.4	5.4	5.5	1.4	0.7	1.7	9.8	13.5	6.6	7.2
11:15	1.1	0.5	1.3	8.3	12.9	6.1	5.6	1.3	0.6	1.6	8.7	14.8	7.2	7.2
11:30	1.2	0.5	1.4	7.6	14.4	6.9	6.2	1.3	0.6	1.7	8.1	16.1	7.9	7.5
11:45	1.3	0.6	1.7	7.5	16.1	7.8	8.3	1.4	0.7	1.9	7.9	17.6	8.7	8.9
12:00	1.3	0.6	1.8	6.9	18.6	9.2	10.1	1.5	0.7	2.0	7.3	19.8	10.0	10.1
12:15	1.4	0.7	1.9	6.5	21.8	10.9	11.0	1.5	0.8	2.0	6.8	22.5	11.5	10.7
12:30	1.5	0.8	2.0	6.0	25.1	12.7	12.2	1.6	0.8	2.1	6.3	25.4	13.1	11.5
12:45	1.6	0.8	2.1	5.5	28.7	14.7	13.3	1.7	0.9	2.2	5.8	28.7	14.9	12.2
13:00	1.7	0.9	2.1	5.7	29.1	15.0	12.7	1.8	0.9	2.2	6.0	29.4	15.3	11.8
13:15	1.7	0.9	2.0	6.1	27.1	13.9	10.6	1.8	0.9	2.0	6.4	28.0	14.6	10.3
13:30	1.7	0.9	1.9	6.8	25.1	12.8	8.2	1.9	1.0	2.0	7.0	26.7	13.9	8.5
13:45	1.7	0.8	1.7	6.9	24.1	12.2	7.1	1.9	1.0	1.8	7.1	26.0	13.4	7.6
14:00	1.6	0.8	1.6	6.9	23.1	11.6	6.6	1.8	1.0	1.7	7.2	25.3	13.0	7.2
14:15	1.6	0.8	1.6	7.2	22.3	11.1	6.3	1.9	1.0	1.7	7.5	24.6	12.6	6.9
14:30	1.7	0.8	1.6	7.5	21.5	10.7	6.1	1.9	1.0	1.8	7.7	24.1	12.3	6.7
14:45	1.6	0.8	1.6	8.0	20.3	10.0	6.0	1.8	1.0	1.7	8.0	23.1	11.7	6.6
15:00	1.6	0.8	1.5	8.4	19.4	9.5	5.9	1.8	1.0	1.7	8.4	22.4	11.4	6.6
15:15	1.6	0.8	1.5	8.7	18.8	9.2	6.0	1.8	1.0	1.7	8.6	22.0	11.2	6.7
15:30	1.6	0.8	1.6	8.9	18.7	9.2	6.3	1.8	1.0	1.7	8.7	22.0	11.2	6.9
15:45	1.6	0.8	1.6	8.7	19.0	9.3	6.7	1.8	1.0	1.7	8.6	22.3	11.3	7.2

2.15 Utilisation vidéo (incl. DVD) par jour ouvrable: rating en %

2.15 Utilisation vidéo (incl. DVD) par jour ouvrable: rating en %

TELECONTROL 2008 / Suisse romande

TAUX DE VISION en % (lu-ve) / (lu-di)

univers: 1'634'000 personnes (3+) échantillon: 1'317 personnes

	CANAL VIDEO / lu-ve				TOTAL TV + VIDEO / lu-ve			CANAL VIDEO / lu-di				TOTAL TV + VIDEO / lu-di		
	FOY-R	P-R	3-14 R	P-PDM	FOY-R	P-R	3-14 R	FOY-R	P-R	3-14 R	P-PDM	FOY-R	P-R	3-14 R
16:00	1.6	0.8	1.6	8.5	19.4	9.5	7.1	1.9	1.0	1.8	8.5	22.6	11.5	7.5
16:15	1.6	0.8	1.7	8.4	20.1	9.8	8.1	1.9	1.0	1.9	8.4	23.3	11.8	8.3
16:30	1.8	0.9	2.0	8.6	21.1	10.3	9.3	2.0	1.1	2.1	8.6	24.2	12.3	9.3
16:45	1.9	1.0	2.2	8.6	22.2	10.9	10.3	2.1	1.1	2.3	8.7	25.3	12.9	10.1
17:00	2.0	1.0	2.4	8.7	23.5	11.6	11.2	2.2	1.2	2.5	8.7	26.6	13.6	10.9
17:15	2.1	1.1	2.6	8.4	25.4	12.7	12.1	2.3	1.2	2.6	8.5	28.2	14.5	11.6
17:30	2.2	1.1	2.7	7.7	28.4	14.4	12.7	2.4	1.3	2.7	7.8	30.6	16.0	12.3
17:45	2.2	1.1	2.7	7.1	31.2	16.0	13.0	2.4	1.3	2.7	7.4	33.1	17.4	12.7
18:00	2.2	1.2	2.7	6.4	35.1	18.1	13.3	2.5	1.3	2.7	6.8	36.4	19.2	13.0
18:15	2.2	1.1	2.7	5.6	39.3	20.4	13.8	2.4	1.3	2.7	6.1	39.8	21.1	13.4
18:30	2.3	1.2	2.7	5.4	41.5	21.7	14.7	2.4	1.3	2.7	5.8	42.0	22.4	14.2
18:45	2.4	1.2	2.6	5.4	42.8	22.7	15.7	2.5	1.3	2.6	5.7	43.3	23.3	15.1
19:00	2.5	1.3	2.6	5.2	45.3	24.3	16.0	2.6	1.4	2.6	5.6	45.6	24.8	15.3
19:15	2.5	1.3	2.5	5.0	48.5	26.4	16.1	2.7	1.4	2.6	5.4	48.6	26.8	15.5
19:30	2.5	1.4	2.5	4.5	55.0	30.7	16.0	2.7	1.5	2.6	4.8	54.8	30.9	15.5
19:45	2.7	1.5	2.6	4.7	57.8	32.6	16.2	2.8	1.6	2.6	4.9	57.4	32.7	15.7
20:00	2.9	1.6	2.5	4.9	59.2	33.7	16.0	3.0	1.7	2.5	5.1	58.7	33.7	15.6
20:15	3.0	1.7	2.4	5.1	60.8	34.7	16.0	3.1	1.8	2.5	5.3	60.2	34.7	15.6
20:30	3.2	1.8	2.1	5.2	62.4	35.7	15.5	3.3	1.9	2.3	5.5	61.8	35.7	15.2
20:45	3.4	2.0	1.9	5.5	63.6	36.5	14.0	3.5	2.1	2.2	5.8	63.1	36.7	14.2
21:00	3.5	2.1	1.7	5.6	65.2	37.6	13.4	3.6	2.2	1.9	5.9	64.7	37.8	13.7
21:15	3.6	2.2	1.5	5.7	65.6	38.0	12.9	3.7	2.3	1.8	6.0	65.2	38.2	13.3
21:30	3.7	2.2	1.4	5.9	65.3	37.8	12.0	3.8	2.3	1.6	6.2	64.8	38.0	12.5
21:45	3.7	2.2	1.3	6.0	64.2	37.2	11.1	3.7	2.3	1.5	6.3	63.8	37.3	11.6
22:00	3.5	2.1	1.2	6.0	62.5	36.1	10.3	3.6	2.2	1.3	6.2	62.1	36.3	10.8
22:15	3.3	2.0	1.0	5.9	58.6	33.7	9.3	3.4	2.1	1.1	6.2	58.5	34.0	9.8
22:30	3.0	1.8	0.8	6.1	52.1	29.6	7.9	3.1	1.9	1.0	6.4	52.0	29.9	8.3
22:45	2.7	1.6	0.7	6.5	45.1	25.3	6.5	2.8	1.7	0.8	6.7	45.2	25.7	6.8
23:00	2.5	1.5	0.6	6.8	39.4	21.9	5.5	2.6	1.5	0.7	6.9	39.7	22.3	5.8
23:15	2.3	1.3	0.5	7.1	33.9	18.6	4.5	2.3	1.4	0.6	7.2	34.5	19.2	4.8
23:30	2.0	1.2	0.4	7.4	29.3	16.0	3.7	2.1	1.2	0.5	7.4	30.0	16.6	3.9
23:45	1.8	1.0	0.4	7.4	25.5	13.9	3.0	1.8	1.1	0.4	7.4	26.3	14.5	3.2
0:00	1.5	0.9	0.3	7.3	22.0	11.9	2.4	1.6	0.9	0.3	7.2	22.8	12.4	2.6
0:15	1.3	0.7	0.2	7.1	18.6	10.0	1.9	1.3	0.7	0.2	7.0	19.4	10.5	2.1
0:30	1.1	0.6	0.2	7.2	15.7	8.4	1.6	1.2	0.6	0.2	7.1	16.6	9.0	1.8
0:45	1.0	0.5	0.1	7.3	13.3	7.1	1.3	1.0	0.6	0.1	7.1	14.1	7.6	1.4
PQ 24h	24	16	21		88	72	64	24	16	22		88	72	64
UT 24h	21	11	16		317	170	96	22	12	18		331	179	100
US 24h	87	71	78		359	237	150	92	75	80		376	249	156

R = Rating en %

PDM = Part de marché en % PQ = Pénétration quotidienne en %

UT = Utilisation en minutes (total)

US = Utilisation en minutes (spectateurs)

3-14 = Personnes 3-14 ans

2.15 Utilisation vidéo (incl. DVD) par jour ouvrable: rating en %

TELECONTROL 2008 / Suisse romande

TAUX DE VISION en % (sa / di)

univers: 1'634'000 personnes (3+) échantillon: 1'317 personnes

	CANAL VIDEO / sa				TOTAL TV + VIDEO / sa			CANAL VIDEO / di				TOTAL TV + VIDEO / di		
	FOY-R	P-R	3-14 R	P-PDM	FOY-R	P-R	3-14 R	FOY-R	P-R	3-14 R	P-PDM	FOY-R	P-R	3-14 R
6:00	0.3	0.1	0.0	10.2	2.6	1.3	0.2	0.3	0.1	0.0	9.3	2.8	1.4	0.2
6:15	0.3	0.1	0.0	10.1	2.6	1.3	0.2	0.2	0.1	0.0	9.0	2.8	1.4	0.2
6:30	0.3	0.1	0.0	10.4	2.7	1.3	0.3	0.2	0.1	0.0	8.4	2.8	1.4	0.3
6:45	0.3	0.1	0.1	9.8	2.9	1.4	0.6	0.2	0.1	0.0	8.6	2.9	1.4	0.4
7:00	0.3	0.1	0.1	8.2	3.6	1.8	1.3	0.3	0.1	0.1	8.0	3.3	1.6	0.9
7:15	0.4	0.2	0.2	9.1	4.2	2.1	2.2	0.3	0.2	0.1	8.3	3.9	1.9	1.5
7:30	0.5	0.2	0.3	9.4	5.3	2.5	3.8	0.4	0.2	0.2	8.2	4.7	2.3	2.7
7:45	0.7	0.3	0.5	10.7	6.3	3.0	5.8	0.5	0.2	0.3	8.7	5.9	2.9	4.1
8:00	0.8	0.4	0.8	10.5	7.8	3.7	8.8	0.7	0.4	0.6	9.9	7.6	3.7	6.4
8:15	1.0	0.5	1.2	10.6	9.1	4.4	10.8	0.9	0.4	0.8	10.2	9.0	4.4	8.5
8:30	1.1	0.5	1.4	10.2	10.2	5.0	12.1	1.1	0.5	1.2	9.8	11.0	5.4	10.8
8:45	1.1	0.5	1.6	10.1	10.8	5.4	13.3	1.2	0.6	1.5	10.1	12.3	6.1	12.4
9:00	1.2	0.6	1.9	10.6	11.5	5.8	14.0	1.5	0.7	1.9	11.0	13.6	6.8	13.4
9:15	1.3	0.7	2.3	11.1	12.2	6.2	14.3	1.6	0.8	2.3	11.1	14.7	7.3	13.6
9:30	1.4	0.7	2.4	11.1	12.9	6.5	14.2	1.7	0.9	2.3	11.0	15.9	8.0	13.6
9:45	1.5	0.8	2.4	11.5	13.2	6.6	13.6	1.8	0.9	2.5	10.7	17.0	8.6	13.6
10:00	1.6	0.8	2.4	12.1	13.4	6.8	13.1	1.8	0.9	2.5	10.0	18.1	9.2	13.4
10:15	1.6	0.9	2.5	12.4	13.8	7.0	12.9	1.8	0.9	2.5	9.4	19.2	9.8	13.3
10:30	1.7	0.9	2.5	12.4	14.1	7.2	12.3	1.8	0.9	2.4	9.1	20.2	10.3	12.8
10:45	1.6	0.8	2.2	11.5	14.7	7.5	11.7	1.9	1.0	2.6	9.2	21.5	10.9	12.2
11:00	1.7	0.9	2.4	11.7	15.3	7.7	11.2	2.0	1.0	2.6	8.9	22.8	11.7	11.9
11:15	1.7	0.9	2.3	10.9	15.9	8.0	11.0	1.9	1.0	2.3	8.3	23.3	12.1	11.4
11:30	1.7	0.9	2.3	10.4	16.9	8.5	10.9	1.9	1.0	2.3	8.1	24.0	12.5	10.8
11:45	1.7	0.9	2.4	9.8	17.9	9.1	10.4	1.9	1.0	2.3	8.0	24.5	12.9	10.5
12:00	1.7	0.9	2.4	8.8	19.8	10.2	10.3	1.9	1.0	2.3	7.4	25.6	13.6	9.9
12:15	1.7	0.9	2.4	7.9	21.7	11.3	10.3	1.9	1.0	2.3	7.0	27.1	14.5	9.5
12:30	1.7	0.9	2.3	7.4	23.9	12.5	10.2	1.9	1.0	2.2	6.6	28.5	15.3	9.0
12:45	1.8	0.9	2.3	6.6	26.7	14.2	10.3	2.0	1.0	2.2	6.3	30.9	16.8	8.6
13:00	1.9	1.0	2.4	6.8	27.7	14.8	10.2	2.1	1.1	2.0	6.5	32.4	17.7	8.7
13:15	2.1	1.1	2.4	7.5	27.6	14.7	9.9	2.3	1.2	2.1	6.7	33.0	18.0	8.7
13:30	2.2	1.2	2.4	8.1	27.6	14.6	9.6	2.4	1.3	2.0	6.9	33.5	18.3	8.7
13:45	2.2	1.2	2.4	8.4	27.3	14.4	9.2	2.5	1.3	2.0	7.1	34.2	18.7	8.8
14:00	2.2	1.2	2.1	8.7	26.4	13.8	8.4	2.5	1.4	2.0	7.2	35.2	19.2	8.9
14:15	2.2	1.2	2.0	8.6	26.0	13.6	8.0	2.6	1.5	2.2	7.6	35.3	19.2	8.6
14:30	2.2	1.2	2.0	8.6	25.9	13.5	7.9	2.6	1.5	2.2	7.6	35.3	19.2	8.5
14:45	2.2	1.2	2.0	8.7	25.6	13.3	7.6	2.6	1.5	2.0	7.5	35.1	19.1	8.5
15:00	2.2	1.2	1.9	8.7	25.4	13.2	7.5	2.6	1.5	2.2	7.8	34.6	18.8	8.7
15:15	2.1	1.1	1.9	8.5	25.6	13.3	7.7	2.7	1.6	2.3	8.2	34.8	19.0	8.8
15:30	2.1	1.1	1.8	8.4	26.0	13.4	7.7	2.8	1.6	2.3	8.4	35.0	19.1	8.9
15:45	2.1	1.1	1.8	8.2	26.3	13.6	7.8	2.8	1.6	2.4	8.4	35.0	19.2	9.3

TELECONTROL 2008 / Suisse romande

TAUX DE VISION en % (sa / di)

univers: 1'634'000 personnes (3+) échantillon: 1'317 personnes

	CANAL VIDEO / sa				TOTAL TV + VIDEO / sa			CANAL VIDEO / di				TOTAL TV + VIDEO / di		
	FOY-R	P-R	3-14 R	P-PDM	FOY-R	P-R	3-14 R	FOY-R	P-R	3-14 R	P-PDM	FOY-R	P-R	3-14 R
16:00	2.1	1.1	1.8	7.9	26.7	13.9	7.9	2.9	1.7	2.5	8.8	34.9	19.2	9.2
16:15	2.1	1.2	1.8	8.1	27.1	14.1	8.1	3.0	1.8	2.7	8.9	35.4	19.4	9.4
16:30	2.2	1.2	2.0	8.2	28.3	14.8	8.6	3.1	1.8	2.9	8.9	36.1	19.8	10.0
16:45	2.3	1.3	2.3	8.3	29.4	15.4	9.3	3.2	1.9	3.0	9.3	37.0	20.4	10.3
17:00	2.5	1.4	2.4	8.5	30.5	16.0	9.6	3.2	1.9	3.0	8.9	37.9	20.9	10.6
17:15	2.6	1.4	2.3	8.4	31.8	16.7	10.2	3.3	1.9	2.9	8.9	38.7	21.5	11.0
17:30	2.6	1.4	2.4	7.9	33.1	17.6	10.9	3.2	1.9	3.0	8.6	39.5	22.0	11.3
17:45	2.6	1.4	2.5	7.7	34.5	18.6	11.9	3.3	1.9	3.1	8.2	41.2	23.1	12.2
18:00	2.7	1.5	2.6	7.5	36.2	19.6	12.0	3.4	1.9	3.0	8.0	43.2	24.3	12.5
18:15	2.7	1.5	2.6	7.2	37.7	20.5	11.9	3.3	1.9	2.9	7.5	44.9	25.3	13.0
18:30	2.7	1.5	2.5	6.8	39.4	21.5	12.4	3.2	1.8	2.9	6.7	47.2	26.8	13.4
18:45	2.7	1.5	2.6	6.8	39.9	22.0	12.5	3.2	1.8	2.9	6.4	49.2	28.1	14.2
19:00	2.8	1.6	2.6	6.8	40.9	22.7	12.7	3.2	1.8	2.7	6.1	51.8	29.7	14.5
19:15	3.0	1.6	2.8	6.8	42.9	24.1	13.0	3.2	1.8	2.6	5.8	54.4	31.4	14.6
19:30	2.9	1.7	2.9	6.0	48.4	27.6	13.2	3.1	1.8	2.6	5.2	60.0	35.2	15.2
19:45	2.9	1.7	2.9	5.9	50.4	29.1	13.6	3.2	1.9	2.5	5.1	62.6	36.9	15.3
20:00	3.1	1.9	2.9	6.2	51.0	29.8	14.3	3.4	2.0	2.5	5.3	63.7	37.9	14.9
20:15	3.2	2.0	3.2	6.4	51.8	30.5	15.1	3.4	2.1	2.2	5.4	65.4	39.0	14.2
20:30	3.4	2.2	3.6	7.1	52.9	31.3	15.5	3.6	2.2	1.9	5.5	67.1	40.1	13.4
20:45	3.7	2.5	3.8	7.5	54.6	32.5	16.5	3.8	2.3	2.0	5.6	69.1	41.6	12.7
21:00	3.8	2.6	3.6	7.6	56.3	33.7	16.9	3.8	2.4	1.6	5.7	70.4	42.6	12.1
21:15	4.0	2.7	3.5	7.9	57.0	34.2	16.8	3.8	2.4	1.3	5.7	71.1	43.1	11.5
21:30	4.1	2.8	3.4	8.1	57.0	34.4	16.9	3.8	2.4	1.0	5.7	70.4	42.7	10.5
21:45	4.1	2.8	3.1	8.1	56.8	34.2	16.3	3.8	2.4	0.9	5.8	68.4	41.3	9.4
22:00	4.0	2.7	2.8	8.1	55.9	33.6	15.4	3.6	2.3	0.8	5.6	66.4	40.0	8.6
22:15	3.9	2.6	2.4	8.2	53.4	31.9	14.0	3.3	2.1	0.6	5.5	62.8	37.5	7.7
22:30	3.6	2.4	2.0	8.2	49.8	29.6	12.3	3.0	1.9	0.5	5.9	53.7	31.5	6.3
22:45	3.3	2.2	1.5	8.1	46.0	27.1	10.2	2.7	1.6	0.5	6.2	45.0	25.9	5.0
23:00	3.1	2.0	1.2	8.3	42.2	24.6	8.6	2.4	1.4	0.4	6.4	39.0	22.1	4.2
23:15	2.9	1.8	1.0	8.2	37.8	21.8	7.2	2.1	1.3	0.3	6.6	33.9	19.1	3.6
23:30	2.7	1.6	0.7	8.4	34.3	19.7	6.0	1.8	1.1	0.2	6.5	29.4	16.4	2.9
23:45	2.5	1.4	0.5	8.3	31.1	17.7	4.9	1.5	0.9	0.2	6.2	25.7	14.3	2.5
0:00	2.2	1.3	0.5	8.1	27.9	15.7	4.1	1.3	0.7	0.1	5.8	21.7	12.0	2.0
0:15	1.9	1.1	0.4	7.8	25.0	14.0	3.6	1.1	0.6	0.1	5.6	17.9	9.8	1.6
0:30	1.7	1.0	0.3	7.8	22.4	12.5	3.1	0.9	0.5	0.0	5.8	15.2	8.3	1.3
0:45	1.5	0.8	0.3	7.7	19.9	11.0	2.7	0.8	0.4	0.0	5.9	12.8	6.9	1.0
PQ 24h	25	17	25		85	70	66	26	18	23		89	74	62
UT 24h	26	15	22		335	185	114	27	15	20		394	222	104
US 24h	104	86	90		392	265	174	105	86	84		442	298	168

R = Rating en %

PDM = Part de marché en % PQ = Pénétration quotidienne en %

UT = Utilisation en minutes (total)

US = Utilisation en minutes (spectateurs)

3-14 = Personnes 3-14 ans

2.15 Utilisation vidéo (incl. DVD) par jour ouvrable: rating en %

TELECONTROL 2008 / Suisse romande

PENETRATION en % (lu-di), personnes 15+ ans, foyers Teletext

univers: 1'348'000 personnes (15+)

	total		SRG SSR idée suisse				autres					
	FOY	PERS 15+	TSR1	TSR2	SF1	TSI 1	TV5	ENEWS	TF1	F2	F3	AUTRES
6:00	0.3	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
6:15	0.3	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
6:30	0.4	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
6:45	0.6	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
7:00	0.6	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
7:15	0.7	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
7:30	0.6	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
7:45	0.6	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
8:00	0.5	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
8:15	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
8:30	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
8:45	0.6	0.3	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
9:00	0.6	0.3	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
9:15	0.7	0.4	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
9:30	0.7	0.4	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
9:45	0.7	0.4	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
10:00	0.7	0.4	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
10:15	0.7	0.4	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
10:30	0.7	0.4	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
10:45	0.8	0.4	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
11:00	0.8	0.4	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
11:15	0.9	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
11:30	0.9	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
11:45	1.1	0.6	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
12:00	0.9	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
12:15	0.9	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
12:30	1.2	0.7	0.3	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
12:45	1.3	0.8	0.5	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
13:00	1.1	0.7	0.3	0.1	0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.1
13:15	1.2	0.7	0.3	0.1	0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.1
13:30	1.0	0.6	0.2	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.1
13:45	0.9	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
14:00	0.8	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
14:15	0.9	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
14:30	0.9	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
14:45	0.9	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
15:00	0.9	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
15:15	0.9	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
15:30	0.9	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
15:45	1.0	0.6	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1

2.16 Utilisation télétexte par chaîne: pénétration en %

TELECONTROL 2008 / Suisse romande

PENETRATION en % (lu-di), personnes 15+ ans, foyers Teletext

univers: 1'348'000 personnes (15+)

	total		SRG SSR idée suisse				autres					
	FOY	PERS 15+	TSR1	TSR2	SF1	TSI 1	TV5	ENEWS	TF1	F2	F3	AUTRES
16:00	1.0	0.6	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
16:15	1.1	0.6	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
16:30	1.0	0.6	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
16:45	1.2	0.7	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
17:00	1.4	0.8	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
17:15	1.4	0.8	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
17:30	1.5	0.9	0.5	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
17:45	1.7	1.0	0.5	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2
18:00	1.8	1.1	0.5	0.2	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.2
18:15	1.7	1.0	0.4	0.2	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.2
18:30	1.9	1.1	0.6	0.2	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.2
18:45	2.3	1.4	0.7	0.2	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.2
19:00	1.8	1.1	0.6	0.1	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.2
19:15	2.2	1.4	0.8	0.2	0.1	0.0	0.0	0.0	0.2	0.1	0.0	0.2
19:30	1.9	1.2	0.7	0.1	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.1
19:45	2.4	1.6	1.0	0.1	0.0	0.0	0.1	0.0	0.1	0.1	0.0	0.2
20:00	2.9	1.9	1.1	0.2	0.0	0.0	0.0	0.0	0.1	0.2	0.1	0.3
20:15	2.2	1.4	0.6	0.2	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.3
20:30	2.6	1.7	0.8	0.3	0.0	0.0	0.1	0.0	0.1	0.2	0.0	0.3
20:45	2.6	1.7	0.8	0.3	0.0	0.0	0.1	0.0	0.1	0.1	0.1	0.3
21:00	1.9	1.2	0.5	0.3	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.2
21:15	1.8	1.2	0.5	0.2	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.2
21:30	2.1	1.4	0.5	0.3	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.3
21:45	1.9	1.3	0.5	0.3	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.3
22:00	1.8	1.2	0.5	0.3	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.3
22:15	2.2	1.5	0.6	0.3	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.3
22:30	2.4	1.6	0.7	0.5	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.3
22:45	2.1	1.4	0.6	0.4	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.3
23:00	1.7	1.1	0.5	0.3	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.2
23:15	1.5	0.9	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2
23:30	1.2	0.8	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2
23:45	1.1	0.7	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2
0:00	0.9	0.6	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
0:15	0.8	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
0:30	0.7	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
0:45	0.7	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
PQ 18-23	18.9	12.8	7.7	2.9	0.3	0.1	0.4	0.1	1.3	1.2	0.5	2.8
UT 18-23	0.9	0.6	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
PQ 24h	27.6	19.3	12.1	5.1	0.5	0.1	0.7	0.3	2.0	2.5	0.9	5.2
UT 24h	2.5	1.5	0.7	0.2	0.1	0.0	0.1	0.0	0.1	0.1	0.0	0.2

PQ = Pénétration quotidienne en %

UT = Utilisation en minutes (total)

3. RECHERCHE RADIO (RADIOCONTROL)

3.1 Radiocontrol: méthode, échantillon et compte-rendu

3.1.1 Description méthodologique

Depuis le 1^{er} janvier 2001, Mediapulse SA (Service de la recherche SRG SSR jusqu'au 30.06.2006) enregistre la fréquentation radio à l'aide du RADIOCONTROL, un système de mesure électronique. La technologie choisie et la base d'enquête fournissent des renseignements précis sur l'écoute radio (live) des personnes de 15 ans et + domiciliées en Suisse.

Le Radiocontrol est une montre-bracelet avec microphone incorporé. Cette montre « écoute » les mêmes stations que les personnes qui la portent, à la maison, au travail ou en déplacement, minute après minute, 24 heures sur 24.

Le mode de fonctionnement est très simple : pendant la semaine test, la montre active son microphone 4 secondes toutes les minutes et enregistre tous les bruits environnants. Ces derniers sont ensuite sauvegardés sous forme de série de chiffres, les données étant réduites d'un facteur 120. Irréversible, ce procédé joue un rôle primordial en matière de protection des personnes : en effet, les sons originaux ne peuvent plus être reconstitués.

Pour couvrir presque intégralement le paysage radio suisse, 135 stations sont enregistrées parallèlement en 18 endroits de Suisse. Il s'agit des stations titulaires d'une concession permanente en Suisse (radios SRG SSR et privées) et de la plupart des radios étrangères (de droit public et privées) émettant dans une langue nationale. Le mode d'enregistrement est le même qu'avec la montre Radiocontrol et les données sont ensuite acheminées à la centrale de l'institut d'étude de marché GfK Switzerland. Lorsqu'au bout d'une semaine, une montre revient, l'ordinateur compare ses données à celles de la centrale. C'est ainsi que l'on compare l'écoute radio des sondés à l'offre radio. S'il y a concordance, cela signifie que la personne test a écouté la station XY.

3.1.2. Echantillon

Le 1^{er} janvier 2004, l'échantillon a été augmenté de sorte que 26'000 personnes participent chaque année à l'étude en portant une montre Radiocontrol deux fois une semaine. Cela fait une moyenne quotidienne de 1'012 personnes de Suisse et de la Principauté du Liechtenstein réparties comme suit: 571 en Suisse alémanique, 301 en Suisse romande, 105 en Suisse italienne, 25 aux Grisons et 10 au Liechtenstein. Elles sont recrutées sur la base d'une sélection aléatoire stratifiée, les strates étant l'âge et le sexe à l'intérieur des zones de desserte. Recrutés au téléphone par l'institut GfK Switzerland, les sondés participent en règle générale pendant 5 ans aux mesures.

3.1.3 Compte-rendu

Les données recueillies par la montre viennent alimenter dans une banque de données, qui fait apparaître les mesures suivantes: pénétration, utilisation en minutes et part de marché (voir glossaire). Ont accès à la banque de données RC le Service de la recherche SRG SSR ainsi que les radios SRG SSR d'une part, Publica Data SA et ses clients (radios commerciales, agences de publicité, etc.) d'autre part.

3.1.4. Glossaire

Echantillon: Sélection de personnes réalisée selon des critères précis parmi un univers (population, auditrices et auditeurs, téléspectatrices et téléspectateurs, 25-49 ans, etc.).

Représentativité: Lorsque dans la répartition proportionnelle des critères (âge, sexe, provenance géographique, etc.), l'échantillon correspond à l'univers, il est possible de tirer des conclusions sur l'univers à partir de l'échantillon. Exemple: si dans un sondage, une sélection représentative de 1'000 jeunes de Suisse romande ont été interrogés, les résultats du sondage ne sont pas seulement valables pour les 1'000 jeunes en question, mais pour tous les jeunes de Suisse romande – en revanche pas pour les jeunes de Suisse alémanique.

Pénétration: Part des personnes qui un jour donné, ont écouté la radio XY pendant 1 minute au moins; indiquée en % de l'échantillon ou projetée sur le nombre de personnes en 1'000. "Une pénétration quotidienne de 45% pour la radio XY" signifie donc: 45% des personnes de l'échantillon ont écouté au moins 1 minute le programme radio XY le jour considéré.

Utilisation en minutes: Nombre de minutes durant lesquelles la radio ou une émission particulière a été écoutée dans un laps de temps déterminé; indiquée en minutes par auditeur ou par habitant (auquel cas la durée d'utilisation des auditeurs est projetée sur la population totale. Cette projection permet de comparer l'utilisation des divers programmes radio). "Une utilisation globale de 12 minutes pour le programme XY" signifie donc: la population a écouté le programme XY en moyenne pendant 12 minutes un jour donné. "Une utilisation de 16 minutes par auditeur pour la radio XY" signifie: celui qui a écouté le programme XY, l'a fait en moyenne pendant 16 minutes.

Part de marché: Pourcentage de la durée d'utilisation d'un programme radio précis par rapport à la durée d'utilisation globale de la radio. "7% de part de marché pour la radio XY" signifie dès lors que 7% des minutes radio écoutées sont allées à la radio XY.

RADIOCONTROL 2008 / Suisse romande

PENETRATION PAR QUART D'HEURES en %, jours de semaine

univers: 1'490'300 personnes (15+) échantillon: 13'726 personnes / 94'428 jours mesurés

	jours de semaine							lundi - vendredi	samedi - dimanche	lundi - dimanche
	lundi	mardi	mercredi	jeudi	vendredi	samedi	dimanche			
5:00	2.6	2.6	2.5	2.4	2.7	1.9	1.8	2.6	1.8	2.4
5:15	3.1	3.2	3.1	3.1	3.1	2.1	1.8	3.1	2.0	2.8
5:30	4.1	4.1	3.8	3.8	4.0	2.5	2.0	4.0	2.2	3.5
5:45	6.9	7.0	7.0	6.6	6.4	3.2	2.6	6.8	2.9	5.7
6:00	9.3	9.7	9.8	9.3	9.2	3.9	3.2	9.5	3.6	7.8
6:15	12.2	13.1	12.9	12.4	12.1	4.8	3.6	12.5	4.2	10.2
6:30	16.0	16.9	16.3	15.3	15.6	5.8	4.2	16.0	5.0	12.9
6:45	19.8	21.1	20.3	20.0	19.5	7.6	5.6	20.1	6.6	16.3
7:00	22.7	23.5	23.4	22.9	22.2	9.5	6.8	23.0	8.1	18.8
7:15	24.3	25.2	25.4	24.4	23.9	10.7	7.5	24.6	9.1	20.2
7:30	25.6	26.0	26.1	25.5	25.3	12.8	9.0	25.7	10.9	21.5
7:45	26.3	26.9	27.0	26.9	26.8	15.5	11.2	26.8	13.3	22.9
8:00	26.3	27.1	27.0	26.5	26.7	18.0	13.5	26.7	15.7	23.6
8:15	25.0	25.6	25.7	25.1	24.9	18.3	13.9	25.3	16.1	22.7
8:30	24.5	24.6	24.6	24.5	24.7	19.4	15.3	24.6	17.4	22.5
8:45	23.8	23.7	23.9	23.9	24.1	20.2	16.6	23.9	18.4	22.3
9:00	23.2	22.9	23.3	23.3	23.6	21.2	18.2	23.3	19.7	22.3
9:15	21.1	20.9	21.3	21.6	22.1	20.4	16.9	21.4	18.7	20.6
9:30	20.2	20.3	20.6	20.9	21.4	19.8	17.2	20.7	18.5	20.1
9:45	20.3	20.1	20.0	20.4	20.4	19.9	17.9	20.2	18.9	19.9
10:00	20.6	20.3	20.3	20.5	20.5	19.8	18.5	20.4	19.1	20.1
10:15	19.8	19.3	19.1	19.4	19.4	19.3	17.5	19.4	18.4	19.1
10:30	19.9	19.5	18.7	19.5	19.4	19.8	17.7	19.4	18.7	19.2
10:45	20.1	19.6	19.9	20.2	19.6	19.8	17.8	19.9	18.8	19.6
11:00	21.0	20.8	21.3	21.6	20.5	19.9	19.5	21.0	19.7	20.7
11:15	21.2	20.0	21.2	21.0	20.6	19.2	19.1	20.8	19.1	20.3
11:30	21.5	21.5	22.3	21.6	21.3	19.2	19.4	21.6	19.3	21.0
11:45	23.3	23.1	23.3	23.0	22.7	19.9	19.6	23.1	19.7	22.2
12:00	24.9	24.8	25.2	25.0	24.0	20.7	19.7	24.8	20.2	23.5
12:15	21.8	21.8	21.8	21.6	21.6	19.7	18.0	21.7	18.8	20.9
12:30	21.4	20.7	21.2	20.6	20.7	19.1	16.9	20.9	18.0	20.1
12:45	20.3	19.3	20.2	19.3	19.3	17.2	14.3	19.7	15.7	18.6
13:00	19.4	18.6	18.2	18.3	18.1	15.4	12.5	18.5	14.0	17.2
13:15	17.5	17.6	16.6	17.1	16.4	13.9	11.3	17.0	12.6	15.8
13:30	16.4	15.8	15.4	16.2	15.5	13.6	10.6	15.9	12.1	14.8
13:45	15.5	14.8	15.2	15.3	15.1	14.1	10.2	15.2	12.2	14.3
14:00	14.8	14.1	14.5	14.0	14.2	14.5	10.2	14.3	12.3	13.8
14:15	13.4	13.0	13.2	13.5	13.3	12.4	9.1	13.3	10.7	12.5
14:30	13.0	12.8	13.1	13.4	13.3	12.2	9.2	13.1	10.7	12.4
14:45	13.2	13.2	13.5	13.2	13.6	12.3	9.2	13.3	10.7	12.6

RADIOCONTROL 2008 / Suisse romande

PENETRATION PAR QUART D'HEURES en %, jours de semaine

univers: 1'490'300 personnes (15+) échantillon: 13'726 personnes / 94'428 jours mesurés

	jours de semaine							lundi - vendredi	samedi - dimanche	lundi - dimanche
	lundi	mardi	mercredi	jeudi	vendredi	samedi	dimanche			
15:00	14.0	13.9	13.8	13.9	14.4	12.4	9.3	14.0	10.9	13.1
15:15	13.8	13.4	13.4	14.0	13.8	11.8	9.0	13.7	10.4	12.7
15:30	13.8	13.5	13.6	13.9	13.8	11.8	9.2	13.7	10.5	12.8
15:45	15.1	14.5	14.0	14.3	14.7	12.2	9.9	14.5	11.1	13.5
16:00	16.9	16.3	15.6	16.4	17.0	12.7	10.2	16.4	11.5	15.0
16:15	16.7	16.3	15.8	16.6	16.3	12.4	10.1	16.3	11.3	14.9
16:30	17.4	17.1	16.8	16.9	16.5	12.7	10.2	16.9	11.4	15.4
16:45	18.3	18.6	18.6	18.4	18.3	13.1	11.0	18.4	12.1	16.6
17:00	19.3	19.1	19.7	19.5	18.8	14.0	11.7	19.3	12.9	17.5
17:15	17.9	17.7	18.2	18.3	17.3	12.3	10.9	17.9	11.6	16.1
17:30	18.0	18.0	18.4	18.7	17.4	12.5	11.9	18.1	12.2	16.4
17:45	18.3	18.4	18.8	18.3	17.1	13.1	12.5	18.2	12.8	16.6
18:00	19.2	20.0	19.7	19.9	18.5	14.3	14.3	19.5	14.3	18.0
18:15	17.3	18.0	17.1	17.9	17.0	13.9	13.1	17.4	13.5	16.3
18:30	16.7	17.1	16.2	16.5	16.5	12.7	12.2	16.6	12.4	15.4
18:45	15.3	15.8	15.6	15.8	15.1	12.2	11.9	15.5	12.1	14.5
19:00	14.4	14.3	14.1	14.2	13.7	11.7	11.3	14.1	11.5	13.4
19:15	10.5	11.1	10.5	11.3	11.0	9.9	9.2	10.9	9.5	10.5
19:30	8.7	9.4	8.6	9.5	8.7	7.7	7.6	9.0	7.6	8.6
19:45	7.6	8.1	7.6	8.1	7.4	6.8	6.9	7.8	6.8	7.5
20:00	7.4	7.9	7.4	7.9	7.0	6.5	7.2	7.5	6.9	7.3
20:15	6.8	7.1	6.9	6.9	6.5	5.7	6.5	6.8	6.1	6.6
20:30	6.5	6.3	6.1	6.1	6.4	5.2	6.0	6.3	5.6	6.1
20:45	5.7	6.1	5.9	5.9	5.7	5.2	5.8	5.9	5.5	5.7
21:00	5.5	6.1	5.7	5.7	5.2	4.8	5.6	5.6	5.2	5.5
21:15	5.3	5.6	5.4	5.3	4.9	4.4	4.9	5.3	4.7	5.1
21:30	5.3	5.7	5.2	5.3	4.7	4.3	4.9	5.2	4.6	5.0
21:45	5.5	5.7	5.6	5.4	5.1	4.2	5.0	5.4	4.6	5.2
22:00	5.8	6.1	5.8	5.8	5.4	4.8	5.3	5.8	5.1	5.6
22:15	5.9	6.3	6.1	5.8	5.4	4.6	5.0	5.9	4.8	5.6
22:30	6.4	6.7	6.7	6.0	6.1	5.3	5.6	6.4	5.4	6.1
22:45	6.3	6.2	6.5	6.1	5.9	5.2	5.5	6.2	5.4	6.0
23:00	6.2	6.0	6.0	6.2	6.1	5.4	5.5	6.1	5.5	5.9
23:15	5.3	5.1	5.7	5.3	5.7	5.0	4.5	5.4	4.7	5.2
23:30	4.8	4.8	5.1	5.1	5.3	4.6	4.1	5.0	4.4	4.8
23:45	4.7	4.4	4.6	4.5	4.6	4.2	3.4	4.6	3.8	4.3
Pénétration quot.	89.8	89.9	90.1	89.7	90.0	85.7	81.3	89.9	83.5	88.1
Durée en minutes	107	107	107	107	104	85	78	106	82	99

3.2. Utilisation radio par jour ouvrable: pénétration en %

RADIOCONTROL 2008 / Suisse romande

PENETRATION PAR QUART D'HEURES en % (lu-di)

univers: 1'490'300 personnes (15+) échantillon: 13'726 personnes / 94'428 jours mesurés

	total personnes	sexe		âge					formation terminée			
		hommes	femmes	15-24	25-34	35-44	45-59	60+	aucune/autre	obligatoire	form. profess.	form. sup.*
5:00	2.4	2.6	2.1	1.3	1.3	1.7	2.5	4.0	2.6	2.8	2.4	2.0
5:15	2.8	3.1	2.5	1.4	1.5	2.2	3.1	4.5	3.2	3.1	3.1	2.2
5:30	3.5	3.9	3.1	1.9	1.9	3.0	4.1	5.2	3.9	3.9	3.7	2.9
5:45	5.7	6.5	4.9	3.1	2.9	5.0	7.5	7.7	6.1	5.5	6.3	4.8
6:00	7.8	8.8	6.8	4.2	4.9	7.1	10.4	9.6	8.5	7.1	8.6	6.8
6:15	10.2	11.4	9.0	5.9	7.1	9.7	13.3	11.9	10.8	9.3	10.9	9.2
6:30	12.9	14.3	11.6	7.5	9.5	12.7	16.6	14.6	13.2	11.0	13.8	12.4
6:45	16.3	17.8	14.9	9.5	11.9	15.5	20.0	20.0	17.0	13.8	17.2	16.1
7:00	18.8	19.6	17.9	10.4	13.5	17.5	22.0	24.6	19.7	16.0	19.5	18.8
7:15	20.2	20.9	19.6	10.5	14.3	18.1	23.0	28.3	20.8	17.7	21.3	20.1
7:30	21.5	21.5	21.5	10.7	14.4	18.8	23.2	32.4	22.1	18.6	23.1	21.1
7:45	22.9	22.6	23.3	10.2	14.7	18.5	23.8	37.7	23.9	19.9	24.6	22.5
8:00	23.6	23.1	24.0	10.0	14.1	18.4	23.7	40.9	24.0	21.2	26.3	22.5
8:15	22.7	22.0	23.3	9.3	13.0	17.4	22.2	40.5	23.0	20.9	25.4	21.2
8:30	22.5	21.6	23.4	9.1	12.4	17.2	22.1	40.9	23.2	20.9	25.3	20.7
8:45	22.3	21.0	23.5	8.8	12.4	16.7	22.1	40.5	22.4	21.1	25.7	20.3
9:00	22.3	20.9	23.5	8.8	11.7	16.8	22.4	40.4	22.3	21.1	25.9	20.0
9:15	20.6	19.5	21.6	8.6	11.1	15.3	20.9	37.1	20.9	19.6	24.1	18.3
9:30	20.1	19.1	21.0	8.3	10.8	15.7	20.4	35.4	20.1	19.5	23.8	17.3
9:45	19.9	18.8	20.9	8.7	10.8	15.5	20.8	34.1	19.9	19.2	23.5	17.3
10:00	20.1	19.0	21.0	9.0	11.6	16.1	20.9	33.8	20.2	19.8	23.6	17.3
10:15	19.1	18.3	19.8	8.3	11.1	15.4	20.2	31.9	19.3	18.7	23.0	16.1
10:30	19.2	18.3	20.0	8.8	11.4	16.0	20.2	31.3	19.4	19.2	23.0	16.1
10:45	19.6	18.6	20.5	9.3	11.5	16.5	20.5	31.8	19.7	19.9	23.2	16.4
11:00	20.7	19.4	21.8	9.2	12.5	17.6	21.5	33.6	21.0	20.4	24.3	17.6
11:15	20.3	19.2	21.4	9.5	12.4	17.2	21.3	32.8	20.7	20.1	24.1	17.1
11:30	21.0	19.8	22.0	9.8	12.4	17.7	22.3	33.8	21.9	20.1	24.5	17.9
11:45	22.2	20.9	23.3	10.6	13.5	17.8	23.1	36.3	22.4	21.5	25.7	19.4
12:00	23.5	22.4	24.4	10.9	14.9	18.9	23.9	38.9	23.9	22.1	26.7	21.2
12:15	20.9	19.9	21.8	9.5	11.9	16.0	21.2	36.3	21.3	19.9	23.4	19.1
12:30	20.1	19.4	20.8	9.4	11.0	14.8	20.4	35.4	20.3	18.7	22.3	18.8
12:45	18.6	18.6	18.5	9.5	11.0	14.9	19.6	30.0	18.9	16.6	20.7	17.3
13:00	17.2	17.3	17.2	9.1	11.4	15.3	18.6	25.6	17.3	14.9	19.6	16.2
13:15	15.8	16.1	15.4	8.6	11.2	14.5	17.3	22.1	16.0	13.3	18.1	14.7
13:30	14.8	15.2	14.4	8.5	10.6	13.7	16.2	20.4	14.6	12.8	17.0	13.9
13:45	14.3	14.8	13.9	8.1	10.5	13.3	15.9	19.5	13.9	12.2	16.5	13.6
14:00	13.8	14.3	13.3	8.2	10.2	12.5	15.1	18.7	13.6	11.5	16.0	12.9
14:15	12.5	13.0	12.2	7.5	9.1	11.5	14.0	17.0	11.9	10.7	14.9	11.8
14:30	12.4	12.9	12.0	7.5	9.2	11.3	14.0	16.7	12.1	10.4	14.5	11.7
14:45	12.6	13.2	12.0	7.5	9.1	11.5	14.2	16.9	12.4	10.8	14.5	11.8

* maturité / formation professionnelle supérieure / école professionnelle supérieure / école polytechnique / haute école / université

RADIOCONTROL 2008 / Suisse romande

PENETRATION PAR QUART D'HEURES en % (lu-di)

univers: 1'490'300 personnes (15+) échantillon: 13'726 personnes / 94'428 jours mesurés

	total	sexe		âge					formation terminée			
	personnes	hommes	femmes	15-24	25-34	35-44	45-59	60+	aucune/autre	obligatoire	form. profess.	form. sup.*
15:00	13.1	13.8	12.5	7.5	9.1	12.2	14.4	18.1	13.4	11.5	15.1	12.0
15:15	12.7	13.4	12.1	7.3	9.0	11.8	14.0	17.6	13.0	10.8	14.8	11.7
15:30	12.8	13.3	12.4	7.3	8.9	12.2	14.2	17.3	13.0	11.1	14.6	11.9
15:45	13.5	14.3	12.8	7.6	9.2	12.7	14.9	18.8	13.8	11.8	15.7	12.4
16:00	15.0	15.9	14.2	8.6	10.4	13.5	16.5	21.3	15.3	13.0	17.4	13.8
16:15	14.9	15.7	14.1	8.6	10.7	13.1	16.4	20.9	15.2	12.9	17.2	13.7
16:30	15.4	16.5	14.3	8.7	11.1	13.6	16.9	21.7	15.7	13.1	17.2	14.6
16:45	16.6	17.8	15.5	9.2	12.1	14.8	18.0	23.8	17.2	13.9	18.6	15.7
17:00	17.5	18.3	16.7	9.4	13.5	15.9	18.7	24.4	18.1	14.4	19.7	16.5
17:15	16.1	16.8	15.5	8.7	13.3	15.5	17.7	20.9	16.8	13.7	17.9	15.2
17:30	16.4	17.2	15.7	9.1	13.6	15.6	17.8	21.5	17.1	13.2	18.4	15.8
17:45	16.6	17.4	15.9	8.6	13.6	15.5	17.6	23.0	17.0	13.0	18.4	16.5
18:00	18.0	18.7	17.3	9.4	14.0	16.5	19.0	25.4	18.2	14.3	19.4	18.3
18:15	16.3	17.0	15.7	8.9	12.7	14.7	17.5	22.8	16.0	12.6	17.3	17.3
18:30	15.4	16.1	14.8	8.4	11.5	13.5	16.9	21.9	15.4	11.5	15.9	16.5
18:45	14.5	15.0	14.1	7.5	10.8	12.4	15.9	21.2	14.5	11.0	14.9	15.7
19:00	13.4	13.8	13.0	7.7	9.9	11.9	14.8	18.6	13.3	10.3	13.4	14.4
19:15	10.5	10.9	10.1	6.6	8.6	9.6	11.7	13.4	10.3	8.4	10.5	11.3
19:30	8.6	8.9	8.3	6.2	7.6	8.5	9.7	9.7	8.5	6.8	8.6	9.3
19:45	7.5	7.7	7.3	5.7	6.6	7.2	8.5	8.3	7.5	6.5	7.4	7.9
20:00	7.3	7.5	7.2	5.3	6.4	6.5	8.4	8.7	7.4	6.2	7.3	7.7
20:15	6.6	6.9	6.3	5.2	5.8	5.8	7.4	7.8	6.8	5.8	6.6	6.9
20:30	6.1	6.3	5.9	4.7	5.2	5.2	6.7	7.5	6.0	5.4	6.3	6.3
20:45	5.7	6.0	5.5	4.1	4.7	4.8	6.0	7.7	5.6	5.1	5.7	6.1
21:00	5.5	5.6	5.4	4.0	4.3	4.3	5.8	7.7	5.2	5.0	5.4	5.9
21:15	5.1	5.2	5.0	3.5	4.0	4.0	5.4	7.3	4.9	4.6	5.1	5.4
21:30	5.0	5.0	5.1	3.2	3.9	3.7	5.3	7.5	4.9	4.6	5.0	5.3
21:45	5.2	5.3	5.2	3.3	3.5	3.7	5.3	8.4	5.0	4.7	5.2	5.5
22:00	5.6	5.5	5.6	3.5	3.4	3.9	5.7	9.1	5.3	5.4	5.6	5.7
22:15	5.6	5.4	5.7	3.5	3.7	3.4	5.7	9.5	5.4	5.5	5.5	5.8
22:30	6.1	5.9	6.3	3.5	3.9	3.7	6.0	10.9	5.9	5.9	5.9	6.4
22:45	6.0	5.6	6.3	3.2	3.5	3.5	5.8	11.0	5.7	5.7	5.9	6.1
23:00	5.9	5.5	6.3	3.1	3.5	3.5	5.8	10.9	5.7	5.5	6.0	6.0
23:15	5.2	4.7	5.7	2.8	2.8	3.1	5.0	9.9	5.1	5.2	5.4	5.2
23:30	4.8	4.4	5.2	2.6	2.7	2.8	4.5	9.3	4.9	4.7	5.0	4.7
23:45	4.3	3.9	4.7	2.1	2.1	2.4	4.1	8.6	4.3	4.6	4.5	4.2
pénétration quot.	88.1	88.0	88.1	74.3	82.3	88.8	91.6	95.5	89.1	81.9	90.3	87.9
Durée en minutes:	99	98	100	48	59	73	102	170	99	93	110	93

* maturité / formation professionnelle supérieure / école professionnelle supérieure / école polytechnique / haute école / université

RADIOCONTROL 2008 / Suisse romande

PENETRATION PAR QUART D'HEURES en millier (lu-di), Total Radio

univers: 1'490'300 personnes (15+) échantillon: 13'726 personnes / 94'428 jours mesurés

	total personnes	sexe		âge					formation terminée			
		hommes	femmes	15-24	25-34	35-44	45-59	60+	aucune/autre	obligatoire	form. profess.	form. sup.*
5:00	35.1	18.7	16.4	2.7	3.0	4.9	9.0	15.5	8.1	5.3	10.1	10.8
5:15	41.7	22.2	19.5	3.0	3.6	6.4	11.3	17.4	10.0	6.0	12.6	12.1
5:30	51.8	27.7	24.2	4.0	4.6	8.7	14.6	19.9	12.3	7.4	15.2	15.4
5:45	84.7	46.4	38.3	6.7	6.9	14.4	27.0	29.6	19.3	10.4	25.8	25.8
6:00	115.9	62.8	53.1	8.9	11.8	20.6	37.6	37.0	26.7	13.2	35.4	36.7
6:15	151.4	81.7	69.7	12.6	17.0	28.1	48.1	45.6	34.0	17.7	44.9	49.9
6:30	191.8	102.2	89.6	16.2	22.8	36.8	60.0	56.0	41.5	20.7	56.4	66.9
6:45	242.7	127.3	115.4	20.4	28.7	44.8	72.0	76.8	53.1	26.0	70.5	86.6
7:00	279.5	140.3	139.2	22.3	32.4	50.7	79.4	94.7	61.4	30.0	79.8	101.1
7:15	301.3	149.5	151.7	22.5	34.5	52.5	82.8	109.0	64.8	33.1	87.3	108.3
7:30	320.3	153.8	166.5	23.0	34.5	54.3	83.7	124.8	68.9	34.9	94.5	113.8
7:45	341.9	161.2	180.7	22.0	35.4	53.7	85.9	145.0	74.4	36.9	100.4	121.3
8:00	351.6	165.2	186.4	21.5	34.0	53.3	85.4	157.4	74.8	39.4	107.0	121.3
8:15	337.7	157.2	180.5	20.1	31.2	50.4	80.2	155.9	71.8	39.0	103.9	114.1
8:30	335.8	154.1	181.8	19.6	29.7	49.7	79.7	157.2	72.4	38.9	103.6	111.7
8:45	332.7	150.3	182.4	18.8	29.8	48.4	79.7	156.0	69.8	39.3	105.0	109.5
9:00	331.8	149.5	182.3	19.0	28.2	48.5	80.8	155.3	69.8	39.2	106.0	107.8
9:15	307.4	139.6	167.8	18.5	26.6	44.4	75.2	142.7	65.3	36.3	98.7	98.5
9:30	298.9	136.3	162.5	17.8	26.0	45.3	73.6	136.2	63.0	36.0	97.2	93.6
9:45	295.9	134.1	161.7	18.6	26.1	44.9	75.2	131.1	62.4	35.4	96.4	93.3
10:00	299.2	136.1	163.1	19.3	27.8	46.7	75.4	129.9	63.5	36.4	96.7	93.6
10:15	284.7	131.0	153.7	17.9	26.8	44.6	72.8	122.6	60.6	34.3	94.0	87.1
10:30	286.0	130.9	155.1	19.0	27.4	46.2	73.0	120.5	60.6	35.3	94.2	86.8
10:45	291.6	132.8	158.8	20.0	27.6	47.9	74.0	122.2	61.8	36.6	94.9	88.8
11:00	307.8	138.9	168.9	19.8	30.0	50.9	77.7	129.4	65.8	37.5	99.5	94.9
11:15	302.8	136.9	165.9	20.5	29.8	49.8	76.7	126.1	64.8	37.1	99.0	92.7
11:30	312.6	141.7	170.9	21.2	29.8	51.1	80.5	130.0	68.6	36.9	100.3	96.8
11:45	330.0	149.0	181.0	22.7	32.5	51.6	83.5	139.7	69.9	39.5	105.3	104.7
12:00	349.7	160.1	189.6	23.5	35.8	54.7	86.3	149.5	74.6	40.6	109.1	114.4
12:15	311.5	142.2	169.3	20.4	28.7	46.2	76.4	139.8	66.4	36.6	95.8	103.2
12:30	299.4	138.3	161.1	20.3	26.5	42.9	73.7	136.1	63.6	34.3	91.3	101.4
12:45	276.4	132.5	143.8	20.5	26.6	43.1	70.7	115.6	59.0	30.7	84.5	93.4
13:00	256.7	123.4	133.3	19.5	27.3	44.2	67.3	98.4	54.0	27.5	80.0	87.3
13:15	234.7	115.2	119.5	18.6	26.9	41.9	62.5	84.9	50.0	24.5	74.1	79.3
13:30	220.4	108.9	111.6	18.2	25.4	39.6	58.6	78.6	45.7	23.6	69.4	75.2
13:45	213.4	105.5	107.9	17.4	25.2	38.5	57.4	74.9	43.6	22.6	67.6	73.3
14:00	204.9	102.0	102.9	17.5	24.5	36.3	54.6	72.1	42.9	21.1	65.6	70.0
14:15	186.9	92.6	94.4	16.1	21.8	33.3	50.3	65.4	37.5	19.7	61.2	63.8
14:30	185.4	91.9	93.4	16.1	22.2	32.8	50.3	64.1	38.1	19.2	59.6	63.3
14:45	187.6	94.4	93.2	16.1	21.9	33.2	51.3	65.1	39.0	20.0	59.4	63.8

* maturité / formation professionnelle supérieure / école professionnelle supérieure / école polytechnique / haute école / université

RADIOCONTROL 2008 / Suisse romande

PENETRATION PAR QUART D'HEURES en millier (lu-di), Total Radio

univers: 1'490'300 personnes (15+) échantillon: 13'726 personnes / 94'428 jours mesurés

	total personnes	sexe		âge					formation terminée			
		hommes	femmes	15-24	25-34	35-44	45-59	60+	aucune/autre	obligatoire	form. profess.	form. sup.*
15:00	195.2	98.5	96.7	16.2	22.0	35.3	52.1	69.7	41.9	21.2	61.8	64.9
15:15	189.7	95.7	94.1	15.7	21.6	34.1	50.6	67.7	41.0	19.8	60.5	63.2
15:30	190.5	94.6	95.9	15.7	21.5	35.3	51.3	66.7	40.6	20.5	59.9	64.0
15:45	201.6	102.0	99.6	16.4	22.2	36.8	53.8	72.4	43.1	21.9	64.4	66.7
16:00	223.9	113.5	110.5	18.5	25.1	38.9	59.5	81.9	47.9	24.1	71.1	74.4
16:15	221.8	112.3	109.4	18.4	25.6	37.9	59.3	80.6	47.6	23.7	70.4	73.4
16:30	229.2	118.0	111.2	18.7	26.7	39.2	61.0	83.6	49.2	24.2	70.5	78.4
16:45	247.7	127.4	120.3	19.7	29.0	42.7	64.7	91.5	53.9	25.9	76.0	84.6
17:00	260.1	130.7	129.4	20.2	32.6	46.0	67.6	93.8	56.4	26.8	80.7	88.9
17:15	239.9	120.0	119.9	18.8	32.0	44.8	63.8	80.5	52.3	25.2	73.2	82.0
17:30	244.6	122.5	122.1	19.5	32.7	45.3	64.3	82.8	53.3	24.3	75.0	85.2
17:45	248.0	124.6	123.4	18.4	32.8	44.8	63.4	88.7	52.8	24.1	75.0	89.1
18:00	268.0	133.7	134.3	20.2	33.7	47.8	68.5	97.8	56.8	26.5	79.2	98.7
18:15	243.2	121.7	121.6	19.2	30.6	42.5	63.3	87.8	50.0	23.1	70.7	93.2
18:30	229.6	115.2	114.5	18.0	27.6	38.9	61.0	84.1	48.1	21.4	64.7	89.1
18:45	216.7	107.4	109.4	16.1	25.9	35.9	57.3	81.4	45.3	20.3	60.9	84.4
19:00	199.6	98.8	100.8	16.5	23.8	34.5	53.4	71.4	41.6	19.2	54.8	77.8
19:15	156.3	77.6	78.6	14.2	20.7	27.8	42.1	51.4	32.3	15.6	42.9	61.0
19:30	128.3	63.7	64.6	13.3	18.2	24.6	35.0	37.3	26.7	12.8	34.9	50.3
19:45	111.6	55.0	56.6	12.2	15.9	20.9	30.7	32.0	23.2	12.1	30.3	42.8
20:00	109.4	53.3	56.1	11.3	15.3	18.9	30.3	33.6	23.1	11.5	29.8	41.5
20:15	98.7	49.6	49.1	11.2	14.0	16.7	26.7	29.9	21.0	10.7	26.9	37.1
20:30	90.8	45.3	45.5	10.2	12.5	15.0	24.2	28.9	18.4	10.1	25.5	34.2
20:45	85.6	42.7	42.9	8.9	11.3	14.0	21.8	29.6	17.3	9.7	23.3	32.7
21:00	82.1	40.2	41.8	8.6	10.4	12.5	21.1	29.5	16.3	9.3	22.1	31.8
21:15	76.2	37.1	39.1	7.5	9.7	11.6	19.3	28.1	15.3	8.9	20.9	29.0
21:30	75.1	36.0	39.2	6.8	9.4	10.7	19.3	28.9	15.2	8.5	20.5	28.8
21:45	77.6	37.7	39.9	7.2	8.3	10.6	19.2	32.4	15.6	8.8	21.5	29.5
22:00	82.9	39.5	43.4	7.5	8.3	11.4	20.6	35.1	16.7	10.2	23.0	31.0
22:15	83.0	38.9	44.1	7.5	8.8	9.7	20.4	36.6	16.9	10.4	22.4	31.1
22:30	90.9	42.0	48.9	7.4	9.3	10.7	21.5	42.0	18.6	10.9	24.1	34.7
22:45	88.8	40.0	48.8	6.8	8.3	10.1	21.1	42.4	18.1	10.6	24.3	33.0
23:00	88.1	39.1	49.0	6.6	8.4	10.2	21.0	41.8	18.0	10.4	24.9	32.6
23:15	77.8	33.8	44.0	6.0	6.6	9.1	17.9	38.1	15.9	9.8	22.1	28.1
23:30	72.0	31.5	40.5	5.5	6.5	8.1	16.3	35.7	15.5	8.8	20.7	25.5
23:45	64.5	27.9	36.5	4.6	5.1	7.0	14.6	33.2	13.7	8.5	18.5	22.6
pénétration quot.	1,312.6	628.9	683.7	159.7	197.9	257.0	330.5	367.5	278.6	152.2	369.9	474.7
Durée en minutes:	99	98	100	48	59	73	102	170	99	93	110	93

* maturité / formation professionnelle supérieure / école professionnelle supérieure / école polytechnique / haute école / université

RADIOCONTROL 2008 / Suisse romande

PARTS DU PUBLIC en % (lu-di), Total Radio

univers: 1'490'300 personnes (15+) échantillon: 13'726 personnes / 94'428 jours mesurés

3.5 Utilisation radio par critère socio-démographique: parts du public en %

Mediapulse: rapport annuel 2008

	total personnes	sexe		âge					formation terminée			
		hommes	femmes	15-24	25-34	35-44	45-59	60+	aucune/autre	obligatoire	form. profess.	form. sup.*
5:00	100	52	48	7	8	14	25	46	23	15	29	31
5:15	100	52	48	7	9	15	26	44	24	14	31	29
5:30	100	52	48	7	9	17	28	40	23	14	30	30
5:45	100	54	46	7	8	16	30	39	23	13	30	30
6:00	100	53	47	7	9	17	30	37	22	12	31	31
6:15	100	52	48	8	10	17	30	35	22	12	30	33
6:30	100	52	48	8	11	17	29	35	21	12	30	34
6:45	100	51	49	8	10	17	28	38	22	12	30	35
7:00	100	49	51	7	10	16	27	39	22	12	29	35
7:15	100	48	52	7	10	16	26	41	21	12	30	35
7:30	100	47	53	7	10	16	25	43	21	11	30	35
7:45	100	47	53	6	10	15	25	45	21	11	30	35
8:00	100	46	54	6	9	14	24	47	21	11	31	34
8:15	100	46	54	6	9	14	24	48	21	12	31	34
8:30	100	46	54	6	9	14	24	48	21	12	31	33
8:45	100	45	55	5	9	14	24	48	21	12	32	33
9:00	100	45	55	6	8	14	24	47	21	12	32	33
9:15	100	45	55	6	9	14	24	47	21	12	32	32
9:30	100	46	55	6	9	15	25	46	21	12	33	31
9:45	100	45	55	6	9	15	25	45	21	12	33	32
10:00	100	45	55	6	9	16	25	44	21	12	32	31
10:15	100	46	54	6	9	16	26	43	21	12	33	31
10:30	100	46	54	7	9	16	26	42	21	12	33	30
10:45	100	45	55	7	9	16	25	42	21	13	33	30
11:00	100	45	55	6	10	16	25	42	21	12	32	31
11:15	100	45	55	7	10	16	25	42	21	12	33	31
11:30	100	45	55	7	9	16	26	42	22	12	32	31
11:45	100	45	55	7	10	16	25	43	21	12	32	32
12:00	100	46	54	7	10	16	25	43	21	12	31	33
12:15	100	45	55	6	9	15	24	45	21	12	31	33
12:30	100	46	54	7	9	14	25	46	21	11	30	34
12:45	100	48	52	7	10	15	26	42	21	11	30	34
13:00	100	48	52	8	11	17	26	39	21	11	31	34
13:15	100	49	51	8	11	17	27	37	21	11	31	34
13:30	100	49	51	8	11	18	26	36	21	11	32	34
13:45	100	49	51	8	12	18	27	35	20	11	32	35
14:00	100	49	51	8	12	18	27	35	21	10	32	34
14:15	100	49	51	9	12	18	27	35	20	11	33	34
14:30	100	49	51	9	12	18	27	35	21	10	32	34
14:45	100	50	50	9	12	18	27	35	21	11	32	34

* maturité / formation professionnelle supérieure / école professionnelle supérieure / école polytechnique / haute école / université

3.5 Utilisation radio par critère socio-démographique: parts du public en %

RADIOCONTROL 2008 / Suisse romande

PARTS DU PUBLIC en % (lu-di), Total Radio

univers: 1'490'300 personnes (15+) échantillon: 13'726 personnes / 94'428 jours mesurés

	total personnes	sexe		âge					formation terminée			
		hommes	femmes	15-24	25-34	35-44	45-59	60+	aucune/autre	obligatoire	form. profess.	form. sup.*
15:00	100	50	50	8	11	18	27	36	21	11	32	33
15:15	100	50	50	8	11	18	27	36	22	11	32	33
15:30	100	49	51	8	11	18	27	35	21	11	31	34
15:45	100	50	50	8	11	18	27	36	21	11	32	33
16:00	100	51	50	8	11	17	27	37	21	11	32	33
16:15	100	50	50	8	12	17	27	37	21	11	32	33
16:30	100	51	49	8	12	17	26	37	21	11	31	34
16:45	100	51	49	8	12	17	26	37	22	10	31	34
17:00	100	50	50	8	12	18	26	36	22	10	31	34
17:15	100	50	50	8	13	18	27	34	22	10	31	34
17:30	100	50	50	8	13	18	26	35	22	10	31	35
17:45	100	50	50	7	13	18	25	36	21	10	30	36
18:00	100	50	50	7	13	18	25	37	21	10	30	37
18:15	100	50	50	8	12	17	26	37	21	10	29	38
18:30	100	50	50	8	12	17	26	37	21	9	28	39
18:45	100	49	51	7	12	16	26	38	21	9	28	39
19:00	100	49	51	8	12	17	27	36	21	10	28	39
19:15	100	50	50	9	13	18	27	33	21	10	28	39
19:30	100	50	50	10	14	19	28	29	21	10	27	39
19:45	100	49	51	11	14	19	28	29	21	11	28	38
20:00	100	49	51	10	14	17	28	31	21	10	28	38
20:15	100	50	50	11	14	17	28	31	21	11	28	37
20:30	100	50	50	11	14	17	27	32	20	11	28	38
20:45	100	50	50	10	13	16	26	35	20	11	27	39
21:00	100	49	51	10	13	15	26	36	20	11	27	39
21:15	100	49	51	9	13	15	26	37	20	12	28	38
21:30	100	47	53	9	12	14	27	38	20	11	28	38
21:45	100	48	52	9	10	14	25	42	20	11	28	38
22:00	100	48	52	9	10	14	25	42	20	12	28	37
22:15	100	46	54	9	10	12	25	44	21	12	27	37
22:30	100	46	54	8	10	12	24	46	21	12	27	38
22:45	100	44	56	7	9	11	24	48	21	12	28	37
23:00	100	44	56	7	9	12	24	48	20	12	28	37
23:15	100	43	57	7	8	12	23	49	21	13	28	36
23:30	100	43	57	7	9	11	23	50	22	12	29	35
23:45	100	43	57	7	8	11	23	52	21	13	29	35
parts du public quotidienne	100	48	52	12	15	20	25	28	21	12	28	36

* maturité / formation professionnelle supérieure / école professionnelle supérieure / école polytechnique / haute école / université

3.6 Utilisation radio par jour ouvrable et par critère socio-démographique: pénétration en %

RADIOCONTROL 2008 / Suisse romande

PÉNÉTRATION QUOTIDIENNE en %, total radio

univers: 1'490'300 personnes (15+) échantillon: 13'726 personnes / 94'428 jours mesurés

	jours de semaine							lundi - vendredi	samedi - dimanche	lundi - dimanche
	lundi	mardi	mercredi	jeudi	vendredi	samedi	dimanche			
total personnes	89.8	89.9	90.1	89.7	90.0	85.7	81.3	89.9	83.5	88.1
sexe										
hommes	89.4	90.4	89.7	89.7	89.9	85.6	81.4	89.8	83.5	88.0
femmes	90.1	89.4	90.5	89.7	90.1	85.8	81.2	90.0	83.5	88.1
âge										
15-24	74.8	75.9	78.7	75.2	78.5	72.6	64.5	76.6	68.6	74.3
25-34	85.4	85.1	84.6	85.1	84.7	79.3	71.7	85.0	75.5	82.3
35-44	91.0	92.0	90.5	91.2	90.7	85.3	80.7	91.1	83.0	88.8
45-59	94.0	93.3	93.8	93.5	93.2	88.4	85.0	93.6	86.7	91.6
60+	96.1	95.9	96.2	95.8	96.2	94.9	93.6	96.0	94.2	95.5
formation terminée										
aucune/autre	91.2	91.2	91.0	90.4	91.0	86.3	82.1	91.0	84.2	89.1
obligatoire	82.1	83.2	85.9	82.5	84.3	80.4	75.1	83.6	77.7	81.9
form. professionnelle	91.8	92.2	92.3	92.4	92.2	88.1	83.0	92.2	85.5	90.3
form. supérieure*	90.1	89.5	89.4	89.5	89.5	85.5	81.9	89.6	83.7	87.9

* maturité / formation professionnelle supérieure / école professionnelle supérieure / école polytechnique / haute école / université

3.7 Utilisation radio par jour ouvrable et par critère socio-démographique: utilisation en minutes

RADIOCONTROL 2008 / Suisse romande

UTILISATION en minutes, total radio

univers: 1'490'300 personnes (15+) échantillon: 13'726 personnes / 94'428 jours mesurés

	jours de semaine							lundi - vendredi	samedi - dimanche	lundi - dimanche
	lundi	mardi	mercredi	jeudi	vendredi	samedi	dimanche			
total personnes	106.5	106.7	106.5	106.6	104.4	85.1	78.4	106.2	81.7	99.2
sexe										
hommes	107.5	106.6	106.9	106.3	103.1	81.6	74.0	106.1	77.8	98.0
femmes	105.7	106.9	106.2	107.0	105.7	88.2	82.5	106.3	85.4	100.3
âge										
15-24	50.7	53.2	53.9	49.7	50.9	40.4	33.7	51.7	37.0	47.5
25-34	64.2	65.2	65.3	64.5	64.3	46.7	39.2	64.7	42.9	58.5
35-44	79.3	84.6	81.4	85.2	79.0	56.9	47.2	81.9	52.0	73.4
45-59	111.0	112.0	109.5	111.6	108.4	85.1	78.3	110.5	81.7	102.3
60+	180.7	174.4	177.8	176.3	174.8	155.1	151.4	176.8	153.3	170.1
formation terminée										
aucune/autre	107.3	105.7	109.3	106.9	102.3	83.1	76.6	106.3	79.9	98.8
obligatoire	99.6	96.1	97.4	95.5	98.7	87.4	75.4	97.4	81.4	92.9
form. professionnelle	118.1	120.7	117.3	120.6	118.5	94.5	83.1	119.0	88.8	110.4
form. supérieure*	99.0	100.2	99.5	100.0	97.2	79.5	77.9	99.2	78.7	93.4

* maturité / formation professionnelle supérieure / école professionnelle supérieure / école polytechnique / haute école / université

RADIOCONTROL 2008 / Suisse romande

PENETRATION PAR QUART D'HEURES en % (lu-di)

univers: 1'490'300 personnes (15+) échantillon: 13'726 personnes / 94'428 jours mesurés

	radio	SRG SSR idée suisse							total	privées CH	total	étrangères	
	total	RSR	La Première	Opt. Musique	Espace 2	Couleur 3	WRS	autres SSR		total		Radio France	privées fr
5:00	2.4	1.5	1.2	0.2	0.1	0.1	0.0	0.1	1.6	0.5	0.3	0.1	0.1
5:15	2.8	1.7	1.4	0.2	0.1	0.1	0.0	0.2	1.9	0.6	0.4	0.2	0.2
5:30	3.5	2.1	1.6	0.2	0.1	0.1	0.0	0.2	2.3	0.8	0.5	0.2	0.2
5:45	5.7	3.6	2.8	0.4	0.2	0.2	0.0	0.3	3.8	1.4	0.6	0.2	0.3
6:00	7.8	4.9	3.8	0.4	0.3	0.4	0.0	0.4	5.2	2.0	0.7	0.2	0.4
6:15	10.2	6.3	5.0	0.5	0.3	0.6	0.0	0.4	6.7	2.8	1.0	0.3	0.6
6:30	12.9	7.9	6.2	0.6	0.3	0.8	0.0	0.6	8.4	3.6	1.2	0.4	0.7
6:45	16.3	10.3	7.8	1.0	0.5	1.1	0.1	0.8	11.0	4.3	1.5	0.4	0.9
7:00	18.8	11.7	8.8	1.2	0.5	1.2	0.1	1.0	12.6	5.0	1.8	0.5	1.0
7:15	20.2	12.6	9.5	1.2	0.6	1.4	0.1	1.0	13.5	5.3	2.1	0.6	1.2
7:30	21.5	13.3	10.1	1.3	0.6	1.3	0.1	1.1	14.3	5.6	2.3	0.7	1.3
7:45	22.9	14.3	10.8	1.5	0.7	1.3	0.1	1.2	15.4	5.8	2.5	0.8	1.4
8:00	23.6	14.3	10.6	1.8	0.7	1.3	0.1	1.5	15.7	6.0	2.7	0.9	1.4
8:15	22.7	13.5	9.8	1.8	0.7	1.2	0.1	1.4	14.8	5.8	2.8	1.0	1.4
8:30	22.5	13.2	9.5	1.9	0.7	1.1	0.1	1.5	14.6	5.8	2.9	1.0	1.5
8:45	22.3	12.9	9.1	2.0	0.8	1.1	0.1	1.5	14.3	5.7	2.9	1.0	1.5
9:00	22.3	12.7	8.9	2.1	0.7	1.1	0.1	1.8	14.4	5.8	2.9	0.9	1.4
9:15	20.6	11.5	7.8	2.0	0.6	1.1	0.1	1.7	13.0	5.5	2.7	0.9	1.4
9:30	20.1	11.0	7.2	2.1	0.6	1.1	0.1	1.6	12.4	5.5	2.7	0.9	1.4
9:45	19.9	10.6	6.9	2.2	0.6	1.1	0.1	1.6	12.1	5.7	2.6	0.8	1.4
10:00	20.1	10.6	6.7	2.3	0.7	1.1	0.1	1.7	12.1	5.8	2.7	0.8	1.4
10:15	19.1	9.7	5.9	2.1	0.6	1.1	0.1	1.5	11.1	5.8	2.8	0.8	1.5
10:30	19.2	9.6	5.7	2.2	0.6	1.1	0.1	1.6	11.1	5.8	2.7	0.8	1.5
10:45	19.6	9.9	6.0	2.2	0.6	1.2	0.1	1.6	11.4	5.9	2.7	0.7	1.5
11:00	20.7	11.0	7.1	2.2	0.7	1.2	0.1	1.7	12.5	6.1	2.7	0.8	1.4
11:15	20.3	10.8	7.0	2.0	0.6	1.2	0.1	1.6	12.3	5.9	2.7	0.9	1.4
11:30	21.0	11.3	7.6	2.0	0.6	1.2	0.1	1.6	12.8	6.0	2.8	0.9	1.4
11:45	22.2	12.3	8.7	1.9	0.7	1.2	0.1	1.6	13.8	6.0	2.9	0.9	1.5
12:00	23.5	13.2	9.5	2.0	0.7	1.1	0.1	1.7	14.8	6.7	3.1	1.0	1.5
12:15	20.9	11.3	8.3	1.6	0.5	0.9	0.1	1.7	12.9	6.0	2.7	0.9	1.3
12:30	20.1	11.3	8.7	1.5	0.4	0.8	0.1	1.8	13.0	5.3	2.4	0.8	1.2
12:45	18.6	10.2	7.6	1.5	0.4	0.9	0.0	1.6	11.8	4.9	2.4	0.7	1.2
13:00	17.2	8.9	5.9	1.6	0.6	1.0	0.1	1.6	10.4	4.9	2.6	0.9	1.3
13:15	15.8	7.5	4.4	1.5	0.6	1.0	0.1	1.5	8.8	4.8	2.6	0.8	1.4
13:30	14.8	6.6	3.8	1.5	0.5	0.9	0.0	1.5	8.1	4.8	2.4	0.8	1.3
13:45	14.3	6.4	3.7	1.5	0.4	1.0	0.0	1.4	7.7	4.6	2.4	0.7	1.2
14:00	13.8	6.3	3.6	1.4	0.4	0.9	0.1	1.4	7.6	4.3	2.3	0.7	1.2
14:15	12.5	5.5	2.9	1.3	0.4	0.9	0.0	1.3	6.7	4.1	2.1	0.6	1.2
14:30	12.4	5.3	2.7	1.4	0.4	0.9	0.0	1.3	6.6	4.0	2.3	0.6	1.1
14:45	12.6	5.5	2.8	1.4	0.4	0.9	0.0	1.3	6.7	4.1	2.2	0.6	1.1

3.8 Utilisation radio par chaîne: pénétration en %

RADIOCONTROL 2008 / Suisse romande

PENETRATION PAR QUART D'HEURES en % (lu-di)

univers: 1'490'300 personnes (15+) échantillon: 13'726 personnes / 94'428 jours mesurés

	radio	SRG SSR idée suisse								total	privées CH		étrangères	
		total	RSR	La Première	Opt. Musique	Espace 2	Couleur 3	WRS	autres SSR		total	total	Radio France	privées fr
15:00	13.1	5.9	3.1	1.5	0.5	1.0	0.1	1.4	7.2	4.1	2.2	0.6	1.1	
15:15	12.7	5.7	2.9	1.5	0.4	0.9	0.0	1.3	6.9	4.1	2.1	0.6	1.1	
15:30	12.8	5.6	2.9	1.5	0.4	0.9	0.0	1.3	6.9	4.2	2.1	0.6	1.1	
15:45	13.5	6.2	3.4	1.5	0.4	0.9	0.0	1.4	7.5	4.4	2.1	0.6	1.2	
16:00	15.0	7.2	4.3	1.6	0.4	1.0	0.1	1.4	8.5	4.8	2.3	0.6	1.3	
16:15	14.9	7.2	4.2	1.5	0.4	1.1	0.1	1.3	8.5	4.7	2.2	0.5	1.3	
16:30	15.4	7.7	4.6	1.5	0.5	1.2	0.1	1.4	9.0	4.7	2.3	0.6	1.3	
16:45	16.6	8.6	5.5	1.6	0.4	1.2	0.1	1.4	10.0	4.9	2.3	0.5	1.3	
17:00	17.5	8.8	5.5	1.7	0.5	1.3	0.1	1.6	10.3	5.4	2.5	0.6	1.4	
17:15	16.1	7.5	4.2	1.7	0.5	1.2	0.1	1.5	9.0	5.3	2.5	0.6	1.4	
17:30	16.4	7.6	4.3	1.7	0.5	1.3	0.1	1.6	9.2	5.4	2.5	0.7	1.4	
17:45	16.6	8.4	5.1	1.6	0.5	1.2	0.1	1.5	9.8	5.1	2.3	0.6	1.3	
18:00	18.0	9.6	6.5	1.5	0.5	1.2	0.1	1.5	11.0	5.3	2.4	0.6	1.3	
18:15	16.3	8.9	6.4	1.2	0.4	1.0	0.1	1.4	10.3	4.5	2.1	0.5	1.2	
18:30	15.4	8.5	6.1	1.1	0.4	1.0	0.1	1.4	9.8	4.0	2.0	0.5	1.1	
18:45	14.5	8.1	5.8	1.1	0.4	0.8	0.1	1.3	9.3	3.6	2.1	0.6	1.1	
19:00	13.4	7.1	4.8	1.1	0.5	0.8	0.1	1.2	8.2	3.4	2.4	0.8	1.0	
19:15	10.5	4.8	2.7	0.9	0.4	0.7	0.1	1.0	5.7	3.0	2.1	0.8	1.0	
19:30	8.6	3.7	1.9	0.8	0.4	0.7	0.0	0.8	4.5	2.6	1.8	0.7	0.8	
19:45	7.5	3.3	1.7	0.7	0.3	0.6	0.0	0.7	3.9	2.3	1.6	0.6	0.7	
20:00	7.3	3.3	1.8	0.7	0.3	0.5	0.1	0.8	4.1	2.0	1.6	0.5	0.7	
20:15	6.6	2.8	1.4	0.6	0.3	0.5	0.1	0.8	3.6	1.9	1.4	0.5	0.6	
20:30	6.1	2.6	1.3	0.5	0.3	0.5	0.0	0.7	3.3	1.7	1.2	0.4	0.5	
20:45	5.7	2.5	1.3	0.5	0.3	0.4	0.0	0.7	3.2	1.5	1.2	0.4	0.5	
21:00	5.5	2.6	1.4	0.5	0.3	0.4	0.0	0.7	3.2	1.4	1.1	0.3	0.5	
21:15	5.1	2.3	1.2	0.4	0.3	0.3	0.0	0.7	3.0	1.3	1.0	0.3	0.4	
21:30	5.0	2.4	1.3	0.4	0.3	0.3	0.0	0.6	3.0	1.2	1.0	0.4	0.4	
21:45	5.2	2.6	1.6	0.4	0.4	0.3	0.0	0.6	3.2	1.2	1.0	0.4	0.4	
22:00	5.6	3.0	2.0	0.4	0.3	0.3	0.1	0.6	3.6	1.2	1.0	0.3	0.4	
22:15	5.6	3.2	2.3	0.4	0.3	0.2	0.1	0.5	3.8	1.1	0.9	0.3	0.4	
22:30	6.1	3.9	2.9	0.4	0.4	0.2	0.1	0.5	4.4	1.0	0.9	0.3	0.4	
22:45	6.0	3.8	2.9	0.5	0.3	0.2	0.1	0.5	4.3	0.9	0.9	0.3	0.4	
23:00	5.9	3.7	2.9	0.5	0.2	0.2	0.0	0.5	4.2	0.9	1.0	0.3	0.4	
23:15	5.2	3.3	2.6	0.4	0.2	0.2	0.0	0.4	3.7	0.9	0.8	0.3	0.3	
23:30	4.8	3.1	2.4	0.4	0.1	0.2	0.0	0.4	3.5	0.8	0.7	0.3	0.3	
23:45	4.3	2.9	2.3	0.3	0.1	0.1	0.0	0.3	3.2	0.6	0.6	0.3	0.2	
Pénétration quot.	88.1	53.9	37.1	14.0	6.2	10.5	2.3	21.8	63.3	49.0	37.5	11.3	16.0	
Durée en minute	99	57	39	9	3	5	0	7	64	24	12	4	6	

3.8 Utilisation radio par chaîne: pénétration en %

RADIOCONTROL 2008 / Suisse romande

PENETRATION PAR QUART D'HEURES en millier (lu-di), Total Radio

univers: 1'490'300 personnes (15+) échantillon: 13'726 personnes / 94'428 jours mesurés

	radio	SRG SSR idée suisse							total	privées CH	total	étrangères	
	total	RSR	La Première	Opt. Musique	Espace 2	Couleur 3	WRS	autres SSR		total		Radio France	privées fr
5:00	35.1	22.0	17.3	2.4	1.4	1.0	0.3	2.1	24.0	7.0	5.0	2.0	2.2
5:15	41.7	26.0	20.4	2.9	1.7	1.2	0.1	2.3	28.2	8.5	6.0	2.4	2.8
5:30	51.8	31.0	24.1	3.3	1.9	1.9	0.0	2.8	33.7	12.4	7.1	2.9	3.5
5:45	84.7	52.9	41.5	5.2	3.3	3.1	0.2	4.2	56.9	20.9	8.8	2.8	5.1
6:00	115.9	72.3	56.9	6.5	3.9	5.5	0.5	5.7	77.7	30.1	10.6	3.1	6.2
6:15	151.4	93.7	74.1	7.1	4.3	8.6	0.7	6.3	99.7	40.9	14.5	4.3	8.9
6:30	191.8	117.6	92.3	9.6	5.0	11.5	0.5	8.7	125.5	53.0	18.5	5.7	11.1
6:45	242.7	153.6	116.8	14.4	6.7	16.8	0.7	11.1	164.1	64.0	21.8	6.5	13.2
7:00	279.5	173.9	131.6	17.2	8.0	18.1	1.2	14.6	187.6	73.7	27.2	7.0	15.6
7:15	301.3	187.9	142.1	17.7	8.8	20.7	1.1	14.6	201.3	78.9	30.8	8.9	18.4
7:30	320.3	197.6	150.0	20.0	9.1	19.6	1.3	17.0	213.4	83.3	34.2	11.0	19.7
7:45	341.9	212.9	160.5	23.0	10.7	20.0	1.4	18.5	230.1	85.9	37.2	12.6	20.6
8:00	351.6	212.8	157.3	26.5	11.1	19.1	2.0	22.5	233.4	89.8	40.4	13.8	20.5
8:15	337.7	200.9	146.1	26.8	10.7	18.3	1.6	21.0	220.4	86.0	41.3	14.8	21.5
8:30	335.8	196.5	142.1	27.7	11.0	17.0	1.7	22.2	217.5	86.1	43.4	15.2	21.9
8:45	332.7	191.9	135.8	30.2	11.1	15.9	1.4	22.4	213.3	85.2	43.7	14.4	22.5
9:00	331.8	189.8	133.1	30.5	11.0	16.8	1.9	26.4	214.2	86.2	42.5	13.7	20.7
9:15	307.4	170.6	116.7	29.4	8.9	15.9	1.6	25.1	194.3	82.3	39.5	13.5	20.2
9:30	298.9	163.1	107.9	30.8	9.1	16.5	1.5	23.3	185.1	82.3	39.9	12.7	20.8
9:45	295.9	158.3	102.2	32.2	9.0	16.1	1.0	23.3	180.1	84.2	39.2	11.9	20.3
10:00	299.2	157.3	99.4	33.7	9.9	16.6	1.5	25.0	180.7	87.0	40.7	11.2	20.7
10:15	284.7	143.9	87.6	31.7	9.3	16.4	1.0	23.0	165.7	86.2	41.2	12.1	21.7
10:30	286.0	142.4	84.8	32.2	9.4	17.0	0.9	23.9	165.4	87.1	40.8	11.7	22.6
10:45	291.6	147.4	89.6	33.0	8.9	17.1	0.9	23.7	170.1	88.6	40.3	11.0	22.4
11:00	307.8	163.1	105.5	32.5	10.0	18.3	1.2	25.0	186.4	91.1	40.6	12.3	21.0
11:15	302.8	160.3	104.3	29.5	9.1	18.0	1.1	23.5	182.5	88.3	40.2	13.2	21.0
11:30	312.6	168.1	112.8	29.0	9.5	17.6	1.0	23.8	190.6	88.9	41.4	13.1	21.4
11:45	330.0	182.9	129.2	28.4	9.7	17.3	1.0	24.0	205.6	89.8	42.9	13.6	21.6
12:00	349.7	196.1	142.0	30.1	10.1	17.0	2.0	25.9	219.8	100.1	45.9	15.1	22.8
12:15	311.5	168.1	123.7	23.9	7.6	13.0	1.8	25.1	191.9	89.8	39.5	13.7	19.6
12:30	299.4	168.5	129.7	21.7	6.6	11.5	0.7	26.9	193.9	79.4	35.9	11.6	17.6
12:45	276.4	152.6	112.8	21.8	6.2	13.1	0.6	24.0	175.5	73.4	35.8	11.0	18.5
13:00	256.7	132.7	88.3	23.2	9.3	14.5	1.1	23.2	154.5	73.5	39.2	13.0	19.8
13:15	234.7	111.2	65.1	22.9	9.6	14.5	0.8	21.6	131.8	71.7	38.1	12.6	20.1
13:30	220.4	99.0	56.7	21.9	8.0	13.4	0.7	21.9	120.1	71.2	36.2	12.1	18.9
13:45	213.4	95.9	54.4	21.8	6.2	14.2	0.6	20.3	115.4	69.0	35.4	10.7	18.4
14:00	204.9	94.0	53.1	21.5	6.2	13.9	1.2	20.6	113.8	64.0	34.9	9.7	17.7
14:15	186.9	81.6	42.8	20.0	6.2	13.2	0.6	19.3	100.1	60.5	31.9	9.2	17.1
14:30	185.4	79.4	40.5	20.6	6.1	12.7	0.4	19.1	97.9	59.5	33.5	9.3	16.6
14:45	187.6	82.3	42.2	21.1	6.5	13.6	0.4	18.8	100.4	61.2	32.3	8.6	16.3

RADIOCONTROL 2008 / Suisse romande

PENETRATION PAR QUART D'HEURES en millier (lu-di), Total Radio

univers: 1'490'300 personnes (15+) échantillon: 13'726 personnes / 94'428 jours mesurés

	radio total	SRG SSR idée suisse							total	privées CH		étrangères	
		RSR	La Première	Opt. Musique	Espace 2	Couleur 3	WRS	autres SSR		total	total	Radio France	privées fr
15:00	195.2	88.6	46.5	22.5	6.9	14.2	0.8	20.1	107.6	61.7	32.5	8.9	17.0
15:15	189.7	84.3	42.9	22.0	6.4	13.7	0.5	19.3	103.1	61.7	30.5	8.4	16.9
15:30	190.5	83.9	43.1	21.7	6.0	13.6	0.6	19.8	103.0	62.7	30.7	8.7	16.6
15:45	201.6	91.7	50.2	22.2	6.2	13.9	0.6	20.1	111.1	65.4	31.5	8.4	17.1
16:00	223.9	107.4	64.4	23.3	6.0	15.3	1.3	21.3	127.2	71.1	34.3	8.5	19.2
16:15	221.8	107.5	62.6	22.9	5.6	16.7	1.2	19.7	126.3	69.3	32.6	7.9	18.7
16:30	229.2	114.1	68.0	23.0	6.8	17.5	0.8	20.3	133.6	69.7	33.6	8.3	19.2
16:45	247.7	128.4	81.8	23.8	6.6	17.7	0.8	21.0	148.5	73.6	34.1	8.0	19.9
17:00	260.1	130.9	82.0	25.9	7.6	18.9	1.2	24.5	153.7	80.5	37.6	9.0	20.4
17:15	239.9	112.4	62.5	25.2	7.2	18.1	1.2	22.8	134.0	78.4	37.3	9.2	20.6
17:30	244.6	113.9	63.6	24.6	7.9	18.7	1.0	24.0	136.6	80.5	37.0	10.0	20.8
17:45	248.0	125.2	76.2	23.8	8.1	18.4	1.3	22.7	146.6	76.1	34.5	9.4	19.3
18:00	268.0	143.7	97.4	22.0	8.1	17.8	1.6	22.0	164.3	78.4	35.7	8.6	19.2
18:15	243.2	133.1	94.8	17.9	5.6	15.4	1.1	20.6	153.1	67.0	31.6	7.8	17.9
18:30	229.6	126.6	91.3	15.9	5.7	14.2	1.4	20.9	146.6	60.2	30.0	7.5	16.6
18:45	216.7	121.0	87.0	16.3	5.9	12.6	1.2	19.0	139.2	53.5	30.6	8.4	16.0
19:00	199.6	105.4	72.1	16.1	6.6	12.3	1.7	18.2	122.4	51.3	35.1	11.6	15.6
19:15	156.3	71.3	40.8	13.7	6.0	11.0	1.0	14.8	85.5	45.0	31.0	11.5	14.2
19:30	128.3	55.0	28.5	11.5	5.4	10.0	0.5	12.3	66.9	39.0	26.7	9.7	12.2
19:45	111.6	48.7	24.5	10.9	5.0	8.7	0.5	10.0	58.3	33.6	23.2	8.3	10.6
20:00	109.4	49.2	26.9	10.3	4.7	7.7	1.2	11.7	60.3	30.1	23.4	8.0	9.7
20:15	98.7	42.0	21.1	8.8	4.7	7.1	1.0	11.4	53.1	28.0	20.9	6.7	9.3
20:30	90.8	39.0	19.5	7.7	4.8	6.9	0.5	10.4	49.0	25.7	18.5	6.0	8.0
20:45	85.6	37.6	19.5	7.8	4.7	6.0	0.2	10.1	47.4	22.4	17.9	5.5	7.4
21:00	82.1	38.3	20.9	7.4	5.1	5.3	0.6	10.5	48.3	20.1	16.7	4.8	6.9
21:15	76.2	34.7	18.5	6.5	5.0	4.7	0.6	9.7	44.0	19.1	15.2	4.7	6.5
21:30	75.1	35.3	19.9	6.5	5.0	4.2	0.2	9.2	44.2	18.0	14.9	5.2	6.4
21:45	77.6	38.7	23.4	6.6	5.2	3.9	0.2	9.2	47.7	17.7	14.5	5.4	5.8
22:00	82.9	45.2	30.4	6.5	4.7	3.9	1.0	9.5	54.2	17.3	14.3	4.7	5.7
22:15	83.0	48.3	34.5	5.5	5.1	3.3	0.7	8.0	55.9	15.9	13.4	4.5	5.7
22:30	90.9	57.6	43.4	6.5	5.4	2.8	0.9	7.8	64.9	14.9	13.2	4.6	5.7
22:45	88.8	56.8	43.0	7.0	4.0	3.0	0.8	7.4	63.9	14.0	13.1	4.9	5.4
23:00	88.1	55.6	42.7	7.2	3.0	3.2	0.5	7.4	62.7	13.7	14.4	4.8	6.0
23:15	77.8	48.9	38.1	6.1	2.5	2.4	0.1	6.1	54.7	13.1	11.7	4.3	5.0
23:30	72.0	46.4	36.4	5.5	2.2	2.5	0.1	5.3	51.6	11.6	10.2	4.1	4.0
23:45	64.5	42.8	34.1	5.0	2.0	2.1	0.1	4.9	47.6	9.1	8.8	3.7	3.6
Pénétration quot.	1,312.6	802.8	553.6	208.9	91.6	156.7	33.8	325.0	942.6	730.5	559.4	168.7	238.5
Durée en minute	99	57	39	9	3	5	0	7	64	24	12	4	6

RADIOCONTROL 2008 / Suisse romande

PARTS DE MARCHÉ en % (lu-di), Total Radio

univers: 1'490'300 personnes (15+) échantillon: 13'726 personnes / 94'428 jours mesurés

	radio	SRG SSR idée suisse								total	privées CH	total	étrangères	
		RSR	La Première	Opt. Musique	Espace 2	Couleur 3	WRS	autres SSR	Radio France				privées fr	
5:00	100.0	68.5	55.3	5.9	4.7	2.3	0.4	4.9	73.4	13.7	13.0	5.2	6.1	
5:15	100.0	66.7	53.3	6.6	4.5	2.2	0.2	4.7	71.4	15.7	12.9	5.3	6.6	
5:30	100.0	65.3	51.0	6.8	4.5	3.1	0.0	4.7	70.1	17.4	12.5	4.8	6.9	
5:45	100.0	63.8	49.7	5.9	5.0	3.2	0.1	5.5	69.3	19.4	11.3	3.8	6.6	
6:00	100.0	67.1	53.8	5.1	4.1	3.8	0.3	4.8	71.9	19.9	8.2	2.5	5.1	
6:15	100.0	65.5	52.3	4.6	3.7	4.6	0.4	4.3	69.8	20.9	9.3	3.0	5.8	
6:30	100.0	65.1	52.2	4.5	3.5	4.8	0.2	4.3	69.5	21.8	8.7	2.8	5.5	
6:45	100.0	65.7	51.8	5.2	3.3	5.2	0.2	4.6	70.2	21.5	8.3	2.6	5.2	
7:00	100.0	66.9	52.6	5.4	3.2	5.3	0.4	5.1	72.0	20.3	7.7	2.3	4.7	
7:15	100.0	66.4	52.0	5.4	3.3	5.4	0.4	4.6	71.0	20.5	8.5	2.7	5.3	
7:30	100.0	65.5	51.9	5.4	3.2	4.7	0.3	4.9	70.4	20.7	8.9	3.1	5.3	
7:45	100.0	65.7	51.5	5.9	3.3	4.7	0.4	5.0	70.7	20.1	9.3	3.4	5.4	
8:00	100.0	63.7	48.8	6.6	3.2	4.6	0.4	5.7	69.5	20.8	9.7	3.8	5.2	
8:15	100.0	62.6	47.1	7.2	3.4	4.6	0.4	5.7	68.3	21.2	10.5	4.2	5.5	
8:30	100.0	61.4	45.9	7.5	3.3	4.3	0.4	5.7	67.1	21.6	11.3	4.4	6.0	
8:45	100.0	61.1	44.4	8.5	3.5	4.3	0.4	6.1	67.2	21.8	11.0	4.3	5.8	
9:00	100.0	60.1	43.1	8.7	3.2	4.8	0.3	7.0	67.1	22.4	10.5	3.8	5.6	
9:15	100.0	58.5	41.0	9.4	3.0	4.8	0.3	7.1	65.7	23.5	10.9	4.0	5.9	
9:30	100.0	57.3	38.4	10.4	3.2	5.1	0.3	7.0	64.3	24.6	11.1	3.9	6.2	
9:45	100.0	56.2	36.9	10.9	3.2	4.9	0.2	7.1	63.3	25.8	10.9	3.6	6.3	
10:00	100.0	55.1	35.3	11.2	3.2	5.2	0.2	7.3	62.4	26.2	11.5	3.5	6.6	
10:15	100.0	53.2	32.5	11.4	3.4	5.6	0.2	7.4	60.6	27.5	11.9	3.7	7.0	
10:30	100.0	52.6	31.6	11.7	3.4	5.8	0.2	7.5	60.1	27.8	12.1	3.7	7.1	
10:45	100.0	53.3	32.5	11.4	3.5	5.7	0.2	7.6	60.8	27.3	11.8	3.5	7.1	
11:00	100.0	55.7	36.2	10.5	2.9	5.9	0.2	6.9	62.5	26.5	11.0	3.6	6.3	
11:15	100.0	56.0	37.7	9.6	2.9	5.7	0.2	6.8	62.9	25.9	11.2	3.9	6.2	
11:30	100.0	56.9	39.4	9.1	3.1	5.2	0.2	6.6	63.5	25.1	11.4	4.1	6.3	
11:45	100.0	58.9	42.4	8.5	3.0	4.9	0.2	6.5	65.4	23.5	11.1	4.1	5.8	
12:00	100.0	59.1	43.6	8.4	2.6	4.2	0.4	6.4	65.6	23.7	10.8	3.7	6.0	
12:15	100.0	56.7	42.9	7.5	2.4	3.6	0.4	7.3	64.1	25.4	10.6	4.2	5.5	
12:30	100.0	61.0	48.5	6.8	2.0	3.5	0.1	7.9	68.9	21.7	9.4	3.3	5.1	
12:45	100.0	59.1	45.1	7.4	2.2	4.2	0.1	8.0	67.1	22.2	10.8	3.9	5.9	
13:00	100.0	53.1	34.8	8.6	4.1	5.3	0.3	8.6	61.7	24.7	13.6	5.2	7.1	
13:15	100.0	49.8	30.1	9.4	4.3	5.7	0.2	9.0	58.8	26.7	14.5	5.6	7.6	
13:30	100.0	47.4	28.1	9.8	3.6	5.6	0.2	9.7	57.0	28.4	14.5	5.3	7.9	
13:45	100.0	47.5	27.8	10.2	3.2	6.2	0.2	9.3	56.7	28.9	14.4	4.9	8.1	
14:00	100.0	48.3	27.5	10.6	3.4	6.6	0.3	9.5	57.9	27.8	14.3	4.4	8.1	
14:15	100.0	46.0	24.2	11.0	3.8	6.8	0.2	9.9	55.9	29.4	14.8	4.4	8.6	
14:30	100.0	45.5	23.4	11.4	3.9	6.7	0.1	10.1	55.6	29.2	15.2	4.8	8.4	
14:45	100.0	46.4	23.4	11.7	4.1	7.1	0.2	9.8	56.1	29.0	14.8	4.4	8.4	

3.10 Utilisation radio par chaîne: parts de marché en %

RADIOCONTROL 2008 / Suisse romande

PARTS DE MARCHÉ en % (lu-di), Total Radio

univers: 1'490'300 personnes (15+) échantillon: 13'726 personnes / 94'428 jours mesurés

	radio total	SRG SSR idée suisse							total	privées CH	total	étrangères	
		RSR	La Première	Opt. Musique	Espace 2	Couleur 3	WRS	autres SSR				Radio France	privées fr
15:00	100.0	48.0	25.1	12.0	3.6	7.2	0.2	9.9	58.0	27.8	14.2	4.1	8.3
15:15	100.0	46.9	23.7	12.3	3.7	7.1	0.2	10.1	56.9	29.4	13.7	4.0	8.3
15:30	100.0	46.1	23.8	11.6	3.6	7.0	0.2	10.2	56.3	29.6	14.0	4.2	8.2
15:45	100.0	46.7	24.8	11.6	3.6	6.6	0.2	9.8	56.6	30.2	13.2	3.8	7.9
16:00	100.0	51.0	30.3	10.8	2.9	6.7	0.3	9.1	60.1	27.5	12.5	3.2	7.8
16:15	100.0	51.2	30.2	10.6	2.8	7.3	0.3	8.9	60.1	27.7	12.2	3.2	7.7
16:30	100.0	52.2	31.4	10.6	2.8	7.3	0.2	8.7	60.9	26.5	12.6	3.2	7.9
16:45	100.0	55.3	36.4	9.7	2.5	6.6	0.2	8.2	63.6	25.0	11.5	2.9	7.4
17:00	100.0	51.9	31.8	10.1	2.9	6.8	0.3	8.9	60.8	27.1	12.1	3.1	7.4
17:15	100.0	49.4	27.2	11.0	3.6	7.3	0.4	9.0	58.5	28.7	12.8	3.4	7.9
17:30	100.0	49.2	27.2	10.3	3.9	7.4	0.4	9.0	58.1	29.0	12.9	3.6	7.9
17:45	100.0	51.9	31.0	9.8	3.8	7.0	0.3	8.9	60.7	27.0	12.2	3.3	7.8
18:00	100.0	57.5	40.3	7.9	2.8	6.2	0.4	7.5	65.0	24.8	10.2	2.5	6.3
18:15	100.0	59.7	43.9	7.1	2.3	6.0	0.3	7.7	67.4	22.5	10.1	2.5	6.5
18:30	100.0	59.9	44.2	6.8	2.7	5.8	0.3	8.0	67.8	22.1	10.1	2.6	6.3
18:45	100.0	60.9	44.7	7.2	2.8	5.8	0.3	7.8	68.7	20.4	10.9	3.0	6.6
19:00	100.0	54.6	36.7	8.1	3.3	6.1	0.5	7.8	62.4	22.6	14.9	5.5	7.3
19:15	100.0	48.3	27.9	9.1	4.2	6.7	0.4	8.5	56.8	25.2	18.0	7.3	8.8
19:30	100.0	45.6	23.9	9.5	4.5	7.6	0.2	7.9	53.5	27.4	19.1	7.8	9.3
19:45	100.0	46.2	22.8	10.4	5.0	7.7	0.3	7.6	53.8	28.1	18.2	7.2	8.9
20:00	100.0	47.4	25.0	10.3	4.7	6.9	0.6	9.3	56.6	25.7	17.7	6.4	8.5
20:15	100.0	45.6	23.1	9.5	5.5	7.0	0.5	10.5	56.1	25.8	18.1	6.5	8.8
20:30	100.0	46.1	23.3	9.3	6.3	7.1	0.2	10.1	56.3	26.0	17.8	6.3	8.8
20:45	100.0	47.6	24.4	9.2	6.9	7.1	0.2	10.9	58.5	24.4	17.1	6.1	8.1
21:00	100.0	50.4	26.6	9.5	7.6	6.3	0.4	11.2	61.6	21.9	16.6	5.6	7.5
21:15	100.0	50.5	26.6	9.8	8.1	5.8	0.4	11.8	62.3	21.6	16.1	5.7	7.6
21:30	100.0	50.7	28.7	9.1	7.6	5.3	0.1	12.0	62.7	21.3	16.1	5.9	7.6
21:45	100.0	53.9	32.7	8.7	7.4	4.9	0.2	11.3	65.2	19.5	15.3	6.2	6.8
22:00	100.0	57.5	38.8	7.7	6.2	4.2	0.6	10.6	68.1	17.7	14.2	5.5	6.3
22:15	100.0	62.4	44.6	7.3	6.4	3.5	0.6	8.5	70.8	16.2	13.0	4.7	6.0
22:30	100.0	68.4	53.0	6.7	5.6	2.7	0.5	7.6	76.0	12.5	11.5	4.4	5.2
22:45	100.0	67.7	52.4	7.6	4.3	2.9	0.5	7.6	75.3	12.6	12.1	5.0	5.6
23:00	100.0	68.4	53.8	7.9	3.4	3.0	0.3	7.5	75.9	12.0	12.1	4.9	5.4
23:15	100.0	68.9	54.9	8.2	3.4	2.4	0.1	7.2	76.0	12.9	11.1	4.9	4.9
23:30	100.0	69.9	55.7	8.1	3.2	2.9	0.1	7.1	77.0	12.1	10.9	5.1	4.5
23:45	100.0	71.2	58.3	7.3	3.1	2.4	0.1	7.4	78.7	10.8	10.5	5.0	4.2
Parts de marché quotidienne	100.0	57.3	39.5	8.7	3.4	5.3	0.3	7.4	64.7	23.6	11.8	4.0	6.5

3.10 Utilisation radio par chaîne: parts de marché en %

RADIOCONTROL 2008 / Suisse romande

PÉNÉTRATION QUOTIDIENNE en % (lu-di)

univers: 1'490'300 personnes (15+) échantillon: 13'726 personnes / 94'428 jours mesurés

	2001	2002	2003	2004 ¹	2005	2006	2007	2008
total radio	90.4	89.2	89.0	90.5	89.7	88.9	89.4	88.1
SRG SSR idée suisse	63.5	63.6	64.3	64.2	63.7	62.2	62.5	63.3
RSR	55.7	55.0	55.1	55.2	54.7	53.6	53.3	53.9
La Première	40.8	38.7	40.8	40.9	40.1	38.3	37.2	37.1
Option Musique ²	15.7	14.1	14.3	13.6	13.8	14.6	14.5	14.0
Espace 2 ²	9.2	7.1	6.9	6.7	6.3	6.1	6.0	6.2
Couleur 3	9.6	10.5	9.3	9.3	8.9	9.1	10.0	10.5
WRS								2.3
SR DRS1	7.4	7.7	8.5	7.0	7.3	6.6	7.0	6.4
RSI Rete Uno	1.8	2.6	2.7	2.3	2.9	2.5	2.5	2.1
Swiss Satellite Radios ²	5.1	5.0	5.1	5.2	5.7	5.0	4.9	5.0
autres SSR	9.9	9.1	9.7	9.6	9.0	8.7	9.7	11.3
total stations étrangères	50.2	46.1	44.7	46.0	45.1	43.9	43.7	37.5
Radio France	15.4	13.1	13.5	14.2	14.5	13.8	14.1	11.3
France Inter	4.9	4.4	4.7	5.0	4.5	4.2	4.2	3.8
France Info	5.0	4.7	4.8	4.6	4.6	4.2	4.3	3.8
France Musique	3.3	2.8	2.7	2.9	2.6	2.5	2.3	2.0
France Culture	5.0	3.6	3.3	3.7	4.9	4.8	5.2	3.4
privées étrangères françaises	23.7	21.4	20.0	20.3	19.2	18.7	18.4	16.0
Radio la Plus (Thollon jusqu'au 01.08.2005)	2.7	2.2	2.0	1.9	2.2	3.0	2.9	2.4
NRJ (F)	4.9	5.4	4.5	5.7	5.2	4.4	4.6	4.3
Virgin (Europe 2 jusqu'au 31.12.2007)	3.1	3.2	3.1	3.1	2.8	2.6	2.8	2.7
Nostalgie ³	9.3	7.3	6.9	7.1	6.8	6.3	6.2	5.9

¹ Depuis le 1er janvier 2004, l'échantillon du Radiocontrol est plus grand. Il convient donc d'en tenir compte pour toute comparaison avec les données des précédentes années.

² Ces stations reprennent des émissions de RSR1/DRS1 (informations) aux mêmes heures de diffusion. Depuis le 1.1.2002, leur audience peut être correctement affectée.

³ Radio Nostalgie: les chiffres des fenêtres France et Genève sont publiés ensemble.

RADIOCONTROL 2008 / Suisse romande

PÉNÉTRATION QUOTIDIENNE en % (lu-di)

univers: 1'490'300 personnes (15+) échantillon: 13'726 personnes / 94'428 jours mesurés

	2001	2002	2003	2004	2005	2006	2007	2008
total radio	90.4	89.2	89.0	90.5	89.7	88.9	89.4	88.1
radios privées suisses	55.5	51.1	50.7	52.5	52.6	51.4	52.3	49.0
Lac	4.6	4.2	4.5	4.7	4.7	4.3	4.4	4.1
One FM	4.8	5.0	4.5	5.2	5.4	6.1	6.3	6.4
WRG FM World Radio Geneva	1.6	1.3	1.2	1.1	1.5	1.6	1.4	-
Lausanne FM	6.4	6.4	6.7	7.5	7.1	7.0	6.9	6.8
Rouge FM (Framboise jusqu'au 01.07.2005)	6.8	5.8	5.7	6.7	7.1	6.1	6.6	6.9
Chablais	3.5	3.4	3.1	3.4	3.4	3.2	3.1	2.9
RTN ¹	4.4	4.8	4.8	5.1	5.1	5.2	5.3	5.0
Rhône	4.9	4.5	4.4	4.7	4.4	4.4	4.5	4.7
Radio Jura Bernois	4.0	3.7	3.4	2.4	2.2	2.3	2.3	2.2
Fréquence Jura	4.6	4.0	3.8	3.3	3.1	3.1	3.2	3.1
Canal3 (net)	2.0	1.7	1.5	1.2	1.1	1.2	1.1	0.7
Fribourg (net)	4.2	4.1	3.9	4.6	4.7	4.6	4.9	4.7
Cité	-	-	-	2.5	2.3	2.0	1.8	1.3
Meyrin	-	-	-	0.4	0.4	0.4	0.3	0.4
autres radios privées suisses fr. ²	-	2.8	2.9	0.2	0.2	0.2	0.6	0.8

¹ Résultats sans la période comprise entre le 1.1.02 et le 20.3.02 (en raison d'une qualité de réception insuffisante pour le Radiocontrol).

² Pour des raisons méthodologiques, il n'est pas possible de publier des chiffres sur les autres radios privées en Suisse romande qu'à partir de 2002.

RADIOCONTROL 2008 / Suisse romande

UTILISATION en minutes (lu-di)

univers: 1'490'300 personnes (15+) échantillon: 13'726 personnes / 94'428 jours mesurés

	2001	2002	2003	2004 ¹	2005	2006	2007	2008
total radio	107	103	105	101	99	97	98	99
SRG SSR idée suisse	64	64	66	63	63	62	62	64
RSR	56	56	58	56	56	56	55	57
La Première	38	39	41	41	41	39	38	39
Option Musique ²	9	9	9	8	8	9	9	9
Espace 2 ²	4	4	3	3	3	3	3	3
Couleur 3	5	5	4	4	4	4	5	5
WRS								0
SR DRS1	3	3	4	2	3	3	2	3
RSI Rete Uno	0	0	0	0	0	0	0	1
Swiss Satellite Radios ²	1	2	2	2	2	2	2	2
autres SSR	2	2	2	2	2	2	2	2
total stations étrangères	18	16	15	14	13	12	12	12
Radio France	6	5	6	5	5	4	4	4
France Inter	2	2	2	2	2	2	2	1
France Info	1	1	2	1	1	1	1	1
France Musique	1	1	1	1	1	1	1	1
France Culture	1	1	1	1	1	1	1	1
privées étrangères françaises	10	9	8	7	7	7	7	6
Radio la Plus (Thollon jusqu'au 01.08.2005)	1	1	1	0	1	1	1	1
NRJ (F)	2	2	2	2	2	1	1	1
Virgin (Europe 2 jusqu'au 31.12.2007)	1	1	1	1	1	1	1	1
Nostalgie ³	4	3	3	3	3	3	2	3

¹ Depuis le 1er janvier 2004, l'échantillon du Radiocontrol est plus grand. Il convient donc d'en tenir compte pour toute comparaison avec les données des précédentes années.

² Ces stations reprennent des émissions de RSR1/DRS1 (informations) aux mêmes heures de diffusion. Depuis le 1.1.2002, leur audience peut être correctement affectée.

³ Radio Nostalgie: les chiffres des fenêtres France et Genève sont publiés ensemble.

RADIOCONTROL 2008 / Suisse romande

UTILISATION en minutes (lu-di)

univers: 1'490'300 personnes (15+) échantillon: 13'726 personnes / 94'428 jours mesurés

	2001	2002	2003	2004	2005	2006	2007	2008
total radio	107	103	105	101	99	97	98	99
radios privées suisses	26	24	24	24	23	22	23	24
Lac	2	2	2	2	2	1	2	2
One FM	2	2	2	2	2	3	3	3
WRG FM World Radio Geneva	0	0	0	0	0	0	0	-
Lausanne FM	3	3	3	3	3	3	3	3
Rouge FM (Framboise jusqu'au 01.07.2005)	3	3	2	3	3	3	3	3
Chablais	2	2	2	2	2	1	2	2
RTN ¹	2	2	3	3	3	3	3	3
Rhône	3	2	2	2	2	2	2	2
Radio Jura Bernois	2	2	2	1	1	1	1	1
Fréquence Jura	3	2	2	2	2	2	2	2
Canal3 (net)	1	0	0	0	0	0	0	0
Fribourg (net)	2	2	2	2	2	2	2	2
Cité	-	-	-	0	0	0	0	0
Meyrin	-	-	-	0	0	0	0	0
autres radios privées suisses fr. ²	-	0	0	0	0	0	0	0

¹ Résultats sans la période comprise entre le 1.1.02 et le 20.3.02 (en raison d'une qualité de réception insuffisante pour le Radiocontrol).

² Pour des raisons méthodologiques, il n'est pas possible de publier des chiffres sur les autres radios privées en Suisse romande qu'à partir de 2002.

RADIOCONTROL 2008 / Suisse romande

PARTS DE MARCHÉ en % (lu-di)

univers: 1'490'300 personnes (15+) échantillon: 13'726 personnes / 94'428 jours mesurés

	2001	2002	2003	2004 ¹	2005	2006	2007	2008
total radio	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SRG SSR idée suisse	59.2	61.7	62.7	62.6	63.4	64.3	63.5	64.7
RSR	52.5	54.6	55.3	55.9	56.7	57.3	56.7	57.3
La Première	35.7	37.2	39.3	40.8	41.1	40.4	39.3	39.5
Option Musique ²	8.2	8.6	8.7	7.8	8.1	9.1	9.0	8.7
Espace 2 ²	4.1	3.9	3.2	3.3	3.5	3.5	3.6	3.4
Couleur 3	4.5	4.9	4.2	4.0	4.0	4.4	4.8	5.3
WRS								0.3
SR DRS1	2.9	2.9	3.5	2.5	2.7	2.8	2.5	2.8
RSI Rete Uno	0.5	0.5	0.5	0.4	0.5	0.5	0.4	0.5
Swiss Satellite Radios ²	1.3	1.7	1.6	1.8	1.8	1.8	1.9	2.1
autres SSR	2.1	2.1	1.9	2.0	1.8	2.0	2.0	2.1
total stations étrangères	16.5	15.3	14.8	13.9	13.3	12.8	12.8	11.8
Radio France	5.4	5.1	5.5	5.2	4.7	4.5	4.3	4.0
France Inter	2.2	2.0	2.0	2.0	1.7	1.6	1.6	1.5
France Info	1.4	1.4	1.5	1.1	1.2	1.1	1.1	1.1
France Musique	1.0	0.9	0.9	0.9	0.8	0.8	0.7	0.7
France Culture	0.9	0.9	1.1	1.1	1.0	0.9	0.9	0.7
privées étrangères françaises	9.2	8.4	7.8	7.2	7.1	6.9	7.0	6.5
Radio la Plus (Thollon jusqu'au 01.08.2005)	0.5	0.5	0.5	0.4	0.6	0.8	0.8	0.6
NRJ (F)	1.5	1.9	1.6	1.9	1.7	0.6	1.4	1.4
Virgin (Europe 2 jusqu'au 31.12.2007)	0.8	0.9	0.9	0.9	0.7	1.4	0.8	0.8
Nostalgie ³	4.1	3.1	3.1	2.8	2.8	2.6	2.5	2.5

¹ Depuis le 1er janvier 2004, l'échantillon du Radiocontrol est plus grand. Il convient donc d'en tenir compte pour toute comparaison avec les données des précédentes années.

² Ces stations reprennent des émissions de RSR1/DRS1 (informations) aux mêmes heures de diffusion. Depuis le 1.1.2002, leur audience peut être correctement affectée.

³ Radio Nostalgie: les chiffres des fenêtres France et Genève sont publiés ensemble.

RADIOCONTROL 2008 / Suisse romande

PARTS DE MARCHÉ en % (lu-di)

univers: 1'490'300 personnes (15+) échantillon: 13'726 personnes / 94'428 jours mesurés

	2001	2002	2003	2004	2005	2006	2007	2008
total radio	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
radios privées suisses	24.3	23.0	22.5	23.5	23.4	22.9	23.7	23.6
Lac	1.6	1.5	1.6	1.8	1.6	1.4	1.6	1.6
One FM	2.3	2.4	2.2	2.2	2.4	2.8	3.0	3.0
WRG FM World Radio Geneva	0.4	0.4	0.3	0.3	0.3	0.3	0.2	-
Lausanne FM	2.7	2.8	2.9	3.3	3.1	3.2	2.9	3.0
Rouge FM (Framboise jusqu'au 01.07.2005)	2.9	2.4	2.2	2.7	2.9	2.5	2.7	2.8
Chablais	1.7	1.8	1.6	1.7	1.6	1.4	1.6	1.5
RTN ¹	1.8	2.1	2.4	2.6	2.7	2.8	2.9	2.8
Rhône	2.5	2.3	2.2	2.4	2.3	2.0	2.2	2.3
Radio Jura Bernois	1.7	1.7	1.4	1.1	0.9	0.9	0.8	0.9
Fréquence Jura	2.6	2.2	2.2	1.8	1.7	1.7	1.6	1.7
Canal3 (net)	0.5	0.4	0.3	0.2	0.2	0.2	0.2	0.1
Fribourg (net)	1.7	1.6	1.6	1.9	2.1	2.2	2.2	2.1
Cité	-	-	-	0.3	0.2	0.3	0.2	0.3
Meyrin	-	-	-	0.0	0.0	0.0	0.0	0.0
autres radios privées suisses fr. ²	-	0.4	0.3	0.0	0.0	0.0	0.1	0.1

¹ Résultats sans la période comprise entre le 1.1.02 et le 20.3.02 (en raison d'une qualité de réception insuffisante pour le Radiocontrol).

² Pour des raisons méthodologiques, il n'est pas possible de publier des chiffres sur les autres radios privées en Suisse romande qu'à partir de 2002.

3.14 Utilisation radio en comparaison pluriannuelle: radios privées dans leurs zones de desserte, pénétration en %

RADIOCONTROL 2008 / Suisse romande

PÉNÉTRATION QUOTIDIENNE en % (lu-di)

univers: 1'490'300 personnes (15+) échantillon: 13'726 personnes / 94'428 jours mesurés

Les chiffres susmentionnés se réfèrent aux zones de desserte respectives des différentes radios. Les divers programmes de radio ne sont donc pas directement comparables les uns avec les autres (sauf si leurs chiffres d'audience proviennent de la même région), parce que leurs parts d'audience se réfèrent aux différentes régions géographiques.

	2004	2005	2006	2007	2008	Région
radios privées suisses						
Lac	9.3	8.6	7.7	8.0	7.7	Genève-Lausanne
One FM	11.1	11.1	12.0	11.9	12.3	Genève-Lausanne
WRG FM World Radio Geneva	2.4	2.8	2.6	2.3	-	Genève-Rolle
Meyrin	0.5	0.6	0.5	0.3	0.5	Genève-Rolle
Cité	2.7	2.6	2.3	2.4	2.1	Genève-Rolle
Lausanne FM	23.4	21.7	21.7	21.2	20.8	Vaud-Sud
Rouge FM (Framboise jusqu'au 01.07.2005)	15.7	16.6	14.6	14.9	15.4	Vaud
Chablais	28.1	28.6	27.3	26.7	25.2	Chablais
RTN	37.9	38.4	38.3	38.9	38.1	Neuchâtel
Rhône	42.1	39.0	37.5	37.9	40.1	Bas-Valais
Radio Jura Bernois	27.5	25.7	26.3	26.1	26.4	Jura-Bernois
Fréquence Jura	34.3	32.5	33.2	34.6	35.0	Jura
Canal3 (français)	2.8	2.2	2.5	2.4	2.5	Bienne
Fribourg (français)	30.3	32.0	31.4	32.1	32.1	Fribourg

3.15 Utilisation radio en comparaison pluriannuelle: radios privées dans leur zones de desserte, pénétration en millier

RADIOCONTROL 2008 / Suisse romande

PÉNÉTRATION QUOTIDIENNE en millier (lu-di)

univers: 1'490'300 personnes (15+) échantillon: 13'726 personnes / 94'428 jours mesurés

Les chiffres susmentionnés se réfèrent aux zones de desserte respectives des différentes radios. Les divers programmes de radio ne sont donc pas directement comparables les uns avec les autres (sauf si leurs chiffres d'audience proviennent de la même région), parce que leurs parts d'audience se réfèrent aux différentes régions géographiques.

	2004	2005	2006	2007	2008	Région
radios privées suisses						
Lac	57.4	53.5	50.0	52.3	51.2	Genève-Lausanne
One FM	68.7	68.9	78.1	78.2	81.4	Genève-Lausanne
WRG FM World Radio Geneva	9.6	11.0	10.9	9.4	-	Genève-Rolle
Meyrin	2.1	2.3	1.9	1.4	2.3	Genève-Rolle
Cité	10.6	10.3	9.6	10.0	9.0	Genève-Rolle
Lausanne FM	76.6	71.1	75.6	74.7	74.0	Vaud-Sud
Rouge FM (Framboise jusqu'au 01.07.2005)	67.5	71.7	66.8	68.8	72.4	Vaud
Chablais	33.2	33.8	34.0	33.8	32.4	Chablais
RTN	54.4	55.1	56.4	57.5	56.6	Neuchâtel
Rhône	54.5	50.5	50.9	52.5	56.6	Bas-Valais
Radio Jura Bernois	20.7	19.3	20.3	20.2	20.5	Jura-Bernois
Fréquence Jura	35.4	33.5	34.0	35.5	36.0	Jura
Canal3 (français)	4.1	3.3	3.8	3.6	4.0	Bienne
Fribourg (français)	44.0	46.3	48.2	50.3	51.4	Fribourg

3.16 Utilisation radio en comparaison pluriannuelle: radios privées dans leur zones de desserte, utilisation en minutes

RADIOCONTROL 2008 / Suisse romande

UTILISATION en minutes (lu-di)

univers: 1'490'300 personnes (15+) échantillon: 13'726 personnes / 94'428 jours mesurés

Les chiffres susmentionnés se réfèrent aux zones de desserte respectives des différentes radios. Les divers programmes de radio ne sont donc pas directement comparables les uns avec les autres (sauf si leurs chiffres d'audience proviennent de la même région), parce que leurs parts d'audience se réfèrent aux différentes régions géographiques.

	2004	2005	2006	2007	2008	Région
radios privées suisses						
Lac	3.9	3.2	2.8	3.2	3.2	Genève-Lausanne
One FM	5.1	5.3	5.8	6.0	6.2	Genève-Lausanne
WRG FM World Radio Geneva	0.8	0.8	0.7	0.5	-	Genève-Rolle
Meyrin	0.1	0.1	0.0	0.1	0.1	Genève-Rolle
Cité	0.4	0.3	0.4	0.5	0.6	Genève-Rolle
Lausanne FM	11.0	10.5	10.4	9.5	9.9	Vaud-Sud
Rouge FM (Framboise jusqu'au 01.07.2005)	6.8	7.2	6.4	6.7	6.8	Vaud
Chablais	16.8	15.6	13.6	15.8	14.9	Chablais
RTN	22.9	23.2	23.4	24.9	25.1	Neuchâtel
Rhône	23.9	22.8	18.6	20.9	22.8	Bas-Valais
Radio Jura Bernois	17.5	14.4	14.2	13.3	14.9	Jura-Bernois
Fréquence Jura	22.5	21.0	21.4	21.6	22.6	Jura
Canal3 (français)	0.9	1.1	0.7	0.6	0.9	Bienne
Fribourg (français)	16.0	18.6	18.6	18.3	17.9	Fribourg

3.17 Utilisation radio en comparaison pluriannuelle: radios privées dans leur zones de desserte, parts de marché en %

RADIOCONTROL 2008 / Suisse romande

PARTS DE MARCHÉ en % (lu-di)

univers: 1'490'300 personnes (15+) échantillon: 13'726 personnes / 94'428 jours mesurés

Les chiffres susmentionnés se réfèrent aux zones de desserte respectives des différentes radios. Les divers programmes de radio ne sont donc pas directement comparables les uns avec les autres (sauf si leurs chiffres d'audience proviennent de la même région), parce que leurs parts d'audience se réfèrent aux différentes régions géographiques.

	2004	2005	2006	2007	2008	Région
radios privées suisses						
Lac	3.9	3.3	3.1	3.3	3.4	Genève-Lausanne
One FM	5.1	5.3	6.1	6.2	6.3	Genève-Lausanne
WRG FM World Radio Geneva	0.9	0.9	0.8	0.6	-	Genève-Rolle
Meyrin	0.1	0.1	0.1	0.1	0.1	Genève-Rolle
Cité	0.4	0.4	0.4	0.5	0.6	Genève-Rolle
Lausanne FM	10.5	10.1	10.2	9.5	9.9	Vaud-Sud
Rouge FM (Framboise jusqu'au 01.07.2005)	6.5	7.0	6.2	6.6	6.6	Vaud
Chablais	17.7	16.2	14.9	15.9	15.7	Chablais
RTN	21.1	22.1	21.7	22.4	23.7	Neuchâtel
Rhône	23.5	22.3	19.6	21.0	21.7	Bas-Valais
Radio Jura Bernois	16.5	14.1	14.3	15.0	15.4	Jura-Bernois
Fréquence Jura	21.8	20.7	21.6	21.1	21.6	Jura
Canal3 (français)	0.8	1.0	0.7	0.5	0.8	Bienne
Fribourg (français)	15.2	17.8	17.5	17.2	16.6	Fribourg

4. EQUIPEMENT ELECTRONIQUE ET CONDITIONS DE RECEPTION

4.1 Establishment Survey: méthode, échantillon et compte-rendu

4.1.1 Remarque préliminaire

Dans le cadre de l'Etude médias SRG SSR, il y a également eu saisie, entre 1975 et 2000, de données sur la possession d'appareils et les canaux de réception. Durant l'année de transition 2001, ces données n'ont pas fait l'objet d'un relevé en continu. La question de l'équipement électronique des foyers (radio, TV, Internet) analysée auparavant dans le cadre de l'Etude médias, fait l'objet à compter de 2002 d'une étude téléphonique à long terme (Establishment Survey). Le marché de l'électronique ne cessant d'évoluer, de nouvelles questions ont dû être ajoutées à l'étude Establishment Survey, concernant par ex. les appareils MP3. Il a donc fallu légèrement modifier la présentation des résultats. Désormais, seules les catégories « possession de postes TV », « possession de postes radio » et « possession de PC » seront comparées sur le long terme aux « anciennes » valeurs de l'Etude médias. A partir de 2002, on introduit une série dans le temps pour les catégories plus fines; les données des différents canaux de distribution sont disponibles depuis 2003.

4.1.2 Méthode

En janvier 2002, l'étude Establishment-Survey a remplacé l'Etude médias. Il s'agit de recenser l'équipement privé en Suisse en matériel électronique et les différents vecteurs de diffusion. L'enquête repose sur la méthode de recherche Random et procède par interviews téléphoniques avec assistance informatique (CATI). Elle est représentative de la population suisse de 15 ans et plus des trois plus grandes régions linguistiques et disposant d'un téléphone fixe.

4.1.3 Echantillon

En 2008, 41'785 personnes de 15 ans et plus ont été interviewées sur l'usage qu'elles font des médias: 17'897 en Suisse alémanique, 17'631 en Suisse romande et 6'257 en Suisse italienne.

4.1.4 Compte-rendu

Les données sont exclusivement publiées dans ce rapport annuel.

4.2 Appareils électroniques domestiques en comparaison pluriannuelle

APPAREILS ELECTRONIQUES DOMESTIQUES / Suisse romande

Données en % de la population de 15 ans et plus univers: 1'490'000 personnes (15+) échantillon 2008: TV et video 3'504, radio et audio: 3'503, PC: 10'253 personnes

	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000		2002	2003	2004	2005	2006	2007	2008
appareils TV dans le ménage	94	86	95	96	96	97	97	96	96	97	96	95		93	94	94	95	94	94	95
1 appareil TV														70	69	68	66	66	66	67
2 ou plusieurs appareils TV														23	25	26	29	28	28	28
appareils TV couleur														93	93	94	95	93	94	95
1 appareil TV couleur														71	69	71	68	68	68	70
2 ou plusieurs appareils TV couleur														22	24	22	27	26	26	25
TV noir et blanc														1	1					
TV avec télétext														79	80	83	85	84	87	88
réseau de distribution par câble ou antenne collective														85	76	79	78	76	75	75
antenne intérieure ou sur le toit														12	11	9	8	8	7	5
antenne parabolique personnelle														9	8	7	9	10	9	11
appareils vidéo VHS														73	73	68	68	65	55	51
caméras vidéo														27	27	26	28	27	25	22
appareils de jeux vidéo														23	26	29	28	28	27	22
lecteur DVD (vidéodisque)														29	45	58	65	72	72	68
enregistreur DVD																		16	19	19
lecteur DVD avec disque dur																		10	13	13
appareils radio dans le ménage ¹⁾	98	96	97	96	97	97	97	97	96	95	95	95		96	98	96	96	91	90	90
1 appareil radio														9	9	10	13	28	28	32
2 ou plusieurs appareils radio														87	89	86	84	63	63	58
tourne-disque														44	40	33	33	31	24	21
enregistreur à cassettes														77	76	73	68	61	52	38
lecteur de CD														76	80	79	84	84	81	78
lecteur mini-disc														16	17	16	19	15	12	8
lecteur mp3														8	12	15	27	38	40	44
lecteur mp3 portable																		33	36	40
ordinateurs (PC) dans le ménage							30	34	37	39	41	47		63	63	64	67	73	74	76
1 PC														53	51	50	52	54	49	47
2 PCs ou plus														9	12	15	16	19	25	29
Accès à Internet ²⁾ dans le ménage															49	53	57	65	65	71

¹⁾ dès 2006: nouvelle formulation de la question²⁾ dès 2008: la question concernant l'accès n'était plus limitée au ménage et a été posée pendant les semaines 2 à 7 seulement.

CANAUx DE RÉCEPTION / Suisse romande

Données en % de la population de 15 ans et plus

univers: 1'490'000 personnes (15+) échantillon 2007: 3'503 personnes

	1993	1994	1995	1996	1997	1998	1999	2000		2003 ¹	2004	2005 ²	2006	2007	2008
Quelles sont les possibilités de réception dont vous disposez avec votre appareil radio / vos appareils radio ?															
OUC (FM)	75	84	86	85	80	82	79	76		83	81	76	73	77	75
ondes moyennes (MW / AM)	70	79	81	78	74	71	67	66		73	67	59	56	62	56
ondes longues (LW) ³	67	76	76	73	68	64	61	61		65	59	-	-	-	-
ondes courtes (KW / SW) ³	54	53	59	54	50	44	48	48		55	52	-	-	-	-
réseau câblé	9	12	10	13	14	13	15	14		24	20	30	29	25	18
antenne parabolique personnelle	2	1	1	2	1	1	3	2		2	3	4	7	5	2
radio numérique (DIG'IT, "Kopernikus", DAB)	3	2	1	2	1	1	3	2		1	1	1	0	1	1
pas de radio	3	3	3	3	4	5	5	5		3	4	3	9	9	10

	1993	1994	1995	1996	1997	1998	1999	2000
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A quelle fréquence écoutez-vous la radio sur...?

tous les jours ou plusieurs fois par semaine

OUC (FM)	63	73	74	74	68	70	70	67
ondes moyennes (MW / AM)	16	15	18	16	19	13	10	11
ondes longues (LW)	9	7	8	6	7	5	3	4
ondes courtes (KW / SW)	5	4	5	3	4	4	2	4
réseau câblé	4	6	6	7	8	6	6	7
antenne parabolique personnelle	0	0	0	0	0	0	0	0
radio numérique (DIG'IT, "Kopernikus", DAB)	0	0	0	0	0	0	0	1

une fois par semaine ou plus rarement

OUC (FM)	4	4	3	3	3	3	2	2
ondes moyennes (MW / AM)	4	5	7	4	4	3	3	1
ondes longues (LW)	5	5	4	4	4	3	1	2
ondes courtes (KW / SW)	2	2	2	2	1	1	1	1
réseau câblé	1	1	1	1	2	1	1	1
antenne parabolique personnelle	0	0	0	0	0	0	0	0
radio numérique (DIG'IT, "Kopernikus", DAB)	0	0	0	0	0	0	0	0

¹ A partir de 2003, les informations concernant les possibilités de réception dont on dispose avec l'appareil radio / les appareils radio sont obtenues au moyen d'interviews conduits au téléphone et plus au moyen d'interviews personnels "face-to-face". Les informations concernant la fréquence d'écoute (divers canaux de réception) ne sont plus recueillies.

² En 2005, la question des possibilités de réception n'a plus été posée aux personnes qui n'ont qu'un autoradio pour écouter la radio.

³ A partir de 2005, les données recensées ne comportent plus les ondes longues (LW), ni les ondes courtes (KW / SW).

5. STATISTIQUES
5.1 Sexe, âge, état civil, taille de la localité

	total	sexe		âge						taille de la localité			
		hommes	femmes	15-19	20-24	25-29	30-44	45-64	65+	100,000 et plus	10'000 à 100,000	2'000 à 10,000	jusqu'à 2,000
Base (100%)	17,633	8,455	9,178	2,558	2,625	3,648	2,824	2,662	3,315	8,058	5,078	1,851	2,645
sexe													
hommes	48.0	100.0		47.9	49.3	46.9	51.4	44.3	47.9	48.0	48.0	47.9	47.9
femmes	52.1		100.0	52.0	50.7	53.1	48.6	55.7	52.1	52.0	52.0	52.0	52.1
âge													
15-19	7.6	8.0	7.3	52.6						7.1	7.9	8.1	8.4
20-24	6.9	6.5	7.2	47.4						7.4	6.7	6.4	6.1
25-29	6.8	7.1	6.5		45.7					7.3	6.9	6.5	5.2
30-34	8.1	8.2	8.0		54.3					8.7	7.4	7.6	7.8
35-39	10.0	9.9	10.1			48.2				9.3	10.5	10.4	10.6
40-44	10.7	10.4	11.0			51.8				10.2	10.7	11.0	12.0
45-49	8.0	8.7	7.3				49.8			8.2	7.7	7.6	7.9
50-54	8.0	8.4	7.7				50.2			8.2	7.8	8.1	8.1
55-59	6.4	6.0	6.7					42.3		6.2	6.6	6.4	6.7
60-64	8.7	7.9	9.4					57.7		8.5	9.0	9.0	8.4
65-74	9.9	10.4	9.4						52.7	10.0	9.8	10.1	9.7
75 +	8.9	8.4	9.4						47.3	8.8	9.0	8.7	9.1
état civil													
Marié	66.4	68.1	64.5	9.7	60.9	82.9	81.0	86.5	92.9	64.6	67.1	67.9	69.0
Avec partenaire	12.0	12.9	11.1	10.8	28.8	11.4	8.9	7.0	3.7	12.8	11.2	11.4	11.7
Seul	21.6	19.1	24.4	79.5	10.3	5.7	10.0	6.5	3.4	22.6	21.7	20.6	19.3
taille de la localité													
100'000 et plus	45.7	45.7	45.7	45.7	49.2	43.2	46.8	44.5	45.7	100.0			
10'000 - 100'000	28.8	28.8	28.8	28.8	27.7	29.6	27.9	29.8	28.8		100.0		
2'000 - 10'000	10.5	10.5	10.5	10.5	10.0	10.9	10.3	10.7	10.5			100.0	
jusqu'à 2'000	15.0	15.0	15.0	15.0	13.1	16.4	15.0	15.0	15.0				100.0

	total	sexe		âge						taille de la localité			
		hommes	femmes	15-19	20-24	25-29	30-44	45-64	65+	100,000 et plus	10'000 à 100,000	2'000 à 10,000	jusqu'à 2,000
Base (100%)	17,633	8,455	9,178	2,558	2,625	3,648	2,824	2,662	3,315	8,058	5,078	1,851	2,645
en formation													
scolarité obligatoire	1.6	1.9	1.4	11.1	0.0	0.1	0.0	0.0	0.0	1.8	1.6	1.2	1.7
école du degré diplôme (jusqu'à 2 ans)	0.3	0.2	0.4	2.2	0.0	0.0	0.0	0.0	0.0	0.3	0.2	0.5	0.7
apprentissage ou école professionnelle plein temps	2.4	3.0	1.8	15.8	0.3	0.2	0.0	0.0	0.0	1.9	2.5	3.7	2.7
séminaires pour enseignants	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
école préparant à la maturité, école normale	2.5	2.2	2.8	16.8	0.2	0.0	0.0	0.1	0.0	2.4	3.0	1.7	2.1
formation professionnelle													
supérieure	0.3	0.3	0.4	1.6	0.5	0.0	0.0	0.0	0.0	0.3	0.4	0.2	0.1
école prof. supérieure	0.6	0.6	0.6	3.3	0.7	0.0	0.0	0.0	0.0	0.7	0.5	0.6	0.6
université, haute école, école polytechnique	2.5	2.4	2.6	12.8	3.8	0.3	0.1	0.1	0.0	3.5	1.9	1.5	1.4
autre formation	0.2	0.1	0.2	1.1	0.1	0.0	0.0	0.0	0.0	0.1	0.2	0.2	0.1
pas de réponse	0.0	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
total	10.5	10.8	10.2	64.9	5.7	0.7	0.2	0.3	0.0	11.1	10.4	9.6	9.4
formation terminée													
scolarité obligatoire	14.3	11.5	17.0	4.4	9.0	11.6	13.1	15.1	29.7	13.6	14.5	15.3	15.5
école du degré diplôme (jusqu'à 2 ans)	0.7	0.4	1.0	0.3	0.5	0.6	0.7	0.9	1.0	0.6	0.6	0.7	1.0
apprentissage ou école professionnelle plein temps	36.0	36.9	35.2	16.7	33.4	41.1	42.1	41.7	37.7	31.2	38.1	42.9	42.0
séminaires pour enseignants	0.4	0.3	0.5	0.2	0.2	0.3	0.5	0.7	0.4	0.3	0.5	0.5	0.4
école préparant à la maturité, école normale	5.6	4.9	6.3	3.8	6.3	5.5	7.4	5.7	5.1	6.0	5.3	5.2	5.5
formation professionnelle													
supérieure	6.6	7.5	5.8	1.9	7.5	8.1	8.2	7.6	5.8	6.6	6.6	6.5	6.7
école prof. supérieure	8.1	8.3	7.9	3.0	10.1	10.6	8.4	9.3	6.4	8.2	7.9	8.4	8.1
université, haute école, école polytechnique	14.9	16.9	13.1	3.5	25.0	18.8	16.9	15.3	9.5	19.4	13.0	8.8	9.3
autre formation	1.2	0.9	1.4	0.5	0.8	1.1	1.1	1.3	2.0	1.2	1.2	1.2	1.0
pas de réponse	1.4	1.5	1.4	0.7	1.5	1.4	1.3	1.7	1.9	1.8	1.3	0.8	1.0
total	89.3	89.0	89.5	35.0	94.3	99.1	99.7	99.2	99.5	88.9	88.9	90.4	90.5

	total	sexe		âge						taille de la localité			
		hommes	femmes	15-19	20-24	25-29	30-44	45-64	65+	100,000 et plus	10'000 à 100,000	2'000 à 10,000	jusqu'à 2,000
Base (100%)	17,633	8,455	9,178	2,558	2,625	3,648	2,824	2,662	3,315	8,058	5,078	1,851	2,645
profession													
Indépendant(e)													
SANS employé	6.8	7.9	5.6	2.0	3.9	6.2	8.3	11.3	39.1	6.7	6.3	6.9	8.0
Indépendant(e)													
AVEC employé	3.0	3.8	2.0	0.3	1.3	2.8	3.9	5.8	11.4	2.9	2.4	4.6	3.3
Collaborateur (trice) dans													
l'entreprise de la famille	0.7	0.6	0.7	0.3	0.5	0.7	0.9	1.0	1.7	0.4	0.7	0.9	1.4
Cadre supérieur	9.7	10.4	8.9	7.7	11.4	9.6	9.3	9.6	7.8	10.5	9.2	8.7	9.1
Cadre moyen	15.2	16.8	13.5	8.8	16.8	15.4	16.8	14.9	7.9	15.9	14.6	14.2	15.3
Employé(e), ouvrier(ère)	60.3	55.7	65.5	52.2	64.4	63.7	59.5	56.0	31.1	60.1	61.6	60.1	58.6
Apprenti(e)	2.6	3.1	2.1	25.6	0.2	0.1	0.1			1.8	3.2	3.9	3.1
autre	1.2	1.1	1.4	2.6	1.2	0.9	1.0	1.1	0.9	1.2	1.5	0.6	1.0
pas de réponse	0.4	0.6	0.3	0.4	0.3	0.6	0.4	0.2		0.5	0.5	0.1	0.3

5.4 Taille du foyer, nombre d'adultes et d'enfants

	total	sexe		âge						taille de la localité			
		hommes	femmes	15-19	20-24	25-29	30-44	45-64	65+	100,000 et plus	10'000 à 100,000	2'000 à 10,000	jusqu'à 2,000
Base (100%)	17,633	8,455	9,178	2,558	2,625	3,648	2,824	2,662	3,315	8,058	5,078	1,851	2,645
taille du foyer													
1 personne	35.7	28.0	42.8	12.5	33.7	30.7	31.8	42.8	58.7	38.4	35.9	33.3	29.1
2 personnes	45.1	51.7	39.1	24.2	60.4	56.9	39.9	47.2	39.0	43.3	45.0	46.9	49.9
3 personnes	10.5	11.1	9.9	30.8	4.0	7.9	14.6	6.9	2.0	10.9	10.3	9.5	10.1
4 personnes	6.8	7.1	6.5	25.1	1.4	3.9	10.7	2.5	0.2	6.0	6.9	8.1	8.1
5 personnes et plus	1.9	2.0	1.7	7.4	0.5	0.6	3.0	0.7	0.0	1.5	1.9	2.2	2.7
pas de réponse	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
personnes à partir de 15 ans dans le ménage													
1 personne	35.7	28.0	42.8	12.5	33.7	30.7	31.8	42.8	58.7	38.4	35.9	33.3	29.1
2 personnes	45.1	51.7	39.1	24.2	60.4	56.9	39.9	47.2	39.0	43.3	45.0	46.9	49.9
3 personnes	10.5	11.1	9.9	30.8	4.0	7.9	14.6	6.9	2.0	10.9	10.3	9.5	10.1
4 personnes	6.8	7.1	6.5	25.1	1.4	3.9	10.7	2.5	0.2	6.0	6.9	8.1	8.1
5 personnes et plus	1.9	2.0	1.7	7.4	0.5	0.6	3.0	0.7	0.0	1.5	1.9	2.2	2.7
pas de réponse	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
enfants dans le ménage													
pas d'enfants	79.4	80.3	78.5	80.9	75.2	49.5	79.0	97.8	99.9	80.4	79.1	78.9	77.0
1 enfant	10.5	10.3	10.7	15.0	13.0	19.8	13.0	1.3	0.1	10.8	10.7	9.5	10.0
2 enfants	8.0	7.5	8.4	3.4	9.3	23.7	6.8	0.7	0.0	7.2	8.0	9.5	9.4
3 enfants	1.8	1.6	1.9	0.5	2.1	5.8	1.0	0.2	0.0	1.3	1.9	1.9	3.0
4 enfants et plus	0.4	0.3	0.4	0.2	0.3	1.2	0.2	0.0	0.0	0.3	0.4	0.3	0.6

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Compléments d'information et dossiers de presse sous :

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Svizzera italiana

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PREFAZIONE AL RAPPORTO ANNUALE 2008 DELLA MEDIAPULSE

Questo è già il secondo rapporto di gestione di Mediapulse SA all'insegna della Legge federale sulla radiotelevisione: l'articolo 79 capoverso 1 LRTV e l'articolo 74 capoverso 2 della ORTV prevedono quali risultati della ricerca sui media devono essere resi pubblici ogni anno.

Questi ultimi sono: le possibilità di ricezione di reti radio-tv e l'utilizzo di tali possibilità da parte della popolazione residente in Svizzera nonché l'utenza rispetto ai programmi radiotelevisivi delle emittenti concessionarie e a quelli di altre emittenti che devono essere captati in Svizzera. Come prima, tali dati sono espressi in penetrazione, durata di utilizzazione e quota di mercato. I dati di utenza secondo i giorni della settimana, i gruppi di programma e le caratteristiche sociodemografiche devono essere classificati per regioni linguistiche.

Novità: i dati dei programmi radiotelevisivi delle emittenti concessionarie devono essere presentati secondo le zone di copertura. L'incarico della LRTV è attuato gradualmente: mentre per la ricerca radio si dispone già da anni di aree concessionate (adattate dal 1° gennaio 2009 alle nuove concessioni), alcune delle emittenti TV regionali e locali potranno essere registrate solo a partire dal 1° gennaio 2010. A quel momento adatteremo anche il procedimento di ponderazione del panel TV.

Capitolo 1: i risultati presentati nel primo capitolo sono stati raccolti attraverso le interviste a giorno fisso, reintrodotte nel 2006 nell'ambito del Time Use Study (TUS). I dati forniscono importanti indicazioni sulle **attività quotidiane della popolazione residente in Svizzera**. Nel grafico sono intergrate le curve del consumo di televisione, radio, internet e la curva della lettura di giornali, libri o riviste. I dati riferiti alla televisione e alla radio provengono dagli strumenti di misurazione Telecontrol e Radiocontrol. Il consumo di internet e i dati relativi alla lettura provengono dal TUS (Time Use Study). Dal 2009 è prevista l'introduzione del consumo interattivo nel modulo "Tracking" di NET-Metrix. Per ulteriori informazioni sul consumo internet si veda net-metrix.ch. Per la ricerca sulle abitudini dei lettori si consulti invece il sito della società per la ricerca sui media pubblicitari: wemf.ch.

Capitolo 2: il secondo capitolo presenta i risultati aggiornati del **consumo televisivo**. I dati, raccolti attraverso lo strumento di misurazione Telecontrol, comprendono anche l'utilizzo del video e del teletext.

Capitolo 3: dal 2001 i **dati sul consumo radio** vengono ricavati per mezzo di Radiocontrol e coprono un lasso di tempo di otto anni.

Capitolo 4: questo capitolo comprende le cifre relative al **possesso di apparecchi** dell'elettronica di consumo e i dati sull'accessibilità e l'uso dei diversi vettori che permettono l'ascolto radiofonico. Dal 2002 le informazioni relative al possesso di apparecchi sono raccolte per mezzo del sondaggio telefonico Omnibus.

Capitolo 5: l'ultimo capitolo riassume alcune **statistiche generali** sulla popolazione residente in Svizzera. Questi dati servono, non da ultimo, a verificare i campioni di Telecontrol e Radiocontrol.

Ci auguriamo che il rapporto possa darvi le risposte che cercate e possa esservi utile nel lavoro.

Mediapulse SA

Il direttore, Manuel Dähler

1. DECORSO DELLA GIORNATA E UTILIZZO DEI MEDIA

1.1 Time Use Study: metodologia, base di rilevamento e rapporti

1.1.1 Metodologia

Per la prima volta nel 2006 è stato condotto il nuovo Time Use Study. Il sondaggio si prefigge di registrare la struttura di una giornata tipo della popolazione svizzera e riparte dal punto dove erano rimasti lo studio sui media (1975-2000) e l'inchiesta a giorno fisso (2001-2003).

Nella prima fase del Time Use Study (autunno 2006) sono state effettuate 3000 interviste "face to face". I dati sono stati raccolti dalla Demoscope SA.

L'essenza dell'inchiesta consiste nel rimettere al loro posto i tasselli che compongono la giornata precedente della persona intervistata. Intervistatori e intervistati cercano di ricostruire ciò che la persona ha fatto, incluso l'utilizzo dei diversi media. Si cerca così di sapere quanto tempo la persona intervistata ha dormito, l'ora in cui ha fatto colazione e se, contemporaneamente, ha ad esempio ascoltato la radio; come si è recata al lavoro e se ha letto il giornale o ascoltato musica. La giornata precedente viene ricostruita prendendo in considerazione tredici possibili attività principali e diversi tipi di massmedia.

1.1.2 Base di rilevamento

Fra settembre 2007 e marzo 2008 sono state intervistate 3000 persone di 12 anni o più per avere dettagli sulla loro giornata tipo e il loro consumo mediatico: 1200 nella Svizzera tedesca, 1000 nella Svizzera francese e 800 nella Svizzera italiana. Gli intervistati sono stati scelti secondo il procedimento random quota, prendendo come categorie quotate l'età, il sesso e le dimensioni del luogo di residenza. Il campione è in tal modo rappresentativo per la popolazione di almeno 12 anni di età domiciliata in Svizzera.

Poiché le attività della popolazione (consumo dei media, attività svolte nel tempo libero ecc.) variano notevolmente a seconda del giorno della settimana, il campione è rappresentativo per ogni giorno della settimana e le interviste sono state distribuite equamente sui singoli giorni.

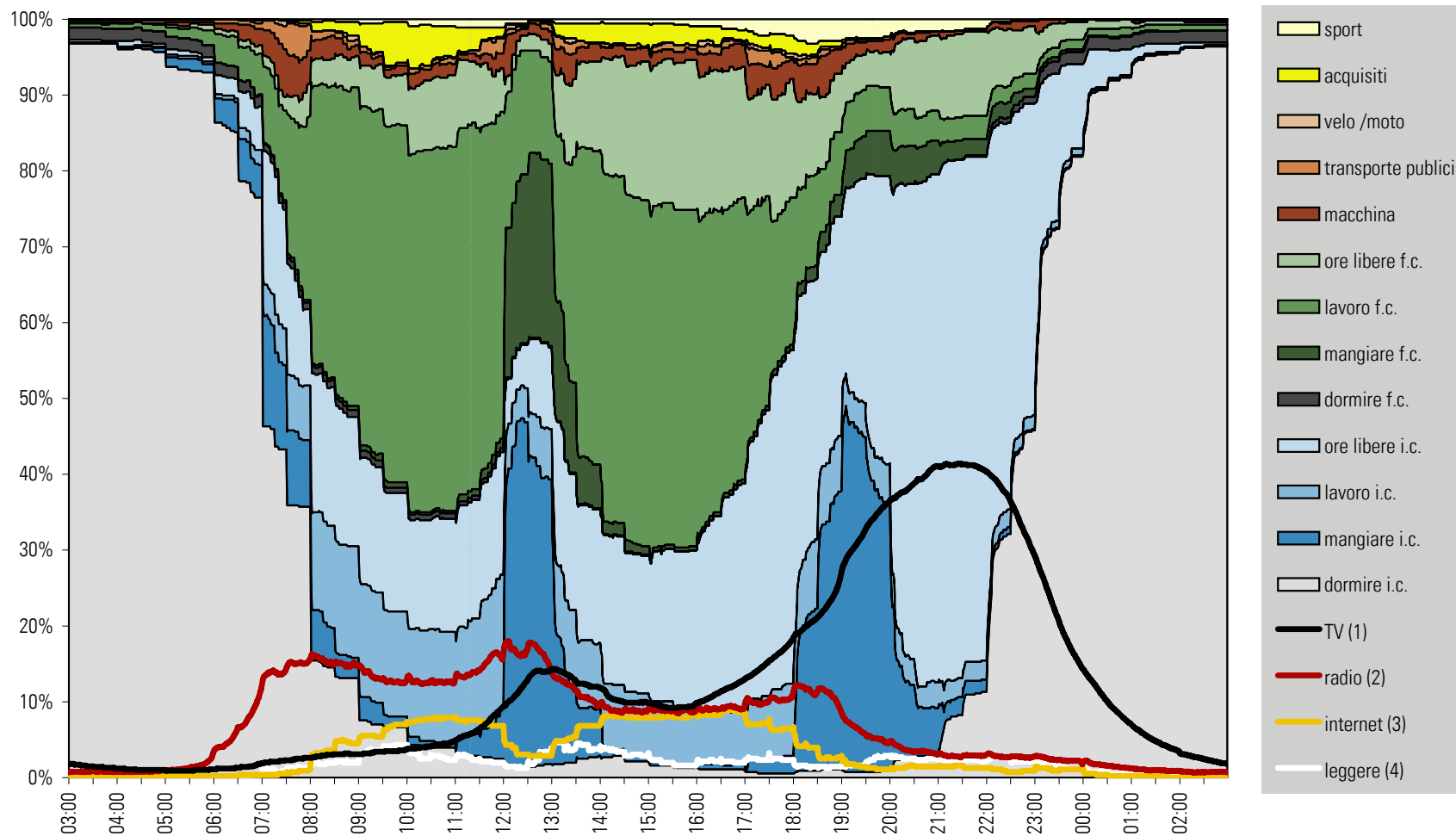
1.1.3 Rapporti

La Mediapulse SA pubblica ogni anno nel proprio rapporto annuale la giornata tipo della popolazione in forma grafica e di tabelle.

Time Use Study 2008 / Svizzera italiana

DECORSO DELLA GIORNATA E UTILIZZAZIONE DEI MEDIA: penetrazioni in % per minuti (lu-ve)

universo: 279'500 persone (12+) campione: 557 interviste



(1) fonte TV: TELECONTROL

(2) fonte radio: RADIOCONTROL (15+)

(3) Con il termine Internet si intendono tutte le possibili applicazioni basate sul Web: e-mail, navigazione in rete, chat, sms, telefono, streaming, lettura

(4) Con il termine leggere si intende la lettura di giornali, riviste e libri

1.2 Grafico del decorso della giornata e dell'utilizzazione dei media

1.3 Decorso della giornata e utilizzazione dei media: penetrazioni in %

Time Use Study 2008 / Svizzera italiana

DECORSO DELLA GIORNATA E UTILIZZAZIONE DEI MEDIA: penetrazioni in % per quarto d'ora (lu-ve)

universo: 279'500 persone (12+) campione: 557 interviste

	in casa					totale	fuori casa							velo /	totale	totale TV*	totale radio**	totale internet	totale leggere
	dormire	mangiare	lavoro	ore libere	dormire		mangiare	lavoro	ore libere	macchina	t.pubblici	moto	acquisti						
05:00	97.3	0.2	0.0	0.6	98.1	1.6	0.0	0.2	0.0	0.2	0.0	0.0	0.0	0.0	1.9	1.1	1.7	0.2	0.0
05:15	97.4	0.2	0.0	0.5	98.0	1.6	0.0	0.2	0.0	0.2	0.0	0.0	0.0	0.0	2.0	1.0	1.9	0.2	0.0
05:30	95.5	1.0	0.2	1.0	97.6	1.6	0.0	0.3	0.0	0.3	0.2	0.0	0.0	0.0	2.4	1.1	2.3	0.2	0.0
05:45	95.6	0.5	0.2	1.5	97.7	1.6	0.0	0.3	0.0	0.2	0.2	0.0	0.0	0.0	2.3	1.2	4.0	0.2	0.0
06:00	85.7	6.3	0.9	3.2	96.1	1.5	0.0	0.7	0.6	0.9	0.3	0.0	0.0	0.0	3.9	1.4	6.1	0.2	0.0
06:15	82.6	6.7	1.4	3.9	94.7	1.6	0.0	1.6	0.5	1.3	0.5	0.0	0.0	0.0	5.3	1.5	8.3	0.2	0.2
06:30	73.4	9.1	2.5	7.1	92.1	1.4	0.0	2.7	0.7	2.1	0.7	0.3	0.0	0.0	7.9	1.7	11.3	0.4	0.2
06:45	71.1	7.5	3.4	7.6	89.6	1.1	0.2	3.8	1.1	2.9	0.9	0.5	0.0	0.0	10.4	2.4	16.0	0.4	0.5
07:00	53.5	15.3	4.8	12.6	86.2	0.8	0.4	6.3	1.5	3.7	1.0	0.1	0.0	0.0	13.8	2.6	20.5	0.4	1.3
07:15	41.1	16.6	5.9	15.8	79.3	0.6	0.4	9.4	2.5	4.6	2.5	0.6	0.0	0.0	20.7	3.0	22.4	0.5	1.3
07:30	34.3	14.0	7.6	14.9	70.8	0.5	0.6	14.1	3.8	5.6	3.5	0.9	0.1	0.0	29.2	3.1	24.2	0.9	1.4
07:45	32.1	8.4	8.8	13.5	62.8	0.6	0.4	19.9	5.8	5.0	4.2	0.9	0.3	0.1	37.2	3.4	24.9	1.1	1.4
08:00	25.5	10.1	10.5	15.8	61.9	0.5	0.5	23.6	5.9	4.3	2.1	0.5	0.6	0.2	38.1	3.5	25.7	3.2	2.3
08:15	15.9	8.4	13.5	17.3	55.1	0.5	0.5	32.3	6.0	3.3	0.6	0.2	1.2	0.5	44.9	3.8	24.9	3.6	2.5
08:30	14.0	8.2	14.7	18.2	55.1	0.4	0.7	31.8	6.4	3.2	0.3	0.3	1.4	0.6	44.9	3.9	24.8	5.0	2.5
08:45	11.1	3.8	17.6	17.9	50.4	0.3	0.8	35.9	7.2	2.8	0.2	0.2	1.6	0.6	49.6	3.9	24.6	4.8	2.2
09:00	9.9	3.8	17.8	18.3	49.9	0.3	0.7	33.9	8.4	3.3	0.4	0.1	2.1	0.9	50.1	3.9	24.5	5.6	3.8
09:15	5.9	3.4	19.6	17.1	46.0	0.2	0.5	37.6	8.5	2.8	0.3	0.2	3.1	0.9	54.0	4.0	22.3	5.7	3.8
09:30	5.3	2.4	20.2	17.2	45.1	0.2	0.5	37.3	9.0	2.4	0.3	0.2	4.2	0.9	54.9	4.2	21.5	6.8	4.3
09:45	5.3	1.1	20.8	15.7	42.8	0.2	0.5	39.8	9.1	1.6	0.3	0.2	4.6	1.0	57.2	4.3	21.4	7.0	4.5
10:00	4.7	1.9	19.9	16.3	42.8	0.1	0.4	37.0	10.5	1.5	0.4	0.4	6.0	0.9	57.2	4.5	22.2	7.9	5.2
10:15	3.0	1.6	19.4	15.7	39.7	0.0	0.5	40.0	11.4	1.3	0.3	0.3	6.1	0.5	60.3	4.7	21.5	7.9	3.4
10:30	2.8	1.6	18.7	16.8	40.0	0.0	0.3	38.3	11.4	1.9	0.3	0.3	7.0	0.4	60.0	5.0	21.6	8.6	3.4
10:45	2.6	1.0	18.7	15.5	37.7	0.0	0.3	41.1	11.7	1.4	0.5	0.2	6.9	0.3	62.3	5.5	21.4	7.9	2.7
11:00	2.3	2.3	19.6	17.0	41.2	0.0	0.6	37.7	11.0	1.5	0.4	0.1	7.1	0.3	58.8	6.3	23.0	8.1	3.4
11:15	1.3	3.0	18.6	17.2	40.0	0.0	0.8	40.3	10.6	1.1	0.3	0.2	6.6	0.2	60.0	7.0	23.2	7.5	2.9
11:30	1.1	8.6	17.3	16.5	43.5	0.0	1.6	34.5	10.5	2.5	1.5	0.4	5.3	0.1	56.5	8.4	25.4	7.7	2.5
11:45	1.2	12.3	17.8	16.9	48.2	0.0	3.0	32.4	9.9	2.6	0.9	0.6	2.3	0.2	51.8	10.2	26.8	7.2	2.2
12:00	0.8	33.0	12.0	10.2	56.0	0.2	9.6	20.6	6.5	4.3	0.6	0.9	1.3	0.1	44.0	12.0	29.2	7.2	2.5
12:15	0.3	52.1	5.1	5.5	63.0	0.3	15.1	11.0	4.8	3.7	0.6	0.3	1.0	0.1	37.0	13.8	26.6	3.9	1.6
12:30	1.3	48.3	6.2	10.7	66.5	0.3	14.9	9.5	4.9	2.1	0.4	0.1	1.1	0.1	33.5	15.4	26.7	3.8	2.9
12:45	1.6	44.8	6.1	12.5	65.1	0.4	15.5	9.9	4.9	2.5	0.3	0.1	1.2	0.0	34.9	16.8	25.1	3.1	4.3
13:00	2.9	32.9	9.3	14.6	59.7	0.3	12.2	13.9	8.9	2.1	0.8	0.3	1.5	0.2	40.3	16.0	22.7	5.7	6.5
13:15	3.9	18.8	10.4	16.9	50.1	0.4	10.1	20.5	11.0	3.5	1.2	0.7	2.2	0.3	49.9	15.3	20.5	5.7	5.6
13:30	4.1	13.8	10.5	17.2	45.6	0.3	6.6	26.8	11.5	4.1	1.1	1.1	2.4	0.4	54.4	14.6	18.7	7.4	5.0
13:45	4.4	5.5	11.9	19.1	40.8	0.2	3.9	32.7	14.2	3.0	0.8	0.8	3.0	0.8	59.2	13.6	16.9	6.8	4.5
14:00	4.1	4.9	11.9	19.5	40.4	0.1	4.1	32.1	14.8	3.1	0.5	0.8	3.3	0.8	59.6	13.0	16.5	9.2	4.5
14:15	3.0	1.9	12.8	19.3	37.0	0.2	2.1	36.5	15.8	2.7	0.5	0.6	3.6	1.1	63.0	11.5	15.0	8.3	3.8
14:30	2.7	2.1	12.8	19.9	37.6	0.2	2.0	36.1	15.4	2.1	0.8	0.5	4.4	1.1	62.4	11.1	15.1	8.3	3.6
14:45	2.2	1.3	13.3	18.9	35.7	0.2	1.6	38.4	16.0	1.4	1.0	0.5	4.2	1.1	64.3	11.1	15.1	7.9	3.1

*fonte TV: TELECONTROL **fonte radio: RADIOCONTROL (15+)

1.3 Decorso della giornata e utilizzazione dei media: penetrazioni in %

Time Use Study 2008 / Svizzera italiana

DECORSO DELLA GIORNATA E UTILIZZAZIONE DEI MEDIA: penetrazioni in % per quarto d'ora (lu-ve)

universo: 279'500 persone (12+) campione: 557 interviste

	in casa					totale	fuori casa						velo /				totale	totale TV*	totale radio**	totale internet	totale leggere
	dormire	mangiare	lavoro	ore libere			dormire	mangiare	lavoro	ore libere	macchina	t.pubblici	moto	acquisti	sport						
15:00	2.0	1.0	13.2	20.1	36.4	0.1	1.3	35.3	17.8	1.7	0.9	0.9	4.6	1.0	63.6	11.0	15.9	8.4	3.2		
15:15	1.4	0.8	12.3	19.0	33.5	0.2	0.9	38.0	18.8	1.9	0.8	0.8	4.1	0.9	66.5	10.4	15.5	8.1	2.5		
15:30	1.4	0.6	12.1	19.7	33.8	0.2	0.9	36.7	19.6	2.4	0.8	0.3	4.4	0.9	66.2	10.4	15.3	8.8	2.0		
15:45	0.6	0.3	12.4	19.4	32.8	0.2	1.0	38.0	20.3	1.9	0.5	0.5	4.1	0.8	67.2	11.0	15.7	8.4	1.6		
16:00	0.6	0.3	11.7	21.5	34.1	0.1	0.9	34.2	20.5	3.8	0.6	0.7	4.2	0.9	65.9	11.6	16.3	9.3	2.5		
16:15	0.5	0.3	10.5	22.8	34.1	0.2	1.0	35.7	20.0	3.3	0.8	0.3	4.1	0.6	65.9	12.3	16.0	8.4	2.3		
16:30	0.6	0.3	10.2	24.8	35.9	0.1	1.0	32.4	20.7	4.1	1.0	0.3	3.8	0.6	64.1	13.2	16.2	9.5	2.7		
16:45	0.6	0.3	10.6	26.1	37.6	0.2	1.1	32.4	20.0	4.2	0.9	0.3	2.5	0.8	62.4	14.3	16.4	9.0	2.2		
17:00	0.5	1.3	10.2	28.6	40.7	0.1	1.1	28.1	19.1	5.8	1.2	0.8	2.4	0.7	59.3	15.5	18.0	8.8	3.2		
17:15	0.3	1.7	10.5	32.5	45.0	0.2	0.6	25.3	19.3	4.6	1.5	0.8	2.0	0.8	55.0	16.5	17.5	7.2	2.7		
17:30	0.3	3.3	10.8	33.8	48.1	0.1	0.7	21.2	19.2	5.2	1.9	0.3	2.1	1.1	51.9	17.8	18.0	8.1	3.4		
17:45	0.3	3.9	12.4	37.5	54.0	0.0	0.8	17.6	18.9	4.2	1.5	0.2	1.7	1.1	46.0	19.7	18.5	6.5	2.5		
18:00	0.2	14.4	10.8	33.6	59.1	0.0	1.3	14.3	14.8	5.4	1.4	0.2	1.9	1.4	40.9	21.7	20.6	7.4	2.7		
18:15	0.2	20.0	10.5	34.0	64.7	0.0	1.6	11.5	12.6	5.3	1.2	0.0	1.7	1.6	35.3	23.1	19.3	4.5	1.8		
18:30	0.1	28.0	10.0	30.2	68.3	0.0	2.0	9.2	10.2	6.1	1.0	0.4	1.2	1.5	31.7	24.6	18.9	4.3	1.6		
18:45	0.2	34.6	10.0	28.5	73.2	0.0	2.1	8.3	9.0	4.1	0.5	0.5	0.8	1.5	26.8	28.7	17.8	2.9	1.4		
19:00	0.1	41.2	8.2	28.9	78.5	0.0	2.9	6.0	8.0	2.3	0.2	0.5	0.2	1.5	21.5	31.7	14.0	3.4	2.5		
19:15	0.1	46.1	6.1	27.4	79.7	0.0	3.6	5.6	6.2	2.4	0.3	0.4	0.3	1.5	20.3	34.3	11.3	1.8	1.6		
19:30	0.1	41.1	5.5	34.5	81.3	0.0	3.7	4.8	5.9	2.3	0.2	0.4	0.2	1.1	18.7	36.6	9.8	2.0	3.1		
19:45	0.2	34.4	5.4	40.8	80.7	0.0	4.6	5.4	6.1	1.5	0.3	0.2	0.2	1.1	19.3	38.5	8.9	1.1	3.1		
20:00	0.2	26.5	5.3	48.9	80.9	0.0	4.1	4.1	7.3	2.4	0.2	0.0	0.1	0.8	19.1	39.9	8.3	1.8	3.9		
20:15	0.3	11.8	5.6	60.1	77.8	0.0	5.0	3.9	9.2	2.6	0.3	0.2	0.3	0.8	22.2	40.4	6.8	1.8	2.7		
20:30	1.0	10.3	5.5	61.9	78.6	0.0	4.5	3.4	10.4	1.7	0.3	0.1	0.3	0.7	21.4	42.4	6.3	1.6	3.1		
20:45	1.3	4.1	5.3	67.9	78.6	0.0	4.6	3.0	11.6	1.1	0.2	0.0	0.2	0.6	21.4	42.8	5.6	1.4	2.5		
21:00	3.9	3.7	5.2	65.4	78.2	0.0	4.5	2.7	11.9	1.7	0.3	0.0	0.1	0.6	21.8	44.2	5.4	1.6	3.1		
21:15	5.1	2.1	4.6	68.2	79.9	0.0	3.5	1.9	12.3	1.4	0.3	0.0	0.0	0.6	20.1	43.6	5.0	1.6	2.3		
21:30	9.8	1.9	4.0	64.6	80.2	0.0	3.1	1.6	12.9	1.2	0.3	0.1	0.0	0.6	19.8	43.4	4.9	1.8	2.7		
21:45	11.6	1.6	3.0	65.5	81.7	0.0	2.4	1.4	13.2	0.6	0.2	0.2	0.0	0.3	18.3	43.0	4.9	1.3	2.3		
22:00	20.6	1.4	2.6	58.7	83.3	0.3	2.1	1.1	11.6	1.0	0.1	0.3	0.0	0.3	16.7	41.9	5.0	1.3	3.6		
22:15	26.2	0.6	2.7	55.5	85.0	0.3	1.6	0.9	10.7	0.9	0.2	0.2	0.0	0.3	15.0	40.3	4.6	1.1	2.7		
22:30	34.3	0.7	2.7	48.9	86.6	0.3	1.4	0.8	9.6	0.7	0.1	0.1	0.0	0.3	13.4	37.8	4.7	0.9	3.1		
22:45	41.4	0.5	2.2	43.2	87.3	0.3	1.4	0.8	9.3	0.6	0.2	0.0	0.0	0.2	12.7	34.2	4.5	0.9	2.5		
23:00	49.6	0.4	1.9	36.2	88.1	0.7	1.1	0.5	8.2	1.1	0.1	0.0	0.0	0.1	11.9	30.4	4.5	1.4	2.9		
23:15	59.9	0.0	1.7	27.6	89.3	0.8	0.6	0.5	7.6	1.3	0.0	0.0	0.0	0.0	10.7	26.0	3.9	1.4	2.0		
23:30	64.8	0.0	1.7	24.0	90.6	0.9	0.6	0.3	6.8	0.9	0.0	0.0	0.0	0.0	9.4	21.5	3.6	1.1	1.8		
23:45	73.4	0.0	1.6	16.0	91.0	1.0	0.5	0.3	6.7	0.5	0.0	0.0	0.0	0.0	9.0	17.8	3.2	1.1	1.1		
pen. quotid.	99.6	92.3	32.5	94.4	99.8	3.1	38.2	59.4	58.0	35.9	11.8	3.8	18.7	7.9	93.9	69.5	90.1	18.9	26.2		
durata in min.	511	99	81	289	980	11	34	261	96	23	9	2	16	10	460	182	106	46	25		

*fonte TV: TELECONTROL **fonte radio: RADIOCONTROL (15+)

2. RICERCA TELEVISIVA (TELECONTROL)

2.1 Telecontrol: metodologia, base per il rilevamento e rapporti

2.1.1 Metodologia

Dal primo gennaio 1985 la Mediapulse SA (fino al 30.6.2006: Servizio di ricerca SRG SSR) rileva il consumo televisivo tramite il sistema elettronico di misurazione TELECONTROL. TELECONTROL è un apparecchio di misurazione e memorizzazione che viene collegato ai televisori delle economie domestiche presso le quali viene condotta la ricerca. Le economie domestiche coinvolte nello studio vengono scelte seguendo dei criteri di rappresentatività. Il funzionamento dello strumento è semplice: TELECONTROL registra automaticamente, ad intervalli di trenta secondi, su quali programmi televisivi il telespettatore è sintonizzato. TELECONTROL dispone inoltre di un telecomando equipaggiato con otto tasti individuali e sei tasti di valutazione; attraverso questi tasti gli spettatori segnalano quando hanno iniziato e quando hanno smesso di vedere il programma, possono inoltre esprimere dei giudizi relativi alla qualità del programma stesso.

Reclutamento, controllo e assistenza del panel, come pure l'analisi dei dati, sono dei compiti svolti dall'istituto di indagini di mercato GfK Switzerland di Hergiswil, su incarico della Mediapulse SA.

2.1.2 Base per il rilevamento

Nelle tre regioni linguistiche principali del paese gli apparecchi TELECONTROL vengono installati presso un panel rappresentativo. Il campione è costituito nella Svizzera tedesca da 1'000 economie domestiche (stato: 1.1.2009), nella Svizzera romanda da 600 e nella Svizzera italiana da 270. Le economie domestiche vengono scelte secondo criteri random-quota. Le caratteristiche quotate sono l'età di chi si occupa dell'economia domestica, la dimensione del nucleo familiare e la presenza di figli nell'economia domestica. L'universo per il rilevamento dei dati è costituito da tutte le persone di almeno tre anni di età che vivono in economie domestiche che dispongono di un collegamento telefonico e nelle quali è presente almeno un televisore.

2.1.3 Rapporti

I dati memorizzati in TELECONTROL vengono trasmessi automaticamente, di notte, al computer centrale della GfK Switzerland attraverso la rete telefonica pubblica. I singoli dati di una giornata vengono trasformati in valori medi del comportamento di sintonizzazione e visione relativo a tutti i programmi televisivi captabili nelle singole regioni. I dati vengono poi memorizzati in una banca dati elettronica e resi disponibili per i più diversi tipi di analisi. I dati vengono strutturati per unità di tempo (ad esempio per quarti d'ora), senza interruzione, dalle 06.00 alle 02.00, come pure articolati per trasmissione (senza limitazione temporale). I dati giornalieri vengono comunicati quotidianamente e settimanalmente dalla Mediapulse. I rapporti concepiti sulla base degli intervalli di un quarto d'ora vengono redatti prendendo in considerazione le medie mensili, trimestrali e annuali.

Lo studio TELECONTROL è sottoposto alla supervisione di una commissione composta da ricercatori universitari che operano nel settore dei media (Commissione scientifica di controllo).

2.1.4 Glossario

Campione: numero limitato di individui selezionati secondo determinati criteri da un determinato universo (popolazione, ascoltatori della radio, telespettatori, persone di età compresa fra i 25 e i 49 anni ecc.).

Rappresentatività: se il campione corrisponde nella distribuzione percentuale delle sue caratteristiche (età, sesso, provenienza geografica ecc...) all'universo da cui è stato estratto, si può parlare di rappresentatività. Ad esempio, se in un'indagine sono stati intervistati 1'000 giovani della Svizzera romanda scelti secondo criteri rappresentativi, i risultati sono validi non solo per le 1'000 persone scelte, ma per tutti i giovani romandi – non però per i giovani della Svizzera tedesca.

Penetrazione: quota di persone che in un determinato intervallo di tempo ha seguito un programma televisivo per almeno 30 secondi; la penetrazione può venire indicata in % del campione o proiettata in migliaia sul totale delle persone. "Il 45% di penetrazione giornaliera per il canale TV xy" significa dunque: il 45% di tutte le persone presenti nel campione hanno seguito durante la giornata per almeno 30 secondi il canale TV xy".

Consumo in minuti: indica per quanti minuti in un determinato lasso di tempo è stata guardata la televisione o un determinato programma televisivo. Il consumo in minuti viene indicato in consumo totale in minuti o in consumo in minuti dei telespettatori rispettivi. Nel primo caso il consumo dei telespettatori viene proiettato sull'insieme della popolazione. Con questa operazione è possibile comparare il consumo dei diversi canali TV. "12 minuti di consumo del canale XY" significa che la popolazione ha guardato durante una giornata il canale XY mediamente per 12 minuti. "16 minuti di consumo per telespettatore" significa che chi ha seguito il canale XY lo ha fatto mediamente per 16 minuti.

Quota di mercato: la quota di mercato indica la percentuale di consumo di un'emittente o di un programma in rapporto al consumo totale televisivo. "7% di quota di mercato per il canale XY" significa che il 7% dei minuti in cui è stata guardata la televisione riguardano il canale XY.

Rating: numero delle unità di 30 secondi effettivamente viste paragonato col numero delle unità di 30 secondi teoriche all'interno di una determinata unità di tempo. Può venire espresso o in percentuale del numero delle unità di 30 secondi teoricamente possibili o proiettando i valori in migliaia sul numero delle persone. "Il 22% di rating nel quarto d'ora Z per l'emittente XY" significa dunque: il 22% dei contatti teoricamente possibili va attribuito al canale XY (30 unità di 30 secondi moltiplicate per il numero dei membri del campione).

TELECONTROL 2008 / Svizzera italiana

RATING PER QUARTO D'ORA in % (lu-do)

universo: 308'000 persone (3+) campione: 589 persone

	giorni della settimana							lunedì - venerdì	sabato - domenica	lunedì - domenica
	lunedì	martedì	mercoledì	giovedì	venerdì	sabato	domenica			
6:00	1.1	1.0	1.0	1.0	1.1	1.1	1.2	1.1	1.2	1.1
6:15	1.1	1.0	1.1	1.1	1.2	1.2	1.3	1.1	1.2	1.1
6:30	1.3	1.2	1.3	1.3	1.4	1.4	1.4	1.3	1.4	1.3
6:45	1.5	1.5	1.6	1.6	1.6	1.6	1.7	1.5	1.7	1.6
7:00	2.0	1.9	1.9	2.0	2.0	1.9	1.9	2.0	1.9	2.0
7:15	2.3	2.2	2.4	2.4	2.3	2.1	2.0	2.3	2.0	2.3
7:30	2.8	2.7	2.8	2.9	2.7	2.5	2.3	2.8	2.4	2.7
7:45	3.2	3.0	3.1	3.2	3.0	3.1	2.8	3.1	3.0	3.1
8:00	3.3	3.0	3.1	3.3	3.0	3.9	3.5	3.1	3.7	3.3
8:15	3.4	3.2	3.2	3.4	3.1	4.6	4.1	3.3	4.4	3.6
8:30	3.4	3.2	3.3	3.4	3.2	4.9	5.0	3.3	4.9	3.8
8:45	3.3	3.2	3.2	3.4	3.3	5.2	5.8	3.3	5.5	3.9
9:00	3.3	3.1	3.3	3.4	3.3	5.5	6.5	3.3	6.0	4.1
9:15	3.6	3.2	3.6	3.5	3.4	5.9	7.1	3.5	6.5	4.3
9:30	3.6	3.3	3.7	3.7	3.7	6.1	7.3	3.6	6.7	4.5
9:45	3.6	3.4	3.8	3.8	3.8	6.2	8.1	3.7	7.2	4.7
10:00	3.9	3.7	3.9	4.0	4.0	6.2	9.3	3.9	7.7	5.0
10:15	4.1	4.0	4.0	4.1	4.2	6.2	10.0	4.1	8.1	5.2
10:30	4.4	4.2	4.3	4.4	4.5	6.4	10.4	4.4	8.4	5.5
10:45	4.7	4.6	4.6	4.7	4.7	6.6	10.7	4.6	8.6	5.8
11:00	5.3	5.2	5.2	5.3	5.2	6.9	11.0	5.3	9.0	6.3
11:15	5.9	5.8	5.7	6.0	5.9	7.4	11.4	5.8	9.4	6.9
11:30	6.9	6.7	6.8	7.2	7.0	7.9	12.1	6.9	10.0	7.8
11:45	8.5	8.4	8.6	8.7	8.4	8.9	12.4	8.5	10.7	9.1
12:00	10.1	9.9	10.3	10.2	10.2	10.2	12.9	10.1	11.6	10.5
12:15	11.9	11.6	12.2	11.9	11.8	11.8	14.0	11.9	12.9	12.2
12:30	13.9	13.6	13.8	13.8	13.6	13.9	15.8	13.7	14.9	14.1
12:45	14.3	13.8	14.2	14.0	13.8	14.8	16.9	14.0	15.9	14.6
13:00	14.2	13.9	14.4	13.8	13.6	16.0	18.0	14.0	17.0	14.8
13:15	13.4	13.1	13.6	12.7	12.8	15.7	18.6	13.1	17.1	14.3
13:30	12.2	12.1	12.5	11.6	11.8	14.9	18.6	12.1	16.7	13.4
13:45	12.0	11.6	11.8	11.3	11.6	14.2	18.6	11.7	16.4	13.0
14:00	11.2	10.7	10.8	10.6	10.9	13.5	18.8	10.8	16.1	12.3
14:15	10.2	9.5	10.0	9.7	10.0	12.9	18.4	9.9	15.6	11.5
14:30	9.8	9.2	9.7	9.5	9.9	12.5	18.3	9.6	15.4	11.2
14:45	9.7	9.2	9.6	9.5	10.0	12.4	18.1	9.6	15.2	11.2
15:00	9.4	8.8	9.3	9.2	9.9	12.2	18.2	9.3	15.2	11.0
15:15	9.0	8.4	9.1	8.7	9.5	12.2	18.3	9.0	15.3	10.8
15:30	9.0	8.3	9.2	8.8	9.4	12.5	18.4	8.9	15.4	10.8
15:45	9.4	8.5	9.3	8.9	9.6	12.6	18.4	9.1	15.5	10.9

TELECONTROL 2008 / Svizzera italiana

RATING PER QUARTO D'ORA in % (lu-do)

universo: 308'000 persone (3+) campione: 589 persone

	giorni della settimana							lunedì - venerdì	sabato - domenica	lunedì - domenica
	lunedì	martedì	mercoledì	giovedì	venerdì	sabato	domenica			
16:00	10.1	9.2	9.9	9.7	10.3	12.9	18.7	9.8	15.8	11.5
16:15	11.1	10.1	10.5	10.6	11.2	13.2	19.2	10.7	16.2	12.3
16:30	11.9	11.4	11.2	11.5	12.4	13.8	19.6	11.7	16.7	13.1
16:45	12.9	12.3	12.1	12.4	13.2	14.6	20.2	12.6	17.4	13.9
17:00	14.0	13.4	13.1	13.4	14.0	15.5	20.9	13.6	18.2	14.9
17:15	15.2	14.5	14.6	14.5	15.2	16.4	21.7	14.8	19.0	16.0
17:30	16.5	15.9	16.0	15.6	16.6	17.5	22.6	16.1	20.0	17.2
17:45	17.7	17.3	17.4	16.9	17.8	18.6	23.6	17.4	21.1	18.5
18:00	19.7	18.9	18.9	18.5	19.4	20.2	24.8	19.1	22.5	20.1
18:15	21.3	19.9	19.9	19.9	20.4	21.3	25.8	20.3	23.5	21.2
18:30	23.0	21.3	21.1	21.2	21.6	22.2	26.6	21.6	24.4	22.4
18:45	25.6	24.0	23.3	23.7	23.7	23.8	28.4	24.1	26.1	24.6
19:00	30.0	28.4	27.7	27.8	27.7	27.1	31.6	28.3	29.3	28.6
19:15	32.5	31.0	30.0	29.7	29.8	28.5	33.5	30.6	31.0	30.7
19:30	35.0	33.7	32.2	32.0	32.1	30.0	35.6	33.0	32.8	32.9
19:45	36.8	35.6	33.9	33.7	33.4	31.0	36.8	34.7	33.9	34.4
20:00	38.0	36.4	34.7	35.0	34.2	31.8	38.3	35.7	35.0	35.5
20:15	38.6	37.5	35.9	36.1	35.0	32.7	39.3	36.6	36.0	36.4
20:30	39.4	38.5	37.1	37.2	36.0	33.6	40.7	37.6	37.1	37.5
20:45	40.4	39.6	38.4	38.4	37.1	34.4	41.6	38.8	38.0	38.5
21:00	40.8	39.8	38.8	38.8	37.5	35.0	41.9	39.1	38.5	39.0
21:15	40.8	39.8	38.6	39.0	38.0	35.7	42.2	39.2	38.9	39.1
21:30	40.5	39.7	38.2	38.9	38.2	35.9	41.5	39.1	38.7	39.0
21:45	40.0	38.9	37.8	38.4	37.8	35.8	40.2	38.6	38.0	38.4
22:00	38.7	37.7	36.6	37.2	36.9	35.4	38.8	37.4	37.1	37.3
22:15	37.0	35.8	34.9	35.0	34.9	34.7	36.9	35.6	35.8	35.6
22:30	34.6	32.2	32.4	31.8	32.4	33.0	33.1	32.7	33.1	32.8
22:45	30.9	28.9	28.6	28.2	29.6	30.1	29.3	29.2	29.7	29.4
23:00	26.5	25.6	24.2	24.6	26.6	26.8	25.5	25.5	26.2	25.7
23:15	21.4	21.4	20.4	20.7	23.2	23.7	21.1	21.4	22.4	21.7
23:30	17.7	17.1	16.9	16.7	19.4	20.8	17.1	17.5	18.9	17.9
23:45	14.9	14.0	14.3	13.9	16.2	18.5	14.1	14.7	16.3	15.1
0:00	12.6	11.8	12.1	11.7	13.9	16.2	11.9	12.4	14.1	12.9
0:15	10.3	9.8	10.1	10.0	11.8	13.9	9.8	10.4	11.9	10.8
0:30	8.3	8.0	8.3	8.4	10.1	11.3	7.8	8.6	9.6	8.9
0:45	6.7	6.7	6.8	7.0	8.8	9.1	6.4	7.2	7.7	7.3
R 18-23	34.2	32.9	32.0	32.0	31.8	30.6	35.3	32.6	33.0	32.7
UT 18-23	99	96	96	95	92	106	103	98	99	98
R 24h	12.7	12.2	12.1	12.1	12.4	13.1	15.3	12.3	14.2	12.8
UT 24h	176	174	174	178	188	220	183	177	204	185

R = rating in %

UT = utenza in minuti (totale)

TELECONTROL 2008 / Svizzera italiana

RATING PER QUARTO D'ORA in % (lu-do)

universo: 308'000 persone (3+) campione: 589 persone

	totale	sesso		età					formazione conclusa				totale
	persone	uomini	donne	3 -14	15 - 24	25 - 44	45 - 64	65 +	nessuna	obbligo	scuola prof.	superiore*	ED
6:00	1.1	1.2	1.0	0.1	0.1	1.1	1.3	1.8	0.1	1.2	0.9	1.6	2.3
6:15	1.1	1.3	1.0	0.2	0.1	1.1	1.4	1.9	0.2	1.2	0.9	1.7	2.4
6:30	1.3	1.5	1.2	0.5	0.1	1.3	1.6	2.0	0.4	1.4	1.0	1.9	2.8
6:45	1.6	1.8	1.4	0.8	0.4	1.6	1.9	2.2	0.7	1.5	1.2	2.2	3.3
7:00	2.0	2.2	1.7	1.5	0.6	1.8	2.5	2.4	1.3	1.7	1.6	2.7	4.0
7:15	2.3	2.6	2.0	3.1	0.9	2.2	2.3	2.4	2.6	2.2	1.6	2.9	4.5
7:30	2.7	2.9	2.4	4.8	1.2	2.7	2.2	2.6	4.2	2.5	1.7	3.1	5.2
7:45	3.1	3.3	2.8	6.0	1.5	2.9	2.7	2.9	5.2	3.1	1.9	3.2	6.0
8:00	3.3	3.4	3.2	5.7	1.8	2.9	3.0	3.5	5.0	3.6	2.2	3.3	6.5
8:15	3.6	3.5	3.6	5.8	1.7	3.0	3.5	4.1	5.1	4.3	2.6	3.3	7.1
8:30	3.8	3.7	3.9	5.8	1.7	3.3	3.7	4.5	5.1	4.9	2.8	3.4	7.5
8:45	3.9	3.7	4.1	5.8	1.9	3.3	3.8	4.8	5.2	5.1	2.9	3.4	7.8
9:00	4.1	3.8	4.3	6.0	2.1	3.2	4.1	5.1	5.4	5.2	3.1	3.5	8.2
9:15	4.3	4.0	4.6	6.2	2.6	3.5	4.2	5.5	5.7	5.5	3.3	3.7	8.7
9:30	4.5	4.2	4.7	6.2	3.0	3.6	4.1	6.0	5.8	5.8	3.5	3.8	8.9
9:45	4.7	4.4	4.9	6.2	3.2	3.9	4.1	6.5	5.8	6.0	3.7	3.9	9.2
10:00	5.0	4.7	5.2	6.0	3.5	4.1	4.3	7.5	5.7	6.2	4.2	4.1	9.8
10:15	5.2	4.9	5.5	6.0	3.8	4.3	4.5	8.0	5.6	6.7	4.5	4.3	10.3
10:30	5.5	5.1	5.9	5.9	4.1	4.6	4.7	8.5	5.5	7.1	4.9	4.4	10.8
10:45	5.8	5.3	6.2	5.9	4.3	4.8	5.0	9.0	5.5	7.4	5.3	4.6	11.3
11:00	6.3	5.6	6.9	5.8	4.5	5.3	5.5	10.2	5.4	7.9	6.2	4.8	12.5
11:15	6.9	6.2	7.5	5.7	4.5	5.8	6.1	11.4	5.4	8.2	7.2	5.0	13.6
11:30	7.8	7.0	8.5	5.9	4.8	6.5	7.1	13.2	5.5	9.3	8.6	5.4	15.4
11:45	9.1	8.1	10.1	7.5	5.5	7.6	8.7	14.9	6.9	11.2	10.1	6.4	17.9
12:00	10.5	9.0	11.9	9.2	6.0	8.7	10.9	15.8	8.3	13.3	11.3	7.7	20.3
12:15	12.2	10.4	13.8	10.5	6.5	10.2	13.0	17.9	9.1	15.6	12.9	9.2	23.1
12:30	14.1	12.2	15.7	11.3	7.3	11.5	15.3	21.2	9.6	17.9	15.1	11.1	26.6
12:45	14.6	12.8	16.1	11.5	7.6	11.7	15.7	22.5	9.6	18.5	15.3	12.1	27.5
13:00	14.8	13.3	16.2	10.3	7.6	11.6	15.6	25.0	8.6	18.6	15.6	13.0	28.0
13:15	14.3	12.8	15.5	9.2	7.4	11.3	14.9	24.3	7.6	17.8	14.8	13.0	26.8
13:30	13.4	11.7	14.9	8.1	7.1	10.9	14.0	22.5	6.8	17.3	13.8	12.2	25.4
13:45	13.0	10.8	15.0	7.6	7.1	11.0	13.2	22.0	6.4	17.6	13.2	11.6	24.7
14:00	12.3	10.1	14.3	7.0	6.9	10.6	12.9	20.2	6.0	16.8	12.7	10.8	23.5
14:15	11.5	9.5	13.3	6.3	6.8	10.1	12.3	18.0	5.8	15.6	12.0	10.0	22.0
14:30	11.2	9.3	13.0	6.2	6.8	9.9	12.0	17.5	5.7	14.9	11.9	9.6	21.5
14:45	11.2	9.2	13.0	6.0	7.1	9.7	12.0	17.4	5.7	14.7	11.9	9.5	21.5
15:00	11.0	8.9	12.8	5.9	7.3	9.5	11.7	17.2	5.6	14.5	11.8	9.2	21.2
15:15	10.8	8.8	12.6	5.8	7.0	9.2	11.3	17.0	5.6	14.1	11.6	8.9	20.7
15:30	10.8	8.8	12.5	6.0	6.9	9.1	11.3	17.4	5.7	14.1	11.6	8.8	20.8
15:45	10.9	9.0	12.6	6.2	6.7	9.0	11.5	18.0	5.9	14.3	11.9	8.7	21.1

*maturità/scuola magistrale/scuola media sup./scuola tecnica sup./scuola universitaria professionale/politecnico/università

TELECONTROL 2008 Svizzera italiana

RATING PER QUARTO D'ORA in % (lu-do)

universo: 308'000 persone (3+) campione: 589 persone

	totale	sexso		età					formazione conclusa				totale
	persone	uomini	donne	3 -14	15 - 24	25 - 44	45 - 64	65 +	nessuna	obbligo	scuola prof.	superiore*	ED
16:00	11.5	9.5	13.3	6.8	6.8	9.1	11.9	19.7	6.3	15.3	12.6	8.9	22.1
16:15	12.3	10.1	14.2	8.0	7.3	9.4	12.7	20.9	7.3	16.2	13.4	9.3	23.5
16:30	13.1	10.9	15.1	10.1	7.7	9.8	13.5	22.1	9.1	17.1	14.1	9.8	25.2
16:45	13.9	11.9	15.8	11.4	7.9	10.3	14.5	23.3	10.2	18.2	15.0	10.3	26.7
17:00	14.9	12.9	16.7	12.3	8.1	10.8	15.7	25.1	11.0	20.0	15.8	11.0	28.4
17:15	16.0	14.0	17.8	13.5	8.7	11.4	16.9	27.0	11.9	21.6	16.9	11.8	30.3
17:30	17.2	15.2	19.0	14.4	9.6	12.3	18.2	28.8	12.8	23.4	18.2	12.8	32.4
17:45	18.5	16.4	20.3	14.9	10.2	13.3	19.7	31.0	13.5	25.0	19.6	13.8	34.5
18:00	20.1	17.8	22.0	15.3	10.9	14.7	21.6	33.4	13.9	26.9	21.8	14.9	37.1
18:15	21.2	18.8	23.3	15.5	11.4	16.0	23.6	34.2	14.2	28.4	23.0	16.1	39.0
18:30	22.4	19.7	24.8	15.5	11.8	17.3	25.4	35.6	14.1	30.2	24.2	17.6	41.0
18:45	24.6	21.6	27.4	16.3	12.3	18.9	28.0	39.9	15.1	32.9	26.6	19.9	44.5
19:00	28.6	25.4	31.4	17.9	13.1	21.6	32.1	48.5	16.7	37.9	31.2	23.5	50.2
19:15	30.7	27.5	33.6	18.7	13.9	23.2	34.6	52.4	17.6	40.3	33.4	25.9	53.2
19:30	32.9	29.9	35.6	19.2	14.7	24.7	37.3	56.7	18.0	43.0	35.9	28.1	56.4
19:45	34.4	31.5	37.1	19.4	15.5	25.9	39.7	58.7	18.3	44.8	37.8	29.6	58.5
20:00	35.5	32.5	38.1	18.1	16.1	27.2	41.6	59.7	17.3	45.6	39.3	30.9	60.1
20:15	36.4	33.6	39.0	17.9	16.6	28.6	42.5	60.8	17.1	45.9	40.6	32.1	61.3
20:30	37.5	34.5	40.1	17.9	17.2	30.4	43.6	61.7	17.1	46.7	41.9	33.5	62.9
20:45	38.5	35.5	41.3	17.8	18.2	32.5	44.5	62.0	17.0	48.0	43.0	34.8	64.3
21:00	39.0	35.9	41.7	17.8	19.3	34.0	45.0	60.5	17.3	48.3	43.4	35.5	64.6
21:15	39.1	36.0	41.9	16.9	19.6	35.3	45.4	59.3	16.8	47.4	43.9	36.1	64.8
21:30	39.0	35.9	41.7	16.0	19.7	35.8	45.4	58.3	16.1	46.4	44.1	36.3	64.5
21:45	38.4	35.5	41.0	15.1	19.5	36.0	44.7	56.8	15.4	44.9	43.8	36.1	63.7
22:00	37.3	34.6	39.8	13.9	19.0	35.9	43.4	54.6	14.6	42.6	42.9	35.6	62.1
22:15	35.6	33.3	37.7	12.6	18.2	35.2	41.4	51.0	13.6	38.9	41.3	34.6	59.5
22:30	32.8	30.8	34.5	10.8	16.1	33.5	37.8	46.3	11.8	34.0	38.6	32.5	55.3
22:45	29.4	27.9	30.7	9.0	13.9	31.1	33.4	41.2	9.9	28.5	35.1	29.8	50.0
23:00	25.7	24.6	26.6	7.2	11.6	28.2	28.8	35.7	8.1	23.2	31.1	26.8	44.2
23:15	21.7	21.1	22.2	5.6	9.3	24.9	23.7	29.9	6.2	18.2	26.6	23.2	37.8
23:30	17.9	17.6	18.2	4.3	7.1	21.6	19.2	24.3	4.6	13.8	22.6	19.5	31.7
23:45	15.1	14.8	15.3	3.5	5.5	18.9	16.1	19.9	3.7	10.9	19.4	16.4	27.1
0:00	12.9	12.6	13.1	2.9	4.2	16.6	13.5	16.7	3.0	8.7	16.9	13.8	23.4
0:15	10.8	10.7	10.9	2.4	3.3	14.4	11.3	13.4	2.4	7.0	14.3	11.8	19.9
0:30	8.9	8.9	8.8	2.0	2.5	12.3	9.5	10.2	1.9	5.5	11.6	9.9	16.5
0:45	7.3	7.5	7.2	1.5	2.0	10.4	7.9	8.1	1.4	4.6	9.6	8.3	13.8
R 18-23	32.7	29.9	35.1	16.1	15.8	27.9	37.6	51.6	15.6	40.1	36.6	29.2	55.7
PG 18-23	61.3	58.1	63.6	47.0	37.1	57.6	66.0	79.8	43.2	66.5	64.9	56.4	84.1
R 24h	12.8	11.7	13.8	7.2	6.3	11.5	14.0	19.7	6.7	15.1	14.1	11.6	23.0
PG 24h	71.6	69.1	72.6	65.8	49.0	67.7	74.7	84.8	58.2	75.0	72.9	64.7	88.8

R=rating in %; PG = pen. giorn in %; ED = economie domestiche/maturità/scuola magistrale/scuola media sup./scuola tecnica sup./scuola universitaria professionale/politecnico/università

TELECONTROL 2008 / Svizzera italiana

RATING PER QUARTO D'ORA in 1'000 (lu-do)

universo: 308'000 persone (3+) campione: 589 persone

	totale	sesso		età					formazione conclusa				totale
	persone	uomini	donne	3 - 14	15 - 24	25 - 44	45 - 64	65 +	nessuna	obbligo	scuola prof.	superiore*	ED
6:00	3	2	2	0	0	1	1	1	0	1	1	1	3
6:15	4	2	2	0	0	1	1	1	0	1	1	2	3
6:30	4	2	2	0	0	1	1	1	0	1	1	2	4
6:45	5	3	2	0	0	2	2	1	0	1	2	2	5
7:00	6	3	3	1	0	2	2	2	1	1	2	2	5
7:15	7	4	3	1	0	2	2	2	1	1	2	3	6
7:30	8	4	4	2	0	3	2	2	2	1	2	3	7
7:45	9	5	5	2	1	3	2	2	2	1	2	3	8
8:00	10	5	5	2	1	3	3	2	2	2	3	3	9
8:15	11	5	6	2	1	3	3	3	2	2	3	3	10
8:30	12	5	6	2	1	3	3	3	2	2	4	3	10
8:45	12	5	7	2	1	3	3	3	2	2	4	3	11
9:00	13	6	7	2	1	3	4	3	2	2	4	3	11
9:15	13	6	7	2	1	3	4	3	3	2	4	3	12
9:30	14	6	8	2	1	3	4	4	3	3	4	3	12
9:45	14	7	8	2	1	4	4	4	3	3	5	4	13
10:00	15	7	8	2	1	4	4	5	3	3	5	4	13
10:15	16	7	9	2	1	4	4	5	2	3	6	4	14
10:30	17	8	10	2	1	4	4	5	2	3	6	4	15
10:45	18	8	10	2	1	5	4	6	2	3	7	4	15
11:00	19	8	11	2	1	5	5	6	2	4	8	4	17
11:15	21	9	12	2	1	5	5	7	2	4	9	4	19
11:30	24	10	14	2	2	6	6	8	2	4	11	5	21
11:45	28	12	16	3	2	7	7	9	3	5	13	6	24
12:00	33	13	19	3	2	8	9	10	4	6	14	7	28
12:15	38	15	22	4	2	10	11	11	4	7	16	8	31
12:30	43	18	25	4	2	11	13	13	4	8	19	10	36
12:45	45	19	26	4	2	11	13	14	4	8	19	11	37
13:00	46	20	26	4	2	11	13	15	4	8	19	11	38
13:15	44	19	25	3	2	11	13	15	3	8	19	11	36
13:30	41	17	24	3	2	10	12	14	3	8	17	11	34
13:45	40	16	24	3	2	10	11	13	3	8	17	10	34
14:00	38	15	23	3	2	10	11	12	3	8	16	10	32
14:15	35	14	21	2	2	9	11	11	3	7	15	9	30
14:30	35	14	21	2	2	9	10	11	2	7	15	9	29
14:45	35	14	21	2	2	9	10	11	3	7	15	8	29
15:00	34	13	21	2	2	9	10	11	2	6	15	8	29
15:15	33	13	20	2	2	9	10	10	2	6	14	8	28
15:30	33	13	20	2	2	9	10	11	3	6	15	8	28
15:45	34	13	20	2	2	8	10	11	3	6	15	8	29

*maturità/scuola magistrale/scuola media sup./scuola tecnica sup./scuola universitaria professionale/politecnico/università

**2.4 Consumo televisivo per caratteristiche sociodemografiche:
rating in migliaia**

TELECONTROL 2008 / Svizzera italiana

RATING PER QUARTO D'ORA in 1'000 (lu-do)

universo: 308'000 persone (3+) campione: 589 persone

	totale	sesso		età					formazione conclusa				totale
	persone	uomini	donne	3 - 14	15 - 24	25 - 44	45 - 64	65 +	nessuna	obbligo	scuola prof.	superiore*	ED
16:00	36	14	21	3	2	9	10	12	3	7	16	8	30
16:15	38	15	23	3	2	9	11	13	3	7	17	8	32
16:30	40	16	24	4	2	9	12	14	4	8	18	9	34
16:45	43	18	25	4	3	10	12	14	4	8	19	9	36
17:00	46	19	27	5	3	10	13	15	5	9	20	10	38
17:15	49	21	29	5	3	11	14	17	5	10	21	11	41
17:30	53	23	31	5	3	12	16	18	6	10	23	11	44
17:45	57	24	33	6	3	12	17	19	6	11	24	12	47
18:00	62	26	35	6	3	14	19	21	6	12	27	13	50
18:15	65	28	37	6	4	15	20	21	6	13	29	14	53
18:30	69	29	40	6	4	16	22	22	6	13	30	16	56
18:45	76	32	44	6	4	18	24	24	7	15	33	18	60
19:00	88	38	51	7	4	20	27	30	7	17	39	21	68
19:15	95	41	54	7	4	22	30	32	8	18	42	23	72
19:30	101	44	57	7	5	23	32	35	8	19	45	25	76
19:45	106	46	60	7	5	24	34	36	8	20	47	26	79
20:00	109	48	61	7	5	25	36	37	8	20	49	27	81
20:15	112	49	63	7	5	27	36	37	7	20	51	28	83
20:30	116	51	64	7	5	28	37	38	7	21	52	30	85
20:45	119	52	66	7	6	30	38	38	7	21	54	31	87
21:00	120	53	67	7	6	32	38	37	8	21	54	31	88
21:15	121	53	67	6	6	33	39	36	7	21	55	32	88
21:30	120	53	67	6	6	34	39	36	7	21	55	32	87
21:45	118	52	66	6	6	34	38	35	7	20	55	32	86
22:00	115	51	64	5	6	34	37	33	6	19	54	32	84
22:15	110	49	61	5	6	33	35	31	6	17	52	31	81
22:30	101	46	56	4	5	31	32	28	5	15	48	29	75
22:45	91	41	49	3	4	29	29	25	4	13	44	26	68
23:00	79	36	43	3	4	26	25	22	4	10	39	24	60
23:15	67	31	36	2	3	23	20	18	3	8	33	21	51
23:30	55	26	29	2	2	20	16	15	2	6	28	17	43
23:45	47	22	25	1	2	18	14	12	2	5	24	15	37
0:00	40	19	21	1	1	16	12	10	1	4	21	12	32
0:15	33	16	18	1	1	14	10	8	1	3	18	11	27
0:30	27	13	14	1	1	12	8	6	1	3	14	9	22
0:45	23	11	12	1	1	10	7	5	1	2	12	7	19
UT 18-23	98	90	105	48	48	84	113	155	47	120	110	88	167
US 18-23	159	154	165	103	128	145	170	193	108	180	168	154	198
UT 24h	185	169	198	103	91	166	202	284	97	217	203	167	331
US 24h	257	243	272	157	185	244	268	334	167	289	277	257	372

UT=utenza in min (totale); US=utenza in min (spettatori); ED=economie domestiche

*maturità/scuola magistrale/scuola media sup./scuola tecnica sup./scuola universitaria professionale/politecnico/università

**2.4 Consumo televisivo per caratteristiche sociodemografiche:
rating in migliaia**

2.5 Consumo televisivo per caratteristiche sociodemografiche: composizione del pubblico in %

TELECONTROL 2008 / Svizzera italiana

COMPOSIZIONE DEL PUBBLICO in % (lu-do)

universo: 308'000 persone (3+) campione: 589 persone

	totale persone	sesso		età					formazione conclusa			
		uomini	donne	3 - 14	15 - 24	25 - 44	45 - 64	65 +	nessuna	obbligo	scuola prof.	superiore*
6:00	100	53	47	1	1	30	32	36	2	16	32	43
6:15	100	53	47	2	1	29	33	35	2	16	30	44
6:30	100	54	46	4	1	29	34	32	4	15	30	42
6:45	100	54	46	5	2	29	35	29	6	14	31	42
7:00	100	55	45	8	3	28	36	25	8	13	32	41
7:15	100	54	45	15	4	29	29	23	15	14	28	38
7:30	100	53	46	19	4	30	24	21	20	14	26	35
7:45	100	52	48	22	5	28	24	20	23	15	26	32
8:00	100	49	50	20	5	26	26	22	21	16	27	29
8:15	100	47	53	19	5	25	27	24	19	18	29	27
8:30	100	45	54	17	4	26	27	25	18	19	30	26
8:45	100	44	56	16	5	25	28	26	17	19	31	26
9:00	100	43	57	16	5	24	29	27	17	19	32	25
9:15	100	42	58	15	6	24	28	27	16	18	32	25
9:30	100	43	57	15	7	24	26	29	16	19	32	24
9:45	100	43	57	14	7	25	24	30	15	19	33	24
10:00	100	43	57	13	7	24	24	31	15	19	35	24
10:15	100	43	57	13	8	25	24	32	14	19	35	23
10:30	100	42	58	12	8	25	23	31	13	19	36	23
10:45	100	42	58	11	8	25	24	32	12	19	37	22
11:00	100	41	59	10	8	25	24	33	11	19	40	21
11:15	100	42	58	9	7	25	25	34	10	18	43	20
11:30	100	43	57	9	7	25	25	34	10	17	45	20
11:45	100	42	58	10	6	25	26	33	11	18	45	20
12:00	100	41	59	10	6	25	28	30	11	18	43	21
12:15	100	41	59	10	6	25	29	29	11	19	43	22
12:30	100	42	58	10	5	25	30	30	10	19	43	23
12:45	100	42	58	9	5	24	30	31	9	19	42	24
13:00	100	43	57	8	5	23	29	34	8	18	42	25
13:15	100	42	57	8	5	24	29	35	7	18	42	26
13:30	100	41	59	7	5	24	29	34	7	19	42	26
13:45	100	38	61	7	6	25	28	34	7	20	41	26
14:00	100	38	62	7	6	25	29	33	7	20	41	25
14:15	100	38	62	6	6	26	30	32	7	20	42	25
14:30	100	38	62	6	6	26	30	32	7	20	43	24
14:45	100	38	62	6	7	26	30	32	7	19	43	24
15:00	100	37	63	6	7	25	29	32	7	20	43	24
15:15	100	37	63	6	7	25	29	33	7	20	43	24
15:30	100	38	62	6	7	25	29	33	7	20	43	23
15:45	100	38	62	7	7	24	29	34	8	19	44	23

* maturità / scuola magistrale / scuola media superiore / scuola tecnica superiore / scuola universitaria professionale / politecnico / università

2.5 Consumo televisivo per caratteristiche sociodemografiche: composizione del pubblico in %

TELECONTROL 2008 / Svizzera italiana

COMPOSIZIONE DEL PUBBLICO in % (lu-do)

universo: 308'000 persone (3+) campione: 589 persone

	totale persone	sesso		età					formazione conclusa			
		uomini	donne	3 - 14	15 - 24	25 - 44	45 - 64	65 +	nessuna	obbligo	scuola prof.	superiore*
16:00	100	39	61	7	6	23	28	35	8	20	44	22
16:15	100	39	61	8	6	22	28	35	9	19	44	22
16:30	100	39	60	9	6	22	28	34	10	19	43	22
16:45	100	40	60	10	6	22	28	34	11	19	43	21
17:00	100	41	59	10	6	21	29	34	11	20	43	21
17:15	100	42	58	10	6	21	29	34	11	20	42	21
17:30	100	42	58	10	6	21	29	34	11	20	42	21
17:45	100	43	57	10	6	21	29	34	11	20	43	22
18:00	100	43	57	9	6	22	30	33	10	19	44	21
18:15	100	43	57	9	6	23	30	32	10	19	44	22
18:30	100	42	58	8	6	23	31	32	9	19	43	23
18:45	100	42	58	8	5	23	31	33	9	19	44	23
19:00	100	43	57	8	5	23	31	34	8	19	44	24
19:15	100	43	57	7	5	23	31	34	8	19	44	24
19:30	100	43	57	7	5	23	31	35	8	19	44	25
19:45	100	44	56	7	5	23	32	34	7	19	44	25
20:00	100	44	56	6	5	23	32	34	7	19	45	25
20:15	100	44	56	6	5	24	32	33	7	18	45	25
20:30	100	44	56	6	5	25	32	33	6	18	45	26
20:45	100	44	56	6	5	26	32	32	6	18	45	26
21:00	100	44	56	6	5	26	32	31	6	18	45	26
21:15	100	44	56	5	5	27	32	30	6	18	45	27
21:30	100	44	56	5	5	28	32	30	6	17	46	27
21:45	100	44	56	5	5	28	32	30	6	17	46	27
22:00	100	44	56	5	5	29	32	29	6	16	46	27
22:15	100	45	55	4	5	30	32	29	5	16	47	28
22:30	100	45	55	4	5	31	32	28	5	15	48	29
22:45	100	46	54	4	5	32	31	28	5	14	48	29
23:00	100	46	54	3	5	34	31	28	4	13	49	30
23:15	100	47	53	3	4	35	30	28	4	12	50	31
23:30	100	47	53	3	4	37	29	27	4	11	51	31
23:45	100	47	53	3	4	38	29	26	3	10	52	31
0:00	100	47	53	3	3	39	29	26	3	10	53	31
0:15	100	47	53	3	3	41	29	25	3	9	54	31
0:30	100	48	52	3	3	42	30	23	3	9	53	32
0:45	100	49	51	2	3	43	30	22	3	9	53	33
18-23	100	44	56	6	5	26	32	32	7	18	45	26
24h	100	44	56	7	5	27	30	31	7	17	44	26

* maturità / scuola magistrale / scuola media superiore / scuola tecnica superiore / scuola universitaria professionale / politecnico / università

2.6 Consumo televisivo per giorno della settimana e per caratteristiche sociodemografiche: penetrazione in %

TELECONTROL 2008 / Svizzera italiana

PENETRAZIONE PER QUARTO D'ORA in %, totale radio

universo: 308'000 persone (3+) campione: 589 persone

	giorni della settimana							lunedì - venerdì	sabato - domenica	lunedì - domenica
	lunedì	martedì	mercoledì	giovedì	venerdì	sabato	domenica			
totale persone	71.8	71.2	71.1	70.6	71.0	70.8	74.8	71.2	72.8	71.6
secco										
uomini	69.1	67.9	68.0	67.8	67.5	69.1	74.3	68.1	71.7	69.1
donne	73.1	72.7	72.5	71.8	73.0	71.0	73.8	72.6	72.4	72.6
età										
3-14	63.4	62.9	67.3	64.1	67.7	68.4	66.7	65.1	67.5	65.8
15-24	46.1	46.9	47.9	47.7	50.4	51.2	53.1	47.8	52.1	49.0
25-44	68.4	67.7	66.5	66.0	66.8	66.2	72.6	67.1	69.4	67.7
45-64	76.8	74.8	73.8	74.2	72.9	72.8	77.7	74.5	75.2	74.7
65+	85.2	85.1	84.8	84.9	84.3	82.9	86.3	84.9	84.6	84.8
formazione conclusa										
nessuna	57.1	56.5	59.1	57.9	60.3	59.0	57.7	58.2	58.4	58.2
obbligo	75.1	75.5	75.4	75.3	74.8	72.9	75.9	75.2	74.4	75.0
scuola prof.	74.6	73.7	72.2	72.6	71.9	70.2	75.3	73.0	72.7	72.9
superiore*	65.2	64.0	63.7	62.7	63.6	64.4	69.2	63.8	66.8	64.7

* maturità / scuola magistrale / scuola media superiore / scuola tecnica superiore / scuola universitaria professionale / politecnico / università

2.7 Consumo televisivo per giorno della settimana e per caratteristiche sociodemografiche: durata in minuti

TELECONTROL 2008 / Svizzera italiana

DURATA in minuti, totale radio

universo: 308'000 persone (3+) campione: 589 persone

	giorni della settimana							lunedì - venerdì	sabato - domenica	lunedì - domenica
	lunedì	martedì	mercoledì	giovedì	venerdì	sabato	domenica			
totale persone	183	176	174	174	178	188	220	177	204	185
sesto										
uomini	161	156	156	155	159	180	217	157	198	169
donne	202	193	190	191	195	195	222	194	209	198
età										
3-14	92	90	106	96	106	119	113	98	116	103
15-24	85	85	84	83	93	101	106	86	104	91
25-44	164	155	149	150	155	173	218	155	195	166
45-64	205	194	190	192	190	201	241	194	221	202
65+	283	277	277	278	281	279	315	279	297	284
formazione conclusa										
nessuna	88	86	97	91	99	112	105	92	109	97
obbligo	219	213	209	215	213	212	242	214	227	217
scuola prof.	204	195	191	192	195	201	243	195	222	203
superiore*	166	159	155	154	156	172	208	158	190	167

* maturità / scuola magistrale / scuola media superiore / scuola tecnica superiore / scuola universitaria professionale / politecnico / università

TELECONTROL 2008/ Svizzera italiana

RATING PER QUARTO D'ORA in % (lu-do)

universo: 308'000 persone (3+) campione: 589 persone

	totale	SRG SSR idée suisse			CH: private	estero: servizio pubblico			estero: private				altre
	TV	TSI 1	TSI 2	altre	TELETICINO	RAI1	RAI2	RAI3	CANALE5	ITALIA1	RETE4	LA7	
6:00	1.1	0.1	0.1	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.3
6:15	1.1	0.1	0.1	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.3
6:30	1.3	0.1	0.1	0.0	0.0	0.2	0.1	0.1	0.1	0.1	0.1	0.0	0.3
6:45	1.6	0.2	0.1	0.1	0.0	0.3	0.1	0.1	0.1	0.1	0.1	0.0	0.4
7:00	2.0	0.2	0.1	0.1	0.0	0.5	0.1	0.1	0.1	0.1	0.1	0.0	0.5
7:15	2.3	0.2	0.1	0.1	0.1	0.4	0.1	0.1	0.1	0.2	0.1	0.0	0.6
7:30	2.7	0.3	0.1	0.1	0.0	0.4	0.2	0.1	0.2	0.3	0.1	0.0	0.7
7:45	3.1	0.3	0.2	0.1	0.0	0.5	0.2	0.1	0.2	0.3	0.2	0.0	0.9
8:00	3.3	0.3	0.2	0.1	0.0	0.6	0.2	0.1	0.4	0.3	0.2	0.0	0.8
8:15	3.6	0.3	0.2	0.1	0.0	0.7	0.3	0.1	0.5	0.3	0.3	0.0	0.8
8:30	3.8	0.4	0.2	0.1	0.0	0.8	0.3	0.1	0.4	0.3	0.3	0.0	0.8
8:45	3.9	0.4	0.2	0.1	0.1	0.8	0.3	0.1	0.3	0.3	0.4	0.0	0.9
9:00	4.1	0.5	0.2	0.1	0.1	0.9	0.3	0.1	0.3	0.3	0.4	0.0	1.0
9:15	4.3	0.5	0.2	0.1	0.1	0.9	0.3	0.1	0.4	0.3	0.3	0.0	1.0
9:30	4.5	0.5	0.2	0.1	0.1	0.9	0.3	0.2	0.4	0.4	0.3	0.0	1.1
9:45	4.7	0.5	0.3	0.1	0.1	0.8	0.3	0.2	0.4	0.4	0.4	0.0	1.2
10:00	5.0	0.5	0.3	0.1	0.1	0.8	0.3	0.2	0.5	0.5	0.5	0.0	1.2
10:15	5.2	0.5	0.3	0.1	0.1	0.7	0.3	0.3	0.6	0.5	0.5	0.0	1.3
10:30	5.5	0.6	0.4	0.1	0.1	0.7	0.3	0.2	0.6	0.6	0.4	0.1	1.3
10:45	5.8	0.7	0.4	0.1	0.1	0.7	0.3	0.2	0.6	0.7	0.4	0.1	1.3
11:00	6.3	0.7	0.4	0.1	0.1	0.8	0.4	0.2	0.9	0.7	0.4	0.1	1.3
11:15	6.9	0.7	0.4	0.1	0.2	0.9	0.5	0.2	1.2	0.8	0.4	0.1	1.4
11:30	7.8	0.9	0.5	0.1	0.2	1.0	0.5	0.3	1.3	0.9	0.5	0.1	1.5
11:45	9.1	1.2	0.4	0.2	0.2	1.2	0.6	0.3	1.6	1.0	0.6	0.1	1.7
12:00	10.5	1.4	0.5	0.2	0.1	1.6	0.8	0.5	1.8	0.9	0.7	0.1	1.8
12:15	12.2	2.1	0.7	0.3	0.1	1.9	0.8	0.4	1.9	1.1	0.8	0.1	2.0
12:30	14.1	3.7	0.7	0.3	0.1	1.9	0.7	0.2	2.0	1.8	0.6	0.1	2.1
12:45	14.6	2.7	0.9	0.4	0.1	2.1	1.1	0.3	2.2	1.8	0.7	0.1	2.2
13:00	14.8	2.5	0.9	0.6	0.1	2.2	1.9	0.2	2.5	1.0	0.8	0.2	2.0
13:15	14.3	2.6	0.8	0.4	0.1	2.1	1.9	0.2	2.5	0.9	0.6	0.2	2.0
13:30	13.4	2.7	0.8	0.4	0.1	2.1	1.2	0.3	2.0	0.7	0.7	0.3	2.1
13:45	13.0	2.7	0.9	0.3	0.1	2.0	0.9	0.3	2.4	0.7	0.5	0.3	1.9
14:00	12.3	2.8	0.9	0.3	0.1	1.5	0.9	0.4	2.2	0.6	0.6	0.2	1.9
14:15	11.5	2.2	0.9	0.2	0.1	1.4	0.9	0.3	1.6	0.6	1.0	0.3	1.9
14:30	11.2	2.1	0.8	0.2	0.1	1.4	0.9	0.3	1.6	0.7	1.1	0.3	1.8
14:45	11.2	2.1	0.8	0.2	0.1	1.4	0.9	0.3	1.5	0.7	1.2	0.3	1.8
15:00	11.0	1.9	0.8	0.2	0.1	1.4	1.0	0.3	1.5	0.6	1.0	0.3	1.8
15:15	10.8	1.8	0.8	0.2	0.1	1.3	1.1	0.3	1.5	0.7	0.9	0.3	1.8
15:30	10.8	1.8	0.8	0.2	0.1	1.3	1.0	0.4	1.4	0.7	0.9	0.3	1.9
15:45	10.9	1.7	0.8	0.2	0.1	1.4	1.0	0.4	1.4	0.7	0.9	0.3	2.0

TELECONTROL 2008 / Svizzera italiana

RATING PER QUARTO D'ORA in % (lu-do)

universo: 308'000 persone (3+) campione: 589 persone

	totale	SRG SSR idée suisse			CH: private	estero: servizio pubblico			estero: private				altre
	TV	TSI 1	TSI 2	altre	TELETICINO	RAI1	RAI2	RAI3	CANALE5	ITALIA1	RETE4	LA7	
16:00	11.5	2.2	0.8	0.3	0.2	1.5	1.1	0.5	1.4	0.7	0.6	0.2	1.9
16:15	12.3	2.4	0.9	0.4	0.4	1.6	1.0	0.5	1.5	0.8	0.5	0.2	2.1
16:30	13.1	2.6	1.0	0.5	0.4	1.7	1.1	0.5	1.5	0.9	0.6	0.2	2.2
16:45	13.9	2.8	1.1	0.5	0.5	1.5	1.3	0.6	1.4	1.0	0.7	0.2	2.4
17:00	14.9	2.6	1.2	0.7	0.7	1.6	1.3	0.8	1.5	1.1	0.8	0.3	2.4
17:15	16.0	3.0	1.2	0.7	0.8	1.9	1.0	1.0	1.7	1.1	0.7	0.3	2.7
17:30	17.2	3.4	1.1	0.6	0.8	2.2	0.9	1.1	1.7	1.2	0.9	0.3	2.9
17:45	18.5	4.1	1.3	0.4	0.7	2.4	1.0	1.1	1.9	1.2	0.9	0.3	3.2
18:00	20.1	4.7	1.5	0.4	0.7	2.8	0.8	1.1	2.0	1.3	1.1	0.3	3.3
18:15	21.2	5.2	1.5	0.4	0.7	3.0	1.0	1.0	2.2	1.4	1.1	0.3	3.3
18:30	22.4	6.1	1.4	0.4	0.5	2.5	1.1	1.1	2.2	2.1	1.3	0.3	3.3
18:45	24.6	7.5	1.5	0.6	1.2	2.2	1.4	0.9	2.0	2.4	1.2	0.3	3.4
19:00	28.6	13.4	1.4	0.7	0.8	2.4	1.3	0.4	2.1	1.5	1.2	0.2	3.1
19:15	30.7	13.9	1.5	0.9	0.4	2.7	1.6	0.5	2.8	1.8	1.3	0.2	3.0
19:30	32.9	13.4	1.8	1.9	0.6	3.0	1.8	0.5	3.2	2.0	1.3	0.3	3.3
19:45	34.4	13.5	1.9	2.1	0.7	3.0	1.7	0.5	3.8	2.3	1.6	0.2	3.2
20:00	35.5	17.7	1.5	1.6	0.4	1.9	1.6	0.5	2.9	2.0	2.0	0.1	3.3
20:15	36.4	19.1	1.6	1.6	0.3	1.8	1.3	0.5	3.1	2.0	1.6	0.1	3.4
20:30	37.5	16.5	2.4	1.7	0.5	2.1	2.0	1.0	2.8	2.4	2.0	0.2	3.9
20:45	38.5	14.1	2.7	1.6	0.3	2.9	2.3	1.4	4.8	2.3	2.1	0.2	3.8
21:00	39.0	9.4	3.4	1.6	0.4	4.3	1.9	1.8	6.9	2.4	2.6	0.3	3.9
21:15	39.1	9.4	4.0	1.6	0.6	3.7	2.8	2.7	4.5	2.9	2.2	0.4	4.2
21:30	39.0	9.3	4.0	1.5	0.6	3.4	2.9	2.9	4.1	3.1	2.2	0.4	4.4
21:45	38.4	8.7	4.0	1.5	0.6	3.4	3.1	2.6	4.1	3.1	2.4	0.5	4.4
22:00	37.3	8.1	4.0	1.5	0.5	3.5	2.9	2.8	4.0	3.0	2.4	0.5	4.1
22:15	35.6	7.1	3.9	1.2	0.4	3.6	3.0	2.8	3.9	2.9	2.3	0.5	4.0
22:30	32.8	5.8	3.5	1.1	0.4	3.5	2.6	2.6	4.0	2.8	2.1	0.5	3.9
22:45	29.4	4.3	2.9	1.0	0.3	3.4	2.1	2.4	3.9	2.6	2.3	0.5	3.5
23:00	25.7	3.7	2.5	0.8	0.3	2.9	2.0	1.9	3.8	2.1	2.1	0.5	3.1
23:15	21.7	2.9	2.1	0.7	0.3	2.5	1.7	1.0	3.4	2.0	1.8	0.4	2.8
23:30	17.9	2.4	1.6	0.6	0.2	2.1	1.2	0.7	2.8	1.8	1.5	0.4	2.5
23:45	15.1	2.1	1.2	0.5	0.2	1.9	1.1	0.6	2.4	1.5	1.2	0.3	2.2
0:00	12.9	1.9	0.9	0.4	0.2	1.7	1.0	0.6	1.9	1.2	0.9	0.2	1.9
0:15	10.8	1.8	0.7	0.3	0.1	1.4	0.8	0.6	1.5	1.1	0.8	0.2	1.6
0:30	8.9	1.6	0.6	0.3	0.1	1.1	0.6	0.5	1.1	0.9	0.7	0.2	1.3
0:45	7.3	1.3	0.5	0.2	0.1	0.9	0.5	0.3	0.9	0.7	0.6	0.1	1.1
R 18-23	32.7	10.4	2.5	1.3	0.6	3.0	2.0	1.5	3.5	2.3	1.8	0.3	3.6
PG 18-23	61.3	46.3	26.5	13.2	14.3	29.8	25.9	22.7	29.6	25.8	21.5	9.6	39.0
R 24h	12.8	3.1	0.9	0.4	0.2	1.4	0.9	0.6	1.5	1.0	0.8	0.2	1.8
PG 24h	71.6	55.4	36.6	20.2	20.9	41.0	37.5	32.5	40.5	36.8	31.7	16.0	53.7

PG = penetrazione giornaliera in % R = rating in %

TELECONTROL 2008 / Svizzera italiana

RATING PER QUARTO D'ORA in 1'000 (lu-do)

universo: 308'000 persone (3+) campione: 589 persone

	totale TV	SRG SSR idée suisse			CH: private TELETICINO	estero: servizio pubblico			estero: private				altre
		TSI 1	TSI 2	altre		RAI1	RAI2	RAI3	CANALE5	ITALIA1	RETE4	LA7	
6:00	3	0	0	0	0	0	0	0	0	0	0	0	1
6:15	4	0	0	0	0	0	0	0	0	0	0	0	1
6:30	4	0	0	0	0	1	0	0	0	0	0	0	1
6:45	5	1	0	0	0	1	0	0	0	0	0	0	1
7:00	6	1	0	0	0	1	0	0	0	0	0	0	2
7:15	7	1	0	0	0	1	0	0	1	1	0	0	2
7:30	8	1	0	0	0	1	1	0	1	1	0	0	2
7:45	9	1	1	0	0	2	1	0	1	1	1	0	3
8:00	10	1	1	0	0	2	1	0	1	1	1	0	3
8:15	11	1	1	0	0	2	1	0	2	1	1	0	2
8:30	12	1	1	0	0	2	1	0	1	1	1	0	3
8:45	12	1	1	0	0	3	1	0	1	1	1	0	3
9:00	13	1	1	0	0	3	1	0	1	1	1	0	3
9:15	13	2	1	0	0	3	1	0	1	1	1	0	3
9:30	14	1	1	0	0	3	1	1	1	1	1	0	3
9:45	14	1	1	0	0	3	1	1	1	1	1	0	4
10:00	15	2	1	0	0	2	1	1	2	2	2	0	4
10:15	16	2	1	0	0	2	1	1	2	2	2	0	4
10:30	17	2	1	0	0	2	1	1	2	2	1	0	4
10:45	18	2	1	0	0	2	1	1	2	2	1	0	4
11:00	19	2	1	0	0	3	1	1	3	2	1	0	4
11:15	21	2	1	0	1	3	2	1	4	2	1	0	4
11:30	24	3	2	0	1	3	2	1	4	3	2	0	5
11:45	28	4	1	1	1	4	2	1	5	3	2	0	5
12:00	33	4	2	1	0	5	2	2	6	3	2	0	6
12:15	38	6	2	1	0	6	3	1	6	3	2	0	6
12:30	43	12	2	1	0	6	2	1	6	6	2	0	6
12:45	45	8	3	1	0	6	3	1	7	6	2	0	7
13:00	46	8	3	2	0	7	6	1	8	3	2	1	6
13:15	44	8	3	1	0	7	6	1	8	3	2	1	6
13:30	41	8	3	1	0	7	4	1	6	2	2	1	6
13:45	40	8	3	1	1	6	3	1	7	2	2	1	6
14:00	38	9	3	1	0	5	3	1	7	2	2	1	6
14:15	35	7	3	1	0	4	3	1	5	2	3	1	6
14:30	35	6	3	1	0	4	3	1	5	2	3	1	6
14:45	35	6	3	1	0	4	3	1	5	2	4	1	6
15:00	34	6	2	1	0	4	3	1	5	2	3	1	6
15:15	33	5	2	1	0	4	3	1	5	2	3	1	6
15:30	33	5	2	1	0	4	3	1	4	2	3	1	6
15:45	34	5	2	1	0	4	3	1	4	2	3	1	6

TELECONTROL 2008 / Svizzera italiana

RATING PER QUARTO D'ORA in 1'000 (lu-do)

universo: 308'000 persone (3+) campione: 589 persone

	totale TV	SRG SSR idée suisse			CH: private TELETICINO	estero: servizio pubblico			estero: private				altre
		TSI 1	TSI 2	altre		RAI1	RAI2	RAI3	CANALE5	ITALIA1	RETE4	LA7	
16:00	36	7	3	1	1	5	3	1	4	2	2	1	6
16:15	38	7	3	1	1	5	3	2	5	3	2	1	6
16:30	40	8	3	1	1	5	3	2	5	3	2	1	7
16:45	43	9	3	2	2	5	4	2	4	3	2	1	7
17:00	46	8	4	2	2	5	4	2	5	3	2	1	7
17:15	49	9	4	2	3	6	3	3	5	3	2	1	8
17:30	53	10	4	2	3	7	3	4	5	4	3	1	9
17:45	57	13	4	1	2	7	3	4	6	4	3	1	10
18:00	62	15	5	1	2	9	3	3	6	4	3	1	10
18:15	65	16	5	1	2	9	3	3	7	4	4	1	10
18:30	69	19	5	1	2	8	3	3	7	7	4	1	10
18:45	76	23	5	2	4	7	4	3	6	7	4	1	11
19:00	88	41	4	2	2	7	4	1	7	5	4	1	9
19:15	95	43	5	3	1	8	5	2	9	6	4	1	9
19:30	101	41	5	6	2	9	6	2	10	6	4	1	10
19:45	106	42	6	7	2	9	5	2	12	7	5	1	10
20:00	109	55	5	5	1	6	5	2	9	6	6	0	10
20:15	112	59	5	5	1	6	4	2	10	6	5	0	11
20:30	116	51	7	5	2	6	6	3	9	7	6	1	12
20:45	119	44	8	5	1	9	7	4	15	7	6	1	12
21:00	120	29	11	5	1	13	6	6	21	7	8	1	12
21:15	121	29	12	5	2	12	9	8	14	9	7	1	13
21:30	120	29	12	5	2	11	9	9	13	9	7	1	14
21:45	118	27	12	5	2	11	10	8	13	10	7	2	13
22:00	115	25	12	5	2	11	9	9	12	9	7	2	13
22:15	110	22	12	4	1	11	9	9	12	9	7	2	12
22:30	101	18	11	3	1	11	8	8	12	9	7	2	12
22:45	91	13	9	3	1	10	6	8	12	8	7	2	11
23:00	79	11	8	3	1	9	6	6	12	7	7	1	9
23:15	67	9	7	2	1	8	5	3	11	6	5	1	9
23:30	55	7	5	2	1	7	4	2	9	6	5	1	8
23:45	47	7	4	1	1	6	3	2	8	5	4	1	7
0:00	40	6	3	1	1	5	3	2	6	4	3	1	6
0:15	33	5	2	1	0	4	2	2	5	3	3	1	5
0:30	27	5	2	1	0	3	2	2	4	3	2	1	4
0:45	23	4	2	1	0	3	1	1	3	2	2	0	3
UT 18-23	98	31	8	4	2	9	6	5	10	7	6	1	11
US 18-23	159	67	27	29	12	29	23	20	35	27	25	10	28
UT 24h	185	45	13	6	3	21	12	8	22	14	11	2	26
US 24h	257	82	35	31	15	50	33	24	54	38	36	15	48

UT = utenza in minuti (totale)

US = utenza in minuti (spettatori)

TELECONTROL 2008 / Svizzera italiana

QUOTA DI MERCATO in % (lu-do)

universo: 308'000 persone (3+) campione: 589 persone

	totale TV	SRG SSR idée suisse			CH: private TELETICINO	estero: servizio pubblico			estero: private				altre
		TSI 1	TSI 2	altre		RAI1	RAI2	RAI3	CANALE5	ITALIA1	RETE4	LA7	
6:00	100	12.7	4.1	3.5	1.3	9.3	6.2	9.9	10.9	5.2	10.6	1.2	25.2
6:15	100	10.7	4.2	3.0	1.1	8.7	6.2	14.0	10.7	5.2	10.3	1.3	24.6
6:30	100	9.5	4.2	3.1	1.1	16.2	7.0	11.0	9.4	4.8	8.3	1.3	24.2
6:45	100	9.9	4.3	3.7	0.9	20.3	6.8	9.0	7.9	4.4	5.8	1.1	25.9
7:00	100	11.2	6.1	3.1	1.5	23.9	4.2	6.3	6.1	5.3	3.8	1.0	27.4
7:15	100	10.6	5.3	4.9	2.7	19.7	6.1	5.7	6.8	8.2	3.8	0.8	25.3
7:30	100	9.6	5.2	5.4	1.3	15.8	8.3	5.3	6.1	10.2	4.4	1.0	27.4
7:45	100	9.2	4.8	4.4	1.1	16.2	7.4	4.9	8.4	9.5	5.6	0.9	27.7
8:00	100	7.9	4.8	3.6	1.1	17.6	6.5	2.9	12.1	10.1	7.3	0.5	25.8
8:15	100	8.7	4.3	3.2	1.2	20.2	7.6	2.2	14.0	8.1	7.5	0.6	22.5
8:30	100	8.7	4.4	3.2	1.1	20.6	9.2	3.2	10.7	7.1	8.9	0.7	22.2
8:45	100	8.7	4.0	2.9	1.2	21.5	8.0	3.5	9.8	6.8	10.3	0.8	22.5
9:00	100	9.7	4.1	2.5	1.4	21.6	7.2	2.9	10.0	6.2	10.9	0.7	22.9
9:15	100	10.5	4.6	2.3	1.7	21.7	7.2	2.8	10.4	6.6	8.3	0.6	23.3
9:30	100	8.7	4.9	2.3	1.3	20.6	6.7	3.7	11.0	8.2	8.4	0.5	23.7
9:45	100	8.5	5.1	2.3	1.3	18.8	6.3	4.4	10.2	9.0	9.5	0.5	24.2
10:00	100	8.5	5.1	2.4	1.1	16.7	5.3	4.5	10.9	10.1	10.5	0.6	24.1
10:15	100	9.8	5.0	2.3	1.2	15.2	5.3	4.8	11.9	10.5	9.2	0.7	24.3
10:30	100	11.2	5.6	2.2	1.2	14.3	5.1	4.3	11.9	12.7	6.9	1.2	23.5
10:45	100	12.8	5.6	2.2	1.2	13.2	5.5	3.9	11.8	12.9	6.2	1.6	23.0
11:00	100	11.5	5.7	1.8	2.0	12.9	5.5	3.6	16.1	12.7	5.4	1.7	21.1
11:15	100	10.0	5.4	1.6	2.7	13.2	6.5	3.1	18.5	11.6	6.0	1.4	20.1
11:30	100	11.5	5.3	1.5	2.7	12.6	6.4	3.2	18.0	11.4	6.6	1.3	19.4
11:45	100	13.6	4.3	1.9	1.9	12.7	6.8	3.7	17.7	10.7	6.3	1.4	19.0
12:00	100	13.8	4.5	2.3	1.3	15.1	6.8	5.3	17.3	8.4	6.2	1.3	17.7
12:15	100	17.5	5.2	2.4	1.1	15.5	6.4	3.6	15.9	9.0	6.0	1.0	16.4
12:30	100	26.8	4.5	2.1	0.6	13.5	4.5	1.2	14.5	12.8	4.3	0.5	14.6
12:45	100	18.7	5.5	3.1	0.8	14.2	7.4	1.9	15.4	12.8	4.6	0.8	14.8
13:00	100	16.4	5.4	4.4	0.6	15.4	13.1	1.5	16.9	6.9	5.0	1.1	13.4
13:15	100	17.9	5.0	2.9	0.6	15.2	14.0	1.3	17.7	6.0	4.0	1.2	14.3
13:30	100	20.0	5.5	2.9	0.9	16.4	9.1	2.0	15.4	5.2	4.9	2.2	15.5
13:45	100	20.4	5.6	2.4	1.0	16.0	7.5	2.0	19.6	4.8	4.0	2.2	14.4
14:00	100	22.3	6.1	2.1	1.0	12.2	7.4	2.8	18.8	4.8	5.0	2.0	15.4
14:15	100	19.4	6.2	2.1	1.2	12.1	8.3	2.6	14.8	5.1	9.4	2.4	16.5
14:30	100	18.3	6.0	1.8	1.0	12.4	8.2	2.8	15.0	5.4	10.4	2.5	16.2
14:45	100	18.2	6.1	1.7	1.1	12.2	8.7	2.5	13.8	5.7	11.6	2.5	16.0
15:00	100	16.6	6.4	1.9	1.1	12.6	9.5	2.4	14.2	5.7	10.3	2.8	16.5
15:15	100	15.8	6.4	1.9	1.1	12.2	10.4	2.5	14.3	6.3	9.2	2.8	17.1
15:30	100	15.9	6.3	1.9	0.9	12.6	9.8	2.9	13.4	6.4	9.4	3.0	17.5
15:45	100	15.4	6.4	2.0	1.1	13.1	9.8	3.5	12.4	6.1	9.0	3.1	18.3

2.10 Consumo televisivo per canale: quote di mercato in %

TELECONTROL 2008 / Svizzera italiana

QUOTA DI MERCATO in % (lu-do)

universo: 308'000 persone (3+) campione: 589 persone

	totale TV	SRG SSR idée suisse			CH: private	estero: servizio pubblico			estero: private				altre
		TSI 1	TSI 2	altre	TELETICINO	RAI1	RAI2	RAI3	CANALE5	ITALIA1	RETE4	LA7	
16:00	100	19.8	6.7	2.6	2.1	13.2	9.4	3.5	12.0	6.4	5.3	1.9	17.0
16:15	100	19.8	6.7	3.5	3.2	13.9	8.7	3.4	11.6	6.7	3.9	1.8	16.9
16:30	100	19.5	7.2	3.7	3.3	13.5	8.4	3.4	11.3	6.9	4.0	1.8	16.8
16:45	100	20.4	7.6	4.0	3.7	10.8	9.2	3.7	9.6	7.4	4.6	1.8	17.2
17:00	100	17.3	7.9	4.9	4.9	10.7	8.8	4.9	9.9	7.8	5.1	1.8	16.1
17:15	100	18.3	7.5	4.8	5.3	11.5	6.2	6.2	10.2	6.8	4.6	1.9	16.8
17:30	100	19.7	6.7	3.7	5.2	12.7	5.1	6.3	9.6	7.0	5.2	1.8	17.1
17:45	100	22.0	7.2	2.1	4.6	12.9	5.4	5.9	9.7	6.6	4.7	1.6	17.3
18:00	100	23.4	7.5	2.1	4.0	13.7	4.0	5.2	9.8	6.4	5.4	1.3	17.0
18:15	100	24.4	7.0	1.8	3.6	14.1	4.9	4.8	10.3	6.5	5.2	1.5	15.8
18:30	100	26.6	6.3	1.9	2.7	11.3	5.0	4.8	9.7	9.6	5.6	1.3	15.0
18:45	100	29.6	6.1	2.4	5.1	9.0	5.8	3.7	8.1	10.1	4.8	1.2	13.9
19:00	100	45.6	4.9	2.6	3.1	8.5	4.8	1.7	7.3	5.7	4.2	0.9	10.8
19:15	100	44.3	4.9	3.1	1.7	8.7	5.3	1.9	8.8	6.2	4.5	0.8	9.9
19:30	100	40.9	5.2	5.9	1.9	8.9	5.6	1.6	9.3	6.0	3.8	0.9	9.8
19:45	100	39.6	5.3	6.2	1.9	8.7	4.9	1.4	10.7	6.6	4.6	0.6	9.3
20:00	100	50.1	4.3	4.5	1.1	5.2	4.3	1.4	8.2	5.6	5.8	0.3	9.2
20:15	100	52.6	4.3	4.3	0.9	5.1	3.3	1.5	8.5	5.6	4.4	0.3	9.3
20:30	100	43.8	6.4	4.6	1.4	5.5	5.5	2.7	7.4	6.4	5.3	0.4	10.5
20:45	100	36.6	7.0	4.3	0.9	7.5	6.1	3.6	12.4	5.9	5.3	0.6	9.9
21:00	100	24.3	8.7	4.2	1.2	10.9	4.9	4.6	17.5	6.1	6.7	0.7	10.1
21:15	100	24.1	10.2	4.2	1.6	9.5	7.2	6.9	11.4	7.4	5.7	1.0	10.9
21:30	100	24.0	10.2	4.0	1.6	8.7	7.5	7.5	10.5	7.9	5.8	1.0	11.4
21:45	100	22.8	10.4	4.0	1.7	8.9	8.1	6.6	10.6	8.1	6.2	1.2	11.3
22:00	100	21.6	10.5	4.1	1.4	9.4	7.9	7.4	10.8	8.0	6.4	1.3	11.1
22:15	100	19.9	10.7	3.3	1.2	10.0	8.4	7.9	11.0	8.4	6.6	1.3	11.1
22:30	100	17.5	10.6	3.4	1.1	10.7	7.8	8.0	12.2	8.5	6.6	1.6	11.9
22:45	100	14.7	9.8	3.4	1.1	11.5	7.0	8.3	13.2	8.9	8.1	1.8	12.1
23:00	100	14.2	9.9	3.2	1.3	11.2	7.7	7.5	14.6	8.3	8.3	1.8	12.0
23:15	100	13.3	9.8	3.3	1.6	11.4	7.8	4.9	15.7	9.1	8.3	2.0	13.0
23:30	100	13.7	8.9	3.4	1.3	11.6	6.7	4.1	15.7	10.3	8.3	2.1	14.1
23:45	100	14.5	7.6	3.0	1.1	12.4	6.9	4.3	15.7	9.9	7.8	1.8	14.9
0:00	100	15.3	6.9	2.7	1.3	12.9	7.7	4.6	14.6	9.8	7.5	1.8	15.1
0:15	100	16.6	6.5	2.7	1.4	12.9	7.3	5.0	13.6	9.9	7.7	1.6	14.8
0:30	100	17.9	6.4	2.9	1.5	12.3	6.6	5.1	12.8	10.2	8.1	1.8	14.5
0:45	100	18.7	6.3	3.1	1.3	12.5	6.3	4.1	12.3	9.6	9.0	1.6	15.1
QM 18-23	100	31.7	7.7	3.9	1.7	9.0	6.0	4.6	10.5	7.1	5.6	1.0	11.1
UT 18-23	98	31	8	4	2	9	6	5	10	7	6	1	11
QM 24h	100	24.7	7.3	3.4	1.8	11.0	6.7	4.3	11.8	7.6	6.2	1.3	13.9
UT 24h	185	45	13	6	3	21	12	8	22	14	11	2	26

QM = quota di mercato in %

UT = utenza in minuti (totale)

2.10 Consumo televisivo per canale: quote di mercato in %

2.11 Paragone a lungo termine del consumo televisivo: penetrazione in %

TELECONTROL 2008 / Svizzera italiana

PENETRAZIONE GIORNALIERA in % (lu-do)

universo: 308'000 persone (3+) campione: 589 persone

	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
TOTALE TV	72	71	67	67	67	69	70	73	70	73	75	73	74	76	75	76	75	75	75	74	74	71	72
TSI 1	51	50	48	47	47	50	52	57	55	58	60	59	59	61	59	59	59	61	60	59	58	53	55
TSI 2									6	11	14	17	26	29	30	30	29	32	37	37	39	35	37
TSI													62	64	62	62	62	64	64	63	61	57	59
SF1	23	21	20	19	18	17	17	19	21	20	18	18	16	17	16	16	14	13	12	13	13	12	11
TSR1	25	22	22	20	18	18	18	18	20	20	18	17	17	16	15	14	13	12	11	12	12	11	9
RAI 1	36	35	33	32	32	36	36	40	41	43	44	41	44	43	43	45	46	43	42	43	43	41	41
RAI 2	34	34	32	32	32	35	35	39	39	39	41	38	40	41	40	40	41	41	40	40	40	37	38
RAI 3					21	24	25	30	32	32	34	33	36	35	34	35	36	35	34	35	35	32	33
Canale 5		29	27	27	27	27	30	39	39	40	42	40	40	41	41	42	43	43	42	43	42	39	41
Italia 1		19	18	19	20	23	28	33	33	34	36	35	36	37	36	36	38	37	37	37	39	36	37
Rete 4										28	32	32	31	31	30	31	32	32	33	33	33	32	32
LA7								16	17	17	20	20	21	21	19	20	21	20	19	19	19	16	16
altre TV	52	44	41	44								53	56	53	52	52	53	53	54	54	55	54	54
TeleTicino															16	18	19	18	20	20	21	20	21
TOTALE VIDEO (cass./giochi)		6	7	4	7	9	10	10	9	11	11	10	10	12	11	11	12	11	13	13	13	16	13

Note

TSI 1: fino al 31.8.1997 TSI, TSI 2: fino al 31.8.1997 Svizzera 4 / incl. febbraio 1995: canale sportivo.

SF1: fino al 31.8.1997 SF DRS, TSR1: fino al 31.8.1997 TSR.

LA7: fino al 30.6.2001 TMC.

Dal 1987 i dati video vengono rilevati con il TELECONTROL. A partire del 1989 è stato registrato solamente l'uso video (senza TV per video).

È possibile che i totali, arrotondati, evidenzino alcune differenze.

2.12 Paragone a lungo termine del consumo televisivo: durata in minuti

TELECONTROL 2008 / Svizzera italiana

DURATA in minuti (lu-do)

universo: 308'000 persone (3+) campione: 589 persone

	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
TOTALE TV	144	132	124	122	128	137	142	153	149	157	164	157	164	170	171	169	177	175	178	175	180	173	185
SRG SSR	50	44	42	39	43	47	48	48	48	49	56	55	57	62	59	58	58	63	66	65	65	60	65
TSI 1	37	35	33	31	34	39	38	41	39	41	47	46	43	46	44	44	44	48	48	46	43	42	45
TSI 2									2	2	3	4	9	10	10	9	9	10	12	12	14	11	13
TSI													52	55	54	53	53	58	61	57	57	53	59
SF1	7	5	5	5	5	4	4	4	4	3	3	3	2	3	2	2	3	2	3	4	4	4	3
TSR1	6	4	4	3	3	3	3	2	3	3	3	2	3	3	2	2	2	2	1	2	2	2	2
Non SSR	93	89	81	83	85	90	97	105	101	108	108	101	105	109	112	111	120	112	112	111	116	113	120
RAI 1	16	16	14	13	12	13	12	13	14	18	17	15	16	16	18	20	21	18	18	18	18	19	21
RAI 2	14	14	12	13	13	15	16	17	15	16	15	13	15	15	14	12	13	13	12	12	12	11	12
RAI 3					6	6	6	7	7	8	9	8	9	9	9	9	9	9	8	8	8	8	8
Canale 5		18	17	16	16	13	16	23	21	23	23	22	20	22	25	25	25	23	23	21	21	19	22
Italia 1		8	7	7	7	9	13	14	12	14	15	13	14	15	14	13	15	14	14	14	14	14	14
Rete 4										9	10	10	10	10	10	9	11	11	11	10	10	11	11
LA7								2	2	2	3	3	3	3	3	3	3	3	3	3	3	3	2
altre TV	63	33	31	34	31	34	31	29	30	27	26	27	28	21	19	19	21	21	21	24	27	26	26
TeleTicino															2	2	2	2	2	2	2	3	3
TOTALE VIDEO (cass./giochi)		5	6	3	4	5	6	6	5	6	6	6	5	6	6	7	9	7	7	7	10	18	10

Note

TSI 1: fino al 31.8.1997 TSI, TSI 2: fino al 31.8.1997 Svizzera 4 / incl. febbraio 1995: canale sportivo.

SF1: fino al 31.8.1997 SF DRS, TSR1: fino al 31.8.1997 TSR.

LA7: fino al 30.6.2001 TMC.

Dal 1987 i dati video vengono rilevati con il TELECONTROL. A partire del 1989 è stato registrato solamente l'uso video (senza TV per video).

Dal 1999 la categoria SRG SSR comprende anche i valori di SF2 e TSR2.

È possibile che i totali, arrotondati, evidenzino alcune differenze.

2.13 Paragone a lungo termine del consumo televisivo: quote di mercato in %

TELECONTROL 2008 / Svizzera italiana

QUOTA DI MERCATO in % (lu-do)

universo: 308'000 persone (3+) campione: 589 persone persone

	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
SRG SSR	35	33	34	33	34	35	33	33	32	31	33.6	35.6	35.2	36.0	34.0	34.0	32.3	35.7	37.2	36.8	35.7	34.6	35.4
TSI 1	26	26	26	25	26	28	26	27	26	26	28.4	29.6	26.4	26.7	25.3	26.1	24.5	27.4	27.1	26.2	23.7	24.3	24.7
TSI 2					1	1	2	1	1	1	1.8	2.6	5.5	5.7	6.0	5.4	5.1	5.6	7.0	6.5	7.6	6.2	7.3
TSI												32.2	31.9	32.4	31.3	31.5	29.5	33.0	34.1	32.7	31.3	30.5	31.9
SF1	5	4	4	4	4	3	3	3	3	2	1.5	2.0	1.4	1.6	1.3	1.3	1.4	1.3	1.6	2.1	2.1	2.2	1.8
TSR1	4	3	3	3	3	3	2	2	2	2	1.9	1.4	1.9	1.7	1.1	0.9	0.9	0.8	0.8	1.1	1.2	0.9	0.9
Non SSR	65	67	66	67	66	65	67	67	68	69	66.4	64.4	64.8	64.0	66.0	66.0	67.7	64.3	62.8	63.2	64.3	65.4	64.6
RAI 1	11	12	11	11	9	9	9	8	10	11	10.2	9.3	9.9	9.2	10.5	11.7	12.0	10.1	10.0	10.0	10.1	10.9	11.0
RAI 2	10	11	10	11	10	11	11	11	10	10	9.6	8.6	9.2	8.6	8.1	7.4	7.5	7.4	6.7	6.8	6.5	6.4	6.7
RAI 3					4	4	4	5	5	5	5.3	5.3	5.7	5.1	5.1	5.2	5.3	4.9	4.3	4.3	4.4	4.5	4.3
Canale 5		14	14	13	13	10	11	15	14	15	14.0	13.7	12.3	12.7	14.4	14.7	13.8	13.1	12.9	11.9	11.6	10.9	11.8
Italia 1		6	6	6	6	7	9	10	8	9	9.0	8.3	8.8	8.7	8.3	7.4	8.2	7.9	7.7	7.9	8.0	8.0	7.6
Rete 4										6	6.3	6.6	6.2	5.7	5.7	5.6	6.1	6.1	6.2	5.5	5.5	6.2	6.2
LA7								1	2	1	2.0	2.1	2.1	1.7	1.7	1.7	1.8	1.8	1.8	1.7	1.8	1.5	1.3
altre TV	44	25	26	28	24	24	23	17	19	17	16.4	17.2	16.9	12.3	11.3	11.2	12.1	12.0	12.1	13.7	15.0	15.3	13.9
TeleTicino															0.9	1.1	0.9	1.0	1.2	1.2	1.4	1.6	1.8

Note

TSI 1: fino al 31.8.1997 TSI, TSI 2: fino al 31.8.1997 Svizzera 4 / incl. febbraio 1995: canale sportivo.

SF1: fino al 31.8.1997 SF DRS, TSR1: fino al 31.8.1997 TSR.

LA7: fino al 30.6.2001 TMC.

Dal 1999 la categoria SRG SSR comprende anche i valori di SF2 e TSR2.

È possibile che i totali, arrotondati, evidenzino alcune differenze.

2.14 Paragone a lungo termine del consumo televisivo: televisione private in nelle lore zone di copertura

universo: 308'000 persone (3+) campione: 589 persone

	2000	2001	2002	2003	2004	2005	2006	2007	2008
PENETRAZIONE GIORNALIERA in % (lu-do)									
televisione private CH									
TeleTicino	16.0	18.2	18.7	18.3	19.8	20.0	21.3	20.0	20.9
PENETRAZIONE GIORNALIERA in migliaia (lu-do)									
televisione private CH									
TeleTicino	48	57	58	56	61	61	66	62	64
DURATA in minuti (lu-do)									
televisione private CH									
TeleTicino	1.5	1.8	1.7	1.8	2.1	2.1	2.4	2.7	3.2
QUOTA DI MERCATO in % (lu-do)									
televisione private CH									
TeleTicino	0.9	1.1	0.9	1.0	1.2	1.2	1.4	1.6	1.8

2.15 Consumo video (incl. DVD) per giorno della settimana: rating in %

TELECONTROL 2008 / Svizzera italiana

RATING PER QUARTO D'ORA in % (lu-ve) / (lu-do)

universo: 308'000 persone (3+) campione: 589 persone

	CANALE VIDEO / lu-ve				TOTALE TV + VIDEO / lu-ve			CANALE VIDEO / lu-do				TOTALE TV + VIDEO / lu-do		
	ED-R	P-R	3-14 R	P-QM	ED-R	P-R	3-14 R	ED-R	P-R	3-14 R	P-MA	ED-R	P-R	3-14 R
6:00	0.3	0.1	0.0	10.6	2.5	1.2	0.1	0.3	0.1	0.0	10.8	2.5	1.2	0.2
6:15	0.3	0.1	0.0	10.7	2.6	1.2	0.2	0.3	0.1	0.0	10.6	2.7	1.3	0.2
6:30	0.3	0.1	0.0	9.9	3.0	1.4	0.5	0.3	0.1	0.0	10.0	3.1	1.5	0.5
6:45	0.3	0.1	0.1	8.3	3.5	1.7	0.8	0.3	0.1	0.1	8.3	3.6	1.7	0.8
7:00	0.3	0.1	0.2	6.6	4.4	2.1	1.8	0.3	0.1	0.2	6.8	4.3	2.1	1.6
7:15	0.3	0.2	0.4	6.3	5.0	2.5	4.0	0.3	0.2	0.3	6.6	4.8	2.4	3.4
7:30	0.3	0.2	0.4	5.7	5.7	3.0	6.1	0.3	0.2	0.4	6.1	5.5	2.8	5.2
7:45	0.3	0.2	0.4	4.9	6.5	3.3	7.1	0.3	0.2	0.4	5.3	6.4	3.2	6.4
8:00	0.3	0.2	0.3	4.5	6.7	3.3	5.9	0.3	0.2	0.4	4.9	6.8	3.5	6.1
8:15	0.3	0.1	0.3	4.3	6.9	3.4	5.3	0.4	0.2	0.5	4.7	7.4	3.8	6.2
8:30	0.3	0.1	0.3	4.2	7.0	3.5	4.9	0.4	0.2	0.5	4.7	7.8	4.0	6.3
8:45	0.3	0.2	0.4	4.7	7.0	3.4	4.4	0.4	0.2	0.6	5.1	8.2	4.1	6.4
9:00	0.4	0.2	0.5	5.3	7.2	3.5	4.3	0.5	0.3	0.7	5.6	8.6	4.3	6.7
9:15	0.4	0.2	0.5	5.5	7.6	3.7	4.5	0.5	0.3	0.8	6.0	9.2	4.6	7.1
9:30	0.5	0.2	0.6	5.7	7.9	3.8	4.5	0.6	0.3	0.9	6.2	9.5	4.8	7.1
9:45	0.5	0.3	0.6	6.4	8.1	3.9	4.5	0.7	0.4	1.0	6.7	9.9	5.0	7.2
10:00	0.6	0.3	0.6	6.7	8.5	4.2	4.7	0.7	0.4	1.1	6.9	10.5	5.4	7.1
10:15	0.6	0.3	0.6	7.1	9.0	4.4	4.8	0.8	0.4	1.1	7.4	11.1	5.7	7.1
10:30	0.7	0.3	0.7	7.2	9.5	4.7	5.1	0.9	0.5	1.2	7.5	11.7	6.0	7.1
10:45	0.7	0.4	0.7	7.1	10.1	5.0	5.2	0.9	0.5	1.2	7.6	12.2	6.3	7.1
11:00	0.8	0.4	0.8	6.7	11.4	5.6	5.0	1.0	0.5	1.2	7.4	13.5	6.8	7.1
11:15	0.8	0.4	0.8	6.2	12.7	6.2	5.0	1.0	0.5	1.3	6.9	14.6	7.4	7.1
11:30	0.8	0.4	0.9	5.3	14.8	7.3	5.5	1.0	0.5	1.3	6.2	16.5	8.3	7.3
11:45	0.9	0.4	1.2	5.1	17.9	9.0	8.0	1.1	0.6	1.5	5.9	19.0	9.7	9.0
12:00	1.1	0.5	1.6	5.2	20.9	10.7	10.7	1.2	0.7	1.8	5.9	21.5	11.2	11.0
12:15	1.2	0.6	1.8	5.0	24.1	12.5	12.3	1.3	0.7	1.9	5.5	24.5	12.9	12.3
12:30	1.4	0.7	1.8	5.1	27.9	14.5	13.3	1.5	0.8	1.9	5.4	28.1	14.9	13.2
12:45	1.5	0.8	1.7	5.3	28.6	14.8	13.2	1.6	0.9	1.8	5.6	29.1	15.4	13.3
13:00	1.5	0.7	1.4	5.0	28.4	14.7	11.4	1.6	0.8	1.7	5.3	29.6	15.7	12.0
13:15	1.4	0.7	1.2	4.9	26.7	13.8	9.5	1.6	0.8	1.5	5.3	28.4	15.1	10.6
13:30	1.3	0.7	1.1	5.1	24.8	12.7	8.1	1.5	0.8	1.4	5.4	26.9	14.2	9.5
13:45	1.3	0.7	1.2	5.4	24.2	12.3	7.7	1.5	0.8	1.4	5.6	26.2	13.8	9.0
14:00	1.3	0.7	1.2	5.8	22.7	11.5	7.1	1.5	0.8	1.4	5.8	25.0	13.1	8.3
14:15	1.3	0.6	1.1	6.0	20.8	10.5	6.4	1.4	0.7	1.3	6.0	23.4	12.3	7.7
14:30	1.2	0.6	1.0	5.8	20.2	10.2	6.1	1.3	0.7	1.2	5.8	22.8	11.9	7.4
14:45	1.1	0.6	1.0	5.5	20.2	10.2	5.9	1.3	0.7	1.2	5.6	22.8	11.9	7.2
15:00	1.1	0.5	0.9	5.4	19.7	9.9	5.7	1.3	0.7	1.1	5.5	22.5	11.7	7.0
15:15	1.1	0.5	0.9	5.4	19.0	9.5	5.5	1.2	0.7	1.1	5.6	22.0	11.4	6.9
15:30	1.0	0.5	0.8	5.4	18.9	9.5	5.6	1.2	0.6	1.1	5.5	22.0	11.4	7.0
15:45	1.1	0.5	0.8	5.5	19.3	9.7	5.9	1.2	0.7	1.1	5.6	22.4	11.6	7.3

TELECONTROL 2008 / Svizzera italiana

RATING PER QUARTO D'ORA in % (lu-ve) / (lu-do)

universo: 308'000 persone (3+) campione: 589 persone

	CANALE VIDEO / lu-ve				TOTALE TV + VIDEO / lu-ve			CANALE VIDEO / lu-do				TOTALE TV + VIDEO / lu-do		
	ED-R	P-R	3-14 R	P-QM	ED-R	P-R	3-14 R	ED-R	P-R	3-14 R	P-MA	ED-R	P-R	3-14 R
16:00	1.1	0.6	0.8	5.4	20.4	10.4	6.6	1.3	0.7	1.1	5.5	23.4	12.2	7.9
16:15	1.2	0.6	0.9	5.3	22.2	11.3	8.3	1.4	0.7	1.1	5.5	24.9	13.0	9.2
16:30	1.3	0.7	1.2	5.3	24.3	12.3	11.3	1.4	0.8	1.4	5.5	26.6	13.9	11.4
16:45	1.4	0.7	1.4	5.5	26.0	13.3	13.2	1.6	0.9	1.6	5.7	28.3	14.8	12.9
17:00	1.6	0.8	1.7	5.6	27.9	14.4	14.5	1.7	1.0	1.8	5.8	30.1	15.9	14.1
17:15	1.6	0.9	1.8	5.4	30.1	15.7	15.8	1.8	1.0	1.9	5.7	32.1	17.0	15.4
17:30	1.7	0.9	1.8	5.3	32.5	17.0	16.9	1.9	1.0	1.9	5.5	34.3	18.3	16.3
17:45	1.9	1.0	1.9	5.3	34.8	18.4	17.5	2.0	1.1	2.0	5.5	36.4	19.6	16.9
18:00	1.9	1.0	2.0	4.9	37.8	20.1	17.7	2.0	1.1	2.2	5.2	39.2	21.2	17.4
18:15	2.0	1.0	2.3	4.8	39.8	21.3	17.9	2.0	1.1	2.4	5.0	41.0	22.3	17.9
18:30	2.0	1.1	2.7	4.8	42.2	22.7	17.9	2.1	1.2	2.7	4.9	43.1	23.6	18.2
18:45	2.2	1.2	3.0	4.8	46.2	25.3	19.3	2.3	1.3	3.0	4.9	46.8	25.9	19.3
19:00	2.2	1.3	3.4	4.4	52.3	29.6	21.6	2.3	1.4	3.3	4.5	52.5	30.0	21.2
19:15	2.3	1.4	3.8	4.3	55.6	32.0	22.8	2.3	1.4	3.5	4.3	55.6	32.1	22.3
19:30	2.4	1.5	3.8	4.2	59.2	34.5	23.4	2.4	1.5	3.5	4.2	58.8	34.4	22.6
19:45	2.4	1.5	3.5	4.0	61.5	36.1	23.3	2.3	1.5	3.2	4.0	60.8	35.9	22.6
20:00	2.3	1.4	2.8	3.7	63.0	37.1	21.1	2.3	1.4	2.6	3.7	62.4	36.9	20.7
20:15	2.3	1.4	2.4	3.6	64.1	38.0	20.6	2.3	1.4	2.3	3.7	63.6	37.8	20.2
20:30	2.2	1.4	2.2	3.5	65.7	39.0	20.3	2.3	1.5	2.2	3.7	65.2	38.9	20.1
20:45	2.3	1.4	2.1	3.5	67.3	40.2	19.9	2.4	1.5	2.2	3.8	66.7	40.1	20.0
21:00	2.5	1.6	1.9	4.0	67.8	40.8	19.7	2.5	1.7	2.1	4.2	67.1	40.6	19.9
21:15	2.5	1.7	1.8	4.1	67.8	40.9	18.5	2.6	1.8	2.0	4.4	67.4	40.9	18.9
21:30	2.6	1.8	1.5	4.3	67.7	40.9	17.4	2.7	1.9	1.7	4.5	67.2	40.8	17.7
21:45	2.6	1.8	1.3	4.4	66.9	40.3	16.1	2.7	1.9	1.5	4.6	66.4	40.3	16.6
22:00	2.6	1.7	1.1	4.4	65.2	39.2	14.7	2.6	1.8	1.3	4.6	64.8	39.2	15.2
22:15	2.4	1.6	1.0	4.4	62.2	37.2	13.1	2.5	1.7	1.0	4.6	62.1	37.3	13.6
22:30	2.2	1.5	0.8	4.3	57.7	34.2	11.2	2.3	1.5	0.8	4.5	57.6	34.3	11.6
22:45	1.9	1.2	0.6	4.0	52.0	30.5	9.3	2.0	1.3	0.6	4.2	52.0	30.7	9.6
23:00	1.6	1.0	0.5	3.7	45.7	26.5	7.4	1.7	1.1	0.5	3.9	45.9	26.7	7.6
23:15	1.4	0.9	0.4	3.8	38.9	22.2	5.8	1.4	0.9	0.4	3.9	39.2	22.6	6.0
23:30	1.2	0.7	0.3	4.0	32.4	18.3	4.5	1.3	0.7	0.3	4.0	33.0	18.7	4.6
23:45	1.0	0.6	0.3	4.0	27.5	15.3	3.7	1.1	0.6	0.2	4.0	28.1	15.7	3.8
0:00	0.8	0.5	0.2	3.8	23.5	12.9	3.1	0.9	0.5	0.2	3.8	24.2	13.4	3.1
0:15	0.7	0.4	0.1	3.9	19.9	10.8	2.5	0.7	0.4	0.1	3.8	20.6	11.2	2.5
0:30	0.6	0.3	0.1	3.9	16.7	9.0	2.1	0.6	0.4	0.1	4.0	17.2	9.3	2.1
0:45	0.5	0.3	0.1	4.0	14.0	7.5	1.6	0.5	0.3	0.1	4.1	14.3	7.7	1.6
PG 24h	18	12	19		90	72	67	18	13	20		89	72	68
UT 24h	15	9	13		335	185	111	16	10	15		347	194	118
US 24h	84	69	68		374	257	167	89	73	73		388	267	175

R = rating in % QM = quota di mercato in % 3-14 = persone 3-14 anni PG = penetrazione giornaliera in % UT = utenza in minuti (totale)

US = utenza in minuti (spettatori) ED = economie domestiche

2.15 Consumo video (incl. DVD) per giorno della settimana: rating in %

TELECONTROL 2008 / Svizzera italiana

RATING PER QUARTO D'ORA in % (sa / do)

universo: 308'000 persone (3+) campione: 589 persone

	CANALE VIDEO / sa				TOTALE TV + VIDEO / sa			CANALE VIDEO / do				TOTALE TV + VIDEO / do		
	ED-R	P-R	3-14 R	P-QM	ED-R	P-R	3-14 R	ED-R	P-R	3-14 R	P-MA	ED-R	P-R	3-14 R
6:00	0.3	0.1	0.0	12.5	2.5	1.2	0.2	0.3	0.1	0.0	10.3	2.8	1.4	0.2
6:15	0.3	0.1	0.0	10.6	2.7	1.3	0.3	0.3	0.1	0.0	10.0	3.0	1.4	0.2
6:30	0.3	0.2	0.0	10.0	3.1	1.5	0.5	0.3	0.1	0.0	10.2	3.3	1.6	0.5
6:45	0.3	0.2	0.1	8.4	3.7	1.8	0.9	0.3	0.2	0.1	8.5	3.8	1.9	0.9
7:00	0.3	0.2	0.1	6.8	4.3	2.1	1.4	0.3	0.1	0.1	7.5	4.1	2.0	1.1
7:15	0.4	0.2	0.2	7.1	4.6	2.3	2.1	0.3	0.1	0.1	7.2	4.3	2.1	1.4
7:30	0.4	0.2	0.4	7.3	5.2	2.7	3.4	0.3	0.2	0.2	7.0	4.8	2.4	2.3
7:45	0.4	0.2	0.6	6.4	6.2	3.3	5.5	0.3	0.2	0.4	5.8	5.7	3.0	3.6
8:00	0.4	0.2	0.8	5.6	7.5	4.1	8.2	0.4	0.2	0.7	6.2	7.0	3.7	5.1
8:15	0.4	0.2	0.9	4.9	8.9	4.9	10.4	0.5	0.3	0.8	6.9	8.4	4.4	6.8
8:30	0.5	0.3	1.1	5.0	9.8	5.2	11.3	0.6	0.4	0.9	6.8	10.1	5.3	8.6
8:45	0.6	0.3	1.4	5.9	10.7	5.6	11.9	0.7	0.4	1.0	6.2	11.6	6.2	10.7
9:00	0.7	0.4	1.7	7.0	11.4	5.9	13.0	0.7	0.4	1.1	5.6	13.1	7.0	12.2
9:15	0.9	0.5	1.9	8.0	12.2	6.4	13.7	0.8	0.5	1.4	6.3	14.1	7.6	13.2
9:30	1.0	0.6	2.0	8.1	12.7	6.7	13.6	0.9	0.5	1.6	6.6	14.7	7.9	13.7
9:45	1.0	0.5	2.0	7.8	12.8	6.8	13.2	1.1	0.6	1.8	6.7	16.2	8.7	14.4
10:00	1.1	0.6	2.2	8.5	12.9	6.8	12.3	1.1	0.7	2.1	6.5	18.0	9.9	14.1
10:15	1.2	0.6	2.2	9.1	13.2	6.9	11.6	1.3	0.8	2.4	6.9	19.5	10.8	14.1
10:30	1.3	0.7	2.2	9.5	13.6	7.1	10.6	1.4	0.9	2.5	7.4	20.5	11.3	13.6
10:45	1.4	0.7	2.3	10.0	14.2	7.3	10.5	1.6	0.9	2.3	7.7	21.2	11.6	13.3
11:00	1.4	0.8	2.5	10.2	14.9	7.7	10.6	1.6	1.0	2.5	7.8	22.4	12.0	13.7
11:15	1.4	0.8	2.4	9.3	15.9	8.2	10.6	1.8	1.1	2.6	8.3	23.4	12.5	13.6
11:30	1.4	0.8	2.2	8.8	16.9	8.7	10.5	1.9	1.1	2.5	8.3	24.5	13.2	12.7
11:45	1.4	0.8	2.0	7.9	18.5	9.7	11.1	1.9	1.1	2.4	8.4	25.1	13.5	12.0
12:00	1.4	0.8	2.0	7.3	20.5	11.0	12.1	1.8	1.1	2.1	7.7	25.9	14.0	11.2
12:15	1.5	0.8	1.9	6.5	23.1	12.7	13.2	1.7	1.0	2.0	7.1	27.4	15.1	11.7
12:30	1.6	0.9	2.2	5.9	26.8	14.8	14.3	1.9	1.1	1.9	6.7	30.4	16.9	11.9
12:45	1.7	0.9	2.2	6.0	28.5	15.8	15.1	2.0	1.1	2.0	6.5	32.3	18.1	12.1
13:00	1.9	1.0	2.4	6.1	30.8	17.0	15.2	1.9	1.1	2.1	5.9	34.2	19.2	12.2
13:15	2.1	1.1	2.3	6.6	30.4	16.9	14.6	1.9	1.1	2.1	5.7	35.0	19.7	12.2
13:30	2.0	1.1	2.1	6.7	28.9	15.9	13.9	1.9	1.1	1.8	5.6	35.0	19.7	12.0
13:45	1.9	1.0	1.8	6.7	27.8	15.2	12.4	1.9	1.1	2.1	5.6	34.9	19.7	12.2
14:00	1.7	0.9	1.8	6.3	26.6	14.4	11.5	1.8	1.1	2.0	5.3	35.0	19.8	11.5
14:15	1.6	0.9	1.7	6.2	25.8	13.7	10.6	1.9	1.1	2.1	5.8	34.5	19.5	11.1
14:30	1.4	0.8	1.6	5.6	24.9	13.3	10.2	1.8	1.1	1.9	5.9	34.3	19.4	10.8
14:45	1.4	0.8	1.5	5.7	24.7	13.1	10.1	1.9	1.2	1.8	6.1	34.2	19.3	10.7
15:00	1.5	0.8	1.6	5.9	24.6	13.0	10.0	1.9	1.1	1.6	5.8	34.3	19.3	10.6
15:15	1.6	0.8	1.9	6.2	24.8	13.1	10.0	1.8	1.1	1.6	5.5	34.4	19.4	11.0
15:30	1.5	0.8	1.7	5.7	25.3	13.2	10.0	1.9	1.1	1.7	5.7	34.6	19.6	11.1
15:45	1.5	0.8	1.8	5.9	25.7	13.4	10.1	1.9	1.2	1.8	5.8	34.7	19.6	11.6

2.15 Consumo video (incl. DVD) per giorno della settimana: rating in %

TELECONTROL 2008 / Svizzera italiana

RATING PER QUARTO D'ORA in % (sa / do)

universo: 308'000 persone (3+) campione: 589 persone

	CANALE VIDEO / sa				TOTALE TV + VIDEO / sa			CANALE VIDEO / do				TOTALE TV + VIDEO / do		
	ED-R	P-R	3-14 R	P-QM	ED-R	P-R	3-14 R	ED-R	P-R	3-14 R	P-MA	ED-R	P-R	3-14 R
16:00	1.6	0.9	1.9	6.1	26.2	13.7	10.4	1.9	1.2	1.8	5.8	35.3	19.9	11.6
16:15	1.7	0.9	2.0	6.4	27.1	14.2	11.0	1.9	1.2	1.7	5.6	36.2	20.4	11.7
16:30	1.7	1.0	1.8	6.3	28.2	14.8	11.1	1.9	1.2	1.8	5.7	37.0	20.8	12.2
16:45	1.8	1.0	1.9	6.2	29.7	15.6	11.9	2.1	1.3	1.9	6.1	38.2	21.5	12.6
17:00	1.9	1.1	2.1	6.4	31.5	16.6	13.0	2.3	1.4	2.1	6.4	39.8	22.4	13.3
17:15	2.0	1.1	2.3	6.3	33.1	17.5	14.1	2.4	1.5	2.1	6.4	41.1	23.2	14.5
17:30	2.0	1.2	2.2	6.1	34.9	18.6	14.6	2.4	1.6	2.2	6.3	42.7	24.2	15.2
17:45	2.1	1.2	2.1	6.0	36.9	19.9	14.8	2.5	1.6	2.3	6.2	44.2	25.2	16.0
18:00	2.2	1.3	2.3	6.0	39.5	21.5	16.3	2.4	1.6	2.6	5.8	45.9	26.4	17.2
18:15	2.0	1.2	2.5	5.3	40.8	22.5	17.6	2.4	1.6	2.7	5.7	47.2	27.4	18.5
18:30	2.0	1.3	2.7	5.1	42.2	23.4	18.0	2.5	1.6	2.9	5.6	48.5	28.3	19.7
18:45	2.4	1.4	3.1	5.3	45.0	25.2	18.2	2.5	1.6	3.1	5.3	51.3	30.0	20.7
19:00	2.4	1.4	3.0	4.7	50.1	28.5	18.9	2.4	1.6	3.0	4.6	56.0	33.1	21.7
19:15	2.3	1.4	2.7	4.4	52.0	29.9	19.2	2.3	1.6	3.1	4.3	58.6	35.1	22.6
19:30	2.3	1.4	2.4	4.3	53.8	31.4	19.0	2.3	1.6	3.1	4.0	61.3	37.2	22.6
19:45	2.2	1.3	1.9	4.0	55.0	32.3	19.4	2.3	1.6	2.9	3.9	63.3	38.4	22.2
20:00	2.3	1.4	2.0	4.0	56.3	33.1	18.9	2.2	1.4	2.4	3.5	65.5	39.7	20.5
20:15	2.3	1.5	2.0	4.1	57.6	34.1	18.8	2.2	1.5	2.2	3.5	66.8	40.8	19.6
20:30	2.4	1.6	2.3	4.5	59.0	35.2	19.7	2.4	1.6	2.0	3.7	68.8	42.3	19.9
20:45	2.7	1.9	3.1	5.0	60.2	36.3	20.6	2.5	1.7	1.7	3.8	69.7	43.3	20.0
21:00	2.8	2.0	3.5	5.4	61.0	37.1	21.2	2.5	1.8	1.5	4.0	70.0	43.7	19.4
21:15	2.9	2.2	3.6	5.6	62.0	37.9	22.0	2.7	1.9	1.4	4.3	70.6	44.1	18.0
21:30	2.9	2.2	3.2	5.7	62.2	38.1	21.8	2.8	2.0	1.2	4.6	70.0	43.5	15.4
21:45	2.9	2.2	3.2	5.7	61.9	38.1	21.6	2.9	2.1	0.8	4.9	68.4	42.3	13.9
22:00	2.9	2.2	2.8	5.7	61.0	37.6	20.5	2.8	2.0	0.7	4.8	66.4	40.8	12.2
22:15	2.7	1.9	1.9	5.2	59.7	36.7	18.9	2.7	1.9	0.5	4.8	63.8	38.8	10.9
22:30	2.5	1.8	1.4	5.0	57.0	34.8	16.4	2.5	1.7	0.4	4.8	58.0	34.8	9.1
22:45	2.2	1.5	1.1	4.7	52.4	31.6	13.4	2.2	1.5	0.3	4.8	51.7	30.8	7.3
23:00	1.9	1.2	0.8	4.4	47.1	28.0	10.5	1.8	1.2	0.2	4.4	45.3	26.7	5.9
23:15	1.6	1.0	0.7	4.2	42.3	24.8	8.3	1.5	0.9	0.1	4.1	37.8	22.0	4.4
23:30	1.4	0.9	0.6	4.1	37.4	21.6	6.7	1.2	0.7	0.1	4.0	31.2	17.8	3.3
23:45	1.2	0.7	0.4	3.8	33.6	19.2	5.3	1.0	0.6	0.0	4.0	26.0	14.7	2.5
0:00	1.0	0.6	0.3	3.7	29.9	16.9	4.4	0.8	0.5	0.0	3.8	22.3	12.4	1.8
0:15	0.9	0.5	0.3	3.8	26.0	14.4	3.6	0.7	0.4	0.0	3.8	18.7	10.2	1.3
0:30	0.8	0.5	0.3	4.2	21.6	11.8	3.1	0.6	0.3	0.0	4.1	15.2	8.1	1.1
0:45	0.6	0.4	0.2	4.4	17.5	9.5	2.3	0.5	0.3	0.0	4.0	12.7	6.7	0.8
PG 24h	19	13	23		87	72	70	19	14	21		90	76	69
UT 24h	19	11	20		354	199	139	20	12	17		402	232	131
US 24h	99	82	85		404	277	197	104	87	86		443.8	306.2	191.8

R = rating in % QM = quota di mercato in % 3-14 = persone 3-14 anni PG = penetrazione giornaliera in % UT = utenza in minuti (totale)

US = utenza in minuti (spettatori) ED = economie domestiche

2.15 Consumo video (incl. DVD) per giorno della settimana: rating in %

TELECONTROL 2008 / Svizzera italiana

PENETRAZIONE PER QUARTO D'ORA in % (lu-do), persone da 15 anni in poi, economie domestiche teletext

universo: 265'000 persone (15+)

	totale		SRG SSR idée suisse				estero						
	ED	PERS 15+	TSI 1	TSI 2	SF1	TSR1	RAI1	RAI2	RAI3	CAN5	ITAL1	RETE4	ALTRE
6:00	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
6:15	0.3	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
6:30	0.3	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
6:45	0.4	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
7:00	0.5	0.3	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
7:15	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
7:30	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
7:45	0.6	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
8:00	0.6	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
8:15	0.7	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
8:30	0.6	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
8:45	0.6	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
9:00	0.7	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
9:15	0.7	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
9:30	0.6	0.3	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
9:45	0.6	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
10:00	0.6	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
10:15	0.6	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
10:30	0.7	0.4	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
10:45	0.8	0.4	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0
11:00	0.8	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
11:15	0.9	0.5	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0
11:30	0.9	0.5	0.2	0.1	0.0	0.0	0.1	0.0	0.0	0.1	0.1	0.0	0.1
11:45	1.1	0.6	0.2	0.1	0.0	0.0	0.1	0.0	0.0	0.2	0.1	0.0	0.1
12:00	1.2	0.7	0.3	0.1	0.0	0.0	0.1	0.0	0.0	0.1	0.1	0.0	0.1
12:15	1.6	0.9	0.4	0.1	0.0	0.0	0.1	0.0	0.0	0.1	0.3	0.0	0.1
12:30	1.5	0.9	0.4	0.1	0.0	0.0	0.1	0.0	0.0	0.1	0.2	0.0	0.1
12:45	1.8	1.1	0.3	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.1	0.1	0.1
13:00	1.4	0.8	0.2	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.1
13:15	1.6	1.0	0.3	0.1	0.0	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.1
13:30	1.6	1.0	0.3	0.1	0.0	0.0	0.1	0.1	0.0	0.2	0.1	0.0	0.1
13:45	1.6	0.9	0.2	0.1	0.0	0.0	0.1	0.1	0.0	0.3	0.0	0.0	0.1
14:00	1.4	0.8	0.2	0.1	0.0	0.0	0.2	0.1	0.0	0.2	0.0	0.0	0.1
14:15	1.2	0.7	0.2	0.1	0.0	0.0	0.1	0.1	0.0	0.1	0.0	0.0	0.1
14:30	1.1	0.6	0.2	0.1	0.0	0.0	0.1	0.1	0.0	0.1	0.0	0.0	0.1
14:45	1.2	0.7	0.2	0.1	0.0	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.1
15:00	1.1	0.7	0.2	0.1	0.0	0.0	0.1	0.1	0.0	0.1	0.0	0.0	0.1
15:15	1.1	0.6	0.2	0.1	0.0	0.0	0.1	0.1	0.0	0.1	0.0	0.0	0.1
15:30	1.3	0.7	0.2	0.1	0.0	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.1
15:45	1.6	0.9	0.3	0.1	0.0	0.0	0.1	0.1	0.0	0.2	0.0	0.1	0.1

2.16 Utilizzazione di teletext per canale: penetrazione in %

TELECONTROL 2008 / Svizzera italiana

PENETRAZIONE PER QUARTO D'ORA in % (lu-do), persone da 15 anni in poi, economie domestiche teletext

universo: 265'000 persone (15+)

	totale		SRG SSR idée suisse				estero						
	ED	PERS 15+	TSI 1	TSI 2	SF1	TSR1	RAI1	RAI2	RAI3	CAN5	ITAL1	RETE4	ALTRE
16:00	1.6	0.9	0.3	0.1	0.0	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.1
16:15	1.4	0.8	0.2	0.1	0.0	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.1
16:30	1.5	0.8	0.2	0.1	0.0	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.1
16:45	1.8	1.0	0.2	0.1	0.1	0.0	0.2	0.2	0.0	0.2	0.1	0.0	0.2
17:00	1.9	1.1	0.3	0.1	0.1	0.0	0.1	0.1	0.1	0.2	0.1	0.0	0.1
17:15	1.9	1.1	0.3	0.1	0.0	0.0	0.2	0.1	0.1	0.2	0.0	0.0	0.2
17:30	1.9	1.1	0.3	0.1	0.1	0.0	0.2	0.0	0.1	0.2	0.1	0.0	0.2
17:45	2.4	1.4	0.5	0.2	0.1	0.0	0.2	0.1	0.1	0.2	0.1	0.1	0.1
18:00	2.4	1.4	0.5	0.2	0.1	0.0	0.2	0.1	0.2	0.2	0.1	0.1	0.1
18:15	2.2	1.3	0.4	0.2	0.0	0.0	0.2	0.1	0.2	0.2	0.1	0.1	0.1
18:30	2.5	1.5	0.4	0.1	0.0	0.0	0.2	0.1	0.1	0.3	0.1	0.1	0.2
18:45	2.9	1.7	0.8	0.2	0.1	0.0	0.2	0.1	0.2	0.2	0.1	0.1	0.2
19:00	2.1	1.3	0.6	0.1	0.0	0.0	0.1	0.1	0.0	0.2	0.1	0.1	0.1
19:15	2.4	1.4	0.6	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.1	0.2	0.2
19:30	2.8	1.7	0.6	0.2	0.1	0.0	0.2	0.1	0.0	0.2	0.1	0.2	0.2
19:45	3.2	2.1	1.0	0.2	0.1	0.0	0.3	0.1	0.0	0.2	0.1	0.1	0.2
20:00	2.7	1.8	1.0	0.2	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.1	0.2
20:15	2.9	1.9	1.0	0.2	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.1	0.2
20:30	4.0	2.6	1.2	0.3	0.1	0.0	0.4	0.1	0.1	0.2	0.1	0.1	0.4
20:45	3.8	2.4	0.6	0.3	0.1	0.0	0.3	0.1	0.0	0.5	0.2	0.1	0.4
21:00	4.6	3.1	0.8	0.4	0.1	0.0	0.4	0.1	0.1	0.8	0.3	0.1	0.5
21:15	3.3	2.1	0.4	0.3	0.1	0.0	0.3	0.1	0.1	0.3	0.2	0.1	0.4
21:30	3.2	2.1	0.4	0.4	0.1	0.0	0.2	0.1	0.1	0.2	0.2	0.1	0.4
21:45	3.7	2.5	0.5	0.4	0.1	0.0	0.3	0.1	0.1	0.3	0.3	0.1	0.5
22:00	3.2	2.2	0.5	0.4	0.1	0.0	0.2	0.1	0.1	0.2	0.2	0.1	0.5
22:15	3.1	2.0	0.4	0.4	0.1	0.0	0.2	0.1	0.1	0.3	0.2	0.1	0.5
22:30	3.8	2.5	0.5	0.4	0.1	0.0	0.3	0.1	0.1	0.3	0.3	0.1	0.6
22:45	3.5	2.3	0.4	0.4	0.1	0.0	0.2	0.1	0.1	0.3	0.2	0.1	0.5
23:00	3.1	1.9	0.4	0.4	0.1	0.0	0.2	0.1	0.1	0.2	0.2	0.1	0.4
23:15	3.0	1.9	0.4	0.3	0.1	0.0	0.2	0.1	0.0	0.3	0.2	0.1	0.4
23:30	2.4	1.5	0.3	0.2	0.1	0.0	0.1	0.1	0.0	0.2	0.2	0.1	0.3
23:45	1.9	1.1	0.2	0.1	0.0	0.0	0.1	0.1	0.0	0.2	0.1	0.0	0.2
0:00	1.3	0.8	0.2	0.1	0.0	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.2
0:15	1.1	0.6	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.1
0:30	1.0	0.5	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.1
0:45	0.8	0.5	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.1
PG 18-23	23.4	15.6	7.1	3.3	0.6	0.3	2.6	1.3	0.7	3.5	2.2	1.3	3.5
UT 18-23	1.3	0.8	0.2	0.1	0.0	0.0	0.1	0.0	0.1	0.1	0.1	0.0	0.1
PG 24h	32.3	22.3	11.0	5.5	1.0	0.4	4.6	2.6	1.1	5.9	3.9	2.4	5.7
UT 24h	3.0	1.8	0.5	0.2	0.1	0.0	0.2	0.1	0.1	0.2	0.1	0.1	0.3

PG = penetrazione giornaliera in %

UT = utenza in minuti (totale)

3. RICERCA RADIOFONICA (RADIOCONTROL)

3.1 Radiocontrol: metodologia, base per il rilevamento e rapporti

3.1.1 Metodologia

Dal 1° gennaio 2001 la Mediapulse SA (fino al 30.06.2006: Servizio di ricerca SRG SSR) rileva il consumo radiofonico tramite il sistema elettronico di misurazione RADIOCONTROL. Questa tecnologia permette di misurare quello che è l'ascolto radiofonico in tempo reale della popolazione domiciliata in Svizzera di 15 anni o più.

Il sistema Radiocontrol è sostanzialmente un orologio da polso con un microfono incorporato. L'orologio "ascolta" i medesimi programmi della persona che lo indossa; a casa, sul posto di lavoro o in strada; ogni minuto, 24 ore al giorno.

Il principio è semplice: durante la settimana di rilevamento, l'orologio registra i suoni circostanti per quattro secondi ogni minuto; i suoni vengono poi salvati in serie numeriche 120 volte più piccole. Il processo di compressione è irreversibile ed è di fondamentale importanza per la protezione dei dati della persona in questione: non è infatti tecnicamente possibile risalire ai suoni iniziali.

Nello stesso tempo in cui il microfono dell'orologio si attiva, in 18 stazioni di misurazione situate in diverse località della Svizzera vengono registrati i programmi di 135 emittenti radiofoniche. Ciò permette di coprire quasi per intero il mercato radiofonico svizzero per quel che concerne l'ascolto delle emittenti in tempo reale. Fanno parte delle stazioni prese in considerazione tutte le radio svizzere con una concessione a tempo indeterminato (canali SRG SSR e emittenti private) e la maggior parte delle emittenti estere che diffondono i propri programmi in una delle lingue nazionali (reti pubbliche e private). Per analogia al procedimento dell'orologio, le stazioni di misurazione traducono i segnali registrati ogni minuto per ogni rete in una serie numerica. I dati vengono poi trasmessi all'istituto di ricerca di mercato GfK Switzerland, dove avviene il paragone delle serie rilevate dagli orologi con quelle delle stazioni di misurazione. Combacia il dato dell'orologio con quello della radio XY registrata in una delle stazioni di misurazioni, si può concludere che il partecipante allo studio ha ascoltato la radio XY.

3.1.2 Base per il rilevamento

Il 1° gennaio 2004 il campione è stato aumentato e ora sono oltre 26 000 le persone che prendono parte allo studio e indossano l'orologio Radiocontrol due volte all'anno per la durata di una settimana. Giornalmente sono 1012 le persone che portano l'orologio in Svizzera e nel Principato del Liechtenstein: 571 nella Svizzera tedesca, 301 nella Svizzera francese, 105 nella Svizzera italiana, 25 nella Svizzera romancia e 10 nel Principato del Liechtenstein. Le persone componenti il campione vengono reclutate secondo un principio di scelta casuale stratificata. Criteri di selezione sono l'età e il sesso degli ascoltatori all'interno delle aree di diffusione delle singole stazioni radiofoniche. I partecipanti sono reclutati telefonicamente dalla GfK Switzerland e di norma partecipano allo studio per un massimo di cinque anni.

3.1.3 Rapporti

I dati raccolti con l'orologio vengono raggruppati nella banca dati RC2000. Qui sono a disposizione le seguenti unità di misura: penetrazione, minuti d'ascolto e quota di mercato (vedi glossario). La banca dati viene aggiornata quotidianamente.

3.1.4 Glossario

Campione: quantità parziale di individui selezionati secondo determinati criteri da un determinato universo (popolazione, ascoltatori della radio, telespettatori, persone di età compresa fra i 25 e i 49 anni ecc.).

Rappresentatività: se il campione corrisponde nella distribuzione percentuale delle sue caratteristiche (età, sesso, provenienza geografica ecc...) all'universo da cui è stato estratto, si può parlare di rappresentatività. Ad esempio, se in un'indagine sono stati intervistati 1'000 giovani della Svizzera romanda scelti secondo criteri rappresentativi, i risultati sono validi non solo per le 1'000 persone scelte, ma per tutti i giovani romandi – non però per i giovani della Svizzera tedesca.

Penetrazione: quota delle persone che hanno ascoltato la radio XY in un determinato lasso di tempo per almeno un minuto; la penetrazione può essere indicata in percentuale del campione o proiettata sull'insieme delle persone in migliaia. "Il 45% di penetrazione giornaliera per radio XY" significa quindi: il 45% di tutte le persone del campione hanno ascoltato durante la giornata per almeno un minuto radio XY.

Consumo in minuti: indica per quanti minuti in un determinato lasso di tempo è stata ascoltata la radio o una determinata emittente radiofonica. Il consumo in minuti viene indicato in consumo totale in minuti o in consumo in minuti dei radioascoltatori rispettivi. Nel primo caso il consumo dei radioascoltatori viene proiettato sull'insieme della popolazione. Con questa operazione è possibile comparare il consumo delle diverse emittenti radiofoniche. "12 minuti di consumo dell'emittente XY" significa che la popolazione ha ascoltato durante una giornata l'emittente XY mediamente per 12 minuti. "16 minuti di consumo per ascoltatore" significa che chi ha ascoltato l'emittente XY lo ha fatto mediamente per 16 minuti.

Quota di mercato: la quota di mercato indica la percentuale di durata d'ascolto di una determinata emittente rispetto all'ascolto radiofonico complessivo. "Il 7% di quota di mercato di radio XY" significa dunque: il 7% dei minuti d'ascolto complessivo radiofonico vanno sul conto di radio XY.

3.2 Consumo radiofonico per giorno della settimana: penetrazione in %

RADIOCONTROL 2008 / Svizzera italiana

PENETRAZIONE PER QUARTO D'ORA in % per giorno della settimana, totale radio

universo: 281'000 persone (15+) campione: 4'788 persone / 32'940 giorni misurati

	giorni della settimana							lunedì - venerdì	sabato - domenica	lunedì - domenica
	lunedì	martedì	mercoledì	giovedì	venerdì	sabato	domenica			
5:00	1.7	1.8	1.5	1.9	1.5	1.3	1.1	1.7	1.2	1.5
5:15	1.8	1.9	1.7	1.9	1.9	1.6	1.3	1.9	1.4	1.7
5:30	2.2	2.2	2.3	2.3	2.4	2.0	1.5	2.3	1.7	2.1
5:45	3.8	3.8	3.9	4.0	4.7	2.6	2.0	4.0	2.3	3.5
6:00	6.1	5.9	6.0	6.3	6.1	3.2	2.4	6.1	2.8	5.1
6:15	8.2	8.5	8.5	8.6	7.8	3.9	2.9	8.3	3.4	6.9
6:30	11.5	11.7	11.2	11.3	10.9	5.2	3.7	11.3	4.5	9.4
6:45	15.7	16.3	16.1	15.9	16.1	7.2	5.0	16.0	6.1	13.2
7:00	20.8	21.0	21.0	19.9	19.7	9.3	6.2	20.5	7.7	16.9
7:15	22.3	22.8	23.2	22.3	21.4	9.8	7.0	22.4	8.4	18.4
7:30	24.2	24.2	25.0	24.4	23.2	11.7	8.7	24.2	10.2	20.2
7:45	25.0	25.3	25.4	25.0	23.8	14.3	10.4	24.9	12.3	21.3
8:00	25.9	25.9	25.7	25.8	25.2	17.8	13.7	25.7	15.7	22.9
8:15	24.5	25.3	25.6	24.9	24.2	18.2	13.6	24.9	15.9	22.3
8:30	24.2	24.6	25.1	25.4	24.9	18.5	14.2	24.8	16.4	22.4
8:45	25.0	24.6	23.7	25.5	24.3	20.4	15.9	24.6	18.1	22.8
9:00	25.0	24.9	23.2	25.0	24.4	21.4	17.3	24.5	19.3	23.0
9:15	22.2	22.8	21.1	23.1	22.1	21.2	17.3	22.3	19.2	21.4
9:30	21.9	21.3	21.0	21.9	21.6	20.8	18.9	21.5	19.9	21.1
9:45	21.8	21.1	21.0	21.6	21.5	21.1	18.7	21.4	19.9	21.0
10:00	22.0	21.8	22.9	21.6	22.8	21.5	19.0	22.2	20.2	21.6
10:15	21.5	20.8	21.6	21.6	21.8	20.9	17.8	21.5	19.4	20.9
10:30	21.9	20.6	21.9	21.9	21.7	19.9	18.6	21.6	19.3	20.9
10:45	21.1	19.9	22.3	21.3	22.5	19.7	18.5	21.4	19.1	20.8
11:00	23.3	22.6	23.7	22.4	22.7	21.0	19.0	23.0	20.0	22.1
11:15	23.9	23.1	23.2	22.9	23.1	20.6	19.2	23.2	19.9	22.3
11:30	26.2	24.9	25.9	24.9	25.2	21.0	19.6	25.4	20.3	24.0
11:45	27.0	26.4	27.4	26.6	26.5	22.5	20.8	26.8	21.7	25.3
12:00	30.1	29.1	30.1	29.0	27.8	23.5	21.2	29.2	22.4	27.3
12:15	26.9	26.6	27.1	26.9	25.7	22.6	20.2	26.6	21.4	25.2
12:30	27.6	26.7	26.5	26.0	26.8	24.2	21.5	26.7	22.8	25.6
12:45	25.5	25.4	25.1	24.9	24.8	21.9	20.0	25.1	21.0	23.9
13:00	24.0	22.5	22.4	23.2	21.5	18.6	15.7	22.7	17.2	21.1
13:15	21.1	21.6	19.4	20.3	20.0	16.6	13.7	20.5	15.1	19.0
13:30	18.8	19.5	18.1	18.5	18.5	15.1	12.5	18.7	13.8	17.3
13:45	17.3	16.9	16.6	16.8	17.0	13.7	11.1	16.9	12.4	15.6
14:00	16.4	16.3	16.3	16.3	17.0	13.7	11.2	16.5	12.5	15.3
14:15	14.7	14.9	14.8	15.0	15.8	12.9	10.3	15.0	11.6	14.1
14:30	15.4	15.0	14.6	14.7	15.9	12.4	10.2	15.1	11.3	14.0
14:45	15.6	15.0	15.0	14.8	15.3	12.4	10.6	15.1	11.5	14.1

3.2 Consumo radiofonico per giorno della settimana: penetrazione in %

RADIOCONTROL 2008 / Svizzera italiana

PENETRAZIONE PER QUARTO D'ORA in % per giorno della settimana, totale radio

universo: 281'000 persone (15+) campione: 4'788 persone / 32'940 giorni misurati

	giorni della settimana							lunedì - venerdì	sabato - domenica	lunedì - domenica
	lunedì	martedì	mercoledì	giovedì	venerdì	sabato	domenica			
15:00	16.2	15.6	16.0	15.7	16.0	12.9	11.3	15.9	12.1	14.8
15:15	15.2	15.3	16.1	15.3	15.4	13.0	10.1	15.5	11.6	14.4
15:30	14.7	15.0	15.6	15.2	16.1	12.8	9.6	15.3	11.2	14.2
15:45	15.0	16.2	16.2	15.6	15.7	13.6	10.0	15.7	11.8	14.6
16:00	16.1	16.6	16.4	16.4	16.2	14.5	10.8	16.3	12.7	15.3
16:15	16.4	15.8	16.0	15.8	16.2	13.4	10.8	16.0	12.1	14.9
16:30	16.1	16.5	15.9	16.0	16.7	13.5	11.6	16.2	12.6	15.2
16:45	16.7	16.7	16.2	16.1	16.3	14.0	11.7	16.4	12.9	15.4
17:00	18.0	18.0	18.3	18.3	17.4	15.0	12.8	18.0	13.9	16.9
17:15	17.5	17.9	17.9	17.8	16.6	13.5	12.3	17.5	12.9	16.2
17:30	18.3	18.5	18.0	18.3	17.1	13.4	12.2	18.0	12.8	16.5
17:45	18.6	19.1	18.3	19.0	17.6	14.1	13.5	18.5	13.8	17.2
18:00	21.1	21.6	20.3	20.5	19.6	16.3	14.9	20.6	15.6	19.2
18:15	18.9	19.7	18.8	20.4	18.7	15.9	14.0	19.3	15.0	18.1
18:30	19.5	18.8	18.3	19.7	18.4	16.2	14.2	18.9	15.2	17.9
18:45	18.3	16.9	17.4	18.6	17.8	15.6	13.9	17.8	14.7	16.9
19:00	14.5	13.9	12.9	14.9	13.7	12.0	11.8	14.0	11.9	13.4
19:15	11.5	11.3	10.5	11.8	11.4	10.0	9.6	11.3	9.8	10.9
19:30	9.8	9.3	9.8	10.5	9.5	8.6	8.4	9.8	8.5	9.4
19:45	9.2	8.6	8.7	9.1	9.0	8.1	6.8	8.9	7.4	8.5
20:00	8.3	8.1	7.9	9.6	7.8	8.3	6.9	8.3	7.6	8.1
20:15	6.6	6.8	6.5	7.8	6.4	6.3	5.8	6.8	6.1	6.6
20:30	5.8	6.2	6.0	6.9	6.5	5.9	5.3	6.3	5.6	6.1
20:45	5.5	5.1	5.3	6.2	5.7	5.4	5.1	5.6	5.3	5.5
21:00	5.2	5.2	4.8	6.0	5.6	5.5	4.7	5.4	5.1	5.3
21:15	4.7	4.9	4.5	5.9	4.9	4.7	4.2	5.0	4.5	4.8
21:30	4.8	4.8	4.7	5.3	5.0	4.8	4.4	4.9	4.6	4.8
21:45	4.8	4.7	5.0	5.3	4.8	4.8	4.2	4.9	4.5	4.8
22:00	4.9	4.9	4.7	5.1	5.2	4.8	4.3	5.0	4.6	4.8
22:15	4.8	4.6	4.6	4.6	4.4	4.5	4.0	4.6	4.3	4.5
22:30	4.5	4.3	5.0	4.9	5.0	4.5	4.0	4.7	4.3	4.6
22:45	4.2	4.2	4.9	4.7	4.7	4.3	3.9	4.5	4.1	4.4
23:00	4.3	4.1	4.8	4.9	4.5	4.8	3.6	4.5	4.2	4.4
23:15	3.9	3.9	4.0	3.7	4.1	4.1	3.2	3.9	3.6	3.8
23:30	3.7	3.6	3.6	3.2	3.7	3.9	3.4	3.6	3.6	3.6
23:45	3.2	3.5	3.0	3.4	3.1	3.1	3.1	3.2	3.1	3.2
penetr. quotidiana	90.6	90.0	89.8	90.0	90.1	86.3	82.7	90.1	84.5	88.5
durata in minuti	107	106	107	107	105	87	77	106	82	99

3.3 Consumo radiofonico per caratteristiche sociodemografiche: penetrazione in %

RADIOCONTROL 2008 / Svizzera italiana

PENETRAZIONE PER QUARTO D'ORA in % (lu-do), totale radio

universo: 281'000 persone (15+) campione: 4'788 persone / 32'940 giorni misurati

	totale	sesso		età					formazione conclusa			
	persone	uomini	donne	15-24	25-34	35-44	45-59	60+	nessuna	obbligo	scuola prof.	superiore*
5:00	1.5	1.8	1.3	0.9	0.9	0.9	1.9	2.2	1.8	2.1	1.5	1.2
5:15	1.7	2.0	1.5	1.0	1.2	1.1	2.2	2.2	2.0	2.2	1.8	1.4
5:30	2.1	2.4	1.8	1.5	1.5	1.1	2.8	2.7	2.2	2.5	2.3	1.7
5:45	3.5	4.0	3.1	2.2	2.2	2.3	5.0	4.3	3.7	3.8	3.7	3.4
6:00	5.1	6.0	4.4	3.0	3.3	3.9	7.3	6.0	5.6	4.3	5.3	5.1
6:15	6.9	7.9	6.0	3.8	5.2	5.6	10.0	7.3	7.3	5.8	6.7	7.0
6:30	9.4	10.4	8.4	6.5	6.7	8.1	13.4	9.4	10.3	7.9	9.2	9.4
6:45	13.2	14.7	11.9	8.6	8.6	11.9	16.9	15.2	14.6	11.8	13.4	13.0
7:00	16.9	18.3	15.5	10.8	10.6	14.6	21.0	20.5	17.8	14.9	17.6	16.4
7:15	18.4	19.6	17.4	12.4	13.0	15.7	21.6	22.7	19.2	16.8	19.3	17.9
7:30	20.2	21.4	19.2	11.9	15.4	17.1	22.3	26.2	20.5	18.3	21.2	19.8
7:45	21.3	21.8	20.9	11.1	14.6	17.4	22.5	30.2	21.0	19.8	22.5	21.0
8:00	22.9	23.1	22.7	11.7	14.1	18.2	23.4	34.2	23.2	21.3	24.0	22.3
8:15	22.3	21.8	22.8	11.8	13.6	17.0	22.5	34.0	23.0	21.1	24.5	20.9
8:30	22.4	21.3	23.4	12.9	14.1	17.2	22.1	33.9	23.3	22.9	24.1	20.7
8:45	22.8	21.5	23.9	13.5	14.1	17.9	22.3	34.3	23.2	22.1	25.1	20.9
9:00	23.0	21.6	24.3	13.7	13.2	18.1	22.6	35.1	24.5	23.1	25.2	20.8
9:15	21.4	20.2	22.4	13.1	12.8	17.2	20.8	32.1	22.7	21.8	24.0	18.9
9:30	21.1	20.0	22.0	12.8	12.7	16.5	21.2	31.3	22.5	22.8	23.0	18.7
9:45	21.0	19.9	21.9	12.8	13.3	17.1	20.4	30.9	22.3	22.2	23.1	18.6
10:00	21.6	20.6	22.6	13.2	13.5	17.9	21.7	31.3	21.9	22.3	24.0	19.8
10:15	20.9	19.9	21.7	12.6	13.1	17.7	21.1	29.7	21.3	21.4	22.8	19.1
10:30	20.9	20.4	21.5	13.0	12.8	17.4	21.2	30.1	21.7	21.7	22.9	19.2
10:45	20.8	19.4	22.0	12.7	12.5	17.1	21.5	29.6	21.3	21.3	23.0	18.6
11:00	22.1	20.9	23.2	13.8	13.4	18.9	22.2	31.6	22.6	23.0	24.5	19.9
11:15	22.3	20.6	23.8	13.4	14.2	18.7	22.6	31.7	22.8	24.0	24.7	19.8
11:30	24.0	22.1	25.6	14.6	14.9	19.9	24.1	34.6	23.6	25.4	26.6	21.7
11:45	25.3	24.1	26.4	15.2	15.5	20.1	25.8	37.1	25.8	26.7	27.3	23.4
12:00	27.3	26.9	27.6	15.7	16.7	22.0	27.9	39.9	27.3	27.9	29.4	25.7
12:15	25.2	24.3	25.9	14.2	14.3	18.9	25.8	38.3	25.1	27.2	26.7	23.7
12:30	25.6	25.1	26.0	14.2	14.0	19.1	26.5	39.3	25.3	27.6	26.6	24.9
12:45	23.9	23.8	24.0	13.3	13.5	17.9	25.7	35.7	23.0	25.6	24.6	23.7
13:00	21.1	21.7	20.6	12.2	14.4	17.9	23.0	28.6	20.6	20.0	22.6	20.5
13:15	19.0	19.2	18.7	11.6	12.9	17.1	20.9	24.4	18.4	17.2	20.7	18.2
13:30	17.3	17.5	17.1	10.2	11.8	15.6	19.4	22.1	17.7	15.4	19.3	16.0
13:45	15.6	15.9	15.4	10.0	11.2	14.4	17.3	19.5	15.4	13.7	17.3	14.9
14:00	15.3	15.5	15.1	9.6	11.1	14.3	16.8	19.1	15.8	12.4	17.0	14.5
14:15	14.1	14.6	13.6	9.7	10.4	13.0	15.1	17.4	14.5	12.8	15.4	13.2
14:30	14.0	14.5	13.6	9.9	10.4	13.2	14.9	17.2	14.1	12.7	15.6	13.1
14:45	14.1	14.8	13.5	9.4	10.3	13.7	15.0	17.3	14.6	12.3	15.9	13.1

* maturità / scuola magistrale / scuola media superiore / scuola tecnica superiore / scuola universitaria professionale / politecnico / università

3.3 Consumo radiofonico per caratteristiche sociodemografiche: penetrazione in %

RADIOCONTROL 2008 / Svizzera italiana

PENETRAZIONE PER QUARTO D'ORA in % (lu-do), totale radio

universo: 281'000 persone (15+) campione: 4'788 persone / 32'940 giorni misurati

	totale		sesso		età					formazione conclusa			
	persone	uomini	donne	15-24	25-34	35-44	45-59	60+	nessuna	obbligo	scuola prof.	superiore*	
15:00	14.8	15.4	14.3	9.5	11.0	14.6	16.5	17.6	15.0	12.9	16.2	14.2	
15:15	14.4	14.7	14.0	9.5	11.4	13.9	15.4	17.1	14.6	12.9	15.8	13.5	
15:30	14.2	14.8	13.5	9.0	10.6	13.9	15.1	17.2	14.4	12.5	15.5	13.6	
15:45	14.6	15.5	13.8	9.3	11.1	13.9	16.0	17.7	14.7	13.0	15.2	14.7	
16:00	15.3	16.3	14.4	10.3	11.1	15.0	17.2	18.0	15.9	13.2	15.5	15.6	
16:15	14.9	16.3	13.7	9.8	11.6	14.3	16.8	17.5	15.4	13.2	15.2	15.1	
16:30	15.2	16.4	14.1	10.0	12.4	14.8	16.7	17.6	15.4	13.0	16.1	14.9	
16:45	15.4	16.6	14.4	10.4	11.9	14.6	17.3	18.1	15.6	13.3	16.3	15.1	
17:00	16.9	18.2	15.7	11.6	12.8	15.9	19.4	19.4	17.2	13.8	17.7	16.9	
17:15	16.2	17.5	15.1	11.2	13.2	15.4	17.8	18.9	16.7	13.2	16.5	16.7	
17:30	16.5	17.8	15.4	12.0	13.0	15.3	17.6	20.0	16.1	14.4	17.0	17.1	
17:45	17.2	17.9	16.5	10.9	13.1	15.7	17.7	22.2	17.0	15.5	17.0	18.0	
18:00	19.2	19.7	18.8	11.3	13.7	16.6	19.8	26.2	19.6	17.1	18.7	20.2	
18:15	18.1	18.6	17.6	10.5	12.0	14.7	18.1	26.1	18.6	16.9	17.2	19.0	
18:30	17.9	19.0	16.9	10.7	10.9	14.5	18.1	26.1	18.7	16.6	17.0	19.2	
18:45	16.9	17.9	16.1	11.0	10.2	13.4	17.4	24.4	17.4	15.8	16.5	17.8	
19:00	13.4	14.0	12.8	9.2	9.0	11.0	15.0	17.5	14.4	12.1	13.5	13.8	
19:15	10.9	11.3	10.5	8.7	7.6	9.2	12.2	13.3	11.1	10.1	10.8	11.4	
19:30	9.4	9.9	9.0	7.5	6.8	8.6	11.0	10.8	9.8	8.6	9.4	9.9	
19:45	8.5	8.8	8.2	6.7	5.9	7.7	9.5	10.1	8.9	7.5	8.8	8.5	
20:00	8.1	8.4	7.9	6.8	6.0	7.5	9.4	9.1	7.9	7.1	8.4	8.3	
20:15	6.6	7.0	6.2	5.5	4.8	6.1	7.5	7.5	6.5	5.8	6.9	6.5	
20:30	6.1	6.5	5.8	4.6	4.4	5.7	6.8	7.2	6.1	6.1	6.3	6.0	
20:45	5.5	5.6	5.3	3.9	3.9	4.8	6.2	6.8	5.7	5.6	5.4	5.3	
21:00	5.3	5.8	4.9	3.8	3.7	4.6	6.1	6.4	6.0	5.1	5.3	5.1	
21:15	4.8	5.3	4.4	3.4	3.6	4.1	5.5	5.9	5.2	4.7	4.9	4.6	
21:30	4.8	5.5	4.2	3.2	3.6	4.0	5.1	6.4	5.4	4.6	4.7	4.9	
21:45	4.8	5.3	4.3	3.0	3.2	3.8	5.1	6.8	5.0	4.0	4.8	5.0	
22:00	4.8	5.3	4.4	2.6	3.4	3.7	5.2	6.9	5.1	4.2	4.6	5.2	
22:15	4.5	4.8	4.2	2.7	2.6	2.9	5.5	6.4	5.0	3.9	4.3	4.7	
22:30	4.6	4.8	4.4	3.3	2.8	3.0	5.2	6.6	4.9	4.1	4.4	4.8	
22:45	4.4	4.7	4.2	2.7	3.0	2.6	4.4	7.0	4.9	4.3	4.0	4.7	
23:00	4.4	4.6	4.3	2.7	3.2	2.8	4.2	6.9	4.6	3.8	4.4	4.7	
23:15	3.8	4.1	3.6	2.2	2.4	2.1	4.2	6.0	4.4	3.5	3.9	3.8	
23:30	3.6	3.6	3.5	1.7	2.3	1.9	3.8	5.8	3.8	3.3	3.6	3.6	
23:45	3.2	3.2	3.2	1.5	2.0	1.7	3.2	5.5	2.9	3.2	3.5	3.0	
penetraz. quot.	88.5	88.6	88.5	76.2	82.1	88.3	91.2	94.4	89.3	86.4	89.1	88.7	
durata in min.	99	99	100	59	59	74	102	149	102	100	107	93	

* maturità / scuola magistrale / scuola media superiore / scuola tecnica superiore / scuola universitaria professionale / politecnico / università

3.4 Consumo radiofonico per caratteristiche sociodemografiche: penetrazione in migliaia

RADIOCONTROL 2008 / Svizzera italiana

PENETRAZIONE PER QUARTO D'ORA in migliaia (lu-do), totale radio

universo: 281'000 persone (15+) campione: 4'788 persone / 32'940 giorni misurati

	totale persone	sesso		età					formazione conclusa			
		uomini	donne	15-24	25-34	35-44	45-59	60+	nessuna	obbligo	scuola prof.	superiore*
5:00	4.3	2.4	2.0	0.3	0.4	0.5	1.3	1.9	0.7	0.7	1.5	1.2
5:15	4.9	2.7	2.2	0.3	0.5	0.6	1.5	1.9	0.8	0.7	1.7	1.4
5:30	5.9	3.2	2.7	0.5	0.6	0.6	1.9	2.3	0.9	0.8	2.2	1.8
5:45	10.0	5.4	4.6	0.7	0.9	1.3	3.4	3.7	1.6	1.2	3.4	3.5
6:00	14.4	8.0	6.5	1.0	1.3	2.2	4.9	5.0	2.4	1.4	5.0	5.4
6:15	19.5	10.6	8.9	1.2	2.2	3.1	6.8	6.2	3.2	1.9	6.4	7.5
6:30	26.3	13.9	12.4	2.1	2.8	4.5	9.0	7.9	4.4	2.6	8.7	10.0
6:45	37.1	19.5	17.5	2.8	3.5	6.6	11.4	12.8	6.3	3.6	12.6	13.9
7:00	47.4	24.4	22.9	3.5	4.3	8.1	14.1	17.3	7.8	4.7	16.6	17.4
7:15	51.8	26.1	25.7	4.0	5.4	8.8	14.6	19.1	8.4	5.3	18.1	19.1
7:30	56.8	28.4	28.4	3.9	6.3	9.5	15.0	22.1	8.9	5.9	20.0	21.1
7:45	59.9	29.0	30.9	3.6	6.0	9.7	15.1	25.5	9.1	6.3	21.1	22.2
8:00	64.3	30.8	33.5	3.8	5.8	10.1	15.8	28.8	10.1	6.8	22.6	23.7
8:15	62.8	29.1	33.7	3.9	5.6	9.5	15.2	28.7	9.9	6.8	23.0	22.0
8:30	63.1	28.4	34.6	4.2	5.8	9.6	14.9	28.6	10.1	7.3	22.7	21.8
8:45	64.0	28.6	35.4	4.4	5.8	10.0	15.0	28.9	9.9	7.3	23.6	22.1
9:00	64.7	28.7	36.0	4.5	5.4	10.1	15.2	29.5	10.6	7.5	23.7	21.9
9:15	60.1	27.0	33.2	4.3	5.2	9.6	14.0	27.0	9.8	7.0	22.6	20.0
9:30	59.2	26.7	32.5	4.2	5.2	9.2	14.3	26.4	9.6	7.3	21.6	19.7
9:45	58.9	26.6	32.3	4.2	5.4	9.5	13.7	26.0	9.6	7.0	21.7	19.6
10:00	60.8	27.4	33.4	4.3	5.6	10.0	14.7	26.3	9.4	7.2	22.6	20.9
10:15	58.6	26.6	32.1	4.1	5.4	9.9	14.2	25.1	9.2	7.0	21.5	20.1
10:30	58.8	27.1	31.7	4.2	5.3	9.7	14.3	25.4	9.3	7.0	21.5	20.1
10:45	58.3	25.8	32.5	4.2	5.1	9.5	14.5	25.0	9.2	6.9	21.6	19.6
11:00	62.1	27.9	34.3	4.5	5.5	10.5	15.0	26.6	9.8	7.4	23.0	20.9
11:15	62.6	27.4	35.2	4.4	5.8	10.4	15.3	26.7	9.8	7.7	23.2	20.9
11:30	67.3	29.5	37.9	4.8	6.1	11.1	16.3	29.1	10.3	8.2	24.9	22.9
11:45	71.2	32.1	39.1	5.0	6.4	11.2	17.4	31.2	11.1	8.5	25.6	24.7
12:00	76.6	35.8	40.8	5.1	6.9	12.2	18.8	33.6	11.9	8.9	27.5	27.1
12:15	70.7	32.4	38.3	4.6	5.9	10.5	17.4	32.3	10.8	8.6	25.0	25.0
12:30	71.9	33.4	38.5	4.6	5.8	10.6	17.8	33.1	10.9	8.8	24.8	26.2
12:45	67.3	31.7	35.5	4.3	5.5	10.0	17.3	30.1	9.9	8.2	23.1	25.0
13:00	59.4	28.9	30.5	4.0	5.9	9.9	15.5	24.1	9.0	6.5	21.3	21.6
13:15	53.3	25.6	27.7	3.8	5.3	9.5	14.1	20.6	8.0	5.5	19.5	19.3
13:30	48.6	23.3	25.2	3.3	4.9	8.7	13.1	18.6	7.6	5.0	18.1	17.0
13:45	43.9	21.1	22.8	3.3	4.6	8.0	11.7	16.4	6.7	4.5	16.3	15.7
14:00	43.1	20.7	22.4	3.1	4.6	8.0	11.3	16.1	6.9	4.1	16.0	15.3
14:15	39.5	19.4	20.1	3.2	4.3	7.2	10.2	14.7	6.3	4.2	14.5	13.9
14:30	39.4	19.3	20.1	3.2	4.3	7.4	10.1	14.5	6.1	4.1	14.7	13.8
14:45	39.7	19.7	20.0	3.1	4.2	7.6	10.1	14.6	6.3	4.0	14.9	13.8

* maturità / scuola magistrale / scuola media superiore / scuola tecnica superiore / scuola universitaria professionale / politecnico / università

3.4 Consumo radiofonico per caratteristiche sociodemografiche: penetrazione in migliaia

RADIOCONTROL 2008 / Svizzera italiana

PENETRAZIONE PER QUARTO D'ORA in migliaia (lu-do), totale radio

universo: 281'000 persone (15+) campione: 4'788 persone / 32'940 giorni misurati

	totale	sesso		età					formazione conclusa			
	persone	uomini	donne	15-24	25-34	35-44	45-59	60+	nessuna	obbligo	scuola prof.	superiore*
15:00	41.6	20.5	21.1	3.1	4.5	8.1	11.1	14.8	6.6	4.2	15.2	15.0
15:15	40.3	19.6	20.8	3.1	4.7	7.7	10.4	14.4	6.3	4.2	14.8	14.3
15:30	39.8	19.8	20.0	2.9	4.4	7.8	10.2	14.5	6.3	4.0	14.5	14.3
15:45	41.1	20.7	20.4	3.0	4.6	7.7	10.8	14.9	6.4	4.2	14.3	15.5
16:00	42.9	21.7	21.3	3.4	4.6	8.3	11.6	15.1	6.9	4.3	14.6	16.4
16:15	41.9	21.7	20.2	3.2	4.8	8.0	11.3	14.7	6.8	4.3	14.3	16.0
16:30	42.7	21.8	20.9	3.3	5.1	8.3	11.3	14.8	6.8	4.3	15.1	15.8
16:45	43.3	22.1	21.2	3.4	4.9	8.1	11.6	15.2	6.9	4.4	15.3	15.9
17:00	47.3	24.2	23.2	3.8	5.3	8.8	13.1	16.4	7.6	4.5	16.6	17.8
17:15	45.6	23.3	22.3	3.6	5.4	8.6	12.0	15.9	7.4	4.3	15.5	17.6
17:30	46.5	23.7	22.8	3.9	5.3	8.5	11.8	16.9	7.0	4.7	16.0	17.9
17:45	48.3	23.8	24.4	3.6	5.4	8.7	11.9	18.7	7.5	5.0	16.0	19.0
18:00	53.9	26.2	27.7	3.7	5.6	9.2	13.4	22.0	8.6	5.6	17.6	21.3
18:15	50.8	24.7	26.1	3.4	4.9	8.2	12.2	22.0	8.2	5.5	16.1	20.1
18:30	50.2	25.2	25.0	3.5	4.5	8.1	12.2	22.0	8.0	5.4	15.8	20.2
18:45	47.6	23.8	23.8	3.6	4.2	7.5	11.8	20.6	7.6	5.1	15.4	18.7
19:00	37.6	18.7	18.9	3.0	3.7	6.1	10.1	14.7	6.2	3.8	12.6	14.4
19:15	30.5	15.0	15.4	2.8	3.1	5.1	8.2	11.2	4.9	3.1	10.2	12.0
19:30	26.5	13.2	13.3	2.5	2.8	4.8	7.4	9.1	4.3	2.7	8.8	10.4
19:45	23.8	11.8	12.1	2.2	2.4	4.3	6.4	8.5	4.0	2.3	8.3	9.0
20:00	22.8	11.2	11.6	2.2	2.4	4.2	6.3	7.7	3.6	2.2	7.9	8.8
20:15	18.5	9.4	9.2	1.8	2.0	3.4	5.1	6.3	3.0	1.9	6.5	6.8
20:30	17.1	8.6	8.5	1.5	1.8	3.2	4.6	6.1	2.8	2.0	5.8	6.3
20:45	15.4	7.5	7.9	1.3	1.6	2.7	4.2	5.7	2.6	1.8	5.1	5.6
21:00	14.9	7.7	7.2	1.2	1.5	2.5	4.1	5.4	2.7	1.6	5.0	5.3
21:15	13.5	7.0	6.5	1.1	1.5	2.3	3.7	5.0	2.4	1.5	4.6	4.9
21:30	13.6	7.4	6.2	1.0	1.5	2.2	3.5	5.4	2.4	1.5	4.4	5.1
21:45	13.5	7.1	6.4	1.0	1.3	2.1	3.4	5.7	2.3	1.3	4.5	5.2
22:00	13.6	7.1	6.5	0.9	1.4	2.1	3.5	5.8	2.3	1.4	4.3	5.4
22:15	12.6	6.4	6.2	0.9	1.1	1.6	3.7	5.4	2.2	1.3	4.0	5.0
22:30	12.9	6.4	6.5	1.1	1.2	1.7	3.5	5.5	2.2	1.4	4.1	5.1
22:45	12.4	6.2	6.2	0.9	1.2	1.5	3.0	5.9	2.1	1.4	3.8	4.9
23:00	12.4	6.1	6.3	0.9	1.3	1.5	2.8	5.8	2.0	1.3	4.1	4.9
23:15	10.8	5.4	5.4	0.7	1.0	1.2	2.8	5.1	1.8	1.2	3.6	4.0
23:30	10.0	4.8	5.2	0.6	1.0	1.1	2.5	4.9	1.6	1.1	3.4	3.8
23:45	8.9	4.2	4.7	0.5	0.8	0.9	2.2	4.6	1.3	1.1	3.3	3.2
penetraz. quot.	248.7	117.9	130.8	24.8	33.7	49.1	61.5	79.6	39.2	27.5	83.8	93.6
durata in min.	99	99	100	59	59	74	102	149	102	100	107	93

* maturità / scuola magistrale / scuola media superiore / scuola tecnica superiore / scuola universitaria professionale / politecnico / università

3.5 Consumo radiofonico per caratteristiche sociodemografiche: composizione del pubblico in %

RADIOCONTROL 2008 / Svizzera italiana

COMPOSIZIONE DEL PUBBLICO in % (lu-do), totale radio

universo: 281'000 persone (15+) campione: 4'788 persone / 32'940 giorni misurati

	totale persone	sesso		età					formazione conclusa			
		uomini	donne	15-24	25-34	35-44	45-59	60+	nessuna	obbligo	scuola prof.	superiore*
5:00	100	55	45	6	8	11	31	43	18	16	32	29
5:15	100	54	46	6	9	13	32	40	18	15	33	30
5:30	100	52	48	10	8	9	32	41	17	16	34	30
5:45	100	55	45	7	9	11	33	40	18	13	33	34
6:00	100	55	45	7	10	13	33	37	18	10	33	37
6:15	100	54	46	6	10	14	34	35	17	11	32	39
6:30	100	52	48	8	10	15	34	33	17	10	33	37
6:45	100	53	47	7	9	15	30	38	17	10	35	36
7:00	100	51	49	7	8	15	29	41	16	10	36	36
7:15	100	49	51	8	9	15	27	41	16	11	36	35
7:30	100	49	51	6	10	15	26	43	16	11	36	35
7:45	100	48	52	5	9	15	25	46	16	11	35	36
8:00	100	48	52	6	8	15	24	47	16	11	35	36
8:15	100	46	54	6	8	14	24	47	16	11	37	34
8:30	100	45	55	6	9	14	24	47	16	12	36	34
8:45	100	45	55	7	9	15	23	46	16	11	37	34
9:00	100	44	56	7	8	15	24	46	16	12	37	34
9:15	100	45	55	7	9	16	23	46	16	12	38	33
9:30	100	45	55	7	9	15	24	45	16	12	37	33
9:45	100	45	55	7	9	16	23	45	16	12	37	33
10:00	100	45	55	7	9	16	24	44	15	12	37	34
10:15	100	45	55	7	9	17	24	43	16	12	37	34
10:30	100	46	54	7	9	16	24	43	16	12	37	34
10:45	100	44	56	7	9	16	25	43	16	12	37	34
11:00	100	45	55	7	9	17	24	43	16	12	37	34
11:15	100	44	56	7	9	17	24	43	16	12	37	33
11:30	100	44	56	7	9	16	24	44	15	12	37	34
11:45	100	45	55	7	9	16	25	44	16	12	36	35
12:00	100	46	54	7	9	16	24	44	16	12	36	35
12:15	100	46	54	7	8	15	24	46	15	12	35	35
12:30	100	46	54	6	8	15	25	47	15	12	34	36
12:45	100	47	53	6	8	15	26	45	15	12	34	37
13:00	100	49	51	7	10	16	26	41	15	11	36	36
13:15	100	48	52	7	10	17	26	39	15	11	36	36
13:30	100	48	52	7	10	17	27	39	16	10	37	35
13:45	100	48	52	7	10	18	26	38	15	10	37	36
14:00	100	48	52	7	11	18	26	38	16	9	37	36
14:15	100	49	51	8	11	18	25	38	16	11	36	35
14:30	100	48	52	8	11	18	26	37	15	11	37	35
14:45	100	49	51	8	11	19	26	38	16	10	38	35

* maturità / scuola magistrale / scuola media superiore / scuola tecnica superiore / scuola universitaria professionale / politecnico / università

3.5 Consumo radiofonico per caratteristiche sociodemografiche: composizione del pubblico in %

universo: 281'000 persone (15+) campione: 4'788 persone / 32'940 giorni misurati

RADIOCONTROL 2008 / Svizzera italiana

COMPOSIZIONE DEL PUBBLICO in % (lu-do), totale radio

	totale persone	sesso		età					formazione conclusa			
		uomini	donne	15-24	25-34	35-44	45-59	60+	nessuna	obbligo	scuola prof.	superiore*
15:00	100	49	51	8	11	19	27	36	16	10	36	36
15:15	100	48	52	7	11	19	26	37	16	10	37	36
15:30	100	49	51	7	11	19	26	37	16	10	36	36
15:45	100	50	50	7	11	19	26	37	16	10	35	38
16:00	100	51	50	8	11	19	27	36	16	10	33	38
16:15	100	52	48	8	11	19	27	35	16	10	34	38
16:30	100	51	49	8	12	19	26	35	16	10	35	37
16:45	100	51	49	8	11	19	27	35	16	10	35	37
17:00	100	51	49	8	11	18	28	35	16	9	35	38
17:15	100	51	49	8	12	19	26	35	16	9	34	39
17:30	100	51	49	8	11	18	26	37	15	10	34	39
17:45	100	50	50	7	11	18	25	39	16	10	33	40
18:00	100	49	51	7	10	17	25	42	16	10	33	40
18:15	100	49	51	7	9	16	24	44	16	11	32	39
18:30	100	50	50	7	9	16	24	44	16	11	32	40
18:45	100	50	50	7	9	16	25	44	16	11	32	39
19:00	100	50	50	8	10	16	27	40	17	10	33	38
19:15	100	49	51	9	11	17	27	37	16	10	33	39
19:30	100	50	50	9	10	18	28	34	16	10	33	40
19:45	100	50	50	9	10	18	27	36	17	9	35	37
20:00	100	49	51	10	11	18	28	34	16	10	35	38
20:15	100	51	49	10	11	18	28	33	16	10	35	37
20:30	100	50	50	8	11	18	27	36	16	12	33	38
20:45	100	48	52	8	10	16	27	38	18	13	31	37
21:00	100	51	49	8	10	16	28	36	18	12	33	36
21:15	100	52	48	8	11	16	28	37	17	11	34	36
21:30	100	54	46	8	11	16	26	39	17	11	34	37
21:45	100	53	47	7	9	15	25	43	16	10	34	38
22:00	100	54	46	6	10	14	26	43	16	11	31	40
22:15	100	51	49	7	8	12	30	43	18	11	31	39
22:30	100	51	49	8	9	12	28	42	17	10	32	40
22:45	100	50	50	7	9	11	25	48	18	11	30	40
23:00	100	49	51	7	10	11	24	48	17	11	33	38
23:15	100	50	50	7	9	10	27	48	17	10	34	38
23:30	100	48	52	6	10	9	24	51	15	11	33	39
23:45	100	46	54	6	10	9	24	52	14	13	36	37
comp. quotidiana del pubblico	100	47	53	10	14	20	25	32	16	11	34	38

* maturità / scuola magistrale / scuola media superiore / scuola tecnica superiore / scuola universitaria professionale / politecnico / università

3.6 Consumo radiofonico per giorno della settimana e per caratteristiche sociodemografiche: penetrazione in %

RADIOCONTROL 2008 / Svizzera italiana

PENETRAZIONE PER QUARTO D'ORA in %, totale radio

universo: 281'000 persone (15+) campione: 4'788 persone / 32'940 giorni misurati

	giorni della settimana							lunedì - venerdì	sabato - domenica	lunedì - domenica
	lunedì	martedì	mercoledì	giovedì	venerdì	sabato	domenica			
totale persone	90.6	90.0	89.8	90.0	90.1	86.3	82.7	90.1	84.5	88.5
sesso										
uomini	91.3	90.0	90.5	90.1	90.2	86.3	81.6	90.4	83.9	88.6
donne	89.9	89.9	89.2	89.9	90.1	86.3	83.7	89.8	85.0	88.5
età										
15-24	81.4	76.8	80.3	77.9	77.9	71.6	67.2	78.8	69.4	76.2
25-34	83.3	83.9	84.7	84.8	86.6	77.2	73.9	84.6	75.6	82.1
35-44	92.9	91.6	89.1	90.6	88.5	83.4	81.7	90.5	82.5	88.3
45-59	92.5	92.6	92.2	92.8	92.6	90.6	85.0	92.5	87.8	91.2
60+	94.5	94.9	94.6	94.7	95.8	94.8	91.7	94.9	93.3	94.4
formazione conclusa										
nessuna	90.8	91.7	90.7	90.6	90.5	86.8	83.8	90.9	85.3	89.3
obbligo	87.9	87.2	86.5	87.2	88.2	86.0	81.5	87.4	83.7	86.4
scuola prof.	92.0	90.2	90.1	90.3	90.2	87.5	83.2	90.6	85.3	89.1
superiore*	89.8	90.7	90.8	90.7	91.1	85.1	82.4	90.6	83.8	88.7

* maturità / scuola magistrale / scuola media superiore / scuola tecnica superiore / scuola universitaria professionale / politecnico / università

3.7 Consumo radiofonico per giorno della settimana e per caratteristiche sociodemografiche: durata in minuti

RADIOCONTROL 2008 / Svizzera italiana

DURATA in minuti, totale radio

universo: 281'000 persone (15+) campione: 4'788 persone / 32'940 giorni misurati

	giorni della settimana							lunedì - venerdì	sabato - domenica	lunedì - domenica
	lunedì	martedì	mercoledì	giovedì	venerdì	sabato	domenica			
totale persone	106.8	105.7	106.5	107.3	105.4	87.4	76.8	106.3	82.1	99.5
sesso										
uomini	108.4	106.7	107.3	107.4	106.1	85.0	73.8	107.2	79.4	99.3
donne	105.3	104.9	105.8	107.1	104.8	89.6	79.5	105.6	84.6	99.6
età										
15-24	63.6	59.1	70.7	67.4	61.5	49.1	43.8	64.5	46.4	59.3
25-34	66.2	67.3	65.6	65.6	64.4	47.6	39.2	65.8	43.4	59.4
35-44	81.9	85.8	81.4	83.5	80.9	58.7	48.4	82.7	53.5	74.4
45-59	111.9	110.7	108.9	109.3	109.3	90.6	76.0	110.0	83.3	102.4
60+	155.6	151.7	155.0	157.1	155.5	138.2	127.4	155.0	132.8	148.7
formazione conclusa										
nessuna	110.9	111.2	105.8	110.6	103.5	89.0	81.8	108.4	85.4	101.9
obbligo	107.4	103.0	108.9	107.0	107.7	88.6	75.1	106.8	81.8	99.7
scuola prof.	115.3	114.5	114.0	113.7	113.4	94.4	80.3	114.2	87.4	106.6
superiore*	98.6	98.2	100.4	101.6	99.2	79.8	72.3	99.6	76.1	92.9

* maturità / scuola magistrale / scuola media superiore / scuola tecnica superiore / scuola universitaria professionale / politecnico / università

RADIOCONTROL 2008 / Svizzera italiana

PENETRAZIONE PER QUARTO D'ORA in % (lu-do)

universo: 281'000 persone (15+) campione: 4'788 persone / 32'940 giorni misurati

	radio	SRG SSR idée suisse					totale	private CH	totale	estere	
	totale	RSI	Rete Uno	Rete Due	Rete Tre	altre SSR		totale		RAI	private it
5:00	1.5	0.9	0.7	0.1	0.1	0.2	1.1	0.2	0.3	0.0	0.1
5:15	1.7	1.0	0.8	0.1	0.2	0.2	1.2	0.3	0.2	0.1	0.1
5:30	2.1	1.3	1.1	0.1	0.2	0.3	1.6	0.3	0.3	0.1	0.1
5:45	3.5	2.4	2.0	0.1	0.4	0.6	3.0	0.3	0.3	0.1	0.2
6:00	5.1	3.8	3.1	0.2	0.6	0.7	4.5	0.3	0.4	0.1	0.3
6:15	6.9	5.3	4.1	0.3	1.0	0.8	6.1	0.5	0.5	0.1	0.3
6:30	9.4	7.1	5.5	0.3	1.5	1.1	8.2	0.7	0.7	0.2	0.3
6:45	13.2	10.1	8.0	0.4	1.9	1.6	11.7	0.9	0.9	0.3	0.5
7:00	16.9	12.9	10.1	0.4	2.5	2.2	14.9	1.2	1.1	0.2	0.7
7:15	18.4	14.0	10.3	0.8	3.3	2.1	16.0	1.5	1.4	0.2	0.9
7:30	20.2	15.2	10.7	1.3	3.6	2.4	17.4	1.7	1.7	0.3	1.2
7:45	21.3	15.9	11.4	1.2	3.6	2.6	18.3	1.8	1.8	0.2	1.2
8:00	22.9	17.1	12.8	1.0	3.5	2.8	19.7	1.9	1.9	0.2	1.2
8:15	22.3	16.6	12.4	1.0	3.5	2.6	19.0	1.9	1.9	0.3	1.3
8:30	22.4	16.3	11.7	1.3	3.6	2.7	18.8	2.0	2.2	0.3	1.3
8:45	22.8	16.4	11.7	1.3	3.7	2.9	19.2	2.0	2.1	0.2	1.3
9:00	23.0	16.2	11.6	1.4	3.6	3.2	19.2	2.1	2.3	0.2	1.5
9:15	21.4	15.0	10.4	1.2	3.6	2.8	17.6	2.1	2.2	0.2	1.5
9:30	21.1	14.6	9.8	1.2	3.7	2.8	17.2	2.1	2.1	0.2	1.4
9:45	21.0	14.3	9.5	1.2	3.8	2.7	16.9	2.2	2.3	0.2	1.6
10:00	21.6	14.8	10.0	1.3	3.8	2.8	17.5	2.3	2.4	0.2	1.5
10:15	20.9	14.2	9.3	1.2	3.9	2.8	16.8	2.3	2.2	0.2	1.5
10:30	20.9	14.3	9.3	1.3	4.0	2.8	17.0	2.2	2.1	0.2	1.5
10:45	20.8	14.2	9.3	1.1	4.0	2.7	16.8	2.3	2.1	0.2	1.5
11:00	22.1	15.2	10.0	1.2	4.2	2.9	17.9	2.5	2.3	0.3	1.6
11:15	22.3	15.5	10.3	1.2	4.3	2.8	18.2	2.3	2.2	0.2	1.5
11:30	24.0	17.0	11.4	1.3	4.6	2.9	19.8	2.4	2.2	0.3	1.5
11:45	25.3	18.7	13.2	1.4	4.5	2.8	21.4	2.3	2.2	0.2	1.4
12:00	27.3	20.5	15.3	1.6	4.1	2.9	23.2	2.3	2.3	0.2	1.5
12:15	25.2	19.3	15.2	1.3	3.1	2.7	21.8	2.0	1.8	0.1	1.2
12:30	25.6	19.8	16.2	1.1	2.8	2.8	22.5	1.8	1.7	0.2	1.0
12:45	23.9	18.3	14.7	1.1	2.8	2.7	20.9	1.7	1.7	0.2	1.0
13:00	21.1	15.3	10.9	1.3	3.3	2.6	17.7	2.0	1.9	0.2	1.2
13:15	19.0	13.5	8.8	1.3	3.5	2.4	15.8	1.8	1.7	0.2	1.1
13:30	17.3	11.9	7.7	1.1	3.3	2.3	14.1	1.9	1.7	0.2	1.1
13:45	15.6	10.4	6.4	1.0	3.2	2.2	12.5	1.8	1.6	0.2	1.1
14:00	15.3	9.9	6.1	0.9	3.1	2.3	12.1	1.8	1.8	0.2	1.1
14:15	14.1	9.1	5.3	0.9	3.0	2.1	11.1	1.6	1.8	0.2	1.1
14:30	14.0	9.1	5.3	1.0	3.0	1.9	10.9	1.6	1.8	0.2	1.1
14:45	14.1	9.1	5.3	0.9	3.0	1.9	10.9	1.7	1.9	0.2	1.2

RADIOCONTROL 2008 / Svizzera italiana

PENETRAZIONE PER QUARTO D'ORA in % (lu-do)

universo: 281'000 persone (15+) campione: 4'788 persone / 32'940 giorni misurati

	radio	SRG SSR idée suisse					totale	private CH	totale	estere	
	totale	RSI	Rete Uno	Rete Due	Rete Tre	altre SSR		totale		RAI	private it
15:00	14.8	9.4	5.6	0.9	3.0	2.0	11.3	1.9	2.0	0.2	1.3
15:15	14.4	9.3	5.3	1.0	3.2	1.9	11.0	1.8	1.9	0.2	1.3
15:30	14.2	9.2	5.2	1.0	3.1	1.7	10.8	1.8	1.8	0.2	1.3
15:45	14.6	9.4	5.5	0.9	3.1	1.8	11.2	1.8	1.9	0.2	1.3
16:00	15.3	9.8	5.8	0.9	3.3	2.0	11.6	1.9	2.1	0.2	1.3
16:15	14.9	9.8	5.6	1.0	3.4	1.8	11.5	1.8	1.9	0.2	1.3
16:30	15.2	10.0	5.7	1.0	3.5	1.9	11.8	1.9	1.9	0.2	1.2
16:45	15.4	10.0	5.8	0.9	3.5	2.1	11.9	1.9	1.9	0.3	1.2
17:00	16.9	10.9	6.7	1.0	3.5	2.3	13.0	2.1	2.2	0.2	1.4
17:15	16.2	10.6	6.3	1.1	3.5	2.1	12.6	2.0	2.1	0.2	1.3
17:30	16.5	11.0	7.1	1.0	3.2	2.1	13.0	2.0	2.0	0.2	1.3
17:45	17.2	11.8	8.0	1.0	3.1	2.1	13.8	2.0	1.8	0.2	1.2
18:00	19.2	13.6	10.2	0.9	2.7	2.4	15.8	2.0	1.8	0.2	1.2
18:15	18.1	13.1	10.2	0.8	2.3	2.2	15.2	1.6	1.7	0.2	1.1
18:30	17.9	13.3	10.4	0.9	2.2	2.0	15.2	1.5	1.6	0.2	1.0
18:45	16.9	12.6	9.5	1.2	2.2	1.8	14.2	1.4	1.6	0.2	0.9
19:00	13.4	9.3	6.2	1.3	2.0	1.7	10.8	1.3	1.7	0.2	1.0
19:15	10.9	7.4	4.8	1.2	1.6	1.3	8.7	1.1	1.3	0.2	0.8
19:30	9.4	6.3	4.3	0.8	1.3	1.1	7.4	1.0	1.2	0.2	0.8
19:45	8.5	5.6	3.8	0.7	1.2	1.0	6.5	1.0	1.2	0.1	0.6
20:00	8.1	5.0	3.4	0.5	1.2	1.1	6.1	1.0	1.2	0.1	0.6
20:15	6.6	4.0	2.6	0.4	1.1	1.0	5.0	0.7	1.0	0.1	0.6
20:30	6.1	3.6	2.3	0.4	1.0	0.9	4.4	0.8	1.1	0.1	0.6
20:45	5.5	3.2	2.1	0.4	0.8	0.8	3.9	0.7	0.9	0.1	0.6
21:00	5.3	3.1	2.1	0.4	0.7	0.8	3.9	0.7	0.9	0.1	0.5
21:15	4.8	2.9	1.8	0.4	0.7	0.7	3.6	0.6	0.7	0.1	0.4
21:30	4.8	2.8	1.9	0.4	0.6	0.7	3.5	0.6	0.8	0.1	0.4
21:45	4.8	3.0	2.0	0.4	0.6	0.8	3.7	0.5	0.7	0.1	0.4
22:00	4.8	2.9	2.1	0.4	0.6	0.9	3.7	0.5	0.7	0.1	0.4
22:15	4.5	2.8	1.9	0.4	0.6	0.7	3.5	0.5	0.6	0.1	0.3
22:30	4.6	2.9	2.0	0.3	0.6	0.7	3.5	0.5	0.7	0.1	0.3
22:45	4.4	2.8	2.1	0.3	0.5	0.7	3.5	0.4	0.6	0.1	0.3
23:00	4.4	2.9	2.2	0.3	0.5	0.7	3.5	0.4	0.6	0.1	0.2
23:15	3.8	2.5	1.8	0.3	0.5	0.6	3.0	0.4	0.5	0.1	0.2
23:30	3.6	2.2	1.6	0.2	0.4	0.6	2.8	0.4	0.5	0.1	0.2
23:45	3.2	2.0	1.5	0.2	0.4	0.6	2.6	0.3	0.4	0.1	0.2
penetraz. quot.	88.5	66.0	49.2	9.3	27.0	26.5	75.8	30.9	35.1	5.3	16.6
durata in minuti	99	71	50	6	15	12	84	8	8	1	6

3.8 Consumo radiofonico per emittente: penetrazione in %

RADIOCONTROL 2008 / Svizzera italiana

PENETRAZIONE PER QUARTO D'ORA in migliaia (lu-do)

universo: 281'000 persone (15+) campione: 4'788 persone / 32'940 giorni misurati

	radio	SRG SSR idée suisse					totale	private CH	totale	estere	
	totale	RSI	Rete Uno	Rete Due	Rete Tre	altre SSR		totale		RAI	private it
5:00	4.3	2.6	2.1	0.1	0.4	0.6	3.1	0.6	0.7	0.1	0.4
5:15	4.9	2.9	2.3	0.2	0.4	0.6	3.5	0.9	0.6	0.2	0.4
5:30	5.9	3.7	3.0	0.2	0.6	0.8	4.4	0.9	0.7	0.2	0.3
5:45	10.0	6.8	5.6	0.3	1.0	1.5	8.3	0.9	0.9	0.2	0.6
6:00	14.4	10.7	8.7	0.6	1.6	1.9	12.5	0.9	1.2	0.3	0.7
6:15	19.5	14.9	11.6	0.7	2.7	2.4	17.1	1.3	1.4	0.3	0.8
6:30	26.3	20.0	15.4	0.9	4.2	3.0	22.9	1.9	1.9	0.7	0.9
6:45	37.1	28.4	22.5	1.1	5.4	4.5	32.7	2.5	2.5	1.0	1.3
7:00	47.4	36.2	28.5	1.2	7.1	6.1	41.9	3.5	3.1	0.6	1.9
7:15	51.8	39.4	28.9	2.2	9.2	5.8	44.9	4.2	3.9	0.6	2.6
7:30	56.8	42.6	30.2	3.5	10.1	6.8	48.8	4.7	4.7	0.7	3.3
7:45	59.9	44.6	32.1	3.4	10.2	7.4	51.4	5.0	5.0	0.7	3.4
8:00	64.3	48.0	36.1	2.8	9.8	7.8	55.3	5.2	5.3	0.6	3.4
8:15	62.8	46.6	34.8	2.9	10.0	7.4	53.4	5.4	5.4	0.7	3.7
8:30	63.1	45.7	32.8	3.5	10.2	7.6	52.9	5.6	6.0	0.8	3.8
8:45	64.0	46.2	32.8	3.6	10.5	8.0	53.8	5.6	6.0	0.7	3.8
9:00	64.7	45.4	32.6	3.9	10.0	9.0	53.9	6.0	6.4	0.6	4.1
9:15	60.1	42.1	29.1	3.4	10.2	7.9	49.5	5.8	6.2	0.7	4.1
9:30	59.2	40.9	27.6	3.4	10.4	7.8	48.3	5.9	6.0	0.7	4.0
9:45	58.9	40.1	26.7	3.4	10.5	7.6	47.4	6.1	6.5	0.7	4.4
10:00	60.8	41.6	28.0	3.7	10.6	7.9	49.0	6.5	6.6	0.5	4.3
10:15	58.6	39.8	26.0	3.4	11.0	7.8	47.2	6.4	6.2	0.6	4.1
10:30	58.8	40.3	26.1	3.6	11.1	7.8	47.7	6.3	6.0	0.6	4.1
10:45	58.3	39.9	26.1	3.1	11.1	7.7	47.1	6.4	6.0	0.6	4.3
11:00	62.1	42.6	28.2	3.5	11.7	8.1	50.3	6.9	6.4	0.7	4.5
11:15	62.6	43.7	28.9	3.3	12.0	7.8	51.1	6.5	6.2	0.7	4.3
11:30	67.3	47.8	31.9	3.6	12.9	8.1	55.6	6.7	6.1	0.7	4.1
11:45	71.2	52.6	37.0	3.8	12.5	7.8	60.1	6.4	6.1	0.7	4.1
12:00	76.6	57.6	43.0	4.6	11.6	8.1	65.2	6.5	6.4	0.5	4.2
12:15	70.7	54.1	42.6	3.6	8.8	7.7	61.3	5.6	5.1	0.4	3.5
12:30	71.9	55.6	45.5	3.1	8.0	8.0	63.2	5.1	4.7	0.5	2.8
12:45	67.3	51.4	41.4	3.0	8.0	7.6	58.7	4.8	4.8	0.5	2.8
13:00	59.4	42.9	30.6	3.7	9.3	7.3	49.8	5.6	5.3	0.6	3.4
13:15	53.3	37.9	24.7	3.8	9.9	6.7	44.3	5.1	4.7	0.5	3.2
13:30	48.6	33.4	21.6	3.2	9.3	6.4	39.5	5.2	4.8	0.5	3.2
13:45	43.9	29.3	17.8	2.7	9.1	6.1	35.2	5.1	4.6	0.5	3.0
14:00	43.1	27.9	17.2	2.4	8.7	6.4	34.1	4.9	5.0	0.4	3.0
14:15	39.5	25.5	15.0	2.5	8.4	5.8	31.1	4.4	4.9	0.4	3.2
14:30	39.4	25.6	14.9	2.8	8.3	5.4	30.6	4.4	5.1	0.5	3.2
14:45	39.7	25.5	14.9	2.5	8.5	5.3	30.6	4.7	5.3	0.5	3.3

RADIOCONTROL 2008 / Svizzera italiana

PENETRAZIONE PER QUARTO D'ORA in migliaia (lu-do)

universo: 281'000 persone (15+) campione: 4'788 persone / 32'940 giorni misurati

	radio	SRG SSR idée suisse					totale	private CH	totale	estere	
	totale	RSI	Rete Uno	Rete Due	Rete Tre	altre SSR		totale		RAI	private it
15:00	41.6	26.4	15.6	2.6	8.5	5.7	31.8	5.3	5.5	0.5	3.5
15:15	40.3	26.1	14.9	2.7	8.9	5.2	31.0	5.0	5.2	0.6	3.5
15:30	39.8	25.7	14.7	2.8	8.6	4.9	30.4	4.9	5.1	0.5	3.5
15:45	41.1	26.5	15.5	2.6	8.8	5.2	31.5	5.1	5.5	0.5	3.7
16:00	42.9	27.5	16.3	2.6	9.2	5.5	32.7	5.4	5.9	0.5	3.7
16:15	41.9	27.4	15.8	2.7	9.4	5.1	32.4	5.1	5.4	0.6	3.7
16:30	42.7	28.1	15.9	2.8	9.9	5.4	33.2	5.3	5.3	0.6	3.5
16:45	43.3	28.0	16.4	2.5	9.7	5.8	33.4	5.4	5.4	0.7	3.4
17:00	47.3	30.6	18.7	2.7	9.9	6.3	36.5	6.0	6.3	0.6	4.0
17:15	45.6	29.8	17.6	3.1	9.8	5.9	35.4	5.6	5.8	0.6	3.7
17:30	46.5	30.9	19.9	2.9	9.0	5.8	36.4	5.7	5.5	0.6	3.6
17:45	48.3	33.2	22.5	2.7	8.6	6.0	38.9	5.6	5.1	0.6	3.2
18:00	53.9	38.1	28.6	2.6	7.4	6.7	44.4	5.7	5.2	0.5	3.2
18:15	50.8	36.8	28.6	2.3	6.4	6.3	42.8	4.4	4.7	0.6	3.0
18:30	50.2	37.4	29.1	2.6	6.1	5.5	42.6	4.2	4.6	0.5	2.9
18:45	47.6	35.3	26.6	3.2	6.1	5.0	40.0	4.0	4.5	0.6	2.6
19:00	37.6	26.0	17.5	3.6	5.5	4.7	30.3	3.7	4.8	0.5	2.8
19:15	30.5	20.9	13.6	3.2	4.5	3.6	24.3	3.1	3.8	0.5	2.3
19:30	26.5	17.8	12.0	2.3	3.8	3.0	20.7	2.8	3.5	0.5	2.1
19:45	23.8	15.7	10.6	1.9	3.4	2.8	18.3	2.7	3.2	0.4	1.7
20:00	22.8	14.0	9.5	1.5	3.3	3.2	17.0	2.9	3.4	0.4	1.8
20:15	18.5	11.3	7.4	1.1	3.0	2.9	14.1	2.1	2.7	0.3	1.6
20:30	17.1	10.0	6.3	1.1	2.7	2.5	12.4	2.2	3.0	0.4	1.8
20:45	15.4	9.0	5.9	1.1	2.1	2.2	11.1	2.0	2.6	0.3	1.6
21:00	14.9	8.8	5.8	1.1	2.0	2.2	10.8	1.9	2.4	0.3	1.4
21:15	13.5	8.1	5.2	1.0	2.1	2.1	10.1	1.7	2.1	0.3	1.1
21:30	13.6	7.9	5.3	1.0	1.8	2.1	10.0	1.7	2.2	0.3	1.2
21:45	13.5	8.3	5.7	1.0	1.8	2.1	10.4	1.5	1.9	0.3	1.0
22:00	13.6	8.2	5.8	1.0	1.6	2.4	10.5	1.4	1.9	0.3	1.0
22:15	12.6	7.9	5.3	1.0	1.7	1.9	9.7	1.4	1.8	0.3	0.9
22:30	12.9	8.0	5.6	0.9	1.6	2.0	9.9	1.4	1.8	0.4	1.0
22:45	12.4	7.9	5.8	0.8	1.5	1.9	9.8	1.2	1.6	0.4	0.8
23:00	12.4	8.0	6.1	0.8	1.3	2.0	9.9	1.1	1.6	0.3	0.6
23:15	10.8	7.0	5.1	0.7	1.3	1.7	8.5	1.0	1.4	0.2	0.6
23:30	10.0	6.2	4.4	0.7	1.2	1.8	7.9	1.0	1.3	0.3	0.6
23:45	8.9	5.6	4.3	0.5	1.0	1.6	7.2	0.9	1.1	0.2	0.5
penetr. quot.	248.7	185.6	138.3	26.1	75.8	74.4	212.9	86.9	98.6	14.8	46.6
durata in minuti	99	71	50	6	15	12	84	8	8	1	6

3.9 Consumo radiofonico per emittente: penetrazione in migliaia

RADIOCONTROL 2008 / Svizzera italiana

QUOTA DI MERCATO in % (lu-do)

universo: 281'000 persone (15+) campione: 4'788 persone / 32'940 giorni misurati

	radio	SRG SSR idée suisse					:	private CH	:	estere	
	totale	RSI	Rete Uno	Rete Due	Rete Tre	altre SSR		totale		totale	RAI
5:00	100.0	62.8	51.7	3.8	7.3	12.2	74.9	12.1	13.0	0.8	8.4
5:15	100.0	62.3	51.0	3.5	7.8	12.5	74.8	13.0	12.2	1.9	7.9
5:30	100.0	62.6	49.9	3.5	9.2	12.9	75.5	12.8	11.6	2.6	6.6
5:45	100.0	71.1	56.3	3.8	11.0	14.4	85.5	6.3	8.2	1.2	6.3
6:00	100.0	76.2	62.4	4.1	9.7	13.0	89.3	3.3	7.5	1.6	5.1
6:15	100.0	76.9	60.6	4.2	12.1	11.7	88.6	4.2	7.2	2.1	4.5
6:30	100.0	77.8	61.1	3.9	12.8	11.1	88.8	5.0	6.1	1.8	3.9
6:45	100.0	77.0	62.5	2.8	11.7	11.7	88.8	5.3	6.0	2.3	3.1
7:00	100.0	76.8	62.8	2.4	11.6	13.2	90.0	4.9	5.1	1.1	3.3
7:15	100.0	76.4	58.1	4.0	14.3	12.0	88.4	6.2	5.5	0.8	4.1
7:30	100.0	76.4	56.6	6.5	13.3	11.6	88.1	5.5	6.5	1.2	4.8
7:45	100.0	75.4	56.1	5.5	13.8	11.8	87.2	6.1	6.7	1.0	5.0
8:00	100.0	76.4	60.3	4.1	12.1	12.2	88.6	5.5	5.9	0.7	4.3
8:15	100.0	75.0	56.8	4.7	13.6	11.9	87.0	6.4	6.7	1.0	4.9
8:30	100.0	75.0	54.7	6.1	14.3	11.8	86.8	6.6	6.6	0.8	4.8
8:45	100.0	74.3	54.0	5.5	14.9	12.0	86.3	7.0	6.7	0.7	5.1
9:00	100.0	71.4	52.2	5.5	13.8	13.6	85.1	7.6	7.3	0.7	5.6
9:15	100.0	71.7	50.6	5.5	15.6	12.4	84.1	7.9	7.9	0.8	6.1
9:30	100.0	70.8	48.5	5.9	16.5	12.9	83.7	8.3	8.0	0.8	6.3
9:45	100.0	69.9	47.1	5.9	16.9	12.9	82.7	8.9	8.4	0.7	6.6
10:00	100.0	70.4	48.1	6.1	16.2	12.5	82.9	8.8	8.3	0.6	6.4
10:15	100.0	69.5	45.7	6.3	17.4	13.1	82.6	9.1	8.3	0.6	6.7
10:30	100.0	70.1	45.7	6.5	17.9	12.8	82.9	8.9	8.2	0.7	6.6
10:45	100.0	69.5	45.5	5.9	18.1	12.7	82.1	9.4	8.5	0.8	6.8
11:00	100.0	69.9	46.7	5.8	17.4	12.5	82.4	9.4	8.2	0.8	6.5
11:15	100.0	71.0	47.4	5.6	17.9	12.4	83.4	8.9	7.7	0.8	6.1
11:30	100.0	73.1	50.0	5.7	17.3	11.6	84.6	8.2	7.2	0.7	5.6
11:45	100.0	75.8	54.8	5.2	15.8	10.7	86.4	6.9	6.7	0.8	5.1
12:00	100.0	77.1	59.1	5.7	12.2	10.2	87.2	6.3	6.5	0.6	4.9
12:15	100.0	77.7	61.7	5.3	10.7	10.9	88.5	6.1	5.4	0.5	4.2
12:30	100.0	79.8	66.1	4.3	9.5	10.7	90.5	5.0	4.5	0.5	3.2
12:45	100.0	78.5	64.3	4.6	9.5	11.3	89.7	5.5	4.8	0.4	3.6
13:00	100.0	73.7	52.6	7.1	14.0	12.4	86.1	7.3	6.6	0.8	4.8
13:15	100.0	72.3	49.0	7.6	15.7	13.0	85.3	7.7	7.0	0.7	5.2
13:30	100.0	69.5	45.6	6.6	17.3	13.9	83.4	8.7	7.9	0.7	5.9
13:45	100.0	68.3	43.0	6.3	19.0	14.8	83.1	8.9	8.0	0.7	5.9
14:00	100.0	67.0	42.9	5.9	18.1	15.3	82.2	8.9	8.9	0.6	6.4
14:15	100.0	66.6	40.8	7.2	18.7	14.4	81.0	9.6	9.4	0.6	7.2
14:30	100.0	66.7	39.3	7.7	19.7	13.6	80.2	9.5	10.3	0.8	7.5
14:45	100.0	66.2	39.6	6.7	20.0	13.7	79.9	9.8	10.4	1.0	7.5

3.10 Consumo radiofonico per emittente: quote di mercato in %

RADIOCONTROL 2008 / Svizzera italiana

QUOTA DI MERCATO in % (lu-do)

universo: 281'000 persone (15+) campione: 4'788 persone / 32'940 giorni misurati

	radio	SRG SSR idée suisse					totale	private CH	totale	estere	
	totale	RSI	Rete Uno	Rete Due	Rete Tre	altre SSR		totale		RAI	private it
15:00	100.0	65.4	40.5	6.4	18.5	13.2	78.5	10.1	11.4	1.2	8.2
15:15	100.0	66.1	39.2	6.6	20.3	12.3	78.5	10.2	11.4	1.4	8.5
15:30	100.0	66.8	39.8	7.4	19.6	12.1	78.9	10.6	10.6	1.2	7.8
15:45	100.0	66.3	39.8	6.7	19.8	12.3	78.5	11.0	10.5	1.2	8.1
16:00	100.0	66.5	40.9	6.0	19.5	12.6	79.1	10.3	10.7	1.1	7.9
16:15	100.0	66.7	39.4	6.8	20.6	12.3	79.0	10.5	10.6	1.3	8.0
16:30	100.0	66.7	39.1	7.0	20.6	12.3	79.0	10.7	10.3	1.3	7.7
16:45	100.0	65.3	38.5	6.3	20.5	13.7	79.0	10.6	10.4	1.5	7.6
17:00	100.0	65.8	40.7	5.6	19.5	13.3	79.1	10.2	10.7	1.0	8.1
17:15	100.0	66.4	39.5	7.1	19.8	13.0	79.4	10.0	10.6	1.2	8.1
17:30	100.0	68.2	44.7	6.4	17.1	12.2	80.3	9.8	9.9	1.0	7.6
17:45	100.0	70.2	47.7	6.2	16.3	12.3	82.5	9.5	8.1	1.0	5.9
18:00	100.0	73.8	57.8	4.6	11.4	12.3	86.1	7.2	6.7	0.7	4.9
18:15	100.0	74.4	59.7	4.4	10.3	12.3	86.7	6.5	6.7	0.7	5.0
18:30	100.0	77.0	62.2	5.1	9.7	10.5	87.5	5.9	6.6	0.7	4.7
18:45	100.0	76.9	58.7	6.9	11.2	9.8	86.7	6.3	7.0	1.0	4.7
19:00	100.0	71.2	47.5	10.4	13.3	11.1	82.3	7.7	10.0	1.3	6.9
19:15	100.0	71.5	47.1	11.3	13.2	10.6	82.2	8.1	9.8	1.5	6.6
19:30	100.0	70.4	47.8	9.3	13.3	10.7	81.1	8.8	10.1	1.5	7.1
19:45	100.0	69.2	46.2	9.1	13.8	11.3	80.4	9.1	10.5	1.6	6.3
20:00	100.0	64.9	44.8	6.4	13.7	12.7	77.6	10.5	11.9	1.3	8.1
20:15	100.0	64.3	41.3	6.7	16.2	14.0	78.3	9.6	12.1	1.4	8.7
20:30	100.0	60.0	38.6	7.2	14.2	14.2	74.2	10.6	15.2	2.7	10.2
20:45	100.0	59.3	38.9	8.0	12.3	14.6	73.8	10.9	15.3	1.8	10.9
21:00	100.0	61.5	39.1	9.1	13.2	14.5	76.0	11.3	12.8	2.1	8.2
21:15	100.0	62.9	40.1	8.4	14.5	14.5	77.4	10.9	11.8	2.2	7.3
21:30	100.0	63.2	41.9	8.3	13.1	15.4	78.5	9.4	12.1	1.9	7.6
21:45	100.0	66.0	45.4	7.8	12.8	14.8	80.7	8.2	11.0	2.1	6.9
22:00	100.0	63.9	44.5	8.6	10.8	16.5	80.3	7.9	11.8	1.5	7.9
22:15	100.0	65.0	45.2	9.0	10.8	15.4	80.4	8.1	11.5	1.7	7.7
22:30	100.0	64.9	47.6	6.9	10.5	14.9	79.8	8.4	11.8	2.4	7.3
22:45	100.0	68.7	51.6	6.6	10.4	13.6	82.3	7.8	10.0	2.5	5.6
23:00	100.0	68.2	52.8	5.8	9.7	15.6	83.8	7.0	9.2	2.3	4.8
23:15	100.0	66.2	49.3	6.7	10.1	17.1	83.3	7.9	8.8	2.1	4.8
23:30	100.0	64.8	48.0	6.7	10.1	19.0	83.8	7.2	9.0	2.4	4.9
23:45	100.0	63.5	48.4	5.6	9.6	19.0	82.5	8.1	9.4	1.6	5.8
quota di mercato											
quotidiana	100.0	71.5	50.6	5.8	15.1	12.5	84.0	8.0	8.0	1.0	5.9

3.10 Consumo radiofonico per emittente: quote di mercato in %

RADIOCONTROL 2008 / Svizzera italiana

PENETRAZIONE QUOTIDIANA in % (lu-do)

universo: 281'000 persone (15+) campione: 4'788 persone / 32'940 giorni misurati

	2001	2002	2003	2004 ¹	2005	2006	2007	2008
totale radio	90.1	89.2	88.7	90.7	89.3	88.5	88.8	88.5
SRG SSR idée suisse	74.7	74.5	75.3	77.0	75.4	74.2	74.2	75.8
RSI	66.6	66.3	67.0	68.2	66.6	65.6	64.8	66.0
Rete Uno	55.0	55.0	54.7	54.4	51.1	49.9	48.6	49.2
Rete Due ²	11.3	10.3	10.7	10.5	10.1	10.0	10.4	9.3
Rete Tre	18.5	18.2	20.0	22.8	24.7	24.8	25.0	27.0
SR DRS1	12.3	11.4	12.8	12.0	11.9	10.8	11.3	10.2
RSR La Première	2.9	2.7	2.8	3.0	3.5	2.7	3.0	2.9
Swiss Satellite Radios ²	5.1	5.3	5.5	6.4	6.4	5.6	5.9	5.7
altre SSR	9.9	7.8	7.4	9.0	8.1	7.6	8.9	12.1
radio private svizzere	31.9	29.9	30.3	31.7	33.1	34.0	35.0	30.9
3iii	6.2	5.2	5.6	6.9	7.4	8.7	9.5	9.9
Fiume Ticino	6.2	6.4	6.1	5.7	5.6	5.7	6.0	5.4
totale emittenti estere	50.3	47.3	45.1	46.1	44.5	42.1	40.1	35.1
RAI	10.3	9.5	7.0	7.1	6.2	7.2	6.6	5.3
RAI uno	6.1	5.7	3.4	3.3	2.6	3.0	2.7	2.5
RAI due	2.0	2.1	1.6	1.8	1.3	1.7	1.9	1.3
RAI tre	3.1	2.4	2.6	2.6	2.6	2.9	2.4	1.8
radio private italiane	27.4	24.8	23.3	23.4	21.7	18.4	17.0	16.6
Studio Star	2.0	2.0	1.1	1.3	1.3	1.2	1.2	1.0
RTO	8.0	8.3	7.6	7.2	6.0	5.4	4.8	5.3

¹ Il 1° gennaio 2004 è stato ampliato il campione di Radiocontrol. È bene tenerne conto se si effettuano dei confronti con i dati degli anni precedenti.

² Questi programmi tramettono in contemporanea delle trasmissioni che vanno in onda su Rete Uno/DRS1 (notiziari). Il consumo di questi programmi comuni può essere differenziato con precisione dall' 1.1.2002.

RADIOCONTROL 2008 / Svizzera italiana

DURATA in minuti (lu-do)

universo: 281'000 persone (15+) campione: 4'788 persone / 32'940 giorni misurati

	2001	2002	2003	2004 ¹	2005	2006	2007	2008
totale radio	109	108	106	103	100	96	99	99
SRG SSR idée suisse	87	86	87	86	82	80	82	84
RSI	74	74	75	73	70	69	69	71
Rete Uno	57	56	56	53	51	49	50	50
Rete Due ²	8	8	8	8	6	6	6	6
Rete Tre	10	10	11	13	13	13	14	15
SR DRS1	9	9	9	8	8	7	8	8
RSR La Première	1	1	1	1	1	1	1	1
Swiss Satellite Radios ²	1	1	2	2	2	1	2	2
altre SSR	1	1	1	1	1	1	1	2
radio private svizzere	6	6	6	6	7	7	8	8
3iii	2	2	2	3	3	4	5	5
Fiume Ticino	2	3	2	2	2	2	2	2
totale emittenti estere	16	15	13	12	11	9	8	8
RAI	2	2	1	1	1	1	1	1
RAI uno	1	1	1	1	1	1	1	0
RAI due	0	0	0	0	0	0	0	0
RAI tre	1	1	1	0	0	0	0	0
radio private italiane	12	11	10	9	8	7	6	6
Studio Star	1	1	0	0	0	0	0	0
RTO	3	3	3	3	2	2	2	2

¹ Il 1° gennaio 2004 è stato ampliato il campione di Radiocontrol. È bene tenerne conto se si effettuano dei confronti con i dati degli anni precedenti.

² Questi programmi tramettono in contemporanea delle trasmissioni che vanno in onda su Rete Uno/DRS1 (notiziari). Il consumo di questi programmi comuni può essere differenziato con precisione dall' 1.1.2002.

RADIOCONTROL 2008 / Svizzera italiana

QUOTA DI MERCATO in % (lu-do)

universo: 281'000 persone (15+) campione: 4'788 persone / 32'940 giorni misurati

	2001	2002	2003	2004 ¹	2005	2006	2007	2008
totale radio	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SRG SSR idée suisse	79.8	80.4	82.6	82.9	82.2	82.6	82.9	84.0
RSI	68.1	68.8	70.8	70.8	70.2	71.3	70.3	71.5
Rete Uno	51.8	52.5	52.9	51.4	50.7	51.0	50.4	50.6
Rete Due ²	7.6	7.2	7.2	7.3	6.1	6.6	6.2	5.8
Rete Tre	8.8	9.1	10.8	12.1	13.4	13.7	13.6	15.1
SR DRS1	8.5	8.1	8.3	8.1	8.1	7.6	8.1	7.8
RSR La Première	0.8	1.1	0.9	0.9	1.0	1.1	1.1	1.0
Swiss Satellite Radios ²	1.1	1.3	1.5	1.9	1.8	1.5	2.0	2.1
altre SSR	1.3	1.1	1.1	1.2	1.0	1.2	1.4	1.6
radio private svizzere	5.8	5.7	5.5	5.8	6.8	7.5	8.5	8.0
3iii	2.2	1.9	1.9	2.7	3.2	3.7	4.5	4.6
Fiume Ticino	2.0	2.4	2.2	1.8	2.1	2.2	2.3	2.1
totale emittenti estere	14.4	13.9	11.9	11.3	11.0	9.8	8.7	8.0
RAI	2.2	2.1	1.3	1.4	1.1	1.3	1.2	1.0
RAI uno	1.1	1.1	0.6	0.7	0.5	0.6	0.6	0.5
RAI due	0.3	0.5	0.2	0.3	0.2	0.3	0.3	0.2
RAI tre	0.7	0.6	0.5	0.4	0.4	0.4	0.3	0.3
radio private italiane	10.6	10.4	9.2	8.3	8.4	7.0	6.0	5.9
Studio Star	0.6	0.6	0.2	0.3	0.4	0.4	0.4	0.2
RTO	3.0	3.1	2.7	2.4	2.2	1.9	1.6	1.9

¹ Il 1° gennaio 2004 è stato ampliato il campione di Radiocontrol. È bene tenerne conto se si effettuano dei confronti con i dati degli anni precedenti.

² Questi programmi tramettono in contemporanea delle trasmissioni che vanno in onda su Rete Uno/DRS1 (notiziari). Il consumo di questi programmi comuni può essere differenziato con precisione dall' 1.1.2002.

**3.13 Paragone a lungo termine del consumo radiofonico:
quote di mercato in %**

3.14 Paragone a lungo termine del consumo radiofonico: radio private in nelle lore zone di copertura

RADIOCONTROL 2008 / Svizzera italiana

universo: 281'000 persone (15+) campione: 4'788 persone / 32'940 giorni misurati

Le cifre presentate qui si riferiscono alle differenti zone di copertura delle diverse radio. Le diverse emittenti radiofoniche non sono quindi direttamente comparabili (a meno che non vengano presentate nella medesima regione) perché le quote di ascoltatori misurate si riferiscono a regioni geografiche differenti.

	2004	2005	2006	2007	2008	Regione
PENETRAZIONE QUOTIDIANA in % (lu-do)						
radio private svizzere						
3iii	11.9	12.6	14.9	16.1	15.6	Sottoceneri
Fiume Ticino	11.8	11.6	11.6	12.1	9.9	Sopraceneri
PENETRAZIONE QUOTIDIANA in migliaia (lu-do)						
radio private svizzere						
3iii	17.4	18.4	22.5	24.6	24.1	Sottoceneri
Fiume Ticino	13.2	12.9	13.3	14.0	12.5	Sopraceneri
DURATA in minuti (lu-do)						
radio private svizzere						
3iii	5.1	5.7	6.4	8.0	7.8	Sottoceneri
Fiume Ticino	4.0	4.5	4.5	4.8	4.0	Sopraceneri
QUOTA DI MERCATO in % (lu-do)						
radio private svizzere						
3iii	5.0	5.9	6.7	8.0	8.0	Sottoceneri
Fiume Ticino	3.8	4.3	4.5	4.8	3.9	Sopraceneri

4. APPARECCHI E SITUAZIONE DI RICEZIONE

4.1 Establishment Survey: metodologia, base per il rilevamento e rapporti

4.1.1 Premesse

Nell'ambito dello Studio sui media della SRG SSR, la distribuzione degli apparecchi d'elettronica di consumo e la situazione di ricezione sono state rilevate ininterrottamente dal 1975 al 2000. Nell'anno di transizione 2001 queste informazioni non sono state raccolte ininterrottamente come in passato. La domanda relativa al possesso di apparecchi del settore dell'elettronica di consumo, della radio, della TV e di Internet – domanda posta in passato nell'ambito dello Studio sui Media – è integrata, dal 2002, in un'inchiesta telefonica di lunga durata ("Establishment Survey")

In considerazione di un'offerta in costante evoluzione nel settore dell'elettronica di consumo, è stato ritenuto opportuno integrare nuove domande nell'Establishment Survey (es.: possesso di lettori MP3). Ciò ha portato ad un leggero adattamento della forma in cui vengono presentati i risultati. Un paragone a lungo termine, comprendente i "vecchi" dati dello Studio sui Media, viene condotto unicamente per lo sviluppo delle categorie principali "possesso di apparecchi TV", "possesso di apparecchi radiofonici" e "possesso di PC". Per ciò che concerne le categorie più dettagliate, una nuova serie di dati ha preso il via nel 2002. Le cifre relative ai canali di distribuzione vengono presentate solo a partire dal 2003.

4.1.2 Metodologia

L'Establishment Survey ha sostituito lo Studio sui Media quale strumento per il rilevamento del possesso di apparecchi elettronici e della distribuzione dei canali di ricezione nel gennaio 2002. Il rilevamento avviene secondo il principio Random attraverso interviste telefoniche guidate dal computer (CATI). L'inchiesta è rappresentativa per le persone di 15 anni o più che risiedono nelle tre maggiori regioni linguistiche del paese e dispongono di un allacciamento telefonico fisso.

4.1.3 Base per il rilevamento

Nel 2008 sono state intervistate in Svizzera circa 42'200 persone di 15 anni o più a proposito del loro consumo dei media: 17'897 nella Svizzera tedesca, 17'631 nella Svizzera francese e 6'257 nella Svizzera italiana.

4.1.4 Rapporti

I dati dell'Establishment Survey vengono pubblicati unicamente nell'ambito di questo rapporto annuale.

4.2 Paragone a lungo termine della ripartizione degli apparecchi elettronici

PROPRIETÀ DI APPARECCHI ELETTRONICI / Svizzera italiana

Indicazioni in % della popolazione di 15 anni o più

universo: 281'000 persone (15+) campione 2008: TV e video 2'503, radio e audio: 2'502, PC: 1'868 persone

	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000		2002	2003	2004	2005	2006	2007	2008
TV nell'economia domestica	97	98	98	98	98	99	98	98	98	98	98	97		95	96	96	96	96	96	95
1 TV														72	74	72	66	69	68	70
2 TV o più														23	22	24	29	27	28	26
TV a colori														95	95	96	96	96	96	95
1 TV a colori														73	74	71	69	70	70	73
2 TV a colori o più														22	21	24	23	26	26	21
TV in bianco e nero														1	1					
TV con teletext														75	81	85	85	84	88	89
televisione via cavo o antenna comune														72	74	76	72	71	69	67
antenna propria														13	11	8	12	10	8	9
antenna parabolica propria														12	13	14	14	16	16	15
videoregistratore VHS														67	67	67	69	63	61	56
videocamera														24	24	25	24	23	26	24
apparecchio per giochi televisivi														17	16	18	22	20	23	18
lettore DVD														18	26	41	51	54	60	62
registratore DVD																		12	17	18
apparecchio DVD con disco rigido																		9	14	14
radio nell'economia domestica ¹⁾	97	98	98	98	97	97	97	99	96	95	96	94		95	96	96	94	89	89	84
1 apparecchio radio														16	12	12	15	44	37	39
2 apparecchi radio o più														79	84	84	80	45	52	45
giradischi														32	32	29	33	28	26	24
registratore a cassette														45	63	63	63	54	52	42
riproduttore Compact-Disc														57	63	66	72	71	72	71
mini-Disc														8	12	9	15	13	12	9
lettore mp3														7	7	9	18	24	32	35
lettore mp3 portatile																		22	29	31
PC nell'abitazione							22	24	27	30	37	42		52	52	54	58	68	68	69
1 PC														48	45	48	48	55	50	53
2 PCs o più														4	7	6	10	13	17	16
accesso a internet ²⁾ nell'economia domestica															37	43	47	58	55	61

¹⁾ dal 2006: la domanda è posta in modo nuovo ²⁾ dal 2008: la domanda relativa al tipo di accesso non è più limitata alle economie domestiche ed è posta solo nelle settimane da 2 a 7.

4.3 Disponibilità e utilizzazione dei diversi canali per la ricezione radiofonica

CANALI DI RICEZIONE / Svizzera italiana

Indicazioni in % della popolazione di 15 anni o più

universo: 281'000 persone (15+) campione 2007: 2'502 persone

Quali sono le possibilità di ricezione di cui dispone con il suo apparecchio radiofonico / con i suoi apparecchi radiofonici?

	1993	1994	1995	1996	1997	1998	1999	2000		2003 ¹	2004	2005 ²	2006	2007	2008
onde ultracorte (OUC / FM)	90	87	84	85	81	80	84	84		73	79	63	66	66	61
onde medie (MW / AM)	79	69	62	57	60	55	58	59		65	73	57	60	60	52
onde lunghe (LW) ³	72	59	53	45	52	46	45	43		43	37	-	-	-	-
onde corte (KW / SW) ³	62	52	46	41	47	40	39	34		38	34	-	-	-	-
rete via cavo	3	3	2	3	3	6	6	7		17	22	30	29	24	18
antenna parabolica	0	0	0	0	1	1	1	1		2	2	3	2	2	2
radio digitale (DIG'IT, "Kopernikus", DAB)	4	1	0	0	0	0	0	0		1	0	0	0	1	1
nessun apparecchio	2	3	3	3	4	5	3	6		4	4	6	11	11	16

1993	1994	1995	1996	1997	1998	1999	2000
------	------	------	------	------	------	------	------

E ogni quanto ascolta la radio sulle onde...?

tutti i giorni o più volte alla settimana

onde ultracorte (OUC / FM)	71	74	71	74	71	71	74	77
onde medie (MW / AM)	26	21	20	15	13	11	10	6
onde lunghe (LW)	1	1	2	0	1	0	0	0
onde corte (KW / SW)	3	2	1	0	1	0	0	0
rete via cavo	2	2	3	3	2	4	5	5
antenna parabolica	0	0	0	0	0	0	0	0
radio digitale (DIG'IT, "Kopernikus", DAB)	3	1	0	0	0	0	0	0

una volta alla settimana o meno

onde ultracorte (OUC / FM)	4	4	3	3	3	3	2	2
onde medie (MW / AM)	4	5	7	4	4	3	3	1
onde lunghe (LW)	5	5	4	4	4	3	1	2
onde corte (KW / SW)	2	2	2	2	1	1	1	1
rete via cavo	1	1	1	1	2	1	1	1
antenna parabolica	0	0	0	0	0	0	0	0
radio digitale (DIG'IT, "Kopernikus", DAB)	0	0	0	0	0	0	0	0

¹ A partire dal 2003 le informazioni concernenti le possibilità di ricezione di cui dispone l'apparecchio radiofonico / di cui dispongono gli apparecchi radiofonici vengono raccolte attraverso interviste telefoniche e non più attraverso interviste condotte personalmente "face to face". Le informazioni concernenti la frequenza dell'ascolto sulle diverse onde non vengono più raccolte.

² Nel 2005, la domanda sulle modalità di ricezione non è stata posta alle persone che possiedono soltanto un'autoradio e nessun altro apparecchio radio.

³ Dal 2005 le modalità di ricezione in onde lunghe (LW) e onde corte (KW / SW) non sono più state oggetto di sondaggio.

5. STATISTICA

5.1 Sesso, età, stato civile, numero di abitanti del luogo di domicilio

	totale	sesso		età						ampiezza demografica		
		uomini	donne	15-19	20-24	25-29	30-44	45-64	65+	10,000 e più	2'000 a 10,000	fino a 2,000
base (100%)	6,257	2,966	3,291	726	901	1,253	990	976	1,412	2,403	2,866	989
sesso												
uomini	47.4	100.0		47.4	47.4	47.4	48.5	46.3	47.4	47.4	47.4	47.4
donne	52.6		100.0	52.6	52.6	52.6	51.5	53.7	52.6	52.6	52.6	52.6
età												
15-19	5.5	5.5	5.6	47.7						5.3	5.4	6.2
20-24	6.1	6.1	6.0	52.3						6.3	6.2	5.4
25-29	5.7	5.9	5.5		39.3					5.8	5.7	5.1
30-34	8.7	8.5	8.9		60.7					8.2	9.3	8.4
35-39	8.7	7.9	9.3			43.3				8.9	8.5	8.8
40-44	11.4	12.1	10.7			56.7				11.6	10.9	12.1
45-49	8.0	8.2	7.8				50.6			7.9	7.9	8.3
50-54	7.8	8.0	7.7				49.4			7.1	8.4	8.0
55-59	6.5	6.5	6.5					41.6		7.0	6.5	5.2
60-64	9.1	8.7	9.5					58.4		9.4	8.6	9.9
65-74	12.9	14.0	12.0						57.4	13.2	12.9	12.4
75 +	9.6	8.5	10.6						42.6	9.4	9.6	10.1
stato civile												
sposato	71.8	74.8	68.5	18.9	61.1	83.0	79.8	88.9	89.6	71.6	72.1	71.4
con compagno/a	7.9	8.3	7.5	5.6	19.4	11.2	6.4	3.4	1.5	7.4	8.9	6.4
celibe	20.3	16.9	24.1	75.6	19.5	5.8	13.8	7.7	8.9	21.0	19.1	22.3
ampiezza demografica												
100'000 e più	38.4	38.4	38.4	38.4	37.2	39.3	36.5	40.4	38.4	100.0		
10'000 - 100'000	45.8	45.8	45.8	45.8	47.9	44.3	47.2	44.4	45.8		100.0	
fino a 10'000	15.8	15.8	15.8	15.8	14.9	16.4	16.3	15.3	15.8			100.0

	totale	sesso		età						ampiezza demografica		
		uomini	donne	15-19	20-24	25-29	30-44	45-64	65+	10,000 e più	2'000 a 10,000	fino a 2,000
base (100%)	6,257	2,966	3,291	726	901	1,253	990	976	1,412	2,403	2,866	989
formazione in corso												
scuola obbligatoria	0.7	0.6	0.7	5.2	0.0	0.1	0.1	0.0	0.1	0.7	0.5	1.0
scuola di diploma (fino a 2 ann apprendistato o scuole	0.4	0.2	0.6	3.6	0.0	0.0	0.0	0.0	0.0	0.4	0.5	0.2
profess. a tempo pieno	1.5	1.9	1.1	11.7	0.2	0.1	0.4	0.0	0.0	1.0	1.7	2.0
seminari per docenti	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
scuola di maturità, istituto magistrale	1.6	1.5	1.8	13.8	0.0	0.1	0.0	0.1	0.0	2.0	1.5	0.9
formazione profess.												
e tecnica superiore	0.4	0.3	0.5	2.5	0.5	0.0	0.1	0.1	0.0	0.4	0.3	0.6
istituto di formazione sup.	0.4	0.4	0.4	2.7	0.4	0.0	0.1	0.0	0.0	0.4	0.5	0.0
università, politecnico	1.8	1.6	1.9	12.6	1.9	0.2	0.2	0.0	0.0	2.0	1.6	2.0
altra formazione	0.0	0.0	0.1	0.4	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2
nessuna risposta	0.1	0.1	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0
totale	5.8	5.8	5.8	44.4	2.9	0.4	0.8	0.2	0.0	5.9	5.8	5.7
formazione conclusa												
scuola obbligatoria	15.6	12.6	18.3	4.4	8.6	8.6	11.5	18.9	32.7	14.4	15.9	17.5
scuola di diploma (fino a 2 ann apprendistato o scuole	5.9	5.5	6.3	5.4	4.5	6.0	5.8	6.4	6.8	6.4	5.4	6.5
profess. a tempo pieno	35.2	35.6	34.8	17.5	33.3	41.2	40.4	38.6	34.0	33.2	36.2	37.0
seminari per docenti	1.1	1.0	1.3	0.0	1.4	1.0	1.9	1.1	1.0	1.3	1.2	0.5
scuola di maturità, istituto magistrale	6.4	5.5	7.3	5.1	8.9	7.3	7.0	6.3	4.5	6.2	7.0	5.4
formazione profess.												
e tecnica superiore	6.8	7.7	6.0	3.6	8.1	8.5	9.7	7.8	3.3	5.4	7.5	8.0
istituto di formazione sup.	4.8	5.5	4.1	2.5	6.5	5.9	5.7	4.5	3.4	5.5	4.8	3.0
università, politecnico	12.4	15.0	10.0	4.2	21.9	16.8	13.3	10.8	7.1	15.0	11.0	10.0
altra formazione	0.9	0.7	1.1	0.6	0.3	0.9	1.0	0.5	1.7	1.1	0.8	0.6
nessuna risposta	4.0	4.2	3.8	3.5	3.6	3.3	2.7	4.9	5.4	4.6	3.4	4.4
totale	93.1	93.3	92.9	46.8	97.1	99.5	99.1	99.8	99.9	93.0	93.3	93.1

	totale	sesso		età						ampiezza demografica		
		uomini	donne	15-19	20-24	25-29	30-44	45-64	65+	10,000 e più	2'000 a 10,000	fino a 2,000
base (100%)	6,257	2,966	3,291	726	901	1,253	990	976	1,412	2,403	2,866	989
professione												
indipendente senza collaboratori	13.5	14.8	11.9	15.4	10.7	12.3	13.5	16.3	33.9	16.0	11.4	13.3
indipendente con collaboratori	6.4	7.7	4.9	6.4	7.0	5.3	6.2	7.0	17.5	6.4	6.4	6.5
collaboratore-trice nell'azienda di un familiare	4.7	4.2	5.4	7.4	5.6	4.7	2.6	4.1	11.5	4.4	5.3	3.9
lavoratore-trice dipendente	7.5	7.3	7.8	7.5	6.7	7.7	7.2	8.9	7.3	8.2	7.0	7.2
quadro medio o inferiore, es. capoufficio	14.7	15.0	14.3	10.9	16.0	16.0	14.5	13.4	10.6	15.1	14.3	14.8
Impiegato-a, operaio-a, praticante	51.2	49.0	54.0	41.9	53.0	53.1	54.9	49.6	17.6	48.5	53.1	52.5
apprendista	1.1	1.0	1.3	10.5	0.2		0.1			0.5	1.7	1.1
altra posizione	0.2	0.1	0.2	0.2	0.2	0.2	0.3			0.2	0.2	
nessuna risposta	0.6	0.9	0.3	0.7	0.6	0.6	0.8	0.7	1.6	0.7	0.5	0.7

5.4 Dimensione del nucleo familiare, adulti e bambini nel nucleo familiare

	totale	sesso		età						ampiezza demografica		
		uomini	donne	15-19	20-24	25-29	30-44	45-64	65+	10,000 e più	2'000 a 10,000	fino a 2,000
base (100%)	6,257	2,966	3,291	726	901	1,253	990	976	1,412	2,403	2,866	989
ampiezza della famiglia												
1 persone	34.6	27.7	40.8	16.1	34.8	29.0	29.9	36.8	50.8	35.6	34.6	32.1
2 persone	46.4	51.8	41.5	23.4	54.7	59.3	41.3	48.1	44.0	45.7	46.9	46.9
3 persone	11.7	13.0	10.5	31.8	6.9	7.8	18.1	9.8	4.5	11.8	11.2	12.7
4 persone	6.1	6.1	6.1	22.4	3.1	3.5	9.8	4.6	0.5	6.1	6.1	6.4
5 persone e più	1.2	1.4	1.0	6.3	0.5	0.4	0.9	0.6	0.3	0.8	1.2	1.8
nessuna risposta	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
persone di 15 anni e più nella famiglia												
1 persone	34.6	27.7	40.8	16.1	34.8	29.0	29.9	36.8	50.8	35.6	34.6	32.1
2 persone	46.4	51.8	41.5	23.4	54.7	59.3	41.3	48.1	44.0	45.7	46.9	46.9
3 persone	11.7	13.0	10.5	31.8	6.9	7.8	18.1	9.8	4.5	11.8	11.2	12.7
4 persone	6.1	6.1	6.1	22.4	3.1	3.5	9.8	4.6	0.5	6.1	6.1	6.4
5 persone e più	1.2	1.4	1.0	6.3	0.5	0.4	0.9	0.6	0.3	0.8	1.2	1.8
nessuna risposta	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
numero bambini nella famiglia												
nessun bambino	87.2	87.4	87.1	92.8	82.6	66.2	84.6	98.8	99.9	88.2	86.7	86.5
1 bambino	6.7	6.7	6.7	5.8	9.7	14.3	10.1	0.8	0.1	6.3	7.1	6.4
2 bambini	4.8	4.7	5.0	1.2	6.1	15.7	4.1	0.3	0.0	4.3	5.0	5.7
3 bambini	0.9	0.8	1.0	0.2	1.1	2.8	0.7	0.2	0.0	0.9	0.8	0.9
4 bambini o più	0.4	0.5	0.3	0.0	0.5	1.1	0.4	0.0	0.0	0.3	0.4	0.6

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